

# **Borough Of Macungie**

## **Borough Business Revitalization Program**

April 28, 2005

# **Welcome...**

# Macungie Business Revitalization Program



- Project Background
- Action Plan
- Borough Business Coordinator's Role
- Where do we go from here?

# Project Background

## **1. Purpose:**

Lehigh County outreach to municipalities in order to match resources with needs

## **2. Findings:**

Common concern of boroughs and cities is downtown and business district vitality

## **3. Resolution:**

Develop a program that will enable local business owners, residents and property owners to revitalize their business community

# 3 Points of Program

- Surveys & Action Plans
- Borough Business Coordinator
- Façade & Streetscape program

# Participating Boroughs:

## **Lehigh County**

Alburtis

Catasauqua

Coopersburg

**Macungie**

## **Northampton County**

Bangor

Bath

North Catasauqua

Hellertown

Wilson

# **The Action Plan consists of three main categories:**

- Business Improvements
- Community and Building Façade Improvements
- Borough Business Revitalization Coordinator

## **Action Plan: Objective**

*Forge stronger links within the Borough of Macungie through visual improvements of public space, traffic calming and cooperation within the community.*

# Action Plan: Potential Partners

Borough Business  
Revitalization  
Coordinator

Macungie Business  
Owners Association

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County of Lehigh

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Borough of Macungie

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Greater Lehigh Valley  
Chamber of Commerce

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Small Business  
Development Center

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Pennsylvania Downtown  
Center (PDC)

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PA State Association of  
Boroughs (PSAB)

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Lehigh University  
SBDC

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Macungie Beautification  
Committee

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PennDOT

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Macungie Garden Club

# Action Plan: Business Assistance

## Goal

Encourage small restaurants, shops and other small businesses; maintain thriving businesses

## Action Item

- Create an inventory and database of existing businesses and commercial properties
- Take photographs throughout the district for a visual benchmark
- Determine desired business mix
- Attract businesses to compliment existing mix
- Encourage shops that provide daily needs (i.e., “stop in for coffee,” dry cleaning, salons, barber shops etc.)
- Encourage shops to be unique and offer superior customer service
- Promote existing businesses (map in a brochure)
- Research reasons behind “failed” business efforts

# Action Plan: Business Assistance

## Goal

Encourage small restaurants, shops and other small businesses; maintain thriving businesses, continued

## Action Item

- Gather demographic data on the borough and the surrounding market
- Create cross promotions between businesses
- Encourage shopping, dining and doing other business in the borough
- Encourage community pride and create sense of a “hometown.”
- Assist new and existing businesses to access available programs (SBDC, Marketing seminars, Chamber, etc.).
- Utilize resources of PA Downtown Center and PA State Association of Boroughs

# Action Plan: Historic Quality

## Goal

Restore historic quality of downtown buildings

Restore existing buildings, including homes and businesses

Promote downtown and historic qualities of borough

## Action Items

- Encourage area residents to shop in borough.
- Develop list of historic properties.
- Research historic grants
- Plaques identifying historic buildings
- Historic District promotions
- Explore regulatory options for conserving existing building stock in historic district (National Register Historic District, Municipal Planning Code, etc.)
- Encourage owner-occupied housing

# Action Plan – Cooperation

## Goal

Encourage intergovernmental cooperation and increased new business development in Borough

## Action Item

- Assemble business recruitment packet
- Assemble new business welcome packet
- Review codes and fees and communicate process and prices up front
- Borough Government to facilitate new businesses
- Develop a more appropriate mix of businesses for business district
- Review codes for more appropriate placement
- Code enforcement encouraged

# Action Plan – Welcome

## Goal

Create  
welcoming,  
inviting entrance  
to Borough

## Action Item

Develop gateway to borough with  
welcome signs

# Action Plan – Cooperation

## Goal

Parking  
Management

## Action Item

- Conduct analysis of parking needs and availability
- Create map of available parking
- Improve parking space delineation
- Improve signage at available lots.
- Develop parking management plan
- Use parking enforcement where necessary

# Action Plan – Communication

## Goal

## Action Item

Communication

- Establish lines of communications between local entities and the business community
- Develop or integrate web presence for community
- Cross promote community and retail promotions

# Action Plan – Spirit

## Goal

Encourage community and business spirit, volunteerism

## Action Item

- Businesses to open during community events
- Business mixers
- Competition among commercial and residential property owners for visual improvements
- Encourage membership in the Macungie Business Owners Association
- Volunteer recognition program

# Action Plan – Communication

## Goal

## Action Item

Communication

- Establish lines of communications between local entities and the business community
- Develop or integrate web presence for community
- Cross promote community and retail promotions

# Measures for Success

- ▶ Full Store Fronts
- ▶ Increased Economic Activity
  - ▶ More stores/better business mix
  - ▶ Jobs created
- ▶ Less Business Turnover
- ▶ Higher Quality of Life for Residents
- ▶ Visual Enhancements
- ▶ More and better communications between business owners and government/community
- ▶ Self-Sustaining Program

# Your Proud Partners



**Pennsylvania  
Department of  
Community and  
Economic  
Development**

**Greater  
Lehigh Valley  
Chamber of  
Commerce**



**Lehigh County  
Department of  
Community and  
Economic  
Development**

# Macungie Downtown Action Plan

Where do we go from here?

IT'S UP TO  
YOU!

