



FEBRUARY 2003

Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

APA Parties at Oakland Museum

by *Happy Golluci, Society Columnist*

The Island Carnival holiday party on December 12 exceeded all expectations, with catering by Berkeley's **LaLime's**, wine by Fairplay's **Charles B. Mitchell** winery, and beer by **Pyramid** brewing, which also contributed a gift certificate to the raffle. The **California Planning Foundation** raffle raised over \$600 for scholarships. See below for a recap of sponsors and a glimpse of the social scene.



Generous sponsors included: **Environmental Science Associates, ESA**, in San Francisco and Oakland, sponsored a special selection from

Perry Creek Vineyards. San Francisco-based, **Eichenfield Associates**, specializing in downtown revitalization, sponsored a raffle prize of Anderson Valley champagne and other goodies. Even though **Juan Borelli** could not be

there, **RBF Consulting**, San Jose, contributed a lavish raffle prize for CPF. Special thanks to **Patty Cook** and **Greta Kirschenbaum** of **Jones and Stokes**, Oakland, for the port and gourmet chocolates raffle prize.

EIP Associates sponsored a Farmer's Market-themed raffle prize. EIP, an environmental and land use planning, has offices in San Francisco, Sacramento and L.A. **Square One Productions** and **Hartmut Gerdes** provided books essential to every planner's library. **Tad Stearn** and **Pacific Municipal Consultants, PMC**, provided a picnic basket complete with all the wine, food and gear for a winter outing. The Northern Section's International Section, headed by **Jennifer Andersen**, contributed a Cuban-themed gift basket. Thank you to **Ken Norwood** who contributed his book *Rebuilding Community in America*, and to **Don Bradley** who contributed a spot in his AICP prep class.

(continued on page 4)

Northern Section Awards Program Request for Nominations – March 14 Deadline Approaching!

by *Larry Tong, Awards Program Director*

You have worked long and hard on your outstanding planning effort. Now is the time for some positive recognition for you, your elected and appointed officials, and your customers and clients. Please submit your application for a 2003 APA Northern Section award. Each year the APA, through its sections and chapters, conducts the awards program to acknowledge outstanding efforts and individuals in the profession. The Northern Section has been quite successful over the years in obtaining state and national recognition for its local award winners, and encourages individuals, planning agencies and consulting firms to submit applications for 2003 —now.

Awards are granted in several categories, in many cases including awards for both small and large jurisdictions. The categories are:

COMPREHENSIVE PLANNING
PLANNING IMPLEMENTATION
PLANNING PROJECTS
INNOVATIVE USE OF TECHNOLOGY
FOCUSED ISSUE PLANNING
ADVOCACY PLANNING
CONTRIBUTION TO WOMEN
EDUCATION PROJECTS
ACADEMIC
DISTINGUISHED LEADERSHIP
DISTINGUISHED SERVICE
JOURNALISM/MEDIA

(continued on page 4)

Application Form Enclosed
in This Issue. See Page 5.

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position open

East Bay (Waterfront)

position open

South Bay

D. Ungo-McCormick 408/297-8763

North Bay

Pat Collins x 340 707/575-1933

Monterey Bay

Michael Bethke, AICP 831/459-9992

Far North

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DIRECTOR'S NOTE

There is a lot of enthusiasm as we start a new year and a new term.

Last year ended with a big festive "Island Carnival" celebration at the Oakland Museum for our annual Holiday Party. There was plenty of food and fun for all who attended. As I said at the party, I would like to personally thank Jeri Ram for her leadership role as Director of the Northern Section for the past 2 years.

On January 11, the Northern Section Board held our annual retreat to discuss the projects and goals for the upcoming year. Turnout was great and 18 people attended—the biggest number in many years! During the retreat, we filled some positions that had been vacant for a while: Carol Barrett accepted an appointment as Ethics Review Director and Christopher Wolf accepted an appointment as Membership Director. Welcome Carol and Chris! I would also like to welcome Larry Tong as our new Awards Program Director. Taking over Wayne Goldberg's diligent, decade-long role on the Board will be challenging, but I know Larry is very capable of doing it. See Larry's article on page 1.

However, there are still a few positions available. Matt Raimi is stepping down as Legislative Director. We appreciate the many hours that Matt has spent researching bills and reporting back to the Board. In addition, various Regional Advisory Committees (RACs) positions are open. Since our section is very large, the region is divided geographically into RACs to better serve our members. Some RACs hold brown-bag lunches while others organize after-work social events.

One of the most exciting challenges for the next 2 years will be preparation for the National APA Conference in San Francisco in 2005. A committee is already being formed and will meet soon to discuss the theme, as well as the logistics of putting together a conference that will be attended by thousands of people from all over the U.S. and world!

Please come to a Board meeting or talk to me if you would like to help out. Our Immediate Past Director Jeri Ram has agreed to remain heavily involved in APA and appears willing to join all committees! I look forward to serving as your Director and I appreciate all of your support. If you have any suggestions, please feel free to contact me.

—Hing Wong, AICP

Members can update their addresses online!

Go to the APA website at www.planning.org/members. Log in using the six-digit APA ID number found on the label of Planning Magazine and choose "update member profile." Choose "Edit" to change information. "Submit" and review your revised record. When it's perfect, choose "Done!" This information is then used for newsletter mailing labels.

NEWSLETTER INFORMATION

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312/431-9100

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



Sacramento

Assistant Planner

Under general supervision of Sr. Planner, performs a variety of professional activities in support of the organizations planning services, including the collection and presentation of planning data, public contact and report preparation, and performs related work as assigned. The Assistant Planner is an midlevel professional class responsible for providing general assistance to higher level planners, as well as conducting independent planning assignments.

Duties include, but are not limited to: gathers specified factual data to ascertain present use of land, location of structures, citizen needs and desires, etc.; submits data in organized form to staff members for review and analysis; searches official records to determine the location of streets, property and zoning boundaries, the population/value of given land areas, and other information; and prepares written reports as directed on land use, environmental impact, population patterns, transportation, ordinance revisions and a variety of other matters essential to planning.

Qualifications include knowledge of: understanding ordinances and regulations and explaining them to the public; simple technical and mathematical computations; and basic principles and practices of municipal planning. Must be skilled in: collecting and organizing data pertaining to land use, development, and demographic trends; learning to prepare and interpret maps and legal descriptions;

Following complex written and oral instruction; communicating effectively verbally and in writing; and interpreting data and analyzing how it relates to the planning process. Requires graduation from a 4-year college with major coursework in city, regional, or urban planning or a closely related field (2 years professional experience preferred). Excellent compensation package offered based on experience and qualifications. Please fax resume to 916-782-6307 or email: mdesafey@sequencestaffing.com for confidential consideration.

Please visit the APA Northern Section online at www.norcalapa.org

Planning Collaborative

Urban Designer/Planner

The Planning Collaborative, Inc. is a professional planning and urban design firm providing multi-disciplinary services to the public and private sectors since 1974. Our major areas of practice include: Land Planning and Development Services; Urban Design and Community Development; Waterfront, Environmental & Open Space Planning; Parks, Recreation, and Golf Course Facilities; and Landscape Architecture.

We are currently looking for a talented project planner and urban designer with experience in downtown and waterfront urban design, land planning, master planned community development, Specific Plans, and CEQA. Mid to senior level experience. Advanced computer, graphic and exceptional writing skills are essential. CAD experience desirable. Education in City and Regional Planning and Landscape Architecture or Architecture. Salary commensurate with experience. Please email resume to planningcollaborative@yahoo.com, fax to (510) 433-0954 or mail to 640 Third Street, Oakland, CA 94607. Attn: Jeff Grote, President.

County of Santa Cruz

Planner III

Salary: \$4,103–5,193/Month

Final Filing Date: Continuous Recruitment

Duties: Under direction, conducts planning studies and analyses; reviews land use development applications; may serve as a project leader or specialist. Planner III is the senior or advanced journey level in the planner series. Incumbents use independent judgment to perform diverse, complex assignments which require extensive coordination with other land use agencies, County departments and other agencies. Additionally incumbents are required to make presentations to the public, the Planning Commission and the Board of Supervisors.

How to Apply: Apply online at <http://www.santacruzcountyjobs.com> or mail/bring application to: Santa Cruz County Personnel Department, 701 Ocean Street, Room 310, Santa Cruz, CA 95060 or Personnel Department, 1430 Freedom Blvd., Suite 101, Watsonville, CA 95076. For information, call (831) 454-2600. Hearing Impaired TDD# (831) 454-2123.

Letter to the Editor

I read with interest Natalie Macris' "Three Rules" in the *Northern News* (December 2002/January 2003).

That's because, as Chief Planner for the original San Francisco Bay Plan in the late 60's, I was brought on because of my ability to write quickly and clearly. That was partly the result of my starting out as a journalist before I became a planner.

The Bay Plan was the first big environmental success following the opening shot by the book *Silent Spring* in the early 60's.

What prompted the creation of the Bay Commission was the "Reber Plan" which was going to take the top off of Mt. San Bruno and fill the entire South Bay to make more land.

My contribution was to do just what Natalie called for. I was dealing with whole new concepts that today are every day terms. In simple language, I had to explain the brand new discovery of "liquefaction" plus all the roles of the muds and waters in producing oxygen, etc. By writing it in short clear sentences and dealing with digestible information in subsequent reports, we got good press coverage and wide public understanding.

All that led to the successful adoption of the plan by the State Legislature and the subsequent creation of the Coastal Commission. That was followed by many other environmental successes, including coastal planning throughout the United States and the world.

All of which supports Natalie's thesis.

— Jack Schoop AICP (long-retired)



Holiday Party ... (continued from page 1)

Many old friends and new faces could be seen meeting and reconnecting after a busy 2002. Jet-set **Greg Powell** of the City of Berkeley chatted with birthday girl **Andrea Ouse**, of CMA, and ABAG's **Alex Amoroso**. **Margaret Kavanaugh-Lynch**, City of Alameda, and **Mhel Kavanaugh-Lynch** enjoyed LaLime's empanadas. **Ben Murray** of the City of Livermore won the 'Cuba' raffle prize. Spotted in the crowd: **Patrick Lynch**, of Napa County, **Tom Conrad**, Habitat for Humanity Contra Costa Chapter, and **Allan Gatzke**, a Berkeley-based urban designer. **Lamont Thompson** and **Brenda Gillarde** traveled from the City of Benicia, and **Dave Doswell** and **Anne Chaney**, from the City of Albany.

Christina Ratcliffe of PMC, **Wendy Tinsley** of ARG, **Mike Porto** of SP2, Irvine, and **Ann Welsh** of the City of Saratoga, created the 'island fantasy' decorations. **Doina Frentescu** with Zoning and Planning Solutions, Pleasant Hill, was there, as well as **Christopher Wolf**, just arrived from Australia. EBRPD's **Larry Tong** won the raffle prize jackpot and **Sherman Luk** with Accela, in S. San Francisco, donned a flower lei for the occasion. **Natalie Macris**, who recently launched

www.planningediting.com, attended, as did best-dressed **Amalia Lorentz** of the City of San Leandro.

Santa Cruz's **Pankind** entertained the crowd. **Jonelyn Whales**, City of Dublin, **Lori Reese-Brown**, City of East Palo Alto, and **Trudy Walton**, Dean of

Student Services at De Anza College, livened things up, trailing a helium-inflated toucan as they left the party. Familiar faces included past and present Board members. **Vivian Kahn**, **Jerry Haag**, **Tim Woloshyn**, **Billy Gross**, **Anthony Drummond**, **Pierce Macdonald**, **Matt Raimi**, new Board Director **Hing Wong**, and Immediate Past Director, **Jeri Ram**, who received a plaque and tribute for her exemplary service.

A special thanks to all of the raffle sponsors and to LaLime's

Trish Teeling for her exceptional food and for her party expertise.

Happy Golluci is the penname of newsletter editor Pierce Macdonald. Due to space constraints, this recap highlights only a portion of the party guests. If APA members have had recent professional accomplishments, please send your information to Pierce for inclusion in the Professional Notes column.



Awards...

(continued from page 1)

Award nominations are rated against criteria such as innovation, transferability, originality, quality and implementation by a jury of planners from the Northern Section. Successful nominations are then forwarded to the state jury for APA California Chapter award consideration. **The deadline for application is Friday, March 14, 2003.**

A nomination submittal form is provided in this newsletter. For further information and application materials, please visit www.norcalapa.org or **immediately** contact:

Larry Tong, Northern Section Awards Program Director
East Bay Regional Park District
2950 Peralta Oaks Court,
P.O. Box 5381
Oakland, CA 94605
510/544-2621 (voice)
510/569-1417 (fax)
ltong@ebparks.org

2003 NORTHERN SECTION AWARDS PROGRAM

NOMINATION SUBMITTAL FORM

Submittal Deadline: Friday, March 14, 2003

I. MANDATORY SUBMITTAL REQUIREMENTS: 7 Copies Total

JURY COPIES (6)

Six (6) sets of the following materials must be submitted. Each set is required to be bound in a standard 3-ring binder, narrow as possible, but no larger than 3 inches, with the following contents:

- A. **Completed 'Northern Section Nomination Submittal Form'** (this Form; Sections I, II and III), with the following information:
 - 1. Name of the Submittal: _____
 - 2. Specific Awards Category (e.g., "III-A(1)(b)-Outstanding Planning/Comprehensive Planning/Small Jurisdiction"): _____
- B. **One-page 'Summary Description' of the Submittal.**
- C. **One-page summary of the Nomination's 'Conformance to Evaluation Criteria'**, as appropriate, and as presented in Section V-C Evaluation Criteria To Judge Award Entries of the Northern Section Awards Program Policy (January 2003 version).
- D. **One-page 'Letter of Support' of the Nomination.**
- E. **Copy of the 'Printed Document'**, as appropriate, for which the Nomination is submitted. Said printed document must fit in the 3-ring binder noted above.

MASTER COPY (1), including Digital Images

The Awards Ceremony might include a PowerPoint presentation. One set of all of the above information must be included in a separate binder, clearly distinguished from the 6 Jury copies, and labeled 'Master Copy: Includes Digital Images'. In addition, the Master Copy must include one (1) set of 10 Labeled pictures or graphics in digital format (PowerPoint, TIF, JPG, PDF). The digital images should be creative and representative of the project, as they will be used to represent the Nomination Submittal to both the Jury, and potentially at the Awards Ceremony, if selected. Please be sure to include digital images even if the nomination is for an individual and/or a publication.

II. **OPTIONAL SUBMITTAL MATERIALS**

Supplemental supporting materials, such as audio, video, or electronic presentation, are optional; however, the materials will not be distributed to the Jury unless seven (7) sets are submitted. These materials should be succinct, given the limited time available for Jury deliberations.

III. **NOMINATION INFORMATION**

It is imperative that all of the following documentation is provided in full. The Nominator will be considered the primary communications contact to the Section for all decisions made on this nomination.

- A. **Nominator:**
Name: _____
Address: _____
City/State/Zip: _____
Phone: _____ Fax: _____ E-Mail: _____
- B. **Participants in the Project, such as Consultants or Agency Staff, who contributed to the success of the Project, in the opinion of the Nominator.**

- C. **Certification of Nominator**
I certify that the submitted work was done by the parties credited in this Nomination Submittal Form.

Signature of Nominator/Date

IV. **SUBMITTAL INFORMATION**

A. **Submit Nomination Package** (7 Copies Total: 6 Jury Copies and 1 Master Copy, With Digital Images) to: Larry Tong, Northern Section Awards Program Director, East Bay Regional Park District, 2950 Peralta Oaks Court, P.O. Box 5381, Oakland, CA 94605. 510/544-2621 (voice), 510/569-1417 (fax), ltong@ebparks.org

B. **Deadline for RECEIPT of materials: FRIDAY, MARCH 14, 2003.** You will be notified of the receipt of your submittal through e-mail or fax soon after the deadline.

C. Time and cost factors make it impossible to contact each Nominator to verify the accuracy and completeness of the information or to secure additional information. Please be sure that the application is complete and accurate. Please note that materials submitted cannot be returned. The Northern Section appreciates your valuable time and efforts toward completing the 2003 nomination submittal.

National Conference Charrette

At the 2003 APA National Conference in Denver, AICP will sponsor a community planning team charrette to explore the redevelopment possibilities of Denver Children's Hospital's relocation. The 10-acre site to be redeveloped is adjacent to other healthcare facilities and surrounded by a dense, mixed-use residential area. Possibilities that will be studied include re-integrating the blocks in the residential area and expanding the existing healthcare facilities. Other issues include a desirable urban design and historic preservation. Planners will work with stakeholders to develop recommendations. The charrette will be held on March 29, from 8 to 4. Registration is required. Information and forms will be available in the conference program, and at www.planning.org. Contact Megan Valdiserri at 202.872.0611 x 1013 or at mvaldiserri@planning.org if you have questions.

Development Pressures on Nation's Best Farmland

The American Farmland Trust released a study that shows that 86 % of America's fruits and vegetables and 63 % of dairy products are grown on farmland that is increasingly at risk from sprawling development. **Farming on the Edge: Sprawling Development Threatens America's Best Farmland** finds that between 1992 and 1997, the U.S. paved over more than 6 million acres of farmland, an area the size of Maryland. Americans' wasteful use of land, rather than economic growth, is causing the problem. From 1982-1997, the U.S. population grew by 17 %, while urbanized land grew by 47 %. The study includes national and state maps of farmland in the path of development and a ranking of the top 20 states by acreage of prime farmland lost. Texas is losing the most high quality land, followed by Ohio, North Carolina, Georgia and Illinois. The study is available at <http://www.farmland.org/farmingontheedge/index.htm>

AICP Exam

Congratulations to those planners from the Northern Section who passed the AICP exam in May 2002:

Anastazia Elizabeth Aziz, Jenny A. Baumgartner, Chris Beynon, Bobbette Biddulph, Christopher Dunning Brown, Charles Somerville Bryant, Jodie Alexandria Clark, A. Christopher Corbett, Kimberly M. Courtney, Dan Dawson, Joseph Rubin DiStefano, Jill Dever Ekas, Stephen Richard Ford, Steven Keith Garner, Katrina Teresa Hardt, Richard K. James, Brian Charles Jennett, Deborah H. Kirtman, David James Kornfield, Sung Hoon Kwon, Jennifer Lawrence, John Francis Livingstone, Amalia Christine Lorentz, Patrick J. Lynch, Steven Lynch, Patricia Jean McGowan, Christy Robin Oosterhous, Erwin Q. Ordonez, Matthew David Raimi, Juliana Rebagliati, Chip Lyons Rerig, Hiroyuki Sasaki, Lynette Dias Stanchina, Rosalyn Dorothy Stewart, Josephine A. Thompson.



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NORTHERN SECTION CALENDAR

March

3 AICP Test site registration submission deadline. *This is for applicants who have received approval notice to take the AICP exam.*

6 Northern Section Board Meeting, 6 p.m., ABAG, 101 8th Street, Oakland

14 Awards Program Applications Due. See page 1.

29– April 2 APA National Conference, Denver

May

10 AICP Test Date

MARCH

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