

# CNU IX: FROM NEIGHBORHOOD TO REGION

## Plenary

### OPENING SESSION

June 7, 2001

**Introductions: Jonathan F.P. Rose, Jonathan Rose & Companies  
Shelley Poticha, Congress for the New Urbanism**

**Speakers: Governor Parris N. Glendening, Maryland  
Mayor H. Brent Coles, Boise, Idaho**

#### **Jonathan F.P. Rose:**

One of my jobs is to give you an introduction to New York City. The Host Committee got together. We've had many wonderful meetings, and we decided to do this as a musical introduction. How could we say so much? So, we have a very short little musical piece that will describe New York.

*[Music/Slides]*

These slides were contributed by the New York Host Committee. We also had some wonderful contributions from the Bryant Park Restoration Corporation -- now we're talking about financial contributions -- Bryant Park Restoration Corporation, Forest City Ratner, Insignia Financial, the Geraldine R. Dodge Foundation, the Rauch Foundation, the wonderful Cooper, Robertson & Partners Architects and Planners and Leland Development Company, the extraordinary Island Press, Robert N. Stern, Brian and Lindsay Shea, the Bank of New York, Independence Community Foundation, John Montague Massengale, Parsons Brinckerhoff, ERA, Hutton Associates, Lee Weintraub and Melanie Hoffman. Thank you very, very much.

Okay. A brief overview of New York. This essentially is going to be a description of what we have to learn from New York, what CNU can learn from New York and what New York can learn from CNU.

So, this is a view of the region. It's a little hard to see this slide. But, you'll see we're really surrounded by water. We're a very watery city and in fact our founding was because we are on the Hudson River and this is a key trade point. We were also blessed with an amazing infrastructure of rail. This shows you how rail reaches out to almost every part of our suburbs, and the rail has really been a defining element in our infrastructure. What arose -- and you'll see this a little bit later -- were a whole series of the first transit oriented development rail towns in the early 1900s.

We start in the north and on the edge with wonderful swaths of open space. There has been a tremendous amount of work saving this open space. This shot is taken an hour from New

York City. We have a really wonderful resource of open space. And a lot of effort to preserve it. Again, they are all connected by transit. The region is enlivened not only by the open space, but the open space is then a purifier for our water. The city actually has the best water system around. The transit which you see. Internal open space into the city. A whole network of parks. You know Central Park, but there are many, many others. Earlier was the Brooklyn Bridge. And mass transit. Here is a subway line which becomes elevated when it gets out of Manhattan feeding Queens Village.

I'm going to give you a tour down from the outer side into New York City. So, this is about an hour and fifteen minutes away from New York City. See how incredibly preserved it is. We're on the shores of the Hudson River. This is a town called Cold Spring. It's got wonderful old architecture and a great main street. It is completely transit accessible as most towns are. A great old fabric. This is the main street. Retail ground floor, shops above. Affordable housing. This is a reservoir. The city is really ringed by a reservoir system. The city was going through a cholera epidemic in the 1840s and the solution was to build a great network of reservoirs. People who built it were very far sighted. They imagined a population more than ten times the population of that time. They built huge water tunnels. And this not only helps preserve open space but is part of our water supply system.

I'm going to walk you through one of the railroad towns. This is the town of Katonah and it happens to be a reservoir town. It's on a reservoir. In fact, it was moved 100 years ago because it sat in the bottom of where a reservoir is now. It was planned by the firm of Olmstead, by Olmstead's son actually. So here we are. We're getting out of the train right into the village. Village library. Housing. You see no traffic lights in the turn arounds. A church. The butcher. The baker. A candlestick maker. A florist. The barber. A hardware store. Barber shop. All of these are small locally owned businesses. Not a franchise store in the town. All locally owned businesses. A completely thriving main street. Affordable housing on the main street. Housing and offices above the shops -- all clustered around the train station. Open space preserved around by the rail station. A wonderful fabric as you saw when you saw the traffic circle. The boulevard street. And so, what we are trying to do in New Urbanism today was done a hundred years ago. There are probably 50 examples that one can see in the metropolitan region.

Another town now. Closer. See how much denser it is as we get closer to the city. It's denser. This is Irvington, New York. In Irvington you can see the following pattern in the 1600s. In the late 1500s it was aboriginals where the Indians lived. They lived basically off the oysters and the fruits of the Hudson. The Hudson was salty at this point. Then it was where the Dutch settled and where Washington Irving wrote the Rip Van Winkle stories. Then it became farmers. Then it became industrial. This is an old industrial building which was renovated and now it has become a contemporary telecommunications hub. It's a place where the fashion industry that

wasn't to be in New York is located. A commuter, a very diverse town. So, this is what we see in our train station villages on the Hudson closer to New York.

Riverdale is the first town -- now we're going down the Hudson still -- the Palisades -- the Rockefeller family did an extraordinary thing. It preserved this entire bank of the Hudson for miles and miles. So, wherever you are, you look out and see pure open space. Of course, it was because that was the view of their house. It was a very generous thing to do.

So here we are at the first town in the Bronx. In northern Bronx. And almost a dirt road. People don't think that this is how they can live in New York City, but you can. And there are actually very good schools in this area too. And then, interestingly, the gradient runs the opposite of the way we would probably recommend. So, from the train station it's almost rural. And then it goes suburban -- but all within walking distance of the train station and garden apartments -- and then finally the farthest from the train station are the densest, the apartment towers. But all these people can walk to the train station.

Now, this is Queens. Forest Hills, a real design masterpiece. These are all outer borough housing. Tremendous housing resources in New York City. Brooklyn brownstones. The Bronx where we get denser again. So, we're following a density gradient. This is actually a building that was built by my great uncle and father in the late 1940s. Many of those buildings you see are all built around courtyards and gardens. So, they are dense, but they are near parks. They're near transit. They're near schools and have interior open space.

We get into lower Manhattan now. In Tribeca. And you can see a higher grade of density. Really the whole loft movement for the country started in this area. And this is a wonderful building on Times Square that was designed by Fox & [inaudible]. It's the greenest building in America. It is a modern office building. It has fuel cells, solar panels on the wall. So even in our modern architecture, we are integrating a sense of connection to the environment.

New York City is also very enlivened by its culture. This is the reading room of the New York Public Library. This is the Brooklyn Academy of Music. Carnegie Hall. Lincoln Center. These institutions are actually essential for the vitality of the city. At times when the city has been in economic depression, these are the institutions that have kept it alive that encourage people to move here. The reasons why the city has actually had a new media boom is because the young artists, creative people and musicians who are attracted to this kind of culture, are the people who are able to transfer those cultural interests into the new media. Very important for the life of the city.

So those are all interesting things that we can learn from New York. I'll tell you some things that New York can learn from the Congress for the New Urbanism. This is a building in the Bronx. Courtyard building. Very, very dense. About 500 families lived here in 1980. It was abandoned in 1982. It was almost destroyed. It was taken down because it was such a blight and

a place of drugs and crime. Eventually, in 1986, it was rebuilt under a new program. But look how much lower the density is. So, here we have this extraordinary water system with this extraordinary mass transportation system and we have ignored one of the greatest attributes of the city which is the ability to use density to create value.

In our suburbs -- this is in Danbury, Connecticut. We have this great thing where they got the picture about putting the garage on the alley but then they turned the alley into the street. This kind of development could learn a great deal from New Urbanism.

This is affordable housing in New York City. Again, taking up too much of a suburban model and not an urban model. This again is in our more distant suburbs and you can see the highway. When it was put in it, literally went over the town and essentially destroyed the town by passing over it. Many cities around the country and now New York are taking down these highways and returning transportation to connect with people.

[The comment was it takes an earthquake.]

And last, here is what CNU calls a gray field. It was a shopping center. This shopping center is no longer functional. It is closed down. It runs off a flea market right now. And CNU has extraordinary models for gray field rehabilitation -- for how you put whole villages back into these wonderful empty sites because these sites are rich in infrastructure.

So, we look forward to the next few days. Hopefully you will learn a lot more about the wonders of New York City and also we in New York hope to learn about all of the wonderful things that you are doing in your communities around the country because there is a lot more we need to learn. Thank you very much.

**Shelley Poticha:**

Good evening everyone. It is wonderful to see you all here today. I'm Shelley Poticha. I'm the Executive Director of the Congress for the New Urbanism. There are over 950 of us gathered here, which is really remarkable. So, thank you all for joining us.

The Congress for the New Urbanism has always been about changing thinking about how we grow our cities and trying to find ways that really make wonderful human environments. We have two elected officials with us tonight who have been exemplary leaders in actually doing this. They are guiding lights from around the country that are putting into action many of the ideas and strategies that we talk about in all of our meetings. I think it is very important to hear from elected officials because this is really in many ways where the rubber meets the road. They take enormous risks. They put out a lot of ideas that sometimes get shot down, and they are very much our leaders. And we really owe a lot of gratitude to the risks that they take. We also, I think, should be really privileged to hear from the Chair of the National Governors Association and the President of the U.S. Conference of Mayors. I think that it is unbelievable that in a short

amount of time we should really feel privileged to have both the states and the localities talking about the ideas that we talk about and having them here tonight is just absolutely an honor.

I would like to first introduce Governor Parris Glendening from the State of Maryland. He's going to speak first and Mayor Coles will follow. I find it was very interesting actually reading both of their biographies. In many ways, as you listen to this, there are so many parallels with your interests and your experiences and your lives. So, keep an ear out for that.

Governor Glendening grew up in the State of Florida and I know we have many members here from Florida. He overcame some humble beginnings to eventually become the 59th governor of the State of Maryland. Before that though, he was not only on the City Council of Hyattsville, he was on the Council of Prince George's County. He became a county executive of Prince George's County and followed all of these levels of government up to the governorship. Similarly, he has actual training and expertise in many of the issues that we talk about. He has a Ph.D. in political science and urban administration from Florida State University. So, very, very exciting in terms of his interest in our issues for many years. In fact, for 27 years he taught government and politics at the University of Maryland. So very much steeped in all of these ideas. I think that many of you may know that the Governor has been a pioneer in the issues of smart growth and livable communities in our country and has been remarkable in his ability to really support the ideas that we talk about and actually put them into action. I think we really owe a debt of gratitude and a lot of appreciation for him taking time out of his personal vacation to come and spend with us. So, please welcome Governor Glendening.

**Governor Parris N. Glendening:**

Thank you very much. Thank you. Shelley, thank you very much for your kind comments and for your leadership as well. It is a great pleasure for me to be here. And I say this because the Congress for the New Urbanism is really on the front lines of the battle against sprawl. I thank you for your longstanding commitment to this very very critical issue. I'm honored to be sharing the podium here as well this evening with a true leader on this issue: Mayor Brent Coles whom I've worked with on a number of things. And, in fact, we're somewhat the traveling team here having appeared on several different panels to present both the state and the local view as well. I know that the Conference of Mayors is committed to addressing the issue of growth. And we were just talking. In terms of my home state, my strongest allies have been the municipal leaders, and I thank you for leadership as well.

I'm pleased to be here to talk with everyone about an issue that has taken on national importance and that is the fight against unplanned or poorly planned development. What we've come to know as sprawl. The fight for prosperity and for better quality of life which we have given a shorthand and we call smart growth. This is an issue that I have focused on for the past

six years as Governor of Maryland. I'm also very pleased that serving as the Chair as the National Governors Association, that the entire organization has adopted this as the number one priority for the states this year.

I'll talk a little bit our approach in Maryland, the national and even the international movement that is going on behind smart growth efforts. Many people view smart growth only through an environmental lens. But the fact is it also has a very significant economic development component that often goes unrecognized. As an agent of sustainable economic growth, smart growth does indeed have very widespread appeal. Under the old rules, the states attracted business based on tax structures or financial incentives. But I can tell you that in a knowledge based economy, the most important factors for businesses are now a high quality workforce, the availability of job training and a commitment to education. In addition, there is another major development in the new economy: the quality of life. The high tech, info tech and bio tech firms that are driving the new economy can literally locate any place in the world. In the new economy, companies and managers are suddenly aware that people are more mobile than physical capital. High wage workers can afford to locate wherever they want. A major part of a state's economic strategy, therefore, is to assure a high quality of life for workers. Next to education and job training, this has become the most important variable for decision makers. This view is supported by a recent Wall Street Journal article that highlighted factors that high tech industry leaders consider when making location decisions. The first and most important factor was access to a skilled and educated workforce. The second most important factor was proximity to world class research institutions including colleges and universities. Third was access to a good quality of life. Interestingly, by contrast, financial incentives and tax breaks came in last. Ten out of 10 in location decisions.

Smart growth initially grew out of concern about our environment -- in the case of Maryland particularly the Chesapeake Bay and the plight of our cities. But we quickly learned that smart growth went beyond environmental issues and revitalization concerns to the very heart of the causes of sprawl and its devastating impact. You know, in the last 50 years in Maryland, as in the rest of America, many people have associated the idea of moving up the social economic ladder with moving outward from the city itself. In the process, we have taken our natural resources for granted as if they were unlimited. We also took our communities for granted. Tearing them down or simply abandoning them. Our growth patterns were destroying the beauty of our state making congestion worse and forcing our citizens to pay higher and higher taxes to meet the cost of sprawl.

On our slides here, you will see a series of slides that show actual growth patterns in central Maryland over the last 100 years. Let me emphasize these are actual development patterns. The red represents actual parcel by parcel development. Notice how most development

in 1900 (which is what we have up here) was in Baltimore and in and around Washington, D.C. Now, watch as it changes every ten years. 1910, 1920, 1930, 1940 at the beginning of World War II. 1950, the start of the construction of the interstate highway system. 1960. 1970. 1980. 1990. And 1997 -- the last year that we have dated maps. Let me tell you, I refer to this sometimes as the amoeba that ate Maryland.

When you look at these slides to the point of comparison, look at the first and last slide again. In the last 30 years, Maryland's population has increased from 4 million to 5 million people. In the next 20 years, it will grow by another million. Where that growth goes is what concerns me. This slide shows in yellow the cumulative growth in Maryland from 1900 to 1960. Most of the growth is still centered in and around Washington, D.C., Baltimore and a few of our older established cities and towns. Now, look at where the new growth has occurred since 1961. It is almost the complete opposite as the previous slides. Not only are we consuming our farms and open space with development at an extraordinary pace, but as the red areas show, there has been a continuous exodus from our established cities and towns. When you put these two maps together with the yellow representing growth up until 1960, and the red representing growth since 1960, you see what we are talking about when we discuss the dangers of sprawl. If growth patterns do not change, development in Maryland will consume as much land in central Maryland alone over the next 25 years as it has during the entire 368 year history of our state. Think about that for a moment. In the next 25 years (unless we change our patterns) we will consume more open space than we did in the first 368 year history of the State of Maryland.

And this is not a problem that is unique to the Baltimore/Washington corridor. It is a challenge being faced by community after community and state after state from Miami to Las Vegas and from Seattle to Boston. The negative impacts of rapid growth are being felt. In addition, sprawl was destroying the very sense of community that so many of us have known throughout our lives. This sense of community was being lost as society divided along two paths (both ultimately unacceptable) -- with some living on five acres lots in gated communities, isolated from their neighbors with no real sense of community while others were being left in the inner city with abandoned shops and boarded up homes, the residue of a once thriving community. This is a challenge that we continue to face today.

Sometimes when you think about the numbers, it's important we put it on a personal scale of what we mean by community. I always tell people of an incident that happened in my life that really demonstrated this. I remember a time when my son Raymond was about five years old and I went home. We lived in a small community with quarter acre lots. The caregiver was there, and I asked her where our son was. He was about five years old. She said he is riding his bicycle out on the sidewalk. I went to look, and I didn't see him. And my neighbor across the way said: "You looking for Raymond? He went down around the corner." And I walked down to the

corner, where someone was working on their lawn, and they said: "Your son went over to the school." And I walked over to the school and there was a bunch of kids playing and there was a senior citizen sitting on their porch who said: "Raymond's at the tennis court." And I went over and I looked at him and his eyes got all big. He said: "Dad, how'd you find me?" He knew he wasn't supposed to leave that sidewalk. And I said: "Raymond, the whole community knows you and knows where you are." And it wasn't just because I was county executive, but we knew one another in the community. And in the sprawl that is occurring, people live next to one another for 10 years and do not even know the names of the children of the neighbor who lives next door to them. That's probably a topic for other days, but I think it's extremely important. I firmly believe that a lot of the senseless violence that we see in our society today comes out of this sense of a loss of community. For many people, an important connection one to another has been broken, and it is this connection that I believe that smart growth can help mend.

Maryland's smart growth program has quickly emerged as a specialized package of incentives -- not mandates -- but incentives with three simultaneous goals: support and enhance our existing communities, preserve our natural resources and agricultural areas and save the taxpayers the cost of new infrastructure resulting from sprawl. You know, on that last point, I have been named by a number of newspaper articles as one of the most progressive governors in the country. But I will tell you this. The idea of smart growth is really a conservative idea. Just think of the tax issue alone -- about the billions of dollars that we spend on new roads, new schools, water and sewer lines and other infrastructure just to accommodate sprawl. Billions of dollars lost in Maryland and hundreds of billions of dollars wasted across the country just to accommodate sprawl. In fact, sprawl is fiscally irresponsible.

The cornerstone of our smart growth policy is legislation that established Priority Funding Areas. This effort gives us a framework for decision making by focusing state spending into existing communities or other locally designated state approved growth areas. Essentially, we are using the state's \$21 billion budget as an incentive to change growth patterns. Our goal is to change the fundamental driving force of development decisions: the bottom line. What we are saying is for projects outside an existing community or outside of locally designated state approved areas, we say sorry, the state will not pay for sprawl. The state will not continue to subsidize sprawl. Instead we say that you who approved the zoning or you who are proposing development will indeed pay for the cost. You may be an individual developer or it may be local government. But it will then be their job to explain to their customers and the taxpayers why they are driving up the cost of a project. Or, they can invest in existing communities and then they will avoid the infrastructure cost. The state will partner with them on incentives to make that project successful.



While encouraging growth within existing population centers, we are also preserving Maryland's best remaining farmland and natural resources with our Rural Legacy Program. Counties work with citizen groups and willing landowners to identify the most valuable areas of land and then apply for state funds to buy the development rights. Or in some cases, to the buy the land outright. The goal is to protect large contiguous tracts of land before they are lost forever to development. Taking all of our preservation efforts together: Rural Legacy Program, open space, agricultural preservation and others, we have permanently protected or preserved over 214,000 acres across Maryland in just the last six years. And, in fact, the last two years, for the first time in the history of the state, we have now preserved more land each of those years (more productive farmland and forest land) than was lost to development. If you think about it, for the first time in the history of the state, to the best of our knowledge, and probably for many states, we permanently preserved more land than was lost to development. That's part of the reason the Sierra Club named us the number one state in the country for land preservation.

As I said earlier, along with environmental preservation, smart growth is also driven by the need to reinvigorate and revitalize established communities. We have a toolbox filled with a variety of programs -- not just laws -- but programs and incentives to stop sprawl and to encourage green investments in our established existing communities. Some of the tools that we have to help us revitalize older neighborhoods and down town business districts include such things as brown field laws. We strengthened these laws just this year by authorizing the state to pay for the initial site assessment on potential brown field sites. A job creation tax credit that says that any business that creates 25 or more new jobs within Priority Funding Areas is eligible for a tax break. And programs like Live Near Your Work -- a partnership program with the private sector designed to promote home ownership in targeted neighborhoods near a place of employment so the person either walk or ride a bicycle to work. These programs and many others are outlined in what we call our toolbox here. In fact *[inaudible]* is over here. She's the new head of our Office of Smart Growth and if you want a copy of this, touch base with her.

I'm very pleased that we're continuing to build on the record of success. Just this last legislative session or last year we enacted smart codes -- a model code approach which was to encourage the reuse of older buildings and to foster infill development. This is an image of Annapolis, Maryland -- one of the most popular and most visited communities in our state. Interestingly, today it would illegal to build a city like Annapolis under zoning laws and building codes that are in books on Maryland and indeed in most states in the country. The streets are not wide enough. The buildings are not set back far enough. The densities are too high. The uses are too mixed. This is a perfect example of the obstacles that we have to overcome in order to build the quality of neighborhoods that we want. Our emphasis on preservation and revitalization took a further step forward during this legislative session. I'm pleased that the legislature approved our

GreenPrint Program which will invest another \$145 million to preserve large tracts of open space and to connect already preserved lands. Our community legacy will fund about \$15 million a year to provide flexibility in cities and towns and nonprofit groups in order to make revitalization projects work. In addition, we are investing \$45 million, and the state will pay 100% percent of the cost for new parks in our existing urban areas. And we're making a major investment in public transit. Over the last two sessions, the legislature approved our request for \$3 billion dedicated to public transit to make it more affordable and more convenient for our citizens.

This is a brief description of how smart growth works. The key element is that we have incorporated smart growth ethos into virtually every state decision. Our operating budget, our capital budget and our transportation budget are now 100% consistent with smart growth.

Let me give you a few examples of what this actually means. This is the Talbot County Social Service Building, Easton, on Maryland's eastern shore. It was not originally built as an office building and became so overcrowded that employees could not do their work. When we advertised for bids for a replacement building, the initial recommendation was in this industrial site next to our airport. The location would make sense if you were a shipping company that needed to get to the airport fast. But our social service clients do not live at the airport. And there is no mass transit to that airport. This map shows where the clients actually live. The yellow is the location of the existing building. Here is the red. It is the site proposed by the airport. Finally, here in green, is the site that we found when we examined compliance with smart growth. This site was an abandoned natural gas site. It was a brown field site. The new office will be closer to the people we serve. It will be walking distance for many. It will be on the same block where a new District Court building, a new police station and library have been constructed and it will help clean the environment as well as rejuvenate down town Easton.

Here's another example from the state budget, and it demonstrates how serious we are about this effort. As the white bar shows, 10 years ago, very little school construction money went into established communities. Most went into new construction -- in red -- mostly in the suburbs. Today, as the white portion of this shows, we put the vast majority of new money into renovating, modernizing and expanding existing schools in existing communities. And even though we have more than tripled the amount of money going to school construction funding overall, we actually today spend less building new schools out there somewhere than was spent 10 years ago.

One final example in our directive. We worked with a new satellite campus for the University of Maryland. We decided it should be located in the heart of down town Hagerstown rather than in the farm field on the outskirts of the town. This cow is standing in a field where the University of Maryland campus in Hagerstown was initially planned and the site selected by a site selection committee. Utilities would have to be extended to this site which is located along an

interstate highway and is accessible only by car. Clearly, this was not consistent with smart growth. Instead, we are going renovate and reuse an old abandoned department store building in the heart of down town Hagerstown. It's a great place to start a campus. This will only spark redevelopment of the down town business district but also we can do so without disturbing the poor cow.

You will find similar commitments to smart growth in the location of new state court buildings, new state office buildings and new state facilities. It's important to understand that smart growth does not equate to slow economic growth. And in fact the opposite. On the same side of the coin, strong economic growth does not need to equate to sprawl. When I talk about this false dichotomy, I emphasize how strong Maryland's economy is even as we lead the nation in our environmental programs. Unemployment is at near record lows and in fact continues to decline the last three months. We now have the highest family income in the nation. We have the second lowest poverty rate only second to the State of Utah. We have the second lowest children's poverty rate only second to the State of Utah. Our welfare case loads are down 66%, and we were able to cut 28 taxes returning \$2.6 billion to the taxpayers all at the same time that we aggressively put the focus on stopping sprawl and protecting the environment. Clearly, you can have a strong growing economy without sacrificing the environment and producing sprawl. We simply have to rethink how our states and local governments do business.

This is an effort that the governors have taken up across the nation with different approaches. There is really no right way or wrong way to pursue the goal of smart growth. It is clear that when Maryland launched the smart growth anti-sprawl program, it triggered a nationwide movement. Since our landmark legislation was passed in 1977, 24 other states have enacted significant growth management legislation and this year *[inaudible]* governors talked about smart growth issues in their state of the state addresses. One aspect that we are focusing on more and more is the way in which smart growth calls upon citizens to rethink their old ideas about growth. People will often tell you there are two kinds of growth they do not like: sprawl and density. We all know that these are in fact the only two realistic options.

As a former college professor who taught at the University of Maryland for 27 years, I am not encouraging people to ascribe to Ds. But there are two Ds that we should pursue: density and design. Here are a few examples of density and design that we have been working together to produce in Maryland. This is the new McDonalds restaurant in historic Annapolis designed to fit into the city. This Barns & Noble Bookstore in Bethesda, Maryland is part of a large mixed use pedestrian oriented development that can be reached by train, by bus, by car, by bike or by foot. And this is the Kentlands in Montgomery County -- maybe the best example in Maryland of what new urbanists call traditional neighborhood development. Even the pedestrian oriented retail

sector of Kentlands, you have the big box hardware store, Lowe's, made compatible with community through a better less than intrusive design.

When smart growth begins to establish itself across the nation, it's time to consider the next steps of the movement. I know as a former professor you can guess what my first next step is -- and that is the need for more research. We need to look across the country to find out what strategies are best to advance smart growth. Which tax incentives are most effective? Which approaches have been successful? That is why we have established a National Center for Smart Growth Research and Education at the University of Maryland College Park. This center will be a leading national and even international research center on sprawl and growth. The center will also work to determine the true cost of sprawl. (Not just the infrastructure cost, but the tremendous social cost that comes with the abandonment of communities and disinvestments in our older areas.)

Another next step is the need to involve the federal government as a strong, active partner in these efforts. Think about it. Federal policies. Good, positive, well intended policies fueled the exodus from established communities and the spread of sprawl: the GI Bill, the Home Mortgage Program, the Interstate Highway Program. These good policies which made life better for many people across America also rewarded sprawl. We are now beginning to undo the damage of decades of unchecked sprawl. It's not easy, but it can be done and the federal government must play a critical part. Just as the state is reconsidering the location of state facilities and expenditures, the federal government can do the same. Federal court houses, offices and post offices must be established in long existing communities. In addition, federal programs like small business loans can target and even be restricted to businesses in existing communities.

Finally, just as the interstate highway system was a good idea that brought unintended consequences of sprawl, so too is the noncontainment aspect of the Clean Air Act that can sometimes push growth into undeveloped areas. I fully support the EPA efforts on the national standards for clean air. But, at the same time, we can make greater efforts and incentives to meet those standards while stopping the sprawl that results from saying this is noncontainment. You must build elsewhere. Another step which requires support on every level -- federal, state and local -- is that we must shift transportation emphasis from building more and more roads which ultimately make more sprawl and congestion and instead invest in public transit. Right now federal transportation funding still favors highways over transit by an unacceptable 80% to 20% margin. I might note by the way of contrast. This year, for the first time in Maryland, Maryland's new transportation spending is now almost equally divided between highway construction and public transit. The next step is perhaps our biggest challenge and that is we must create a smart growth ethos within our citizens, our businesses, our local leaders, our state

officials, everyone. The smart growth, anti-sprawl movement must be more than a single project here or there -- a forest protected or a neighborhood revitalized. It must become a way of life.

Let me close with this observation. There are two very different visions for the future of my State of Maryland and the need for America. Consider the possible consequences if we fail. Almost every farm plowed under and practically every forest paved over and growing traffic congestion. The progress we have seen in protecting the Chesapeake Bay with oysters, rock fish and crab being in decline and heading toward extinction. Our cities all but abandoned with houses and businesses boarded up like gated communities in reverse where our impoverished citizens are trapped just as surely as if they were in prison. People moving farther and farther out -- farther apart. Our very sense of community, our very soul irretrievably lost. This is a future we cannot accept, and it is within our power to prevent it. Think about it. Maryland and America are in a tremendous position of strength both fiscally and environmentally.

Imagine a different future -- a different vision that is indeed within our power to create. A future based not just on economic prosperity but on community prosperity. Where people spend evenings having dinner with family or at a daughter's soccer game, not sitting in traffic jams. With vital, walkable communities where people can work and have dinner and visit museums or attend the theater in safety and comfort and where our precious natural resources are not just protected but restored for future generations. Where our children will be able to take their children to catch rock fish in Chesapeake Bay just the way I did with my son Raymond.

Let me conclude with the observation: this is a long battle. Sprawl did not occur overnight. We as a country have worked very hard for 50 years to create sprawl. We're not going to end it overnight. But I think with your work and your leadership we're changing the direction. And I'll conclude with a story. So when you get a sense of despair -- are we going to get there, are we going to do it? Keep this in mind and it will put our progress in perspective.

A story is told about a young coed at the University of Maryland back in the 1970s when we had our riots -- what we called the annual burning of the campus. She wrote her parents a letter that went something like this. Dear Mom and Dad. I'm sorry to be so long in writing. But all of my stationery was destroyed the night the demonstrators burned down the dorm. Please don't worry about where I'm living. A kind boy (Bill) has offered to share his apartment with me. Mom, Dad, I know you've always wanted to be grandparents. And so please know that you will be in three months time. And don't worry about my eyesight. The doctors say it's just smoke damage and I should be able to see again soon. New paragraph. Please disregard the above practice in English composition. There was no fire. I'm not hurt. I'm not pregnant. In fact, I don't even have a boyfriend. But I did receive a D in French and an F in Chemistry, and I wanted to be sure you received the news in the proper perspective.

**Shelley Poticha:**

Our next speaker is Brent Coles, and he is the Mayor of Boise, Idaho. He has been Mayor since 1993 and prior to that he spent 10 years on the City Council of Boise, Idaho. I think it's really remarkable that we have sort of two polar scales here: the state with fairly intensive urban cities and Idaho, a more rural place, and Boise a smaller community and yet two folks who have really supported these ideas.

Mayor Coles is the President of the U.S. Conference of Mayors. He is also the Co-Chair of the group's Drug Control Task Force and he's the former Chair of the Standing Community on Community Development and Housing. He has been working in these issues for a long time. He is a professional planner holding a degree in political science from Brigham Young University and a Masters of Public Administration from Cal State Long Beach. He's an Idaho native. He's married. He has five children.

I knew Brent Coles because I had the wonderful pleasure of joining the Mayor and the other elected officials -- the other mayors and county commissioners -- in a truly remarkable gathering several years ago where they came together to talk about the future of Treasure Valley, the Boise region. And it was very moving to me that a group of individuals who very rarely work together and who in many cases were on opposite sides of issues in very confrontational settings agreed to set aside their differences for the moment and come together over a weekend at *[inaudible]* to talk about their common interests in a beautiful environment and wonderful city. This was really the first time that many of these folks had gotten together. What came out of that remarkable weekend was something called the Treasure Valley Compact which has set out some very ambitious goals about collaboration among cities to work together to build a better region and to retain the quality of life of this region. I'm sure the Mayor will update us on this. But this effort has blossomed over the last few years and it is amazing how much energy there is at the local level to tackle what at one point seemed like absolutely unattainable goals. They've far surpassed, I think, their initial efforts and have now moved on to a whole series of strategies that are looking at regional open space protection, transit, transit oriented development and urban planning that helps retain the character of the communities within the Treasury Valley. It's a truly remarkable change in attitudes and leading very specifically to implementing many of these ideas. So, I think Mayor Coles has really been a leader on the ground trying to enact these changes, and I hope you'll welcome him.

**Hon. H. Brent Coles:**

You, sir, are a great example of taking the concepts of New Urbanism, of smart growth and making them practical. Giving them the opportunity in cities and counties across this nation and neighborhoods or across your state. To have the opportunity to make a difference. To do

things differently. And I know it's not easy because you've got to take on a state legislature. I don't know if your legislature is like my city council, but you've got to sell, sell, sell. And it's not easy to get that done. It takes energy. It takes political capital. And it takes a strong will. So, Governor, thank you for your leadership. I invite you any time to come out and govern in Idaho. Come on.

It's great to see my colleague here -- John Norquist of Milwaukee and the leadership that he provides as a Mayor. As President of the U.S. Conference of Mayors, it's a great honor -- it's a privilege to be able to come out and speak with organizations that are making a difference across the country. And this is one organization that we pay attention to.

I think it's interesting as a politician. You know, sometimes we go out and we run for office and smart growth is one of those themes. People say, what are you going to do about growth? Especially out there in the west where we're just growing and sprawling and you know our land's getting eaten up. People say, what are you going to do? How can you do it differently? So, we stand up and we put out our ten point plan on smart growth and how we're going to manage growth and we think we can get elected. But, I'll tell you what. People across the country -- the voters across the country -- are holding us accountable. They're measuring our progress. If we've got a ten point plan, we'd better do that ten point plan. Governor Glendenning's ideas are used all across this country. We're looking as politicians and as leaders: who's doing it and who's doing it right and who's doing it well? And, we're copying them just as fast as we can and then we are being held accountable. So, that's the impact that you're having. That's the kind of impact you have on the U.S. Conference of Mayors, our leadership and the work that we do at our convention and our conferences.

So, I'm particularly interested in talking about politics, policy and design, just as the Governor has done. These topics are not just abstractions to mayors. We understand that our efforts to grow smart and implement the design principles of New Urbanism are critical to the future of our communities. You have made that happen. We understand that unless we step forward and breathe life into smart growth and embrace New Urbanism, we will never see change. It just won't happen. And how and where we build the neighborhoods of the future. And we clearly understand. You know, the reason we won't see the change is because the market (at least in the West) is gobbling up every house we build. It doesn't matter if we build it on a cul de sac or if we build it on a New Urbanism concept street. North, south, east, west of the alleys. We can do it either way. And the developers will do it either way unless we somehow as mayors, as county commissioners, and as planners breathe life into the concepts of New Urbanism. We clearly understand that local government must be a key player in the smart growth movement because local land use decisions are what drive smart growth. Our state and federal governments are certainly important players, and Governor Glendenning I think is the exception. I truly do.

But you and I know that until the city councils, the county commissioners and the planning zoning commissions begin to utilize the concepts of smart growth and New Urbanism in their planning decisions, then the movement has no legs.

We also know that smart growth is something that must be accomplished regionally. I can do all I want in the City of Boise and implement some smart growth and New Urbanism ideas. But guess what city is growing even faster than mine? It's that bedroom community of Meridian that's growing at 20% and 30% a year. So, unless they implement them also, it simply won't make a difference. So, regionally, we're working together and that's why the mayors and county commissioners (as Shelley talked about) were working together in Boise, Idaho because we must (as governments) live smart growth.

The goals of our local partnership are to create coherent regional growth patterns, link land use and transportation. What a phenomenal idea. Let's link land use and transportation together. Should we? Reinforce our community identities. The beautiful slides we saw of Annapolis. The identity of the community with the narrow streets. Let's reinforce those. Enhance the open space and recreational opportunities. Let's go out and purchase properties.

Well, several of you here (including Shelley): Hank Dittmar, Dena Belzer and Elizabeth Connor were some of those who came together to help us in our region focus our energies and articulate our common goals.

Now, Idaho is without a doubt one of the most conservative states in the nation. If you haven't been there, come on down. We're conservative, believe me. Our legislature has maybe four or five Democrats, out of a 102. Yet, our local elected officials adopted these four goals. Locally, we're becoming more to the center and maybe even a little left of center. Locally, our goals are almost those that exactly match the goals set out by former Vice President Gore's sustainability initiative. Think about that. In Idaho local officials are embracing Vice President Gore's initiative on sustainability. Clearly, smart growth is not a partisan issue. Sprawl, traffic and brown fields are neither Democratic nor Republican. They are simply realities local officials must grapple with -- however and in whatever way they can.

In my mind, the goals we have adopted in my region of Idaho are the essence of smart growth. I don't know why it is such a revolutionary idea that cities and counties ought to come together and compare our comprehensive plans, but think about it. Where are cities and counties taking their comprehensive plans and throwing them up on a board? But where are they putting them up on a board somewhere and looking at where the county is planning industrial properties? Where's the city planning their industrial properties? What are the densities within residential, within the cities and counties and all the cities within that county? And all the cities and counties within that region? Now, the professional planners come together once in awhile and they just shake their head. They say, I can't believe what you are doing over there. We're not doing that



here. Look what's going to happen when we bump up against each other. You're going to have 10 acre lots bumping up against our high density apartments. They know it -- professional planners often know it. But the politicians, the policymakers, often don't get it.

So, it seemed to be a revolutionary idea, but we've done it. Our comprehensive plans have been matched up. We have finally discovered that partnerships and intrajurisdictional cooperation are the main ingredients of a lasting solution. But let's not kid ourselves. Local cooperation is not easy. It takes lots of work and sweat. For local elected officials it means investing our political capital. It means putting our egos down and working together. Local governments within metro areas traditionally have seen themselves as competitors, not partners. The political rhetoric has been us versus them in both the slow and the high growth regions. And let's not kid ourselves again. The federal and state governments have not always been willing partners as they are slow to recognize what is happening at the local level. Present parties excluded, of course, Governor. You get it.

With those two realities in mind, the Conference of Mayors joined with the National Association of Counties to change our thinking about local areas. We wanted to change the way all of us -- federal, state and local officials viewed our metropolitan areas. We look for ways to talk about our areas as economic units, and we developed an economic measurement -- the Gross Metropolitan Product (or GMP) to feature and describe the role of metro areas in driving U.S. economic growth. This is relevant to smart growth discussion because if the economy falters, we'll have no growth and no growth is not smart growth. So, the U.S. Conference of Mayors formed a partnership with Standard & Poor's DRI, releasing a series of landmark studies called *U.S. Metro Economies, The Engines of America's Growth*. For the first time ever, we have Gross Metropolitan Product figures for the nation's metro areas showing the output of the nation's 319 metropolitan areas.

So, let me give you just a sense of the GMP numbers. First, Boise, Idaho, \$12.5 billion. In the Washington, D.C. metro area, the 1999 GMP was over \$194 billion. The Seattle/Bellevue/Everett metro area is \$102.5 billion. For the St. Louis metro area its Gross Metropolitan Product was over \$82 billion. In Los Angeles/Long Beach \$334 billion and in New Orleans in 1999 \$41.4 billion. Just in the Dallas metro area excluding Ft. Worth, its GMP exceeded \$143 billion. And of course where we are today in New York, this metro area with the highest, an incredible \$391.5 billion.

Most mayors were astounded when we provided these numbers. But, even more astounding was the further analysis that we asked Standard & Poor's to undertake. Looking at the U.S. economy, they found that the U.S. metro areas produced more than 85% of America's Gross Domestic Product last year. That is why cities and counties -- our metro economies -- are

relevant to smart growth. We understand as mayors that if we are not wise -- if we do not eat, drink and breathe smart growth, our economies and thus the nation's economy will stall.

Now, since all politics are local, I would like to present to you a couple of examples from my own community that demonstrate the challenges faced by local elected officials as we breathe life into the principles of smart growth. First, transportation -- for the long term sustainabilities of our communities, our environment and our way of life depend in large part on how we address the issue of sprawl and traffic. That is not an easy issue, particularly in the West where we really love our cars. Most of us own more than one or two or three cars. We love them.

So, I've been called a foolish visionary because when Union Pacific Railroad said we've got 18 miles of track that come up to down town Boise off of the main line, there's 18 miles out there that we haven't used for two or three years. We're just going to abandon that. It hasn't been used for two or three years. Amtrak went away. It doesn't come through here anymore. I said I want to buy it. I said I will lay down on those tracks before you'll rip them up. Because you know what we did? We used to have an interurban and 40 years ago they began to rip it up and give away the right of way. That interurban is gone. So, maybe this 18 miles that I had to pay \$2 million for is symbolic. Maybe it won't get used. Maybe it'll never get used. I hope it gets used next year. And people said that's a foolish way to spend \$2 million of the public funds. But my City Council supported me, and we did it and maybe it will happen one day.

Regionally, we're making some progress. But think about it. Boise, Idaho is 185,000 people -- may be 250,000 in our county. The next county over has less than 100,000 people. It's very rural. We're the urban center. How are we going to work together regionally? But people in both those counties voted and said we want you to have a regional public transportation authority. Guess what? The state legislature and governor gave us authority to organize regionally but no way, no way to raise any revenue to support a regional transit authority. I can't even go to the voters and say would you raise your sales tax, gas tax, anything. I can't even ask them that question. We're pretty conservative out there. But we did regionally organize, and the City of Boise is putting some funds into it and we'll back to the legislature and hopefully our governor will support us and help us.

Smart growth also means that we must seek higher densities in housing. Something that is easy to talk about but, as the Governor indicated and as you know, is very difficult to get done and to get approved. Along with these higher densities, we must preserve open space. I believe that the preservation of open space is one of the most important legacies our generation will leave. In Boise, we have adopted a trail plan, and we'll provide public pathways and trails from the rivers to the ridges surrounding the community to the Snake River Plain. Since 1992 we've added over 900 acres of new parks and open space for our city. We have done this through impact fees -- growth paying its way -- and through leveraging our public dollars with private partnerships

and with developers. For several years we've also been preparing for a voter levy to purchase property in the foothills to preserve public access and to protect wildlife habitat. We carefully mapped out the ownership of all of the properties in our foothills. We identified which parcels should be purchased first and what opportunities exist to leverage land purchases. We worked with seven land management agencies and developed a one of a kind plan for cooperative public land stewardship. The plan provides for local ownership and public land decisions. We'll make these public lands and private lands all under one ownership or all under one management opportunity.

People came up to me at parties and say I tell you, you are crazy, Mayor. You don't go out and ask people to raise their taxes. The Chamber of Commerce adopted a position against the levy. A potential mayoral candidate took up the drum beat to oppose what he called the foothills follies. They said the levy wasn't needed. It wasn't doable and no one really cared. Guess what? They were absolutely wrong. On May 21st, the voters of Boise, Idaho agreed to raise their property taxes for two years to preserve open space in the foothills. They overturned the conventional wisdom that conservatives don't care about conservation. I'm proud to be mayor of such a community. Proud to be a mayor of a community where 60% came out and said, yes, we'll raise our taxes to preserve open space.

Boise's fight to save the foothills is a fight that mayors across the nation are waging. As a conference, we support President Bush's proposal to provide funding for open space through the Land and Water Conservation Funds. Locally, we are fortunate to have dedicated folks in our communities who will work with us. But, it's not easy. And I don't believe that any of the principles of smart growth are easy. Whether we live in Boise or Boston or Tulsa, we are focusing on transportation and open space, housing densities and brown field redevelopment because we love our communities. And we want them to be around for our grandchildren to enjoy.

Wendell Berry said, "Humans, like all other creatures must make a difference. Otherwise they cannot live. But unlike other creates, humans must make a choice as to what kind and scale of the difference they make. If they choose to make too small a difference, they diminish their humanity. If they choose to make too great a difference, they diminish nature and narrow their subsequent choices. Ultimately they diminish or destroy themselves." Our challenge is to make a difference and to do it right. Our collective vision for our communities can become a reality. But, it will take the efforts of citizens groups, of neighborhood associations, businesses, private citizens and local, state and federal governments to make it happen. We've done it before, and we can do it again. Thank you.