

Bridging Theory and Practice “Immigrants and Revitalization”

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Two Case Studies (L.A./Iowa)

- Los Angeles
- Immigrants revitalizing areas in global cities
- MacArthur Park revitalization
- Iowa
- Immigrants revitalizing small towns



A demonstrator pauses for a photograph in front of a large American flag at MacArthur Park.

(Robert Gauthier / LAT)

May. 1, 2006

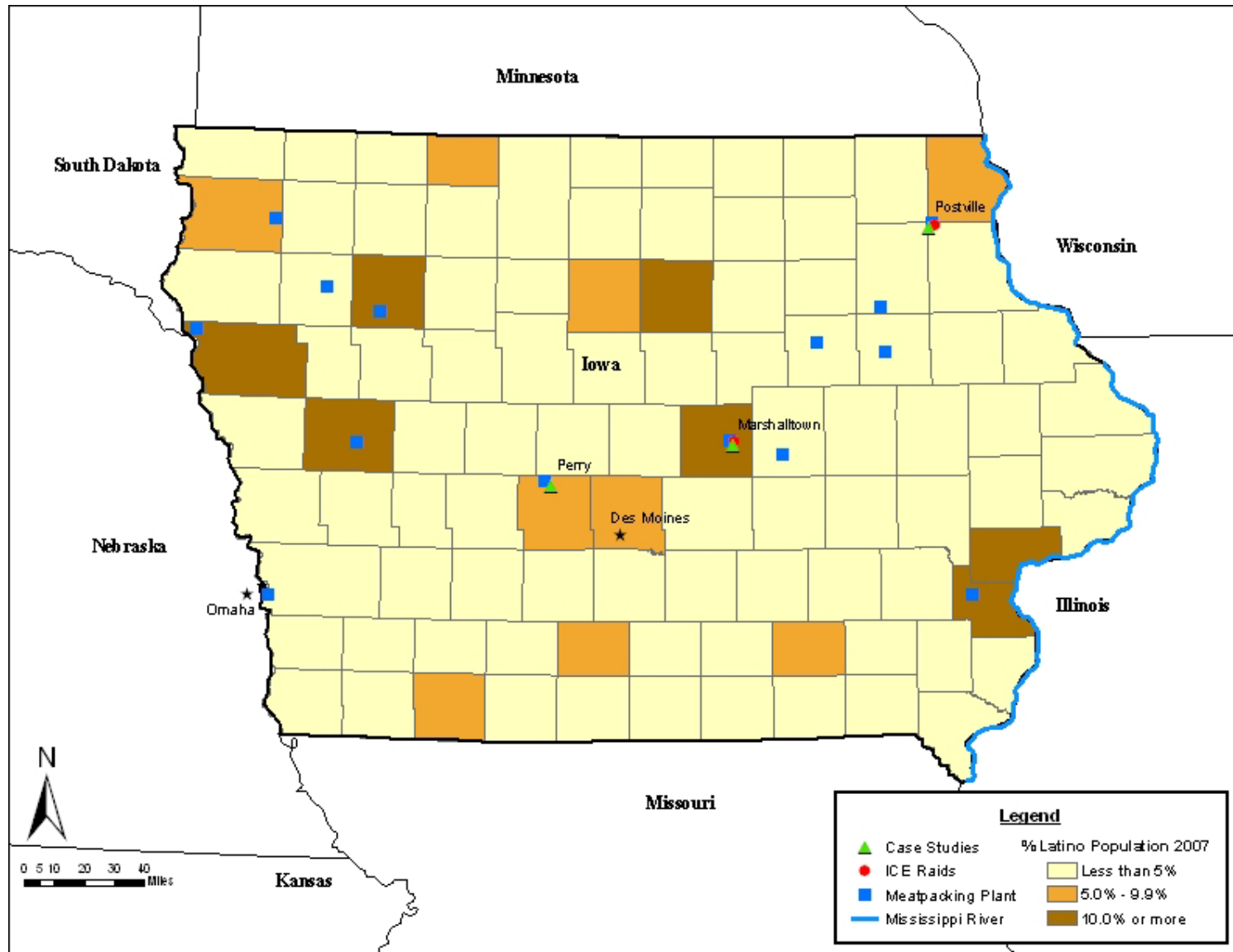
The Immigrants' Milieu

- Sir Peter Hall – Creative Milieu
- Manuel Castells – Innovative Milieu

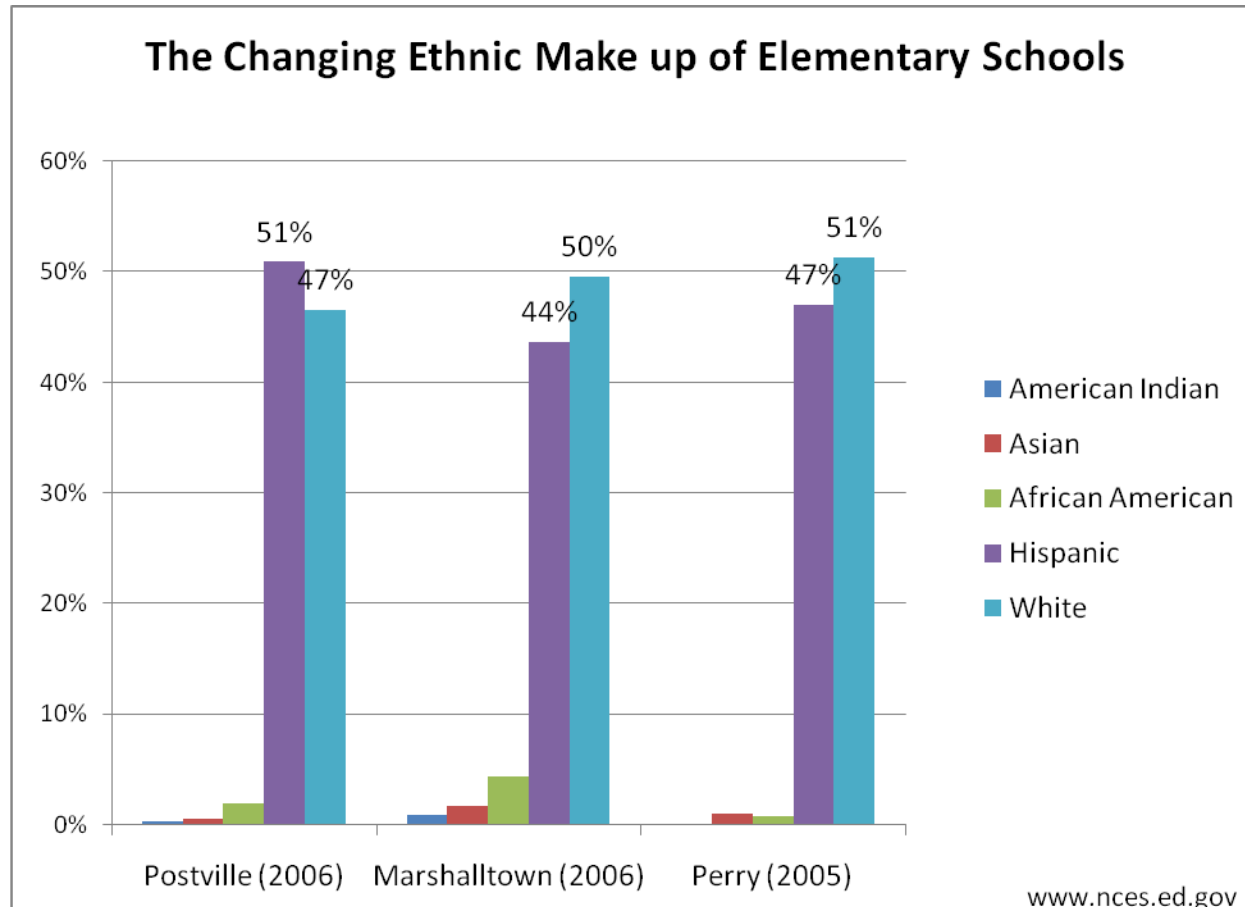


- An “Immigrants’ Milieu” is a social-cultural environment, a place, where immigrants;
 - create social, political, economic and cultural capital
 - develop dynamic organic institutions
 - maintain a vibrant and dynamic sense of urbanity
 - reinforce each others organic institutions,
 - solidify their claim to that space

Meatpacking



Iowa's Changing Identity



How to incorporate Latinos into Small town planning



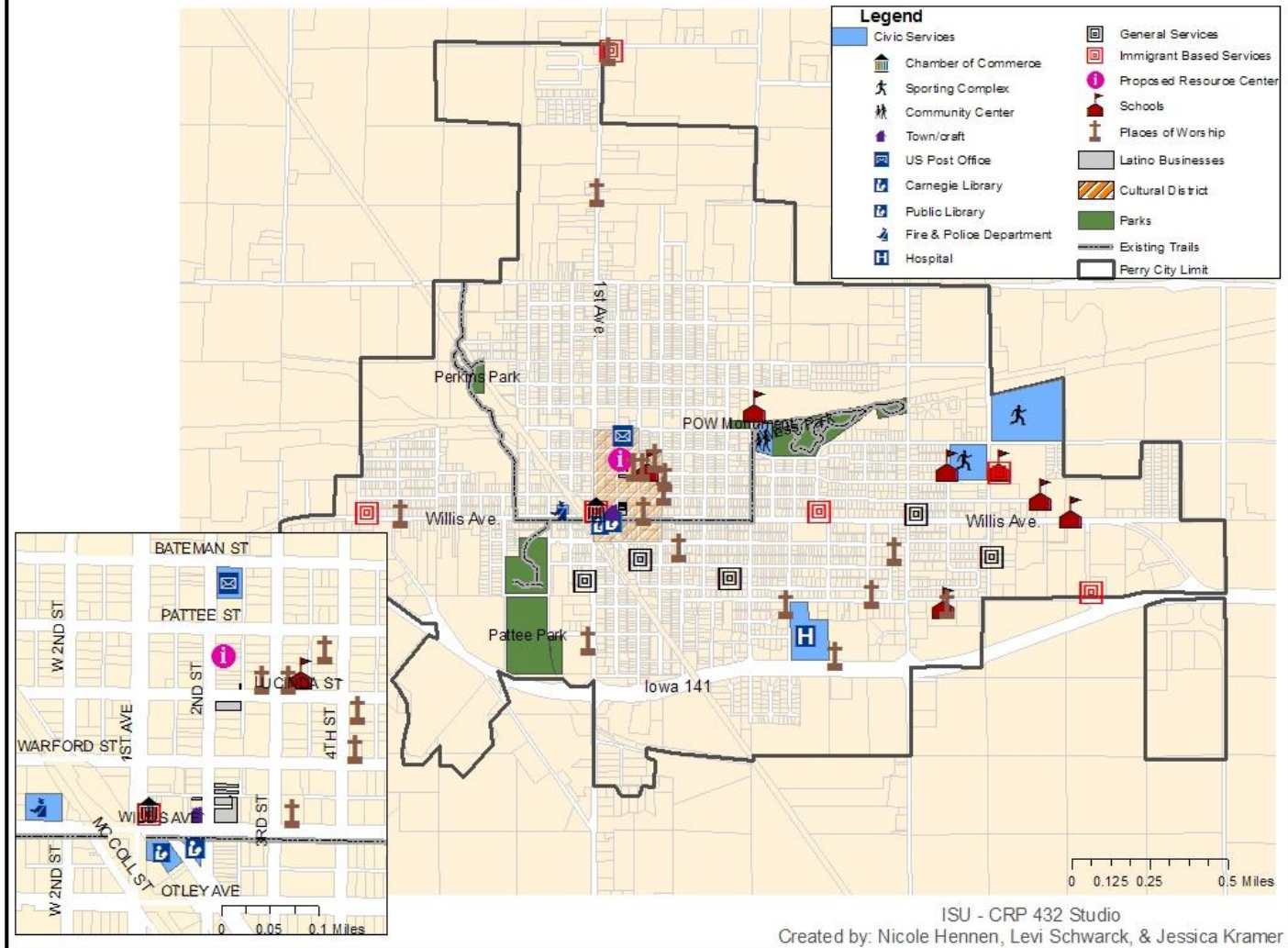
Community and Regional Planning 432 Iowa State University

Planning for a Multicultural Perry

Iowa's Re-emerging Hometown



Institutional & Resource Map of Perry, Iowa (2008)



<p>Strengths</p> <ul style="list-style-type: none"> • Hardworking • Diversity within the Latino community • Family oriented • Strong public health assistance • Many bi-lingual staff members throughout businesses/organizations • Risk-taking 	<p>Needs</p> <ul style="list-style-type: none"> • Centralized resource center • General information about the town in general (way to publicize services) • Access/knowledge from public officials (community outreach) • Who to contact to take advantage of resources • More awareness • Greater connections between services (networking) • Education (how-to classes, language classes, create environment for whites and Latinos to learn together) • Business knowledge classes
<p>Opportunities</p> <ul style="list-style-type: none"> • ESL classes • Spanish classes • Expanding on educational endeavors • Childcare (allow parents to attend classes) • Formalizing Latino talents & businesses (providing opportunity for them to expand upon talents/skills) • Funding opportunities 	<p>Challenges</p> <ul style="list-style-type: none"> • Language barrier • Lack of info/education • Getting people involved in anything • Having people understand their business/livelihood can thrive if they follow laws/regulations • Lack of proper documentation • Lack of publicity for resources • Des Moines (competition)
<p>Visioning Question (In order to create a brighter future for Perry over the next 5-10 years, what should the community do?)</p>	
<ul style="list-style-type: none"> • Resource center (neutral zone... not in a church) • Community center – activities, workshops, cooking, hang out for kids • Bring entertainment to downtown • Picnics @ the park after church services <ul style="list-style-type: none"> ○ Need reason to get together and see people 	

“To create a downtown that is a center for community connectivity, diversity, and economic redevelopment that utilizes Perry’s unique social capital by harnessing the town’s changing cultural identity and diverse immigrant groups.”



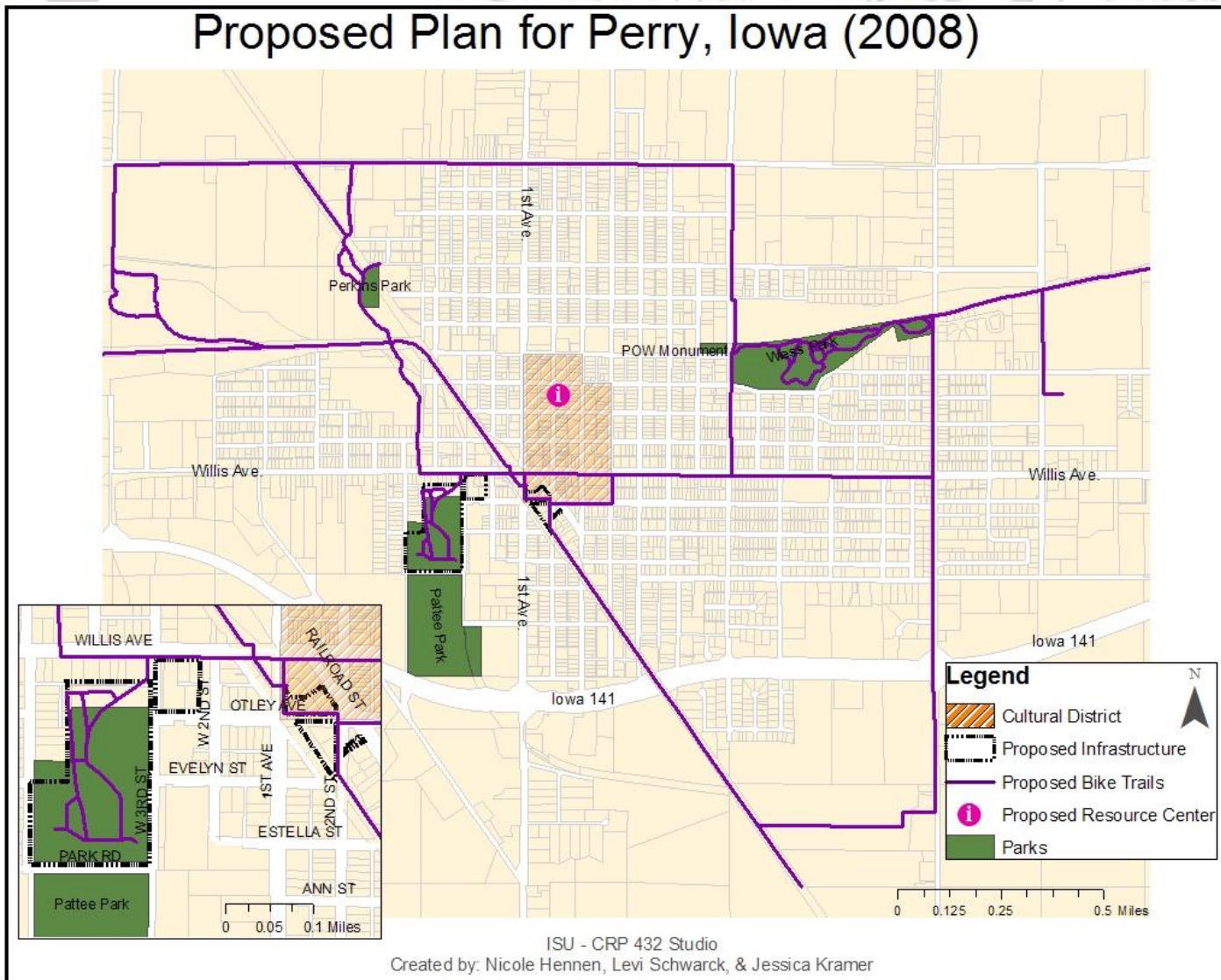
Major needs of Perry	Our Proposed Plans and Needs Addressed by Each Plan		
	Business Incubator	Design of Public Spaces	Resource Center
1.Downtown Activities	X	X	X
2.Centralization / Integration of social services			X
3. Networks including both shareholders and policy makers	X		X
4.Increase Retail in downtown	X	X	
5.Youth retention/activities		X	X
6.Historical-Preservation		X	X
7.Citizen participation		X	X
8.Code-enforcement-and improvements		X	X
9.Integration-Latino Immigrants	X	X	X

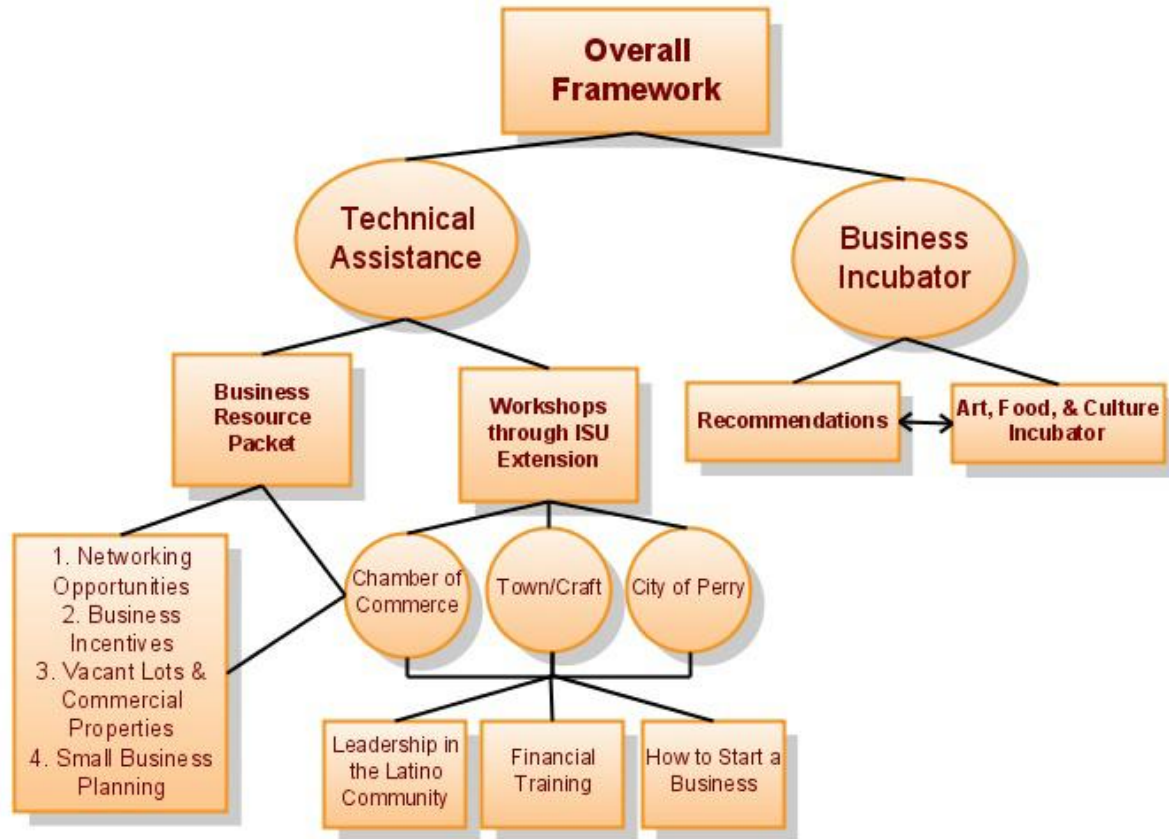
Create a framework for business attraction and development by providing a business incubator.

Conceptual design sketches

1. Pattee Park's revitalization
2. New plaza serving as the town's new central active public space.

Create a centralized resource center for Perry immigrants whose main purpose is to help immigrants and the Perry Community adapt to each other.





The Framework:

- A Resource Packet
- Technical Assistance
- Business Incubation

Pattee Park Redesigned

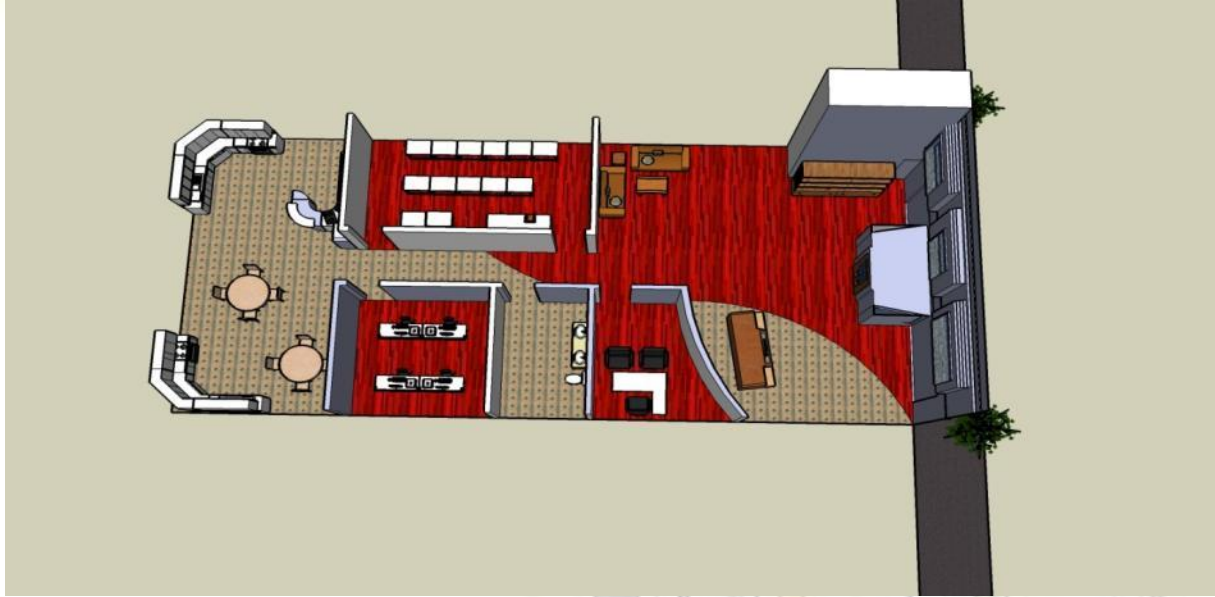
- Upgrade and Build New Bridges
- Improve Parking Lots
- “Wooden City Playground”
- 3 Season Shelter house



Plaza



Perry Resource Center



Main purpose: help immigrants and Perry Community adapt to each other

Perry Resource Center Programs

- Informal events between community and city
- Business Classes
- Computer Classes
- Resume Workshops
- Networking Events
- Family Development
- College Prep Classes
- Financial Information/Assistance
- Language Classes
- Art and Literacy
- Cooking Classes
- Immigrant Advocacy
- Police and Community Workshops



Planning for a Multicultural Perry

- Business Framework (Incubator)
- Design of Public Spaces
- Resource Center

Adaptation between Small Town America and new Immigrants.

