

Image & Identity

These are the attributes of a neighborhood that define who or what it is and/or what is unique to a neighborhood. Envision "image" as what insiders feel makes up a neighborhood, as well as what outsiders see looking in. "Identity" are the facets that define a neighborhood geographically, culturally, and visually (think "recognition").

Image & Identity Projects: Beautification projects, cleanups, community gardens, identity markers (banners, signs, etc.), branding, signage, and marketing.





residential

infrastructure upgrades.



Definition

Image & Identity

Sample Projects Beautification projects, marketing & brand design, neighborhood markers, (banners, signage, etc.), cleanups, community gardens

Involvement & Investment

Time and effort includes the

This is the investment of Time, Effort, or Money (TEAM) that

residents are willing & able to contribute to the strength of

the neighborhood. Financial investment comes in the form of

involvement of residents in neighborhood meetings, "skills &

Involvement & Investment projects can include general

wills" exercises, and project/volunteer participation.

beautification

HEIGHT

Identity Markers

projects.

and

meeting

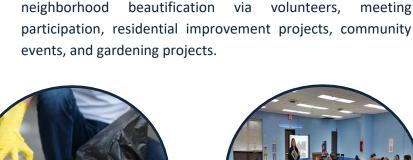
Involvement & Investment

Definition The time, talent, and resources measureing the investment of area residents.

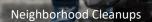
Measureables Meeting participation rate, residential & municipal investment, volunteer hours.

Sample Projects Beautification projects, cleanups, residential investment, community events, community gardens.





improvement,





Physical Conditions

Physical conditions include the condition of the housing, structures, and infrastructure of a neighborhood. The condition of a parcel affects adjacent parcels in parallel, both good and bad. Code enforcement, housing assessments, and infrastructure queries are just some of the tools available to measure the physical conditions of a neighborhood.

Projects that affect physical conditions can include assessing housing, neighborhood cleanups, sidewalk replacement projects, and housing rehab projects/incentives.





Neighborhood Surveys

Physical Conditions

Definition The condition of housing, structures,

infastructure, etc.

Measureables

Housing assessments, roadway and sidewalk conditions/inventory.

Sample Projects

Housing assessments, beautification projects, cleanups, gardens, sidewalk projects, housing

rehab projects

Market

Definition The market value of the neighborhoods, including property values.

Measureables Property values, sales figures, time on market, owner vs. rental.

> Sample Projects Sales studies, market analysis, realtor interviews, time tracking.

Market

The culmination of *Image & Identity, Involvement & Investment, and Physical Conditions,* leads to the overall market values and desirability of the living in the neighborhood. Generally measured by housing values and sales figures, comparisons to baseline values can be made as a measure of the market strength of a neighborhood. Total dollars are not always the best measurement; often *change* in values tell a more complete story.

Ask yourself: would prospective buyers be **more** or **less** likely to purchase in a Healthy Neighborhood?