



# Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

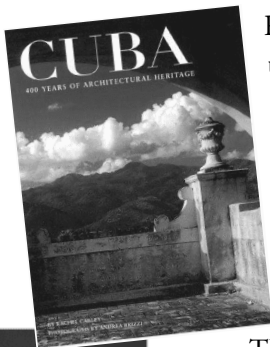
## Summer Reading Book Reviews

### Cuba Ex-Libris

Book reviews by Juan F. Borrelli, AICP

AUGUST/SEPTEMBER 2002

It is no coincidence that I am reviewing two books about Cuba. I, along with Jennifer Andersen, am helping plan the NSCCAPA Professional Trip to Cuba this fall (see page 5 for more details). Cuba has received a lot of media attention lately. However, *Cuba: 400 Years of Architectural Heritage* by Rachel Carley and Andrea Brizzi, and *The Havana Guide: Modern Architecture, 1925–1965* by Eduardo Luis Rodriguez, are timely because of the unique lessons Cuban architecture and planning can offer.



*Cuba: 400 Years of Architectural Heritage* by Rachel Carley, photographs by Andrea Brizzi, (Whitney Library of Design Press, Italy, 1997, \$29.95 for soft-cover, ISBN #0-8230-1128-3).

The book starts off with an introduction and explanation of the “roots” of Cuban architecture, and then it provides a wonderfully descriptive and photographic account of all subsequent architectural periods of Cuba’s lush, decadent, tropical and colorful history.

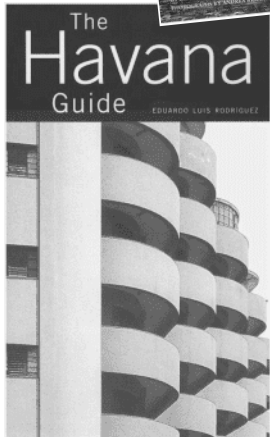
*Cuba: 400 Years* comprehensively documents the Early Colonial Era (1512–1762); the Late Colonial Era (1762–1898); the Republican Era (1898–1959); and the Revolutionary Era (1959–Present). Especially beautiful are the 300 full-color photographs of Cuba’s fabulous architectural heritage, including many of the places that APA plans to visit in Cuba on our “draft” trip itinerary. Also of interest and importance is a detailed timeline of Cuba’s history, which is more than just a chronology of its architectural history, that covers from 1000 BC—when humans first inhabited the island, up to

1996—when the U. S. Congress passed the Cuba Democratic and Solidarity Act (Helms-Burton), which permitted U.S. Citizens and nationals to sue (in U.S. courts) foreign firms investing in expropriated Cuban property.

*The Havana Guide: Modern Architecture, 1925–1965* by Eduardo Luis Rodriguez, translated by Lorna Scott Fox (Princeton Architectural Press, New York, 2000, \$24.95 for soft-cover, ISBN #1-56898-210-0).

This book may be a challenge to find as I’ve been advised by a Cuban art/architecture tour guide friend that it is either “out of print” or that it was perhaps printed in “limited quantities.” So, if you are feeling lucky, I’ve included the ISBN Number to help you search it out (Happy Hunting!). The author, Eduardo Luis Rodriguez, is an architect and the editor-in-chief of “Arquitectura Cuba,” an architectural journal currently published in Cuba. He is also, by design, one of the premier contacts that APA plans to meet on our trip touring Havana’s architecturally-significant neighborhoods and districts.

For those Modernists out there (other than myself), *The Havana Guide* expertly catalogs and features, through the aid of many beautiful color and black/white photos, over 200 structures built between 1925 and 1965, ranging from residences to hotels, churches and government buildings. Even today, these structures and buildings make up the enormous architectural wealth that is the City of Havana. Each neighborhood and district or, as they are referred to in the book, each “territory” of the City corresponds with a specific chapter in the book. Each chapter includes a street map that “pin-points” each structure and building



Book covers: provided via amazon.com

(continued on page 4)

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## DIRECTOR'S NOTE

Website coming!!!! Yes it is true after all these years, the Northern Section is ready to launch its very own website! Getting this accomplished was one of my highest priorities and I am very excited that we will be celebrating with a launch party on October 3, 2002. Our address is [www.norcalapa.org](http://www.norcalapa.org). Special thanks to everyone who worked on the committee, including Jerry Haag, Pierce Macdonald and Sowmya Parthasarathy.

It is that time again—time for our Summer Reading book reviews. I enjoy reading about adventures that somehow relate to nature and planning.

One of the great American pastimes in the summer is hiking. Many people in the Bay Area enjoy this activity in the warm summer months. Recently, I read *Walk in the Woods* by Bill Bryson. I was awestruck by the odyssey of walking the Appalachian Trail created and managed by volunteers. This amazing path through the heart of the U.S. takes one on a journey of over 2,000 miles crossing 14 states. Can you imagine the amount of interstate cooperation that would be needed to make something happen uniformly though 14 states! I was impressed by the tenacity of two men, who had no experience in hiking, who undertook this monumental journey. Even though they do not walk every mile of this path, their experience with the land and its people is heartwarming and educational. I highly recommend this book as one of your summer reads.

On another note, I want to thank Wayne Goldberg on behalf of all the members of the Northern California Section for serving as Awards Coordinator for the past 14 years. I have only worked with Wayne for the past two years and I have found him to be exceptionally well-organized and a pleasure to work with. Wayne has informed the Board that he feels it is time for someone else to take over the position. If you are interested, please call me and we can discuss what is involved.

In September the Northern Section will be holding the first-in-the-nation's **Student Planning Conference** in San Jose on September 28. Another first for the Northern Section! See the announcement in this newsletter for the details.

Hope everyone has a wonderful summer.

—Jeri Ram

## Call for Nominations

Elections will be held this November for the positions of **Director** and **Administrative Director** of the NSCCAPA. Nominations for these two important positions may be sent to [pierce.macdonald@ci.dublin.ca.us](mailto:pierce.macdonald@ci.dublin.ca.us) or mailed to Pierce Macdonald, Planning Division, 100 Civic Plaza, Dublin, CA 94568.

Deadline for nominations is October 15.

## NEWSLETTER INFORMATION

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## ADDRESS CHANGES

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312/431-9100

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



## CoHousing Tours to Continue, September 14

Ken Norwood, AICP announces that the Cohousing Tours he has been doing for the past 8 years, visiting many cohousing communities including examples such as Swan's Market in Oakland, will continue under new leadership. The new tour leader is Joani Blank, Board Member of the Cohousing Network, who has visited 40 cohousing communities in the U.S. and Canada. E-mail [joani@swansway.com](mailto:joani@swansway.com) or call 510-834-7399 to reserve your spot for the September 14 tour.



**Cuba.** There is still room on the roster for APA members who would like to go to Cuba November 8th through 15th! Please send me an e-mail if you are interested and I will send you the forms and itinerary. We are about to open participation up to APA Members in Southern California.

**Monthly International Planning Section Meetings.** We have changed the monthly meeting date of the International Planning Section to the 3rd Monday of the month, starting in August. Therefore our next International meeting will be August 19th. We still meet at 6:30 pm in San Leandro, just two blocks from the San Leandro BART Station. It is the best meal you can get for \$5, and the best company you can find. Come join us!

Last month, almost everyone came early and helped whip up a Vietnamese dinner. It was delicious! Thanks to APA member Anne Chaney, and guest participant Joanne Stager, we also had a wonderful (vicarious) tour of Vietnam.

At our August meeting, I will present a slide tour of China. I am told it is a "not to be missed" glimpse into China's struggle to modernize and deal with development pressures. Of particular interest to planners will be the slides of the six-story "Planning Mecca" in Shanghai. No kidding, an entire building dedicated to telling the story of planning the City of Shanghai! Come see for yourself! All I ask is that you RSVP to me (to be sure we have enough food!) at [jandersen@ci.fremont.ca.us](mailto:jandersen@ci.fremont.ca.us).

Hope to see you there!

—Jennifer Andersen

## Attention Planning Stakeholders! APA California Chapter Student Conference

Plans are well underway for the first APA California Chapter Student Conference. The conference theme, "Evolving Towards a Sustainable Future," will benefit from the spirit of innovation that characterizes San Jose.

The one-day conference will be held September 28, 2002, at San Jose State University in the Student Union.

Conference highlights include panel discussions on the differences between the private and public sector and feedback from recent graduates and new professionals. The conference will include tours of San Jose and opportunities to enjoy South Bay food and culture. Registration has begun.

To make this conference a success, your help is needed! We are looking for:

- Enthusiastic Volunteer Speakers and Workshop Leaders
- Position Papers
- General Volunteers
- Booth Vendors, Job Recruiters
- Donations of food, beverages, etc.

Contact **Anthony Drummond** ([Drummond7@hotmail.com](mailto:Drummond7@hotmail.com)) or **Karli Eschwey** ([Keschwey@hotmail.com](mailto:Keschwey@hotmail.com)) or call (415) 235-2515 if you would like to participate in this event.



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

that it catalogs, as well as providing archival and contemporary photographs and plans for each building.

Additionally, *The Havana Guide* includes a brief history of Cuba's Modern Architecture Movement and the brilliant architects that were responsible for Havana's diverse architectural landscape of that era. This book is an essential resource for any urban planner/architect with a passion for Mid-Century Modern Architecture.

Enjoy and Happy Reading!

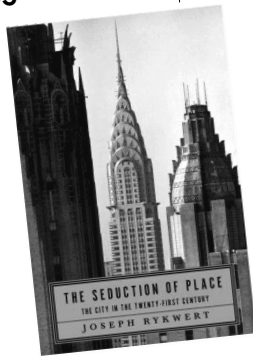
*Juan F. Borrelli is the APA Northern Section Director Pro-Tem and the Director of Planning Programs and Urban Design at RBF Consulting. He can be reached at 408-993-9224 or e-mail: jborrelli@rbf.com*

## Do We Get the Cities We Deserve?

*Seduction of Place* reviewed by Diana Painter

Joseph Rykwert, *The Seduction of Place: The History and Future of the City*, First Vintage Edition, March 2002 (originally published 2000)

Anyone who loves cities and loves urban history will want to read this book. Joseph Rykwert, professor emeritus at the University of Pennsylvania, presents an entertaining, broad-ranging and inclusive account of how we, as urbanists and as a society, have gotten to where we are today in the design of cities. Driving forces and underlying motivations are woven together in discussions of such periods of experimentation as the rise of industry, the problem of urban housing in 19th century England, and the concurrent utopian community experiments in America.



The discussion of historical and contemporary trends focuses on the interrelationships of social and economic forces as they come to bear on urban form, primarily in the U.S., Britain, France and Germany. Also examined are some of the same trends and experiments in India, Brazil, and China, among other countries.

Contemporary issues include how postmodernism has affected urban design and the production of architecture; the shortcomings of the New Urbanist movement in creating multi-dimensional urban places; and the problems and effects of globalization on our cities and social fabric.

The most valuable appeal Rykwert makes is to remember that cities are "a willed artifact and a human construct." He reminds us that the fabric of the city "is a tangible representation of that intangible thing, the

society that lives in it—and of its aspirations." And finally that "the success of a city . . . depends on the inherent strength of the fabric and its availability to the social forces that mold the life of its inhabitants." We, as citizens and as designers and planners, are not without the ability to act, and we are not victims of unseen and unknowable forces.

The built form becomes a metaphor for how we see ourselves and how others may see us. In an afterward written in 2002, Rykwert brings home his point that if anyone has any doubt that built form carries metaphoric power, one only has to reflect on the targets of the terrorist attacks of 9/11. How we choose to read the city is undeniably a part of who we are, and this bears re-evaluation.

*Diana Painter is an urban designer and historic preservationist in the Bay Area. Contact Diana at d.painter15@attbi.com*



## JOBS

City of Cloverdale

### ASSOCIATE PLANNER/ASSISTANT

City of Cloverdale, CA is seeking an Associate Planner/Assistant Planner for its Community Development Department. (Salary: Associate \$4,100 - \$4,984/mo, Assistant \$2,957 - \$3595/mo) The successful candidate must be knowledgeable in urban design and modern planning methods, techniques and CEQA. The position will perform a variety of Technical & Professional level duties in current and/or advance planning; providing information & assistance to developers, community businesses and the public on planning, zoning, land use, permits and development related issues. The position will be filled by the candidate whose qualifications & experience best match the City's anticipated needs.

Desirable Qualifications include: Associate—Bachelor's Degree in Urban Studies, Planning or related field, supplemented by three years directly related experience in city, county or regional planning. Assistant—B.A./B.S. Planning or related field, with one year directly related experience.) A completed City Employment application is required (resumes may be included to supplement information). Application materials & information, including detailed position description, may be obtained by contacting: City of Cloverdale, Personnel Office, 124 North Cloverdale Blvd, Cloverdale, CA 95425. Phone: (707) 894 - 2521. Closing date: Friday, August 16, 2002.



City of Richmond, CA  
PRINCIPAL PLANNER

Oversees the organization and operation of the current Planning section of the City's Planning Department. Expected to perform complex planning research and analysis and responsible for supervision and training of subordinate personnel. Requires the exercise of considerable independent judgment. Attendance at off-hour meetings and field investigative work.

Education/Experience - Four-year degree in city, urban or regional planning or a closely related field AND four years of professional planning experience, with one year at the supervisory level. An advanced degree in Planning is preferred.

\$5625-6825/mo (3% inc. due 7-1-02) + Paid Benefits, including employee PERS contribution

Apply by Monday, August 12, 2002, 2002 5:00 P.M.

No Postmarks Accepted. To apply: must submit a City application and supplemental qualifications questionnaire. Apply in person at City of Richmond Human Resources Management Department, 2544 Barrett Ave., Richmond, CA 94804 or send in a self-addressed, stamped envelope with first class postage to the same address.

ANALYST

Sedway Group seeks to hire an Analyst for our San Francisco office. The analyst is responsible for conducting demographic, economic and real estate research using a variety of primary and secondary sources, conducting field research and documenting findings, organizing data into spreadsheet formats for use by project team, analyzing data and, at times, presenting findings and conclusions in written reports. Research will include contacting government agencies, public associations, private data vendors, property owners and managers, brokers, etc., as well as utilizing a variety of industry publications, and internet-based resources. The candidate must demonstrate strong analytical skills and highly effective communication skills. This is an entry-level position and the candidate must possess a Bachelor Degree, preferably in Real Estate, Urban Planning or other related discipline. If interested, please forward your resume to Varessa Scott at [VScott@sedway.com](mailto:VScott@sedway.com)



# Trip to Cuba!

The International Section is accepting applications and deposits for an APA Northern Section-organized professional trip to Cuba, November 8 to 15.

Tentative itinerary includes: the cities of Havana, Santa Clara, Trinidad, and Ceinfuegos; historic architecture; meetings with planners, sociologists, historic preservationists, journalists, and others; and lots of unscheduled time to eat great food, listen to the famous musicians of Cuba, visit museums, and relax on the beaches.

The cost will be \$3,040 per person, double occupancy for 7 nights and 8 days in Cuba. Single rooms are \$390 extra. Includes all travel to and from LAX, 2 nights in a hotel near LAX (to make it easy to catch the early morning planes) and all accommodations, travel and food in Cuba.

A completed application and a deposit of \$500 will reserve your space. Don't delay—space on the trip is limited. Please note that this trip is contingent upon our group receiving a travel license from the U.S. government. If we do not receive the license, the trip will be canceled and all deposit checks will be returned.

Please contact Jennifer Andersen at [jandersen@ci.fremont.ca.us](mailto:jandersen@ci.fremont.ca.us) or (510) 494-4648 if you want a copy of the itinerary, application, and Terms and Conditions for this wonderful trip.



## AICP Helps a Community Shape its Future

AICP sponsored its 2nd Annual Community Planning Team Charrette in Chicago's West Humboldt Park neighborhood during the APA 2002 National Planning Conference. Designed to help the community's residents gain a better understanding of the elements that make a strong community, the charrette brought together over 50 enthusiastic planners and 75 community members. Participants spent a day in West Humboldt Park actively working to "make a great community happen". Drawing on individual ideas and experiences from urban and rural cities across 26 states, Canada, and Crete, the planners helped community members shape a future vision for their community. One planner eloquently

stated that the charrette gave him an opportunity to become "reacquainted with my planning soul."

AICP is planning to continue the AICP charrette at future National Conferences. In addition to the APA National Conference in Denver in 2003, AICP is working to develop a Community Assistance Program, which would make technical assistance teams available to communities. For more information contact the Community Planning Team Task Force Chair, Sue Schwartz at [sue.schwartz@ci.greensboro.nc.us](mailto:sue.schwartz@ci.greensboro.nc.us) or Megan Valdiserri at [mvaldiserri@planning.org](mailto:mvaldiserri@planning.org)

# 2002 CCAPA Conference: PlanDiego

## The AICP College Bowl IV

“The gauntlet is down and the challenge is set: Send us your quick, your bright, your erudite...” Now’s the time to assist in getting the word out about this year’s AICP College Bowl IV competition. As before we are inviting each Section to entice and/or encourage at least 3-5 of their members (attending the conference) to participate on a Team. As usual there will be Plenty of Prizes for all who participate. Plus, don’t forget about the Distinguished Panel of Judges, who will try to keep those lively Teams (and audience members) from going astray!! Please let me know if your Section would like to participate, and who will be the designated contact person. Contact Marjorie Blom, AICP College Bowl IV Session Coordinator by e-mail PWORKS.ADMIN.Blomm@mail.co.stanislaus.ca.us or by phone at Stanislaus LAFCO (209) 525-7660. —Tuesday, October 8, 2002 at 3:15 pm

## Dodging the Million Dollar Lawsuit: A Competition to Uncover Little Known Planning Laws

Modeled after “Who Wants to be a Millionaire,” this session tests attendees knowledge of California planning law and showers intelligent, aware, or just plain shrewd contestants with prizes galore (\$100,000 candy bars, hats, and t-shirts). Participants selected from the audience are called to take the hot seat and demonstrate their knowledge of important but often little-known California laws. Spectator involvement also comes when participants seek the audience’s advice. During the competition, two judges will provide additional information on each of the questions. **Dodging the Million Dollar Lawsuit** is an entertaining forum for identifying and discussing planning laws that, when overlooked, can cause serious trouble. —Session 112, Monday, 3:15 pm

## Humor in Planning

After a hiatus of several years, the **Humor in Planning** folks are back to show the lighter side of the planning profession. Ron Pflugrath and Mark Brodeur have assembled new examples of curious design in their presentation, “Projects from Hell II—Welcome to Buttuglyville.” Ron and Mark act as guides for a field trip to planning nightmares around the country. Marvin Roos will explain, “What they really mean when they say...,” picking examples from his rich collection of planning quotes and mis-speaks. Finally, Ric Stephens showcases “Plannerese,” the skewed and skewered perspective of some planners. Attendees will never see their profession the same way again, and probably be all the better for it! —Session 121, Tuesday, 3:15 pm

## PLANDIEGO.COM

You can read more about these sessions and others at the Official CCAPA Conference Website at: [www.plandiego.com](http://www.plandiego.com)

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# NORTHERN SECTION CALENDAR

## August

- 8 APA Northern Section Board Meeting, at Cafe Rustica on College Ave in Oakland, near the Rockridge BART. Note: NEW DATE
- 19 International Section meeting at 6:30 PM in San Leandro, just two blocks from the San Leandro BART Station. Contact Jennifer Andersen at (510) 494-4648.

## September

- 5 APA Northern Section Board Meeting. Location to be announced.
- 14 Cohousing Tour. See page 3.
- 28 APA Student Conference, "Evolving Towards a Sustainable Future," San Jose State University Student Union. For more information, contact Anthony Drummond at (408) 277-4282 or drummond7@hotmail.com See page 3.

**October 3 Web Site Launch Party and Northern Section Board Meeting.**  
Location to be announced.



AUGUST						
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