

Imagine West Shore – Planning for Downtown Revitalization

Lemoyne’s Downtown Revitalization Top 5 Strategies – Ranked 11/26/07

Design

1. Pursue coordinated streetscape master plan for Market Street, Front Street, 3rd Street and other important roadways within and leading to the downtown to include pedestrian scaled and oriented designs and appropriate traffic calming techniques. (D.2)
2. Develop a community facilities and public space plan for the long term, and coordinated maintenance of streetscapes, community facilities and public amenities including sidewalks, street lights, pocket parks, plazas, parking areas, murals, banners, landscaping, trash receptacles, benches, etc. (D.18)
3. Develop a long term comprehensive downtown parking facilities and management plan. (D.1)
4. (T) Maintain and/or install sidewalks, crosswalks, permanent and portable signage, street trees, tree lawns and other pedestrian and greening improvements in a safe and adequate manner within and between downtowns and adjacent neighborhoods. (D.7)
4. (T) Develop a program to grant some form of property tax relief on the value of any improvements for first-time business owners who purchase, rehabilitate, conduct a business and live in an existing building within the CBD. (D.16)
4. (T) Create downtown, property, building, and business pride, recognition, and promotion programs. (D.11)

Organization

1. Pursue developing business improvement districts (BID) for the downtown area. (O.11)
2. Establish and/or 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. (O.1)
3. Complete the Pennsylvania Downtown Center’s downtown profile. (O.3)
4. (T) 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. (O.7)
4. (T) Develop & maintain a community switchboard of contacts and other relevant information for all community organizations and groups/organizations responsible for special events, cultural programming, and entertainment, within the IWS region. (O.5)

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Promotions

1. 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. (P.1)
2. Develop a coordinated advertising assistance, visual merchandising, and vacant store front enhancement plan. (P.3)
3. Create downtown, property, building, and business pride, recognition, and promotion programs. (P.8)
4. (T) Coordinate open space recreation activities and activities involving the Susquehanna River with downtown events and activities. (P.6)
4. (T) Create “welcome to the downtown” kits with community and downtown information and gifts for new residents and businesses. (P.7)

Economic Restructuring

1. Conduct a Market Assessment and cluster analysis plan of the business climate in the downtown which includes Property inventory, Business inventory, Business owner survey, Customers survey, Building inventory, Trade area definition, and Socio-Economic/Psychographic Profile. (E.3)
2. Develop a financial assistance program for business assistance and commercial property improvements in collaboration with area lending institutions and government agencies. (E.7)
3. Develop comprehensive approach for identifying investment opportunities for rehabilitation of key downtown properties and solicit developer involvement. (E.6)
4. Develop a business acknowledgment and recognition program to promote and/or welcome new businesses, expansions, donations, etc. (E.5)

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5. (T) Develop a downtown merchant training and support program which includes educational seminars, and resource, information sharing and support networks and forums for existing and new businesses. (E.2)
5. (T) Establish a collaborative downtown marketing plan based on a market assessment and cluster analysis plan for business recruitment and expansion. (E.1)

<u>DESIGN</u> Initial Draft Strategy			Lemoyne # of Dots	Lemoyne Ranking w/in Dsgn
D.1.	Design	Develop a long term comprehensive downtown parking facilities and management plan.	5	3
D.2.	Design	Pursue coordinated streetscape master plan for Market Street, Front Street, 3 rd Street and other important roadways within and leading to the downtown to include pedestrian scaled and oriented designs and appropriate traffic calming techniques	13	1
D.3.	Design	Develop a coordinated wayfinding/trail blazer signage program directing customers, visitors, residents and business owners (motorized and non-motorized) to important downtown attractions and places of interest including public buildings and parking facilities.	1	6
D.4.	Design	Pursue short term parking strategies including designating and delineating on-street spaces, encouraging shared off-street parking, reevaluating current parking ordinances, sharing of spaces, education, etc.	1	6
D.5.	Design	Ensure traffic regulations including speed limits and pedestrian crossings are enforced within the downtown to promote pedestrian movements.	1	6
D.6.	Design	Develop appropriate gateway treatments for transitions into downtown areas.	2	5
D.7.	Design	Maintain and/or install sidewalks, crosswalks, permanent and portable signage, street trees, tree lawns and other pedestrian and greening improvements in a safe and adequate manner within and between downtowns and adjacent neighborhoods.	3	4 (T)

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		<u>DESIGN</u> Initial Draft Strategy	Lemoyne # of Dots	Lemoyne Ranking w/in Dsgn
D.8.	Design	Review, revise and/or more systematically enforce the existing regulations for the licensure and inspection of non-owner occupied dwelling units.	2	5
D.9.	Design	Incorporate appropriate infill and redevelopment design standards into zoning and subdivision/land development ordinances for buildings, uses, parking, and signs , etc. that are fair, flexible, and appropriate for the downtown and central business district.	2	5
D.10.	Design	Establish coordinated design improvement program including guidelines and programs for enhancing window displays, storefronts, commercial building facades, signage, streetscape, and landscape improvements	1	6
D.11.	Design	Create downtown, property, building, and business pride, recognition, and promotion programs.	3	4 (T)
D.12.	Design	Designate specific properties, blocks, or neighborhoods for targeted clean-up during community clean-up days or adoption by specific community/faithbased organizations.	0	N/A
D.13.	Design	Work with CAT officials to evaluate the existing public transit system and facilities serving downtown residents and businesses and linking to other downtowns.	0	N/A
D.14.	Design	Develop a process to create a coordinated and streamlined land development review and approval for development projects within the downtown.	0	N/A
D.15.	Design	Require all new buildings meet minimum safety requirements set forth by the Uniform Construction Code including fire resistant materials and fire protection systems.	0	N/A
D.16.	Design	Develop a program to grant some form of property tax relief on the value of any improvements for first-time business owners who purchase, rehabilitate, conduct a business and live in an existing building within the CBD.	3	4 (T)
D.17.	Design	Develop formal/informal public spaces in various locations in the downtown, including between buildings, courtyards, plazas, community gardens, cafes, benches, etc.	0	N/A

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		<u>DESIGN</u> Initial Draft Strategy	Lemoyne # of Dots	Lemoyne Ranking w/in Dsgn
D.18.	Design	Develop a community facilities and public space plan for the long term, and coordinated maintenance of streetscapes, community facilities and public amenities including sidewalks, street lights, pocket parks, plazas, parking areas, murals, banners, landscaping, trash receptacles, benches, etc.	12	2
D.19.	Design	Develop a coordinated program to identify buildings/locations for murals along with organization of the mural themes at specific locations	0	N/A
D.20.	Design	Establish design linkages with Civil War Trail makers.	0	N/A

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		<u>ORGANIZATION</u> Initial Draft Strategy	Lemoyne # of Dots	Lemoyne Ranking w/in Org
O.1.	Organization	Establish and/or 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.	9	2
O.2.	Organization	Develop a comprehensive, multi-year fund-raising plan to support the organization and implement specific programs and projects in the downtown.	1	7
O.3.	Organization	Complete the Pennsylvania Downtown Center’s downtown profile.	5	3
O.4	Organization	Investigate the level of local interest, support, and capacity for moving beyond the Main Street four-point approach and pursuing full Main Street Program designation.	2	6
O.5.	Organization	Develop & maintain a community switchboard of contacts and other relevant information for all community organizations and groups/organizations responsible for special events, cultural programming, and entertainment, within the IWS region.	4	4 (T)
O.6.	Organization	Develop a comprehensive outreach and educational information packet to give to prospective donors, sponsors, businesses, and press about the downtown revitalization organization.	3	5
O.7.	Organization	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.	4	4 (T)

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		<u>ORGANIZATION</u> Initial Draft Strategy	Lemoyne # of Dots	Lemoyne Ranking w/in Org
O.8.	Organization	Develop specific short term programs and services needed to connect and support various community and civic organizations involved in downtown or central business district revitalization efforts.	0	N/A
O.9.	Organization	Develop an internship program between local schools, colleges, and downtown businesses	0	N/A
O.10.	Organization	Work with telecommunication and utility providers to develop Wi-Fi opportunities and ensure reliable high-speed internet service in the downtown.	3	5
O.11.	Organization	Pursue developing business improvement districts (BID) for the downtown area.	12	1

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		<u>PROMOTION</u> Initial Draft Strategy	Lemoine # Dots	Lemoine Ranking w/in Promo
P.1.	Promotion	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.	11	1
P.2.	Promotion	Use the community switchboard of contacts and coordinate community-wide and downtown promotional events and activities.	0	N/A
P.3.	Promotion	Develop a coordinated advertising assistance, visual merchandising, and vacant store front enhancement plan.	8	2
P.4.	Promotion	Coordinate planning and execution of business promotional and community events to maximize resources, and minimize conflicts with other regional events.	1	6
P.5.	Promotion	Install informational kiosks with store location map and promotional brochures.	0	N/A
P.6.	Promotion	Coordinate open space recreation activities and activities involving the Susquehanna River with downtown events and activities.	5	4 (T)
P.7.	Promotion	Create “welcome to the downtown” kits with community and downtown information and gifts for new residents and businesses.	5	4 (T)
P.8.	Promotion	Create downtown, property, building, and business pride, recognition, and promotion programs.	7	3
P.9.	Promotion	Design a map illustrating the downtown and local attractions.	3	5
P.10.	Promotion	Issue press releases and public service announcements, as appropriate, about achievements and events	0	N/A

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		<u>ECONOMIC RESTRUCTURING</u> Initial Draft Strategy	Lemoyne # of Dots	Lemoyne Ranking w/in ER
E.1.	Economic Restructuring	Establish a collaborative downtown marketing plan based on a market assessment and cluster analysis plan for business recruitment and expansion.	2	5 (T)
E.2.	Economic Restructuring	Develop a downtown merchant training and support program which includes educational seminars, and resource, information sharing and support networks and forums for existing and new businesses.	2	5 (T)
E.3.	Economic Restructuring	<p>Conduct a Market Assessment and cluster analysis plan of the business climate in the downtown which includes:</p> <ul style="list-style-type: none"> • Property inventory (vacancies, conditions, etc.) • Business inventory (names, ownership, longevity, types of goods/services, number of employees, etc.) • Business owner survey (primary/target customers, perceptions of the business climate, other desired businesses, etc.) • Customers survey (shopping habits, services and goods desired, etc.) • Building inventory (size and amenities of various buildings including age, stories, square footage, kitchen facilities, electric services, basements, etc.) • Trade area definition (geographic limits of the CBD market based on 1, 3 and 5 mile radius or zip codes from existing customers) • Socio-Economic/Psychographic Profile (lifestyle categories and market preferences of potential customers) 	14	1
E.4.	Economic Restructuring	Work with business owners to increase, alter and/or coordinate store hours, mirror national trends, and to attract more customers in the evenings and on the weekends.	1	6

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		<u>ECONOMIC RESTRUCTURING</u> Initial Draft Strategy	Lemoyne # of Dots	Lemoyne Ranking w/in ER
E.5.	Economic Restructuring	Develop a business acknowledgment and recognition program to promote and/or welcome new businesses, expansions, donations, etc.	3	4
E.6.	Economic Restructuring	Develop comprehensive approach for identifying investment opportunities for rehabilitation of key downtown properties and solicit developer involvement.	7	3
E.7.	Economic Restructuring	Develop a financial assistance program for business assistance and commercial property improvements in collaboration with area lending institutions and government agencies.	12	2