



# Project appendix

The city as an organism:  
*Systemic Placemaking* as a  
bridge between communities

Methodology applied to the challenges  
of the binational San Diego-Tijuana  
World Design Capital 2024

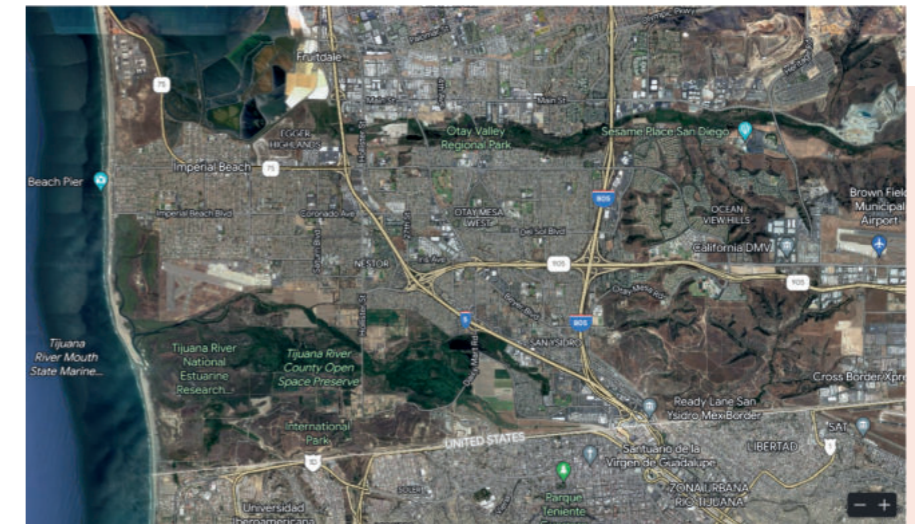
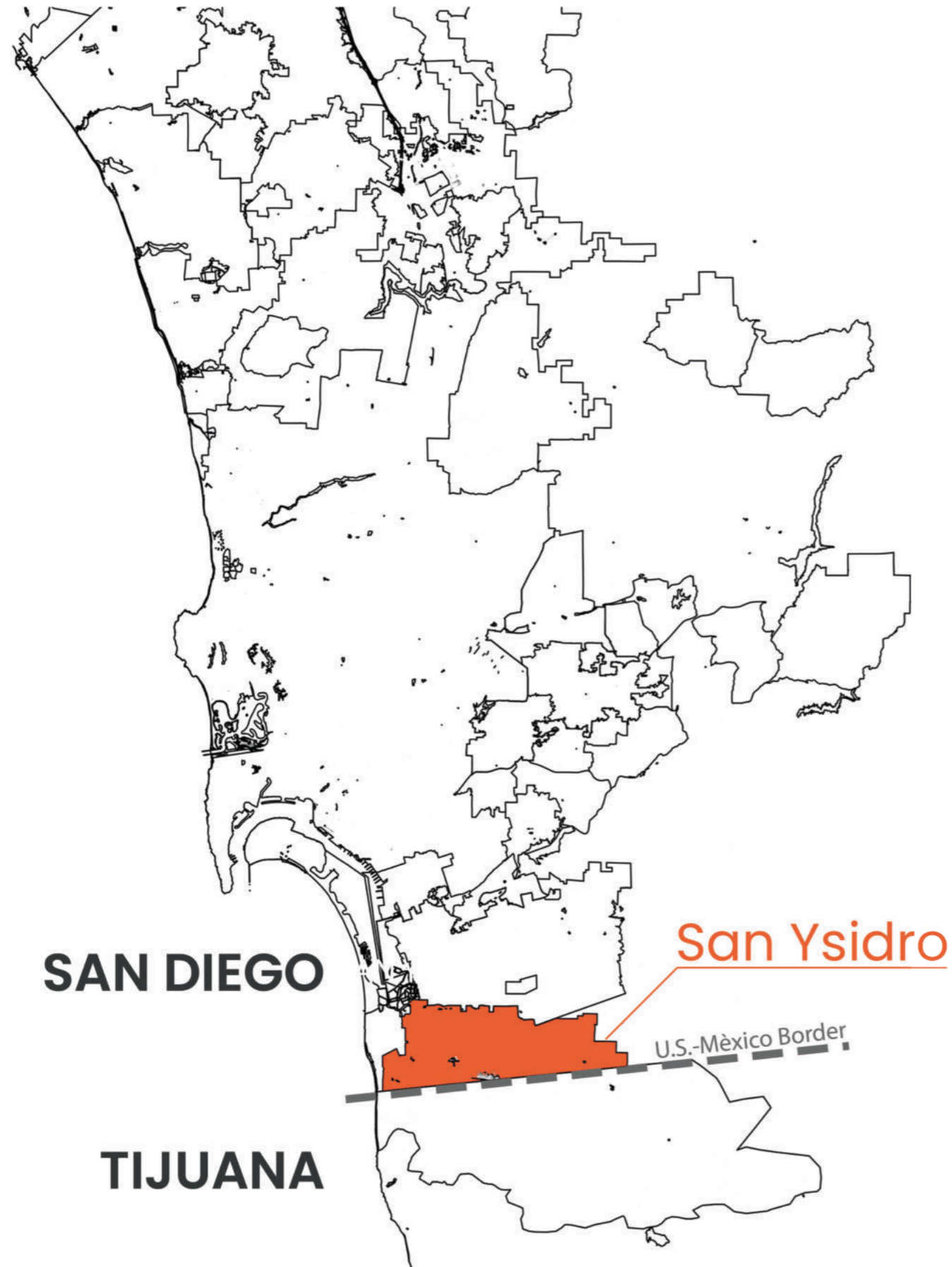
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Politecnico di Torino  
Tesi di Laurea Magistrale  
in Design Sistemico  
a.a. 2022-2023

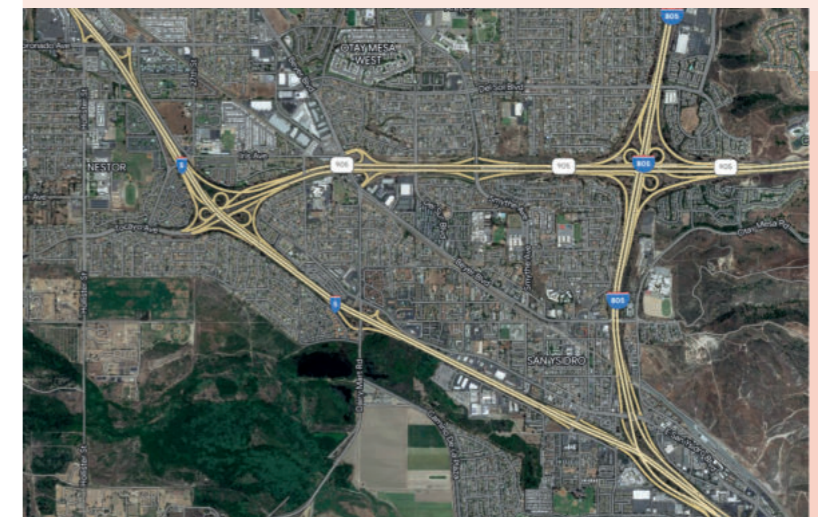


# Site Location



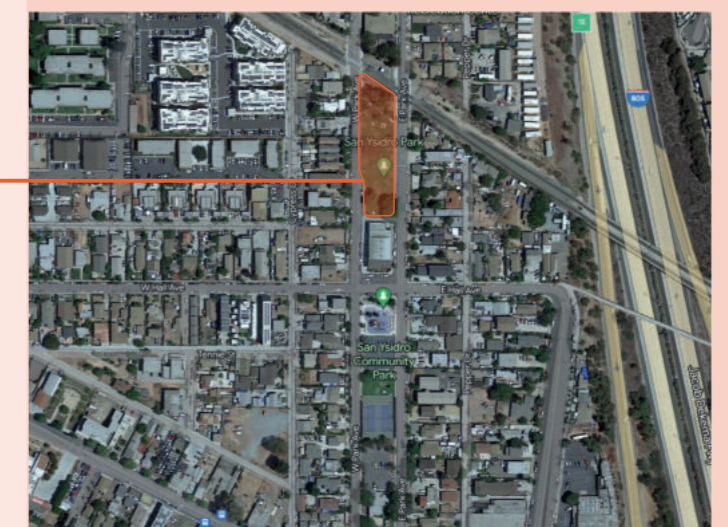
San Ysidro, CA (USA)

2000 m



Beyer Blvd area

1000 m



Community Park and Casa Familiar area

100 m

San Ysidro  
Community Park  
Systemic  
Placemaking area

# Open areas

Beyer Blvd area



Vista Terrace Park



Larsen Field



Howard Lane Park



San Ysidro Community Park

# Public services and amenities

Beyer Blvd area



San Ysidro Community Center



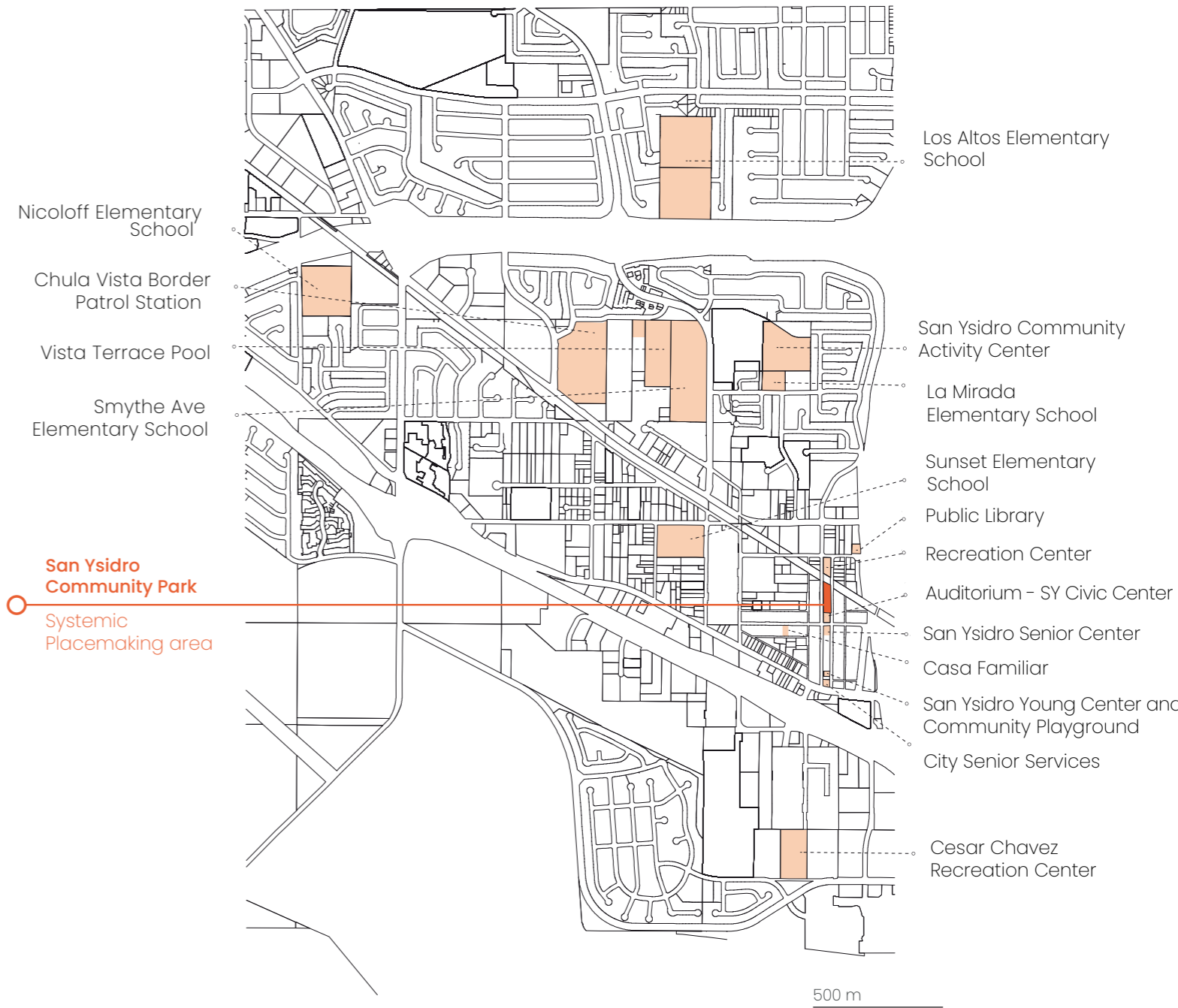
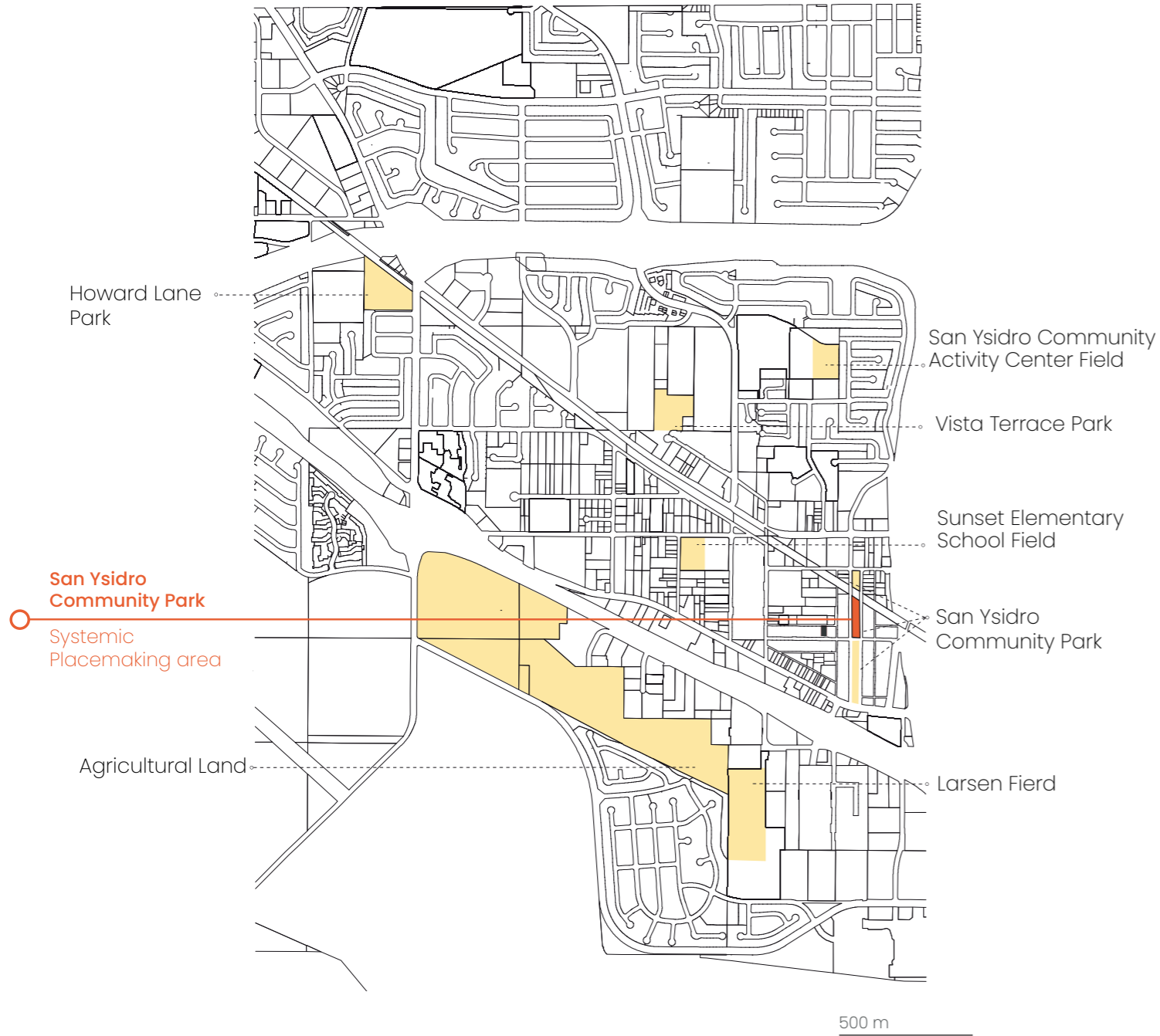
Sunset Elementary School



San Diego Public Library



Auditorium - SY Civic Center



State of the art  
San Ysidro Community Park



San Ysidro  
Community Park

Systemic  
Placemaking area

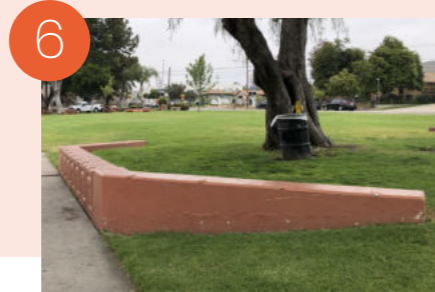
100 m



10 m

Legend


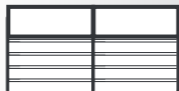
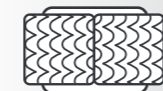

- |   |  |   |
|---|--|---|
| 1 |  | "Tree of Life"<br>artistical<br>structure     |
| 2 |  | Picnic<br>benches<br>and table                |
| 3 |  | "Trail to<br>Literacy"<br>artistical<br>bench |
| 4 |  | Drinking water<br>fountain                    |
| 5 |  | Barbecue                                      |
| 6 |  | Barriers                                      |
|   |  | Waste bin                                     |
|   |  | Lights  |
|   |  | Tree  |



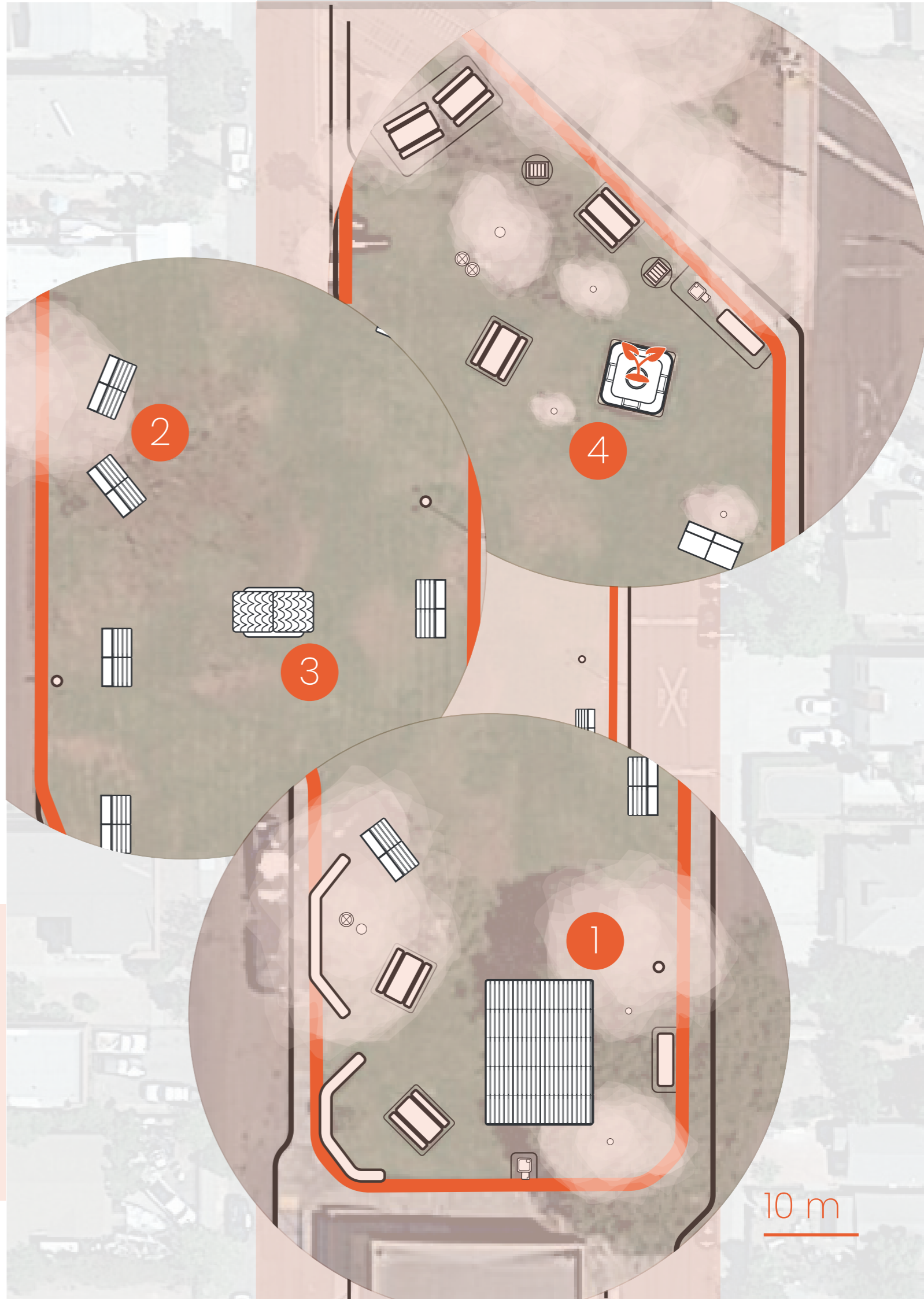
State of the project  
San Ysidro Community Park

Legend



- 1  **Stage**  
"Share your place"
- 2  **Bench**  
"Human Library"  
"Share your story"
- 3  **Free Library**  
"Share your time"
- 4  **"Tree of Life"**  
(plant again after 30 years)  
"Share your thought"

10 m



10 m

estas son las Rocas de la Bondad. Puedes coger una. En tu turno, si quieres, puedes escribir tu pensamiento amable en una roca y dejarla en el suelo. Otra persona lo leerá y se lo llevará.

**COMPARTE  
TU PENSAMIENTO**

**SHARE YOUR  
THOUGHT**

these are the Kindness Rocks!

You can pick one up.  
In turn you can write your  
kind thought on a rock and  
leave it on the ground.  
Someone else will read it  
and take it!



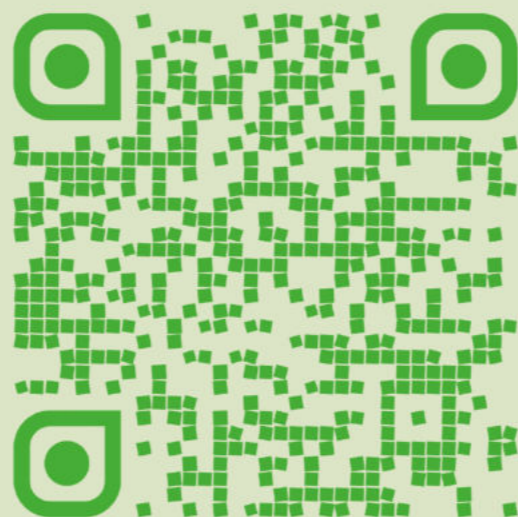
"TREE OF LIFE"  
PLANTED AGAIN  
AFTER 30 YEARS  
IN ITS ORIGINAL SPOT  
OF "ARBOL DE LA VIDA"  
PUBLIC ARTWORK BY  
VICTOR OCHOA (1995)





**¡El Árbol de la Vida  
ha vuelto!**

**The Tree of Life  
is back!**



A FEW  
YEARS  
LATER...



este banco es Biblioteca Humana: te ofrece un espacio para contar a los demás o escuchar sus historias. Elige dónde sentarte, iel globo comunicará a los demás lo que buscas!

**COMPARTE  
TU HISTORIA**

**SHARE YOUR  
STORY**

this bench is Human Library:  
it gives you a space to tell  
others or hear their stories.  
Choose where to sit,  
the balloon will  
communicate to others  
what you are looking for!



**Quiero  
escuchar tu  
historia**

**I want  
to hear  
your story**

**Quiero  
contar  
mi historia**

**I want  
to tell  
my story**

**Siéntate aquí  
para contar  
tu historia**

**Sit here  
to tell  
your story**

**Siéntate aquí  
para escuchar  
una historia**

**Sit here  
to listen  
to a story**



este mapa te permite marcar  
tus lugares favoritos  
de la región San Diego-Tijuana.  
Puedes marcarlos con  
pegatinas, sellos y marcadores,  
y enlazarlos para  
mostrar tu ruta.

**COMPARTE  
TU LUGAR**

**SHARE YOUR  
PLACE**

this map allows you to mark  
your favorite places in the  
San Diego-Tijuana region.  
You can mark them with  
stickers, stamps and markers,  
and link them together  
to show your route.



**COMPARTE  
TU LUGAR**  
SHARE YOUR  
PLACE



esto no es la típica Biblioteca  
Gratuita: puedes compartir tanto  
tus libros como tu tiempo con la  
gente! Marca tus necesidades o  
disponibilidad en el calendario para  
ayudar a alguien en sus acciones  
diarias o para que te ayuden.

# COMPARTE TU TIEMPO

# SHARE YOUR TIME

this isn't the usual Free Library:  
you can share both your books  
and your time with people!  
Mark your needs or availability  
on the calendar to help  
someone in their daily actions  
or to be helped.

REVALUE AND GIVE MEANING TO THE  
"TRAIL TO LITERACY" BENCHES  
PUBLIC ARTWORK BY VICTOR OCHOA (1995)

Yo necesitaría...  
I would need to...

Estoy disponible para...  
I am available for...

ON THE  
BACK



Strengths Weaknesses

CROSS-BORDER

A shared culture and history

Uncontrolled urban sprawl

A vibrant binational artistic culture

Unique but threatened and endangered native indigenous community culture

A growing, bicultural and bilingual binational and workforce.

Poverty and socio-economic inequalities

Innovative and successful binational partnerships

Car-dependence

Contribution of older generations to the binational community

Pollution and water supply problems

Contribution of the younger generations to the binational community

Long border crossing times

SAN YSIDRO

Social exclusion

Presence of public amenities and associations active for the community

Large percentage of people who don't speak English

Strong community with spontaneous social dynamics and a rich cultural history

San Ysidro as a "jurisdictional island"

Connection massive transportation

Poor pedestrian connectivity

San Ysidro as a waypoint between two countries, with a potential great visibility

Informal practices and Latino urbanism

Insufficient commercial activities for growing population

Willingness of population to tell their condition as "border people"

Lack of economic vitality and point of attraction that reflect the cultural richness of the place

Presence of many families and young population

Strong presence of people and families whose life is "cut in half" by the border

Relationships

Output>input

Autopoiesis

Act locally

Human centred design

LQC

Community engagement

Fight inequalities giving value to social & economic capital

Offer the inhabitants of the neighborhood opportunities for visibility creating bonds with the city of San Diego.

Optimize flows of matter and people, to avoid car dependancy and make up for the lack of services

Create innovations starting from San Ysidro neighborhood for its own citizens and expand the example for the whole region of Tijuana and San Diego

Collaborate with local associations and bodies to organize activities

Take advantage of the strategic location to attract visitors

Exploit the history of border people as a strength for cultural recognition

Give value to informal dynamics, both at a planning and socio-cultural level to encourage the development of spontaneous changes

Take inspiration from "Latino Urbanism" to leverage existing resources to provide the facilities needed by the population

Leverage art and freedom of expression as a tool to connect

Unify a community divided by highways and rail lines and enhance the pedestrian environment

Shape a safe and healthy living environment with a diverse mix of land use and spaces

Give a meaningful space for all in the neighborhood

# SYSTEMIC PLACEMAKING

## STUDY OF THE OUTCOMES

### Stakeholders

#### Amenities & Recreation for San Ysidro Communities

San Ysidro Teen Center  
San Ysidro Senior Center  
Casa Familiar

#### Auto-build partner

San Diego Craft (No Profit)

#### The Human Library Partner

The Human Library  
San Ysidro Public Library

#### Suppliers

Repalletize  
The Reuse People












#### Government entities

City of San Diego  
City of Tijuana

#### Supporters

WDC San Diego-Tijuana  
San Diego Language College students

### Impacts

-  Improvement in the use of space
-  Strengthening sense of community
-  Optimization of flows
-  Data collection
-  Raising awareness and creating empathy "Border People"
-  Make up for lack of services
-  Decreased car dependency
-  Recreational and educational activity
-  Use of waste materials
-  Visibility to San Ysidro district
-  Cultural exchange

### Interventions

