

ENGAGEMENT SUMMARY

WHAT WE'VE HEARD

BUSINESS FOCUS GROUP & CANVASSING

1 GOOD THINGS ABOUT DOING BUSINESS IN MY NEIGHBORHOOD



- Community Support:** Strong support from the Latino community.
- Diversity:** Interacting with people from many different backgrounds.
- Location:** Good commercial location to provide a safe place for customers.
- Serving the Community:** Provides culturally relevant products and services to the Latino community.
- Positive Safety Perception:** The presence of the prison provides a sense of safety to local business owners and is viewed as a deterrent to local crime.

2 DIFFICULTIES OR CHALLENGES FACED WHILE DOING BUSINESS IN MY NEIGHBORHOOD

- Economic Challenges:** Poor understanding of cost-related factors (rent, basic services, etc.) by customers. Concerns about the implications of tariffs on business sales.
- Parking Challenges:** More parking spaces are needed to accommodate customers. Street closures and detours due to construction also affect their businesses.
- Environmental and Image Challenges:** Trash from nearby businesses or other locations isn't collected by the city.
- People moving away from the city:** Limited parking permits and regulations were given as reasons for the Hispanic and Latino communities are moving away from the city.
- Systemic Issues:** Lack of high-quality education and emotional support for the youth.



3 OUR BUSINESS WITHIN THE NEXT 5-10 YEARS



- Business Growth:** Desire to expand businesses, but constrained by space challenges.
- Interest in growing businesses with redevelopment of prison site:** Business owners have aspirations to own or rent space that may be available in the future redevelopment of the prison site.

4 HOW HAS THE LANCASTER COUNTY PRISON AFFECTED OUR BUSINESS?

- Neutral Perspective:** There are no negative or positive effects to their businesses.
- Positive Perspective:** Physical proximity between inmates and local loved ones largely due to the location of the facility that enables local families to visit incarcerated relatives more easily.
- Negative Perspective:** There is a perceived increase in traffic and accidents when people visit the prison, especially at busy times.



5 WHAT IS THE FUTURE YOU IMAGINE FOR THE REDEVELOPMENT OF THE PRISON SITE?

- Positive Effect**
Rebirth of the community and social well-being.
- Economic Opportunities**
Commercial center that brings more jobs.
- Place Revitalization**
More housing, mixed-use development, educational or recreation center, affordable sports facilities would bring more people to revitalize the neighborhood.
- Concerns on Business Competition**
Large commercial chains or similar businesses as perceived threats.

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WHAT WE'VE HEARD

COMMUNITY ORGANIZATIONS FOCUS GROUP

1 WHAT ARE THE KEY STRENGTHS OF THIS COMMUNITY/ NEIGHBORHOOD?



Connectedness: There is a strong sense of community and people seem to know their neighbors.

Diversity: This is a diverse neighborhood representing the many different cultures, age groups, and communities from across the city. There is strong representation from the city's immigrant and refugee communities.

Basic amenities: The community is well-served by local businesses and has access to full-service grocery store (C-town).

Accessibility: The neighborhood is well-connected to downtown, schools, and other services/amenities.

Affordable Food: The local eateries and stores offer food at affordable prices for families and individuals.

Reservoir Park: The park offers outdoor amenities and green space for the local neighborhood.

2 WHAT ARE THE KEY CHALLENGES OF THIS COMMUNITY/ NEIGHBORHOOD?

Affordable housing: Finding and maintaining affordable housing options are a challenge in this community.

Safety: There are concerns of safety on streets, especially for pedestrians and cyclists.

Prevalence of drug use: Open air drug use and overdoses have been observed in the park.

Park resources/ programming: There is competition for use of the park for organized programming.

Prison presence: The neighborhood feels like it exists in the shadow of the prison.

Access to services: There is a need for more city services that are accessible to the local population. It would be helpful to have services to support people settling into the city including language/translation services, housing assistance, and social services.

3 DESCRIBE THE IMPACTS OF THE LANCASTER COUNTY PRISON ON THE COMMUNITY. HOW HAS THE PRESENCE OF THE PRISON AFFECTED THE COMMUNITIES YOU SERVE?

Negative safety perceptions: Cat calling when walking around surrounding areas of the prison site.

Avoidance of immediate area surrounding the prison: Families avoid the immediate areas around the prison. Don't want to expose children to every day activities of the prison such as the police patrolling with dogs.

Parking issues: There is a lack of designated parking areas for visitors of the prison.

Reminder of incarceration: Presence of punitive systems within the neighborhood.

4 WHAT ARE THE KEY OPPORTUNITIES AND POTENTIAL CHALLENGES ASSOCIATED WITH THE FUTURE REDEVELOPMENT OF THE PRISON SITE INTO A NEW USE/ USES?

Potential function of the site as a destination within the city Currently, the site is not perceived as a destination. There is significant potential, given it's strategic location, to transform this perception through thoughtful redevelopment that supports local identity, attract visitors, and meets community needs.



TROLLEY TOUR

Lancaster East End Small Area Plan – Primary Study Area

Leaders of community organizations were invited to participate in a tour around the Primary study area of Lancaster East End Small Area Plan with team members from the City of Lancaster and WRT. The purpose of the trolley tour was to reimagine the prison site within the context of the community, and how the prison site could be transformed through future redevelopment by uplifting local voices, identifying key opportunities, and addressing potential challenges in a collaborative way.

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WHAT WE'VE HEARD

POP-UP EVENTS - April 14th & 15th / May 10th/ 18th/ 29th

Reservoir Park/ Open Streets Event/ Spring Fling/ African American Festival

WHAT IMPROVEMENTS DO YOU THINK SHOULD BE MADE IN THE EAST END COMMUNITY?



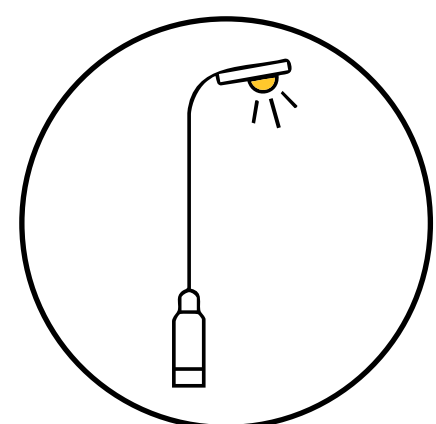
SAFER, MORE VISIBLE CROSSWALKS?

34 



MORE TRASH & RECYCLING RECEPTACLES?

29 



BRIGHTER LIGHTING?

25 

OTHER IMPROVEMENT?

¿Otra Mejora?

- More public gathering spaces
- Community Garden education
- City removal of invasive trees
- Dog park
- Traffic calming measures
- Shaded play areas
- Beer garden



April 14th Reservoir Park

WHAT SERVICES / BUSINESSES WOULD YOU ENJOY HAVING IN THE AREA THAT ARE NOT CURRENTLY AVAILABLE?



RECREATION FACILITIES?

54 



COFFEE SHOP / BAKERY?

42 



FARMERS / FOOD MARKET?

40 

OTHER SERVICE / BUSINESS?

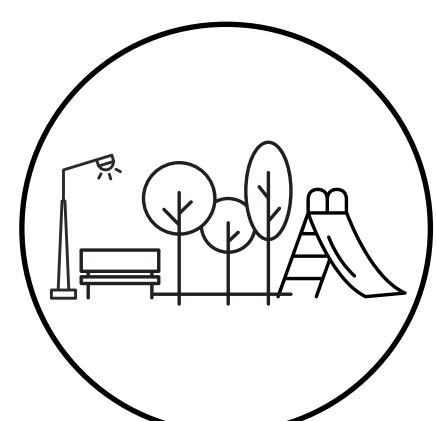
¿Otra Servicio o Negocio?

- Pool
- Shelters (refugees, homeless)
- Indoor Sports
- Library
- Affordable housing
- Dental Center
- Skating Castle
- Supermarket with more products
- Veterinary office



April 15th Reservoir Park

FOR THE REDEVELOPMENT OF THE PRISON SITE, WHAT WOULD YOU LIKE TO SEE?



PUBLIC GATHERING SPACE (plaza, outdoor space, etc.)?

61 



HOUSING?

41 



COMMUNITY CENTER?

40 

OTHER IDEA?

¿Otra Idea?

- Multiple stores
- Outdoor cafes
- LGBTQ Center
- Conference Center
- Volunteer Center that is inclusive for everyone
- Rooftop garden
- Shelters that teach basic life skills and provide workforce development opportunities



April 14th Reservoir Park

TELL US ABOUT YOUR EXPERIENCE, HOW DO YOU THINK THE REDEVELOPMENT OF THE PRISON SITE WOULD BENEFIT THE COMMUNITY?

MORE JOBS
MORE PEOPLE

MORE MEETING AND EVENT SPACES
MORE GREEN AREAS

MORE ACTIVITIES/ ENTERTAINMENT
MORE ENGAGEMENT

IMPROVED IMAGE OF THE CITY
MORE SAFETY

MORE LOCAL SHOPS
MORE HOUSING



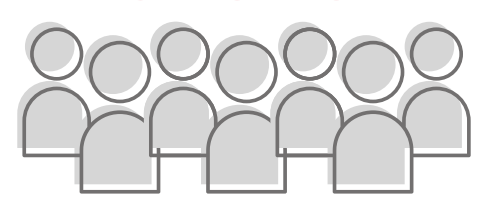
ENGAGEMENT SUMMARY

WHAT WE'VE HEARD

ONLINE SURVEY

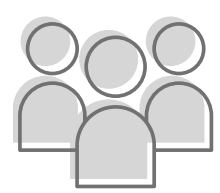
PARTICIPANTS

500

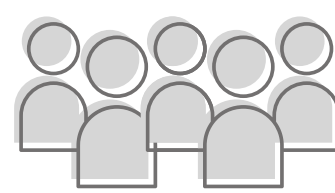


DO YOU LIVE IN THE EAST END SMALL AREA PLAN STUDY AREA?

43%
YES



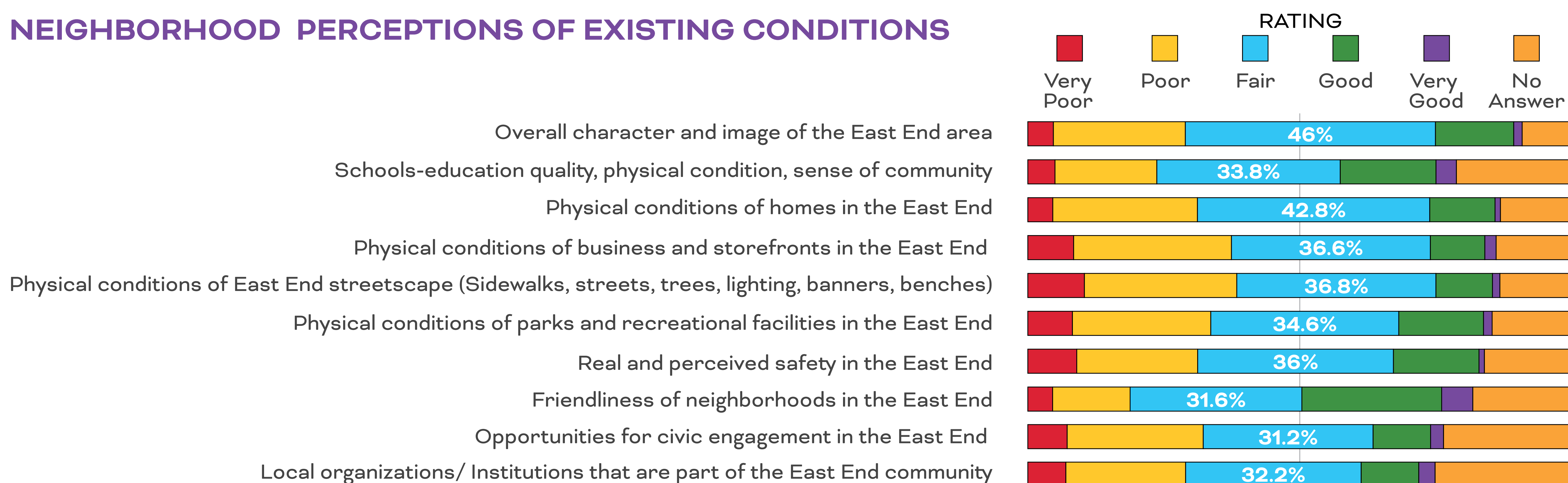
57%
NO



I WANT TO BE INVOLVED THE PLANNING PROCESS

47.6%
agree

NEIGHBORHOOD PERCEPTIONS OF EXISTING CONDITIONS

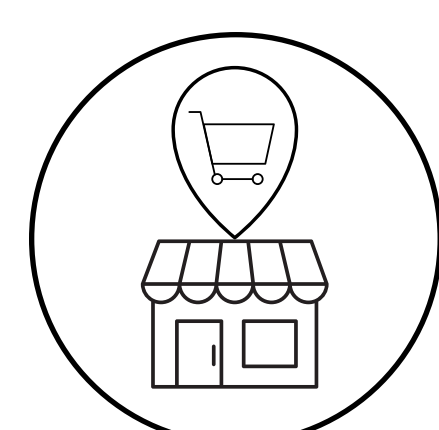
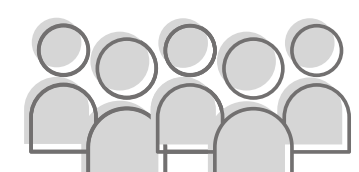


WHAT SERVICES / BUSINESSES WOULD YOU ENJOY HAVING IN THE AREA THAT ARE NOT CURRENTLY AVAILABLE?



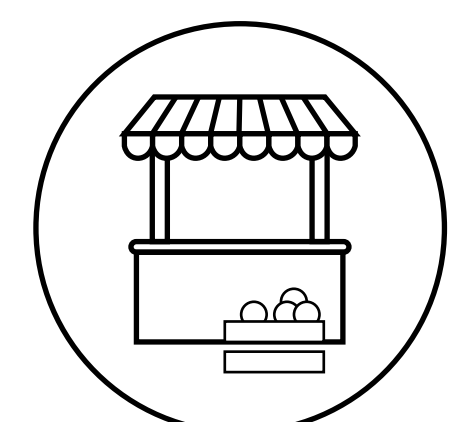
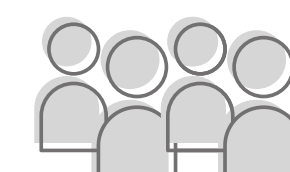
INDEPENDENTLY-OWNED RESTAURANTS?

14.4%



A NEW GROCERY STORE?

13.2%



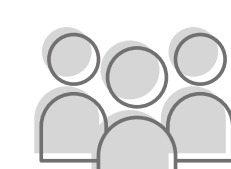
FARMERS / FOOD MARKET?

14.4%



COFFEE SHOP / BAKERY?

12.7%



OTHER SERVICE / BUSINESS? ¿Otra Servicio o Negocio?

- Community-focused resources
- Shelters or Rehabilitation centers for the unhoused population
- Affordable housing and subsidized housing
- Recreational Spaces: Gyms, pools, bike paths, trails, and indoor activities

WHAT IMPROVEMENTS DO YOU THINK SHOULD BE MADE IN THE COMMUNITY?



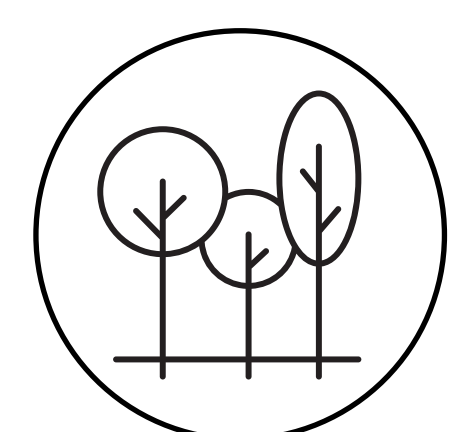
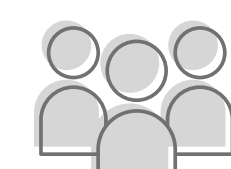
STOREFRONT IMPROVEMENTS/BEAUTIFICATION?

14.9%



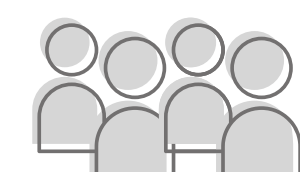
MORE TRASH & RECYCLING RECEPTACLES?

12.6%



MORE STREETS TREES AND PLANTING AREAS?

14.1%

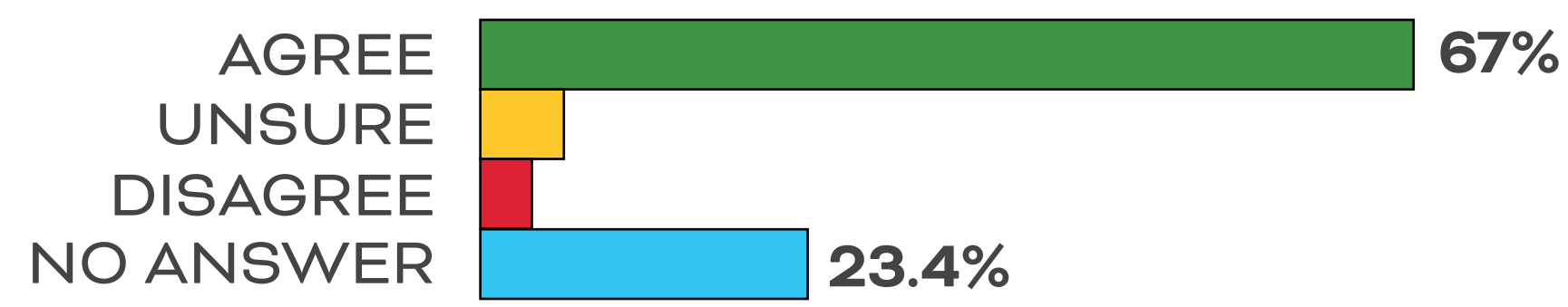


SAFER, MORE VISIBLE CROSSWALKS?

11.2%



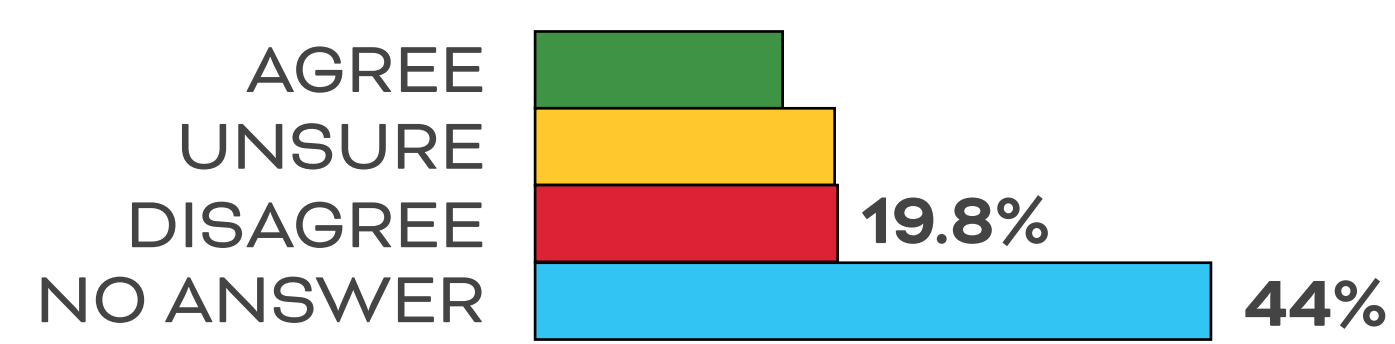
I FEEL SAFE IN THIS NEIGHBORHOOD DURING THE DAY



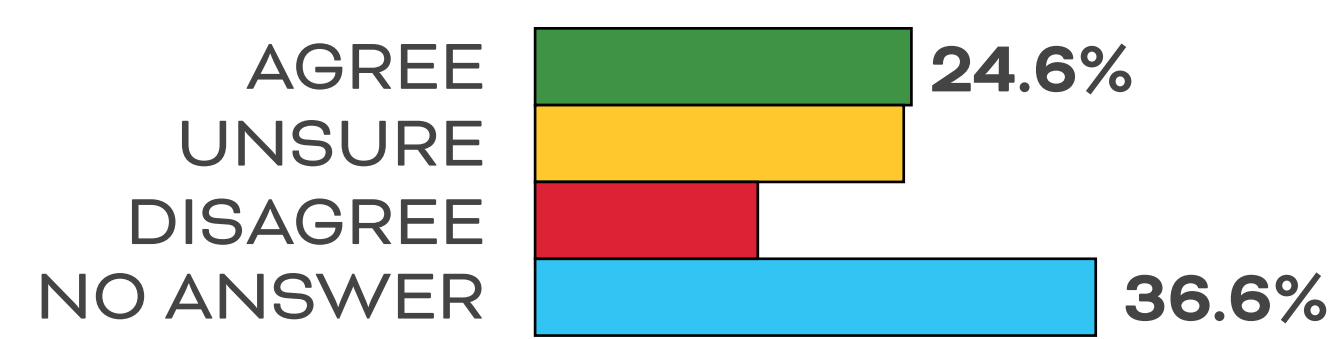
I FEEL SAFE IN THIS NEIGHBORHOOD AT NIGHT



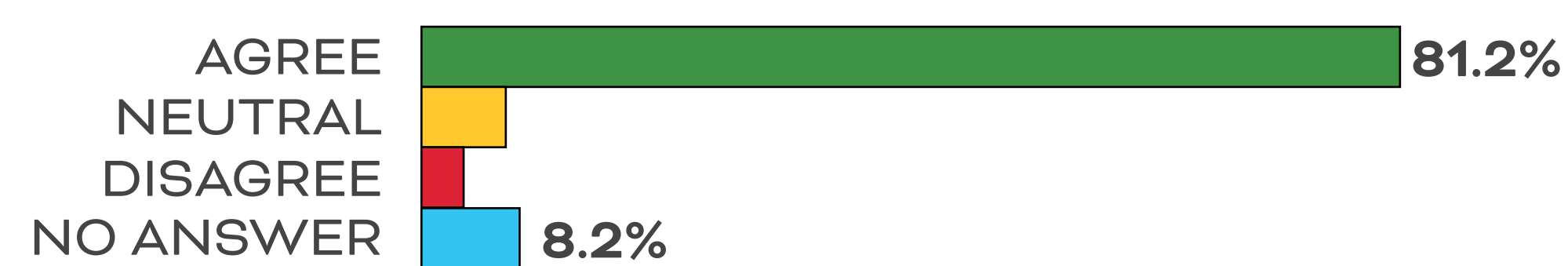
I FEEL SAFE ALLOWING MY CHILDREN TO WALK AND PLAY OUTSIDE



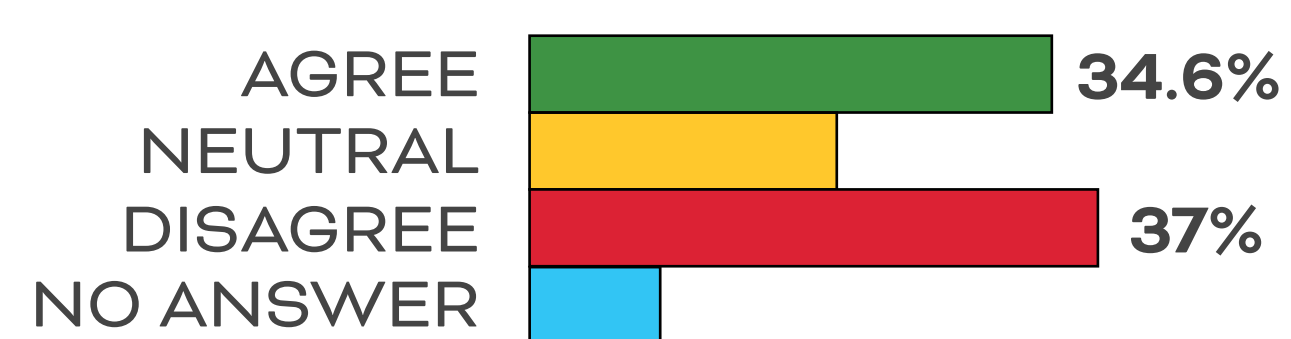
THIS NEIGHBORHOOD IS SAFE FOR SENIORS



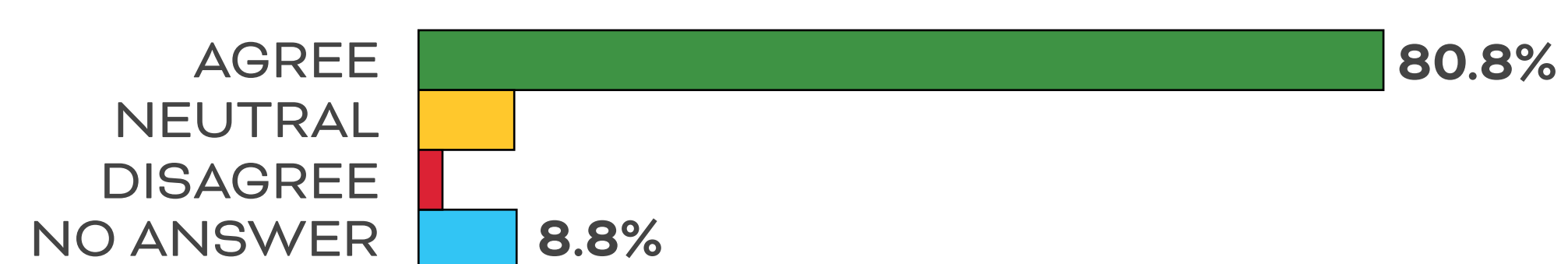
THE REDEVELOPMENT OF THE PRISON SITE WILL BE BENEFICIAL TO THIS COMMUNITY



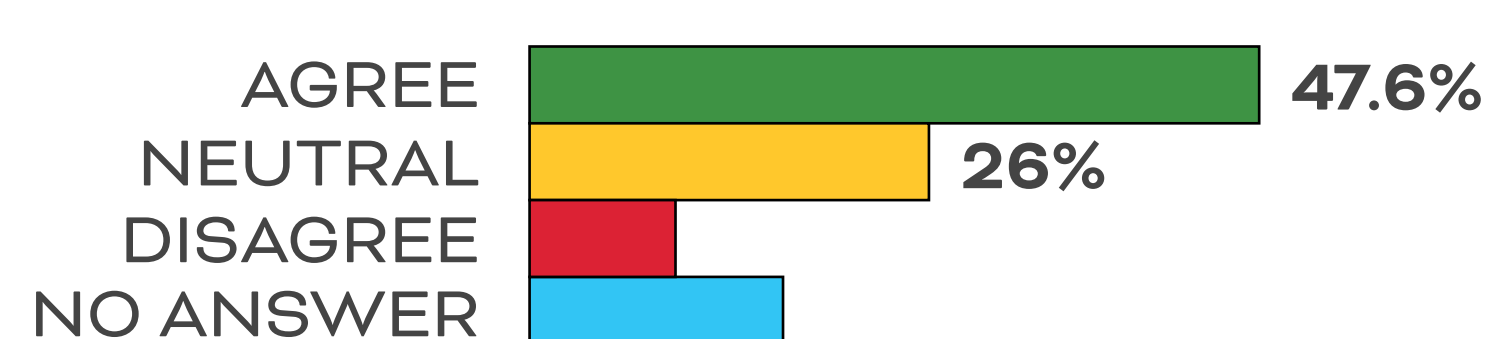
THE HISTORY OF THE PRISON SITE IS IMPORTANT TO ME



THE REDEVELOPMENT OF THE PRISON SITE IS AN OPPORTUNITY TO RECONNECT THE NEIGHBORHOOD



I WANT TO BE INVOLVED IN THE PLANNING PROCESS FOR THE REDEVELOPMENT OF THE PRISION SITE

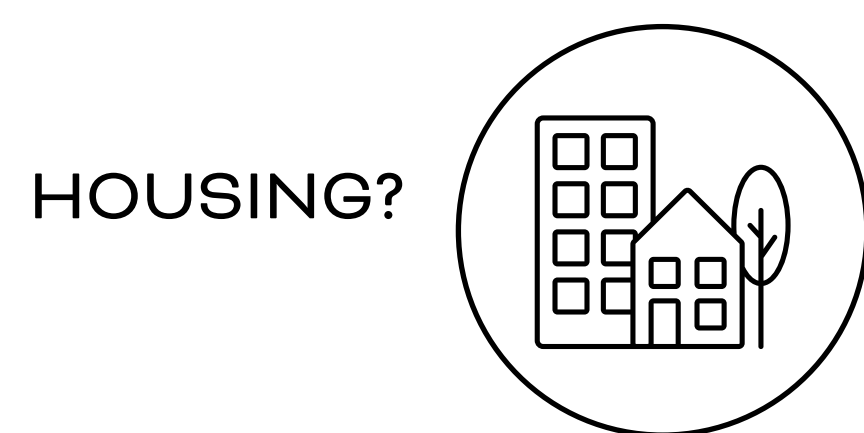
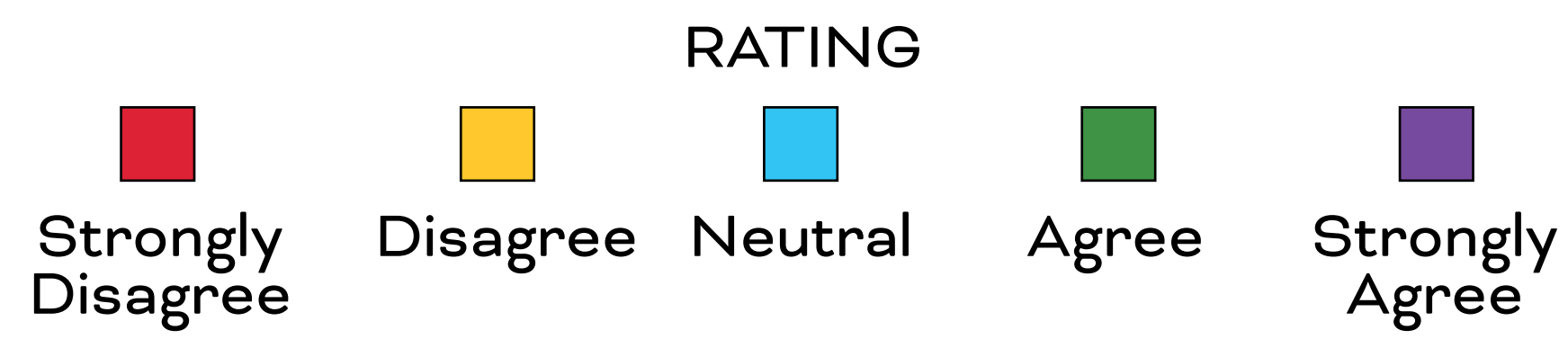


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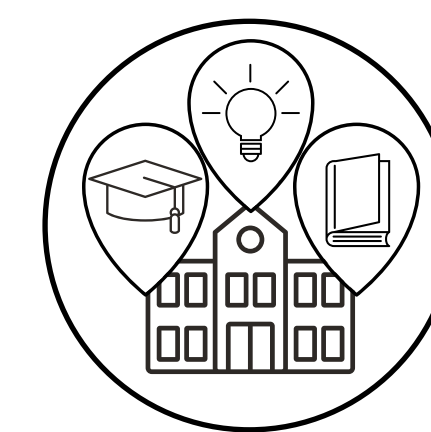
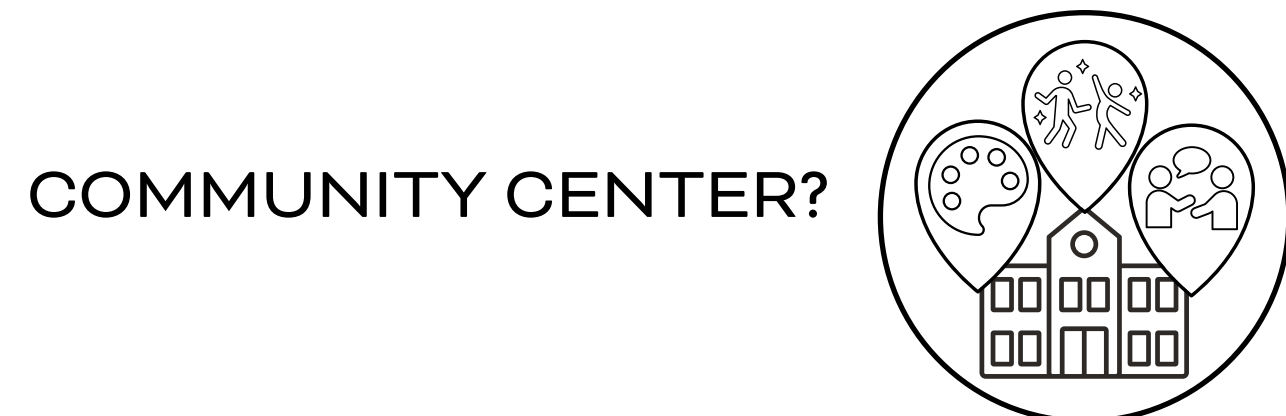
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ONLINE SURVEY

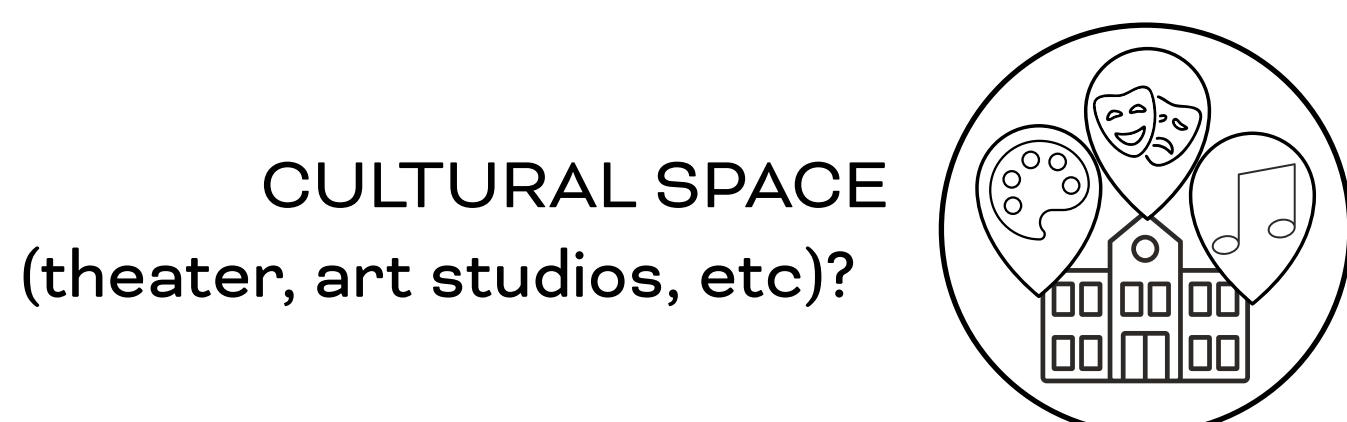
FOR THE REDEVELOPMENT OF THE PRISON SITE, I WOULD LIKE TO SEE:



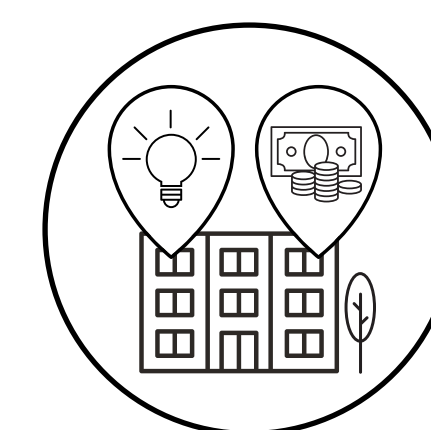
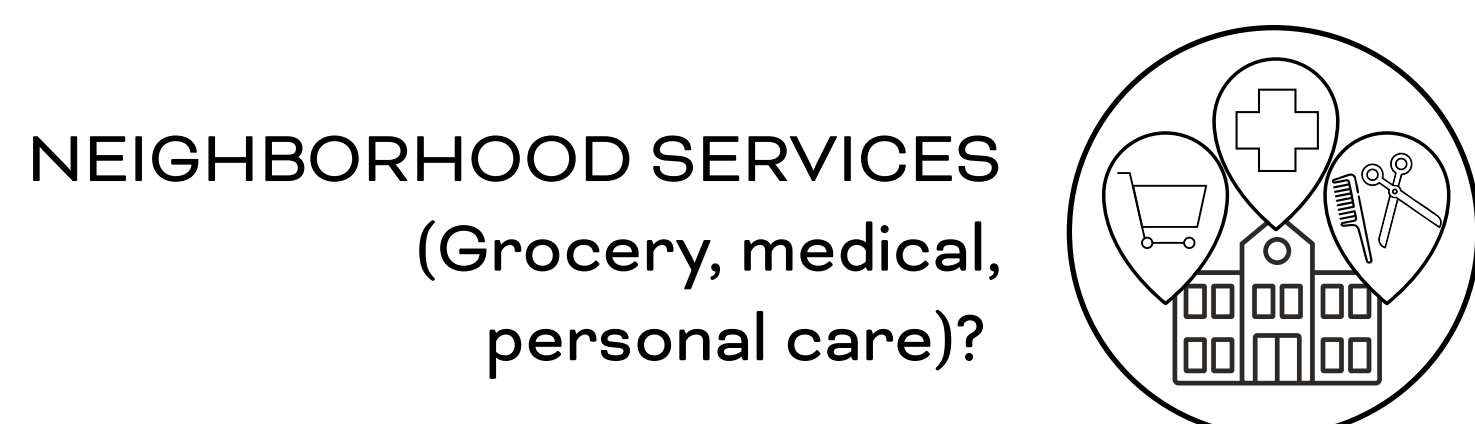
MIXED-USE
(commercial, office,
retail on ground floor with
residences above)?



EDUCATIONAL/
TRAINING FACILITIES?



PUBLIC GATHERING SPACE
(plaza, outdoor space, etc.)?



BUSINESS INCUBATION
(Start ups, small businesses,
etc.)?