

This Spaceship Earth Names Babcock Ranch a “Crew Friendly City”

This Spaceship Earth has named Babcock Ranch a “crew friendly city” for its unique, 21st century comprehensive environmental approach to development. It has been built from the ground up to be truly sustainable across all facets of the community.

“If ever there was a town worthy of being called a Crew Friendly City, it is Babcock Ranch,” said Futurist David Houle, co-founder of This Spaceship Earth, Inc. “The vision behind it is exactly what all new 21st century towns need to embrace. The implementation of this vision shows America that a carbon-free, environmentally-aware town can easily be a reality. This IS the model for 21st century land development in our country.”

Babcock Ranch delivers a greener way of life:

- Land Planning – all development is on land previously cleared for pasture and farming. All wooded acreage remains forested.
- Solar Powered – 440 acres of pasture land donated to Florida Power and Light for a solar power plant and “micro-communities” of solar generation on rooftops throughout the community to ensure the town always produces more clean, renewable energy than it consumes.
- Water Conservation – Landscaping guidelines limit turf coverage to 30% of residential lots. All irrigation uses reclaimed water from the onsite wastewater utility. Natural storm water runoff systems dictate the footprint of development.
- Energy Efficient Architecture – All homes and commercial buildings must achieve a minimum Bronze Standard of Certification or higher from the Florida Green Building Coalition.
- Local Food Production – With a community garden in every neighborhood, plus a five-acre farm on-site, in season fruits and vegetables are truly fresh, and burn no fossil fuels transporting from farm to table.
- Transportation Alternatives – Shopping, schools and services are within easy reach via a network of expansive trails for walking and biking. Other environmentally-friendly ways to get around town include electric-powered, self-driving shuttles.

“We set out to prove that preservation and growth can work hand in hand and it is extremely gratifying to see how people are embracing what we are doing,” said Syd Kitson, Chairman and CEO of Kitson & Partners, developer of Babcock Ranch. “People care about what we’re doing as a society – but as much as they want to be sustainable, it still has to make economic sense for them individually. We have a thousand people a day moving into our state net. We need to accommodate that, and we need to do it in the right way. I don’t think just because it’s sustainable – just because you’re doing it the right way – means it needs to be more expensive. And we’re proving that.”

“Babcock Ranch is a prime example of future Florida – it honors Florida’s cultural heritage and it serves as a living example of true stewardship,” said Tim Ramage, Planetary Ethicist and cofounder of This Spaceship Earth. “If you want to take a walk in native/natural Florida – it is there. If you want to have the urban community experience in the town center – it is also there. You don’t have to choose between city or country – the stewardship of Babcock Ranch let’s you have both together while clearly demonstrating how integrating people, place, culture, and nature provides for a more enriched and informed life.”

This Spaceship Earth, Inc. is a 501 (c)(3) Florida nonprofit corporation, founded in 2016, committed to creating crew consciousness on spaceship earth. Crew consciousness evolves people from thinking and acting as passive passengers on Spaceship Earth, to thinking and acting as active crew members. The organization developed from the book “This Spaceship Earth” co-authored by Houle and Ramage.

Website: <http://thisspaceshipearth.org/>

Facebook page: <https://www.facebook.com/thisspaceshipearth>

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Babcock Ranch is an innovative new town that sets a whole new standard for sustainable, responsible growth. Located in Southwest Florida just north of Fort Myers, Babcock Ranch combines the best of America’s great hometown traditions with all the conveniences of today and tomorrow. From expansive public green spaces and trails to utility-scale solar generation and a gigabyte of fiber-optic connectivity standard to every home, and free wi-fi everywhere you may roam, Babcock Ranch builds sustainability right into the infrastructure to deliver a greener way of life. Learn more at www.babcockranch.com

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