

Chapter 5: North West Area Strategies

Boundaries

The boundaries of the North West area, for the purposes of this study, are West Market Street to the south, Mahoning River to the east, and all land to the NW. The “**peninsula**” area of West Market is NOT included in this area. Rather it is included in the Central City area because of its impact on and relationship with the downtown. Refer to **Map 5-3**. The area outlined on Map 5-3, and so labeled is part of the NSP “McGuffey” target area.

Also, the triangular area bounded on the north by the railroad tracks and Market Street on the south, is within the City’s **Community Development Target Area** for CDBG and HOME funds. The North West area includes all of Ward 1, except for the peninsula area and more than half of Ward 7, with West Market Street as the boundary.

The Area

The North West area of the City of Warren is best described as a “**Preservation**” area. There are nice neighborhoods of single-family housing; Jamestown Village, which is a multi-family development spread over several blocks; two parks along the River; a commercial corridor along Parkman Road NW; an older, less stable residential area between McMyler, Market and the River; the West Market Street corridor which is less viable than it once was; a huge parcel of township property occupied by Thomas Steel; and the North West Industrial Park in the far NW corner of the City. The Mahoning River circles the area on the east, north, and west sides.

A brownfield site at Summit and Tod is being addressed by the City. This is the former **Ohio Edison Power Plant site** (north side of Summit, along the River). Currently, a Phase 1 environmental assessment is being completed and funds are being pursued to initiate Phase 2 and Phase 3 activities to further investigate remediation needs of the site. This is a potential development site, with possible re-uses including a restaurant, which could serve as the start of a River Walk.

There are a variety of **races and cultures** in the area. A large majority of the North West area’s residents are African American.

Demographics

The Ward 1 area, north and east of Parkman Road NW, had the greatest change in **population** between 1980 and 2000, a loss of between 1,050 and 1,762 people. The area south and west of Parkman Road NW lost between 600 and 1,049 people during that same time period, the triangular area between the railroad, West Market, and the River lost between 375 and 599 people. [Youngstown State University (YSU)].

The City of Warren provided information to YSU regarding the structures to which **water utility services have been terminated**. YSU mapped these service terminations, which show the following:

- A high concentration of terminations in the triangular area between the railroad, West Market and the River;
- A moderate concentration along Parkman Road NW northwest of McMyler and along Garden St. NW.
- Sporadic terminations throughout the rest of the North West area.

In addition to service terminations, the triangular area bounded by McMyler, West Market and the River also contains many currently condemned properties and Board-ordered demolitions, as well as a few land-banked parcels.

Organization

The North West Neighborhood Association is organized as a 501c3, with a Board, Trustees and Officers. They typically have 30-40 attend neighborhood meetings. Their area consists of the 1st Ward and northern half of the 7th Ward, which is consistent with the boundaries of this area for the Comprehensive Plan. This is one of the oldest neighborhood associations within the City.

- NWNA is celebrating in its third year of operations.
- The NWNA has organized neighborhood patrols, wearing lime green tee shirts and displaying NWNA signs on their vehicles. This has provided “eyes on the streets” and is helping to reduce crime and vandalism.
- The NWNA has a \$1 million liability insurance policy.
- Various seminars and events are sponsored by the NWNA throughout the year, and speakers are asked to attend and present at monthly meetings.

Potential Partners and/or Employers in the Neighborhood

- Two churches
- Jamestown Village
- VA Hospital & Outpatient Clinic in the former St. Joseph’s Hospital complex
- Northwest Industrial Park businesses
- Businesses along Parkman Road, including Parkman Road Plaza
- Businesses along West Market Street
- Marvin Group (facility under construction)
- Thomas Steel (in township)
- McGuffey School
- Notre Dame School/St. Pius Parish
- Warren Christian School
- “First Flight” memorial area (Neil Armstrong Lunar Landing Module)
- Canoe City MetroPark
- Olympic Club
- Skilled Care Center
- Someplace Safe (women’s shelter)
- Marie’s Restaurant
- CDL on Parkman
- Parkman Road Plaza (Kmart, Sparkle Grocery Store, plus others)
- Blue Jean Farms
- Dennison’s Delight

Major Corridors

- **Parkman Road NW** [US 422] (12,514 vehicles per day (vpd) near Summit) consists of a variety of commercial uses the entire length, with residences interspersed. There are underutilized properties, several pharmacies, McDonalds, Auto Zone, Aldi’s, doctors’ offices, a veterinarian, State Farm Insurance, Parkman Plaza, and others. The road was resurfaced in 2008, including new curbs and sidewalks from Summit to Coit (ODOT project—Phase 1). Phase 2 will include similar improvements from Coit

to Leavitt. Phase 2 may be divided into two phases – from N. Leavitt to the Plaza and from the Plaza to Coit, and is to include new turn lanes and new storm sewers at Coit, but Phase 2 may be on hold.

- The **commercial strip at Tod** is worn and underutilized. It needs help. there are several sexually-oriented businesses in the area.
- There is a **vacant former shopping center** at Leavitt and Parkman Rds. (SW corner). Mr. Guarneri owns this property, which has been vacant for 10 years and is in foreclosure. The site has been cleaned up. This was once a nice plaza. There is an old gas station adjacent to this site that also needs to come down.
- The **Parkman Road Plaza** recently completed some façade work.
- **West Market Street** (16,190 vpd west of the River; 17,322 west of Parkman; 16,896 near Southern; and 10,750 west of the corporate limits.), was once a thriving commercial and industrial corridor in the City. This corridor is currently experiencing business closures, high vacancy rates, unkempt properties, and large industrial facilities under new owners, most of which result in an unattractive, depressing gateway into the City from the west.
 - **Austin Village Plaza** is mostly vacant, except for a RentaCenter and a Family Dollar store, and beginning to attract sexually-oriented businesses (SOB's). It is owned by a Cleveland company and needs to be demolished or redeveloped, perhaps into light industrial usage.
 - Deer Run Apartments are located immediately behind this Plaza and are a high-crime area. Many of the businesses in Austin Plaza closed or relocated due to the unsafe conditions and frequent attacks on customers by residents or visitors to the Deer Run Apartments. This is a management issue.
 - A barricade was erected between the apartments and the Plaza to try to minimize attacks on Plaza customers, but may be removed at the request of a City Council member.
 - A former McDonalds across the street from Austin Village Plaza is vacant.
 - The **Peerless Electric building** between Nevada and Austin is partially vacant. Alternative uses for this building are needed. (The railroad is behind the building.)
 - **Thomas Steel** is located in the township area (donut hole surrounded by the City) between the railroad/McMyler and the residential area off Parkwood Drive.
 - The commercial areas along West Market need streetscaping help.
 - A new technology **cement plant** is proposed south of Market Street, just east of Lovers Lane, with construction scheduled for 2009.
- **Tod Avenue NW** (10,440 vpd north of Summit; and 6,310 vpd south of Summit) serves as a major roadway along the western and southern sides of the Mahoning River, from West Market Street to the west end of Parkman Road NW. Tod Avenue crosses Market Street and continues to the southern corporate limits.

- One small building of the **former St. Joseph's Hospital** is now a Veteran's Hospital (Clearview and Tod). There are other small businesses in the building as well. There are ownership and fire code issues with the building. An alternative use is needed for the rest of the building, which is currently for sale.
 - When St Joseph's sold this building there was a clause stating that for 100 years the facility could not be used for any purpose that would be in competition with St Joseph's Hospital without permission.
 - Across the street from this facility is an Urgent Care facility that provides x-ray, mammogram and lab work services.
- The **Beatitude House** (a traditional shelter for homeless women) is located at Tod and Riverview, and is growing. An addition including six apartments is under construction in 2009.
- The **Riverview Motel** on Parkman at Beal and Tod, used to be a problem area but with prostitution issues, but that has changed for the better.
- **Summit Street NW** (14,570 vpd at the River; 8,590 vpd between Tod and Parkman; and 3,563 vpd west of Parkman) provides access over the Mahoning River, connecting the older central area of the City with the west side. It runs between McMyler and Atlantic.
 - The **Ohio Edison Power Plant site** mentioned earlier is located on the north side of Summit, along the River.
 - The **former City operations department** site, located west of the Ohio Edison site, is used to store stolen goods while theft cases are being processed. Clean-up of this site is needed.

Parks and Recreation Facilities/Activities in the Neighborhood

- **Burbank Park**, located in the far north end of the City along the River, is a City-owned park that the NWNA is in the process of trying to improve, most recently by painting bleachers and benches. The Association is also making other minor improvements; however, more volunteers are needed. There are four lighted baseball diamonds. NWNA has requested a Home Depot grant for playground equipment.
- **Tod Avenue Memorial Garden** is located south of the foot bridge over Mahoning River across from Packard Park. The neighborhood has added pavers and a bench, and is continuing to sell pavers to honor loved ones.
- **AmVets Park**, a small City-owned pocket park, is located on West Market Street between Ohio and York. It has a playground but is in a drug-related, high-crime area of the Neighborhood.
- A private **Olympic Club** is located adjacent to this neighborhood north of Tod in Warren Twp.

- The “**First Flight**” memorial, honoring Neil Armstrong, is located on the south side of Parkman Road NW. A Lunar Landing Module is available at this memorial for public viewing.
 - Adjacent to this attraction is property that could be used as a site for City Welcome Center and provide parking for visitors to First Flight memorial.
 - This is an excellent exhibit that should be publicized more to encourage visits by school groups and tourists, and have space for bus parking.
- **Canoe City Metropark**, (a Trumbull County MetroPark), which is located along the River and Lovers Lane, could provide canoe access to Downtown Warren, if some of the old dams can be removed and the river area generally cleaned up with the removal of fallen trees and other debris.
- Trumbull County owns a **small parcel** on the River and Lynnwood Drive and may donate it to the NWNA. NWNA currently maintains the property and may add a tool shed if the weed & Seed program is funded.

School Facilities

- **A new McGuffey School**, which will house grades K-8, will be constructed in the north end of the neighborhood on Tod Ave NW. The former **McGuffey** school building has been demolished and the new building should be completed by Fall of 2010. It is believed that new sidewalks will be constructed around this site. There is limited land around the school for parks and recreational facilities, or other associated facilities.
- **Emerson Elementary School**, which is adjacent to Notre Dame School at the southwest corner of Moncrest & Drexel, will be vacated.
 - There was recent vandalism at the school supposedly as a protest of the removal of the basketball hoops. Flags and flag poles were torn down.
 - NWNA is concerned about the reuse of the Emerson facility, as kids use the area for football.
 - NWNA is very interested in acquiring this facility from the school district and envisions a variety of needed, potential uses for this single-story building which has a gymnasium and a kitchen in one wing and classrooms and offices in the other. Coordination with the School District should continue.
- **Dickey Avenue Elementary School** has been demolished. Located at the southeast corner of Dickey & Ward, the site is now vacant, but is in a bad area.
- **Secrest Elementary School**, which is located between Commerce & Bennett, Clearwater & Northwest Blvd., is vacant and is scheduled to be demolished.
 - NWNA agrees that this building should be demolished, even though it is in a decent part of the neighborhood.
- The school purchased **property** for a new school off Parkman south of the Coit Avenue intersection. It was found to contain wetlands and could not be used for the school. It could become part of the adjacent **Neil Armstrong Lunar Landing Module** site as green space/wetlands area.

- It could also be a site for a **welcome center**. This could include a park and public restrooms. (See discussion above under Parks & Recreation.)
- The **Turner Junior High School building** on Mahoning Avenue and the River has been demolished. The School District swapped this land for land that the City owned near Lincoln School. A **skate park** is planned for this site and will be constructed in 2009.
- Private schools in the area include **Notre Dame/St. Pius School** and **Warren Christian School**.

Housing

- In late 2008, there were **four land-banked parcels** within the NW neighborhood, as well as **14 currently condemned properties** and **14 other board-ordered demolitions**.
- The **apartments at Parkman and Stewart** are not in good shape and many are vacant. There are 15-20 units.
- **Stonegate Apartments**—have density issues. Some apartments are empty. This is generally a good part of the neighborhood, but the apartments are a haven for drugs and other crime issues, with gunshots heard regularly.
- Pamela Apartments, located behind Stonegate Apartments, has 40 units that are all empty; it is another Guarneri-owned property.
- The areas with some of the nicest homes in the safest areas include:
 - The area between **Parkman, Lovers Lane**, and Thomas Steel --small homes that are well kept.
 - The Regal, Carlton, Engelsson area.
 - The Elm Hill area-- small homes on big lots.
 - The Dodge, Westwood, Oakdale, Bradford area --homes in the \$80-100,000 range.
 - A gated residential area at Parkman and Southern Blvd.
- There are numerous **vacant houses** on York Avenue.
 - This area has **more empty houses** (percentage-wise) than other areas.
 - There are **many abandoned houses**; predominantly rentals.
- There were questions regarding the City's **new rental inspection program** and the cost for the inspections. The costs were increased from \$18 to \$80 per inspection, but the City has been unable to execute a contract with an inspection firm, so as of early 2009, new inspections are not being performed.
- **Riverview Buckeye** apartments (a TMHA complex) contain 150 units, 39 of which are vacant, per TMHA, a 26% vacancy rate.
 - Originally a seniors' complex that traditionally had a 6-9 month waiting list, it now includes accommodations for the handicapped as well.

- **Riverview Tod** apartments (also a TMHA complex) contain 151 units, 55 of which are vacant for a 36% vacancy rate.
- **Lancer Court** (a TMHA complex) on West Market Street between Lovers Lane and the Plaza, contains 34 units, 2 of which are vacant, for a 6% vacancy rate.
- **Jamestown Village** contains some empty apartments. It is a large area with Townhouses and a pool that is well-maintained and typically not a trouble spot.
- The **Skilled Care Center**, on Tod Avenue NW near Englesson Drive, formerly the Imperial Nursing Home, is a good facility that provides assisted living care for the elderly.
- **Campbell Apartments** are nice apartments located in the former Pendleton mansion on West Market Street at Lovers Lane NW.

Neighborhoods

- The **Elm Hill area**, which is surrounded on three sides by the Mahoning River, is a very stable neighborhood with decent housing and very little crime.
- The **Jamestown Village** apartment complex around Ludwig Drive is a safe, decent, and attractive multi-family housing opportunity not far from the River and the McGuffey School site. There are very few problems emanating from this area, although there are some vacant units.
- The **Regal, Carlton, Englesson area** consists of some of the nicest homes in the neighborhood. Some of the area is serviced with storm sewers, while other parts still have ditches that are well-maintained by residents. Homes are generally one-story on larger lots.
- The neighborhood **north of Norwood Street NW** is a nice stable neighborhood, generally well-kept homes in the \$80,000 to \$100,000 price range.
- The area between **Norwood Street NW** and **Garden Street NW** is in danger of becoming a transitional area. Some homes are not as well-kept, some units are vacant, and needed repairs are apparent.
 - If the Garden Street area and the area between Garden and Norwood were cleaned up, then Summit Street/McMyler Street would generally be the dividing line between the good and bad areas of the neighborhood.
- The **triangular area bounded by McMyler, Tod, and West Market** is the most troublesome neighborhood in the NW area. Many of the streets are still brick, which could provide an interesting design element if properly maintained. There are many vacant and dilapidated homes, numerous homes with terminated water services, a few land-banked parcels, a vacant school site, several condemned parcels, and several parcels containing buildings on the Board-ordered demolition list.
 - This is considered a “rough” area with crime, drugs, and some prostitution.
 - The areas around Riverview Buckeye and Riverview Tod apartment complexes are also rough areas.

RECOMMENDATIONS

The following preliminary general and specific goals for the North West Neighborhood Association have been developed and organized based on the Elm Street/Main Street approach to revitalization, as discussed in an earlier chapter, as well as on input provided by the NWN and residents of the neighborhood. Preliminary goals, objectives, and strategies have been summarized as follows:

1. Sustainable Organization

Goal: Continue to enhance the organizational structure and activities of the North West Neighborhood Association, as the designated neighborhood group for this area.

Objectives and Strategies:

- **Solidify the organization and the Board.**
 - Continue to recruit leaders to spearhead NWN efforts.
 - Annually review the mission statement, vision, and goals.
 - Once additional volunteers are recruited, designate committees to coordinate the various work activities.
- **Continue to foster relationships** among community-based organizations, the City of Warren, property owners, and other stakeholders.
 - Strive to improve the relationship with the Police Department.
 - Coordinate with other Warren neighborhood groups.
 - Pursue participation from the list of potential partners and employers in the area.
- Continue to **recruit an active volunteer base** to assist with the revitalization efforts—matching skills with needs.
- **Ensure communication** among all volunteers, partners, and residents.
 - Create and distribute a regular newsletter.
 - Use email updates frequently.
- **Find regular on-going funding** support to ensure operational continuity.
 - Hold fund-raising events.
 - Pursue public assistance programs.
 - Recruit private donors.
 - Consider a Neighborhood Improvement District assessment at some point in the future.

2. Clean, Green and Safe

Goal: Enhance the real and perceived levels of **safety and cleanliness** of the area, as well as the quality of passive and active recreational opportunities in the neighborhood.

Objectives and Strategies:

- Continue to **assess the level of maintenance** of important public spaces such as sidewalks, streets, drainage ditches, commercial corridors, front yards, vacant lots, etc. for the existence of such items as graffiti, trash, etc.

- Continue to work with residents to **clean up properties**, and to post signs acknowledging NWNA projects.
- **Coordinate clean-up days** with other neighborhood groups, and make them annual or semi-annual events.
- Work with all partners to improve the safety of the neighborhood.
 - Talk with the City and **Police Department regarding the potential to open an office** in the neighborhood, so as to increase the police presence in the neighborhood.
 - Put a special focus on eliminating the crime haven in the **apartments immediately behind the Austin Village Plaza** in order to help create an environment conducive to the desired revitalization of that Plaza.
 - Continue to operate the neighborhood **crime patrol**, coordinating activities with the Police Department, assuring that participants are properly trained, and providing “eyes on the streets.”
 - Recruit and train additional **volunteers**, with the cooperation of the City and the Police Department.
 - Investigate starting a “**Guardian Angels**” organization in the neighborhood, or at least inviting a Guardian Angels representative to speak at a NWNA monthly meeting.
- Keep a current inventory of, and continue to improve, **open space and recreational areas** within the neighborhood.
 - Work with the City and the School District to identify a building and/or site for a **Community Center**, perhaps the current **Emerson Elementary School** site.
 - Encourage and provide for **community gardens**.
 - Continue to sponsor events such as the “**Make a Difference Day**”.
 - Work with the County to identify a **viable use for the parcel** the County owns along the River. A site for a community garden has been strongly recommended.
 - Organize residents and others to clean up the **banks of the Mahoning River** within the neighborhood, and do this on an annual basis.
 - Work with the City, County, State, and others such as the Army Corps of Engineers, to dredge the River and remove fallen trees and other major debris where needed to improve safety and recreational opportunities.
 - Work with the City, ODNR and others to pursue **bike trails and walking paths** along the Mahoning River.
 - Continue efforts to **improve Burbank Park**, pursuing additional grant funds, as well as a corporate sponsor to assist with maintenance and upkeep. Three baseball associations worked together and got a Wean Foundation grant to have baseball activities at this facility. NWNA cleaned up the park and the Baseball Association will have to maintain it.

- Work with the City and Police Department to assess and address the real and perceived **crime situation** within the neighborhood. The Nwana believes that this is a **high crime area**, and that they need to “admit it, accept it, and deal with it.”
- Develop a strategy to address the area near **Northwest Industrial Park**, as well as the **Stonegate Apartments**.
- Encourage the City and Schools to pursue **Safe Routes to Schools** funds from ODOT for sidewalks and walkways, especially within walking distance of the new school facilities.
- Develop a strategy to address **drugs & prostitution**, which, although not as bad as across the River, still present problems.
- **Continue providing seminars** to educate neighborhood residents about programs and efforts to revitalize the neighborhood and enhance communications with City personnel.

3. Neighborhood and Economic Restructuring

Goal: Strengthen the quality of the existing residential housing stock of the neighborhood, while diversifying the type and income mix to ensure a balanced environment.

Objectives and Strategies:

- Work with the City and the Mahoning Valley Organizing Collaborative (MVOC) to identify and continually update neighborhood **demographic and market** information, as well as housing stock condition and ownership data.
- Work with the City and WRAP, which owns a **21-acre parcel** between Leavitt, N. River Road and the River, to identify and pursue a viable development project. It is currently being used as a farm nursery.
- As needed and appropriate, offer assistance to the City to clean-up the former **City operations department site** and the former **Ohio Edison Power plant site**. This project has received millions of dollars for remediation and clean-up. An additional grant is pending for grading and seeding.
- Work with the City to pursue **opportunities to recruit the new GM workers** at Lordstown to this neighborhood if/when new shifts are added.
 - The City’s new housing initiative should be used as an incentive.
- **Concentrate redevelopment initiatives** in the stable neighborhoods first.
- Encourage the City to adopt a comprehensive ordinance **restricting the location of Sexually-Oriented Businesses** in the City. Meetings with Council on this issue have begun.

- Combat the high-crime aspects of the **apartments immediately behind the Austin Village Plaza** to make revitalization of that Plaza even a possibility. (See discussion of the same issue under Safe, Clean and Green.)
 - If necessary, identify an alternative use for this Plaza, which needs to be redeveloped. Retail uses may not be the best option for the future use of the property.

- **Relocate willing residents** (especially renters) from the McMyler /West Market triangle into these stable neighborhoods over time, helping them learn how to purchase viable housing and become responsible home owners. Perhaps some of the NSP (Neighborhood Stabilization Program) funding could be used to help people with down payments or other needed financial assistance to enable them to even consider moving.
 - **Target major redevelopment initiatives** to the McMyler/West Market triangle, including demolition, side-lot programs (especially with land-banked parcels), a home-owners association, a community garden program, code enforcement, housing assistance programs, and possibly a new condominium development.
 - The McMyler/West Market Street triangle should be developed as a crime-free **neo-traditional neighborhood**, since the infrastructure is already there to do so, emphasizing front porches, alleys, walkability, green space, and access to viable businesses along West Market.

- **Capitalize on the potential major redevelopment of the peninsula** area of the City, continuing reinvestment from the downtown west along West Market Street, creating a more viable and attractive gateway into the community from the west.

- Work with the Regional Chamber and/or the City to entice and recruit new businesses to the neighborhood, specifically:
 - **Encourage new viable businesses** in vacant buildings along this stretch of West Market Street to service the needs of the residents of this neighborhood.
 - Grocery store
 - Branch bank
 - Medical/dental clinics
 - Others
 - Continue the NWNA's scheduled **meetings with existing businesses** in the neighborhood to discuss what the Association can do to help keep them in the area and identify and bring in other needed businesses as well.
 - Under consideration also is a business incubator building along Parkman near the Gateway into the City.
 - Work with **Tree Grinders** to encourage them to seek an alternative location for their business, preferably away from residential homes. Incentives, and/or stricter enforcement of hours of activity/operations in primarily residential areas, may be needed to encourage the relocation.

- Encourage businesses that St Joseph's would permit to locate in the former **St. Joseph Hospital buildings**.
- With the School District, **recruit a use for the school property** on Parkman across from Coit Avenue, as well as other vacant school properties in the neighborhood.
- If possible, encourage owners of the **older industrial buildings** along West Market to renovate the buildings and recruit new users, working with economic development and housing organizations to pursue alternative housing options and/or office or light industrial incubators. Alternatively, encourage the demolition of these buildings.
- Help recruit new tenants or new uses, when appropriate, to the former **Ohio Edison Power plant** site, while providing green space along the River to connect parks and provide public access.
- When the **proposed cement plant** locates on West Market, encourage them to utilize sound access management principles, buffering, and streetscaping standards to keep the street side of the operations aesthetically pleasing.

4. Design

Goal: Enhance and maintain the physical appearance of the neighborhood.

Objectives and Strategies:

- Work with MVOC and the City to **undertake property inventories** to establish a baseline database, as well as to document the makeup of the area.
 - Acquire lot-by-lot data on all parcels within the neighborhood.
 - Help keep the data current.
- Also work with MVOC and the City to **survey** the private residential and commercial **building stock needs** of the neighborhood in terms of exterior appearance and interior code compliance (when possible).
- **Survey public improvement needs** of the neighborhood and prioritize their importance. Recommendations include:
 - **Streetscaping** should be designed and implemented along West Market Street and Parkman Road, to include street trees, flower pots and shrubs, sidewalks or meandering pathways the entire length to encourage daily and recreational walking, underground electric, decorative street lights, and benches and trash receptacles where appropriate.
 - **Gateway designs** should be developed and implemented on the west end of West Market Street, and the northwest end of Parkman Road in conjunction with the completion of Phase 2 work in 2009, to welcome visitors into the City of Warren. The NWNA will commit to maintain these gateways for the City.

- Work with the City to **address existing curbs** when resurfacing streets. Streets should be milled down when resurfaced to best utilize the curbs and storm drainage systems where they exist.
- The **open ditches** (storm drainage) need to be cleaned. Property owners generally do not maintain them. It was noted that if the ditches are properly maintained and cleaned, the storm drainage system works fine.
 - It was noted that, at one time, the City would install storm pipes in the open ditches and cover them, if the property owner purchased the pipe. The City is no longer doing this. Property owners could still hire a contractor to install pipes. A permit is needed.
- Work with the City to prioritize Tod Ave NW, north of Parkman, which needs some **major roadway** improvement.
- Encourage residents to call the Health Dept. about **yards that are not mowed** if grass is over 10" high. NRNA has taken on this issue. They bought a tractor with a brush cutter. Also, the City is working with the County Sheriff to have prisoners cut grass throughout the City.
- Support the City in implementation of the storm drainage project planned and slated to resolve **flooding on Coit Ave.**
- Work with the City to address **sidewalks**, which are a major problem in the area. Tree roots are making sidewalks heave, creating dangerous situations.
 - Assure that sidewalks are planned and constructed around McGuffey School.
- **Consider an overlay zone** along West Market Street and/or Parkman Road to include design standards, access management, etc. and to encourage development and reinvestment in the corridors.
- Review and revise various **parking and traffic calming methods** to improve pedestrian safety and quality of life in the neighborhood, especially along the major corridors.
- Work with the City to consider the creation of more **cul-de-sacs or dead-end streets** within the neighborhood (and City-wide) to help reduce crime.

5. Promotion

Goal: Market the unique characteristics of the North West area to potential residents, investors, new businesses, tourists, and others. Unique characteristics include: safe, affordable housing areas; convenient shopping areas; proximity to the downtown; the new school; highway accessibility; etc.

Objectives and Strategies:

- **Continue to organize neighborhood events** such as seminars, holiday/heritage celebrations and welcome visits to encourage social interaction.

- Sponsor events to raise funds to continue to improve Burbank Park and to clean the banks of the Mahoning River, as well as other park projects.
- Sponsor events with McGuffey School, Notre Dame/St. Pius School, and Warren Christian School.
- Sponsor events with Stonegate apartments, Riverview Tod, Riverview Buckeye, and other neighborhoods to encourage interaction and solicit volunteers for the NWWA efforts.
- Organize some holiday or heritage celebrations, possibly centered around the Lunar Module.
- **Continue to improve the general image** of the neighborhood through the development of printed materials, improved public relations, a neighborhood web site, and image building events.
 - Consider the creation of a **theme, logo, and/or tag line** for the neighborhood and use these in all promotions to help create a desirable image or sense of place.
 - Incorporate these into gateway designs, banners, and street furniture.
 - Promote use of and events at existing parks.
 - Coordinate promotions with other neighborhood groups and City events.
- **Undertake residential marketing** through local real estate agencies, use of on-line property listings and personal contacts.
 - Promote the City's new **WINN housing incentive program** to attract residents to the area.