

# Survey Says!

In June, the JSID solicited your feedback on our performance and services through an online survey. More than 425 individuals participated. Residents of the District made up about half of the respondents. Other large categories of respondents included people who work for/own a business or own property in the District.

Nearly 47% of respondents “strongly agreed” and an additional 45% of respondents “agreed” with the statement, “The JSID contributes to the quality of life and vibrancy of Lancaster City’s Northwest and Downtown.” 82% of respondents felt the JSID was either of “very high” or “high” quality. Respondents were asked to rate the importance of 11 JSID programs and activities. Top vote getters (as defined by those receiving the highest percent of responses as “extremely important” programs) were retain/recruit businesses (63.8%), communicate with residents (63.4%) and operate the bike squad (60.3%). These rankings were remarkably consistent with the results of the JSID’s 2008 survey and also align with the JSID’s 2010-2012 strategic plan.

Respondents were generally satisfied with the bike squad, with 74% of individuals indicating they see the squad often

and that 62.5% of the time squad members are “friendly and approachable all the time.” 60% of respondents felt that the program is “important, but not the JSID’s highest priority.”

Respondents were asked about their perceptions of Northwest and Downtown Lancaster City today compared to five years ago in six categories: cleaner, safer, more activities, better place to live, better place to work and better place to visit. Overwhelmingly – in all cases in excess of 80% and in two cases greater than 90% – respondents indicated these areas are better today. More than 50% of respondents credited the JSID as being a “leading player for positive change” in achieving these outcomes. 45% of respondents felt that the JSID was “one of many factors making positive changes.”

The JSID’s Board of Directors reviewed the survey results at its August meeting. Staff has begun working on a list of actions and opportunities compiled from comments and suggestions received through the open-ended questions. To view the results of the entire survey, visit [www.downtownlanaster.com](http://www.downtownlanaster.com) and look for the “We asked. You told.” link on the right-hand side under “Headlines.”



NEIGHBORHOOD PRIDE.  
CITY PROGRESS.

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**Bike Squad**  
(717) 394-9522

Current Occupant or:

Nonprofit Org  
US Postage  
PAID  
Lancaster, PA  
Permit #1327



## Neighborhood Notes

[DowntownLancaster.com](http://DowntownLancaster.com) Vol 8 // Issue 3 // Fall 2010

## Prioritizing Real Estate Redevelopment

In late 2009 and through the first quarter of this year, the JSID and its partners at the City of Lancaster joined forces to evaluate strategic real estate redevelopment opportunities, with an emphasis on Downtown and key commercial corridors. The conclusions: (1) align and focus resources to prioritize smaller scale, in-fill commercial and residential projects; (2) adapt and create new tools to assist developers, property owners and real estate experts to make redevelopment easier, and (3) take actions to grow the market of people and interests considering City living, working or investing.

This approach isn’t new thinking. In fact, it aligns with national best practices and follows on solid planning work already done in Lancaster City, including the pivotal LDR plan of the 1990s and more recent work done by The Brookings Institution. It also is realistic given a considerably different and more challenging economic environment. The City has seen an enormous wave of investment, with more than \$800 million in completed projects since 2005, many of



Historic East Side Suites — In-fill project under construction on E. King St.

which were large-scale efforts. While that pipeline has shrunk, the opportunity now is to work on connecting the dots and keeping the City’s momentum strong.

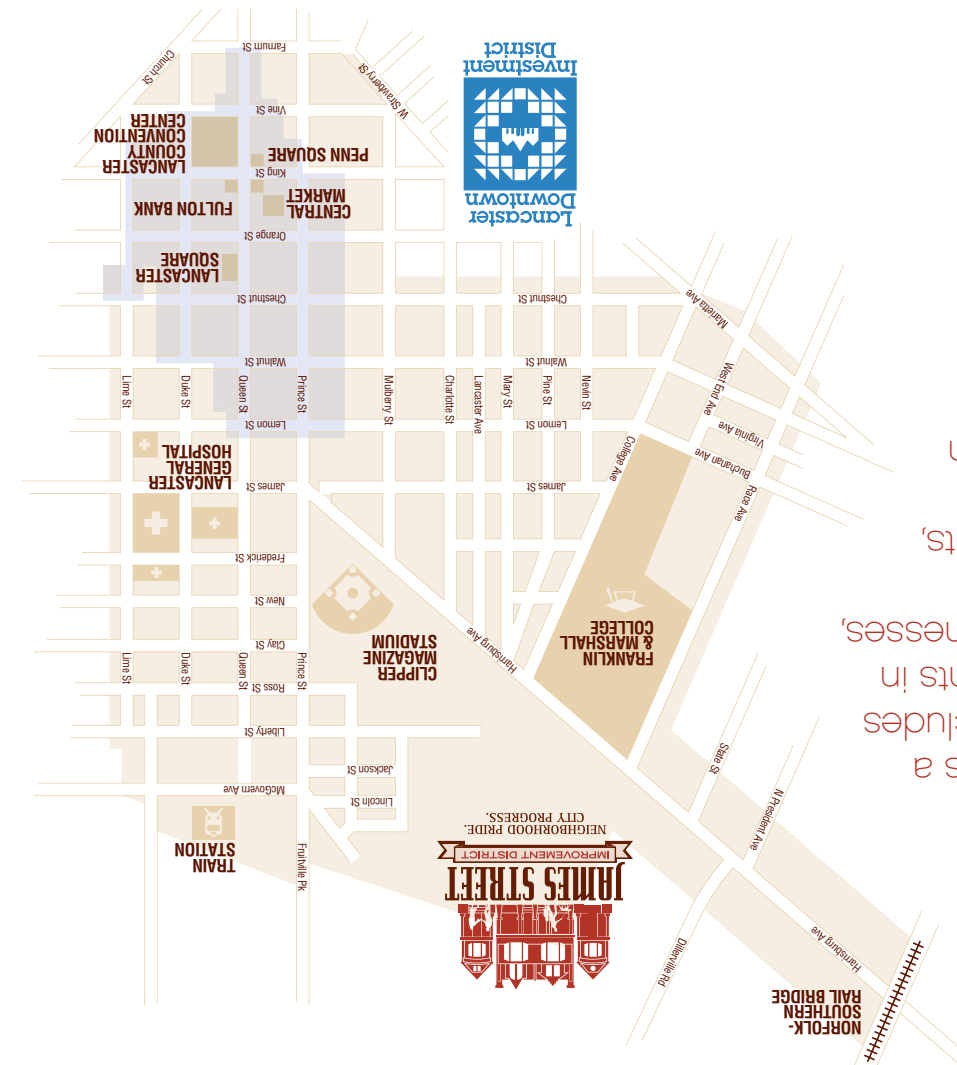
JSID and City staff have met with economic development partners, representatives of the real estate and design fields and community leaders over the past few months to seek consensus about the in-fill strategy and to prioritize

a series of recommendations. To view the report commissioned by the JSID and the City that forms the basis of this strategy, go to [www.DowntownLancaster.com](http://www.DowntownLancaster.com) and click on the right side of the home page under “Headlines.” Future newsletters will include progress updates on the implementation of this major new strategy. For more information, contact Lisa Riggs at [lisariggs@jsidlanaster.org](mailto:lisariggs@jsidlanaster.org).

## County Grant Supports JSID Façade Work

The Lancaster County Board of Commissioners approved \$1.5 million in urban enhancement grants in late August, including a \$50,000 award to the JSID to support façade improvements in the District. The JSID’s application to the County specifically targeted two areas – the 400-500 blocks of West Frederick/600-700 blocks of North Mary and the 00-200 blocks of West King/00-100 blocks of North Water. These two locations were identified as they have a mix of residential and commercial uses and serve as highly utilized walking corridors between important community assets.

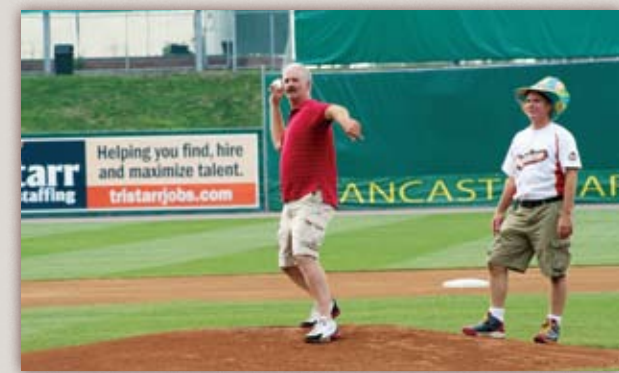
The JSID, working with property owners, has completed more than 120 façade projects over the past four years. The County’s funds allow the organization to continue and extend this work. This next phase will require a 150% match from the property owner and will be used primarily to enhance the safety and aesthetics of the corridors. For more information about the grant award, contact Shelby Nauman at [shelbyrnauman@jsidlanaster.org](mailto:shelbyrnauman@jsidlanaster.org).



The new JSID/Downtown website is a comprehensive calendar of events in the City, a directory of district businesses, available commercial listings and other resources for district residents, businesses and visitors. Please visit [www.DowntownLancaster.com](http://www.DowntownLancaster.com) to check it out.

## JSID Night at the Ballpark

On a perfect – almost cool – Saturday night at the end of July, the Lancaster Barnstormers rolled out the red carpet for the JSID, honoring the bike squad and touting the organization’s impact in the community to the more than 7,000 fans in attendance. About 200 friends and neighbors joined the staff, starting out with a casual dinner provided and hosted by Patio at Penn Stone before watching a series of ceremonial pitches and introductions. Special congratulations to JSID bike squad member Eric Geesey who received Ambassador of the Year recognition and many thanks to Opening Day Partners, Patio at Penn Stone, area merchants and neighbors for the tremendous support.



Ambassador of the Year, Eric Geesey, throws a “first pitch.”



## Hats Off To...

- Millersville University for adding to Downtown's student base with classes and activities now located at 42 N. Prince Street.
- Housing Development Corporation for investing \$5.5 million in renovations at Lancaster House South, its 31-year-old high-rise located at Prince and Walnut Streets.
- SouthEast Lancaster Health Services and its partner, Lancaster General, on the opening of the new clinic facility at 333 North Arch Street. With 23 exam rooms, this site is expected to handle up to 50,000 visits annually for medical services.
- Spanish American Civic Association, Eastern Market, Tabor and Lancaster General for the debut of Mercado del Centro Hispano, a Hispanic farmers' market located at 545 Pershing Avenue and open on Wednesdays (9am – 2pm) through the end of October.
- Champion Forge owner Abacus Development for achieving 100% occupancy of this multi-tenant retail anchor on Harrisburg Pike with the expansion of Evolution Power Yoga and the addition of new businesses Sukhothai and The Pita Pit.
- The County of Lancaster for spotlighting heritage crafts through January 2011 in its display space on the ground floor of 150 North Queen Street.
- Block party mania. . . . residents throughout the Northwest have hosted a ton of block parties this fall. Special highlights include the closure of the 500 block of Chestnut Street for a larger scale event, and efforts by organizers in the 200 block of Lancaster Avenue and the 400 block of West Chestnut for a "porch to porch" walk that can expand to neighboring areas.

## Purchase Downtown Dollars

In addition to doing all of your holiday shopping at local merchants this year, consider purchasing Downtown Dollars as stocking stuffers, gifts for co-workers and for visiting friends and relatives. Available in \$5 and \$10 increments, the certificates are accepted at most retailers in Downtown and Northwest Lancaster. For more information, contact the JSID office at 394-0783 or the DID office at 399-7977.



## Letter from the President

The JSID is now in its eighth year of operations, having started back in 2003. Since that time, the City's Northwest and Downtown have experienced tremendous growth. You may find it hard to remember what North Prince Street looked like prior to 2003 without Clipper Magazine Stadium, or Harrisburg Avenue without the Lancaster Arts Hotel, the YMCA, Champion Forge and College Row, but the landscape was significantly different. Empty lots and buildings, streets and sidewalks in serious need of repair and fewer neighborhood businesses. Today, we walk down streets with better lighting, enhanced facades and convenient trash receptacles on our way to great neighborhood stores like Chestnut Hill Café, Dogstar Books, and Slugger's Pizza.

Recently we conducted a survey of neighborhood residents and businesses about the key aspects of the quality of life in Northwest and Downtown Lancaster – the areas the JSID serves. The results were resounding. Overwhelmingly, those who responded to our survey indicated the quality of life in our area is better today than five years ago, and confidence continues to build.

The JSID certainly can't take credit for all of the community's progress over the past eight years. But we're proud of our role – we are the feet on the street providing clean and safe services, connecting the dots among and between residents, working with businesses that want to expand and invest here, and being the lead voice in sharing good news to celebrate.

When we were first founded, there was significant third-party funding to provide our services. Our initial years were funded by a combination of large major gifts and targeted state funding initiatives which are now winding down, like the Elm Street and Keystone Innovation Zone programs. Today, the funding picture to continue providing our services has changed. The JSID relies on the community's generosity, increasingly dependent on private donations from people like you.

By making a tax-deductible gift to the JSID this year, you help us to make change happen right here. We have included a convenient self-mailer envelope in this newsletter, or you can donate online at [www.DowntownLancaster.com](http://www.DowntownLancaster.com) by clicking on the Support JSID box on our home page.

I hope to hear from you and to get you more involved in our efforts.

Sincerely,

Lisa Riggs  
President

Your JSID contributions support community & economic development initiatives

### Enhancing Residential Neighborhoods



### Transforming Commercial Corridors



### Beautifying Our Community

