

Underhill

APR 2 1960

Russ Marane, Deputy General Manager
New Community Development Corporation, K

John B. Clinton, Office of Program Policy and Management, KP

Meeting with Larry Hustoun

In general, this is to seek your support for continued staff involvement (on an individual basis) in the Development in the 80's efforts. Nonetheless, Hustoun will also appreciate any additional official NCDC comments which would be helpful to the work of the Council. Currently, staff members are only rendering their personal views. I believe that a positive input into this effort will yield dividends for new communities.

On March 28 a "brown bag" meeting was held with McLaughlin, Underhill, Baker, Hodges, Pass, Diehl and two former NCDC members attending. Don Priest, from the Urban Land Institute, Ellis Goldman, from PD&R, as well as Hustoun himself made presentations to the staff and obtained their comments and suggestions.

Hustoun reported on the first meeting of the 35 member Council on 3-24-80. Among the points raised frequently at the meeting were the following:

1. The Council would like to be involved in defining what characteristics a desirable development form for the 80's should have.
2. New towns should be added to the list of Council considerations.
3. There was strong debate concerning whether or not the development industry should educate consumers, or whether it should follow market demand only.
4. One of the key points made by the public officials on the Council was that the political circumstances should be taken into account in proposing development forms. An otherwise desirable development form which is politically unpopular will not likely be approved.
5. The Council should include non-metropolitan and rural development.
6. The problems and opportunities in regulations should also be included.

7. There was some support for including problems of poor and minorities.

8. There was strong debate on what kinds of development forms and buildings should be subsidized: rental units? attached housing?

9. There was unanimous agreement that a key development form in the 80's would be to place housing and jobs in close proximity.

10. It was agreed that the conservation of existing housing stock and existing communities was important.

The Council will sponsor four regional forums, each consisting of two day sessions by 20 leading experts, supplemented by testimony from other specialists and representatives of different groups from a wide spectrum of American Society. These groups would consider (a) likely demands to be placed upon developments in the 80's in their region, (b) the kinds of changes in development forms which will be needed to respond to these demands, and (c) proposing implementation programs.

These groups would follow a similar process of highly structured analysis. They would be asked individually to rate the priority of some 12 different national needs to which development forms must respond. Among these are the need to: (1) reduce energy consumption, (2) make efficient use of public sector resources, (3) provide a full range of community facilities, (4) make better use of private sector finance, (5) promote economic development, (6) reduce housing costs, (7) promote social mobility of disadvantaged, (8) provide for a greater diversity in household needs, (9) provide adequate housing amenities, (10) maintain benefits of accessibility in face of travel constraints, (11) maintain incentives for the private sector to respond to these needs, and (12) respect the natural environment. It was admitted that many of these goals conflict with one another.

The groups would be asked to determine how various land use and housing policies met these needs. Among these policies would be to increase densities, encourage mixed land uses, etc.

Finally, they would be asked to assess how different institutional and financial measures could be successful in implementing these policies.

In addition, the Council would make field trips in order to visit outstanding projects which had been successful in meeting one or more of the likely needs of the 80's. Our staff has already submitted a list of new community projects, cross-indexed by what they had demonstrated (attached).

In addition, the staff was asked to submit suggestions as to experts who should be invited to the regional meetings in Houston, San Francisco, Chicago, etc.

Larry Houstoun wanted outstanding examples of projects which could be included in at a Development in the 80's "Expo" in New York to be held from the 24th to 28th of October. He also asked for information sources and ideas related to the questions which the ULI staff team was investigating.

The staff was quite helpful on a full range of issues.

The "Expo" for New York represents a unique opportunity for our projects—even those which have failed financially—to demonstrate accomplishments. The Council and staff realizes that many projects have served one or two objectives well, but failed in other respects. Total success in every aspect is not a criterion for inclusion in the exhibit. If it were, there would be few exhibitors.

It so happens that NCDC has already prepared an exhibit. Unfortunately, after its use in Columbia and Detroit, it was dismantled. However, the best pictures remain. We can assemble a new slide show demonstrating what has happened in new communities which represents desirable development opportunities for the 80's. If you agree that NCDC's participation in the exposition is worthwhile, I would like to request some minimal portion of Roy Gast's time between now and October. He was responsible for guiding the previous exhibit effort, with some help from others. Roy has some good ideas which could be incorporated in a new, low-cost exhibit.

Signed/John B. Clinton

Director

Attachment

cc:

NCDC Files, 5186

KPP Underhill/McLaughlin/Hodges, 5282

KP Clinton, 5282

K Diehl, 7110

KA Baker, KC37

KF Pass, 7128

KPP:UNDERHILL:dd 4/2/80

KPP

Underhill