



**A simple and cost-effective solution to public transportation, the Brazilian government implemented transportation alternatives eliminating much need for the automobile and allowing for effective pedestrian districts. Above right, pedestrian district imposed by authority and enforced by a clever social enticement (a place for mothers to bring their children to play while they shop or relax near by).**

**By designing for social control in public spaces, this will create areas that are more inviting. This can occur by focusing on designing spaces that are comfortable rather than defensible. More police in an area can sometimes detract from that space because it sends a message that is is not a safe place to be. If the design of the public space is lively/interesting and includes many different venues of business and social interaction, it will attract a diverse group of people. Also, by supporting small businesses, this will give a stronger economic dependence on the quality of surrounding public spaces. And finally, include street vendors who become the 'eyes of the street' in public spaces.**