

BIG PLANS

FOR SMALL TOWNS

2019 APA-AL | MS Annual Conference



Billy Jean Stroud
Director of Community
Development and
Main Street

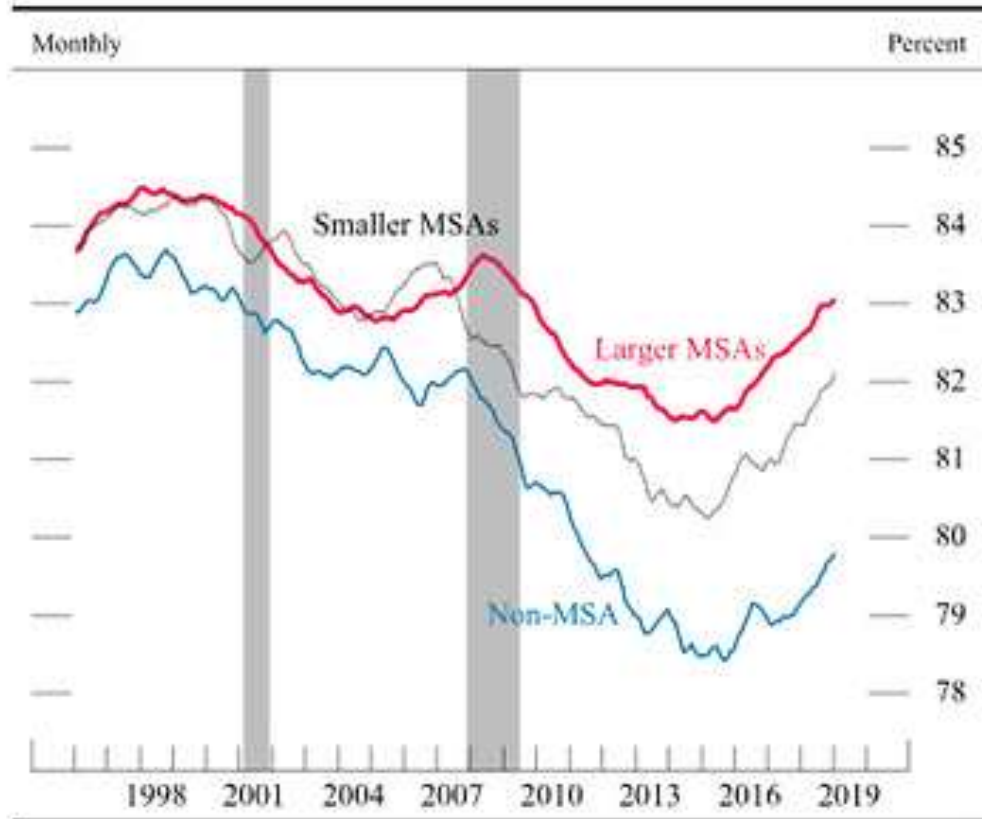


Bob Barber, FAICP



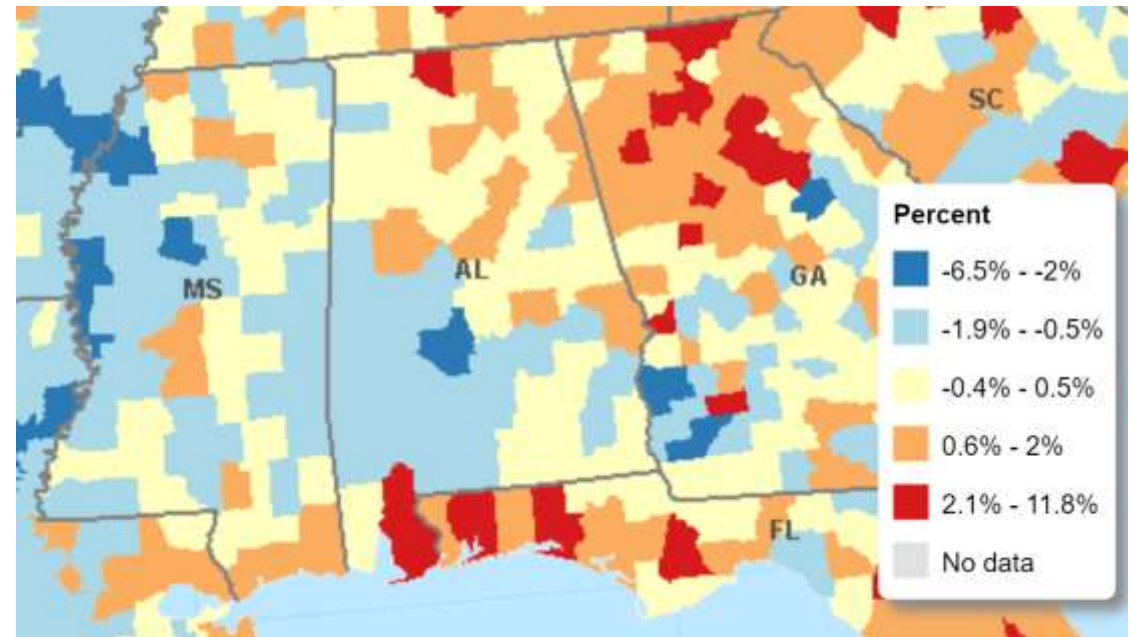
Bert Kuyrkendall, PE, AICP

Labor force participation rates



NOTE: Data are for persons aged 25 to 54. Larger metropolitan statistical areas (MSAs) consist of 500,000 people or more, and smaller MSAs consist of 100,000 to 500,000 people. The shaded bars indicate periods of business recession as defined by the National Bureau of Economic Research.

SOURCE: References listed in box note 2.





- Funding
- Leadership
- Public Involvement

Process



- Land-Use/Character Zones
- Node and Corridor Design
- Transportation

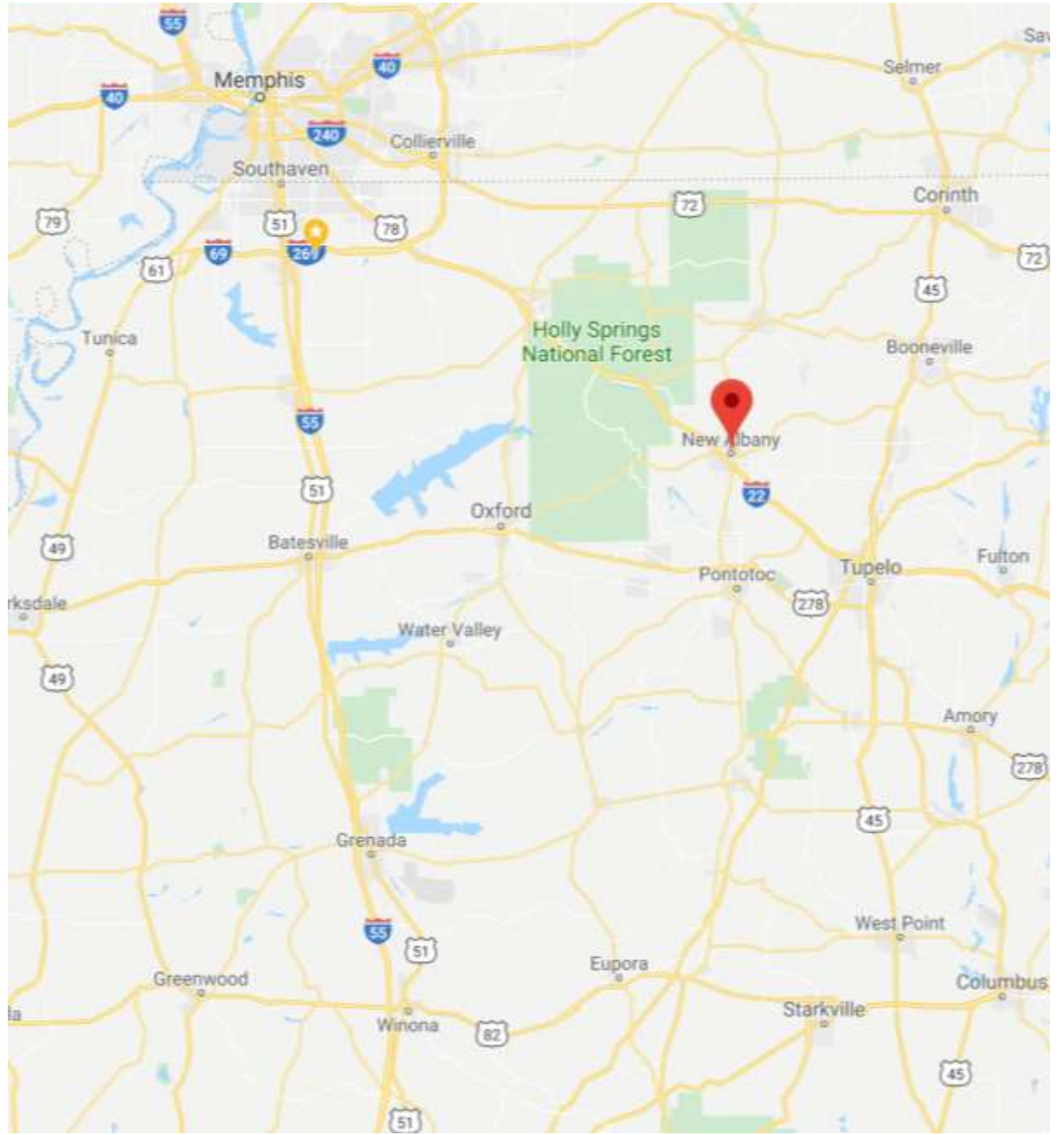
Plan



- Zoning Changes
- Standards Revision
- New Policies

Policy





NEW ALBANY MISSISSIPPI



You Tube

Contact Us



Home



Shopping



Dining



Lodging



Attractions



Sports



Festivals & Events



City Services



Getting Here

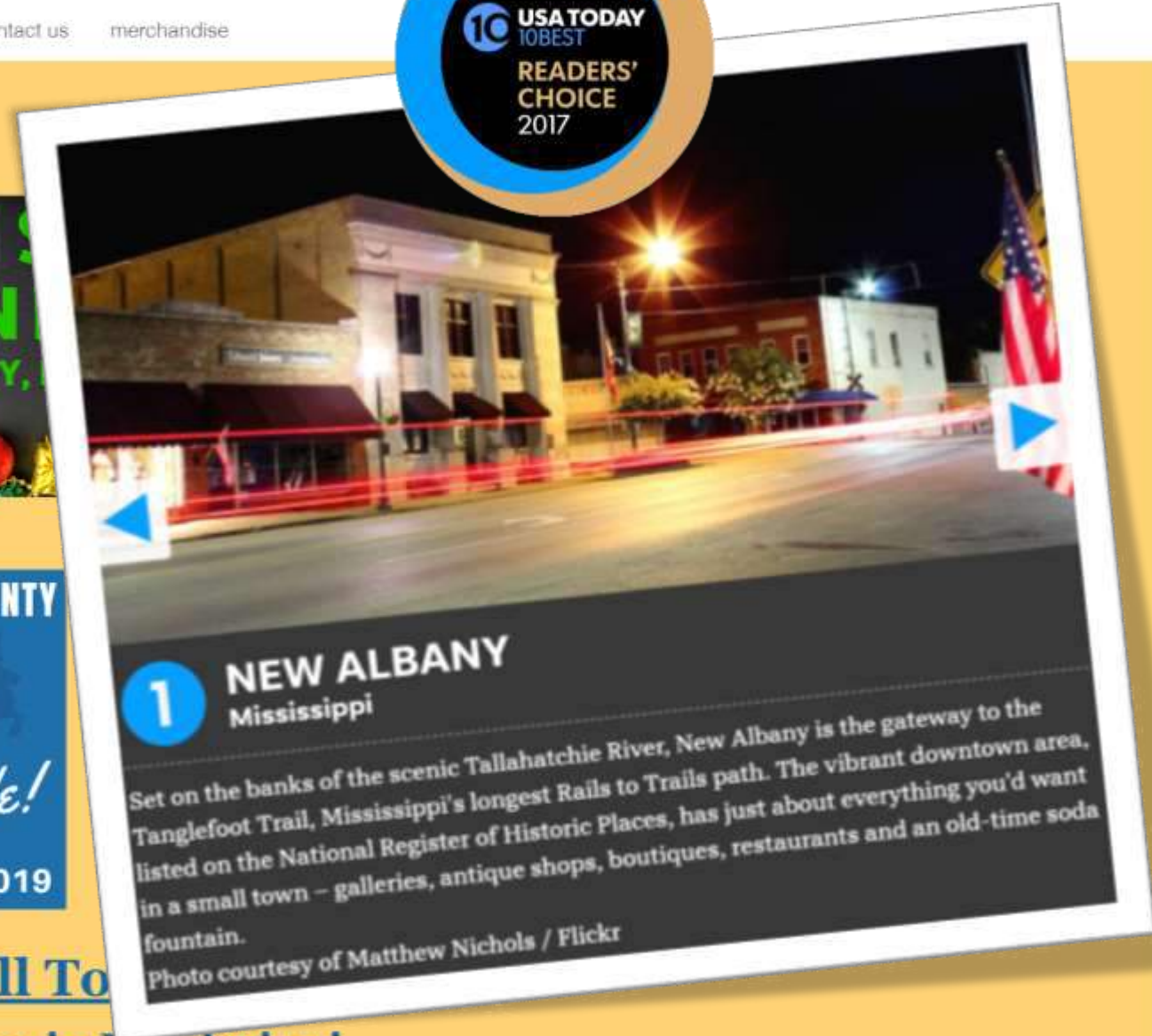


Gateway to the Tanglefoot Trail®





Organization. Design. Promotion. Economic Vitality.



**USA Today's Best Southern Small Town
House Beautiful's Most Beautiful Small Town in Mississippi**

NEW ALBANY NEXT



July 18, 2019 6:00-7:30

Concept Plans Reveal and Reception

WHAT'S **NEXT** FOR NEW ALBANY?

New Albany Planning Week is July 15-19

Planning Week builds on the work of earlier area gatherings and guidance of the project's Advisory Group. Now it's time for an in-depth look at designing New Albany's future.



Two major opportunities for community input! Come plan what's next for New Albany!

July 15, 6:00 - 7:30 p.m.

Community Futures Workshop

@ Bankhead Bicycle Club, 108 W. Bankhead

July 18, 6:00 - 7:30 p.m.

Reception to View Concept Plans and Results!

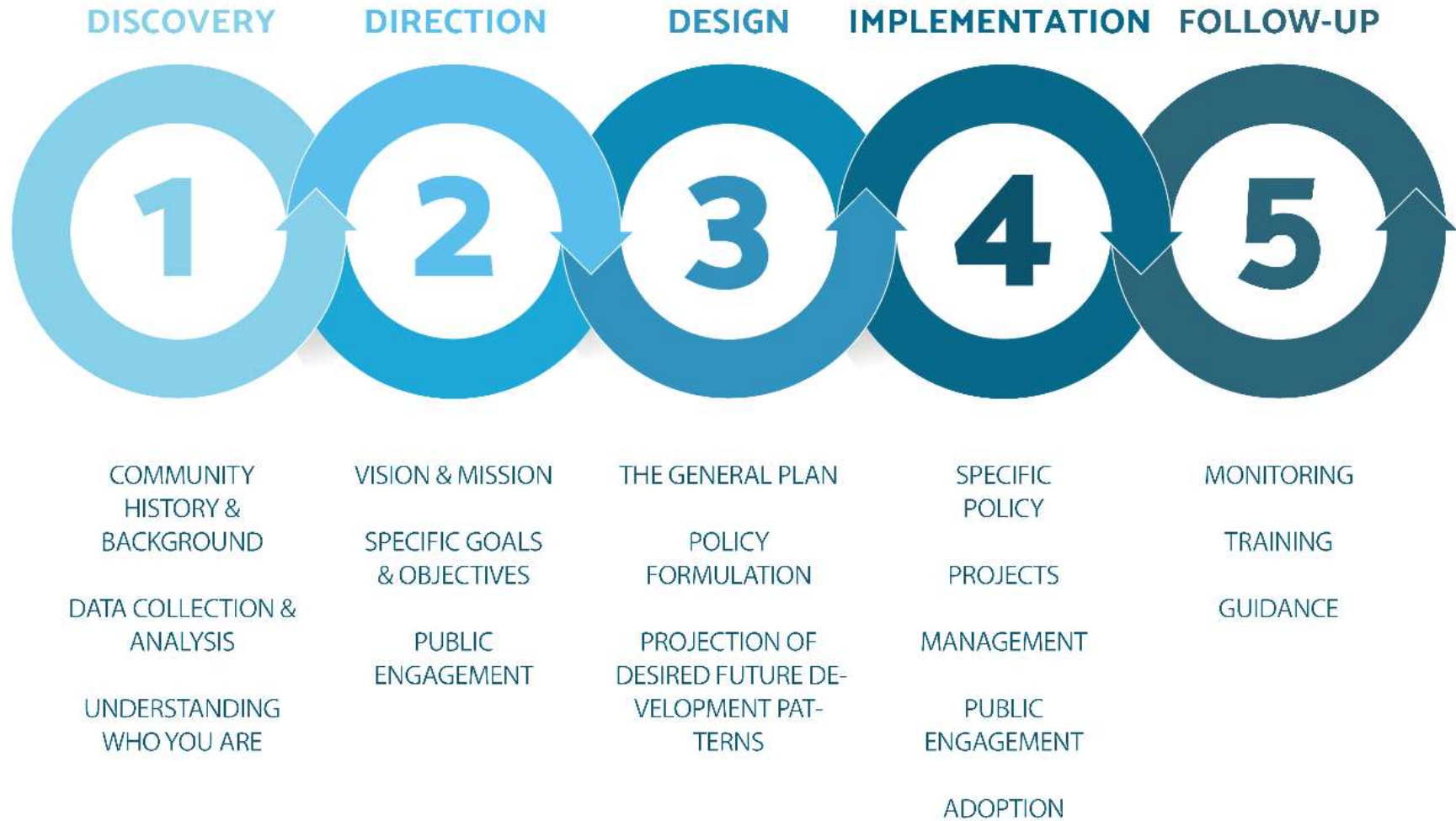
@ Bankhead Bicycle Club, 108 W. Bankhead



For More Information visit:
WWW.NEWALBANYNEXT.COM

- Fact-Based
- Collaborative and Inclusive
- Vision-Driven
- Outcome-Focused

PLANNING PROCESS



Role of the Advisory Group

- The project advisory committee's role in the planning process is to:
- Assist in setting broad planning vision for New Albany
- Help determine key stakeholders and invite their input into the process
- Provide critical input, direction, and counsel for the overall project
- Advise the planning team on policy matters and community issues
- Review findings and conclusions
- Officially represent the community in the process
- Act as spokespersons
- Volunteer to facilitate at public meetings
- Disseminate information during the process through personal networks
- Support the process and its events in various other ways
- Attend meetings



An Effective Advisory Committee

- Mindful of inclusive community engagement
- Representative of the larger community
- Open-minded in attitude
- Helpful in execution of the process
- Hopeful about the future
- Thoughtfully and helpfully responsive



5.23.19



5.28.19



5.30.19



6.24.19

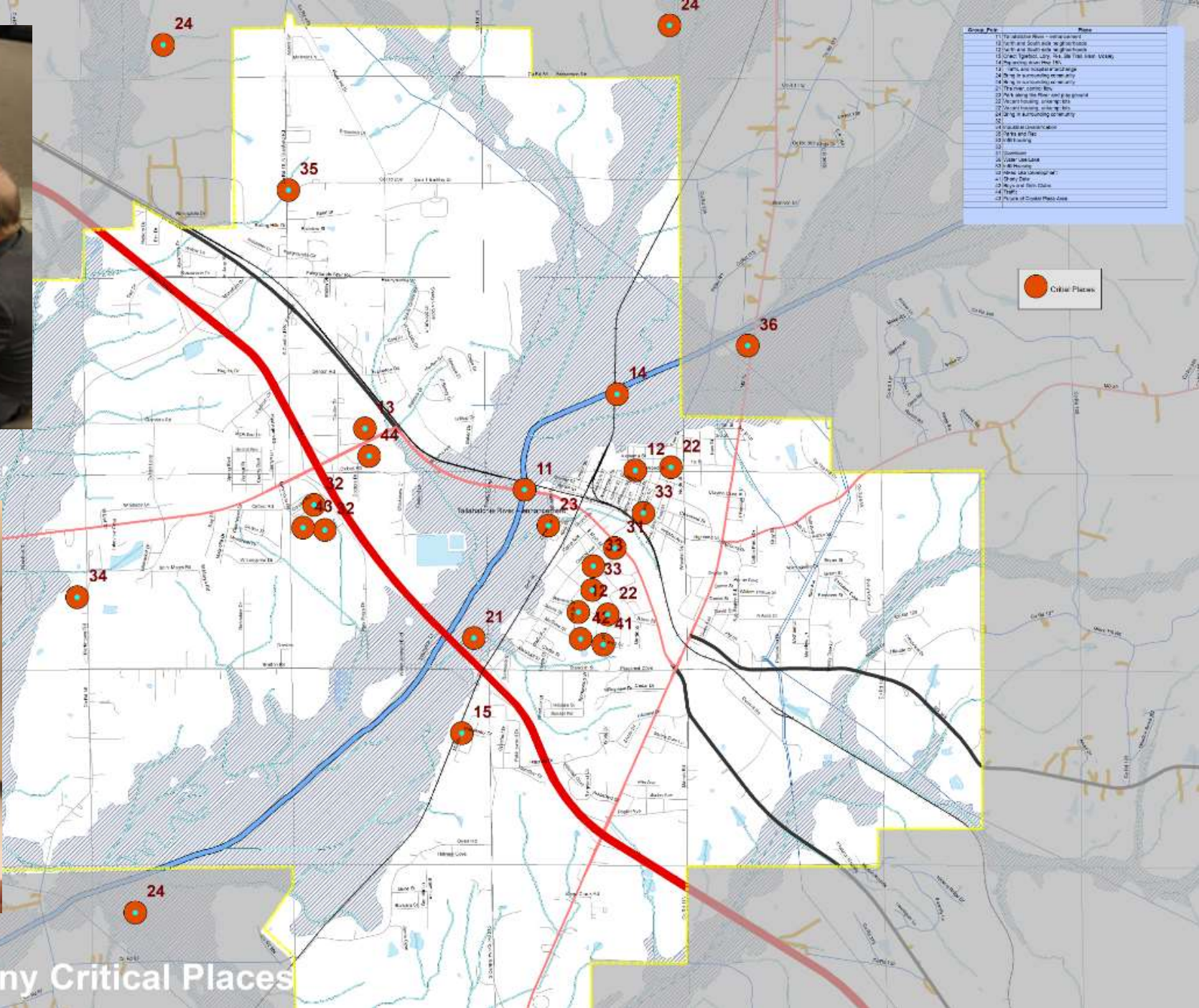
- Over 100 Participants
- Strong Web Traffic





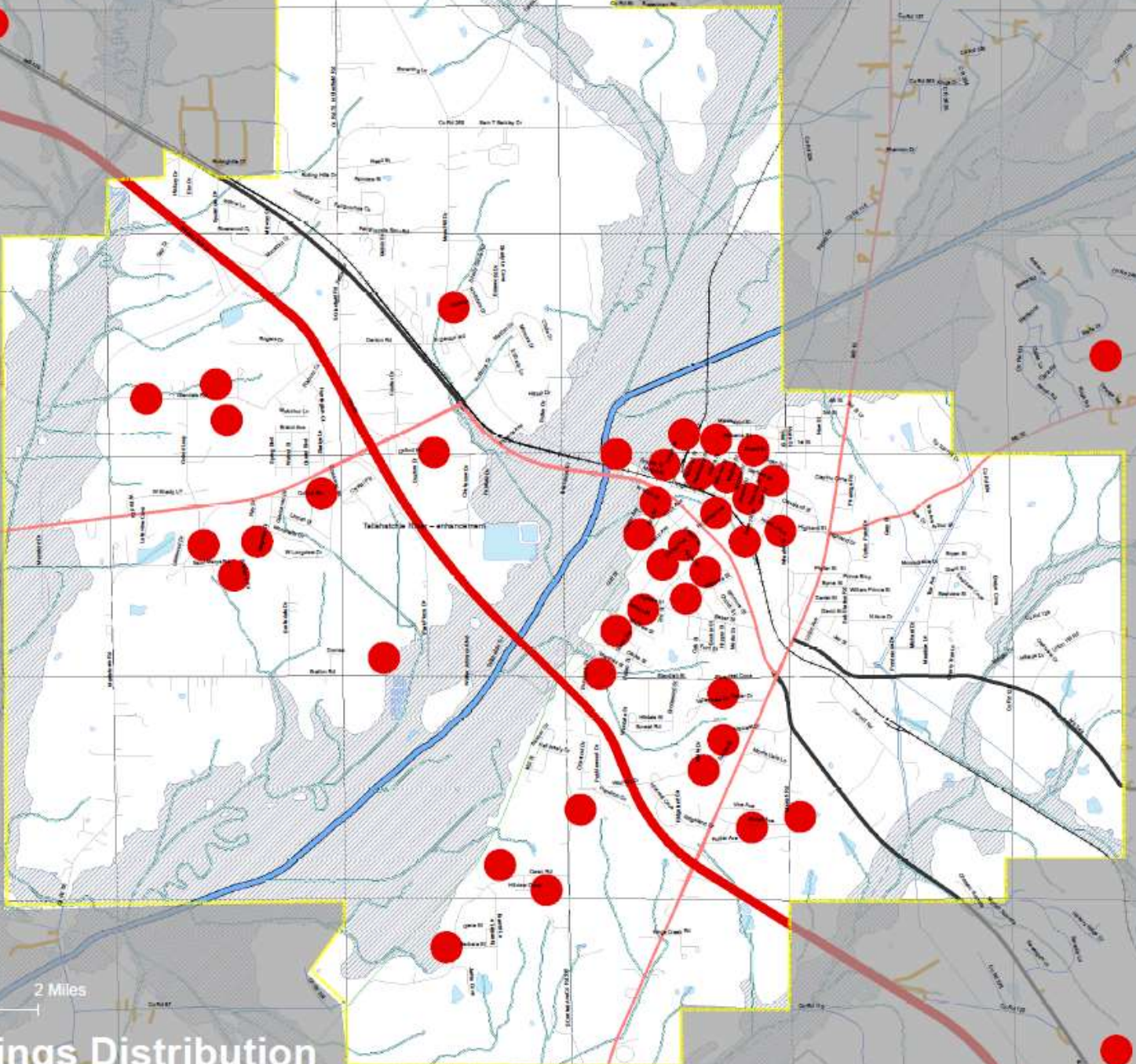
Advisory Group Meeting #1

New Albany Critical Places





Each red dot indicates the address of an individual participant in one of 3 input sessions held on May 23, 28, and 30 of 2019. Not all participants signed in. The distribution represents about 70 percent of those who participated.



0 0.5 1 2 Miles

New Albany Area Gatherings Distribution



135 Distinct Comments

1. Infill, Redevelopment, New Development, Housing
2. Riverfront and Downtown
3. Parks and Recreation
4. Medical District/Healthcare
5. Community Marketing, Tourism, Events and Activities
6. Industrial, Retail Growth, Job and Population Growth
7. Mobility
8. Community Support Infrastructure
9. Aesthetics, Design, Built Environment
10. Education
11. Management, Administration, City Codes



- 1 Preserving and reinforcing New Albany's historic core** - by emphasizing downtown and the riverfront, continuing historic downtown patterns of compact mixed-use development.
- 2 Replicating and extending New Albany's traditional character** - by applying those patterns to new development and redevelopment.
- 3 Enhancing New Albany's recreational amenities** - by supporting, improving, connecting and expanding recreational offerings.
- 4 Connecting New Albany to its riverfront** – by clearly linking the riverfront to its surrounding (downtown, park) through public and private design.
- 5 Connecting New Albany communitywide** – by improving and extending key pedestrian and cycling paths in ways that link the key points of the city.



- 6 Enhancing appearance and function of gateway corridors and key mobility routes** – by establishing context sensitive and complete (all modes included) mobility routes.
- 7 Developing community anchor areas** (schools, the medical districts, employment areas) as distinct, well-functioning, attractive districts – by enhancing clear identity that boosts the economic growth of New Albany and overall community livability.
- 8 Inducing neighborhood development and redevelopment investment** - by identifying infill opportunities and establishing plan and policies aimed at renewing areas in decline.
- 9 Unifying the New Albany experience for visitors** – by coordinating marketing through overall community branding, establishing wayfinding, and supporting the rich cultural life of the community.
- 10 Cultivating local entrepreneurship and developing broad-based employment opportunities** – by incubating local business, encouraging educational quality, and building a flourishing city attractive to larger scale employers.
- 11 Improving the efficiency and effectiveness of administrative frameworks** – by creating codes and guidelines that are technologically current, friendly to navigate and achieve the desired development outcomes.

Medical District

Infill

DT & River

New Neighborhood

Carter Street Corridor



0 395 790 1,580 Feet

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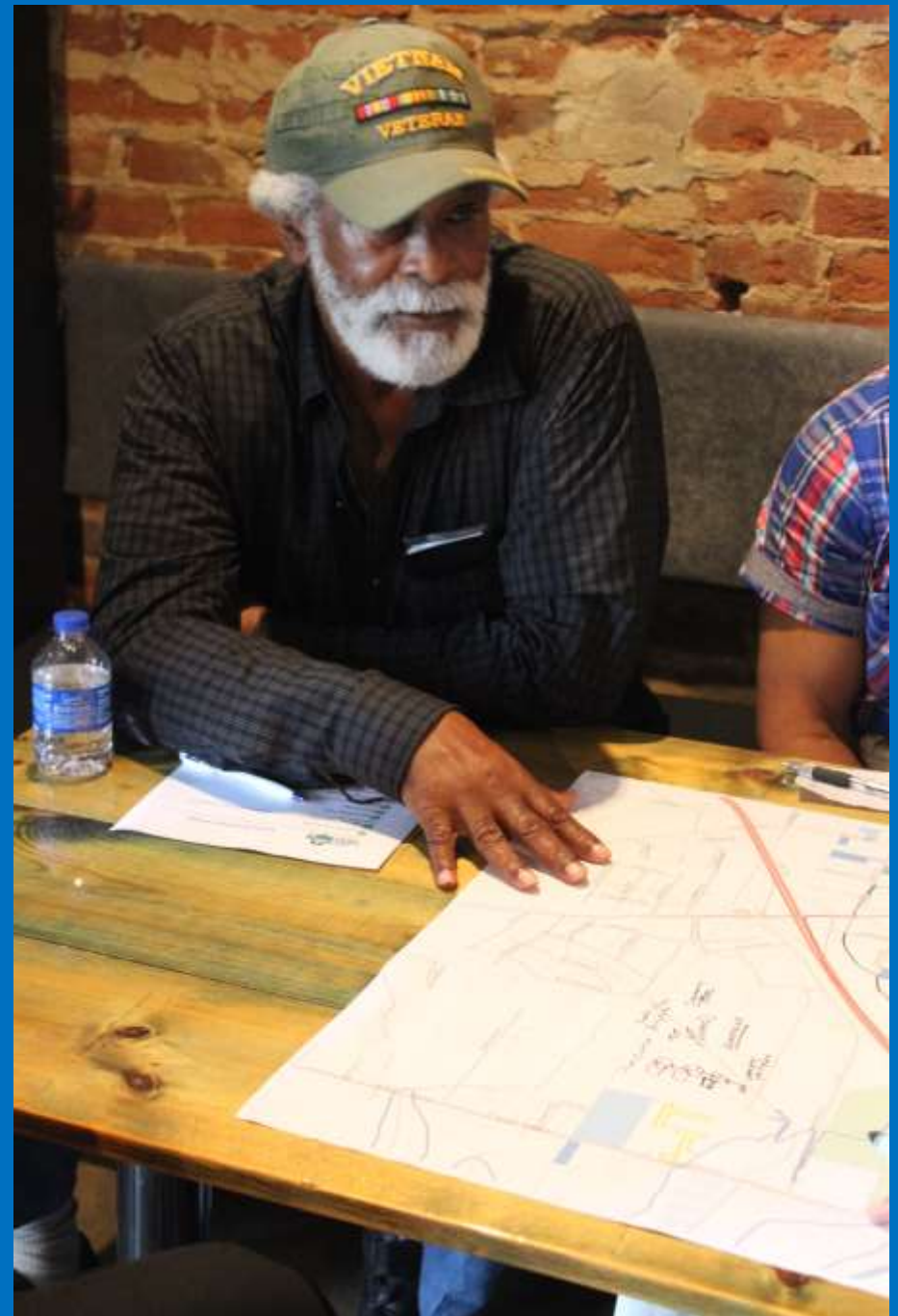




Planning Week - Draft

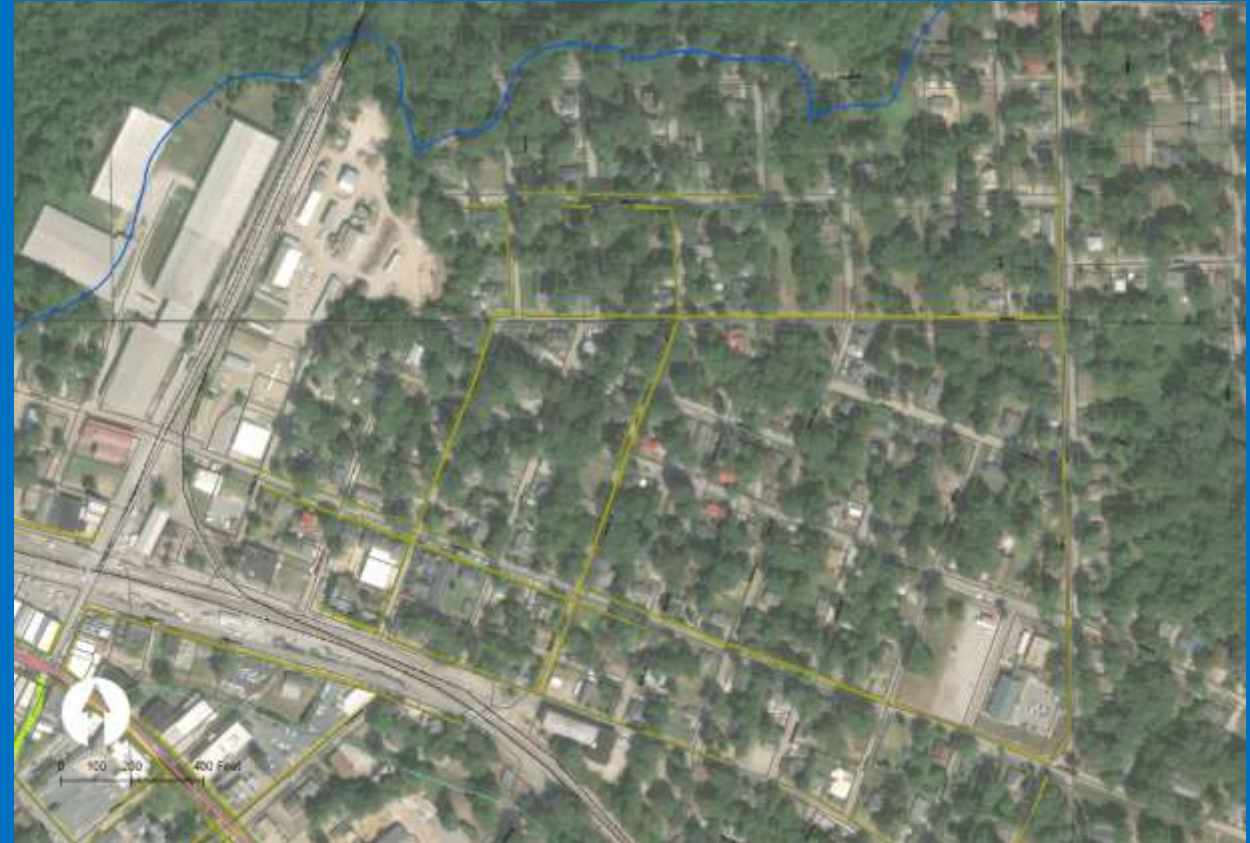
Time	Monday (7/15)	Tuesday (7/16)	Wednesday (7/17)	Thursday (7/18)	Friday (7/19)
8:00 AM		Debrief	Debrief	Debrief	Debrief
9:00 AM	Team Arrives, Set up, Orientation	Team Work Session	Team Work Session	Team Work Session	Team Work Session
10:00 AM					
11:00 AM					
12:00 PM	Lunch	Lunch	Lunch	Lunch	Lunch
1:00 PM	Review Work to date, Establish placetypes, plan outline etc. begin planning and design	Follow-up Stakeholder Interviews As needed. Otherwise Team Work Session.	Team Work Session	Team Work Session	Wrap up/ Depart
2:00 PM					
3:00 PM		Team Work Session	Team Update	Final Prep for Session	
4:00 PM					
5:00 PM	Final Prep for Session	Team Work Session	Team Update		
6:00 PM	Session I Community Planning Workshop	Team Update	Open Studio Update/ Photo Results	Session II Conceptual Development Plan	
7:00 PM					
8:00 PM	Dinner	Dinner	Dinner	Dinner	

Public Meeting indicated in **Green**



Northside Infill/Cultural District

1. What publicly provided services are most needed in the neighborhood? (redevelopment authority, streetlights, sidewalks, parks, etc.)
2. What are the primary challenges facing this neighborhood?
3. Is there currently an appropriate mix of housing and housing density?
4. What are the best ways to link this neighborhood to downtown?
5. Do the neighborhoods in general need better identity?
6. What characteristics are most important to preserve or emulate?
7. Are there any examples of new/infill development you would not like to see carry forward in the future?



Carter Street Corridor

1. In addition to good aesthetics, what type of uses along Carter Street will best serve the citizens and visitors?
2. Do you envision connections to the river?
3. Can this corridor be used to encourage entrepreneurship?
4. How can there be a better connection between Carter Street, the neighborhood to the east, and the Tanglefoot Trail?
5. How can this become a better gateway to Downtown?
6. What constraints presently exist along this corridor that could prevent future improvements for mobility and efficiency?















From the gently rolling green of the North Mississippi Hill Country
to the slow, graceful river at its heart,
New Albany is rich in history and heritage.

First Peoples
Faulkner
Blues
True Community

A community willing to dream and do—accomplished, creative, classic, small-town Southern living.

A community nourished and supported by its institutions and ever strengthened by its gatherings of faith.

Entrepreneurial spirit and strong civic commitment.

Growing and thriving.

Strong
Thinking
Dreaming
Doing

Charting a fresh course.
Inspired by distinguished successes.
Realistically considering challenges.
Pacesetting small-town excellence.

Celebrate New Albany Next!

Transect based planning

The framework for planning the future of New Albany uses a transect based approach. The transect model departs from the conventional land use focused approach used for decades and which underlies current planning assumptions in New Albany. The Advisory Group has chosen to use a more comprehensive and sensitive "placetype" approach for New Albany Next. This approach recognizes distinctive types of places and is very deliberate in their treatment, ensuring future development expresses the desired character and function of each well-defined place. These placetypes exist along a continuum of development patterns. As illustrated below, there are seven distinct continuum types ranging from the "Natural" to the "Urban Core", in addition to the "Special Districts" area. The placetype, then, is a planning tool used to guide, evaluate and project development in terms of form, scale and function in the built environment. This includes descriptions, standards, and graphic examples of each place type along with its mobility characteristics. In New Albany, placetypes currently being considered are:

1. Natural Areas, Parks and Open Space
2. Rural Areas
3. Rural Center
4. Suburban Neighborhood
5. Mixed Residential Neighborhood

6. Traditional Neighborhood (New)
7. Traditional Neighborhood (Historic and Infill)
8. Suburban Corridor
9. Downtown Gateways
10. Neighborhood Center
11. Downtown Core
12. Special Districts (Employment, Institutional, Federal)

"By far the greatest and most admirable form of wisdom is that needed to plan and beautify cities and human communities."

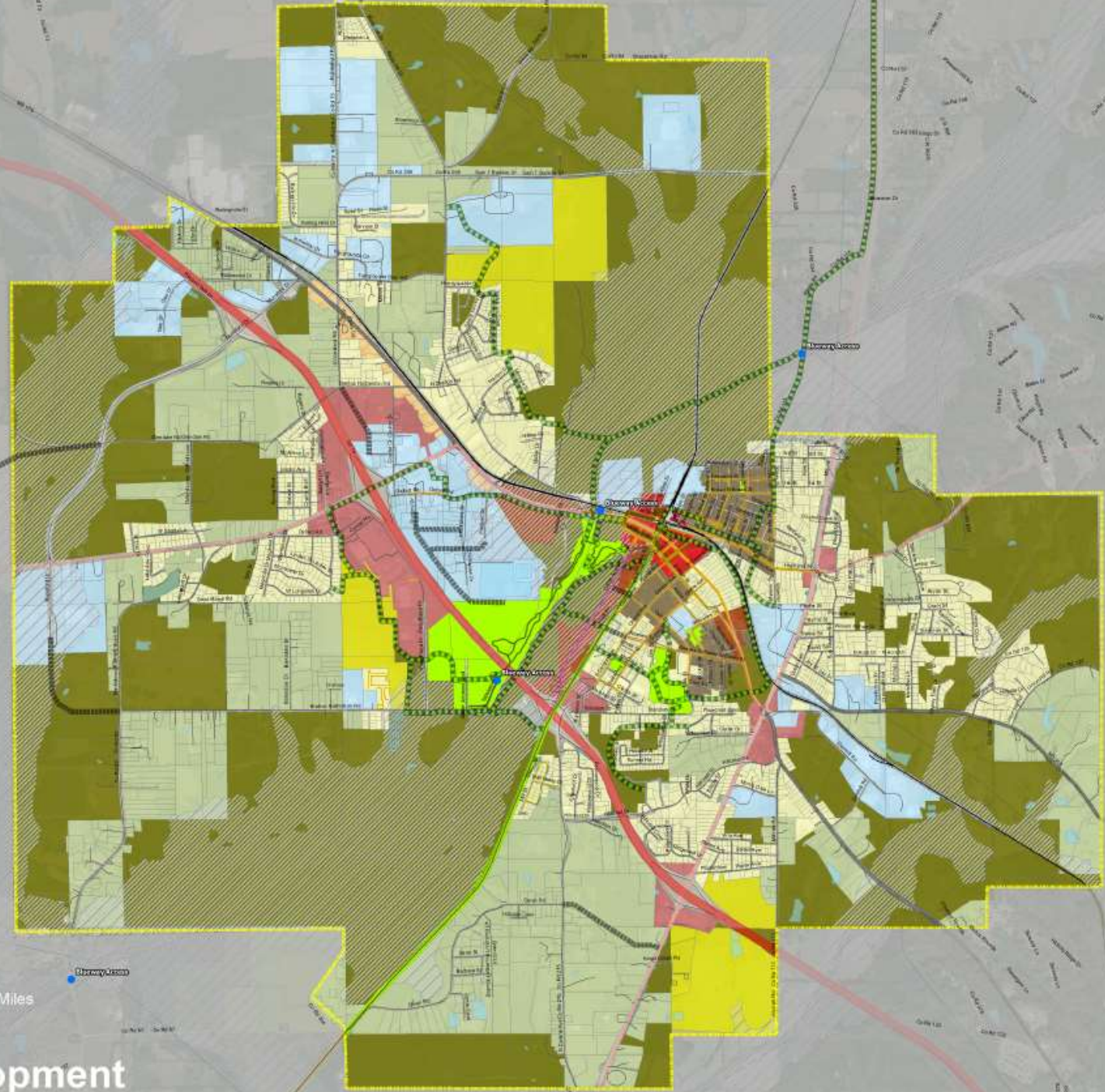
Socrates



Legend

- | | |
|---|---|
|  Special Districts |  Parks & Recreation Facilities |
|  Traditional Neighborhoods (Infill) |  Existing Facilities |
|  Traditional Neighborhood (New) |  Greenway |
|  Suburban Neighborhood |  Greenway-Targeted Trail |
|  Suburban Corridor |  Street |
|  Suburban Commercial |  Bike Lane |
|  Downtown Gateway |  Greenway |
|  Rural Areas |  Street |
|  Natural Areas, Parks & Open Space |  Street |
|  Downtown Core |  Street |
| |  Limited Park |

Downtown New Albany



0 0.5 1 2 Miles

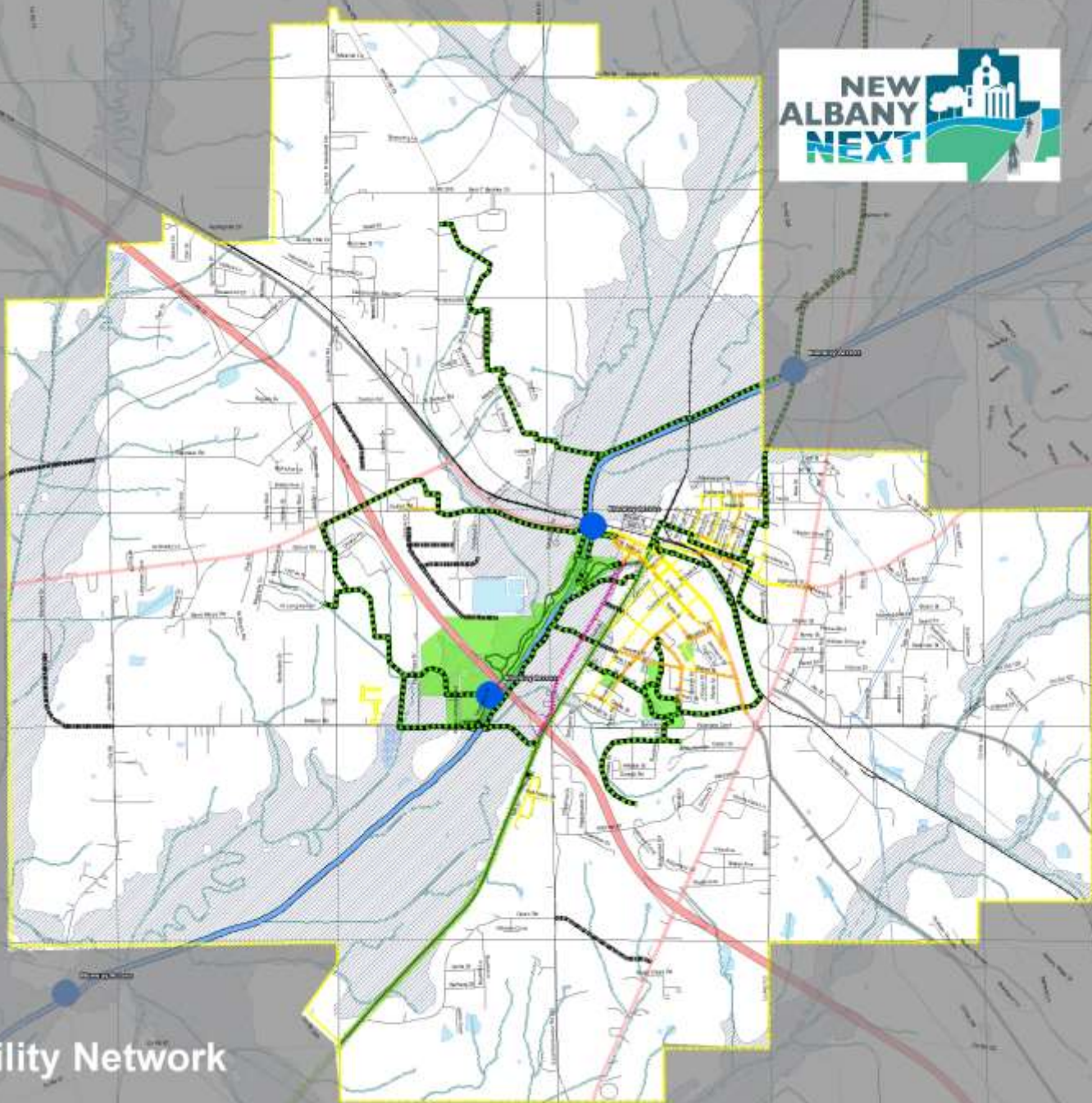
New Albany Future Development



- Water Access
- Bike Lanes
- Greenway
- Sidewalk
- Street
- <all other values>
- Greenway
- Greenway-Tanglefoot Trail
- Sidewalk
- Parks - Recreation
- Flood Zone



Downtown



New Albany Future Mobility Network

An aerial photograph of a city area with several planning overlays. A thick red line runs diagonally from the top-left to the bottom-right. A blue line follows a river path. A yellow dotted line forms a loop in the center. A yellow line runs horizontally across the middle. A grey oval highlights a diagonal path. Four grey circles highlight specific areas. A scale bar and north arrow are in the bottom-left.

Medical District

Infill

DT & River

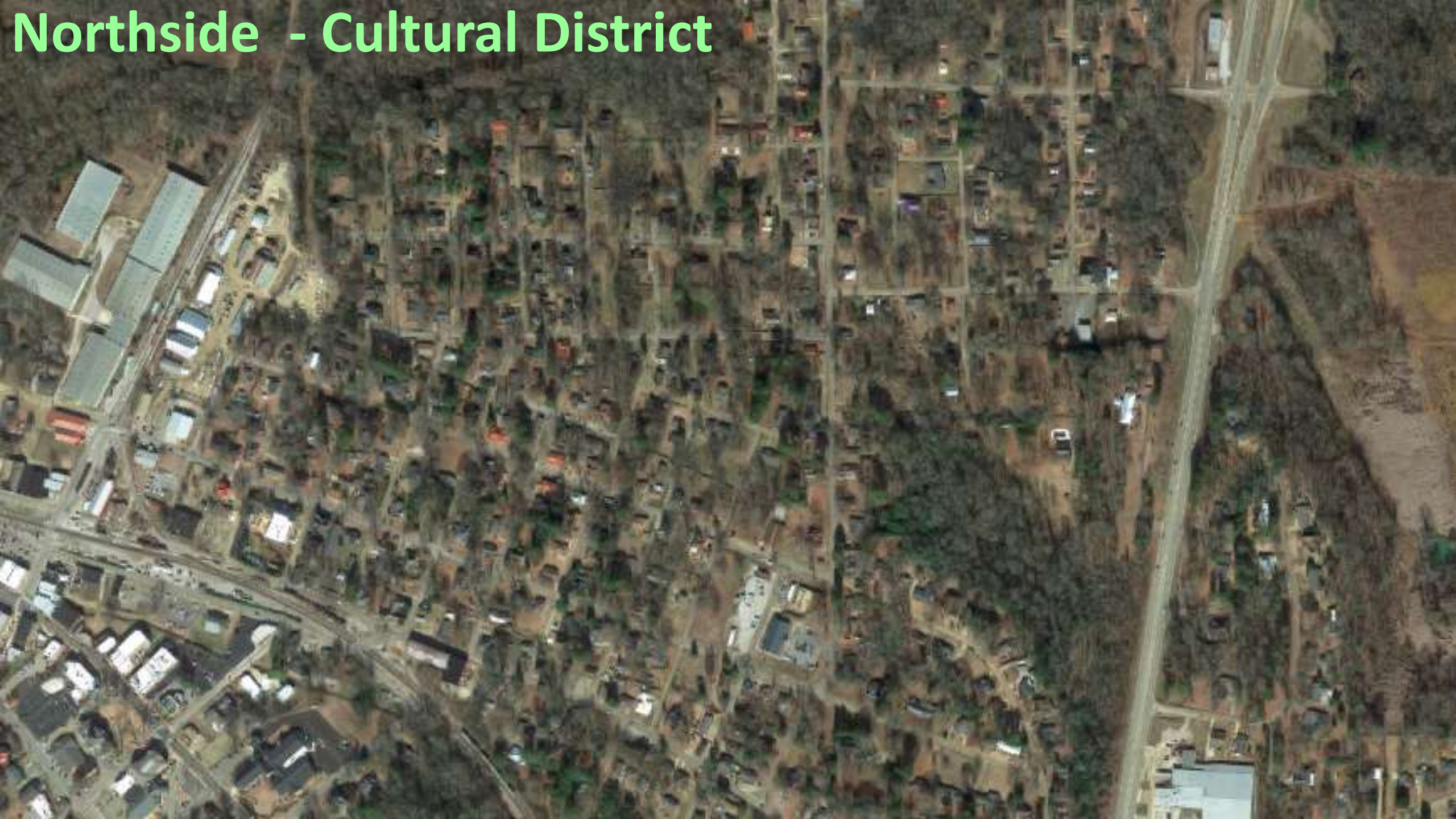
New Neighborhood

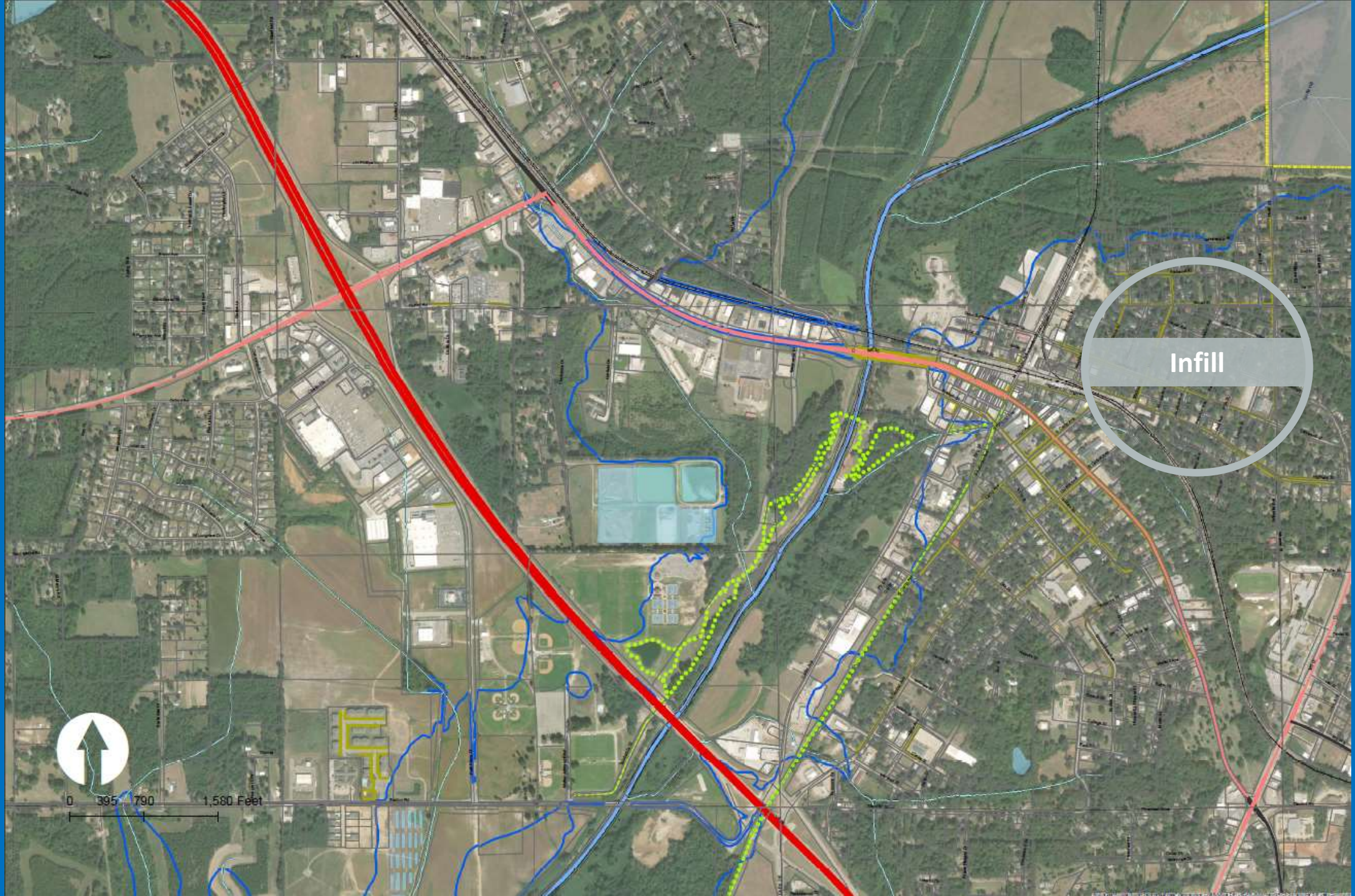
Carter Street Corridor



0 395 790 1,580 Feet

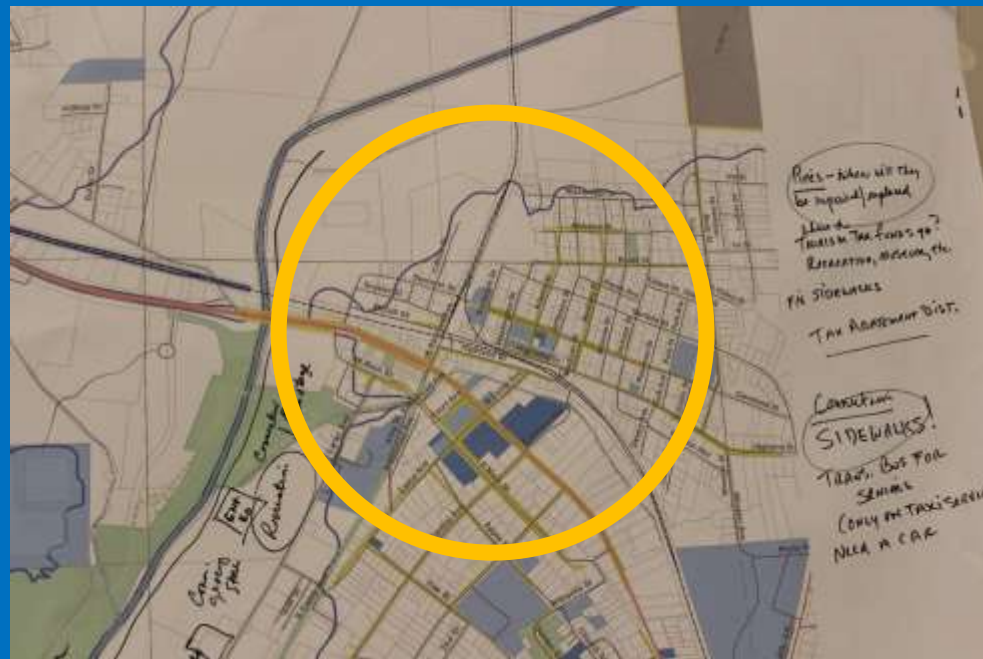
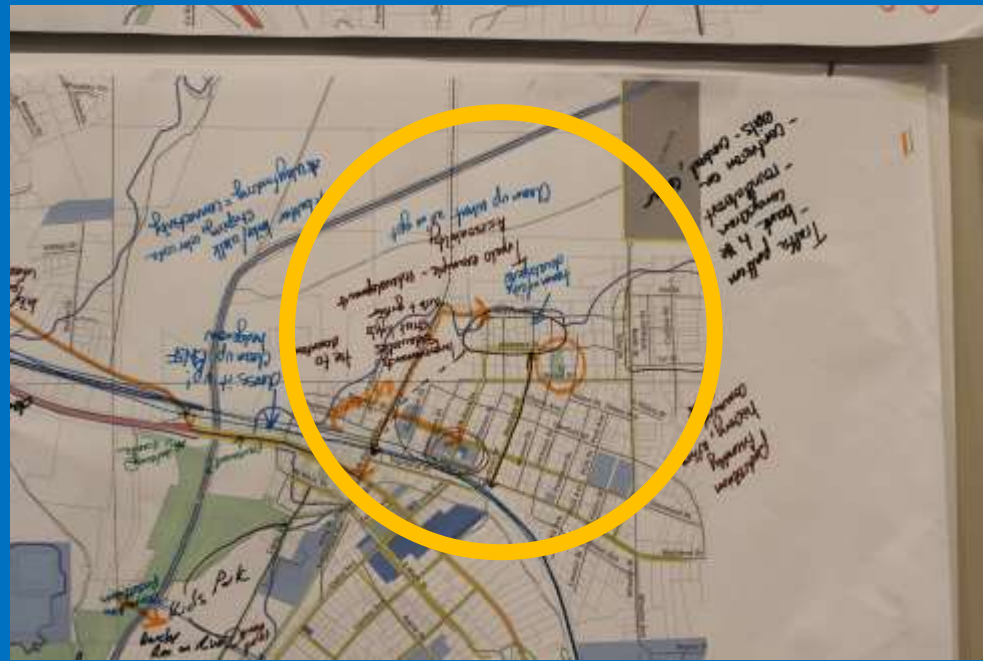
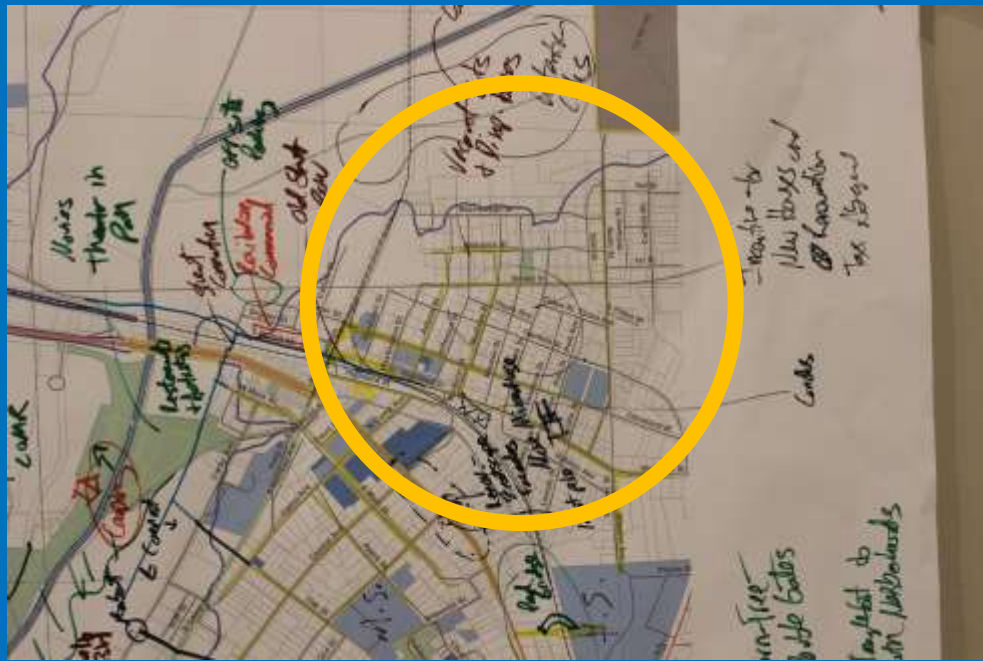
Northside - Cultural District





Infill





Vision

A vibrant neighborhood offering a choice of housing options and affordability

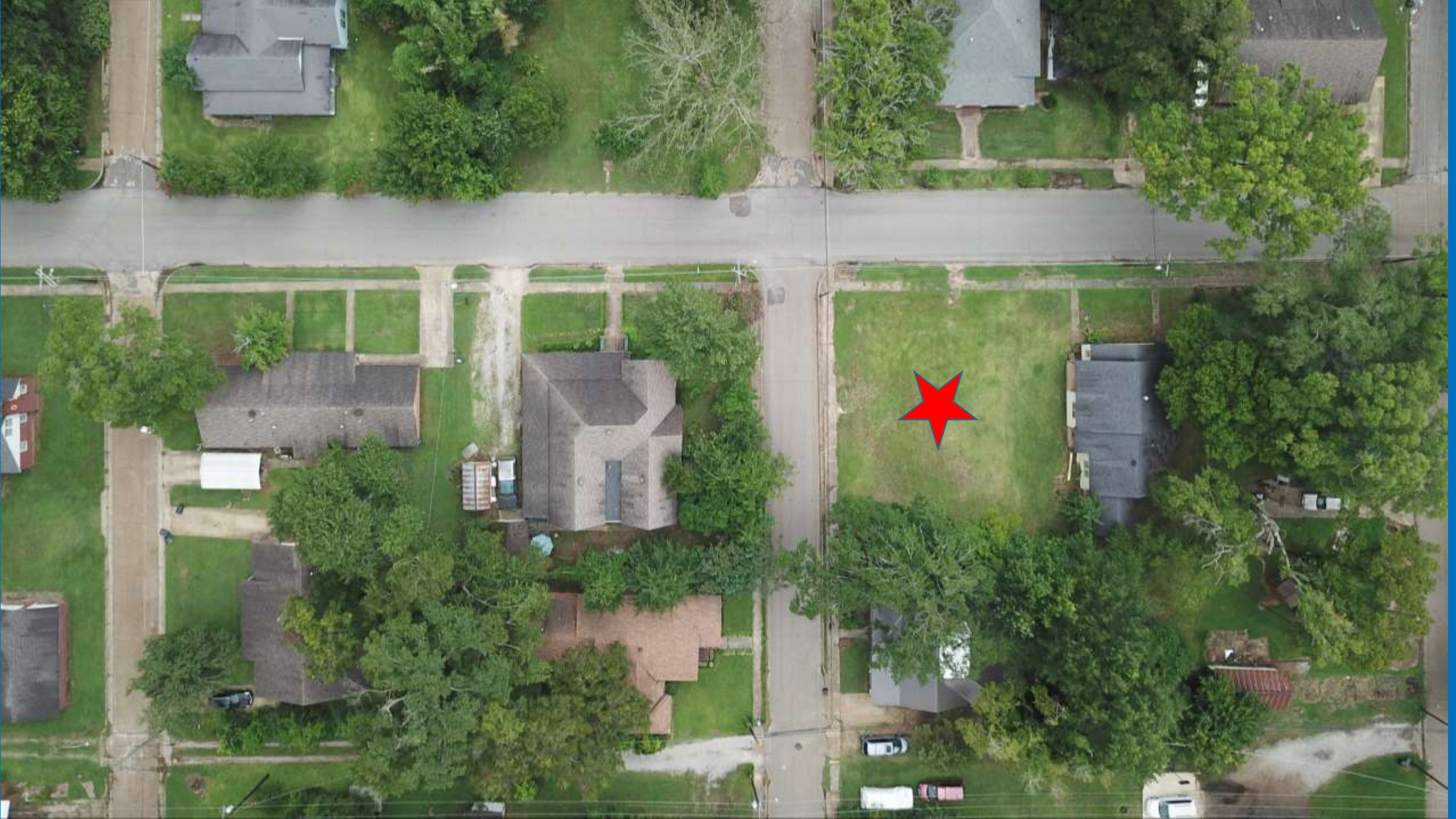


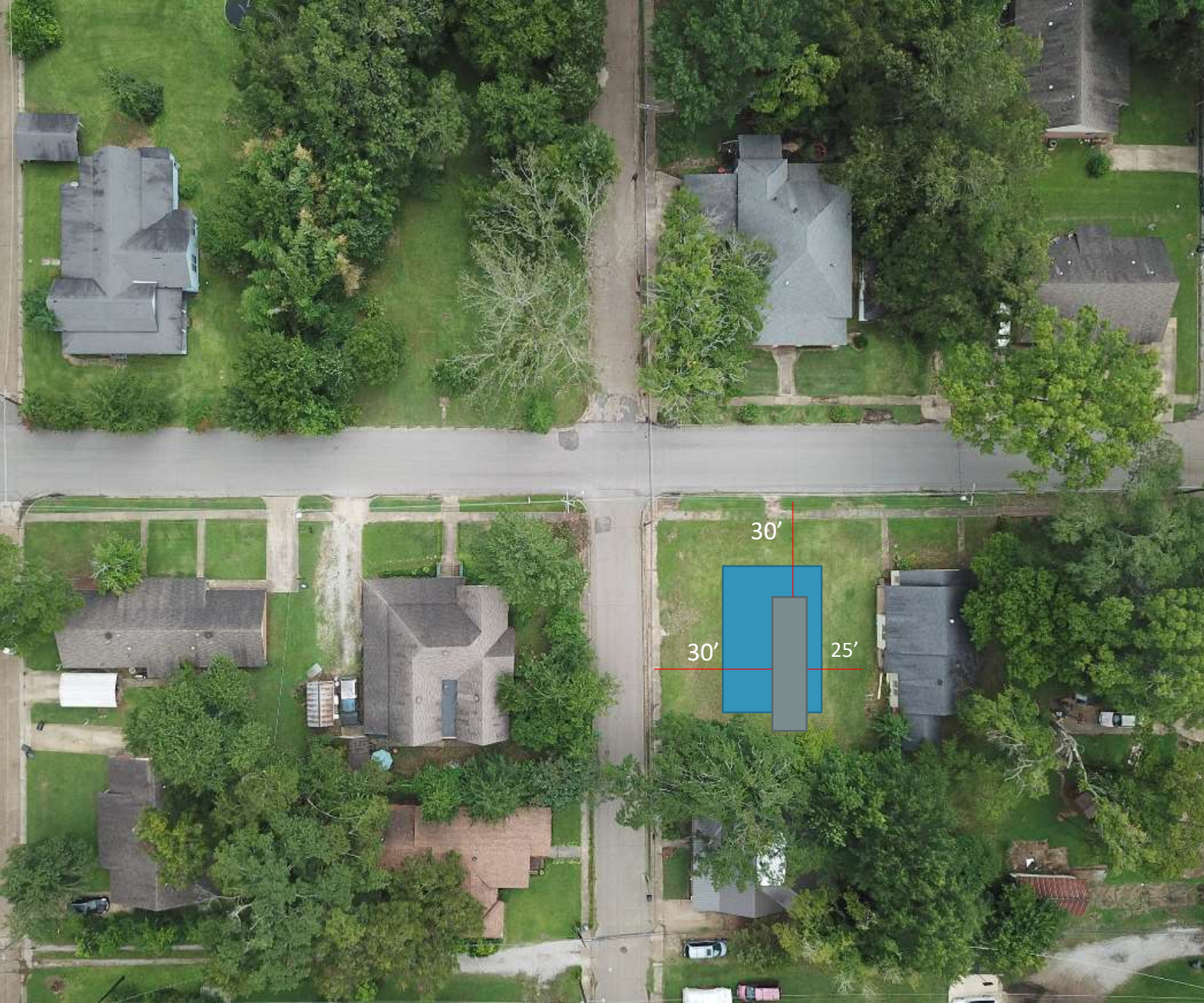


MADISON AVE

Madison Ave















MADISON AVE







TRADITIONAL NEIGHBORHOODS (HISTORIC AND INFILL)

Potential Development Uses and Policies

Primary Land Use(s)	<ul style="list-style-type: none"> Mixed Use All forms of residential
Secondary Land Use	<ul style="list-style-type: none"> Assembly Institutional
Density/Intensity	<ul style="list-style-type: none"> Varies by neighborhood segment
Appropriate Development Policy	<ul style="list-style-type: none"> Canopy mitigation "Green streets" and neighborhood-scale stormwater management Mixed Use, traditional neighborhood design Site plan review Multiple-family limited
Private & Public Amenity	<ul style="list-style-type: none"> Featured green spaces and parks at 20%



Type: Avenue Class: Arterial/Collector



Type: Main Class: Arterial / Collector



Type: Local Class: Collector / Local

General Design Character

Building Placement	<ul style="list-style-type: none"> Building facades of residential buildings have shallow setbacks Building facades of mixed-use/commercial buildings are built close to the sidewalk
Building Frontage	<ul style="list-style-type: none"> Multi-family residential buildings typically have stoops and/or balconies Single-family residential building typically have stoops or porches Mixed-use/commercial buildings have shopfronts at street level Street-facing facades have at least one entrance facing the street
Building Height	1 to 4 stories
Parking	<ul style="list-style-type: none"> Parking behind or beside the building facade on primary streets Parking areas have a perimeter landscape buffer where adjacent to street(s) Garages are located behind the front facade or placed to the rear of the lot
Access	<ul style="list-style-type: none"> Alleys & Shared access
Landscaping and Transitional Buffering	<ul style="list-style-type: none"> Significant constructed buffering along the perimeter of the site unless adjoining a natural amenity, park or open space.
Mobility	
Street Type(s)	<ul style="list-style-type: none"> Avenue, Main Street, Local
Non Vehicular Mobility	<ul style="list-style-type: none"> Pedestrian facilities, bike lanes, bike racks



s (Infill)

Policies	Projects	Management	Partners
Amend the Zoning Code	<ul style="list-style-type: none"> • Adopt new zoning standards that support the existing character of the neighborhood and allow appropriate infill 	<ul style="list-style-type: none"> • Enforce the Zoning Code 	<ul style="list-style-type: none"> • Neighborhood assoc. • Residents
Improve and expand mobility	<ul style="list-style-type: none"> • Complete a mobility inventory • Identify possible trail connections • Create a safe, visible pedestrian connection to downtown 	<ul style="list-style-type: none"> • Fund mobility improvements 	<ul style="list-style-type: none"> • Neighborhood assoc. • Residents
Strengthen the housing stock	<ul style="list-style-type: none"> • Complete a housing conditions inventory • Continue to remove dilapidated housing 	<ul style="list-style-type: none"> • Continue to fund and coordinate housing demolition 	<ul style="list-style-type: none"> • Neighborhood assoc. • Residents • Non-profits
Coordinate and align revitalization efforts	<ul style="list-style-type: none"> • Create a neighborhood improvement program • Expand the historic district • Coordinate a neighborhood walk-through • Establish a neighborhood clean-up day 	<ul style="list-style-type: none"> • Align capital improvements with program goals and actions 	<ul style="list-style-type: none"> • Neighborhood assoc. • Residents • Utilities • Non-profits

Redevelopment Example

Gas station before



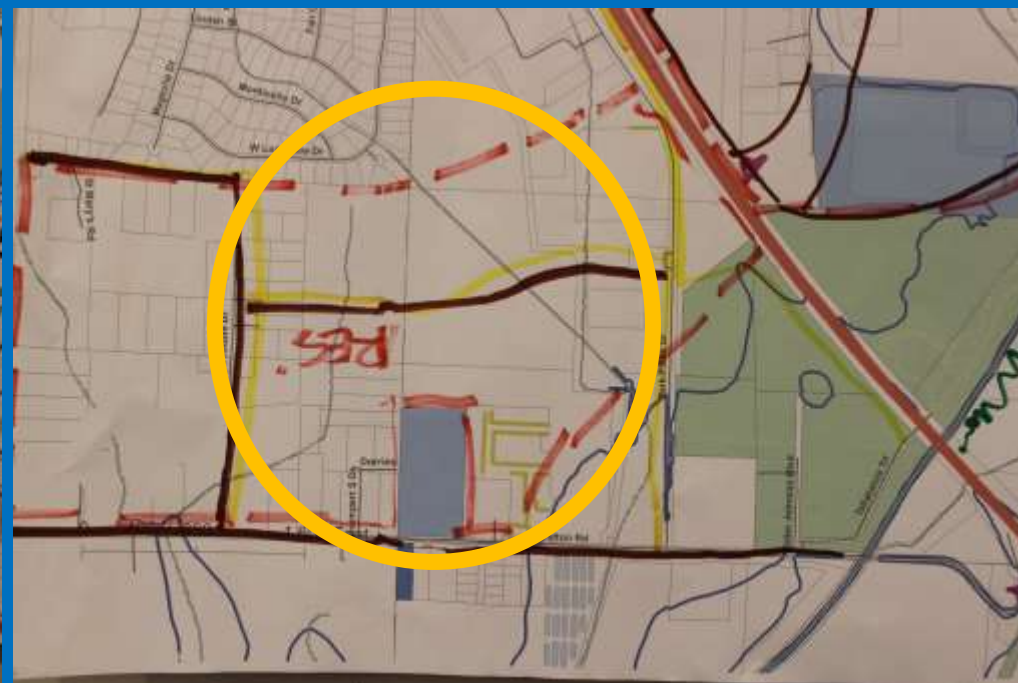
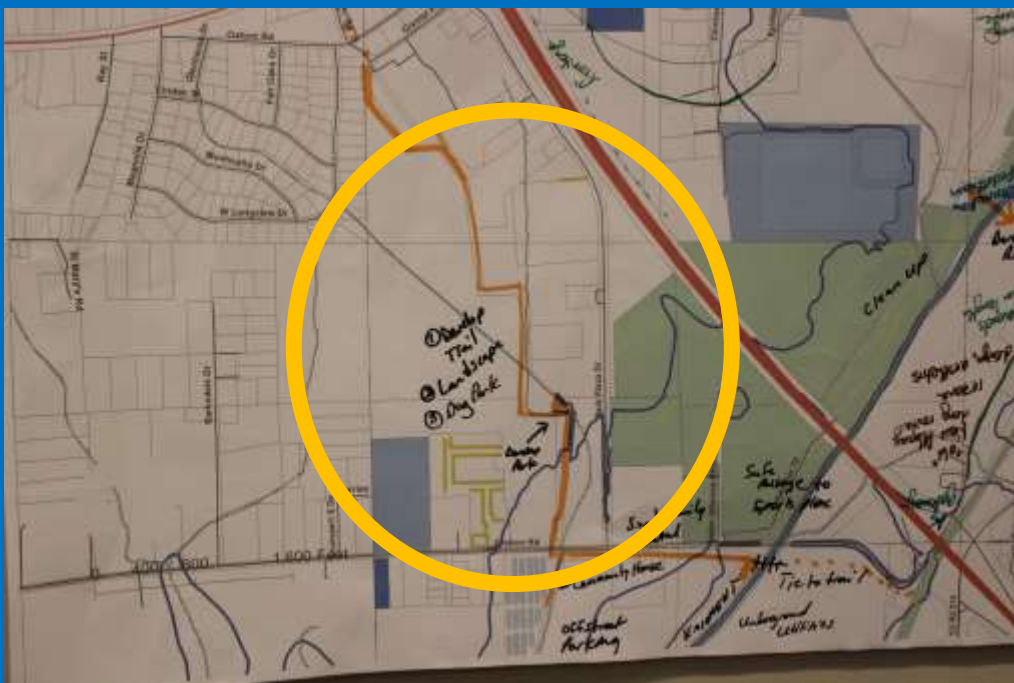
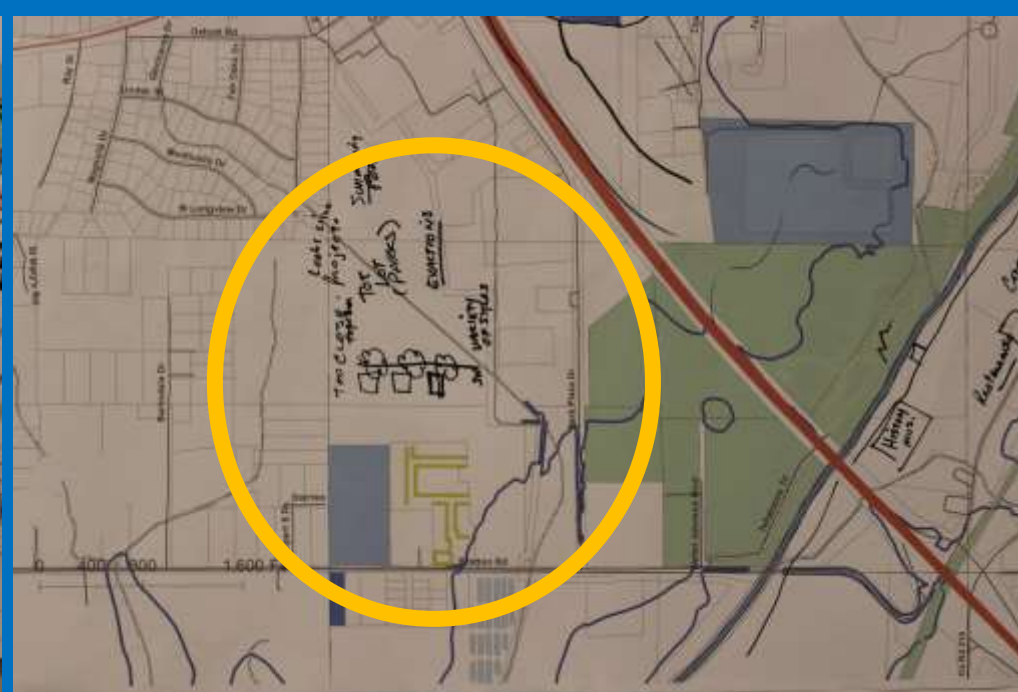
Gas station after



New Neighborhoods



New Neighborhood



Well designed, walkable, compact connected with a variety of housing styles and choices of the growth to come.

New Neighborhood



0 395 790 1,580 Feet



New Neighborhoods

Mixed use center

Buildings in front, parking in rear

Grid street pattern

Connected and walkable





TRADITIONAL NEIGHBORHOODS (New)

Potential Development Uses and Policies

Primary Land Use(s)	<ul style="list-style-type: none"> Mixed Use All forms of residential
Secondary Land Use	<ul style="list-style-type: none"> Assembly Institutional Neighborhood services
Density/Intensity	<ul style="list-style-type: none"> Varies by neighborhood segment
Appropriate Development Policy	<ul style="list-style-type: none"> Canopy mitigation "Green streets" and neighborhood-scale stormwater management Mixed Use, traditional neighborhood design Site plan review Multiple-family limited as a percentage of overall development
Private & Public Amenity	<ul style="list-style-type: none"> Green spaces and parks at 20%



General Design Character

Building Placement	<ul style="list-style-type: none"> Building facades of residential buildings have shallow setbacks Building facades of mixed-use/commercial buildings are built close to the sidewalk
Building Frontage	<ul style="list-style-type: none"> Multi-family residential buildings typically have stoops and/or balconies Stoops or porches Mixed-use/commercial buildings have shopfronts at street level Street-facing facades have at least one entrance facing the street
Building Height	<ul style="list-style-type: none"> 1 to 4 stories
Parking	<ul style="list-style-type: none"> Parking located behind or beside the street-facing building facade on primary streets Parking areas have a perimeter landscape buffer where adjacent to street(s) Garages are located behind front facade or to the rear of the lot
Access	<ul style="list-style-type: none"> Alleys & Shared access
Landscaping and Transitional Buffering	<ul style="list-style-type: none"> Buffering along the perimeter unless by park or open space.



Type: Avenue Class: Arterial/Collector



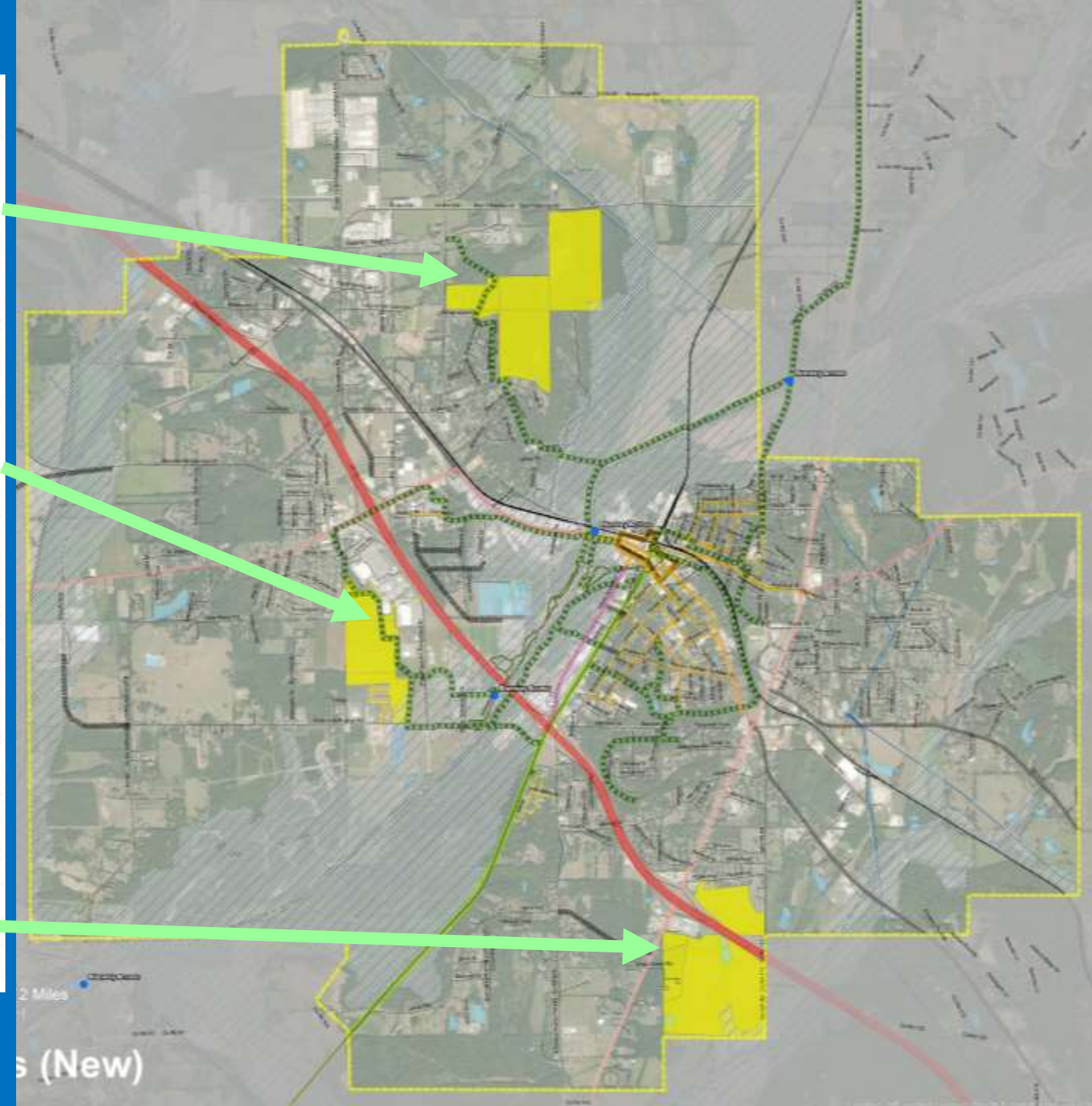
Type: Main Class: Arterial / Collector



Type: Local Class: Collector / Local

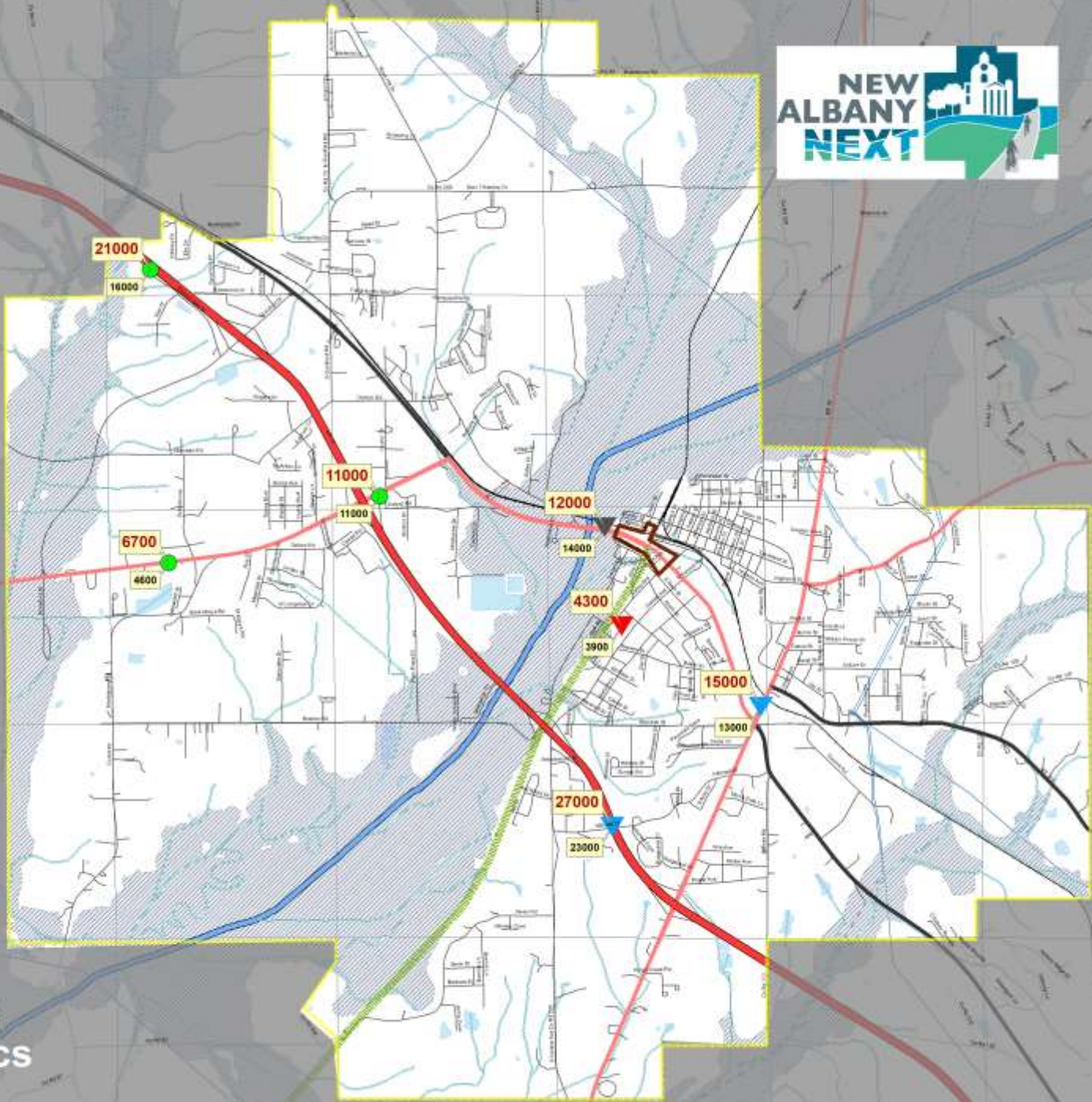
Mobility

Street Type(s)	<ul style="list-style-type: none"> Avenue, Main Street, Local
Non Vehicular Mobility	<ul style="list-style-type: none"> Pedestrian facilities, bike lanes, racks

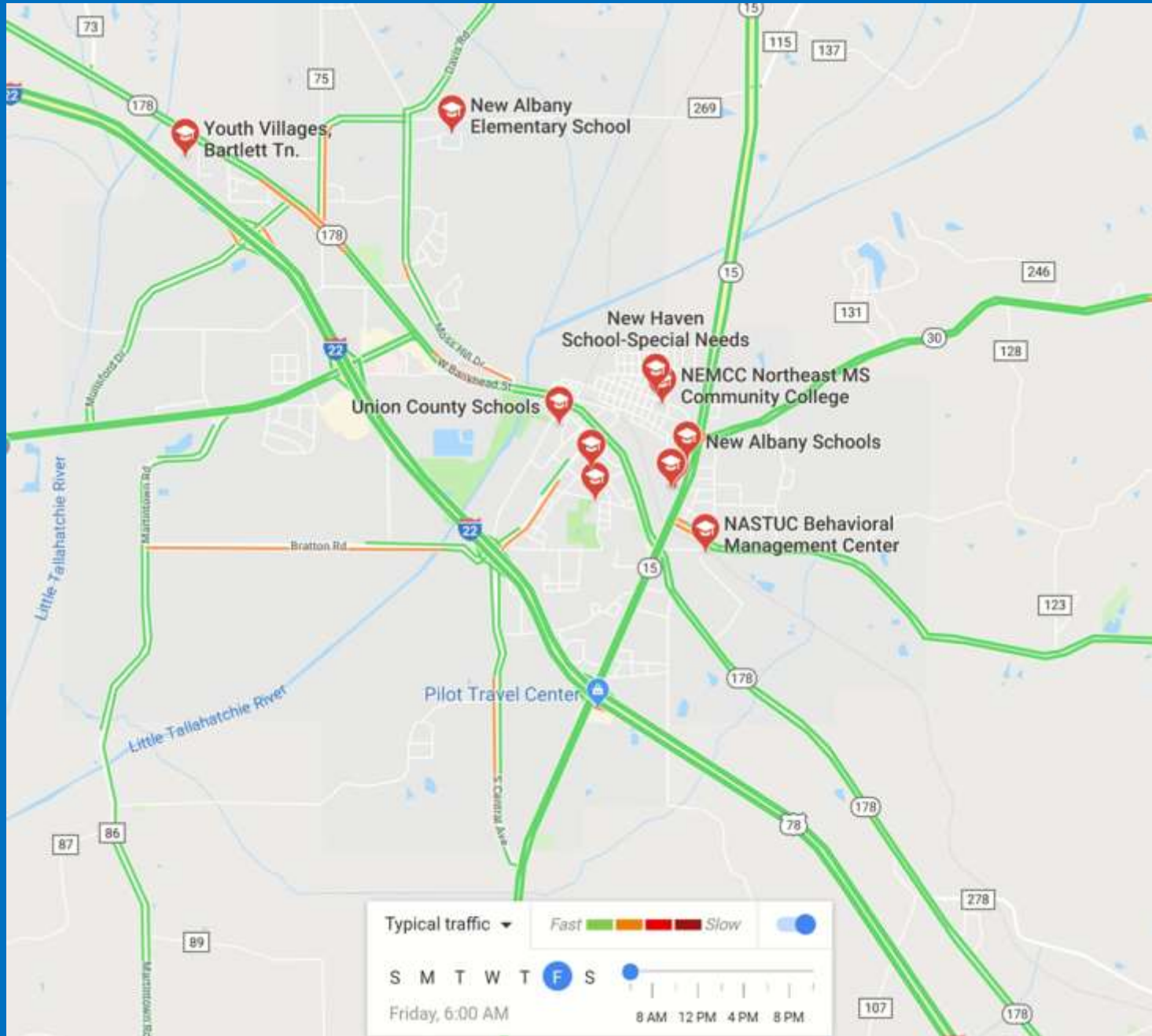


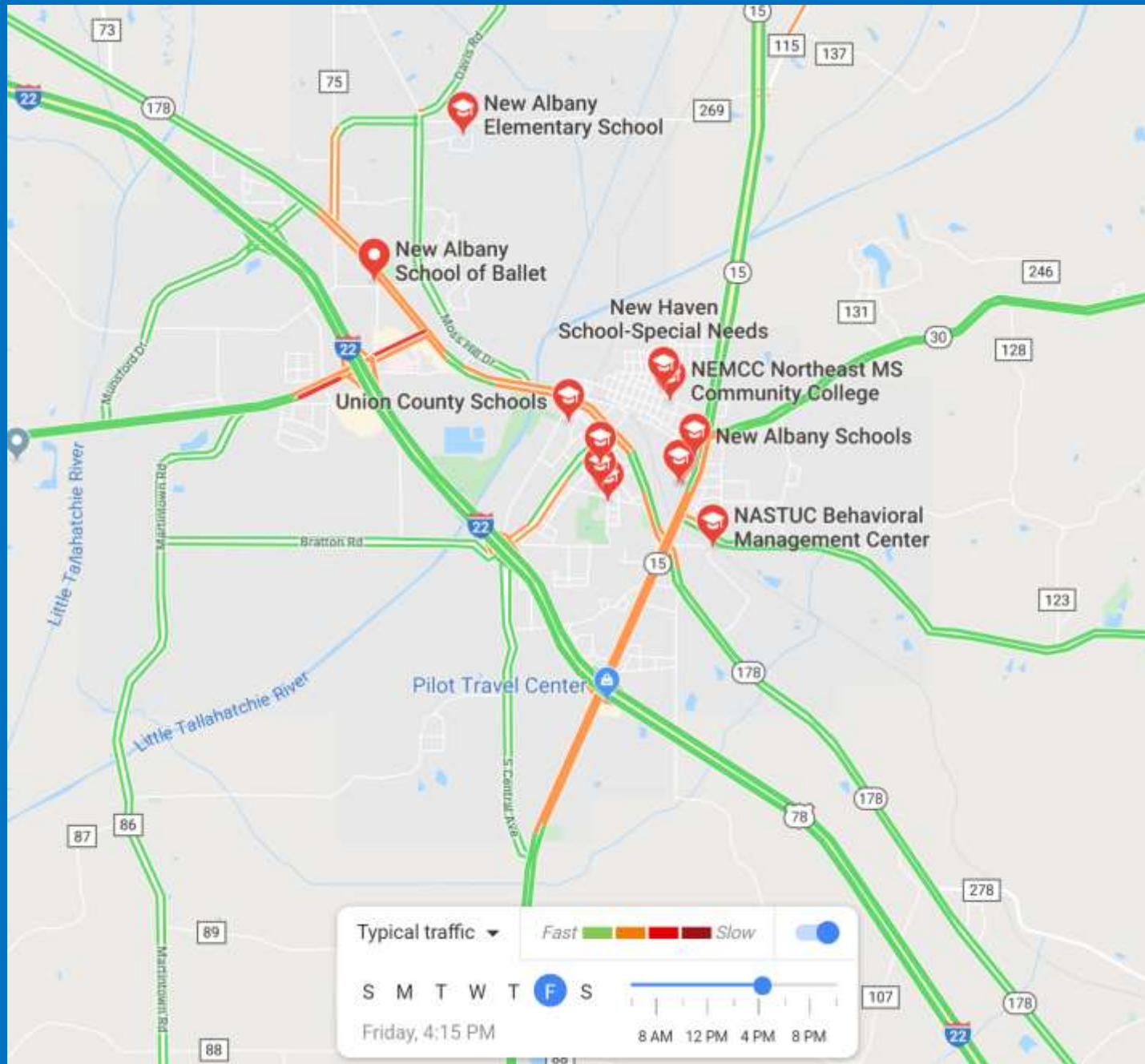
s (New)

Policies	Projects	Management	Partners
Create appropriate zoning district (design standards, landscaping)	-	Administer zoning code	Developers and builders
Adjust code to reduce parking requirements	-	Administer code	Developers and builders
Complete Streets and Connectivity	<ul style="list-style-type: none"> • Require sidewalks and bike-ped facilities • Trail connections to the link to the Tallahatchie and Tanglefoot • Safe passage to the sports plex 	<ul style="list-style-type: none"> • Require development build connections to Tallahatchie, Tanglefoot trails 	<ul style="list-style-type: none"> • City • Private developers • Residents
Support a variety of housing choice	<ul style="list-style-type: none"> • Adopt new zoning standards that support a range of housing types and mix of uses 	-	<ul style="list-style-type: none"> • Neighborhood assoc. • Residents • Non-profits



New Albany Existing
Mobility Characteristics





Commute Time

20.5 minutes

AVERAGE TRAVEL TIME

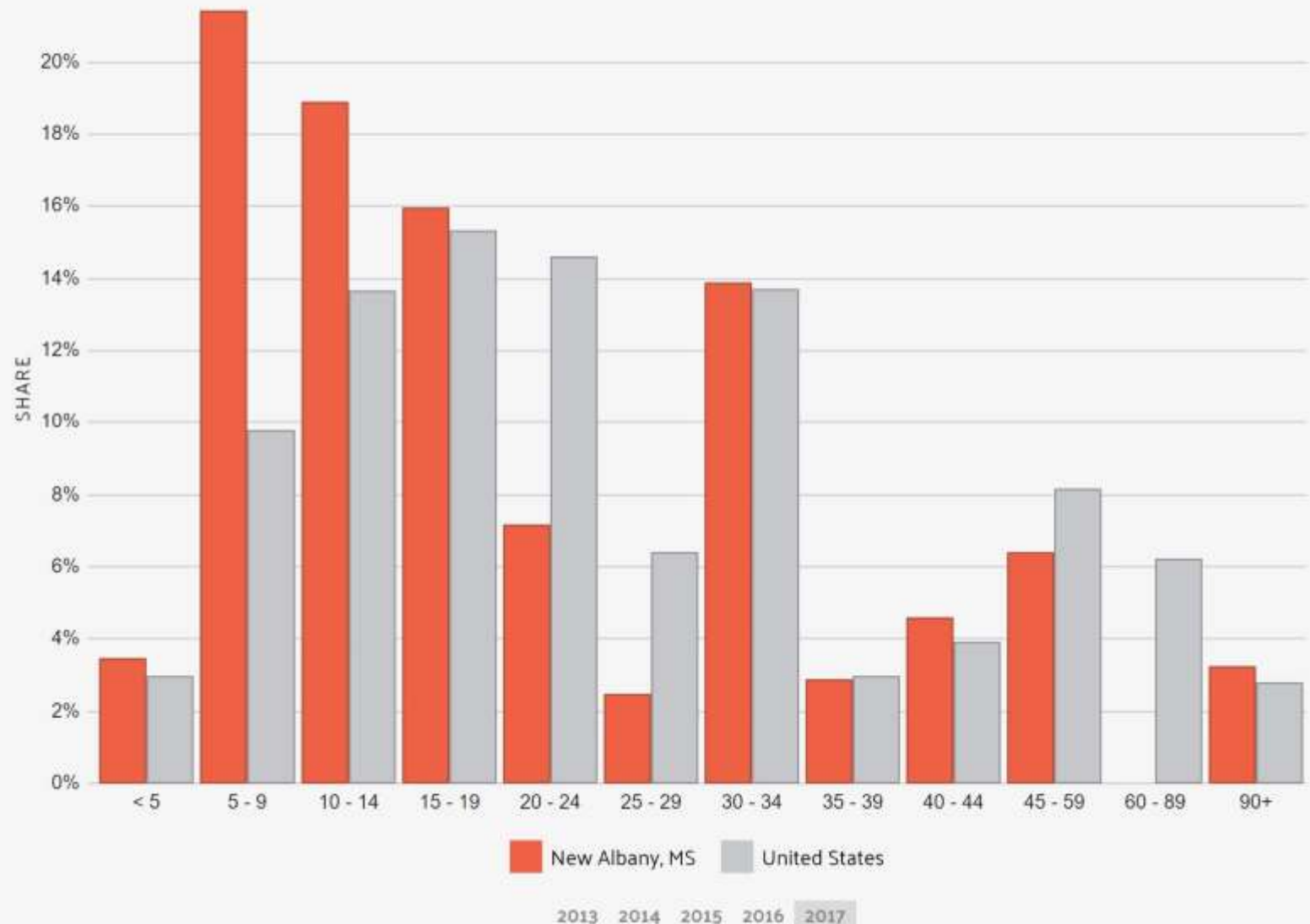
Using averages, employees in New Albany, MS have a shorter commute time (20.5 minutes) than the normal US worker (25.1 minutes). Additionally, 3.21% of the workforce in New Albany, MS have "super commutes" in excess of 90 minutes.

The chart below shows how the median household income in New Albany, MS compares to that of its neighboring and parent geographies.



Data provided by the Census Bureau ACS 5-year Estimate

[View Data](#) [Save Image](#) [Share / Embed](#) [Add Data to Cart](#)



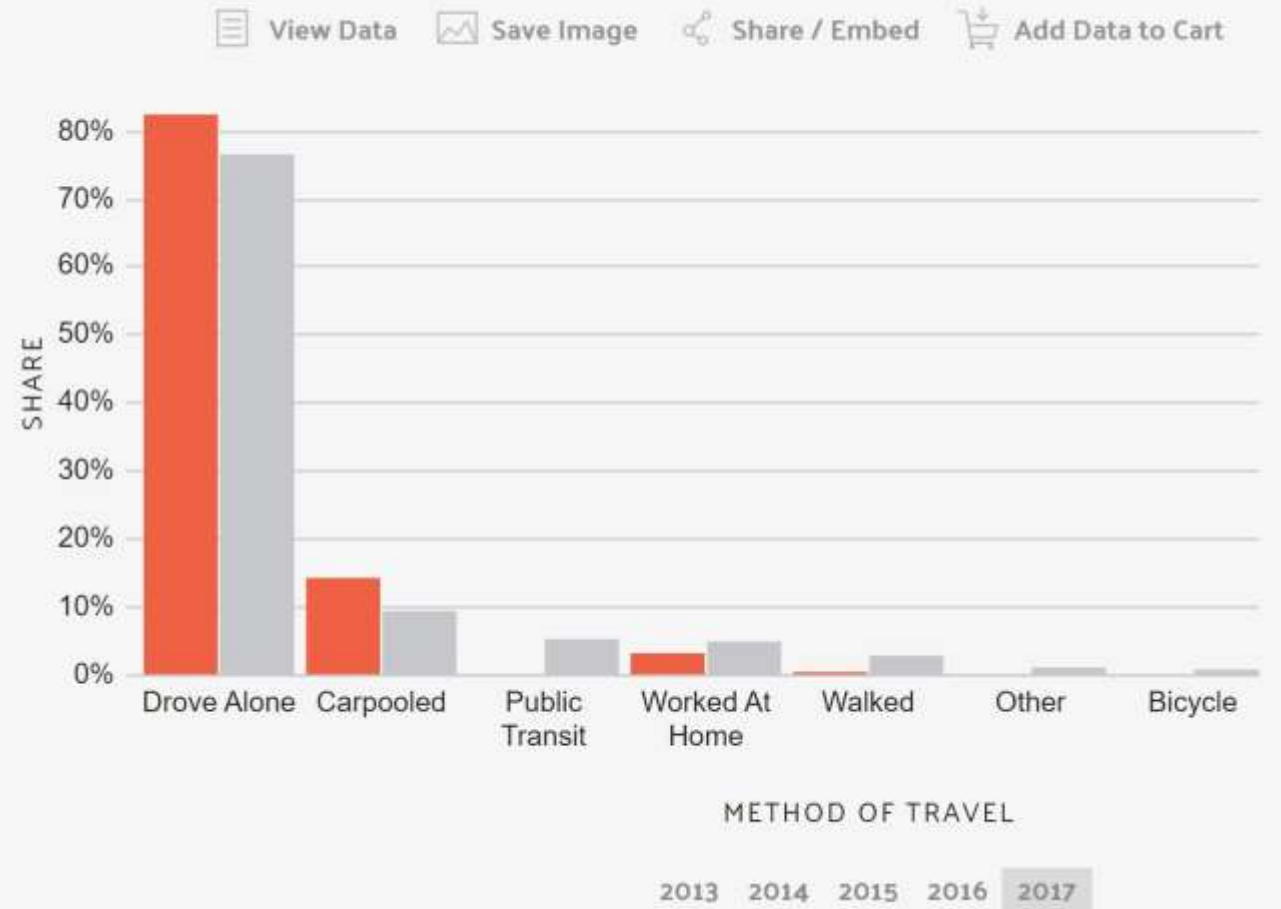
Commuter Transportation

MOST COMMON METHOD OF TRAVEL

1. Drove Alone
82.5%
2. Carpooled
14.2%
3. Worked At Home
3.02%

In 2017, the most common method of travel for workers in New Albany, MS was Drove Alone, followed by those who Carpooled and those who Worked At Home.

Data provided by [the Census Bureau ACS 5-year Estimate](#).



Car Ownership

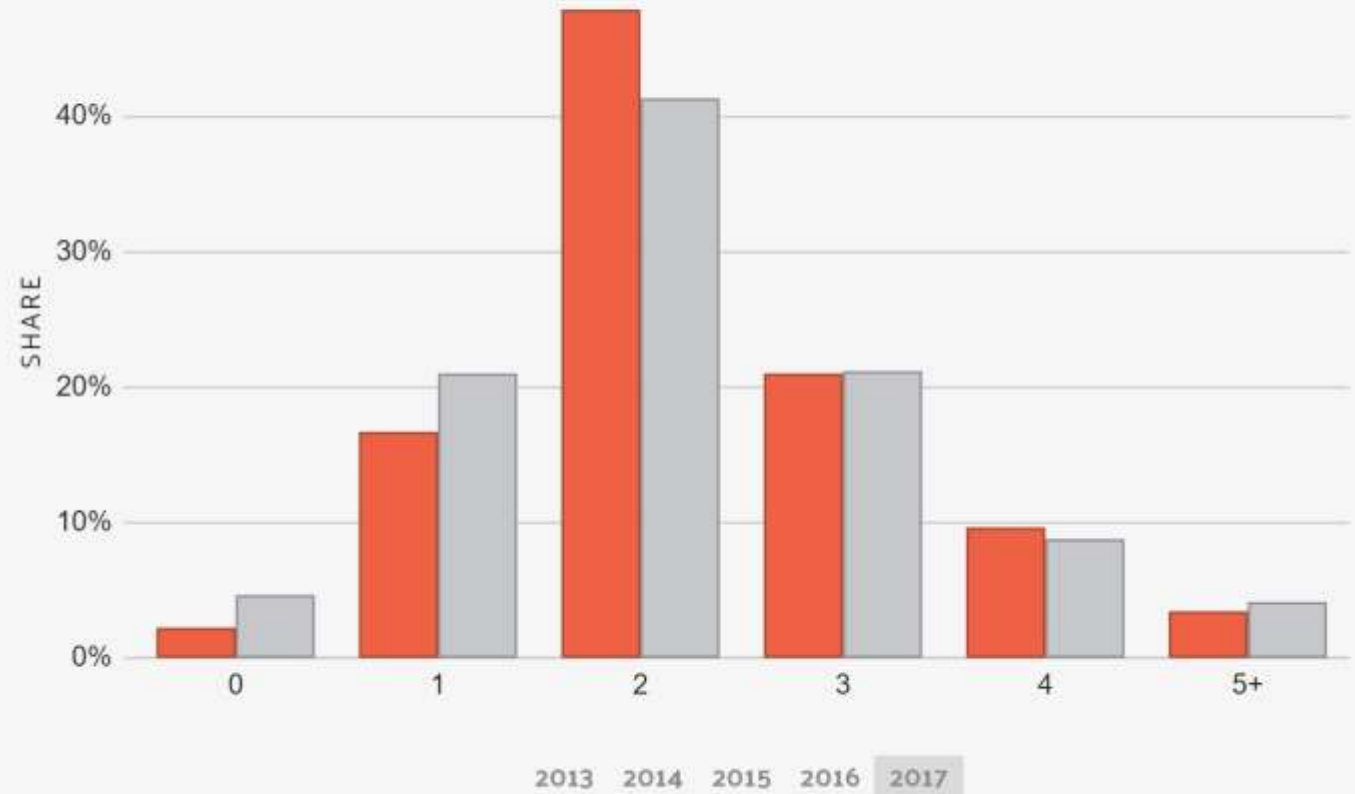
2 cars

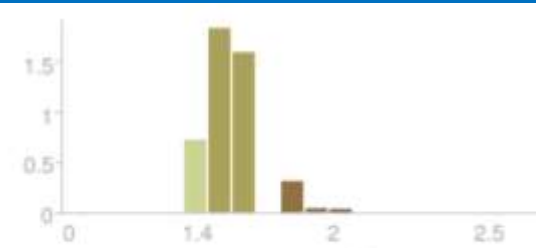
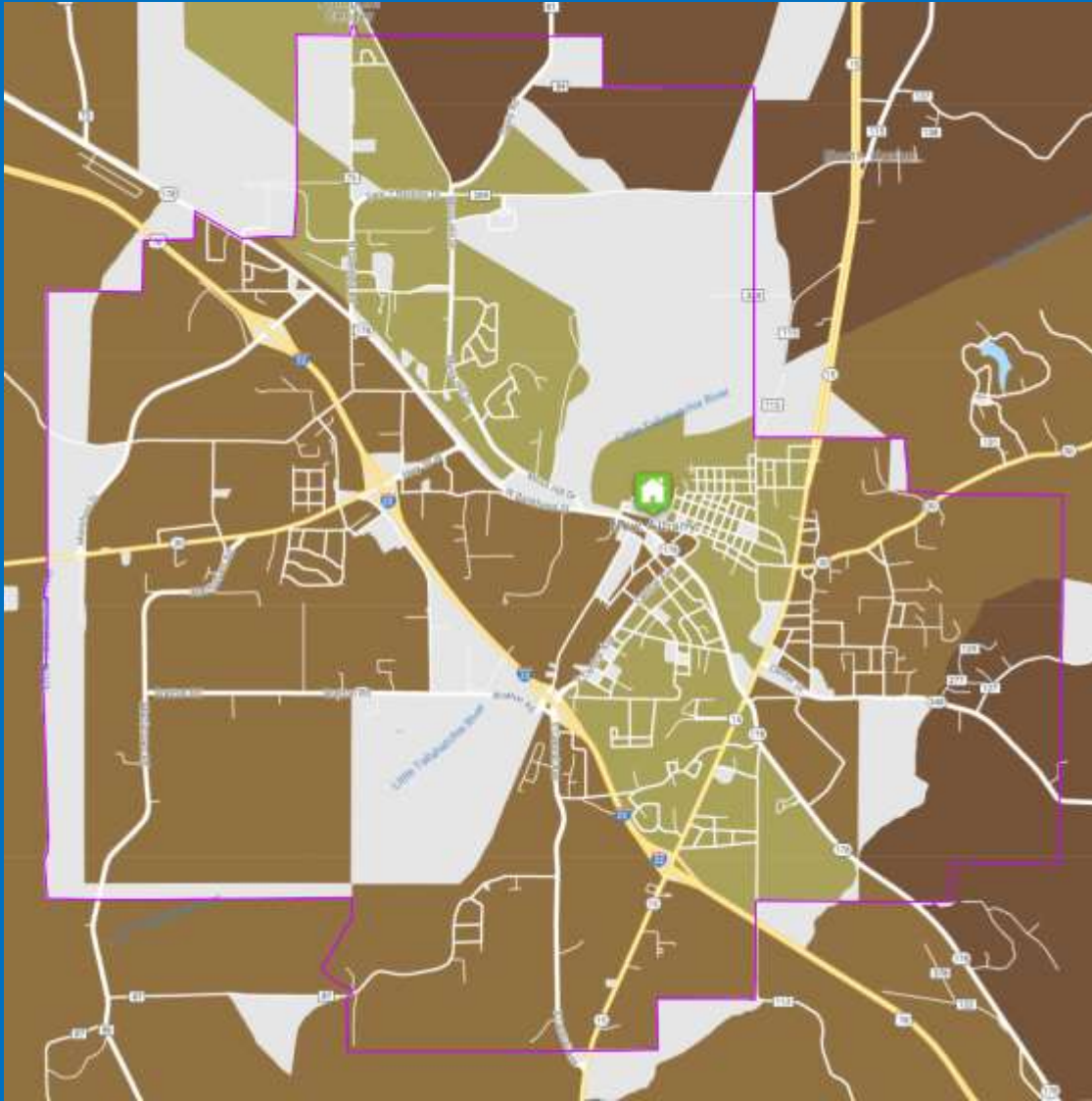
AVERAGE NUMBER

The following chart displays the households in New Albany, MS distributed between a series of car ownership buckets compared to the national averages for each bucket. The largest share of households in New Albany, MS have 2 cars, followed by 3 cars.

Data provided by [the Census Bureau ACS 5-year Estimate](#).

[View Data](#) [Save Image](#) [Share / Embed](#) [Add Data to Cart](#)





Autos per Household ?

Average : 1.70 Range: 1.57 - 2.10

Population			Household			Neighborhood		
Autos per Household	Population	% of Population	Population	% of Population	% of Population			
< 1.0	0	0%	0	0%	0%			
1.0 - 1.5	0	0%	0	0%	0%			
1.5 - 1.75	4,058	61.6%	4,058	61.6%	61.6%			
1.75 - 2	2,421	36.8%	2,421	36.8%	36.8%			
2 +	105	1.6%	105	1.6%	1.6%			
Total	6,584	100%	6,584	100%	100%			

Somewhat Walkable ?

A location in New Albany

Commute to **Downtown Tupelo**

🚗 41 min 🚲 60+ min 🚶 60+ min [View Routes](#)

[Favorite](#) [Map](#) [Nearby Apartments](#)

Walk Score
55
Somewhat Walkable
Some errands can be accomplished on foot.

Bike Score
56
Bikeable

[About your score](#)
[Add scores to your site](#)



Very Walkable ?

Oxford, Mississippi

Commute to **Downtown Oxford**

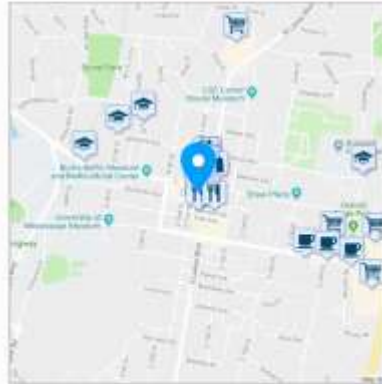
🚗 2 min 🚎 1 min 🚲 1 min 🚶 1 min [View Routes](#)

[Favorite](#) [Map](#) [Nearby Apartments](#)

Walk Score
79
Very Walkable
Most errands can be accomplished on foot.

Bike Score
57
Bikeable

[About your score](#)
[Add scores to your site](#)



108 South Broadway Street

Tupelo, Mississippi, 38804

Commute to **Downtown Tupelo**

🚗 2 min 🚎 1 min 🚲 2 min 🚶 2 min [View Routes](#)

[Favorite](#) [Map](#) [Nearby Apartments](#)

Walk Score
66
Somewhat Walkable
Some errands can be accomplished on foot.

Bike Score
59
Bikeable

[About your score](#)
[Add scores to your site](#)



Very Walkable ?

Laurel, Mississippi

Commute to **Downtown Laurel**

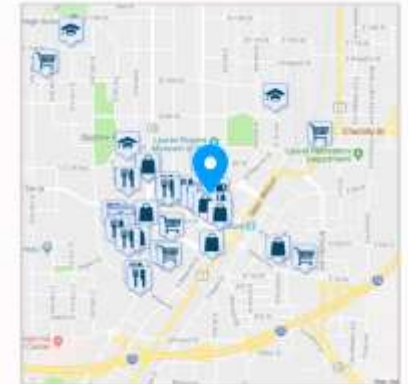
🚗 2 min 🚎 1 min 🚲 2 min 🚶 3 min [View Routes](#)

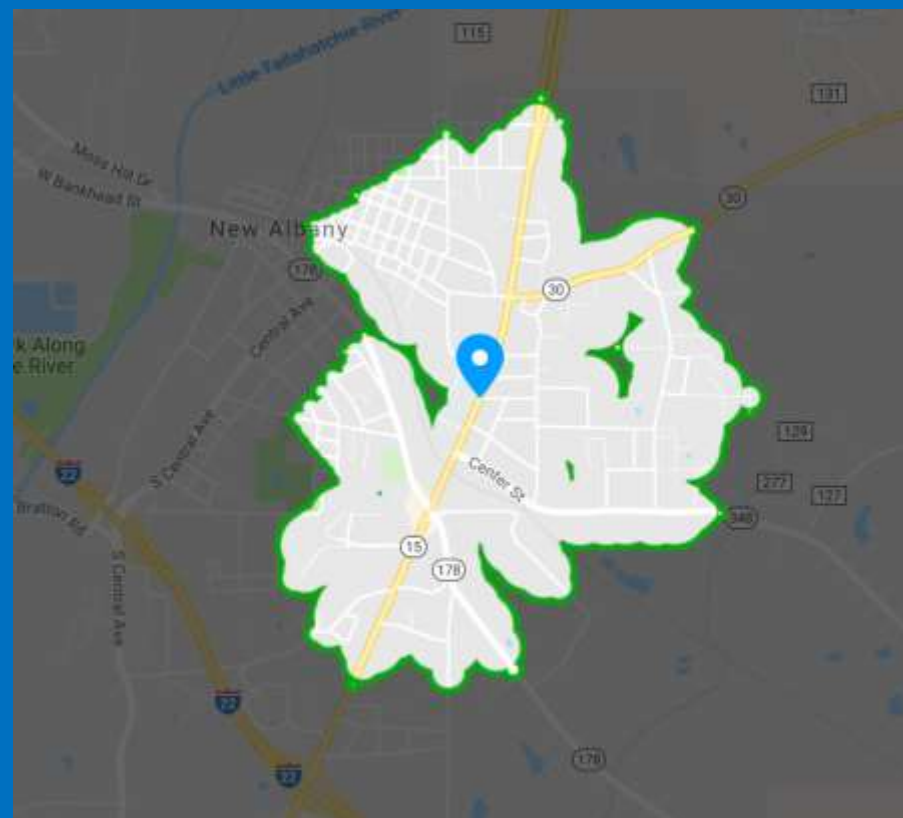
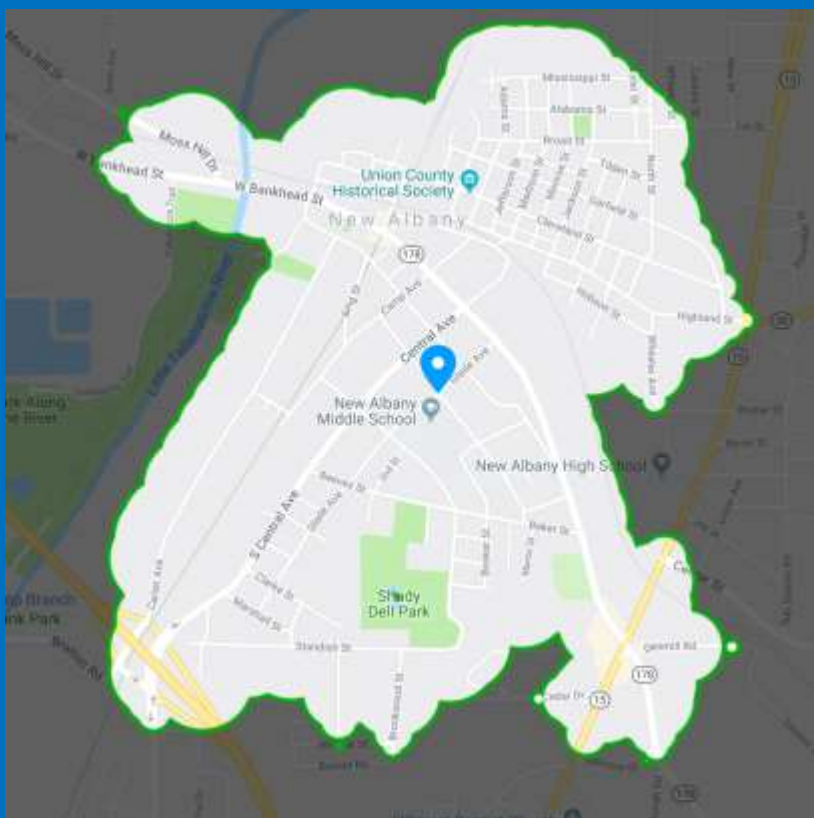
[Favorite](#) [Map](#) [Nearby Apartments](#)

Walk Score
74
Very Walkable
Most errands can be accomplished on foot.

Bike Score
61
Bikeable

[About your score](#)
[Add scores to your site](#)

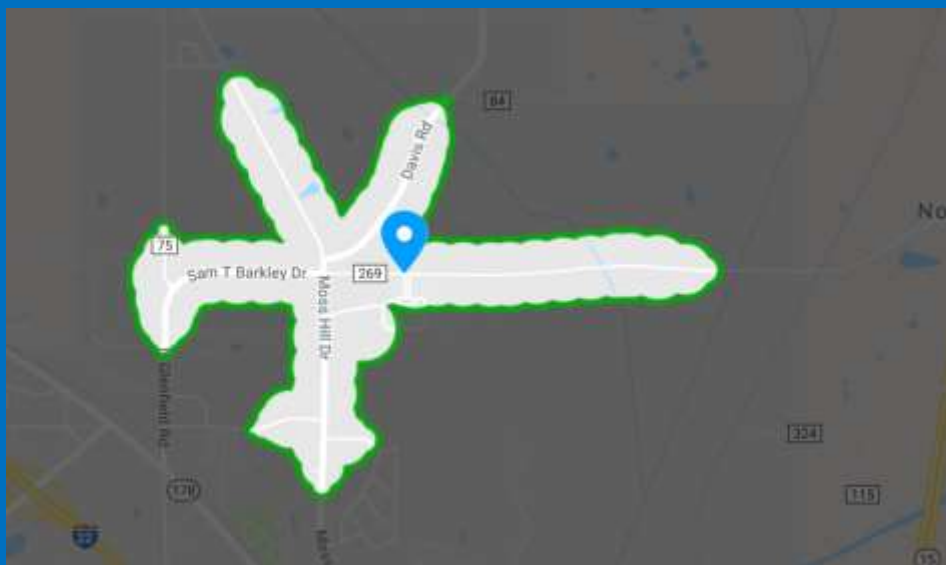




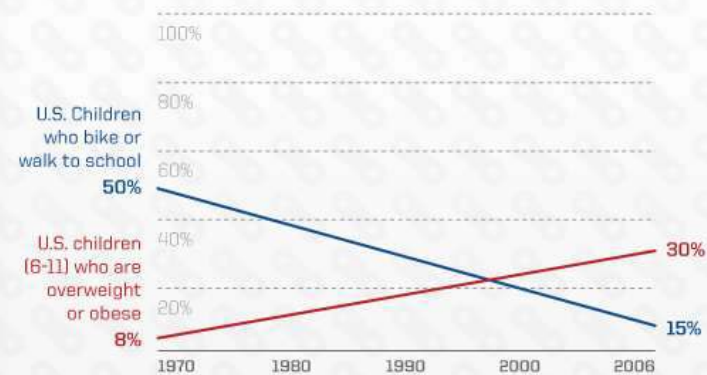
Steps to Creating a



Safe Routes to School Program

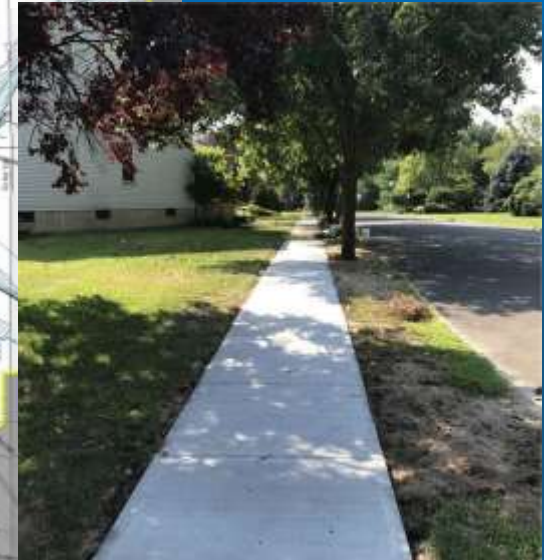
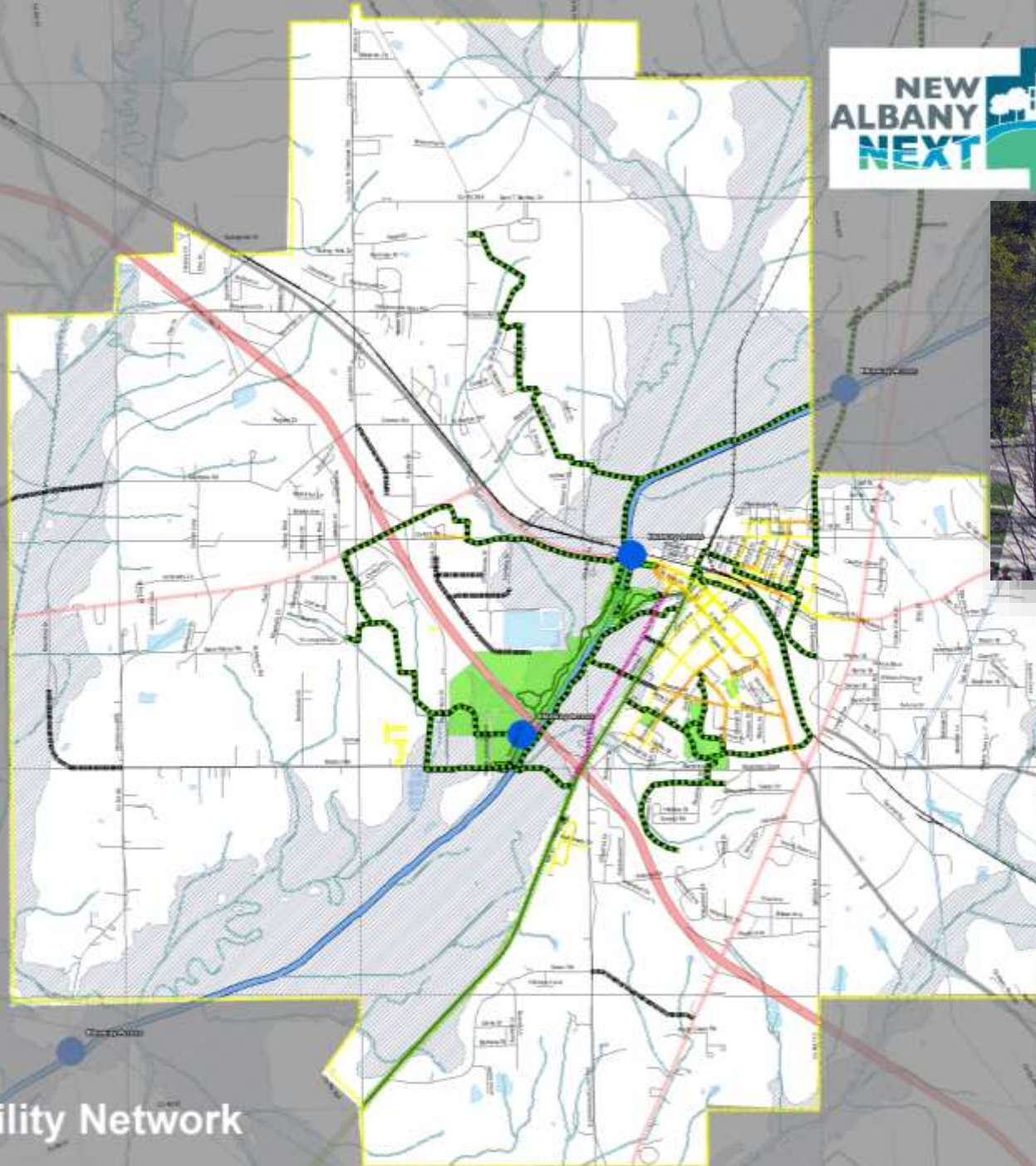


KIDS, ACTIVITY, AND OBESITY





- Water Access
- Bike Lanes
- Greenway
- Sidewalk
- Street
- <all other values>
- Greenway
- Greenway-Tanglefoot Trail
- Sidewalk
- Parks - Recreation
- Flood Zone

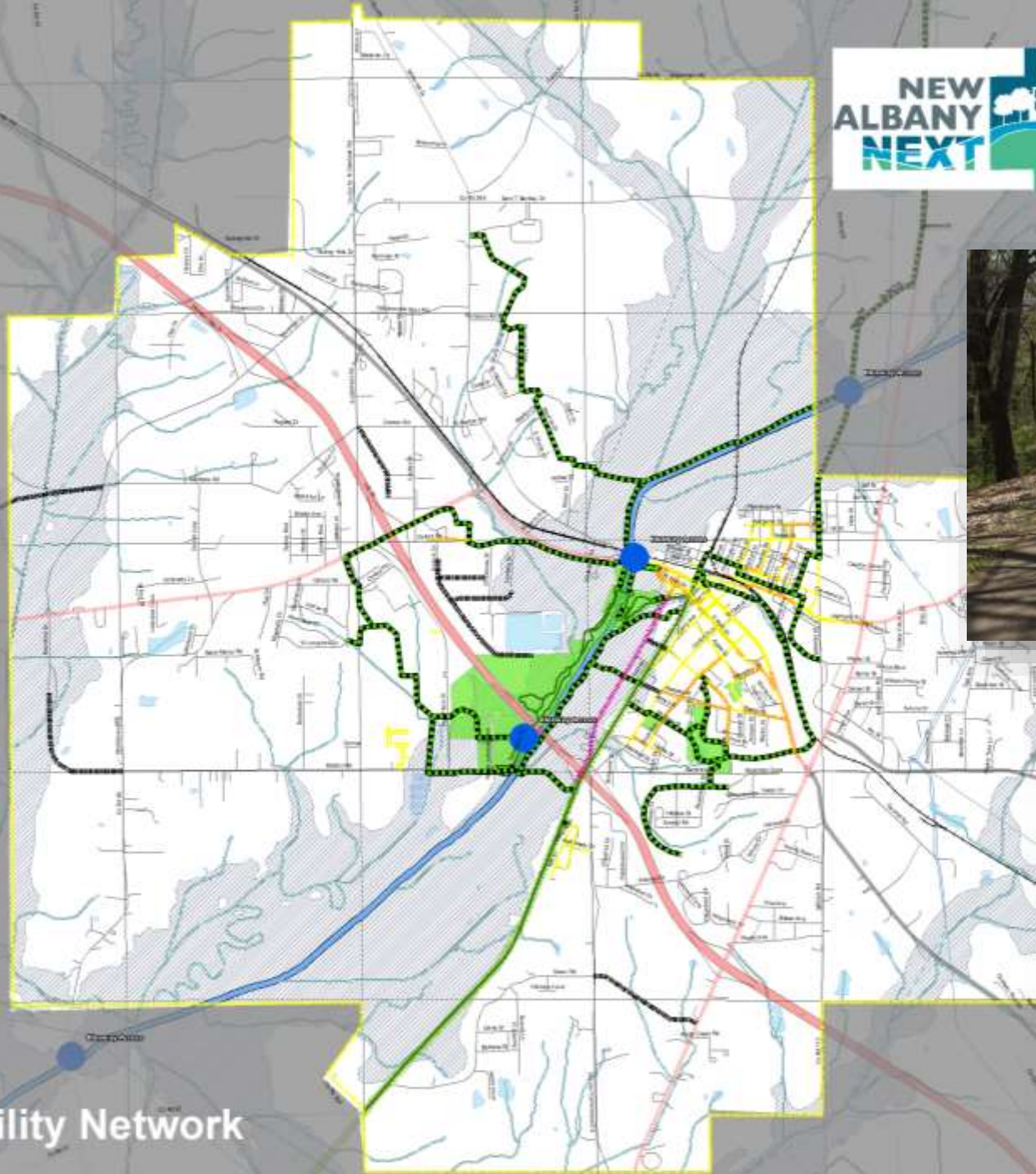


Downtown

New Albany Future Mobility Network



- Water Access
- Bike Lanes
- Greenway
- Sidewalk
- Street
- <all other values>
- Greenway
- Greenway-Tanglefoot Trail
- Sidewalk
- Parks - Recreation
- Flood Zone

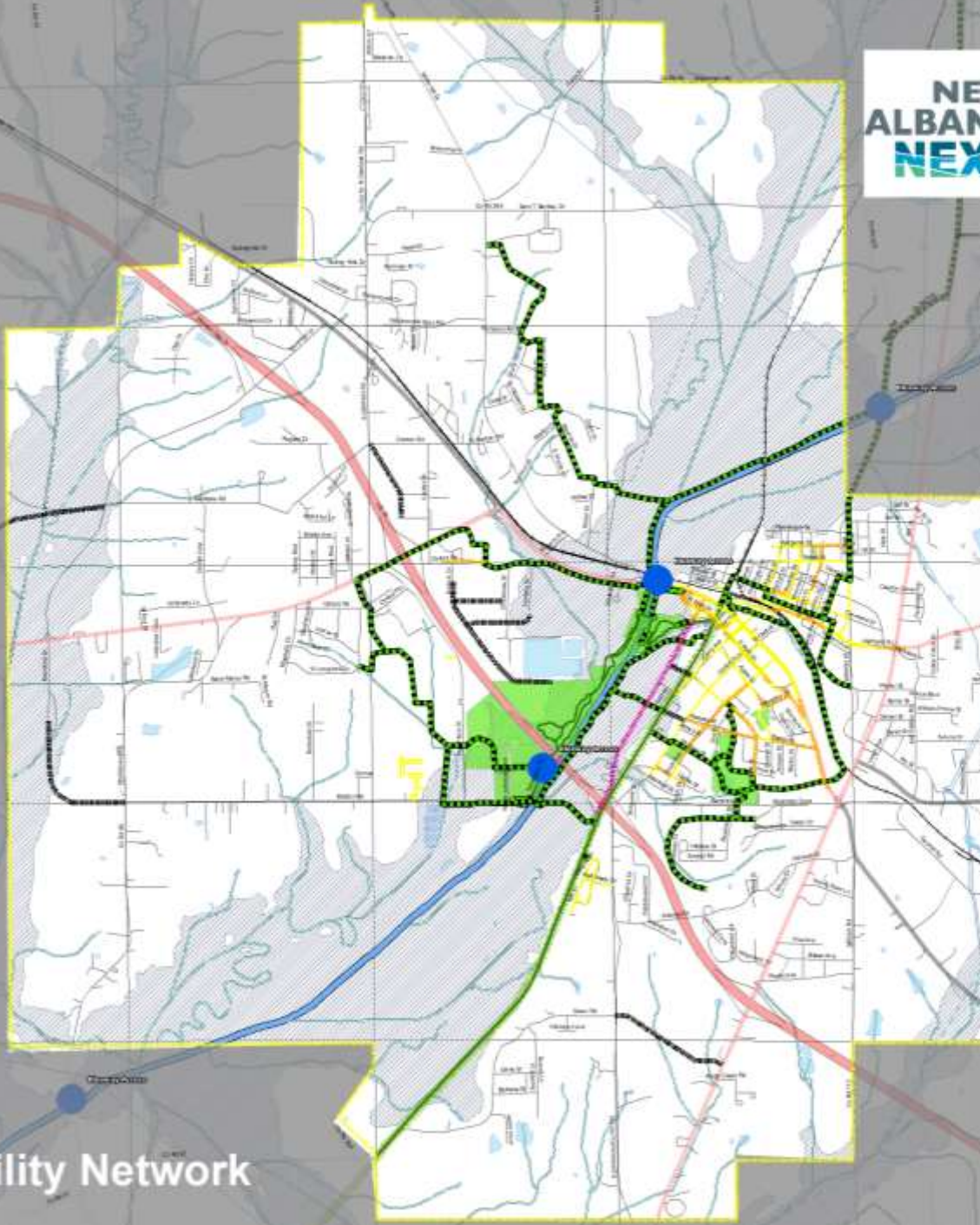


Downtown

New Albany Future Mobility Network



- Water Access
- Bike Lanes
- Greenway
- Sidewalk
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- <all other values>
- Greenway
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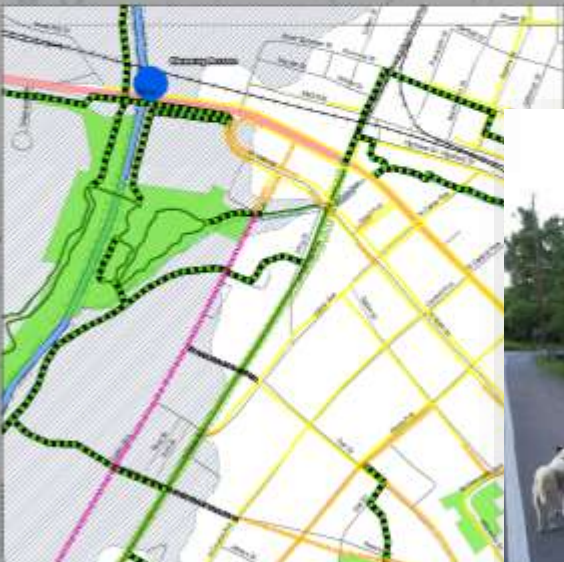
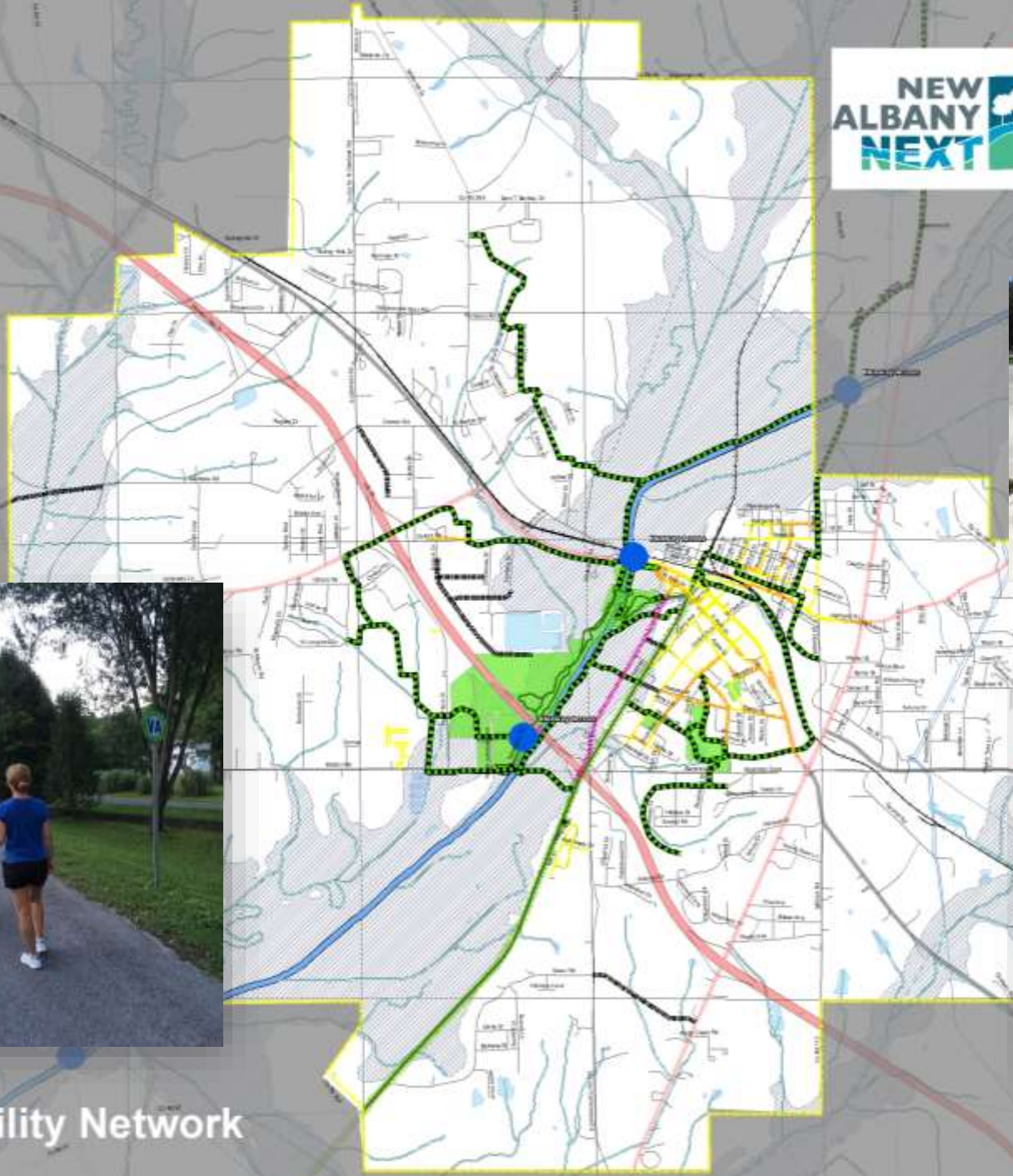


Downtown

New Albany Future Mobility Network



- Water Access
- Bike Lanes
- Greenway
- Sidewalk
- Street
- <all other values>
- Greenway
- Greenway-Tanglefoot Trail
- Sidewalk
- Parks - Recreation
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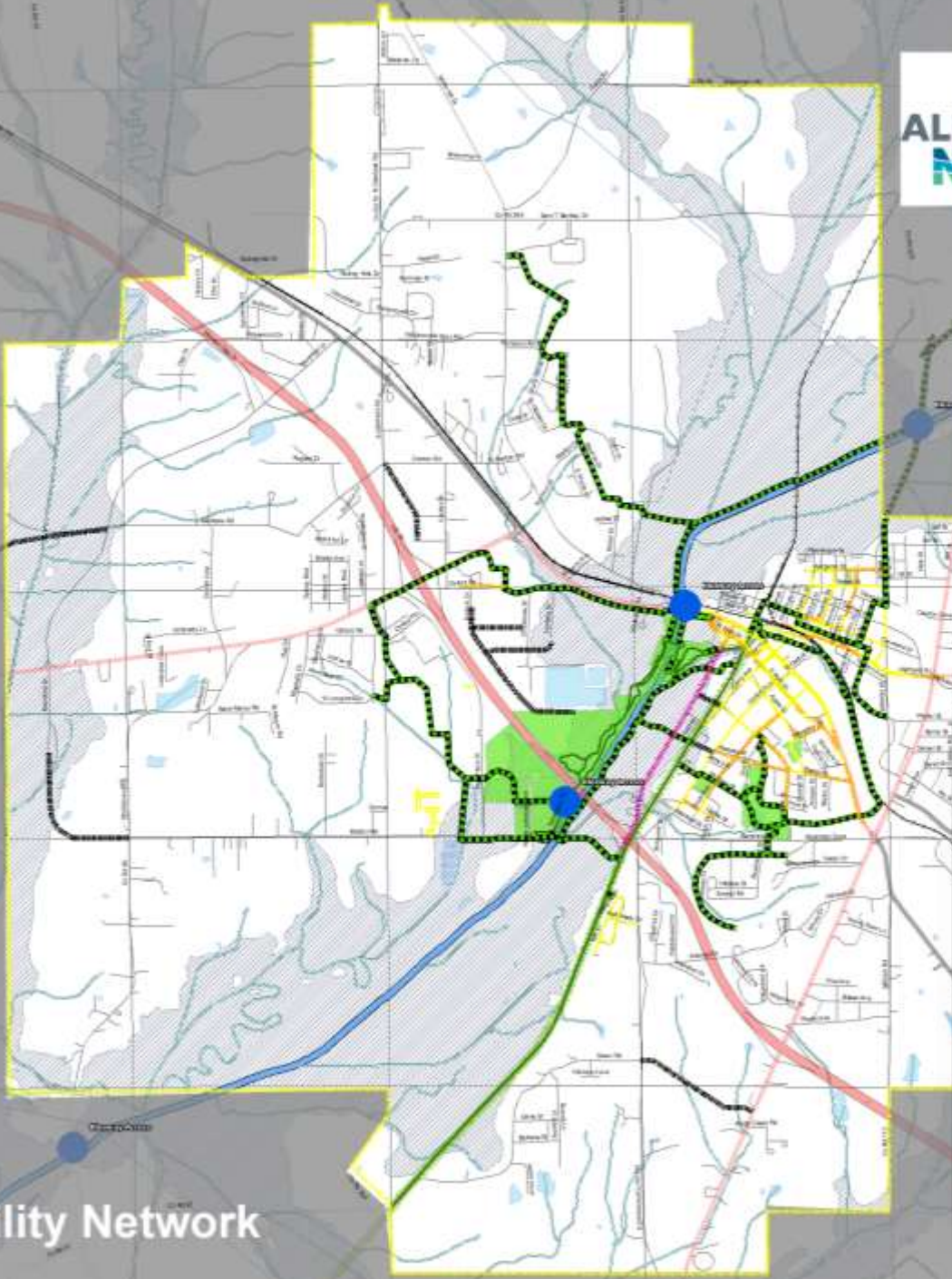
Downtown



New Albany Future Mobility Network



- Water Access
- █ Bike Lanes
- █ Greenway
- █ Sidewalk
- █ Street
- <all other values>
- █ Greenway
- █ Greenway-Tanglefoot Trail
- █ Sidewalk
- █ Parks - Recreation
- █ Flood Zone



New Albany Future Mobility Network



Oxford, Mississippi. Courtesy of Visit Oxford MS

COMMUNITY

People and placemaking potential of small downtowns

In the era of "winner take all urbanism," why are many small towns coming back to life—and why might they be good places to invest?

ROBERT STEUTEVILLE | MAR. 25, 2019

“Everybody says rural America is collapsing. But I keep going to **places with more moral coherence and social commitment** than we have in booming urban areas. These visits prompt the same question: How can we spread the civic mind-set they have in abundance?”

“The city focused on design standards for streets and other public areas, **creating a walkable community**, offering amenities such as high-speed Internet. The strategy worked and is more applicable now than ever,” says Jon Maynard, CEO of the Oxford-Lafayette Economic Development Foundation. “What we did unknowingly back in 1992 was to create an environment that was attractive to the 21st Century workforce,” Maynard said.

“The word I heard most was **“intentionality”** — especially about community. Many people try not to use Amazon so they can support local businesses. They don’t use the self-checkout lanes in the drugstore so they can support local workers. They’re almost fanatical in their support of local arts programs.”