



NOVEMBER 2004

Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

National Conference in San Francisco: Four Months and Counting!

The Conference is coming! The Conference is coming!

Your Northern Section will be hosting the APA National Conference on March 19–23, 2005. This is your opportunity to shine since the National Conference will not be back for at least another 15 years! Our committees have been busy preparing for that extraordinary week. There's still time for you to join in on the festivities, so read on, find your niche and get in on the fun.

Orientation Tours

The orientation tour team needs you! Are you outgoing and ready to ham it up about your home region? Do you like riding a bus standing backwards and talking to a bunch of planners from around the United States? Are you a Bay Area-phile with a knack for smack?

Then join us by leading a tour!

There will be two Orientation Tours routes. The "City by the Bay" route will include all the favorite tourist sites that are important in the world of planning. The "Around the Bay" route will traverse three bridges (Golden Gate, Richmond–San Rafael, and Oakland–San Francisco Bay) that include sights in Marin County, Richmond, Berkeley, Oakland, Treasure Island, and San Francisco.

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dlipsetz@oakha.org

Andrea Ouse, AICP - (650) 985-2590
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Hospitality

The hospitality committee has been working very hard to organize three special events for planners to attend during the conference.

Check them out:

A Night at the Beach - Beach Blanket Babylon and North Beach

Saturday, March 19, 6:30pm - 9:00pm

Don't miss the excitement of San Francisco's longest-running stage show, one of the wackiest, zaniest cabaret revues ever. Join your colleagues at the historic Club Fugazi for the early show. Afterwards, dine at one of the excellent restaurants in the North Beach neighborhood or gather with friends over a cappuccino in one of the many European-style coffee houses. Complete your night at the Beach with a visit to one of the North Beach nightclubs for the best in local music and entertainment. Dress warmly for a night on the town. The show starts at 7:00pm sharp.

Wine Tasting Extravaganza

Monday, March 21, 7:00pm - 9:30pm

Can't make it to Napa or Sonoma this year? No problem—we will bring the wine tasting to you! You can sample wonderful wines from all over California at the newly renovated Pier One along the San Francisco Bay. A wide variety of wineries will be represented and you will have the opportunity to purchase bottles to take home with you. Please come after dinner and remember to bring a jacket so that you can enjoy the deck.

Evening at the Empress

Tuesday, March 22, 6:30pm - 9:30pm

Come explore the largest Chinatown outside of China and join your colleagues in a celebration of Chinese New Year. Help ring in the Year of the Rooster at the Empress of China, one of Chinatown's premiere restaurants. Your evening in Chinatown begins

(continued on page 3)

*We have but four months until
the APA National Conference
begins, and yet we still have
lots to do.*

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DIRECTOR'S NOTE

The California Chapter APA Conference in Palm Springs was a rousing success. Over 1,000 planners attended, which broke the attendance record for a CCAPA conference. One of the keynote speakers, Huell Howser, host of PBS's California's Gold television series, encouraged the audience to listen to others, because everyone has an interesting story to tell. Often we hear stories in the media about "bad" things or events because those are the stories that garner the most attention, but there are so many other "good" stories that never get told. Listen to others as they tell their stories, or better yet, be part of a good story! Mark your calendar for next year's state conference which will be in Yosemite on October 30 to November 2.

The California Planning Foundation (CPF) also broke a record by raising over \$17,000 from the annual auction and from many generous donations. Our very own Northern Section participated in the "Section Challenge." This contest is to see which section comes up with the highest bid. Mark Hopkins hotel (on top of Nob Hill) donated a very charming two-night package which generated a winning bid of \$800! However, we came in second in the Section Challenge. We'll try even harder next year to win this competition!

Coming to your mailbox in the next few weeks will be your copy of the 2005 APA National Conference official program. We're at the 120-day mark and counting down! The lead article in this issue of Northern News contains a lot of information on the conference. We're still looking for many to help out in the various committees, so don't be shy.

Our Holiday Party is scheduled for Friday, December 10th at Hotel Majestic in San Francisco. This is a very elegant hotel and we'll have loads of fun so you don't want to miss it! Please see the flyer in this issue of Northern News or check our website [www.norcalapa.org] for more information. Have a wonderful Thanksgiving!

—Hing Wong, AICP



Call for Nominations

Elections will be held this January for the positions of Director and Administrative Director of the Northern California Chapter of APA. These offices have a term of two years. The Director's position requires prior experience on Northern Section Board. Nominations for these two important positions may be sent to the Nominating Committee c/o awelsh@saratoga.ca.us or mailed

to Nominating Committee c/o Ann Welsh, Community Development Department, 13777 Fruitvale Ave, Saratoga, CA 95070. In order to be considered please submit a nominating petition by December 5th. The petition should include the candidates name, address of membership, work or daytime phone number, position sought and the signatures of five section members.



NEWSLETTER INFORMATION

EDITORIAL

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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.



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

with an authentic three-course dinner at the Empress. After dinner, you have a chance to explore the secrets of Chinatown on your own. Gung Hay Fat Choy!

We are still looking for help to organize these events; we especially need people with a forte in event planning. We'll also be hosting a hospitality booth.

Darcy Kremin, AICP ~ (408) 993-9224
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Elizabeth Adam ~ (415) 235-2756
eadamsf@yahoo.com

Merchandise/Souvenirs

What better way to let folks remember a conference than to have a great selection of stuff to take home? The Merchandise group has done an excellent job of selecting and refining a conference logo (created by graphic artist Josh Schramm) that will be offered on a wide range of clothes and other conference souvenirs. The committee is creating new items to collect, finding better ways to sell, and working feverishly to make this conference logo known far and wide.

We will need many volunteers during the conference itself to help us sell the items in the Merchandise/Souvenir sales booth. If you'd like to send in your merchandise and souvenir suggestions and/or volunteer with the committee, please contact Juan or Dave.

Juan Borrelli, AICP ~ (408) 277-8541
juan.borrelli@sanjoseca.gov

Dave Dowswell, AICP ~ (510) 528-5769
ddowswell@albanyca.org

Portfolio

Do you have knowledge of the Bay Area in the back of your mind? Do you enjoy writing? Then this committee is for you. We're developing a "Planners Guide" that will highlight restaurants, entertainment, and points of interests that will be invaluable to the distant planners that will be visiting our region.

Jeanette Dinwiddie-Moore, AICP
(510) 531-4150 ~ dinwidd@attglobal.net

Natalie Macris ~ (415) 837-5948
nmacris@planningediting.com

Volunteers/Student Events

This committee will coordinate general volunteers for throughout the conference. If you would like to help out during the week of the conference, please sign up with Phil or Anthony.

We will also be developing events for college students who will be coming from all over the nation. Over 800 students attended last year's conference in DC, which makes that the largest number of students and we plan to break that record!

Phil Trom ~ (619) 683-2933 x238
ptrom@katzokitsu.com

Anthony Drummond ~ (408) 277-4282
anthony.drummond@ci.sj.ca.us

Fundraising/Local Exhibits

Opportunities abound with a donation that will help promote your company or agency. There are various levels of sponsorships in that you'll receive your company's name in the Planners Guide, a banner ad on the website, tickets to the Local Host Committee party and reception, and listing on a special insert in the conference registration packet. We also offer local exhibit spaces for non-profit. Please contact either Steve or Mika.

Steve Noack, AICP ~ (510) 848-3815
steve@dceplanning.com

Mika Miyasato, AICP ~ (510) 622-6635
mmiyasato@korve.com

Mobile Workshops

Over 90 mobile workshops are scheduled in San Francisco and around the Bay Area - more than any other APA National Conference! Experience the breadth of the region, from sustainable agriculture and wineries to high-density housing and redevelopment. Bike, walk, take transit and buses to see it all; there are many workshops using bicycle as a mode of transportation while other uses BART trains to the sites and many are walking tours. Dress in layers and come see your favorite places by the Bay, or something new and different. Please check the website [www.apa2005sf.com] for a complete listing and description of all mobile workshops.

Wendy Cosin, AICP ~ (510) 981-7402
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Laura Thompson ~ (510) 464-7909
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(continued on page 5)

PLANNERS...

Get on the bus!!!



The APA National Conference is headed to the Bay Area from March 19-25, 2005! The ever-popular Orientation Tour will introduce planners from all over the country to San Francisco and our lovely Bay Area on, you guessed it, a "3-hour tour."

HERE'S WHERE YOU CAN HELP! We need planners to play tour guide! We intend to team up some well-known seasoned veterans on the bus with one or two "up-and-comers" with a real interest in:

- Geography;
- History;
- Current planning issues; and,
- Cool trivia about San Francisco and the Bay Area

We are especially looking for those that love standing backwards in a bus and speaking into a microphone while representing the best the Bay Area has to offer!

Guides also receive over \$300 off conference fees!!!



Please join us on our recruitment drive! Potential guides will meet at the following locations to discuss routes, script outlines, planning experiences and to have FUN!

SAN FRANCISCO

Wednesday December 1st -7:00 p.m.
 Thirsty Bear Restaurant & Brewery
 661 Howard Street (bet. 2nd & 3rd)
 415.974.0905

BERKELEY

Tuesday December 7th -7:00 p.m.
 Zax Tavern
 2826 Telegraph Ave. (bet. Stuart and Oregon)
 510.848.9299

SAN MATEO

Monday December 6th -7:00 p.m.
 Kingfish
 201 South B Street
 650.343.1226

SAN RAFAEL

Tuesday November 30th
 Las Camelias
 912 Lincoln Ave. (near 4th Street)
 415.453.5850

SIGN UP NOW!!!

RSVP by NOVEMBER 19th to:

Andrea Ouse
 NSCCAPA Peninsula RAC Chair
 P: 650.985.2590
 F: 650.985.2578
 E: aouse@mcaplanners.com

COME JOIN THE FUN!

Let out your inner ham!

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- * Environmental planners & natural resource specialists to prepare & manage CEQA/NEPA documents & provide permitting assistance
- * Analysts/planners to prepare housing elements, consolidated plans & implement housing/community development programs (CDBG, HOME, Housing Trust Funds)
- * Finance professionals with exp in governmental infra. financing/dev. impact fee programs, operational cost analysis, debt financing

Experience should include relevant education, strong writing, analytical & public presentation skills. Competitive salary and benefit package. E-mail resumes to: careers@pacificmunicipal.com

**ASSOCIATE PLANNER
DD&A, INC.**

Denise Duffy & Associates, Inc. is seeking a full-time Associate Planner for our office in Monterey, California. Responsibilities include preparation of environmental impact reports that meet CEQA and NEPA requirements, initial studies, staff reports, resolutions, ordinances, and related materials for private developers and public agencies. Qualified candidates must have demonstrated experience in CEQA and managing complex environmental review projects. Requirements include:

- * Bachelor's degree (Master's preferred) in planning, environmental studies, or a related discipline
- * 3-5 years professional planning or environmental experience in CA.
- * Ability to manage large, complex projects
- * Ability to produce high quality environmental documents for challenging projects in a fast-paced, team-oriented environment
- * Ability to work directly with clients and to manage consultant teams and budgets
- * Presentation and public speaking skills
- * Independent, self-motivated and organized
- * Understanding of the RFP process and ability to

prepare proposals and budgets

- * Excellent writing/editing/word processing and quantitative/spreadsheet skills

Denise Duffy & Associates, Inc., founded in 1983, is a land planning and environmental consulting firm providing a full range of services in site planning, project management, governmental studies, environmental impact analysis, biological assessment and contract planning. DD&A acknowledges that the staff is our key resource, and strives to provide professional growth and satisfaction in a team environment.

DDA offers a full benefit package that includes paid holidays and vacation, medical and dental insurance, retirement plan, professional membership dues and conference and training allotment.

If you are qualified and interested in joining our dynamic team, please forward your resume and salary history/requirements to mechevaria@ddaplanning.com. Please be sure to include the job title of "Associate Planner" on the subject line of your e-mail. References and a writing sample will also be required if you are selected for an interview.

For further information please visit our website at www.ddaplanning.com

Conference ... *(continued from page 3)***Program**

The Program Committee has two important roles in the conference. The first is to show the best of the Bay Area by drawing on local planners to create sessions. Eleven excellent sessions have been selected to showcase the Bay.

The real work now is to bring together the AICP Charette. This exciting program brings the professional knowledge of planners to a long under-represented community. Bring your skills to bear on West Oakland and help plan this special day where planners do real work in the host region.

Sharon Priest, AICP - (415) 882-3062 spriest@smwm.com

Marti Brown - (510) 981-7418
mkbrown@ci.berkeley.ca.us

Public Relations

Communication is a key in getting out the word for any conference. The PR committee will be working with local media (print and others) to bring the good word of planning to the public and to our fellow planners over the next several months. We hope to see the word get out, so if you know folks in the media, have a way with words, or want to help with making connections, please get involved. All articles and press releases will be available online at www.apa2005sf.com through the website chair, Billy Gross.

Erin Dando, AICP - (510) 981-7429
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Erika Spencer - (831) 818-9273
ekspencer@yahoo.com

Billy Gross, AICP - (510) 528-5765
bgross@albanyca.org

Treasurer

This committee handles all the conference monies and financial transactions including a monthly budget report.

Joanna Gomes - (510) 237-7244
jgomes@phi.org

Hing Wong, AICP - (510) 464-7966
hingw@abag.ca.gov

Advisor

The Local Host Committee is fortunate to have Alec as our advisor since he was instrumental in organizing the APA National Conference in San Francisco in 1994.

Alec Bash, AICP - (415) 647-1753
asbash@earthlink.net

Conference Co-Chairs

We would like make this conference truly enjoyable and a wonderful learning experience for all planners. Please contact us for any suggestions or comments. We look forward to seeing you next March!

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Recycled Water Management at the Presidio, San Francisco

By Terrie Zwillinger, Planner, Winzler & Kelly

Formerly a military base, the Presidio is a 1,400-acre national park site located on the northern edge of the San Francisco peninsula. Unlike a typical national park, the Presidio has within its boundaries more than 500 historic buildings, a collection of coastal defense fortifications, a national cemetery, a historic airfield, a saltwater marsh, forests, beaches, native plant habitats, coastal bluffs, miles of hiking and biking, and some of the most spectacular vistas in the world.

Currently, the Presidio's average annual daily water demand is 0.8 million gallons per day (mgd). Demand varies greatly throughout the year, with the peak occurring during the warm summer months when irrigation demands are at their highest. A single free-flowing stream, Lobos Creek, meets the majority of the Presidio's potable water needs on an annual basis. In order to protect the creek's health and vitality, less than half of the creek's average 2.0-mgd flow can be used for irrigation, drinking water, and household and employee use. Supplemental water is purchased during peak demand periods from the City of San Francisco. Over time, as historic buildings are rehabilitated and occupied, the demand for water is projected to increase. Therefore, water conservation and water recycling are very important at the Presidio.

Currently, wastewater generated at the Presidio is discharged to the City of San Francisco wastewater system and the Trust pays the City for treatment. However, with the new recycled water facility (planned for construction in 2005), the Presidio will be able to substantially reduce the amount of raw wastewater discharged to the City's system, by treating it on-site and converting it to high



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quality recycled water. During the first phase of the project, key on-site users of recycled water will include Crissy Field and the Letterman Digital Arts Center. The key components of the recycling system include:

- **Innovative Treatment System:** Microfiltration and UV disinfection.
- **Historic Building Preservation:** Treatment system designed to fit into an existing historic building.
- **Uses:** Recycled water used for irrigation and decorative water features.
- **Benefits:** Reduces wastewater flows to City's system, conserves potable water resources, and furthers the Presidio's sustainability goals.

A behind the scenes tour of the Presidio water recycling facilities will be held as part of the 2005 National American Planning Association (APA) conference being held in San Francisco from March 19th through the 23rd. The one-half day workshop will include a tour of the Presidio's new water recycling plant, a stop at Lobos Creek, and open discussions about water planning and management strategies. The Presidio staff will discuss key challenges and lessons learned in planning for and implementing the water recycling project and overall water management at the park. More information on this exciting half day workshop and details about the APA Conference will be available soon at <http://www.apa2005sf.com/>.



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NORTHERN SECTION CALENDAR

November

7 AICP Exam Prep Workshop

17-19 NCI Charrette Planner™ Certification: Oakland, CA.
This certification will teach you how to plan a charrette. <http://www.charretteinstitute.org/programs/Introduction.html>

18-19 San Francisco, The Chinese Historical Society of America.
Workshops will be held in infill design, historical resource surveys, CEQA and financial incentives. Visit www.californiapreservation.org or call (415) 495-0349 for information.

December

7-9 Institute on Planning Zoning and Eminent Domain. Westin Saint Francis Hotel, San Francisco. Visit: www.cailaw.org for more information

10 6:30 to 10:30 p.m. **Holiday Party and Pre-Conference Kick-Off** for the **"Shaking it Up: Planning on the Edge,"** 2005 APA National Conference in San Francisco.

January

22 Northern Section, Annual Retreat, 9:00 am to 3:00 pm.
Location to be announced at www.norcalapa.org

NOVEMBER

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DECEMBER

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