

BOROUGH OF CHAMBERSBURG

VISION 2035 COMPREHENSIVE PLAN



**Planning & Zoning
Commission Public Meeting**

April 13, 2022

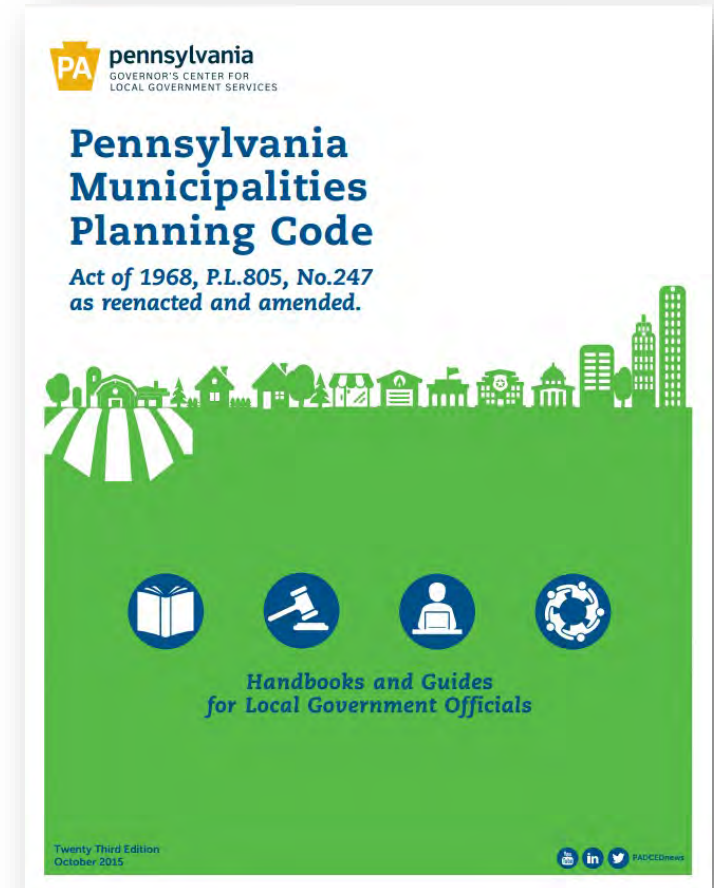
Plan Purpose

- **A Strategic Planning Tool for Local Government**
- **Updated Every 10 Years**
- **Outlines the Community's Vision for:**
 - Quality of life
 - Transportation
 - Infrastructure
 - Housing
 - Jobs and business growth
 - Resource conservation
 - Environmental protection
- **Based on your input!**



PA Municipalities Planning Code

- **Pennsylvania Municipalities Planning Code (Act 247 of 1968)**
 - Uniform enabling legislation
 - County comprehensive plans must be updated every 10 years
 - Municipal plans are not required, but encouraged
- **By Definition (County Comprehensive Plan):**
 - A land use and growth management plan
 - Establishes broad goals and criteria for municipal land use regulation



Vision 2035 Plan

- **Vision Statement**
- **Core Values**
 - Diversity, Equity, and Inclusion (DEI)
 - Communication
 - Partnerships
- **Goals (Core Issues)**
 - Reinvestment
 - Housing
 - Sense of Place
 - Borough Services
 - Transportation
- **Action and Implementation Plan**



Chambersburg Vision 2035 Planning Process

Implementable Plan Approach



Vision 2035 Planning Process

- Kicked-off in January with Citizens Advisory Committee (CAC) and Borough Representatives Meeting
- Six (6) CAC meetings conducted between January – December 2021



Citizen Advisory Committee (CAC)

Wes Fugate, Wilson College

Maria Banks, Chambersburg Area School District

Bonnie Zehler, Luminest

Sam Thrush, Downtown Chambersburg, Inc.

Megan Shreeve, SCCAP

Jon Raber, SCCAP

Carla Christian, Chambersburg YMCA

Rev. Renata Harper, John Wesley A.M.E. Zion Church

Pastor Adam Keath, King Street Brethren Church

Joanne Cochran, Keystone Health

Jack Jones, BOPiC

Rodrigo Ortiz, MILP

Nancy Mazariegos, Hispanic Community

Steve Thomas, Franklin County Planning Department

Phillip Whitley, Franklin County Rotary

Marvin Worthy, Worthy Consulting & Training

Andy Paszkowski, Planning and Zoning Commission

Borough Representatives

Alice Elia, Borough Council

Allen Coffman, Borough Council

Barbara Beattie, Borough Council

Dennis Schmaltz, Borough Council

Bill Everly, Jr., Borough Council

Michael Herbert, Borough Council

Jeffrey Stonehill, Borough Manager

Phil Wolgemuth, Deputy Borough Manager

Guy Shaul, Community & Econ. Dev. Specialist

Brian Fogal, Borough Engineering Supervisor

G. Bryan Salzman, Esq., Borough Solicitor

Troy D. Truax, Michael Baker International

Vanessa Shamberg, Michael Baker International

Cameron Weiser, Michael Baker International

Pedro "Peter" Quintanilla, Michael Baker International

Kirsten Compitello, Michael Baker International

Tracey Vernon, Vernon Land Use

Stakeholder Interviews

- **General Stakeholders:** 5 sessions with stakeholders
- **Chambersburg Families:** 7 sessions with First Start Partnerships, SCCAP, and YMCA
- **Latinx Community:**
 - 1 session with Latinx business owners (held in Spanish)
 - 3 sessions with Latinx community members (held in Spanish)
 - 1 session with Agape English Ministries
- **Haitian Community:** 1 session with Agape English Ministries
- **Chambersburg Youth:** 1 session with CASD



Stakeholder Interview Focus Areas

Community Development

Diversity & Inclusion

Discrimination

Economic Development

Housing

Human Services

Transportation

Public Engagement

■ In June 2021, the Borough launched an extensive series of public events to:

- Promote the online survey and interactive public events
- Share community information collected to date
- Listen to and engage with all community members



Public Engagement



JUNE CALENDAR OF EVENTS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		01	02 7:00 PM Introductory Communication Presentation (Facebook Live)	03 <i>INFO TABLE</i> 3:00-5:00 PM Chamberburg Memorial YMCA 5:30-7:30 PM GearHouse Brewery Co.	04	05 <i>INFO TABLE</i> 9:00-10:30 AM Farmers Market 11:30-1:00 PM Butcher Shoppe
06 <i>INFO TABLE</i> 4:30-6:00 PM Southgate Shopping Center	07	08 <i>INFO TABLE</i> 12:00-1:30 PM Memorial Square (near Visitors Center) 2:00-4:00 PM Aquatic Center	09	10	11	12 <i>INFO TABLE</i> 9:00-11:00 AM Farmers Market 1:00-3:00 PM Memorial Square
13 <i>INFO TABLE</i> 12:00-1:00 PM John Wesley AME Church 2:00-3:00 PM Seventh-day Adventist Church 4:30-6:00 PM Southgate Shopping Center	14	15 <i>Design Sessions</i> 9:00-4:30 PM Urban Design Workshop	16 <i>Design Sessions</i> 9:00-4:30 PM Urban Design Workshop	17 <i>Design Sessions</i> 7:00 PM Capstone Event via Facebook Live	18	19
20	21	22 <i>Community Drop-in Listening Sessions</i> 9:00-3:00 PM Recreation Center 4:00-6:00 PM Wilson College in Brooks Auditorium	23 <i>Community Virtual Listening Sessions</i> 11:30-1:00 PM Zoom Lunch Event 6:00-7:30 PM Zoom Evening Event	24 <i>Community Drop-in Listening Sessions</i> 8:30-10:30 AM Keystone Health 12:00-2:00 PM CASU Admin Building 3:30-5:30 PM Franklin Fine Hall	25	26



Public Engagement Focus Areas

- Events and Communication
- Diversity, Equity, & Inclusion
- Public Transportation
- Redevelopment
- Road and Sidewalk Improvements
- Housing Reinvestment
- Workforce Training



Public Survey

- **Survey Period:** May 28 – July 16
 - 3 Languages
 - Hardcopy and Online
- **Total Participants:** 651
 - 61% Residents
 - 39% Non-residents
- **Demographics**
 - 80% White
 - 20% Non-White
- **Findings**
 - Survey findings parallel focus group findings
 - Consensus on most issues across residents/non-residents and White/Non-White

Facebook Social Media Analytics



20,793 Total Reach



865 Total Engagements



105% Page Like Increase



100% Organic Reach



72.5% of Audience
From Chambersburg



Video Received 2x More
Engagement than Photos

From May 1, 2021 – August 3, 2021

Key Findings



COMMUNITY DEVELOPMENT

Diversify events, activities, and gathering places, and improve overall Borough communications.



ECONOMIC DEVELOPMENT

Reinvest in blighted properties and support new job creation and workforce training.



HOUSING

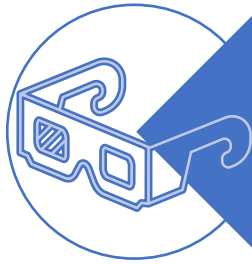
Support opportunities for homeownership and improve code enforcement.



TRANSPORTATION

Desire for pedestrian and bicycle improvements, parking improvements downtown, and public transportation.

Key Findings



DISCRIMINATION

Address disparity in accessing employment and institutional systems (e.g., education, justice, etc.)



DIVERSITY AND INCLUSION

Strive for equal representation and opportunity, and desire to see greater diversity represented in all neighborhoods of the Borough.



HUMAN SERVICES

Improve access to services and career planning for all youth.

Vision, Core Values, Goals, and Recommendations

Vision 2035 Plan

VISION 2035

Chambersburg is a thriving, cohesive community we are proud to call home. Our town has a high quality of life, a vibrant downtown, safe and healthy neighborhoods, excellent municipal services, many employment opportunities, and plentiful natural and cultural resources that extend throughout Franklin County. Our Borough works to collaborate with public and private partners to strengthen our quality of life as it continues to make both urban and social investments.

CORE VALUES

Chambersburg is committed to foster three Core Values - Diversity, Equity, and Inclusion (DEI); Communication; Partnerships - through implementation of the comprehensive plan. The Core Values are consistent, overarching themes identified throughout the planning process that serve as the foundation for the Vision and Goals and will guide the plan's implementation. Each of the plan's goals and associated recommendations will be measured in part on how the Core Values are addressed.

COMMUNICATION



Chambersburg is committed to develop new and enhance existing ways to communicate with all residents, businesses, and visitors to promote Borough services, volunteer opportunities, and community events. Strong communication between the Borough, citizens, and businesses ensures those willing and wanting to participate in all the Borough has to offer can do so. Using both traditional print media and enhanced online tools in multiple language formats, the Borough can effectively communicate opportunities to all.

DIVERSITY, EQUITY, AND INCLUSION (DEI)



Chambersburg is committed to prioritizing DEI programs and policies to ensure the Borough not only celebrates its diversity, but also provides equal and inclusive access in its decision-making. *Diversity* recognizes the differences between the Borough's citizens. *Equity* ensures that programs, policies, and actions are fair, impartial, and deliver equal outcomes for every citizen. *Inclusion* makes certain that citizens feel a sense of belonging.

PARTNERSHIPS



The success of Vision 2035 will be achieved through the vast network of important public and non-profit agencies offering services to Borough residents. The Borough is committed to engaging and partnering with its network of agencies throughout Plan implementation. As the programs and services the Borough administers are limited by fiscal and legal constraints, existing and new partnerships are needed to implement the comprehensive plan's goals and recommendations.

GOALS

REINVESTMENT



Through public-private partnerships, the Borough of Chambersburg will support reinvestment in underutilized properties and public streetscapes to support the Borough's vibrancy.

HOUSING



The Borough will work collaboratively with property owners to encourage and incentivize reinvestment in its residential housing stock, adopt land use policies to allow for new housing to meet population growth, and support opportunities for homeownership.

SENSE OF PLACE



The Borough will position itself as a destination for residents and visitors.

BOROUGH SERVICES



The Borough will continue to invest in providing high quality municipal services.

TRANSPORTATION



Chambersburg will improve bicycle and pedestrian connections, invest in roadway improvements to improve safety and traffic flow, and explore restoring public transportation in the Borough.



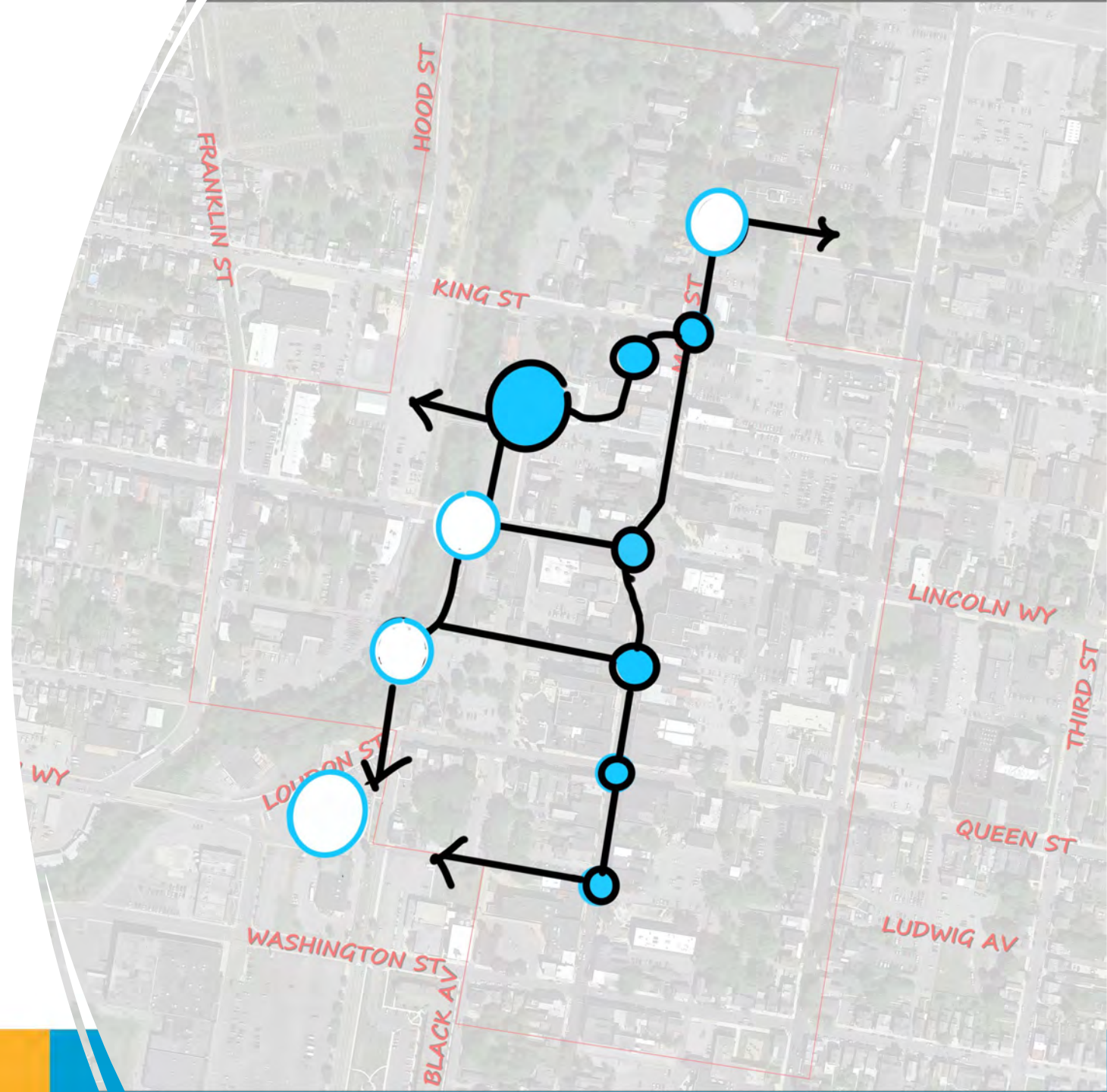
Reinvestment

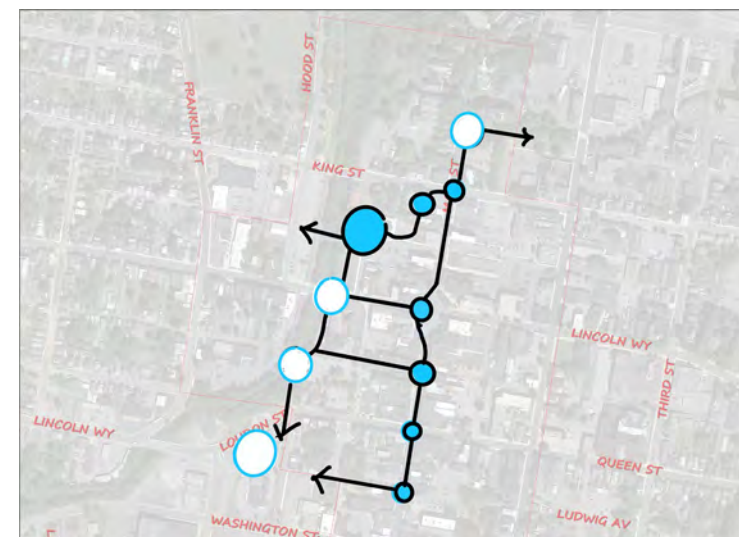
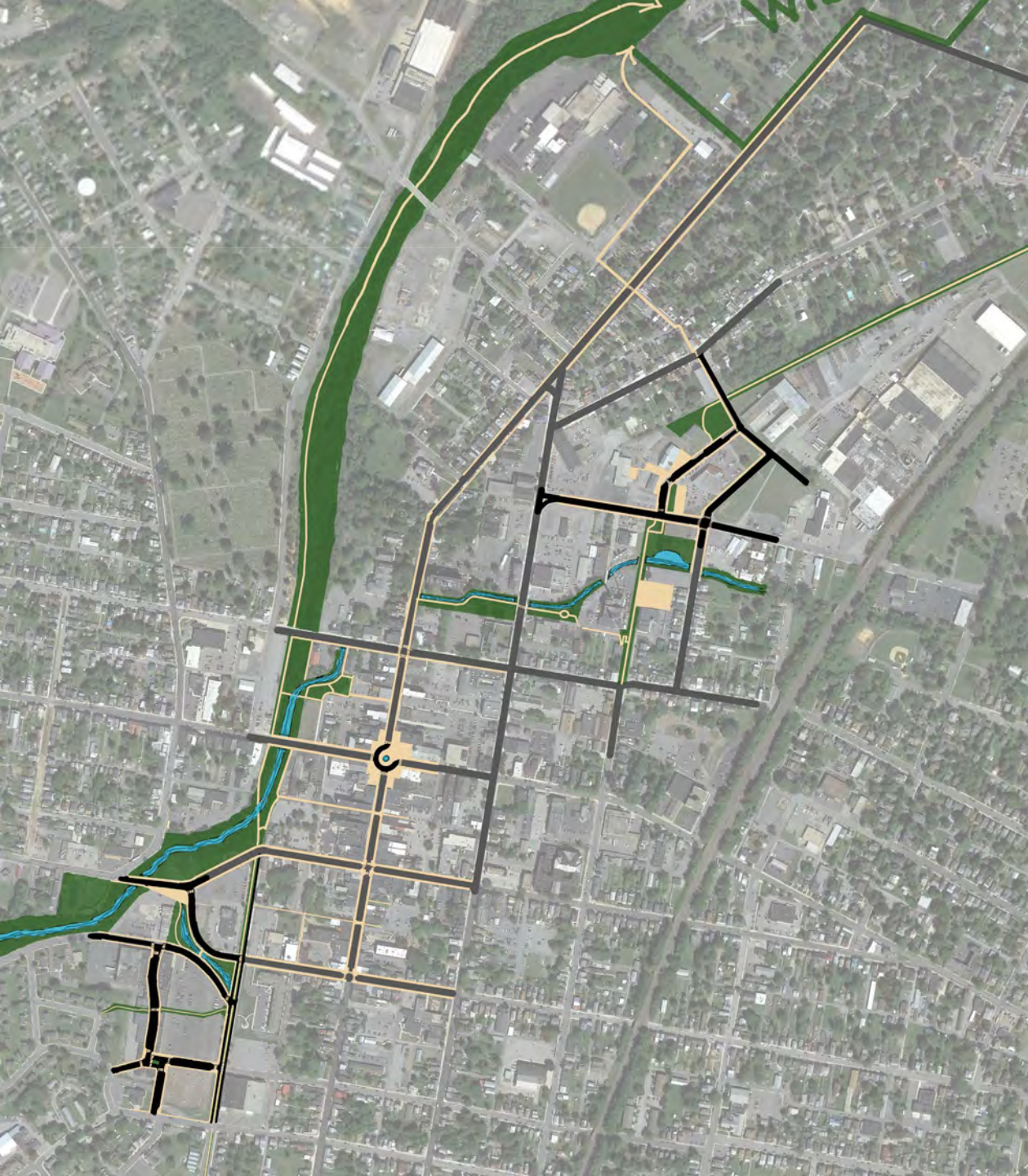
- **Goal Statement:** Through public-private partnerships, the Borough of Chambersburg will support reinvestment in underutilized properties and public streetscapes to support the Borough's vibrancy.
- **Recommendations:**
 - Increase Economic Opportunity: Retain existing and grow new Chambersburg businesses
 - Reinvestment Locations: Identify and prioritize Chambersburg reinvestment locations
 - Use public space investment to spur private investment
 - Incentivize redevelopment along the Grant Street corridor
 - Continue to pursue the acquisition and redevelopment of the Southgate Shopping Center as a vibrant, mixed-use neighborhood

Urban Design Workshops

Three (3) Urban Design Workshops Conducted:

- Downtown Chambersburg
- Grant Street Corridor
- Southgate Shopping Center





Southgate Shopping Center Revitalization

- Long-term initiative to reclaim and redevelop the Southgate Shopping Center into a mixed-use residential neighborhood
- Informed through Elm Street Advisory Committee (ESAC) and neighborhood survey inputs
- Town Council Revised Market-Based Concept (February 2022)



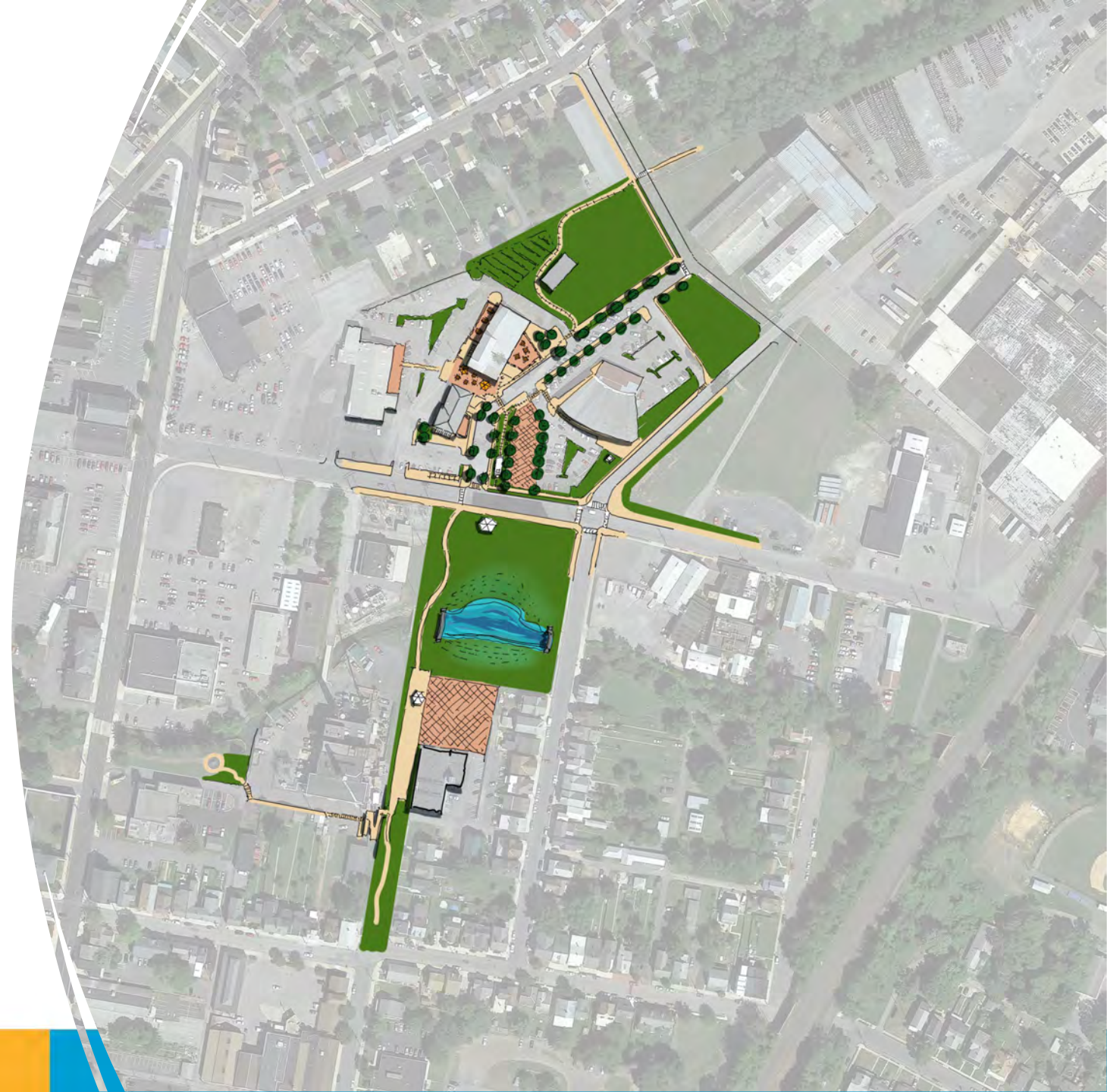


Downtown Chambersburg

- Focuses on suggested improvements to increase pedestrian and bicycle safety
- Downtown beautification opportunities

Grant Street Corridor Improvements

- Building blocks for continued reinvestment in the corridor (e.g., GearHouse Brewery, County Administration Building, private office space, etc.)
- Adaptive reuse possibilities for the former cold storage building(s)
- Future consideration of the Knouse Food Site
- Pedestrian connectivity





Housing

- **Goal Statement:** The Borough will work collaboratively with property owners to encourage and incentivize reinvestment in its residential housing stock, adopt land use policies to allow for new housing to meet population growth, and support opportunities for homeownership.
- **Recommendations:**
 - Increase access to and the overall rate of homeownership in the Borough to build wealth for first time homeowners.
 - Enhance code enforcement and incentivize property maintenance and reinvestment to address blight and living conditions throughout the Borough.



Sense of Place

- **Goal Statement:** The Borough will position itself as a destination for residents and visitors.
- **Recommendations:**
 - Enhance pedestrian space in the heart of Downtown
 - Prioritize pedestrian and bicycle access to and around Downtown

Borough Services



- **Goal Statement:** The Borough will continue to invest in high quality municipal services.
- **Recommendations:**
 - Enhance the Borough's communication outlets
 - Increase staff capacity under the Department of Community Planning
 - Establish a new internal referral routing process and related training for Borough employees to ensure resident questions are addressed
 - Achieve Platinum Level Sustainable Pennsylvania Community Certification



Transportation

- **Goal Statement:** The Borough will coordinate with local stakeholders and prioritize investment for expanding transportation options to Chambersburg residents and ensure that infrastructure is safe and efficient.
- **Recommendations:**
 - Work with the newly-formed Susquehanna Regional Transportation Authority (SRTA) to investigate the feasibility of instituting fixed-route service to connect area workers with employment destinations
 - Support the evaluation of US 11 and US 30 for potential inclusion into the U.S. Bicycle Route System (USBRS)
 - Address the Borough's parking conditions
 - Address the Borough's aging bridge inventory
 - Coordinate with the Franklin County MPO and PennDOT in implementing the recommendations of the I-81 Improvement Strategy
 - Protect the Viability of the Chambersburg Municipal Airport
 - Update Planning Tools to Preserve Future Mobility and Community Character
 - Consider transportation improvements for autonomous vehicles, drones, and unmanned aerial vehicle deliveries.

Plan Implementation

Plan Implementation

Reinvestment

Through public-private partnerships, the Borough of Chambersburg will support reinvestment in underutilized properties and public streetscapes to support the Borough's vibrancy

Goal Recommendations	Lead/Partner	Estimated Cost	Timeframe	Funding/Technical Assistance
<i>Increase Economic Opportunity; Retain existing and grow new Chambersburg businesses</i>	DCI, CADC, FCADC /Borough, SBDC	\$\$	Ongoing	TBD
<i>Reinvestment Locations: Identify and prioritize Chambersburg reinvestment locations</i>	Borough/ DCI, CADC, FCADC	\$	1 – 2 years	TBD
<i>Use public space investment to spur private investment</i>	Borough/DCI and CADC	\$\$\$	1 – 10 years	CDBG, DCED Keystone Communities Program
<i>Incentivize redevelopment along the Grant Street corridor</i>	CADC, FCADC/ Borough, CAMA	\$\$\$	1 – 10 years	PA RACP, MTF, EDA Public Works Program
<i>Continue to pursue the acquisition and redevelopment of the Southgate Shopping Center as a vibrant, mixed-use neighborhood</i>	Borough, CAMA/ BOPIC, Inc./ESAC	\$\$\$\$	1 – 10 years	ARPA, RACP, EDA Public Works, MTF, RAISE

■ Plan implementation matrices for each goal area.

- Goal Statement
- Goal Recommendations
- Lead/Partner
- Estimated Cost
- Timeframe
- Funding/Technical Assistance

CAC Review Comments

- CAC Review Comments on the December 2021 Draft Plan
- Comments reviewed with Borough Staff
- Comments “matrix” issued to Planning & Zoning Commission in January with Draft Vision 2035 Comprehensive Plan

Plan Adoption Process

Plan Adoption Process

- Pursuant to the PA MPC, Article III, Section 302. A





**Thank
you!**

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