Placemaking Toolkit Manual

ENVISION CAMERON

Prepared for: Cameron Community, Arizona, Navajo Nation
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PROJECT TEAM:

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USDA Rural Development

Client:
Tolani Lake Enterprise

Planning and Design:
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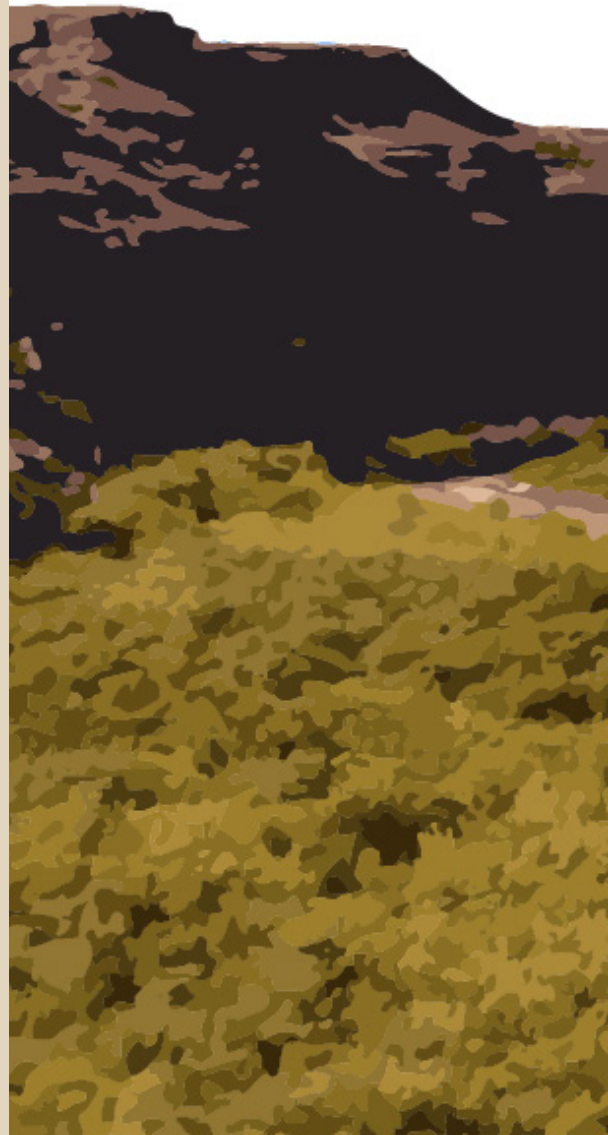7550 E. McDonald Drive
Scottsdale, AZ 85251

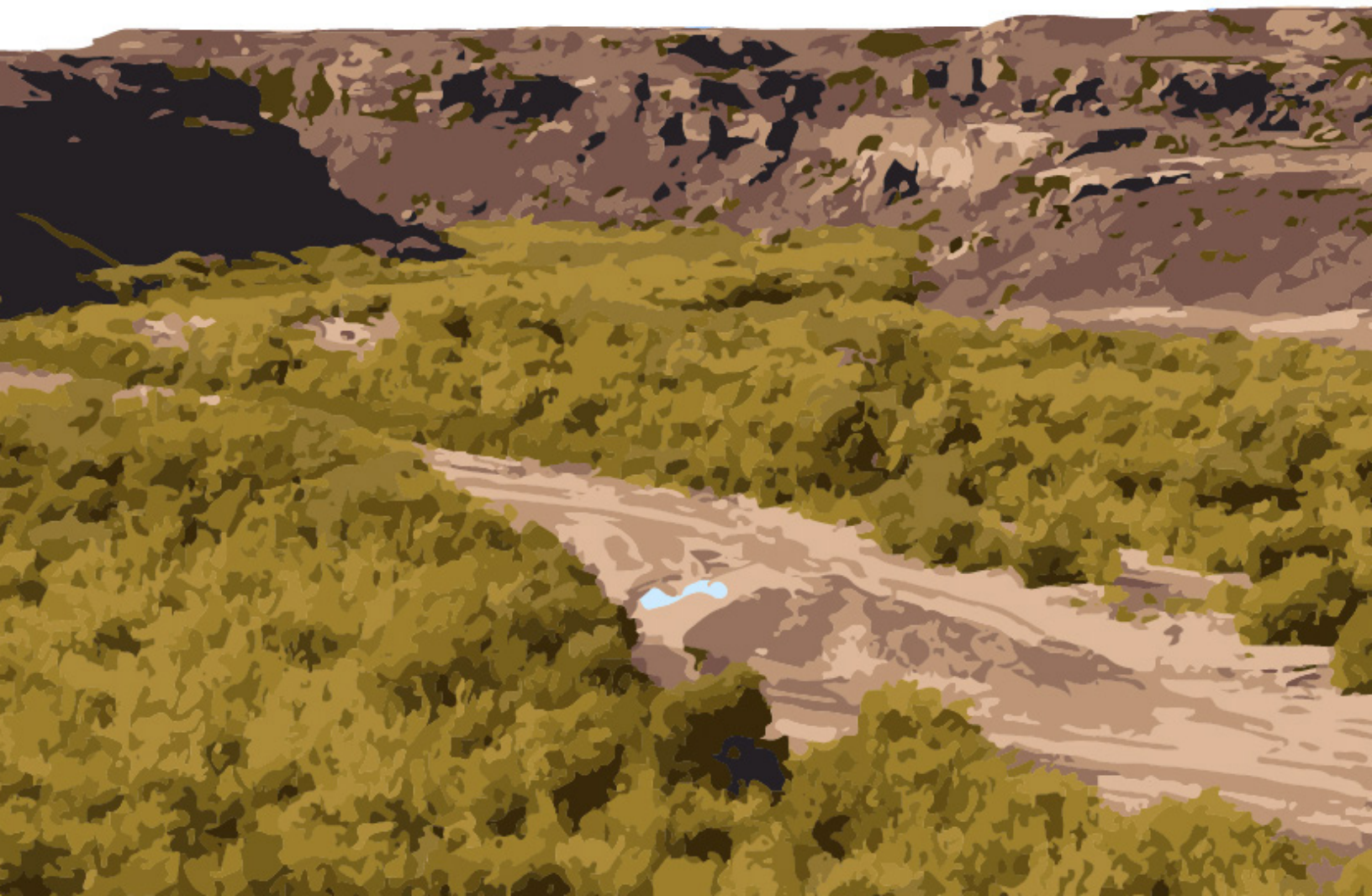Organizational Support/Grant Writer:
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Local Organizational Support:
Native Community Builders

Blackstreak Holdings, LLC

Walking in Beauty

"In beauty I walk
With beauty before me I walk
With beauty behind me I walk
With beauty above me I walk
With beauty around me I walk
It has become beauty again..."

Swaback's award winning office, The Studio on Cattletrack, is a series of highly individualized suites arranged around a central garden. Among its design honors was the top AIA award in the state.

A Brief Overview of
Swaback

Swaback is a team of dedicated individuals providing services in hospitality, special case architectural design and planning, interior design, environmental and graphic design, and community development services.

The firm was founded in 1978 and currently practices throughout the United States, Mexico, and the World.

Inspired by an uncommon association with Frank Lloyd Wright and over 25 years of study and preparation, Swaback was founded to create an Architectural and Planning practice which would provide individualized work for demanding clients.

From the start, Swaback set out to build an organization of sufficient depth to undertake very special projects. The result is an enviable group of clients including some of the most interesting organizations in the world. The experience of the firm has included a significant number of resorts, resort residential developments, hotels, restaurants, public and private clubs and spas. Additionally, the firm has a strong presence in custom residential design based in sustainable building practices.

01.

CONTENTS

Placemaking is the art of creating meaningful and vibrant places that reflect the unique identity and aspirations of a community.

02.

INTRODUCTION
& OVERVIEW

02. INTRODUCTION & OVERVIEW

Envision Cameron is a placemaking planning project that was born out of a desire to revitalize and empower the Cameron community. It all began when a group of community leaders, artists, and activists came together with the goal of creating a more vibrant, inclusive, and sustainable community. They recognized the potential of placemaking, the process of creating public spaces that promote social interaction, cultural expression, and economic development.

With this vision in mind, the group applied for a grant from a local foundation that supports community-driven initiatives. To their delight, their proposal was accepted, and they were awarded the grant. This gave them the resources and support they needed to kick off Envision Cameron.

From the outset, the group's first instincts were to focus on the Cameron community. Cameron is a diverse and historic neighborhood in the heart of Navajo destinations, with a rich cultural heritage and a strong sense of community spirit. The group recognized that Cameron was the perfect place to launch a placemaking project, as it had the potential to bring together residents from all walks of life and create a shared sense of pride and belonging.

Over the following months, the Envision Cameron team worked tirelessly to engage with the community, gathering input and ideas from residents, local businesses, and community organizations. They conducted surveys, held community meetings, and hosted events to get people involved and excited about the project. Together, they developed a comprehensive placemaking plan that reflected the needs, aspirations, and values of the Cameron community.

The vision of Envision Cameron is a thriving community that has transformed public spaces across the neighborhood. From colorful murals to community gardens, from pop-up markets to public art installations, Envision Cameron will bring new life and energy to the community. It will be a shining example of how placemaking can be used to create positive change and build stronger, more resilient communities.

02.1.1 USDA Rural Placemaking Grant

The USDA Rural Placemaking Grant is a funding program offered by the United States Department of Agriculture (USDA) that supports placemaking projects in rural communities. Placemaking is the process of creating and improving public spaces that are welcoming, accessible, and engaging, and that encourage social interaction, community building, and economic development. The USDA Rural Placemaking Grant is designed to help rural communities develop and implement placemaking projects that enhance the quality of life for residents, attract visitors, and stimulate local economies.

The grant provides funding for a wide range of placemaking activities, including the design and construction of public spaces such as parks, plazas, and streetscapes, the installation of public art and cultural amenities, and the development of community gardens and green spaces. It also supports activities that promote community engagement and participation, such as public workshops, community planning sessions, and cultural events.

To be eligible for the USDA Rural Placemaking Grant, applicants must be located in a rural area as defined by the USDA, have a population of 50,000 or less, and demonstrate a need for the placemaking project. The grant application process is competitive, and applicants are evaluated based on a variety of criteria, including project feasibility, community engagement, sustainability, and economic impact.

Overall, the USDA Rural Placemaking Grant is a valuable resource for rural communities that are looking to improve their public spaces, enhance their cultural amenities, and build stronger, more resilient communities. By supporting placemaking projects in rural areas, the USDA is helping to promote economic development, preserve cultural heritage, and improve the quality of life for rural residents.

02.1.2 Swaback's Relationship with Navajo Nation

Swaback has a long history of working on projects on the Navajo Nation. Over the past 11 years, Swaback has worked extensively on the Navajo Nation, in all 110 communities. Swaback has been involved in a wide range of projects for the Navajo Nation, including large-scale master planning efforts as well as site-specific planning projects for individual communities.

One of Swaback's most notable projects on the Navajo Nation is the Sustainable Communities Master Plan, which aims to promote sustainable development practices across the entire Nation. The plan includes strategies for focused development areas that includes a menu of housing typologies, commercial, and...The plan has been widely praised for its innovative approach to community development and its focus on promoting what a healthy, vibrant community is on the Navajo Nation. Overall, Swaback's work on the Navajo Nation demonstrates the company's commitment to creating sustainable, culturally sensitive, and community-driven designs that promote the health, well-being, culture, lifestyle and economic vitality of Native American communities.

The company recognizes the unique challenges facing the Navajo Nation, including limited infrastructure, economic development opportunities, and access to resources. Swaback is dedicated to helping the Navajo Nation overcome these challenges by providing innovative and sustainable design solutions that reflect the needs and aspirations of the community. Additionally, Swaback's longstanding history of working on projects in Native American communities has given them a deep understanding of the cultural and historical context of the Navajo Nation, and a strong relationship with community members and stakeholders. Overall, Swaback's interest in continuing to work on the Navajo Nation reflects their commitment to creating meaningful and sustainable change in Native American communities.
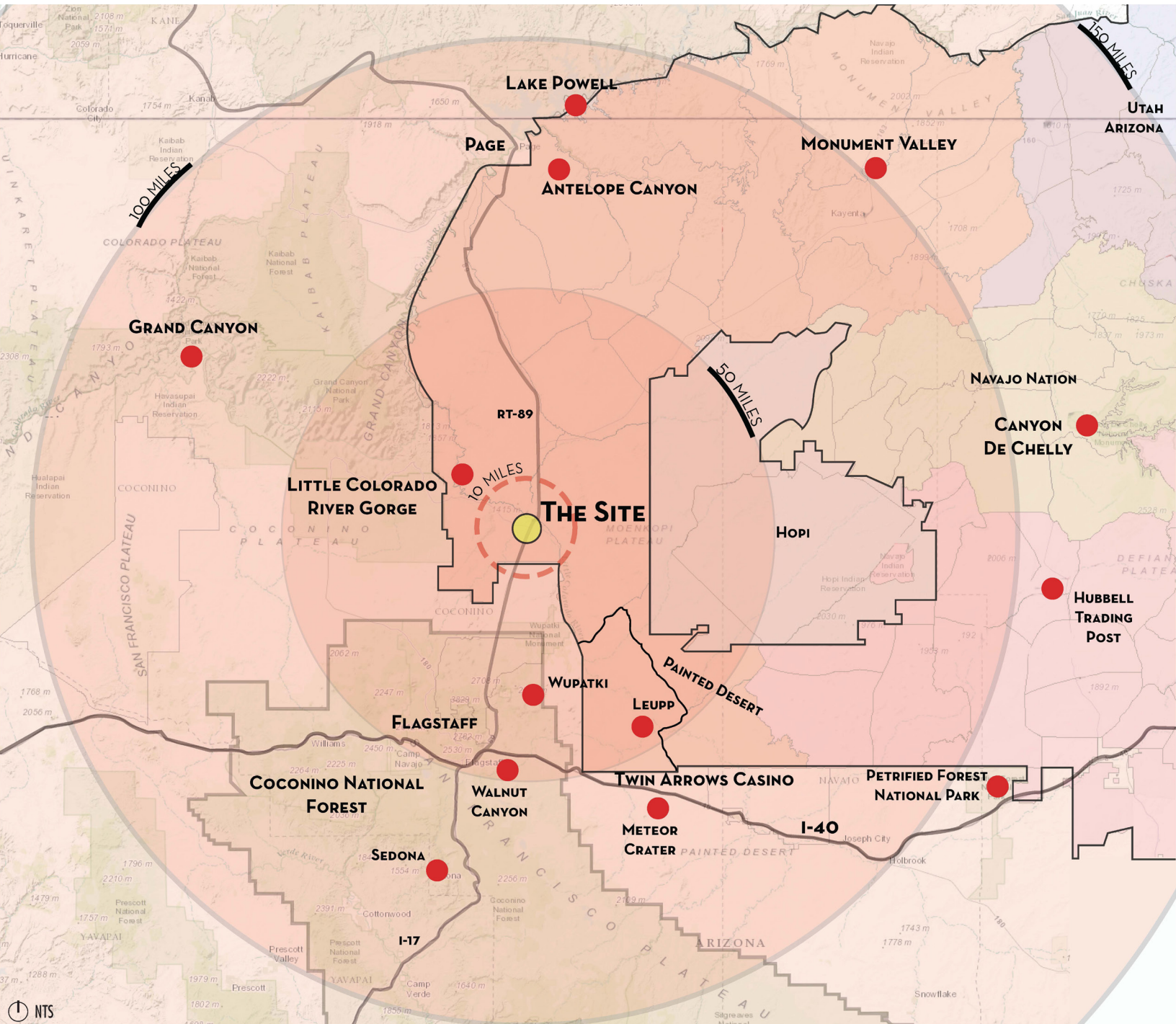
02.2 WHY CAMERON?

First, Cameron is located on the periphery of the Navajo Nation, and has access to many popular tourist destinations in Arizona and Utah. As such, working in Cameron provides an opportunity to engage with and learn from a unique cultural community with a rich history and heritage. This can help inform the design and development of the public space, and ensure that it is responsive to the needs and aspirations of the community.

Second, Cameron is a small, rural community with limited access to resources and economic development opportunities. A placemaking project in Cameron could help address some of these challenges by creating a vibrant and accessible public space that promotes social interaction, community building, and economic development.

Third, Cameron is located in a region of Arizona that is known for its natural beauty and outdoor recreation opportunities. By incorporating these natural elements into the design of the public space, the placemaking project can help promote environmental awareness and sustainability while creating a space that is welcoming and engaging for community members and visitors alike.

Overall, working in Cameron provides an opportunity to create a meaningful and sustainable public space that promotes community well-being, cultural preservation, and economic development in a unique and historically significant location.

LAKE POWELL

PAGE

MONUMENT VALLEY

ANTELOPE CANYON

Utah
Arizona

150 MILES

100 MILES

GRAND CANYON

NAVAJO NATION

CANYON DE CHELLY

50 MILES

RT-89

10 MILES

LITTLE COLORADO RIVER GORGE

THE SITE

HOPI

HUBBELL TRADING POST

PAINTED DESERT

WUPATKI

LEUPP

FLAGSTAFF

COCONINO NATIONAL FOREST

WALNUT CANYON

TWIN ARROWS CASINO

PETRIFIED FOREST NATIONAL PARK

I-40

SEDONA

METEOR CRATER

I-17

NTS

02.3 THE MANY WONDERS OF CAMERON, AZ

Nestled amidst the breathtaking Painted Desert landscapes of Arizona, Cameron is a captivating community that boasts a multitude of attractions. Situated in close proximity to popular tourist destinations, including the Grand Canyon and Monument Valley, Cameron offers a unique blend of natural beauty and cultural richness. As a vibrant Navajo community, it showcases the traditional art, music, and cuisine of the Navajo people, providing visitors with an authentic cultural experience. From the stunning vistas of the surrounding red rock formations to the warm hospitality of the locals, Cameron invites travelers to explore its enchanting trails, immerse themselves in Navajo traditions, and discover the hidden gems of this captivating destination.
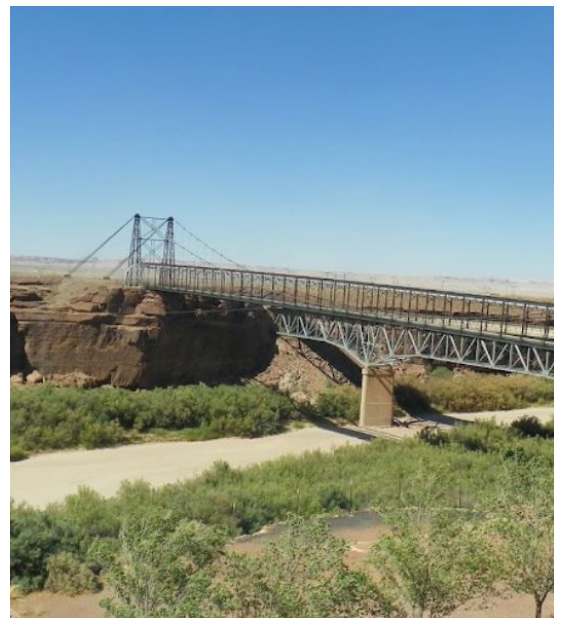
02.4 ACKNOWLEDGEMENTS

We would like to extend our heartfelt gratitude and appreciation to the entire project team who worked tirelessly to make this placemaking project a reality. Your dedication, creativity, and hard work have truly made a positive impact on the community. Without your expertise, passion, and commitment, this project would not have been possible.

We would also like to acknowledge the numerous community members who participated in this project, from providing feedback and ideas to volunteering their time and resources. Your input and support have been invaluable in shaping this project and making it truly representative of the community's needs and desires. Your enthusiasm and engagement have been a driving force in bringing this project to life.

Finally, we would like to thank the community leaders and organizations who supported and believed in this project from the outset. Your leadership, advocacy, and encouragement have been instrumental in bringing this vision to fruition. Your commitment to improving the quality of life for residents and promoting community engagement and collaboration have been the backbone of this project. We are truly grateful for your unwavering support and dedication. Together, we have created a comprehensive master plan and placemaking tool kit that will help Cameron to create vibrant and welcoming public spaces that reflect the spirit, diversity, and vitality of the community.

**Native
Community
Builders**

03.

THE PROCESS & TOOLS

03.1 PROJECT APPROACH

The approach that we took with the Cameron community was a community-driven approach that recognizes the unique needs, priorities, and aspirations of the community. The project approach was focused on creating a vibrant and sustainable public space that enhances the well-being of community members, promotes economic development, and celebrates the cultural heritage of the community.

The project involved a collaborative process that engaged community members, stakeholders, and local government officials in the planning, design, and implementation of the public space. This process included a series of community meetings, workshops, and interactive spaces for feedback (Mural, Facebook) to gather input and feedback from community members, as well as consultation with local experts and leaders.

The design of the public spaces will be based on the principles of placemaking, which prioritize the creation of public spaces that are accessible, inclusive, and engaging for all community members. This will involve incorporating elements such as public art, landscaping, and wayfinding signage, as well as designing the spaces to be flexible and adaptable to a range of activities and events.

The project will also involve a focus on economic development, with the goal of creating a space that attracts and supports artists, local businesses and entrepreneurs. This could involve elements such as small business incubators, pop-up markets, and community events that promote local commerce.

Overall, the project approach for the placemaking effort in the Cameron community will be focused on creating a sustainable and vibrant public space that reflects the needs and aspirations of the community. By engaging community members in the planning and design process, incorporating placemaking principles, and focusing on economic development, the project has the potential to enhance the well-being and vitality of the community and unlock the latent potential of Cameron as a destination in its own right.

03.2 CO-CREATION & COLLABORATIVE SPIRIT

The engagement process for the placemaking effort involved a co-creation and collaborative spirit approach that emphasizes the importance of community involvement and empowerment. The goal of this approach is to ensure that community members are active participants in the planning and design process, and that the final deliverable, the Placemkaing Toolkit and Comprehensive Plan, and overall effort reflects the needs and aspirations of the community.

The co-creation and collaborative spirit approach involved a series of community meetings over the weekends and workshops that happened late in the evening, to gain feedback from community members. These engagement activities were designed to be inclusive and accessible to all community members, which included remote access, online interactive engagement, and social media.

The engagement process involved a focus on building partnerships and collaborative relationships with local organizations and leaders, such as Tolani Lake Enterprise, Navajo Power, Native Community Buildings, and Building Communities. This also included Chapter House officials, entrepreneurs, and local community members. By engaging with a diverse range of stakeholders, the project can benefit from a range of perspectives and expertise, and create a public space that reflects the values and priorities of the broader community.

Overall, engagement is essential for the success of the placemaking effort in the Cameron community. By empowering community members, building partnerships, and fostering a sense of ownership and pride in the public space, the project can create a lasting and meaningful impact on the community and promote the health, well-being, and economic vitality of the region.

03.3 WHAT IS PLACEMAKING?

Placemaking is the process of creating and improving public spaces that are welcoming, accessible, and engaging, and that encourage social interaction, community building, and economic development. Placemaking aims to transform public spaces from mere functional areas to vibrant and lively places that reflect the character, culture, and values of the community. It is a collaborative and participatory approach that involves community members, artists, designers, planners, and other stakeholders in the planning, design, and implementation of public spaces.

Placemaking projects can include a wide range of physical improvements, such as the installation of public art, street furniture, lighting, and landscaping. But it also involves creating programming and activities that promote social interaction and community engagement, such as festivals, markets, concerts, and workshops. Placemaking recognizes that public spaces are not just physical places, but also social and cultural spaces that shape our experiences and sense of belonging.

Overall, placemaking is a holistic and people-centered approach to urban and community development that seeks to create public spaces that are not just functional, but also beautiful, inclusive, and meaningful. It recognizes the importance of community engagement and participation in shaping the built environment and aims to create public spaces that are truly reflective of the community's needs, aspirations, and values.

How to make places in Cameron?

There are several steps that can be taken to make places in a community:

Identify community needs: The first step in making places in a community is to identify the needs of the community. This can be done through community meetings, surveys, and other forms of engagement with community members.

Plan and design: Once the needs of the community have been identified, the next step is to plan and design the public space. This can involve working with architects, urban planners, and community members to create a vision for the space that reflects the needs and values of the community.

Engage the community: Community engagement is key to making successful public spaces. It is important to involve community members in the planning, design, and implementation of the public space to ensure that it meets the needs and desires of the community.

Implement the plan: Once the plan has been developed and community members have been engaged, the next step is to implement the plan. This can involve working with contractors, volunteers, and other stakeholders to bring the plan to life.

Maintain and sustain: Once the public space has been created, it is important to maintain and sustain it over time. This can involve regular maintenance, programming and activities, and ongoing community engagement to ensure that the space remains a vibrant and meaningful place for the community.

Overall, making places in a community requires collaboration, engagement, and a commitment to creating public spaces that reflect the needs and values of the community. By working together, community members, organizations, and local government can create public spaces that promote social interaction, community building, and economic development, and that enhance the quality of life for residents.

What is Placekeeping?

Placekeeping is the practice of preserving and maintaining the cultural and historical identity of a place or community. It involves recognizing and honoring the heritage, traditions, and social fabric of a community, and working to protect and enhance those aspects of the community that are most valued and cherished. Placekeeping is often contrasted with placemaking, which is focused on the creation of new public spaces or the improvement of existing ones.

Placekeeping involves a range of activities, such as preserving historic buildings and landmarks, promoting local cultural events and traditions, and supporting local businesses and economies. It also involves engaging with community members and stakeholders to understand their needs and aspirations for the community, and working collaboratively to address challenges and build on strengths.

Placekeeping recognizes that public spaces are not just physical places, but also social and cultural spaces that shape our experiences and sense of identity. It acknowledges the importance of community engagement and participation in preserving and maintaining the character and identity of a place. Overall, placekeeping is a people-centered approach to community development that seeks to protect and enhance the cultural and historical heritage of a place while also promoting social and economic vitality.

How to keep places in Cameron?

Keeping places in a community requires ongoing effort and investment to ensure that public spaces remain welcoming, accessible, and engaging for community members. Here are some strategies for keeping places in a community:

Regular maintenance: Regular maintenance is critical for keeping public spaces in good condition. This can involve tasks such as cleaning, landscaping, and repairing infrastructure. Local government, community organizations, and volunteers can all play a role in maintaining public spaces.

Programming and activities: Programming and activities can help keep public spaces vibrant and engaging. This can involve organizing events such as concerts, festivals, and farmers' markets, as well as offering programs such as fitness classes, art workshops, and educational events. By offering a range of activities, public spaces can attract a diverse range of community members and become a hub for social interaction and community building.

Community engagement: Community engagement is essential for keeping public spaces relevant and reflective of the community's needs and desires. Community members should be involved in decision-making processes related to public spaces, and local government and community organizations should regularly seek feedback from community members to understand their needs and aspirations.

Sustainability: Sustainability is key for ensuring that public spaces remain viable over time. This can involve measures such as using environmentally friendly materials and practices, promoting alternative modes of transportation, and creating spaces that are adaptable and flexible to changing needs and uses.

Overall, keeping places in a community requires a commitment to ongoing maintenance, programming, and community engagement. By investing in public spaces and making them accessible, welcoming, and engaging for all community members, we can create vibrant and thriving communities that promote social interaction, community building, and economic development.

INDIGENOUS PLACEMAKING

Indigenous placemaking is a process of creating public spaces that reflect and honor the cultural heritage and traditions of Indigenous peoples. It is a collaborative and community-driven approach that involves Indigenous communities, artists, designers, planners, and other stakeholders in the planning, design, and implementation of public spaces.

Indigenous placemaking recognizes the importance of the relationship between Indigenous peoples and the land, and seeks to create public spaces that reflect this relationship. It involves incorporating Indigenous cultural elements such as art, architecture, and storytelling into public spaces, as well as designing spaces that are respectful of Indigenous cultural practices and traditions.

Indigenous placemaking is also focused on promoting community empowerment and self-determination. It recognizes that Indigenous communities have unique needs and aspirations, and seeks to create public spaces that are responsive to these needs and reflective of the community's values and priorities.

Overall, Indigenous placemaking is a holistic and culturally sensitive approach to community development that seeks to promote the health, well-being, and empowerment of Indigenous communities. By incorporating Indigenous cultural elements into public spaces and engaging with Indigenous communities in a collaborative and respectful way, we can create public spaces that are not just functional, but also beautiful, inclusive, and meaningful.

THE PURPOSE OF THIS PLACEMAKING TOOLKIT

The purpose of this Placemaking Toolkit for the Cameron community is to provide the community members with the knowledge and resources they need to plan and implement successful placemaking projects that reflect the unique character and needs of their community. The toolkit will serve as a guide for community members, outlining key principles of placemaking, providing practical guidance on how to implement projects, and providing methods to utilize.

The placemaking toolkit will be an important tool for the community, as it will provide a roadmap for the community to create vibrant public spaces, enhance walkability and bikeability, promote sustainability, and foster a sense of community. It will also help the community to better understand the needs and aspirations of its residents, and develop projects that are responsive to those needs.

Overall, the placemaking toolkit will play a critical role in empowering the Cameron community to take ownership of their public spaces and enhance their quality of life. By providing guidance and resources for placemaking projects, the toolkit will help the community to create a more livable, vibrant, and sustainable community for generations to come.

PLACEMAKING PROCESS

Placemaking is a multidimensional approach that involves various activities, engagements, tools, and strategies to create thriving and meaningful places within cities and communities. Drawing insights from the following sources: "Placemaking - What if we built our cities around places?" by Project for Public Spaces, "How to do Creative Placemaking" by the National Endowment for the Arts, and "The Subtle Art of Placemaking" by Perkins-Eastman Design Research, we can identify key elements of placemaking:

Community Engagement and Participation: Placemaking places a strong emphasis on engaging and involving the community in the design and activation of public spaces. This includes methods such as community workshops, surveys, public meetings, and participatory decision-making processes to ensure that the needs, aspirations, and ideas of local residents are integrated into the placemaking efforts.

Visioning and Goal Setting: Placemaking often begins with establishing a shared vision and goals for the desired outcome of a place. This includes defining the values, aspirations, and desired characteristics of the community and the place being developed or revitalized.

Creative and Cultural Activities: Placemaking often involves incorporating creative and cultural activities that celebrate local heritage, arts, and traditions. This can include public art installations, performances, festivals, and cultural events that activate and animate the space, fostering a sense of identity and community pride.

Activation and Programming: Placemaking often involves activating spaces with a range of activities and programming that engage and attract people. This can include events, performances, markets, festivals, art installations, and recreational activities, farmers markets, concerts, outdoor movie screenings, fitness classes, food fairs, and other events that cater to the interests and needs of the community.

Design and Urban Interventions: Placemaking utilizes design strategies and urban interventions to transform underutilized or neglected spaces into welcoming and functional places. This can include elements like pedestrian-friendly infrastructure, green spaces, seating areas, wayfinding signage, lighting, and street furniture, all aimed at enhancing the overall quality and accessibility of the place.

Tactical Urbanism: This approach involves using temporary or low-cost interventions to quickly transform a space and gather feedback before making more permanent changes. Examples include pop-up parks, temporary installations, and pilot projects to test and refine placemaking ideas.

Public Policy and Zoning: Placemaking can be supported through the development of supportive public policies and zoning regulations. These policies can encourage mixed-use development, pedestrian-friendly infrastructure, affordable housing, and other regulations that promote vibrant and inclusive places.

Partnerships and Collaboration: Placemaking thrives on collaboration among various stakeholders, including local government, community organizations, businesses, and artists. Partnerships facilitate the pooling of resources, expertise, and knowledge, fostering collective ownership and shared responsibility in the placemaking process.

Evaluation and Adaptation: Continual evaluation and assessment of placemaking initiatives are crucial for understanding their impact and making necessary adjustments. Regular feedback loops help gauge community satisfaction, measure effectiveness, and identify areas for improvement, ensuring that the placemaking efforts remain responsive to the evolving needs and dynamics of the community.

These tools and strategies can be tailored and combined based on the unique context and goals of each placemaking project, creating spaces that are meaningful, inclusive, and vibrant for the community.connection, social interaction, and a sense of belonging within our cities and neighborhoods.

THE POWERS OF 10

The concept of the Powers of 10 in placemaking involves breaking down the assessment and identification of destinations, places, and activities into a systematic framework. By zooming in and out of various scales, starting from the broad level and gradually narrowing down, it allows for a comprehensive understanding of a place and helps in envisioning what places currently exist or what places should be created.

At the highest level, the Powers of 10 approach begins by identifying 10 destinations within a specific area or community. These destinations could include parks, cultural centers, commercial districts, educational institutions, or any other significant places that contribute to the overall character and functionality of the community.

Within each of these destinations, the next level involves identifying 10 places. These places are specific locations within the destinations that have distinct qualities or functions. For example, within a park destination, the identified places could be a playground area, a picnic spot, a walking trail, or a gathering plaza. Each place serves a unique purpose and contributes to the overall experience within the destination.

Lastly, within each of these identified places, the Powers of 10 approach further dives into identifying 10 activities. These activities represent the actions and interactions that take place within each place. They could include activities such as playing sports, socializing, reading, gardening, or attending events. By considering the activities within each place, it helps in understanding the potential uses and programming that can be integrated to activate and enhance the experience of the place.

The Powers of 10 approach serves as a valuable tool in the initial stages of placemaking, allowing for a systematic analysis and exploration of the existing and potential places within a community. It provides a framework for understanding the layers and possibilities of a place, guiding future planning and design decisions to create vibrant and meaningful environments.

COMMUNITY

10 DESTINATIONS WITHIN COMMUNITY

10 PLACES WITHIN DESTINATIONS

10 ACTIVITIES WITHIN PLACES
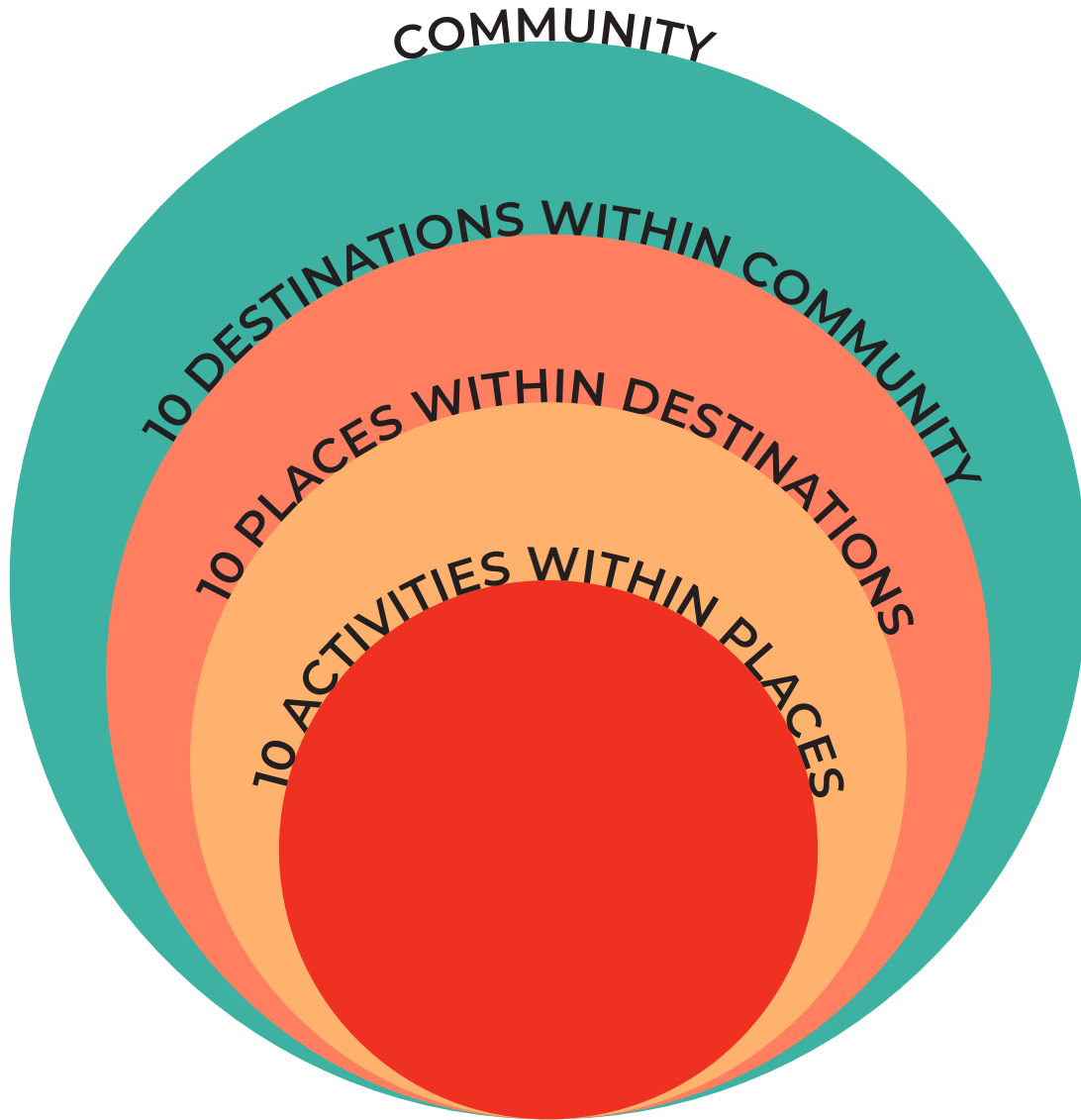
PLACEMAKING ATTRIBUTES - WHAT MAKES A GREAT PLACE?

Placemaking Attributes serves as a valuable tool for placemaking by providing a framework to assess and enhance the qualities of a place. It outlines key attributes that contribute to the success and vibrancy of a place, guiding designers, planners, and community members in their efforts to create meaningful and engaging environments. The attributes can be used as a checklist or evaluation tool to understand the existing conditions of a place and identify areas for improvement.

The key Placemaking Attributes includes the following:

Accessibility & Connectivity

Comfort and Image

Social Interaction

Uses and Activities

Environmental Sustainability

By utilizing the Placemaking Attributes as a tool, practitioners can evaluate the strengths and weaknesses of a place, identify areas for improvement, and guide decision-making processes. It provides a comprehensive framework to enhance the quality, functionality, and appeal of a place, ultimately contributing to the creation of vibrant, inclusive, and beloved community spaces.

The following pages will give a break down of elements that contribute to each attribute to help with creating great places.

Accessibility & Connectivity

This attribute emphasizes the importance of creating places that are easily accessible to all individuals, regardless of their physical abilities. It encourages the design of inclusive spaces that provide barrier-free access and accommodate diverse needs. Below are a few things to think about when assessing if the place meets this attribute.

Accessible entrances: Providing accessible entrances ensures that people of all abilities can easily enter and navigate the place, fostering inclusivity and enhancing accessibility and connectivity.

Barrier-free pathways: Well-designed pathways without barriers such as steps or obstacles make it easier for everyone to move around, enhancing accessibility and promoting comfort and image.

Clear signage: Clear signage guides people and helps them navigate through the place, improving accessibility, comfort, and image, and ensuring that users can easily find their desired destinations.

Designated parking: Designating parking spaces specifically for people with disabilities promotes accessibility, ensuring that everyone can access the place conveniently.

Well-maintained paths: Regular maintenance of paths and walkways not only improves safety but also contributes to the comfort and image of the place, making it more inviting for users.

Adequate lighting: Proper lighting enhances safety, especially during nighttime, while also creating a welcoming and comfortable environment for users, contributing to the comfort and image of the place.

Rest areas: Providing well-designed rest areas encourages people to stay longer, fostering social interaction and creating opportunities for people to connect and engage with others in the place.

Accessible restrooms: Accessible restrooms ensure that people with disabilities can use the facilities comfortably, promoting inclusivity and enhancing accessibility.

Inclusive amenities: Including amenities that cater to a diverse range of users, such as seating options for different needs or accessible play areas, enhances comfort, promotes social interaction, and encourages a sense of belonging for all individuals.

Service animal provisions: Making provisions for service animals, such as designated relief areas or water stations, supports the needs of people with disabilities, contributing to the accessibility and comfort of the place.

Safety measures: Implementing safety measures, such as proper signage, well-marked pedestrian crossings, and security patrols, ensures the well-being and security of all users, enhancing the comfort and image of the place.

Emergency plans: Having well-defined emergency plans and procedures in place promotes safety and contributes to the comfort and confidence of users, knowing that they are prepared for any unforeseen circumstances.

User feedback: Encouraging user feedback and actively listening to the needs and concerns of the community fosters a sense of ownership and engagement, leading to continuous improvement and ensuring that the place meets the diverse needs of its users. This enhances social interaction, environmental sustainability, and the overall benefits of a great place.

Benefits of Accessibility and Connectivity:

Inclusive and welcoming:
A place that is accessible and well-connected allows people of all abilities and backgrounds to access and navigate the space, fostering inclusivity and creating a sense of belonging.

Improved mobility:
Easy access to public transportation, walkable streets, and well-designed infrastructure enables efficient and convenient movement, reducing congestion and promoting active transportation.

Enhanced economic opportunities:
Accessible and connected places attract businesses, encourage tourism, and stimulate economic growth by facilitating the movement of people, goods, and services.

Comfort and Image

Placemaking aims to create environments that are visually appealing, comfortable, and inviting. This attribute emphasizes the use of quality materials, attractive landscaping, and amenities that enhance the overall image and perception of a place. Below are a few things to think about when assessing if the place meets this attribute.

Pleasant aesthetics: Creating a visually appealing environment through thoughtful design, landscaping, and use of materials enhances the comfort and image of the place, making it more inviting and enjoyable for users.

Seating options: Providing comfortable seating areas throughout the place allows people to rest, relax, and socialize, enhancing comfort and promoting social interaction.

Shade and shelter: Incorporating elements such as trees, canopies, or covered areas provides shade and shelter from the elements, ensuring user comfort in varying weather conditions and contributing to the overall image of a well-planned and cared-for place.

Public art and installations: Integrating public art, sculptures, murals, or installations adds aesthetic value and creates a sense of identity, making the place visually appealing and enhancing its image as a unique and vibrant space.

Landscaping and green spaces: Incorporating well-maintained green spaces, gardens, and landscaping features creates a soothing and attractive environment, contributing to user comfort and improving the overall image of the place.

Cleanliness and maintenance: Regular cleaning and maintenance of the place ensure a clean and well-kept environment, enhancing user comfort and contributing to a positive image of a cared-for and inviting space.

Lighting design: Thoughtful lighting design enhances the nighttime ambiance, safety, and visual appeal of the place, creating a comfortable and attractive environment after dark.

Noise control: Implementing measures to minimize noise levels, such as sound-absorbing materials or proper placement of activities, helps create a peaceful and comfortable atmosphere, enhancing user experience and the overall image of the place.

Visual identity: Establishing a cohesive visual identity through consistent branding, signage, or architectural elements helps create a sense of place, reinforcing the image and character of the area.

Wayfinding and orientation: Clear and well-designed signage and wayfinding systems help users navigate the place with ease, reducing confusion and enhancing comfort, while also improving the overall image of a well-organized and user-friendly space.

Amenities and facilities: Providing convenient amenities and facilities, such as drinking fountains, public toilets, or bike racks, enhances user comfort, ensuring their needs are met, and contributes to the positive image of a well-equipped and thoughtful place.

Accessibility for all: Ensuring that the place is accessible to people of all abilities, with features like ramps, tactile paving, or elevators, enhances comfort and inclusivity, promoting a positive image of an accessible and welcoming space.

Community engagement: Involving the community in the design and planning process and considering their preferences and needs helps create a place that resonates with the local culture and values, fostering a sense of belonging and enhancing the place's image.

Adaptability and flexibility: Designing spaces that can adapt to different uses or accommodate various activities and events allows for versatility and responsiveness to changing needs, enhancing user comfort and contributing to the image of a dynamic and vibrant place.

Benefits of Comfort and Image:

Positive user experience:
Comfortable and aesthetically pleasing places create a positive atmosphere, enhancing the overall experience for residents, visitors, and workers.

Sense of pride and identity:
Places that are well-designed and visually appealing contribute to a positive community identity, fostering a sense of pride among residents and encouraging community engagement.

Increased property values:
Places with a strong image and comfortable amenities often experience increased property values and real estate desirability, benefiting homeowners and attracting investment.

Social Interaction

Successful places foster social connections and interactions among people. This attribute encourages the design of spaces that facilitate social engagement, such as gathering areas, seating arrangements, and opportunities for shared activities. Below are a few things to think about when assessing if the place meets this attribute.

Gathering spaces: Designating areas within the place that encourage social interaction, such as plazas, squares, or community gardens, fosters opportunities for people to come together, connect, and engage in shared activities.

Seating arrangements: Incorporating seating arrangements that promote face-to-face interaction, such as benches, picnic tables, or seating clusters, encourages people to gather, converse, and build social connections.

Community events: Organizing community events, festivals, or markets within the place creates opportunities for social interaction, bringing people together and fostering a sense of community.

Play and recreation areas: Providing play areas, sports courts, or recreational facilities promotes social interaction among individuals of different ages and encourages active engagement and collaboration.

Community-oriented programming: Offering programming or activities tailored to the interests and needs of the local community, such as workshops, classes, or cultural events, encourages social interaction and facilitates the exchange of knowledge and skills.

Public art and installations: Integrating interactive or participatory public art, installations, or street performances stimulates social interaction and provides shared points of interest and conversation.

Social seating configurations: Designing seating arrangements that facilitate group conversations, such as circular or amphitheater-style seating, encourages social interaction and creates opportunities for spontaneous gatherings and discussions.

Community gathering points: Identifying focal points within the place, such as a central plaza or meeting area, that serve as gathering points for the community promotes social interaction and a sense of belonging.

Multi-functional spaces: Designing flexible spaces that can accommodate various activities, such as pop-up markets, outdoor movie screenings, or group exercises, encourages social interaction and supports diverse community interests.

Connectivity and walkability: Creating pedestrian-friendly pathways, sidewalks, or connectivity networks within the place promotes encounters and interactions between people, facilitating social connections and fostering a sense of community.

Community gardens or allotments: Establishing community gardens or allotments provides opportunities for neighbors to interact, share knowledge, and engage in collaborative gardening activities, fostering social bonds.

Shared amenities and facilities: Incorporating shared amenities, such as picnic areas, communal kitchens, or gathering spaces, encourages social interaction and facilitates informal gatherings and shared experiences.

Community hubs: Designating spaces within the place as community hubs, which may include libraries, co-working spaces, or gathering spots, provides dedicated locations for people to connect, collaborate, and engage in social activities.

Active transportation infrastructure: Designing bike lanes, pedestrian-friendly paths, or shared mobility options within the place encourages active transportation and increases the likelihood of social encounters and interactions.

Community involvement: Engaging the local community in the planning, decision-making, and ongoing management of the place fosters a sense of ownership and empowerment, promoting social interaction and community cohesion.

Benefits of Social Interaction:

Community cohesion:
Places that encourage social interaction foster a sense of community, strengthening social bonds and promoting a supportive and connected neighborhood.

Mental and emotional well-being:
Socially engaging places provide opportunities for socializing, networking, and building relationships, which can positively impact mental and emotional well-being.

Cultural exchange and diversity:
Spaces that facilitate social interaction often attract a diverse range of individuals, promoting cultural exchange and enriching the social fabric of the community.

Uses and Activities

Places should offer a range of uses and activities that cater to the diverse needs and interests of the community. This attribute highlights the importance of incorporating a mix of functions, such as retail, dining, cultural events, and recreational opportunities, to create a vibrant and lively atmosphere.

Diverse range of uses: Incorporating a mix of uses within the place, such as retail, dining, entertainment, and cultural spaces, provides a variety of activities and attracts people with different interests, promoting vibrancy and vitality.

Public facilities: Including public facilities like libraries, community centers, or recreational facilities within the place offers opportunities for diverse uses and activities that cater to the needs and interests of the community.

Flexibility of spaces: Designing flexible spaces that can accommodate various uses, such as open plazas, multipurpose halls, or adaptable storefronts, allows for a wide range of activities and events to take place.

Active ground floors: Encouraging active uses on the ground floors of buildings, such as shops, cafes, or galleries, creates a vibrant and inviting streetscape that supports a variety of activities and enhances the overall experience of the place.

Outdoor seating and dining areas: Providing outdoor seating and dining areas, such as sidewalk cafes or park benches, encourages socializing, dining, and leisure activities, adding vitality and liveliness to the place.

Cultural and artistic spaces: Integrating cultural and artistic spaces, such as art galleries, theaters, or performance venues, promotes creativity, cultural expression, and enriches the range of activities available within the place.

Recreational amenities: Incorporating recreational amenities, such as parks, playgrounds, sports fields, or fitness areas, provides opportunities for physical activity, leisure, and organized sports, catering to a variety of interests.

Programming and events: Organizing regular programming, events, or festivals within the place, such as concerts, markets, or workshops, adds excitement and draws people to engage in different activities and experiences.

Pop-up spaces: Allowing for temporary or pop-up spaces within the place provides opportunities for unique and dynamic activities, such as temporary markets, art installations, or outdoor performances.

Active transportation infrastructure: Designing the place to accommodate active transportation modes, like biking or walking paths, promotes active lifestyles and encourages people to engage in various activities while commuting or exploring the area.

Educational and learning spaces: Including educational facilities, learning centers, or maker spaces within the place fosters a culture of continuous learning, creativity, and skill development, offering a range of enriching activities.

Civic engagement spaces: Designating spaces for civic engagement, such as town halls, meeting rooms, or public forums, encourages community participation, dialogue, and involvement in decision-making processes.

Entrepreneurship and startup support: Providing spaces or programs that support entrepreneurship and startups, such as co-working spaces or business incubators, encourages innovation, economic growth, and a diverse range of business activities.

Interactive and experiential elements: Incorporating interactive and experiential elements within the place, such as public art installations, interactive displays, or sensory experiences, creates opportunities for engaging and memorable activities.

Community-led initiatives: Supporting and facilitating community-led initiatives, projects, and activities within the place allows for the organic growth and expression of local interests, fostering a sense of ownership and pride in the community.

Benefits of Uses and Activities:

Vibrant and lively atmosphere:
Places with a variety of uses and activities create a dynamic and vibrant atmosphere, attracting people and fostering a sense of energy and excitement.

Economic vitality:
Diverse and well-utilized spaces attract businesses, cultural events, and recreational activities, contributing to local economic growth, job creation, and increased tourism.

Enhanced quality of life:
Access to a range of uses and activities, such as parks, shops, restaurants, and entertainment venues, enhances the overall quality of life for residents by providing a multitude of recreational and social opportunities.

Environmental Sustainability

Placemaking acknowledges the significance of sustainable design practices. This attribute promotes environmentally conscious strategies, including the use of green infrastructure, energy-efficient systems, and sustainable materials to minimize the impact on the environment and promote long-term sustainability.

Green infrastructure: Incorporating green infrastructure elements, such as urban forests, green roofs, or rain gardens, helps improve air quality, manage stormwater, and enhance biodiversity, contributing to a more sustainable and resilient environment.

Energy-efficient design: Implementing energy-efficient design principles, such as using renewable energy sources, optimizing building orientation, and utilizing efficient lighting and HVAC systems, reduces energy consumption and greenhouse gas emissions.

Sustainable transportation options: Promoting and providing infrastructure for sustainable transportation modes, such as walking, cycling, or public transit, reduces carbon emissions, improves air quality, and enhances accessibility within the place.

Waste management and recycling: Implementing effective waste management strategies, including recycling programs, composting facilities, and public recycling bins, helps minimize waste and encourages responsible consumption and resource conservation.

Water conservation measures: Incorporating water-efficient fixtures, implementing rainwater harvesting systems, or designing permeable surfaces for water infiltration supports water conservation efforts and reduces strain on local water resources.

Native landscaping: Utilizing native plants and landscaping techniques helps conserve water, promotes biodiversity, and reduces the need for excessive irrigation and maintenance, while also enhancing the aesthetic appeal and sense of place.

Sustainable materials and construction: Encouraging the use of sustainable materials and construction practices, such as recycled or locally sourced materials, low-emission building materials, and sustainable construction techniques, reduces the environmental impact of development.

Environmental education and awareness: Providing educational programs, signage, or interactive displays that raise awareness about environmental sustainability and encourage responsible behaviors fosters a culture of environmental stewardship within the place.

Green open spaces: Designing and preserving green open spaces, such as parks, gardens, or urban farms, not only provide recreational opportunities but also contribute to carbon sequestration, biodiversity, and overall ecological health.

Smart technology integration: Incorporating smart technology solutions, such as energy management systems, smart lighting, or automated irrigation systems, improves resource efficiency, reduces waste, and enhances the overall sustainability of the place.

Climate resilience measures: Integrating climate resilience strategies, such as flood mitigation, heat island reduction, or the use of resilient materials, helps prepare the place for the impacts of climate change and ensures its long-term sustainability.

Community engagement in sustainability initiatives: Encouraging community involvement and participation in sustainability initiatives, such as community gardens, neighborhood clean-ups, or environmental awareness campaigns, fosters a sense of collective responsibility and promotes sustainable practices.

Sustainable building certifications: Pursuing sustainable building certifications, such as LEED (Leadership in Energy and Environmental Design) or Green Star, demonstrates a commitment to environmental sustainability and provides a framework for incorporating sustainable design and operational practices.

Ecosystem restoration and conservation: Undertaking initiatives to restore and conserve natural ecosystems, such as wetland restoration or habitat preservation, helps protect biodiversity, enhance ecosystem services, and promote ecological balance.

Monitoring and evaluation: Establishing mechanisms to monitor and evaluate the environmental sustainability performance of the place, such as tracking energy and water consumption, waste diversion rates, or carbon footprint, allows for continuous improvement and informed decision-making towards a more sustainable future.

Benefits of Environmental Sustainability:

Ecological preservation:
Incorporating sustainable practices and design elements helps protect natural resources, preserve ecosystems, and support biodiversity.

Healthier environment:
Environmental sustainability measures, such as clean energy, green spaces, and improved air quality, contribute to a healthier environment, benefiting the well-being and health of residents.

Long-term cost savings:
Implementing environmentally sustainable practices can lead to cost savings through energy efficiency, reduced water consumption, and decreased waste management costs.

04.

COLLECT & OBSERVE

04.1 SITE RECONNAISSANCE & EVALUATION

Site reconnaissance and evaluation is a critical component of the planning and design process for any project. This process involves conducting a thorough analysis of the site and its surroundings to identify strengths, weaknesses, opportunities, and constraints that will impact the design and development of the project.

The site reconnaissance and evaluation process typically involves a range of activities, including site visits, surveys, data collection, and analysis. The goal of this process is to develop a comprehensive understanding of the site and its context, including physical, social, and environmental factors.

The importance of site reconnaissance and evaluation cannot be overstated. By conducting a thorough analysis of the site and its surroundings, planners and designers can identify opportunities to enhance the functionality, aesthetics, and sustainability of the project. Additionally, a comprehensive understanding of the site can help ensure that the design is responsive to the needs and aspirations of the community and that it aligns with local regulations and guidelines.

Overall, site reconnaissance and evaluation is a critical step in the planning and design process that helps ensure the success of the project. By taking the time to conduct a thorough analysis of the site and its context, planners and designers can develop a design that is tailored to the unique characteristics of the site and that promotes the well-being and vitality of the community.

04.2 CAMERON PLANNING AREA

The map on the next page depicts the planning area for the Cameron Community, which is the recommended map for reference. It outlines the "boundaries" of the chapter and provides a visual representation of the community's extent.

The Placemaking planning efforts primarily concentrated on the core areas highlighted within the black dashed boundary on the map. These core areas were the primary focus of the planning work, where key improvements and developments were envisioned to take place.

Legend

▭ Planning Area

• • ■ Little Colorado River

Roads

– – Navajo Route (unpaved)

══ State Highway

══ U.S. Highway

Neighboring Chapter

▨ Bodaway/Gap

▨ Coalmine Canyon

▨ Leupp

▨ Tolani Lake

▨ Tuba City

▨ Hopi Partitioned Land (HPL)
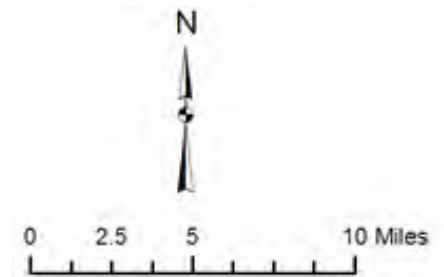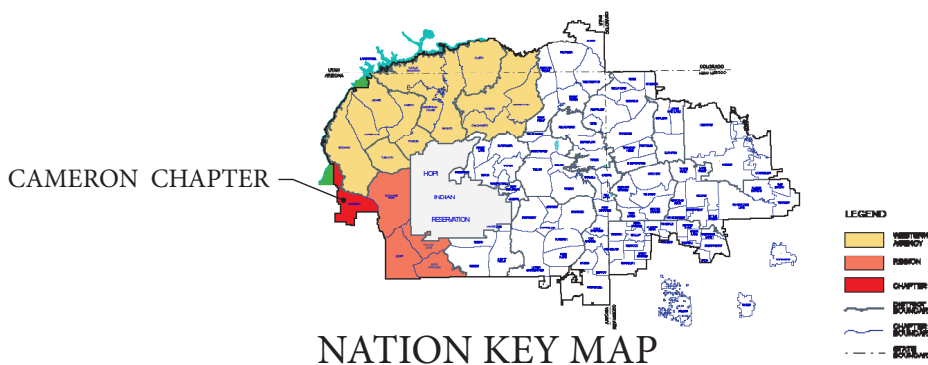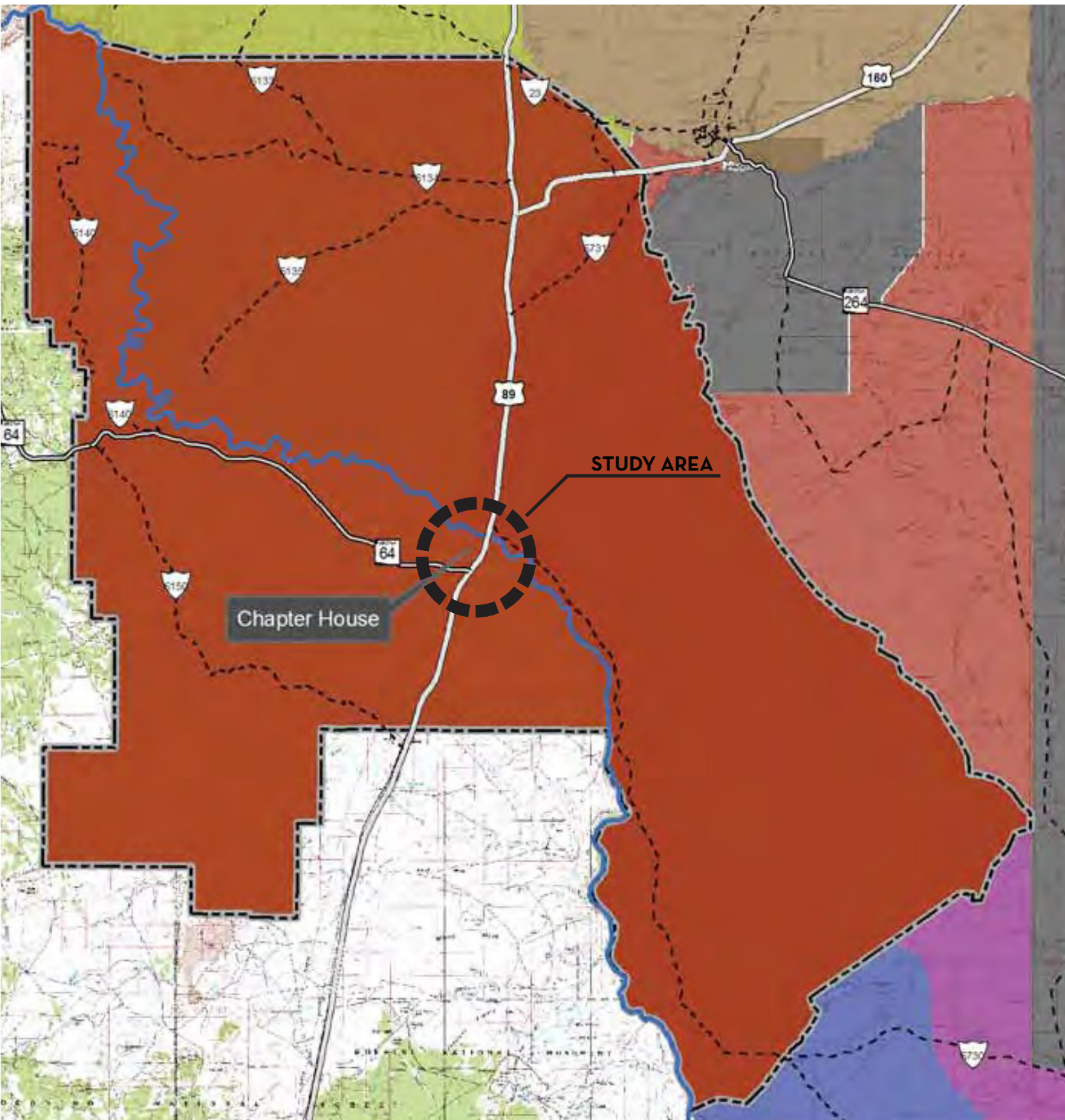
N

0   2.5   5   10 Miles

FIGURE 4
Cameron Chapter
Planning Area

JJ CLACS & COMPANY • AUGUST 2005
Base Map Source: U.S. Geological Survey
Road: NDOT
Chapter Areas: Navajo Land Department

CAMERON CHAPTER —

NATION KEY MAP

STUDY AREA

Chapter House

04.3 EXISTING CONDITIONS

The map displayed on the neighboring page illustrates the current state of Cameron, highlighting the presence of numerous uranium mines in the area. The red hatches on the map denote environmentally sensitive lands, which have varying degrees of development potential and preservation importance. By overlaying this information with roads and existing buildings, we can pinpoint specific areas that are suitable for future development.

NAVAJO NATION - WESTERN URANIUM MINE REGION

- ALL OTHER MINES
- EL PASO NATURAL GAS MINES
- PHASE 2 RSE TRUST MINES
- WELLS CARGO MINES
- BABBITT RANCHES SECTION 9 MINES
- PHASE 1 TRUST MINES
- ENPRO MINES

EPA REGION 9 GIS CENTER JAN 17, 2018

TUBA CITY

LITTLE COLORADO RIVER

CAMERON

05.

IMMERSE &
TRANSPIRE
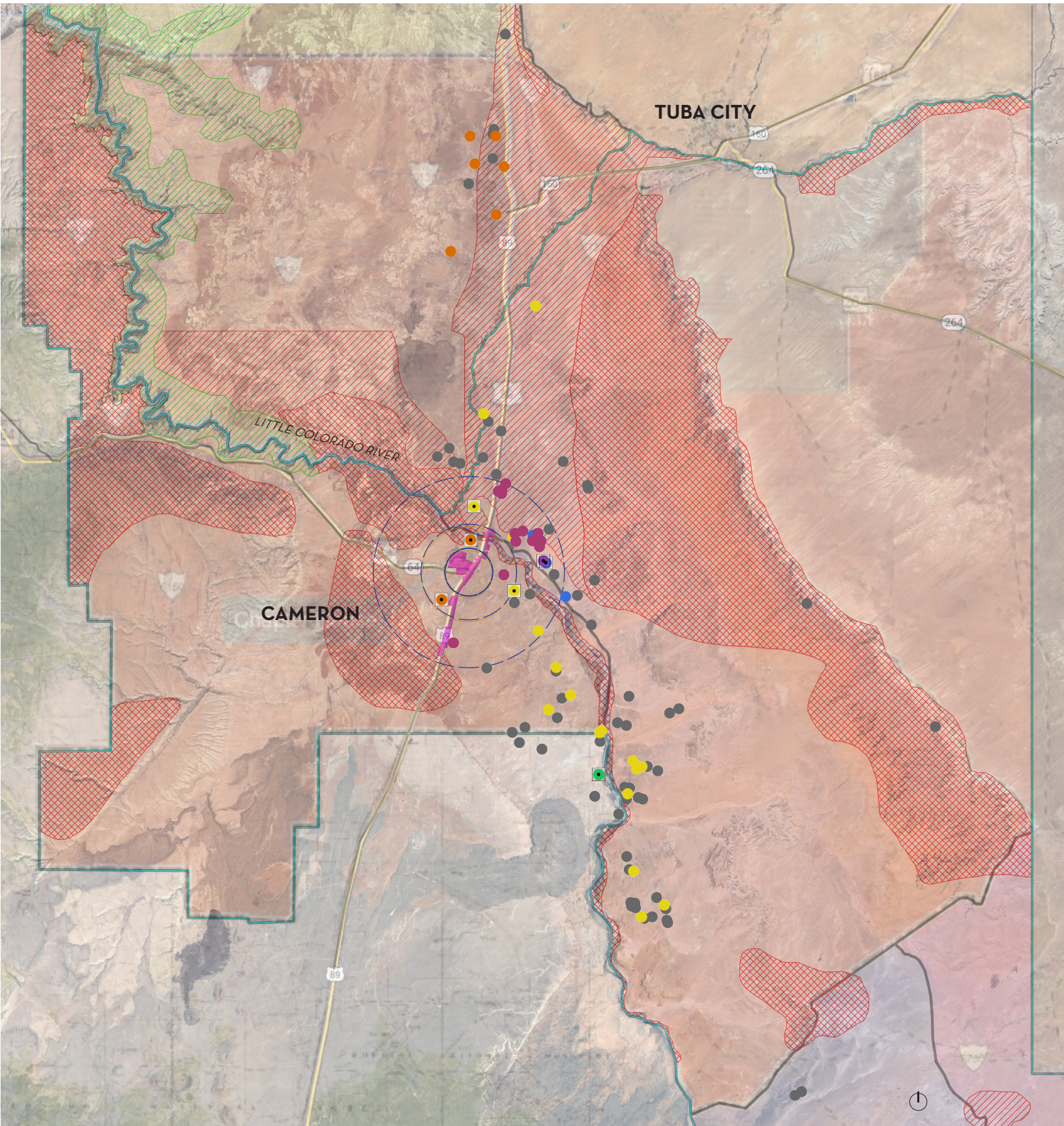
05.1 THE OPPORTUNITY

In this section, we will discuss how we use the information and insights gathered from Section 4: The Context to help us identify and analyze the opportunities available in Cameron. By combining the results of our site analysis with community input, we can begin to see a clearer picture of the potential for development and growth in the area. Through this process, we can identify key areas for improvement, such as the need for more public spaces or enhanced pedestrian connectivity, and develop strategies for addressing them.

Opportunities for growth and development in Cameron can be found by carefully analyzing the information gathered through site analysis and community input. By looking at the unique characteristics of the area, such as its cultural heritage, natural resources, and economic potential, we can begin to identify potential areas for development and growth. Additionally, by listening to the voices of the community, we can gain a deeper understanding of the needs and priorities of the people who call Cameron home. By combining these insights, we can develop a comprehensive strategy for placemaking in Cameron that is tailored to the needs and aspirations of the community.

05.2 SWOT ANALYSIS

SWOT Analysis is a strategic planning tool that is commonly used to assess the strengths, weaknesses, opportunities, and threats of a project or community. The acronym SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

The SWOT Analysis process typically involves identifying and documenting the internal and external factors that impact the project or community. This can include factors such as the project's location, the economic and political climate, the availability of resources, and the strengths and weaknesses of the organization or community.

The importance of SWOT Analysis lies in its ability to help identify areas of strength and weakness, as well as opportunities and threats that may impact the success of the project. This information can then be used to develop strategies that leverage strengths, address weaknesses, capitalize on opportunities, and mitigate threats.

Overall, SWOT Analysis is a valuable tool that can help inform strategic decision-making and promote the success of a project, organization, or community. By taking the time to assess internal and external factors, and developing strategies that are responsive to these factors, planners and designers can increase the likelihood of achieving the goals and creating a positive impact for the community.

The analysis was informed by community input, which revealed that the community's strengths lie in its people and leadership, as well as the scenic landscape. However, some weaknesses were also identified, including boundaries, land withdrawal, and political red tape.

Despite these challenges, there are several opportunities for the community, including the potential for solar and wind power, as well as opportunities for business and community development. Other opportunities include the development of Highway 89 and greater independence from the border towns. Additionally, the Chapter could become certified, which would provide additional resources and support.
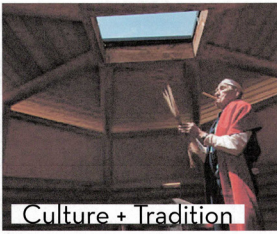
However, there are also several threats that must be addressed. These include water availability, neighboring towns, land withdrawal, poor planning, and boundary issues. It will be important for the community to address these threats in order to achieve their goals and create a positive impact for the community.

STRENGTH ~~PEOPLE & LEADERSHIP~~ ~~BOUNDARIES~~ WEAKNESS

Culture + Tradition

Scenic

Monument Valley

Colorado River

Antelope Canyon

Tourism

Grand Canyon
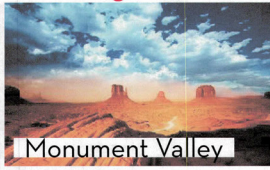
Lake Powell
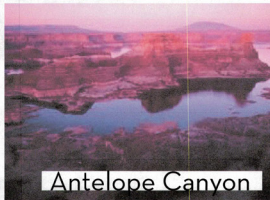
Major Routes

Horseshoe Bend

Land+Grazing

WATER

Population Disbursement

LAND WITHHELD

RED TAPE/BTZ.
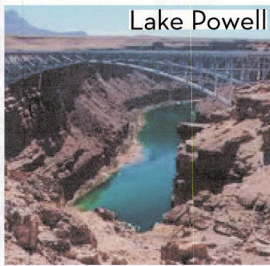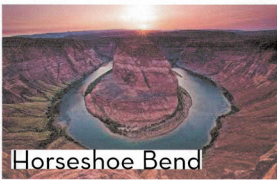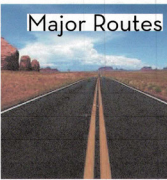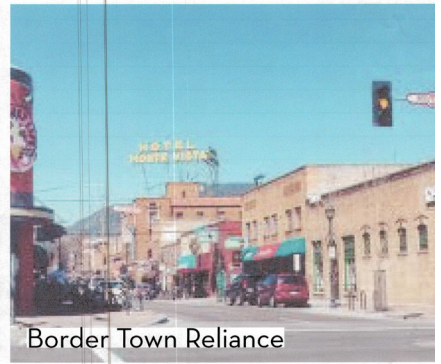
Bennett Freeze

Border Town Reliance

OPPORTUNITY ~~CERTIFICATION~~ THREAT

PUBLIC SAFETY

SOLAR & WIND

~~BOUNDARIES~~ ~~CERTIFICATION~~

WATER

Bennett Freeze

Non-Profits
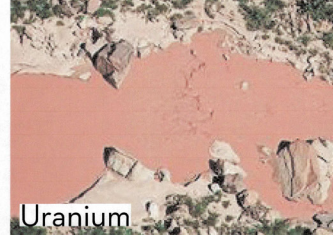
Uranium

Non-Renewable Energy
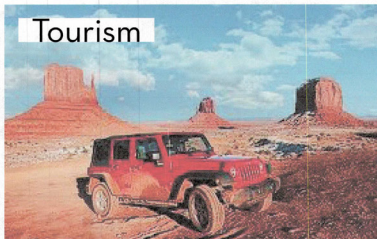
Tourism

Agricultural

NEIGHBORING TOWNS. LAND WITHDRAWN

LCR WATER

/ INFRASTRUCTURE FROM NEIGHBORING TOWNS.

BULLINESS DEV.

Border Towns

Little Colorado River

HWY 89

POOR PLANNING

Loss of Local Economic Gain

05.3 DESTINATIONS IN CAMERON

The places marked in red are what the members identified as where they would want to make a place.

1. Northwest of Round-About
    This was identified by the community as a place for a Commercial Business Co-Op.

2. Formal Park with Playground
    Interest was expressed to have a formal park and playgound so their kids had a place to go and have fun, while also being safe.

3. Community Center
    The Old Mill Building was identified as a place to house the Community Center. The intention was to renovate the existing building and adapt it to work for the mix of uses such as Community Meetings, events, workshops, coworking spaces, and a place the local community can utilize to foster their growth in their entreprenueral pursuits, creative expressions, and continued learning.

TO LAKE POWELL, PAGE,
ANTELOPE CANYON,
MONUMENT VALLEY

HISTORIC TANNER'S
CROSSING BRIDGE

LITTLE COLORADO RIVER

② (green)

Ⓐ

Ⓑ

Ⓒ

Ⓓ   Ⓓ

Ⓓ

tank

TO THE
GRAND CANYON

TAPPAN SPRING

DESERT VIEW DR

Ⓔ

① (green)

FRONTAGE ROAD

EXISTING
ROUND-A-BOUT

HWY 89

Ⓕ

Ⓓ

Ⓖ

CO·OP

TO FLAGSTAFF,
WUTPAKI NATIONAL
MONUMENT
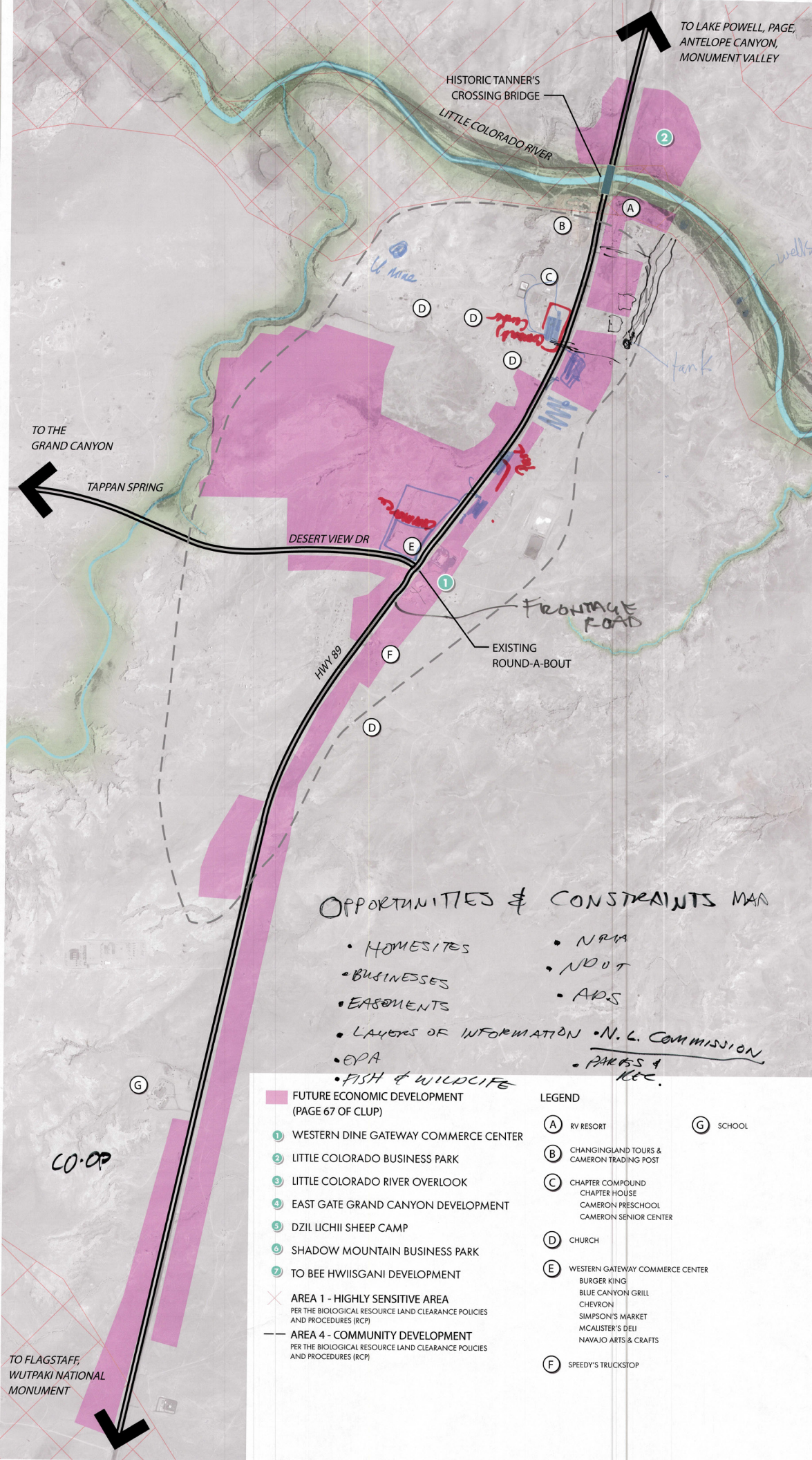
OPPORTUNITIES & CONSTRAINTS MAP

- HOMESITES
- BUSINESSES
- EASEMENTS
- LAYERS OF INFORMATION
- EPA
- FISH & WILDLIFE

- NPA
- NDOT
- ADS
- N. L. COMMISSION
- PARKS & REC.

FUTURE ECONOMIC DEVELOPMENT
(PAGE 67 OF CLUP)

① WESTERN DINE GATEWAY COMMERCE CENTER

② LITTLE COLORADO BUSINESS PARK

③ LITTLE COLORADO RIVER OVERLOOK

④ EAST GATE GRAND CANYON DEVELOPMENT

⑤ DZIL LICHII SHEEP CAMP

⑥ SHADOW MOUNTAIN BUSINESS PARK

⑦ TO BEE HWIISGANI DEVELOPMENT

✕ AREA 1 - HIGHLY SENSITIVE AREA
PER THE BIOLOGICAL RESOURCE LAND CLEARANCE POLICIES
AND PROCEDURES (RCP)

— AREA 4 - COMMUNITY DEVELOPMENT
PER THE BIOLOGICAL RESOURCE LAND CLEARANCE POLICIES
AND PROCEDURES (RCP)

LEGEND

Ⓐ RV RESORT

Ⓑ CHANGINGLAND TOURS &
CAMERON TRADING POST

Ⓒ CHAPTER COMPOUND
CHAPTER HOUSE
CAMERON PRESCHOOL
CAMERON SENIOR CENTER

Ⓓ CHURCH

Ⓔ WESTERN GATEWAY COMMERCE CENTER
BURGER KING
BLUE CANYON GRILL
CHEVRON
SIMPSON'S MARKET
MCALISTER'S DELI
NAVAJO ARTS & CRAFTS

Ⓕ SPEEDY'S TRUCKSTOP

Ⓖ SCHOOL

05.4 COMMUNITY ENGAGEMENT ACTIVITIES

The community's feedback is invaluable, as it provides insight into the aspirations and desires of the people who call this place home. By providing activities that allow for engagement and input from the community, we can better understand the community's needs and desires, and create a placemaking plan that aligns with their vision.

Connecting the Dots

As part of this activity, we engaged the community to determine what additional developments they would like to see in their area. We specifically sought input on new initiatives beyond those identified in previous reports and project goals.

Some of what they wrote down are:

- All-Purpose building
- Playground
- Community Center
- Recreation Center
- Township
- Co-Working Spaces
- Business Co-Op
- Veteran Center
- Senior Home, Center, Living

CONNECTING THE DOTS

CHAPTER RECOVERY PLAN
QUALITY OF LIFE INITIATIVES

- CHAPTER CERTIFICATION
- GARDENING ACTIVITIES
- RECREATIONAL ACTIVITY BUILDING
- RURAL ADDRESSING

CLUP

- DEVELOP CAMERON'S MAIN STREET
- CHAPTER HOUSE
- HEADSTART/PRESCHOOL/DAYCARE PROGRAM
- NHA OFFICES
- SOLID WASTE STATION
- BIOLOGICAL PRESERVE (N OF LITTLE COLORADO RIVER)
- GRAZING
- FARMING AREAS ALONG LCR AND MOENKOPI WASH

CAPITAL IMPROVEMENT PROJECTS
2022 - 2027

- UPGRADE HEADSTART W/ COOLING AND HEATING ROOF
- UPGRADE CAMERON CHAPTER TRACT SEWERLINE
- NORTH CAMERON POWERLINE EXTENSION
- RURAL ADDRESSING SYSTEM
- NEW DEMONSTRATION FARM
- NEW CAMERON CULTURAL CENTER
- UPGRADE CAMERON SOLID WASTE TRANSFER
- STATION
- NEW CHAPTER HOUSE
- SOUTH POWER LINE EXTENSION PROJECT

WHAT ELSE? WHAT WOULD YOU LIKE TO SEE IN YOUR COMMUNITY?

ALL-PURPOSE BLDG
PLAY GROUN
COMM. CENTER / REC. CENTER
What does Township look like

CO-WORK /Business CO-OP
Veteran Center
Senior Center
Home Living

Cameron's Community Values

As part of this activity, we asked the community to tell us what their Community Values are, what do they stand for, what does Cameron believe in and what do they aspire to be. And how can we achieve this by using Placemaking as a tool to get us there.

Some of what they wrote down are:

· Proud to be Farmers
· Aspire to have Transparency in community decisions
· Business mindset
· Resilient
· Artistic
· Creativity
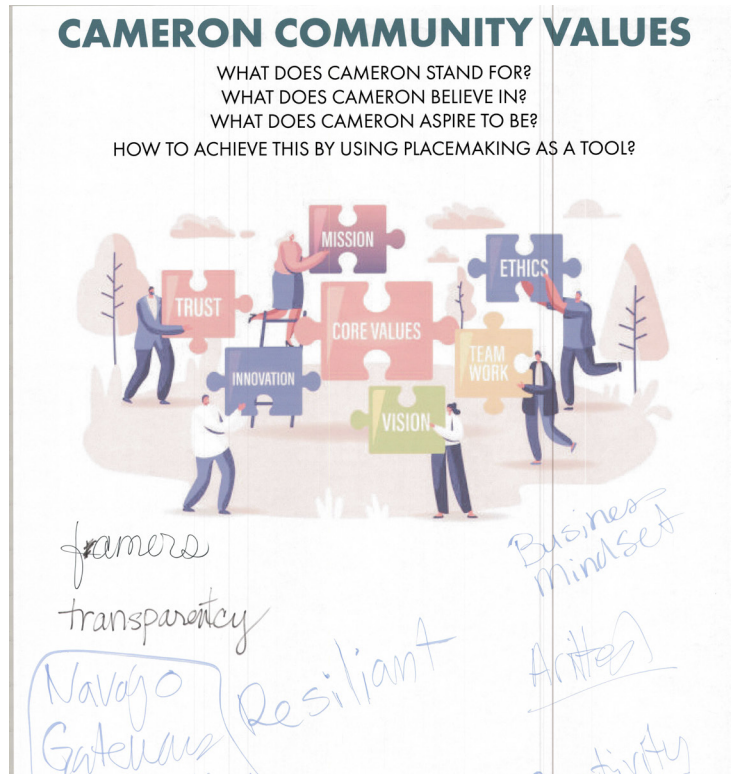
Community Assets

As part of this activity, we asked the community to tell us what their Community Assets are. We asked them to write down one or two words about what they like and don't like about their community. What is special about their community.

Some of what they wrote down are:

· People, Landscape, Gateway to 4 corners/landmarks are what is Special
· What they don't like is that there are no formal parks, no recreational areas.
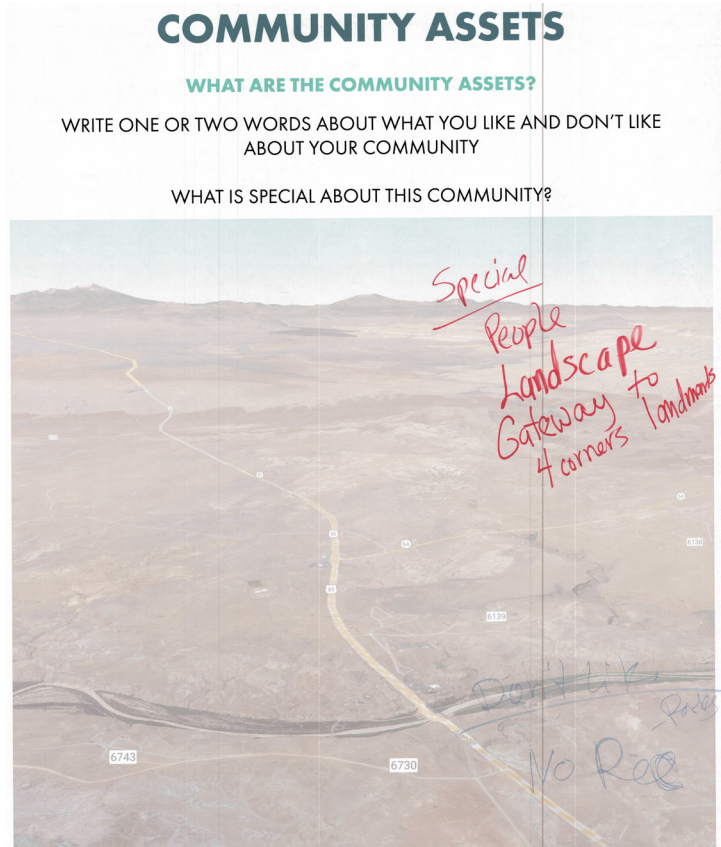
06.

THE ART OF THE POSSIBLE

06.1 DESIGN PROCESS

This section focuses on exploring the range of possibilities for placemaking in Cameron. In this section, we will explore the potential for development and growth in the area, and highlight some of the most promising ideas for enhancing the livability, sustainability, and vibrancy of the community.

The goal of the Community Workshops and the online interactive engagements was to encourage creative thinking and innovation, and to inspire new ideas for placemaking in Cameron. We explored a wide range of possibilities, from enhancing existing public spaces to developing new amenities and infrastructure.

The following pages will show the many bold ideas that were explored, and where the possibilities for growth and development are limited only by our imaginations. By considering the full range of possibilities for placemaking in Cameron, we can develop a comprehensive strategy that is both aspirational and achievable, and that reflects the unique character and needs of the community.

"THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT."

- Peter Drucker

06.2 THE MAKING OF PLACES IN CAMERON

CREATIVE ENTREPRENEURS

Cameron is a unique community that showcases a vibrant entrepreneurial character. This is evident from the many business-minded community members and the numerous artists that reside in the area. The community's entrepreneurial spirit is reflected in the many small businesses that have been established in the area, ranging from restaurants to vendor set-ups. These businesses not only serve the local community but also attract tourists who visit the area for its scenic beauty.

In addition to the entrepreneurial character, Cameron also boasts a thriving arts community. The area is home to many talented artists who draw inspiration from the natural beauty of the surrounding landscape. The art community in Cameron is diverse, encompassing a range of mediums and styles, from traditional Navajo weaving and jewelry-making to contemporary painting and sculpture.

Overall, the combination of the entrepreneurial and art character in Cameron creates a unique and vibrant community that celebrates both creativity and innovation. This spirit of entrepreneurship and artistic expression is a source of pride for the community and helps to support the local economy and cultural heritage.

Cultivating the entrepreneurial and art character of the Cameron community through placemaking can be achieved through several strategies:

Supporting local businesses: Placemaking efforts should prioritize supporting and promoting local businesses, including those run by entrepreneurs in the community. This could include providing resources and assistance for business development, as well as creating public spaces that attract tourists and encourage economic growth.

Fostering a creative culture: Placemaking can help foster a culture of creativity and innovation in the community by providing opportunities for artists to showcase their work, such as public art installations or community art events.

Encouraging collaboration: Placemaking efforts should encourage collaboration between artists, entrepreneurs, and community members to create a shared vision for the future of the community. This could include holding community workshops and meetings to gather input and feedback from a diverse range of stakeholders.

Celebrating cultural heritage: Placemaking can help celebrate the cultural heritage of the community, including its traditional art forms and business practices. This could include incorporating cultural elements into public spaces or hosting cultural events that highlight the community's unique identity.

Overall, by prioritizing the needs and aspirations of the community and creating public spaces that reflect the entrepreneurial and art character of Cameron, placemaking efforts can help promote economic growth, cultural vitality, and community pride.

06.2.1 CAMERON'S PLACEMAKING IDEATION

The following are some ideas that were suggested by local community members for enhancing their community:

VENDORS

BUSINESS CO-OP

WELCOME
SIGNAGE

AMPHITHEATER

PARKS

TRAILS

COMMUNITY CENTER

ART MURALS
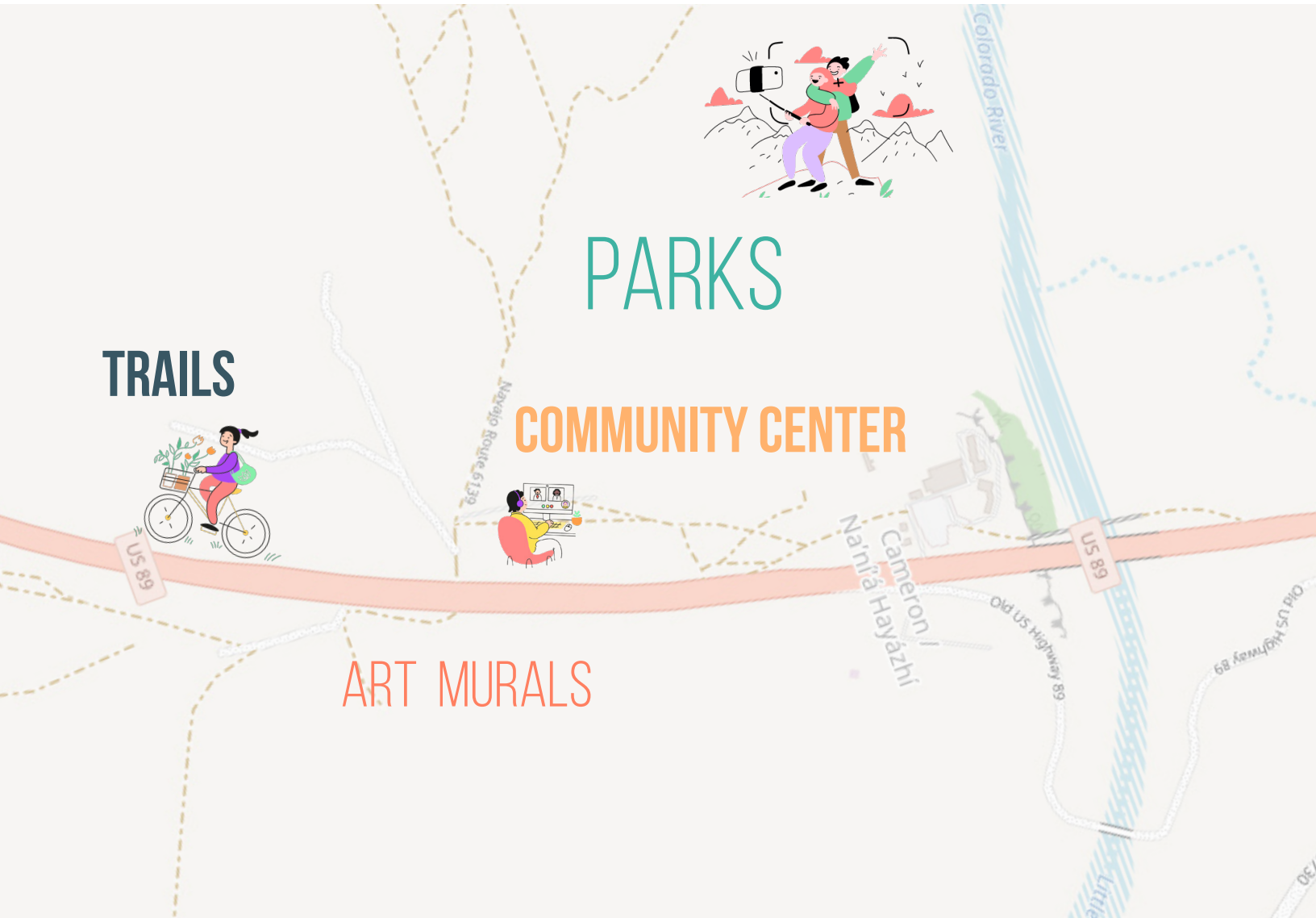
Based on these ideas, the beginnings of the Community Center began.

06.3 INNOVATIVE PROJECT 1:

DZIL JOOBA'II CENTER

The Dzil Joo'ba'ii Center, envisioned by the Cameron community, is a vibrant community center designed to accommodate entrepreneurs, artists, teachers, and knowledge seekers. This inclusive space will serve as a hub for various activities and opportunities for everyone in the community.

The images and exhibit provided here present an analysis of the current site and building. The Shed/Workshop building has great potential for renovation to serve as the future Community Center. However, it is important to note that the Mill Building, although initially considered for the community center, cannot accommodate occupants safely due to structural concerns.
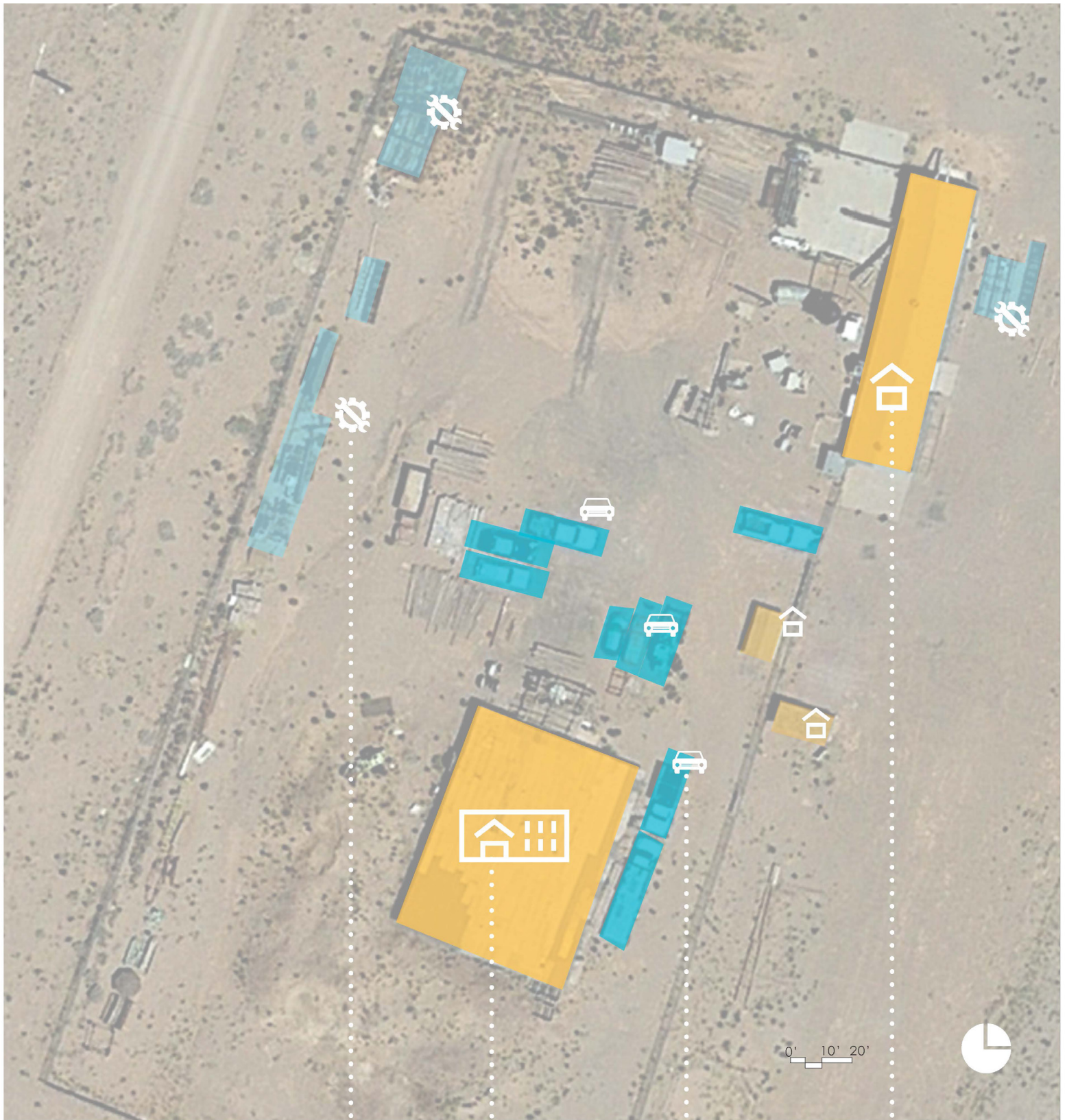
EXPOSURE: Limited natural and built shade coverage

VEGETATION: No existing trees, vegetation scrubby and sparse

SOIL: Possible uranium deposits still in soil, remediation needed

ACCESSIBILITY: Site fenced in on all four sides, access through eastern workshop

OLD EQUIPMENT

MILL BUILDING

AUTO BODIES

SHED/ WORKSHOP

0'   10' 20'

06.3.1 UTILIZE EXISTING ASSETS

The fastest and easiest way to start creating a place and experimenting is by utilizing the existing assets. Some of the existing assets range from local artists' creative brilliance to intergenerational learning, from repurposing materials to embracing stewardship and traditions, the possibilities are endless. Discover the captivating energy of artistic expression, nurture knowledge transfer across generations, and breathe new life into the community through sustainable practices.

The Dzil Joo'ba'ii Center has the potential to become a vibrant hub for immersive classes and activities, celebrating the community's heritage. By harnessing these assets, Cameron blossoms into a remarkable place of creativity, growth, and cultural enrichment.

local artist opportunity

all interior and exterior walls will be available for
local and aspiring artists to paint murals and connect
to the traditions in the community

new and old traditions

this is a space for cultivating new
relationships between a younger generation
and navajo traditions

recycle available materials

existing materials like wood and metal on the site
will be used to help build the bookshelves, tables,
and play features for kids

garden to table

traditional and domestic plants
offer learning opportunites with
communal kitchens and gardens

06.4 LOOKING AT OTHERS

A key strategy to learn and grow is by looking at what other communities are doing and what other types of similar projects are being created. Expand your horizons and fuel inspiration by exploring what other communities and similar projects have accomplished. The following page showcases a range of images that portray child care facilities, versatile multi-purpose spaces, community-created designs, and nature-inspired environments. By incorporating and experimenting with these innovative ideas, we can identify the most suitable concepts for the Dzil Joo'ba'ii Center. Embrace the wisdom of successful initiatives, adapting them to our unique context and ensuring a harmonious blend of functionality, community engagement, and connection with the natural surroundings. Embark on a journey of discovery to curate a space that truly resonates with the communitie's aspirations and needs.

child care

DIG childhood center offers hybrid indoor/ outdoor learning space

DIG childhood center gives creative freedom to the children it serves
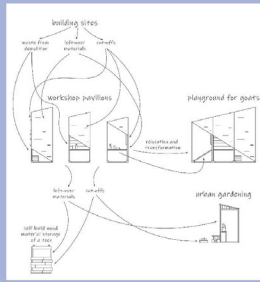
GO[A]T waste? actively reuse materials to build workshops for kids

having a designated space safe for children to play and parents to pick up from

child development begins with freedom to explore and express themselves

direct connection to nature

De Warande's main design principle is to 'play nature'

Singh Meadows used compost to turn 'ungrowable land' into an edible landscape

discovery gardens directly link education and play

community orchards produce responsibility and food to the people it serves
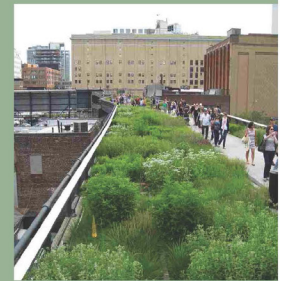
biophilic design with access to native plants elevates community health

multi-purpose spaces

learning centers require space for educational and physical growth

permeable space include activities programmed for indoor and outdoor engagement

modular furniture creates opportunities for activities of all sizes

meeting rooms can be transformed into spaces for active engagement
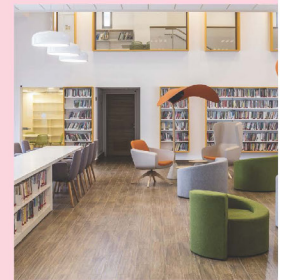
transposable design components let the user determine the program of the space

community-first design

RedCan Graffiti Jam engages all generations of artists to celebrate culture through art

Mud Gallery supports local feedback on how local ecosystem services affect daily lives

Yongqing Fang's new alleyways helped people feel safe and connected to their community
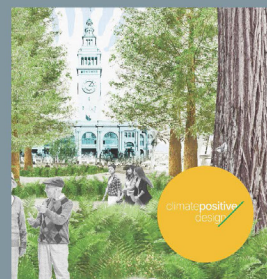
Climate Positive Designs initiate sustainable solutions that benefit the life of a community

Invincible City Farms transforms vacant lots into community gardens

06.5 WHAT'S IN A NAME?

DZIŁ JOO'BA'II CENTER

During a lively Community Workshop, participants engaged in an enjoyable and memorable exercise of naming the Community Center. Various Navajo words were suggested and discussed, but the consensus was reached in favor of the name "Dzil Joo'ba'ii." The name holds special significance as "Dzil" pays homage to the majestic Dook'oosliid, also known as the San Francisco Peaks, symbolizing the community's connection to nature and the surrounding landscape. On the other hand, "Joo'ba'ii" reflects the purpose and perception of the Community Center, which will serve as a nurturing space to support the growth and development of the community.

The chosen name, Dzil Joo'ba'ii, captures the essence of the Community Center's role as a gathering place where individuals can come together to collaborate, learn, and thrive. It signifies the center's commitment to providing a nurturing environment that fosters community growth and encourages community members to actively participate in their own development. The name reflects the community's aspirations to create a space that is not only welcoming but also serves as a catalyst for positive change and collective well-being.

In summary, the selection of the name Dzil Joo'ba'ii for the Community Center showcases the community's deep connection to their natural surroundings and their shared vision for a place that supports their growth and development. It represents the spirit of collaboration, learning, and nurturing that will be at the heart of the Community Center's activities and initiatives.

emotion

tradition
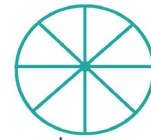
place

What would you name your community space?...

Dził

Mountain

Joo'ba'ii

Caring, giving, providing

envision
Lííł
cameron

welcome
envision   cameron
ÁŁAH

t'ááła'
cameron

envision
naashá
cameron

06.6 PRELIMINARY DESIGN CONCEPTS

06.6.1 CONCEPT 1: WONDER AND GATHER DIAGRAM

This diagram represents the beginning of the Community Center's opening and operation. The plan and accompanying images demonstrate the potential for the first year of the Center's use. As one of the strategies of Placemaking, it is essential to start small and experiment with different ideas to determine what works and what doesn't. By doing this, we can identify what attracts people to the space and scale up the ideas that are successful.

Several concepts can be explored in this space, such as a children's learning area, discovery gardens, informal gathering spaces, seat wall planters, picnic areas, and community gardens with native plants. The goals of this space are to create flexible and temporary designs that can be expanded upon, incorporate accessible pathways that are organic and free-form, and provide numerous opportunities to incorporate art. Additionally, the aim is to recycle, upcycle, and reuse materials to create furniture and art needed for this space and that attracts people as a result of the uniqueness of this place.

1 community center
interior 1

2 children's learning space

3 discovery gardens

4 outdoor restroom

5 informal gathering space

6 seat wall planters

7 picnic area

8 trash/recycling collection

9 community gardens

goals:
- temporary design
- ground-up build
- freeform paths
- open art opportunities
- flexible space

0'   15' 30'

children's learning center

community orchard

accessible design

native plantings

recycled car art

discovery garden

recycle materials

tradition connectivity

06.6.2 CONCEPT 1: WONDER AND GATHER ILLUSTRATION

The site plan featured on this page evolved from the previous diagram. It showcases a simple and organic layout of pathways and placement of garden beds, trees, and gathering spaces. Rather than having a rigidly defined space for each use, the plan embraces a more free-form approach to allow for flexibility and multi-use.

One exciting way to preserve the history of this place and incorporate art would be to create a space within the walls of the Old Mill Building. The idea is to demolish most of the building, as it is not foreseen as being safe to occupy, while leaving the walls intact, providing a canvas for artists to express themselves and the community. This approach creates a unique and fun way to showcase the history of the area while also providing a space for creatives to showcase their work and gather to tell stories, to hang out, to host events or to feel inspired.

Another fun and creative idea is to reuse the old cars that are already present on the site and transform them into an art monument. This approach provides an opportunity to incorporate the history of the area while also embracing the creativity of the community and to create a destination that is quirky and attractive.
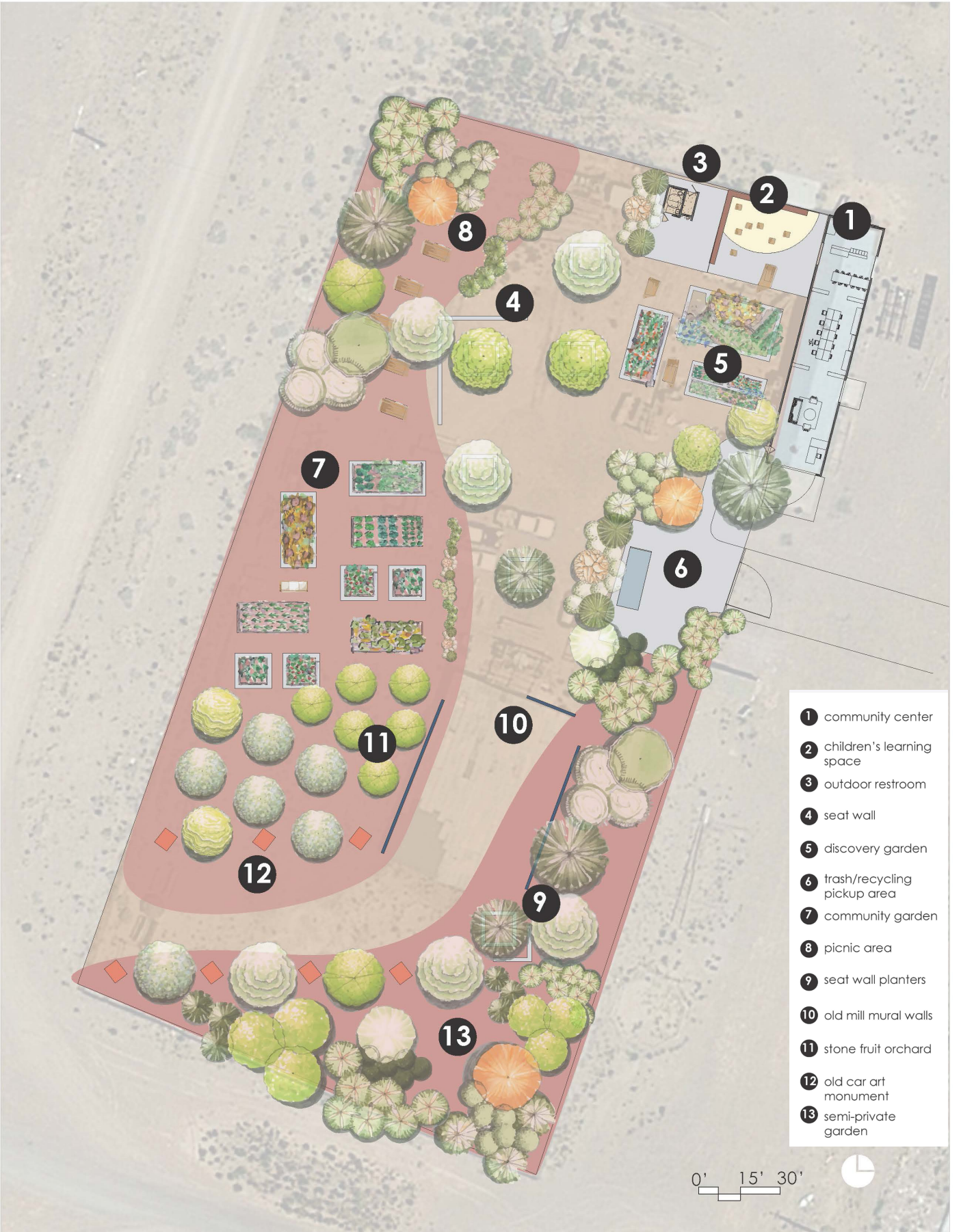
1 community center
2 children's learning space
3 outdoor restroom
4 seat wall
5 discovery garden
6 trash/recycling pickup area
7 community garden
8 picnic area
9 seat wall planters
10 old mill mural walls
11 stone fruit orchard
12 old car art monument
13 semi-private garden

0'   15'   30'

06.6.3 CONCEPT 2: GROW AND GATHER

This diagram illustrates an exciting concept focused on growth and gathering. The plan incorporates permanent and well-defined spaces to support community activities. The Community Center, represented by Interior 2, serves as a hub for various events and programs. Additionally, there are designated areas for informal gatherings, fostering a sense of connection and togetherness.

To enhance the gathering experience, the concept includes an outdoor gathering space with a kitchen and convenient outdoor restrooms. This encourages community members to come together and enjoy shared meals and social interactions. Furthermore, the community kitchen can serve multiple purposes, functioning as a restaurant or offering space for local vendors to showcase their products.

Recognizing the importance of accommodating food trucks, the concept provides a dedicated parking area for their convenience. The paved parking lot ensures ease of access and encourages community members and visitors to join in the vibrant atmosphere. Overall, this concept aims to promote growth, foster connections, and create a welcoming environment for the community to come together and thrive.

1. **community center**
   interior 2

2. **informal gathering space**

3. **outdoor gathering**

4. **community kitchen**

5. **children's learning space**

6. **community garden**

7. **greenhouse grove**

8. **picnic park**

9. **trash/recycling collection**

goals:
- community-led design
- looping paths
- local artist influence
- large gathering space
- garden plots
- child-care/classrooms

0' 15' 30'

greenhouse grove

outdoor kitchen
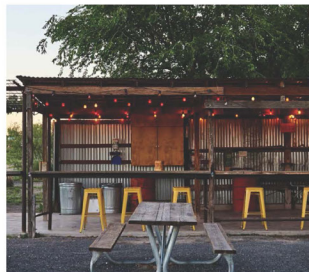
mill building mural

composting

picnic table park

community garden

rainwater harvesting
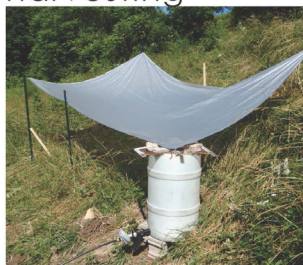
recycling center

06.6.4 CONCEPT 2: GROW AND GATHER ILLUSTRATION

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1. community center
2. outdoor restroom
3. rainwater collection basins
4. outdoor community kitchen
5. children's creative spaces
6. community gardens
7. compost bins
8. recycled greenhouses
9. food truck parking
10. old mill mural walls
11. picnic table park
12. trash/recycling pickup area
13. entry courtyard
14. new parking lot

0'   15'   30'

entry courtyard

CAMERON

06.6.5 CONCEPT 3: EDUCATE AND GATHER DIAGRAM

This diagram focuses on education and community gatherings. It shows what the Community Center could be like in several years. It serves as a welcoming space where people can come together to learn, connect, and engage in a variety of activities.

The diagram shows the Community Center with a more permanent and improved loft version, known as interior 2, which offers enhanced facilities and versatile spaces for different purposes. Additionally, the concept incorporates several outdoor amenities to enhance the overall experience.
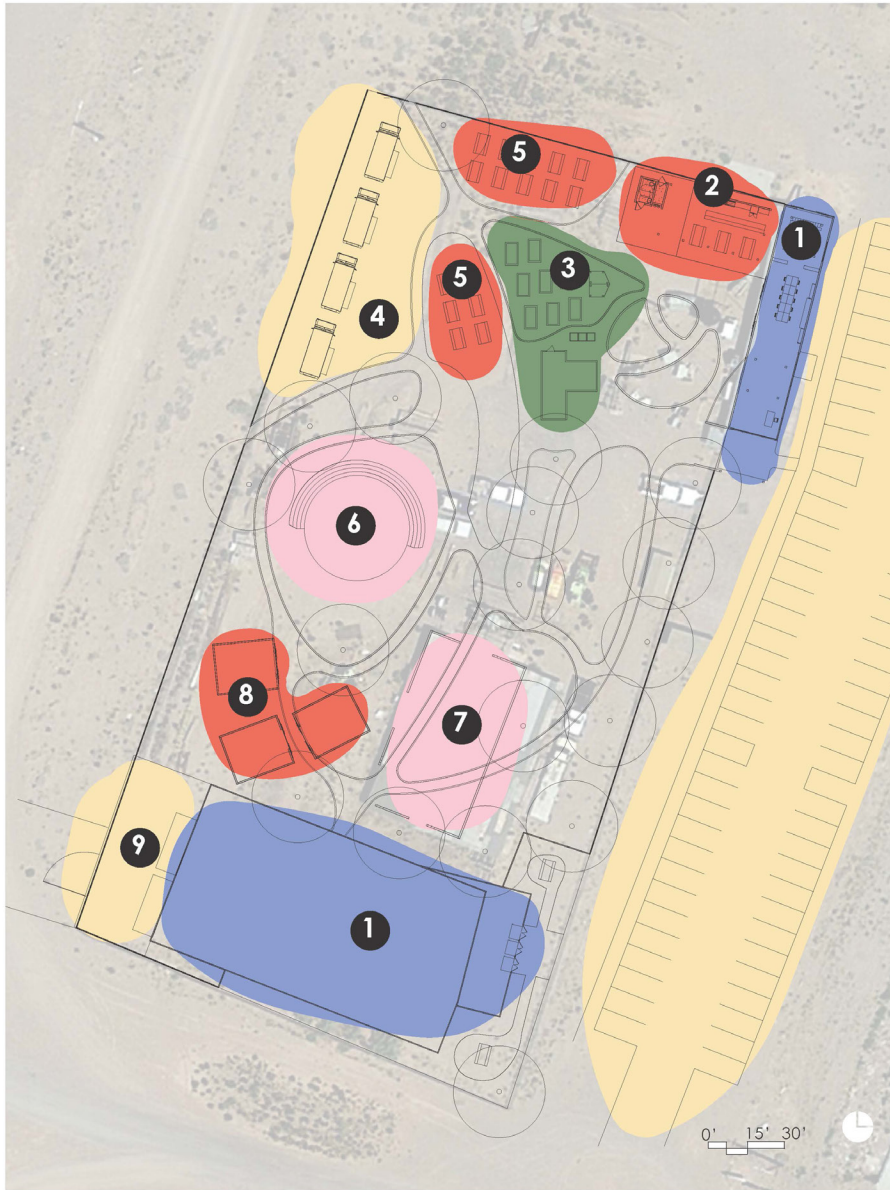
1. community center
   interior 2
2. outdoor commodities
3. community garden
4. food truck parking
5. picnic park
6. formal gathering/ amphitheater
7. old mill mural
8. vendor spaces
9. trash/recycling collection

goals:
- future build design
- year-round gardening
- center for the arts
- local vendor spaces
- designated gathering
- food truck parking

0'   15'   30'

children's playforms

modular furniture

natural materials

edible architecture

edible gardens

circular seating

paving patterns

food truck events

06.6.6 CONCEPT 3: EDUCATE AND GATHER ILLUSTRATION

The plans shows in more detail the Community Center in several years with a permanent and improved features in the inside and outside. These include an outdoor kitchen with restroom facilities, strategically designed parking areas to accommodate food trucks, an inviting amphitheater for performances and gatherings, and well-planned paved parking spaces at the front of the site. These thoughtful additions aim to create a dynamic and inclusive environment, providing the community with ample opportunities to enjoy a range of events and foster meaningful interactions.

1. resource center
2. outdoor community kitchen
3. outdoor restroom
4. discovery and art garden
5. community gardens
6. greenhouse
7. picnic table park
8. food truck parking
9. amphitheater/ performance space
10. old mill mural walls
11. vendor stalls/maker's spaces
12. community center
13. entry courtyard
14. trash/recycling pickup area
15. new parking lot

0'   15'   30'

discovery and art gardens

06.6.7 PLANT AND GARDEN INSPIRATION

On the next page, you'll find a list of native plants that grow in our area. These plants are categorized into understory, middle story, and overstory types. They have various uses, such as medicine, ceremonial purposes, food, and practical applications. These plants not only add beauty to the surroundings but also offer benefits like shade, privacy, protection, and windbreak.

list of key plants

- ■ medicinal plants
- ■ ceremonial plants
- ■ edible plants
- ■ utilitarian plants

overstory

■■	One-Seed Juniper	*Juniperus monosperma*
■■■■	Two-Needle Pine	*Pinus edulis*

middle-story

■■	Castle Valley Saltbush	*Atriplex cuneata*
■■	Prickly Pear	*Opuntia sp.*
■	Globe Mallow	*Sphaeralcea sp.*
■	Milkweed	*Asclepias sp.*
■	New Mexico Thistle	*Cirsium neomexicanum*
■■■	Mormon Tea	*Ephedra viridis*
■	Bracken Fern	*Pteridium aquilinum*
■■	Sage	*Artemisia bigelovii*
■■	Sand Buckwheat	*Eriogonum leptocladon*
■■■	Yucca	*Yucca baileyi*

understory

■	Navajo Tea	*Thelesperma subnudum*
■	Sprawling Pigweed	*Amaranthus blitoides*
■■	Plains Biscuitroot	*Lomatium sandbergii*
■	Golden Mariposa Lily	*Calochortus aureus*
■	Redroot Buckwheat	*Eriogonum racemosum*
■	Navajo Fleabane	*Erigeron concinnus*
■	Desert Broomrape	*Orobanche cooperi*
■	Cleftleaf Wildheliotrope	*Phacelia creunlata*
■■	Little Daisies	*Townsendia incana*
■	Basin Fleabane	*Erigeron pulcherrimus*
■	Many-Flower Skyrocket	*Ipomopsis multiflora*
■	Colorado Four O'Clock	*Mirabilis multiflora*

ethnobotany
grow with thought
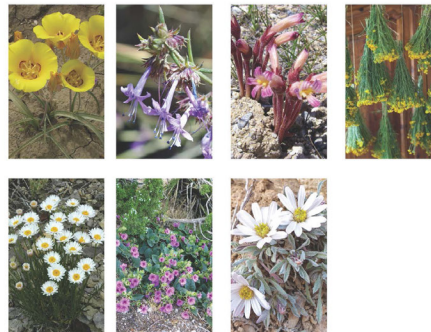
edible gardens and greenhouse

06.6.8 DZIL JOOB'A'II CENTER INTERIOR 1

The following graphics depict the initial steps in transforming the Old Mill Building into a vibrant Community Center. These efforts focus on creating essential spaces that cater to the community's needs. By strategically arranging furniture, we can establish areas such as a media room, community kitchen, reading room/maker's space, lounge area, and a welcoming reception desk. The placement of furniture serves multiple purposes, such as using bookshelves as dividers to delineate different spaces.

The design of these spaces prioritizes flexibility, allowing them to adapt to various activities throughout the day. During regular hours, the spaces can accommodate everyday activities, while in the evenings or for special events, they can easily transform to accommodate larger gatherings like community meetings or special community events. By maximizing the use of existing furniture and thoughtful arrangement, we can create functional and inviting spaces that meet the diverse needs of the community within the Old Mill Building.

lockers

media desk

movable tables

bookshelves

kitchen

communal table

study bar tables

lounge furniture
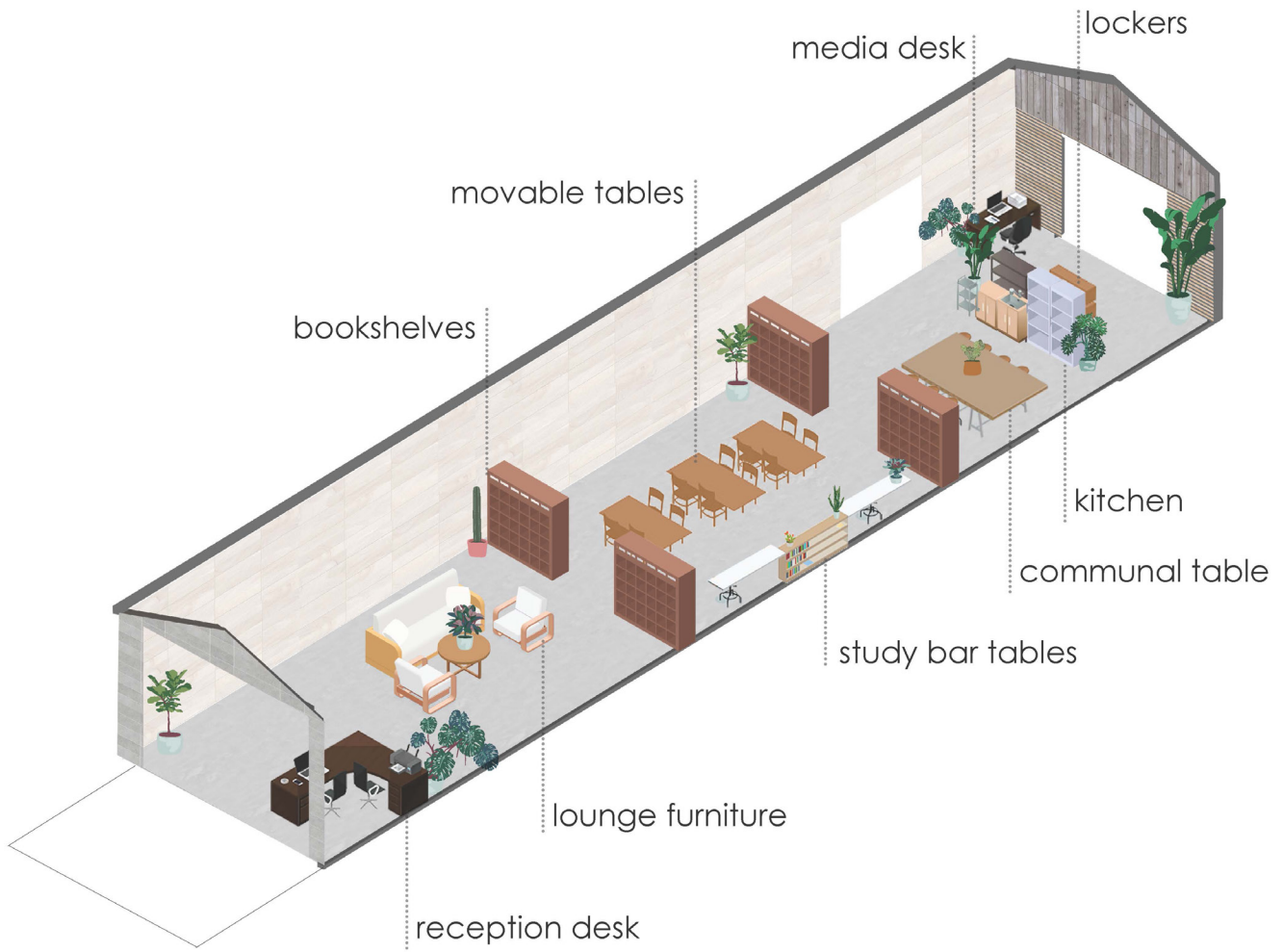
reception desk

media room

community kitchen

reading room/
maker's space

lounge area

welcome/
reception desk
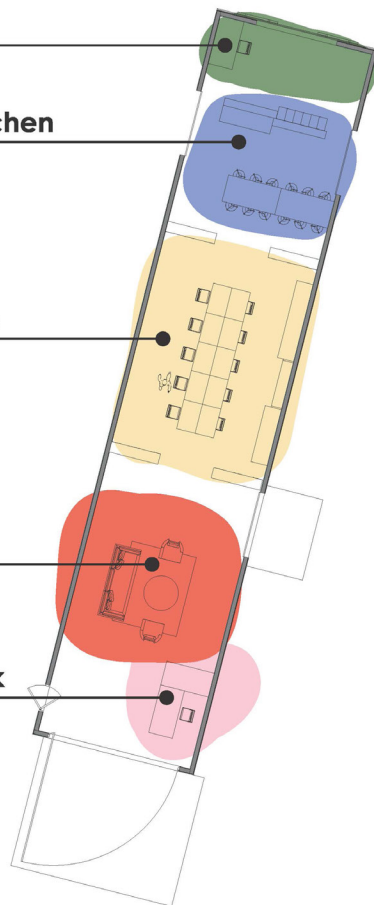
material inspiration
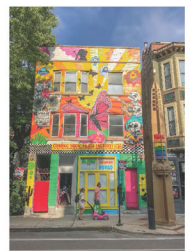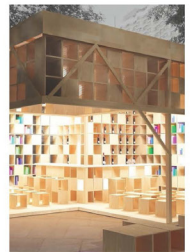
06.6.9 DZIL JOOBA'II CENTER INTERIOR 2

The following graphics showcase the next steps in enhancing the transformed Old Mill Building, now a thriving Community Center. The design includes the addition of a loft space, aimed at optimizing the available area to accommodate a variety of activities and functions. Like the previous transformations, flexibility remains a key consideration in the design approach.

By incorporating a loft space, we can effectively utilize vertical space and create additional usable areas within the Community Center. The loft can serve multiple purposes, whether it's used as an additional gathering space, a creative workshop area, or even an exhibition space to showcase local artwork and cultural artifacts. The design ensures that the loft is adaptable, allowing for easy reconfiguration based on the specific needs of the community.

With the loft space, the Community Center gains even more versatility, offering a range of possibilities for community members to engage in various activities and events. Whether it's hosting workshops, cultural performances, or social gatherings, the improved design aims to create a dynamic and inviting environment that fosters community interaction and growth.

office loft

lockers

movable bookshelves

movable tables

lounge loft

kitchen

main entry

communal table

study bar table

children's area
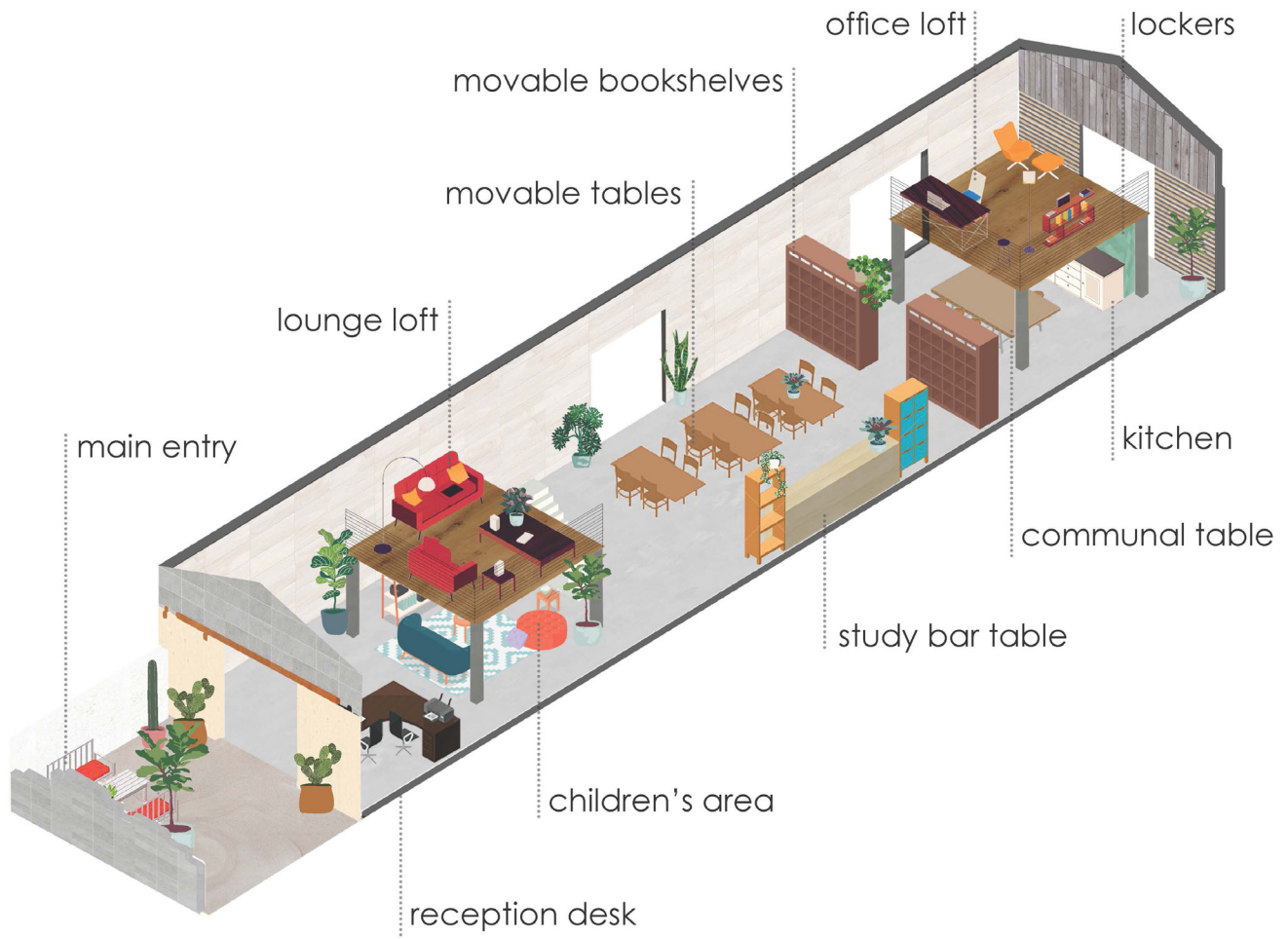
reception desk

**office space/
community kitchen**

**reading room/
maker's space**

**lounge area/
kid's playspace**

**welcome/
reception desk**

entry courtyard

12'

office space

7'-4"

kitchenette

0'

12'

lounge area

7'-4"

kid's corner

0'
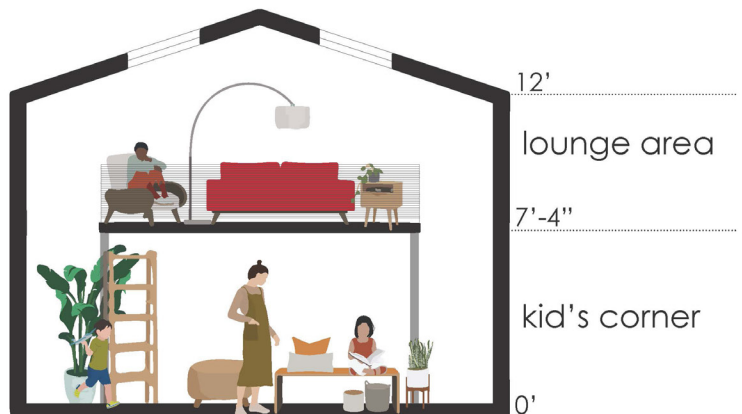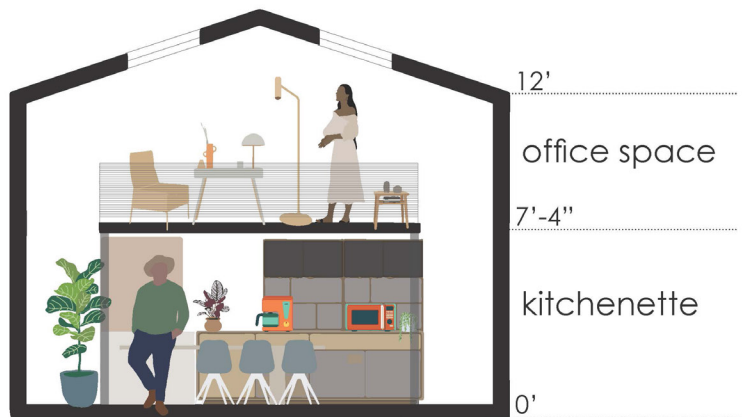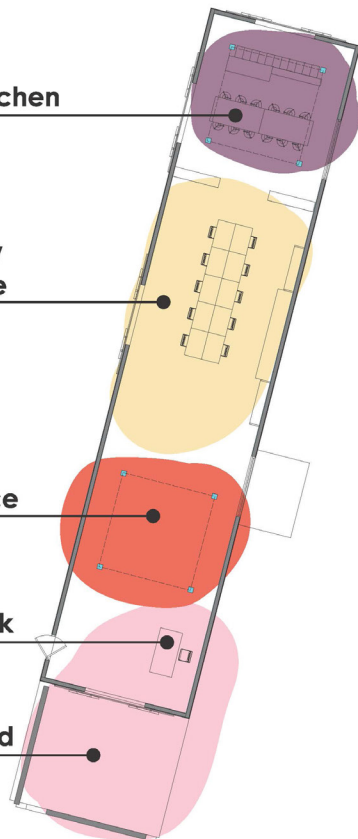
06.7 LOOKING AHEAD

The Planning process is an essential step in the journey of planning for the Community Center, albeit just a small part. However, it plays a crucial role in shaping the future of the community.

On the following page, you will find two key categories: Community-Led Actions and Design Actions. Community-Led Actions highlight the responsibilities that lie within the community itself. These actions are focused on community engagement, participation, and taking ownership of the development process. It empowers community members to actively contribute to the vision and success of the Community Center.

In contrast, Design Actions outline the necessary steps in terms of planning, design, and future development to bring the Community Center to life. These actions encompass various aspects, including architectural considerations, infrastructure planning, and coordination with relevant stakeholders. By implementing these design actions, we ensure that the Community Center is designed and developed in a way that aligns with the community's needs and aspirations.

Together, both Community-Led Actions and Design Actions form a comprehensive framework that guides the planning and development process of the Community Center, with the shared goal of creating a vibrant and inclusive space for the Cameron Community.

community-led actions:

how can we foster a positive relationship to the site?

clean-up days

- gather people to the site
- picnic/cookout incentive
- remove unsalvageable materials
- explore the condition of the mill building

Plan multiple days for cleaning the site and establish the conditions of the buildings. Gather people to the site and begin forming relationships to the space with food and celebration while increasing interest in the community center.

new traditions

- plan small milestone events
- invite local artists to paint murals
- art crawls/vendor markets
- gather all generations to visit site

Marking every achievement with a small celebration keeps people interested in the project even if it takes longer than expected. Showcasing local artists' work and inviting them to actively participate in the kickoff exposes their art to the entire community.

workshops

- look for sponsors/donations
- teaching/learning opportunities
- local artist masterclasses
- build components: benches, tables

Fostering connection to the site also means creating opportunities for intergenerational learning. Using the existing materials, some components of the new community space can be made through leader-led workshops that teach community members new skills.

design actions:

how do we express the desires of the community through design?

site understanding

- analyze the existing conditions/form
- create accurate conditions map
- determine suitability of existing buildings
- find views/important focal points

Creating an accurate map of the existing site conditions will influence how the design moves forward. This influences the placement of different zones of interest. Realizing the feasible construction cost versus the demolition cost of the existing buildings will influence final design.

design development

- conceptualize feedback into new designs
- re-developed design charrette
- create in-depth design elements
- continue community conversation

Using the feedback gathered today, the design team will develop the plans for the community space further and in more detail. The next round of plans will include specific design elements that correspond to the comments given by the community.

06.8 INNOVATIVE PROJECT 2: THE CAMERON DATA ATLAS

The Cameron Data Atlas is a project focused on compiling information, data, and maps into an overall comprehensive atlas that can be used by the community for their community planning efforts. The atlas will provide a comprehensive view of existing data related to various aspects of the community, including topograpahy, land use, transportation, natural features, environmental constraints, land status, and infrastructure to name a few.

The project is a living collection of data from a range of sources, including local government agencies, community organizations, and academic institutions. This data will be compiled and analyzed to create a series of maps and visualizations that will be included in the atlas. These maps and visualizations will help community members and planners better understand the current state of the community and identify areas for improvement or development.

The Cameron Data Atlas will be a valuable resource for community planning efforts, providing a wealth of information and insights that can inform decision-making and help guide future development. It will be made available to community members, local government officials, and other stakeholders through a digital platform that is accessible and user-friendly.

The project will be developed through a collaborative process that involves community members, planners, and other stakeholders. By involving community members in the development of the atlas, the project will ensure that it reflects the needs and priorities of the community and is designed to support community-led planning efforts.

Overall, the Cameron Data Atlas is a valuable tool for community planning efforts, providing a comprehensive and user-friendly resource for understanding the current state of the community and identifying areas for development and improvement.

Layer of Information	Resource
Aerial Photographs	Google Earth
Topography	USGS
Environmental Sensitive Lands	Dept. of Fish & Wilflife
Land Management Status	NN Land Dept., AZ State Land Dept.
Uranium Mines	Navajo Abadoned Mine Lands Reclamation Program
Natural Features	Navajo Division of Natural Resources
Transportation	Navajo Dept. of Transportation
Housing	Navajo Housing Authority
Community Amenities (existing & proposed)	CIP, Navajo Thaw, CLUP
Infrastructure	NTUA, APS, Navajo Power
Homesites	
Grazing Boundaries	
Parks/Recreation	Navajo Nation Parks & Recreation
Tourist Destinations	Navajo Nation Parks & Recreation
Waterways	
HIstorical, Cultural Significant Areas	
Story-Telling	Community

This is a living list and should be continuoully updated and modified with new information or updates.

06.9 OVERALL COMMUNITY CORE PLANNING EFFORT

This is the Conceptual Planning Study that was done for the Navajo Housing Authority as part of a large-scale master planning effort conducted for the entire Navajo Nation. This master planning effort was to locate 34,000 housing units across the 27,000 sq mile area of the Navajo Nation in all 110 communities. As part of our planning work, we thought it best to also plan for other uses such as Commercial, Community Civic, Open Space, and conservation and preservation of land.

Fast forward to current times, we thought it best to further develop that Planning Study to a more detailed visioning effort. The following pages articulate that process of taking the plan on the following page and evolving in into a detailed Master Plan for the Cameron community.

Recommended Housing Locations

Legend

Symbol	Description
+	**Existing Chapter Facilities** (chapter house, senior center, day care, elementary school, high school)
	Existing Grazing / Ranches
	Rural/Conservation Housing (230 acres +/-)
	Orchestrated Neighborhood (150 acres +/-)
	Senior / Vet. Housing (5 acres +/-)
	Apartments (work force housing) (15 acres +/-)
	Mixed-Use (tourism)
	Public Facilities
	Community Park
	Infill

Housing Need (now 190 units +/-)

Count	Type	Density		Efficiency Factor	Acres
94	conservation	50%	1 acre/unit	.35	130 +/-
50	orchestrated neighborhood	25%	.5 acre/unit	.40	33 +/-
18	senior/vet.	10%	.25 acre/unit	.25	2 +/-
28	apartment	15%	.15 acre/unit	.15	5 +/-

Recommended Housing Sites (immediate need)

Map Key	Type	Acres	Units
1	orchestrated neighborhood	33 acres +/-	50
2	conservation	30 acres +/-	24
3	conservation	60 acres +/-	40
4	conservation	40 acres +/-	30
5	apartment	5 acres +/-	28
6	senior	2 acres +/-	18

Cameron serves as the Southwestern Gateway to the Navajo Nation and the Eastern Gateway to the Grand Canyon. Because of it's location, Cameron has the potential to capitalize on a large number of travelers who pass through this diverse chapter and serve the housing needs of commuting residents. Current and future development is focused in two distinct nodes linked by residential development. Proposed Northern development along the Little Colorado River is primarily focused on infill, rehabilitation, and redevelopment. Growth at the intersection of 89A & HWY 64 is currently largely undeveloped and capitalizes on economic opportunities of Grand Canyon visitors and proximity to these two major roads. Special Considerations and exemptions should be implemented for Bennett Freeze residents living throughout the chapter. Considerations for additional sites not represented here are located at the school south on 89A, possible sites near Gray Mtn. and development at the Junction to the North. Western development towards the Grand Canyon is currently limited by availability of utilities but would be ideal for tourism development. Development to the North of the Little Colorado River is ideal for commercial and residential expansion with adequate infrastructure improvements.

Community Elements

A Chapter House Compound and expansion of Community Facilities

B Community Central Park

C Mixed Use/Commercial

D Existing Cameron Trading Post

NORTH
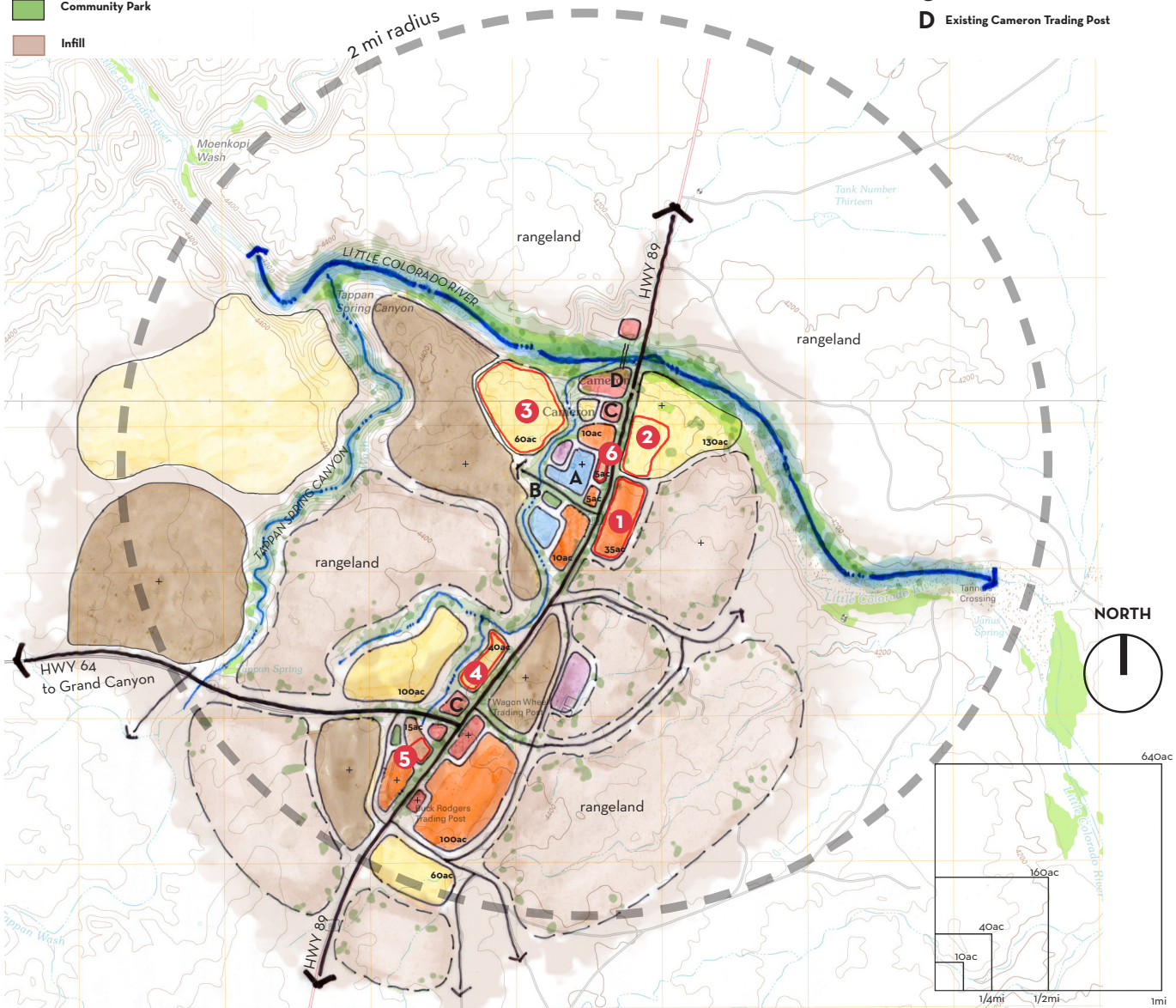
Disclaimer: For Planning Purposes Only

06.10 COMMUNITY CORE - CONCEPTUAL PLANNING OPTIONS

The conceptual planning options offer different land use options for the Community Core areas, and the benefits of considering multiple options. A community core area is typically the heart of a community, where residents and visitors gather for social, cultural, and economic activities.

There are several land use options that can be considered for a community core area, including mixed-use development, commercial development, residential development, and public space. Mixed-use development typically involves a combination of commercial, residential, and public spaces within a single development. Commercial development typically involves the construction of businesses, offices, and retail spaces. Residential development involves the construction of housing units such as apartments, townhouses, or single-family homes. Public space can include parks, plazas, and other gathering spaces.

By exploring different land use options for the community core area, planners and community members can better understand the benefits and trade-offs of each option. For example, mixed-use development can promote walkability, reduce traffic, and encourage a sense of community, but it can also be more complex to plan and develop. Commercial development can generate economic activity and create jobs, but it can also be more focused on profit and less community-oriented. Residential development can provide housing options for community members, but it can also contribute to sprawl and traffic congestion. Public space can provide a gathering place for the community and enhance social interaction, but it can also be expensive to maintain and may require ongoing investment.

Overall, exploring different land use options for the community core area can help ensure that the final plan is responsive to community needs and aspirations, and creates a vibrant and inclusive public space that reflects the community's values and priorities. By weighing the benefits and trade-offs of different options, planners and community members can create a plan that is both feasible and desirable, and that promotes the health, well-being, and economic vitality of the community.

TO PAGE

RIPERIAN ZONE

COLORADO RIVER

WASH CORRIDOR

4200

4400

4400

1/2 MILE RADIUS

HISTORIC SUSPENSION BRIDGE

89

4200

CAMERON TRADING POST

RIPERIAN ZONE

SCATTERED HOUSING

DENTAL CLINIC

DAY CARE/ PRE SCHOOL

EXISTING CHAPTER HOUSE

NATURAL LANDSCAPE

NORTH FOCUS AREA

NATURAL LANDSCAPE

89

SCATTERED HOUSING

SEWER LAGOONS

1/2 MILE RADIUS

64

NAVAJO TRAIL TRADING POST

TO GRAND CANYON

PAINTED DESERT TRADING POST

89

TO FLAGSTAFF

SOUTH FOCUS AREA

LEGEND

- ← → HIGHWAY
- ← → INTERNAL RD
- ⇢ PROPOSED RD
- ●⇢ PROPOSED CUL - DE - SAC
- ◉ PROPOSED INTERSECTION
- ◎ EXISTING ROUNDABOUT
- ★ SIGNIFICANT LOCATION
- MIXED USE
- COMMERCIAL TOURISM
- COMMERCIAL FACILITIES
- OPEN SPACE PRESERVE
- COMMUNITY PARK / OPEN SPACE
- UTILITY / OTHER FACILITIES
- COMMUNITY FACILITIES / SCHOOL, LIBRARY
- OFFICE/ WAREHOUSE
- COMMUNITY EVENTS/ENTRY PLAZA
- MULTI FAMILY RESIDENTIAL
- RESIDENTIAL
- EXISTING RESIDENTIAL (SCATTERED)
- EXISTING COMMERCIAL
- EXISTING COMMMUNITY FACILITIES
- EXISTING UTILITIES

SCALE 1"=300'

0'   150'   300'   600'

TO PAGE

RIPERIAN ZONE

COLORADO RIVER

WASH CORRIDOR

RIPERIAN ZONE

HISTORIC SUSPENSION BRIDGE

CAMERON TRADING POST

1/2 MILE RADIUS

SCATTERED HOUSING

DENTAL CLINIC

DAY CARE/ PRE SCHOOL

EXISTING CHAPTER HOUSE

NATURAL LANDSCAPE

NORTH FOCUS AREA

NATURAL LANDSCAPE

SCATTERED HOUSING

SEWER LAGOONS

1/2 MILE RADIUS

NAVAJO TRAIL TRADING POST

TO GRAND CANYON

PAINTED DESERT TRADING POST

TO FLAGSTAFF

SOUTH FOCUS AREA

LEGEND

⟷	HIGHWAY
⟷	INTERNAL RD
⇢	PROPOSED RD
•⟶	PROPOSED CUL - DE - SAC
◉	PROPOSED INTERSECTION
◎	EXISTING ROUNDABOUT
★	SIGNIFICANT LOCATION
	MIXED USE
	COMMERCIAL TOURISM
	COMMERCIAL FACILITIES
	OPEN SPACE PRESERVE
	COMMUNITY PARK / OPEN SPACE
	UTILITY / OTHER FACILITIES
	COMMUNITY FACILITIES / SCHOOL, LIBRARY
	OFFICE/ WAREHOUSE
	COMMUNITY EVENTS/ENTRY PLAZA
	MULTI FAMILY RESIDENTIAL
	RESIDENTIAL
	EXISTING RESIDENTIAL (SCATTERED)
	EXISTING COMMERCIAL
	EXISTING COMMMUNITY FACILITIES
	EXISTING UTILITIES

SCALE 1"=300'

TO PAGE

COLORADO RIVER

4200

WASH CORRIDOR

4400

4400

1/2 MILE RADIUS

HISTORIC SUSPENSION BRIDGE

CAMERON TRADING POST

RIPERIAN ZONE

SCATTERED HOUSING

89

DENTAL CLINIC
DAY CARE / PRE SCHOOL

EXISTING CHAPTER HOUSE

NATURAL LANDSCAPE

NORTH FOCUS AREA

NATURAL LANDSCAPE

89

SCATTERED HOUSING

SEWER LAGOONS

1/2 MILE RADIUS

64

NAVAJO TRAIL TRADING POST

TO GRAND
CANYON

PAINTED DESERT TRADING POST

TO FLAGSTAFF

89

SOUTH FOCUS AREA

LEGEND

←→	HIGHWAY
←→	INTERNAL RD
⇢	PROPOSED RD
●⇢	PROPOSED CUL - DE - SAC
◎	PROPOSED INTERSECTION
◎	EXISTING ROUNDABOUT
★	SIGNIFICANT LOCATION
	MIXED USE
	COMMERCIAL TOURISM
	COMMERCIAL FACILITIES
	OPEN SPACE PRESERVE
	COMMUNITY PARK / OPEN SPACE
	UTILITY / OTHER FACILITIES
	COMMUNITY FACILITIES / SCHOOL, LIBRARY
	OFFICE/ WAREHOUSE
	COMMUNITY EVENTS/ENTRY PLAZA
	MULTI FAMILY RESIDENTIAL
	RESIDENTIAL
	EXISTING RESIDENTIAL (SCATTERED)
	EXISTING COMMERCIAL
	EXISTING COMMMUNITY FACILITIES
	EXISTING UTILITIES

SCALE 1"=300'

06.11 EVALUATION MATRIX

An evaluation matrix for project development is a tool used to assess the effectiveness and feasibility of a project. It involves identifying specific criteria or factors that are important for the success of the project, and then evaluating the project based on these criteria. The evaluation matrix helps project developers to identify strengths and weaknesses of the project, make informed decisions, and improve the overall quality of the project.

The evaluation matrix typically includes both qualitative and quantitative criteria. Qualitative criteria might include factors such as stakeholder engagement, community involvement, and sustainability. Quantitative criteria might include factors such as cost-effectiveness, return on investment, and timeline.

To use the evaluation matrix, project developers assign weights to each criterion based on its relative importance to the project. They then evaluate the project based on each criterion, using a scoring system such as a Likert scale or numerical rating system. Finally, the scores are tallied, and the project is evaluated based on the total score.

The evaluation matrix can be used throughout the project development process, from initial planning to final evaluation. It can help project developers to make informed decisions about project design, resource allocation, and timeline. It can also be used to identify areas for improvement and inform future project development efforts.

Overall, the evaluation matrix is a valuable tool for project development, providing a structured and systematic approach to evaluating the effectiveness and feasibility of a project. It helps project developers to make informed decisions and improve the quality of their projects, ultimately leading to more successful outcomes.

CRITERIA	CIRCULATION OPTIONS			PROGRAM AMENITY OPTIONS		
	1	2	3	A	B	C
SUSTAINABILITY						
LIGHT TOUCH ON THE LAND						
SITE ACCESSIBILITY						
WALKABILITY						
CONNECTIVITY						
SOCIAL ENGAGEMENT						
CITIZEN CONVENIENCE						
MULTI-GENERATIONAL						
LONG TERM LEGACY						
GOOD NEIGHBOR						
PHASING FLEXIBILITY						
COST IMPLICATIONS						
OUTSIDE "VISIBILITY"						
ENGINEERING IMPACTS						
FLEXIBILITY						
HOUSING VARIETY						
LAND STATUS						
LAND AVAILABILITY/WITHDRAWN						
ACCESS TO UTILITIES						
COMMUNITY INVOLVEMENT						
SIZE APPROPRIATE						
SITE CLEARANCES						
USABLE ACREAGE						
SOILS						
TOPOGRAPHY						
WILDLIFE/NATURAL RESOURCES ISSUES						
ARCHEOLOGICAL/HISTORIC/CULTURAL RESOURCES						
PROXIMITY TO EXISTING COMMUNITY DEVELOPMENT						
PROXIMITY TO NEGATIVE FEATURES (LARGE POWER LINES, LANDFILL, MINING)						
DISTANCE TO ELECTRICITY						
WATER CAPACITY						
DISTANCE TO WATERLINES						
SEWER SERVICE						
DISTANCE TO SEWERLINES						
DISTANCE TO TELEPHONE LINES						
DISTANCE TO NATURAL GAS						
ROADS						
SCORE						

07.

ANATOMY OF THE MASTERPLAN

07.1 DRAFTING THE COMMUNITY CORE MASTER PLAN

When we begin the process of drafting the Community Core Master Plan, we use diagrams and sketches, as shown in the following pages, to capture the community's vision in a simple and understandable way. These visual representations help us to think through the different aspects of master planning and consider all the important elements that make up the Community Master Plan - the Anatomy of the Master Plan.

Through these diagrams and sketches, we can depict the various layers and ingredients that contribute to the overall plan. This methodical approach allows us to break down the planning process into manageable components and ensures that all key aspects are considered. It helps us to explore different possibilities, evaluate options, and create a comprehensive and well-thought-out plan for the community.

By using these visual tools, we can effectively communicate the vision and goals of the Community Core Master Plan to the community members, stakeholders, and decision-makers. It facilitates a shared understanding of the planning process and encourages active participation and feedback from the community. This collaborative approach ensures that the final plan truly reflects the aspirations and needs of the community, leading to a vibrant and sustainable future for the Community Core area.

07.2 FRAMEWORK PLANS

The Framework Plans provide a visual roadmap for the implementation of the master plan over time. By illustrating different scenarios and possibilities, they enable us to envision the potential outcomes and how various visions can be seamlessly integrated into the community's development. These plans allow for flexibility, ensuring that the evolving needs and aspirations of the community can be accommodated while staying true to the overall mission.

With the Framework Plans, we can explore multiple directions and options for the community's growth and development. They serve as a guide to prioritize and coordinate various projects and initiatives, ensuring that they align with the overarching vision and goals. By maintaining a flexible approach, the plans can adapt to changing circumstances and new opportunities while still upholding the core principles and values of the community. This flexibility fosters creativity, innovation, and continuous improvement, enabling the community to evolve and thrive in a dynamic and sustainable manner.

07.2.1 PLACEMAKING FRAMEWORK

The Placemaking Framework serves as a strategic blueprint for creating vibrant and thriving places within Cameron. It takes into account the existing places that hold significance to the community, emphasizing the concept of Placekeeping, which involves preserving and celebrating the cultural, historical, and natural elements that make Cameron unique.

In addition to Placekeeping, the framework also focuses on proposing new places that can enhance and support the community's well-being. These proposed places are carefully designed to align with the community's needs and aspirations, providing spaces for social interaction, recreation, cultural expression, and economic growth. By creating a diverse range of well-designed places, the framework aims to cultivate a sense of belonging, pride, and identity within the Cameron community.

Overall, the Placemaking Framework serves as a guiding principle for the intentional and thoughtful development of places within Cameron. It promotes a holistic approach that values both the existing places that contribute to the community's identity and the creation of new places that can further enhance the community's vibrancy and quality of life.

TOOH NÍLÍNÍ PLACE

NÁZBĄS PLACE

PLACEMAKING FRAMEWORK CONCEPT DIAGRAM

DESTINATION
PLACES
ACTIVITIES

LEGEND

⟷ HIGHWAY

DESTINATIONS

COMMERCIAL CORE
RESIDENTIAL VILLAGE
NATURAL PRESERVES
OPEN SPACE
COMMUNITY CORE
ECO-TOURISM

⊙ EXISTING ROUND-A-BOUT
⭐ CHAPTER HOUSE
⭐ CAMERON TRADING POST

07.2.2 ROADS & TRANSPORTATION FRAMEWORK

The Road and Transportation Framework presents a strategic approach to proposing new roads that seamlessly integrate with the existing road network. By carefully considering the current transportation infrastructure, this framework aims to enhance connectivity and optimize traffic flow within the community. It takes into account factors such as traffic patterns, accessibility, and safety to ensure the efficient movement of people and vehicles throughout the area.

Through this framework, the community can envision a road network that is well-planned, sustainable, and aligned with the community's needs. By strategically identifying areas where new roads can be implemented and designing them to complement the existing infrastructure, the goal is to create a cohesive transportation system that supports economic growth, facilitates daily commutes, and fosters a sense of connectivity within the community. The Road and Transportation Framework serves as a guide to shaping a transportation network that promotes efficiency, accessibility, and a seamless flow of movement for the benefit of residents and visitors alike.

TO PAGE

COLORADO RIVER

RIPERIAN ZONE

WASH CORRIDOR

SCATTERED HOUSING

NATURAL LANDSCAPE

RIPERIAN ZONE

NATURAL LANDSCAPE

SCATTERED HOUSING

SEWER LAGOONS

TO GRAND
CANYON

TO FLAGSTAFF

LEGEND

HIGHWAY- 89 & 64
IR - 6139
IR - 6730
IR - 1302
LOCAL RD
PROPOSED RD
PROPOSED CUL - DE - SAC
PROPOSED INTERSECTION
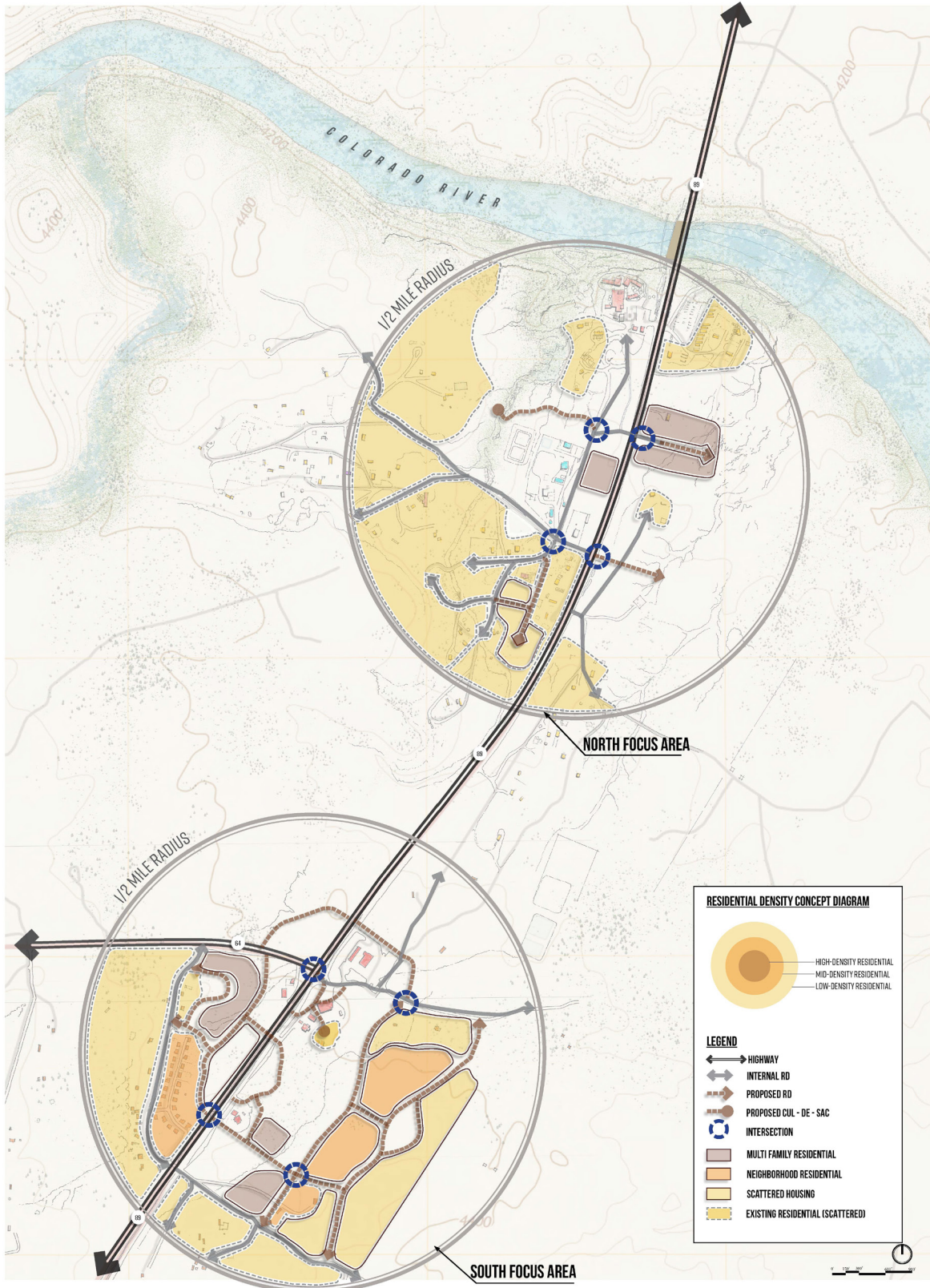EXISTING ROUNDABOUT

SCALE 1"=300'
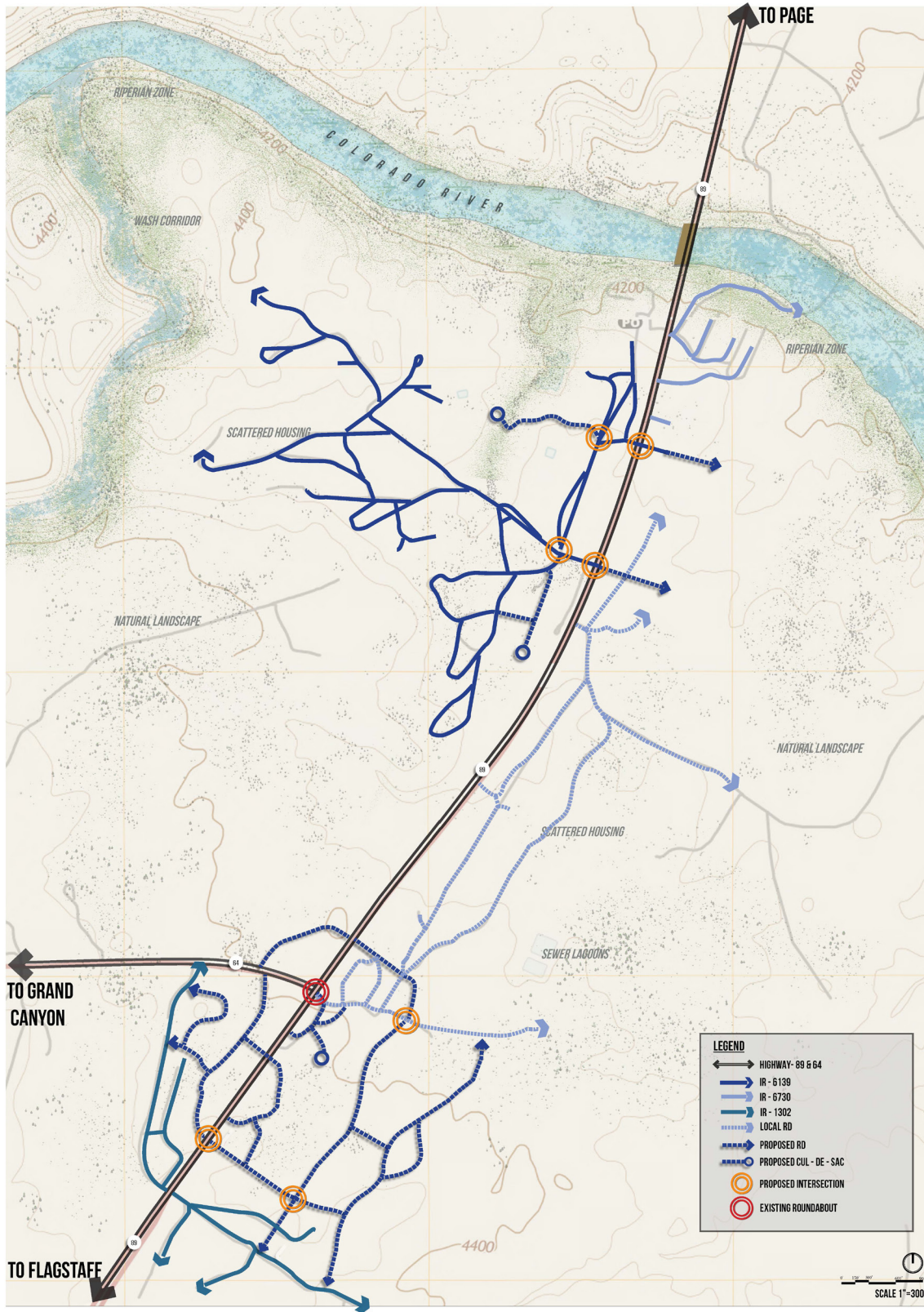
07.2.3 HOUSING FRAMEWORK

The Housing Framework outlines a strategic approach to the development of new housing that harmoniously integrates with the existing scattered housing and residential neighborhoods. It takes into consideration the unique characteristics of the community and aims to create a cohesive and vibrant living environment for its residents. By carefully analyzing the existing housing landscape and understanding the needs and preferences of the community, this framework proposes new housing options that blend seamlessly with the existing fabric of the neighborhood.

Through this framework, the community can envision a housing strategy that addresses the demand for additional housing units while respecting the existing architectural styles and character of the area. The goal is to create a diverse range of housing options that cater to different needs and lifestyles, fostering a sense of inclusivity and community. By strategically identifying suitable locations for new housing developments and incorporating sustainable design principles, the Housing Framework aims to enhance the overall quality of life for residents and contribute to the long-term vitality of the community.

HOUSING FRAMEWORK

COLORADO RIVER

1/2 MILE RADIUS

89

NORTH FOCUS AREA

1/2 MILE RADIUS

64

89

89

SOUTH FOCUS AREA

RESIDENTIAL DENSITY CONCEPT DIAGRAM

HIGH-DENSITY RESIDENTIAL
MID-DENSITY RESIDENTIAL
LOW-DENSITY RESIDENTIAL

LEGEND

HIGHWAY
INTERNAL RD
PROPOSED RD
PROPOSED CUL - DE - SAC
INTERSECTION
MULTI FAMILY RESIDENTIAL
NEIGHBORHOOD RESIDENTIAL
SCATTERED HOUSING
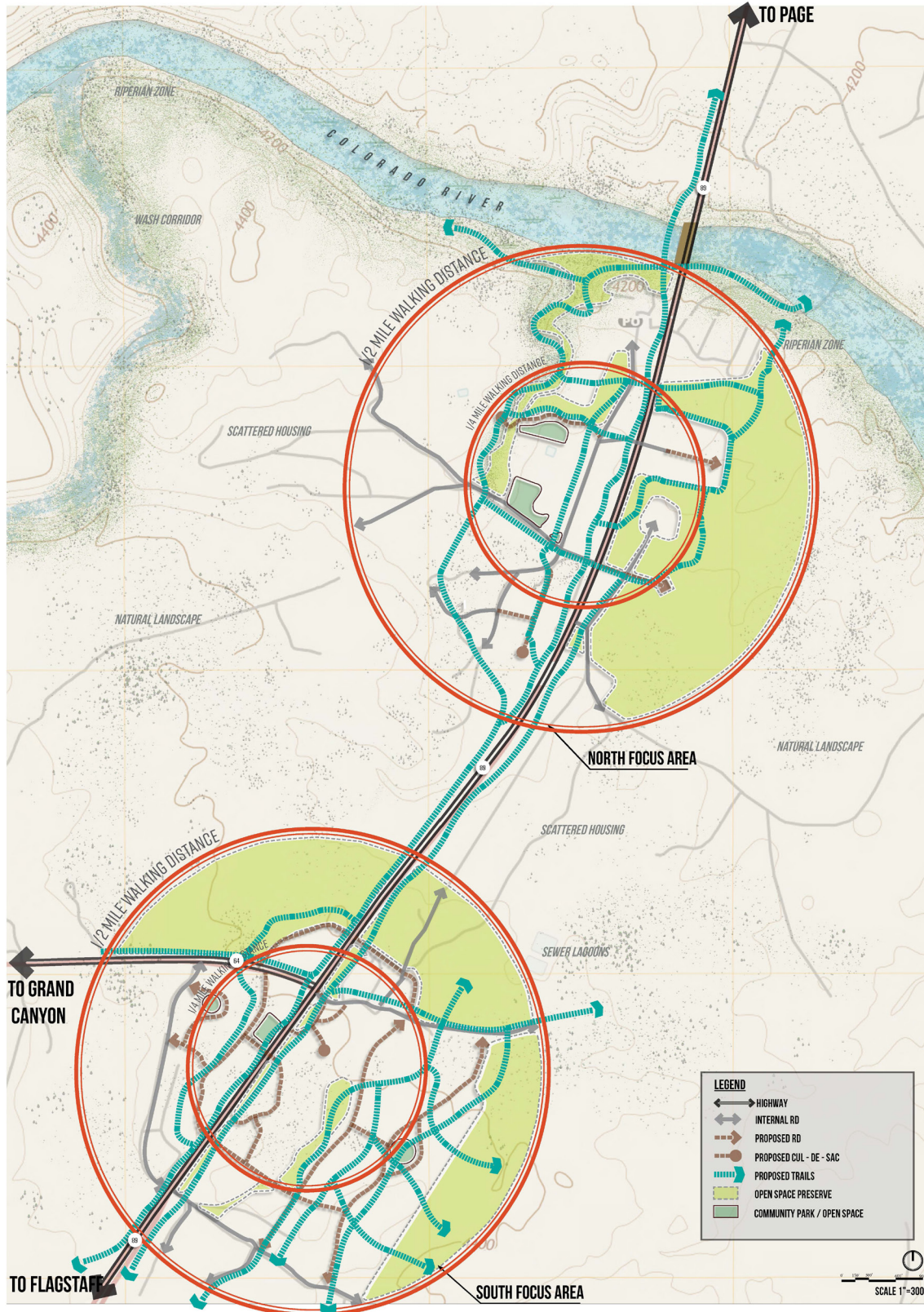EXISTING RESIDENTIAL (SCATTERED)

07.2.4 OPEN SPACE FRAMEWORK

The Open Space Framework provides a strategic approach to preserving and enhancing both existing natural open spaces and proposed formal open spaces, such as parks and trails. It recognizes the importance of maintaining the ecological integrity of the community's natural areas while also providing accessible and well-designed spaces for recreational activities and community gatherings. By carefully identifying and mapping the existing open spaces and potential areas for development, this framework ensures a balanced approach to land use that respects the environment and meets the needs of the community.

Through this framework, the community can envision a network of open spaces that offer opportunities for leisure, recreation, and connection with nature. The preservation of existing natural open spaces not only protects valuable ecosystems and wildlife habitats but also provides residents with serene and peaceful retreats within the community. Additionally, the creation of formal open spaces, such as parks and trails, offers opportunities for active recreation, social interaction, and community events. By integrating these open spaces into the fabric of the community, the Open Space Framework promotes a healthier and more sustainable environment while enhancing the overall quality of life for residents.

OPEN SPACE FRAMEWORK

TO PAGE

RIPERIAN ZONE

COLORADO RIVER

WASH CORRIDOR

1/2 MILE WALKING DISTANCE

1/4 MILE WALKING DISTANCE

RIPERIAN ZONE

SCATTERED HOUSING

NATURAL LANDSCAPE

NATURAL LANDSCAPE

NORTH FOCUS AREA

SCATTERED HOUSING

SEWER LAGOONS

1/2 MILE WALKING DISTANCE

1/4 MILE WALKING DISTANCE

TO GRAND CANYON

LEGEND

HIGHWAY
INTERNAL RD
PROPOSED RD
PROPOSED CUL - DE - SAC
PROPOSED TRAILS
OPEN SPACE PRESERVE
COMMUNITY PARK / OPEN SPACE

TO FLAGSTAFF

SOUTH FOCUS AREA

SCALE 1"=300'

07.3 CONCEPTUAL CORE MASTER PLANS

NORTH AREA CONCEPTUAL PLANNING STUDIES AND DRAFT MASTER PLAN SKETCH

This bubble concept plan provides a general idea of where different uses can be located. It's an initial exploration of existing buildings, uses, and places, and how new buildings, uses, and places can complement them.

During our visits and interactions with the community, we noticed that there are two distinct groups that play a significant role in shaping the character of this area. The first group is the local community, and the second group consists of commercial and tourism establishments like the Cameron Trading Post, gas station, and RV services. The focus of this North Area concept is to create a master plan that benefits both the local community and supports businesses and services for tourists and visitors.

This area is primarily dedicated to serving the local community and houses essential community components like the Chapter House, Day Care and other community facilities. It is designed to cater to the needs and preferences of the residents, providing them with convenient access to important services and amenities. The focus is on creating a vibrant and inclusive space where community members can come together, engage in activities, and strengthen their bonds.

North Area Conceptual Planning Option

North Area Draft Master Plan Sketch

SOUTH AREA CONCEPTUAL PLANNING STUDY & MASTER PLAN SKETCH

Similar to the previous concept plan for the North Area, this area aims to strike a balance between serving the local community and catering to tourists and visitors. Given that Highway 89 is a popular route for tourists, this plan focuses more on providing amenities and businesses that attract and support them. Along the highway, there are proposed locations for commercial establishments that can cater to the needs of tourists.

To ensure the privacy and security of local residents, the plan also includes neighborhoods situated behind the highway commercial area. This separation allows for a sense of privacy for the residents. The road network within the area is carefully designed to ensure easy and safe travel, with measures in place to prevent conflicts between local traffic and visitor traffic.

South Area Conceptual Planning Option

South Area Draft Master Plan Sketch

08.

THE VISION

08.1 FINAL MASTER PLAN

The final master plan illustrations presented here for the North and South Area are the culmination of the ideas discussed in this book and the valuable feedback received from the community. It's important to note that these plans are not set in stone and are subject to change. They serve as a visual representation of the envisioned future, providing a starting point for action.

Instead of overwhelming ourselves with grand plans, it is wise to begin with smaller projects that can have a significant impact. By starting small, we can focus on achievable goals while keeping the bigger picture in mind. This plan acts as a guide to help navigate through the process, allowing for adaptability and flexibility along the way. Embracing the idea that many things can change, we can take steps towards creating a vibrant and sustainable community, one project at a time.

08.2 NORTH AREA MASTER PLAN ILLUSTRATION

The Master Plan for the North Area adopts an infill approach to planning, considering the existing community and residential buildings as the foundation. Our goal was to identify uses that would complement the existing infrastructure. Building upon the Chapter House, Daycare, Senior Center, Dental Clinic, and residential housing, we proposed the addition of Senior and Veteran Housing, Multi-Family Housing, and Workforce Housing. This approach envisions the area as a place deeply connected to the local community.

To enhance the community experience, our proposal includes various amenities in close proximity. A park, school, library, food hall, welcome center, vendor spaces, the Dzil Jooba'ii Community Center, and a campsite are planned to extend the range of uses within the Private Property area, located north of the river. One of the key benefits of this plan is its emphasis on walkability. Residents will enjoy the convenience of strolling to nearby destinations such as the park, vendors, neighboring properties, and shopping facilities. Additionally, community meetings and gatherings will be easily accessible, fostering a stronger sense of connection among residents.

An additional significant emphasis in the proposed plan was the cultivation of intergenerational relationships between the youth and the elderly within the community. Recognizing the value of mutual learning and interaction, we have included designated spaces where these age groups can come together and exchange knowledge and experiences. These spaces serve as catalysts for intergenerational connections, fostering a sense of community cohesion and shared growth.

LEGEND

1 CHAPTER HOUSE
2 BUILDING
3 OLD CHAPTER HOUSE
4 GARDENS
5 COMMUNITY CENTER
6 PRE - SCHOOL
7 SENIOR CENTRE
8 DENTAL CLINIC
9 LIBRARY
10 ADMIN. OFFICE
11 EXISTING CELL TOWER

12 SPECIAL NEEDS HOUSING
13 SR HOUSING
14 VET HOUSING
15 STORE
16 GAS
17 MULTI-PURPOSE PLAZA
18 PROPOSED OPEN SPACE
19 PLAY GROUND
20 BASKETBALL
21 DOG PARK
22 WELCOME CENTER

23 FOOD HALL
24 TRADING POST & VENDORS
25 SCULPTURE
26 HOUSING - WORK FORCE
27 PROPOSED RESIDENTIAL
28 COMMERCIAL
29 CAMP GROUND
30 PROPOSED OPEN SPACE PRESERVE
31 PROPOSED TRAIL
32 PROPOSED SCHOOL OR HOUSING
33 FIRE STATION

TO PAGE

COLORADO RIVER

HISTORIC SUSPENSION BRIDGE

PRIVATE PROPERTY

TO FLAGSTAFF

NTS

08.3 SOUTH AREA MASTER PLAN ILLUSTRATION

The Master Plan for the South Area is centered around activating the highway and roundabout by creating attractive destinations for both tourists and the local community. After careful consideration, we identified the northwest corner of the roundabout as the perfect location for a Co-Op, catering specifically to entrepreneurs and artists.

In the areas running parallel to the highway, our focus was on developing commercial spaces, specialty retail stores, and restaurants. These establishments, owned by the community, would not only support the existing gas stations and small restaurants but also offer unique services, contributing to the local economy. Additionally, the inclusion of a hotel resort aligns seamlessly with the existing and proposed developments. To ensure privacy, we strategically planned neighborhood housing to be situated behind the commercial areas.

The primary objective of this plan is to captivate the attention of passing drivers en route to tourist destinations, enticing them to stay and explore the area. Simultaneously, we aim to create a vibrant community where locals can work, live, and enjoy recreational activities. By combining these elements, we aspire to establish a dynamic environment that offers a range of opportunities for all, fostering economic growth and enhancing the quality of life for residents and visitors alike.

LEGEND

1. PROPOSED COMMUNITY PARK
2. PROPOSED HOMES & NEIGHBORHOOD PARK
3. PROPOSED COMMERCIAL PAD SITE
4. EXISTING HOMES
5. EXISTING COMMERCIAL
6. PROPOSED BUSINESS PARK
7. PROPOSED MULTI-FAMILY
8. EXISTING HOMES
9. PROPOSED HOMES
10. PROPOSED PARK
11. PROPOSED HOMES
12. PROPOSED RESORT HOTEL
13. PROPOSED RESTAURANT
14. PROPOSED TOUR CENTER
15. PROPOSED ADMIN FOR RESORT
16. PROPOSED EMPLOYEE CABINS
17. PROPOSED HOTEL
18. PROPOSED TOURIST ATTRACTION (COMMERCIAL)
19. EXISTING ROUNDABOUT

TO PAGE

TO GRAND CANYON

TO FLAGSTAFF

08.4 HOUSING TYPOLOGY

When planning for housing in the community, it is important to consider various typologies that can cater to different needs. Here are the different housing typologies that should be taken into consideration:

Single Family - Rural Housing: This typology focuses on individual homes that are scattered throughout the rural landscape. It provides a sense of privacy and connection with nature, reflecting the traditional lifestyle of the community.

Single Family - Orchestrated Neighborhood: This typology emphasizes the creation of cohesive and well-designed neighborhoods. It involves the thoughtful arrangement of single-family homes, with attention to open spaces, walkability, and shared amenities that foster a sense of community.

Multi-Family - Apartments: This typology includes apartment buildings that provide housing for multiple families or individuals. Apartments offer a more compact living arrangement and can be designed to accommodate various income levels, promoting diversity and inclusivity within the community.

Workforce Housing: Workforce housing refers to housing options that are affordable and accessible for the local workforce. This typology aims to provide housing solutions for individuals and families who work in the community, ensuring that they can live near their workplaces.

Senior Living: This typology focuses on housing options specifically designed for seniors, considering their unique needs and preferences. Senior living communities can offer independent living, assisted living, or other specialized care services to support aging residents.

By considering these housing typologies, the community can create a diverse and inclusive residential environment that meets the needs of different residents, supports social interaction, and contributes to the overall vibrancy and sustainability of the community.
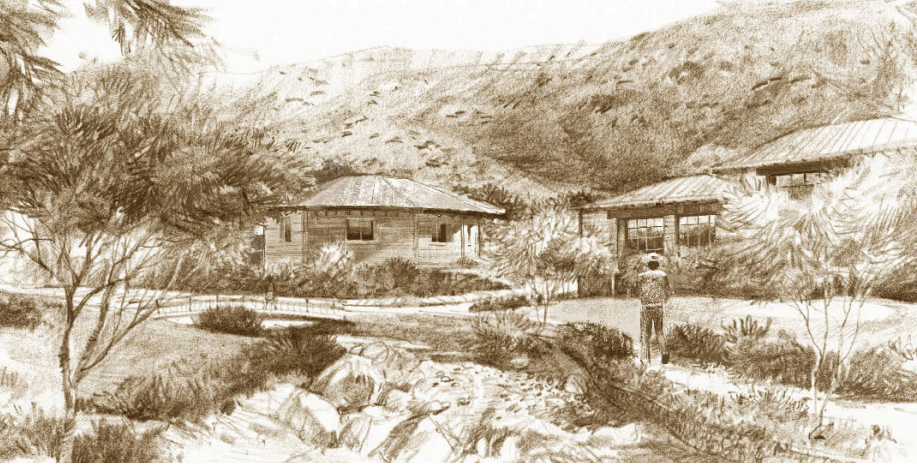
08.4.1 SINGLE FAMILY - RURAL HOUSING

Single Family - Rural Housing is a housing typology that embraces the rural character and natural surroundings of the community. It is characterized by individual homes that are spread out across the landscape, allowing residents to enjoy privacy and tranquility. The design and layout of these homes often take into account the natural topography and features of the land, creating a harmonious integration between the built environment and the surrounding nature.

In this typology, homes are typically situated on larger plots of land, providing ample space for outdoor activities, gardening, and recreational pursuits. The rural setting allows residents to establish a stronger connection with nature, with expansive views, open spaces, and a quieter atmosphere. It offers an opportunity for individuals and families to embrace a slower pace of life, away from the hustle and bustle of urban areas.

The design of rural homes often reflects the traditional architectural style and materials of the region, blending seamlessly with the natural landscape. Elements such as pitched roofs, porches, and large windows are common, enhancing the visual appeal and functionality of the homes. Additionally, sustainable practices such as rainwater harvesting, use of renewable energy sources, and the incorporation of eco-friendly materials can be integrated into the design to promote environmental stewardship.

Overall, Single Family - Rural Housing provides a unique living experience that allows residents to enjoy the benefits of a rural lifestyle, including serenity, privacy, and a strong connection with the natural environment. It offers an opportunity for individuals and families to create a home that aligns with their values, fostering a sense of community and preserving the cultural heritage of the area.
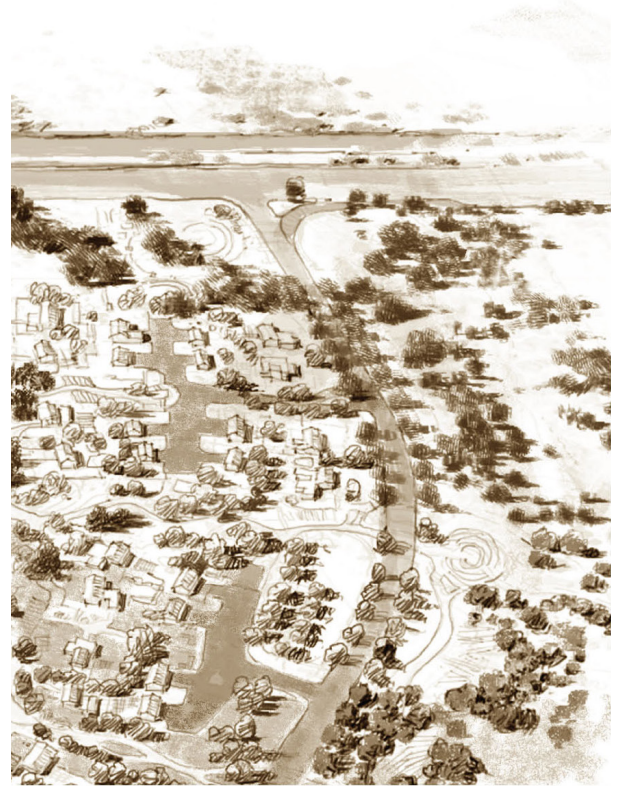

This is a snippet of the South Area Master Plan showing rural housing.

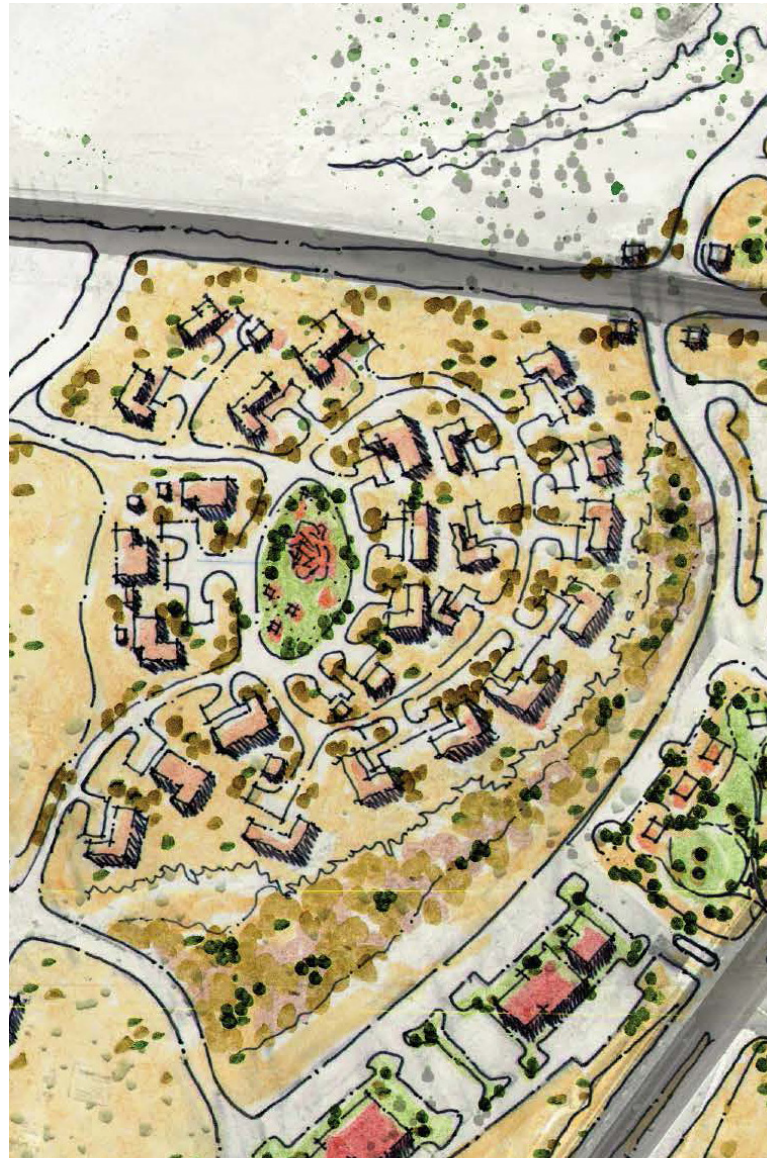## 08.4.2 SINGLE FAMILY - ORCHESTRATED NEIGHBORHOOD

Single Family - Orchestrated Neighborhood is a housing typology that focuses on the development of well-planned and harmonious neighborhoods. It revolves around the idea of creating a cohesive and inviting community by carefully arranging single-family homes within a thoughtfully designed layout.

In this typology, the emphasis is placed on creating a neighborhood that encourages interaction and a sense of belonging among residents. The homes are strategically positioned to promote walkability and connectivity, with pedestrian-friendly streets and pathways that make it easy for neighbors to interact and socialize. Open spaces, such as parks, playgrounds, and communal gathering areas, are integrated into the neighborhood design, providing opportunities for recreation and community events.

The Orchestrated Neighborhood concept also emphasizes the importance of shared amenities that enhance the quality of life for residents. These amenities can include amenities such as community centers, swimming pools, sports facilities, and shared green spaces, all of which contribute to the sense of community and foster social interactions among neighbors.

trail networks

By carefully orchestrating the placement of single-family homes, incorporating walkability, and providing shared amenities, the Single Family - Orchestrated Neighborhood typology creates an environment where residents can build relationships, engage in activities together, and enjoy a strong sense of community. It offers the benefits of a close-knit neighborhood while still providing the privacy and comfort of individual homes.
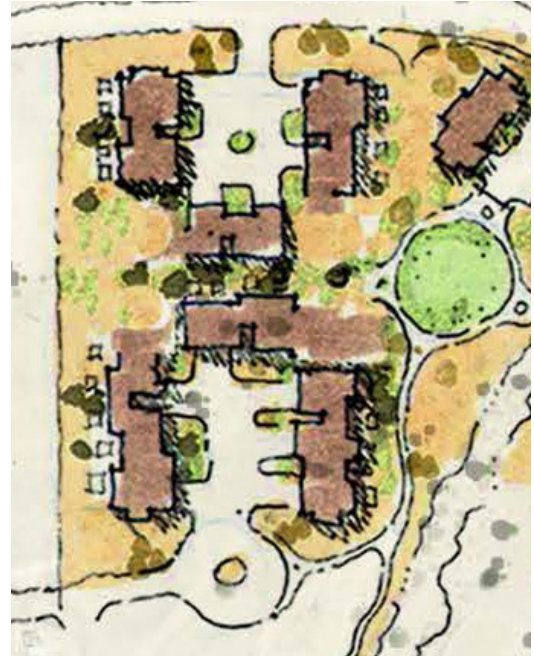

This is a snippet of the South Area Master Plan showing an orchestrated neighborhood.

08.4.3 MULTI-FAMILY APARTMENTS/WORKFORCE HOUSING

Multi-Family - Apartments is a housing typology that involves the construction of apartment buildings designed to accommodate multiple families or individuals. These buildings offer a more compact living arrangement, with each unit serving as a separate residence. Apartments provide an efficient use of space and can be designed to meet a variety of housing needs and preferences. They are especially valuable in areas where land availability is limited or where a higher density of housing is desired.

Within a community, multi-family apartments contribute to diversity and inclusivity by offering housing options for individuals from various income levels. By providing affordable and accessible housing, apartments ensure that people with different backgrounds and financial means can find a place to call home. This promotes a vibrant and dynamic community where people from different walks of life can interact and form connections.

Workforce Housing is a typology that focuses on providing housing solutions for the local workforce. It recognizes the importance of having affordable and convenient housing options for individuals and families who work within the community. Workforce housing aims to reduce commuting distances and promote a better work-life balance by enabling employees to live closer to their workplaces.

This is a snippet of the North Area Master Plan showing multi-family apartments.

By offering affordable and accessible housing options for the local workforce, this typology enhances the overall livability of the community. It strengthens the local economy by attracting and retaining talented workers who can contribute to the growth and development of the area. Workforce housing also fosters a sense of community pride and cohesion, as residents have a shared interest in the success and well-being of their neighborhood.

In summary, the combination of Multi-Family - Apartments and Workforce Housing typologies provides diverse and affordable housing options for a wide range of individuals and families. This promotes inclusivity, encourages community interaction, and supports the local workforce, resulting in a vibrant and thriving community.


This is a snippet of the South Area Master Plan showing multi-family apartments.

08.4.4 SENIOR HOUSING

Senior Living is a housing typology that caters to the specific needs and preferences of senior citizens. It recognizes that as individuals age, their housing requirements may change, and they may benefit from a supportive and age-friendly living environment. Senior living communities provide a range of housing options and services tailored to meet the needs of older adults.

One common feature of senior living communities is independent living. These housing options offer seniors the opportunity to maintain an active and autonomous lifestyle while providing a sense of community and access to amenities. Independent living units are typically designed with accessibility features such as grab bars, wider doorways, and step-free entrances to promote ease of movement and reduce potential hazards.

In addition to independent living, senior living typologies may also include assisted living facilities. These residences provide support services for seniors who may require assistance with daily activities such as bathing, dressing, or medication management. Assisted living communities offer a safe and supportive environment that enables residents to maintain their independence while receiving the necessary care and support.
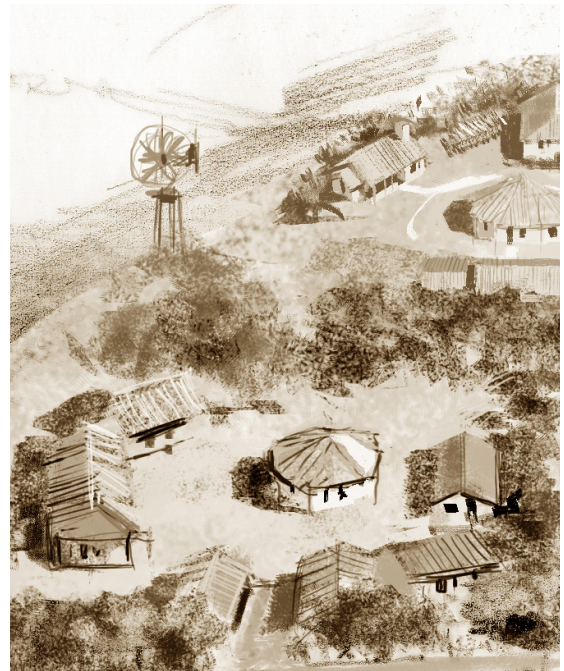
Furthermore, senior living typologies can encompass specialized care options such as memory care units for individuals with dementia or Alzheimer's disease. These units provide a secure and structured environment with trained staff who are equipped to support the unique needs of residents with memory impairments. Overall, senior living communities play a vital role in promoting the well-being and quality of life for older adults. By offering housing options specifically designed to address the needs of seniors, these communities provide a supportive and age-friendly environment where residents can age gracefully, maintain their independence, and engage in meaningful social connections.

This is a snippet of the North Area Master Plan showing Senior and Veteran Housing.
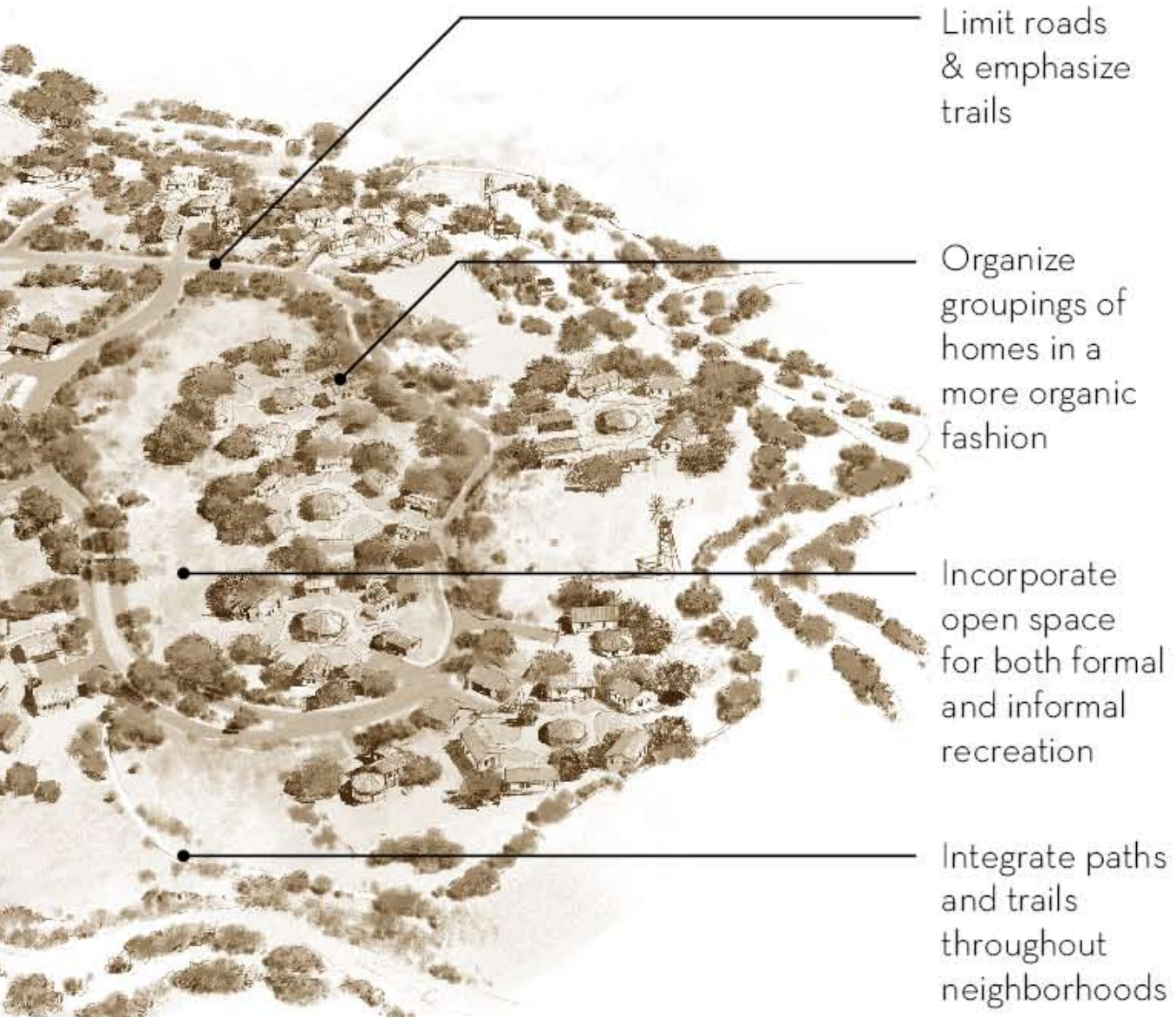
08.4.5 COMPONENTS OF A NEIGHBORHOOD VILLAGE

Incorporate community parks into neighborhoods

Incorporate cultural elements into neighborhoods

Protect and integrate natural drainage ways

Limit roads
& emphasize
trails

Organize
groupings of
homes in a
more organic
fashion

Incorporate
open space
for both formal
and informal
recreation

Integrate paths
and trails
throughout
neighborhoods

08.5 COMMUNITY/CIVIC AMENITIES

Planning for community and civic amenities is a crucial aspect of creating a vibrant and thriving community. Community amenities refer to facilities and spaces that are designed to serve the needs and interests of the residents, while civic amenities are focused on providing spaces for public gatherings, civic engagement, and cultural activities. These amenities can include parks, community centers, libraries, recreational facilities, art galleries, and performance spaces.

Having well-planned community and civic amenities offers numerous benefits to a community. Firstly, they provide spaces for social interaction and community engagement, fostering a sense of belonging and connection among residents. These amenities become gathering points where people can come together, participate in activities, and build relationships. They contribute to the overall quality of life by offering opportunities for recreation, leisure, and personal growth.

Additionally, community and civic amenities enhance the overall image and attractiveness of a community. They serve as landmarks and points of pride, creating a positive identity and sense of place. These amenities can attract visitors, stimulate local economy, and encourage cultural exchange. They also contribute to the physical and mental well-being of residents by promoting an active and healthy lifestyle. Furthermore, having these amenities in close proximity to residential areas increases accessibility and convenience, improving the overall livability of the community.

In summary, planning for community and civic amenities is essential for creating a vibrant community. These amenities promote social interaction, cultural enrichment, and enhance the overall quality of life for residents. They contribute to community identity, attract visitors, and provide spaces for recreation and personal development. Investing in these amenities is an investment in the well-being and vitality of the community as a whole.

08.6 COMMERCIAL/RETAIL

Planning for retail and commercial spaces is a crucial component in creating a vibrant community. Retail establishments, such as shops, restaurants, and cafes, provide essential goods and services to residents, while commercial spaces accommodate businesses and professional services. These spaces contribute to the economic vitality of a community, create job opportunities, and enhance the overall liveliness of the area.

One of the key benefits of having well-planned retail and commercial spaces is the convenience they offer to residents. Having a variety of retail options within close proximity to residential areas allows for easy access to daily necessities and enhances the overall shopping experience. Additionally, commercial spaces attract businesses and entrepreneurs, fostering economic growth and providing employment opportunities for the community. This, in turn, helps to stimulate the local economy and improve the financial well-being of residents.

Moreover, retail and commercial spaces contribute to the overall image and attractiveness of a community. Well-designed and visually appealing retail areas can serve as gathering points and create a vibrant and lively atmosphere. These spaces often become social hubs, where people can meet, socialize, and engage in community life. Furthermore, the presence of retail and commercial establishments can have a positive impact on property values and contribute to the overall desirability of the community.

In summary, planning for retail and commercial spaces is vital for creating a vibrant and thriving community. These spaces provide essential goods and services, stimulate economic growth, and enhance the overall livability of the area. They offer convenience to residents, attract businesses and entrepreneurs, and contribute to the community's identity and attractiveness. Investing in well-planned retail and commercial spaces is a key aspect of fostering a prosperous and dynamic community.

08.7 PARKS & TRAILS

Existing natural open spaces should be considered and integrated into new planning projects. It is important to recognize the value of protecting and enhancing open spaces, as they contribute to the diversity and visual appeal of communities. Beyond their cultural and ecological significance, open spaces also bring economic opportunities, particularly through tourism. These spaces can act as buffers between communities and generate revenue when preserved or conserved, offering scenic roads, trails, and lookouts.

Parks and Recreation:
Parks are valuable community assets that provide spaces for various activities, including play, social gatherings, solitude, and people-watching. They cater to people of all ages, abilities, economic backgrounds, and lifestyles. The types of parks, recreational amenities, and connecting trails are determined based on community needs and the surrounding environment. Integrating parks into the community fabric is essential during the site planning process.

Active & Passive:

Parks should offer a mix of active and passive activities. Active play opportunities can include sports fields and play structures, while seating areas, pathways, and open green spaces facilitate passive activities. By providing a range of amenities, parks become more accessible and valuable to users of different abilities and age groups. Diverse amenities make the park a welcoming and inclusive space that accommodates various interests and encourages community engagement.

09.

NEXT STEPS

09.1 RECOMMENDATIONS
MOVING AHEAD

IMPLEMENT THE PLAN:

Once the plan has been developed and community members have been engaged, the next step is to implement the plan.

Implementing the plan should consist of coordinating with the appropriate local government and Tribal departments to do surveys, land withdrawals, site leases and other steps along the way identified in the Implementation Process List on the following pages. Refer to page 157 for resources for where information was collected from.

IMPLEMENTATION PROCESS LIST

BIG PICTURE GOALS

☐ **Become a Certified Chapter**
- Create Zoning Ordinance
- Create Design Guidelines

☐ **Create a Township**

IMPLEMENTING THE ENVISION CAMERON MASTER PLAN

☐ **Present the North and South Area Master Plan to the Chapter**
- I.D. Priority Projects

OBTAIN LAND CONSENT

☐ **Gain Support of Resolution**
- Coordinate with Regional Business Development Office
- Hopi will need to give consent for lands associated with Bennett Freeze areas.

☐ **Grazing Committee clearance**

6 months to complete application and clearances for Business Site Lease

SECURE SITE CLEARANCE

☐ **Environmental Assessment**
- · RBDO does this and submits to Division of Economic Development

☐ **Appraisal Report**
- · Only applies to businesses with certain revenue

☐ **Ethics Clearance**
- · Only required by Federal Employees, Tribal-elected officials, or Tribal employees

☐ **UST Compliance Report**
- · For Gas Stations only

☐ **Land Survey**
- · Navajo Land Department conducts a land survey to I.D. legal boundaries.
- · If you are a business owner, you can hire a private surveyor

☐ **Procurement Clearance**
- · Navajo Credit Service conducts a credit check

☐ **Certificate of Good Standing**

OBTAIN LAND WITHDRAWAL

LAND WITHDRAWN

☐ Letter of Application for Community Development

☐ Legal Survey needed (this is within the previous section "Secure Site Clearance")

☐ Consent OR Letter from Grazing Official
  - No Grazing consent can evoke Eminent Domain

☐ Supporting Chapter Resolution requires language from Land Withdrawal Regulations

☐ Approved by Navajo Land Department Director for 5 years

☐ Attain Environmental Clearances from Navajo Fish and Wildlife (BRCF) and Heritage and Historic Preservation Department (CRCF)

☐ Land Withdrawal Designation approval by Navajo Land Dept. Director

☐ Non-Navajo government entities need to obtain lease or permit before development
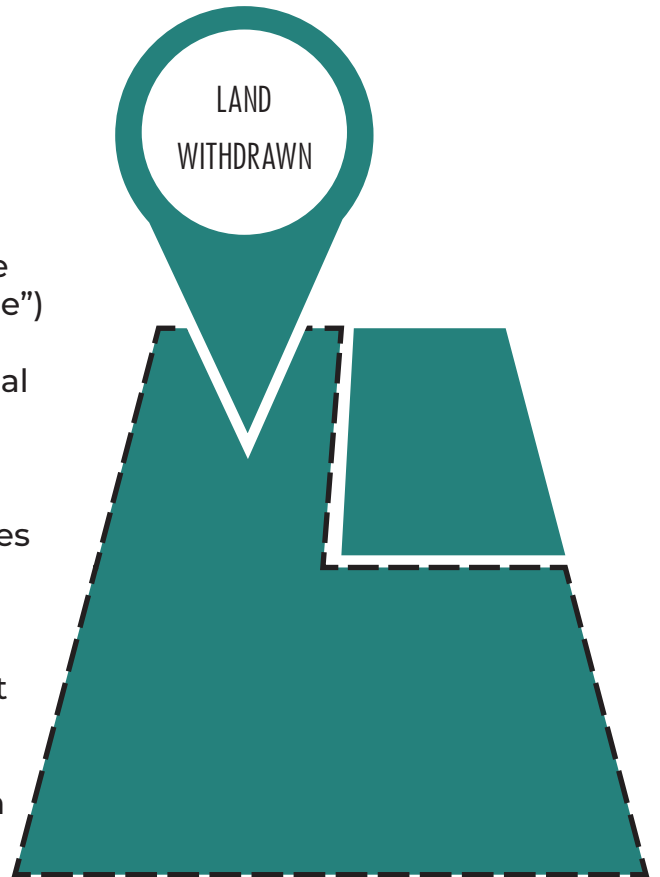
ISSUE REQUEST FOR PROPOSAL(S)

☐ **Architectural Design for Priority Project(s)**

☐ **Award the Project**
- Approximate 24 month schedule for Design Phase, CDs, Construction, Construction Administration
- Be a model project, a catalyst for other projects.
    - I.D. Design Guidelines

REQUEST FOR PROPOSAL
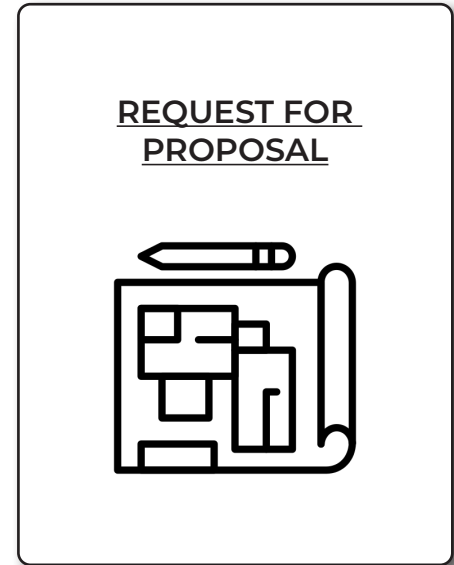
The Implementation Process List was created from information gathered per the Navajo Nation Land Development and Build Navajo, an organization that assists with starting a business on the Navajo Nation. Refer to the links below.

RESOURCES:

Starting a Business on Navajo Nation/Obtaining a Business Site Lease
https://www.buildnavajo.org/files/BuildNavajo_Posters.pdf

Homesite Lease
http://nnld.org/home/homesite

Land Withdrawal Process
http://nnld.org/home/gldd

PHASING:

The phasing approach is a key strategy for the successful implementation of the Community Land Use Plan (CLUP). By breaking down the plan into manageable phases, the community can effectively prioritize and allocate resources for each phase. This allows for a systematic and structured implementation process, ensuring that each phase builds upon the previous one and contributes to the overall vision of the community. Throughout the phasing process, it is important to continually update the CLUP to reflect changing needs, priorities, and emerging opportunities. This ensures that the plan remains relevant and adaptive to the evolving dynamics of the community.

UPDATING CLUP:

Regular updates to the CLUP are essential for keeping pace with the ever-changing needs and aspirations of the community. As the community evolves, it is important to review and revise the plan to align with current trends, address emerging challenges, and seize new opportunities. Updating the CLUP involves gathering updated data, conducting community engagement activities, and working closely with stakeholders to identify new goals and strategies. By integrating the input and aspirations of the community, the updated CLUP becomes a dynamic and living document that guides future development and land use decisions.

CREATING ZONING AND DESIGN GUIDELINES:

Zoning and design guidelines play a crucial role in shaping the physical form and character of the community. Through zoning regulations, the community can designate different areas for specific land uses, ensuring compatibility and harmony within the built environment. Design guidelines provide a framework for architectural and urban design, promoting cohesive and aesthetically pleasing development. By creating and implementing zoning and design guidelines, the community can protect its unique character, promote sustainable development practices, and create a sense of place that reflects the community's values and aspirations.

THE BENEFITS OF PHASING DIAGRAM

REDUCE RISK

MOTIVATION

MANAGE COST

IMPROVED ENGAGEMENT

PRIORITIZE

TOWNSHIP:

The establishment of a township is a significant step towards self-governance and local empowerment. A township provides a formal administrative and governance structure for the community, enabling it to make decisions and implement policies that directly benefit its residents. With the establishment of a township, the community gains greater control over its land use, infrastructure development, and service provision. It fosters a sense of pride and ownership among community members and creates a platform for active participation in decision-making processes.

MAINTAIN AND SUSTAIN:

Once the public space has been created, it is important to maintain and sustain it over time. This can involve regular maintenance, programming and activities, and ongoing community engagement to ensure that the space remains a vibrant and meaningful place for the community.

COMMUNICATION AND COLLABORATION:

Effective communication and collaboration are fundamental to the success of any community development endeavor. Engaging and involving community members, stakeholders, and partners throughout the process ensures that diverse perspectives are considered, fostering a sense of ownership and collective responsibility. Regular communication channels, such as community meetings, workshops, and online platforms, enable transparent and inclusive decision-making. Collaborating with government agencies, nonprofits, and other organizations further strengthens the community's capacity to implement the CLUP and achieve its goals.

CATALYST FOR CHANGE:

The CLUP serves as a catalyst for positive change, inspiring and guiding community-driven initiatives. By outlining a shared vision and providing a strategic framework, the plan empowers community members to take ownership of their future and actively participate in shaping their built environment.
The CLUP becomes a rallying point for community engagement, fostering a sense of unity, pride, and collective action. It encourages innovative ideas, entrepreneurship, and cultural preservation, creating a vibrant and resilient community.