

# SHIPPENSBURG REVITALIZATION & CONNECTIVITY PLAN APPENDICES



**DERCK** EST. 1940  
**& EDSON**  
CAMPUSES DOWNTOWNS ATHLETICS

*in association with  
Urban Partners*

*August 2, 2022*

*prepared for  
Shippensburg Borough*

# SHIPPENSBURG REVITALIZATION & CONNECTIVITY PLAN APPENDICES



**On the Cover:**

Proposed view of Library Square,  
the Middle Spring Greenway  
Trail and streetscape enhance-  
ments along King Street

**Appendix A: Socio-Economic Trends & Market Analysis**

**Appendix B: Zoning and Form Based Code  
Recommendations**

**Appendix C: Detailed Implementation Plan**

**Appendix D: Public Funding Sources**

**Appendix E: Town Hall Survey Results**

**Appendix F: Site Plans, Maps & Renderings**

# Appendix A:

## Socio-Economic Trends & Market Analysis

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# Appendix B:

## Zoning and Form Based Code Recommendations



# Appendix B

## Street Frontage Analysis

To best understand the existing conditions within the study area and inform zoning recommendations, we conducted a Street Frontage Analysis for major streets. These aerial photos and the color lines along the front lot line of each building identify areas where a continuous

row of storefronts support walkable downtown shopping as well as those areas where commerce and the pedestrian experience is disrupted by blank walls, parking lots, gas stations, private residences and buildings with few doorways or entrances. These pages examine the street frontage conditions at King Street.

### 1 NORTH SIDE KING STREET - FROM FAYETTE STREET TO PRINCE STREET

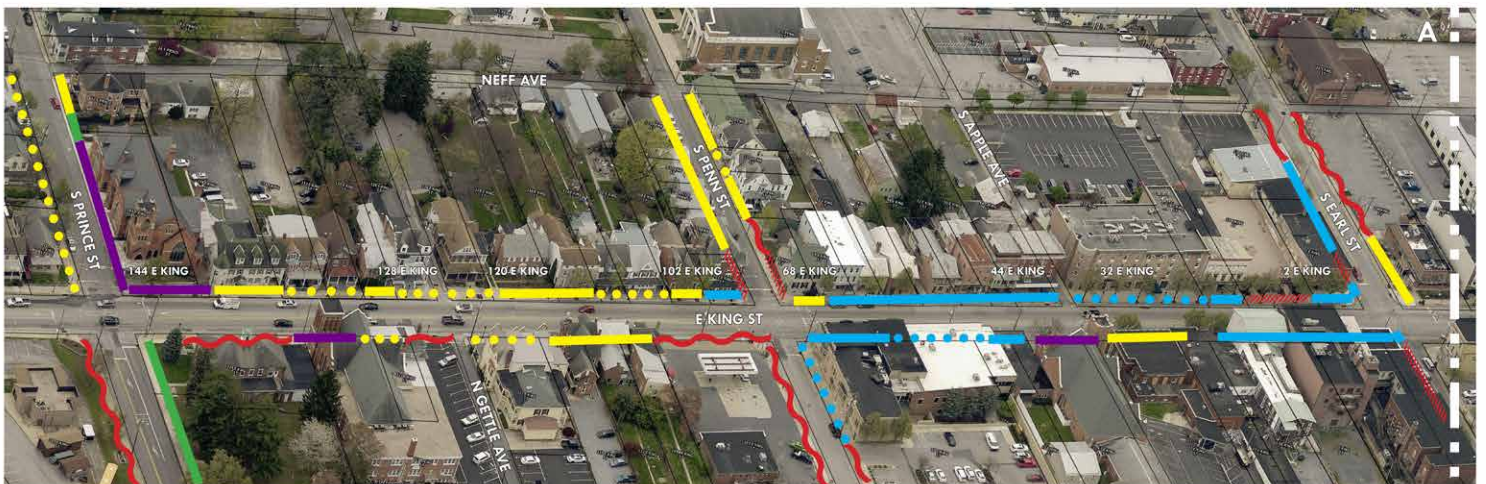
#### STREET FRONTAGE ANALYSIS



- Legend
- Storefront
  - Office
  - Porch
  - Stoop
  - Institutional/Church
  - Parking
  - Blank Wall
  - Landscape/Civic Space

### 2 SOUTH SIDE KING STREET - FROM PRINCE STREET TO FAYETTE STREET

#### STREET FRONTAGE ANALYSIS



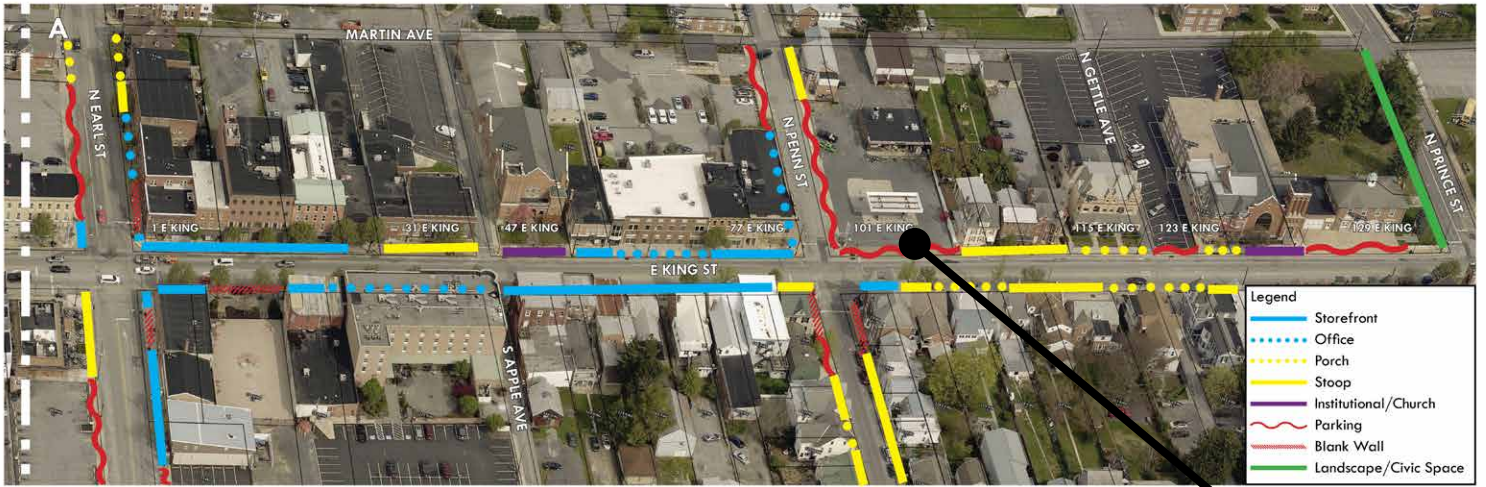
# Zoning and Form Based Code Recommendations

## KEY TERMS

**Frontage:** A strip or extent of land abutting a thoroughfare, civic space or other public right-of-way.

**Private Frontage:** The area between the building facade and the shared lot line between the public right-of-way and the lot

**Public Frontage:** The area between the edge of pavement for a Public Way, typically a curb, and the edge of the right-of-way.



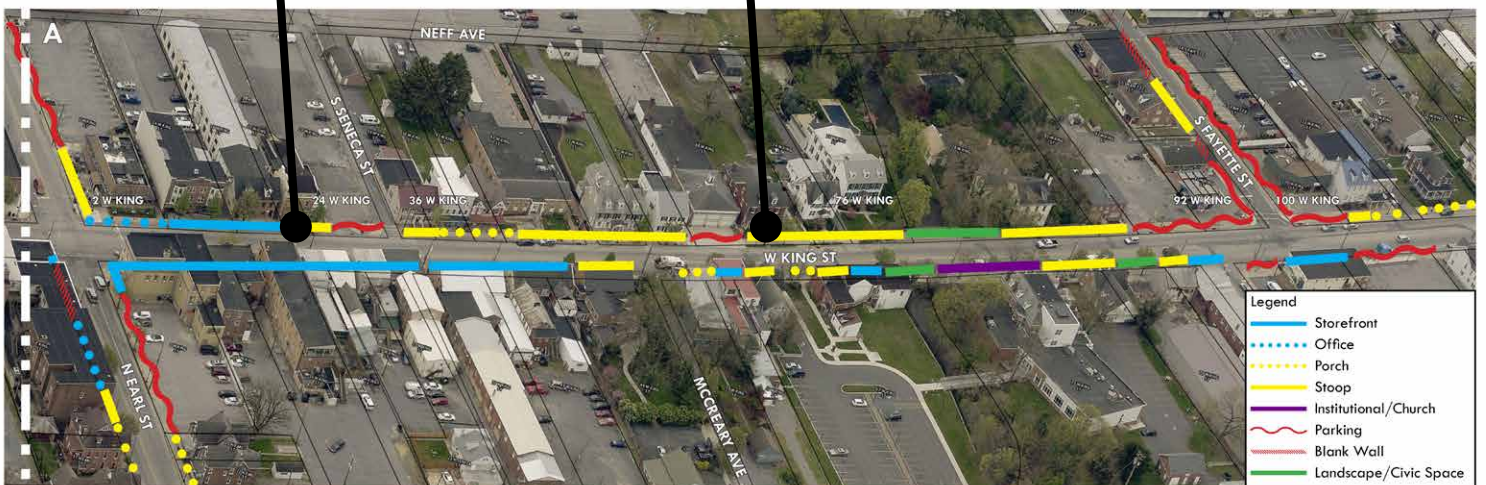
**GOOD** Storefront Stoop



**FAIR** Storefront Stoop Storefront



**POOR** Parking Lot



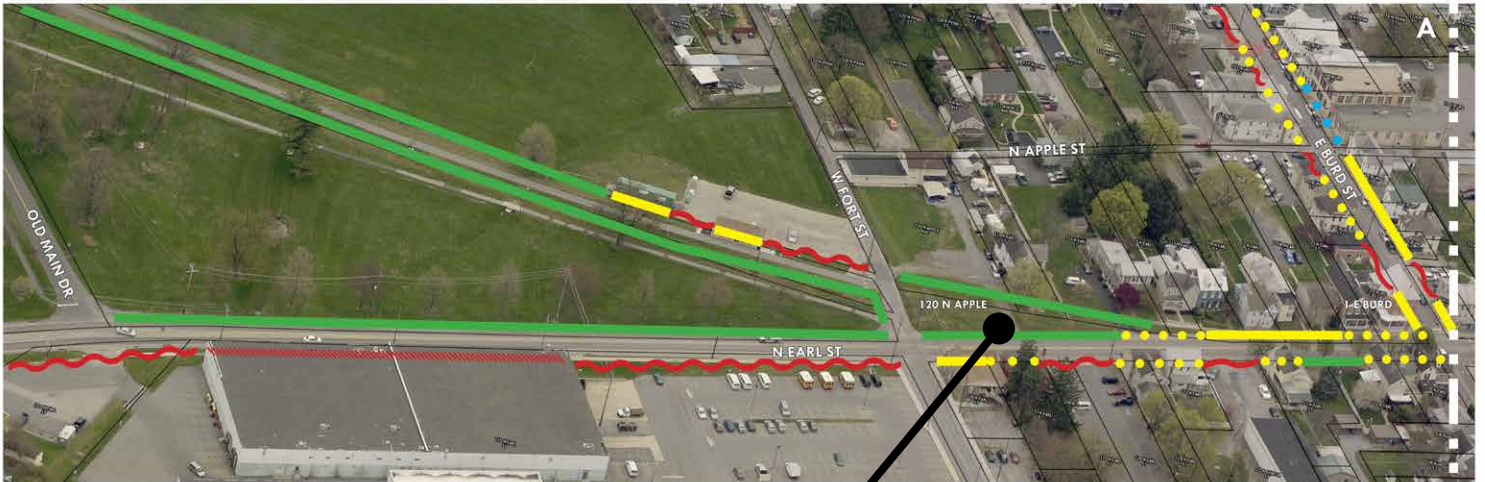
# Appendix B

## Street Frontage Analysis

This analysis guides the creation of the Form Based Code to regulate the types of frontages that are most appropriate for each block and street. These pages examine the street frontage conditions at Earl Street.

### 3 EAST SIDE EARL STREET - FROM OLD MAIN DRIVE TO NEFF AVENUE

STREET FRONTAGE ANALYSIS



- Legend
- Storefront
  - Office
  - Porch
  - Stoop
  - Institutional/Church
  - ~ Parking
  - - - Blank Wall
  - Landscape/Civic Space



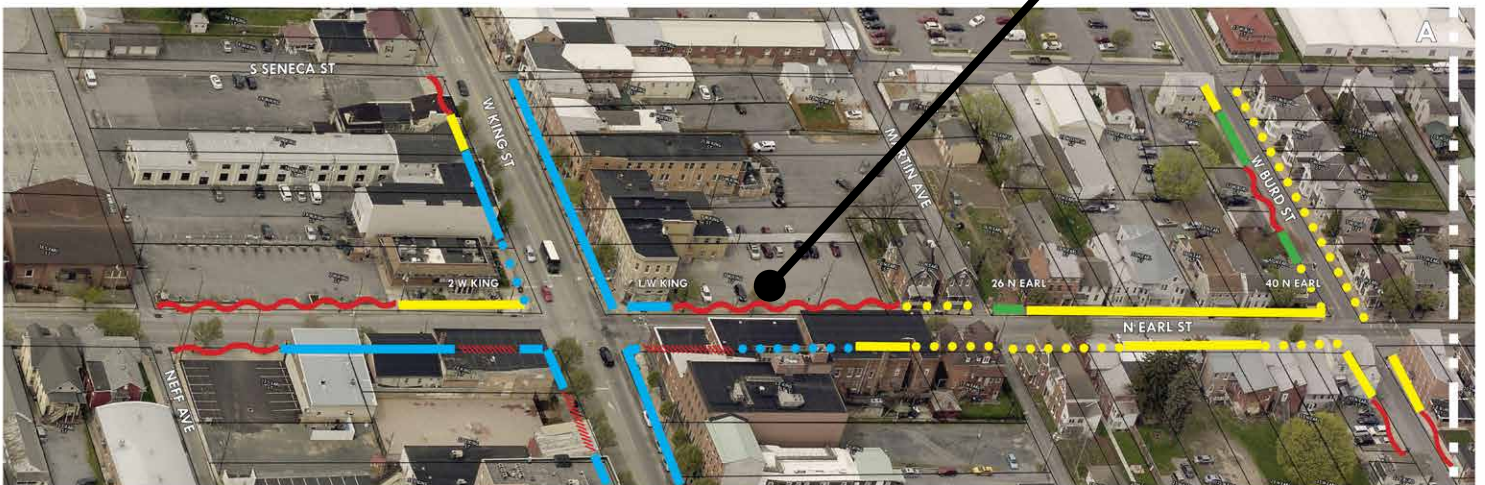
**GOOD** Landscape/ Civic



**POOR** Parking Lot

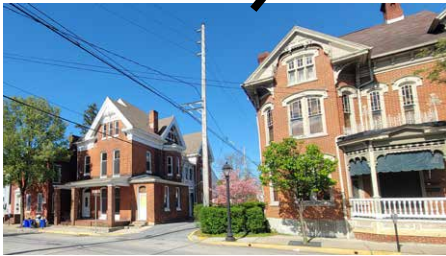
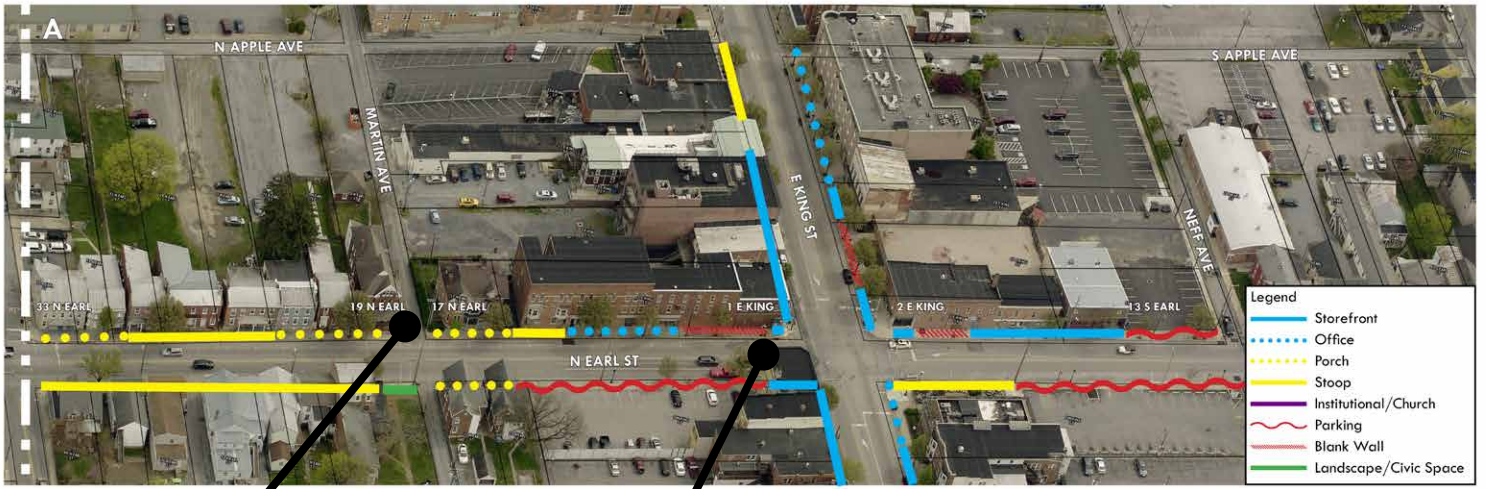
### 4 WEST SIDE EARL STREET - FROM NEFF AVENUE TO OLD MAIN DRIVE

STREET FRONTAGE ANALYSIS





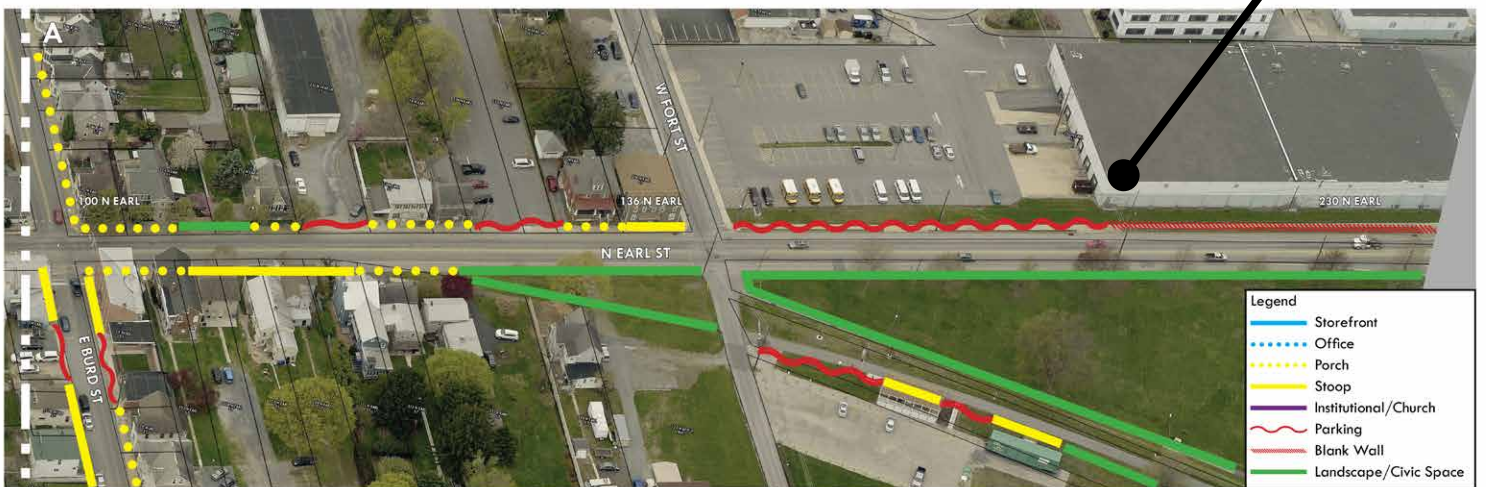
# Zoning and Form Based Code Recommendations



**GOOD** Storefront Stoop

**POOR** Blank Wall

**POOR** Parking Lot/ Blank Wall



## Recommended Design Standards

The existing zoning standards in the downtown Shippensburg study area are governed by the following zoning districts: Commercial 1 (C1), Neighborhood Commercial (NC), Institutional (I1), Residential 2 (R2), Residential 3 (R3), and Heavy Manufacturing (M2). The Neighborhood Commercial and Commercial 1 Districts allow for mixed use and residential developments throughout most of the commercial districts of the downtown.

Based upon the review of the preferred character survey results and the goals of expanding the pedestrian-oriented commercial district north towards the University and expanding the civic, dining and recreation options in Shippensburg the plan calls for the following modifications to the existing zoning and land development standards:

### 1. Expand the Neighborhood Commercial District north along East Earl Street

Within Shippensburg Borough, the plan seeks to expand the Neighborhood Commercial (NC) District in the two blocks bounded by N. Earl Street, E. Fort Street, N. Apple Street and E Burd Street to allow for recreation, retail, restaurant, residential, entertainment and mixed use buildings.

### 2. Expand the Civic, Dining, Recreation and Cultural Arts Uses at Shippensburg Station Vicinity

Within Shippensburg Borough and Shippensburg Township, expand the permitted uses and building heights permitted within 250 feet of the intersection of the N. Earl Street and Fort Street to allow civic, dining, recreation, Cultural Arts, Civic and University Uses at Shippensburg Station.

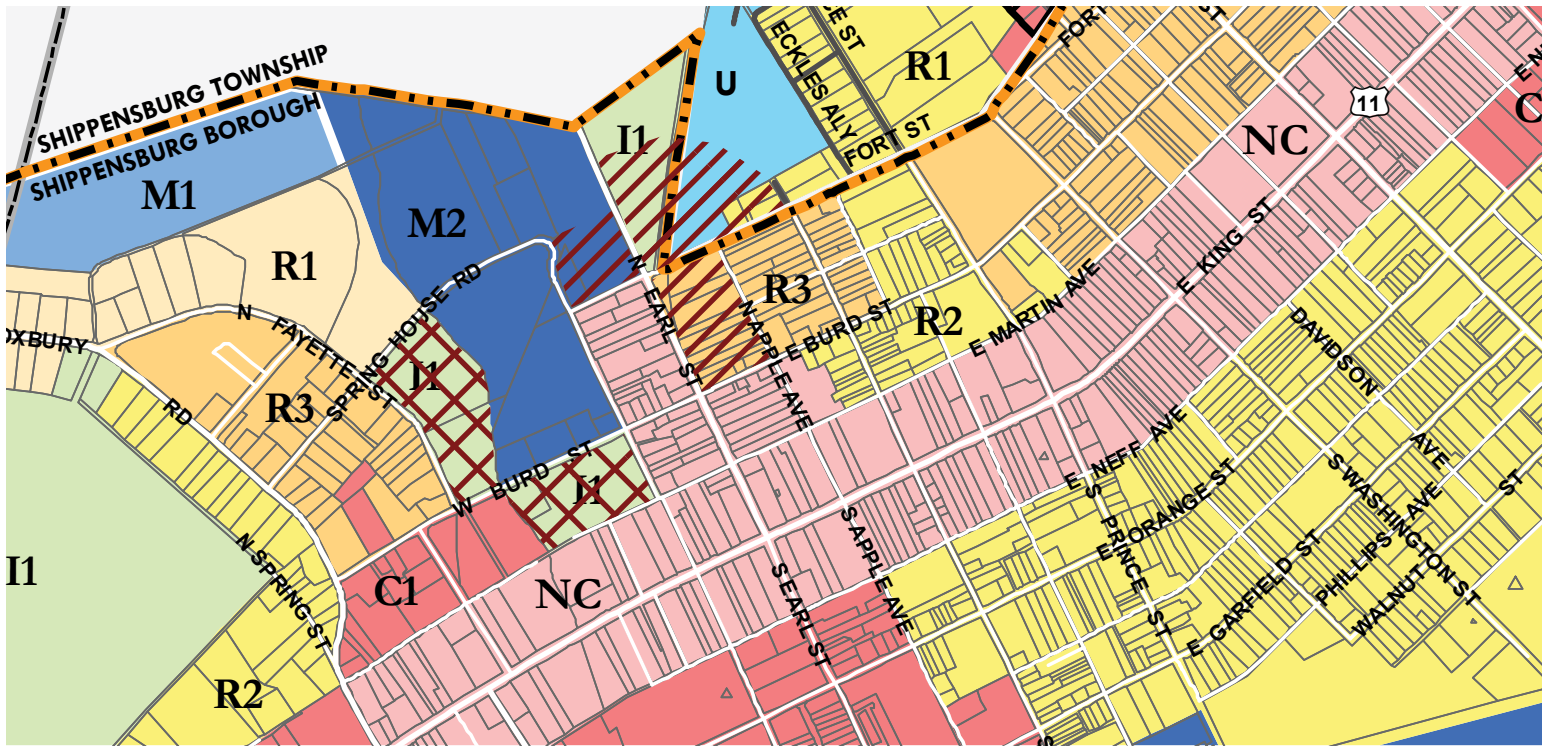
### 3. Adopt a Regulating Plan for the Downtown to designate locations where storefronts, active frontages and civic spaces should be required or incentivized

Throughout the downtown area, the zoning ordinances should limit the placement of offices and other non-retail uses on the ground floors to ensure that more active retail, dining and entertainment uses are the predominant

uses in the downtown. However, the current approach to limiting the placement of offices on the ground floors of certain streets is somewhat vague and lacking in clarity as to which streets should require storefronts and which should allow certain professional and office uses along the sidewalk. Within the last fifteen years, many downtowns across the country have updated their zoning ordinances to provide greater emphasis on placemaking, context sensitive design of streets, a stronger emphasis on the way in which active ground floor uses such as storefronts can support the goal of creating more vibrant streets and civic space. These tools are known as form-based codes and a key feature of these zoning ordinances are called a “regulating plan”. This plan can complement and support Shippensburg’s existing zoning map, and provide further clarity on the locations where storefronts, active frontages (such as frequent entrances, screening of parking lots, buildings close to the sidewalk and large windows facing the street) and civic spaces can energize and better coordinate the public realm and support commerce.

Zoning Standards	R-3 District	NC District	
	Shippensburg Borough	Shippensburg Borough	
Permitted Uses	Single and Multifamily, Park, Professional Office, Group Home	Single and Multifamily, Park, Mixed Residential and Commercial, Place of Worship, Restaurant, Hotel, Office	
Lot Area Min.	5,000 SF	2,000 square feet	
Lot Width Min.	50' for single family	20'	
Front Setback min.	20'	10'	
Side Setback min.	6' both sides	3' one side	
Rear Setback min.	15'	10'	
Building Height max.	35'	75'	
Lot Coverage	50% maximum	80% maximum	
Vegetative Cover	15% minimum	10% minimum	
Off-Street Parking	2 spaces per family unit	2 spaces per family unit	

# Zoning and Form Based Code Recommendations



## Borough Zoning Map Legend

Reference	Zoning/Overlay Districts
County Boundary	Residential 1 (R1)
Municipal Boundary	Residential 2 (R2)
Tax Parcels	Residential 3 (R3)
	Residential 4 (R4)
	Institutional (I1)
	Open Space (OS)
	Transitional Commercial (T-C)
	Neighborhood Commercial (NC)
	Commercial 1 (C1)
	Light Manufacturing (M1)
	Heavy Manufacturing (M2)
	Historical Overlay

## Township Zoning Map Legend

Reference	Zoning Districts/Overlays
Tax Parcels	Low Density Residential (R-1)
Interstates	Medium Density Residential (R-2)
State Roads	Mixed Use (MU)
Local Roads	Service Commercial (C-1)
Streams	General Commercial (C-2)
	Industrial (I)
	University (U)
	Agricultural / Open Space (A)
	Student Housing Overlay District

## Recommendation Legend

Proposed Mixed Use 1 (MU1) Overlay District
Proposed Mixed Use 2 (MU2) Overlay District

## Existing & Proposed Downtown Bulk & Area Standards

The proposed standards highlighted in green identify how the downtown zoning could be simplified and coordinated with the regulating plan to create high quality streets, civic spaces and building forms while maintaining the scale of downtown buildings.

M-2 District	I-1 District	R-1 District	U District	MU1 Overlay	MU2 Overlay	MU2 Overlay
<b>Shippensburg Borough</b>	<b>Shippensburg Borough</b>	<b>Shippensburg Township</b>	<b>Shippensburg Township</b>	<b>Shippensburg Borough</b>	<b>Shippensburg Borough</b>	<b>Shippensburg Township</b>
Office, Restaurant, Light-Machine Shop, Manufacturer, Metal Fabricating, Recycling	Single and Multifamily, Park, Professional Office, Group Home	Single family dwellings, Parks, Municipal Buildings, Inns	University-related uses, Academic Facilities, Offices, Dining Halls, Bookstores, Housing, Recreation	Office, Professional, Multifamily, Institutional	Retail, Restaurant, Office, Professional, Multifamily, Institutional, Entertainment	Retail, Restaurant, Office, Professional, Multifamily, Institutional, Entertainment
1 acre per use	1 acre	10,000 SF	n/a	6,000 SF	2,000 SF	2,000 SF
150'	200'	70'	n/a	60'	20'	20'
30'	50'	35'	50' from all external PL	10'	10'	10'
15' both sides	35' both sides	15' both sides	50' from all external PL	6' both sides	6' both sides	6' both sides
50'	30'	25'	50' from all external PL	20'	20'	20'
45' abutting residential otherwise 75'	35'	35'	n/a	55'	45'	45'
80% maximum	50% maximum	60% maximum	n/a	85% max.	85% max.	85% max.
15% minimum	n/a	n/a	n/a	15% min	15% min.	15% min.
See 150-57 depends on use	See 150-57 depends on use	2 spaces per dwelling unit	n/a	Retail: 3 sp/ 1000 SF; Office: 3 sp/ 1000 SF; Residential 1 sp/ unit + 0.25 sp per bedroom		

# Appendix B

## Form Based Code Standards

To encourage and permit the expansion of the downtown mixed use district while continuing to promote the placement of storefronts, active frontages and civic spaces along certain portions of King and Earl Streets in the downtown, this plan calls for the design and adoption of Form Based Code Design Standards to further enhance the existing zoning standards in the downtown. Key principles to be embraced in these standards should include:

### Street Wall

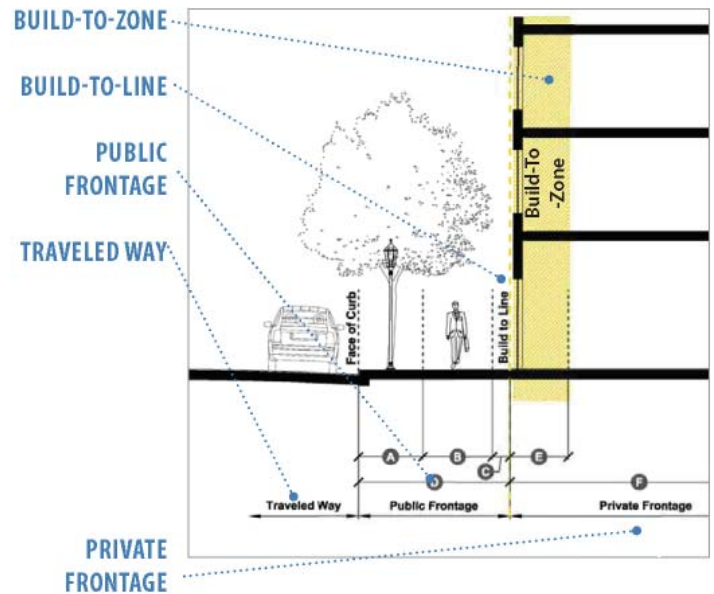
Vibrant business district need both active ground floor businesses as well as large windows with excellent visibility by those who are walking the downtown to create the necessary vitality. The street wall should be located 12 to 18 feet from the face of curb and the building walls should be 20 to 45 feet in height to reinforce Shippensburg's typical streetscape and sidewalk experience in scale with existing conditions in the downtown. Two to four story buildings should be encouraged along the primary shopping streets, and where permitted, taller buildings should be set back from the Street Wall at least 10 feet.

### Build To Zone & Sidewalks

Sidewalks along primary commercial streets should be at least 8 feet in width and a Build-To-Zone should be established that requires a portion of the front building wall to be placed within the Build-To-Zone. Build-To-Zones are typically 5 to 10 feet in depth to allow for a variety of landscape conditions and stair configurations.

### Building Placement and Frontage Occupancy

Building placement standards should reinforce the importance of creating a welcoming pedestrian experience with storefronts, street trees, pedestrian lighting, sidewalks and landscaping defining the edge of the public realm. Buildings of at least two stories should be required to occupy 40 to 60% of the frontage along a street to create a well-defined street experience.



# Zoning and Form Based Code Recommendations

## Building Storefronts and Active Frontages

A Regulating Plan should establish locations where storefronts and frequent doorways and windows are required along the primary retail streets. Typical storefront standards should be established to provide a minimum of 60% glass between 2 and 10 feet above the sidewalk. To avoid the experience of dead walls where shopping and strolling is interrupted, active frontages should be incentivized and controlled to encourage frequent entrances (every 50 to 75 feet) and minimum glazing areas for windows so necessary for a vibrant shopping and dining district.

## Civic Space

Civic spaces should be incentivized along public street frontages to create destinations where Shippensburg residents and visitors can gather and socialize. The Borough may want to either establish a minimum of 5 to 15% civic space on each lot or require land development applicants to contribute to an open space fund for construction of plazas, trails or pocket parks. The regulating plan may designate certain locations where civic spaces are to be encouraged or required.

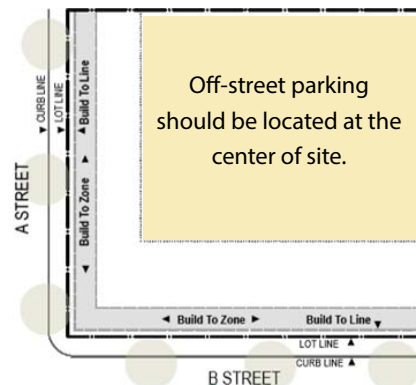
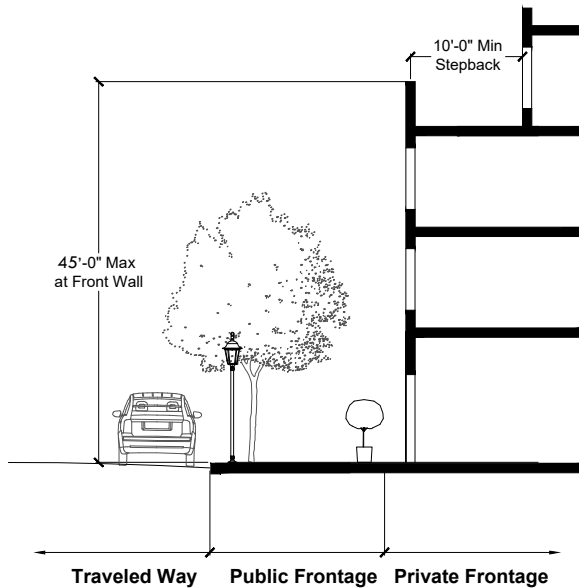
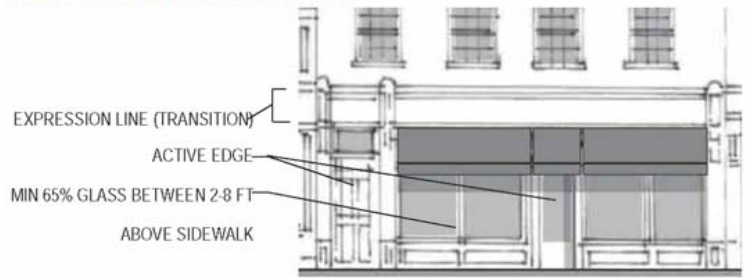
## Building Stepbacks

To maintain the character of existing streetscape vistas in the downtown, the plan calls for reduced building height along the street, while allowing for taller portions of a building to be placed at least 10 feet behind the front building wall. The Borough may want to consider a building stepback, where the buildings can be 45 feet high within the 10 feet closest to the front lot line while allowing for taller buildings at other locations along King Street.

## Parking

Parking standards should be established for Shippensburg that permit on-street parking to count toward overall parking requirements. Off-street parking should be limited to locations at least 10 feet away from the sidewalk and streets to reduce the perception of parking as the dominant land use. Off-site parking should be permitted and municipal parking areas and other shared parking lots should be identified, expanded and managed to promote downtown commerce.

## STOREFRONT DESIGN STANDARDS



# Appendix B

## **Adopt a Regulating Plan to Define the Placement of Storefronts, Civic Spaces, Trails and Active Frontages**

Certain streets such as King Street and portions of Earl Street, as shown on the adjacent map, should maintain the predominant pattern of storefronts facing the street to ensure continuity of pedestrian commercial activity. By adopting the regulating plan recommendations shown at the right as a complement to the zoning map, the lot frontages will ensure that future development is designed and developed in a manner that promotes vibrant shopping streets and reinforces the importance of the Shippensburg's public realm.

### **Commercial Street Frontage: Require Storefronts Facing Primary Shopping Streets**

Consider those portions of King Street and Earl Street highlighted in red as locations where storefronts should be required.

### **Mixed Commercial Street Frontage: Require Active Street Frontages along Secondary Shopping Streets**

Consider those portions of King Street and Earl Street highlighted in orange as locations where active frontages such as frequent entrances, ground floor windows and shallow front yards should be required.

### **Neighborhood Street Frontage: Limit Frontage Types to those that are consistent with a residential neighborhood**

Consider those portions of residential streets highlighted in yellow as locations where active frontages such as porches, stoops and other similar residential architectural features should be allowed and promoted. Commercial storefronts should be discouraged and/or prohibited along these frontages.

### **Encourage and/or require Civic Spaces**

Consider incentivizing the construction of civic spaces to activate downtown commerce and create great locations for community events at the locations designated with green stars.

### **Encourage and/or require Multipurpose Trails**

Consider designating locations for multipurpose trails along Middle Spring Creek, Springhouse Street, Seneca Street and Fort Street to connect the Cumberland Valley Rail Trail to the Downtown commercial district at King Street.

### **Commercial Street Frontage:**



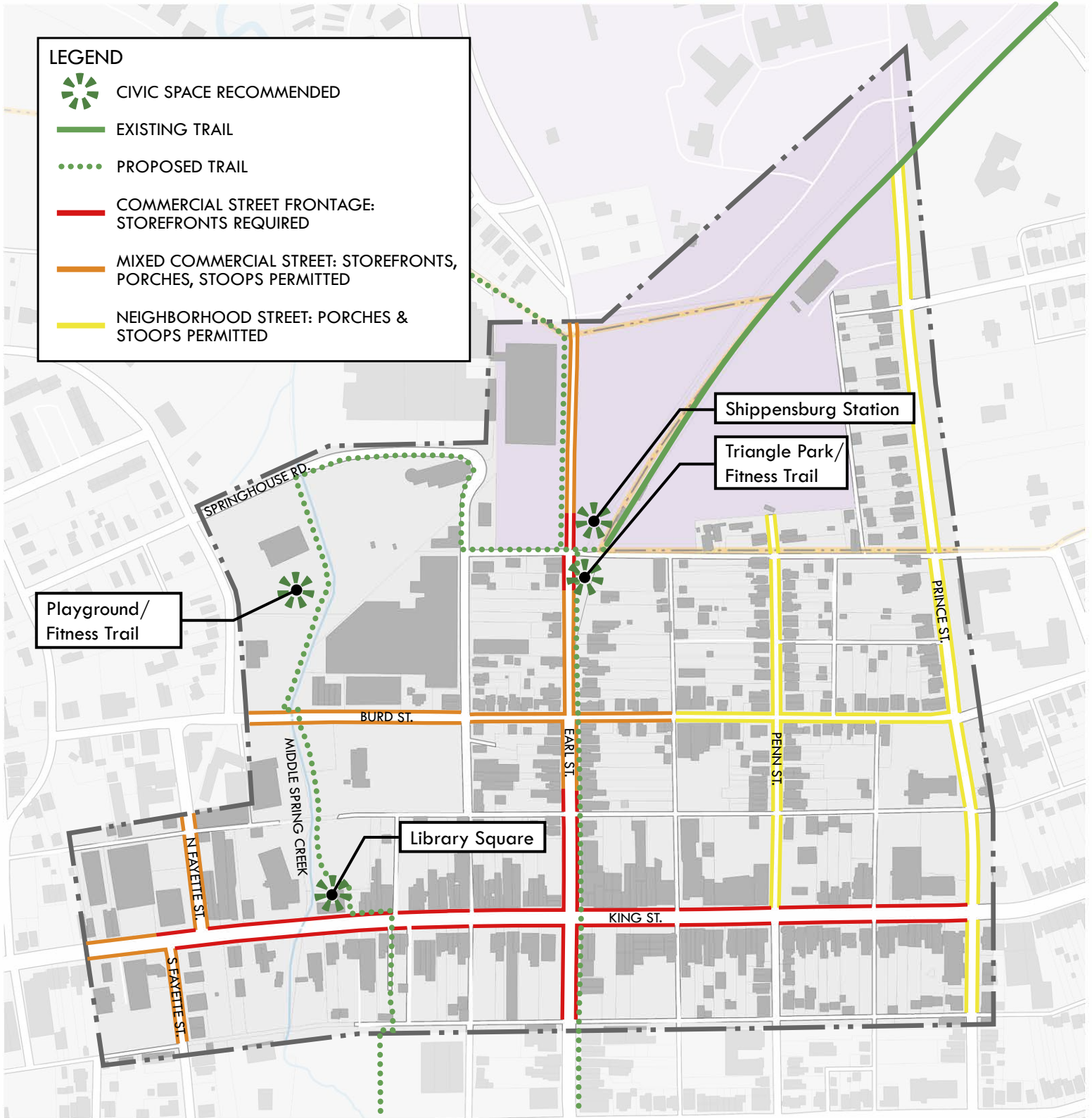
### **Mixed Commercial Street Frontage:**



### **Neighborhood Street Frontage:**



# Zoning and Form Based Code Recommendations



Proposed Shippensburg Regulating Plan

# Appendix B

## Form Based Code Recommendations and Maintaining the Historic Character of Shippensburg

The illustrations on these pages demonstrate how the proposed form based code standards could be applied to three sites where the historic building fabric has been removed. The purpose of a downtown Form Based Code for Shippensburg is to provide clear guidance on the types of new development that should be required in the downtown and the proper placement of storefronts, windows, parking, buildings and building heights along the street. These standards are designed to complement existing Historic Preservation District standards (Article III of the Borough Ordinances) and clarify the importance of building forms, building placements, storefronts, promoting downtown commerce and enhancing the public realm that are all so important to maintaining the form and character of this place.

In many communities with historic districts and Boards of Historic Architectural Review such as Shippensburg,

there is a need to focus on promoting economic development and appropriate building forms, without creating unnecessary restrictions on investment for new businesses and new buildings. The purpose of the Form Based Code, Regulating Plan and these sample renderings is to start a dialogue between Borough Council Members, Borough Planning Commission Members, Historic Architectural Review Board Members, property owners and developers on sensible standards for the downtown.

These illustrations, proposed regulating plan, and form recommendations are designed to assist in





# Zoning and Form Based Code Recommendations



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# Appendix C:

## Detailed Implementation Plan

# Appendix C

## Implementation for the Shippensburg Downtown Revitalization & Connectivity Plan

Task Items	Organization Promotion	Economic Vitality	Design	Lead Organizations	Implementation Phase						Order of Magnitude Cost	Potential Funding Sources
					Near-Term	Mid-Term			Long-Term			
					2022/23	2024	2025	2026	2027	2028		
<b>Strategy 1: Implement programs for Neighborhood Beautification, Downtown Livability &amp; Greening.</b>												
Form a "Downtown Beautification Committee" to coordinate and implement these recommendations.	●			Downtown Beautification Committee, DOIT	S							
<b>1A: Establish a Façade Enhancement Program to incentivize investment in commercial storefronts and residential porches &amp; front façades</b>			●	Downtown Beautification Committee, Borough		S	O	O	O	O	\$35K to \$60K	existing Enterprise Zone Loan Fund, KCP
1. Secure grants as matching funds, prepare design standards and manage a façade enhancement program.			●								\$1K for design of a brochure, \$500 for printed materials	KCP, Borough, Local Foundations, Businesses
2. Start a community group to encourage storefront merchandising, lighting and enhancements.			●									
<b>1B: Create a program to promote maintenance, cleaning and greening of sidewalks, street trees and landscaping.</b>			●	Downtown Beautification Committee, DOIT, SACOC Borough	S	O	O	O	O	O	\$4k to \$6K per year	existing Enterprise Zone Loan Fund, Borough
1. Create a street tree inventory and replacement planting program. Seek street tree planting grants.			●								~ \$2 to 4K per year to support tools, trash removal, planters	existing Enterprise Zone Loan Fund,
2. Organize volunteer efforts to promote cleaning and maintenance of sidewalks, landscaping, trees, planters & decorations.			●									
<b>1C: Develop a program to incentivize the development of apartments and condominiums above stores.</b>		●		Downtown Beautification Committee, Borough, Long Range Planning Committee		S	O	O	O	O	\$3K to \$6K for GIS mapping and shared parking easement drafted by an attorney	
1. Contact property owners to better understand challenges and opportunities		●										
2. Identify share parking sites at municipal or church lots via a GIS map and engage an attorney to craft a shared parking easement agreement.		●									\$1K for design of a brochure, \$500 for printed materials	
3. Identify and promote a streamlined process for adaptive reuse and land development approvals of downtown residences resulting in a web page and brochure.		●									\$2K to \$4K for feasibility	LERTA tax incentive program
4. Consider a LERTA tax incentives to promote new residences above stores		●										108, HPTC, BPA, NSP, KCP
5. Identify developers with experience in the historic rehab of mixed use buildings.		●										
6. Identify funding sources to assist developers finance projects.		●										
7. Prepare economic feasibility analyses for key downtown buildings including development pro formas to demonstrate the economic viability of rehabilitation.		●									\$3K per analysis	
8. Create a database of available properties and make available to prospective investors and developers (Borough website or other).		●										
9. Market available space; consider offering tours of available buildings with prospective investors and developers.		●										
10. Prepare a request for proposal template on behalf of property owners to hire developers for redevelopment work.		●										
<b>1D: Encourage residential rehabilitation and new townhomes and accessory dwelling throughout the neighborhood adjacent to downtown.</b>		●		Downtown Beautification Committee, Borough, Realtors, Developers, Downtown Manager		S	O	O	O	O	\$1K for design of a brochure, \$500 for printed materials	Borough, Local Foundations, SU Foundation
1. Identify potential sites for community gardens and approach community leaders.		●									To Be Determined	Borough, Local Foundations, SU Foundation
2. Create a brochure to highlight the benefits of adapting garages into accessory dwelling units.		●									\$2K to \$4K for grant writing	Borough, Local Foundations, SU Foundation, CC
3. Identify sites for infill residences on underutilized sites and prepare case studies and cost estimates for typical improvements.		●										
4. Seek grants for and manage a residential rehabilitation program		●										
5. Create a database of available properties and make available to prospective investors and developers (Borough website or other).		●										
6. Identify developers with experience in housing rehab and construction.		●										
7. Prepare economic feasibility analyses for buildings considered for housing redevelopment as well as new townhome projects including development pro formas to demonstrate the economic viability of rehabilitation and new construction.		●									\$3K per analysis	existing Enterprise Zone Loan Fund
<b>1E: Establish and fund a capital improvement program to build pocket parks, street trees, sculptures, murals, wayfinding and information kiosks.</b>		●		Downtown Beautification Committee, Borough, Arts Organizations, SU	S	O	O	O	O	O	\$2K to \$4K for grant writing; \$5K to \$500K for pocket parks and murals	CCLP, Arts Organizations, SU Foundation, Local Foundations, Local Community Service Organizations
1. Approach community leaders about funding a capital improvement program.		●										
2. Identify potential blank walls for future murals.		●										
3. Identify locations where wayfinding signage would assist with directing people around Shippensburg.	●											
4. Seek grants and funding sources for design and construction		●										
<b>1F: Encourage the Borough to enhance/redevelop municipal land surrounding the proposed Middle Spring Creek Greenway and Trail with new residences, green spaces and a public plaza.</b>		●		Downtown Beautification Committee, Borough	S	G	F				\$10K to \$20K	existing Enterprise Zone Loan Fund, CCLP, KCP, PBH
1. Conduct a feasibility study to evaluate the sale or lease of municipal land for new residences, commercial uses, green spaces, greenways, parking and public plazas.		●			F							

Timeline Legend			Potential Funding Sources	
Abbrev.	Description	Abbrev.	Description	
S	Start Project	MTF-P	Multimodal Transportation Fund - PennDOT	
O	Ongoing Implementation	MTF-D	Multimodal Transportation Fund - Dept. of Community & Economic Development	
G	Seek Grants	TA	Transportation Alternatives Set-Aside - Federal Highway Administration	
F	Feasibility Study	RACP	Redevelopment Assistance Capital Program - PA Office of Budget and Governor's Office	
D	Design	C2P2	Community Conservation Partnerships Program - PA Department of Conservation and Natural Resources	
C	Construct	GTR	Greenways, Trails & Recreation Program - PA Dept. of Community & Economic Development	
<b>Potential Organizations to Implement the Shippensburg Revitalization &amp; Connectivity Plan</b>				
Organization	Abbreviation	Status	Abbrev.	Description
Downtown Beautification Committee	DBC	To be formed	LSA	Pennsylvania Local Share Account
Downtown Business Development Committee	DBDC	To be formed	KCP	Keystone Communities Program - PA Dept. of Community & Economic Development
Middle Spring Greenway Alliance	MSGA	To be formed	CCLP	Cumberland County Land Partnerships
Borough of Shippensburg	Borough		PBH	Partnerships for Better Health
Township of Shippensburg	Township		108	Section 108 Loan Guarantee Program - Dept. of Community & Economic Development
Shippensburg University	SU		HPTC	Historic Preservation Tax - Dept. of Community & Economic Development
Shippensburg University Foundation	SUFoundation		BPA	Building PA - Dept. of Community & Economic Development
Rail Trail Alliance	RTA		BOP	Business Opportunities Fund - Dept. of Community & Economic Development
Downtown Organizations Investing Together	DOIT		NSP	Neighborhood Stabilization Program - Dept. of Community & Economic Development
Shippensburg Area Chamber of Commerce	SACOC		PCAP	Pennsylvania Capital Access Program - Dept. of Community & Economic Development
Shippensburg Area Development Corporation	SADCO		PMB	Pennsylvania Minority Business Development Authority - Dept. of Community & Economic Development
Cumberland Valley Rail Trail Coalition	CVRTC		SDB	Small Diverse Business Capital Access Program - Dept. of Community & Economic Development
Shippensburg Community Recreation & Park Authority	SCRPA			
Middle Spring Watershed Association	MSWA			

# Detailed Implementation Plan

Implementation for the Shippensburg Downtown Revitalization & Connectivity Plan													
Task Items	Organization	Promotion	Economic Viability	Design	Lead Organizations	Implementation Phase						Order of Magnitude Cost	Potential Funding Sources
						Near - Term	Mid - Term			Long - Term			
							2022/23	2024	2025	2026	2027		
<b>Strategy 2: Recruit Businesses &amp; Implement Downtown Enhancement Initiatives.</b>													
Form a "Downtown Business Development Committee" to coordinate and implement these recommendations.	●				SACOC, DOIT, Downtown Business Development Committee, SADCO, Downtown Manager	S							
1. Recruit realtors, major property owners, individuals willing to meet with prospective businesses to join this team and implement the recruitment plan	●												
<b>2A: Hire a Downtown Manager to secure grants, recruit businesses and implement the downtown plan.</b>													
1. Prepare a job description in coordination with potential funding organizations	●					S							
2. Hire the Downtown Manager	●				Borough, SU, Downtown Business Development Committee	S						\$50K to \$60K per year + benefits	Borough, Township, SU, SACOC
3. Coordinate business recruitment, grant writing, downtown revitalization initiatives and the three Downtown Enhancement Teams	●						S	O	O	O	O	\$5K to \$15K per year for general operating expenses for business recruitment and implementation services	Borough, Township, SU, SACOC
<b>2B: Write, publish and implement a Business Recruitment Plan with an emphasis on Experiential Retail and Recreational Tourism.</b>													
1. Summarize market opportunities from market assessment appendix	●					S	O	O	O	O	O		
2. Prepare and manage the maps and lists of opportunity sites, potential downtown businesses, recruitment brochures	●				Borough, Downtown Business Development Committee, Downtown Manager							\$5K to \$15K	Borough, Township, SACOC
3. Add these items to the Borough website for easy access and searchability for prospective entrepreneurs	●												
4. Promote these resources to prospective entrepreneurs.	●												
5. With support from a branding/ marketing firm, prepare a Business Recruitment Plan with emphasis on experiential retail and recreational tourism	●												
<b>2C: Recruit restaurants to downtown.</b>													
1. Identify restaurants within the greater Carlisle, Chambersburg and Shippensburg area that might be good additions to Shippensburg.				●		S	O	O	O	O	O		
2. Host a well-advertised forum event bringing together prospective restaurateurs, commercial brokers, landlords, and local economic development officials to match entrepreneurs with available space and funding sources.				●	SACOC, Downtown Manager, Downtown Business Development Committee								
3. Provide ongoing communication and necessary follow-through with prospective restaurateurs.				●									
4. Consider creating a local restaurant fund to help prospective restaurateurs finance expensive equipment.				●								\$150K to \$300K	KCP, BOP, PCAP, PMB, SDB, Local Banks/Lenders
<b>2D: Recruit mixed entertainment and cultural arts anchors to downtown including bowling, virtual golf, community theater, art cinema or galleries.</b>													
1. Reach out directly to prospective local operators of such facilities to identify potential interest, needs and business models.				●		S	O	O	O	O	O		
2. Host prospective operators and show them available space.				●	SACOC, Downtown Business Development Committee, Downtown Manager								
3. Connect prospective operators with landlords and commercial brokers.				●									
4. Consider securing a revolving loan fund to underwrite the cost of initial renovations				●								\$150K to \$300K	KCP, Local Banks/Lenders
5. Consider Tax Increment Financing or a Local Economic Revitalization Tax Assistance to help attract these anchor businesses.				●								To Be Determined	
<b>2E: Recruit retail businesses and a food market to downtown with emphasis on businesses that offer experiential retail.</b>													
1. Host a well-advertised event bringing together prospective restaurateurs, commercial brokers, landlords, and local economic development officials to match entrepreneurs with available space and funding sources.				●		S	O	O	O	O	O		
2. Connect prospective operators with landlords and commercial brokers.				●	SACOC, Downtown Business Development Committee, Downtown Manager								
3. Coordinate with owners of vacant retail properties to consider offering reduced rents for "popup" retail to test the market for various retail opportunities.				●									
4. Consider securing a revolving loan fund to underwrite the cost of initial renovations				●								To Be Determined	KCP
5. Conduct a feasibility study to consider Tax Increment Financing or a Local Economic Revitalization Tax Assistance to help attract these anchor businesses.				●								\$3K to \$6K	
<b>2F: Write and adopt Zoning and Form Based Code standards to realize plan recommendations</b>													
1. Hire a planning consultant to draft zoning ordinance standards				●	Borough Planning Commission, Downtown Business Development Committee, Downtown Manager	S	G	O				\$30K to \$60K	KCP
<b>2G: Evaluate and consider redevelopment of underutilized Borough properties</b>													
1. Engage a planning consultant and realtor to prepare programming and consolidation alternatives				●	Borough, Planning Commission, Downtown Manager	S	G	F				\$10K to \$20K	CFP, existing Enterprise Zone Loan Fund, KCP, PBH
<b>2H: Adopt this Revitalization and Connectivity Plan as an update to the Borough Comprehensive Plan</b>													
				●	Borough, Planning Commission, Downtown Manager	S							

Timeline Legend			Potential Funding Sources	
S - Start Project			Abbrev.	Description
O - Ongoing Implementation			MTF-P	Multimodal Transportation Fund - PennDOT
G - Seek Grants			MTF-D	Multimodal Transportation Fund - Dept. of Community & Economic Development
F - Feasibility Study			TA	Transportation Alternatives Set-Aside - Federal Highway Administration
D - Design			RACP	Redevelopment Assistance Capital Program - PA Office of Budget and Governor's Office
C - Construct			C2P2	Community Conservation Partnerships Program - PA Department of Conservation and Natural Resources
			GTR	Greenways, Trails & Recreation Program - PA Dept. of Community & Economic Development
			LSA	Pennsylvania Local Share Account
<b>Potential Organizations to Implement the Shippensburg Revitalization &amp; Connectivity Plan</b>				
Organization	Abbreviation	Status		
Downtown Beautification Committee	DBC	To be formed	KCP	Keystone Communities Program - PA Dept. of Community & Economic Development
Downtown Business Development Committee	DBDC	To be formed	CCLP	Cumberland County Land Partnerships
Middle Spring Greenway Alliance	MSGGA	To be formed	PBH	Partnerships for Better Health
Borough of Shippensburg	Borough		108	Section 108 Loan Guarantee Program - Dept. of Community & Economic Development
Township of Shippensburg	Township		HPTC	Historic Preservation Tax - Dept. of Community & Economic Development
Shippensburg University	SU		BPA	Building PA - Dept. of Community & Economic Development
Shippensburg University Foundation	SUFoundation		BOP	Business Opportunities Fund - Dept. of Community & Economic Development
Rail Trail Alliance	RTA		NSP	Neighborhood Stabilization Program - Dept. of Community & Economic Development
Downtown Organizations Investing Together	DOIT		PCAP	Pennsylvania Capital Access Program - Dept. of Community & Economic Development
Shippensburg Area Chamber of Commerce	SACOC		PMB	Pennsylvania Minority Business Development Authority - Dept. of Community & Economic Development
Shippensburg Area Development Corporation	SADCO		SDB	Small Diverse Business Capital Access Program - Dept. of Community & Economic Development
Cumberland Valley Rail Trail Coalition	CVRTC			
Shippensburg Community Recreation & Park Authority	SCRPA			
Middle Spring Watershed Association	MSWA			

# Appendix C

## Implementation for the Shippensburg Downtown Revitalization & Connectivity Plan

Task Items	Organization	Promotion	Economic Vitality	Design	Lead Organizations	Implementation Phase						Order of Magnitude Cost	Potential Funding Sources
						Near - Term	Mid-Term			Long-Term			
						2022/23	2024	2025	2026	2027	2028		
<b>Strategy 3: Build and enhance Trails, Greenways &amp; Civic Spaces</b>													
Form a "Middle Spring Greenway Alliance" to coordinate and implement these recommendations.	•				MSGA/ Coy Library/CVRTC/ SCPRA	S	O	O	O	O	O		
<b>3A: Create a civic space at the Library for community events and gatherings.</b>				•	MSGA, Coy Library	F	G	D	C				
1. Create a community green space.				•	Coy Library							Completed by Library	
2. Construct a community stage with a movie screen for events.				•	TBD							\$200 to 300K	GTR, LSA, CFP
3. Widen the existing sidewalks to create a multi-purpose trail.				•	MSGA								
4. Add trees and landscaping to the edges of the greenspace.				•	TBD								
5. Construct an outdoor seating area.				•	TBD								
6. Add bike racks, benches and lighting.				•	MSGA								
7. Add a crosswalk with bumpouts and textured paving along King St.				•	TBD								
8. Prepare a detailed design and cost estimate to secure donations and grants to support the project.				•	MSGA						\$20 to 30K		
<b>3B: Extend the Cumberland Valley Trail bikeway, sidewalks, lighting, streetscape enhancements and signage south along Earl Street and west to Orrstown Road.</b>				•	Borough/SCRPA/ CVRTC	G	D	C				\$2.2M	TA, C2P2, PBH, TAP, GTR
1. Construct an extension of the Cumberland Valley Rail Trail (CVRT) running west towards Orrstown Rd.				•	SCRPA/CVRTC								
2. Add road "sharrows" along Earl Street connecting the CVRT into downtown.				•	Borough/CVRTC								
3. Consider additional sidewalk, lighting, signage, and streetscape enhancements to improve the experience between the downtown and the CVRT.				•	Borough/CVRTC								
4. Prepare a detailed design and cost estimate to secure donations and grants to support the project.				•	Borough/CVRTC						To Be Determined		
<b>3C: Build a multipurpose trail, bike sharing stations and greenway from Shippensburg Station to the Coy Public Library via Fort Street and Middle Spring Creek.</b>				•	MSGA/ Middle Spring Watershed Association/CVRTC/ Coy Library	G	D	C	C			\$300K-700K	PBH, C2P2, TAP, GTR
1. Construct a multi-purpose trail and greenway along Middle Spring Creek connecting King St, the library and the Cumberland Valley Rail Trail together. This trail could also extend down the creek all the way to Dykeman Spring Nature Park providing further recreational opportunities. Cost range will vary depending on if trail is constructed to PennDot standards, if prevailing wage is needed or if the funding source requires more stringent construction standards.				•	MSGA/ Middle Spring Watershed Association/CVRTC/ Coy Library/ SU Foundation								
2. Prepare a detailed design and cost estimate to secure donations and grants to support the project.				•							\$30K to \$80K		
<b>3D: Organize and facilitate regular events at Library Square and Shippensburg Station</b>	•												
1. Create regular events to draw residents, students, customers, trail users & out-of-town visitors to Shippensburg	•				DOIT, CVRTC, Coy Library, MSGA	O	O	O	O	O	O	Varies	
2. Seek community partnerships, local sponsors and a coordinated calendar of events to host events at both Library Square and Shippensburg Station	•												
3. Collaborate with the business community, University, Borough, DOIT, and SACOC	•												
<b>3E: Transform King and Earl Street with enhanced gateway signage, crosswalks, greening, lighting and street trees.</b>				•			F	G	D	C	C		
1. Add five thermoplastic crosswalks with curb bump outs and landscaping at mid-block crossings along King and Earl Streets.				•								\$150K-220K	
2. Add curb bump outs and textured paving crosswalks at 5 key intersections along King and Earl Streets				•								\$170K-240K	
3. Add downtown wayfinding, signage, sculpture, bus shelters and bike racks. (3 new wayfinding signs, 5 sculptures, 2 bus shelters and 6 bike racks).				•	Borough/Township							\$130K-190K	PennDOT MTF, DCED MTF, GTR
4. Enhance the downtown streetscape with greening, street trees, and pedestrian lighting. (Approximately 60 trees with structural soil, 10 new light fixtures and some additional landscaping/greening).				•								\$180K-350K	
5. Prepare a detailed design and cost estimate to secure donations and grants to support the project.				•								To be determined	
<b>3F: Transform the Foreman Triangle site at North Earl Street into a plaza and destination for sculpture, community gardens and the beginning of a Shippensburg Station fitness loop.</b>				•			F	G	D	C	C		
1. Transform the Foreman Triangle into a community park/destination. This park could include elements such as sculpture, community gardens, directional signage as well as pathways connecting to the rail trail and the start of a proposed Shippensburg Station fitness loop.				•	SU/CVRTC							\$60K to 100K	PBH, Local Foundations, LSA, GTR

Timeline Legend			Potential Funding Sources	
Abbrev.	Description	Abbrev.	Description	
S	Start Project	MTF-P	Multimodal Transportation Fund - PennDOT	
O	Ongoing Implementation	MTF-D	Multimodal Transportation Fund - Dept. of Community & Economic Development	
G	Seek Grants	TA	Transportation Alternatives Set-Aside - Federal Highway Administration	
F	Feasibility Study	RACP	Redevelopment Assistance Capital Program - PA Office of Budget and Governor's Office	
D	Design	C2P2	Community Conservation Partnerships Program - PA Department of Conservation and Natural Resources	
C	Construct	GTR	Greenways, Trails & Recreation Program - PA Dept. of Community & Economic Development	
<b>Potential Organizations to Implement the Shippensburg Revitalization &amp; Connectivity Plan</b>				
Organization	Abbreviation	Status		
Downtown Beautification Committee	DBC	To be formed	LSA	Pennsylvania Local Share Account
Downtown Business Development Committee	DBDC	To be formed	KCP	Keystone Communities Program - PA Dept. of Community & Economic Development
Middle Spring Greenway Alliance	MSGA	To be formed	CCLP	Cumberland County Land Partnerships
Borough of Shippensburg	Borough		PBH	Partnerships for Better Health
Township of Shippensburg	Township		108	Section 108 Loan Guarantee Program - Dept. of Community & Economic Development
Shippensburg University	SU		HPTC	Historic Preservation Tax - Dept. of Community & Economic Development
Shippensburg University Foundation	SUFoundation		BPA	Building PA - Dept. of Community & Economic Development
Rail Trail Alliance	RTA		BOP	Business Opportunities Fund - Dept. of Community & Economic Development
Downtown Organizations Investing Together	DOIT		NSP	Neighborhood Stabilization Program - Dept. of Community & Economic Development
Shippensburg Area Chamber of Commerce	SACOC		PCAP	Pennsylvania Capital Access Program - Dept. of Community & Economic Development
Shippensburg Area Development Corporation	SADCO		PMB	Pennsylvania Minority Business Development Authority - Dept. of Community & Economic Development
Cumberland Valley Rail Trail Coalition	CVRTC		SDB	Small Diverse Business Capital Access Program - Dept. of Community & Economic Development
Shippensburg Community Recreation & Park Authority	SCRPA			
Middle Spring Watershed Association	MSWA			

# Detailed Implementation Plan

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# Appendix D:

## Public Funding Sources

# Appendix D

Typical Funding Sources for Trails, Parks and Downtown Revitalization		
Program Name and Agency	Type of Funding and Use	Additional Requirements and Uses
<b>Multimodal Transportation Fund (MTF)</b> – PA DCED/CFA and PennDOT (2 agencies with unique applications for funding)	<b>Grant</b> funding for transportation-related projects. Funding available for roads/streets, streetscape, sidewalks, lighting, pedestrian connectivity and transit related projects. Planning funds also available.	PennDOT funds require agency decisions. DCED funds require Commonwealth Financing Authority (CFA) approval. Funds improvements to adjoining roads, sidewalks, lighting, pedestrian improvements around site.
<b>Transportation Alternatives Program (TA)</b> – PennDOT	Reimbursement <b>grant</b> program for connector roads, bicycle or pedestrian facilities, conversion of abandoned railway corridors to trails, overlooks and viewing areas, historic preservation and rehab of historic transportation facilities, safe routes to schools development such as trails and sidewalks.	Program requires coordination with the County Planning Commission. Generally focused on community improvement activities. Requires consistency with local and regional plans, collaboration with stakeholders, and statewide or regional significance.
<b>Community Conservation Partnerships Program (C2P2)</b> - DCNR	Funding for: 1) Planning, acquisition, and development of public parks, 2) Recreation areas, 3) Motorized and non-motorized trails, 4) River conservation and access, 5) Conservation of open space	Eligible organizations include: Municipalities Municipal agencies Nonprofit organizations
<b>PA Greenways, Trails and Recreation Program</b> – PA DCED and CFA	<b>Grant</b> program that funds trails, public parks and recreation areas – including indoor and outdoor parks and recreation areas (including rec facilities); greenways and trails.	Eligible costs include construction, engineering, environmental assessment, fixed equipment, clearing of land, and costs to support grant administration.
<b>Industrial Sites Reuse (ISR)</b> – PA DCED/PA DEP	Grant and loan funding for environmental assessment and physical remediation costs on PA brownfields and/or previously utilized buildings. Supports removal and remediation of hazardous substances and Asbestos.	Eligible public entity must own the land at the time of remediation in order to be eligible for a grant.  Private developers can be grant-eligible with cooperation agreement and title agreement with eligible applicant.

# Public Funding Sources

Targeted Amount	Timing
<p>Grants up to \$3,000,000 each application.</p> <p><b>A 30% match is required.</b></p> <p><b>Municipalities may be able to request waiver of match</b> for DCED program.</p>	<p><b>PennDOT:</b> Typically opens early September, due early November. with decisions February/March.</p> <p><b>DCED:</b> Received annually between March 1 and July 31.</p>
<p>Up to \$1.5 in grant funding. Project costs must range from \$50,000 - \$1.0 M. Will require a municipal application sponsor.</p> <p><b>A 20% match is required.</b></p>	<p>Program typically opens November and is due in January of the following year.</p>
<p><b>A 50% match is typically required.</b></p> <p>Amounts funded vary significantly.</p>	<p>Opens on 01/17/2023 and Closes on 04/05/2023</p>
<p>Grants up to \$250,000.</p> <p><b>A 15% match is required.</b></p>	<p>Applications typically received between February 1st and May 31st of each year.</p>
<p>Up to \$1,000,000 for remediation, or 75% of total eligible project cost, whichever is less.</p> <p><b>A 25% match is required.</b></p>	<p>Rolling application period. Letter of Intent to DCED required as initial step.</p>

# Appendix D

Typical Funding Sources for Trails, Parks and Downtown Revitalization		
Program Name and Agency	Type of Funding and Use	Additional Requirements and Uses
<b>Redevelopment Assistance Capital Program (RACP)</b> – PA Office of Budget and Governor’s Office	Reimbursement <b>grant</b> program for site preparation, infrastructure and building construction costs.	Can Seek new itemization in capital budget bill. Use existing County authorization to apply, as available. Eligible costs: demolition; site preparation; infrastructure; vertical construction.
<b>Keystone Communities Program (KCP)</b> – PA DCED and CFA	<b>Grant</b> funding for planning or implementation, including designation as Main Street/Elm Street Community. Program encourages the creation of partnerships between the public and private sectors that jointly support local initiatives such as the growth and stability of neighborhoods and communities; social and economic diversity; and a strong and secure quality of life. The program allows communities to tailor the assistance to meet the needs of its specific revitalization effort.	A flexible tool for use in community and economic development for a variety of uses including planning activities, design/engineering, façade grant programs, accessible housing programs, and development grants.  Application submitted through either authority, non-profit, community development organizations or municipality. Strong coordination required with regional DCED director.
<b>Keystone Communities (Anchor Building)</b> – PA DCED and CFA	Grants and Grants-to-Loans for development projects. Formerly called “Anchor Building” funding, and now part of KCP funding.  Eligible buildings must be considered a vital downtown building and be vacant or underutilized.	Non-profits are eligible for grants for physical building improvements, historic renovation and redevelopment projects for buildings that “anchor” neighborhoods. Strong coordination required with regional DCED director.

Targeted Amount	Timing
<p>\$1,000,000 - \$5,000,000 in grant funding is typical.</p> <p><b>A dollar-for-dollar match is required (\$1:\$1)</b></p>	<p>Open window for Round 2022 will be open during the period of July 25, 2022 through August 19, 2022.</p>
<p>Eligible amounts vary per use of funds.</p> <p>Façade grants may not exceed \$50,000; planning grants may not exceed \$25,000. <b>A dollar-for-dollar match is required (\$1:\$1).</b></p> <p>Development grants up to \$500,000 with a <b>30% required match.</b></p>	<p>Program application for funding is typically accepted from July 1st through August 31st.</p>
<p>Up to \$500,000 in grant funding. Does not require Main Street or Elm Street designation.</p> <p><b>A 30% match is required.</b></p>	<p>Program application for funding is typically accepted from July 1st through August 31st.</p>

# Appendix D

Typical Funding Sources for Trails, Parks and Downtown Revitalization		
Program Name and Agency	Type of Funding and Use	Additional Requirements and Uses
<b>Historic Preservation Tax Credit (HPTC)</b> – PA Historic and Museum Commission (PHMC), PA DCED	PA state <b>tax credits</b> to qualified taxpayers who will be completing the restoration of a qualified historic structure into an-income producing property. Generally completed in conjunction with Federal National Rehabilitation Tax Credit certification and application.	Requires rehabilitation plan approved by PHMC. Must be responsible for Personal Income Tax, Corporate Net Income Tax, Capital Stock-Franchise Tax, Bank and Trust Company Shares Tax, Title Insurance Companies Shares Tax, Insurance Premiums Tax, Gross Receipts Tax, or Mutual Thrift Institutions Tax to be eligible.
<b>Cumberland County Recovery Grants (CCRG)</b>	Funding for civic spaces and facilities	
<b>Cumberland County Land Partnerships (CCLP)</b>	Provides financial assistance to municipalities and non-profit organizations for the purpose of agriculture preservation, natural resource protection, creation of parks, trails & greenways and planning and ordinance assistance projects.	Funding for trails, greenways, and parks
<b>20% Federal National Rehabilitation Tax Credit</b> – US National Park Service (NPS), Internal Revenue Service (IRS) in partnership with PHMC.	Federal <b>tax credits</b> qualified taxpayers who will be completing the restoration of a qualified historic structure into an-income producing property.	Requires completion of Part I and Part II of the application. Buildings may be individually listed on the National Register, or part of a Historic District, but they must be registered to qualify. Tax credits may be sold to a qualified user.

# Public Funding Sources

Targeted Amount	Timing
Up to \$500,000 in tax credits in any given year. May not exceed 25% of total expenditures for rehabilitation. PA awards \$3.0M total annually.	New application windows typically open in January. They are evaluated on a first-come, first-served basis annually.
\$50,000 to \$2M	For 2022, grant applications were due by July 1.
Maximum of \$100,000 for parks, trails and greenway development; maximum of \$20,000 for conservation and recreation planning	Due by Sept 9, 2022
Maximum of 20% of the cost of the qualifying rehabilitation expenses.	Rolling application period annually.

# Appendix D

## Typical Funding Sources for Trails, Parks and Downtown Revitalization

Program Name and Agency	Type of Funding and Use	Additional Requirements and Uses
<b>Community Facilities Program (CFP)</b> – US Department of Agriculture (USDA) Rural Development	Multiple programs that offer <b>direct loans, loan guarantees and grants</b> to develop or improve essential public services and facilities in communities.	Public bodies and non-profit organizations can use the funds to construct, expand or improve facilities that provide <b>health care, education, public safety, and public services</b> . Projects include fire and rescue stations, village and town halls, health care clinics, hospitals, adult and childcare centers, assisted living facilities, rehabilitation centers, <b>public buildings</b> , schools, libraries, and many other community-based initiatives.



# Public Funding Sources

Targeted Amount	Timing
<p>Terms and matching funds vary per program (grant vs. loan) and are largely based on the area's economic need.</p> <p>Typically, <b>federal funds require a 20%, non-federal match</b> (can be state or local funds in most cases).</p>	<p>Rolling application period annually.</p> <p>Applications require direct and early communication and coordination with regional USDA representatives.</p>

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# Appendix E: Town Hall Survey Results

The results of the Town Hall Survey which polled 64 participants during the Town Hall meeting on February 17, 2022.

## Downtown Shippensburg Town Hall Meeting

Please visit the project stations and circle your preferences!

### 1 Shippensburg Beautification, Livability, & Greening

Please circle the option that best represents your preference for each recommendation.

- |   |   |   |
|---|---|---|
| <b>1A: Facade Enhancement Program</b><br>Like it! Not Sure Don't Like it                                  | <b>1B: Maintenance Program</b><br>Like it! Not Sure Don't Like it             | <b>1C: Promote 2nd floor living above stores</b><br>Like it! Not Sure Don't Like it |
| <b>1D: Residential Infill/rehabilitation in downtown neighborhoods</b><br>Like it! Not Sure Don't Like it | <b>1E: Parks/Murals/Wayfinding Program</b><br>Like it! Not Sure Don't Like it |   |

Do you support these initiatives to promote Beautification, Livability and Greening within the downtown and surrounding area?

Highly Favorable Favorable Neutral Unfavorable Highly Unfavorable

### 2 Downtown Business Retention, Recruitment & Leadership

Please circle the option that best represents your preference for each recommendation.

- |   |   |  |
|---|---|--|
| <b>2A: Hiring a Downtown Manager</b><br>Like it! Not Sure Don't Like it   | <b>2B: Business Recruitment Plan</b><br>Like it! Not Sure Don't Like it | <b>2C: Recruiting New Restaurants to Downtown</b><br>Like it! Not Sure Don't Like it |
| <b>2D: Mixed Entertainment Anchors</b><br>Like it! Not Sure Don't Like it | <b>2E: Experiential Retail</b><br>Like it! Not Sure Don't Like it       |  |

Do you support these initiatives to promote Downtown Business Retention, Recruitment, & Leadership within the downtown and surrounding area?

Highly Favorable Favorable Neutral Unfavorable Highly Unfavorable

### 3 Trails, Greenways, and Civic Spaces

Please circle the option that best represents your preference for each recommendation.

- |  |   |  |
|--|---|--|
| <b>3A: Library Civic Space</b><br>Like it! Not Sure Don't Like it    | <b>3B: Cumberland Valley Trail Extension</b><br>Like it! Not Sure Don't Like it | <b>3C: King Street Enhancements</b><br>Like it! Not Sure Don't Like it |
| <b>3D: New Trail and Greenway</b><br>Like it! Not Sure Don't Like it | <b>3E: N. Earl Street Triangle Park</b><br>Like it! Not Sure Don't Like it      |  |

Do you support these initiatives to promote Trails, Greenways, & Civic Spaces within the downtown and surrounding area?

Highly Favorable Favorable Neutral Unfavorable Highly Unfavorable

## Please tell us about yourself below...

### Where do you live?

- Near the Downtown (AREA A)
- In the Shippensburg Area (AREA B)
- In the Great Shippensburg Area (AREA C)



### Why do you visit Downtown?

- (Check all that apply)
- I live in downtown
  - I shop in Shippensburg
  - I visit Shippensburg for events
  - I am a Shippensburg University student
  - I work at Shippensburg University

### What is your age range?

- 24 and under
- 25 to 44
- 45 to 64
- 65 and over
- I prefer not to answer

### How often do you frequent downtown Shippensburg?

- (Check all that apply)
- Daily
  - Weekly
  - A few times a month
  - Monthly
  - Infrequently

### Are there any regional restaurants or businesses you would like to see expand in Shippensburg?

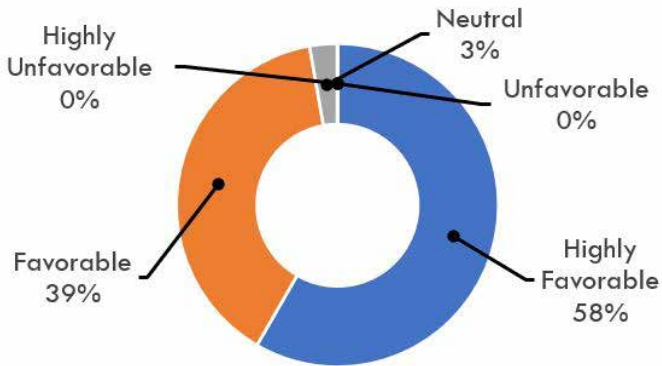
### Are there any particular types of entertainment or arts venues that you would like to see expand in Shippensburg?

### What do you feel is the most important improvement that should be made to enhance Downtown Shippensburg?

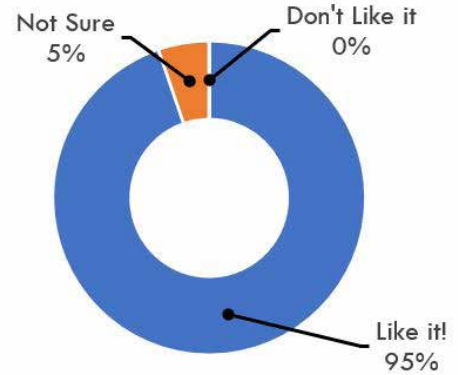


# Appendix E

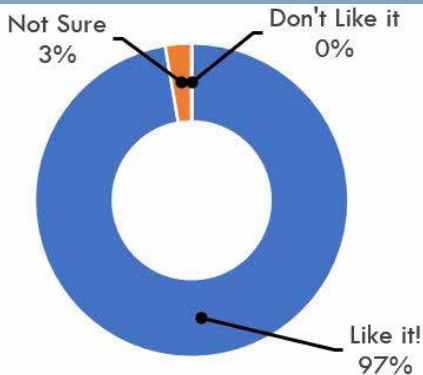
## Strategy 1 - Implement programs for Neighborhood Beautification, Downtown Livability & Greening



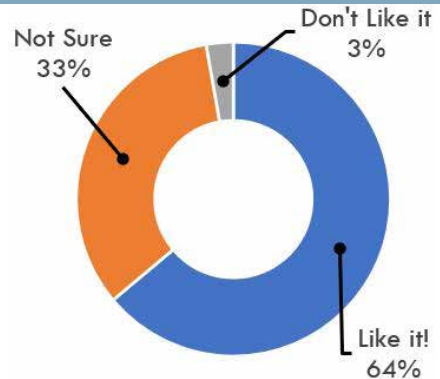
## Recommendation 1 A - Establish a Facade Enhancement Program to incentivize investment in commercial storefronts and residences.



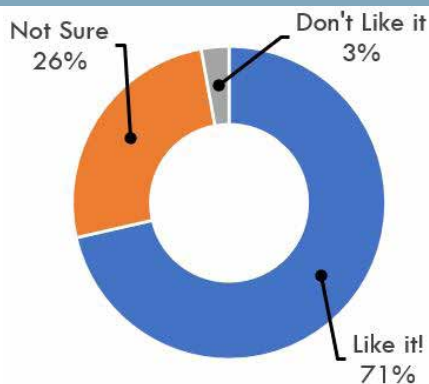
## Recommendation 1 B - Create a program to promote maintenance, cleaning and greening of storefronts, porches, sidewalks and landscaping.



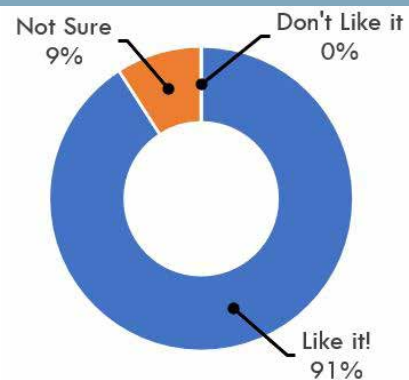
## Recommendation 1 C - Develop a program to incentivize the development of apartments and condominiums above stores.



## Recommendation 1 D - Encourage residential rehabilitation and new townhomes and accessory dwellings throughout the neighborhood adjacent to downtown.

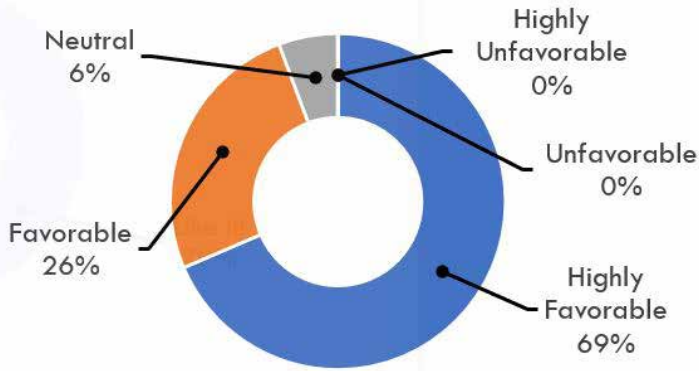


## Recommendation 1 E - Establish and fund a capital improvement program to build pocket parks, street trees, sculptures, murals, wayfinding and information kiosks.

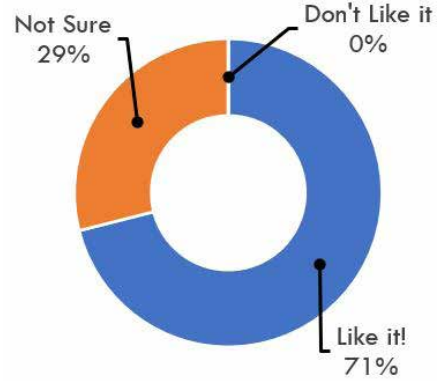


# Town Hall Survey Results

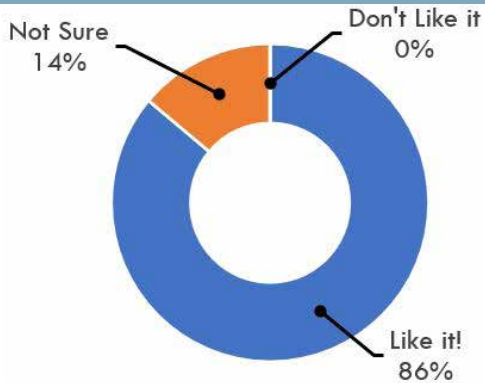
## Strategy 2 - Recruit Businesses & Implement Downtown Enhancement Initiatives



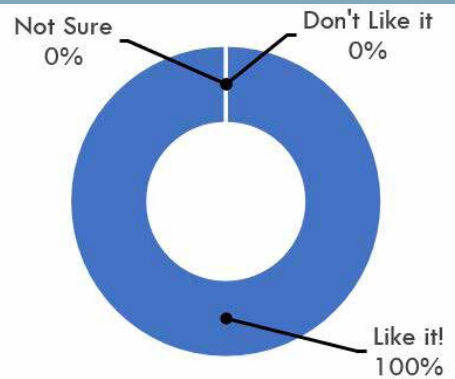
## Recommendation 2A - Hire a Downtown Manager to secure grants, recruit businesses and implement the downtown plan.



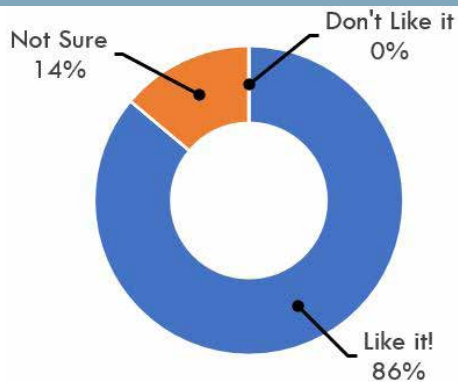
## Recommendation 2B - Write, publish and implement a Business Recruitment Plan with an emphasis on Experiential Retail and Recreational Tourism.



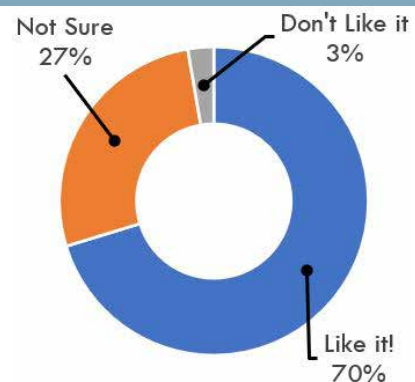
## Recommendation 2C - Recruit restaurants to downtown.



## Recommendation 2D - Recruit mixed entertainment and cultural arts anchors to downtown including bowling, virtual golf, a community theater, an art cinema or galleries.

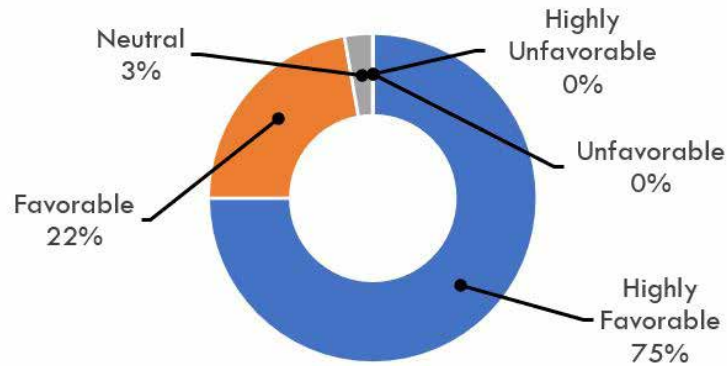


## Recommendation 2E - Recruit retail businesses and a food market to downtown with emphasis on businesses that offer experiential retail.

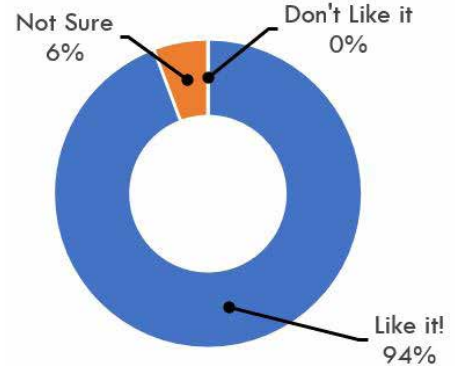


# Appendix E

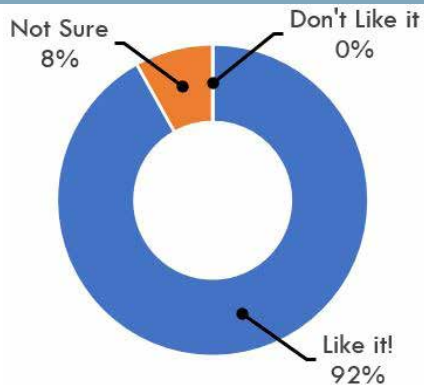
## Strategy 3 - Build and enhance trails, greenways & civic spaces



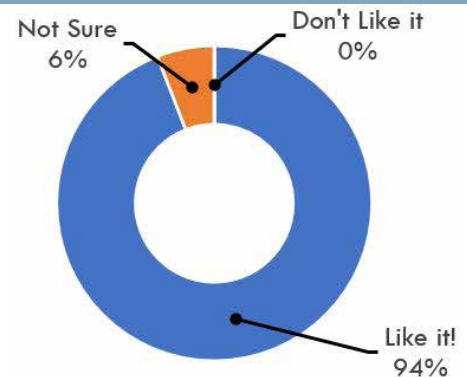
## Recommendation 3A - Create a civic space at the Library for community events and gatherings.



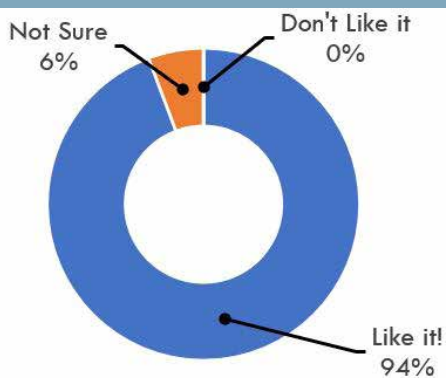
## Recommendation 3B - Extend the Cumberland Valley Rail Trail bikeway, sidewalks, lighting, streetscape enhancements and signage south along Earl Street and west to Orrstown Road.



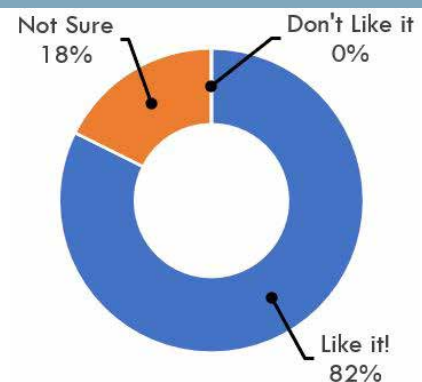
## Recommendation 3C - Build a multipurpose trail, bike sharing stations and greenway from Shippensburg Station to the Coy Public Library via Fort Street and Middle Spring Creek.



## Recommendation 3D - Transform King and Earl Street with enhanced gateway signage, crosswalks, greening, lighting and street trees.

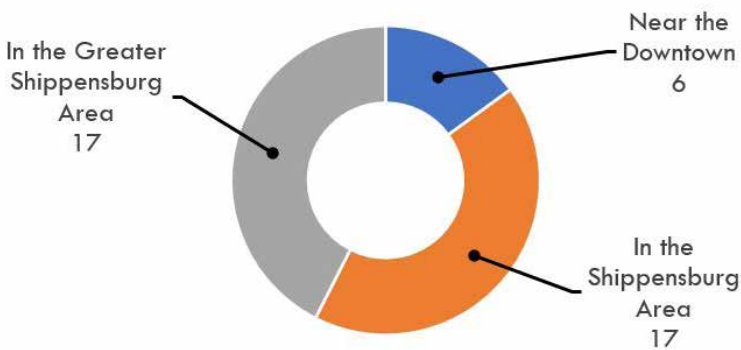


## Recommendation 3E - Transform the North Earl Street Triangle into a plaza and destination for sculpture, community gardens and the beginning of a Shippensburg Station fitness loop.

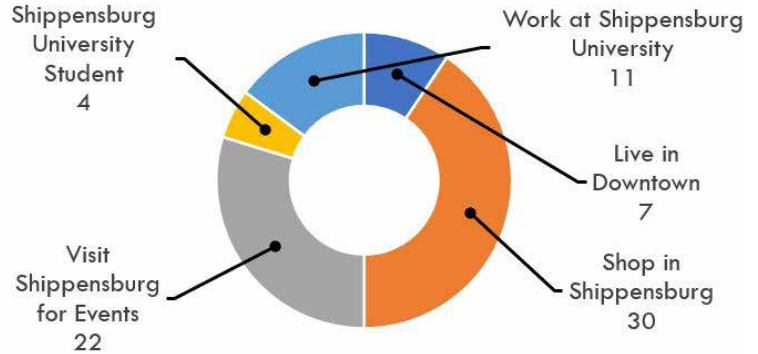


# Town Hall Survey Results

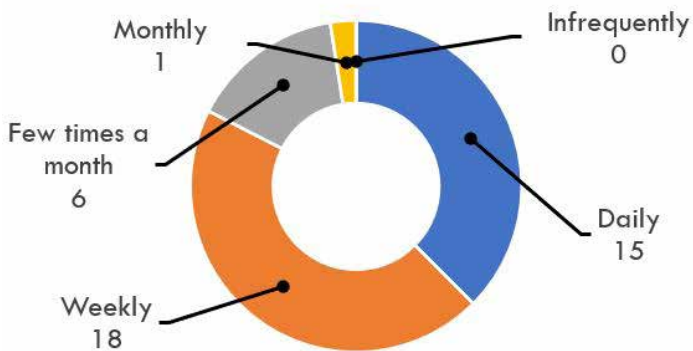
## Where do you live?



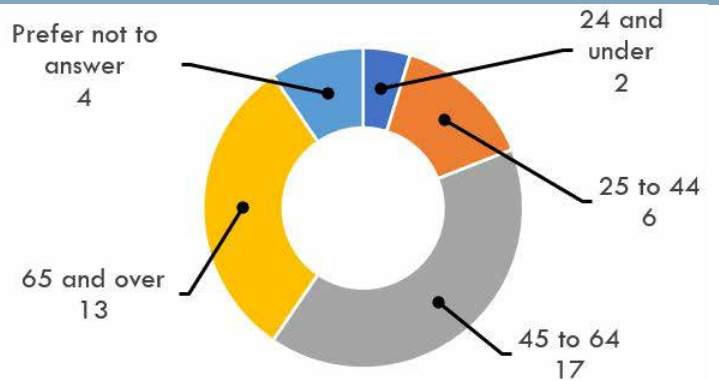
## Why do you visit Downtown?



## How often do you frequent downtown Shippensburg?



## What is your age range?



## Are there any regional restaurants or businesses you would like to see expand to Shippensburg?

- Breweries
- Wineries
- Ethnic Foods
- Food Trucks
- Farm to Table
- Indian Restaurant
- Restaurant Variety
- Small Shops
- Pizza
- Coffee Shops
- Pubs
- Vegan/Vegetarian Options
- Bakery
- Frozen Yogurt
- Thrift Store
- Grand Illusion Cider House
- Quick Release Bicycles
- Appalachian Running Comp.
- Wine Bar
- Small Specialty Restaurants
- Cidery
- Downtown Food Shop
- Cooking Classes
- Recreation Store

## What do you feel is the most important improvement that should be made to enhance Downtown Shippensburg?

- Bring more businesses to Downtown
- Facade Enhancement
  - Wash Windows
  - Power Wash Houses
- Improve Residences
- Outdoor Restaurant Seating
- Tree Lights
- Floral and Holiday Displays
- Downtown Beautification
- Connectivity between the University and Downtown
- Move Utilities off King Street
- Enhance the Rail Trail
- More Community Events
- Improve Pedestrian/Bike Accessibility
- Partner with code enforcement to improve buildings
- Improve Sidewalk Conditions
- Rail Trail Connections
- Get Landlords on Board

## Are there any particular types of entertainment or arts venues that you would like to see expand in Shippensburg?

- Community Theatre
- Multi-entertainment Venue
- Skate Park
- Live Entertainment Space
- Arcade
- Small Movie Theater
- Bowling
- Casino
- Live Local Theater
- Pop-up Entertainment Areas
- Axe Throwing
- Pool Tables
- Comedy Club
- Performing Arts
- Billiards Hall
- Indoor/Outdoor Movie and Music Area

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# Appendix F:

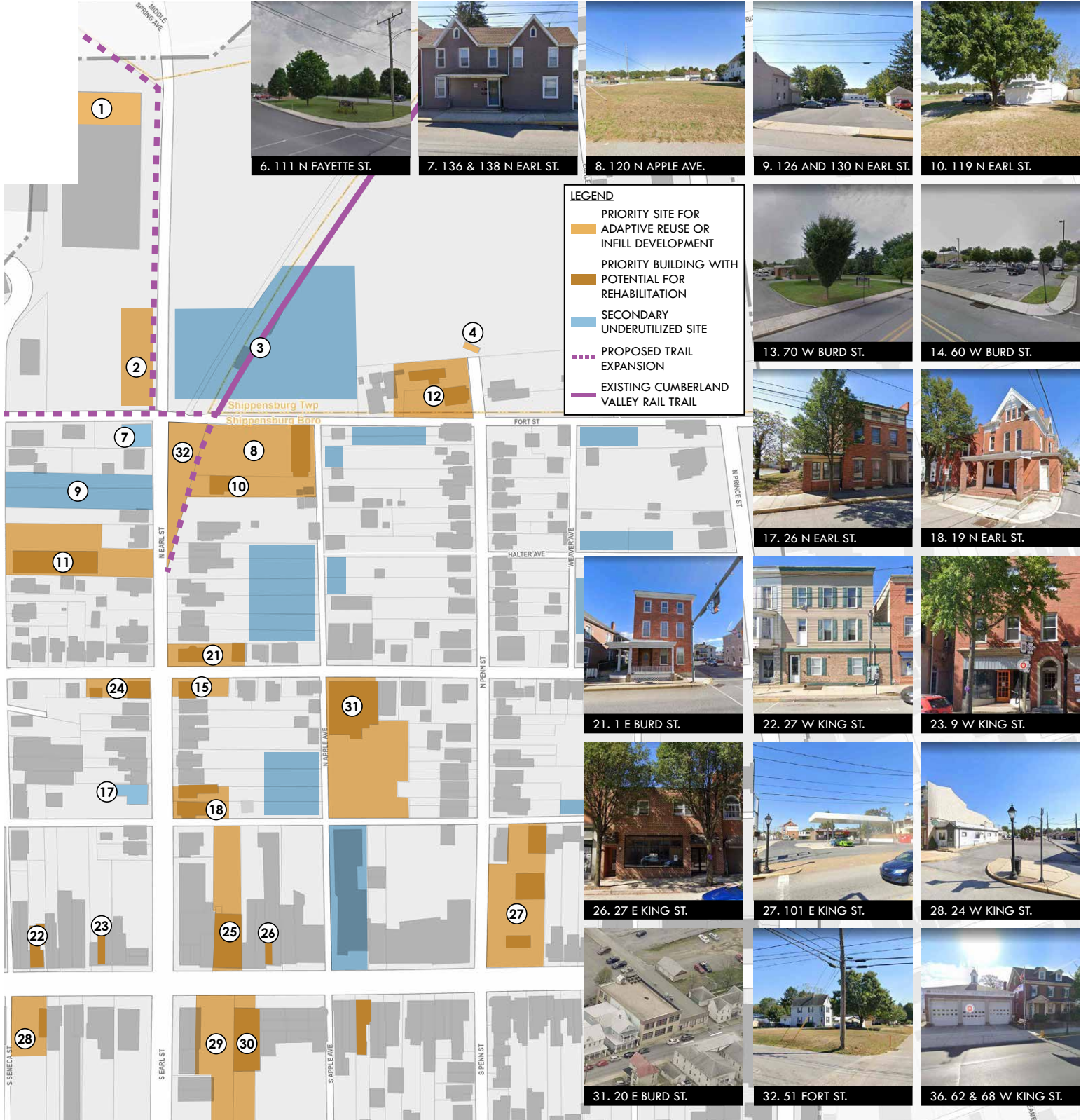
## Site Plans, Maps & Renderings

# Appendix F

**Opportunity Sites Map: The following sites should be considered for adaptive reuse, infill development, rehabilitation, parking and trail expansion. Consider engaging with property owners to be better understand their goals and interests and identify how the Revitalization and Connectivity Plan goals can best be accomplished.**

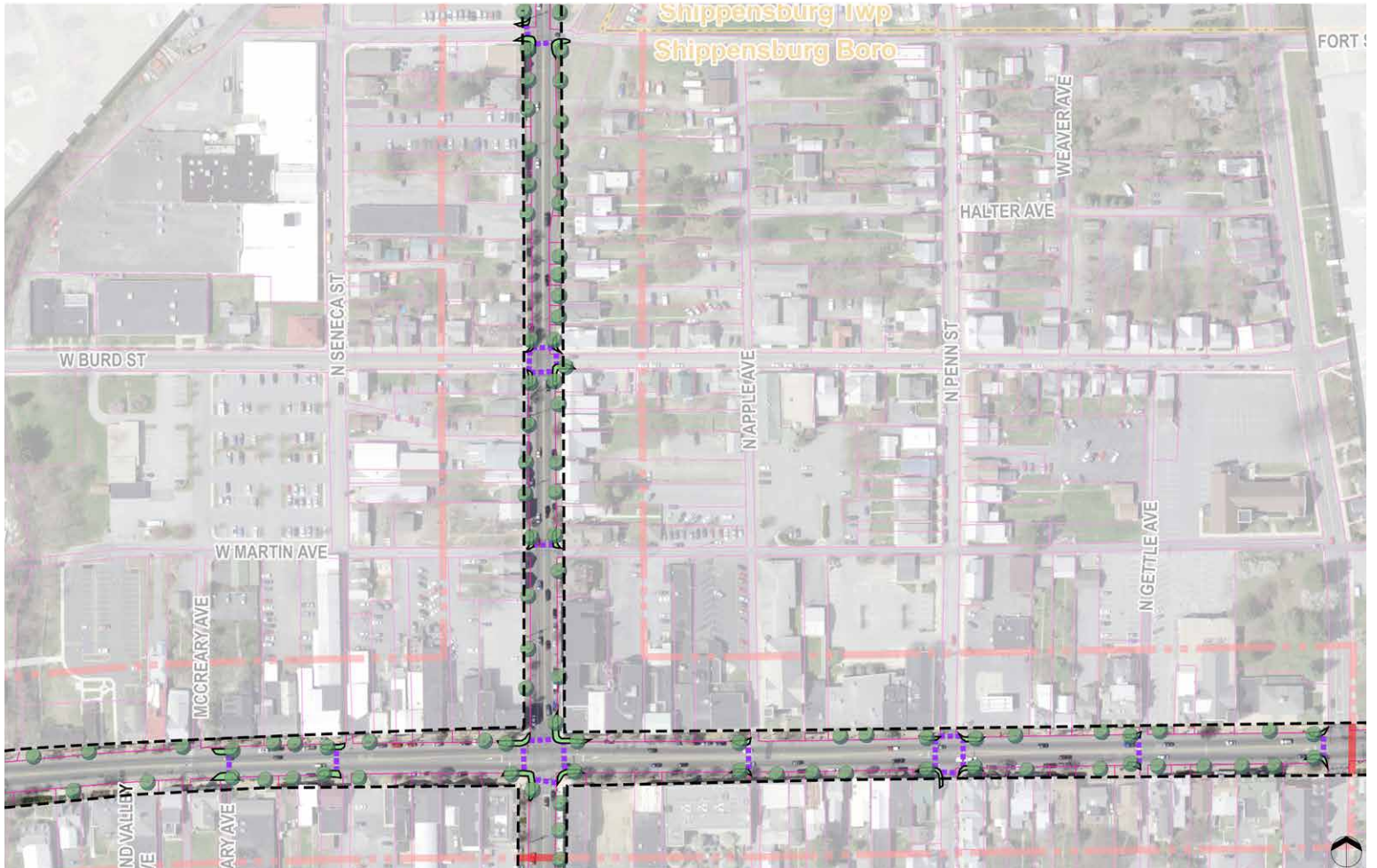


# Site Plans, Maps & Renderings



# Appendix F




## Streetscape Improvements on King Street and Earl Street



Aerial Drone View Photographed of King Street Facing East toward Earl Street



### LEGEND

-  Upgraded crosswalks w textured paving
-  Street Trees & Landscape Beautification
-  Curb Bumpouts with signage & greening

## Recommendations Plan Graphic



# Appendix F

## Library Square Enhancements



# Site Plans, Maps & Renderings

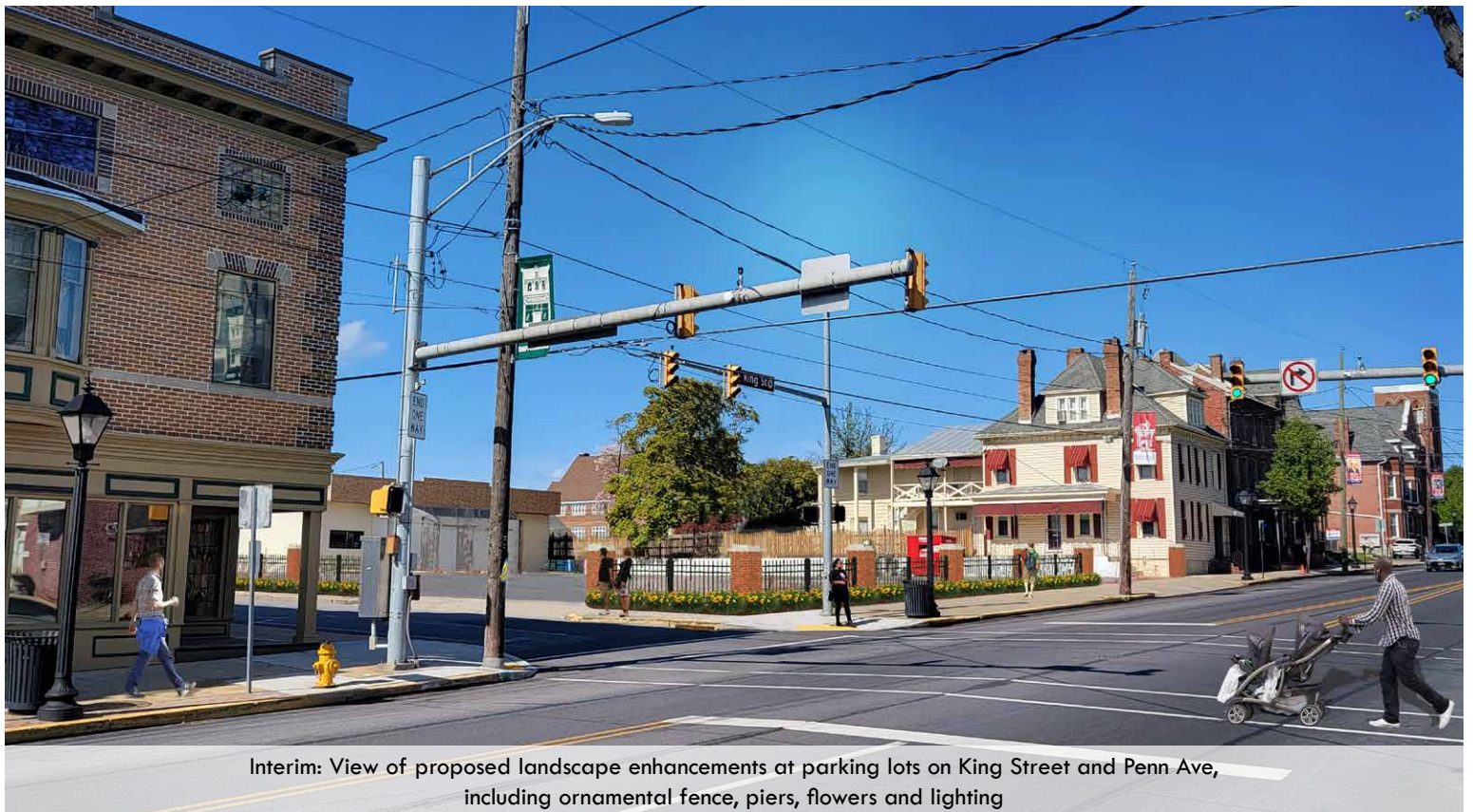


Before



After: Proposed Enhancements

# Appendix F





# Site Plans, Maps & Renderings



After: Potential infill development of retail and upper floor residences at underutilized parking areas along King Street at Penn Ave. Borough to establish form standards to promote active sidewalks fronts.

# Appendix F



Before



Interim: View of proposed landscape enhancements at parking lots on King and Earl Streets, including ornamental fence, planters, flowers and lighting

# Site Plans, Maps & Renderings



After: Potential infill development of retail and upper floor residences at underutilized parking areas along King and Earl Streets. Borough to establish form standards to promote active sidewalks fronts.

# Appendix F



# Site Plans, Maps & Renderings

