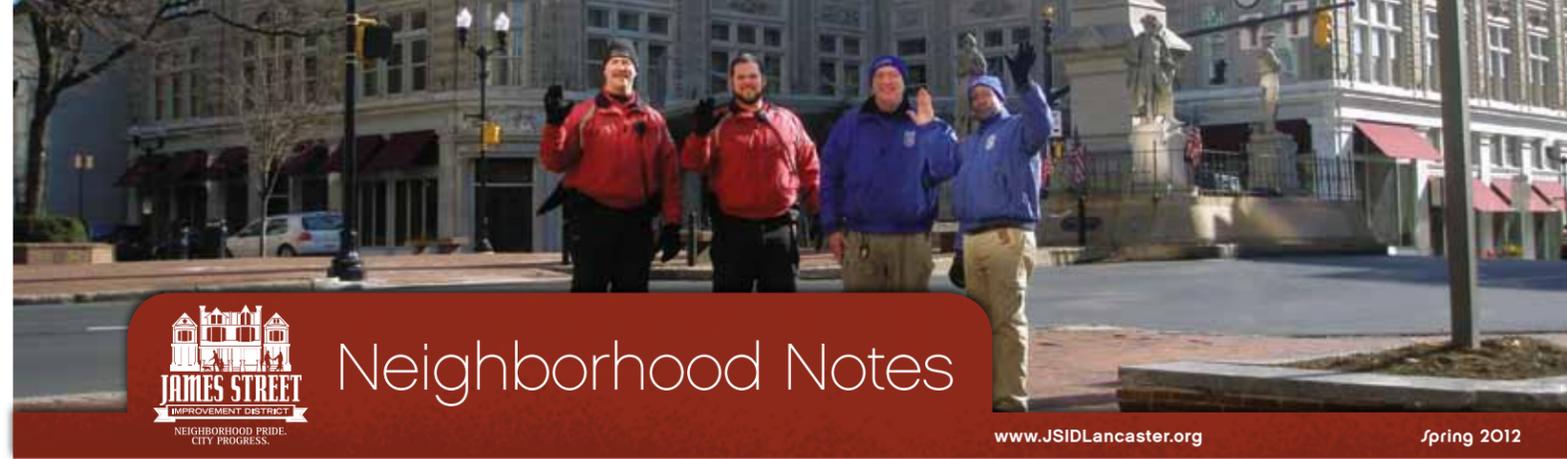




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Spring 2012

Growing and Reinvesting in the District

One of the healthiest signs of a community is when local businesses grow, putting hard-earned resources back into the business and the neighborhood. Today, given the challenging economic environment of the past several years, it is even more relevant to recognize the importance of our local business base and to celebrate the hard work of many friends and community partners.

Visage A' Visage has incorporated "green" features and services. The on-site parking lot will be one of the first completely permeable lots in Lancaster, assisting with the City's efforts to control storm water run-off. Eco-friendly equipment and services will be incorporated into the spa as well. Visit www.visageavisage.com for more information.

Lancaster Trophy House Moves into New Headquarters



In 2011, the 49-year-old Lancaster Trophy House purchased the building at 237 N. Prince Street, a former tobacco warehouse. After investing almost \$1 million, the new location officially opened for business in January. This larger space has allowed the family-owned business to double its showroom area to 3,000 square feet and has resulted in its ability to expand inventory by 50 percent and to add a T-shirt making business. Former building owner, ASSETS, an entrepreneurial training program, continues to operate on the second floor of the property. For a complete list of services and products, please visit www.lancastertrophyhouse.com.

District Dentist Practice Reinvests in its Duke Street Office



Matthew D. Freedman, D.M.D, and Associates, located at 416 N. Duke Street, continues to make improvements to the home of its longtime family practice. Also known as the John R. Bitner House, this mansion was built around 1873 as the residence of one of the founders of Fulton Bank. Since purchasing the property in 1983, the Freedmans have made on-going improvements to restore this neighborhood jewel. This spring their work continues with new landscaping, façade lighting and the installation of decorative wrought iron fencing salvaged from another Duke Street property over 15 years ago. Visit www.lancasterdentist.com for more information on this practice and its services.

Checkers Bistro Expands and Moves to Harrisburg Avenue



One of Lancaster's lunch and dining hotspots is making a big move in March. Checkers Bistro, owned by David Payne

In this issue of Neighborhood Notes, we've highlighted five businesses spread throughout the District, but we know the list is longer. Drop us a note if you're a business in the district that has made improvements to your building or has expanded in employees or product lines. And stay tuned for our next issue, as we update you on several larger scale investment projects that will, yet again, put cranes on the City of Lancaster's skyline.

Visage A' Visage Day Spa and Salon Brings New Life to an Historic Mansion and is Going "Green"



A District business since 1989, Visage A' Visage Day Spa and Salon is preparing to move into its new home at 802 N. Duke Street. The Salon has invested over \$600,000 to restore the 115-year-old Mary Reynold's Mansion. It will move from 616 N. Lime Street into over 8,000 square feet of space in April. As part of the project,



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Photo Credit: David Andriele

WHAT'S UP DOWNTOWN?
For a complete list of events, shops, restaurants and attractions, visit www.DowntownLancaster.com



Continued from page 1

and Masami Kawano and open since 2006, will soon be occupying the anchor restaurant space in Champion Forge at the intersection of Harrisburg Avenue and Charlotte Street. This new space will be nearly double the square footage of their current location a few blocks away and will expand their seating capacity to 150 chairs plus outdoor dining options. Visit www.checkersbistro.com for more information on the move.

DogStar Books Expanding to New Digs

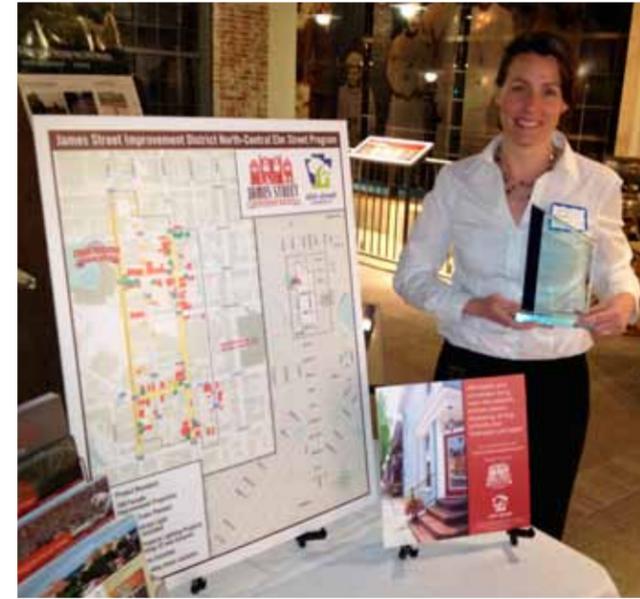
The community's venerable local bookstore is readying its new location in the former Filling's Clothing store at 401 W. Lemon Street. After purchasing

the building and performing extensive renovations, DogStar Books is growing from 1,300 square feet at 529 W. Chestnut Street to almost 3,000 square feet at Lemon and Charlotte Streets. Now housing 15,000 books, the additional space will allow DogStar to shelve over 35,000 books within the first 12-18 months of opening.

New to DogStar will be a dedicated gallery that will also serve as a reading and gathering space, furnished with tables and chairs, featuring a self-serve coffee bar with locally roasted coffee. For more information, visit www.Dogstarbooks.com.



JSID's Elm Street Program wins "Envision" Award



On February 7th, JSID's Programs Director Shelby Nauman accepted an Envision Leadership Award from the Lancaster County Planning Commission. Nine awards were given based on 18 total submissions. The JSID was one of three winners in the top "Leadership" category. The JSID's submission for this award celebrated the accomplishments and outcomes of our Elm Street program, which focused on the neighborhood bounded generally by the 400-700 blocks of North Prince and Queen streets, including the cross streets of James, Frederick, New and Clay. The award recognizes the strength of the JSID's efforts, driven and executed by Shelby, reflecting over 100 façade improvement projects, the installation of street trees, lighting and surveillance cameras, and other activities that strengthened the neighborhood fabric over the last five years.

The JSID was among good company. District anchors — Central Market, Franklin & Marshall College's College Row and Historic East Side Suites — also were recognized.

Hats off to...



• JSID bicycle ambassador **Eric Geesey** for celebrating three years of service on the JSID's squad.

• Fulton Elementary principal **Jill Martin** and the School District of Lancaster, for engaging the community in the design and decision-making process regarding exterior renovations to the school.



Photo Credit: Lancaster Chamber of Commerce and Industry

• **John Meeder** and **Meeder Development** for their continued investment in the District. The latest project is the new townhouse developed as part of Arch Street Commons on Lemon Street, the first new single-family home construction in recent memory.

• Several community connections for their recent successes, including **Karen Schloer**, for her promotion to CEO of the Boys and Girls Club of Lancaster after serving as Chief Operating Officer for the last five years; JSID resident **Hilda Shirk, Ph.D., MSW**, for her appointment to CEO of Southeast Lancaster Health Services; and **Steve Sohonyay**, for moving into the role of Principal at Reynolds Middle School following 12 years of teaching and administrative work at the school.

• **LancasterHistory.org**, for producing the "It Happened on the Square" noontime lunch presentations on the first and third Fridays of each month and running throughout the year. The series includes renowned historians, journalists, and local celebrities telling the storied history of Downtown Lancaster.

• **John Markley** and **Markley Actuarial Services, Inc.**, for re-committing to Lancaster. Located in Downtown since 1985, Markley Actuarial chose to reinvest in Lancaster City, renovating and breathing new life into the wonderful historic space at 26-28 W. King Street.

• **Lewis Bechtold**, Uptown Antiques; **Tim Carr**, Carr's Restaurant; **Mike DeBerdine**, Rhoads Energy; **Ken Hammel**, Hammel Associates Architects; **Joyce Heberlein**, Lancaster Galleries; **Mary Colleen Heil**, PA College of Art & Design; **Howard Kelin**, Kegel Kelin Almy & Grimm; **Frank McCabe**, High Hotels; **Clair McCormick**, Lebzelter's; **Randy Patterson**, City of Lancaster; **Cindy Stewart**, Hager Condominium Association – all of whom volunteered from August – December 2011 as members of a special Task Force related to the renewal of the Downtown Investment District Authority (see related story).

DID Renewal Update



As noted in our last newsletter, the Lancaster Downtown Investment District Authority (DID) is slated to expire at the end of 2012. To prepare for the legal requirements to renew the DID, a Task Force was formed to conduct community outreach last fall. After five months of work, the Task Force presented the DID Board of Directors with its recommendations at the

DID's January 25, 2012 Board meeting. That report and the results of two surveys (one for DID property owners and one for the general public) can now be found online. Go to www.jsidlancaster.org and click on the DID logo on the home page. The next steps of the process include a review of a draft plan at the DID's March 28 meeting, circulating the draft plan to DID property owners and hosting a public meeting in the spring. For more information on the DID renewal, contact Lisa Riggs, JSID President, at 717-394-0783 or lisariggs@jsidlancaster.org.

A Sad Goodbye

In December, long-time DID staff person Cheryl Kieffer passed away. Cheryl touched so many people in her more than 10 years at the DID, serving as a constant cheerleader for all things Downtown and with a particular love for Central Market. She worked particularly closely with many in the retail and merchant community, selling tens of thousands of Downtown Dollars over just the past few years. Because of her dedication to the health and growth of the community, the DID Board of Directors chose to recognize Cheryl's contributions by having a tree planted Downtown featuring a plaque in her honor.



Connecting City Neighborhoods with Long's Park

In June 2011, the County of Lancaster, through its governing transportation body, designated \$24,000 in public funds to study bicycle and pedestrian connectivity options along the Harrisburg Pike corridor. Partnering with PennDOT, the JSID stepped up as the local lead organization to oversee this work and to secure the required \$6,000 in local matching funds. The project is a great example

of working to achieve the JSID's mission of enhancing the quality of life for City residents.

Mackin Engineering, a PA-based engineering firm, was selected in October by PennDOT as the consultant and was tasked with developing a conceptual 'in right-of-way' option, looking at sidewalk access along Harrisburg Pike from Race

Avenue to Long's Park, and an 'out of right-of-way' option that will provide an off-road trail linking these same two points.

Final recommendations, including proposed locations, design, and cost estimates, will be presented in April at public transportation meetings and will be featured online and in the next issue of Neighborhood Notes.