Built Environmentalism:

Strategies for promoting eco-consciousness and identity in West Sacramento’s rapidly changing Washington Square neighborhood through development at LJ Urban sites and the neighborhood at large.

Can you create “Eco-Urban” place-identity?

What I’m up to:
- Literature review/defining place-identity and environmentalism (including a discussion of whiteness/urban values entwined in the current mainstream environmental movement).

Can that be diverse and inclusive?

I’ll like to sketch out a theoretical framework that builds a place that is not only inclusive (J. Gottman, R. Hoorn, A. Allen), but also a place that is not only environmentally sustainable (B. McKee, N. R. Morley, C. McCaul, K. K. Kenyon). This framework will be used to assess the sustainability and inclusiveness of the neighborhoods and their communities.

How do you evaluate the values that the built environment reflects?

We’re interested in evaluating how the built environment reflects the values of the communities it serves. How do these values create barriers and boundaries?

How do these embedded values create barriers and boundaries?

Are there creative ways for developers and communities to negotiate?

Sacred Space Mapping:

* Sacred-space mapping with LJ Urban staff
  - What have they thought about so far?
  - What are they open to?
  - What is not a possibility?

* Reimaging sessions with LJ Urban staff
  - Asking neighbors at least 20 in informal spaces (parks, streets, etc.) to mark their favorite and least favorite places of the area on a map. This is to learn more about the character of the place from the residents, noting if particular neighborhood features should be considered in a particular way.

* Possible LJ Urban-sponsored community meeting brain-storming session
  - I don’t know exactly what this looks like yet! Mapping and interviews could take its place, and I think I’ll know better once I get started.

* Create an informed catalog of possibilities
  - Research and report on possibilities that might be appropriate for the area, and design a document that presents these to a broad audience.

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