



cc: Jack Underhill

DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT  
WASHINGTON, D.C. 20410

OFFICE OF THE SECRETARY

IN REPLY REFER TO:

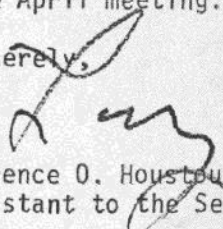
Mr. I. Locke Ransen  
Mondev International Ltd.  
c/o Salem Corporation  
1 Salem Green  
Suite 420  
Salem, Massachusetts 01970

Dear Locke:

The attached comes in the wake of the suggestion made by several Council members that special attention be given to the "new town" form. Jack Underhill has written extensively on domestic and foreign examples, and has offered this as an aide primarily for your work with the Site/Expo Committee.

Look forward to seeing you at the April meeting.

Sincerely,

  
Lawrence O. Houston, Jr.  
Assistant to the Secretary

Enclosure

# Memorandum

U.S. DEPARTMENT OF  
HOUSING AND URBAN DEVELOPMENT

TO : Lawrence Houstoun, Assistant to the Secretary

DATE: MAR 27 1980

IN REPLY REFER TO:

FROM : Jack Underhill, Program Policy Division

SUBJECT: Partial Response to Development in the 80s Paper

Before our meeting on Friday, I thought that you might wish to refer to two documents which I prepared, partially with your study in mind.

The first is an outline for an extended study of the role of various new community concepts and alternatives to them which may respond to the needs of the 1980s. This outline was also prepared for the short-term needs of the Marrero study group. It may contain some questions relevant to the work of your group. To the extent that you find these questions relevant, I have suggestions for sources of data or further analysis.

The second document is a list of real new communities in the U. S. This is the first of its kind. It contains the most current estimate of jobs and housing for each of the new communities. The list contains (a) projects which may be studied by your group, and (b) implicitly, key experts and developers who have been associated with them. Your list sorely needs more actual developers, builders, and financial experts.

Among the projects which the study group should look at are Columbia, Reston, Illinois Center, Roosevelt Island, St. Charles, Germantown (Maryland), Harbison, Coral Springs, Cedar-Riverside, Fairlane, Park Forest South, Elk Grove Village, Kingwood, Woodlands, Clear Lake City, Rancho Bernardo, Foster City, Lake Havasu City, and Shenandoah.

These projects include those which:

- have done a good job in integration by race (Park Forest South, Columbia, Harbison, Reston, and Cedar-Riverside);
- have been financially successful on a cumulative basis (Reston, Coral Springs, and Rancho Bernardo);
- are smaller (Fairlane and Harbison);
- are new-towns-in-towns (Cedar-Riverside and Roosevelt Island);:



- are done by public developers (Roosevelt Island) and by non-profit sponsors (Harbison);
- are Federally assisted (St. Charles, Harbison, Cedar-Riverside, and Park Forest South);
- have had social class integration (Columbia, Reston, Park Forest South, Harbison, Woodlands, Roosevelt Island, Montbello, and St. Charles);
- are aimed at the rich or upper middle-class, primarily (Rancho Bernardo and Kingwood);
- are outstanding environmentally (at least Woodlands);
- have a relatively high degree of self-sufficiency (in terms of living and working in the same community) and energy efficient in terms of internal accessibility (Reston and Coral Springs);
- are freestanding and recreation-oriented (Lake Havasu);
- are undertaken on surplus property (Roosevelt Island);
- done on land which has been in corporate ownership since before World War II (Clear Lake City, Bayport and Fairlane);
- have developed rapidly (Kingwood, Columbia and Coral Springs);
- have aimed at a blue collar or modest cost market (St. Charles, Lake Havasu City, and Forest Park);
- are integrated by both race and class (Roosevelt Island and Cedar-Riverside);
- have energy innovations (Shenandoah and Roosevelt Island);
- are done in an area with strong growth control policies (Rancho Bernardo in the San Diego area);
- have used special district funding (Foster City);
- are urban in-fill projects in the suburbs (Foster City);
- have been most successful in attracting industry (Elk Grove Village and Columbia);

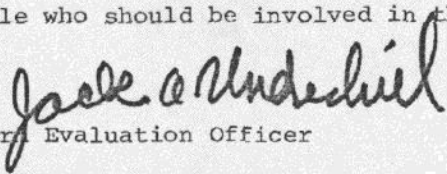
- . have started many years ago (Forest Park); and
- . provide an alternative to large-scale land ownership.

Also should be added are developments which are not new communities, but large PUDs or mixed use developments in or near existing cities: Echelon, N. J.; Rosslyn and Crystal City, Va.; Twin Rivers, N. J.; Montgomery Village, Md.; Americana Fairax, Va.; Franklin Town, Phila.; Crown Center, Kansas City; Renaissance Center, Detroit; Century City, L. A., etc.

The frame of reference into which these case studies would fit are the questions contained in my outline. The question to be answered is how do these developments compare with regard to:

- feasibility, risk and market demand likely in the 80s;
- financial profitability;
- meeting social goals, including encouraging minority and low income mobility and access to employment and community services;
- conserving energy and other resources;
- replicability in other areas;
- housing cost and fiscal impact;
- innovation; and
- other goals mentioned in my outline.

I will follow up on this with specific suggestions with regard to issues and people who should be involved in the study.

  
Program Evaluation Officer

Attachments

Outline

List of new communities