

Building Shared Prosperity through Place-Conscious Strategies

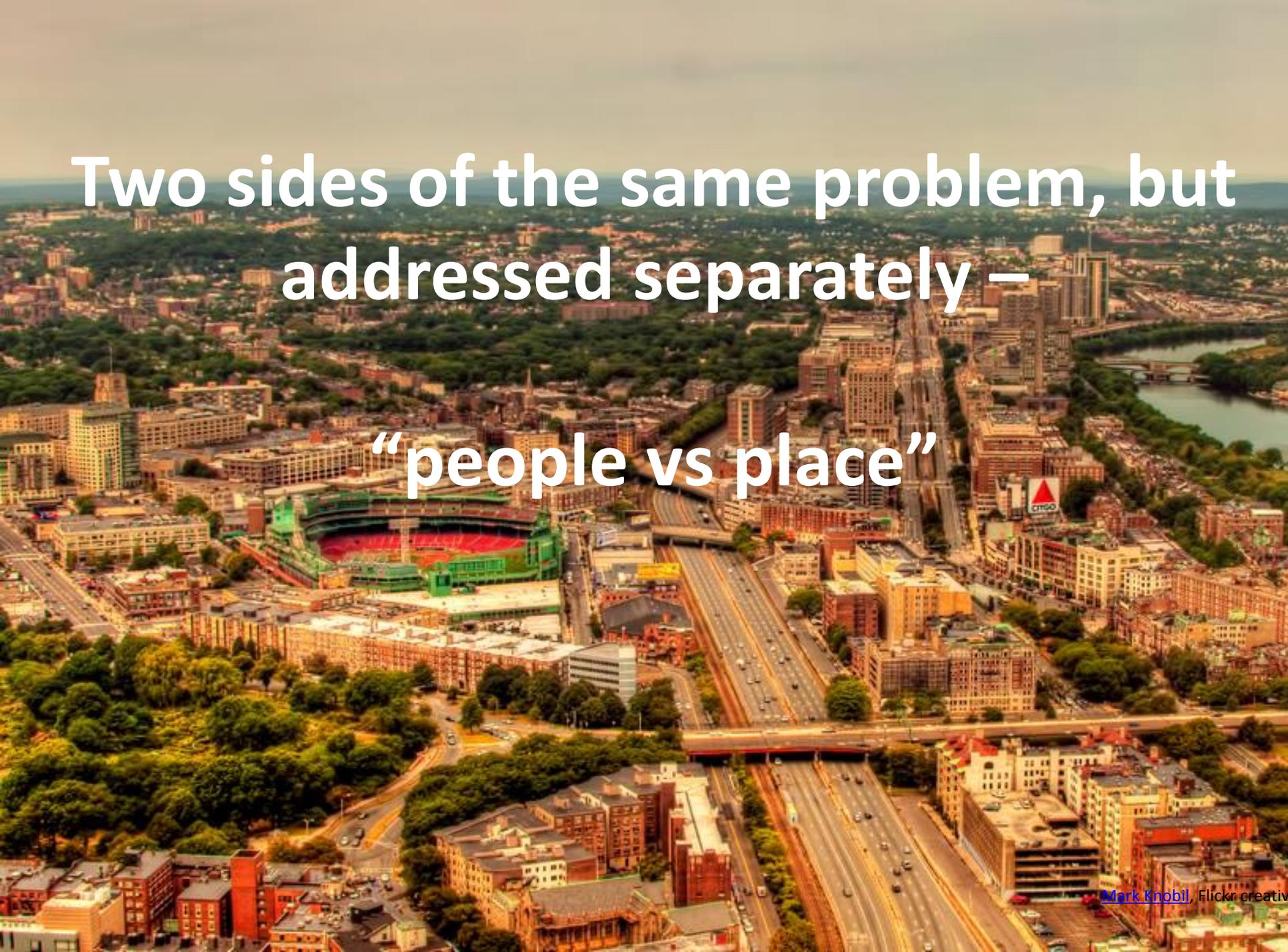
**Reweaving the Goals of Fair Housing
and Community Development**

Neighborhood exclusion & distress threaten shared prosperity



[Catalina Olavarría](#)

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An aerial photograph of a city, likely Pittsburgh, showing a dense urban landscape with a mix of brick buildings, green spaces, and a multi-lane highway. A large stadium with a red field and green seating is visible in the middle ground. A river flows through the city on the right side. The sky is overcast.

Two sides of the same problem, but
addressed separately –

“people vs place”



Demographic transitions

A window of opportunity

DEPARTMENT
OF
HOUSING
AND
URBAN
DEVELOPMENT

Place-Conscious Principles

1. Optimal **scale** for tackling problems of place varies
2. Some neighborhoods may function as “**launch pads**”
3. Strategies should **connect** to city & regional opportunities
4. **Metro-level conditions** shape context
5. Place-conscious strategies plan for **residential mobility**
6. **Private-sector** housing development plays critical role

Place matters

