

your recipes for
building community identity



a cookbook for the river district



building community identity in the river district

There are many ways to make a favorite dish - many different recipes, many ingredients, and many unique styles to make even the same type of dish.

There is, however, only one way to make that dish **yours**.

Everyone is different, and everyone has their own taste.

The same can be said about building a community identity - there are many ways to do this, but there is only one identity that is **yours**.

Here are some ideas to help you get started.

Which ones work for you?

What are some of your ideas?

This recipe book has four sections with recipes (🍴) and examples (👥):

community events

improving your community

arts & culture

community outreach

community events



- **community festivals**
- **community discovery**
- **community action**
- **community gatherings**

notes

(Use a dry erase marker)





recipe: **community festivals**

Description

Festivals are a great way to gather people together to celebrate something. They can be centered on holidays, historic events in the community, special assets (like the Jordan River), or can just be a chance for everyone to get together and have fun. Here community members can meet local organizations - but even better, festivals are a way to meet each other!

Ingredients

- A theme (A holiday, a community project, a historic event, or a celebration of local assets like local organizations or food!)
- Activities (Games, contests, and other activities to attract people and get them having fun - essential for kids!)
- Vendors (People providing prizes, food, and information.)
- A place to hold the event
- Participants!

Directions

- Organize a group of community members to help plan an event.
- Choose a festival theme that represents the community.
- Choose activities that kids & adults can participate in. Look to the community for resources and ideas. Be creative!
- Find a place to have the festival. Parks are great, but there's nothing wrong with doing something indoors as well.
- Find vendors to provide information, food, prizes, or more. Many organizations would love a chance to show people what they do. Be sure to use people from your community!
- Bring people to the festival! Use local organizations to help organize and spread the word for the event. Remember, these things take time to become big events so always keep trying!

Don't forget, there are already existing festivals that occur in your community. Don't want to start a new one? Work with existing festivals to add new ideas or themes!



examples: community festivals

Food Festivals: Many places, including Atlanta, Georgia, have an annual Latin American Food Festival, inviting locals to cook their favorite dishes and sell them to festival goers. What better way to show off a family's favorite recipe?

Dia de los Muertos: Residents of a community in Los Angeles, California celebrate life and ancient traditions fused with modern culture with their annual Day of the Dead celebration. Customs are observed with altar settings, a procession, food and rituals, and children can learn more about their culture through storytelling, face painting, and dancing.

Community Fairs: You've heard of state fairs, but there's no reason not to have a smaller scale version for your community - even for your neighborhood. Lots of places hold block parties and street fairs. What a great way to meet your neighbors!

Arts & Music Festivals: Merrimack, New Hampshire has an annual fair celebrating local Hispanic art and music from its community. Art festivals are also a great way to create community art or hold contests.

Community Improvement: Festivals can be a fun way to start a community garden, clean up parks and trails, or just generally improve areas in the community.

What other festival ideas can you think of?





recipe: **community discovery**

Description

There are many events that community members can participate in that help them discover their own community. There are several ways these events can illuminate both assets and challenges that a community faces, and they can be as large or as small as needed.

Ingredients

- A leader or coordinating group to organize an event
- A location in the community to explore with community members, or a venue to showcase already discovered assets and/or challenges
- A general theme, or idea of what you and your community are looking at, or looking for
- People to participate in the project, to bring new ideas and raise new issues

Directions

There are a few different types of events that can help community members discover what assets or challenges are present in their community.

Neighborhood Walks

- Determine the size and location of an area in your community that you would like to explore with fellow neighbors. This can be as small or as large as you need it to be.
- Prepare a set of questions, issues or concerns you or other community members could discuss in that area.
- Invite community members to go for a walk in that area, giving them a chance to acquaint themselves with their own community, as well as giving them (and yourself) a chance to discuss any issues or assets that are present. Maybe it's a busy street, or graffiti. Or maybe it's a beautiful open space area that goes unnoticed. Be creative, and support an open dialogue.

Community Asset Communication

- Invite a group of people (can be students in certain schools or grades, residents in certain blocks or neighborhoods, or any community member) to identify assets or issues they have noticed in their community.
- Determine a theme (such as, "What is your favorite part of your community?")
- Organize a venue to showcase these discoveries, and even post them online.





examples: community discovery

Neighborhood Walks: In Milwaukee, Wisconsin, community members, police, and city officials walk neighborhoods and identify areas of concern - specifically areas with higher crime. Neighborhood walks can be as formal or as informal as necessary. They can include just community members who want to get to know neighbors, or city officials. They can be annual, monthly, or even weekly events, and a great way to get a little exercise while you get to know your community. Neighborhood walks are an excellent way to discuss areas of a community where challenges or assets exist.

We Rock Wall: Community members of Portland, Oregon neighborhood put together a list of all of the great things their community has. Residents listed what their favorite part of their neighborhood was, and these responses were posted on a wall in the local community center - they called it the We Rock Wall. This is an excellent way for neighbors to figure out what they like about a community, and share it with others. (This wall could also be a digital one, posted on a community website...)

**What are some other ways to
discover what's great about
your community?**





recipe: **community action**

Description

An event designed around a form of community action is the best way to bring people together and improve on areas within the community. There is a wide variety of ways to help your community, so why not do it together and get to know your neighbors!

Ingredients

- A coordination group to organize and plan the event
- A theme, or specific type of action to be done
- A place or venue to perform the action
- Participants from the community to help!
- Vendors, food, and/or activities are a great way to make this fun and encourage people of all ages to come and help

Directions

- Organize a group of community members to help plan an event centered around community action.
- Identify who, what, or where you want to help out, and formulate some goals for the action event.
- Determine the type of action to be performed (Will it be a clean-up, ecological restoration, education, a food drive, or something else?)
- Invite people from around the community! (Children, Scouts, Volunteer Groups, anyone!)
- You can also organize vendors, food, or activities as additional ways of encouraging people to come and have a good time.

There are lots of good people already doing a lot of work in your community - work with them! You can work with them on one of their projects, or invite them to help you!

What can you and a group of people do to help improve your community?





examples: community action

Community Clean up: Nearly every city across the nation participates in some form of community clean up event. These are great ways to get a group of people together and clean up parts of a community. Clean up could entail picking up garbage from parks or streets, helping to remove graffiti, even helping fix up a damaged building. These projects can help the entire community, or just a few fellow community members.

Ecological Restoration Work: This can be a great way to improve the local environment in your community! Events like this already take place in your community to improve the quality of the Jordan River, and continuing this work will go a long way in making it a fun and healthy place to enjoy nature. Projects include planting trees, removing invasive species, and maintaining trails.

Community Gardens: Getting a group of people together to build a community garden builds more than just a place to grow food - it builds relationships with your neighbors, and can even give a great science background to local children. Lots of communities build and maintain these gardens right here in Utah, and your community could be one of them!

Other Volunteer Events: There are lots of ways that people can get together in a community to help out. What are some ideas that you have? What are some things that your community needs help with? There's no reason you can't have fun while getting people together too!





recipe: **community gatherings**

Description

There are other types of events you can plan that don't necessarily have to involve a large group of people or a specific action/purpose. Sometimes small events can be a great way to get community members together and just have fun and relax, while giving them an opportunity to meet their neighbors.

Ingredients

- A leader or coordinating group to organize the event
- An event idea (such as getting people together to watch a soccer game, or hosting a film series, or something else that's fun and social)
- A venue for the event, such as the community center or park
- People!
- A theme, especially if this event is a part of a larger series

Directions

- Determine what you and some community members would like to do. The event, whatever it is, should just be a fun, relaxing chance for neighbors to get to know each other.
- Determine the size and scope of your event. How many people will be there? Will you need food, vendors, or other supplies?
- Find a venue to host the event, such as the community center for smaller gatherings, or the park for larger ones.
- Advertise and maybe provide incentives to get people to show up!

**What kind of social activities can
you think of to get to know your
neighbors?**





examples: community gatherings

Movie in the Park: Showing a movie in the park on a nice summer evening is a great way to get people to go outside and meet each other. Salt Lake City does this at Pioneer Park once a month (and sometimes more) during the summer, and it's as easy as renting a projector and a white screen. The movie can be something for kids, or part of a theme for the community. Serving popcorn is a cheap and fun way to get people to come, too!

Film Series: Having a regular set of events that show several related films can also be a great way to meet your neighbors. These films can be shown outside or in a community center, can have food or vendors, and can have a theme that ties them all together. San Diego has a Latin Film Festival every year that they show off at local theatres.

Televised Events: Find something that the community wants to do together and give them the opportunity. A great idea is showing a local soccer game match, or other televised event at a community center. This gives people who don't normally have access to this otherwise a chance to enjoy something with their neighbors. And all you need is a TV and a space to gather!

Community Storytelling Event: San Diego, California hosts community storytelling nights at local libraries for children of all ages. This is a great way for children to meet others and may even be a great chance for parents to meet other parents in the community.

Star Party: Another fun and educational event may be a star party at a local park. Gather people together and with the aid of a telescope and someone familiar with the subject, you and your neighbors can enjoy a great summer night looking at the stars with each other.



What are *your* ideas?

improving your community



- **community gardens**
- **community clean-up**
- **homework clubs**
- **facade improvements**

notes

(Use a dry erase marker)





recipe: **community gardens**

Description

Community gardens provide an extremely valuable community building tool by creating opportunities for neighbors to work together. These gardens also offer fresh, nutritious produce in urban areas for community members or food banks. Other benefits of these gardens include: clean-up and use of vacant lots, reduction of crime and vandalism, preservation of urban green space, economic empowerment, enabling positive human-earth connections, cultivating environmental stewardship, beautification, and enrichment of the physical neighborhood and their sense of identity.

Ingredients

- Gardening site
- Plans for who uses the gardens, who takes care of them
- Gardening tools, access to water
- A coordinating group
- People! (to help build it, and to use it!)

Directions

- Form a coordinating group to plan the garden.
- Determine the goals of the community garden. Who will use it? Who will maintain it? What is the purpose?
- Find a suitable place for the garden site. School grounds are a great place to provide both food and a great science education. Wherever the site is, it should be accessible and have a water supply.
- Gather volunteers to help build the garden.
- Find people who want to use the garden.

What are the possibilities of a local garden in your community? How will you use the tasty (and healthy) food you produce?





case study: community gardens

Wasatch Community Gardens, Salt Lake City, Utah

Description: Wasatch Community Gardens is a community-based, non-profit organization serving Salt Lake City's low-income neighborhoods since 1989.

Goals: To cultivate individual growth and neighborhood unity through community gardening and youth gardening education, as well as to provide healthy food for members of the community.

Coordinating Organization: A planning committee has the task of setting goals, establishing the garden rules and regulations, deciding whether to incorporate or not, investigating land options, negotiating the lease with the landowner, raising funds, determining the garden layout, creating a budget, determining how problems (such as vandalism) will be dealt with if they occur, obtaining an insurance plan if needed, and making any other decisions that are needed.

Envisioning Stage: This stage answers questions including: What type of garden do we want to start (a youth garden, a neighborhood garden, a food bank garden, etc.)? Who is the garden for? What sort of programs could we run out of the garden? Where could the garden be located? Within what area should we search for land? What is the goal for the garden completion date? How will the garden be laid out? What benefit will the garden bring to our community? What community events could be held there?

Garden Site: Any appropriate site/space, taking into consideration property owner permission, surrounding neighbors, parking, and suitability for gardening (soil, sunlight, water access, etc.).





recipe: **community clean up**

Description

A neighborhood clean up is a wonderful opportunity to get to know your neighbors and beautify your neighborhood at the same time.

Ingredients

- A goal (What kind of cleanup is intended?)
- A coordinating group (to organize the clean up)
- Tools and services
- A place to clean up
- Participants!

Directions

- Identify a practical goal for the community clean up, including where and to what extent the clean up will take place.
- Find a coordinating organization to arrange the clean up.
- Identify any tools or services that will be needed or will be helpful for a successful cleanup and arrange the availability of these resources.
- Find volunteers and participants from around the community.

Combine clean up activities with other events to make them a little bit more fun for participants. Providing food or activities can also be a great way to get people to help!



case study: community clean up

City of Hercules, California Neighborhood Cleanup Campaign

Description: Situated on San Pablo Bay, midway between San Francisco and Napa, Hercules, California's Neighborhood Clean Up Campaign delivered pre-planned clean up efforts to defined areas, within focus neighborhoods, in an effort to beautify the neighborhood one block at a time.

Goal: The program includes volunteer group coordination to assist with manpower for clean-up days and provides the delivery of information on other city programs, such as the Residence Beautification Program, to members of the surrounding neighborhood/community.

Coordinating Organization: The City of Hercules, California. They divided the city into districts/zones to evenly disperse resources to all members of the community and assigned leaders over each district to oversee clean up needs and provide needed assistance.

Services: A non-power tool check-out; large dumpsters for disposal of all non-hazardous waste; a goodwill truck accepting donations, City of Hercules staff to answer questions and/or concerns about the clean up, disposal of materials, code compliance issues; and information about the city's Residence Beautification Program.

Participants: City employees, volunteers from the community, including: residents, local businesses, schools, religious institutions, and non-profit organizations, etc.





recipe: **homework clubs**

Description

Homework clubs are typically after-school programs, usually housed at public schools or libraries, providing volunteer support to school-aged children needing extra help. Homework clubs provide a variety of benefits to the community in addition to improving school performance, including: providing after-school safe places, decreased crime rates, and increased education levels that lead to improved long-term community economic growth.

Ingredients

- A coordinating organization to organize the club
- Tutors (can be peers or members of the community)
- A place to hold the homework club
- Resources (books and school supplies)
- Incentives to get other students to come help out!
- Participants

Directions

- Determine or create a coordinating organization to provide leadership and direction in the program and to determine what the students in the community need.
- Find people in the community willing to tutor the children attending the homework clubs. (These could even be other students.)
- Identify a location that is accessible for the students, perhaps at the school.
- Provide resources, like books or school supplies if they are needed.
- Encourage use of the homework club for anyone who needs to use it.
- Offer incentives to encourage students to succeed and be recognized for their work.





examples: homework clubs

Cities of Brighton and Hove, United Kingdom

Description: The cities of Brighton and Hove, United Kingdom provide an excellent community homework club through the public libraries. Between the different library branches there is an available homework club each school day from 3:30 to 5:00.

Goal: Provide opportunities for students to succeed academically and to provide an atmosphere of safety and encouragement to children who may not have the support at home.

Coordinating Organizations: The City of Brighton, The City of Hove, public libraries, and public schools.

Tutors: Persons willing to give their time to help children succeed; typically: retired professional, school teachers, parents, or non-profit groups.

Locations: Various public schools and libraries with resources to help with studying and research.

Resources: Access to books, computers, internet, photocopiers, printers, and a helpful support team.

Participants: Children and teens ages 9-16.

Incentives: Homework Club Merit Awards





recipe: **facade improvements**

Description

Facade improvement programs provide grants and subsidized loans funded by city, state, and/or federal organizations to improve building facades (the street facing wall of a building). The architecturally sensitive restoration of many commercial buildings creates a critical mass of attractive properties that improve the streetscape, increase property values, attract new businesses, and draw shoppers to the neighborhood.

Ingredients

- Coordinating organizations (to organize the program and determine the goals)
- Buildings that need new facades
- Sponsors willing to fund the project, or provide construction loans
- Participants! (Construction cost can be greatly reduced if community members volunteer to help.)

Directions

- Create a coordinating organization to determine a facade improvement goal, provide leadership, provide or identify potential funding sources, and to provide direction for facade improvements.
- Organize building owners to work toward the same goals.
- Identify commercial properties that could benefit from a facade improvement loan.
- Research and identify potential loan programs and potential funding sources.
- Award loans to commercial properties that meet the eligibility requirements and activities.
- Get community members to volunteer with construction to reduce costs and maybe even make it an event and provide some donated food!





examples: facade improvements

Pittsburgh's Lawrenceville Neighborhood Streetface Program

Description: The Lawrenceville Streetface Program is a component of Mainstreets Pittsburgh, a program that strives to ensure the health of the city's traditional neighborhood commercial districts by stimulating economic revitalization within the context of neighborhood preservation and stakeholder engagement.

Goal: To grow the economic vitality of main street, including providing assistance to existing businesses to improve the appearance of their buildings and surrounding property.

Coordinating Organization: Streetface is funded in part through the City of Pittsburgh, the Commonwealth of Pennsylvania Department of Community and Economic Development, the U.S. Department of Housing and Urban Development's Community Development Block Grant (CDBG), and the Urban Redevelopment Authority.

Participants: Community stakeholders, businesses, and individuals working toward the same goals. A Mainstreets Committee and other enthusiastic community volunteers provide a critical foundation to the implementation of the Mainstreets programming.

Loan Awards: The Streetface program is a 0% interest loan program for up to 40% of construction costs (\$30,000 max) and 50% of architectural fees (up to \$1,500). Projects located in designated high impact neighborhoods are eligible for up to 80% of construction costs. The loan becomes forgivable if the improvements are maintained for seven years.

Eligibility:

A) Improvements to the facade of an existing building. This would include treatment of sidewalls for corner buildings and buildings adjacent to vacant lots. This treatment can include restoration, rehabilitation or a compatible new storefront. "Facade" does not include the roof or interior repairs.

B) Construction of the facade of a new building in contemporary design is eligible where the design of the facade is compatible with existing architecture in the business district and where the cost of the facade design and construction can be documented separately from the cost of the design and construction of the building as a whole.

C) Architectural services, from a Pennsylvania-registered architect, related to the facade improvements only.



What are *your* ideas?

arts & culture



- **community art contests**
- **community art installations**
- **community art workshops**
- **community art festivals**

notes

(Use a dry erase marker)





recipe: **community art contests**

Description

Community art contests are a great way to get creative involvement amongst community members. The competitive environment encourages involvement and fosters creativity. Thoughtfully themed events can bring voices to attention of important community issues.

Ingredients

- A contest theme
- Awards and incentives for participation
- A place to showcase the art
- Judges and contest guidelines
- Participants!

Directions

- Determine a theme for the artwork and the contest.
- Find individuals to participate - such as at schools, the community center, or a community event.
- Target specific groups of individuals or split the contest into different categories, such as seniors, adults, and children.
- Determine an incentive for participation. This can be a prize or as simple as the display/installation of the winning piece.
- And finally, organize an event to announce the winner(s). This event could be the unveiling of the installation of the winning piece and should showcase other participant work.

**What kind of art contests can you
imagine in your community?**



examples: community art contests

The Michigan State Housing Development Authority Community Art Contest

Goal: A means to continue teaching the students about the importance of respecting their community, using different techniques to familiarize the children with the concept of community.

Theme: What makes the community such a special place to live?

Participants: Three age groups from Bingham Elementary (K-1, 2-3, 4-5)

Incentive: The nine pictures selected were used to craft a collage of the Michigan Avenue corridor as envisioned by the students at Bingham Elementary. The winners were honored at the Building Michigan Communities Conference. Winning pictures are also displayed on MSHDA's web site as well as social media sites.





recipe: **community art installations**

Description

Community art installations activate participants in a collaborative effort to bring beauty to a community. Working together helps community members build relationships. The values and interests of the community become apparent in the artwork, which helps establish community identity.

Ingredients

- A theme
- Coordinating organization
- A place to showcase the installation
- Participating artists
- Publicity
- Judges
- Unveiling or celebration event

Directions

- Establish a goal and theme for the project, or, better yet, bring community members together to make these decisions.
- Find local artists to bring direction to the piece and help with logistics.
- Establish an installation venue and an art medium.
- Bring community members together in an event or series of events to complete and celebrate the piece.

**What kind of art installations could
you see in your community?**



examples: **community art installations**

Community Walls, Community Voices

Through the installation of 28 ceramic mosaics, a collaborative effort by artists and community members transformed a 170-meter retaining wall from a run-down graffiti canvas into a work of public art that reflects East Vancouver's diverse origins and highlights the area's Aboriginal community.

Goal: Bring art and community development together to achieve complementary goals. Provide opportunities for social cohesion and bring diverse groups of people together.

Theme: "Origins," to reflect the area's rich and varied roots.

Coordinators: Native Education Centre, Youth Against Violence, Purple Thistle Youth, Trout Lake Seniors, Eastside Alternative School, and Fort Good Hope.

Participants: A diverse and multigenerational group of over 300 volunteers worked with local artists to design and create mosaics that decorated a previously blank concrete barrier.





recipe: **community art workshops**

Description

Community art workshops bring community members together to learn from and teach each other. Individual identities are shared while broader community identities are exposed. This fosters creativity through participation in and appreciation of visual arts. This simple recipe requires little more than participation and leadership.

Ingredients

- Coordinating organization
- Local artists
- Workspace
- Participants!

Directions

- Utilize a coordinating organization to locate and bring community artists together.
- Establish a venue to house workshops where local artists can educate the broader community on their practice.
- Artistic themes and fun venues can bolster interest in the workshops.

**There are so many different types
of art your community could learn
more about. What ideas do you
have?**



examples: community art workshops

Materials for the Arts, Reuse Art Booths, New York, New York

Description: MFTA teaching artists set up a temporary art studio at your site and provide inspired instruction for making art with a wealth of quirky and unexpected materials. Participants choose from small-scale take home projects or create a large-scale piece for display. These booths can be set up at a community center, festival, or park.

Coordinating organization: Materials for the Arts, New York City

Participants: Artists drawn from the community act as teachers, and the participants can be anyone in the community who happens upon the art booth.

Workspace: The booths can be set up virtually anywhere in the community, as long as there is adequate traffic to provide willing participants. Good locations would be at community festivals, community centers, and farmers markets.





recipe: **community art festival**

Description

Community art festivals are wonderful events to showcase the vibrancy and skill of a community. Showcasing and sharing local art work not only enables artist work to be seen but also exposes the nature and vibrancy of a community. These festivals bring a community together, while providing professional development for the artists.

Ingredients

- Coordinating organization
- Local artists
- Vendors
- Venue
- Other participants!

Directions

- Organize a coordination committee to get the word out, find a venue, and organize artists and vendors.
- Artists set up booths to showcase and sell their work
- Food vendors set up to keep the participants' stomachs happy.
- Use a good central location, such as a community park, to get a good crowd!

**What kind of local art could your
community celebrate at a festival?**



examples: **community art festival**

Nanaimo's Annual Banner Festival

Description: Nanaimo's Annual Banner Festival creates and displays over 200 unique banners painted by community members in downtown Nanaimo, British Columbia. The sense of pride is evident to residents and visitors alike, and banner festival kits have been sold to over 25 other cities

Coordinating Organization: Nanaimo Art Gallery

Local Artists: Over 200 community members design banners, while many others host booths to showcase and sell their work.

Location: Downtown Nanaimo, where the banners are hung proudly.



What are *your* ideas?

community outreach



- **networking**
- **branding**

notes

(Use a dry erase marker)





recipe: **networking**

Description

Use of multiple communication forums to provide information about community events and resources. Different information can be communicated by each medium and be formatted for different audiences. Some forums are more interactive and may foster dialogue among community members, ultimately building community identity.

Ingredients

Non-print:

- Website
- Facebook page
- Twitter feed
- Electronic newsletter/email list
- Flickr page
- Blog
- Existing community forums

Print:

- Neighborhood newspaper
- Local newspaper
- Mailed newsletter
- Bulletin/announcement boards at community centers

Directions

- Determine the audience you're attempting to reach out to. Recognize that the demographics or living conditions may not support a significant use of non-print media (i.e. the internet may not be available or common among residents), so decide your approach accordingly.
- Determine the usable budget and the organization managing the chosen medium, then design the format to fit the budget and best serve the desired audience.
- Try using a combination of ingredients to best reach people in your community. Find what works best for your specific area!

**What are some other ways you
can connect with people in your
community?**





examples: networking

Lawrenceville, Pennsylvania:

Exhibits a strong brand for an existing district that provides direction to other forums: a website base with links to other information locations.



Three Rivers Park District (Twin Cities, Minnesota)

Exhibits a strong brand for an existing river district that provides a more grassroots approach to advertising: a website base as a central location of information and easy to read.



Elmwood, Nebraska:

Exhibits a weaker brand but provides a more community-run approach and informal format: a website base featuring a more easy-going method that is easier to update and potentially be open to the input from the community itself.





recipe: **branding**

Description

Use of a strong logo to attract attention to a community and spread awareness of events around a community. Logo should be easily recognizable and carried throughout the community to increase familiarity.

Ingredients

Brand = Character + Personality of community

Logo should be created through festivals, design competitions, or at events (such as classes, festivals, or community service days), and used at facilities/amenities (such as parks, gardens, or rivers).

Advertisement

The logo should be displayed in a variety of forms and locations (i.e. banners) and be used when advertising events through the chosen networking media to help the community and others recognize the area.

Directions

- The logo should be established through community involvement (if possible) to best represent the interests and assets of the area.
- Once designed, carry the logo into a variety of environments and forms (2-dimensional and 3-dimensional), and use it to establish identity through consistent and widely-known activities and assets.



examples: branding

Providence, Rhode Island

The strong logo is easily recognizable, is included in a variety of forms and locations (website, banners, signs, skating rink), and the design process used local artists to create logo variations that represent the character of the place.



Glendale, California



Dayton, Ohio



Marathon County, Wisconsin



What are *your* ideas?

There are many organizations in the River District that can help you with almost any project you come up with. These are just a few places you can start.

Who else can you think of?

University Neighborhood Partners

1060 South 900 West

801-972-3596

<http://www.partners.utah.edu/>



NeighborWorks of Salt Lake

622 West 500 North

801-539-1590

<http://www.nwsaltlake.org/>



Salt Lake City Planning Division

451 South State Street, Room 406

801-535-7757

<http://www.slcclassic.com/CED/planning/>





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Westside Studio Mission:

The Westside Studio brings together the College of Architecture + Planning at the University of Utah with NeighborWorks, the City of Salt Lake, local residents, and other stakeholders to identify assets in west side neighborhoods, develop proposals for building upon these assets, and work toward implementing the proposals through collaborative envisioning, advocating, and demonstrating with the goal of enhancing the vitality and vibrancy of west side communities.



Department of
CITY AND METROPOLITAN PLANNING
THE UNIVERSITY OF UTAH