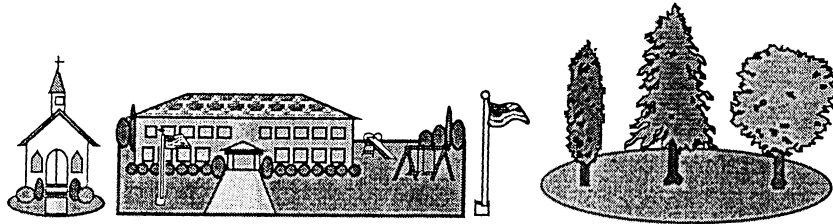


# BEAUTIFICATION



## A. NEIGHBORHOOD ASSETS

- Graffiti Removal Program initiated in Parkville
- Recent major improvements to George Day Park
- In the summer, flower pots on Park Street courtesy of the City of Hartford and Downtown Council (Hartford Blooms Program)
- An annual "Parkville Spring Clean-up" in May
- A successful facade improvement program for Park Street
- Multiethnic store fronts and decorations
- Welcome to Parkville, USA signs

### Information

- Graffiti has been removed
- Over \$250,000 was spent for improvements to Day Playground (1996)
- Over 50 businesses have participated in the Hartford Blooms program (1997)
- Over 30 buildings have had facade improvements totaling \$2.3 million (1997)

### Opportunities

- A solid foundation of cooperation and past successes should encourage enhancements
- Marketing the neighborhood as Hartford's multiethnic neighborhood; building upon the existing businesses, the multinational flags of Parkville Community School and future beautification efforts including facade, lighting and trash receptacles
- Train trestles on Park Street and Capitol Avenue could serve as positive gateways to Parkville if they were maintained or had attractive signage welcoming visitors to the neighborhood, advertising neighborhood businesses and/or events.

## **B. CHALLENGES**

- There appears to be an increase in litter along neighborhood streets and residents not following waste disposal laws, i.e. putting out bulk waste and garbage improperly.
- Several land owners that do not keep their property neat and/or garbage stored properly.
- High percentage of absentee landlords, especially those that don't maintain their properties.
- 'Blighted gateways to the neighborhood'-- They include train trestles with peeling paint and areas around them and areas under highway overpasses on Park Street and Capitol Avenue are not maintained regularly; an abandoned apartment building on Sisson Avenue, three deteriorating three family houses on Prospect and Capitol Avenue and a vacant gas station on Prospect and Park Street
- The City's Licenses and Inspections department has been unable to respond to complaints in a timely manner or to take a proactive approach to problems.
- Significant deterioration in many properties including Capitol Avenue, a major thoroughfare through the neighborhood and city.

### **Information**

- Amtrak, owner of the trestles, has financial problems and will not repaint them anytime soon.
- Home ownership is below 19%
- 6 out of 22 properties on Capitol Avenue from Prospect to Sisson Avenue are vacant or blighted.

### **Negative Consequences**

- less attractive neighborhood
- neighborhood will continue to decline
- increased crime
- loss of property values

## C. ACTION PLAN

### Parkville's Goals and Objectives

**Goal:** An attractive, clean neighborhood that shows pride and involvement of its residents.

**Objective One:** Within 6 months, a plan for improving the 'Gateways to Parkville' will be developed with a timeline for completion with three years.

**Objective Two:** Within 1 year, a plan for streetscape enhancements involving facade improvements, lighting, and trash receptacles for Park Street, New Park, Sisson, and Capitol Avenues will be developed with a timeline for completion within three years.

**Objective Three:** Within 1 year, a beautification education campaign in conjunction with Parkville Community School and city departments will be developed.

**Objective Four:** There will be a 10% increase in business participation in the Hartford Blooms program.

**Objective Five:** Businesses and homeowners will be recognized for their efforts to maintain and beautify their properties.

### Parkville's Strategies

- 1. A Beautiful Breakfast to Beautify Parkville**--featuring neighborhood restaurants. The Parkville Business Association will sponsor a breakfast to **establish Beautification Committee** representing residents, businesses and neighborhood organizations to take on the various projects, e.g., Gateways to Parkville, Streetscape Enhancements, Public Education, etc.
- 2. The Beautification Committee, Recreation and Housing Committees** will work together to develop a **list of priority projects** that affect them all.
- 3. Knox Park Foundation Connection**  
Residents, businesses and the school work with the Knox Park Foundation to investigate possible sites for community gardens, a tree planting program, and to develop a program to recognize beautiful properties in neighborhood or perhaps the city.
- 4. Expand upon RAW's summer youth program.** Have youth work to beautify the neighborhood by having them paint murals, trash receptacles, etc.
- 5. Gateway Project** (see Parkville's Priority Projects)

Parkville Neighborhood Revitalization Plan

ACTION STEPS

Activity	Expected Results	Responsibility	Date Due	Expected Barriers
1. Offer a Breakfast Meeting	Collaboration among groups, Beautification Committee, highlight restaurants	PRA	2 months after approval of Plan	Difficulty in motivating people
2. Neighborhood groups work together	Priority list	Beautification, Committee	3 months after approval of Plan	Lack of agreement
3. Contact Knox Park Foundation	Collaborative efforts, recognition program	Beautification Committee	4 months after approval of Plan	Lack of resources (time and money)
4. Beautify 'Gateways' to Parkville	Beautiful Gateways	Beautification Committee with other groups	1 year after approval of Plan	Lack of cooperation and resources