

## Vision Statement

You will need to create a short, two-to-three sentence vision statement to help “sell” your Elmwood proposal to the City Council. It needs to be aspirational and describe *what it will feel like* to be in your development (not just buildings and their locations). Think in terms of benefits rather than features. Do this before you start building. Here are some items to consider:

Team Name: \_\_\_\_\_

### *Who will live in Elmwood? Who will work/shop/play in Elmwood?*

Demographics	University students? Young professionals? Couples, no kids? Families? Empty nesters?	
Income levels	Mix of incomes? Focus on workforce and/or low-income? Entry level? Affluent?	

### *How will you design Elmwood? What do you intend to accomplish with these uses?*

Overall aesthetic approach	Modern or historic? Low or high density? Bustling commercial or quiet residential?	
Product location, amount & adjacencies	Residential/office/retail/grocery/Q-Mart? Homeless shelter? Community facilities?	
Design features	Central focal point? Outdoor space? Main street?	
Access & transportation	Connected to or closed off from surrounding area? How are people traveling? Bus? YART? Bike? Walking?	
Activities you want to encourage <i>and</i> activities you want to discourage through design	People walking to YART? People sitting at cafes? Families in the parks? Office workers running errands?	

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