

**We hear a lot about  
Smart Growth Districts  
and other  
“place designations”..**

# ...but what do these places actually do?



## THE GLOBAL CERTIFICATION STANDARD EMPOWERING SUSTAINABLE NEIGHBORHOOD- AND DISTRICT-SCALE URBAN DEVELOPMENT

Open Comment Period Closes February 5, 2016

The Protocol is scheduled for global release in mid February 2016. A final draft of the publication is now available for online public comment using the link below. Public comment will close at 11:59pm Pacific on February 5, 2016.

[DOWNLOAD THE PROTOCOL NOW](#)

[SUBMIT YOUR COMMENTS AND FEEDBACK NOW](#)



EcoDistricts

## The EcoDistricts™ Framework Building Blocks of Sustainable Cities

May 2013



## II. What

EcoDistricts are neighborhoods or districts where neighbors, community institutions and businesses join with city leaders and utility providers to meet ambitious sustainability goals and co-develop innovative district-scale projects. EcoDistricts commit to self organizing, setting ambitious sustainability performance goals, implementing projects and tracking the results over time.

Technologies and strategies for enhancing neighborhood sustainability, such as district energy, green streets, smart grid, demand management and resource sharing, are well known. However, the widespread deployment of these strategies has been slow to develop due to lack of comprehensive policies or implementation frameworks at the municipal level. We have created an implementation strategy to accelerate neighborhood-scale sustainability with the



## THE EcoDistricts APPROACH

POLICY

FUNDING

EcoDistricts  
FRAMEWORK

1

DISTRICT  
ORGANIZATION

2

DISTRICT  
ALIGNMENT

3

PROJECT FEASIBILITY  
+ DEVELOPMENT

4

DISTRICT  
MONITORING

BUILDINGS

Energy services  
building retrofits

INFRASTRUCTURE

Wastewater treatment  
BROAD LEADERS

COMMUNITY ACTION  
+ PROGRAMS

Shared management  
social marketing

THE RATING SYSTEM

CERTIFICATION

WHO'S INVOLVED

GET STARTED



**STAR COMMUNITIES**

SUSTAINABILITY TOOLS FOR ASSESSING & RATING COMMUNITIES

STAR Community Rating System



STAR

## • The Rating System

Certification

Involved

ed

Membership

Paths to Certification

Leadership Program

Which subscription is right for me?

Post-Certification Services

# DISCOVER BEST PRACTICES

The STAR Community Rating System provides best practices intended to move the needle on community-level conditions or outcomes. Learn more about how STAR Certified Communities are affecting positive change in their cities and counties through our publications and webinars.

STAR Communities also holds regular education and training programs both online and at events across the country. See our [Events page](#) for upcoming events and webinars, or view past public webinars below.

## CASE STUDIES

Review and download case studies [here](#)

Examples of our case studies include:





THE RATING SYSTEM

CERTIFICATION

WHO'S INVOLVED

GET STARTED



# STAR COMMUNITIES

SUSTAINABILITY TOOLS FOR ASSESSING & RATING COMMUNITIES

STAR Community Rating System  
Version 1.0 - Summer 2012



## • The Rating System



Certification

Involved

ed

Membership

Paths to Certification

Leadership Program

Which subscription is right for me?

Post-Certification Services



Looking for a specific community?  
[Search Communities Now](#)

PIONEERED BY THE  
ROCKEFELLER FOUNDATION

100

RESILIENT

CITIES

100 Resilient Cities Challenge  
Apply by September 10, 2014  
[www.100resilientcities.org/challenge](http://www.100resilientcities.org/challenge)

THE ROCKEFELLER FOUNDATION  
100 RESILIENT CITIES  
CENTENNIAL CHALLENGE

2050: 75% of the world's population  
will live in cities.



The cost of urban disasters in 2011 alone was  
estimated at over \$380 billion.

IT'S TIME FOR CITIES TO AC

## THE RESILIENCE DIVIDEND

Today, humanity faces unprecedented risk

Urban populations have never faced so many shocks and stresses. Without  
strategic investment, cities struggle to adapt, respond and recover from disaster.



SLOWER  
TO ADAPT



HARDER  
TO RESPOND



LONGER  
TO RECOVER



Investment limits disaster | Investment sp



RESIDENTS

Lives saved  
Greater mobility  
and access  
More job  
opportunities

BUSINESSES &  
INSTITUTIONS

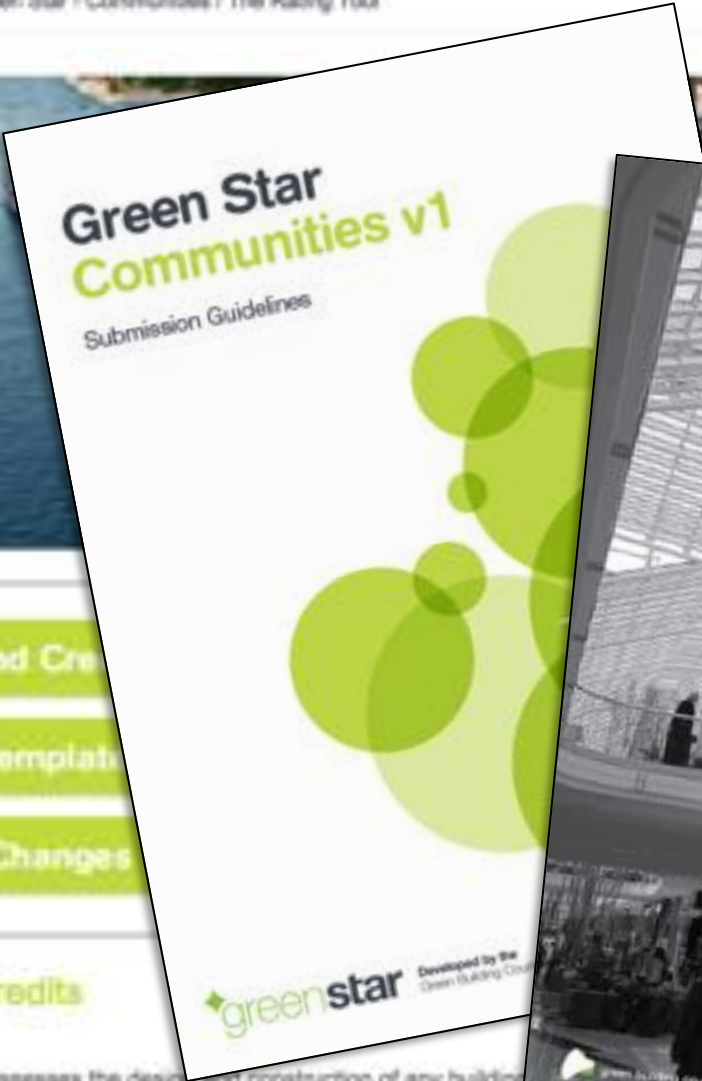
Restore operations  
Lower operating risk  
New markets for innovation  
and technology



# Green Star – Communities: The Rating Tool

Green Star / Rating Tools / Green Star - Communities / The Rating Tool

WED 23 DEC, 2015



- ▶ Categories and Credits
- ▶ Submission Templates
- ▶ Summary of Changes

## Categories and Credits

Green Star – Communities assesses the design and construction of any building

across five impact categories:





## Blue Zones

Where people live the longest.



### History

What began as a National Geographic expedition to find the longest living cultures evolved into a recipe for living longer that we're taking across the country.

[LEARN MORE ABOUT THE BLUE ZONES STORY](#)



### Blue Zones Projects

A community well-being improvement initiative designed to make healthy choices easier through permanent changes to environment, policy, and social networks.

[LEARN MORE ABOUT THE BLUE ZONES PROJECT](#)



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Where people live the longest



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[LEARN MORE ABOUT THE BLUE ZONES STORY](#)



## Blue Zones Project

Blue Zones principles at work in American communities

[Looking to sign up your community?](#)



### Albert Lea, Minnesota

In 2009, a statistically average American city underwent an extraordinary transformation. How the first Blue Zones community shed 12,000 pounds, slashed three years to their average life expectancy.

[LEARN MORE](#)



### Beach Cities, California

Hermosa, Redondo and Manhattan Beach citizens suffered from obesity and heart disease. Today they are happier, healthier and more engaged than ever before.

[LEARN MORE](#)



### State of Iowa

Iowa is aiming to become the healthiest state by 2016, and we've received Blue Zones certification and are already seeing...



# 'Smart growth' district eyed in Newburyport

Subscribe



Initiative will expand city's affordable housing options

Story

Print Font Size

Posted: Wednesday, December 31, 2014 3:20 am

By Dyke Hendrickson Staff writer

**NEWBURYPORT** — City officials yesterday launched an initiative to create a "smart growth" district here in an effort to expand the stock of affordable housing.

By doing so, the city is positioning itself to receive state incentives of perhaps \$500,000 for its general fund, according to commonwealth officials.

Mayor Donna Holaday and city councilors Barry Connell and Jared Eigerman were among those who met at City Hall with William Reyelt, principal planner for Smart Growth Programs for the state.

The city leaders say they will attempt to facilitate



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Joseph A. Cardarelli, Jr., D.M.D. P.C.

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INVISALIGN Certified & INVISALIGN Teen Certified

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## 'Smart growth' district eyed in Newburyport



- Initiative will expand city's affordable housing options

Story

Print

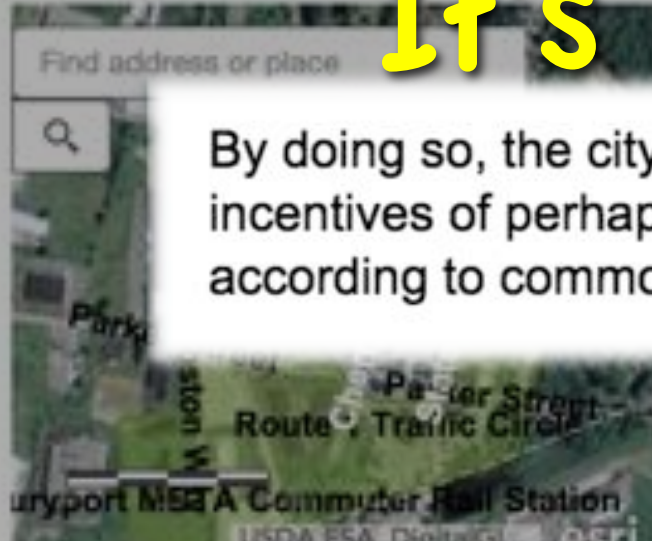
Font Size:



Posted: Wednesday, December 31, 2014 3:20 pm

Dyke, [unclear] staff writer

Find address or place



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**It's a big subsidy!**





# THE RISE OF INNOVATION DISTRICTS

A New Geography of Innovation in America

Brookings Institution

**A**S THE UNITED STATES SLOWLY EMERGES FROM THE GREAT RECESSION, A REMARKABLE SHIFT IS OCCURRING IN THE SPATIAL GEOGRAPHY OF INNOVATION.

FOR THE PAST 50 YEARS, THE LANDSCAPE OF INNOVATION HAS BEEN DOMINATED BY PLACES LIKE SILICON VALLEY—SUBURBAN CORRIDORS OF SPATIALLY ISOLATED CORPORATE CAMPUSES, ACCESSIBLE ONLY BY CAR, WITH LITTLE EMPHASIS ON THE QUALITY OF LIFE OR ON INTEGRATING WORK, HOUSING AND RECREATION.

A new complementary urban model is now emerging, giving rise to what we and others are calling “innovation districts.” These districts, by our definition, are geographic areas where leading-edge anchor institutions and companies cluster

# HOW TO GROW

Leaders in leading edge innovation districts offer five pieces of advice:

First, **build a collaborative leadership network**, a collection of leaders from key institutions, firms and sectors who regularly and informally cooperate on the design, delivery, marketing and governance of the district. In advanced innovation districts in Barcelona,indhoven, St Louis and Stockholm, leaders found the Triple Helix model of governance to be fundamental to their success. The Triple Helix consists of structured interactions between industry, research universities, and government.

Second, **set a vision for growth** by providing actionable guidance for how an innovation district should grow and develop in the short-, medium- and long-term along economic, physical and social dimensions. Most practitioners cite the importance of having a vision to leverage strengths—distinct economic, physical and social advantages leading local and regional companies, physical design advantages and attributes.

One of Stockholm's innovation districts, Stockholm LIFE, is implementing a master plan, which includes extending the district over a major highway. Credit: WSP



# RISE OF INNOVATION DISTRICTS

Innovation in America

## SEATTLE: SOUTH LAKE UNION Re-Imagined Urban Area



The new M3 tramway line will connect the area with the rest of the city, and the district's innovation ecosystem.



W TO GROW

Are 4 How to Grow 5 The Path Forward

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...ce:

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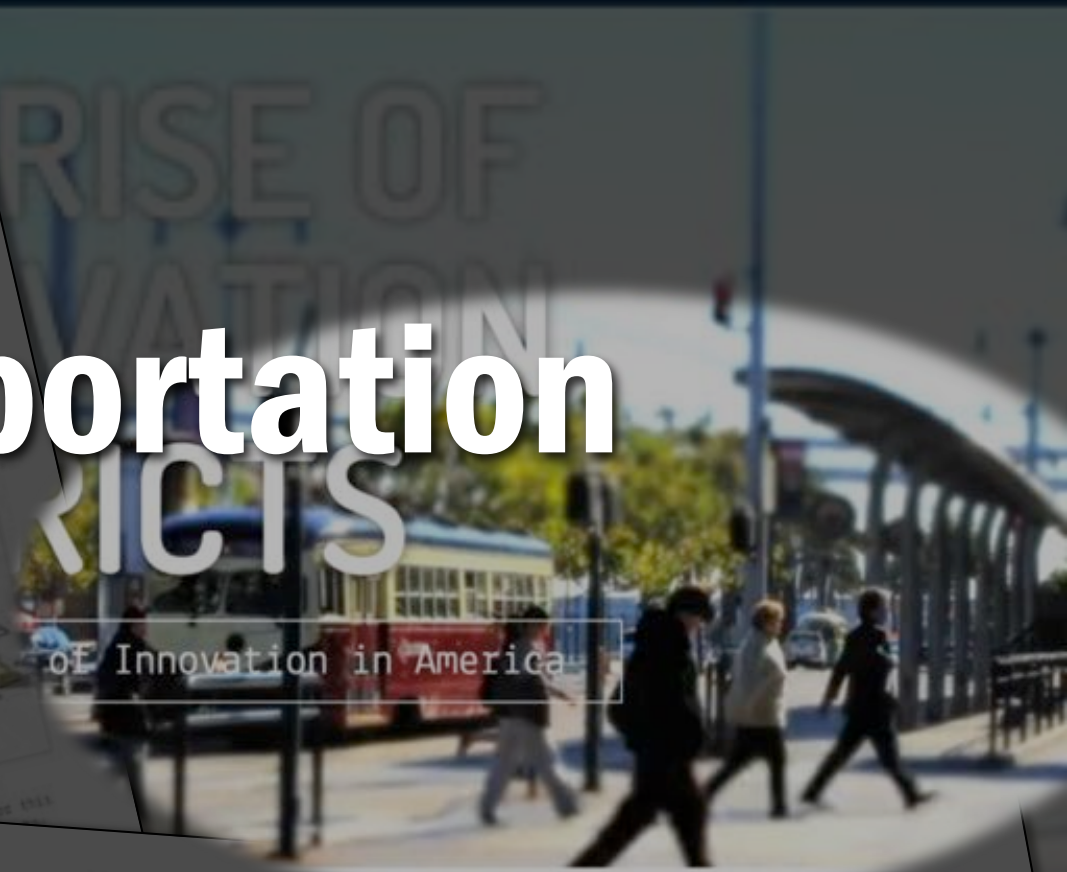
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...attributes.

One of Stockholm's innova-  
...tion districts, Stockholm  
...Life, is engineering a  
...made plan, which includes  
...transforming the district over

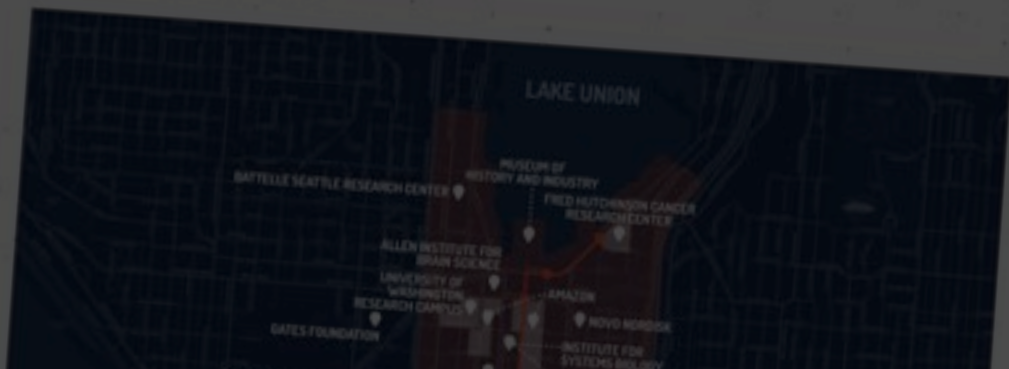


# RISE OF INNOVATION DISTRICTS

of Innovation in America



## SEATTLE: SOUTH LAKE UNION Re-Imagined Urban Area

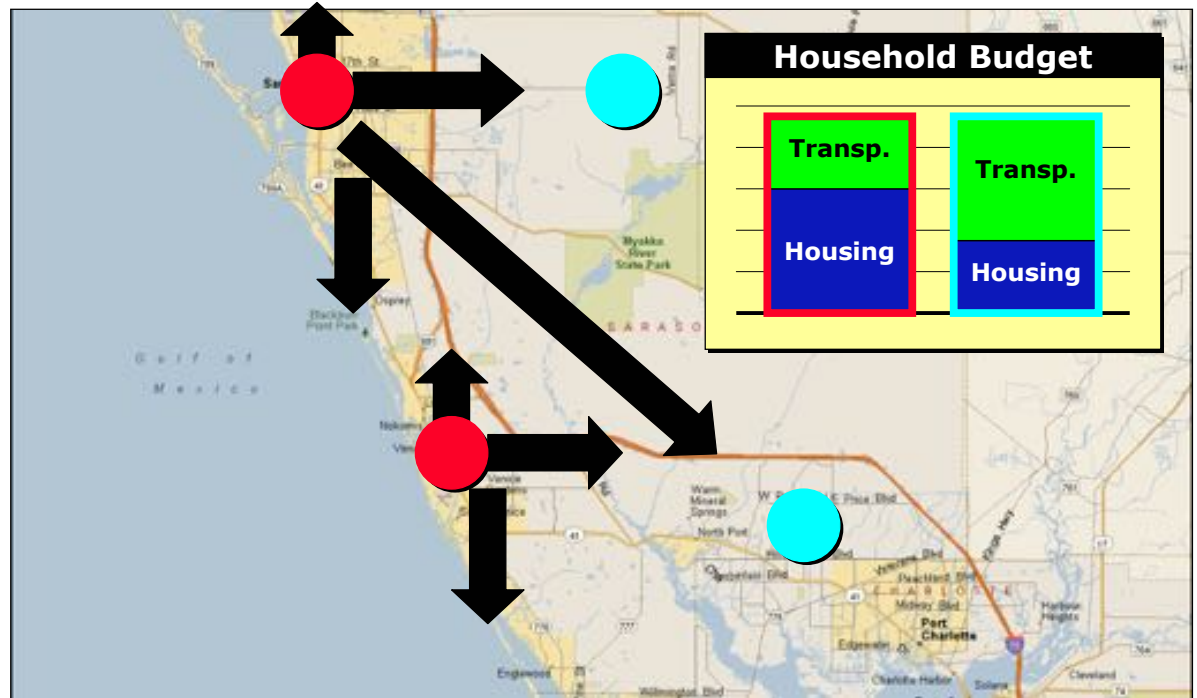


THE NEW M-3 EXPANSION SCHEDULED FOR 2024 WILL  
...THE SOUTH LAKES UNION DISTRICT AND THE DISTRICT

**Transportation**  
**+**  
**Housing**

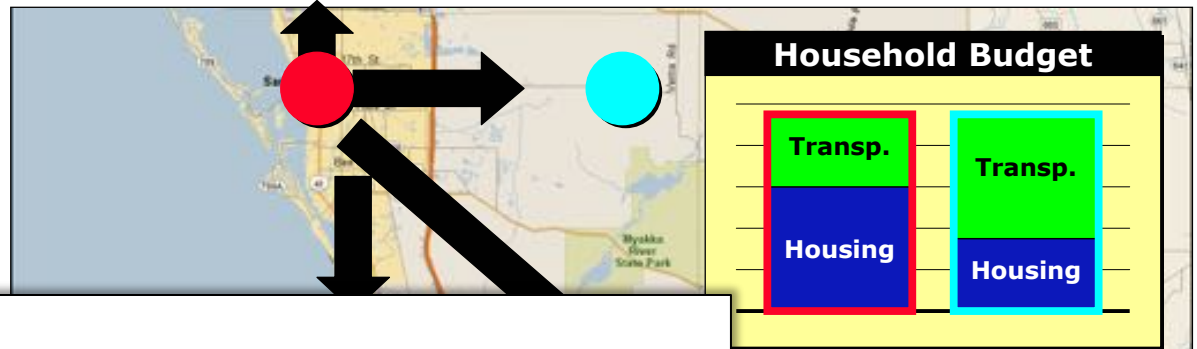


# What's the Problem?



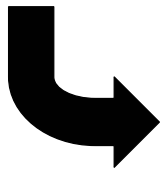
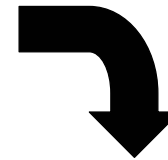


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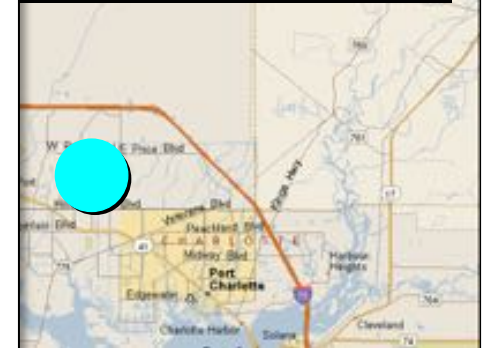
# What's the Problem?

**Your  
housing  
problem...**



**...Becomes  
a trans-  
portation  
problem...**

Housing problems and transportation problems are often closely related...and are also closely aligned with economic development issues. Smart strategies recognize and act on these relationships.



# **Mobility districts**



**The goal:**

**Reduce the cost of  
urban housing  
and transportation  
without subsidy**

# **New Mobility**



**With New Mobility do  
you get a TOD?**

**Maybe, but you can  
also get “TOD lite”**



**TOD lite**  
**vs.**  
**a real TOD**

# Pike & Rose: The former Mid-Pike Plaza



**Preconstruction:  
\$880,000 in taxes**





**Phase I completed:  
\$3.4 million in taxes**





**Full build out:  
\$15 million in taxes**





# The problem with TOD:

**You need  
the transit!**



# That can be a heavy lift in some places



Even BRT has a hefty  
price tag...





# A new form of urban alchemy...





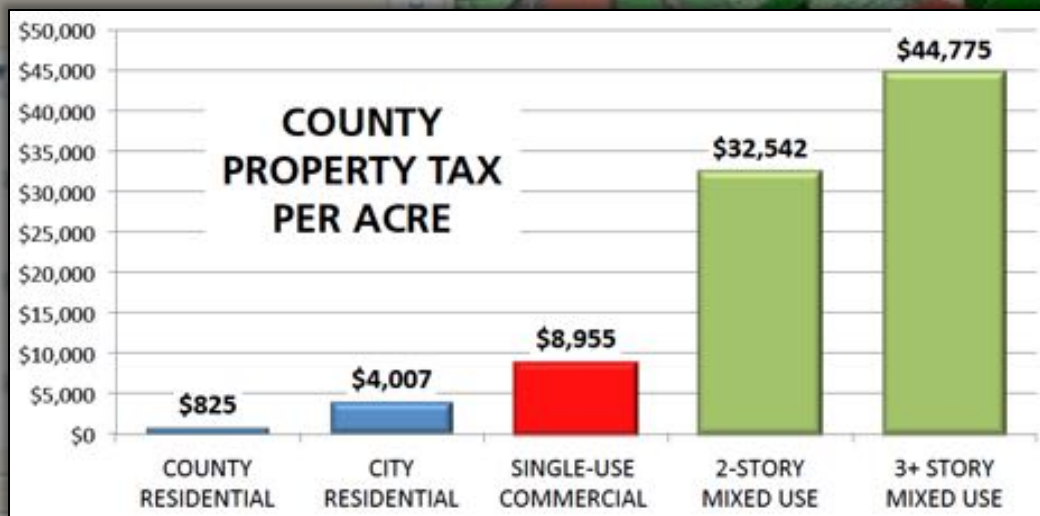
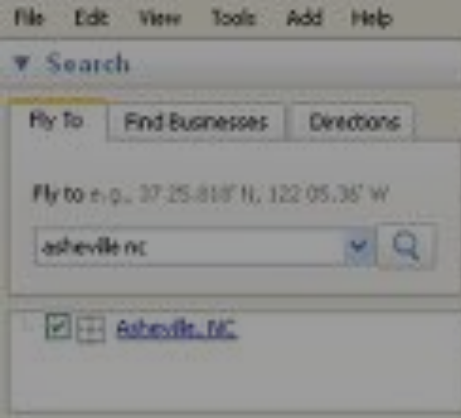
# A new form of urban alchemy..



# Asheville, NC







Like the chart above, the height of the parcel on the map represents the amount of revenue earned per acre, not the actual height of the building (green=private buildings; red=public).



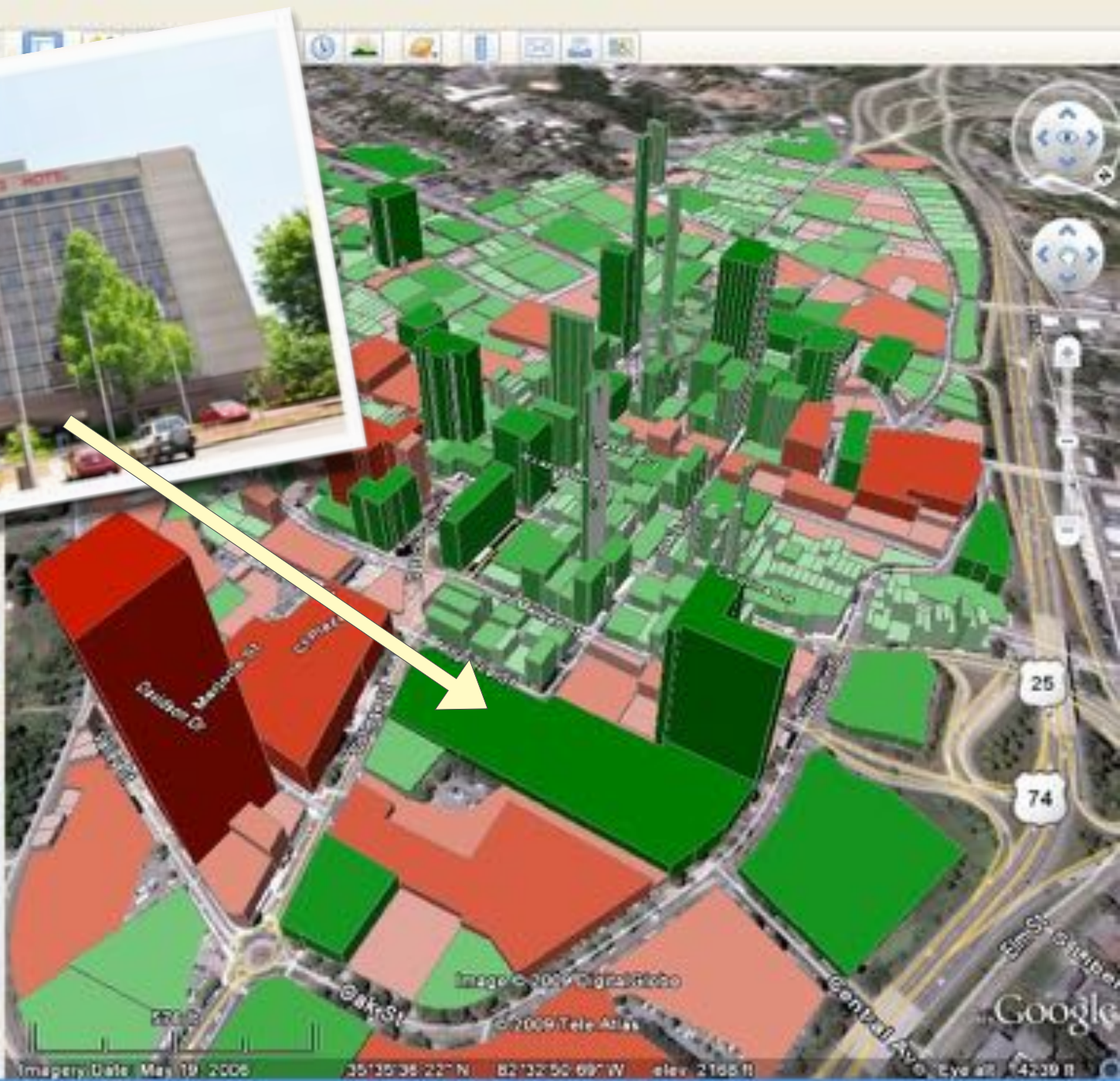
**\$24M, 5.2 acres, 12 stories**



- Features (Taxable)
- Feature Labels (Taxable)
- [down arrow](#)
- Features (MarketValu)

Layers

- Primary Database
- Geographic Web
- Roads
- 3D Buildings
- Street View
- Borders and Labels
- Traffic
- Weather
- Gallery
- Ocean
- Global Awareness
- Places of Interest

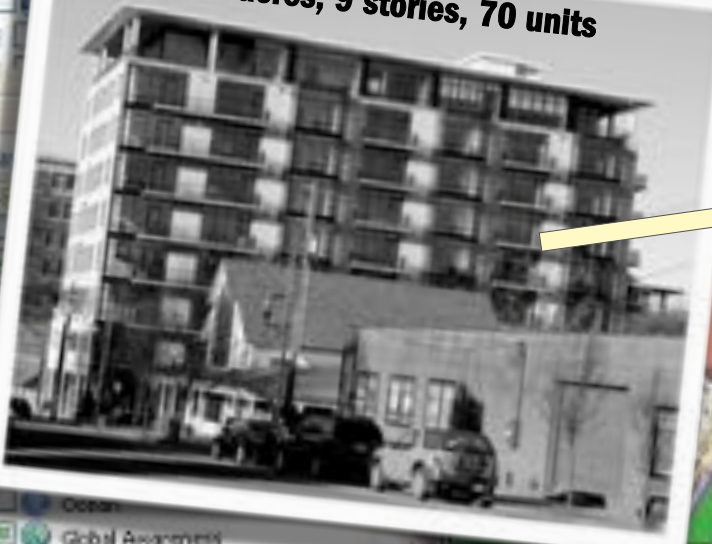




**\$24M, 5.2 acres, 12 stories**



**\$34M, 0.7 acres, 9 stories, 70 units**





What if all the buildings performed like this one?

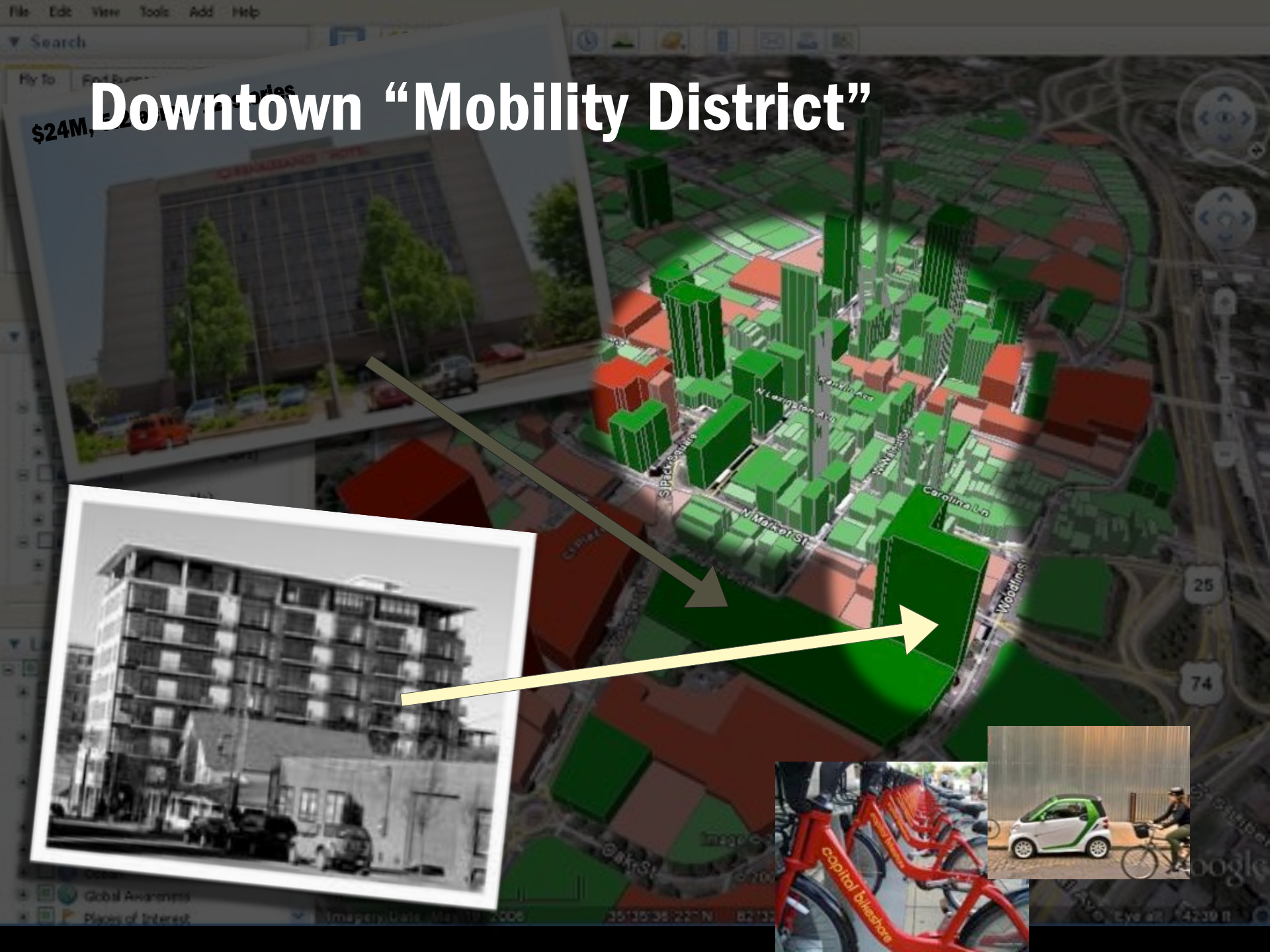
\$24M, 100,000 sq ft





# Downtown "Mobility District"

\$24M,





**This would add millions to the tax base!**





What if you created these districts all across the US?





And used common metrics to define them?





# Location Efficient Mortgages

The screenshot shows the CNT (Central New York Trust) website. The header includes a green navigation bar with a "Site Selection" dropdown and a search bar. The CNT logo is prominently displayed on the left, with the tagline "Sustainable Communities Attainable Results". To the right of the logo is a large, faint map of the United States. Further right, there are links for "Climate +", "Energy +", "Water +", "Transportation & Community Development +", and a "2010" label. Below the header is a horizontal menu with links: "About Us", "Press Room", "Publications", "Policy", "Support Us", and "Subscribe".

**FEATURED PUBLICATIONS**

**Penny Wise, Pound Foolish: New Measures of Housing + Transportation Affordability (PDF 5,722.7kb)**

March 24, 2010  
This report served as a guide to CNT's H+T Index which includes 337 U.S. metropolitan regions. The index demonstrates that the way in which

**Location Efficient Mortgage® (LEM)**

A Location Efficient Mortgage® (LEM) is a type of mortgage that recognizes the savings available to people who live in location efficient communities.

The LEM resulted from a three-year long research program in 1995 led by three non-profit organizations: CNT, the Natural Resources Defense Council, and the Surface Transportation Policy Project. Together they have formed a new non-profit organization called the Institute for Location Efficiency (ILE).

**Overview**  
**Policy**  
**Location Efficient Mortgage® (LEM)**

The image on the right shows a train traveling through a tunnel.



Site Selection

Enter search terms here

[Climate +](#)  
[Energy +](#)  
[Water +](#)  
[Transportation &](#)  
[Community Development +](#)

[About Us](#)

[Press Room](#)

[Publications](#)

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[Overview](#)

[Policy](#)

[Location Efficient Mortgage® \(LEM\)](#)





Site Selection

Enter search terms here

Climate +  
Energy +  
Water +  
Transportation &  
Community Development +

About Us

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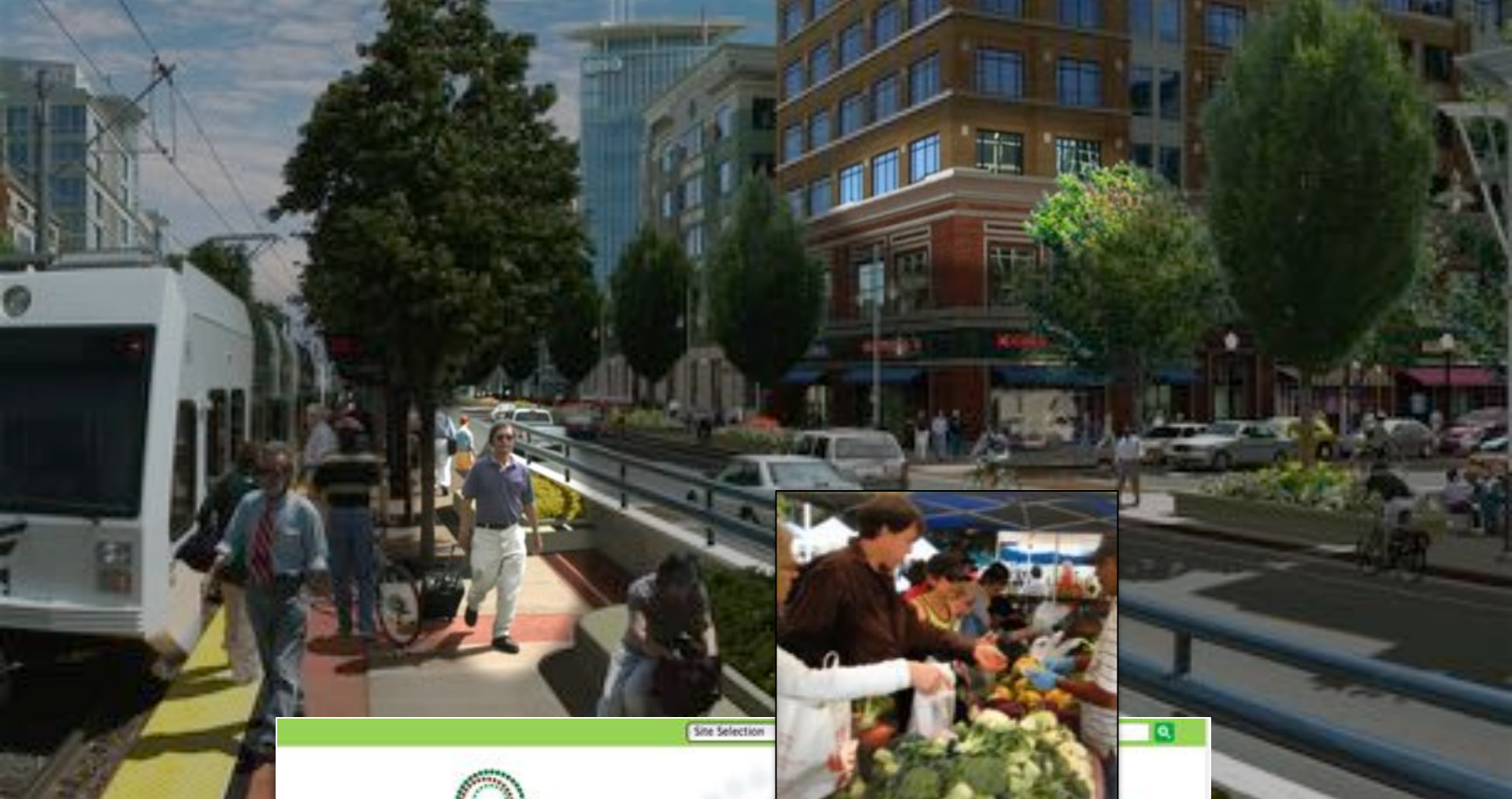


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Site Selection



# CNT

Sustainable Communities  
Attainable Results

[About Us](#) [Press Room](#) [Publications](#) [Policy](#) [Support Us](#) [Subscribe](#)

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Overview

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**18 years ago!**



THE WHITE HOUSE  
Office of the Vice President

Remarks by Vice President Al Gore  
The Brookings Institution  
Wednesday, September 2, 1998

**REMARKS BY VICE PRESIDENT AL GORE  
THE BROOKINGS INSTITUTION  
Wednesday, September 2, 1998**

ignored by our mortgage system: families that live near mass transit save as much as hundreds of dollars a month, and therefore should qualify for larger mortgages. These new location-efficient mortgages, which come with a 30-year transit pass, will give families more choices, by enabling them to live in more desirable neighborhoods, with higher property

# It's the best antidote to "drive till you qualify"



## Home prices through the biggest jump in 7 years

Diana Olick, CNBC.com

June 25, 2013 at 11:21 AM ET

U.S. home prices went through the roof in April, posting their biggest monthly gain in seven years.

If that wasn't enough of a sign the housing market is roaring back, sales of new single-family homes in May



## Bloomberg

Our Company | Professional | Anywhere

HOME QUICK

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OPINION

MARKET DATA

PERSONAL FINANCE

TECH

POLITICS

SUSTAINABILITY

## Barclays' Kim Says "Drive Till You Qualify" is Back (Audio)

Jun 18, 2013 1:21 PM ET



0 COMMENTS

QUEUE



Audio Download: Barclays' Kim Says "Drive Till You Qualify" is Back

Stephen Kim, analyst at Barclays Capital Inc, says a growing shortage of land to develop into lots for new homes will persist for six to 18 months, and has brought back "drive till



# It could look like this...

*This is dummy copy for a fake ad for location-efficient mortgages, a concept that has been in existence for more than 15 years. The purpose of the ad is to showcase the potential of the concept.*

*This advertisement and the logos shown here should not in any way be regarded as an endorsement of the concepts showcased in this presentation by any party.*

## Big Savings on Your Mortgage; One More Reason to Live in the Zone

Mortgage servicing provided by:

**BIG  
BANK**

HOME  
MORTGAGE



Location-Efficient Mortgage concept  
formulated by the Center for Neighborhood  
Technology, Chicago, Illinois

**Exercise Your Freedom of Mobility**

# But it needs national underwriting standards

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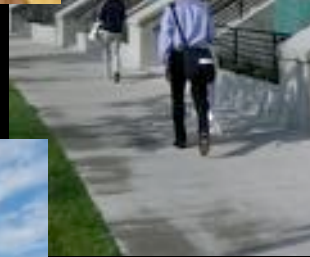
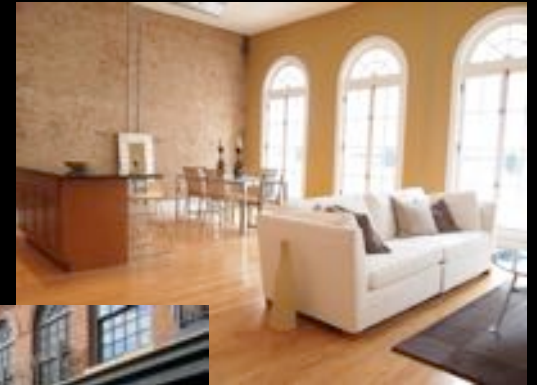
## Big Savings on Your Mortgage; One More



**This is a huge because it  
involves millions of units  
across the nation**







# A Tale of 2000 Cities

How the sharp contrast between successful and struggling communities is reshaping America

Louise Koely and Kathy Bonjancic

February 2014

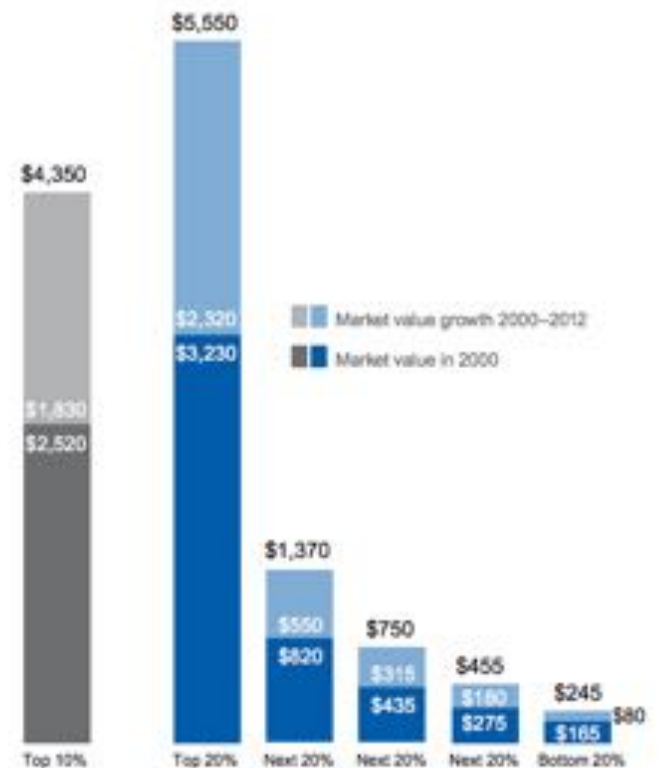
## FOUNDERS

The Demand Institute is jointly sponsored by The Conference Board and Nielsen



Exhibit 3

## U.S. Aggregate Housing Market Value in 2012 Across 2,200 American Cities (Billions)



Note: Distribution based on analyzing the largest U.S. incorporated municipalities



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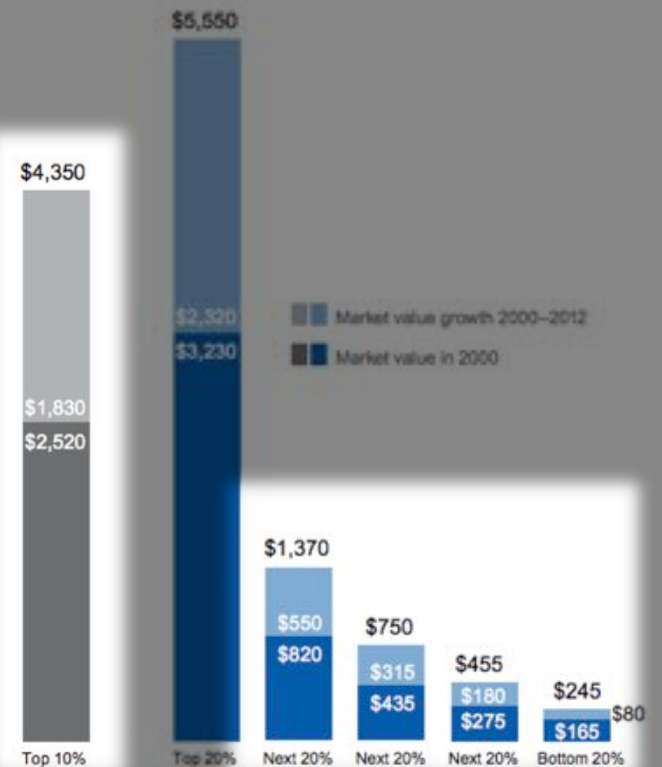
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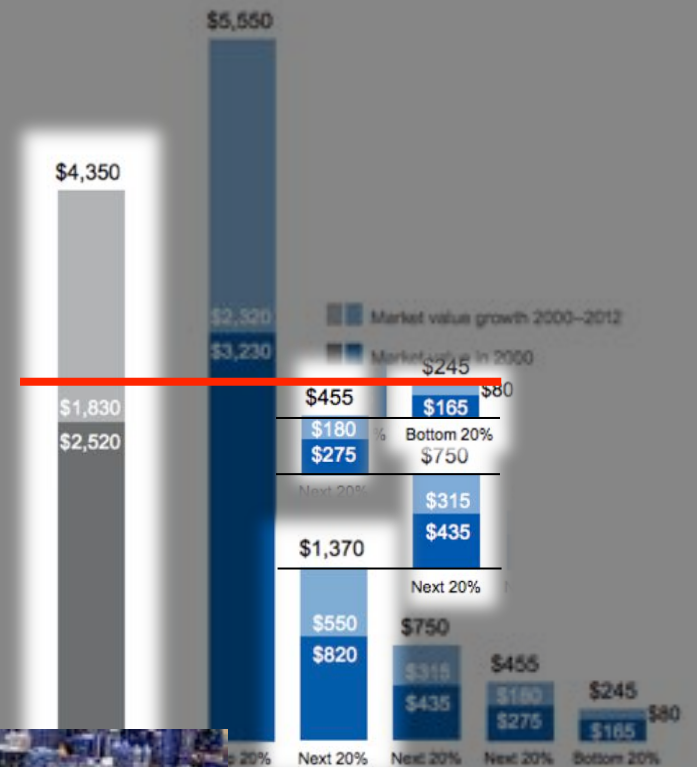
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Exhibit 3  
U.S. Aggregate Housing Market Value in 2012  
Across 2,200 American Cities (Billions)



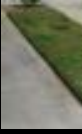
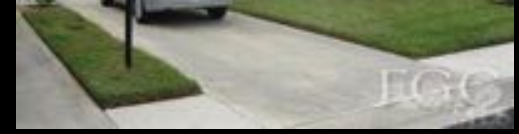
Excluding the largest U.S. incorporated municipalities



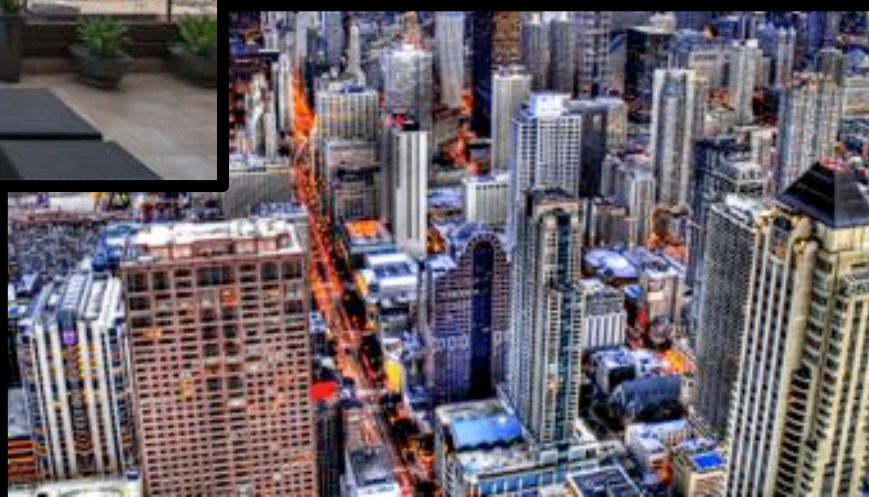




**1 unit in the  
mobility district  
= 15 in  
the burbs**







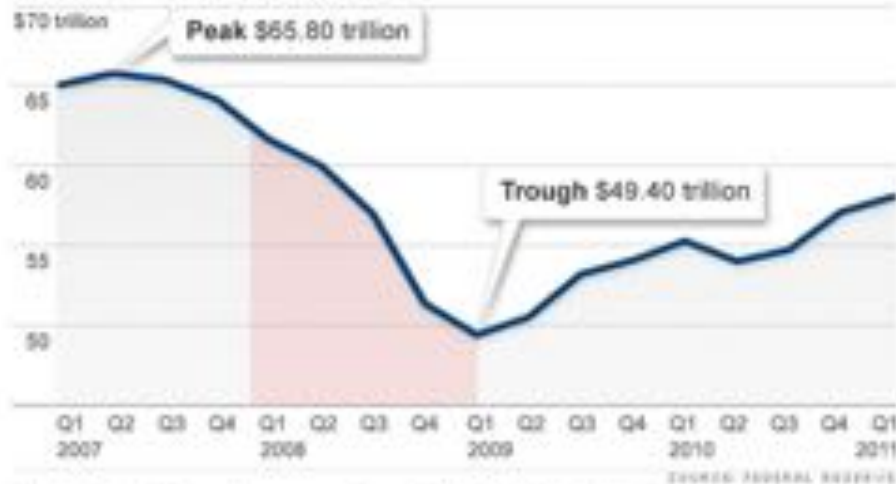


RECOVERY AT RISK

## America's lost trillions

By Chris Isidore @CNBCMoney June 9, 2011: 1:03 PM ET

### HOUSEHOLD NET WORTH

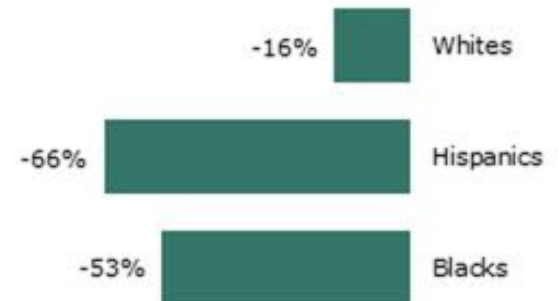


**26 Trillion  
lost!**





### Percentage Change in Median Net Worth of Households, 2005 to 2009



Source: Pew Research Center tabulations of Survey of Income and Program Participation data

PEW RESEARCH CENTER

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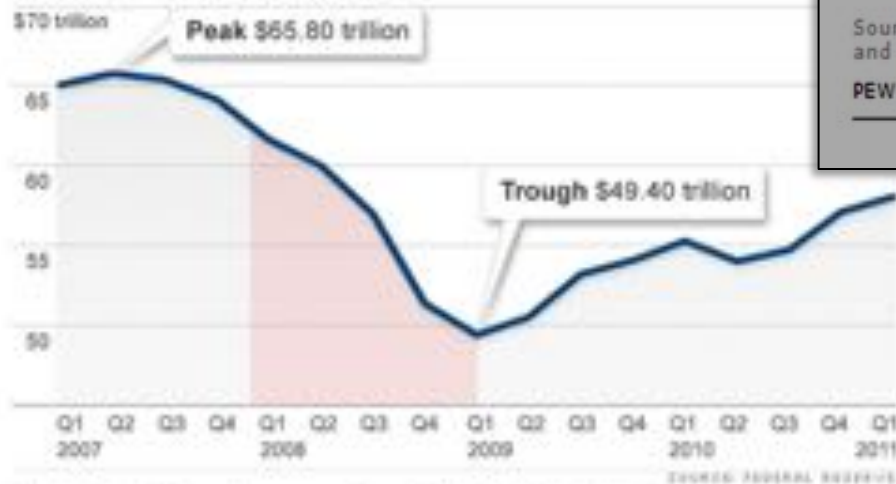


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Source: Pew Research Center tabulations of Survey of Consumer Finances and Program Participation data

PEW RESEARCH CENTER















**What about  
Gentrification?**



**What about  
~~Gentrification?~~**

What about  
~~Gentrification?~~  
Displacement



# San Francisco housing: Time for a correction?

Diana Olick | @diana\_olick  
Thursday, 9 Oct 2014 | 8:57 AM ET



3184 MISSION ST #204  
SAN FRANCISCO, CA 94110

LIST: \$785,000  
SALE: \$940,000



## Newsweek

### Photos: Priced-Out in San Francisco

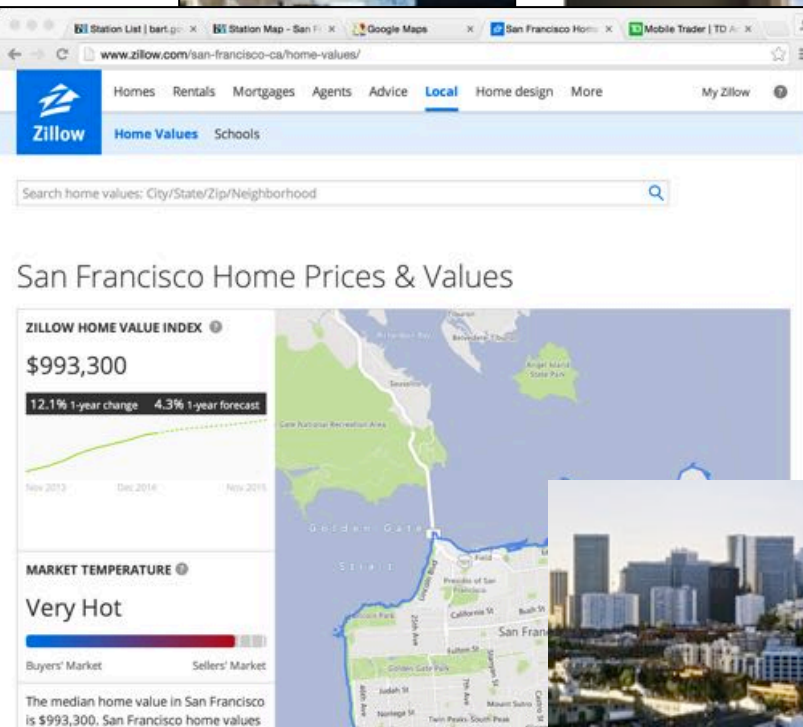
BY SAMANTHA KAPLAN AND SHAMINDER DULAI 10/26/14 AT 2:32 PM



Benito Santiago has lived at his home in the Mission for 37 years and through the Ellis Act. The Mission district was quickly gentrified and longtime residents out. SAMANTHA KAPLAN FOR NEWSWEEK

Filed Under: U.S., San Francisco

For nearly three decades Diego Deleo has begun most simple breakfast—mixed nuts, apples, bananas and be coffee and perhaps a glance at the newspaper.

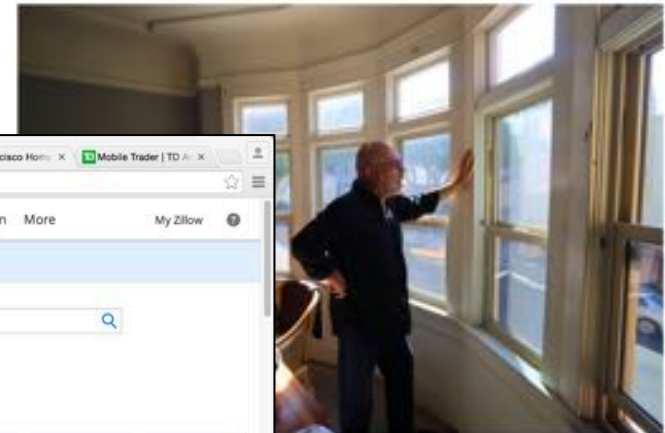


## The New York Times

U.S.

### As Housing Costs Soar, San Francisco Seeks Ballot Solution

By IAN LOVETT OCT. 2, 2014



Richard Silver, who faces eviction from his rent-controlled San Francisco apartment, said, "What am I going to do, just throw my stuff out the window onto the sidewalk?"  
— Jon Wilentz/The New York Times

— Every day, through his mail in I'll find an eviction ars in the North Beach district

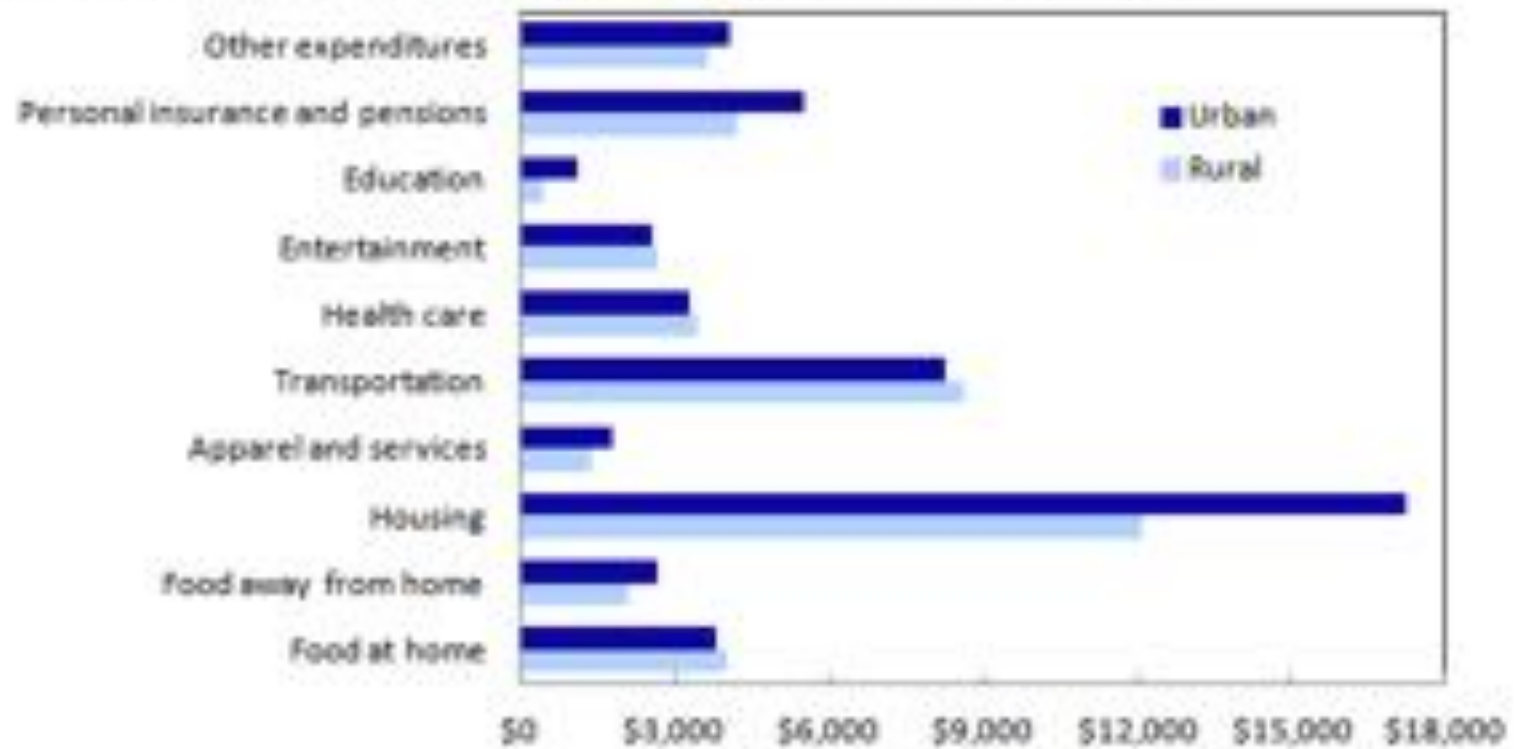
It's gone. [Undo](#)

What was wrong with this ad?

- ☐ Irrelevant
- ☐ Repetitive



### Average annual expenditures of urban and rural households, 2011



Source: U.S. Bureau of Labor Statistics, Consumer Expenditure Survey.





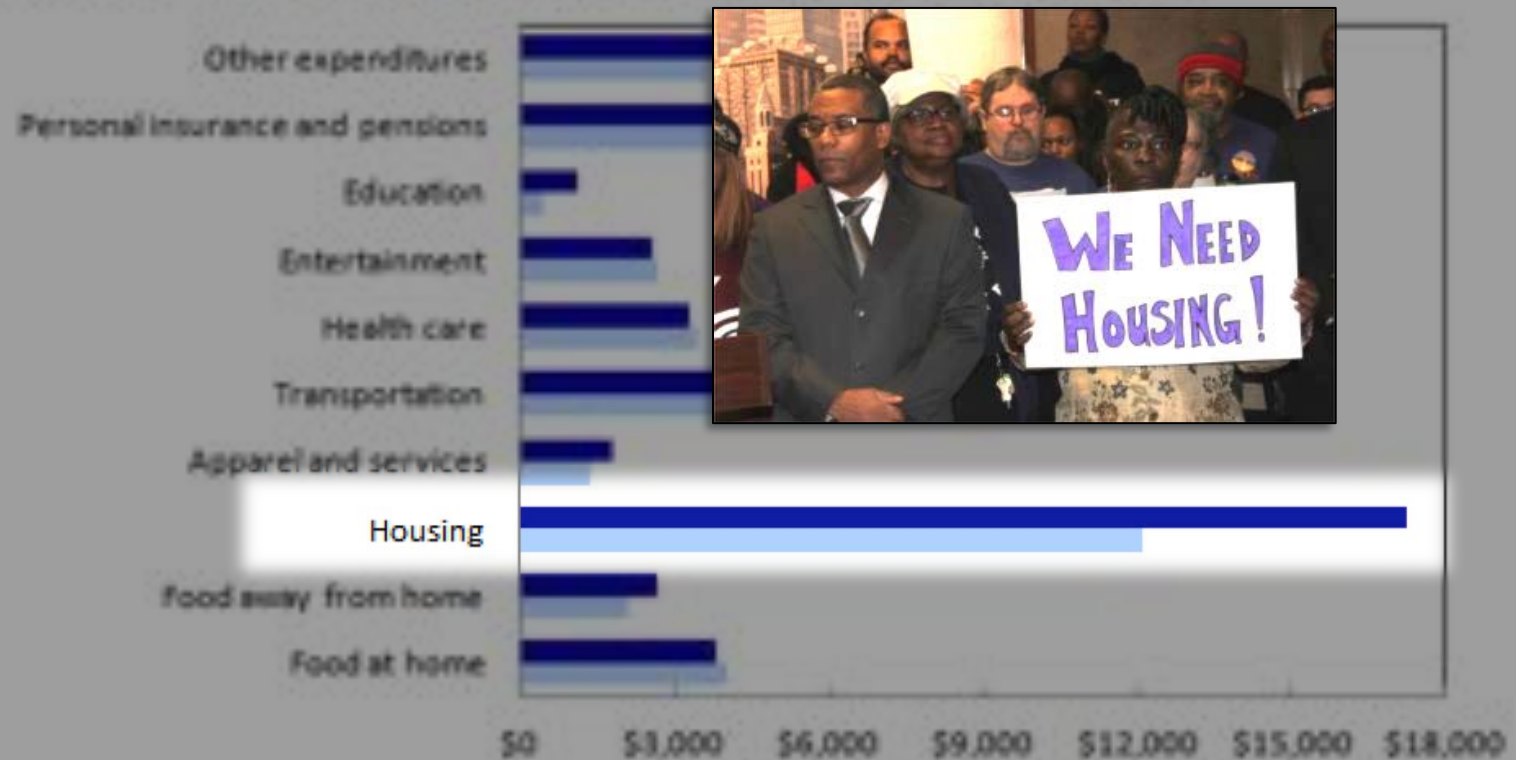
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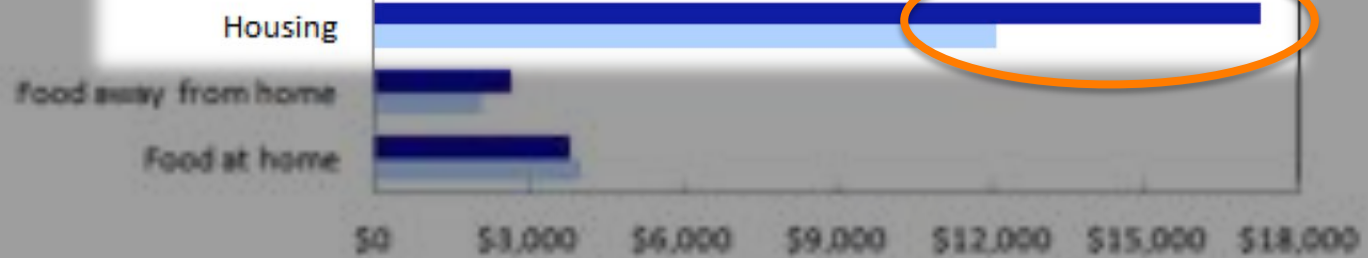
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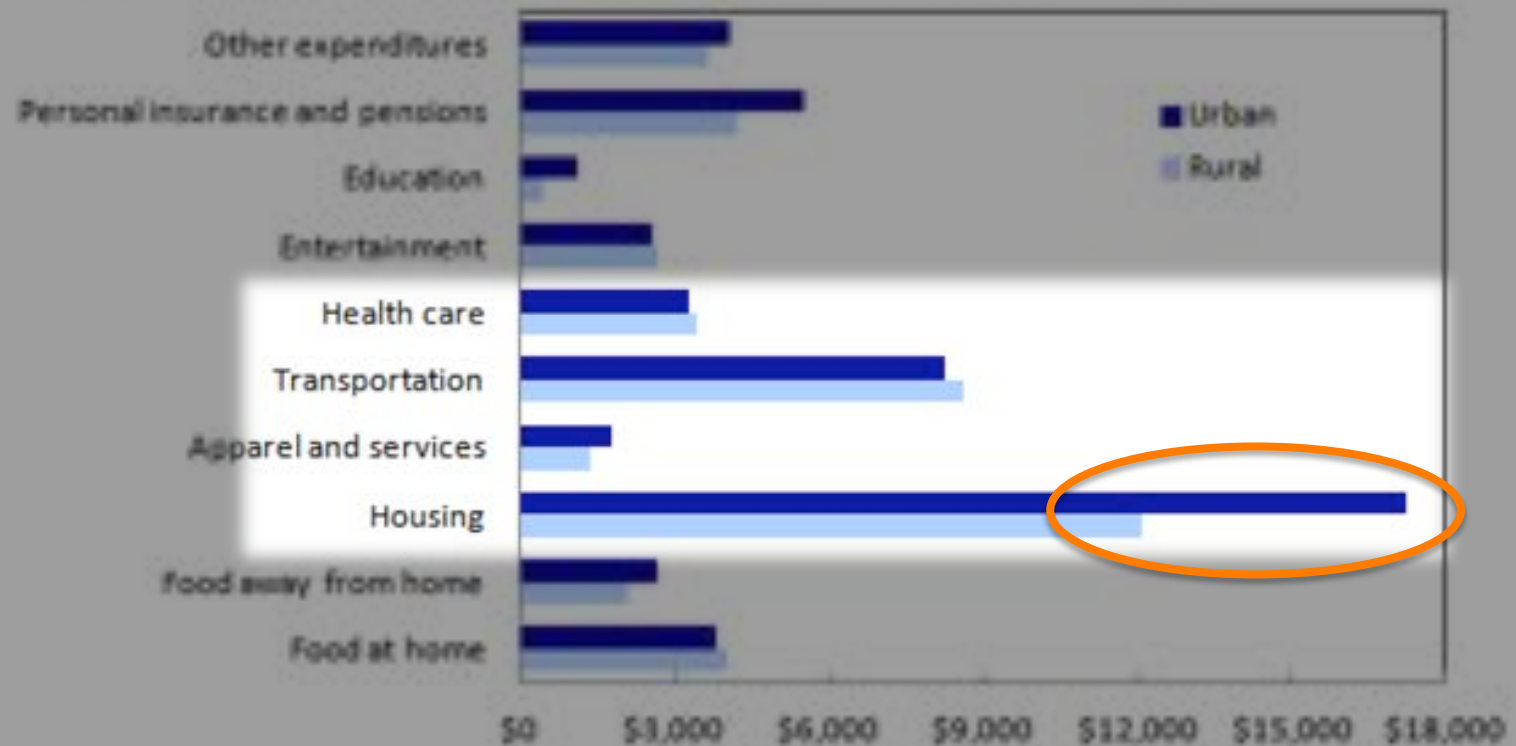
This takes a lot of subsidy!

Source: U.S. Bureau of Labor Statistics, Consumer Expenditure Survey.





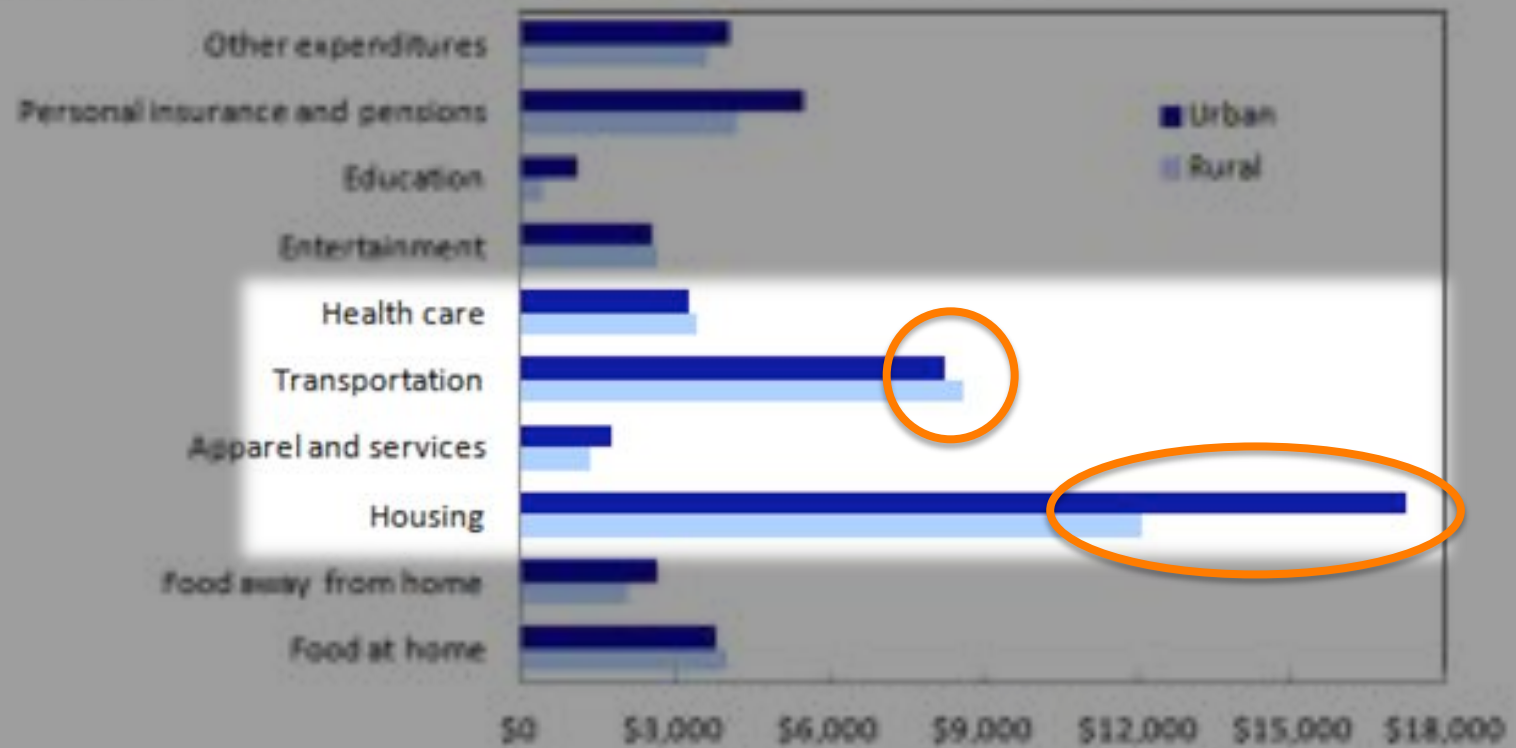
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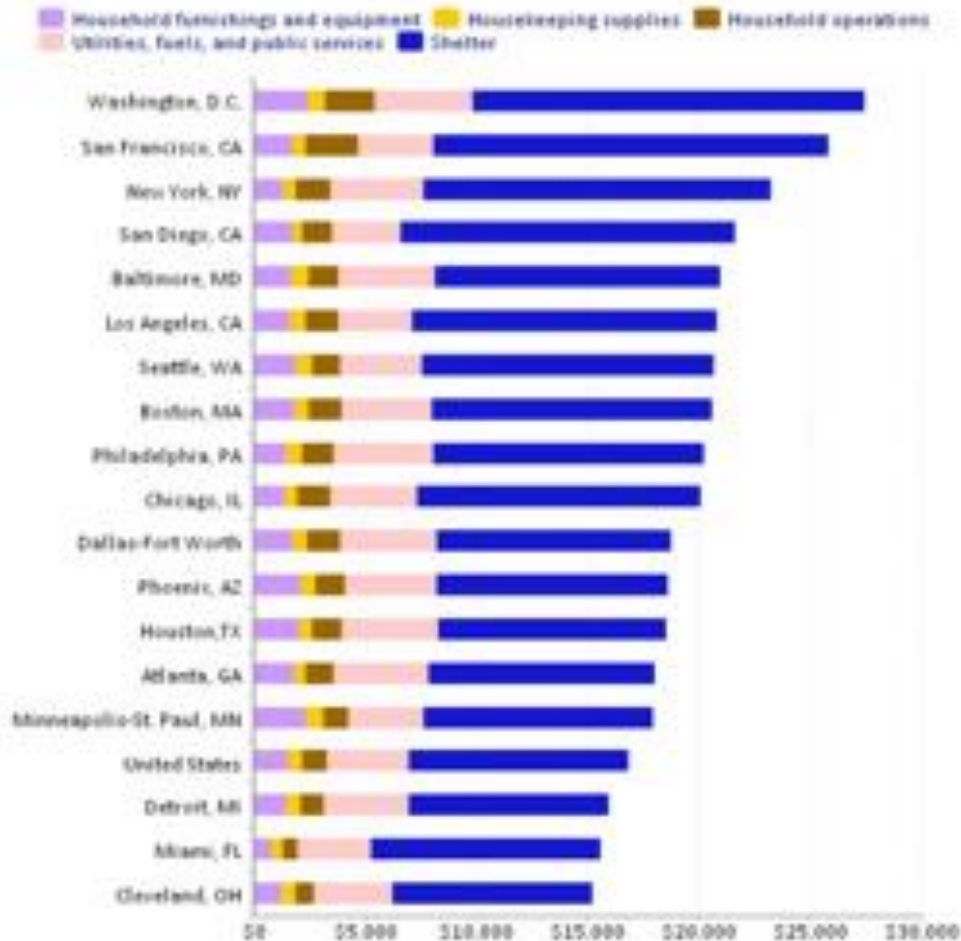
Source: U.S. Bureau of Labor Statistics, Consumer Expenditure Survey.



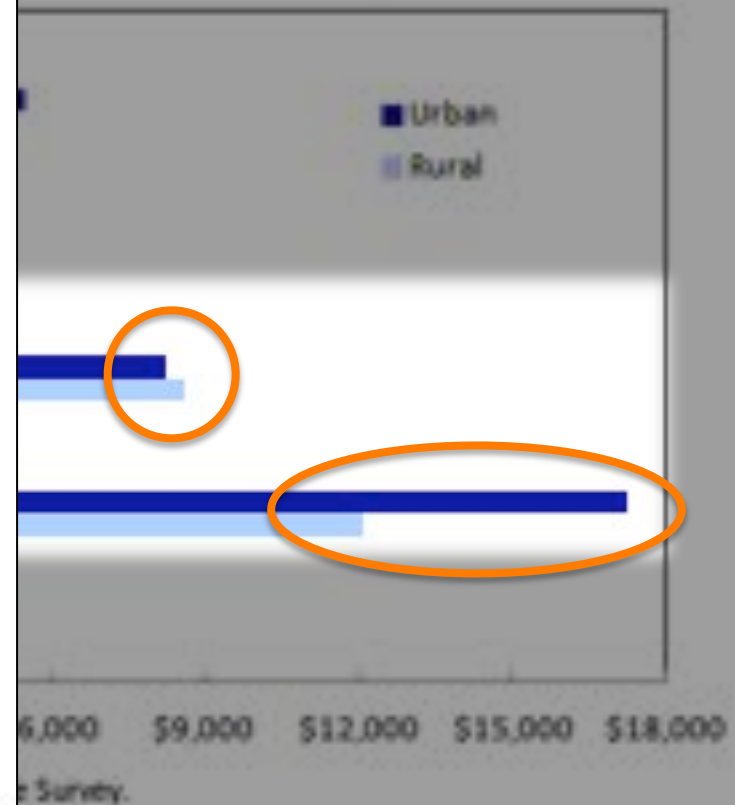


# Housing Costs in US Metro Regions (MSA)

Average annual expenditures on housing-related items, per household, selected metropolitan areas, 2011-2012

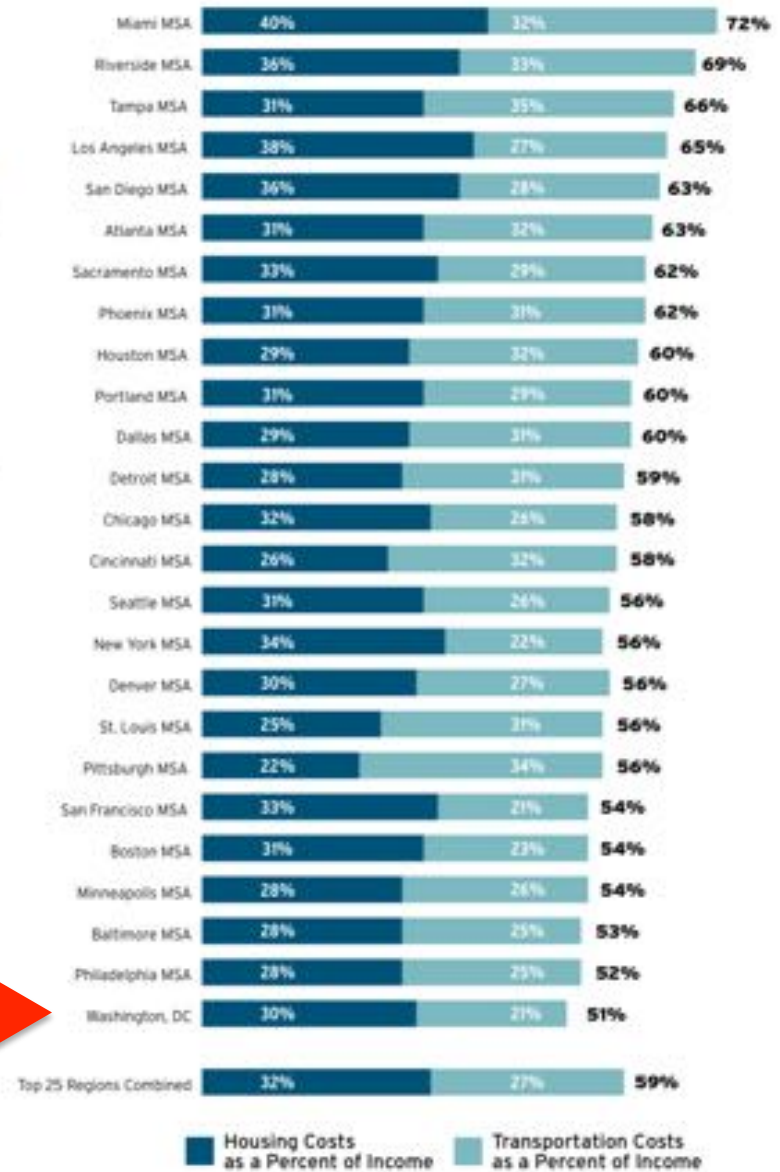
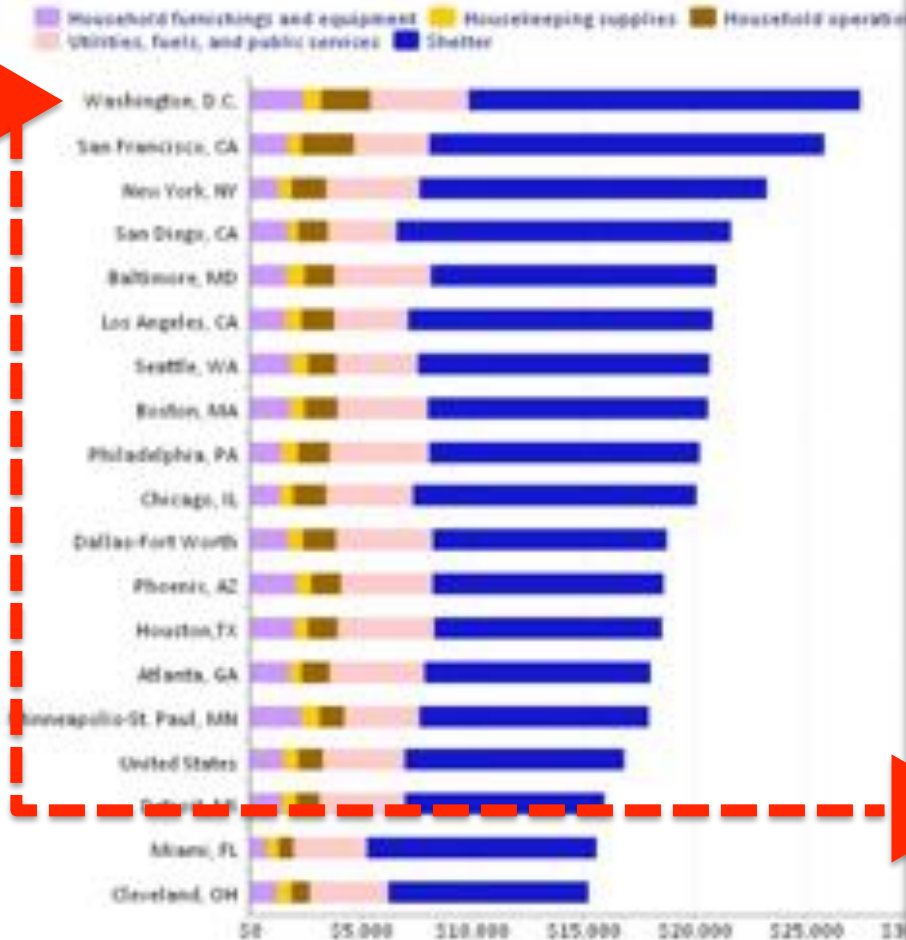


...rural households, 2011



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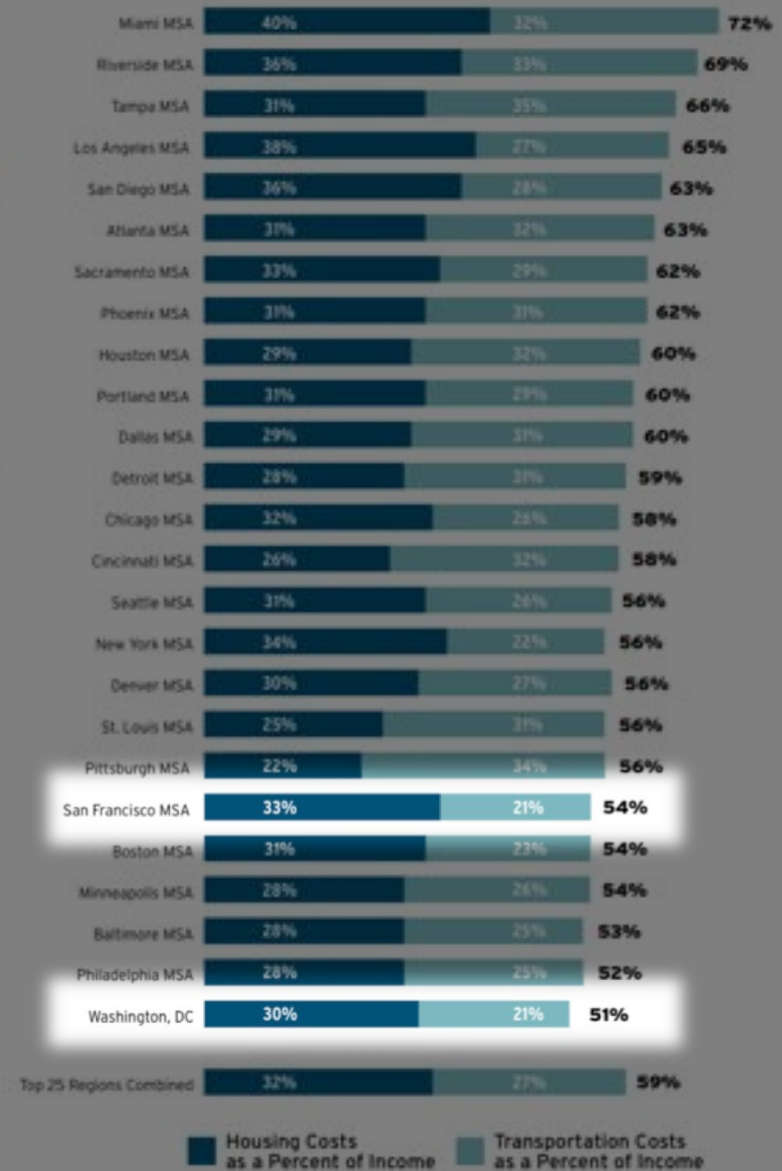
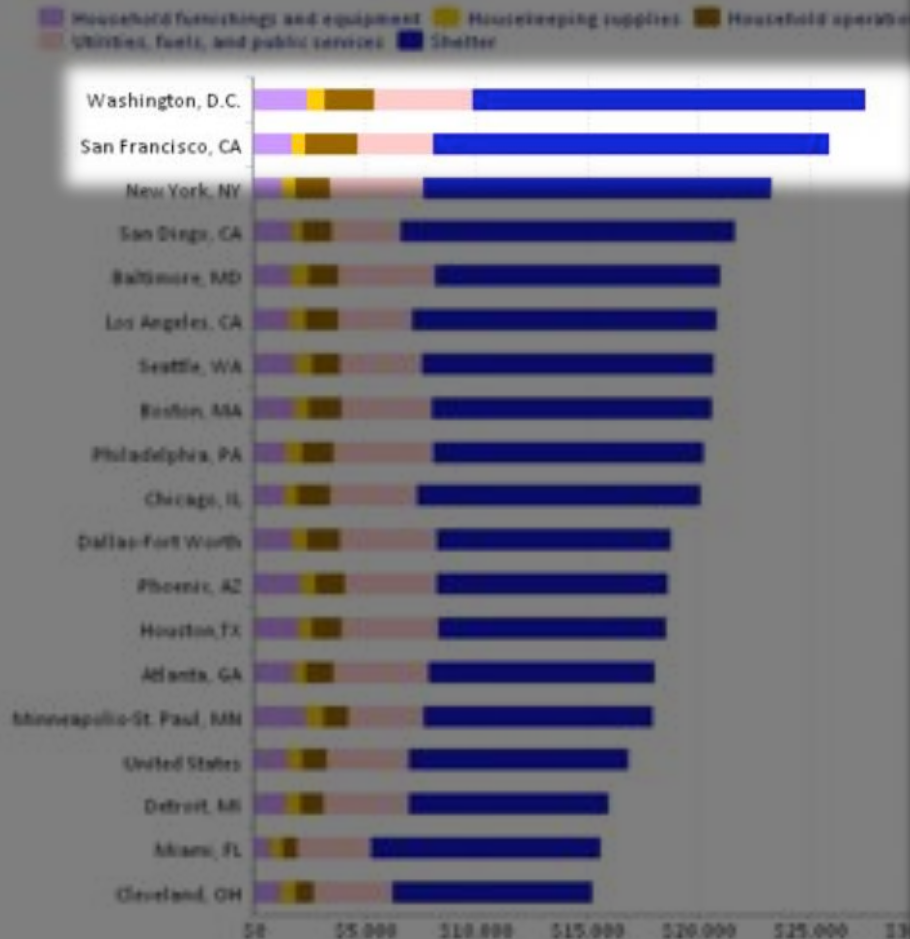
Source: Housing + Transportation (H+T) Affordability Index applied to 2006-2010 American

Cost Burdens of Moderate-Income Households by Metro Area



# Housing Costs in US Metro Regions (MSA)

Average annual expenditures on housing-related items, per household, selected metropolitan areas, 2011-2012

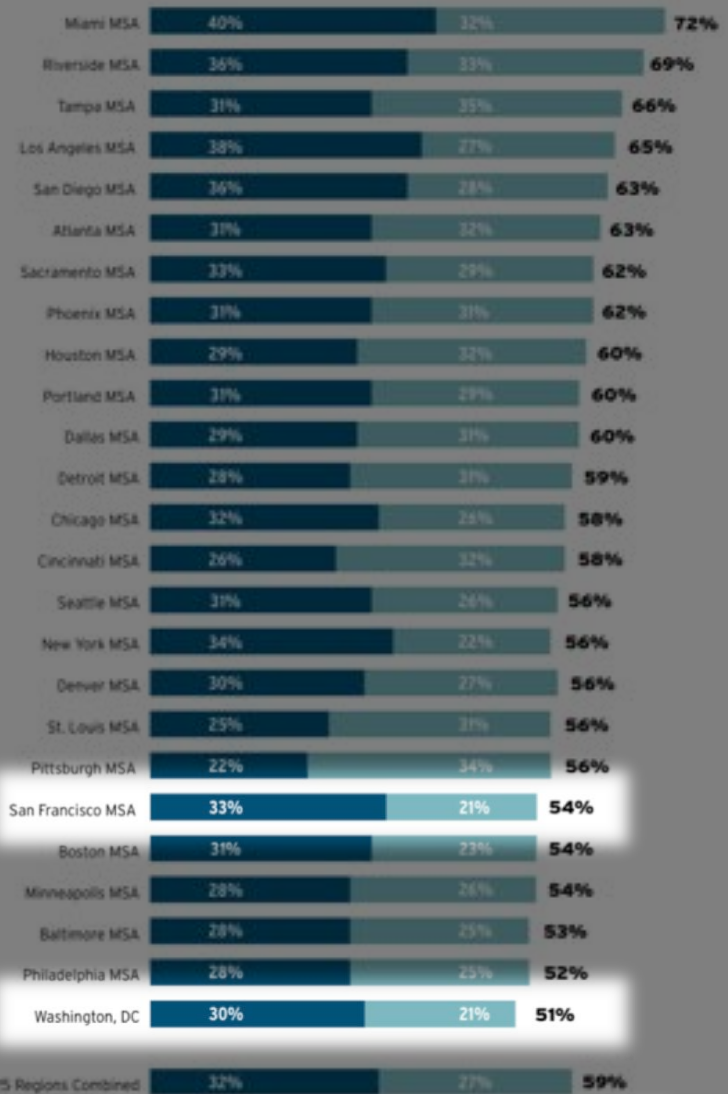
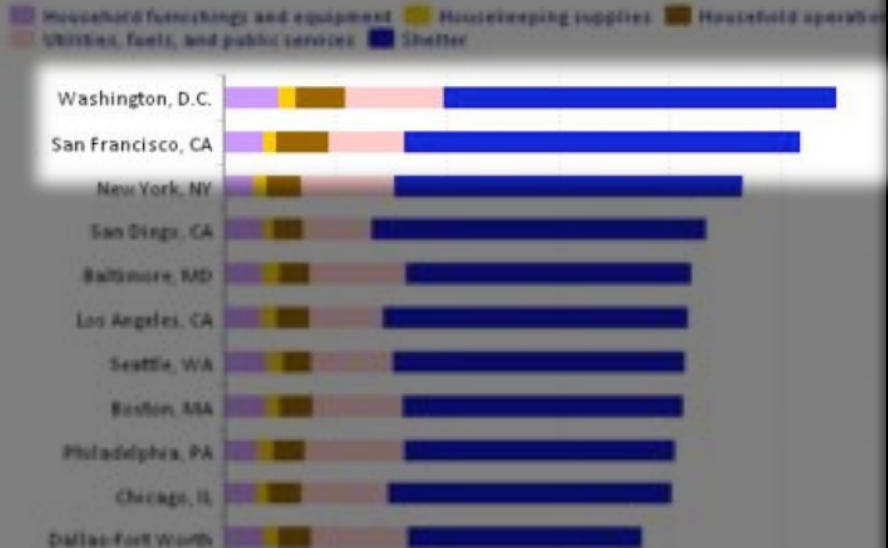


Source: Housing + Transportation (H+T) Affordability Index applied to 2006-2010 American Community Survey data (Center for Neighborhood Technology and Center for Housing Policy).

NOTE: Numbers may not add up due to rounding.

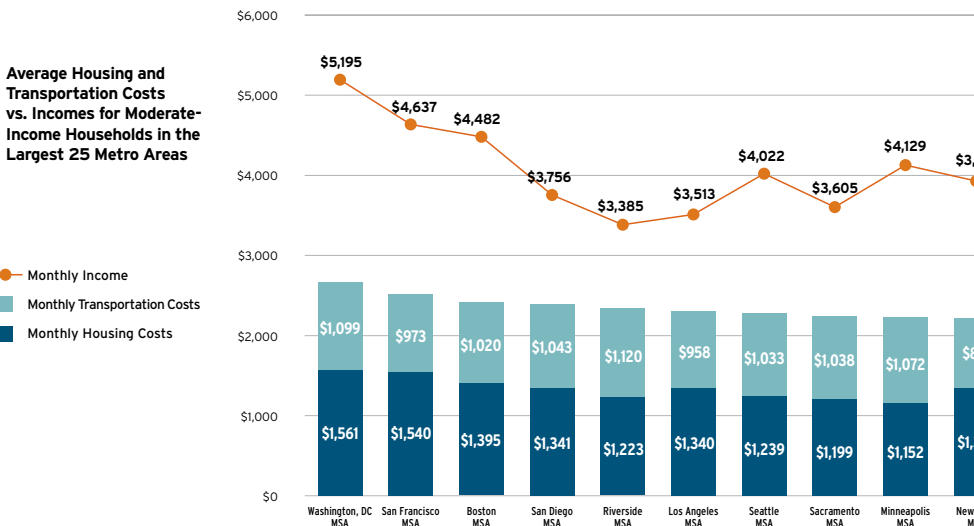
# Housing Costs in US Metro Regions (MSA)

Average annual expenditures on housing-related items, per household, selected metropolitan areas, 2011-2012



## Housing + Transportation Costs Do Not Always Track Incomes

Average Housing and Transportation Costs vs. Incomes for Moderate-Income Households in the Largest 25 Metro Areas



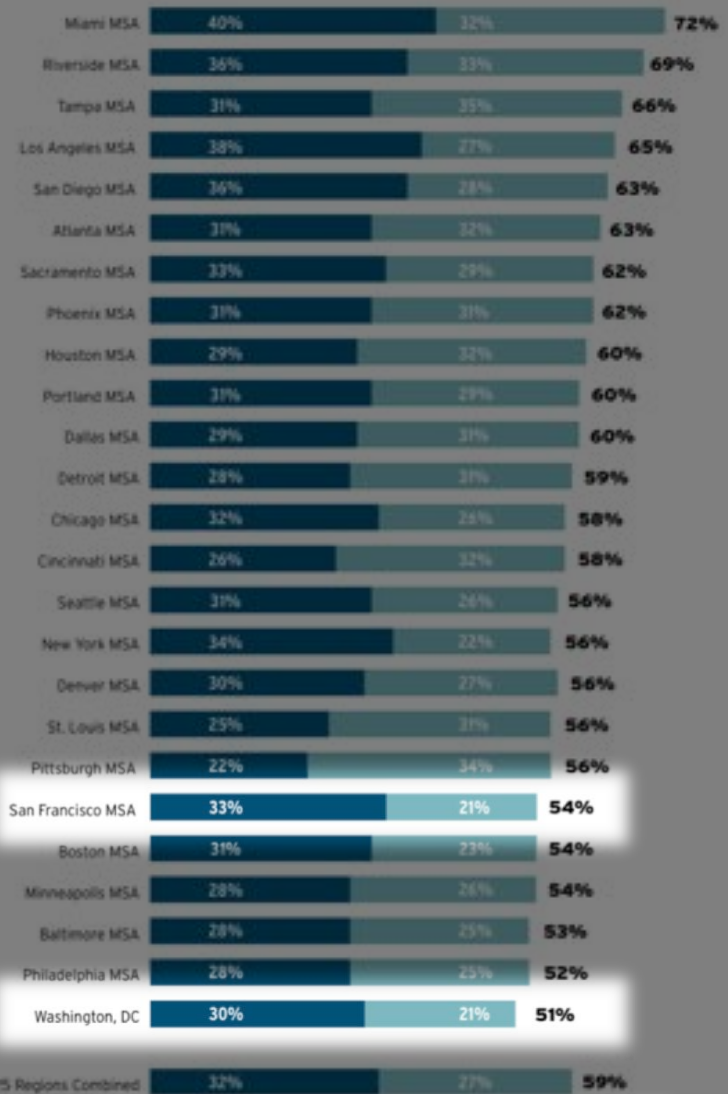
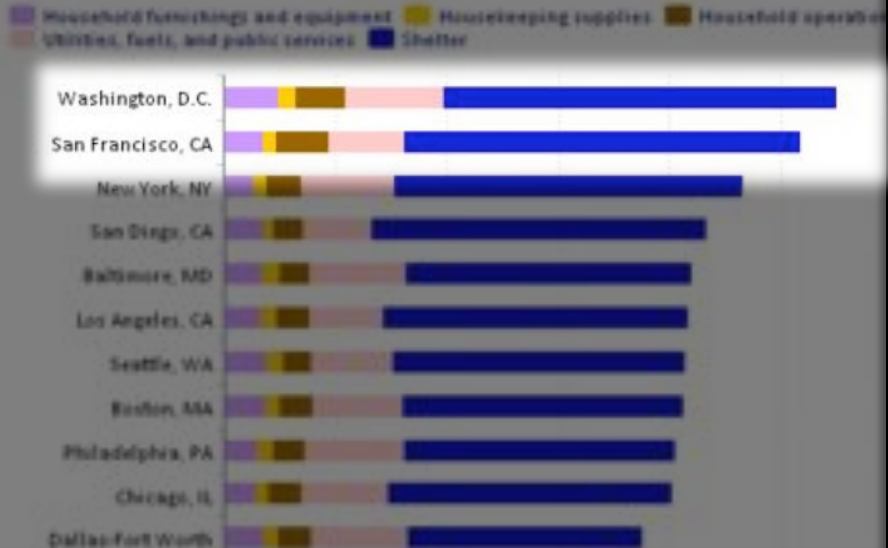
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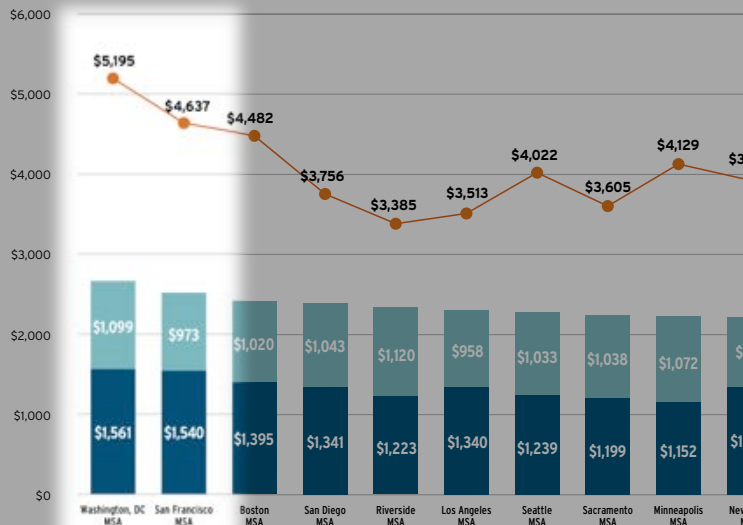
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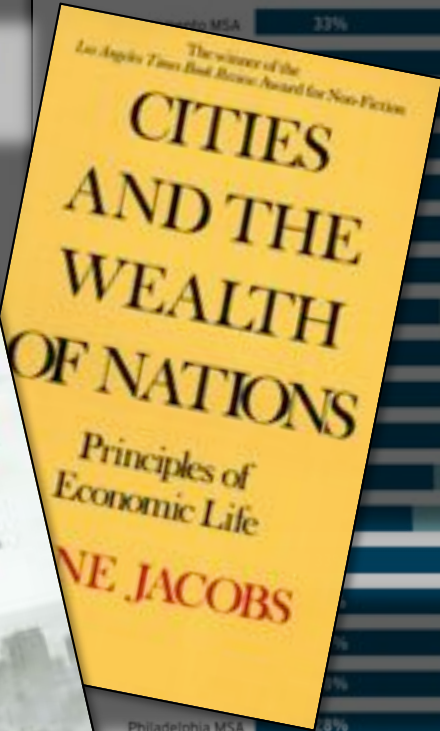
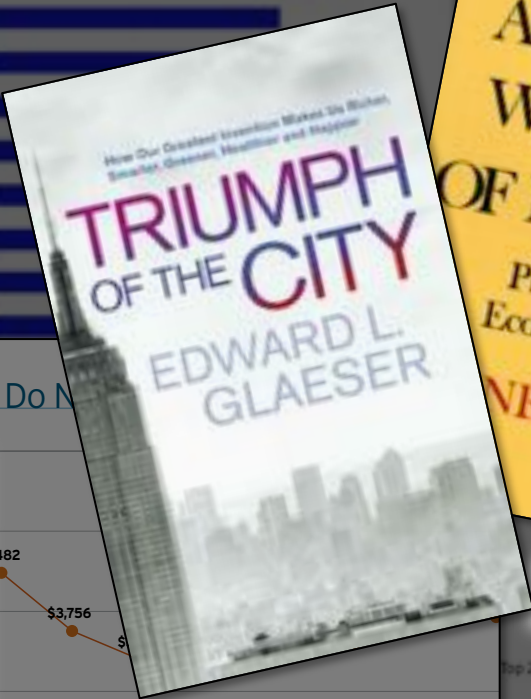
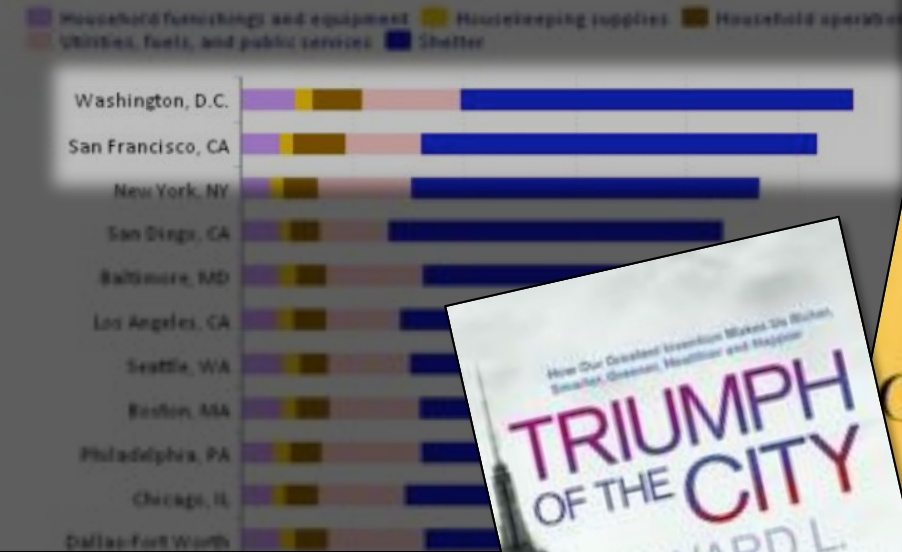


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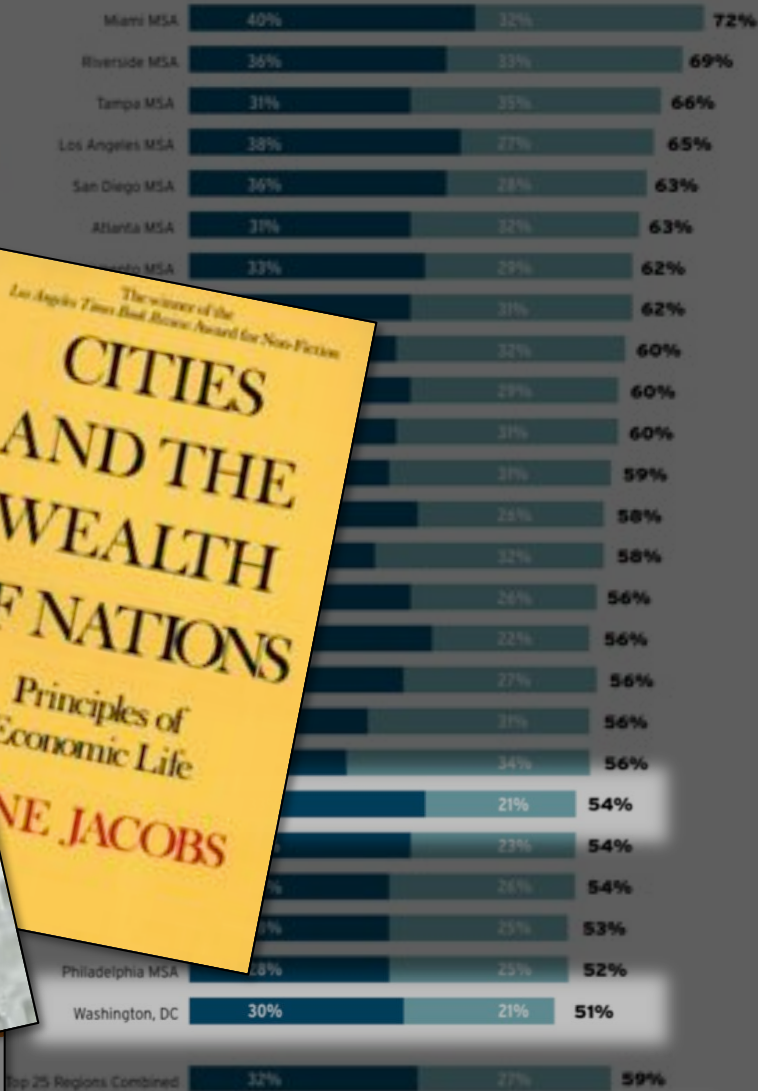
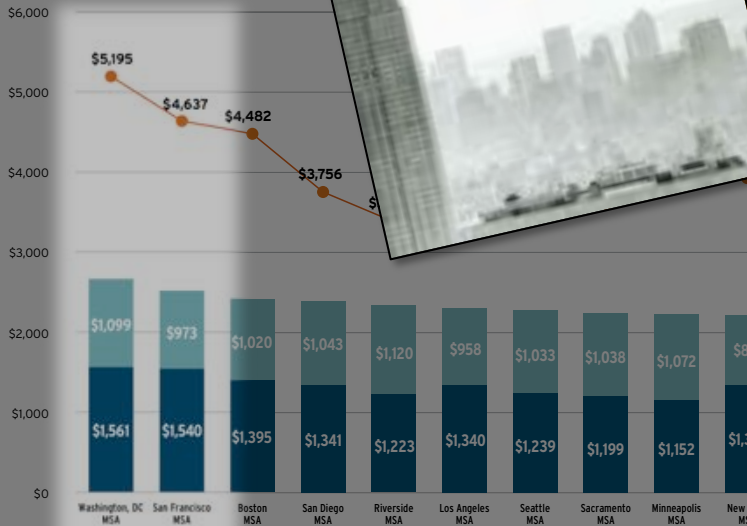
Average annual expenditures on housing-related items, per household, selected metropolitan areas, 2013-2012



## Housing + Transportation Costs Do Not Add Up

Average Housing and Transportation Costs vs. Incomes for Moderate-Income Households in the Largest 25 Metro Areas

Monthly Income  
Monthly Transportation Costs  
Monthly Housing Costs



Source: Housing + Transportation (H+T) Affordability Index applied to 2006-2010 American Community Survey data (Center for Neighborhood Technology and Center for Housing Policy).

NOTE: Numbers may not add up due to rounding.

**How can we lower urban living costs without subsidy?**





# How can we lower urban living costs without subsidy?



**\$34M, 0.7 acres, 9 stories, 70 units**



# How can we lower urban living costs without subsidy?



**\$34M, 0.7 acres, 9 stories, 70 units**

*This is dummy copy for a fake ad for location-efficient mortgages, a concept that has been in existence for more than 15 years. The purpose of the ad is to showcase the potential of the concept.*

*This advertisement and the logos shown here should not in any way be regarded as an endorsement of the concepts showcased in this presentation by any party.*



Location-Efficient Mortgage concept  
formulated by the Center for Neighborhood  
Technology, Chicago, Illinois

## Big Savings on Your Mortgage; One More Reason to Live in the Zone

Mortgage servicing provided by:



Exercise Your Freedom of Mobility

# How can we lower urban living costs without subsidy?





**Peter Katz**  
**Katzoid@earthlink.net**  
**202/486-7160**