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## PROJECT IMPETUS

Can we create more humane and livable cities through collaborative or participatory planning design processes?

As citizens we use and imagine our city in our own unique ways. Finding a balance between intensification and smart growth for interconnected neighbourhoods and regions needs creative thinkers and creative solutions. Our future cities need to be sustainable, surprising, delighting, sharable, and ethical.

As citizens, we may not be trained professional planners but that shouldn't dissuade us from participating in the planning process.

Citizen Planners, as we like to call them, bring myriad experiences and ideas to the table. We need to open up spaces where citizens can envision, discuss, and see positive outcomes from their consultation input and activism.

We have to imagine our cities together.

Kevin Lynch (1918 - 1969), professor of urban studies and planning at MIT, in his research, investigated the interconnection between people's perception of their environments and how design professionals (urban planners, city builders) can respond to the needs of people living in built environments. Lynch argued that through the process of designing our cities as 'imaginable', we create more psychologically satisfying cities.<sup>1</sup>

We argue that through participatory or collaborative planning principles citizens also can be involved in the design of our cities.

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## ARGAST + GAY PROPOSAL

**Our belief:** Better communications materials are key to encouraging citizen engagement with the city planning process

**Our goal:** Redesign three key pieces of the City's urban planning materials -- the development proposal sign, community consultation letter, and development notice newspaper ad

**The action plan:** Future workshops and prototyping sessions with city planners and 'citizen' planners, followed by multiple, online and in-person iterative design sessions

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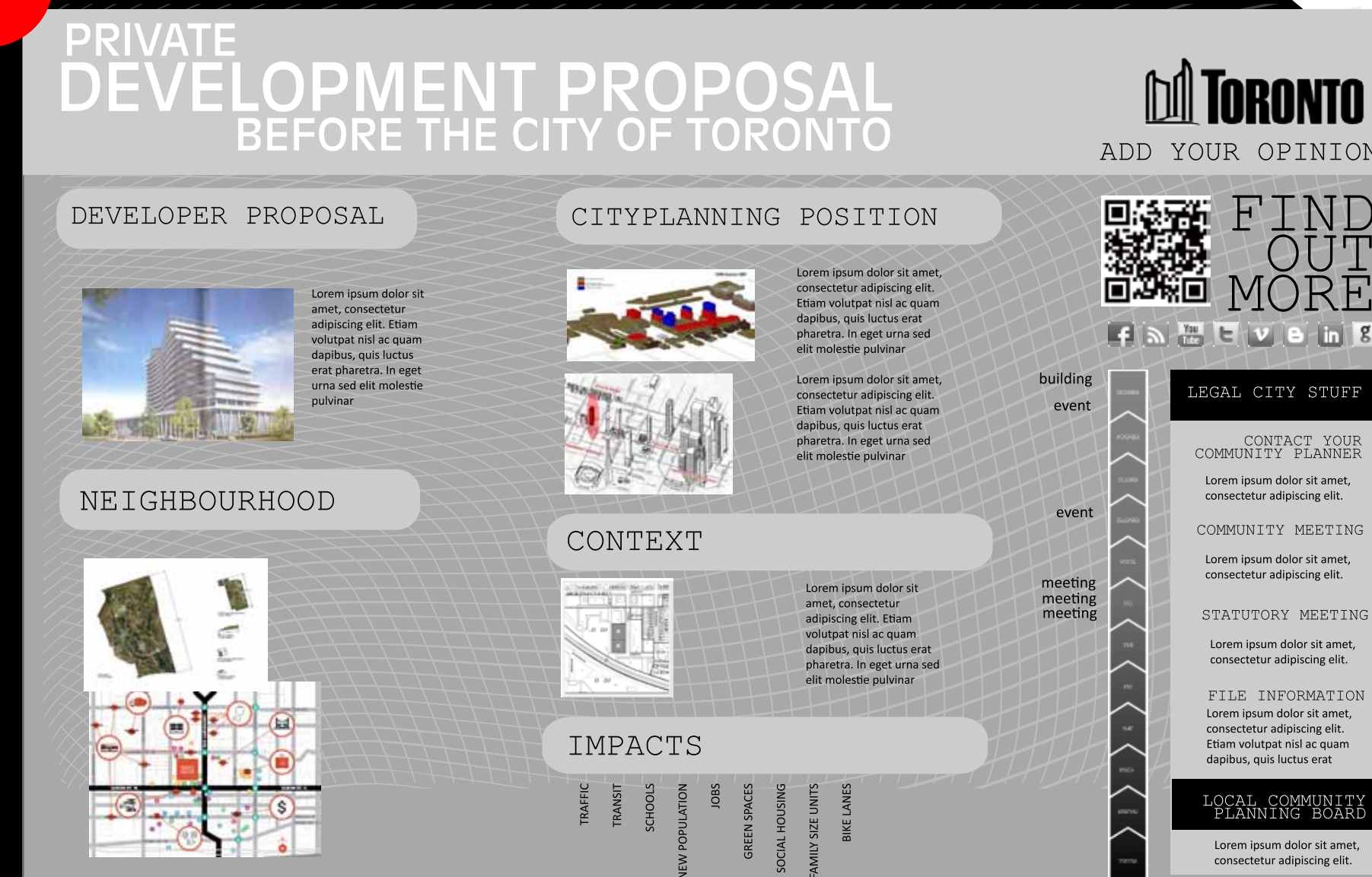
## RE-DESIGNING CITY OF TORONTO PLANNING COMMUNICATIONS MATERIALS



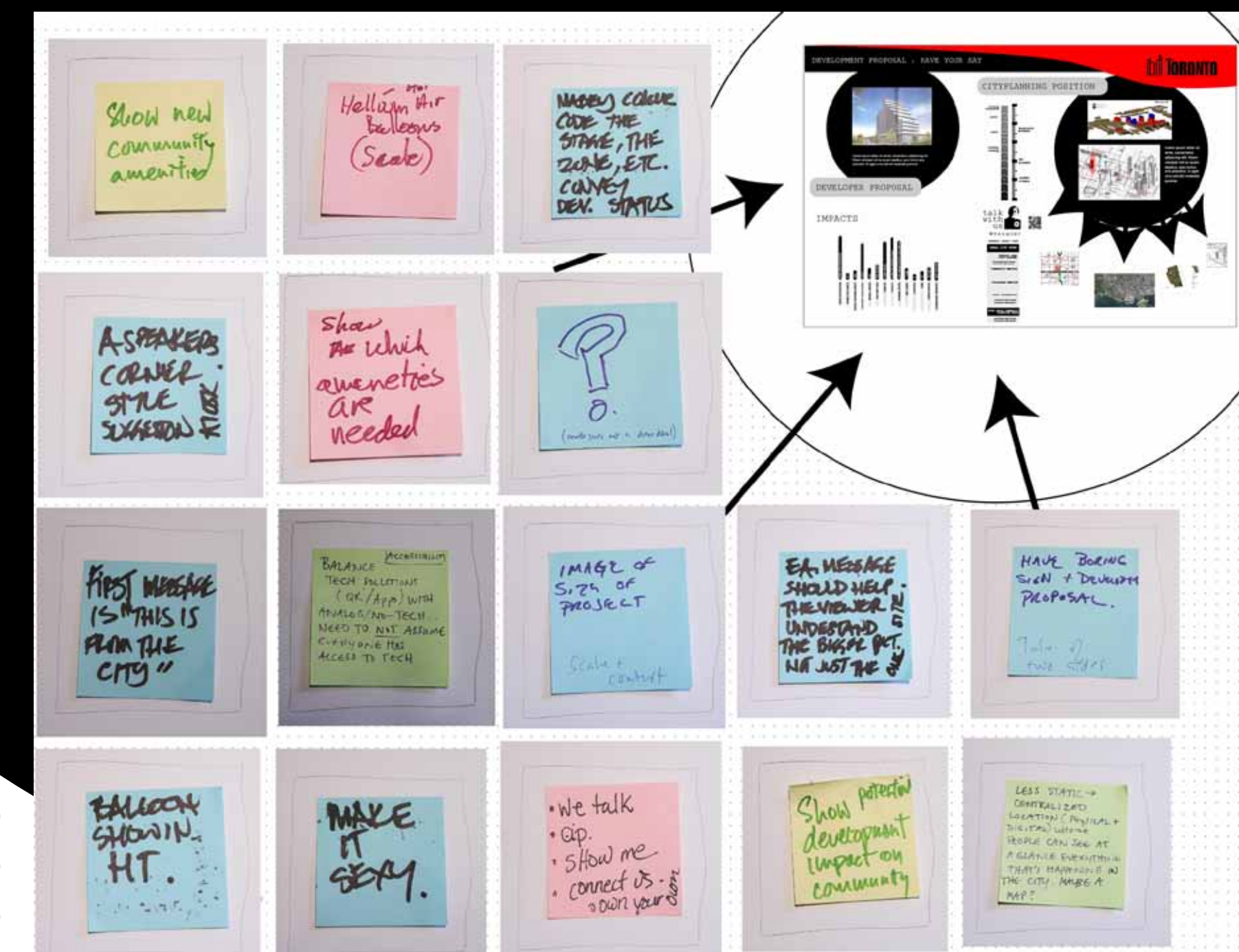
future workshop + lo-fi prototyping session with Citizen Planners

results from future workshop with city planners

4



wireframe #1

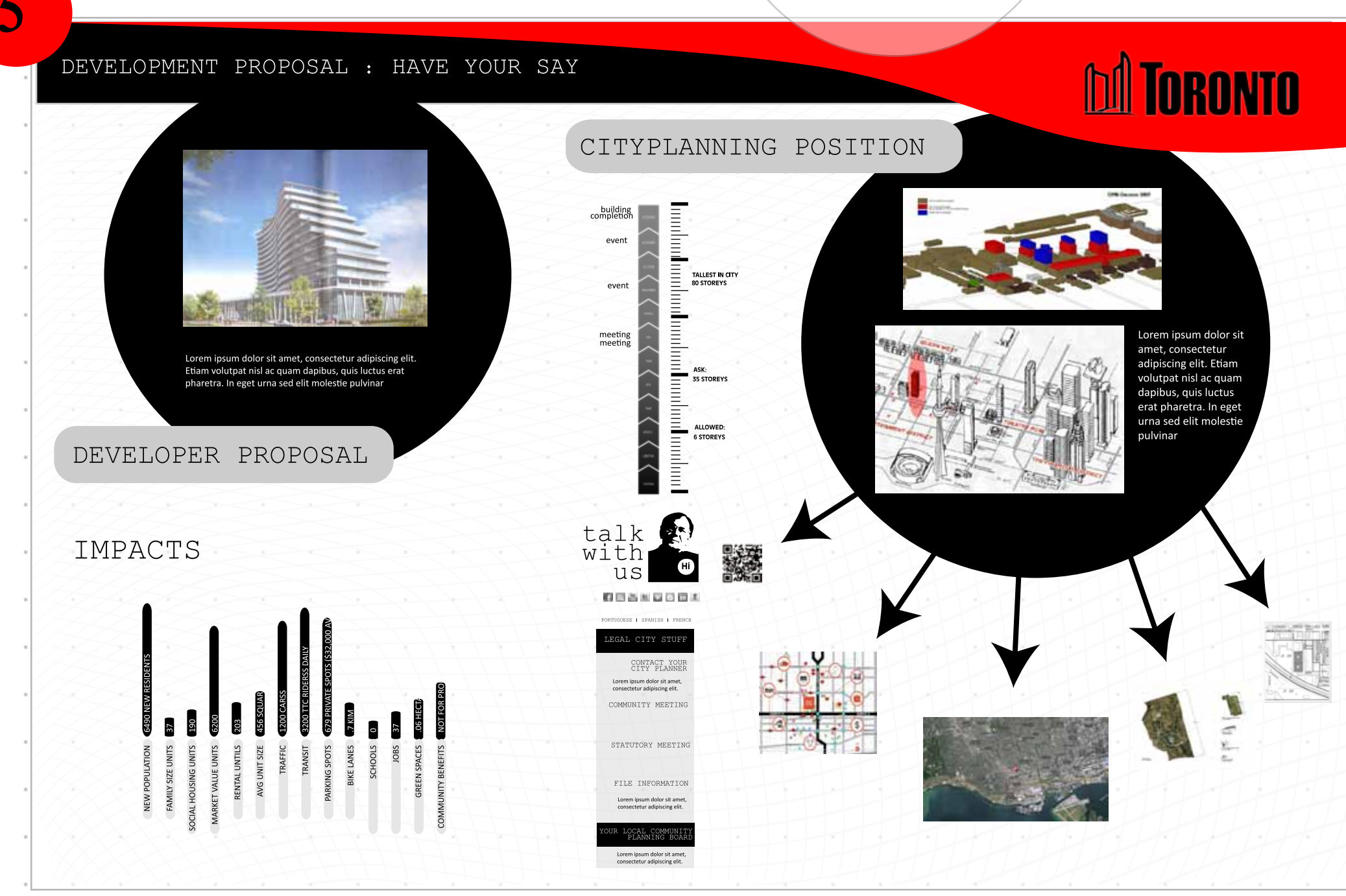


wireframe #4

## PARTICIPATORY DESIGN PROCESS DETAILS

- 1 presentation + interview with 2 senior city planners
- 1 interview with citizen planner
- 2x future workshops
- 1x lo-fi prototyping session
- 9 city planners
- 7 citizen planners
- 4x wireframe design iterations... and counting

5



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## NEXT PHASES

- Online feedback & collaboration
- Iterative prototype development of planning sign, community consultation letter and development notice newspaper ad
- Presentation sessions with City Planners & Citizen Planners

1. Lynch, K. (1960). "The City Image and Its Elements" from *The Image of the City*. In R.T. LeGates & F. Stout, (Eds.), *The City Reader*. Urban Readers Series (pp. 499-509). First Edition (1996). New York, N.Y.: Routledge.