

Main Street Committee

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Main Street Committee

Mission Statement

Our mission is to revitalize the traditional commercial district so it can serve as a symbol of community pride and capability, and establish a quality of life that increasingly influences new business to locate in our community.

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Main Street Committee And The Comprehensive Plans

The Main Street Committee's downtown development strategy complements, supports, and enhances and is almost a direct expression of the urban vision of Lycoming County's Comprehensive Plan and of the downtown section of the Williamsport's Comprehensive Plan.

The county vision for downtown Williamsport recommends it be used as a regional service and cultural center, that we focus on historic preservation, streetscape beautification and support a wide variety of uses and activities in the CBD. All of the county's recommendations are specifically addressed in the Main Street 5 year work plan.

The downtown section of Williamsport's Comprehensive Plan focuses on the CBD's development as a regional service and cultural center, facade improvement, retail recruitment and support, historic preservation, and tourism. Williamsport's plan directly calls for a Main Street approach and the use of a multifaceted strategy with a cohesive and unified focus. The 5 year work plan addresses and expands upon Williamsport's economic development strategy for the downtown and the city.

5 Year Work Plan

CELEBRATE: A Strategic Work Plan for Downtown Williamsport

The bicentennial slogan for Lycoming County was, Celebrate the Land, the River, and the People. Since Williamsport is the county seat and the regional service center, Main Street is taking its revitalization theme from the county slogan.

One of the definitions of celebrate is to honor or to praise. The Main Street Committee believes downtown Williamsport should be our community center, where we come together to honor and praise our local way of life.

Our research has shown that downtown Williamsport has the assets for supporting itself as a vibrant community center: a good location, varied as well as plentiful resources, and potential markets.

What is lacking in downtown Williamsport is a specific group responsible for the organization of the downtown community. Many groups such as, The Chamber of Commerce, Community Development, and The Merchants Association, are excellent in taking care of their various tasks in the downtown, but we need the Historic Trust Main Street Program to coordinate all of their efforts.

Main Street's focus areas of organization, design, economic restructuring, and promotion form a comprehensive plan to bring about positive incremental change in the downtown. Main Street is the link necessary to tie the community's revitalization efforts into a unified process.

The strategic plan, as outlined in a 5 year work plan, is as follows:

1. Organize and coordinate existing efforts and resources.
2. Unify and improve the appearance of the downtown.
3. Support and enhance current businesses and develop a multilevel, ongoing program of business recruitment.
4. Expand the use of the downtown as a regional art center, promoting the arts as a tourist attraction, using the Main Street publication, The 100 Best Little Art Towns In America, as a guide.

The Main Street Committee's goal is to create an organized, attractive downtown that encourages the celebration of the strengths, creativity, diversity, people, and lifestyle of the Williamsport community.

Organization 1

- Goal: Create an organization that serves as a catalyst to bring together diverse members of the community interested in downtown development.
- Objective: Educate, increase awareness, and create community commitment for the Main Street programs.
- 1st Year: Establish committees to carry out the four focus areas of the Main Street program.
- 2nd Year: Develop a working relationship with the inhabitants of the downtown such as, landlords, merchants, institutions, and businesses.
- 3rd Year: Involve the Chamber of Commerce, Tourist Promotion Agency, Lycoming and Penn Colleges, and other existing institutions in the development of the downtown through the Main Street program.
- 4th Year: Establish a partnership with local cultural organizations aimed at strengthening the downtown toward becoming our communities cultural center.
- 5th Year: Present the Main Street program and agenda to local service organizations in order to acquire their support in specific community projects i.e. Rotary Club.

Organization 2

- Goal: Develop support for the Main Street program through public relations, communications, and education.
- Objective: The promotion of Main Street as an essential component in the success of the downtown.
- 1st Year: Coordinate and organize research, statistics, and plans for the downtown for presentation.
- 2nd Year: Design and develop professional letterheads, business cards, and brochures for Main Street committee members.
- 3rd Year: Coordination of activities by the Main Street manager of such groups as, Tourist Promotion Agency, Preservation Williamsport, Our Town 2010, Lycoming County Historical Society, Arts Council, etc. concerning downtown issues.
- 4th Year: Develop media kits to provide educational and public relations opportunities for various Main Street activities.
- 5th Year: Develop outreach and on going communication with county commissioners, and state officials to encourage a greater level of support for Main Street activities.

Organization 3

- Goal: Develop support and funding for Main Street programming.
- Objective: Encourage a sense of ownership among community members to maintain the success of the Main Street program and the downtown prosperity.
- 1st Year: Design Downtown Partnership, a funding mechanism to identify potential stakeholders.
- 2nd Year: Develop Main Street presentation to solicit membership by identified stakeholders.
- 3rd Year: Solicit memberships to downtown residents and then expand to corporate stakeholders.
- 4th Year: Work with elected local officials to develop ongoing funding for Main Street.
- 5th Year: Seek on-going partnerships for specific Main Street projects, i.e. new trash receptacles.

Design 1

- Goal: Create a unified and attractive appearance in the downtown area.
- Objective: Educate the community about Main Street design concepts.
Organize the necessary resources and incentives necessary to utilize and create design concepts suitable to the Williamsport CBD.
- 1st Year: Research and write design guidelines for the CBD.
Establish downtown Design Review Committee.
- 2nd Year: Organize Design Resource Center and create database of contractors, landscape companies, etc.
- 3rd Year: Develop Design Consultation program.
Organize annual field trip to other cities to inspect design quality.
- 4th Year: Coordinate Facade Improvement Programs and create database of financial resources and incentives for CBD design improvements.
- 5th Year: Develop photo albums and scrapbooks of quality design examples, and organize History of Main Street to illustrate before and after improvements.

Design 2

- Goal: Have a downtown appearance that is reflective of the quality of life in the Williamsport Area.
- Objective: Utilize design concepts to create attractive shared spaces.
- 1st Year: Establish a Main Street certificate program that recognizes buildings enhancing the CBD.
- 2nd Year: Promote the maintenance of downtown with more trash receptacles.
- 3rd Year: Develop a cooperative network with the Williamsport Parking Authority that would establish a standard for landscaping downtown parking lots.
- 4th Year: Establish a Main Street planter box program that would facilitate the use of flowers as a downtown decorative asset.
- 5th Year: Establish a city gardens project that would finance the adoption and maintenance of small landscape plots in the CBD by a business or organization.

Design 3

- Goal: Preserve the downtown character and protect Williamsport's heritage.
- Objective: Promote the unique identity of the CBD.
- 1st Year: Set up Design Resource Center to support facade improvement and historic preservation.
- 2nd Year: Establish data base of design and historic preservation resources.
- 3rd Year: Promote participation in Historic Society plaque program as recognition of older buildings value.
- 4th Year: Sponsor design and historic preservation workshops taught by local historians, architects, and schools.
- 5th Year: Integration of the past history of Main Street with its current evolution through the use of photos, data, etc. to establish the downtown as a unified community.

Promotion 1

- Goal: Have the downtown function as a vibrant service center for the city's cultural and community life.
- Objective: Expand and market the retail and cultural resources of the CBD.
- 1st Year: Develop an annual calendar of promotional events that occur in the downtown area.
- 2nd Year: Strengthen the presence of fine arts in Williamsport by organizing and marketing local galleries.
- 3rd Year: Start merchants newsletter to help coordinate retail and cultural events in the downtown.
- 4th Year: Start an events resources data base listing locally available musicians, food vendors, etc.
- 5th Year: Coordinate gallery events and openings with consistent dates and items, i.e. First Friday of the month.

Promotion 2

- Goal: Rebuild the downtown, making it into a vital and strong asset of the community.
- Objective: Market the downtown as a safe and enjoyable environment.
- 1st Year: Implement a banner program displaying events in the downtown.
- 2nd Year: Facilitate non-profit groups to provide services for and participate in creating children's fair as part of downtown events.
- 3rd Year: Create an Italian Heritage Festival.
- 4th Year: Organize the use and placement of lights in the downtown trees.
- 5th Year: Facilitate an annual Jazz Fest in the downtown.

Promotion 3

- Goal: Increase of tourism in the downtown.
- Objective: Marketing of the downtown events and activities to visitors staying in the local hotels.
- 1st Year: Design and distribute tourism map of the downtown.
- 2nd Year: Create a gallery guide and map of all local galleries.
- 3rd Year: Develop a map and directory of local antique shops and dealers.
- 4th Year: Create sign boards at the city entrances to display the most current downtown cultural events and happenings.
- 5th Year: Use our annual events calendar to advertise in larger metropolitan areas.

Economic Restructuring 1

- Goal: To increase investment in the downtown area.
- Objective: To provide a supportive environment for downtown property owners and merchants.
- 1st Year: Introduce the local merchants and property owners to the Main Street Program.
- 2nd Year: Inventory and catalog all available/usable downtown spaces.
- 3rd Year: Inventory and catalog all downtown businesses.
- 4th Year: Identify and catalog financial resources for small business and property rehabilitation.
- 5th Year: Develop a partnership with the Chamber of Commerce and local colleges to create and run workshops on starting a small business.

Economic Restructuring 2

- Goal: Attract and maintain small businesses in the downtown area.
- Objective: Facilitate the process by which small businesses start, survive, and expand.
- 1st Year: Research and identify reasons for vacancies in downtown area.
- 2nd Year: Coordinate annual workshops on merchant topics of interest, such as marketing and window display.
- 3rd Year: Design retail recruitment packages for the downtown.
- 4th Year: Develop outreach programs to recruit and trade satellite stores with other communities.
- 5th Year: Coordinate the establishment of a Saturday flea market to increase weekend traffic for downtown businesses and serve as a small business incubator.

Economic Restructuring 3

- Goal: Maximize the use of existing resources to increase the viability of the downtown.
- Objective: Enhance and Market current downtown assets.
- 1st Year: Recruit more antique stores to create Antique/Art Center image.
- 2nd Year: Work with the Arts Council and County Visioning Organization to create workshops that teach the utilization of arts programs to create economic development.
- 3rd Year: Work with local parking authority to enable the use of parking facilities for kiosks, landscaping, maps, etc.
- 4th Year: Develop a public relations presentation about Main Street's achievements and goals to be presented to the Chamber of Commerce, Service Clubs, and Real Estate Agencies.
- 5th Year: Write grant to advertise our galleries in Art Now/Philadelphia-Atlantic Region Gallery Guide.

History

Main Street Committee Activities

Fall 1997

- Set up Main Street Committee
- Develop Downtown Design Guidelines
- Establish Downtown Design Ordinance with presentation to Economic Revitalization Committee of City Council
- Design, approve, and print stationary and letterhead
- Design Consultation: Sally Ann's Boutique (Salvation Army, Fourth Street)
Carroll Building (Third and Pine Streets)

Winter 1997

- Advisory to City Council regarding sign and billboard usage as related to Comprehensive Rezoning Initiative
- Presentation of Main Street Concept to Mayor Cappelli and Parking Authority
- Received council appointment to Downtown Design Review Committee
- Established review process and procedure for Downtown Design Review Committee
- Design Consultation: Trade and Transit Center

Spring 1998

- Establish Design Resource Center at City Hall: Furniture, paint, photo records, examples of good design concepts
- Field Trip: Corning, New York---shared economic development and design concepts with their downtown development executives
- State Preservation Convention: Cohosted afternoon reception in the lobby of City Hall; very positive image presented to preservationists from across the Commonwealth
- Main Street presentation at the Williamsport Merchants and Businessman's Association
- Endorsement Community Theater League Project
- Design consultation: Beiter's (West Fourth Street, advice not accepted)
Williamsport Municipal Water Authority (Hepburn Street)
Bullfrog Brewery (West Fourth St. 2nd Floor Project)
Heavenly Pasteria (Third Street), capital project
Foot Stop Retail Store (Pine Street)
- Hosted Trolley Tour of Williamsport with Stroud Watson, Chattanooga, TN., speaker and guest of Our Towns 2010, county wide visionary process

Summer 1998

- Design Consultations: Olive Tree (Third Street)
Whimsey Roomers (Pine Street)
Que Pasa (Fourth Street)
Architrave (Fourth Street)
Melissa Augustine (Fourth Street)
Smart Shop facade (Pine Street)
City Hall Restoration Project
- Peg Furst cataloging area artists
- Main Street co-hosts meeting to organize local artists -- a step towards using the arts to create economic development by making downtown Williamsport the regional cultural center

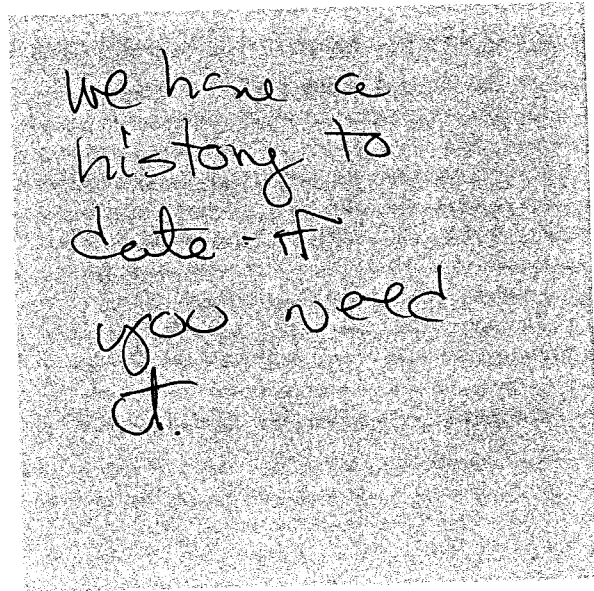
Fall 1998

- Larson Design Meeting---Larson Design is contributing a downtown site map for the resource center to be used for downtown inventory and in retail recruitment
- Design Consultation: Haswell Store (Pine Street)
Stashak Photography (Government Place)
Carone Building (Fourth Street)
- Hosted reception for local artist group (CIAA); Mardi Gras Gallery Walk
- Attended Parking Authority meeting to discuss possible partnerships on landscaping, banners, and signage
- Inspected St. Paul's Church property with realtor seeking ideas for possible adaptive reuse to benefit CBD (Central Business District)
- Design Consult: Cady's News
- Hosted Meeting for local foundation to meet Main Street and to present our committee and program
- Contacted Bucknell University Small Business Development center about possible small business workshop
- Began research and contacts toward possible Italian Heritage Festival

Spring 1999

- Supervised a marketing intern from Lycoming College 5 to 10 hours per week--used Main Street study materials to structure internship
- Shade Tree Commission Chairman, Dr. Kenneth Cooper, met with committee concerning contour trees and streetscape
- Visited Moose Club with realtor to explore possible adaptive reuse concepts for property

- Contacted Portland, Oregon and Coral Gables, Florida to study the structure of their Art Gallery Programs
- Local galleries being contacted to develop coordinated marketing effort
- Hosted reception for Historic House Sign Project--125 invitees--3 honored, Mayor, Preservation Williamsport, Our Towns 2010 Project preserves and enhances neighborhoods surrounding CBD



We have a
history to
date - if
you need
it.

- Design consultation: Architrave
- Design consultation: Melissa Augustine
- Design consultation: Smart Shop façade
- Design consultation: City Hall

Fall 1998

- Design consultation: Haswell awning
- Design consultation: Stashak photography (window apparel)
- Larson Design Group meeting: Larson is contributing a downtown site map for resource center-to be used for downtown inventory-to be used in retail recruitment programs
- Design consultation: Mike Casale/Carone building

Summer 1999

- Partnered with Mayor's office on design of downtown banners
- Began research to develop a visitors' map of the downtown
- Instituted research project for little white lights for downtown trees
- Design consultations: Met Life
Woodlands Bank
Beiter's
Sheraton
- Peg Furst writes Pennsylvania Partner in the Arts Grant for money to develop a gallery map for visitors.

Fall 1999

- Began work on concept of a downtown jazz festival
- Main Street receives PPA grant for gallery map

Winter 2000

- Main Street endorses Tony Visco's design for portals for the historic district. Portals at Elmira and Fourth Streets would enhance the design and the viability of both the downtown and the historic district
- Main Street endorses community meeting of the neighborhood around the Hepburn and Fourth street parking lot. Sends letter to Mayor offering to help arrange neighborhood development in Hepburn lot area
- Main Street starts development of a flower box concept for the downtown.
- Main Street endorses preservation of the fire house

Spring 2000

- Main Street applies to City Bus for money for a streetscape sculpture for Pine Street
- Main Street commits to work with Ray Thompson of the Parking Authority on design for Hepburn Street parking lot

- Peg Furst and Judy Olinsky write PPA grant to start a First Friday Arts program
- Main Street meets with Brenda Thomas of the Arts Council. Main Street and Arts Council hope to partner on the following:
 - 1) Seek downtown storefront for Arts Council office and gallery
 - 2) Develop First Friday Art Town
 - 3) Develop a workshop using the Arts for economic development

Fall 2000

- Main Street contacts Lewisburg Main Street manager for possible visit/interchange
- Contacts Lady Di Florist about downtown public/private flower partnership
- Design Consultation: Kwik Kopy
- Main Street receives PPA grant to begin First Friday Arts program
- Main Street Committee receive an Our Towns: 2010 Award for its work on behalf of downtown
- Darla Korchella, local artist, donates Main Street Table Sign
- Design Consultations: M&T Bank
Steve Haswell

Winter 2000

- Design Consultations: 37 W. 4th Street
161 W. 3rd Street
Hairport/tailed
Marketing Associates
33 East 3rd
Jersey Shore State Bank
Clothier: Conditional approval/promised to modify big blank wall
- First Jazzfest meeting
Downtown Hospitality meeting
Williamsport-Lycoming Arts Council
- Developed/Designed New Banner – same design as downtown map
- Shade Tree Commission meeting
Topic: Landscaping ordinance for parking lots
- Supervision of Lycoming College Intern
Projects: Developed Policy and Procedure manuals for four focus areas of
Main Street Program
Developed Public Relations manual
Updated Main Street History for grant applications
Developed Promotions manual
Edited Our Towns: 2010/Main Street position paper on downtown
- Developed and researched resource brochure for new downtown businesses

- Wrote first Main Street newsletter
- Promoted downtown flowerboxes with Lady Di
- Partnered with downtown business, Marketing Associates to create a community gallery in downtown
- Partnered with Arts Council to seek gallery/office space for the arts council in the downtown

Spring 2001

- ◆ Design Consultations: Career Link
Old Jail
Le Chocolate
Coffee and Tea Room
416-418 Pine St.
M & T Bank
Water Authority
- ◆ Reviewed new downtown streetscape design
- ◆ First Friday / Art Town
- ◆ Set up partnership with Our Towns 2010 and M & T Bank and Sabre Radio to co-sponsor First Friday
- ◆ Set up sculpture search for new downtown streetscape
- ◆ Sponsored and hosted annual Historic Sign Project and Reception

Summer 2001

- ◆ Design Consultation: EFO Furniture
Puff Discount
Family Tree
Career Link
Cascade
- ◆ Set up Fall Jazz Fest Committee

Fall 2001

- ◆ Design Consultations: 33 East
36 W. 4th St.
- ◆ Ran annual Jazz Fest in partnership with PA Jazz All-Stars, Our Towns 2010, and the Downtown Hospitality Group

Winter 2001

- ◆ Design Consultations: 33 East
Marketing Associates
Kelly's Grill
- ◆ Set up First Friday / Art Town Committee
- ◆ Downtown Gallery Map completed

~~Winter / Spring 2002~~

Winter / Spring 2002

- Reviews Downtown Design Guidelines
- Sent Letter to Property Owners
- Designed ~~Developed~~ New Code Infrastructure Guidelines
- Developed Downtown Markets
- Image Concept of The "Old City Cultural District"
- Finished Sculpture Search for City Streetscape Project
- Found sculpture for gateway to city and several possible sculptures for Riverfront Gateway Project

Design Consults

Club Envy

WBNS TV

86 West fourth Street / Mile

213 West fourth Street / Coxsack

Expeniencé Walls