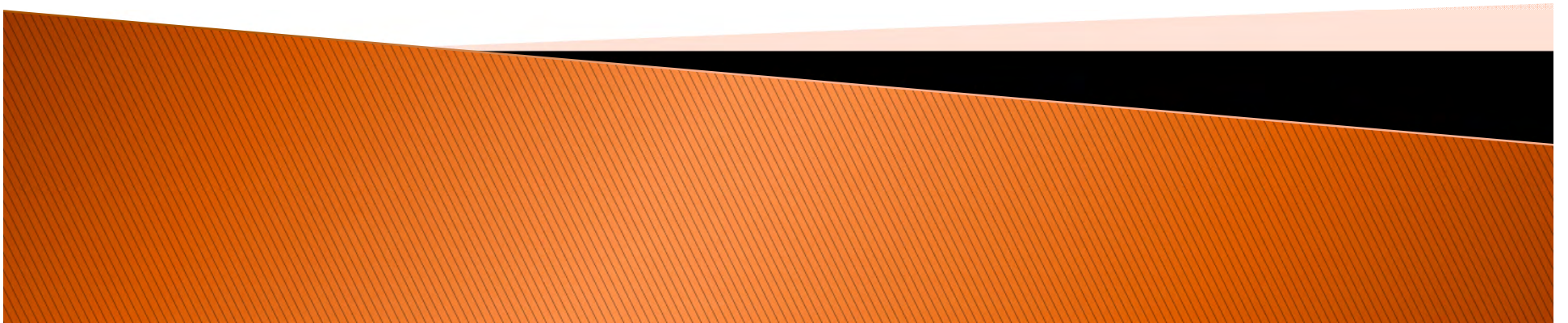


Diálogos: Placemaking in Latino Communities

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There's not a Latino way to
create a place... but there
are better ways to make
places for latinos



Latinos in the Philadelphia area

- ▶ 468,000+ in 11-county metro area; 90% from Puerto Rico, Mexico and Dominican Republic
- ▶ Latino population increased more than 63% between 2000 and 2010
- ▶ Grew from 5% of area population in 2000 to 8% in 2010; more than 10% of public school children in 2010–11 were Latino

Source: Welcoming Center for New Pennsylvanians, *Hispanic Philadelphia: Game-Changing Demographics*, June 4, 2012; Diversitydata.sph.harvard.edu



Latinos in the Philadelphia area

- ▶ 1 in 3 are immigrants; 60% of Latino immigrants live outside Philadelphia
- ▶ 330,000 speak Spanish at home; 42% of Latinos speak English “less than very well”
- ▶ Latinos in NJ and Pennsylvania have more than \$53 billion in buying power
- ▶ Latinos represent 41% of Philadelphians in poverty



About placemaking

- ▶ A holistic approach to making places better
- ▶ Four human needs:
 - Security
 - Freedom
 - Community
 - Quality environment



Key issues in placemaking for Latino communities

- ▶ Lack of participation in Latino communities in formal placemaking activities
- ▶ Lack of clarity or understanding of Latino communities by planners
- ▶ Urban design and regulations that do not do well in addressing demands of Latinos (especially recent immigrants)

Based on diálogos held with 200+ placemakers around US, 2005–2008



Diálogos: Placemaking in Latino Communities

- ▶ Explores history of placemaking and current planning challenges facing Latino communities
- ▶ Discusses how Latinos shape and customize their neighborhoods and spaces
- ▶ Describes successful strategies placemakers use to engage Latinos
- ▶ Promotes a culturally competent approach to placemaking



Key themes in Diálogos

- ▶ People can engage in placemaking with, or without professional support
- ▶ Professional placemakers should be more inclusive and less prescriptive
- ▶ Professional placemakers should know how traditional methods of planning may perpetuate discrimination



Culturally competent placemaking

- ▶ More time spent understanding and building relationships within the community
- ▶ Questions traditional methods of public engagement and decisionmaking
- ▶ Collaborative and inclusive placemaking



Thank you and gracias

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