



**LANCASTER CITY**  
ALLIANCE

**NEIGHBORHOOD  
NOTES**



Winter 2015

**Strong Community. Strong Economy. Vibrant City.**

LancasterCityAlliance.org

# DRIVING REVITALIZATION IN CITY'S SOUTHWEST



The LCA Mission and Values Statements direct our commitment to “Partnerships, Empowering Innovative Approaches to Game-Changing Opportunities and Collaborative Solutions.” This guides our work and the culture of how we engage funders and our primary partners around

Neighborhoods, Economic Growth, Community Engagement, and Advocacy, and we are excited to highlight a new initiative we are helping to mobilize in the City’s Southwest.

LCA is one of several organizations partnering with Lancaster Housing Opportunity Partnership (LHOP) to support a grant request to the Wells Fargo Regional Foundation for a section of the City’s Southwest neighborhoods. The \$100,000 neighborhood planning grant would fund a resident-driven revitalization plan over a 12-16 month timeframe led by LHOP, supported by numerous partners who would empower stakeholders and drive participation in the planning process through existing neighborhood programs and activities.

LHOP has been leading several catalytic housing projects in the Southwest area, mainly on W. Strawberry Street (masthead photo), where they purchased three rental properties and upgraded them for existing tenants. They also acquired and completely rehabilitated two properties that they then sold to income-qualified families

(see before and after photos). LHOP was able to complete these investments by partnering with IMPACT missions, which donates volunteer labor in order to make these projects financially sustainable.

LCA’s Director of Neighborhoods, Shelby Nauman, has experience with the Wells Fargo Regional Foundation and assisted LHOP’s Ray D’Agostino in exploring the opportunity for funding. Applications were submitted in September of last year and Regional Foundation staff toured the neighborhood in October. Following the tour, LHOP was invited to submit additional information for Committee Review. Grant award notifications will be made in early 2015.

The LCA-led Economic Development Strategic Plan, *Building on Strength*, will augment this effort with planning efforts focusing on opportunities specifically for the Manor Street and West King Street neighborhood cores. *Building on Strength* also examines opportunity sites for investment with a goal of bringing new businesses, community amenities and jobs to the neighborhood.

## LCA BIDS FAREWELL TO TWO BOARD MEMBERS WHILE WELCOMING TWO NEW MEMBERS

Founding LCA Board members, John M. Levitski and Nevin D. Cooley, recently stepped down from the Lancaster City Alliance Board of Directors.

John, formerly Regional Affairs Director at PPL Corporation, served the former Lancaster Alliance as Board Chair from 2009-2011 and was a member of the consolidation team joining the James Street Improvement District (JSID) and the Lancaster Alliance into the Lancaster City Alliance in 2013.

Nevin, recently retired Chief Executive Officer of High Companies, served on the Lancaster Alliance Board from 1996 until its consolidation with JSID in 2013.

The LCA Team recognizes the vision and leadership they have provided to the organization and the Lancaster Community and expect that both John and Nevin will continue supporting LCA in an advisory capacity.

Lancaster City Alliance is also pleased to announce the recent addition of Pedro A. Rivera, newly appointed Pennsylvania Secretary of Education, and Mark C. Fitzgerald, President and Chief Operating Officer of High Real Estate Group LLC, to the organization’s Board of Directors.



Exit Lancaster volunteers mulch tree wells on E. King Street

## DID RENEWED THROUGH APRIL OF 2019



After 18 months of planning and public outreach, on January 27, 2015, City Council officially approved the renewal of the Lancaster Downtown Investment District (DID) for another 4 years.

The DID's current operating plan expires on April 30, 2015. Since Fall of 2013, the DID's Board of Directors, staff and a special volunteer Task Force have been working to shape a new plan that will take effect on May 1, 2015. A key change from the current plan is the expansion of the District to encompass a growing Downtown.

In general, the current DID's boundaries run from Vine Street to Lemon Street and from Water Street to Lime Street. After much consideration and through community outreach, the boundaries for the new plan include the addition of the properties on the west side of S. Prince Street from King Street to Mifflin Street and all of the properties bordering the west side of Water Street from Mifflin Street to Lemon Street.

With a continued focus on Clean & Safe services, the millage rate will remain at the current 2.45 mils throughout the life of the four-year plan.

A copy of the plan can be found at [LancasterCityAlliance.org](http://LancasterCityAlliance.org) by clicking on "Lancaster DID" on the home page.

## DID TREE MAINTENANCE

On Saturday, October 25th, the Lancaster Downtown Investment District partnered with the Lancaster City Department of Solid Waste and Recycling and the City Parks Department along with two great community-minded organizations to mulch tree wells in Downtown. Thanks to Exit Lancaster, a non-profit mentoring organization, and Lancaster Unity, over 80 volunteers mulched more than 220 tree wells in the DID.

Building on the City's continued quest to become more "green", the donated mulch provided for this project was recycled yard waste from City residents.

This February, the DID will be undertaking another project that will benefit businesses and property owners within the District by contracting with a local arborist to provide tree trimming and crown raising of the lower branches hanging over the sidewalks and streets. Trees and sidewalk maintenance are the responsibility of the property owner and the City requires a clearance of 9' over the sidewalk and 14' over the street. An audit was recently completed and over 200 of the trees in the District are in need of attention. The DID will undertake this initiative as a benefit to District property owners.

## CLEAN & SAFE UPDATE

June through December of last year, the Bike Ambassadors patrolled over 9,300 miles of street and alleys while taking the time to engage with residents and business owners over 10,000 times.

The squad also addressed 265 graffiti tags, most of which have been abated, and reported almost 920 incidents of unkempt properties with excessive trash or weeds. They also reported almost 120 City maintenance issues, such as broken or malfunctioning traffic lights and crosswalk signals and bent, broken or missing street signs.

Additionally, they reported almost 30 burned-out street lights to PPL.

During that same period, the Clean Team collected over 21,000 lbs. of trash and 20,000 lbs. of leaves from DID sidewalks. This represents over 18 tons of trash and leaves in six months. The Clean Team also removed over 435 graffiti tags and unsightly stickers from public spaces.

With a continued focus on customer service and community engagement, both squads assisted visitors to the Downtown and Northwest over 2,000 times, providing directions and offering suggestions and information regarding the City.



# BUILDING ON STRENGTH

## ECONOMIC DEVELOPMENT PLANNING CONTINUES

Now at approximately two-thirds complete, *Building on Strength*, the Lancaster City Economic Development Strategic Plan, is nearing the home stretch with a focus on the commercial hubs of our neighborhoods and Downtown core with clear and defined strategies and tactics that are to be presented as part of the final plan.

To date, over 100 meetings representing nearly 1,000 community stakeholders have been a part of this exciting effort. In December, LCA hosted two community stakeholder meetings focusing on the major commercial streets that are part of the plan. Through these discussions and workshops, a number of themes have come forth that are shaping the plan.

- Creating the tools necessary to facilitate the effective investment

of underutilized infill properties and anchor sites throughout the City and our neighborhood commercial areas

- Harnessing and growing our entrepreneurial base
- Developing much-needed housing of all types and income levels
- Marketing the City as a great place to live and invest
- Creating an environment conducive to investment through addressing Quality of Life and promoting healthy lifestyles

A second public meeting was held on January 15th, attended by almost 200 people. This meeting was critical in gaining insight from our residents, business owners and leaders as we all will ultimately be



*Bob Shoemaker inspects Conestoga Plaza now under construction on S. Duke Street, an area of focus of the plan.*

responsible for the implementation of the plan. A third public meeting to review the draft plan is scheduled for Thursday, March 19th at 6:30 pm (location TBD). The final plan will be complete in May of this year.



Photo: Photography

## MERCHANT COMMITTEE RECOGNIZES MILESTONE ANNIVERSARIES

At the January 21st Merchant Committee Meeting, several Downtown businesses received well-deserved recognition for their long-term investment in Lancaster City. Among the twenty honored were Lancaster Central Market, marking its 285th anniversary this year, along with Miesse Candies, which celebrates 140 years of business in Lancaster City. Other milestones include the PA Guild of Craftsmen's 70th anniversary and Gall Laminating calling

the City home for over fifty years as well as Art & Glassworks, Wavelengths and Lancaster Galleries, all in business for over 30 years. Through the efforts of the Member Intra-Marketing Subcommittee, these celebrations will now occur quarterly at the merchant meetings, which are held the third Wednesday of each month at 8:30 am at the Ware Center. Congratulations to our locally owned and grown businesses that are the heart of our City.

# HATS OFF TO...



▲ **Lancaster Unity**, led by co-founders **Martha Good, Noah Miller, Melissa Shultz** and **Evan Germann**, is a new group in Lancaster City focused on community service through volunteer mobilization that included the peace march held on December 27th that brought hundreds of people together in support of our City.

**Labor for Lancaster** organizers, **First United Methodist Church**, and **over 200 volunteers from 16 for- and non-profit organizations** who participated in this first-annual Labor Day weekend community service day that benefited Clare House, the Transitional Living Center and the City's 6th Ward Park.

**City of Lancaster** for being designated a 2014 eCity by Google.

**Bob Dano** for donating land next to his business, **Engleside Beverage**, to build the Lancaster County SPCA at 848 South Prince Street. The Mary K. Dano Animal Shelter was dedicated in September. ▶

**Lancaster Barnstormers** for winning the 2014 Championship AND to owners **Rob Liss, Ian Ruzow, Bob Zuckerman** and **Steve Zuckerman**, for making our local team fully locally owned! ▼



Downtown Merchants **LancasterHistory.org, Lancaster Cupcake, Space and That Shuu Girl** for winning the annual Holiday Window Decorating Contest.

**POUR Wine Bar** for supporting LCA through the "Pour it Forward" fundraising event on December 2, 2014. Friends and supporters celebrated artisan beer by La Trappe while raising almost \$400 for LCA.



**J. Gary Langmuir** of **Wohlsen Construction** for his recent election to Chairman of PA Chamber of Business & Industry Board of Directors. Langmuir, President & CEO of Wohlsen Construction since 1990, has served two years on the Board as First Vice Chair and will now serve two years as Chair.

**Wells Fargo** for their recent generous donation of 511 Poplar Street AND \$13,000 toward renovations to **Lancaster Housing Opportunity Partnership (LHOP)**. This is in addition to their donation of 339 S. Marshall Street last year in support of LHOP's ongoing efforts in creating quality affordable housing for Lancaster's citizens.

Event sponsors **Tellus360, Moxie House/ FIG** and **Atomic Design**, the **over 50 participating City merchants** and **cultural attractions** and the **300 attendees** for making the City's inaugural **VELOCITY** event held last September a huge success, raising almost \$10,000 in support of our merchant community. Plans are now underway for **VELOCITY 2015** in September of this year.

## THANK YOU TO OUR SUPPORTERS!

### LCA ANNUAL GRASSROOTS CAMPAIGN EXCEEDS EXPECTATIONS

Lancaster City Alliance is supported by a wide variety of investors, ranging from large corporations to individual residents, and we are grateful to all of our generous donors. Each year LCA conducts an Annual Grassroots Campaign which gives us the opportunity to connect with many residents, individuals and small businesses throughout the community we serve.

An important component of this year's annual campaign was *The Extraordinary Give*, the 24-hour giving marathon held

on November 21st and made possible by the Lancaster County Community Foundation and their presenting sponsors, Rodgers & Associates and Martin H. Baer Charitable Trust.

As part of *The Extraordinary Give*, Lancaster City Alliance joined nine other organizations at Tellus360 for the second-annual *Great Giving Gig*, a fantastic example of partnering local FOR-profit businesses with local NON-profit businesses in order to support our community. It was sponsored by

Tellus360, Thaddeus Stevens School of Technology, Murray Securus, and Good to U Auto Center.

Lancaster City Alliance is honored to announce that this year's Annual Grassroots Campaign has raised over \$25,000, which will allow us to continue our mission of *Strong Community, Strong Economy, and Vibrant City*. Thank you, Lancaster, for your overwhelming support.

# LCA-LED PANHANDLING ABATEMENT EDUCATION PROGRAM NETS RESULTS

In July of 2014, in partnership with the Downtown merchants, service providers and Spencer Advertising, LCA's Community Safety Executive Leadership Team launched an initiative to educate our generous community that it's "Okay to Say 'No' to Panhandling," and encouraged the public to help those truly in need by giving to worthy organizations working to end homelessness.

Since launching the campaign through posters displayed in storefronts and postcards that can be distributed to visitors, customers and Downtown workers, there has been a marked reduction in panhandling in the core of the City.

LCA partnered with Millersville University's Public Safety Research Institute to survey the public, both before the program was initiated and four months later:

- In June of 2014, 84% of the people surveyed had recently been asked for money while Downtown.
- In November that number dropped 50%, to just 42%.
- 72% of those surveyed said they were aware of the promotion and agreed that it was a positive message and helpful.

# URBAN LAND INSTITUTE AWARDS PLANNING GRANT TO LCA

LCA was recently awarded an Urban Innovation Grant to support the *Building on Strength* planning initiative from the Urban Land Institute (ULI). The Urban Land Institute is a nonprofit education and research institute whose mission is to provide responsible leadership in the use of land and in creating and sustaining thriving communities worldwide. The theme for ULI's 2014 grant program was "Building Healthy Places," and LCA's planning will greatly benefit from the \$40,000 award. LCA was one of 16 international grants awarded from a total of 43 submitted applications and will support the comprehensive approach and planning to our economic development, walkability and bikeability, and overall building of a vibrant, healthy community. LCA was informed of the award while attending the ULI Fall Meeting in New York, an event this year focused on ways to create healthier and active people and communities and affording LCA the opportunity to learn from worldwide industry leaders in urban planning and development.



Mulberry Street to be converted to two-way and accommodate bike traffic this summer.

# JEFF SPECK LEADING WALKABILITY AND BIKEABILITY STUDY FOR CITY

As an integral part of LCA's economic development strategic planning, Lancaster City has engaged nationally recognized city planner, Jeff Speck, to complete a five-month analysis and make recommendations on how to improve the walkability and bikeability of our City. Speck, author of *Walkable City: How Downtown Can Save America One Step at a Time* and co-author of *Suburban Nation*, will take a practical approach, including specific observations backed by research and real-world examples to guide the City to common sense decisions in improving upon what we already observe as a generally walkable and bikeable community. LCA sees clear value in enhancing livability through this effort as well as a direct application and benefit to our larger planning efforts. A well-attended public meeting on November 17th validated our community's keen interest in the project, and Speck outlined his scope to include a review of the street network, parking, transit and recommended changes to specific thoroughfares, all to arrive at solutions to improve walkability and to encourage cycling. The recommendations of the analysis will be incorporated into the final economic development strategic plan, set for completion in May 2015.

LANCASTER CITY ALLIANCE & LANCASTER DOWNTOWN INVESTMENT DISTRICT  
want you to know...

## IT'S OKAY TO SAY "NO" TO PANHANDLING.

Statistics show that most panhandlers are not homeless and most homeless do not panhandle. For some panhandling is a career, and a lucrative one.  
Source: U.S. Dept. of Justice, Office of Community Policing Services

A better way to help is by contributing to or volunteering for charities and organizations with outreach programs that truly help those in need with long-term solutions.

Lancaster County Council of Churches 344 North Marshall Street Lancaster, PA 17602 www.lcccouncilofchurches.org	Spanish American Civic Association 453 South Lime Street, Suite B Lancaster, PA 17602 www.saacpa.org	Tabor Community Services 208 East King Street Lancaster, PA 17602 www.tabor.net.org
The United Way of Lancaster County 630 Janet Avenue Lancaster, PA 17601 www.uwlanc.org	Water Street Ministries 215 South Prince Street Lancaster, PA 17602 www.wsm.org	

LANCASTER CITY

Poster

# NEIGHBORHOOD SAFETY TIPS

Safety is everyone's concern. That is why the Lancaster City Alliance (LCA) offers five simple tips to help keep you and your neighbors safe. By communicating and being aware, we can help prevent crime *together*.

## TIP #1 — SEE IT! REPORT IT!

If you see suspicious behavior, report it to police immediately and before posting it on social media. You may recognize strangers or unusual activity more readily than a patrol officer, so do not hesitate. **717-664-1180** is the non-emergency dispatch. Always call 911 for an emergency or if you cannot recall the non-emergency number.

## TIP #2 — BRIGHTER SIDEWALKS ARE SAFER SIDEWALKS.

Keep exterior and porch lights on from dusk to dawn to deter crime and promote neighborhood safety and comfort for pedestrians. It costs less than \$1/month to power an LED-powered porch light. Keep trees trimmed away from street lights and the canopy raised 9 feet over the sidewalk. Malfunctioning street lights should be reported to PPL at **1-800-342-5775**.

## TIP #3 — SAY HELLO.

Say hello to everyone you meet; this lets them know you have acknowledged their presence in your neighborhood. Get to know your neighbors. This spreads goodwill and people will learn to recognize one another. When you see daily patterns of activity, you'll know if something "doesn't feel right."

## TIP #4 — LEAVE PARKED CARS EMPTY AND LOCKED.

Do not leave items such as GPS units, laptops, purses, packages, loose change, CDs or other items out in the open to entice a thief to break into your vehicle. When in doubt, take it into your house or place of business. Lock your car day and night.

## TIP #5 — VOLUNTEER.

Be a block captain. Collect and maintain the block's email list, help create and administer a neighborhood Facebook page, register on [nextdoor.com](http://nextdoor.com) to share local neighborhood information, plan block gatherings, build a relationship with your sector police officers. For more information on becoming a block captain, visit [LancasterCityAlliance.org](http://LancasterCityAlliance.org).

For a map of the Bike Ambassador Coverage Area visit:  
[LANCASTERCITYALLIANCE.ORG](http://LANCASTERCITYALLIANCE.ORG)

**BIKE AMBASSADORS**  
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