

I am talking about the absolute irresponsibility with which we are adding layer on layer of unrelated housing, business, roads throughout the outlying areas of our cities.

Mrs. SULLIVAN. Mr. Chairman, may I ask the witness a question at this point?

If this legislation is enacted, do you think the unplanned and helter-skelter building now going on in suburban sections of the countryside would be stopped?

Mr. ROUSE. No; Mrs. Sullivan, I don't think it will be stopped. I think in America we just don't, all of a sudden turn direction 90° or 180°. But we have been through a process over time in the last 20 years in which we have enormously improved the standards of individual housing as such in America. And we are now becoming aware, perhaps as the next step in the ladder and also because of the pressure of enormous growth, that there is something as important or more important than housing and that is the environment in which people live, the sense of community, the processes by which people live. What we need to do now is to find a way to encourage this trend that is running. It is an important trend.

When we set out to build Columbia and to acquire this land we thought we were real front-running pioneers. But we quickly have discovered that we are part of a tide. We are not nearly as pioneering as we thought.

The Ford Foundation made a grant to the University of California of \$250,000 to make a study of the development of new communities in the United States. There are a group of us who have been meeting each month—five communities in California and our own—exchanging ideas and there are great things beginning to happen. The General Electric Co., issued a list for its own consumption, but many of us saw the list, of some several hundred developments in America today that are more than a thousand acres each. The marketplace is discovering that good environment pays. It expresses itself in tiny little ways like a tennis court and a swimming pool—in parks, schools, open spaces, and developers provides these things—they sell better when this is done.

The timeliness of this legislation is that it can then stimulate much greater initiative from two directions, from the homebuilder, who, if he could obtain financing for the purchase of land, he could undertake development on a larger scale and from the local county or township government. If loans were available, local land development agencies could proceed to acquire land and marshal large areas of land which could be planned and marketed to the homebuilding industry.

Mrs. SULLIVAN. Along that line, however, I am sure you realize there would be a limitation of funds and a long period of waiting from the time that the request is made for assistance until it is granted. Knowing that there would be a limitation of funds, and that it may be an untold number of years before they could get their own ideas or plans into the approval stage, the question I wonder about is, Do you think this helter-skelter way of building here and there in the suburbs without any real planning would be curtailed or stopped in any way?

Mr. ROUSE. Well, you get a watershed in these things and all of a sudden things begin to run—the tide begins to move in a new direction. Let me illustrate.