

# SOCIAL / CULTURAL SYSTEMS

Goal: To strengthen and grow the social and cultural capital within the Industrial District.

Description		Implementation	Partnerships			Additional Information		Tracking		
Tracking Number	Topic	Intervention [Action]	Recommended Mechanism for Implementation	Potential Partnerships	Sector [Municipal, Commercial, Residential, or Multiple]	Opportunity for Private Sector, Individual or Volunteer Initiative (Y/N)	Precedent Example (s)	Location (s)	Recommended Timeframe for Initial Action	Progress Tracking
Social 001	Street Markets	Establish a program that is centered on a series of re-occurring district based events with the aim of attracting people to the district after hours, on weekends, and on holidays. Ideally, participating businesses either be based within the district or have some tangible relationship to the Mamaroneck in order to also boost local business. For example, these fairs can be weekend food truck rallies, holiday markets, or locally product markets – all of which celebrate the local maker economy.	Program - Event Based	Chamber of Commerce	Multiple	Yes	<ul style="list-style-type: none"> <li>Holiday Market, Union Square, NY, NY</li> <li>Food Truck Market, Troy, NY</li> </ul>	Varies depending on event, possible locations are: west side of Hoyt Street for Food Trucks on weekends, and Railroad Way and Ogden for special markets.	Short Term	Not Initiated
Social 002	Branding / Wayfinding	Create and implement a Industrial District branding program, which includes promotional material, district markers (such as banners or signs), website, and "Made in Mamaroneck" logo. In particular, key nodes of the district need to be marked, such as the entry points into the IAC on Fenimore Street, which would let visitors know that they are passing through a special place.	Program - Promotional	Chamber of Commerce	Commercial	Yes	Toronto's Distillery District Website - <a href="http://www.thedistillerydistrict.com">www.thedistillerydistrict.com</a>	Throughout district (banners and signs), online, and in print-	Intermediate Term	Not Initiated
Social 003	History	Celebrate the district's rich industrial past with an educational outreach program for businesses, residents, and students, which includes the creation of a urban trail that links key historical sites to key businesses, civic nodes, and established pedestrian trails.	Program - Educational	Historical Society	Multiple	Yes	<ul style="list-style-type: none"> <li>Historic Augusta Canal and Industrial District, Augusta, GA- <a href="http://www.nps.gov/nr/travel/Augusta/augustacanalindustrialdistrict.html">www.nps.gov/nr/travel/Augusta/augustacanalindustrialdistrict.html</a></li> <li>Urban Trail, Indianapolis, IN</li> </ul>	Throughout district (trail and markers)	Intermediate Term	Not Initiated
Social 004	Public Art	In conjunction with branding efforts (Social 002) create a public art program for the industrial district. The program should be a curated effort to place public art through out the district as a means to highlight Mamaroneck's creative community.	Program - Arts	Local Arts Groups	Commercial	Yes	Public Arts Program for NYC' Garment District - <a href="http://garmentdistrictnyc.com/about/programs/tourism-and-promotion/">garmentdistrictnyc.com/about/programs/tourism-and-promotion/</a>	Throughout district	Short Term	Not Initiated
Social 005	Quality of Life - Parking	Calibrate the all the street parking regulations within the district to align with new and expanded uses and different hours of each major use group. (I.E. on some street there needs to be curbside loading regulations during business hours and general street parking after-hours and on weekends).	Regulation		Multiple	No	~	Throughout district	Short Term	Not Initiated
Social 006	Pocket Parks	Create a series of pocket parks, also known as minipark or vest-pocket park, within the streetscape of the industrial district. These new parks are to provide easily accessible areas within the district for small events, relaxing or meeting friends, taking lunch break, and etc.	Plan		Multiple	Yes	Dumbo Pocket Park, Brooklyn, NY <a href="http://www.streetsblog.org/2007/08/10/city-launches-public-plaza-initiative-at-Dumbo-pocket-park/">www.streetsblog.org/2007/08/10/city-launches-public-plaza-initiative-at-Dumbo-pocket-park/</a>	Throughout district - possible locations include: dead end streets; vacant lots, parking spaces / lots, and other under utilized spaces within the district.	Intermediate Term	Not Initiated
Social 007	Special Events	Hold special events within the district, such as a movie night or street fair, as a means to attract people to the district.	Program - Event Based		Municipal	Yes	Family Move Night, Anderson, SC	Throughout district	Short Term	Not Initiated