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July 10, 2001

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**Planning Program Featured in National  
Geographic Magazine**

***"OVER FRUITED PLAIN, WAVES OF GRAIN:  
SUBURBIA MARCHES ON"***

So says a headline in the July, 2001 edition of the National Geographic magazine, a special on urban sprawl and national land use alternatives by Senior Editor, John Mitchell. ("Urban Sprawl: The American Dream?").

Mitchell reports to a nation of six million magazine readers that, "There is an alternative to mindless sprawl. Some people call it smart growth." Then, at pages 66-67 he takes his readers to the state of Oregon:

"Smart-growth advocates looking for further encouragement or inspiration are likely to turn to the one state that has managed better than any other to put a brake on runaway sprawl. That state is Oregon. And the man who designed the brake was its governor from 1967 to 1975, Tom McCall.

Early on, McCall ordered a study of land use patterns in the crop-rich Willamette Valley. Among other things, the study found that in the 1960's Clackamas County lost 100,000 acres of farmland to development flowing outward from Portland.

As a result of the rural zoning program, some 25 million acres of privately owned farmland and forestland are now shielded from sprawl throughout the state. There's no way you can make a subdivision out of houses on 80-acre lots."

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