

# Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

## Response to the Northern News articles regarding the AICP designation

Submitted by Luke Connolly, AICP

NOVEMBER 2000

RECEIVED  
NOV 14 REC'D  
DUNCAN & JONES

Planners, especially those who cherish their AICP designations, may be incensed by what Richard Carson said in his article "The Road Not Taken" in the Summer 2000 Northern News; unfortunately, however, much of what he said regarding the AICP designation, and planners in general, is true.

While I don't agree with several of Carson's comments, such as AICP status actually being a limitation of one's ability to manage others, I do agree with his more inflammatory observation that "the AICP designation is such a joke." The primary reason I agree with Carson on this point, however, is not one mentioned by him. But rather, that increasingly, planners bearing AICP on their business cards are the most ineffectual and inexperienced at their jobs, at least those working for local government agencies. In every city I have worked for (all in the South Bay Area), all of the department directors and nearly all the top management personnel had passed the AICP exam. Most of these people also had many years of experience as planners as well as the desire and political savvy to rise within the local government hierarchy—those were the characteristics that enabled them to attain their positions, not the AICP designation, which usually appeared only after they had proven themselves as planners.

Unlike Carson, I took the AICP exam in 1997, ignoring the refrain of co-workers, "If (s)he could pass, why do you want to take it?" Once certified, I became more conscious of the other members "in the club." Now, three years later, I'm a member of the chorus. I've even come up with the theory that the more prominently one displays their AICP certificate, the less they know about planning.

Joking aside, all the AICP designation indicates is, as Carson said, that you passed a multiple-choice test, and an easy one at that. It is not tantamount to a lawyer passing the bar or even an accountant passing the CPA exam.

Also, given the growing number of entry-level planners who are AICP designated, it seems doubtful anyone is checking on whether applicants even meet the minimum criteria "required" to take the exam. In the accompanying Northern News' rebuttal to Carson's article, it's apparent that the APA gloats over the increasing proportion of APA members who are AICP designated. I would also applaud this trend if there was a corresponding rise in the proficiency of planners or if I thought that the profession was making inroads at improving the quality of the built environment. This, however, is not happening, but I'm afraid the significance of the AICP designation has become lost through its proliferation.

Another of Carson's observations about planners, AICP or not, that "We act like religious missionaries in a foreign country. We go around telling people that our truth will set them free, but we are clueless about political reality" goes even more to the point about what is wrong with the majority of planners and why planning itself so often ends up marginalized within the decision-making processes of most communities. Unlike related disciplines, law or economics for instance, planning does not do a good job of embracing opposing viewpoints (note that Carson's article was published in the *Northern News* simultaneously with a rebuttal) or reaching out beyond its own membership to "spread the word." By sitting around coffee

### Editors Note

This issue of the Northern News continues the discussion of the AICP designation, mostly in response to the Richard Carson article "The Road Not Taken." A few readers were excited by the nature of both viewpoints and therefore decided to offer their viewpoint on this topic. The first article by Luke Connolly offers some insight into the AICP designation from his experience in planning in the Silicon Valley. The second article, by Ken Norwood takes on a more historical perspective of the AICP designation.



(continued on page 4)

## DIRECTORY

### Director

Mark Rhoades 510/705-8111  
e-mail: mar2@ci.berkeley.ca.us

### Director Pro-Tem

Sowmya Parthasarathy 415/546-0400  
x 49

### Treasurer

Hing Wong, AICP 510/464-7966

### Administration Director

M. Kavanaugh-Lynch 510/705-8111

### 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

position open

### Professional Development

Patricia Jeffery, AICP 510/524-7980

### Membership

Greg Mattson 925/988-9188

### International Liaison

Stephen Wanat, AICP 415/435-1651

### Regional Advisory Committees (RACs)

#### Central Bay Area

Andrea Ouse, AICP 650/991-8033

#### East Bay

position open

#### East Bay Counties

Greg Mattson 925/988-9188

#### South Bay

D. Ungo-McCormick 408/277-4744

#### North Bay

Pat Collins 707/575-1933  
x 340

#### Monterey Bay

Ernie Franco, AICP 831/373-1489

#### Far North

George Williamson 707/822-5955

### Northern Section Voicemail

415/281-0195

### Newsletter Editor

Kearey Smith 510/464-7994

### Advertising Coordinator

Pierce MacDonald 510/705-8111

### 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 Planning & Design**

## DIRECTOR'S NOTE

by Mark Rhoades

This may be my last column as Director, or maybe second to last. Next month's Northern News will have election ballots for two NSCCAPA Board positions, Director, and Administration Director. Yes, its been two years already, and I will not be seeking another term (although I will continue to be closely involved). The Board is seeking nominations for the positions, but the position of Director requires two years of experience on the board. The board also has current openings for appointed positions, including Legislative Liaison and Membership Director.

The NSCCAPA Board is also working on a number of upcoming events that include our annual Board Retreat (November 4, in SF, open to all APA members) and our annual Holiday Party that will be held at the Thirsty Bear Restaurant on Thursday, December 7, from 6-9pm. And finally, the Board, under the guidance of our Professional Development Officer, Rebecca Lave, is working on a Spring Lecture Series that will include a number of timely topics and well known experts.

## Professional Notes

Publisher/planning consultant Warren W. Jones and planning consultant/writer/editor Natalie Macris are co-authors of A Career Worth Planning recently published by APA. The book is available through the APA Planners Book Service catalog and the APA website ([www.planning.org](http://www.planning.org))."

Charlie Stump has been promoted to the director of Planning and Community Development with the City of Ukiah. Besides managing all land use and environmental planning activities for the City, he will act as Building Official and manage the Building Division staff. He will also assist the City Manager with all economic development and redevelopment activities.

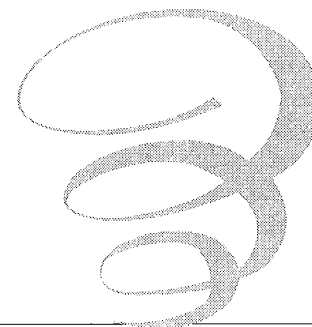
Jennifer Andersen, AICP, has joined the City of Fremont as a Redevelopment Project Manager. Jennifer previously served as a Redevelopment Specialist with the City of San Leandro and the County of San Diego. She can be reached at [jandersen@ci.fremont.ca.us](mailto:jandersen@ci.fremont.ca.us) (510-494-4648).

You can send your Professional Note to:

Kearey Smith, 1921 Emerald St., Concord, CA 94518

Phone 510.464.7994;

email [keareys@abag.ca.gov](mailto:keareys@abag.ca.gov) Please limit your note to 40 words.



## NEWSLETTER INFORMATION

### EDITORIAL

Kearey Smith

editor

Tel: 510/464-7994

Fax: 510/433.5594

e-mail: [keareys@abag.ca.gov](mailto:keareys@abag.ca.gov)

1921 Emerald Street  
Concord, CA 94518

### ADVERTISING/JOBS

Pierce MacDonald

advertising coordinator

Tel: 510/705-8111

Fax: 510/833.6543

e-mail: [pmacdonald@ci.berkeley.ca.us](mailto:pmacdonald@ci.berkeley.ca.us)

2120 Milvia Street, 1st floor  
Berkeley, CA 94704

## 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.



## NSCCAPA Holiday Party

Get ready!

This year's **Holiday Party** will be held at the Thirsty Bear Restaurant in downtown San Francisco on December 7th from 6pm to 9pm. The Thirsty Bear is located at 661 Howard Street (between 2nd and 3rd), conveniently located near the Montgomery Street BART Station.

## APA Co-sponsors GIS Day 2000, November 15

The goal of GIS Day 2000 is to make 3 million adults and children around the world aware of the many ways various professions—including planners—are using geographic information systems to improve everyday life. Among the event's principal sponsors are the National Geographic Society, the U.S. Geological Survey, the Library of Congress, and ESRI. Joining APA as Associate Sponsors are the Nature Conservancy, the World Wildlife Fund, URISA, and other organizations.

Last year, planners in public agencies, private practice, and academia were among the 2,000 sponsors of local events, which ranged from open houses and map galleries to public forums and in-school presentations. While government and university GIS labs, engineering firms, utility companies, and many other businesses also participate, GIS Day provides an excellent opportunity to educate the public on the role that planners play at national, state, regional, and local levels. Planners can also link World Town Planning Day (November 8) to National Geography Awareness Week (November 12-18) and GIS Day, thereby benefiting from the media attention drawn to those events.

For tips on how to plan, promote, and hold a local event, visit [www.gisday.com](http://www.gisday.com). The site contains examples of last year's activities organized by state and city, a list of those who have already registered their intention to host an event this November (also searchable by state), and a forum for posting queries, seeking ideas, and finding partners. The site also includes a helpful guide for generating local media, a sample press release, and a template for creating a GIS Day page on your own web site.

Additional ideas related to GIS Day and National Geography Awareness Week can be found on APA's web site. Visit [www.planning.org/educ/](http://www.planning.org/educ/) and scroll down to information on K-12 education and youth outreach. Visit [www.planning.org/abtaicp/world.htm](http://www.planning.org/abtaicp/world.htm) for more information on World Planning Day.

## 15th Annual Land Use Law and Planning Conference

Friday, January 26, 2001

Westin Bonaventure Hotel

Los Angeles, California

UCLA Extension's annual Land Use Law and Planning Conference is a leading source of information for attorneys, planners, public officials, consultants, developers, real estate professionals, and others involved in planning and development issues in California. This year's conference presents an update of important new legislation, case law, policies, and trends in the field of land use law and planning—presented by several speaker experts.

Topics will include updates and assessments on: planning, redevelopment, and zoning law; takings law; housing elements and affordable housing mandates; land use decision-making ethics; CEQA; urban runoff regulations; water supply/land use issues; and dealing with LULUs (locally undesirable land uses).

MCLE\* credit available.

For a brochure or additional information, call 310 825-7885.

\* Minimum Continuing Legal Education

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

houses (independently run, of course) unanimously praising the virtues of new urbanism and electric shuttles, and unanimously sneering at the sterility of suburbia and the evils of the automobile, what have planners accomplished? If the goal was to end up branded by others as a group of harmless idealists, then we have succeeded. If, however, the goal was to help bring the type of development we're supposed to feel so passionately about to fruition, then we have failed—at least thus far.

*Luke Connolly is a planner with the City of Palo Alto*

## Letter to the editor

*Ken Norwood, AICP*

Dear Editor,

I read with great interest the two articles in the last issue about AICP and its role in the planning profession. The exchange between Norman Krumholz, AICP President, and Richard Carson, Director of the Clark County Department of Community Development prompts historical recall to me as a senior in the planning profession who witnessed the transition of the AIP to APA, and the birth of AICP.

As a member of AIP in the late 1950's in the California Chapter Southern Section, I remember several other earlier planning professionals—Kenneth Topping, Glenn Blossom, and Larry Wilson, and others, who met as a committee concerning pending State legislation, in California, New Jersey, and several other states which would require State examination and licensing of public and private practice planners. As I recall, the civil engineers were pushing for the regulation of “planners.” Remember, in the 1950's and early 1960's most members

of the AIP, and later the APA, were public planners in local government. But as the post WWII housing boom generated hordes of home seekers, and land owners- (farmers wanting to bail-out and cash-in), builders, and developers were hiring anyone who could draw a subdivision map. These folks were called land planners and some were licensed civil engineers, attorneys, and architects but many “consultants” got their start in the immediate postwar land rush drawing subdivision maps, lot splits, and learning how to process zone change applications. In the early 1950's there were few Masters' Degree Programs around the country and a small number of trained planners.

As the volume of subdivisions grew, public agency planners were greatly concerned about the quality of the plans brought before them by anyone who had the titles “City Planner,” “Planner,” or “Planning Consultant.” Some specialized in ways to maximize lot yield, and minimize street and utility costs. A great deal of new standards were quickly being invented and public planning officials were witnessing a chaotic time as we embryonic but dedicated AIP/APA planners attempted to gain credibility and champion for the ideals of comprehensiveness, integrity, and recognition in the “planning profession.”

So there we were, planners in the Southern Section APA and Cal Chapter, (as well as in other State Chapters), facing the prospect of laws for licensing of engineers as planners, with a myriad of standards and constraints that did not represent the public responsibility, planning principles, and ethical standards that the AIP and APA were founded on. The solution proffered by APA National and State Chapters was for an internal professional certification within the APA and thereby intercepting a state controlled and administered testing and regulatory process. The vision put forth at the birth of AICP was for an ongoing program of continued planning education and review of ethical practice.

*(continued on page 6)*



### SENIOR PLANNER

Solano County (Fairfield CA)

Salary \$46,178–\$56,129/yr plus excellent benefit package

The Planning Division of Environmental Management invites you to apply for this challenging position. You will be responsible for performing current planning and special projects having sensitive political, legal and financial implications for property owners, cities, the County and others. If you have (at least) 3 years professional planning experience, including land use planning duties at the local or regional governmental level. For an application packet contact Solano County Department of Human Resources, 580 Texas St, Fairfield, CA 94533 or email: [mmasterson@solanocounty.com](mailto:mmasterson@solanocounty.com). The final filing date is November 17, 2000.

### ASSOCIATE PLANNER / SENIOR ASSOCIATE

Design, Community & Environment  
Starting Salary: \$40,000 to \$70,000 per year, depending on experience

Design, Community & Environment, a planning and design firm located in Berkeley, is seeking an experienced Environmental and Land Use Planner to join our team as an associate or senior associate. DC&E offers consulting services to public and private sector clients in the areas of community planning, environmental assessment, urban design, bicycle and transportation planning and community participation. Applicants should have a minimum of three years experience in CEQA, comprehensive planning and/or related fields, with project management experience. Responsibilities will include project management, client interface, proposal writing, and preparation of environmental and planning reports. DC&E is a rapidly growing firm, with an open and friendly work environment. Full benefits are included in salary package. Send cover letter and resume to David Early, Design, Community & Environment, 1600 Shattuck Avenue, Suite 222, Berkeley, CA, 94709. Resumes may also be sent via e-mail to: [david@dceplanning.com](mailto:david@dceplanning.com).

**TRAFFIC ENGINEER/ TRANSPORTATION PLANNER**

The Duffey Company, a San Francisco transportation/environmental planning firm, is seeking innovative traffic engineer/transportation planner with 5 to 10 years experience in multi-modal transportation analysis with an emphasis on traffic. Experience with traffic capacity software and traffic micro-simulation models required. Candidate must be able to manage traffic, transit, parking, bicycle, and pedestrian impact assessment and conduct travel demand analysis. Experience with rail transit projects a plus. Familiarity with the environmental process as it pertains to transportation impact assessment, desirable. Candidates should have a Masters degree in traffic engineering/transportation planning. Good writing and editing skills, ability to work cooperatively with others, and a strong sense of personal initiative are required. Flexible work-week.

Send resume to Rebecca Kohlstrand, Senior Associate at The Duffey Company, 414 Jackson Street, Suite 404, San Francisco, CA 94111 or [rkohlstrand@tdc-sf.com](mailto:rkohlstrand@tdc-sf.com).

**ASSISTANT PLANNER**

Redwood City, CA (Salary commensurate with experience)

Brian Kangas Foulk has provided planning, civil engineering and surveying services in northern California since 1915. We are currently seeking a highly motivated Assistant Planner to provide technical support to our planning staff. Under general supervision of a Senior Planner, job duties include a variety of professional planning work including preparation of tentative maps, zoning entitlements, feasibility studies and site analysis. Applicant should possess the ability to plan, organize, and coordinate planning activities, prepare written reports/applications, communicate effectively, and work as a team player. Requires a B.A. or B.S. from an accredited college or university in Urban Planning, Geography, Public Administration, or closely related field and two years experience in public or private planning position. Send resume and cover letter to Brian Kangas Foulk, 540 Price Avenue, Redwood City, Attention: Margaret Netto, or e-mail to [mnetto@bkf.com](mailto:mnetto@bkf.com). Position open until filled.

**SENIOR OR ASSOCIATE TRANSPORTATION MODELER**

Salary Range: Senior position: \$46,500–65,424 annually;

Associate position: \$41,172–\$55,380 annually.

Assemble information for use in the AMBAG travel demand model; prepare, maintain, calibrate and validate a travel demand model; develop, maintain and report on regional travel and land use data; and prepare specialized transportation, travel and land use studies. Requires knowledge and experience in statistical analysis and use of transportation modeling software MINUTP/TP+. Excellent benefits. Submit resume to: AMBAG P.O. BOX 809, Marina, CA 93933; phone (831) 883-3750; fax (831) 883-3755 or e-mail to [info@ambag.org](mailto:info@ambag.org) Open until filled. EOE.

**ASSOCIATE OR SENIOR TRANSPORTATION PLANNER**

Salary Range: Associate position: \$41,172–\$55,380 annually.

Senior position: \$46,500–65,424 annually

Performs wide variety of administrative tasks, assignments, and special projects as required for the transportation and air quality program of the Association of Monterey Bay Area Governments. Produce and review technical reports and documents; draft correspondence; collect and tabulate data; maintain professional relationships with local, regional, state, and federal agencies and the public; and perform other duties as required. Baccalaureate Degree with at least 3-5 years of transportation/air quality planning experience required. Excellent benefits, including agency paid PERS.

Submit detailed resume to: AMBAG, P.O. Box 809, Marina, CA 93933; Ph: 831-883-3750; Fax: 831-883-3755; email: [info@ambag.org](mailto:info@ambag.org) Open until filled. EOE.

**DEPUTY ZONING ADMINISTRATOR CITY OF MOUNTAIN VIEW**

The City of Mountain View (population 76,000) is seeking a Deputy Zoning Administrator responsible for review of development proposals for compliance with City plans and regulations. This is a key management position in the Current Planning Division, which has a tradition of innovative city planning. Mountain View is a full service city with a current annual operating budget of 67 million, a capital improvement budget of 27 million, and a staff of 600.

This Deputy Zoning Administrator position (one of two positions) is focused on plan and environmental review. Both positions report to the Zoning Administrator and coordinate the work of a team of planners. The ideal candidate will have extensive planning and zoning experience gained while serving in senior level planning positions. A bachelor's degree in urban planning, architecture, or a related field, plus four years of professional planning experience is required. In addition, the candidate should have excellent communication, negotiation, leadership and interpersonal skills. Salary for the position is \$69,543–\$86,929 annually, with the ability to earn up to 20% more for exceptional performance.

The City also provides excellent benefits including PERS 2% at 55. Detailed brochure available.

To be considered for this exceptional career opportunity, submit a cover letter with current salary, resume, and three work-related references by Friday, December 8, 2000 to:

SHANNON ASSOCIATES, 740 University Avenue, Suite 130, Sacramento, CA 95825

(916) 567-4280 FAX (916) 567-1220

## Response ...

The APA and AICP have progressed along that path, and have raised the bar by which planners are observed and evaluated by the society. However, the excellence that I personally desire to see the Planning Profession rise to relates to comprehensive planning which integrates social, economic, and environmental justice with the precepts for ecological design, sustainability, and smart growth - all interpretations of the highest ideals for excellence in planning. The authors of the AICP focused articles in the September 2000 Northern News issue both embrace the above precepts and miss the point concerning why APA and AICP are not fully up to the challenges and pitfalls at this time of diversification within the profession, a run away economy, a breakdown of community, and accelerated social alienation and physical isolation. What we have is a fragmented AICP with too many members whose main responsibility is to the needs of private interests, financial institutions, auto/highway interests, development corporations, and single family tract home builders - the raw forces of urban sprawl. Visually appealing facades do not make for responsible comprehensive planning.

(continued from page 4)

Unfortunately, too many stop at what the architects and engineers may call good design of a single site.

I came into my first planning job in 1945 aware that those special interests were contrary to the best planning practices. My view has changed only a bit, except to acknowledge that the AICP testing and certification offers a higher degree of member self discipline. We have a much better profession than without the AICP designation. Both of the previous writers open up a dialogue that APA and AICP must encourage and expand upon within the organizations. A new level of demonstrative leadership will be required to raise the acceptance for socially, economically, and environmentally responsible planning, not just for planners but for the entire society of citizens, businesses, and government. We must come out of our shells of self-satisfaction.

*Ken Norwood, AICP-Architect, and Planner is the Executive Director for the Shared Living Resource Center, Inc located in Berkeley, California.*



### Robert Odland Consulting

- Sustainable Development
- Livable Communities
- Resource & Growth Management

2025 Rose Street, #202A Tel: (510)524-0648  
Berkeley, CA 94709 Fax: (510)524-0567

### DYETT & BHATIA

Urban and Regional Planners

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

[www.dbplanners.com](http://www.dbplanners.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)



**Korve  
Engineering**

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

**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

**B M S**

DESIGN GROUP

Urban Design  
Land Planning  
Landscape Architecture

414 Jackson Street, Suite 404  
San Francisco, CA 94111  
Telephone 415 249 0130  
Facsimile 415 249 0132  
[mail@bmsdesigngroup.com](mailto:mail@bmsdesigngroup.com)

**Environmental Consulting**

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

San Francisco Oakland  
Sacramento Los Angeles



**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 FACOLANO GOLFSMAN

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

**HAMILTON WIFT** Tel: 831-459-9992  
Fax: 831-459-9998

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

**Land Use & Development Consultants, Inc.**

**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

**LSA**  
PLANNING | ENVIRONMENTAL SCIENCES | DESIGN

BERKELEY | IRVINE | ROCKLIN | RIVERSIDE | PT. RICHMOND  
510-540-7331 TEL | 510-540-7344 FAX

**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 Edinburgh Street  
San Francisco, CA 94112  
(415) 586-2266

**Over 84 years of satisfied clients**

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

Redwood City (650) 482-6300 San Jose (408) 467-9100 Walnut Creek (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 Gerdes, AICP Principal  
Tel. 415.398-7044 www.SquareOneProductions.com

**PACIFIC MUNICIPAL CONSULTANTS**  
**PMCC**

Providing Comprehensive Municipal Services for Public Agencies...

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

MONTEREY (408) 644-9174 SACRAMENTO (916) 361-8384 OROVILLE (530) 533-1131 SAN FRANCISCO (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 CANNON DESIGN GROUP** PLANNING URBAN DESIGN ARCHITECTURE

- Specific Plans
- Downtown Revitalization
- Design Guidelines & Consultation

180 HARBOR DRIVE SUITE 219  
SAUSALITO CA 94965-2846  
TEL: 415.331.3795 FAX: 415.331.3797

**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

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

Master Planning  
Contract Planning  
Biological Services  
Community Planning  
Environmental Review

99 Pacific Street, Ste. 155F  
Monterey, California 93940  
www.emcplanning.com  
831.649-1799

*Celebrating over 21 years serving California!*

**ERA Economics Research Associates**  
*Affiliated with Diversi 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

**Jones & Stokes**

General and Specific Plans • Urban Revitalization  
Conservation and Open Space Plans  
CEQA/NEPA Compliance  
Cultural and Historic Resources • GIS

California Offices in  
Sacramento, Oakland, San José, Bakersfield, and Irvine  
www.jonesandstokes.com

**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  
BERKELEY, CALIFORNIA 94709

TEL: 510 846 3815  
FAX: 510 846 4315

# NORTHERN SECTION CALENDAR

## November

- 8 World Town Planning Day
- 12-18 National Geography Awareness Week
- 16 Association of Bay Area Governments Executive Board Meeting  
Board will discuss proposed revisions and adopt final Regional Housing Needs allocations for Bay Area cities and counties.
- 18 BAAMA GIS poster contest Joseph P. Bort MetroCenter (Near Lake Merritt BART) 2 - 6 p.m. Public Viewing/Ice Cream Social/Awards  
Details: <http://www.baama.org/postercontest>

## December

- 7 NSCCAPA Holiday Party at the Thirsty Bear Restaurant in downtown San Francisco 6 p.m. to 9 p.m.

### NOVEMBER

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		

### DECEMBER

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



**Northern News**  
 EDITORIAL OFFICE  
 Kearey Smith  
 1921 Emerald Street  
 Concord, CA 94518

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

*Send To:*

