

NEW HOPE, PENNSYLVANIA

RENAISSANCE ECONOMIC DEVELOPMENT STUDY

2017 - 2018





Stephan Barth (pictured above) exploring borough owned property, north of the train station for two hundred plus employee parking spaces.

Six years ago New Hope Borough reached out to our firm, Barth Consulting Group, LLC, seeking guidance and assistance in resolving some persistent, economic challenges within the Borough's downtown district. These challenges included balancing the economy, solving parking problems, retail turnover, and vacant properties.

Barth Consulting Group, LLC is a Downtown Revitalization and Economic Development Consulting firm based in Bucks County and specializes in reinventing and reviving communities.

In 2017, the Borough of New Hope hired Barth Consulting Group, LLC to produce the Renaissance Economic Development Study Plan to address the dynamics of its tourist-driven economy and provide a guiding framework for its future.

Our firm has successfully revitalized other boroughs by implementing our Development by Design™ process. This process is a high-altitude, economic viewpoint of a community engaged by residents, businesses, and organizations to shape and craft their own future by outlining pathways to facilitate those aspirations.

The community has extended a warm welcome to us. There has been a general sentiment of appreciation expressed by both business owners and residents to have their voices and opinions heard by the Borough.

We are grateful for the opportunity to have worked with New Hope Borough and help the community chart a pathway for its growth and balanced prosperity.

Sincerely,
Stephen M. Barth



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NEW HOPE BOROUGH

ECONOMIC RENAISSANCE STUDY PLAN

Adopted by the New Hope Borough Council

Date-will provide



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STEERING COMMITTEE

Alex Fraser
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Connie Gering
New Hope Borough Council

Charles Hutchet
Resident

Anita Maximo
New Hope Borough Revite Committee

Terry Meehan
Gallery
Greater New Hope Chamber of Commerce

Rick Weidner
House of Jerky
Greater New Hope Chamber of Commerce

Stephen M. Barth
Barth Consulting Group, LLC

BOROUGH COUNCIL

Alison Kingsley, President
Connie Gering, Vice President
Laurie McHugh, President Pro Tem
Dan Dougherty
Ken Maisel
Peter Meyer
Tina Rettig

MAYOR

Larry Keller

BOROUGH MANAGER

E.J. Lee



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RESOLUTION NO 2014-1

A RESOLUTION OF THE COUNCIL OF THE BOROUGH OF [REDACTED],
BUCKS COUNTY, PENNSYLVANIA, ADOPTING THE REVISED BOROUGH
COMPREHENSIVE PLAN.

WHEREAS, the Pennsylvania Municipalities Planning Code ("MPC") requires that a Municipal Comprehensive Plan shall be reviewed at least every ten (10) years; and

WHEREAS, the Borough of Perkasie last adopted a comprehensive plan in 1993; and

WHEREAS, the Bucks County Planning Commission under contract with Perkasie Borough has prepared a revision to the Borough's Comprehensive Plan; and

WHEREAS, the revised Comprehensive Plan has been reviewed by the Borough Planning Commission and the Bucks County Planning Commission and both bodies recommend its adoption; and

WHEREAS, the Comprehensive Plan has been forwarded to the adjoining municipalities as well as the Pennridge School District for their review and comments; and

WHEREAS, a Public Hearing was advertised pursuant to public notice under the MPC for the February 3, 2014 Borough Council Meeting which was cancelled due to weather, and the Borough has since complied with public notice requirements for the re-advertising of the meeting containing the Public Hearing to February 10, 2014 and all public notice requirements are thereby met; and

WHEREAS, pursuant to the MPC, the Perkasie Borough Council has held a hearing on the below listed date to consider the adoption of this Comprehensive Plan; and

WHEREAS, the general public has set forth their comments concerning the Comprehensive Plan at the Council's hearing as well as other public meetings before Borough bodies.

NOW THEREFORE IT IS HEREBY RESOLVED, by the Perkasie Borough Council that the revised Borough Comprehensive Plan is hereby adopted in full including all of the maps and charts set forth therein and all the appendices attached thereto.

SO RESOLVED THIS 17th day of February, 2014

ATTEST:



[REDACTED]
Interim Borough Manager/Secretary



[REDACTED]
Council President

{00676453/}

INTRODUCTION

THE PURPOSE OF THE RENAISSANCE ECONOMIC DEVELOPMENT STUDY PLAN IS TO PROVIDE NEW HOPE BOROUGH A STRATEGY FOR FUTURE GROWTH AND DEVELOPMENT.

New Hope is nationally recognized for its charm, character, entertainment, and culture. It is successful in its own right and the suggestions in this report are a means for improving upon New Hope's already tremendous success.

In 2016, New Hope Borough commissioned this Economic Development Study Plan to address and explore existing opportunities and challenges within the Borough. Key goals for this study were to define and recommend initiatives and strategies to balance the economy, resolve parking issues, address vacancies, and recommend funding sources.

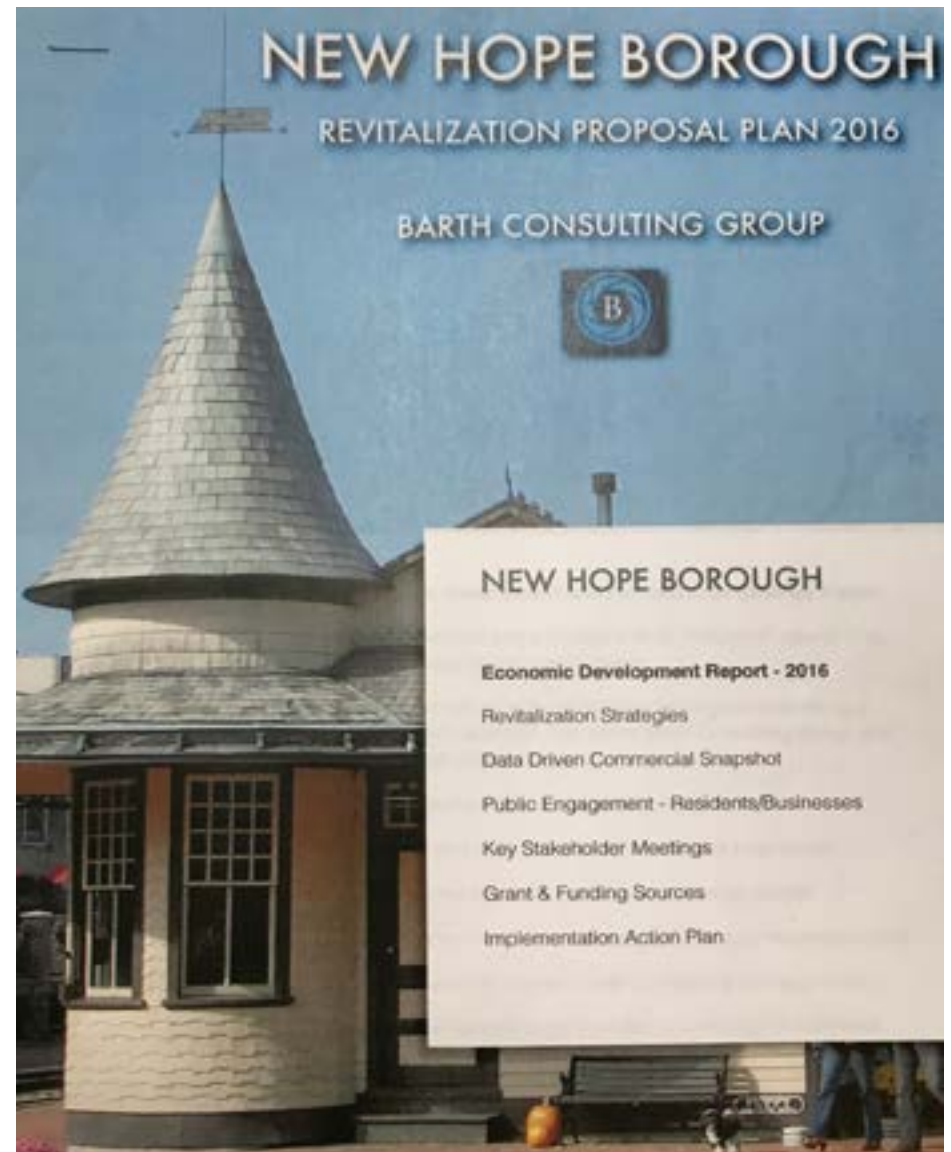
This study provides a proactive road-map for New Hope Borough's future. The road-map is a navigational tool to guide decisions at all levels of the Borough as it was shaped with input from the entire community, both residents and business owners. Community engagement, surveys and a town hall meeting defined clear goals, testing existing premises and providing an analysis of the current downtown, tourist driven economy.

New Hope's Renaissance has been spurred by significant new investment and redevelopment of the Bucks County Playhouse, Zadar's, Ferry Street Market, Logan Inn and Chez O'Dette's.

THE PROCESS

During the course of this study, Barth Consulting Group has worked with the Borough Government, business organizations, state and county governments, business owners and residents to gather decision making data. BCG sent out business and resident surveys and hosted a town hall meeting to determine the needs and aspirations of the community.

A secondary purpose of this study was to test existing assumptions regarding the Borough economy and provide data to support and guide decisions.



STEERING COMMITTEE

A Steering Committee was established by the New Hope Borough Council comprised of a Borough Council member, two business owners, members of the New Hope Chamber of Commerce, a resident, a member of the New Hope Borough Revite Committee and the Bucks County Playhouse.

The Steering Committee provided guidance, recommendations, and oversight into the Renaissance Economic Development Study Plan and met periodically throughout this process.

PUBLIC ENGAGEMENT

Public Engagement is a necessary foundation for securing funding for Municipal projects. State and County agencies require input from communities that show support for key initiatives and goals through a defined process that includes community surveys and Town Hall Meetings.

New Hope Borough business surveys had a 20% response and resident surveys had a 40% response rate, Both response rates exceed the normal 10% industry standard.

In May 2018, BCG hosted a Town Hall meeting to share the results of the surveys and had interactive “preference boards” that asked attendees for further decisions regarding their desires for key projects based upon survey results. Some of the preferences called for types of parking solutions and locations for parking.

DATA COLLECTION

Decision making data was collected from State, County and local sources to provide analytical data for New Hope Borough to make forward-thinking, informed decisions that support economic initiatives.

HOW TO USE THIS DOCUMENT

This document is intended to be a working document, utilized to continue the Economic Renaissance that is occurring throughout the community and to pro-actively encourage the type of development that is needed and desired by New Hope Borough.

Barth Consulting Group has shaped this report to reflect the goals of New Hope Borough guided by the Steering Committee, supported by the community and to include objective recommendations for downtown revitalization.

This document is set up with specific recommendations and steps required to implement those goals.

WHO FACILITATES THIS PLAN?

It is recommended that Borough Council designate a point person to facilitate this plan and who will reports directly to the Borough Manager, and be supported by Borough Council.

Ultimately, the entire community is responsible for the execution of this plan supported and guided from the top down by Borough Council that may include consultants, Borough staff and local business organizations.

The designated point person should be engaged to facilitate this plan on a weekly basis to pro-actively court and encourage future development, to solicit new businesses, work on existing business retention and help support existing organizations and pursue funding sources.

FUNDING AND IMPLEMENTING THIS PLAN

Allocate the business tax revenue as a line item within the Borough budget dedicated to facilitating the report recommendations. Funds can be used for staffing, consultants and support of Borough business initiatives.

PHASE ONE

ECONOMIC DEVELOPMENT FACILITATOR

Immediate: 2019 - 2021

New Hope Borough directs Business Privilege Tax (BPT) tax revenues to hire a point person/consultants to forward the Renaissance Plan and help establish a permanent Business Improvement District.

VISIT BUCKS COUNTY
Pennsylvania

Weddings & Celebrations Sports Meetings Groups Press Room | 82°F | 🔍

THINGS TO DO PLACES TO STAY RESTAURANTS EVENTS TOWNS & MAIN STREETS

Aerial footage of Downtown New Hope

TOWNS & MAIN STREETS

- 5 Historic Main Streets in Bucks County
- New Hope & Lambertville**
- Doylestown, Chalfont & Warrington
- Bristol, Levittown & Morrisville
- Newtown, Yardley & Washington Crossing
- Bensalem, Feasterville & Treose
- Lahaska & Buckingham
- Langhorne & Fairless Hills
- Quakertown
- Google Street View
- Maps & Directions
- Request a Destination Map

LOCAL BUSINESS ORGANIZATIONS

OVERVIEW

Resident, business surveys and town hall meeting preferences encourage the support of all business organizations promoting New Hope Borough.

Three primary business organizations, the Greater New Hope Chamber of Commerce, Delaware River Towns Chamber of Commerce and the Bucks County Convention and Visitors Bureau all provide marketing, events, and support for New Hope businesses.

Recommendation

It is recommended that New Hope Borough support all organizations, equally, in the promotion and marketing of New Hope Borough and the surrounding region. All three organizations have members within and surrounding New Hope Borough and it is advantageous for the community to support them all.

Opportunities of Interest

There is the possibility for the Delaware River Towns and New Hope Chambers to join in some manner. The New Hope Chamber can still exist separately under the funded Delaware River Towns Chamber and be a beneficiary of that funding, yet still operate specifically to New Hope.

Chamber of Commerce

Overview Perspective

BCG is involved with many business organizations and chambers of commerce. It has been our experience that volunteer-run business organizations have struggled over the past five years in creating value for membership growth thus limiting their funding revenues. Most chambers fund their organizations through event revenues that support the chamber's primarily and the local businesses secondarily.

Realigning the local businesses as being the primary beneficiaries both from events and business services will create the success these chambers need.

Greater New Hope Chamber of Commerce

Volunteer business organization dedicated primarily to New Hope Borough and surrounding area businesses.

The organization can benefit from having full-time staff to educate, promote and lead New Hope businesses in growing, improving, marketing and event promotion. Programs can be developed to provide economically trackable value to members. Providing value to members will in turn help increase and cultivate membership growth thereby creating stable funding.

Delaware River Towns Chamber of Commerce

DRTCC focuses on a more regional approach to marketing New Hope, Lambertville and the other Delaware River towns. They have a paid, full-time staff and marketing program.

Community Organizations

- Bucks County Playhouse
- Children's Museum
- Friends of the Delaware Canal
- New Hope Arts
- New Hope Canal
- New Hope Ivyland Railroad
- New Hope Library



INFLUENCING ECONOMIC FACTORS

Colonial Era

Correll's Ferry

Delaware River ferry crossing to New Jersey

Washington's Crossing - Revolutionary War

Delaware Canal

Major transportation corridor from Northern Pennsylvania

Coal region to Philadelphia

Mill Town

Colonial, Victorian Era Mill town and commercial

manufacturing center

New Hope Impressionist Artist Colony

1900-1970s

Bucks County Playhouse

Off-Broadway, New York influenced theater

Famous actors, playwrights, and performers

LGBTQ Community

Decades ahead of commonly accepted society

Nightclubs, cabarets, theater

Antiques/Art Galleries

Rising real estate prices impacted migration

Restaurants/Bed & Breakfasts

Resort designation created unlimited liquor licenses

Residential Development

New Hope Borough Resident Population Expansion

1975 - 800 residents

2018 - 2,500 residents

Housing Development

+1,700 residents - periphery of town center

- Village 2
- Riverwoods
- Rabbit Run

Solebury Township

- High-density housing on New Hope Borough borders
- Giant Shopping Center - better parking drew many of NGS to Complex out of downtown

Lambertville Revitalization

- Development of Lambertville Station
- Lambertville House
- Relocation of former New Hope galleries and antique shops due to lower rents

Princeton, New Jersey - 30 minutes

Pharmaceutical employment at a Johnson & Johnson, Bristol-Meyers Squibb, Campbell Soup, Church & Dwight, Congoleum, Educational Testing Services, FMC Corporation, McGraw Hill, Lockheed Martin, Dow Jones & Company, Bloomberg Financial, Princeton University

Employment Commuting Times

New York - 90 minutes

Philadelphia - 45 minutes

Princeton - 30 minutes



LODGE STREET
INN

HOW TO USE THIS PLAN

FUNDING AND FACILITATION

CHAPTER 2

FUNDING - Building Blocks for the Future

This plan is designed to position New Hope Borough for funding grants with State and County agencies based on an updated Economic Development Study Plan that has been amended to the New Hope Borough Comprehensive Plan.

The Renaissance Economic Development Plan was overseen by the New Hope Renaissance Steering Committee appointed by the New Hope Borough Council. Representative members of this committee were from a cross-section of the community. Members include a New Hope Borough Resident, a member of Borough Council, two small business owners and members of the Greater New Hope Chamber of Commerce, the Revite Committee (a sub-committee of Borough Council) and the Bucks County Playhouse.

This Document supports initiatives for New Hope Borough, its residents, and business community by meeting preliminary grant funding requirements of demonstrated community engagement. There were stakeholder meetings, community surveys, a town hall meeting and public presentations.

This study satisfies grant funding requirements for public engagement.

Community Responsibility

Everyone is an ambassador for New Hope. This plan was created through public input, articulating the common vision and goals of the community. This plan will unify the community by sharing and working together to achieve the collective aspirations of residents and businesses.

Borough Council

Support by Borough Council will make this plan, on behalf of the community, attainable. Supporting the goals of this plan from the top down for residents, the business community and organizations with actions through codes, ordinances, and initiatives will foster the desired outcomes.

Community Organizations

Unify, support and promote the Renaissance Economic Study Plan with business leaders and organizations participating in the foundational work required to bring balance and stability to the New Hope economy.

Business Community

Encourage all businesses to work collaboratively and in unison to establish better business practices that support each other, increases the visitor/resident experience and helps grow the new event and corporate conference economy.

Residents

Residents have expressed their goals through an unprecedented, 43% response to community surveys, creating a workable framework to guide elected officials in the decision making the process both short and long-term.

COMMUNITY ENGAGEMENT

Resident and Business Surveys

Resident and business surveys were created and distributed. The resident response was 43% and the business response was 20%. The surveys were written to focus on key issues and initiatives of the community and measure support. The surveys also sought solutions and decisions in support of specific community issues such as parking and to determine community outcomes.

Stakeholder Meetings

Individual meetings were held by Barth Consulting Group that included business organization leaders, small and large business owners, community organizations and state and local officials.

Town Hall Meeting

A Town Hall Meeting was held on May 23, 2018, to summarize survey results and to acquire further decision-making preferences from the community/residents, for key improvements to New Hope Borough.

Public Meetings

This plan has been presented to the public at New Hope Borough Council Meetings in its draft and final versions for discussion and approval by the community.

Next steps:

New Hope Borough

- Create an Ordinance to adopt this plan
- Submit the plan to Bucks County Planning Commission for amendment
- Bucks County Planning Commission - amends to Comprehensive Plan
- New Hope Borough - with approved BCPC amendment applies for grants

CASE STUDY: PERKASIE BOROUGH Economic Development Consultant and Coordinator

Perkasie Borough has both an Economic Development consultant and an Events Coordinator. The roles are complementary.

The economic development consultant works on land development, new and existing business development, marketing and promotion, new business start-ups, business recruitment and retention. The consultant provides senior leadership to Borough Council, community organizations, legislators, businesses, investors and developers.

This position has created millions of new and ongoing annual revenues to the Borough.

The events coordinator took over the management and creation of community events from the Perkasie Towne Improvement Association, a volunteer organization similar to the Greater New Hope Chamber of Commerce. Events include the Perkasie Farmers Market, Perkasie Tree Lighting, Fall Fest, and Perkasie Car Show.

This position is a net neutral revenue source for the Borough and operates under the Parks and Recreation Director. The Events Coordinator falls under the Borough's Park and Recreation Budget.

Facilitating this Plan

This plan is designed to be a working document to facilitate the expressed goals of the community. It is to be used as a navigational guidebook providing solutions to goals and initiatives with sources for funding and actions to improve and balance New Hope's current tourist centered economy.

Implementation of this plan in its entirety is approximately five years. Some actions can be considered low-hanging fruit and can be accomplished in year one, such as parking Wayfinding signage or employee/owner parking lots.

A facilitator will implement the recommendations outlined in this study. The facilitator will work on the short and long-term goals to improve economic conditions within New Hope Borough, assist in securing grant funding, focus on business retention and recruitment, seek to rebalance the New Hope economy and work as a liaison to new and existing investors, developers, community organizations and government agencies.

The facilitator can be outside consultants, dedicated internal staffing or a combination of both. Initially, this plan was designed to have an Economic Development consultant as its facilitator. It has also been suggested to have an Events Coordinator in place of or in conjunction with the Economic consultant. Survey responses were evenly split on this question.

The Facilitator - Revitalizing New Hope

The facilitator will act on behalf of the residents and businesses of New Hope. They will support and promote the collective aspirations of the community. Improvements will cultivate increased property values, a vibrant downtown, the creation of events and the expansion of borough parks, activities, walkability, recreation, and trails.

The facilitator will seek to create a trust-based culture promoting the efforts and goals of all organizations that operate and foster the greater good of New Hope. The facilitator will actively seek to create new events, promotions, and activities for the benefit of residents, businesses, and visitors.

The position should be an ongoing, weekly engagement on behalf of the Borough, acting as a neutral party, to encourage, influence, guide and support business development, new and existing events, business retention, recruitment, and investment.

The facilitator will meet with community organizations and leaders on behalf of the Borough to support and promote the goals of this plan and report back to Council with updates and recommendations.

The facilitator will report to the Borough Manager and will make ongoing recommendations, reports, and presentations to the Borough Council

Funding the Facilitator

New Hope Borough

\$80,000 - Annually

2019 - 2022 - Business Improvement District Funding thereafter

It is recommended that Borough Council allocate its Business Privilege Tax revenues of approximately \$80,000 annually as a line item funding source for consultants or staffing. This direct funding is to implement and support economic development for the community as a whole and towards individual businesses and organizations.





THE
STUDIO
HAIR
- NEW HOPE -
EST. 2011



Development by Design™ is a revitalization strategy and planning process created by Barth Consulting Group, LLC. We collaborate with municipalities to cultivate action plans that create and facilitate desirable and sustainable growth. Our high-altitude, 30,000-foot perspective analyzes a community, its assets and utilizes economic data generated through resident surveys, town hall/stakeholder meetings to articulate a proactive revitalization plan.

BCG's Development by Design™ process has created hundreds of millions in new investment thousands of new jobs and hundreds upon hundreds of new businesses in the communities we serve. (See chapter 7, Balancing the economy, page 66)

Facilitating this Economic Development Plan is paramount to achieving the goals set out by New Hope residents and businesses. Realistic implementation requires weekly dedicated time towards Downtown Revitalization.

When communities cultivate desired development the entire process shifts to collaborative partnerships where all parties form win/win relationships. The unique aspect of this plan is that most boroughs are reactive to a new development where investors buy and develop properties that benefit themselves first and may or may not fit with existing community goals. This plan puts forth the goals of the community first and then works to court retailers and investors to achieve them.

Renaissance Economic Development Study

This study is a strategic guide and proactive action plan providing steps and recommendations to capitalize on the current New Hope Renaissance.

New Hope's Renaissance was initiated by several of the Borough's largest properties being distressed, in foreclosure or sheriff's sale creating unique opportunities for investors. Local residents desiring to help spur and reignite the Borough bought several of these vacant properties that included the Bucks County Playhouse, the Carriage House Inn, the Ferry Street Market, and the Playhouse Inn. Tens of millions of new dollars have been invested in New Hope Borough. Capitalizing on future growth that compliments and courts supporting development and investment is advised.

This study examines existing economic conditions and premises relating to parking, retail development, vacancies and turn overs providing leadership guidance and solutions to create a more vibrant New Hope Economy.

The needs and wants of the business and residential community were explored through surveys and a town hall meeting to foster an environment that is proactive and implements Development by Design theory in courting the types of new investment and development that supports long-term, high-altitude goals.

New Hope Borough, in 2018, is primarily a tourist driven economy. This booming, one million plus visitor/tourist economy creates enviable retail, dining and entertainment revenues. It also creates "feast and famine" business cycles. The town center, nearly vacant from Monday through Thursday is bustling with visitors Friday through Sundays.

This high-altitude Renaissance Plan looks at all businesses, week-long and annual business cycles and formulates how they can interrelate in more profitable ways to cross-pollinate and thrive in a new, balanced economy.

The major tourist drivers to New Hope are the Playhouse, Children's Museum, Railroad and Canal.



BRIDGING DIFFERENCES

DIPLOMACY AND PARTNERSHIPS

Cultivating Community Relationships

New Hope's independent groups and organizations will benefit by working seamlessly together.

TRUST & TEAM BUILDING:

Foster all groups and parties to work towards New Hope's common goals and highest aspirations.

Community issues are sensitive. The facilitator will act as a neutral party, meet with different organizations, businesses and individuals to improve relations and focus on win/win solutions.

Team building will focus on creating win/win solutions. Focus on the future, removing the obstacles and create flexibility for moving forward.

While many independent organizations are working towards individual goals, unifying their energies and commitment towards New Hope's collective goals, will still meet their needs, those of the community and foster team building.

DECISION MAKING PRINCIPLES:

Focus on the greatest, highest, long-term goals of the collective New Hope community.

Focus on the Future - Everyone loves New Hope.

FOCUS ON STEWARDSHIP

Every decision should strive to pass this test

The Greatest Good

For The Most Amount of People

For the Longest Period of Time

Consensus Building

Win/Win Solution Building

- Decision making where all parties agree to the highest good
- Removes personalities, agendas and focuses on solutions



GETTING STARTED

ADDITIONAL ACTIONS REQUIRED

CHAPTER 4

Community Communications Getting to the Starting Line

At the commencement of this study, there were limited means to communicate with New Hope residents and businesses. It was necessary for Barth Consulting Group to set up and establish a communication database to reach the businesses and residents. This initiative was outside of the contracted Scope of Work for this project.

Unanticipated Resources Necessary to Begin the Renaissance Study

- Update business listings tied to Business Privilege Tax records
- Required calling all businesses and acquiring phone numbers and emails
- Allowed for electronic business surveys
- Create a Social Media presence
- Required creating New Hope Borough Facebook Page
- Allowed for the promotion of Town Hall Meeting and Surveys
- Borough Website
- Borough created a new website
- Acquire Accurate mailing list of residents
- Worked with County Tax office to create for survey mailing list
- Resulted in 43% resident survey response

Communicating with Businesses Business Privilege Tax Records

The existing BPT list was incomplete and outdated. It had not been updated to reflect current, closed and active businesses. The Borough turns over approximately 20-30 new business per year or 10-15% of commercial properties.

Barth Consulting Group updated the list and worked with the Borough Manager and Treasurer to do so.

Revenues from the (BPT) were inconsistent and many businesses, over the course of years, had not paid the Privilege Tax. The annual (BPT) notice and bill came due during this study. The presentation of the former (BPT) bill appeared punitive along with the bill, a notice of non-compliance was included. While accurate to include this, a new direction was taken that reflected the Borough recognizing and investing in the well-being of the businesses. This letter articulated the value businesses were receiving and highlighted New Hope Borough's Renaissance that would benefit the entire community.



Result:

Businesses were appreciative of the Borough's investment of their BPT into assisting their businesses. BPT revenues went up.

Residents and Businesses

Survey results indicated that the community received most of their information regarding the Borough through the newspaper. News stories to the community are not proactive from the Borough outwards, rather are externally driven and do not forward the mission or visioning of the Borough.

Recommendations:

Proactively create ongoing media relations that facilitates New Hope Borough's branded messaging in print, social media, and other outlets to educate and inform the public.

New Hope Borough Facebook

Advised the Borough on establishing a Borough Facebook page. There are currently 125 followers to the New Hope Facebook.

Recommendations:

Other municipalities have thousands of Facebook followers. Encourage more active use and engagement of the community.

- Ongoing and Active Community Engagement
- Provide Council Meeting Agendas and Meeting Notices
- Provide Council Meeting Minutes
- Provide Borough meeting Notices- Revite, Zoning Hearing Board, HARB,
- Provide events and public notices - Tree removals, road closures, weather alerts

Business Sharing Policies:

- Create a Social Media Policy Ordinance
- Share business events and promotions
- Careful attention should be made to have businesses share items to the Borough
- Borough then reshapes these events putting the responsibility to the owners

Create Social Media Calendar

This helps create a planned annual calendar of posts
Includes holidays, borough closures
Invest in Social Media Boosted Ad Program to increase "Likes"

Maximizing Facebook Likes

Secure Borough ownership of non-Borough owned New Hope Facebook page that has 10,000 likes.

New Hope Borough Website

New Hope has a new website. Seek to continuously expand the ease of use.

Actions:

Contributed hundreds of high-quality images for use on the website

Recommendations:

- Continue to upgrade and improve the website
- Track through Google Analytics how viewers are using the site
- Determine the use and frequency of viewers
- Align most popular search areas
- Create weekly updates for meetings and initiatives for public

Community Newsletter

During this study, resident survey response was 43%. The resident surveys were delivered by mail with postage paid return envelopes. Delivering a quarterly newsletter would, therefore, be recommended as this mode of delivery was very effective.

Recommendation:

Budget for and create Community Newsletter to inform and educate the New Hope Community. Include social media and website directions to encourage residents and businesses to utilize those sites for weekly updates and information.

Other Bucks County boroughs use a marketing firm that provides this service free of charge for four-color publications that is offset by their ability to sell local advertising in the publication. The boroughs have the ability to create and oversee design and content.

Borough staff and consultant would contribute content, provide photos and graphics. Costs to the Borough are for postage only. The newsletter

would provide key contact info for Council, police, fire and public works, meeting schedules, services such as leaf collection and other important community programs.

Newsletters of this nature often have visioning messages from the Mayor or Council President.

Property Files and Records

At the outset of this study, it was difficult to use existing property files.

BCG recommended a municipal record scanning firm, Scantek, to scan and organize existing property files and documents in electronic format.

All records and files have now been scanned and are now accessible in electronic format.

Municipal Property File Software

Muni Logic

BCG supported Council to adopt of this software for use in the Borough Codes Office.

This software will allow Codes to implement other recommendations of this study in the future by enforcing property maintenance that can be established and tracked.

Muni Logic allows for color coding of properties for many uses such as conditions, property uses for business matrices, out-of-state ownership, vacancies and more.

Delaware & Lehigh National Heritage Canal Corridor

The Borough Manager directed BCG to work with the to provide data for Canal grant funding that required accurate visitor data for New Hope Borough.

BCG worked with the Bucks County Tax Office, the Bucks County Tourist Commission, the Chambers of Commerce and the Borough to establish these required numbers for the grant.

The Tourist Commission only publishes visitor lodging data for the entirety of the County. It had never drilled down to New Hope specifically.

This was the first time these records were produced and created for the Borough in a comprehensive way.

Resident Surveys

The initial intention of this study was to create electronic surveys for both businesses and residents. Utilizing electronic surveys allows for tracking, graphing and collection of data through these online survey applications. BCG routinely uses Survey Monkey with our other municipal clients.

New Hope Borough Council requested to have direct mail surveys sent to all residents. This process in and of itself extended this study plan by 4 months. The result was an unprecedented 43% rate.

Required actions to implement direct mail campaign for resident surveys.

(Requested by Borough Council)

- Secure mailing list from Bucks County Tax Office
- Redesign the resident survey to meet the average postal cost
- Design return envelope and postage to meet normal octal rates
- Create project cost budget and meet with printers and direct mail houses
- Required hand-labeling each envelope
- Required hand affixing and folding return mail envelopes
- Required hand stuffing all survey envelopes

The resident response rate was 43%, which is an extremely high survey response, in comparison to the industry average of 10%.

Physical survey responses required all answers to be manually input. The greatest challenge and most time-consuming aspect of the surveys were that most responses had many handwritten comments. Each individual survey for simple questions took on average 7 minutes to input and another 8-10 minutes to type in comments. There were 433 resident surveys.

BCG did not receive assistance with the survey input. Manual input required 108 hours of Barth Consulting Group staff time to complete and produce an analysis of resident surveys.



TOPEO

FINE
AMERICAN CRAFTS
JEWELRY
HOME DECOR
GIFTS

CHE

KEY STAKEHOLDER MEETINGS

State Representative Scott Petri and Senior Staff

Executive level meetings including Council members to secure and explore funding opportunities. Numerous conversations and emails with executive staff.

Prepared funding options for New Hope Borough and reviewed possible grant funding list with Representative Petri.

State Representative discussed his proposed Arts & Cultural District legislation targeted to arts and cultural towns like New Hope that is similar to a Business Improvement District (BID) mechanism.

Representative Scott Petri resigned his position as the State Representative shortly after this meeting.

RECOMMENDATION:

Contact new State Rep and pursue the Arts & Cultural District Legislation. Encourage support and assistance from State Representative for grants and other funding.

State Senator Chuck McIlhinney and Senior Staff

Numerous meetings with Senator and Senior Staff in support of New Hope grants, funding and parking shuttle.

Meeting with Senator McIlhinney, Bucks County Transportation Authority, and Doylestown Dart to review former application by New Hope Borough for shuttle service in Borough. Discussed strategies to restart or reactivate application. The former Study was not implemented as it only recommended a parking shuttle not neighborhood-wide bus service to shopping centers and downtown.

The Senator reiterated support for a parking trolley, and requested a data report from existing Bucks County Playhouse as a possible partner that could be supported by State funding.

Delaware & Lehigh National Heritage Corridor

A several month project to determine New Hope Borough visitor specific data for State grant funding. Project assignment outside of Scope of Work to support State funding application on behalf of New Hope. The canal was empty at this time period.

Required data collection from Tourist Commission, Borough parking records and collection models, event attendance from Chambers, Bed & Breakfast Organization. Borough Tax Collector and Bucks County worked with the Treasurer's Office to reverse out data by Zip Code. These detailed analyses had never been undertaken before.

Bucks County Convention and Visitors Bureau

Reviewed existing County tourist and visitor information. Discussed ways New Hope could expand its marketing, improve visitor experience and funding. BCCVB is intending to have a new staff level employee designated to help with destination marketing for Bucks County towns involved in their revitalizations.

County of Bucks - Treasurer's Office

Support from the County's Tax and Treasurer's offices for data collection of Hotel Room taxes and current mailing data for Resident Survey.

Bucks County Transportation Authority

Numerous meetings to explore and strategize ways for New Hope to re-activate its former Shuttle application. Presentation to New Hope from Director about application history and pathways forward.

Doylestown Dart Board

Meetings relating to New Hope Borough to seek re-starting of Shuttle application. The consensus of the Board is that New Hope needs a Parking Shuttle and supports that initiative. Requested same follow up data report as Senator's office.

Delaware River Joint Toll Bridge Commission

Initiated numerous emails and conversations with Bridge Commission to obtain current traffic counts. Proposed reinitiating opening of Bridge Park. Commission is open to this proposal and requested meeting with Council and Mayor. A request was forwarded to the Borough.

PECO - Director of Economic Development

Contacted to ascertain costs of burying Main Street power lines. Approximately \$1 Million per mile. Explored possible grant funding - there currently is no grant funding for this type of project. Clarification of holiday decorations policy on utility poles - PECO does not allow this for legal reasons.

Meetings with major developers

Major Development at time of Study

Meetings with investors and project overviews

Bucks County Playhouse

Chez O'Dette's

Ferry Street Market

Blighted Properties

Discussions with owners and developers for Tuscany and Cintra Properties to re-activate projects, determine why projects were dormant, articulate Act 90 - Municipal Blight Legislation. Both projects have begun forward movement.



New Hope Revite Committee

Attended several meetings with the Revite Committee, a subcommittee of New Hope Borough Council to listen and speak about the Borough's economic needs, activities, challenges, projects, and desired outcomes.

Fundraising Needs by Organizations

Executive level meetings for funding requests, needs and guidance

New Hope Arts

Friends of the Delaware Canal

New Hope Library

Financial Institutions

Meetings and relationship building with institutions relating to commercial lending opportunities and foundational funding programs.

PNC Bank

Penn Community Bank

Business and Marketing Organizations

Meetings and discussions related to report, events, activities, funding, and guidance

New Hope Chamber of Commerce

Delaware River Towns Chamber of Commerce

Bucks County Convention and Visitors Bureau

New Hope Borough - Businesses

Individual meetings with a large majority of businesses

Overviews of business operations

Listened to concerns and aspirations

Discussions on solution-focused ideas and initiatives

Expressions of gratitude for Borough support

New Hope Post Office

Meetings with Post Master to discuss proactive ways to assist New Hope businesses, create direct mail programs to residents from businesses. Explored Click and Ship program for businesses that allows visitor purchases with daily Post Office pickup and delivery. Discussion with Philadelphia Post Office regional marketing director to conduct seminars and provide marketing material for all businesses to promote online and retail sales.



NEW HOPE RESIDENT SURVEY SUMMARY

THE NEW HOPE RESIDENT SURVEY RESULTS HAD A 40% RESPONSE RATE. Ten percent is considered a good return. The business survey had a 20% return. This data can be used as a reference point for making and shaping decisions both short and long-term. A high engagement rate from the community allows New Hope to apply for funding programs that illustrate strong support for specific initiatives

QUESTION 1: Where do you live?

Majority of Residents live Riverwoods -31% Village 2 - 24%
Downtown -14%

QUESTION 2: Top 6 reasons why residents live in New Hope

Raised here from childhood - 59% Convenient to work - 57% School System - 55% Reasonably priced homes - 43% Reasonable taxes - 39%
Walkable distance to downtown - 34%

QUESTION 3: How long have you lived in New Hope?

1-5 years - 24% 20+ years - 20%

QUESTION 4: Do you own or rent your home?

99% of residents own their homes There are very few rental properties available

QUESTION 5: Which aspects of the Borough do you like best?

36% School District 33% Walkability 26% Walkways and Trails 22%
Downtown Center 20% Lower taxes than New Jersey 20% Housing variety/affordability

QUESTION 6: Major Concerns Lack of Parking

(62%) Traffic Control (44%) Vacant Stores (36%) Downtown Revitalization (30%)

Other concerns: Taxes (25%), Flooding/Stormwater (22%), Proximity/Variety Goods & Services (21%)

QUESTION 7 & 8: Do you purchase any of these goods and services in New Hope?

Residents most frequently patronize downtown restaurants (92%)

Residents also purchase Gifts, Clothing, and Banking in the borough

Residents also purchased groceries, pharmacy, and hardware/home improvements

Residents equally purchase clothing, shoes, gifts, sporting goods, books, and hardware/home improvements online

QUESTION 9: Do you purchase any of the following products or services online?

See graph on page 25

QUESTION 10: How often do you visit downtown?

The majority of the residents visit the town center more than once per week (33%) Once per week (24%) 2-3 Times per month (22%) Once per month (10%) Less than once per month (10%)

QUESTION 11: What would encourage you to visit downtown more frequently?

Resident discount card (57.63%) More convenient parking (57.37%)

Special Events (29%) a Wider variety of good and services (23%)

A wider variety of restaurants that are more reasonably priced and family friendly

QUESTION 12: Are you satisfied with commercial development?

53% of the residents want a better mix of retail businesses in the Downtown

QUESTION 13: Are there additional businesses you would like to see downtown?
53% of the residents want to see additional businesses in the borough:

Most desired type of businesses are: Grocery Store/Specialty Grocery store/organic (Trader Joes, Whole Foods, bagel shop) Upscale/higher quality clothing stores (Gap, J. Crew, Banana Republic) Deli-Jewish Deli/sandwiches More affordable dining/ Family friendly eateries Theater

QUESTION 14: Parking: Do you believe there is a parking problem downtown?

81% of residents believe parking is a major concern
91% of residents believe there are not enough parking spaces
78.8% believe parking is not convenient
56% believe that parking enforcement is too aggressive
50% believe that parking is not in the appropriate location

QUESTION 15: If you answered yes, please rank the issues from 1-6, one being the most important.
See graph on page 28

QUESTION 16:

How far do you usually park from downtown?
3+ Blocks away - (44%) 2 Blocks away - (35%) Does this discourage you from visiting downtown? - Yes

QUESTION 17: Do concerns about parking discourage you from visiting the Town Center Area / Downtown?
56.77% answered Yes - 43.23% answered No

QUESTION 18: Do you favor a parking shuttle?
64% of the residents favor a parking shuttle

QUESTION 19: If yes, would you want a full shuttle service to your neighborhood, downtown and shopping centers in and out of New Hope?
57.14% answered Yes - 20.99% answered No - 21.87% answered N/A

QUESTION 20: Would you support a greater mix/density of residential and commercial uses in the Town Center Area / Downtown?
43.09% answered Yes - 21.01% answered No - 35.90% answered N/A

QUESTION 21: Where do you work?
New Jersey - (34%) Retired - (31%) Work from Home - (15%)

QUESTION 22: Where are other members of your household employed? (Check all that apply.)
27.97% - Are Retired / 24.76% - Work in New Jersey

QUESTION 23: Where do get news about the Borough?
52% of the residents rely on the newspaper 29% say they do not receive communication from the Borough 25% use Facebook to receive borough information

QUESTION 24: Would you like to have resident specific events?
70% of the Residents want community-based events

QUESTION 25: Do you want downtown kiosks for posting of community events?
61% of Residents are in favor of downtown Kiosks for community events for information

QUESTION 26: Critical issues facing resident's quality of life over the next four years?
Infrastructure maintenance, traffic control, continued downtown business revitalization Cost of housing Parking Balancing development with keeping the downtown charm and uniqueness Taxes Flooding Vacant storefronts

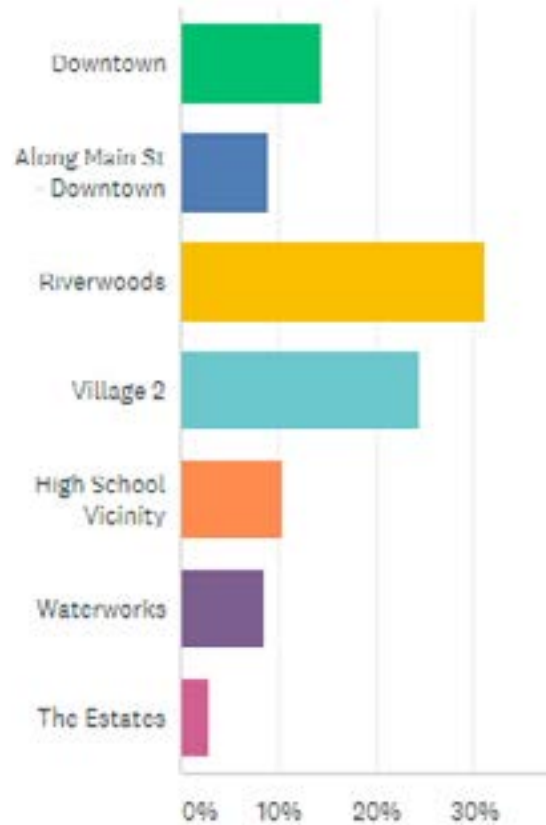
QUESTION 27: What improvements could be made in New Hope that would add to your quality of life as a resident?
More accessible parking Resident based events Parking stickers for residents Canal working Better walkability sidewalks Easier access to the river Dog park Crosswalks Better quality of stores Clean up storefronts.

All Survey results and responses are available on the New Hope Borough website.

Q1

Please indicate in which portion of New Hope Borough you live.

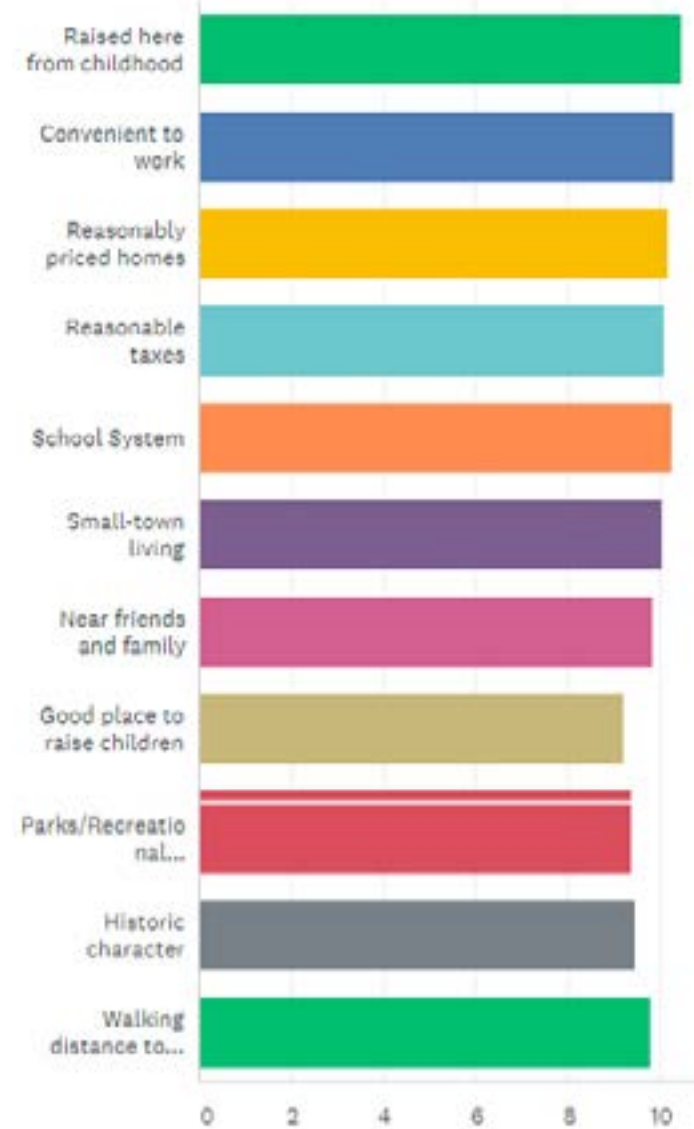
Answered: 353 Skipped: 57



Q2

Why did you choose to live in the Borough? (Rank the 3 most important reasons from 1 to 3, with 1 being the most important.)

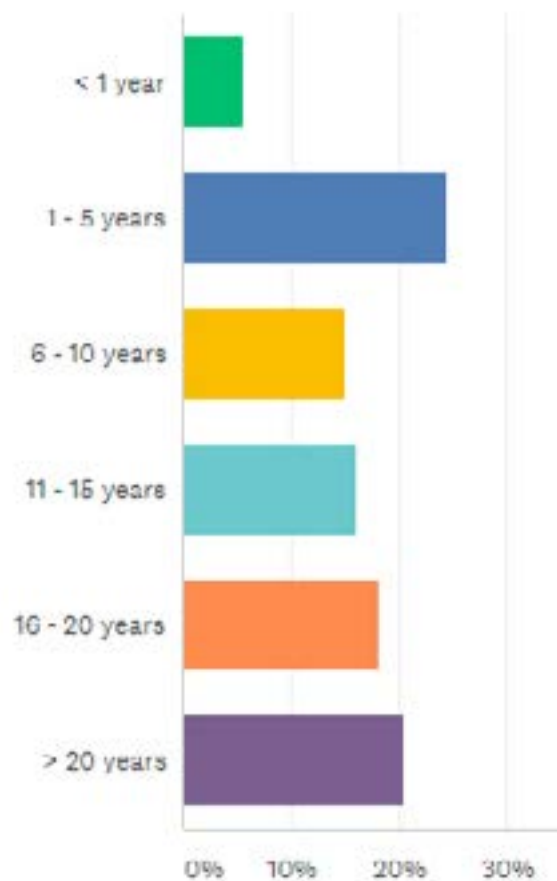
Answered: 395 Skipped: 14



Q3

How long have you lived in New Hope Borough?

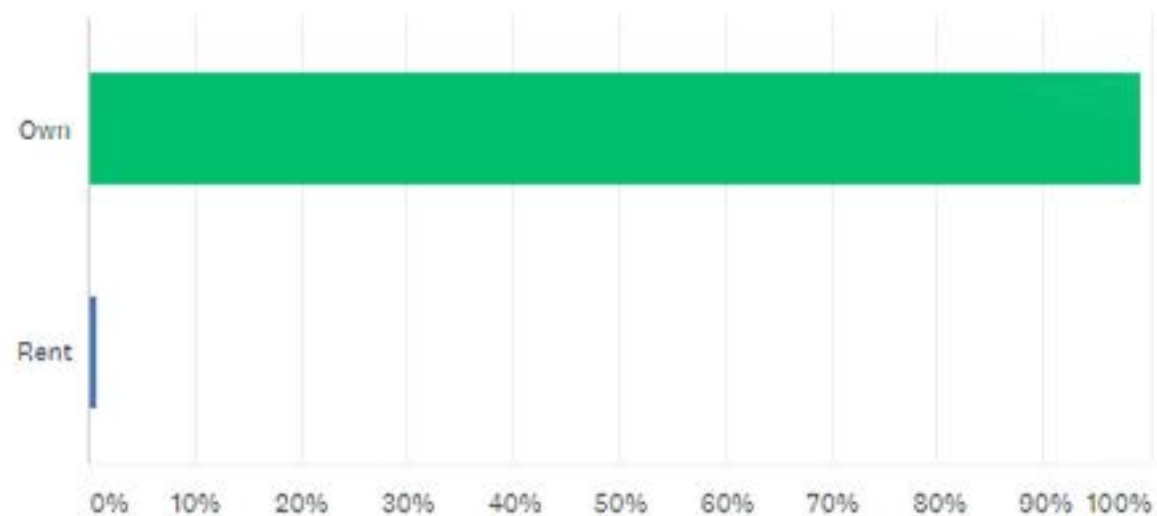
Answered: 405 Skipped: 4



Q4

Do you own or rent your home?
(Check one response)

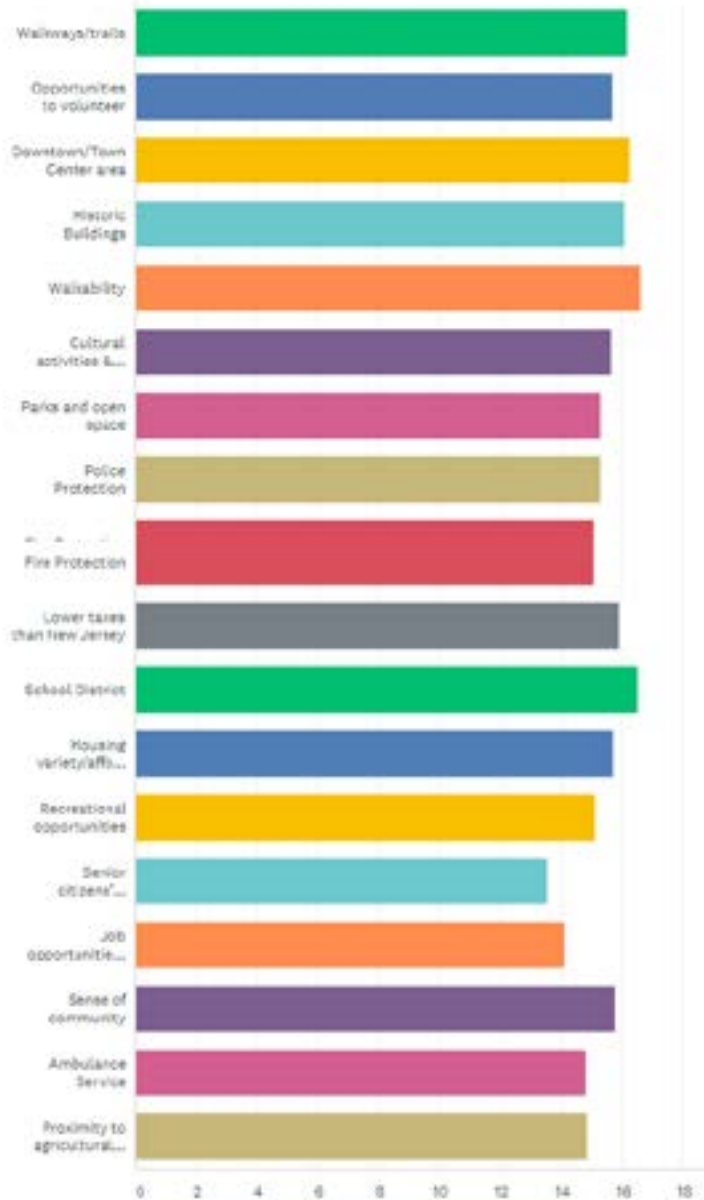
Answered: 403 Skipped: 6



Q5

Which characteristics of the Borough do you like best? These should be aspects of the community that are important to you. (Rank the 5 most important characteristics from 1-5, with 1 being the most important).

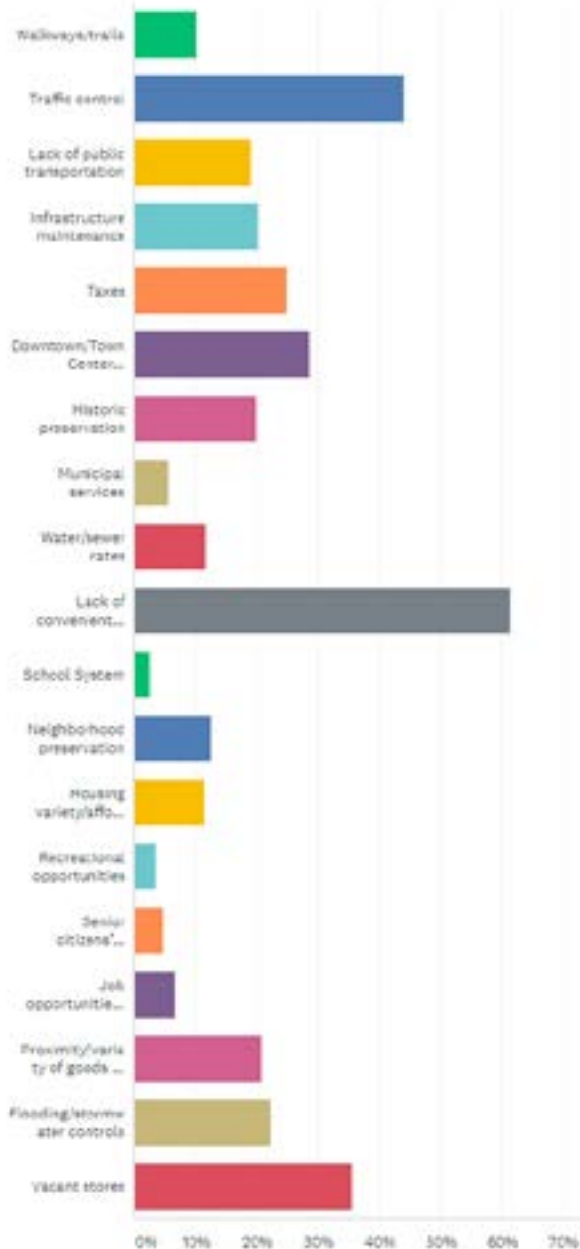
Answered: 402 Skipped: 7



Q6

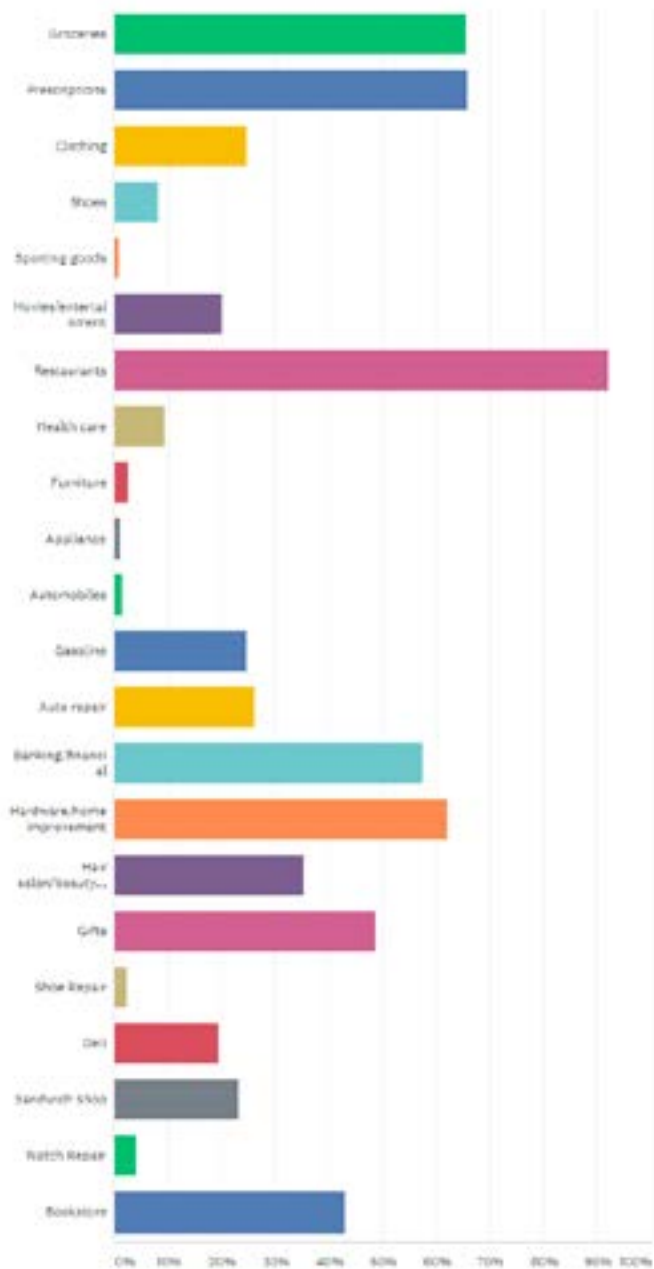
Tell us what you believe are the major challenges facing the Borough.

Answered: 401 Skipped: 8



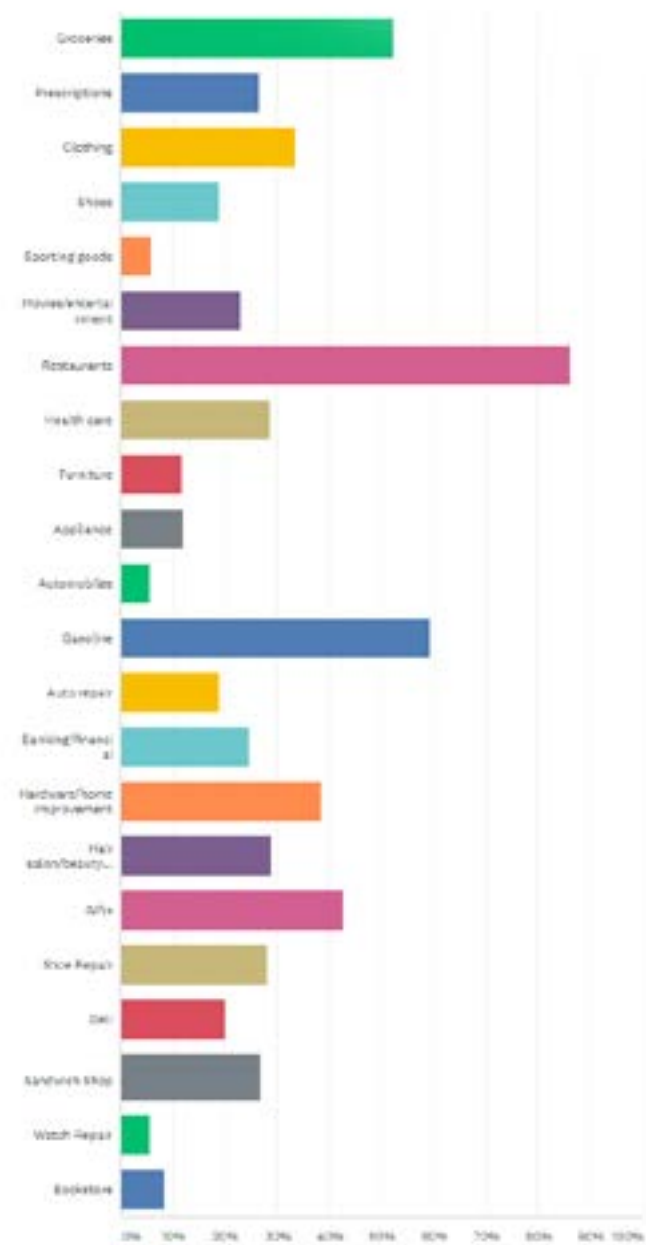
Q7
Do you purchase any of the following goods and services in New Hope?

Answered: 302 Skipped: 7

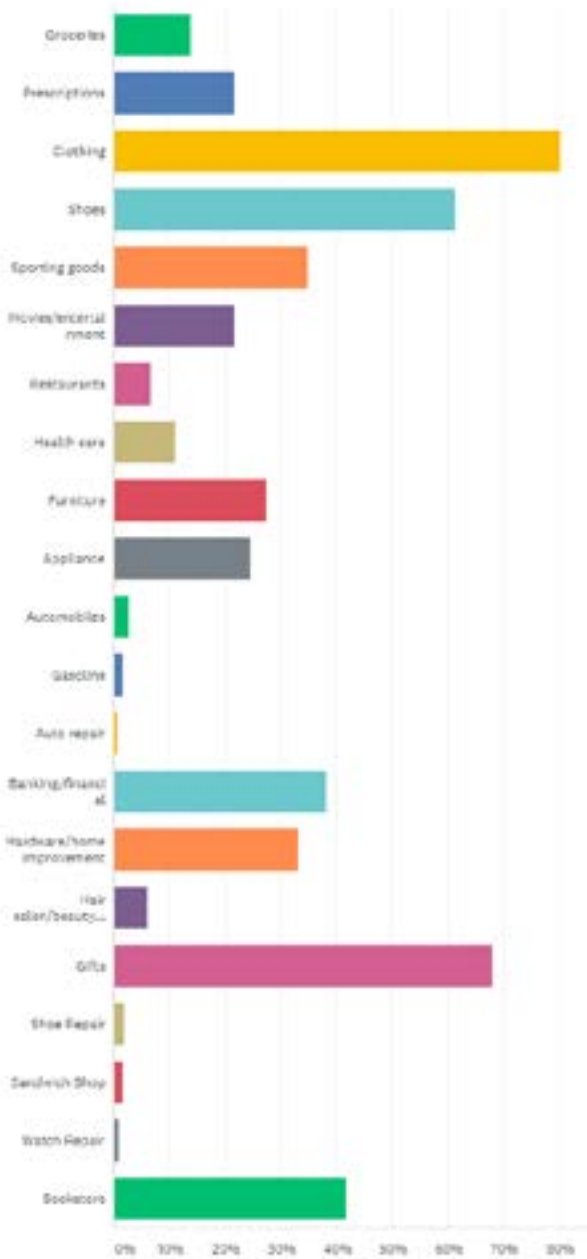


Q8
Do you purchase any of the following goods and services in nearby communities (Solebury, Lambertville, Peddler's Village, etc.)

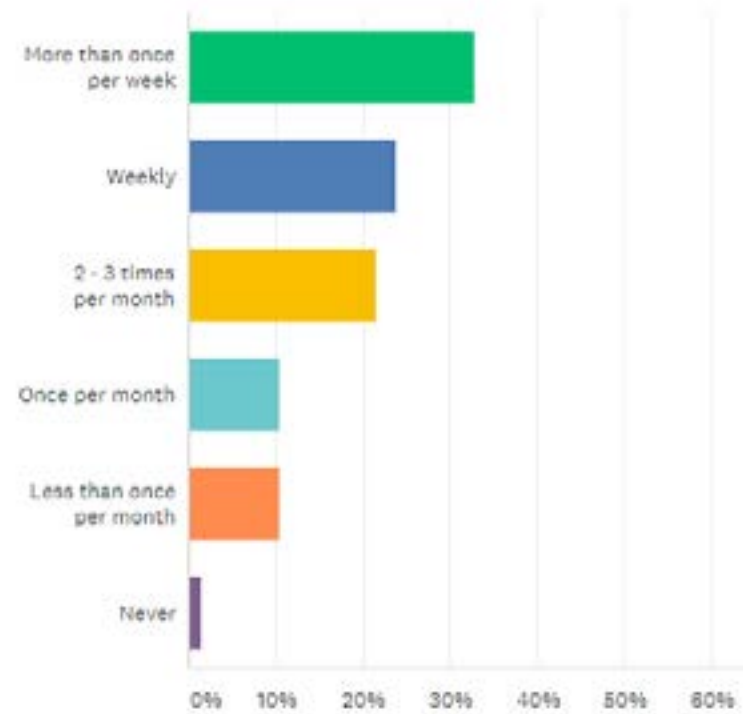
Answered: 331 Skipped: 17



Q9
Do you purchase any of the following products or services online?
Answered: 360 Skipped: 49



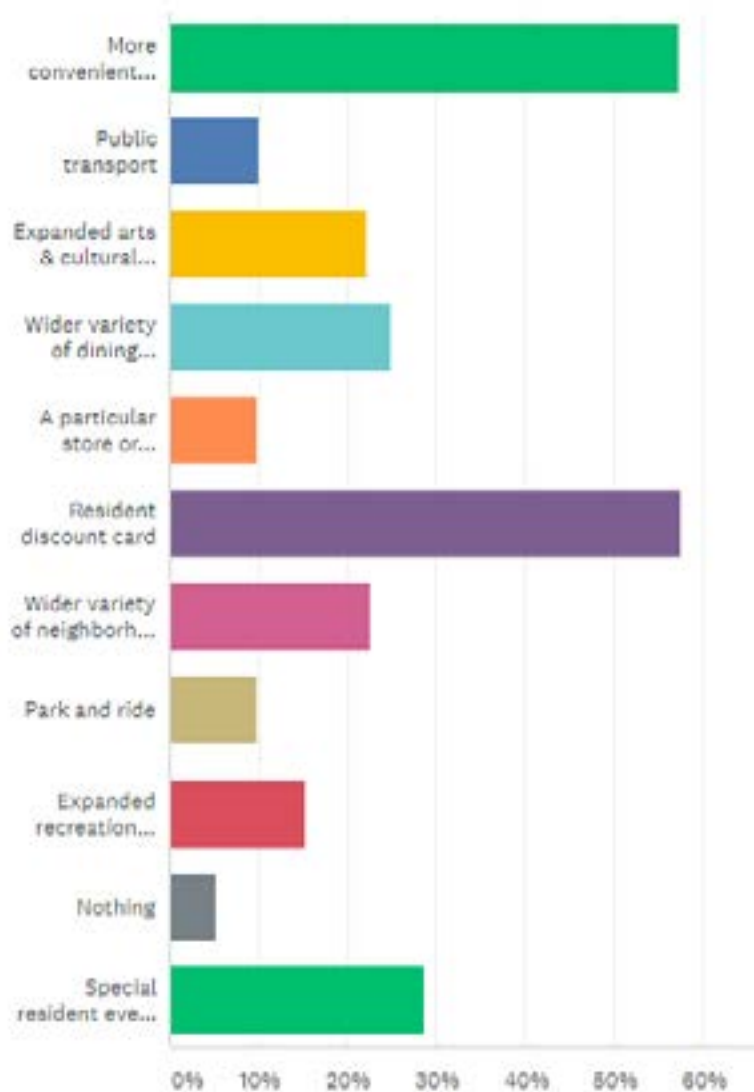
Q10
How frequently do you visit the Town Center Area / Downtown to shop or dine? (Check one response.)
Answered: 400 Skipped: 9



Q11

What would encourage you to visit, shop or dine in the Town Center Area / Downtown more frequently?

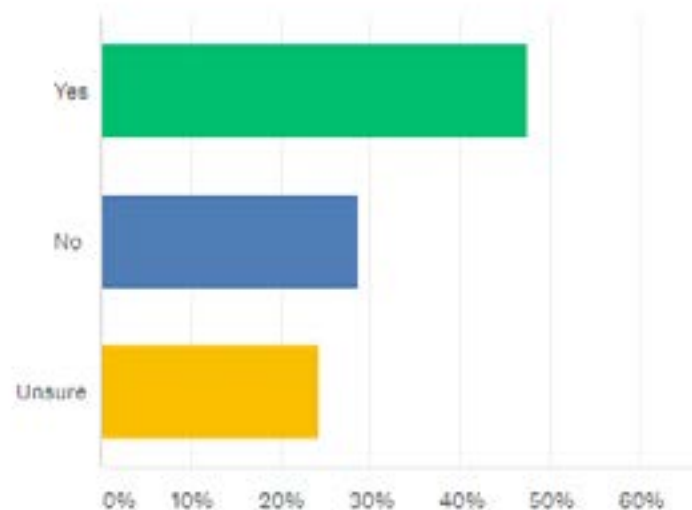
Answered: 380 Skipped: 29



Q12

Are you satisfied with the quality, location and quantity of commercial development and retail sales/services within the Borough? (Check one response.)

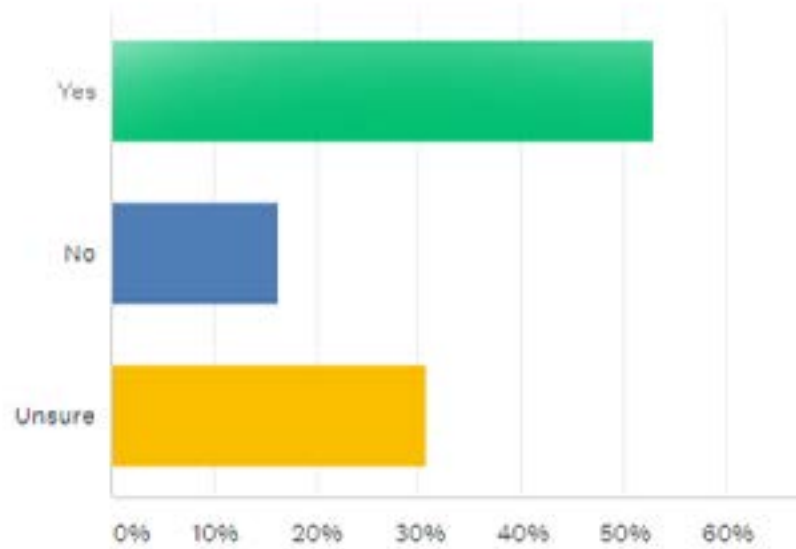
Answered: 390 Skipped: 19



Q13

Are there any additional businesses that you would like to see in the Borough?

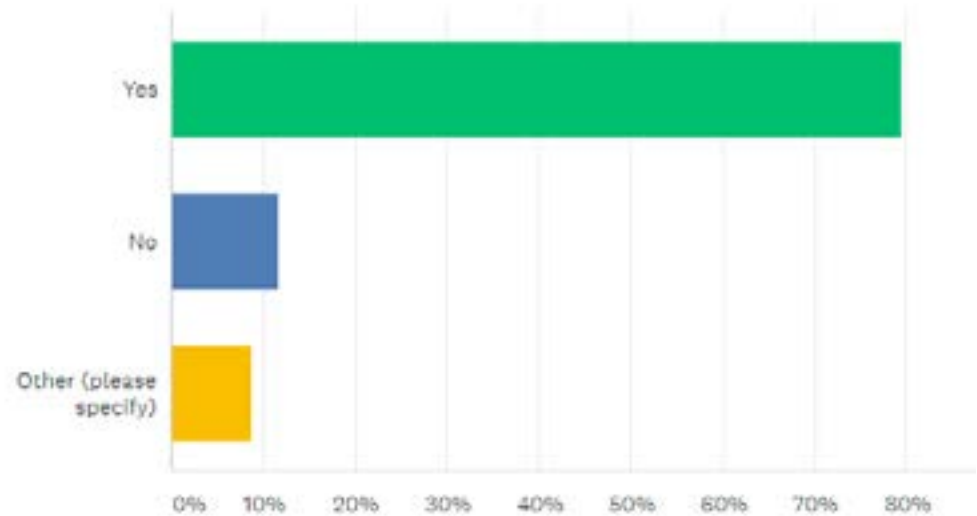
Answered: 348 Skipped: 61



Q14

Do you believe there is a parking problem in the Town Center Area / Downtown?

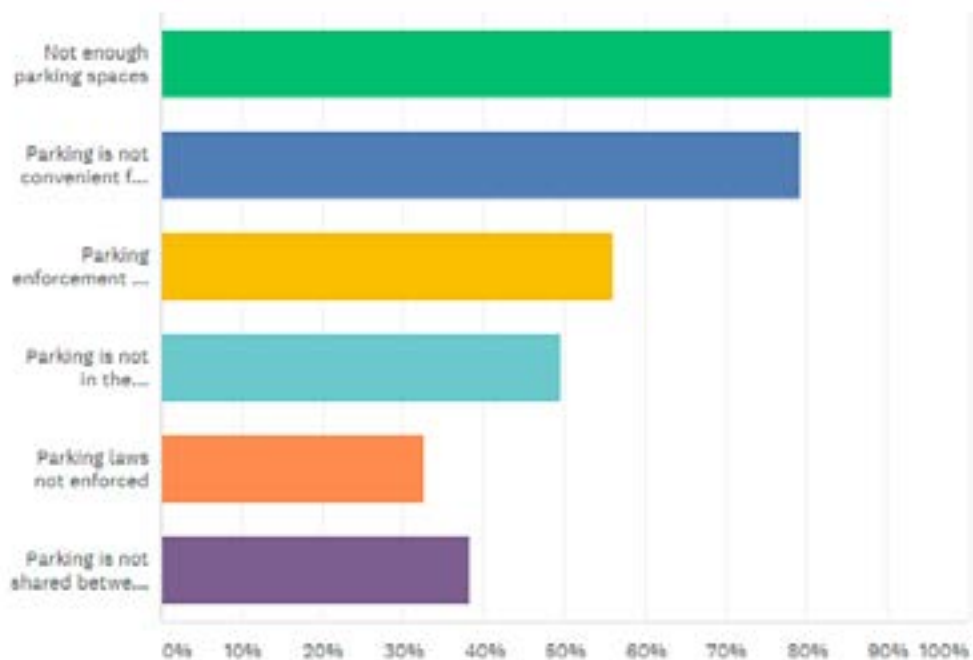
Answered: 400 Skipped: 9



Q15

If you answered yes, please rank the issues from 1-6, one being the most important.

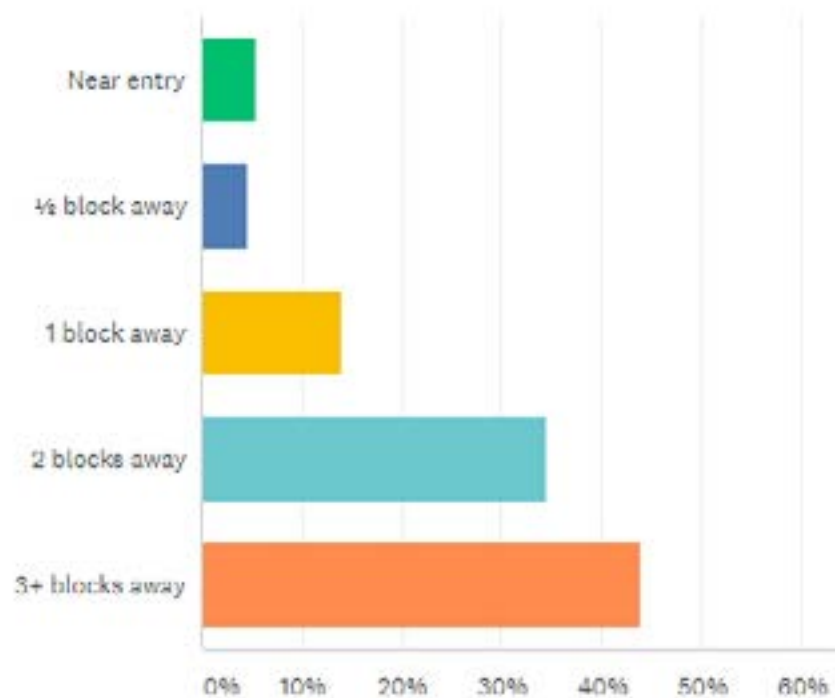
Answered: 327 Skipped: 82



Q16

How far do you typically have to park away from your destination in the Town Center Area / Downtown?

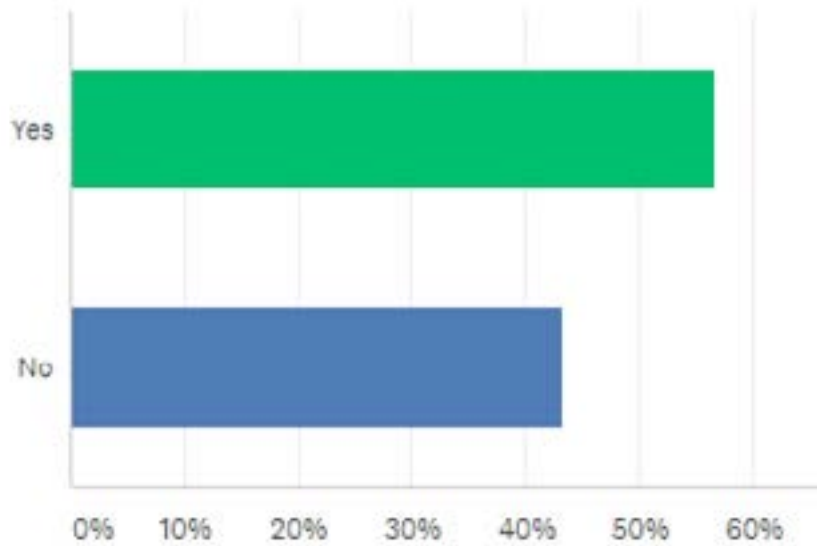
Answered: 327 Skipped: 82



Q17

Do concerns about parking discourage you from visiting the Town Center Area / Downtown?

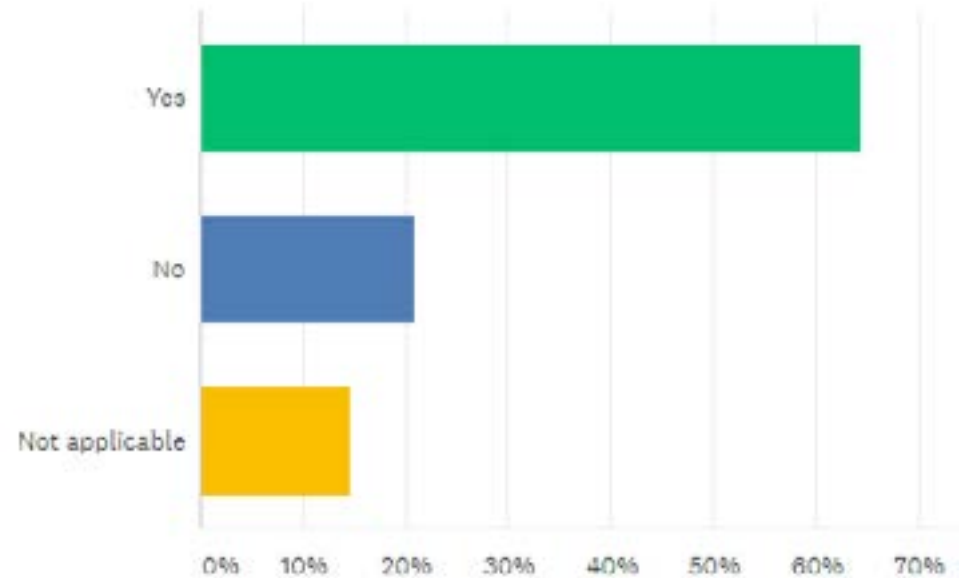
Answered: 384 Skipped: 25



Q18

Do you support having a parking shuttle in New Hope?

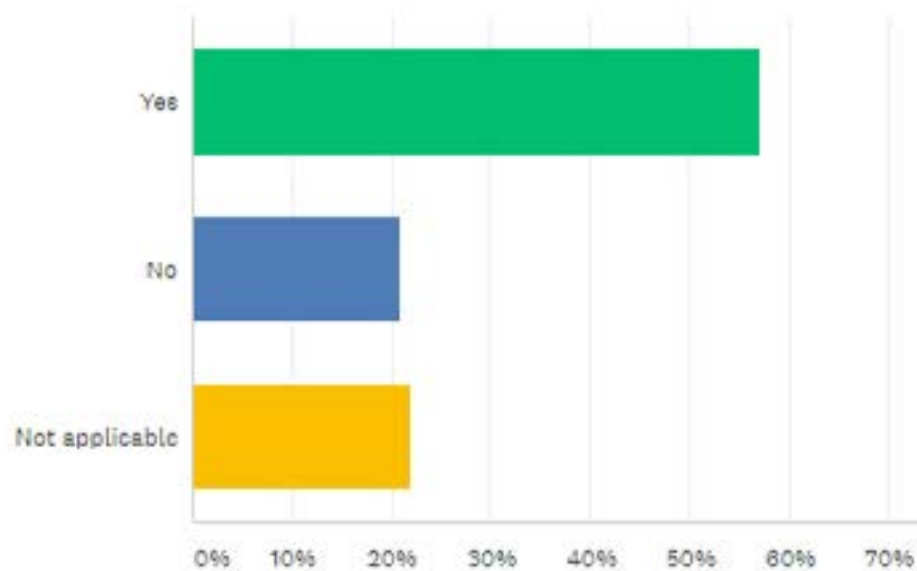
Answered: 383 Skipped: 26



Q19

If yes, would you want a full shuttle service to your neighborhood, downtown and shopping centers in and out of New Hope?

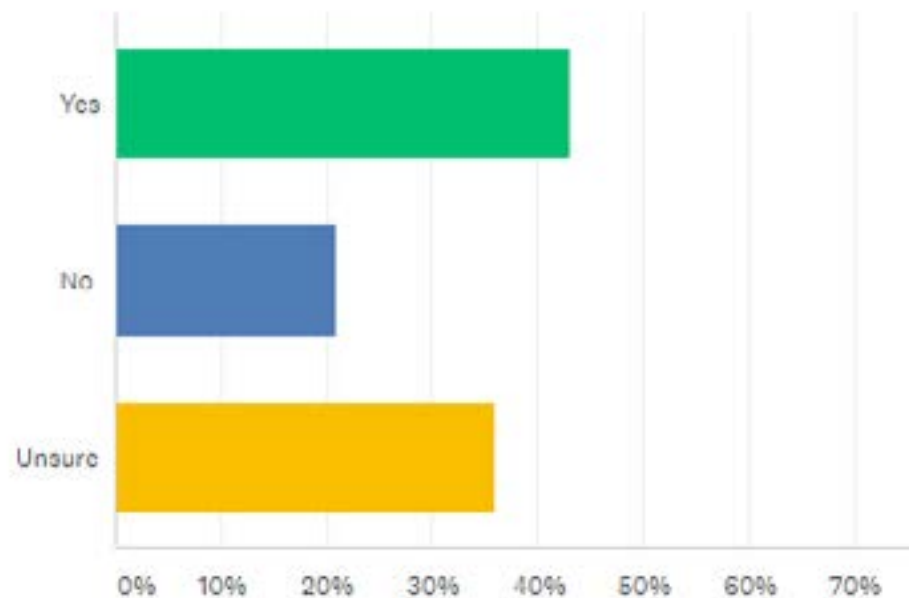
Answered: 343 Skipped: 66



Q20

Would you support a greater mix/density of residential and commercial uses in the Town Center Area / Downtown?

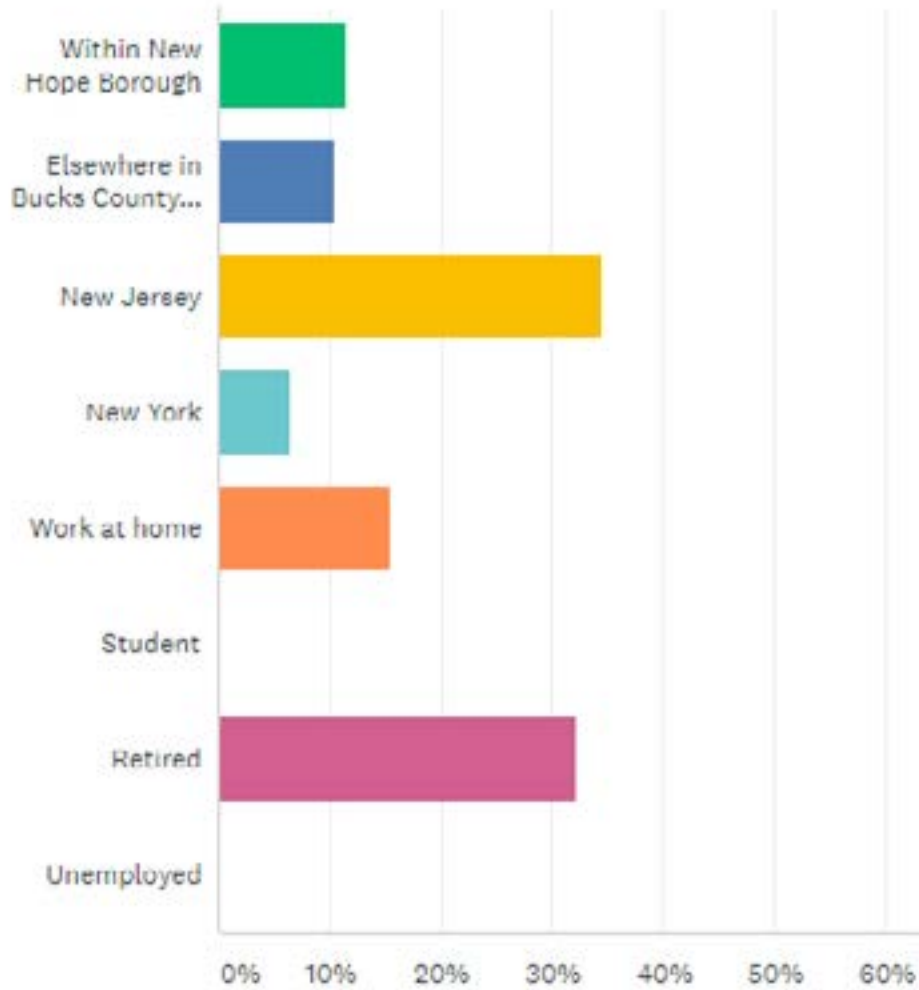
Answered: 376 Skipped: 33



Q21

Where are you employed? (Check all that apply.)

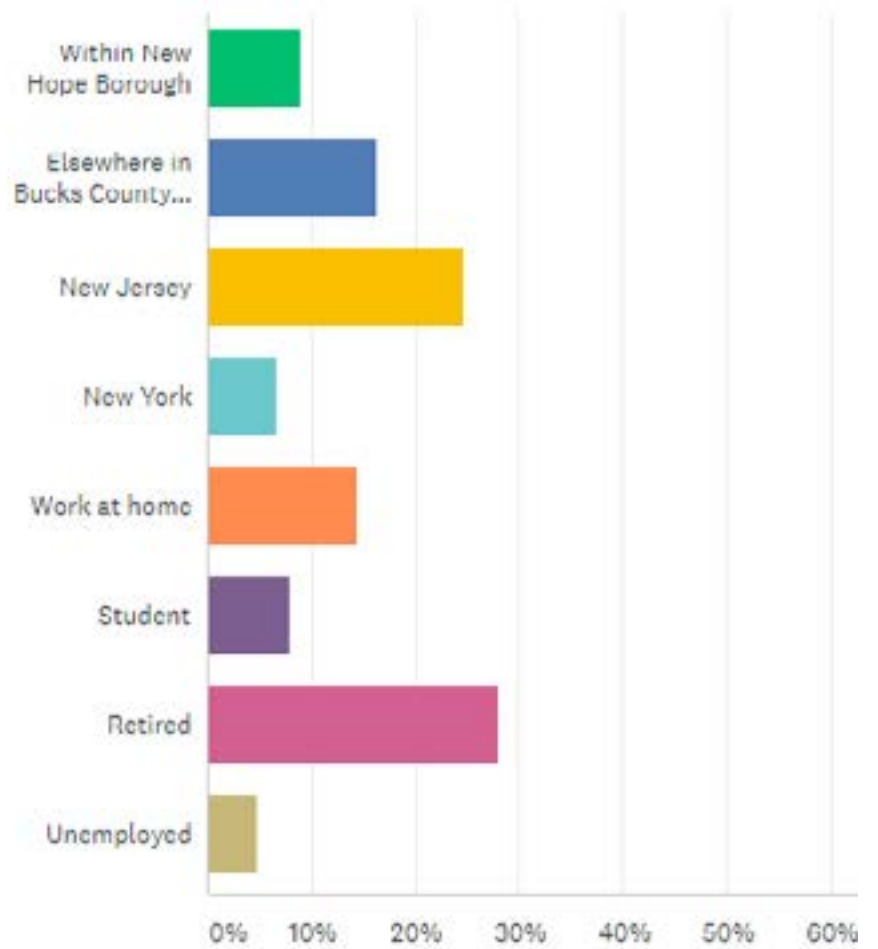
Answered: 383 Skipped: 26



Q22

Where are other members of your household employed? (Check all that apply.)

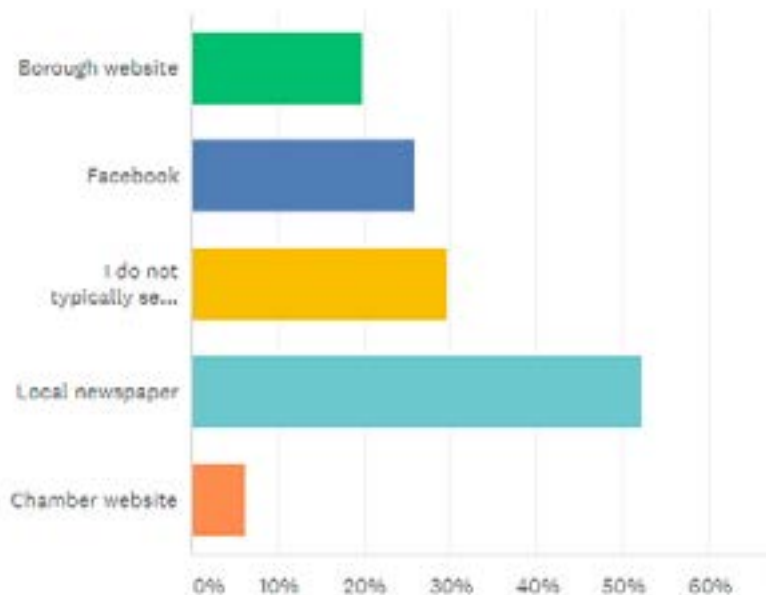
Answered: 311 Skipped: 98



Q23

Where do you typically find information or communications from and about New Hope Borough?

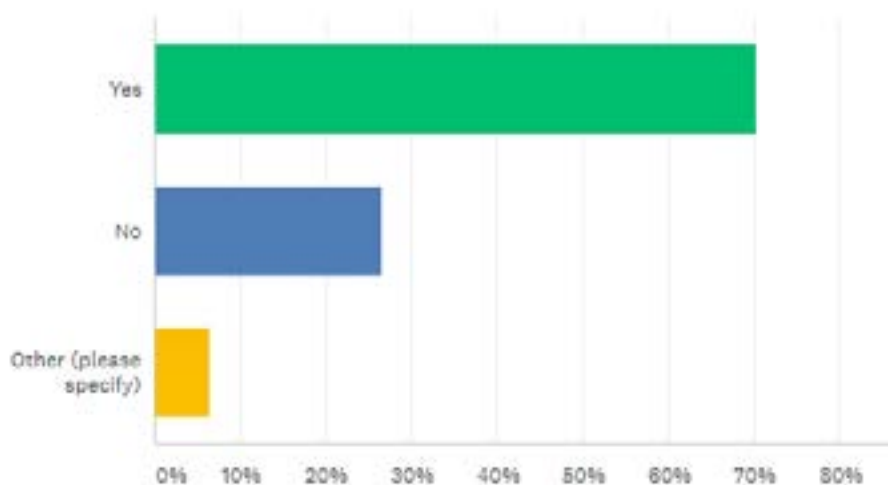
Answered: 398 Skipped: 11



Q24

Would you like to have resident specific events such as community picnics or other events that promote New Hope traditions?

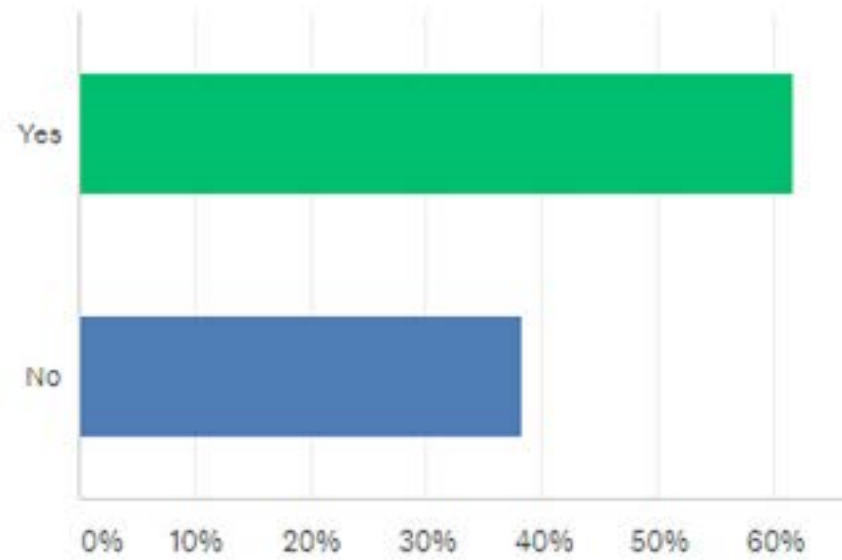
Answered: 381 Skipped: 18



Q25

Would you like to have downtown kiosks for postings of community events?

Answered: 371 Skipped: 38





NEW HOPE, PA. BUSINESS SURVEY SUMMARY

INTRODUCTION

Barth Consulting Group conducted a business owner/operator survey for New Hope. There was a 20% response rate. The purpose of this survey was to gain insight from the business owners' perspective of New Hope and what they want to see implemented to help grow their businesses. It is evident that there is a business community that wants to develop and create new and lasting relationships along with providing its community with vibrant businesses.

HIGHLIGHTS:

QUESTION 1: Please identify where in the Borough your business is located.

Answer: The majority of businesses are located on South Main St. (42.31%)

QUESTION 2: What is the general nature of your business?

Answer: 38.46% of businesses are retail sales (clothing, grocery, etc.)

QUESTION 3: How many years have you been in business in New Hope?

Answer: 53.85% of businesses said they have been in business 10+ years

QUESTION 4: Rank the health of your business.

Answer: (38.46%) ranked their business as excellent and (38.46%) good

QUESTION 5: Do you own or rent your business property or location?

Answer: 46.15% own their own property.

QUESTION 6: Would you be willing to upgrade your business facade, improve lighting, sidewalks, painting and signage?

Answer: 71.43% of business owners answered (Yes)

QUESTION 7: What days of the week is your business regularly open throughout the year?

Answer: Wednesday through Sunday are the highest ranked days that are open throughout the year.

QUESTION 8: Do you have regular business hours?

Answer: 92% answered (Yes)

QUESTION 9: What are your regular business hours?

Answer: Regular business hours consisted of (10 am. to 6 pm.) and (11 am. to 7 pm.)

QUESTION 10: Are you willing to have regular business hours that are posted and honored?

Answer: 76% answered (Yes)

QUESTION 11: How many full-time employees do you have?

Answer: 48% said (1-5 employees) and 40% said (zero)

QUESTION 12: How many part-time (30 hours or less per week) employees do you have?

Answer: 44% said (1-5) and another 44% said (zero)

QUESTION 13: Which patrons account for most of your revenue?

Answer: Out of Town Visitors/Tourists account for 73.68% of business revenues

QUESTION 14: How do you communicate with your customers?

Answer: Facebook and business websites are the main way that businesses communicate with their customers

QUESTION 15: Do you offer free WIFI to your customers?

Answer: 56% said (No)

QUESTION 16: Would you be willing to pay a small fee to provide free WIFI to all businesses and visitors to the Borough?

Answer: 76% said (No)

QUESTION 17: Do you offer shipping to your customers?

Answer: 64% said (Yes)

QUESTION 18: If yes, do you offer FREE shipping?

Answer: 80% said (No)

QUESTION 19: Do you offer special pricing or discounts for residents of New Hope Borough?

Answer: (Yes: 54.17%) and (No: 45.83%)

QUESTION 20: If you answered no, would you be willing to do so?

Answer: 62.50% said (No)

QUESTION 21: Do you offer special pricing or discounts for mid-week customers?

Answer: 72.73% said (No)

QUESTION 22: If you answered no, would you be willing to do so?

Answer: 73.68% said (No)

QUESTION 23: How much, on average, do you spend per month on advertising and promotion?

Answer: 50% said between (\$50-\$250)

QUESTION 24: Do you belong to any of these local business organizations?

Answer: 57.14% said they belonged to Greater New Hope Chamber of Commerce

QUESTION 25: Which of the following marketing organizations would you like to support?

Answer: 41.18% said the Greater New Hope Chamber of Commerce. 35% said to support all three.

QUESTION 26: Which of these events have benefitted your business (some of these are no longer active)?

Answer: The New Hope Car Show, New Hope Arts and Crafts Festival, Ivyland Railroad and Shows at the Bucks County Playhouse ranked the highest in events that benefitted business in New Hope

QUESTION 27: From a business perspective, what are the 3 biggest challenges New Hope Borough will face in the next 5 years? (Select the 3 biggest challenges ranking them from 1 to 3, with 1 being the greatest challenge)

Answer: Adequate and Convenient Parking (60%), Traffic (52%) and Costs of Doing Business (health care, rent, personnel costs, etc.) (36%)

QUESTION 28: List the 3 most important things the Borough could do to improve your ability to operate a successful business in New Hope (Select the 3 most important things, ranking them from 1 to 3, with 1 being the most important)

Answer: Increase Parking (64%), Improve Parking and Wayfinding Signage (44%) and Support Initiatives to Increase Mid-week and Off-season Patronage (36%)



QUESTION 29: If you had \$100 to spend on Borough physical improvements, how would you allocate it?

Answer: 73.91% chose (Parking - more spaces)

QUESTION 30: Would you be willing to support a Business Improvement District (BID)? A BID creates an ongoing funding source for Town Center improvements such as parking shuttles, facade and sidewalk improvements, holiday decorations, lighting, marketing, advertising and event promotion.

Answer: 72.73% answered (Yes)

QUESTION 31: How would you describe the support for business in New Hope Borough?

Answer: 50% said (Fair)

QUESTION 32: Would you be willing to pay a small fee for marketing coordination with other Borough businesses?

Answer: 56.52% said (Yes)

QUESTION 33: Do you believe there is a parking problem in New Hope Borough?

Answer: 83.33% of businesses said that there is a parking problem in New Hope Borough

QUESTION 34: If you answered yes, please rank the problems below from 1 to 5, with 1 being the most serious problem or issue.

Answer: 38.10% answered (Not enough parking spaces)

QUESTION 35: Where do your customers typically park?

Answer: 47.83% said on the street

QUESTION 36: How far do your customers typically have to park from your business?

Answer: Customers park near the entry or 3+ blocks away from businesses

QUESTION 37: Where does your staff typically park?

Answer: Businesses' staff park in off street parking and near the entry of the businesses

QUESTION 38: Where do you, the owner, typically park?

Answer: 54.55% of business owners park near the entry of their business

QUESTION 39: Would you support employee parking / park & ride lots for you and your staff so your customers can park closer to your business?

Answer: 50% answered (Yes) and 50% said (No)

QUESTION 40: What types of stores would you like more of in New Hope?

Answer: Funky/Eclectic (50%), More Upscale Stores (50%) and Art Galleries/Antiques Shops (45.83%) ranked the highest in what types of stores would business owners want to see in New Hope

QUESTION 41: What community assets would you like to have more access to?

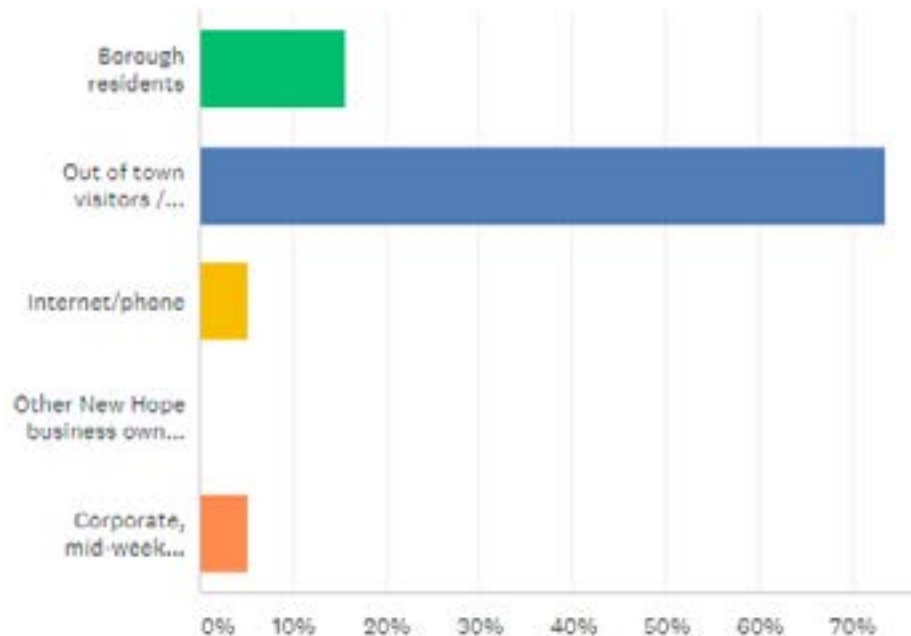
Answer: 57.14% of business owners want more access to the River

SEE DETAILED RECOMMENDATIONS IN
CHAPTER 8 - PARKING

TEASER: CHANGING BEHAVIOR OPENS
300 PARKING SPACES.

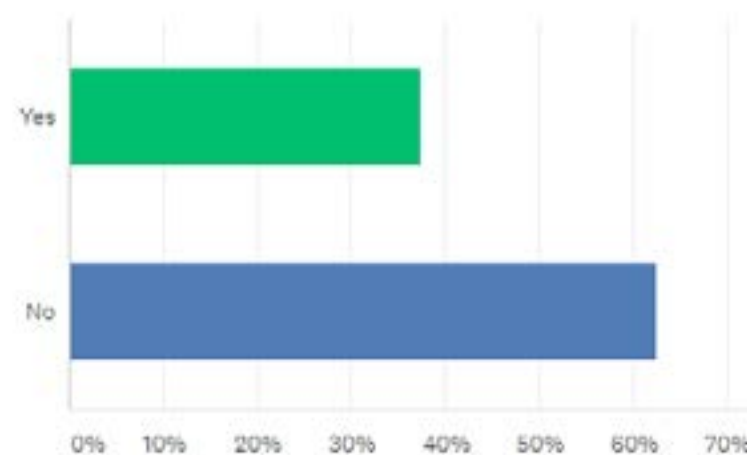
Q13
Which patrons account for most of your revenue?

Answered: 19 Skipped: 7



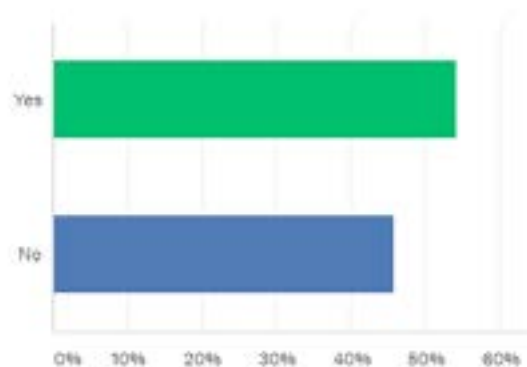
Q20
If you answered no, would you be willing to do so?

Answered: 16 Skipped: 10



Q19
Do you offer special pricing or discounts for residents of New Hope Borough?

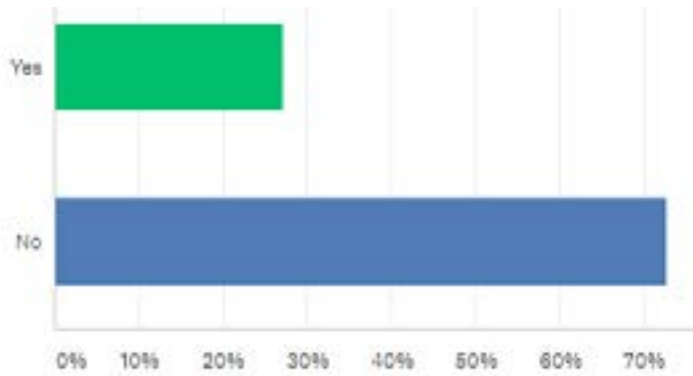
Answered: 24 Skipped: 2



Q21

Do you offer special pricing or discounts for mid-week customers?

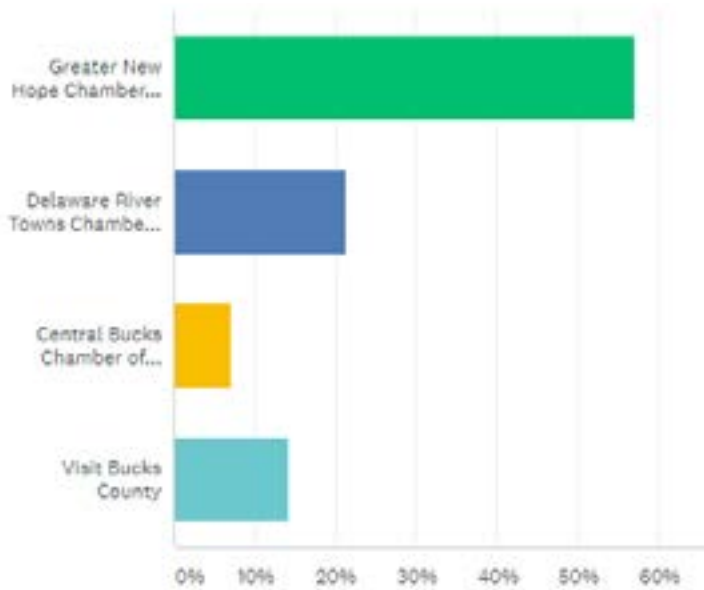
Answered: 22 Skipped: 4



Q24

If you answered no, would you be willing to do so?

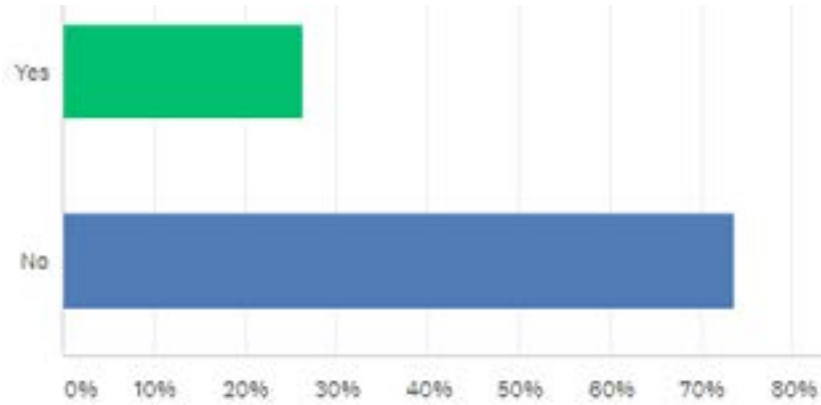
Answered: 14 Skipped: 12



Q22

If you answered no, would you be willing to do so?

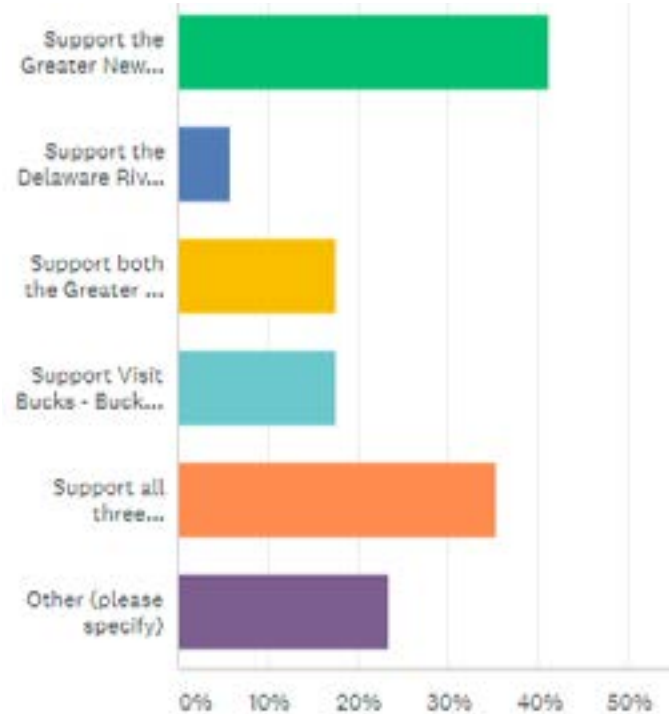
Answered: 19 Skipped: 7



Q25

Which of the following marketing organizations would you like to support?

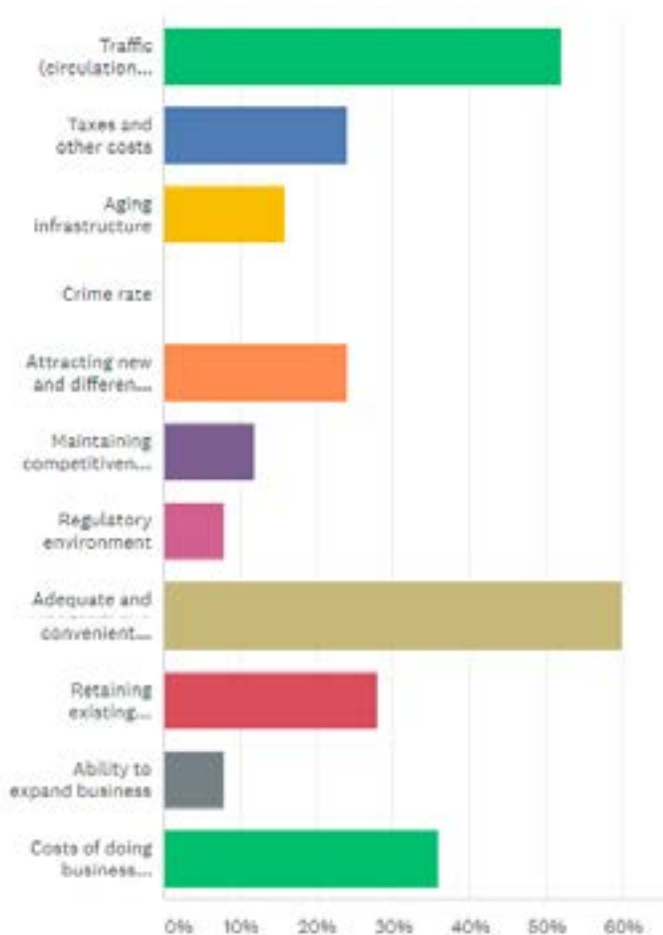
Answered: 17 Skipped: 9



Q27

From a business perspective, what are the 3 biggest challenges New Hope Borough will face in the next 5 years? (Select the 3 biggest challenges ranking them from 1 to 3, with 1 being the greatest challenge)

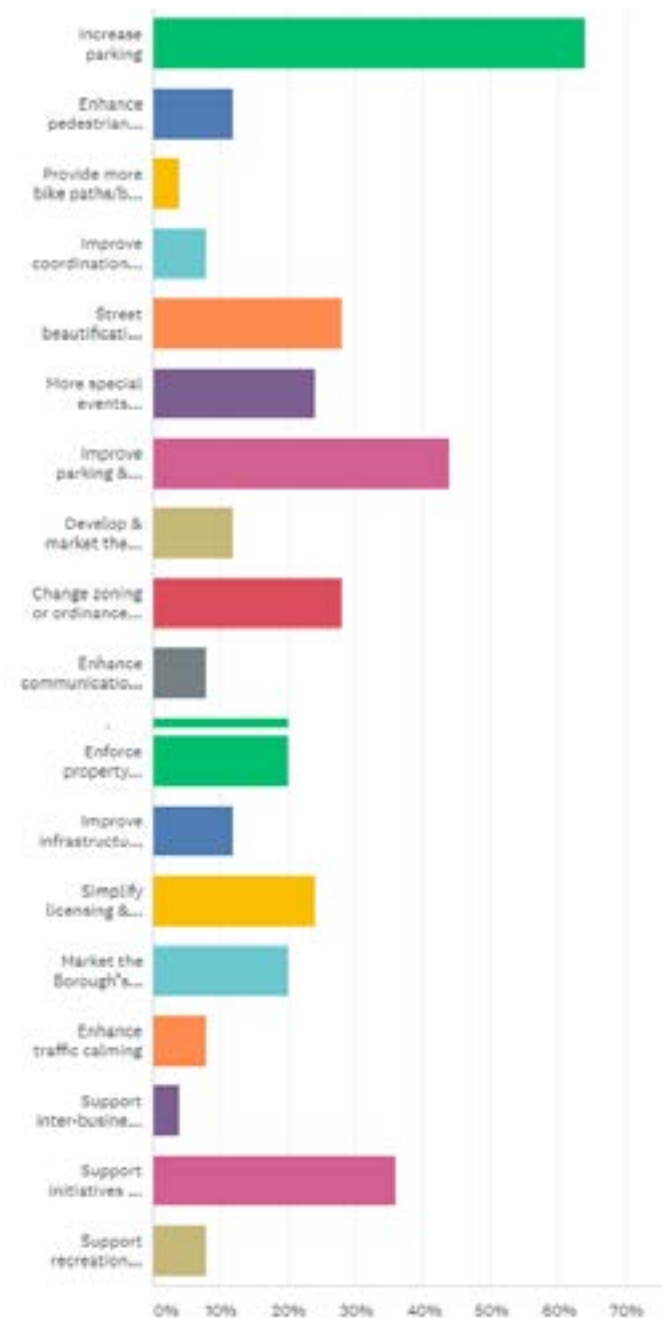
Answered: 25 Skipped: 1



Q28

List the 3 most important things the Borough could do to improve your ability to operate a successful business in New Hope (Select the 3 most important things, ranking them from 1 to 3, with 1 being the most important)

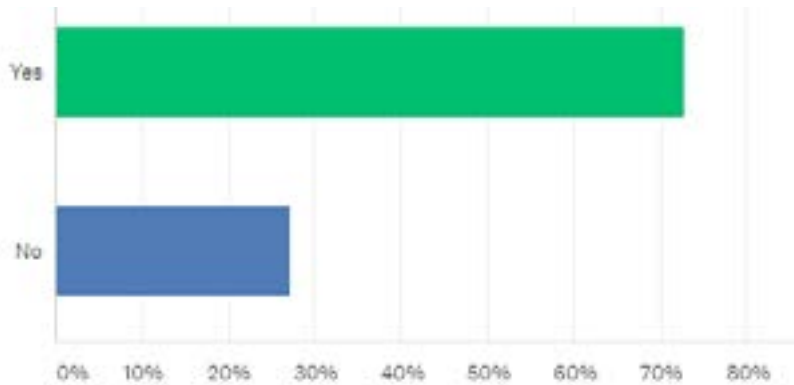
Answered: 25 Skipped: 1



Q30

Would you be willing to support a Business Improvement District (BID)? A BID creates an ongoing funding source for Town Center improvements such as parking shuttles, facade and sidewalk improvements, holiday decorations, lighting, marketing, advertising and event promotion.

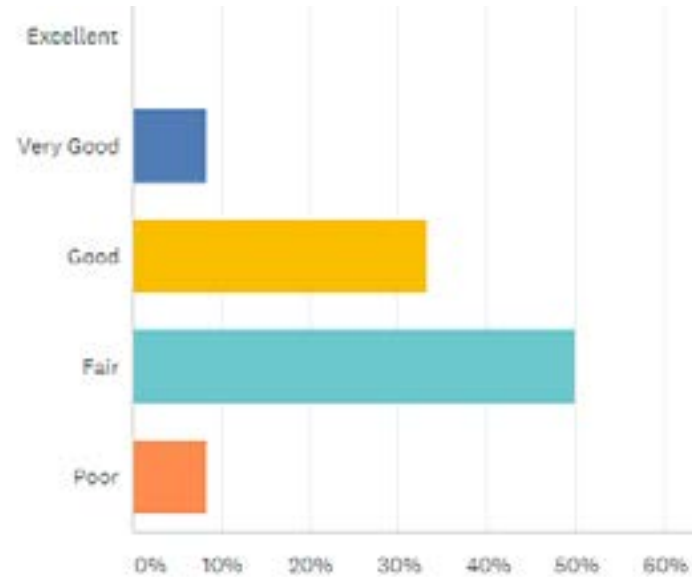
Answered: 22 Skipped: 1



Q31

How would you describe the support for business in New Hope Borough?

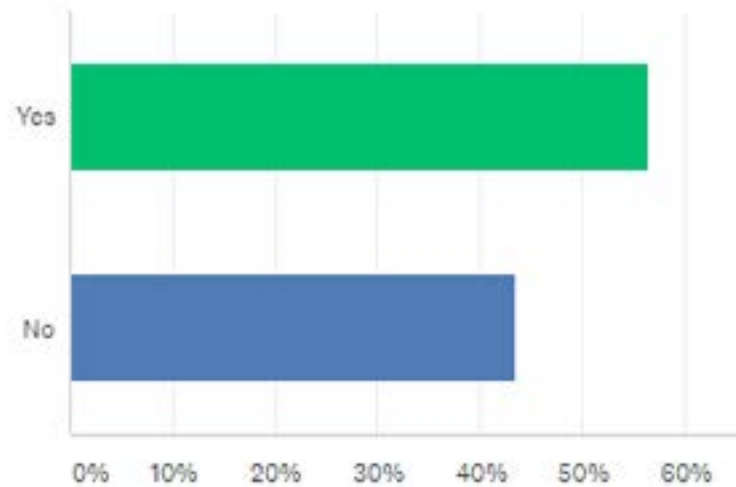
Answered: 24 Skipped: 2



Q32

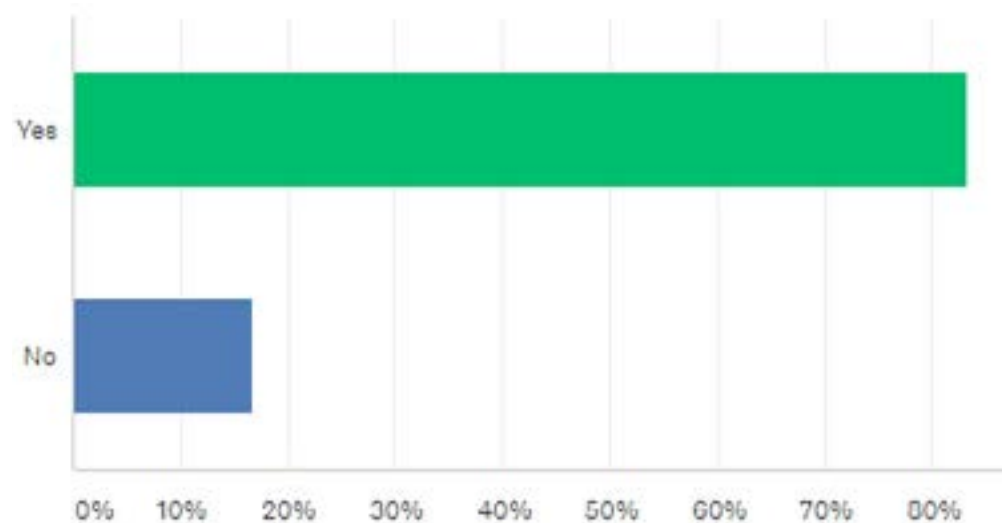
Would you be willing to pay a small fee for marketing coordination with other Borough businesses?

Answered: 23 Skipped: 3



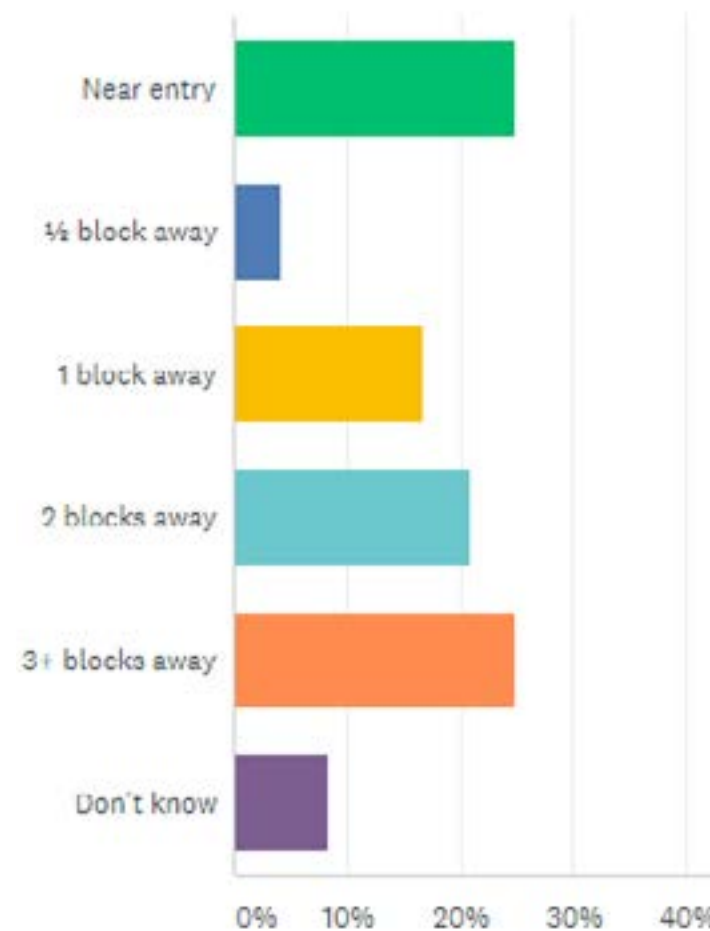
Q33
 Do you believe there is a parking problem in New Hope Borough?

Answered: 24 Skipped: 2



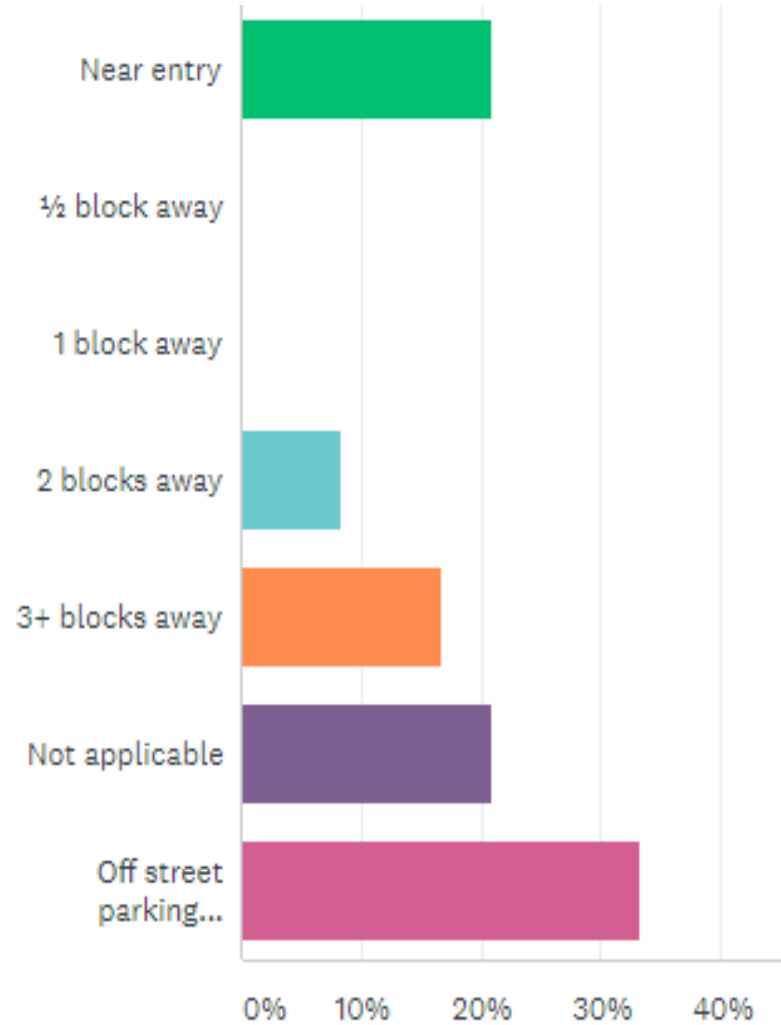
Q36
 How far do your customers typically have to park from your business?

Answered: 24 Skipped: 2



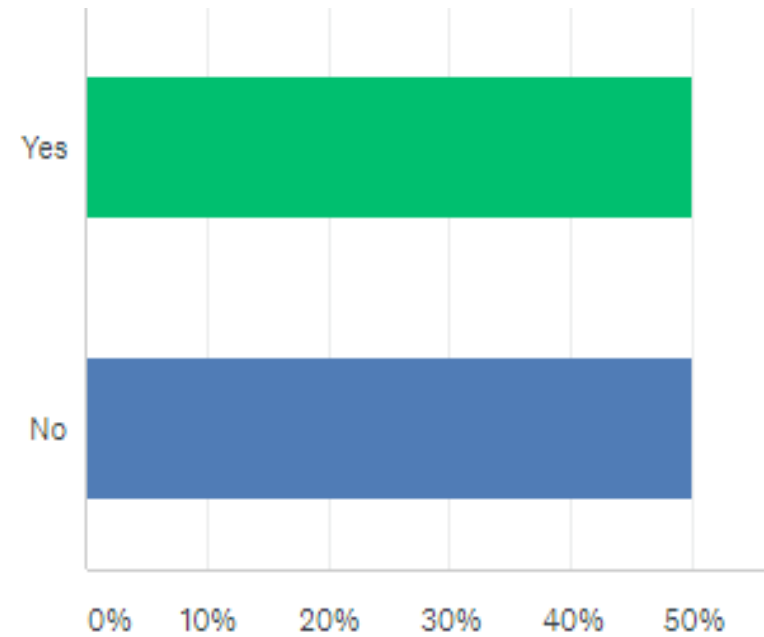
Q37
Where does your staff typically park?

Answered: 24 Skipped: 2



Q39
Would you support employee parking / park & ride lots for you and your staff so your customers can park closer to your business?

Answered: 24 Skipped: 2





TOWN HALL MEETING

MAY, 23RD 2018 7:00PM - 9:00PM

INTRODUCTION

On May 23rd, 2018, Barth Consulting Group (BCG) hosted a New Hope Borough Town Hall meeting. Previously, BCG conducted New Hope Borough business and resident surveys. The surveys were created to provide better insight and measurable data into what businesses and citizens want in the Borough. There were 1,020 surveys mailed to New Hope residences with 405 responses or a 40% return, which was tremendously high and indicative of a high degree of community interest. The business response rate was 20%. The objective of the Town Hall meeting was to provide New Hope Borough business owners and residents the results of the New Hope Renaissance Economic Development Study Surveys and ask for further detailed input based on the surveys by way of Preference Boards. The Preference Boards were created to allow attendees to provide further input by clarifying with dots what items they would like the Borough to consider in the future. These surveys and the Town Hall meeting are essential components to support future funding and grant projects.





New Hope
Renaissance
Economic Study Plan
Shaping our Future

TOWN HALL MEETING
New Hope Borough Community Room | 123 New Street, New Hope, PA. 18938
Wednesday, May 23rd, 7-9pm

Please join us for a Town Hall Meeting Event for Borough Residents and Businesses to share the Renaissance economic study plan and survey results. The purpose is to acquire more detailed community input that will help us secure funding opportunities.

- Parking Solutions
- Balancing New Hope Economy
- Resident Initiatives
- Business Recommendations

NEW HOPE BOROUGH
123 New Street,
New Hope, PA. 18938
215-862-3347
www.newhopeborough.org

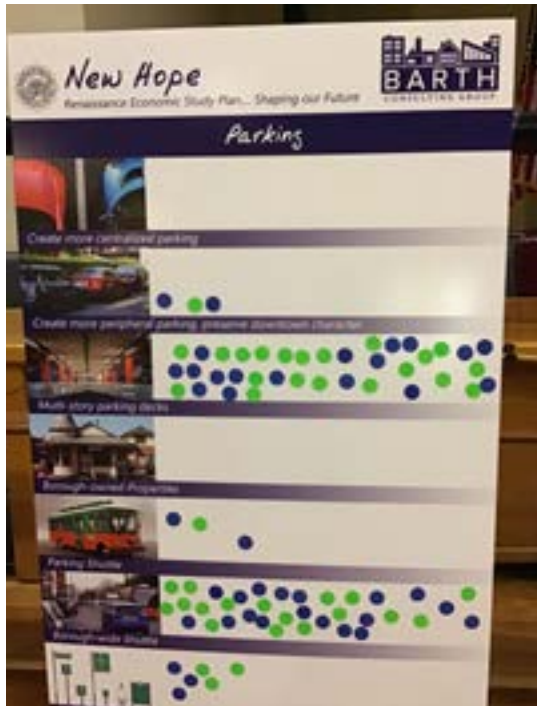
INTERACTIVE PREFERENCE BOARD RESULTS

SUMMARY

Eight interactive boards, each with its own focus, were on display at the Town Hall Meeting. Attendees were asked to provide opinions on what choices they would make for themselves and the community.

Attendees were given a set of [8] (Blue) and [8] (Green) stickers to use on the eight interactive preference boards. Two of each color were to be used on each board to signify which areas respondents felt they personally wanted (Blue) and what areas they felt would benefit New Hope Borough as a whole (Green).





PARKING

- Create More Centralized Parking
0 total
- Create More Peripheral Parking, Preserve Downtown Character
3 total Blue: 2 / Green: 1
- *Multi-Story Parking Decks
36 total - Blue: 16 / Green: 20
- Borough-Owned Properties
0 total
- Parking Shuttle
3 total - Blue: 2 / Green: 1
- Borough-Wide Shuttle
35 total - Blue: 18 / Green: 17
- Wayfinding Signs
6 total - Blue: 3 / Green: 3



ARTS & CULTURAL FUNDING

- New Hope Canal & Museum
26 total Blue: 13 / Green: 13
- New Hope Arts
11 total Blue: 5 / Green: 6
- *Bucks County Playhouse
32 total - Blue: 16 / Green: 16
- Children's Museum
3 total - Blue: 1 / Green: 2
- New Hope-Ivyland Railroad
4 total - Blue: 2 / Green: 2
- Borough-Wide Shuttle
35 total - Blue: 18 / Green: 17
- Perry Mansion
3 total - Blue: 2 / Green: 1



DOWNTOWN INITIATIVES

- Resident Discount Card
total 7 Blue: 5 / Green: 2
- *Sidewalks
19 total Blue: 13 / Green: 6
- Underground Wires
16 total - Blue: 8 / Green: 8
- *Commercial Property Maintenance Enforcement
24 total - Blue: 13 / Green: 11
- Annual Event Cycle
13 total - Blue: 4 / Green: 9
- Unified Business Hours
12 total - Blue: 6 / Green: 6



BUSINESS FUNDING

- *New Business Improvement District
 - Commercial Property Assessment to Fund Business Initiatives: Parking Shuttles, Sidewalks, Staffing, etc.
 43 total - Blue: 20 / Green: 23
- Existing Business Privilege Business Tax - Dedicate All Funding for Business Improvement
 14 total - Blue: 8 / Green: 6



COMMUNITY

- Resident Events
 17 total - Blue: 13 / Green: 4
- Kiosks
 10 total - Blue: 4 / Green: 6
- *New Hope - Lambertville - Solebury Partnerships
 34 total - Blue: 13 / Green: 20
- Parking Shuttle
 3 total - Blue: 2 / Green: 1
- Improve Communication
 19 total - Blue: 8 / Green: 11



NEW HOPE MARKETING

- *New Hope Chamber
 32 total - Blue: 16 / Green: 16
- Delaware River Towns Chamber
 29 total - Blue: 14 / Green: 15
- Bucks County Tourist Commission
 4 total - Blue: 0 / Green: 4
- New Hope Borough
 17 total - Blue: 9 / Green: 8



FUTURE DEVELOPMENT

- *Upscale Shops
33 total Blue: 17 / Green: 16
- Funky Shops
11 total - Blue: 5 / Green: 6
- National Boutique Chains
4 total - Blue: 2 / Green: 2
- National Box Chains
0 total
- Encourage More Resident -
Neighborhood Goods & Services
28 total - Blue: 16 / Green: 12



PARKS & RECREATION

- Dog Park
19 total Blue: 9 / Green: 10
- *Riverfront Parks
28 total - Blue: 9 / Green: 19
- Parks and Trails
8 total - Blue: 2 / Green: 6
- Amenities
4 total - Blue: 4 / Green: 1



RESIDENT SURVEY RESULTS:

Comments and questions from attendees during the Town Hall Meeting

1. Attendees suggested that the community room be used for events. Rent the space out, theater movie nights, small trade shows etcetera.
2. Attendees suggested amending the comprehensive plan.
3. Charlie Hutchet, Steering Committee Member and Resident spoke at the podium - suggesting Borough Council look closely at responses and suggestions.
4. A suggestion was made to use the shuttle to accommodate the elderly and to help transport them to the Playhouse, Logan Square and other places in town.
5. Railroad - Can we reopen the commuter rail line to Philadelphia? Can we find out if the Railroad was sold out right from SEPTA or does SEPTA retain some easements?
6. No Big Box Retailers downtown-preference on the outer edges of town.
7. Artist housing funding-provide the story and this may help obtain endowment.

RECOMMENDED ACTION ITEMS

1. Delaware River Joint Toll Bridge Commission: Contact Ed Duffy to get prior agreement for New Hope/Lambertville Bridge Park based on safety issues.
2. Share the above links to the survey results and article on the Borough Website and the Facebook page.
3. Share Town Hall Meeting Recaps and links with both Chambers.



“STAKEHOLDERS WEIGH IN ON NEW HOPE REVITALIZATION”

DAILY INTELLIGENCE

By Thomas Friestad
May 26, 2018

<http://www.theintell.com/news/20180526/stakeholders-weigh-in-on-new-hope-revitalization>

Barth Consulting Group, a revitalization firm, released findings Wednesday evening from its surveys of New Hope residents and businesses. The surveys asked the residents and businesses what they enjoy about borough life and business, and where both could improve, and could help guide local officials in deciding on and funding local projects down the road.

About 45 residents and local officials gathered at New Hope borough hall last week for a meeting where they discussed revitalization and placed colored stickers on topical “preference boards” to show what they needed and wanted in downtown initiatives, community and future development.

The attendees agreed the borough needs more goods businesses and upscale shops, and a borough-wide parking shuttle. Attendees also said they wanted more special events and a multi-story parking garage.

Charles Huchet, a New Hope resident and member of the borough’s steering committee, said he believes there’s “some sense of disenfranchisement” between New Hope’s residents and tourist-focused businesses. By inviting new goods businesses, such as grocery or hardware stores, into borough boundaries, he added, local officials could begin to bridge that gap.

The request for the parking shuttle lines up with the results of a residential survey that showed 91 percent of the 405 households that responded believe the borough does not have enough parking spaces. Eighty-one percent of respondents described parking as “a major concern” and 78.8 percent said parking is “not convenient.”

In a separate business survey, 83 percent of the roughly 40 businesses that responded — the majority of which were set on the borough’s South Main Street — agreed there is a parking problem, and said adding more spaces would help them operate more successfully, as visitors would not have to park blocks away before shopping.

Borough police Chief Michael Cummings said there are about 310 metered parking spaces on and around the borough’s Main Street, with pockets of parking ranging from 60 to 100 or more spaces distributed farther away, within walking distance, at locations such as the borough’s hall and Union Square.

The surveys, which aimed to reach as many as possible of the borough’s total 1,258 households and roughly 200 businesses, asked a series of questions about their experiences in New Hope, including what they like about the borough and what they think could improve. They were conducted by Barth Consulting Group over an approximate six-month period between September 2017 and February.

The borough in March 2017 agreed to pay Barth Consulting a one-time sum up to \$30,000 for work on its economic development and commercial revitalization plans.



Steve Barth, principal of Barth Consulting, said New Hope businesses already have gotten a boost from a multi-million dollar trend of redevelopment, which so far has included renovations to the Bucks County Playhouse and Logan Inn and plans to convert the famous former Chez Odette's restaurant into a luxury inn.

He noted that there's still room for improvement, which businesses could achieve by encouraging residents to shop and dine during the Monday-Thursday dry spell and slow tourism periods. New Hope plays host to over 1 million annual visitors from around the world, who contribute to 73.7 percent of business revenues, Barth said.

The next step, Barth said, is completing a "renaissance economic study plan" summarizing local desires to borough council members over the next three or so months. The members then could decide to focus on short- and long-term proposals and apply for state and county grants to see them through. Barth said the borough will be better-positioned to win grant money if it can send in data showing concerted local support toward specific projects.

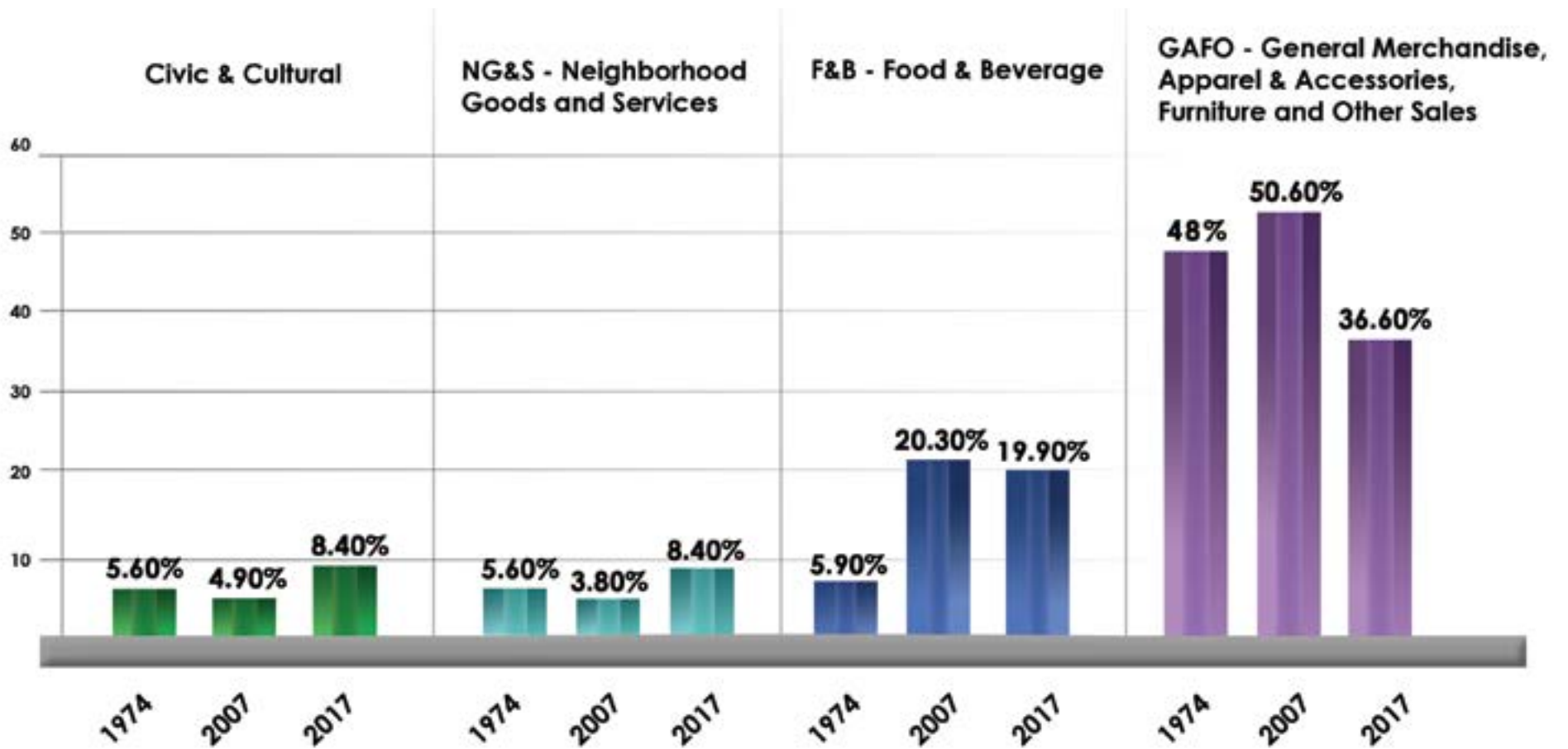
Huchet said the "spirited" resident and business response to the survey can have great value to borough officials if they decide to capitalize on it.

"Don't park it on a shelf someplace, because there's substance there," he advised.

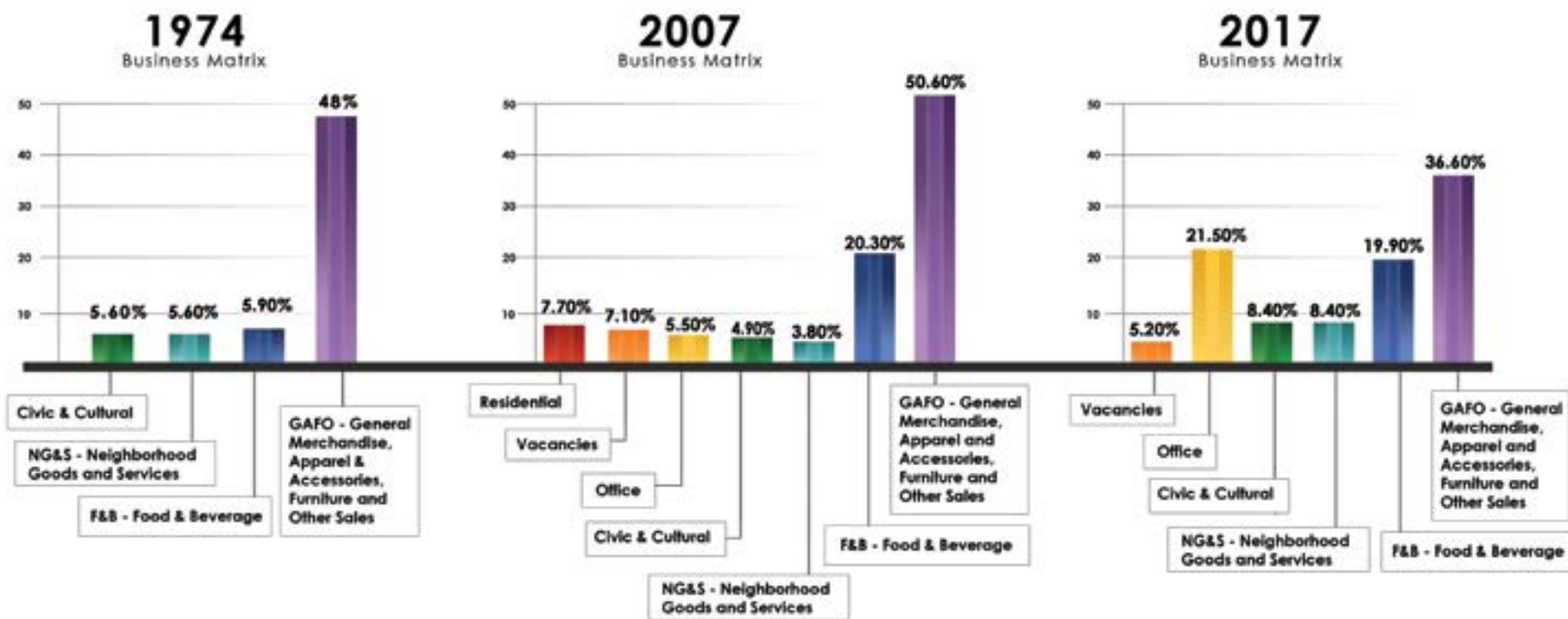
NEW HOPE BUSINESS MATRIX

40 YEAR COMPARISON

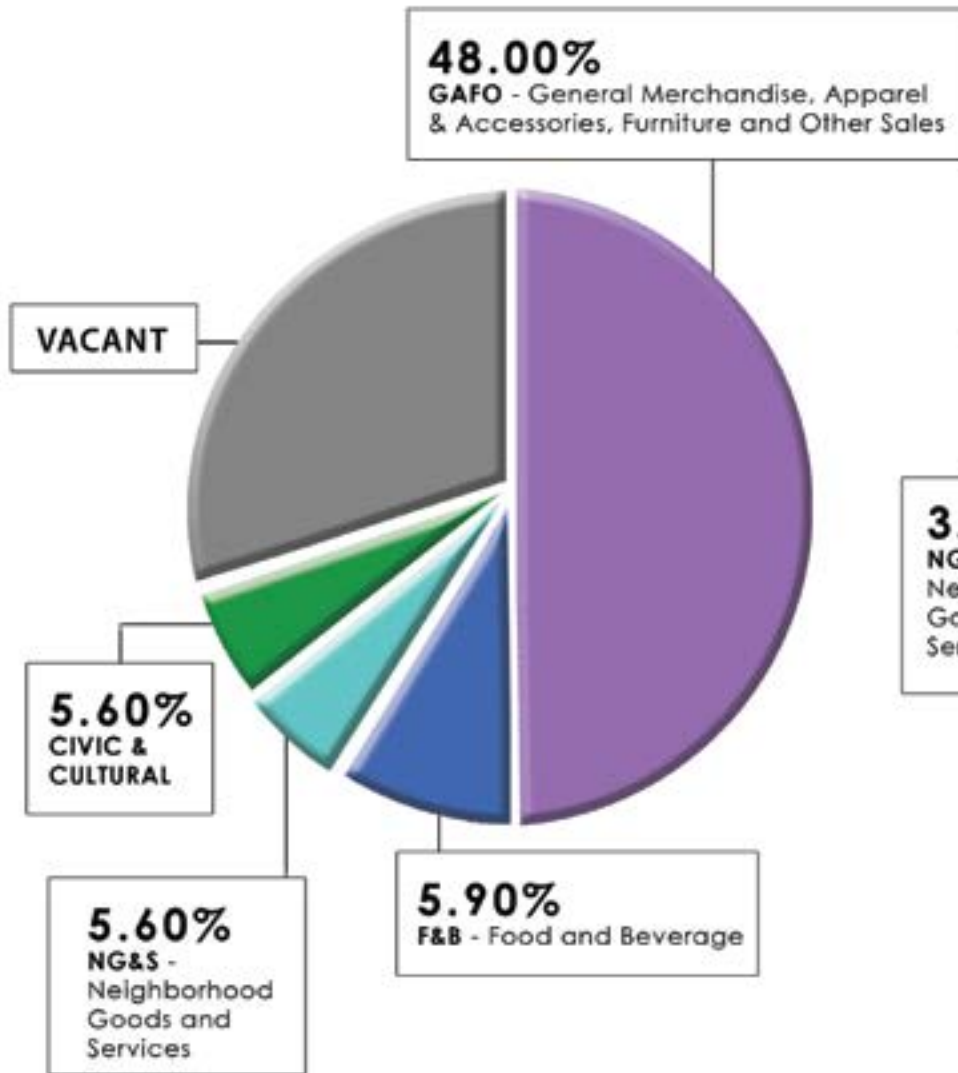
1974 to 2017



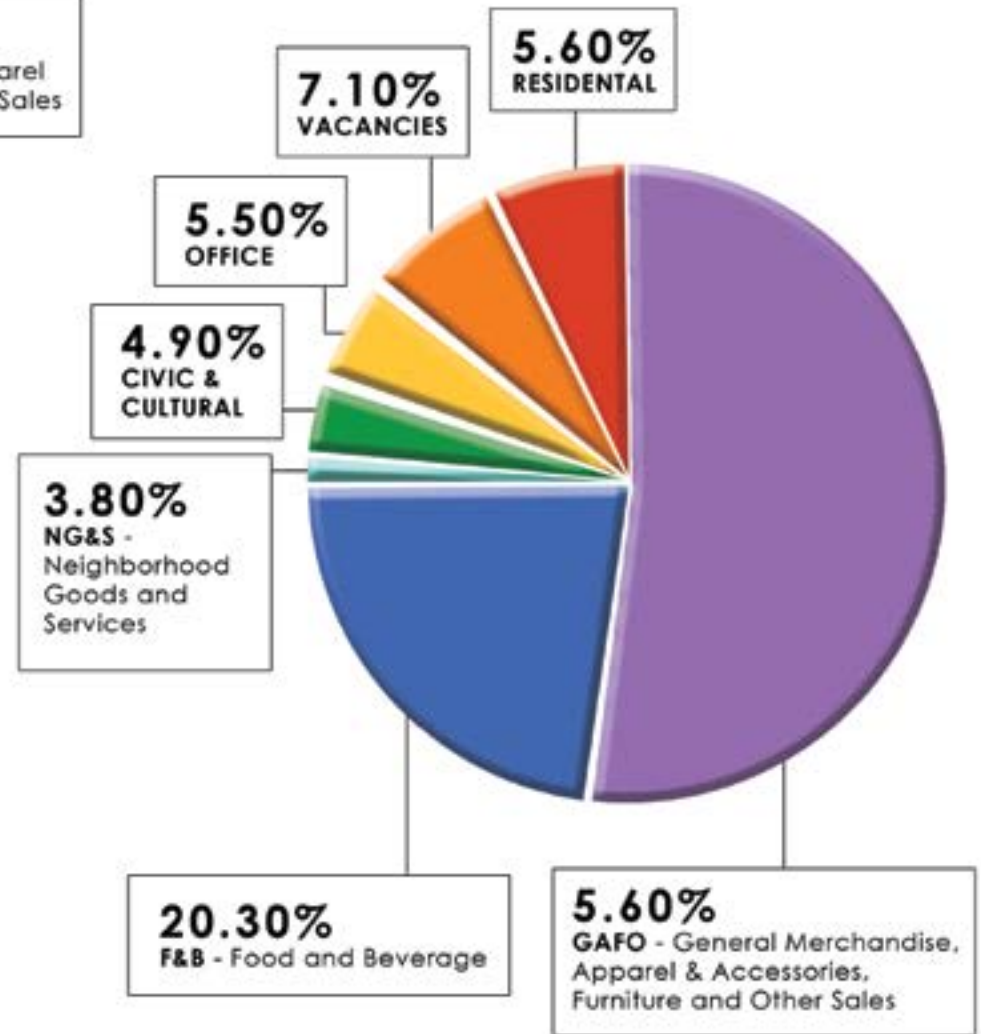
1974 - 2007 DVRPC - Delaware Valley Regional Planning Commission
2017 - Barth Consulting Group, LLC



1976



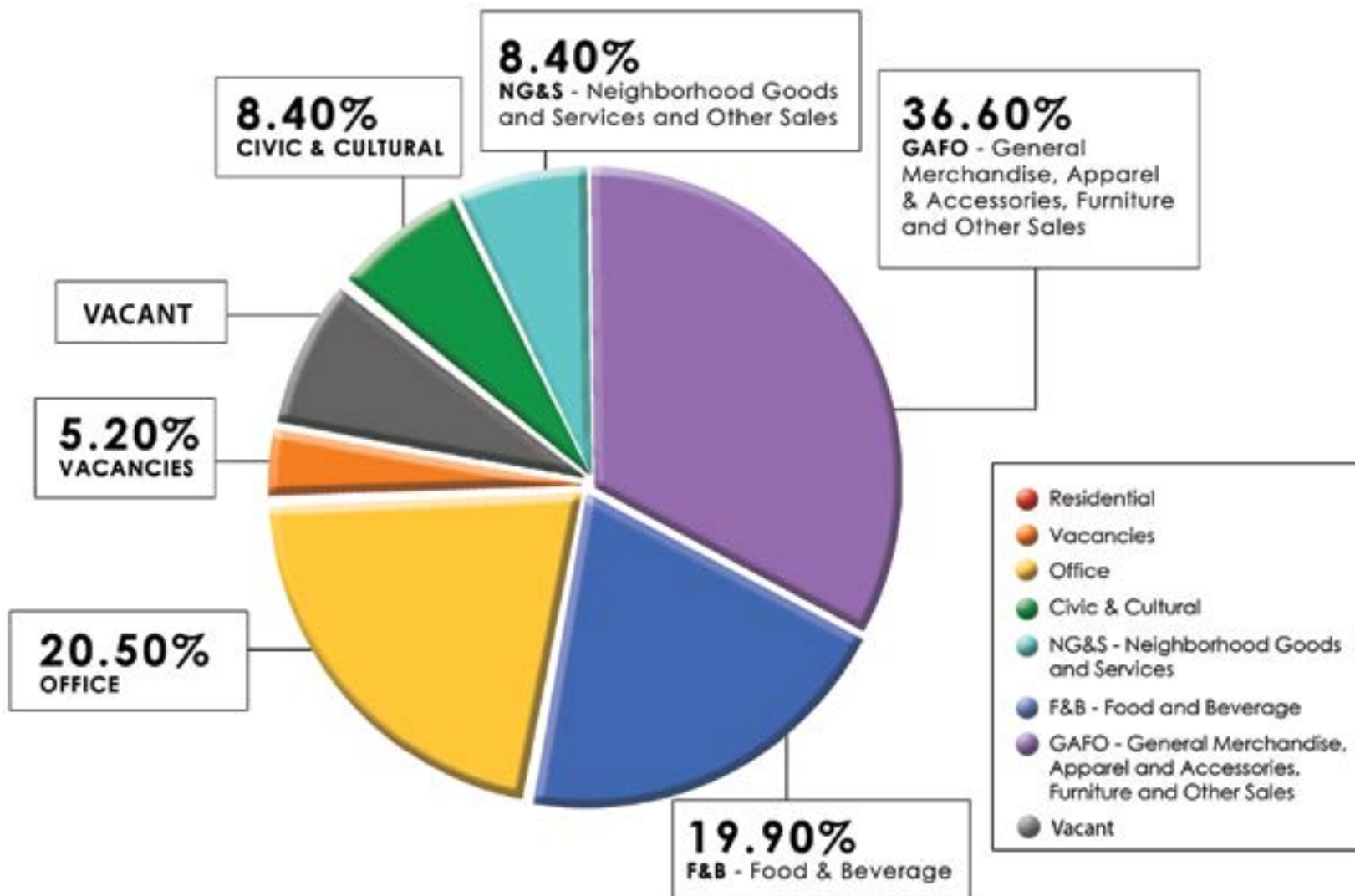
2011



* Source: The Pict-O-Graph Company
1976 New Hope Borough Downtown Business Poster

* Source: Delaware Valley Regional Planning Commission
Suburban Retail District Study

2017



* Source: Barth Consulting Group - Renaissance Economic Study

VACANT PROPERTIES

OVERVIEW

Commercial property vacancies are a consistent challenge in New Hope for a variety of reasons that include Non-local ownership, high tenant turnover due to an unbalanced economy, high lease rates, and poor property conditions.

FACILITATING THIS PLAN

Keeping an active connection

The facilitator will focus on the health and welfare of businesses and commercial properties, on a weekly basis.

An active connection with business and property owners will allow for vacancies to be filled in advance of their closings or to repurpose dormant buildings.

Out of Area property ownership

Non-local ownership disconnects a sense of responsibility for properties as they do not have an everyday impact on owners. Often these types of owners are not concerned about who the actual tenants are as long as they are paying the rent.

Recommendations

- Engage property owners
- Educate them on new expectations
- Encourage upgrading properties and the value of doing so
- Assist with courting new quality tenants
- Assist with property overviews and finance models

Tenant Turnover

In other areas of this study, the issue of high tenant turnover is addressed in-depth. Balancing the New Hope Economy will address much of this issue and will focus on business retention and stability.

Vigorous Code Enforcement

Allowing poor property maintenance is in fact condoning it.

There are a number of distressed properties in New Hope. Consistent, intensified code enforcement will create consequences for neglectful property owners and set higher property standards and expectations. Vacant property owners in some cases do nothing to their buildings because they simply are not expected to or required to do so.

Actively enforcing code compliance for property safety and maintenance with associated fines and consequences has proven to be an effective means of keeping properties in active use in many other communities.

Internal borough staff is short-handed, realigning official time away from what are 20-30 new business Use & Occupancy needs towards property maintenance and compliance will help the vacancy issue.

Raising the Bar, Raising the Results

Property values and lease rates are high in New Hope Borough. Reinvesting and improving real estate properties is a good investment.

Recommendation

Contact property owners to guide and influence improved property maintenance, better tenant selection, upgrading buildings by showing the value of the current New Hope real estate market, seek to help owners refinance properties, if necessary, assist in new tenant cultivation. It may also be recommended to encourage the sale of properties to local investors or to retail tenants who have a more vested stake in the health of the properties.



NEW HOPE VACANT PROPERTIES

AS OF JUNE 27TH, 2018



49 W. FERRY STREET
Currently for Sale - Mixed use property
The first floor is commercial and second floor an apartment. Retail was formerly Tastebuds. The property has been vacant a few years.
Nicole Curran realtor - 215-801-1935



48 W. FERRY STREET
Vacant yellow building-sign says for lease studio.

There is no contact info
Office space approx \$350K



9 WEST BRIDGE STREET
PINK BUILDING
For Sale 7 months. Previously owned by a jewelry store and online sales
\$749,000 2000 sq. feet.
Evan Walton realtor-215-327-5500



27 MECHANICS STREET

Previously occupied by Exoctica. They moved to a new location
Currently vacant - Fox and Roach-215-504-750
Jill Smolen/ www.foxroach.com



FACTORY GIRL BAKE SHOP

North Main Street
Business is currently open
The building is for sale
Glenn Gaines 215-757-2500 x202
\$597,000 both retail and apartment- 1550 sq. feet total
The lease will be honored until 2021
Owner is local



43 NORTH MAIN STREET

Current interior design business opening July 2018 Jennifer Rachele 215-919-9042
Tantric Orchid Designs

LeDonneta Crane realtor - 215-589-3681
Lease until May of 2019.
Owner lives in NJ/Florida
\$525,000 - Mixed use-retail/commercial apartment. 1450 sq. feet total /each floor
approx. 750 sq. ft each
For sale for about 4 months. \$22.00-30:00 per sq. foot for retail

Previously was Salon Gratitude for 15 years. They outgrew the building and moved to Solebury, due to parking challenges.



Recommendation for types of Businesses on side streets Businesses that support the Corporate/ Event Space

- Event and Wedding Planner
- Florist
- Videographers
- Tailor
- Photographers

RIVERS EDGE

4 Condominiums - Parking level underneath -
Two lower and two upper-level condos
Pricing \$1.85 Million riverside-unit sold 2500
sq. ft.
Facing river sold \$1.7
Streetside units-3200 sq. ft \$1.2 million \$1.35
million top unit
Nicole Curran realtor-215-801-1935

Final approval and permits were granted
Demo and steel work started. Complete by
summer/fall 2019



NEW HOPE BOROUGH

2017 VISITOR INFORMATION

Total Visitors - 800,000 to 1,000,000+ annually

2017 - 533,416 to 666,744 Based on parking revenue on 1,092 metered parking spaces, both public and private.

LODGING

New Hope Borough - 18938 Zip Code

Gross Room Tax Revenue

3% - Hotel Room Tax

- 2014 - \$5,400,596.93 - Gross Hotel Room Tax Collected
- 2015 - \$5,668,095.54 - Gross Hotel Room Tax Collected
- 2016 - \$6,156,674.31 - Gross Hotel Room Tax Collected

\$6,156,674 by \$250 = 24,626 room rentals or 67/day or 189/weekend.

COUNTY OF BUCKS - HOTEL OCCUPANCY RATES

2017 - 75.2% Occupancy Rate - May, June, July, August

Highest occupancy in 10 years

- May - 70.2% - Best in 10 years
- June - 75.3% - Best since 2012
- July - 77.6% - Best in 10 years
- August - 77.7% - Best in 10 years

NEW HOPE, PENNSYLVANIA

Visitor Log Summary

July- September 2017

New Hope, Pennsylvania is a boutique tourist town that caters to the arts and its natural surroundings. From July 2017 to September 2017, New Hope has received visitors from 9 different countries and from 20 different states. From this visitor log, there were 337 visitors that had signed in.

COUNTRIES:

Belize
Ecuador
England
Germany
Italy
Kazakhstan
Puerto Rico
Taiwan
Turkey

STATES:

Arizona
Arkansas
California
Colorado
Delaware
Florida
Georgia
Illinois
Indiana
Maryland
Massachusetts
Michigan
New Jersey
New York
Pennsylvania
Tennessee
Texas
Vermont
Washington
Wisconsin

NATURE OF VISIT

Anniversary
Best Books Ever
Birthday
Business
Day Trip
Engagement
Exploring
Family Reunion
Food
No Hate Here
Road Trip
Train (your website is wrong)
Vacation
Visiting Shops
Visiting-Family, Friends
Wine Festival and 5k





Bucks County Playhouse



Ferry Street Market



Playhouse Inn



Chez O Dette's



Carriage House



Mansion Inn



Logan Inn

RENAISSANCE MAJOR PROJECTS

NEW HOPE RENAISSANCE PROJECTS

NEW HOPE HAS CHANGED, IS CHANGING AND WILL CONTINUE TO CHANGE.

One of the major recommendations and purposes of the report is to rebalance the New Hope Economy. These major projects are key to New Hope's future and survival by courting corporate events, seminars, and events that will bring patrons to town during the week, off-season and year round.

Emotions of Change

"The best way to predict the future is to create it."
-Abraham Lincoln

There is strong sentiment for the New Hope of yesteryear. New development creates and stirs many emotions and creates unintended obstacles because of the unknown and romanticism of the past.

These emotions are normal and exist in all communities as a result to the reactionary dynamics of new development that was not courted or envisioned by the community. Even if the new development improves and repurposes vacant and blighted properties there is still a certain resistance to change.

Following the Development by Design™ techniques outlined elsewhere in this report will help realign sentiments to be proactive as a result of the community surveys supporting and courting development instead of reacting to it.

Supporting new investment will, in turn, help many of the funky type businesses survive. The "funky" business turnover (20-30 per year) is primarily due to a lack of economic activity that this new development will rectify. Embracing this new economic activity as a conduit for business stability is highly recommended.

Over the past several years major new investment has occurred in New Hope due to distressed opportunities amongst some of the major properties in the Borough.

These large-scale projects exemplify the need to constantly focus on the economic health and vitality of Borough businesses by rebalancing the New Hope economy. Consistent attention to expanding the economic base that includes mid-week and additional revenue sources that cross-pollinate and capitalize on this new investment will ensure New Hope's continued growth and prosperity.

Recommendations:

Encourage collaborative relationships with developers and investors

Create a proactive, business-friendly development process

Guide and assist developers with projects

Troubleshoot and accelerate projects

View projects from higher altitude in context with the entire

New Hope economy



BALANCING THE ECONOMY

GREAT TO EXCELLENT

New Hope “Prettiest Town in Pennsylvania” - Architectural Digest, July 2018.

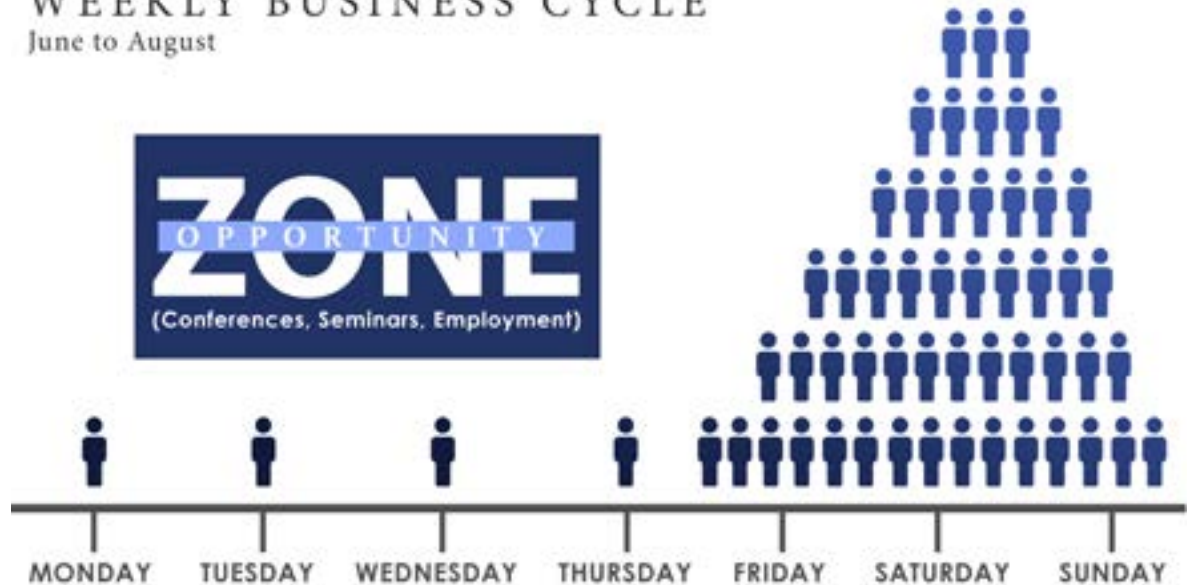
New Hope Borough is a destination town that is nationally recognized for its culture, arts, entertainment, lodging, retail and dining experiences. It is nestled against the backdrop of historic beauty and charm along the Delaware River and Canal.

Over the decades New Hope’s Economy has evolved from being a small residential hamlet and artist’s colony into a thriving tourist destination. More than one million tourists and visitors converge on New Hope each year, mainly during the warm-weather weekends and months. The weekly tourist influx begins on Friday afternoons through Sunday.

In contrast, during the week the New Hope Borough Town Center District, is for the most part empty. Many shops are closed during the week from Monday through Thursday or have random business hours.

This study examines the internal mechanics of how the downtown businesses function and areas of opportunity to improve, expand and balance the existing economy.

NEW HOPE TOURIST ECONOMY WEEKLY BUSINESS CYCLE June to August



ACTION PLAN FOR REVITALIZING NEW HOPE

Immediate Steps

- Dedicate \$80,000 Business Privilege Tax to facilitate this plan
- Capitalize and Improve Existing Downtown Commerce, Implement Parking Improvements and Solutions
- Improve Borough Social Media Strategies, begin Business Improvement District (BID) process and certification to fund future business development
- Ongoing Steps - Court new and sustainable retail and development

Short-term Steps

- Create Business Improvement District, Downtown Zoning Overlay District
- Long-term Steps - Create Corporate Improvement Zone with tax incentives in 23 acre, northern industrial zone Develop and activate properties to court Corporate Headquarters with 500 to 2,000 employees
- Work with State and County agencies and legislators

Funding Steps - explore and implement funding strategies as outlined in chapter ten.

High-Altitude Economics™
Top Down Support from Borough Government

High-Altitude Economics™ Definition - “an influencing force that encompasses the whole of a community’s economic conditions from a perspective that interconnects all aspects of financial cycles that includes residents, businesses and organizations.”

Everything that occurs within New Hope Borough falls under the Borough’s purview, its influences, guidance and support.

Borough Government is recommended to create a culture that is proactive and business/developer friendly. Encouragement of new investment that shapes the New Hope of today and tomorrow was clearly defined through this study by resident and business surveys.

Survey results and town hall meeting recommendations are incorporated into this plan to shape and facilitate the road map for New Hope’s future.



DEVELOPMENT BY DESIGN™

Development by Design™ is a proven revitalization strategy that proactively courts and plans positive new development to create vibrant communities.

Development by Design™ is a revitalization strategy and planning process created by Barth Consulting Group, LLC. We collaborate with municipalities to cultivate action plans that create and facilitate desirable and sustainable growth. Our high-altitude, 30,000-foot perspective analyzes a community, its assets and utilizes economic data generated through resident surveys, town hall/stakeholder meetings to articulate a proactive revitalization plan.

BCG's Development by Design™ process has created hundreds of millions in new investment, thousands of new jobs and hundreds of new businesses in the communities we serve.

Revitalizing communities often starts in Downtown Districts— its impact is broad reaching and ripples far beyond town centers into all areas of the community. Some aspects of revitalization are immediately noticeable in downtown districts where vacant stores are filled, new shops open, new signs go up and facade improvements are made. New Hope's downtown can be given a facelift with new sidewalks, lighting, awnings, and other upgrades.

As downtown economic factors have shifted, New Hope Borough will benefit by balancing its economy and being proactive in courting and cultivating new and desired growth.

Survey results have supported courting higher-end retailers and more neighborhood goods and services downtown. It is recommended to court these types of businesses and to actively work with the commercial property owners to do so.

It is also recommended to court small, national retailers downtown as they have the financial backing to sustain their businesses and have strong online presences. An example of this might be Vineyard Vines or Brooks Brothers.

More funky, eclectic retailers have also been requested and this category is where the highest turnover seems to occur. It is suggested that consulting directly with these types of retailers to develop stronger online practices incorporating websites and other social media strategies will make them less susceptible to the tourist trade's walk-in business and allow marketing to a broader audience.

New Hope has been fortunate in that high-end development has occurred, not by design, but rather through distressed opportunities with the Bucks County Playhouse, Chez O'Dette's, Ferry Street Market and Zadar's. Capitalizing on this new development that is focused to create year-round event/conference and seminars is the pathway to rebalancing New Hope's economy.

Secondary, supporting businesses can be cultivated that support the events/conference/seminar base that are targeted to supporting them. These secondary support businesses should be encouraged to fill the empty retail spaces on the side streets and can include design firms, photographers, tailors, and other small businesses.

New Hope's municipal revenues can be increased significantly through cultivated economic activity. An environment of vitality inspires new investment and increases new Real Estate Taxes, Real Estate Transfer Taxes, Earned Income Taxes, Local Service Taxes and Fees & Permits.



CASE STUDY: NEW BRITAIN BOROUGH

New Britain Borough created a University Village Mixed-Use Zoning Overlay within the area bordering Delaware Valley University to encourage and Incentivize new development to create a walkable college town with new restaurants, shops and an existing SEPTA rail station.

A forward thinking, problem solving culture will create a collaborative environment that supports residents, businesses and organizations for the continuous improvement and long-term good of New Hope.

Recommended Improvements

- Proactive Zoning, codes, and overlays
- Collaborative round table meetings with developers
- Troubleshoot and accelerate development
- Create new investment incentives
- Court desired new retailers and developers
- Work with existing developers/investors

Downtown Zoning Overlay District

This study was spurred by the significant Renaissance Development in New Hope. The working relationship with developers has been challenging. The very group that has begun the revitalization in New Hope has had to overcome many hurdles to develop what are and were distressed properties.

Embracing a culture of Change

Change creates many emotions, not only in New Hope but in almost every other community. This report seeks to outline a picture for New Hope's future based on the community's survey responses.

Much of the emotion to change occurs because new development was not created by the community itself but rather was created by the opportunity of distressed New Hope properties.

This plan seeks to implement the Development by Design process so that the community is cultivating the type of development they want and desire. This process creates positive relationships with investors as it promotes the community's aspirations.

Recommendations:

Re-engineer Downtown Zoning to Incentivize and encourage continued improvement and desired development, particularly with existing developers. Seek to create a collaborative environment with developers that makes this process easy and encourages their continued investment and improvements to the downtown district. Use community surveys and responses as guidelines for decision making.

Capitalize on the Renaissance development that has occurred and is continuing to occur with the key investors in the community. Their improvements will solve mid-week and annual business cycles and will also improve business quality and retention.

Create a 3D zoning test diagram with Borough Engineer to illustrate existing zoning and its application to all parcels in the downtown district. Amend this model to align with desired growth and development.

New Downtown District Zoning Overlay

- Increase lot coverage
- Eliminate parking requirements
- Encourage outside seating
- Reduce side-yard setbacks

This overlay district has successfully encouraged new development, designed by the Borough to create a multi-story college town with new apartments and retail mix walkable for residents and University students and staff.

A 3D rendering was created that tested and adjusted the new expanded zoning. The new zoning overlay expands lot coverage, setbacks, height requirements and incentivized these use through the accumulation of multiple land parcels.

Thirty percent of New Britain Borough's University Village Properties have sold and are going through various phases of land development.



NEW HOPE BOROUGH - 2019

The Tourist Driven Economy

The goal of this Economic Development Plan is to create a vibrant, stable and balanced economy for New Hope Borough that is active weeklong and year-round.

New Hope has a thriving tourist economy that is the Borough's greatest economic driver. The Tourist Economy, however, creates a cycle of "feast or famine," filling the Borough on weekends with visitors and leaving it empty during the week without them. Creating a balanced diet of commerce that supplements the weekend and seasonal tourist trade with additional revenue streams is recommended.

RECOMMENDATIONS

YEAR-ONE - Initial concentration should be on cross-pollinating the existing businesses as a collective, unified and organized group.

NEW MARKETING MATERIALS

Promotional materials should be created and placed in all businesses, from lodging and restaurants to entertainment and retail. This should be supported from the Borough and in conjunction with the business organizations and Chambers.

PARKING

Implement parking recommendations outlined in this plan, that are immediate and strategic. This will shift the focus to visitor experiences, assets, events, destinations and lodging.

Goals:

- Enhance and improve existing economy
- Capitalize on key assets as catalysts for all businesses
- Unify and strengthen partnerships with businesses and organizations
- Educate and improve business practices
- Create annual, year long events calendar
- Cross pollinate businesses
- Improve Resort Community operations
- Improve marketing and branding
- Parking - Branding Strategy: Parking is abundant, easy to use and easy to find
- Equally support all organizations that promote New Hope
- Strengthen partnerships with neighboring communities
- Meet with all businesses to educate and improve their operations



NEW HOPE

AS IT IS TODAY

The current tourist/visitor economy is extremely active and successful with over a million visitors per year. Improvements to the tourist economy can be enhanced through more interactive marketing by the Borough and its organizations that focuses on the overall visitor experience. Enhancements to the New Hope experience are primarily operational and should direct energies, marketing, public relations and branding towards the this goal.

Immediate attention should be orchestrated towards unifying the organizations and businesses towards common goals and finding ways to cross-promote New Hope. Strengthening relationships in this area is highly recommended.





ECONOMICS FROM THE TOP DOWN

New Hope Borough - 2019 - Tourist Driven Economy

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Year - One initial concentration should be on cross-pollinating the existing businesses as a collective, unified and organized group.

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- Meet with all businesses to educate and improve their operations

View New Hope as One Large Resort

New Hope Borough can support and encourage operational improvements, as if it is one collective resort with many individual pieces.

Working on the mechanics of New Hope operations will enhance and improve the visitor experience.

Low Hanging Fruit

- Encourage and promote consistent business hours
- Post universal, blue wayfinding parking signs at all major intersections
- Branding: New Hope - Open Every Day - All Year
- Parking is Abundant, Easy to Find, Easy to Use

Self Fulfilling Prophecies

“I do not go to New Hope because....”

“Parking is too difficult”

Parking in New Hope is perceived as difficult to use and difficult to find. This sentiment is hampering and deterring perspective visitors from going to New Hope more frequently..

“Stores aren’t open”

Retailers have discouraged shoppers in New Hope during the week. This has promoted locals and mid-week visitors to shop elsewhere.

New Hope Bed & Breakfasts frequently refer lodgers to Peddler’s Village and Lambertville because their shops have consistent hours and events.



STRATEGIES FOR SUCCESS

SECTION #1

Residents

Residents - Existing Permanent Customers

New Hope residents are affluent. They are a steady, reliable and consistent customer base that shop year round. Create targeted promotions, discounts and incentives for them to shop downtown.

Resident Discount Cards

- Affluent community can support businesses
- (Reference surveys and town hall)
- Residents indicated that if they had retailer/ dining discount cards they would shop downtown more frequently.
- Activate cards for mid-week use only - Monday-Thursday to offset tourists
- Create cards, total retailer buy-in, 10-20% discounts, pick up at Borough office
- Create mid-week, dining and entertainment events for residents



Companies

There are many companies within the borough. Some have over 100 employees. Encourage midweek discounts and incentives to promote downtown commerce.

Examples

Large Employers

One existing company provides free lunch daily to its employees. Seek to divide this initiative amongst all existing restaurants to equally share catered lunches throughout the week.

Employee lunch specials

Lunch prices during the week are the same as lunch prices for tourists. Seek to create midweek lunch pricing to entice New Hope's workforce to dine downtown.

SECTION #2

Capitalize on Existing Businesses and Assets

The New Hope Tourist Economy

Capturing and improving existing businesses, attractions and supporting retail and lodging will immediately improve commerce.

Business retention should be encouraged to alleviate annual retail turnover rates that consistently range from 10-15% or 20-30 businesses every year.

Realign Borough Zoning and Codes staffing hours from 20-30 new retail openings to property maintenance compliance. This will immediately improve the look and safety of downtown and those hours can be re-dedicated to desired development.



ENSURING DOWNTOWN RETAIL SUCCESS



events and resident programs that connect with other New Hope businesses, this will create new income streams throughout the year. Strengthening retail sales that are not tourist dependent will reduce retail turnover.

Tourists Sales Influences:

- Walk-in visitors
- Weather conditions
- Cash & credit sales
- Consistent store hours
- Events
- Parking

New Businesses

Special attention should be considered for all new retail business openings.

The Renaissance Plan Facilitator will consult, advise and guide all new ventures and business start-ups to review business plans, marketing, merchandising and assist in developing multi-stream, sustainable revenue sources.

The facilitator will assist in navigating with borough staff and codes officers business fit-outs, signage, and all other related needs to quickly open new retail.

Emphasis will be placed on new business success and linking them to existing businesses and organizations.

Existing Businesses

Balancing New Hope's current retail customer base. Facilitator will consult with existing businesses. They will create and expand additional revenue streams such as online sales, corporate/wedding

The New Economy: Seminars / Events

- Cultivate mid-week corporate events, seminars and conferences
- Utilizes all assets - Tourist Resort with many interconnected components
- Develop weekly operation culture
- Link other businesses in support of conferences
- Utilize all lodging as if it were one larger hotel space
- Engage existing New Hope companies for more midweek use
- Court new corporate headquarters in Borough
- Increase weekly employment
- Create resident discounts and initiatives for mid-week
- Court new "neighborhood goods and services" businesses downtown
- Create mid-week activities such as a farmers market
- Cultivate coop retail uses - artist Coop studios, experiential and Do-It-Yourself
- Cultivate Co-Working spaces such as WeWork type model

PARADIGMS SHIFT

Focus the New Hope Experience on “Customers” not “Parking”

Visitor Focused Experience - Make it Easy to Visit New Hope

Focus on the Customer - Proactively Problem Solve their needs

Energy and attention should be directed towards parking solutions.

Parking is a major revenue source in the Borough. Redirecting energies and attention to those that patronize the parking rather than those that benefit from the parking will actually sustain and increase parking revenues.

Encouraging better ease and use of parking will increase commerce allowing visitors and customers more time and energy devoted to enjoying the town and shops. More convenient parking will discourage parking fines for revenues as regular metered revenues will increase offsetting this practice.

Viewing New Hope through the eyes of the visitor and problem solving and troubleshooting their needs will create a heightened experience.

VISITORS

What are the needs and wants of visitors?

Focus on solving key concerns

The current tourist/visitor economy is extremely active. Improvements to the tourist economy can be enhanced through more interactive and coordinated marketing by the Borough and organizations that focus on the Visitor experience. Enhancements are primarily operational and should focus energies on parking, marketing, public relations and branding.

Immediate energies should be aligned on unifying the organizations and businesses towards common goals and finding ways to cross-pollinate and cross-promote New Hope.

Throng of visitors and tourists visit New Hope from April through October each year. Visitors are attracted to the Borough's charm, entertainment, dining, shopping and lodging.

New Hope can benefit from rebalancing its economy rounding out commerce during the week and throughout the year. This will strengthen business revenue and help with retail turnover.

Recommendation

One Resort Mentality

Creating a higher-level viewpoint from the Borough focus on the entirety of New Hope as a collective resort and work on the mechanics of operation from the visitor standpoint. The Visitor experience should be focused solely on where they want to go and what they want to do.

Simple solutions:

- Consistent business hours throughout the week
- Annual events, at least one per month - create new or enhance existing ones
- Capitalize on national holidays - Christmas, New Years, Valentine's Day, Easter, etc.

Over the decades New Hope's Economy has evolved from being a small residential hamlet and artist's colony into a thriving tourist destination. Over one million tourists and visitors converge in New Hope each year, mainly during the warm-weather months. The weekly tourist influx begins on Friday afternoons through Sundays.

During the week New Hope Borough's Town Center District, is for the most part empty. Many shops are closed during the week from Monday through Thursday.

Self Fulfilling Prophecies:

“Nothing is Open”

New Hope Retailers have trained shoppers not to shop in New Hope during the week and this practice has encouraged locals and mid-week visitors to shop elsewhere.

Are we training patrons not to come to New Hope? Have we encouraged shoppers to go elsewhere?

SOLUTIONS:

LODGING

Many of the Bed & Breakfasts have mid-week Business lodgers. Since the New Hope Town Center is generally closed or has inconsistent business hours mid-week, the B&B's often recommend lodgers visit Peddlers Village, Lambertville or Princeton which are open for business.

B&B lobbies do not have New Hope literature on display. Rather, there are Princeton, Peddlers Village or other regionally based attraction, dining and shopping literature.

OPPORTUNITY:

New Hope businesses can provide coupons, brochures or other marketing incentives to lodging visitors.

FEAST OR FAMINE - *The art of survival*

What are characteristics of long-term, multi-decade New Hope Businesses?

- They are open 7 days a week.
- They have regular business hours.
- They focus their businesses on the customer
- They own their buildings
- They know, in detail, their costs of operations, and retail merchandising

ANNUAL EVENTS

Create monthly events focused on year-long activity

Support and encourage business groups to create new events

Model event calendar centered around holidays or existing assets

EVENT EXAMPLES

Film Fest

Daily movie showings and screenings

Cast parties, red carpet events, award ceremonies

Fall Fashion Week

Fashion show linked to existing boutiques

Runway show, parties, gala

Holidays in New Hope

Annual kick-off to holiday

Night lights and town decorations

Holiday dinners, black tie events

Shopping spree - Black Friday

Santa, parade, Christmas Carols



INCREASE NEW HOPE EMPLOYMENT

CONCEPT: NEW HOPE CORPORATE PARK

FULLY UTILIZE INDUSTRIAL CORPORATE LAND PARCELS ON NORTHERN EDGE OF BOROUGH

Timeline: 3-5 Years

- Cultivate existing property owners
- Create Improvement Zone and Tax Incentive Programs
- Court and cultivate developers, commercial real estate firms
- Court corporate tenants
- Create architectural renderings, engineering, land development
- Proceed through Land development
- Commence construction
- Fit new tenants

Seek to create a New Hope Corporate Park that capitalizes on the proximity to the Princeton Pharmaceutical Market. In connection to this unique opportunity, court regional, national and international companies that would benefit from access to Princeton. Corporations are currently establishing and relocating to communities that offer a myriad of amenities such as dining and entertainment.

Developing this underutilized section of New Hope will holistically improve the mid-week economy by drawing more significant numbers of employees and customers downtown.

The New Hope Corporate Park is ideally located to have limited traffic impact on New Hope's downtown district due its location on Route 202 along the edge of the Borough. A walking path from the Corporate Park to Downtown should be created along the canal to provide easy access between both assets.

The Borough may also be able to benefit its Northern parking lot by either having it subsidized weekly by the corporations or building a multi-story parking deck at this location. Employees would provide weekly parking revenue with existing tourist revenues on the weekends.

Doylestown Borough, for example, benefits from a large daily workforce centered around the courthouse and its surrounding law offices. This large workforce supports, dining, personal services, and retail shopping during the week.

New Hope currently has 3,300 listed employees that contribute \$10 per employee and generate \$33,000 annually to the Borough. There are many more employees in the Borough that are not subject to this employee tax as they earn below certain thresholds. (Can LST be recalculated to \$52 per employee like other communities? This would change revenue from \$33,000 to \$171,000 annually)

Increasing full-time employment yields increased municipal revenues. New employees shop, dine and support local businesses. New corporations add to the local economy through larger commercial real estate taxes, employment and community support.



Action Plan

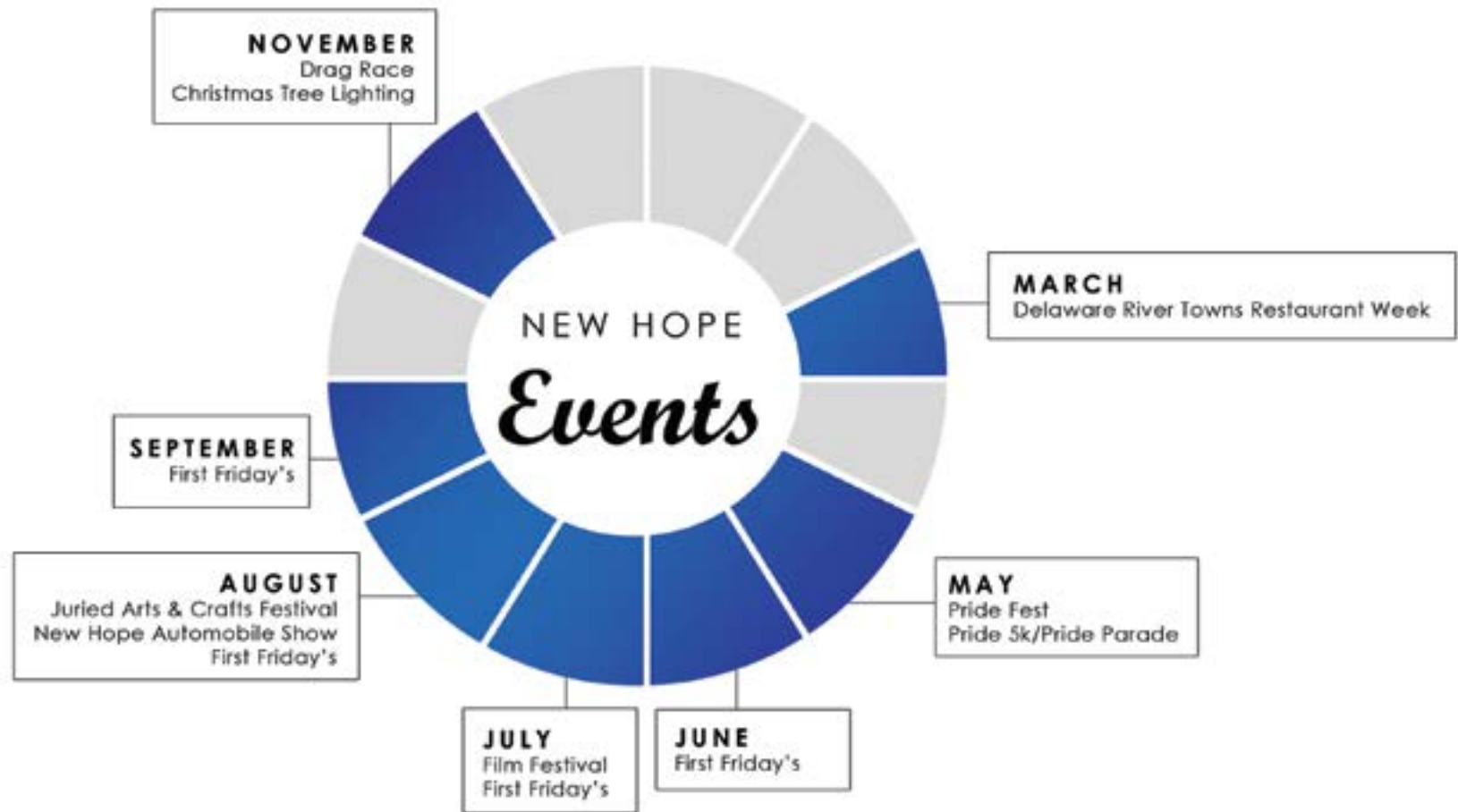
- Create Corporate Park on 23+ acres on Northern section of the Borough
- Attract corporations with national or international presence
- Create special Tax Incentivized District from State and Local levels
- Create TIFF or LERTA Tax incentives - Borough, School District, County
- Work with State and County officials to court and create Improvement Zone
- Corporations will utilize downtown goods and services
- Supports new housing purchases and development
- Supports mid-week goods, services, dining, event and conference spaces
- Supports increased tax base, real estate taxes and local service taxes



CONFERENCE/EVENT SPACES

UTILIZE ALL THE COLLECTIVE LODGING AND DINING VENUES TO HOST LARGER SEMINARS.

While not having a single 200 room facility, collectively teams of attendees could stay throughout the Borough, then walk and gather at conference spaces for seminars. Attending guests then shop and dine during the day while their significant others attend conferences. Evenings and daytime groups dine at various restaurants and entertainment.







ANNUAL EVENT SCHEDULE

Create monthly event schedule, particularly in what is now off-season. New event schedule should be from Fall through Spring and engage the entire town center district. For example, Holidays in New Hope - the borough is decorated with holiday lights, buildings are outlined in

small lights, there are special holiday shopping specials, activities for families, other holiday activities.

EVENTS SAMPLES:

Fall through Spring

Oktoberfest

Black Friday

December - Holidays in New Hope

January - New Years Eve

February - New Hope is for Lovers

March - March Madness

April - Easter/ Spring Fest

Created by Greater New Hope Chamber of Commerce,
Borough of New Hope and other local organizations



NEW HOPE/LAMBERTVILLE - PAIRING AND SHARING

Events and parking

Expand events such as Shad Fest

Mutually beneficial events and programming

Working with Chambers

Fireworks - search for ways to keep visitors, before and after
Shaw

BUSINESS RETENTION

- Spend time with each retailer to review and create balanced business plans
- Host or lead monthly business seminars and arrange speakers such as Facebook, Constant Contact, Post Office Regional Marketing Director to educate retailers and increase revenues
- Recommended use of Business Privilege Tax

Refilling 20-30 Stores per year takes a lot of time and energy from Borough Staff. This time could be better spent supporting property maintenance and new development.

IMPROVE BUSINESS PRACTICES

- 50% of residents purchase online, as do visitors
- Create multiple income streams
- Online sales, experiential activities, gift baskets, promotions
- Teach business practices so retailers are not tourist dependent
- (These activities happen mid-week)

REGULAR BUSINESS HOURS

Organizations like Malls and Peddlers Village benefit from defined and known business hours.

WHAT IS THE SECRET TO YOUR SUCCESS?

Quote - "The secret to our success over four decades is that we are open every day!"

- Many retailers have no websites
- Develop online retail presence
- Educate retailers how and assist them in doing so
- Many retailers do not offer free shipping
- Post Office has special shipping - will host seminar
- Email marketing - educate retailers to gather email addresses
- Market monthly to store visitors through email discounts, specials
- Constant Contact
- Mailchimp Cross pollinating
- Form natural relationships with supporting retailers, lodging, restaurants, and events
- Register sales include discounts at other stores
- Facebook/social media - push marketing, syncs with proximity, boosting sites

SECTION #4

THE NEW ECONOMY

Corporate Seminars, Retreats, Meetings and Conferences

- Capitalize on regional pharmaceutical industry
- New Hope as interactive location experience
- Mid-week focus
- Catalysts - Playhouse Inn, Logan Inn, Chez ODeette's
- Supporting - restaurants, entertainment, retail, spas
- Additional lodging

COMPLEMENTARY AND SUPPORTING WEDDING AND EVENT BUSINESSES

- Photographers, videographers
- Florists
- Tailors
- Wedding invitations and designers
- Event planners and coordinators
- Specialty print and design shops
- Specialty marketing for meeting and event ephemera
- Formal wear shops
- Shoe shops
- DJ - entertainment agency

CO-SHARED RETAIL SPACE

- Multiple tenants in one space to share high retail rents
- Many commercial spaces are owned by outside investors
- Conduct detailed study of ownership
- Encourage and support local commercial ownership
- Encourage and facilitate retail shop ownership
- New Hope has high real estate values
- Promote and enforce property maintenance
- Illustrate value of improved property appearance to assessment

RETAIL OWNERSHIP

- Many retail shops have rents ranging from \$20-60 per sq/ft
- Stores lease from \$2,000 to \$6,000 per month
- These lease rates make sustainability difficult year round
- Many commercial properties are owned outside of the Borough
- Encourage, facilitate and promote real estate ownership
- Current lease rates are equal to mortgage ownership



SECTION #5

ARTS & CULTURE

Promoting artists, art galleries and antique shops was a highly desired sentiment expressed throughout this Study.

In prior decades many artists populated New Hope with their studios and homes. As New Hope's property values and lease rates went up it became unaffordable. Today, New Hope has some of the highest property values in the region.

Many former New Hope art and antique galleries migrated to Lambertville nearly 20+ years ago for more affordable rents.

Incentivize Repopulating New Hope again with more art and antique stores requires innovative and imaginative solutions.

STREET PERFORMERS AND ARTISTS

Secure defined street corners and locations in the town center to host weekly artists, musicians and performers modeled after Key West, Florida. (Include photos)

This will improve the arts/performance culture in New Hope and capitalize on the tourist walking traffic. Entertainers can be cultivated through the Playhouse and local artists and musicians.

RECOMMENDATIONS:

- Vacant, small commercial spaces are sub-leased to four+ artists
- Create large, Co-Working studio space for artists with studio and exhibition areas
- Ideally, this is New Hope Arts Building, work with organization to achieve
- Examine WeWork - National co-working office space
- Model after local co-working spaces
 - » Per Diem Space, Perkasie, PA
 - » 7th Street Studios, Perkasie, PA
 - » Banana Factory, Bethlehem, PA



PROMOTING NEW HOPE ARTS CULTURE

Early New Hope was home to a thriving arts colony, comprised of artists, writers, playwrights, and actors. New Hope Borough as the backdrop for a creative, inclusive culture produced and inspired a community that is nationally recognized.

There is a strong sentiment to renew the promotion and revival of the New Hope arts culture. Current high property values are a challenge for emerging artists.

Arts and Culture District Legislation targeted to New Hope-like communities

Similar to a (BID) the (ACD) is a proposed legislative Improvement District in the works by former PA State Representative Scott Petri.

- Explore with the new State Representative continuing to establish this type of district.
- If enacted it would provide the same funding mechanism of the BID and would be easier to establish
- The establishment of an (ACD) has simpler set up requirements
- New Hope defines (ACD) District
- Property assessments studied
- Funding ratio determined
- Create legal (ACD) organization
- Appoint (ACD) Board of Directors
- Enact Borough Ordinance to create ACD
- Public meetings
- Vote by New Hope Borough Council



NEW HOPE IMPRESSIONISTS, WRITERS, AND THEATER

NEW HOPE BOROUGH'S ARTISTIC CULTURE SPANS NEARLY 100 YEARS AND INCLUDES NATIONAL AND INTERNATIONAL PAINTERS, WRITERS AND ACTORS.

RECOMMENDATION:

Seek to establish a museum type space that spans and honors the cultural past of New Hope. Locate in a higher foot traffic area downtown. This venue should have revolving exhibits and educational programming.

Programming should include paintings from the New Hope Impressionists, exhibits of the many writers that frequented the borough and interpretive displays from the Playhouse.

Many romanticize New Hope's past and this is a way to grow forward yet still retain what has made the community special.







THE DELAWARE CANAL

THE CANAL IS AN UNDERUTILIZED ASSET.

RECOMMENDATIONS:

Explore ways to utilize the canal for the enjoyment of the community and visitors.

Seek to explore multiple recreational opportunities that might include activities such as rowboats, kayaks, paddle boats, small canopy boat tours, and water taxis.

Explore grants and trail funding opportunities for hikers and bicyclists along the towpath. Install bike racks to encourage bicyclist to stop in New Hope.

Explore out-of-the-box solutions to keeping and circulating water in the New Hope Borough section of the canal.

CANAL BOATS

Open-mindedness to multiple ways to bring the canal boats back
Secure captain certification program

- First Option - Canal Boats with Mules
- Second Option - Canal Boats - Electric Motors
- Third Option - Canopy Boats for pleasure tours and water taxis

CANAL MUSEUM

- Explore ways to support and expand current offerings at the
- Lock Tender's House
- Explore whether additional museum show and expansions
- are possible and desired
- Explore museum complex with newly moved Chez O'Dette's

CANAL DISTRICT ZONING OVERLAY

Create canal specific zoning to encourage architecturally attractive designs on properties or development along the canal modeled on European nations. New Hope Canal Development has typically designed parking lots next to the canal rather than utilizing the canal as an anchor for beauty by residents and visitors.



THE DELAWARE RIVER

THE RIVER IS AN EXTRAORDINARY OPPORTUNITY FOR NEW HOPE.

RECOMMENDATIONS:

- Encourage expanding Riverside dining
- Encourage and explore ways to open river views and promenades
- Encourage commercial property owners to create opportunities

WATER SPORTS AND ACTIVITIES

- Explore additional water sports and activities
- Research other types of watercraft on the river
- Increase water tours up and down the river

RIVER PARKS

- Explore opportunities for Borough to purchase, as available, parcels for pocket parks
- Seek to have “first rights of refusals” for all river properties
- Seek ways to work with other agencies that own River parcels.
- Explore Waterloo Street as an area of interest
- Coordinate with Bridge Commission

WATER PARKING FERRY

- Explore ways to capitalize on Lambervittle’s large parking lots near the bridge
- Explore ways to have the Ferry be part of the parking experience

WATERFRONT ZONING OVERLAY

- Create specific zoning overlay to encourage desired development
- Explore “Flood Way” Zoning and troubleshoot solutions
- Explore ways for expanded commercial use along the river



NEW HOPE PARKS

RESIDENT QUALITY OF LIFE IS HIGHLY VALUED AMONGST THE COMMUNITY.

THERE ARE MANY OPPORTUNITIES TO EXPAND AND IMPROVE NEW HOPE BOROUGH'S PARK SYSTEM.

CHANGING DEMOGRAPHIC

The New Hope Borough population is beginning to turnover and will continue to do so dramatically over the next decade.

New Hope's total population is approximately 2,500. Thirty-seven percent of the New Hope Borough population is over 55 (925), 17% percent or 425 are over 65. During this study, it was apparent that there is an equal percentage of new residents to long-time residents over the past 1-5 years.

This changing, younger population will dramatically shift some of the community's needs for these families. Park, trails, access, and improvements featured high on resident expectations.

RECOMMENDATIONS:

Explore having "Developer Impact Fees."

Seek to acquire and expand parks

Seek parks and trails funding

New Hope is uniquely positioned for grants due to the Canal and River

Seek to secure first rights of refusal on riverfront properties

ZONING ORDINANCES

Explore creating Developer Impact Fees for Parks



METERED PARKING

P

PARKING METER

-Enforced by the NHPD-

Skip the Line...
Pay by App Parking

Download:
Parkmobile App

Parking Zone #:
1310

Or call 877-727-5281

Parkmobile



SOLVING THE PARKING PROBLEM IN ADVANCE OF DEVELOPMENT

Parking funds numerous community organizations including the Borough of New Hope and is a valuable source of revenue that should be continually monitored and improved upon.

In 2010, total parking revenues from meters and fines were \$600,000. (Gather 2017 data from Borough)

Parking revenues benefit the entire community by offsetting real estate taxes and funding police and other services.

Premise:

New Hope Borough believes there is a parking problem.

Perception is Reality - Residents believe this, businesses believe this, visitors believe this.

Why do people believe this?

Parking is hard to find, it's inconvenient, there is aggressive ticketing, it's not user friendly.

In 2010, the Bucks County Planning Commission conducted a Parking Study for New Hope Borough. Study findings in 2010 suggested there was adequate parking in New Hope. While there may be adequate parking it is not generally located in the areas of highest demand or need. Additionally, a significant number of parking spaces that existed in 2010 have since been eliminated by new development.

This Renaissance Economic Development Study has examined existing parking and has identified solutions that can be implemented immediately and over the long term.

Parking revenues generate significant funds for the entire community including the school district, fire department and the borough government.

Public perception that there is no parking or difficult parking in New Hope is a limiting factor for visitors and residents hampering spending in the borough and its businesses.

Recommendations:

Merge existing parking maps to illustrate locations of parking and Pay BY Plate Kiosks and publish on Borough website.

Implement 2018 Renaissance Parking initiatives.

New Hope Borough Parking

- Branding Statement: New Hope Borough has abundant, easy to find and easy to use parking.
- There are 1,400 parking spaces throughout the Borough including 300 metered spaces and 1,092 public/private parking lot spaces.
- New Hope Borough implemented a new "Pay-by-Plate" parking Kiosk system within the Borough during this study. Tracking, monitoring and improving this new parking system and utilizing demographic data should be shared with businesses for their marketing efforts.

Immediate Improvements:

- Employee Parking Lot
- Wayfinding Parking Signs at all intersections
- Traffic Choke Point - Main & Bridge Streets

Employee Parking - Incentivize for Employees

Many of the Borough's employees and business owners occupy the best downtown parking spots. It is advised to create a dedicated parking lot for business owners and employees.

This lot should have discounted parking rates with window stickers to incentivize opening the best spots for shoppers and visitors.

It is recommended to create this new "Employee Parking Lot" on the gravel lot North of the train station. Savings per employee will be approximately \$1,000 to \$2,000 annually.

Wayfinding Parking Signs

Parking is hard to find

Install "universal" blue parking signs at all entries to the Borough and at all intersections. These can be small blue signs that are recognizable to all visitors.

Easy to find parking will eliminate much of the traffic circulation. This will help eliminate traffic congestion.

Traffic Choke Point - Main & Bridge Streets

This intersection creates much of the traffic problems on weekends. Pedestrian crossing and turning are problematic.

Explore having PennDot change the timing on the signal during the weekends or to look into having a dedicated traffic officer hand direct traffic flow and pedestrian crossings.

A more seamless flow of traffic will also improve parking downtown.

Limit Deliveries to Weekdays Only

Downtown deliveries should be limited to weekdays as this causes major traffic backups, bottlenecks, and delays.

RESIDENT SURVEY RESULTS

Q14: Parking: Do you believe there is a parking problem downtown?

81% of residents believe parking is a major concern

91% of residents believe there are not enough parking spaces

78.8% believe parking is not convenient

56% believe that parking enforcement is too aggressive

50% believe that parking is not in the appropriate location.

BUSINESS SURVEY

Q33: Do you believe there is a parking problem in New Hope?

83.33% of businesses said there was a parking problem.

This study tested parking premise firsthand and engaged the community through surveys and a town hall meeting. The 2010 Bucks County Planning Commission Parking Study analyzed New Hope's available parking and determined there were adequate numbers of parking spaces. The study did identify the parking is not conveniently located in the areas of highest demand.

This Renaissance study concurs with the 2010 study and has identified some immediate, and long-term term solutions to add additional parking, solve parking concerns and continue to support parking revenue. Multi-story parking decks in the Town Center District can create approximately 792 new parking spaces.

This study recommends that if these primary solutions are not desirable that the Borough Government articulate this decision and promote the secondary solutions as desired by the community. Adding and expanding parking in the second and third blocks away from the Town Center District is a good solution and coupled with a parking trolley will strengthen the New Hope Borough Economy.

NEW HOPE BOROUGH PARKING OVERVIEW

New Hope Borough believes they have a parking problem.

Resident Survey:

Q17: Do you favor a parking shuttle?

64% of the residents favor a parking shuttle

Parking

Areas of Highest Demand Town Center/
Playhouse Create Multi-Deck Parking Lots
Supported by residents and businesses - see data

Town Hall Meeting Decision Boards:

* Please reference page #

Town Center District - First Block

New Hope Borough creates tax-exempt status for Parking Deck investments and development.

Bucks County Playhouse

- 70 Existing Spaces
- 50+ additional spaces = 120 parking spaces
- Encourage development of multi-story deck, privately funded to be situated between the Playhouse Inn and Farley's Bookstore. This can have a ground level pass through. Can be three stories in height and will not block the river view from Main Street between the Playhouse and Playhouse Inn

*Playhouse established experimental Parking Trolley in 2017.

Logan Inn

- 60 Existing Spaces
- 40+ new spaces = 100 total parking spaces
- Privately funded parking deck between the Inn and the Canal. Three stories in height, designed with landscaping, brick facade to create a garden-like view from the canal. Strategically acquire back lots for adjoining neighbors to add potential 40 to 100 extra spaces if multi-deck garage.

PNC Bank

- 48 existing spaces
- 80+ new spaces = 128 parking spaces
- Privately funded, three-story parking deck.

Western Borough Parking Area

Union Square - 268 existing spaces

- Union Square North Lot - 142 existing parking spaces,
- 200 new parking spaces = 342 total parking spaces
- North lot is owned by Borough three story parking deck,
- municipally funded
- Total Union Square Parking = 610
- New Hope/Ivyland Railroad Parking Lot

New Hope/Solebury High School

- 256 Weekend Use parking spaces

Southern Borough Parking Area

- American Legion -108 existing parking spaces
- 80+ parking spaces = 188 parking spaces
- Put in two, two-story parking decks to take into account natural slope of properties.





OPTION ONE: New Hope Borough Hall
 Add lower parking lot towards New Street below the existing lot.
 Adds 40 new parking spaces

OPTION TWO: Evaluate four-story, built into the hillside parking deck
 = Total 150 parking spaces

Municipal bond financing can be secured for this project.
 A financial model should be created to see if this is viable.

Step #1 - realign existing parking to be more efficient

Step #2 - utilize entire space to add additional parking around the Administration Office, Council Chamber, and Police Station.

Create 3-4 story parking deck built into the naturally sloping hillside. The first level is on New Street and the top deck is level to Borough Hall Community Room.

This would be a Parking Trolley stop that supports increased parking in the outer lying areas and supports mobility throughout the community. See Parking Trolley section for further detail.

Borough Owned Municipal Parking
 Borough Owned Land - North of Train Station
 100+ spaces - Discounted Employee/Resident Parking Lot
 Borough Owned between train station and Public Works Building
 Existing gravel lot to be lined and defined

Borough Owned - West Perry Street

- 19 Existing parking spaces
- Acquire adjoining street facing properties and merge with existing lot. Municipally funded, two-story parking deck

Parking Decks

Supported by Resident/Business Surveys

Attractive parking decks can be created in Town Center Districts in a manner that complements the existing charm and architectural styles of New Hope.

Barth Consulting Group met with Delaware Valley Concrete and the Pennsylvania Concrete & Aggregate Association to explore the possibilities of creating pre-cast downtown parking decks and took a site tour of the Borough. It was recommended from this visit that the easiest and most cost-effective location for a parking deck was on the parking lot owned by the Borough behind Union Square. Based upon this meeting an estimated sq/ft price for parking decks averages from \$55 per sq/ft to \$110 per sq/ft depending on prevailing wage or not.

An approximate cost estimate on a 100 space deck would run from \$2.2 million to \$11 million or \$11,000 to \$20,000 per space. A parking deck financial model should be created to ascertain the feasibility and return on investment for construction and revenue.

- Experiential Parking - Turning a negative into a positive
- Make the parking experience fun, interesting and enjoyable

Parking Trolleys

A Parking Trolley in New Hope Borough will help alleviate and improve pedestrian circulation to support local businesses and entertainment attractions. The Parking Trolley will transport visitors to parking facilities in the 3+ blocks and beyond the Town Center. It will also move pedestrians throughout the Borough.

Theater entertainers or interpretive history docents can be on all buses relating to key entertainment, restaurant, and relevant historical facts.

Marketing materials, maps, and coupons can be handed out on the trolley or located in racks for riders.

Parking Shuttle Supporting Data Surveys and Town Hall Meeting

New Hope Borough had formerly explored a parking shuttle program with PennDOT, Doylestown Dart and the Bucks County Transportation Authority overviewed by the state. The shuttle study was two-pronged and looked at creating a downtown parking shuttle service and a borough-wide shopping shuttle to transport residents to New Hope and Solebury Township shopping centers.

While the initial parking shuttle study was never finalized, the Dart Board and state to support New Hope Borough. Picking up where this application left off is recommended. This application is considered a “new start” that means it is creating a route where none has existed. Parking shuttles are not generally funded.

During the course of this study, Barth Consulting



Group met with the Doylestown Dart Board on several occasions and brought Vince Volpe, Executive Director of BCTA to meet with Borough officials. BCG also met on several occasions with the State and Doylestown Dart to discuss the status of New Hope’s former application and update the status to develop next steps forward.

Applications are supported through State transportation funding.

At the meeting with the state, it was reinforced that there is continued support for New Hope Borough. It was recommended to track the existing parking trolley numbers with the Bucks County Playhouse and report back with results. If the numbers are significant and a partnership can be formed with the Playhouse and the

Borough, then the Dart Program might be explored again on behalf of New Hope Borough.

Playhouse Parking Trolley & New Hope

Encourage the Borough Government to formally enter into a partnership with the Playhouse trolley program, track ridership and revenues, define clear routes and create a report for Doylestown Dart Board. After review, revisions, route testing and scheduling New Hope will then re-submit an application for State funding.

Timeline:

One year, includes study report, Dart meetings, and approvals, submission to State.

Renaissance study surveys and town hall meeting support this initiative and are a requirement for additional funding. These surveys and town hall meeting were strategically created to support the next step towards funding and are a requirement in this process.

Phase One:

Create and operate successful parking trolley. It is believed this trolley will generate significant revenue. Funds from the Parking Trolley can then be used to fund and operate a Phase Two, community-wide shopping shuttle as vehicles and drivers will have been secured.

Phase Two:

After operating a revenue-generating parking trolley, the use of the trolley and driver can be supported mid-week for residents to transport to shopping centers and New Hope amenities.



DELAWARE CANAL WATER TAXIS

TURNING A NEGATIVE INTO A POSITIVE!



WATER TAXIS ARE EMPLOYED IN MANY TOURIST COMMUNITIES SUCH AS LAKE GEORGE, NY, AND BALTIMORE HARBOR, MD.

New Hope Water Taxi Route:

New Hope Ivyland Train Station - Bridge Street - Ferry Street
Mechanic Street - Canal Museum

The Water Taxi connects the train station parking area to link all cross streets as experiential pedestrian transportation.

While distant parking areas are now considered a negative, re-engineering these parking areas to be engaging, fun and to access prime destination areas throughout the Borough may prove successful.

Main staging areas are the Southern parking lot at the Canal Museum heading in a Northern loop route stopping at Mechanic, Ferry and Bridge Streets ending at the Train Station. Water Taxis operate on Friday's, Saturday's and Sunday's. A minimal fee should be charged for each transport and to support the initiative.

Temporary landing and loading platforms should be constructed at all locations.

Visitor info, marketing, and coupons can be distributed to each passenger. Funding sponsorship and advertising revenue can be generated from New Hope retailers, entertainment and restaurants.

Boat captain requirements need to be negotiated or re-instated from overriding government agencies. Utilize state and federal connections to implement or change.

Positives: Re-engages the Canal.

The Likelihood of restoring mule barges is low. Visitors will explore and utilize the Canal as transportation. Can move larger groups of tourists off the Main Street sidewalks yet still connect with the businesses and entertainment.

Delaware River Parking Ferry

Utilize existing Ferry boat to expand and transport visitors from Lambertville Parking to New Hope in an ongoing daily loop.

Lambertville is expanding and adding new parking below the Lambertville Station Inn. Capitalize on this additional parking and create experiential pedestrian transportation.

A nominal fee is charged for passage both ways. Landing at Lambertville Station and Waterloo Street public landing or other strategic location. Supports river use and appreciation and creates better revenue for the Ferry.







LODGING

New Hope Lodging is an important component to the visitor experience. The Borough's romantic charm, entertainment, and dining make it an ideal location for a weekend retreat.

During this study, hotel occupancy rates were their highest in ten years. Hotel room tax revenue exceeded \$6 million dollars in the 18938 Zip Code.

Twenty-five years ago Barth Consulting Group was involved with the Bucks County Convention and Visitors Bureau at its inception. During this time period, the BCCVB promoted New Hope intensively as it was nationally known. They spent significant dollars in advertising the Borough in particular as their new hotel room Tax was aligned with the large concentration of lodging rooms at New Hope's bed & breakfasts.

Today, the large portion of County Hotel Room Tax dollars are generated in southern Bucks County near the casino and Sesame Place. The New Hope Renaissance in and around the Borough will create more event and lodging space.

New event and conference spaces and facilities in and around New Hope will continue to increase New Hope Occupancy rates. Additionally, developing corporate headquarters and increasing employment will further improve lodging.

As the town center has improved consistent retail hours, local lodging will begin to promote their guests to New Hope's downtown rather than Peddler's Village and Lambertville.

NEW HOPE, PA
HOTEL ACCOMMODATIONS
Lodging within Borough Boundaries

1833 Umpleby House Bed & Breakfast Inn-in Borough

111 W Bridge St, New Hope, PA 18938
215-862-2520
Rooms: (8) Rooms including (5) Suites
Price Range:
Weekend Rates: MidSize-Rooms \$160-\$225
Jacuzzi Rooms: \$255-\$300

Aaron Burr House-in Borough

80 W Bridge St, New Hope, PA 18938
215-862-2343
Rooms: (8) including one suite with an extra bedroom
Price Range:
Week: \$145-\$225
Weekend: \$175-\$265

Carriage House of New Hope -in Borough

8 E Mechanic St, New Hope, PA 18938
609-651-1686
Rooms: (3)
Suite - \$595 - \$625
Rooms - (2) King Size Beds - \$350
Notes: Adding new hotel Spring 19' which will provide 12 rooms

Center Bridge Inn

2998 River Rd, New Hope, PA 18938
215-862-9139
Rooms: (6)
Suites: (2)
Price Range: \$165-\$265

**Clarion Inn & Suites New Hope - Lambertville-
outside of Borough**

6426 Lower York Rd, New Hope, PA 18938
215-862-5221
Rooms: (137)
Price Range: Smart Reservations - Change Daily

**Fox and Hound Bed & Breakfast of New Hope-in
Borough**

246 W Bridge St, New Hope, PA 18938
215-862-5082
Rooms: (9)
Price Range: \$145-\$265

GAIA Guest House-in Borough

244 S Main St, New Hope, PA 18938.
267-740-2265
Rooms: (5)
Price Range: \$145-\$275

HollyHedge Estate-outside of Borough

6987 Upper York Rd, New Hope, PA 18938
215-862-3136
Rooms: (15)
Price Range: \$150-\$350

Hotel du Village-outside of Borough

2535 River Rd, New Hope, PA 18938

866-683-3586

Rooms: (22)

Price Range:

Full Bed: (Friday) \$222 - (Saturday) -\$277.50

Queen - King Beds: (Friday) \$277.50 - (Saturday) - \$333

Inn at Phillips Mill Restaurant-outside of Borough

2590 River Rd, New Hope, PA 18938

215-862-9919

Rooms: (4)

Price Range: \$100 - \$120

Logan Inn-in Borough

10 W Ferry St, New Hope, PA 18938

215-862-2300

Rooms: (16)

Price Range:

Week: \$180-\$195

Weekend: \$275-\$300

New Hope Lodge-outside of Borough

400 W Bridge St, New Hope, PA 18938

215-862-2737

Rooms: (28)

Price Range: \$69-\$200

Olivia's Bridge Street Inn-in Borough

28 W Bridge St, New Hope, PA 18938

215-693-1592

Rooms: (8)

Price Range:

Week: \$149-\$169

Weekend: \$219-\$269

Porches on the Towpath-in Borough

20 Fishers Alley, New Hope, PA 18938

215-862-3277

Rooms: (12)

Price Range:

Week: \$129-\$179

Weekend: \$169-\$259

The Inn at Bowman's Hill-outside of Borough

518 Lurgan Rd, New Hope, PA 18938

215-862-8090

Rooms: (4)

Suites: (4)

Price Range: \$495-\$895

The Raven-in Borough

385 W Bridge St, New Hope, PA 18938

215-862-2081

Rooms: (8)

Price Range: \$89-\$249

The Wishing Well Guesthouse -outside of Borough

144 Old York Rd, New Hope, PA 18938

215-862-8819

Rooms: (6)

Price Range: \$99-\$165

**Wedgwood Inn Bed & Breakfast-in
Borough**

111 W Bridge St, New Hope, PA 18938

215-862-2570

Rooms:

Price Range:

Week: \$110-\$225

Weekend: \$150-\$295

**Deer Park Camp & Retreat Center-outside of
Borough**

6290 Lower Mountain Rd, New Hope, PA 18938

215-791-5829

Rooms: (12) accommodates 48 guests

Cabins: (22) accommodates 140 guests

Price Range: \$34 per night/person



Wedgwood Inn

The
Wedgwood
Inn

Bed & Breakfast
Lodging

GRANTS AND FUNDING

CHAPTER 10

DEVELOPER IMPACT FEES AND BOROUGH PARKS

GOAL: Expand and Improve New Hope Borough Parks

Resident survey results supporting parks. There were many comments on the survey under questions 27 and 28 asking for a children's park, dog park, opening up the New Hope/Lambertville Bridge Park.

Planned and desired economic growth can have a significant community benefit in relations to borough parks.

RECOMMENDATION:

New Hope Borough creates and introduces an ordinance and SALDO requirement for Developer Impact Fees.

A Developer Impact Fee is a common assessment in Land development utilized by many other Bucks and Montgomery County municipalities. The purpose of these fees is to offset the impact from development in a way that benefits the entire community, namely by improving parks.

Fees are assessed on either a per unit basis or by project scale. The per unit fee is generally in the \$1,000 to \$2,000 per unit fee and these funds are then strictly to be used in municipal park systems for improvements, playground equipment, trails and other amenities. These funds can also be used towards grants thus doubling the funds.

Perkasie has 300 new homes under construction, which was a desired goal in their community. Three hundred new homes created \$450,000 in Developer Impact Fees for their park system. Other amenities in the works include a new community Band Shell, new skate park and new playground equipment in all parks.

CASE STUDY: Perkasie Borough

A 144-unit townhome complex generated \$216,000 in Developer Impact Fees for Perkasie Borough Parks. The Borough has a \$1,500 per unit Impact Fee.

In September 2018, Perkasie installed \$100,000 of playground equipment in their Menlo Park from these fees. This park borders the Perkasie Library, Community Pool and Vintage Carousel.

- Playground equipment and Enhancements included
- Air Walker (Zip Line)
- Spiral Adventure (Jungle Gym)
- Slides
- Hexagon Net (Spider Web)
- Swings
- Improvements to existing Pavilion
- Improvement to Parks drainage system



BUSINESS IMPROVEMENT DISTRICT (BID)

2021 - ONGOING

Budget Goals: \$250,000 to \$300,000 annually

New Hope Borough begins the Business Improvement District (BID) in 2019 in conjunction with Department of Community and Economic Development (DCED). (BID) district is defined and approved, assessment criteria established, public and business engagement is developed.

2021 - (BID) to be implemented, (BID) Board and 501c3 are established. Staff is hired, programs developed, events created an ongoing Renaissance goals continued.

Business surveys and the Town Hall meeting preference boards support the creation of a Business Improvement District (BID).

What is a BID?

A business improvement district would be a geographically defined area. Within the district, services, activities, and programs are paid for through a special assessment which is charged to all members within the district in order to equitably distribute the benefits received and the costs incurred to provide the agreed-upon services, activities, and programs.

A New Hope Borough (BID) would create a permanent funding source for a defined Business District that has an independent board of directors. This can fund staffing and support initiatives such as sidewalk repairs, Town Center decor, fund facade grants, purchase property and renovate buildings, create ongoing New Hope marketing and events.

(BIDs) create funding through commercial property assessments that proportionately calculate funds based on predetermined criteria such as square footage or other factors determined by Borough Council.



Business Improvement District (BID)

It is supported by residents and businesses through surveys that the creation of a Business Improvement District is desired to support Downtown initiatives.

A (BID) is a legal district created within a municipality, designed by ordinance, to improve, promote and fund revitalization. It is much like a Homeowners Association where fees are levied to each property owner to support maintenance of one large complex.

(BIDs) are a legal, independent 501c3 organization with its own board of directors and paid staff. Their purpose is to create and support improvements to a defined district such as sidewalks, lighting, banners, decorations, signage, events, promotions, marketing, real estate investment and revitalization.

Action Steps:

- Work with PA Department of Community Economic Development (DCED)
- New Hope defines BID district
- Property assessments studied
- Funding ratio determined
- Create legal BID organization
- Appoint BID Board of Directors
- Enact Borough Ordinance to create BID
- Public meetings
- Vote by New Hope Borough Council
- 40% of property owners cannot dissent

Once established, the ordinance levies a fee on each property that supports the BID. The cities of Philadelphia and West Chester are good examples of successful BIDs.

Business Improvement District: Funding

\$200,000 - \$300,000 - Annually
2023 - 2028

Creating a (BID) takes approximately 1-2 years to establish and last for five year periods which can be renewed. A (BID) is a defined business district that levies an assessment on the commercial real estate within that district. A (BID) can fund full-time staffing, marketing, events, district improvements such as decorations, sidewalks, street lamps, facade grants, and real estate. This plan’s facilitator will be responsible for assisting in the (BID) creation.

The Business Improvement District itself is created by the Borough with assistance from the Department of Community and Economic Development. The (BID) cannot be New Hope Borough, although funds are collected by the Borough and distributed to the (BID) organization.

The (BID) is a separate, independent business organization working solely for the businesses within the defined district.



MULTI-MODAL SIDEWALK GRANTS

PENNDOT & STATE TRANSPORTATION BILL

Goal: Improve all sidewalks, bury utility lines, improve pedestrian safety and crossings

One million plus visitors stroll New Hope Borough's Town Center District each year. Improving and providing for pedestrian safety and mobility is a key goal of this plan.

NEW HOPE IS A HISTORIC TOWN

At the time of its construction 200 years ago there were no building codes.

New Hope sidewalks are narrow, they are heavily traveled by pedestrians and utility poles impede safe travel. Conditions of existing sidewalks are fair.

Redoing sidewalks and burying utility lines improves safety, access and handicapped mobility.

PECO estimates that burying utility lines costs \$1 million per mile. Research needs to be completed if implementing a sidewalk grant can determine if the utilities can be buried along with the new sidewalks.

CASE STUDY - NEW BRITAIN BOROUGH

BCG works as an Economic Development consultant for New Britain Borough and assisted in securing a \$100,000 DVRPC Main Street Economic Development Grant. The successful completion of this grant led to the application and award of a \$600,000 Multi-Modal Sidewalk Grant that will link the entire New Britain Borough, its New University Village District paired with Delaware Valley University and link its two train stations.



**MULTI-MODAL
SIDEWALK
GRANTS CAN
HELP SUPPORT
THE VISITOR
EXPERIENCE.**

DELAWARE VALLEY REGIONAL PLANNING COMMISSION (DCED) AND PA DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT (DVRPC)

DVRPC REGIONAL AND CIRCUIT TRAILS PROGRAM / TRANSPORTATION AND COMMUNITY DEVELOPMENT INITIATIVE

Goal:

Seek to enhance and improve trails and connectivity for New Hope Borough trails that is supported by resident surveys. These trails can act as connecting links locally and regionally, especially with the Delaware Canal towpath.

Recommendations:

New Hope Borough supports, promotes and designs enhanced trail connectivity. Create destination New Hope branding to bicyclists and hikers to shop, lodge, dine and visit the borough. Provide bicycle racks and other amenities for enthusiasts.

DVRPC's Regional Trails Program provides planning assistance and financial support to trail developers, counties, municipalities, and nonprofit organizations to complete the Circuit, Greater Philadelphia's 750-mile network of multi-use trails. With financial support from the William Penn Foundation, the Regional Trails Program has provided over \$11 million in funding to 55 trail planning, design, and construction projects.

The Circuit Trail system takes advantage of the many opportunities to build and connect trails across the region that is a product of the area's success in re-purposing unused rail corridors and developing linear parks along the region's waterways. Indeed, one of the major goals of the Circuit is to provide access to the region's rivers, creeks, and streams. Just as importantly, the Circuit will also serve as the backbone for a network of "bicycling highways" that will allow safe and efficient travel by bicycle between homes, businesses, parks, schools, and institutions free from motorized traffic.

Transportation and Community Development Initiative (TCDI)

The Transportation and Community Development Initiative (TCDI) is an opportunity to support smart growth initiatives that implement the Connections 2045 Plan for Greater Philadelphia. TCDI focuses on linking land use and transportation planning by:

- Improving the overall character and quality of life;
- Enhancing the existing transportation infrastructure capacity;
- Promoting and encouraging the use of transit, bike, and pedestrian transportation modes;
- Building capacity in our older suburbs and neighborhoods;
- Reinforcing and implementing improvements in designated Centers; and
- Protecting our environment.

PA Department of Community and Economic Development (DCED) Greenways, Trails and Recreation Program

Overview

Act 13 of 2012 establishes the Marcellus Legacy Fund and allocates funds to the Commonwealth Financing Authority (the "Authority") for planning, acquisition, development, rehabilitation, and repair of greenways, recreational trails, open space, parks and beautification projects using the Greenways, Trails and Recreation Program (GTRP).

Uses

Projects which involve development, rehabilitation, and improvements to public parks, recreation areas, greenways, trails, and river conservation.

Eligibility

- For-Profit Businesses
- Municipalities
- Councils of Governments
- Authorized Organization
- Institution of Higher Education
- Watershed Organization
- Funding
- Grants shall not exceed \$250,000 for any project.
- A 15% match of the total project cost is required.



IMPROVEMENT DISTRICTS

NEW HOPE INDUSTRIAL PARK CAMPUS

GOAL INCREASE EMPLOYMENT AND CORPORATE TAX BASE

NEW HOPE BOROUGH EMPLOYMENT 2017 - 3,300

SEEK TO DOUBLE EMPLOYMENT AT CORPORATE CAMPUSES. THIS WILL ADD ANOTHER 33,000 TO THE LOCAL SERVICE TAX.

Recommendation:

Create Improvement District in Northern Industrial Zoned Parcels

PA Department of Community and Economic Development

There are roughly 30 acres of industrially zoned land on the Northern border of the Borough. These lands are underutilized parcels that can better serve the community by being revitalized as a corporate headquarters campus.

Incentivizing these parcels through the creation of Improvement Zones that provide tax incentives for corporations to building large headquarters buildings will benefit and help balance the New Hope economy by creating larger employment that will support new housing purchases, purchase of goods and services during the work week.



ENTERTAINMENT ECONOMIC ENHANCEMENT PROGRAM (EEEP)

Goals: Seek to support and enhance entertainment venues in New Hope Borough

Recommendations:

Explore with State Legislators applications and support of existing venues in New Hope such as the Bucks County Playhouse.

Guidelines Overview

Article Act 84 of 2016 (Article XVII-D, the Entertainment Production Tax Credit) authorizes the issuances of Entertainment Economic Enhancement Program to expand the Concert Rehearsal and Tours in Pennsylvania.

Uses

Recipients of an Entertainment Economic Enhancement Program may use the tax credit to offset their Pennsylvania state liability or sell, assign, or transfer the credits to another entity.

Eligibility

It is restricted to Concert Tour promotion companies, Concert Tour management companies, or other Concert management companies that produce a series of live musical Concerts with performances featuring a live musical performer or performers in front of a live audience within the commonwealth. Performances must be held at two or more different locations within Pennsylvania that qualify as a Class 1 Venue, Class 2 Venue, or Class 3 Venue, as defined in the Act.

Credits may be awarded for up to 25 percent of eligible expenses up to \$800,000 per taxpayer per fiscal year. The budget allocation is \$4 million a year beginning in the 2017-18 fiscal year.

Terms

Applications will be accepted no sooner than 180 days prior to the start date of Concert Rehearsals in the Commonwealth.

How to Apply

Applicants must complete the online Electronic Single Application available at dced.pa.gov and submit all required information and documentation as specified in the program guidelines.





EITC - EDUCATIONAL IMPROVEMENT TAX CREDIT

PA DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT

During the course of this study, meetings were held with a number of community organizations. Each group expressed challenges with fundraising. Additional funding can be created by working with local corporations and state legislators to create local EITC funding.

RECOMMENDATION

Implement the EITC Tax Incentive Program to augment and expand programming for student-focused projects. The facilitator will work with local educational organizations to become receiving organizations. They will also, work with local business to become donating organizations. Qualification needs assistance and support from local legislators.

The EITC is a State-created corporate tax credit program and funding mechanism for educational programs for youth. Funds are re-assigned by qualified companies to qualified educational recipients such as public school's education foundations, libraries, and youth-focused art programs.

Recipients must be 501c3 organizations that have specific programs for K-12 students. The corporate contributors must be accepted by the State as a funding organization. Their PA State taxes can then be redirected locally and must be for specified time periods.

CASE STUDY: HATBORO, PA - HATBORO FEDERAL SAVINGS BANK

Hatboro Federal Savings Bank is a \$500,000,000 bank headquartered in Hatboro, PA. The Bank, an EITC Funding Organization, directs \$220,000 annually to local school district education foundations, library, and other educational institutions.

The Hatboro/Horsham School District Education Foundation receives approximately \$120,000 per year, Centennial School District \$60,000 per year and the Union Library Company \$35,000 annually.



New Hope / Solebury Education Fund



PA DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT (DCED)

FILM TAX CREDIT PROGRAM

Goals: Encourage and promote filming and production in New Hope Borough. Capitalize on New Hope's beauty, charm, and character as the backdrop for movie production.

The film industry provides unique revenue streams that support lodging, dining and other good and services.

Recommendation:

Explore and establish Film production incentives in New Hope Borough to the benefit of the downtown business district. Create a catalog of approved filming locations, lodging, dining and support services.

Film Production Tax Credit Program

Overview

Article Act 84 of 2016 (Article XVII-D, the Entertainment Production Tax Credit) authorizes the issuance of Film Production Tax Credits in an effort to expand Pennsylvania's film industry.

Uses

Recipients of a Film Production Tax Credit may use the tax credit to offset their Pennsylvania state tax liability or sell, assign, or transfer the credits to another entity.

Eligibility

A Film production is eligible for the tax credit program if Pennsylvania production expenses comprise at least 60% of the Film's total production expenses.

Eligibility is restricted to the following types of film production: a feature film, a television film, a television talk or game show series, a television commercial, a television pilot or each episode of a television series intended as programming for a national audience.

Eligibility Post-production expenses incurred at a Qualified Post-production Facility.

Please refer to the program guidelines for additional information on eligibility.

Terms

Applications will be accepted no sooner than 90 days prior to the start date of principal photography in Pennsylvania.

Only applications with verifiable documentation that 70% of the film's financing has been secured and that the remaining 30% will be secured prior to the planned start date of principal photography in Pennsylvania will be considered.

Applications are reviewed during the following four periods: July 1 through September 30, October 1 through December 31, January 1 through March 31, and April 1 through June 30.

How to Apply

Applicants must complete the online Electronic Single Application available at dced.pa.gov and submit all required information and documentation as specified in the program guidelines.

Additional Information

Information, including the program guidelines and all application and reporting forms and materials, can be found on the FilmInPA.com website.



Tax Credits

Films that qualify are eligible for a tax credit equal to 25% of the production's total Qualified Pennsylvania Production Expenses. An additional 5% tax credit, for a total credit of 30%, is available

for productions that meet the minimum state filming requirements at a Qualified Production Facility.

Films with eligible Post-production Expenses incurred at a Qualified Post-production Facility, either as part of a Film's total production activities or as a stand-alone post-production project, are eligible for a 30% tax credit of the film's qualified post-production expenses.

APPENDIX, RESOURCES, REFERENCES

The New Hope Borough Renaissance Economic Development Study was crafted to be in alignment with County and State planning documents so as to be in compliance for State and local grant funding.

During the course of the New Hope Renaissance Economic Development Study the following materials, reports, and studies were used to help shape and structure the findings in this report.

Resources:

New Hope Borough, PA
New Hope Borough Comprehensive Plan - 2011
New Hope Borough - Parking Management Study - 2010
New Hope Borough - Riverfront Revitalization Strategic Plan - 2008
New Hope Borough - Open Space Plan - 2010

Bucks County, PA
Bucks County Comprehensive Plan - 2011
Bucks County Planning Commission - 2016 Annual Report of Review Activity
Bucks County Tourist Commission Report
Visit Bucks County PA
Bucks County Economic Development Corporation
Bucks County Industrial Development Authority

Commonwealth of Pennsylvania
Delaware Valley Regional Planning Commission (DVRPC)
The Economic Impact of Travel in Pennsylvania - 2015
Pennsylvania Counties and Tourism Regions

Visit Philadelphia -
2017 - Greater Philadelphia Visitation and Economic Impact Report
2017 - Research on Travel and Tourism in the Philadelphia Region
Pennsylvania General Assembly - 2010 Act 90
Neighborhood Blight and Revitalization Legislation
Delaware and Lehigh National Heritage Corridor

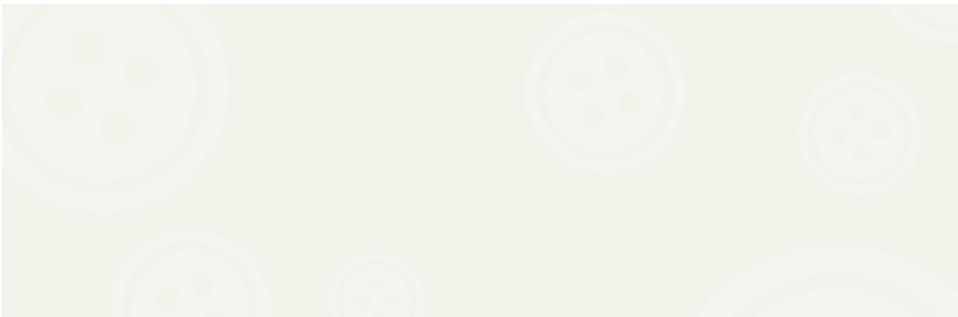
Business Improvement Districts
City of Philadelphia
City of West Chester
Flemington Borough, Flemington, NJ

References

There were a number of tourist driven, historic, destination communities that were researched in reference to this report.

Barth Consulting Group looked for supporting documents to highlight recommendations within this report as examples of how other communities, with similar assets, implemented solutions.





Similar Historic, Tourist Driven communities with Water Assets
 Saint Michael's, Maryland
 Annapolis, Maryland
 Mystic, Connecticut
 Key West, Florida
 Gloucester, Massachusetts

Emerging 21st Century Influences to New Hope Economy

Uber/Lyft

New transportation technologies such as Uber and Lyft allow more visitor arrival and departure from New Hope independent of parking needs and use.

These new transportation trends will become increasingly more popular and prevalent. The reduction of parking demand potentially can be affected by this trend and continued monitoring and strategic planning is advised.

Airbnb

Lodging is an important component of the New Hope economy today and in the future. Special attention is recommended to develop codes and ordinances to account for AirBnB growth within New Hope Borough.

Currently, there are approximately 14 AirBnB's in New Hope. Surrounding New Hope there are approximately 300 AirBnBs. Many New Hope properties are already weekend homes. With such a high demand for lodging, there is a possibility that non-resident owners will convert properties into a money producing lodging with companies such as Airbnb.

EXAMPLES OF HOW OTHER TOWNS SOLVED ISSUES SIMILAR TO THOSE FACING NEW HOPE

Garage Parking Info: 202-261-1881 | On Street Parking: 410-261-4118 | Email: annapolisparking@palin.com

ANNAPOLIS PARKING **P**

Home Parking Locations Programs Information & Events Policies & Rules Us

PARK & SHOP

PARK & SHOP PROGRAM

Enjoy Free and Discounted Downtown Parking

When you shop at participating downtown stores, you can enjoy free or discounted parking for up to two hours at one of our four parking garages in downtown Annapolis. Park in any of the city-owned parking garages, both short-term and long-term, and look for the Park & Shop signs at the entrance of any of the garages. Park & Shop signs are available at all four parking garages. For more information, visit www.annapolisparking.com or call 202-261-1881. For more information, visit www.annapolisparking.com or call 202-261-1881. For more information, visit www.annapolisparking.com or call 202-261-1881.

FREE PARKING OFFER for City Residents

The City of Annapolis is excited to offer City residents FREE PARKING for up to two hours per day at one of our four parking garages in downtown Annapolis.

[MORE INFO](#)

The City of ANNAPOLIS Official Parking Guide

REGISTER FOR DASHING UPDATES & DISCOUNTS

First Name: Last Name:

Phone: Email:

QUICK LINKS

- General Parking Info
- Event Parking
- Garage Info
- On Street Parking
- City Parking Maps
- City History Parking
- Businesses
- Feedback

Harrall-Michalowski Associates 49

Mystic Multi-Modal Transportation Study Towns of Stonington & Groton, CT

February 2008

Recommendation:

Expand Mystic Seaport Water Shuttle Service

- **Construct a new water shuttle pier in the Interchange area to provide water shuttle service to connect hotels, Olde Mistick Village, Mystic Aquarium and new Regional Transit Center**
 - Seek Transportation Improvement funding from the State of Connecticut for construction
- **Operate from Memorial Day to Columbus Day**
- **Purchase of additional launch vessels**
 - Purchase with grant money
 - Operational funding provided through previously proposed two-town Mystic Village Special Service District (SSD)
- **15 to 20 minute headways**
- **Four Stops:**
 - Interchange area
 - Mystic Seaport
 - Behind S&P Oyster Company Restaurant - Downtown (Stonington)
 - Off Gravel Street - Downtown (Groton)

Proposed Water Shuttle Route & Stops

The map shows the proposed water shuttle route along the coast of Mystic, CT. The route is indicated by a blue dashed line with four stops marked by blue circles. Inset images provide visual context for the stops: Interchange Dock, Electric Launch, Seaport Dock, and Stonington Dock. The map also shows major roads like Route 95 and Route 27.

The screenshot shows the City of Santa Fe website. The main navigation bar includes: RESIDENTS, BUSINESSES, VISITORS, DEPARTMENTS, HOT TOPICS, LEADERSHIP & LAWS. The page title is "Motorcycle Parking".

Motorcycle Parking

The City of Santa Fe Parking Division offers a discounted rate of \$1.00 per hour for motorcycles at designated motorcycle parking spaces on-street at the following locations:

- Guadalupe Street (on the corner of Montezuma Street)
- Manhattan Street (on the corner of Guadalupe Street)
- Placita Avenue (on the corner of Washington Street)

For special accommodations and further information, please call (505) 755-6287.

On the left side of the page, there is a sidebar menu with the following items:

- TRANSPORTATION
- Access
- Parking
 - Parking Fees and Accommodations
 - Food Parking
 - ADA Parking Accommodations
 - Parking Infrared Cameras
 - Special Events Parking
 - Parking History
 - Motorcycle Parking**
 - Parking Solutions
 - Fee & Parking Citation
 - Appeal a Parking Citation
 - Apply for a Parking Permit
 - Report a Broken Parking Meter
 - Sign a Parking Meter
 - Contact Parking Staff
- Home

