New Urbanism is an approach to designing cities, towns, and neighborhoods. Although the term New Urbanism emerged in the late 1980s and early 1990s, the principles of New Urbanism are actually quite old. New Urbanist town planners, developers, architects, and designers try to reduce traffic and eliminate sprawl. “We build places people love,” claims the Congress for the New Urbanism (CNU). Smart Growth / Smart Energy projects throughout the Commonwealth of Massachusetts include the Villages at Hospital Hill in Northampton and the Dennisport Village Center and Mashpee Commons both on Cape Cod. The first New Urbanist town was Seaside, Florida, built on the Gulf Coast in the early 1980s. Pembroke is a town in Plymouth County, Massachusetts, United States. The population was 17,837 at the 2010 census. The southwestern section of Pembroke is also known as Bryantville. The earliest European settlers were Robert Barker and Dolor Davis, who settled in the vicinity of Herring Brook in 1650. Up until that time, the Wampanoag and the Massachusett were the only residents, fishing and farming along the rivers; they called the area Mattakeesett, which means “place of much fish”, because of the