



YIMBY Exercise
October 29, 2007

Case Study:

One of your neighborhood association board members has recently discovered that a new development is being planned for the neighborhood. It's a rehabbed development of the old Mayrose School for Wayward Girls Building. A non-profit organization has purchased the building and will be renovating it for their clients who are developmentally disabled and physically disabled.

A representative of the organization has been to your neighborhood association meetings and made a presentation on their plans for improving the property as well as what programs they offer as part of their supportive services. Your executive committee of your board is happy and excited about the project. They write a letter of support to the planning commission for the non-profit group that is sponsoring the project.

The next month you have a large audience in attendance at your regular monthly meeting. There are several upset neighborhood residents that have heard rumors about all kinds of different things moving into the old school.

How do you clarify and communicate the correct information to your neighbors?

What tools do you have to answer their questions and address their concerns?

Is there any available information or resources you may have from your capacity inventories of your board members?

How would you promote this project in your neighborhood?