



REVITALIZATION GOALS

According to Montgomery County's Revitalization Program requirements, overall goals should be created for each element of the revitalization planning process: economic development, public safety, community facilities, transportation, and housing. Based on JCA's visioning process and the Background Analysis section of the Revitalization Master Plan, a set of draft goals were developed at the Jenkintown Revitalization Task Force meeting on December 18, 2001. The proceeding draft goals were then used as a framework for goal setting at a public workshop held on January 15, 2002, which attracted approximately 150 stakeholders.

Economic Development Goals

- Develop a more physical "sense of place" for Uptown on Old York Road
- Maintain a balanced mix of businesses in the Jenkintown Community
- Maintain and expand commercial tax base
- Create a walking district in Uptown that weaves the west and the east sides of Old York into the strong pedestrian environment of the Town Square area
- Create a "park once" district in Uptown
- Expand JCA's role as a management entity to implement marketing, parking, and property goals for Uptown

Public Safety Goals

- Minimize speeding throughout Borough
- Minimize the amount of vandalism and juvenile behavior problems

Community Facilities Goals

- Expand the borough's supply of parks and recreational amenities
- Enhance the public amenities within residential neighborhoods
- Help allocate the limited resources of Jenkintown's fire companies
- Explore the possibility of creating a new "municipal civic center"
- Integrate School District & Borough actions that influence entire community

Transportation Goals

- Create a quality pedestrian environment that encourages strolling along and crossing Old York Road
- Minimize parking conflicts between high-density neighborhoods and churches
- Increase the utilization of public parking in Uptown
- Increase the parking supply in Uptown, while preserving its small town character
- Improve bicycle circulation and access throughout Jenkintown
- Improve pedestrian access transit service and increase ridership between Uptown and rail stations
- Improve pedestrian environment in Borough
- Minimize speeding on residential streets

Housing Goals

- Protect and enhance the architectural integrity of Jenkintown's housing
- Improve housing conditions borough-wide
- Maintain access to housing for a broad range of income levels, particularly young families and elderly people

Since a typical community focused on revitalization often has too many goals, limited resources, and a need to act quickly, workshop attendees were asked to prioritize the goals within each category and then prioritize the "top ten" goals across all categories. The workshop attendees broke into 11 small groups of varied sizes to discuss what these goals mean for Jenkintown. A facilitator from either the Revitalization Task Force or the JCA assisted each group. Then, the facilitators announced their group's "top ten" goals at the end of the meeting. As a result of this public workshop, the proceeding "top ten" goals were determined to be the main focus for the Revitalization Master Plan.

"Top Ten" Revitalization Goals

- 1. Create a quality pedestrian environment that encourages strolling along and crossing Old York Road**
- 2. Increase the parking supply in Uptown, while preserving its small town character**
- 3. Maintain and expand office and retail tax base**
- 4. Integrate School District & Borough actions that influence the entire community**
- 5. Protect and enhance Jenkintown's unique architectural resources**
- 6. Develop a stronger "sense of place" for Uptown on Old York Road**
- 7. Create a perpendicular walking district for Uptown to integrate the east and west sides of Old York Road**
- 8. Minimize speeding on local roads throughout the Borough**
- 9. Develop a balanced mix of businesses in the Jenkintown community**
- 10. Expand and enhance Borough's supply of parks and recreational amenities**