



WELCOME

Plan approach.

PHASE 1: EDUCATE AND INFORM- *APRIL TO MAY*

This initial effort is intended to produce a snapshot of the existing conditions of the area, analyze existing infrastructure and the regulatory environment, and recognize past successes in order to begin planning for the future.

STEERING COMMITTEE MEETING #1 | ONLINE TOOLS

PHASE 2: ENGAGE AND EXPLORE- *MAY TO JUNE*

As part of this phase of work, the project team will review market forces, retail factors, and overall community needs. This will allow future recommendations and policy decisions to evolve during the planning process in a demonstrated way that is rooted in give-and-take education and awareness.

STEERING COMMITTEE MEETING #2 | FOCUS GROUPS | COMMUNITY WORKSHOP

PHASE 3: INNOVATIVE IDEA CREATION- *JUNE TO AUGUST*

This phase of work will describe the overall vision, character, and identity of the future downtown New Castle. The exploration included within this phase allows us to use data to drive decision-making and to identify strategic improvements needed to support local growth and development.

STEERING COMMITTEE MEETING #2 | FOCUS GROUPS (AS NEEDED)

PHASE 4: STRATEGY DEVELOPMENT- *AUGUST TO NOVEMBER*

It is the goal of this planning effort to create a plan that increases downtown's competitive position in the marketplace that is based on sound market principles and the expressed desires of the local community through the creation of key strategies, policies, and physical improvement initiatives.

STEERING COMMITTEE MEETING (TENTATIVE)

PHASE 5: IMPLEMENTATION AND EXECUTION- *NOVEMBER TO DECEMBER*

This plan will allow the downtown to enhance user experience, provide better stewardship of the environment, improve the health of its residents, and reduce infrastructure costs. Each of the identified actions will be carefully outlined to be measurable, establish a timeline, and identify responsible parties for implementation.

STEERING COMMITTEE MEETING #4 | PUBLIC MEETING TO PRESENT PLAN