

Lemoyne Borough
Downtown Revitalization Committee
Strategic Visioning Report

Prepared By:

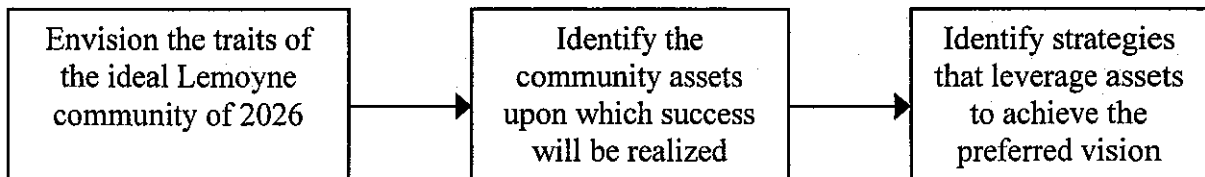
Cumberland County Planning Commission

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Introduction and Background

The Lemoyne Downtown Revitalization Committee (hereinto referred to as “the Committee”) has been meeting since the fall of 2005 to discuss strategies to improve Lemoyne’s downtown and Borough community at large. The Committee realized that a key first step in determining future strategies was to establish a vision of their ideal Lemoyne community in the future. Such a vision would articulate the committee’s goals to the residents of the Borough and to other cooperating agencies that may assist in implementing the Committee’s revitalization efforts.



Planning process for the Lemoyne Downtown Revitalization Committee.

On March 27, 2006, the Committee participated in a two-part brainstorming session that discussed both present day Lemoyne Borough and the Borough of the future. The Cumberland County Planning Commission and the Cumberland County Housing and Redevelopment Authority provided facilitation and note taking services for the Committee as part of this meeting. The following report summarizes the results of both parts of the March 27 brainstorming session. The report captures the major themes that emerged from the discussion and as such does not include every comment made during the meeting.

The Vision...Lemoyne 2026

The first part of the brainstorming session entitled “Lemoyne 2026” challenged the committee to identify how Lemoyne Borough would look in 2026 if the Committee’s revitalization efforts were successful. The Committee was asked to respond and consider questions such as:

- What does the community look like?
- What was the revitalization plan effective in achieving?
- Population characteristics (families, age, race, economic status, etc).
- Types of land uses present (residential, commercial, industrial, etc)
- Types of commercial opportunities present (restaurants, types of stores, size, etc)
- Relationship to adjoining communities (Wormleysburg, New Cumberland, Lower Allen, Harrisburg, etc)
- Transportation facilities (transit, parking, sidewalks, etc).



The following major themes resulted from the Committee's discussion.

An Attractive Community

Businesses and residents are first attracted to a community by how it looks. The Committee noted that Lemoyne Borough must be aesthetically pleasing to create a lasting first impression for businesses, visitors and residents.

Lemoyne Borough will be an attractive community where...

- Market Street, State Street, and 3rd Street will be complimented with trees, flowers, and lampposts that beautify the community and attract visitors and residents to shop or recreate in the downtown.
- Existing parks will be upgraded, improved, and accessible to surrounding residential neighborhoods.
- New parks and pocket parks will be established to address unmet recreation needs or to provide small islands of needed green space in the urban environment.
- Building facades will exhibit a consistent architecture and will be maintained to a high standard.
- A historical society interprets and preserves the Borough's rich history.

A Connected Community

Connectivity was a concept emphasized by the Committee. Whether through physical connections such as sidewalks or bridges or political connections with adjoining neighbors through joint planning, the Committee recognized the value of making connections inside and outside of the Borough.

Lemoyne Borough will be a connected community where...

- Multimodal transit stops, including the West Shore Transfer Center and CORRIDORone, connect the Borough to the region and the world.
- A continuous sidewalk and crosswalk system encourages residents and visitors alike to explore the Borough and solicit downtown businesses.
- Bike lanes on Market Street, State Street, and Third Street provide residents, visitors, and pass through traffic with an alternative to driving.
- The Lemoyne Bottleneck is redesigned to enhance safety and traffic flow and provides access to a restored Walnut Street Bridge.
- Traffic calming devices are used to slow automobile traffic, improve safety, and encourage visitors and residents to experience the Borough on foot.
- The neighborhoods south of Market Street are connected to the downtown area by enhanced pedestrian access on the Third Street Bridge and an additional access over the Shippensburg Secondary rail line.
- Ample parking is provided in discrete, off-street, landscaped parking lots.



- Comprehensive planning efforts are coordinated and implemented in partnership with Camp Hill Borough, Wormleysburg Borough, and New Cumberland Borough.
- Local businesses enjoy access to WIFI networks that connect them to the world at the click of a mouse.

A Defined Community

Lemoyne is located within a cluster of small boroughs including Wormleysburg, New Cumberland, and Camp Hill. While the Committee appreciates the benefits of cooperating with their neighbors, they also recognized the value in creating a sense of place that is uniquely Lemoyne. The Committee envisions that Lemoyne will build upon its existing history and character to bolster itself as a local and regional destination in the future.

Lemoyne Borough will be a community defined by...

- Gateway signing along its border's with Wormleysburg, Camp Hill, and New Cumberland that will provide a warm welcome to visitors and a welcome home to residents.
- Destination signing that will guide visitors to points of interest.
- Annual community events that highlight the history, art, music, and culture of the borough.
- A vibrant, recognizable downtown with art galleries, coffee shops, music stores, book stores, movie theatre, and restaurants.

A Community of Old and New

Lemoyne is truly a community where old meets new. Historical buildings mix with new restaurants and offices. Vacant properties, sometimes in a state of disrepair, exist adjacent to pristine, newly constructed properties. The Committee envisions that the Lemoyne of the future will be a mix of old and new buildings and businesses that are tied together with a consistent community character.

Lemoyne Borough will be a community of old and new that...

- Includes a Market Street Business Association to provide support to local businesses and entrepreneurs and encourage new business establishments.
- Redevelops older structures into viable, revenue generating properties that are consistent with historical architecture and the character of the rest of the community.
- Interprets and promotes the borough's history for residents and visitors.
- Promotes home ownership and discourages conversions of single-family homes into rental units.



A Diverse Community

The Committee envisioned the Lemoyne of tomorrow as a melding pot of people, places, and experiences. Diversity will be a key asset in attracting and retaining businesses, visitors, and residents in the future.

Lemoyne Borough will be a diverse community where...

- Every age and race of people are welcomed and accepted.
- Residents can select from a variety of housing options to meet any age, family size or budget.
- A mixture of shops, restaurants, offices, hotels and museums line vibrant downtown streets.

The Foundation...Lemoyne 2006

The second part of the brainstorming session was a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of present-day Lemoyne Borough. The Committee looked at the SWOT analysis as the foundation upon which strategies would be built to achieve the preferred vision highlighted in Part I. The Committee was asked to consider the following as part of the SWOT analysis:

- What are the **strengths** of the community upon which future success will be achieved?
- What **weaknesses** in the community do we need to address to realize success?
- What **opportunities** exist that we have not yet taken advantage of to enhance our community?
- Are there any major **threats** to our community that could prevent us from achieving our vision?

The following sections summarize the Committee's responses to the SWOT analysis.

Lemoyne's Strengths

- Lemoyne must continue to capitalize on its strategic geographic location to attract new residents, businesses and visitors.
- Lemoyne's access to multimodal transportation such as interstate highways, the West Shore Transfer Center, and the Harrisburg International Airport provides residents with mobility to jobs and shops and makes the Borough an easy destination for tourists and businesses.
- Affordable housing, good schools, reasonable taxes, and walkable neighborhoods will be key assets that will help attract residents and businesses to Lemoyne in the future.
- Existing businesses must be retained and expanded and new businesses attracted, if Lemoyne is to be successful in the future.



- Lemoyne has a rich history that should be preserved and interpreted for the enjoyment of residents and visitors.
- The Farmers Market should be marketed as a regional tourist attraction.

Lemoyne's Weaknesses

- Traffic speed and congestion must be addressed in order to maintain an aesthetically pleasing and pedestrian-friendly atmosphere.
- More parking is needed to support the future growth of the downtown.
- The Lemoyne community is fragmented by I-83 and the Shippensburg Secondary rail line.
- The increasing number of single family residences that are converted to apartments decreases home ownership, promotes absentee ownership, and can lead to deteriorating condition of homes in the downtown area.
- Above ground utilities detracts from the visual appeal of Lemoyne.
- The noise and speed of trains can detract from the quality of life.
- Lemoyne has not capitalized on grants, loans, and other funding programs that could be used to improve the downtown.
- Littering problems need to be addressed in the downtown area.

Lemoyne's Opportunities

- Lemoyne has several older buildings that offer opportunities for redevelopment and reuse.
- With a sound revitalization strategy and regional comprehensive plan in place, Lemoyne will be well-positioned to receive grants and other funding to implement key projects.
- Lemoyne can partner with neighbors and draw visitors from events held in Wormleysburg, New Cumberland, Camp Hill, and the City of Harrisburg.
- Lemoyne could market itself as a tourist destination by capitalizing on its history, culture, and assets such as the Farmers Market, parks, the downtown, and proximity to other activity centers.
- The music industry niche found on Market Street could be leveraged to attract new businesses and establish community events.
- Enhanced zoning and planning could improve the attractiveness of the community and help create the types of businesses and homes that residents desire.
- Development of wireless technology could serve as a catalyst to attract and retain businesses to the downtown.



Lemoyne's Threats

- Limited funding opportunities could impact implementation of the downtown revitalization strategy.
- Uninvolved residents and a lack of community pride could delay implementation of the downtown revitalization strategy.
- High volumes of traffic, excessive speeds, and significant congestion could serve as disincentives for people to visit or live in Lemoyne.
- Growth in crime could lead to safety concerns for businesses and residents.
- Changes in political leadership could result in decreased interest in the downtown revitalization strategy or limited access to state and federal funds for implementation of the strategy.
- Homes are left vacant as older homeowners are not replaced when they move out of town.

Next Steps

The Downtown Revitalization Committee will use this report as the basis for developing specific strategies, projects, and actions that will help to achieve the future vision for the community. The Cumberland County Housing and Redevelopment Authority will provide the Committee with assistance in identifying and leveraging county, state, and federal funding that could be used for priority projects.