

# Sticker support

## Neighborhood pride on your car bumper?

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Folks trying to reinvigorate Manchester's neighborhoods hope you'll want to take your neighborhood pride on the road.

To that end, they're working up a set of bumper stickers to allow Manchester residents to display what part of the city they call home.



Will Stewart, a community service specialist with NeighborWorks Greater Manchester, teamed up with Manchester-based PrintNH and the city's planning office to create neighborhood stickers reminiscent of the European country stickers seen on many cars.

NeighborWorks Greater Manchester is a non-profit organization working to revitalize the city through

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housing and economic opportunities.

Stewart said the idea behind the stickers was to foster neighborhood pride and get residents to take an active interest in where they live. For example, one is the familiar black-bordered white oval bearing the letters PCQ.

"The stickers publicly identify them as residents of the 'Squog,' or wherever they call home," Stewart said, using the short, familiar form of the Piscataquog neighborhood.

The Piscataquog neighborhood—the homes falling on or near the river's confluence with the Merrimack—is one of more than 20 neighborhoods created by the city to highlight what city planner Meena Gyawali said was their biggest asset: close-knit, distinct living areas.

Gyawali said larger cities have used the neighborhood concept to their advantage, including Chicago, Los Angeles and New York. Manchester's neighborhoods are created through a mix of historical boundaries, modern streets and natural features like rivers and woods.

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"I think people have an easier time identifying with neighborhoods," Stewart said.

Part of that identity means taking an active interest in an area, and for Stewart that means keeping an eye on the worse el-

ements and having a hand in making the area a better place to live.

Other neighborhoods proposed in the still-developing idea are "KS" for Kelley Street, "MR" for Mast Road, and "ND" for Notre Dame/Whittemore.

But as no neighborhood is an island, Stewart said the pride in place embodied by the stickers is linked to the city as a whole.

"There is continuity in the design," Stewart said. "If you notice, at the bottom (of the sticker), it says, 'a neighborhood of Manchester, NH.' We wanted to make sure at the end of the day that we are all part of the city."

For more information on the stickers contact Stewart through NeighborWorks at 626-4663, or visit [www.nw-greatermanchester.org](http://www.nw-greatermanchester.org).