



# Feasibility Study Highlights

## I-180 CORRIDOR



### ➤ **EXISTING LAND USE**

- ⇒ Majority of Land Use = Institutional, Industrial, Commercial
- ⇒ Potential for Development / Redevelopment
- ⇒ Improve Aesthetics and Address Conflicts Between Land Uses

### ➤ **ZONING REGULATIONS**

- ⇒ Majority of Districts = Industrial (Heavy & Light), Commercial, Institutional
- ⇒ Possible Updates = Landscaping / Screening and Sidewalk Requirements

### ➤ **SUBDIVISION AND LAND DEVELOPMENT REGULATIONS**

- ⇒ Requirements = Connecting Streets, Impervious Surfaces, Parking Lot Screening, Vegetative Buffers
- ⇒ Possible Updates = Best Management Practices, Requirements for Trees / Landscaped Parking Lots, Expansion of Design Guidelines

### ➤ **TRANSPORTATION AND ACCESS**

- ⇒ Lack of East – West Movements (some streets do not connect)
- ⇒ Limited Truck Access at Rose Street and Maynard/I-180
- ⇒ Rail Access in Corridor
- ⇒ Pedestrian Access = River Walk, Potential Trail Connections, Safety Concerns

### ➤ **UTILITIES**

- ⇒ Most of Corridor Served by Public Water & Sewer (some extensions needed)
- ⇒ Most of Corridor Served by Fiber Optic (some upgrades needed)
- ⇒ Issues with Capacity of Stormwater System

### ➤ **ENVIRONMENTAL CONSTRAINTS**

- ⇒ Phase I Site Assessments Completed = Old City Dump, Pennsylvania College of Technology, William Street Development
- ⇒ Land Use Restrictions = Flood Ponding Area, Old City Dump, RCRA Disposal Unit
- ⇒ Well Head Protection Zone 2
- ⇒ Peregrine Falcons in Area

### ➤ **PARCEL PROFILES**

- ⇒ Combination of All Data Compiled to Date
- ⇒ Spreadsheet to be Used in Marketing Sites



# Corridor Concepts Highlights

## I-180 CORRIDOR



### ➤ INSTITUTIONAL / INDUSTRIAL

- ⇒ One-Stop Shop for Oil & Gas Industry Support Businesses
- ⇒ Partners = Chamber of Commerce, Pennsylvania College of Technology and Small Business Development Center

### ➤ RESIDENTIAL

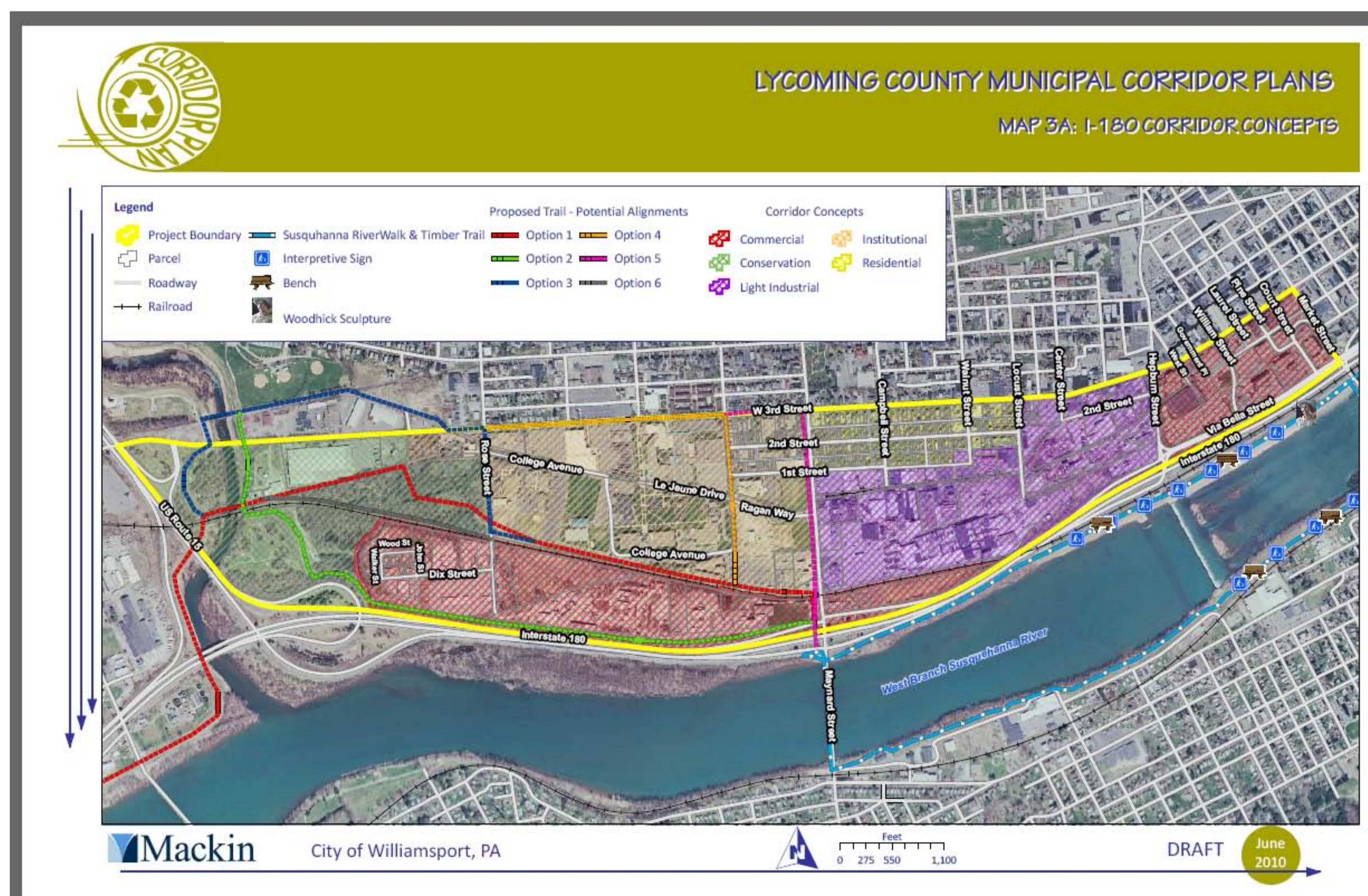
- ⇒ Workforce Housing – Target Oil and Gas Industry Workers
- ⇒ Townhomes / Condos – Target Young Professionals
- ⇒ Upper Story Apartments – Target College Students

### ➤ COMMERCIAL

- ⇒ One-Stop Shop to Publicize Williamsport's Arts and Cultural Events
  - Possible Partnerships with Chamber of Commerce, Community Arts Center, Community Theater League, and Others
- ⇒ Small Scale Recreation Complex
- ⇒ Hotels / Motels, Home Furnishing Stores
- ⇒ Pathway to Health – Support Businesses
- ⇒ Personal Care / Assisted Living

### ➤ GREENWAYS / TRAILS

- ⇒ Expanded Trail System
- ⇒ Capitalize on Riverwalk
- ⇒ Create a More "Walkable" Williamsport





# Market Assessment Highlights

## I-180 CORRIDOR



- The population of the 40-mile radius area surrounding Williamsport was 466,995 in 2009 and is projected to slightly decrease (.24%) over the next five years.
- The current median age ranges from 39.5 - 40.4 representing an available workforce from a standpoint of an employable age in the future.
- The estimated average household income is \$52,977 with a projected increase in the future of 10.1% to \$58,334.
- The population of employed workers is broken down as follows:
  - » 38.0% are blue collar
  - » 45.4% are white collar
  - » 17.1% are service workers
  - » 1.14% are farm workers
- The education summary in the Williamsport region of the population 25 years and over reveals:
  - » 21.04% did not graduate High School
  - » 45.19% are High School Graduates (or GED)
  - » 19.12% have some College or Associate Degree
  - » 14.65% have a Bachelors Degree or Higher
- The current unemployment rate (as of December 2009) in Lycoming County is 9.9%. This rate compares with the Pennsylvania rate of 8.8% and the United States rate of 10.2%.
- In 2007, the total tourism spending in Lycoming County was \$227,180,000, and accounted for 25% of the total tourism spending in the region.
- Tourism spending in Lycoming County is projected to increase in upcoming years due to regional marketing campaigns of Pennsylvania Wilds and Lumber Heritage Region, an increase in annual visitors to the Pine Creek Rail Trail, continued growth of the Little League World Series, and an increase in hotel occupancy due to Marcellus Shale developments in the region.
- One of the largest Industry Clusters in the area is the Healthcare Cluster (contains 14% of the region's jobs and has grown nearly 7% in the last five years).