

**Tremont West Development Corporation
Strategic Investment Initiatives Workplan**

Vision: To Maintain and improve the Living, Business, and Cultural Conditions for all of Tremont

Core Values: Identity, Unity, Diversity, and Quality of Life

1. Identity - Establish a clear yet spontaneous identity that represents the social, cultural, and physical characteristics that are uniquely Tremont.
2. Unity - Create an attitude and environment within Tremont that encourages interaction between block clubs and neighborhood districts to unify and connect the community.
3. Diversity - Embrace the fact that urban neighborhoods that are both established and evolving, economic and social diversity should be celebrated.
4. Quality of Life - Recognize that we must work hard as a community to retain residents, attract new residents and to sustain the identity, unity, and diversity of the neighborhood

Goal 1: Identity	Establish a clear yet spontaneous identity that represents the social, cultural, and physical characteristics that are uniquely Tremont.	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
Objective 1	Formulated greenspaces and beautification projects that attract residents and visitors at focal gathering destinations. Together is Tremont				
	Activity 1 Promote beautification through no littering advertised on flyers and billboards	Blck Clbs	New	Policy	
	Activity 2 Establish a "Clean Graffiti" and/or "Clean Litter" Patrols and sponsor neighborhood cleanup days	Blck Clbs	Expansion	Program	
	Activity 3 Establish garden gateways that feature artistic features such as the "critters" at Valleyview	Gardners	Expansion	Program	
	Activity 3 Plant trees where needed	City	New	Program	
	Activity 5 Create stronger connections with Lincoln Park, Clark Field, and the Valley	PrkWrks	New	Policy	
	Activity 6 Improve the look of Lincoln Park Pool creating an attractive gathering point for the neighborhood	City	New	Project	
Objective 2	Established systems that identify and give Tremont a sense of place along transportation and infrastructure routes	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
	Activity 1 Integrate common Themes throughout-lighting, crosswalks, etc	City	Current	Policy; Program	
	Activity 2 Create attractive entrances at transportation entry corridors to the Tremont neighborhood.	Gardnrs	New	Project	
	Activity 3 Neighborhood signage including sub neighborhood identification so visitors and residents feel a sense of place.	Fndrs	Current	Policy; Program	
	Activity 4 Design bridges as connectors - add similar design treatments to each	ODOT CITY	New	Project	
	Activity 5 Create a specified linkage of pedestrian pathways to connect including the use of transportation waiting environments	ODOT CITY	New	Project	
Objective 3	Tremont established as the neighborhood of choice to live in through Real Estate Development	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
	Activity 2 Create a model blocks approach around all development projects	Devlprs, city, fundrs			
Objective 4	Sustain commercial development to attract visitors to shop and experience Tremont	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
	Activity 1 Establish a BRD or BID along Professor Ave., Scranton, W. 14 and Clark Ave business sectors to better compete	Restore	New	Project	
	Activity 2 Develop and distribute a set of expectations businesses should follow to be good neighbors	Blck clbs	New	Program	
	Activity 3 Develop a restaurant reward program to promote locally owned businesses and draw customers		New	Program	
	Activity 4 Create signage that identifies and gives direction to commercial focal points in the neighborhood. (i.e. Christmas Story House, Professor Ave.)	City	New	Project	

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Objective 5		Convey and preserve established history of Tremont through preservation and code enforcement	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
	Activity 1	Monuments and historical markers should be used at important locations	OC	Expansion	Project	
	Activity 2	Establish visitor centers that enhance history and culture of Tremont, i.e. History Project Museum and Ukrainian Museum	History Pjct	Expansion	Program	
	Activity 3	Study the potential for historic district along Scranton Road, Literary Ave, and Holmden Ave.		New	Project	
	Activity 4	Promote real estate design that fits within the context of the neighborhood in terms of scale and site	Hsg Cmt	Expansion	Policy	
Objective 6		Marketing campaigns that distinctly make Tremont as a destination neighborhood	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
	Activity 1	Install directional signage indicating neighborhood features such as arts and restaurants		New	Project	
	Activity 2	Utilize interpretive markers on the towpath that bring visitors to explore the neighborhood	OCC	New	Project	
	Activity 3	Establish themes for sub-neighborhoods (block clubs) that give an identity within the greater neighborhood	Blk Clbs	Expansion	Project	
	Activity 4	Establish a marketing committee for the whole neighborhood to provide a unified message throughout the neighborhood		Expansion	Program	
	Activity 5	Have a booth at all events promoting Tremont		Current	Program	
	Activity 6	Create and implement neighborhood church, house, and garden tours to expose people to the entire geographic area of the neighborhood		New	Program	
	Activity 7	Establish a marketing calendar that promotes the neighborhood on a regular basis		New	Policy	
Objective 7		A clear and established communication that promotes Tremont as a viable place to visit, live and work	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
	Activity 1	Establish an ongoing dialogue venues that promote neighborhood activities and opportunities through newsletter, website, and the TWDC office				
	Activity 2	Develop a package of neighborhood information to give to all new residents about the neighborhood and welcoming them - this will demonstrate values to the new residents and a better understanding of the differences between new and long term residents				
	Activity 3	Promote neighborhood standards by example including dialogue amongst neighbors that establish a "neighborly feel"				

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Goal 2 - Unity Goal	Create an attitude and environment within Tremont that encourages interaction between block clubs and neighborhood districts to unify and connect the community.	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
Objective 1	Safety and Security activities that create an attitude of a safe feeling to the entire neighborhood				
	Activity 1 Block clubs establish common safety programs throughout the neighborhood				
	Activity 2 Implement security cameras throughout the entire neighborhood with the pupose to create a feel safe environment and not to target a group of residents				
	Activity 3 Establish neighborhood patrols / block watch programs				
Objective 2	An established and unified effort that promotes Greenspace and Beautification	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
	Activity 1 Block Clubs adopt a vacant lot and create a temporary use of the space				
	Activity 2 Create neighborhood - specific kiosks for posting information in key public areas of the neighborhood such as Lincoln park				
	Activity 3 Create neighborhood murals on blank walls of buidings at gateway points of the neighborhood				
	Activity 4 Create a series of local awards and an event to celebrate active roles to residents, businesses involved in the neighborhood, clean-up projects, paint houses, etc. with the purpose to spur continued investment and published in a local paper with a title like "We Caught You!".				
	Activity 5 Create a walkway to link Lincoln Park with Clark Field and West 7th to Clark field				
	Activity 6 Promote street lighting along walking areas of the neighborhood with additional street lighting including commercial district lighting that encourages residents and visitors to experience Tremont				
Objective 3	A created environment in all transportaion and Infrastructure points that connects each sector of the neighborhood to the entire Tremont community	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
	Activity 1 Create a unified common theme approach to greenspace and streetscape treatments to convey a unified message of the neighborhood.				
	Activity 2 Install Bike racks along commercial districts to promote fitness and alternative transporation modes eliminating parking congestion				
	Activity 3 Add a bike lane to West 14th Street				
Objective 4	Establsished commercial development that encourages visitors while interacting with the surrounding residents	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
	Activity 1 Further strenghten RESTORE and the commercial community to grow and implement a unified goal				
	Activity 2 Local businesses and groups can provide jobs for youth in neighborhood clean up roles - instilling pride and ownership in the next generation.				
Objective 5	A purposely planned environment that connects the residents and meets their needs	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
	Activity 1 Get neighborhood instituions such as churches and schools involved within block clubs				
	Activity 2 Host an annual meeting of all block clubs to discuss issues				
	Activity 3 Encourage police and fire stations could offer safety courses to residents and youth bringing people together.				
	Activity 4 Establsish a walking club to encourage people to get out on the street and be active in their neighborhood.				
	Activity 5 Plan programs and activities that tie all quadrants of the neighborhood together				
	Activity 6 Create a public art treasure hunt to allow people to explore the full neighborhood				
	Activity 7 "Tremont Day" festival promoted to only Tremont residents as opposed to the other festivals that are highly publicized outside of the neighborhood.				

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Goal 3 - Diversity			WHO?	Current, Expansion, or New	Transformation Component	SIA Work Plan
Objective 1		Enhanced safety and security throughout the neighborhoods that attract all cultures, racial, and economic status of residents				
	Activity 1	Encourage safety programs that involve youth participation that includes activities that generate interest and ownership				
	Activity 2	Encourage and implementation of the Safety Audit involving all sectors of the community				
	Activity 3	Explore alternative methods of police presence and enhancements ie. Bike patrols, patronize businesses				
Objective 2		Greenspace and beautification projects completed that tell the story of the different cultures and peoples represented in the community				
	Activity 1	Engage more residents in the community parks through activities and programming				
	Activity 2	In sections of the neighborhood where parks and community gardens do not exist create them - the idea of the town square for each area serving as a melting pot of cultures.				
Objective 3		Plans implemented along transportation and infrastructure projects that embrace the culture of the neighborhood	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
	Activity 1	Study RTA routes to ensure all portions of the neighborhood are linked.				
	Activity 2	Implement bike routes				
	Activity 3	Encourage shared community parking lots to alleviate the problems between residents and visitors/business patrons				
Objective 4		Residential development that affords opportunity to all economic classes of the neighborhood	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
	Activity 1	Build housing to attract the middle class				
	Activity 2	Develop affordable housing options for low income residents where possible				
Objective 5		Commercial businesses developed that represent and serve all of the Tremont neighborhood	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
	Activity 1	Recruit an affordable breakfast lunch counter restaurant				
	Activity 2	Provide information on incentives for owning and operating local businesses.				
Objective 6		Programs and activities that are celebrated and meet the needs of the residents served in Tremont	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
	Activity 1	Program events for families				
	Activity 2	Establish programs where seniors and youth can interact.				
	Activity 3	Establish "Meet and Eat" programs to bring together different cultures and ethnic groups and celebrate the differences.				

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Objective 7		Marketing venues that promote the diversity and uniqueness established in the Tremont neighborhood	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
	Activity 1	Establsih markers throughout the neighborhood that recognize the different ethnic and cultural groups and residents in the Tremont neighborhood				
	Activity 2	Promote neighborhood banners that represent the residents that reside in those sub-neighborhoods				
	Activity 3	Develop all marketing material that promotes Tremont as a place for everyone				
	Activity 4	Contact local institutions to sponsor neighborhood gateways and gardens				
Objective 8		Residents are informed and share ideas and opportunites that express the culture	Prtnshp	Current, Expansion, or New	Transformation Component	SIA Work Plan
	Activity 1	Strengthen block clubs through membership drives and expanded programs				
	Activity 2	Regularly publish neighborhood features and successes				
	Activity 3	Promote resident involvement in events				
	Activity 4	Establsih an e-mail list of block club presidents to spread neighborhood wide information				

Goal 4 - Quality of Life		Recognize that we must work hard as a community to retain residents, attract new residents and to sustain the identity, unity, and diversity of the neighborhood	WHO?	Current, Expansion, or New	Transformation Component	SIA Work Plan
Objective 1		Saftey and Security programs that promote a safe feeling				
	Activity 1	Prograns to brighten the neighborhood such as a porch light campaign should be undertaken.				
Objective 2		Greenspace and Beautification developed that are enjoyed by all segments of the community				
	Activity 1	Utilize the abundance of park land in Clark Field to create a recreation center for the neighborhood, an ampitheatre or tennis/basketball courts				
Objective 3		Transportation and Infrastructure in place that connects and services Tremont				
	Activity 2	Undertake a study to fully understand the traffic issues associated with the addition of large projects to the area such as Steelyard Commons and the Gospel Press				
Objective 4		Residential Development built that recognizes the diversity and identity of Tremont				
	Activity 1	Promote housing development that is affordable to all economic classes				
Objective 5		Sustained Commercial Development that attracts new visitors and is identified as a destination point in the City of Cleveland				
	Activity 1	Manage business growth impact from Steelyard Commons in a fashion that is respectful to residents, boutique shops, and restaurants				
	Activity 2	Encourage locally owned, neighborhood oriented businesses.				
	Activity 3	New liquor licenses should only be granted if a program for accomodating parking and traffic is undertaken.				
Objective 6		Through hard work an improved quality of life has been established by providing the needs of the residents and maintaining a diverse culture				
	Activity 1	Create social programs that integrate people with their community				
	Activity 2	Block clubs must reach out to increase membership				
	Activity 3	Create a committee to research funding oportunities for residents.				
	Activity 4	Foster interacion and communication to the local schools in the community to create a family oriented atmosphere				
	Activity 5	Many of the elderly residents have seen the same issues face the neighborhood over the years - take the time to learn what has happened in the past.				
	Activity 6	Create a venue for elderly residents to share to the younger community				

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	Activity 7	Implement neighborhood services that serve the minority populations of the neighborhood				
Objective 7		Marketing efforts have improved the "neighborly" feel and fostered an environment that encourages residents to stay and new ones to come				
	Activity 1	Implement a "quality of life" survey to identify issues and opportunities				
	Activity 2	Engage existing and long term residents in marketing the neighborhood to new residents				
	Activity 3	Begin marketing campaign entitled "What Does Tremont Have To Offer"				