

04

COMMUNITY ENGAGEMENT

SCIENCE CAFE



OUR NON-PROFIT MISSION:

VALUES:

How would you like to see the historic elements of the prison preserved? ¿Cómo le gustaría que se conservaran los elementos históricos de la prisión?



Use: Open-air Public Art Installation and Performance Venue



Tear It Down



Use: Host tours, event venue and wedding venue, office space



Wedding venue! etc.



Use: Museum or art gallery



Use: Center dedicated to youth programs



Use: Stories and history of church history and how the former jail at King and Peace streets



Use: Art installation or gallery space



ENGAGEMENT PROCESS

In collaboration with City of Lancaster staff, the consultant team WRT developed a three-phase Engagement Strategy to build community awareness, buy-in, and collaboration, ensure transparency and accountability, and deliver a process that is inclusive, equitable, and representative of the diverse Lancaster East End community. The engagement priorities and key tools to connect with each audience are outlined by Phase below.

1 GROUND-TRUTHING, BUILDING AWARENESS, AND SHAPING PARTNERSHIPS

During phase 1, public engagement was prioritized to better understand community assets, character, challenges, and priorities for the future. This was an opportunity to inform, invite, and educate the community on the planning process with the aim to develop a set of feasible community-based priorities for future uses on the site utilizing existing planning documents and processes.

The key engagement tools implemented were in-person focus groups, canvassing, pop-up events, and online surveys that provided a wide range of community feedback and ways of engaging to support the planning process.

2 COLLABORATION AND CONSENSUS BUILDING

After the initial valuable feedback received from the community and key local leaders, it was essential to incorporate the community-based priorities into initial site plan concepts that were developed by building consensus via

charrette. The aim was to build consensus among participants on site concepts that were presented to the public through an open house event. These engagement tools allowed spaces to create design principles to draft site plan concepts and receive critical feedback from the community.

3 REVIEW, VALIDATE, AND BUY-IN

The last phase is an opportunity for a public review, receive feedback, and validate the draft plan. Phase 3 will focus on presenting a draft vision for the future that the community will review and provide iterative feedback to inform the final plan.

The engagement tools to be implemented are community shareback/validation events, continued use of Engage Lancaster Platform for broader digital reach, and focus groups that will represent the diversity of perspectives and voices in the East End Lancaster area and beyond.

PHASE 1

Focus Groups

BUSINESS FOCUS GROUP AND CANVASSING / APRIL 2025

Business owners located in close proximity to the prison site were invited to participate in a focus group held at City Hall. Approximately five local business owners attended the focus groups and provided helpful insights into doing business in the neighborhood. To ensure broader representation, the engagement approach was expanded to include canvassing of local businesses in the PSA. Two-person teams - each consisting of one City staff member and one WRT representative - conducted canvassing with businesses surrounding the site to discuss the same questions posed during the focus group. Business owners were receptive to these conversations and shared insights on the benefits of operating in the neighborhood, challenges faced, their vision for their businesses over the next 5-10 years, the impacts of the prison on their operations, and their perspectives on the site's redevelopment.



Business focus group participation

COMMUNITY ORGANIZATION FOCUS GROUP / APRIL 2025

Community-based organizations from the neighborhood were invited to participate in a focus group at Lancaster City Hall, where they shared their insights on community strengths, key challenges, the impacts of the prison on the neighborhood, and opportunities and potential challenges associated with the redevelopment of the prison site.

After discussions at Lancaster City Hall, Leaders of community organizations were invited to participate in a tour around the Primary study area of Lancaster East End SAP with team members from the City of Lancaster and WRT. The purpose of the trolley tour was to reimagine the prison site within the context of the community, and how the prison site could be transformed through future redevelopment by uplifting local voices, identifying key opportunities, and addressing potential challenges in a collaborative way.



Community organization focus group discussion



Business focus group discussion



Study area tour with focus group participants

Community Pop-Up Events

APRIL AND MAY 2025

The City of Lancaster staff organized a series of pop-up engagement events from April to May that were held throughout the neighborhood to gather input from residents of different ages and backgrounds in accessible settings such as Reservoir Park. Further, tabling at other events such as Open Streets, Spring Fling, and African American Festival, created opportunities for community members to share their perspectives on needed neighborhood improvements, desired services and businesses that are currently lacking, and their vision for the future redevelopment of the prison site.

Through interactive boards and conversations,



Reservoir Park pop-up, April 14th (WRT)

residents prioritized the need for safer and more visible crosswalks, more trash and recycling receptacles and brighter lighting on the streets. They also shared their preference to enjoy recreation facilities, coffee shop/bakery, and farmers/food market in the area. They would like to see more public gathering spaces, housing and community center. Expressing that their priorities would benefit the community by bringing more jobs, people, safety, activities, and engagement.



Reservoir Park pop-up, April 15th (WRT)

WHAT WE HEARD

WHAT IMPROVEMENTS DO YOU THINK SHOULD BE MADE IN THE EAST END COMMUNITY?

34 

SAFER, MORE VISIBLE CROSSWALKS

29 

MORE TRASH & RECYCLING RECEPTACLES

25 

BRIGHTER LIGHTING

WHAT WE HEARD

WHAT SERVICES/BUSINESSES WOULD YOU ENJOY HAVING IN THE AREA THAT ARE NOT CURRENTLY AVAILABLE?

54 

RECREATION FACILITIES

42 

COFFEE SHOP/ BAKERY

40 

FARMERS/FOOD MARKET

WHAT WE HEARD

FOR THE REDEVELOPMENT OF THE PRISON SITE, WHAT WOULD YOU LIKE TO SEE?

34 

PUBLIC GATHERING SPACE

29 

HOUSING

25 

COMMUNITY CENTER

WHAT SERVICES/BUSINESSES WOULD YOU ENJOY HAVING IN THE AREA THAT ARE NOT CURRENTLY AVAILABLE?

MORE JOBS
 MORE PEOPLE
 MORE MEETING AND EVENT SPACES
 MORE GREEN AREAS

MORE ACTIVITIES/ENTERTAINMENT
 MORE ENGAGEMENT
 IMPROVED IMAGE OF THE CITY
 MORE SAFETY

MORE LOCAL SHOPS
 MORE HOUSING



Reservoir Park pop-up, April 14th (WRT)

Community Survey

The City of Lancaster provided a tool for residents of Lancaster to participate in the East End SAP survey through Engage Lancaster Platform to share their priorities and ideas for the future of the prison site and the surrounding neighborhood. The survey was active for the public between April - September 2025. There were 500 responses to the East End Area Plan's initial survey. About 43% of participants live in the East End Small Plan Study Area, 15% have lived there between 1 - 5 years and about 11.8% have lived there more than 10 years.

Participants shared insights on their perceptions of existing neighborhood conditions, including feelings of safety during the day and at night, and whether the area feels safe for children, seniors, and families. They also identified desired services and businesses that are currently missing, suggested improvements to better support the community, and reflected on the relevance of the prison's history. They shared if the redevelopment of the prison site would benefit the neighborhood, its potential to reconnect surrounding areas, their interest in being involved in the planning process, and their vision for future uses of the site.

Based on responses to a Likert-scale assessment (Very Poor, Poor, Fair, Good, Very Good, or No Response), the highest percentage of participant ratings across most categories fell within the "Fair" range. This indicates a broadly shared perception that existing conditions in the East End are adequate but reflect opportunities for improvement across physical, social, and institutional dimensions. The perceptions included the overall character and image of the East

End area, schools- education quality, physical condition, sense of community, physical conditions of homes, streetscapes, parks and recreational facilities, real and perceived safety, friendliness of neighborhoods, opportunities for civic engagement, and local organizations/ institutions that are part of the East End community.

WHAT WE HEARD

 **500**
PARTICIPANTS

FOR THE REDEVELOPMENT OF THE PRISON SITE, I WOULD LIKE TO SEE:



PUBLIC GATHERING SPACE

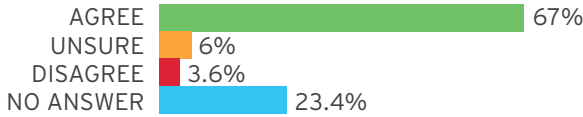


HOUSING



NEIGHBORHOOD SERVICES

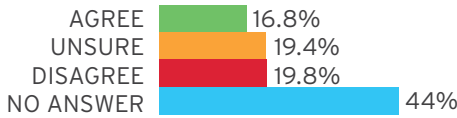
I FEEL SAFE IN THIS NEIGHBORHOOD DURING THE DAY:



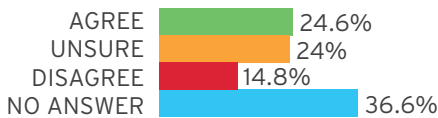
I FEEL SAFE IN THIS NEIGHBORHOOD AT NIGHT:



I FEEL SAFE ALLOWING MY CHILDREN TO WALK AND PLAY OUTSIDE:



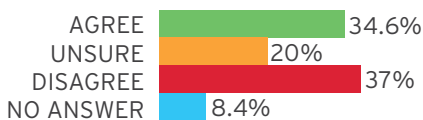
THE NEIGHBORHOOD IS SAFE FOR SENIORS:



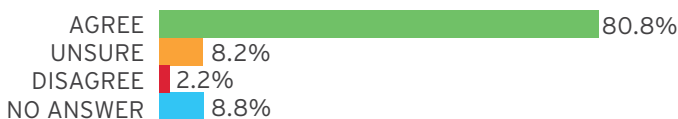
THE REDEVELOPMENT OF THE PRISON SITE WILL BE BENEFICIAL TO THIS COMMUNITY:



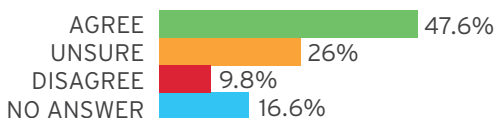
THE HISTORY OF THE PRISON SITE IS IMPORTANT TO ME:



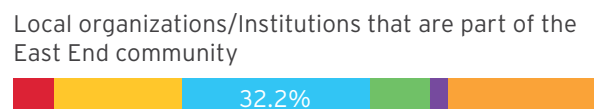
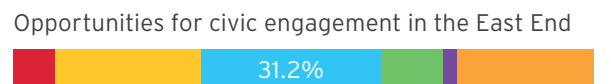
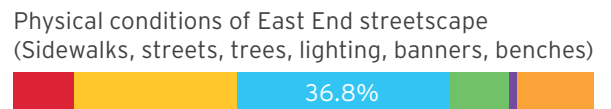
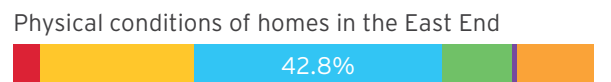
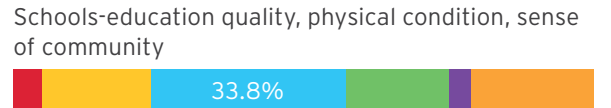
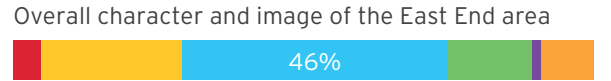
THE REDEVELOPMENT OF THE PRISON SITE IS AN OPPORTUNITY TO RECONNECT THE NEIGHBORHOOD:



I WANT TO BE INVOLVED IN THE PLANNING PROCESS FOR THE REDEVELOPMENT OF THE PRISON SITE:



NEIGHBORHOOD PERCEPTIONS OF EXISTING CONDITIONS:



Results from Online Survey

PHASE 2

Visioning Charrette

As part of the City of Lancaster’s East End SAP’s Phase 2 Engagement Strategy, the consultant team of WRT and Kimley-Horn facilitated a 1.5-day Visioning Charrette on June 25-26th, 2025 that included two (2) design charrettes, a real estate developer roundtable, and a meeting with the East End Small Area Plan project team.

JUNE 25-26, 2025: EAST END SMALL AREA PLAN VISIONING CHARRETTE

DAY 1: JUNE 25TH

Design Charrettes (two timeframes were provided, with both charrettes covering the same agenda/topics)

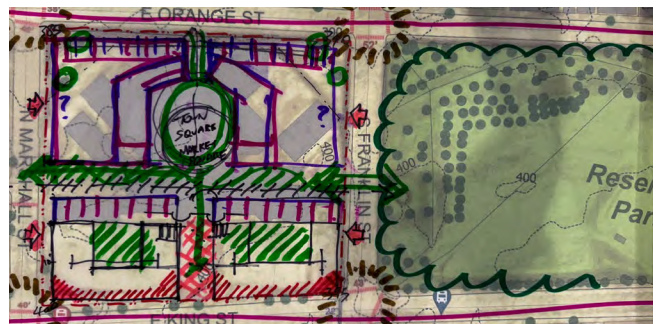
- Charrette #1, 3-5pm
- Charrette #2, 6-8pm

DAY 2: JUNE 26TH

Developer Roundtable, Consultant Team Work Session, and Project Team Briefing

- Real Estate Developer Roundtable, 8:30-10am
- Consultant Team work session, 10-12pm
- Project Team Briefing, 1-3pm

The purpose of the Visioning Charrette was to develop and iterate on initial conceptual site designs for the prison site and primary study area (PSA) based on the synthesis of findings from the East End SAP’s Existing Conditions Analysis and Phase 1 Engagement. Participants in the Visioning Charrette activities included City and County staff, Planning Commission members, representatives from community organizations, nonprofits, and local institutions, and local/regional real estate developers.



Sketches from Visioning Charrette, June 2025 (WRT)



Visioning Charrette, June 2025 (WRT)

Public Open House

In early November 2025, City of Lancaster staff organized a public open house at Lancaster Science Factory on New Holland Ave facilitated by the consultant team WRT. The purpose of the open house was to share and receive feedback from participants about the design principles that derived from the visioning charrettes and that were informed by phase 1 engagement.

Attendees and customers at the museum were invited to participate in three stations to learn more about the Lancaster East End SAP, give feedback on the redevelopment concepts created from the charrettes, and to participate in a series of visual preference surveys to further inform the recommendations for the plan.



Open House at the Science Factory, November 2025 (WRT)



Open House at the Science Factory, November 2025 (WRT)

The first station was a summary of the existing conditions reports of the Primary and Secondary Study Area, with a QR code linked to the complete report.

The second station started with a standing board of the design principles graphics informed by the charrettes and previous engagement activities such as online survey, focus groups, and pop-up events. Next to the design principles board, two redevelopment concepts were presented to the public with an opportunity to write their ideas, feedback, and preferred design principles.

WRT staff clarified to all participants that the presented concepts were not final designs, but scenarios to inform future redevelopment based on community feedback. Some community members expressed a desire to respect the historic character of the site by preserving the existing towers, while others preferred removing



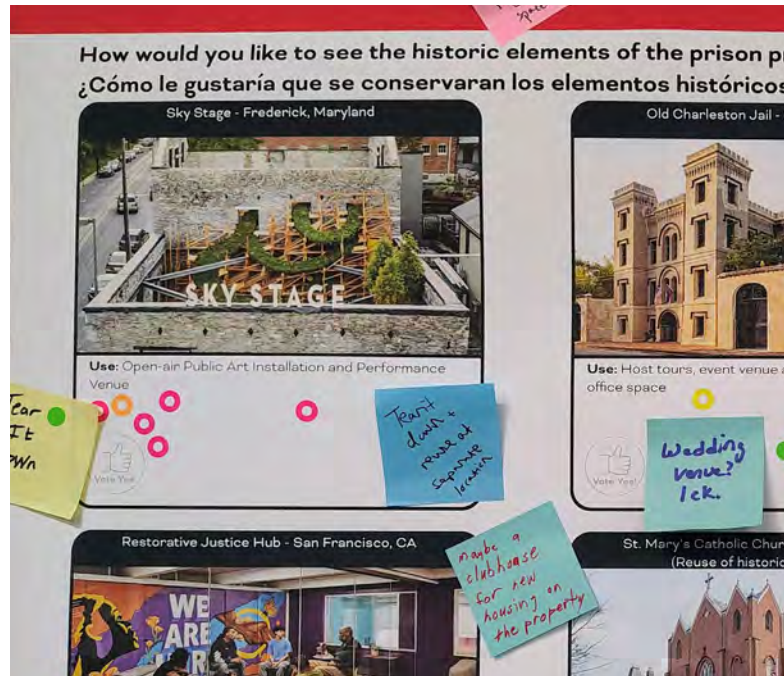
First Station Summary of existing conditions (WRT)



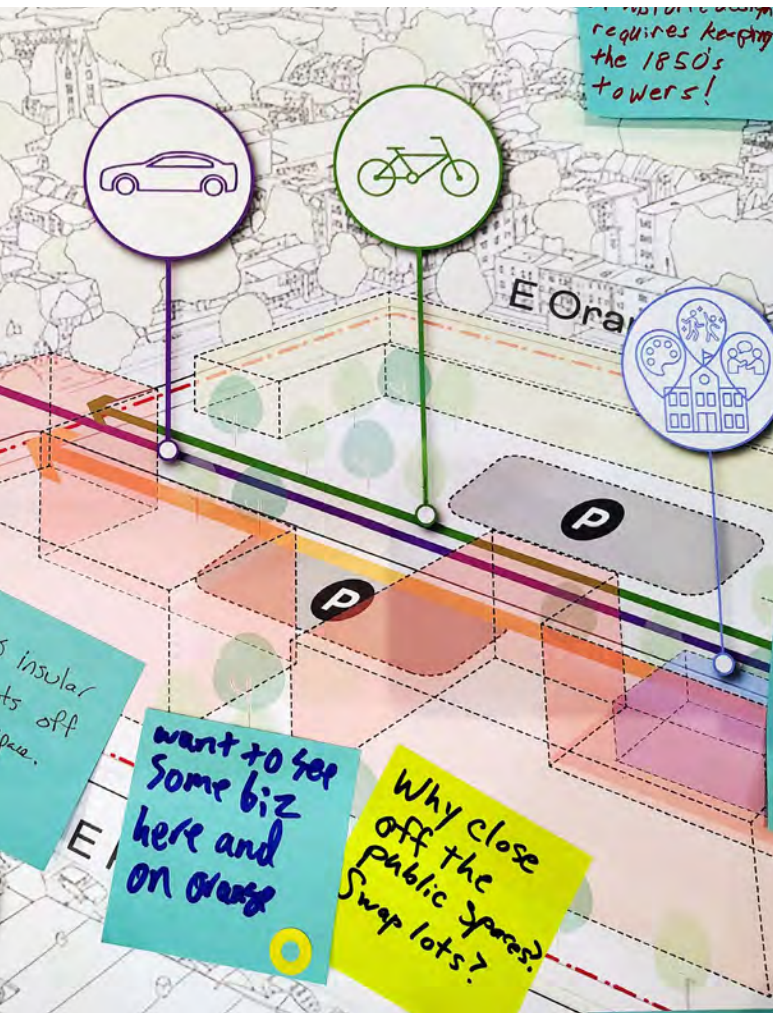
Second Station Redevelopment Concept (WRT)

the prison façade or the facility entirely. Participants also emphasized priorities such as expanding affordable housing, improving pedestrian and bicycle access, and creating more shared public spaces. These priorities are consistent with feedback gathered during previous engagement activities.

The last station was a series of visual preference surveys to get insights from participants related to the type of housing they would like to see on the site, the type of programming and public realm, and how they would like to see the historic elements of the prison preserved.



Third Station Series of Visual Preference Surveys (WRT)



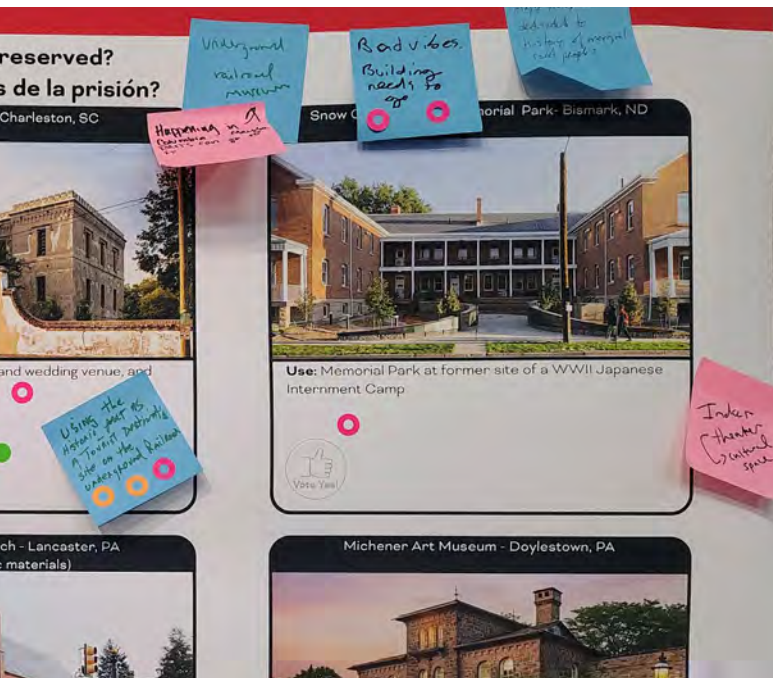
pts (WRT)



Second Station Redevelopment Concepts (WRT)



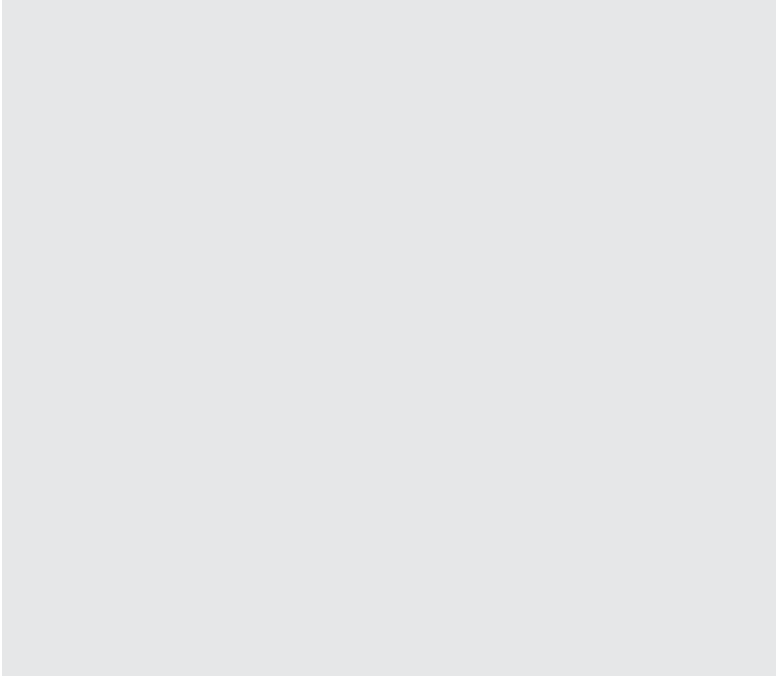
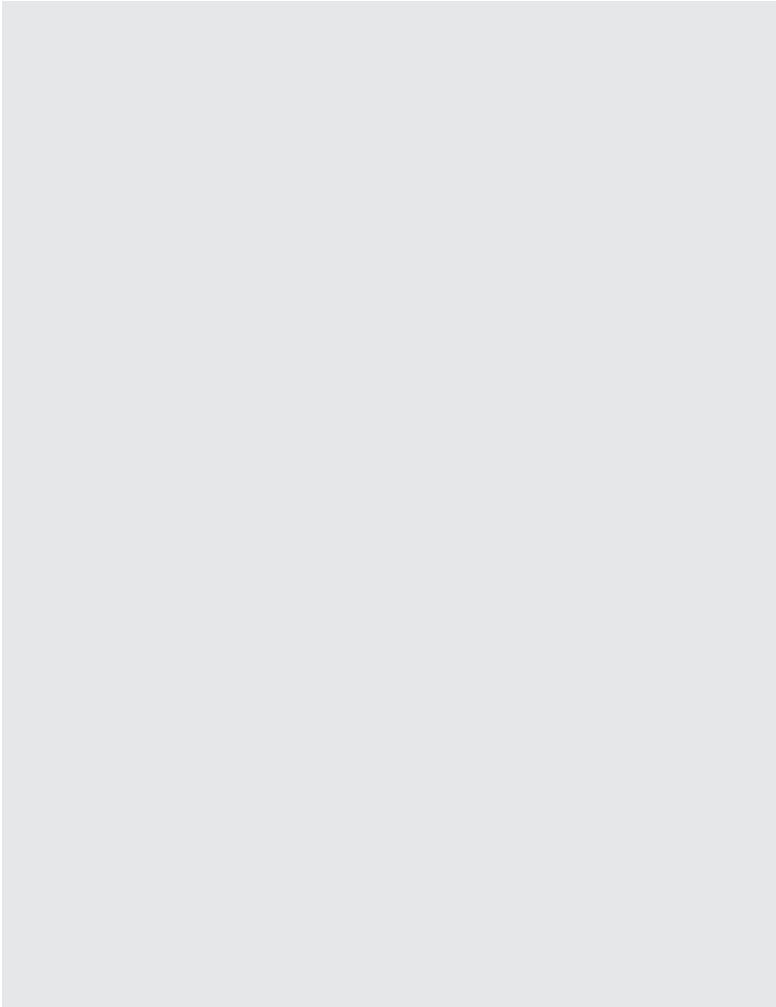
Third Station Series of Visual Preference Surveys (WRT)

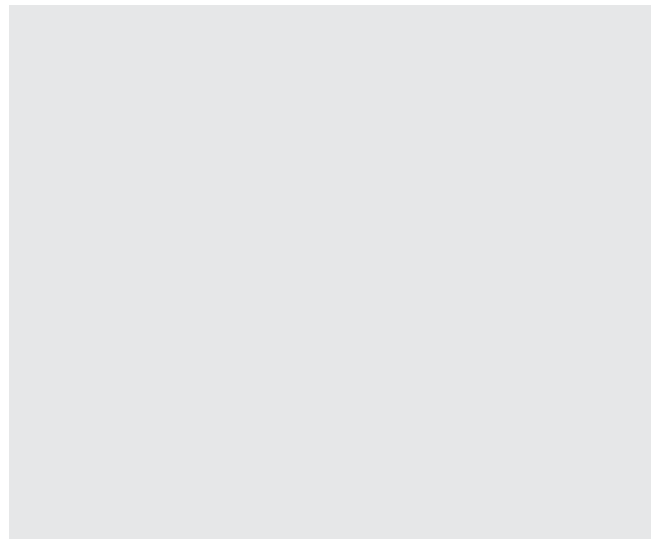
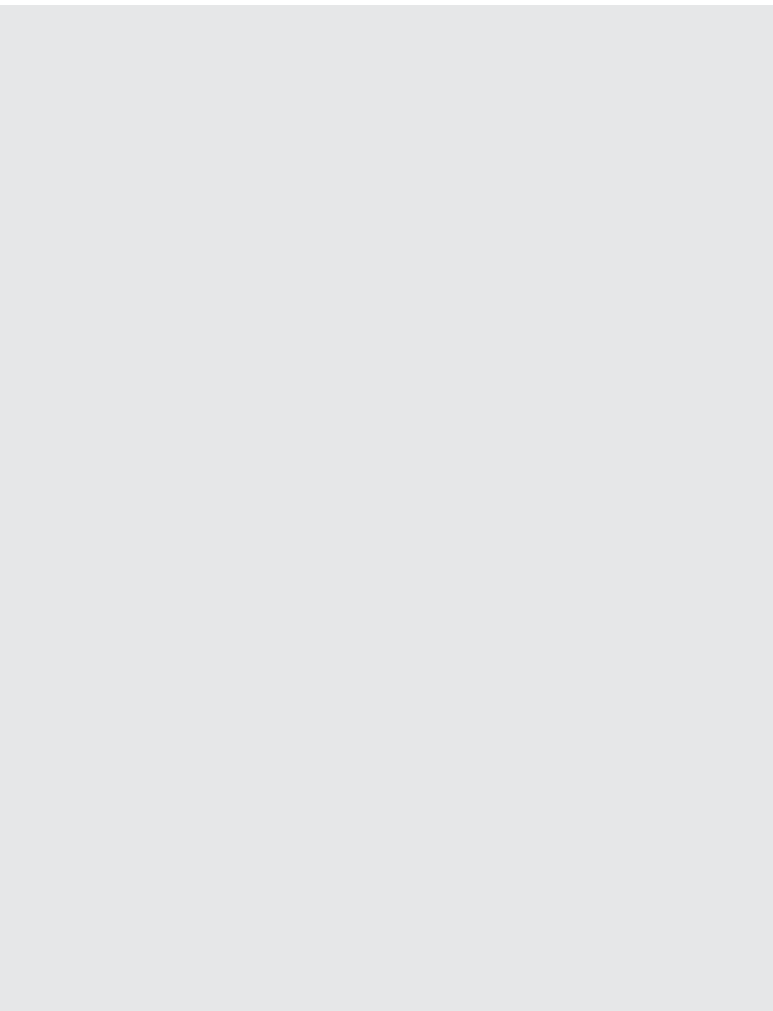


Second Station Design Principles (WRT)

PHASE 3

Coming soon!





caption (xxx)

