



Layton Boulevard West

Quality of Life Plan Update | Spring 2017*

In 2011, hundreds of neighbors and partners came together to create a vision for the **Layton Boulevard West** neighborhoods of Layton Park, Burnham Park, and Silver City. The result was a Quality of Life Plan, with seven strategies and eleven catalytic projects that reflect local priorities. As the lead agency, Layton Boulevard West Neighbors helps carry out the Plan, organizing the contributions of many people and organizations dedicated to building resilient neighborhoods. Their collective commitment has resulted in significant progress on QLP strategies and leveraged millions of dollars in local investment.

Neighborhood Appearance

- 498 property owners invested more than \$3.1 million in neighborhood beautification and property improvements.
- 217 neighbors invested over \$964,000 to compete in the *Most Improved Home Contest*, beautifying their homes and strengthening social connections.
- Installed raised-bed gardens, pocket parks, and public art, transforming two vacant lots into green, open spaces where children play and people come together.
- Worked with nonprofit and private sector partners to complete 60 home sales in the neighborhoods, helping to arrange approximately \$4.6 million in mortgages.
- Renovated and sold 20 vacant homes to owner-occupants, helping to stabilize nearby property values.
- Acquired, renovated, and leased 22 foreclosed homes and two commercial properties, providing affordable rent-to-own opportunities to families and entrepreneurs.

Community Identity

- Installed neighborhood signs on streets and neighborhood flags on homes in Layton Park, Burnham Park, Silver City, and Historic Layton Boulevard.
- Arts organizations and neighborhood youth designed and created seven neighborhood murals and several pocket park art installations.

Community Safety Network

- Engaged residents and connected neighbors by facilitating more than 96 block meetings.
- 65 residents volunteered to be block leaders, strengthening the neighborhood's network of committed neighbors.

Youth Education and Leadership

- Created the *School Garden Alliance* and provided training, tools, and plants to teachers and students to create, maintain, and learn from raised-bed gardens at their schools.
- Organized volunteer events to improve Doerfler School's appearance and playground, which involved neighbors in painting playground walls, building new benches and planters, and painting interior spaces in the school.
- New and existing youth serving organizations brought programming to the neighborhood. Programs include sports leagues, environmental education, visual and performing arts, financial literacy, and more.
- Through neighborhood partners, created leadership opportunities and internships for youth to gain vital skills for future employment.

Economic Development

- Attracted \$1,679,613 in public and private investment in commercial properties and streetscaping projects.
- 12 new businesses established in the neighborhood.

- 471 technical assistance sessions held for existing businesses and aspiring entrepreneurs.
- 50 new full- and part-time jobs created in the neighborhood.
- Commissioned a market analysis and economic development plan to deliver accurate data on local consumer purchasing power, traffic counts, and market trends, and attract new businesses to the area's commercial corridors.
- Organized the *Silver City Business Plan Competition* to repurpose a vacant storefront on National Avenue, support local entrepreneurship, and supply the winner with \$12,000 worth of business coaching, startup rental assistance, and other resources resulting in the establishment of a new neighborhood business and three new jobs.
- Coordinated a design charrette in 2014 to identify catalytic redevelopment opportunities for six sites in the Clarke Square and Layton Boulevard West neighborhoods. Participants included property owners, community organizations, neighborhood businesses, lending organizations, architects, developers, and residents. Public and private partners are collaborating to implement the vision identified for the 3500 block of West National Avenue.

Healthy Living

- Installed eight new artistic bike racks in Burnham Park and Layton Park, capitalizing on growing interest in bicycling for transportation as well as fun.
- Created the first-of-its-kind, award-winning *Mobile Bike Hub*, a bicycle shop on wheels that offers bicycle education, repairs on the road, and promotes healthy living and bike safety throughout the neighborhoods, now operated by the Wisconsin Bike Federation.
- Partnered with Safe Routes to Schools and three neighborhood schools to help students navigate safe bicycle and pedestrian routes.
- Installed solar panels and energy efficiency upgrades on eight LBWN Turnkey homes, transformed one foreclosure into the neighborhood's first net-zero solar-powered home, and built a new net-zero solar powered home.
- Conducted 40 water audits resulting in the installation of nine low-flow toilets and 36 rain barrels in neighborhood homes.

Social Engagement

- More than 15,000 people attended 338 neighborhood events.
- 83 new homeowners greeted by their neighbors with *Neighborhood Welcome Packets*, filled with practical information about neighborhood assets, local businesses, and ways to get involved.

**For more information or to get involved,
visit www.lbwn.org or call 414.383.9038**