

## **Worcester - TDI District, Pleasant Street Neighborhood TDI Partnership Workplan Summary**

The Pleasant Street TDI corridor is a main connector to the City Downtown. The community is well known by a diverse community with multi-languages and food cuisine tastes. The district has several highlight areas and history, such as the Historical Crown Hill neighborhood, that can create synergy with the next-door districts, including Downtown.

The overall goal is to create a vibrant, walkable area to improve foot traffic while improving the safety of pedestrians who work and patronize the Pleasant Street neighborhood.

### **Goal 1: Strengthen Local Small Businesses and attract new businesses**

- Strategy #1 Improve the utilization and effectiveness of existing programs for small businesses and entrepreneur. Develop new tools to support their needs and support them to have access to businesses networks, funding resources, technical assistance expertise to stabilize and growth their businesses.
- Strategy #2 Cultivate a vibrant commercial streetscape by retaining longtime business and recruiting new ones.
- Strategy #3 Organize the small business community to enhance their effectiveness in advocacy and collaboration among each other. Identify capacity and foster leadership.
- Connect businesses to businesses and eventually create a neighborhood business association

### **Goal 2: Placemaking, Art & Culture Inclusion Development**

- Clean and activate important public spaces such as The Cage, Peace Park, and Congress Alley while also “bringing the inside out”—make interior spaces and venues more visible.
- Develop programming that benefits both families and businesses, such as “Open Streets” events, art in vacant storefronts, lighting installations, food trucks, and pop-up markets.
- Cultivate a multicultural arts community by paying artists and musicians for programming, partnering with youth art programs, schools, POW WOW Worcester, Worcester Hip Hop Congress, Main Idea and other cultural/arts organizations.
- Activate outdoor programs at the Peace Park, Congress Alley and others to promote local artist and musicians and the multicultural aspect of the community.
- Increase murals at commercial sites and the Winslow/Peace Park (Also applicable to goal #3)

### **Goal 3: Create a Multicultural and Uniformed Branding**

- Develop a cultural identity and brand for the district. Work with technical assistance by MassDevelopment to guide the partners on the
- Strengthen connections to nearby areas, including historic districts, colleges, and downtown.
- Identify and highlight historic assets while telling the story of the people who live there today.
- Improve signage and wayfinding to synchronize districts around including Downtown.
- Create a strong and positive identity for Pleasant Street based on families and small businesses

#### **Goal 4: Target solutions for Underutilized & Vacant Spaces**

- Stabilize commercial and residential rents through property ownership.
- Work with owners and City departments to address problem properties.
- Incentivize mixed-use, mixed-income development along the commercial corridor as a short strategy and also for residence on a continue efforts.
- Improve the planning and sale of vacant lots, particularly City-owned properties, that aligns with TDI goals. Encourage a coordination among property owners to improve and maintain private properties and adjacent public spaces.
- Encourage efforts to improve streetscape including trees, tree pits, furniture, trash management, and crosswalks.
- Conduct analyses that support real estate development, which might include a market study, rental/ownership assessment, zoning analysis, and traffic and parking study.
- Incentivize property owner to improve their storefront align with the branding and uniformity of the area.

#### **Goal 5: Promote and Support Community Engagement**

- Develop shared goals, mutual accountability, and an action orientation.
- Share information and make decisions transparently through the TDI email list and in-person meetings.
- Conduct neighborhood clean-ups.
- Strengthen Pleasant Street Neighborhood Network Center (PSNNC) as a neighborhood hub
- Reintroduce community policing.
- Recruit partners and resources who can help address additional community concerns such as homelessness and addiction.
- Improve cooperation among diverse cultural and language groups and encourage them to participate at the Pleasant Street Neighborhood Association
- Engage youth and seniors in decision-making and develop intergenerational leadership.
- Support community activities programs to encourage collaboration among the different cultures and generations regards the background, race, economic position, gender or age.
- Programming at neighborhood assets such as the Peace Park, The Fatty Jenkins :Cage” Bsketball court and neighborhood gardens.

#### **Goal 6: Identify and Cultivate Leadership & Capacity (including the business community)**

- Provide opportunities for civic engagement programming and training.
- Incentivize new leaders and connect them with mentor or other technical assistance resources to growth.
- Establish a sustainable plan for new leaders int eh community.

