



Northern News

NORTHERN SECTION, CALIFORNIA CHAPTER, AMERICAN PLANNING ASSOCIATION

Taxable Retail Sales Leakage: 2002 Results for Alameda and Contra Costa Counties

By John Rau, Ultra-Research, Inc.

MAY 2004

Recently, the State Board of Equalization released the calendar year 2002 taxable retail sales results for each city and county in the state. These results are presented in two categories, namely: (1) Retail Stores and (2) Non-Retail Businesses. Retail Stores results are further categorized into Apparel Stores, General Merchandise Stores (such as Wal-Mart, K-Mart, Target, Costco, Sam's Club, etc.), Food Stores, Eating and Drinking Places, Home Furnishings and Appliances, Building Materials and Farm Implements (such as Loews, Home Depot, etc.), Auto Dealers and

Auto Supplies, Service Stations and Other Retail Stores. Non-Retail Businesses generally include businesses in the following categories:

Business and Personal Services, Manufacturing, Contracting, Wholesaling and Other. These types of businesses are typically characterized as those that either sell some merchandise that is subject to sales tax or use some items that were purchased ex-tax and on which use tax must be paid.

In my article last year in the June 2003 issue of the *APA Northern News*, I described the general approach typically used by economists to "estimate" taxable retail sales leakage (and hence sales tax leakage), which is to conduct a "per capita sales" comparison of city performance vis-à-vis the county performance. Conducting this type of comparison on a "total sales basis" enables an assessment of how a particular city performed "in total" and conducting this type of comparison on the basis of a particular retail sales category enables an assessment in terms of specific

types of retail sales. Therefore, using this approach, if the city performance exceeds the county performance, then it is concluded that there was no sales leakage; whereas, if the city performance is less than the county performance, then there was sales leakage. Of course, only detailed surveys and/or statistical analyses would verify the accuracy of this approach, but, in lieu of such analyses, such an approach generally gives reasonable results that could be used by planners and city officials in making commercial land use decisions.

For example, high percentage taxable retail sales leakage estimates would suggest that there were commercial "holes" or sources of sales tax loss. However, it is important to recognize that the mere fact that a city is experiencing "leakage" as defined here doesn't necessarily mean that this could be "recaptured" by building more stores. The "field of dreams" approach doesn't always work! There may not be a sufficient "market base" in any case. Only detailed market studies would provide the necessary insight into whether or not there is adequate market support and, as a result, further retail development would be justified. In any case, these types of estimates could serve as a starting point for market studies, retail needs assessments, and to support commercial planning efforts in general.

Another way for planners to use "taxable percentage sales leakage estimates" as defined here would be as "metrics" to be computed over time to measure the success of commercial redevelopment activities. For example, once a commercial redevelopment project has been completed, then each year city staff could compute the taxable retail

If, over time, these percentage leakage estimates decrease, then this would be an indicator of success.

(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.initedu
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

MESSAGE from the DIRECTOR

Being in our Nation's Capital brings to mind many things associated with our county. There is much pride as I walk along the broad avenues, spacious circles, and take in the many monuments that French-born architect Pierre Charles L'Enfant helped create. His grandiose concept featured 100 foot-wide streets and included two focal points: the Capitol and the President's Mansion. But as I stroll through these streets, there is also much concern for the direction that our nation is heading towards.

It was enjoyable to mingle with hundreds of planners from the thousands who attended the 2004 National Planning Conference in Washington, DC. Our Local Host Committee (LHC) had a booth and we were the goodwill ambassadors for the Bay Area. We passed out thousands of fortune cookies and Golden Gate pencil sharpeners to remind everyone of next year's event. My thought at the conclusion of the conference was that "we're next" and I'm comfortable to say that our LHC is doing a great job!

We will be presenting a stimulating workshop on "Envisioning Community: New Tools for Planning and Place-Making" on Wednesday, May 19 in the MetroCenter Auditorium, 101 Eighth Street, Oakland. The presenters will include *Scott Edmondson, Dena Belzer, Cheryl Parker, and Hartmut Gerdes*. Please join us at 6:30pm for refreshments and socializing. The program will start at 7:00pm.

The Northern Section is co-sponsoring the Local Government Commission "Get Smart About Smart Growth!" workshop on Friday, May 28. The Smart Growth Codes workshop will also be in the MetroCenter Auditorium. Smart Growth planning experts and local government officials with experience in preparing smart growth codes and land development regulations will address issues such as designing compact neighborhoods, incentives for mixed-use development, and revitalizing urban core. Register on the web at www.lgc.org.

Join us for the 2004 Awards Banquet on Friday, May 21 at 6:00pm and witness some outstanding planning projects as we honor the people behind these endeavors. The event will be at the Holiday Inn Oakland Bay Bridge at 1800 Powell Street in Emeryville. Please sign up soon!

Reminder

2004 Awards Banquet

Friday, May 21 – 6:00 PM

Holiday Inn Oakland Bay Bridge at 1800 Powell Street in Emeryville.

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/JOB

Joanna Gomes

contact

Tel: 510/237-7244

e-mail: jgomes@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.



Professional Development ENVISIONING COMMUNITY

NEW TOOLS FOR PLANNING AND PLACE-MAKING

Wednesday, May 19th

6:30 pm to 9:00 pm

Refreshments at 6:30

Presentation at 7:00

MetroCenter Auditorium

101 Eighth Street, Oakland directly across from the Lake Merritt BART station

Space is Limited.

Please RSVP to Christina Ratcliffe, AICP at Cratcliffe@pacificmunicipal.com or call 510-272-4491 x 205

Please join us for an evening of socializing, presentation and discussion. The topic will be state-of-the-art planning, urban design and architecture, and associated simulation and visualization tools. You will leave with a greater understanding of the challenges, the benefits, and how to best use these tools in your private or public planning practice. The maturing set of planning information and design technologies can now deliver more on their promises—better information to support better decisions to create better buildings and places (vibrant neighborhoods, districts, cities and regions).

Yet, do we fully understand their power and potential? Are they standard practice? We will focus on two sets of tools: (a) interactive GIS map and modeling tools that automate GIS work, provide quick access to information, and empower spatially-based queries that illuminate patterns and solutions unavailable otherwise; and (b) 3-D visualization tools that simulate urban and architectural design proposals for easier, quicker and more powerful understanding and assessment. Please join us and contribute to the dialogue.

Agenda and Presenters:

The Challenge, The Promise, and the Case of San Francisco, Scott T.

Edmondson, AICP, Planner, City and County of San Francisco

Crafting Strategic Solutions, Dena Belzer, Principal, Strategic Economics

Developing Web-Based Interactive GIS Tools, Cheryl Parker, Principal, The Urban Explorer

Employing 3-D Visualization, Hartmut Gerdes, AICP, Assoc. AIA, Principal, Square One Productions

Global City Blues: The Impact of Globalism on the Livability of our Cities.

May 5

6:00 – 7:45 PM

Featuring architect, author and urban designer *Daniel Solomon*.

\$10 payable at the door.

For information, contact Dan Zack, City of Redwood City, at 650-780-7363



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

Sales Tax ... *(continued from page 1)*

sales leakage of the uses they were attempting to “recapture”. If, over time, these percentage leakage estimates decrease, then this would be an indicator of success. On the other hand, should these leakage estimates increase and/or show relatively little change, then it may be necessary to re-plan the area.

As a follow-up to last year’s article and to illustrate the use of this approach “one year later”, we have selected the East Bay Area represented by Alameda County (14 cities) and Contra Costa County (19 cities) for analysis. We do have available similar results for the entire Bay Area covering in addition Marin (11 cities), San Mateo (20 cities) and Santa Clara (15 cities) counties.

In 2002, the Alameda County taxable sales per capita was \$14,267. As in 2001, the same seven cities had taxable sales per capita in excess of the county, thus indicating no “leakage” on a “total basis”. These were Dublin (\$33,297), Emeryville (\$92,618), Hayward (\$17,336), Livermore (\$18,396), Newark (\$22,724), Pleasanton (\$23,996) and San Leandro (\$22,058). All seven of these cities, however, showed a decrease relative to last year. Emeryville, the city with the least population in the county (7,550 as of January 1, 2003), continued to show extremely high taxable retail sales per capita in comparison to other cities in the county as the result of the estimated 3:1 ratio of daytime population to nighttime population suggesting a high influx of workers to the city who spend money in the city but don’t live there.

With regard to retail stores only, Dublin, Pleasanton and San Leandro were the only cities that showed no taxable retail sales leakage in this category. Emeryville showed 88%

leakage. Hayward showed 9% leakage, primarily in the Eating and Drinking Places and Home Furnishings and Appliances categories. Livermore showed 12% leakage, primarily in the Apparel Stores and Home Furnishings and Appliances categories. Newark showed 2% leakage.

Oakland, the city with the largest population in the county (412,200 as of January 1, 2003) and the largest taxable retail sales of any city in the county in 2002, approximately \$3.2 billion, showed an overall retail stores leakage of 38%.

In 2002, the Contra Costa County taxable sales per capita was \$12,308. As in 2001, the same five cities had taxable sales per capita in excess of the county, thus indicating no “leakage” on a “total basis”. These were Concord (\$18,713), Pinole (\$14,534), Pleasant Hill (\$18,388), San Ramon (\$14,412) and Walnut Creek (\$24,885). All five of these cities, however, showed a decrease relative to last year.

With regard to retail stores only, Walnut Creek was the only city in the county that showed no taxable retail sales leakage in this category. Concord was second with an estimated 0.2% leakage. Pinole showed 16%, Pleasant Hill showed 18% and San Ramon showed 21%. All three of these cities had as their major source of leakage those businesses in the Auto Dealers and Auto Supplies category. Here is a good example of where leakage may not be recoverable because of state law specifying a minimum of 10 miles distance between auto dealerships of like kind.

To obtain copies of the specific results for all the Bay Area cities, contact Ultra-Research, Inc. at 714-281-0150, via FAX at 714-281-2549 or via e-mail at ultraresch@cs.com.



Please click on the links below to view the current job postings.

City of Dublin
SENIOR PLANNER

City of Dublin
SENIOR PLANNER
Senior Planner: \$5,818/\$7,273 month
(City pays 7% PERS, 2%@55 & excellent benefit package) - Salary adjustment proposed for 7/1/2004

City of Santa Cruz
PLANNING CODE COMPLIANCE SPECIALIST

Apply By: May 14, 2004
Dublin (pop. 33,250) has approximately 1 billion dollars of new residential and commercial projects under construction. With hundreds of acres remaining to be developed, this key position offers you an excellent career opportunity in the Bay Area's most dynamic city!

Sonoma County Agricultural Preservation and Open Space District
CONSERVATION PROGRAM MANAGER

COME GROW WITH US! The Community Development Department is looking for a Planner to serve as the project coordinator on a variety of exciting projects such as large retail and commercial projects, residential projects and more. Qualified professionals who are committed to excellence and can facilitate problem solving in the field of current/advanced planning with a proven track record in growth-oriented environments are encouraged to apply. This is the perfect job for a person who wants to grow professionally by working in an environment where being a self-starter is rewarded and encouraged.

City of Irwindale, CA
DIRECTOR OF PLANNING

RIDES for Bay Area Commuters
EXECUTIVE DIRECTOR

Parsons Brinckerhoff Quade & Douglas, Inc.
TRANSPORTATION PLANNER

2005 APA National Conference Host Committee Logo Competition

This position requires a Bachelor's degree in planning or related field plus 5 years of progressively responsible experience in current and advanced planning. Apply online at www.CalOpps.org. Visit www.ci.dublin.ca.us or call (925) 833-6605 for brochure. EOE. posted 04/19 top

Web Pick of the Month



Economagic.com

The Statistical Abstract of the United States offers convenient access to a significant amount of economic data presented in tabular form; so do innumerable other publications of the U.S. Commerce Department and other government agencies. Students, government analysts, academics, social policy analysts, businesspeople, and others use this data in various ways, often after doing a good deal of data entry and massaging that data through various software. While doing all of this, they must often think to themselves, "There has to be an easier way." And there is—if the data they need appears in the 100,000-data file collection available at **Economagic.com**.

Its users can select data sets from the Bureau of Labor Statistics, the Census Bureau, the Federal Reserve, and other agencies; select relevant variables; and generate a GIF or PDF (using Adobe Acrobat) chart that can be downloaded and pasted into a document to illustrate a point. It is almost, well, magic! In further magic, some data series can be downloaded as an Excel file and some as a self-updating Excel file. Gathering, depicting, and capturing economic data for analysis or reporting can hardly get any easier or more convenient. Libraries should enrich their reference Web sites with a link to **Economagic.com** for the convenience of businesspeople, students, and others.

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. A panel of local planners will discuss the following topics:

- How to establish and manage an effective cost recovery system for current planning services
- How to finance general plan updates and other long range planning programs

- How to organize and manage staff when resources are limited
- How to use consultants effectively to augment staff resources

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

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

2004 National Award for Smart Growth Achievement Applications Now Being Accepted

The U.S. Environmental Protection Agency (EPA) is pleased to announce that applications are now being accepted for the third annual National Award for Smart Growth Achievement. This competition

is open to local or state governments and other public sector entities that have successfully created smart growth.

“At its core, smart growth is about being good stewards of our communities and of our rural lands, parks, and forests,” said EPA Administrator Mike Leavitt.

The built environment — developments where we live, work, shop, and play — has both direct and indirect effects on the natural environment. Smart growth development approaches have clear environmental benefits including improved air and water quality, greater preservation of critical habitat and open space, and more clean up and re-use of Brownfield sites.

Applications will be accepted in five categories:

- 1) Built Projects
- 2) Policies and Regulations
- 3) Community Outreach and Education
- 4) Small Communities
- 5) Overall Excellence in Smart Growth.

Interested parties from urban, suburban, and rural areas are encouraged to submit applications for smart growth activities undertaken within the last five years. Successful applicants will incorporate smart growth principles to create places that respect community culture and the environment, foster economic development and promote a better quality of life for this and future generations.

Applications are due on June 1, 2004. Up to five winners will be recognized at a ceremony in Washington, DC in November 2004.

For more details about the National Award for Smart Growth Achievement, including an application packet, visit: <http://www.epa.gov/smartgrowth/awards.htm>



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

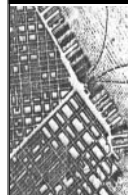
155 Grand Avenue
Suite 400
Oakland, CA 94612
(510) 763-2929

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

NORTHERN SECTION CALENDAR

May

- 6** 6:00 PM - Northern Section Board meeting at Meyers/Nave, 555 12th Street, Suite 1500, Oakland
- 19** 6:30 PM - Workshop: Envisioning Community, New Tools for Planning and Place Making at Metro Center Auditorium 101 8th St. Oakland (see page 3)
- 21** 6:00 PM - The 2004 Northern Section Awards Banquet, Holiday Inn Oakland Bay Bridge at 1800 Powell Street in Emeryville.

June

- 3** International Section of NCCAPA meeting. For more information call Jennifer at 510-750-6510 or e-mail anderjenn@comcast.net
- 11** 9:00 AM – 4:00 PM - California Planning Foundation Workshop: Planning In Financially Difficult Times: Creative Approaches to Funding and Managing Resources, City of Sacramento, 1st fl. Hearing Rm. 1231 "I" St. Sacramento. (See page 5.)
- 30** "Shaking It Up on the Edge"- APA 2005 Logo Design Competition Due

July

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

MAY						
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					

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			

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.