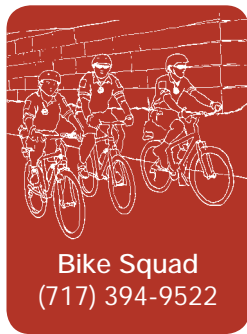




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Neighborhood Notes

JSIDLancaster.org // DowntownLancaster.com

Vol 5 // Issue 3 // Fall 2008

Harrisburg Ave Growth Continues



Construction underway for new YMCA facility.

Excavators and dump trucks are yet again re-shaping the Harrisburg Avenue corridor as the YMCA's new facility is under construction at 265 Harrisburg Avenue. Scheduled to open in Fall 2009, the new YMCA will be a phenomenal community asset, offering a wealth of activities for Lancaster's youth and adults, a six lane indoor competition pool, a running track and full-court gymnasium. The 42,000 square foot, 3-story new building will be a prominent addition to an increasingly vibrant gateway corridor that just five years ago was dominated by warehousing and distribution activity.

The YMCA joins a growing list of exciting projects, including the Lancaster Arts Hotel, the new College Hill Children's

Center and LIFE eldercare facility, and Franklin & Marshall's College Row. In September, three new tenants were announced for the College Row property, joining the wildly successful Filling's, Bed & Bath Affair and Iron Hill Brewery. Azura Clothing, WOW Café & Wingery and European Eyewear all have signed leases and will be opening over the next several months, adding impressive diversity to the retail center. Local special events expert Rod Shumaker has also found a home at 240 Harrisburg Avenue that allowed him to expand his growing business. Local yoga expert Lisa Taylor is opening a new studio at Champion Forge in November, which is also now the home to the annual August Italian Festival coordinated by Rosa Rosa.

Downtown Lancaster for the Holidays!

Experience the holiday season in the City with a variety of special events, activities and shopping. From visits with Santa in Binns Park, horse drawn carriage rides and strolling entertainment to more than 200 specialty shops, galleries, museums and restaurants, Downtown offers something for everyone.

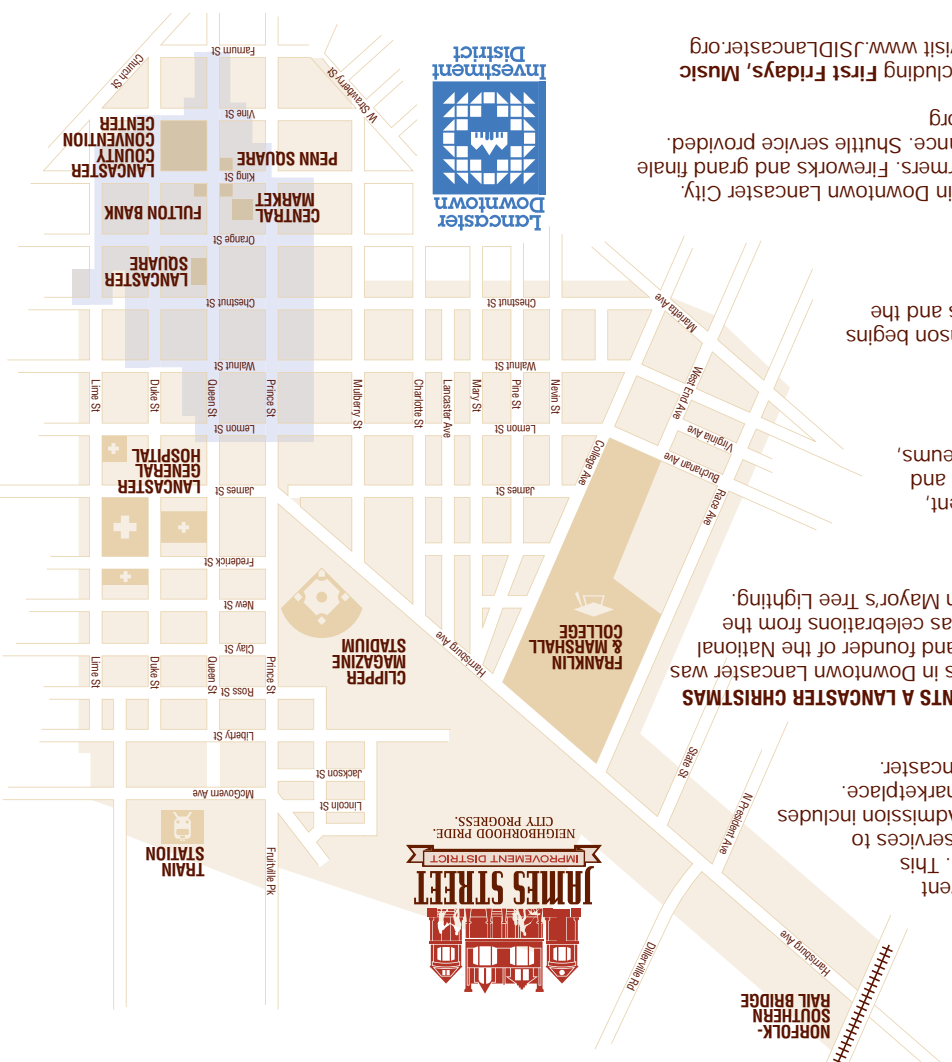
The holiday event season kicks off on Friday, November 28th with the Mayor's Tree Lighting Ceremony and Tuba Christmas, starting at 6:30pm at Penn Square, with extended evening hours at Central Market. A full schedule of the 30+ holiday events and a complete guide to Downtown can be found at www.lancastercityevents.com.



All Images Courtesy of Russell Frost/www.frostimaging.com

Special Events

- NOV 2—YWCA WOMAN TO WOMAN 2008**
 9am-4:30 pm // The Sixth Annual Woman to Woman event will be held at the YWCA of Lancaster (110 N. Lime St.). This unique event for women offers holistic workshops and services to introduce women to local women-owned businesses. Admission includes more than 30 workshops, a personal service, and the marketplace. Admission is limited. Proceeds benefit the YWCA of Lancaster. Details: www.w2wlanaster.org
- NOV 7-DEC 31—THE NATIONAL CHRISTMAS CENTER PRESENTS A LANCASTER CHRISTMAS**
 5pm-9pm on Nov 7th // With a vision of what Christmas in Lancaster was like in past eras, nationally-known Christmas historian and founder of the National Christmas Center, Jim Morrison, has recreated Christmas celebrations from the 1850s through the 1970s. FREE on First Fridays and on Mayor's Tree Lighting. Details: www.lancasterheritage.com
- NOV 28-DEC 24—DOWNTOWN FOR THE HOLIDAYS**
 Activities include visits with Santa, strolling entertainment, horse drawn carriage rides, storytelling, holiday movies and more. Shop at over 200 specialty shops, galleries, museums, and antique stores in Downtown Lancaster. Details: www.lancastercityevents.com
- NOV 28—MAYOR'S TREE LIGHTING**
 6:30pm-8:30pm // The official kickoff to the holiday season begins infamous "Tuba Christmas" lead to the festivities. Details: www.lancastercityevents.com
- DEC 31—COUNTDOWN LANCASTER**
 7:30pm-Midnight // Annual New Year's Eve celebrated in Downtown Lancaster City. Family-oriented entertainment featuring over 100 performers. Fireworks and grand finale to usher in the New Year. All events within walking distance. Shuttle service provided. Admission buton required. Details: www.lancasterrec.org
- Fridays, Downtown for the Holidays events, please visit www.JSIDLancaster.org**





Downtown Lancaster booth at ICSC.

Promoting Lancaster City for Investment

The JSID-DID hosted a booth at the International Council of Shopping Centers (ICSC) regional trade show held in Philadelphia in September, giving the City of Lancaster its first formal presence at this important event. ICSC's shows offer a premier networking and dealmaking forum linking retailers, developers and communities. JSID Vice President Marshall Snively, who has attended ICSC events for nearly a decade, prepared impressive materials and information showcasing development that is already occurring in the community and highlighting opportunities for future investment.

What's Up Downtown?

Check out the new Downtown Investment District website at www.DowntownLancaster.com for a complete list of Downtown Special Events and a directory of Downtown and Northwest Lancaster businesses.

What's New in Northwest?

Visit www.jsidlanaster.org for current community news and to register to receive a free copy of JSID's quarterly *Neighborhood Notes*.

JSID Survey Results

In June and July, the JSID collected information and opinions from the community assessing the perceptions and impact of the organization over the past five years. The insights gathered from more than 350 individuals (via on-line survey and through a series of focus groups) is incredibly helpful and will be used by the JSID Board of Directors to help guide a strategic planning effort.

Thank you to everyone who participated! Here are some of the more specific results:

- Overall, the JSID received 'high marks' for its overall impact on quality of life issues and performance, with 93% of respondents indicating we're doing an 'excellent' or 'good' job and with 83% of respondents either 'strongly agreeing' or 'agreeing' that we contribute to the quality of life and vibrancy of the City's Northwest and Downtown.

- While respondents are strongly supportive of all of our programming, the top four areas of focus (based on being rated either "extremely important" or "important") are:

Communicate with residents: 95%

Retain/recruit businesses: 93%

Install trash receptacles: 92%

Operate the bike squad: 90%

- More than 75% of respondents indicated that the JSID's newsletter is their primary source of information about the organization. The JSID's website is used far more sporadically and randomly.



- The red-shirted bike squad is highly visible, with 98% of respondents having seen a member in the community. While 60% of respondents noted that squad members are 'friendly all the time,' 20% indicated that some members are friendly, while others are not.

- Nearly half of respondents to the web survey had contact with a bike squad member to log a complaint or make an inquiry. Of those, 65% indicated that they were 'very satisfied' with the contact.

To view additional statistics from the survey results, visit www.jsidlanaster.org and click on the survey results in the top left corner.

A Refresher Course on the Bike Squad



A JSID Bike Squad member engages participants at the 300 N. Queen St. block party.

One message we heard through our summer outreach is some confusion over the roles and responsibilities of the bike squad. Are they security or ambassadors? When should I talk to them and what can they do for me?

The bike squad serves three primary functions. Foremost, they are community ambassadors – a recognizable friendly face, checking in with residents, store owners and employees and regularly giving directions. Just last year alone, squad members pointed people the right way more than 2,000 times.

Second, they focus on quality of life issues, such as overgrown weeds, excessive trash, graffiti, abandoned vehicles and municipal maintenance/repair issues. Bike squad members log this information and notify the proper authorities. Last year, our squad worked with a range of city staff primarily in the Public Works department to handle more than 200 malfunctioning traffic lights, broken park benches and missing signs. If you're in the City's Northwest or Downtown and see a condition that doesn't look or feel "right," or if you see something broken or missing, please share this with an ambassador in the field or notify our offices at jsidlanaster@comcast.net.

Third, squad members act as additional 'eyes and ears' in the neighborhood.

Bike squad members are not substitutes for police or other emergency personnel, however. They are trained to contact the police, fire and medical personnel and can play a supportive role such as directing traffic when requested by first responders. Squad members are equipped with radios and with a field cell phone so it is efficient for them to connect to County dispatch or local

police. Last year, our squad members assisted emergency services nearly 100 times and provided assistance at auto accidents 65 times.

Please contact David Aichele, Operations Director, if you have any questions or comments about the bike squad. David can be reached at 394-0783 or dtaihele@comcast.net.

IMPORTANT CONTACT NUMBERS

Police Dept. Non-Emergency
717-664-1180

Fire Dept. Non-Emergency
717-291-4865 (Shift Commander)

Trash Complaints
717-291-4744

Property Maintenance Issues
717-291-4706

JSID Bike Squad Ambassador
717-917-4696

James Street Improvement District
717-394-0783 // Fax 717-394-0784

Downtown Investment District
717-399-7977 // Fax 717-399-8355

POLICE, FIRE
OR AMBULANCE

911

EMERGENCY

COMPLIMENTS OF

