

Vision 20 / 20

Community Wellness ☺ HomeTown Ownership

The status quo is not an option for future community wellness. Building Schuyler's future necessitates re-evaluating yesterday's foundations upon which today's status quo rests comfortably.

'Raising Expectations' is 'Changing Direction'

Results define competitiveness. Average is not 'okay'; and 'okay' is no longer good enough to compete. A small town is not insulated from outside competitive forces. Politics may be local, but Schuyler competes in a global economy. Schuyler's future economic growth will be determined by our successes in *Retention* ◦ *Expansion* ◦ *Recruitment*.

A New Beginning !

Tactical Planning - *Strategic Actions*

Part I ‡ **Arterial Gateway Windows** (*'critical valued locations'*)

- Visual images shape perceptions, attitudes and beliefs.

Visual images are messages processed continuously in the human brain. Repetition of visual images reinforces mental pictures impacting perceptions that shape attitudes and beliefs influencing cognitive, emotional and human behavior.

- **The importance of Schuyler's appearance and the image it projects to both its residents and visitors cannot be overemphasized.**

When residents see visual images that reinforce and encourage positive 'quality of life' feelings about their community, optimism becomes the 'jet fuel' for renewing human energy and stimulating financial reinvestment.

"The best investment is reinvesting in yourself." ~ Warren Buffet

- **Arterials** are Schuyler's principle thoroughfares. These streets are also key focal areas. **Arterials** carry the greatest volume of daily regional traffic between Schuyler's major activity centers and provide an inner panoramic view of the community.

◇ **Arterials:**

- ◇ **16th Street Corridor** (Business Hwy 30)
- ◇ **Colfax Street** (Hwy 15)
- ◇ 11th Street (east of Colfax Street into downtown business district)
- ◇ B Street (south of 16th Street into downtown business district)
- ◇ Denver Street (south of 16th Street to 9th Street)

- **Arterial Gateway Windows** are formed where Arterial streets *intersect*. Arterial Intersections (**Gateway Windows**) are some of Schuyler's most highly visible areas and are '*critical valued locations*'.

‡ **Gateway Windows** ('*critical valued locations*')

- ‡ Colfax Street (Hwy 15) & 11th Street
- ‡ Colfax Street (Hwy 15) & 16th Street Corridor (stop-light)
- ‡ B Street & 16th Street Corridor
- ‡ 11th Street & B Street (downtown business district)
- ‡ Denver Street & 16th Street Corridor

A potential new **Gateway Window** may be the intersection at Colfax & 22nd Street after new construction is completed on West 22nd Street and the grade school building.

- Schuyler’s appearance and image are integral to achieving successful results in ***Retention*** ◦ ***Expansion*** ◦ ***Recruitment***. Poorly maintained properties and deteriorating or abandoned buildings along **Arterials** and near **Gateway Windows** deflate community pride, diminishes community self-esteem, erodes confidence in Schuyler’s leaders and significantly undermines HomeTown Ownership.
- *Strategically, Gateway Windows* (Arterial Intersections) are ‘***critical valued locations***’. Unsightly nuisance properties and worn-out structures adjacent to Schuyler’s most highly visible intersections are discouraging reminders fostering frustration and reinforcing a pessimistic outlook.
- Upgrading and maintaining our *strategic Arterial Gateway Windows* are priority *actions* in building momentum and encouraging energized optimism in Schuyler’s future wellness and economic growth. When **Gateway Windows** of opportunity are presented, it is important to proactively focus resources, including LB 840 funds, on these ‘***critical valued locations***’.

People buy with their eyes!

“What you see is what you get.” ~ Geraldine (aka Flip Wilson)

Note: Tactical Planning - ***Strategic Action*** (Part I Arterial Gateway Windows) is aligned with both **The Schuyler Plan** (2004 Comprehensive Development Plan) and the **Schuyler Economic Development Plan** (2007 ***SEDPlan***).

Progress is sometimes slow and most often uneven; however,

A New Beginning is well underway in Schuyler! ☺

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⊥ Arterial Gateway Windows

'critical valued locations'



(*new* School bldg)



(QC Supply)



(vacant lots – Dowd property)



Colfax & 22nd St.

(Didiers)



(*new* Caseys)



Denver & 16th St.



Colfax & 16th St.



B Street & 16th St.



Viaduct

(City Bldg)



Colfax & 11th St.



11th & B St.



(Post Office)