



Northern Section Newsletter  
american planning association  
california chapter

Please return to: →  
DD ✓

MB ✓  
ES -

SEPTEMBER MEETING

American Planning Association (APA)  
California Chapter  
Northern Section

and the

Association of Environmental Professionals (AEP)  
Bay Chapter and North Valley/Sierra Chapter

announce a joint meeting

PERIPHERAL CANAL  
FOR AND AGAINST

Thursday, September 17, 1981

Panelists:

Ron Robie, Director, California Department of Water Resources

Environmentalists

Elected Officials

Water Development Specialists

KIMCHEE CABANA RESTAURANT

938 San Pablo Avenue  
Albany, California

No-Host Bar 6:00 - 7:00  
Dinner 7:00 - 8:00  
Discussion 8:00 - 10:00

➔ RESERVE NOW!

Send \$12 to:

Lamphier & Associates  
853 York Street  
Oakland, CA 94610

➔ RESERVATION DEADLINE  
September 10, 1981

-----  
PERIPHERAL CANAL DINNER SEPTEMBER 17, 1981

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

Address \_\_\_\_\_

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

---

## A LETTER FROM CRAIG PARADA, DEPARTING EDITOR

This election was an exciting one for me. Changing the board allowed me to self-demote gracefully from Editor to Ace Reporter or some such less responsible title, elevating Richard Anderson to the exalted position of Editor. Rich has some background in this, having edited for the Sacto section. He seems genuinely enthused, which is good, because this editing business soaks up an amazing amount of time, what with harassing people for late articles, cutting, layout, printing, mailing and all. Fortunately Kathy Finerty of Long Beach (Cal Chapter) has mostly gotten the mailing labels together. That helps. After three years of it, and now being with house, I wish Rich the best. I, and hopefully you, will aid him in this arduous task.

Oh, the election. With a 4 percent turnout of members (well, that's almost double last years response), Myrna Valdez captured 88 percent of the vote for Director, handily defeating write-in Peter Kotzberger who managed 2 percent. Director Pro-tem was close: Alyse Jacobsen, who missed her coronation by not appearing at the Annual Awards Dinner, narrowly upstaged Mavia Markham, 48 percent to 45 percent when Willie Yee broke the tie by grabbing 2 percent (okay statisticians, these are rounded percentages...when you're dealing with a one-vote separation, it gets silly anyway). Joan Lamphier won Secretary-Treasurer and the unofficial popularity contest with an amazing 96 percent over (write-in) Steve Russel's 2 percent.

The questionnaire portion of the mail-in was a bit more complex. Specific suggestions have been passed on to the new board members in an effort to make this a more responsive organization. By 50 percent to 31 percent, members responding did not expect more in the mail from APA. That leaves 19 percent who apparently want less. I wouldn't mind if APA in Chicago stopped selling labels to every book vender and bleeding heart in the county. Guess everybody's gotta make a buck.

Tactfully deferring the specific suggestions to the new board members, here's how the rest of the survey looked:

- . Interest in functions:
  - monthly business and policy meetings would be attended by 31 percent of the respondents.
  - panel discussions: 79 percent would attend.
  - social events would be attended by 62 percent.
  - 88 percent of the respondents would go to conferences, and,
  - 10 percent wanted something else altogether (mostly outings).
- . Wine and cheese events were approved 71 percent, versus 50 percent for dinners. This has not, you may wish to note, been reflected in actual attendance, where dinners draw far more than wine and cheese. I don't know what that means, for sure, but programs are no doubt a variable.
- . Regarding willingness to travel; 36 percent would go over 20 miles for an event that interested them, 72 percent would go up to 20 miles, 84 percent covers to 15 miles. Going down to 10 miles from starting point brings in 89 percent, with nobody admitting that an event would need to be within 5 miles.
- . Asking people the areas they would travel to reinforce the bell-curve distribution of Northern Section membership, if not previous practice:

There were some excellent (as well as absurd) suggestions for events, programs and publications. Many will be implemented. I hope we all remember that APA is not "them" but all of us, and can be effective only if we all do something. See you at upcoming events, newsletters and the next survey!

Oh, congratulations to those who figured out that the ballot did not need an envelope to fold and mail!

---

## ECONOMIC DEVELOPMENT IN CHINA

Economic development after the devastation of the Cultural Revolution is a primary goal of the People's Republic of China. A three-week visit to Tibet, Yunnan and Guangxi is planned for mid-October through early November, 1981. These three areas include over half of the fifty-five national minorities of China. The delegation will experience the vast cultural, historic, and scenic treasures of these areas, but will also have the opportunity to discuss economic development with key officials in Lhasa, Kunming, Nanning and Guilin. Professionals in the areas of economic and community development, financial management and planning are encouraged to apply. Selection will be made on the basis of interest, experience, and prior knowledge of China. To express interest and obtain additional information, please contact Matt Golden, President, Regency Travel Service, Suite 1340, 100 Pine St., S.F., Ca., 94111, phone 415-956-1660; or Pete Henschel at 415-558-5974. Please write or phone with your expression of interest as soon as possible. Details will follow.

## AICP EXAM DEADLINE

Don't forget! The application deadline for the February 1982 AICP exam is November 2, 1981. Request application for AICP membership from: American Institute of Certified Planners, 1776 Massachusetts Avenue, N.W. Washington, D.C. 20036.

---

We can say with some certainty that barring any unforeseen catastrophe, the population of the United States in the year 2000 will approximate 300,000 persons, give or take some millions (or perhaps a dozen millions, more or less).

----Jerome Pickard

WANTED: CREATIVE IDEAS

---

## A LETTER FROM THE EDITOR

After devoting more than two years of effort and love on this newsletter, Craig Parada has decided to resign as editor in order to build a house in Alviso (a locale that, Craig claims, is destined to become the Sausalito of the South Bay). Through nothing more than being in the wrong place at the wrong time, editorship has devolved to me, Richard Anderson.

Filling Craig's "mellow shoes" will not be an easy task; his brand of newsletter was informative, thought-provoking, always controversial, and even (more often than some people might think) relevant to our profession. I intend, however, to take a somewhat different tack by placing a strong emphasis upon using the newsletter as a tool for professional development. My objectives are to (1) notify members of local conferences and information sources that are of potential interest to them; (2) publish articles on significant planning events; (3) highlight innovative planning techniques being developed by local professionals; and (4) provide a forum for debate - if you have something to say regarding either the APA or the profession, by all means drop me a line. After all, the success of this newsletter depends upon you; if you know of something that might be of interest to the readers, please write it up and send it to me at:

Williams-Kuebelbeck and Associates, Inc.  
611 Veterans Blvd., Suite 205  
Redwood City, California 94063  
Phone: 415/365-7202 (work)  
415/962-9872 (home)

## GROWTH MANAGEMENT IN PETALUMA

Two years ago the University of California, Davis, published an extremely interesting report entitled The Effect of Growth Management on New Housing Prices: Petaluma, California.<sup>1/</sup> At that time the study was (and may still be) the only one of its kind that attempted to empirically measure the impacts of growth management through the use of rigorous statistical control techniques. The findings are enlightening, both because of the setting - Petaluma, where the court battle for growth control was largely won - and because of the policy implications the study raises regarding the interrelationship of growth management and housing equity. The following paragraphs are largely drawn verbatim from the report's text.

### THE METHODOLOGY

The study examined the effect of Petaluma's growth control program on the price of new housing in that jurisdiction by means of a comparative analysis. The increases in housing prices in Petaluma from before to after growth control were compared to price increases in two nearby cities over the same time period, using analysis of covariance (a regression technique) to control for differences in house characteristics and other variables. Comparisons were made for hypothetical houses with the same characteristics --so-called "standard houses" --and for houses with the characteristics actually observed in each of the cities and time periods (in several categories of house and lot size).

### THE FINDINGS

The Petaluma growth control program resulted in the construction of fewer, larger, and more expensive houses. The hypothesis that growth management causes significantly higher housing prices, when other factors are controlled for, was generally supported by the results. Prices of "standard houses" increased significantly more in Petaluma than in Santa Rosa (approximately 7 percent of the initial period price). Petaluma prices also increased compared to Rohnert Park but the differences were not statistically significant, a result attributable to the strong interdependence of housing markets between the two cities. Because of this interdependence, growth control in Petaluma increased prices in Rohnert Park and, hence, the calculated price

differences did not show the full effect of growth control.

When "actual houses" were compared (in several size categories), Petaluma price increases were significantly larger than those in Santa Rosa (between 13 percent and 24 percent of the initial price in Petaluma). The largest contributor to these differences was the relative increase in floor area in Petaluma, a result at least partly attributable to the growth control program. There also was an absence of a decisive pattern of price increases relative to Rohnert Park, this result was attributed to the interdependence of the housing markets and the resulting increase in house size in Rohnert Park.

### IMPLICATIONS

Petaluma's growth management system has led to an increase in house prices of at least 7 percent when compared against similar homes in Santa Rosa. Indeed, this impact is probably larger considering the positive influence the controls had on house size (although the extent to which size increases would have occurred without growth control are difficult to determine). Assuming the price of new homes in Petaluma is \$100,000, then the added cost due to growth management may be as much as \$7,000, if not more.

Growth management can therefore create two unintended (but related) social costs. First, the number of moderate income households able to afford housing in Petaluma will be reduced. The extent of this reduction is dependent upon the distribution of household income and home finance requirements.

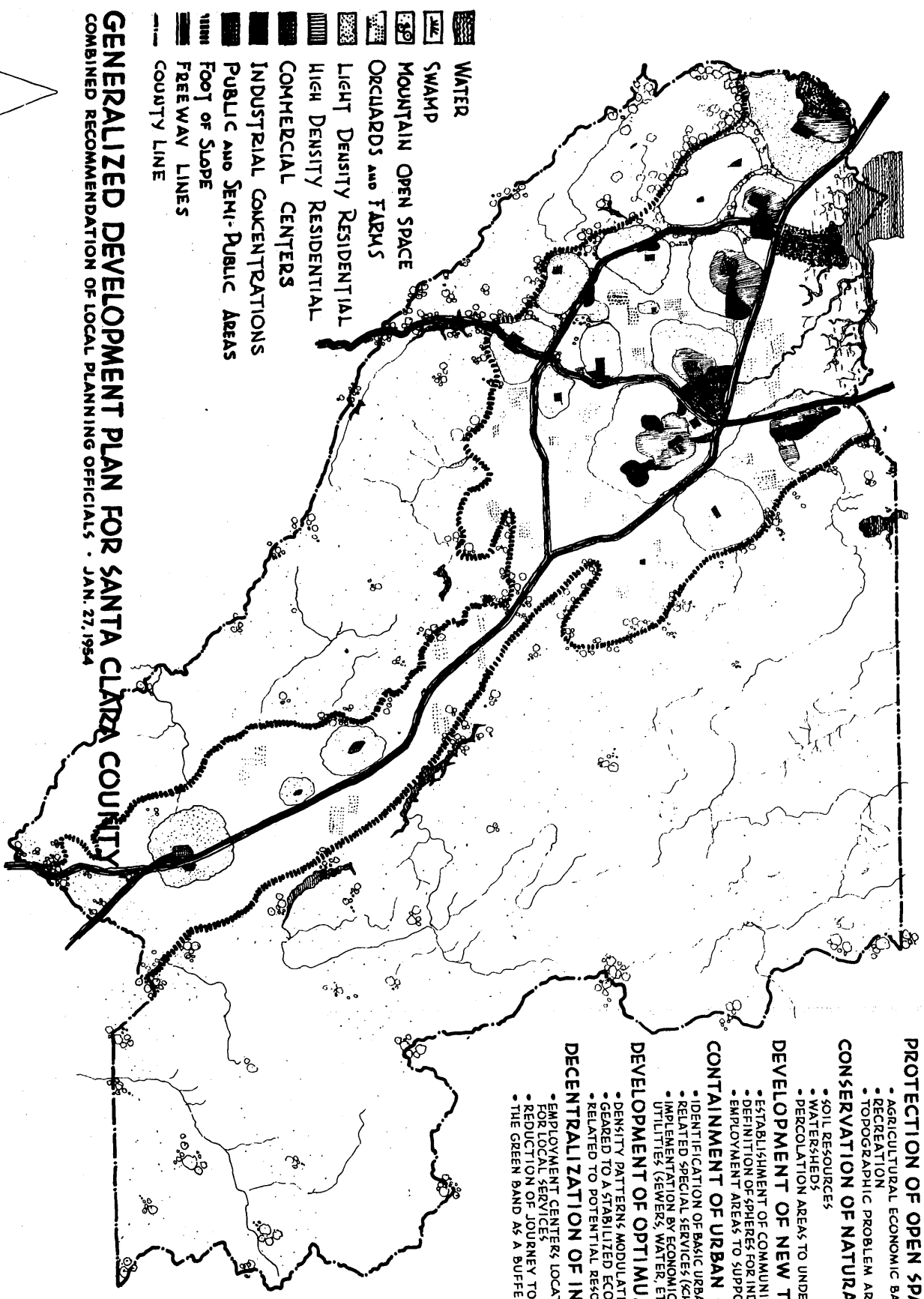
Second, households unable to purchase their first choice because of increased cost could suffer a loss of satisfaction, possibly from a longer journey to work, poorer schools, and/or a lack of neighborhood quality. Clearly, growth management is not as socially benign as some of its advocates might wish. This loss of equity and economic efficiency must be weighed against the potential gains in environmental quality achieved through a growth management program.

<sup>1/</sup> Seymour I. Scheartz, David E. Hansen, Richard Green, William G. Moss, and Richard Belzer, The Effect of Growth Management on New Housing Prices: Petaluma, California, Environmental Quality Series No. 32, University of California, Davis, July 1979.

# Sure sounded nice, didn't it? Santa Clara County, 1954

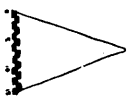
## BASIC OBJECTIVES FOR DEVELOPMENT

- PROTECTION OF OPEN SPACE**
  - AGRICULTURAL ECONOMIC BASE
  - RECREATION
  - TOPOGRAPHIC PROBLEM AREAS
- CONSERVATION OF NATURAL RESOURCES**
  - SOIL RESOURCES
  - WATERSHEDS
  - PERCOLATION AREAS TO UNDERGROUND WATER RESERVOIRS
- DEVELOPMENT OF NEW TOWNS**
  - ESTABLISHMENT OF COMMUNITY IDENTITY
  - DEFINITION OF SPHERES FOR INDIVIDUAL DEVELOPMENT
  - EMPLOYMENT AREAS TO SUPPORT A TAX BASE
- CONTAINMENT OF URBAN SPRAWL**
  - IDENTIFICATION OF BASIC URBAN CONCENTRATIONS
  - RELATED SPECIAL SERVICES (SCHOOLS, TRANSIT ETC.) ON AN AREA BASIS
  - IMPLEMENTATION BY ECONOMIC EXTENSIONS OF URBAN TYPE UTILITIES (SEWERS, WATER, ETC.)
- DEVELOPMENT OF OPTIMUM HOLDING CAPACITY**
  - DENSITY PATTERNS MODULATED TO MEET DIVERSIFIED NEED
  - GEARED TO A STABILIZED ECONOMY OF BROAD BASE
  - RELATED TO POTENTIAL RESOURCES
- DECENTRALIZATION OF INDUSTRY**
  - EMPLOYMENT CENTERS LOCATED TO PROVIDE TAX SUPPORT FOR LOCAL SERVICES
  - REDUCTION OF JOURNEY TO WORK
  - THE GREEN BAND AS A BUFFER



- WATER
- SWAMP
- MOUNTAIN OPEN SPACE
- ORCHARDS AND FARMS
- LIGHT DENSITY RESIDENTIAL
- HIGH DENSITY RESIDENTIAL
- COMMERCIAL CENTERS
- INDUSTRIAL CONCENTRATIONS
- PUBLIC AND SEMI-PUBLIC AREAS
- FOOT OF SLOPE
- FREEWAY LINES
- COUNTY LINE

**GENERALIZED DEVELOPMENT PLAN FOR SANTA CLARA COUNTY**  
 COMBINED RECOMMENDATION OF LOCAL PLANNING OFFICIALS • JAN. 27, 1954



**SANTA CLARA COUNTY CALIFORNIA**

## PILOT PLAN TO CUT HOUSING COSTS

The San Jose City Council has worked with the Building Industry Association of Northern California to develop a program in which homebuilders will voluntarily attempt to price 20 percent of all new homes at or below a defined level.

In effect, homebuilders are offering to comply voluntarily with the housing goals of San Jose without being tied to the inflexibility of more governmental regulations.

In a memo to the City Council, San Jose Planning Director Gary Schoennauer said, "Substantially more moderate-priced housing can be produced by the private sector voluntarily, without regulations. The technology, demand, and building industry expertise are already available.

Vice Mayor Iola Williams urged the Council to "establish affordable housing goals and provide incentives to builders to voluntarily satisfy those goals."

Leaders of the Building Industry Association's Southern division conceived the program last fall as an alternative to an inclusionary zoning ordinance proposed by the City Council.

The proposed ordinance requires builders to subsidize a percentage of all new homes built in San Jose for low-and moderate-income families. Such ordinances, passed in other California communities, have been criticized as an unfair burden to other homebuyers and have done little to increase the supply of affordable housing, the BIA contends.

For its share of the plan, San Jose will take steps to improve housing opportunities. These include streamlining building regulations and development review process, amending zoning laws to increase housing density, and increasing the supply of land for residential development.

The City is also working with the BIA for a mortgage revenue bond issue. If approved, it would provide \$50 million in low-interest loans to first-time homebuyers in set income brackets.

The BIA is financing a study to determine what the median family income is in San Jose. This will be the basis for determining loans under the revenue bond as well as for setting the 20 percent affordable housing criteria.

"We think this program shows the homebuilding industry and cities can work together to provide housing at less cost without subsidized housing and costly government regulations", says Joseph Head, president of the BIA southern division.

"And it shows that the State Housing and Community Development Department will approve cities' housing plans without requiring inclusionary zoning".

"Of course", adds Steve Speno, executive vice president of the BIA southern division, "The program will depend primarily on how San Jose streamlines its regulatory process so that builders can reduce housing costs and increase the supply of housing".

*(From the San Francisco Sunday Examiner & Chronicle July 26, 1981).*

## WINNERS OF THE APA AWARDS

The Northern Section APA Award Winners were recently honored at a dinner at the U.C. Berkeley Faculty Club on July 22, 1981. This year's winners were (1) a Meritorious Program Award to People for Open Space for their report Endangered Harvest: The Future of Bay Area Farming; and (2) an Honorable Mention Section and Chapter Achievement Award for Planning the Bay Area Metropolis: 20/20 Vision, submitted by the APA Northern Section. Endangered Harvest focuses on the state of agricultural land in the nine-county Bay Area. Planning the Bay Area Metropolis is a slide presentation that communicates the issues and controversies of planning in the Bay Area. Planning the Bay Area Metropolis utilizes three screens and can be viewed at the Oakland Museum.

The award winners were selected by an awards jury composed of five professional planners.

The APA Awards Program was established to extend recognition for outstanding contributions in planning and to focus on creative approaches in planning. There are five award categories that honor planning programs and individuals in planning. The awards program is generally a three-tiered process - award winners at the section level are forwarded to the State Chapter level and thus on to the National competition.

Any thoughts on the awards process should be forwarded to either Don Bules or Christine Haw, at 415-558-4541.

## ATTACK OF THE GIANT TOMATOES

Take heed, planners! The concept of farmland preservation may soon be dead. Why? Because in secret laboratories across the nation our government is feverishly working to repeal the Second Law of Thermodynamics and deliver a staggering boost in U.S. farm yields. Super chemicals, now being tested by the feared and respected U.S. Department of Agriculture, may be able to increase crop yields by 50%, 70%, or more. The first of these wonder-fertilizers are called "brassinosteroids" - synthetic analogs of natural hormone compounds found in some plant pollens. At the modest cost of \$5 to \$10 one gram of this diabolical product, when diluted with water, can cover five acres and improve yields by 30% for lettuce, 25% for potatoes, and 32% for beans. But there are environmental problems: brassinosteroids contain hormones (watch out for that 2,000 lb. cow!) requiring the approval of the EPA.

Triacantanol shouldn't run into environmental opposition, and has even more spectacular growth rates than the steriods. With application, sweet corn yields have risen by 54%, tomatoes by 65%, and beans by 90%. The problem here, though, is inconsistent results, but our scientists are searching for a solution and hope to have triacantanol on the market by next year. Better living through chemicals!

SOLID WASTE SEMINAR IN OCTOBER

The APA and the state Solid Waste Management Board are co-sponsoring a waste management seminar to discuss, among other topics, the state's Solid Waste Management Plan, management plans at the county level, and toxic waste management. The seminar is scheduled for Thursday, October 1st, and should run from 8:30am to 5:00pm. The location is the San Jose Holiday Inn at 282 Almaden Blvd. The fee is \$15, and includes lunch. For more information and RSVP's, call Christie Podesto at 916-323-7491.

RECEIVED  
AUG 31 1981  
DUNCAN & JONES

APA NORTHERN SECTION OFFICERS  
(Partial List)

Director

Myrna Valdez  
c/o MTC  
Hotel Claremont  
Berkeley, CA 94705  
415/849-3223

Director Pro-tem

Alyse Jacobson  
Lynn Sedway & Associates  
San Rafael, CA 94901  
415/457-4202

Secretary-Treasurer

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

Monterey Subsection

Ernest J. Franco  
142 Carmel Avenue  
Pacific Grove, CA 93950

Newsletter Editor

Richard Anderson  
Williams-Kuebelbeck & Assoc.  
611 Veterans Blvd., Ste. 205  
Redwood City, CA 94063

Richard S. Anderson  
Williams-Kuebelbeck & Assoc.  
611 Veterans Blvd., Suite 205  
Redwood City, CA 94063

