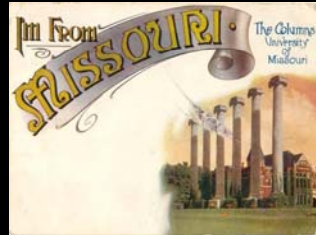
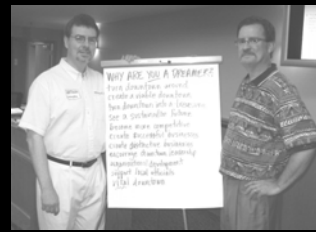


# The Place of Community Design/ The Place in Community Design



W. Arthur Mehrhoff, Ph.D.  
CIP/MPPI Conference  
July 14, 2008  
Winnipeg, Manitoba

## "All Real Learning is Remembering"



## Whatever Happened to Main Street?



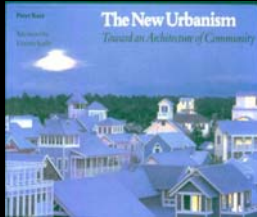
- Un-natural acts
- Farewell to Farms
- Auto-exhaustion
- Getting Mailed
- Global Pillage
- Getting Real

## The Case for Place

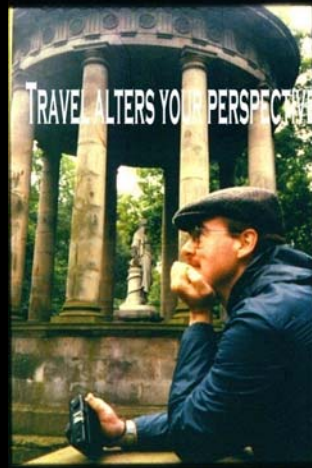


- Sir Patrick Geddes on a "health economy"
- The Limits to Growth
- The Costs of Sprawl
- Our Common Future
- "nature-deficit disorder"
- Richard Florida: "**Place is becoming the central organizing unit of our economy and society.**"

## Special Places



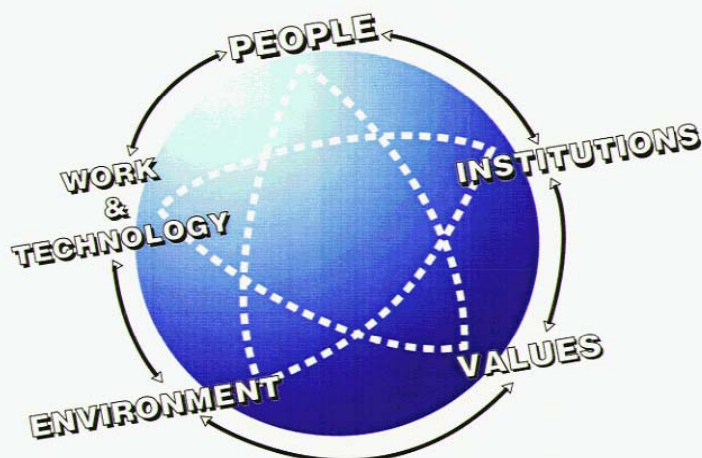
## Heritage Tourism



"Cultural [heritage] tourism means traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes irreplaceable historic, cultural and natural resources."

*National Trust for  
Historic Preservation*

## Model of Community Ecology

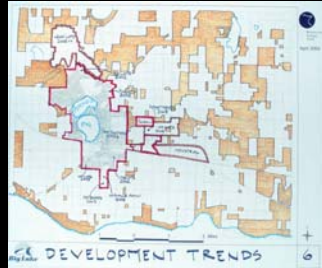


## Where Are We Now? Community Action Research



- [getting organized](#)
- [baseline data](#)
- [indicators survey](#)
- [Four Environments](#)
- [visual analysis](#)

## Where Are We Headed? Tracking the Trends



- trade area surveys
- [trend analysis](#)
- SWOT teams
- focus groups
- [scenarios](#)

## Where Do We Want to Be? Community Visioning



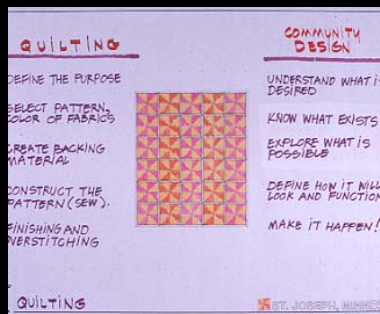
- [study circles](#)
- opinion surveys
- [school curricula](#)
- democratic brainstorming
- dot-mocracy

## What Should We Look Like? Visualization



- Getting the Picture...
- principles and projects
- [design charrettes](#)
- [design guidelines](#)

## How Do We Get There? Action Planning



- organizational development
- leadership training
- [genuine progress indicators](#)
- setting priorities
- [technical assistance](#)
- regional networks
- [The Next Step](#)
- annual conferences

## Place-Making: Some Success Stories



- [design awareness](#)
- appropriate forms
- [new investment](#)
- [civic capacity](#)
- [pride of place](#)



## Place-making



## Place-Making

- *"I conceive of no flourishing and heroic elements of Democracy in the United States, or of Democracy maintaining itself at all, without the Nature-element forming a main part - to be its health-element and beauty-element - to really underlie the whole politics, sanity, religion, and art of the New World."*

■ Walt Whitman



- **Natural landscapes**  
SCENIC BYWAYS ~ ROUTES ~ GREENWAYS ~ TRAILS ~ WATERFALLS  
GAME LANDS ~ "GREEN" TOURISM DESTINATIONS ~ FORESTS  
Natural Sites ~ Open Areas ~ Scenic Views
- **Parks ~ Recreational Assets**  
Hiking ~ Camping ~ Mountain Biking ~ Fly Fishing ~ Golf  
Horseback Riding ~ Sports Facilities ~ Other Outdoor Activities  
Picnicking, Kayaking, Boys & Girls Camps
- **Cultural & Historic Places**  
Cultural Centers ~ Museums ~ Historic Buildings ~ Galleries  
Education Centers ~ Historic Markers ~ Landmarks  
Historic Tours ~ Archaeological Sites ~ Graveyards
- **AgriTourism**  
Orchards ~ Farms ~ Gardens ~ Vineyards ~ Dairies  
Country Stores ~ Fruit & Vegetable Markets ~ Pick-Your-Own  
Fisheries ~ AquaFarming ~ Blossom & Harvest Tours
- **Heritage People**  
Craftspeople ~ Artists ~ Musicians ~ Authors  
Dancers ~ Singers ~ Storytellers ~ Songwriters  
Dramatists ~ Illustrators ~ Entertainers
- **Cultural & Heritage Events**  
Festivals ~ Parades ~ Interpretive Heritage Events ~ Dances  
Plays ~ Fairs ~ Musicals ~ Traditional Heritage Events
- **Heritage Stories**  
Folklore ~ Tall Tales ~ Legends ~ Scary Tales  
Heritage Stories ~ Folktales ~ Ghost Stories ~ Grand Father Tales

## Homecoming



*"We shall not cease from exploration, and the end of all our exploration shall be to arrive where we started, and to know that place for the first time."*

T. S. Eliot, *Four Quartets*