



## SEPTEMBER MEETING

### WINE AND CHEESE SEMINAR

Topic: Public/Private Partnerships: UDAG Grants

The Urban Development Action Grant (UDAG) program is administered through the Department of Housing and Urban Development. UDAG funds are granted to eligible cities who then loan them to private developers for the purpose of providing low interest "take out" financing for projects which would otherwise not be completely financed. The UDAG program is an important vehicle for using federal funds to assist in the financing of local projects.

Date: Wednesday, September 15, 1982

Time: Social - 6:00-7:00p  
 Seminar - 7:00-8:00p

Panelists: Steve Ferrand, Attorney, Ferrand, Malti and Cooper  
 Representing Ocean Beach Associates  
 Developers of Ocean Beach Condominiums, San Francisco

Richard Goblirsch, Executive Director  
 San Francisco Mayor's Office of Economic Development

Michael Visconti, Consultant

Location: SPUR Offices  
 Meeting Room, 5th Floor  
 312 Sutter Street  
 San Francisco, California

Reservations Required: RESERVE NOW!

Send \$5.00 to:

Lamphier & Associates  
 853 York Street  
 Oakland, California 94610  
 415/451-8046

Reservation Deadline: September 13, 1982

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PUBLIC/PRIVATE PARTNERSHIPS: UDAG GRANTS

Name \_\_\_\_\_ Number in Party \_\_\_\_\_  
 Amount Enclosed \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_ Zip \_\_\_\_\_

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*Prediction is very difficult, especially about the future.*  
 —Niels Bohr

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## A MESSAGE FROM THE SECTION DIRECTOR

The Section Board has decided to hold a contest to design a local Section logo. We are encouraging anyone to submit a design for review by the Board. Most of the other Sections have created something unique to their area and we think that the Northern Section deserves as much. The prize for the winning logo will be a certificate for dinner for two at a fine restaurant in the Bay Area. This might be a nice opportunity for an architectural or design student to try out his or her talents. We will be accepting designs through December and will try to make a decision early next year. The logo will be used primarily on our letterhead and on any publications we may produce for the 1984 conference.

We would like to welcome new members to the Northern Section and encourage them to call any Board member for more information. New members as of June 16, 1982 include:

Gilbert Castle III	Adelaide Binstock
Amy Rakes	Elizabeth Zike
Theodore Smith	Elizabeth Nomeellini
Jeffrey Fleisher	Piyasena C. Perera
Bruce Kemp	Reed Grier
Irene Szmorlinski	Lloyd Burton
Cynthia Shallit	Nathan Landau
Charles Gunn	Joseph Simitian
Brian Curley	Frnak Felice
Twila Mattson	Arthur Lorenzini Jr.
Jack Biederman	D. F. Bussey
Linda Lauzze	Henry Lagorio
Mark Dutka	Bradford Blandin
Bertram Gross	Otis Ginoza
Pamela Hardy	Marie Zeller
Kathleen O'Connell	Mark Buell
Louis Muhly	Ronald Hall
Debra Israel	Mem Levin
Lore Radisch	Frank Satterwhite
Aldo Silverstri	Richard Garlinghouse
David Dolter	John Keilch
Wendy Cosin	Enrique Diaz

The Christmas Reception will be held this year at the Cameron-Stanford House on Friday, December 3 -- we look forward to a "Victorian Christmas" with fellow planners.

I will be prepared to write an appropriate letter to the membership if re-elected, so for now, I only wish to say that this past fiscal year has been a very good one. We hope to have an even more eventful one during FY '82-'83, as you can see from the Schedule of Events. In addition, my goals are to involve more APA members in Board activities and to increase participation at our monthly events. Also, in preparation for the 1984 Annual APA Cal Chapter Conference we will be asking for Section members to become involved on the Conference Committee. The Board is in the process of selecting and securing a conference site -- the next step is to find and appoint a Conference Chairperson and Committee. Exciting times are ahead, and our Section needs a lot of individual motivation, energy and commitment.

Myrna Valdez  
415/849-3223

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## SECTION AWARDS FOR 1982

Recipients of the Northern Section's 1982 awards were:

1. Meritorious Program Award -- Novato General Plan, City of Novato.
2. Meritorious Program Award -- Aggregate Resources Management Plan, Sonoma County Planning Department
3. Honorable Mention Meritorious Program -- Marin County General Plan, Marin County Planning Department and Sedway/Cooke
4. Section and Chapter Achievement Award -- Levi Plaza, Hellmuth, Obata & Kassabaum, Inc.
5. Award for Outstanding Contribution to Planning -- Peter Cailotto, Monterey County Planning Commission

This year's award jury consisted of five very well-qualified professional planners:

Douglas Duncan	Duncan and Jones
Charles Q. Forester	Quarles Associates
Ann Moore	City of San Rafael
Betty Croly	Alameda County Planning Department
Leon Pirofalo	City of Menlo Park

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## A NOTE FROM THE EDITOR

Has Proposition 13 given the concept of growth management a mortal wound? Perhaps. While controlled growth may still provide environmental and social benefits, it can also have a negative impact on a local government's tax base. Under Proposition 13 legislation, a parcel's assessed valuation (AV) increases at a rate of only 2 percent per year unless that parcel is either sold or substantially improved. Thus, to take the worst case, if no homes are being built, a local government must rely exclusively upon property turnover to increase AV. As a result, AV will usually rise at an extremely slow rate, as the example below illustrates:

Assume a town has 100 homes valued at \$100,000 apiece. Total market value is \$10,000,000, and AV is 1 percent of this amount, or \$100,000. Assume also that homes are sold once every five years (a 20 percent annual turnover rate), and that the annual increase in market value is 10 percent. AV, of course, increases at a rate of 2 percent per year. Thus:

Year 0 AV	Increase in AV	Year 1 AV	Increase in AV	Year 2 AV
\$100,000	80% x 1.02 =	\$ 81,600	80% x 1.12 =	\$ 84,540
	20% x 1.10 =	22,000		
		\$103,600	20% x 1.10 =	22,790
				\$107,330

Using these assumptions, AV increases at a rate of only 3.6 percent per year. If public expenditures are increasing at a faster rate (and they almost assuredly will, unless services are cut), then a net budget deficit must occur at some point in the future.

Some interesting implications result from this revenue/cost gap. First, unless a community can supplement its revenues from other sources, a no-growth stance is fiscally unsound. Likewise, slow growth communities might also suffer adversely, depending upon both the rate and type of construction allowed. The most significant fiscal impact, however, is incurred by counties that do not permit urban growth outside of incorporated communities. These counties are throwing revenue away when one considers that unincorporated urban growth can usually be made fiscally self-supporting through the use of either a County Service Area or a Community Services District.

Anyway, enough of speculation; it's time to turn from abstractions to the cold reality of newsletter publishing. As always, I need articles. And, as always, I'm receiving very few. The result: a newsletter devoted to mundane Section news (typified by this issue). If you have something that might interest our membership, please call or drop me a line. Thanks!

Richard Anderson  
415/365-7202 (work)  
415/969-0582 (home)

## SCHEDULE OF UPCOMING EVENTS (TENTATIVE)

- September: UDAG's Public-Private Partnerships for Urban Developments
- October: The Role of State Agencies in Local Government Planning: A Case Study of Housing Elements
- November: Transfer of Development Rights (Reality or Fantasy?)
- December: Christmas Reception
- January: How Cities are Financing Infrastructure in the 80's
- February: The Century City of San Francisco: Mission Bay/China Basin Development
- March: The Changing Face of Downtown Oakland
- April: The New Downtown San Francisco Plan
- May: Creative Use of Public Land Holdings
- June: Northern Section Awards and Installation of Officers

APA NORTHERN SECTION OFFICERS

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San Francisco, CA 94102  
415/558-5423

AICP Coordinator  
Kevin Garrett  
City of Concord Planning Department  
1950 Parkside Drive  
Concord, California 94519  
415/671-3152

Awards  
Chris Haw and Don Bules  
Department of City Planning  
100 Larkin Street  
San Francisco, CA 94102  
415/558-4541

Social Director  
Maria Markham  
700 Mason Street, Apt. 7  
San Francisco, CA 94108  
415/398-7733

BALLOT

Enclosed is your ballot for electing the officers for Northern California Section of the American Planning Association. Please follow the instructions below. There is room for your favorite write-in.

VOTING INSTRUCTIONS:

1. Only APA members are eligible to vote.
2. Return your completed ballot in the envelope provided, signing your name on the return envelope.
3. Affix postage and mail to:  
Richard Anderson  
530 Yosemite Avenue  
Mountain View, California 94041
4. Ballots must be postmarked no later than September 30, 1982.

BALLOT  
Northern California Section  
American Planning Association

Vote by placing an "X" by the name of the candidates of your choice, one for each office. There is room for your favorite write in.

DIRECTOR  
 \_\_\_\_\_ Myrna Valdez  
 \_\_\_\_\_ Write-In

DIRECTOR PRO TEM  
 \_\_\_\_\_ Alyse Jacobson  
 \_\_\_\_\_ Write-In

SECRETARY - TREASURER  
 \_\_\_\_\_ Joan Lamphier  
 \_\_\_\_\_ Write-In

Richard S. Anderson  
530 Yosemite Avenue  
Mountain View, CA 94041

SEP 6 1982

DUNBAR & JONES

