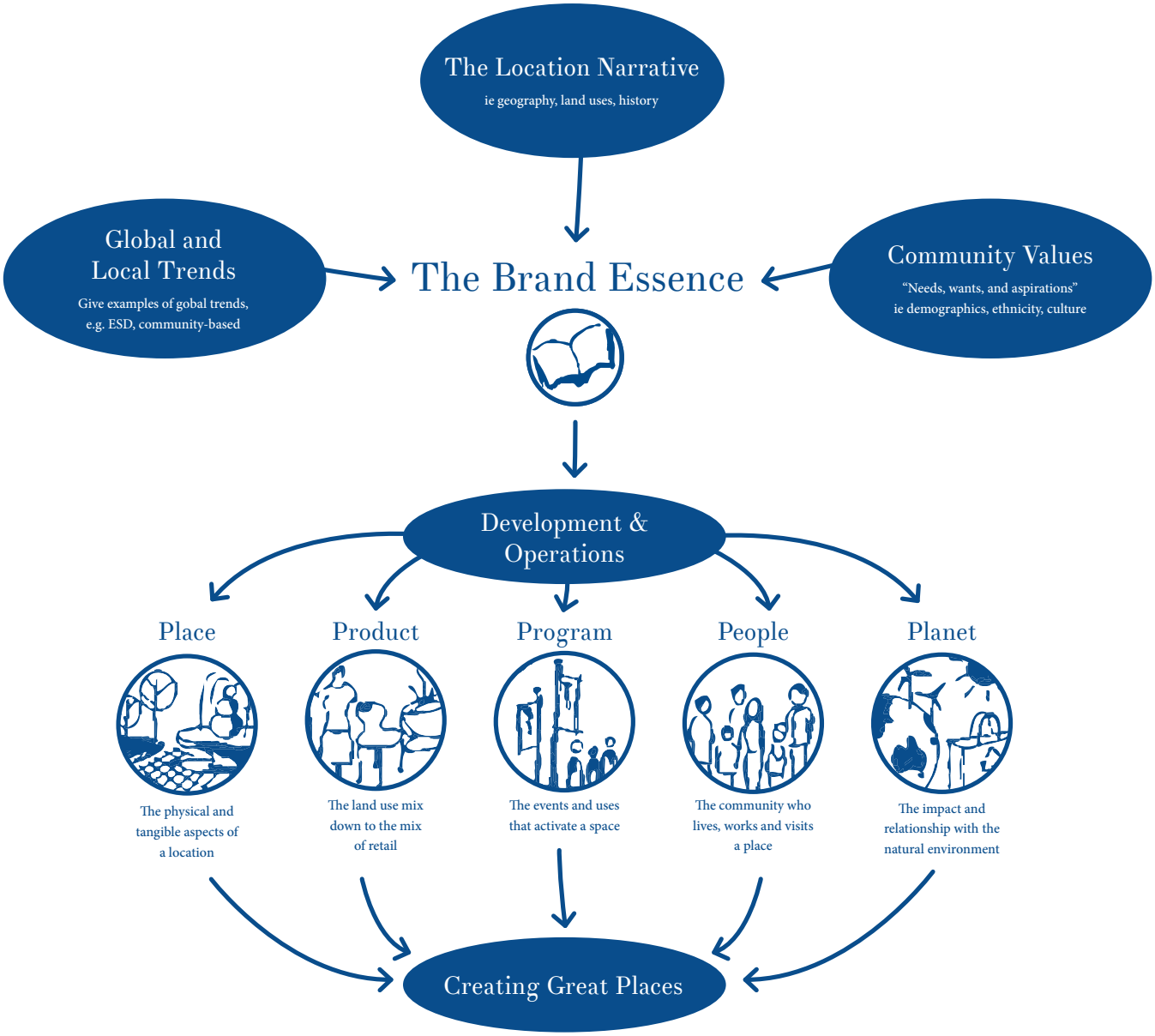
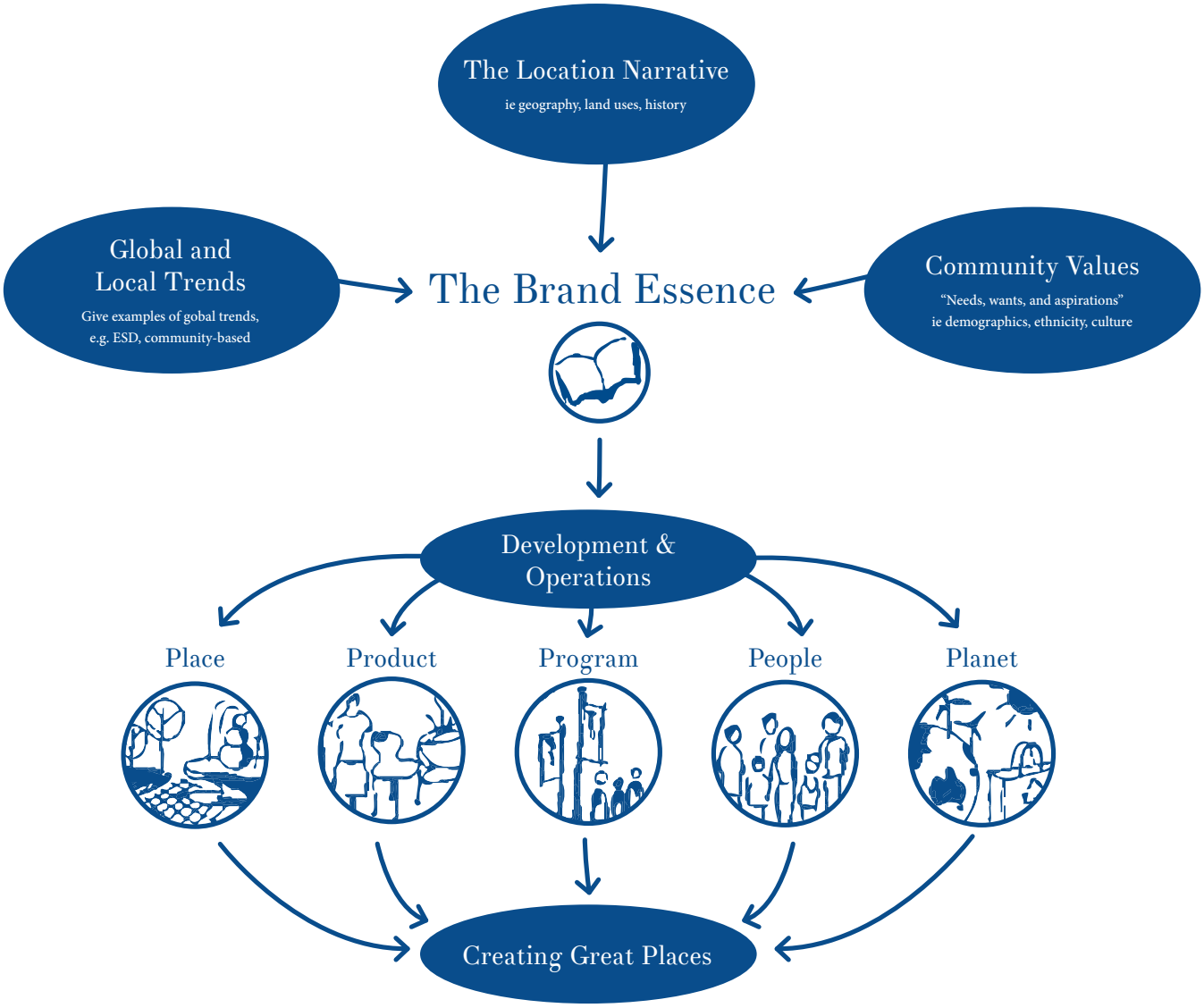

The Location Narrative
ie geography, land uses, history
Global and Local Trends
Give examples of gobal trends, e.g. ESD, community-based
The Brand Essence
Community Values
"Needs, wants, and aspirations"
ie demographics, ethnicity, culture
Development & Operations
Place
The physical and tangible aspects of a location
Product
The land use mix down to the mix of retail
Program
The events and uses that activate a space
People
The community who lives, works and visits a place
Planet
The impact and relationship with the natural environment
Creating Great Places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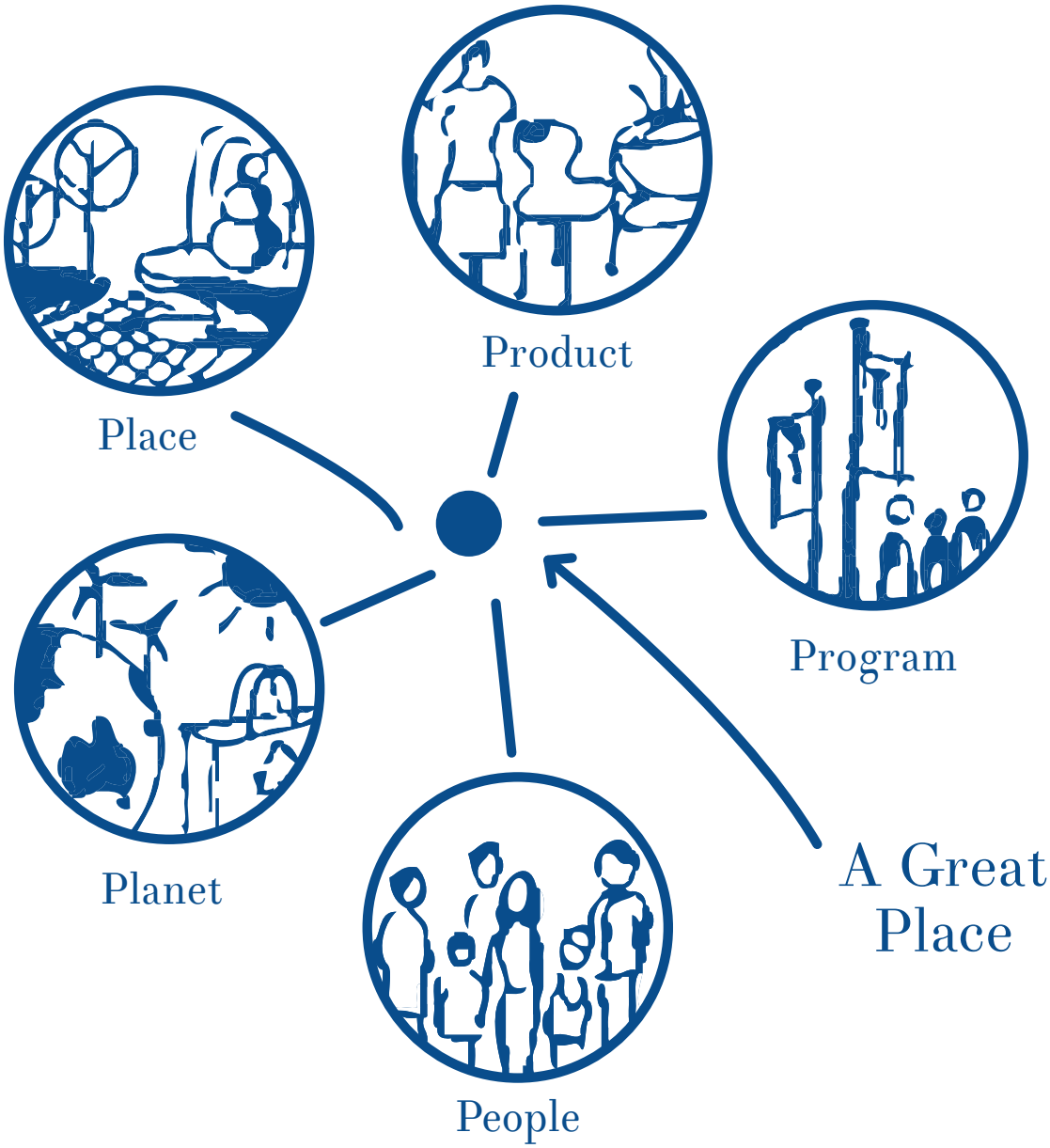
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Place
Program
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A Great Place