

New year - new partners - new projects

Posted: Tuesday, January 17, 2017 12:07 am

Main Street Gettysburg (MSG) supports the community and municipality in a way that offers new opportunities for quality living, historic preservation and economic growth along with the means to make these opportunities happen. MSG constantly looks toward the future, stays connected to the community to know about their with changing needs and involves new partners to provide new ideas, resources and skills.

In 2016, MSG was pleased when enough money for the Baltimore Street Revitalization Master Plan was raised in such a short time. Completing this master plan by year's end of 2017 is one of several major goals for MSG. The importance of this project impacts not only the Baltimore Street property owners, organizations and businesses, but the entire town and beyond in many ways.

What is a master plan? A master plan defines a community project and is the first step toward achieving a major community improvement project. It assesses the community's needs, defines the improvements to be made, and then documents the scope of improvements, work and financial requirements necessary to achieve these improvements. Preliminary community discussions about Baltimore Street have already outlined better lighting, parking, safe sidewalks, updated infrastructure, and new ways to promote the Baltimore Street District as primary goals.

What is involved in creating a master plan? There are four primary phases in creating a master plan: Collection of data and study area determination; vision casting and stakeholder input; development of a preliminary master plan; and finalization of the master plan, all requiring the coordination of lots of people and time.

C.S. Davidson will be producing the master plan and providing direction and research from a physical improvement standpoint, such as infrastructure and aesthetics. To keep costs down, MSG will work with CS Davidson to coordinate and facilitate both the physical and economic improvement portions of the master plan. MSG's role includes identifying the many individuals involved and creating the groups and committees. Topics such as marketing and promotion, design and culture, business recruitment, incentives for new businesses and support for existing businesses and district residents will be covered.

The geographic scope of the master plan includes the southern borough line at the Gettysburg National Cemetery to the Gettysburg Train Station on Carlisle, encompassing the designated historic pathway.

There will be a Steering Committee established of property owners who will gather information from the rest of the corridor and make decisions about the master plan. They will meet every other month and review the design of the plan as it evolves. In addition, MSG will facilitate meetings of the Baltimore Street Committee and add the economic development aspect of the discussion. This committee will include additional partners from outside of the Baltimore Street district interested in the economic aspects. For example, the South Mountain Regional Partnership has provided funding and will be involved from both an economic and marketing aspect, while also offering ideas from an ecological aspect.

This master plan requires a lot of work, but without it, it would be impossible to seek the funds to make this community's dreams come true. Main Street Gettysburg has proven in the past that by engaging a wide spectrum of community focused people that great things can be done.

Deb Adamik is the president of Main Street Gettysburg.