

DEVELOPING A BRAND

The Town of Irvington is considering a number of Capital Projects that have the potential of impacting the character of our small town and influencing how our residents experience their community. Because any one of these projects could diminish the qualities we value the most, it is imperative to identify those descriptors that best communicate what the residents cherish most about Irvington. We need to develop a clear, cohesive and detailed vision of what we want to BE before changing ANYTHING. In this way we can preserve our community through resident supported and purposeful change.

Below are descriptive words from our vision statement and other planning documents. Please add to the list your words/concepts that reflect what YOU value most about our community and return it to me for use in the upcoming TC Workshop.

Thanks,
Jackie Brown

Village atmosphere
Historic
Rural
Resort
Agricultural elements
Charm
Picturesque
Strong Sense of Community
Working Waterfront
Open Green Spaces
Carters Creek and watershed environment
Limited density
Safety
Peace and Quiet
Unmarred by 21st century commercialism
Authentic
Exceptional