

A “managed downtown”

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Principal



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Agenda

1. DVRPC study of 71 towns
2. Top ten DVRPC towns
3. Management & funding types
4. Volunteers vs. paid staff
5. What does staff do?
6. Getting started: Costs
7. Public private partnerships



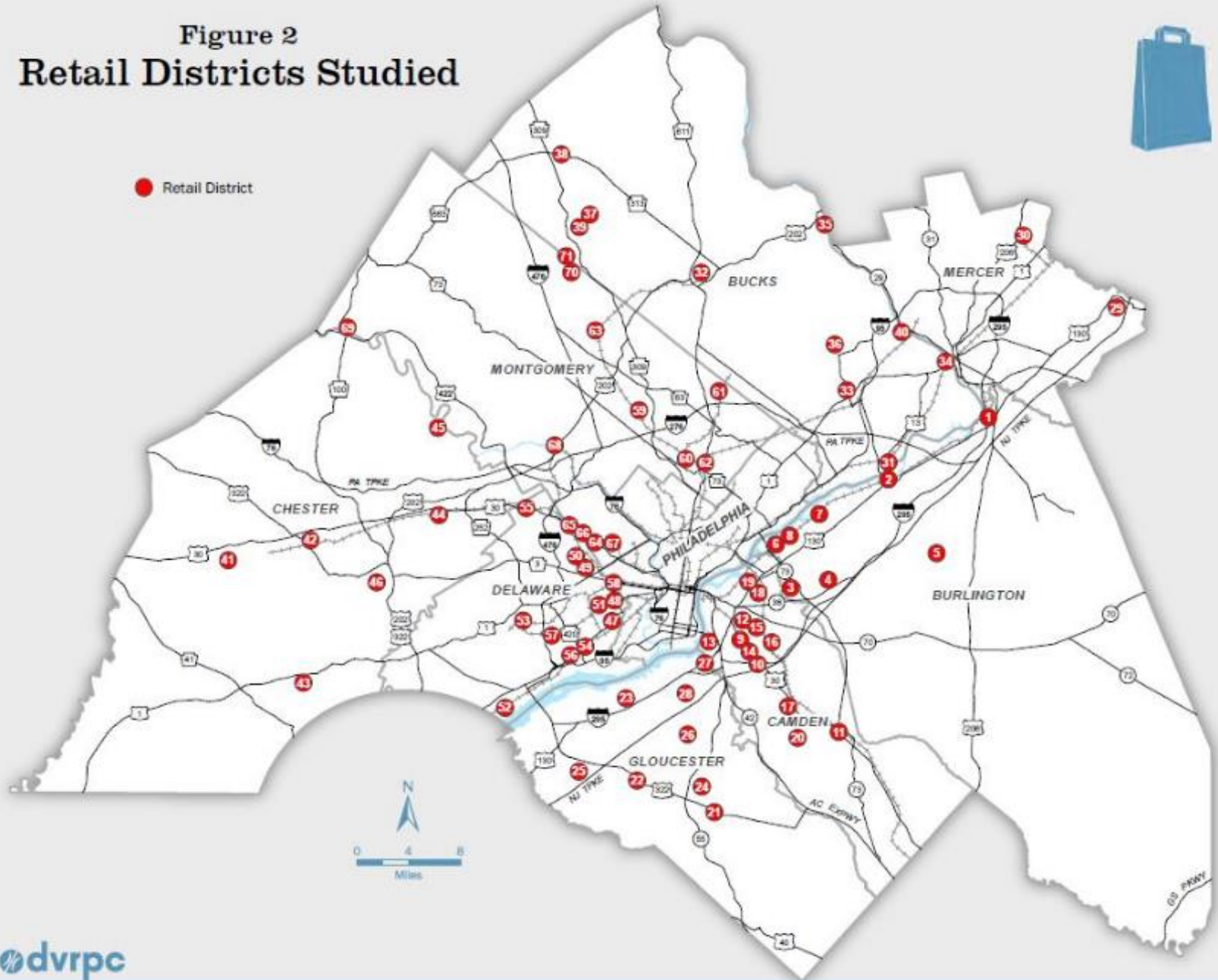
Map Number	Retail District	Cross Streets
1	Bordentown City	Farnsworth Ave. (CR 545) / Crosswicks St. (CR 528)
2	Burlington City	High St. / Broad St.
3	Maple Shade Township	Main St. (CR 537) / Forklandng Rd.
4	Moorestown Township	Main St. (CR 537) / Mill St.
5	Mount Holly Township	High St. / Mill St. (CR 537)
6	Palmyra Borough	Broad St. (CR 543) / Cinnaminson Ave. (CR 607)
7	Riverside Township	S. Pavilion Ave. / Scott St. (CR 613)
8	Riverton Borough	Broad St. (CR 543) / Main St. (CR 603)
9	Audubon Borough (Merchant St.)	Merchant St. / Oakland Ave.
10	Barrington Borough	Clements Bridge Rd. (NJ 41) / Trenton Ave.
11	Berlin Borough	White Horse Pike (US 30) / Broad St.
12	Collingswood Borough	Haddon Ave. (CR 630) / Collings Ave. (CR 561)
13	Gloucester City	Broadway (CR 551) / Market St. (CR 634)
14	Haddon Heights Borough	Station Ave. (CR 656) / Atlantic Ave. (CR 727)
15	Haddon Township (Westmont)	Haddon Ave. (CR 561) / Crystal Lake Rd. (CR 643)
16	Haddonfield Borough	Kings Highway (NJ41) / Haddon Ave. (CR 561)
17	Laurel Springs Borough	Atlantic Ave. (CR 727) / Stone Rd. (CR 669)
18	Merchantville Borough	Maple Ave. (CR 662) / Center St. (CR 537)
19	Pennsauken Township	Westfield Ave. (CR 610) / Browning Rd. (CR 612)
20	Pine Hill Borough	Erial Rd. (CR 703) / Branch Ave. (CR 687)
21	Glassboro Borough	High St. (CR 641) / Main St. (CR 553)
22	Harrison Township (Mullica Hill)	N. Main St. (NJ 45) / Bridgeport-Mullica Hill Rd. (US 322)
23	Paulsboro Borough	E. Broad St. (NJ 44) / Delaware St. (CR 667)
24	Pitman Borough	Broadway Ave. (CR 553) / Holly Ave. (CR 624)
25	Swedesboro Borough	Kings Highway (CR 551) / Railroad Ave.
26	Wenonah Borough	West St. / Mantua Ave. (CR 632)
27	Westville Borough	Broadway (CR 551) / Pine St.
28	Woodbury City	Broad St. (NJ 45) / Delaware St. (CR 640)
29	Hightstown Borough	Main St. (NJ 33) / Stockton St. (CR 571)
30	Princeton	Nassau St. (NJ 27) / Witherspoon St.
31	Bristol Borough	Mill St. / Radcliffe St.
32	Doylestown Borough	State St. (US 202) / Main St.
33	Langhorne Borough	Maple St. (PA 213) / Bellevue Ave.
34	Morrisville Borough	W. Bridge St. (PA 32) / Pennsylvania Ave.
35	New Hope Borough	Main St. (PA 32) / Bridge St. (PA 179)
36	Newtown Borough	State St. / Washington Ave.

Map Number	Retail District	Cross Streets
37	Perkasie Borough	W. Market St. / S. 6th St.
38	Quakertown Borough	W. Broad St. (PA 313) / 3rd St.
39	Sellersville Borough	N. Main St. / Maple Ave.
40	Yardley Borough	Main St. / Afton Ave. (PA 332)
41	Coatesville City	E. Lincoln Highway (US 30 Business) / 2nd Ave.
42	Downingtown Borough	E. Lancaster Ave. (US 30 Business) / Beech St.
43	Kennett Square Borough	Baltimore Pike / Union St. (PA 82)
44	Malvern Borough	King St. / Warren Ave.
45	Phoenixville Borough	Bridge St. (PA 113) / Main St.
46	West Chester Borough	Gay St. (PA 3) / High St. (PA 100)
47	Darby Borough	Main St. / Powell Rd.
48	East Lansdowne Borough	Baltimore Pike / Penn Blvd.
49	Haverford Township (Brookline)	Darby Rd. / Brookline Blvd.
50	Haverford Township (Oakmont)	Darby Rd. / Campbell Ave.
51	Lansdowne Borough	Lansdowne St. / Baltimore Ave.
52	Marcus Hook Borough	Market St. (PA 452) / 10th St. (US 13)
53	Media Borough	State St. / S. Jackson St.
54	Norwood Borough	Winona Ave. / Chester Pike (US 13)
55	Radnor Township (Wayne)	Lancaster Ave. (US 30) / Wayne Ave.
56	Ridley Park Borough	E. Hinckley Ave. / E. Sellers Ave.
57	Swarthmore Borough	N. Chester Rd. / Park Ave.
58	Upper Darby Township	Market St. (PA 3) / S. 69th St.
59	Ambler Borough	Butler Ave. / Main St.
60	Cheltenham Township (Glenside)	S. Easton Rd. / Glenside Ave.
61	Hatboro Borough	S. York Rd. (PA 263) / E. Moreland Rd.
62	Jenkintown Borough	Old York Rd. (PA 611) / West Ave.
63	Lansdale Borough	Main St. (PA 63) / Susquehanna Ave.
64	Lower Merion Township (Ardmore)	Lancaster Ave. (US 30) / Anderson Ave.
65	Lower Merion Township (Bryn Mawr)	Lancaster Ave. (US 30) / Merion Ave.
66	Lower Merion Township (Haverford)	Lancaster Ave. (US 30) / Haverford Station Rd.
67	Narberth Borough	Narberth Ave. / Haverford Ave.
68	Norristown Borough	Main St. / Swede St.
69	Pottstown Borough	E. High St. (PA 663) / Hanover St.
70	Souderton Borough	N. Main St. (PA 113) / Chestnut St.
71	Telford Borough	N. Main St. / W. Broad St.

Figure 2
Retail Districts Studied



● Retail District



How many are managed?

- Only 12.5% professionally managed
- Others some kind of volunteer organization
- Some downtowns are not managed at all





Top Ten DVRPC towns

1. West Chester PA
2. Princeton NJ
(Palmer Square)
3. Media PA
4. Haddonfield NJ
5. Downingtown PA

6. Collingswood NJ
7. Doylestown PA
8. Kennett Square PA
9. Bryn Mawr PA
10. Bordentown NJ

Types of management entities & funding sources

1. Business Association
2. Merchants Association
3. Chamber of Commerce
4. Main Street
5. Single property owner/CRM
6. Community Dev Corp.
7. Retail recruiter
- 8. Enterprise zone**
- 9. Local government
department**
- 10. Business Improvement
Districts/SSA/SID**

How are they managed?

BIDs

- **West Chester PA (MS)**
- Palmyra NJ
- Haddon Township NJ
- **Princeton NJ (Palmer Square)**
- **Haddonfield NJ**
- **Collingswood NJ**
- Ardmore PA (MS)

Main Street

- Ambler PA
- Soudertown/Telford PA
- Hatboro PA
- Woodbury NJ
- Mt. Holly NJ
- Maple Shade NJ
- Burlington NJ



How are they managed?

Biz/Merchant Association

- **Media PA**
- **Mullica Hill NJ**
- **Bordentown NJ**
- **Kennett Square NJ**
- **Downingtown PA**
- **Bryn Mawr PA**
- **Doylestown PA**
- **Princeton (non Palmer Square)**

Volunteers vs paid staff



More Effective Volunteer Organizations



What does the staff do?

- Serve the board and downtown stakeholders
- Create events for shoppers
- Retain and recruit businesses
- Take action:
Clean/Safe/Attractive
- Promote a unified district
- Understand the market
- Work with government to address larger issues
- Raise money for projects



Getting started: Costs ?



Public private partnership essential



Contact me!



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