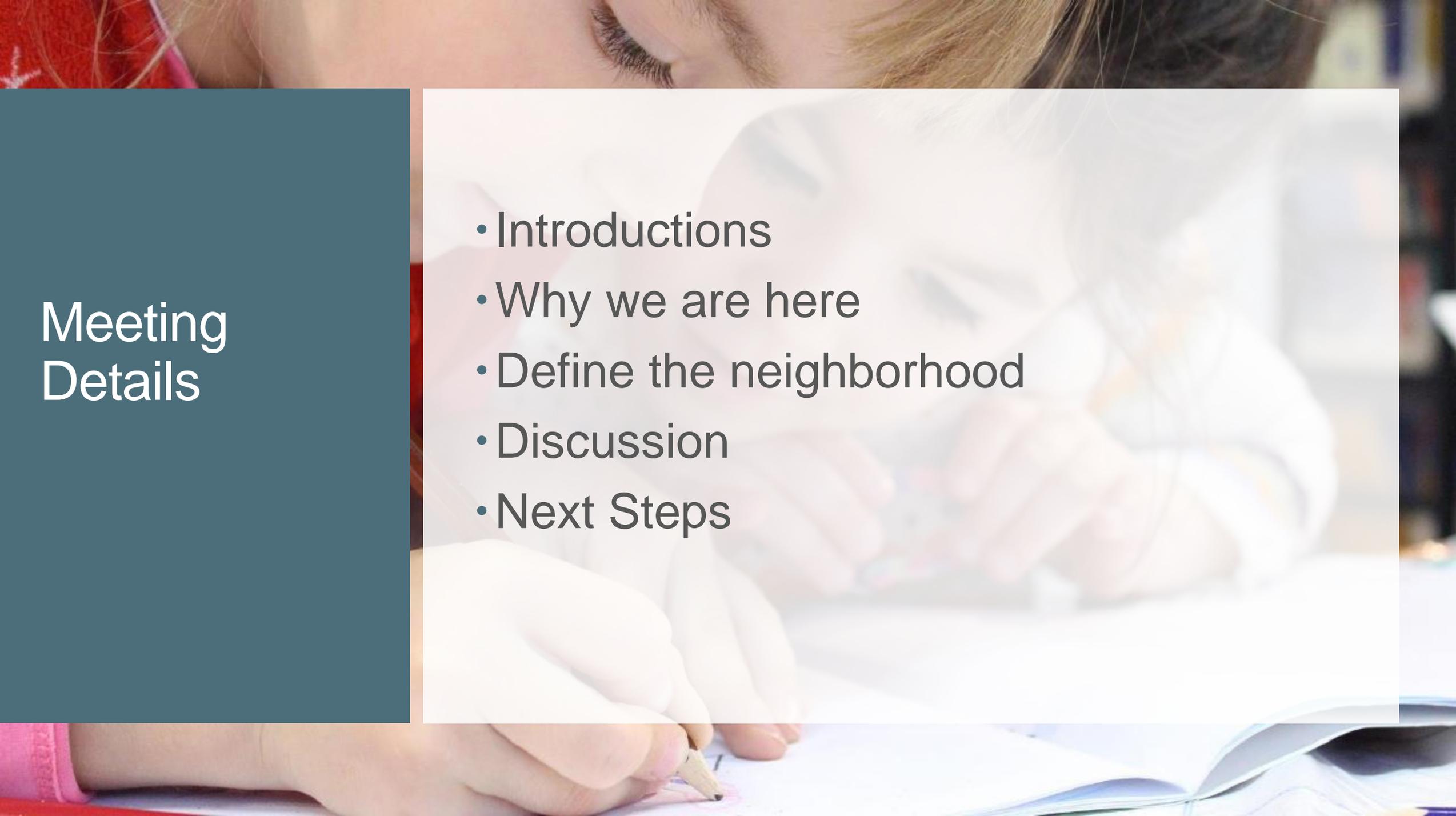


East End

SMART GROWTH DISTRICT NEIGHBORHOOD MEETINGS



Meeting #1: December 16, 2020



Meeting Details

- Introductions
- Why we are here
- Define the neighborhood
- Discussion
- Next Steps



Outreach Team Introductions

- Angela Cleveland, Community & Economic Development Director
- Nipun Jain, Planning Director
- Caitlin Thayer, Communications Director



Why we are here

- Take a pause
- Begin a series of neighborhood meetings
- Listen to the stakeholders
- Identify key strengths, challenges, and opportunities of the neighborhood
- Lead to bigger conversation about proposed Smart Growth Overlay District in January

East End Neighborhood





Let's SCOR
the
neighborhood!





Strengths

- What do you most appreciate about your block, street, neighborhood?
- What are the biggest assets?
- What makes the area unique?
- Why do people want to live, work or play in this neighborhood?



Challenges

- What is affecting our quality of life in this neighborhood?
- What changes or trends could affect our quality of life in the future?
- Are there specific threats (natural or man-made) to the neighborhood?

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- How can we reframe the challenges as opportunities?
 - How can we meet the needs of our neighborhood?
 - What resources do we need?

Opportunities

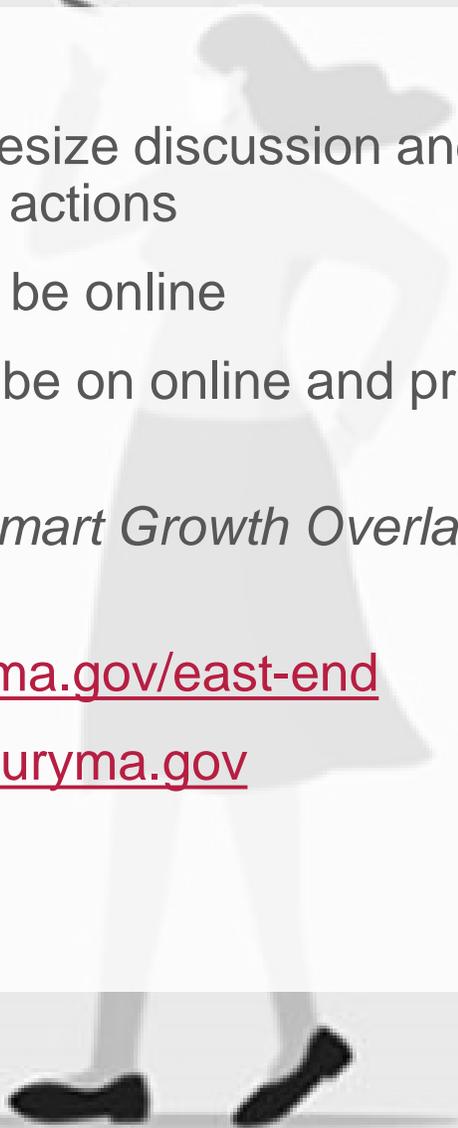


- Considering the **Strengths, Challenges and Opportunities** we discussed – what actions should we implement to address them?
- What resources are needed to implement these actions?
- Who should we engage to implement the actions?
- What will success look like when we implement these actions?

Results



Next Steps

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- Outreach Team will synthesize discussion and determine any short-term actions
 - Recording of meeting will be online
 - Highlights of meeting will be on online and presented at Meeting #2
 - Meeting #2 – *What is a Smart Growth Overlay District?* January 2021
 - Website: www.amesburyma.gov/east-end
 - Questions: oced@amesburyma.gov