

## Castle Heights Neighborhood Strategic Plan 2012-2014

**STRATEGIC VISION:** To maintain Castle Heights as a place of choice for residents and potential homebuyers.

### About Castle Heights:

Castle Heights Neighborhood Association was established in January 2010. The neighborhood is one of eleven neighborhoods in the City of Geneva created as a result of the Neighborhood Study completed in December 2008 by czb, LLC. The association changed its placeholder name of Maxwell/Highland to Castle Heights. The new name renews an original name of part of the neighborhood. The use of "Castle" in the name recognizes that Castle Street touches almost all of the streets in the neighborhood. The association also selected "Heights" since the neighborhood topographically lies largely in a higher elevation than the rest of the City. The neighborhood association has approximately 165 members from 100 plus households.



### Neighborhood Association Activities 2010-2011:

Castle Heights is an active neighborhood association for marketing initiatives, social engagements, physical improvements and awards since their inception:

#### Marketing Initiatives

- Door hangers to neighbors for events and initiatives, Spring 2010-Summer 2011
- Participated in SUNY Geneseo Dr. Mohan's Communications Class Branding Exercise
- Selected logo and tagline ("Live-Stay-Grow"), July 2011 (Designed by HWS student intern)

#### Social Engagements

- Monthly meetings first half of 2010, two planning meetings in Winter 2011
- Annual neighborhood picnics, Summer 2010 and 2011
- Garage sales on multiple streets, Summer 2010

#### Physical Improvements

- Bulk mulch order and spring clean-up for individual homes, Spring 2010 and 2011
- Great Geneva Neighborhood Challenge 2011, five participants: Maple/Pleasant Streets.
- 50:50 Sidewalk Program 2011, eight participants: N. Brook St.
- Best House on the Block 2011, one participant: Oak St.
- Lafayette Circle Park improvements- plant donations & install for new planting bed, raised funds for new bench, Summer/Fall 2011
- Street signs with CH logo, Fall 2011

#### GNRC Awards

- Neighborhood Association Project, 2010 for Bulk Mulch/Spring Clean-up
- Distinguished Leader Award, 2010, one resident: Lafayette Ave.
- Neighborhood Association of the Year, 2011
- Most Transformational Neighborhood Challenge Project, 2011, one resident: Maple St.

The association does not have huge association meeting attendance. Communication participation is strong through emails and door hangers. Association members have had good attendance at all GNRC neighborhood workshops and trainings.

### Neighborhood Strategies for 2012-2014:

Castle Heights neighborhood association leaders have defined three goals for improving the neighborhood and strengthening the neighborhood association with measureable outcomes and corresponding actions to achieve the goals in 2012 to 2014. These strategies are outlined below.

**GOAL ONE:** To create and promote a strong, coordinated identity for Castle Heights, reflective of the neighborhood's history and character.

This goal will be achieved when:

- The majority of residents know the identifiers of Castle Heights,
- Realtors use the name of the neighborhood and share Castle Heights characteristics in house marketing efforts, and
- Physical markers identifying Castle Heights are located throughout the neighborhood and at major gateways.

Actions To Support Goal One	Time Frame	Implementer(s)
Deliver Info flyer to each household about neighborhood and association in conjunction with spring event.	Spring 2012	Neigh. Assoc. & GNRC to produce flyer. Neigh. Assoc. to distribute.
Install Castle Heights branded street and gateway entry signs.	Fall 2011/ Spring 2012	GNRC & DPW to implement.
New residents receive welcome packet.	Ongoing	Neigh. Assoc. to distribute.
Increase Castle Heights presence either through own website or GNRC web page.	Spring 2012	Neigh. Assoc. to contribute content & GNRC to design and implement.

**GOAL TWO: To maintain the tree-lined streetscape and amenities at Lafayette Circle and Brook St. Parks, and a high standard of care for Castle Heights' houses.**

This goal will be achieved when:

- 75 percent of the homes needing physical improvements at the corner of N. Brook/Castle, N. Brook/North, Oak/Castle and Oak/North St. make needed improvements,
- 50 percent of the property owners invest in home improvement projects,
- The majority of streets have an existing or reestablished alley of trees when possible,
- Lafayette Circle Park is a showcase for neighborhood, and
- Usage of Brook St. Park increases for neighborhood residents.

Actions To Support Goal Two	Time Frame	Implementer(s)
Improve homes at neighborhood gateways where necessary.	Spring 2012-Fall 2014	GNRC to facilitate.
Three blocks participate in curb appeal competitions.	Summer 2012-2014	Neigh. Assoc. and City Council representatives to recruit Castle Heights' applicants to apply for competitions. GNRC to facilitate competitions.
Develop a street tree plan and strategy with the Shade Tree Committee.	Spring 2012-2014	Neigh Assoc., GNRC, Shade Tree Committee and City DPW.
Maintain Lafayette Circle Park	Ongoing	Neigh. Assoc. to maintain planting bed. City Grounds Dept. to maintain lawn and other amenities.
Improve amenities at Brook St. Park	Spring 2012-2013	Neigh. Assoc. in collaboration with Hildreth Hill and Park Campaign Group.

**GOAL THREE: To sustain an active neighborhood association.**

This goal will be achieved when:

- Block captains are established for half of the streets,
- Resident participation increases by 25 percent for neighborhood activities each year, and
- Residents know their neighbors on the block by name.

Actions To Support Goal Three	Time Frame	Implementer(s)
Residents recruited for block captains.	Spring-Fall 2012	Neigh. Assoc. leaders to recruit.
Training workshop done for block captains.	Spring 2013	GNRC to facilitate.
Street rosters developed and shared at block parties.	Spring 2013-Fall 2013	Block captains to complete.
One event or activity per season.	Fall 2012-2014	Neigh. Assoc. to plan and execute.