

The Great Neighborhood

A Do-it-Yourself Guide to Placemaking Book

Neighborhood

wikipedia:

is a geographically localized community within a larger city, town or suburb. Neighborhoods are often social communities with considerable face-to-face interaction among members.

pps:

is the basic unit of civilization. the level of social organization at which people interact most regularly and naturally, providing a ready-made forum for tackling problems that arise in a community.

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Recipe to change a neighborhood

ingredients:

one "local hero"

zealous nuts

preparation:

- take local hero and mix in equal parts zealous nut
- find a problem
- take action
- mix in vision
- simmer slowly
- add public campaign for garnish

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4 Characteristics

- Promote sociability
- things to do
- comfy
- accessible

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What Do You Think



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Principles of Placemaking

- expert community
- create a place not a design
- can't do it alone
- it can't be done
- observe
- vision
- form supports function
- make the connections
- little things
- what money
- iterative

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Power of 10



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Apple Bottom Up Approach



- recognizes experts
- guided by collective intelligence
- builds partnerships

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SMILE

- david burwell: we are hardwired to connect
- david engwicht: more rich more satisfying

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What Can You DO ?



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What Can You DO ?

dave marcucci: built a bench and provided a place for neighbors to meet

sloooooooooow down

passeggiata, paseo, volta, _____?

- size matters
- x 10

las parcelas = fresh eyes + fresh veggies + fresh food – drugs

join a gang

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What's Your Third Place

- get a feel
- triangulation: more than the sum of its parts
- rockefeller center was transformed by creating places to sit
- short-term visible changes give you credibility
- does anyone really care?
- give people ownership - sk8 or die
- i always wanted a stoop
- put the commy in communities

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My Third Place

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