

# COMMUNITY COFFEE 3

## 12 January 2010:

Introduction

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Overview

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Findings & Initiatives

Breakout Groups

Discussion



# purpose

## Top Ten Revitalization Goals From 2002 Master Revitalization Plan

1. Create pedestrian environment along York Road.
2. Increase Uptown parking supply.
3. Expand office / retail tax base.
4. Integrate school district and borough actions.
5. Protect and enhance architectural resources.

Building on past successes

TOP  
**10**

# purpose

6. Stronger “sense of place” for uptown and York Road.
7. Create perpendicular walking district for uptown.
8. Minimize speeding throughout the borough.
9. Develop balanced mix of businesses.
10. Expand recreational amenities.

Building on past successes

TOP  
**10**

# overview

## Process



Listen



Gather



Assess



Report

## Overview

- Goal is to recommend a few high, medium, and lower priority projects that can be funded
  - Policy recommendations that can be used to guide future decisions as funding becomes available
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1. Gathered your input at the community coffees – listen
2. Spoke with numerous stakeholders
3. Collected and updated data on existing conditions and trends
4. Utilized best practices in economic development and urban design
5. Task force members' input
6. Reporting back to you now

# coffee findings

What we heard and our analysis



## Overview of Community Coffees: 13 and 15th of October 2009

- +/- 70 Participants
- 64% Completed an extensive questionnaire
- Large crowds stayed well after end time

### Comment Elements

- Need to be more user friendly
- Old York Road is a problem
- Poor overall physical conditions
- Signage
- Lack of amenities
- Pedestrian challenges
- Parking (much improved responses)
- Use Focus of “Getting” off Old York Road for practical and branding purposes:

1. Lure off and Link Up
2. Jenkintown, Come on “Back”
3. Johnson Street Promenade





**Parking was also cited as a continuing issue, but less than half of the questionnaires listed parking as one of their top 3 priorities.**

- This is lower compared to a previous Jenkintown Community Alliance survey in which 70% of the respondents indicated parking was a problem
- 23 of 45 questionnaires indicated that parking had improved over the last 5 years
- Only 7 listed it as an ongoing problem

**Community members seem to feel the Borough has made significant stride in improving parking conditions.**



## Community Self Image ?

Use clothing & retail store brands as a way of matching view of where one lives with that of major consumer labels ranging from high-design to discounter stores:

- Macy's (most frequent)
- GAP
- Kohl's
- Target



# stakeholders

Outreach