

YOUNGSVILLE DOWNTOWN PLAN



PREPARED BY
Downtown Redevelopment Services, LLC
Ravenna, Ohio | Park City, Utah

Youngsville
BOROUGH

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THANK YOU TO OUR PARTNERS

Revitalization
Of Youngsville

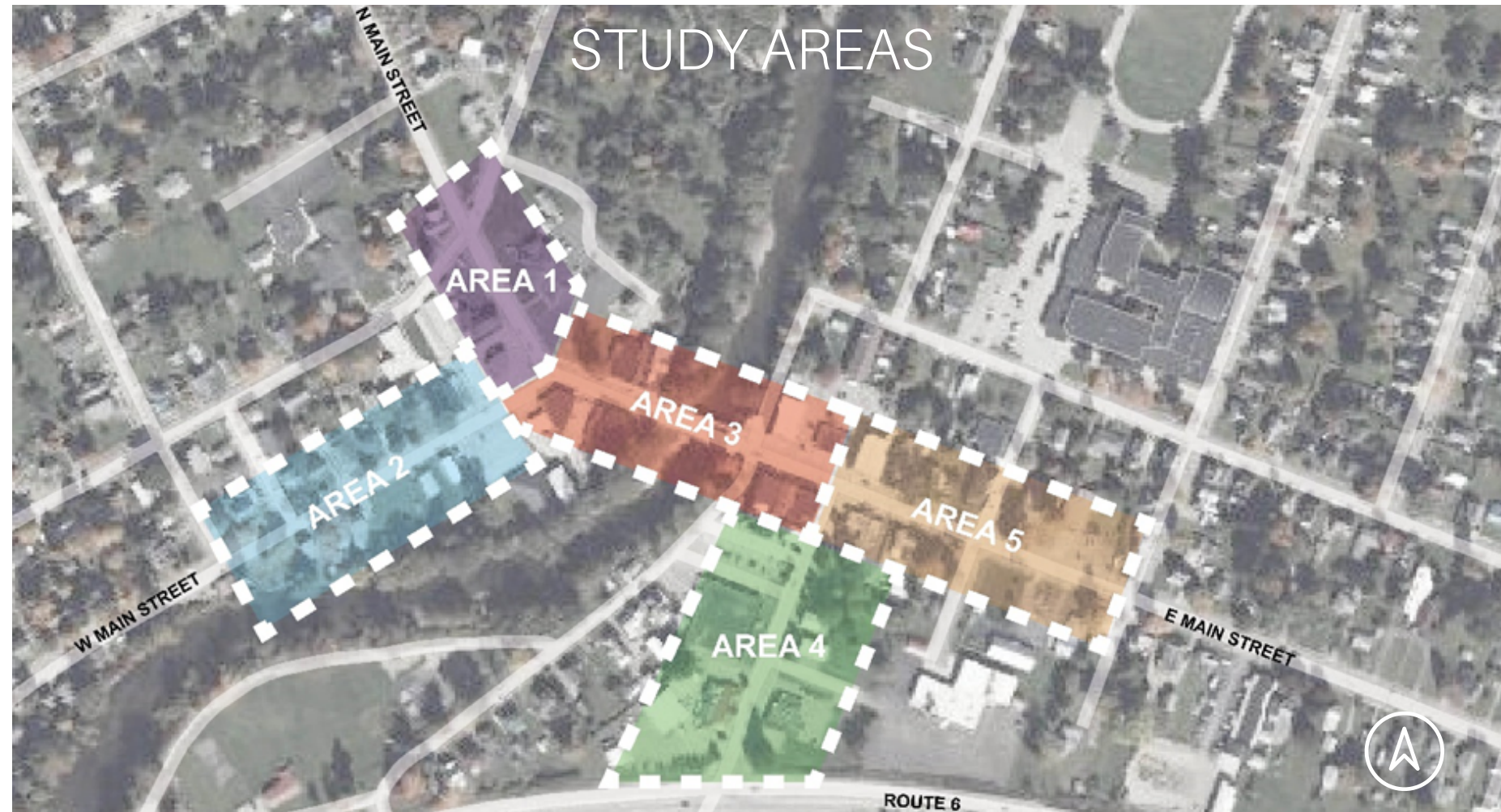


Youngsville Borough

Mayor	Scott Nelson
Council	Nicole Cowan Dustin Schwab Todd Lake Eric Mineweaser Rick Brewster Troy Clawson Catrina Leamon
Borough Manager	Wendy Wilcox



REPORT OF FINDINGS



BLOCK CONDITION RANKINGS	BUILT ENVIRONMENT	URBAN DESIGN	INFRASTRUCTURE	CIRCULATION	REAL ESTATE
	AREA 1	2	3	1	1
AREA 2	2	1	1	1	4
AREA 3	2	1	2	2	2
AREA 4	3	4	3	3	2
AREA 5	2	2	1	2	3

1: Negatively Impacting the Downtown
 3: Neutral
 5: Positively Impacting the Downtown

Below is a short synopsis of the thorough existing conditions study performed within the Youngsville Borough downtown:



- Area 1 includes the American Legion building, which has a great presence, as well as a vacant corner gas station lot that provides great potential for reuse.



- Area 2 encompasses a few historic residential homes with unique character, the Youngsville Public Library, and a few retail buildings near E Main Street with very little street presence.



- Area 3 is E Main Street's primary retail corridor, including the bridge across Brokenstraw Creek. There are several buildings along this corridor with a fabulous storefront presence. Still, some are vacant or need renovation to match and conform with the booming quality of those around them.



- Area 4 is the gateway to Youngsville downtown from US Route 6. This area has the best urban presence with the architecturally significant Police Department and upgraded sidewalks and lighting.



- Area 5 is a continuation of the retail corridor of Area 4 but begins to transition into a more residential area of Youngsville. The infrastructure needs to be in better condition and directly impacting the quality of life for residents.

PUBLIC INPUT SYNOPSIS

THE PROCESS


The process utilized for the Youngsville Borough Downtown Master Plan followed the VAK (Visual, Auditory, Kinesthetic) model. Through this model, we could tailor feedback models to methods the public was comfortable with. Additionally, a test, refine, and repeat model was utilized, ensuring that public opinion was integrated throughout and meeting the public’s vision at every stage. Outlined below is the process that was used:

- 01 **Community values surveying**
- 02 **Stakeholder and one-on-one meetings**
- 03 **Community event participation**
- 04 **Community Visioning Workshops**
- 05 **Draft Recommendations**
- 06 **Community Feedback Survey**
- 07 **Final report presentation**

COMMUNITY CHARACTER ELEMENTS

THE RESULTS

Outlined below are some of the critical community character elements determined through the engagement process:

-  **Residents feel a strong attraction to the community.**
-  **The majority of residents were either born into the community or choose to live in Youngsville because of the quiet, small-town feel.**
-  **98.1% of community members support further downtown revitalization efforts.**
-  **Residents would rather stay in Youngsville and revitalize than move to other places.**
-  **85.8% of community members do not feel there are enough services or retail amenities within downtown Youngsville.**
-  **Many residents would like more attractive revitalized downtown buildings.**

MARKET CONDITIONS RESULTS



BASIS OF THE ANALYSIS

The community must understand the most viable services or amenities to help Downtown become a hub of activity and provide the highest use possible for properties. It is critical to remember there are two types of highest and best use, namely:



ROI-Focused Use

This highest and best-use calculation style is based on the return on investment (ROI), focusing on the most information generated with a property.

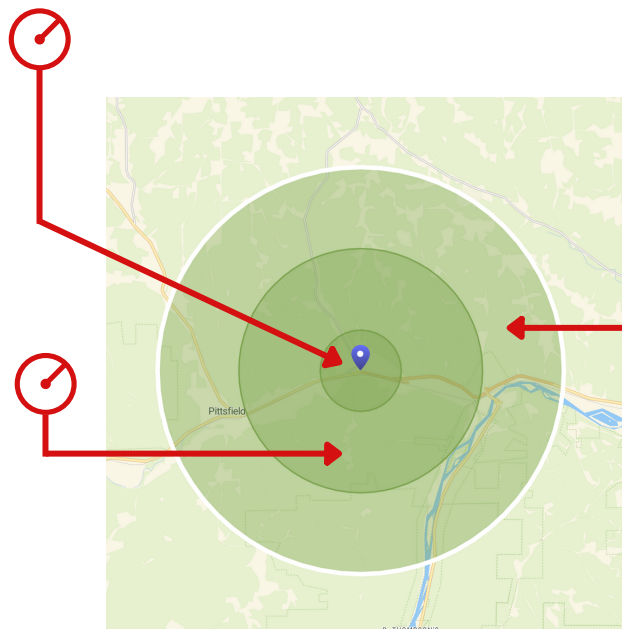


Civic-Minded Use

This style of determination also includes qualitative factors, precisely elements necessary for vibrant communities and corridors. Often these elements have limited or no ROI yet are critical to the overall community health.

One-mile radius

This is the primary service area comprising residents and routine visitors.



Three-mile radius

This area holds regular visitors and individuals/groups who utilize Downtown Youngsville as their hometown.

Five-mile radius

Individuals or families who still utilize Downtown Youngsville as their downtown yet have reasonable access to other amenities within surrounding communities.

ECONOMIC DEVELOPMENT OPPORTUNITIES

Below are the quoted rates of studied missing services, as outlined by regional standards:

Missing Service	Recommended Square Footage	Recommended Community Size	Recommended Per Capita Income
Pharmacies and Drug Stores	1,500 - 2,500 sf	5,000	\$35,000
Full-Service Restaurants	4,500 - 6,000 sf	5,000	\$42,500
Limited-service restaurants	2,500 - 4,000 sf	2,500	\$30,000
Family clothing stores	1,500 - 2500 sf	10,000	\$40,000
Women's clothing stores	1,500 - 2500 sf	10,000	\$40,000
Children's and infants' clothing stores	1,500 - 2500 sf	10,000	\$40,000
Food service contractors	20,000+ sf	10,000	N/A - Regional Store

DRAFT RECOMMENDATIONS



LAND USE RECOMMENDATIONS

- Implement a vacant property ordinance
- Craft and adopt ordinances to require retail or service-based industries in the Downtown
- Create maximum setbacks for new development
- Reduce parking requirements for downtown businesses



BUILT ENVIRONMENT RECOMMENDATIONS

- Create downtown design guidelines
- Incentivize improved building utilization through fiscal & non-fiscal concessions
- Implement a facade improvement program
- Provide pop-up uses for vacant spaces and lots



PARKS & CIVIC SPACE RECOMMENDATIONS

- Provide more "soft" spaces within the downtown corridors
- Strategically locate a plaza or gathering space with recreational amenities within downtown
- Integrate kid-friendly spaces into the downtown, encouraging migration and extended duration.
- Integrate bike trails into downtown



URBAN DESIGN RECOMMENDATIONS

- Integrate vegetation and other softening elements into the streetscape
- Ensure well-maintained, ADA compliant pedestrian infrastructure
- Increase the frequency of site amenities, particularly in commercial areas
- Create and maintain additional public gathering spaces adjacent to the public ROW space



TRANSPORTATION RECOMMENDATIONS

- Add additional on-street and off-street cyclist infrastructure
- Identify opportunities for shared parking facilities, public and private.
- Implement pedestrian safety interventions at key locations
- Install branded signage that improves multimodal circulation i.e. wayfinding and parking signage

DRAFT RECOMMENDATIONS



GREEN INFRASTRUCTURE RECOMMENDATIONS

- > Create rain gardens or other facilities to manage roadway stormwater
- > Design and implement bioswales for downtown walkways and parking areas
- > Install snow melt areas in the periphery of downtown
- > Implement permeable pavements or permeable pavers in select areas



HOUSING RECOMMENDATIONS

- > Conduct a housing assessment, including: types, locations, etc.
- > Prepare a roadmap and case study for housing on upper floors
- > Promote moderate or attainable housing in downtown
- > Investigate the HOME or other DCED programs for residential rehab of owner-occupied properties



TARGETED DEVELOPMENT SCENARIOS RECOMMENDATIONS

- > Site Activation - Intersection of North, East, and West Main Street



ECONOMIC DEVELOPMENT RECOMMENDATIONS

- > Prepare a detailed market analysis and leakage study
- > Attract/promote clustered development typologies
- > Complete a Business Retention and Expansion Strategy
- > Create a volunteer and benefactor list

HIGHLIGHT DRAFT RECOMMENDATIONS



LAND USE

VACANT PROPERTY ORDINANCE

A vacant property ordinance will allow the community to regulate better the use of spaces (both indoor and outdoor) within Downtown. Through this effort, the district can ensure that maximized tax revenue is collected from sales and real estate.



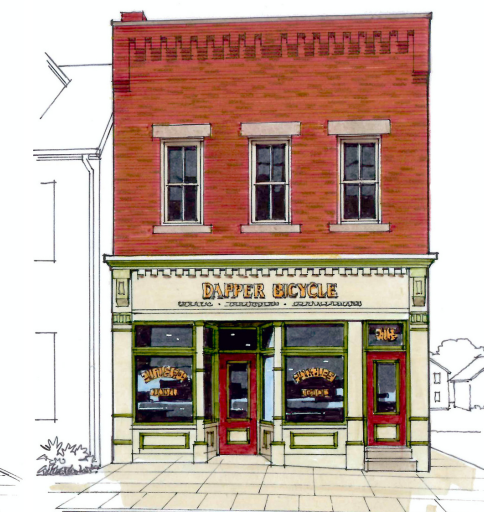
The proposed elements of a vacant property ordinances should include the following:

- *Building use requirements that limit less impactful uses*
- *Thresholds for vacancy tenure that establish guidelines for vacant properties*
- *Clear definition of a 'used' building, focusing on characteristic traits*
- *Incentives and penalties to encourage compliance*



BUILT ENVIRONMENT FACADE IMPROVEMENT PROGRAM

Facade programs are often the most profitable investment a small to medium-sized community can implement, helping drive revitalization. This recommendation includes identifying potential funding through the Pennsylvania DCED Keystone Community Program and other sources, preparing a necessary framework, and implementing a matching facade program.



Proposed Program

1. *Create and staff an approval committee*
2. *Preparation of a simple 2-page application*
3. *Scoring and ranking of properties based on leveraged funds, project readiness, and community impact.*
4. *Grant agreement preparation and approval*
5. *Grant administration and management team*
6. *Project oversight and approval processing*
7. *Project reimbursement approvals*
8. *Grant/funding closeout*

HIGHLIGHT DRAFT RECOMMENDATIONS



ECONOMIC DEVELOPMENT

ATTRACT/PROMOTE CLUSTERED BUSINESS SECTORS

Businesses form symbiotic relationships with each other. This is why restaurants typically have dessert or coffee establishments next door and why movie theaters have candy and other sweets-based facilities in proximity. This is called clustered development. Through this process, the community will witness businesses that can benefit one another located next to each other and flourish more than they would on their own.

This will provide the following benefits:

- *Improved tax revenue generation*
- *Increased time or duration for visitors to the downtown*
- *Improved amenities selection*
- *Increased amounts of opportunities for localized employment*



PARKS & CIVIC SPACE INTEGRATED BIKE TRAIL

Integrating bike trails into a borough promotes equitable access, boosts the local economy by attracting visitors to businesses and attractions, enhances connectivity, and fosters a sense of community.



Enhancing signage around and along the existing U.S. bicycle route 36 through Youngsville and utilizing social media or connecting with local schools to coordinate events focused on the trail may help spread awareness and encourage activation.

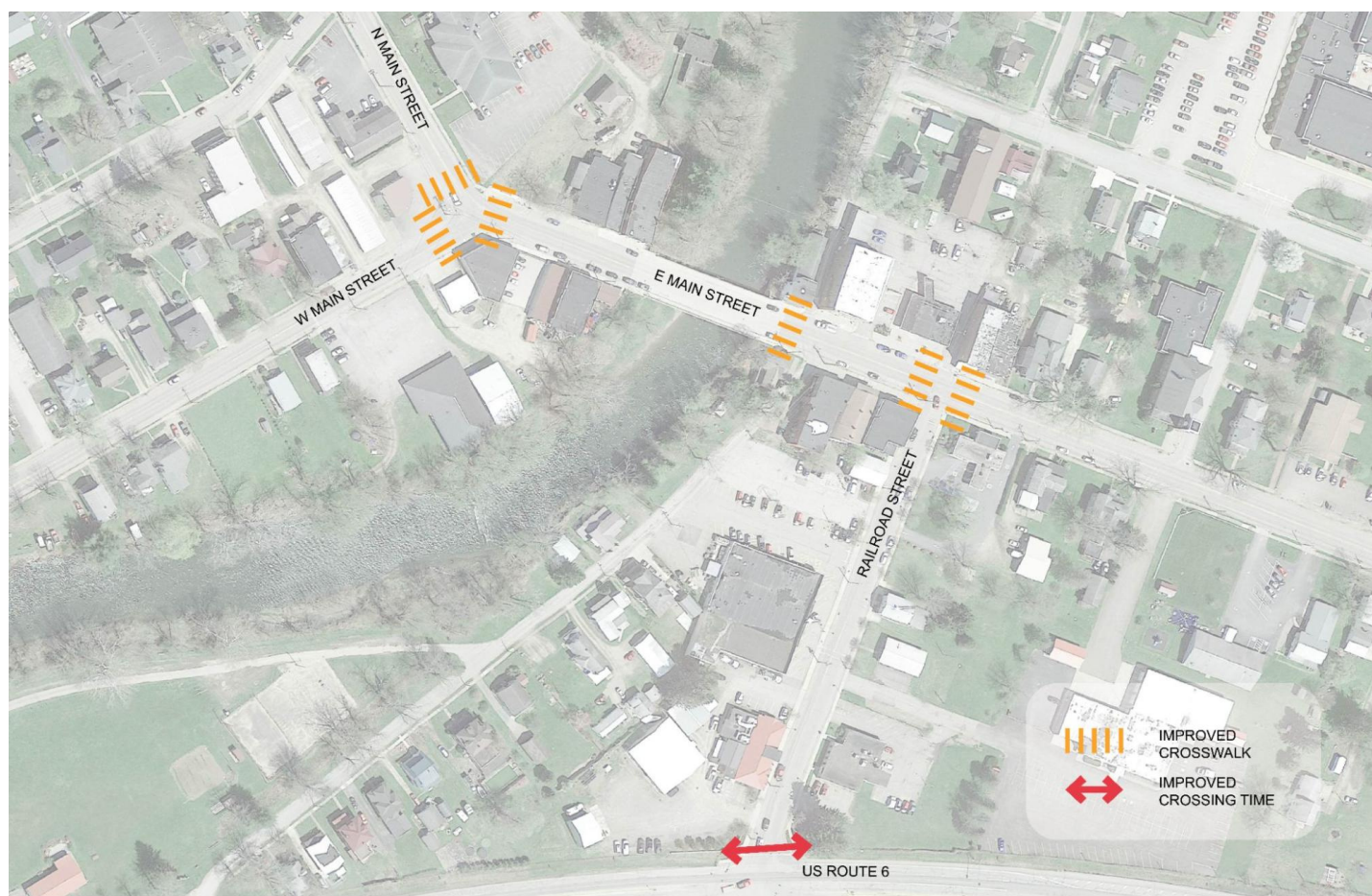
HIGHLIGHT DRAFT RECOMMENDATIONS



TRANSPORTATION

IMPROVED CROSSINGS

This recommendation includes implementing upgrades to the visibility of the crosswalks as well as increasing the crossing time for signalized intersections. The visibility of crosswalks within downtown should be improved to ensure safer pedestrian experiences. Additionally, the intersection at Railroad St and US Route 6 should be adjusted to allow longer crossing times, ensuring pedestrians time to cross safely.



Locations for Improved Crossings

TRANSPORTATION

INSTALL WAYFINDING AND PARKING SIGNAGE

Wayfinding and parking signage can help improve circulation and increase awareness of local assets. Currently, the town has insufficient signage directing visitors and residents from Route 6 into the downtown, around the community, and to available parking locations.

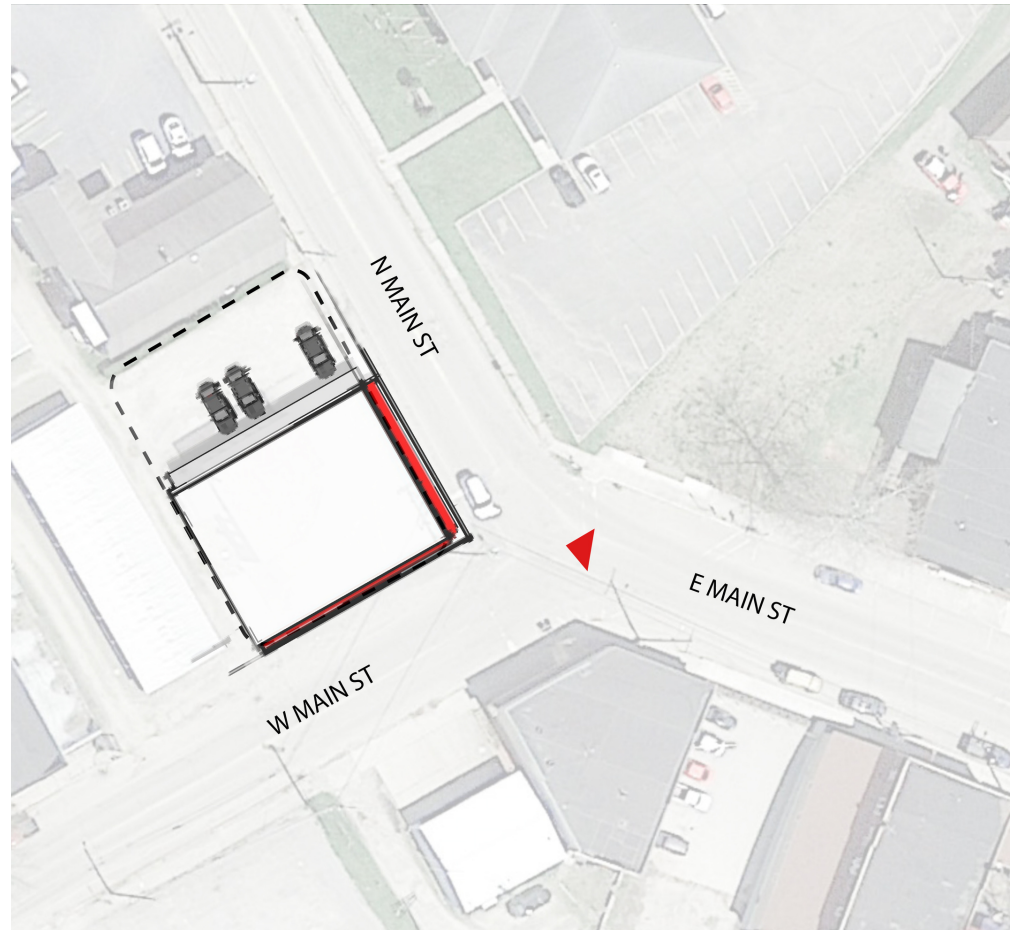
This signage is best suited for critical intersections and points of interest. All signage should be created to support downtown's unified look and feel. Moreover, wayfinding signage should be pedestrian-scaled in size and font, while parking signage should be driver-scaled, i.e., larger in size and font for a passing driver. An example of wayfinding signage is depicted below.



Vehicular Directional

Pedestrian Directional

TARGETED DEVELOPMENT SCENARIO



CATALYST SITE DESIGN DETAILS

- Corner mixed-use development
- 2 Stories
- 4500 SF of first-floor storefront retail, such as shops or pharmacy
- 4500 SF of second-story residences
- Aids in fulfilling missing services identified in GAP analysis as well as providing necessary residence units

This development will activate Downtown by bringing more residents into proximity to retail and local businesses. This will allow the Borough to maximize revenue and give residents a beautiful architectural center that conveniently meets their needs.

IMPLEMENTATION STRATEGY

1-2 YEAR PRIORITIES

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IMPLEMENT A VACANT PROPERTY ORDINANCE

1. Study vacant properties in downtown
2. Define requirements
3. Collaborate with property owners
4. Implement incentives & penalties

REQUIRE FIRST-FLOOR RETAIL

1. Review current code and regulations
2. Define desired retail and service-based industries
3. Collaborate with property owners
4. Create incentives

ENABLE AND PROMOTE 'POP-UP' USES

1. Encourage temporary events, for example:
 - a. Outdoor markets
 - b. Holiday events
 - c. Indoor retail pop-ups

DOWNTOWN DESIGN GUIDELINES

1. Engage the public
2. Establish values and the desired style for downtown
3. Address items within the guidelines such as:
 - a. Typologies, styles, facades, signage, etc.

BIKE TRAIL INTEGRATION

1. Pursue state funding
2. Install additional signage
3. Study existing bicycle infrastructure
4. Raise awareness

INTEGRATE 'SOFT SPACES' IN DOWNTOWN

1. Seek community/business partnerships
2. Identify under-utilized parcels
3. Design low-cost installations
4. Pursue state funding

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