

## Attributes of a Social Infrastructure Plan for a Character Town.

### The Mission is to Build Communities with Character.

The mission of design professionals, developers and city officials who build the city is to understand how to discern and pursue the town's vision and then, to develop a strategy that preserves, enhances or discovers the community's character. Community-based vision drives the town's strategy which then directs every action of the town. In the end, the prize is a small city or town that evokes an emotional attachment between its people and the space they inhabit.

**Civic pride** is the fundamental factor that drives everything. Where community character exists, some mystical concoction of the town's economic, social and physical attributes has resulted in **community joy** and **hometown spirit**; and finally, **institutional trust**. These are the guiding forces behind the physical design of the town, the strength of its society, the respect for its historic, cultural and natural resources and the material well-being of its citizens. Civic pride, once understood, is the means for protecting and improving the entire community.

**Social entrepreneurs** are as important to character towns as economic and financial ones. They take action to create value through community programs, partnerships and facilities. Encouraging leaders from cities, institutions and private businesses to venture out, in a transparent way, as social entrepreneurs is a useful role for city and town governments. Community trust enables public officials, institutional leaders and public entrepreneurs to be responsibly aggressive with manageable risk to provide community-serving benefits.

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#### ENACTMENT OF PROGRAMS:

- Foster mutual expectations by engaging all segments of the town's society.
- Promote broad-based respect for rules of civil behavior.
- Build institutional trust through open and frequent communication.
- Pursue a common interest in fun and beauty with community events and celebrations.

#### USE OF PARTNERSHIPS:

- Celebrate shared rituals and traditions.
- Enhance the city's capacity for self-reliance by building its capacity to solve problems.
- Construct ubiquitous connections.
- Appreciate enlightened civic and municipal leadership.

#### LEVERAGE PHYSICAL FACILITIES TO PRODUCE SOCIAL AND ECONOMIC BENEFITS:

- Understand that physical public spaces matter; they serve social and economic purposes.
- Insist upon respect for civic assets.
- Showcase the town's great neighborhoods and its vibrant downtown.
- Build a system of connected educational, cultural and recreational venues for residents, businesses and visitors.