

**Northeast Shores
Strategic Plan
2006-2010**

Critical Issues & Major Goals

Organizational Planning Outline

Residential Property Development

Commercial Development

Neighborhood Safety

Community Outreach

Marketing & Media Relations

**Northeast Shores
Strategic Plan
2006-2010**

Critical Issues & Major Goals

Residential Property Development

Critical Issues:

- 1. Landlord – vs- Land Developer strategy.**
- 2. Neighborhoods cultural & financial diversity.**
- 3. Mixed income housing plan.**
- 4. Locational housing strategies & plan**
- 5. Property management responsibilities and revenues.**
- 6. Homeowner/ Rental balance**
- 7. Absentee landlords.**

Major Goals:

- 1. Develop a written policy and plan to establish Northeast Shores' role in property development and property management.**
- 2. Seek opportunities to offer affordable housing to a diverse, mixed income community.**
- 3. Expand partnership opportunities on major development or historic heritage projects.**
- 4. Create compatibility between the neighborhoods commercial image and residential development.**
- 5. Develop a list of property owners/landlords and build communication and relations adequate to sustain increased housing standards.**

**Northeast Shores
Strategic Plan
2006-2010**

Critical Issues & Major Goals

Commercial Development

Critical Issues:

- 1. Inconsistent matches between commercial districts image and commercial business operations.**
- 2. Improve consistency of vision between board, staff and community.**
- 3. Future “shared vision” for each commercial district.**
- 4. Ability to attract national business to neighborhoods.**
- 5. Partnership opportunities.**
- 6. Active merchant participation.**
- 7. Diverse services that match commercial district’s overall plan.**

Major Goals:

- 1. Develop commercial district models that identify all commercial vacancies against compatible local, regional and national businesses.**
- 2. Focus development opportunities and initiatives based on a written business plan for each commercial district.**
- 3. Evaluate short-term gain against long-term strategy on each development or leasing opportunity.**
- 4. Create an “umbrella” plan that covers all commercial districts.**

**Northeast Shores
Strategic Plan
2006-2010**

Critical Issues & Major Goals

Neighborhood Safety

Critical Issues:

- 1. Resident & Visitor safety & security issues. (*Real & Perceived*)**
- 2. Consistent and mandatory city code enforcement initiatives.**
- 3. Limited pedestrian foot traffic in key commercial districts.**
- 4. Law enforcement and community crime & safety partnerships.**
- 5. Little measurable safety & crime statistics.**
- 6. Crime prevention deterrents, i.e.; lighting, parking, cameras etc.**
- 7. The ongoing safety issues that arise from changing demographics.**

Major Goals:

- 1. Seek out opportunities to create partnerships with law enforcement outreach officers and community crime activists.**
- 2. Develop and monitor crime statistics from local law enforcement to identify types and locations of recurring street crimes in the Northeast Shores service area.**
- 3. Develop a plan to actively participate in reducing neighborhood crime statistics.**
- 4. Develop and implement a comprehensive written safety plan with measurable outcomes.**
- 5. Publish and communicate crime stopping success'**
- 6. Develop good safety policies for vacant buildings, special events, etc.**

**Northeast Shores
Strategic Plan
2006-2010**

Critical Issues & Major Goals

Community Outreach

Critical Issues:

- 1. Increased housing standards**
- 2. Stewardship of community outreach programs.**
- 3. Neighborhood beautification initiatives.**
- 4. Enhanced community involvement and education of Northeast Shores' role.**
- 5. Communication tools highlighting neighborhood resources, services and local business.**
- 6. Northeast Shores role, participation and resources allocated to Block Club development and administration.**

Major Goals:

- 1. Develop a community services and business directory.**
- 2. Continue seeking out community programs that provide assistance to homeowners & renters to meet rehab and repair needs so housing standards within the neighborhood increase.**
- 3. Evaluate Northeast Shores' resources and participation in block clubs against measurable enhancements to the residents of neighborhoods.**
- 4. Assess the viability of a formalized volunteer initiative.**
- 5. Educate the community on Northeast Shores Strategic Plan and Community Initiatives.**
- 6. Assess all programs against known outcomes prior to entering into future service contracts.**

**Northeast Shores
Strategic Plan
2006-2010**

Critical Issues & Major Goals

Marketing/Media

Critical Issues:

1. Few media controls or contacts established.
2. Marketing/Media “umbrella” message & vision is lacking.
3. Formalized written long term/short term marketing plan.
4. Shared Vision. (Language, slogans, logos, signage, banners, etc.)
5. Commonality of message.
6. Marketing budget.
7. Individual commercial districts imaging and identity.

Major Goals:

1. Seek pro-bono or reduced fee marketing resources with national firms.
2. Develop an organizational “umbrella” marketing vision.
3. Determine commercial districts imaging needs.
4. Develop a 1 to 3 year marketing/media plan.
5. Develop and fund a marketing budget.