

HEALTHY NEIGHBORHOODS

A healthy neighborhood is:

A place where it makes economic and emotional sense for people to invest their time, money and energy, and,

A place where neighbors successfully manage neighborhood-related issues and neighborhood change.

HEALTHY NEIGHBORHOOD OUTCOME AREAS

Image: The neighborhood will have a positive image that attracts investment - from homebuyers, homeowners, business, and government. People will be confident in the future of the neighborhood.

Market: The residential and commercial real estate market will reflect this confidence. The neighborhood will make economic sense for key investors - homebuyers, homeowners, landlords, business and government - because property values will be steadily increasing. This will enable homeowners, homebuyers and landlords to carry out improvements and build assets. It will enable businesses to remain or locate in an improving neighborhood, and it will enable government to see the property value base stabilize. At the same time, the neighborhood will offer housing options for, and be attractive to, a variety of income groups. It will help neighbors who want to, stay and benefit from revitalization.



Physical Conditions: Physical conditions, whether residential or business, will reflect pride of ownership and a high standard of maintenance. Public infrastructure will be maintained and improved to a standard similar to neighborhoods currently viewed as better.

Neighborhood Management: Collective action by residents, institutions, and businesses will ensure neighborhood will compete well with other neighborhoods for resources. Residents will have the capacity to manage the day-to-day activities on their blocks. Neighbors will feel comfortable being “neighborly” - looking out for each other, getting together to work on problems, taking action to reinforce positive standards and actions, etc. Neighbors will feel safe in the neighborhood.



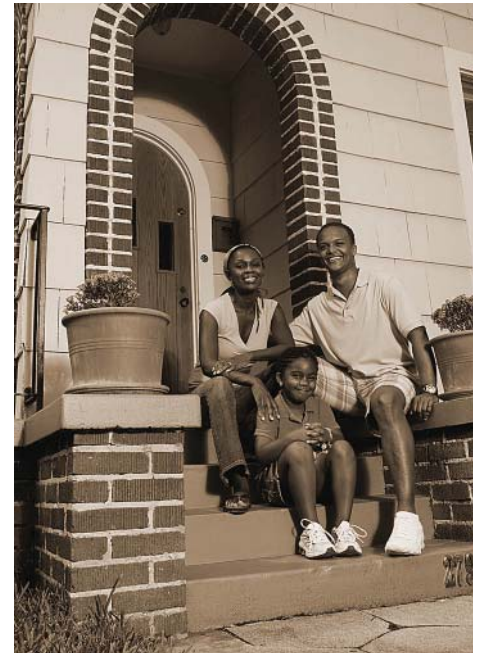
STRATEGIES FOR CREATING HEALTHY NEIGHBORHOODS

Image Strategies:

Strategies to define a neighborhood (naming, logo, gateway signs, oral/written history of neighborhood)

Strategies to cultivate image as a neighborhood of choice (PR strategy, newsletter, PSAs, curb-appeal strategy to give a unifying, prideful look to the streetscapes)

Strategies to cultivate positive image w/media and others (campaign of positive press releases, tours and info programs, annual events that attracts people to the neighborhood)



Physical Condition Strategies:

Strategies to cultivate positive standards (improved property awards, landscaping incentives)
Strategies to improve owner-occupied homes
Strategies to improve streets and public areas (neighborhood cleanups, curb/gutter/sidewalk replacement, park improvements, etc.)

Neighborhood Management Strategies:

Strategies to get neighbors working together (grants, social events, community gardens, open houses)

Strategies to increase sense of safety (Neighborhood Watch, relationships among neighbors, neighbor-walk schedule)

Strategies to cultivate neighborhood leadership (training, block captains, reasons to regularly engage neighbors, annual good neighbor awards, outreach to new residents)

**Content on this page is attributed to Marcia Nedland and Michael Schubert (NeighborWorks America Training Institute: “Strategies for Creating Healthy Neighborhoods” 2002 edition) and David Boehlke (czb).*