



LYCOMING COUNTY CORRIDOR PLANS STUDY

SCOPE OF WORK

⇒ PROJECT TEAM

- » **Consultants** = Mackin Engineering Company, MACTEC, Larson Design Group, and Strategy Solutions
- » **Local Team** = Lycoming County, Montgomery Borough, City of Williamsport, Williamsport / Lycoming Chamber of Commerce, SEDA-COG, PA Department of Community and Economic Development, PA Department of Environmental Protection

⇒ PROJECT DESCRIPTION

The Lycoming County Brownfield Assessment Program identified locations within Montgomery Borough (Old Mill Corridor) and the City of Williamsport (Interstate 180 Corridor) where the development of Corridor Plans is the next step to successfully redeveloping these sites.

This project will consist of completing two separate Corridor Plans at the following locations:

- » The Old Mill Corridor is located in Montgomery Borough South of Route 405 where currently old mills reside.
- » The Interstate 180 Corridor is located in Downtown Williamsport and is bounded by Market Street on the East, U.S. 15 on the West, Interstate 180 on the South, and 3rd Street on the North.



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⇒ STEP 1: FEASIBILITY STUDY

As part of this task, the Project Team will document the current status of each Corridor and identify any physical, political, and/or business constraints in order to understand the range of options and future potential. Included in this task will be:

1. Review of county and municipal comprehensive plans and zoning ordinances to ensure that the Corridor Plan is consistent in language and principle
2. The evaluation of the following factors to determine existing and planned infrastructure for each planning area including:
 - » Public water
 - » Public sanitary sewer and capacity
 - » Storm sewer
 - » Roads and limitations
 - » Electrical lines and capacity
 - » Natural gas lines and capacity
 - » Technology
 - » Rail lines (active and inactive)
 - » Identify any economic / tax incentive zones in the area (e.g., KOZ, KIZ, or Enterprise Zone)
3. The development of comprehensive parcel profiles for targeted parcels in the planning area including:
 - » Owner's name, acreage, status, current use for each parcel
 - » An analysis of the approved zoning for each parcel
 - » Identification of floodplain restrictions (if any) for each parcel
 - » Examination of any environmental assessments performed on each parcel
 - » Determination of tax assessed value of each parcel
 - » Determination of issues that may be depressing the assessed value (e.g., lack of infrastructure, environmental, etc.)
 - » Identification of property owner interest and intentions for each parcel
4. The exploration of alternate locations for any businesses displaced from the planning area



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5. The examination of the economic potential for the area through a market assessment to determine the highest and best uses for each Corridor. Our team will perform an assessment of the site characteristics to address a range of issues that would ultimately affect the likelihood of successful development. A complete market analysis for the study area will include:
 - » Review of existing plans and market data
 - » Meetings with property owners to determine interest in redevelopment
 - » Determine feasible retail and commercial development models for the study area
 - » Interviews with potential retail and commercial firms / developers
 - » Competitive comparisons with regional markets
 - » Final Market Assessment Report

Deliverables: Maps of both areas and reports summarizing the evaluation factors listed above. Reports will detail feasibility of redevelopment for targeted parcels based on evaluation factors.

⇒ STEP 2: VISIONING

The primary goal of the visioning activity is to have people focus on the future of the two Corridors. What do they want to see in these areas five years from now, ten years from now and twenty years from now? The answers to these questions will emerge during this process and will allow the elected officials to hear what the residents believe are the most important features. These statements will identify the most important values according to community residents.

Our Project Team members will work with the project steering committee to guide the completion of the Corridor Plans. We will meet with the steering committee throughout this planning process a total of six (6) meetings, but reserves the right to hold additional meetings if necessary or, in the event that other meetings / interviews must take place, adjust this schedule as needed.



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The public participation process will consist of:

- » An initial kick-off meeting with steering committee members to detail their responsibilities for the duration of the project, which will also be coupled with an education workshop for the committee members, public officials and stakeholders. Our Planning Team will incorporate this education philosophy into our public meetings to educate community members about sound land use planning practices and the benefits of corridor planning.
- » Two (2) public meetings will be held for each corridor (Montgomery Borough - Old Mill Corridor and the City of Williamsport - Interstate 180 Corridor) to educate the citizens about the planning process and address the specific needs, wants, problems and / or issues of the municipality.
- » Two (2) charrettes / focus groups (one in each corridor) will be held to support the development of the corridor plans.
- » The Project Team will complete a maximum of ten (10) Stakeholder Surveys in each corridor planning area. Our focus will be to distribute the surveys to gather information from service providers, key persons, special interest groups, or others identified by the steering committee.
- » Youth Ambassador Program – Through partnership with the Montgomery Area School District and Williamsport Area School District, the Youth Ambassador Program will focus on engaging students in municipal planning. A general assembly will be held in each school as well as a multiple day workshop where students will design plans for the corridors. The final plans will be presented to municipal leaders.
- » Moving Meetings - The Project teams understands that many community members may not be able to attend the scheduled public meetings. The moving meeting layout is currently being established to meet this need. Organizations, including civic, social, and community groups, will be able to set up a Corridor Plan Moving Meeting for their regular meeting. This will give the opportunity for members of many organizations to participate in the public meeting process that otherwise they would be too busy for.

Deliverables: Maps and vision boards and a report capturing the community response to the key questions, etc.



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⇒ STEP 3: IMPLEMENTATION STRATEGY

As with any planning project, the implementation strategy will help to define the success or failure of a proposed plan. Goals and strategies that are attainable and realistic will provide the basis for ensuring that the project is successful in the long run. Not all goals are achievable at the completion of the project, but through the prioritization of each goal, high priority goals can be the focal point of immediate implementation. Through this task we will define an action plan and determine the what, how, when, by whom, and at what cost can the vision be implemented and what public-private opportunities exist within the process. The charges to accomplish this will include:

- » Identify the critical paths / obstacles (e.g., level of owner interest, infrastructure, regulatory-environmental issues, etc.)
- » Identify public and private funding sources
- » Develop local “know how” for completing development – negotiate “win-win” situations (seller, buyer, and community)

The implementation plan is perhaps the most important component of any plan because it identifies the specific actions necessary to transform a recommendation into reality. Initiatives will be prioritized using the following criteria:

- » Relative Importance: Is the action necessary to address a critical situation?
- » Feasibility: What is the likelihood of success?
- » Expected Outcome: Will the project have a major impact on the community?
- » Financing: Has funding been secured for the project? Has a funding strategy been developed?
- » Consensus: To what extent does the community favor the project?

Deliverables: Reports detailing the recommendations including timing, funding, responsible parties, etc. Specific strategies drawing on the key tasks as defined above will be integrated into the reports.