

Lakeview Area Master Plan LAMP



GOALS:

The goal of LAMP is to create a comprehensive plan to add to the vibrancy of the commercial corridors in West Lakeview, producing opportunities for existing businesses, attracting new businesses and developing a commercially rich and diverse community where people will want to live, linger and have a longing to come back. The Lakeview Chamber of Commerce and SSA 27 are developing a comprehensive plan that engages all parts of the community to contribute to the vision of the commercial districts. The plan will identify areas of retail growth while finding ways to capitalize on existing assets.

This is
Lakeview

OBJECTIVES

- Generate clear, concise, detailed documents that the Chamber can refer to over time. The results and materials should be actionable workplans.
- Conduct a broad and deep outreach strategy that utilizes creative techniques to reach a wide range of locals, including those that aren't traditionally reached by current outreach efforts
- Conduct extensive qualitative and quantitative research that results in a clear sense of who lives in the community and how they want to see the commercial areas to develop
- Assess the feasibility of and viable strategies to increase the number of tourists visiting the district
- At least some part of the implementation phase should be visible, so that the community can see progress being made
- As part of the project, Green and Sustainable initiatives should be explored with the community. The top initiatives should be included in the final recommendation and implementation strategies. The green initiatives should be focused on reducing costs for existing businesses, attracting new markets, complementing a viable green brand or increasing sales, while at the same time providing environmental and social benefits.

Lakeview Chamber of Commerce and SSA #27