This DRAFT DOCUMENT is subject to revisions, including graphics and appearance, based on further comments from the Public Hearing on April 25, 2012 and others.

# 3 | Sustainability:
## The Triple-Bottom-Line Approach


Streetscape rendering near Delmar Metrolink Station

## The Triple-Bottom-Line Approach

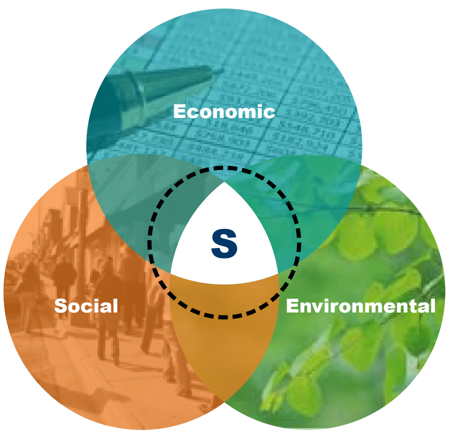
The term "sustainability" often conjures images of green roofs, renewable energy, bicycles, electric cars, and anything that is considered "green." This narrow definition of sustainability focuses almost solely on products, actions, and initiatives that conserve and protect the natural environment. While environmental "sustainability" (i.e. meeting the needs of the present without compromising the ability of future generations to meet their needs) is one aspect of sustainability as a whole, a focus on the environmental aspects of sustainability only will not ultimately produce a sustainable result.

Triple-Bottom-Line Sustainability is based around the concept of the *"3 E's:" Environment, Equity,* and *Economics* (alternately, the *"3 P's:" Planet, People,* and *Profits*) as interrelated in their ultimate success or failure. Being a good steward of the environment by leaving it in a better condition than you found it is certainly a key goal of sustainability and sustainability planning. It is demonstrated, however, that an individual's concern for environmental stewardship increases as his or her prosperity increases. This can be expressed in the adage that a starving man would much rather eat an endangered lion than protect it. Likewise, an increase of social equity—broadly defined as individual empowerment and stakeholdership in a community—increases an individual's desire and motivation to improve that community, since he or she is effectively improving his or her personal investment in that place.

The triple-bottom-line approach acknowledges the three pillars of sustainability—environmental stewardship, improved social equity, and increased economic development—as equal in their impact on allowing current generations to meet their needs while protecting the ability of future generations to do the same. Furthermore, it recognizes and capitalizes on the fact the three pillars of sustainability can be leveraged against one another to increase the positive outcomes of each beyond what would be possible if each pillar were addressed separately. This is due to the fact that most sustainability initiatives—regardless of their specific focus—which occur in the sphere of cities require some degree of investment of city funds. If one of the effects of the initiatives is to increase property value or stimulate economic activity, the tax base may increase enough to fully offset the cost of the initiative or beyond. In addition, an increase in property value improves the investment of individual residents, makes the community more desirable, and may lead to an increase in other investments, both public and private. This has the effect of increasing social equity by improving each individual resident's "investment" in their community and its "return."

An example of this type of success would be the development of public transit. Through increased efficiency, mass transit lowers the per-capita carbon emissions of each user, when compared to transportation by car. This can have a measurable impact on environmental sustainability. Proximity and access to public transit also has the effect of raising property values, which can provide a positive economic impact to both the city (through an increased tax base) and individuals (through an increase of value in their real estate.) Regular use of public transit also reduces annual transportation costs to individual households, which increases an individual's real wealth. This increase in wealth can have a positive effect on both individual economic impact as well as an increase in social equity, because it enhances individual empowerment within a community.

The Plan is a triple-bottom-line plan that frames proposed neighborhood improvements and recommendation through the lenses of environment, equity, and economics. Each initiative that is proposed as part of this plan is rated on each of 32 specific evaluation criteria, categorized by the three pillars. This evaluation of specific actions and recommendations will be useful to the City of University City in prioritizing action items and achieving measurable results.




**Economy**
market development
local business support
job opportunities
affordable housing

**Social**
educational opportunity
neighborhood vitality
social & cultural diversity
community empowerment
self-governance
active living
health and safety
food system

**Environment**
stormwater
water conservation
air quality
renewable energy
energy use reduction
ghg reduction
green infrastructure
placemaking/character
parks & open space
green buildings
tree canopy
native species
biodiversity
planning
land use
waste minimization
mobility
transportation

### Sustainability Planning Organizational Framework

A Vision for Parkview Gardens
Connecting People Places & Parks

**Vision for Parkview Gardens**

Parkview Gardens will become University City's premier Transit-Orientated Sustainable Neighborhood by building upon its rich history, unique assets of buildings and parks, the arts, culture and entertainment corridor of The Loop, and its adjacency to University City's Civic Center, Washington University North Campus, and adjacent business parks and neighborhoods.

Key: ○ No Impact ◒ Possible Impact ● Definite Impact

| | ECONOMIC | | | | | | | ENVIRONMENTAL | | | | | | | | | | | | | | | | EQUITY | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Principle | MARKET / REAL ESTATE DEV. | JOB OPPORTUNITIES & SKILLS | LOCAL BUSINESS DEV. SUPPORT | AFFORDABLE HOUSING | ARTS & CULTURE | SOCIAL CAPITAL | TECHNOLOGY AND INNOVATION | STORMWATER | WATER CONSERVATION | AIR QUALITY | RENEWABLE ENERGY | ENERGY USE REDUCTION | GHG REDUCTION | PLACE MAKING / CHARACTER | PARKS & OPEN SPACE | GREEN BUILDINGS | TREE CANOPY | NATIVE SPECIES / BIODIVERISTY | PLANNING | LAND USE | WASTE MINIMIZATION | MOBILITY | TRANSPORTATION | EDUCATIONAL OPPORTUNITY | SOCIAL & CULTURAL DIVERSITY | NEIGHBORHOOD VITALITY | COMMUNITY EMPOWERMENT | SELF GOVERNANCE | ACTIVE LIVING | HEALTH & SAFETY | FOOD ACCESS & NUTRITION | SOCIAL / HUMAN SERVICES | TOTAL IMPACT SCORE |
| Initiative | ● | ● | ● | ● | ◒ | ○ | ◒ | ○ | ○ | ○ | ○ | ○ | ○ | ● | ● | ◒ | ◒ | ○ | ● | ● | ○ | ● | ● | ○ | ○ | ◒ | ○ | ○ | ◒ | ○ | ● | ○ | 14 |
| Initiative | ● | ○ | ◒ | ● | ○ | ○ | ○ | ○ | ○ | ○ | ◒ | ◒ | ◒ | ● | ◒ | ● | ○ | ○ | ● | ◒ | ○ | ○ | ○ | ○ | ○ | ◒ | ◒ | ○ | ○ | ○ | ○ | ○ | 9 |
| Initiative | ● | ○ | ○ | ● | ○ | ◒ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ● | ○ | ○ | ○ | ○ | ● | ◒ | ○ | ○ | ○ | ○ | ◒ | ◒ | ◒ | ○ | ○ | ○ | ○ | ○ | 6.5 |