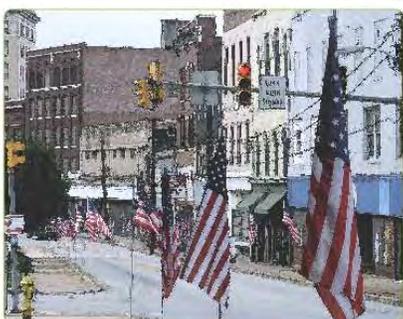




Sustainable Communities in Appalachia Technical Assistance Program

Downtown Revitalization:
Actions and Strategies for
Snowdon Square and
Brownsville, PA

December 5, 2012



[Inside Cover]

About This Document

This report is the result of technical assistance provided to Brownsville, PA, from the U.S. Environmental Protection Agency (EPA) and the Appalachian Regional Commission (ARC). EPA contractors Renaissance Planning Group and Twaddell Associates provided support for the efforts. For more information contact:

Office of Sustainable Communities

Ed Fendley
Office of Sustainable Communities
U.S. Environmental Protection Agency
1200 Pennsylvania Avenue, N. W.
Mail Code: 1807T
Washington, DC 20460
202.566.9555
fendley.ed@epa.gov
<http://www.epa.gov/smartgrowth>
<http://www.twitter.com/EPAsmartgrowth>

Primary Community Contacts

Students in Action

Kelli Dellarose
SIA Group Mentor /
Chemistry Teacher
Brownsville Area High School
724-785-8200 ext. 1225
kdellarose@basd.org

Redevelopment Authority of the County of Fayette, Pennsylvania

Andrew P. French
Executive Director
Tel. 724-437-1547 ext. 210
Fax. 724-437-0731
afrench@racfpa.org

Borough of Brownsville

Lester Ward, Mayor
Tel. 724-785-3363
bvillemayor@atlanticbb.net

Jack Lawver, Council President
Tel. 724-785-9331
bvilleprez@atlanticbb.net

1. Community Story

Brownsville is no stranger to change. Its history has included several up-and-down cycles of growth and transition. Situated on a busy intersection of roads, river and rail, the Borough has witnessed changes in technology and industry that have fundamentally shaped its well-being and prosperity.

After decades of industrial prosperity, coal and manufacturing industries began to decline over the latter half of the 20th century. Highway-oriented development drew businesses to the suburbs, while a severe flood in the 1980's contributed to vacancies and neglected properties in Brownsville's historic downtown core. The story has a familiar ring, having been repeated in many small towns across the rural Appalachian region.

As 2012 comes to a close, Brownsville is facing a particularly interesting decision point for the future, with lots of energy and activity brewing. Like many similar communities doing their best to manage change, Brownsville's citizens are actively engaged in efforts to improve and restore vitality to their downtown.

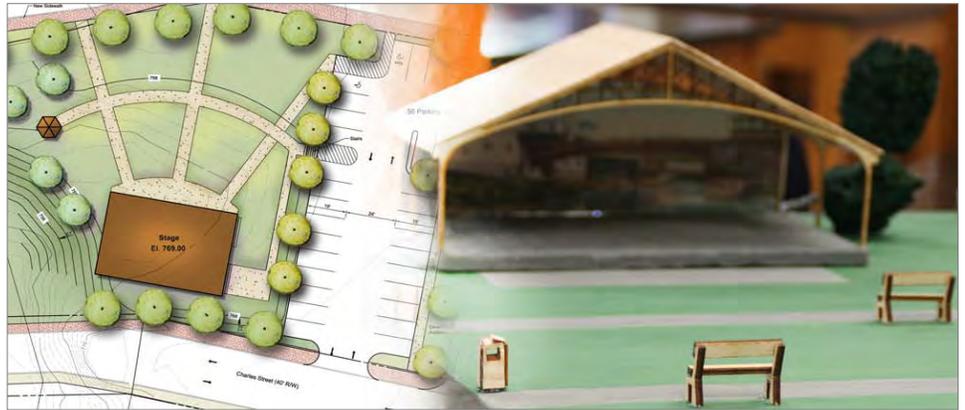
After many years of watching helplessly as privately owned downtown buildings suffered from neglect, the town has finally been able to acquire many of those properties. For the first time in its history, the Borough of Brownsville is in a unique position of control over its own future, having taken possession of a substantial group of long-neglected buildings. With the new control has come a groundswell of community interest, activity, and debate about what to do next.

Though it is not the only group seeking to positively shape the community's future, a lead character in this story is a remarkable team of young people from Brownsville Area High School (BAHS). The Students In Action (SIA) club is a BAHS organization formed for



[Historic images of Brownsville illustrating change over time. Sources: Top- US Library of Congress archives; middle - historic postcard images from BARC Website; bottom - Pictometry aerial 2008]

the purpose of revitalizing their town. Working with faculty sponsors, and other engaged adults in their community, the SIA conceived a vision for a catalyst project – the rebuilding of Snowdon Square, a once-beautiful public park in the heart of downtown. Numerous community groups got involved in the idea, including other student groups, the Borough Council, the Redevelopment Authority of the County of Fayette (RACF), Borough engineer Terry McMillen, the nonprofit Brownsville Area Revitalization Corporation (BARC), local businesses, and civic leaders. The conceptual plan and model developed by the students and their partners includes the demolition of unnecessary structures, landscaping, sidewalks, parking area enhancements, and even an outdoor stage and gazebo.



[Site Plan rendering by McMillan Engineering; photo of award winning model created by SIA and other BAHS student groups.]

As of this writing (the fall of 2012), the RACF has allocated more than \$100,000 and initiated the first phases of demolition and site improvements. Meanwhile, the SIA has raised more than \$10,000 from community groups and individuals, well on its way toward its goal of providing \$50,000 for construction of the stage. Other community groups are working with the Borough to identify sources for the additional \$150,000 needed to complete the park, along with another \$130,000 for adjacent sidewalk improvements.

The final chapter of this stage in Brownsville’s history is far from complete. There remain many questions about how and what to do with the properties downtown. But what is clear is that Brownsville has remarkable young people, full of ideas, energy, and optimism for the future. This report documents their efforts at a workshop in September 2012 to create and think through the implementation and action steps necessary to create, fund and manage this catalyst project, and bring about positive change for downtown Brownsville.



In the summer of 2012, the SIA group traveled to the White House to accept a prestigious international Thomas Jefferson Award for Public Service.

2. The Workshop

On September 14 and 15, 2012, Brownsville hosted a small team of federal agency staff and consultants for a workshop to work on an action plan for the Snowdon Park and the broader revitalization of the downtown area. Sponsored by the US Environmental Protection Agency (EPA) and the Appalachian Regional Commission (ARC), the meeting was the central event of a successful application for technical assistance submitted to the ARC's 2012 Livable Communities program. Over the course of the workshop, six students from the Students In Action (SIA) club (including two sophomores who had just joined the club that week) worked intensely through the following agenda with Steering Committee members, area stakeholders, and the project team.

The first day included a walking and talking tour of the downtown, the Snowdon Park site, adjacent parks and some of the buildings now in possession of the RACF. The remainder of that day included presentations on place making, livability, and a visioning exercise wherein the students reported "back from the future" to describe the downtown as it could exist 25 years from today. Elements of that vision are presented in section 3 below. The group then worked on brainstorming specific actions to make elements of that vision happen. The action ideas were organized into goals, which were then mapped in more detail on posters. For each action, the group worked to specify its relevance, measures of success, a lead party and supporting cast, costs, funding sources, and commitments. This implementation table forms the basis of this report and the body of the plan (see section 4 below). During the second day, the students created a map to illustrate the vision, and met with a larger group of local stakeholders to present their work and to help finish the action plan. The workshop ended with each participant making a personal commitment to take specific steps within the next 100 days to advance the project.



[September 2012 Workshop sessions. Top: Day 1 meeting at the Flatiron Building. Middle: Day 2 SIA drafting their vision map. Bottom: SIA presenting vision map.]

Context setting research was conducted in advance of the workshop, and educational presentations were created on themes of livability in a small town context in Appalachia, revitalization and examples from other communities were also assembled and presented by the consultant team. Maps and community imagery were also developed to support the workshop events. These supporting materials are included in the Appendix for both on-going project documentation and as resources for the community as it implements actions to create and improve both Snowden Park and the community. This report, drafted by the consultant team, reflects the imaginative vision, goals, and specific action steps generated by local high school students, community members, and supporting agencies.

3. A Vision

The students and workshop partners envisioned a future event that was a celebration featuring a concert performance at the Snowden Park Stage by one of the students who had “made it big.” In their future-self roles as international reporters covering the event, the students painted a detailed picture of Brownsville as a thriving community full of residents and visitors of all ages shopping at local stores, playing in the parks, and boating along the river. The community had even achieved distinction as the first American town to generate all of its own energy using a combination of solar, wind, and water energy sources.

The graphics that follow illustrate the site plan for Snowden, the elements of a shared future vision for both Snowden Square and downtown Brownsville. The word cloud shows themes and words used by the BAHS students during a “reporting from the future” exercise. The before-and-after illustration on the following page is an artistic interpretation of the possibilities expressed in the vision.



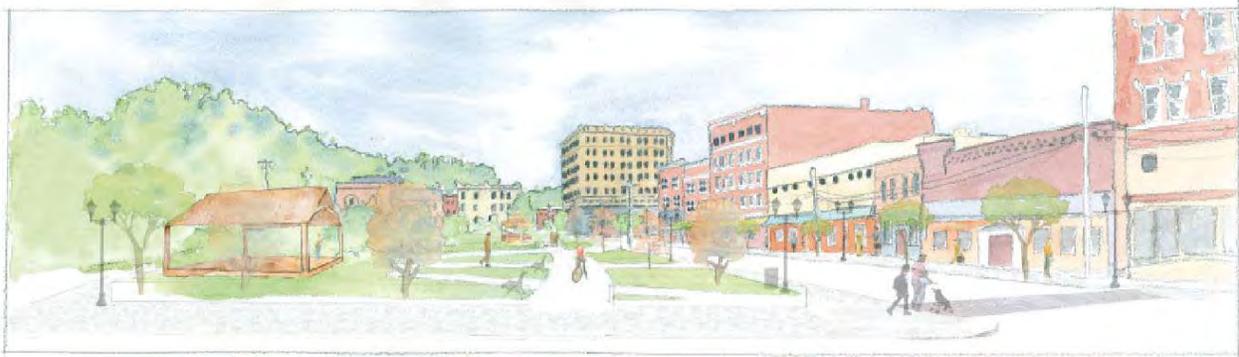
[Site Plan rendering by McMillan Engineering, Concept 2, prepared for RACF, July 23, 2012.]



A Great Public Space in Brownsville, Pennsylvania!

- 1 Snowdon Square is a great public space. This park includes an active stage, a visitor center with full amenities, and is the heart of activity downtown. Streets and sidewalks are attractive, well maintained, and are beautifully landscaped.
- 2 The Historic Dunlap bridge is no longer covered and is an icon of community pride. Snowdon Square is connected to the Wharf through a linear park - connecting open space in the heart of downtown Brownsville. A canoe and kayak launch was recently installed.
- 3 Since its creation, the Wharf has served as the community's gateway to the Mon. It hosts events and parties, celebrations and is Snowdon Square's link to the river. Bike trails connect the rest of the community with the Wharf and Snowdon Sq.
- 4 Anchored between the Flatiron building, wharf and Snowdon Square, the Neck is a vibrant shopping district with numerous retail and restaurants establishments, offices and apartments. It is a vibrant place and source of pride; where people bring visiting friends and relatives.
- 5 Restaurants like Mitchells were among the start of this era of Brownsville's revitalization. The downtown now has other attractions, a newly improved plaza and movie theater.
- 6 Other new public spaces have recently been improved such as this corner and pocket park as revitalization efforts extend outwards from Snowdon.
- 7 The entrance to historic downtown Brownsville has attractive, welcoming and interpretative signage that welcomes visitors and points out important landmarks and history.





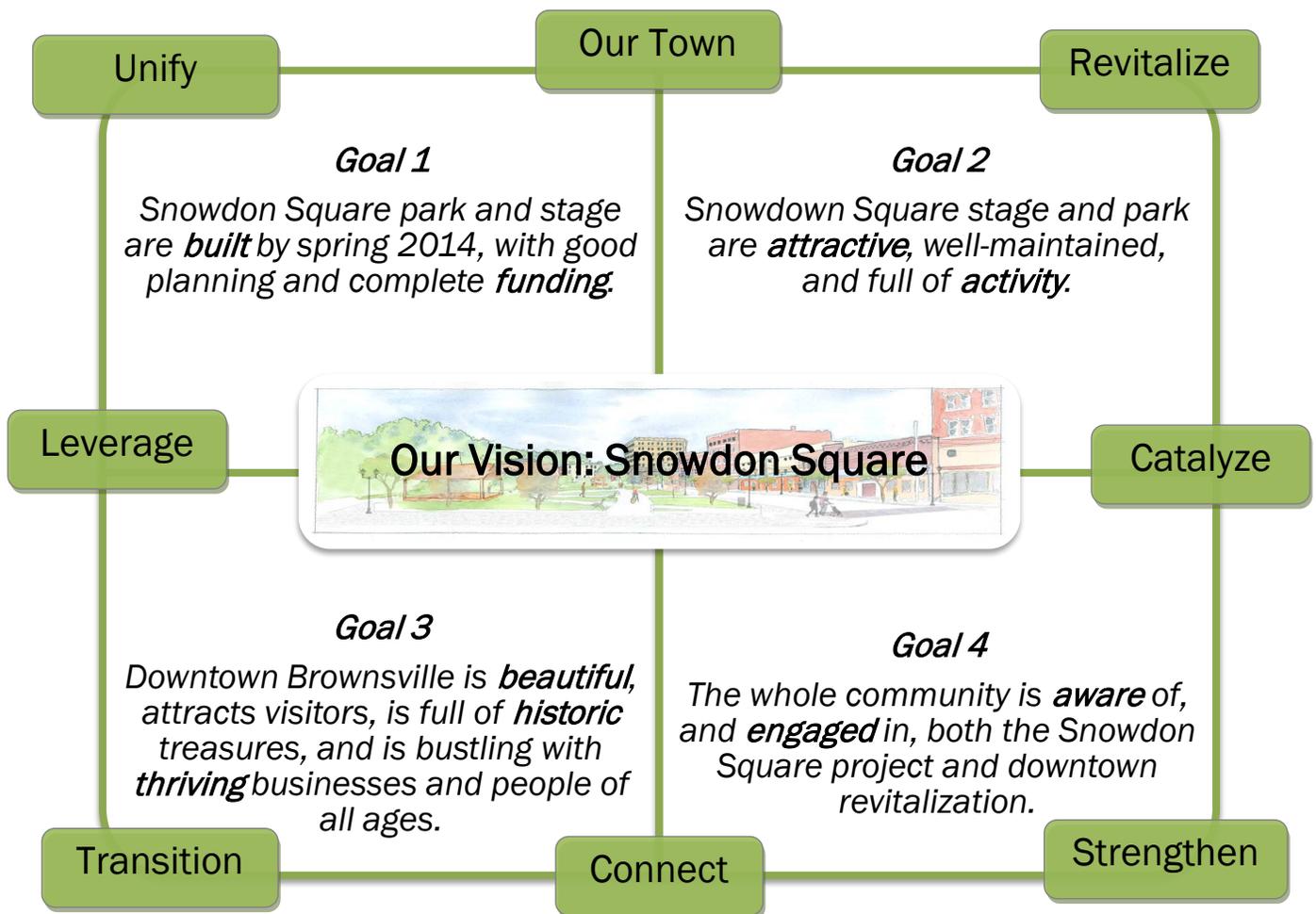
[Conceptual, artistic rendering by Renaissance Planning Group of a future Snowdon Square in Downtown Brownsville]

Livability Goal	In Brownsville the Snowdon Vision will help achieve...
Provide more transportation choices	⇒ Improved walkability of downtown, sidewalks, landscaping, crossings; future bike trails and water access/canoe landings.
Promote equitable, affordable housing	⇒ Future live work residential opportunities in restored properties.
Enhance economic competitiveness	⇒ New businesses and livelihood opportunities downtown.
Support existing communities	⇒ Restoration and improvement of existing downtown core and main street.
Coordinate and leverage federal policies and investment	⇒ Funding and resources to implement improvements over time.
Value communities and neighborhoods	⇒ Increased property values; more assets and destinations for adjacent neighborhoods.

[The table above illustrates how elements of the vision support the livability goals of the Interagency Partnership for Sustainable Communities,- a collection of Federal agencies.]

4. Action Plan for Implementation

The four goals and their specific action steps presented in the section below, and in complete form in Appendix A, came directly from the workshop sessions. They were crafted with careful attention to what it would need to turn the vision into reality, both immediately and with a long term view to sustain on-going revitalization efforts. This plan was designed as a community ‘playbook’ to define and track project success. The graphic below shows the four goals and how they tie into the livability themes of the Small Town Appalachia Revitalization technical assistance program supported by the EPA/ARC Sustainable Communities in Appalachia. The goals and actions are summarized on the following page, with complete implementation information contained in Appendix A, in tabular format.



[Workshop goals shown with livability themes emphasized for small rural towns in Appalachia. These themes have been a common thread throughout most of the small towns receiving EPA.ARC technical assistance. More information on these themes, sustainable communities in Appalachia, and place making can be found in the workshop presentation slides in the appendix.]

GOAL 1. Snowdon Square park and stage are built by spring 2014, with good planning and complete funding.

- **Action 1.1.** Conduct fundraising campaign that gives donors opportunities to get involved and have a visible impact.
- **Action 1.2.** Create planning prospectus/ marketing package
- **Action 1.3.** Complete Technical Specifications and prepare for park & sidewalk construction bid process.

GOAL 2. Snowdon Square park and stage are attractive, well-maintained, and full of activity.

- **Action 2.1.** Adopt policy, rules, and regulations for usage.
- **Action 2.2.** Establish maintenance plan and budget
- **Action 2.3.** Establish lead agency and process for park and stage event planning, promotion, and management

Goal 3. Downtown Brownsville is beautiful, attracts visitors, is full of historic treasures, and is bustling with thriving businesses and people of all ages.

- **Action 3.1.** Invest in community landscaping, greenery, and beautification projects
- **Action 3.2.** Promote important buildings and landmarks
- **Action 3.3.** Encourage river-based activity.
- **Action 3.4.** Make streets pleasant for people walking and talking outside at cafes.

Goal 4. The whole community is aware of, and engaged in, both the Snowdon Square project and downtown revitalization.

- **Action 4.1** Publish articles and postings in variety of forms – newspapers, social media, TV, radio, YouTube, websites, etc.
- **Action 4.2.** Present and publicize the project at public meetings, open houses, and community events and festivals.

5. Appendix

Appendix A: Implementation Action Plan Tables.

Appendix B: List of workshop participants

Appendix C: Powerpoint presentation slides

Appendix D: Maps and Pictometry posters

Appendix E: Workshop Photo Album

Appendix F: EPA handout on funding sources

Appendix A: Implementation Action Plan Tables

Workshop Dates: September 14-15, 2012

Final Report Date: December 5, 2012

GOAL 1. Snowdon Square park and stage are built by spring 2014, with good planning and complete funding.

Action 1.1. Conduct fundraising campaign that gives donors opportunities to get involved and have a visible impact.		
Why?	Ensures fully supported, complete construction of facility.	
When?	Already underway! 2 years to reach goal.	
Who Leads?	Brownsville Borough Mayor & Council	
Who Supports?	<ul style="list-style-type: none"> • Students In Action • Brownsville Area Revitalization Corporation (BARC). • Redevelopment Authority of the County of Fayette (RACF). • Greater Brownsville Area Chamber of Commerce • Local marketing and fundraising professional(s). 	
What Will It Cost?	Dollars	Time
	<ul style="list-style-type: none"> • Fundraising goal: \$50 for stage; \$110-150K for phase I demolition & parking area enhancements; \$150K for phase 2 park & pagoda around stage; \$130K for phase 3 sidewalk improvements. • Need some additional \$\$ for printing, mailings, booths, products to sell, etc. 	<ul style="list-style-type: none"> • Students: 10 hours/month during school; more during holidays • SIA Teacher sponsors or other adults advisors 4-6 hours/month
Possible \$ Sources	<ul style="list-style-type: none"> • \$10K already raised by SIA (funds in BAHS Student Club account), Borough has committed \$2,500; more commitments are in the works from Chamber and other organizations • About \$150-\$200K secured by RACF for phase 1, demolition is complete is done, remainder out to bid • Additional sources could include Foundations: Eberly, Heinz, Mellon, Palumbo, Big Ben, Team Humanity • Individuals: Zapatosky, other legislators • Companies: Lady Luck Casino; Consol Energy, Chevron • Agencies: PennDOT, FHWA, Dept of Conservation and Natural Resources, ARC, USDA (need to go through Borough). 	
<p><u>Measures of Success:</u></p> <ul style="list-style-type: none"> • Approx \$400k raised for stage, park & surrounding sidewalks. • Donor targets set and achieved. • Time and funding milestones set and achieved. <p><u>Big Ideas</u></p> <ul style="list-style-type: none"> • Buy-a-brick campaign. • Naming rights for fountains, benches, etc. • YouTube promotional video. • Kickstarter campaign (social media). • Contact local celebrities. • Reach out to HGTV Network. • Set up Borough budget item specifically for project, seeded with \$2,500 commitment already made by Council. Establish mechanism to transfer student-raised funds from BAHS account when appropriate. <p><u>Next 100 Days</u></p> <ul style="list-style-type: none"> • Meet with advisors to create detailed “game plan” for milestones, marketing strategies, and money. management • Make donor list, start getting in touch. • Potentially hold a fundraising event. 		

Action 1.2. Create planning prospectus/ marketing package		
Why?	Conveys consistent vision to the larger community and prospective donors.	
When?	3-6 months to complete initial package.	
Who Leads?	Brownsville Borough Mayor & Council	
Who Supports?	<ul style="list-style-type: none"> • SIA • BARC. • Other BAHS groups (graphic design, signs, etc.) • Local media. • Graphic design/ marketing professionals. Could include BAHS, California Univ PA, Penn State • ARC consultant team 	
What Will It Cost?	Dollars	Time
	<ul style="list-style-type: none"> • \$20K for graphic design and package development services. • \$1-5K for printing (estimates). 	<ul style="list-style-type: none"> • Students: 6-10 hours/month for 3-6 months (part of initial fundraising work). • Advisors: 6-10 hours/month for 3-6 months (more for professionals).
Possible Sources	<ul style="list-style-type: none"> • ARC/ EPA is providing Technical Support to develop workshop report with graphics. • Additional donated support from local media, graphic design, marketing, printing professionals. 	

Measures of Success:

- Short summary piece describing vision, goals and opportunities to contribute. Suitable for use as a standalone handout, for grant proposals, etc.
- Flyers.
- Visuals.

Big Ideas

- Logo that incorporates Dunlap Bridge arch theme.

Next 100 Days

- Get report from ARC/ EPA team.
- Identify and contact media and graphic design/ marketing advisors.
- Schedule first meeting with advisors (student sponsors and/or other advisors – either BARC or RACF, to be determined).

Action 1.3. Complete Technical Specifications and prepare for park & sidewalk construction bid process.		
Why?	Ensures project is designed and built in well-organized, timely, and equitable way.	
When?	<ul style="list-style-type: none"> • Wrap up final design and draft tech specs with McMillen Engineering by April 2013. • Complete final tech specs and initiate bid process when funds are secured. • Allow 60 days for bidding process including review & selection; followed by 150 days for construction. To meet the goal of ribbon-cutting of the park by April 2014, bid process would need to start by November 2013. Phase 3 sidewalks could be developed separately, perhaps with PennDOT. 	
Who Leads?	Brownsville Borough Mayor & Council	
Who Supports?	<ul style="list-style-type: none"> • RACF • Borough (Potentially the Recreation Committee) • Students (1-4 students from SIA, architecture/ engineering class, woodshop, etc). • BARC board member(s). • Local engineering and design professionals. • Advisors from funding agency(ies). 	
What Will It Cost?	Dollars	Time
	<ul style="list-style-type: none"> • On-call contract \$\$ for final design & tech specs work by McMillen 	<ul style="list-style-type: none"> • Leaders – RACF staff time & Borough liaison to work with McMillen • Students: 1-2 students, 2-4 hours/month over 1.5 years to help fine-tune design & contribute skilled labor and services • Advisors: 6-10 hours/month for 3-6 months (more for professionals)
Possible Sources	<ul style="list-style-type: none"> • To develop tech specs & handle bid process: lead agency provides staff time; partners provide volunteer time. • To pay for construction: See Action 1.1 • Through this Action 1.3, seek additional opportunities to leverage in-kind or complementary resources such as VISTA & YouthBuild cleanup efforts or Rivertowns stream restoration projects. 	

Measures of Success:

- Thorough scope of work.
- Well-defined process for contractor selection and management.
- Funds secured.

Big Ideas

- Strengthen visual identity: for example, Dunlap Bridge-style arches on gazebo, fences, signs, etc.
- Consider future park expansion into parking lot and connections to riverfront.
- Make stage adaptable; for example, use removable back wall.
- Consider restroom and vending facilities.

Next 100 Days

- Convene committee of stakeholders to work w/RACF & Borough on final design details & tech specs
- Lay out time line and work needed to complete process.

GOAL 2. Snowdon Square park and stage are attractive, well-maintained, and full of activity.

Action 2.1. Adopt policy, rules, and regulations for usage.		
Why?	Ensures the park’s ongoing usefulness, safety, and community-wide benefit.	
When?	4 months (Borough Council adopts at January 8, 2013 meeting).	
Who Leads?	Brownsville Borough Mayor & Council	
Who Supports?	<ul style="list-style-type: none"> • Borough Recreation Committee. • SIA (1-2 students). • BAHS Teacher(s)/ Administrator. • RACF • Brownsville Chamber of Commerce 	
What Will It Cost?	Dollars	Time
	<ul style="list-style-type: none"> • \$0 (all in-kind) 	<ul style="list-style-type: none"> • Committee: 8 hours/month for 4 months.
Possible Sources	<ul style="list-style-type: none"> • Borough provides meeting space and paperwork materials (copying, etc.). 	<p>Measures of Success: Clear about:</p> <ul style="list-style-type: none"> • Type of events. • Hours of operation. • Liability. • Security. • Who can rent it? • Who sets price or fee? <p>Big Ideas</p> <ul style="list-style-type: none"> • Gather and review similar policies from other communities that have combined park/stage facilities. <p>Next 100 Days</p> <ul style="list-style-type: none"> • Begin process of reconstituting Borough Recreation Committee. • Convene other stakeholders to assist with developing policies. • Review example policies from ARC/EPA Consultant team. • Write draft policy for review at December 11, 2012 Borough Council meeting.

Action 2.2. Establish maintenance plan and budget		
Why?	Creates positive image for town as a whole – residents and visitors.	
When?	<ul style="list-style-type: none"> • October-December 2012: Borough Council puts basic line item into 2013 budget. • January-September 2013: Draft detailed maintenance plan and budget. • October-December 2013: Council puts plan into 2014 budget. 	
Who Leads?	Brownsville Borough Mayor & Council	
Who Supports?	<ul style="list-style-type: none"> • Borough Recreation Committee. • SIA (1-2 students). • BAHS Teacher(s)/ Administrator/ Club Rep • Brownsville Chamber of Commerce • Brownsville Garden Club (Jim Carroll, Master Gardener) • Other community groups/ individuals 	
What Will It Cost?	Dollars	Time
	<ul style="list-style-type: none"> • To develop plan: \$0 • Ongoing maintenance: to be determined through plan 	<ul style="list-style-type: none"> • Committee: 2-4 hours/month for 12 months
Possible Sources	<ul style="list-style-type: none"> • Borough budget – existing revenues and new sources such as funds from parking meters, concessions, vendors, fees, and/or ticket sales? • In-kind services from volunteer groups – student clubs, athletic groups, community organizations. 	

Measures of Success:
 Clear about:

- What will be maintained? For example, grass, litter, lights, trash, graffiti, stage, furniture.
- Who will do it?
- When (how often)?
- What will it cost?
- How will it be funded?
- Who maintains/ operates stage equipment (sound, lights, etc)?

Big Ideas

- Organized volunteer work engages students and community and generates sense of ownership and pride.
- Provides community service credits for students.

Next 100 Days

- Add line item for site maintenance in 2013 Borough budget.
- Convene committee.
- Write plan outline and list information needed.

Action 2.3. Establish lead agency and process for park and stage event planning, promotion, and management			
Why?	Draws people in, makes park and stage successful		Measures of Success: Clear about how/who handles: <ul style="list-style-type: none"> Maintaining calendar of events, ensuring no conflicts among activities. Marketing to attract and promote events. Event planning/ budgeting (security, insurance, cleanup/setup, etc). Signing contracts with performers and groups using park. Managing fees and revenues from tickets, vendors, etc. Big Ideas <ul style="list-style-type: none"> Consider hiring professional arts manager for long-term job. Next 100 Days <ul style="list-style-type: none"> Recruit partners. Hold 1st meeting. Confirm group purpose, activities, schedule.
When?	<ul style="list-style-type: none"> By April 2013: lead partner (possibly BARC) and supporting groups identified & convened by Borough Council; framework in place for park usage during anticipated 2013 events such as May Market Street Arts Fest, June-August Music on Mon; August Community Fest; Summer Farmers Market. By September 2013: Marketing and planning underway for park and stage usage for 2014 events including BAHS spring musical promo (April 2014). 		
Who Leads?	Brownsville Borough Mayor & Council		
Who Supports?	<ul style="list-style-type: none"> BARC Borough Recreation Committee BAHS promotion groups, eg TV club. Students (2-4 students from SIA, drama, music, and business classes or clubs). Local/regional arts management experts (CMU, Penn State, Cal U, Pittsburgh area arts/ recreation organizations) 		
What Will It Cost?	Dollars	Time	
	<ul style="list-style-type: none"> Paid staff (part-time) from lead organization. ___\$\$? for advertising and marketing. 	<ul style="list-style-type: none"> Students and other volunteers: 3-4 hours/month, plus some hands-on help during events. 	
Possible Sources	<ul style="list-style-type: none"> Lead organization's existing budget. Revenues from fees, ticket sales, etc. Borough funds. Startup grant from arts funding organization. 		

Goal 3. Downtown Brownsville is beautiful, attracts visitors, is full of historic treasures, and is bustling with thriving businesses and people of all ages.

Action 3.1. Invest in community landscaping, greenery, and beautification projects			
Why?	Beautification symbolizes life and provides an optimistic view of Brownsville to outsiders.		
When?	<ul style="list-style-type: none"> • 2012-early 2013: RACF will clear Snowdon Park site, remove platforms under Dunlap Bridge, lay down topsoil & seed (winter 2012 - spring 2013); Youth Build is clearing shrubbery. • 2013: Write and launch long-term community beautification and maintenance plan, coordinated with Borough. 	<p>Measures of Success:</p> <ul style="list-style-type: none"> • Sidewalk planters/tubs. • Flower beds and trees. • Community gardens. • Decorative “welcome-to” and seasonal flags. • Christmas lights. • Community Christmas tree in Snowdon Square. • Maintenance program. <p>Big Ideas</p> <ul style="list-style-type: none"> • Community garden fundraiser by selling at farmers’ market. • Fruit Tree Planting Foundation. (www.ftpf.org) • “Main Street” program. • Use existing flagpole-holes along sidewalks for decorative flags. • Bury overhead electric lines. <p>Next 100 Days</p> <ul style="list-style-type: none"> • Continue with/ complete site preparation activities. (RACF) • Identify stakeholders to lead and participate in long-term planning & ongoing landscaping activities • Schedule first meeting for early 2013 	
Who Leads?	Brownsville Borough Mayor & Council		
Who Supports?	<ul style="list-style-type: none"> • Tree Commission (led by Mayor) • Borough Recreation Committee • Redevelopment Authority of the County of Fayette • BAHS Students (2-4 students from SIA and/or other clubs and classes) • Brownsville Garden Club • Volunteers from Americorps, Youth Build, River Town, etc • Greater Brownsville Area Chamber of Commerce 		
What Will It Cost?	Dollars		Time
	<ul style="list-style-type: none"> • Paid staff (quarter-time) from lead organization to develop and monitor plan. • ___\$ for long-term projects and maintenance. 		<ul style="list-style-type: none"> • Committee: 2-4 hours/month plus hands-on work as needed/ desired.
Possible Sources	<ul style="list-style-type: none"> • Borough and/or BARC can provide meeting space and paperwork materials (copying, etc). • Borough budget. • Private businesses, foundations, and bequests. • In-kind support from local landscaping/gardening experts such as Jim Carroll, Master Gardener 		

Action 3.2. Promote important buildings and landmarks			
Why?	Enhances Brownsville’s character, fosters community pride in town’s unique history, and attracts visitors.		
When?	<ul style="list-style-type: none"> • 2012 (Nov 5) National Road inventory & design guidelines to be presented to Council. • 2013: Follow up on National Road study recommendations; research similar communities’ initiatives, create “game plan” for Brownsville program, complete one initial project/ initiative. • 2014-2015: Launch game plan and complete at least three initial projects/initiatives. 	<p><u>Measures of Success:</u></p> <ul style="list-style-type: none"> • Plaques/ signs on buildings. • “Wayfinding” signs and maps for visitors. • Historic markers. • Zoning code and design guidelines. • Restored buildings. <p><u>Big Ideas</u></p> <ul style="list-style-type: none"> • Matching grants for building restoration. • Economic development programs to attract businesses related to arts, historic tourism, etc. (like PennArts initiative, Paducah, KY Renaissance, etc). • Community storytelling/ oral history projects. • “Find the Beautiful in Brownsville” photo contest. • Consider a New Borough-appointed Community Character Committee (similar to Tree Commission). <p><u>Next 100 Days</u></p> <ul style="list-style-type: none"> • Recruit volunteers for committee; set first meeting date for early 2013. • Start list of initial ideas and resources for plans and programs • Assemble existing zoning information (County level) in preparation for potential historic design guidelines. 	
Who Leads?	Brownsville Borough Mayor & Council		
Who Supports?	<ul style="list-style-type: none"> • BARC • Brownsville Historical Society • National Road • BAHS students (2-4 students interested in local history, architecture, tourism, etc). • County Planning and Zoning staff. • BAHS Teacher(s)/ Club Representative. • Brownsville Chamber of Commerce. • Community organizations (Nemacolin Castle, etc). • Regional partners - Fayette Cultural Trust, University experts, etc. 		
What Will It Cost?	Dollars		Time
	<ul style="list-style-type: none"> • Paid staff (quarter-time) from key supporting organization to develop and monitor plans and projects • ___\$ for long-term projects and programs 		<ul style="list-style-type: none"> • Volunteers - 6-8 hours/month, particularly during first couple of years.
Possible \$ Sources	<ul style="list-style-type: none"> • BARC provides meeting space and paperwork materials (copying, etc). • BARC/Borough/ RACF budget for matching grants. • Public and private grants and foundations. 		

Action 3.3. Encourage river-based activity.		
Why?	Increases visitors from surrounding areas and attracts river-oriented businesses (boat rental, etc).	
When?	<ul style="list-style-type: none"> 2012: Convene partners, start creating action plan. 2013-2015: Launch plan and complete at least three initial projects/initiatives (including Mon River mapping initiatives underway with Americorps support). 	
Who Leads?	Brownsville Borough Mayor & Council	
Who Supports?	<ul style="list-style-type: none"> Rivertown staff & volunteers Americorps (eg, MidMon River Trail map, other efforts) BARC BAHS students. Borough Recreation Committee. Brownsville Chamber of Commerce. Related community organizations and groups. 	
What Will It Cost?	Dollars	Time
	<ul style="list-style-type: none"> Paid staff from key supporting organization to develop and monitor plans and projects. ___\$ for long-term projects and programs. 	<ul style="list-style-type: none"> Volunteers - 2-6 hours/month.
Possible Sources	<ul style="list-style-type: none"> BARC provides meeting space and paperwork materials (copying, etc). BARC/Borough/ RACF budget for matching grants. Private investors. Public and private grants and foundations. 	

Measures of Success:

- Pleasure boats.
- Kayaks.
- Canoes.
- Water sports.
- Access through Central Park path.
- Online & paper maps and promotional materials

Next 100 Days

- Recruit and convene volunteers to develop action plan.
- Start list of initial ideas and resources for plans and programs.

Action 3.4. Make streets pleasant for people walking and talking outside at cafes.		
Why?	Encourages community life in downtown and attracts people.	
When?	<ul style="list-style-type: none"> • 2012: Collect information about regional, state and federal transportation plans and funding programs for downtown streets and sidewalks. • 2013-2016: Identify desired improvements and complete at least two projects and/or planning initiatives. 	
Who Leads?	Brownsville Borough Mayor & Council	
Who Supports?	<ul style="list-style-type: none"> • National Road Heritage Corridor • RACF • BARC • BAHS students interested in engineering, architecture, etc) • Agency partners – Fayette County, Southwestern Pennsylvania Commission; PennDOT; FHWA; University experts, etc. • Other organizations and groups, especially those interested in pedestrian and bike travel 	
What Will It Cost?	Dollars	Time
	<ul style="list-style-type: none"> • Paid staff from lead organization to develop and monitor plans and projects. • ___\$ for long-term projects and programs. 	<ul style="list-style-type: none"> • Volunteers - 2-6 hours/month.
Possible \$ Sources	<ul style="list-style-type: none"> • BARC provides meeting space and paperwork materials (copying, etc.). • Borough/ Redevelopment Authority of the County of Fayette /County budget for matching grants. • PennDOT and Federal Highway Administration (FHWA) planning and project development programs (multi-modal corridor plans, transportation alternatives program). • Other state and federal programs (Main Streets Program, economic development, housing, USDA and ARC infrastructure, etc.). 	

- Measures of Success:**
- Reduced traffic noise and speed.
 - Substantial sidewalks big enough for outdoor cafes, baby strollers, benches, planters, etc.
 - Pedestrian-friendly parking on-street and in lots behind buildings.
 - Cohesive arrangement of buildings and streets – logical, no “gaps.”
- Big Ideas**
- Comprehensive downtown corridor plan incorporating restoration of Dunlap Bridge; development of Snowdon Park; rehab of Central Park; access to riverfront. Connect and expand work scopes of current Upper Market St Gateway initiative and pending Dunlap Bridge renovation (recently added to regional TIP) – add Lower Market St area and address full spectrum of travel modes & streetscaping for the complete downtown corridor
- Next 100 Days**
- Recruit volunteers for committee.
 - Set up information-sharing session(s) with FHWA (Karen Vandervoort), PennDOT, and Southwestern Pennsylvania Commission (Lew Villotti?).
 - Generate ideas and resources for plans and programs.

Goal 4. The whole community is aware of, and engaged in, both the Snowdon Square project and downtown revitalization.

Action 4.1 Publish articles and postings in variety of forms – newspapers, social media, TV, radio, YouTube, websites, etc.		
Why?	Frequently updating the community helps maintain momentum and generate new excitement, especially with long-term projects.	
When?	<ul style="list-style-type: none"> • Ongoing, with extra effort around events and milestones. • Make every happening or occurrence an opportunity for publicity. 	
Who Leads?	Brownsville Borough Mayor & Council	
Who Supports?	<ul style="list-style-type: none"> • SIA & BAHS teachers/ advisors (journalism, film and TV production, writing, photography, etc). • Local media (Herald Standard, radio, TV). • BARC • Greater Brownsville Area Chamber of Commerce • Elected officials (County, State, Federal) • Local public relations experts 	
What Will It Cost?	Dollars	Time
	<ul style="list-style-type: none"> • \$___ for general supplies, video production, etc 	<ul style="list-style-type: none"> • Students: 8-12 hours/month plus hands-on time for events and productions. • Advisors: 4-8 hours/month
Possible Sources	<ul style="list-style-type: none"> • BAHS provides meeting space and materials. • In-kind support and donations as needed from private businesses, experts, youth journalism programs, etc. 	

Measures of Success:

- Number of publications.
- Frequency of publications.
- Regularity of social media updates.
- Facebook/Twitter following.
- Donations/volunteer time inspired by media coverage.

Big Ideas

- YouTube video (building upon award-winning “Hope” video by home-schooled student Hannah K).
- Regular “fireside chat” updates on radio and social media.
- Regional and national TV stories.
- Connect with youth broadcasting organizations.
- Coordinate with Fay-Penn Buy Local marketing campaign.

Next 100 Days

- Write and publish story/video about workshop.
- Gather and begin meeting with advisors.
- Research youth broadcasting/ journalism organizations.

Action 4.2. Present and publicize the project at public meetings, open houses, and community events and festivals.

Why?	Providing frequent opportunities for people to talk in person with students and project representatives is one of the best ways to gain long-term, community support, one person at a time.		<p><u>Measures of Success:</u></p> <ul style="list-style-type: none"> • Number of events. • Frequency of events. • Number of attendees at events. • Donations of money or in-kind support from people attending events. <p><u>Big Ideas</u></p> <ul style="list-style-type: none"> • Community storytelling/oral history projects. • “Find the Beautiful in Brownsville” photo contest as part of 2013 Market Street Arts Festival (gets people to look for scenic natural spots, architectural details on historic buildings, and other “hidden” gems around town). • Regular updates at public meetings (Borough Council, County Commission, etc). <p><u>Next 100 Days</u></p> <ul style="list-style-type: none"> • Schedule & invite ARC & EPA sponsors to a public presentation of this report by Council & supporting organizations • Develop basic presentation, flyers, display materials. • Create 2013 schedule of events and projects
When?	Now through project completion: develop promotional materials and schedule for participating in/organizing community events (coordinate with fundraising program).		
Who Leads?	Brownsville Borough Mayor & Council		
Who Supports?	<ul style="list-style-type: none"> • SIA & other BAHS students/teachers interested in advertising, publicity, fundraising, etc • BARC • Borough • Market Street Arts • Civic organizations 		
What Will It Cost?	Dollars	Time	
	<ul style="list-style-type: none"> • \$___ for supplies (booths, displays, flyers, etc). 	<ul style="list-style-type: none"> • Students: 8 hours/month plus hands-on participation in events. 	
Possible \$ Sources	<ul style="list-style-type: none"> • BAHS and BARC provide meeting space and funds for supplies. • Local printers donate services in exchange for credit on flyers and promotional pieces. 		

Appendix B:

Participants and Contacts

Steering Committee (participated in one or more pre-meeting conference calls, and the working sessions)

First	Last	Title	Organization
Jamie	Brackman		Americorps
Kelli	Dellarose	Teacher	Brownsville Area High School
Andrew	French	Executive Director	Fayette County Redevelopment Authority
Sarah	Goots		Americorps
Donna	Holdorf	Executive Director	National Road Heritage Corridor
Jack	Lawver	Council President	Brownsville Borough
Cathy	McCollom		River Towns Program
Terry	McMillen	Engineer	Brownsville Borough/McMillian Engineering
Norma	Ryan		BARC Brownsville Area Revitalization Corp.
Christian	Sesek	Student	Brownsville Area High School
Lester	Ward	Mayor	City of Brownsville

Students in Action – Brownsville Area High School

First	Last	Title	Organization
Chelsea	Gump	Student	Brownsville Area High School
Franchesca	Legros	Student	Brownsville Area High School
Christian	Sesek	Student	Brownsville Area High School
Alexa	Sharpe	Student	Brownsville Area High School
Jenna	Shumar	Student	Brownsville Area High School

EPA/ARC and Consultants (technical assistance team)

First	Last	Title	Organization	
Jason	Espie	Project Manager	Renaissance Planning Group	jespie@ciesthatwork.com
Greg	Faulkner	Program Analyst	Appalachian Regional Commission	
Ed	Fendley	Project Manager	EPA Office Sustainable Communities	Fendley.Ed@epamail.epa.gov
Hannah	Twaddell	President	Twaddell Associates	hannah@twaddellassociates.com

Media			
Christine	Haines	reporter	Uniontown Herald-Standard
Mitch	Mitchell	editor	Brownsville Telegraph

Stakeholders (attended one or more sessions)			
First	Last	Title	Organization
Dave	Coder	Staff Member	U.S. Rep. Mark S. Critz, D-Johnstown;
Michael	Edwards	Executive Director	Connellsville Redevelopment Authority
Devan	Gvotte		Fay-Penn Economic Development Council
Joe	Hackett	Landscape Architect	Laquatra Bonci Associates
Hannah	Kouscek	Student	Home-schooled
Ed	Molchan		Fay-Penn Economic Development Council
Gary	Reed	Area Specialist, Rural Dev	USDA
Frank	Ricco	President	Greater Brownsville Area Chamber of Commerce
Tracy	Zivkovich		Brownsville Borough Council

Stakeholders (contacted but could not participate)			
First	Last	Title	Organization
Al	Abrosini	Commissioner	Fayette County
Daniel	Cocks	Vice President	Fayette County Cultural Trust
Peter	Daley	Rep.	Penn House of Representatives
Jutsin	Dellarose	Principal	Brownsville Area School District
John	Frick	Staff Member	U.S. Sen. Pat Toomey, R-Pa.
Carl	Garafolo	Board member	Brownsville Historical Society
Greg	Guty	President	Brownsville Rotary
Tina	Halusko	Librarian	Brownsville Public Library
Jim	Hassinger	Executive Director	Southwest PA Regional Commission
Scott	Izzo	Director	Mellon Foundation
Mike	Jordan	Executive Director	Fay-Penn Economic Development Council
Bob	Junk	Local Economic Manager	Fay-Penn Economic Development Council
James	Juran	Manager	Ohiopyle State Park (DCNR)
Dave	Kahley	CEO	Progress Fund
Richard	Kasunic	Senator	Penn Senate

Stakeholders (contacted but could not participate, continued)			
First	Last	Title	Organization
Dana	Kendrik		Fay-Penn Economic Development Council
Elizabeth	Lawver	City Manager	Brownsville
Jim	Logan	President	Western PA Wheelmen
Bob	Mammeralla	President	Brownsville Historical Society
Kate	Martin	Program Dev/Tourism	Westmoreland-Fayette Workforce Investment Board
Marlyn	McDaniel	CEO	Community Foundation of Fayette County
Mike	Mucker	President	Laurel Highland On-Off Road Bicycling Assoc
Keith	Newlin	Superintendent, JLHA/ ALPO	National Park Svc Western PA
Murial	Nuttall	Executive Director	Fayette Chamber of Commerce
Chris	Rosselot	Staff Member	U.S. Sen. Robert P. Casey, Jr., D-PA
Will	Prince	Program Coordinator	Progress Fund
Tracy	Robinson Stack		PA Dept Conserv & Natural Resources
Ellen	Rohrer	President	Garden Club
Sara	Rosiek	Director	Fayette County Planning, Zoning & Community Devt
Charmaine	Sampson		Eberly Foundation
Dr. Phil	Savini	Superintendent of BASD	Brownsville Area School District
Tim	Scheib	CEO	Brownsville Marine Products
Tami	Sealy	President	BARC Brownsville Area Revitalization Corp.
Rob	Stephany		Heinz Endowment
Lew	Villotti	Planning/Devt Director	Southwest PA Regional Commission
Ronald	Virag	Executive Director	Laurel Highlands Visitors Bureau
Lynda	Waggoner	Director of Fallingwater	Western PA Conservancy
Homer	Yeardie	Twp Supervisor	Brownsville Township
Nicole	Young	Asst. to Com. Abrosini	Fayette County staff
Vince	Zapatosky	Commissioner	Fayette County
Angela	Zimmerlink	Commissioner	Fayette County

Appendix C:

Workshop Presentations

September 14-15, 2012

Presentation 1 – Introduction, project overview, livability goals, STAR themes

Presentation 2 – Placemaking overview, case studies



LIVABILITY FOR SMALL APPALACHIAN TOWNS

STAR – Small Town Appalachian Revitalization

1

RENAISSANCE PLANNING GROUP

2 THIS PRESENTATION WILL COVER

- ⊙ Introductions - Who We Are
- ⊙ The Project - What We Are Doing
- ⊙ Livability and the Partnership Goals
- ⊙ 'STAR' Themes in Brownsville
- ⊙ Final Product

3

WORKSHOP AGENDA

Friday, September 14

8:00-9:30 - Walking Tour
 9:30-12:00 - "Future Story" Session (Flatiron)
 12:00-1:30 - Lunch (Mitchells Diner)
 1:30-5:30 - "Bringing It All Together"(Flatiron)

Saturday, September 15

8:00-9:30 "Bringing It All Together" Continued (Flatiron)
 9:30-12:00 - Break (Snowdon Sq 9/11 ceremonies)
 12:00-1:30 - Lunch at BAHS Library
 1:30-5:00 "Making It Happen" Work Session with Broader Group BAHS Library

4

WHO WE ARE

Jason Espie, AICP



Hannah Twaddell



RENAISSANCE PLANNING GROUP



TERRANOVA ASSOCIATES

5

INTRODUCTION

STAR -SMALL TOWN APPALACHIAN REVITALIZATION

- ⊙ Joint project of:
 - ⊙ Appalachian Regional Commission
 - ⊙ US Environmental Protection Agency
 - ⊙ US Department of Agriculture – Rural Development
 - ⊙ National Association of Development Organizations
 - ⊙ Development Districts Association of Appalachia

6

INTRODUCTION

STAR -SMALL TOWN APPALACHIAN REVITALIZATION

- ⊙ Technical Assistance Purpose
 - ⊙ Advance local efforts to create vibrant, sustainable communities and improve economic vitality by building consensus and capacity for action.
 - ⊙ In other words, *“help you get from point A to point B.”*
 - ⊙ Brownsville: To advance the Snowdon Park Project and build student capacity for sustained revitalization of downtown Brownsville.

7

SEVEN PILOT STAR TOWNS



8

SEVEN PILOT STAR TOWNS

Town	Main Community Issues
Brownsville, PA	Downtown revitalization and action planning for a downtown stage and park designed by local high school students
Salamanca, NY	Revitalization of downtown business district and complete streets improvements
Connellsville, PA	Connectivity between the Great Allegheny Passage Trail, new Amtrak Station, and downtown. Attract trail users into town
Independence, VA	Establish a downtown farmers market and improve connectivity through new sidewalks
Uhrichsville, OH	Plan for expanded Clay Museum as a focal point of downtown revitalization and coordinate groups interested in downtown
Williamson, WV	Become a model sustainable community for Appalachia. Spread knowledge and foster collaboration among stakeholders
Spruce Pine, NC	Revitalization of downtown business district. Build park, improve river access, attract tourists from Blue Ridge Parkway

9

Partnership for Sustainable Communities

INTRODUCTION

1. Provide more transportation choices.
2. Promote equitable, affordable housing.
3. Enhance economic competitiveness.
4. Support existing communities.
5. Coordinate and leverage federal policies and investment.
6. Value communities and neighborhoods.

10

PARTNERSHIP GOALS FOR LIVABLE COMMUNITIES

BACKGROUND

1. Promote rural prosperity
2. Support vibrant rural communities
3. Expand transportation choices
4. Expand housing choices

11

BACKGROUND

PARTNERSHIP GOALS: RURAL PROSPERITY

1. Promote rural **prosperity** by creating an economic climate that enhances the viability of **working lands**, preserves natural resources, and increases **economic opportunities** for all residents.



12

BACKGROUND

LIVABILITY

VIALE WORKING LANDS



13

LIVABILITY
NATURAL RESOURCES

BACKGROUND



14

LIVABILITY
ECONOMIC OPPORTUNITIES

BACKGROUND



15

BACKGROUND

PARTNERSHIP GOALS: VIBRANT COMMUNITIES

2. Support vibrant, thriving and distinctive rural communities by investing in rural **town centers, main streets, and existing infrastructure** to create places that are vibrant, healthy, safe, and walkable.

16

BACKGROUND

LIVABILITY *TOWN CENTERS*



17

BACKGROUND

LIVABILITY *MAIN STREETS*



18

BACKGROUND

LIVABILITY *INFRASTRUCTURE*



Highways



Water



Sewer

Telecom

19

BACKGROUND

LIVABILITY *VIBRANT PLACES*



20

BACKGROUND

PARTNERSHIP GOALS: TRANSPORTATION CHOICES

- Expand transportation choices by creating communities where everyone - including elderly, disabled, and low-income residents - can conveniently, affordably, and safely access local and regional goods and services.



21

BACKGROUND

LIVABILITY
ACCESS TO GOODS AND SERVICES FOR EVERYONE



22

BACKGROUND

LIVABILITY
TRAVEL CHOICES



23

BACKGROUND

PARTNERSHIP GOALS: AFFORDABLE HOUSING

- Expand affordable housing by creating communities where everyone - including elderly, disabled, and low-income residents - can afford housing and transportation expenses.

24

BACKGROUND

LIVABILITY *HOUSING CHOICES*



25

BACKGROUND

LIVABILITY *LIVE-WORK OPTIONS*



26

BACKGROUND

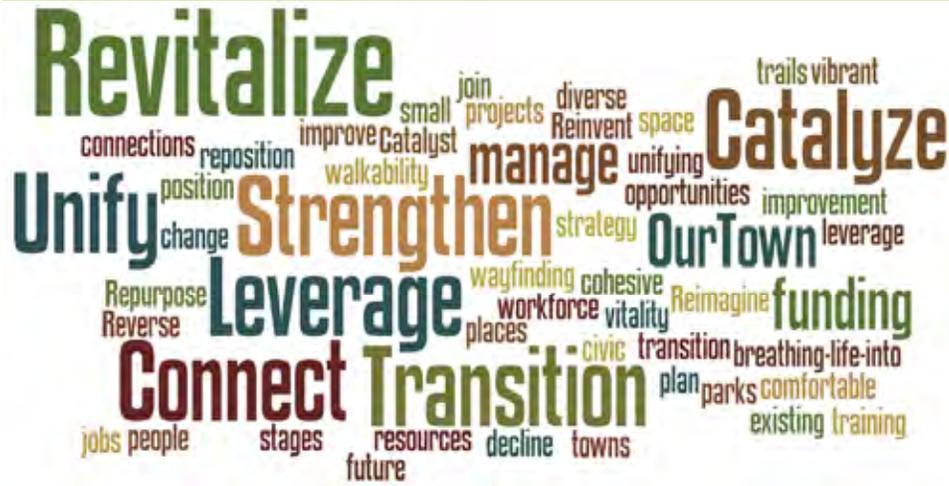
IN OTHER WORDS...

“Livability means being able to take your kids to school, go to work, see a doctor, drop by the grocery or post office, go out to dinner and a movie, and play with your kids at the park, all without having to get into your car. Livability means building the communities that help Americans live the lives they want to live—whether those communities are urban centers, small towns, or rural areas.”

- Ray LaHood, Secretary, US Dept of Transportation

27

STAR TOWN THEMES



28

STAR THEMES OUR TOWN

STAR IN
Brownsville



29

STAR THEMES REVITALIZE



30

STAR IN
Brownsville

STAR THEMES CATALYZE

- ⦿ Operation Falcon Revitalization, a project to renovate the historic town commons at Snowdon Square initiated by the Students In Action club of Brownsville High School.



31

STAR IN
Brownsville

STAR THEMES STRENGTHEN

- Strengthen by Building Capacity for Action: Engaging young people a community-wide revitalization process (Implementation)



32

TRANSITION HAPPENS 1882 HISTORICAL RENDERING



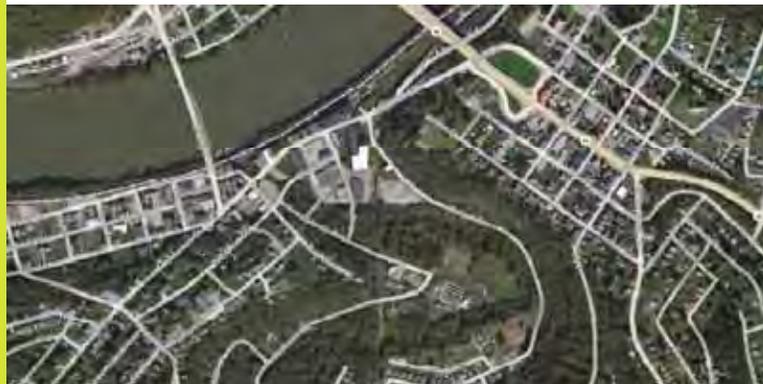
33

STAR IN
BrownsvilleSTAR THEMES
TRANSITION

34

STAR IN
BrownsvilleSTAR THEMES
CONNECT

- ⦿ Brownsville's compact street grid network is a valuable existing resource for connectivity. It was designed pre-automobile



35

STAR IN
BrownsvilleSTAR THEMES
LEVERAGE

AmeriCorps Vista	Greater Brownsville Area
Appalachian Regional	Chamber of Commerce
Commission	Jefferson Awards
Brownsville Area Revitalization	Local contributors to Operation
Corp	Falcon
Brownsville Area School District	Market St. Arts Festival
Students In Action, Operation	Martin Luther King Jr. Day of
Falcon Revitalization, Art,	Service
Architecture, Woodshop ...	Mon Rivertowns
Brownsville Blueprint	National Heritage Road
Communities Committee	US EPA
Brownsville Borough	
Brownsville Rotary Club	
Commonwealth of Pennsylvania	
Fayette County Redevelopment	
Authority	

36

STAR IN
BrownsvilleSTAR THEMES
UNIFY

- ⦿ The emphasis on this effort is action planning with the students and community to continue implementing Operation Falcon and to coordinate and leverage it with other existing and potential development initiatives.





PROJECT PRODUCT

- ⦿ An Implementation Plan for Revitalization
 - ⦿ Document this workshop results and contents into a document that includes:
 - ⦿ Complete matrix of goals and supporting actions for implementation – the foundations of a business plan
 - ⦿ Strategies to help SIA sustain their efforts and track progress.

1 MAKING GREAT PLACES HAPPEN



2 GREAT PLACES EARN STRAIGHT A'S

- ☑ Accessibility
- ☑ Activity
- ☑ Appeal
- ☑ Amiability



Adapted from Placemaking info developed by Project for Public Spaces – www.pps.org

3

ACCESSIBILITY

- ⊙ Can people easily **walk** around the place?
- ⊙ Can people use a variety of **transportation** options – bus train, car, bicycle, etc. – to reach the place?
- ⊙ Does the place function for **all types** of people, especially children and older adults?
- ⊙ Is the place **seamlessly** connected or “gap-toothed” (interrupted by blank walls, parking lots, etc)?

4

ACTIVITY

- ⊙ Which areas are **used** and which are **empty**?
- ⊙ Are there people of **different ages** around?
- ⊙ Are people in **groups**?
- ⊙ Are there **choices** of things to do?
- ⊙ How many **different types** of activities are occurring – people walking, eating, playing baseball, chess, relaxing, reading?

5

APPEAL

- ⊙ Does the place make a good first **impression**?
- ⊙ Is there a choice of **convenient** places to sit in sun and shade?
- ⊙ Are spaces **clean** and free of litter? Who is responsible for maintenance? What do they do?
- ⊙ Does the area feel **safe**? Is there a security presence? What do these people do? When?
- ⊙ Do **vehicles** dominate the place? Do they prevent people from easily walking around?

6

AMIABILITY

- ⊙ Are people **smiling**? Talking? Do people make eye contact? Do they seem to know each other by face or by name?
- ⊙ Do people **use the place regularly** and by choice? Are people meeting friends here or running into them?
- ⊙ Is this a place where you would choose to **meet** your friends?
- ⊙ Do people **bring friends** and relatives here? Do they point out special features proudly?
- ⊙ Do people **pick up litter** when they see it?

7

CASE STUDIES

CASE STUDY TOWNS

- ⊙ **Ranson, WV** (Accessibility)
- ⊙ **Owego, NY** (Appeal and Amiability)
- ⊙ **Howard, SD & Uniontown, PA** (Some success, but also cautionary tales)

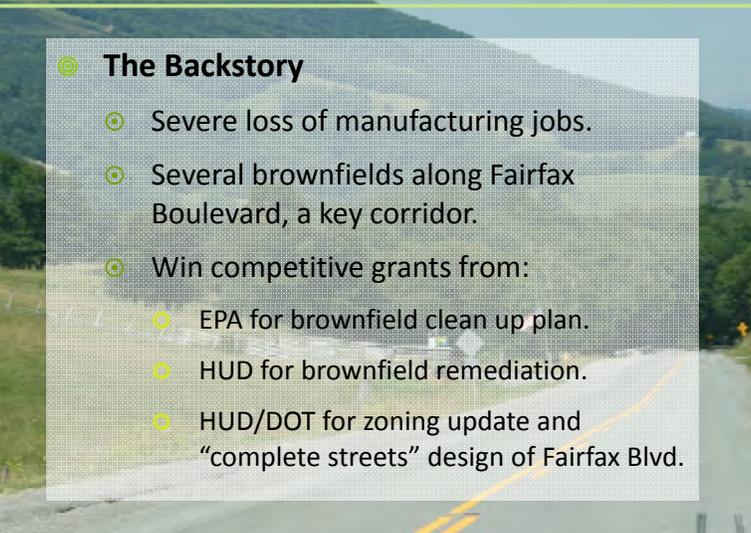


8

CASE STUDIES

RANSON, WV *CORRIDOR REVITALIZATION*

- ⊙ **The Backstory**
 - ⊙ Severe loss of manufacturing jobs.
 - ⊙ Several brownfields along Fairfax Boulevard, a key corridor.
 - ⊙ Win competitive grants from:
 - ⊙ EPA for brownfield clean up plan.
 - ⊙ HUD for brownfield remediation.
 - ⊙ HUD/DOT for zoning update and “complete streets” design of Fairfax Blvd.



9

CASE STUDIES

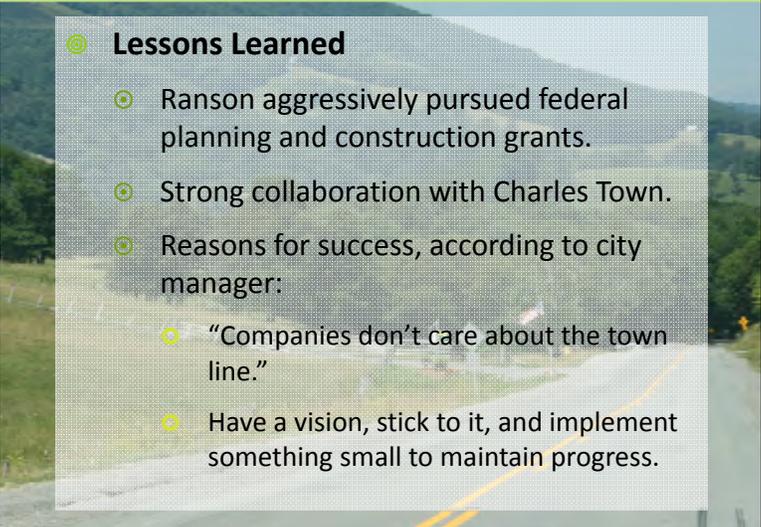
RAISON, WV *FAIRFAX BLVD VISION*



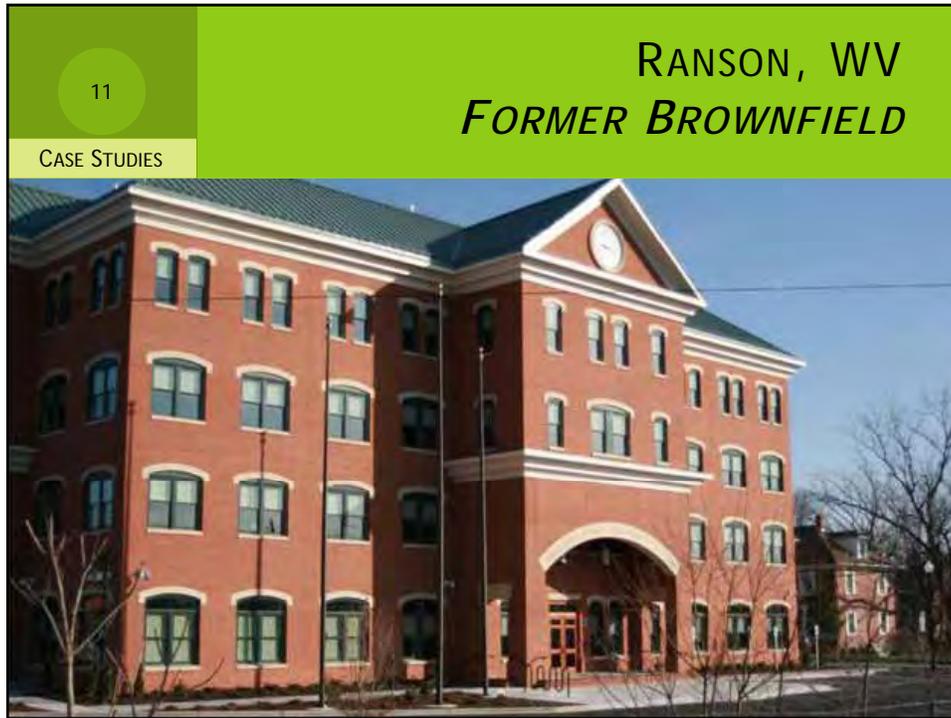
10

CASE STUDIES

RAISON, WV *CORRIDOR REVITALIZATION*



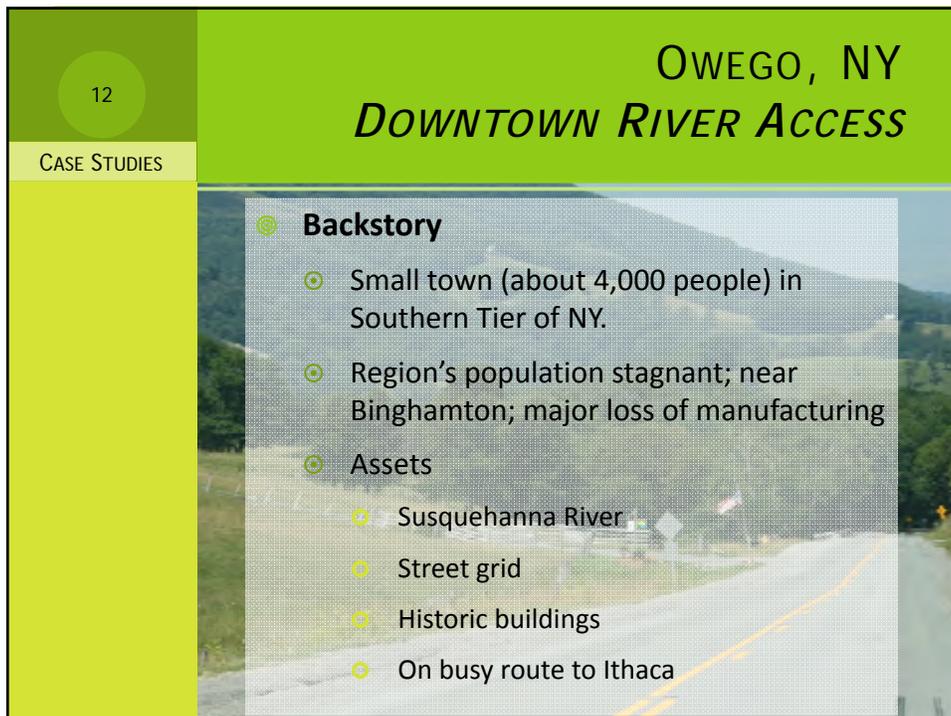
- ⦿ **Lessons Learned**
 - ⦿ Ranson aggressively pursued federal planning and construction grants.
 - ⦿ Strong collaboration with Charles Town.
 - ⦿ Reasons for success, according to city manager:
 - ⦿ "Companies don't care about the town line."
 - ⦿ Have a vision, stick to it, and implement something small to maintain progress.



11

CASE STUDIES

RANSON, WV *FORMER BROWNFIELD*



12

CASE STUDIES

OWEGO, NY *DOWNTOWN RIVER ACCESS*

⊙ Backstory

- ⊙ Small town (about 4,000 people) in Southern Tier of NY.
- ⊙ Region's population stagnant; near Binghamton; major loss of manufacturing

⊙ Assets

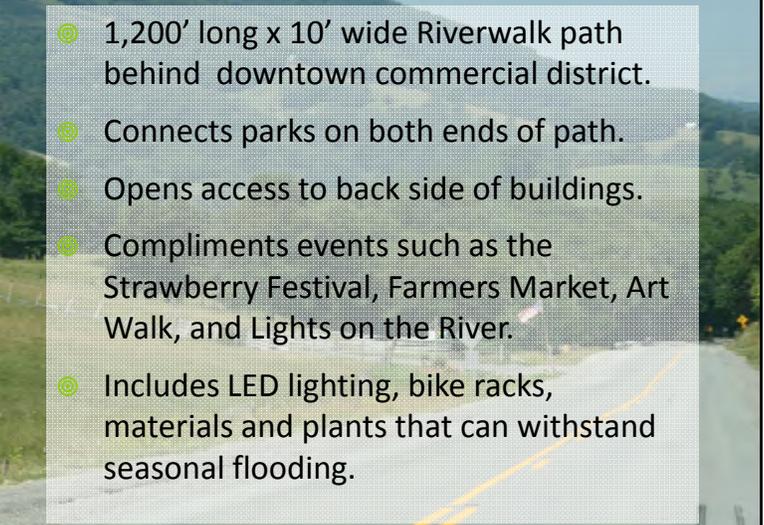
- ⊙ Susquehanna River
- ⊙ Street grid
- ⊙ Historic buildings
- ⊙ On busy route to Ithaca

13

CASE STUDIES

OWEGO, NY *DOWNTOWN RIVER ACCESS*

- ⊙ 1,200' long x 10' wide Riverwalk path behind downtown commercial district.
- ⊙ Connects parks on both ends of path.
- ⊙ Opens access to back side of buildings.
- ⊙ Compliments events such as the Strawberry Festival, Farmers Market, Art Walk, and Lights on the River.
- ⊙ Includes LED lighting, bike racks, materials and plants that can withstand seasonal flooding.



14

CASE STUDIES

OWEGO, NY *BEFORE RIVERWALK*



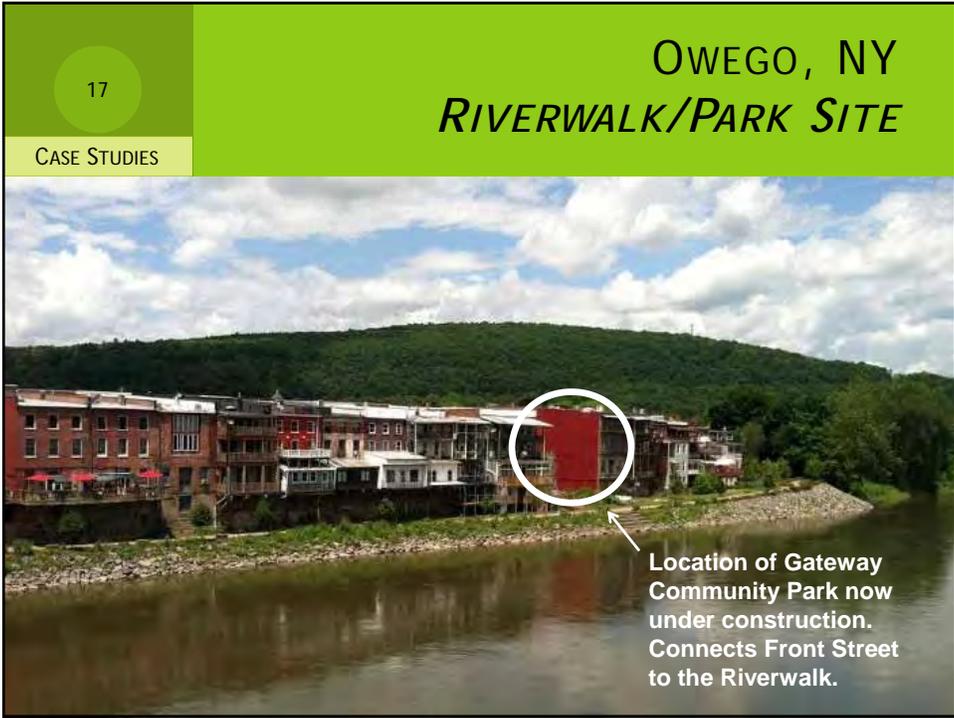


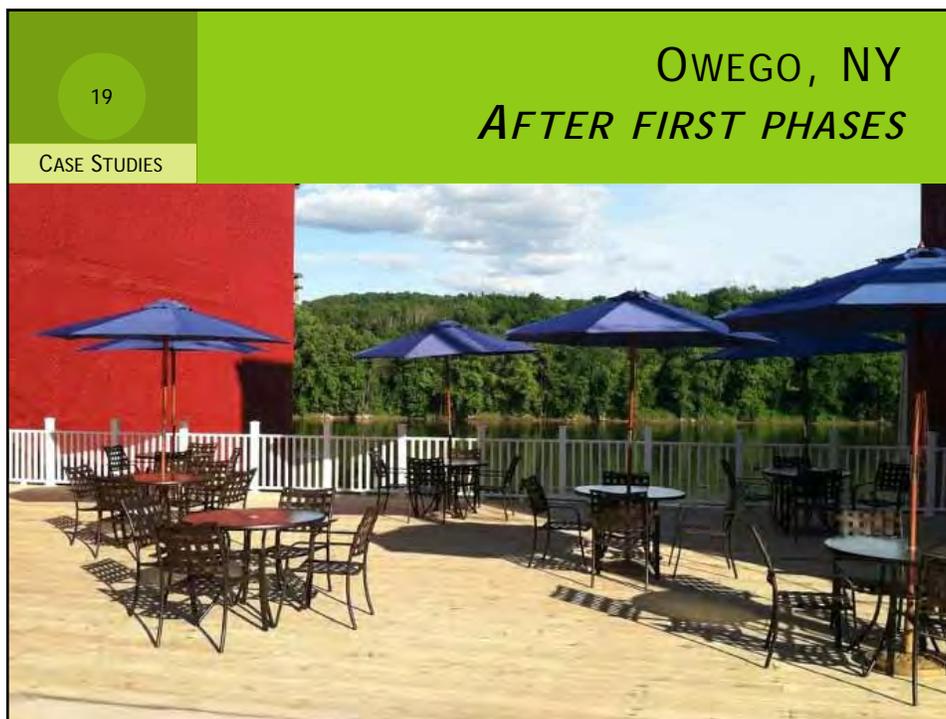
16

CASE STUDIES

OWEGO, NY *DOWNTOWN RIVER ACCESS*

- ⊙ Community group working on Gateway Community Park; will connect Front St to the Riverwalk; will fill space of building that burned in early 2000s.
- ⊙ Riverwalk cost was \$2.17 million for design and construction
 - ⊙ \$1.96 federal funds secured by U.S. Representative Hinchey
 - ⊙ \$215K state funds secured by NY State Senator Libous





20

CASE STUDIES

UNIONTOWN, PA

DOWNTOWN STAGE & PARK

- ⊙ **Backstory**
 - ⊙ Storey Square opened in mid-2000s.
 - ⊙ 84 Lumber founder provided funds and is a part owner of the square.
 - ⊙ Main Street Uniontown operates the summer concert series
 - ⊙ Leases space from city
 - ⊙ Pays each year for liability insurance

 A background image showing a paved road with a yellow double line, curving through a hilly, green landscape. The sky is blue with some clouds.





24

CASE STUDIES

UNIONTOWN, PA

DOWNTOWN STAGE & PARK

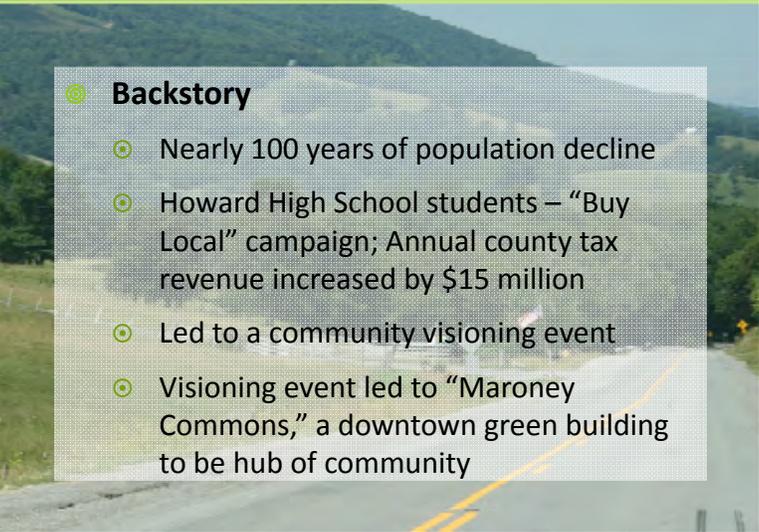
⊙ Lessons Learned

- ⊙ Need community buy-in.
 - ⊙ Funder of park no longer engaged, no clear leadership to maintain it.
 - ⊙ Pay attention to design – issues with stage orientation and soil.
 - ⊙ Legal issues – liability insurance, volunteer maintenance vs. unionized staff, lawsuits for broken furniture.

25

CASE STUDIES

HOWARD, SD *YOUTH INVOLVEMENT*



- ⊙ **Backstory**
 - ⊙ Nearly 100 years of population decline
 - ⊙ Howard High School students – “Buy Local” campaign; Annual county tax revenue increased by \$15 million
 - ⊙ Led to a community visioning event
 - ⊙ Visioning event led to “Maroney Commons,” a downtown green building to be hub of community

26

CASE STUDIES

HOWARD, SD *YOUTH INVOLVEMENT*



SOURCE: EPA, FROM THE RURAL LEARNING CENTER.



27

CASE STUDIES

HOWARD, SD *YOUTH INVOLVEMENT*

28

CASE STUDIES

HOWARD, SD *YOUTH INVOLVEMENT*

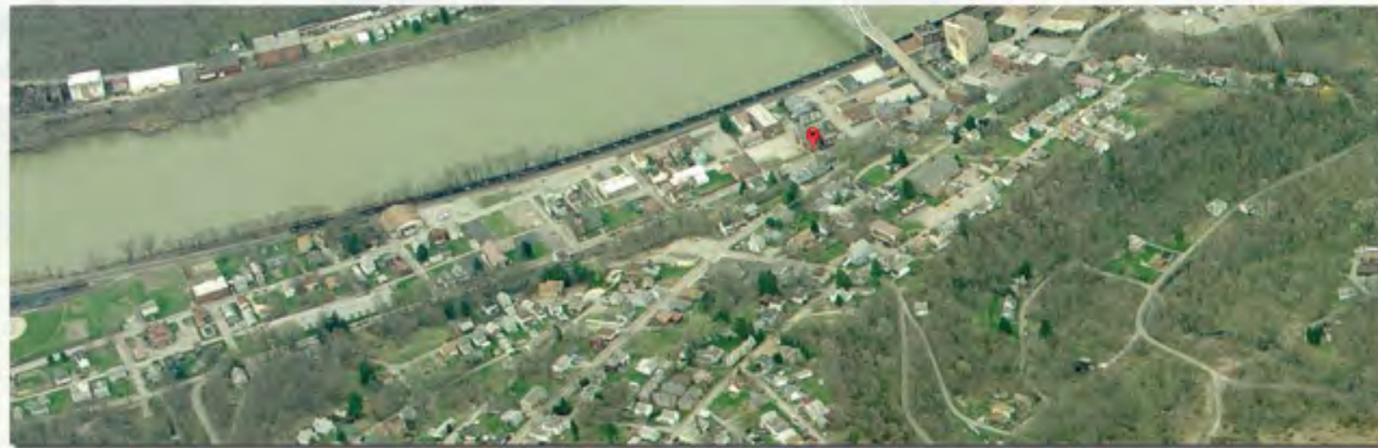
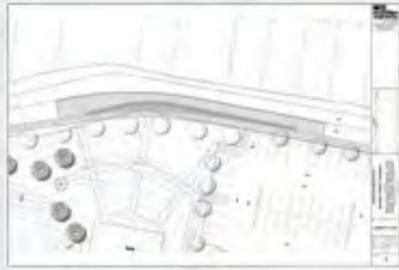
- ⊙ **Lessons Learned**
 - ⊙ Maroney Commons included space for green-jobs training to support local wind energy industry
 - ⊙ Wind turbine training center provided more than \$300K in revenue per year. Closed in 2012
 - ⊙ Maroney Commons was no longer financially feasible. Closed in September
 - ⊙ Unforeseen events can make thoughtful plans go awry

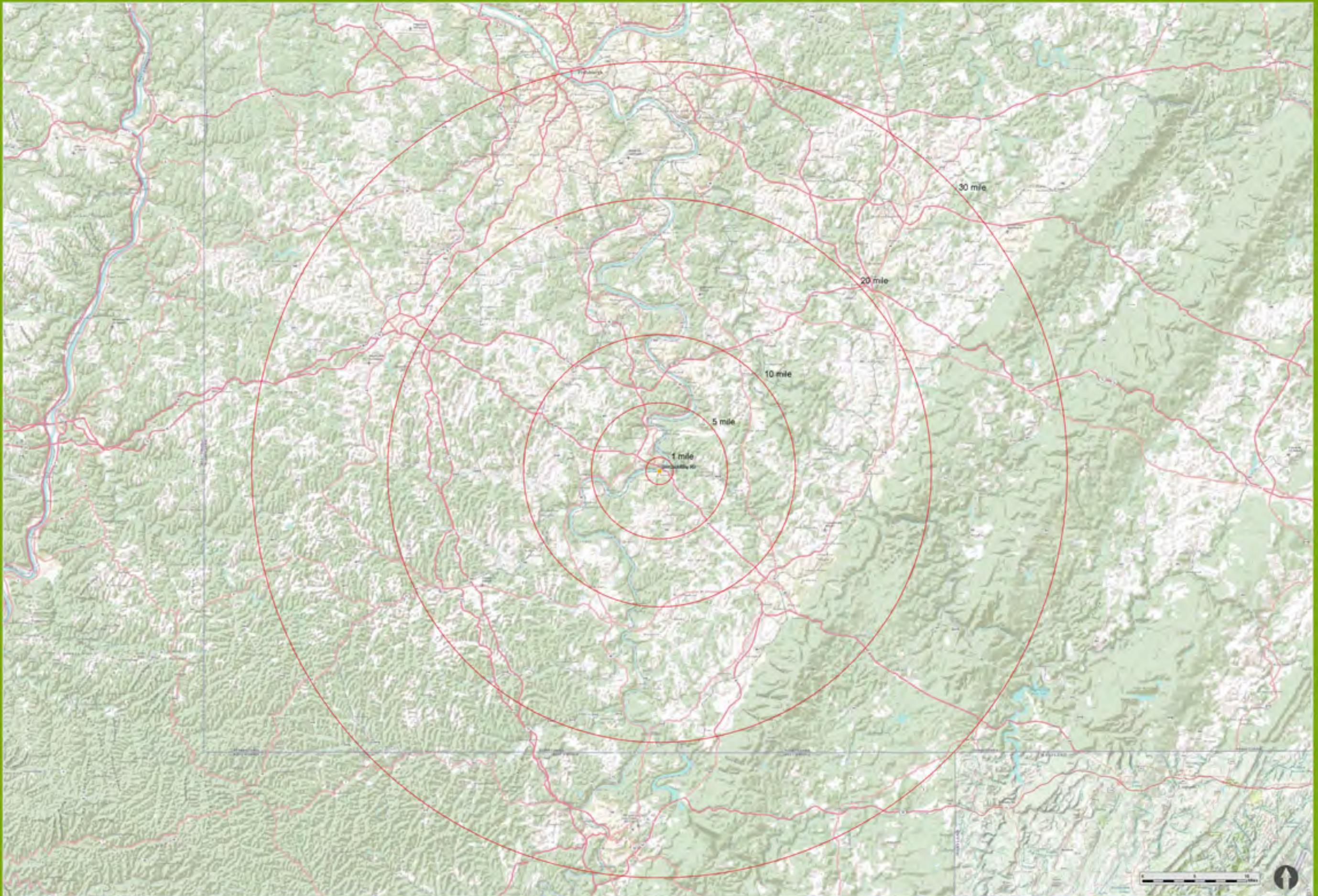
Appendix D:

Maps and Pictometry

September 14-15, 2012 Workshop Maps and Pictometry

Sustainable Communities in Appalachia
EPA/ARC Technical Assistance
Brownsville, PA Workshop September 2012
2008 Pictometry Imagery - Poster by Renaissance Planning Group
In support of Operation Falcon Revitalization





SUSTAINABLE COMMUNITIES IN APPALACHIA

Brownsville, PA

Area Scale (1"= 3 miles)





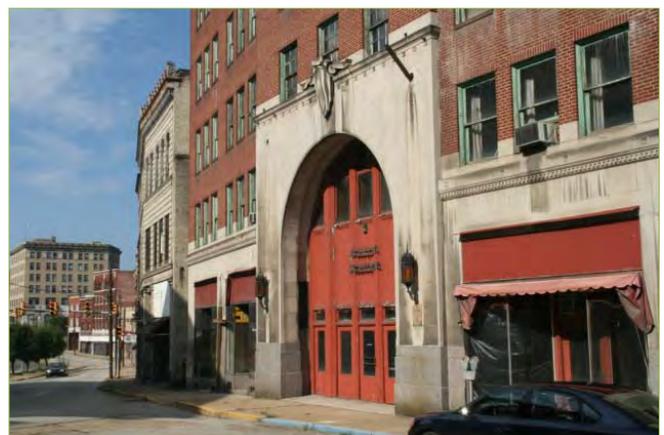


Appendix E:

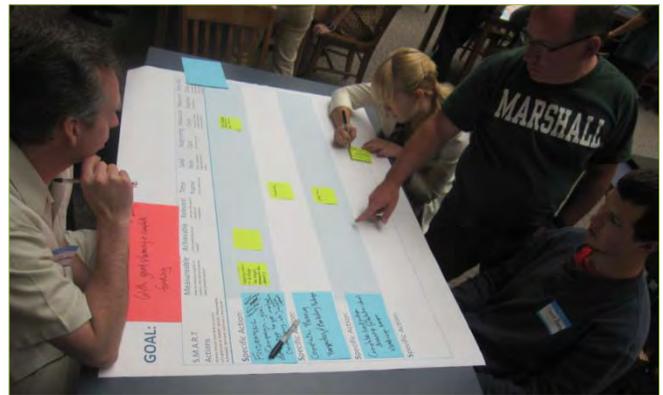
Workshop Photo Album

September 10-11, 2012







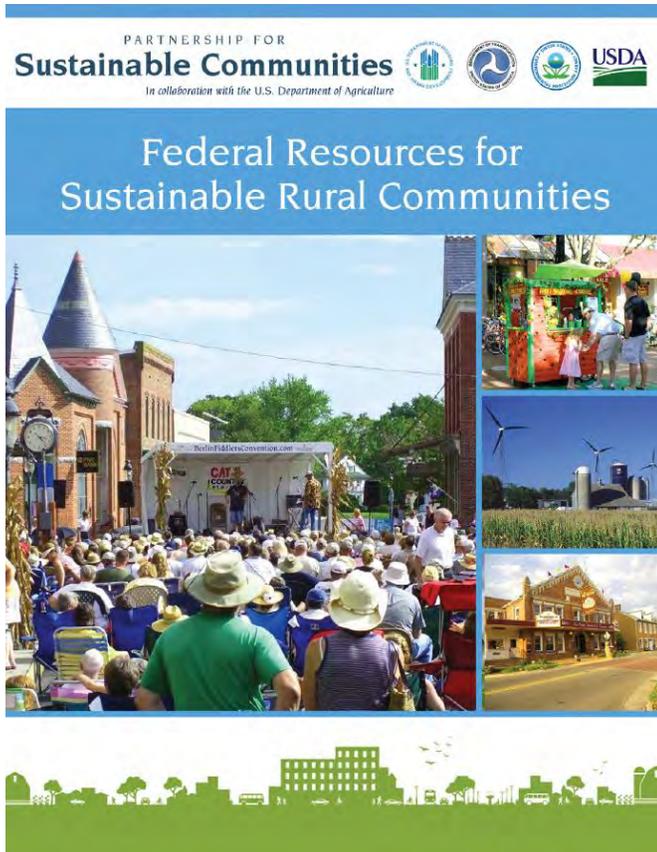


Appendix F:

EPA List of Funding Resources

Federal Resources for Sustainable Rural Communities

A Publication from the Partnership for Sustainable Communities and USDA



The Partnership for Sustainable Communities—made up of the U.S. Department of Housing and Urban Development, the U.S. Department of Transportation, and the U.S. Environmental Protection Agency—and the U.S. Department of Agriculture have many programs that rural communities can use to promote economic competitiveness, protect healthy environments, and enhance quality of life.

Federal Resources for Sustainable Rural Communities provides key information on funding and technical assistance opportunities available from the four agencies, as well as examples of how rural communities across the country have put these programs into action.

This guide provides a menu of resources to help small towns and rural communities capitalize on their assets, encourage homegrown economic development, create vibrant neighborhoods, and preserve the character that residents value.

Download *Federal Resources for Sustainable Rural Communities* from the Resources tab on the Partnership for Sustainable Communities' website, www.sustainablecommunities.gov. Current funding and technical assistance opportunities are listed on the Grants tab of the website.

