

Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

NOVEMBER/DECEMBER 2001

Main Street: A Key Component in Quality of Life Planning

NOV 1 2001

DUNCAN & JONES

Even with the economic uncertainty that has hung over us this year, there is no denying that this a great time for downtowns.

For example, the National Main Street Trends Survey released in March this year by the National Main Street Center showed an increase in retail sales for the third consecutive year, as well as increases in property values and attendance at special events in Main Street network communities nationwide.

According to the survey, retail sales were up in 56 percent of Main Street communities.

Sixty-one percent reported an increase in the number of retail businesses. Ground-floor occupancy rates rose for 59 percent of respondents. Crowds at downtown events grew 78 percent of the time.



This resurgence confirms that after decades of building suburban and freeway-oriented commercial developments, our busy society is rejecting crowded mall parking lots, traffic, and the sameness of chain store shopping centers. We are looking for more sustainable development strategies and infill construction. We want convenient shopping and

services nearer to our homes. We are suffering from "mall fatigue" and are spending less time in malls than ever before (an average of 55 minutes). We want to live where there is a sense of place and community, and we want to know that the quality of life in our communities will be preserved.

Study after study tells us that cities with a strong sense of place and community will be the economic development leaders of the 21st century. This was recently affirmed by Collaborative Economics (Palo Alto) in a study funded by the Irvine Foundation. They found that as new technologies, e.g. fax, cell phones,

the Internet, video conferencing, and Fed Ex, allow us to work almost anywhere we choose, more and more of us are relocating to communities that offer both good career opportunities and an attractive lifestyle. The trend is being seen in urban, suburban and rural areas. We are working as independent consultants from homes in Arcata, biking to work in Berkeley, and buying "empty-nest" apartments in San Francisco.

In addition to vital neighborhoods, strong community character and environmental amenities, a healthy downtown is a key quality of life attraction. Downtown is a gathering place. It lets us informally network with other business people, hold face-to-face meetings, go to the gym, and find familiar products and services, while we eat and drink, meet neighbors, and enjoy cultural offerings and public spaces. National retailers, such as GAP and Pottery Barn, are moving back to downtown, while newer cities that never had downtowns, such as Pleasant Hill, are building them from scratch.

But maintaining a healthy downtown is no small task. Citizens must direct significant amounts of time, energy, and resources to capitalize on a downtown's assets and build it—step-by-step—into a unique, vibrant district.

THE MAIN STREET APPROACH TO COMMERCIAL REVITALIZATION

California has joined a growing national movement to improve the quality of life in America's cities by restoring the economic health of downtown and neighborhood commercial districts. Since its birth in 1985, California Main Street, a program of the California Technology, Trade and Commerce Agency, has provided state-level leadership on revitalization techniques using the

(continued on page 4)

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NOTE

AICP Coordinator's Note

The 2002 American Institute of Certified Planners examination is scheduled for mid-May. It will be a broad, theoretical, yet practical, professionally-based, 150 multiple choice four hour exam.

The AICP exam is only given once a year and applications are due in early December, with a strict deadline. Qualifications vary from 8–10 years planning experience without a degree to 2–3 years of professional level planning work with a degree and a major in planning. Bachelor degree recipients may also sit the exam if they have the necessary time on the job.

The APA Northern Section Coordinator, Dr. Don Bradley, will lead an AICP exam prep workshop at the University of California at Berkeley, City and Regional Planning Department College of Environmental Design. Don Bradley, PhD, AICP, MCP and his panel of experts continue a proud Northern Section tradition that has lasted for the past 13 years.

Northern Section AICP Exam Prep Workshops, led by Bradley, have consistently had higher pass rates than Bay Area individual test takers, other types of preparation, and fellow Californians in the other sections. Don's students have not gone below 90% and averages for the past dozen years have been over 94%.

The secret of the success of the Northern Section UCB workshops is the right combination of preparation using expert guest lecturers, such as Prof. Tom Jacobson; APA national board member, Vivian Kahn; planning director June Catalano; planning consultants Leon Pirofalo and Dr. Robert Sena; and Dr. Frank Wein, among others.

The workshops meet at Cal, monthly from December through April, usually on the 3rd Saturday, from 10am to 3pm. Several test areas are covered so attendance is important, as are study groups, assigned reading, and practice test taking. Dr. Bradley also does some relaxation techniques to lower exam anxiety and raise members self-confidence around the AICP exam.

Don Bradley is an international planning consultant with 40 years experience and also a clinical psychologist. The cost for the workshop series covers only the printing of materials and small stipends to speakers. It should not exceed \$100. Information on times, dates, cost and registration can be obtained by calling Don Bradley at 650-592-0915 or 650-940-7072.

Don Bradley, AICP

Reminder: The APA Northern Section Executive Board is seeking nominations for a new Director Pro-Tem and a new Treasurer. The deadline for nominations is December 10, 2001. Please contact Jeri Ram for information at (925) 833-6617 or jeri.ram@ci.dublin.ca.us

NEWSLETTER INFORMATION

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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.



NOTE

Update Your Member Profile Online

We are pleased to announce that you can now update your member profile online! It is as simple as going to www.planning.org/members.

NOTE: In addition to updates made online, please forward your e-mail address changes to ljorgenson@planning.org to ensure continued listserv activity.

Audio Conference Training Series

Carolyn Torma, Director of Education, reminds members that it is not too late to register for the remaining three audio conference programs. Visit www.planning.org/educ/audiocon.htm or contact Angela Lawson, Education Assistant, at alawson@planning.org for registration information. The program includes: **Teardowns, Monster Homes, and Appropriate Infill** on December 5, 2001 **Context-Sensitive Signs** on February 6, 2002

International Director's Note

Well, it has begun. The founding members of the International Section have met, discussed, noshed pasta, gulped wine, and found they have enough interest and passion for international planning (and travel in general) to do it all again! The International Planning Section is off to a roaring start and exciting plans are afoot.

WHAT WE LEARNED

So far, 21 people have expressed interest in the International Planning Section, and seven were able to make it to our first meeting. We learned that, between us, we had traveled to every major continent in the World, and Western Europe has been our favorite destination to date. As we shared our stories, it was easy to identify "travel" as our common passion, and we noted that even traveling vicariously is a joy. Many ideas were raised, including fostering a foreign exchange program, organizing a speaker series, and finding ways to disseminate information about international planning career opportunities. However, as we thought of designing a website, starting up yet another newslet-

ter, or launching a labor-intensive speaker series, we realized we were jumping into work (as planners so often do) and not meeting our primary goal of having FUN! What we needed was a goal that was energizing, attainable and exciting. Something that would hold our interest and feed our desire to learn about other cultures and the challenges faced by planners in other countries. The answer? Plan a trip! What else?

NEXT MEETING

Want to help us plan a working trip to Cuba? Canada? Italy? or Australia? Come to our next meeting and hear why these are the sites to see, and help us decide which would be the most interesting learning experience. Our next meeting will be November 7th at 6:30 PM in San Leandro. Please email me at jandersen@ci.fremont.ca.us for the address and directions, or call me at (510) 494-4648. Can't make it, but want to be on the email list for the next meeting? Let me know!

Jennifer Andersen, AICP



AEP Annual State Conference, April 18 - 21, 2002

The 2002 State Conference of the Association of Environmental Professionals will be held in Palm Springs at the Hilton Palm Springs Resort. The resort is centrally located so that a car will not be necessary. You are two blocks from downtown Palm Springs, three miles from the Palm Springs International Airport, three blocks from hiking trails, and just across the street from the Spa Casino. Please join us as we endeavor to answer the questions: How will we manage the environment to maintain our quality of life, continue to be the number one agricultural producer in the country, preserve habitat for a multitude of threatened or endangered species, and find places to go to get away from it all? If you are interested in participating in this conference, go to the AEP website—www.califaep.org for more information or contact us at aepconference@hotmail.com.

Main Street ... (continued from page 1)

Main Street Approach™. Developed by the National Trust for Historic Preservation's National Main Street Center, the Main Street Approach helps communities organize their revitalization efforts into a comprehensive four-point framework: *organization, promotion, design, and economic restructuring.*

A local Main Street Program is typically housed within a private nonprofit organization. Community members set forth a vision for the revitalization effort. Businesses, citizens and local government provide financial support. Staff and committees execute projects and activities within these four program areas:

- **Organization.** Building an effective volunteer-driven management organization guided by professional staff with broad-based public and private support. Organization activities may include community visioning, workplan development, volunteer recruitment, and fundraising.
- **Promotion.** Creating a unified, quality image and developing promotion strategies that capitalize on the unique assets of the district. Promotion activities may include retail advertising, community events, image campaigns, and heritage tours and exhibits.
- **Design.** Enhancing the design and appearance of the district. Design activities may include cleaning and maintenance, design guidelines, facade improvements, historic preservation, streetscape improvements, signage, and window displays.
- **Economic Restructuring.** Identifying downtown's unique economic niche. Economic Restructuring activities may include market analysis, business retention and recruitment, business education, parking and transportation improvements, building rehabilitation, and new development.



California Main Street does not provide funding. Through training, technical assistance and membership in the California Main Street Network of communities, the program helps a community build its capacity to initiate and sustain its own permanent, effective revitalization and management program.

According to California Main Street, downtowns and neighborhood commercial districts in their network have generated 6,301 new businesses and 22,130 new jobs since 1985. Network communities have invested \$163 million in public design improvements and \$161 million in private facade and building

rehabilitations.

The National Main Street Center estimates that for every dollar a community invests in its Main Street program, \$39 is reinvested in the district. They also estimate that the average cost per job created in a

Main Street district is \$1,878, making Main Street one of the most effective economic development programs in the country.

The Urban Land Institute Mayor's forum recently noted the prevailing trend in developing successful shopping areas with "*a sense of place... a gathering spot with special qualities and characteristics not found everywhere else ... a human scale environment ... a safe, clean environment ... more about congregating than merchandising.*" A sense of place. Unique qualities. Human scale. Congregating. That is, and has always been, what downtown is about.

For more information about the Main Street Program, contact California Technology, Trade and Commerce Agency, at 916-322-3520 or <http://commerce.ca.gov/Mainstreet>

Jeff Eichenfield is a downtown revitalization consultant based in Berkeley. He was formerly the director of the Livermore Main Street Project and the Alameda Main Street Program, and an economic development specialist for the City of Alameda. Contact Jeff via e-mail: jleich@slip.net and visit him on the web at www.revitalized-downtowns.com



JOBS

TURNSTONE CONSULTING

has openings for Planners and Scientists for varied San Francisco Bay Area environmental review projects. Turnstone is an expanding environmental planning and analysis firm in SF's South of Market, near transit. Seeking compatible, independent staff.

Environmental Planner

4 to 8 years progressively responsible experience managing CEQA/NEPA documents for negative declarations and EIRs on varied complex developments. Will handle multiple projects concurrently. Will use planning skills to prepare land use, urban design, planning/zoning, and related analyses, and manage preparation of other complex technical sections. Able to work in teams, direct others' work, and interpret quantitative information. Knowledge of procedural and substantive requirements of CEQA, and excellent writing skills essential. BS/BA in Planning or related field; Masters may substitute for 2 years of experience.

Urban Planner

3 to 5 years experience in urban planning with knowledge of principles and practices of city planning, including zoning and general plan interpretation, and data gathering and analysis. Strong writing skills and spreadsheet analysis essential. CEQA experience preferred. BS/BA in Planning or related field; Masters may substitute for 2 years of experience.

Environmental Scientist

4+ years of experience in environmental analysis of technical topics like geology, hydrology, water quality, hazardous materials, or air quality. Technical writing and communication skills, and spreadsheet analysis essential; modeling capabilities or CEQA/NEPA experience, a plus. BS/BA in Geology, Hydrology, Environmental Engineering, or related field.

Please, e-mail letter and resume to Lking@consultturnstone.com or snail-mail to Lisa King, Turnstone Consulting, 330 Townsend Street, # 216, San Francisco, CA 94107. No calls please.



EIP ASSOCIATES

Natural Resources Technical Director

EIP Associates is seeking to hire a Natural Resources Technical Director. Duties include development of new client relationships, responding to business development opportunities, serving as senior project manager/project director in the preparation of high-quality natural resource management documents, interfacing extensively with clients, managing the San Francisco natural resources group, and recruiting new staff. Qualified candidates will have a Bachelor's degree (required) or a Master's degree (preferred) in Environmental Science, or a related field; 15 or more years of related experience; a strong track record with resource agencies (including Army Corps of Engineers, U.S. Fish and Wildlife Service, California Department of Fish and Game, and Regional Water Quality Control Board); experience in wetland permitting and restoration, California habitats, Section 7 and Section 10 consultations, and be knowledgeable about CEQA and NEPA. Candidates must have excellent leadership skills, including ability to identify and frame client needs; management and organizational capabilities; proven communication and people skills; vision; ability to control financial, administrative, and scheduling issues profitably and effectively; and a desire for a collaborative and creative work environment.

Senior Scientist / Biologist

A technically superior biologist is needed to work in EIP Associates' San Francisco office. Duties of the position include technical studies to support CEQA/NEPA documents, environmental permitting, natural resource plans, wetland delineations, and project management. Educational and employment qualifications include BS/MS in a natural resource field (preferably botany or wildlife biology) and a minimum of 5 years consulting experience. A successful candidate will have: a proven record of successful environmental permitting; demonstrated ability to work with the resource agencies; experience working with CEQA; Wetlands delineation training from an established institution and corresponding

experience with California wetlands; Excellent writing, organizational, communication, and problem-solving skills; and Demonstrated technical knowledge of California biological resource issues.

Skills in project management, marketing, NEPA, and wetlands design are also desired as is knowledge of State and Federal Endangered Species Act requirements and consultation procedures.

EIP Associates is a full-service planning and environmental firm with 32 years of experience serving public and private clients throughout California. We are committed to providing our clients with high-quality, technically sound, problem-solving strategies to meet their objectives and preserve environmental quality. With offices in San Francisco, Sacramento, and Los Angeles, we provide the benefits of a large firm with extensive resources as well as the convenience and familiarity with local conditions, regulatory settings, and resource agency personnel.

Please submit resume and cover letter (with salary expectations) to: EIP Associates, Attn: Human Resources, 601 Montgomery Street, Suite 500, San Francisco, CA 94111. Or e-mail: HRCY@eipassociates.com. EIP is an equal opportunity employer.

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**UNIVERSITY OF CALIFORNIA
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CEQA Planner

\$47,500 -78,5000

UCSF Campus Planning seeks Associate Planner to assist with: preparing environmental analyses for physical projects under CEQA; site and master planning of UCSF sites; infrastructure planning projects; mitigation monitoring programs; preparing various environmental documents. BA in Environmental Studies, urban planning or related field with minimum 5 years' experience in preparation of environmental analyses for physical projects under CEQA, preferably in university. Management of environmental review process for urban projects, including large institution, master plan and redevelopment areas. High level of technical competence and diplomacy essential. Excel, Word required; Access preferred. EOE/AA/MFDV. Send resume to: UCSF Human Resources, 3333 California Street, San Francisco, CA 94143-1202. Reference Job B17264A

Educational Facility Planner

\$52,400-86,400

UCSF Campus Planning seeks Educational Facility Planner for the period of one year to assist with: long-range planning for Medical Center; due diligence efforts related to hospital replacement; numerous projects for Medical Center and its affiliates. BA in architecture, planning, engineering or related field with minimum 5 years' experience in building planning. Ability to interact with faculty, administrators, consultants in fast-paced, deadline-driven environment. High level of technical competence and diplomacy essential. Excel, Word required; Access preferred. EOE/AA/MFDV. Send resume to: UCSF Human Resources, 3333 California Street, San Francisco, CA 94143-1202. Reference Job B17266A. Open until filled.

CITY OF LIVERMORE

Associate Planner

\$5,466 - \$6,644/mo

Assistant Planner

\$4,721 - \$5,739/mo

The 25 member Planning Division has 2 new professional planning positions. Livermore is a unique, proactive City, planning for new growth and community amenities, while preserving its wine country and rural heritage. The Planning Division is involved in a number of challenging and exciting projects including the Livermore Vision Project, a comprehensive General Plan Update, and implementation of the unique South Livermore Valley Specific Plan. Positions will be responsible for a wide variety of current and mid-range planning activities including development review, specific plans, design review, CEQA, community programs, and diverse special projects.

The ideal candidates will have strong written and verbal communication skills and Bachelor's Degree in planning, architecture, geography, landscape architecture, public administration, or related field + 1 year (Assistant) or 3 years (Associate) professional planning experience in land use planning and/or regulation.

For application materials, visit www.ci.livermore.ca.us or call (925)373-5103/ (925)373-5052 TDD. Apply early, as recruitment may close at any time. Equal Opportunity Employer.

(more on page 6)

AICP Continuing Education Initiatives

Last fall, AICP adopted a comprehensive approach for continuing education that includes a commitment to making progress in three areas: (1) high quality continuing education that is appropriate to certified planners; (2) affordable and accessible delivery of continuing education; and (3) standards to guide certified planners in fulfillment of their ethical obligation to continuing education.

This comprehensive approach is concerned with the substance and process of continuing education. It recognizes the importance of professional norms to guide certified planners, regardless of whether those standards eventually are advisory or mandatory. Last spring AICP's Continuing Education Committee, chaired by Patsi Petrie of the University of Illinois, began identifying appropriate content for continuing education, since content will have an impact on delivery alternatives and on standards for their fulfillment.

This fall AICP backed its education objectives with a budget of \$267,000. That amount includes \$160,000 for new initiatives which will be supported by a new staff position for an instructional designer.

Twice, the APA Chapter Presidents Council has unanimously requested that AICP create a system of mandatory continuing education. As an element in its comprehensive approach, AICP decided last year that a system of mandatory continuing education be studied now to determine whether it should be adopted later. The study of mandatory continuing education will begin with a pilot continuing education program to be conducted in three chapters (New Jersey, Ohio, and Western Central Chapter) which represent a range of conditions from urban to rural, as well as different parts of the country.

AICP staff has begun working with these three chapters to prepare for the pilot project, which will start on January 1, 2002 and be completed on June 30, 2003. AICP staff will collect data and participant feedback and report on the results of the pilot at the 2003 Fall Leadership Meeting. AICP is committed to seeing the pilot through the 18 months and to learning as much as we can about the operation of mandatory continuing education, so that an informed evaluation can be made.

Sam Casella, FAICP and AICP President, October 2001

JOBS

CITY OF MORGAN HILL

Senior Planner

Salary: \$5,525 - \$6,906/mo. + exc. benefits

Professional level position reporting to the Planning Manager, Community Development Department. Responsible primarily for long range comprehensive planning. Approximately 25% of the activities will be devoted to transportation planning. Requires equivalent to a 4-yr. college degree in urban planning, architecture, public administration or related field, plus 4 yrs. of urban planning experience, including experience in a small to mid-sized City and willingness to attend night meetings. Strong communication and analytical skills, computer skills, and CA drivers license required.

To apply: Call the Human Resources Office Job Hotline at (408) 779-7276 to request a required City application form and job flyer. Final filing date: Nov. 30, 2001 at 5:00 p.m. EOE.

CITY OF LOS ALTOS

Assistant Planner

Salary: \$5,124 - \$6,227/mo. Includes 7% PERS contribution, plus excellent benefits package.

The City of Los Altos is seeking an entry-level Assistant Planner. Performs a full range of technical work in current and long range planning; requires knowledge of the principles and practices of public planning and zoning laws. Candidate must be able to read and understand architectural and construction plans, provide project design and construction analysis, prepare staff reports, and establish and maintain effective relationships with city officials, employees and the public. Excellent organizational, writing and oral communication skills, degree in City and Regional Planning, or closely related field, and two years of increasingly responsible experience are desired. Graduate degree may be substituted for one year of experience. For application and detailed job announcement contact 24-hour Job Hotline at (650) 948-3542 ext. 468.

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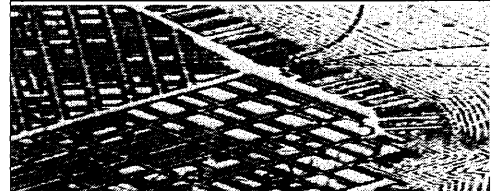
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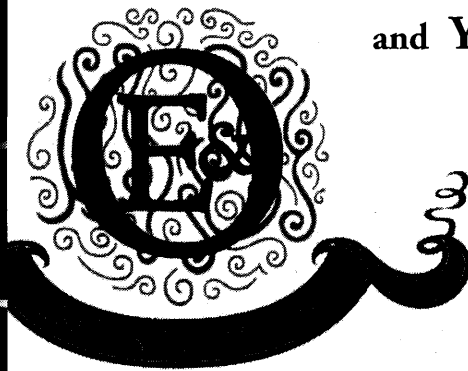
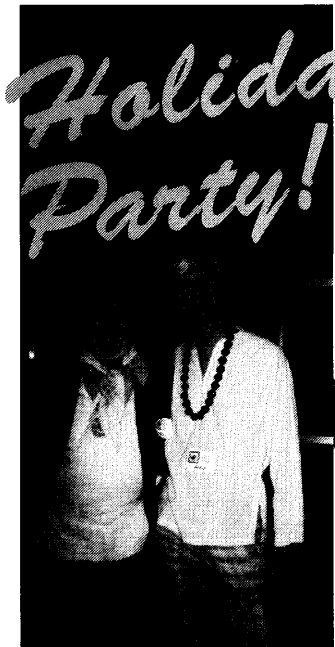
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and **You are Invited!**

December 6, 2001

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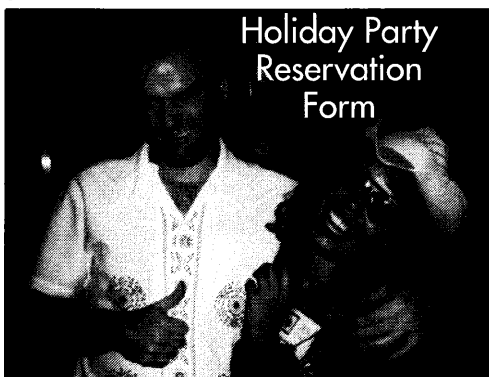
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—Gourmet Magazine

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NORTHERN SECTION CALENDAR

November

30 Don Rothblatt Retirement Party

December

6 APA Holiday Party, E&O Trading Company

10 2002 AICP Exam Application Submission Deadline

10 Nominations deadline for Director Pro-Tem and Treasurer.

January 2002

26 The regular registration deadline for the APA National Conference.

Upcoming

April 13–17, 2002: National Conference, Chicago, IL

NOVEMBER

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