

Placemaking Strategy Case Study

Ambassador Church

Anaheim, California





Ambassador Church hired Proximity Project to guide them in finding inspiration and direction with their newly acquired 1960s church property. Their main goals included:

- Refresh the property appearance
- Identify exterior improvements to reflect the demographics and values of their church
- Connect with neighbors in proximity to them

Proximity Project facilitated a 2-day site visit with their team that consisted of:

- Convening listening and ideation sessions with church leadership and the property development team
- Performing a site walk and property analysis
- Leading a placemaking presentation and facilitated group discussions on Sunday morning with the church at-large

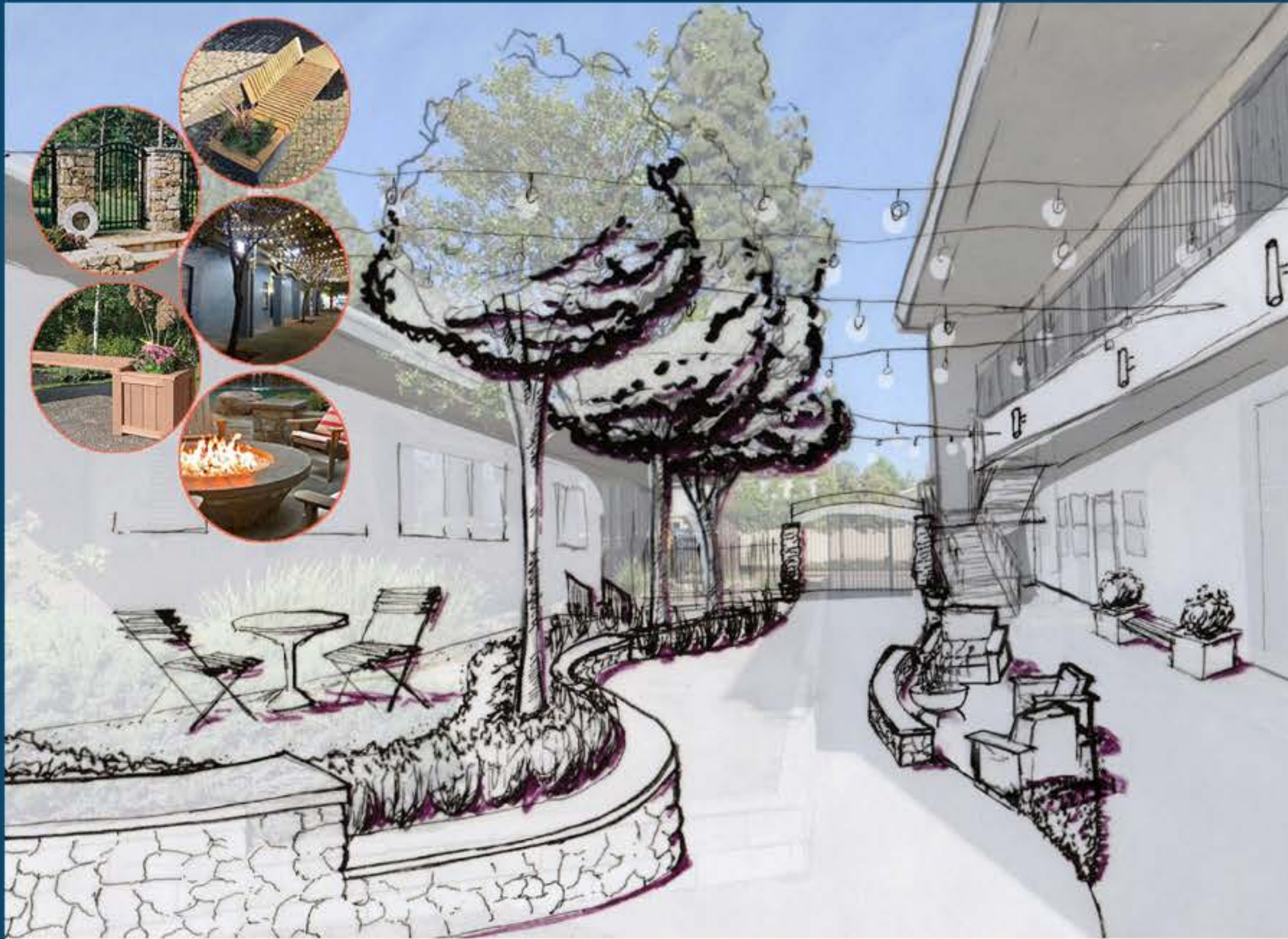
After the visit Proximity Project provided a summary report highlighting the key themes and priorities heard during the listening sessions with recommendations for easily implementable ideas based upon budget, timeline, and maintenance.

Concept illustrations and perspective renderings were drawn by Ekklesia Design to highlight suggested improvements for particular areas of focus on the property.



Existing Conditions

- Blank space between church office, classrooms, and main church building
- Most visible and public pedestrian entry point to the property
- Only shaded area



Suggested Improvements

"AMBASSADOR ALLEY"

- Create nooks for intimate seating
- Add a fire-pit
- Introduce curvi-linear walkway for comfort and interest
- Hang string lights to make it cozy
- Put in fresh plantings
- Install a wider and more artistic gate

Widening the walkway and introducing curves to the retaining walls and planting beds provides depth and visual interest while softening edges. Café tables, planter bench seating, and a central fire pit create places for conversation and lingering. A monumental entry gate with river rock posts and archway to match the church aesthetic promotes a sense of arrival and marks a clear pedestrian access point to the property. String lights add warmth and delight.

AMBASSADOR CHURCH
AMBASSADOR ALLEY - PERSPECTIVE RENDERING
May 23, 2022





Existing Conditions

- Most public greenspace along Sunkist Street
- High traffic - both pedestrian and auto
- Unused "front yard"



Suggested Improvements

"AMBASSADOR FRONT YARD"

- Provide an invitation to bring Sunday flow to the "front yard"
- Create seating opportunities that match church aesthetic
- Introduce curvi-linear paths to connect seating and sidewalk
- Put in fresh plantings

Providing landscaped lawn along Sunkist Street with seating opportunities allows for active spillover from the alley. Concrete "stools" could be used as sit posts and additional visual interest. Adding landscaping with Hollywood Juniper and brightly colored annuals sparks curiosity and delight. Elevating the grating part to the north would provide an opportunity to raise the retaining wall and make it a place to sit as well.

AMBASSADOR CHURCH
SUNKIST STREET - PERSPECTIVE RENDERING
May 23, 2022





New Benches from South JR High



Ambassador Church
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Following the recommendations of Proximity Project, Ambassador Church formed a partnership with the local junior high school wood shop class to build and install these beautiful benches on the church property.