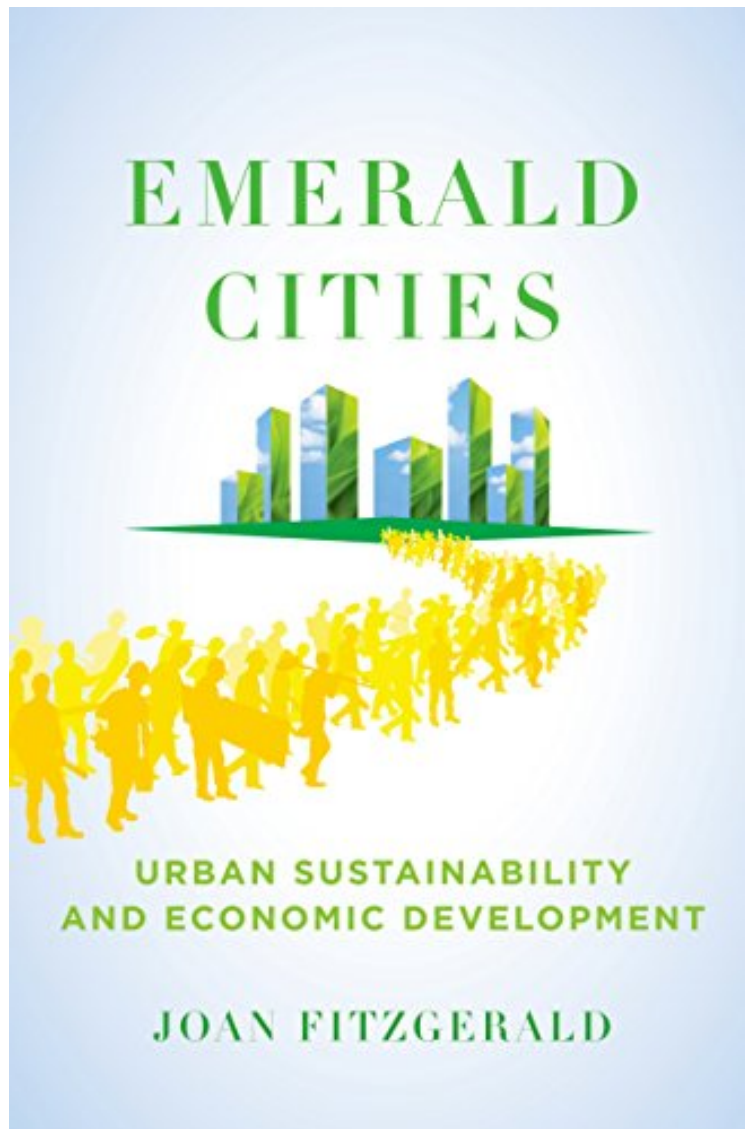


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Emerald Cities: Urban Sustainability and Economic Development

Joan Fitzgerald

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Joan Fitzgerald : Emerald Cities: Urban Sustainability and Economic Development before purchasing it in order to gauge whether or not it would be worth my time, and all praised Emerald Cities: Urban Sustainability and Economic Development:

0 of 0 people found the following review helpful. five starsBy Tina IveyEmerald Cities is fully accessible in style and tone. It relies heavily on insights from field visits and quotations from in-depth interviews but is also fully referenced, at scholarly standards, to government and industry data and prior publications. Overall, this is a first-rate synthesis of the state of the art in key sustainability sectors and their applicability to economic development. It should be read not just by environmentalists but by any working urban planner or economic developer.0 of 0 people found the following

review helpful. Emerald Cities. A possible Dream. By Dorven Dorta This book is an overall review of the state of the American cities regarding the implementation of urban sustainability and its relation with economic development. Starting with the premise that sustainable economic development cannot be achieved without the implementation of appropriate policies the author analyzes in this book how cities in America are implementing these policies using different examples of cities and a bundle of actual data to support its statements. The creation of a low carbon industry will create millions of jobs in the United States as stated by the author. These industries will benefit most of all our cities which are our most densely populated areas and also our most polluted environments. Also the author studies and compares the policies followed in other parts of the world to achieve the sustainable economic development goal and explains how they have succeeded in different parts of the world. What is interesting in this book is the amount of research and investigation leading to facts and the realization of how America is not a leader in the creation of sustainable sources of energy who otherwise would benefit our cities and our environment. In the American landscape the local governments have been the ones playing a more important role in creating sustainable forms of green technologies able to support economic development in our cities. In the last years the federal government has lacked a comprehensive and organic policy towards achieving real results that would bring the United States to the level of becoming a leader in the investigative field as well as a leader in the use of green technologies. The author analyzes in the book examples of local governments or cities that are leading in America these efforts. Such are the cases of cities as Austin in Texas, Boston in Massachusetts, Chicago in Illinois, Los Angeles and San Francisco in California, Portland in Oregon and Seattle in Washington. All of these cities have implemented different policies adapted to their particular circumstances that have been producing results. The point is that by doing so the cities have also benefited economically as well as environmentally and in general all American cities should follow this path adjusting their steps to follow to their own problems, possibilities and conditions in general. One of the most admirable aspects of the book is the abundance of data supporting the statements. This makes the book an excellent point of reference for those interested in accurate data regarding the use of low carbon emission technologies. On chapter 4th the author also analyzes and offers possible solutions or steps to follow to build the energy efficient city. On this chapter the author makes emphasis on the application of green technology or LEED certification of new buildings. Cities are made of buildings after all or at least buildings are necessary elements in the fabric of cities. The author also in this chapter shows an insight of how many of the cities have applied these policies and programs with success and how other cities which, despite of the efforts applying initiatives have not had the expected success. These success and failures analysis make this chapter one of the most valuable in the book. On chapter 5 the author gets into the analysis of the recycling industry. It is important to understand how we can re-use in different ways our trash and how cities can work towards the creation of a functional recycling industry. We need also to reduce the amount of waste we produce since it is this waste one of the main sources of pollution in our cities. Also, the author sheds light on how cities and its government can contribute to this. One of these examples in our city of Washington DC is the recently imposed charge on the use of plastic bags by supermarkets and other retail users. On chapter six the author exposes how transportation impacts the level of pollution in cities and how creating a green transportation economy is a fundamental step in order to free our cities from excess pollution and also create sustainability within its economy. On this chapter we can read about many initiatives followed in the nation to achieve this goal. Transportation systems or how people and business communicate in a city is a key issue in the process of city planning. Thus creating a transportation system that fulfills the needs of the city and also address the issue of using renewable energy sources or/and non pollutants sources is crucial for cities to stay on track regarding their abilities of sustainable growth. The last chapter of the book is geared towards the role that the planning industry and professionals play in creating a sustainable viable and possible economic growth in our cities based in the implementations of green technologies and renewable energy sources. In general I can say this is an excellent book for anyone interested in having factual data regarding the implementation of green and sustainable policies in American cities towards sustainable economic growth. It is also a book that offers an international perspective, with many examples in places like the UK, Germany, etc, on where American Cities should look and where American cities stand regarding the implementation of policies and the use of renewable energy resources compared with its counterparts in other areas of the world.

0 of 1 people found the following review helpful. A Sustainability Book for Reasoned Hope in a Dangerous Century By Ernest Yanarella Although the Seattle and Portland and Austin do figure in urban policy scholar Joan Fitzgerald's examination of tactics and strategies to join urban sustainability and economic development, she reminds us in her splendid new book, Emerald Cities: Urban Sustainability and Economic Development, that cities like Toledo and Syracuse, Cleveland and Oakland may provide the more transferable tactics and exemplars for cities like Lexington and Louisville, Cincinnati and Columbus, Indianapolis and Bloomington to emulate. What fascinates her is how, in the face of eight years of Republican presidential indifference, these Emerald Cities have cobbled together homegrown policies and financial techniques that offer opportunities for addressing at the local level problems of climate change, energy profligacy, and natural resource waste. In case study after case study, she carefully highlights promising programs devoted to renewable energy, energy efficiency, waste management, and transportation, and shows how sometimes city leadership, sometimes public-private partnerships, and at other times nonprofit or business coalitions

have adopted one or another of three economic-development strategies she calls "linking" (connecting populations to new employment opportunities); "transformational" (redirecting declining manufacturing industries into new markets); and "leapfrogging" (pursuing entirely technology clusters). Community activists and frustrated public officials will recognize that Fitzgerald does not look for eco-development panaceas like Richard Florida's creative cities formula. Nor does she promote her own as "sure bets" that will allow the mid-sized cities of the nation to magically join the Club of World-class Cities. What her abundant examples of progress and failure do exhibit is that leadership from far-seeing public officials, non-profits, business alliances, and grassroots citizens organizations can provide many of the community resources for generating forward economic development strategies allied with energy conservation and other sustainability-oriented practices that really engage the looming regional-global economic and environmental threats beginning to impinge upon the household and city budgets as we slouch into the second decade of the twenty-first century. Her opening and closing chapters, which focus in part on Freiburg and Stockholm respectively, show just how and why European cities are so much further ahead of U.S. cities. Both cities are located in nations where planning is not anathema and where the idea and substance of green development builds on linkages and synergies that most American towns and cities can only dream of as they look beyond the horizon of local, state, national politics. By the time one has studied and pondered her dozen or so cases of looming successes, unrewarded failures, and incomplete initiatives for which the jury is still out, the reader recognizes what a nuanced and fair-minded study of urban sustainability and economic development is this book. One also comes to realize how fragile are these urban initiatives and how subject they are to the good (or bad) timing, Machiavelli's Fortuna, and the existence (or lack thereof) of visionary executive leadership and/or legislative inventiveness in the state or nation's capitol. The political task of this century is not to build idealist utopias toward which one cannot get from here to there, but to seek after practical ones for which women and men of stout hearts, enduring patience, and reasoned hope can build future sustainable city-regions in the here and now through a possible politics. Cynicism is easy; hope is what we need. This book instills this vital resource. Buy and read it.

Here is a refreshing look at how American cities are leading the way toward greener, cleaner, and more sustainable forms of economic development. In *Emerald Cities*, Joan Fitzgerald shows how in the absence of a comprehensive national policy, cities like Chicago, New York, Portland, San Francisco, and Seattle have taken the lead in addressing the interrelated environmental problems of global warming, pollution, energy dependence, and social justice. Cities are major sources of pollution but because of their population density, reliance on public transportation, and other factors, Fitzgerald argues that they are uniquely suited to promote and benefit from green economic development. For cities facing worsening budget constraints, investing in high-paying green jobs in renewable energy technology, construction, manufacturing, recycling, and other fields will solve two problems at once, sparking economic growth while at the same time dramatically improving quality of life. Fitzgerald also examines how investing in green research and technology may help to revitalize older industrial cities and offers examples of cities that don't make the top-ten green lists such as Toledo and Cleveland, Ohio and Syracuse, New York. And for cities wishing to emulate those already engaged in developing greener economic practices, Fitzgerald shows which strategies will be most effective according to each city's size, economic history, geography, and other unique circumstances. But cities cannot act alone, and Fitzgerald analyzes the role of state and national government policy in helping cities create the next wave of clean technology growth. Lucid, forward-looking, and guided by a level-headed optimism that clearly distinguishes between genuine progress and exaggerated claims, *Emerald Cities* points the way toward a sustainable future for the American city.

From Booklist From a stalwart progressive perspective, Fitzgerald surveys contemporary initiatives in American cities to create green jobs. Organizing urban projects into renewable energy, energy efficiency, building renovation and construction, the waste and recycling streams, and transportation, the author enumerates their goals, financing schemes, and measures of success. In Fitzgerald's book, the measures tend to be numbers of green jobs created and the projects' reduction of carbon emissions, not those of free-enterprise profitability. Thus in her discussions of projects, a slew of government taxes, subsidies, and regulations, plus foundation grants, numerically defines the projects that she presents. If green projects in big cities such as New York and Los Angeles are prominent in Fitzgerald's inventory, midsize burghs such as Toledo, Ohio, a site of solar-technology manufacturing, or Portland, Oregon, a bastion of bicycling promotion, signal that progressives' approaches to the green future are widespread and active around the country. Commenting approvingly about the Obama administration's support for some local organizations, Fitzgerald, an urban planner, delivers informative accounts of contemporary trends, closing with an exhortation for national planning to mature green technologies. --Gilbert Taylor "Goes a long way toward filling [the] factual vacuum on clean energy development....The foundation of solid on-site business reporting and economic research on which *Emerald Cities* is built makes the book, as well as its author's formidable conclusions, worthwhile reading for anyone concerned about the relationship between the quality of life in the U.S. economy and the sustainability of life on the planet."--The Huffington Post "Fitzgerald, an urban planner, delivers informative

accounts of contemporary trends, closing with an exhortation for national planning to mature green technologies."--Booklist"Emerald Cities is definitely a must read....a nuanced and fair-minded study of urban sustainability and economic development."--Sustainability"Comprehensive in scope, Emerald Cities is an invaluable resource for those desirous of sustainable and prosperous cities. Essential."--CHOICE"Cities have long been places of innovation; this book showcases what is possible. Joan Fitzgerald captures in her stories the true essence of how cities have faced the crisis of climate change and responded with novel solutions that utilize energy efficiency and renewable energy. Those who know and believe in the power of cities to bring about change and want to make a difference must read her book."--Mayor Antonio R. Villaraigosa, City of Los Angeles "Few advocates of green cities actually pay enough attention to the potential economic benefits and value of the many sustainable ideas and technologies they promote. All that perhaps will change with the publication of this groundbreaking new book. This is the first comprehensive study of what cities are doing to grow green jobs and economy. In this tour de force, Fitzgerald shows where urban leadership and innovation are occurring, what's working and isn't, and what key lessons can be extracted for cities everywhere. This is an absolutely invaluable resource and essential reading for anyone working on the agendas of green urbanism and green cities."--Timothy Beatley, Teresa Heinz Professor of Sustainable Communities, School of Architecture, University of Virginia "Joan Fitzgerald brings the green economy to ground, namely to the cities and metros that are driving innovative energy and climate solutions and, in the process, catalyzing new economic possibilities. Her fine book illustrates the potential of Emerald Cities but also the necessity of smart national and state policies that, as in Germany, jumpstart markets and create jobs. Fitzgerald's federalist challenge could not be more timely and the economic and environmental stakes could not be higher."--Bruce Katz, Vice president and founding director of the Metropolitan Policy Program, The Brookings Institution"Joan Fitzgerald has written an indispensable book on the green economic development opportunity for cities. "Emerald Cities" is neither cheerleading nor debunking. It is a clear-eyed, well-researched, and highly readable analysis of what cities can accomplish, and what complementary national, state and local policies are needed to accelerate this transition to a post-fossil fuel economy."--Ben Hecht, President CEO, Living Cities"Fitzgerald shines a spotlight on the important role that cities play in building a cleaner, safer, and more just America. Her book is a must-read road map for how we can develop a clean-energy economy that is ripe with broad opportunity and shared prosperity for communities around the country."--Phaedra Ellis-Lamkins, CEO, Green For All"Where we once considered environmental protection the enemy of the economy, current wisdom tells us that becoming green can serve as the engine of economic growth in cities. Yet there have been few clear examples of American cities making this connection, until now. Fitzgerald provides numerous examples of how the pursuit of urban sustainability has been used to create "green jobs" and leaves us with a sense of the enormous potential that can accrue from planning a local green economy."--Kent E. 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