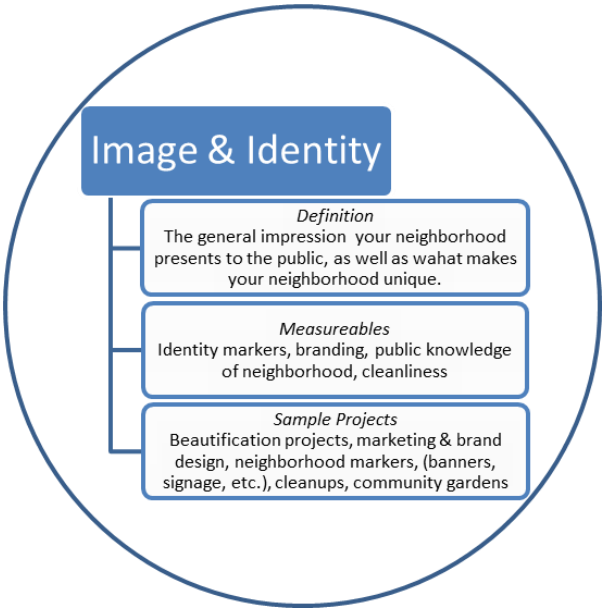


A Framework for Healthy Neighborhoods

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.





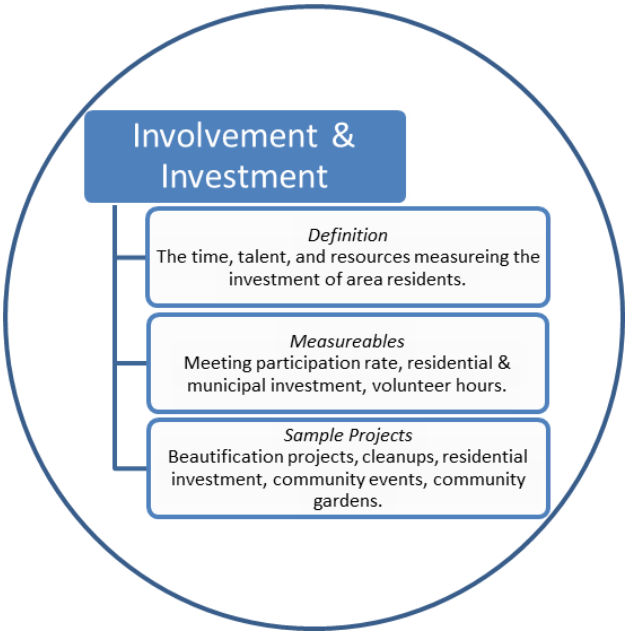




Involvement & Investment

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 residential improvement, beautification projects, and infrastructure upgrades. Time and effort includes the involvement of residents in neighborhood meetings, "skills & wills" exercises, and project/volunteer participation.

Involvement & Investment projects can include general neighborhood beautification via volunteers, meeting participation, residential improvement projects, community events, and gardening projects.





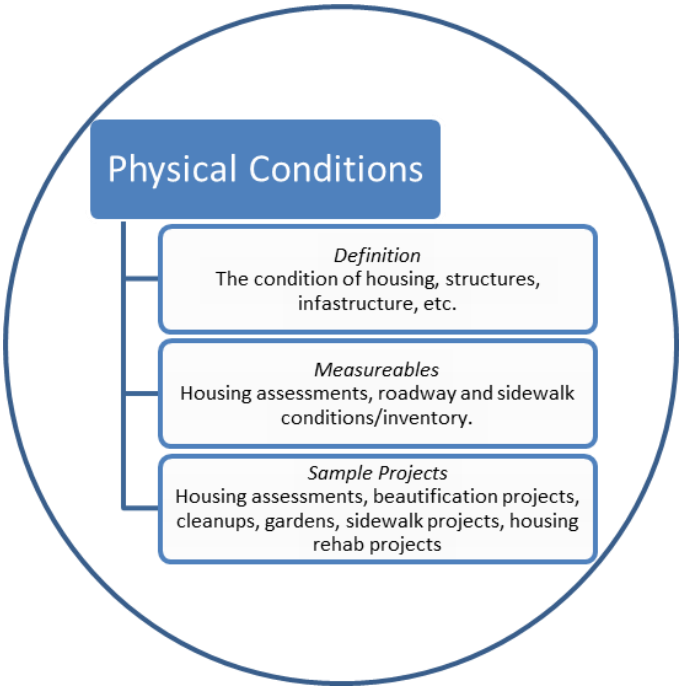




Physical Conditions

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.











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?*