

# LAWRENCEVILLE CORPORATION

To act as a catalyst and conduit for responsible growth and reinvestment in the Lawrenceville Community

The Lawrenceville Corporation was formed in January 2003 as a merger of the Lawrenceville Development Corporation (LDC) and the Lawrenceville Business Association (LBA). Both the LBA and LDC had been in existence since the mid 1980s and were formed in response to neighborhood decline following Phoenician's economic malfeasance in the 1970s and 1980s.

The merger yielded a new organization with a strong, unified board of directors. The organizational mission, membership, and much of the programming has had to be original to its entities. Over the years, the LDC has gained trust and national recognition for its innovative marketing programs like the 1942 Design Zone and the

Daunting branding campaign, recruitment efforts that have yielded numerous donations from retail and restaurant businesses, and the commercial and residential infill throughout the neighborhood.

## VISION

Lawrenceville Corporation's vision for the community includes the following elements:

- Advance community-led economic resources and employ the residents, homeowners and workers, children and senior citizens, low income and middle class households.
- Attracting and conceiving business districts that attracts customers from around the region with urban streets and pedicars, with contemporary

man that they can needs of community residents.

- A walk, healthy and clean community free from crime, drugs, prostitution, violence, and filth.
- An attractive neighborhood full of amenities including shopping, recreation, green spaces, parks, and recreation facilities.

## PRINCIPLES

The Lawrenceville Corporation is guided in its work by the main principles:

- **Proven Authenticity** promote community identity and writing their heritage and build-in existing architecture assets.

## Lawrenceville Timeline

