

URBANGREEN

A Framework for Change

Developing Sustainable Communities

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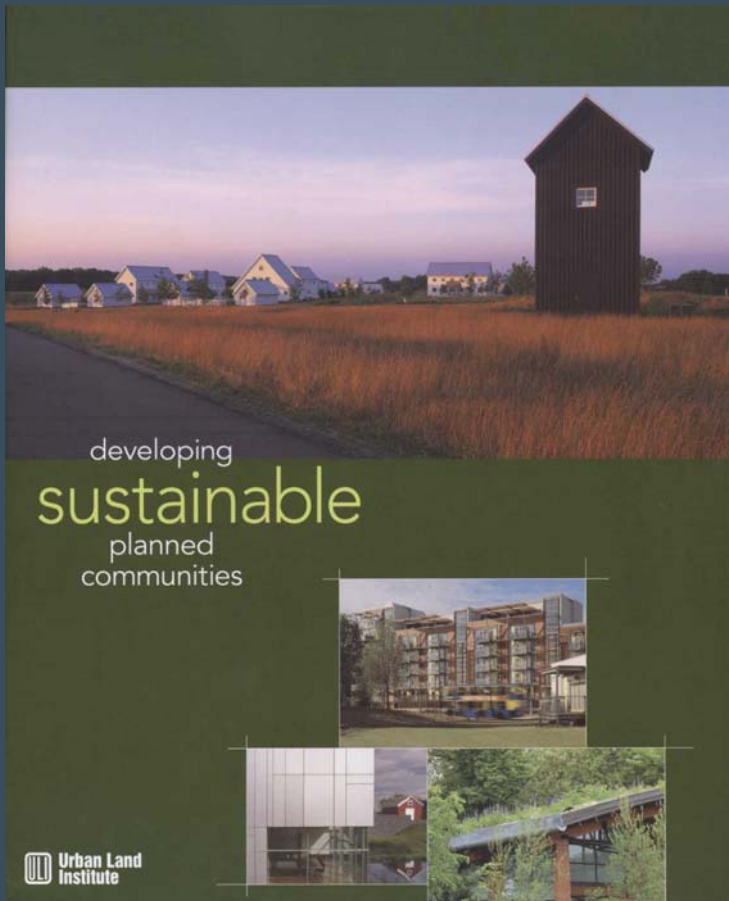
ULI San Francisco District Council

“We are not in the home building business, but in the human habitat business.”

We are not in land development, but in the community building business.”

John Knott, CEO Noisette Development Company

ULI + Sustainable Communities



The Practice of Environmentally Responsible Development

March 1997

'Greenfield Development without Sprawl'

February 2004

'Ten Principles of Smart Growth on the Fringe'

January 2005

Sustainable Development: Principles and Practices for Green Communities

March 2007

'Developing Sustainable Planned Communities'

August 2007

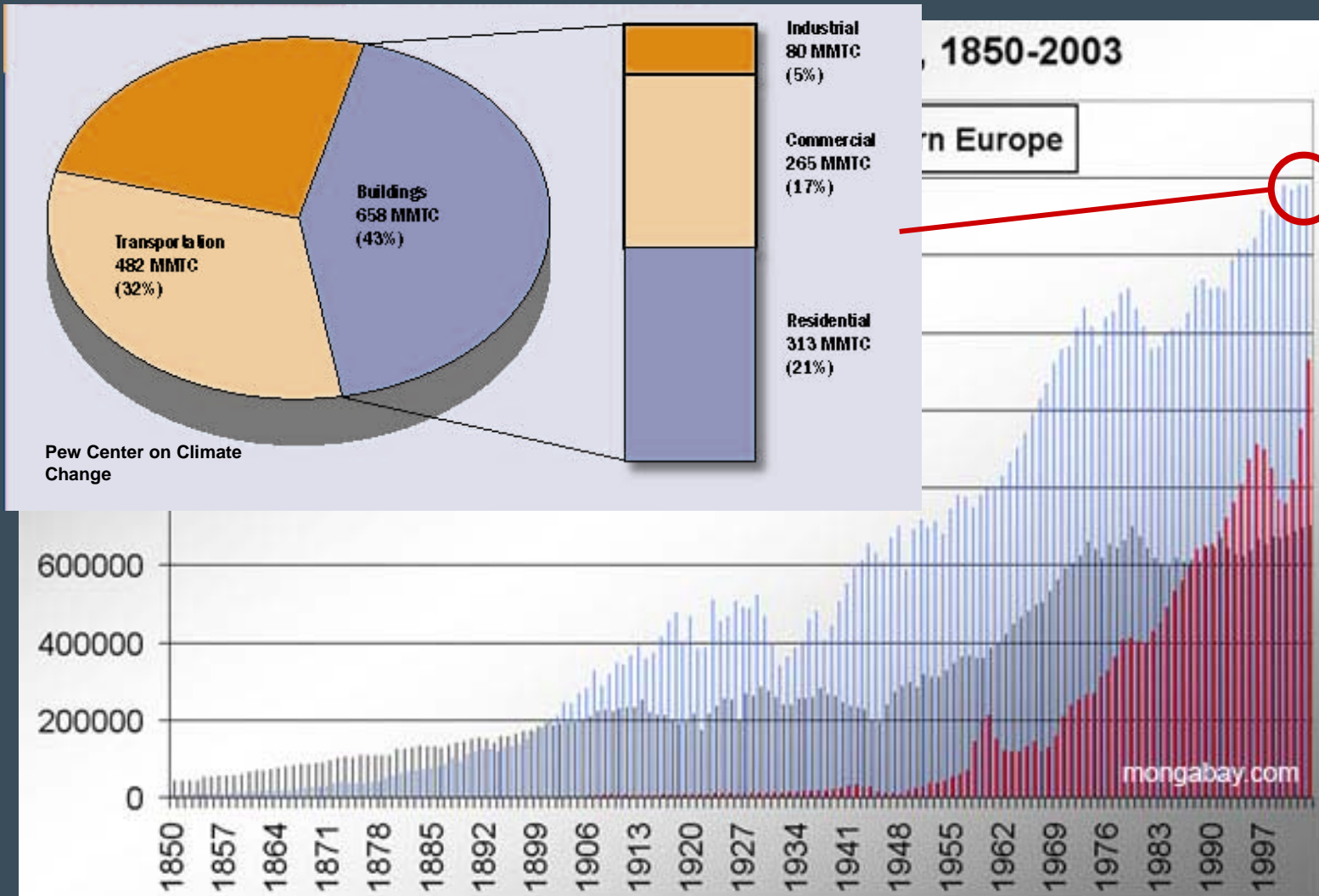
Sustainable Development Panel Advisory Services

January 2008

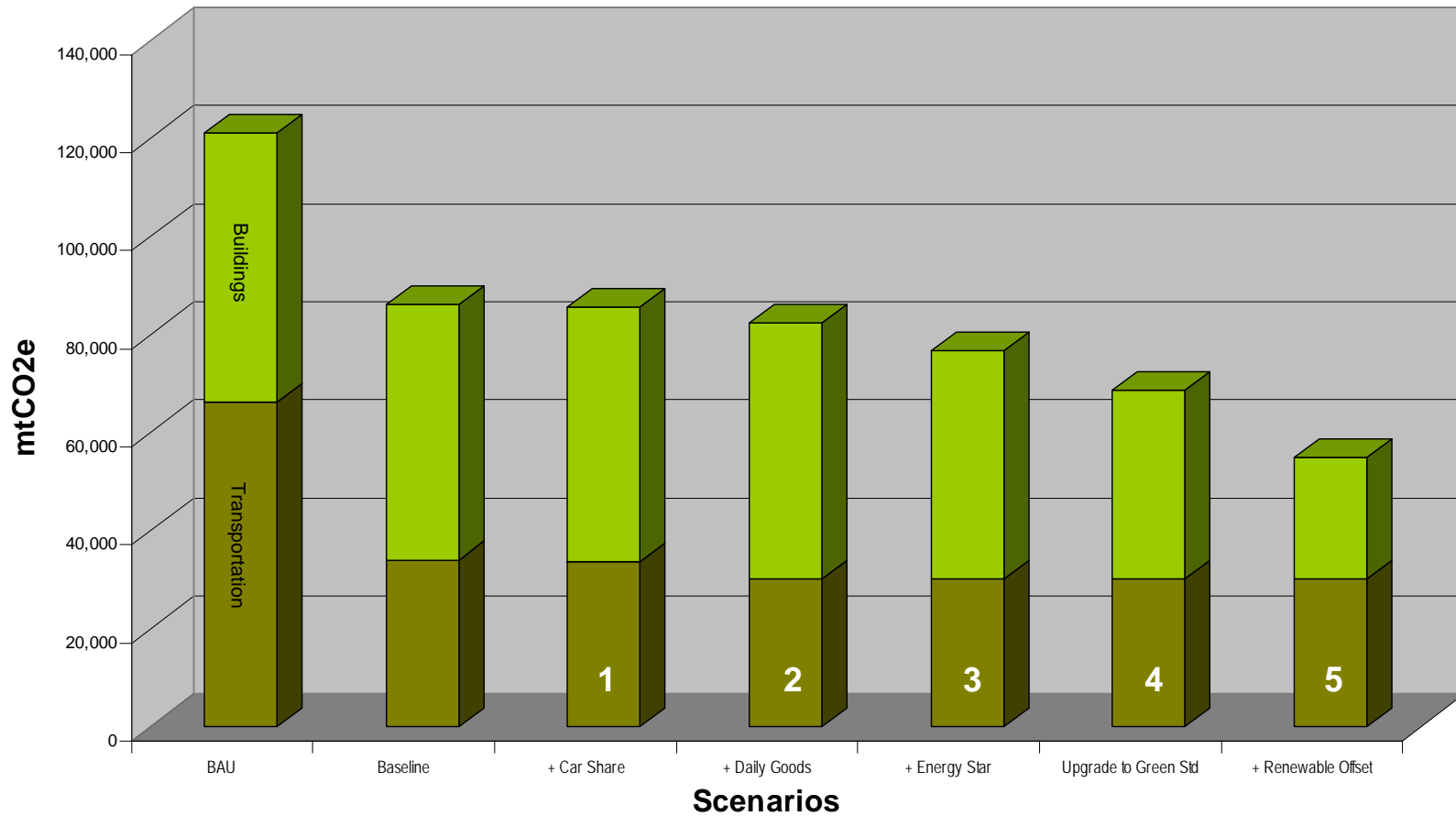
15 Years in 10 Minutes

- Carbon, growth and land development patterns
- Deconstructing the sustainable community
- Three things to take Home

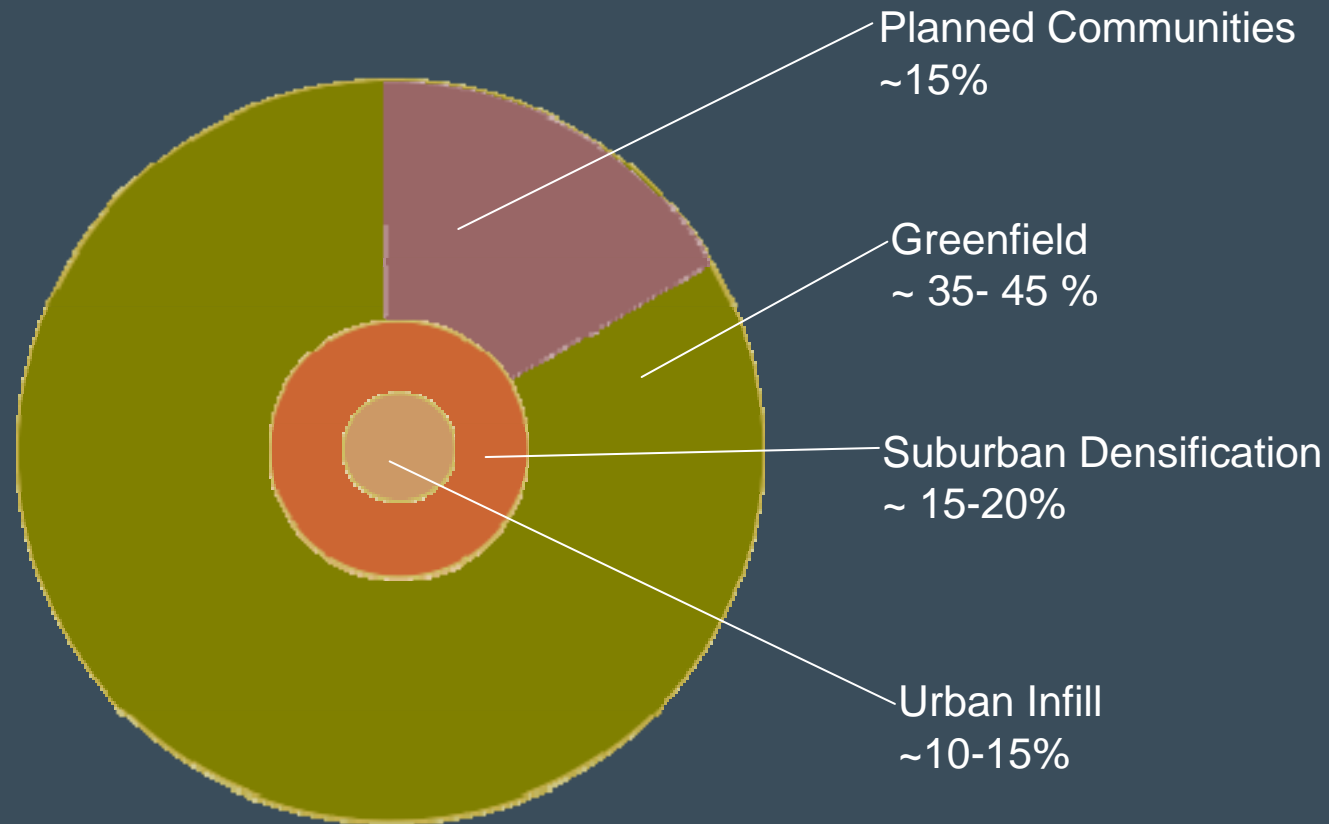
The Carbon Imperative



Carbon and Location



Location Reality



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The Sustainable Community

Contributes to the environment, region and surrounding communities;

Healthy systems, natural and man-made

Inter-generational and demographically diverse;

Carbon neutral at a minimum, carbon negative at best;

Memorable and enduring quality of place;

Evolutionary framework that is flexible and adaptable;

Economically successful – as a community and as a development enterprise;

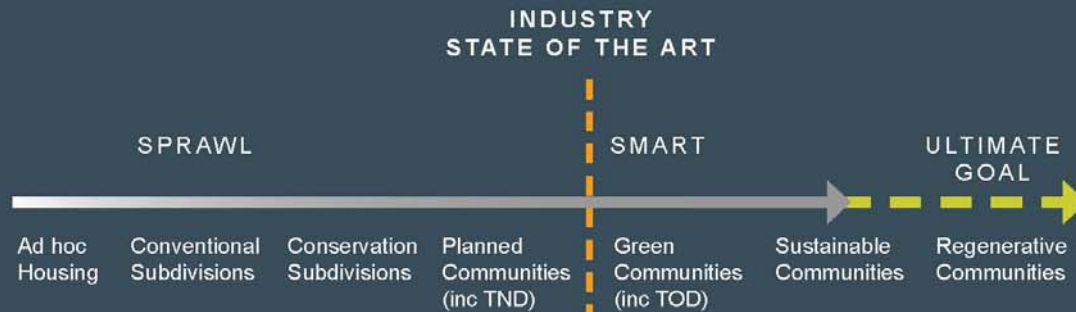
Evolves governance from the community;

Openly shares lessons, so others can build on its success.

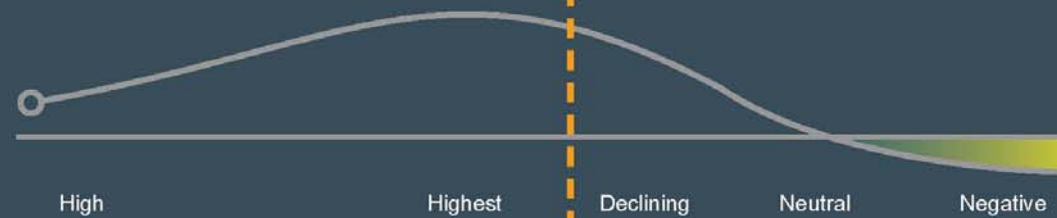
The UrbanGreen Thesis

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LAND DEVELOPMENT FORM

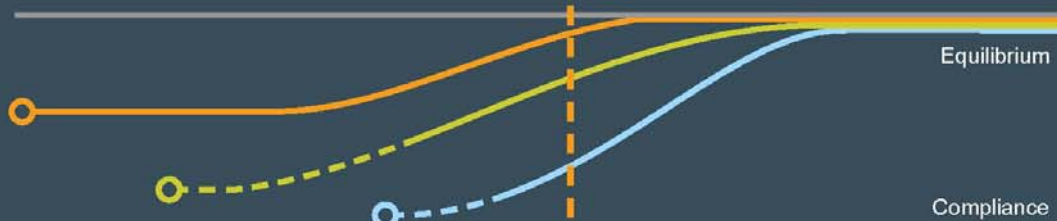


CARBON FOOTPRINT



BALANCED METRICS

Economics
Ecology
Equity



URBANGREEN

Developing Sustainable Planned Communities

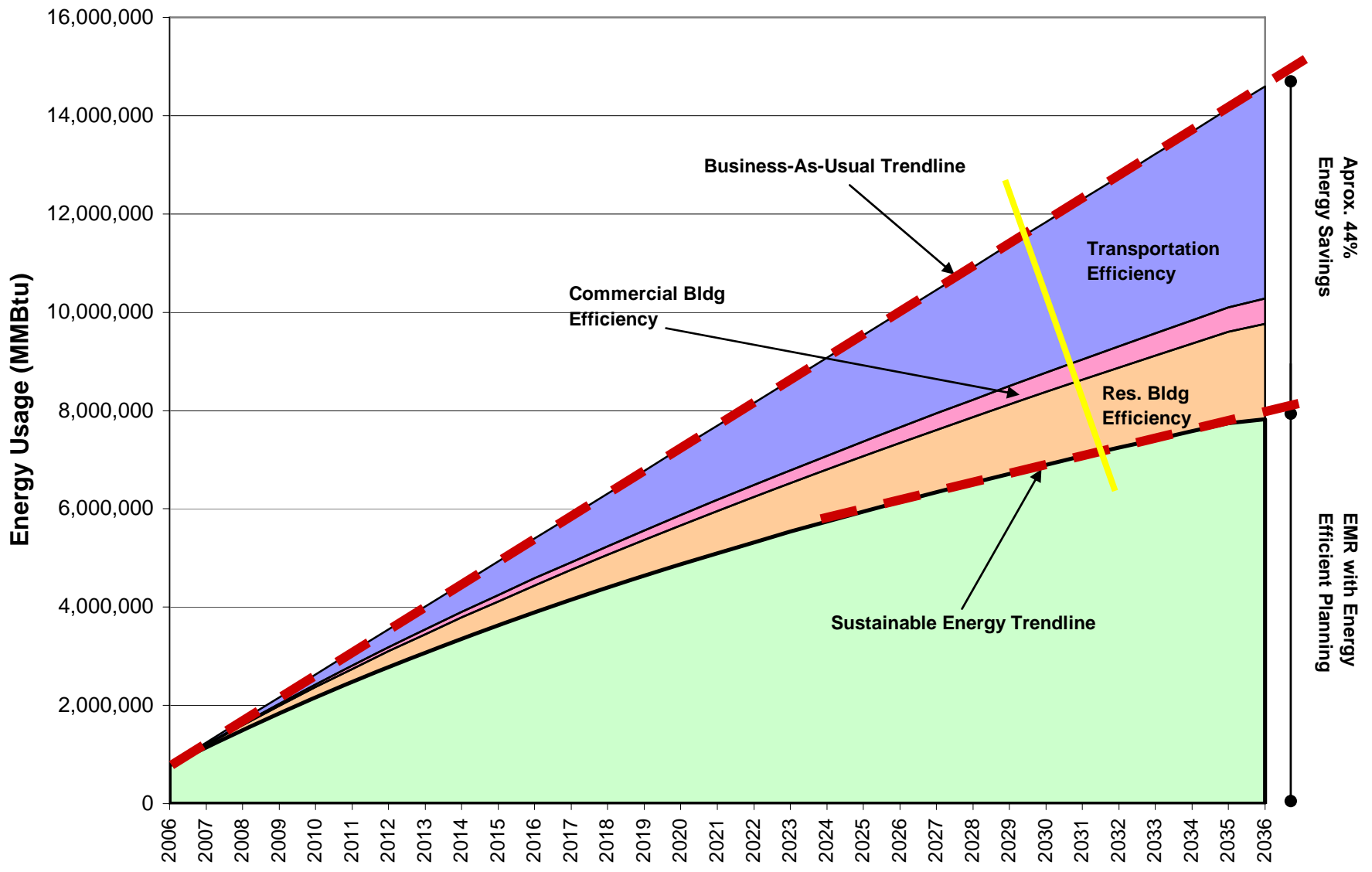
Three Things to Take Home

Change your process

- Iterative vs. linear
- Inter-disciplinary vs. multi-disciplinary
- Be prepared for messy
- Organize your capital early to support innovation
- Look for solution multipliers, not single solutions

Create intelligent tools

- Create your baseline model (BAU)
- Evaluate for high impact/ low cost actions
- Audit performance regularly
- Under-promise and over-deliver



Comparison of Energy Usage by Component

Source: *Econergy and UrbanGreen*. October 2006.

Rethink your scorecard

- Focus on content not Certification points
- Think talent and portfolio growth
- Create institutional memory at outset and build as IP
- Consider IRR in a carbon constrained world

“Tendency is not destiny.”

Jaime Lerner, Former Mayor, Curitiba Brazil

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