

DESIGN		
Priority 1 - Provide decorative gateway signage at key locations entering the borough.		
this is an immediate objective	Owner: Wormleysburg Downtown Revitalization Committee (Joseph Deklinski, Chairman)	Target for Completion December 2009
<p>Key Partners   Stakeholders</p> <p>Wormleysburg Borough Council Wormleysburg Borough staff property owners business owners State Sen. Patricia Vance State Reps. Jerry Nailor, Sheryl Delozier and Glenn Grell design consultant civic, social or other organizations</p>	<p>Action Plan Next Steps</p> <ul style="list-style-type: none"> <li>▪ follow-up with State Rep. Jerry Nailor on the request for a community revitalization grant</li> <li>▪ initiate discussions with State Sen. Patricia Vance and State Rep. Glenn Grell for community revitalization grants</li> <li>▪ determine where signs should be erected</li> <li>▪ review the designs Lemoyne is using and determine if Wormleysburg's signs should look similar, use another design or just be updated or add to the existing signs</li> <li>▪ secure approvals from the property and or business owners to erect signs in the locations</li> <li>▪ identify civic, social or other organizations who will provide maintenance services for any landscaping around the signs</li> </ul>	<p>Status</p> <p>Wormleysburg received a \$5,000 grant, the sign designs have been selected, and sites chosen. Borough Council approved the design and location in September, 2009. The process of securing approvals for sign placement on Norfolk/Southern property is in process.</p> <p>The signs are currently on back order but are expected to be manufactured and delivered by mid-December, 2009</p>
<p>Funding   Resource Requirements</p> <ul style="list-style-type: none"> <li>▪ Wormleysburg Borough to provide for the maintenance of the signs and posts</li> <li>▪ landscaping maintenance services to be donated</li> </ul>		

## DESIGN

Priority 2 - Develop and implement a coordinated streetscape masterplan for Front Street and other important roadways within and leading to the downtown to include pedestrian-scaled and oriented designs and appropriate traffic-calming techniques. Develop formal and informal public spaces in various downtown locations to include courtyards, plazas, community gardens, a riverwalk, cafes, seating and green areas between buildings.

this is an immediate objective that will be ongoing

Owner: Wormleysburg Downtown Revitalization Committee (Joseph Deklinski, Chairman)

Target for Completion  
2012

### Key Partners | Stakeholders

Wormleysburg Borough Council  
Wormleysburg Borough staff  
land and property owners  
business owners  
State Sen. Patricia Vance  
State Reps. Jerry Nailor, Sheryl Delozier and Glenn Grell  
county, state and federal agencies (Cumberland County Board of Commissioners, DCED, PennDOT, DCNR, DEP and others)  
Cumberland/Perry Housing and Community Partnership  
interest groups (Central Pennsylvania Conservancy and other organizations)  
design consultant  
civic, social or other organizations

### Action Plan Next Steps

- complete final design and bid the riverwalk project for construction by 2010
- complete final design and bid the Walnut St. bridge plaza for construction by 2010
- issue a request for proposals for design of the multi-municipal streetscape masterplan
- have borough staff identify problem sidewalk areas in the downtown, and utilize county grants available to low-income property owners to replace these sidewalk sections

### Status

Final design of the riverwalk project was completed and the project bid in September 2009. Bid came in higher than anticipated. A re-bid of the project is projected.

The final design of the Bridge Plaza has been completed, the project bid. A contractor has been selected and a groundbreaking ceremony was held on September 16h, 2009. In October, 2009 work was initiated on the project with a 90 day completion schedule.

Kairos Design Group was selected as the contractor for the streetscape master plan project. Final design is expected in December 2009.

Borough staff have identified problem sidewalk areas. Only one property owner has taken advantage of the program.

### Funding | Resource Requirements

- continue to apply for borough, county, state and federal grants, as well as private grants, sponsorships and donations
- utilize \$27,500 in county funds remaining from the former Stella St. project for sidewalk repairs

## DESIGN

Priority 3 - Develop a long-term comprehensive downtown parking facilities and management plan. Pursue short-term parking strategies including designating and delineating on-street spaces, encouraging shared off-street parking, reevaluating current parking ordinances, education, etc.

this is a short-term objective

Owner: Wormleysburg Downtown Revitalization Committee (Don Paul Shearer with assistance from Mike Bowers, committeemembers)

Target for Completion  
2010

### Key Partners | Stakeholders

Wormleysburg Borough Council  
Wormleysburg Borough staff including the codes officer  
Wormleysburg Zoning Hearing Board  
Wormleysburg Borough Planning Commission  
West Shore Police and other emergency services providers  
land and property owners  
business owners  
realtors  
county, state and federal agencies (Cumberland County Board of Commissioners, DCED, PennDOT, DCNR and others)  
Cumberland/Perry Housing and Community Partnership  
State Sen. Patricia Vance  
State Reps. Jerry Nailor and Glenn Grell  
design or engineering consultant  
higher education institution

### Action Plan Next Steps

- tally the results and verbatim responses from the 2008 business survey
- convene a group of key partners and stakeholders to brainstorm parking-related issues and approaches to resolving those issues
- consider a parking study to inventory existing parking, document usage and users and gauge future parking demands
- reference the streetscape masterplan design to see if existing and potential parking areas are identified
- draft a parking facilities and management plan

### Status

Responses from the business survey have been tallied.

### Funding | Resource Requirements

- secure case examples from other, similar, downtowns or communities to review how they have managed parking and developed a parking management plan
- if recommended, \$1,500 (student intern) to \$60,000 (consulting professional) for a parking study
- for the plan itself, no funds will be needed

ORGANIZATION

Priority 1 - 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.

this is an immediate objective that will be ongoing

Owner: Wormleysburg Downtown Revitalization Committee

Target for Completion  
April 2009

Key Partners | Stakeholders

Wormleysburg Borough Council  
Wormleysburg Borough staff  
Wormleysburg Borough sub-committees, commissions and boards  
county, state and federal agencies (Cumberland County Board of Commissioners, DCED, PennDOT, DCNR and others))  
Cumberland/Perry Housing and Community Partnership  
business owners  
property owners  
realtors  
development interests, developers  
civic, social or other organizations  
the media

Action Plan Next Steps

- complete, tally and present results from the 2008 Wormleysburg business survey
- complete the Wormleysburg Downtown Revitalization Strategic Plan prioritizing objectives under design, organization, promotions and economic restructuring and present to borough council
- make available additional copies of the Wormleysburg 2026 brochure
- include information on all of the above on the borough website

Status

Business survey results have been tabulated.  
  
The Strategic Plan has been completed and presented to Borough Council.  
  
Additional copies of the Wormleysburg 2026 brochure have been re-produced and provided at local community events to interested residents.  
  
Information on the Borough website will need to be updated.

Funding | Resource Requirements

- no funds will be needed

## ORGANIZATION

Priority 2 - Develop a comprehensive outreach and educational information welcome packet, and also include that information on the Wormleysburg Borough website, to give to new residents and businesses.

this is a short-term objective

Owner: Wormleysburg Downtown Revitalization Committee (Mayor Preble, Jason Dadey, committee member, with assistance from the junior councilpersons)

Target for Completion  
April 2009

### Key Partners | Stakeholders

Wormleysburg Borough Council  
Wormleysburg Borough staff  
new residents  
new businesses  
business owners  
service providers and professionals  
anyone or any entity that would like to include information in the packets or on the website  
U.S. Postal Service  
PennDOT  
Cumberland County Election Bureau  
West Shore School District  
tax collector  
emergency service providers  
hospitals  
utility companies  
Gateway Historical Society  
Jeff Kramer (who provides Camp Hill's welcome packet)

### Action Plan Next Steps

- review the sample, Camp Hill, list of information included in their welcome packet
- schedule meeting of Dadey, the junior councilpersons, Joseph Deklinski, Leora Kirkpatrick and borough webmaster Tim Sukay
- decide what items to include in the packet and how to present or package them
- determine how to approach businesses or other entities to include their information in the packet and on the website

### Status

The Welcome Packet information has been identified, and materials reproduced.  
  
Mayor George Preble personally presents the Welcome Packet and greets new residents.

### Funding | Resource Requirements

- all items included in the packet will be donated
- Wormleysburg Borough to provide for the cost of the actual packaging materials, if any, estimated at three units per month

## PROMOTIONS

Priority 1 - Coordinate open-space recreational activities and activities involving the Susquehanna River with downtown events and activities; coordinate the planning and execution of business promotional and community events to maximize resources and minimize conflicts with other regional events.

this is a short-term objective that will be ongoing

Owner: Wormleysburg Downtown Revitalization Committee (Rich Hergenroeder, committee member)

Target for Completion  
2010

**Key Partners | Stakeholders**  
 Wormleysburg Borough Council  
 Wormleysburg Borough staff  
 Wormleysburg Borough Recreation Board  
 borough webmaster  
 Cumberland Valley Visitors Bureau  
 business owners  
 civic, social and other organizations  
 existing event sponsors and "owners"

**Action Plan Next Steps**

- speak with Councilwoman Mary Ann Bedard regarding whether to hold Island Hopper and Community Days events together—the advantages and disadvantages
- speak with Black Dog Motorcycles owner Mike Bowers to gauge interest in a motorcycle event/charity ride in conjunction with the 2009 Toys for Tots campaign
- work to increase publicity for these and other events in the borough newsletter and on the website

**Status**

In 2009, Community Day and Island Hopper were held as separate events.

Black Dog Motorcycles was agreeable to holding a charity event. This was placed on hold due to a similar event being held in Camp Hill.

A community Christmas Tree Lighting ceremony has been scheduled for December 5<sup>th</sup> at 6:30pm.

**Funding | Resource Requirements**

- Wormleysburg Borough to provide for added newsletter and website publicity
- funds to underwrite the Toys for Tots event will be donated

## PROMOTIONS

Priority 2 - Design a map illustrating the downtown and local attractions.

this is a short-term objective

Owner: Wormleysburg Downtown Revitalization Committee (Mayor George Preble, Joseph Deklinski, Chairman)

Target for Completion  
2010

Key Partners | Stakeholders

Wormleysburg Borough Council  
Wormleysburg Borough staff  
the advertising sales team and printer  
business owners  
residents

Action Plan Next Steps

- present information on the companies that provide these services for the committee to review
- select the company best qualified to design the map, sell ads and print the piece
- with the recommended vendor, present to borough council for their approval
- provide information, articles and photographs for use in the publication
- promote ad sales in the borough newsletter and on the website
- approve and print the map publication
- mail to each address within the borough
- keep extra copies for the Welcome to Wormleysburg kits and for use by the borough

Status

Map company representatives made presentations.

The company interested in conducting the program has requested Wormleysburg survey community businesses to identify their interest in advertising space.

Funding | Resource Requirements

- Wormleysburg Borough to provide short-term office space and a telephone extension for the advertising salesperson
- there is no cost to design, print or mail the maps as part of the contract whereby the printer (contractor) receives all advertising revenue

## ECONOMIC RESTRUCTURING

Priority 1 - Develop a business and property acknowledgment and recognition program.

this is an immediate objective that will be ongoing

Owner: Wormleysburg Downtown Revitalization Committee (Rich Hergenroeder, committeemember)

Target for Completion  
November 2009

### Key Partners | Stakeholders

Wormleysburg Borough Council  
Wormleysburg Borough staff  
borough webmaster  
business owners  
service providers and professionals  
property owners  
residents  
Gateway Historical Society  
the media

### Action Plan Next Steps

- identify candidates for recognition
- contact the Gateway Historical Society to determine historical significance and age of borough businesses
- select approximately three honorees, events or milestones to recognize each year (for example, new businesses, expansions, anniversaries or property improvements)
- publicize the program and honorees utilizing the borough newsletter and website and other media

### Status

The award was developed.  
  
The first annual business/architectural award was presented to Capitol View Apartments in April, 2009

### Funding | Resource Requirements

- Wormleysburg Borough to provide for added newsletter and website publicity
- Wormleysburg Borough to provide for token framed certificates, outdoor markers or other visual commemoratives

## ECONOMIC RESTRUCTURING

Priority 2 - Identify investment opportunities for the rehabilitation of key downtown properties and solicit developer interest; develop a financial assistance program for businesses interested in commercial property improvements collaborating with area lending institutions and government agencies.

this is a short-term objective that will be ongoing

Owner: Wormleysburg Downtown Revitalization Committee (Don Paul Shearer, committee member)

Target for Completion  
June 2009

### Key Partners | Stakeholders

Wormleysburg Borough Council  
Wormleysburg Borough staff  
county, state and federal agencies  
(Cumberland County Board of Commissioners, DCED, PennDOT, DCNR, DEP and others)  
Cumberland/Perry Housing and Community Partnership  
developers  
realtors and real estate appraisers  
business owners  
property owners  
prospective business owners  
prospective property owners  
lending institutions

### Action Plan Next Steps

- revisit the existing list of properties identified by Don Paul Shearer as good prospects for development or redevelopment (provided to CCHRA in 2008)
- update that list of prospective properties
- talk with key property owners, such as Don Carter, about their plans for development

### Status

A list of properties has been identified.  
  
Several prospective developers visited the community.

### Funding | Resource Requirements

- Don Paul Shearer to donate his services to update the list of prospective properties
- no funds will be needed to undertake the development discussions

## ECONOMIC RESTRUCTURING

Priority 3 - Conduct a market assessment and cluster analysis of the downtown including a property inventory, business inventory, business owner survey, customer survey, trade area definition and socio-economic/psychographic profile; develop and implement a downtown business recruitment and marketing plan.

this is a short-term objective	Owner: Cumberland/Perry Housing and Community Partnership (Rebecca Rosser Yearick, Downtown Coordinator)	Target for Completion 2010
<p>Key Partners   Stakeholders</p> <p>Wormleysburg Borough Council Wormleysburg Borough staff Pennsylvania Department of Community and Economic Development Cumberland County Board of Commissioners Cumberland/Perry Housing and Community Partnership Pennsylvania Downtown Center other participating downtowns other participating municipalities</p>	<p>Action Plan Next Steps</p> <ul style="list-style-type: none"> <li>▪ utilize the student intern to complete the downtown business property baseline inventory including photos</li> <li>▪ revise schedule to solicit local matching funds from participating downtowns or respective municipalities</li> <li>▪ apply to DCED for funding to conduct the marketing research and studies, and develop the plans</li> <li>▪ issue the request for proposals</li> </ul>	<p>Status</p> <p>A basic assessment of properties was made as part of the streetscape master planning process</p>
<p>Funding   Resource Requirements</p> <ul style="list-style-type: none"> <li>▪ \$25,000 (\$5,000 each) from five participating downtowns, their respective municipalities, or in some combination</li> <li>▪ \$17,500 from Cumberland County</li> <li>▪ \$42,500 from DCED (planning grant)</li> <li>▪ \$85,000 total</li> <li>▪ Cumberland/Perry Housing and Community Partnership to provide contract administration and related services</li> </ul>		