




The **Neighborhood Design Center** is a nonprofit that partners with community leaders to **grow strong, vibrant neighborhoods** through improvements to the built environment.

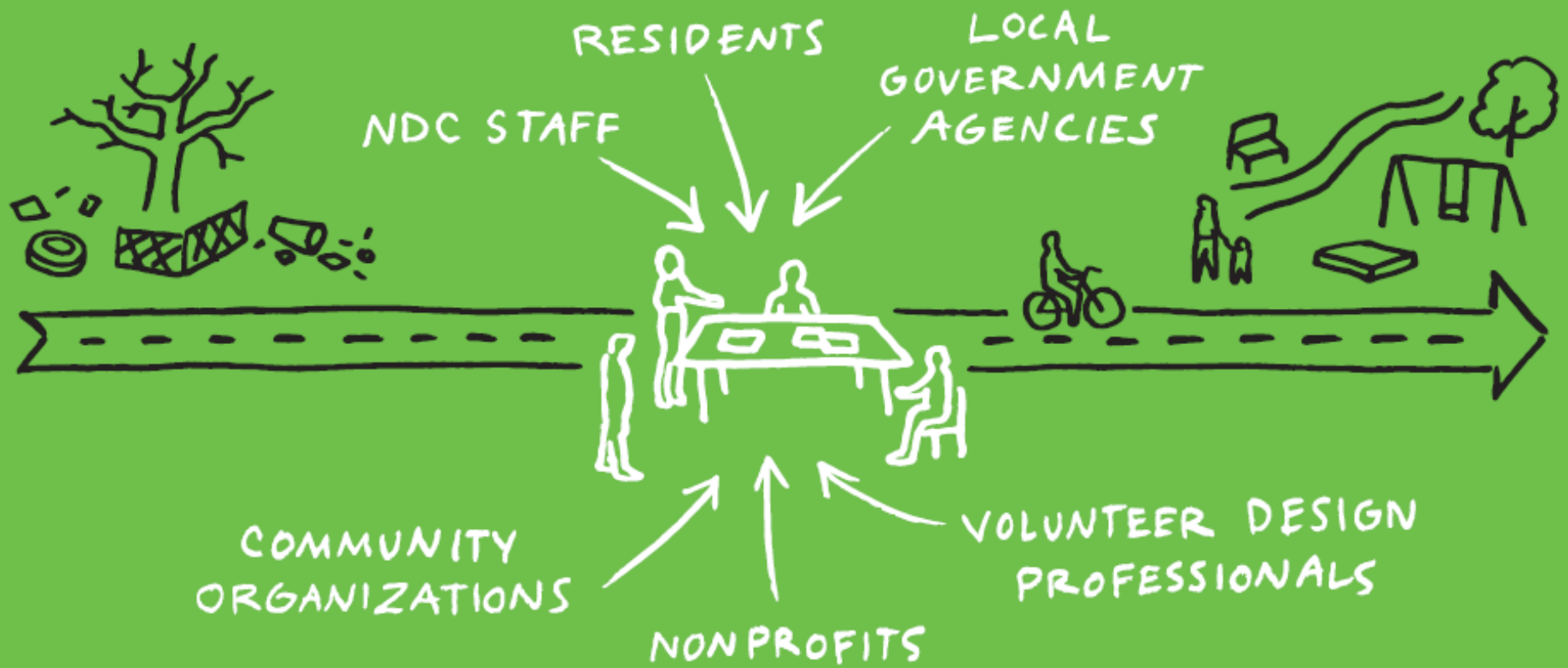
# NDC Believes

- Everyone deserves access to good design.
  - The more inclusive and community-driven the process, the better the design.
  - Well-designed places enhance healthy cultural and democratic life in our neighborhoods.
  - Healthy places are built with consideration of social justice, environmental sustainability, and the true character of a place and the people who live, work, worship and do business there.
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# **the Neighborhood DesignCenter**

partners with community leaders to  
envision better parks, public spaces,  
streetscapes and more.



# Scoping Together

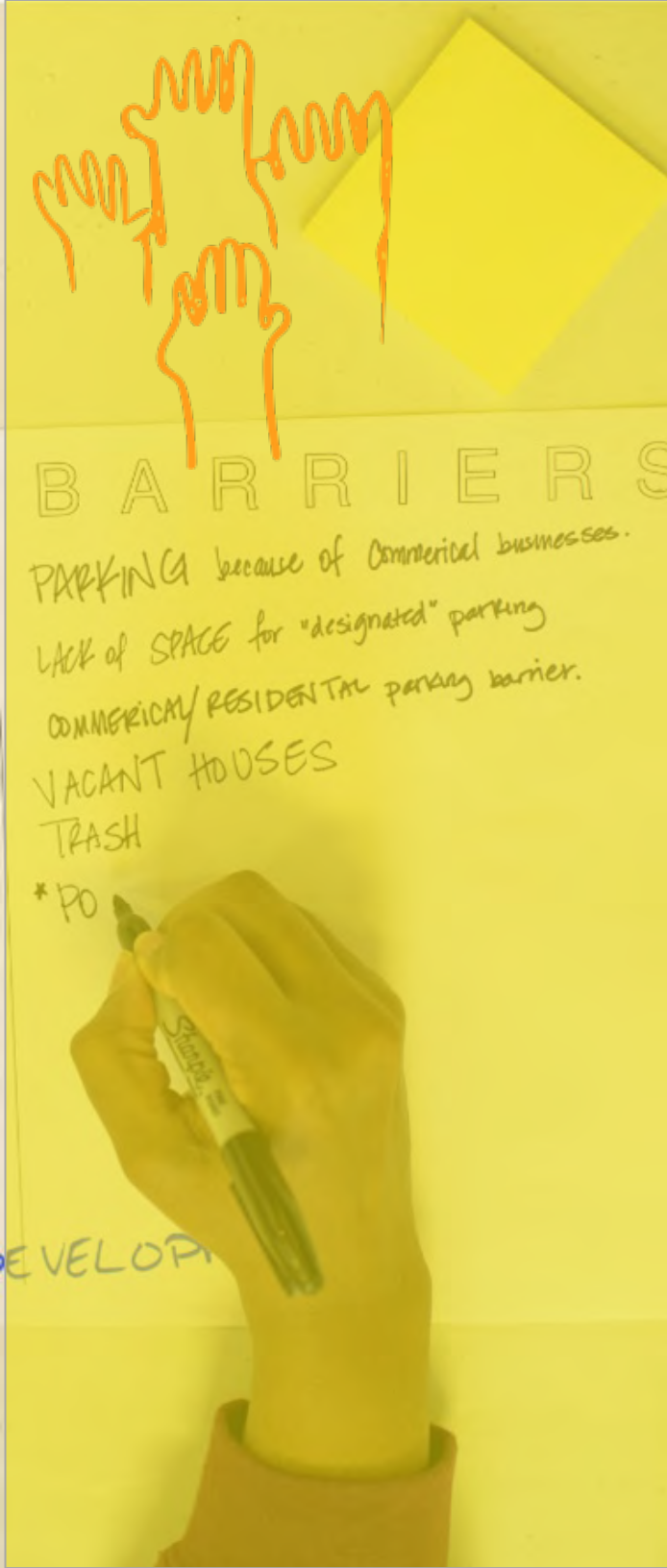
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## GUIDING QUESTIONS

+What issue(s) are we trying to address through our project?

+What is the end goal of this first phase of the project?

+What approvals are needed / regulations must be met?





# Understanding the context

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## GUIDING QUESTIONS

- +Who are we serving?
- +What is the history/story that shaped this place?
- +What is the history of the issue(s) we are trying to address through our project?
- +What other initiatives + projects in the area should be aware of?
- +Who else is doing this work?





# Planning Community Engagement

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## GUIDING QUESTIONS

+Who is most affected by the project/issue?

+Who stands to benefit?

+Who is missing?

+What defines this community: geography, interests, shared values, something else?

+Who is/will be involved from the community?

**No community is a monolith**



# Magruder Park



## WHO USES MAGRUDER PARK?

### Demographics within 1 mi of park

- 34% White
- 41% Black / African American
- 20% Other Race
- 4% Asian
- 1% Native American
- 37.6% Latino of any race

### Surveyed Park Users

- 45% White
- 37% Black / African American
- 8% Asian
- 2% Native American
- 8% Prefer to not say
- 57% Latino of any race

51% Female  
49% Male



Can design bridge this gap?

43% Female  
57% Male



## HOW DO THEY FEEL ABOUT IT?

### People like Magruder Park

**88%**  
of people surveyed feel positive about Magruder Park

### People like Hyattsville

79% feel POSITIVE  
58% feel STRONGLY POSITIVE  
0% feel negatively  
about Hyattsville



## HOW DO THEY GET TO THE PARK?





# THANK YOU!



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