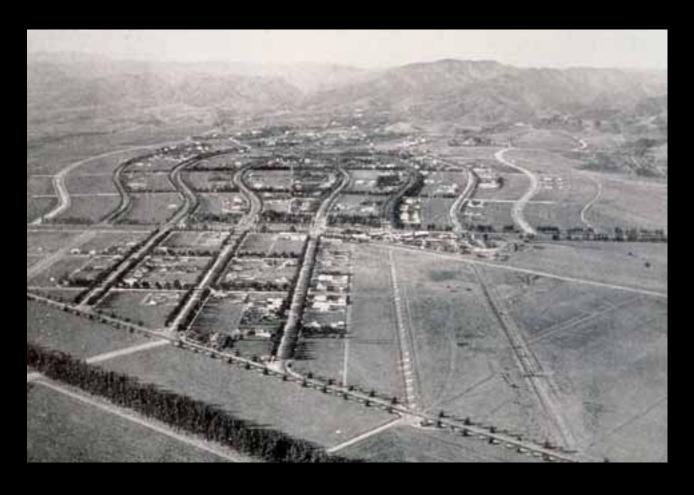
#### A WORLD WITH A FUTURE

Santa Barbara, CA 15 March 2008



Moule & Polyzoides

ARCHITECTS AND URBANISTS



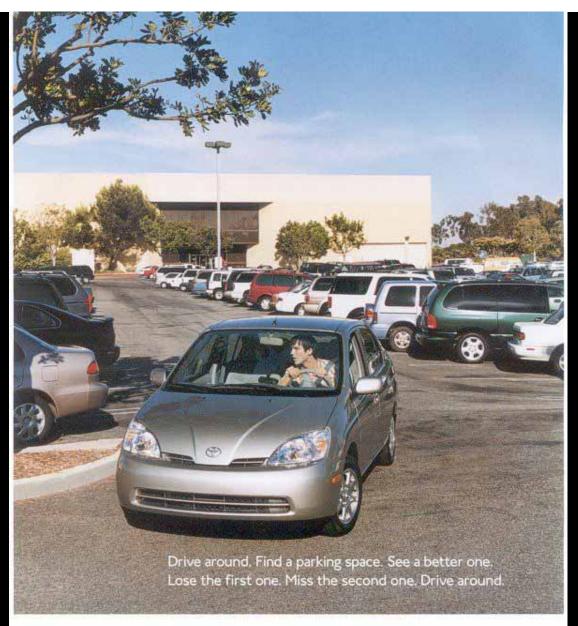
### Greenwashing

The rush to prove that what we have been doing all along was 'green' afterall.









The gasoline/electric hybrid Prius. It drives efficiently even when you don't. It combines a super-efficient gas engine with an electric motor that never needs plugging in. It converts the energy created during braking into additional power. It even comes with available GPS navigation. All of which makes Prius a smarter way to drive. No matter how you drive it.



You are here: SmartPlanet.com > News > Food

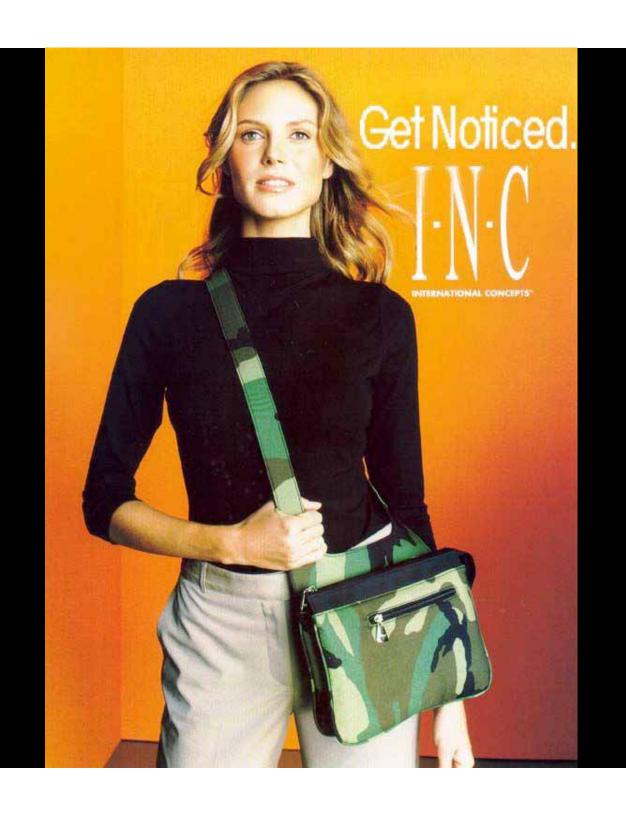
#### Soil Association okays flying organic food



Channels: Food News Tags: organic, fairtrade, airfreight



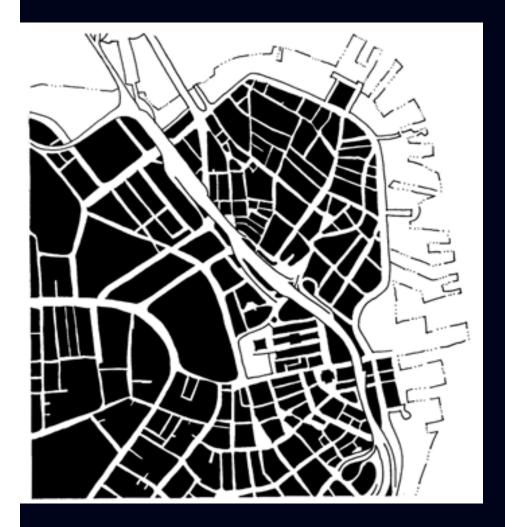




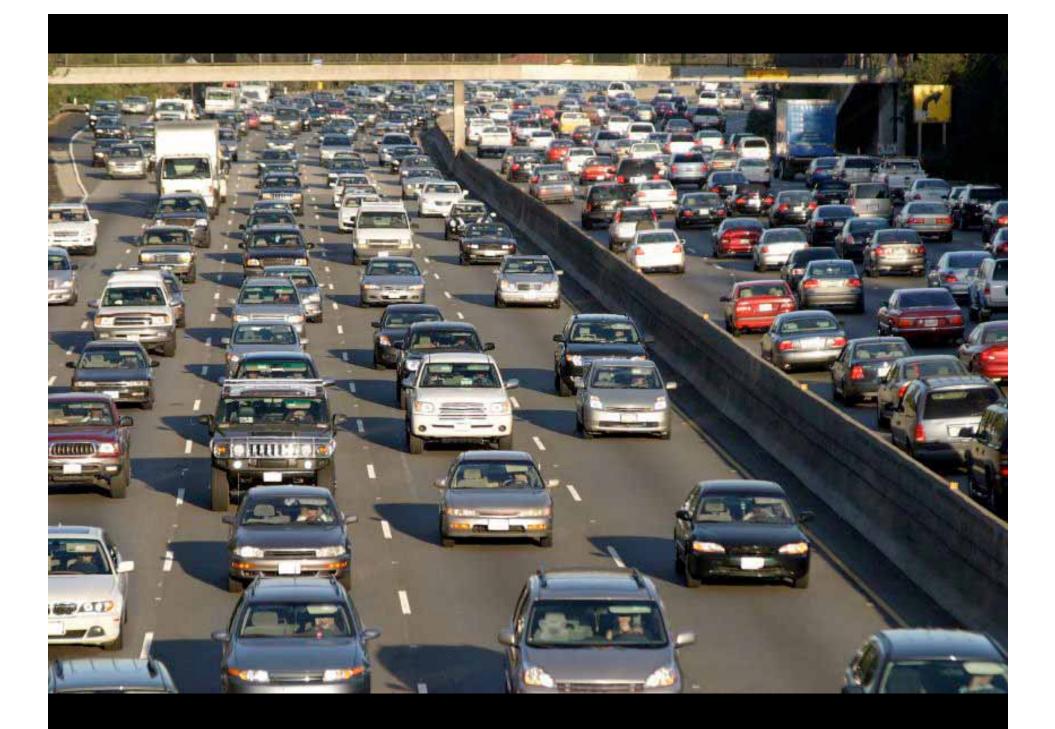


# We are the Unsustainable World

We are what we choose.





















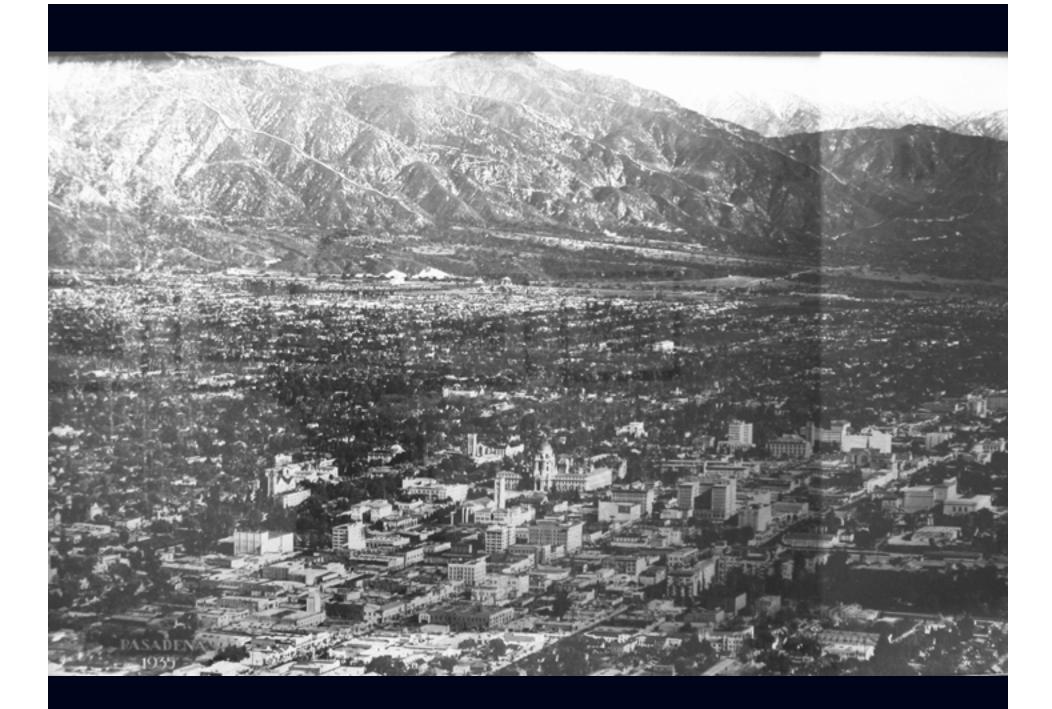






# It Was Not Meant to be This Way

The suburban dream has been severely degraded.

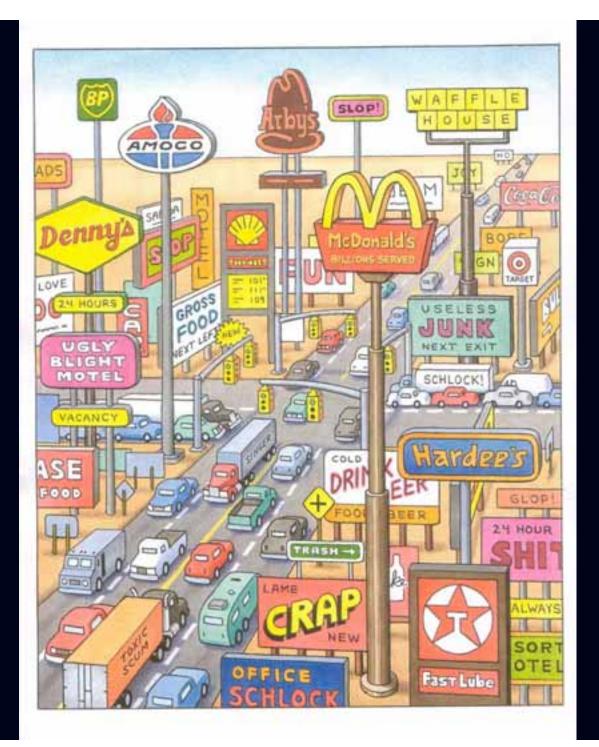


# and Gardens AD BY MORE THAN 3,100,000 FAMILIES RCH 1847 - 25¢

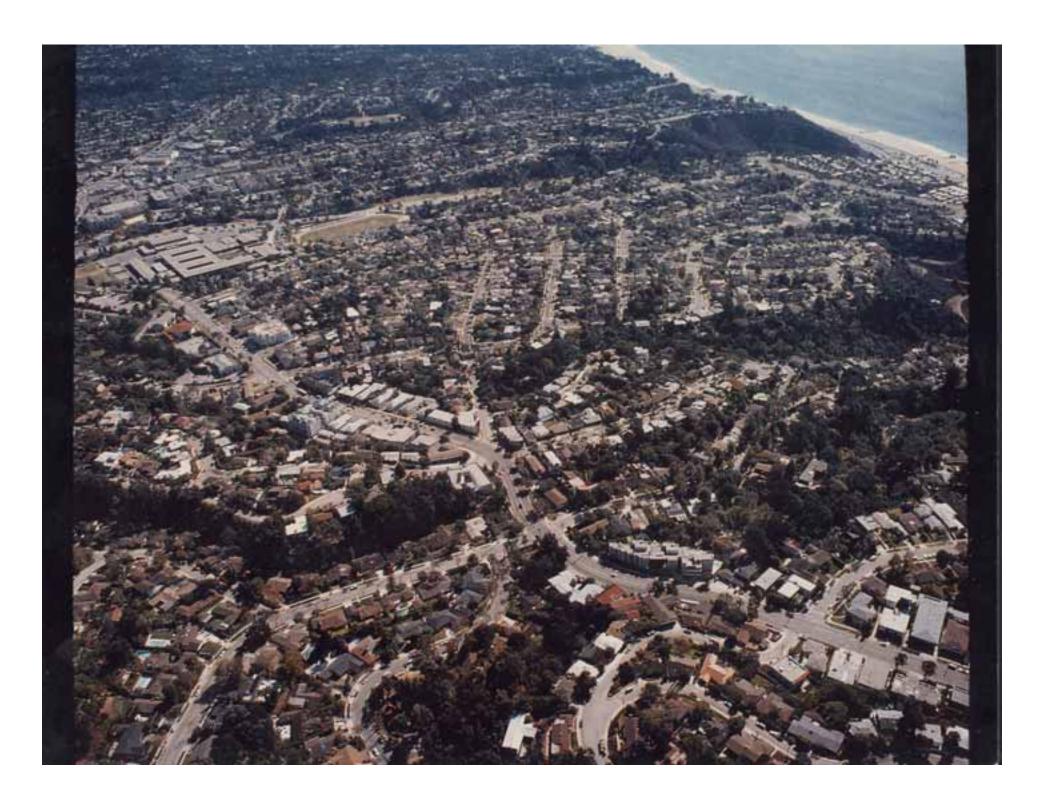


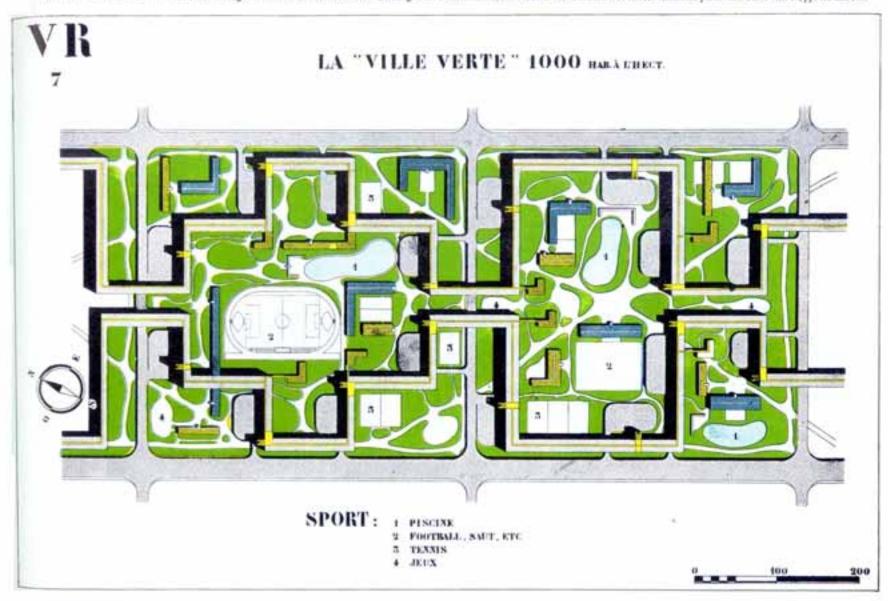












- THE GREEN CITY

- SPORTSEROUND DIRECTLY OUTSIDE BEACHES IN TOP OF BUILDINGS: 12% OF TOTAL ERSONO AREA TOTAL: 117% TOTAL AREA AVAILABLE - SEPERDENSITY: 1,000 POPULATION TO THE HELTARE

definitive architectural attitude; death of the "corridorstreet."

Overall plan of one housing sector; housing, highways and auto-ports, total park. Vertical and horizontal podestrian routes (in yellow). Landscaped (but direct) exterior pedestrian network. Sports facilities directly outside houses; complete stadium (2) + large swimming pool and sand beach (1) + tennis courts (3) + infants' playground (4) + covered play areas underneath buildings, + immense ribbon of sunbathing beaches on roof-gardens.







## Sprawl by Design

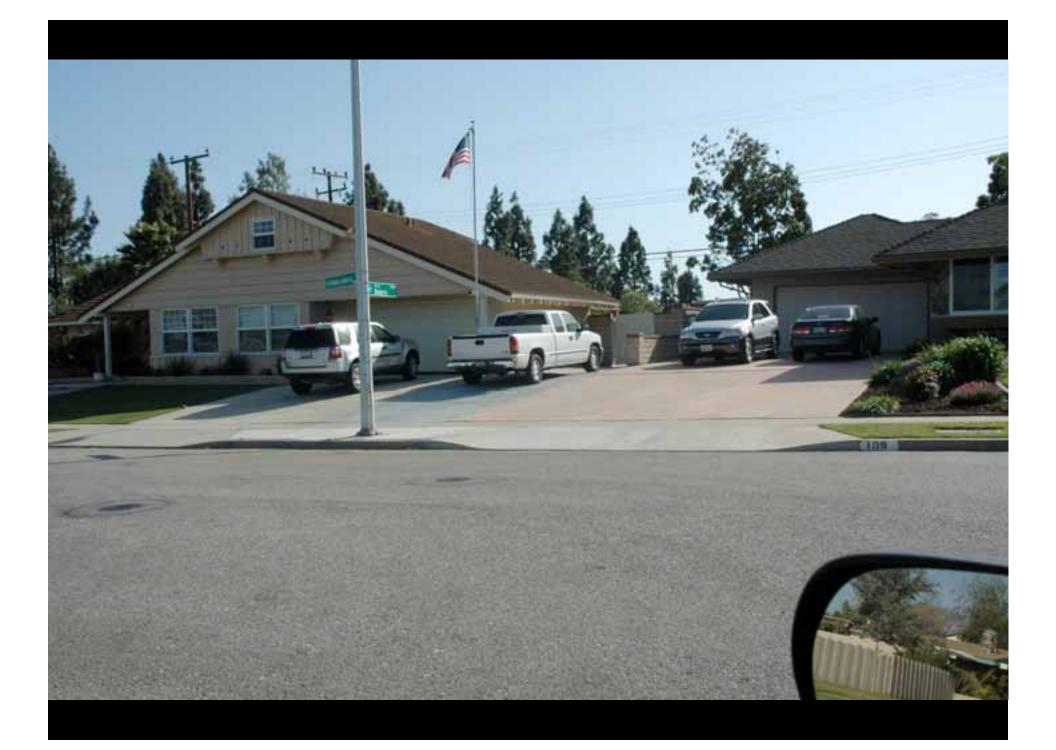
The rules in place are the default setting for conventional development.













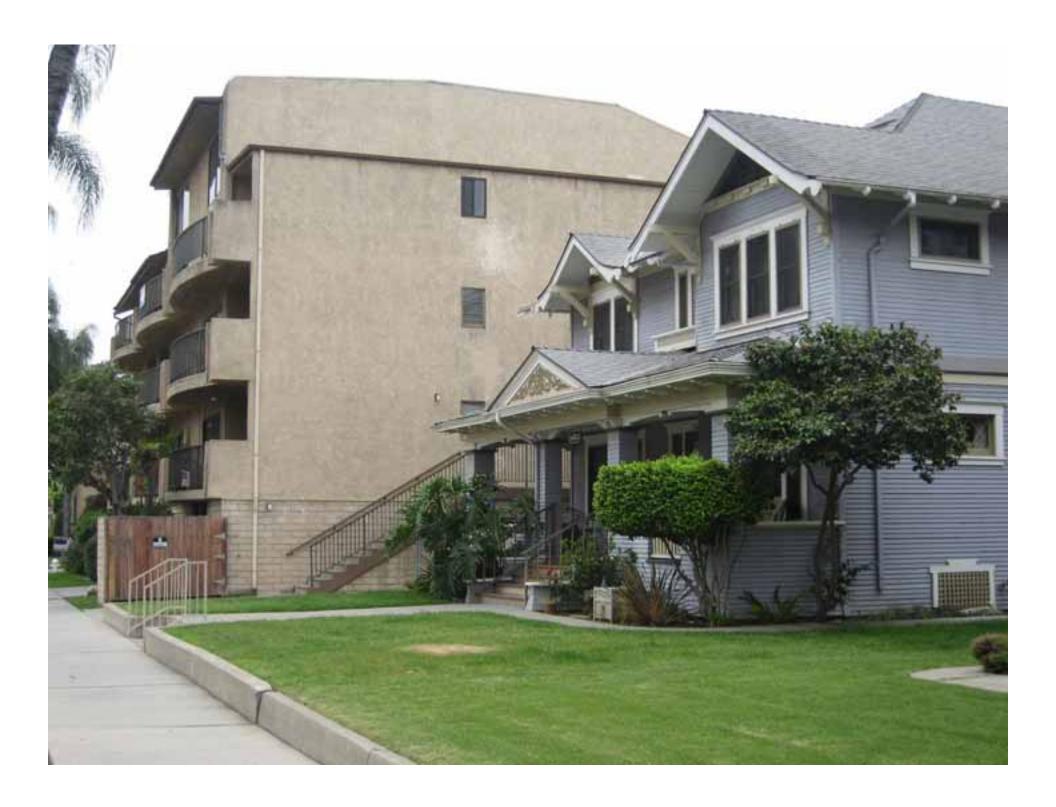


















# Urbanism is the Most Effective Remedy

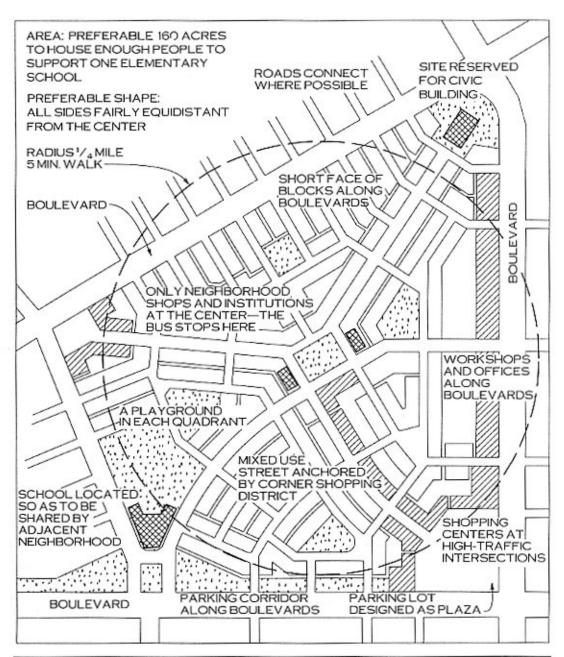
Step 1: Return to traditional forms.

## CHARTER

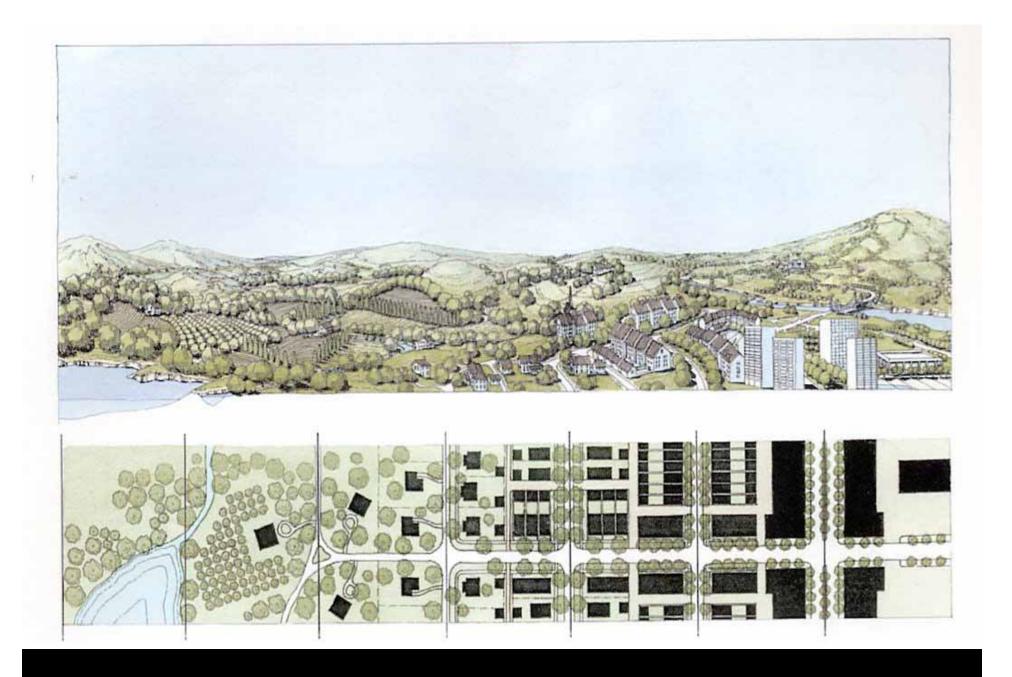
OF THE NEW URBANISM

BEGION | NEIGHBORHOOD, DISTRICT, AND COMPONE | BLOCK, STREET, AND SUILDING

CONGRESS FOR THE NEW URBANISM



AN URBAN NEIGHBORHOOD (PART OF A TOWN)



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T2 ZONE

1 ZONE

T3 SUBURBAN



T6 JONE

DA DISTRICT

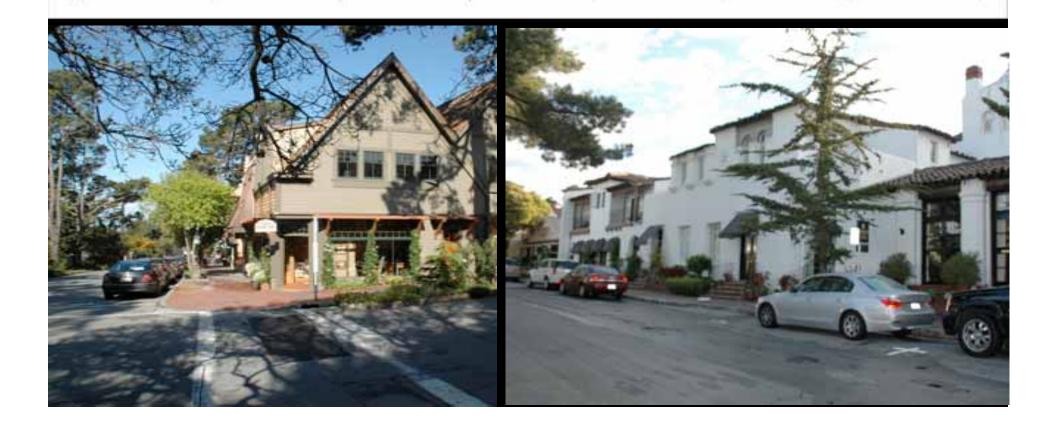
T4 GENERAL URBAN

NATURAL ZONE T2 ZONE

T3 ZONE

T 6 TONE

DA DISTRICT







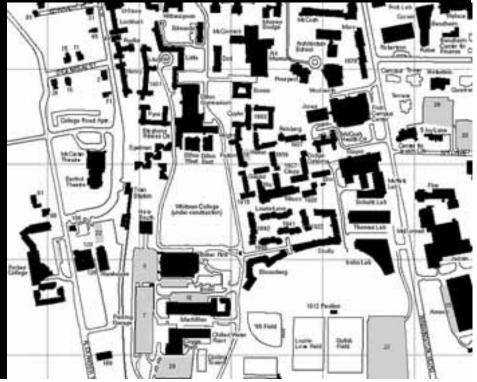






T1 ZONE T2 ZONE T3 ZONE T4 ZONE T4 ZONE T4 ZONE T6 ZONE DA ASSIGNED DA DISTRICT





### Sustainable Design Principles











1. Connectivity

2. Placeness

3. Compactness 4. Diversity

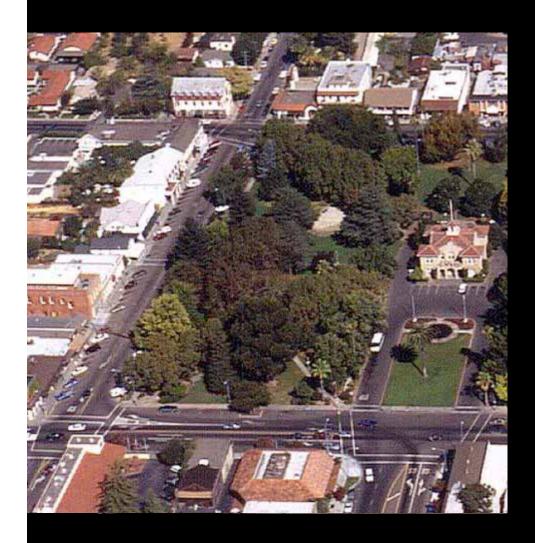
5. Frugality

#### Design Principle 1: Connectivity



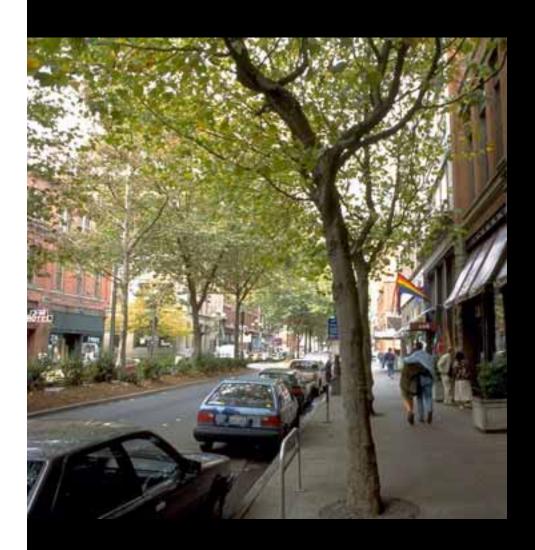
- Street network is designed to reduce congestion and create a coherent system
- Pedestrian paths and sidewalks network is extensive and welcoming
- Bicycle use encouraged by safe street designs and amenities
- Regional and local transit are provided to reduce auto use

#### Design Principle 2: Placeness



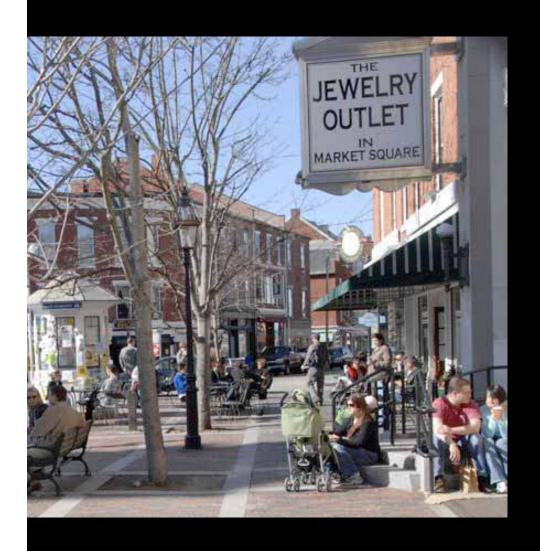
- Well-developed system of outdoor spaces encourage pedestrian activity
- Parks are provided for recreation and natural resource conservation
- Public plazas and other social gathering spaces are strategically located within the plan
- Buildings and spaces are welllinked to generate an authentic place

#### Design Principle 3: Compactness



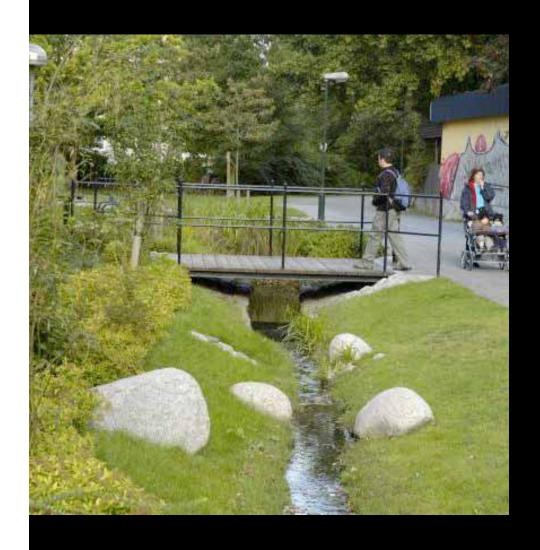
- Mixed-use and flex building fabric is the glue which holds the project together
- Community buildings are provided in central locations
- Adjacency of services and housing to de-emphasize automobile use
- "Park-once" facilities to reduce multiple auto trips

#### Design Principle 4: Diversity



- Quality architectural fabric reflects a range of regional traditions
- Range of housing types for families of varied income levels
- Variety of uses and activities offer vitality and a well-developed public realm
- Mixture of housing, retail & office creates economic vitality and a true residential community

### Design Principle 5: Frugality



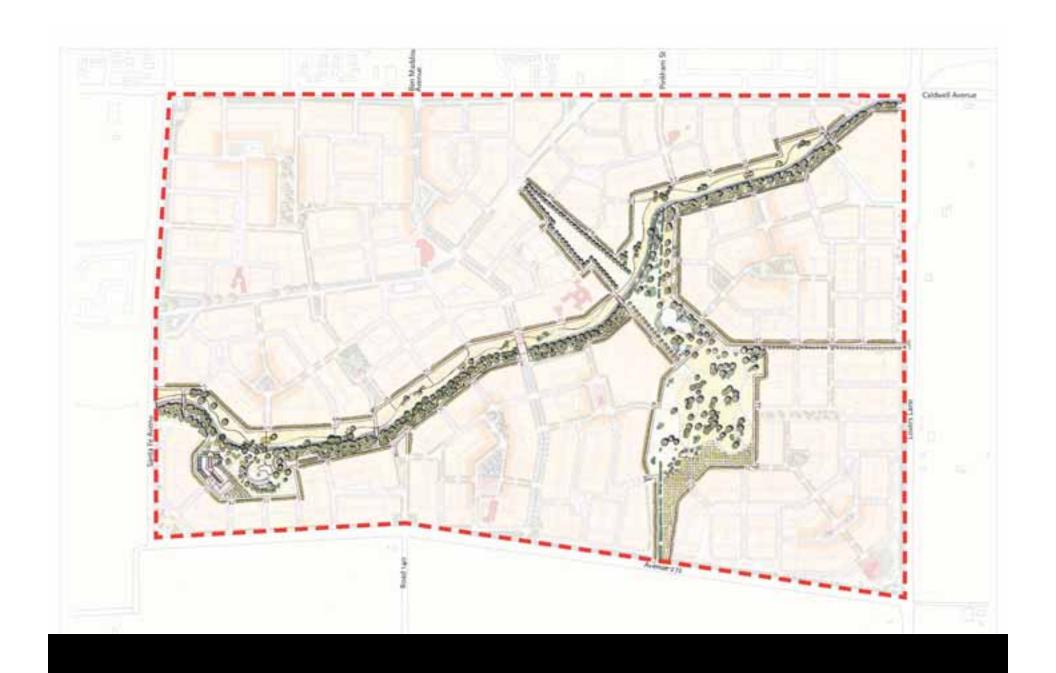
- High capture rates for traffic, created by integration of transit and mixed use
- Stormwater and irrigation systems to capture and reuse water
- Sewer and waste water recycling
- Native plants integrated to support outdoor networks
- Green building practices
- Power generation and management



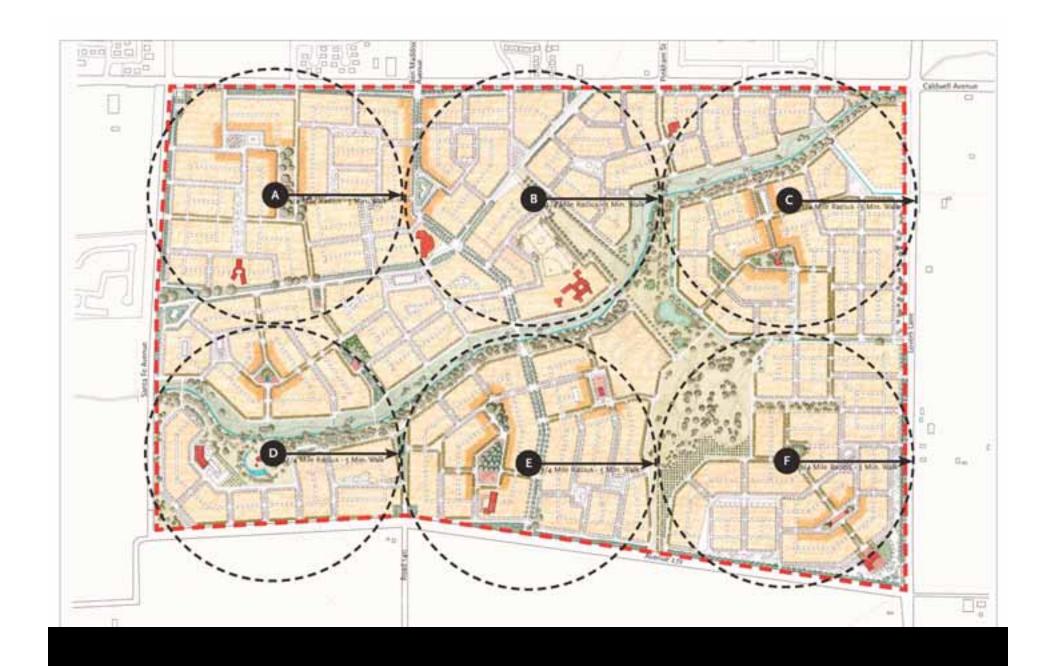
# Urbanism is the Most Effective Remedy

Step 2: Seeding a process for change



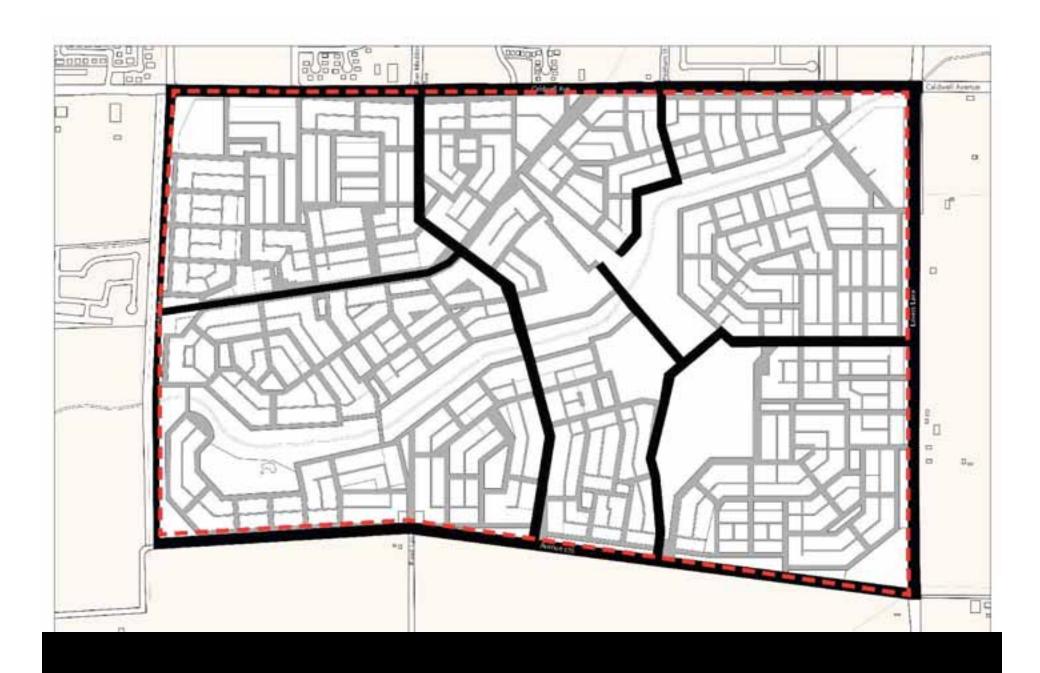






#### 2. Establish Neighborhood Walking-Sheds

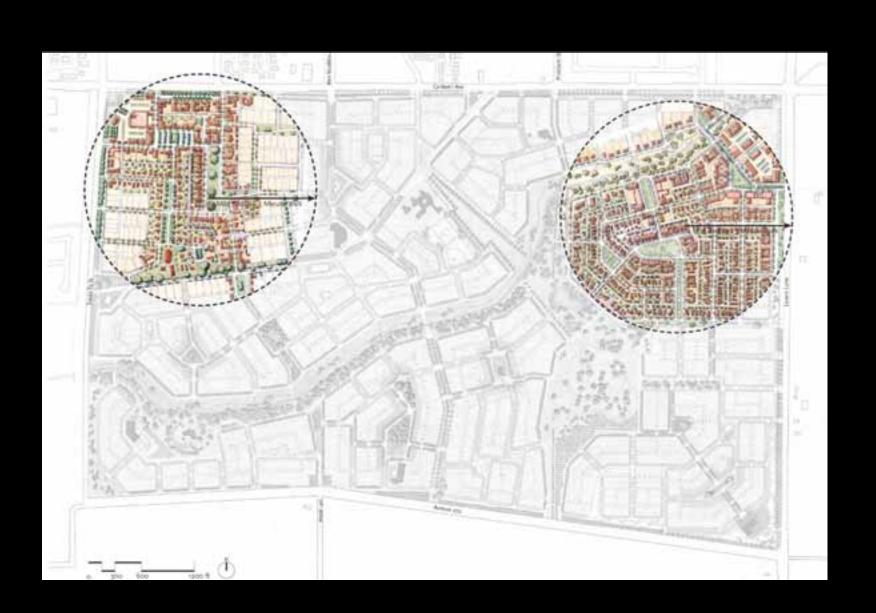




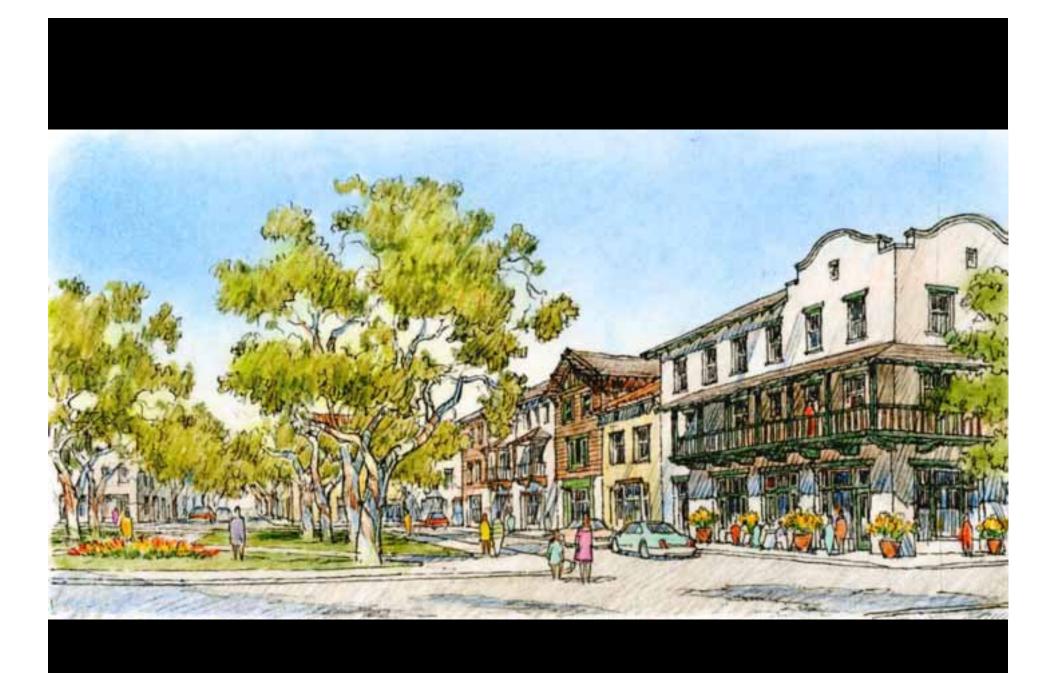
4. Establish a Well-Connected Roads Network and Great Streets



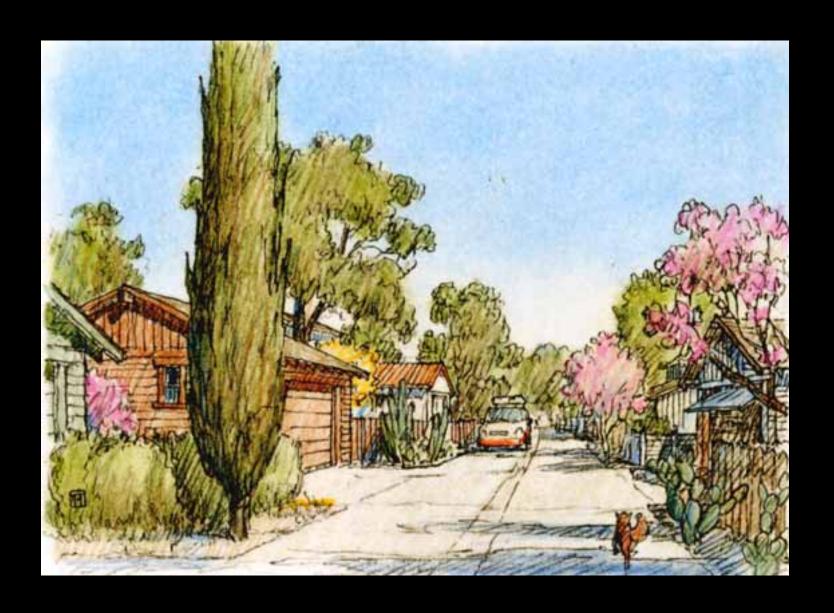
5. Establish a Variety of Development Intensities



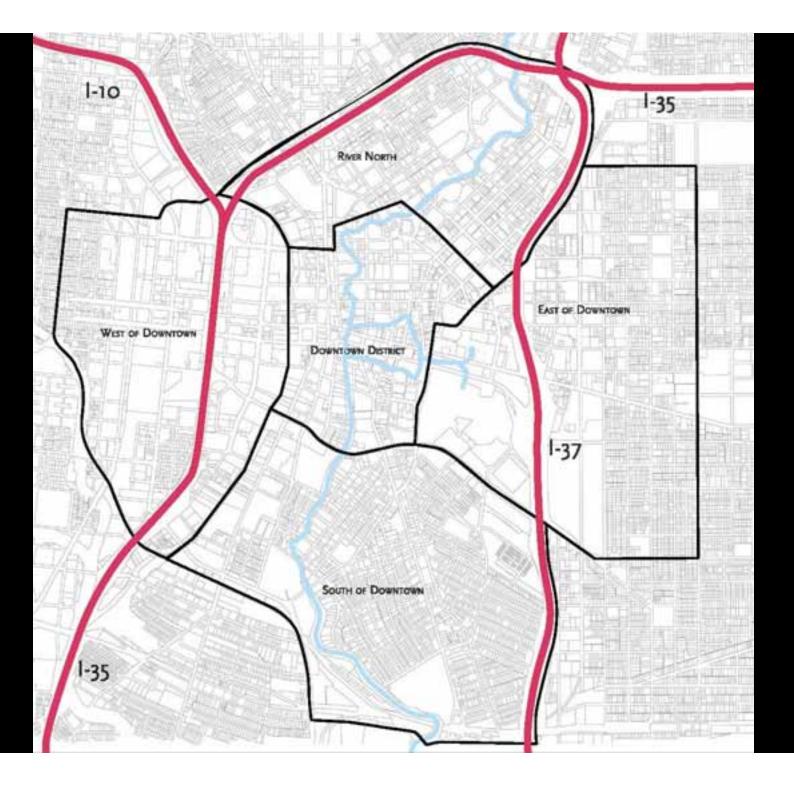




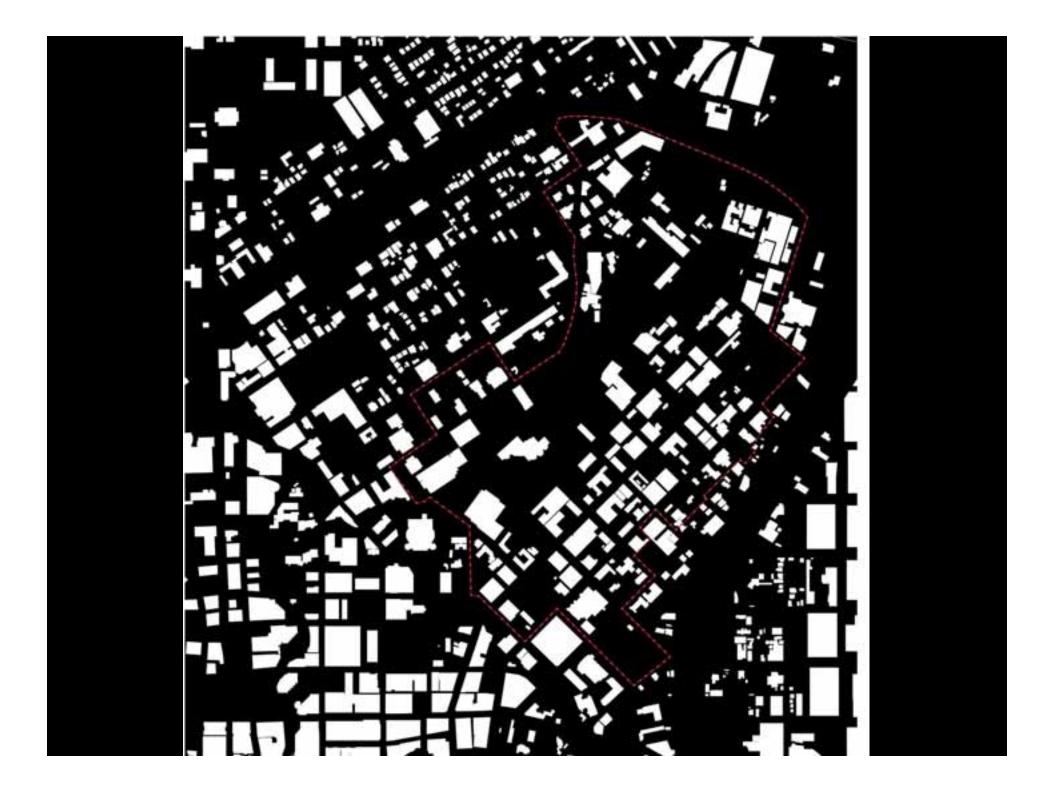


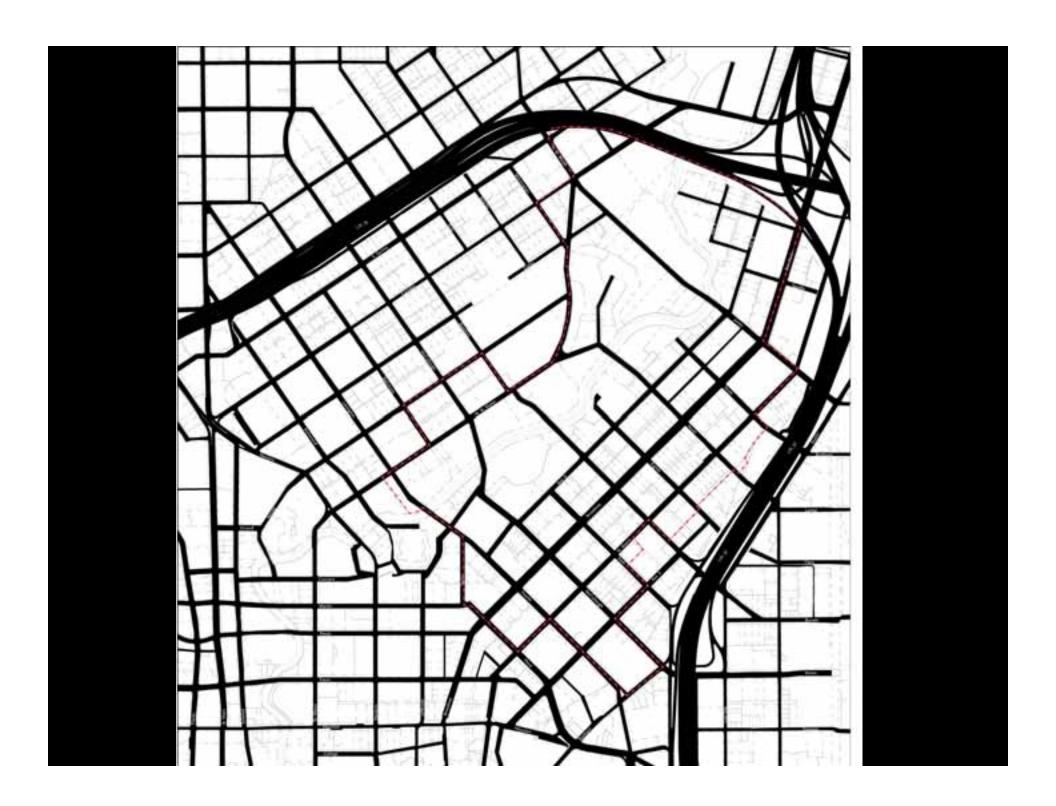






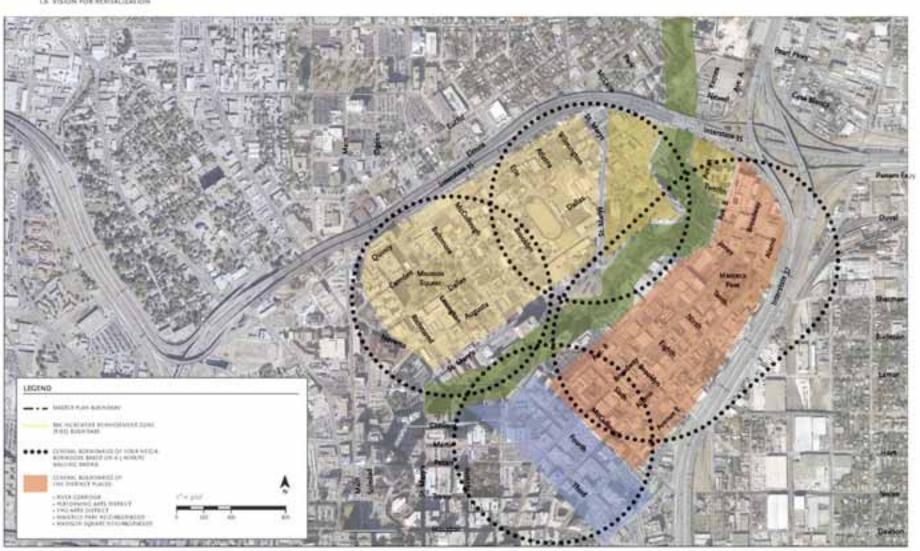








LE VISION FOR REVITALIZATION













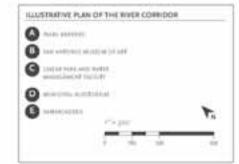


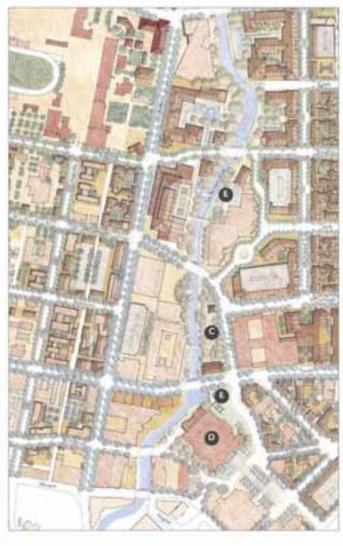
Above: A water management facility orders on the Newfort at the McCallingh Bridge

for Block Roots, the reverse has been done. The Block Improvements are currently under construction, ahead of the preparation of this Master Plan, which will define the pattern, scale, design and use of the buildings that will frent it. The designors of the Block Improvements environment a surge of uses and trulking types along the Missacon Block in Block Works, but defining there in detail was begind the accuse of the Block Improvements Project. Several key draigness of the Block Improvements thank been including on the draign team for Block Blocks, and have contributed to the development of the design somaps, the the revenues a packet through which the improved Block in the revenues.

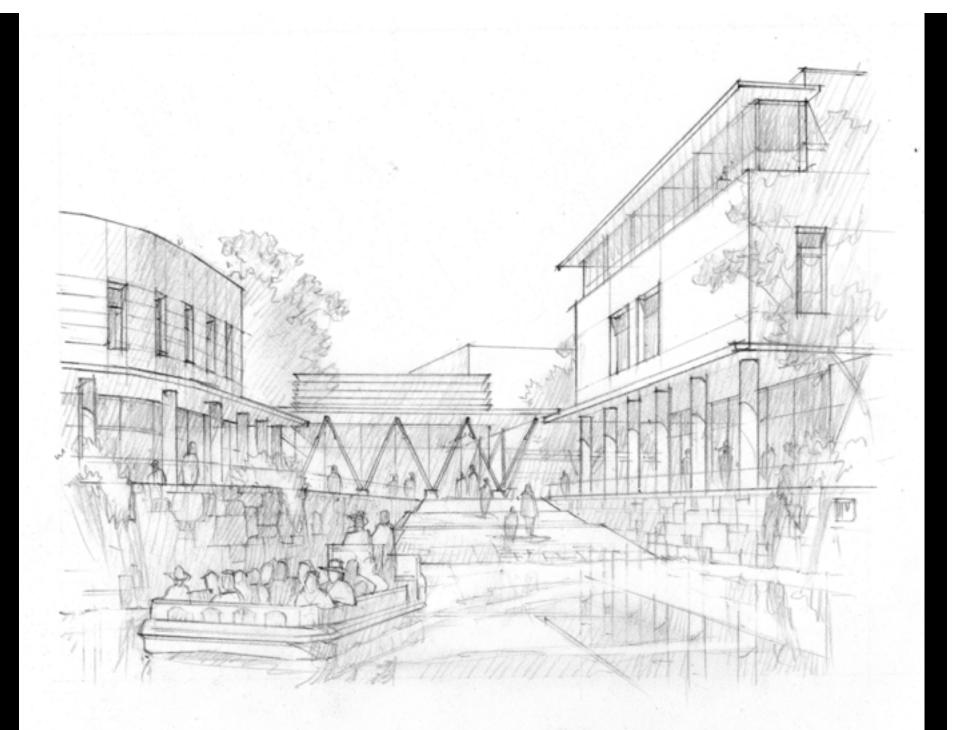
The organists for the Bluer Continue within Bluer Hands is a series of floor distriction from urban parks. Recorded on the Bluer and becombed by senting and time facilitying that floor the potential environment of the minimized rises. Lack of the floor pertises in intensited to have a solely different character floor. That of its neighbors, variationing floors the hands and more urban character of the historic RiserWals to the south to a solfer and greener neighborhood character in its nonthiny segments. These Bluer Parks are described in detail on the following pages, and the description of solvandaris for incommon grapes.

In addition to their role to Unling the Disentions to Bloor North, and providing a server of high graits orban eaterflowt additions for new development, the Bloor Pake has at Important a remember from their. They include landscaped open spaces that will help clear the other transif from summarding knows prior to its entry into the Bloor, and also provide the site for a valent recepting plant that will treat a significant amount of the sentiary sensing generated to new development, discharging clear water that can be used for landscape impation or the heaps.











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## CORNER PROJECT AND STORE MANY PROPERTY.

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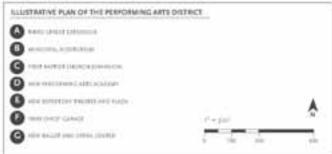


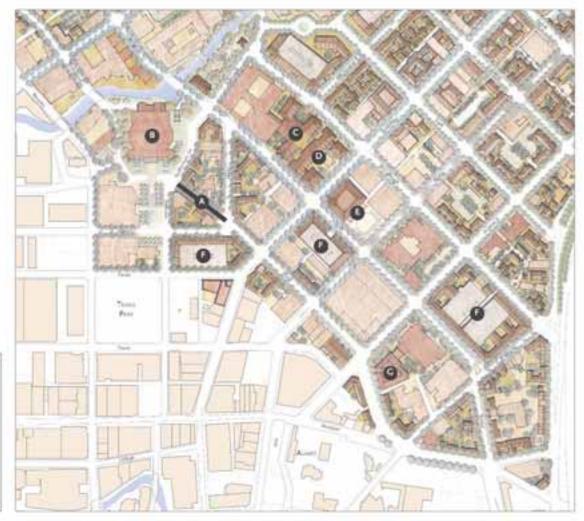










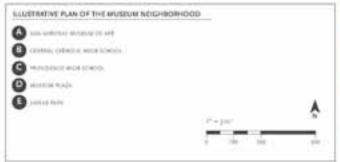






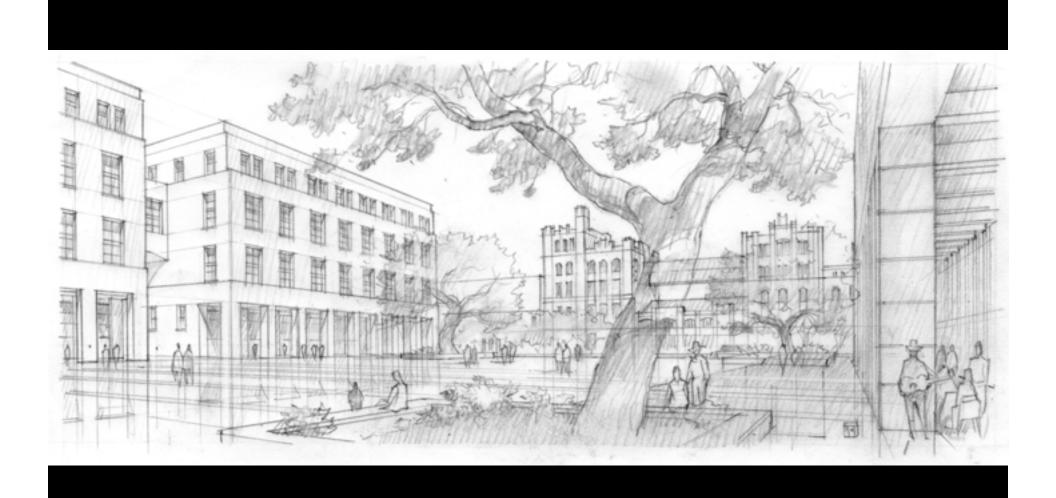












## BJ. VISION AND FLAN

## **814 BROADWAY CORRIDON**

Must be the River by far the most significant urban condoor in Blaes Month is Broadway. Broadway is the historic highway or Austin to be restle, the original presence line connecting from Bownstein to the reports suburbs of Aurino Heights, Others Past and Serval Holls, the reside of the annual Fields parades, and the primary numb about aeronal by effect many community to death day.

Breadway is the most public fact of filter North. More violates and patterfully experience filter North by driving on Breadway in or be setting Breadway from the expressivelys. Then have any other violation, the Committy designed. Including the readway litter and the hadhaded pattern of buildings that stuff in Breadway to filter North, not the urban spine that hads it septimes. If those North is going to become a statistic urban advisors, Breadway outsit to transferred, and a key statistic urban advisors, Breadway outsit to transferred, and a key statist resemble, and new building sensitivities and new building sensitivities that also extends only will be hamiltonized to all riegant urban assesse.

Exposurements planned for Broadway Itself are focused on achieving the following primary objectives:

- Make Breadway a pion that protestrians are just as comfortable realising as drivers are driving, starting with redening the existing didments and planting street trees to shade the didments and green the streetscape.
- 6. Ensure that Broadway can still another-motate staffic flows that allow excloses and commuters in other conflictation and conveniently findingly. Blood North, but at special that are consistent with an uniter pediesthan environment. No habbane the resist for traffic capacity with the resist for curtiside parting, it is expected that parting would be prohibited on the southboard bigs at revening rush hour and on the recificound bigs at the alternoon rush.
- Require that new buildings and businesses face Broadway, with phophores, average, and galleries at the ground level to activate the street with podestrum activity.



Topical sense alow of the misedare take on Employer



## \$3.6 WENUE B

Arence If begins and endaredmin Rise North and Farticities said. edge of the River, and unlike Broadway samps virtually no through traffic. These two characteristics make Avenue B literally suited for transformation from a minor instustrial street to an important. residential address. The potential amonity of fising unia relatively. quiet urber, street, one block flore new restaurants and service businesses on a transferred Broadway, and a half block from the newly impresed Kiner creates unpresidented exportunity and value for other living.

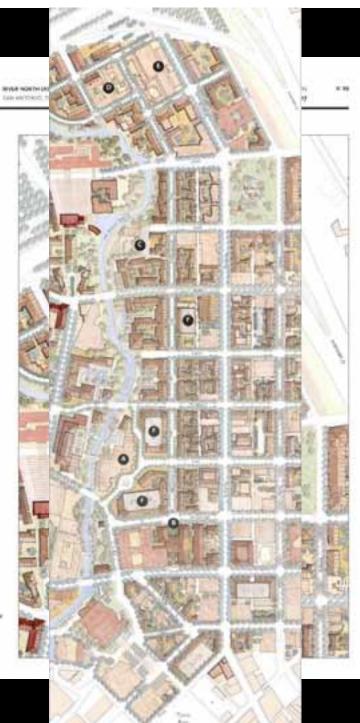
Avenue B surrently terrorates unscrementably at an apartment. building on Fourth Street. In order to Sactitate a unified Master-Plan for the historic First Baptile Church, and to enable the development of a new Performing Arts Academy, it is proposed that Avenue. B territories at McColleagh Street, over block north of Exactly. This will allow the reconfiguration of parcels touth of McCullingh, and will also allow the construction of a sourgand, place and/or shurthrelated clurc building that terretowns Avenue & at a strong stric landmerk.

While Avenue III is envisioned principally as a residential assistes. It is also planned that sersain resignisences; and eight serving busiresses to located within the ground floors of mised use buildings. particularly at street corvers or near the River. These businesses would serve - and be supported by - a mix of residents, visitors. office workers, and those who frequent River Borth from rearby reighborhousts. Thus a key goal is to facilitate the contings and goings of a large number of people without fiting the street up with Haffix and parking congestion.

To achieve this goal, a coordinated somes of sinser design and transit. improvement actions are defined in this flam. It would be lose if the mosting sidewalks were sidered by several field. Large street I rem are to be practed to help strongly define the public space of the street and to begin to transform the block industrial environment into a shaded conflictable space next to the River. Valing and sustainer parking to provided along beth sides of the screet, and off errors purply facilities are togged behind or below the turkly-Trigo, who every continuous residential or commercial flortages on the



Typical store view drive Avenue B showing the Street Troley. scale, and character









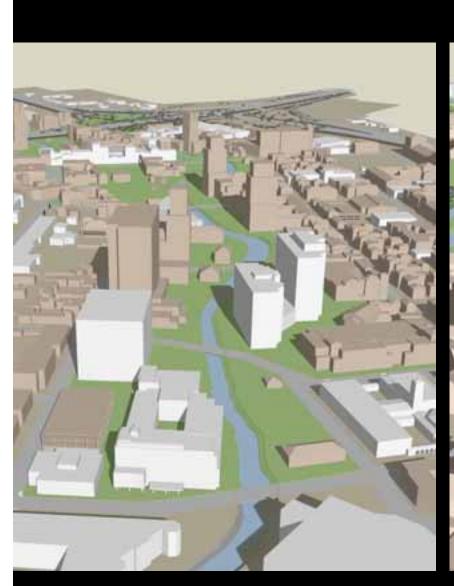
Because Broadway, as well as Alamio Street, commant Bluer Muntit to the Dourstown, they are planned to carry relatively large amounts of staffs, making their potentially important automorphia as well as residential automotics. In this area, Broadway tool finds, relatively few important buildings, and is som as a great appendintly for condition tool of new mixed use buildings up to 5 stones in neight, preserving streeted significant victor structures. Alamio Street has a higher proportion of approform sinder buildings, and is enrichmed as a more solded; mix of old and mere buildings of a emailer scale.

The ground floor of the Willenspoon building is resultant into a netal/ground state and one level of residential floor, and one level of residential floor, in added

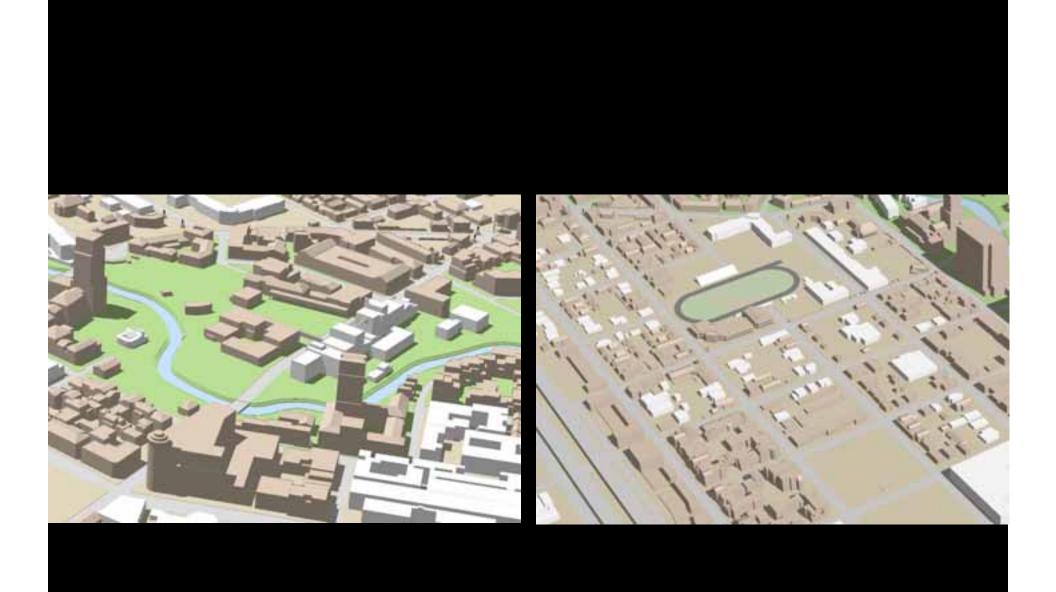


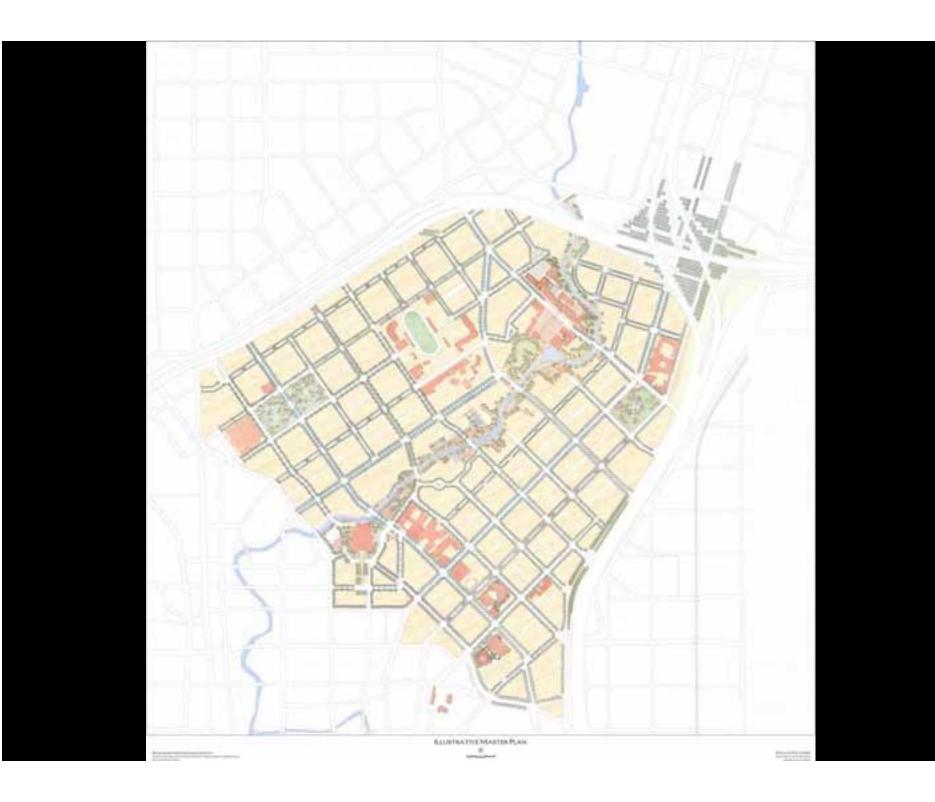


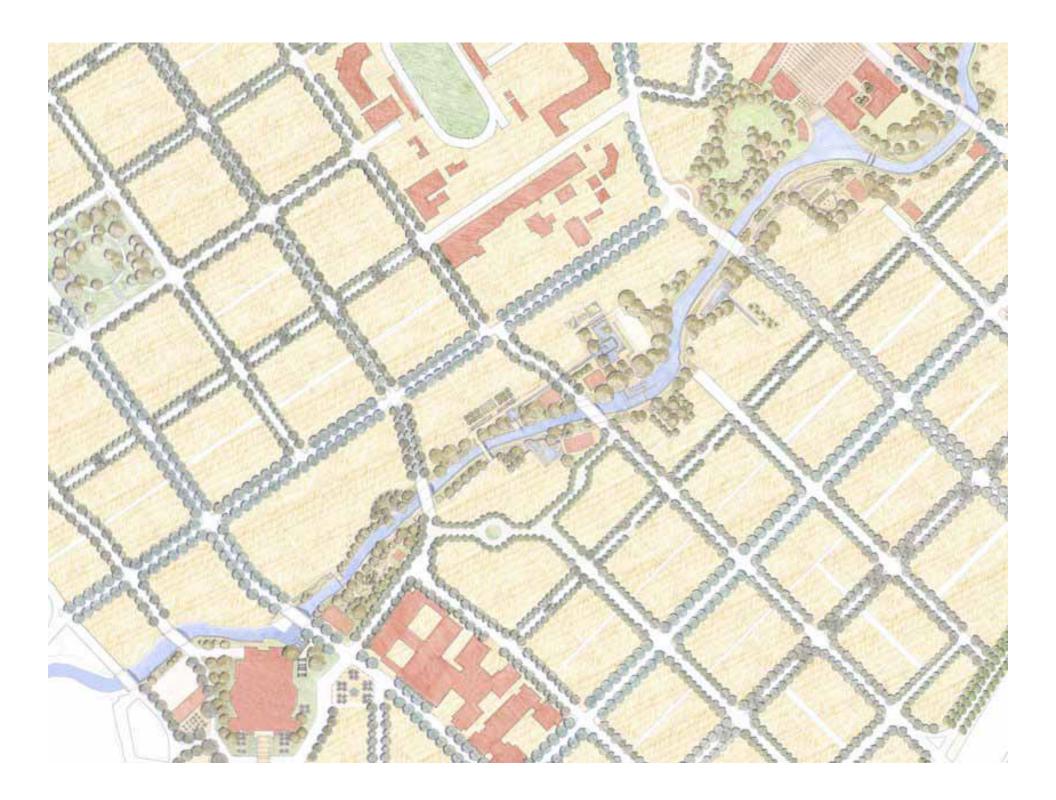






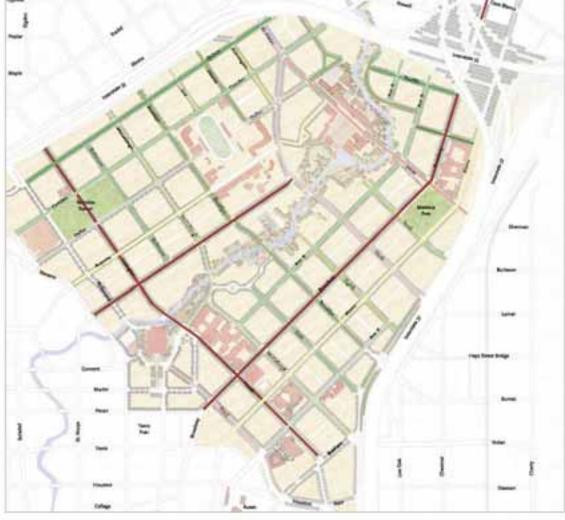


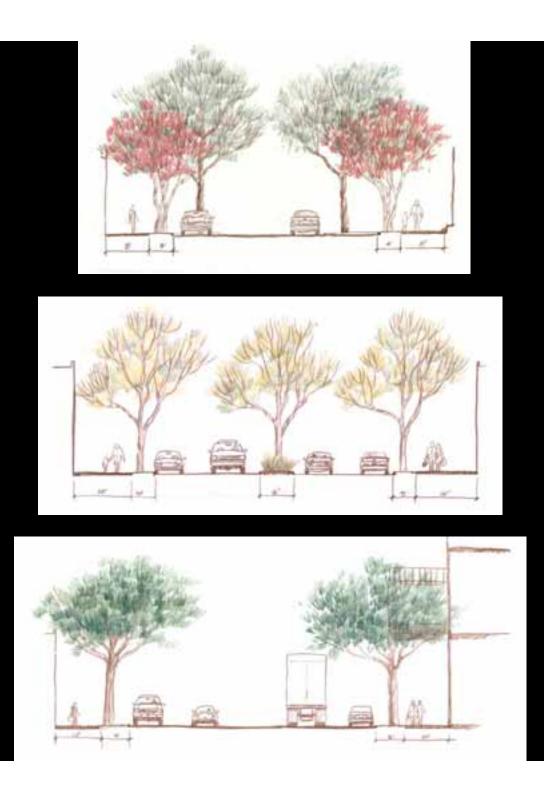






Chapter 2: Form and Character





# 4.7 STREET AND NETWORK STANDARDS

The chapter stantifies the serious street types displayed to assemble the sined network for the piec area.

These requirements work with the solidations and open space scandards to:

- a provide the information with which to modify existing streets.
- provide the information on with which to maintain existing streets that are not proposed to change.
- c. produce new vertable broccs and preen.

The diagram at right laterifies the proposed improvements to the senting thoroughful outsocie for the Marter Flan area.

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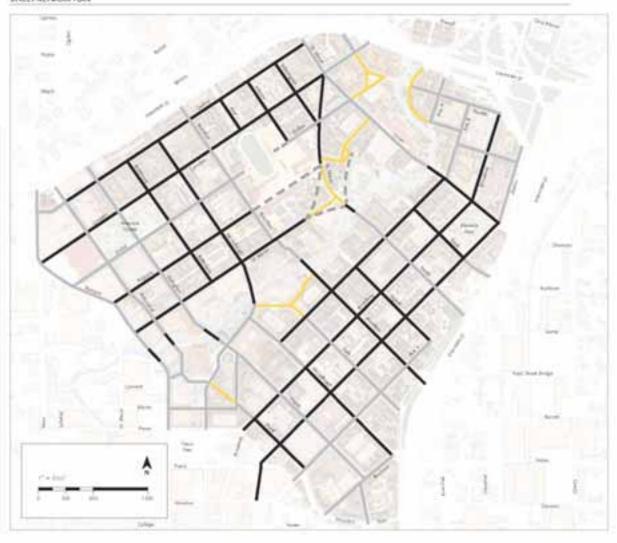
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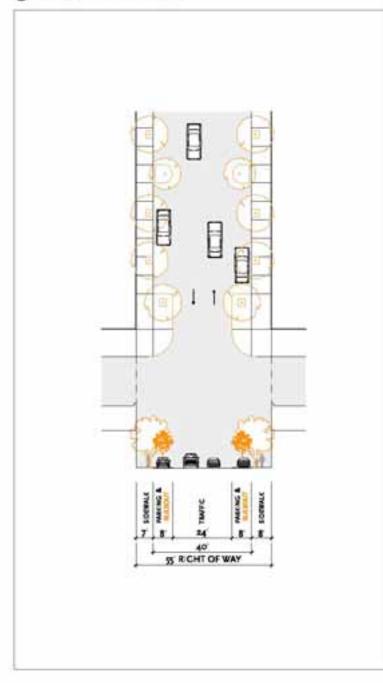
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#### STREET NETWORK FLAN





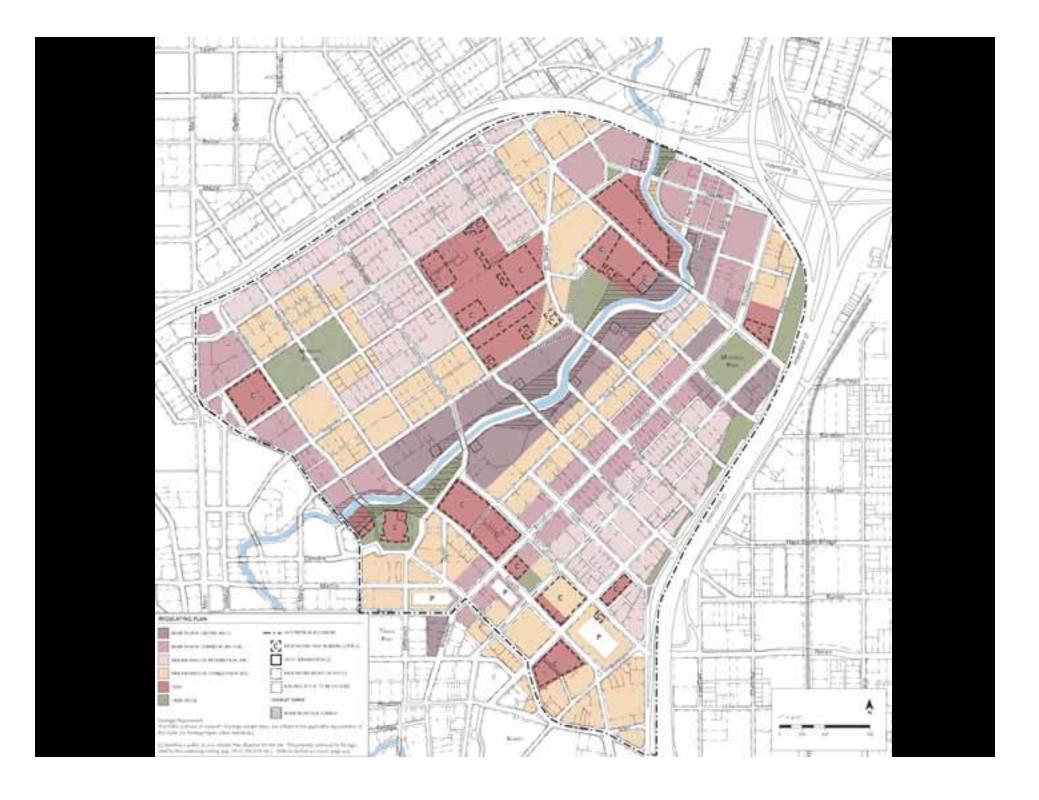


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4.4 URSAN STANDARDS

#### 4.4 000 BUILDING AND PARKING PLACEMENT, BUILDING HEIGHT, PROFILE, ENCROACHMENTS AND PARKING

#### A. REQUIREMENTS

- 6. Purpose. This Chapter identifies the standards and requirements for new buildings or buildings to be modified, for each gave within the Master Plan area to ensure that proposed diversomet is consistent with the City's goals for building form. character, and quality within the Master Plan area. The somes are organized by intensity from the most intense(RN C) to the least imprise (NS). Unless stated otherwise, all requirements are expressed as "minimums".
- 2. Applicability. Each proposed improvement and building shall be designed in compliance with the standards of this Chapter for the applicable suns, except for public and institutional buildings, which because of their unique disposition and application are not required to comply with those requirements and are reviewed by a special permit and procedures.
- 3. Requirements by some. Each proposed building shall be designed according to the urban standards identified per the pone in which the property is located.

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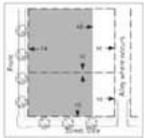
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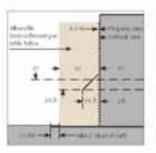
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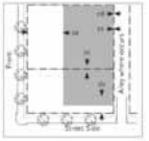
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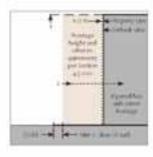
#### A 4 000 RIVER NORTH CENTER IRN-CI ZONE











The following requirements apply to all presery within the BN C June.

#### A. ZONE REQUIREMENTS

b. Building Types Allowed The following familiary types and their particular manifolding types are the FM C Zone subject to compliate with all applicable requirements, including the requirements for each total type; to the compliance of the co

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#### B. BURLEPING PLACEMENT

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ALCOHOLD STRACTAGE

#### C. DICHORDISCHMENTS.

#### 1. Outdoor Dining

b. Aserings, Signage, Baltonies, Ray Windows and Galleries For Jahrin Johnson

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#### D. PARKING PLACENTINE

 Parking Access Volvasian second is permitted only floor an alley on side scient.

 Parking Placement For Judic Intion, selfbanks apply to all stories of a building.

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#### E. REQUIRES FARIENG.

#### 1. Driveway Requirements, per table believ.

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#### Publing Requirements, per table below Perlong Calculations: all fractions shall be rounded up to the next whole running.

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#### F. BUILDING HOGHT AND FROMUL

# i. Building Height.

macross an attempt [4] interior is stories, and as allowed by inclinical during lyin magnetisms [feetine 45,500]

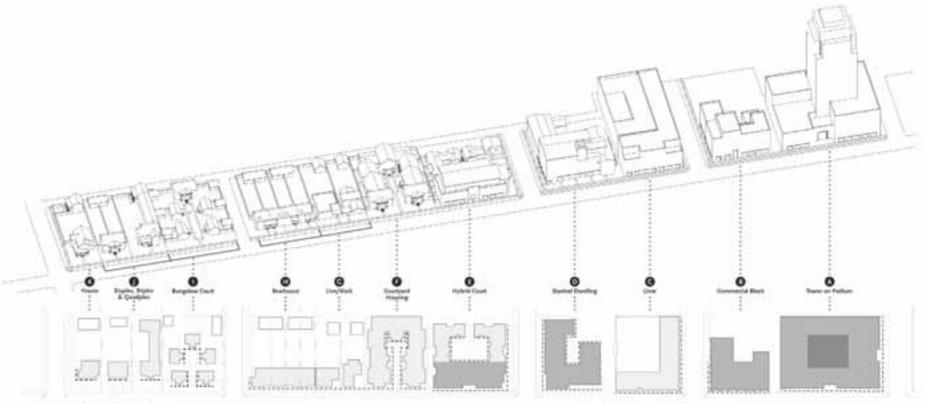
 (a) only alread in portification with BF.
 Overlay at specified with territoralism areas (see regulating plant).

#### a. Trestage Regularment

The ground four femiling a siner or other tolos: shall comply with the requirements for a frontage type per the table below.

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2) for about to \$1 miles



# BUILDING TYPES AND ADJACENCIES

This diagram identifies the range of full ting types allowed in the Mainte Plan area. The individual types are amanged on a control using of intensity with the least intense at will and the most intense at right. Each type is allowed as laborating for Table 4.5 is and to requirements are described on the following pages.

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- [4] Householf along the finite of the list.
- (d. Earth-speck, address to the transcence atoms; allowed in earth term.)



#### A SIGNE ARCHITECTURAL STANDARDS: BUILDING TYPES

- A. : Towards Padlans A militiand labeling reported about a service operates the first five floors expressed as a Postum. building.
- to List Width Morrows but first served Macrown, gas fi-

#### to Access Standards

- a. Extracted to the tower is through a street lived little
- The arthurus its each ground floor tower until is streetly from the arrived every 50 feet at a minimum. The entrance to each podium floor until it directly from the podium.
- z. Access to all other units is inmugh a lebty, and elevation.
- e. Priority circulation to each above the third level is through a central contribut of all least it. Next in width with recessed. stoors or sealing attenues, offsire, at every 100 feet at a min-
- it. Where an along it present, parting may be accessed through the alter
- I. Where an aloy is not present, parting it assessed from the street through the building.
- For somer late without always some, parting it accessed. from the pice street through the building.
- Devetor access is provided between the parage, and every one of the away of the town.

#### p: Purking Standards

- Regime parking shall be in a complexity commone garage. If the garage is partially or wholly an the ground, then to shall be freed by a primmential or residential units.
- Disellings shall have indirect access to their parking stallbid.
- it. Entereds to gauges and on discovers are located as about 49 proteins to the subject of such lot.
- E. Drimways to parting shall be between to and as feet in with.

#### 4: - Service Standards

- Services, including all office acress and above ground equipment and trash are licated on alleys.
- Where alleys don't color, utility assess, above ground replyment and train are located as provided under the urban. regulations for each norm.

#### \$1. Open Spuce Standards

- A quadrangle sized space shall be incase on the ground. on a podium or on a roof garden of a size of at least bills of
- b. Minimum dimensions for such a specia shall be do free. Frontages and architectural projections allowed within each urtian some are permitted on the sides of the qual-
- it. Britain parios, may be precised at yolk yards, manyards and between

#### 6: Lambacage Standards

- a. At parts shall be landscaped.
- Four plainth box carroly tives per quad.
- O're 56 inch but carrolly the in each maryest for shade and
- d. When also parals are present, one by only locates per pirfirmal fleet to photest private of religitious. The trees can be placed in groups in order to achieve a particular lession.
- Quarty shall be strengthed as inviting surploar records.
- 5 Smaller guada in interior courtyants will require shade town art grant materials.
- g. Six fire-gallon size shrubs, ten ene gallon size heriamous. perenniars/shoulds and buffor acceptable dry-climate ground. assert is required for every required tree.

# 51. Prontage Stendards

- a. Entrance down, public mens, such as fiving resint and diving name are obested, to the degree possible, Ferring. booked the courtswicky and street. Service marrie are on ented to the degree possible backing to combine.
- is. No frintage types may are touch into the required minimum width of a qual-
- The approprie Ferriage requirements apply per Chapter 45,000
- See the requirements of the applicable time for allowed armmachments into required birthacity.

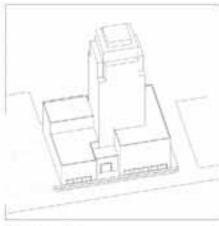
## B. Building Sire and Maining Standards.

- a. Euritings shall be composed of bases and towers. Bases shall be a to 4 stories, designed to house scale, and not recessarily representing in their massing a single deating: Sowers shall be stemposed as burnles of different heights. and thry shall emish the styline of the City.
- is. The base related to the pedestrian stalk, connecting the large holiding to its surroundings.
- c. Buildings manuscriain any of time spee of duellings: flats. Sherchouses and lofts.
- ii. Sherlings may be as rejetitive or unique at deemed by molestal respon
- a. Buildings may be comprised of one dominant solume. Carried be sentendary overs.

Stemarks (in district)	their of each story tree page 4 sh for height exhibition			
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-	1216	2016		
	100%	41%	41%	
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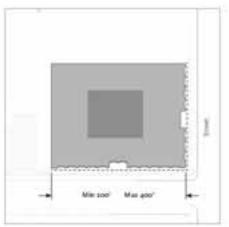
#### ss. Accessory Dwellings

Red Allowers



Markette Assessment Dispose

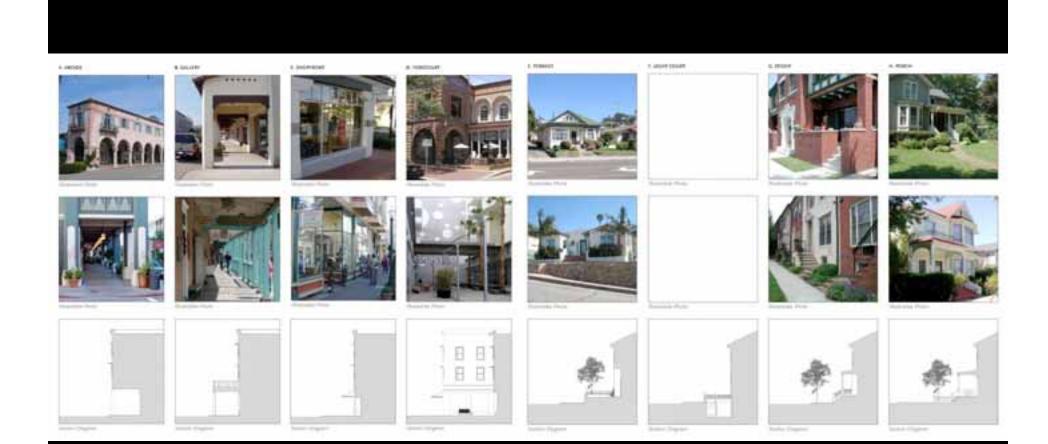




Number Play Dispose



Marries Note Sant sell-deg Prougst



# 4.5.020 ARCHITECTURAL STANDARDS: FRONTAGE TYPES

## A. Arcade

Arcades are facades with an attached colonnade, that is covered by upper stories. This type is ideal for retail use, but only when the sidewalk is fully absorbed within the arcade so that a pedestrian cannot bypass it.

# t. Configuration

A great variety of arcade designs are possible, but the following apply:

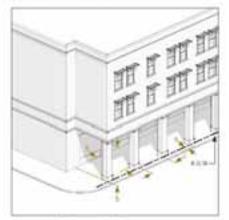
- The height and the proportions of the arcade shall correspond to the facade consistent with the architectural style of the building.
- Minity ft clear [1] in all directions. Soffits, columns/arches shall be treated consistent with the architecture of the building.
- Along primary frontages, the arcade shall correspond to storefront openings and:
  - spacing between openings along the right-of-way shall be 10 feet;
  - primary fromage storefront openings shall be at least to feet tall and comprise 65% of the 1st floor wall area facing the street and not have opaque or reflective glazing;
  - iii. storefronts shall be min to ft to max 16 ft tall.
- d. A bulkhead is to transition between the opening(s) and the adjacent grade. The bulkhead shall be between 24 inches and 36 inches tall (aluminum storefront or spandrel panel may not substitute for a bulkhead).
- Max 4' sidewalk between curb and face of arcade (except at curb extensions for intersections).

### z. Elements

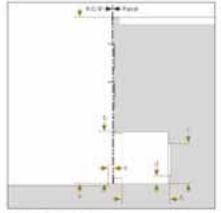
- f. Awnings, signs, etc, shall be located 8 feet above the adjacent sidewalk and may project for the width of the sidewalk at a rate of 6 inches per each foot above 8 feet to a maximum encroachment of 4 feet.
  - [1] The term "clear" means that the identified area is free of any encroachments.



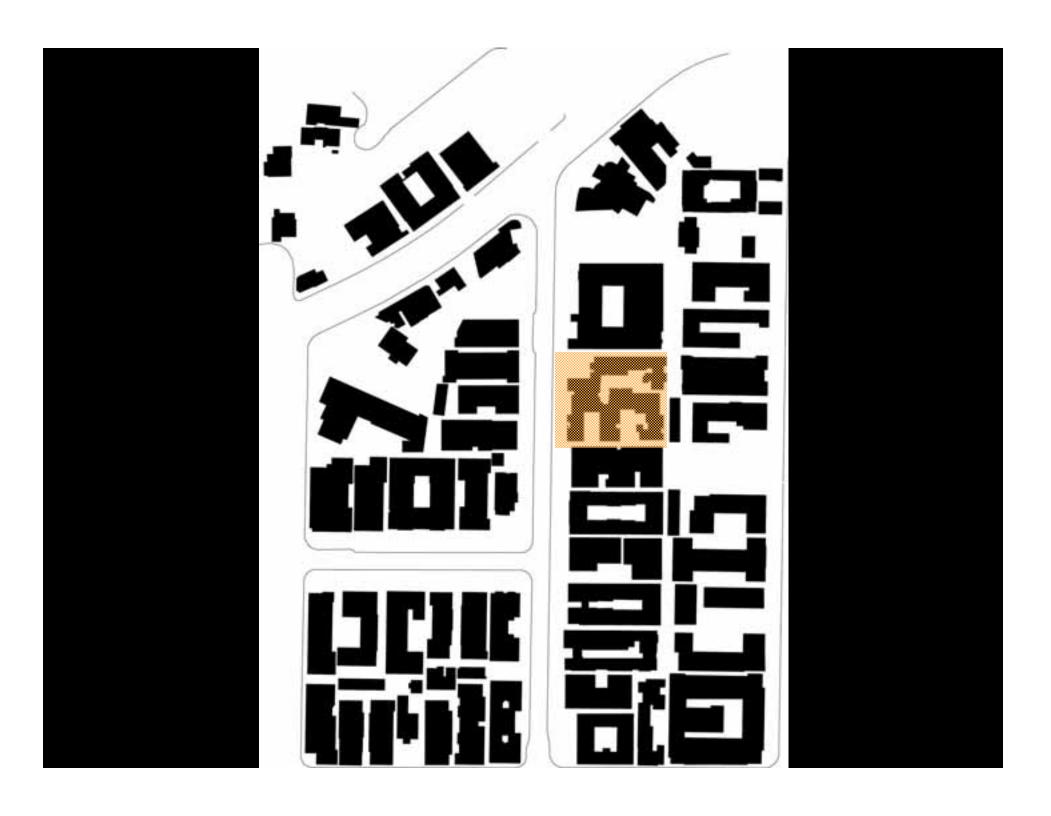
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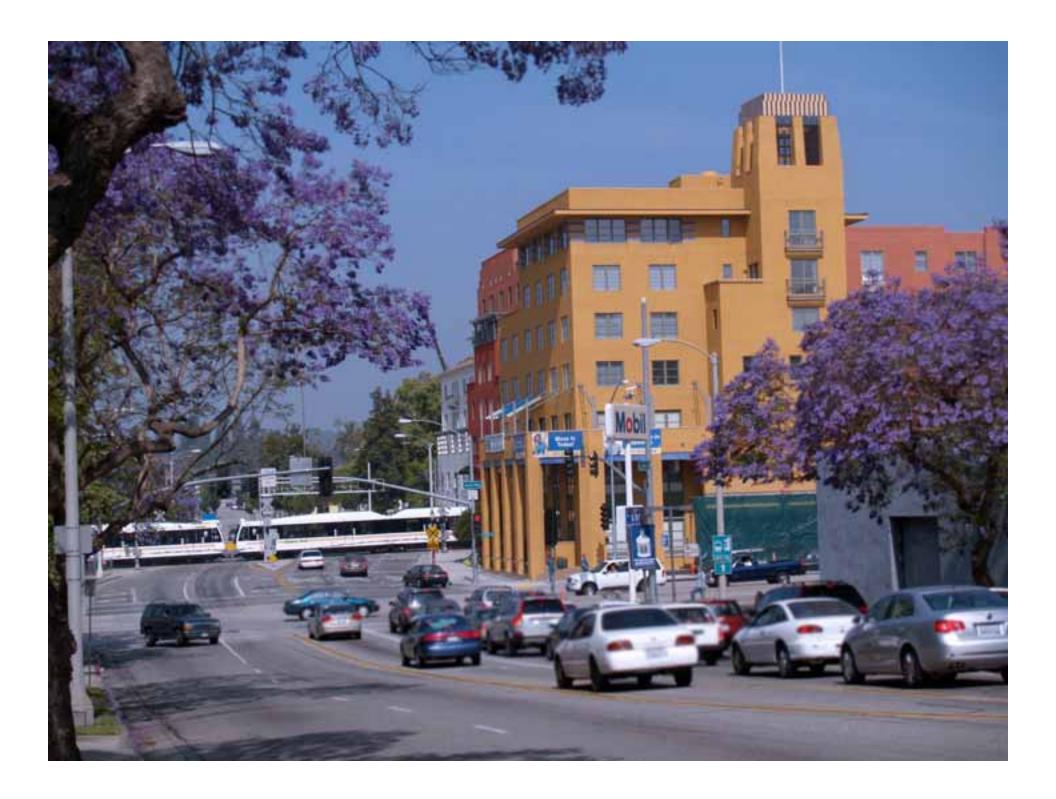
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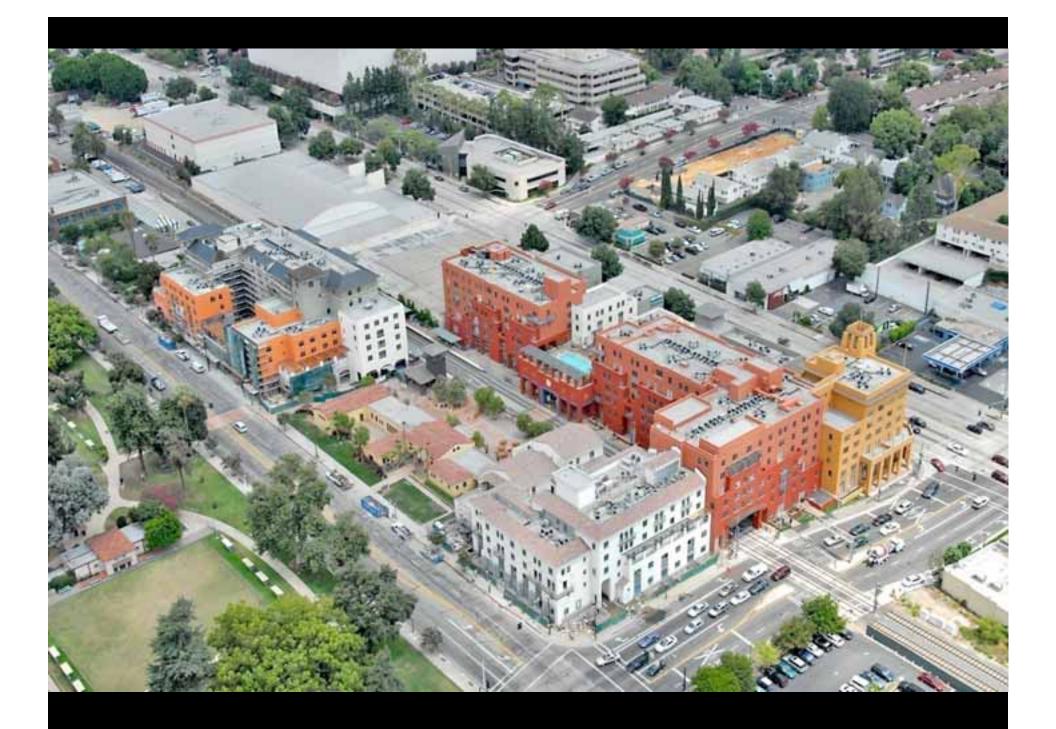


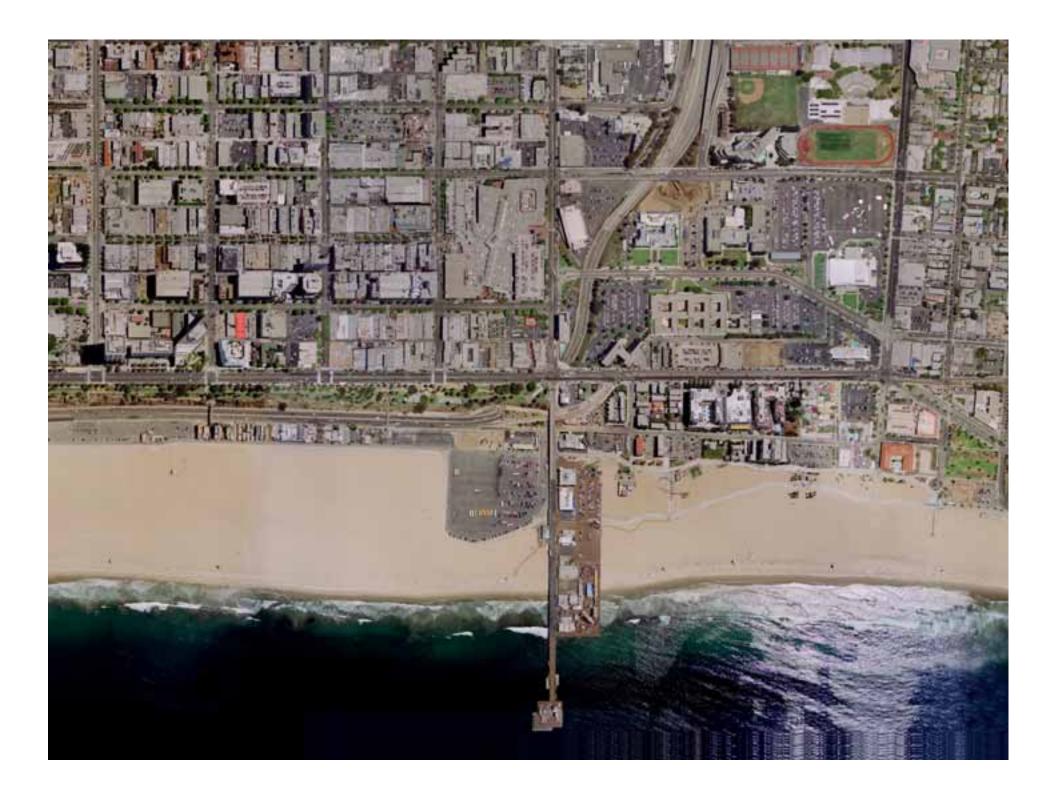


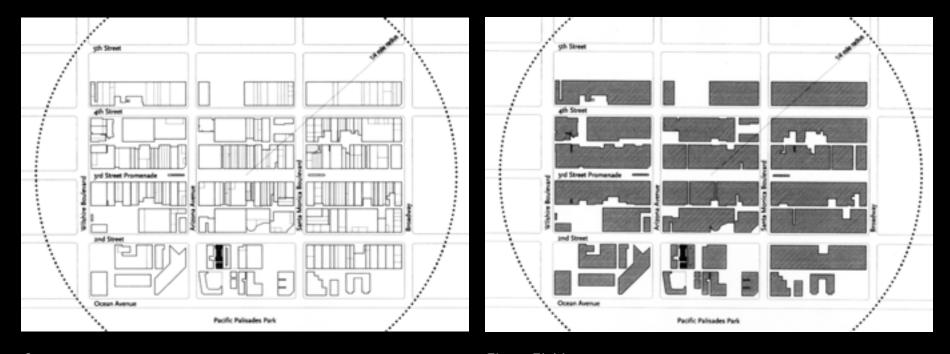










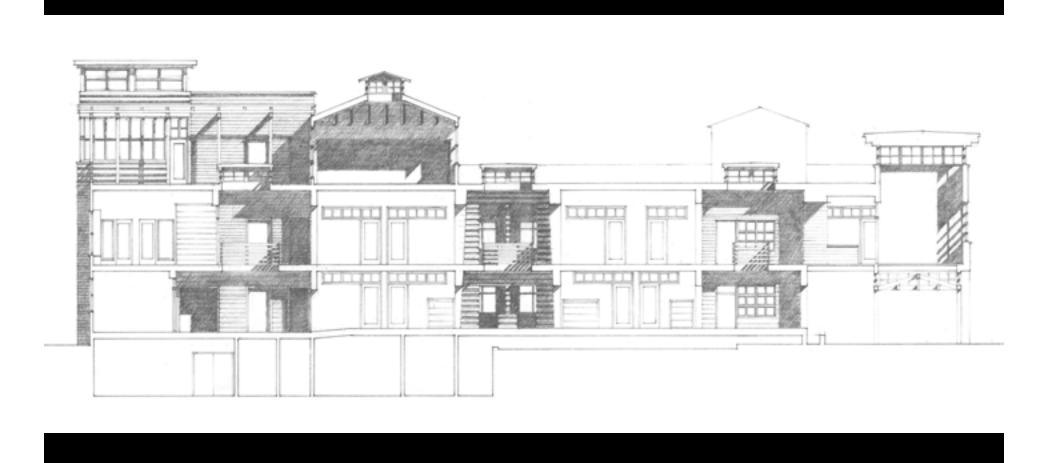


Context Figure Field

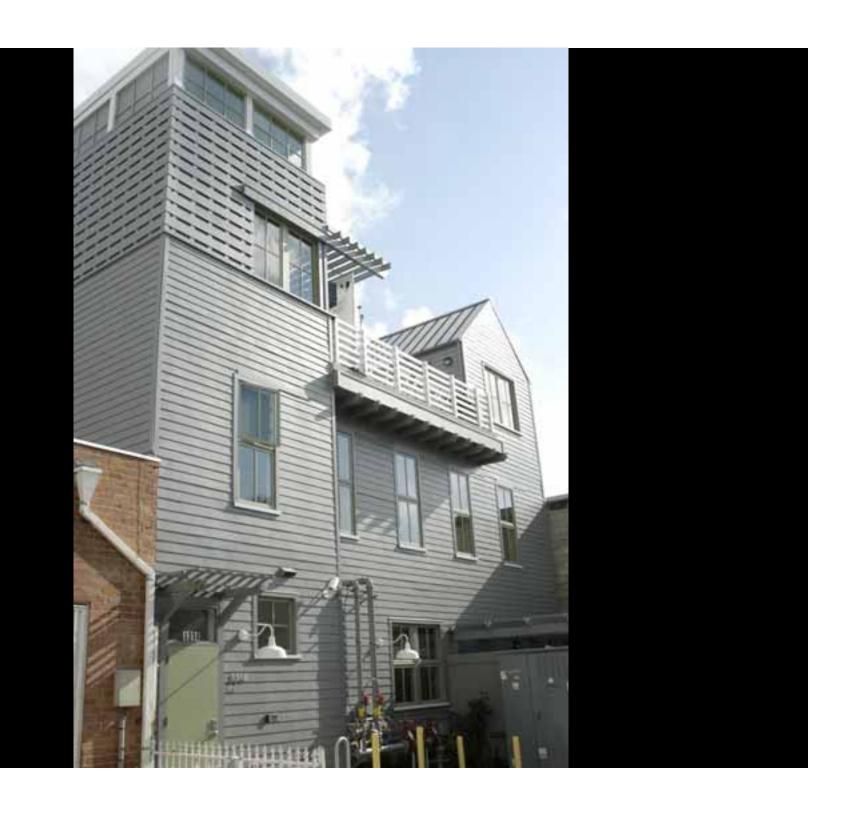
















of the LEED rating systems, has awarded The Robert Redford Building and the David Family Environmental Action Center a vz. Platinum rating under the LEED 2.1 green building rating system. The building is the greenest in the world.

Across the country, the offices of the NRDC consistently have been built to high standards of environmental design and resource conservation; their Southern California office is their most ambitious effort to date. The new offices and David Family Environmental Action Center are located in a 13,000 of storefront commercial building that was adapted from a 20's era structure for the new uses. It includes offices; meeting rooms, and the Action Center, which features educational exhibits the Leonardo DiCaprio e-Activism Zone, and a retail store specializing in books about green design and the Southern California environment.

The building's design draws from the tradition of typical Los Angeles commercial structures at the street and transitions to a small collection of seaside buildings overlooking the Pacific. Light wells designed as lighthouses march down the center of the building to provide natural light in such a tightly pack site and are used as a metaphor for the ambitious activities of the NRDC itself.

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- One sols of the materials are local.
- Rapidly revenuible materials such as barelon, popler, benther, and wheat straw were weed.
- All lumber and physicist are ECS certified.
- Over sink of deconstruction materials and construction waste were recycled.
- Low VOC paints and glues well used throughout. All sieux are used formaldehole free.
- Carbon dioxde is monitored as hours/day and the building is automatically flushed through light well rehaust fams should unsafe levels arise.
- Negative pressure system through a separate for system is used to discharge harmful particles from various pieces of office equipment
- Loss maler usage plant maler als are used
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The U.S. Green Building Council, the governing body of the LEED rating systems, has awarded The Robert Redford Building and the David Family Environmental Action Center a vz. Platinum rating under the LEED a vigreen building rating system. The building is the greenest in the world.

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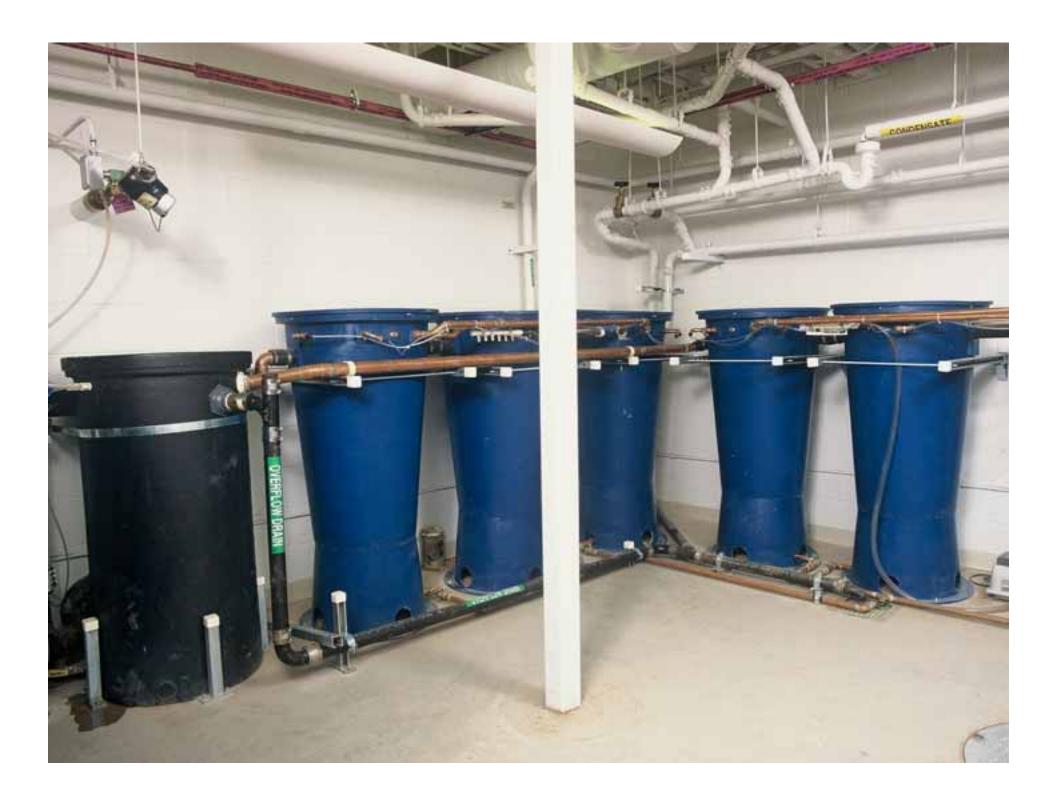
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MOULE & POLYZOIDES
ARCHITECTS AND URBANISTS

ARCHITECTS AND URBANISTS

MOULE & POLYZOIDES







# Urbanism is the Most Effective Remedy

Step 3:

Pursuing positive outcomes on all fronts.





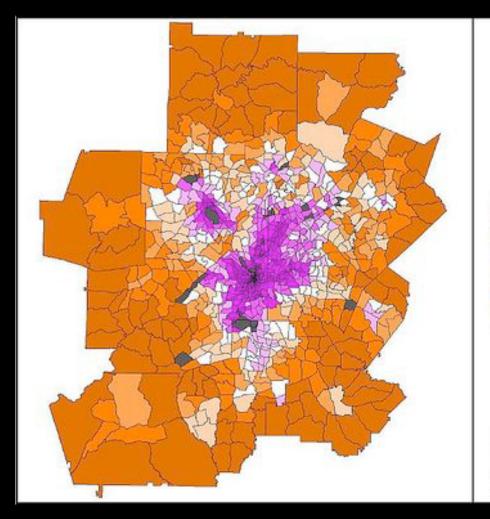
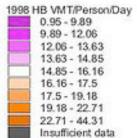


Figure 1

# ATLANTA REGION

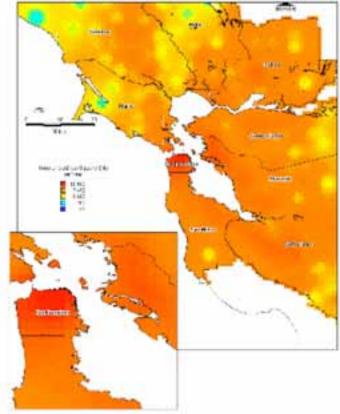
Daily Per Capita Home-Based VMT (1998)



March 10, 2000

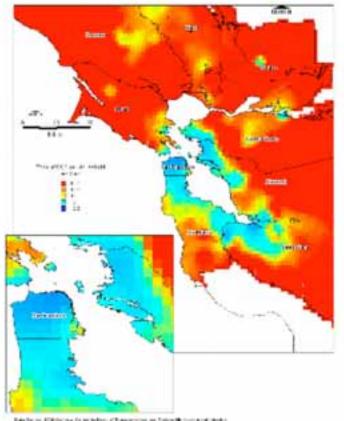


# Cities produce large amounts of GHGs.



Die Baren Williame Setten Set in Termetation of Print Committee of the

City dwellers produce relatively low amounts of GHGs.



Bakelania (CROCINA, Sciar Indiana Phileseculus de Fabricia), conservir de de



# We are the Sustainable World

Our way of life can be the answer.



