NPC187082

REVITALIZING A STIGMATIZED NEIGHBORHOOD: TASTE OF PROGRESS

A HEALTHY NEIGHBORHOOD PLAN FOR THE NORTH END OF MASON CITY, IOWA







KEY POINTS

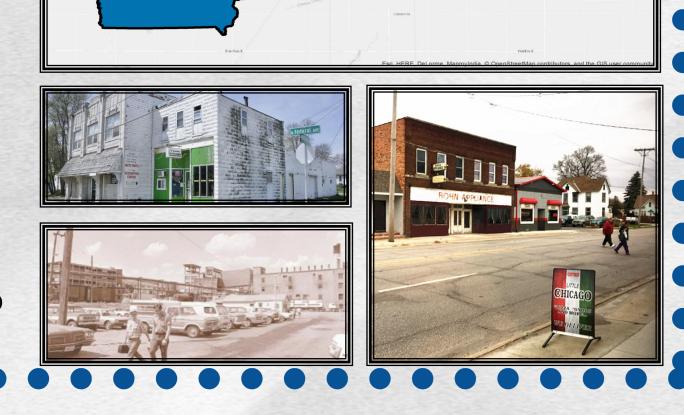
- Communicative and Advocacy Neighborhood Planning
- Holding neighborhood events for public input instead of a traditional open house Revitalizing community organization
- Integrating planning with public health, urban design and engineering Building neighborhood cohesion and

NORTH

PROFILE

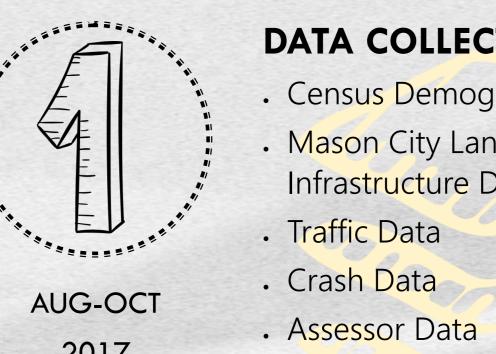
 The North End neighborhood of Mason City, Iowa is home to approximately 4,300 people. The neighborhood is located just north of Mason City's downtown. The North End has a history as a blue collar neighborhood with several industrial employers, where many residents lived, worked, and shopped locally. However, following the closure of the two plants in the 1970s, the neighborhood fell into a

period of decline. Today the neighborhood includes a commercial corridor with some newly opened restaurants and other small businesses, along with many vacant, dilapidated storefronts. The majority of the housing, most of which was built prior to

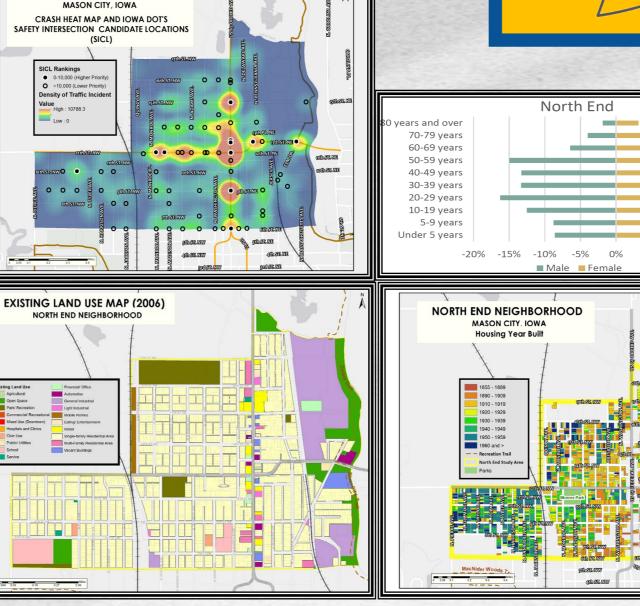




PROCESS







ECONOMY

commercial corridor

Negative impact of unattractive

Lack of healthy food options

Potential for lead contamination

inadequate street lighting

neighborhood perception

GUIDELINES +

Dilapidated or missing sidewalks and

Negative mental health impacts of poor

commercial corridor on the

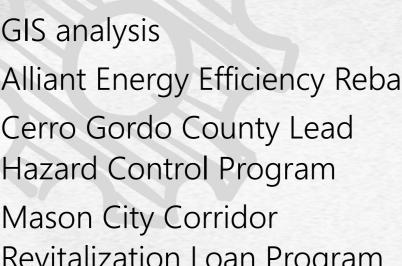
PUBLIC HEALTH

. Vacant and dilapidated storefronts on the



- nited bicycle infrastructure imited transit service information
- Energy efficiency issues in aging housing Quality concerns with rental housing
- Placarded/white tagged properties COMMUNITY No active neighborhood organization
- Low community engagement

TOOLS + PROGRAMS

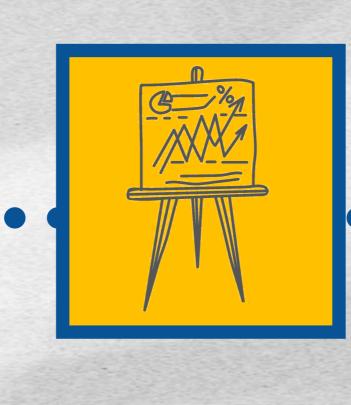






BEST PRACTICES Neighborhood Collaborative

PUBLIC EVENTS



GREAT RIVER CITY FESTIVAL SEP 15-16, 2017



TASTE OF THE NORTH END OCT 26, 2017

- Hosted a free progressive dinner to gather input from North End residents
- surveyed and photographed residents for a promotional campaign for the neighborhood
- At each location, the planning team presented findings and led small group discussions Informal event helped encourage broad attendance and
- facilitated connections between neighbors Overall, 45 participants attended One property owner cleaned up a vacant storefront as a
- venue for dessert Featured three locally-owned restaurants on the North
- Served participants food including fried chicken, chicken salad, pizza and baklava Attracted positive press about the North End and started
- conversations about improvements Generated enthusiasm about the next steps of the plan
- Got local media coverage



REORGANIZING THE PARTNERSHIP APR 09, 2018

SOLUTIONS AND VISIONS

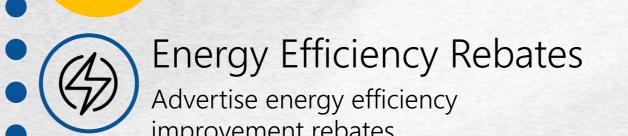






- Pave More Crosswalks Pave crosswalks and install "pede: crossing" signs on major roads
- Install Bike Racks Provide public bike racks on Nor





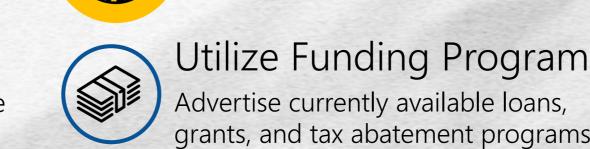
- Weatherization Programs
 City funded weatherization program in partnership with energy providers

 Repair/Install Sidewalks
 Conduct Sidewalk Survey and repair
 - Rental Inspection
- Remediate Nuisances Work with owners to remediate



- Host Community Events











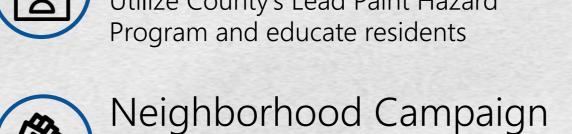


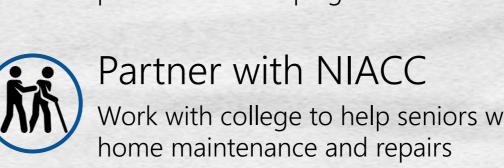


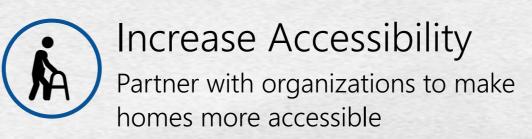






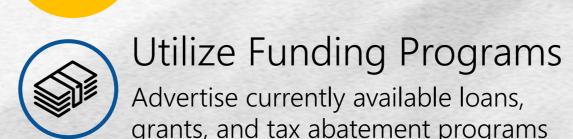


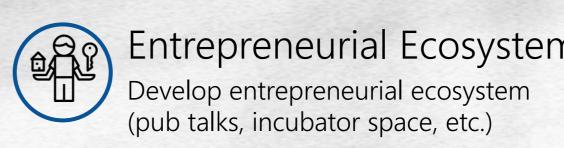


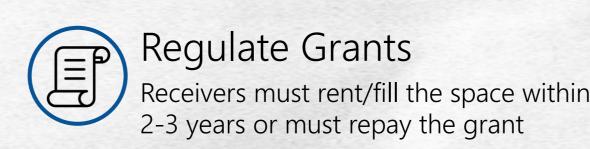












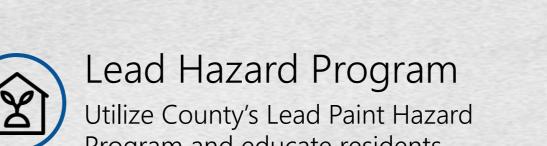






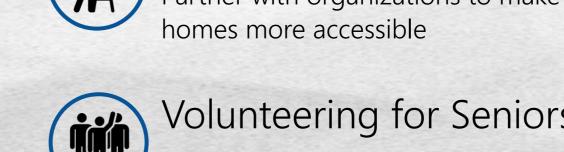






















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