




Peter Crewe  
Director

## MEMORANDUM

**TO:** Thomas A. Golden, Jr., City Manager 

**FROM:** Peter Crewe, Director

**CC:** Christine McCall, DPD Director/Assistant City Manager

**DATE:** June 28, 2022

**SUBJECT:** MOTION RESPONSE: 6/14/22 – C. Robinson – Req. City Mgr. Work with Proper Departments to Identify Key Corridors to the Districts and Look into Feasibility of a Flag Program that can help Identify Cultures and Identities of Each District.

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The proposal to expand Lowell's flag program is an exciting one and can serve as an excellent way of elevating Lowell's status as a gateway city with a tremendous degree of cultural diversity. CASE has several ideas for proposals:

- **Refreshing the Like Lowell Banners** – CASE is already working with DPD on a plan for a complete overhaul and refresh of the Like Lowell Banners that appear downtown. These banners serve as a unifying “brand” for Lowell but we would like them to be updated to reflect more of Lowell's cultural highlights.
- **Key Corridors/Nodes** – As part of the Like Lowell banner refresh CASE is interested in expanding the locations of the Like Lowell banners into the neighborhoods as well as central corridors throughout the City. CASE is already working with DPD to identify these corridors. Typically, in Lowell, these corridors/nodes are clusters of businesses that serve all neighborhoods in the City of Lowell and contribute to the economy of the City as a whole. Even though Lowell's Downtown is the City's main urban economic center full of businesses, restaurants, museums, and other types of retail services, these Economic Nodes spread out throughout the entire footprint of the City and serve the community needs with local stores, and restaurants that highlight Lowell's unique diverse character. These Economic Nodes include:
  - Acre - Upper Merrimack Corridor
  - Downtown - Merrimack Corridor
  - Acre - Broadway Corridor
  - Belvidere - High Cluster
  - Highlands - Branch Corridor



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- Back Central Corridor
- Highlands - Chelmsford Corridor
- Centralville - Aiken Cluster
- Highlands - Cupples Square
- South Lowell - Gorham Corridor
- South Lowell - Tanner Corridor
- Pawtucketville - University Corridor
- Pawtucketville - Mammoth Corridor

Providing neighborhood-based appealing distinctive nodes for all city residents within a short walk or bicycle ride from their homes creates a social, economic, and environmental resilient Lowell.

- **Uniform Messaging** – CASE sees the expansion of our banner program as an opportunity to build cohesiveness in the City while highlighting the rich cultural tapestry that is Lowell. We also hear from residents of a desire to see more of their cultures reflected in the City. To that end CASE proposes that the messaging on the banners be the same, but that a new round of banners would be printed in different languages that are spoken most prominently here in Lowell:
  - English
  - Khmer
  - Portuguese
  - Spanish
  - Swahili

Banners in different languages would be spread equally around the city

- **Opportunity for Local Artists** – A refresh and expansion of the Like Lowell Banners also provides an excellent opportunity for local artists. While the messaging on the banners themselves would remain the same, a different artist from each district could be chosen that would highlight the uniqueness of the individual districts.

CASE is planning to partner with DPD on plans for the next phase of the Like Lowell banners. This is an opportunity to expand the plan to more districts, building a cohesive narrative for the city while using local artists to give each district some individuality.

Use of ARPA funding and the marketing budget are potential sources of funding for a banner expansion.

PC/kj/cmm

Cc: Camilo Espitia, Chief Design Planner