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**“The Greening of America’s Cities:  
Working Toward a Sustainable Future”**

**Richard M. Rosan**

**President, Urban Land Institute Foundation**

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# A Growing Movement Within the Business Community



A pivotal point for the business community's involvement in sustainability: the release of *An Inconvenient Truth* in 2006.

## ULI's Worldwide Reach

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The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

- ULI has nearly 34,000 members worldwide representing all aspects of the land use industry
- ULI Europe, Middle East, Africa (EMEA) and India: more than 2,800 members
- ULI Asia: nearly 1,000 members in North Asia and Japan

# ULI's Main Priorities – A Holistic View of Sustainability

## Workforce Housing



## Infrastructure



## Sustainability



Each priority area contributes to the overall sustainability of urban areas – in terms of economic, environmental and social stability.

## Drivers of Green Development in the U.S.

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- **Growing demand by consumers, businesses and the public sector for sustainable products and services**
- **More proof that green building generates energy savings**
- **Long-term rise in energy prices**
- **Government efforts to address climate change**

## Changing Demographics: Part of the “Greening” Factor



Generation Y, born between 1979 and 2002, will have the greatest influence on green development in both housing and commercial space.

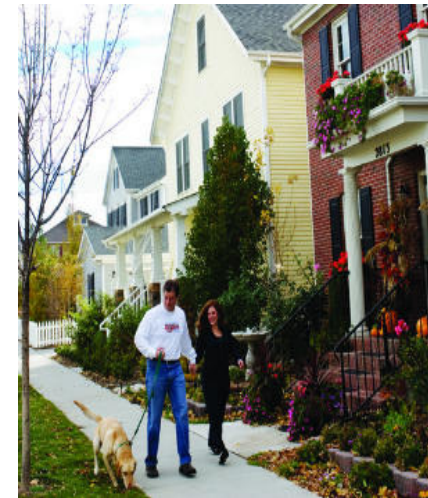
This generation thinks about:

- Conserving energy
- Being close to work and home
- Sharing common space
- Reducing carbon footprint

# Location: A Critical Factor in Green Development



How we build and where we build are equally important in achieving truly sustainable communities.



## Overcoming Skepticism Within the Industry

About 1,700 buildings are certified by the U.S. Green Building Council, and 7,700 buildings have the EnergyStar efficiency label from the U.S. Environmental Protection Agency.

This represents only one-fifth of one percent of the 4.5 million commercial buildings in the U.S.





# Overcoming Skepticism Within the Industry



ULI has published two bodies of research, *Growing Cooler* and *Moving Cooler*, which show how compact land use can save energy and cut carbon emissions by curbing auto dependency.

## Green and Sustainable Building: A Public Priority

The federal economic stimulus package passed by the U.S. Congress contains \$58 billion in funding for investments in energy efficiency, including nearly \$27 billion in land-use investments and nearly \$10 billion in direct real estate investments.



## Green and Sustainable Building: A Public Priority

Thirty-eight states have greenhouse gas reduction plans in place or underway. More than 800 U.S. mayors have pledged to meet or exceed Kyoto Protocol targets to cut carbon gas emissions.



Chicago



San Francisco



New York

# Green and Sustainable Building: A World Priority

Sustainability is a worldwide issue. A variety of factors – restructured capital markets, changing energy costs, climate change, population shifts, demographic changes, and affordable housing shortages – will influence what is built and where it is built.



# ULI's Global Cities Analysis

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## Common Indicators of Success – Short-term

- Connectivity and space to grow
- Quality of life
- Skilled, innovative labor force
- Entrepreneurship and transparency of business environment

## Common Indicators of Success – Long-term

- Openness to international populations
- Adaptability of the city's brand
- City's role in fostering international trade
- Power and influence of the language
- Investment in the city from all sources
- Sensitivity to climate change and the environment

# Taking the Long View

**By 2050:**

**Cities worldwide will have experienced unprecedented growth, and will be serving the largest and most diverse populations in history.**

**Three billion people will be added to the global population, of which 2 billion will be living in urbanized areas.**

**While mega-cities are exploding in Asia, the United States is one of only a few fully industrialized countries to be aggressively growing its urban centers.**



# Taking the Long View

We are entering a new era of city building. The best is yet to come!

