

no more business as usual.



Destiny is located Osceola County, Florida; one of the fastest growing areas in the country. We are part of a seven-county region known as Central Florida, the tourism capital of the United States.

Unprecedented growth and 'development as usual' has led to gridlock and the paving over of long expanses of what was once pristine prairie in Central Florida. While the average population growth in the United States is 49%, it is nearly three times that in our region.

"The tremendous population influx will bring with it increased pressure on the natural environment, economy, transportation system, and physical development patterns.*"

The Urban Land Institute (ULI) challenged Osceola County to "focus on building a community, rather than a series of individual land developments, and to make decisions based upon quality of life considerations," in an advisory board panel completed by the non-profit, independent research group headquartered in Washington, DC.

*The U.S. is expected to grow 49% before the year 2050. Central Florida will see a growth rate of 136%.**

Why build a city from the ground up? Why not? We've proven that 'business as usual' creates chaos in the form of sprawl. Uncontrolled and unplanned growth damages our environment, our quality of life, our economy and even our productivity as a nation.

The average American spends more than 100 hours per year commuting to and from work (more hours than annual vacation). We release approximately 20 tons of ozone damaging carbon emissions per person per year.

Business as usual spreads concrete across our landscape like a cancer.

Our energy grid, inefficient and intrusive, depletes our natural resources. Priceless amounts of potable water are lost daily through wasteful usage and treatment. Our earth is scarred by our careless pursuits and mismanaged growth. Existing cities only incent the use of overloaded, inefficient infrastructure.

*Source: Bureau of Economic & Business Research at the University of Central Florida.

change is coming.



Central Florida is not unique in its unsustainable growth pattern. Despite scientifically based research, policy and planning guidelines, the unpleasant and stagnating results of sprawl negatively impact our great nation today.

In order to meet the ongoing needs of a growing population, we need to make radical changes to our policies for planning. Change often brings discomfort – a natural human reaction to things foreign and new. However, without a paradigm shift we will surely lose our opportunity to foster a responsible growth pattern.

Through strong leadership and information sharing, there is hope for a better tomorrow. But first, we must educate ourselves to an alternative way of growing. We, as individuals, organizations and decision-makers at all levels of government must consider our past, our present, and more importantly, our future collectively.

Our distant past shows a more livable model of growth. If we consider how the West was settled, we see town centers were formed based on jobs first. Outcrops were settled within a few days' stagecoach ride from one another. Trading posts were typically the

catalyst. Transportation routes determined the location. Families settled these towns as jobs developed. Close-knit communities formed organically.

In more recent, post-industrial history, the location of factories and poorly planned, decaying urban centers created the desire for housing options outside city limits. Suburbia was born. Farmland and country meadows increased in value as the land, along with its flora and fauna, was carved out to create concrete networks. Large lots with homes sprawling out from urban cores filled the gaps between civilization and nature. We moved farther from our employment centers and drove ourselves into a false sense of peace. Roads grew wider and longer. Some displaced wildlife learned to adapt, while other species were lost forever.

Today, we find ourselves aware of the mistakes we've made, but afraid to walk away from what we know. Unsustainable growth patterns continue to invade what's left of our environment. Lost government funding make preserves more difficult to maintain. With our history, and all of our knowledge, isn't it time we seek a lasting alternative?