



Diane Nichols Tradd  
Assistant City Manager/DPD Director

**MEMORANDUM**

TO: Eileen M. Donoghue, City Manager *EMD*

FROM: Diane N. Tradd, Assistant City Manager/DPD Director  
James Donison, P.E. Commissioner DPW

SUBJECT: COUNCIL MOTION OF 05/08/18 BY COUNCILOR LEAHY  
REQUEST CITY MANAGER INITIATE A PROGRAM TO INVOLVE COMMUNITY/BUSINESS  
MEMBERS TO ASSIST IN BEAUTIFYING THE CITY

The Department of Public Works has recently completed several beautification projects around the City including the installation of 87 hanging flower baskets in downtown and plantings in City Hall plaza. DPW staff installed additional banners along Middlesex and Branch Street. Over 100 trees have been planted across the City by DPW staff. The City is lucky to have a community organization like the Lowell Parks and Conservation Trust (LPCT), every year LPCT plants a number of trees in the City and is a great resource to us as we consider additional planting locations and tree species.

Many of the City's active neighborhood groups actively work to help beautify the City in several ways. Just within the last couple of months neighborhood groups in the Lower Highlands, Belvidere, Tyler Park organized park cleanups at Armory, Kittredge and Tyler parks as a part of annual spring cleaning efforts. Clean ups organized in other neighborhoods that were affected by inclement weather have also been rescheduled for later this season. In addition to organizing clean up events some of the City's neighborhood groups do other kinds of beautification work. The Centralville Neighborhood Action Group helps decorate the Bridge Street business corridor around July 4<sup>th</sup> with flags annually. The Lower Highlands Neighborhood Group awards the Golden Flower Pot Distinguished Neighborhood Gardeners award to neighborhood residents through a public nomination and voting process.

Neighborhood groups often do a lot of behind the scenes work to help support community events like sponsoring scholarships for students and sponsoring little league teams. Many neighborhood groups actively volunteer time for events in their neighborhoods like Acre Fest, community garden build days, National Night Out, and more recently at the Bridge Street Light it Up event. These efforts indicate a strong sense of community commitment from our neighborhood groups to make Lowell the kind of community we are all proud to call home.

Also, the City continues to enact initiatives and programs to engage businesses and residents in the community to support efforts to beautify the City. One recent example of this is the Department of Planning and Development (DPD) recently spearheaded an effort in cooperation with several stakeholder partners to launch a crowdfunding campaign to "re-energize" Kerouac Park through MassDevelopment's "Commonwealth Places" program. The crowdfunding campaign raised \$29,692, more than the \$25,000 goal. MassDevelopment will match the original goal amount for a total of \$59,692 that will be used for improvements like fresh landscaping, new seating, outdoor play equipment, a stage, and more. The plan for the park also calls for a pop-up storefront that will empower local entrepreneurs to test their business ideas. Successful entrepreneurs may then seek a future bricks-and-mortar operation in Lowell.

DPD and DPW will work together with other partners to create a Litter Awareness Campaign to be presented at neighborhood group meetings. We will also contact the School Department to see what efforts are being made at the elementary school level to educate young children about littering, recycling and what habits they can adopt to help keep their neighborhoods clean.

DNT/JD/ns  
7/2/18

cc: Yovani Baez-Rose, Neighborhood Planner  
Andrew Shapiro, Director of Economic Development