



Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

THE EASTSHORE STATE PARK GENERAL PLAN: Or How We Planned a New Urban Shoreline Park While Being Attacked By Wild Artists and So Many Others

By Larry Tong

JUNE 2004

Rarely has a public planning project embraced such diverse, complex, and competing land use interests as the Eastshore State Park General Plan. The East Bay Regional Park District led a multiple-agency partnership with the California Department of Parks and Recreation, and the California State Coastal Conservancy, to prepare a land use plan for this shoreline park. With a 40-year history of citizen advocacy, the planning process involved 4,000 stakeholders in 2 years of controversial public meetings. The park site covered over 2,000 acres of land and



water along 8-1/2 miles of San Francisco Bay shoreline, and the highly urbanized waterfronts of 5 very active local cities: Richmond, Albany, Berkeley, Emeryville, and Oakland. While preparing the plan, we were attacked by wild artists, loose dogs, mad surfers, incensed ecologists, flapping

birders, extreme bicyclists, gangs of soccer dads, and bat-wielding little leaguers. Here is how we achieved overwhelming public support for good planning and held a 'love-in' in the East Bay.

Integrity, Credibility, and Trust

The East Bay Regional Park District (Park District), California Department of Parks and Recreation (State Parks), and California State Coastal Conservancy (Coastal Conservancy), established a Planning Team, with Donald Neuwirth as Project Manager, Wallace Roberts & Todd (WRT) as Lead Consultant, and a select group of interdisciplinary consultants, to prepare the Eastshore State Park General Plan. It was critical for us to build credibility

and earn the trust of key stakeholders, and to maintain integrity through out the planning process. Even at the start, there was a lengthy history of interest in the park. Many of the key stakeholders were original participants from what has been called the birth-place of the Bay Area environmental movement. And there was a substantial amount of excitement, impatience, skepticism, hope, fear, enthusiasm, and mistrust surrounding the planning process.

Establishing a Multiple Agency Partnership

Like a good marriage, establishing a good multiple agency partnership among the Park District, State Parks and the Coastal Conservancy needed some common core values, clear communications, a willingness to listen, a willingness to give a little, and a lot of hard work and willingness to fight to make it happen. The three agencies had overlapping, yet distinct missions, so the planning process was carefully crafted to be consistent with the goals and practices of all three agencies

Setting Forth a Clear Vision

State law approved in 1992 (AB 754, Public Resources Code, Section 5003.03) set forth that the park shall be a recreational facility harmonious with its natural setting. The planning process maintained the integrity of this overall vision in determining the land use goals and guidelines for the park.

Project Scheduling

We recognized the need for a tough but realistic deadline for completion of the planning process. Everyone's time was valuable and they needed to know up front what type of timeline and completion deadline they

(continued on page 4)

DIRECTORY

Director
Hing Wong, AICP 510/464-7966

Immediate Past Director
Jeri Ram, AICP 925/833-6617

Director Pro-Tem
Juan Borrelli, AICP 408/277-8541

Treasurer
Tim Woloshyn, AICP 415/896-1186

Administration Director
Billy Gross, AICP 510/528-5765

AICP Coordinator
Don Bradley, AICP 650/592-0915

Ethics Review Director
position open

Awards Program Director
Marta Self, AICP 925/988-9188

Communications Director
Jerry Haag 510/644-2106

University Liaison
Zack Dahl 831/465-0677

Legislative Director
Kit Faubion 510/351-4300

Professional Development
Christina Ratcliffe, AICP 510/272-4491

Membership Director
Christopher Wolf, MPIA 415/412-2672

International Director
Jennifer Andersen, AICP 510/494-4648

Student Representative
Anthony Drummond 408/277-4282

Regional Advisory Committees (RACs)

Central Bay Area
Andrea Ouse, AICP 650/598-4212

East Bay
Jennifer Carman, AICP 510/215-4330

San Francisco
Sherman Luk sluk@alum.initledu

South Bay
position open

North Bay
Pat Collins 707/575-1933

Monterey Bay
Michael Bethke, AICP 831/459-9992

Redwood Coast
George Williamson 707/825-8260

Newsletter Editor
Ann Welsh, AICP 408/868-1230

Advertising Director
Joanna Gomes 510/237-7244

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 Hing Wong, AICP

As we go into the summer months, many of us will be traveling to various destinations. It's interesting to see how dependent we are on a motorized vehicle—even for daily or weekly usage. Those of us who commute by some form of transit usually have the need to use a car some time during the week. It became more evident to me as my car has not been working and the need to get to places that just are not transit-friendly has become difficult. Additional budget cuts are aimed at the local transit providers. If you are concerned, please take action today by writing to the governor or your state representative."

Scott Edmondson, Dena Belzer, Cheryl Parker, and Hartmut Gerdes produced a stimulating workshop on "Envisioning Community: New Tools for Planning and Place-Making" on May 19. Over 50 planners saw how tools, such as GIS, can be used to help shape land use, economic development, and urban design decisions. Special thanks for Christina Ratcliffe for organizing this professional development event and providing the refreshments. Please contact Christina at cratcliffe@pacifmunicipal.com and tell her what other topics you would like to see in future events.

The first round of the new "computerized" AICP Exam was administered last month. AICP Exams are now offered twice annually. To assist our members, there will be an AICP Exam Workshop scheduled for Saturday, September 25 in Oakland. More information will be forthcoming.

Congratulations to this year's Northern Section award winners! There will be an article in next month's *Northern News* listing each award winner. Those who joined us for the Banquet on May 21 were able to witness the wonderful planning projects from the many nominations that were received. I would like to personally thank Marta Self, Awards Coordinator in conjunction with this year's jury: Anne Chaney, City of Albany; Laura Forbes, RBF Consulting; and Phil Wong, City of San Ramon. I would also like to show gratitude to Jeri Ram for organizing the banquet facilities and handling the registration.

Joanna Gomes will be leaving her position as Advertising Director soon. We are looking for a person who will work with the Communication Director and Newsletter Editor to promote the sale of consultant calling card and job recruitment advertisements, and to arrange for periodic billing and collections for advertisements. If you would like to serve in this position, please contact me.

NEWSLETTER INFORMATION

EDITORIAL

Ann Welsh, AICP
editor
Tel: 408/868-1230
Fax: 408/867-8555
e-mail: awelsh@saratoga.ca.us
13777 Fruitvale Avenue
Saratoga, CA 95070

ADVERTISING/JOBS

Joanna Gomes
contact
Tel: 510/237-7244
e-mail: jegomes@pacbell.net

ADDRESS CHANGES

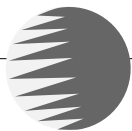
Membership Department
APA National Hqtrs.
122 South Michigan Ave., Ste.1600
Chicago, IL 60603-6107
312/431-9100

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



Calling All "Would Be" Literary Critics! Read Any Good Planning Books Lately?

Newsletter readers are invited to submit book reviews of planning related books for the July/August **Summer Reading Issue** of the *Northern News*. Reviews are sought on current planning related best sellers or classics. Articles must be 300 to 500 words in length. Deadline for submission is June 16. Reader's favorite planning related movies are also suitable review topics. Visit www.norcal.org to participate on the Section's interactive chat feature or send your article to awelsh@saratoga.ca.us.



California Planning Foundation Workshop

PLANNING IN FINANCIALLY DIFFICULT TIMES: Creative Approaches to Funding and Managing Resources

Most local governments are struggling financially. Local, state, and federal revenues are down, and cities and counties are cutting budgets. At the same time, development in California communities continues at record rates. As a result, local planning departments are being challenged to do more with less.

This workshop explores creative and practical approaches to financing planning activities and managing limited staff resources.

Workshop moderators: **Doreen Liberto Blanck**, AICP, MDR, CPF Board Member

Larry Mintier, FAICP, CPF

Date: Friday, June 11 (Sacramento)
9:00 AM to 4:00 PM

Location: City of Sacramento,
1st floor Hearing Room

1231 "I" Street, Sacramento

Cost: \$100 APA members, non-members
\$125, \$35 for students

AICP Candidates!

The **2004 fall AICP exam** is only a few months away. The deadline for registering for the November 2004 AICP exam is July 21, 2004. Check the APA/AICP website at www.planning.org/certification/ for exam guideline updates, fees and preparation information. The Northern Section is offering an AICP Prep Workshop Saturday, September 25 at the MetroCenter Auditorium in Oakland. More details will be coming in the July newsletter and at www.norcalapa.org/

The American Institute of Certified Planners have made five significant changes in their exam this year. For the first time the multiple choice test is taken on a com-

puter. It is also slightly longer in number of questions and time. The best change is the flexibility of taking it anytime during about a two week window in November. Another change is that it will be given in several locations nearer your locale rather than just one place and time. Perhaps the best change is that it is now given twice a year instead of just once.

The Northern Section of CCAPA offers an AICP Exam Prep Workshop. Sessions will be monthly from July to November on Saturdays in Berkeley and organized by Dr. Don Bradley who has given them for the past 16 years with a 94% pass rate. Contact Don Bradley at 650-592-0915 for details.

PDO Notes:

by Christina Ratcliff, AICP

The **Envisioning Community** professional development event on May 19th was a great success. The topic was timely and informative. A special thanks to the presenters, **Hartmut Gerdes**, **Dena Belzer**, **Scott Edmondson**, and **Cheryl Parker** for their time and expertise.

There will be more professional development events beginning in September with an AICP workshop on the September 25th. Based on the feedback from membership, a General Plan/Specific Plan workshop is planned for October. More details will be in the July newsletter and on the web at www.norcalapa.org/.



Eastshore State Park ... *(continued from page 1)*

would be working with. We committed to the timeline and the fall 2002 completion deadline at the beginning of the process and, to the extent within our control, stuck with it.

Key Stakeholders With Diverse and Competing Interests

Our key stakeholders helped identify and educate us about the huge diversity and competing interests at the park. We actively solicited all key stakeholders to engage and participate in the planning process, to help us understand their interests and points of view. The diverse and competing interests included the strong desires for: unregulated artwork; dogs off leash; wind surfing and board sailing access; wetlands and habitat preservation; bird sanctuaries; bmx (bicycle motocross) facilities; sports fields for soccer, baseball, and other active organized sports; passive recreational uses such as shoreline bay trail access, and overnight camping; and enjoyment of picnicking, and unparalleled scenic vistas of bay waters, coastlines and skylines.



Comprehensive Public Participation

We recognized that a comprehensive public participation process would be vital to the success of the planning process. We intentionally designed a planning process with ample alternative opportunities and multiple methods for participation. We held focus group meetings and introductory meetings with the staff of each of the 5 affected local cities and identified interest groups.

Our public outreach included: a project website, with postings of planning and environmental documents; an interactive e-mail address; a telephone hot line; a mail address for written comments; a mail out notification list; press releases; three mailed-out

newsletters; and formal public notices.

For public meetings, we designed an iterative process: After each Regional Workshop, we closely followed it with 5 separate Local Briefings, one held in each of the five affected cities. This process allowed stakeholders the opportunity to hear the presentation and to comment at the initial Regional Workshop or at any of the five Local Briefings. It also presented the same information and opportunity to participate to each of the five local cities. Overall, we conducted a total of 4 Regional Workshops and 20 Local Briefings, each one offering an opportunity for public participation. In addition, we held an EIR scoping session, and the formal adoption public hearing.

We made hard copies of the draft Resource Inventory, the preliminary General Plan, and the draft EIR available at no cost to the interested stakeholder. The planning process generated numerous newspaper and magazine

articles, and television news coverage.

A total of 4000 stakeholders participated in the planning process, with 400 to 425 participating at several of the Regional Workshops and the final adoption meeting.

Clear Communications

Our newsletters proved to be a very effective means of communicating information to our key stakeholders. For example, the first newsletter that we mailed out to each of the 4000 stakeholders clearly and effectively identified: the upcoming Regional Workshop to explore alternatives for the park; the overall park vision; our commitment to the timeline and completion deadline; methods of participation; initial identification of diverse interests, and an introduction to the inventory of park resources. Our second

(continued on next page)

JOBS

Environmental Planner

Sycamore is seeking an environmental planner with a background in hydrology and watershed planning, and documented experience in CEQA and regulatory requirements, NPDES regulations, GIS, hydrologic modeling, land use planning, and public presentations.

Qualifications

Qualified candidates will have a master's degree in planning, hydrology, environmental policy and management, or a related field, and a minimum of 8 years related experience. Must have excellent communication, analytical, and organizational skills, desire for a collaborative work environment, strong leadership skills, great client management abilities, and a willingness to learn and have fun. The ability to function in a fast-paced, dynamic environment is essential.

Responsibilities

Managing multidisciplinary projects and project teams; providing planning solutions to complex environmental issues; report and proposal preparation; client liaison; public presentations; writing technically and legally defensible reports and environmental documents.

About Sycamore Associates

Sycamore Associates LLC is a small, woman-owned environmental consulting firm specializing in biological assessments, regulatory compliance, creek and wetland restoration, hydrology, and resource management planning, serving a wide variety of public and private sector clients. For more information, visit our website at www.sycllc.com.

Sycamore Associates LLC offers competitive salaries and full benefits. Salary is commensurate with work experience. Sycamore Associates LLC is an Equal Opportunity Employer.

Please e-mail your resume to: planner@sycllc.com.

For more job listings go to www.norcalapa.org/

Tools To Revitalize California Communities Conference

The California Debt and Investment Advisory Commission (CDIAC) will host an upcoming conference titled **Tools to Revitalize California Communities** on June 11, 2004.

The conference will focus on how California communities can access private capital and state funding for economic development through a variety of financing mechanisms. Speakers will include government officials, economic development and government finance professionals, planning experts and private investment professionals.

More than 70 professionals from the fields of economic development and financing will preside over roundtable sessions. They will provide insight into how to attract capital investment, case-study perspectives from women- and minority-owned businesses, keys to urban real estate investments, faith-based, non-profit economic development activities, formulas for business and job creation and dialogue on affordable housing.

Date: Friday, June 11, 8:00 a.m.–3:00 p.m.

Location: Double Tree Hotel
3100 Camino Del Rio Court,
Bakersfield, CA
(661) 323-7111

Cost: \$25 Registration

Eastshore State Park ... *(continued from page 4)*

newsletter presented a preferred concept plan with an overview of preferred land use policies. Our third newsletter presented the preliminary general plan with illustrations of how the park may appear when fully improved twenty years in the future.

Basing It on Good Science

The shoreline park presented a very complex mixture: it had the irresistible draw of San Francisco Bay, with remarkable beauty and sensitive wetland and upland habitats for plants and wildlife; yet most of the park was former land fill sites that had been remediated for toxic materials. It had extraordinary resource and educational opportunities, yet many unregulated uses had occurred on site for years. We selected a multidisciplinary team of consultants to establish a base of science in the comprehensive resource inventory for the park. From this foundation based on scientific information, we were able to support a park plan with three land use categories: preservation areas; conservation areas; and recreation areas.

Managing the Project

We created a Management Steering Committee that included management representatives from each of the three agencies. Frequent and regular committee meetings were essential to keeping process on track and headed in the right direction. Over the 2+ year course of the planning process, the committee met 38 times to provide management oversight, direction, and assistance to the planning process.

Following the Plan

It took over two years of intensive public meetings and the direct participation of literally thousands of stakeholders to decide what uses to allow at the Eastshore State Park. After this enormous commitment of public time and effort, the adopted park plan carefully balances the many diverse, complex, and competing interests.

Instead of letting the park plan just sit idle on a shelf; the Park District, State Parks, and the Coastal Conservancy are all following the general plan. State Parks is leading initial development with a focus on restoration of the Berkeley Meadow and site planning for the Berkeley Brickyard. The Park District is managing the park as agent for the State. The Park District and the Coastal Conservancy are pursuing additional funding and improvements for the park.

The poet Robinson Jeffers said *THE TIDES ARE IN OUR VEINS*. For Eastshore State Park, he could have easily added *AND STIR OUR BLOOD*. For decades, citizens have been advocating the establishment of a recreational facility harmonious with its natural setting. Passions have run high and will surely continue as we follow the plan for balancing the diverse, complex, and competing land use interests at Eastshore State Park.

Written by: Larry Tong, Interagency Planning Manager, East Bay Regional Park District, Oakland, and former Planning Director, Los Altos, and Dublin.

Additional resources: Eastshore article, September 2001 *Northern News*; Eastshore General Plan at www.ebparks.org; under 'downloads'.

Jagged Little Pill *by Steve Matarazzo*

"You mis-notice, you learn; you mis-speak, you learn; you miscalculate, you learrnnnnnnn." —Alanis Matarazzo

One's urban planning career gets filled with adventures and misadventures, all of which add valuable experience and knowledge to the thrill seeker. Here's a couple gems from this journeyman.

On one occasion, I failed to include an affidavit of notice to one of my planning files and this omission came back to haunt me. An adjacent property owner to a small project complained that he did not receive adequate notice of the project and sued the city. At the hearing before the judge, the planning secretary testified she sent notice to all property owners within three hundred feet of the project site, including the property of the complainant. Then, I testified to verify that fact. I'll never forget the nauseated look on the craggily-faced judge (you can tell I didn't like him) as he inquired: "Do you have an affidavit of mailing to verify your statement?" When I answered "no", the hearing was all over and the complainant won attorneys fees and I was required to re-notice the project and have it reviewed again. The planning department re-noticed the project and the same outcome resulted, but a lot of time, and some public money, were wasted. But I learned a valuable lesson. Now I even prepare affidavits of mailing at home!

Then there was the time when I asked a building department secretary to

check her building files to determine how many new houses were recently constructed within a certain neighborhood because I was preparing new zoning district regulations for the area and wanted to be sure the proposed density limitations were consistent with recent development. I told her how important it was to be very accurate. She stated she understood, and reported a figure back to me. Just to be safe, I requested a "recount" from the chief building official and he found her numbers were incorrect. When I informed her of the error, she replied in the modern colloquialism for I don't give a damn—"whatever". Lesson learned: know your source before relying on it.

Many brilliant people throughout history have noted you should value your mistakes more than your successes because they are the experiences that really stick in your mind and teach you something. Or, as Nietzsche Matarazzo* put it: "If it doesn't kill your career, it makes it stronger."

*Any references in this article to famous German philosophers or rock superstars are purely coincidental, although the Matarazzo family is enamored by both.

Written by Steve Matarazzo, Community Development Director, Sand City (steve@sandcity.org)

EIP
ASSOCIATES
ENVIRONMENTAL ASSESSMENT
URBAN & REGIONAL PLANNING
RESOURCE MANAGEMENT

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

DYETT & BHATIA

- GENERAL PLANS
- URBAN DESIGN
- SPECIFIC PLANS
- ZONING
- ENVIRONMENTAL PLANNING
- GIS

san francisco
Tel. 415 956 4300
san diego
Tel. 619 232 3166
info@dyettandbhatia.com
www.dyettandbhatia.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

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

Jones & Stokes

General and Specific Plans • CEQA/NEPA Compliance
Public Participation • Conservation & Open Plans
Environmental Planning & Studies • Zoning

Sacramento, San Francisco, Oakland, San José, Bakersfield and Irvine
www.jonesandstokes.com

Denise Duffy & Associates, Inc.
Land Use Planning and Environmental Consulting

Environmental Assessments
Natural Resources Management
Permitting/Monitoring
Community/Urban Planning

Monterey 831-373-4241 Reno 775-853-6090 San Jose 408-451-8438

NORTHERN SECTION CALENDAR

3 International Section of NCCAPA meeting; for more information call Jennifer at 510-750-6510 or e-mail anderjenn@comcast.net

11 California Planning Foundation Workshop: Planning In Financially Difficult Times: Creative Approaches to Funding and Managing Resources, Sacramento (see page 3)

11 Tools to Revitalize California Communities Conference, Bakersfield, CA, (see page 5)

30 "Shaking It Up on the Edge" APA 2005 Logo Design Competition Due (see insert page)

July

1 Northern Section Board meeting: 6:00 PM .
Check <http://www.norcalapa.org> web site for location.

21 Last day to register for November AICP Exam

23 Smart Growth Codes Workshops: Chino (see insert page)

JUNE						
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			

JULY						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

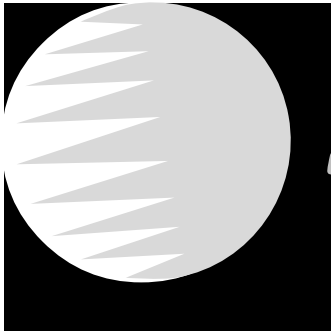


APA Northern News
EDITORIAL OFFICE
Ann Welsh,
13777 Fruitvale Avenue
Saratoga, CA 95070

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

Send To:

For more membership news and information, including job postings, visit www.norcalapa.org.



Planning in the News from Planetizen.com

'Daylighting' Hidden Creeks

'Daylighting' or exposing, underground creeks in Berkeley, CA and Seattle proves to be an interesting economic development strategy.

"For years, Strawberry Creek has run under the feet of visitors to downtown Berkeley, penned in by culverts buried beneath streets, sidewalks and businesses... A similar debate is happening in Seattle, where the redevelopment of a shopping mall has been stalled over what to do with a creek that runs 25 feet underground." Now a plan to uncover the invisible waterway and create a gleaming plaza with the creek as the centerpiece is gaining momentum. Advocates, who say it would revitalize downtown, have pushed the plan for seven years, but others consider it an expensive pipe dream.

Source: San Francisco Chronicle, May 24, 2004. from Planetizen.com

Smart Growth Zoning Codes Workshops

The Local Government Commission will host a workshop on developing zoning codes that encourage smart growth in Chino on Friday, July 23. The workshop will provide the tools to assist in either fine-tuning or completely revamping your community's zoning codes and policies to create more livable communities.

Smart growth planning experts and local government officials with experience in preparing smart growth codes and land development regulations will address a number of smart growth zoning issues.

Workshop participants will receive a copy of the Local Government Commission's resource guide on Smart Growth Zoning Codes.

For more information, visit www.lgc.org/events or contact Dave Defanti @ 916-448-1198, ext. 330 or ddefanti@lgc.org.

Reminder: 2005 APA National Conference Host Committees Logo Competition

The Local Host Steering Committee for the 2005 American Planning Association (APA) Conference is launching a statewide competition for the creation of a conference logo. The 2005 APA National Conference in San Francisco will convene on March 19-23 under the local theme "Shaking It Up: Planning on the Edge".

We extend an invitation to all interested parties to submit logo design(s) for consideration. This is an open competition to be judged by the 2005 Conference Co-Chairs and selected Steering Committee Chairs.

SUBMITTAL DEADLINE: Entries must be received by 5 PM - June 30, 2004. Please send all logo design entries with your complete contact information to:

Mr. Juan Borrelli, AICP
NSCCAPA Director Pro-Tem
City of San José Planning, Building & Code Enforcement
801 N. First Street, Room 400
San José, CA 95110-1795
E-Mail: juan.borrelli@sanjoseca.gov



Web Picks of the Month

What's a Buck Worth?

The Bureau of Labor Statistics crams lots of data onto its site but the most useful thing there, may be its inflation calculator - it certainly is the most fun. Enter any dollar value and compare its worth going back to 1913 and up to 2003.

See the site at <http://www.bls.gov>

Community Transformations

What do smart growth and infill development look like? These computer generated simulations are designed to demonstrate how sprawling communities can be revitalized and made more livable.

See the site at <http://www.sierraclubs.org/sprawl/community/transformations/index.asp>