Tools for Temporary Interventions
Reclaiming Vacant Properties: Cleveland 2010

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Agenda

Portable Planter Boxes

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City21

Q&A & Reflection
Community Engagement

- Mayor’s request
- Collaboration with local leaders
- Portable Planter Boxes
Resources & Partnerships
Implementation

- Start it
- Brand it
- Grow it
- Sustain it
Everyone has 30-45 seconds to share the following:

• Name

• Organization

• Responsibilities

• Exciting projects from home!
1. Each team has a description of City 21 on a map that details vacant lots, neighborhoods, and landmarks. At each table a folder contains information on a focus lot and main implementation challenge. Each team will program a temporary use of the lot.

2. Based on the lot description and implementation challenge, each team will choose 2 community engagement strategies and discuss why they chose those options. The community engagement process will yield game pieces representing potential resources and partnerships, and a handout identifying what each neighborhood wants for its lot.

3. Finally, from the neighborhood’s ideas, each team will create a vision for the lot using available resources and building strategic partnerships. Then, you will discuss communication strategies and each individually articulate the implementation plan.
City 21

The City21 game is an opportunity to explore our work from home and think about creative strategies for bringing temporary uses to vacant properties. Please draw on your own challenges, methods, solutions, and experiences in the game. The goal is for us to work together, learn from each other, and bring home some fresh ideas about how to make vacant properties valuable to their communities.

In City21, the future is here and now. Like most American cities, it has been through the dirty laundry a few times, but residents and leaders are determined to come out clean and cuddly. Vacant lots are assets waiting to be capitalized upon, and you have free reign to create exciting new energy and dynamic events. There are barriers to change, but with some creative thinking and intensive community engagement, you have the opportunity to make City21 a true city for the 21st century!
To Summarize

What are major challenges for programming your lot?

What opportunities does your lot and neighborhood present for you to capitalize upon?

What places or projects at home does this bring to mind?
Community Engagement

Why are your two strategies best suited to your situation?

How does early community engagement affect decisions about uses for vacant property?

What makes community engagement challenging?
Vision

How does our vision incorporate neighborhood desires?

How are we taking advantages of opportunities?

How have we approached our challenges and barriers?

What perspective does our work from home offer about gaining resources and partnerships?
In your experience, what have been the most persistent obstacles to generating broad awareness of projects in your city?

What strategies for advertising projects at vacant properties have worked best in your work?

What about temporary interventions makes it difficult to create buzz in the community?

Given the preceding discussion, what strategies might be most effective for communicating what we’ve planned for our City21 lot?
Please take this time to choose one of the media listed on your “Implementation Plans” sheet to articulate to your neighborhood what you have planned. Feel free to be creative, drawing, writing, or planning performances or events. Use whatever you can come up with to clearly state your plan for programming the lot.
Thank you so much for your participation.

Please pull out your Parking Lots and any other notes or questions you have.

We will take this time to answer your questions on the presentations and games and reflect on the workshop as a whole.
Please take the time to fill out both sides of your feedback sheets and return them to the Speaker Presentation desk.

Thank you for your time and participation.