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## **City Centre Warwick reflects the city's vision for the area**

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I recently joined governor Lincoln Chafee, senator Jack Reed and other state and local officials to announce completion of a key phase of our ongoing efforts to redevelop and revitalize the 95 acres surrounding the airport and InterLink - the development of a new brand identity, website and market segmentation analysis.

City Centre Warwick is the new name for the Warwick Station District and truly reflects the city's vision for the area - a mixed-use, lively commerce and multi-modal transit center in the heart of southern New England that's supported by a vibrant, pedestrian-friendly neighborhood in which to live and work. The new name and logo creates a cohesive identity that will help us market City Centre Warwick's unique opportunities to local, regional, and national audiences.

Development of a dedicated website - [www.citycentrewarwick.com](http://www.citycentrewarwick.com) - is also a vital marketing resource that will both promote the area's transit and pedestrian-friendly characteristics, and provide critical information on business and residential opportunities in the area to developers and investors.

A key component of this phase - all of which was funded through a \$400,000 grant from the Federal Highway Administration - was the market segmentation analysis of City Centre Warwick. The study has identified the district's strengths, as well as key industries, including foreign trade, medical device and high-value manufacturing, distribution services, and the health care, educational services, financial, and biotechnology industries, that would flourish there and within the adjacent business innovation district.

With roughly 3 million s/f available for revitalization in City Centre Warwick and the business innovation district, there are unparalleled development possibilities. We are excited to continue our collaboration with our state and federal partners and the chamber to promote City Centre Warwick and look forward to further announcements about economic development and job growth in the district.

Scott Avedisian is the mayor of Warwick and the chairman of the RIPTA board of directors.

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