“Participatory research thus begins with the assumption that all forms of meaning, doing, making, thinking, and knowing are participatory entanglements with both discursive and material system. This is the distributed geography of participation....”.

Iain Kerr, Participatory Research: Geography: Experimental

* A “Repurposing the University” Initiative of the Friday Academy
ISLA VISTA, CA

2.12 square miles / 8684 people per sq. mile
18,000 students yearly: average age: 21

2008 Cost of living: 199.9 (US average 100)
Median income: $22,000, median home price: $687,000

2007 Housing inventory: 5,262
5,156 occupied
233 owner occupied
4,923 renter occupied
housing density: 2477 units per square mile
Friday Academy*

Friday Academy is an ongoing temporary instructional environment within the university that maintains its own academic calendar to conduct year-round, project-based curricula through an itinerant classroom setting within local, publicly-accessible community spaces.

Straying from a studio arts training model, Friday Academy encourages a high turn-over of art majors, while drawing from an interdisciplinary assortment of academic refugees and community scholars who work in
IV FRESH 2007-8 interior exhibition space
IV FRESH 2007-8 *FreshNight* rear projection outdoor cinema for student work
IV FRESH 2007-8 FreshNight rear projection outdoor cinema and performance space
Participatory Planning Towards Placemaking
STAKEHOLDERS...

IVRPD  IVFP  RDA  BOS  UCSB
STAKEHOLDERS...

- PROP. OWNERS
- LONGTIME RESIDENTS
- STU.
- BUS. OWNERS
<table>
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<tr>
<th>Students</th>
<th>Longtime residents</th>
<th>Policy makers</th>
<th>Prop./bus. owners</th>
<th>UCSB</th>
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<td>Viviana Marsano</td>
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</table>
MULTITUDE OF FACTORS AND FORCES: co-exist as an undifferentiated plane in Isla Vista
WEB OF CHALLENGES: vary in type, intensity and priority
PIECEMEAL EFFORTS: exist for some problems
INTERVENTION: should be sensitive, sustainable and significant

METHODOLOGY
- Categorize by type, intensity and priority
- Identify challenges with existing solutions
- Combine related challenges with or without solutions
- Create a coherent subset of challenges to be addressed

CHOOSING AN AREA OF FOCUS
- Maximum tangible impact within a year’s timeframe
- Challenges of magnitude and priority
- Most valuable, relevant to stakeholders
- Maximum “return on investment”
- Availability of resources
PROJECT: should test innovative urban design + planning solutions in a place based approach
WEB OF COMPLEX FACTORS AT PLAY IN IV- internal factors-challenges, existing efforts
<table>
<thead>
<tr>
<th>IMMEDIATE ISSUES</th>
<th>0-1 YEARS</th>
<th>0-2 YEARS</th>
<th>2-X YEARS</th>
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<tr>
<td>Alternatives to residential social gathering/ recreation options</td>
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<td>Streetscape &amp; public space enhancements</td>
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<td>Programming initiatives to enhance the business district</td>
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<tr>
<td>Facilitating interdisciplinary initiatives to test pilot projects</td>
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<tr>
<td>Address related regulation &amp; code issues</td>
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<td>Develop a platform for sustainable initiatives</td>
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<td>Assimilate pilot project efficacy</td>
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<td>Housing related issues- typologies, overcrowding</td>
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<td>Recommendations for other physical/ capital projects</td>
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<tr>
<td>Additional issues beyond current project scope</td>
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</tbody>
</table>
Choosing areas of intervention...
PROJECT POTENTIAL...
PROJECT POTENTIAL...
PILOT PROJECTS THAT ARE RECIPROCAL AND COMPLIMENTARY...
...FOSTERING HOLISTIC CONNECTIVITIES BETWEEN TWO HUBS
Applying best practices...
**ISSUES:** Traffic congestion, overcrowding, safety

**EFFORTS:** Creation of “pedestrian plazas” (on Broadway 47th to 42nd Street)

**CHALLENGES:** Traffic reconfiguration- resistance from automobile users

**IMPACT:** More animated streetscape; Travel time efficiency  
Positive impact on business owners- increased residency time  
Civic adoption of pilot project
**ISSUES:**
Lack of human activity in downtown SF public spaces
70% of SF’s downtown outdoor areas dedicated to vehicles

**EFFORTS:**
To provide temporary public open space
Reprogram - lease a metered parking spot for recreational activity

**IMPACT:**
Expanded the public realm in downtown SF; annual phenomenon since 2005
**Expanded the scope of short-term occupancy activities**
GOALS:
provide safe, healthy food options- mobile, cheap, quick
test the economic, social & planning benefits of this model

EFFORTS:
allow food carts to be set up in public spaces; have proliferated to dot the city

CHALLENGES:
working with US health & safety laws

IMPACT:
Economics - positive impact on small, local businesses
Culture - vibrant additions to the city
Creating prototype/catalytic projects…
TEMPORALITY AND HOMOGENEITY OF THE STREETSCAPE

Del Playa by day and night

Homogenous recreation activity
INITIATIVES & INTERVENTIONS

Continuous

- DAY
- EVENING
- NIGHT
INITIATIVES & INTERVENTIONS

Continuous

Heterogeneous

RECREATIONAL

DAILY

EVENING

NIGHT
INITIATIVES & INTERVENTIONS

Continuous

Heterogeneous

DAY

RECREATIONAL

EVENING

CULTURAL

NIGHT
INITIATIVES & INTERVENTIONS

Continuous
Heterogeneous

DAY
RECREATIONAL

EVENING
CULTURAL

NIGHT
SOCIAL
THREE PILOT PROJECTS

PILOT 1: PARDALL ROAD: Augmenting existing efforts
Bring more students downtown in the evening
Initial ideas: Farmers market, performances

PILOT 2: BEACH FRONT: Working with nature
Positively activate the beachfront - a different spin on use by large groups- juxtaposition to Floatopia
Initial ideas: Beach tournaments

PILOT 3: DEL PLAYA: Activating the street
Alternatives to residential social gathering- juxtaposition to Halloween
Initial ideas: Art installations, Multicultural center (MCC) performances, food carts, community dining
PARTICIPATORY SENSING TO EVALUATE KEY METRICS OF THE PILOTS

Data collection using locative media

Analysis and insights using GIS
Jeremy Fisher
Fish-eye map of Oxford, 2002
unprecedented migration across global borders:
in search of the strong economies of the functioning core

the division of the world atlas:
post-911 pentagon’s new map

Teddy Cruz
Political Equator,
2006
Fundrace is the result of questions asked and hacks committed by researchers working at Eyebeam (http://eyebeam.org/), a nonprofit, nonpartisan arts and technology organization in New York City. Fundrace is built on a database of presidential campaign finance records published by the United States Federal Election Commission (FEC). These records include the amount and date of each contribution totaling over $200, along with the name, mailing address, occupation, and employer of the corresponding contributor. With individual contributions to campaigns capped at $2,000, and campaigns raising tens of millions of dollars at a stroke, this amounts to a fair heap of information for anyone to try to interpret meaningfully.
What is it?
"Notes for a Peoples Atlas" is a Chicago mapping and design project. "Notes" invites participants to fill in the blank outline of Chicago with individual and collective local knowledge, forgotten histories, ongoing debates, and changing definitions of urban space.

For archived maps and more info see: chicagoatlas.areaprojects.com

Why maps?
Because power exists in space, struggle exists in space and we exist in space. Because we cannot know where we are going if we do not know where we are from.

Jaka Malooley
Fave Dumpsters
People's Atlas, Chicago
http://chicagoatlas.areaprojects.com/

Jerome Granata, Veronica Schuban
Everything We Know About Chicago
People’s Atlas