

BALTIMORE STREET
HISTORIC PATHWAY REVITALIZATION PROJECT

**2017 Baltimore Street
Revitalization Project**

*Responsibilities and Committee
Descriptions*

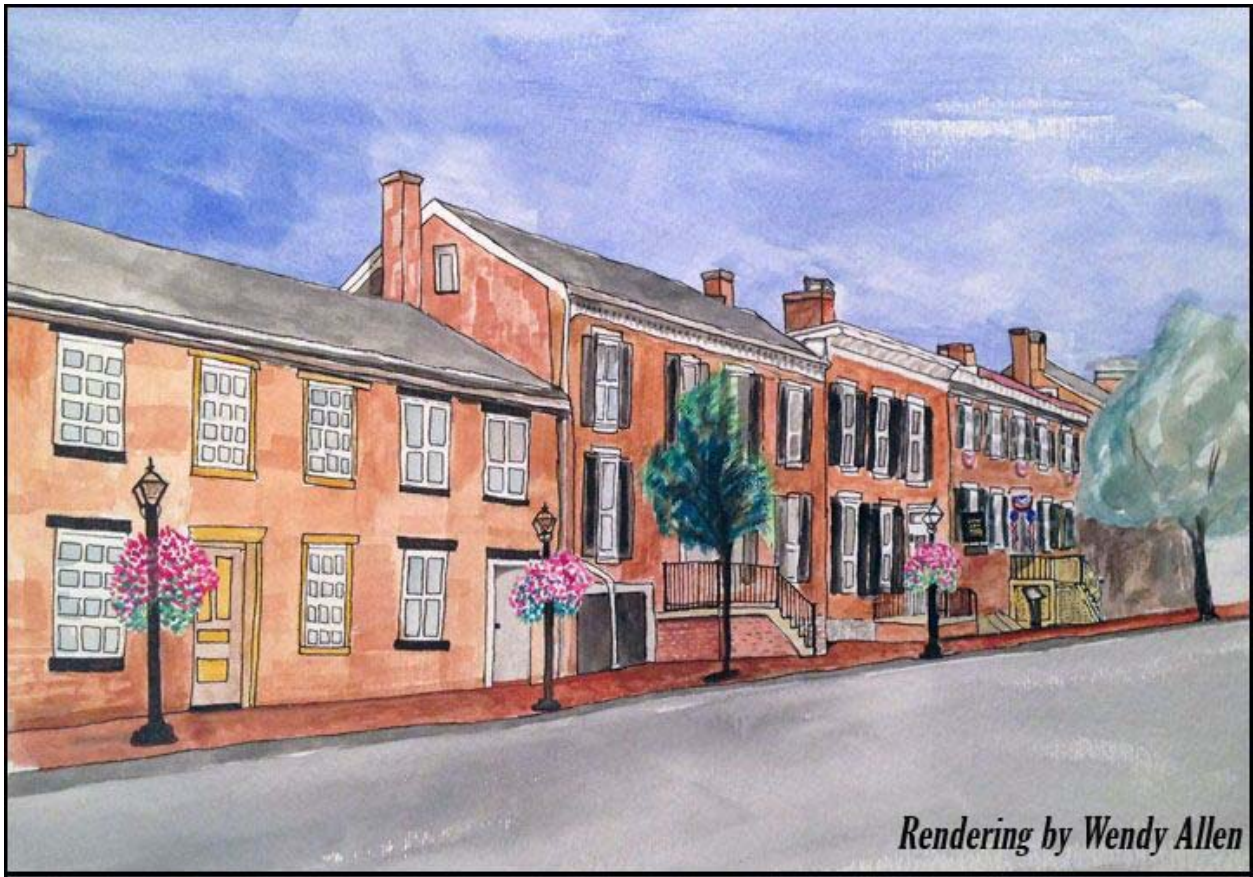
Revised April 6, 2017

Mission of the Project

To improve the economy, create jobs and enhance the quality of life within the Baltimore Street District

Vision

When entering the major gateways into Gettysburg, having a visually beautiful and consistent design along the main arteries that showcases the historic and cultural ambiance of the town. Since Baltimore Street is the backbone of the town, it is important that the revitalization of this street draws residents, businesses and visitors to the district.



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HISTORIC PATHWAY REVITALIZATION PROJECT

COMMUNITY GOALS & OBJECTIVES

Topics of Discussion

Community &
Stakeholder Committee
Economic Development Initiatives

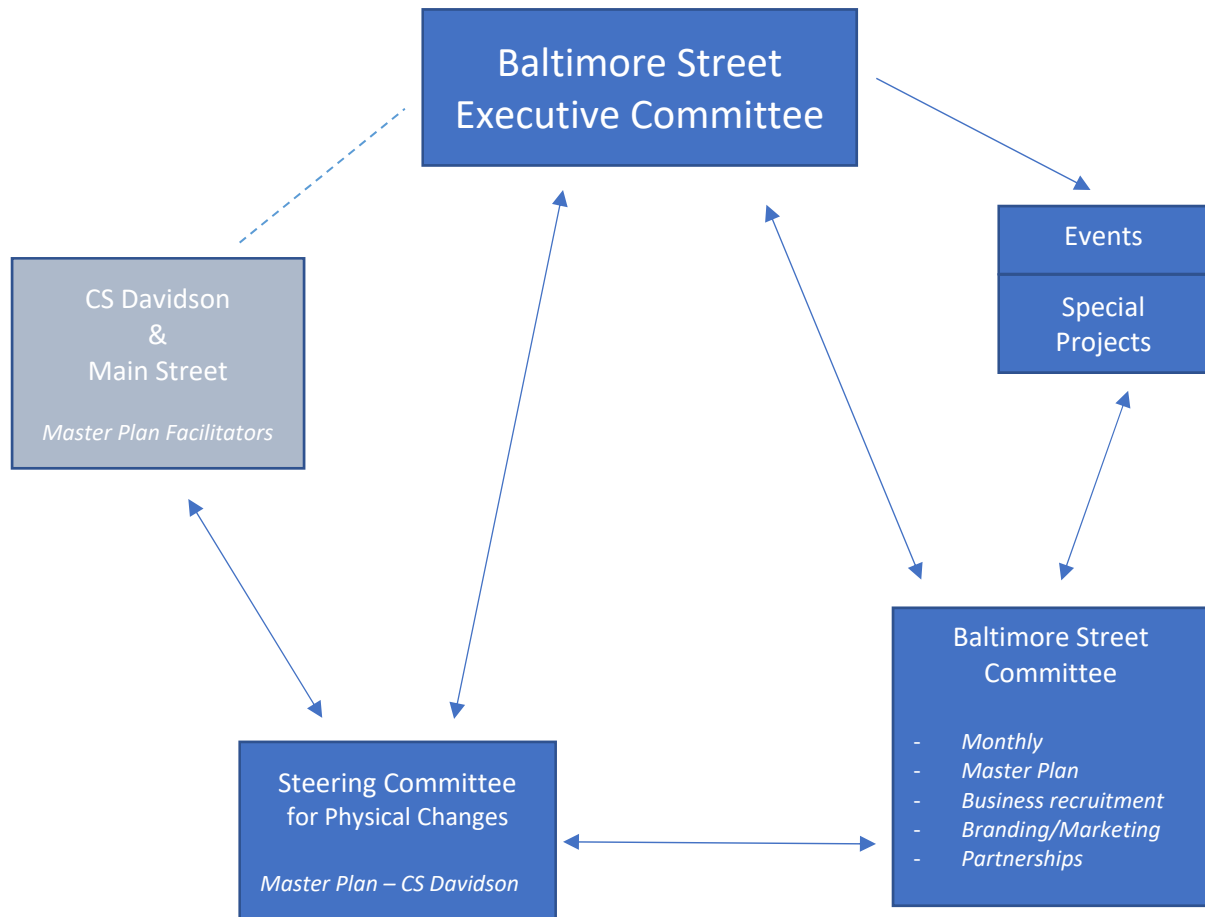
Steering Committee
Design & Physical Improvements

- | | | |
|---|---|---|
| ✓ | - Parking
- Additional Parking
- Kiosks | ✓ |
| ✓ | - Intermodal Transportation
- Bike Lanes/Rails
- Rabbit Transit | ✓ |
| ✓ | - Stormwater Management | ✓ |
| ✓ | - Additional Lighting | ✓ |
| ✓ | - Safer Sidewalks | ✓ |
| ✓ | - Additional Benches | ✓ |
| ✓ | - Safer Crosswalks | ✓ |
| ✓ | - Additional Trash Receptacles | ✓ |
| ✓ | - Enhanced Landscaping | ✓ |
| ✓ | - Utilities/Infrastructure Review | ✓ |
| ✓ | - Marketing, Branding, Events & Promotion | |
| ✓ | - Partnership Opportunities
- HABPI
- South Mountain Partnership
- Destination Gettysburg
- Farmer's Markets
- Historic Preservation | |
| ✓ | - Business Recruitment | |

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Recommended Baltimore Street Structure 2017



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ORGANIZATIONAL STRUCTURE

I. Baltimore Street Executive Committee - BSEC

- **Mission:** To achieve the Master Plan and oversee the process to acquire funding and execute the Master Plan.
- **Role:** BSEC leads the oversight of the project with MSG available to support and seek sources to help with achieving the revitalization project.
- **Meeting Schedule:** Scheduled as needed
- **Members**
 - Tim Woodward
 - Lynn Chronister
 - Jesse Coulter
 - Wendy Allen
 - Sarah Kipp
 - Nancie Gudmestad
 - Nancy Kramer

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ORGANIZATIONAL STRUCTURE

II. Baltimore Street Community and Stakeholder Committee

- **Mission:** To represent the Baltimore Street Community in discussing the list of issues that have been identified to improve the economic health of this district, enhance the quality of life, and showcase the historic and cultural assets of the district. Stakeholders who are outside of the district, but who have invested in partnering with the project, will also be invited to participate in the dialogue.
- **Role:** The role of this committee is to identify priorities for achieving the mission and ways to make improvements. From these discussions, recommendations will be proposed to the Executive Committee. It is also this committee's role to gather additional input from their neighbors.
- **Reporting Structure:** The recommendations of this committee will be presented to the Executive Committee to be considered for inclusion in the Master Plan.
- **Responsibilities:** The committee will meet on a monthly basis to bring insight to the discussion. They will also be asked to seek out information from residents, businesses and property owners along the Baltimore Street Corridor.
- **Committee members**
 - Lynn Chronister
 - Jesse Coulter
 - Mike Shestok
 - Nancy Kramer
 - Tim Woodward
 - Nancie Gudmestad
 - Elaine Henderson
 - Wendy Allen
 - Norris Flowers
 - Max Felty
 - Andrew Donahue
 - Susan Naugle
 - Sarah Kipp
 - Karla Trout/Dawn Smith
 - Barb Ernico
 - Beth Kirby
 - Charles Gable
 - Katie Hess
 - Dave Monsour/Jay Schmitt
 - Becky LaBarre
 - Monica Oss/Jay Mackie
 - Rep from a Church
 - Tom Jolin
 - Ben Neely
 - Rep from National Park
 - Jim Biesecker
 - John Buchheister
 - Carly Marshall
 - Dave & Lynn Petters
 - Deb Adamik
 - Annie Letendre
 - Larry Redding
 - Kay Hollabaugh
 - Kathy Gaskin
 - Stephanie McIlwee
 - Jennifer Eckerson
 - Seth Trone
 - Kathy Reid
 - Larry Musselman

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Baltimore Street Master Plan Economic Development Discussion Topics Stakeholders Committee

Goals to Achieve:

- How to attract new and support existing businesses?
- How to attract new residents?
- How to attract visitors and patrons?

Assets of District:

- History – Sense of place and stories to be told
- Arts
- Wineries
- Wide spectrum of neighborhood make-up – churches, schools, businesses, residents, etc.
- Historic Design and Character – Quaint small town
- Location – Centerpiece to agriculture, natural resources, national park, recreation
- Partnerships

Challenges:

- Lack of parking
- Lack of restrooms for visitors
- Lack of lighting
- Hill to travel and traverse beyond
- Unity of the neighborhood/communications/marketing, etc.
- Lack of walkability and safety of sidewalks

What else does this district need as far as its make-up?

Topics to Discuss: Changes to be made and actions necessary to achieve changes:

- *What do we want to see done? Change? Improved upon?*
- *What will be different when we are done?*
- *What actions need to be taken to achieve these changes to the district?*

Neighborhood Identity/Brand

- Historic
 - Lincoln Historic Pathway – adding Lincoln's Footsteps in sidewalk
 - Citizen's story of battle
 - Human interest stories – women, churches, etc.

- Quaint Small Town –
 - Design of buildings and preservation of history buildings
- Back to Nature
 - Farmers Market
 - Partnership with So Mtn

Housing/business space stock – Choices Redevelopment/Reuse

- Form base zoning vs Euclidean
- Mixed use
- Types of businesses that fit into available structures
- Height of buildings

Technology

- Level of technology that attracts “intellectually creative” businesses
- Level of technology that supports small businesses
- Wifi
- Fiber Optic – increases speed

Physical Changes:

- Lighting
- Curb heights
- Infrastructure updates – look to CS Davidson
- Utilities - Poles

Aesthetics/Beauty

- Flowers
- Trees
- Barricade – Shriver House location
- Southern entrance Baltimore Street - Gateway

Intermodal Transportation

- Bike Lanes (Discussion with HABPI)
 - Bike Racks
 - Promotion of bike amenities
 - Shared bike program/business
- Pedestrian Walkways – sidewalks widened
- Rails
- Rabbit Transportation
- Impact of slowing traffic down? Pros/cons

Parking

- Cluster parking/ on-street parking
- Bus parking?
- Kiosks

Services/Amenities

- Additional benches to sit

- Additional trash receptacles

Environmentally Responsible

- MS4 – Stormwater
- Enhanced landscaping
- Recycling

Marketing/Promotion

- Brand of District
- Events
- Types of businesses
- Project promotion
- Attraction to Residents/mixed use scenario
- Partnership opportunities with South Mountain
- Destination Gettysburg

Signage

- Wayfinding
- Promotional
- Historic Waysides Expanded

Zoning Changes necessary

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III. Baltimore Street Steering Committee

- **Mission:** To acquire a general agreement among property owners and vote on the decisions for what will be in the Baltimore Street Master Plan as it relates to property changes and improvements.
- **Role:** This committee will have 12 property owners and be facilitated by Chad Clabaugh and Deb Adamik. This is the group who decides what is included in the Master Plan.
- **Reporting Structure:** This committee will ultimately report to the BSEC
- **Responsibilities**
 - Learn about the project
 - Attend meetings
 - Gather information from neighbors and other property owners
 - Make decisions about the goes into the Master Plan
- **Committee members**
 - Wendy Allen
 - Becky Brown
 - Sarah Kipp
 - Kathy Reid
 - Linda Atiyeh
 - Max Felty
 - Jim Ekdahl
 - Andrew/Amy Donahue
 - Becky LaBarre/Danny Hilliard
 - Carly Marshall
 - Todd King
 - Larry Redding
 - Rad Schultz
 - Jim Biesecker
 - Susan Saum-Wicklein
 - Ed Clark
 - Monica Oss/Jay Mackie
 - Bill Baldwin
 - Chad Clabaugh
 - Jesse Coulter
 - Lynn Chronister
 - Nancie Gudmestad
 - Nancy Kramer
 - Tim Woodward

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IV. C.S. Davidson

- **Mission:** To provide paid consulting services and expertise to produce a Revitalization Master Plan by December 31, 2017 for the Baltimore Street Executive Committee.
- **Role:** C.S. Davidson will work with the Executive Committee, MSG and Steering Committee to gather the information necessary to produce a Master Plan. Questions from the community will be directed to either the Executive Committee or MSG.
- **Reporting Structure:** C.S. Davidson – reports to MSG and BSEC
- **Responsibilities**
 - Assess existing information necessary for the Master Plan
 - Create a decision structure and information gather strategy with MSG
 - Create a Master Plan Schedule – to include decision group (Steering Committee meetings)
 - Discuss process questions and major decisions that are beyond Steering Committee’s scope with BSEC
- **Contact:** Chad Clabaugh

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V. Main Street Gettysburg

- **Mission:** To provide support and direction with the process to assist the BSEC and Baltimore Street Community create a Revitalization Plan, funding and resources to execute the plan.
- **Role:** To provide services to the Baltimore Street Community in helping them achieve a revitalized neighborhood and district that benefits not only the neighborhood, but the town. As a 501(c)3, MSG offers the ability to fundraise and oversee the management of donations and grants. MSG also offers the organizational structure and role as Borough Liaison to connect the revitalization initiatives with Borough-wide initiatives. MSG will sign the contract with C.S. Davidson for the services that they are providing the BSEC. MSG will also participate on all of the committees and provide administrative support to help keep the project moving on schedule.
- **Reporting Structure:** MSG works for the Baltimore Street Executive Committee when it comes to direction for the initiative. However, as it relates to fundraising and the non-profit expectations, the BSEC must abide by the non-profit rules and laws that MSG is held to.
- **Responsibilities**
 - Establish a project structure and decision structure with the Baltimore Street representatives and C.S. Davidson
 - Communications between all groups, community and stakeholders
 - Administer the funding paperwork and management, i.e. grants, etc.
 - Facilitate Baltimore Street Committee and provide facilitation wherever needed during this process.
 - Schedule meetings and produce documentation of minutes
 - Arrange for special community feedback venues
 - PR – keeping the entire community informed
- **Contact:** Deb Adamik, Annie Letendre, Lori Korczyk (temporarily)

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Baltimore Street Master Plan Goals & Objectives Update 7/7/17

Parking

- A borough-wide parking strategy is being planned and is being referred to as collective parking
 - School district partnership with the Borough – school parking lot behind Mr. G's
 - Partnership with Rabbit Transit – encourage park once and use public transportation
 - Relocation of current underutilized parking on Baltimore Street to school lot – elimination of some parking will allow better pedestrian travel
 - Payment kiosks (in place of traditional meters) will be included in the Master Plan
 - Bus parking has been included in discussions

Action Items

- **Borough Parking staff:** Determine meter revenues for the parking that will be eliminated. Investigate kiosk options.
- **Community/Committees:** Informal parking study – document parked cars on east side of Baltimore St. from High St. to Locust St. – number of cars, location, day of week and time of day – send to MSG

Intermodal Transportation

- A plan that is focused on pedestrian-friendly
 - Partnership with Rabbit Transit – additional bus stops
 - Bike amenities being discussed – bike-share services, sharrows, bike racks
 - Sharrows will be included in the Master Plan

Action Items

- **HABPI:** Investigate bike share services. Determine type of bike rack.

Stormwater Management (MS4)

- Include MS4 initiatives in the Master Plan
 - Rain gardens, bumpouts and additional trees will be included in the Master Plan

Additional Lighting

- Increase lighting on Baltimore St for safety and to encourage pedestrian travel
 - Inclusion of heritage lighting consistent with Steinwehr Ave in the Master Plan

Safer Sidewalks

- Replace sidewalks on Baltimore St for safety and to encourage pedestrian travel

- Inclusion of ADA compliant, brick-look sidewalks consistent with Steinwehr Avenue in the Master Plan

Additional Benches

- Increase quantity of benches on Baltimore St for pedestrians
 - Inclusion of benches in strategic locations and consistent with Steinwehr Ave in the Master Plan

Safer Crosswalks

- Increase and improve crosswalks on Baltimore St for pedestrians and schoolchildren
 - Utilize a bumpout at Breckenridge St to shorten the length of the crosswalk and include in Master Plan
 - Options for how to communicate the crosswalk through signage and street paint are being discussed
 - Additional crosswalk at southern end of Baltimore St is being considered

Additional Trash Receptacles

- Increase quantity of trash receptacles on Baltimore St for litter control
 - Inclusion of trash receptacles in strategic locations and consistent with Steinwehr Ave in the Master Plan
 - BigBelly receptacles are under consideration

Enhanced Landscaping

- Enhance landscaping for MS4 initiatives and for aesthetics
 - Inclusion of additional trees in strategic locations in the Master Plan
 - Inclusion of raingardens for MS4 in strategic locations in the Master Plan
 - Extend flower basket program that is seen in Lincoln Square and on Steinwehr Ave

Special Historic Features & Enhancements

- Include additional things to see and do along Baltimore St
 - Incorporate The Gettysburg Address along Baltimore St in artistic way (pathway)
 - Incorporate a barricade sculpture at Breckenridge St
 - Inclusion of a Gateway structure at southern end of Baltimore St
 - Discussions of an app based on history of Baltimore St
 - Continue historic mural program

Action Items

- **Wendy Allen:** Develop a request for proposals for The Gettysburg Address pathway. Develop a request for proposals for the Gateway.
- **Nancie Gudmestad:** Lead the Breckenridge St barricade project. Continue mural program.

Utilities/Infrastructure Review

- Evaluate existing utilities and infrastructure and determine any areas of improvement

- Seeking opportunities to raise enough funds to minimize utility poles
- Civil engineer will determine opportunities for improvements for infrastructure with PennDot, Columbia Gas, water
- Review of signage to determine what signs are necessary and what can be condensed

Action Items

- **Danny Hilliard & Tim Woodward:** Review signage along Baltimore St to determine what is needed and what is clutter

Topics for Future Discussion

Marketing, Branding, Events & Promotion

- Work with stakeholders to focus on stories of history, cultural opportunities, restaurants and complimentary businesses
- Linking downtown to surrounding countryside through wineries, cideries, Farmer's Markets and other agricultural sites

Restrooms

- Determine opportunities for public restrooms along Baltimore St – possibly in the area of Unity Park

Business Recruitment

- Review of zoning on Baltimore St that restricts business recruitment

Funding

- Investigate funding opportunities for the revitalization project

Additional Ideas

- Blind alleyways – make alleyways one way
- Technology to support business
- Recycling
- Wayfinding & Waysides