**Kensington | Catalyst**

**A Change for a Better Future**

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**DEMOGRAPHIC PROFILE**

- **Race/Ethnicity**
  - Hispanic: 61%
  - Asian: 5%
  - Other Races: 12%
  - White: 14%
  - African American: 8%
  - Two or more races: 4%

- **Family Composition**
  - Married with children: 48%
  - Single female with children: 23%
  - Other families: 20%
  - Single with children: 5%

**EDUCATION**

- **High School or Higher Degree or Higher**
  - Total Population: 64,089
  - Kensington: 20,505

**INCOME AND POVERTY**

- Median Household Income: $37,460
- Households in Poverty: 39%

**SOCIAL CONTEXT**

- **Block of Kensington and Beyond**
  - Safe+Fun! Route
  - Small Street
  - Corridor

**CONCEPT**

- **Activating Blocks**
  - Safe+Fun Route
  - Small Street
  - Corridor

**DESIGN SOLUTIONS**

- **Catalyst|Kensington**
  - Building infill to increase safety
  - Execute programs for vacancies

**PROJECTED DESIGN GOALS**

- **2020**
  - Accommodate new social programs

- **2028**
  - Accommodate new social programs

- **2038**
  - Accommodate new social programs

**ACTIVATING BLOCKS**

- **Healthy**
  - Safe+Fun Route
  - Small Street
  - Corridor

**Designs to facilitate interaction with healing elements of nature**

- **Our Design**
  - Children’s Parks
  - Agriculture Therapy
  - Rain Gardening Streetsides
  - Events, Art Installations at Major Nodes

**PSYCHO-BIOLOGICAL TRAUMA INFORMED DESIGN**

- **Healthy**
  - Safe+Fun Route
  - Small Street
  - Corridor

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**Additional Description**

- **Concept**
  - Rebuild commercial safety, small streets, and safe routes to school with trees and rain gardens where it needs the most.
  - Empower personal growth and well-being through connection to nature and connection to healing aspects of infrastructure.
  - Habitats by creating green, public spaces in vacant lots and alongside safe streets, edible plants, and pollinator plants.

- **Goals**
  - Activate and program highly-visible spaces with art pieces, educational installments, street furniture, and music.
  - Community building and 1 connections, feeling a sense of belonging, sharing culture, beautifying the neighborhood, and helping others.

- **Design**
  - Habitat by creating green, public spaces in vacant lots and alongside safe streets, edible plants, and pollinator plants.
  - Community building and connections, feeling a sense of belonging, sharing culture, beautifying the neighborhood, and helping others.