



## **NEW BETHLEHEM A Trail Town**

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Submitted By:  
Mackin Engineering Company and  
McCollom Development Strategies







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Thank you to the Northwest Pennsylvania Regional Planning and Development Commission and the Pennsylvania Department of Conservation and Natural Resources through the Northwest Greenways Block Grant Program for recognizing the need and providing the funding to implement this Trail Town project for the Borough of New Bethlehem, Pennsylvania.

The trail and trail town improvements will go a long way in leveraging private capital, community spirit, and volunteer projects to continue the improvements already being made in the Borough of New Bethlehem and the surrounding Redbank Valley Area.

And a special thank you to the Borough of New Bethlehem for support throughout the project.

## **COMMUNITY INFLUENCE**

The Borough of New Bethlehem, Redbank Renaissance, Inc. and the Redbank Valley Trails Association offer their sincere thanks to the community members, business owners, and organizations that have provided their time and effort to make this project a success.

MAYOR: Eric Johnston

BOROUGH COUNCIL: James Merwin, President, Sandra C. Mateer, Vice President, Darren Bain, Gordon Barrows, Michele Buzard, Jack Gareis and Francis Sesko.

REDBANK RENAISSANCE: Sandra C. Mateer, President, Sara J. Seidle, Vice President, Ty Poster, Secretary/Treasurer, Sandy Anderson, Gordon Barrows, Eileen Conners, John Cornish, Terry Mateer and John Phillips.

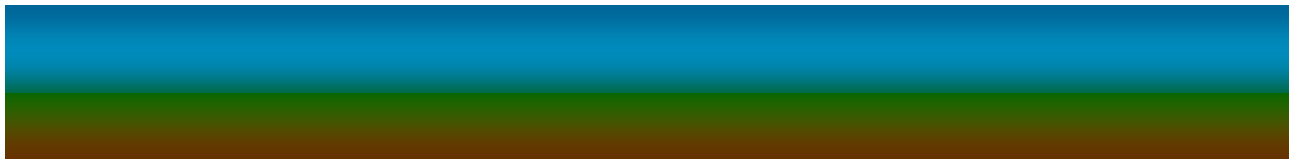
TRAIL TOWN STEERING COMMITTEE: Sandy Anderson, Gordon Barrows, Ken Burkett, John Cornish, Tim Dixon, Chuck Leach, Sandra C. Mateer, Terry Mateer and Tim Murray

REDBANK VALLEY TRAILS ASSOCIATION: Darla Kirkpatrick, President, Sandra C. Mateer, Vice President, Ty Poster, Secretary, Pat Conners, Treasurer, Ray Doverspike, David Henderson, Phil Hynes, Debbie Marocco, Justin Moore, Michael Patton and Rusty Price.

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# CHAPTER 1: EXECUTIVE SUMMARY

## NEW BETHLEHEM – A TRAIL TOWN

Trail Towns are vibrant, welcoming communities along a long-distance trail, whether a river/creek or land trail, where trail users can venture off the trail to enjoy the services, amenities and attractions in the nearby town. It is a safe and enjoyable experience for the visitor and positively impacts the economy of the community.



The overarching goal is to effectively connect the trail and creek user market to the community and actively encourage trail and creek users to visit New Bethlehem, use its business services and safely and easily return to the trail/creek to continue their experience.

New Bethlehem has the necessary criteria for a successful trail town with direct access to both rail-trail and water-trail. It is a community with a distinct downtown area, the capacity and willingness for growth and amenities such as green spaces and public parks in place. The 51-mile Redbank Valley Trail passes through the community and there are opportunities for trail head signage, public amenities (water, restrooms, benches, and parking). There are opportunities as well for water access to Redbank Creek. However, the assessment of trail services now available in New Bethlehem revealed some significant gaps that should be addressed prior to the completion of the trail.

Our recommendation was to create a Trail Town Community Action Team (CAT) to prioritize these needs and implement projects to address them, and for the on-going coordination of community and economic development activities related to the trail and creek corridor. This may be incorporated into the existing Redbank Renaissance, Inc., a main street type revitalization group. In the future, should other towns along the Redbank Valley Trails wish to participate, this Action Team should be expanded to address trail-wide needs in services and amenities. This model of regional coordination is economical and efficient and resonates with funding agencies as it embraces a regional and multi-state approach of the use of resources and assets.

A Trail Town Needs Assessment revealed the following significant needs:

- **Signage:** including gateway signs on both ends of town; wayfinding signs to and from town off the trail; directional signs to parking and trail/creek access points; business directory signs and community maps.
- **Lodging:** Although a Bed and Breakfast has recently come online, there are several available buildings near the trail that would be ideal for lodging facilities. Overnight visitors spend on average more than 5 times that of a day visitor.
- **Amenities:** Although New Bethlehem has several public greenspaces, is perceived as clean and safe with a majority of the buildings maintained, there is limited publicly accessible water or restrooms. There are no bike racks and no bike storage. A trail access point needs to be created central to the town.



- **Bike rental/storage/repair:** Presently New Bethlehem has no facilities addressing this need.
- **Other Retail:** Sporting goods, visitor's souvenir/memorabilia, and local arts and crafts.
- **Food:** There are restaurants in town, but no coffee shop, possibly limited access to ice cream, no outdoor seating, and no creek view dining experiences. Liquor is available in taverns and in at least one restaurant but there appears to be a need for a more informal café establishment with fresh local products and good beer/wine.
- **Visitor Information:** There is information available on various websites, and some printed information on specific activities and events. A comprehensive printed piece (downloadable from the web site) should be created that mirrors information on the business directory kiosk at the trail access point and includes a listing of services, a map, some historical information about the town and nearby attractions and that the area is part of the PA Wilds. Marketing should take advantage of programs offered by PA Wilds.
- **Historical Buildings:** There are multiple historical buildings in town of interest to heritage visitors (trail users demographically mirror heritage tourists and as such are keenly interested in the heritage of the community and historic preservation). A self-guided walking tour of the historical assets in New Bethlehem is recommended along with investigation of historic designation.



New Bethlehem residents and business owners have participated in the Trail Towns process, launched in mid-December 2010. Steps in this process are outlined below:

1. Using the Trail Town Community Matrix, New Bethlehem determined whether or not their community meets criteria to warrant designation as a Trail Town.

New Bethlehem has the essential ingredients of location near recreational resources (creek and trail), community leadership, existing services and a willingness to engage.

2. New Bethlehem civic leaders engaged a broader community, particularly municipal leadership and the business community by hosting a community-wide meeting to discuss the value of the trail to economic development. Economic impact studies for the Great Allegheny Passage, the C&O Canal Towpath, and other trail systems, were disseminated and included demographic information and raw numbers of visitors. The direct economic impact on business was highlighted.

*On December 15, 2010, New Bethlehem held a community meeting, inviting nearby communities to participate. Over two dozen attended some portion of the meeting. Mackin Engineering presented details of the planning process for Redbank Valley Trails and McCollom Development Strategies presented the value and opportunity represented by connecting town to trail.*

3. A Needs Assessment was conducted using a customized community development assessment manual. Residents, business leaders, municipal officials, trail users and interested people from adjacent trail towns were engaged, and through the process gained a better understanding of the value of the trail connection to town.





After advertisement in local newspapers, many e-mail invitations, over 65 mailed invitations and several phoned invitations, residents, business leaders, municipal officials, trail users and interested people from trail towns along the trail corridor were engaged and through the process gained a better understanding of the value of the trail connection to town.

*On January 22, 2011, a Needs Assessment specific to trail towns was conducted and approximately 20-25 attended some portion of the meeting. A presentation was made, prior to the walking tour of New Bethlehem, to highlight the value of connecting with the growing trail user market. Findings from several trail economic impact studies were presented. Following the walking tour, given the extreme cold, a power point presentation of the waters and trails of New Bethlehem was conducted. The presentation was followed by group discussion of the findings— strengths, weaknesses, and opportunities.*

The assessment determined existing services and amenities and prioritized gaps in such areas as:

- Safe crossings to and from trail access points
- Clear and consistent high quality signage: wayfinding, directional and business directories
- Trail-related goods, food and other services including lodging, ice cream, bike rental/repair, informal café with outdoor seating
- A welcome portal and gateway to town
- Well-marked parking
- Benches, bike racks, water fountains and public toilet facilities
- WiFi availability

The complete results of the assessment are attached with this report.

4. The results of the Needs Assessment allowed the community to prioritize projects from the assessment and determine estimated costs; develop a realistic timeline for completion and possible funding resources. This becomes the New Bethlehem Trail Town Action Plan.

At the Needs Assessment meeting, those in attendance prioritized projects and a determination was made to build on the committee structure of the Renaissance main street style program. The Redbank Valley Trails Association and Armstrong Trail Association were asked to participate in the Action Team.

The notes from the tour and needs assessment prioritization are attached as an addendum to this report. The Needs Assessment was also posted on New Bethlehem's Redbank Valley Chamber web site and additional assessments were completed. Assessments were distributed throughout the community and a total of 68 were completed. The results direct the work of the Community Action Team. Assessments were also provided to other represented trail towns for their use.

5. New Bethlehem created a Trail Town Community Action Team (CAT) under the direction of Redbank Renaissance, a main street style program already underway in New Bethlehem. This group of volunteers includes both business interests and residents. The CAT meets to address specific needs as determined from the Trail Town Needs Assessment. The CAT volunteers commit to updating the community on trail issues; working closely with those



maintaining the trail, the business community and other Trail Towns.

CAT members should reach out to other communities along the corridor to launch a regional initiative incorporating PA Wilds initiatives and programs. A multi-municipal approach strengthens individual efforts and resonates with funders.

*Short term projects to address are:*

- *Welcome portals on both ends of town*
- *Wayfinding and directional signage on the trail*
- *Business Directory and informational kiosk at the "Town Green" access point in town*
- *Signing the municipal lot for trail users*
- *Implement the Town Green project including the design and construction of the trail, the pavilion, internet connectivity and the creation of additional community park space*
- *Construct the trail adjacent to the town green and municipal lot including curbing and tree plantings in the parking lot*
- *Begin improvements for sidewalk repairs, ADA compliant curb ramps connecting the trail to the business district and Redbank Creek*
- *Complete intersection crossing improvements, improving safety throughout the streetscape grid, especially at Wood and Arch, and Liberty and Broad Streets*
- *Develop a self-guided walking tour of town highlighting historic buildings*
- *Educate local business owners as to the value of the trail through outreach and printed material*
- *Create creek events or expand existing festivals and activities to include the creek*
- *Construct a boat launch at Redbank Creek including areas for parking of cars and boat trailers*
- *Launch regular community walks on the trail*
- *Actively encourage the business community to participate and encourage businesses to expand services to address visitor needs*

*Longer term projects*

- *Expand an existing Redbank Renaissance web site to include available properties for potential investors. Prioritize the properties and connect with realtors handling them for cooperative marketing*
- *Launch the Business Attraction Program to highlight available properties, attract investors and drive traffic to web site*
- *Develop a marketing and branding campaign for New Bethlehem as a Trail Town; utilize PA Wilds resources and share with local tourism promotion agencies. Meet with these visitor attraction experts to share ideas to attract visitors to New Bethlehem*
- *Design and construct Alley improvements- creating pedestrian spaces within the town grid*
- *Design and construct Guntown Park improvements and the creek walk connecting to the high school*
- *Continue with creek bank stabilization projects along Redbank Creek, park improvements and boat take-out ramps*
- *Create Regional Trail Town initiative with other communities along the corridor; multi-municipal efforts are required for many state agency resources*

The group also met March 14, 2011 to discuss economic development strategies and current issues.



## CHAPTER 2: INTRODUCTION

### WHAT IS A TRAIL TOWN?

- A DESTINATION ALONG A LONG-DISTANCE TRAIL, WHETHER ON A CREEK TRAIL, TOWPATH, WATER TRAIL, HIKING TRAIL, OR BIKE TRAIL – TRAIL USERS CAN VENTURE OFF THE TRAIL TO ENJOY SCENERY, SERVICES AND THE HERITAGE OF A NEARBY COMMUNITY WITH ITS OWN CHARACTER AND CHARM
- A SAFE PLACE WHERE RESIDENTS AND VISITORS CAN WALK, BIKE, FIND THE GOODS AND SERVICES THEY NEED AND EASILY ACCESS TOWN AND TRAIL ON FOOT, BY BIKE OR BY VEHICLE
- THE TRAIL IS AN INTEGRAL PART OF THE COMMUNITY
- TRAIL TOWNS ARE LINKED BY THE TRAIL CORRIDOR
- A PLACE WHERE TRAIL USERS MAY PASS ON A DAY TRIP OR LONGER DISTANCE TREK, OR MAY PARK TO ACCESS THE CREEK OR TRAIL



### HOW DO YOU BUILD A TRAIL TOWN?

- **ORGANIZE:** CREATE A TRAIL TOWN ACTION TEAM
- **DESIGN:** VISUALLY IMPROVE YOUR TOWN'S APPEARANCE AND CONNECT TO THE TRAIL
- **BUSINESS GROWTH & ATTRACTION:** EDUCATE BUSINESS TO THE MARKET. ACTIVELY ATTRACT NEW BUSINESSES
- **MARKET:** POSITION AND BRAND YOUR TOWN AS A WELCOMING CENTER



The number of people experiencing the outdoors is increasing each year. Twenty and thirty year olds flock regularly to land and water trails; baby boomers, leading longer and healthier lives, are seeking outdoor experiences in record numbers. With increasing frequency, both individual residents and businesses locate where trails and rivers are accessible; and studies reflect that properties along trails may be more desirable and may demand a higher property value.

A long trail, greenway or river/creek represents a recreational and tourism corridor and can offer new opportunities for your community. Visitors to these areas need services; they are looking for restaurants, lodging and sundry supplies. While these visitors are drawn to the natural element, they are also interested in welcoming communities that can make their journey a pleasant one.

The economic benefit to trail towns is well documented. Trails like the Great Allegheny Passage (135-mile section between McKeesport, PA to Cumberland, MD) documented a \$40 million impact on businesses in the counties through which it passes. Pine Creek Trail, a 62-mile trail in north central Pennsylvania determined the average daily expenditure of a trail user was \$30.36 and the impact from this trail in bordering trail communities in 2009 was \$3.6 Million. Other significant trails report similar findings.





Navigable river/creek corridors offer the same opportunities for nearby communities prepared to actively attract and welcome visitors. The 128-mile Schuylkill River Trail discovered in a 2009 study that its river recreational opportunities had a \$3.6 million impact on business in nearby communities.

The goal of a Trail Town is to be a welcoming stop where visitors can experience an authentic community with a strong heritage and a solid conservation ethic. To launch such a place, a core group of volunteers dedicated to a healthy downtown join together to craft a plan of action to ensure that their community will be in a

position to offer visitors the services and amenities of the river/creek and/or trail as recreation as well as a community which embraces conservation and sustainable development.

If done effectively, a Trail Town will reap the economic benefits of the growing eco-tourism market.

As stated in the ATA Trail Town guide, [www.atatrail.org](http://www.atatrail.org), a successful trail town plan is similar to the “Main Street Approach” and is composed of the following major elements:

- Organizing-
  - Through the work of Redbank Renaissance, the Redbank Valley Trails Association and the Borough of New Bethlehem, the New Bethlehem Trail Town project was well organized from the start.
  - The trail town plan focuses each organization's ability and combines the efforts of local businesses, non-profits, churches and community groups to strengthen and reinforce the goals of the project toward implementation.
- Design-
  - Trail town design capitalizes on a community's best assets- such as historic buildings, the traditional town mixed development and street grid layout, and the area's culture, and environmental features.
  - The plan proposes recommendations such as: a uniform sign system; reinforcing and improving connections between the trail, the business district, schools and the waterfront; creating community spaces for people; enhancements to street corridors for improved safety and access; and celebrating what makes New Bethlehem special.
- Economic Restructuring-
  - Economic restructuring finds new purposes for a town's enterprises by helping existing business expand, recruit and respond to an enhanced trail, tourism, and recreation market.
  - The trail town plan recommends improvements for information, services, trip packaging, and promotions to existing businesses and identifies service gaps within the local market.
- Promotion-
  - This element promotes the image of the trail town to potential prospects. Marketing the town's unique character to local residents, to businesses, investors, real estate firms, new businesses and visitors requires an on-going promotion strategy. The PA Wilds program can be of assistance.
  - The planning process included many business owner meetings, steering committee meetings and special focus group meetings to discuss strategies for economic enhancement. The plan recommends short and long-term approaches for promotion.





## CHAPTER 3: BECOMING A TRAIL TOWN

### TRAIL TOWN VISION AND STRATEGY

The trail town concept envisions a corridor of revitalized communities that reap the economic benefits of outdoor recreational-based tourism as part of a larger, coordinated approach to regional economic development. The long-term economic viability of participating communities is to be achieved through concentrated business development efforts that capitalize on the trail user market.

Trail towns embrace sustainable development practices, comprehensive community planning and cooperative marketing strategies to further the economic health of each community and enhance its connection to trails and other outdoor recreational opportunities.

The program follows a successful process first implemented in the communities along the Great Allegheny Passage. The economic development strategies launched there led to the opening or expansion of 55 businesses and 227 new jobs in six small rural communities. The economic impact from the trail in 2008 was documented at \$42 million in direct spending by trail users in these communities.

Creating a successful visitor destination is complex. If it were easy, the region would already be a world class destination. While there are currently many users of the outdoor recreational opportunities throughout Pennsylvania, there is limited public recognition in the small towns of the benefit of these users. The PA Wilds initiative is intended to help draw visitors to the region with branding and marketing. Beyond grant opportunities, the PA Wilds has staff people dedicated to helping small businesses, cooperative marketing, and design assistance. <http://www.pawildsresources.org>

We strive for sustainable communities, a community that is trying to grow the local economy in a socially acceptable manner without destroying the resources that benefit and attract residents, businesses and visitors. It is also about working toward a closed loop cycle where the better job one does to protect and restore the resource, the greater and more sustainable the economic growth. It is about maintaining the resources as fewer dollars are available. Finally, it is about creating the perception and brand that this is where value, recreational and historic experiences exist for both active and passive recreation and it is a good place for the right businesses too.

### COMMUNITIES AS VISITOR DESTINATIONS

A destination is a place where people are willing to travel to experience the resources because:

- The resource is recognized as being unique
- Prospective visitors believe the local communities welcome them
- The region is large enough to support the investment in facilities and amenities
- The trail is long enough to attract overnight visitors
- The local community embraces and welcomes the visitor market
- Local businesses understand the needs of the user groups (customers)
- Communities acknowledge the value of their local outdoor recreational resources and actively engage in planning for their protection and sustainability.





- User organizations are interested in creating events and competitions to draw users into the local communities
- The trail system, community hubs and gateways are integrated and designed to make travel easy, safe, alluring and interesting.

A destination is sustainable because it is able to cater to a mix of seasonal markets and users. Fortunately, the woodlands, riparian areas, wetlands, agricultural fields, scenic views and trails have multiple markets. Protecting these resources helps grow the market. Connections between resource and town make it easy for visitors to enjoy their choice of recreation as well as access services and amenities.

Not all communities are created equal. Community evaluations are made to understand strengths and weaknesses of each community and to prioritize where to invest time and energy first. Next, groups work together to create the right community character, access, infrastructure, services, amenities and facilities for targeted users and business mix. This will require both short- and long-term strategies.

Short-term strategies deal with signage, minor infrastructure, facilities, store fronts, community readiness, “going green” strategies, small events, and a regional place-based business plan with prioritized initiatives.

Longer term strategies deal with major infrastructure, business development and attraction, branding and major events. The goal is to create momentum in the short term with a clear vision for the future. This helps tourism and business development and attracts the interest of sponsors and funders.

### LAUNCHING A TRAIL TOWN

- 1. Use the Trail Town Community Matrix**  
Determine whether or not the community meets criteria to warrant designation as a Trail Town.
- 2. Present to municipal officials**  
Their engagement from the start is important, if not essential. The presentation to the municipal officials should be open to the public and outline the program and process.
- 3. Engage your community**  
Particularly engage the business community by hosting a community-wide meeting to discuss the value of the trail to economic development. Disseminate the economic impact studies for the Great Allegheny Passage, the C&O Canal Towpath, and other trail systems, including demographic information and raw numbers of visitors. Highlight the direct economic impact on business, if available.
- 4. Review existing information**
  - a. Review the inventory of existing and proposed trails, recreational facilities and opportunities, historic and cultural facilities, offerings and studies of the area.
  - b. Review existing economic development plans and strategies.
  - c. Collaborate with local municipality and designated community groups (chambers, merchants associations) in scheduling community outreach.
  - d. Identify existing businesses in trail town and gateway communities and related recreation and tourism businesses and assess status.
  - e. Synthesize trail status (funding and completion status, existing length and nearby attractions).
  - f. Develop descriptions of gateway/trail town community resources.





### 5. **Conduct a Needs Assessment**

The Needs Assessment is a survey to assist in producing a record and list of the gaps in service and connections with outdoor, specifically trail users. The process takes approximately 4-6 hours and actively engages community leaders, residents, trail users, municipal officials, business owners/operators, and experts in the fields of architecture, land use planning and economic development.

The Assessment process directs community goals, objectives and strategies based on the analysis that follows the activity. Those having participated in the Assessment follow the activity with a group debriefing and discussion of findings. Priority projects are determined and volunteer committees begin to take shape based on project interest.

The Trail Town Needs Assessment addresses issues of design, safety and access, business service gaps, trail and town amenities, marketing and sustainable, historic and environmentally conscious attitudes and programs in the community.

### 6. **Synthesize Assessment results and prioritize projects**

Immediately following the Assessment, synthesize results and outline priority projects in a community-wide debriefing. These projects become the foundation of the Trail Town Action Plan which will include a Business Attraction Strategy and an Economic Development Plan.

### 7. **Create the Action Plan**

The Action Plan will prioritize goals and propose strategies to obtain them. It includes projected timeframes, estimated budget costs and the parties responsible for completing the projects. It also includes possible financing sources to support the priority projects and other available tools. PA Wilds, the Great Allegheny Passage and other trail organizations can provide models and resources that will expedite the process.

### 8. **Form Committees to implement Action Plan**

At the Assessment debriefing and following the prioritization of projects, committees are formed to begin the implementation of the Action Plan.

Community contacts form the basis of the Trail Town Community Action Team (CAT) and act as a steering committee. This Action Team strengthens the planning process by identifying issues of local importance, assists in community outreach and policy recommendations. In the implementation phase that follows the Needs Assessment, the CAT assists in identifying potential funding sources to implement the program. The CAT should constantly strive to ensure broad public participation and meaningful involvement in the Needs Assessment process by residents and businesses.

### 9. **Community outreach and continued engagement**

The Action Team distributes the findings of the Assessment, the prioritized projects, committee structure and the initial action plan to community participants. The Trail Town CAT is encouraged to engage wide participation and to hold regular committee meetings to move the process forward. The consultant remains available for consultation as the committees meet and begin to map their process for implementation of their assigned projects.

### 10. **Participate in Regional Collaborative (Regional Action Team)**

Trail Town CAT members also serve as part of a regional Trail Town Regional Action Team that works regionally to address trail-wide issues, raise regional funding for trail town wide projects and aggressively assist in the marketing and sustainability of the trail. The Trail Town Regional Action Team meets quarterly. All community participants are also invited to participate in periodic Trail Town summits to address key issues/challenges such as Packaging; Marketing; Signage and Branding.



### 11. **End Result**

The end result of the Trail Towns process are engaged communities recognizing the economic engine offered through outdoor recreational tourism and a working structure for moving a Trail Town community plan forward. The communities are better connected to available outdoor resources, attract and welcome visitors more efficiently and effectively and position a business attraction and economic development strategy on a proven and growing market.



## CHAPTER 4: OVERVIEW OF NEW BETHLEHEM, PA

### A BRIEF HISTORY

In the early to mid-1800's, pioneer settlers began forming towns and villages in what is now Southern Clarion and Northern Armstrong Counties, land once inhabited by the Seneca Indians. The early settlers were mostly of Scotch, Irish and German nationalities. An early 1800's settler was Henry (Gum) Nolf, Jr. who operated a saw mill (1815), a grist mill (1830) and the first store. The village was first known as Guntown or Bethlehem, sometimes as the Christmas Village on the Seneca Trail, and then, when a Post Office was established in 1840, as New Bethlehem, to distinguish it from the eastern Pennsylvania town of the same name. New Bethlehem later became an early population and business center. In March 1853, the town of New Bethlehem was incorporated as a borough.

Lumbering was the first industry. Later, vast quantities of coal, iron, limestone, clay, gas and oil were mined from the surrounding hills. One of the largest lumber mills was built along the Red Bank Creek by Charles E. Andrews around the Civil War. His family also built several large fine homes along Penn Street and a bank, theater and department store on Broad St.

New Bethlehem became a banking center with the First National Bank in 1872 and the New Bethlehem Trust Company in 1895 which also housed an opera hall on the second floor.



Distilleries existed in New Bethlehem from 1840 to 1848, in 1860 through 1865, and later the New Bethlehem Brewing Company, until around the time of prohibition when the company was sold. A dairy operated in the building for some time. H.B. DeViney Company thereafter purchased the building. Local businessmen secured a government contract for the company to make peanut butter for the troops toward the end of World War II. It was later sold to J.M. Smuckers of PA which now produces natural peanut butter and peanut butter with jelly, honey and chocolate which is shipped overseas.



The Allegheny Valley railroad was built in 1873. The freight and passenger stations were located near the present location of the First United Bank on Wood Street and the Keck Building on Arch Street near the fire hall. There was also a rare private rail stop at the Andrews Estate property at 318 Penn Street on the side where the municipal parking lot is now located.

George Arblaster established the first pottery business, Pioneer Pottery, in the vicinity of Liberty and Penn Streets in New Bethlehem in 1875 which

continued until it was destroyed by fire in 1902. A cigar factory was opened in 1898 and employed 36 people. New Bethlehem also had a Window Glass Company which was completed in 1900 and was located between East Penn Street and the Penn Central Railroad. The Lower family built the New Bethlehem Tile Company in 1899 which produced the unique reddish brown patterned salt glazed hollow brick of which many buildings in the area are constructed. They also began a natural gas business.



## CHAPTER 4: OVERVIEW OF NEW BETHLEHEM, PA

A pay school was organized in New Bethlehem in 1828. An early one room frame building was built to educate the towns residents in about 1848. A more modern building was built in 1893 for all grades where the Presbyterian Church parking lot is now, eventually becoming the New Bethlehem High School until 1958 when the school on Broad Street was completed.

HISTORY SOURCE & IMAGES: *Redbank Renaissance, Inc.*, a main street style community revitalization group, [www.redbankren.org](http://www.redbankren.org). The site includes a community calendar. Redbank Valley Chamber of Commerce, [www.newbethlehemarea.com](http://www.newbethlehemarea.com). *History of Northwestern Pennsylvania*, by Joseph Riesenman, Jr., (Lewis Historical Publishing Company, Inc., New York 1943)



## ECONOMIC & COMMUNITY DATA

**New Bethlehem** is an incorporated place, located in [Clarion County](#) at latitude 41.002 and longitude -79.331 (The elevation is 1,076 feet. New Bethlehem appears on the **New Bethlehem** U.S. Geological Survey Map. **Clarion County** is in the Eastern Time zone (GMT -5).

New Bethlehem had a population of 1,057 with 575 housing units; a land area of 0.48 sq. miles and a **population density of 2,217.90 people per sq. mile** for Census 2000. [Updated Census Estimates](#) for all incorporated places in Pennsylvania.

### Demographics

As of 2010, New Bethlehem's population is 1,048 people. Since 2000, it has had a population growth of -0.95 percent.

The median home cost in New Bethlehem is \$94,350. Home appreciation the last year has been - 0.38 percent.

Compared to the rest of the country, New Bethlehem's cost of living is 15.90% lower than the U.S. average.

New Bethlehem public schools spend \$5,512 per student. The average school expenditure in the U.S. is \$5,678. There are about 14.2 students per teacher in New Bethlehem.

The unemployment rate in New Bethlehem is 8.40 %(U.S. avg. is 10.20%). Recent job growth is Negative. New Bethlehem jobs have decreased by 2.06 %.

People	New Bethlehem, PA	United States
<a href="#">Population</a>	1,048	306,877,652
<a href="#">Pop. Density</a>	2,197	87
<a href="#">Pop. Change</a>	-0.95%	9.00%
<a href="#">Median Age</a>	47.5	36.8
<a href="#">Households</a>	503	115,306,103
<a href="#">Household Size</a>	2.02	2.59
<a href="#">Male Population</a>	46.09%	49.34%
<a href="#">Female Population</a>	53.91%	50.66%
<a href="#">Married Population</a>	51.97%	57.41%
<a href="#">Single Population</a>	48.03%	42.59%



## CHAPTER 4: OVERVIEW OF NEW BETHLEHEM, PA

### Economics

Economy	New Bethlehem, PA	United States
<a href="#">Unemployment Rate</a>	8.40%	10.20%
<a href="#">Recent Job Growth</a>	-2.06%	-4.06%
<a href="#">Future Job Growth</a>	27.48%	21.68%
<a href="#">Sales Taxes</a>	6.00%	6.80%
<a href="#">Income Taxes</a>	3.57%	6.25%
<a href="#">Income per Cap.</a>	\$22,312	\$26,372
<a href="#">Household Income</a>	\$32,245	\$51,660
ESTIMATED HOUSEHOLDS BY HOUSEHOLD INCOME		
<a href="#">Income Less Than 15K</a>	22.27%	12.48%
<a href="#">Income between 15K and 25K</a>	16.90%	10.46%
<a href="#">Income between 25K and 35K</a>	15.11%	10.68%
<a href="#">Income between 35K and 50K</a>	15.51%	15.26%
<a href="#">Income between 50K and 75K</a>	17.10%	19.62%
<a href="#">Income between 75K and 100K</a>	4.57%	12.20%
<a href="#">Income between 100K and 150K</a>	5.37%	11.83%
<a href="#">Income between 150K and 250K</a>	1.79%	5.23%
<a href="#">Income between 250K and 500K</a>	0.99%	1.54%
<a href="#">Income greater than 500K</a>	0.40%	0.70%
POPULATION BY OCCUPATION		
<a href="#">Management, Business, and Financial Operations</a>	4.63%	13.70%
<a href="#">Professional and Related Occupations</a>	21.22%	20.28%
<a href="#">Service</a>	17.07%	14.73%
<a href="#">Sales and Office</a>	30.00%	26.66%
<a href="#">Farming, Fishing, and Forestry</a>	0.00%	0.74%
<a href="#">Construction, Extraction, and Maintenance</a>	9.02%	9.51%
<a href="#">Production, Transportation, and Material Moving</a>	18.05%	14.39%

The unemployment rate in New Bethlehem, PA, is 8.40%, with job growth of -2.06%. Future job growth over the next ten years is predicted to be 27.48%.

### New Bethlehem, PA Taxes

New Bethlehem, PA, sales tax rate is 6.00%. Income tax is 3.57%.

### New Bethlehem, PA Income and Salaries

The income per capita is \$22,312, which includes all adults and children. The median household income is \$32,245.



## CHAPTER 4: OVERVIEW OF NEW BETHLEHEM, PA



### Crime

Crime	New Bethlehem, PA	United States
<a href="#">Violent Crime</a>	3	4
<a href="#">Property Crime</a>	3	4

New Bethlehem, PA, violent crime, on a scale from 1 (low crime) to 10, is 3. Violent crime is composed of four offenses: murder and non-negligent manslaughter, forcible rape, robbery, and aggravated assault. The US average is 4.

New Bethlehem, PA, property crime, on a scale from 1 (low) to 10, is 3. Property crime includes the offenses of burglary, larceny-theft, motor vehicle theft, and arson. The object of the theft-type offenses is the taking of money or property, but there is no force or threat of force against the victims. The US average is 4.

### Housing

Housing	New Bethlehem, PA	United States
<a href="#">Median Home Age</a>	195	33
<a href="#">Median Home Cost</a>	\$94,350	\$183,450
<a href="#">Home Appreciation</a>	-0.38%	-5.21%
<a href="#">Homes Owned</a>	49.00%	60.14%
<a href="#">Housing Vacant</a>	15.89%	10.50%
<a href="#">Homes Rented</a>	35.12%	29.36%
<a href="#">Property Tax Rate</a>	\$12.18	\$11.20
<b>OWNER-OCCUPIED HOUSING UNITS BY VALUE</b>		
<a href="#">Less Than \$20,000</a>	1.02%	2.71%
<a href="#">\$20,000 to \$39,999</a>	3.75%	3.86%
<a href="#">\$40,000 to \$59,999</a>	9.90%	5.09%
<a href="#">\$60,000 to \$79,999</a>	15.02%	6.10%
<a href="#">\$80,000 to \$99,999</a>	20.82%	7.33%
<a href="#">\$100,000 to \$149,999</a>	33.45%	18.53%
<a href="#">\$150,000 to \$199,999</a>	10.58%	14.38%
<a href="#">\$200,000 to \$299,999</a>	4.10%	17.52%
<a href="#">\$300,000 to \$399,999</a>	1.37%	9.26%
<a href="#">\$400,000 to \$499,999</a>	0.00%	5.11%
<a href="#">\$500,000 to \$749,999</a>	0.00%	5.76%
<a href="#">\$1,000,000 or more</a>	0.00%	2.07%
<b>HOUSING UNITS BY YEAR STRUCTURE BUILT</b>		
<a href="#">1999 to October 2005</a>	7.36%	15.21%
<a href="#">1995 to 1998</a>	0.33%	6.33%
<a href="#">1990 to 1994</a>	0.67%	6.29%
<a href="#">1980 to 1989</a>	8.36%	14.11%
<a href="#">1970 to 1979</a>	3.68%	16.14%
<a href="#">1960 to 1969</a>	3.85%	12.04%
<a href="#">1950 to 1959</a>	9.53%	10.80%
<a href="#">1940 to 1949</a>	12.54%	6.21%
<a href="#">1939 or Earlier</a>	53.68%	12.87%



## CHAPTER 4: OVERVIEW OF NEW BETHLEHEM, PA

### Cost of Living

Cost of living	New Bethlehem, PA	United States
<a href="#">Overall</a>	84	100
<a href="#">Food</a>	100	100
<a href="#">Utilities</a>	113	100
<a href="#">Miscellaneous</a>	101	100

Cost of living indices are based on a US average of 100. An amount below 100 means New Bethlehem, PA is cheaper than the US average. A cost of living index above 100 means New Bethlehem, PA is more expensive.

Overall, New Bethlehem, PA cost of living is 84.10.

### Transportation

Transportation	New Bethlehem, PA	United States
<a href="#">Commute Time</a>	24.5	27.8
COMMUTE MODE		
<a href="#">Auto (alone)</a>	71.74%	76.33%
<a href="#">Carpool</a>	8.85%	12.15%
<a href="#">Mass Transit</a>	0.49%	4.44%
<a href="#">Work at Home</a>	5.16%	3.33%
COMMUTE TIME TO WORK		
<a href="#">Commute Less Than 15 min.</a>	45.85%	28.88%
<a href="#">Commute 15 to 29 min.</a>	20.21%	36.09%
<a href="#">Commute 30 to 44 min.</a>	20.73%	19.38%
<a href="#">Commute 45 to 59 min.</a>	3.89%	7.59%
<a href="#">Commute greater than 60 min.</a>	9.33%	8.06%

The average one-way commute in New Bethlehem, PA, takes 25 minutes. 72% of commuters drive their own car alone. 9% carpool with others. 0% take mass transit and 5% work from home.

### Climate

Climate	New Bethlehem, PA	United States
<a href="#">Rainfall (in.)</a>	43.6	36.5
<a href="#">Snowfall (in.)</a>	42.6	25
<a href="#">Precipitation Days</a>	157	100
<a href="#">Sunny Days</a>	160	205
<a href="#">Avg. July High</a>	82	86.5
<a href="#">Avg. Jan. Low</a>	15.2	20.5
<a href="#">Comfort Index (higher=better)</a>	54	44
<a href="#">UV Index</a>	3.7	4.3
<a href="#">Elevation ft.</a>	1,275	1,060

New Bethlehem, PA, gets 44 inches of rain per year. The US average is 37. Snowfall is 43 inches. The average US city gets 25 inches of snow per year. The number of days with any measurable precipitation is 157.



On average, there are 160 sunny days per year in New Bethlehem, PA. The July high is around 82 degrees. The January low is 15. Our comfort index, which is based on humidity during the hot months, is a 54 out of 100, where higher is more comfortable. The US average on the comfort index is 44.

### Health and Environment

	New Bethlehem, PA	United States
<a href="#">Air Quality (100=best)</a>	89	82.8
<a href="#">Water Quality (100=best)</a>	86	55
<a href="#">Superfund Sites (100=best)</a>	94	71
<a href="#">Physicians per 100k</a>	131.2	220.5

There are 131 physicians per 100,000 population in New Bethlehem, PA. The US average is 221.

### New Bethlehem, PA Health Index

Air quality in New Bethlehem, PA is 89 on a scale to 100 (higher is better). This is based on ozone alert days and number of pollutants in the air, as reported by the EPA.

Water quality in New Bethlehem, PA is 86 on a scale to 100 (higher is better). The EPA has a complex method of measuring watershed quality using 15 indicators.

Superfund index is 94 on a scale to 100 (higher is better). This is upon the number and impact of EPA Superfund pollution sites in the county, including spending on the cleanup efforts.

### TARGET MARKET—POPULATION WITHIN 90 MILES

Within a 90-mile target market (the time it takes to drive approximately 2-3 hrs for a day trip adventure), and according to the 2000 national census, there are 4.3 million persons within Western Pennsylvania. Additionally, in the State of Ohio, there are over 600,000 persons within the 90 mile market.

*Refer to Appendix for 90 mile travel distance from Pennsylvania and Ohio.*



## CHAPTER 5: BUSINESS ATTRACTION PROGRAM



### PROGRAM OVERVIEW

A Trail Town business attraction program is designed to assist the local real estate community in marketing vacant and available properties in a Trail Town's business district or located within a reasonable distance from the trail or creek. The other goal of the program is to improve and expand existing businesses.

#### Program Objectives

- Support the community, municipality and current property owners by marketing key businesses for sale or lease in New Bethlehem's business district or within a reasonable distance from trail or creek.
- Provide opportunities for new businesses and merchants looking for additional locations to readily find available space in New Bethlehem.
- Reduce the number of vacant and underutilized buildings in New Bethlehem.
- Expand the opportunity to bring in businesses to better serve New Bethlehem, enhance the business mix, and revitalize the business district
- Engage the real estate community in the leasing, sales and promotion of business district properties.
- Facilitate expansions (in services, products, or real estate) among existing businesses in New Bethlehem.





## Action Plan

Once the Trail Town Needs Assessment has been completed, the Trail Town Action Team can begin to implement the **Business Attraction Program**. Assisting existing businesses to understand the market and consider expanding specific product lines to address that market is an important consideration and should be addressed in the early stages of implementation.

**In New Bethlehem, a main street-style program already exists** and leveraging the committee structure already in place is preferred rather than creating new committees. All of the committees now participating in the main street program should understand and **engage in the Trail Town Action Team** to some extent. The Trail Town Action plan can be developed under the direction of its **Economic Restructuring Committee**, but it may expand to encompass trail organization members as well.

**Trail Town information (particularly the economic impact studies) should be made available to the real estate community.** A chart from the national Rails-to-Trails organization outlines some of the studies available on the economic impact of trails throughout the area.

## COMPARISON DATA

### Trail User Comparison Chart

Trail, state and date of survey report	Total respondents	Survey distribution method	Local/non-local	Majority reason for using the Trail	Age of majority of respondents	Average \$ amount spent on soft goods by trail user	% purchasing soft goods	Annual # of total user visits	Annual soft goods total	Resources
Ghost Town Trail, Pa., 2009	441	self-selecting, return mail	65% local 35% non-local	Health	46-65	\$13.62	72%	75,600	\$741,364	Ghost Town Trail 2009 User Survey and Economic Analysis; Rails-to-Trails Conservancy.
Pine Creek Rail Trail, Pa., 2006	1049	self-selecting, return mail	31% local 69% non-local	recreation	56-65	\$30.30	86%	138,227	\$3,601,919	Pine Creek Rail Trail 2006 User Survey and Economic Analysis; Rails-to-Trails Conservancy.
Perkiomen Trail, Pa., 2008	694	self-selecting, return mail	76% local 24% non-local	health	46-55	\$11.09	53%	397,814	\$2,338,231	Perkiomen Trail 2008 User Survey and Economic Analysis; Rails to Trails Conservancy.
Schuylkill River Trail, Pa., 2009	1223	self-selecting, return mail	80% local 20% non-local	health	46-55	\$9.07	50%	800,000	\$3,628,000	Schuylkill River Trail 2009 User Survey and Economic Analysis; Rails to Trails Conservancy.
Heritage Rail Trail County Park, Pa., 2007	220	self-selecting, return mail & drop off	73% local 27% non-local	health	56-65	\$12.86	79%	394,823	\$4,011,165	Heritage Rail Trail County Park 2007 User Survey and Economic Impact Analysis; Carl Knoch, York County Rail-Trail Authority.
Oil Heritage Region Trail System, Pa., 2006	261	self-selecting	73% local 27% non-local	health	46-55	\$3.71 local / \$32.93 non-local (includes lodging/camping)	NA	160,792	\$4,308,229	Trail Utilization Study: Analysis of the Trail Systems Within the Oil Heritage Region; Allegheny Valley Trails Association, 2006.
Lower Trail, Pa., 2007	485	self-selecting	94% local 6% non-local	health	56-65	\$27.21 (included gasoline costs & trail donations)	NA	NA	NA	Trail User Survey Report, The Lower Trail; Rails to Trails of Central Pennsylvania, 2008.
Great Allegheny Passage, Pa./Md., 2009	1272	intercepts	69% local 31% non-local	health	45-54	\$13.00	67%	NA	NA	2008 Trail Town Economic Impact Study (Phase II: Trail User Survey), Progress Fund and Laurel Highlands Visitor Bureau; 2009.
Torrey C. Brown Trail, Md., (formerly the NCR Trail), 2005	767	self-selecting	96% local 4% non-local	health	46-55	\$9.14	72%	800,000	\$5,264,640	NCR Trail 2004 User Survey and Economic Impact Analysis; Trail Facts, Maryland Department of Natural Resources, 2004.
Virginia Creeper Trail, Va., 2004	1036	intercept	47% local 53% non-local	health	46-55	\$19.20 (based on total \$ amount); \$2.00 (based only on local users)	NA	130,172	\$2,500,000	The Virginia Creeper Trail: An Assessment of User Demographics, Preferences, and Economics; Virginia Dept. of Conservation, 2004.
Washington & Old Dominion Railroad Regional Park, Va., 2004	1426	intercept	95% local 5% non-local	health	46-55	\$4.11	NA	1,707,353	\$7,000,000	The Washington & Old Dominion Trail: An Assessment of User Demographics, Preferences, and Economics; Virginia Dept. of Conservation, 2004.
Genesee Valley Trail, N.Y., 2009	233	self-selecting, return mail	92% local 8% non-local	health	46-55	\$10.83	31%	NA	NA	Preliminary Results for the 2008 Trail User Survey, New York State Office of Parks, Recreation and Historic Preservation, February 2009.
North & South County Trail, N.Y., 2009	257	self-selecting, return mail	95% local 5% non-local	health	46-55	\$10.31	25%	NA	NA	Preliminary Results for the 2008 Trail User Survey, New York State Office of Parks, Recreation and Historic Preservation, February 2009.
East Bay Bicycle Path, R.I., 2002	244	intercept & mail	NA			NA	80%	NA	NA	2002 Bicycle Transportation User Survey; Developing Inter-modal Connections for The 21st Century, U. of R.I. and R.I. DOT for U. of R.I. Transportation Center, 2004.
William C. O'Neil Bike Path, R.I. (formerly South County Trail), 2002	141	intercept & mail	NA			NA	84%	NA	NA	2002 Bicycle Transportation User Survey; Developing Inter-modal Connections for The 21st Century, U. of R.I. and R.I. DOT for U. of R.I. Transportation Center, 2004.



Trail Towns programming actually first launched 4 ½ years ago in the communities that border the Great Allegheny Passage rail trail, a 135 mile trail from McKeesport, just outside Pittsburgh to Cumberland, Maryland. In Cumberland, the trail joins with the C & O Canal Towpath and traverses another 185 miles to Washington D.C.

Since the Trail Towns launch, close to 60 businesses have started or expanded, creating 250 plus jobs in six small Pennsylvania communities. The investors in these businesses often first discovered the opportunities in the towns while riding the trail. Since the typical rail trail user is of the baby boomer generation, there is a significant number nearing retirement age; looking for a possible second vacation/ weekend home, a more rural setting for retirement or an opportunity for the long considered retirement business. Within the Great Allegheny Passage Trail Towns, several new and successful businesses fit that profile.

*A retired Naval officer and his wife, a retired school teacher, fell in love with Confluence, PA while using the Great Allegheny Passage. They sold their home in Arlington, Virginia and purchased a home in Confluence. The next summer they purchased and renovated a large commercial building and now operate a repair and bike shop; offices for professional services are presently busy restoring the top floor for apartments. Their brother and his wife followed a year later and are now also settled in Confluence.*

*A marketing director of a non-profit in Pittsburgh, discovered the Levi Deal Mansion B & B in Meyersdale. Her husband still commutes to his job in DC, but they operate the Mansion as a successful B & B on the Great Allegheny Passage. This particular business had previously been owned and originally restored by a couple from Baltimore.*

*A retired teacher in West Newton partnered with a local man who had been downsized out of job and together they turned a local convenience store into a restaurant, outdoor patio café, and bar. The Trailside in West Newton is one of the most popular stops along the trail and has expanded three times in five years.*

*The operator of a successful retail imported glassware business just outside of Pittsburgh, moved with her husband (retired) three years ago to Connellsville to operate a fine glassware boutique and B & B in a now fully restored building near the trail.*

*Confluence, a town of 754 full time residents now encourages visitors to remain overnight with 13 Bed & Breakfasts, dozens of guest houses and longer term vacation rentals. Several of the latter became available when local residents purchased older homes and restored them for rental properties. The community, which at one time printed t-shirts NO BIKERS, now is so welcoming that on busy weekends several have been known to offer guest rooms in their own homes to stranded visitors.*

The real estate community should be made aware of the typical trail user demographic as verified in multiple studies. (see [www.gaptrail.org](http://www.gaptrail.org) for several studies of the Great Allegheny Passage.) A sample from the typical trail user demographic is listed below:

- The majority of trail users are 35 and older; with a significant percentage 45-54 and up.
- The typical trail user traveling 50 or more miles will spend twice as much as the trail user traveling less than 50 miles.
- The household income levels of overnight trail users are significantly higher than average with 34.8% over \$100K.
- The average expenditure of an overnight trail user is \$98; day trippers on average spend \$13/ day.





There is also significant data on visitor spending in Pennsylvania. A 2010 study through VisitPA (the state tourism department) documented the following:

Total Visitor Spending	\$31.1 billion
-Leisure travelers	\$26 billion
-Business travelers	\$5 billion

Total Jobs Supported 433,000

Pennsylvania State Parks Visitors Impact

33.6 million visitors in 2010

-Visitors spent \$738 million visiting PA state parks in 2010

Outdoor recreation contributes \$730 Billion each year to the US economy, supporting 6.5 million jobs.

The number of Americans who participate in outdoor recreation activities:

Wildlife Viewing	66 million
Bicycling	60 million
Trails	56 million
Camping	45 million
Fishing	33 million
Paddling	24 million
Snow sports	16 million
Hunting	13 million

Economic Effects of River Recreation

Upper Delaware	232,600 visits; \$13.4 million
New River Gorge	100,000 visits; \$2.6 million
Delaware Water Gap	135,400 visits; \$6.9 million

Outdoor Industry Foundation Study, 2006

- More Americans camp than play basketball
- The number of Americans who bicycle is double the population of Canada
- More Americans paddle (kayak, canoe, raft) than play soccer.
- Participants in snow-based recreation are more than double the combined annual attendance for NASCAR's two premier events.
- Active outdoor recreation employs FIVE times more Americans than Wal-mart, the world's largest private employer.

There is also significant information available about the value of properties located next to or near trails.

- Manon Trail, Indiana homes within ½ mile of the trail sold for 14% more than comparable homes in the area.
- Pinellas Trail, Florida. The median home sales prices adjacent to the trail escalate faster than county wide.

When trail systems were exploding around the state, a major concern heard from landowners was the possibility of an increase in crime. This has not proven to be the case and in fact studies have shown trails act as a deterrent to criminal activities.



- A study in Florida conducted by the Renaissance Planning Group concluded that trails acted as a deterrent on crime.
- The Rails to Trails Conservancy studies crime statistics from 372 trails of diverse length and type and found that the five million users on these trails reported crimes significantly below the national level.
- The 2010 PA Wilds “Making an Impact” report on the initiative details tourism statistics and the impact of initiatives on businesses, including the signage grant program in which Redbank Renaissance has already been successful, and the Artisan Development initiative which could be of benefit to New Bethlehem area artists.

The New Bethlehem Trail Town Action Team should also consider **partnering with the real estate community and Clarion University’s Small Business Development Center** to offer workshops specific to businesses. Perhaps a workshop for business owners on Exit Strategies: Buying and Selling Businesses or Financing your Small Business or Marketing to Outdoor Recreational Users.

### PROGRAM TACTICS

Tactics that have been recommended to New Bethlehem and have proved successful in other trail towns include:

#### Research

- Inventory available buildings in New Bethlehem and determine which are best suited to fill existing service gaps. Market to targeted business clusters to address those service gaps. For example: if a building would be a suitable B & B and is an attractive older structure in relatively good condition, consider marketing in [www.historicproperties.com](http://www.historicproperties.com). Another approach would be to join a B & B Association and advertise through their services.
- Know the market. Research industry trends in hospitality services: B & B’s and boutique lodging; local foods and “green” products; social media and how visitors are accessing information (smartphone QR codes).
- Review on-line research and trends : PA Restaurant Association ([www.parestaurant.org](http://www.parestaurant.org)); National Restaurant Association ([www.restaurant.org](http://www.restaurant.org)) ; National Association of Recreation Resource Planners ([www.narrp.org](http://www.narrp.org)); American Bed & Breakfast Association ([www.abba.com](http://www.abba.com)); Pennsylvania Bed and Breakfast and Lodging Association ([www.painns.com](http://www.painns.com)); Pennsylvania Bed and Breakfast Associations ([www.pavisnet.com/bedandbreakfastassociations](http://www.pavisnet.com/bedandbreakfastassociations)); American Canoe Association ([www.americancanoe.org](http://www.americancanoe.org)).

### LOOPNET

[www.loopnet.net](http://www.loopnet.net)

Considered one of the top commercial real estate online marketing vehicles, Loopnet lists \$450 billion of properties for sale; 6.7 billion square feet of properties for lease and has 4 million members since 1995. With 1.5 million average monthly unique visitors, Loopnet is the most heavily trafficked commercial real estate web site on the internet. Properties can be listed under the community’s name and email alerts will update you when someone is interested in more information. The number of views of the site is quantified so you can determine which properties are viewed most often.

There is a monthly fee for participating in this site but it is reasonable and up to 10 properties can be listed each month under one fee. Loopnet personnel will work with you to ensure the property information that is entered is the most advantageous to attract views.



### Public Outreach

- Demonstrate to the community that attention is being paid to vacant properties through public meetings, articles in newspapers and an annual meeting.
- Host an annual meeting of a select target audience in a convenient location. At this meeting, review opportunities to earn a good return on investment within the Trail Town region, explain Keystone Enterprise/Innovation Zones (do not assume everyone related to real estate understands the benefits). Suggested target audience should include developers, contractors and architects. The latter two groups will often become your best source for referrals.
- Key New Bethlehem personnel should consider joining regional and national real estate associations. You can attend the meetings (often in Pittsburgh) such as NAIOP (National Association of Industrial and Office Properties) and mingle with bankers, contractors, architects and developers. Appoint someone on the action team to be your “ambassador”; to gather names and make contacts. These names are captured in your “real estate contacts” list and sent targeted updates on available properties (consider a postcard).
- Host a Business Opportunities Event(s) in one of the vacant properties for real estate agents, brokers, related business owners, entrepreneurs, and developers.
- Through the Renaissance and Chamber newsletters, continue the public relations campaign to raise the visibility of New Bethlehem as a trail town and the growing outdoor recreational market opportunities.

### Education

- Volunteer to speak about the emerging trend in outdoor recreation in small towns in PA (regional NAIOP, Pittsburgh downtown rotary club, chamber of commerce). Do this selectively and to larger groups or you will wear out quickly.

### Marketing

- Launch a central online platform carried on the Redbank Renaissance web site, listing applicable vacant and available commercial properties within the business district. (sample layout is located in Appendix B)
- Market the available properties through well designed posters to create visual interest on the streets and attract the attention of potential investors, directing them to the web site.
- Create PDF versions of commercial real estate promotion sheets and business opportunities (*perfect location for a small deli specializing in local products and fresh food.....*). These can be downloaded from a web site to minimize printing costs.
- Market the online platform on the web site and drive traffic to the site through appropriate and targeted advertisements, direct sales calls on existing trail-related businesses in other communities, postcards to designated lists of known realtors and developers, dedicated column in the Renaissance newsletter. Regular updating of web site information to ensure valid, targeted information.

## HISTORIC PROPERTIES

[www.historicproperties.com](http://www.historicproperties.com)

On online resource for buying and selling historic real estate, HistoricProperties.com was conceived in order to market older homes, both residential and commercial. From complete turn-key operations to complete renovations, the web site offers older buildings for sale. The real estate does not have to be designated historic but must be at least 50 years old for sale. The web site was created by two women from the region and over the last several years has grown exponentially in popularity and success. It is reasonably priced and multiple properties can be listed. This resource is attractive for B & B listings.

For more information, contact  
Sharon@historicproperties.com 888-507-0501  
P.O. Box 9191, Savannah, Georgia 31412





## CHAPTER 5: BUSINESS ATTRACTION PROGRAM

### EXAMPLE OF COMMERCIAL AND REAL ESTATE PROMOTION SHEET for New Bethlehem



357 Broad – Mattress shop or Bike shop  
with B & B or vacation rental units above?



Above: 234 Broad. Possible Artist/rental/B & B



Lower level retail, art co-op, coffee shop/café  
with outdoor seating apparent from the trail.  
Upper level vacation rentals.



**Example** redevelopment along GAP trail in  
Rockwood, PA- historic opera house con-  
verted to shops, theater & food vendor.



**Example** redevelopment- Bicycle shop &  
sales, and B & B along GAP trail in Rock-  
wood, PA



Mixed use opportunity?



- Create a self-guided tour of the historic buildings and sites in the community to encourage traffic through town.
- Market available properties through LoopNet and [www.historicproperties.com](http://www.historicproperties.com). Both are low cost, effective real estate marketing web sites.

### BUSINESS RESOURCES AND OPPORTUNITIES

#### ***SMALL BUSINESS RESOURCES***

##### ***Federal Resources***

Small Business Administration- Pittsburgh District Office  
411 Seventh Avenue, Suite 1450  
412-395-6560  
[www.sba.gov](http://www.sba.gov)

##### ***US Department of Agriculture***

USDA works with private sector and community-based organizations to provide financial assistance and business planning in rural areas to create or preserve quality jobs and promote a clean rural environment in under-served areas. Recipients include individuals, corporations, partnerships, cooperatives, public bodies, nonprofit corporations, Indian tribes, and private companies. [www.usda.gov](http://www.usda.gov)

##### ***Private Financing***

Clarion County Community Bank	333 West Main Street Clarion, PA 16214 814-226-6000	
Clarion County Community Bank	308 Broad Street New Bethlehem, PA 16242 814-275-1806	
Clarion County Community Bank	8592 Main Street Rimersburg, PA 1624 814-473-3000	
Community First Bank	Clarion Office 601 Main Street Clarion, PA 16214 814-227-2010	
Farmers National Bank	263 Main Street Brookville, PA 15825 814-849-8363	
Farmers National Bank	433 Kelly's Way East Brady, PA 16028 724-526-5793	
First United National Bank	224 Wood Street New Bethlehem, PA 16242 814-275-2200	
Northwest Savings	730 Main Street Clarion, PA 16214 814-226-7873	



## CHAPTER 5: BUSINESS ATTRACTION PROGRAM

Northwest Savings	301 Broad Street New Bethlehem, PA 16242 814-275-3421	
Northwest Savings	629 Main Street P.O. Box A Rimersburg, PA 16248 814-473-3131	
PNC Bank, Clarion Branch	551 Main Street Clarion, PA 16214 814-226-6800	
S & T Bank	628 Broad Street New Bethlehem, PA 814-275-1750	
<b><i>Private Financing – Pittsburgh contacts</i></b>		
Allegheny Valley Bank	412-781-0318	
Dollar Bank	Bob Vernick 412-261-7515	
Enterprise Bank	412-487-6048	
ESB Bank	Brian Hulme 724-758-5584	
Fidelity Bank	Michael Mooney 412-367-3300	
First Commonwealth	Debbie Takach 724-926-1314	
First Federal Savings Bank	724-684-6800	
First National Bank	800-555-5455	
Next Tier Bank	877-932-2262	
Parkvale Bank	Chris Trombetta 412-373-7200	
PNC Bank	David Kraft 412-762-0175	



## STATE RESOURCES

### Pennsylvania Department of Community and Economic Development (DCED)

[www.newpa.com](http://www.newpa.com) (Funding and Program Finder)

The goal of the Department of Community and Economic Development (DCED) is to foster opportunities for businesses and communities to succeed and thrive in a global economy, thereby enabling Pennsylvanians to achieve a superior quality of life. Pennsylvania wants business to prosper. Because of that, DCED and the Commonwealth offer business assistance to help organizations fund their projects or start a business, find a location, expand their business, or stay in Pennsylvania. DCED offers a variety of business financing programs. For details visit [www.newpa.com](http://www.newpa.com) or 1-800 379-7448.

### State-Accredited Community Development Financial Institutions (CDFI)

**These organizations focus on providing funding to an array of small business situations**

Bridgeway Capital

707 Grant Street, Suite 1920  
Pittsburgh, PA 15219  
412-201-2450  
[www.bridgewaycapital.org](http://www.bridgewaycapital.org)

Counties: Allegheny, Armstrong, Beaver, Butler, Clarion, Crawford, Erie, Fayette, Greene, Indiana, Lawrence, Mercer, Washington, Westmoreland,

### *Area Loan Organizations (ALOs)*

*These organizations work closely with the state Department of Community and Economic Development on lending programs and may have funding separate from DCED.*

Northwest Pennsylvania Regional Planning and Development Commission (NWPRPDC)

895 Seneca Street, P.O. Box 1127  
Oil City, PA 16301  
814-677-4800

Counties: Erie, Warren, Crawford, Mercer, Lawrence, Venango, Forest, Clarion

### *Pennsylvania Small Business Development Centers (SBDC)*

*They can provide insight on changing business management or restructuring needs based on the changing economy. May also be familiar with local funding sources and/or targeted industry programs/funding.*

Clarion University SBDC

330 North Point Drive, Suite 110  
Clarion, PA 16214  
814-393-2060  
[www.clarion.edu/sbdc](http://www.clarion.edu/sbdc)

Counties: Armstrong, Cameron, Clarion, Clearfield, Forest, Elk, Jefferson, McKean, Potter, Venango

Lock Haven SBDC

301 West Church Street-East Campus  
Lock Haven, PA 17745  
570-484-2589  
[www.lhup.edu/sbdc](http://www.lhup.edu/sbdc)

Counties: Clarion, Lycoming





## CHAPTER 5: BUSINESS ATTRACTION PROGRAM

### *Local Development Districts in Appalachia (LDD)*

*The Appalachian region of Pennsylvania has LDD regions that may have business development loans available to small business. Many of the LDDs double as Area Loan Organizations.*

Northwest Pennsylvania Regional Planning and Development Commission	395 Seneca Street, P.O. Box 1127 Oil City, PA 16301 814-677-4800	Counties: Clarion, Crawford, Erie, Forest, Lawrence, Mercer, Venango, Warren
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### *Destination Marketing Organizations (DMOs)*

*These organizations work with tourism industry companies (i.e. lodging facilities, attractions, restaurants, heritage areas, tour guides, museums, etc.) by providing tourism marketing support as part of the membership benefits of the DMO.*

Pennsylvania's Great Outdoors Visitors Bureau	175 Main Street Brookville, PA 15825 814-849-5197 800-348-9393 <a href="http://www.visitpago.com">www.visitpago.com</a>	Counties: Clarion, Cameron, Elk, Forest, Jefferson, Northwest
Ta Brant, Director PA Wilds Initiative tbrant@pawilds.com	12 County Regional Marketing Initiative <a href="http://www.pawildsresources.org/">http://www.pawildsresources.org/</a>	

### *Sustainable Energy Fund*

*This loan program is for new or retrofit energy-related projects to established commercial, industrial, municipal, and nonprofit entities. Types of energy-related projects can include building envelope improvements (e.g. windows, doors and insulation), lighting systems and lighting controls, energy control systems, power factor improvements, motors, HVAC, geothermal, and renewable energy systems.*

Sustainable Energy Fund	968 Postal Road, Suite 315 Allentown, PA 18109 610-264-4440 The SEF@The SEF.org	
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### *Clarion County Economic Development Corporation*

*The Clarion County Economic Development Corporation is a 501(c) 3 charitable non-profit membership organization. Its mission is to work with existing and prospective wealth generating companies to create and keep family sustaining jobs in Clarion County. The Clarion County Economic Development Corporation assists businesses in securing financing, locating sites and workforce development opportunities*

Clarion County Economic Development Corporation	21 North 6 <sup>th</sup> Avenue Clarion, PA 16214 814-226-9045 info@callclarionpa.com	
Summerville Brothers Economic Development Fund A fund to finance business start-ups and expansions in Rimersburg Borough, Sligo Borough, Madison township (Clarion County) or Toby Twp.	Apply through the Clarion County Economic Development Corporation. Loans up to \$50,000 or 50% of total project	



**For a list of New Bethlehem Available Buildings  
Refer to Appendix B**



## CHAPTER 6: NEEDS ASSESSMENT RESULTS

The New Bethlehem Needs Assessment was conducted on Saturday, January 22, 2011. The survey was also posted on the New Bethlehem web site and a total of sixty-eight (68) surveys were completed.

The Needs Assessment was organized into the following sections:

- Business Checklist
  - Overall Impressions
  - Accommodating to visitors– Business Signs
  - Food
  - Trail & River-Related - Lodging
  - Amenities
  - Promotions
- Design Checklist
  - Town & Storefront
  - Buildings & Parking
  - Clean & Green
  - Access Areas – Signage
  - Access Areas – Parking Lots
  - Access Areas – Amenities
- Traffic & Access
  - General Access - Signage
  - General Access - Safety
  - General Access – Parking
- Survey Comments

A tabulation of the results of the New Bethlehem Needs Assessment is included in the Appendix D. The results directed the work of the Action Plan.

### FINDINGS

1. In general, the overall impression of cleanliness and safety in New Bethlehem was positive. 98% feel safe walking through New Bethlehem and a majority felt the sidewalks are kept clean and the buildings are in decent repair.
2. While businesses are not always open on Sundays, this was not perceived as a problem for many residents. Hours of operation are posted sporadically and a majority did not feel businesses either promoted to visitors, cross-promoted with other businesses or offered special incentives to increase sales. Respondents were almost equally divided as to whether storekeepers were friendly and welcoming. Respondents were also divided as to the cleanliness of stores and windows.
3. There appear to be few publicly accessible restrooms; no bike storage; limited shipping (sending purchased items and gifts) and limited public access to water available in the business district.
4. Gaps in services include: coffee house; restaurant with liquor service; ice cream (half said there was one; the other half said none existed); informal café with wait staff; restaurants with outdoor seating; bike rental and repair; kayak rental; boat dock or marina; and lodging.



5. New Bethlehem appears to have quite a few amenities attractive to visitors: ATM; library with free wi-fi, drug store, convenience stores; gas and service stations; picnic areas and green spaces; laundromat; emergency medical.
6. There are very few special events connected to either creek activities or bike activities (other than the Peanut Butter Festival) and apparently no town-to- town promotional activities.
7. Although considered safe and in relatively clean condition, close to 75% felt the town was not distinctive or special and 83% felt New Bethlehem appeared to be economically unhealthy.
8. Although there is not a graffiti problem in town and 61% felt the buildings were in generally good condition; 71% felt that historic buildings were not restored nor recognized and 67% stated there was not building code enforcement.
9. Although there are enough green spaces in town including parks, a majority felt street trees were not used effectively and 73% felt there were not enough benches in town.
10. There appears to be no recycling in town but enough trash receptacles.
11. Signage is considered either limited or non-existent across all categories including gateway, information, directional, share the road, visitor information, maps, vehicular, bike and creek.
12. Parking is readily available but not adequately sized for boat trailers.

# CHAPTER 7: TRAIL TOWN ACTION PLAN



## RECOMMENDATIONS

Based on the findings of the Needs Assessment, the following recommendations have been created to implement the trail town concept.

### **Recommendation 1:**

Create a New Bethlehem Trail Town Action Team to address priorities as determined through the Needs Assessment. Meetings should be open and the Action Team can expand to include others as needed. The engagement of the community as a whole is essential and a communication process to do so should be an early initiative.

### **Recommendation 2:**

Address Signage Issues both on and off the trail. Create a signage committee to inventory existing signage; review models from other trails (the Great Allegheny Passage Sign Guidelines are available at [www.gaptrail.org](http://www.gaptrail.org); the PA Wilds Design Guide at <http://www.pawildsresources.org/>); offer recommendations for signage to the Trail Town Action Team. Develop a funding plan; and determine sign standards.

Signs to be considered:

- Gateway portals on either end of town
- Share the road signs through town
- Creek access points
- Vehicular access to parking and trail head
- Trail user access to town (directional and wayfinding)
- Business directory with map and services (at trail head)
- Visitor information on the town (at the service stations; other visitor access points)

### **Recommendation 3:**

Engage the business community in the Trail Town process and educate on the value of the market. Consider a hospitality workshop. Develop a funding strategy to assist in the purchase and installation of bike racks throughout town.

Engage businesses in consideration of expansion of services to address gaps (i.e. could a restaurant open an ice cream parlor or offer outdoor seating? Deli sandwiches to eat in the park along the creek? Can the auto repair shop repair bikes?)

### **Recommendation 4:**

Market available and vacant properties through website and support with collateral material (posters/flyers/postcards). Engage the real estate community in the value of the trail/creek users as potential investors in the community.

Target potential industries to fill specific gaps: B & B's; coffee shops; ice cream vendors; café with wait staff.

### **Recommendation 5:**

Develop an on-going and consistent communications process throughout the community and region about the trail and creek potential; progress of the trail and recommendations for connections between business and market. The trail is not yet completed, and trail traffic is not yet coming to town in large numbers but preparing now and spreading the word will ensure New Bethlehem is ready. Even short trails have economic potential: consider packaging with events and creek activities now. Capitalize on creek activities now; events inviting kayakers and canoeists.

### **Recommendation 6:**

Reach out to neighboring towns to join the Action Team and address regional issues. Regional initiatives resonate with funders, so whenever possible consider a regional approach: in signage; in brochures and other marketing collateral material; in business workshops (hospitality training); in

## CHAPTER 7: TRAIL TOWN ACTION PLAN

marketing available properties (an open house weekend in two towns – shuttle and refreshments); collaborative events; cross promotions, etc. Begin to think as a region rather than individual towns.

### **Recommendation 7:**

Develop a self-guided historic walking tour and offer the downloadable .pdf on line as well as printed versions distributed at businesses throughout town. This program will keep the visitor in town longer and familiarize them with the investment opportunities in this special trail town.

### **Recommendation 8:**

Initiate when possible the tactics outlined in the Business Attraction Program (Chapter 5). An important goal of all trail towns is to offer visitor services in a welcoming and authentic environment, and in doing so create positive economic impact and attract businesses to the community.

The Business Attraction Program is based on successful strategies from other trail and river towns.

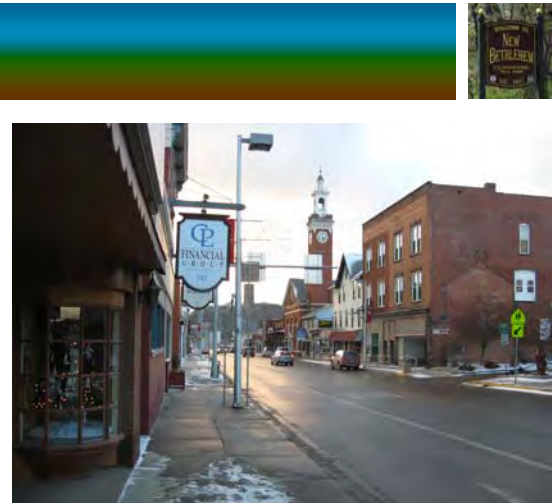
### **Recommendation 9:**

New Bethlehem Borough was once determined to contain a historic district eligible for listing in the National Register of Historic Places in 1996 but it was not pursued and no records appear to be available. In the interest of providing real economic benefit for rehabilitating historic commercial buildings, the Borough/Action Team could contact the PHMC's Bureau for Historic Preservation to get a determination of eligibility. The BHP regional community preservation person is Bill Callahan, (412) 565-3575, [wcallahan@state.pa.us](mailto:wcallahan@state.pa.us).

If part of the Borough could be considered an eligible historic district, the Action Team or Borough could pursue getting it listed on the national register of historic places. Being listed in the National Register does not place restrictions on property owners, this is an honorary designation. Only the Borough has the authority to regulate design of buildings, and would have to go through a separate process to do so.

The benefit to having historic buildings listed on the national register is, anyone who wishes to rehabilitate one of those historic buildings for income producing purposes has the option of entering into the Rehabilitation Investment Tax Credit (RITC) program, managed by the PHMC, where property owners can get 20% of the costs to rehabilitate a historic building back as a tax credit (not a write-off, a credit). This can also help with marketing vacant properties. Please see here for more info:

[http://www.portal.state.pa.us/portal/server.pt/community/rehabilitation\\_investment\\_tax\\_credit\\_program/2646](http://www.portal.state.pa.us/portal/server.pt/community/rehabilitation_investment_tax_credit_program/2646)







## CHAPTER 8: TRAIL TOWN MASTER SITE PLAN

As a result of the previous findings, business owner participation, public input, and analysis of New Bethlehem's trail town infrastructure, a trail town master site plan was developed for New Bethlehem.

### PURPOSE

The trail town master plan has been created to provide the project's stakeholders, including the Borough of New Bethlehem, Redbank Valley Trails Association (RVTA), and the Redbank Renaissance organizations with a planning tool for infrastructure improvements. The trail town master plan provides recommendations to enhance existing businesses, promote new opportunities, improve public facilities and community spaces, better connect pedestrian/bicycles within the community, and recommend development standards that will celebrate the town's historical, cultural and natural resources.

### EXISTING CONDITIONS

New Bethlehem is situated in Northwestern Pennsylvania in southern Clarion County. PennDOT State Routes 28 and 66 traverse through the town's grid and connect with Clarion to the north and Brookville (Jefferson County) to the northeast. New Bethlehem sits in the Redbank Valley at the foot of a large mountain and along Redbank Creek. Redbank is a tributary to the Allegheny River which flows from the state of New York to Pittsburgh.

The 51 mile trail system (former Mountain Laurel and Pittsburgh-Shawmutt Railroads) bisects the town and separates most of the residential homes from the business-commercial district which lies adjacent to the creek. The 51-mile Redbank Valley Trail connects Brookville and New Bethlehem and other communities along the corridor to East Brady situated along the Allegheny River and from Lawsonham to Sligo along the old Shannon Transport line. From East Brady, the trail system connects to the Armstrong Trail and traverses south to Pittsburgh; then to the Great Allegheny Passage Trail, connecting Pittsburgh to Washington, DC (a 335-mile trail system) and connects north to the Pittsburgh to Erie Trail.





### RECOMMENDED TRAIL TOWN IMPROVEMENTS

The key to redefining the physical aspects of the town is to identify the central core and/or character, the elements that make the particular town special or identifiable, and design to enhance that central core and/or character.

Goals of the New Bethlehem Trail Town Master Plan should;

- Enhance existing business and promote town services to attract economic development from a growing recreation & eco-tourism economy
- Improve existing patterns of land use, circulation/connectivity, parking and open space
- Preserve and celebrate the environmental, historic and cultural quality of the community that define the town
- Integrate new services, facilities and resources within the town's core that attract trail users to stay, to connect and to remember.

Below is a list of trail town improvement projects to support the above goals, results of committee meetings, gap analysis, needs assessment, and action plan. Many of these recommendations further detail Recommendation #2 of the Action Plan.

All development is to be constructed in compliance with Federal ADA guidelines, and promote sustainable “green” construction materials, processes and technologies. Improvements are to be coordinated with PennDOT District 10-0 for work within State Route right-of-ways, be constructed within municipal properties, or obtain easements designated for such use. The purchase of properties is not recommended for installation of improvements.

The committee is to choose a theme that celebrates the history, character, and/or culture of the New Bethlehem. The theme(s) is to be repeated throughout the design of proposed improvements.

Theme(s) may include:

- Peanuts (Smucker's factory)
- History- Lumber Mill, Grist Mill, Distillery
- Allegheny Valley Railroad theme
- Activity and attraction of region- Hunting/ Fishing theme



The committee is to choose a project theme, “telling the town story”. This is to be used in design of street furniture: bike racks (wall or ground mounted), ornamental lights & benches, signs, bronze plaques in pavement, art-work/sculpture, brick paver patterns, and planters. Themes may be developed through a community and/or school design contest or award program. This will foster program recognition, support and most importantly- community ownership. The PA Wilds Design Guide could be of great benefit.



### Wayfinding Signs

#### Trail Town-Ahead Sign (located along the trail)

A trail town-ahead sign is to be placed along the trail, at approach to the town; at a point where the trail user begins to see “signs of civilization”. All signs should be coordinated along the entire 51-mile trail system and include coordination with the Armstrong Trail. There are several trail systems with well developed hierarchy of way finding signs; the Great Allegheny Passage (GAP) Trail is one of the better designed sign systems. The PA Wilds also offers good guidance and grant opportunities.

Create an overlook and/or a view shed at the trail- approximately 1 to 2 miles out. We recommend the location from the west approach, be at “*the Bostonian Branch*” RR Bridge. From the east approach, the location should be prior to crossing State Route 28. Choose a location that creates a best first impression- a great view of the creek and mountains, a historic building or structure.

The construction is to include the trail town ahead sign, and may include an overlook platform or at grade clearing in the woods. Seating and an interpretive sign (if an interpretive site is visible- RR Bridge, town itself, etc.) may also be included.

The Trail Town Ahead Sign- “Welcome to New Bethlehem, Ahead 2 miles” should be a standard developed within the wayfinding sign system.

#### Gateways

Gateways are an opportunity to inform and welcome visitors and travelers to New Bethlehem’s town and business district. Gateways are typically along roadways at the approach of a trail town and create a sense of arrival defining the beginning of a special place.

Gateways are to be located at road approaches. Gateway areas include a large Trail Town Sign (“Welcome to New Bethlehem- a Trail Town”) lighting, landscaping, and directions to services and businesses.

Signs types should be standard at each Trail Town approach- pick a location that highlights the town and creates a best first impression: great view of the creek and mountains- overlook of the town, location of historic building, etc.

Signs should have simple, bold graphics- consistent with project theme, and enhance gateway area with native trees, plantings, and lights; or artwork, banners, or sculpture. Install a gateway at the Redbank Creek Bridge approach along SR 28/66. Refer to Appendix H for rendering.





### Trail Town Signs (at the Road Approach)

New Bethlehem Trail Town Signs are to be installed at the below road approaches to town. Sign messages are to be similar to Gateway Sign, but the sign is to be smaller and coordinated with the Manual of Uniform Traffic Control Devices (MUTCD) standards.

- Rt. 839 from West; Average Daily Traffic (ADT) 3038
- SR2003 from West
- SR 28/66 from South; ADT 8366- locate at bend of North St. and Broad St.
- SR 66 from North; ADT 3750
- SR 28 from North; ADT 6361

### Kiosks

Create a system of information Kiosks (along trail system).

Kiosk may be 3-sided with trail system information (you are here); a town map; emergency and service information; interpretive signing (telling the story of the town); and local advertising/informative services. All Kiosks should have the same shape, roof line, colors and materials, and be coordinated throughout the trail system. Coordinate sign design with trail system and/or Armstrong Trail; refer to GAP sign design for information presentation and display.

Locate Kiosks at the following places:

- Town Green (trail access)
- Municipal Parking Lot (trail access)
- Guntown Memorial Park (creek access)

Solicit local utility/authority, area manufacturer, golf club, business owner, etc. to sponsor the approach sign and view shed area, the gateway, the overlook, and/or each kiosk with naming rights.

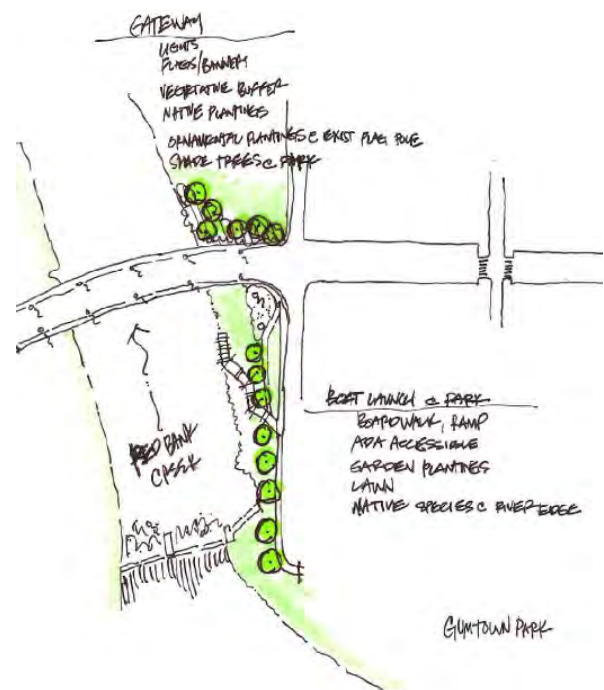
### Red Bank Creek Bridge and SR 28 North Roadway Approach

Promote wider shoulders along SR's and local routes for safer bike route use.

Replace lighting with ornamental style lighting on the bridge, and extend lighting into and along Broad Street.

Landscape improvements at creek edge- native canopy trees, understory trees and perennials/shrubs- add up lighting to trees.

Add street trees to SR28 north approach; traffic calming measure to slow traffic approaching town.





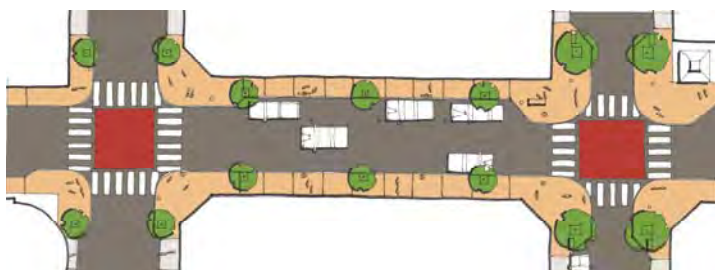
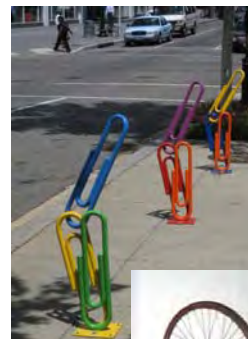


### Primary Bicycle & Pedestrian Connection Corridors

Improvements should be made to the trail, street and creek corridors. Improvements are to include signing a town bike route on the roadway- use low volume routes and cross major intersections at existing traffic signals. We are not recommending designated lane due to narrow road conditions, parallel parking and potential liability issues.

Improvements may include:

- MUTCD pavement markings and signing for safe crossings
- Well marked, clear and high quality (and themed) destination signs between trail, business district, and waterway
- Sidewalk repairs
- Curb and curb ramp reconstruction in compliance with ADA/PennDOT
- Improved pedestrian crossings at primary road crossings- may include bump-outs at crossings to decrease pedestrian walking distance and to protect parked cars.
- Ornamental pavers and/or scored concrete patterns
- Themed Street furniture (benches, bike racks, trash receptacles, lights, sculpture/artwork).
  - New Bethlehem could theme racks in the style of peanuts- similar to below paperclip example (Ann Marchan bike rack design, Wash. DC), or Muscle Powered Rack, (Carson City, NV.)
  - Vertical bike racks are recommended in narrow spaces adjacent to vendor outdoor eateries, narrow alleys, etc.
- Landscaping to be added to pedestrian corridors- may include: urns, planters, and baskets; limited street trees (don't want to block vendor signs/ building facades).
- Landscaping to be enhanced at lawns and planting beds adjacent to gateways and creek and road shoulders- use native plant species and rock boulders.
- Control storm run-off through use of pervious pavements, green infrastructure: bio retention swales, rain gardens, rain barrels.
- Additional corridors for enhancements may include improvements to the alignments connecting the elementary school, daycare and churches to the trail.



Redbank Creek provides an opportunity to connect the park to the High School via a walking trail along the creek. A safe route to school alignment is recommended in the Trail Feasibility Study.





### Pedestrian Corridor Improvements

“Pedestrian Scale Improvements” include enhancing the narrow (12’-14’ wide) alleys (alley development to be south of the trail alignment- connecting trail to creek) with decorative pavers, lighting, signing, and landscaping.

Pedestrian scale improvements:

Maple St.

Lafayette St.

Anderson St.

Lincoln- connecting “Town Green” to post office and Moose Lodge

Hunter Street- between Wood and Lafayette

Improvements may include:

- Themed destination signs between trail, shops, and creek
- Sidewalk and curb ramp reconstruction in compliance with ADA/PennDOT
- Improved pedestrian crossings at primary road crossings
- Decorative pavers- entire corridor reconstructed with decorative pavers, brick; walk areas are delineated with flush pavers and/or curbing
- Ornamental, overhead pendant lighting
- Themed ornamental street furniture
- Storm water infiltration projects such as pervious pavers, roof drain connections to sumps and/or rain barrels, linear garden and planters, and bio-swales and/or rain gardens are all opportunities to decrease storm runoff, reduce flooding and to improve the immediate surrounding of the community.



### Features (a focus for each community space)

A Feature is a major element within each community space. Think of this as the exclamation point in a sentence- use only 1 per sentence/space.

Features may include:

- Artwork
- Sculpture
- Town Clock
- Decorative Styled Pavilion

The feature should celebrate the history, culture or environment of the area.



### Architecture and Sign Ordinance

Continue to promote an authentic façade improvement program and work with property owners to complete improvements.

Create and implement a municipal sign ordinance; this may be accomplished through an overlay district of the “trail town” designated area.



### Town Green

Create a central town green space within the trail right-of-way between Arch Street, Hunter, Wood and Vine; the property is owned by the Allegheny Valley Land Trust (AVLT). This is a proposed linear park for use by locals, trail travelers and local tourists.

The space is a hub, within 'town central', connecting the trail corridor to the business district, shops-restaurants, the elementary school and Redbank Creek.



- *Trail users need water, toilets, food and information- provide most of this at surrounding vendors. The Town Green is to be a hub to connect this space to existing businesses and services in the town.*
- *This is the location to promote and direct users toward trail-related goods, food and other services; including lodging, ice cream, bike rental/repair, informal café with outdoor seating.*

The Town Green is "information central"- to be fitted with Wi-Fi and an information Kiosk, to promote services, shops, trip planning, overnight accommodations and provide information and news.

Market and promote the Town Green as a commercial, retail, and recreation rehabilitation space to outdoor supply/surplus companies (hunt-fish-camp); bike, canoe and kayak businesses; food, restaurant and gift shop vendors; and retail businesses.

Add a large pavilion to the Town Green; the pavilion is to be a railroad station design motif to celebrate the heritage of the space. This is an opportunity for rental space and community gatherings; and sponsorship/naming rights.

Also, the paving surface could be constructed of brick and provide for a memorial brick program, or a buy-a-brick program to sponsor the construction. The green is to be encompassed by a concrete curb, including concrete sidewalks, an asphalt trail (a colored, patterned surface), shade trees, lawns, and ornamental lights.



The new Town Green is also an opportunity for a memorial display. A memorial could be incorporated into the park design.





Railroad Themed Decorative Pavilion with 'Buy-a-Brick' Paver Patio; Ornamental Lighting to Compliment the Architectural Style of the Pavilion.



Town Green Designed with Low-Maintenance Elements Including Lawn areas, Shade Trees and a Central Walkway/Bicycle Trail; Curbs and Parking located at the Perimeter of the Town Green.



Birds-Eye View of the Town Green.



### Renovations & Enhancements to Existing Retail/Commercial Business

Promote redevelopment of the town green area through the reuse and rehabilitation of existing buildings. Encourage enhancements to existing building uses and existing businesses/services through the creation of an overlay district, and providing funding sources through the Main Street Program.

Building renovations are to be authentic to architectural character.



Create outdoor eating areas, cafes, table/chairs along street, side courtyards, back decks; review local ordinance, update if necessary to allow proposed use.

Provide for user needs in existing shops- toilets, snacks, water, supplies, news, etc. (minor first aid kits, tire/bike repair kits)

### New Service, Retail/Commercial Space

The Town Green is an opportunity to market new vendors to the area. The location is adjacent to State Route 66, heading north to Clarion.

The proposed development could be supported by additional on-street parking, and surrounded by a mixed use redevelopment of shops, foods, services, tour offices and/or vendor storage space.

Investigate current zoning. This may require a variance, a change, or the creation of an overlay district. Complete due diligence for the site: environmental investigation; field survey, boundary, easements; and geotechnical services will be required prior to beginning preliminary design for the development.

### Increased parking (at locations of focus)

- Redbank Creek and Gumtown Park
- Town Green- perimeter of green as parallel parking spaces
- Sign State Route 66 and SR 28 for off-street parking locations- at existing municipal and future "other" off-main street parking lots
- Explore metered or short-term parking along Broad Street- this is an opportunity for vendors to participate in parking vouchers and/or discounts to attract business.





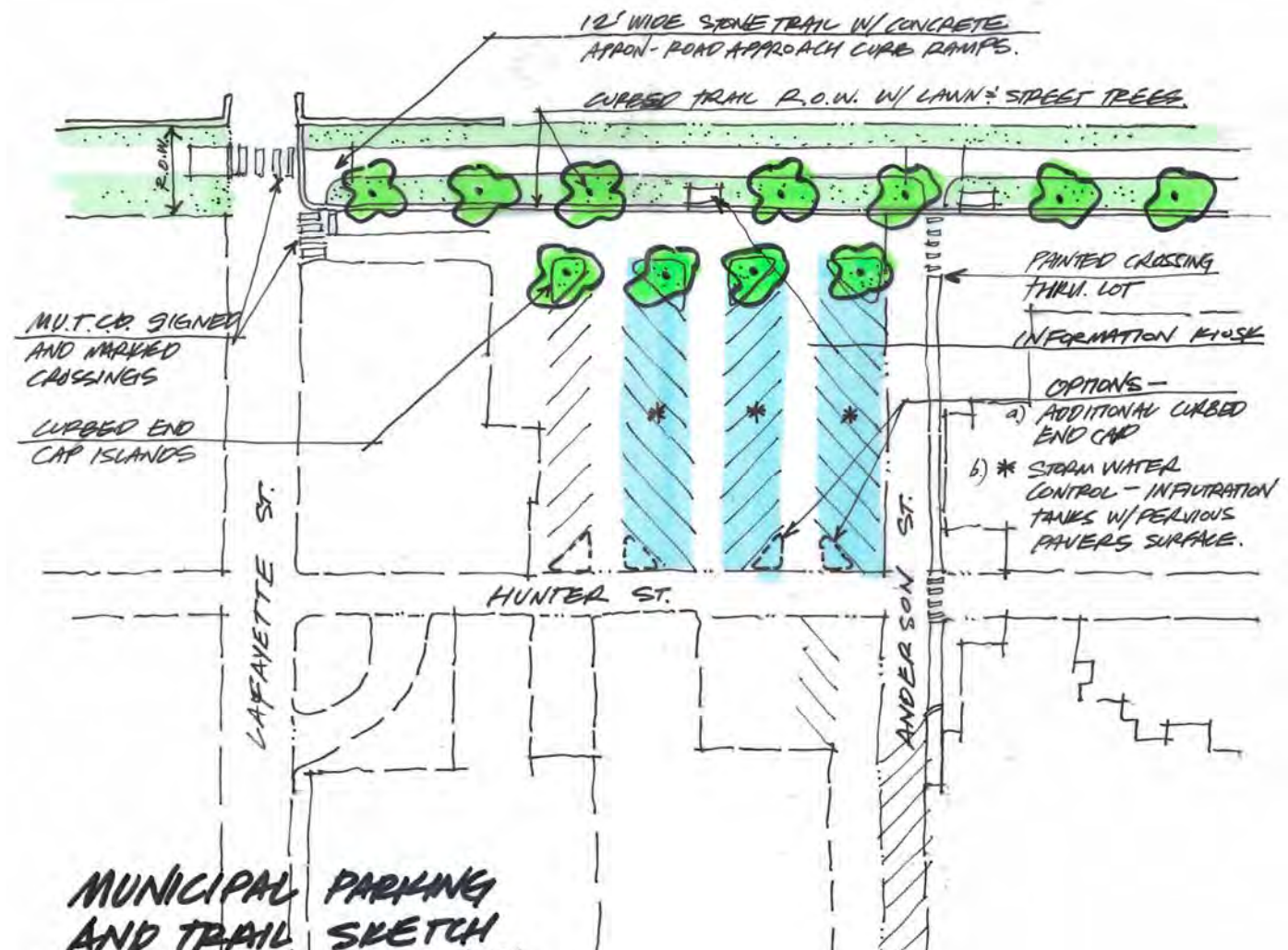
Explore an un-metered parking system at Municipal Parking Lot-

The Municipal Parking Sketch depicts a curbed trail right-of-way (ROW), and lawn and shade tree installation.

Trail ROW includes stone surfaced trail, site furniture, information kiosk, pavement markings and crossing signs at road, and a delineated pedestrian walk to Broad Street. A centralized parking kiosk could also be the solution for paid parking without the use of individual meters.

The **trail surface** through town is proposed to be 10' wide & crushed stone; the same surface material as the trail system. This type of surface minimizes storm water runoff, maintains a slower trail traffic speed, is not conducive for small wheels (baby strollers, skateboards, roller blades & skates), and is less expensive to construct. However, if a paved surface is chosen, then we recommend the trail width to be 12'-14' since a variety of user types with different speeds of travel will be accommodated.

Options for controlling storm water are shown in blue- underground detention/infiltration system, including pervious pavers at parking space; curbed end caps to control traffic and protect parked cars.







### Creek Connections

Connections to Redbank Creek include access points to the creek, walkways, parking, and safety devices. Proposed are the following recommendations:

- An overlook pavilion and/or deck at top of bank overlooking the creek (an opportunity for rental space)
- Walks connecting Water St., the pavilion and the future trail to the High School could be constructed of asphalt or crushed stone- depending on location inside or outside of the flood-plain. The walking trail to the High School is shown on the Trail Town Site Plan (Appendix E) and is to be within the Water Street ROW.
- Signing of Water Street for parallel parking and limited hours is recommended. Parking may include leasing adjacent parcels for boat trailer parking.
- Multiple canoe & kayak access ramps (ADA compliant ramp system) are to be installed. The concrete ramp and landing system is depicted in Appendix G. A proposed launch site is just below the dam and multiple take-outs are above the dam; refer to Trail Town Site Plan. Furthermore, additional signs & buoys should be installed for increased safety within the zone of the dam; installation may include a buoy-rope rescue station.



### Creek Bank Stabilization

The implementation of bank stabilization measures is an integral component of any future park improvements. Stabilization will not only mitigate damage to the park during flood events, but will also provide habitat for fish and wildlife along the creek.

The installation of bank stabilization takes time and effort, and can be very expensive. It is recommended that the Borough of New Bethlehem and the park stakeholders take time to understand the characteristics off the water's edge and the processes that affect that edge before bank stabilization methods and techniques are chosen.

Some examples of bank stabilization that may be employed at the park include:

- Bioengineered woven fabric with interspersed groupings of riparian (wet-tolerant) plant species
- Rock armoring – this option should not be considered on its own, but should include plantings to maintain a positive aesthetic.
- Vegetated Benches (level terraced pads separated by steeper slopes)  
Bioengineered Geo-cells or Gabion Baskets filled with stone.

### Enhancements to Guntown Memorial Park

Enhancements may include new themed play equipment– peanut, railroad, or stone & lumber design motif. The new playground should be constructed of durable materials, and contain a design motif that reflects the area's history. There are many playground manufacturers that will work with the park designers to personalize standard equipment in order to create a memorable experience. A public suggestion/competition for “theme-ing” the design could be part of a community group or school project to get the youth involved. The competition could be structured to require use of the PA Wilds Design Guide for basic guidelines.



Add toilet & potable water  
River overlook pavilions- stone & lumber design motif  
Picnic tables, ADA accessible  
Existing large picnic shelter- (opportunity for rental space)  
Native plantings, vegetative buffer at creek bank-stabilization; education feature: arboretum of native species, medicinal plants, etc.  
Creek walk- extend along top of slope and connect to pedestrian system in town.



### Redbank Creek

Redbank Creek is an identifiable landmark in New Bethlehem and can provide the community with many recreational activities.

This Master Plan reflects the creek as one of the town's identifiable elements, and proposes to enhance New Bethlehem's connection to the water front.





## APPENDIX A

### Appendix A – Western Pennsylvania and Ohio Populations near New Bethlehem

GCT-PH1: Population, Housing Units, Area, and Density: 2000  
 Data Set: Census 2000 Summary File 1 (SF 1) 100-Percent Data  
 Geographic Area: Pennsylvania -- County

NOTE: For information on confidentiality protection, nonsampling error, definitions, and count corrections see <http://factfinder.census.gov/home/en/datanotes/expsf1u.htm>.

□

Geographic area	Population	Housing units	Area in square miles			Density per square mile of land area	
			Total area	Water area	Land area	Population	Housing units
Pennsylvania	12,281,054	5,249,750	46,055.24	1,238.63	44,816.61	274	117.1
<b>COUNTY</b>							
Allegheny County	1,281,666	583,646	744.71	14.54	730.17	1,755.30	799.3
Armstrong County	72,392	32,387	664.44	10.51	653.93	110.7	49.5
Beaver County	181,412	77,765	443.9	9.69	434.21	417.8	179.1
Bedford County	49,984	23,529	1,017.40	2.89	1,014.51	49.3	23.2
Blair County	129,144	55,061	527.11	1.31	525.8	245.6	104.7
Butler County	174,083	69,868	794.79	6.26	788.53	220.8	88.6
Cambria County	152,598	65,796	693.43	5.41	688.02	221.8	95.6
Cameron County	5,974	4,592	398.6	1.44	397.16	15	11.6
Centre County	135,758	53,161	1,111.85	4.32	1,107.53	122.6	48
Clarion County	41,765	19,426	608.95	6.51	602.44	69.3	32.2
Clearfield County	83,382	37,855	1,153.80	6.49	1,147.32	72.7	33
Clinton County	37,914	18,166	898.09	7.23	890.87	42.6	20.4
Crawford County	90,366	42,416	1,037.74	25.01	1,012.72	89.2	41.9
Elk County	35,112	18,115	832.23	3.58	828.65	42.4	21.9
Erie County	280,843	114,322	1,558.40	756.46	801.95	350.2	142.6
Fayette County	148,644	66,490	798	7.86	790.14	188.1	84.1
Forest County	4,946	8,701	431.4	3.28	428.12	11.6	20.3
Franklin County	129,313	53,803	772.63	0.71	771.92	167.5	69.7
Fulton County	14,261	6,790	438.03	0.46	437.57	32.6	15.5
Greene County	40,672	16,678	577.95	2.09	575.86	70.6	29
Huntingdon County	45,586	21,058	889.03	14.98	874.05	52.2	24.1
Indiana County	89,605	37,250	834.29	5.02	829.27	108.1	44.9
Jefferson County	45,932	22,104	656.87	1.39	655.48	70.1	33.7
Lawrence County	94,643	39,635	362.76	2.3	360.46	262.6	110
McKean County	45,936	21,644	984.17	2.6	981.57	46.8	22.1
Mercer County	120,293	49,859	682.57	10.76	671.82	179.1	74.2
Potter County	18,080	12,159	1,081.42	0.25	1,081.17	16.7	11.2
Somerset County	80,023	37,163	1,081.17	6.51	1,074.66	74.5	34.6
Venango County	57,565	26,904	683.02	7.98	675.04	85.3	39.9
Warren County	43,863	23,058	897.81	14.36	883.45	49.6	26.1
Washington County	202,897	87,267	860.95	3.86	857.09	236.7	101.8
Westmoreland County	369,993	161,058	1,036.34	10.86	1,025.48	360.8	157.1
<b>Total Population - Western PA</b>	<b>4,304,645</b>	<b>1,907,726</b>	<b>25,554</b>	<b>957</b>	<b>24,597</b>	<b>5,838</b>	<b>2,590</b>
<b>Population - Clarion and adjoining counties</b>	<b>486,288</b>	<b>216,640</b>	<b>4,674</b>	<b>41</b>	<b>4,633</b>	<b>676</b>	<b>309</b>

(X) Not applicable

Source: U.S. Census Bureau, Census 2000 Summary File 1

GCT-PH1: Population, Housing Units, Area, and Density: 2000  
Data Set: Census 2000 Summary File 1 (SF 1) 100-Percent Data  
Geographic Area: Ohio -- County

NOTE: For information on confidentiality protection, nonsampling error, definitions, and count corrections see <http://factfinder.census.gov/home/en/datanotes/expsf1u.htm>.

Geographic area	Population	Housing units	Area in square miles			Density per square mile of land area	
			Total area	Water area	Land area	Population	Housing units
Ohio	11,353,140	4,783,051	44,824.90	3,876.53	40,948.38	277.3	116.8
<b>COUNTY</b>							
Ashtabula County	102,728	43,792	1,368.47	666.03	702.44	146.2	62.3
Columbiana County	112,075	46,083	535.18	2.73	532.46	210.5	86.5
Mahoning County	257,555	111,762	423.38	8.14	415.25	620.2	269.1
Trumbull County	225,116	95,117	634.72	18.24	616.48	365.2	154.3
<b>Total Population</b>	<b>697,474</b>	<b>296,754</b>	<b>2,962</b>	<b>695</b>	<b>2,267</b>	<b>1,342</b>	<b>572</b>

(X) Not applicable

Source: U.S. Census Bureau, Census 2000 Summary File 1





## APPENDIX B

### APPENDIX B – NEW BETHLEHEM AVAILABLE PROPERTIES

## New Bethlehem Pennsylvania Available Properties

April, 2011



323-325 Broad Street

### PRIORITY #1 BUILDING

Merwin Realty has listing and is for sale.

Café/coffee shop/bakery and retail. Perhaps an artist cooperative.



401 Broad

### PRIORITY #1 Building: Dougherty Realty Building

401 is the Dougherty Realty company. Apartment rentals on 2<sup>nd</sup> floor.



234 Broad

### PRIORITY #1 Building

Listed with Merwin Realty

Two nice apartments, nice wood, former hunter's lodging.

Good bones and nice view of the creek from the back.

Another heated building behind it is part of same real estate.

Good vacation rental or retail on lower level.



315 Penn-Minich/Robertson/Reed/Robinson Home

**Priority #1**

Yellow brick, currently advertised with Keller & Williams and Ryan Gould, Realtor. 5 bedrooms, many baths.  
Great potential for Bed and Breakfast. Historic Walking Tour.



415 Arch Street

**Priority #1**

Keck Building. Next to trail and community area for cyclists  
Four owners, not listed but willing to talk  
Possible use: Visitors Center, artists, crafters, and/or train display



241-243 Broad Street

**Priority #2**

The Dinger Building, Occupied on 2<sup>nd</sup> floor by dental lab.  
Back is empty, was a former law office.  
Good arts and crafts potential retail in back because of a lot of small rooms.



221 Broad

Priority #2

Northwest Savings Bank owns. (Ty Poster, Manager) Good potential for development for retail or B&B, but could cost a lot due to plumbing and electrical improvements needed.



210 Lafayette Boro Building

Priority #2

The Borough building. A great deal of work would be needed to convert into another use. Possibly an art gallery, historical society if borough could be moved to another building. Borough street maintenance done from this building.



226 Broad

Priority #2

Currently rental apartments out of town owner; former Andrews Dept Store (sign is still on the side of the building.)

Possible B & B or inn, longer stay vacation home but needs repairs. Not on market with a Realtor. Could talk with the owners.

Could be included on walking tour in connection with Andrews Dept. Store.





#### Priority #2

Former office of Laurel Eye, originally the Andrews and Arcadia Theaters. Currently structured as office and examination rooms with 2 bedroom apts. on upper level. Parking in rear. Contact Ty Poster, Manager, Northwest Savings Bank or Merwin Realty for information.

231 Broad



#### Priority #2

Davidson's TV- Not Currently Listed. Two businesses could potentially be located in the building. Large storage behind and visible from trail. Potential bike shop or other retail at lower level. Opportunity for rental apts. and B&B on upper floor.

317 Broad



#### Priority #2

Currently owned by Northwest Savings Bank. (Ty Poster, Manager)  
Mattress store on first floor; apartments upstairs – possible conversion to B & B or rentals

357 Broad





233 Broad (boarded up)

Priority #2

Flood damaged; renovating to convert to apartments  
Good potential as B & B



413 Wood

Priority #3

Potential B & B a possibility. Not on the market.

Historic Walking Tour for design.



407-411 Broad Street

Priority #3

407 is rental apartments; 411 is a former barber shop, now vacant. This might be bed and breakfast in the rental apartment area and vacant office space in front on first floor.



207 Broad Street

Vacant, needs a lot of work- flood damage.
Not currently listed for sale.



246 Broad

Masonic Building. Main level is head start; upstairs Masonic Hall.
Basement- weight watchers meet . Not on market.
Former 1 <sup>st</sup> bank, post office and library.
To be included on Historic Walking Tour



324 Penn

<b>Not Currently for Sale</b>
It was built by the Andrews and
has much of the original wood.
Include in Historic Walking Tour.
One of 3 houses built on the block by
the Andrews family.




363 Broad

**Not Currently for Sale**

Former bank, now houses health companies (chiropractor,

Laurel Eye and DuBois Medical Supply.

The lighter color building on the left has Laurel Eye

in the bottom level and is likely still vacant upstairs and

gutted to the studs. It once had two or three apts. above; may have space available on second floor.



409 Wood Street

**Not on the market**

Historic Walking Tour and B&B possibilities.



318 Penn Street. HISTORICAL WALKING TOUR

Historic Walking tour only.

Listed on Clarion Register of historic homes.



Just recently sold.
Currently used as a dental office and rental apartments above.

422 Broad Street



Vacant, former barber shop with apt. upstairs
Status unknown.

411 Broad

--





## APPENDIX C

### APPENDIX C – LOCAL AREA RESOURCES



**New Bethlehem, PA**

Parks	State Gamelands	Trails	Waterways	Bike/Boat Rental	Events	Lodging	Grocery/Beverages	Restaurant/Bar	Retail	Pharmacy	Services	Convenience Store	History Center/Cemetery	Healthcare < 25 mi	Higher Ed < 30 mi	Library	Attractions
Redbank Valley Municipal Park	Game Land #137	Redbank Valley Trails	Redbank Creek	Rock Run Adventures - Kayak & tubes	Peanut Butter Festival - mid September	Hunters Moon Lodge B&B	Tom's Riverside	Beverly's Sweet Shop	Char Val Candies	Klingensmiths' Drug Store	Post Office	Uni-Mart	New Bethlehem Area Free Public Library	Clarion Hospital	Clarion University	New Bethlehem Area Free Public Library	Nomad Acres Elk Farm-Viewing & meat purchase only
Gumtown Park				Redbank Valley Outfitters -Kayaks	4th of July Fireworks	Redbank Valley Park (Camping)	Key Beverage	Joe's Pizza & Italian Restaurant	Jewelry Shop	Rite-Aid	RedBank Chevy	Sunoco A Plus Mini Mart	New Bethlehem Borough Cemetery	Armstrong County Memorial Hospital	Indiana University of PA		Llama Farm - Viewing Only
Mahoning Creek Lake Park & Dam					Clarion County Fair - last week July	Airstream Camp Rock Run	M&S Meats	Rocky's Pizza	His Light in the Valley		Gumtown Garage-truck repairs		St. Charles Catholic Cemetery	Brookville Hospital			Pheasant Farm
					Farmers' Market - Mid May thru October	Adventures Hunting Lodge	Nomad Acres- Elk meat	Village Pizza & Subs	Family Dollar		Joan's Creative Cuts		2 homes on Clarion Historic Register				Paul's Pumpkin Patch- Sept./Oct.
					Costumer Appreciation Days June			Evermoore's Restaurant & Pizza	Dollar General		Karl's Curl Up & Dye						Rock Run Hunting Lodge
					Community Yard Sale - June			Shepherds Inn			Be Beautiful Salon						
					Bike Blessing - May			China King			Hinderlitter's Hair Center						
					Bluegrass Music Jamboree			Desperado's Lounge			McCauleys Service						
					Art In The Park - September			Diddy's Bar			Auto-Bike Tire Distributor Tire Sales (& repairs)						
					1st Fridays -Music in the Park, June-Sept			Burger King			Auto Parts						
					Renaissance Arts & Craft Show- 1st Sat. Dec.			Subway			Knox Auto						
					Chamber Christmas Parade			Distant Delight - Ice Cream			Total Image Hair Salon						
					Church Association Live Nativity			Moose Lodge									
													Trillium Pet Care				
													Drummond				
													Animal Hospital				
													Clarion Animal Hospital				

**New Bethlehem, PA**

[illegible]

RESOURCES - ATTRACTIONS - AMENITIES ALONG THE REDBANK VALLEY TRAIL AND SLIGO SPUR  
Hawthorne, PA

Driving distance from New Bethlehem - 3.9 miles  
Note: All locations are less than 2 miles from town center unless noted otherwise

Parks	State Gamelands	Trails	Waterways	Bike/Boat Rental	Events	Lodging	Grocery/Beverages	Restaurant/Bar	Retail	Pharmacy	Services	Convenience Store	History Center/Cemetery	Healthcare < 20 mi	Higher Ed < 30 mi	Library
Redbank Valley Municipal Park		Redbank Valley Trails	Redbank Creek		Clarion County Fair		Fireside Video & Deli Village Market		Ye Olde Town Pump Gift House Mayport Mercantile		Post Office			Brookville Hospital		

RESOURCES - ATTRACTIONS - AMENITIES ALONG THE REDBANK VALLEY TRAIL AND SLIGO SPUR  
Summerville, PA

Driving distance from New Bethlehem - 12.9 miles  
Note: All locations are less than 2 miles from town center unless noted otherwise

Parks	State Gamelands	Trails	Waterways	Bike/Boat Rental	Events	Lodging	Grocery/Beverages	Restaurant/Bar	Retail	Pharmacy	Services	Convenience Store	History Center/Cemeteries	Healthcare < 20 mi	Higher Ed < 30 mi	Library
		Redbank Valley Trail	Redbank Creek			House at the End of the Road B&B		Mrs. B's Café T & D Restaurant	Rich's Outdoor World Corbin's Stained Glass Studio A Alegretto Store		Post Office Native American Kennels	Fuel on Summerville Summerville General Store	Westview Cemetery Vandervort Cemetery Carrier Cemetery			Summerville Public Library



RESOURCES - ATTRACTIONS - AMENITIES ALONG THE REDBANK VALLEY TRAIL AND SLIGO SPUR  
Brookville, PA

Driving distance from New Bethlehem - 20.1 miles  
Note: All locations are less than 2 miles from town center unless noted otherwise

Parks	State Gamelands	Trails	Waterways	Bike/Boat Rental	Events	Lodging	Grocery/Beverages	Restaurant/Bar	Retail	Pharmacy	Services	Convenience Store	History Center/Cemetery	Healthcare < 20 mi	Higher Ed < 30 mi	Library
Brookville Memorial Park		Redbank Valley Trail	Redbank Creek	Fred's Bike Shop	Jefferson County Fair - July	Golden Eagle Inn	Morey's Beverages	Plyers' Buffet & Family Restaurant	Ferringer's Flower Shop	Bi-Lo Foods & Pharmacy	Post Office	Flying J Travel Plaza	Jefferson County History Center	Brookville Hospital		Rebecca M. Arthur's Memorial Library
Longview Park			Sandy Lick Creek	Planet Bike	Many events scheduled at the fairgrounds	Brookville Heritage Suites	Giant Eagle	Dirty Erma's Cornerside Tavern	Brookville Flower Shop	Means-Lauf Super Drug	AAA	Travel Centers of America	27 Historic properties in Brookville	DuBois Regional Medical Center	Penn State-DuBois Campus	
Northside Park Dr. Walter Dick Memorial Park	5				Victorian Christmas Celebration	Forest Way Inn	Plyler Beverage	Buff's Ice Cream	Heirloom Quilting & Antiques	McCabe Drug Store	Brookville Veterinary Hospital	Truckstops of America	Brookville Cemetery			
								Angelo's Pizza Hourglass 322 BBQ	The Open House Shop Finders Keepers Dan Smith's Candles Miller's Precious	Medicine Shop Giant Eagle Pharmacy		7-Eleven Sheetz				
								Gilbert's Restaurant China Wok Country Market Restaurant Bob's Sub & Sandwich Shop	Treasures Dittman Fabric Moonlight Drive-In Theatre Hazen Flea Market							
								Bill's Bar Patriot House	De Mans Sporting Goods Antique Store							
						Howard Johnson		Court House Grill & Pub	Tonell's Jewelry & gifts Master's Touch Salon & Spa ACE Hardware							
						Quality Inn Travelodge		Breezeway Café Frosty Freeze								
						Days Inn Super 8		Pizza Hut Taco Bell McDonalds KFC Fox's Pizza Burger King Dairy Queen Arby's Denny's Subway	Main Street Mercantile State Liquor Store Uzi's Pastries Cattery							

RESOURCES - ATTRACTIONS - AMENITIES ALONG THE REDBANK VALLEY TRAIL AND SLIGO SPUR  
Sligo, PA

Driving distance from New Bethlehem - 16.5 miles  
Note: All locations are less than 2 miles from town center unless noted otherwise

Parks	State Gamelands	Trails	Waterways	Bike/Boat Rental	Events	Lodging	Grocery/Beverages	Restaurant/Bar	Retail	Pharmacy	Services	Convenience Store	History Center/Cemetery	Healthcare < 20 mi	Higher Ed < 30 mi	Library
							Paul's Market	Korner Restaurant			Post Office					Sligo

RESOURCES - ATTRACTIONS - AMENITIES ALONG THE REDBANK VALLEY TRAIL AND SLIGO SPUR  
Brookville, PA

Driving distance from New Bethlehem - 20.1 miles  
Note: All locations are less than 2 miles from town center unless noted otherwise

Parks	State Gamelands	Trails	Waterways	Bike/Boat Rental	Events	Lodging	Grocery/Beverages	Restaurant/Bar	Retail	Pharmacy	Services	Convenience Store	History Center/Cemetery	Healthcare < 20 mi	Higher Ed < 30 mi	Library
Sugarcreek Community Park	State Game Lands #105	Redbank Valley Trail	Allegheny River		East Brady Area Riverfest - July	This Side of the River Hotel	River Road Beverage	Little House Restaurant	Nelson Hardware	Brackens Pharmacy	Post Office	Uni-Mart	Brady's Bend Historical Society			East Brady Public Library
Jim Kelly Ball Fields					Applefest - October	St. Cloud Hotel	East Brady Freshmarket	Big J's Pizza & Pasta	Sports Shack		HD Powersports		St. Mary's Cemetery			
					Craft Bazaar - November			All-Stars			Brady's Bend Boat & Car Wash		St. Eusebius Cemetery			
					East Brady Hometown "We Believe" Christmas Houses - December			Henry House Tea Room								
								Plaza Pantry								

RESOURCES - ATTRACTIONS - AMENITIES ALONG THE REDBANK VALLEY TRAIL AND SLIGO SPUR  
Rimersburg PA

Driving distance from New Bethlehem - 12.1 miles  
Note: All locations are less than 2 miles from town center unless noted otherwise

Parks	State Gamelands	Trails	Waterways	Bike/Boat Rental	Events	Lodging	Grocery/Beverages	Restaurant/Bar	Retail	Pharmacy	Services	Convenience Store	History Center/Cemetery	Healthcare < 20 mi	Higher Ed < 30 mi	Library
Rimersburg Veterans Memorial Park					Rimersburg Cookie Daze - August A Christmas Present - November	Cherry Run Camp	Tom's Riverside	M & M Pizza Doc's Tavern Sawell's tavern Route 68 Bar Knight Spot Chadly Lounge Joe's Pizza Snyder's Dairy Bar Little Amy's Fox's Pizza	Edna James Aniques  KC Stiches & More BC Comics Bloom town Rick's gift Shop Horner's Pens&Things	Klingensmith's Drug Store	Post Office		Rimersburg Cemetery			Eccles Leshner Memorial Library



## APPENDIX D

### APPENDIX D – TRAIL TOWN NEEDS, ASSESSMENT SURVEY AND RESULTS



# New Bethlehem Trail Town Needs Assessment

## Introduction

The number of people experiencing the outdoors is increasing each year. Twenty and thirty year olds flock regularly to land and water trails; baby boomers, leading longer and healthier lives, are seeking outdoor experiences in record numbers. With increasing frequency, both individual residents and businesses locate where trails and rivers are accessible.

A long trail or river represents a recreational/tourism corridor and can offer new opportunities for your community. Visitors to these areas need services; they are looking for restaurants, lodging and sundry supplies. While these visitors are drawn to the natural element, they are also interested in welcoming communities that can make their journey a pleasant one.

The economic benefit to trail towns is well documented. Trails like the Great Allegheny Passage (McKeesport, PA to Cumberland, MD) documented a \$40 million impact on businesses in the counties through which it passes. Pine Creek Trail, a 62-mile trail in north central Pennsylvania determined the average expenditure of a trail user was \$30.36 and the impact from this trail in bordering trail communities in 2009 was \$3.6 Million. Other significant trails report similar findings.

Navigable river corridors offer the same opportunities for nearby communities prepared to actively attract and welcome visitors. The 128-mile Schuylkill River Trail discovered in a 2009 study that its river recreational opportunities had a \$3.6 million impact on business in nearby communities.

The goal of a Trail Town is to be a welcoming stop where visitors can experience an authentic community with a strong heritage and a solid conservation ethic. To launch such a place, a core group of volunteers dedicated to a healthy downtown join together to craft a plan of action to ensure that their community will be in a position to offer visitors the

services and amenities of the river and/or trail as recreation as well as a community which embraces conservation and sustainable development.

If done effectively, a Trail Town will reap the economic benefits of the growing eco-tourism market.

## BUSINESS CHECKLIST

### Overall Impressions:

Yes

No

Is there a gateway point to enter/leave town?  
(i.e. a piece of art? a mural? a sign?)



Do business hours match customer's needs? (i.e. Open on weekends?)



Are downtown businesses clustered in a compact area?



Is merchandise clean and attractively displayed?



Are businesses clean, including windows?



Are window displays appealing and inviting?








































Are there window displays that show off the community's pride in its heritage?



Accommodating to Visitors:	Yes	No
Are there publicly-accessible restrooms in the businesses?	<input type="checkbox"/>	<input type="checkbox"/>
Are there handicapped-accessible restrooms in the community?	<input type="checkbox"/>	<input type="checkbox"/>
Do businesses offer information on the town/region?	<input type="checkbox"/>	<input type="checkbox"/>
Do employees answer questions in a friendly manner?	<input type="checkbox"/>	<input type="checkbox"/>
Do shops carry souvenirs, especially related to the town?	<input type="checkbox"/>	<input type="checkbox"/>
Business Signs:		
Are businesses' signs clearly visible and well-designed?	<input type="checkbox"/>	<input type="checkbox"/>
Do businesses clearly indicate when they are open?	<input type="checkbox"/>	<input type="checkbox"/>
Are business hours posted on the front door or window?	<input type="checkbox"/>	<input type="checkbox"/>
Are businesses open on Saturday and Sunday?	<input type="checkbox"/>	<input type="checkbox"/>



Services: Does your town have the following types of businesses or services?

<i>Food</i>	Yes	No	Open	
			Weekdays	Weekends
Outdoor vending machine				
Grocery or portable food				
Coffee shop				
Ice cream				
Family-style restaurant				
Fast food or chain restaurant				
Informal café with wait service				
Bar or tavern				
Restaurant with liquor store				
Restaurants offering outdoor seating				

			Open	
	Yes	No	Weekdays	Weekends
<i>Trail-Related Services</i>				
Bike rental	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Bike equipment and repair	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>River-Related Services</i>				
A marina or boat dock	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Parking near the river	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to the river	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Kayak rental	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
River use equipment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Lodging:</i>				
Hotel or Inn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Bed and Breakfast	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Motel	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hostel	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Nearby Camping	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Secure bicycle storage available	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

<i>Services and Amenities:</i>	Yes	No	Open	
			Weekdays	Weekends
Convenience/quick stop store				
Drug store				
24 hour ATM				
Bookstore				
Laundromat				
Emergency Medical Service				
Shuttle service to nearby towns				
Public transportation				
Taxi Service				
Access to public email service				
Library				
Local historical society/Museum				
Cell phone reception				

*Promotions:*

Yes

No

Does the town use special events to encourage people to come into the town?



Do businesses use special promotional tactics to invite people in (i.e. free ice cream)?



Does the town organize or promote town-to-town tours on the river or by bike?



Is the river linked to any events in town?



Is the bike trail linked to any events in adjacent towns?



Do businesses cross-promote?



Do businesses offer out of town shipping for large items?



DESIGN CHECKLIST *Visual Appearance*

Yes                      No

Town and Storefront

- Does the downtown feel distinct or special?
- Does the town appear economically healthy?
- Does the town feel safe?
- Is a walk downtown generally a pleasant experience?
- Are walls and storefronts kept free of graffiti?



















<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Buildings and Parking

- In general, are vacant storefronts reasonably maintained?
- Does the community enforce building codes?
- Is there a solid strip of businesses (i.e. not broken up by parking areas)?
- Are the buildings situated close to sidewalks?
- Are historic buildings restored and recognized?
- Are the structures in town in overall good condition?

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>























	Yes	No
Storefronts:		
Are store windows clean?		
Are store windows well lit at night?		
Are storefronts maintained (i.e. no broken glass, crumbling bricks, peeling paint)?		
Do stores have attractive window displays?		
Are there audible amenities (i.e. chimes, church bells, music, etc.)?		
Are there street banners and/or pole banners in the business district?		
Are store fronts decorated with flowers or hanging baskets?		
Are there drinking fountains or free access to potable water?		
Does the town use decorative lampposts for night lighting?		

	Yes	No
Clean and Green Elements:		
Does the town have enough benches in public spaces?	<input type="checkbox"/>	<input type="checkbox"/>
Are benches well-placed (i.e. in the shade, near pedestrian traffic areas)?	<input type="checkbox"/>	<input type="checkbox"/>
Are there picnic areas?	<input type="checkbox"/>	<input type="checkbox"/>
Are parks/green spaces easily accessible and welcoming to visitors?	<input type="checkbox"/>	<input type="checkbox"/>
Do parks have adequate bike racks and benches?	<input type="checkbox"/>	<input type="checkbox"/>
Are street trees used effectively?	<input type="checkbox"/>	<input type="checkbox"/>
Are native plants used in green spaces?	<input type="checkbox"/>	<input type="checkbox"/>
Are the sidewalks swept and kept neat and free of debris?	<input type="checkbox"/>	<input type="checkbox"/>
Are there rain gardens or permeable surfaces in parking lots?	<input type="checkbox"/>	<input type="checkbox"/>
Are there sufficient trash cans in town?	<input type="checkbox"/>	<input type="checkbox"/>
Are there recycling receptacles in town?	<input type="checkbox"/>	<input type="checkbox"/>

## Access Areas (these questions apply to both river and trail access areas):

	Yes	No
<i>Signage:</i>		
Is there an attractive well placed access area?	<input type="checkbox"/>	<input type="checkbox"/>
Are there well-placed access area directional signs (i.e. signs that direct to the access area and back to town)?	<input type="checkbox"/>	<input type="checkbox"/>
Is there an informative kiosk or bulletin board at the access area?	<input type="checkbox"/>	<input type="checkbox"/>
Are there directional signs at the access area indicating destinations to the east/west or north/south?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a rules and regulations courtesy sign at the access area?	<input type="checkbox"/>	<input type="checkbox"/>
Is there interpretive information at the access area?	<input type="checkbox"/>	<input type="checkbox"/>
Is there information about the town, services or amenities at the access area?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a map of the town at the access area?	<input type="checkbox"/>	<input type="checkbox"/>
Is there available information about the town, nearby services and other attractions that can be "taken away" (i.e. a brochure)?	<input type="checkbox"/>	<input type="checkbox"/>
Are there signs to emergency facilities?	<input type="checkbox"/>	<input type="checkbox"/>

<i>Parking Lots:</i>	Yes	No
Is there a river front parking lot?		
Is there parking at the trail access area?		
How many parking spaces are in the trail access area or riverfront parking lot?		
Do riverfront parking spaces have extra length for boats?		
Does the riverfront parking lot have extra turning radius for cars with boats?		
Does the parking lot have extra length for hitch-mounted bike racks?		
Does the parking lot accommodate horse trailers?		
Does the parking lot have extra turning radius for shuttle vans?		
Is there safe interface between boat ramp and parkers?		
Does the parking lot fencing have convenient openings for river access?		

<i>Amenities:</i>	Yes	No
Are there flush toilet facilities available to the public?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a portable toilet available to the public?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a public water fountain?	<input type="checkbox"/>	<input type="checkbox"/>
Are there trash receptacles?	<input type="checkbox"/>	<input type="checkbox"/>
Is there landscaping to provide shade?	<input type="checkbox"/>	<input type="checkbox"/>
Are there picnic tables?	<input type="checkbox"/>	<input type="checkbox"/>
Are there pavilions or shelters?	<input type="checkbox"/>	<input type="checkbox"/>
Are there bike racks?	<input type="checkbox"/>	<input type="checkbox"/>
Is there security lighting?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a pay telephone?	<input type="checkbox"/>	<input type="checkbox"/>
Is there cell service in town?	<input type="checkbox"/>	<input type="checkbox"/>
Is there cell service on the trail?	<input type="checkbox"/>	<input type="checkbox"/>



## TRAFFIC AND ACCESS ISSUES

### *General Access Between Trail/River and Town:*

What is the distance between the business district and the river?

What is the distance between the business district and a bike trail, if there is one?

Is it easy for visitors to find and access downtown from the river?

Is there an easy grade between river and town?

Is there an easy grade between trail and town?

### *Signage:*

Is there adequate signage for motorists to find the riverfront town?

Is there adequate signage for motorists to find the trail access area?

Are there sign ordinances?

Are sign ordinances being enforced?

Is there adequate signage from the river leading to the town?

Is there sufficient signage for finding businesses and services?

Used with permission from the Allegheny Trail Alliance

Yes

No



*Safety:*

Are there "Share the Road" signs in town for bikes?

Yes

No

Are sidewalks in good shape?

Are sidewalks wide enough to accommodate pedestrian traffic?

Do curb cuts have a gentle slope?

Are all sidewalks continuous (vs. stopping abruptly) in the central business district?

Are crosswalks well-marked?

Do motorists generally respect pedestrians in crosswalks?

Are there pedestrian walk/don't walk signals?

















Do signals allow enough time for a child or older adult to cross the street?

Are pedestrians highly visible to motorists at crossings?

Are there enough stop signs and stop lights in town?

As a pedestrian, do you feel safe when walking through town?



	Yes	No
<i>Parking (vehicles, boats and/or bicycles):</i>		
Is there sufficient on-street parking?		
Are off-street parking lots placed behind stores?		
Are curb cuts in front of businesses limited in size and number resulting in a continuous sidewalk?		
Are there bike racks near businesses?		
Are there secure boat parking areas close to the river?		
Are there secure off-sidewalk bike parking areas close to the business district?		
Are there creative bike racks (i.e. combination bike and bench; decorative metal design)?		
Is there sufficient parking for cars pulling boats?		

# **NEW BETHLEHEM TRAIL TOWN NEEDS ASSESSMENT RESULTS**

## **SURVEY COMMENTS**

### **Question 1 - Is there a gateway point to enter/leave town? (i.e. a piece of art, a mural, a sign?)**

The bridge that crosses Redbank Creek.

We have at least four highways leading into town, and there is no prominent marker to identify the town - aside I guess the bridge and dam could be considered a gateway point.

Bridge

### **Question 2 - Do business hours match customer needs? (i.e. open on weekends)**

Most of the business hours are open on the weekends, the specialty shops could be open longer.

Businesses open on Sunday take people out of worship.

Some hours may be limited on the weekends.

For the most part yes.

What business? Pizza shops and beer joints

### **Question 3 - Are downtown businesses clustered in a compact area?**

We should get more things for the kids to do.

What there are left.

The whole of Broad Street is lined with businesses. I wouldn't say they are clustered in a compact area.

What businesses we have.

While we have too many vacant storefronts in the traditional downtown area, the truth is that those storefronts would not be so empty if a decision had not been made a couple of decades or so ago to have all the new development east of the traditional downtown and stretching nearly to the high school. The reasons for this are

### **Question 4 - Is merchandise clean and attractively displayed?**

Generally pretty well displayed, to my knowledge.

For the most part.

Town is dirty. Store fronts in bad shape.

### **Question 5 - Are businesses clean, including windows?**

The open stores are clean but the closed places are eye sores. The owners should be asked to clean windows

While most are clean on the outside, there are some buildings that could use improvement.

Generally yes, but those empty storefronts give a bad appearance because the windows are often dirty when the

Most are but the old buildings and property that is vacant should be sold or kept clean. Our boro god bless

them, fall very short on these tasks. We should implement a tax on vacant property and buildings to make them

sell or produce. Also in winter, our street department should be out there from 11 PM to 7 AM to remove snow after each snow fall over 2 inches. They do it during the day, block streets and parking so people move on. Small

Semi-annual cleanings would be great.

### **Question 6 - Are window displays appealing and inviting?**

Most of them are.

Again, this varies. Too many of our occupied business spaces are not retail-oriented, the types that lead to

Especially when the art students do special windows.

Some are and some are not.

## **NEW BETHLEHEM TRAIL TOWN NEEDS ASSESSMENT RESULTS**

### **Question 7 - Are there window displays that show off the community's pride in its heritage?**

Except during the pb festival

Not really

### **Question 8 - Are there publicly-accessible rest rooms in the businesses?**

Very few.

Only in Subway, Uni-Mart and Burger King for those traveling through.

Too few available public restrooms in most businesses.

restaurants, not most others

Probably only in the restaurants.

Not all of them

Only in restaurants

For the most part

### **Question 9 - Are there handicapped-accessible rest rooms in the community?**

At least I think so.

A few

Not to my knowledge, unless those at Burger King qualify as such.

I don't know of any.

not many

### **Question 10 - Do businesses offer information on the town/region?**

Not sure

Not often to my knowledge

Some

Do we really need to????

Not really

### **Question 11 - Do employees answer questions in a friendly manner?**

Mostly rude people in New Bethlehem, sadly.

Generally, to my knowledge. But too few help to "sell" the area; they need education in hospitality, especially

Some

that's a 75% yes 25% no..

Sometimes

### **Question 12 - Do shops carry souvenirs, especially related to the town?**

If so, very limited -- maybe a few clothing items with the name of the town or other limited items with the name

Not very many

### **Question 13 - Are businesses' signs clearly visible and well-designed?**

Some

Varies widely

most signs are old and do not stand out

many but not all

## **NEW BETHLEHEM TRAIL TOWN NEEDS ASSESSMENT RESULTS**

### **Question 14 - Do businesses clearly indicate when they are open?**

Signs may be on doors, but aren't necessarily highly visible.

If one looks closely at a window or door

### **Question 15 -Are business hours posted on the front door or window?**

Not viewable from street

Mixed

Generally yes, but not bold enough

### **Question 16 - Are businesses open on Saturday and Sunday**

Varies widely, but again (as stated in an earlier question) one must be careful in criticizing the business owners because those owners have probably learned from experience that they cannot justify such hours if there has  
Some

Rite Aid and Riverside and the restaurants are open Sundays and Unimart and AM/PM. The other stores aren't  
Some are some not

I believe in Sunday closing

restaurants, super market (the only one) and a few others (Dollar General, Family Dollar)

Many of them are

### **Question 17 - Does your town have the following types of businesses or services?**

LIQUOR STORES ARE ONLY OFFERED BY THE STATE

Our Restaurant's offer the worst service in the state....

Beer in restaurant - 1 (family restaurant), 1 bar with some deep fried food, coffee in restaurants - no café or

### **Question 18 - Trail-Related Services**

For what????

will need both

possibly bike equipment

### **Question 19 - River-Related Services**

NOT SURE OF KAYAK HOURS AND NOT GOOD VISIBILITY

why???

Will need all mentioned previous immediately above in this section. The two sister boroughs have a new spillway/dam with overlook and benches on Redbank Creek. Redbank Valley Municipal Authority owns. Contact  
I don't know what

no access to creek (owned) and private areas formally used are shutting down access because of liability

### **Question 20 - Lodging**

Is it needed???

Bed & Breakfast will be coming to New Bethlehem soon

need all

### **Question 21 - Services & Amenities**

Public library hours reduced - Closed Wednesday & Sunday, Laundramat is so-so, public email service at public

I don't know the library's hours



## **NEW BETHLEHEM TRAIL TOWN NEEDS ASSESSMENT RESULTS**

### **Question 22 - Does the town use special events to encourage people to come into the town?**

Peanut Butter Festival

Sometimes rules for participating are ridiculous and discourages participation

PEANUT BUTTER FESTIVAL AND ART IN THE PARK

Advertising is basic & needs a more professional and targeted approach

### **Question 23 - Do businesses use special promotional tactics to invite people in (i.e. free ice cream)?**

Are you kidding me???????

Again, needs help here.

### **Question 24 - Does the town organize or promote town-to-town tours on the river or by bike?**

A paved trail using the old railroad could do wonders for the town. I know many folk use the high school track at the present to walk, but during the fall the football team needs the area for practice. A Hiking trail would be  
Not yet

This town again does not own river frontage. The bike trail is limited due to the railroad tressels. The idea of

### **Question 25 - Is the river linked to any events in town?**

Peanut Butter Festival

Fishing Derby

Unless one counts an annual public library fundraiser held in a nearby park. There are no direct links to Redbank  
The creek is looked at a a sewer. People throw trash and junk in it to get rid of it.

### **Question 26 - Is the bike trail linked to any events in adjacent towns?**

Never knew that there was a bike trail.

Not yet.

### **Question 27 - Do businesses cross-promote?**

Somewhat between each other and some through the district Chamber.

New Bethlehem is only concerned about New Bethlehem. Period.

### **Question 28 - Do businesses offer out of town shipping for large items?**

DO NOT KNOW

a few will

Char-Val Candies will ship orders

depends on the items and the business

some of them may

### **Question 29 - Town & Storefront**

several storefronts empty, windows dirty, very little litter, if any. Sister municipalities (New Bethlehem & South

### **Question 30 - Buildings & Parking**

Mixed

I am sometimes marking No for "Don't Know"

There are several variables to my yes/no answers here. Many answers could be "some" or "select".

## **NEW BETHLEHEM TRAIL TOWN NEEDS ASSESSMENT RESULTS**

### **Question 31 - Storefronts**

Not included in the survey

### **Question 32 -Clean & Green Elements**

Again answers could be "some". A park in town has sheltered picnic tables and sometimes available water in 1

### **Question 33 - Access Areas / Signage**

Again, "some". There are some bulletin boards in a few stores - local advertising

### **Question 34 - Access Areas / Parking Lots**

No boat ramps

How do I answer "How many parking spaces?" with Yes or No?

Five spaces for the riverfront parking

Question #3 can't be answered above - there are no marked spaces anywhere - yet. Most mentioned above  
I don't think there is such a parking lot.

### **Question 33 - Access Areas / Amenities**

Again, answers pertain to a small local park in town located next to Redbank Creek. Various sites for trail access are throughout the towns and the former RR corridor is situated within the municipalities and next to the

### **Question 36 - General Access Between Trail / River and Town**

less than a mile

A couple of these questions simply cannot be answered with a "yes" or "no" answer -- they ask for distances, not

Two blocks across the river

1st answer - about 2 small town blocks. 2nd answer - about 1 to 2 small town blocks

Not much distance

### **Question 37 - Signage**

This quiz is premature

does not apply

### **Question 38 - Safety**

I don't think walk/don't walk signals work

### **Question 39 - Parking (vehicles, boats and/or bicycles)**

No comments



## APPENDIX E

### APPENDIX E – MASTER PLAN

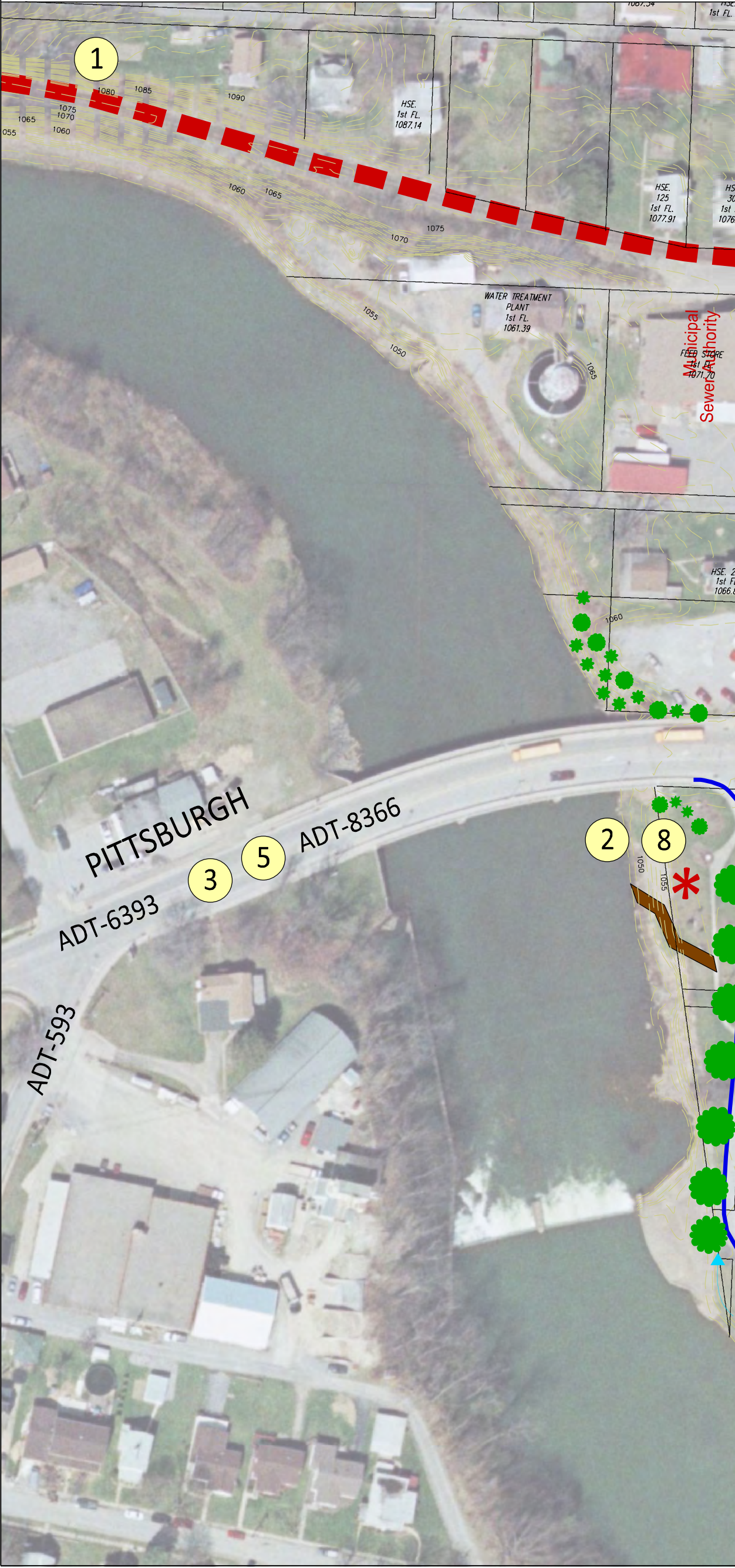
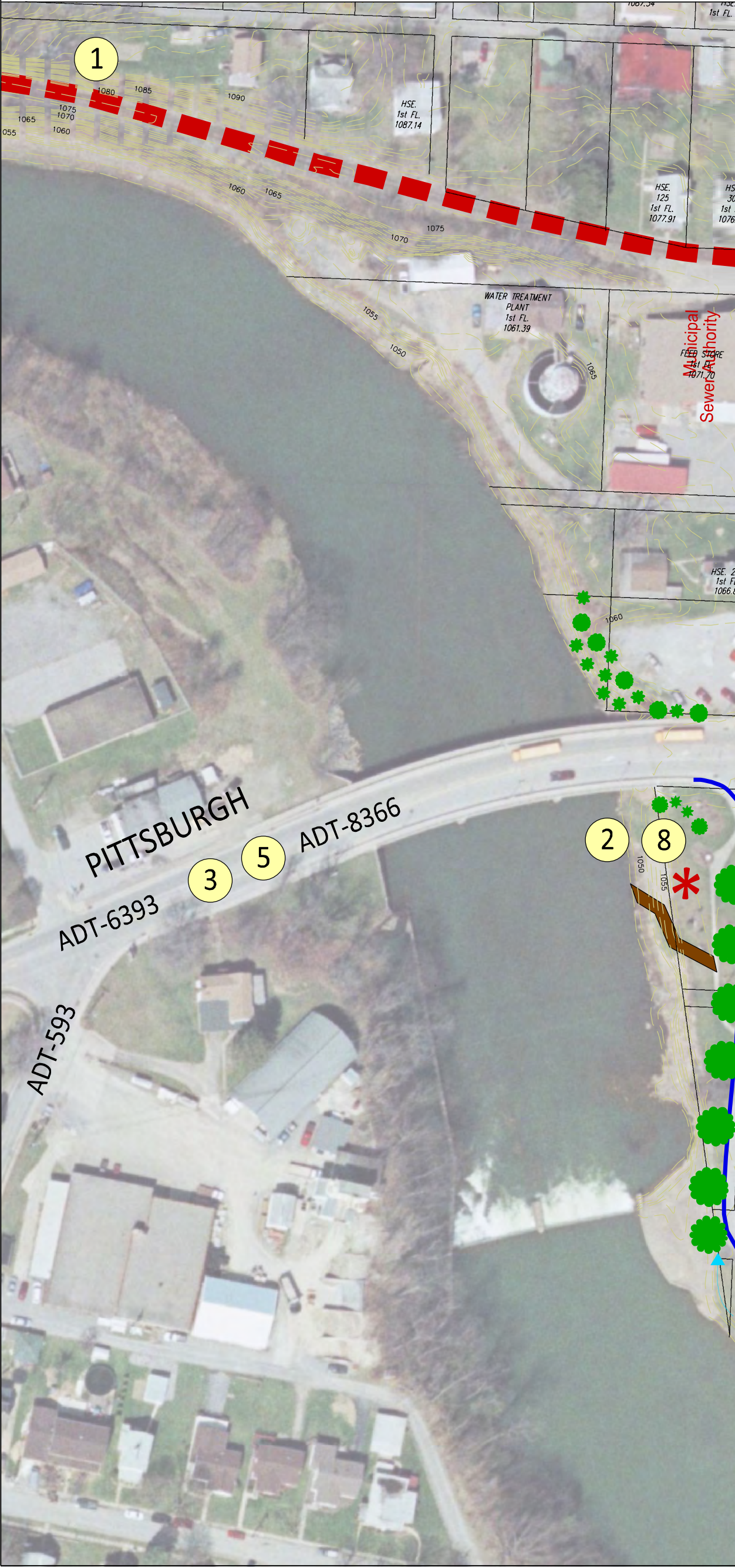


## NEW BETHLEHEM TRAIL TOWN

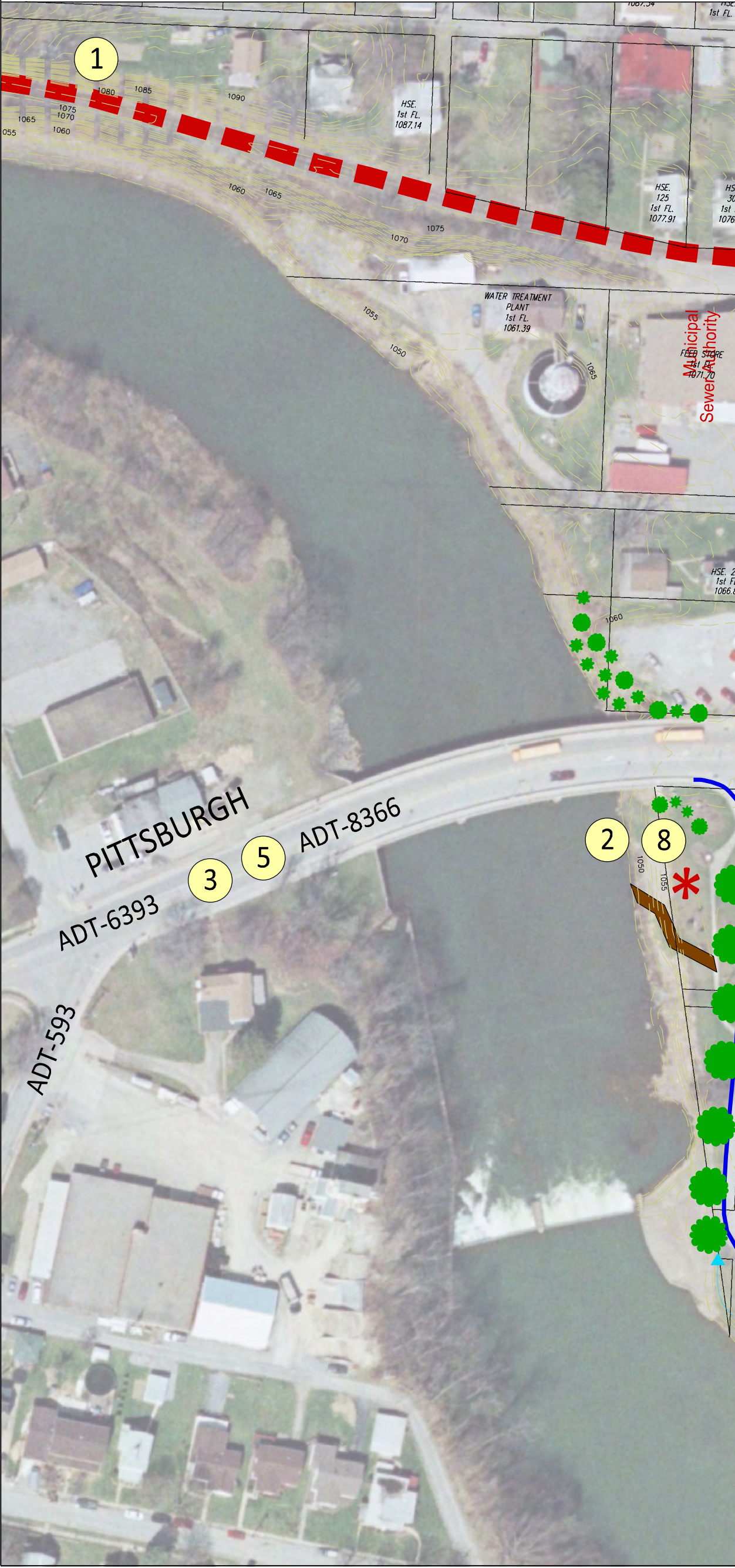
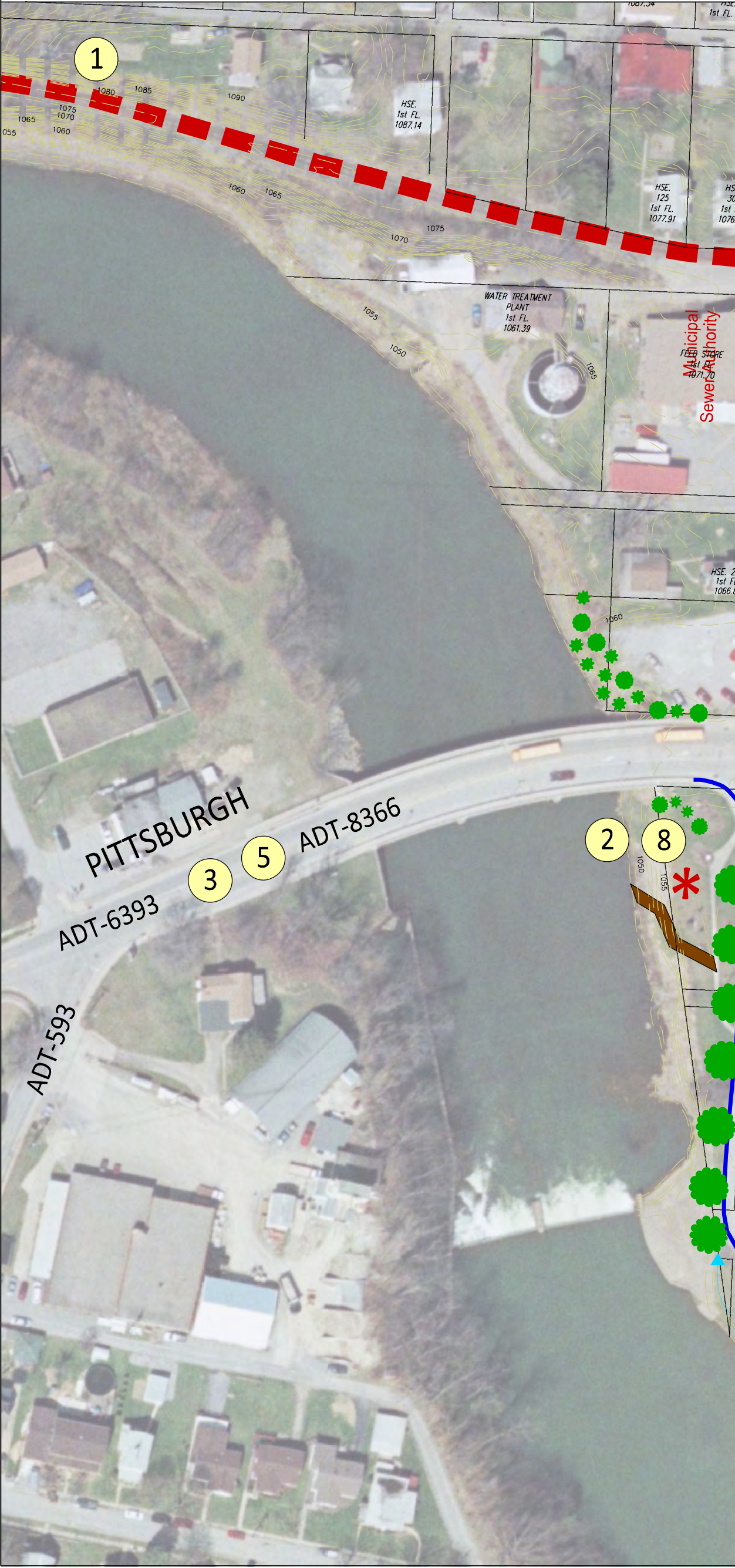
### MAP LEGEND

1. Trail Town - Ahead Sign (at Trail Approach)
2. Gateways (at Road Approach)
3. Trail Town Signs (at Road Approach)
4. Kiosks
  - Wi-Fi connection; Services, shops, boarding, emergency services, etc. for trail
5. Redbank Creek Bridge and SR 28 North Roadway Approach
  - Ornamental lighting, banners, landscaping at approaches
6. Primary Pedestrian and Bicycle Connection Corridors
7. Pedestrian Corridor Improvements
  - Pavements, signing, lights, landscaping
8. Features (a focus for each community space)
  - Artwork, sculpture, town clock, or ornamental lighting
9. Architecture - Facade Improvements & Signing
10. Town Green Space
11. Renovations & Enhancement to Existing Retail/Commercial Business
12. New Service, Retail/Commercial Space
  - Opportunity Zone for outfitter and/or canoe-kayak rental-storage, bike rental-storage, shops, restaurants, services related to trail, river, theme of development
13. Increase & Improve Parking
  - Signing along Broad Street & Wood Street for off-street parking areas
14. Creek Connections
15. Creek Bank Stabilization
16. Enhancements to Guntown Memorial Park

- 



- 

[illegible][illegible][illegible]





## APPENDIX F

### APPENDIX F – TOWN GREEN AND ALLEY IMPROVEMENT RENDERINGS



# TRAIL TOWN DEVELOPMENT PLAN

## NEW BETHLEHEM BOROUGH

CLARION COUNTY, PENNSYLVANIA  
REDBANK VALLEY TRAIL ASSOCIATION

# TOWN GREEN





RAILROAD THEMED PAVILION  
AVAILABLE WIFI  
TRAIL SERVICES INFORMATION



TRAIL  
SIDEWALK CROSSINGS AND CONNECTIONS  
TO WOOD, LINCOLN AND VINE STREET



CENTRAL COMMUNITY SPACE  
CURBED GREEN  
INCREASED PARKING  
ORNAMENTAL LIGHTING



LINEAR PARK  
TRAIL  
OPEN SPACE  
PERIMETER PARKING



- ORNAMENTAL LIGHTING
- POTTED ANNUALS  
AND WINDOW BOXES
- RAIN GARDEN  
AT SHOULDER
- ROOF WATER CAPTURE  
AT RAIN BARRELS
- PERVIOUS PAVERS  
AT BRICK
- RECYCLED CONCRETE  
AT WALK
- VENDOR OPPURTUNITY  
SPACE
- BIKE RACKS
- VENDOR SIGNS
- OUTDOOR CAFE OR  
PRODUCT DISPLAY





## APPENDIX G

### APPENDIX G – WATER ACCESS IMPROVEMENT RENDERING





CANOE AND KAYAK LAUNCH  
FISHING AND GAZEBO OVERLOOK



STREAM BANK STABILIZATION  
NATIVE PLANT SPECIES  
NATURALIZED ROCK FORMATIONS



VIEW FROM GAZEBO





## APPENDIX H

### APPENDIX H – GATEWAY IMPROVEMENT RENDERING



# TRAIL TOWN DEVELOPMENT PLAN

## RIVER ACCESS

### NEW BETHLEHEM BOROUGH

CLARION COUNTY, PENNSYLVANIA

REDBANK VALLEY TRAIL ASSOCIATION



#### GATEWAY

LIGHTS

FLAGS / BANNERS

VEGETATIVE BUFFER

NATIVE PLANTINGS

ORNAMENTAL PLANTINGS AT EXISTING FLAG POLE

SHADE TREES AT PARK

#### BOAT LAUNCH AND PARK

RAMP WITH LANDINGS

ADA ACCESSIBLE

GARDEN PLANTINGS

LAWN

NATIVE SPECIES AT RIVER EDGE





## APPENDIX I

### Appendix I – Cost Estimates; Partners and Potential Funding Sources

**New Bethlehem, Pennsylvania****Trail Town Master Site Plan- Estimate for Construction Improvements**

05/10/11

Mackin Project #4828-002

Construction of the trail through town (including asphalt apron at road approach, pavement marking, & MUTCD signing) is included  
in Trail Construction Cost Estimate

<u>Item Description</u>	<u>Quantity</u>	<u>Unit</u>	<u>Unit Cost</u>	<u>Subtotal</u>
<b>Wayfinding Signs</b>				
<b>Trail Town Ahead Signs</b>				
"Trail Town" ahead signs at Trail approach	2	EA	\$65	\$130
				\$130
<b>Gateways</b>				
Gateway Signs at Road approach	2	EA	\$3,200	\$6,400
				\$6,400
<b>Trail Town Signs</b>				
Trail Town Signs at Road approach	4	EA	\$120	\$480
				\$480
<b>Kiosks</b>				
Kiosks- information, services, destination	3	EA	\$1,200	\$3,600
				\$3,600
<b>Wi-Fi Connectivity</b>				
Unknown cost- solicit for emergency service use			\$	
<b>Red Bank Creek Bridge and SR 28 North Roadway Approach</b>				
Replace light standards	20	EA	\$1,900	\$38,000
Street Trees	7	EA	\$2,500	\$17,500
Misc. Landscape improvements	1	LS	\$5,500	\$5,500
				\$61,000
<b>Primary Bicycle &amp; Pedestrian Connection Corridors</b>				
MUTCD pavement markings and signing at crossings	1	Allowance	\$8,000	\$8,000
Sidewalk repairs	1	Allowance	\$10,000	\$10,000
ADA curb ramp upgrades	1	Allowance	\$10,000	\$10,000
Street Furniture				
Bike Racks (Custom- \$2000)	3	EA	\$500	\$1,500
Benches	6	EA	\$600	\$3,600
Trash Receptacles	6	EA	\$700	\$4,200
Misc. Landscape improvements	1	LS	\$5,500	\$5,500
				\$42,800
<b>Pedestrian Corridor Improvements</b>				
Themed Signing	1	Allowance	\$5,000	\$5,000
MUTCD pavement markings and signing at crossings	1	Allowance	\$8,000	\$8,000
Decorative Pavers	1	Allowance	\$20,000	\$20,000
ADA curb ramp upgrades	1	Allowance	\$5,000	\$5,000
Street Furniture				
Ornamental Lighting	20	EA	\$1,200	\$24,000
Benches	6	EA	\$600	\$3,600
Misc. Landscape improvements	1	LS	\$5,500	\$5,500
				\$71,100
<b>Features</b>				
Artwork, Sculpture, Town Clock, etc.	1	Allowance	\$20,000	\$20,000
				\$20,000



**Town Green**

Clearing and Grubbing	1	LS	\$2,000	\$2,000
Earthwork	1	LS	\$5,000	\$5,000
Utility Extensions				
Water- 6" HDPE	300	LF	\$45	\$13,500
Electric conduit-	300	LF	\$35	\$10,500
Elect. Transformer	1	EA	\$20,000	\$20,000
Drainage and Erosion Control	1	LS	\$8,000	\$8,000
Concrete Curb Installation	1	LS	\$20,000	\$20,000
Concrete Sidewalks	1	LS	\$10,000	\$10,000
Additional allowance for improved trail surface; recommended- colored/patterned asphalt	1	LS	\$8,000	\$8,000
ADA curb ramp upgrades	1	Allowance	\$4,500	\$4,500
Ornamental Lighting	10	EA	\$1,500	\$15,000
Asphalt Road and Parallel Parking Repairs	1500	SY	\$28	\$42,000
Ornamental Pavilion	1	LS	\$50,000	\$50,000
Seeding and Mulching	1	LS	\$5,000	\$5,000
Shade Trees	18	LS	\$1,500	\$27,000

\$240,500

**Trail Corridor Adjacent to Municipal Parking Lot**

Concrete Curb Installation	1	LS	\$12,000	\$12,000
Topsoil Installation	1	LS	\$4,000	\$4,000
ADA curb ramp upgrades	1	Allowance	\$2,500	\$2,500
Seeding and Mulching	1	LS	\$2,500	\$2,500
Shade Trees	6	LS	\$1,500	\$9,000

\$30,000

**Improved Parking**

Municipal Parking Lot	1	EA	\$250	\$250
Asphalt Road and Parallel Parking Repairs	200	SY	\$28	\$5,600
Drainage and Erosion Control	1	LS	\$500	\$500
Concrete Curb Installation	1	LS	\$5,000	\$5,000
Topsoil Installation	1	LS	\$1,000	\$1,000
Shade Trees	4	LS	\$1,500	\$6,000

\$18,350

**Creek Connections**

Overlook Pavilion or Deck	1	Allowance	\$20,000	\$20,000
Concrete Sidewalk-Ramp	1	LS	\$500	\$500
Trail Connection along creek toward High School		Allowance		\$2,500
Native Rock Boulders- Slope stabilization	1	Allowance	\$6,000	\$6,000
Landscaping- Native species	1	Allowance	\$5,000	\$5,000

\$34,000

**Enhancements to Gumtown Memorial Park**

Toilet	1	Allowance	\$5,000	\$5,000
Potable Water	1	LS	\$5,000	\$5,000
Native Rock Boulders- slope stabilization	1	Allowance	\$8,000	\$8,000
Landscaping- Native species	1	Allowance	\$5,000	\$5,000

\$23,000

**Canoe-Kayak Launch Site**

Concrete Block Dock (3x6x2 precast conc. blocks)	1	LS	\$4,000	\$4,000
Concrete Sidewalks	1	LS	\$6,000	\$6,000
Native Rock Boulders- slope stabilization	1	Allowance	\$3,000	\$3,000
Landscaping- Native species	1	LS	\$2,500	\$2,500

Canoe-Kayak Steel Rack and conc. pad	1	LS	\$6,500	\$6,500	
Misc. Signs with Safety Information	1	LS	\$300	\$300	
					\$22,300

<b>Master Plan Total Build-Out Plan</b>	<b>\$573,660</b>
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<i>Survey</i>	<i>estimated between 1-3%</i>	<i>\$11,473</i>
<i>Property &amp; ROW Clearance</i>	<i>estimated at 3%</i>	<i>\$17,210</i>
<i>Environmental Clearance</i>	<i>estimated at 2%</i>	<i>\$11,473</i>
<i>Design &amp; Engineering</i>	<i>estimated between 9-11%</i>	<i>\$57,366</i>
<i>Construction Contingency</i>	<i>estimated at 8%</i>	<i>\$45,893</i>

Not included: costs for field survey, right-of-way investigation, design & engineering or permitting costs/fees; or construction contingencies. Cost for trail through town is part of the Trail Construction Cost Estimate.

#### **Suggested Green Techniques for Design:**

- Use of Pervious Pavements
  - Pervious Pavers
  - Pervious Concrete
  - New Parking- Gravel Lots or Grass Pavers
- Use of Infiltration Swales, Basin, Trenches, Rain Gardens
- Evapo-transpiration Techniques- traverse storm water through open swale and over rock boulders toward rain garden
- Use of Native Plant Species
- Shade Parking Lots & Pavements with canopy trees
- Use of native rock boulders and native species along river bank to control erosion
- Reuse of metals, plastics, crushed concrete, reclaimed asphalt in building products
- Specifying recycled materials for all new products- street furniture, pavements, shelters, etc.

Structures- Solar collectors on shelters for energy generation; use of composting toilets- with window and skylight design to minimize need for lights; use of indigenous materials for building materials.

## Funding

The biggest question that arises for trail projects is usually “how are you going to pay for the project (s)? There are many opportunities for funding trail projects, such as:

- Grants (government funding programs, corporate grants, and private foundations)
- In-Kind Services/Donations
- Corporate Giving
- Fundraising Programs and Private Donations

### Grants

There are a number of public and private grant sources, including foundations that provide funding for trails. However, it is important to note that most trails are constructed as a result of local efforts and it will take a strong commitment to raise money to provide the matching funds often required.

### In-Kind Services/Donations

Many grant sources will accept in-kind services as a replacement for cash matches. The Borough of New Bethlehem, Redbank Renaissance, and in conjunction with the Redbank Valley Trails Association, have resources at their disposal that can be turned into in-kind services. Examples of in-kind services/donations for a trail project include:

- Building materials
- Equipment use/rental/purchase
- Professional expertise
- Meals for volunteers

### Corporate Giving

The National Trails Training Partnership (<http://www.americantrails.org/resources/funding/Funding.html>) provides useful information regarding asking corporations to donate money for trail projects.

*“Treat them exactly the same way you would a private donor or a foundation. Do not overlook the biggest and the smallest businesses in your community. Corporate citizens like to be a visible, viable part of where they do business. Really, really keep an open mind when approaching businesses. All types of ‘givers’ generally receive MANY more requests than they can fund. Being turned down does not mean the ‘ask’ wasn’t worthwhile-- only that there were too many projects for them all to be funded.”*

### Historic Tax Credits

Historic tax credits provide incentive for developers interested in making improvements to eligible structures. Tax credits up to 10% are available for buildings over 50 years old, and the credit reaches 20% if the building is on the historic registry. A workshop for the real estate community and older building owners is a beneficial way to inform those individuals about historic tax credits. The Pittsburgh History and Landmarks Foundation



is a good source for information regarding charitable donations that accompany buildings sold for less than market value.

## Partners and Potential Sources

The projects recommended in this report can become overwhelming when viewed in their entirety. However, the ability for New Bethlehem to break down the long range vision of the Trail Town Plan into smaller component projects makes implementation more manageable. Regardless of which project is being discussed, the primary concern for the Borough of New Bethlehem and Redbank Renaissance is going to be how to fund the improvements.

The following is a list of potential funding partners, resources and grant opportunities available:

- Pennsylvania Infrastructure Investment Authority (PennVEST) - <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/pennsylvania-infrastructure-investment-authority>
- PCTI- Pennsylvanian Community Transportation Initiative (PennDOT) [smart-transportation.com](http://smart-transportation.com)
- First Industries Fund - <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/first-industries-fund>
- Infrastructure Development Program - <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/infrastructure-development-program>
- Water Supply and Wastewater Infrastructure Program - <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/water-supply-and-wastewater-infrastructure-program-pennworks>
- Department of Conservation and Natural Resources (DCNR) Community Conservation and Partnership Programs (C2P2) - <http://www.dcnr.state.pa.us/brc/grants/indexgrantsinstruct.aspx>
- Pittsburgh History and Landmarks Foundation - <http://www.phlf.org/programs-and-services/main-and-elm-street-programs/>
- Pennsylvania Downtown Center - <http://www.padowntown.org/>
- Recreational Trails Program- <http://www.fhwa.dot.gov/environment/rectrails/>
- Pennsylvania Fish and Boat Commission (PFBC)- <http://www.fish.state.pa.us/grants.htm>
- The Sprout Fund – <http://www.sproutfund.org>
- Pennsylvania Council on the Arts - <http://www.pacouncilonthearts.org/>
- Private Utility Companies, Large Employers in the Area and Marcellus Shale Mining Companies.
- Foundation Center - <http://foundationcenter.org/> Directory available for purchase that lists all public foundations, past giving practices, coverage area, minimum and maximum grants, application instructions and each foundation's primary focus. This is a national directory that can be researched by topic, state, etc.
- Ta Brant, Director, PA Wilds Initiative; 12 County Regional Marketing Initiative; [tbrant@pawilds.com](mailto:tbrant@pawilds.com) – <http://www.pawildsresources.org/>

- The Northwest Regional Planning and Development Commission  
395 Seneca Street  
PO Box 1127  
Oil City, PA 16301  
814-677-4800  
<http://www.nwcommission.org>

Keep the following things in mind when preparing grant applications to obtain funding for improvement projects:

- Volunteer and in-kind services should be utilized as matching funds when applying for State grant funding.

There are new guidelines for applying to the State for funding; grant applications are now being submitted electronically. The following link is to the DCNR on-line Grant Program Requirements and Guidelines for Fiscal Year 2010-2011:

- <http://www.dcnr.state.pa.us/brc/grants/GuidanceDocuments/GeneralProgramRequirementsandGuidelines.pdf>.

The Borough of New Bethlehem and Redbank Renaissance should become familiar with the most current grant submission guidelines. The County Planning Department is available for technical assistance on the preparation of grant applications.

***Please refer to the Redbank Valley Trail Feasibility Report for Additional sources, ideas and partners for fundraising, events and programs.***



## APPENDIX J

### APPENDIX J – MEETING MINUTES



## REDBANK VALLEY TRAILS FEASIBILITY & PLANNING STUDY

*"The Redbank Valley Trail corridor is as scenic as the Pennsylvania Grand Canyon. I've been on a lot of trails and this is the most beautiful trail I've seen."*

*—Anonymous Trail User*

6 small towns along the Great Allegheny Passage derived \$40 Million in revenues from the trail in only 8 months in 2008.

55 new businesses and 227 new jobs were created in just 3 years along the Passage.

### Municipal Officials Trail Discussion

#### What:

A Feasibility/Planning Study is ongoing for the 42-mile Redbank Valley Trail. The study will identify potential opportunities and concerns regarding the development of a walking/biking trail along the former rail corridor from the Allegheny River to Brookville. The project is funded in part by a grant from the Northwest Commission and DCNR.

#### When:

**7:30pm—Thursday, February 10, 2011\***

\* If Redbank Valley Schools are closed due to inclement weather, the meeting will be rescheduled for Thursday, February 24.

#### Where:

**Summerville Presbyterian Church, 59 Church Street**

**Summerville, PA 15864**

*Please enter at street level.*

#### Why:

Mackin Engineering and McCollom Development Strategies will discuss the recreational and economic benefit of trails to communities. All municipal officials are encouraged to attend and identify opportunities in their communities as well as any potential concerns they may have regarding trail development. Please don't miss this opportunity!

#### Contact:

**Please RSVP by Wednesday, February 9, 2011**

Sandy Mateer, Project Manager, 814-275-1718, 724-664-4754 or

[scmateer1@comcast.net](mailto:scmateer1@comcast.net)

# New Bethlehem Trail Town Public Meeting

January 22, 2011

The list of those who attended the Trail Town presentation, walking tour and needs assessment is attached.

## New Bethlehem Assets:

- Redbank Creek and trail within close proximity
- Great gateway potential – crossroads of State Roads 28 and 66 and near 2 exits of Interstate 80. Close to major metropolitan centers.
- Visitors now coming from Pittsburgh; fishing/hunting/mountain bike/Peanut Butter Festival
- Major town center, located on the midpoint of the trail (42 miles, with 9 mile spur from Lawsonham to Sligo – 51 miles total; New Bethlehem is at milepost 20.5)
- Near state parks/Cook Forest/Clarion River
- Existing businesses to service visitors, offers an opportunity to package with other long term businesses.
  - Rusty's Hunters Moon Lodge opportunity for packaging
  - Rock Run outfitters - Kayaks, canoes, bike rentals, float trips
  - Redbank Valley outfitters
- Wireless Internet at Library, restrooms, visible from trail
- Redbank Valley Municipal Park
- Redbank Renaissance
- Redbank Valley Trails Association
- Redbank Watershed Association
- Redbank Valley Chamber of Commerce
- Redbank Valley School District (996 seat auditorium)
- Growing cottage industry of arts and crafts – possible cooperative
- Many active churches and community groups

## Services Needed:

- Sporting goods store(s)
- Bike Shop (service stations may make some repairs)

- Ice Cream shops
- Restaurants offering fine dining (good food, local but not really fine dining option)
- Restaurants and Cafes with outdoor seating
- Restaurants and other businesses opened longer, more often and accepting debit or credit cards
- Restaurants offering alcohol (one liquor license in town)
- Camping closer to town
- Bed and Breakfasts or other lodging options
- Shuttle services
- Vacation Homes
- Public restrooms and access to water (the Library & Fire Hall have restrooms; Would the Auxiliary open them for visitors?)
- More retail: shoes and clothing, gifts, art, souvenirs

#### Getting Started:

Existing committee structure within Redbank Renaissance can take the lead, but outreach to others should be aggressive. The Trail Town process is an “open tent”: the broader the engagement, the more successful the process.

#### What other groups need to be involved?

- Churches
- Schools
- Volunteer Fire Department and Auxiliary
- Real estate brokers, agents
- Real estate developers
- Armstrong Trail Group

#### Committee Structure:

- Design: Signage and Façade Restoration Program, bike racks
- Organizational: Convening on-going regional trail town meetings; seek funding resources for projects
- Promotion/Communication: Develop an elevator message about the trail town work and process; communicate regularly
- Regional Trail Committee: build the trail; address rules and regulations; other users (ATVs; equestrians)



## Immediate Potential Projects

### I. Signage

- Need Welcome signs; Gateway portals
- 3-4 gateway signs needed into town: SR 28 East and West; 66/28 crossroads
- PA Wilds signage on SR 66; Welcome to New Bethlehem sign
- Lighted signs on Broad and Wood Streets
- Consistent Quality design (review Great Allegheny Passage Sign Guidelines)

### II. Visitor Amenities:

- Public amenities needed:
- Toilets
- Shelters
- Access to water
- Benches
- Bike racks
- Picnic tables
- Trash receptacles
- Parks and parklets

### III. Develop Funding Strategy

Explore PA Wilds grants programs; explore possible funding through Watershed Association, Northwest and North Central Commissions, private foundations

### IV. Develop Marketing Message: the elevator message that explains the work; develop email list for regular communication; update Chamber and Redbank Renaissance web sites with information regularly on trail town work

The next public meeting is March 3.

*In recognition of the regional nature of the program; future meetings will move around to other nearby and participating towns.*



***Redbank Renaissance, Inc.***  
***209 Lafayette Street***  
***New Bethlehem, PA 16242-1017***  
[www.redbankren.org](http://www.redbankren.org)  
**814-275-1718**

President, Organization Chair: Sandra C. Mateer  
814-275-1718 [scmateer1@comcast.net](mailto:scmateer1@comcast.net)  
Economic Restructuring: Ty Poster  
814-275-3241 [tposter@nwbcorp.com](mailto:tposter@nwbcorp.com)

Design Committee Chair: Sara J. Seidle  
814-275- 9947 [sjseidle@windstream.net](mailto:sjseidle@windstream.net)  
Promotion Committee Chair: Sandy Anderson  
412-600-5914 [fleebus57@yahoo.com](mailto:fleebus57@yahoo.com)

December 27, 2010

Dear Business Owner,

We would like to invite you to attend a special breakfast presentation starting at **9 AM on Saturday, January 22, 2011**, at the Shepherd's Inn on Broad Street. Coffee and breakfast rolls will be provided courtesy of Redbank Renaissance. At 9:15 AM, Cathy McCollom of McCollom Development Strategies will do a short Power Point Presentation on the benefits, experiences and opportunities of trail towns. Ms. McCollom was instrumental in bringing 55 new businesses and over 200 new jobs in 3 years' time to 6 communities along the Great Allegheny Passage rail trail. Some information on the trail and literature on economic studies showing the value of rail trails in PA and all over the country will be available for you to take and review at your leisure.

Following the presentation, we will walk through the New Bethlehem downtown area and visit the water and rail trail gateway areas to do a community assessment. We will conclude at EverMoore's at about 11:30 – 12 Noon with hot beverages and snacks, courtesy of Redbank Renaissance, for further discussion and planning as to how New Bethlehem businesses can and would like to benefit from the trails.

New Bethlehem has been very fortunate, especially in this economy, to obtain a grant for Trail Town planning from the Northwest Regional Planning and Development Commission through DCNR. This grant was made possible through the efforts of local groups and residents in having the Red Bank Creek and 51-mile Redbank Valley Rail Trail included in the Clarion County Greenways Plan. New Bethlehem has been listed as a potential model trail town in that plan. This is an alternative revitalization effort to the Main Street Program for which funding is currently not available. We hope you will take advantage of this opportunity to see how your business might benefit. The Trail Town Plan will be developed with local input between now and April 2011 by Cathy McCollom and Mackin Engineering Company, with production of a final report and recommended plan for development of signage, trail and town connections and other amenities. A grant for a feasibility/planning study on the trail was also obtained by New Bethlehem and the Allegheny Valley Land Trust. That study is also now underway as you may have read in [The Leader-Vindicator](#). It will also conclude in April.

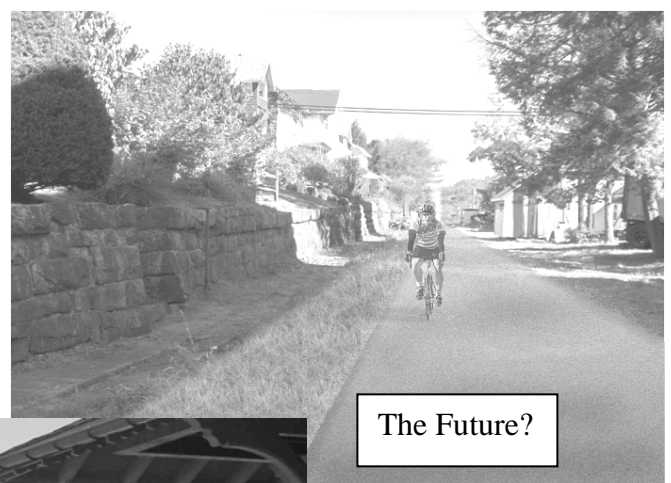
Over 13 miles of the trail have been graded and rolled since July by Redbank Valley Trails Association volunteers. People are already using the trail, even though much more work still needs to be done. One commentator on [www.TrailLinks.com](http://www.TrailLinks.com) said the scenery around the trail is as beautiful as the little Grand Canyon of PA. Last Summer, 2 new area outfitters were busy nearly every weekend with over 200 visitors from Pittsburgh and other areas. A new B&B owner near the trail, has not yet opened, but already has bookings for next season. With New Bethlehem's location at the midpoint of the trails between the Allegheny River and Brookville and the trails running right through town, there are many opportunities for serving trail users, many of whom, according to the economic studies, tend to have higher than average disposable incomes, are age 46 and older and even on day trips spend over \$13 per day per person on food and snacks and for longer trips over \$100 per day on gas, food and lodging. They want authentic

experiences, enjoy art, history, viewing wildlife and enjoyable and safe recreation. Some may want to stay and open businesses. We urge you to join us to learn more about these opportunities. Even if you feel that your business cannot directly benefit, we hope you will attend to see how trail town planning may benefit the community with new jobs and businesses. Improving the business climate for some may improve it for all, just as a rising tide raises all ships.

If you have any questions, especially if you can't attend and want to learn more, or to RSVP by January 17th, please call me at 814-275-1718, Ty Poster at 814-275-3421 or send an e-mail to me at [scmateer1@comcast.net](mailto:scmateer1@comcast.net). In the event of a blizzard, the event will be postponed until Feb. 5<sup>th</sup> and the postponement will be posted on the Redbank Renaissance community calendar at [www.redbankren.org](http://www.redbankren.org). Thank you for your consideration.

Sincerely,

Sandy Mateer



*The mission of Redbank Renaissance is to direct a revitalization program, using our assets – the Redbank Creek, picturesque landscape, Route 28/66 corridor and central tri-county location - to energize new and existing businesses and restaurants, add retail, improve infrastructure, create jobs and reinstate New Bethlehem and the Redbank Valley as an economic, cultural and recreational center that will create an even more attractive and wholesome place to raise a family, work and retire.*





## APPENDIX K

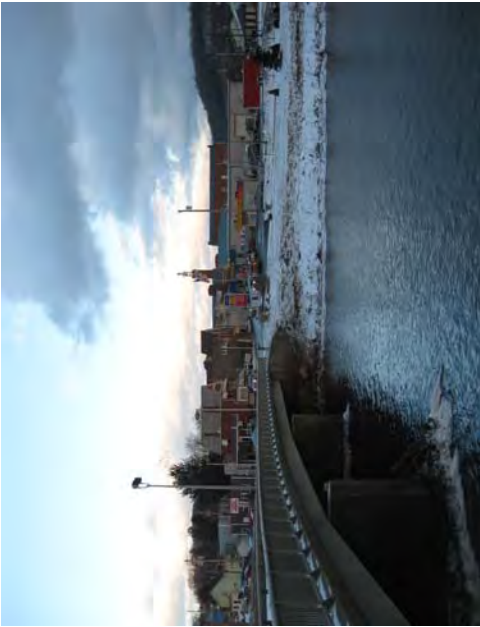
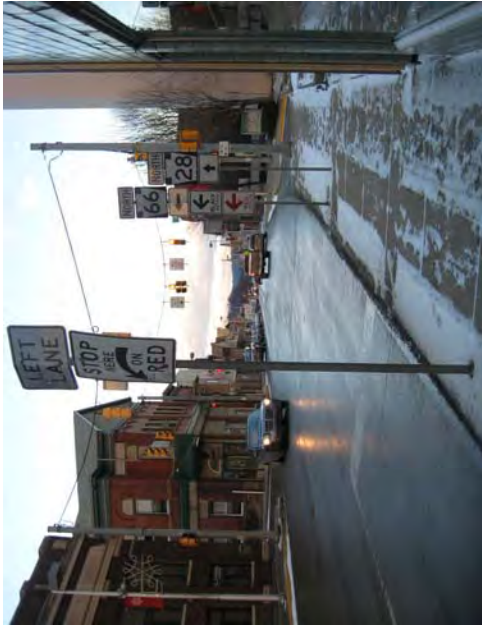
### APPENDIX K – SITE PHOTOS















## APPENDIX L

### Appendix L – Collected Base Mapping

INSTRUMENT 2002-5371

RECORDED

9-19-02

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PAGE

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1118

Gregory K. Mortimer  
RECORDER

DEED

THIS INDENTURE, made the 13<sup>th</sup> day of September, two thousand and two  
(2002),

BETWEEN

PITTSBURG & SHAWMUT RAILROAD, INC., a Delaware Corporation, whose mailing  
address is 1200-C Scottsville Road, Suite 200, Rochester, New York 14624, GRANTOR,  
Party of the First Part,

AND

FIRST UNITED NATIONAL BANK, a National Banking Association having a mailing  
address for its principal office of P. O. Box 7, Fryburg, Pennsylvania 16326, GRANTEE,  
Party of the Second Part.

WITNESSETH, that the said Grantor, in consideration of

----- Ninety-Five Thousand (\$95,000.00) Dollars-----

to it now paid by the said party of the second part, does grant, bargain, sell and convey unto  
the said party of the second part, its successors and assigns,

ALL that certain piece or parcel of land situate in New Bethlehem Borough, Clarion County,  
Pennsylvania, bounded and described as follows:

BEGINNING at the Southwest corner of the tract herein described, which point is located  
at intersection of the eastern right of way line of Wood Street and the center line of Hunters  
Street which has a total right-of-way width of 14', thence along the eastern right-of-way line of  
Wood Street North 00° 30' 00" West a distance of 135.00' to a drilled hole in the sidewalk; thence  
North 89° 59' 15" East along other lands of Grantor 543.09' to a set nail located on the centerline  
of Hunters Street; thence South 76° 00' 00" West 558.50 feet to a point and place of beginning.  
Being a triangular parcel of land containing .84 acres as determined by a survey performed by

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Ronald L. Fox dated June 10, 2002, a copy of which is attached to this deed.

BEING the same parcel of land conveyed to the Allegheny Valley Railroad Company by deed dated March 4, 1873, and recorded at Book S, Volume 27, Pages 43 and 44. The Allegheny Valley Railway Company was merged into The Pennsylvania Railroad Company on April 7, 1910. As a result of a merger of The New York Central Railroad Company with The Pennsylvania Railroad Company, the name of the surviving entity was changed to the Penn Central Transportation Company. In a bankruptcy proceeding, Penn Central Transportation Company conveyed the subject property to Consolidated Rail Corporation by conveyance document PC-CRC-RP-184 dated March 30, 1976, and recorded at Book 251, Page 540 on August 2, 1977. Consolidated Rail Corporation conveyed the subject property to Mountain Laurel Railroad Company by deed dated December 30, 1991, and recorded at Book 387, Page 1045, on January 8, 1992. Mountain Laurel Railroad Company conveyed the above described parcel to the Grantor by deed dated April 26, 1996, and recorded in Clarion County Record Book 454, Page 403, on June 20, 1996.

SUBJECT, NEVERTHELESS, to all leases, agreements, rights-of-way, public rights-of-way and adverse conveyances.

Grantee, on behalf of Grantee, Grantee's successors, heirs, legal representatives and assigns, hereby covenants and agrees with Grantor, Grantor's successors and assigns, by the acceptance of this deed that:

(a) Drainage. Grantee shall establish and maintain proper drainage in such a manner as to not impair proper drainage of Grantor's adjacent land(s) or right of way, or redirect or increase the quantity or velocity of any surface water runoff or streams into said drainage or upon the right of way or land(s) of Grantor. Grantee agrees to construct and maintain at its sole expense, in accordance with all applicable statutes, ordinances, building codes, subdivision covenants and restrictions, an adequate drainage system from the Premises to the nearest public or non-Grantor owned drainage or storm sewer system, in order to prevent the discharge of roof, surface, stream and other drainage waters irrespective of their source upon the right of way or lands or other properties of the Grantor. In the event that the drainage system utilizes Grantor's underground drainage facilities, Grantee agrees to maintain Grantor's facilities, to the satisfaction of Grantor, and to provide unrestricted access to, and use of, the drainage system by Grantor.

(b) Vibration. Grantee shall not have or assert any claim or demand whatsoever against Grantor for compensation for damages, whether said damages be direct or consequential, to the Premises or to any buildings or improvements now or hereafter erected thereon, or to the contents thereof, which may be caused by the operation, maintenance, repair, or renewal of Grantor's Railroad or which may be caused by direct or indirect vibration resulting from the operation, maintenance, repair or renewal thereof; and said Grantee hereby expressly releases the Grantor from liability for any such damages.



Tax Map No.: 20-02.0-98

TOGETHER with all singular, the rights, liberties, privileges, hereditaments, and appurtenances whatsoever thereunto belonging, or in any wise appertaining, and the reversions and remainders, rents, issues and profits thereof; and also, all the estate, right, title, interest, property, claim and demand whatsoever, of them, the said grantors in law, or equity, or otherwise howsoever, of, in, to, or out of the same.

No hazardous waste, as the term "hazardous waste" is defined by the Solid Waste Management Act of July 7, 1980, P.L. 97 Section 405 (354 P.S. Section 6018.405) is presently being disposed of, nor has such hazardous waste ever been disposed of, by the Grantor or to the Grantor's personal knowledge on the premises herein conveyed.

with the appurtenances: TO HAVE AND TO HOLD the same unto and for the use of the said party of the second part, its successors and assigns forever,

And the said party of the first part, for its successors, executors and administrators covenants with the said party of the second part, its successors and assigns against all lawful claimants SPECIALLY the same and every part thereof to Warrant and Defend.

NOTICE--THIS DOCUMENT MAY NOT SELL, CONVEY, TRANSFER, INCLUDE OR INSURE THE TITLE TO THE COAL AND RIGHT OF SUPPORT UNDERNEATH THE SURFACE LAND DESCRIBED OR REFERRED TO HEREIN, AND THE OWNER OR OWNERS OF SUCH COAL MAY HAVE THE COMPLETE LEGAL RIGHT TO REMOVE ALL OF SUCH COAL AND, IN THAT CONNECTION, DAMAGE MAY RESULT TO THE SURFACE OF THE LAND AND ANY HOUSE, BUILDING OR OTHER STRUCTURE ON OR IN SUCH LAND. THE INCLUSION OF THIS NOTICE DOES NOT ENLARGE, RESTRICT OR MODIFY ANY LEGAL RIGHTS OR ESTATES OTHERWISE CREATED, TRANSFERRED, EXCEPTED OR RESERVED BY THIS INSTRUMENT. (This notice is set forth in the manner provided in Section 1 of the Act of July 17, 1957, P.L. 984, as amended, and is not intended as notice of unrecorded instruments, if any.)

This Deed is made under and by virtue of a Resolution of  
the Board of Directors of Pittsburgh & Shawmut Railroad, Inc.,  
duly passed at a special meeting thereof, held on the 13<sup>th</sup> day

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1121

of September, 2002, a full quorum being present,  
authorizing and directing the same to be done.

IN WITNESS WHEREOF, the said Pittsburg & Shawmut  
Railroad, Inc., has caused its common and corporate seal to be  
affixed to these presents by the hand of its President and the same  
to be duly attested by its Secretary. Dated the day and year first  
above written.

ATTEST:

PITTSBURG &amp; SHAWMUT RAILROAD, INC.

  
(Corporate Seal)  
Alan L. Harris  
Secretary

By: David J. Collins  
David J. Collins, President

NOTICE: THE UNDERSIGNED, AS EVIDENCED BY THE SIGNATURE TO THIS  
NOTICE AND THE ACCEPTANCE AND RECORDING OF THIS DEED, ARE FULLY  
COGNIZANT OF THE FACT THAT THE UNDERSIGNED MAY NOT BE OBTAINING  
THE RIGHT OF PROTECTION AGAINST SUBSIDENCE, AS TO THE PROPERTY  
HEREIN CONVEYED, RESULTING FROM COAL MINING OPERATIONS AND THAT  
THE PURCHASED PROPERTY, HEREIN CONVEYED, MAY BE PROTECTED FROM  
DAMAGE DUE TO MINE SUBSIDENCE BY A PRIVATE CONTRACT WITH THE  
OWNERS OF THE ECONOMIC INTEREST IN THE COAL. THIS NOTICE IS  
INSERTED HEREIN TO COMPLY WITH THE BITUMINOUS MINE SUBSIDENCE AND  
LAND CONSERVATION ACT OF 1966.

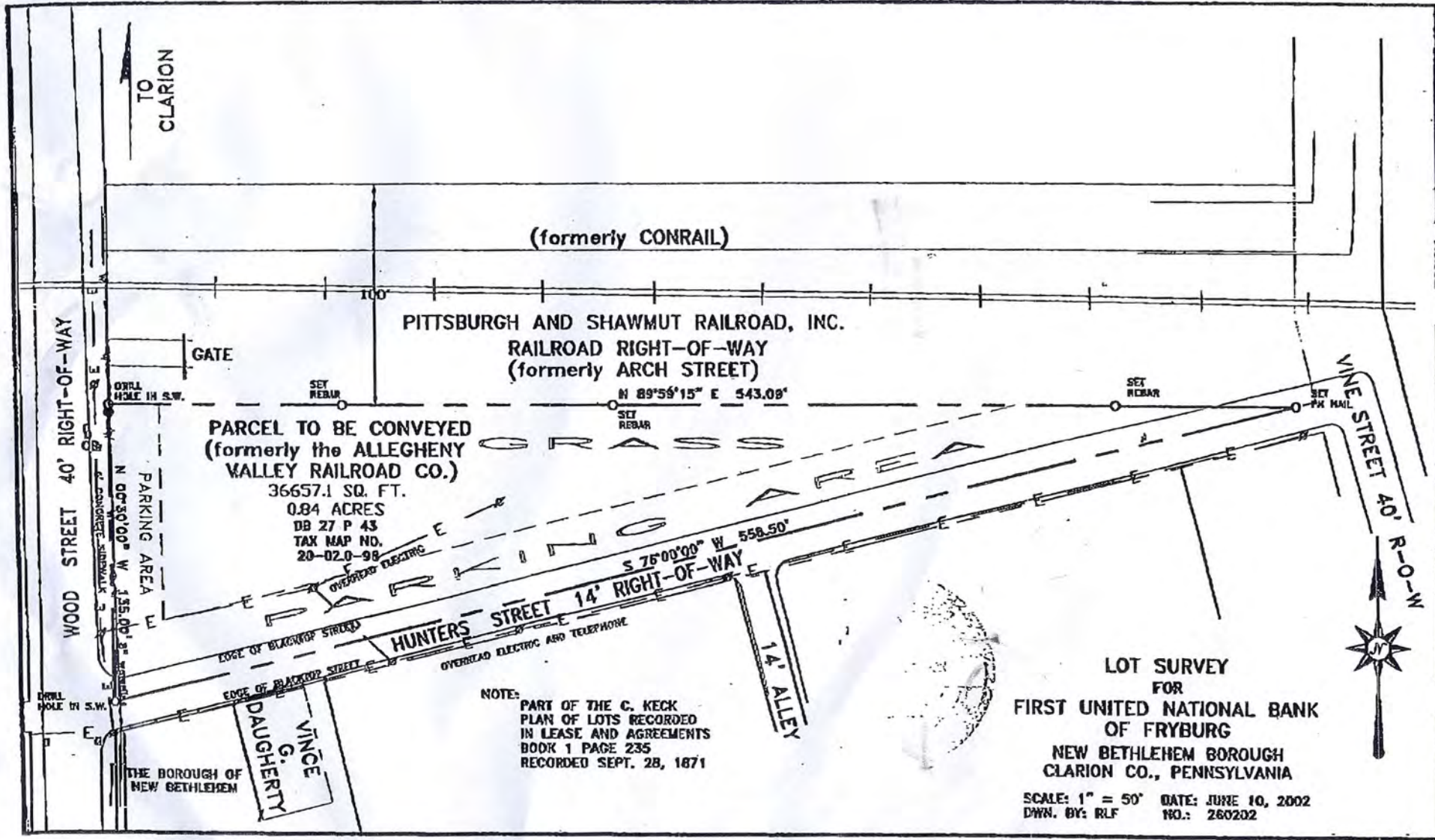
WITNESS:

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LOT SURVEY  
FOR  
FIRST UNITED NATIONAL BANK  
OF FRYBURG  
NEW BETHLEHEM BOROUGH  
CLARION CO., PENNSYLVANIA

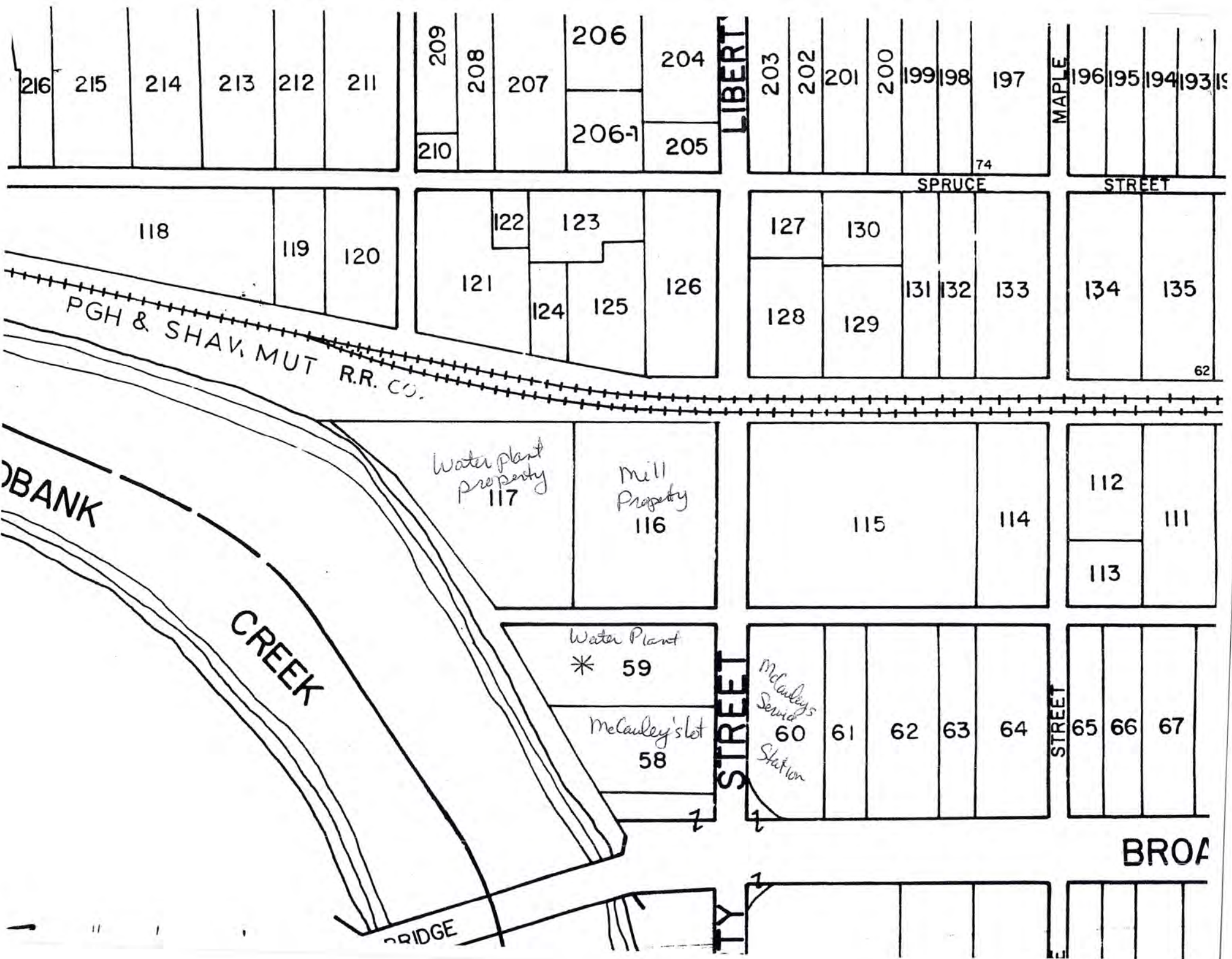
SCALE: 1" = 50' DATE: JUNE 10, 2002  
DWN. BY: RLF NO.: 260202



I hereby CERTIFY that this  
document is recorded  
in the Recorder's Office of  
Clarion County, Pennsylvania

*Gregory N. Mortimer*  
Gregory N. Mortimer - Recorder of Deeds





Citizens  
Water Co.

LIBERTY ST.

Town Lots

WATER STREET

Iron Pin

585°29'E 162.67'

Now New Bethlehem Boro

TRUSTEES  
OF THE  
NEW BETHLEHEM  
TROOPS  
BOY SCOUTS  
OF  
AMERICA

0.525 Acre.

N 4°31'E  
83.3'

M. 8°54'45"  
N 47°36'14"E

Redbank

M. 6°48'25"N  
576°01'W 21.24'

Creek

S 4°31'W  
176.5'

585°29'E  
30.0-4'

M. 13°45'S  
166.5'

Stake

Now - Reichard  
Family  
(Gantown  
Park)

C.E. ANDREWS  
LUMBER CO.

→  
to beyond  
Lafayette St

Revised January 23, 1960  
to show C.E. Andrews  
Lumber Co. Lot. w/z.



TRUSTEES  
OF THE  
NEW BETHLEHEM  
BOY SCOUTS OF AMERICA  
TRACT OF LAND

New Bethlehem Borough, Clarion County, Pa.

Scale 1" = 50'

January 19, 1960

Walter J. Zimmerman Surveyor Engineer Punxsutawney, Pa.





**Gannett Fleming**

SUBJECT \_\_\_\_\_

SHEET NO. \_\_\_\_\_

OF \_\_\_\_\_

BY \_\_\_\_\_

DATE \_\_\_\_\_

CHKD. BY \_\_\_\_\_

DATE \_\_\_\_\_

JOB NO. \_\_\_\_\_

LIBERTY STREET

Water Plant  
property  
Lot 59

