

## Hildreth Hill Neighborhood Strategic Plan – 2012-2014

**STRATEGIC VISION: To establish Hildreth Hill as a place of choice for residents and potential homebuyers.**

### **About Hildreth Hill:**

Hildreth Hill 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. One of the first activities of the neighborhood association was to change the neighborhood's placeholder name of Upper West to Hildreth Hill. The new name remembers Isaac Hildreth, the first person to start a nursery in Geneva, develop peach orchards and vineyards on Seneca Lake, and lead the way in taking fruit trees to California in 1850. Due to popular demand, the neighborhood has expanded its boundaries on the east and southeast sides from 450 to approximately 600 households. The neighborhood association holds monthly meetings with about a dozen attendees from the 170 plus association members from 130 plus households.



### **Neighborhood Association Activities 2010-2011:**

Hildreth Hill is an active neighborhood association with an impressive list of marketing initiatives, social engagements, physical improvements, awards and community service activities since their inception:

#### Marketing Initiatives

- Door hangers to neighbors for annual clean-ups and picnics, Spring 2010-Summer 2011
- Participated in SUNY Geneseo Dr. Mohan's Communications Class Branding Exercise
- Selected logo and tagline ("Home is where the hill is"), August 2011 (Designed by HWS student intern & assoc. leader)

#### Social Engagements

- Monthly meetings since March 2010
- Resident survey about neighborhood likes and dislikes, February 2010
- Holiday music night in December 2010 and 2011
- Annual neighborhood picnics, Summer 2010 and 2011
- Annual garage sales at over 20 houses, Summer 2010 and 2011
- Pumpkin Roll and Bowl, Brook St. Park, October 2011

#### Physical Improvements

- Annual neighborhood curb to sidewalk clean-up and potluck, Spring 2010 and 2011
- Great Geneva Neighborhood Challenge 2010, 10 participants: middle William St.
- Great Geneva Neighborhood Challenge 2011, 4 participants: Grant Ave.
- 50:50 Sidewalk Program 2011, 20 participants: middle and upper William St., Universal Ave.
- Best House on the Block Program 2011, 3 participants: West Ave. and Lyceum St.
- Flower discount for residents at Lowe's
- Street signs, Fall 2011

#### Community Service Activities

- Planted and maintain 911 Memorial at Lakefront park, Spring 2010 and ongoing
- Ringing Salvation Army bell, December 2010 and 2011
- Musselman drink preparation for athletes, Summer 2011

#### GNRC Awards

- Great Neighborhood Association of the Year, 2010
- Great Neighborhood Spirit Award, 2010, four residents: William St., Brook St. and High St.
- Most Innovative Event, 2011, for Pumpkin Roll & Bowl in Brook St. Park

Association leaders have also had strong attendance at all GNRC neighborhood workshops and trainings.

**Neighborhood Strategies for 2012-2014:**

Hildreth Hill 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 a strong, coordinated identity for Hildreth Hill, reflective of the neighborhood’s history and character.**

This goal will be achieved when:

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

Actions To Support Goal One	Time Frame	Implementer(s)
Deliver Info flyer to each household about neighborhood and association.	Spring 2012	Neigh. Assoc. & GNRC to produce flyer. Neigh. Assoc. to distribute.
Install Hildreth Hill branded street and gateway entry signs.	Fall 2011- Spring 2012	GNRC & DPW to implement.
New residents receive welcome packet.	Ongoing	Neigh. Assoc. to distribute.
Create a banner to represent the neighborhood during community events.	Spring 2012	Neigh. Assoc. & GNRC to produce banner.
Increase Hildreth Hill web presence through own website or GNRC web page.	2013	Neigh. Assoc. to contribute content & GNRC to design and implement.

**GOAL TWO: To enhance the physical condition of Hildreth Hill’s houses and park amenities.**

This goal will be achieved when:

- Half of the residents participate in house beautification efforts on a regular basis,
- The majority of streets have an alley of trees when possible,
- Brook St. park phase I improvements are constructed, and
- Garbage tote complaints to the City decreases by 25 percent per year.

Actions To Support Goal Two	Time Frame	Implementer(s)
Twelve exterior rehab projects are completed.	Spring 2012-Fall 2014	GNRC to facilitate.
Six blocks participate in curb appeal competitions.	Summer 2012-2014	Neigh. Assoc. and City Council representatives to recruit Hildreth Hill applicants to apply for competitions. GNRC to facilitate competitions.
Plant 50 trees.	Spring 2012-2014	GNRC and City DPW.
Brook St. Park improvements completed.	Summer 2014	GNRC to facilitate.
Garbage tote door hanger reminder with guidelines from neighborhood assoc. delivered to every household.	Spring 2012, repeating if necessary	Neigh. Assoc. & GNRC to produce flyer. Assoc. to distribute.
Neigh. standards developed and marketed.	Spring -Fall 2012	Neigh. Assoc. with GNRC. Assoc. to distribute.

**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 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.