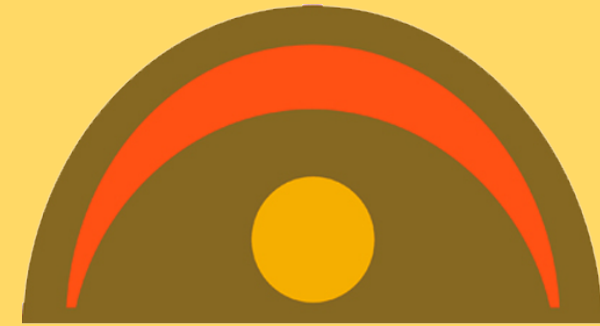




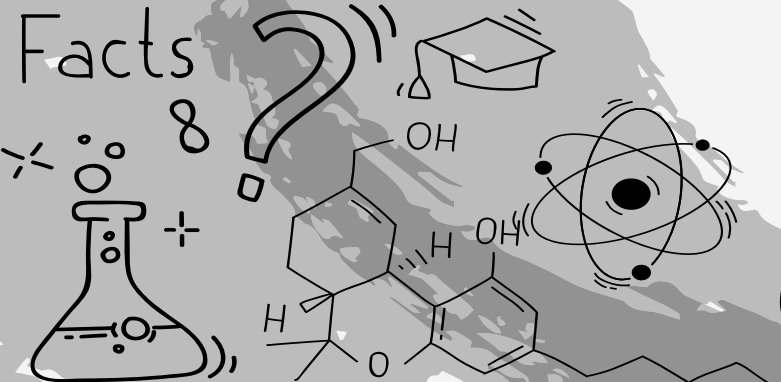
Space for Place

Narrative in Place-based Planning



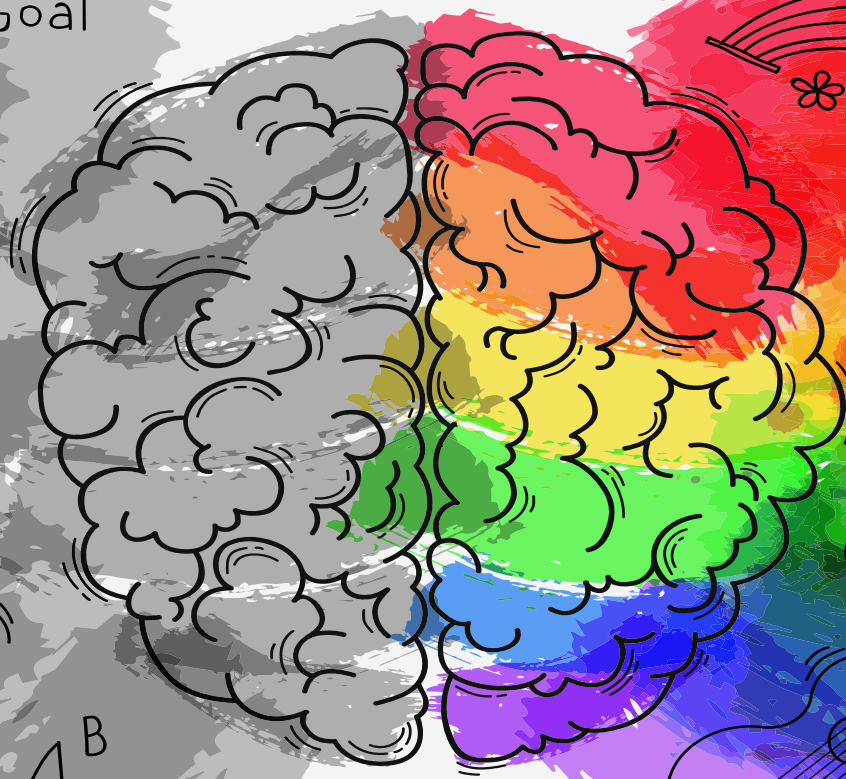
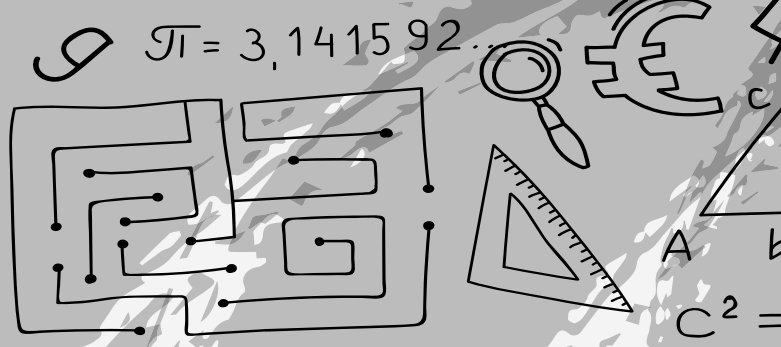
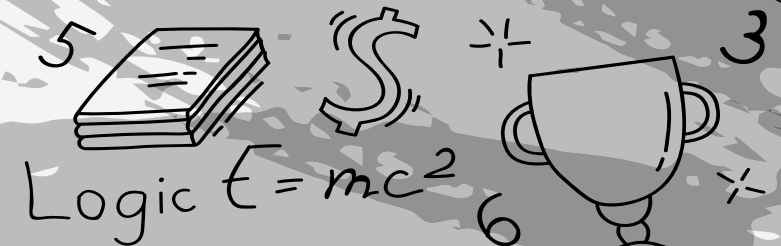
FERMATATA

Facts



# Left Right

Goal



Creative

Dream

Imagination

Emotions





Space and Place



What begins as undifferentiated space becomes place as we get to know it better and endow it with *value*...*Yi-Fu Tuan*<sub>1</sub>



...an unknown physical setting is a “blank space” that only becomes a “place” as it is endowed with meanings through *lived* experiences<sub>1</sub>

# P lace



- oCognitive
- oLogical
- oFactual
- oObjective
- oDiscrete
- oLiteral

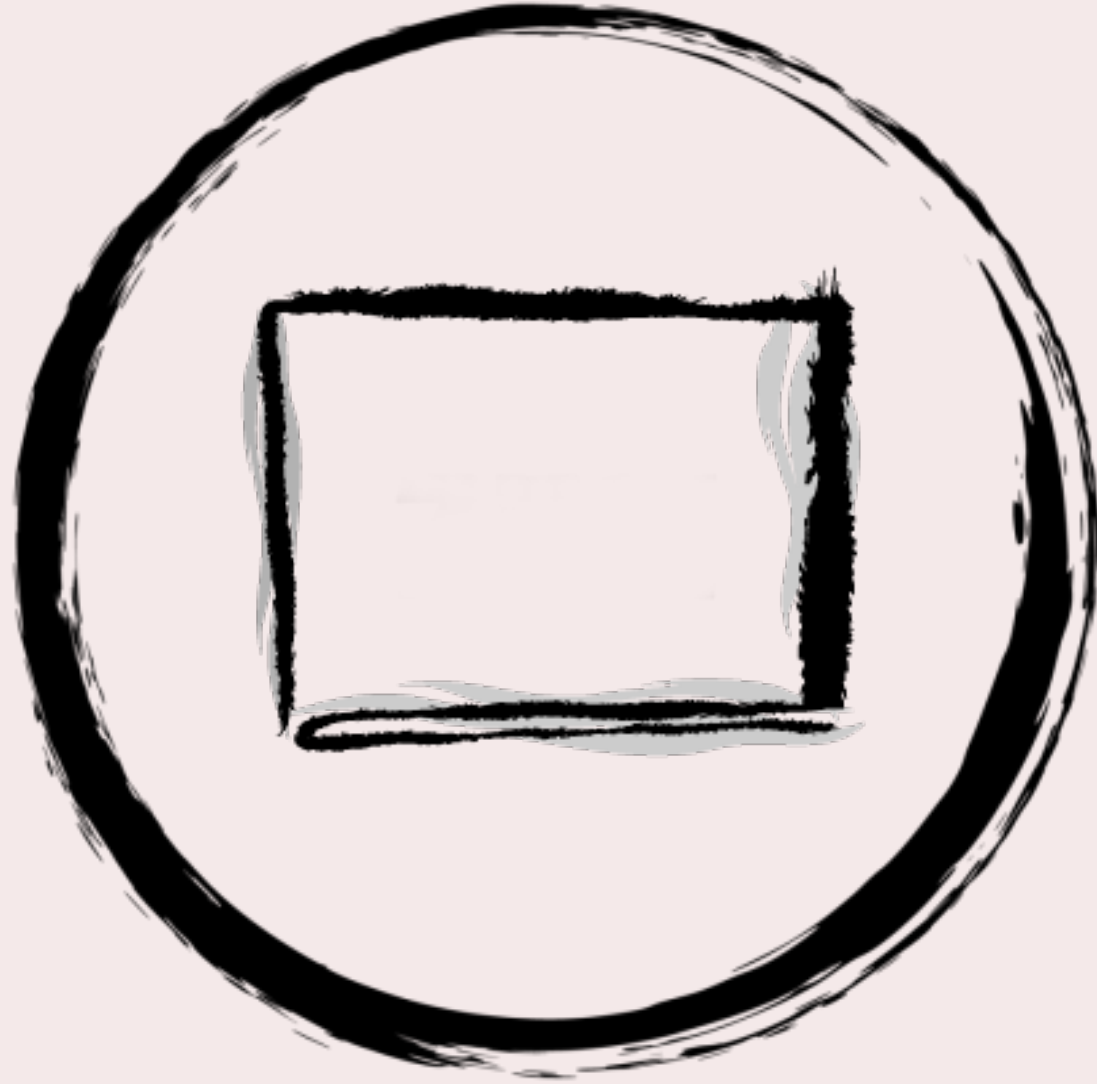
# S<sup>o</sup>pace



- oAffective
- oPerceived
- oEmotional
- oSubjective
- oLiteral



S<sub>4</sub>P







...outside interests have a role in shaping cognition, through shaping the physical landscape, *through interpretation of the landscape...*<sub>2</sub>



Interpretive planning constructs a thematic framework overlaying space and time.



# The Conservation Imperative



...individuals who are emotionally, cognitively, or functionally attached to a place *will act* to protect that place.



...we are willing to fight for places that are more central to our identities...this is especially true when *important symbolic meanings* are threatened by prospective change...<sub>2</sub>



Conservation or preservation without a narrative or context is regulation.





Narrative in Place-based Planning  
Scoping the Work



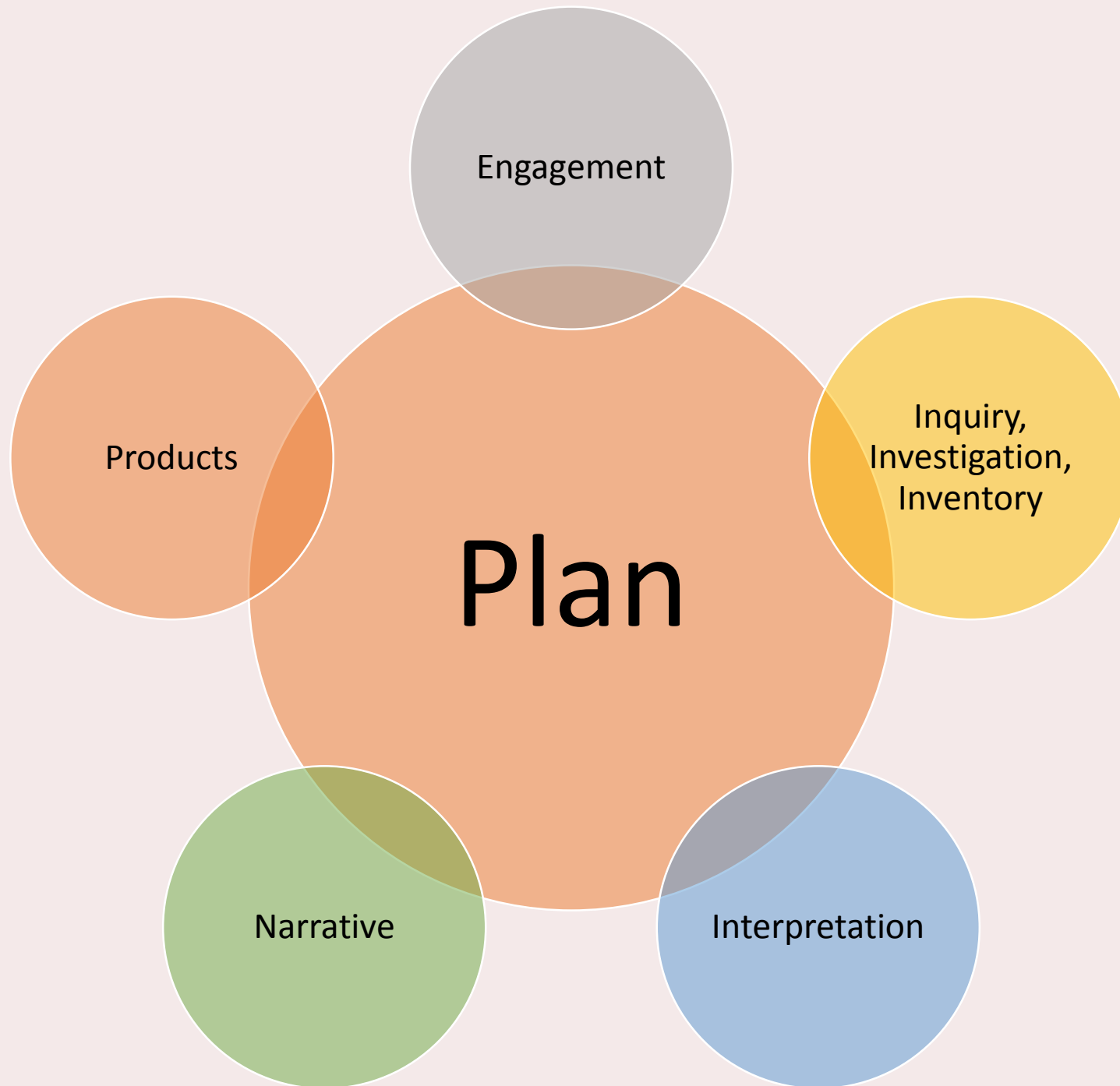
- What is the purpose of the plan?
- Who are the intended audiences?
- What are the desired outcomes?
- What products will be developed?
- How will you measure success?



The budget and timeline are constraints, *not purposes.*



# The Plan



Engagement

Products

Inquiry,  
Investigation,  
Inventory

Plan

Narrative

Interpretation



Public Engagement



## Public Engagement

- What is the purpose of the public engagement?
- If the public can't change or influence the planning, *then don't engage.*



## Public Engagement

- Inclusion by exclusion
- Are you inviting people to a party that you know they cannot attend?





## Public Engagement

- A process that is *both* inclusive and participatory.
  - Inform
  - Solicit
  - Contribute
  - Support



## Public Engagement

- The public will not come to you; you need to go to the public.
- Face-to-face approaches to public engagement can be strengthened, not replaced, by online strategies.



## Public Engagement

- Engage more people;
- Engage a broader demographic;
- Collect informed input;
- Collect actionable input.



Inquiry, Investigation, Inventory





The inventory of places includes points of interest, thematic punctuation, interpretive potential, and engagement.



The interpretive framework includes not only an inventory of places and resources within a space, but also identifies *a diversity of meanings and values* associated with each place.



## Bricolage

Bricolage, in the interpretive context, is the construction of a narrative by using whatever comes to hand.





## Bricolage

- The interpretive bricoleur is an artisan, a craftsman.
- The interpretive bricolage is a multi-media, multi-textual, narrative approach to planning.



## Bricolage

- The interpreter assembles an interpretive montage through which meaning is constructed and conveyed according to a narrative.
- This process of bricolage stimulates an inclusive and dynamic dialogue between the interpreter and the audience.



Narrative



Through narrative we understand the world and our place in it.



Theme is what the narrative is about; stories, organized along storylines, are the materials that we use to construct the narrative.



Stories are dynamic, changeable, never the same. Yet they convey something about what we believe to be stable in the world. They shape our actions and are at the same time what is left when the action is gone.



Many of a narrative's stories are created from people's memories. Over time, however, stories can also influence these memories. Once people have a narrative, memories are shaped to fit in it.



Narratives typically contain a rich and varied array of ideas; however, at any given time, there is a dominant narrative that society, in general, follows.





The interpreter's responsibility is to offer a narrative that extends outside the bounds of that which is in vogue.



*The chief aim of interpretation is not instruction, but provocation...Freeman Tilden*



## Narrative Typology

- Theme
  - Subthemes
    - Storylines
      - Stories



## Example: Our Austin Story

- Project: Our Austin Story
- Theme: Great Cities Tell Great Stories
  - Subtheme: Republic Square
    - Storyline: TexMex Revolution
      - Stories (Collection): Food
        - Story: Tamale





## Example: Our Austin Story

- Project: Our Austin Story
  - Theme: Great Cities Tell Great Stories
    - Subtheme: Brush Square
      - Storyline: Cowboy Culture
        - Stories (collection): Food
          - Story: Barbecue



## Example: Our Austin Story

- Stories: Barbeque
  - History
    - Origins
      - Taíno
      - Vaquero/Charro
    - Places
      - Franklin BBQ
    - People
      - C. B. Stubblefield





## Example: Our Austin Story

- Stories: Barbeque
  - Ingredients
    - Sauce
      - Stubb's
- Events
  - Austin Rodeo
- Restaurants
  - Salt Lick





## Example: Our Austin Story

- Project: Our Austin Story
  - Theme: Great Cities Tell Great Stories
    - Subtheme: Brush Square
      - Storyline: Cowboy Culture
        - Stories (Collection): Commerce
          - Stories: Ranching
            - Story: Branding







## Example: Our Austin Story

- Project: Our Austin Story
  - Theme: Great Cities Tell Great Stories
    - Subtheme: Balcones Escarpment
      - Storyline: St. Edwards Park
        - Stories (Collection): Endemic Species
          - Stories: Endangered Species
            - Story: Golden-cheeked warbler

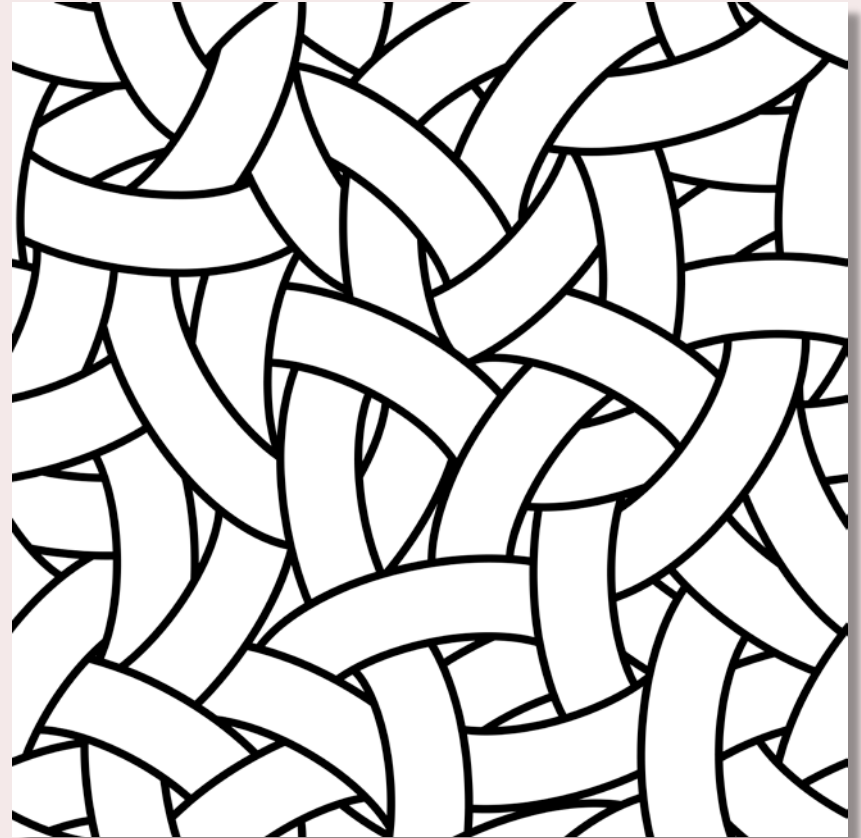




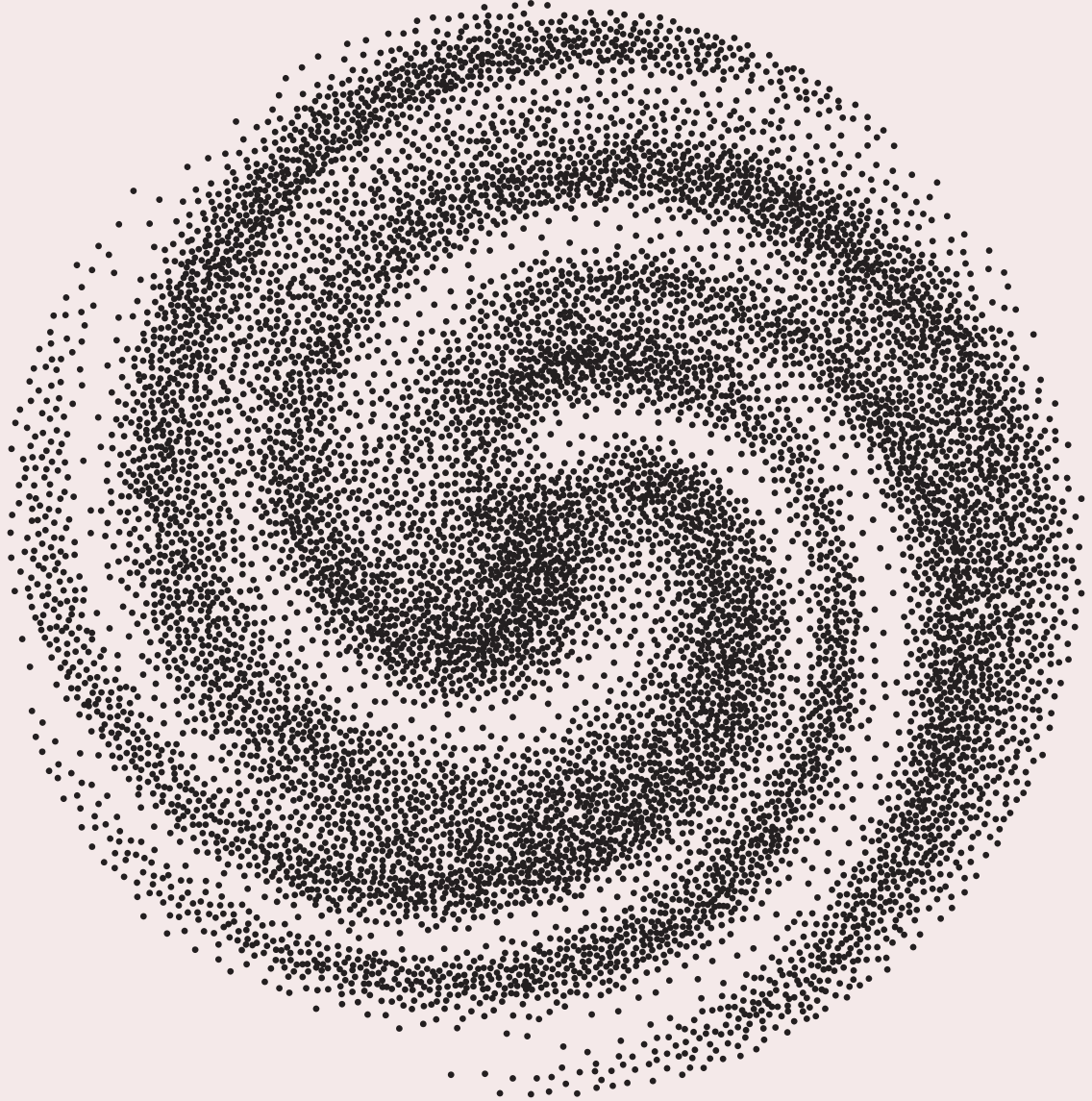
- Stories are often shared by storylines.
- Stories are often shared by places.
- The interpretive threads that connect these storylines and places are woven into the interpretive space.



- Written narrative
- [Our Austin Story](#)
- [Story Map](#)
- [Story Map apps](#)



S<sub>4</sub>P







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