

Bloomsburg, Pennsylvania

TOWN OF BLOOMSBURG

Incorporated March 5, 1870

The only incorporated town
in Pennsylvania

FACILITY DESIGN
& DEVELOPMENT, LTD.

ARCHITECTS
PLANNERS
INTERIORS

New York

Scranton



Larson Design Group®

DANTER
COMPANY

*“If you plan cities for cars and traffic, you get cars and traffic.
If you plan for people and places, you get people and places.”*

- Fred Kent



Table of Contents

Bloomsburg Strategic Plan Phase III

5	• Facility Design and Development, LTD
6	• Larson Design Group
7	• Danter Company
8-12	• Economic and Demographic Trend Analysis
13-14	• SWOT matrix
15	• Bloomsburg Priority Matrix
16-18	• Recommended Immediate Actions
19-26	• Recommended Short-Term Actions
27-31	• Recommended Long-Term Actions
32-33	• Analysis Sketches
34-35	• Master Plan
36	• Parking Study - Parking Overview
37-39	• Parking Study - Street Parking
40-42	• Parking Study - Parking Lots
43	• Parking Study - Conclusion
44	• Public Amenities and Streetscape Features
45-47	• Proposed Pocket Park
48-49	• Proposed Entertainment District
50-53	• Proposed Market Square
54-56	• Proposed Roundabout
57-58	• Roundabouts
59-60	• Estimated Costs

Table of Contents (Cont.)

Bloomsburg Strategic Plan Phase III

61	• Retail Strategies – Professionals
62-63	• Retail Strategies – Business Hours
64-65	• Retail Strategies – Customer Service
66	• Retail Strategies – Selection
67-68	• Retail Strategies – Prices
69-71	• Retail Strategies – Buildings
72-75	• Retail Strategies – Marketing
76	• Retail Strategies – Showrooming
77	• Retail Strategies – Trends
78	• Retail Strategies – Local
79-83	• Potential Future Growth Strategies
84-94	• Sidewalk Analysis
95-96	• Traffic-Calming Analysis
97-104	• Actions by Block
105-107	• Executive Summary

Facility Design and Development, LTD.

FIRM PROFILE

Facility Design & Development, Ltd. is a full service architecture, planning, and interior design firm with offices in New York City, and Northeast Pennsylvania. The firm has a regional focus, and has a client base that spans throughout Pennsylvania to Boston, Massachusetts. Facility Design & Development is a corporation with licenses to provide architectural services in nine states. The firm's principal strengths are design-sensitive and technology-driven environments.

Our Scranton office is managed by Alexander Belavitz, NCARB, RA. Mr. Belavitz has been responsible for much of the firm's planning, urban and mixed-use, design work. A proponent of integrated environments, his design approach has been recognized by peers and colleagues as thoughtful and "appropriate"; provoking a sense of environmental "fit." His award-winning projects include Strategic Plans for the City of Carbondale, the City of Pittston Waterfront, the Murray Complex in Wilkes-Barre, and the Family YMCA in Hazleton, PA

The New York office, headed by Dennis Belfiore, AIA, LEED AP, serves a diverse set of clients and project types. From strategic planning assignments, to trading floors for Fortune 500 Companies, Dennis has managed an extensive array of project types. Clients include VIACOM, Merrill Lynch, The Queen Borough Library System, Parrot Cay, and the Endless Mountains Health Systems.

Our entire firm works collectively towards the common goals of providing personal attention, quality design and client satisfaction. "Excellence through Understanding" is our objective. To take the time to understand the problem beyond that which is stated, and to generate solutions in response to that understanding separates our firm from any other in the markets in which we do business.



NEW YORK

SCRANTON

Larson Design Group

FIRM PROFILE



Our Vision. Made Real Through
Our Values.

Larson Design Group is an emerging national Architecture, Engineering, and Survey Firm. Our vision is to elevate our client relationships to a higher level than the competition, enrich the careers and lives of current and future staff, and enhance the communities where our staff live and work.

Larson Design Group (LDG) is a growing, 280+ employee-owned company teaming with our clients to provide responsive, innovative solutions to facility, transportation, land development, and environmental needs. We communicate honestly and responsibly to deliver value-added services to clients who share our goals of quality, growth and sustainability. Our success is reflected in our professional development, and our commitment to community stewardship.

It all started with a clear vision. Larson Design Group began with an architect, engineer, and surveyor, each with a dream to create a firm that focused on solutions that could sustain and benefit the communities it served.

We understand that clients are the basis of our enterprise. We listen carefully to clients and will fully understand the challenges of their businesses. We approach each client relationship with ethics, integrity & transparency. We seek to become each client's trusted advisor.

We embrace innovation, including cutting-edge, new approaches within our practice areas and the continuous evaluation and improvement of current processes and services. We apply our resources to emerging opportunities that increase return on investment for our employee-owners.

We build and maintain trust and collaborative relationships across the company. We embrace "we" before "me" so that personal and professional knowledge will be expanded and leveraged for greater results. High Performance is a product of safety, quality and responsiveness. We hold paramount the health, safety and welfare of our employees, clients and the public while providing a level of responsiveness that assures client quality expectations are met.

The Danter Company is a national independent real estate research and consulting firm providing market research and demographic information in a variety of commercial markets. The Danter Company has completed over 17,000 studies in all 50 states, Canada, Puerto Rico, the Virgin Islands, and Mexico.

The Danter Company was founded in 1970 by Kenneth Danter and was one of the first firms in the country to specialize in independent real estate research. Since real estate research is our only area of specialization, our recommendations are based on existing and expected market conditions, not on any underlying interests or an effort to sell any other services.

All our findings are informed by extensive proprietary research that we have been conducting for over 30 years on housing trends and buyer/renter profiles. Results of this research have been widely quoted in The Washington Post, The Boston Globe, USA Today, Builder Magazine, Multi-Housing News, Professional Builder, and publications produced by The Urban Land Institute and American Demographics. Based on this research, The Danter Company was named 6 consecutive years to American Demographics' "Best 100 Sources for Marketing Information."

The Danter Company's combination of primary site-specific research with our proprietary research into market trends has led us to pioneer significant market evaluation methodologies, particularly the use of the 100% database for all market analyses. This Danter concept is of primary importance to real estate analyses because new developments interact with similar market-area projects throughout the rent/price continuum. We survey the entire market area--we don't just guess at selecting comparables that may or may not apply. Other pioneer methodologies include Effective Market Area (EMA)SM analysis, and the Comparable Rent Analysis.



Market Feasibility For The Real Estate Industry

Economic & Demographic Trend Analysis

Danter Company

- Overview Study
 - This overview includes a survey of existing apartments based on The Danter Company database of developments in the Bloomsburg area. While it is not a 100% representation of properties in the market, the sampling is sufficient to establish trends for rents, amenities and competitive potential. It is not intended to replace a full market feasibility study, but rather to provide insight into the market and to determine if a full market evaluation would likely yield a positive result.
 - The survey included 570 total units in 9 properties. Our survey of the preliminary site effective market area found that all of the rental properties in the area with greater than 24 units are purpose-built (individually-leased) student housing. The existing market-rate properties in Bloomsburg are small, typically 2-6 units, and most of these may be categorized as older and functionally obsolete.
 - The mix of units at the purpose-built properties surveyed is as follows:
 - 5.1% One-bedroom units (29 units)
 - 29.6% Two-bedroom units (169 units)
 - 43.7% Three-bedroom units (249 units)
 - 21.3% Four-bedroom and greater units (123 units)
 - The share of one-bedroom units is lower than usually experienced, and the share of units with 4 bedrooms and greater is higher than typical, due to the predominance of student-oriented properties.

Economic & Demographic Trend Analysis

Danter Company

- Overview Study (Cont.)

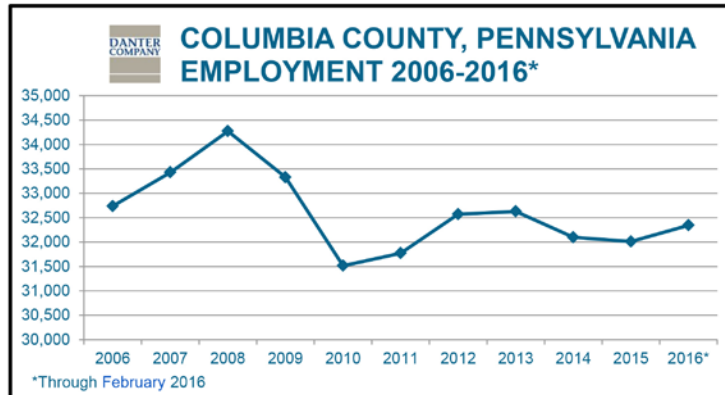
- Vacancies among the properties surveyed are low at 0.9%. 7 of the 9 properties surveyed were 100% occupied, and most the properties surveyed are also fully preleased for the 2016-2017 school year.
- The median rent for a one-bedroom unit is \$740. Upper-quartile rent for a one bedroom unit is \$857 to \$957.
- The median rent for a two-bedroom unit is \$1,280 and the upper quartile rent is \$1,380. Median rent for a three-bedroom unit is \$1,620, and the upper-quartile rent is \$1,620 to \$1,897.
- One-bedroom units average 668 square feet and two-bedroom units average about 836 square feet. Three-bedroom units average 1,068 square feet, and four-bedroom units average 1,380 feet.
- Based on The Danter Company proprietary research and a methodology developed by The Danter Company, each of the 9 properties included in the survey has been rated based on the unit and project amenities as well as the overall curbside appeal of the project. The properties range from 13.0 to 36.5 based on our scale of evaluation.
- Comparability Ratings are relatively low in the Bloomsburg market. The average Comparability Rating for the properties surveyed is 20.7; however, this average is skewed by the highest-rated property in the market, Lions Gate (Map Code 7). Lions Gate opened in 2011 and has a Comparability Rating of 36.5. Excluding this property, the average Comparability Rating for the properties surveyed is 18.7. This indicates a lack of fully-amenitized projects, especially considering that these are all student housing, and that 6 of the 9 properties were constructed after 2000.

Economic & Demographic Trend Analysis

Danter Company

- Overview Study (Cont.)

- With the exception of a sharp decline during the recent economic downturn, employment in Columbia County has remained fairly stable over the last ten years, as the following charts illustrate.



EMPLOYMENT AND UNEMPLOYMENT RATES COLUMBIA COUNTY, PENNSYLVANIA 2006-2016*				
YEAR	EMPLOYMENT	UNEMPLOYMENT RATES		
		COLUMBIA COUNTY	STATE OF PENNSYLVANIA	US
2006	32,737	5.5%	4.6%	4.6%
2007	33,429	5.0%	4.4%	4.6%
2008	34,273	5.9%	5.3%	5.8%
2009	33,328	8.6%	8.0%	9.3%
2010	31,516	9.3%	8.5%	9.6%
2011	31,772	8.6%	7.9%	8.9%
2012	32,570	8.3%	7.8%	8.1%
2013	32,629	7.7%	7.4%	7.4%
2014	32,097	6.2%	5.9%	6.2%
2015	32,011	5.5%	5.1%	5.3%
2016*	32,345	5.7%	5.3%	4.9%

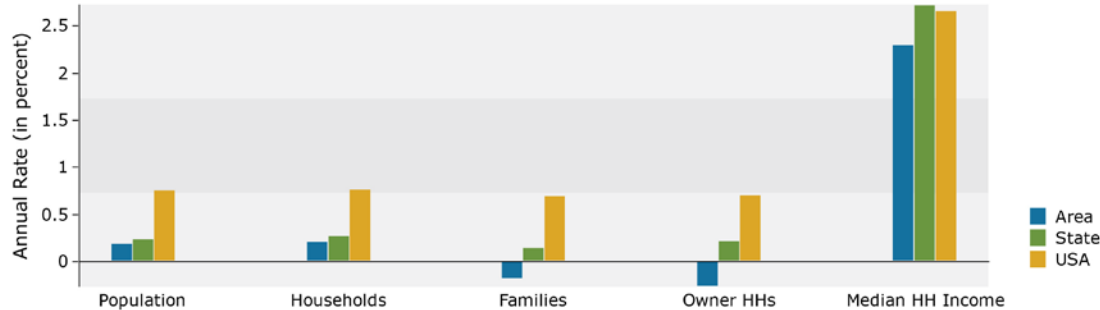
Through February 2016
Source: US Bureau of Labor Statistics

- Major employers in the county include the Pennsylvania State System of Higher Education, Geisinger System Services, Wise Foods, Inc., Autoneum North America, Inc., Big Heart Pet Brands, and Berwick Hospital Co., LLC.
- Bloomsburg University of Pennsylvania is a public university with a total enrollment of nearly 10,000 students. In fall 2014 the university reported an adjusted total enrollment (that is, total enrollment not counting those students who are enrolled online-only) of 9,901. The university currently reports a dormitory capacity of 3,675 beds in 7 residence halls, meaning that 6,226 students must currently find housing off-campus. An additional 398 beds are currently under construction at a new dormitory which is scheduled to open in August 2017, in time for the 2017-2018 school year. In-state undergraduate tuition at the university is relatively low at \$6,820.
- In 2015, the population of the town of Bloomsburg was 14,886, and 52.3% of the town's population was between the ages of 15 and 24. Median household income in the town was \$34,615. City and county housing and demographic data can be found at the end of this report.

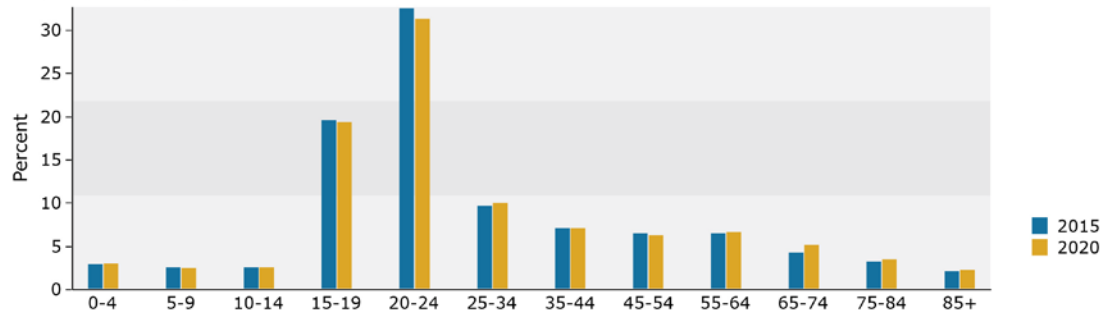
Economic & Demographic Trend Analysis

Danter Company

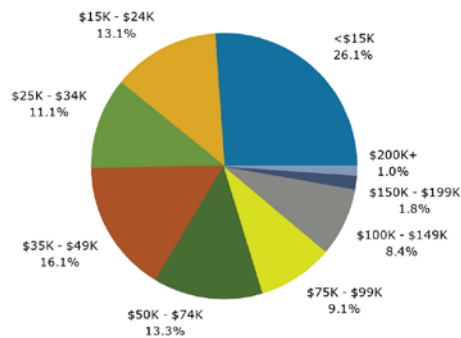
Trends 2015-2020



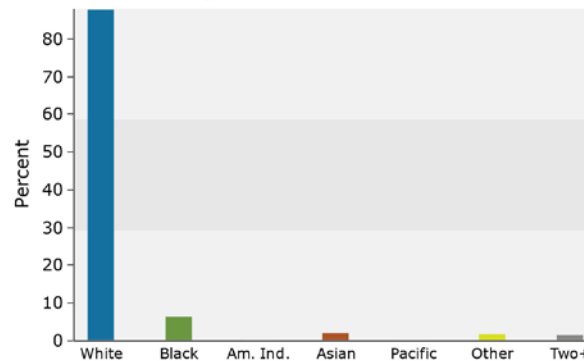
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 4.7%

Summary

- In summary, the rental housing market in Bloomsburg is overwhelmingly influenced by Bloomsburg University.
- Vacancies in the market are relatively low, and there is a lack of market-rate rental housing not oriented to students.
- It is our opinion that a full market feasibility study for a well-conceived rental product on an acceptable site would most likely yield a positive recommendation; however, the number of units which can be supported may be limited by the lack of step-up support as well as the low population and relatively low median income in the area.
- While the lack of existing product speaks to a long-term development strategy, we would most likely recommend smaller phases. Naturally, the number of units that can be supported will be dependent on the ultimate cost of development and the resulting rents.

Economic & Demographic Trend Analysis

Danter Company

Summary	Census 2010	2015	2020
Population	14,855	14,886	15,029
Households	4,746	4,860	4,910
Families	1,714	1,699	1,683
Average Household Size	2.30	2.30	2.31
Owner Occupied Housing Units	1,550	1,423	1,404
Renter Occupied Housing Units	3,196	3,437	3,506
Median Age	23.2	23.4	23.6

Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.19%	0.24%	0.75%
Households	0.20%	0.27%	0.77%
Families	-0.19%	0.15%	0.69%
Owner HHs	-0.27%	0.22%	0.70%
Median Household Income	2.30%	2.73%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	1,270	26.1%	1,223	24.9%
\$15,000 - \$24,999	638	13.1%	511	10.4%
\$25,000 - \$34,999	538	11.1%	484	9.9%
\$35,000 - \$49,999	782	16.1%	738	15.0%
\$50,000 - \$74,999	648	13.3%	670	13.6%
\$75,000 - \$99,999	440	9.1%	556	11.3%
\$100,000 - \$149,999	410	8.4%	558	11.4%
\$150,000 - \$199,999	86	1.8%	110	2.2%
\$200,000+	48	1.0%	60	1.2%

Median Household Income	\$34,615	\$38,781
Average Household Income	\$46,750	\$53,768
Per Capita Income	\$17,229	\$19,553

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	460	3.1%	443	3.0%	458	3.0%
5 - 9	386	2.6%	383	2.6%	376	2.5%
10 - 14	404	2.7%	384	2.6%	392	2.6%
15 - 19	3,090	20.8%	2,915	19.6%	2,918	19.4%
20 - 24	4,772	32.1%	4,867	32.7%	4,714	31.4%
25 - 34	1,377	9.3%	1,441	9.7%	1,513	10.1%
35 - 44	1,083	7.3%	1,060	7.1%	1,066	7.1%
45 - 54	1,045	7.0%	973	6.5%	953	6.3%
55 - 64	897	6.0%	966	6.5%	1,002	6.7%
65 - 74	530	3.6%	644	4.3%	776	5.2%
75 - 84	508	3.4%	487	3.3%	521	3.5%
85+	303	2.0%	323	2.2%	340	2.3%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	13,305	89.6%	13,089	87.9%	12,876	85.7%
Black Alone	914	6.2%	965	6.5%	1,085	7.2%
American Indian Alone	16	0.1%	18	0.1%	21	0.1%
Asian Alone	232	1.6%	314	2.1%	405	2.7%
Pacific Islander Alone	3	0.0%	5	0.0%	6	0.0%
Some Other Race Alone	180	1.2%	250	1.7%	342	2.3%
Two or More Races	205	1.4%	245	1.6%	294	2.0%

Hispanic Origin (Any Race)	508	3.4%	698	4.7%	935	6.2%
----------------------------	-----	------	-----	------	-----	------

Data Note: Income is expressed in current dollars.

• Demographic and Income Profile

- Estimated population for Bloomsburg in 2015 is 14,886 with the median age at 23.4.
- Estimated population for Bloomsburg in 2020 following existing trends is 15,029 with the median age at 23.6.
- Average household income in 2015 was \$46,750. Estimated average household income in 2020 to be \$53,768.

SWOT Matrix

(Strengths, Weaknesses, Opportunities, & Threats)

Strengths

- Center of Columbia County
- County Seat
- Route 11 and near Interstate 80
- Bloomsburg University
- Geisinger Bloomsburg Hospital
- Bloomsburg Fair Grounds
- Bloomsburg Town Park
- Susquehanna River
- Bloomsburg Municipal Airport
- Elementary, Middle, and High School
- Collaboration with Bloomsburg University
- Police Department
- Fire Department
- Public Library
- Children's Museum
- YMCA
- Bloomsburg Theater
- Strong Annual Events
- Variety of Existing Shops and Stores
- Selection of Restaurants
- History and Landmarks

Weaknesses

- Parking and Wayfinding Signage
- Gathering Spaces
- Downtown Façades
- Downtown Streetscape
- Downtown Public Amenities
- Crosswalks and Sidewalks
- Market/ Above Market Rate Housing
- Building Architectural Covenants
- Incentive Programs
- Parking Technology
- Greenscape in Downtown
- Lighting in Downtown
- Lightstreet Rd. Corridor

SWOT Matrix

(Strengths, Weaknesses, Opportunities, & Threats)

Opportunities

- Pocket Park
- Entertainment District
- Bloomsburg Market Square
- Roundabout
- Bloomsburg University collaboration
- Market/ Above Market Rate Housing
- Building Re-Use
- Mix-Use Opportunity
- 'Brand' Downtown Bloomsburg
- Beautify Downtown
- New Parking Implementations
- Improved Transit System
- Greenly Center

Threats

- Lack of Funding
- Absence of Community Initiative in Planning Efforts
- Difficulty Collaborating and Teamwork
- No Incentives
- Do not Engage the Public, Students, Faculty, etc.
- Sales Leakage From the Downtown
- Retail Closures and Vacancies

Bloomsburg Priority Matrix

Recommendations



- **Immediate Actions**
 - Recommended actions that the Town of Bloomsburg should take quickly in the implementation of strategic planning.
- **Short-Term Actions**
 - Short-term actions suggested for Bloomsburg to take in strategic planning. Some of these actions being able to be implemented today while others need a degree of organization and funding.
- **Long-Term Actions**
 - These actions are recommended to help Bloomsburg and are to transition from short term actions by extending or further developing these strategies.

Immediate Actions



Immediate Actions:

These actions are recommended to be pursued as soon as possible. Actions can begin to be undertaken by Bloomsburg's stakeholders today, and they are considered to be among the most critical for improving the downtown;

1. Improved Wayfinding and Parking Signage
2. Quick Façade Enhancements
3. Additional Pedestrian Crosswalks in Downtown
4. Enhanced Changes to Parking Enforcement
5. Improved Engagement with the University

Immediate Actions

(Cont.)



- **Improved Wayfinding and Parking Signage.**
 - This is crucial for Bloomsburg as 71% who took the parking survey view parking in downtown to be frustrating to very frustrating. *(Town of Bloomsburg Parking Study)
 - This should also include maps and information on parking available to the public. Should be located in the chamber of commerce as well as businesses.
- **Quick Façade Enhancements**
 - This should include repainting, cleaning and other quick solutions that businesses can implement to improve their buildings making them more attractive without too much costs.
- **Additional Pedestrian Crosswalks**
 - These should allow pedestrians more locations for crossing without having to walk a couple blocks in the downtown to do so.
 - Also, this should help to alleviate some jaywalking on Main Street and help act as a traffic calmer.
 - Crosswalks should be painted and then replaced with a nicer material, such as brick pavers, in the downtown over a period of time.

Immediate Actions

(Cont.)

- **Enhanced Changes to Parking Enforcement**
 - Communities that use enforcement staff as ambassadors and inform rather than solely ticket have happier customers, and usually create as much ticket revenue.
 - Violation tickets should provide helpful information such as parking locations, how to use meters, costs, etc.
 - Parking enforcement should participate in regular meetings to locate areas of confusion, those needing improvement, and fixing regulations. Also, they should work with businesses in downtown to locate issues.
 - Carry maps and information for assisting visitors to the Town of Bloomsburg.
- **Improved Engagement with the University**
 - Bloomsburg University is a fundamental part of the town as a whole. The Town of Bloomsburg should look to collaborate with the University in annual events such as concerts, festivals, etc.
 - Doing this could increase sales, bring in new customers, and help increase the reputation of businesses.
 - This can help establish stronger ties and improve dialogue in the future for all parties involved.



Short-Term Actions

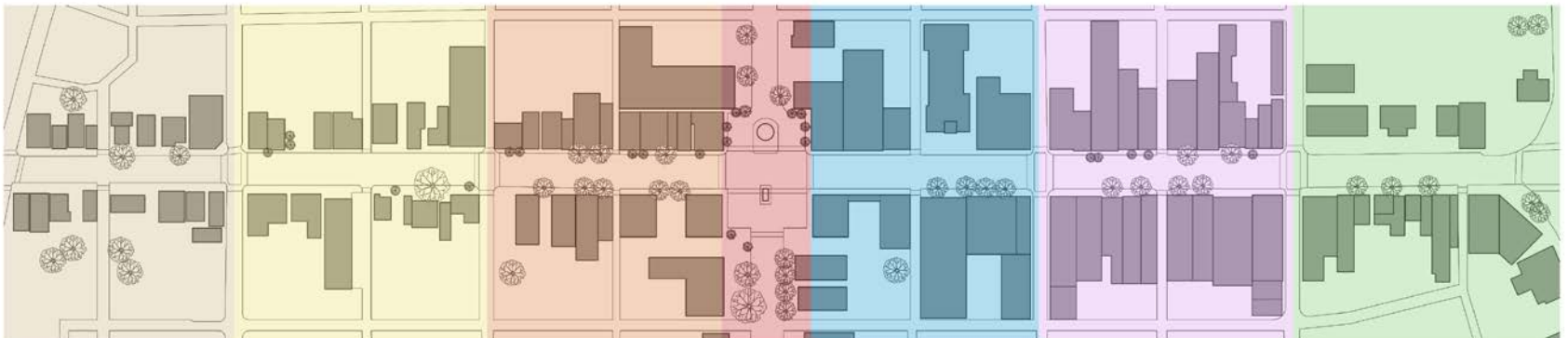


MAKE
THINGS
HAPPEN!

Short-Term Actions:

These actions should be suggested for integration in short-term planning work. While several could begin to be implemented today, most will require a degree of planning and coordination to be successfully implemented. Some will require the identification of funding sources.

WEST 300 WEST 200 WEST 100 MARKET SQUARE WEST 0 EAST 0 EAST 100



* See Actions by Block (95-102) for more information.

Short-Term Actions

(Cont.)

**PITTSBURGH
HERE + NOW**



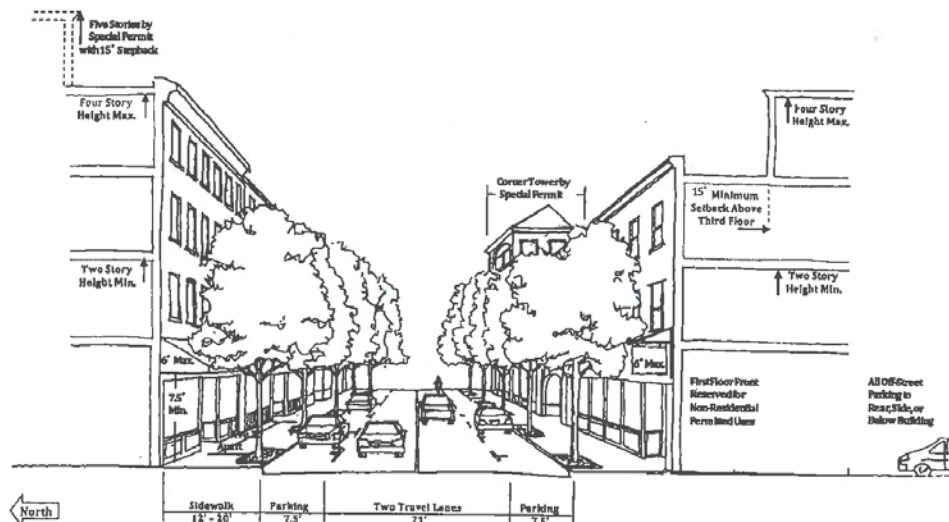
- **Brand Downtown**
 - Branding downtown Bloomsburg will help to give it an identity to locals and visitors.
 - Should include signs, banners, logos, and a website which work in unison and are a consistent design.
- **Market & Above Market Rate Housing**
 - Bloomsburg should look to introducing market and above market rate housing within the community.
 - National Association of Home Builders *'The Economic Impact of Home Building in a Typical Local Area Income, Jobs, and Taxes Generated'* in April 2015
 - Housing Policy Department funded by U.S. Department of Housing and Urban Development and conducted by the U.S. Census Bureau.
 - The estimated one-year impacts of building 100 rental apartments in a typical local area include; \$11.7 million in local income, \$2.2 million in taxes and other revenue for local governments, and 161 local jobs.
 - Provides professional housing in Bloomsburg where it is greatly needed in the market.
 - Helps to keep resources local and develop a greater community scene after work hours.
 - In a report by the Institute of Public Policy and Economic Development found "41 percent disagreed or strongly disagreed that there is appealing housing in Downtown Bloomsburg".



Short-Term Actions

(Cont.)

- **Small Façade Enhancements**
 - Should be smaller improvements building owners can take to improve their buildings with a small investment.
 - These can help make buildings more attractive, energy efficient, and cohesive to downtown Bloomsburg.
- **Create New Building Architectural Covenants**
 - Bloomsburg must incorporate new building design standards into zoning regulations before new construction and renovations.
 - Façades receive the most attention in downtown Bloomsburg and are a public 'face' supporting town life.
 - Ground floor must be non-residential permitted use.
 - Must be at suitable levels of density in relation to the zoning district. Downtown area a minimum building density/height of at least three levels.
 - Should incorporate appropriate building materials into downtown. Encourage the use of high-quality building materials that minimize maintenance cost and provide visual interest to the street. Also, to promote the use of locally sourced and sustainable building materials.
 - Façade widths should be improved in Downtown. Small scale articulation techniques are usually sufficient to reduce the perceived scale of buildings, add visual interest, and add to the pedestrian environment. Larger buildings need greater articulation.
 - Include a proper or generous amount of window glazing on the street front side, especially at the main Ground Floor entry and pedestrian entrances required often on primary streets in Downtown.



Short-Term Actions

(Cont.)

- **Blank Wall Solutions**

- Blank walls in downtown Bloomsburg are suggested be fixed using suitable and approved designs utilizing different methods in achieving this goal.
- One of the most common ways is installing artwork as approved by authority.
- Landscape beds in front of blank walls with planting materials that are sufficient to obscure or screen over half of the wall's surface within a few years.
- Installing a trellis with climbing vines or plant materials.
- Special building detailing that adds visual interest at a pedestrian scale. Must use a variety of surfaces as monotonous designs do not meet a solution.
- Another option is to build display windows removing a part of the blank wall.



Short-Term Actions

(Cont.)

- **Storefront Signage**

- This a key element in allowing pedestrians, especially visitors, to see businesses and what downtown Bloomsburg has to offer.
- Should have a proper level of visual interest and cohesiveness in the downtown community.

- **Storefront Lighting**

- This is important for allowing customers to know when businesses are open later, and/or to see products that are being displayed.
- Helps to improve the pedestrian environment and added safety in downtown.

- **Street Furniture**

- Added street furniture in downtown can help improve the pedestrian realm by allowing extra spaces for sitting and gathering.
- Can be both public and privately owned. Privately owned furniture should be lightweight and easy to store after business hours.



Short-Term Actions

(Cont.)

- **Public Gathering Spaces**

- We recommend that Bloomsburg introduce public gathering spaces in the downtown, as this was a large community need reported by the Institute for Public Policy and Economic Development.
- This encourages the public realm by creating places such as;
 - Places to promote community
 - Socializing and exchange
 - Outdoor markets
 - Street fairs and festivals
 - Block parties, etc.

- **Pocket Park and Entertainment District**

- A pocket park will enhance the greenspace of downtown and serve as a gathering space for people in the community.
- An Entertainment District will serve as public space during events and venues, which can further expand upon Bloomsburg's art and culture.

- **Engage the University**

- Bloomsburg University is well established and should be sought after to partner with in events and programs around the community.
- Should involve the students as well as the faculty and administration into the process.
- Is an economic engine in which both parties should look to supporting the other.



Short-Term Actions

(Cont.)



• Parking Technology

- Meters should introduce new technologies that allow users to pay by credit or debit card and get a receipt of purchase. Works in conjunction with coin operation.
- Another option is to install a parking kiosk per block, instead of multiple meters, which prints out a receipt that is placed on the dashboard of a car.
- Should be done as a gradual investment as downtown Bloomsburg's parking grows.

• Reevaluate Parking Permit Program

- As the parking analysis of Bloomsburg shows, permit parking is underutilized with 85% of cars with no town permits. *(Town of Bloomsburg Parking Study)

• Yearly Parking Reports

- Develop a yearly program to analyze parking in downtown Bloomsburg. Create data reports to help achieve a parking ratio of 70-85%, which is ideal (equals roughly 1-2 in every 8 parking spaces is available).

• Public Transit System

- Bloomsburg should improve their public transit system by extending routes.
- Also, the town should be utilizing a shuttle system for large events in the downtown from overflow lots.

• Inform the Public

- Public meetings should be held to help provide useful information on parking, parking lots, and changes.



Short-Term Actions

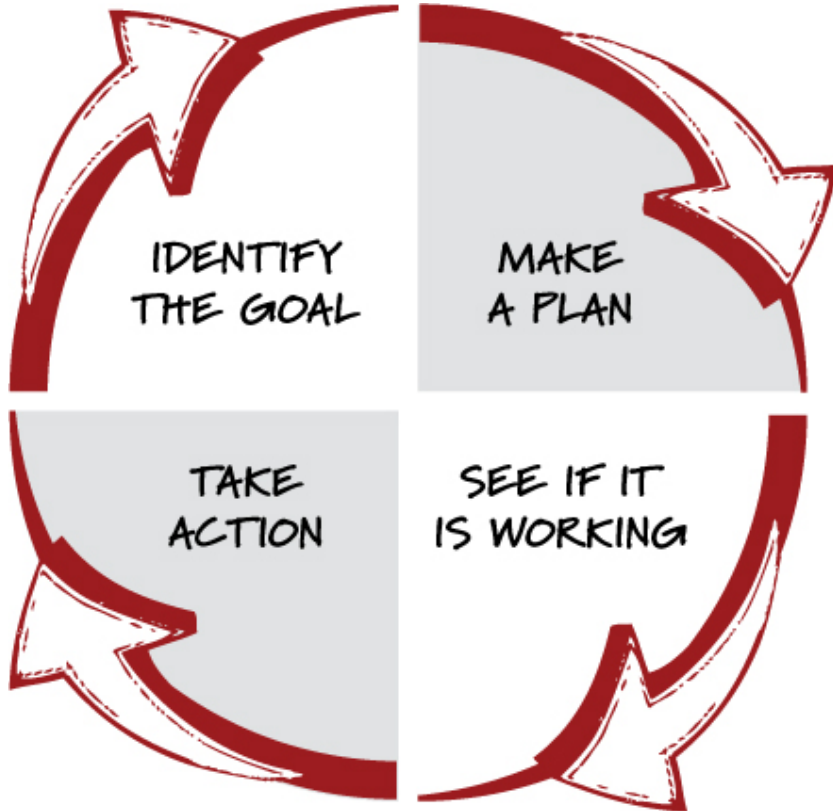
(Cont.)



- **Incentive Programs**
 - Bloomsburg must look at practices of short-term income generation vs. long-term policies to encourage growth within the community.
 - A strategic key in helping with the revitalization process of downtown Bloomsburg.
 - Such strategies include; property tax rebates, low interest loan programs, façade grant program, building re-use incentives, streetscape incentives, supplies program, etc.
 - Should be incorporated to help businesses grow and strengthen the retail industry within the community.
- **Improved Greenspace**
 - Added trees and planters should be placed at regular intervals throughout the downtown.
 - Should consist of local species. Trees are suggested to be deciduous (shed its leaves annually) to improve the experience of downtown throughout the year.



Long-Term Actions



Long-Term Actions:

These actions require a greater degree of planning, stakeholder coordination, and/or support. While these actions will greatly benefit Bloomsburg's environment, they are not expected to be implemented in the short-term.

Long-Term Actions

(Cont.)

- **Housing Program**

- Bloomsburg should create a housing development program for Market/Above market rate housing in the community.
- Annually recurring impacts of building 100 rental apartments in a typical local area include; \$2.6 million in local income, \$503,000 in taxes and other revenue for local governments, and 44 local jobs.
- This can help to establish a better local economy by bringing in consistent revenue and generating more jobs within the community, both short and long term.

- **Adjust Incentives**

- After having incorporated an incentives program in Bloomsburg look at the results.
- Note what were successes, which incentives need improvement, if necessary what incentives need to be added, any needing to be lowered, etc.
- Adjust incentives accordingly using data and findings for future development.

Long-Term Actions

(Cont.)



- **Major Façade Enhancements**

- These require much more planning, effort and costs in order to improve a building.
- This may take a longer time for improvement but should have a much greater impact for the building and the streetscape, as well as the pedestrian perception.
- Bloomsburg should look to providing financial assistance to owners for restoration or rehabilitation of facades in downtown.

- **Building Re-Use Program**

- Suggested that Bloomsburg establish a re-use program where possible, and appropriate, to do so utilizing incentives to assist owners.
- Buildings should be structurally sound or fixable, and a suitable level of density.
- If in the downtown it should be consistent in using retail or office space on the ground floor, while upper levels should function as market/above market rate housing, office space, or another proper use.
- When re-using an existing building it should comply, as best as possible (must be satisfactory), with Bloomsburg's new Building Architectural Covenants for utilizing different methods in achieving this goal.

Long-Term Actions

(Cont.)

- **Bloomsburg Market Square**

- An improved, people friendly public square will help enhance pedestrian and traffic safety.
- It will introduce added greenspace as well as public gathering space in one of Bloomsburg's landmarks.
- Should look to aid parking by creating a visual barrier between road, crosswalks, and parking spaces.

- **Main Street Roundabout**

- A roundabout is suggested at the intersection of Main Street, East Street, Lightstreet Road, and East 2nd Street to improve existing traffic conditions.
- Increase pedestrian safety at the intersection, as well as visual aesthetics in downtown Bloomsburg.
- Further studies and analyses would have to be required to determine feasibility based on traffic and pedestrian volumes, etc.



Long-Term Actions

(Cont.)



• Parking Analyses

- Based on yearly parking data in downtown Bloomsburg, continue to further adjust parking rates, hours, etc., as the town changes and develops.
- Use the reports to try to achieve between 70-85% full parking lots and on-street parking percentages in downtown, that which is considered ideal.

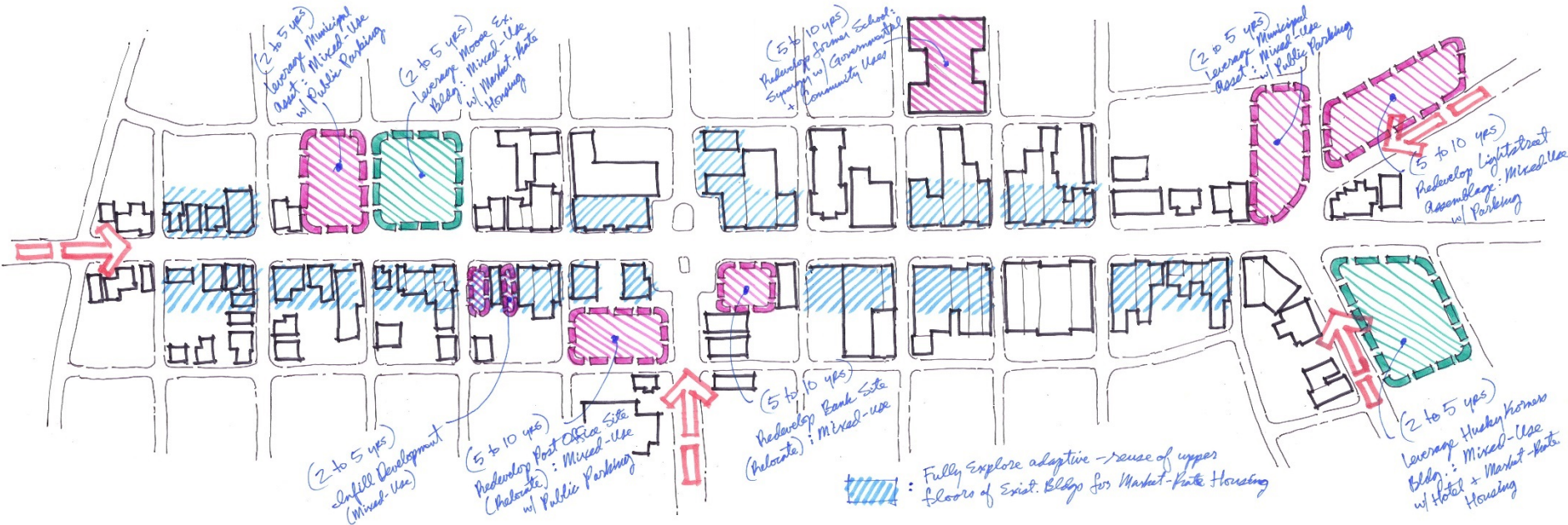
• Further Parking Technology

- Continue to expand parking technology as downtown Bloomsburg develops and grows.
- Eventually all meters in downtown should be payable by both debit/credit cards and coins.
- Other added technologies include small solar panels, pay by phone access, etc.

• Adjust Transit

- Continue to modify transit in Bloomsburg as the town grows and progresses. May have to extend routes farther and increase the number of buses.
- If future demands are great develop a pass and ticket system for non-student users.

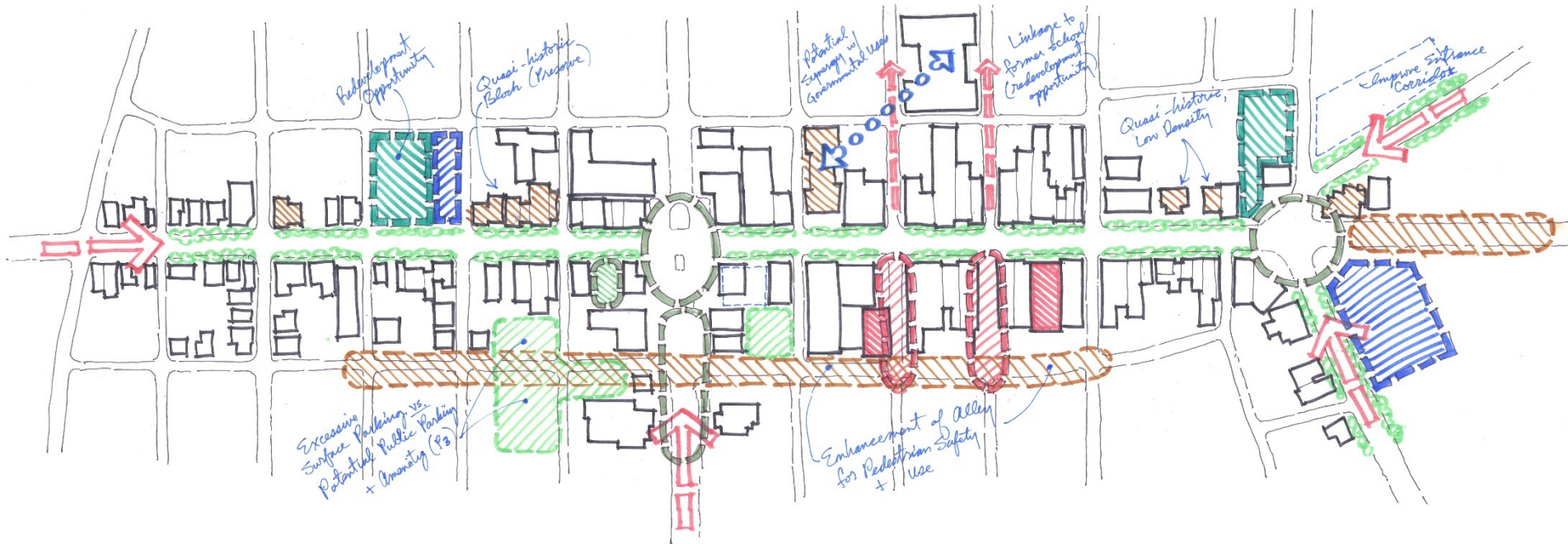
Analysis Sketches



5 Regeneration Principles: For Healthy Urban/Downtown Centers

- 1. Promote Diversity of Use:** Wide mix of functions that are mutually supportive, to establish and maintain lively business and leisure environment. Offer people a wide variety of reasons to visit and stay in the Downtown, throughout the day and evening.
- 2. Encourage Compactness:** To promote pedestrian activity and use. Avoid sprawl; reinforce historic business center.
- 3. Foster Intensity of Development:** Height, scale, and density; enable development economics and contribute to vibrancy, urban feel, critical mass, etc.

Analysis Sketches



5 Regeneration Principles Cont.: For Healthy Urban/Downtown Centers

4. **Provide for Accessibility:** Vehicular access and parking must be convenient and efficient. Pedestrians must be given clear priority to encourage use and enhance experience of the downtown.
5. **Build a Positive Identity:** Perpetually market and incentivize programs/uses that relate positive experiences, desirable places, and a positive identity to the downtown. Community-wide cooperation and cross-marketing, increased involvement, events, pride, etc.

Master Plan

Downtown Bloomsburg, PA

Broaden sidewalks around the square to enable more outdoor seating/outdoor dining

Introduce raised center median planter

Development Potential for mixed-use buildings as anchor for West Main St. corridor

Enhance Public Square with more planters, tree lawn and traffic calming measures

Introduce raised center median planter

Enhance five-point intersection for improved pedestrian use and safety. Provide proper civic focal point

Development Potential for corner and infill sites

Develop public pocket park with both fixed and moveable seating

Introduce raised center median planter

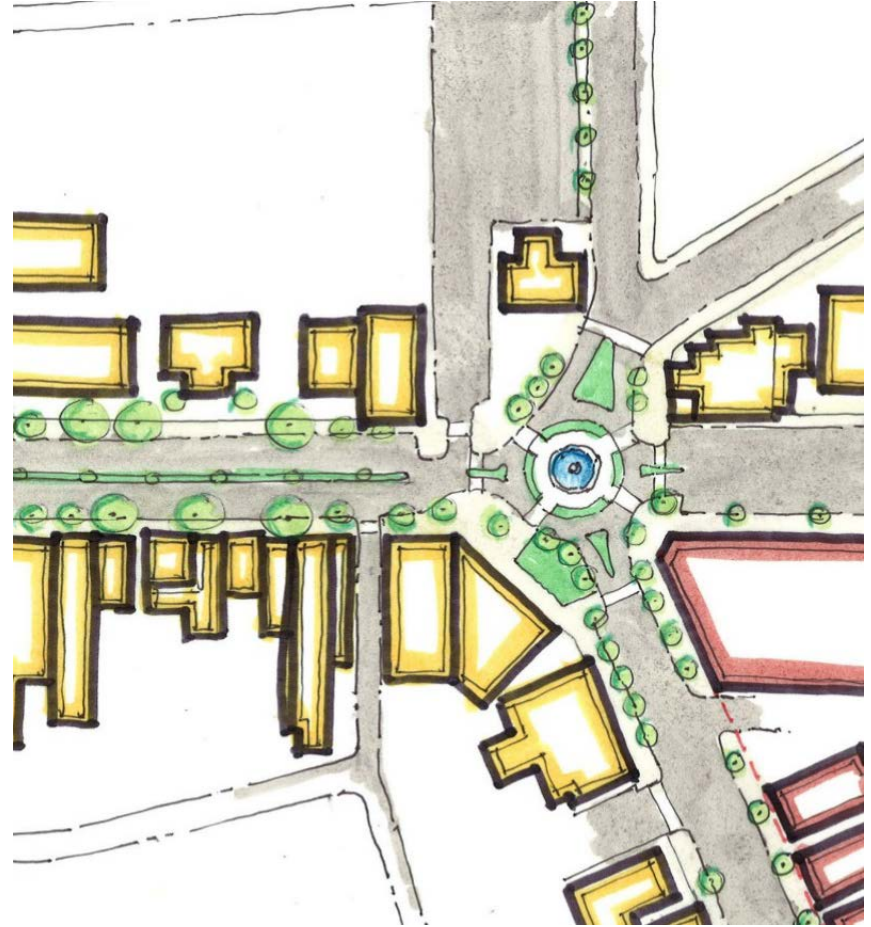
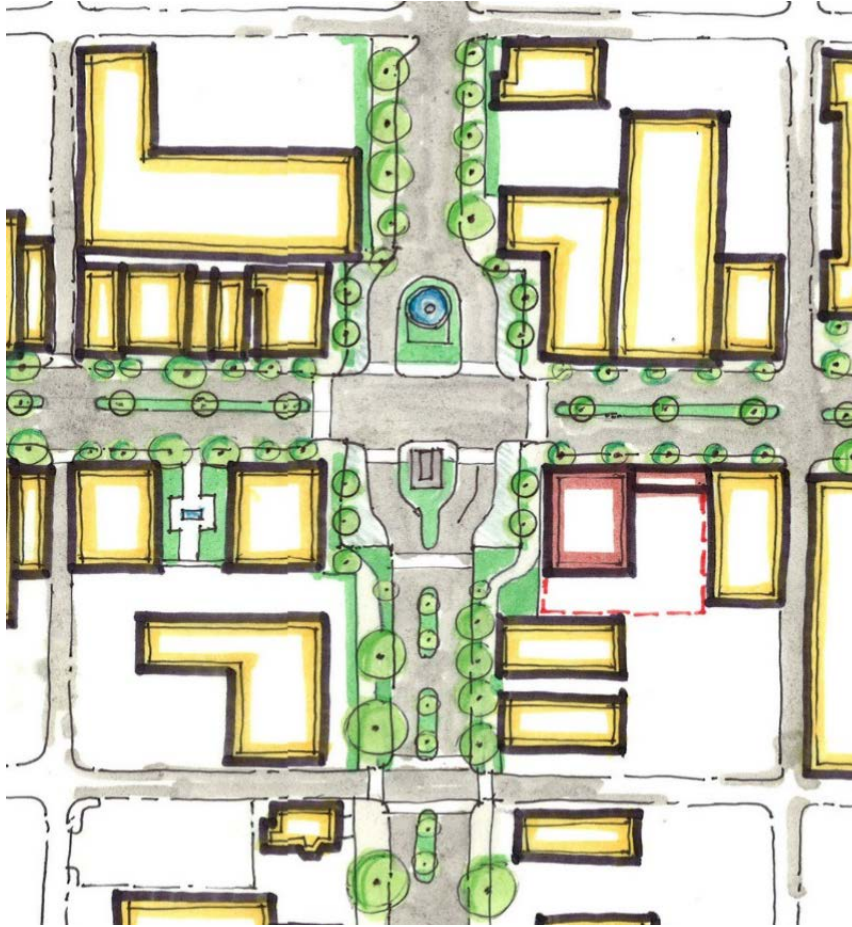
Develop "Art Walk" Entertainment District

Development Potential for new structure consistent with best practice density/multi-story and mixed-use, that utilizes the square better

Development Potential for mixed-use buildings

Master Plan

Enlarged Views



Proposed Market Square, Pocket Park, and Roundabout

- Enlarged views help to display the potential of Downtown Bloomsburg with enhanced public amenities and streetscape features. Public use (outdoor seating, dining, gathering space), and enhanced safety.

* See Public Amenities and Streetscape Features (44-56) for more information.

Parking Study Results

Parking Overview

In a parking study published in March of 2015 by Bloomsburg University, with support from around the community, examines street parking, parking lots, and includes a community survey.

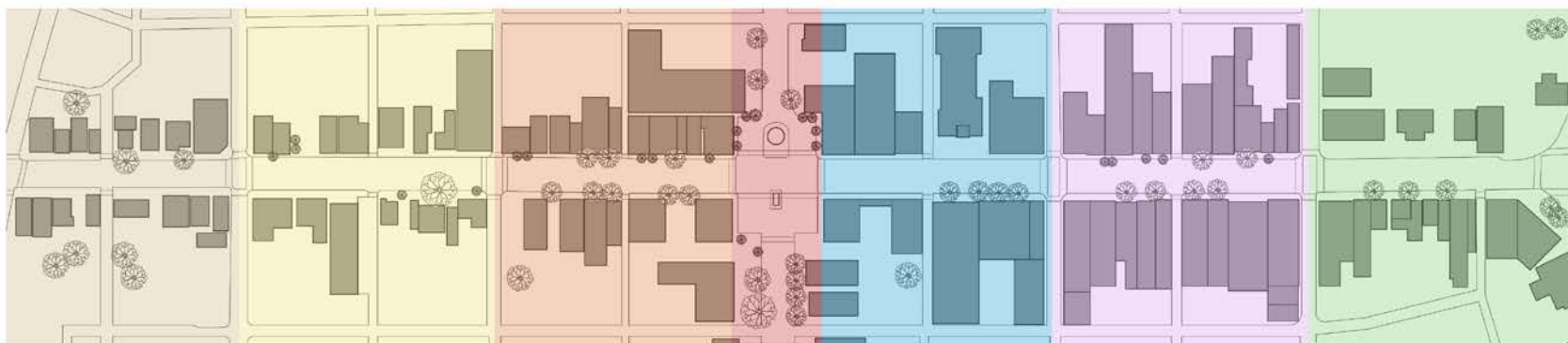
- Below each street zone or parking lot is specified with their amount of parking spaces along with corresponding rates, hours, and time limits.
- The results from the study are compared to an ideal parking percentage established at 70 – 85% as a target range for all street zones and parking lots in Bloomsburg. This equals roughly 1-2 in every 8 parking spaces is available. Anything over 85% can indicate a volume issue, however a simple occurrence in one location during its peak hour is not suggestive.

Street / Lot	Number of Parking Spaces	Rate Per Hour	Hours	Time Limit (During Paid Hours)
W Main St. 200 Block	20	\$0.50	9 am - 5 pm	2 Hours
W Main St. 100 Block	30	\$0.50	9 am - 5 pm	2 Hours
Market Square	41	\$0.50	9 am - 5 pm	2 Hours
W Main St. 0 Block	27	\$0.50	9 am - 5 pm	2 Hours
E Main St. 0 Block	29	\$0.50	9 am - 5 pm	2 Hours
E Main St. 100 Block	26	\$0.50	9 am - 5 pm	2 Hours
Lot B	20	\$0.00	No Limit	Permit Parking Only
Lot C	84	\$0.25	9 am - 5 pm	(30 %) 2 Hours, (44 %) 5 Hours, (26 %) Permit Parking Only
Lot D	39	\$0.25	9 am - 5 pm	(46 %) 2 Hours, (21 %) 5 Hours, (33 %) Permit Parking Only
Lot E	104	\$0.25	9 am - 5 pm	(55 %) 2 Hours, (17 %) 5 Hours, (28 %) Permit Parking Only
Lot G	35	\$0.25	9 am - 5 pm	2 Hours
Lot I	75	\$0.25	9 am - 5 pm	(28 %) 2 Hours, (72 %) Permit Parking Only
Lot J	21	\$0.25	9 am - 5 pm	(24 %) 2 Hours, (76 %) Permit Parking Only

Parking Study Results

Street Parking

WEST 300 WEST 200 WEST 100 MARKET
SQUARE WEST 0 EAST 0 EAST 100

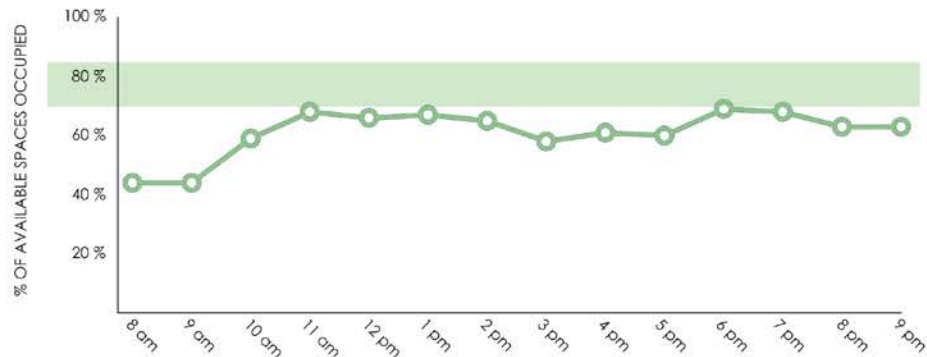


Parking Study Results

Conclusion

OCCUPANCY BY TIME OF DAY WEEKLY PARKING 70 % - 85 % = TARGET RANGE

E. MAIN ST. - 100 BLOCK



OCCUPANCY BY TIME OF DAY WEEKLY PARKING 70 % - 85 % = TARGET RANGE

E. MAIN ST. - 0 BLOCK



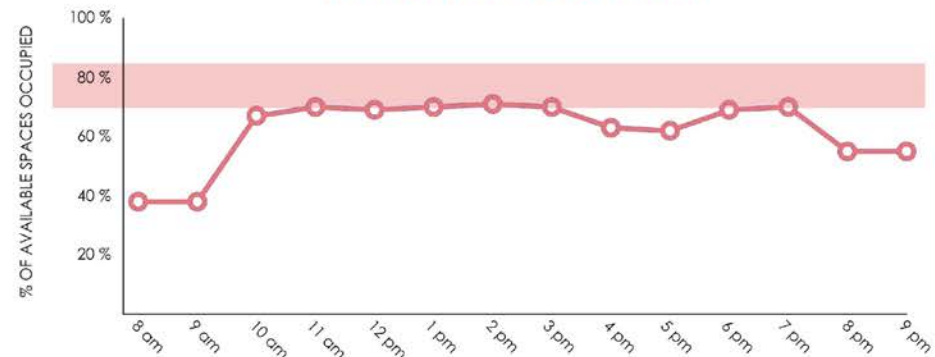
OCCUPANCY BY TIME OF DAY WEEKLY PARKING 70 % - 85 % = TARGET RANGE

W. MAIN ST. - 0 BLOCK



OCCUPANCY BY TIME OF DAY WEEKLY PARKING 70 % - 85 % = TARGET RANGE

MARKET SQUARE



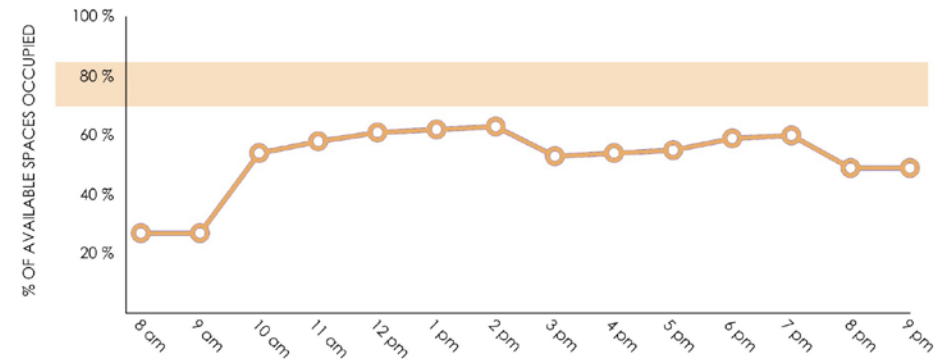
* Charts Use Data from Town of Bloomsburg Parking Study

Parking Study Results

Street Parking

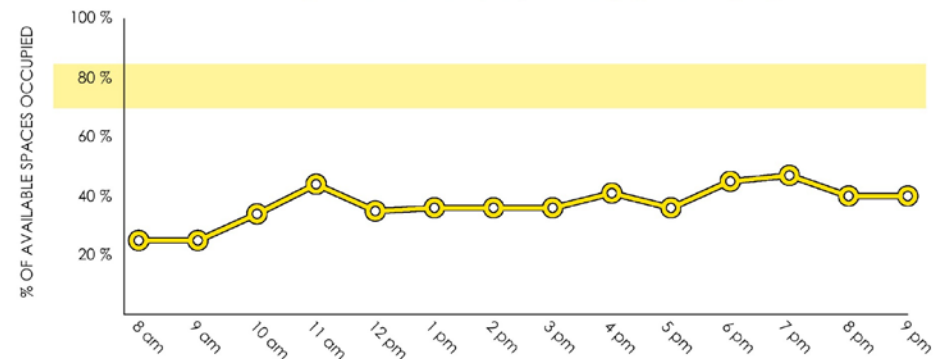
OCCUPANCY BY TIME OF DAY ○ WEEKLY PARKING ■ 70% - 85% = TARGET RANGE

W. MAIN ST. - 100 BLOCK



OCCUPANCY BY TIME OF DAY ○ WEEKLY PARKING ■ 70% - 85% = TARGET RANGE

W. MAIN ST. - 200 BLOCK



Parking Study Results

Parking Lots

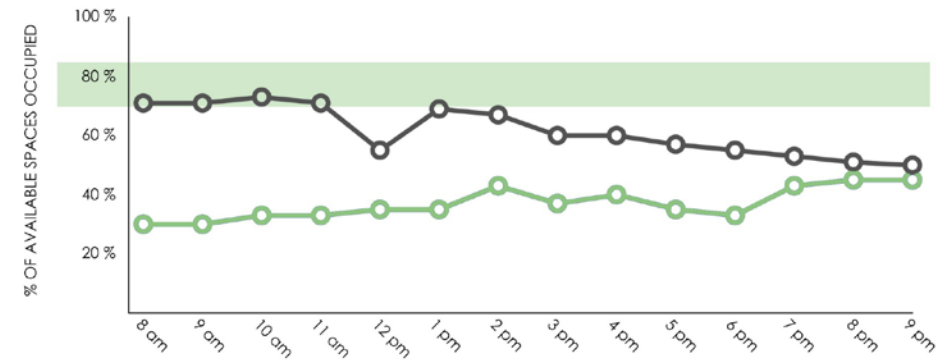


Parking Study Results

Parking Lots

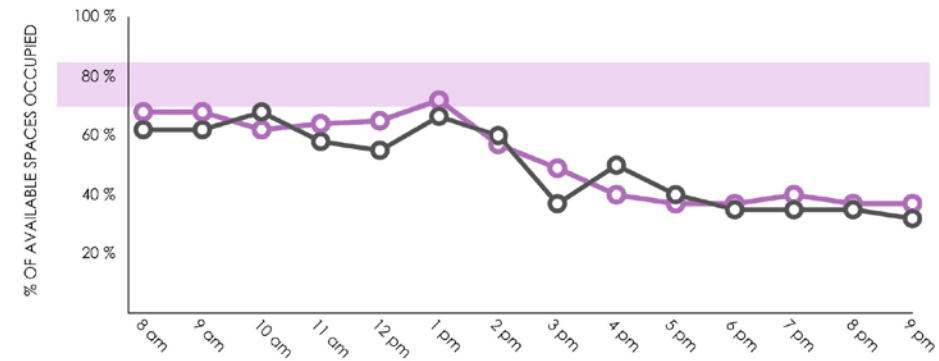
OCCUPANCY BY TIME OF DAY ● WEEKDAY PARKING ● WEEKEND PARKING 70% - 85% = TARGET RANGE

LOT B



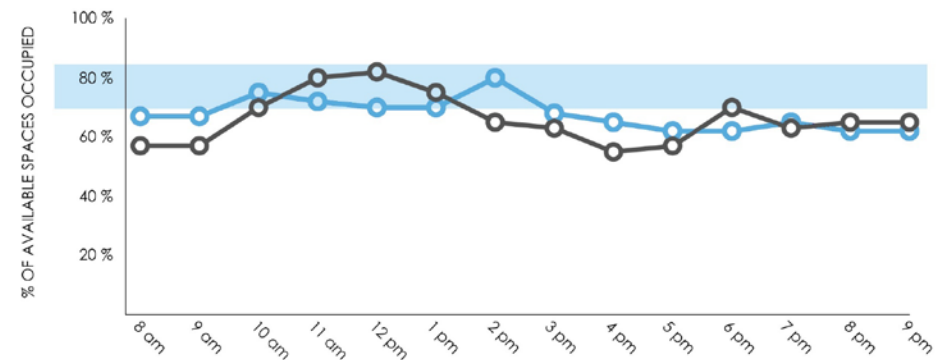
OCCUPANCY BY TIME OF DAY ● WEEKDAY PARKING ● WEEKEND PARKING 70% - 85% = TARGET RANGE

LOT C



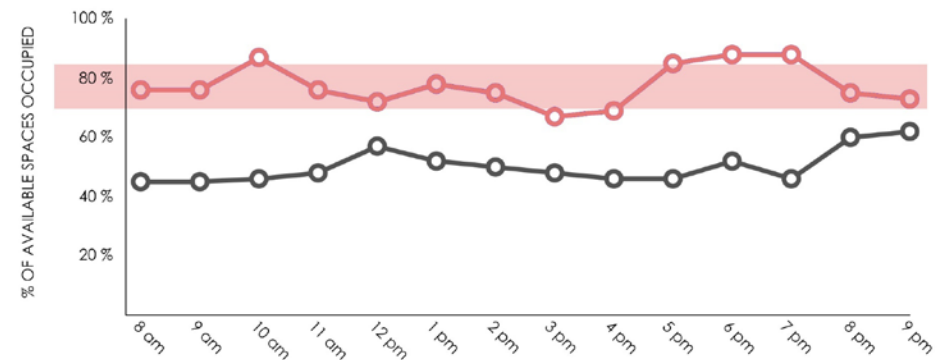
OCCUPANCY BY TIME OF DAY ● WEEKDAY PARKING ● WEEKEND PARKING 70% - 85% = TARGET RANGE

LOT D



OCCUPANCY BY TIME OF DAY ● WEEKDAY PARKING ● WEEKEND PARKING 70% - 85% = TARGET RANGE

LOT E



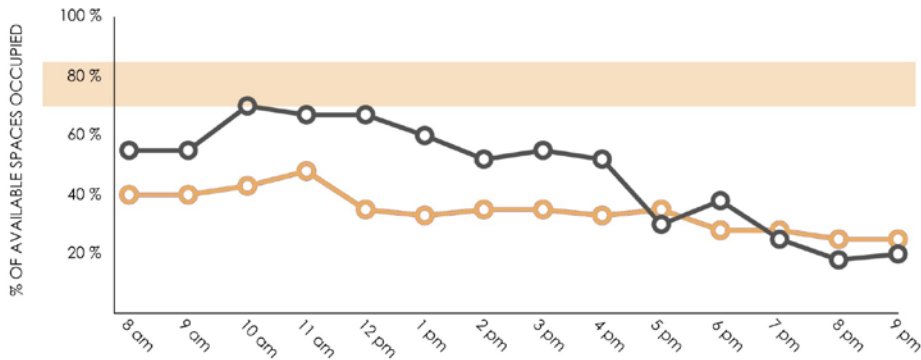
* Charts Use Data from Town of Bloomsburg Parking Study

Parking Study Results

Parking Lots

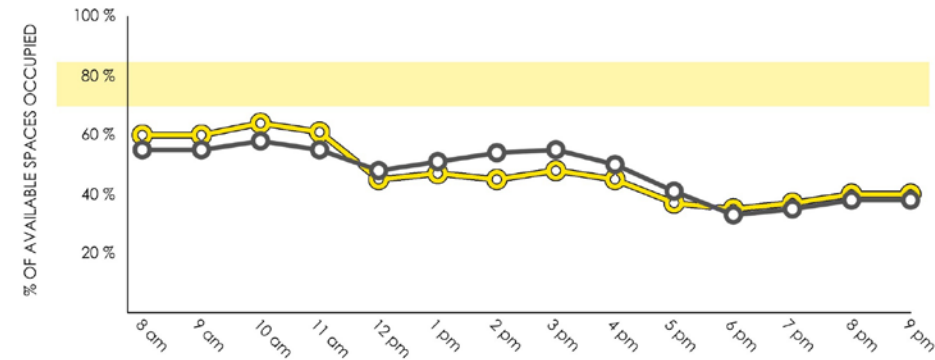
OCCUPANCY BY TIME OF DAY ● WEEKDAY PARKING ● WEEKEND PARKING 70% - 85% = TARGET RANGE

LOT G



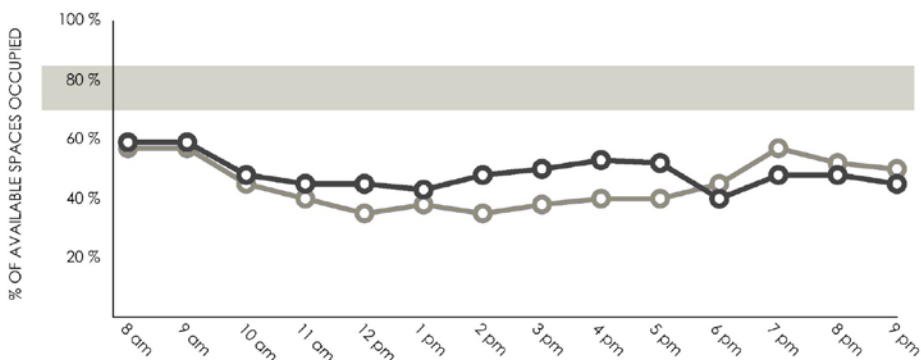
OCCUPANCY BY TIME OF DAY ● WEEKDAY PARKING ● WEEKEND PARKING 70% - 85% = TARGET RANGE

LOT I



OCCUPANCY BY TIME OF DAY ● WEEKDAY PARKING ● WEEKEND PARKING 70% - 85% = TARGET RANGE

LOT J



* Charts Use Data from Town of Bloomsburg Parking Study

Parking Study Results

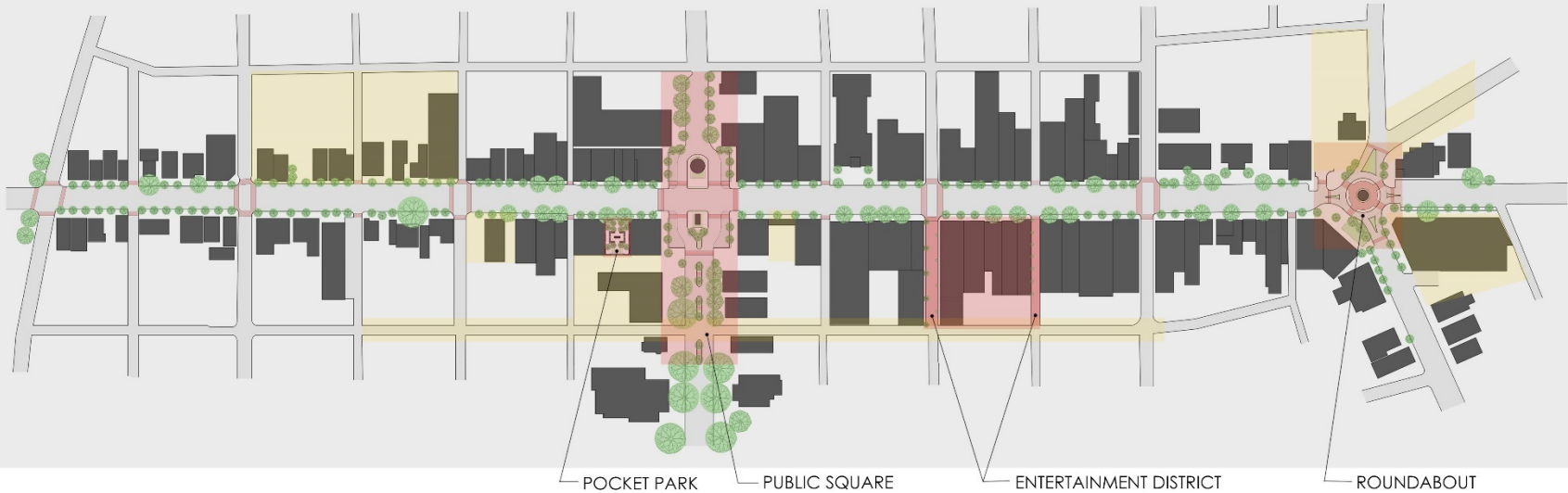
Conclusion

Findings from the parking study are indicative of a variety of issues, however are relatively consistent in terms of overall conclusions.

- Overall parking percentages are lower than the target range of 70 – 85% usage.
- Street parking on E. Main 100, E. Main 0, W. Main 0, and Market Square overall are near the ideal target range.
- Street parking on W. Main 100 and W. Main 200 are low, with W. Main 200 only operating at about half efficiency.
- Parking Lots B and C show they are near ideal from 8am – 1pm then fall with Lot C dropping quicker than Lot B. However, Lot B operates at about 40% on the weekend where as Lot C is consistent all days of the week.
- Lot D averages near the lower end of the target range and is consistent both weekday and weekends.
- Lot E is within the target range on the weekends, however is underutilized during the weekday averaging roughly 55%.
- Lot G is highest between 10am – Noon during the weekday but is still below the target and falls sharply after 4pm. Also, the weekend parking averages very low at about 35%.
- Parking Lots I and J average well below the target range being nearly consistent throughout the week.

Public Amenities & Streetscape Features

Downtown Bloomsburg



AREAS OF INTEREST

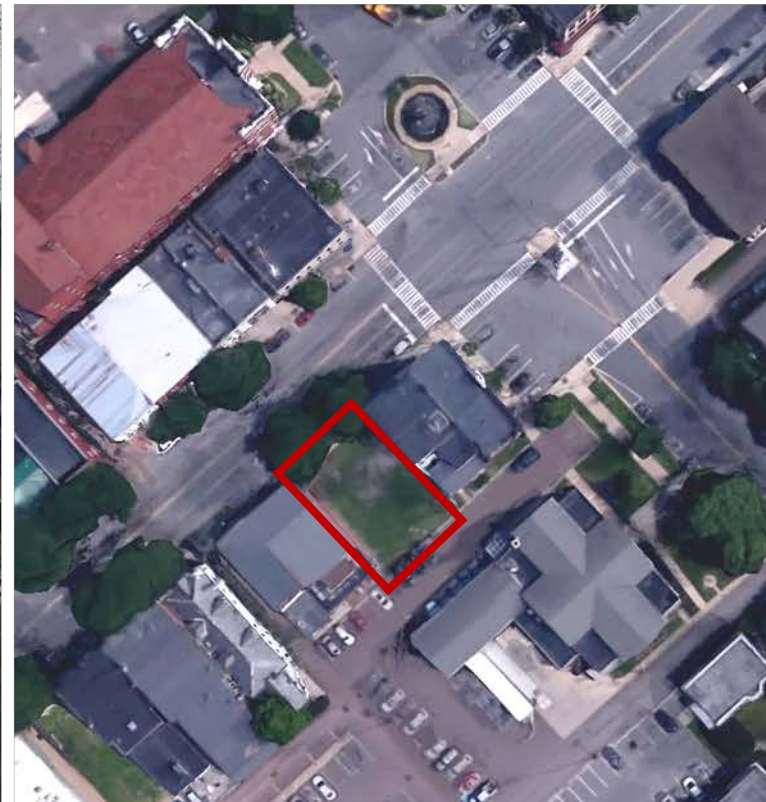
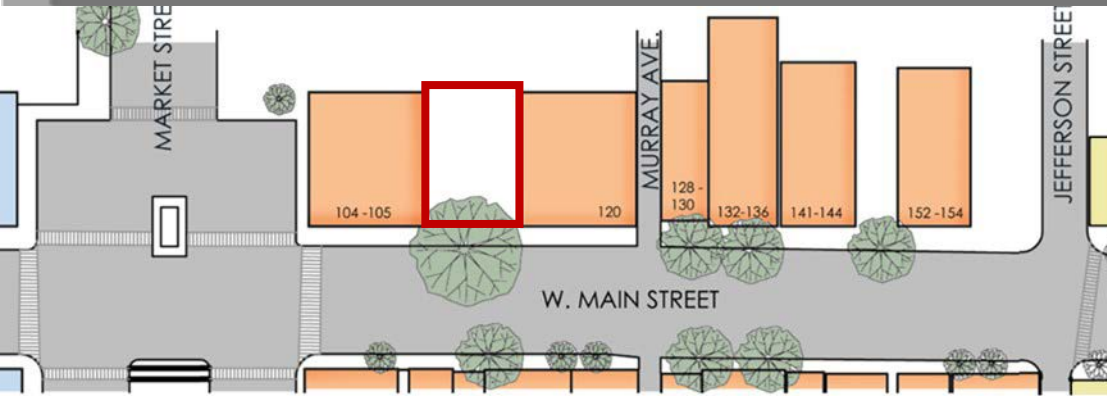


AREAS FOR REDEVELOPMENT/ENHANCEMENT



Proposed Pocket Park

West Main street



Proposed Pocket Park

West Main street



Proposed Pocket Park

West Main street



- Overview

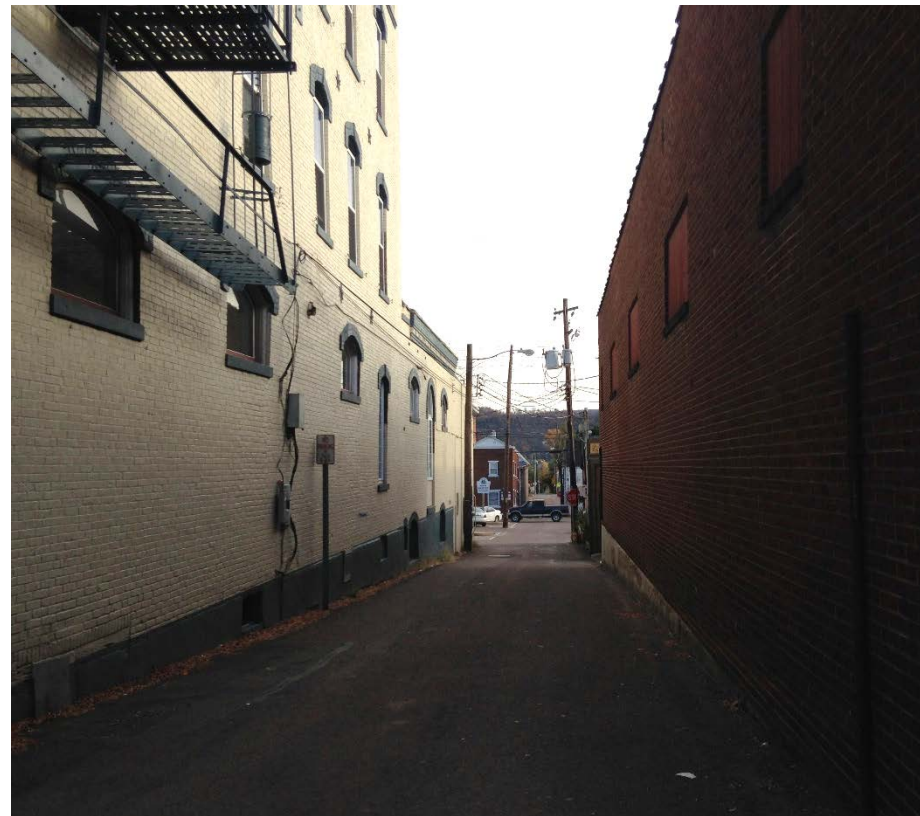
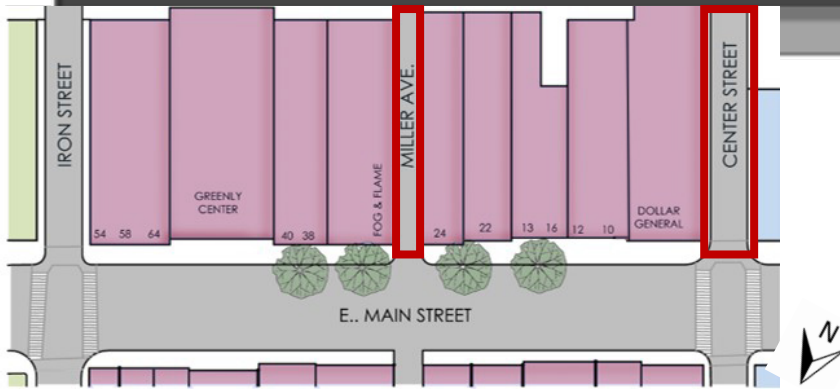
- The proposed Pocket Park is designed to help respond to Bloomsburg's need's for greenspace and parks as well as public gathering space for the community. Planned to be an attractive amenity enhancing the public realm in downtown for people to enjoy during all hours of the day.

- Design Elements

- Smaller, more personable trees.
- Seating areas and benches.
- Shrubbery and ivy for added greenery.
- Variety of ground materials, including brick pavers, long concrete pavers, mulch, and grass.
- Central granite water feature.
- Concrete and brick planters with LED night lighting.
- Openness for safety.
- Visual boundaries for pedestrians.
- Permeable areas for water drainage.
- Street buffer zone.

Proposed Entertainment District

Center Street & Miller Ave.



Proposed Entertainment District

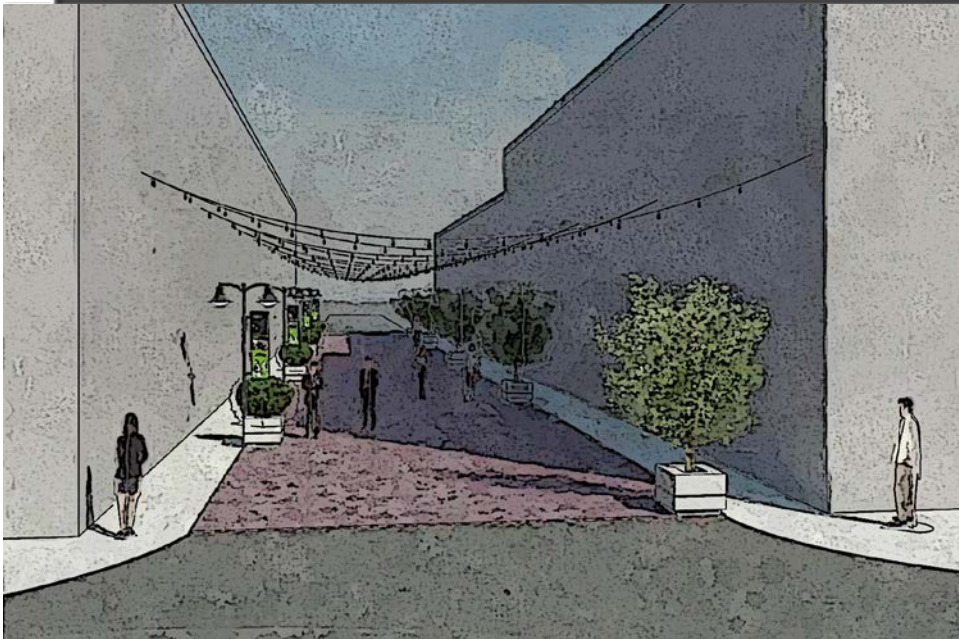
Center Street & Miller Ave.

- Overview

- The objective for the Entertainment District was to make a clean and friendly pedestrian area that can be used as a public gathering space for community events and festivities. As a proposed amenity to downtown Bloomsburg it seeks to revamp the existing Center Street and Miller Avenue by repurposing their functions and improve Bloomsburg's arts and culture.

- Design Elements

- Replace asphalt with new brick pavers.
- Small planter trees and shrubs for added greenery.
- Added street lamps.
- Outdoor string lighting.
- Signage and wayfinding, including banners.



Proposed Market Square

Main Street & Market Street



Proposed Market Square

Main Street & Market Street



Proposed Market Square

Main Street & Market Street



- **Overview**

- Our proposed Market Square is designed to improve the existing public square of Bloomsburg and its current conditions. As a main focal point in downtown, Market Square establishes and helps give Bloomsburg an identity.

- **Design Elements**

- Increase sidewalk widths for pedestrians.
- Additional trees and planters.
- More greenscape, especially around the monument.
- Material change for areas of parking which create a visual boundary.
- Improved crosswalks utilizing different materials and shortened lengths for safety.
- Corrected driving lane widths.
- Islands on Market Street increasing greenscape and crosswalks.

Proposed Market Square

Main Street & Market Street

- Identity

- As an icon of downtown Bloomsburg the Market Square is a vital component in being a center of change, new ideas, and venues within the community.
- As the Town of Bloomsburg moves forward making improvements throughout the downtown, making a visible and present change to such an important center gives a an overall sense of advancement in the whole community.



Proposed Roundabout

Main Street & East Street



Proposed Roundabout

Main Street & East Street



Proposed Roundabout

Main Street & East Street

- Overview

- A roundabout is proposed at the intersection on Main Street, East Street, Lightstreet Road, and East 2nd Street in alleviating traffic congestion. Also, it is designed to greatly improve the aesthetics of downtown Bloomsburg

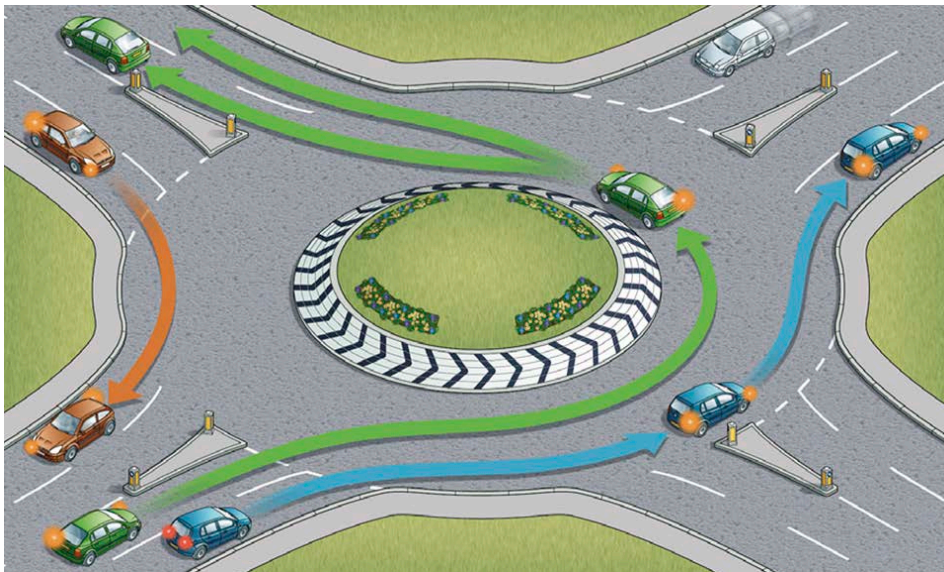
- Design Elements

- Increase safety and additional crosswalks for pedestrians at intersection.
- Improved safety of motor vehicles.
- Utilize various materials including brick for perimeter.
- Increased greenscape.
- Water fountain for aesthetics in downtown capable of tying in with Market Square.



Roundabouts

Federal Highway Administration



- Roundabouts
 - A roundabout is a type of circular intersection, but is not like a neighborhood traffic circle or large rotary. Roundabouts have been proven to be safer and more efficient than other types of circular intersections.
 - Fundamental characteristics of all roundabouts include;
 - Counterclockwise Flow. Traffic travels counterclockwise around a central island.
 - Entry Yield Control. Vehicles entering the roundabout yield to traffic already circulating.
 - Low Speed. The curvature results in lower vehicle speeds, generally 15-25 MPH, throughout the roundabout.
 - The FHWA Office of Safety identified roundabouts as a Proven Safety Countermeasure because of their ability to substantially reduce the types of crashes that result in injury or loss of life by 78-82% when compared to conventional stop-controlled and signalized intersections.*

* Data from U.S. Department of Transportation
Federal Highway Administration

Roundabouts

Urban Setting



- **Signalized**

- Roundabouts in urban settings may sometimes have signalized intersections. However, the signals are typically for different purposes than a regular signalized intersection which makes select lanes go or stop.
- Usually all lights are set to change together. This means when traffic has to be stopped, whether for emergency purposes, etc., that all lights change to red for all intersections at the same time.
- In most circumstances the lights are left to green for all intersections allowing the roundabout to behave and function properly. Setting lights to operate as a signalized intersection does not allow proper flow of traffic volume.

- **Research**

- Before any roundabout is built existing conditions of the intersection should be studied and looked at in terms of safety, traffic volume, and size.
- If an intersection can be significantly improved by a roundabout, has adequate room and enhances the overall downtown then it should be looked at as a solution.
- Just meeting PennDOT standards does not mean it is the ideal solution for every intersection and should be thoroughly looked into.

PROPOSED POCKET PARK

- Description: Proposed urban plaza located immediate west of the Public Square on the south side of Market Street within the vacant lot. Approximate plaza size is 75' x 50'. The vision for the plaza includes decorative paving, masonry seating, moveable furniture, landscaping, a central water feature and general lighting.
- Rough Order of Magnitude Design/Construction Budget:
\$350,000 Low Budget – \$405,000 High Budget

PROPOSED CENTER STREET/MILLER AVENUE ENTERTAINMENT DISTRICT

- Description: Improvements of Center Street and Miller Avenue from the south side of East Main Street to East Pine Avenue. This conversion will limit vehicular traffic to limited service corridors during the off hours. The vision for the roadways includes the placement of textured asphalt pavements, decorative lighting and landscape enhancements.
- Rough Order of Magnitude Design/Construction Budget:
\$400,000 Low Budget – \$435,000 High Budget

PROPOSED MARKET SQUARE

- Description: Enhancement of Market Street Square with improved pedestrian access, pedestrian spaces and landscaping. The vision for the Square textured sidewalks, decorative sidewalk paving, roadway/lane reconfiguration, and landscaping.
- Rough Order of Magnitude Design/Construction Budget:
\$485,000 Low Budget – \$535,000 High Budget

PROPOSED MAIN STREET ROUNDABOUT

- Description: Improvements to the Intersection of Main Street and East Street Intersection with the construction of a roundabout. This improvement would require further study to determine feasibility based on traffic and pedestrian volumes. The vision for the intersection includes the installation of a new traffic signal system, placement of a landscaped roundabout, textured asphalt crosswalks, decorative lighting and landscape enhancements.
- Rough Order of Magnitude Design/Construction Budget:
\$970,000 Low Budget – \$1,335,000 High Budget



- **Rogerbrooks International**

- Roger's team is made up of the brightest and most creative minds in the business, carefully recruited from throughout North America. Every team member shares a passion for helping people live more fulfilling, active, and economically successful lives by making their communities and workplace environments outstanding destinations for new investment, as a place to establish a business, and as a place to live, work, and play.
- Roger has worked with nearly a thousand communities, as well as many states, provinces, national parks, and countries in their branding, product development and marketing efforts. And beyond the public sector, Roger has worked with trade associations and businesses in the lodging, retail, and restaurant industries as well as attractions, tour operators and providers, marketing agencies, and the travel media.



- **Bob Phibbs**

- Bob Phibbs, CEO of The Retail Doctor, is an internationally recognized business strategist, customer service expert, sales coach, marketing mentor, retail author, and motivational business speaker.
- In 1994, Bob Phibbs started his own retail consulting company, The Retail Doctor. His clients include some of the largest retail brands in the world including Bernina, Caesars Palace, Hunter Douglas, Lego, Omega, Hearts on Fire, Husqvarna, Tommy Bahama, Vera Bradley and Yamaha.



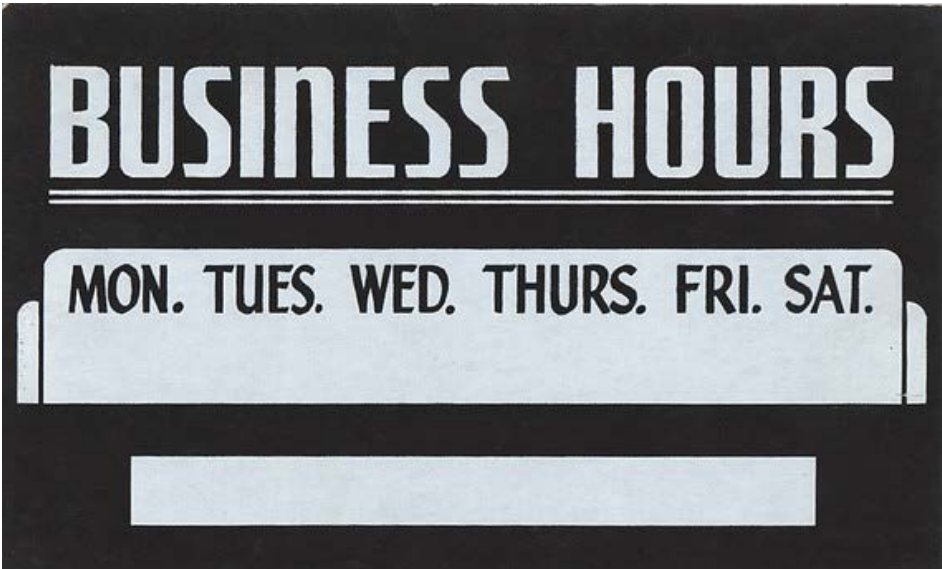
- **The Retail Owners Institute**

- Retail Owners Institute: The ROI®, are recognized experts in strategic retailing. Working only as a team – Outcalt & Johnson: Retail Strategists, LLC – they have been consulting, publishing, and speaking professionally throughout North America since 1990. They focus exclusively on retail, or wherever retail is involved. They work with CEOs, CFOs, boards and owners of retail operations, as well as manufacturers or wholesalers expanding into retail, retail property owners or developers, equity partners, and lending institutions.

THE RETAIL OWNERS INSTITUTE®

Retail Strategies

Business Hours



- **Research**
 - According to the Rogerbrooks International, an expert in tourism, branding, downtowns and marketing, 70% of all consumer retail spending takes place after 6:00 pm. Are you open?
 - Studies have shown that, in order, these are the best money making times for retail:
 - Saturday 11 am – 1 pm
 - Saturday 3 pm – 5 pm
 - Sunday 3 pm – 5 pm
 - Sunday 11 am – 1 pm
 - “Build a schedule for your employees around those higher sales times. Put the customer first when you schedule, not the employee,” says Bob Phibbs.
- **Customer Hours**
 - Rural or smaller town retailers typically set their hours for what’s comfortable for them to begin with not what’s comfortable for their customers.
 - Make sure customers know you are open later. Tell them, in person, on your signs, website, and in social media.
 - Let customers know that they should not worry that you’ll be closed when they are getting out of work, but instead you’ll be there for them.

Retail Strategies

Business Hours



- Events

- Be open during evening sales, strolls or art walks. This lets you ease businesses into longer hours a little at a time.
- Have artists display their works or musicians perform. Put out refreshments. Run specials or offer other incentives to make a purchase.
- Tie in with businesses that already do evening hours. Check all your existing businesses to see if some, like banks, already stay open late. Use their open hours as an anchor to help attract other businesses.
- Try to participate in some way in local events and festivals as this will help spread the name of your business and may increase sales. Don't just set up a stand but possibly enter a few events too.
- Make sure to post on your website or around your store that you'll be a part of your local events and festivals. Don't forget to show off pictures on social media and behind the counter that you were there. Most likely these events may run later but plan for it.

Retail Strategies

Customer Service



- **Good Service**
 - What defines good service? Each customer has their own definition of good service, but here are some common, easy things to start with:
 - Welcome every single person in your door as soon as they come in. Every time.
 - Know your product and answer customer questions in person, by phone, and online.
 - Be fast. You're up against next day shipping, so a 2-week turnaround isn't competitive.
 - Fix problems personally and quickly.
 - Find local training in customer service. Check with your local technical center, community college, and extension service. They may already have a customer service training to offer.
 - Make sure your employees are well trained in knowing your business and/or products, greeting customers, and helping to answer questions.

Retail Strategies

Customer Service



- How are you viewed?
 - Bob Phibbs asks, “Is your store viewed positively in the community? God forbid you’ve burned through the neighborhood and are known to be a bad business for whatever reason. Does Bitter Betty work for you? Do customers loathe their experience with your employees?”
 - As he states, “You need to know if people have a negative taste in their mouth about your store, and if they do, you’ll need to do some reparations to your brand before you do any further marketing. Marketing to people to get them in the door, but putting them in touch with an unpleasant staff that prevents them from coming back, is wasted effort.”
 - Know how you are viewed. Always. Keep improving the service of your business.
 - Encourage online and in store reviews.
- Small Town Secret
 - Small town stores define the best in customer service: friendly, personal, knowledgeable, helpful, and willing to go above and beyond.
 - Build relationships. This is your secret small town advantage. Be friendly, personal, and work intentionally to connect with your customers like they are people, because they are.

Retail Strategies

Selection



- **Limited**
 - Nothing frustrates a customer more than giving you a chance to help them and then leaving empty-handed. Too often in small towns, stores have the same items they always have, missing out on new products or what customers want today.
 - Try a temporary pop-up. They are opened only for the holidays or a special event. Then they're gone again. Why not take that approach to one section of your store? Pop-up special items, making sure customers know these are limited time only offers.
- **Update**
 - Connect your retail selection to what customers want. Time to modernize your selection and match the market.
 - Need a younger viewpoint? Let students and young people pick the products, maybe even stock and decorate a small section of your store.
- **Partner**
 - To avoid out of stock syndrome, try finding additional suppliers, or try partnering with other regional stores to share stock. Be creative, but don't run out if you can help it.

Retail Strategies

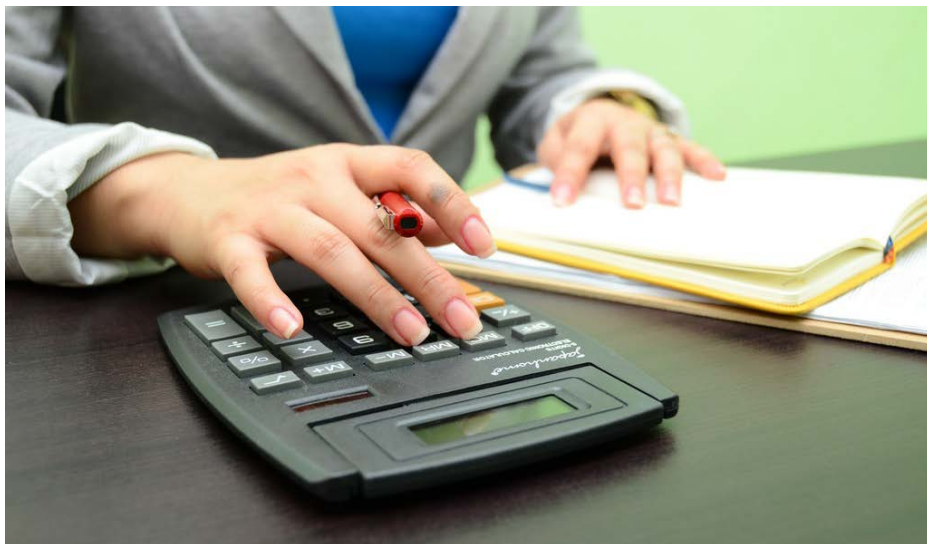
Prices



- **Compare**
 - Learn how you compare against other retailers. It's a stereotype that everything costs more in small town stores and less at those big boxes. That's not always true.
 - The Retail Owners Institute offers industry benchmark data called Store Benchmarks. They break down industry averages into 51 different retail lines. They give five years of data for Gross Margin Percentage. This is a great start to compare the markups for any retail store.
- **Convenience**
 - Learn how to make sales and don't assume the merchandise is going to sell itself.
 - Most people will pay for convenience if you make the store a place that makes them feel better. That's what's missing in most retail.
 - Don't make convenience an excuse to be expensive.

Retail Strategies

Prices



- Don't be a Box Store

- You can't be like a Wal-Mart, just stack your products and hope someone will buy it.
- You don't have to match the price of every national retailer, because you have the advantage of better service and local importance.
- The reality is you're going to have to do a better job of displaying and selling it to justify selling it at that higher price.
- If you do you'll gain loyal customers who are willing to pay a little more for your product because they appreciate the extra effort you've put forth to get it into their hands.
- Building trust with your customers and community will keep them coming back.

Retail Strategies

Buildings



- **Appeal**

- Look great and leave lasting impressions.
- People are judging your business all the time by its looks and what they see.
- Rogerbrooks International states, “70% of first-time sales at restaurants, retail shops, lodging facilities, and attractions can come from curb appeal. We all travel: Think about these phrases: ‘That looks like a nice place to eat.’ Or, ‘That looks like a nice place to stay.’ Virtually every person on the planet has said those words at least once, if not dozens of times. You can spend millions of dollars marketing a town or downtown, and none of that will make me – the visitor – walk through your shop’s door. You, the merchant, must do that. Beautification, or curb appeal, is an investment with a tremendous return”.

- **Audience**

- One interesting statistic indicated by Rogerbrooks International is that, ‘Women account for 80% of all consumer spending. Women will spend more money in places that look inviting, are clean, and feel safe. If you cater to women you will ultimately win the entire family’s business. Women also account for 70% of all travel decisions including places to stay and eat, and “must see” attractions.’

Retail Strategies

Buildings

- Tips

- Many great retail appearance tips offered by experts include;
 - If you park in the back of your business, make sure you walk out front every single morning and check your sidewalk and foyer. Clean up and sweep as necessary every day.
 - Tape nothing to your front door. Nothing. Find another place to put signs and community flyers.
 - Keep your store looking full. Use striking display items to fill empty spaces. One cosmetics store used colorful printed shopping bags from their national brand to fill the top shelf area. It gave great graphic appeal, but cost very little.
 - Get your personal junk out of the front room, and get business junk out of the front room. Use or even rent storage as needed.

- Smell

- If you smoke inside your business resolve not to anymore and keep it outside.
- Do not keep pets at a business.
- Even if you try to hide the smell have a complete stranger run a check. Most likely you are used to the smell, but your customers are not.

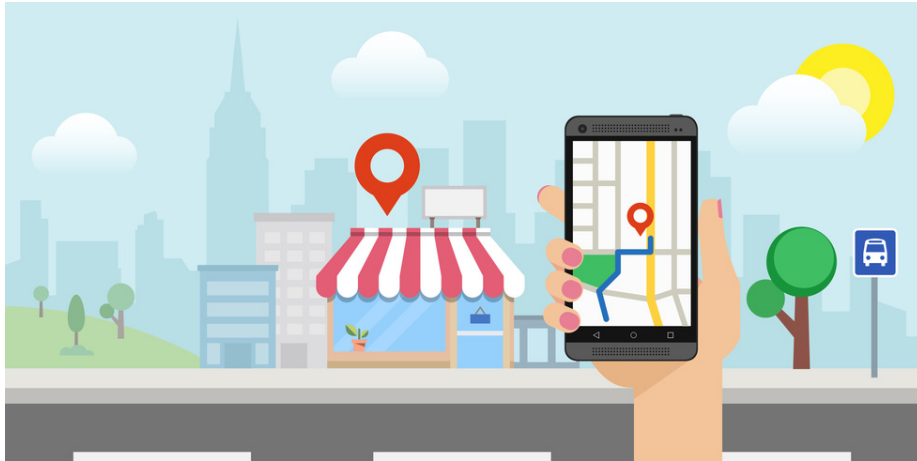


Retail Strategies

Buildings



- **Daily Upkeep**
 - Start with some simple steps. First, pay attention. Do a walk-around with a notepad. Try to view your store through the eyes of your customer. What needs attention?
 - Areas that catch the eye of customers include
 - Dust
 - Lighting
 - Floors
 - General Clutter
 - Public Bathrooms
 - Keeping them neat has been found to leave an overall impression about how well you maintain the rest of your store. Then prioritize your list.
 - Put some thought into how much time and resources each item might take.
 - Make time each day to work on one or more items on your list. If you have employees, assign them a task and then follow up.
 - Do a walk-through each morning and each evening with your notebook. Make it a routine.
 - Remember the customers are individuals that are also part of your ambassador squad. You need to make sure they retain a positive impression of how your place looks.



Find a Store Near You

City

State Zip

find a store

Looking for?



Bike Shop



Ski Shop



Store Rentals

- Where are you?
 - It's a small town, so surely everyone knows about every business, right? No.
 - There are new businesses, new residents, visitors, and travelers. Just think about how many people that adds up to. How are they supposed to find out about local businesses?
 - Don't assume even a majority of locals knows about you. Most likely you may be surprised how many people in your area don't know.
 - Tell everyone about your business.
 - Make sure your business can be easily located on Google Maps by typing in the business name. People should know exactly where you are and get directions with little effort.
- When your business is looked up it should include;
 - Address Information
 - Phone Number
 - Reviews
 - Site Information
 - Pictures of your Business
 - Business Hours
 - Access to a menu (for restaurants)

Retail Strategies

Marketing

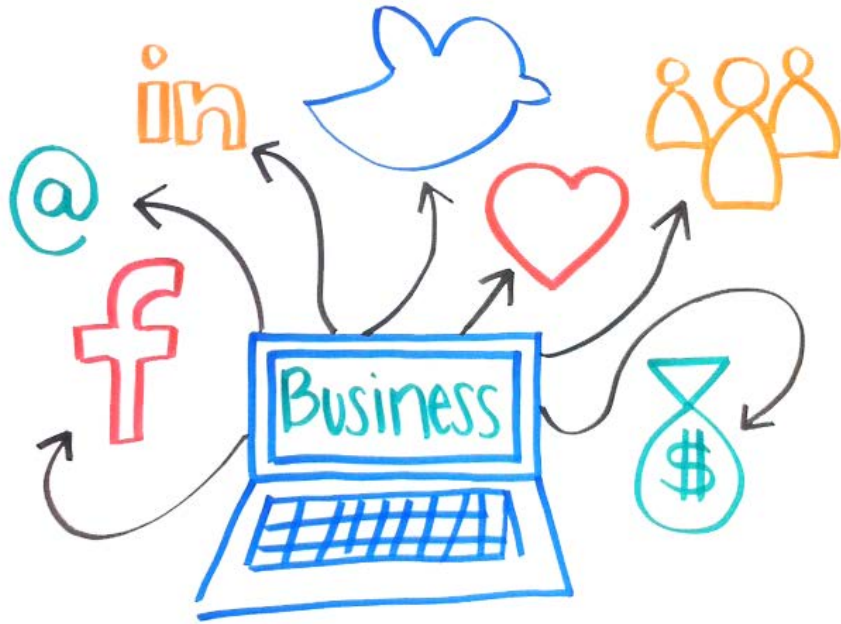
- **Newsletter**

- A newsletter can be a valuable source of information for your customers.
- The problem with a newsletter for most business owners is finding the time to create it.
- If you decide to go the newsletter route as one promotional method keep in mind;
 - The content must be interesting and informative to your customers.
 - There must be some value to the customer. (Coupons, private sales or offers not available to the general public) There should be a reason to open it and read it.
 - It should encourage the customer to contact your business on some kind of regular basis.
 - It should not be wall-to-wall print. It should be inviting to read. Use pictures and illustrations where ever possible and lots of white space.
 - A type size of 12pt to 14pt type will be easier for most middle aged and older customers to read.
 - Write in conversational style. Act as you are talking to the customer one-on-one. They customer should feel the newsletter was written for them.
- If you have the time or capability to produce it a newsletter can be a great promotional tool and is relatively inexpensive.



Retail Strategies

Marketing



- **Social Media**
 - Small town businesses need social media. Almost every small town business can benefit from a smart, customer-oriented and community-serving approach online.
 - Local customers are already actively using social networks like Facebook.
 - Visitors to town are using their smart phones and tablets to access the internet from anywhere.
 - Everyone is looking for answers online before making a phone call or just driving to your business.
 - Popular types of social media (as of 2016)
 - Facebook
 - Twitter
 - LinkedIn
 - Google Plus
- **Small Town Style**
 - This is simply a way of communicating with customers, so treat customers online the same way you treat customers who call or walk in the door.
 - Your small town roots are your asset. You know how to be friendly, how to treat people.
 - Use that online.

Retail Strategies

Marketing



• Small Town Social Media

- Your customers have questions. Spend two weeks writing down every question a customer asks you in person, by email or by phone. That is the starting outline for your online presence. Answer each question.
- Be yourself. Use your own voice. Don't try to hide your small town roots, or pretend you are bigger than you are. If you're an introvert who just likes dealing with people one on one or in small groups, imagine one person, and talk to them. If you're friendly and outgoing, be friendly and outgoing online.
- Vary your posts for different kinds of readers. Your customers and potential customers are from all different personality types and backgrounds. They'll respond to different things. Some want just the facts, some want to hear the stories, and some want to see the people. So use photos, videos, stories, and facts.
- Build a community among your customers. Let them share their stories. Brag on customers when they do something good.
- Boost your local community. Your small town matters. Share stories of what events are going on. Talk about the other businesses in town. Post links to the chamber of commerce, tourism website, the city government, and the schools.
- Talk about your people. Share the stories of your founders, your people, your front line people, your long-time people who have become experts.

Retail Strategies

Showrooming



- **Showcase**
 - Connect with customers. Don't try to stop customers from getting online in your store. In fact, offer them Wi-Fi. Make it easy. Customers need reasons to choose to buy from you, and they need to connect with you.
 - Offer them something special not available from online retailers. This could be a bonus with their purchase, personalization, gift wrap, or a discount. Carry more exclusive items, especially local items. If no one else has it, customers can't buy it from some online store. Give better service. Be the trusted adviser.
 - Invite the comparison, but make it fair. Invite customers to check your prices against the online shops, but make sure they add the items to the cart and check out taxes and shipping. That's just one tip from an article on "proactive showrooming" from the Retail Owners Institute.
 - Compare some items to big stores, take the comparison and print it. Now put that with the your items so customers can see.
- **Show Your Local Support Causes**
 - The online store isn't sponsoring the local Girl Scout troop or aiding local support groups, are they? Talk about it. Not just with in-person customers, but in your ads, displays, and signs in your store, and on your social networks.

Retail Strategies

Trends



- Stay Up To Date
 - Look for new market trends that are becoming successful around the country.
 - Implement new ideas every so often, stay up to date with technology and social media.
 - Don't be afraid to ask younger people for help. Ask those who are knowledgeable with trends and willing to help. Odds are young people will be feeling more connected knowing they were helping their local businesses and favorite shops, cafes, etc.
 - For someone's level of help give a reward. Free cup of coffee, picture on your social media or website, discount off a shirt, etc.
 - Temporarily hire someone to help with social media and connecting your business if necessary.
- Learn to use technology. An old website doesn't attract business the way it may have when it was setup. As technology advances so should the business try to keep up.
- Don't look at college students being a problem, but a solution. They have friends, family, use smart phones and social media the most of any age group, utilize it! Like anyone they must eat, shop, and do business. Make it a place they want their friends and families to visit too.



- Community

- Remember the town where your business is located is important too. If the town thrives business may too, if the town fails most likely business will soon follow.
- Proudly boast the local area, programs and events. Why it's so great and why you have a business there.
- Partner with other local businesses. Help each other. Be the community builders.
- Locally sourced products that can be easily pinpointed. Farm to table programs, from producer directly to business. Fresher produce and environmentally friendlier as less fossil fuels are required in transporting.
- Helps to support other residents and businesses livelihood.
- Help keep the cash flow local. Spending on services and goods in your area will help keep profits to be recirculated locally.
- Utilize already existing assists in the community, don't look too far for help.

Potential Future Growth Strategies

Bloomsburg Potential Future Growth

- These are possible opportunities in which Bloomsburg may choose improve upon in the future. These could work as an expansion of the strategic planning phases and some are in or nearby the strategic downtown study area.



Potential Strategies

Old Schoolhouse

- Currently
 - Originally built as the Bloomsburg junior and senior high school the old schoolhouse building now sits as off campus student apartments for the university. Inside it holds 54 units with prior existing classrooms being renovated into apartments.
- Potential Future Use
 - Expansion for Colombia County Courthouse.
 - Possible growth for Municipal Authority.
- Improvements
 - Burying electric poles
 - Update HVAC system throughout building
 - New windows with higher R-value rating, and addressing other building issues.

Potential Strategies

West & East Pine Ave.



- Currently
 - West and East Pine Avenue in downtown Bloomsburg currently exists as macadam for vehicles to get to parking areas and/or delivery to buildings.
- Potential Future Use
 - Remain as a functional road but enhanced for pedestrian usage, safety, and events.
- Improvements
 - Marked roadway for visitors.
 - Parking lot lighting and lighting in alleyway.
 - Parking and wayfinding signage for visitors.
 - Burying electric poles for improving pedestrian and electrical safety, as well as aesthetics in the downtown.
 - Utilizing areas for vendors and customers during downtown events/ festivals (in coordination with the Entertainment District).

Potential Strategies

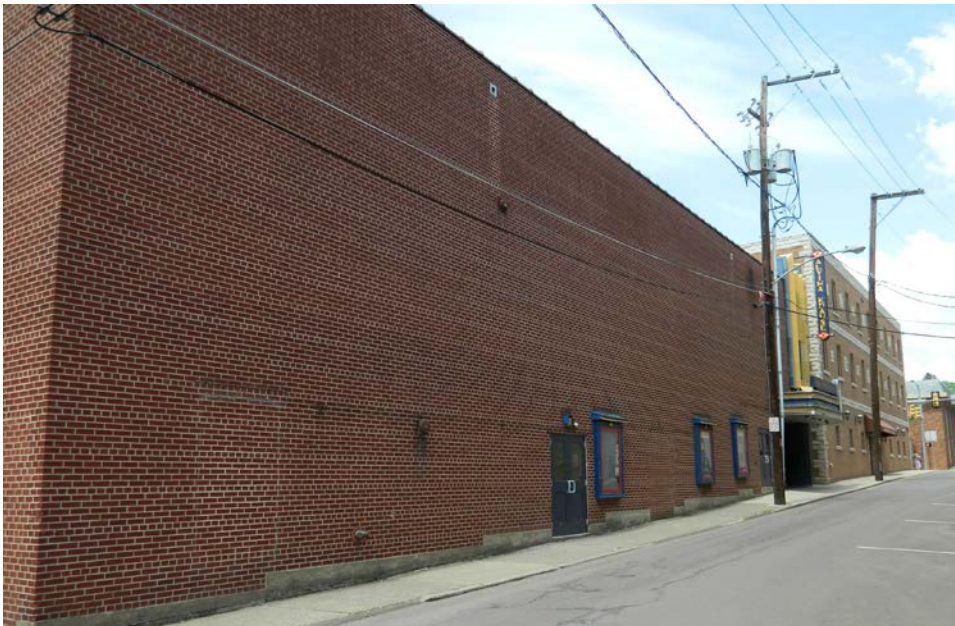
Lightstreet Road

- **Currently**
 - Lightstreet Road is a heavy traffic corridor in and out of downtown Bloomsburg and is an extension right off of Main Street.
- **Potential Future Use**
 - A welcoming entryway into downtown Bloomsburg improved for visitors, students, and town locals alike.
- **Improvements**
 - Additional greenscape, including trees and shrubs.
 - A 'Welcome to Bloomsburg' sign and 'Downtown Bloomsburg' sign.
 - Burying electric poles for an 'orderly' feel.
 - Parking and wayfinding signage within the downtown for visitors.
 - Enhancing sidewalks and increased widths if possible.



Potential Strategies

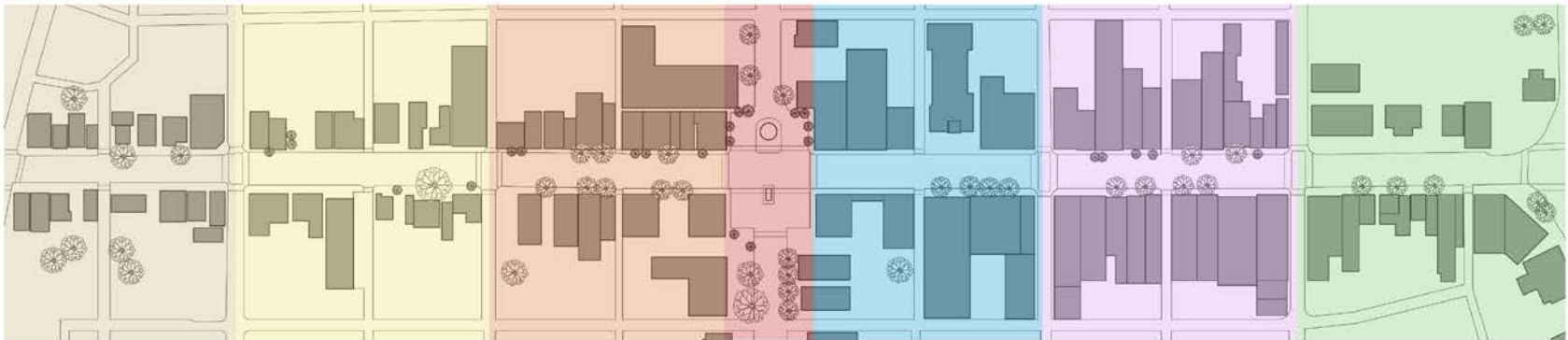
Bloomsburg Theater Ensemble



- Currently
 - A large brick building with a theater sign displaying production dates on one end. Also, includes blank walls and a couple doors along with some display cases. Relatively hidden behind Main Street on Center Street and West Pine Ave.
- Potential Future Use
 - A main destination for entertainment in Bloomsburg and active participant during events and festivals. Also, a community leader for the proposed Entertainment District.
- Improvements
 - Small scale façade improvements such as additional materials, paint, awnings/sunshades, and lighting.
 - Fixing the building's blank walls to improve friendly and inviting atmosphere.
 - Burying the electric poles for safety and aesthetics.
 - Better signage and wayfinding.

Block Layout

WEST 300 WEST 200 WEST 100 MARKET SQUARE WEST 0 EAST 0 EAST 100



Sidewalk Analysis

Zones

- **Transitional Zone**

- The transitional zone defines the section of sidewalk which functions as an extension of a building, either by entryways, doors, cafes or sandwich boards. The transitional zone consists of the façade of the building fronting the street as well as the space directly adjacent to the building.

- **Walking Zone**

- The walking zone is the primary pathway that runs parallel to the street. This zone ensures pedestrians have a safe and adequate place to walk. It should be between 5-7 feet wide in residential settings and 8-12 feet wide in downtown/commercial areas.

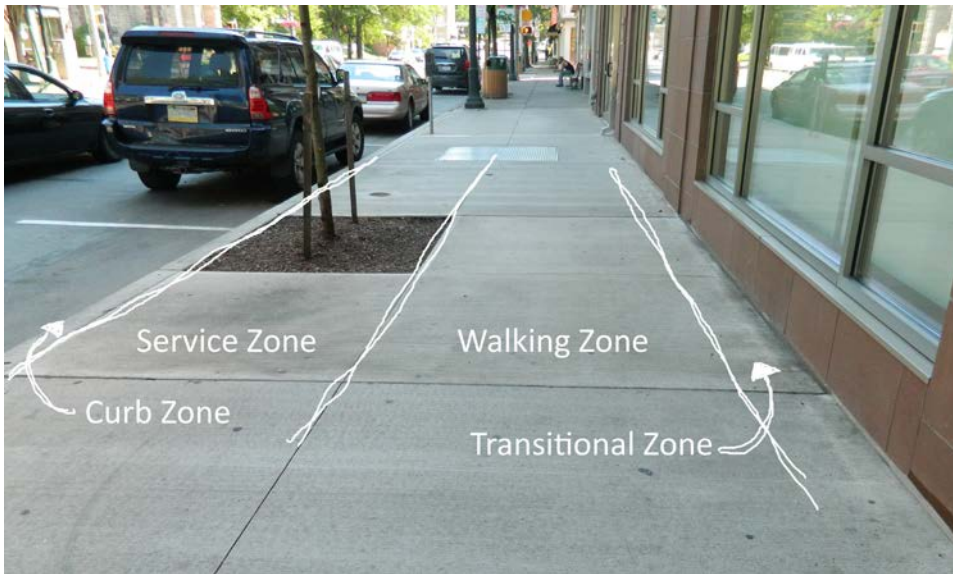
- **Service Zone**

- The service zone is described as the section of sidewalk between the curb and walking zone in which amenities and furniture, such as lighting, trees, wayfinding signs, benches, and bicycle racks are located. This may also consist of green infrastructure, such as rain gardens or flow-through planters.

- **Curb Zone**

- The curb zone is the space directly next to the sidewalk and may consist of different elements. These include curb extensions, parking, storm water management, parklets, curbside bike lanes, or bike racks. A parklet is a sidewalk extension that provides more space and amenities for people, commonly associated with dining.

Bottom Left: Sidewalk with proper sized zones; includes a parklet in the curb zone.
Data from National Association of City Transportation Officials.



Sidewalk Analysis

East 100 – East Main Street

• Current Condition

- Well maintained with a fair number of trees to provide shading. Large area with shrubs and flowers adding great aesthetic and greenspace. Sizes varying with a typical 5'-0" walking zone and between a 5'-0" to 7'-0" service area.

• Concerns

- Service spaces too large for current use. Consist of mostly trees, street lamps, meters, and few trash receptacles, not including road signs.
- Underutilized service zone. An absence of outdoor seating, bike racks, and pedestrian wayfinding signage.
- Small walking zone and deficient transitional zone.
- Unsafe roadway and lack of bike lane for cyclists.
- Long distance between crosswalks.

• Improvements

- Additional shrubs and planters.
- Introduce wayfinding for both pedestrians and vehicles.
- Better street lamp and tree spacing.
- Outdoor benches and seating areas.
- Storefront lighting and signage.
- New bike racks and potential parklet.



Sidewalk Analysis

East O – East Main Street

• Current Condition

- Good condition with some minor cracks. Includes trees, street lamps, receptacles at throughout. Sizes varying with a 6'-0" to 7'-6" walking zone and between a 4'-6" to 6'-0" service area.

• Concerns

- A few areas of larger service spaces.
- Trees at irregular intervals.
- Underutilized service zone. An absence of outdoor seating, bike racks, and pedestrian wayfinding signage.
- Small walking zone and deficient transitional zone.
- Unsafe roadway and lack of bike lane for cyclists.

• Improvements

- Introduce shrubs and planters within service areas.
- Add wayfinding for both pedestrians and vehicles.
- Additional trees and improved spacing.
- Include outdoor benches and seating areas.
- Storefront lighting and signage.
- New bike racks and potential parklet.

Sidewalk Analysis

West 0 – West Main Street

• Current Condition

- Mostly in good condition with a few areas needing to be addressed. Sizes varying from 5'-6" to 9'-0" walking zone and between a 4'-0" to 5'-6" service area.

• Concerns

- Areas of uneven pavement and tripping hazards.
- Obstructed and somewhat inconsistent walking zone.
- Underutilized service zone. An absence of outdoor seating, bike racks, and pedestrian wayfinding signage.
- Small walking zone and deficient transitional zone.
- Unsafe roadway and lack of bike lane for cyclists.
- Long distance between crosswalks.

• Improvements

- Address levelness and intrusions.
- Include shrubs and planters within service areas.
- Introduce wayfinding for both pedestrians and vehicles.
- Better street lamp and tree spacing.
- Outdoor benches and seating areas.
- Storefront lighting and signage.
- New bike racks and potential parklet.

Sidewalk Analysis

Market Square – West Main Street

- **Current Condition**

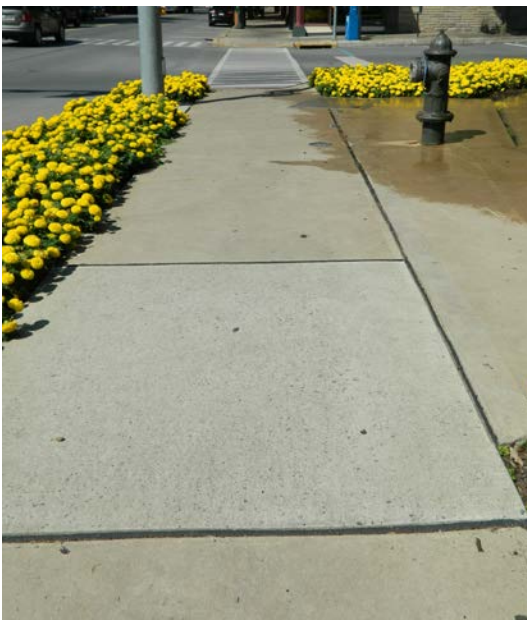
- Sidewalks are in good shape however is absent of some key fundamentals. Sizes varying from 4'-0" to 7'-6" walking zone and between a 2'-10" to 5'-6" service area.

- **Concerns**

- A major absence of outdoor seating within the square. Also, does not include any bike racks and pedestrian wayfinding signage.
- Underutilized service zone, small walking zone and deficient transitional zone.
- Unsafe roadway and lack of bike lane for cyclists.
- Long and hazardous distances for pedestrians between sidewalks.

- **Improvements**

- Increase widths of sidewalks and greenspace in Market Square.
- Additional trees, shrubs, and planters within service areas.
- Introduce wayfinding for both pedestrians and vehicles.
- Major enhancement of lighting in square.
- Include outdoor benches and seating areas.
- New bike racks and potential parklet.



Sidewalk Analysis

West 100 – West Main Street

• Current Condition

- Mostly in good condition with a few areas needing to be addressed. Sizes varying from 5'-0" to 7'-0" walking zone and between a 4'-0" to 5'-0" service area.

• Concerns

- Areas with slightly uneven pavement.
- Obstructed walking zone.
- Underutilized service zone. An absence of outdoor seating, bike racks, and pedestrian wayfinding signage.
- Small walking zone and deficient transitional zone.
- Unsafe roadway and lack of bike lane for cyclists.
- Long distance between crosswalks.

• Improvements

- Address levelness and intrusions.
- Include shrubs and planters within service areas.
- Introduce wayfinding for both pedestrians and vehicles.
- Better street lamp and tree spacing.
- Outdoor benches and seating areas.
- Storefront lighting and signage.
- New bike racks and potential parklet.

Sidewalk Analysis

West 200 – West Main Street

- **Current Condition**

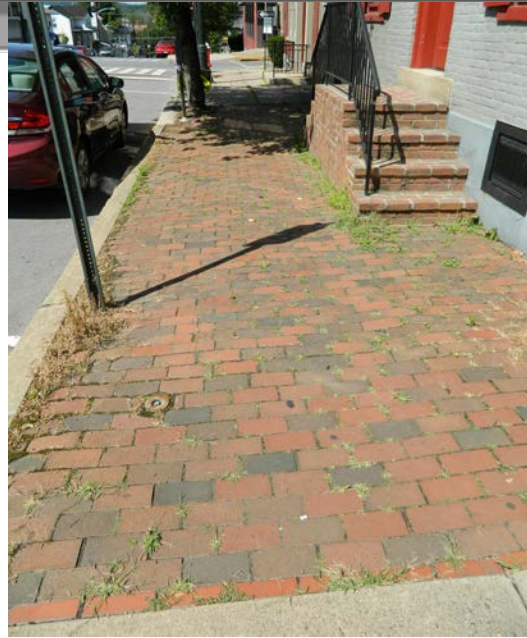
- In fair shape but requires some improvements. Sizes varying from 2'-6" to 7'-0" walking zone and between a 3'-4" to 6'-10" service area.

- **Concerns**

- Areas with uneven and cracking pavement.
- Obstructed walking zone too narrow.
- Underutilized service zone, small walking zone and deficient transitional zone.
- Unsafe roadway and lack of bike lane for cyclists.
- Long distance between crosswalks.

- **Improvements**

- Address levelness and intrusions.
- Additional trees, shrubs, and planters within service areas.
- Introduce wayfinding for both pedestrians and vehicles.
- Outdoor benches and seating areas.
- Storefront lighting and signage.
- Include new bike racks.



Sidewalk Analysis

West 300 – West Main Street

- **Current Condition**

- One side in good condition while the other is in need of being repaired. Sizes varying from 2'-6" to 12'-2" walking zone and a typical 5'-6" service area.

- **Concerns**

- Areas of cracked and uneven pavement.
- Long distance between crosswalks.
- Unsafe roadway and lack of bike lane for cyclists.

- **Improvements**

- Address cracking and levelness.
- Introduce wayfinding for both pedestrians and vehicles.
- Additional planters and trees.
- Create bike lane for cyclists.



Sidewalk Analysis

Lightstreet Road

- **Current Condition**

- Not very well maintained and lack of coherence. Requires improvement as a main corridor into downtown Bloomsburg. Walking zones vary in size from 4'-0" to 5'-10".

- **Concerns**

- Areas of cracked pavement and slanted sidewalk.
- Partially obstructed walking zone in certain areas.
- No buffering between sidewalk and Lightstreet Road corridor .
- Unsafe roadway and lack of bike lane for cyclists.
- Long distance between crosswalks.

- **Improvements**

- Address cracking, levelness, and intrusions.
- Include wayfinding for both pedestrians and vehicles.
- Create a small buffer zone.
- Bury electric poles.
- Introduce trees and shrubs.

Sidewalk Analysis

Market Street, East Street & East 2nd Street

- **Current Condition**

- Mostly in good condition with a few areas needing to be addressed. The size of sidewalk for Market Street and East 2nd Street is 8'-0". While East Street has between a 5'-0" to 12'-0" walking zone with a 4'-0" service zone.

- **Concerns**

- An absence of outdoor seating, bike racks, and pedestrian wayfinding signage.
- Underutilized service zone.
- Unsafe roadway and lack of bike lane for cyclists.
- Long distance between crosswalks.

- **Improvements**

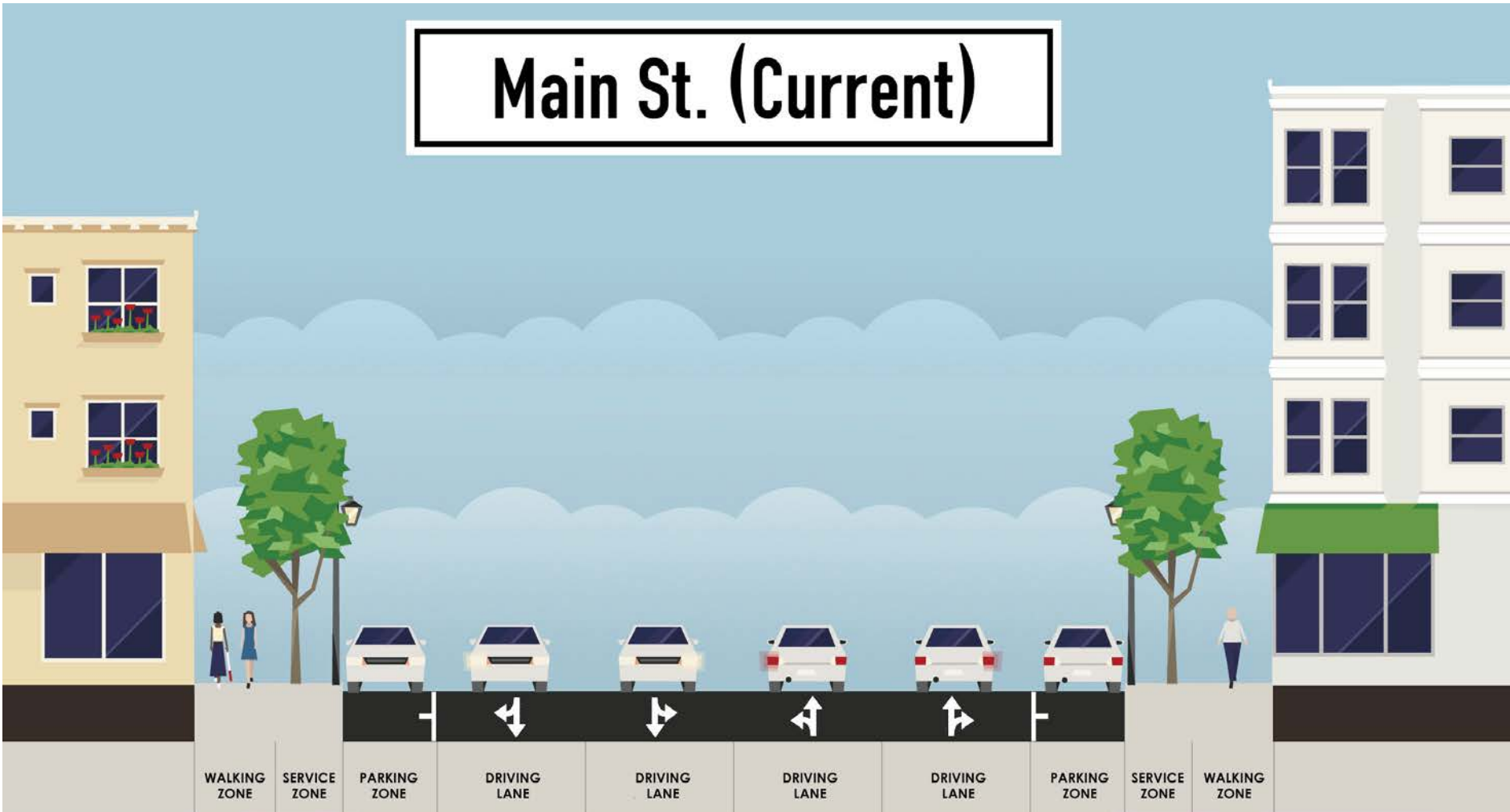
- Address levelness and intrusions.
- Additional trees, shrubs, and planters within service areas.
- Introduce wayfinding for both pedestrians and vehicles.
- Outdoor benches and seating areas.
- Storefront lighting and signage.
- Include new bike racks.

* Top Left & Bottom Left: Market Street
Top Right: East Street
Bottom Right: East 2nd Street

Traffic-Calming Analysis

Street Section

Main St. (Current)

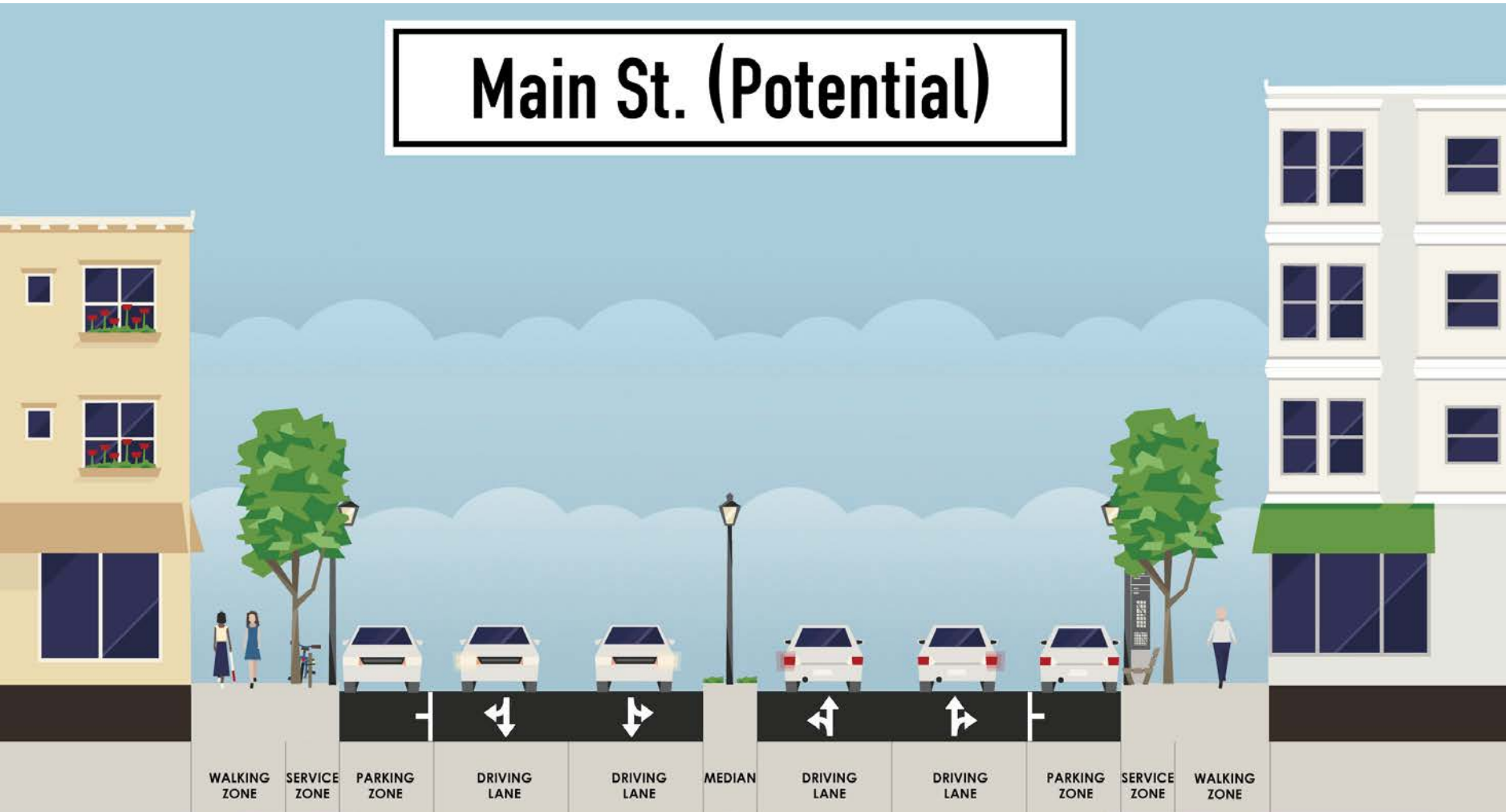


Downtown Bloomsburg's sidewalks, including Main Street, are currently operating as seen in the above section. The sizes and scale of the section are an average of existing conditions, but varies some throughout the blocks, including sizes of service/walking zones and building setbacks. Also, service zones remain largely empty with exception to parking meters, trash receptacles, trees, and street lamps.

Traffic-Calming Analysis

Street Section

Main St. (Potential)



In this potential strategy, existing conditions of Main Street are enhanced by slightly reducing the width of the driving lanes to create a median for traffic calming, additional lighting, and pedestrian safety. The median may fluctuate in size depending on current circumstances. Also, the service zones introduce seating, wayfinding signs, and other amenities to enhance pedestrian experience within downtown Bloomsburg.

Actions/Recommendations by Block

Block Layout



Actions/Recommendations by Block

- **GENERAL ACTIONS**

- **Branding the Downtown**
 - With the committee develop a logo, design, and color scheme for Downtown Bloomsburg. Work with town officials in branding the Downtown.
 - Start to prioritize sites, destinations, historic areas for tourists and pedestrians. Do not include restaurants and businesses.
 - With the Town of Bloomsburg develop wayfinding signs for downtown and parking areas.
 - Utilize the logo and color scheme for all signage and wayfinding in downtown.
 - Use on street lamps, on websites, in town offices, at the chamber of commerce, etc.
- **Zoning Regulations**
 - Work with the town zoning department to update building architectural covenants and required building parking for all future development.
 - Introduce a sidewalks covenant and fix for a larger transition zone between walking zone and building front. This allows for planters, outdoor tables, etc. on streetscape without blocking/interfering with walking zone or pedestrian throughway.
 - With the town create a housing development program to introduce market-rate and above market-rate housing in Bloomsburg every year.
 - Work to compose a building re-use program.
 - Develop a parking committee to analyze and evaluate parking issues, develop information, and research solutions for Bloomsburg.
 - Continue to further grow and develop University relations with the town.
- **Funding**
 - As a committee research funding opportunities and apply for grants to help improve the downtown and enhance public amenities such as the pocket park and entertainment district.

Actions/Recommendations by Block

- GENERAL ACTIONS

- Building Density

For buildings that are not appropriate density in the downtown;

- Determine if additional stories can be added.
 - Work with owners and the town to find if the roofs can be utilized for outdoor space; such as a rooftop garden, eating area, rooftop bar, or another venue accessible to the public.
 - Create venues that utilize rooftop space such as movie programs, art programs, learning programs, etc. Use as additional community/greenspace in downtown.
 - Possible incentive programs to aid owners.

- Sidewalks

- Start by fixing current issues with the sidewalks, both minor and major, and coordinate with the town.
 - Work with town to introduce additional amenities in service zones, such as wayfinding signs, benches, planters, additional trees at regular intervals.
 - Slowly try to introduce the median by first adjusting street widths and painting a median to adjust drivers. Further develop by building a nice median with greenscape, street lamps at regular intervals, and areas for crosswalks.

- Crosswalks

- Work with the town and PennDOT to introduce additional crosswalks with one at every intersection being an ideal.
 - Start with painted crosswalks to match existing.
 - With the town gradually replace paint with brick pavers, or stamped concrete, to enhance aesthetics and pedestrian experience.

Actions/Recommendations by Block

• EAST 100 BLOCK

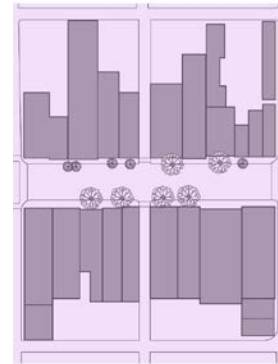
- Blank wall solution on building 147/151.
 - Create a program for students, muralists, art society, and/or etc. to install artwork for blank wall solutions, if this is the preferred choice over a green-wall, etc.
 - Work with the town to approve designs before installation. All blank wall solutions are an extension of a building and should be approved by the municipality.
- Small scale façade enhancements such as repainting, new awnings, improved building lighting, etc.
 - Address buildings needing enhancement.
 - Develop a volunteer program, working with schools, the town, and contractors, for assisting in simple façade enhancements. These can include repainting, helping with awnings, and cleaning.
- Not appropriate use/scaled buildings at 127 and 143.
 - Buildings that are not appropriate use or density on Main Street in downtown Bloomsburg.
 - Should look into possible relocation or rebuilding proper structures on Main Street.
- Not appropriate level of density between building 118 and 144, with exception to Building 130 & 138/142.



Actions/Recommendations by Block

• EAST O BLOCK

- Small scale façade enhancements such as repainting, new awnings, improved building lighting, etc.
 - Address buildings needing enhancement.
 - Develop a volunteer program, working with schools, the town, and contractors, for assisting in simple façade enhancements. These can include repainting, helping with awnings, and cleaning.
- Major façade enhancement on building 17.
 - Additional glazing, small scale articulation, awning/s, improved building lighting, and less monotonous design.
 - For major façade projects develop an incentive program for assistance working with the town, businesses, and owners.
 - Make sure updates and fixes comply with new building architectural covenants. Also, should work with and enhance the streetscape too.
- Blank wall solution on building 6 and 26.
 - Create a program for students, muralists, art society, and/or etc. to install artwork for blank wall solutions, if this is the preferred choice over a green-wall, etc.
 - Work with the town to approve designs before installation. All blank wall solutions are an extension of a building and should be approved by the municipality.
- Develop Entertainment District program.
 - As a committee start to find and work with businesses, programs, and the town to develop an entertainment district program.
 - Start with either a monthly or bi-weekly program and close off Center Street, from Main Street to Pine Ave., between 5pm – 11pm for a venue of art, performances, and activities.
 - Continue dialogue with the town to shutting down Center Street and Miller Ave., between Main Street and Pine Ave., to be pedestrian only, with exception to trash removal between 1am – 6am.
- Not appropriate level of density at buildings 22 and 26.



Actions/Recommendations by Block

• WEST 0 BLOCK

- Small scale façade enhancements such as repainting (including sides) and improved building lighting.
 - Address buildings needing enhancement.
 - Develop a volunteer program, working with schools, the town, and contractors, for assisting in simple façade enhancements. These can include repainting, helping with awnings, and cleaning.
- Blank wall solution on building 36.
 - Create a program for students, muralists, art society, and/or etc. to install artwork for blank wall solutions, if this is the preferred choice over a green-wall, etc.
 - Work with the town to approve designs before installation. All blank wall solutions are an extension of a building and should be approved by the municipality.
- Not appropriate level of density at buildings 6, 11, 18, 49, and 50 (including branch on Main Street).



• MARKET SQUARE BLOCK

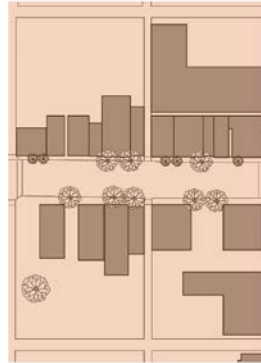
- Enhanced street and building lighting.
 - Study and look to ways of improving the lighting at Market Square in downtown, such as focal lighting at the monument and fountain.
 - Well-lit for pedestrian safety, especially as Bloomsburg continues to develop and grow.
- Develop proposed Market Square design.
 - Work with the town and PennDOT to further develop the proposed Market Square design.
 - Seek aid from Main Street improvement groups and coalitions.



Actions/Recommendations by Block

• WEST 100 BLOCK

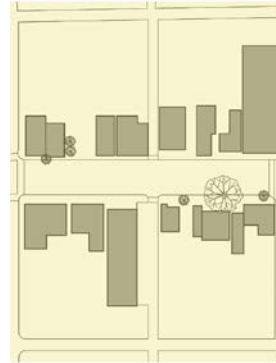
- Develop Pocket Park.
 - Work towards obtaining the lot alongside with the Town.
 - Develop the design and pursue building the Pocket Park.
- Small scale façade enhancements such as repainting, new awnings, improved building lighting, etc.
 - Address buildings needing enhancement.
 - Develop a volunteer program, working with schools, the town, and contractors, for assisting in simple façade enhancements. These can include repainting, helping with awnings, and cleaning.
- Major façade enhancement on building 131.
 - Small scale articulation, awning, improved building lighting, and less monotonous design.
 - For major façade projects develop an incentive program for assistance working with the town, businesses, and owners.
 - Make sure updates and fixes comply with new building architectural covenants. Also, should work with and enhance the streetscape too.
- Blank wall solution on buildings 152 and 144.
 - Create a program for students, muralists, art society, and/or etc. to install artwork for blank wall solutions, if this is the preferred choice over a green-wall, etc.
 - Work with the town to approve designs before installation. All blank wall solutions are an extension of a building and should be approved by the municipality.
- Not appropriate level of density at building 120 and 141.



Actions/Recommendations by Block

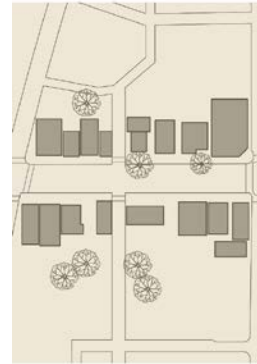
• WEST 200 BLOCK

- Small scale façade enhancements such as repainting, better signs, etc.
 - Address buildings needing enhancement.
 - Some buildings needing re-painted, new awnings, and other minor improvements.
 - Develop a volunteer program, working with schools, the town, and contractors, for assisting in simple façade enhancements. These can include repainting, helping with awnings, and cleaning.
- Not appropriate level of density at building 218.



• WEST 300 BLOCK

- Small scale façade enhancements such as repainting, better signs, etc.
 - Address buildings needing enhancement.
 - Talk with building owners about re-painting, new roofing, and other fixes.
 - Develop a volunteer program, working with schools, the town, and contractors, for assisting in simple façade enhancements. These can include repainting, helping with awnings, and cleaning.
 - Discuss with the town about burying electrical poles and introducing street lamps to Railroad Street.



Bloomensburg Strategic Plan Phase III

Executive Summary

1. The market study by Danter Company indicates a large absence of non-student rental housing available in Bloomensburg, with that market being influenced by the University. Also, an estimated modest growing population and a modest increase in average household income.
2. Using a SWOT Marix, Bloomensburg currently has many strengths and the potential for several opportunities to enhance upon existing assets and establish for future growth. The town has some weaknesses and threats but can be reasonably overcome provided it works together, via a unified approach and open communication.
3. A Priority Matrix for Bloomensburg gives the community a list of actions it should take to improve its Downtown, and a relative time frame it should look towards for accomplishing those goals.
 - Goals are broken down into three timetables
 1. Immediate Actions (One to three years)
 2. Short-Term Actions (Three to five years)
 3. Long-Term Actions (Five or more years)
4. The Master Plan shows graphically opportunities that Bloomensburg should look towards in the future and as the community grows. It is merely an informed roadmap based on the findings in the report.

Bloomsburg Strategic Plan Phase III

Executive Summary

5. The Parking Study done by the Bloomsburg University, with support from around the community, indicates low overall parking percentages within the downtown area. Some areas are in or near the target range but may differentiate from weekday to weekend, while others are consistently below full utilization. However, pushing solutions for any future planned projects or increased use in the downtown will need to be addressed.
6. Enhanced public amenities are designed to help revitalize downtown Bloomsburg as well as fulfill community needs such as gathering space, parks and greenspace, arts and culture, improved pedestrian and vehicle safety, and overall aesthetics. The following parameters will help for future fund raising / budgeting.
 - Public Square: Overview (increased pedestrian use/safety, additional greenspace and landscaping, material changes and layouts, more parking.)
 - \$485,000 low budget – \$535,000 high budget
 - Entertainment District: Overview (resurfaced roadway, ample lighting, landscape enhancements, signage/wayfinding, arts and culture.)
 - \$400,000 low budget – \$435,000 high budget
 - Pocket Park: Overview (central water feature, brick planters and benches with wood seating, back wraparound feature wall, brick and concrete paver base, small-scale trees/shrubs/flowers.)
 - \$350,000 low budget – \$405,000 high budget
 - Roundabout: Overview (pedestrian pathway, safety features, lighting, central feature, landscaping and materials.)
 - \$970,000 low budget – \$1,335,000 high budget

Bloomsburg Strategic Plan Phase III

Executive Summary

7. Recommended retail strategies for businesses in Bloomsburg to utilize.

- Strategies are incorporated into nine categories.
 1. Business Hours : (Make your business hours customer friendly.)
 2. Customer Service : (Be friendly and well informed of your products.)
 3. Selection : (Stay up to date on products and hold specials.)
 4. Prices : (Research and compare prices against other companies.)
 5. Buildings : (Keep your building clean, and remember curb appeal is important.)
 6. Marketing : (Utilize various methods to market, especially social media.)
 7. Showrooming : (Invite customers to compare and demonstrate why you are better.)
 8. Trends : (Research new trends and implement new ideas once in awhile.)
 9. Local : (Remember why you are here and help each other.)

7. The sidewalk analysis shows an overall need for further improvement within downtown Bloomsburg varying from a range of minor to large scale enhancements, such as street furniture, greenscape and planters, kiosks, cracking, unevenness, and obstructed walking zones. This should be addressed as a priority within the next three to five years.



We look forward to continuing to contribute to progress in the
Town of Bloomsburg, PA.

FACILITY DESIGN
& DEVELOPMENT, LTD.

ARCHITECTS
PLANNERS
INTERIORS

New York

Scranton

LDC

Larson Design Group®

DANTER
COMPANY