



Foto: HafenCity Hamburg/Bina Engel

## Marty Jones

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### Remarks by Marty Jones

Good Morning. I am honored and humbled to speak to all of you today. Thank you to IBA Hamburg, HafenCity Hamburg, and all of the conference organizers for putting this program together and to all of you for your interest and involvement in the challenge of building our cities anew.

I find myself here in Hamburg as part of a delegation of 13 women from Boston - architects, policy makers, and experts in applying sustainability principles to our built environment. We have heard about the interesting, trend setting work being done here and have come to learn firsthand. We have been in Hamburg less than 60 hours and have been overwhelmingly impressed with many aspects of the work that has been accomplished.

But we are especially inspired by the innovation models you have developed and Hamburg's open enthusiasm to showcase its experiences and challenges. The concept of an IBA – posing thoughtful questions to address an urban dilemma and, over many years, maintaining an open and transparent process of assessing progress in providing answers to those dilemmas – is new and interesting to us. I think that we Americans in our generally optimistic outlook tend to believe that once a plan for renewal is developed, it simply needs to be implemented. If we are indeed building the city anew, we do need to continue to review, evaluate and discuss whether our initial solutions are on target or need modification and adjustment.

This is what the conference is about and I urge you all to engage in the dialogue, share your expertise here, and most important, use and convey the learning when you return home. This morning, I'd like to share my American, specifically my Massachusetts perspective. Massachusetts is only one of our 50 American states and our system of government in the United States makes policy on sustainable practices and real estate development complex to develop and implement. As EU Commissioner Connie Hedegaard reminded us last night, setting targets and goals is essential in focusing our efforts and measuring our progress.

Massachusetts has set aggressive goals for reduction of greenhouse gas emissions, energy efficiency and increasing the mix of renewable energy resources in our power supplies. In 2008 Massachusetts passed a Green Communities Act with the goal of achieving significant and lasting energy savings for residents and businesses and promoting the growth of a clean energy industry. Our state's Governor Deval Patrick set a goal for 250 Megawatts of solar power by 2016 and achieved it by May 2013. We've now set a new goal of 1.6 gigawatts of solar power by 2020 and look forward to meeting that early also. Businesses and residents have embraced the challenge to reduce our energy consumption – over 30% of our communities have become "green communities" embracing the goals of the Green Communities Act and instituting local conservation efforts and supporting alternative clean sources of power generation. The state also created a Clean Agency Center to invest in the clean tech sector and innovative products. And we are proud to have good results:

- For the past 2 years, Massachusetts has been rated the number one state in our country in energy efficiency.
- This month, Massachusetts was rated second in the US Clean Tech Leadership Index, which recognized the state's commitment to energy efficiency and early stage technology development

As we have toured Hamburg, we have been struck by the similarities between Boston and Hamburg. Both are port cities, with outstanding urban amenities and a great quality of life

Young people are being drawn to our cities, adding vibrancy and creativity. Both cities are places for exchange of ideas as well as goods, areas of innovation in part driven by outstanding educational institutions, in our case by Harvard and the Massachusetts Institute of Technology.

But – Boston is a city nearly built out. There are not many opportunities or large scale development like HafenCity and Wilhelmsburg. That means growth will need to go to other cities and towns across our state.

However, the structure of our government makes accommodating growth very complex in Massachusetts. Let me put this in context for you by comparing Massachusetts to Hamburg. Hamburg's population is 1.8 million. Massachusetts' population is about 3.5 times Hamburg's - 6.6 million.

Hamburg is a single City-State. Massachusetts has one state government and 351 separate cities & towns.

That means 351 governments and, in the US, local government, controls planning, zoning and permitting. Local government sets property tax rates and operates local schools, police and fire departments. This means there are very local policy conversations and very, many individual communities to work with to implement statewide policy goals.

The Agency that I lead, MassDevelopment, is in a unique position to impact the implementation of state goals for sustainability and development.

MassDevelopment is a quasi-public authority, which means that the Board is appointed by our elected Governor of the state, but the operations are not supported by annual state revenues. Our mission is to promote economic development and growth in the state by stepping in where the private sector will not.

We do this in two primary ways:

- Financial products: making loans to businesses and issuing tax exempt bonds for many sectors

- manufacturing
- colleges
- social service non-profits
- nursing home
- hospitals
- research institutions
- infrastructure

- Real estate activities: Direct develop of surplus public properties and technical assistance consulting to local governments on real estate issues.

In all of our activities MassDevelopment works to bring new ideas. Let me share one example.

MassDevelopment is responsible for redeveloping the former Fort Devens, a closed military base located in a rural area about 50 miles northwest of Boston near the New Hampshire border. The 17 square kilometer base was full of buildings built from 1920 to 1980. There was significant environmental contamination and unexploded ordinance. The economic impact of closing the base was significant, and MassDevelopment was charged

with creating an economic development zone called Devens. After years of environmental cleanup and infrastructure construction, Devens is now a thriving center for residences, recreation, and businesses. Three thousand six hundred people work in Devens today.

Devens presents opportunities for MassDevelopment to try new ideas:

1) Expedited permitting. In a departure from the traditional Massachusetts process, Devens was allowed to create a "one-stop" process for all approvals from site plan approvals, to zoning compliance and building permits. Many companies were interested! Bristol-Myers Squibb permitted a major biopharmaceutical manufacturing facility in less than 60 days. Now other Massachusetts communities have followed this example, revised their permitting procedures, becoming more business friendly, and attracting growth.

2) Green Housing. On the residential side, four years ago we piloted an innovative green housing project in Devens. Through a competitive process, we selected two developers – one with experience in green housing and one with none – to develop two different types of zero-net-energy homes. One was a single family home product, one attached rowhouses. It may be surprising to you, but this was relatively new in Massachusetts. On the one hand, the project has succeeded greatly. All the housing has been sold and has met the design energy goals; on the other hand, we only built 20 houses. However, with less than 100 net zero homes in Massachusetts, this set a significant example. We have hosted tours and seminars to share this experience and encourage other developers to incorporate this type of housing in their projects.

3) Walkability. Devens is in some ways a classic American industrial park located miles from the nearest city and developed with large building setbacks to screen industrial development. Today's focus has turned to walkability to meet both healthy living and community building goals. MassDevelopment has begun to explore adding bike paths and maximizing pedestrian connections both inside Devens and making connections to the commuter-rail service five kilometers from our downtown. It is clear that to continue to attract business to Devens, and for those businesses to attract employees, we will need to do this.

Hamburg – I again thank you for all we are learning here. There will be real value beyond our short trip as we not just spread Hamburg's lessons learned, but also convey your commitment and challenge to think creatively and find new ways to integrate sustainability with real estate development and economic growth.

*Marty Jones at the international conference »Building the City Anew« on June 21 in Hamburg.*

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