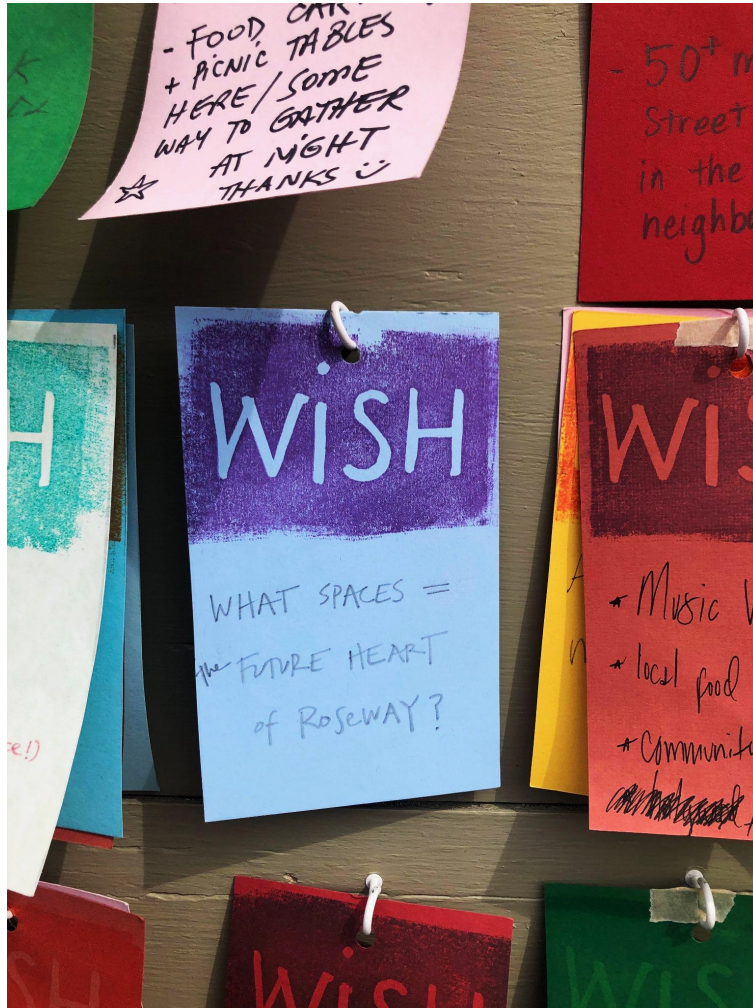




Roseway Wishing Wall

- June 2023 -

I. Intent

The Roseway Wishing Wall was an experiment in June 2023 to amass ideas and energy around the next generation of Roseway's business corridor and public gathering spaces. Ideal project trajectory: art > ideas > conversation > storefront + public space revival.

II. Wishes

The neighborhood embraced this project! We received 128 community-oriented entries¹ over the course of the month. See [this spreadsheet](#) for a complete wish inventory. Some core themes emerged:

1. **Overall:** We want more places to *gather* as a community, to build our unique community. We currently have to *leave* our neighborhood for many basic services and rituals, instead of being able to walk or bike to these favorite storefronts from our homes. We want to change that dynamic, via a host of ideas.
2. **Food/Drink (27%):** The most common theme of all the wishes was more places to eat and drink that fit the neighborhood palate. We have specific desires though: wine/cocktail bars, food cart pods, tea houses, vegan options, gluten free bakery, pop-up space for chefs dinners, homemade ice cream, local market, candy stores, and creative combinations of food venues and other types of business to draw people in.
3. **Greenspace (10%):** We are a neighborhood of gardeners and backyard habitats, yet this is not reflected in the concrete heat island of our Sandy Blvd business corridor. Wishes focused predominantly on planting more trees along Sandy Blvd, and some expanded to pollinator pathways, urban biodiversity and community gardens along that heavily trafficked route.

¹ Multiple entries per card were each counted as distinct wishes. In addition, there were 20+ personal wishes not included in the analysis here, as those entries were singular outliers (see spreadsheet for full data).

4. **Transit/Safety (9%)**: Some very specific wishes to improve ease and safety of transit in the neighborhood, particularly for cyclists and pedestrians: no left turn on Sandy Blvd, a new streetcar line, bike lanes, speed reduction, and more sidewalks.
5. **Movie Theater (9%)**: We are sorely missing the Roseway Theater and many wanted to see it resurrected and/or memorialized in some form.
6. **Music Venues/Live Theater (7%)**: We are a musical and music-loving neighborhood that desires a music venue for all ages; one person even illustrated an amphitheater at the base of the 72nd Parkway / Prescott! A few people also called out for community theater space.
7. **Sports/Movement (6%)**: We are an active neighborhood and want spaces to play and fix our equipment: bike shop, skate shop, roller rink, pilates studio, etc.
8. **Bookstore (6%)**: This gets its own listing as 7 people wished solely for a Roseway bookstore!
9. **Artspace (6%)**: The most common wish in this category was a communal art space offering classes.
10. **Community Center (5%)**: Multiple people wished for a "community center" in Roseway. The discussion here is what community center = ?
11. **Workspace (2%)**: A couple of the wishes called out the need for a co-working hub in Roseway, one with a local food hall.
12. **Other (13%)**: Some wishes didn't fall into a specific category, so best viewed individually in the spreadsheet.

III. Questions for Discussion

- **Property owners:** what is the most compelling way to share findings with property owners for discussion and action?
- **Business resources:** what resources can the RNA/RBRC offer Roseway residents who want to activate a Wishing Wall business idea, or those that want to move a relevant business to Roseway? Particularly around links to financing, city services, map of vacant lots, etc? (the #BeYourOwnGenie stage of this Wishing Wall!)
- **"Domino" wishes:** which of these wishes could catalyze change in a big way in the neighborhood - an anchor for others to follow?
- **Trees on Sandy:** Is the greening of Sandy a visible early win opportunity for the neighborhood, and can this be participatory? Is there a role for our resident rewilding experts, landscaping companies, and city as it expands its tree canopy further into the east side?
- **Project Archive:** Is there interest in digitally housing the Wish Tags on the RNA website, for reference (as a giant photo grid, for example)?