

Open House
Northport-Warner Park-Sherman Neighborhood Planning Process
Saturday, December 13, 2008

VIBRANT NORTHSIDE BUSINESSES

Question: What theme, idea or expression captures the essence of the Northside and could be used to market the area?

- What about urban agriculture?
- Can we build on the farmer's market?
- "Top of the City!"

Comments:

- To save money on the marketing and branding, use input from Northside businesses and residents who have marketing and PR experience. Rather than paying cash, there could be other incentives/prizes for strategies chosen and work done.
- Work with developers so the Northside doesn't start looking like every other side of town. Maintain some of the original (could be called "retro") architecture. I like the Northside "grittier" feel and don't think it looks run down.
- Consider giving start-up businesses, especially those that fill needs identified in NPC study, some financial incentives/breaks – things that would help them survive the first year or so, until they have established clientele and customer base to stay in business.
- The statement beginning with "ADD" is a concern. The part "vacant lands adjacent to" is problematic for those who want lands to remain vacant. However, the opening statement is okay.
- New jobs=green jobs.
- Can we help businesses save money with energy efficiency retrofits?
- Have all of Sherman Avenue be a main street concept.
- Need to build in more jobs.
- What can we learn from the success of Manna and Café la Bellitalia?
- Would love to encourage more variety of restaurants and shops to make Northside more of a destination.
- Change/growth/development are wonderful. I hope cost is a consideration here. Money saving measures will hopefully be taken. My concern is that outsourcing contractors could potentially lead to excessive spending. In summary: at least try to save money!
- Jung's should stay on the Northside and anything that would encourage this ought to be done. People will only garden/landscape if it is not too much hassle. Landscaping preserves property values.