

A photograph of a city street featuring a vibrant rainbow-colored crosswalk. Several people are walking across the crosswalk. In the foreground, a person is wearing a light-colored jacket and a floral skirt. Another person is wearing jeans and sandals. In the background, two more people are visible, one in dark pants and another in jeans and white sneakers.

# *Connections*



## **GREATER LITTLE ITALY FEDERAL HILL**

# **2023 PILOT PROJECT KIT**

5 MAY 2023

**YARD & COMPANY**





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## ACKNOWLEDGMENTS

- Sisters of St. Joseph  
Neighborhood Network

Heather May Caspar, Executive Director  
Susannah Faulkner, Director of Development  
Margarita Dangel, Site Director
- Steering Committee  
Brad Triana, BOTH Studios  
Christine Bowen, AHN Saint Vincent Hospital  
Darnell Stallworth, Resident  
Erin Carey, City of Erie Planning Department  
Gisele Littrell, Tipsy Bean  
Kenya Johnson, The Learning Ladder Early Child Care Center  
Patrick & Rachel McCreary, The Shop at 19th & Chestnut  
Sara Harris, Resident  
Tom Maggio, Gaming Authority



# OVERVIEW

The 2023 Pilot Project Kit is a quick action implementation document in coordination with the 5 Year Work Plan for Greater Little Italy Federal Hill. The Pilot Project Kit is intended to be implemented into the neighborhood within one year. The items outlined in this document include:

- » Create a Dedicated Business District Marketing and Events Position
- » Develop an Implementation Plan for the Federal Hill Strategic Plan
- » Design and install a Neighborhood Signage System
- » Develop a 19th Street Play Street from Cherry St to Sassafras St





# *ORGANIZATIONAL INITIATIVES*



# Create a Dedicated Business District Marketing and Events Position

## Recommendation

Hire or contract a dedicated staff person to provide marketing services and produce events for the commercial areas within and adjacent to focus neighborhoods.

## Goals of the Role

- » Position the commercial areas as hubs of activity for neighborhood residents and the broader Erie community
- » Foster economic vitality so both new and established businesses thrive, which creates stability and opportunity for neighborhood residents and employees

## Characteristics

- » Team player that can work independently
- » Organized and enthusiastic
- » Able to clearly communicate and rally people around the vision of the 5 Year Work Plan
- » Happy to coordinate efforts by many people and partners
- » Not afraid to ask partners for financial support for events
- » Marketing knowledge/background (at least two out of three)
  - ▶ Event production experience
  - ▶ Social media and online marketing experience
  - ▶ Basic graphic design skills

- » Commercial district management knowledge/background or willingness to learn
- » Ability to work weekends during event season

## Budget

- » \$25,000 - \$45,000/year

## Responsibilities

- » Implementation of the Promotion initiatives of the 5 Year Work Plan related to 19th Street and The Shops on the Hill
- » Primary organizer and point of contact for recurring events in the area, including small business support, vendor support, coordination with the City, marketing, and setup/tear down
  - ▶ Little Italy Farmer’s Market
  - ▶ Flagship / Artisan Flea events
  - ▶ New annual festival and/or other new events on the Hill
- » Promoting 19th Street and The Shops on the Hill as a destination for shopping and events via social media and the shopsonthehill.org website
- » Providing support for the implementation of other elements of the 5 Year Work Plan as needed

## Structure

- » Shadows person/team currently organizing events for 2 months, then begins to take the lead and/or work independently
- » Creates and regularly interfaces with a Marketing and Events working group of 5-7 district stakeholders (business owners, property owners, residents) to plan activities and implement ideas



# Implement Short Term Projects from the Federal Hill Strategic Plan

The list of Actionable Projects from the Federal Hill Strategic Plan has been consolidated and organized into categories based on how they contribute to improving the pedestrian experience and supporting business vitality. Near-term projects that can be completed in 2023 are summarized here and further described in the implementation matrix on the following page.

## ACTIONABLE PROJECTS

### SHORT TERM PROJECTS (next 2 years):

- Lighting on buildings
- Security cameras
- Line painting on streets for parking and pedestrian crossings (after resurfacing)
- Flower baskets, trash receptacles, banners
- Community garden at Bay City OrthoCare
- Stakeholder meetings
- Festival
- Maintain current businesses
- Develop brochure of businesses in area and distribute at stores
- Hold business education session with City
- Meet with each business in district
- Complete a comprehensive signage review and recommendations—Lee Ann
- Develop a logo and tag line
- Pursue common street numbers for all buildings
- Start a parking meter project—use old meters for donations and decorate them

### MEDIUM-TERM PROJECTS (2-4 years):

- Mural
- Comprehensive stakeholder involvement
- Start a Farmers Market
- Install a coordinated signage system
- Add more festivals and enhance the farmers’ market
- Add 2-4 new businesses
- Pursue media advertising for the district
- Hold several business education sessions
- Develop simple design standards for district
- Acquire a façade grant and start a façade improvement program (ECGRA)
- Identify needed businesses for the district and work with the City to recruit them
- Pursue NAP and NPP with SSJNN
- Pursue an EMTA bus shelter for the district

### LONGER-TERM PROJECTS (5-10 years):

- Overall streetscaping—pursuing State funding—curbs, sidewalks, trees, line painting, pedestrian crossing signals, signage, etc.
- New parking lot
- Two-way traffic on Peach and Sassafras Streets
- Add more new businesses
- Enhance marketing efforts

## PLACEMAKING

- » Install lighting on commercial buildings
- » Install security cameras on building facades

## PROMOTION

- » Create advertising campaign for the district
- » Create materials promoting district businesses - print & online

## PROGRAMS

- » Develop quarterly business meeting schedule/communication
- » Develop business recruitment plan
- » Develop simple design standards for district





# 2023 Strategic Plan Projects to Implement

 Milestone

Implementation

Planning

PROJECTS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Install lighting on commercial buildings	Continue existing program											
Install security cameras on building facades	Continue existing program											
Create advertising campaign for the district						Assemble working group	Get quotes from online/print media	Decide budget and frequency. Holidays? Year-round?	Develop campaign theme	Develop artwork	Begin running campaign. Time w/ Small Biz Saturday	Campaign push for holidays
Create materials promoting district businesses									Contact businesses to update info	Develop online visitors guide and print brochure	Distribute/promote for Small Biz Saturday	Continue online promote and print distribution
Develop quarterly business meeting schedule/communication					Organize business owner contacts	Host quarterly meetings for business owners at local business; start email/one-page news communications with businesses						
Develop business recruitment plan					Determine what is missing in district	Work with City on retail assessment	Inventory properties (availability, condition, size)	Finalize list of business types to recruit	Complete plan and start implementing			
Develop simple design standards for district							Assemble working group	Using property inventory (above) and with an eye to facade grant program, develop basic guidelines for facades/signage/etc	Complete guidelines			



*PILOT PROJECTS*



# Create a Neighborhood Signage System

- » Creates a sub identity for the neighborhood through **LIFE: Little Italy Federal Hill**
- » Identifies a pedestrian-oriented route to walk to destinations in Little Italy Federal Hill
- » Uses a mix of signage, sidewalk paint, planters, and other amenities to create identity and signage
- » Utilizes directions in minutes for walking and cycling
- » Painted blue dashed-lines designate the walking route, orange circles designate a stopping point or destination





# Use Neighborhood Signage System to Encourage Walking

- » Allows residents to use planters in front of their homes to add flowers and vibrancy along the route.
- » More trees and landscaping can be planted along the route to improve and beautify the pedestrian experience.
- » Programming can be considered that brings the route to life with food trucks, activated green spaces, planting events, and other activities that encourage people to walk to enjoy their walk to destinations.

## MATERIALS & BUDGET

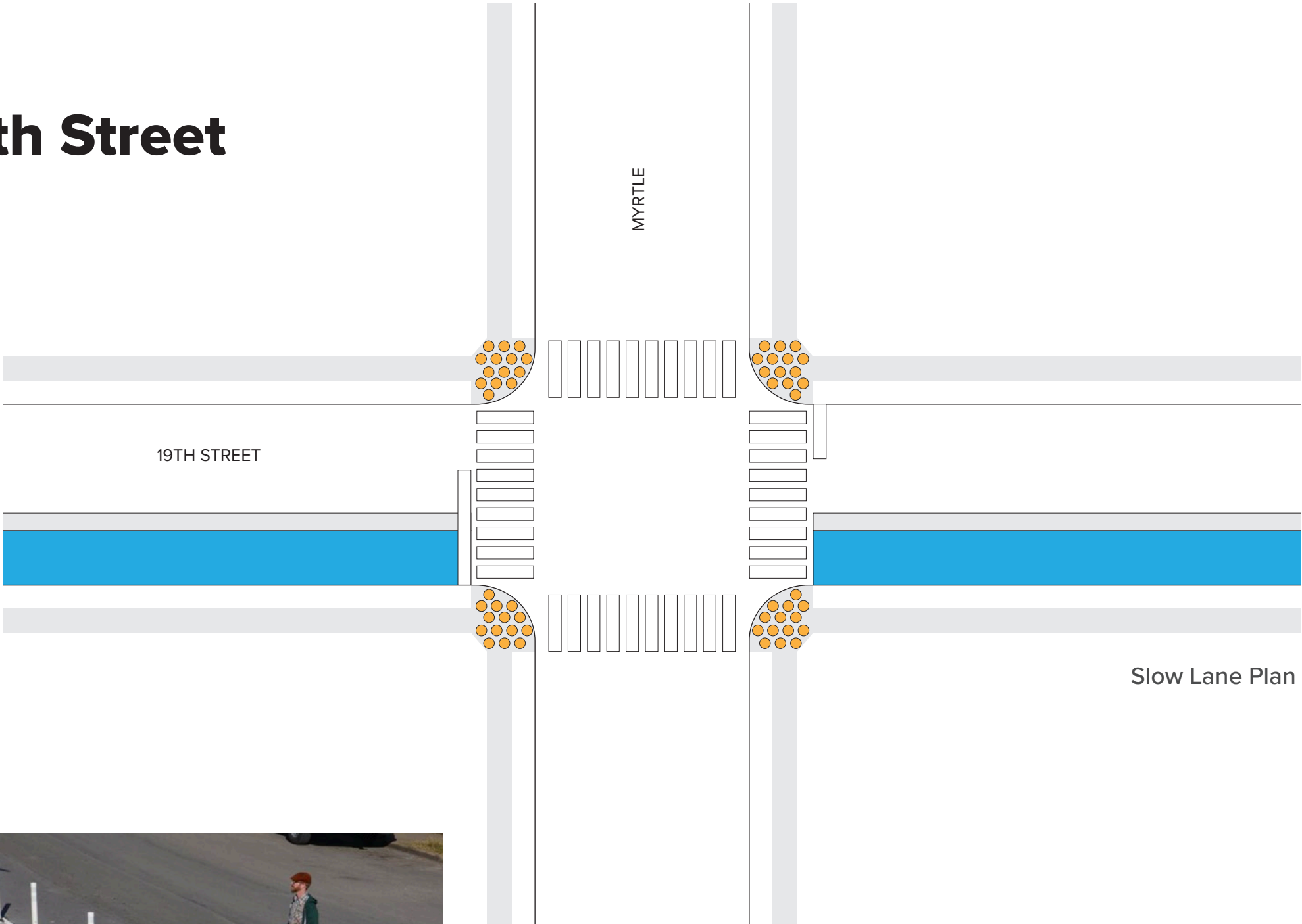
LIFELINE WAYFINDING SYSTEM	PRODUCT QUANTITY	UNIT PRICE	TOTAL
<a href="#">Base/asphalt art paint</a>	4	\$225.70	\$902.80
Stencils	8	\$150.00	\$1,200.00
<a href="#">Planters</a>	30	\$206.00	\$6,180.00
Signs	20	\$40.00	\$600.00
Zip-Ties	2	\$16.00	\$34.00
SUBTOTAL			\$8,916.80
Design & Build Fee			\$9,000.00
Project Management (20%, SSJNN)			\$1,783.36
Contingency (15%)			\$1,337.52
TOTAL			\$21,037.68



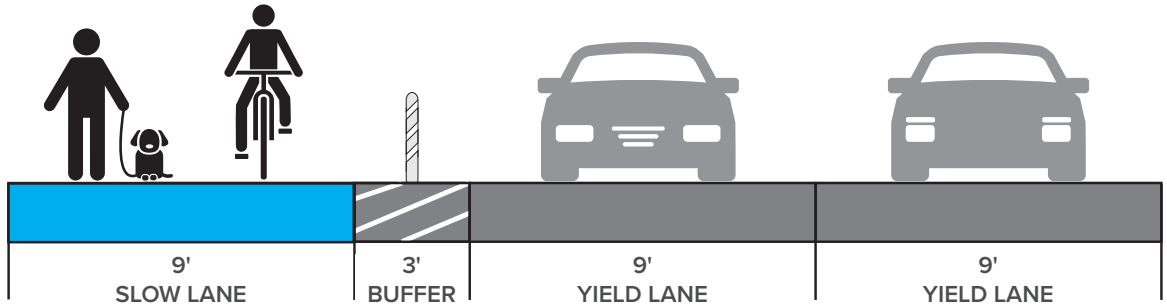


# Install a ‘Slow Lane’ on 19th Street

- » Restripe 19th Street from Chestnut Avenue to Myrtle to install a ‘slow lane’ that invites all mobility types to use the street.
- » The slow lane should be a 9 foot lane with a 3 foot delineated buffer. Each travel lane should be 9 feet wide.
- » The slow lane is designed to be used at a slower pace than a typical bike lane. The lane should accommodate all non-motorized mobility users as well as all age groups.
- » Business storefronts that face the slow lane can activate sidewalks in front of their stores without interfering with the pedestrian right of way.



Slow Lane Plan

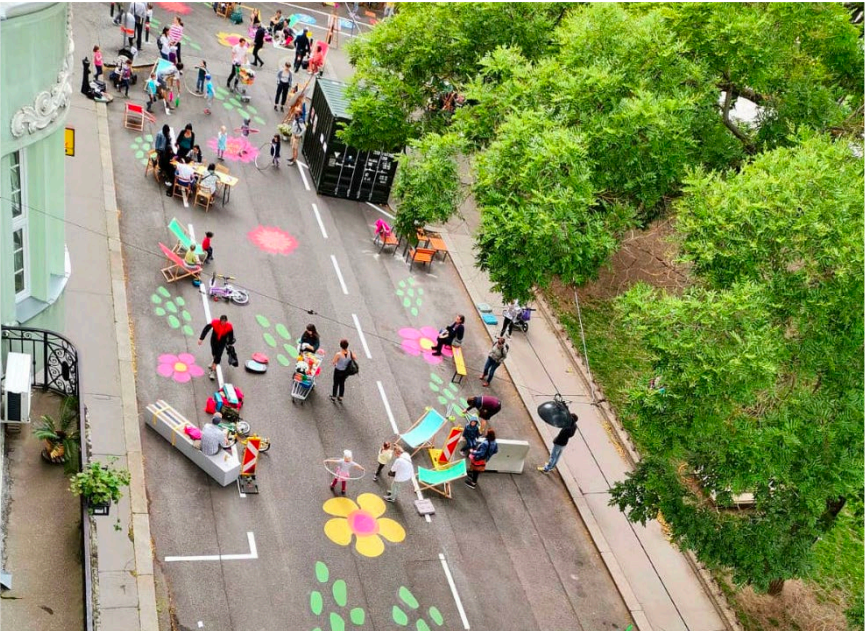
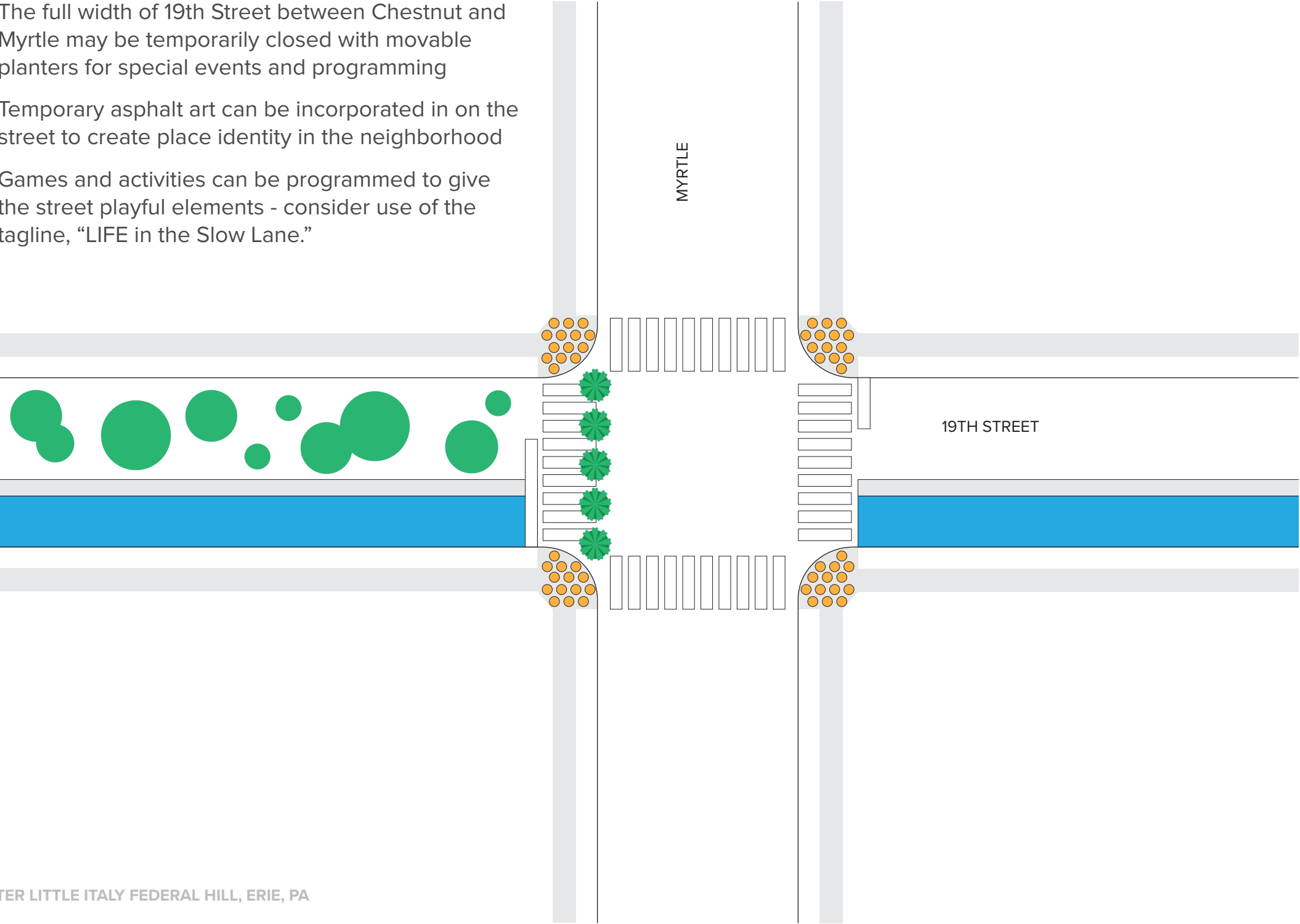


Slow Lane Section

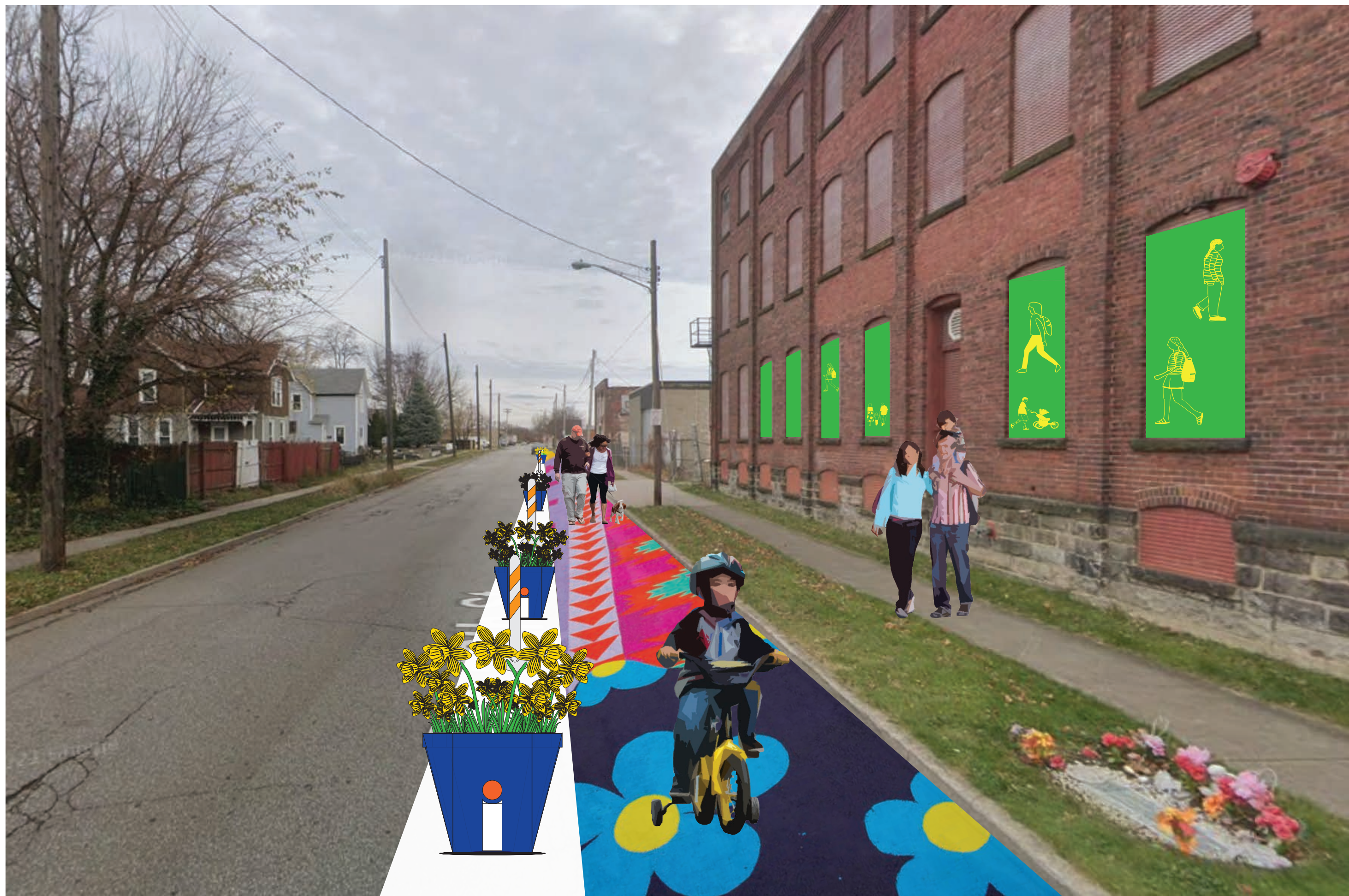


# 19th Street Temporary Play Street

- » The full width of 19th Street between Chestnut and Myrtle may be temporarily closed with movable planters for special events and programming
- » Temporary asphalt art can be incorporated in on the street to create place identity in the neighborhood
- » Games and activities can be programmed to give the street playful elements - consider use of the tagline, “LIFE in the Slow Lane.”









# Materials and Budget

19TH PLAY STREET + SLOW LANE	PRODUCT QUANTITY	UNIT PRICE	TOTAL
<a href="#">Base/asphalt art paint</a>	8	\$225.70	\$1,805.60
<a href="#">Rollers</a>	20	\$4.18	\$83.60
<a href="#">Brushes</a>	2	\$18.49	\$36.98
<a href="#">Roller poles</a>	20	\$7.37	\$147.40
<a href="#">Roller covers</a>	50	\$4.77	\$238.50
Glass Beads	1	\$70.49	\$70.49
<a href="#">Buffer Paint (White)</a>	2	\$220.95	\$441.90
<a href="#">Painter's rags</a>	3	\$12.98	\$38.94
<a href="#">Drop cloths</a>	4	\$6.98	\$27.92
Stencils	3	\$100.00	\$300.00
<a href="#">Planters</a>	10	\$206.00	\$2,060.00
Entry Signs	1	\$300.00	\$300.00
Soil and Flowers	TBD	\$500.00	\$500.00
<a href="#">Delineators</a>	50	\$19.95	\$997.50
SUBTOTAL			\$7,048.83
Design & Build Fee			\$10,000.00
Project Management (20%, SSJNN)			\$1,409.77
Contingency (15%)			\$1,057.32
TOTAL			\$19,515.92





# Add Neighborhood Place Identity

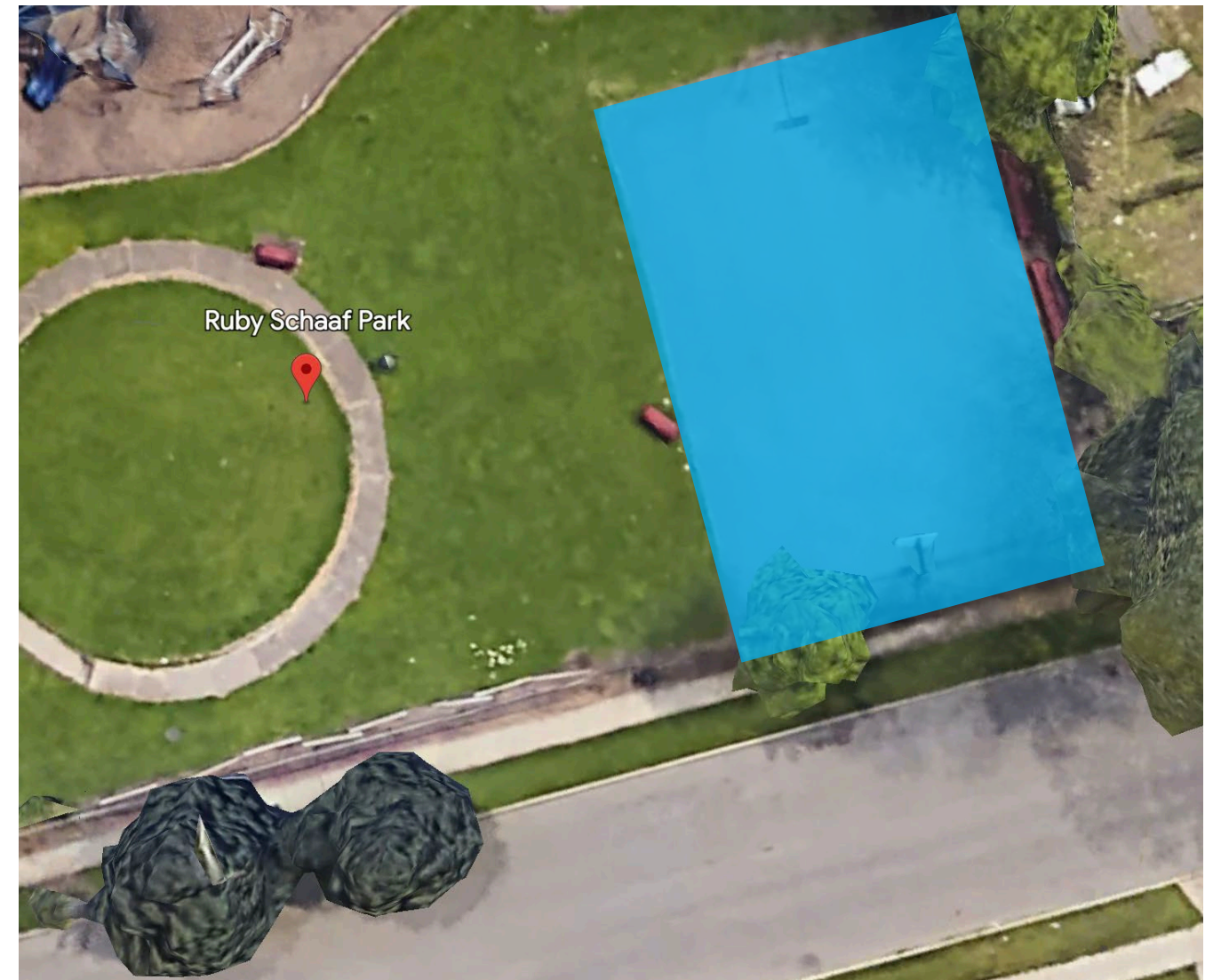


LITTLE ITALY



# Activate Space in Ruby Schaaf Park

- » Work with community members to design a basketball court mural
- » Host community workshops to paint the court
- » Look into alternative funding, such as the “[Game On-Community Places to Play Initiative](#)” by The DICK’s Sporting Goods Foundation and LISC



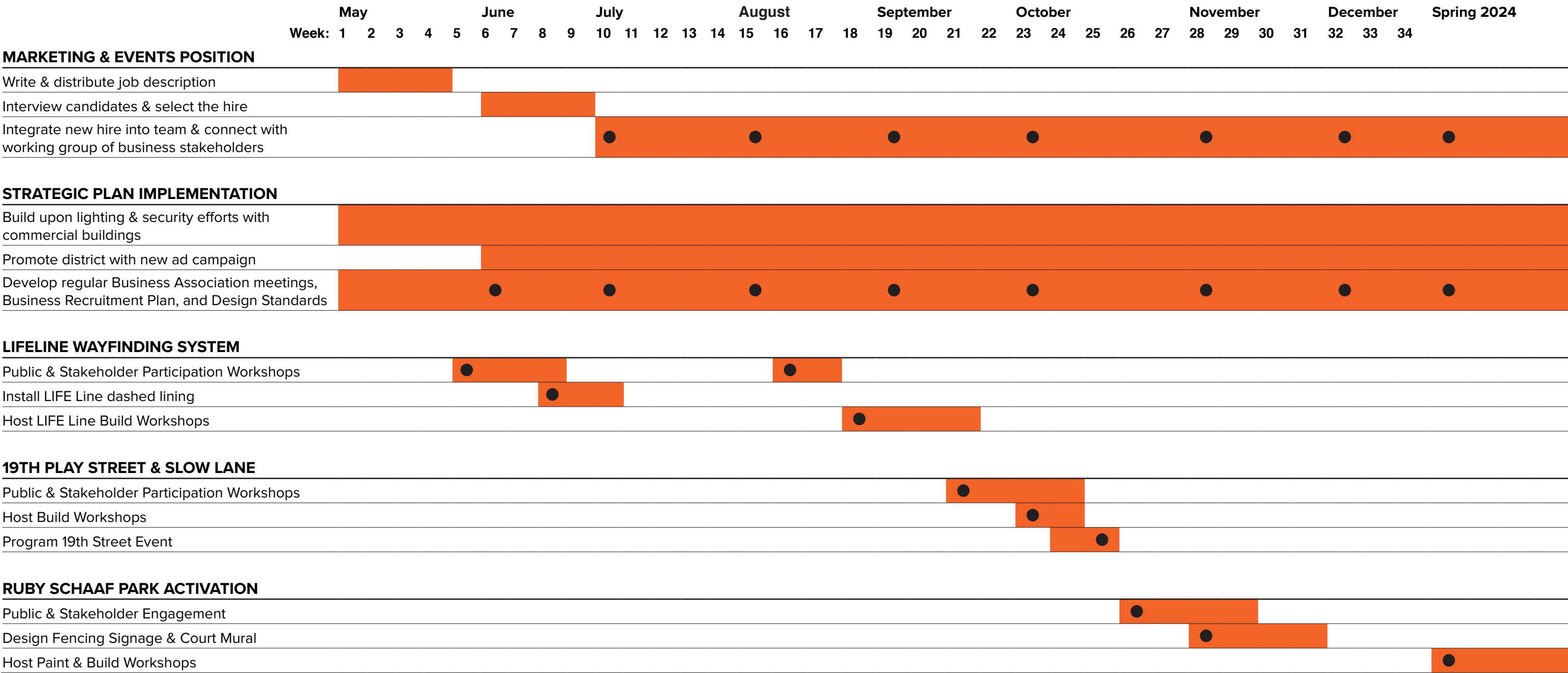


# Materials and Budget

SCHAAF PARK ACTIVATION	QUANTITY	UNIT PRICE	TOTAL
<a href="#">Base/asphalt art paint</a>	5	\$225.70	\$1,128.50
<a href="#">Rollers</a>	20	\$4.18	\$83.60
<a href="#">Brushes</a>	2	\$18.49	\$36.98
<a href="#">Roller poles</a>	20	\$7.37	\$147.40
<a href="#">Roller covers</a>	50	\$4.77	\$238.50
Tape	8	\$10.00	\$80.00
Games (corn hole, chalk, ping pong)			\$750.00
Little Italy Sign (local fabricator)			\$750.00
SUBTOTAL			\$3,214.98
Design & Build Fee			\$5,000.00
Project Management (20%, SSJNN)			\$643.00
Contingency (15%)			\$482.25
TOTAL			\$9,340.22



# 2023 Timeline and Implementation



● Committee Meeting





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