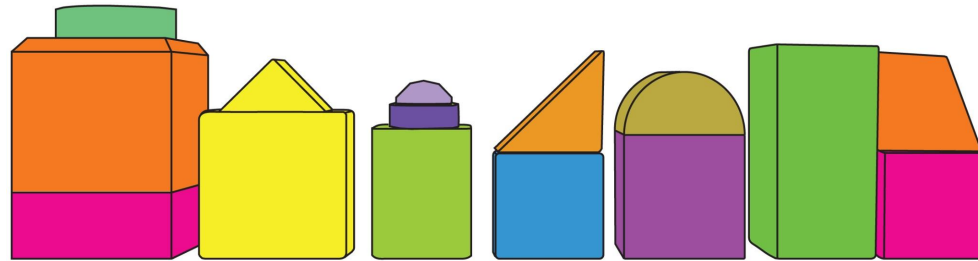


Planning on Tap - DEI Session 2

James Rojas

APA Iowa Chapter

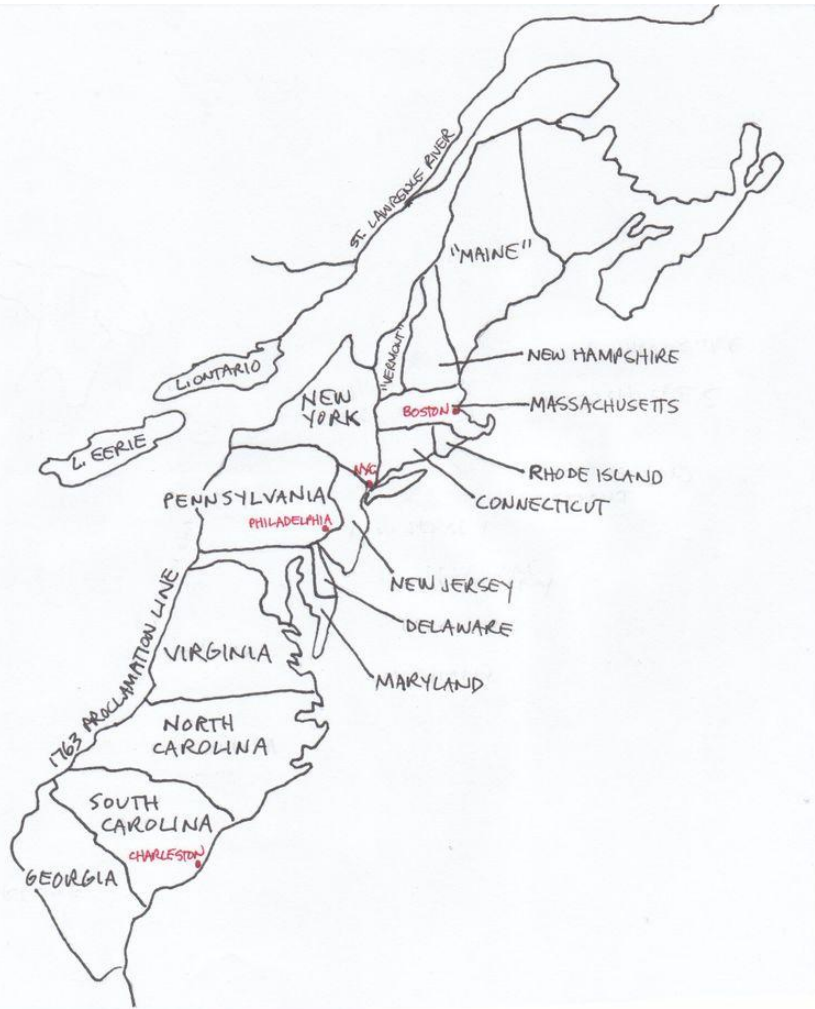


P L A C E I T !
I N T E R A C T I V E P L A N N I N G



“Latino Urbanism: The way we use space”

The 13 Colonies were open for business



The Spanish had a tight grip on trade. This is why LA is 20 miles inland and not on the Pacific Ocean



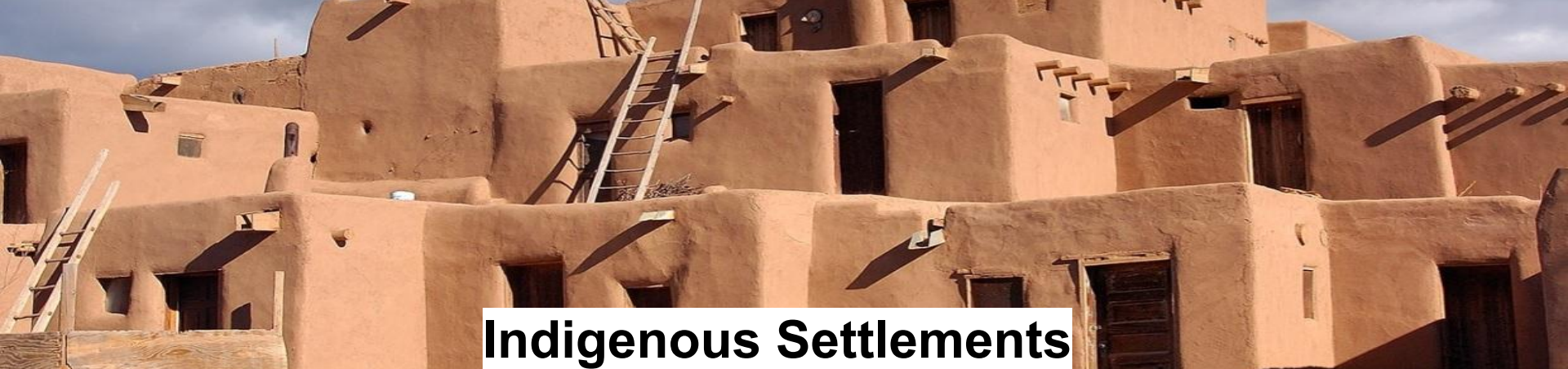


American Urban Planning is ROOTED IN
A TRANSACTIONAL RELATIONSHIP
WITH THE LAND

“THE HIGHEST AND
BEST USE”



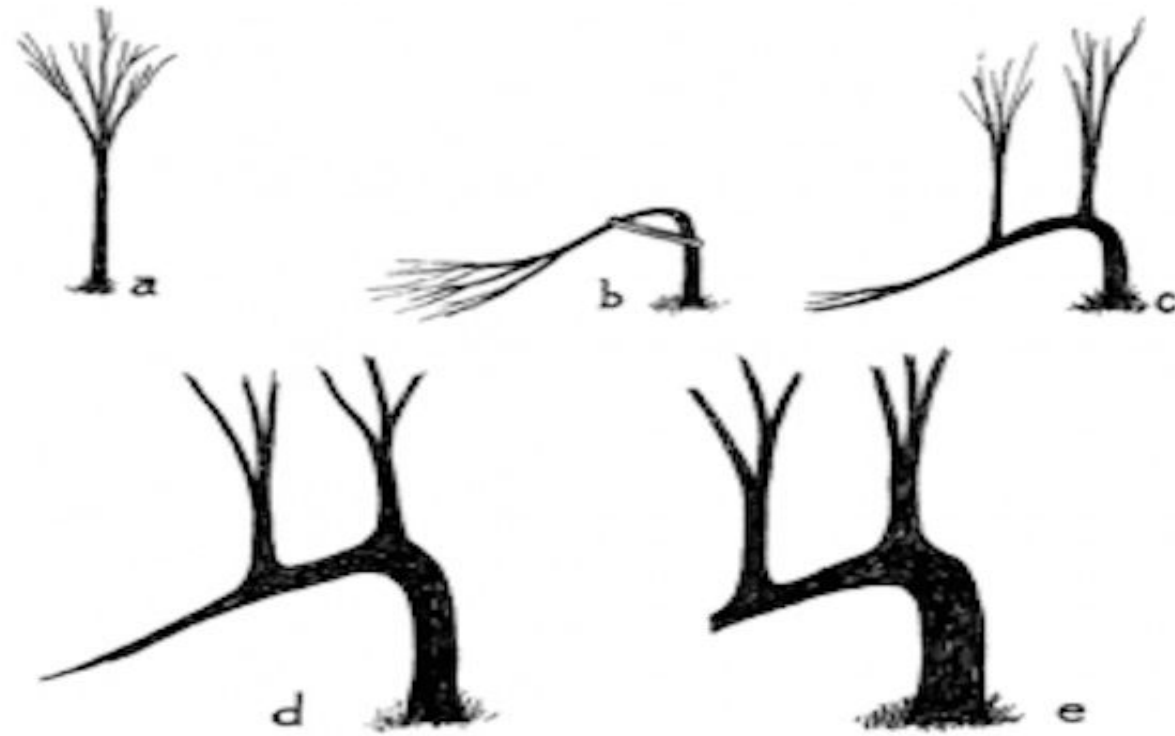
Latinos have a different history of Land Use



Indigenous Settlements



**The Spanish Conquest and
the “Law of the Indies “**



Indigenous wayfinding with nature



European wayfinding with words



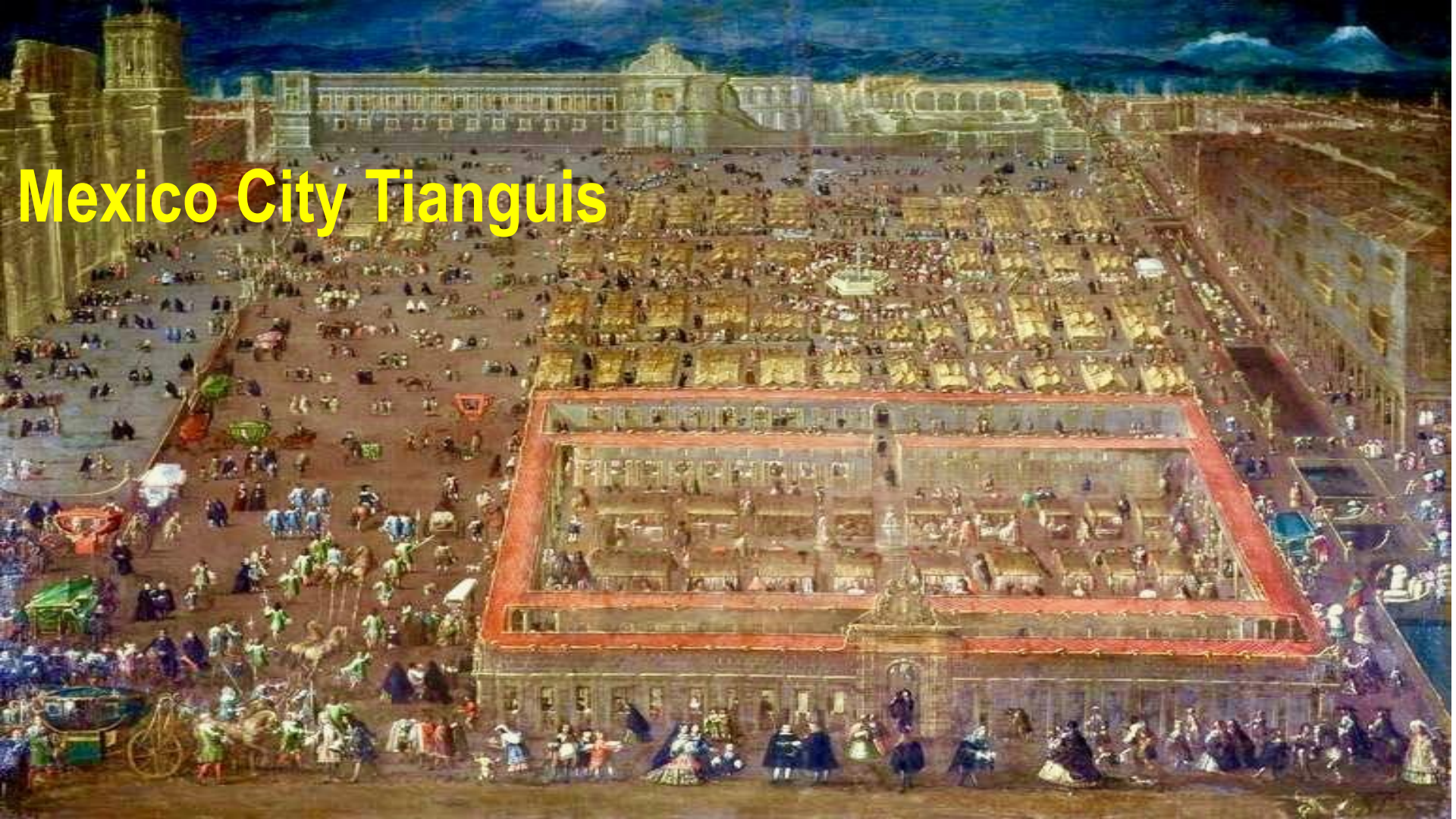
**Cultural preservation
through
Food and Place!**






**A tianguis is an open air market that dates back to
Pre-Columbian Period**

Mexico City Tianguis





**US Latino Urbanism mixes Indigenous,
Black and Spanish roots.**



The street as a transactional space - getting from point A and B



The street as a space that creates relationships with its users

Latino Preservation through memory





**Chicano Utopia 1970's
Storytelling on blank walls**

Political, spatial, and visual Resistance





NO
PARKING
ANY TIME

Dead End Freeway Virgin



**1980s Latino use of space
for cultural, social & economic
preservation**



Playing checkers with bottle tops

Modern Tianguis Walking



Bus Stop Vendors

Latino high ridership



99054

LADOT

GRATIS
FREE

• PREGNANCY TEST
• VACCINATION FOR CHILDREN
• FÍSICA DE EMBARAZADA
• VACUNACIÓN PARA
• EXAMEN FÍSICO PARA

24
HOURS
800-322-2222

SCD
48

222

RITE
Pharmacy

DENTIST
DENTAL SUPPLY
A-1 VIDEO

JUICE



Props humanize architecture



Murals fill in blank walls to help promote walking



Pop-up Market



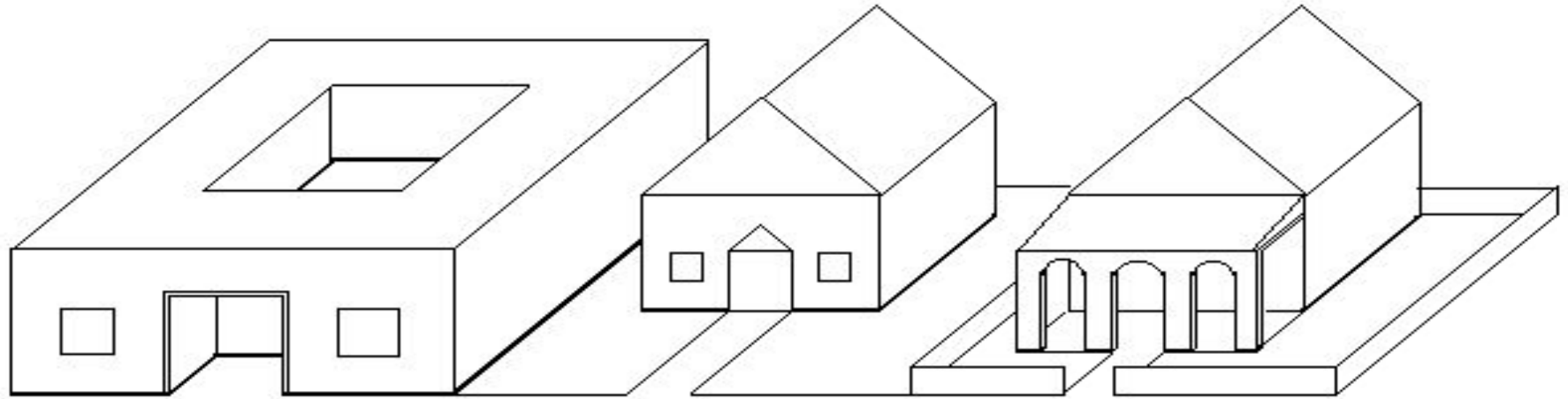
Parking Space Virgin

HONDA STUDENT
1997-1998 HONDA COUGARS



Recycled Manufacturing Plant

Latino Home Evolution



**Traditional Mexican
Courtyard House**

**American
Suburban**

**East Los Angeles
Vernacular**

Fences for social interactions

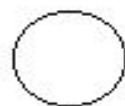




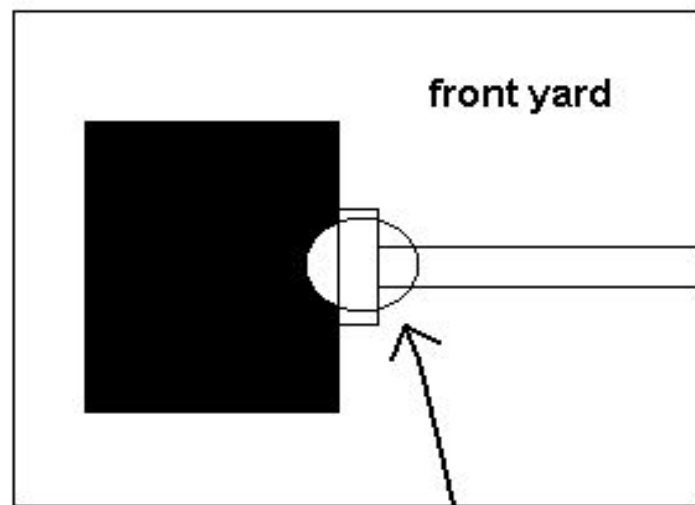
Before: 1990

Today: 2008

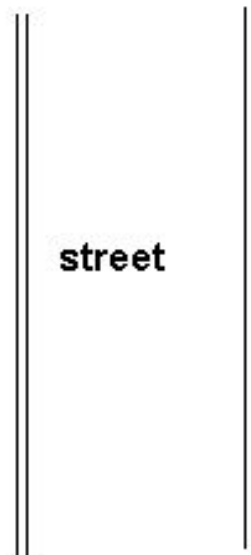




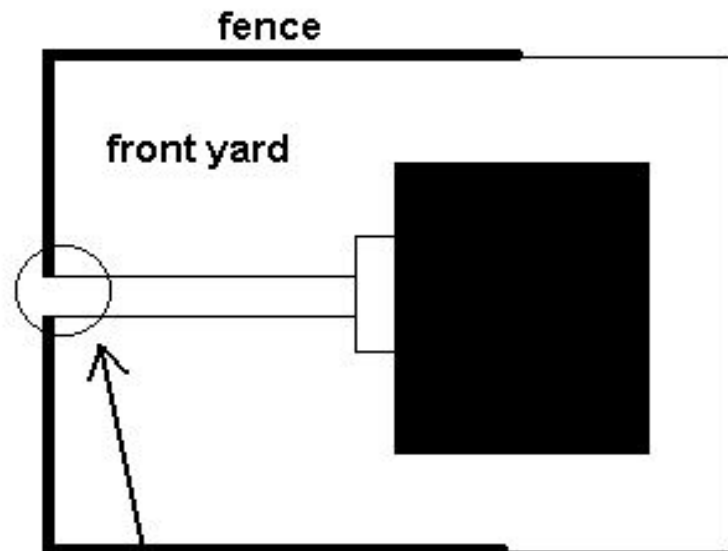
SHIFTING THRESHOLD



Typical Suburban Threshold



street



Threshold in East Los Angeles

Fences are points of interaction





8268 W.L.

Detroit Fence



**Front yard
Plaza**

Abuela's Landscape





**Party in
the Front
yard**





The Latino Man Cave

Old House New Porch



Front Yard Business



VENTA
25 DE OCT
BIRRIA
9am.



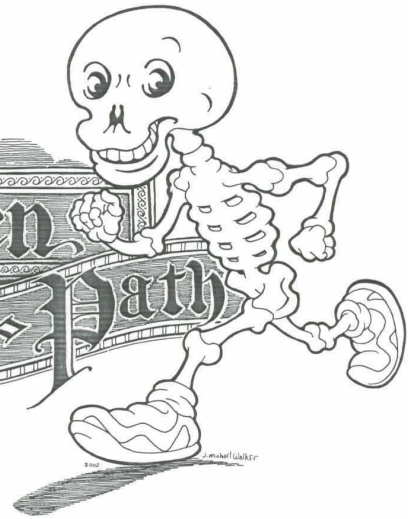


Day of the Dead Altar





the Evergreen Jogging Path



Latino Community Engagement





Evolution of Place IT since 200

- Opened up a DTLA art gallery
- Learned from Chicano artists how to engage through our senses

5 Models Afloat

Art Inspired by the L.A. River Clusters &
A Conceptual Model Building Charette

February 11 through March 18

Sponsored by
Friends of Los Angeles River
Mia Lehrer

SINCE THEN, 1,500s of WORKSHOPS

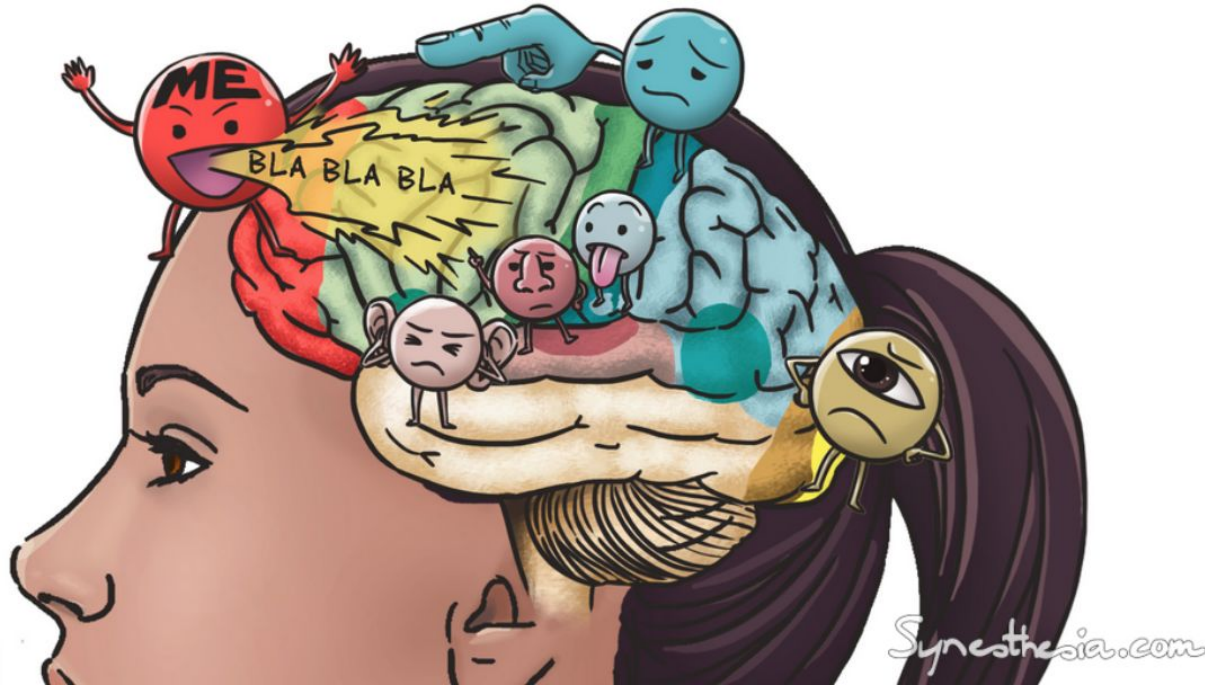


Using our hands and senses to explore our relationship with the land and others

Objects help articulate their voice

Allapattah Community Fellows

THE PSYCHOLOGY OF ENGAGING PEOPLE THROUGH THEIR HANDS AND SENSES



IT ALSO FAVORS THOSE WHO ARE LESS AFRAID
OF CONFRONTATION AND WHO ARE
COMFORTABLE WITH PUBLIC SPEAKING.



THIS FURTHER SKEWS OUTCOMES AS ONLY CERTAIN
KINDS OF PEOPLE END UP SPEAKING.



**Spanish: Build your favorite
Childhood Memory**

**Build trust, empathy, & equalize the
playing field.
This is your DNA for urban
planning.**



Share it



Queer Latino Utopia



Park in Austin

Collaboration: Build your ideal community!

23

THEMES

NATURE

DESIGN

EXPLORATION

SAFETY

ORDER

POSSIBILITY OF TREASURE

PROTECTION

DELINEATED SPACE

WHERE WE DIDN'T GO

MEMORIES

BEAUTY

- ON A CAR

FUNCTIONALITY

SENSORY

- WHERE THE CARS ARE

RELAXATION

DEFINED

- NEXT TO BUILDING WALLS

COMFORT

ERGONOMIC

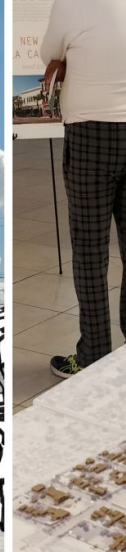
- THE MIDDLE

CONVENIENCE

RESOURCEFUL

- NEXT TO THE UTILITIES

& SURPRISE



Outcomes: Collective Ideas & Values Plans & Projects grounded in community

SOUTH COLTON
LIVABLE CORRIDOR PLAN
Strategies for Community
Resilience and Upliftment



Meet people where they are. (TiJuana)



Make it family friendly



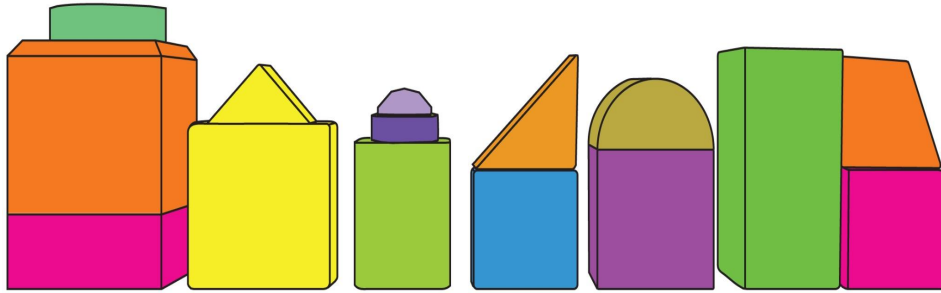
“I loved this activity because I connected and learned about other people” Rosa from Oaxaca



“I was able to take what was in my mind and make it real.” A young Latina

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jamestrojas@gmail.com



PLACE IT!
INTERACTIVE PLANNING

