

NORTHERN NEWS

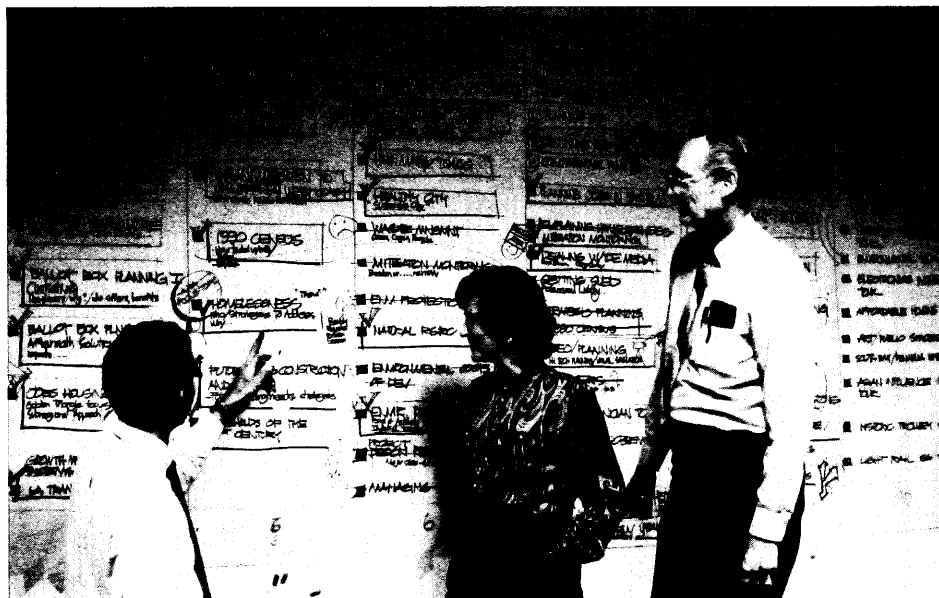
CalChapter Pacific Rim Conference - September 12-15, 1989

It's Almost Here...

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SEP 5 1989

DUNCAN & JONES



Jim Oswald, NSCCAPA Director Marlene Stevenson and Pacific Rim Conference Chair Robert Sturdivant at an early steering committee session

SAN JOSE: Leader in the Pacific Rim

By Pamela K. Stone

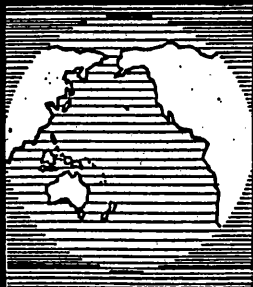
For more than two centuries, San Jose has played a key role in shaping the economy of the Bay Area — first as the hub of the Santa Clara Valley's rich agricultural empire and later as the home of the work force that transformed the Valley from a collection of small farming communities into the world's pre-eminent high technology enclave.

Today, San Jose has emerged not only as the economic engine of the Bay Area, but also as a leading economic force in the Pacific Rim region. The city combines a dynamic physical and cultural environment with economic strength to achieve an ideal position with respect to the upcoming Pacific Century.

San Jose's redevelopment program has been the primary tool for reshaping the City's physical fabric over the past decade. Initiated in the mid-1950's with a focus on industrial and downtown districts, redevelopment has gained an unmistakable momentum since the beginning of the present decade.

To date, more than one billion in public and private investment has flowed into the downtown, creating a vital marketplace with 9,000 new jobs. In the industrial district, public improvements totalling \$120 million have encouraged \$1.8 billion in private investment and generated an estimated 58,500 jobs.

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RIM**



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20 Years**

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San Jose: Leader in the Pacific Rim

CalChapter Conference Host City Cultivates Pacific Rim Economic and Cultural Bonds

(Continued from Page 1)

San Jose has earned national attention for the remarkable renaissance of the downtown into a thriving cosmopolitan center of international stature. New office towers, a luxury hotel, a state-of-the art convention center, retail pavilion, museums, and parks have shaped an engaging heart of activity for the Silicon Valley.

With one of the most active neighborhood business district programs in the state, San Jose also targets economic improvements throughout the city. The NBDs promote viable commercial opportunities for the city's diverse communities, many of which are culturally and economically linked to the Pacific Rim.

In addition to cultivating Pacific Rim cultural bonds with the assistance of the city's own Japanese, Chinese, Vietnamese, Filipino, and Hispanic residents, San Jose also nurtures these ties through its Sister City relationships with Tainan, Taiwan, Okayama, Japan, and Veracruz, Mexico.

On all fronts, San Jose displays a dynamic environment for a leading role in the coming Pacific Century

Nowhere is San Jose's standing within the Pacific Rim more clear than within an economic context. As the Capital of Silicon Valley, San Jose is inextricably linked with the Pacific Rim economy. Silicon Valley companies produce one-fourth of the state's high tech exports and, at the same time, maintain an over increasing presence in Pacific Rim nations. The Silicon Valley market is a global one that has built many bridges across the Pacific.

Opportunities for multiplying those bridges are increasingly available in San Jose. The city has recently established a new Center for International Trade and Development which will assist local firms to expand their activities in the export market. The Osaka Prefectural government and the Irish Industrial Development Authority have also opened trade offices in San Jose.

On all fronts, San Jose displays a dynamic environment for a leading role in the coming Pacific Century. Both public officials and private enterprise have embraced the challenge to maintain a high profile in the global economic community. With a strong commitment and an entrepreneurial spirit, both are definitely up to the challenge.

- Pamela Stone is Senior Economic Development Officer for the Office of Economic Development, City of San Jose. San Jose speakers will elaborate on programs noted above in Calchapter APA Annual Conference sessions on redevelopment, Pacific Rim business districts, and public sector approaches to international economic development.

TWO DAY-LONG WORKSHOPS OFFERED AT PACIFIC RIM CONFERENCE

If you're thinking about starting your Pacific Rim Conference attendance on Wednesday, September 13, when the actual sessions start, you may want to think twice. This year, two unique workshops are being offered on Tuesday, September 12 to kick off the 4-day conference activities.

Foreign Investment in U.S. Communities: *Future Impacts and Opportunities*

This is the traditional seminar put on by the California Planners Foundation. Panelists will examine the difficulties and benefits posed by flows of investment from other Pacific Rim countries into Western States communities. The seminar is designed to provide planners with new perspectives and skills in overcoming communications difficulties stemming from cultural differences and community apprehension.

Successful GIS for Planners: *Separating Fact, Fiction and Mythology*

The purpose of this workshop is to provide practicing planners with a strong enough working knowledge of GIS (Geographic Information Systems) principles, vocabulary, and critical issues to better judge with aspects of the technology best fits their particular operational needs. The workshop is sponsored by the Information Technology Division of APA.

Both workshops run from 9:00 am to 5:00 pm at the Fairmont Hotel (Conference Headquarters) in San Jose on Tuesday, September 12. You can sign up for the CPF seminar with your Conference Registration Form found in the June and August issues of Cal Planner. The GIS workshop has a separate registration form - call Lynne Finlay at (415) 381-1750 for more information.

NORTHERN SECTION HONORS ITS BEST OF 1988



Awards
Committee

About forty planners, planning commissioners, and city councilpersons gathered at the UC Berkeley Faculty Club on June 29th to honor the Section award winners. This year fifteen agencies and individuals submitted work completed in 1988 for consideration in the annual program. From the topics of the submittals it was reaffirmed that Northern California planners are addressing the full range of planning issues evident in our state. Work in the areas of affordable housing, growth management, public information, transportation and general plans provided the awards jury with the difficult but enjoyable task of selecting the most exceptional work done in the Section.

Awards were granted to three programs. The Bay Area Council received an award in the category of journalism for its excellent and informative publications on housing and growth issues in the Bay Area. The city of Santa Rose claimed recognition for its Planning Commission Handbook, a manual providing a compilation of resource material useful to Commissioners in performing their tasks. And finally the City of Sunnyvale Community Development Department was recognized for its exceptional role in addressing important issues on the Peninsula by receiving the Distinguished Leadership Award.

Receiving Honorable Mentions for their noteworthy work were ABAG for its Planning Leadership Workshops, Mountain View for its Downtown Precise Plan, Petaluma for its In-Lieu Fee Housing Program and San Rafael for its General Plan.

Congratulations to all the recipients of awards and honorable mentions. Northern California planners can benefit from reviewing the fine work exemplified in these programs. The award-winning programs have been submitted to the state awards jury for consideration of state recognition, the results of which will be announced at the Cal Chapter conference in San Jose.

And as we pass the half-way point of 1989, I would like to remind all of you to submit programs which your agency completes this year for consideration in next year's awards competition. Application information will appear in the Northern Section Newsletter. Your agency will benefit by receiving professional recognition for exceptional planning programs and your colleagues can learn from your experiences.

Planlines

By Chuck Myer, AICP

COUNTER CULTURE

The new Planning Director waltzed into the conference room and sat down across from the current planners. He had just arrived on the job from the midwest, and the interview had been his first tripever to California. He had called the meeting to be briefed on the types of requests for assistance that came across the counter of the department he had been hired to administrate.

"No need to beat around the bush," he began "Let's start with what's on the docket right now. What kind of things have we got in this week?"

The two planners looked at each other silently. With a grimace, one motioned the other to begin.

"Well, we could start with the drive-in," she began cautiously.

"Fine," said the Director. "I've heard you put take out windows on your diners out here. And banks, even."

"Well, this isn't a bank, really," she continued meekly. "It's a more like a church..."

"What?"

"...although they call it the Church of the Almighty Dollar. The sermon is videotaped at the Green Tabernacle and is broadcast on closed circuit TV. That may also explain all the applications for roof dish antennas that have been coming in from that neighborhood. They bounce the beams off the church steeple."

"I see. Uh, let's skip over that one. What else?"

"There was a complaint that was forwarded over from the civil court," added the second planner. "Seems a woman is upset about the overgrowth on a parcel in her neighborhood. She says that we

should send a citation threatening to condemn the property or rezone it to a 'Wildlife Habitat.'"

"Has she approached this neighbor?" asked the puzzled Director.

"It's not the neighbor. It's her house! She says it's the only way she can get her husband to do any yard work."

"That's not the only yard request we have in," added the first planner. "There's the apartment house occupied by Pacific Islanders down on Aloha Lane who want to raise pigs on the premises and construct a roasting pit in order to sell roast pig from mobile vendors."

The woman planner pulled out the next file. "It's the same problem we have with the bullfights. They claim an exemption under freedom of religion. We had to grant a use permit for a bullring since it's an ancient Portuguese religious custom."

"OK, OK," the Director conceded. "I get the idea. Let's go over these zoning map changes. Why are we changing commercial from red to gray?"

"Because we were sued by the Native American Association. The court held that we can only use red to designate Indian reservations."

"Wonderful," muttered the Director.

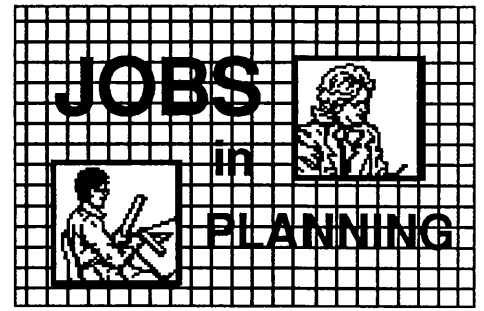
"What is this new Z zone?" The planners glanced sideways at each other again.

"We call it the 'zoo zone.' It allows for a variety of uses, like..."

"I don't want to know," said the Director. "If you'll excuse me, I have an emergency phone call to make."

Two minutes later, he was talking long distance to his old secretary back in Kansas.

"Mabel, this is Jack. Say, has that advertisement for my old job gone out yet? Put a hold on it, will you..."



ASSOCIATE PLANNER - City of Belmont, CA. (\$36,792-\$45,984/yr.) Varied assignments in current planning; public information services. College Degree, Planning/Rel. Field; Min. 2 years experience; File by: 09/27/89/ Resume/ Salary History to: Personnel Office, 1365 5th Avenue, Belmont, CA 94002. More information: 415/595-7438.

DIRECTOR OF PLANNING - City of Santa Clarita, CA. (\$65,436-\$79,536/yr.) City of 140,000 in North L.A. County. Development of first General Plan, Unified Dev. Ord., and Econ. Development. Excel. communication, negotiation and interpersonal skills sought. Apply by: 09/15/89. Resume/3 references to: Shannon Assoc., 1400 K St. Ste 311, Sacramento, CA 95814. More Info: 916/447-8022.

ASSOCIATE PLANNER - Contra Costa Water District., Concord, CA. (\$34,440-\$41,856/yr.) Coordinate CEQA review/doc. prep.; guide annexation process; mapping/engineering analysis. BS Degree, Plng./Engrg./Pub. Admn., 2 yrs. experience. Apply by: 09/29/89. More Info: 415/825/7346.

DIRECTOR OF PLANNING -- City of Hesperia, CA. (\$50,076/\$70,992/yr.) City of 60,000 in Victor Valley. Development of first General Plan and dev. standards, and admin. procedures. Excel. communication, negotiation and interpersonal skills sought. Open until filled. Resume/3 references/current salary: Shannon Assoc., 1400 K St. Ste 311, Sacramento, CA 95814. 915/447-8022.

SENIOR PLANNER & ASSISTANT PLANNER - City of Daly City, CA. Senior: (\$3,347-\$4,071/mo.) Supervisory position within the Planning Division. BA Degree, Plng./Rel. field. 4 yrs. prog. resp. experience. Assistant: (2,602-\$3,163/mo.) Current/long range assignments, CDBG possible. BA Degree, Plng./Rel. field 1 yr. pub. agency experience. Apply for either position by: 09/27/89. 415/991-8028.

TRANSPORTATION PLANNER - KELLERCO, Inc. 1-5 yrs exper. in traffic impact, parking, transportation modelling studies. Resume to: KELLERCO 3031 Tisch Way, Ste. 200, San Jose, CA 94128.

SENIOR PLANNER/PROJECT MGR. - ESA, Inc. (\$34,440-\$41,856/yr.) Marketing and project oversight. Master's Degree, 4 yrs. project mgmt. experience. Resume to: D. Monte, ESA, Inc., 760 Harrison St., San Francisco, CA 94107.

PLANNER - CITY OF SANTA CLARA. Entry level yr-to-yr funded design-oriented position. Assist arch. review committee on exciting variety of development proposals. Women/minorities encouraged. Resume to: Planning Dept., 1500 Warburton Ave., Sta. Clara, CA 95050. More info, call Doug Handerson, 408-984-3111.



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REVITALIZING URBAN COMMUNITIES

A Conference Concerning Affordable, Ecologically Designed and Resident Controlled Housing

NOVEMBER 2-4, 1989

San Francisco State University

The Shared Living Resource Center Inc., and Urban Alternatives, Inc. will co-sponsor the conference designed to address the roots of the Bay Area housing crisis in an economic, social and ecological context. The collaborative process will lead to the development of solutions that:

- Assure an ample supply of affordable housing for persons of low to moderate income.
- Promote planning practices that overcomes sprawl, reduces traffic and preserves open space.

- Provide socially innovative architectural design with quality, healthful construction.

- Encourage community cohesion through resident controlled ownership and management.

Participants will join various resources teams to help integrate approaches to the subject matter, and to integrate their solutions with those proposed by other teams. Each session will be guided by specialist resource team leaders

Participation will be limited to approximately 50 persons. To obtain registration materials and cost information, please call SLRC at 415/548-6608.

NORTHERN NEWS

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