

Village of Newark

re-envisioning its sense of place

Design Connect AAP Report

Fall 2018

Cornell University

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Client:

Taylor, Jonathan

Village of Newark, Mayor

Project Manager:

Herman, William

Bachelors of Landscape Architecture

Contributors :

Colban, Kaia

Bachelors of Applied Economics

Guzelocak, Polen

Bachelors of Architecture

Hassun, Jihany

Masters of Landscape Architecture

Hill, Genesis

Masters of Regional Planning

Abebe-Kifetew, Yabework

Bachelors of Urban Planning

Stark, Gwen

Bachelors of Landscape Architecture

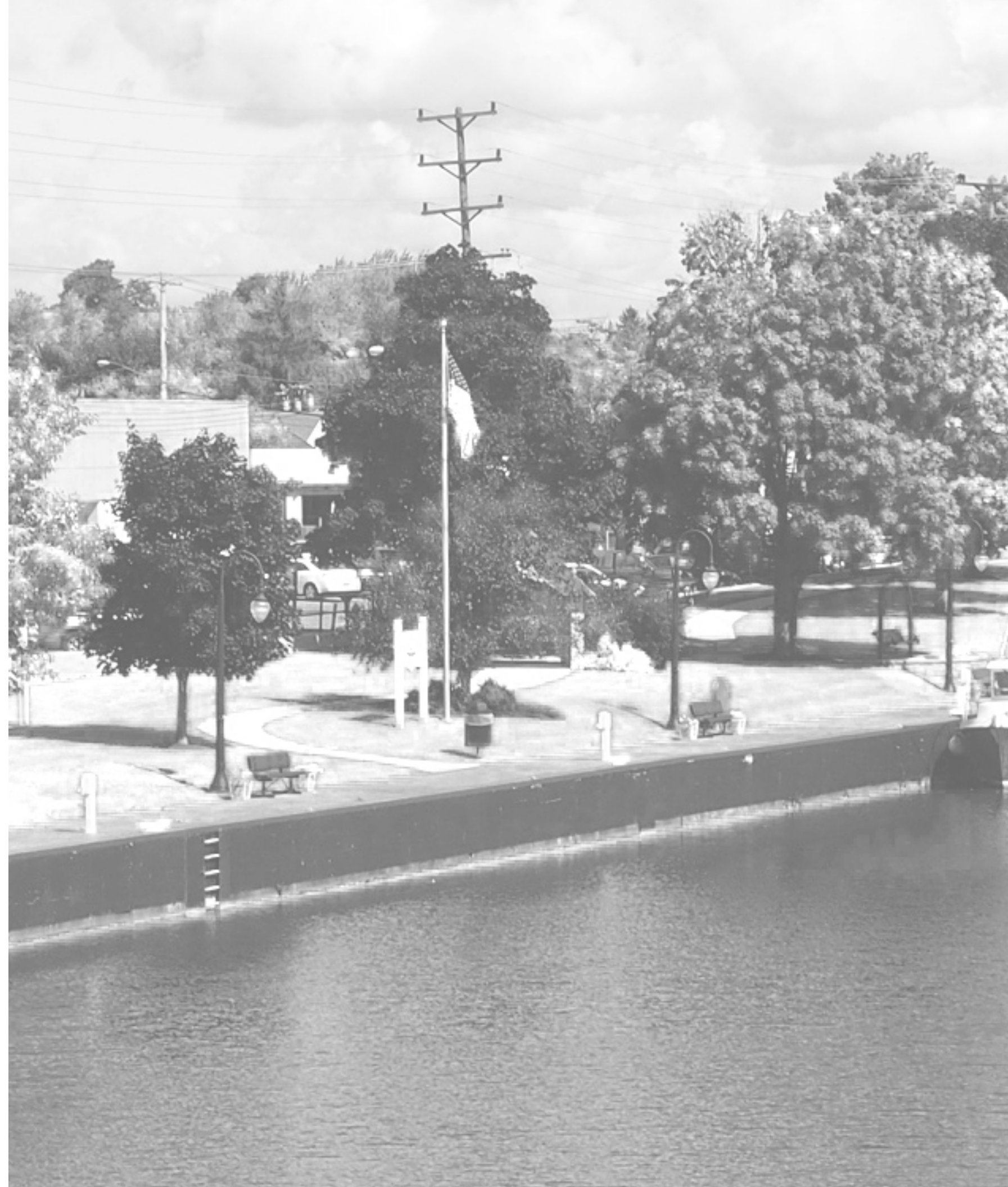






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towards a new vision for the Village of Newark

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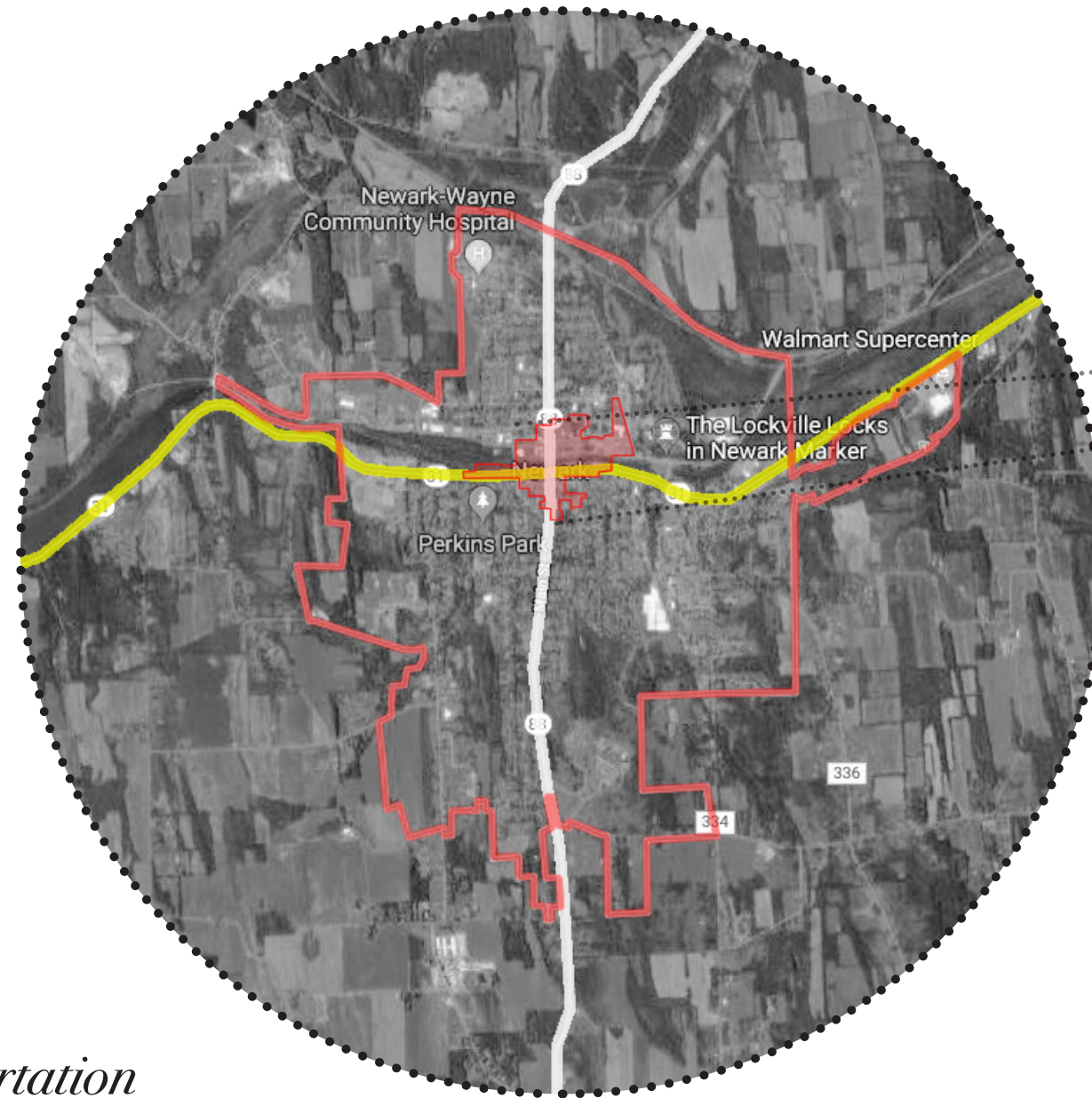
Introduction

*on the Erie Canalway
National Heritage Corridor*

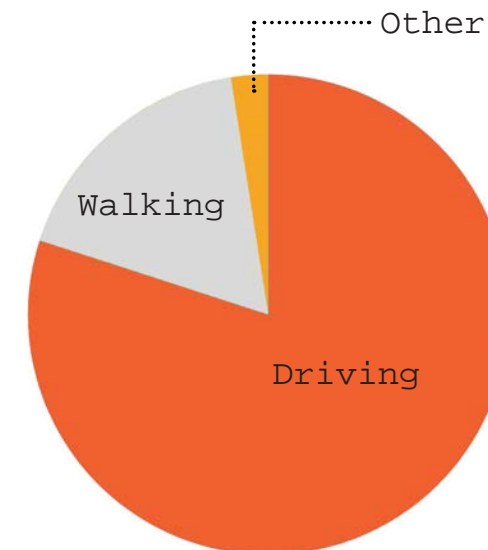
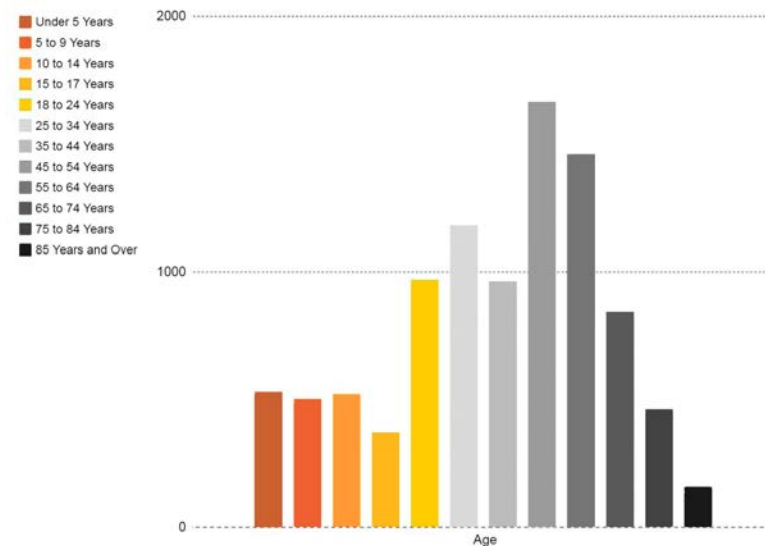
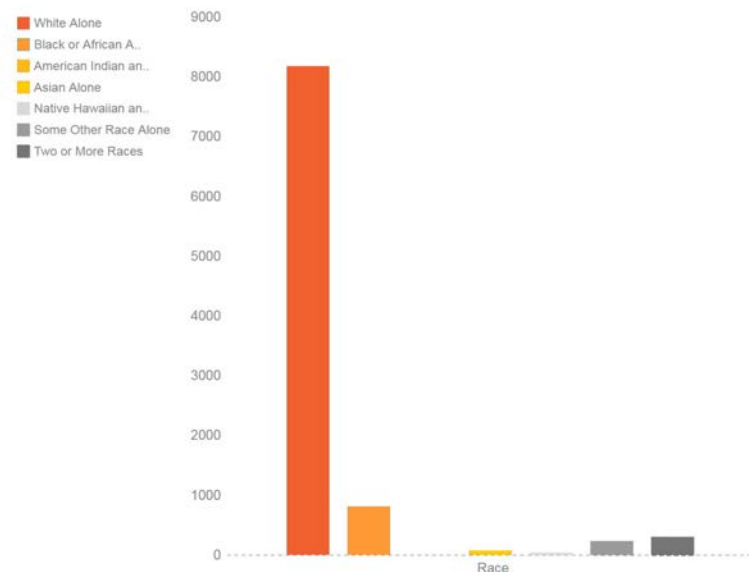
scope *of project*

Urban renewal in the 1950s and 60s cut away at the uniqueness of the village, demolishing many multi-story buildings, leaving awkwardly placed parking lots and many non-uniform one-story buildings.

Our work will aid the current revitalization efforts to improve the town's identity including redeveloping activity spaces, aesthetics, business plan, and walkability of the downtown area. All modifications are designed with the intention of boosting civic pride and increasing the desire to travel and reside in the village.



: key facts on demographic and their method of transportation





Rochester

Baldwinsville

Pittsford

Clyde

Henrietta

Warsaw

Syracuse

90

90

20

Honeoye Falls

Clifton Spring

Auburn

Skaneateles

81

Avon

20

Canandaigua

Seneca Falls

390

20

Geneva

Honeoye

Aurora

Moravia

Seneca Lake

Ovid

Cayuga Lake

Penn Yan

81

Naples

Keuka Park

Homer

Dansville

Wayland

Cortland

390

Ithaca

Dryden

Avoca

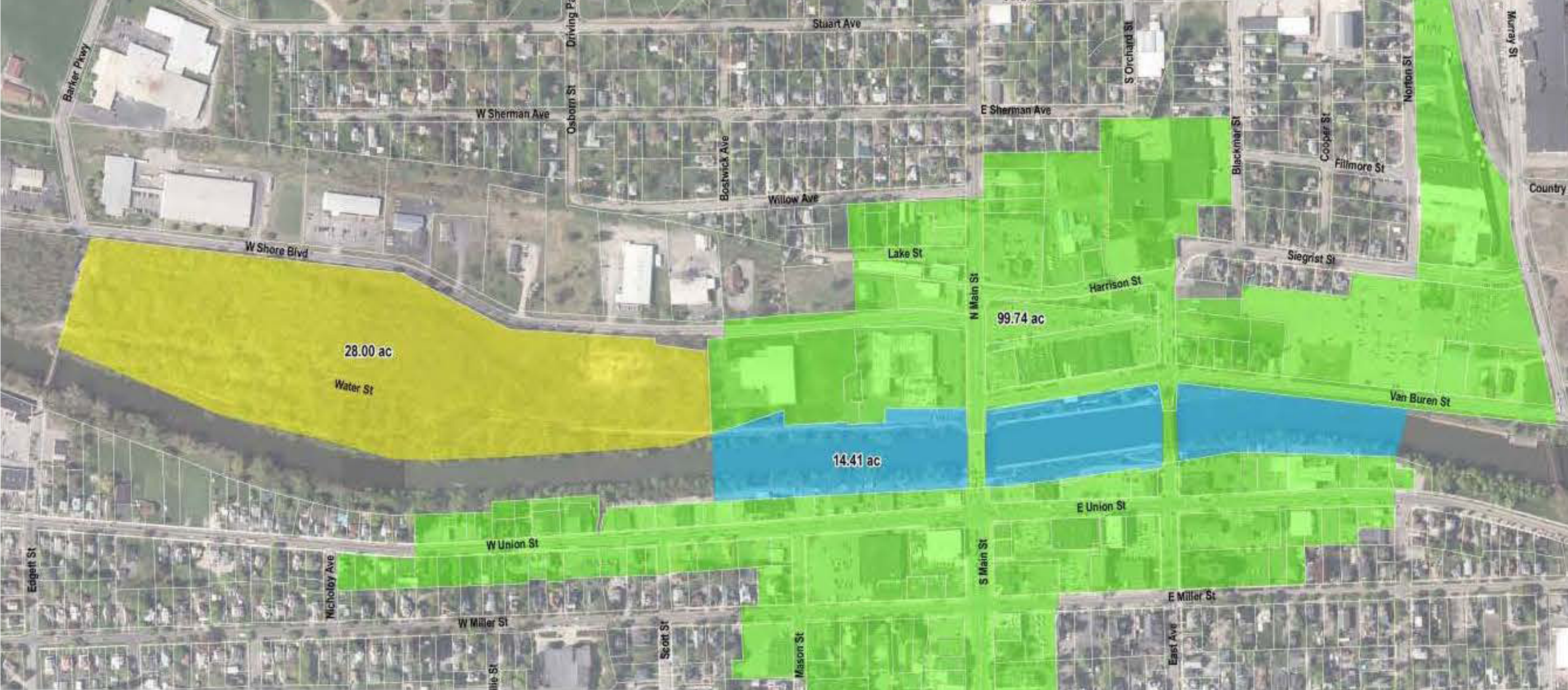
Hammondsport

South Hill




DRI excerpt

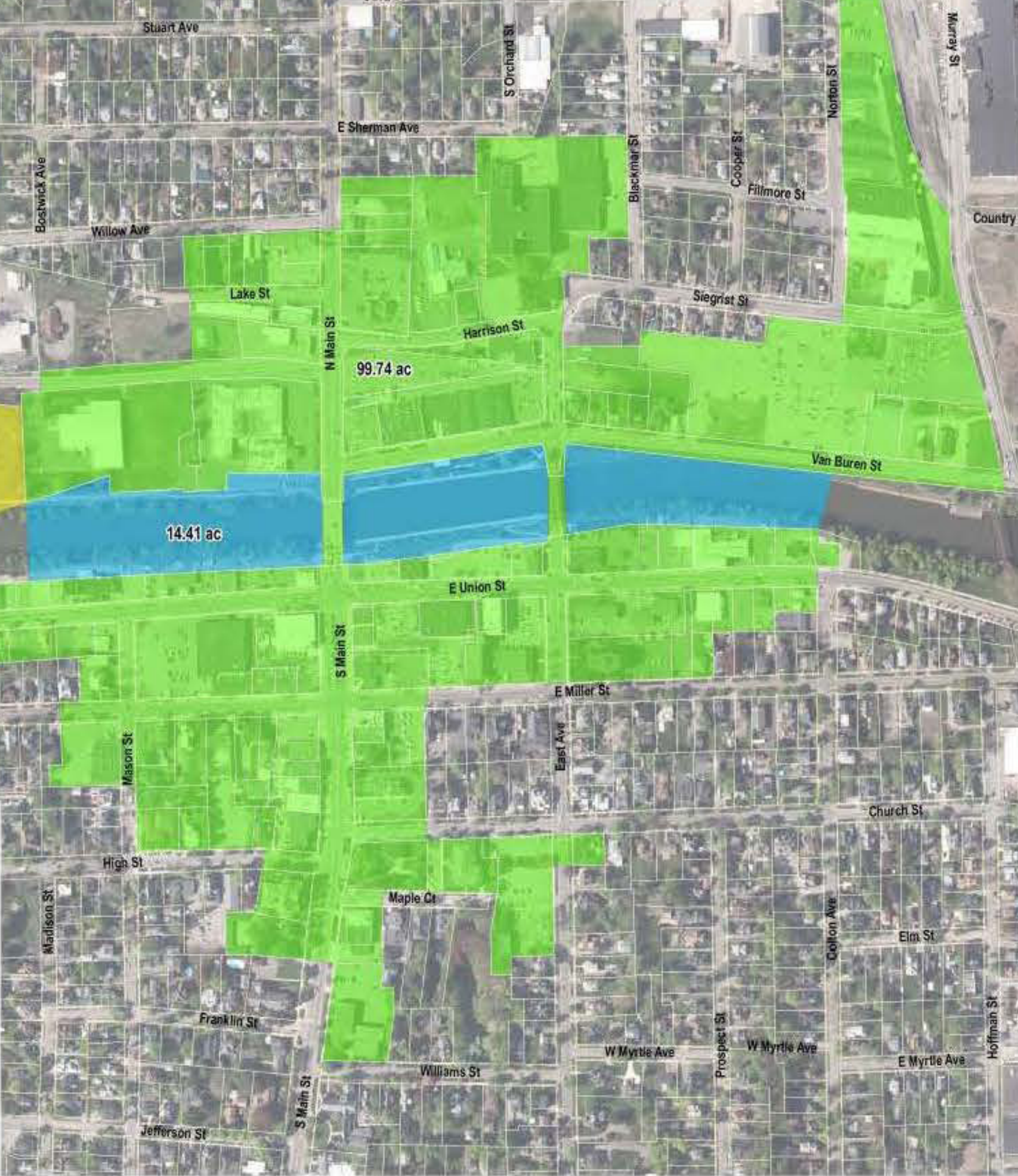
relevant to current project

Our Client, Mayor Jonathan Taylor, recently applied for \$10 million from the New York State Downtown Revitalization Initiative (DRI) but unfortunately lost the bid. Our plans can help make Newark a contender for future grant applications.



LEGEND

-  DRI - DOWNTOWN REVITALIZATION DISTRICT
99.74 ACRES
-  ERIE CANAL
14.41 ACRES
-  POTENTIAL NYS POWER AUTHORITY LAND
28.00 ACRES





Analysis

identifying economic catalysts

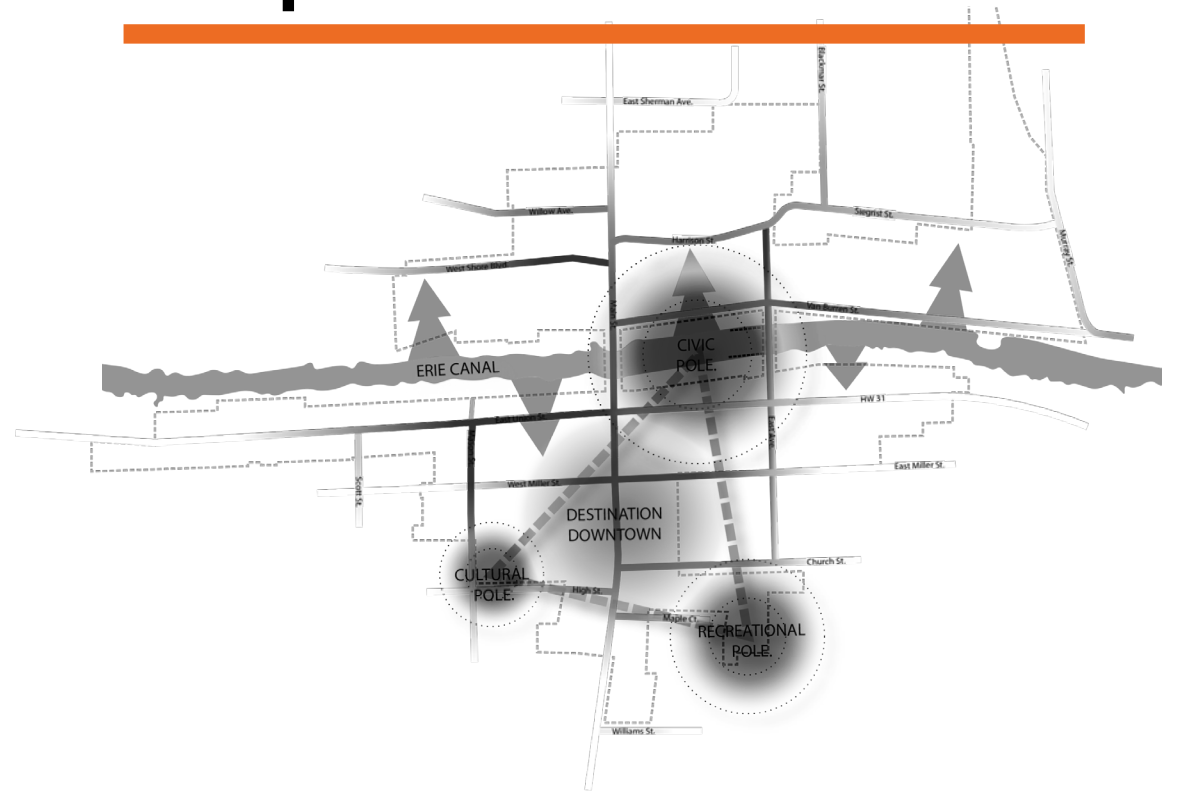
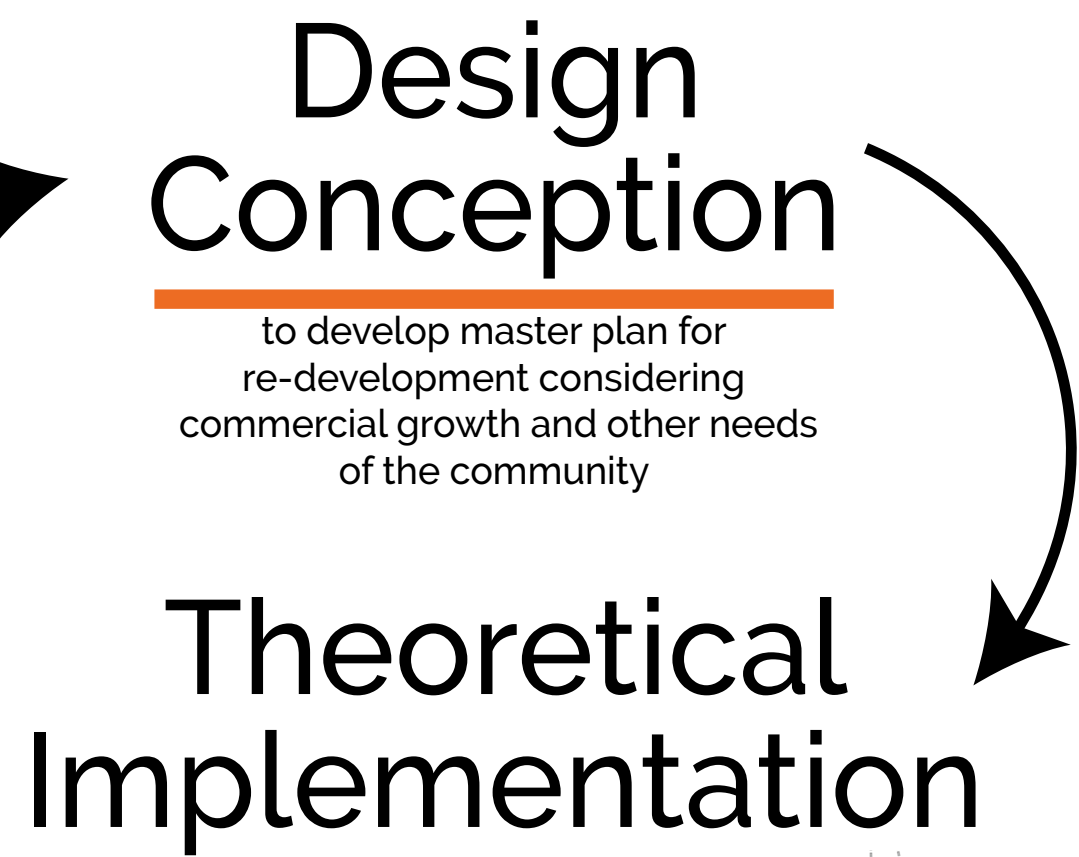
process

*instrumenting design thinking
towards a new vision*

In order to break down our large mandate into manageable pieces, design thinking was instrumented towards the development of a new vision for the Village of Newark. Prior to visiting the site our team collected qualitative and quantitative data on site's physical conditions and previous revitalization efforts. Information on the Village of Newark's existing socio-economic status were also mined and reviewed. Our site visit in early September accompanied by the mayor and economic development fa-

cilitator allowed for a better gaging of the project's scope. Returning to our studios, our team executed a series of site analysis to better discern the site's existing conditions. This was done through mapping, diagramming and writing.

To the occasion of our Community Outreach Event (COE) held at Village of Newark's high school consisted of a second site visit where our team engaged with the community (stakeholders). Findings from the COE's workshop and discussions led to a re-assessment of previous analysis while considering new data. The assimilation of all inputs led to a conception of a design suggesting a master plan for re-development in certain focus areas. Such plan balances economic revitalization with the needs of the community. Alas, graphics and writing towards the end of our report are dedicated towards the theoretical implementation of our design guidelines and strategies.

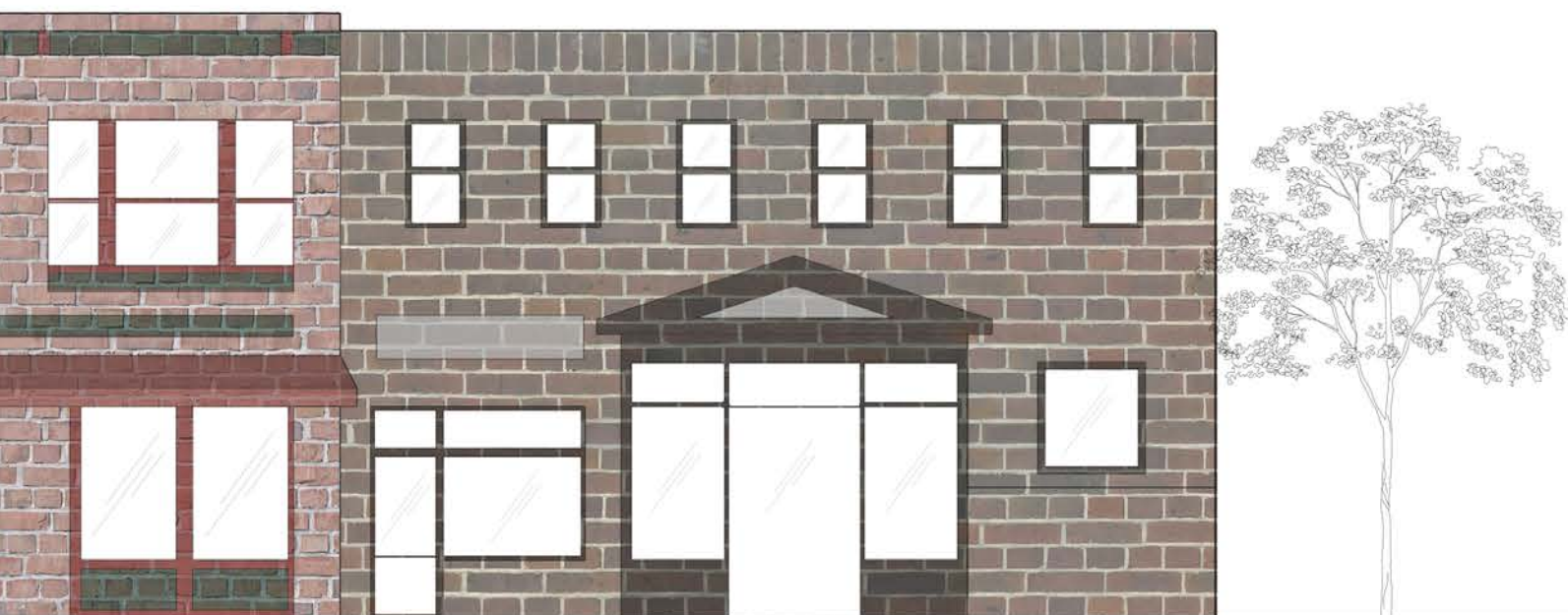
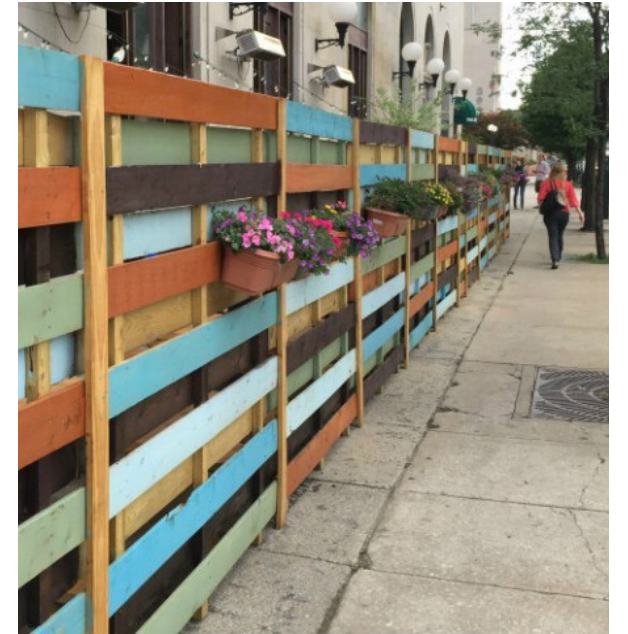


Aesthetic

of the downtown core

3 principles of making a city visually attractive: order, compactness, and locality. Newark already has buildings of similar heights and follows a grid organization, creating a sense of order and unity. Most buildings are made of brick so by continuing this local material visual harmony, variety, and distinctiveness can be achieved.





Commercial

*spatial dynamic of
existing retail space*

Existing businesses are currently spread out through the village's downtown core. Given the great distance between different types of business offerings consumers are left reliant on their cars to commute between them. This inconvenience and lack of offering encourages consumers to attend big-box retailers just outside of the limits of the village. The following are proposed changes to the business scheme.

Canal Cafe

- _Modeled after "The Loeb Boathouse Cafe", located in Central Park, NY
- _Create a cafe/restaurant on the Eerie Canal.
- _Will increase traffic to the canal.
- _May be open during summer months only or year round.
- _Could be connected to current boat rental store.
- _Could rent out bikes at the cafe

Location Relative to Parking

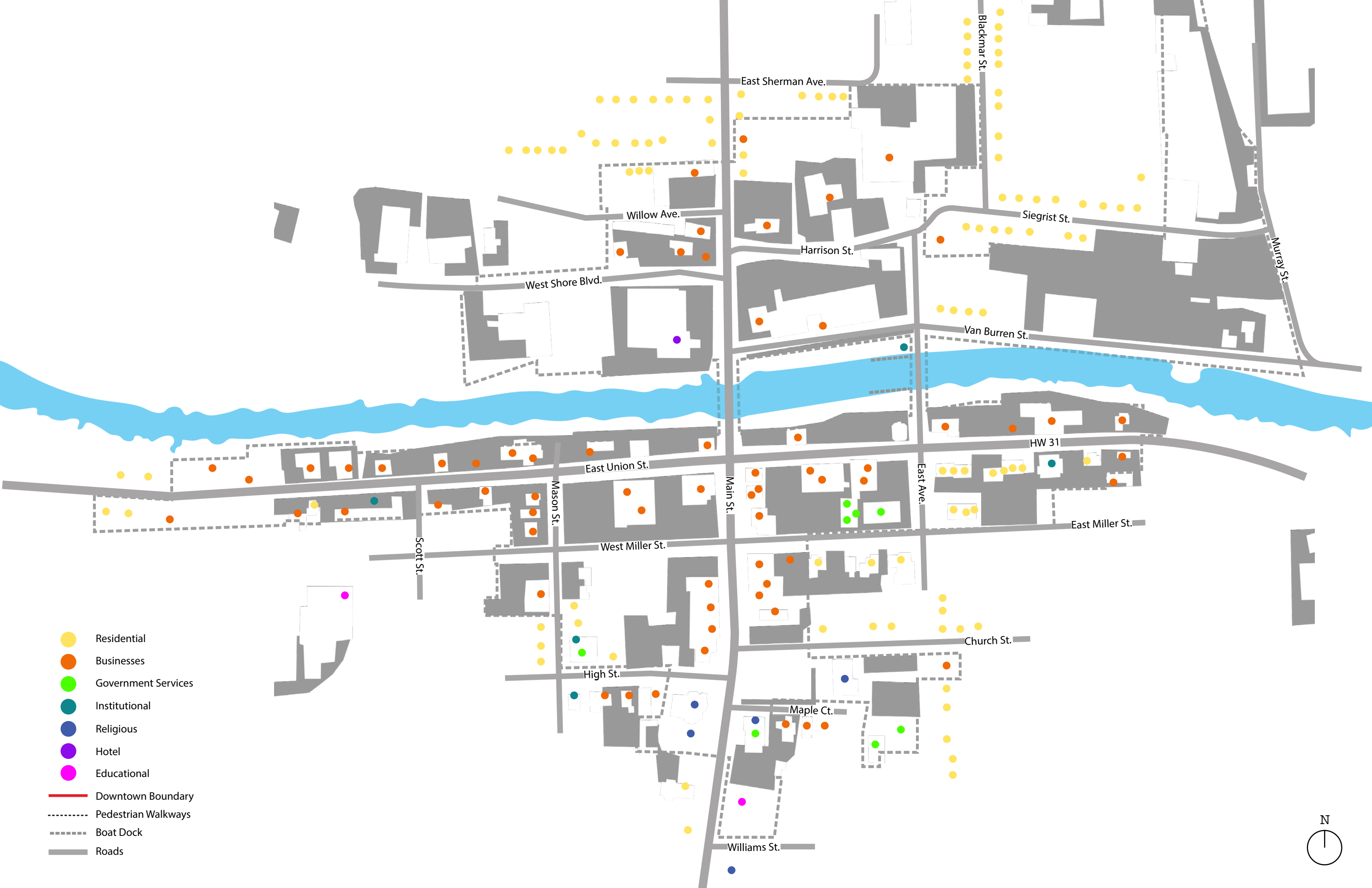
- _Locations frequently visited by locals should be placed next to parking lots.
- _Locations that are often visited by the elderly/disabled should be given priority
- _Locations include: Banks, pharmacies,
- _Restaurants/Boutiques should be spread across the street so people are forced to walk past numerous locations and see the different stores businesses present in the town.

North Side of Newark

- Proposed location for town Municipality
- NOT IDEAL:
- _Municipality should be in the heart of the city.
- _If Municipality buildings are built on the North/West side of town then more stores should be opened up there.

Suggested Programming

- _Karaoke or Open Mic Night
- _Trivia Night
- _Amphitheater/Movies in the Park
- _BIGGER Farmer's Market
- _Entertainment for Teens
- _Music Lessons
- _Art Lessons
- _Club Sports Team
- _Bowling Night
- _Young Reader's Book Club
- _Trivia Night
- _Street fairs
- _Block party
- _Block the streets off..
- _Recreation Center
- _Pool
- _More sports
- _Small children programs
- _T-Ball
- _Art Fun
- _Pop-up playground



Commercial

*spatial dynamic of
proposed retail space*

Our recommendation entails an increased density of retail spaces on both sides of Main St, increasing of community-oriented programming on the edge of the canal port, centralized parking and a better integration with alternative transportation modes such as bike and pedestrian routes. The following are specific areas of focus.

Cinema

Current Conditions: The suggested Cinema will be located at the current Rite Aid. The site was originally a theater, which makes it an easy transition to turn back into a theater. The site also has ample parking necessary for a theater.

Types of Programming: During the winter months, a movie theater would be a perfect place for families to spend time together. It can be a theater that carries either the most current films and/or an independent theater. The movie theater can also be a place for private events to be held, such as parties for children

Dog Park

Current Conditions: The proposed dog park will be located in a parking lot right next to the Erie Canal. Due to the amount of parking already in the Village of Newark, transforming a parking lot would be a great way to utilize space. The hope is for the dog park to have a trail that leads to the library. This trail will make downtown Newark more pedestrian-friendly.

Types of Programming: The community outreach event expressed how much the people of Newark want a dog park. This will provide a venue for dogs to not be isolated and bound by a house. The people of Newark will also have a chance to meet and hang out with other friendly dog owners.

Amphitheater

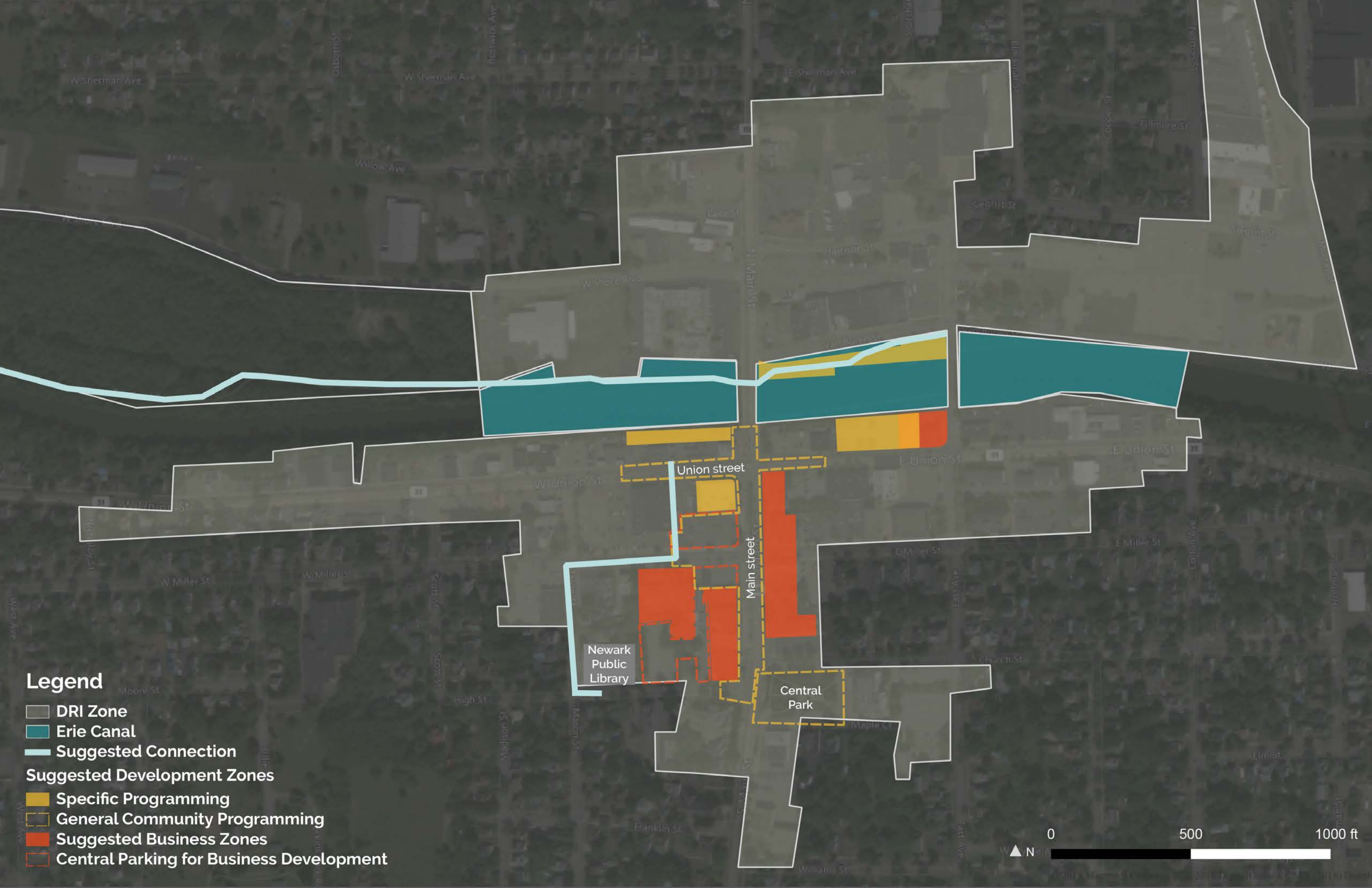
Current Conditions: The current site for the suggested amphitheater is along the Port of Entry to the Erie Canal. This patch of grass along the canal can be easily converted into a space for music and productions.

Types of Programming: An amphitheater would allow for the Village of Newark to enjoy music and productions along the Erie Canal. During the community outreach meeting, citizens stated they want to utilize the canal area more. Suggestions were to add an amphitheater that would overlook the water and provide a source of entertainment. Another way to use the amphitheater could be to have movie nights in the same location.

Possible Business Events

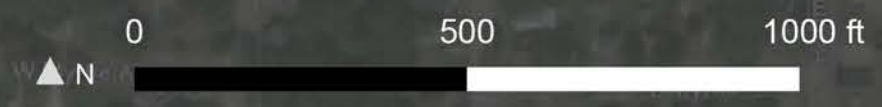
Current Conditions: There are existing businesses in the Village of Newark that people love and enjoy. The businesses can be used as venues for programs to be held.

Types of Programming: Citizens of Newark stated that they need more programs for teens. Businesses can hold "Teen Nights" with trivia, karaoke, bowling, and so on. These programs do not have to be limited to teens.



Legend

- DRI Zone
- Erie Canal
- Suggested Connection
- Suggested Development Zones**
- Specific Programming
- General Community Programming
- Suggested Business Zones
- Central Parking for Business Development



Newark Public Library

Central Park

Union street

Main street



The Community

*engaging with the
stakeholders*

Listening

*to the voices of the
community*

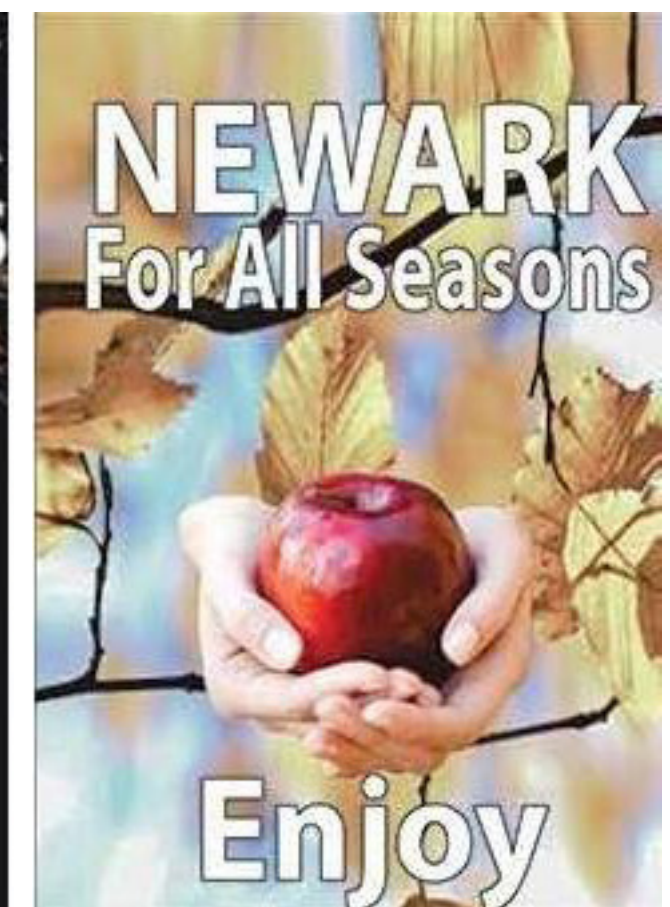
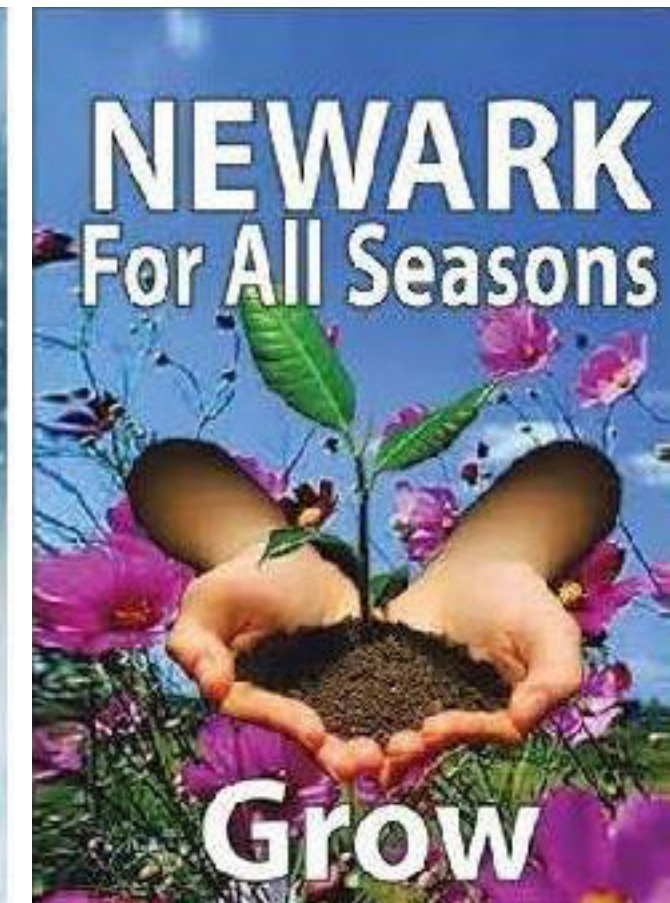
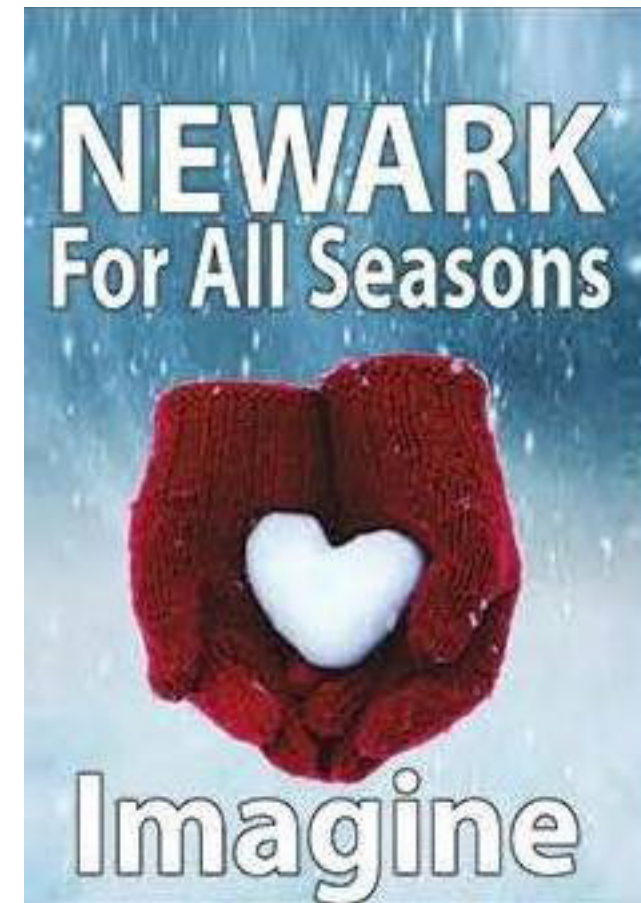
A community outreach event was led in late October where over fifty community members attended and enthusiastically shared with us their urban imaginaries. Not only did we engage in one-on-one conversations with attendees but also carried out three distinct activities that allowed us to collect data on community member's circulation trends, perception of identity and sense of place, and retail / service demands.



Planning

*workshops and
dynamics of COE*

Much planning and occurred prior to the community outreach event. Inspired from existing local marketing, a poster was designed inviting families, friends and neighbors of the village of Newark to attend. Careful thought and deliberation went into designing the activities carried out at the event to ensure the collection of data that would allow for us to develop a coherent and representative proposal. A rigorous schedule for the day of the event was respected.



**FAMILIES,
FRIENDS &
NEIGHBORS OF
NEWARK**



**IMAGINE
THE FUTURE OF
YOUR DOWNTOWN**

**JOIN THE CORNELL UNIVERSITY DESIGN
CONNECT TEAM FOR **SNACKS, CRAFTS,** AND
FAMILY FRIENDLY **DISCUSSION!****

**SATURDAY, OCTOBER 20TH
NEWARK HIGH SCHOOL GYM 625 PEARSON AVE, NEWARK**

**FAMILIES,
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**SATURDAY, OCTOBER 20TH
NEWARK HIGH SCHOOL GYM 625 PEARSON AVE, NEWARK**

NEWARK COMMUNITY OUTREACH AGENDA

October 20, 2018 @ 1:30 - 4:30 | Village of Newark

625 Peirson Ave, Newark, NY 14513 | Large Group Instruction room (50 person capacity)

SCHEDULE

11:15 AM | Meet at Kennedy Hall with everything ready to go

11:30 AM | Depart for Newark

1:00 PM | Meet Jonathan Taylor and begin to set up event

1:35 PM | Begin Discussion and repeat when needed for new arrivals

1:45 PM | Breakout sessions

4:10 PM | Begin cleaning up if no one is left

4:30 PM | Depart from Newark

6:00 PM | Arrive in Ithaca

FORMAT : Open House

When the citizens enter the room, they will be greeted and given a short checkbox survey containing demographic questions. The surveys are anonymous. The event will start out with everyone at the discussion station for an extended introduction (presentation) of the current revitalization efforts for those who are there at 1:30. At the end of it, we will explain the “ground rules” or the manner in which the event will be operating. This will be followed by the opportunity for the citizens to go to the various activity stations. The format of the outreach event will be an open house style. This style gives members of the community the most flexibility. Citizens are able to move about freely between the 3 stations in an order of their choosing. Each station has a different visual activity with its own prompt targeted on gathering specific types of data. At least one member of the Design Connect team will be running each station and help facilitate the area. At the discussion station, a design connect member will continuously give a shortened version of the introduction to those who arriving later as well as speak to those citizens who have more to contribute. Note that we will have an optional exit slip where the citizens may tell us any other opinions that they may have not been able to express through the various activities. The citizens are encouraged to take as much time as they need for each activity station. We believe that each station will take between 5-15 minutes to complete to make sure this event does not take up a large part of their day. Next to each station will be a large sign of the name of the station as well as 1 sentence about what they are doing there/ the desired data to gather.

ACTIVITIES

DISCUSSION (EVERYONE)

SET UP: A few chairs will be positioned in a grid system facing the screen and a table will be near the door containing the entry survey and if possible, a separate table for the exit survey. The surveys will either be handed to the Design connect member at the station or placed in a container on the tables.

This will be our opportunity to address the community and talk about the current DRI and other big picture topics. We are striving to get everyone on the same page in order to let the community have the most effective input. We will emphasize how the purpose of the event is to gather information from their village in order to properly suggest alterations. It is re-enforcing the democratic aspect of this process. We will explain what Design Connect does and our involvement with this particular project. We will go over the “ground rules” of the event and explain the overall organization of the event. Within this presentation will be an explanation of

each activity and what we are aiming to understand better and an emphasis on how the data we gather today will help direct our design. A vision is a collective process and we want our interventions in the downtown area to be grounded in a general consensus. Positioned on a table near the (main) entrance to the large group instruction room (LGI) will be a table with a short demographic survey. This will be used to make better sense of the data we collect and to make sure we are representing the interests of the community equally. The survey will contain the following questions: age range, occupation, method of travel to work, were they born in Newark, have they lived there for more than 2 year, name (optional) and gender (optional).

Once completed the first time, the discussion area will act as a place for a quick recap of everything that was presented during the introduction for the sporadically arriving citizens. It will also be a place for members of the community to talk to the Design Connect team and share other opinions and viewpoints that they either were not able to communicate in the activity or were not comfortable sharing in the particular information. As citizens leave, they are encouraged to fill out a quick exit slip. This will contain an open section for feedback about the event itself as well as the opportunity to let us know anything else they think is relevant to the project.

GOAL: Explain the purpose of the event, our involvement and broadly what information we are trying to gather as well as the format of the event.

MATERIALS:

1. Computer with access to presentation
2. Projector and screen
3. Survey (printed out)
4. Pens/ pencils
5. 2 tables and chairs
6. (OPT) 2 container for surveys

COLLAGE (JIHANY, KAIA)

SET UP: On the main table will be 80-100 randomly colored sheets of origami paper, roughly 3” to 4” squares. The main table will also contain a large foam board. On the 2-3 sub tables will be piles of washable markers with chairs surrounding the tables. Once done drawing, the citizens will either pin or give the DC member the drawing to pin in order to create a larger collage of ideas.

Citizens are prompted to draw their favorite part of downtown Newark, their favorite thing to do there, what Newark means to them or what they value most within the downtown area. They will go to the main table to receive their paper and then able to go to the various sub tables to draw. Once completed, the citizens can either pin their drawing to the board of the DC member will do it for them. At the end of the event, we hope to have a large, colorful and beautiful collage which we will temporarily take back to Cornell at the end of the event. This is a good method of expression for the citizens and allows us to understand what the people really value and love to do. It is also a good station for children who are encouraged to submit as many drawings as they want to. This could also provide temporary relief for parents attending the event with their children.

Parallel to this activity, and run at the same station will be a word collage. With the same prompt, the citizens are encouraged to write out a word or phrase which they think captures the current sense of identity for the area. This is a good method for those who are not comfortable drawing. We will turn our findings from this into a word cloud to compliment the collage.

GOAL: Find the values (physical and abstract) and current sense of identity of the members of the community for the downtown area. We hope to analyze the individual and communal values.

MATERIALS:

1. Origami paper (80-100 sheets)
2. Markers
 - a. Variety of Crayola markers
3. Foam board (white)
4. Thumb tacks (clear)
5. Index cards (100 cnt)

MAPPING (GWEN, POLEN)

SET UP: 2 tables with a total of 4 maps. 3 maps of the downtown area approximately 2'x3' and 1 map of the catchment area with the same sizing. No chairs are needed for the activity. If these are able to be set up on easels, then tables would not be necessary.

In this station, we will present the citizens with three identical maps of the downtown area. They are prompted to draw their most traveled routes, noting their starting location and destination. If the locations are outside of the provided map, they should simply write out where they were going (i.e. home, work, pizza, church). One map will be for walking, one for vehicle travel and one for other (biking, jogging and public transport). Citizens will take turns drawing on the three large maps and on each, putting 1-2 thumbtacks down on each in the place that they visit or go to most within the downtown area. We will try to have a tally count for the each of the maps in order to understand the depth of each map.

On the other end of the station will be a map of the catchment area with the boundaries expressed in the DRI. here, citizens will be prompted to place a thumb tack on the places they travel to the most outside of Newark. It can be multiple places but the reasoning or specific destination within each of those areas should be placed on a post it note nearby. We will tally the amount of people who participate in this activity. This will help us understand the reasons people travel outside of Newark with the intent of bringing those types of activities closer to the downtown area.

GOAL: Discover the most traveled routes and subsequently the most passed by storefronts (possibly represented as a heat map), the most heavily populated areas and how Newark is integrated into the larger Network of ares.

MATERIALS:

1. 3 maps of Newark with low contrast (mounted on foam core)
2. 12 sharpies (3 per station)
 - a. Vehicle = red
 - b. Walking = blue
 - c. Other = green
 - d. Catchment = black
3. Clear thumb tacks/ skinny ones
4. Post its

BUSINESSES (GENESIS, YABE)

SET UP: 1 large foam board set up on a table. If it is able to be set up on an easel, then tables would not be necessary.

The purpose of this station is to obtain input on the types of businesses and programming (community wide activities) the current citizens enjoy and dislike as well as what

else they would like to see in the downtown area. A large white foam board will contain a T chart with different categories: food, retail, entertainment, social service, recreation/ physical activity, industry and personal services (ex: dry cleaning) lining the first column. The second column will be titled "Existing." We will start the process of adding different businesses in the downtown area but leave plenty of room in each category for the citizens to add various existing businesses. The third column will be titled "Suggested" where the citizens can put the names of specific businesses or types that they would like to see within each category. Likewise, we will start the process of adding businesses to this column but leave ample room for the citizens input. If a member of the community comes to this station and sees that the business or programming that they were going to write has already been posted, they are encouraged to place a green dot sticker if they like that place/idea and want to see more of it, or a red dot sticker if they want less of it or think it will be a bad implementation.

GOAL: Understand the likes and dislikes of the current business, establishments and programming as well as which they would like to see in the downtown area.

MATERIALS:

1. 2 tables
2. 1 big "science fair style" board or 1 foam core board
3. Post it notes
4. 6 sharpies
5. Green and red dot stickers

FEATURED

Newark looks to create new downtown vision

By STEVE BUCHIERE sbuchiere@fltimes.com Oct 18, 2018 0



Many of the downtown Newark buildings of the 1950s were torn down two decades later as part of an urban-renewal effort.

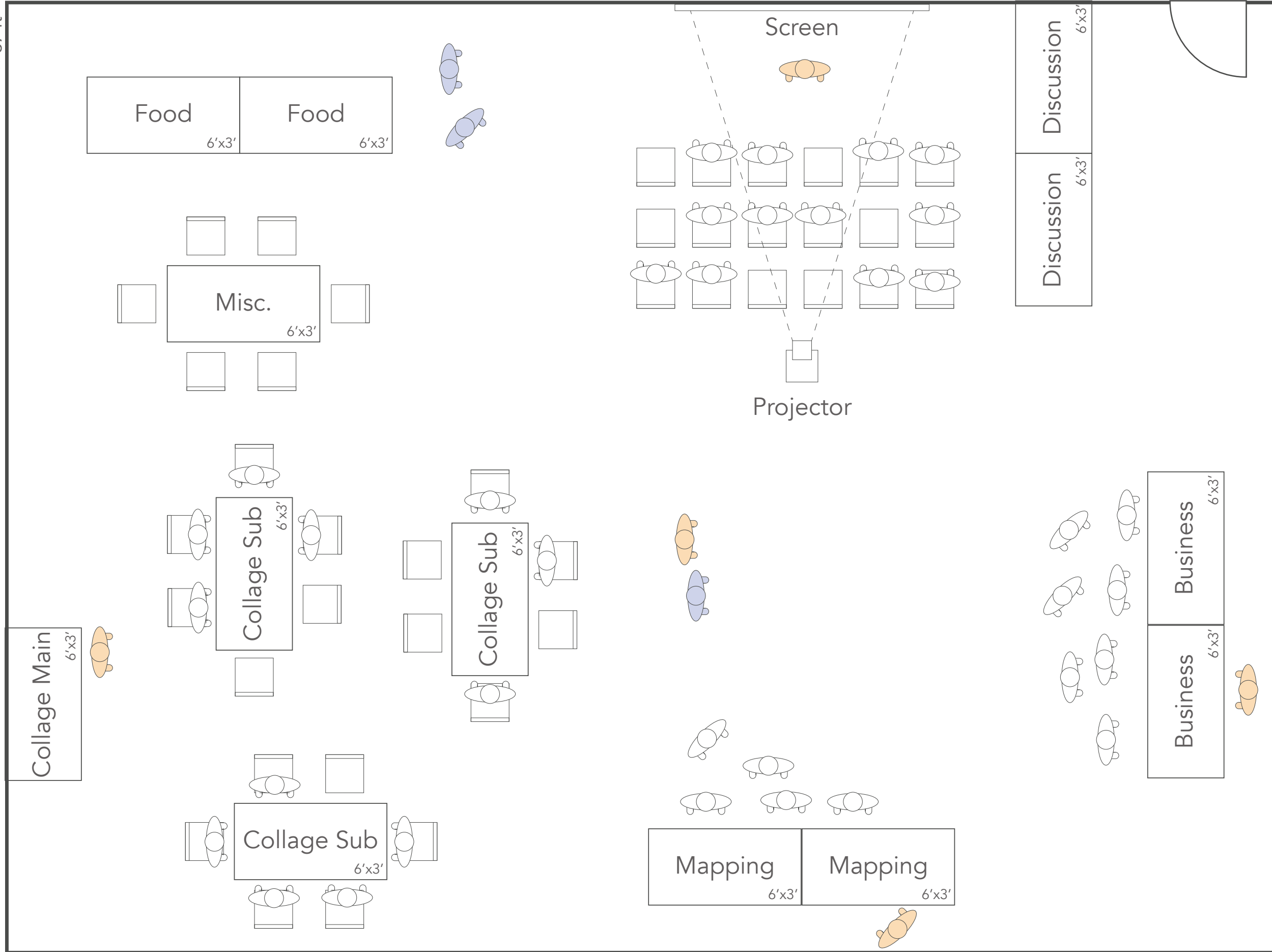
John Zornow

Communicating *with the community for input*

Local authorities collaborated in the promotion of the event and its objectives. Closer to the date, when we had a better idea of number of attendees a medium size room was chosen to foster an intimate setting. Table arrangements encourage cross-pollination between workstations and allowed for community members to participate in the order they preferred.

Design Connect: Vision of Downtown (Newark)

≈ 37 ft
≈ 50 ft



- Design Connect Member
- Newark Official
- Citizen

Station 1

to the voices of the community

Community members were asked to share their opinions on existing programs and businesses in the downtown area as well as what they would like to see succeed in the future.

Specific recommendations based on community feedback include the following: (1) a Canal Café on the waterfront to increase canal traffic year round with can allow boat access; (2) a Cinema in the current location of the Rite-Aid with the option to host private events; (3) a Dog Park in convenient location along the canal can allow; (4) an Amphitheater at the entry point of the Erie Canal Port; (5) New Recreation Center in a convenient location with proximity to the downtown core to service local families with an active lifestyle.

EXISTING BUSINESSES

SUGGESTED BUSINESSES

GENERAL SUGGESTIONS

FOOD



Raspberry ice-cream shop +1
Parkers +6
 Craft 120 restaurant +2
 Corner Tavern
 Downtown parking?* -1
 Library, museum, canal, victorian homes
 "Add more plays"
 Outdoor movie night +1
 Local businesses +1
 "I love all the new programs offered at
 the public library/community center, its
 a community gem" +2
 College*

ENTERTAIN



Arcadia sports & awards*
 Car wash, pet wash
 Local hospital like +3
 Vet +1

RECREATION



RETAIL



Water planters +1, -1

 Good industrial base

SOCIAL SERVICES



PERSONAL SERVICES



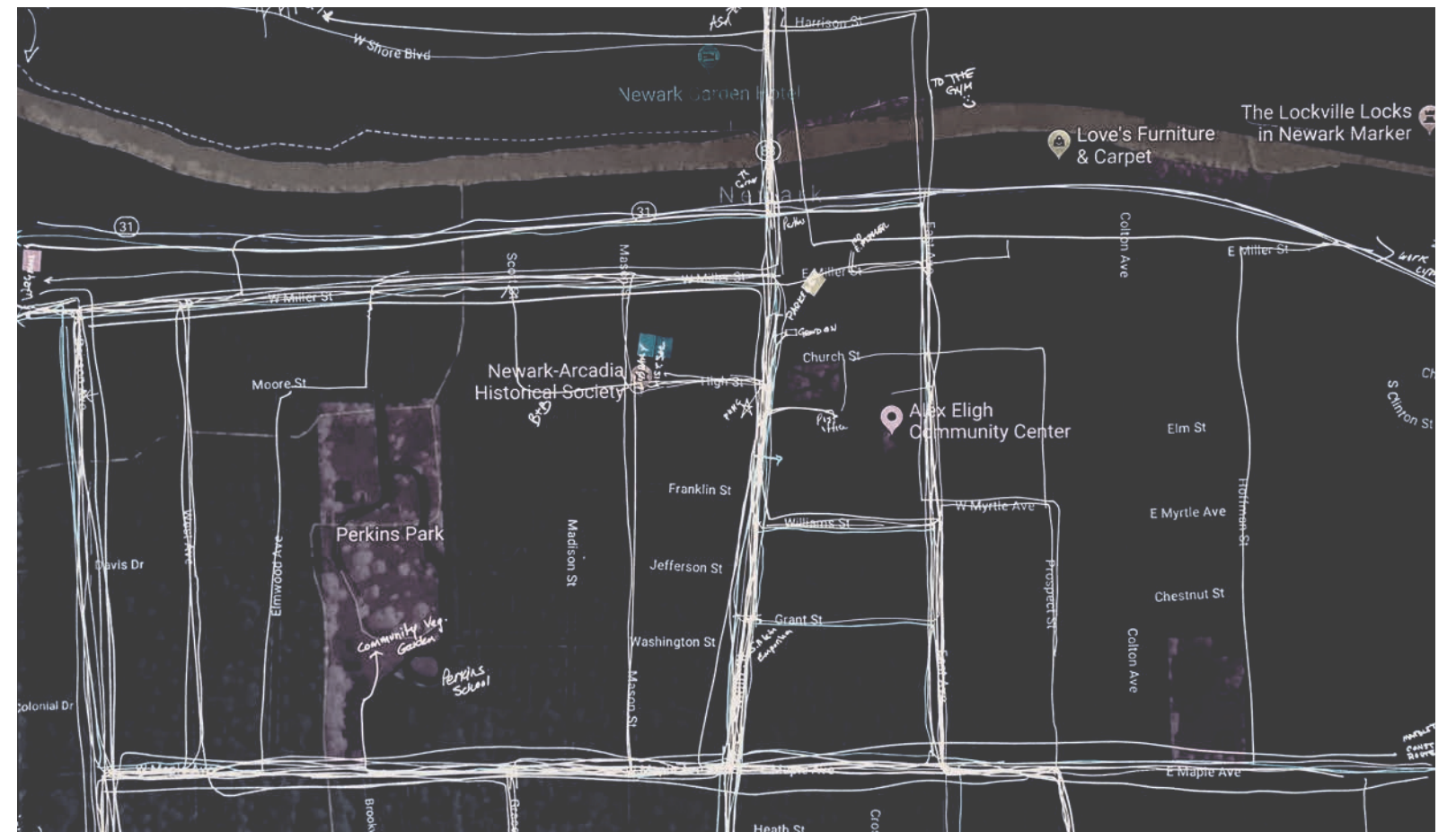
Ampitheatre/performance space on slope by Eerie ca-
 nal +1
 More coffee shops +2
 Fewer pizza parlors +1
 Opn air cafe in place of office building
 Home style cafeteria
 Transform Reed manufacturing building a multiuse re-
 tail, resaurant, theater building
 Theatre again +5
 Playground, water park +3
Upscale restaurants with chef - need gluten free! +16
 Bigger farmer's market on Saturdays +5
 Support the new coffee place +5 *
KFC, Arby's, Taco Bell, Chick-fil-A +2, -6
 Starbucks
 Entertainment for teens +1
 Entertainment set up like Linden St. in Geneva with
 blocked-off streets for dining, socializing and e__nment
 +1
 Better rec centers - bring back old skating rink, public
 pool +4
 Party house (wedding, dance) +2
 Bring Perkins back
 Boutique like/specialty shopping +1
 More live performances, open mic!
Dog park +6
 Multiuse indoor sports complex
 More support for arts, visual performing +2
 Library? +3
 Better sports programs at an earlier age +1
 Garden Inn needs a franchise name +1
 Hotel improvement +3
 More medical services +1
 Keep improving village infrastructure to help draw mroe
 industry in the village

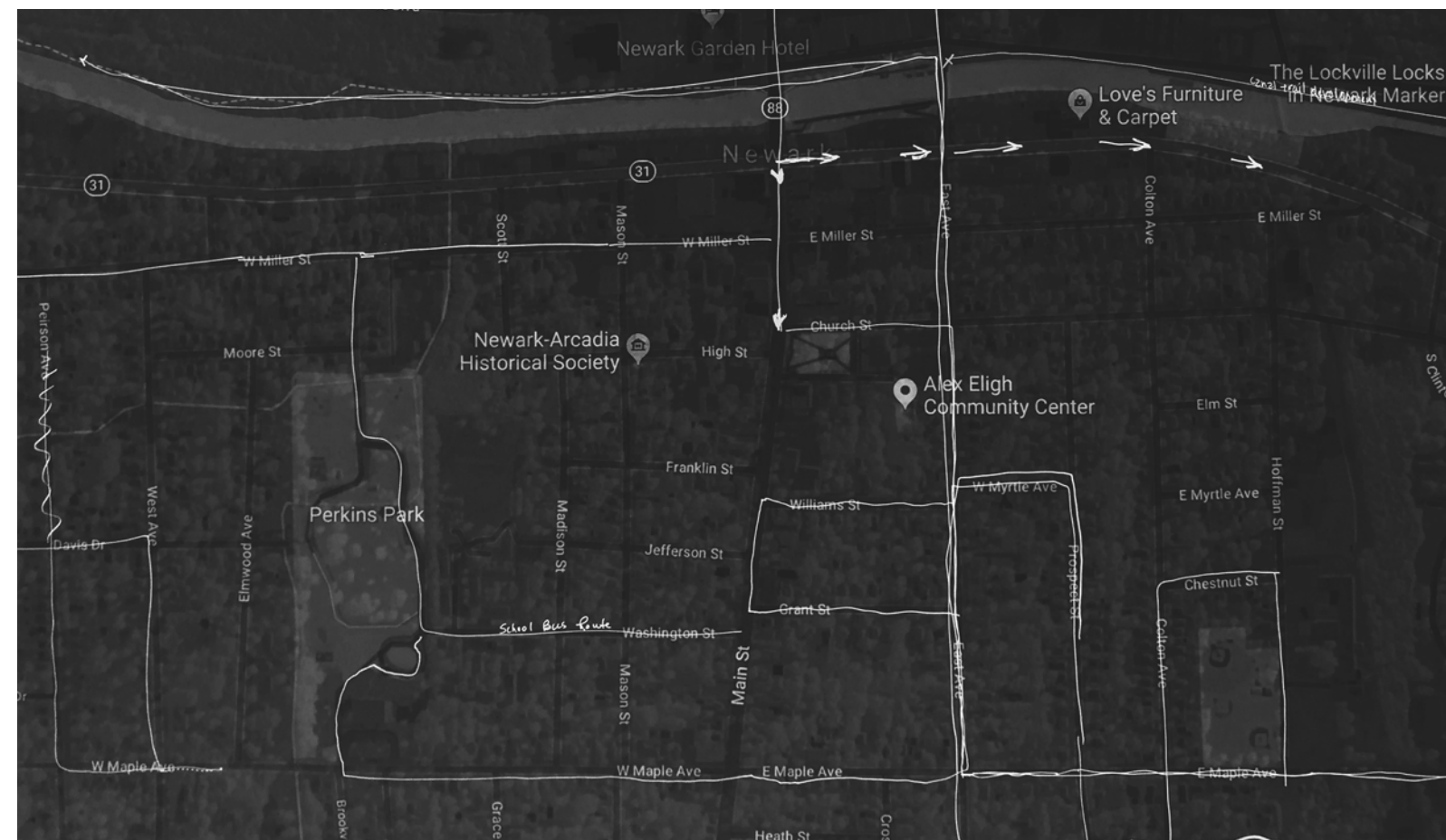
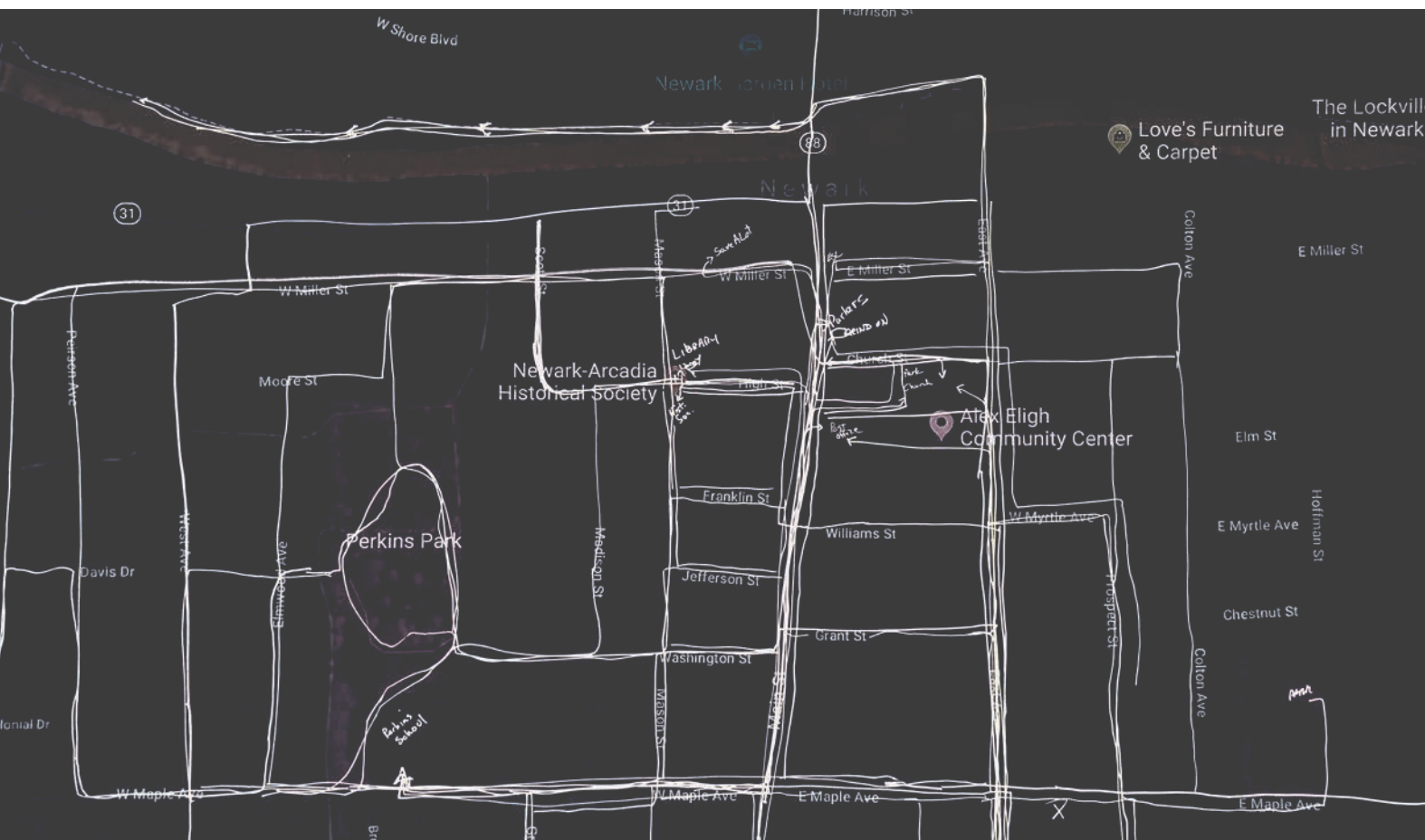
Improve appearance of downtown buildings, make them
 have character +2
 New facades, more choesive look to downtown!
***Sidewalks in good repair for walking and maintained +5**
 Roads need more work - too many potholes +1
 Too many stoplights on route 31 and 88 :)
 Need more "teeth" in sidewalk maintenance
 rules and village code - too dangerous! +1
 Make the building behind Arcadia Sports a Micro Distillary
 with Big Dock on it
 No empty buildings
 Return to Newarkfest +1, -1
 Make features like ice skating rink near Lincoln School
 better known
 Wider main streets - Route 88 underground wiring +1
 Some more green space with tables and benches +1
 More trees and green space +3
 More public transportation
 Nice open park +1
 Modern, new community center +2
 Need more quality childcare centers +3
 Train station +3
 Tax incentives
 Rehab +1
 Zombie houses +1
 Pet store
 Take care of wild life +1
 Services for senior citizens (acesibility)
 Develop canal front more +3
 Need more handicap parking for existing businesses

Station 2

*to the voices of the
community*

Community members were prompted to draw their most travelled routes by car, walking, or other forms of transportation to determine the preferred routes throughout the downtown area.

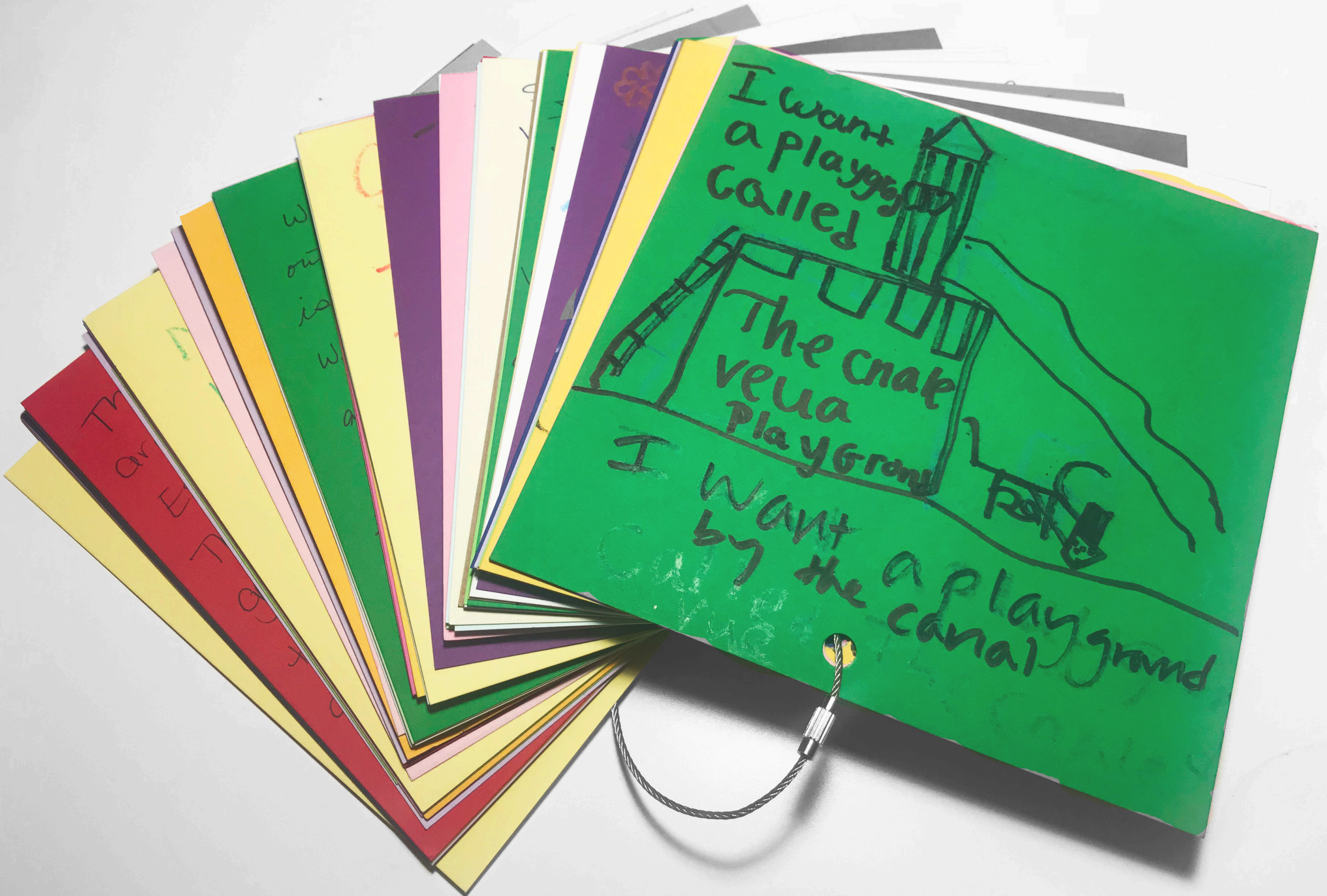




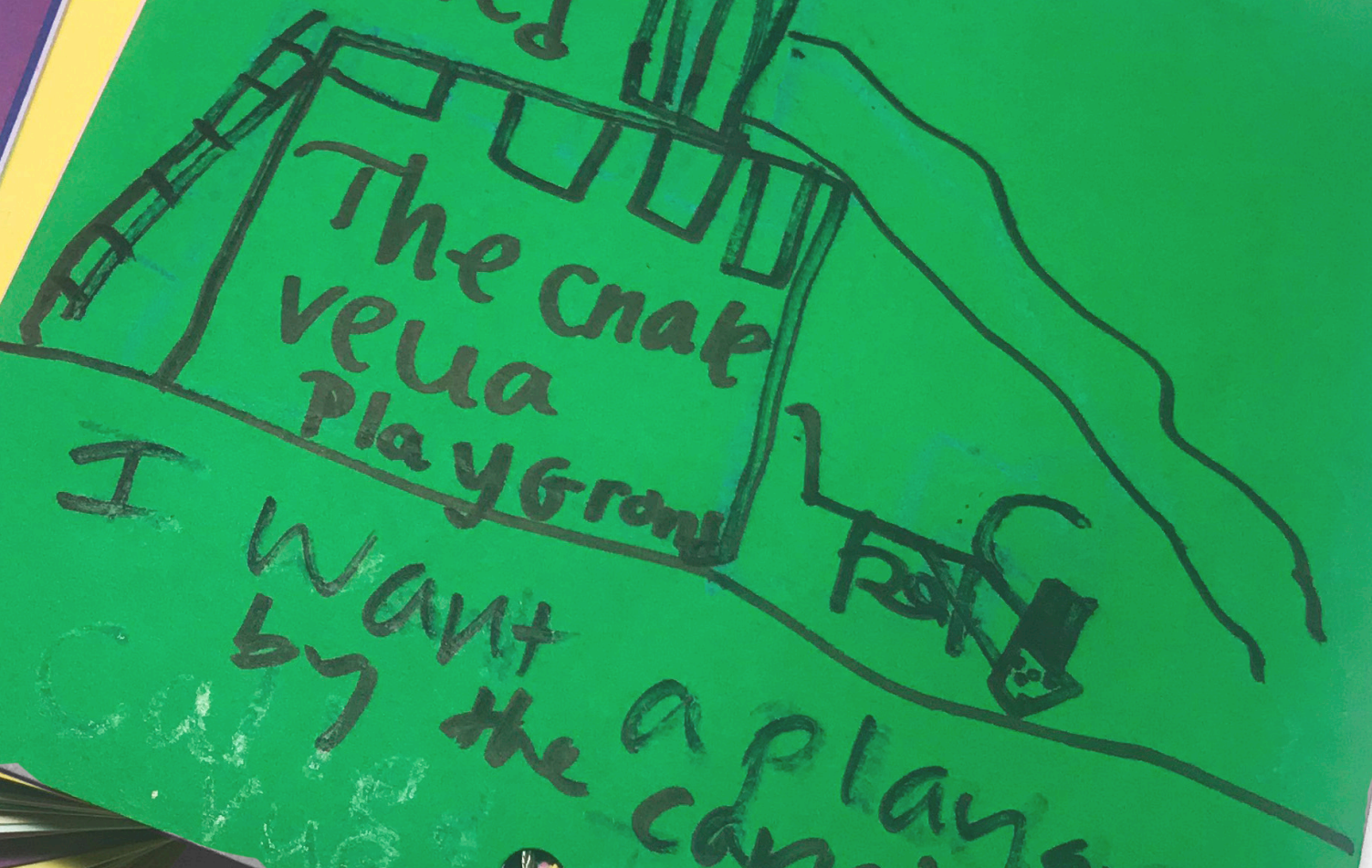
Station 3

*to the voices of the
community*

Community members were asked to draw or describe what they value most about the Village of Newark in order to develop a collage of values.



I want
a playground
called



The Snake
Veena
Playground

I want
by the canal
playground





Concept

*building upon existing the
voices of the community*

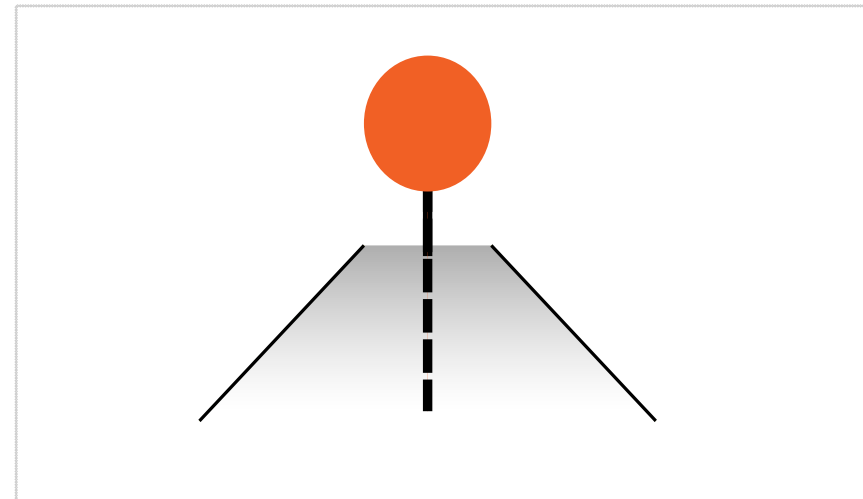
weaving

*the sense of place back
into the urban fabric*

The design concept identified three main strategies that ties together our proposed guidelines. First we acknowledged the historical past of the village by emphasizing the presence of the Erie canal in the urban fabric of the downtown area. Second, to rethink the pedestrian experience on the main's street commercial strip. Third, to reconnect identified civic, community and recreational poles in the downtown area. This holistic approach is leveraged from the local economy framework model.

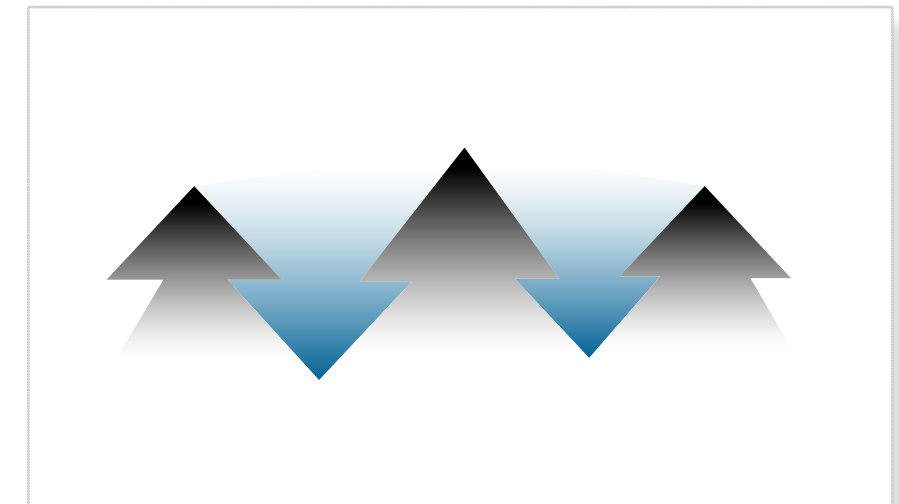
weaving heritage back into the downtown core

Reconnecting the downtown core to the canal both physically by facilitating access and visually by allowing for visual openings and way finding along the main streets leading to the canal.



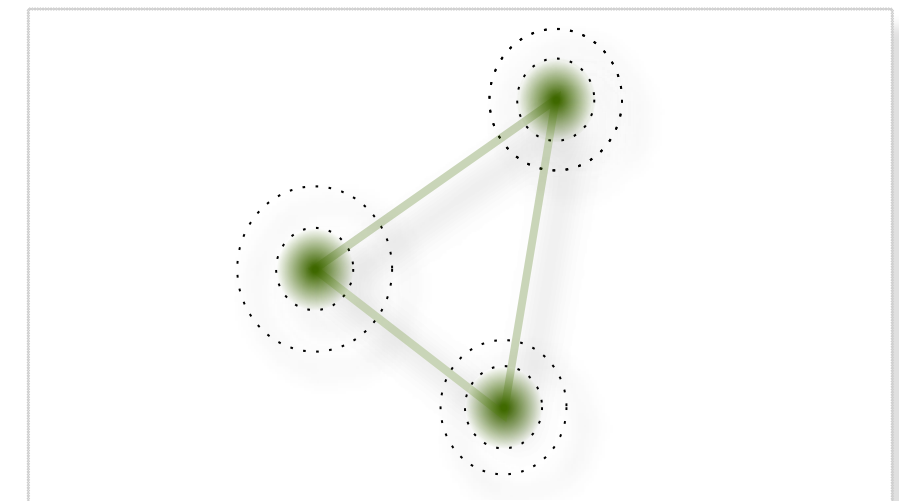
connecting communities into the network

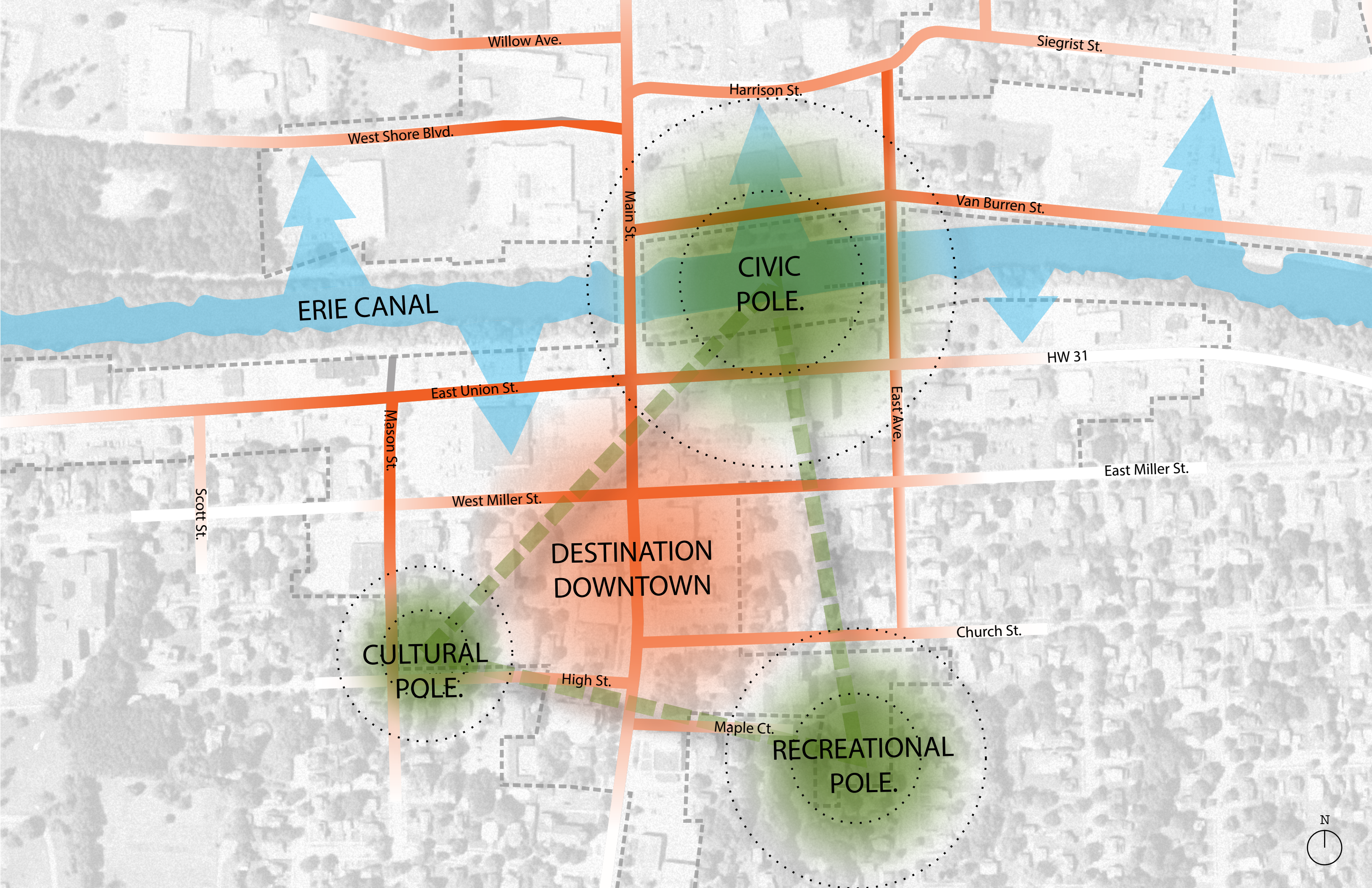
Reinforcing network of community spaces and events that gather citizens and tourists alike through programming, coherent way-finding signage, turning parking lots into multi-use spaces, and integrating the underutilized Canal waterfront into the downtown core.



redefining retail and service shopping in the downtown core

Redesigning Main St. between Van Buren St. and Maple St. to accommodate a refurbished 'Downtown Destination'. Small shops selling unique, local products help the local economic development plan and other revitalization efforts.





Willow Ave.

Siegrist St.

Harrison St.

West Shore Blvd.

Van Burren St.

ERIE CANAL

CIVIC
POLE.

HW 31

East Union St.

East Ave.

East Miller St.

Scott St.

Mason St.

West Miller St.

DESTINATION
DOWNTOWN

Church St.

CULTURAL
POLE.

High St.

RECREATIONAL
POLE.

Maple Ct.



new model

*for the local economic
framework*

Used in all proposed interventions, the Local Economy Framework helped us ground our ideas and make sure that the economic framework in Newark would not be damaged. By using local assets, we were able to ensure that any changes would not impose over the current composition of businesses.

Locally Owned Businesses and Good Business Networks

Independent retail, locally owned cafes, restaurants, farmer's markets

Community Capital

Building community networks through local investment in community events

Anchor Institutions

Strong education and healthcare system

Local Government

Improving zoning regulations for downtown
Maintenance of public infrastructure
Investing resources

LOCAL ECONOMY FRAMEWORK
What makes a healthy, equitable, economy?

Entrepreneur Ed and Technical Assistance

Business oriented education and youth mentorship programs

Work and Labor

Cooperatives and unions within the workforce

Independent Media and Arts

Building culture, having a shared identity,
Investing in public art, live performances, local talent

Health and Wellness

Mental, spiritual well-being

