



How can we grow to make a better future for a better Cambridge? (and the region along with it!)

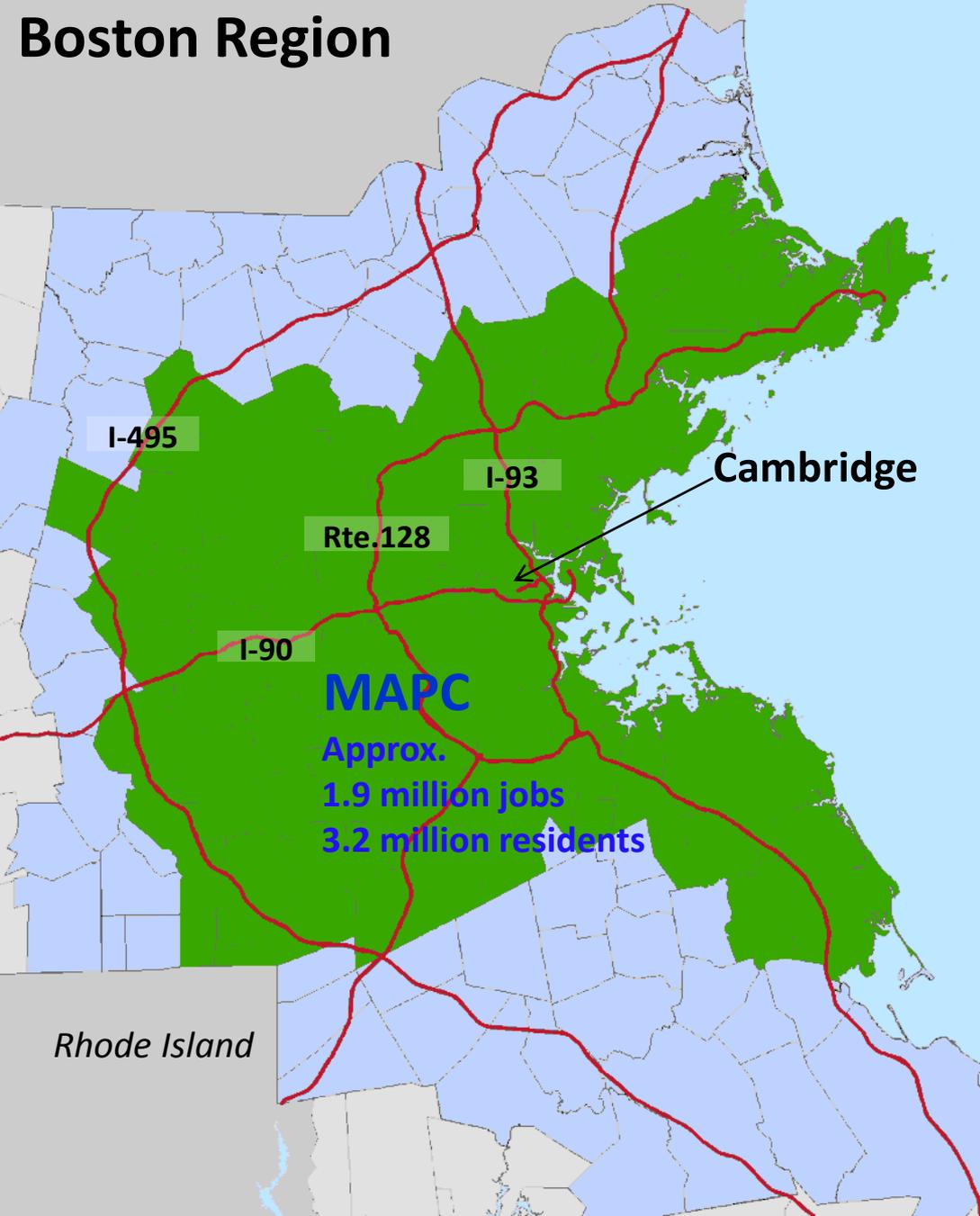
Amy A. Cotter

Metropolitan Area Planning Council, Boston



The Greater Boston Region

New Hampshire



“We work toward sound municipal management, sustainable land use, protection of natural resources, efficient and affordable transportation, a diverse housing stock, public safety, economic development, an informed public, and equity and opportunity among people of all backgrounds.”

Rhode Island



Places for People



Choices for living



Different kinds of houses to suit different families.
Housing that focuses on people, not cars

Options for getting around



Biking: Great for shorter trips around town

Car sharing: Picking up groceries, trips out of town

Public Transit: Farther trips, getting to work

Walking: Getting to work, visiting friends, running errands – most daily activities



Healthy lifestyles and environment



Convenient and vibrant places



Easy connections to schools, groceries, jobs, friends, services, entertainment, parks

Vibrant places where people live, work, shop and play

Opportunity to make a better life for you and your family



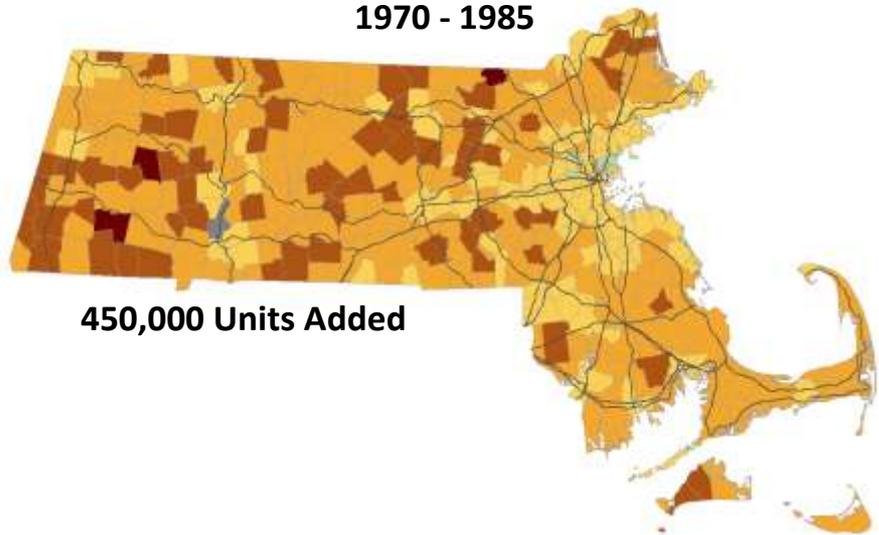
Lots nearly twice as big:



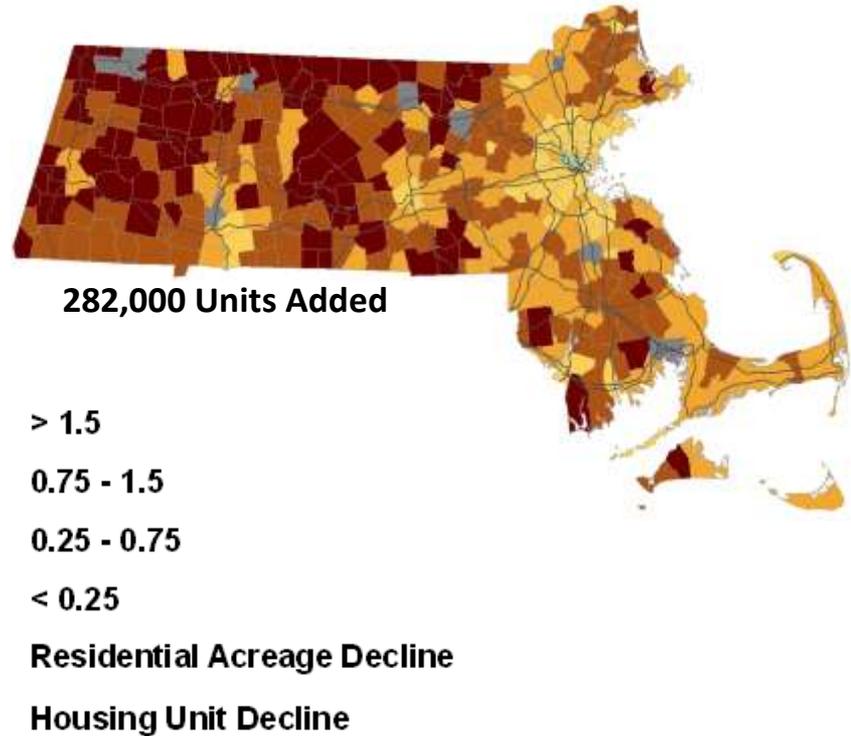
Fewer Homes on Larger Lots

Acres Developed per New Housing Unit

1970 - 1985



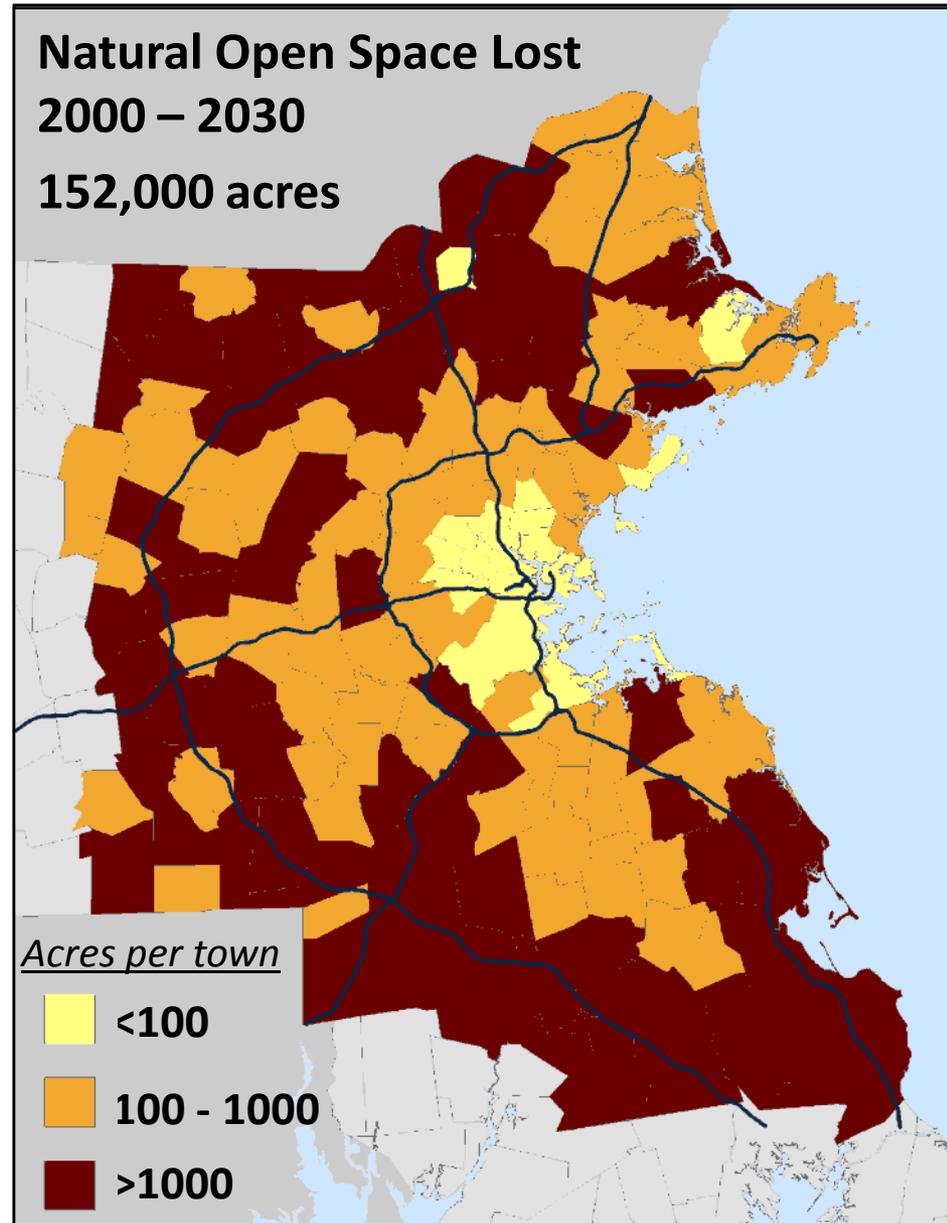
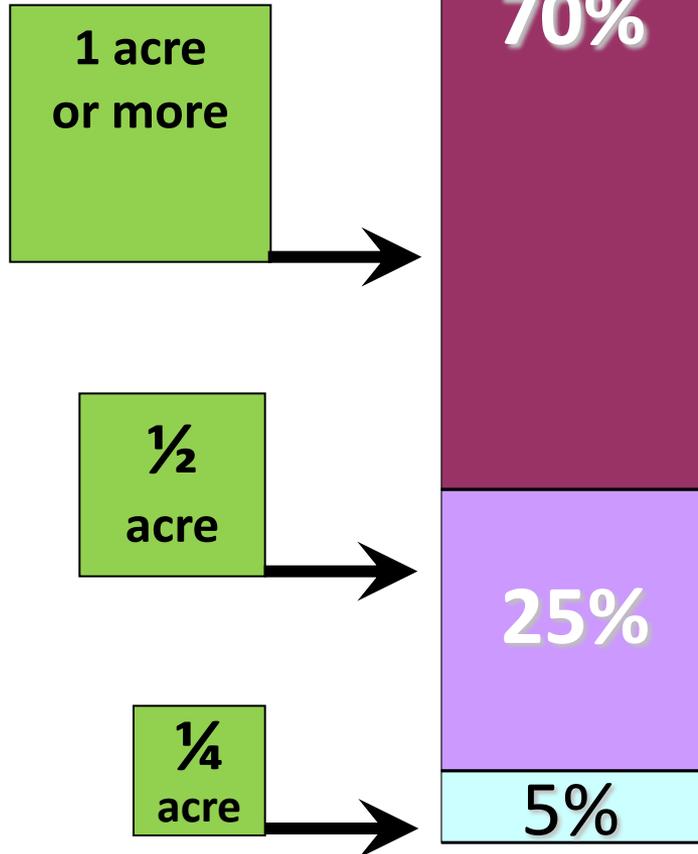
1986 - 2000



If current trends continue....

Lot Sizes

Suburban Homes
2000 - 2030

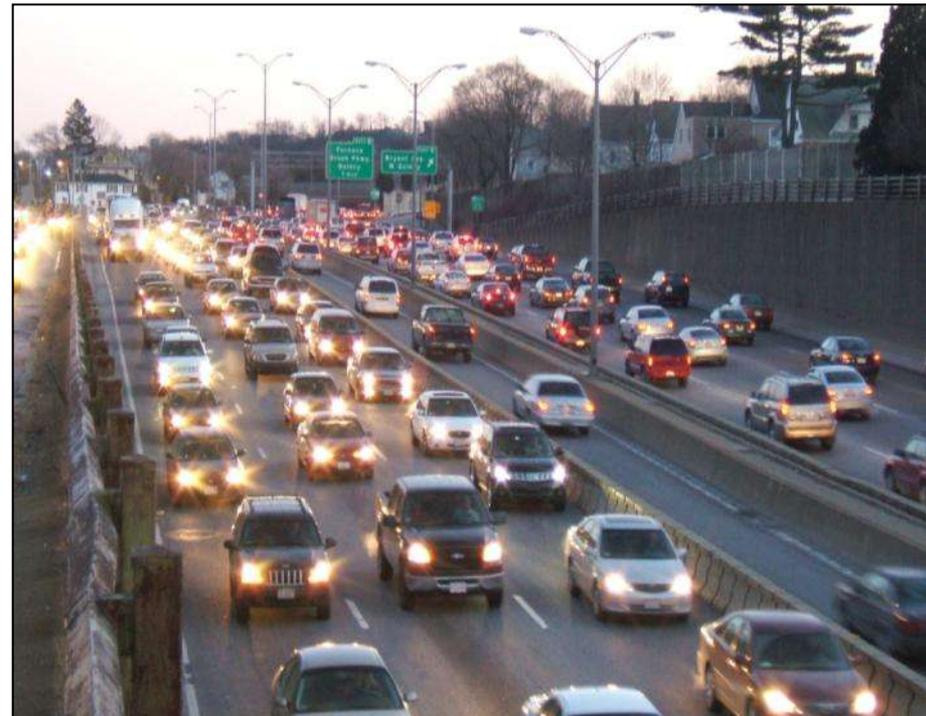


If current trends continue....

2/3 of suburban growth
occurs far from
developed areas

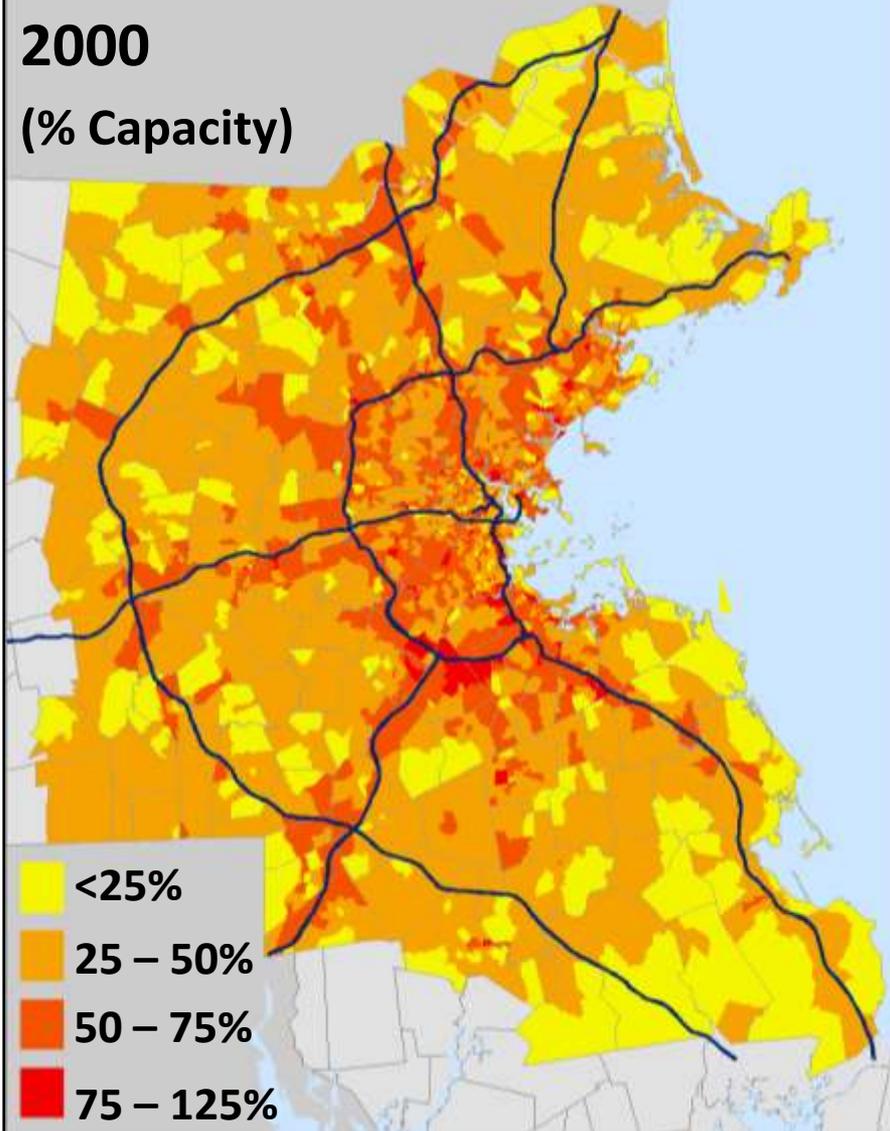


50% of new jobs
accessible only by car

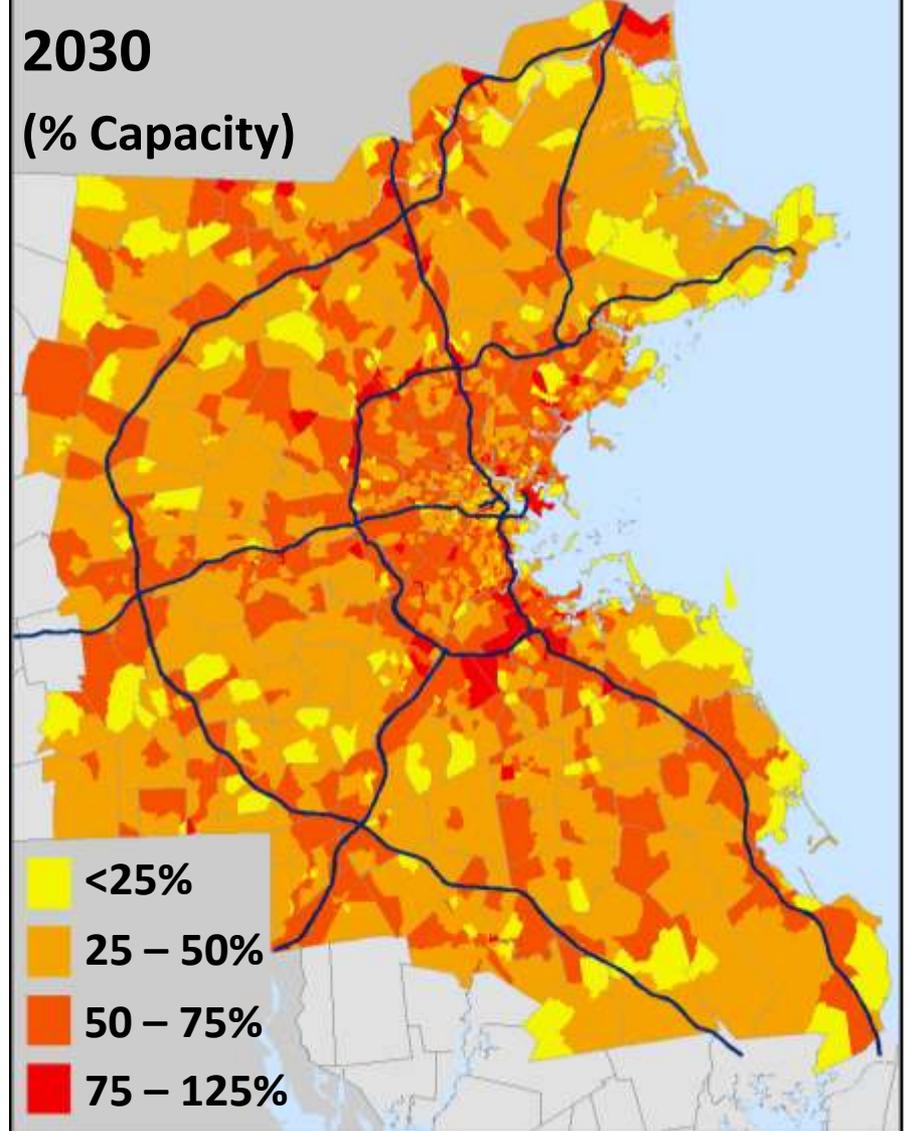


If current trends continue....

**Traffic Congestion,
2000**
(% Capacity)



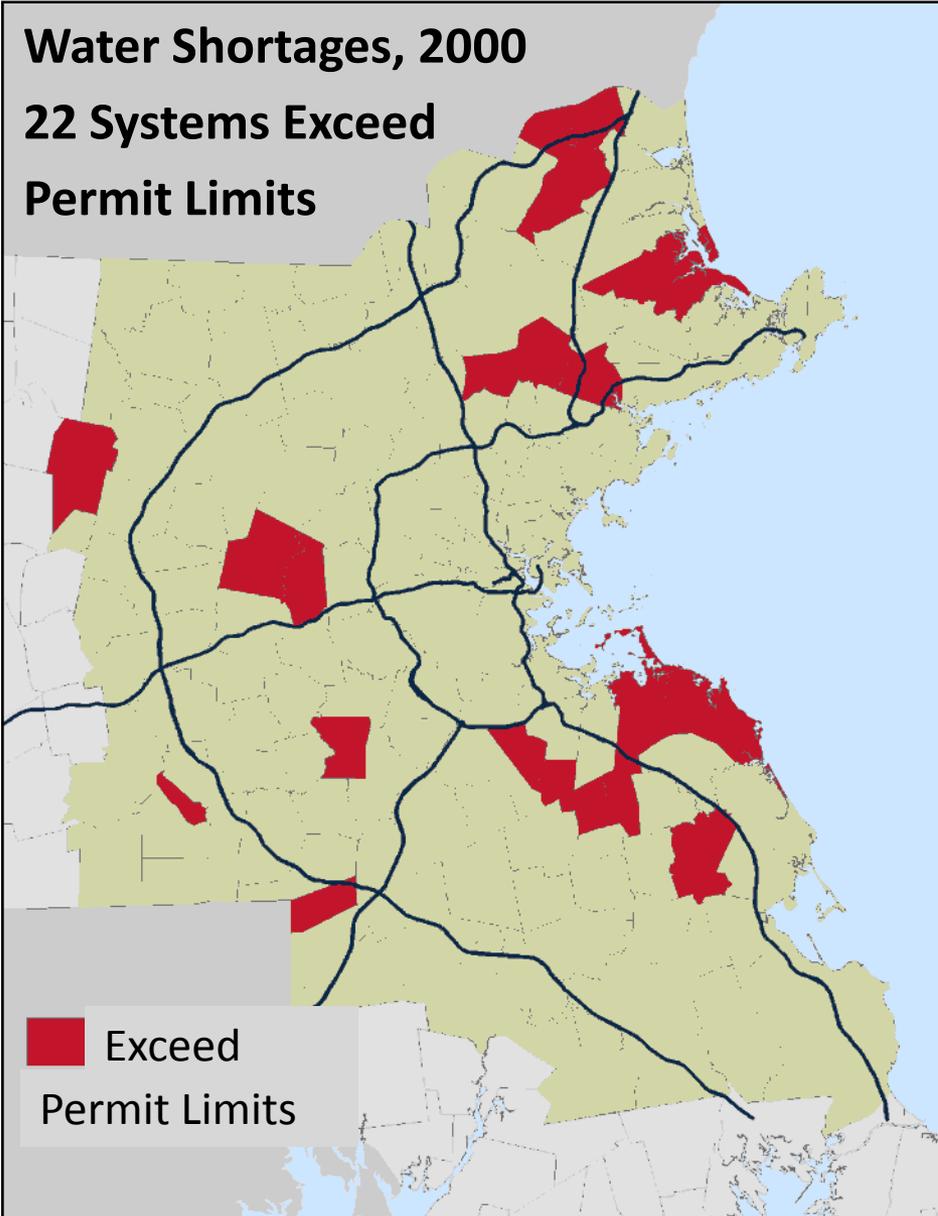
**Traffic Congestion,
2030**
(% Capacity)



If current trends continue....

Water Shortages, 2000

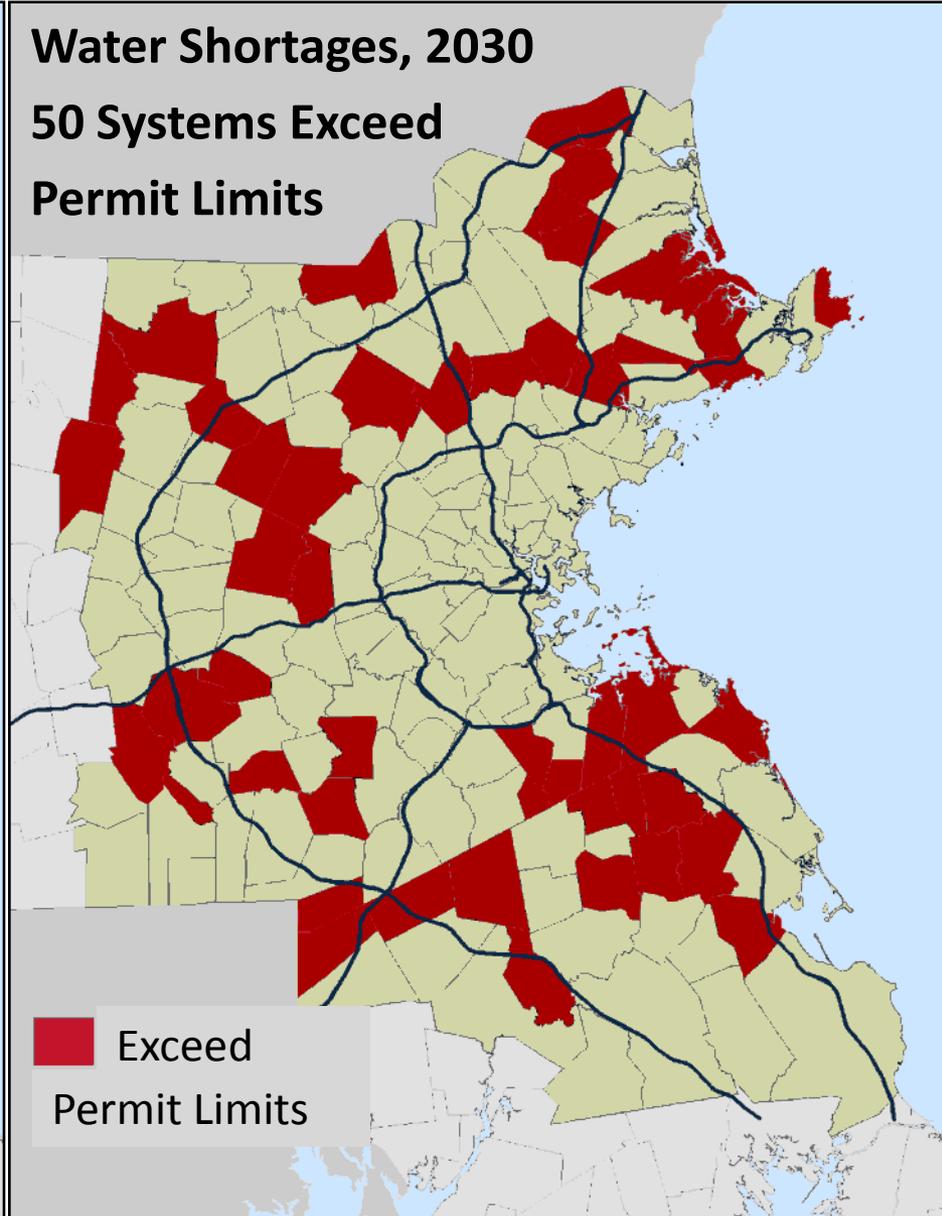
**22 Systems Exceed
Permit Limits**



**Exceed
Permit Limits**

Water Shortages, 2030

**50 Systems Exceed
Permit Limits**



**Exceed
Permit Limits**

“Smart Growth”

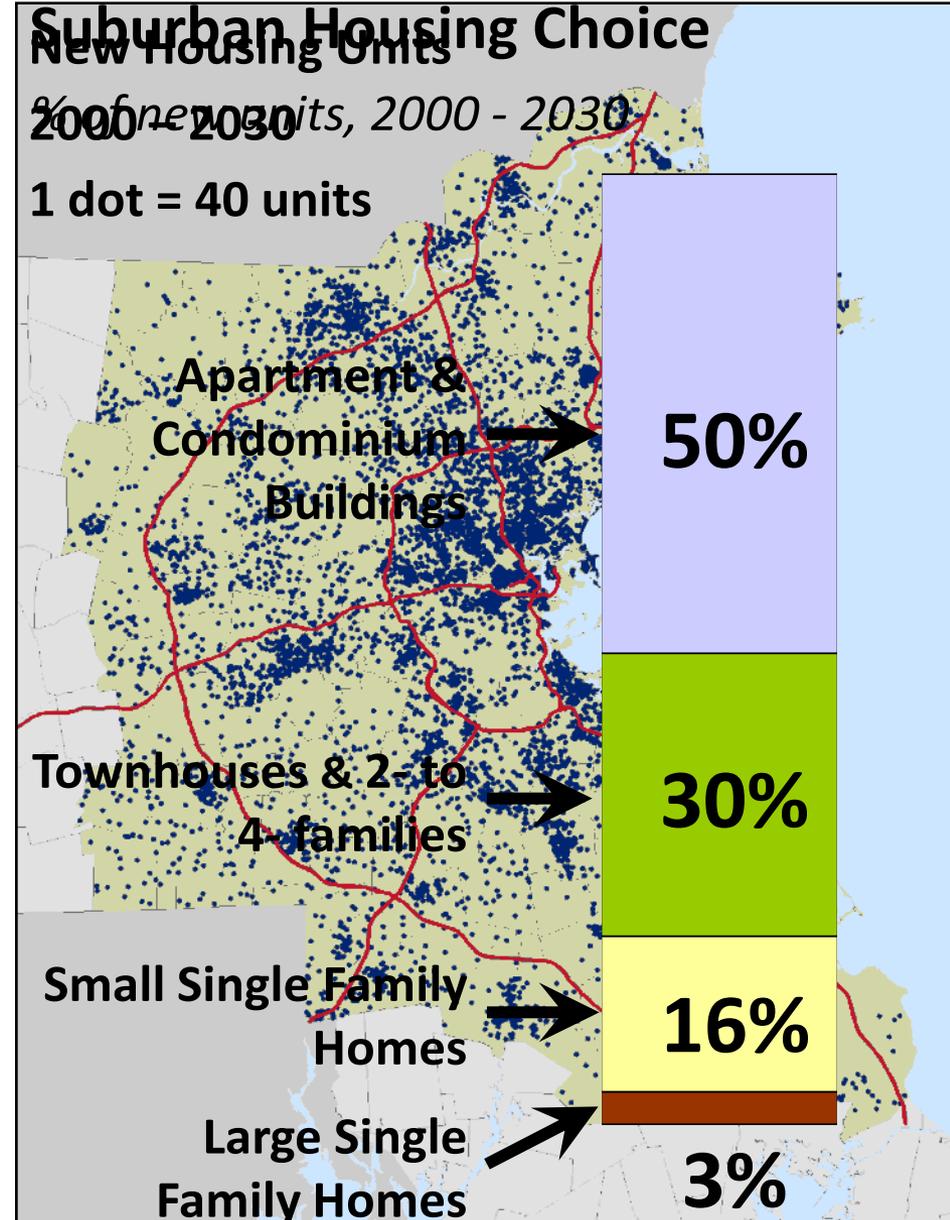
“At the heart of the American dream is the simple hope that each of us can choose to live in a neighborhood that is beautiful, safe, affordable and easy to get around. Smart growth does just that. Smart growth creates healthy communities with strong local businesses. Smart growth creates neighborhoods with schools and shops nearby and low-cost ways to get around for all our citizens. Smart growth creates jobs that pay well and reinforces the foundations of our economy. Americans want to make their neighborhoods great, and smart growth strategies help make that dream a reality.”



Smart Growth

65% of suburban growth near town centers and in developed areas

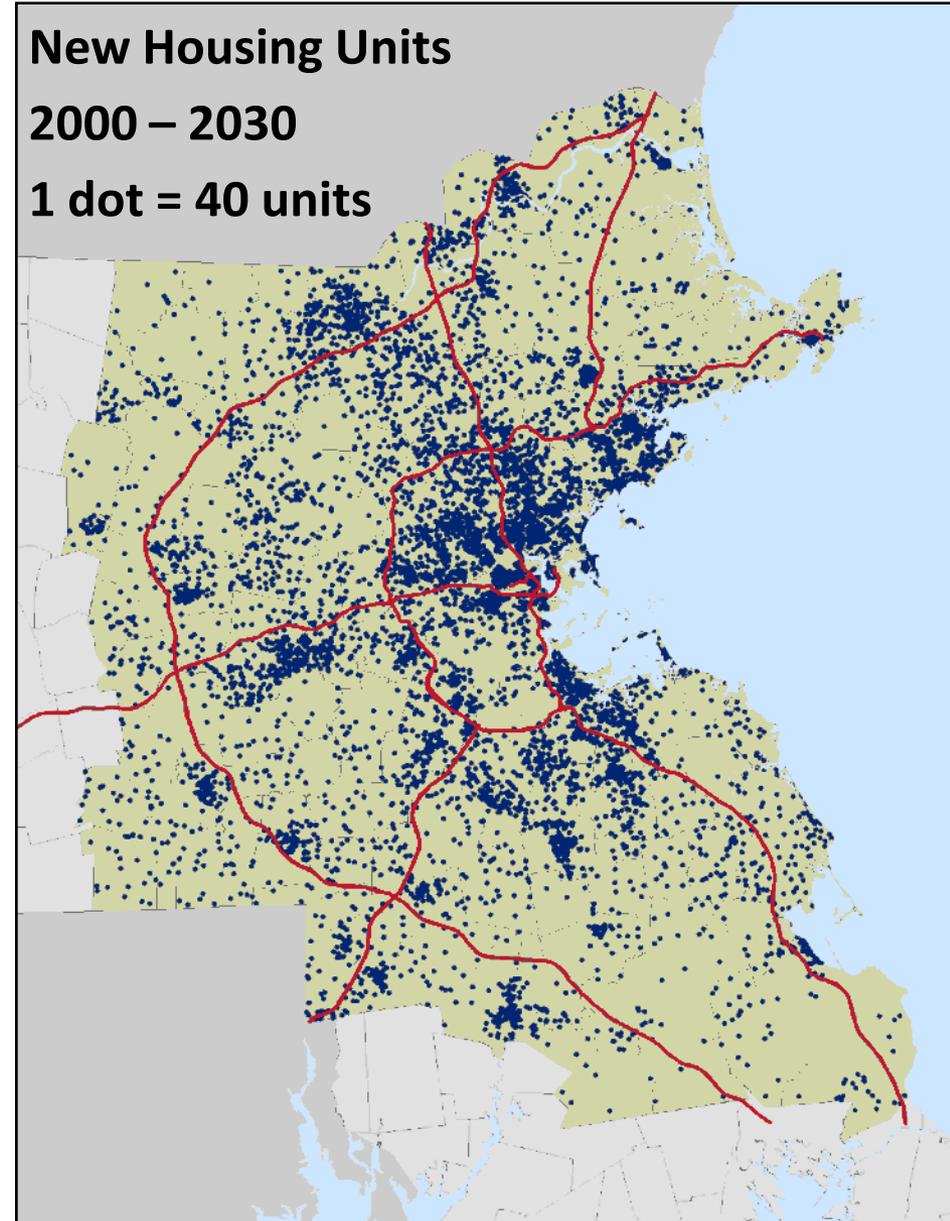
52% of new suburban housing through reuse of previously built land



Smart Growth

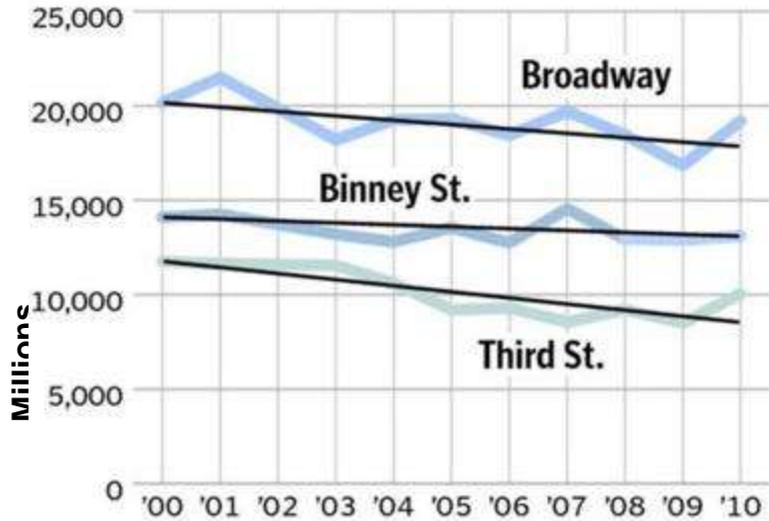
50% of residential growth
will be in cities

60,000 new two-family
homes, lofts, condos,
in urban areas



Smart Growth

KENDALL SQUARE DAILY MOTOR VEHICLE TRAFFIC

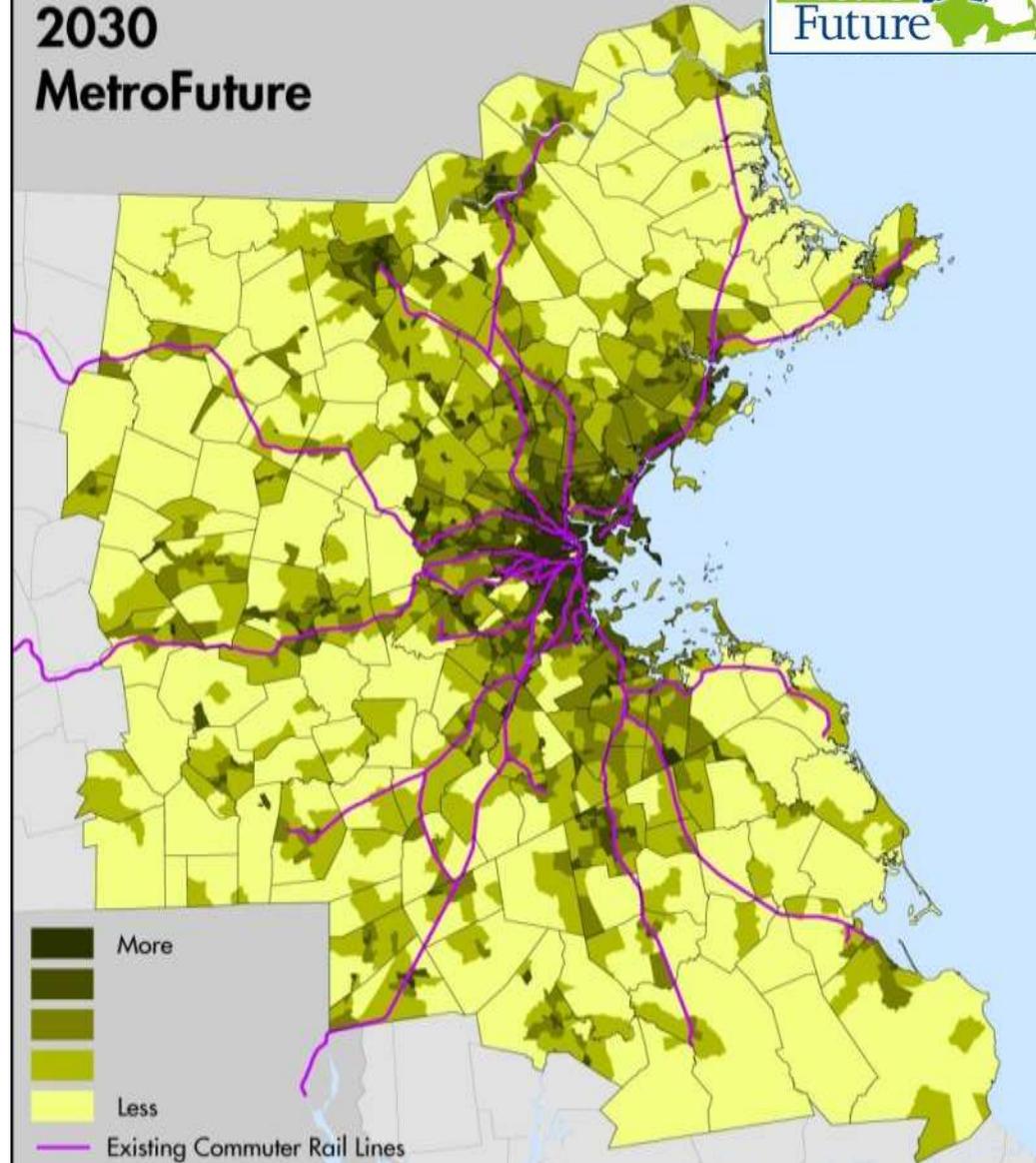


SOURCE: City of Cambridge

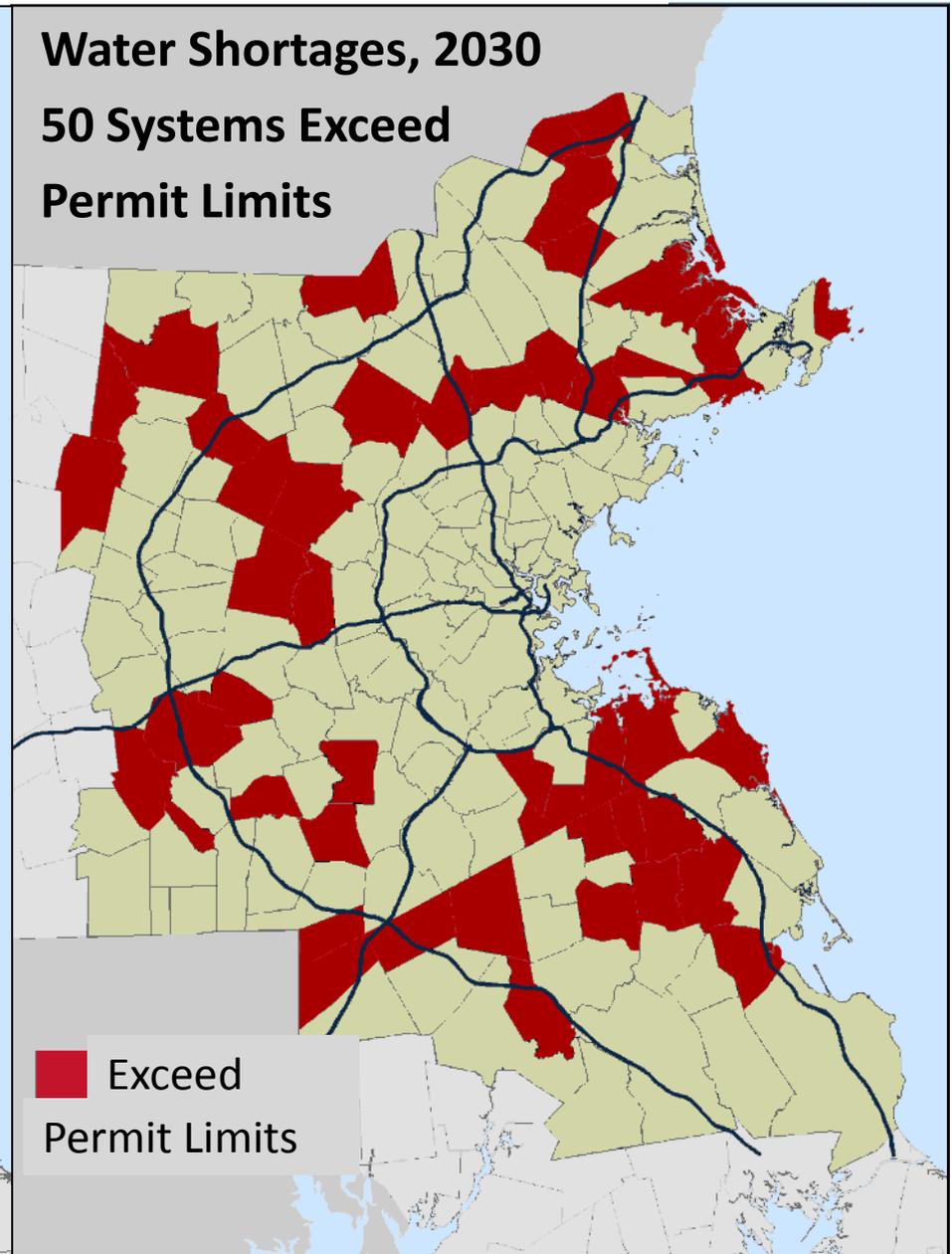
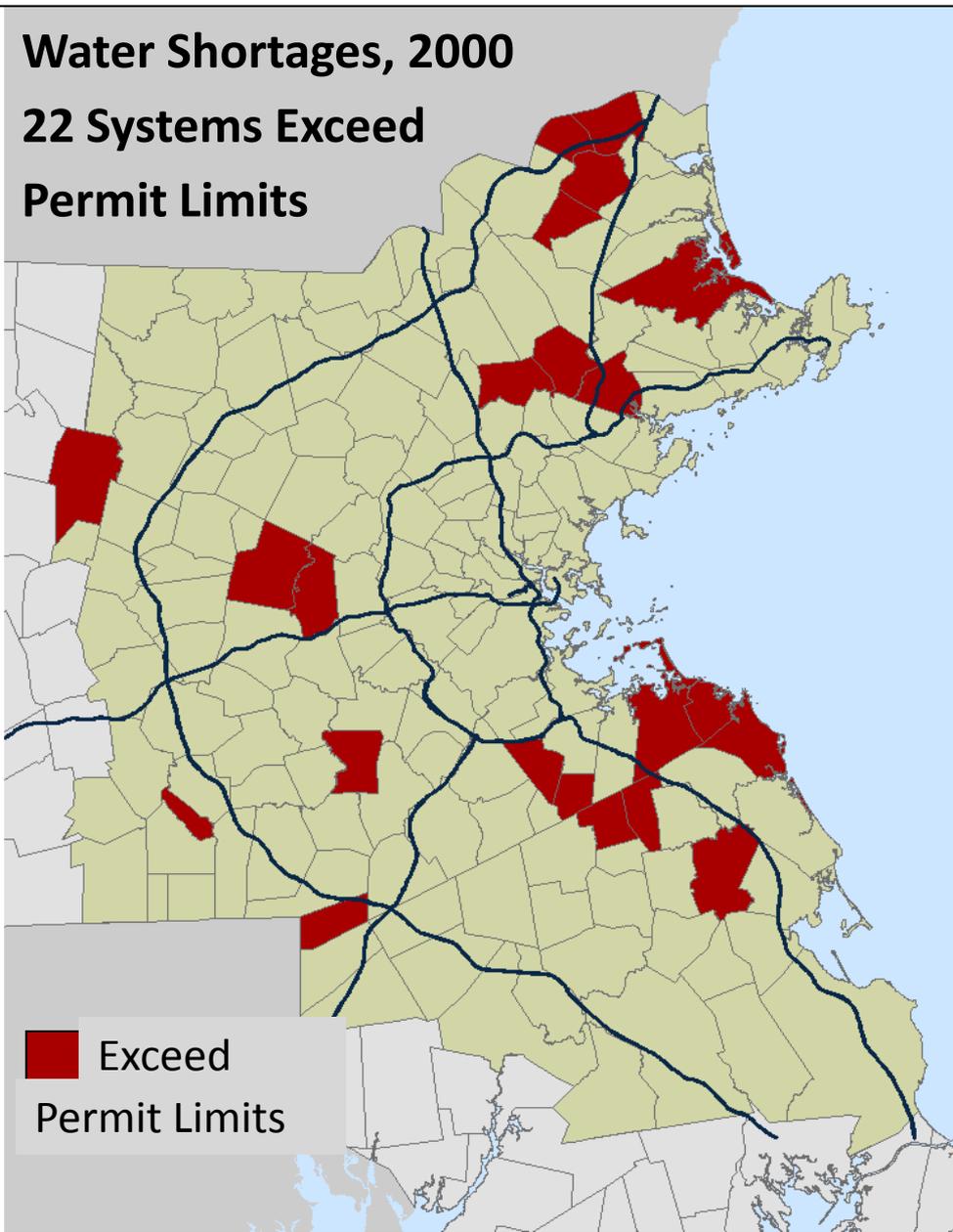
GLOBE STAFF



Transit Potential 2030 MetroFuture

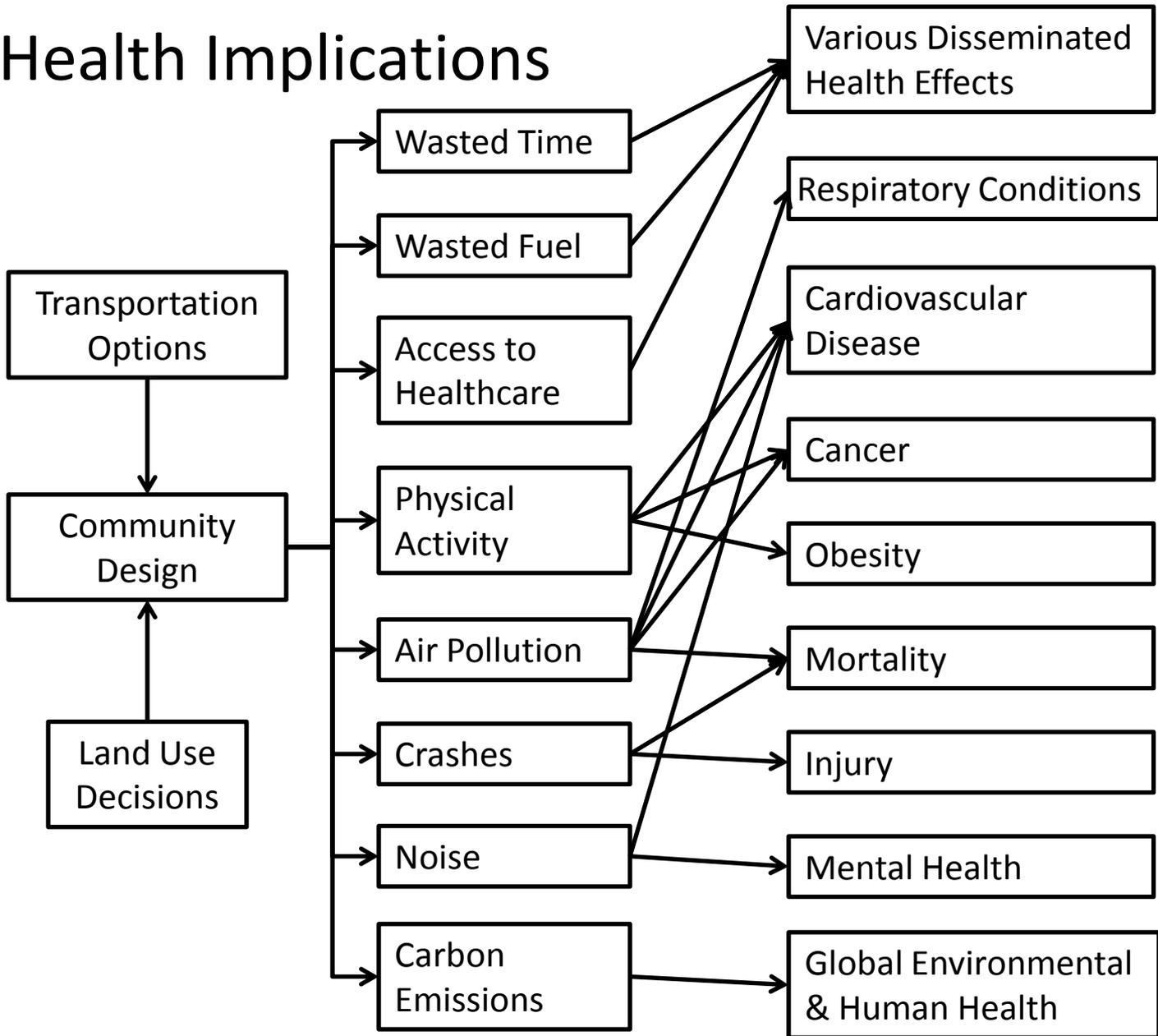


Smart Growth



Smart Growth

Health Implications



Of people with safe places to walk within ten minutes of home, 43% achieve physical activity targets, compared with just 27% of residents in less walkable areas.

People who ride transit daily burn walk over 8 minutes/day more than drivers, burning roughly 8,000 more calories/year

All outcomes are interrelated

Opportunity to make a better life

Reduce the combined cost of transportation and housing, which currently makes up more than 50% of the average household budget.

Foot traffic provides the steady stream of potential customers to make small businesses viable.

Jobs near homes and public transit provides more people with more employment opportunities.



Changing Household Size

- Households without children account for 73% of the population, up from 52% in 1960 and 67% in 2000
- 90% of housing growth will be households without children—this is driving growing demand for smaller, lower maintenance homes



Innovation



- ✓ Entrepreneurship is rising
- ✓ Workers are more mobile
- ✓ Office space shrinking (350-500 sq ft/worker to 150-250 sq ft/worker)
- ✓ Open, shared spaces
- ✓ More places to engage in interactive work, even extending outside

Y Generation

- 80 million nationally
- 1980 to early 2000s
- 88% want to be in an urban setting
- Pick a place to live, then look for a job



**MASSACHUSETTS SMART GROWTH
ALLIANCE**

www.ma-smartgrowth.org