Baltimore Street Economic Development Master Plan

Presentation to:
Adams County Transportation Planning Organization
March 28, 2018

By: Charles Gable, Gettysburg Borough Manager
Deb Adamik, President, Main Street Gettysburg
Project Objectives
Engage the Baltimore Street District Community to create an Economic Master Plan to:

Improve the economy, create jobs and enhance the quality of life within the Baltimore Street District.

Connect the Lincoln Square and Steinwehr Avenue commercial areas of Gettysburg by enhancing the Baltimore Street Corridor in a way that would attract more residents, businesses and patrons/visitors.
Baltimore Street Community’s Objectives

Make the district more pedestrian-friendly with safe lighting, wider sidewalks, safer street crossings, traffic-calming measures and a focus on Lincoln and Baltimore Street history.

Build upon the success of Steinwehr Avenue and coordinate a consistent look that draws pedestrians to walk or bike up and down Baltimore Street and attracts more businesses and residents.
Baltimore Street Team

Main Street Gettysburg is the 501(c)3 that provides the supportive and collaborative leadership to 3 community committees for this project – Executive, Steering & Stakeholder Committees

More than 80 individuals have been engaged in some way with this project and this number continues to grow

5 Steering Committee Meetings
4 Executive Committee Meetings
3 Borough Council Updates/Presentations
10+ individual meetings with elected officials and potential grant sources
Many communications in between

5 Stakeholder Committee Meetings
1 District-wide Meeting
1 Corporate Breakfast Presentation
Status of Baltimore Street Economic Development Master Plan

• Plan completed on schedule and unanimously approved by Gettysburg Borough Council on February 12, 2018

• **Estimated cost** - $11,786,889 total for all 3 phases

• **Funding Raised To Date** - $82,100
  • $22,000 – First block to South St – lighting & sidewalks
  • $38,100 – To pay for Master Plan (valued at $50,000)
  • $15,000 – First Energy Foundation ($5,000 for 3 years)
  • $7,000 – Private funds raised to date
ACTPO Goals and Priorities
Based upon Unified Planning Work Program
Fiscal Year 2016-2018 – January 2018

• “To move people and goods in an efficient manner while preserving environmental integrity and promoting sound economic development.”

• **Additional priorities:**
  • Safety
  • Improve the transportation network for bicyclists and pedestrians
  • Congestion Management
Baltimore Street Master Plan Initiatives Organized by ACTPO Goals

Transportation

- Pedestrian Friendly
  - Safer Crosswalks and Wider Sidewalks
  - Additional Lighting for Safety
  - Additional benches
  - Blind Alleys – Safety Issue
  - Wayfinding Signage
  - Public Restrooms
- Multi-modal Expansion
  - Parking – Collective Parking/Kiosks/bus parking
  - Bike Lanes/Sharrows/Racks
  - Public Transportation Rabbit Transit

Environmental Initiatives

- Utilities/Infrastructure Review
- Storm Water Management (MS4)
- Enhanced Landscaping
- Additional Recycling & Trash Receptacles

Economic Development

- Marketing, branding, events and promotion
- Showcasing Historical Features and Enhancements
- Business Recruitment
Transportation Strategy Overview

Pedestrian-Friendly & Safety

Reduce traffic speed. Widen sidewalks to slow traffic and make it more pedestrian-friendly

Strategic parking to encourage multi-modal transportation. A Borough-wide strategy of collective parking

Safety

- Additional lighting
- Safer Sidewalks
- Additional street crossings and traffic light
- Alleys reviewed
- Signage reviewed
Transportation Strategy Overview

*Multi-modal Transportation*

A plan that is focused on pedestrian-friendly

- Public Transportation -- Rabbit Transit
- Bike amenities
- Sharrows in Master Plan
Environment Strategy

Public Amenities & Borough Requirements

- Stormwater management (MS4)
- Utilities/Infrastructure Review
- Additional heritage lighting – LED
- Enhanced Landscaping – Water Gardens
- Additional recycling and trash receptacles
Economic Development Strategy

Business Recruitment

Marketing, branding, events and promotion showcasing special historic features & enhancements - Include additional things to see and do

- Gettysburg Address Pathway
- Barricade sculpture
- Gateway
- History App
- Murals
Other Considerations

• Public Restrooms
• Marketing Plan & Branding
• Events & Promotion
• Business recruitment
• Funding
  • Fundraising
  • Grants
Master Plan Draft
Walking in Lincoln’s Footsteps

Chad Clabaugh, C.S. Davidson, Inc.
Plan Overview
Phase 1
Phase 1
Breckenridge Street Before

Breckenridge Street After
Phase 2A
Phase 2A
Phase 2A
Phase 2A
Phase 2B
Tour Center Before

Tour Center After
Phase 2B
### Budgetary Cost Estimate

**Baltimore Street Master Plan**

<table>
<thead>
<tr>
<th>Phase</th>
<th>Phase Description</th>
<th>Design Costs (30%)</th>
<th>Construction Costs</th>
<th>Subtotal</th>
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<tbody>
<tr>
<td></td>
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<td>Design, Permitting, Estimates, Construction/Bidding Specs</td>
<td>Construction</td>
<td>Temporary Right-of-Way Acquisitions for Construction</td>
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<td>1</td>
<td>Wade Avenue to Steinwehr Avenue</td>
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<td>Railroad Street to Wade Avenue</td>
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<td><strong>Subtotal</strong></td>
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<td><strong>$30,000.00</strong></td>
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**Total Project Expenses: $11,786,888.44**

1. Project costs are based on a percentage (shown) of the construction costs.
2. Cost is only for pole relocation and doesn’t include relocation of utilities underground.
3. Costs assume public funding sources such as grants.
Cost & Funding - Estimated $11,786,889 project

Possibilities

- TIGER
- Multi-modal – various levels
- State funding opportunities
  - Keystone
  - DCNR
- Additional grant research
- Private foundations
  - Adams County
  - South Mountain Partnership
  - Met-Ed
- Federal Highway Administration
- Private sponsors/donations
Cost & Funding - Estimated $11,786,889

Initial Discussions To Date

- Senator Alloway
- Adams County Commissioners
- Gettysburg National Park Service
- DCED
- DCNR
- Federal Highway Administration
- Representative from Congressman Perry’s Office
Schedule of Next Steps

- **February 12, 2018** – Borough Council Vote
- **March 28, 2018** - ACTPO Presentation
- **Grant Seeking Strategy**
  - Federal
  - State
  - Private Foundations/Special Interests
  - Local Community
- **Fundraising Events** – Baltimore Street Executive Committee