



March 3, 2023
Redevelopment of W. King Street



Marshall Snively
Lancaster City Alliance



Jeremy Young
Lancaster City Alliance



Evon Bergey
Landis Communities



Elizabeth Soto
Landis Communities



Kevin Ressler
United Way

Thank you to our event sponsor:  **Rodgers & Associates**
WEALTH ADVISERS

West King Reinvestment: Building On Strength





LANCASTER CITY
ALLIANCE

We Are a
non-profit

that promotes

**City growth and stability
so that Lancaster City
flourishes and everyone
shares in its success.**



Marshall W. Snively
President



Jeremy Young

Director of Community & Economic Development



BUILDING ON STRENGTH

THE COMMUNITY-OWNED
ECONOMIC DEVELOPMENT STRATEGIC
PLAN FOR THE CITY OF LANCASTER

Managed by LANCASTER CITY **ALLIANCE**

PLAN ASPIRATIONS

- Attract and retain talent to the City of Lancaster.
- Create jobs that provide a livable wage.
- Leverage educational institutions as partners in creating a skilled workforce.
- **Provide equitable opportunities for all Lancastrians.**
- **Cultivate existing Lancaster businesses to grow with continued success.**
- **Encourage targeted economic development opportunities to strengthen neighborhoods and increase property values.**
- **Provide an environment where small businesses and entrepreneurs can thrive.**
- Be a national model for urban economic development.

PLAN STRATEGIES

1. Expanding Success:
Traditional Economic Development Investment
2. Embracing the Collaborative Economy: *Cultivating Entrepreneurs*
3. Leveraging the Brand: *Marketing Lancaster City*
4. Quality of Life: *Reinforcing Commercial Hubs*

2030 OUTCOMES

- Increase in the **per capita income to 70% of that of Pennsylvania**
- Create **300 new hotel rooms** in the Downtown and Commercial Hubs
- See **2,500 new residential units** of all types and price points
- Achieve **100,000 square feet of new and renovated retail/restaurant space** in Downtown and Commercial Hubs
- Fill **300,000 square feet of office and flex space**
- Realize **\$1 billion in privately led investment**
- See ongoing private investment that will outweigh public investment in economic development

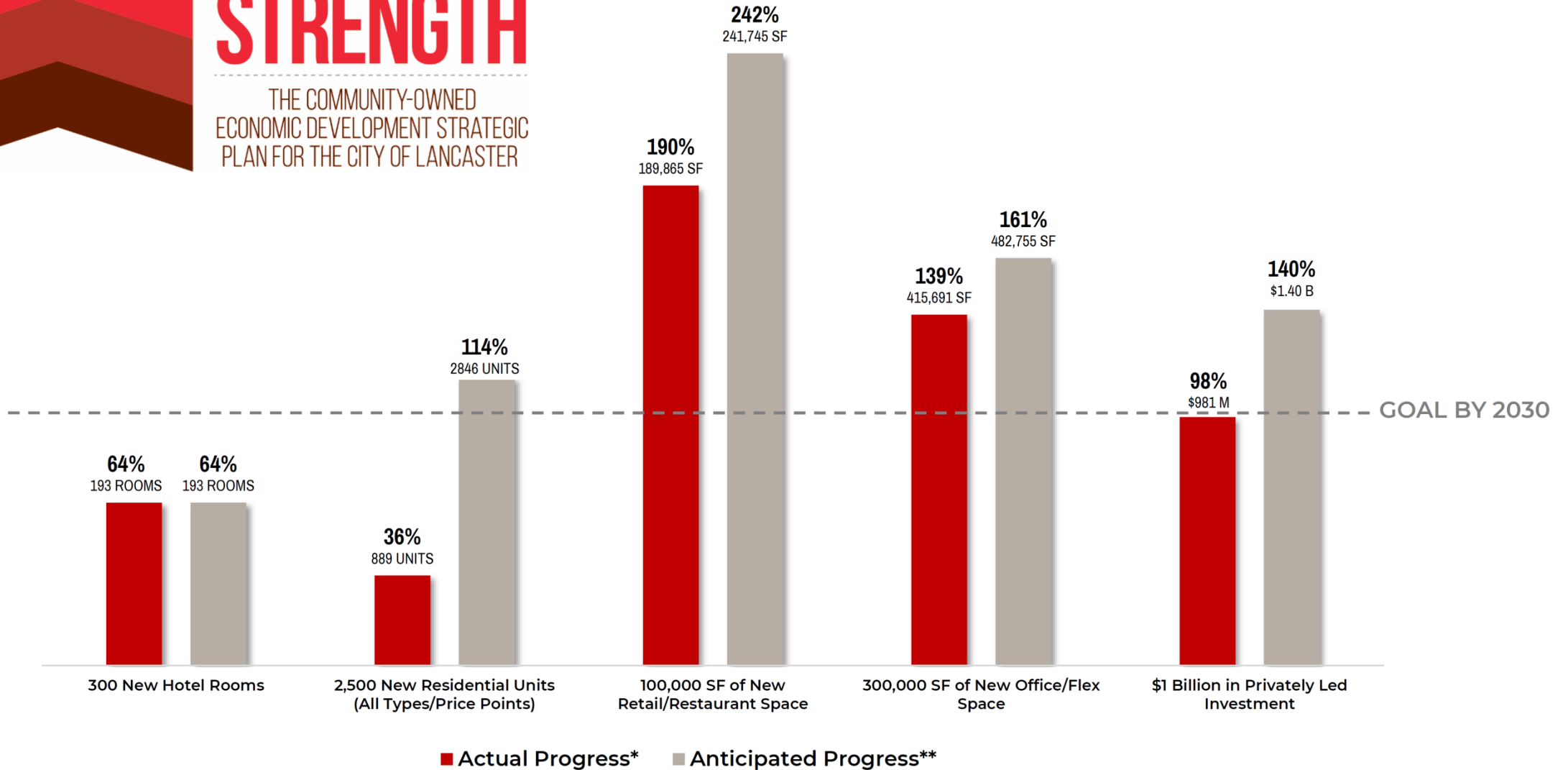


BUILDING ON STRENGTH

THE COMMUNITY-OWNED
ECONOMIC DEVELOPMENT STRATEGIC
PLAN FOR THE CITY OF LANCASTER

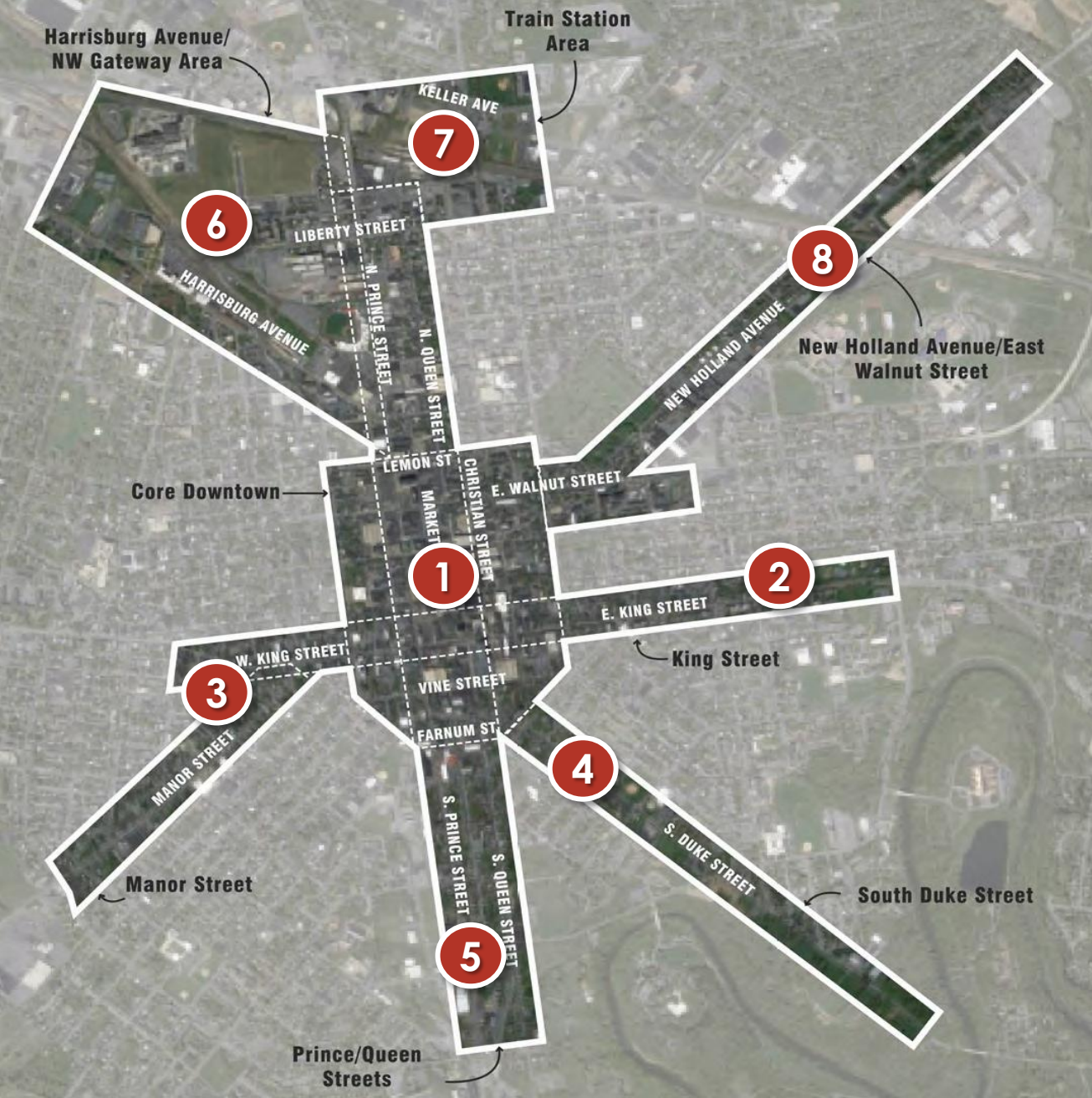
2030 OUTCOMES DASHBOARD

Bricks-and-Sticks Progress Since July 2015 (as of February 2023)



**For development-related outcomes, "actual" reflects only projects recently completed and currently under construction.*

***For development-related outcomes, "anticipated" reflects projects recently completed and currently under construction, and assumes planned and conceptual development projects will come to fruition.*



PLAN FOCUS AREAS

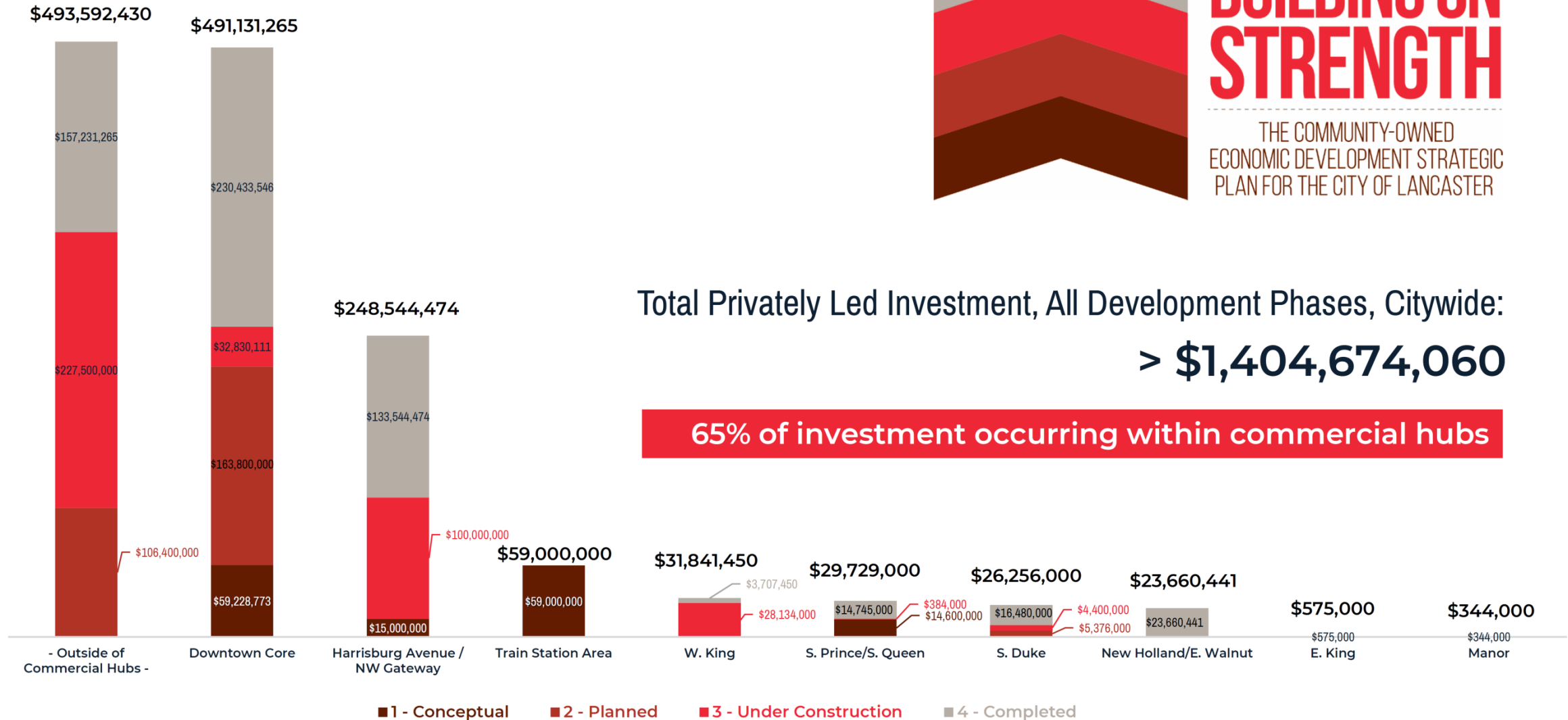
Includes the Downtown Core, in addition to the commercial corridors and gateways (the “**Commercial Hubs**”), that extend outward from the Downtown Core. These *Commercial Hubs* were grouped into eight geographies:

1. Downtown Core
2. East King Street
3. West King and Manor Streets/Columbia Avenue
4. South Duke Street
5. South Prince and Queen Streets
6. Harrisburg Avenue/Northwest Gateway
7. Train Station Area
8. New Holland Avenue/East Walnut Street

These eight areas are important as significant hubs of commercial activity serving the City’s residents and businesses.

Privately Led Investment Since July 2015

By Commercial Hub and Current Phase of Development (as of February 2023)









10 PRINCE
♦ APARTMENTS ♦



10 PRINCE
♦ APARTMENTS ♦







Landis Place on King



City Revitalization & Improvement Zone

Managed by LANCASTER CITY **ALLIANCE**

Marshall W. Snively, Acting Executive Director



CITY REVITALIZATION &
IMPROVEMENT ZONE (CRIZ)

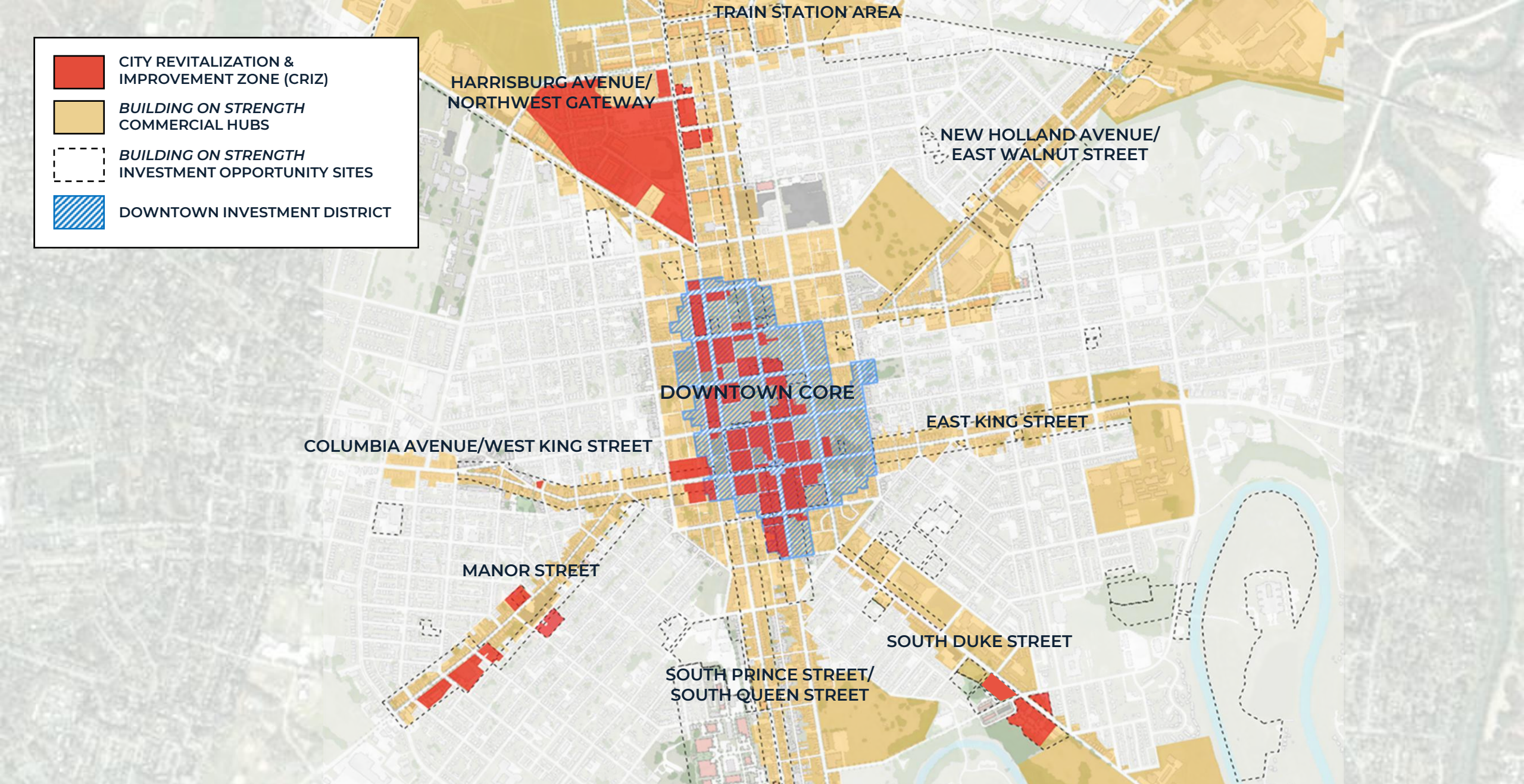


CITY REVITALIZATION & IMPROVEMENT ZONE (CRIZ)

BUILDING ON STRENGTH
COMMERCIAL HUBS

BUILDING ON STRENGTH
INVESTMENT OPPORTUNITY SITES

DOWNTOWN INVESTMENT DISTRICT



CRIZ Program

\$5 million

New CRIZ Small Business Financial Assistance Program
launched in 2022 in partnership with EDC Finance Corporation;
will provide maximum \$25K grants and \$100K loans to catalyze
small business growth and commercial renovations

CRIZ Program

Small Business Financial Assistance (SBFA) Grants

- Grant Maximum: \$25,000
- Required Match: 1:5
- May be used in combination with a SBFA Loan
- Real Estate Acquisition
- New Construction
- Façade Improvements
- Interior Renovations (including Leasehold Improvements)
- Furniture, Fixtures, Equipment

CRIZ Program

Small Business Financial Assistance (SBFA) Loans

Underwritten in partnership with

EDC FINANCE
corporation™



CRIZ Program

Small Business Financial Assistance (SBFA) Loans

- Loan Maximum: \$100,000
- Required Match/Equity: 1:5
- Interest Rate: Follows PIDA rate (currently 4.75%); fixed
- Repayment Term: 7-10 years
- May be used in combination with a SBFA Grant
- May apply to use CRIZ increment to repay loan
- Real Estate Acquisition
- New Construction
- Façade Improvements
- Interior Renovations (including Leasehold Improvements)
- Furniture, Fixtures, Equipment







DRIFFT

SPA

passerine



EDC FINANCE
corporation



HIGH
ASSOCIATES
LTD.

An Affiliate of High Real Estate Group LLC

Lancaster
CRIZ Authority

LANCASTER CITY
ALLIANCE



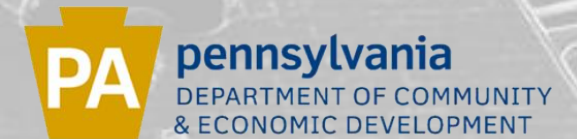
COMMUNITY FIRST FUND



issei
noodle

>\$624K in grants awarded since 2019

>\$1.3 million in total neighborhood investment





Façade Improvement Project



Southwest (SoWe) Neighborhood
Revitalization Area Boundary

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User



































LANCASTER
DOWNTOWN
INVESTMENT
DISTRICT

Managed by **LANCASTER CITY ALLIANCE**

LANCASTER
**DOWNTOWN
INVESTMENT**
DISTRICT

MAY 1, 2023

W LEMON ST
E LEMON ST
W WALNUT ST
E WALNUT ST
W CHESTNUT ST
E CHESTNUT ST
N WATER ST
N PRINCE ST
N QUEEN ST
N DUKE ST
W ORANGE ST
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N LIME ST
W KING ST
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Lancaster City
Flourishes and everyone
shares in its
success.



Intentional Community Building at Landis Place on King

March 3, 2023



Building on “Building on Strength”



- Traditional economic development
- Embracing the collaborative economy by cultivating entrepreneurs
- Marketing the city
- Strategy 4: Quality of Life

A decade of Experience Building on Strength



What a Difference a Decade can Make



Intentionality

- **Vision**

Enriching Lives

- **Mission**

Provide housing with services for adults to age in place and thrive in community

- **Guiding Values**

Joy ♦ Compassion ♦ Integrity ♦ Stewardship ♦ Community

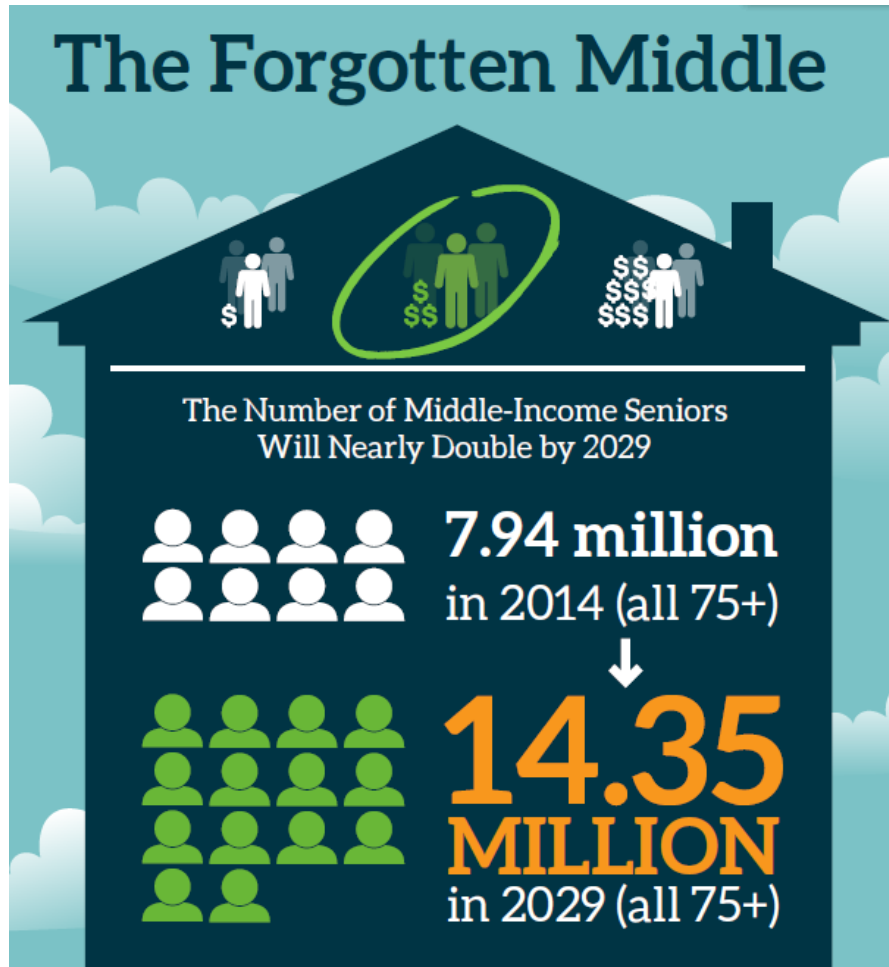
Our vision is for Landis Place on King to be an integral part of the West King Street neighborhood and complement the residents and businesses that already exist and make the neighborhood so special.



Landis Place on King Vision



Who are the middle market seniors?



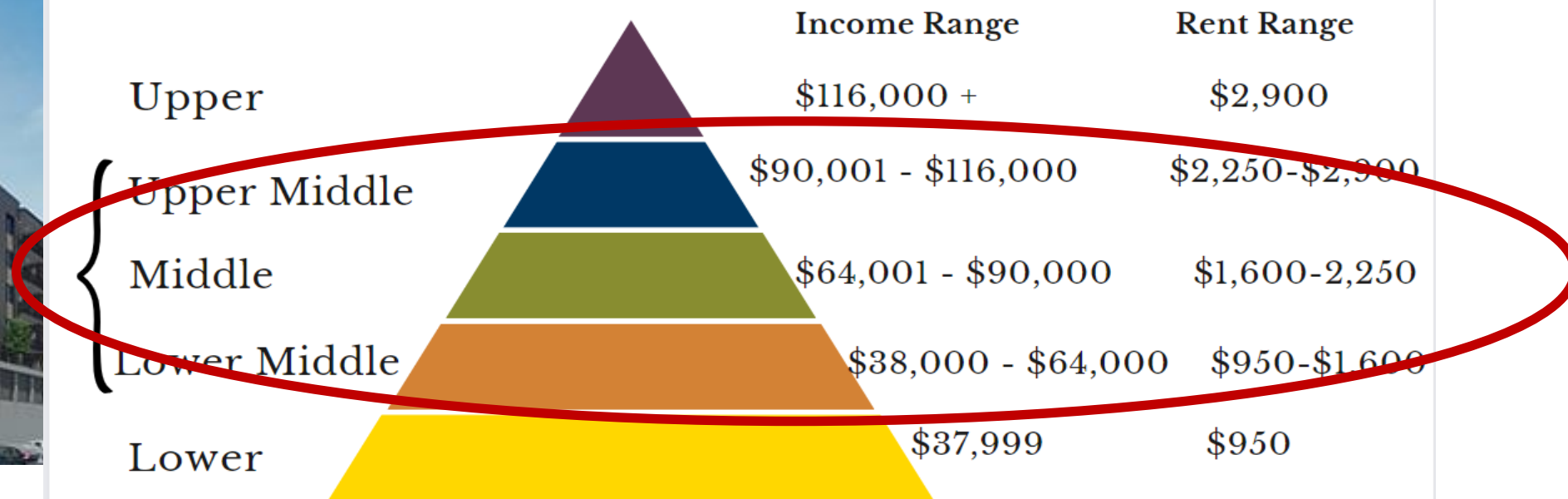
Middle Market

Financial resources exceed eligibility for government supported housing, but can't afford private pay / traditional life plan options

Defining Our Market



Defining Our Market



Encouraging Aging in Place

The Dimensions of Holistic Wellness



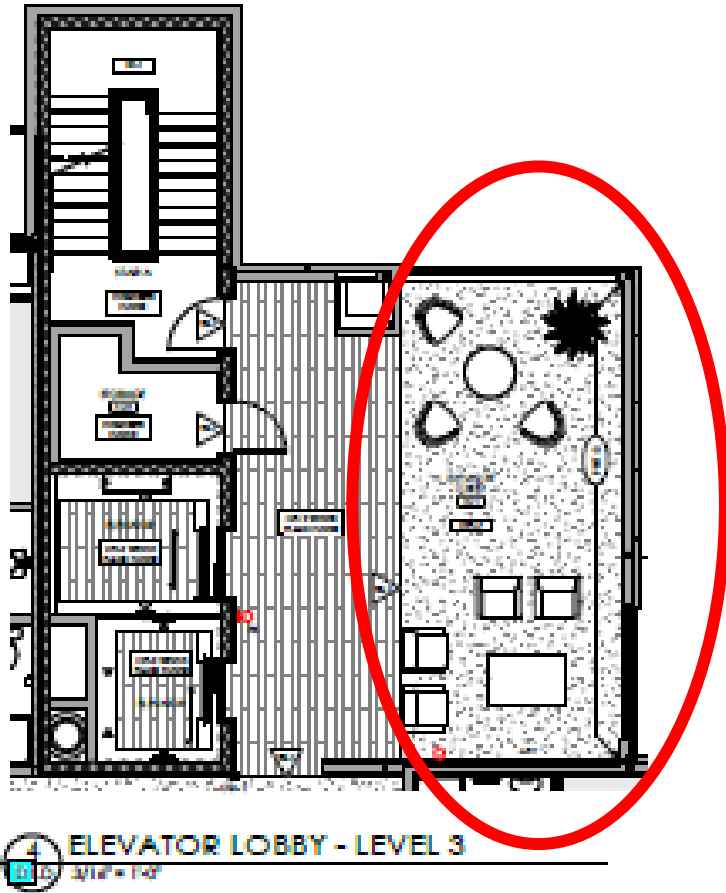
Care Navigation for Residents

Designed to provide support to residents living in Landis Communities properties to promote aging in place and thriving in community.

Care Navigation offers three levels of support to assist residents in meeting their wellness goals. Aided by a Care Navigator, residents will have the opportunity to choose from the following levels:

- Community Connections
- Care Coordination
- Nurse Clinical Support

Building Community and Community Spaces





CITY OF
LANCASTER

Population as of 2020 Census

- Latinos **38%**
- Africans-Blacks **17.80%**
- Native Americans **0.23%**
- Asians **4.38%**
- Whites **59.78%**



Building Diverse Community Relationships



- Meet with Bilingual/bicultural Community Leaders
- Present in Spanish on Radio Centro
- Podcast Interview in Spanish about LPK
- Contextualize and Adapt Materials in Proper Simple Spanish:
 - ✓ Promotional materials
 - ✓ Facebook information
 - ✓ Newsletter
 - ✓ Applications
 - ✓ Rental lease
- Connect
- Network

Some of the best views in town!



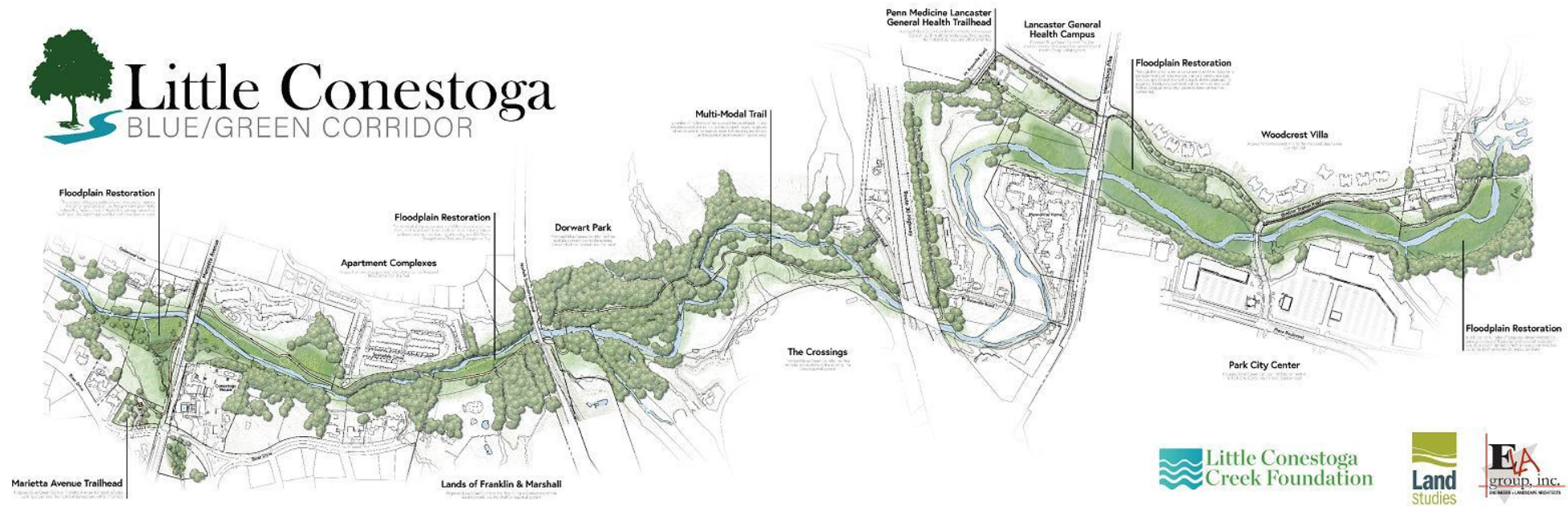
Q&A





HOURGLASS FIRST FRIDAY FORUM

April 7, 2023



Thank you to our event sponsor:



Rodgers & Associates
WEALTH ADVISORS



STRONGER • LANCASTER •

 HOURGLASS

Buy Tickets at HourglassLancaster.org

A Conversation with Chuck Marohn
President & Founder of Strong Towns

April 12 | Ware Center