

APRIL 1994

Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

Conference News

Welcome to San Francisco!

by Hartmut Gerdes, Communications Director

You may be getting ready by now to pack your bags for your trip to the warm and windy, wild and wonderful city of San Francisco to attend our APA National Conference. As your Northern Section Board's Communications Director, I want to wish you a pleasant and enlightening journey - and extend the Board's special welcome.

Your Board members would like to meet you and help in any way we can during your brief visit. Being a frugal organization, we have no welcoming offices and comfortable lounge chairs to offer. But you will recognize us nonetheless by the purple dot on our name tags.

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contribution to offset the cost of the students' breakfast. We need your support to make this event a success! In return, you get "extra credit" for good behavior, especially if you're an AICP member (see section C.6 of the Code of Ethics).

For additional information, contact Patricia Jeffery at 510/524-7980, or send your check payable to "Northern Section CCAPA," c/o Patricia Jeffery, Placemakers, 814 Solano Avenue, Albany, CA 94706.

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DIRECTORS CORNER

by Steve Noack

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Be sure to stop by the merchandise booth early to purchase conference T-shirts and other items for sale. The winning shirt design evokes the Bay Area in a non-commercial way and is very colorful. It is likely to sell out early.

And last but not least, please say thanks to Conference Coordinator **Alec Bash** of the City and County of San Francisco, who was instrumental in the planning of this event, beginning over a year ago. Due to Alec's exceptional organizational and communication skills, we have avoided the last minute rush (and panic) normally associated with planning events of this magnitude. At the January Steering Committee meeting, National APA Staff expressed their amazement at how far ahead we are compared to previous conference planning efforts.

More on conference highlights in the May newsletter. See you in the City, April 16-20.

Editor's Notes

After many months of effort, the new newsletter "look" is here! The editor, communications director, and desktop publisher reviewed many sample newsletters, font styles, paper choices, and compatible inks. Juliana Pennington, our graphic designer, went beyond the call of duty in helping Hartmut and myself with the design process to develop a fresh look.

Through this process we also evaluated what the newsletter has contained in the past and what we would like it to accomplish in the future. The Section Board also provided invaluable input, and now, in coordination with the Board reorganization effort, we believe the newsletter will take on a more personal tone as the sub-section RACs are put in place and more local involvement occurs.

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netted eight responses. We selected ASAP Quality Printing in Hayward due to their responsiveness to the RFP, price and quality, expertise in advising on quality control issues, integrated electronic and mailing house services, convenience, and general rapport. The Section is now saving money compared to our old contract, while printing more pages with better quality control. (We are using a 100% recycled/50% post-consumer-waste paper stock, Incentive 100 by International Paper, made entirely from recycled magazines and newspapers.)

I look forward to what will occur in this next phase of the newsletter's "life," especially as we continue to fine-tune. I also want to thank all of my regular contributors and extend an invitation for any other members with an occasional insight or event or other item that might be of interest, to send them in to the address below.

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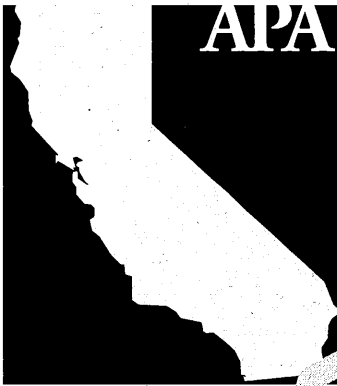
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So please, won't you introduce yourself if we do not already know each other? In case you have any questions or problems during your stay, do not hesitate to call a Board member whose name you recognize from the Northern Section roster. Or feel free to call me (514/398-7044) or your Section Director, Steve Noack (510/874-3156).

P.S. While packing, don't forget your walking shoes and an extra sweater and coat. This is a walker's small large city (or large small town, if you wish). And our weather can change from sunny and warm to foggy and cold, and back, in less than an hour.

Again, a warm welcome to you!!!

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Last Chance for Awards Nominations

Northern Section planners and projects worthy of professional recognition must be nominated by April 15, 1994. Submittal information packets are available from the Awards Program Coordinator, Wayne Goldberg. Award winners will be acknowledged at the Northern Section awards banquet, tentatively scheduled for June 24th, 1994. Local winners also will be sent on to compete for state-wide and, possibly, national awards. Last year five Northern Section individuals and programs received Cal Chapter awards.

To obtain a complete listing of the award categories and application materials, please write or call:

Wayne Goldberg
Comm. Develop. Dept.
100 Santa Rosa Avenue
Santa Rosa, CA 95402.
Phone: 707/543-3220.
Fax: 543-3218.

IN MEMORIAM

Donald McGaffin, a planner at Santa Clara County, died Thursday, March 24. The Northern Section offers our condolences to his family and colleagues.

COMMENTARY

How Sustainable Is Our Planning?

by Robert Odland, AICP

A new family of terms is appearing more frequently in planning: sustainable development, sustainable cities, and sustainable growth. What do these terms mean and what are the implications for planners? The concept of sustainability and sustainable development came into the public debate with the publication of the World Commission on Environment and Development report, *Our Common Future*, (often known as the Brundtland Report). This report defined sustainable development as the ability to meet the needs of the current population without compromising the ability of future generations to meet their own needs.

As a more precise definition of sustainability is evolving, I believe some key features are becoming clear. Sustainability involves systematic approaches to building a sense of community, preserving natural resources, preventing pollution, ensuring environmental fairness, and minimizing the use of non-renewable resources. A common response of planners is that this is what planning has been attempting to do.

However, sustainability has several important characteristics that planning has not always possessed: it has significant public support among non-planners, its support cuts across professions, it provides a focus for planning efforts, it recognizes the interrelationships between systems, and it has an overall goal (albeit poorly defined). A common misconception is that sustainability is synonymous with self-sufficiency; on the contrary, sustainability must recognize the interconnections between different levels of societal structures.

Some advocates of sustainability focus their attention on cities. In 1990 the First International Ecocity Conference was held in Berkeley, sponsored by Urban Ecology, a Bay Area non-profit organization. This was soon followed by the First Los Angeles Ecological Cities Conference which resulted in the publication of the book, *Sustainable Cities*, available through the APA Planners Bookstore. In November 1993, the Conference on Creating Sustainability Across America, held in Fairfax, Virginia, and Washington, D.C., had a very strong focus on communities.

Vice President Gore's book, *Earth in the Balance*, addressed many of the general issues of sustainability. Within the past year, the President's Council on Sustainable Development has been organized to develop recommendations for incorporating sustainability into the federal government. Also, various groups have been formed to implement Agenda 21, a comprehensive blueprint for sustainable development that was adopted at the recent UNCED Conference in Rio de Janeiro (the "Earth Summit").

Several projects in the Bay Area, such as planning for the Presidio, have dealt with sustainability. Soon, the East Bay Conversion and Reinvestment Commission, established to manage a federal pilot program on base closures and redefinitions at national laboratories in Alameda County, will be looking at how to incorporate sustainability into the military reuse process. Urban Ecology has received several grants which will enable it to begin preparing a *Blueprint for a Sustainable Bay Area*.

The National APA Conference in April will feature several sessions on sustainability. The highlight will be an address by Jaime Lerner, former Mayor of Curitiba, Brazil, on Monday morning. Mr. Lerner, an architect and urban planner, has been recognized by the United Nations Environment Programme and many other organizations for his work in making radical changes in Curitiba's transportation, land use, open space, sanitation, and solid waste systems.

On Monday afternoon, I will be moderating a panel on "Sustainability and Growth" that will feature Professor Jonathan Barnett, who recently published an article in *Architectural Record* on sustainability and growth management; Richard Tustian, who is with the Lincoln Institute of Land Policy; and Mary Tucker from the City of San Jose, who has been active in sustainability issues at local and regional levels.

The Preliminary Program lists several other sessions that deal with sustainability: "Global Sustainability" on Sunday morning, "Sustainable Communities" on Sunday afternoon, and "Sustainable Rural Communities" on Tuesday morning. Other sessions, such as ones on "Environmental Inequities" and "Planning with Diverse Populations" cover topics central to the concept of sustainability. In addition, one of the Breakfast Round Tables on Tuesday morning will focus on sustainable development. Why not take this opportunity to tune up your sustainable planning skills?

Robert Odland is a Senior Associate with Sedway Cooke Associates and a Board member of Urban Ecology, a non-profit organization dedicated to promoting the concepts of ecological cities.



From the Far North

by Lia A. Sullivan, AICP

Things have been quiet on the Brown Bag "front" in the far north, as everyone stays very busy planning. Several Eureka planners are studying for the AICP exam; their expected success would bring the local AICP total to six. A post-National Conference/post-AICP exam Brown Bag lunch is more likely to materialize than a meeting any sooner.

The City of Arcata reports a lot of intern activity. Familiarity breeds responsibilities and so student intern Tricia Davidson was called upon for the following contribution. The described field trip is, by the way, a regular event of NRPI 460, taught this year by Arcata Community Development Director Stephen Lashbrook, AICP. Dr. Steve Carlson, who usually teaches the class, conducted the field trip with Lashbrook.

Student Perspective

by Tricia Davidson

I am a senior natural resource planning student at Humboldt State University. Recently, our senior planning class went to the Bay Area on a three day field trip. We visited several planners who shared with us what it's like to work in the field. This trip was a great opportunity for me to get to know my classmates better and to meet some of the graduates from the Humboldt State planning program that have been working in the planning field for a few years. This trip opened my eyes to the diversity of work that I could go into after I graduate.

We started the trip by visiting the Golden Gate Park and Recreation Area and the Presidio Military Base. We learned about the role that planners will take in the process of incorporating the base into the National Park Service. On the second day of the trip we visited some Humboldt State graduates in the planning departments in the City of San Ramon and Pleasanton and an environmental consulting firm in Sacramento. I got a feel for what it would be like to work for a governmental agency and for a private company. On the last day, we went to talk with another graduate who works for the State Waste Management Board and we heard about how that system works. Our last stop was at Village Homes in Davis. I'm glad I got a chance to see how a creative development can work for a community.

I got a lot of information from the places we visited on how to get a job in the planning field and what a career in each segment would entail, which helped me to get a clearer picture of what I want to do when I graduate. I learned a great deal from this experience and I think it is an essential part of any planning degree. After being in classrooms for a few years talking about planning, it was nice to see where all the concepts I've been learning fit. I'd like to thank the planners who gave their time to talk with us and the professors who made the trip possible.



Monterey Bay

Ernie Franco, Monterey Bay Sub-section liaison, has produced another of his newsletters for the local area, listing planners on the move, projects underway, and other items of interest. His mailing list covers Monterey, San Benito, and Santa Cruz Counties (Association of Monterey Bay Area Governments). If you'd like to find out more about what's happening in the area, call Ernie at the City of Seaside, 408/899-6220.

The sub-section is scheduled to hold a meeting on water resources planning and management in the Salinas Valley, March 28th (during press time for this issue of Northern News). The speaker is Owen Stewart, Associate Water Resources Engineer for the Monterey County Water Resources Agency. A briefing will be provided next month.

Event DeBriefing

Eritrea Event a Huge Success

After a few postponements, the international planning event on Eritrea came off without a hitch. Attendance expectations went from around 10 people the month before, to 30 the week before, to 40 the day of the event, and of course, 50 people showed up! Fortunately, the caterers were prepared and provided a wonderful spread of "enjera" (true finger food). Many Eritreans were there, including a few graduate students from Cal who may end up returning, as so many professionals are doing now to help the country get back on its feet after its 30-year war for independence with Ethiopia. The country is so new that it does not yet appear in the Encyclopedia Britannica, only in the Year Book for 1993.

The devastation of the war was felt strongest in the port cities. The capitol, Asmara, is in the mountains, however, and so survived largely intact, and has not changed much during the past generation due to the focus on the war effort. Don Bradley, AICP, Jacques deBrer, AIA, and Techlu Tesfazghi, MBA, were invited to spend several weeks in the capitol to assist what turned out to be a well-prepared planning department in planning and designing the future of the CBD and government complex, as well as the overall urban form of the city.

The presentation included slides of the 20-hour trip to Eritrea, with commentary on the hazards of travel in this part of the world. One special recommendation: don't travel during Ramadan, or you'll be bumped from flights to make way for pilgrims. Once there, the team was able to use a very detailed land use survey that had been prepared by a local planner, as well as an old Italian plan for the city (it had been a colonial outpost). The new plan will focus development around the

(continued on page 5)



Events

UC Berkeley College of Environmental Design Alumni Association Reunion & East Bay Fire Panel Discussion

The CED Alumni Association will hold an all-department alumni reunion on **Saturday, April 23, from 2 to 5 PM** in Wurster Hall on the UC Berkeley campus.

The program will include a panel discussion from 2 to 3:30 PM on "The East Bay Fire: Then and Now," led by Harry Jacobs '63. Other panelists will include: Paul Anderson '26,

Tom Cooke '60, Robert Swatt '70, and Rosemary Muller '71. Alumni are encouraged to bring two or three slides of one or two East Bay fire projects that show the "then and now." These will be shown during the afternoon.

The panel discussion will be followed by a reception from 3:30 to 5 PM.

Cost: \$10 for CED Alumni Association members; \$15 all others; and free to alumni who sign up at the event to become members for 1994-95. For additional information, please call Sheila Dickie, 510/642-7722.

Land Use Planning in the 1990's Course Offered

UC Extension is pleased to offer a survey course to provide a foundation of current land use planning theory and practice as well as a look at the real-world applications of planning concepts. Topics will include urban and regional planning, land use planning, housing and transportation, economic development, financing issues, politics of planning, social issues and ethics, and emerging trends. This course applies as an elective toward UC Extension's Certificate in Advanced Environmental Management.

Planning in the 1990's: Overview and Update meets **Saturdays, April 30 - May 21, from 9 AM to 5 PM** at UC Extension, 3120 De La Cruz Blvd. (Trimble at 101) in **Santa Clara**. For further information about the course or certificate, call UC Extension at 408/748-7380.

The Geography of Nowhere

James Howard Kunstler will speak on his latest book, *The Geography of Nowhere: the Rise and Decline of America's Man-Made Landscape*. Mr. Kunstler is the author of eight novels and has worked as a newspaper reporter, editor of Rolling Stone, and is a frequent contributor to The New York Times Sunday Magazine.

In his most recent book, Mr. Kunstler talks about America's lack of vision in planning or non-planning of its suburbs and transportation systems. He characterizes our cities and countryside as a place where "everyplace is like noplac in particular" and argues that the result of this is a way of life that discourages civic involvement and imposes enormous social costs and economic burdens. He also addresses the concept of

community and explains how current zoning laws, building regulations, and the American infatuation with the automobile have worked against the development of coherent communities and, instead, led to an increasing sense of alienation in the day to day environment where most Americans live and work. In *The Geography of Nowhere*, Mr. Kunstler puts the issue of how we actually live squarely at the center of our ongoing debate about the nation's economy and America's future.

The event will be held **Tuesday, May 17, from 5:30 to 7:30 PM** at the AIA offices, 130 Sutter Street, San Francisco. Cost: \$5 for AIA, APA and SPUR members; \$7 for non-members. Wine and cheese will be served.

Coastal Issues Highlighted in New Lecture and Seminar Series

Coastal Advocates' lecture and seminar series offers a low-cost opportunity to get the environmental news behind the headlines. Evening lectures supplemented with slides and information handouts are held on Wednesday and Thursday at 7 PM; a \$15 donation is requested. Saturday workshops are offered for \$55.

Upcoming Wednesday programs include:

- How Polluting is California's Offshore Oil Industry? April 13
- Understanding the Value of Oak Woodlands in the Central Coast Region. April 27
- Fast-tracking: What is it? What does it mean for Coastal Protection? May 11
- New Strategies for Coping with Contaminated Coastal Sediments. May 25

Thursday programs will include:

- Protecting Coastal Wetlands: Scott Creek, Santa Cruz County Case Study. April 7
- Coastal barriers Legislation: Its Potential to Protect the Western Shore. April 21
- Army Corps & EPA Plans to Dump Dredge Spoils Near the Farallones April 28

A Saturday seminar is also offered:

- Using Computer Mapping Techniques for the Environment. April 16

Coastal Advocates requires advanced registration. Fees are non-refundable. To register, send a check to Coastal Advocates, 236 N. Santa Cruz Avenue, Suite 237A, Los Gatos, CA 95030. Indicate which seminar you wish to attend. For more information, call 408/395-9116.

Unemployed, or Threatened With Job Loss?

Order the "Planners Threatened Support Package and Survival Kit"

CCAPA is now offering a booklet for unemployed members or members who may be "threatened" with job loss. The kit includes valuable information to assist planners in need, including:

- Reduced membership and JobMart fees,
- Useful phone numbers to keep handy such as State EDD field offices and job line numbers,
- A sample letter CCAPA will send to assist a threatened planner,
- A resume guide and sample resume,
- Information on how to be prepared for job interviews,
- Information on reduced AICP exam fees,
- Things to consider when given a choice between resigning or being dismissed,
- Other helpful APA information.

To order a copy of this kit, please copy and fill out the form below. The cost per booklet is \$10.00, including mailing costs. For unemployed CCAPA members, one copy of the kit is free.

Planners Threatened Support Package & Survival Kit Order Form

Name _____

Address _____

_____ Number of Copies

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Questions may be answered by calling the CCAPA Member Hotline at 916/736-2434.

**Zoning Administrator**

City of Palo Alto
\$50,965 - \$67,953
plus excellent benefits

Responsible for: Supervising professional planning staff that process development project applications, perform design review and prepare environmental assessments; Administering the City's Zoning Ordinance and for processing zone changes, site and design review, and misc. subdivision applications.

Requires: Five or more years of increasingly responsible planning and supervisory exper. and a Bachelor's degree in planning or rel. field.

To apply: Send/fax a cover letter and resume by May 15, 1994, to City of Palo Alto, Human Resources Department, Attn: Jeanine Martin, PO Box 10250, Palo Alto, CA 94303.

Fax: 415/329-2696.

EOE M/F/D/V

Senior Planner/Planner

City of Palo Alto
\$46,862 - \$58,364 (Senior Planner)
\$42,598 - \$53,248 (Planner)
plus excellent benefits

Senior Planner and/or Planner positions being recruited to perform under minimal supervision the processing of large and highly complex development projects. Responsible for: Processing zone changes, comprehensive plan amendments, variances, use permits, subdivisions, design review; Preparing environ. reviews and special planning studies. Knowledge of all areas of planning, including zoning and subdivision law, design review, and CEQA is essential.

Requires: 3 to 4 years of professional exper. in planning and a Bachelor's degree in planning or related field.

To apply: Send/fax a cover letter and resume by May 15, 1994, to City of Palo Alto, Human Resources Department, Attn: Jeanine Martin, PO Box 10250, Palo Alto, CA 94303.

Fax: 415/329-2696.

EOE M/F/D/V

Associate Planner

County of Monterey
\$33,624 - \$41,652

Responsible for: Performing the full range of complex professional land use planning assignments in all program areas; Acting as project planner with responsibility for review and processing of complex projects.

For an application packet, call: 408/755-5116.

Final filing date: May 13, 1994.

AA/EOE

ELECTION UPDATE

The Northern Section nominating committee is hereby soliciting nominations for two seats on the Northern Section Board: Director Pro-Tem and Administration Director. The job descriptions for these positions are part of the Section Bylaws, and are available from Peter Gertler, 510/287-4981.

The procedure for elections involves the following:

- Formation of a Nominating Committee
- Publication of nominations and procedures
- Submission of nomination petitions by those interested in running
- Distribution of ballots to the Section membership
- Tallying of votes
- Installation of new Board members.

Updating the information from last month's newsletter, the current Director Pro-Tem, Peter Gertler, will be stepping down at the end of his term in June. Our current Administration Director, Bonnie Guttman, has expressed interest in continuing to serve in her role. Section members interested in serving in either of these capacities are encouraged to follow the procedure outlined in the next paragraph.

Nomination petitions are not required, but are encouraged as a means of soliciting bonafide interest in the positions. Petitions must be submitted no later than May 1st, and must include the candidate's name, address, work or daytime telephone number, position being sought, and signatures of five (5) Section members. Candidates may also submit for publication a candidate's statement not exceeding one page in length.

Ballots will be mailed to all Section members no later than May 15th. Ballots must be returned to the Section Board by June 1st. Write-in candidates will be considered legitimate so long as minimum qualifications for the positions are met. All candidates must be Section members in good standing.

A Tally Committee will be formed, composed of at least three (3) Section members, to count and verify votes. The winning candidates will then be announced and installed at the Northern Section awards dinner, tentatively scheduled for June 24, 1994.

Please contact Steve Noack, Section Director, at 510/874-3156 for further details.

Eritrea (continued from page 5)

existing central boulevard, providing more green space and terminal elements, especially a new twin-tower government center. The fish market is proposed to be moved away from City Hall (!), and residential areas are to be concentrated within the existing informal ring road. New industry will be accommodated near the airport, and highrise development will be discouraged along the main road leading into the city to provide an attractive entry and focus in the CBD. With very few private autos and just as few bicycles, the city has a very inviting feel to it, and compact development is likely to continue to best serve the people.

Several other highlights of the trip included the warmth and creativity of the people in Eritrea,

and the positive outlook for the future so long as foreign aid can be managed for the benefit of the people to implement plans and programs without burdening the people with debt. At present, there is no homelessness because people take care of each other, although there will continue to be migration and urbanization pressures. Don says "this project was a life-changing experience."

Based on the event's success, I would recommend to our members: Come out and see what's happening outside of your office's work. It's well worth the time.

Steven Buckley

“CONFERENCE ETIQUETTE”

Attention! Eyes front! Stand straight! Look sharp! Like a squadron on a remote military base doing the spit-'n'-polish routine for a visiting general, we Northern Section APA planners need to clean up our act and put our best foot forward.

Already, the high muckamucks of plannerdom are flying into SFO and carrying boxes into the Downtown Marriott filled with dissertations on “Multimodal Models for Edge Cities”. The nation’s greatest urban theorists are climbing down from their ivory towers for a chance to climb up Coit Tower.

And they’re going to take aim at us.

As our planning efforts come under their scalpel, we will be interrogated under hot lights with questions like, “Ven you zaw zee socioethnic ratios begin to drop, vat steps did you take to re-sew zee urban fabric along zee regional corridor?”

It will take all of our powers of concentration to come up with intelligent answers (much less understand the questions). So we all need to buckle down and stay focused. Towards this end, the conference committee has appointed a spy to keep all of you on your toes during Conference week: Me. (That’s why I had my picture removed from my column, so no one would recognize me!)

I attended the last two national conventions to hone my spying skills. With the microphone hidden in my AICP pin, I taped the following conversation in the hotel bar at last year’s conference: A planner came into the bar, early in the day, and saw his friend on the barstool. “Why aren’t you at a workshop?”, he says. “There are six great workshops going on right now!”

“Well,” said his friend, “I thought about how many great speakers there are, and how much time had been put into each presentation. No matter which of the six I pick, I’m still gonna miss five excellent workshops! How depressing! And I figured the difference between missing five of them and missing six wasn’t all that much, so I came here instead.”

I happen to know of a clique of local area planners (several of whom have recently retired) who were renowned for having perfect attendance at every national conference while never showing up for a single workshop. I deliberately kept a lookout for them in Washington and Chicago. The only time I spotted one of them in D.C. was at the moment before the big plenary luncheon (the only time everyone comes together in one place), and he was heading away from the hotel!

Another of his cronies, who shall remain nameless, said the following in response to my accusations: “Well, that’s not entirely true. Once, in 1982, I thought about going to a workshop.”


But when you get right down to it, it’s not the same as doctors being AWOL from a medical convention. These wayward planners are merely “checking out” the host city. They are, in a manner of speaking, doing their job: seeing what makes the city tick.

So let’s all do our part to show our region, warts and all, to our visitors. They want to see cable car and Candlestick; Playland by the Beach Blanket Baghdad by the Bay. Fleishhacker, Steinhart, Hearst; Kezar, Coit and Caen. Japanese Tea and Chinatown; pyramid and ferries. The cabs, the crabs, the gays, the bays. The piers, the fears, the quakes, the fakes.

So go for it. Take a good look at us. Who knows, maybe you have an idea that can help us. Just don’t cut yourself on an edge city.

These spaces available.

Call Steven Buckley at 510/654-4181
for information.

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NORTHERN SECTION CALENDAR

April

- 2 AICP Workshop @ Stanford
- 15 Awards Nominations Due
- 16-20 APA National Conference in San Francisco
- 21 Board Meeting (tentative) @ 500 12th Street, Oakland
- 22 *Northern News* Submittals Due
- 23 AICP Workshop @ Stanford
- 30 AICP Workshop @ UC Davis

May

- 1 Board Election Nominations Due
- 14 AICP: Exam Day
- 19 Board Meeting @ 500 12th Street, Oakland
- 25 *Northern News* Submittals Due

June

- 1 Board Election Ballots Due
- 24 Awards Dinner (tentative)

APRIL

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