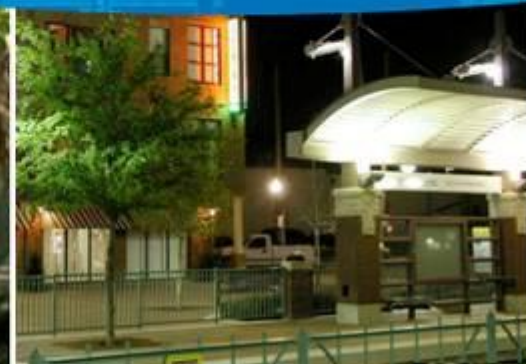




A Plan for Tomorrow: Creating Stronger & Healthier Communities Today





A Plan for Tomorrow

- » **The U.S. population is expected to increase 33% by 2030 to 376 million.**
- » **That's 94 million more people than there were in 2000.**
- » **About half of the homes, office buildings, stores and factories needed by 2030 don't exist today.**

– Source: Brookings Institution

A Plan for Tomorrow



- » **Growth = Choices and Opportunity.**

- » **Sprawling, low-density growth:**
 - Creates long commutes
 - Creates bedroom towns with no sense of community
 - Consumes natural areas
 - Damages the environment with air and water pollution

A Plan for Tomorrow



- » **Build a new model.**

- » **Strong, healthy communities have:**
 - Walkable, mixed-uses
 - A mix of homes for a wide range of residents
 - Green space
 - Strong economies
 - Balanced budgets



A Plan for Tomorrow

» **The critical ingredient...**



**...well-planned,
higher-density, mixed use development**



Well-Designed Density



Well-Designed Density

» **We are not talking about this:**





Well-Designed Density





Well-Designed Density





Benefits of Density



Benefits of Density

» **Good density can:**

- Enhance our **economic competitiveness** by attracting a diverse resident base
- Reduce pressure on local **budgets**
- Reduce **commuting** time
- Protect the **environment**

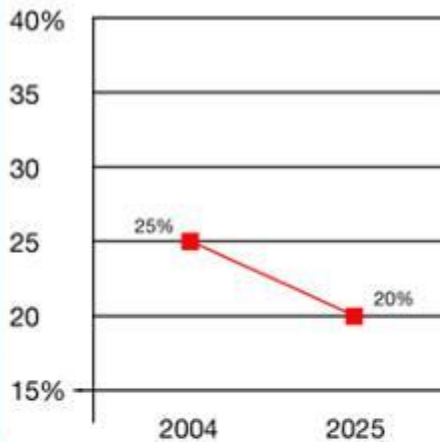
The image is a composite graphic. On the left side, there is a photograph of a modern, multi-story residential building with light-colored siding and dark roofs. On the right side, there is a photograph of a person in dark clothing walking a dog on a leash along a paved path. The background of the right side is a plain, light color. A large, stylized banner with a gradient from yellow to red and a repeating geometric pattern is positioned across the center, containing the text "Attracting the Best".

Attracting the Best



Attracting the Best

Projected decrease in percentage of married couples with children.



- » **For 50 years, families with children drove America's housing industry.**
- » **But now, married couples with children make up **less than 25 percent** of American households.**

– Source: U.S. Census Bureau

Attracting the Best



- » **Today's fastest growing households are:**
 - Young professionals
 - Empty nesters
 - Single parents
 - Couples without children
 - Senior citizens

- » **They create demand for:**
 - the **Live/Work/Walk** experience
 - **Apartments, condos and townhouses**



Attracting the Best

- » **In a national survey, 6 out of 10 prospective homebuyers chose a higher-density, mixed use community.**



– Source: Smart Growth America and National Association of Realtors



Attracting the Best

- » **40%** of apartment residents choose to rent for lifestyle reasons — not because they have to.
- » Nearly one-quarter of renters earn **\$50K or more.**

– Sources: Fannie Mae Foundation; U.S. Census Bureau

© Steve Hinds Photography



Attracting the Best



- » **Higher-density development offers homes that are within reach of vital community members such as:**
 - Teachers
 - Nurses
 - Fire fighters
 - Police officers
 - Retail salespeople

- » **And our own children!**

Attracting the Best



- » **Demand for higher-density homes will hit new highs by 2015 due to an influx of:**
 - 78 million downsizing **Baby Boomers**
 - 78 million **children of the Baby Boomers** graduating from college
 - 9 million new **immigrants**
 - Service and **municipal employees** priced out of the neighborhoods where they work

– Sources: U.S. Census Bureau, U.S. Department of Homeland Security Office of Immigration Statistics



Balancing Our Budget



Balancing Our Budget

» **Sprawl is expensive!**





Balancing Our Budget

- » **Compact development reduces infrastructure costs and **saves money**.**
 - Average annual cost to service a new family of four (police, fire, highway, schools and sewer):
 - Compact suburban Shelby County, KY = **\$88.27**
 - Sprawling Pendleton County, KY = **\$1,222.39**
 - Sources: Brookings Institution



Balancing Our Budget

- » **Nationally, the U.S. can save over \$100 billion in infrastructure costs over 25 years by growing compactly.**
- » **Chicago can save \$3.7 billion over 20 years by growing compactly.**
- » **Charlottesville, VA can save \$500 million in transportation costs with compact development.**

– Sources: Urban Land Institute, Chicago Metropolis 2020;
Thomas Jefferson Planning District Commission



Jumpstarting Our Economy



Jumpstarting Our Economy

- » **Attract new employers and retain existing ones.**
 - Employers need workers.
 - Workers need housing.
 - Without housing, workers and jobs leave a community.
 - Towns lose out on consumer spending and tax revenue.



Jumpstart Our Economy

- » **Minneapolis-St. Paul region loses out on an estimated **\$265 million per year** in consumer spending and business taxes because it lacks sufficient housing.**

- » **New Hampshire's housing shortage will cost it **2,800 jobs annually**, \$121 million in reduced personal income and \$33 million less state and local revenues**
 - Sources: GVA Marquette Advisors and Maxfield Research; New Hampshire Workforce Housing Council



Jumpstarting Our Economy

» Attract **new retail** development.

- Densities of **8 to 12 homes per acre** can create compact low-rise centers that can support a lively business district, mixed uses, and public transit nodes.
- 1,000 to 2,000 new houses and apartments within a 10-15 minute walk can support **new retail areas**.



- Sources: Massachusetts Citizens Housing and Planning Association; Byrne McKinney & Associates and Goody Clancy Architecture, Planning and Preservation

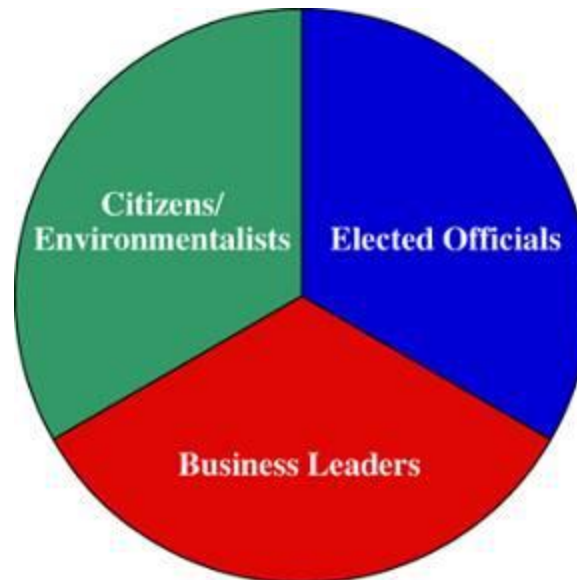


Next Steps: Take Action!



Take Action

- » **If you like what you've seen, we need to **take action**. It won't just happen.**
- » **Everyone** has a role to play.

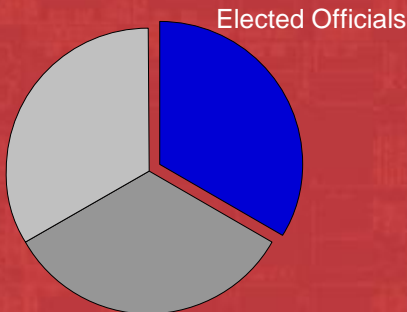




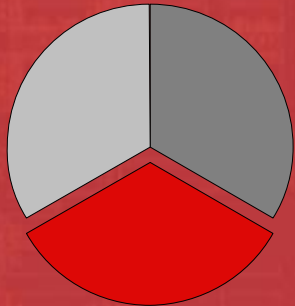
Take Action

» **The Role of Elected Officials:**

- **Change the regulatory climate**
 - Update our zoning/land use regulations
- **Change the economic climate**
 - Density bonuses
 - Tax deferrals and reductions
 - Fee waivers
 - Setting aside or buying down the cost of land
- **Change the dialogue**
 - Educate citizens – density brings new amenities, new jobs, new tax revenues, new retail
- **Change the political climate**
 - Sponsor sessions with local citizens, planners and other stakeholders to develop a common public vision of how to grow in the future.
 - Assure citizens you will insist on quality



Take Action



Business Leaders

» **The Role of Business Leaders:**

- Attend **planning meetings** to support good projects.
- **Lobby** for zoning law changes that allow for higher density and mixed uses.
- **Locate** businesses near public transportation and existing infrastructure.
- **Encourage employees** to actively support proposals for higher-density housing near jobs and transportation.

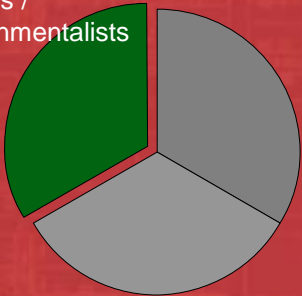
Take Action



» **The Role of Citizens:**

- **Get educated** about the importance of compact, mixed use development and spread the word.
- **Get involved** early in comprehensive community planning.
 - Urge local leaders to create a community-based vision for future smart growth
- **Attend planning meetings** and insist on:
 - Quality design that fits in with the community
 - Track record of success
 - Integrated with the transportation system

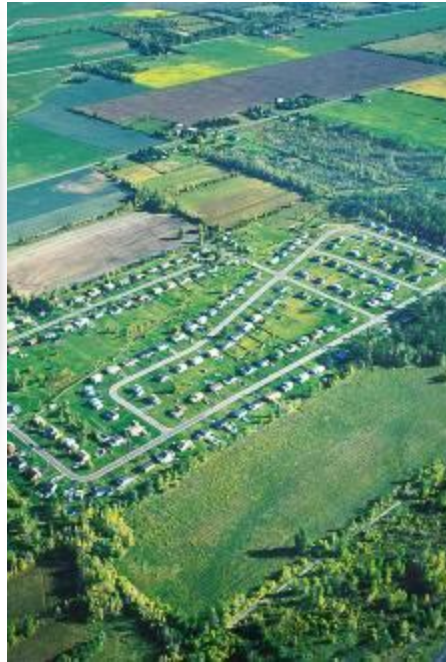
Citizens /
Environmentalists





Take Action

» **The future is *our choice*.**



or





Take Action

For more information, contact:



- (202) 974-2300
- www.nmhc.org



- (202) 547-1141
- www.sierraclub.org/sprawl



- (202) 624-7000
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