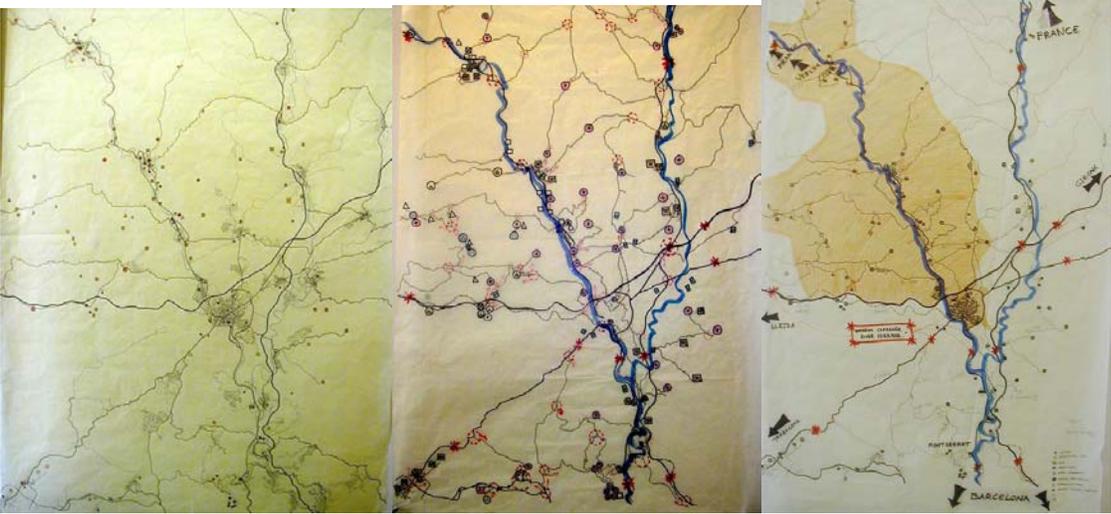


MIDTERM PROPOSAL GROUP THREE

URBAN FORM AND SETTLEMENT PATTERNS



Transportation Survey and Proposals



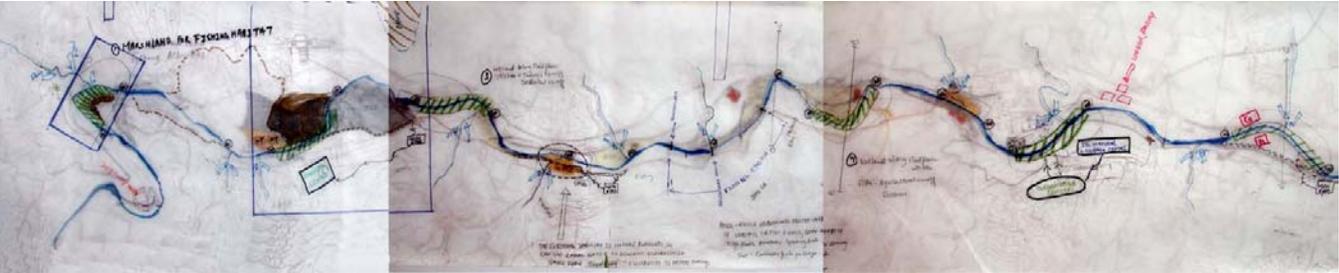
<h2>CARDENER RIVER CORRIDOR</h2> <h3>WAY-FINDING INTERVENTION MATRIX</h3>		
Scale	Objectives	Actions
R E G I O N	<ul style="list-style-type: none"> Promote regional awareness of the Cardener River Corridor's existence (geared at people that travel on regional, national, international scale) Provide clear and visually distinctive information that guides travelers to Corridor 	<ul style="list-style-type: none"> Install a series of signs ("<i>Entering, Approaching Cardener River Corridor</i>") – representative of symbols and design of corridor-specific signage hierarchy (see <i>Corridor</i> scale) – at strategic points on major transportation systems (Ex. Highways A-18, C-1411, C-241b, C-25, C-1410) Explore opportunities to post similar images in strategic visitor-oriented locations of Barcelona (airport, train and bus terminals, hotels, etc.)

<p style="text-align: center;">C O R R I D O R</p>	<ul style="list-style-type: none"> • Engage Corridor residents in opportunities that <ol style="list-style-type: none"> 1. heighten their sense of belonging to, and moving through, the corridor as a place 2. increase their ability to access the workplace, social services, and recreational sites • Engage Corridor visitors in opportunities that <ol style="list-style-type: none"> 1. heighten their sense of traveling through the Corridor as a common place 2. allow them to easily navigate through the Corridor in an efficient manner 	<ul style="list-style-type: none"> • Establish a hierarchical system of networks and connections by <ol style="list-style-type: none"> 1. developing a system of symbols through a proposal and community review process 2. grounding the design of such way-finding symbols in cultural, historical or ecological resources with which community members identify 3. organizing an advisory committee to examine key locations at which signs should be posted <p>launching a corridor-wide public education campaign geared at raising awareness about the implementation and use of new signage system</p>
<p style="text-align: center;">R I V E R W A L K</p>	<ul style="list-style-type: none"> • Facilitate the movement of residents and visitors in close proximity to the Cardener in ways that promote a clear sense of location and interpretive interaction with the river and nearby resources 	<ul style="list-style-type: none"> • Incorporate elements into signs adjacent to river that <ol style="list-style-type: none"> 1. give pedestrians constant orientation to river-walk system in its entirety, and 2. provide information about the significance of nearby cultural, historical and ecological resources

WATERSHED MAPS



ECOLOGICAL PROPOSALS



EDUCATION PROPOSAL:

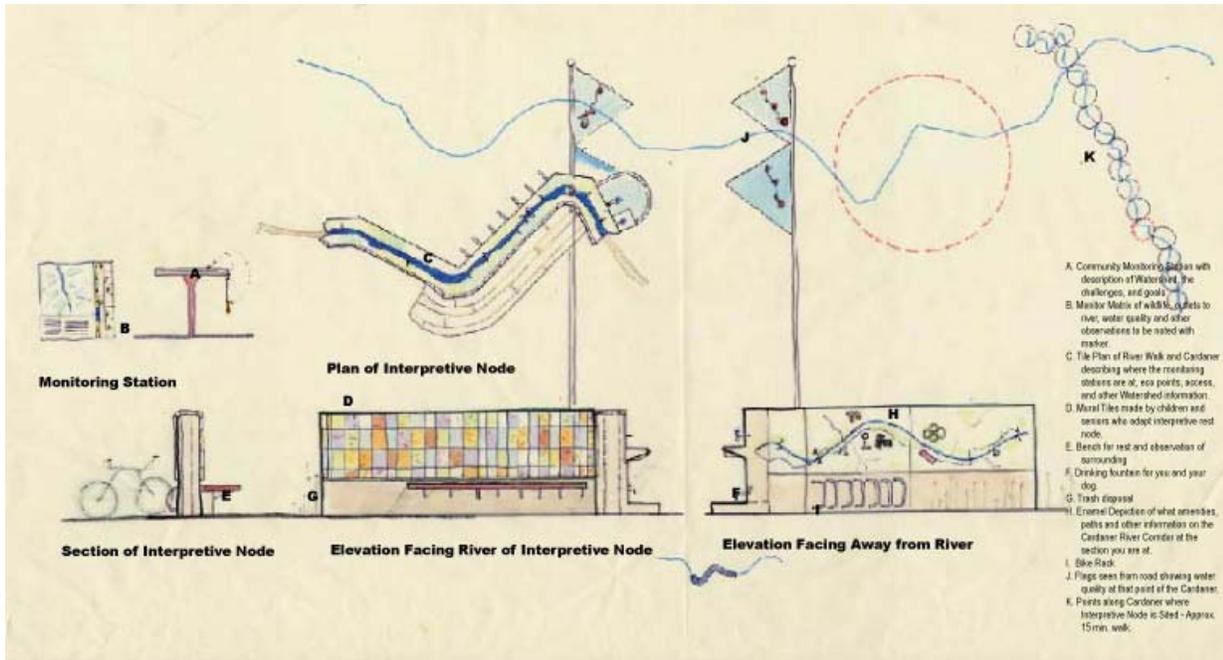
Networks and Integration - Outreach and Education

<p>Improve Water Quality</p>	<p>Audience</p> <ul style="list-style-type: none"> • Municipalities • Industries • Educational Institutions • Community Organizations • Citizens 	<p>Engage the Citizens in the Message</p> <ul style="list-style-type: none"> • Visually • Ownership and Pride • Recreationally • Daily and Yearly
<p>SCALE</p>	<p>OBJECTIVE</p>	<p>ACTION</p>
<p>Regional Watershed</p>	<ul style="list-style-type: none"> • Shared VISION in REGION • Improve regional watershed water quality. • Change behavior of citizens to improve water quality. • Educate region on what watershed means and how it effects them • Bring Municipalities together to share resources on campaign and improvement of watershed management. • Bring Catalunya's Gov..., Dipitacio de Barcelona, Municipalities, NGO's, industries, educational institutions, communities and visitors together. 	<ul style="list-style-type: none"> • Region campaign on Watershed Outreach from all Municipalities • Sequence Campaign - Begin with low budget outreach to begin to get the attention to the area; then at the end of the first phase begin a commercial campaign to bring people to the region. <ul style="list-style-type: none"> ○ Brochure ○ Newspaper ○ Radio ○ Festivals and Workshops ○ Television ○ and repeat • Signage improvements program for the region that informs the users what watershed and sub-watershed they are in. • Process for outreach on changing behaviors <ol style="list-style-type: none"> 1. Identify Problem 2. Where is it coming from? 3. Show Picture 4. How the citizen can change it

<p>Cardaner Watershed Corridor</p>	<ul style="list-style-type: none"> • Make VISIBLE • NGO for Watershed Protection Campaign & Riverwalk care. <ul style="list-style-type: none"> ○ Monitoring ○ Publicity and Brochures ○ Funding ○ Education ○ Cataloging ○ Industrial Product Identity Program • Wayfinding Identity Program • Educational Outreach in elementary and middle school curriculum • Integrate Educational Programs with University in Catalunya's Research Objectives. • Commission Artists and Designers for infrastructure and land improvements 	<ul style="list-style-type: none"> • Voluntary Organizations and Coalition - • Clean Cardaner Coalition with Logo on Products • Adopt - A - River Program for community volunteers - Make Citizens Detectives • Boyscout and Girlscout Equivalent • Initial funding can be provided by the Dipitacio de Barcelona or equivalent regional planning body to pay salary of employees. • NGO do grant writing and internal funding for promotions, research, education and workshops • Watershed and Ecology as part of Primary School Curriculum • Engage the River Walk and Cataloging the corridor • Identify problems of pollution • Design and Art projects for children along the river walk: <i>murals, signage, posters for events, community leaders.</i> • Initial funding can be provided by the Government Program that the Cardaner can be the pilot project for and funding for education for Agencies and Advacacy Groups.
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<p>River Walk</p>	<ul style="list-style-type: none"> • Focus on RECREATION • Clear Points of Access • River is walkable • Schools engage the river in their curriculum • NGO and volunteer organizations maintain river walk and recreation facilities • Art by community and by commission embellishes amenities and infrastructure 	<ul style="list-style-type: none"> • Improve and Re-Use Existing Infrastructure and Amenities • Antius as the site for center synergy and location of multiple river corridor NGO's, Library, and Workshops • Signage improvements program for the region that informs the users what watershed and sub-watershed they are in. • Elementary school monitoring projects • Competitions for logos and open spaces • Festivals • Publicity in News Papers
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<p>Kit-of-Parts and Points of Access</p>	<ul style="list-style-type: none"> • Develop the Watershed Model for the Region • Wayfinding language that is clear and informative to multinational users • Textures and materials talk about their place • Community helps to design and build new sites and walk • Interventions inform the use of where they are at, what is around them, how this effects them, and what other places and things they can be interested in the area • Improve education of Cultural Heritage • Certificates for different accomplishments in the goals established by the watershed organizations and community 	<ul style="list-style-type: none"> • Kit-of-Parts • Storm Drain Graffiti • Drinking Fountains - for dog level as well • Benches • Trail Markers • Ground Cover - have describe zone in i.e... • ecological environment • Interpretive signs of region • Flags for water quality • Flags for events • Maps at site in public spheres of watershed and info • Certificates • Meter and monitoring
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