

Lawrence TDI District, West Essex – Broadway **TDI Partnership Workplan Overview**



Note: The workplan is constantly being updated to reflect the district's needs. The local TDI Partnership serves as the workplan's steering committee, guiding the use of TDI and relevant partner resources. The TDI Fellow (Josefa Arriagada Saieh) oversees the group's implementation process and facilitates the workplan development process.

Like the workplan, the Lawrence TDI Partnership is also a constant "work in progress" and is expected to grow during the neighborhood's participation in the TDI program, but as of now, includes The Lawrence Partnership, the City of Lawrence, Lawrence Redevelopment Authority, Bell Tower Management, Groundwork Lawrence, Essex art Center, Federacion Hispana de Comerciantes, Syramad Properties, Merrimack Valley Planning Commission, Lawrence Community Works, Broadway Canal Management. While additional stakeholders collaborate with the TDI Partnership to support community development, partners have each committed to helping in this process and supporting the projects being done in the district.

The outline below describes agreed-upon goals and strategies. The local partnership is working to implement projects that each advance one or more of the strategies laid out.

Goal #1 Support the needs of small businesses by encouraging the development of new ones as well as the growth and expansion of existing ones.

- Strategy #1 Recognize the requirements of small businesses.
- Strategy #2 Make the neighborhood aware of the resources available to all small businesses and assist the community in connecting to them.
- Strategy #3 Create events for the neighborhood's small businesses to increase community involvement and attract new clients.
- Strategy #4 Organize the small business community to improve business cooperation
- Strategy #5 Increase business sales and customer base through personalized strategies.
- Strategy #6 Attract new office, restaurant, retail, and commercial service tenants.
- Strategy #7 Promote jobs and new businesses through business markets.

Goal #2 Expand Local Cultural Programming

- Strategy #1 Develop a vibrant cultural district & Increase community involvement through arts and cultural activities.
- Strategy #2 Improve the district canals' experience.
- Strategy #3 Create spaces or activities that involve the district's youth.

Goal #3 Improve placemaking and identity.

- Strategy #1 Create identifying elements for the district's wayfinding.
- Strategy #2 Improve people's perceptions of safety.
- Strategy #3 Enhance the district's open spaces and create gathering areas for the community.

Goal #4 Promote the development of Real estate.

- Strategy #1 Recognize market trends, available housing options, and building projects.
- Strategy #2 Encourage the construction of housing with a commercial first floor.
- Strategy #3 Maintain contact with the owners of vacant lots or abandoned buildings to challenge them to complete new construction in the area.
- Strategy #4 Work on maintaining affordability in commercial and residential areas to stop the displacement of the district's current residents.