

Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

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DUNCAN & JONES

Summer Reading

AUGUST 2001

APA members whom I talked to in Berkeley gave me a list of planning books they would nominate to a "Planning Classics" list. These included *The Death and Life of Great American Cities*, by Jane Jacobs; *Cadillac Desert*, by Mark Reisner; *Making Equity Planning Work*, by Norman Krumholz; *Ecotopia*, by Ernest Callenbach; *The Death of Industrial Civilization: The Limits to Economic Growth and the Repoliticization of Advanced Industrial Society*, by Joel Jay

Kassiola; and more titles than can be printed here.

I was struck by the breadth of subjects covered by the planning discipline as well as by the compelling ideas these writers communicate. Great books are often what inspired us to become planners and we owe a debt to them for the understanding

they have given us and our communities. It was not too long ago that the *Guide to California Planning*, by William Fulton, gave me my first introduction to the complexities of CEQA and land use regulation. Thank you, William Fulton! And thank you to the readers who took time out of their busy lives to send book reviews!

—Pierce Macdonald



One important correction to last month's Power Crisis article: One megawatt supplies electrical power to one thousand homes on average per year. In related news: Congratulations to our communities for conserving 14% of electricity demand over peak periods last year! (Davis Energy Advisor David Freeman on KQED Forum program, broadcast June 27, 2001)

Suburban Nation: The Rise of Sprawl and the Decline of the American Dream

by Andres Duany, Elizabeth Plater-Zyberk, and Jeff Speck, 2000.

This fascinating book answers a question that has bothered me for quite some time, "What is wrong with most suburbs?" Passionate and precise, it documents how frustration and banality are inherent in typical suburban design and the result of 50 years of bad public policy that has ignored empirical evidence and common sense. Although many of these ideas have become commonplace in planning circles, this book may be one of those that will ignite laypersons to take a more critical and active role in determining what happens in their neighborhoods and cities.

Continuing the work of Jane Jacobs (even though some of their approaches conflict), the authors have convincingly shown how our culture's dependence on private automobiles has many destructive social and economic consequences. By spending huge amounts for road construction and improvement, the government wastes public funds to actually make traffic worse while leaving even less money for education and social services. This supremacy of automobiles above human welfare is carried to its logical extreme in the creation of suburbs with doublewide garages dominating the house fronts, cul de sacs, and shopping malls surrounded by parking lots. Suburbs, as opposed to towns or revitalized cities, encourage an even sharper segregation of society by income levels and, as more become gated communities, a further alienation of residents from each other.

(continued on page 4)

This month's issue of the Northern News is intended to get members to think about great urban design, architecture, environmental issues, and planning books."

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DIRECTOR'S NOTE

In the event you haven't noticed, the theme for this Newsletter is summer reading. Our able Newsletter Editor asked me to write about good planning books for summer reading. I spent around an hour in a bookstore on Saturday looking for good books to take on vacation. Frankly, the topic I least wanted to read about was "planning." One hour later, I left the bookstore with a good novel by Tom Wolfe and a mystery by Elizabeth Peters. Since I am going on vacation this month, my main interests are guidebooks and train timetables.

That being said, I will put in a plug for my favorite planning-related books: *Getting to Yes* and *Great Streets*. *Getting to Yes*, written by Fisher, Ury & Patton, was very helpful in the beginning of my planning career. After all, everything we do involves some sort of negotiation. This simple book has ideas that can easily be incorporated into our daily lives and work. *Great Streets*, by Allan Jacobs, has always inspired me—it incorporates my love of travel, my interest in the past, and gives me ideas on how what I do as a planner influences the environment.

On to other topics: your Board has been busy with two projects, creating the website and planning the annual Holiday Party. We met July 12 to discuss both of these projects. We are also investigating providing some skills workshops in conjunction with the Bay Area Planning Directors Association. If you have any ideas of what type of skills workshop would be helpful to you, or to your staff, please let us know. NSCCAPA's Director Pro-Tem, Sowmya Parthasarathy, is leaving the Bay Area for a transfer to SMWM in New York. Sowmya will be truly missed. It has been great working with you, Sowmya! Our loss is NYC's gain.

Hope to see you at our August event at ABAG. Victoria Eisen will discuss ABAG's new Smart Growth Strategy and Regional Livability Footprint project. The event will be on August 9, 2001 at ABAG's offices, 101 Eighth Street, Oakland (Lake Merritt BART). Victoria's talk begins at 7 p.m.

—Jeri Ram

Professional Notes

Dr. Don Bradley, AICP, who has served as your AICP Exam Prep workshop leader for 13 years at UCB, Stanford, & UC Davis, has received the Annual David Lang Memorial Community Service award as the outstanding alumnus of the Center for Psychological Studies in Berkeley. He was cited for his volunteer work in city planning and mental health in Asmara, Eritrea, Africa and also for his work with drug abuse prevention as a Colonel in the California Air National Guard. He will begin AICP workshops again this year at UCB.

Sowmya Parthasarathy is leaving the Bay Area for a transfer to SMWM in New York City. Sowmya served the NSCCAPA as Director Pro-Tem and led the Section in the development of a Northern Section website. Thank you for all of your contributions, Sowmya, and Good Luck!



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

Hawaii Congress of Planning Officials Conference 2001

Aloha

On behalf of the City & County of Honolulu, Department of Planning & Permitting, we are pleased to announce the upcoming Hawaii Congress of Planning Officials 2001 Conference.

"Sustainable Communities: One Place, One People, One Vision" is this year's theme. The conference will be held September 12-14, 2001 at the Hilton Hawaiian Village Beach Resort and Spa.

Members of the American Planning Association, urban and regional planners, and affiliate corporations and professionals are invited to attend. The conference organizers expect a turnout of 200 participants. In the three-day conference, attendees will hear panels speak about topics such as **Sustainable Community Planning, Code Reinforcement, Trends in Land Use, Diversified Agriculture, Dealing with the Media, and What Every Planning Commissioner Should Know.** Attendees have opportunities to attend mobile workshop tours on Wednesday, September 12. Tours available include "Revitalization of Waikiki", and the "Pearl Harbor Historic Trail", to name a few. Opportunities are also available for networking by sports: Golf, Tennis or Fishing. Conference registration is \$200.00 per person. Forms for conference and hotel reservations are available through Pacific Rim Concepts LLC; Call (808) 864-9812 or email to prc@hawaii.rr.com.

BULLETIN BOARD

Smart Growth and the Regional Livability Footprint Project

Victoria Eisen of the Association of Bay Area Governments (ABAG) will be featured at the August 9th Northern Section Event. The overall goal of the Smart Growth Strategy and Regional Livability Footprint Project is to achieve support for a preferred land use pattern that will inform how the Bay Area could grow over the next 20 years. Through workshops and outreach to local governments, this effort will be translated into maps revealing which areas could be available for different types of development and which environmentally important areas could be preserved or enhanced.

ABAG, the Bay Area Air Quality Management District, the Bay Conservation and Development Commission, the Metropolitan Transportation Commission, the Regional Water Quality Control Board and the Bay Area Alliance for Sustainable Development are the players in this effort. Their objectives include:

- Stimulate local government and citizen engagement
- Build a shared regional database and other decision-making tools

- Identify and compare alternative scenarios regarding regional development
- Reduce conflict and increase certainty of land use in the future
- Develop recommendations for state and federal legislation

Workshops have been ongoing since September of 2000. These workshops are wrapping up and the results will be sent to ABAG. Victoria and her group will use this information beginning this month to prepare an alternative land use forecast. From there, the Bay Area Alliance will use this information to conduct extensive public outreach in early 2002. The results and conclusions from the entire process will be reported in June 2002.

Sound ambitious? Come hear Victoria describe the process and the group's strategies for success. Victoria Eisen's talk begins at 7:00 p.m., at ABAG's offices, 101 Eighth Street, Oakland (Lake Merritt BART).

For more information visit www.mtc.dst.ca.us/projects/livable_communities/sg_footprint.htm



Are You Making Great Communities Happen?

Share your experience with your colleagues.

This is your opportunity to propose a session for the American Planning Association's 2002 National Planning Conference in Chicago, April 13-17.

Sessions present successful studies, special projects, policy issues, and new ways of solving community problems.

Please visit our website at www.planning.org for:

(click on APA National Planning Conference)

Proposal forms

Information on how to propose

Information on special tracks



AMERICAN PLANNING ASSOCIATION

Reading ... *(continued from page 1)*

Fortunately, *Suburban Nation* also gives many examples of better designs for creating true towns, walkable cities and better suburbs. The authors, who are pioneers in the field of New Urbanism planning (also called Neo-Traditionalism, Transit-Oriented Development, Sustainable Development, Traditional Neighborhood Development), have written a manifesto that should extend the current ecological revolution to include the creation and preservation of livable communities. Although the movement is still in its infancy (many of the New Urbanist projects are less than ten years old), it promises to produce some interesting solutions to our current urban woes. *Suburban Nation* is sure to become a classic of the new direction in urban planning both for its well-formulated arguments and its finely crafted writing. It has certainly made me look at cities and suburbs in a new light.

Amy Stewart is a passionate urban advocate and the Business Manager for Dyett & Bhatia, in San Francisco. Contact Amy at amy@dyettandbhatia.com

Who Moved My Cheese?

Recently a close friend dropped off a copy of *Who Moved My Cheese?*, by Spencer Johnson, M.D. Oh joy ... another cheery self-help book! I almost relegated it to the read-it-before-the-next-millennium-shelf. Instead I succumbed to the intriguing claim emblazoned on the book's cover: "An Amazing Way to Deal with Change in Your Work and in Your Life."

This is a simple story of four characters, mice named Sniff and Scurry and "little-people" Hem and Haw, who spend each day scampering around a maze, seeking personal and professional opportunities—their favorite cheese. They each have their own comfortable routines for finding cheese, and each is able to amass enough of the holey stuff to be happy. Over time, however, the

supply of cheese wanes, and, one day, it is gone. Surprised and disappointed, Sniff, Scurry, Hem and Haw have to find new stashes of cheese, and each approaches the task differently.

If you're thinking this is just another cute way to inspire us to be brave and stare change down, you're wrong. Johnson uses subtle humor to let us know that change is inevitable and that reacting to change with fear and denial usually results in resignation to a fate. Instead, his characters illustrate how fear can be overcome and change can be both welcome and productive. The key, the mice show us, is to let go of old biases and safe havens and to seek out new places to find new cheese. Imagining that there are new cheeses—or unexplored opportunities—in our maze actually inspires us to find them. It takes both anticipating change and embracing it to give us the satisfaction of maximizing its promise.

What grabbed me about Johnson's book was its relevance to us as planners. We are supposed to analyze options for the future and find ways to achieve the most advantageous of these scenarios. We are often jaded—we call it being "politically savvy." We wait until the decision makers ask us to address the future, but we narrow our vision to what is palatable *today*. Sure, we need our bosses and our constituencies to relate, but what Johnson is telling us is not simply to anticipate change, but to pursue it. Even after our best plans and projects are in place, the future keeps changing. It won't hurt us to seek out change so that we can harness it and shape it into manageable steps that will be acceptable to today's tastes and circumstances.

This *is* the essence of what we do, isn't it?

Helene Buchman, who is not an avid reader of self-help books, is a Senior Planner with Higgins Associates, in Gilroy. Contact Helene at buchman@kbhiggins.com



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The Community Development Department is looking for a Planner to serve as the project manager on a variety of exciting projects such as campus office projects, large retail and commercial projects and more. Qualified professionals who are committed to excellence and can facilitate problem solving in the field of current/advanced planning with a proven track record in growth-oriented environments are encouraged to apply. This is the perfect job for a person who wants to grow professionally by working in an environment where being a self-starter is rewarded and encouraged. Design experience is preferred.

Requirements: The Associate Planner level requires a Bachelor's degree in planning or related field plus two years experience in planning at the Associate level, or 5 years of experience at the Senior Planner level. Call us at (925) 833-6605 for required City application, or download it from our website at www.ci.dublin.ca.us <<http://www.ci.dublin.ca.us>>. EOE



PRINCIPAL PLANNER

COUNTY OF MARIN (San Rafael, CA)

The County of Marin is seeking a Principal Planner in the Current Planning Section of the Community Development Agency. This is an important management position with multifaceted responsibilities in the areas of program planning, development of public policy, staff development and supervision, project management and complex development proposals, community outreach, and conflict resolution.

The Principal Planner position (one of three within the CDA Planning Division) reports to the Deputy Director of Planning Services and Community Development Director and oversees the work of a team of planners. The position offers a wide range of duties and functions with an emphasis on training of subordinate staff, managing the permit review process for complex development projects, acting as a liaison to community planning groups, and assisting in special planning projects.

The ideal candidate will be a planner with a high degree of professional integrity and a strong skill set that includes public outreach, public policy and environmental analyses, conflict resolution, writing, and public speaking. Candidates should possess a combination of education and experience equivalent to graduation from college with a major in planning, geography, architecture or landscape architecture, or environmental science, law, or public policy. Additional graduate level courses in planning or closely related field may substitute for up to one year of the minimum experience requirements (at the rate of three semester units for one month of experience).

Salary range for the position is \$5372 –\$6474 per month. County offers a competitive benefits package, including full range of insurance, retirement, leave allowance and deferred compensation. Application materials can be requested from the Marin County Human Resources Department by calling (415) 499-6104 or at the Marin County Civic Center, Room 403, 3501 Civic Center Drive, San Rafael, CA 94903. EOE.

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Lamphier-Gregory is a small environmental planning firm in business since 1980 with offices located along the waterfront in Oakland. We have a diverse client base throughout the Bay Area and California, and perform services including environmental planning, CEQA/NEPA analyses, and project management / staff services for government agencies.

We have immediate openings for environmental planners with at least 5 years of CEQA/NEPA experience. A Bachelor's Degree in Planning, Environmental Science or related field is required; a Master's Degree is preferred. Send a letter of interest and resume to: Scott Gregory, Principal, Lamphier-Gregory, 1944 Embarcadero, Oakland, CA 94606, or e-mail to: nautilus@lamphier-gregory.com. EOE.

PLANNER

Salary Range: \$3,080 – \$4,142

Under direction performs a variety of technical planning functions, including preparation of programs and plans to carry out citizen participation and awareness activities; to prepare environmental assessments, interpret demographic data and to do related work as required. Experience in transportation planning and public outreach preferred. A degree in Planning desired. Bilingual preferred. Excellent benefits package, including agency paid retirement and medical, vision, dental plans.

Submit detailed resume to:

AMBAG, P.O. Box 809, Marina, CA 93933; Ph: 831-883-3750; Fax: 831-883-3755; email: info@ambag.org

Open until filled. EOE.



Wondering what has happened to our International Section? I have two words, "It's back!" The credit for its revival goes to our director, Jeri Ram. Our paths crossed one evening at the APA Conference in New Orleans. There I was, sipping a mint julep in a little jazz club, innocently telling everyone about last year's trip to China with an APA delegation of planners. Regaling them with stories of meeting Chinese planners and engineers in Beijing, Chongqing, and Shanghai, and describing the astounding Three Gorges dam. The next thing I know I am being asked to help revive the Bay Area's International Section! No one was more surprised than I when I said, "Yes, I'd love to!"

So here I am, an AICP planner specializing in Redevelopment and Economic development, working for the City of Fremont. I have an undergraduate degree from the University of California at San Diego in Urban Engineering, a Masters Degree from San Diego State in Public Administration, approximately 15 years of experience in the field of planning and redevelopment, and a fascination for planning in other countries.

What will the International Section do? It is up to you! We could organize a planning delegation to another country (I have contacts in China!), have a regular "What's happening elsewhere" column in the *Northern News*, sponsor speakers working on interesting projects abroad, or whatever we can come up with that seems fun and interesting. All I need is your input and/or assistance to make it happen.

Please send me an email (jandersen@ci.fremont.ca.us) and tell me about your international experience and desires for our Section, or just let me know you are interested and want to be on my email list for upcoming events! I look forward to hearing from you and working with you. I guarantee, we are going to have FUN!

-Jennifer Andersen, AICP

Wanted: A Few Good Planners

For the first time in several years, the APA Northern Section, with the help of new Legislative Director Matt Raimi, is actively contributing to state-level dialogue on legislative issues related to the field of planning. On June 22, 2001, our Section—represented by Matt—attended the quarterly California APA Statewide Legislative Review Team meeting in Sacramento. The group discussed several bills including ones on Smart Growth, CEQA and residential infill projects, and changes to the housing element requirements. In mid-June, Matt also attended a round-table discussion with Steve Nissan, Director of the California Department of Research and Planning. As a follow on action, the NSCCAPA

signed onto a letter to Governor Davis asking that the state provide additional funding to the DRP for planning-related activities.

In order to help create an effective legislative “wing”, Matt is forming a Legislative Committee that will meet monthly to help the Northern Section become a more proactive player in local, Northern California and State legislation and policies. As it is now conceived, the Legislative Committee will undertake the following activities:

- Develop a game plan for the role of NSCCAPA in a variety of issues.
- Review bills as they move through the state legislature.
- Participate in quarterly meetings of the California APA Legislative Review Team.
- Make recommendations to our Board on positions on a variety of issues such as bond referendum, advocacy initiatives, and local plans and policies.
- Write updates for the Northern News newsletter.

This is an opportunity to help the NSCCAPA, and the planners in general, weigh in on actions that affect the day-to-day lives of planning professionals. If you would like to be a part of the Legislative Committee, please contact Matt Raimi at mraimi@smwm.com or 415-882-3054.

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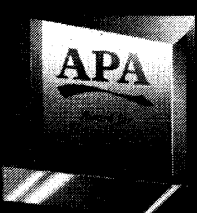
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NORTHERN SECTION CALENDAR

August

- 7 National Night Out
- 9 Victoria Eisen speaks on Smart Growth Strategy and Regional Livability Footprint Project, 7 p.m., ABAG offices, 101 Eighth Street, Oakland.
- 17 AICP Executive Committee Meeting, Chicago, IL
- 18 APA Development Plan and Budget Committee Meeting, Chicago, IL
- 25 APA Nominating Committee Meeting, Jackson, WY

September

- 7 Deadline for applications: 2002 APA National Planning Awards Program
- 14 Deadline for entering the 2001 SACRPH AWARDS
- 27-30 Fall Leadership Meetings, Washington, DC

Coming Up

- October 2-5, 2001: California Main Street/California Downtown Association Conference, Sacramento
- October 20-22, 2001: California APA State Conference, Sacramento
- December 10, 2001: 2002 AICP Exam Application Submission Deadline (Fee Required: \$ 50.00*)
- March 4, 2002: 2002 AICP Exam Site Registration Form Submission Deadline (Fee Required: \$ 250.00*)
- April 13-17, 2002: National Conference, Chicago, IL

AUGUST						
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SEPTEMBER						
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*Prospective AICP Exam Candidates are encouraged to visit the APA/AICP web site: www.planning.org
2002 AICP Exam Date: May 11, 2002



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