

Triple Bottom Line: Priorities Defined by Values

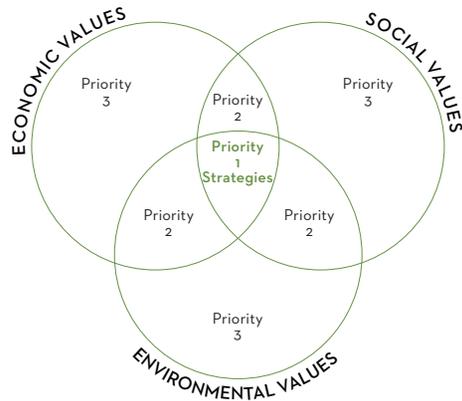
The triple bottom line is an evaluation tool employed to guide decision-making towards solutions that optimize financial, social and ecological benefit. Solutions rooted too heavily in any one of these three categories tip the balance in one direction and result in a diminished the overall impact on the project's sustainability. Development priorities for the project should be those that maximize synergies between two or three of the value categories of the triple bottom line.

ECONOMIC

- Lasting economic performance
- Business plan reflecting initial, life-cycle and long-term costs
- Source of sustained investment
- Economic payback vs. capital investment
- Operation and maintenance costs

SOCIAL

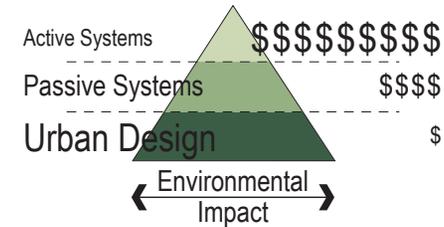
- Employment and income
- Infrastructure systems
- Local business networks (i.e. micro financing)
- Health and quality of life
- Placemaking - experience



- Education of residents & guests on social and cultural vernacular
- Permitting and community groups

ENVIRONMENTAL

- Ecological systems including all biota connected site
- Natural resources both on-site and off-site (i.e. water, minerals, soil, air)
- Flora - moist Catskills forest, wetlands
- Fauna - butterflies, birds, insects and mammals
- Enhanced land conservation and habitat areas



Cost-Benefit of Sustainable Strategies

The master plan is based on smart choices about how to build in a place - working with the natural features of the land, intelligent arrangements of density, maximizing the benefits of the climate, employing vernacular and “passive” systems. These are all fundamental, value-creating strategies that outweigh the environmental impacts made through potentially costly “active” or technologically-driven systems.