

DESIGN		
<p>Priority 1 - Pursue a coordinated streetscape masterplan for Market and Third Sts. and other important roadways within and leading to the downtown to include pedestrian-scaled and oriented designs and traffic-calming techniques; develop a long-term community facilities/public space plan and maintenance plan to provide, care for and ensure the safety of those amenities including the streetscape (sidewalks, plazas, signing, lighting, murals, banners, trash receptacles, benches, etc.), pedestrian and multimodal safety features, (crosswalks, signing, etc.), parking areas and green space (street trees, tree lawns, pocket parks, etc.) and other features within and between the downtown and adjacent neighborhoods.</p>		
<p>this is a long-term objective that will be ongoing</p>	<p>Owner: Lemoyne Borough Council Revitalization Committee (Judith McAllister, Chairman)</p>	<p>Target for Completion 2015</p>
<p>Key Partners Stakeholders</p> <p>Lemoyne Borough Council Lemoyne Borough staff DCED PennDOT Cumberland County Housing and Redevelopment Authorities Lemoyne Business Association businesses utility companies Camp Hill Borough Wormleysburg Borough the media</p>	<p>Action Plan Next Steps</p> <ul style="list-style-type: none"> ▪ secure funding for Phase I streetscape construction ▪ by 2009, select and purchase streetscape furnishings utilizing Sen. Vance’s Community Revitalization Grant ▪ by 2009, manufacture and erect gateway signing utilizing Rep. Nailor’s Community Revitalization Grant ▪ working with Camp Hill and Wormleysburg Boroughs, develop and issue an RFP for a streetscape masterplan design consultant ▪ bid the phase I streetscape construction ▪ by 2010, complete an enhanced borough-wide maintenance plan for community facilities and public space 	<p>Status</p> <p>awaiting DCED approval in Design Sub-Committee</p> <p>designs approved; contacting potential supply donors; surveying, securing property easements being developed; RFP expected to be issued by November 2008</p>
<p>Funding Resource Requirements</p> <ul style="list-style-type: none"> ▪ Lemoyne Borough to continue to provide \$25,000 a year for revitalization efforts ▪ continue to apply for county, state and federal grants, as well as private grants, sponsorships and donations ▪ continue fundraising to provide increased “local share” match for future projects 		

DESIGN

Priority 2 - Develop a long-term, comprehensive, downtown parking facilities and management plan.

<p>this is a long-term objective that will be ongoing</p>	<p>Owner: Lemoyne Borough Council Streets and Parking Committee (Wayne Mountz, Chairman)</p>	<p>Target for Completion 2010</p>
<p>Key Partners Stakeholders</p> <p>Lemoyne Borough Council Lemoyne Borough staff Lemoyne Borough Planning Commission business owners land and property owners</p>	<p>Action Plan Next Steps</p> <ul style="list-style-type: none"> ▪ by 2009, review and analyze the Kairos streetscape design which identified existing and potential parking areas ▪ by 2009, develop and conduct a parking survey to include business owners, employees, suppliers/vendors and customers ▪ by 2010, consider a parking study to inventory existing parking, document usage and users and gauge future parking demands 	<p>Status</p>
<p>Funding Resource Requirements</p> <ul style="list-style-type: none"> ▪ if recommended, \$3,000 (student intern) to \$75,000 (consulting professional) for a parking study ▪ secure case examples from other, similar, downtowns or communities to review how they have managed parking and developed a parking plan 		

ORGANIZATION

Priority 1 - Establish and enhance strong working relationships with major property owners, business owners, community groups, realtors and government entities to help plan, coordinate and implement downtown revitalization programs and projects; develop a long-term, sustainable, organizational program to ensure that downtown or central business district revitalization efforts are coordinated, supported and managed to maximize limited but valuable volunteer efforts and financial resources; develop and maintain a community switchboard of contacts and other information for organizations responsible for special events, entertainment and cultural programming in Lemoyne.

this is a **short-term objective** that will be **ongoing**

Owner: Lemoyne Borough Council Revitalization Committee Economic Development Sub-Committee (James Balaban, Chairman)

Target for Completion
April 2009

Key Partners | Stakeholders

Lemoyne Business Association
businesses
land and property owners
realtors
local, county, state and federal
government and government-
related entities
civic, social and other community
organizations

Action Plan Next Steps

- by October 2008, launch the Lemoyne website and use as the community switchboard
- support the newly established Lemoyne Business Association, their programs and initiatives
- promote attendance at Lemoyne Borough Council, sub-committee and commission meetings and other borough forums through the website, semi-annual newsletter and other mediums
- provide information on Lemoyne Borough, borough council and timely issues or topics through the website, newsletter and other forums and mediums
- by April 2009, hold a "town hall" meeting for residents, businesses and property owners

Status

website scheduled to launch by September 18

Funding | Resource Requirements

- Lemoyne Borough to provide for the costs of the borough website, newsletter and town hall meeting

ORGANIZATION

Priority 2 - Complete the Pennsylvania Downtown Center downtown profile.

this is a short-term objective	Owner: Lemoyne Borough Council Revitalization Committee Economic Development Sub-Committee (James Balaban, Chairman)	Target for Completion 2010
Key Partners Stakeholders Lemoyne Borough staff Lemoyne Business Association West Shore School District businesses realtors Cumberland County Housing and Redevelopment Authorities	Action Plan Next Steps <ul style="list-style-type: none"> ▪ provide a copy of the Main St. Mechanicsburg/ Mechanicsburg Borough 2007 downtown profile ▪ provide the Excel-formatted downtown profile template to Lemoyne Borough Council and Lemoyne Borough Council Revitalization Committee members ▪ review both documents to determine how to proceed 	Status Mechanicsburg downtown profile provided
Funding Resource Requirements <ul style="list-style-type: none"> ▪ no costs or expenses anticipated 		

PROMOTIONS

Priority 1 - Create "welcome to the downtown" kits with community and downtown information and gifts for new residents and businesses.

this is a **short-term objective** that will be **ongoing**

Owner: Lemoyne Borough Council Revitalization Committee Promotions Sub-Committee (Jodie Ruediger, Chairman)

Target for Completion
2009

Key Partners | Stakeholders

Lemoyne Borough Council
Lemoyne Borough staff
others who will provide pieces or information included in the kits (West Shore School District, businesses, service providers, utilities, religious, civic, social or other organizations, Cumberland Valley Visitors Bureau and county, state and federal government or government-related entities)

Action Plan Next Steps

- introduce the new Lemoyne logo
- by October 2008, launch the Lemoyne website and include mention of the welcome to the downtown kits
- develop and implement the program, then "hand off" to a free-standing committee or organization to continue apart from the Promotions Sub-Committee

Status

website scheduled to launch by September 18

Funding | Resource Requirements

- all products, pieces and labor to be donated

PROMOTIONS

Priority 2 - Develop a marketing program, including “imaging” and branding for the downtown, and promote the downtown as “the place to be” to live, work, shop and play.

this is a short-term objective	Owner: Lemoyne Borough Council Revitalization Committee Promotions Sub-Committee (Jodie Ruediger, Chairman)	Target for Completion 2009
Key Partners Stakeholders Lemoyne Business Association businesses Cumberland Valley Visitors Bureau	Action Plan Next Steps <ul style="list-style-type: none"> ▪ introduce the new Lemoyne logo ▪ by October 2008, launch the Lemoyne website 	Status website scheduled to launch by September 18
Funding Resource Requirements <ul style="list-style-type: none"> ▪ Lemoyne Borough to provide for the costs of the new logo and borough website 		

ECONOMIC RESTRUCTURING

Priority 1 - Enable liquor licensing and alcoholic beverage sales in Lemoyne Borough with passage of the 2009 primary election ballot question.

this is an immediate objective	Owner: Lemoyne Borough Council and Lemoyne Borough staff (Shireen Farr, Borough Council President)	Target for Completion May 2009
Key Partners Stakeholders Lemoyne Borough Council Lemoyne Borough staff Lemoyne Borough solicitor Lemoyne Business Association Lemoyne Ballot Initiative Committee residents	Action Plan Next Steps <ul style="list-style-type: none"> ▪ organize the Lemoyne Ballot Initiative Committee ▪ develop a timeline of activities to meet the objective ▪ assign tasks ▪ conduct the petition drive and file the petitions to secure the ballot question 	Status
Funding Resource Requirements <ul style="list-style-type: none"> ▪ Lemoyne Borough to provide for the costs of the solicitor, any legal fees and other related expenses 		

ECONOMIC RESTRUCTURING

Priority 2 - Develop a business acknowledgment and recognition program to promote and/or welcome new businesses, business expansions, donations, etc.

this is a **short-term objective** that will be **ongoing**

Owner: Lemoyne Borough Council Revitalization Committee Economic Development Sub-Committee (James Balaban, Chairman)

Target for Completion
2010

Key Partners | Stakeholders

Lemoyne Borough Council
Lemoyne Borough staff
Lemoyne Business Association
West Shore Chamber of Commerce
Cumberland County Housing and Redevelopment Authorities

Action Plan Next Steps

- by October 2008, publish the 2008 Lemoyne Business Directory
- utilize the Lemoyne Borough website to acknowledge, recognize and promote Lemoyne businesses
- utilize the Lemoyne Borough newsletter to acknowledge, recognize and promote Lemoyne businesses

Status

awaiting business directory proofs from Formex

website scheduled to launch by September 18

articles for the fall newsletter submitted

Funding | Resource Requirements

- Lemoyne Borough to provide for the costs of the borough website and newsletter
- Lemoyne Business Association to provide for the costs of program-related events and collateral materials