

Creating a Sense of Place in the Western Growth Corridor

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Axis Design Architects, Proboscis, Podnosh & YouCanPlan form a multi-disciplinary collaborative team skilled in creative visioning, engagement, architecture, urban design, multi-media and software development. Our proposal for the Sense of Place project is to gather knowledge, experience, perceptions and data using a variety of user-friendly approaches to elicit mental constructs about 'neighbourhoods'.

Our process will be informed by the team's innovative tools and techniques for engagement that promote a sense of ownership, dignity and empowerment for members of the local community as well as providing a rich data and analysis layer feeding into the masterplanning process.

We propose to work intensively with peoples narratives; map based outputs, expressed attitudes, behavioural patterns media content analysis and personal histories to identify the current threads of place and identity perceptions.

Initial stages will involve a 'deep dive' into the area, seeking out individuals, clubs, local organisations and existing networks to encourage the sharing (via 'scavenged' social media tools) of knowledge, experiences and aspirations of the place. Working

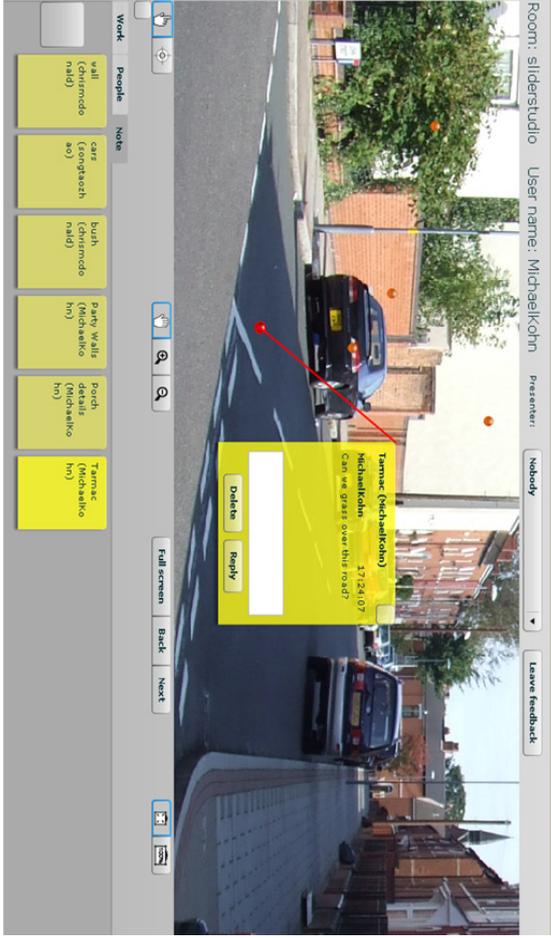


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StickRooms for capturing design feedback

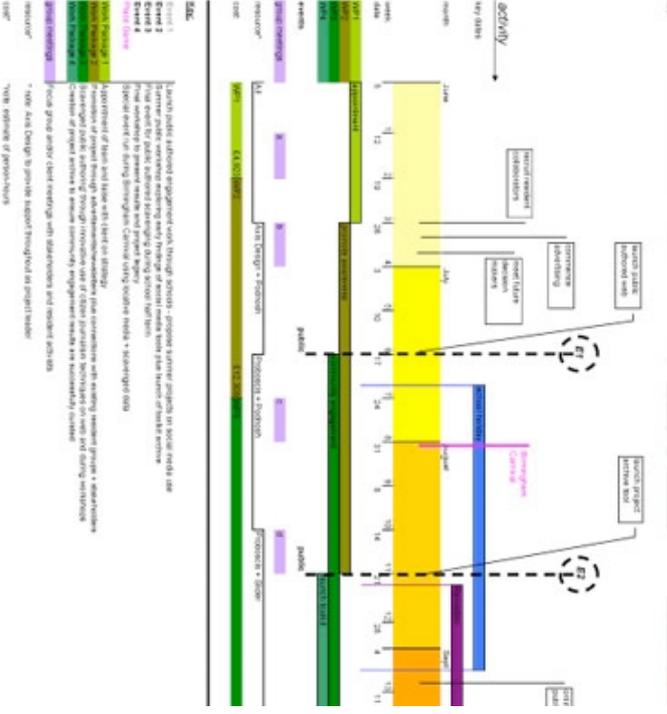
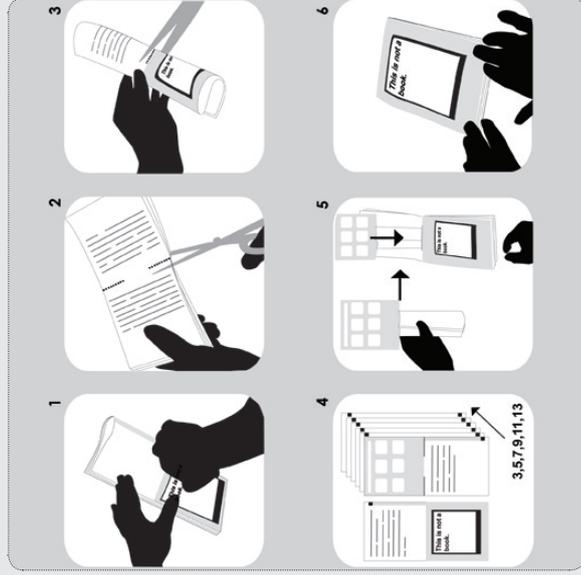
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2009-05-28

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alongside the community enablers in developing our relationships with local people, we will create an emergent and flexible approach to capturing sense of place with the emphasis firmly on community ownership and empowerment. Our aim is not just to reveal and highlight 'big ideas', but also to unearth other, smaller, but significant, aspects of place.

The Sense of Place Toolkit will be process-driven and based on leveraging existing communication capabilities and competencies of the local residents. We will adopt a strategy of tying together existing social media tools and platforms (blogs, podcasts, networks, online video and photos etc) to reflect the range already in use by local people, introducing new ones, enhancing and subtly improving abilities where necessary. It will be emergent, transparent and adaptive to local needs.

Development of Sense of Place Archive will bring together a range of information on people's perceptions, expectations, and narratives collected from within the two pilot neighbourhoods. To achieve this we propose to build an online multi-media Sense of Place archive containing a series of virtual rooms. The rooms will be have different levels of access, sort and search functionality to suit need. All manually collected information from the engagement will be catalogued and digitized by the team, tagged with descriptions that will be useful to professionals and laypeople alike.

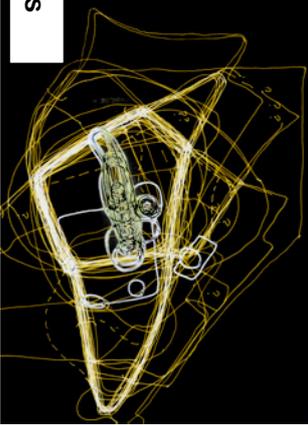


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