



# REQUEST FOR ASSISTANCE

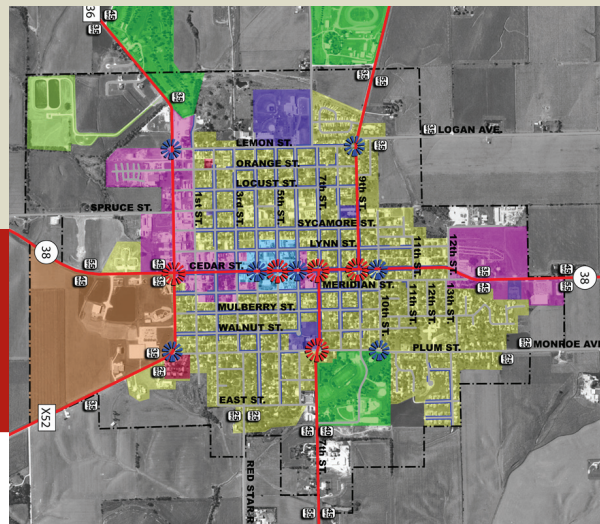
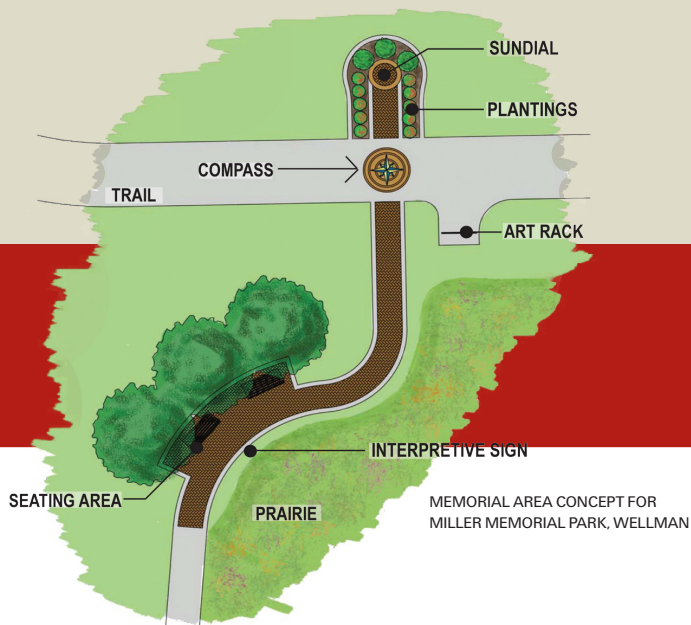
COLLEGE OF DESIGN  
INSTITUTE FOR DESIGN  
RESEARCH AND OUTREACH

IOWA STATE UNIVERSITY  
EXTENSION

# PLaCE

Partnering Landscape and Community Enhancement

IOWA STATE UNIVERSITY



INVENTORY OF MAJOR TRANSPORTATION ARTERIES & INTERSECTIONS, TIPTON



## PLaCE Project Examples

Community housing needs assessments

Community landscape visioning

Main street revitalization

Town park enhancement

Community signage

Comprehensive small-town plans

Community surveys

Sustainable development

Storefront design

Graphic identity

Wayfinding design

## WHAT IS PLaCE?

Inspired by its land-grant mission, Iowa State University continues to invest its intellectual and organizational capital in support of the sustained development of its home state. As a result of this ongoing investment, the Iowa State University College of Design initiated the Project for Partnering Landscape and Community Enhancement (PLaCE) in August 2000.

The PLaCE program aims to enhance and promote the quality and character of Iowa's communities and landscapes. This goal is rooted in support of economic competitiveness as well as proper planning, development and stewardship. Unique, dramatic enhancements to the communities and landscapes of Iowa are viewed as ways to attract and retain a new group of talented and energetic citizens, a resource very much in demand for the state's future.

To this end, the College of Design will engage with communities in collaborative efforts to understand, envision and promote a fundamental enhancement of their physical environment. Collaboration also will be encouraged with other departments at Iowa State to achieve the most beneficial results for the applicant.

## OBJECTIVES OF PLaCE

- Provide learning experiences for students outside the classroom.
- Help applicants explore various enhancement options.
- Learn how design positively affects change.
- Create an environment in which communities and organizations may work more effectively with design practitioners.
- Assist applicants in establishing and refining goals and expectations.

## THE COLLEGE OF DESIGN

Created in 1978, the College of Design is among an elite group of comprehensive design schools offering outstanding opportunities for interdisciplinary education and outreach. The college is one of the few in the country to encompass the four disciplines of architecture, art and design, community and regional planning, and landscape architecture in the same college, under the same roof. Even before the creation of the college, the disciplines it now houses enjoyed a tradition of outreach and extension programs within Iowa, and they continue to extend these services throughout the state.

## THE COLLEGE OF DESIGN'S ROLE

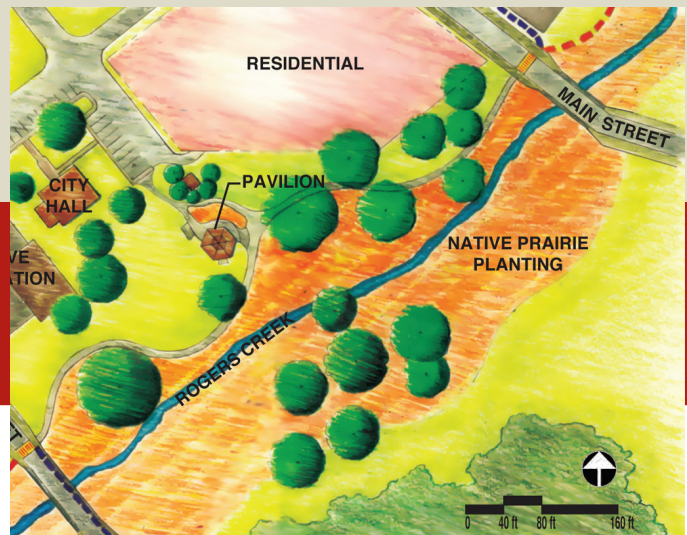
During a typical semester, four to eight classes within the College of Design will conduct projects off campus as a part of students' learning experiences. Graduate students will often take on external projects to complete their professional report or thesis for graduation. Resources are limited, however, and the college's ability to respond to requests is also limited. The PLaCE process is designed to offer Iowans improved access to the college's off-campus outreach and extension services while providing information to help the college better allocate its limited resources.

### *Student Involvement*

Design students are often a font of creative ideas and expressions. College of Design community outreach and extension projects frequently involve students as a means both to enhance their education at Iowa State University and to benefit participating communities and organizations. Communities must keep in mind, however, that this outreach work involves people who are still learning. In exchange for the college's involvement in developing conceptual and visual products to enhance decision making in communities and organizations, applicants will be asked to contribute human and financial resources to facilitate the students' educational process.



MAIN STREET STOREFRONT DESIGN, ASHLAND, WISCONSIN



RIVER WALK PLAN FOR ROGERS CREEK, ELY

### *Past Projects*

In the past, the College of Design has been involved in a wide range of outreach and extension projects. These include, but are not limited to:

- Conducting community housing needs assessments and community landscape visioning exercises
- Facilitating the development of main street revitalization and town park enhancement projects
- Examining community signage alternatives
- Updating small-town comprehensive plans
- Performing community surveys
- Exploring possibilities for sustainable development
- Providing 3-D computer visualization

The college makes a conscious effort to avoid specific design work that leads to construction. Rather, it attempts to provide outreach programs that complement and promote professional design practice.

### *Collaboration with Extension*

The College of Design is also part of a broader outreach network: the Iowa State University Extension Service. Working with local extension specialists, the college tries to integrate its efforts with the ongoing community development education programs of the state's extension system. By maintaining contact with the 100 county extension offices and the 12 extension community development specialists based across the state, the college seeks to coordinate its activities with those of the ISU Extension system to better serve Iowa's communities.

## **LOCAL RESOURCES**

Financial resources requested of the local community or organization applying for assistance vary from project to project. Based upon the scope of work, class instructors may require funds for student travel, materials, and the costs of videoconferencing or other communication. Typically, the amount requested will be between \$2,000 and \$5,000 per class.

## **PROCESS AND CRITERIA FOR PROJECT SELECTION**

If you are interested in applying to the PLaCE program, complete the enclosed application and return it to:

**PLaCE Program**  
**Institute for Design Research and Outreach**  
**Iowa State University**  
**126 College of Design**  
**Ames, IA 50011-3091**

Most PLaCE projects operate within the university's academic calendar. Applicants are urged to apply by **November 1** and **April 1** for priority consideration of applications. Each application will be reviewed and successful proposals will be referred to appropriate faculty for action. Applicants may then be contacted by faculty members and/or students for further information.

## **CRITERIA FOR REVIEW AND RECOMMENDATIONS FOR ACTION INCLUDE:**

- The compatibility of the project with the educational goals of students and faculty
- The potential impact of the outreach project in supporting local community development and decision making
- The potential of the applicant to defray the project's expenses
- The level of need indicated
- The level of community support for the project
- The probability that the project will not create competition for design practitioners
- The potential for follow-up by local Iowa State University Extension personnel

Decisions to proceed with a project or program will be at the discretion of individual or groups of faculty members and extension specialists. Applicants will be contacted by e-mail or mail within five weeks of receipt of application.

Date \_\_\_\_\_

***NOTE:** Applications are encouraged by **April 1** for projects to be completed during summer and fall semester, and by **November 1** for projects to be completed during spring semester.*

**1. Applicant/organization name**

\_\_\_\_\_

**2. Have you discussed your proposal with someone at Iowa State University or Iowa State University Extension?**

☐ Yes ☐ No If yes, with whom have you spoken? \_\_\_\_\_

**3. Type of organization (of the primary applicant)**

☐ Local government

☐ Nonprofit

☐ Other \_\_\_\_\_

**4. a. Primary contact information**

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
Street City Zip

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**b. Additional contacts' information**

Name: \_\_\_\_\_

Relationship to the applicant: \_\_\_\_\_

Address: \_\_\_\_\_  
Street City Zip

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Name: \_\_\_\_\_

Relationship to the applicant: \_\_\_\_\_

Address: \_\_\_\_\_  
Street City Zip

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_



**5. Provide narrative descriptions for each of the following items. Attach an additional sheet if necessary.**

(a) Describe the applicant organization and your relationship/role to it.  
(Please limit your response to fewer than 150 words.)

(b) Describe the need. (Please limit your response to fewer than 200 words.)

(c) Describe the project as you see it. (Please limit your response to fewer than 200 words.)

(d) Describe the abilities, offices, financial resources, local expertise, services that can be offered, etc., reflecting the local organizational strength available to assist in leading to successful implementation of the proposed project(s). (Please limit your response to fewer than 250 words.)

**6. Attach a letter of support for your PLaCE proposal from your local county extension education director and/or area extension community development specialist.**

Please return this application to:

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Iowa State University  
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