
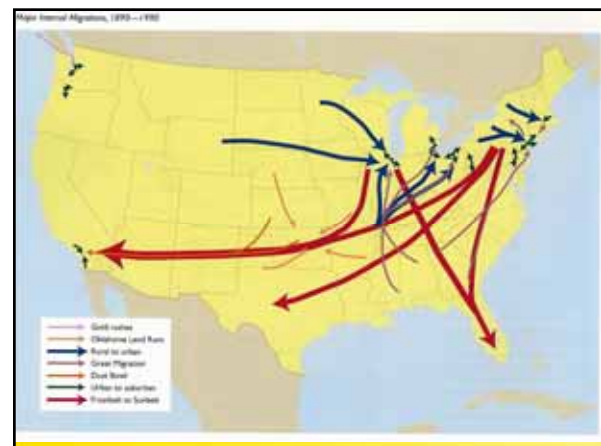
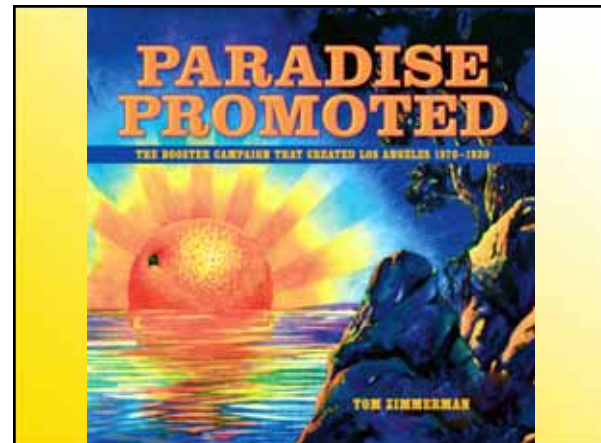
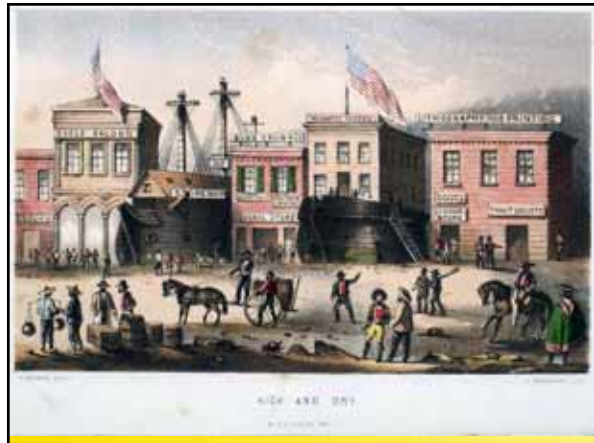


Today

- Southern California Development
- Why we live where we live & what that means for the future...

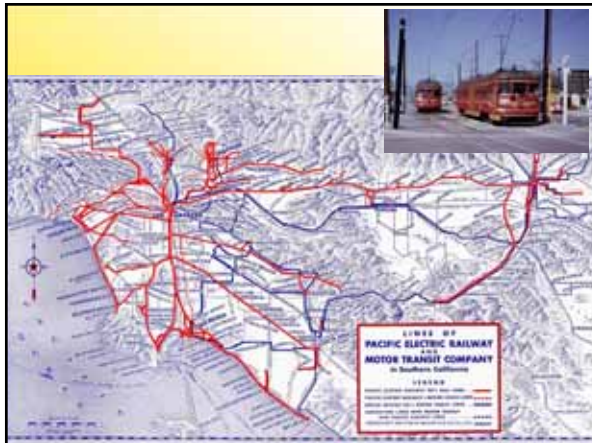





Centralizing Cities

Locate near work

- ♦ Streetcar suburbs



The Death of Public Transit

"... millions state with conviction that a perfectly good rail rapid transit system was destroyed by GM in a conspiracy to sell cars... These generalizations are... partly true, but they are gross oversimplifications."

pg. 106-107, Wachs 1996



Low Density

- Public transportation developed to encourage low dens. housing
- LA was the "anti-city"



Working Class Revolt

- Transit operators despised by working public
 - Wealthy tycoons
- Buying car seemed like a protest against wealthy elite



Autotopia

- Automobile sales shoot up in 1920s
- Cuts into public transit profits long before the "conspiracy" of GM, Chevron, etc.



Buses v. Trains



Federal Housing Admin. (FHA)

- Developed in 1934
 - GI Bill in 1944 supplemented it
- Radically changed the way we buy houses



Veterans--still
NO DOWN PAYMENT
Small standard payments and no down payment.
A good faith deposit of \$25 holds your choice.

2 BEDROOM HOMES
Superbly designed, cleverly planned for modern living.

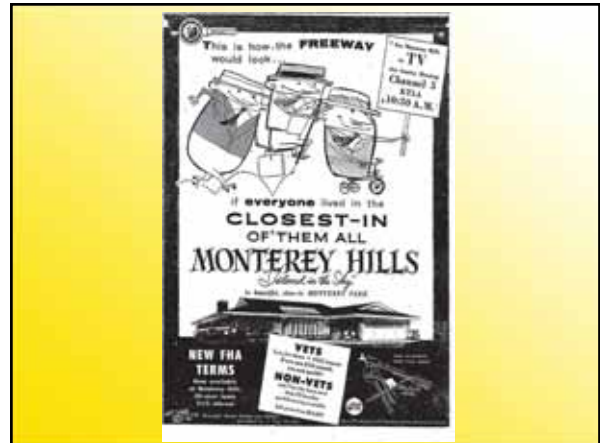
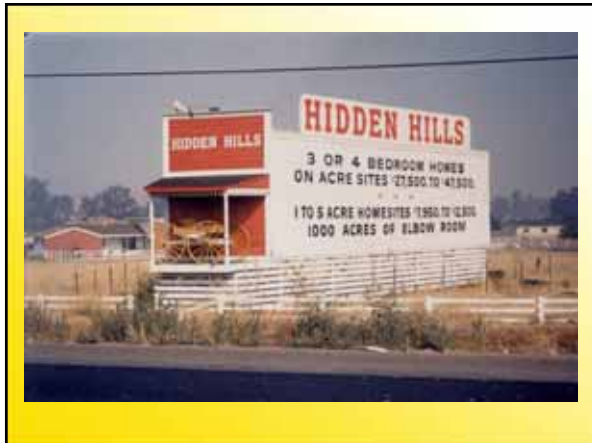
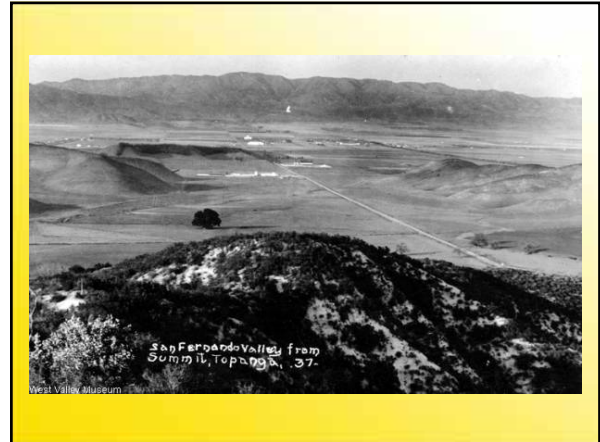
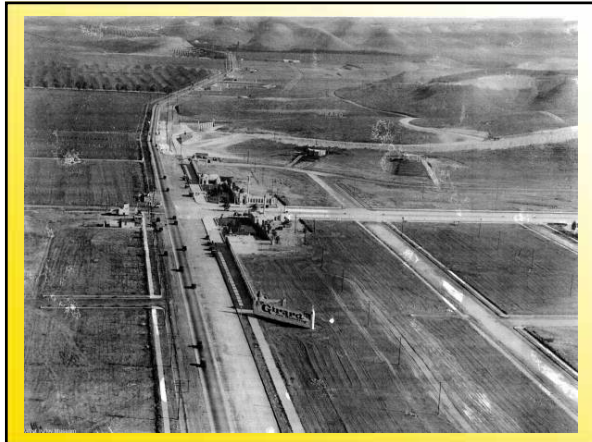
At low as \$9780

3 BEDROOM HOMES
The third bedroom may check out as a playroom or den.

At low as \$10,710

*INCLUDES INTEREST, AMORTIZATION, TAXES, AND INSURANCE.

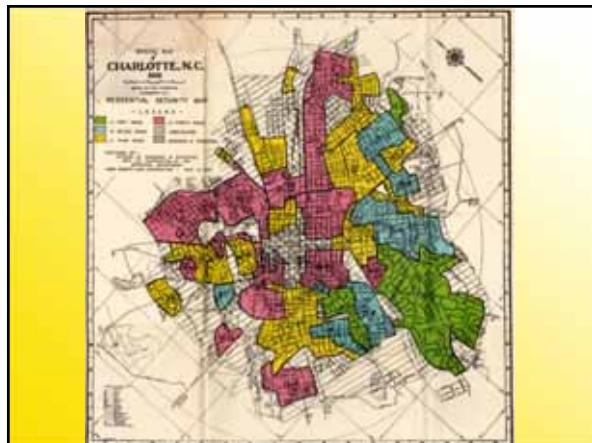






House assessment

- The FHA had guidelines
 - ♦ Racially mixed neighborhoods were bad
- **Redlining**
 - ♦ Designating areas considered high-risk or hazardous for giving loans



Redlining

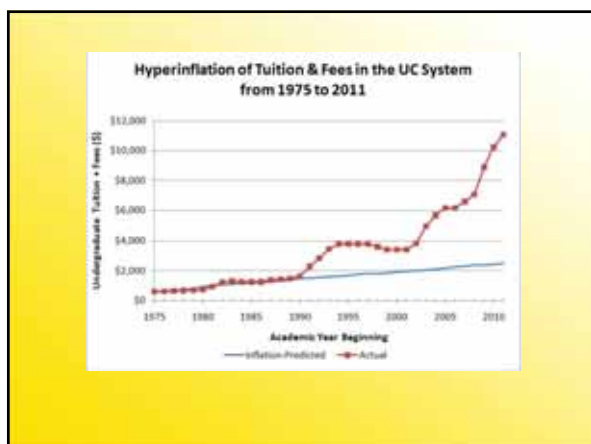
- <http://salt.unc.edu/T-RACES/mosaic.html>

Riots & Inner City Flight





Proposition 13, 1978



“Sales Tax Canyon”





Sales Tax



"A single 100,000 sq. ft. Price Club [Costco] might generate \$600,000 to \$700,000 a year in sales tax."

p. 265, Fulton, 1997

Keeping Retailers Happy



Pre Prop. 13

- ◆ Special funds for roads, landscaping paid by business

Post Prop. 13

- ◆ City would pay for these out of **sales tax revenue**

Wal-Mart Arrives



- Wal-Mart ventured into Cal. during recession
- Shopping center to bring **\$2.5 mil.** in sales tax a year
 - ◆ Half would go back to developer, then Wal-Mart every year



"Sales Tax Canyon exists because in a post-Prop. 13 Southern California, cities have proven they can be just as ruthless about exploiting the consumer culture as the real estate developers and retailers they subsidize."

p. 279, Fulton, 1997



"Clearly, people love them [outlet malls, etc.]—or at least, use them."

p. 280, Fulton, 1997



Davis, California





Next Time

Midterm & Debates!

A cartoon illustration of two skeletons. One skeleton is wearing a halo and the other is wearing a fedora hat. They are both smoking cigarettes.