



PLACE INITIATIVE

PROACTIVE LEADERSHIP ADVOCATING FOR CLIMATE & EQUITY



PLACE Principles

We have identified nine *PLACE Principles* as necessary for the development of resilient, environmentally responsible, and economically sustainable communities. These principles embody a flexible, adaptive, and community-centric approach, **providing a roadmap** for equitable and sustainable community development in the face of evolving challenges.

1. Support Current & Future Residents
2. Establish Partnerships with a Regional Focus
3. Create Resilient Infrastructure
4. Employ Good Governance
5. Develop Places for People
6. Connect Communities
7. Advance Economic Prosperity
8. Foster Environmental Stewardship
9. Reduce Hazard Risks



9 PLACE Principles



1. Support Current & Future Residents

Everyone wants to live in a place that is fair, affordable, and accessible for everyone. This is true for both long-time residents and newcomers,

and it's important that the community is structured in a way that helps underprivileged groups thrive, too. Everyone should have access to **affordable homes**, transportation, **economic opportunity**, representation, social culture, as well as supportive services such as healthcare, education, libraries, services for the houseless, and childcare.



2. Establish Partnerships with a Regional Focus

A place is stronger if it has **support and connection with other**

communities and systems across the whole region, than if it acts alone. Coordinating with other towns and counties to cultivate partnerships for the greater good of multiple communities can allow resources to be pooled and **benefits to be multiplied**, creating a more resilient regional economy overall.



3. Create Resilient Infrastructure

Infrastructure systems include things like roads, buildings, public space, drinking water systems, waste systems, stormwater systems, agriculture, energy systems, and more. They need to be **efficient, coordinated, adaptable**, and designed for the particular environment of the place so that they **work with the environment**, instead of against it.



4. Employ Good Governance

Government (locally, and at all scales) should be transparent, agile, and based on the interest of the public. There should be systems in place to **solve problems at the local level** whenever possible, and employ practices that create **economic security and prosperity** for communities.

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5. Develop Places for People

Places should be designed and built for people to enjoy and be proud of. At the same time, they should respect the environment, conserve open space, and create compact communities where people can get around without needing to use a car for every trip.

Development regulations should not overly burden projects seeking to positively transform the community. This type of **smaller-scale, people-centric building** is good for community cohesion, environmental sustainability, and creating **attractive, livable places**.



6. Connect Communities

The cohesion of community members is a key piece in creating a thriving, inviting place. It is important to look toward a collective future for the community, while recognizing its **identity and culture** and paying homage to its past. There must be plenty of public spaces to gather, access to services such as education, and opportunities **for both current and future residents** to participate in and take actions to preserve and support local culture and the arts.



7. Advance Economic Prosperity

For a strong local economy, it's necessary to lower the barriers to entrepreneurship, business, and innovation. This means creating supportive ecosystems that make it easier for everyone to start and maintain new businesses, to allow **more goods and services to be created locally**, so that money keeps circulating throughout the community. Places can build upon existing economic strengths, and find new ones.



8. Foster Environmental Stewardship

Environmental stewardship counteracts climate change and other negative impacts of modern society, and can't be ignored as the climate continues to change. It is focused on being able to **continue current activities and functions** indefinitely by **adapting to changes in the operating environment**. Every place must take sustainability measures into account to build strong places for the present and future.

9. Reduce Hazard Risks



Every place has risks, whether they be environmental, social, or economic, driven by climate or otherwise. Communities must **prepare for unexpected shocks** by having mitigation and response plans in place, and designing places and systems to be **ready for disaster**, as well as building community cohesion so that community members happily come together to help each other in times of crisis.



PLACE Community Assessment



PLACE Initiative can help your community understand how to use the PLACE Principles to **maximize local assets, prepare for smart growth, and adapt to a changing world.**

We use the PLACE Community Assessment framework to guide your community members through a co-led series consisting of a few 4-5 hour workshops that include individual ranking activities, facilitated group discussions, and assessment exercises to help define priorities and next steps for community development.

If this is something you'd like to bring to your community, contact us at info@placeinitiative.org.

Applying the PLACE Principles

- Beyond serving as beacon for future community development, the principles can be used to identify areas of existing weakness within communities and offer targeted strategies for improvement.
- Each principle encompasses several subtopics, delineating various aspects of it and providing a means to gauge its implementation level within a community.
- For example, Principle 6, **Connect Communities**, includes subtopics like *Education and Opportunity, Public Spaces, Public Services, and Accessibility*.
- Each of these subtopics further describe PLACE Initiative's optimal vision for success in each area, allowing communities to pinpoint what they're doing well and what can be improved.
- The combination of the nine principles, with all of their component topics and sub-topics, adds up to over 1,000 evaluation metrics within the Community Assessment tool decision tree.
- By defining in detail which aspects of a community are not yet providing maximum benefits to its members, PLACE Initiative can work with the community to pivot from the assessment tool to create a viable action plan to achieve real change.