



The Lansdowne Landing

From
Concept
to Reality

The Beginning: Plans, plans and more plans



A plethora of plans

- 8 plans that had been commissioned and adopted by Borough Council...but little done with them
- The Walkshed Plan, developed to make the downtown a more pedestrian friendly area
- Most recently drafted and adopted plan, I took it into my committee to see what could be done

Walkshed Plan Review

- Months of review, research & discussion in Council Committee
- Presenting to Borough Council ideas and options
- Agreement reached for a pilot
- Agreement reached to create a planning committee

Borough Council Reactions

- Impact to the Theater
- Need for better plan with numbers and impact
- Concerns over cost to implement and use of taxpayer funds

The Challenges: Overcoming Obstacles



Council Interest

- Although approved to continue and develop the idea, resistance continued
- Money, Safety, Maintenance, and lack of understanding were constant throughout the process

Parking Concerns

- Opposition voiced to the removal of any parking spaces across from the theater
- Lack of awareness of the businesses
- Lose of parking spaces would be detrimental to the future growth of the Central Business District

Funding

- Borough Council's appetite for funding
- Conventional funding options
- Unconventional funding

Building

- Borough staff
- Bid process
- Community volunteers

Safety Concerns

- Borough Council concerns
- Public concerns
- Chief of Police

Project Adoption

- Borough Council adoption
- Public adoption

The Solution: Lighter, Quicker, Cheaper



Research,
Research &
even more
Research

- Research was key – Google was my friend and ally throughout the process
- Found Project for Public Spaces and the Quicker, Cheaper, Lighter methodology

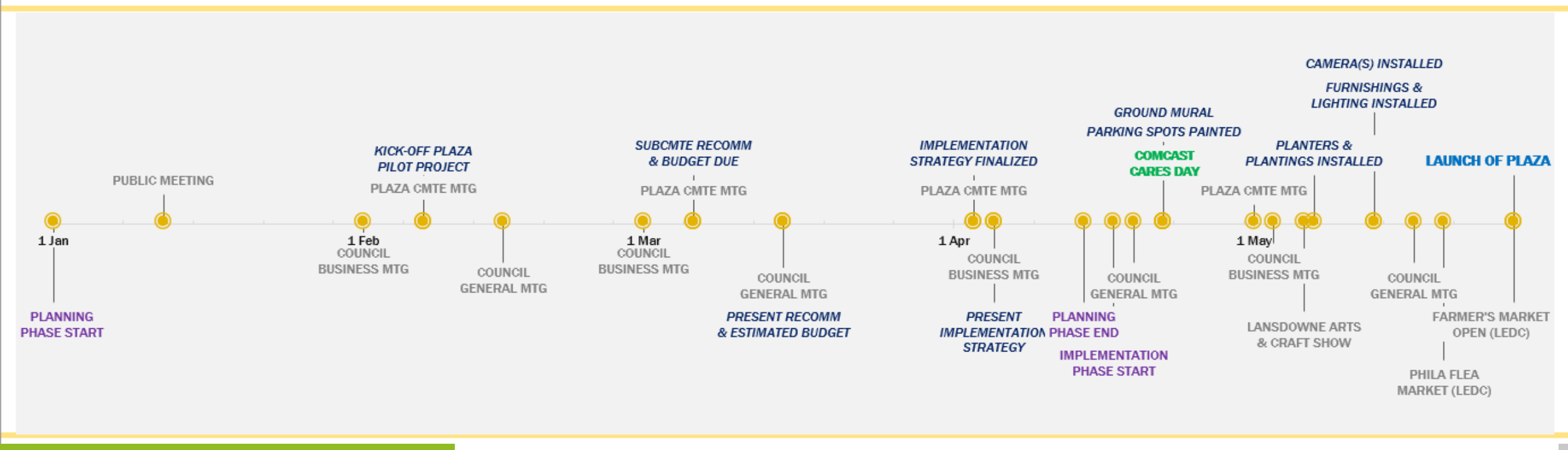
The Porch at 30th Street

- Continued my research with the Porch, it is in my backyard
- Looked up the leadership of the University City District and emailed for a meeting
- The advice and documentation provided was invaluable and gave fuel to my fire

The Journey:
Planning to
Implementation



Timeline to Open



Public Engagement

- Critical to the success of the project was engaging the public early and often
- Held Public Meetings (first Jan 12, 2017)
- Formation of the Plaza Planning Committee

Plaza Planning Committee

- Public Meeting: Provided sign in sheet for attendees to provide email address to receive updates
- Put call out to email list and on Social Media
- Created sub-committees with high level goals based on distribution of work
 - Measures of Success
 - Plantings/Planters
 - Ground Mural
 - Furnishings/Lighting
 - Programming/Marketing
 - Funding

Borough Newsletter

PUBLIC MEETING NOTICE

THURSDAY JANUARY 12, 2017
7:00 pm

PLAZA PROJECT


NORTH LANSDOWNE AVENUE
TWENTIETH CENTURY CLUB
84 S. LANSDOWNE AVENUE

The public is invited to attend a meeting to gather feedback on the proposed pilot of the Plaza project. The meeting will be held on **Thursday, January 12th at 7:00 pm** at the Twentieth Century Club, located at 84 S. Lansdowne Avenue.

What is the Plaza project?
The current Municipal Parking lot on North Lansdowne Ave across from the Lansdowne Theater. This space is used for numerous community events including but not limited to the Lansdowne Farmer's Market, Beginning & Ending of the Memorial Day 5K Run, the lighting of the Christmas Tree and meet & greet with Santa. This location offers an excellent opportunity for development of an intentional, planned public space as it's use as a public gathering space has developed organically over time.

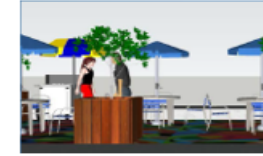
What is the Pilot of the Plaza?
The Pilot of the project would seek to humanize the space with modest and fully movable furnishings, lighting and greenery. Efforts will be made to infuse the space with an even wider range of programming. During the Pilot phase, site studies would be conducted to document usage patterns that will be used to inform the more capital-intensive, long-term vision for the Plaza as a permanent public space, experimenting with a variety of configurations and programming to determine what would draw people to the space before making any permanent capital changes.

To learn more about this project or to participate in this discussion, please email Susan Williams at williams@borough.lansdowne.pa.us or call (610) 623-7300.



Something new is coming to Lansdowne

Mark your calendars for May 27th and join your fellow Lansdownians for the opening of the new Lansdowne Plaza Pilot! In case you haven't heard about it, the Plaza will transform a portion of the municipal parking lot on Lansdowne Avenue into your new favorite hang-out spot. Complete with ground art designed by William Penn grad Brad Carney, seating and tables, dedicated lighting, and beautiful plantings it's sure to be the place to be this summer! Designed to entice pedestrians to sit and enjoy all that downtown has to offer, the plaza is sure to be part of your evening walk or Saturday at the Farmer's Market.



The Lansdowne Plaza Pilot is part of the larger Walk-Shed Project, intended to increase the walkability of the central business district, give those businesses an economic boost, and brighten the downtown with art. While the Plaza is moving forward as a pilot project it is the hope that Borough residents will enjoy the plaza enough to make it a permanent fixture!

To keep up to date on all that's happening on this or any project and volunteer opportunities in the Borough check out the Lansdowne Borough Facebook page, website or stop by a Borough Council meeting on the first and third Wednesdays of each month at Borough Hall.

2017, the Year of the Lansdowne Landing

Q: What Pilot Program is 18 feet wide x 120 feet long, bright and festive, and has pretty planters and outdoor seating for over 50 people?



A: The Lansdowne Landing!


In case you haven't ventured out of your cozy home in Lansdowne much, 2017 was the year of the Lansdowne Landing Pilot program. The Lansdowne Landing is an outdoor gathering space that is in the parking lot at 30 North Lansdowne Avenue adjacent to the Lansdowne Farmers Market area.

This space was so exciting and unique that it was featured by Fox 29 news segment, 'For Goodness Sake'; an article in the Delaware County Times and was recognized by the Philadelphia Horticultural Society Gardening and Greening contest with the 2017 Garden of Distinction award. Over 50 public events have taken place in the Landing such as Movie Nights, Meditations/Yoga, Jazz shows, Holiday demos and so much more.

BUT it was only a Pilot program testing the viability of a gathering space in the center of town. This initiative is part of the larger Walk-Shed Project, intended to increase the walkability of the central business district, give those businesses an economic boost, and brighten the downtown with art. The results and recommendations from the pilot will be presented at the General Meeting of the Lansdowne Borough Council on Wednesday, January 17, 2018 @ 7pm on the second floor of Borough Hall. This meeting, as are all Council meetings, is open to the public.

For more information on the Landing go to www.LansdowneLanding.com or Facebook.com/LansdowneLanding.

The Lansdowne Landing becomes a permanent feature of the Central Business District streetscape



The Lansdowne Landing is an outdoor gathering space located in the municipal parking lot at 30 North Lansdowne Avenue across from the Lansdowne Theater. The program looked to determine if a space of this type work in the Central Business District?

At the January 17th General Meeting of Borough Council meeting, the results of the Pilot program of the Lansdowne Landing were presented and Borough Council decided to move forward with the Landing as a permanent feature in the Borough.

Then at the February 7th Business Meeting of Borough Council, the Lansdowne Landing Board was officially created.

The high level mission of the board. The Lansdowne Landing Board will be charged with making recommendations to the Borough Council regarding community building programming to the Landing and developing design and construction details of the Landing.

More specifically: The Board shall be composed of a minimum of five (5) members and a maximum of seven (7) members to be appointed by the Borough Council with power to provide and conduct recreation, community-building and cultural activities and maintain the Landing, subject to the approval of Borough Council, and to make design and improvement recommendations to the Borough Council from time to time. The Board members shall serve for a term of three years each.

And finally, at the March 7th Business Meeting the first Lansdowne Landing Board members were appointed. The Board has a mighty mission, but I believe they are up to the task.

My heart is full with gratitude and admiration for the countless volunteers, donors and supporters of this experiment we call the Lansdowne Landing! I am so honored to have been involved and look forward to where we can take this experiment of ours.

Susan Williams
Lansdowne Borough Council Member
Chair, Economic Development Committee

Social Media

- Planning Meetings posted
- Campaign to Name the Plaza
- As decisions were made, they were posted
- Events, build days
- Pictures, Pictures & more Pictures



Finding Alternative Funding Options

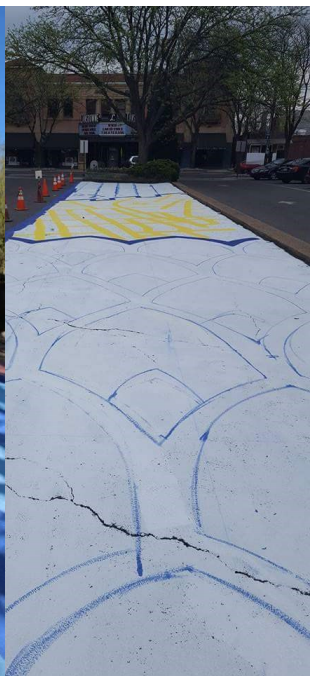
- Self funding – Citizinvestor.com, crowd funding
- Free sourcing materials
- Business Donations
- Private grant opportunities
 - Comcast Cares Day
 - National Association of Realtors Creative Placemaking grant

Manpower



- Volunteer labor force
 - 99% of the Landing was built by volunteers
 - Only use of staff was installation of the lights
- Engaged High School students
- Planning Committee members





The Results: Birth of a Public Space



In under a year

60
Places to sit



1
Ground mural

1

Ground mural

75
Donors

75

Donors

589
Facebook Followers

589

Facebook Followers

125+
Flowers planted

125+

Flowers planted



125+
volunteers

125+

volunteers



3
trees

3

trees



\$7534
Private dollars raised

\$7534

Private dollars raised



5
News stories

5

News stories



29
Farmer's market days

29

Farmer's market days

6
Musical performances

6

Musical performances



27
Public Events

27

Public Events

16
Committee Planned events

16

Committee Planned events



100s
Al fresco lunches

100s

Al fresco lunches



3
movies

3

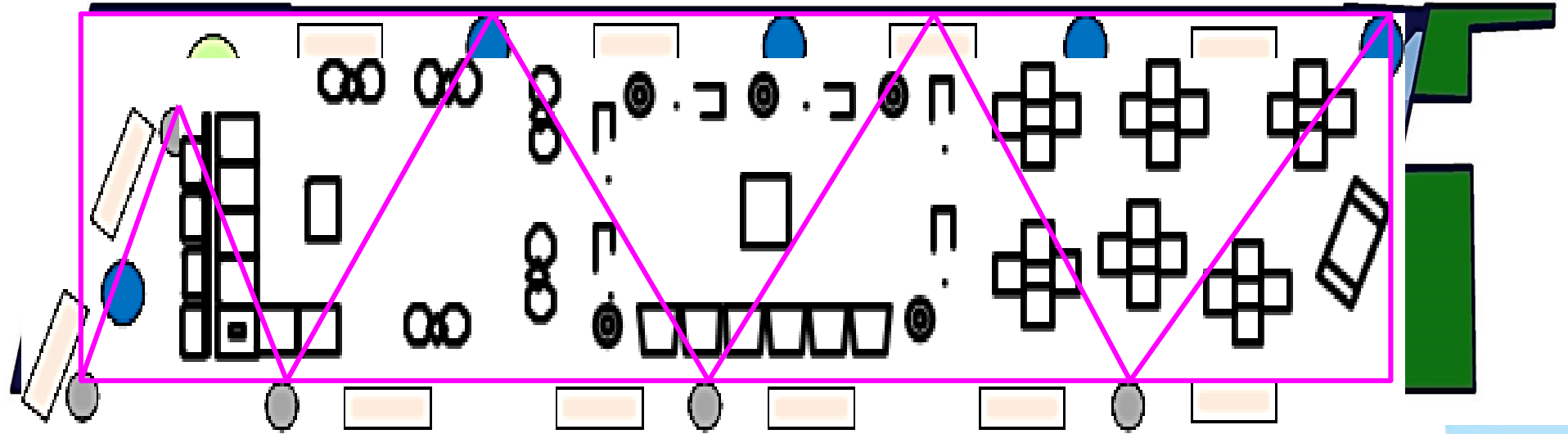
movies

9
Planters built

9

Planters built

Before April 2017, the area now known as the Landing was a row of parking spaces. In it's pilot as the Landing, the space has enjoyed many successes.



Lansdowne Landing Design

Features a basic set of elements implemented by the Landing Planning Committee, comprised of Lansdowne residents, in less than 3 months.

9
Planters
Built



6
Café Tables

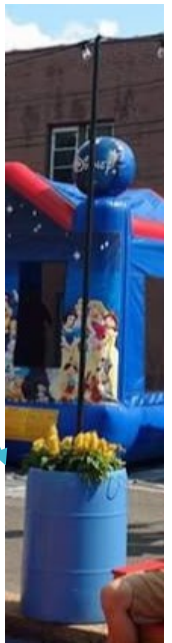


16
Café Chairs

5
Seating Options



8
Barrels



The Landing is many things to many people...



Visit with Santa



Night out with Friends



Playtime



Relaxing on a summer night



Community Potluck



Yoga in the sun



Storytime



Board games



Free Market



Sunday Jazz



EXPLORATION



Kid Zone at the Arts on the Avenue festival



Movie Nights



Friendly game of chess



Performance Space



HANGING WITH FRIENDS

mrfantastic78 | ♥ what y'all are doing with this space. Beginning to feel like a community.



lansdownelanding Lansdowne Landing Follow

lansdownelanding ...and we have trees! One of the final improvements to the Landing. Still to come? Vining plants for the trellis to help with shade, lighting, and a bit more furniture. Anything you'd like to see? Let us know! This is an evolving space. .

#lansdownelanding #popuppark #keepitcomin #ifyoubuildit

mrfantastic78 | ♥ what y'all are doing with this space. Beginning to feel like a community.

29 likes

JULY 9



lansdownelanding Lansdowne Landing Follow

lansdownelanding Another full day of volunteering! Truly community in action. We started painting the mural on April 29th and have built everything else from scratch in the last 30 days. We can't believe how far we've come in such little time. Lots of hands make light work. We can't thank you enough if you've stopped down to pitch in for a few hours. Grand opening is next Saturday, May 27th with the start of the Lansdowne Farmers Market season! #webuiltthistogether #lansdownelanding #delco #communitylove #greenspace #popuppark

cnbrd13 Great job Lansdowne..a wonderful example of the community working together.

25 likes

MAY 21

Community thoughts on the Landing



lansdownelanding Lansdowne Landing Follow

lansdownelanding And we have seating! Grab some food from a local spot and enjoy it outside. #evolvingspace #keepitcomin #supportsmallbusiness #lansdownelanding

lansdownelibrary Nice! publichealthndj Thank you to everyone who made this beautiful community space possible. So lovely. Can't wait to enjoy it with some neighbors. lexgracej Can't wait! lexgracej @choose_joy

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becarolbeth It's such a great addition to the community - thanks for putting this together!



lansdownelanding Lansdowne Landing Follow

lansdownelanding Evenings at the Landing. ♥ .

#popuppark #delawarecounty #delco #creativespaces #smalltowncharm becarolbeth It's such a great addition to the community - thanks for putting this together!

32 likes

JULY 6

WHAT YOU ALL HAVE DONE WITH THE LANDING IS AMAZING!!

I have been a part of so many mural projects, large and small, but this transformation of public space with the initiative to add continuing programming to bring the community of Lansdowne together is by far, one of the most neighborhood invested. I am so happy to have been a part of this.

Brad Carney, Muralist

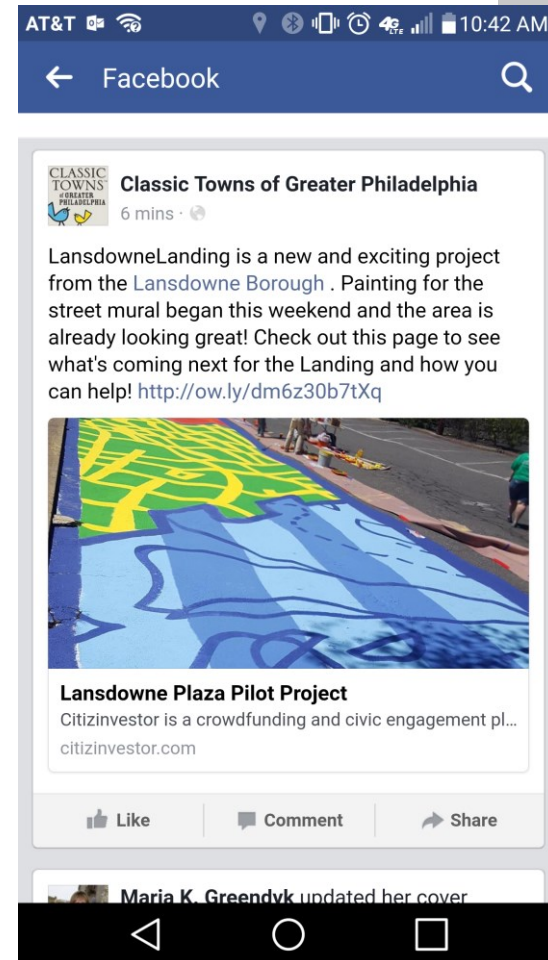
And more thoughts





Press, Honors & Interest

- Classic Towns of Greater Philadelphia story on 4/26
- Fox29 "For Goodness Sake" with Bill Anderson segment on 5/5
- Classic Towns of Greater Philadelphia story on 7/13
- DelcoTimes story on 7/13
- Classic Towns of Greater Philadelphia story on 7/19
- "365 Things to do in Delaware County PA" mention on 12/12
- Pennsylvania Horticultural Society Garden of Distinction Award
- Narberth meeting to discuss project
- Yeadon discussed meeting in 2018



Susan Williams

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Susan Williams is Vice President of Product Delivery for TD Bank focusing on delivery of large scale strategic initiatives for the US consumer bank.

In her free time, Susan holds a seat on the board of the Lansdowne Economic Development Corp, is chair of the Lansdowne Arts on the Avenue Festival.

Susan is a former Lansdowne Borough Council person and while holding that office, she chaired the Council's Infrastructure Committee and the Economic Development Committee and held a seat on the Community Relations, Infrastructure and Finance Committees. It is during this time that she spearheaded the development of the Lansdowne Landing.

Questions...

