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VITAE

Dr. R. James Claus received his undergraduate degree from Stanford University and his advanced degree from the University of California, Berkeley, graduating with a doctorate of philosophy in three areas: Urban Land Economics, Real Estate Finance and Analysis, and Urban Geography. He is an urban/rural land use economist and real estate developer, who has spent more than 30 years researching the variables that affect land value. He is an international authority on issues related to commercial communication and is credited with coining the term "signage" to describe place-based communication devices. Dr. Claus is a leading proponent of signage as a land use planning tool, subject to common law and U.S. Constitutional constraints. He is a founding member and co-executive director of *The Signage Foundation for Communication Excellence, Inc.*, a non-profit corporation organized to provide reliable education and research on signage to planners, appraisers, public officials and related professional communities.

A Respected and Experienced Appraiser

Dr. Claus is an appraiser, certified in Oregon to appraise not only residential and commercial properties, but also complex real estate interests. He is the owner and executive manager of Claus Appraisal and Consulting Services, a family firm located in the Portland, Oregon metropolitan area. His appraisal experience includes extensive work for the U.S. Department of Veterans Affairs. He has also worked with the U.S. Department of Housing and Urban Development.

Dr. Claus is accredited to teach commercial real estate sales and appraisal professionals on the economic value of signs, particularly on-premise business signs. His seminars, workshops and lectures are designed to provide these professionals the tools they need to properly appraise a sign's value as an integral component of its site. In addition to his extensive published material on the subject, Dr. Claus has recently co-written a book, *The Value of Signs: A Guide for Property Appraisers, Brokers, Legal Professionals, Sign Users and Municipal Planners.*

Dr. Claus has performed thousands of appraisals since the mid-1980s in the Portland, Oregon area. His appraisal practice has covered the entire metropolitan area, including Clark County in southern Washington. This has enabled him to gain extensive understanding of the difference between growth policies under Washington law and Oregon law, with urban growth boundary lines and other complicated land use rulemaking. Dr. Claus has primarily focused on residential appraisal, which is ultimately most impacted by land use regulations, but has also done multiple other kinds of appraisals. His appraisal work has included many assignments outside the Portland metropolitan area, several in neighboring Yamhill County, which is still largely a rural county. He has observed there, first hand, the financially burdensome impact of the highly complicated rules that are being developed in Oregon by the Land Conservation and Development commission, and implemented by various planning agencies.

Real-World Business, Development and Land Use Experience

Beginning during his undergraduate years at Stanford, Dr. Claus began extensive remodeling of older homes. His hands-on experience gives him an understanding of the difficulty of meshing current building and zoning codes and material and electrical specifications. Additionally, Dr. Claus built a series of residential subdivisions in the Palo Alto, Mountain View, and Los Altos areas of California and in the Portland, Oregon metropolitan area. He understands how differently the complex land use rules and fee structures affect remodeling, renovation, and new construction. It should be noted that Dr. Claus has never been sued for a construction defect in any subdivision he has ever built, whether mixed use, single family, or older home – a statement which itself is a strong commentary on his abilities.

Dr. Claus has consulted in a variety of administrative and judicial forums over the past 30 years. As an example, he was asked by the district court in Santa Clara County, California, to assist settlement of one of the construction litigation cases in the state – the innovative mixed use “Two World Projects” in Mountain View and Pleasant Hill. Here, Dr. Claus, who had successfully built similar mixed-use developments, moved into a project that was considered unsalvageable — not only were the uses mixed; two kinds of construction were mixed, as were contractual obligations and liabilities. Dr. Claus worked through these complicated cases that pitted homeowner, homeowners association, developer, contractors, and insurance companies against one another and helped guide it to resolution. Hence, he is capable of explaining the process of developing the planned unit development, the problems to be expected in designing such a project, getting the permits and building it, and how to live with the extensive liability during the statute of limitations period.

Immediately upon moving to Oregon in the early ‘80’s, Dr. Claus began to purchase land, which he subdivided and parceled (under Oregon statutes, the rules of exactions are substantially different for parceling and subdividing land). Understanding the complex maze of regulations has allowed Dr. Claus to develop an extensive real estate portfolio, including urban and rural raw land, building and remodeling houses, and commercial buildings. Dr. Claus is involved throughout the development process, from pre-hearings to land use approvals; additionally he builds the subdivisions and occasionally also builds the houses. He holds a general contractor’s license in Oregon and has held a contractor’s license in California for several years. He has been state licensed in real estate sales/brokering for more than 30 years.

Dr. Claus has not only developed property, he has also run farming operations in California, including the construction of large, extensive farming irrigation systems. Additionally, he has worked within Oregon’s farm and forest protection laws in the construction and use of non-forest and farm dwellings on farmland. He understands first hand the complexity of those laws and the harm they can inflict upon a property owner and the economy. Additionally, he worked with the largest “mom and pop” sign company in the United States on their sales models and marketing practices. He thoroughly understands the corporate market and the local, nonfranchised independent merchant market.

A Legacy of Generosity to Community

Dr. Claus and his family reside in Sherwood, Oregon – once a small rural hamlet now experiencing the most rapid urban growth of any city in the state. Dr. Claus has been instrumental in preserving some of the town’s old central business district. Over the past few years, he purchased and remodeled or

refurbished several older buildings that have since become an integral part of the downtown's revitalization. For example, he renovated an old commercial building, retaining its "old world" exterior charm while modernizing the interior. Today, it is Sherwood's City Hall—purchased from the Claus family after the family gifted a substantial portion of its fair market value. As another example, Dr. Claus purchased and restored Sherwood's Robin Hood Theater, a decaying historic building designed in the classic theater format, with a crying room, restaurant and apartment, as well as the unusual sound systems that were developed exclusively in Portland. Additionally, Dr. Claus preserved the theater's historic organ, one of the two original instruments developed by Americans. Dr. Claus' efforts brought the theater back to life, and he and his family along with another family subsequently made it possible, through some substantial gifting to the city for the city to purchase the building. It is now a city asset—serving the citizens as a multipurpose theater, a local performing arts center, and community meeting place.

In addition to donating property to the community, the Claus family worked actively and intensively with former Oregon Senator, Mark Hatfield, Sherwood Mayor Walt Hitchcock, the U.S. Fish and Wildlife Service, and local citizens in the creation of the Tualatin River National Wildlife Refuge. This innovative, first-of-its-kind, non-hunting wildlife refuge is located on the outskirts of Sherwood inside the Portland Metropolitan Urban Growth Boundary. This urban area did not expand to the refuge; rather, the refuge was actually created within the existing urban boundary area. Not only does this refuge provide a unique opportunity for urban dwellers to interact with wildlife, it also serves a vital role by creatively and safely filtering stormwater before it continues downstream.

A Solid Grasp of the Law

Dr. Claus has considerable experience in successfully turning to the Courts in defense of property rights, speech rights, and environmental accountability. He represented himself *pro se* for years in the U.S. Claims Court during extensive litigation over the fate of the Kesterson National Wildlife Refuge in Los Banos, California. In that case, the U.S. Bureau of Reclamation and other planners and designers adopted a "rational relationship" scheme that allowed agricultural run-off to flow into the national wildlife refuge system, eventually poisoning and killing migratory birds and endangered species. Dr. Claus and his family spent eight long years thoroughly developing their knowledge of water law, farm development, constitutional amendments in California, and California's 1902 Reclamation Act. Eventually, and at great personal cost, they were successful in stopping the abuse that government officials had carried on despite having been aware of the possibility of enormous environment damage. The success was a major turning point in water law history in California, resulting in inclusions of migratory birds and anadromous fish in the Beneficial Use doctrine. (See attached Reader's Digest –Oct 1987, and San Francisco Examiner Image June 1990 article.)

Dr. Claus has continually served as an expert witness for businesses adversely impacted by onerous on-premise sign codes that most often seek to reduce heights and sizes, rendering many signs essentially invisible to potential customers or clients. In *Agoura Hills v. Denny's Inc., et al*, 56 Cal.App 4th 1312, 66 Cal.Rptr.2d 382 (Cal.App. 1997), Dr. Claus provided expert testimony concerning the loss of business revenues directly attributable to loss of visible signage. His testimony on behalf of a McDonalds franchise and a Texaco station played a significant role in defeating the city's attempt to enforce its amortization provisions as against the plaintiff businesses. That case was followed by successful involvement in litigation in several other states, including Texas, where Dr. Claus' expertise on the value of signs or partial takings has been critical.

In the mid-1980's, Dr. Claus was contacted by the trustees of the "Sign and Display Industry Promotion Fund" – a Taft-Hartley public service trust, organized to promote the general interests of the sign industry. Its use could not be specifically oriented toward promoting union activities. Local 619, an AFL-CIO affiliate in Cleveland, Ohio, and one of the Fund's trustees believed that area planning policies being developed and disseminated were seriously harming the sign industry's ability to sell attractive and safe signs that worked economically. Because of Dr. Claus's increasingly national reputation for correctly analyzing and either writing or correcting codes, the Fund trustees requested him to hold a series of signage seminars in Cleveland, to which local planners as well as industry representatives and sign users were invited. Dr. Claus' seminars, including helpful handout literature, led several planners to undertake reconsideration of previous biases against business signs. One such planner, Bob Brown from Cleveland, subsequently developed a code for his city that is one of the most progressive and successful in the country—satisfying all community stakeholders.

Unfortunately, Cleveland's example was not followed in another northern Ohio town, leading to a lawsuit by approximately 175 business, represented by the local chamber of commerce, against a town's patently biased and content-based sign code. The case is *North Olmsted Chamber of Commerce, et al v. City of North Olmsted* [86 F. Supp.2d 755 (N.D. Ohio 2000)]. Its outcome was a resounding win for the business community and equally resounding loss for the city – the code was struck down, as unconstitutional, in its entirety. Additionally, the city was ordered to pay plaintiffs' attorney fees and costs in excess of \$200,000. Dr. Claus had tried unsuccessfully, before litigation, to convince the city to rethink its code. Having failed in this endeavor, Dr. Claus provided much assistance to the plaintiffs' attorney firm, Hahn, Loessur and Park, during the preparation of trial briefs and memoranda. (Dr. Claus had earlier helped this same firm bring to a successful conclusion *Blockbuster Videos Inc. & Video Update v. City of Tempe (AZ)* [141 F3d 1295 (9th Cir. 1998)].) Dr. Claus has spent many years as an expert in administrative and judicial cases involving business signage.

Earlier in the well-known signage case *Metromedia, Inc. v. City of San Diego* [453 U.S. 490 (1981)], Dr. Claus although working for the losing side – San Diego -- his employment was the result of the City finding itself in trouble in its efforts to ban billboards. To ensure it did not run into similar trouble with its on-premise sign regulations, the City hired Dr. Claus to help them craft a code that might withstand constitutional scrutiny. San Diego's billboard ordinance was overturned by the U.S. Supreme Court, on several grounds; but Dr. Claus' on-premise portion of the San Diego code, with some tweaking to address a few content-based issues, has withstood the tests of time...and the courts.

Working Productively with the Government

Dr. Claus has continued the work he started at Kesterson in a more practical vein. His most recent effort has focused on a tract of property in Sacramento, California, where the US Corps of Army Engineers was attempting to write new regulations intended to expand its control over private property. His experience and knowledge enabled him to bring the Corps, the Environment Public Works Committee, and the affected landowner to a constructive settlement that achieved conformance with federal law and created, for the first time, an exception process.

Dr. Claus was approached by the U.S. Small Business Administration (SBA) to prepare a Web site on business signage for the agency. Dr. Claus involved several industry experts as well as professionals from

other disciplines to provide quality information on business signage. The Web site URL is: <http://www.sba.gov/starting/signage>. According to Google search engine SBA's signage Web site has now become the number one web site out of 481,000 (at last count) "signage" searches. SBA has also translated portions of the Web site into Spanish.

In June 2001, Dr. Claus also completed a marketing publication for SBA "Signs: Showcasing Your Business on the Street—the Importance of Signage to Your Business" (SBA MT-12). He is also working with SBA on a signage information guide for business owners to be presented at SBA educational seminars.

A Broad Range of Experience, and an Unusual Resource

Dr. Claus understands the interaction between land use development, government regulations and the marketplace, and often functions as liaison between construction repair specialists, opposing attorneys, developers, and homeowners. Because of his education and experience, Dr. Claus is frequently requested to provide expert testimony in administrative forums and state and federal courts regarding signage, including value, use and design. His marketing and feasibility studies and his benefit/cost analyses are frequently used to bring opposing sides to the settlement table. Throughout his career, Dr. Claus has guest lectured to university audiences, industry associations, and local civic and business groups on varying topics, including land use planning, administrative regulation, signage and signage valuation theory and techniques.

He has an unusual combination of education, experience and skills: broad teaching experience, authorship of books and other materials, appraisal expertise, wide-ranging land use development experience, and key involvement in far-reaching landmark legal cases. With this wealth of experience Dr. Claus understands the legal implications and the costs of government regulations for property owners and consumers, and what even a slight change in the rules can mean; and secondarily, he understands what regulations are sustainable under intermediate or strict scrutiny.

Dr. Claus is a valuable resource for this committee. He has an outstanding environmental record, a generous community contribution record, and an incredible record of successfully standing up to overreaching government regulation. In essence, he is the ultimate rational urban economist.

ACADEMIC BACKGROUND

EDUCATION

1969 Ph.D., Urban Geography, University of California, Berkeley.

Inter-disciplinary degree. Also met Ph.D. requirements for Urban Land Economics and Real Estate Finance and Analysis. Inter-University Exchange from Stanford University.

Concentrations:

- # Real estate land values; appraisals; and trend predictions.
- # Location of industrial and commercial economic activity.
- # Effects of human variables on location, spatial relationships on the landscape.
- # Factors influencing urban growth and development.
- # Development and testing of instruments to measure the effects of human variables (i.e. organizational structure, on landscape and resource utilization)
- # Human and economic factors in resource development.

Dissertation:

The Spatial Dynamics of a Population of Gasoline Service Stations. Published in Canada as the first behavioral locational model developed for practical application by an American urban land economist using psychometrics rather than econometrics. The statistics, while subject to thorough computer analysis, were nonparametric. Hence, the study required specialized training.

1966-67 Post-Masters Study, Food Research Institute, Stanford University.

Concentrations:

- # Economic-geographic factors affecting primary industries: food processing.
- # Locational patterns of primary industry.
- # Shift in industrial structure and production-orientations.
- # Regional specialties: Western United States and Latin America.

1966 M.A., Social Studies, San Jose State University.

Concentrations:

- # Real estate land values, industrial and commercial site location.
- # Fruit and vegetable canning industry of California and western United States.

Thesis:

"Fruit and Vegetable Canning Industry of the Santa Clara Valley" Obtained while funded as a teaching assistant.

1963 B.A., Geography and History, Stanford University.

SCHOLARSHIPS AND ACTIVITIES

1971 Tantalus Publications Articles Published.

1966-67 Fellowship, Stanford University, Food Research Institute.

1963 Research Assistant, Regional Geography of North America, Stanford University.

1963 Grader, Geography and Economic Geography, Stanford University.

1963 Case Worker under Dr. Helen Hilgard, Stanford University Hospital, Psychiatric Division.

1962	Warren Page Holden Scholarship, Stanford University.
1962	Board of Trustees Scholarship, Stanford University.
1961	Emile Wickham Scholarship, Stanford University.
1960	Athletic Grant-in-Aid, Football, Track and Field, Stanford University.

Professional Licenses

State of Oregon Certified General Appraiser
State of Oregon Residential Builder's Contractor License.
State of Oregon Licensed Real Estate Broker
State of California Licensed Real Estate Broker, 15 years (past)
State of California B-1 Contractors License (past)
Qualified for all types of construction up to highrise.

LIST OF PUBLICATIONS- (Partial)

BOOKS

1. Agricultural Geography of British Columbia. Vantage Press, Vancouver, Canada, (1972) with F. Dalichow.
2. Gasoline Retailing: A Manual of Site Selection and Development. Vancouver, Canada: Tantalus Research Ltd., (1970) with Rothwell.
3. Handbook of Signage and Sign Legislation. (Second Edition) Cincinnati, Ohio: ST Publications, (1976) with K.E. Claus.
4. In Support of a Uniform Sign Code. Spokane, Washington: American Sign & Indicator Corporation, (1973) with K.E. Claus.
5. Psychological Considerations of Lettering for Identification. Cincinnati: ST Publications, (1971) with K.E. Claus and R.M. Oliphant.
6. Review of Commercial Signage Legislation: A Perspective. Spokane, Washington: American Sign & Indicator Corporation, (1973) with K.E. Claus.
7. The Sign User's Guide: A Marketing Aid. Cincinnati, Ohio: ST Publications, (1988) with K.E. Claus.
8. Signage: Planning Environmental Visual Communication. Cincinnati, Ohio: ST Publications, (1976) with K.E. Claus.
9. Signs, Legal Rights and Aesthetic Considerations. Cincinnati, Ohio: ST Publications, (1972) with K.E. Claus and R.M. Oliphant.
10. Signs In Vancouver, City of Vancouver, British Columbia, Canada (October, 1984), prepared for joint business-city project.
11. The On-Premise Sign Industry, Present Status and Future Potential. Cincinnati, Ohio: ST Publications, (1974) with K.E. Claus.

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12. Some Policy Considerations for Sign Legislation. Cincinnati, Ohio: ST Publications, (1973).
 13. Street Graphics: A Perspective. Palo Alto, California: Claus Research Associates, (1973) with K.E. Claus.
 14. The Mobile Consumer: Automobile-Oriented Retailing and Site Selection. Don Mills, Ontario: The Collier-MacMillan Company, (1972) with W. Hardwick.
 15. Visual Environment: Sight, Sign and By-Law. Don Mills, Ontario: Collier-MacMillan Canada, Ltd., (1971) with K.E. Claus.
 16. Visual Communication Through Signage, Vol. 3: Design of the Message. Cincinnati, Ohio: ST Publications, (1976) with K.E. Claus.
 17. Visual Communication Through Signage, Vol. 2: Sign Evaluation. Cincinnati, Ohio: ST Publications, (1975) with K.E. Claus.
 18. Visual Communication Through Signage, Vol. 1: Perception of the Message. Cincinnati, Ohio: ST Publications, (1974) with K.E. Claus.
 19. The Sign User's Guide. Cincinnati, Ohio: ST Publications, (1987) with K.E. Claus and S.L. Claus.
 20. The Value of Signs: A guide for Property Appraisers, Brokers, Legal Professionals, Sign Users and Municipal Planners. The Signage Foundation for Communication Excellence, Inc., Sherwood, Oregon (2001) with Susan L. Claus and Thomas A. Claus.
 21. Unmasking the Myths about Signs: Learning to Use Signage as a Planning Tool for Intelligent Community Development. The International Sign Association, Alexandria, VA (2001) with Susan L. Claus.

ARTICLES

1. "Analysis of Legal and Legislative Strategies: Failures and Successes," Signs of the Times, Vol. 209, (No. 8) (1987) with K.E. Claus and D.W. Large.
 2. "Appraising the Potential Volume of Sales at a Shopping Center," Canadian Appraiser's Quarterly, (1971) with K.E. Claus.
 3. "Behavioral Location Theory: A Review and Discussion of Pred's Dynamic Location Model," The Australian Geographer, Vol. 11, (No. 5) pp. 522-530, (1971) with Karen E. Claus.
 4. "Carwash Facilities and Gasoline Retailing," Traffic Quarterly, (April 1971) with Hardwick and Rothwell.
 5. "Cemetaries and Urban Land Value," Professional Geographer, (January 1971) with Hardwick and Rothwell.
 6. "Cohen v. California," Signs of the Times, Vol. 211, (No. 3) pp. 46, 48, 52 (1989).
 7. "Combatting the Energy Crisis," Signs of the Times, Vol. 201, (No. 9) pp. 80-83, (1979).
 8. "Confusion In the Law," Signs of the Times, Vol. 211, (No. 6) pp. 40-44, 48, 50, 52, 54 (1989).
 9. "Court Recognition of Sign in Recent Case Law", Signs of The Times, Vol. 210, (No. 11) pp. 52, 54, 56, (1988).
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10. "The Conceptual Paradigm: Its Relation to Theory and Models and its Function as a Guide to the Research Process," B.C. Geographical Series (No. 12) pp. 55-78, (1971) with K.E. Claus.
 11. "Die Weiterverarbeitete Frucht und Gemuseindustrie in California," Zeitschrift fur Wirtschaftsgeographie (1971) with F. Dalichow.
 12. "The Economic Impact of a Proposed Street Graphics Control Ordinance," Signs of the Times, Vol. 199, (No. 4) pp. 98-104, (1977) with Nancy Romer.
 13. "Euclid v. Ambler Realty Co.," Signs of the Times, Vol. 211, (No. 4) pp. 72-75, 78, 80, 82, 84, 86 (1989).
 14. "The Effect of Municipal By-Law on Gasoline Retailing," The American Society of Planning Officials Yearbook, (1971).
 15. "Four Sets of Variables in Retail Location," B.C. Geographical Series (No. 12) pp. 129-152, (1971) with D. Rothwell.
 16. "Fruit and Vegetable Processing in California," OECD Agricultural Review, Vol. 18, (No. 3) pp. 90-96, (1971) with F. Dalichow.
 17. "The Geography of Four Corners," Papers and Proceedings of the CAG, (1971).
 18. "How to Prepare for a Public Hearing," Signage Review, Palo Alto, Calif.: Signage Research International, Vol. 1 (No. 1) with K.E. Claus.
 19. "Increasing Effects of Federal Regulation," Signs of The Times, Vol. 210, (No. 13) pp. 30,36-40, 46, 48, 50, 52, (1988).
 20. "Irrigated Agriculture: Economic, Environmental, Disposal, and Legal Problems." The Appraisal Journal, Vol 55, (No. 3) pp. 406-418, (1987) with K.E. Claus and D.W. Large.
 21. "Land Use Regulation and Signage: Legal and Legislative Considerations," Signs of the Times, Vol. 210 (No. 7) pp. 36, 38; Vol. 210 (No. 8) pp. 20-28; Vol. 210 (No. 9) pp. 50B, 52, 56-60, 64; Vol. 210 (No. 10) pp. 14, 20 (1988) with K.E. Claus, S.L. Claus, and D.W. Large.
 22. "Measuring the Quality of a Low Order Retail Site," Economic Geography, (April 1972) with Rothwell and Bottomley.
 23. "Nuisance: A Land Use Regulatory Tool that Can Threaten the Existence of On-Premise Signs," Legal Issues column, Signs of the Times, Vol. 210, (No. 4) pp. 60-65, 68, 72-84 (1988) with K.E. Claus.
 24. "The Present State of the Sign Industry: A Summary," Study conducted by Institute of Signage Research, Signs of the Times, Vol. 202, (No. 1) pp. 25-28, (1980).
 25. "Police Department of Chicago v. Mosely," Signs of the Times, Vol. 211, (No. 2) pp. 64, 66, 68, 70, 72 (1989).
 26. "Problems in Writing the New Sign Code," Signs of the Times, Vol. 196, (No. 5) (1973) with K.E. Claus.
 27. "Public Relations: New Tactic for the 80's," Signs of the Times, Vol. 202, (No. 1) pp. 82-84, (1980).
 28. "The Regulator and the Regulated: Effects of Municipal By-Laws on Gasoline Retailing." Planning 1971, American Society of Planning Officials.
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29. "Roadside Billboards: The 1965 Highway Beautification Act," The Cornell Hotel and Restaurant Administration Quarterly, Vol. 16, (No. 4) with K.E. Claus.
 30. "Signs As a Planning Tool," Proceedings of the Urban Signage Forum, pp. 80-95, (1979).
 31. "Small businesses are hurt the most: Summary of the 1973 Oregon Sign Lighting Ban Survey." Signs of the Times, Vol. 196, (No. 4) (1974) with K.E. Claus and Nancy Romer.
 32. "Stand Up for Your Rights," Signs of the Times, Vol. 209, (No. 10) pp. 118-121, 186, (1987) with K.E. Claus and D.W. Large.
 33. "Street Signage and the Business Net Worth," Signs of the Times, Section 2, Vol. 209, (No. 10) pp. 80-111 (1987) with K.E. Claus and S.L. Claus.
 34. "Technical and Psychological Considerations For Sign Systems In Libraries," Appendix in Sign Systems For Libraries, by D. Pollet and P. Haskell, New York: R.R. Bowker Company, (1979), pp. 229-241 (Institute of Signage Research).
 35. "The Vancouver Retail Gasoline Market," B.C. Geographical Series (No. 12) pp. 153-163, (1971) with D. Rothwell.
 36. "The Variance: Protecting and Maximizing Client Rights," Legal Issues column, Signs of the Times, Vol. 210, (No. 2) pp. 46, 52-62, 176; Vol. 210, (No. 3) pp. 26, 31-32, 37-42, 46, 50, 54-56 (1988) with K.E. Claus.
 37. "Sign Codes and the Need for Advocacy," Signs of the Times, Vol. 205, (No. 9) pp. 71, 119, 120. September (1983).
 38. "Sign Codes and the Need for Advocacy," Signs of the Times, Vol. 205, (No. 10) pp.72-73. October (1983).
 39. "Sign Valuation: Real Estate or Personal Property," Signs of the Times, Vol. 209, (No. 12) pp. 68, 70. December (1987) with K. Claus.
 40. "Is a Sign Company and Advertising Service?," Signs of the Times, Vol. 209, (No. 11) pp. 130-134. November (1987) with K. Claus.

PAPERS, PAMPHLETS AND MISCELLANEOUS PUBLICATIONS

1. A Brief in Support of Good Signing Regulations, the Illuminated Sign Manufacturers' Association of British Columbia.
 2. Carwash Signage, Institute of Signage Research, Palo Alto, (1979) with K.E. Claus.
 3. Commercial Signage and Energy, Westarc Neon Associates, Denver, Colorado, (1976).
 4. The Cost of Desert Agriculture Without Land Use Planning: The Grasslands of Merced County, California, a Case Study, (March 13, 1984) with K.E. Claus.
 5. The Department of the Interior in 1984: Orwell's Predictions Come True, a working paper prepared for the State Water Resources Control Board of California, (October 15, 1984) with K.E. Claus.
 6. The Dialogue Between Municipal and Industrial Decision-Makers: Site Selection, Development and Operation of Automobile Oriented Retailing, University of British Columbia, Geography Department, (September 21, 1970).
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7. Economic Impact Study, City of Madison, Wisconsin, Proposed Street Graphics Control Ordinance, Institute of Signage Research, Palo Alto.
8. The Fruit and Vegetable Canning Industry In The Santa Clara Valley, San Jose, California, (August, 1966)
9. Guideline Standards For On Premise Electric Signs, National Electric Sign Association, (June, 1968)
10. An Independent Study of the Advertising Effectiveness of Time and Temperature Public Service Displays for Financial Institutions, Claus Research Associates, Palo Alto, (August 1974).
11. The On-Premise Sign Industry: Present Status and Future Potential, Claus Research Associates, Palo Alto, (January 1974).
12. Policy Considerations in Signage Regulation, American Sign Indicator, (November 1973).
13. A Review of the Street Graphics Concept, National Electrical Sign Association, Oak Brook, Ill. with K.E. Claus.
14. Signage Quarterly San Diego Study, Vol. 1, No. 1, (1978).
15. Signage Quarterly State of the Industry, Vol. 1, No. 2, (1978).
16. Signage Quarterly Glossary, Vol. 1, No. 3, (1978).
17. Signage Quarterly Energy Report, Vol. 1, No. 4, (1978).
18. Signage Quarterly Carwash Signage Program, Vol. 2, No. 2, (1979).
19. Signs and Your Business, Small Marketers Aid # 161, U.S. Small Business Administration, (April 1977) with K.E. Claus.
20. Some Basic Issues in Sign Control: Review of the Sign Ordinance Advisory Committee's "Progress Report to Dallas City Council, March 6, 1972", Claus Research Associates, Palo Alto, (1972).
21. Spatial Dynamics of Gasoline Service Station Site Location, Western Oil and Gas Association, Los Angeles, (June 1969).
22. Signs: Showcasing Your Business on the Street, U.S. Small Business Administration, MT-12, (July 2001) with Susan Claus.