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To: Marlene Richmond, Aaron Muderick
From: Donna Ann Harris
Subject: Results from Narberth Public Meeting on the future of downtown

On November 30, 2017, Heritage Consulting Inc. hosted a two-and-a-half-hour evening workshop with more than 100 attendees at the Borough Hall Community Room. The turnout for this meeting was excellent due to the repeated postings about the meeting by Kimberly Neff on various Facebook pages and other outreach to property owners.

A remarkable 487 comments were collected from participants at the workshop, expressing their pride, hopes, concerns, and frustrations with downtown Narberth. We have sorted comments by topic, and color coded the responses to make it easier to understand them. Attached to this memo are the sorted raw notes from the SWOO (strengths, weaknesses, opportunities, and obstacles) workshop, the attendance list, and the list of potential volunteers who stated an interest in topical issues. We note how many comments were made during each part of the workshop at the top of the raw notes list (before sorting), to show the relative number of comments throughout the evening.

The purpose of this memo is to offer insights about attendees' desires for the present and the future of downtown Narberth. We hope these comments are helpful for organizing future downtown revitalization efforts. We have organized this memo based on the topics of most interest to participants.

Downtown character

The downtown is generally beloved by residents who attended the SWOO workshop. They called downtown quaint, adorable, safe, charming, intimately scaled, and kid and family friendly. Obstacles cited were the off the beaten track aspect of downtown and its relatively small size. There were comments about nostalgia, resistance to change, drab window displays and cleanliness of the downtown.

Specific businesses or business types

Attendees were asked to name a specific business they loved or to identify business types they wanted to attract to downtown. Throughout the evening's exercise, Ricklins and American Family Market generated the

most comments about specific businesses. Other well regarded downtown businesses were the movie theater, state store, cheese shop, and bakery, each getting multiple comments. Four attendees noted that there were no chain stores in downtown Narberth. Multiple workshop participants saw opportunities to attract a pharmacy, coffee shop, and a farmer's market/Community Supported Agriculture, or food coop.

Retirements, downtown change, and vacancies

Attendees were concerned about the pending retirements or aging of business owners in the downtown, especially at Ricklins and American Family Market. Attendees acknowledged these businesses as important anchors in the community, but did not understand how these businesses could be transitioned to new owners. Attendees are keenly aware of any vacancy in the downtown, suggested popups be used to fill vacancies for limited periods of time, and wanted to know about the status of the vacancy in the old Mapes variety store.

Understand and change the business mix, rents

Attendees offered 72 comments about the business mix downtown, more than any other topic. These comments indicated to me that there is a limited understanding of the current retail market for downtown and how downtown rents are determined by property owners. Generally, attendees noted that the current mix of retail and service businesses downtown did not meet their needs. Attendees said that there were too many of certain types of businesses (hair salons and dry cleaners most often mentioned). Most understood that downtown offered neighborhood convenience type stores along with several pubs and eateries and a handful of destination businesses. Attendees assumed that additional shoppers beyond Narberth were needed to add foot traffic for retailers. They wanted more variety of restaurants, with four comments seeking more upscale restaurants. There were ten comments about the current rental rates being too high. Without detailed market analysis, we do not know if rents are too high.

Parking

Downtown parking elicited 19 comments which spanned the spectrum from noting that downtown had adequate parking now to suggesting that more signage was needed to direct people to current parking offerings, the need for longer time on meters, and offering electronic pay options.

Station circle

There were 16 comments about Station Circle, and these spanned the gamut as well. Most of the comments hoped for a better, more handicapped accessible train station in the future.

Downtown infrastructure

There were 66 comments related to the downtown's infrastructure, including: sidewalks, storefront rehabilitation, trash pickup, wi-fi, and the like. Fourteen workshop participants said downtown was walkable and said that it was quiet, well maintained and well-lit, and offered a variety of business types. Attendees wanted the following amenities in downtown: wi-fi, more benches and places to sit, a good power washing, cleaned up alleyways, electric car charging station, more frequent public trash can pick up, retail rather than offices in storefronts, updated bulletin board/downtown kiosks, downtown loading zone, and better storefront displays. Four comments were made about inconvenient store hours at some downtown businesses.

Downtown green space, gathering space

Attendees appreciated the flowers planted currently but noted the lack of a central hub or green space in the center of downtown.

Traffic, enforcement, signage, connections

Attendees complained about uneven enforcement of traffic laws downtown, especially speeding and stop sign enforcement. Participants were looking for better connections between downtown and Montgomery Avenue through signage or promotional activities. Traffic calming was cited eight times as an opportunity or weaknesses.

Historic preservation

The historic character of downtown was noted by ten people, with comments seeking support for preservation activities.

Communications

There were 18 comments specifically about communication/PR about downtown. Attendees said there was no consistent communication vehicle to learn about downtown events, activities, or store promotions. There were calls for shop local campaigns and better publicity for stores in general to fix the lack of a coordinated message about downtown.

Downtown events

Eight people made positive comments about current downtown special events.

Starting a downtown effort, finding volunteers

There were 17 comments about a downtown revitalization effort but a concern about finding enough willing volunteers, identifying the funding needed, and volunteer leadership for such an effort.

Borough government, government facilities

Borough government was viewed as generally responsive and there were calls for grants and support for downtown improvements. Attendees noted that there was lack of understanding about decision making and the roles of mayor and council, and that there was no downtown plan in the comprehensive plan. Attendees noted the need for better communication between downtown business owners and borough government. The borough website and communication methods were viewed as outmoded. Attendees wanted to see the community room renovated.

Next steps

From the workshop, there are more than 30 people who said they were interested in helping on downtown projects. Based on the sign-up sheets available at the end of the workshop, possible projects might include:

- Station circle redesign
- Understanding the downtown retail market via a retail market analysis
- Upgraded maintenance or assistance with window displays
- Planning for a new or repurposed downtown entity
- Recruitment of appropriate new businesses for current and anticipated vacancies.

Please see all the sorted comments from the SWOO workshop attached, along with the list of attendees and potential volunteers.



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SWOO Analysis Narberth Public Meeting November 30, 2017

All the raw notes were recorded. None have been changed or eliminated. They have been sorted by topic and color coded.

Before sorting, attendees offered the following number of comments.

Strengths 177 comments

Opportunities 126 comments

Obstacles 75 comments

Weaknesses 109 comments

Downtown character

- Kid and family friendly x 7
- Charming x 6
- Safe x 5
- Intimate scale x 4
- Community friendliness x 3
- Downtown is the center of gravity for Narberth
- Downtown is a department store without a roof
- Downtown delivers products and services that you cannot get from Amazon
- Downtown has core businesses
- Shoppers live here
- Downtown has a warm atmosphere and is friendly
- Diverse
- Historic
- Sidewalks
- Civic pride
- Neighborly
- Quaint
- Community
- Small
- Adorable
- Timeless
- Amiability
- An involved community

- Amiable
- NORC (Naturally occurring retirement community)
- Narberth is off the beaten path, that is why it is so walkable and friendly but that does not create foot traffic
- We rest on nostalgia sometimes we need to move forward
- Layout of town, residential abuts retail
- Small size of community
- Resistance to change
- Narberth is undervalued by neighborhood communities
- Downtown maintenance
- Downtown is not very accessible
- Need to balance business and resident needs

Specific businesses or business types

- Ricklins x 6
- American Family Market x 6
- Movie theater x 5
- No chain stores x 4
- State liquor store x 3
- Cheese shop x 2
- Bookstore x 3
- Coco Thai bistro
- Le Petite Miton
- Sweet Mable's x 2
- Bakery
- Downtown post office
- Coffee shop x 6
- Pharmacy x 6
- Farmers market and CSA x 5
- Food coop x 3
- Ethiopian restaurant
- We work space, co working space x 2
- General or variety store like Mapes
- A sporting goods store
- Something for kids to do afterschool
- Need a variety store x2
- More upscale restaurants
- More produce
- Make Maidu space active
- Place to get lunch
- Upscale casual restaurant
- Falafel, good Italian, we are hungry
- Limited availability of fresh produce
- No men's store
- More ATMS for more banks

Retirements, downtown change, vacancies

- Ricklins, can we use a community co-op to operate
- Retention of Ricklins
- Find a way to keep Ricklins
- Full leasing of former Mapes store
- Fill vacancies x 3
- Aging business owners need suitable support
- Ricklins we need you!
- American Family Market
- Emptiness of Mapes
- Potential loss of stores
- The shoe store is vacant now?
- Loss of Ricklins and possibly American Family Market—owners retiring
- Retirement of business owners
- Aging business owners
- Fear that Ricklin's and other "anchors" leaving
- What is going on with the old Mapes space?
- Loss of community theater
- Concern losing current businesses
- Too many retail vacancies

Understand and change the business mix, rents

- Downtown has everything you need x 2
- Choice of restaurants and types of cuisines x 2
- Other business that serve the community
- Variety of retail that meets every day needs
- Pubs and restaurants
- Mix of amenities downtown—shops
- Diversity of shops
- Abundance of small family owned businesses, many live in Narberth
- Variety of businesses
- Family and independent businesses
- Necessary services, banks' ATMs
- Creative businesses
- Creative arts oriented businesses
- Some unique stores—destinations
- A fine dining restaurant
- Use pop ups to fill any vacancy
- Create something that draws people
- Too many of certain types of business, need more diverse mix
- Need diverse dining options
- Balance of retail and service business, better biz mix
- Outdoor beer garden run by Greeks?
- Upscale foodie restaurant
- Too much drama not enough action

- We need to balance our wishes with practicality
- Same day Amazon delivery, downtown competes with
- We don't have a various retail /business mix
- Some stale business models downtown
- Many small downtowns compete for customers
- Lack of coordination with neighboring towns
- We need outside people to shop here
- Younger people shop online
- Need an anchor store or two
- Competing neighborhood business districts
- New business models such as on-line shopping
- We should actively recruit the business that we want here
- Convenient downtown businesses
- Businesses that are relevant to the community
- Too small to have a vibrant downtown
- Need landlord oversight, landlord should take more responsibility
- Amazon
- Not enough variety of restaurants
- Too many dry cleaners and hair salons
- Not enough unique or destination stores
- Too much repetition of businesses
- Missing clothing stores for younger people
- Potentially challenging to recruit new businesses and investors if only leasable property and no ownership opportunities
- Many of the same type of businesses
- Bring in shoppers from outside Narberth to shop here
- Lack of retail basic needs—convenience goods
- Too many dry cleaners and hair salons, box mix is poor
- Living in the past with retail and business types
- Not enough foot traffic for local biz
- Inability to improve a vision—rent and shop types
- No clear identity (niche) for downtown, high end? Stay same? or offer funky retail
- “Fake retail stores”
- A lot of pubs, need higher end and inexpensive lunch options
- Not enough residents to support downtown
- Rent issues driving businesses out, and rents being too high for retail traffic
- Lack of control over commercial rents
- Rising rents
- Lack of control over rents
- High retail rents
- Rents too high for retail
- Downtown rents are too high
- Retail rents
- High rents discourage small businesses
- Affordable rents for downtown businesses
- Need later hours for commuters at supermarket, hoagies

- Some shops close too early for commuters
- Lack of coordinated business hours for shops
- Limited business hours

Parking

- Great on street parking
- Adequate parking
- Parking is not too terrible
- Easy parking
- Free parking on weekends
- More parking, efficient and consistent
- Parking it's a debate
- Signage for parking
- Downtown parking regulations are inconsistent
- We should encourage after hours use of private parking lots like churches
- Where does parking come from? it should not be smack in the center, in front of the train
- Parking
- A designated place for employee parking
- Longer time on the meters, 30 mins is too short
- Inconsistent parking, not well thought out in terms of meters, no electronic pay
- Parking revamp needed
- There is not appropriate signage for parking

Station circle

- Train station in downtown x13
- Revitalize station circle
- Walking around station circle could be better
- More accessible train station
- Overhaul of station circle
- Replacement of train station with an historically appealing new one
- Station circle redesign
- Better define the town center, station circle
- Train station is not handicapped accessible
- Possible closing or reconstruction of the train station to make it accessible
- Poorly designed train station
- Station circle
- Cleaner station, awnings and trash
- Station circle
- Station circle design
- Handicap access built for tunnel, to connect both sides, need garden access

Downtown infrastructure

- Walkable x 14
- Downtown is well lit X 2
- Well landscaped
- Outdoor dining

- Places to sit and socialize
- Orientation a one lane street
- No four-lane traffic like Ardmore
- Local churches
- Places to sit and socialize
- Diverse business
- Not a main thoroughfare, quiet
- Own fire department
- Apartments above shops
- Well maintained
- Differentiate through walkability
- Charging station for electric cars
- Open WIFI network for downtown
- Outside benches and tables
- More indoor dining
- Places for teens to socialize
- Better designed connection between north and south Narberth
- Clean up the back alley behind the Greeks
- Improve the stretch from Citizens Bank to Borough Hall
- Public bathrooms
- A parking spot to charge an electric car
- Downtown space for retail rather than other uses
- More outdoor dining
- Fix uneven pavements due to tree roots
- We need shops, not businesses or offices, in the first-floor spaces
- Bike access, bike parking, bike safety
- Bike share
- Bike infrastructure, racks etc.
- Too few owner-occupied buildings
- Fear of growth to support shops
- Lack of non-electronic info signs downtown
- Revive bulletin boards/kiosks
- Return of paper calendar, at kiosk downtown
- Extend the physical boundaries of downtown
- Some window displays are better than others
- Trash management, litter maintenance, and public trash cans
- No easy loading zone downtown
- Some dirty sidewalks and storefronts
- We could use a good power washing
- Clean up downtown, trash and recycling
- More indoor seating for certain restaurants shops
- Revitalize the bulletin boards/kiosks for downtown news
- Need a hub for civic activity
- Need bike infrastructure
- Bike usage downtown is a challenge

Downtown green space, gathering space

- NICE organization that plants flowers downtown
- Flowers and trees
- Gathering space
- Utilize outdoor space better
- More green space for community gathering
- Lack of clear center or town green
- We love open space idea but where to put it, where would it come from?
- Not enough seating on the street or in the park
- Lack of green space or gathering space
- Green space
- No central gathering space
- Need public square or public space that works
- No green space or outdoor seating is limited

Traffic, enforcement, signage, connections

- Transportation hub in general
- Slow traffic patterns downtown
- One-way main road Haverford Avenue
- Encourage walkers, so that people don't use up parking spaces
- Walking promotions
- More traffic calming
- Connect Montgomery Avenue to downtown through business plan
- Side streets need help, Essex, Forest
- Connection to the Montgomery Ave business community
- Integration of downtown with Montgomery Avenue
- More walkability
- More traffic calming
- Better signage direction towards town from Montgomery Avenue
- Need traffic calming in downtown for pedestrian and cyclist safety
- Other streets--Haverford Avenue—are disconnected, don't get the same amount of traffic as Haverford does
- Traffic patterns, speeding vehicles, and inconsistent with stop signs
- Need traffic calming
- More police presence for traffic violations, speeding
- Traffic on narrow streets
- Aging sidewalks that are uneven due to street trees
- There is no visible signage to downtown from Montgomery Avenue
- Signage for directions to downtown from other parts of town
- Lack of connection of downtown to Montgomery Avenue
- Montgomery Avenue Corridor
- More enforcement of first floor retail spaces
- Traffic law enforcement, especially stop signs
- Promote walking campaign to avoid car congestion, walking ambassador Joann

Historic preservation issues

- Historic character x 4
- Historic preservation of the buildings, updates
- No coordination between zoning and historic preservation initiatives
- No plan for historic preservation
- Historic preservation and restoration needs support
- Not partnering with local historic preservation organizations

Communications and downtown promotion

- Promote grocery stores and other businesses downtown
- Create an inviting environment for new businesses
- Creative shop owners promote their stores
- Absence of coordinated PR message
- No existing communication or advertising vehicles for businesses
- Online retail is skyrocketing, and local retail is negatively impacted
- Need social campaigns like shop local or small business Saturday
- Awareness and promotion of benefits of attracting businesses to Narberth
- Awareness and portion of benefits of Narberth for shoppers
- Lack of publicity for destination stores
- Residents need more information both on social media and offline
- Lack of coordinated communication about downtown
- Poor communication between government and residents
- Lack of awareness of our downtown businesses
- Lack of a coordinated message about downtown
- No monthly flyer for promotion

Events

- Community events x 7
- 4 of July parade
- Dickens festival
- Memorial Day parade
- Halloween parade
- Music events downtown
- Expand events into the streets, not just Haverford Ave
- Events that do not directly drive retail

Starting a downtown effort, finding volunteers

- Yes, downtown manager
- Funding for downtown organization
- Willing volunteers
- Organized volunteerism
- Volunteer commitment
- Lack of volunteer commitment
- Funding for downtown work
- No paid staff to promote our downtown and recruit businesses
- Lack of clear downtown leadership or organizing bodies
- Please explain role of consultant and Main Street Program

- Lack of leadership in business development
- Trouble recruiting next generation of volunteers
- Not enough volunteers to support events
- Improved civic pride and involvement
- Lack of volunteerism
- Lack of volunteer leadership
- No staffed position to recruit appropriate retail

Borough government, government facilities

- Responsive local government
- Local accessible government
- Independent borough government
- Community room revitalization
- Form based code, is an opportunity?
- Move Narberth government to town center
- Need redevelopment, planning, zoning, and funding
- Need tax support for downtown improvement of facades, grants
- Better relationship with state government
- Lack of understanding of borough government structure, role of mayor and council
- Lack of citizen participation in government
- Borough support to businesses, there is a lack of communication during road work and construction
- Political climate, many divergent viewpoints
- Lack of economic incentives to beautify downtown
- Misperceived role of Narberth government
- Hands off landlords, no building improvements, need to hold them accountable
- No downtown plan in comp plan
- Lack of consistent planning and execution
- Lack of apparatus for communication between borough policy making and business owners, commercial property owners
- Fragmented voices, unclear decision making, who is making decisions?
- Complaints without solutions
- Improvements to public meeting room in Borough Hall
- Transit oriented development along train tracks
- Borough website is outdated
- Borough communication is outmoded
- Alignment of borough government and business people

Other, not downtown related

- Great schools
- Dog park
- Affordable housing
- Smaller dwellings
- Indoor and outdoor music venue
- Cohousing
- Permanent home for new horizons

- Coffee/egg and cheese truck for soccer and baseball practice
- Draw in Maybrook residents
- New housing for young and old
- Encourage diversity
- The bridge
- Leaf bags have not been picked up
- Prohibiting granny flats
- Park not fully utilized
- Disconnect between south and north Narberth
- Lack of cultural venues
- No art centers

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