**Why Do We Care?**
The University Heights is a socio-economically, ethnically, and racially diverse Buffalo city neighborhood extending from the UB South Campus down to LaSalle Avenue. It and the adjacent University District neighborhood also include the commercial corridors of upper Main Street and Bailey Avenue.

In addition, other Academies students are working on projects for the renewal of green space and establishment of public art and cultural installations, and on the physical preparation of the storefront adjacent to the Tool Library as a small business incubator. Another campus group, the Buffalo Undergraduate Consulting Club (BUCC), is drafting a branding strategy and a business plan for the neighborhood. Taken collectively, these are the PULL Projects: the multi-year Pop-Up Living Laboratory projects for PULLing up the Heights.

**What Problems are We Trying to Solve?**
In cooperation with the University Heights Collaborative (UHC), the PULL projects aim to renovate buildings and improve streetscape, and to revitalize the Main Street commercial corridor. We are assembling a proposal for a $500,000 New York State Homes and Community Renewal Agency grant.

**How Do We Go About Solving these Problems?**
Over these three months, we have evolved an application strategy, created and developed a survey, completed readings, finalized a community survey, and outlined the grant application. This initial project concentrates on enhancing community engagement, fostering entrepreneurship, and creating a positive tipping point for neighborhood revitalization. Local residents will be able to live in an improved neighborhood.

**Expectations**
In the future, we look forward to prospering businesses along these targeted-blocks, and fresh appearances, vibrant commercial centers, and safe and stable community in the University Heights.