

York County Community Foundation's Beautiful York Committee Strategic Framework for "Reclaiming the Square"

October, 2010

We want to accomplish...

1. *Water features*
2. *Revamped holiday decorations*
3. *Occupancy – who is there and what can they contribute?*
4. *Flowers*
5. *Well-designed – not a hodge podge*
6. *Outdoor Cafés*
7. *Curbing – restructuring, traffic calming, cross walks, pedestrian friendly*
8. *Dedicated 4 way pedestrian crossing*
9. *Attractive public restrooms*
10. *Distinctive site amenities – benches, trash receptacles, planters, lighting (currently generic-make them specific to our town, tie in with Beaver Street Art*
11. *Public art*
12. *Space for activities to draw people*
13. *Historic associations*
14. *Safety through environmental design*

Our Target Audience is...

1. *Walkers, pedestrians*
2. *Drivers*
3. *Downtown residents and employees*
4. *Rail Trail users, add a bike lane*
5. *Jurors*
6. *Patrons of Downtown Arts*
7. *Patrons of Downtown Businesses*
8. *Tenants of buildings in the Square, prospective tenants*
9. *Visitors/tourists*
10. *County employees*

We have these resources...

1. *Beautiful York Endowment:*
2. *Roger Brooks study*
3. *Better York*
4. *Artistic community*
5. *Public transportation funding – possible \$\$\$ for enhancements*
6. *Downtown Inc, Physical Improvements Committee*
7. *Groups/volunteers – advocacy*
8. *Banks on the four corners of the Square*
9. *Women's Giving Circle*
10. *Garden Club of York*
11. *Events at the Square*
12. *County of York*
13. *York County Visitors Bureau*
14. *Local delegation to State Legislature*
15. *York County Bar Association*
16. *York County Chamber of Commerce*
17. *YCEDC*
18. *Generous philanthropists/corporate sponsors*

Our potential partners are . . .

1. *Beautiful York Endowment Fund*
2. *Downtown Inc*
3. *City of York*
4. *Better York*
5. *Property owners on the Square*
6. *Police Department*
7. *Cultural Alliance*
8. *City Council*
9. *County of York – support and money*
10. *York County Visitors Bureau*
11. *York County Heritage Trust*
12. *Utilities – Water Co, Columbia Gas, Met Ed*
13. *York County Bar Association*
14. *Banks*
15. *Private Sector*
16. *Neighborhood associations*
17. *Retail building owners & landlords*
18. *York Revolution*
19. *WRT (performed the study in 1976-77 that led to the current design of Square, Mike Shannabrook)*
20. *Rotary and service clubs*
21. *York County Young Professionals*
22. *Residents*
23. *Keep York Beautiful*

We operate under basic assumptions that reflect...

1. *Commitment to involving partners*
2. *Commitment to engaging stakeholders in the design process*
3. *Commitment to action not just “planning”*
4. *Commitment to comprehensive design not just tinkering*
5. *Commitment to excellence – Not just better than it used to be*
6. *Guiding principles from Beautiful York*
 - *Make Arrival in York a Welcoming Experience*
 - *Protect & enhance the City’s Good “architectural” bones*
 - *Celebrate place making sites*
 - *Green the Cityscape*
 - *Embellish the City with Arts & Light*
 - *Create a quality walking environment*
 - *Promote In-City & Downtown living*
 - *Abolish the eyesores*
 - *Build Social Capital: Collaborate*
 - *Build for excellence: York Deserves the Best*
7. *Commitment to completion by specific date*
8. *Commitment to cleanliness*
9. *Funds in place to maintain & keep the Square clean*
10. *Strong programming*
11. *Commitment to involvement & active participation in process*
12. *Courage to do something bold/special while balancing costs and not relying solely on consensus*
13. *Commitment to safety/environment*
14. *Commitment to right business mix on the Square*
15. *Patience to wait for the best*

Strategies to get us there ...

1. *We need a design for the square and expertise to do the design*
2. *We need a funding plan for paying a designer*
3. *We need a funding plan for implementation of the design*
4. *We need a champion to implement the design*
5. *RFP, RFQ for designer*
6. *Form 2 work groups – Design and Funding*
 - *Design – Develop RFQ/RFP for designer*
 - *Funding - Identify various types of financing available for design and implementation*