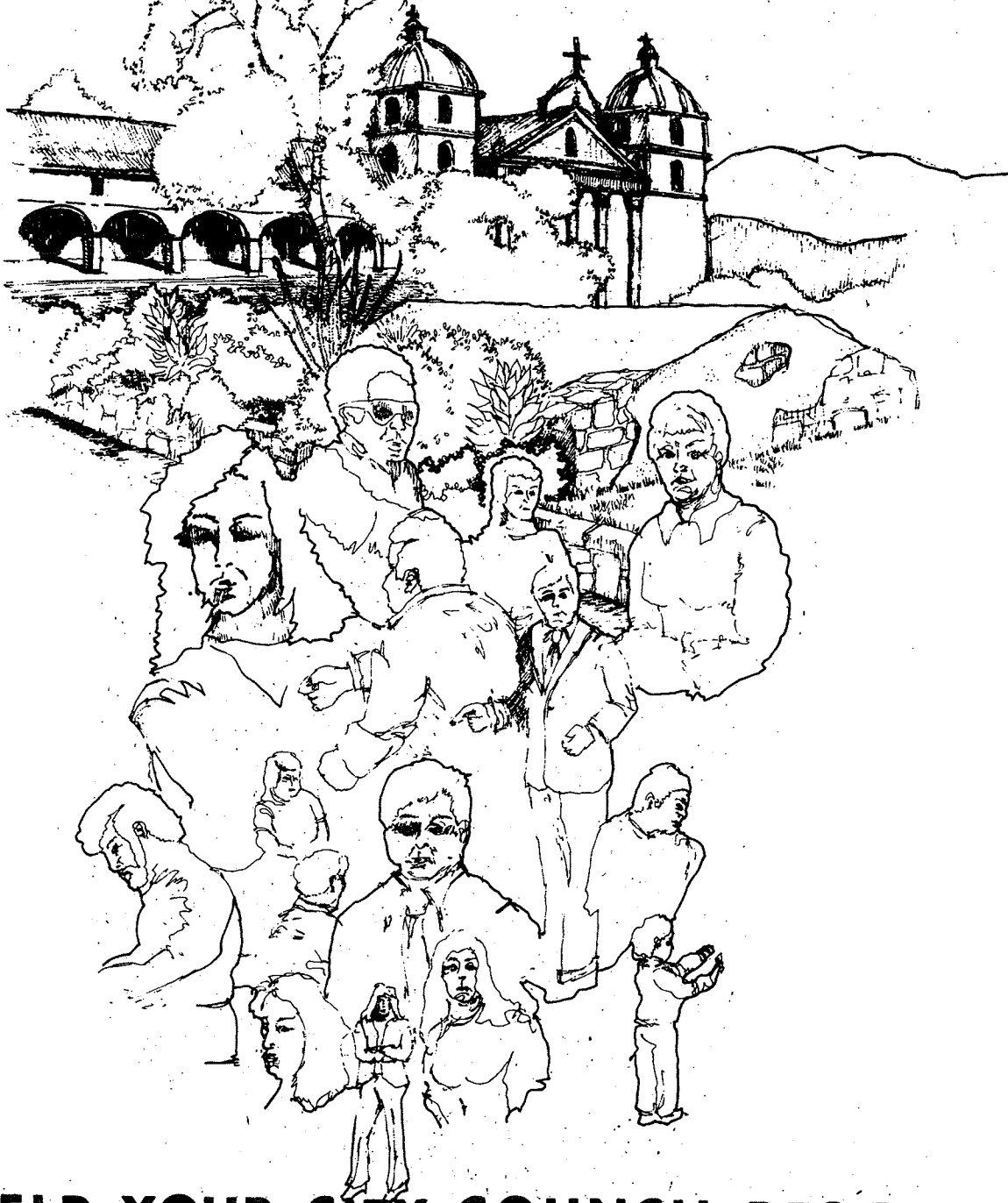


Santa Barbara

HOW MANY PEOPLE SHOULD THERE BE ?



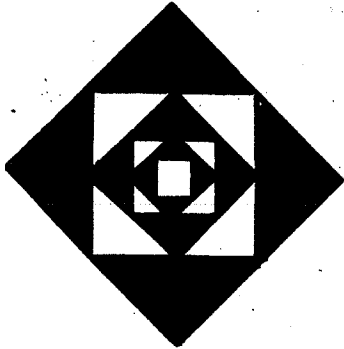
HELP YOUR CITY COUNCIL DECIDE

A SUPPLEMENT OF THE SANTA BARBARA NEWS-PRESS

DECEMBER 6, 1974

Prepared for the City of Santa Barbara as the Summary
Issues Booklet for the Population Impact Study,

SANTA BARBARA: THE IMPACTS OF GROWTH



SANTA BARBARA

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WHAT IS OUR PURPOSE?

To Inform, To Involve.

What does population growth mean for Santa Barbara? What effect will additional numbers of people have upon the quality of life of this very special place? How will population growth affect:

- * Jobs?
- * Retail Business?
- * Air Quality?
- * Water Supplies?
- * Taxes?
- * Income?
- * Traffic?
- * Land Use?
- * Parks?

In February of 1974, your City Council asked the Santa Barbara Planning Task Force, a group of local experts and citizen-volunteers, to conduct a unique study that would answer these questions so that an effective population policy could be set for the City. For years there have been many statements made about the effects of growth, but in the absence of detailed and authoritative study, there has been no way to discriminate myth from reality. The goal of the Planning Task Force was to utilize the tremendous research resources of the Santa Barbara area to lay the basis for the kind of sound planning that few cities ever achieve.

The Task Force studies are now complete; three volumes of evaluation, evidence and analysis have been presented to the City Council and the Planning Commission. But before decisions are made, decisions that may involve substantial rezoning of the City, the public must have an opportunity to know the study results and to make their opinions felt at City Hall. This brief booklet, a summary of the findings of the Santa Barbara Planning Task Force, is aimed at helping this process. Read it, think about it, and let City Hall know your views. The future of Santa Barbara is too important to be determined without your participation.

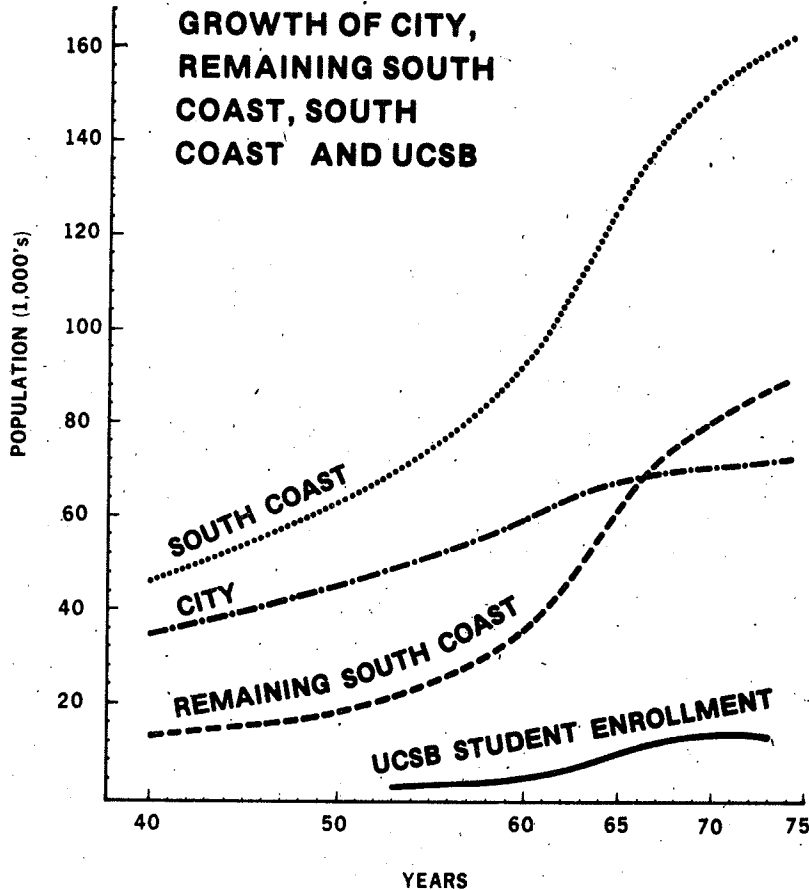
WHAT MAKES SANTA BARBARA GROW?

Primarily jobs.

Relatively few people are born in Santa Barbara; over the years the great bulk of the City's growth has come from migration. Why do people come to Santa Barbara? While the undeniable beauty of the area is clearly a major attraction, most people do not move from one city to another merely on the basis of aesthetics. Although some Santa Barbarans are here to retire, the vast majority of us are working people who would not be here if we could not find jobs in the local economy. In recent years, it has been the creation of new jobs resulting from the presence of the University and research and development industries that has been largely responsible for growth in the City and the South Coast region.

The graph below shows how growth in the City and surrounding area has paralleled increases in student enrollment at UCSB in recent years. The rapid expansion of University enrollment—from 3,500 students in 1960 to over 13,000 students in 1970—meant the creation of many new jobs. Whether these jobs were initially filled by unemployed Santa Barbarans or persons from out-of-town, the long-run effect was the same: as it became known that jobs were opening up, persons in other

places came to Santa Barbara to join the local work force. Today population continues to grow, but at a slower rate, with expansion of research, manufacturing and the tourist industries.

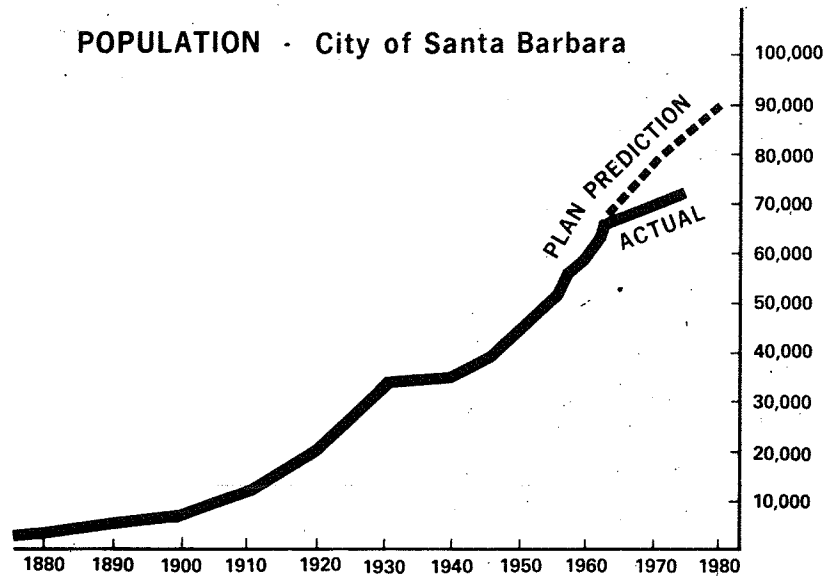


THE FUTURE OF GROWTH: WHO DECIDES?

That depends on you.

Attempts to predict growth on the basis of past trends have failed. For example, only ten years ago an effort was made by planners to estimate future population on the basis of past trends and foreseeable economic changes. Their efforts are summarized on the graph below. The predictions have proven to be substantially incorrect; the City currently has 7,000 people less than predicted; growth was overestimated by almost 100 percent. Such errors are unavoidable if we attempt to predict the future of Santa Barbara on the basis of current circumstance—because circumstances change. New industries may or may not come to Santa Barbara; existing ones may or may not expand. It is impossible to know in advance. If population grows it will be because decisions are made that will bring people here—decisions by corporations, University Regents, and public officials. The real problem is not to try to *predict* population, but instead to evaluate its effect and develop methods to achieve the population level that is desired.

POPULATION - City of Santa Barbara



This graph, taken from the City's 1964 General Plan, demonstrates the difficulty of predicting population.

DOES SANTA BARBARA HAVE A GROWTH POLICY?

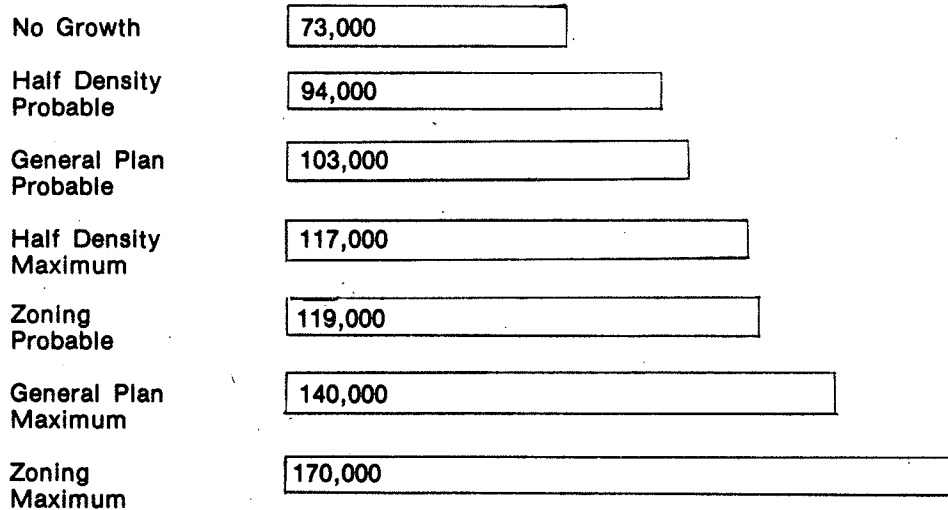
Yes, several.

The City's legal stance toward growth is contained in its Zoning Ordinance, which specifies the uses to which land can be legally put. Any proposed development—be it residential, commercial, or industrial—must legally conform to the Zoning Ordinance. Currently, the City's Ordinance permits housing for over 170,000 people—over two and one-third times the current population of about 73,000. Under the Ordinance, Santa Barbara can legally become a city of apartments, with densities (people per square mile) tripling in some neighborhoods. Furthermore, the Ordinance sets aside substantial amounts of land for future light industrial development—development which, if it were to occur, would generate more jobs and hence population growth through migration of persons searching for work.

Recently, the City Council temporarily amended its Zoning Ordinance, in an attempt to slow growth until long-range decisions could be made about the future of Santa Barbara. This Interim Half-Density Ordinance—originally adopted in May, 1973 and now scheduled to expire in May, 1975—cuts allowable densities in half in all those areas of the City zoned for apartments. Although the Half-Density Ordinance is sometimes regarded as a no-growth measure, it in fact permits substantial population growth—to about 117,000 people, two-thirds greater than the present level.

In addition to Zoning laws, the City also has a General Plan which is intended to serve as a guide to future development. Although the General Plan does not have the force of law (as does the Zoning Ordinance), it is taken into account by public officials when they made land use decisions. The General Plan, like the Zoning Ordinance, envisions substantial growth—to almost 140,000 people, or nearly twice the current population. If the Zoning Ordinance was brought into conformity with the General Plan, the ultimate legal development of the City would be reduced by about 18 percent.

These various population figures are based on ultimate legal maximums. They do not take into account the practical constraints on development caused by topography, existing lot lines, and construction already in place. When such considerations are taken into account, likely growth under each policy is lowered by a magnitude of 20-30 percent. These "Probable" populations were used along with the maximum populations as hypothetical future population points. Including the possibility of no growth at all, we thus arrived at seven different possible population futures for Santa Barbara. They look like this:



About each of these population levels, the study asked the same basic question: What would happen to the economic, environmental, and social qualities of life if the decisions were made to actually create city populations of this size? Some of the answers now follow.

PUBLIC OPINION: HOW MANY MORE PEOPLE DO RESIDENTS SAY THEY WANT?

Mostly, no more at all.

During the spring of 1974, Task Force sociologists carried out a telephone survey to determine the public's attitude toward growth. Santa Barbarans were asked a simple question: "Do you think there should be more people here, less people here, or about the same as now?" The citizens were chosen at random from the phone book, using standard statistical methods employed in surveys of this sort. We learned that any appreciable growth would be contrary to the expressed desires of a majority of citizens. And, in answer to a question about growth in their own neighborhoods, citizens were even more overwhelmingly opposed to growth. The table below summarizes the survey results, based on the responses of 192 people:

WHAT RESIDENTS THINK ABOUT GROWTH

| | FOR CITY (%) | FOR NEIGHBORHOOD (%) |
|--------------------|-----------------|----------------------------|
| PREFER MORE PEOPLE | 14.1 | 2.6 |
| PREFER LESS PEOPLE | 26.1 | 18.8 |
| PREFER ABOUT SAME | 56.7 | 78.1 |
| OTHER | 3.1 | .5 |

WHAT WILL GROWTH MEAN FOR OUR LIFE STYLE?

Some changes would seem inevitable.

CRIME:

A Task Force study of 115 American cities found that crime rates are higher in larger cities than in smaller ones. This implies that higher population levels here will likely mean a larger number of crimes per resident. Visible effects of vandalism also increase as a larger number of people are concentrated in a fixed amount of space.

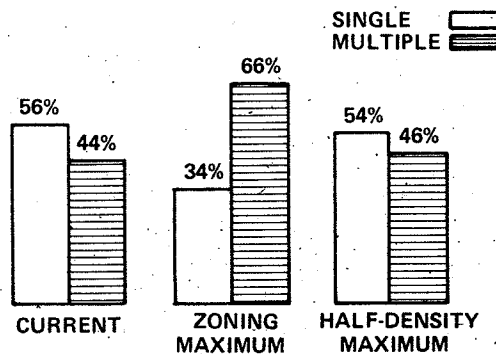
RACIAL SEGREGATION:

Residential segregation is higher in larger cities than in smaller ones. With more people in the City, Santa Barbara's minorities will tend to live in larger and more compacted geographical areas.

HOUSING:

At one time, the great majority of Santa Barbarans were homeowners. Now only a slight majority live in single family houses. If the city were to reach its maximum population under current zoning, the great majority of the city's people would live in apartments. Under a program that cuts back on apartments, such as that contained in the Interim Half-Density Ordinance, the majority of the people living in Santa Barbara would continue to live in single family houses.

HOUSING MIX



COMMERCIAL SERVICES AND CULTURAL OPPORTUNITIES:

There is more to see and do in the big city than in the little city; there is a larger variety of stores, museums, and similar facilities in larger places. But Santa Barbara is an extraordinarily well-endowed small city. Among the 115 cities with which we compared Santa Barbara, only one (West Palm Beach, Florida) had a larger number of commercial services per resident. And the presence of the University combined with the traditional cultural sophistication, leisure, and wealth of its population, mean that Santa Barbara has an array of resources not often found in a city of its current size. If there were to be even more such people here, this variety would tend to increase.

THE QUIET LITTLE PLEASURES:

Additional population may mean that the secluded paseos, fragile street plantings, and the walkway benches will be subject to the press of more people. Large places tend to have crowding in their central public facilities. The tempo of life is increased; daily routines become more complicated as parking becomes more difficult, a place to sit harder to come by, and aimless pleasure a rarer experience.

Additional crowding of people, cars, and residences will mean that owning large pets, particularly horses, will become increasingly impractical. Public roads will be inappropriate for horse riding and complaints from neighbors will be more common. Dogs running loose will be larger in number and an ever-increasing nuisance.

On the other hand, more people may provide more social diversity, including ethnic communities in which the language, foods and other folkways of other cultures can be experienced. Another advantage of numbers is that anonymity is easier to come by; a certain kind of privacy only comes in large cities.

HOW MUCH MORE TRAFFIC CAN OUR STREETS HANDLE?

Not very much.

The Santa Barbara urban area has an unusual shape - a narrow corridor between the mountains and the ocean. These features make for dramatic views, but they also make for unusual predicaments for moving large numbers of cars. Our traffic problem is not primarily on the "up and down" streets running between ocean and mountains, but across the "length" of the City, between Goleta and Montecito. Particularly at the two ends of the City - the Goleta end in the area of San Marcos Pass, and the Montecito end, at Hot Springs Road - traffic will become critical with only modest amounts of additional growth. In the more central areas, traffic currently on the main streets will tend to divert to the less used side streets. This will have negative impacts on the environment of central area neighborhoods.

The result is that unless the carrying capacity of City streets is increased (by elimination of off-street parking, establishment of one-way streets, or adding additional lanes) most of the City's main routes will be overtaxed with only the low population growth that probably would result from the Half Density (a population of 94,000). Improving existing street capacities would provide for this additional growth but as City population moves much beyond 100,000 people, the majority of thoroughfares would again be congested beyond any reasonable standard of adequacy. And at this point, little could be done to carry the additional number of cars.

Once it was envisioned that Santa Barbara could solve its future traffic problems by making Foothill Road a four-lane highway, thus providing an alternative to 101. It was also once considered appropriate to even raise the possibility of a major highway through Hope Ranch. Today nobody takes such options seriously and the only alternative becomes to stabilize the number of autos at some point: either by limiting population or by somehow shifting a proportionate number of people to mass transit or bicycles.

WHAT WILL HAPPEN TO THE AIR WE BREATHE?

It will get better, but still not quite good enough.

The government has done two things to give us better air: it has created laws that restrict the *emissions* from cars and buildings, and it has mandated clean air quality *standards* which all parts of the country are required to meet. In some places, the current and scheduled emissions controls will mean that the clean air quality standards will automatically be met.

According to studies of the South Coast air basin carried out by the General Research Corporation, there would be a good chance that our air would be clean enough to meet government standards on the three major components of smog only if population growth were to cease in the area. But the government emissions controls will have the effect of making the air much cleaner even with high rates of population growth - it will just not be clean enough to meet government standards on one component, ozone. That could mean that with growth other measures may have to be taken to achieve really clean air: banning cars from the Downtown area, restricting gasoline sales, or some other means of diverting auto users to mass transit.

The table below shows the estimated number of hours per year that one particular pollutant, ozone, can be expected to exceed amounts permitted under federal standards, at various levels of city population by the year 2000. It shows clearly the significant air quality improvements expected under scheduled government emissions controls:

HOW GROWTH WILL AFFECT AIR QUALITY

| | City Population | Number of Hours Per Year Exceeding Standard (Ozone)* |
|---|-----------------|---|
| Current (1973) | 73,000 | 314 |
| No Growth (At Year 2000) | 73,000 | 2-20 |
| Half Density Probable (At Year 2000) | 94,000 | 10-50 |
| Zoning Probable (At Year 2000) | 119,000 | 10-50 |

*According to the government regulations, the ozone standard cannot be exceeded more than one hour per year.

WHICH OF THE NATURAL HABITATS WILL REMAIN?

Very few.

If growth proceeds, land will become increasingly scarce and developers will be willing to pay even higher costs to build houses in remaining areas of open space. Some of Santa Barbara's hillside land is too steep to ever be developed, but the majority of such acreage is likely developable. Recent construction on Eucalyptus Hill is evidence of what could occur across the foothill backdrop of the City. Even low density development has the effect of eliminating the natural flora and fauna as

new vegetation is introduced, as fencing is constructed, and a dogs and cats wander through previously undisturbed nesting and migratory grounds. A number of areas are additionally subject to increased dangers from fire and mud-slides.

With population growth, many species of animals are lost. In central city areas, increasing dog population results in the nuisance of dog wastes on city streets and lawns; more important, much of this waste ends up in the city's streams where it pollutes an aesthetic and biological resource, still used as a splashing ground (in some places with questionable health safety) by Santa Barbara neighborhood children.

Most of the natural habitats which once supported a complex array of wildlife have been destroyed by past development. The table below shows what was once here and what is now left. Each kind of habitat, taken for granted in the past, represents a unique support environment for the animal and vegetable species that remain in the area.

OPEN SPACE: WHAT REMAINS?

| Type of Habitat | Original Acreage | Remaining Acreage | Percent Loss |
|--|------------------|-------------------|--------------|
| Native Grassland or Foothill Open Oak Woodland | 6,780 acres | 676 acres | 90% |
| Coast Live Oak Forest | 750 | 215 | 71 |
| Soft Chaparral | 2,050 | 601 | 71 |
| Hard Chaparral | 350 | 179 | 49 |
| Marsh | 958 | 10 | 99 |
| Riparian (Waterways) | 156 | 77 | 51 |
| Total | 11,044 | 1,758 | 84% |

PEOPLE AND BEAUTY: IS GROWTH UGLY OR LOVELY?

It depends on who you ask.

Questions of what is ugly or lovely are personal and subjective; beauty is in the eye of the beholder, not the object beheld. But we make the assumption that Santa Barbarans tend to have similar eyes and to cherish certain kinds of environmental qualities above others. They like open space and unimpaired views of the ocean and mountains. They prefer small scale to large, and appreciate the Spanish and Mexican motifs that lend to the area's architecture a bit of old world romance.

For those with such a vision, growth will tend to undermine the city's aesthetic resources. Additional construction in the periphery of the city will disturb views of the foothills and eliminate natural open space. The kind of Spanish architecture which distinguishes the older parts of the city is not being duplicated in the newer developments in the central area itself, and especially in other neighborhoods such as the Mesa and San Roque. There are also many fine irreplaceable Victorian houses, which, because they are in areas zoned for high density, will be lost with appreciable growth.

Other citizens view the new as evidence of dynamism and change; they have an appreciation for newer architectural styles and the visual variety they afford. Additional growth will mean more new construction, at least some portion of which

may reflect handsome contemporary design.

As the city develops, the existing Spanish core will likely represent a smaller and smaller proportion of the existing building stock; it will increasingly represent an oasis, a special place, primarily for tourists and special occasions; it will not be the routine Santa Barbara of most people's daily lives.

WILL MORE PEOPLE MAKE US RICHER OR POORER?

It will generally make no difference.

In the Task Force study of 115 American cities it was found that wages in larger cities tend to be higher than in smaller ones, but that it also costs more to live in big cities than in small cities. The two opposite trends tend to cancel one another out: the net effect is that people's actual buying power seems unaffected by city size.

Population growth will bring more money to Santa Barbara and local merchants will have at least an opportunity to gain more business and higher profits. But along with population growth will come more competitors as well. In a free market economy, the number of competitors tends to grow in proportion to the profit-making opportunities. Only those businesses which have a monopoly on a local market or which make their money directly from growth (e.g. in land development, construction financing) will likely be assured of additional business with population growth. For most local merchants the consequence will be merely the addition of both more people and more competition. The size of the pie will grow, but not the size of each piece.

Size does have one important effect, however. With significant amounts of growth, Santa Barbara will attract additional regional shopping centers like La Cumbre Plaza. If located within the City limits, such centers bring additional sales tax revenues into the City coffers, but they tend not to increase the amount of private wealth in the community. Unlike more traditional forms of retailing, the proportion of shops in such centers which are locally-owned tends to be relatively low. Most of the profits go to chain stores headquartered elsewhere. So the amount of dollar volume in retail trade goes up with growth, but the amount of profits retained locally does not necessarily also increase.

WILL GROWTH SOLVE SANTA BARBARA'S UNEMPLOYMENT PROBLEM?

No.

Larger American cities have unemployment rates which are neither higher nor lower than smaller cities. But faster growing urban areas tend to have higher unemployment rates than slower growing ones.

Santa Barbara is not unique in having an unemployment problem: virtually all American cities have substantial numbers of workers without jobs and this has been so in most every year since World War II. Unemployment is primarily a result of the fact that, nation-wide, there are simply more people looking for work than there are jobs in the economy. The labor force is mobile and when jobs open up in a given locality, people from elsewhere migrate to the job-rich areas from the job-poor areas - and they often migrate in numbers even larger than the number of new jobs that are created. So a city that experiences new jobs gains not only more population, but also more people to join the ranks of the unemployed. The net result is that the local unemployment rate is unaffected over the long-term. Growth thus does not make jobs; it only distributes them to one city as opposed to another.

Santa Barbara's own history supports this idea that growth does little to solve the unemployment problem. During the 1960's this area experienced rapid population growth (the seventh most rapidly expanding population in the country), but at the end of the decade, the local unemployment rate was above the national average. The same was true for about half of the country's twenty-five fastest growing metropolitan areas; they had unemployment rates above the national average.

WHAT WOULD GROWTH DO TO OUR CITY PROPERTY TAXES?

They will go up.

Detailed study shows that new residents do not pay for themselves in additional revenues to the City. New industries do not pay enough in taxes to compensate for the additional services required by their facilities and by the employees they attract to the area. Even though the cost of certain city services, like fire protection, does not rise with growth, other city services, like police protection and the costs of park acquisition, tend to increase disproportionately under growth. The net result is that growth requires increasing amounts of revenue from each taxpayer.

Even without growth, the need to replace and improve existing City facilities will inevitably mean some increase in the tax rate, but this required increase will be much higher with additional population growth.

As an illustration of our findings, the present City property tax rate, by 1995, would increase by 10% if there were to be no growth at all; it would rise by 27% if there were very limited growth (as might occur if the current half-density ordinance were to become permanent). An extremely rapid rate of growth, one which would occur if the City actually developed fully under its zoning ordinance, would mean a city tax increase of 58% over the present cost to property owners.

The table below shows the percent increase in your city property tax rate at various population levels at the year 1995.

CITY PROPERTY TAXES GO UP WITH GROWTH

| | City Population (Year 2000) | Increase in Taxes (Percentage) |
|--------------------------|--------------------------------|-----------------------------------|
| No Growth | 73,000 | 10% |
| Half Density Probable | 94,000 | 27% |
| General Plan Probable | 103,000 | 32% |
| Half Density Maximum | 117,000 | 45% |
| Zoning Probable | 119,000 | 45% |
| General Plan Maximum | 140,000 | 52% |
| Zoning Maximum | 170,000 | 58% |

HOW MUCH WOULD NO-GROWTH COST THE CITY IN PROPERTY TAX REVENUE?

A little.

At present, city revenue from all vacant parcels in Santa Barbara amounts to \$77,730, less than 0.7% of the city's annual General Fund budget. If a strict no-growth policy were instituted, most of this amount would be lost annually to city government.

A program of massive downzoning that would decrease the legal housing densities in apartment zones would similarly have only a minor effect on city revenues. Task Force studies show that owners of single family homes on land

zoned for high density apartments are paying little more in land taxes than owners of nearby, similar types of property with low density (single-family) zoning. So it is doubtful that rezoning to lower densities will decrease to any significant extent current city revenues. The combined revenue loss from a policy which would have the extreme effect of removing all assessed value from the vacant land and eliminating all apartment zoning in the city would likely result in a total loss amounting to less than one percent of the city's current General Fund revenue.

WHAT WOULD GROWTH DO TO SCHOOL TAX, WATER AND SEWAGE COSTS?

Taken together, they will increase with growth.

But the pattern is different for each. *Water* is the most simple story: with higher levels of population, increasingly expensive alternative sources will be required to meet local needs. Over the next several decades, water costs would steadily rise and ultimately (at a population of 170,000) reach almost double the present per person costs.

Under current legislation for *school* financing, school taxes paid by city residents can be expected to decline—at any of the growth rates used in this study. It is the amount of the decline that will vary. Lower birth rates are going to mean lower attendance, less income and an increasing tendency for classrooms to be emptied over the next generation and for school buildings to be closed or less efficiently used. Partially for this reason, low population growth will lower total school costs while high rates of population growth will again require the building of new schools. This could, in turn, lead to higher school taxes than those which would occur under no growth or more limited growth.

Costs associated with treatment of *sewage* show a pattern similar to schools. With some population growth, the new wastewater treatment plant (about to be constructed) will be used to its full potential, thus resulting in a per person saving. But at high population levels, this capacity would be overtaxed, new construction would be necessary and costs per citizen would rise rather sharply.

Taken together, growth means that the costs of water, sewage treatment, and education will rise steeply, requiring that additional revenues be raised. These increases in revenue requirements will mean substantially higher utility rates for water and sewage even under moderate growth, while school taxes will decline somewhat regardless of growth. The table below illustrates how much additional revenue will have to be raised by 1995 at various population levels.

WATER, SEWAGE, AND SCHOOLS:
PER CENT INCREASE IN REVENUES REQUIRED WITH GROWTH, 1995

| Population level | Water: | Sewage: | Schools: | Summary Rating * |
|-------------------------------|--------|---------|----------|------------------|
| No Growth 73,000 | + 22% | + 80% | -25% | 1 |
| Half Density Probable 94,000 | + 47 | + 64 | -27 | 2 |
| General Plan Probable 103,000 | + 54 | + 63 | -27 | 3 |
| Half Density Maximum 117,000 | + 61 | + 59 | -25 | 4 |
| Zoning Probable 119,000 | + 63 | + 56 | -25 | 5 |
| General Plan Maximum 140,000 | + 79 | + 107 | -22 | 6 |
| Zoning Maximum 170,000 | + 95 | + 123 | -19 | 7 |

*(1 = Least Costs; 7 = Highest Costs)

HOW TO CONTROL POPULATION SIZE: WHAT ARE SOME METHODS?

*Residential Zoning

Most cities that have attempted growth control tend to use residential zoning as the key method. By limiting the number of housing units that can be built on various parcels of land, an effort is made to determine the number of people who will live in the city as a whole. Santa Barbara's Interim Half-Density Ordinance represents one example of such a strategy.

One problem raised by an across the board density cut such as the Santa Barbara ordinance is whether it leaves the right "mix" of multiple dwellings and single family dwelling units in a community. The Half-Density Ordinance left the same quantity of land zoned for multiple dwelling purposes while cutting in half the potential number of multiple dwelling units on that land. The citizens of Santa Barbara will still have to decide whether the ratio of land zoned for multiple dwellings to that zoned for single family dwellings is the one they desire.

While Santa Barbara has restricted potential growth through the Half-Density Ordinance, surrounding communities such as Goleta and Montecito have restricted residential growth as a result of water shortage problems. The coincidence of these events raises a major problem for the South Coast region. That is: If all South Coast communities limit residential construction, where will the people live who come to Santa Barbara to work? This problem leads to a second growth control strategy, one which can influence population growth more directly.

*Industrial Planning

Task Force Report shows that Santa Barbara's population growth has largely been the result of expanding employment opportunities in education, research and development, manufacturing and tourism. This indicates that one way to limit population growth would be to limit the expansion of such industries.

Santa Barbara's population grows when industry creates more jobs which leads to migration of more people here. *The additional housing that is built for these people is in this sense not a cause of growth but a result of growth.*

If industrial expansion continues in the South Coast region while residential construction is limited, there will not be effective growth control. There will instead be a deterioration of housing conditions and steadily increasing housing costs under which the growing population will have to live.

The ideal solution is therefore planning for the entire South Coast region for the purpose of maintaining a balance between the quantity of available residences and available employment. The Task Force study indicates that the rate of unemployment is unrelated to population growth. This indicates that an effort to strike a balance between the restrictive residential condition in the South Coast region and employment opportunities in the region by limiting expansion of the latter would not result in a higher unemployment rate.

Industrial expansion can be limited in several ways. Land presently zoned for industrial use can be rezoned to non-industrial uses. The City could reduce its efforts of attracting even smokeless industry and new tourist facilities. Another possibility is for the City to require sponsors of new plant location and expansion to pay for all additional costs, including costs stimulated by the immigration of new employees.

Planning for the South Coast region to strike the balance between residential and employment opportunities could be carried out by a variety of formal or informal planning entities. Regional planning of this type has recently been encouraged by important court decisions including that of the Federal District Court in the much talked about "Petaluma case".

Finding the right combination of strategies to create a wise and balanced growth control program will be a major challenge for the people of the South Coast region.

GROWTH CONTROL: IS IT LEGAL?

Yes—If it is done properly.

Virtually all United States cities now have zoning laws and these zoning laws are one form of growth control. They have been challenged in the Courts, and over the years they have been sustained many times. The question thus facing many cities today is not whether or not there should be growth control, but what the ultimate population should be. Should Santa Barbara's population be set at 170,000, the level permitted under current zoning? Or should it be at some point closer to the current city population of 73,000?

Any program of growth control must meet these requirements:

1. It must be shown to have some relationship to maintaining the health, safety and general welfare of the citizens. The Task Force Study sections dealing with water, sewage disposal, air quality, economic base and other growth-related issues provide a great deal of information pertinent to such health, safety and general welfare questions.

2. Any rezoning of private property must not only be based on sound health, safety and general welfare reasons but in addition must leave the owner with some reasonable economic use of the land. California courts have historically upheld rezoning even where the private owner's financial opportunities have been greatly restricted, if sufficient health, safety and general welfare reasons supported the rezoning.

The health, safety and general welfare data provided by the Task Force Study indicates that a growth control program aimed at a maximum population by the year 2000 of 100,000 or less could probably be devised and upheld by the courts. The details of such a program however would have to be carefully worked out.

A program of strict no-growth, by contrast, would probably be held invalid at this time since the City is not yet faced with any health, safety or general welfare problem adequate to justify a complete moratorium on growth. It is possible, however, that the City could be faced with a problem of this magnitude if, for example, the South Coast region water supply situation is not resolved within the next few years. Even now the law regarding the issue of growth control is being made, precedents are now being set. One way or the other, Santa Barbara might well lead in charting the direction of those precedents.

WHAT HAPPENS NEXT?

Again, that depends on you.

In the coming months, acting on the basis of recommendations from the Planning Commission, City staff, and interested citizens, the City Council will make decisions that affect everyone who lives here. The City has a choice. It can do nothing and continue to live under present zoning and traditional city outlooks on industrial growth. Or, it can set changes in motion: revision of zoning, changes in the General Plan, alternative approaches to industrial expansion.

Some residents are taking part in helping shape the choices. But most have been unheard from. Your opportunity to join the decision making process now begins, and will continue during the coming months.

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