

DOWNTOWN HONESDALE REVITALIZATION PLAN



DERCK EST. 1940
& EDSON
CAMPUSES DOWNTOWNS ATHLETICS

*in association with
ECON partners*

March 2, 2021

*prepared for the
Greater Honesdale
Partnership*

DOWNTOWN HONESDALE REVITALIZATION PLAN



On the Cover:

The intersection of Main St. & 8th St. is an example of a key intersection that could benefit from pedestrian streetscape improvements along Main Street.

Chapter 1: The Vision for Downtown Honesdale	4
• Study Area & Downtown Revitalization Goals	6
• Assets & Opportunities	7
• Revitalization Plan Recommendations	8
• The Plan of Action	10
Chapter 2: Defining the Issues & Opportunities	12
• How We Listened To The Community	14
• Highlights from the Honesdale Community Visioning Survey	16
• Issue #1 – Need a shared vision to attract customers, downtown residents, visitors and investment	18
• Issue #2 – Need better places for gathering and downtown living	20
• Issue #3 – Aging infrastructure	22
• Issue #4 – A change of focus: from auto scale to human scale	24
Chapter 3: Revitalization Plan Recommendations	26
• Community Informs Recommendations	28
• Enhance Main and Church Street Streetscapes	30
• Build Trails and Parks Connecting the River to Downtown	38
• Enhance and Share Downtown Parking	42
• Transform the Park & Shop Lot	46
• Promote Downtown Living	48
• Encourage Facade Enhancement	50
• Enhanced Gateways and Promote Greening	52
• Enhance Honesdale’s Brand & Social Media Presence	56
Chapter 4: Implementation Strategies	60
• Lead Organizations	62
• Priority Projects	63
• Implementation Matrix and Timeline	64
• Potential Grants and Funding Sources	66

Under separate cover the following appendices are available:

Appendix A: Online Survey Results

Appendix B: Open House Survey Results

Appendix C: Brand Assessment Report

Appendix D: Demographic Profile of Honesdale



ACKNOWLEDGEMENTS

This plan was prepared under the guidance of the Downtown Honesdale Design Committee:

- **Lisa Burns** - Greater Honesdale Partnership -Exec. Director
- **Patti Bursis** - Greater Honesdale Partnership -Board Member, Small Business Owner, Quality Printing
- **Mike Frigoletto** - Small Business Owner, DeLuca Frigoletto Advertising
- **Jim Gershey** - Honesdale Resident
- **Jeff Hiller** - Greater Honesdale Partnership – Board Member, Small Business Owner - Historic Honesdale, Stourbridge Line - Group Sales
- **James Jennings** - Honesdale Borough Councilman, Yoga International -VP Sales
- **Jared Newbon** - Honesdale Borough Councilman, Dime Bank - Commercial Credit Analyst
- **Judith Poltanis** - Honesdale Borough Secretary
- **Holly Przasnyski** - Chamber of the Northern Poconos, Executive Director
- **Brian Wilken** - Greater Honesdale Partnership - Board Pres., Honesdale National Bank -VP
- **Mary Beth Wood** - Wayne Economic Development Corporation -Executive Director



PLANNING TEAM

This plan was prepared by:



Derck & Edson LLC
 33 S. Broad Street
 Lititz, PA 19038
www.DerckandEdson.com
 (717) 626-2054

ECON partners, inc.
 201 King of Prussia Rd, Suite 650
 Radnor, PA 19087
www.econpartnersinc.com
 (610)400-8024



1



View facing east of the proposed streetscape improvements on Main Street and a shared street plaza designed to provide a central gathering place for both weekend events at nearby Central Park and along Main Street.

The Vision for Downtown Honesdale

Chapter 1: The Vision for Downtown Honesdale

The Downtown Honesdale Design Committee has been guiding the planning process since April of 2020 to create a shared vision for the economic development and physical enhancement of Downtown Honesdale. The eleven-member design committee collaborated with the downtown planners at Derck & Edson and the grant funding experts at EconPartners to craft this shared vision for Downtown Honesdale. Through this collaborative process the Committee has established a shared vision where the many individuals and organizations that care deeply about Honesdale will come together to implement this plan of action.

During this ten-month effort, we engaged over 550 individuals in a collaborative planning process to build consensus and a shared vision for the Downtown. It is the goal of the Design Committee and the Greater Honesdale Partnership that this Revitalization Plan will lead to meaningful actions and substantial investments by both the public sector and private sector. This plan has been designed to support the Greater Honesdale Partnership's goal of Honesdale becoming a designated Main Street Keystone Community and gain access to additional technical and financial resources available through the Pennsylvania Department of Community and Economic Development.

Chapter 1 of this report has been designed to provide an executive summary of the plan recommendations including:

- Downtown Revitalization Goals
- Project Study Area
- Assets & Opportunities
- Revitalization Plan Recommendations and the
- The Plan of Action



Downtown Revitalization Goals



View of existing Victorian architecture and storefronts along the 600 block of Main Street



View of 12th Street at Church Street facing east along the Lackawaxen River

Goals

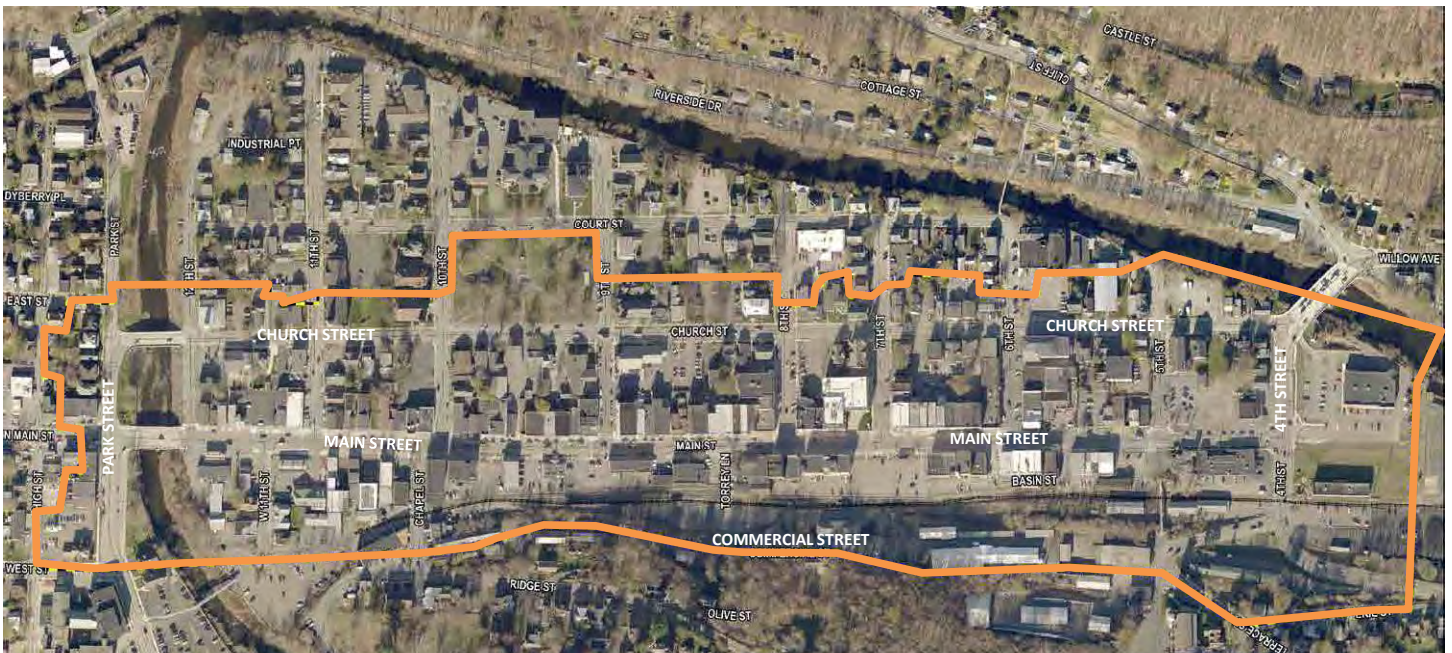
The goals for the revitalization of Downtown Honesale are to:

- 1 Create a welcoming atmosphere for locals and visitors
- 2 Protect the small-town feel and historic architectural character
- 3 Improve the appearance of downtown buildings, sidewalks & streetscapes
- 4 Promote downtown living
- 5 Enhance the parking experience
- 6 Create a clear vision for revitalization & economic development

Study Area

The project study area includes Main Street from 4th to Park Streets and the properties fronting on:

- Park Street to the North
- Church Street to the East
- 4th Street to the South
- Commercial Street to the West



Downtown Honesale Revitalization:

Honesale Borough, Wayne County, Pennsylvania - 4/28/2020

Map of the study area used for this report.



Assets & Opportunities

Assets

The Borough of Honesdale and its downtown have many remarkable assets that have drawn people here for hundreds of years. Honesdale offers stunning outdoor landscapes, beautiful rivers, the birthplace of the American railroad, great buildings with historic architecture, a diversity of businesses, strong leadership & institutions, three bank headquarters, artists & innovators, a superb health system and first class schools.

Opportunities

Honesdale could be recognized as both a community-oriented place offering local goods and services as well as the premiere downtown in the region for dining, cultural activities, locally crafted products, nightlife, entrepreneurs, attractive and well-lit streets, historic architecture, and tourism. To realize these opportunities, Honesdale must rally around a shared vision for its future where Borough government, property owners, and business owners collaborate on removing regulatory obstacles while promoting the necessary investments to businesses, public places, sidewalks, storefronts and social media so that patrons and visitors have a great first impression of Honesdale and are quick to become loyal returning patrons.



View of the 800 block of Main Street



View of Central Park and the Wayne County Court House



View of Downtown Honesdale facing southwest towards the Wayne County Court House and Central Park

Revitalization Plan Recommendations

The recommendations for downtown are illustrated with renderings and the priority number indicated to show the location of the proposed improvements on the map of Main Street. In **Chapter 3 - Revitalization Plan Recommendations**, the highest priority recommendations are presented first, such as **1 - Enhance Main and Church Street Streetscapes** and the lower priority recommendations - **8 - Enhance Honesdale's Brand & Social Media Presence** are described later in the report. See page 56 for the branding summary and a separate **Brand Assessment Report** provided in Appendix C.

1 Enhance Main and Church Street Streetscapes

See page 30 for the recommendations



4 Transform the Park & Shop Lot

See page 46 for the recommendations

5 Promote Downtown Living

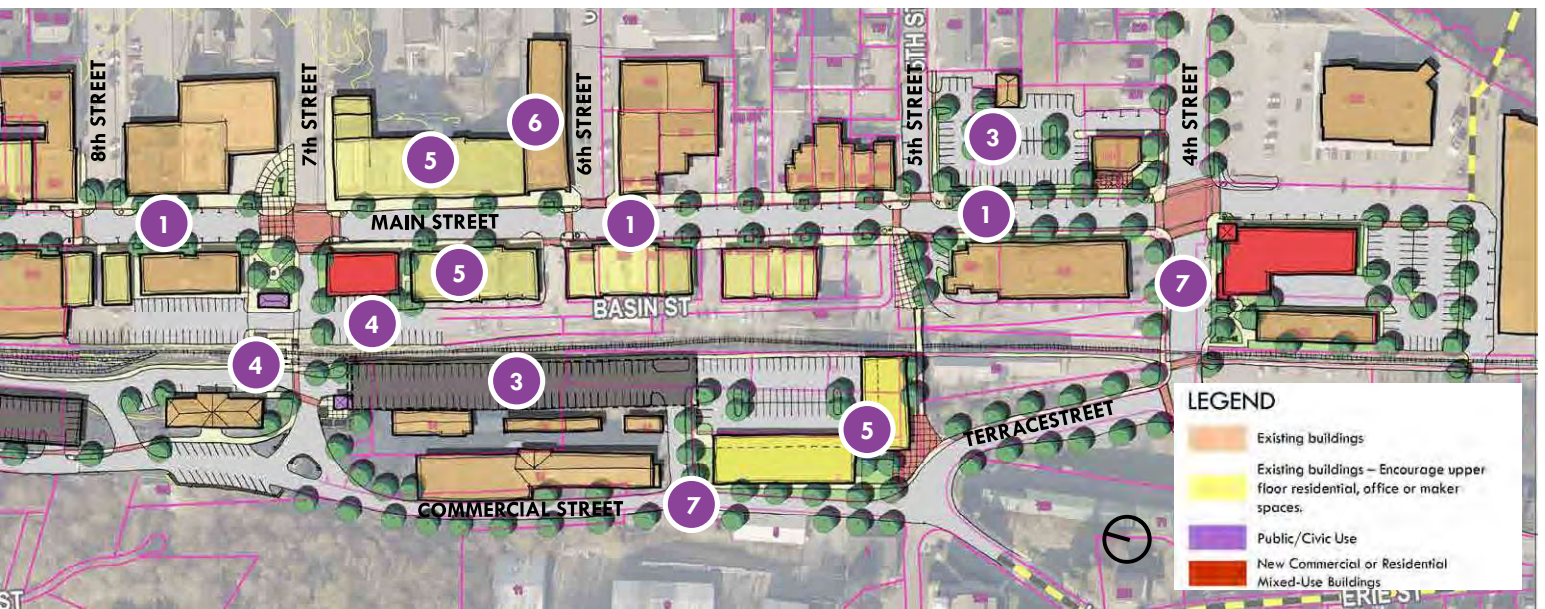
See page 48 for the recommendations



2 Build Trails and Parks Connecting the River to Downtown - See page 38



3 Enhance and Share Downtown Parking See page 42 for the recommendations



6 Encourage Facade Enhancement See page 50 for the recommendations



7 Enhance Gateways and Promote Greening - See page 52 for the recommendations



The Plan of Action

Lead Organizations

The Greater Honesdale Partnership (GHP) as the economic development organization for the Borough of Honesdale will lead many of these efforts and serve as the coordinator for the project management, grant applications and other supportive services. This plan will require full and ongoing support

from the Borough of Honesdale, County of Wayne, Wayne Economic Development Corporation, and the Wayne Pike Trails & Waterways Alliance to achieve its goals. GHP will seek support from non-profit and private partners, local banks, local businesses, and its members and volunteers to implement this plan.

Revitalization Project Priority	Revitalization Theme	Revitalization Recommendations	Funding and Implementation Phases
1	Enhance Main & Church Street Streetscapes	Enhance Main & Church St Streetscapes, Crosswalks & Sidewalks	Main Street Phase 1 - 7th to 9th Streets
			Main Street Phase 2A - 9th to 11th Streets
			Main Street Phase 2B - 5th to 7th Streets
2	Build Trails and Parks Connecting the River to Downtown	Transform Side Street into Shared Street Plaza	Main Street Phase 3 - Shared Street Plaza
		Build Riverfront Trails & Parks	Build Riverfront Trails & Parks
		Connect Trails to Downtown	Design and implement trails connecting to Main Street
3	Enhance and Share Downtown Parking	Create a Riverfront Park at 12th Street	Design and build 12th Street Riverfront Park
		Build Parking Structure along Commercial Street	Design and implement Commercial Street Parking Garage and Torrey Lane improvements
		Build Parking Lots along Commercial Street	Prepare site feasibility study for acquisition and development of new surface parking lots along the railroad tracks
4	Transform the Park & Shop Lot	Promote Shared Parking of Downtown Lots	Prepare and promote shared parking easement agreements to address sharing, maintenance, liability etc.
		Revise Parking Standards to permit investment in downtown	Modify parking ordinances
		Enhance the Park & Shop Lot with Plaza, Parking, Walkways, Ramps & Landscaping	Design and Implement Park & Shop Lot Plaza & Parking
5	Promote Downtown Living	Enhance Walkways across railroad tracks to connect the Visitor's Center and Rail Station	Pedestrian walkway to Visitor's Center, Comm'l Street Garage and Torrey Lane
		Promote and permit new and adaptive reuse of downtown mixed use apartment buildings	Modify zoning ordinances to encourage adaptive reuse and new mixed use residences
		Modify parking and zoning standards to permit multifamily and upper floor residences	Modify ordinances to update parking ordinance standards
6	Encourage Façade Enhancement	Secure public grants to incentivize private façade enhancements of Main Street buildings	Recruit a grant writer, prepare façade enhancement design standards, and manage grants
7	Enhance Gateways and Greener Landscapes	Enhance the Commercial Street Gateway	Commercial Street Gateway Streetscape
		Enhance the South Gateway	South Gateway Caboose Plaza/ Streetscape
		Enhance the North Gateway	North Gateway Bridge Crosswalks/ Streetscape
8	Enhance Honesdale's Brand & Social Media Presence	Creating your message - digital, print, web	Recruit a volunteer or paid writer/ web designer/ social media expert
		Understanding your audience - demographic	
		Market Opportunities - local & tourism	
High	Expand Organization to Support Mission	Recruit and secure business community support, board members and funding commitments to support expanded mission and staffing needs	Promote plan, secure organizational and financial support
High	Seek Keystone Main Street Designation	Work with PA Dept. of Community and Economic Development PA Downtown Center to secure designation	Expand funding sources and technical support from DCED to implement the plan

Opinion of Probable Cost for All Priority Projects

Timeline

This six-year timeline anticipates the need to secure grants, matching funds, design, construction and implementation of the priority projects.

Capital Budget Requirements

This plan of action will require approximately \$8.1M to \$9.9M from various sources. See **Chapter 4 - Implementation Strategies** to identify the numerous sources of public funds that have been identified as potential funding sources for these improvements.

2021	2022	2023	2024	2025	2026	Low Range Estimate	High Range Estimate	Lead Organization	Recommended Grants
Design	Construct					\$578,000	\$667,000	Greater Honesdale Partnership	LSA grant submitted for design of Phase 1, 2A, 2B, 3, MTF grant for Phase 1; GTR grant for Phase 3
	Design	Construct				\$541,000	\$624,000		
		Design	Construct			\$548,000	\$632,000		
Design	Construct					\$223,000	\$277,000	Lackawaxen River Trails	12th St: LSA grant submitted; 12th St. & Trails: TAP grant; GTR grant
To Be Determined by Lackawaxen River Trails						By Others			
	Design	Construct				\$510,000	\$634,000	Greater Honesdale Partnership	RACP grant, MTF grant, CFP grant
	Design	Construct				\$3,607,000	\$4,529,000	Greater Honesdale Partnership	
	Feasibility	Design	Construct			\$4,000	\$6,000		
Feasibility	Secure Sharing Agreements					\$2,500	\$5,000	Borough of Honesdale	
	Implement					\$4,000	\$6,000		
		Design	Construct			\$388,000	\$505,000	Greater Honesdale Partnership	Industrial Sites Reuse (ISR) grant
	Implement					\$4,000	\$8,000	Borough of Honesdale	Blight remediation program, ISR grant, KCP grant, Keystone Communities grant, HPTC, Federal National Rehabilitation Tax Credit
	Implement					\$2,500	\$5,000	Borough of Honesdale	Blight remediation program, ISR grant, KCP grant, Keystone Communities grant, HPTC, Federal National Rehabilitation Tax Credit
	Secure Grant/Design Standards	Manage Grants				\$110,000	\$120,000	Greater Honesdale Partnership	KCP grant, Keystone Communities grant, HPTC Tax Credit, Federal National Rehabilitation Tax Credit
	Design	Construct				\$484,000	\$545,000	Greater Honesdale Partnership	MTF grant, TAP grant, PA Greenways, Trails, and Recreation Program
			Design	Construct		\$396,000	\$445,000		
				Design	Construct	\$745,000	\$874,000		
Design	Ongoing Implementation					To Be Determined		Greater Honesdale Partnership	KCP grant
Secure Support	Ongoing Implementation							Greater Honesdale Partnership	KCP grant
	Secure Designation	Ongoing Technical Support and Grants						Greater Honesdale Partnership	KCP grant
						\$8,147,000	\$9,882,000		

2



Defining the Issues & Opportunities

Chapter 2: Defining the Issues & Opportunities

During the listening and analysis activities of this revitalization plan, we identified the issues and opportunities that would guide this plan. This process began by listening to the 11 member Design Committee followed by the 28 participants at the June Listening Session. During the summer of 2020 we heard from 321 people during our online survey followed by 170 attendees at the October Community Visioning Open House.

The online survey provided clear guidance on the topics of greatest concern to the community. This survey tested both visual preferences for certain types of buildings sidewalks and civic spaces as well as 30 of the Community Perception questions so important for communities seeking Main Street designation by the PA Department of Community and Economic Development.

As the county seat for Wayne County and home to one-third of the 350 retail businesses in the county, Honesdale provides a critical role in the economic vitality of the region. 28.7% of Borough residents live at or below the poverty level therefore, creating more and higher paying jobs in Honesdale is of critical importance. Appendix D provides a demographic, employment, housing and educational profile of the Borough.

The issues most important to the revitalization of Honesdale are:

- Issue #1 – Finding a shared vision
- Issue #2 – Need better places for gathering and downtown living
- Issue #3 – Aging infrastructure
- Issue #4 – A change of focus: from auto scale to human scale

Through these issues and the many best practices identified in this chapter, this provides clarity as to which topics should be the focus for Chapter 3 - Revitalization Plan Recommendations.



Design Committee

The Honesdale Design Committee is comprised of 11 members. The group met 7 times, over a 10-month period, to review and guide the Derck and Edson Consultant Team on the key decisions for this Revitalization Plan. Due to the ongoing COVID-19 pandemic, many of these meetings were held as Zoom Meetings. The committee members are:

Lisa Burns, Patti Bursis, Mike Frigoletto, Jim Gershey, Jeff Hiller, James Jennings, Jared Newbon, Judith Poltanis, Holly Przasnyski, Brian Wilken, Mary Beth Wood

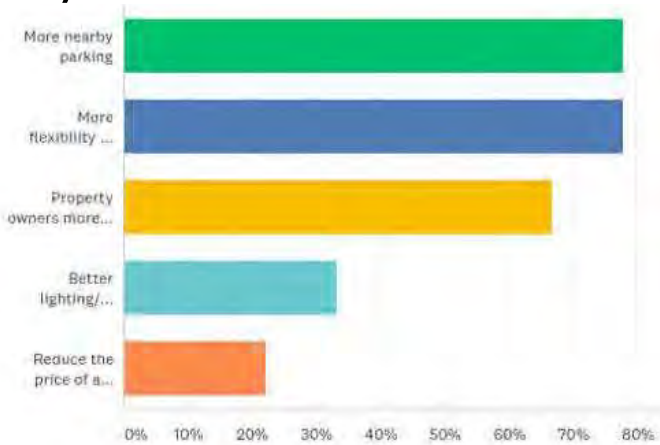
Please see the acknowledgements on page 3 for more information on each committee member and their involvement in the Honesdale community.



Online Survey

In June of 2020, the design committee and Derck & Edson released an online survey to ask the public about their opinions, preferences, and desires for downtown Honesdale. A total of 321 people responded to the 43-question survey over the months of June, July, and August. This survey has offered valuable insights on the community's feelings towards downtown Honesdale, as it exists today, and their aspirations for the future of Honesdale.

Survey Results



Outdoor furnishings block sidewalk



Few entries and no landscaping



Landscaping obscures storefronts



Residential uses facing Main Street



Blank wall & infrequent doors



Garage / loading zone facing street



No landscaping along parking lot



Parking with fence & landscaping



Side yard parking w/ landscape edge



Multiple driveways facing Main St



Asphalt sidewalks



Sidewalk with uneven surfaces

Listening Session

With the help of the Greater Honesdale Partnership, Derck & Edson hosted a COVID-safe listening session in Downtown Honesdale on June 22, 2020 to meet key stakeholders and discuss various elements of the Revitalization Plan. A total of 28 people were able to attend, either virtually or in-person.

Discussing the project’s goals, challenges, and threats, amongst other topics, the design committee received a broad spectrum of useful input and knowledge from the attendees. This information was used to inform and direct the design team’s priorities and objectives moving forward.

Community Visioning & Comment Cards

A Community Visioning Open House was held on October 29, 2020, in downtown Honesdale. During this session, the public was introduced to preliminary ideas for the Downtown Revitalization Plan and had the opportunity to provide feedback on each component of the emerging vision for enhancing the downtown. A total of 170 people provided input on the community visioning boards that were displayed at the Open House. This community feedback provided immediate answers to the preferences and priorities of the general public.



Downtown Honesdale Community Open House

Please visit the project stations and circle your preferences!

1 MAKE HONESDALE WELCOMING

Please circle the option that best represents your preference for each recommendation.

1A: Honesdale's Tagline Love It! Like It Not Sure	1B: Identifying Features Circle your top 3. 1 2 3 4 5 6 7 8 9 10 11	1C: Identifying Images Circle your top 3. 1 2 3 4 5 6 7 8 9 10 11	1D: Color Representation Circle one. 1 2 3 4 5 6
1E: Riverfront Trails & Parks Love It! Like It Not Sure		1F: 12th St. Riverfront Park Love It! Like It Not Sure	
1G: Downtown Trails Love It! Like It Not Sure			

2 SIDEWALKS, STREETSCAPES, & CROSSWALKS

2A: Main St. Streetscape Love It! Like It Not Sure	2B: Gateway Streetscapes Love It! Like It Not Sure
2C: Streetscape Paving 1 2 3 4	2D: Streetscape Furnishings Family 1 Family 2 Family 3
2E: Intersection Improvements Love It! Like It Not Sure	

4 MAIN STREET

4A: South Gateway Love It! Like It Not Sure	4B: New Apartments Love It! Like It Not Sure
4C: Park & Shop - New Street Love It! Like It Not Sure	4D: Park & Shop - New Walkway Love It! Like It Not Sure
4E: 9th Street Plaza Love It! Like It Not Sure	4F: North Gateway Love It! Like It Not Sure
4G: Upper Floor Apartments Love It! Like It Not Sure	4H: Trail Connections Love It! Like It Not Sure

3 STOREFRONTS AND BUILDING FACADES

3A: Facade Enhancement Grants
 Love It! Like It Not Sure

5 DOWNTOWN PARKING & COMMERCIAL STREET

5A: Commercial St. Gateway Love It! Like It Not Sure	5B: Stourbridge Rail Station Love It! Like It Not Sure
5C: Commercial St. Parking Love It! Like It Not Sure	5D: Shared Parking Love It! Like It Not Sure

6 YOUR PRIORITIES FOR DOWNTOWN HONESDALE

Which FIVE revitalization recommendations do you feel are most important for Downtown Honesdale?

1A	1B	1C	1D	1E	1F	1G
2A	2B	2C	2D	2E	3A	
4A	4B	4C	4D	4E	4F	4G
		5A	5B	5C	5D	4I

Tell us a little more about yourself on the back...

Thanks to over 280 people who took our Survey for Downtown Honesdale between June and September, we gained many insights regarding the six overarching themes of the revitalization plan for downtown. The public's input will help guide the work of the design team moving forward. These survey results are highlighted below.

Make Honesdale Welcoming

Overall, the survey questions about this theme revealed strong agreement about the priorities and preferences to make Honesdale feel welcoming.

Enhanced pedestrian crosswalks are a priority for

68% of the survey respondents, along with

67% that feel well maintained sidewalks are also a priority.



In the image above - the architectural character of these buildings is preferred on Main Street by

62% of survey respondents.

40% feel that the downtown does not offer welcoming gateways or signage

When asked about the buildings downtown,

70+% of people agreed that buildings should avoid blank walls, sites with poor landscaping, and loading zones facing the street.

Create Places & Promote Events To Draw Both Locals And Visitors

Asking specific questions about how to draw more people into the downtown area on a daily basis, the respondents showed a desire to spend more time outdoors while downtown.

59% of respondents seek more options & improved places for outdoor dining

43% of respondents seek places to sit and relax near Main Street

36% of respondents seek places for outdoor markets & vendors



The image above shows an example of the streetscape character that respondents preferred.

Attract More Businesses, Hotels & Retail

The survey results indicated that improvements can be made to increase the attraction and lure of downtown Honesdale, in the eyes of both locals and visitors.

Currently, Downtown does not feel vibrant in

the evenings to **60%** of those surveyed and

43% feel that businesses are not open during convenient hours for customers.

Additionally, 43% felt that the Downtown does not offer the right mix of businesses.

Reconnect Downtown Via Trails, Sidewalks & The River

The survey responses showed a clear desire for more outdoor recreation opportunities in the downtown Honesdale area and along the river.

Overall, **61%** of respondents felt that Honesdale does not currently offer good access to trails or bikeways.

An overwhelming majority, **71%** of people seek more places for relaxing & recreation along the Lackawaxen River.



The photo above shows a street crossing with curb bump-outs and flashing beacons to keep pedestrians safe near busy traffic.



This photo represents an architectural style that was well-received by survey takers.



This image was a favorite option for the character of new townhomes that could be built on the edges of downtown Honesdale.

Make Parking Convenient

An important topic amongst survey respondents, results showed that many people would like to see changes promoting more availability and flexibility when parking downtown. For instance:

56% of people felt that the downtown area does not have sufficient or easy-to-find parking

57% feel that shared parking across adjoining sites should be encouraged

44% feel that more municipal parking and enhanced management of on-street parking should be encouraged

38% feel that facilities for walking, biking and public transportation should be enhanced to improve Downtown parking



Need a Shared Vision to attract customers, downtown residents, visitors, and investment

Honesdale is in need of a united Vision to guide improvements for the future. Survey respondents noted that Honesdale often has gaps in the streetscape/retail experience, inconsistent signage, and an overall lack of a guiding plan for future growth. This plan aims at addressing this issue by providing a starting place in the form of a shared Vision that will enhance the downtown experience, and attract customers, visitors and investment.

Visitors
Apartments
Fear of Change
Trails
Parking
Poor Maintenance
Trucks
Quaint
Stourbridge Railroad
Historic
Pedestrian Safety
Traffic
Shops
River Access
Walkability
Livability

Downtown does not feel welcoming to new businesses or new investment that would expand the tax base

Stakeholders and survey respondents also noted that Honesdale does not feel welcoming to new businesses or investment. Items contributing to this issue include an outdated zoning code, unwelcoming streetscape in portions of the downtown, and lack of engagement with community partners. Survey respondents also noted that Honesdale could improve its promotion efforts, lower cost/barriers to creating a new business and promote more friendly engagement with borough leaders and the community/prospective business owners.

Best Practices:

- Engage Community Partners
- Form Based and Flexible Municipal Zoning
- Set the Tone for New Business & Investment
- Promote Experiential Retail & Anchor Uses



Quotes from survey respondents:

Be more open to new ideas.

Provide a “welcome” kit that would inform prospective businesses zoning and coding standards and procedures.

Promote Honesdale as a vibrant place to live, shop, and play.

Ease up on the cost and process of permitting!!!!!!!!!!!!

Less restrictions, more friendly professional engagement amongst the borough leaders and community to discuss growth and revitalization.

Build upon past planning and zoning efforts

2010 Comprehensive Plan

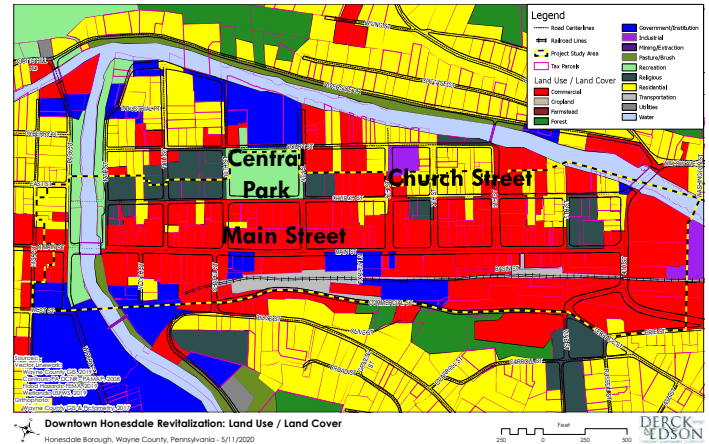
The 2010 Central Wayne County Comprehensive Plan identified a number of recommendations for Honesdale that relate to the downtown and further support the recommendations of the Downtown Revitalization Plan including:

- Implement the trail plan for the Region with a system of trails, bike paths, and bike lanes.
- Update Zoning and Subdivision and Land Development Ordinances.
- Secure expanded use of private parking areas for event, bus, and train patron parking as necessary.
- Develop an overall strategy for parking management in Honesdale
- Increase parking spaces at the coal pocket through more efficient space designation and the addition of parking spaces as feasible.
- Add Wayfinding Signage as necessary once the traffic pattern in Honesdale is revised.
- Support business development through loan programs of locally-owned banks, shared office space, business incubator, and other initiatives
- Construct necessary improvements and facilities to implement a coordinated strategy to accommodate auto, bus, rail, bike, and pedestrian traffic generated by patrons in Honesdale
- Construct a trail along the Gravity Rail Bed
- Revitalize the River area in Honesdale.
- Revitalize the Industrial Point area in Honesdale.
- Provide additional infrastructure for tourists in downtown Honesdale.
- Establish a policy for overnight parking in public parking lots -- and make expanded arrangements for overnight parking in private facilities.
- Construct a trail along the Towpath within the Region.
- Construct a trail and Linear Park along the River in Honesdale.
- Implement a streetscape project for downtown Honesdale.
- Construct improvements within and nearby Central Park to facilitate its use for events
- Identify sites for office utilization in the Honesdale area.
- Address parking needs for County employees, including the need for additional meters, restriping of areas, signage, enforcement, and additional available parking areas in the

Wayne County Courthouse area.

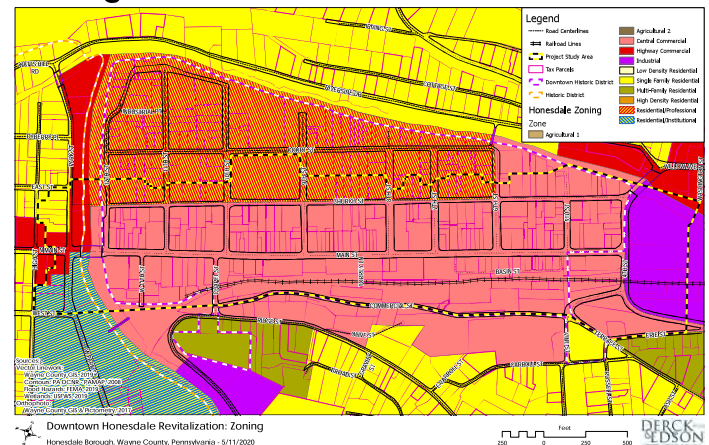
- Create/enhance gateways to downtown Honesdale.
- Remodel Honesdale City Hall
- Adopt a form of historic preservation zoning
- Create an historical commission.
- Adopt some sort of design guidelines.

Existing Land Uses



With the dominant land use as commercial and many vacancies on the upper floors of Main Street, the downtown lacks vitality in the evenings. This land use map also highlights the importance of expanding the number of type of residences along the rivers.

Zoning



Although the zoning map designates much of the downtown as Central Commercial, this district does not permit multifamily residential as a primary use, making it much less likely that local residents will live downtown and offer the vitality and economic benefits to local businesses. Most successful downtowns encourage mixed use buildings with storefronts facing the main street. Those areas designated for Multi-Family Residential are unlikely locations this land use.

Lack of Gathering Places along Main Street and the Riverfront

Survey respondents overwhelmingly indicated that Honesdale needs more gathering places along Main St and the Riverfront. Honesdale central park is a fantastic gathering and event space - but it is located on Church street - behind the activity on Main Street. Main street itself has very few public gathering spaces, sitting spaces or civic spaces. The riverfront as well is a fantastic asset for Honesdale. However it is difficult to access and also has very few sitting/gathering spaces.

Best Practices:

- Promote Civic Spaces
- Mixed Use Buildings

71% feel Honesdale needs more and improved places for walking, sitting, relaxing along the river



59% feel Honesdale needs more/ improved places for outdoor dining



43% feel Honesdale needs more and improved places to sit and relax near Main Street

Lack of Downtown Living Choices

Honesdale is feeling increased pressure to provide a variety of residential living spaces. In particular, the COVID 19 virus has pushed residents from nearby urban centers to seek out less populated areas in the vicinity as an escape from the urban environment. Honesdale has positioned itself as a welcoming partner for these residents but currently is facing a housing crunch in the downtown as a result of this movement. In particular, Honesdale desires to provide a variety of affordable living spaces within walking distance of the downtown area.



Best Practices:

- 18 hour a day downtown with residences over stores
- New residential buildings can make downtown welcoming to those who prefer new construction
- Review zoning ordinances to remove barriers to investment in residential development



Poor sidewalks and lack of continuous storefronts disrupts walkability and shopping experience along Main Street

Sidewalks in downtown Honesdale currently consist of a wide variety of materials, widths and states of repair. Portions of the downtown sidewalks are entirely asphalt, others are very narrow concrete, while others are wide stretches of concrete with brick banding and planters. This lack of continuity disrupts the retail experience and presents a disjointed experience for visitors and shoppers. Honesdale should feel like one continuous and united experience as you walk from one end of town to the other - a condition not currently reflected in the downtown.



Existing asphalt sidewalk condition along Main St.



Existing small/cracked sidewalk along Main St.

Crosswalks, sidewalks, trees, & landscaping do not feel safe and welcoming

Downtown Honesdale currently presents an unsafe feel to pedestrians. Crossing Main Street is a hazardous adventure due to the dual lane one-way street, poor sight lines, and lack of pedestrian signals. Sidewalks also are often narrow or in poor repair. Lastly, street trees and landscaping are often missing - presenting an unwelcoming first impression to visitors. Pedestrian oriented lighting and posts should be added along sidewalks where dark spots are identified to make the downtown safer and more welcoming.

Best Practices:

- Implement textured crosswalks with pedestrian flashers at key intersections
- Add/enhance landscaping with unified approach to street trees, site furnishings, and lighting

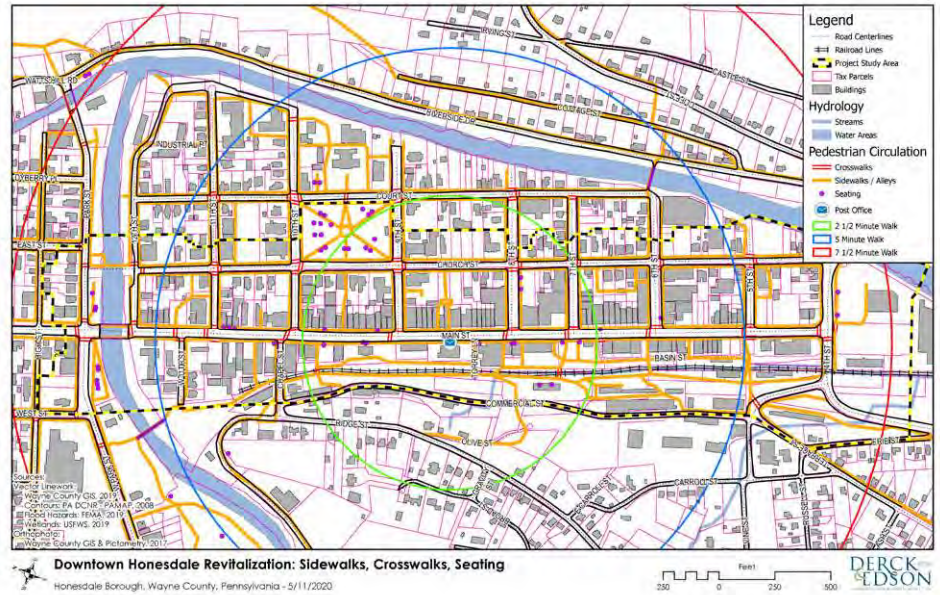


View of Main Street at 10th Street where the community stated the crosswalks felt unsafe, especially due to the awkward alignment with Chapel Street in the right of the view

Need better connectivity - trails and sidewalks - between downtown, river, parking, and neighborhoods

Although most blocks have sidewalks of some time, the quality of the sidewalks is often an uneven patch of asphalt paving. Additionally, the river is difficult to access from the downtown as there are few connections or access points. There are also no bike lanes or walking trails connecting the downtown to the surrounding neighborhoods, parking and the river.

As shown at the right, the entire downtown is about a ten to twelve minute walk from 4th Street to Park Street, so it is a very walkable downtown in terms of distance.



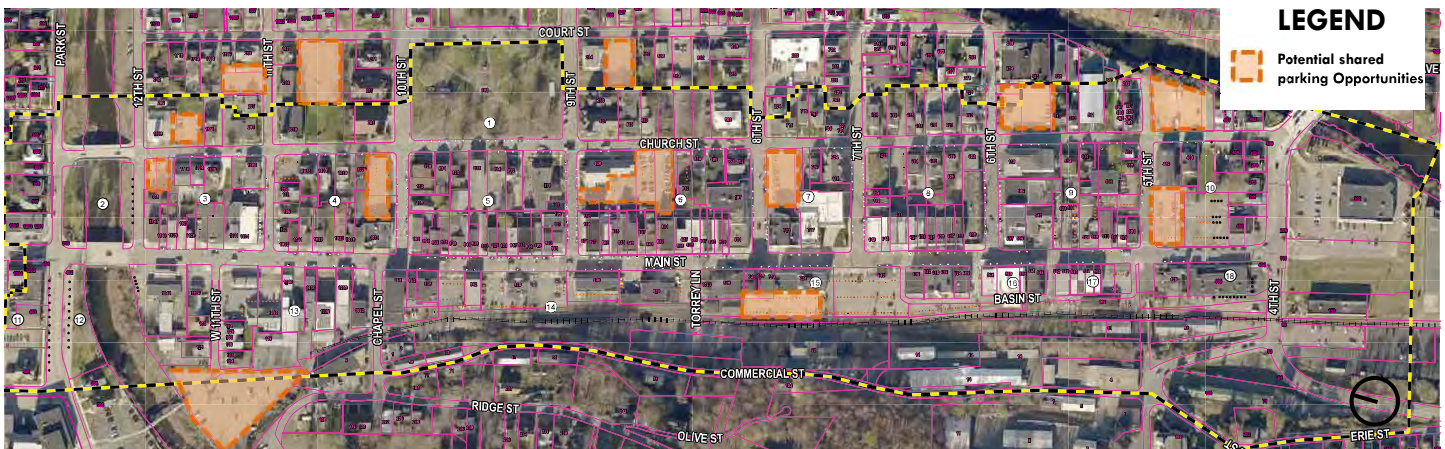
Map showing walking times from the center of town in 2 1/2, 5, and 7 min. increments

Parking is difficult to locate and access close to destinations

Parking was noted by many stakeholders and survey respondents as a key issue facing Honesdale. In general, parking needs to be available in direct proximity to businesses to generate foot traffic. These premium spaces often face competition from residents and business owners/employees. The borough should strive to make more public/shared parking available and guide visitors to the appropriate parking spaces with consistent signage.

“It would be nice to see the Borough and Main St. property owners work together on making the second and third floors easier to rent. .. I think the issue is parking spots.... Businesses trying to open find the first floors in Honesdale pricey to rent. Property owners find themselves increasing first floor rents because 2nd and 3rd floors cant be rented.”

Survey comment from a resident



Map of potential shared parking opportunities (in orange)

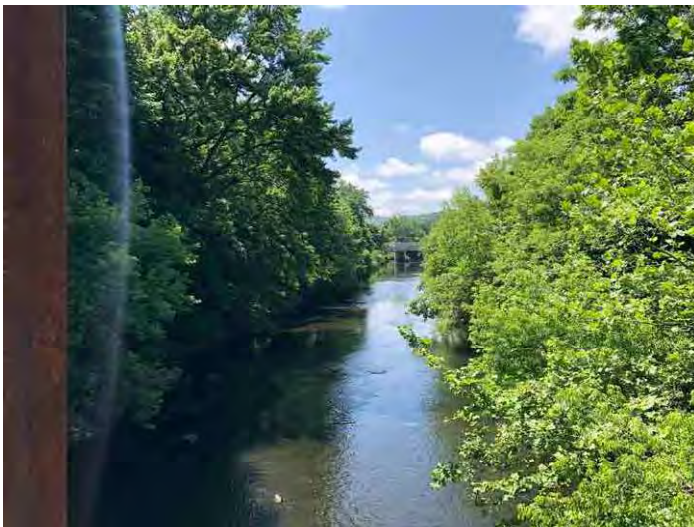
Enticing visitors to move from the “windshield view” to the “pedestrian experience”

A first-time visitor to Honesdale may have trouble knowing when they have arrived until they are well into the community fabric or possibly already on their way out of town. This is due to inconsistent streetscape elements and setbacks, a lack of signage, a lack of gateways, and varying façade treatments. This is especially true for those traveling into and through town in cars or other motorized vehicles.

Contrast this to the pedestrian experience. The shops, the restaurants, and the people – from the business owners to the public – are a delight. Positive interactions within the Honesdale community, on the sidewalks, and along hidden alleyways are a true strength of the downtown.

One overall goal of the master plan is to create a physical environment to match these experiences. And this holds true, beyond the realm of first impressions. When talking with shop and restaurant owners, the overwhelming comment (actually, the overwhelming lament) was related to the condition and appearance of the streetscape.

As Honesdale works to define and craft the brand for the community, the brand must be translated into the physical environment. These refreshes of the civic spaces, sidewalks, crosswalks and storefronts will further enhance the first impression of this remarkable place.



Just a few steps from Main Street is this picturesque view of the Lackawaxen River as viewed from the 6th Street pedestrian bridge



Maude Alley is one of a number of hidden gems that make Honesdale a place worthy of discovering

Landscape, cityscape, architecture, conservation, revitalisation, and spatial planning are important disciplines in this area [branding] as they alter reality but are communicative at the same time. The physical landscape provides clues about the identity of place in its geography, climate, history, development, change in physical appearance, and the mentality of the community. In short, it informs the ‘sense of place.’

from *Imaginative Communities: admired cities, regions, and countries* by Robert Govers

The gateway & vehicular entrances to Honesdale are not welcoming and are generally defined by parking lots and a lack of street trees.

The existing gateway to Honesdale both from the north and the south currently presents an unappealing and unwelcoming first impression of Honesdale that does not reflect the charm of the downtown. Entrances to downtown at 4th and Church and at Main and Park Streets both present first time visitors with large expanses of asphalt, electrical wires and few street trees. These first impressions of downtown are critical to give visitors a sense of arrival at the downtown and could be greatly enhanced by adding welcoming signage, landscaping, improved sidewalks/lighting and reducing the auto-oriented feel.



Existing north gateway at Park and Main St.



Existing south gateway at 4th and Main St.



Existing south gateway at 4th and Main St.



Existing south gateway at 4th and Terrace St. showing lack of street trees, landscaping, sidewalks and entry signs

3



Revitalization Plan Recommendations

Chapter 3: Revitalization Plan Recommendations

Through the process of listening, surveying and prioritizing the revitalization recommendations most appropriate for Honesdale, this plan has identified eight Revitalization Plan Recommendations. These recommendations are presented in the order of this priority, with the highest priority as number one and the lowest priority as number eight. The recommendations are:

- 1. Enhance Main and Church Street Streetscapes**
- 2. Build Trails and Parks Connecting the River to Downtown**
- 3. Enhance and Share Downtown Parking**
- 4. Transform the Park & Shop Lot**
- 5. Promote Downtown Living**
- 6. Encourage Facade Enhancement**
- 7. Enhance Gateways and Promote Greening**
- 8. Enhance Honesdale's Brand & Social Media Presence**

However, due to the fact that certain recommendations may require less effort or significantly less dollars to realize the benefits, the organizations responsible for implementation may want to modify the sequence of implementation.

For each recommendation, a blue 'Action Item' box is provided to describe the actions to be taken to achieve the desired outcome. For each of the major recommendations, the results from the Community Visioning Open House Survey is presented in the form of a chart highlighting the level of public support for each item.



June 2020 Downtown Honesdale Survey

322 Respondents

In June of 2020, the Design Committee and Derck & Edson released an online survey to ask the public's opinions, preferences, and desires for downtown Honesdale. A total of 322 people responded to the 43-question survey over the three months of June, July, and August.

The survey revealed interesting trends and some overall consensus amongst the public responses. For example, a large majority of the survey participants agreed that downtown Honesdale is a safe area, but also agreed that the area is not vibrant during the evening hours. This discrepancy provides

the design committee with a better understanding of the public's preferences and opinions.

Downtown Honesdale Survey

Monday, June 22, 2020

Powered by SurveyMonkey

October 2020 Community Visioning Open House

170 Respondents

A Community Visioning Open House was held on October 29, 2020, in downtown Honesdale. Once introduced to preliminary ideas for the Downtown Revitalization Plan, the public had the opportunity to provide feedback on each recommendation for the overall downtown revitalization priorities. With input from 170 people, the community feedback provided immediate answers to the preferences and priorities of the general public, in regards to the various recommendations that were made by the

Design Committee and team.

Ultimately, the participants were asked to rank their top 5 (of 26) revitalization recommendations that they believed were most important to downtown Honesdale. The priorities are highlighted in the chart shown on page 29.



Open House Comment Card

Comment cards (shown to the right) were used to collect and analyze the open house participants' preferences on the various recommendations for downtown Honesdale. These cards allowed for a socially-distanced, in-person session to be held without the risk of sharing voting ballots or equipment and also provide a hard-copy record of the results. To see the results of the Community Visioning Open House Survey, see Appendix B. The Revitalization Plan Priority Projects shown below have been guided by the community insights gained at the Open House and the 170 respondents to the Open House Survey

Revitalization Plan Priority Projects

The following eight revitalization projects are ranked in priority order and presented in this chapter in greater detail on the following pages.

Revitalization Project Priority	Revitalization Theme	Revitalization Recommendations
1	Enhance Main & Church Street Streetscapes	Enhance Main & Church St Streetscapes, Crosswalks & Sidewalks Transform Side Street into Shared Street Plaza
2	Build Trails and Parks Connecting the River to Downtown	Build Riverfront Trails & Parks Connect Trails to Downtown Create a Riverfront Park at 12th Street
3	Enhance and Share Downtown Parking	Build Parking Structure along Commercial Street Build Parking Lots along Commercial Street Promote Shared Parking of Downtown Lots Revise Parking Standards to permit investment in downtown
4	Transform the Park & Shop Lot	Enhance the Park & Shop Lot with Plaza, Parking, Walkways, Ramps & Landscaping Enhance Walkways across railroad tracks to connect the Visitor's Center and Rail Station
5	Promote Downtown Living	Promote and permit new and adaptive reuse of downtown mixed use apartment buildings Modify parking and zoning standards to permit multifamily and upper floor residences
6	Encourage Façade Enhancement	Secure public grants to incentivize private façade enhancements of Main Street buildings
7	Enhance Gateways and Greener Landscapes	Enhance the Commercial Street Gateway Enhance the South Gateway Enhance the North Gateway
8	Enhance Honesdale's Brand & Social Media Presence	Creating your message - digital, print, web Understanding your audience - demographic Market Opportunities - local & tourism Define and promote the brand

1 MAKE HONESDALE WELCOMING
Please circle the option that best represents your preference for each recommendation.

1A: Honesdale's Tagline Love It! Like It Not Sure	1B: Identifying Features Circle your top 3. 1 2 3 4 5 6 7 8 9 10 11	1C: Identifying Images Circle your top 3. 1 2 3 4 5 6 7 8 9 10 11	1D: Color Representation Circle one. 1 2 3 4 5 6
1E: Riverfront Trails & Parks Love It! Like It Not Sure		1F: 12th St. Riverfront Park Love It! Like It Not Sure	
1G: Downtown Trails Love It! Like It Not Sure			

2 SIDEWALKS, STREETSCAPES, & CROSSWALKS

2A: Main St. Streetscape Love It! Like It Not Sure	2B: Gateway Streetscapes Love It! Like It Not Sure
2C: Streetscape Paving 1 2 3 4	2D: Streetscape Furnishings Family 1 Family 2 Family 3
2E: Intersection Improvements Love It! Like It Not Sure	

3 STOREFRONTS AND BUILDING FAÇADES

3A: Façade Enhancement Grants
Love It! Like It Not Sure

4 MAIN STREET

4A: South Gateway Love It! Like It Not Sure	4B: New Apartments Love It! Like It Not Sure
4C: Park & Shop - New Street Love It! Like It Not Sure	4D: Park & Shop - New Walkway Love It! Like It Not Sure
4E: 9th Street Plaza Love It! Like It Not Sure	4F: North Gateway Love It! Like It Not Sure
4G: Upper Floor Apartments Love It! Like It Not Sure	4H: Trail Connections Love It! Like It Not Sure

5 DOWNTOWN PARKING & COMMERCIAL STREET

5A: Commercial St. Gateway Love It! Like It Not Sure	5B: Stourbridge Rail Station Love It! Like It Not Sure
5C: Commercial St. Parking Love It! Like It Not Sure	5D: Shared Parking Love It! Like It Not Sure

6 YOUR PRIORITIES FOR DOWNTOWN HONESDALE

Which FIVE revitalization recommendations do you feel are most important for Downtown Honesdale?

1A	1B	1C	1D	1E	1F	1G
2A	2B	2C	2D	2E	3A	
4A	4B	4C	4D	4E	4F	4G
		5A	5B	5C	5D	

Tell us a little more about yourself on the back...

Streetscape Design Recommendations - Typical Main Street

Pedestrian lighting, street trees, and wide sidewalks for outdoor dining & display areas

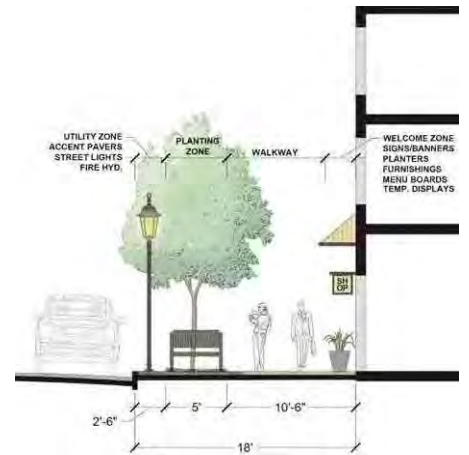


TYPICAL

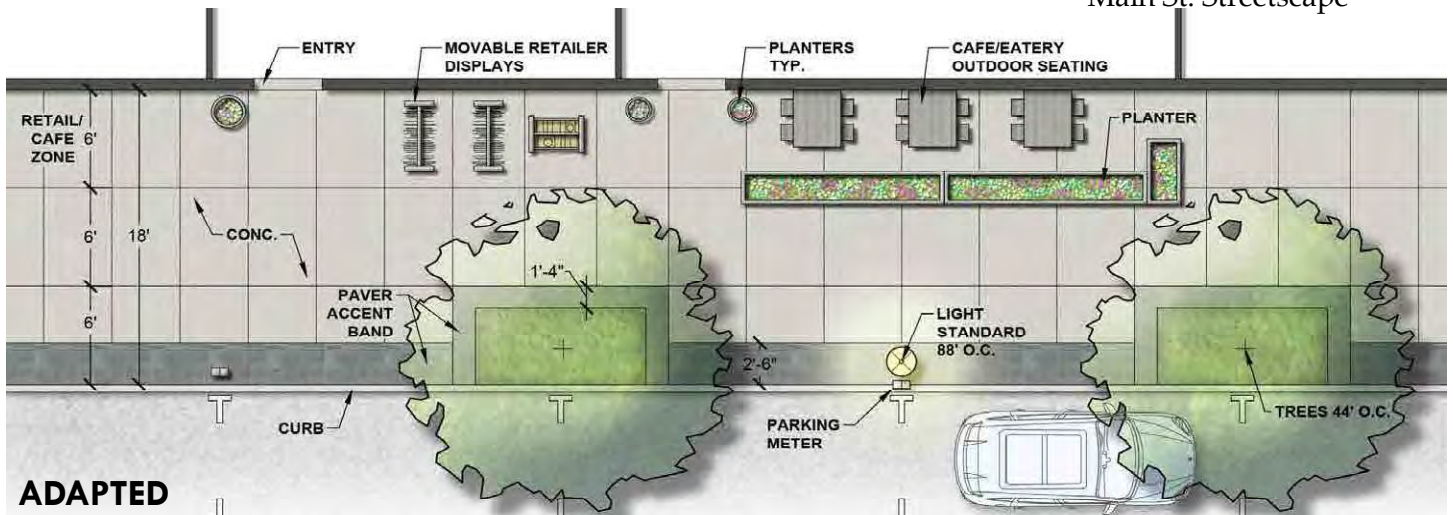
The plan above should act as the typical streetscape plan to be applied as a standard on Main Street.



The image above represents the streetscape character desired for Main St.



Section view of the typical Main St. Streetscape



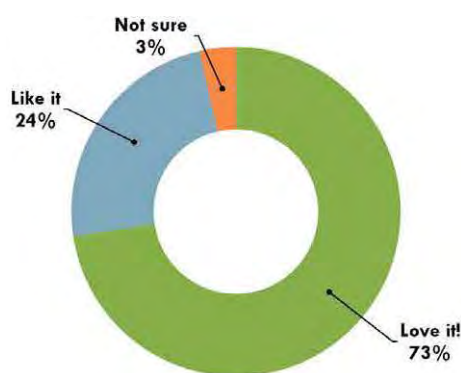
ADAPTED

The plan above should be used on the Main St. streetscape in locations where a business is using sidewalk space for outdoor dining, seating, or merchandise displays.

Main Street Transformation

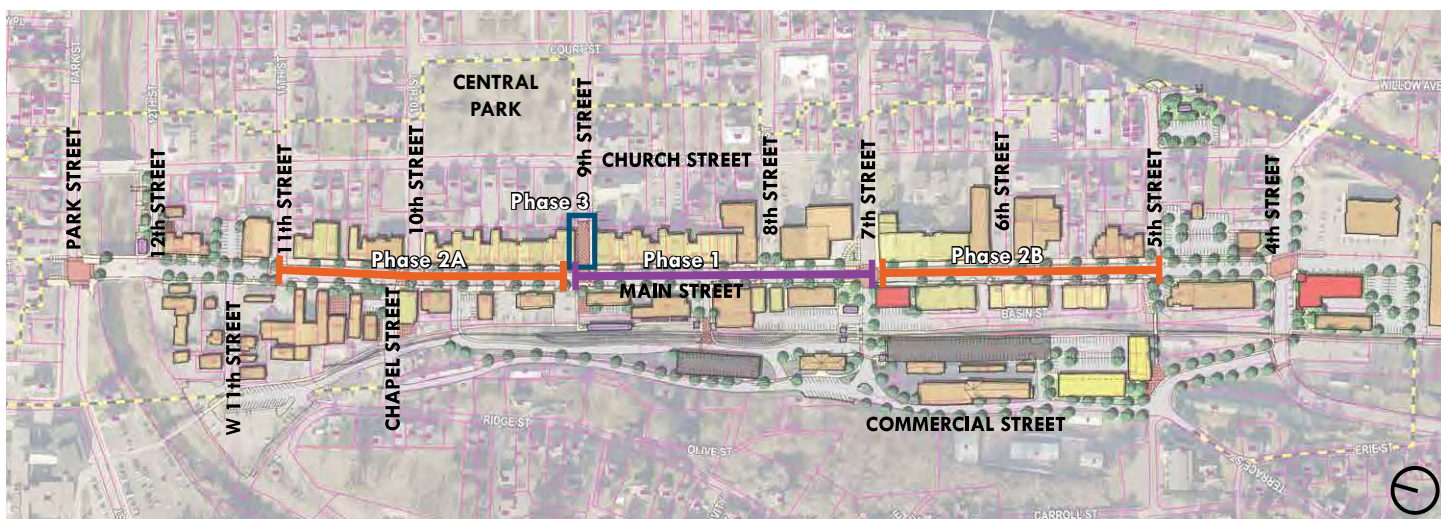


Community Preferences for the Main St. Streetscape Design



Action Items:

- Design and Build Phase 1 of the Main Street Streetscape from 7th-9th Streets
- Design and Build Phase 2A of the Main Street Streetscape Renovations from 9th-11th Streets
- Design and Build Phase 2B of the Main Street Streetscape Renovations from 5th-7th Streets



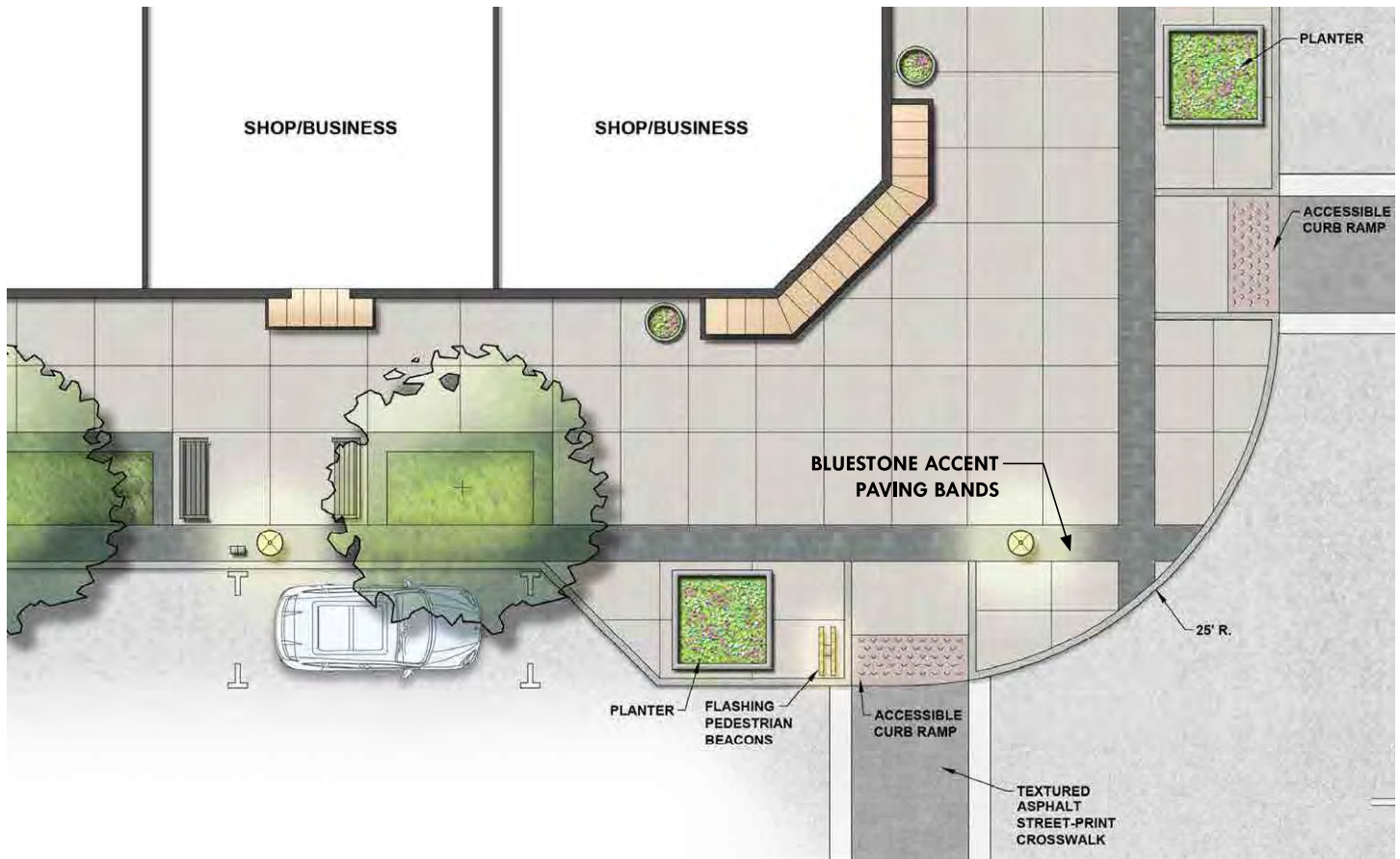
Priority Areas for Streetscape Improvements

Typical Main St. streetscape should be built along Main St., from 5th St. to 11th St. The Gateway Streetscape should be built along the 400, 1100, and 1200 blocks of Main Streets, as well as 4th St. and portions of Commercial St.

Enhance Main and Church Street Streetscapes

Streetscape Paving Accents

Bluestone pavers as accent paving bands on Main Street sidewalks

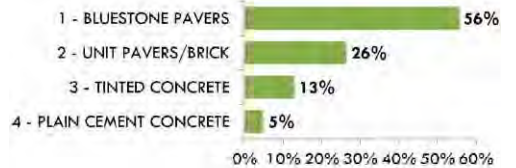


Plan view design for typical Main St intersection showing curb bumpouts, bluestone paving accents, textured crosswalks, street trees, planters and flashing pedestrian beacons.

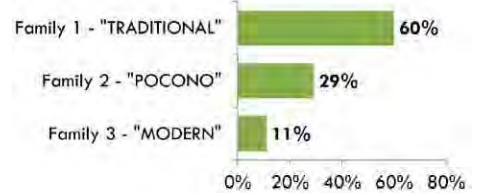
The image below represents the streetscape character desired for Main St.



Community Preferences for Streetscape Paving Accents



Community Preferences for Streetscape Furnishings



Streetscape Furnishings

Traditional furnishing & lighting options for the Main and Church Street Streetscape



Traditional iron bench seating



Traditional lamp posts



Bluestone accent paving



Standard Planter Pots

Action Items:
 - Design and Build Main St. Streetscape Renovations for Phase 1, 2A, 2B, and 3.



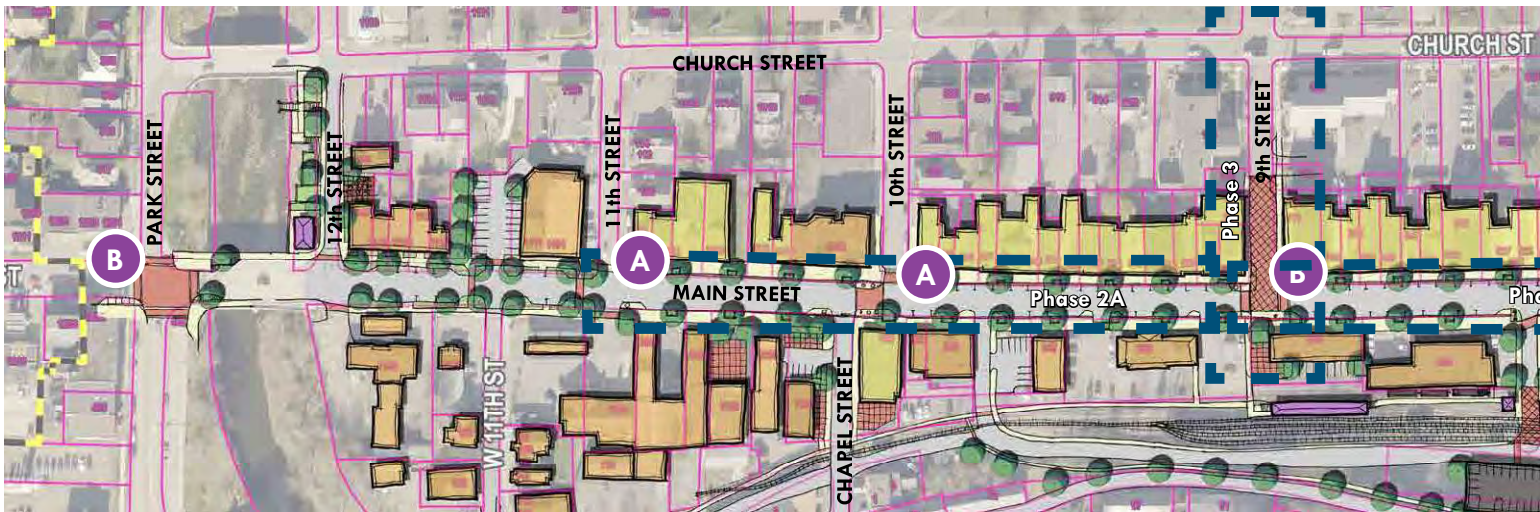
Ornate accent bench seating



Standard trash receptacles

Main and Church Street Crosswalks & Intersection Improvements

Improved physical street crossing features for pedestrian safety



Plan view design of a typical Main St. intersection showing flashing beacons, textured crosswalks on the north side, bluestone accent bands, street trees and planters.

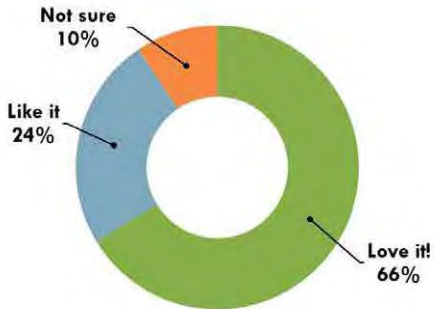
Install flashing beacons and pedestrian signage to alert drivers from a distance that people are waiting to cross the street. New curb bump-outs allow pedestrians to get a better sight-line beyond the parked cars and shorten the distance across the road, while slowing drivers through the tighter road width. The textured crosswalks help to alert drivers and minimize mid-street crossing.

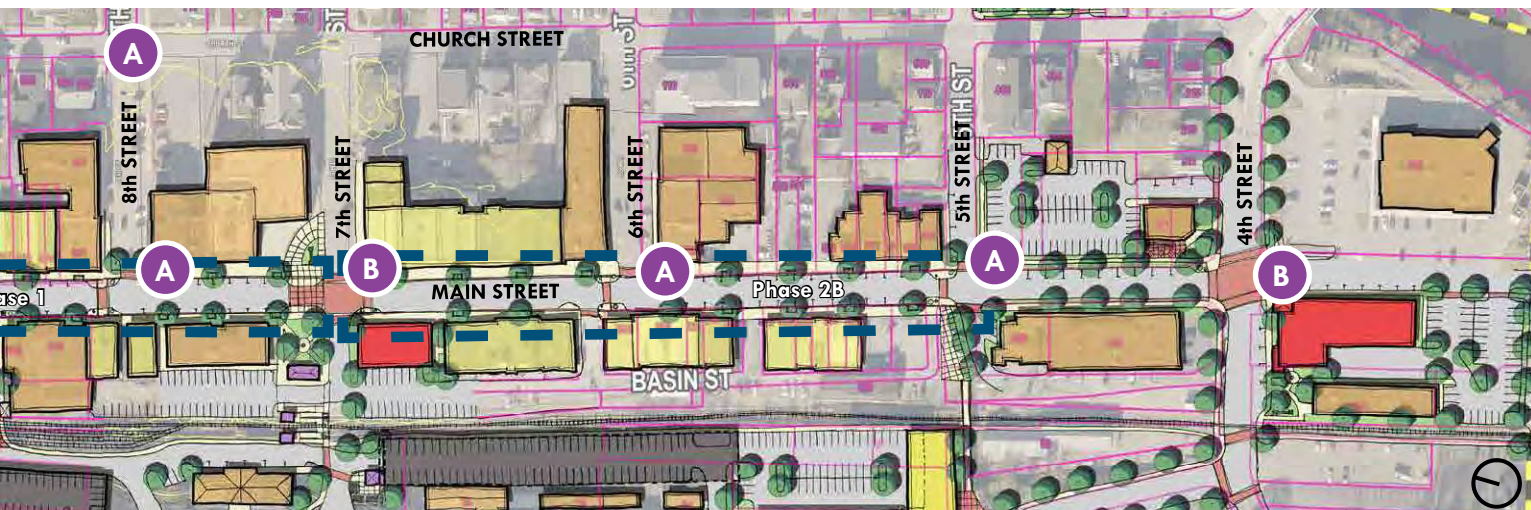
Action Items:
 - Design and Build Main St. Streetscape Renovations for Phase 1, 2A, 2B, and 3.

Intersection Improvements

Streetscape and intersection improvements should include curb bump-outs, planter boxes, textured crosswalks, new lighting, flashing pedestrian beacons, street trees, and paver accent bands. These features greatly increase pedestrian safety and help drivers prepare for intersecting foot-traffic. Primary nodes (B), with textured pavement in the intersection, should be placed at the junction of Main St. and 4th, 7th, 9th, and Park Street and double as an event space when streets are closed. Other enhanced intersections changes (A), should happen at Main St. and 5th, 6th, 8th, 10th, 11th St., as well as 9th & Church.

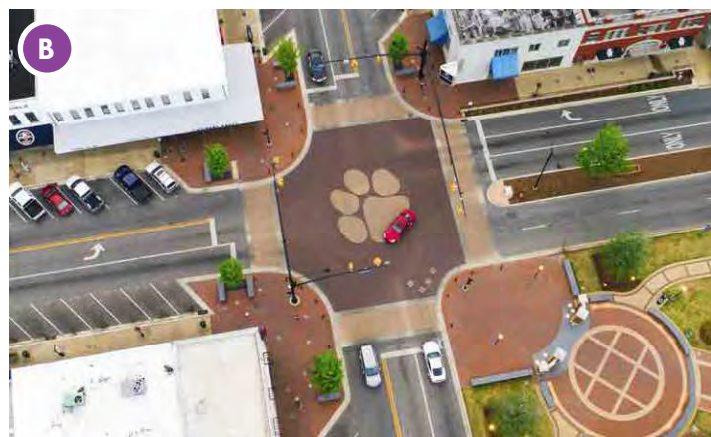
Community Preferences for Crosswalks on Main Street





Primary Intersection Nodes

Contrasting pavement, flashing beacons, and curb bump-outs alert drivers, making pedestrians a priority (as shown in the example below).



Example image of textured paving/crosswalks at intersections

Enhanced Visibility at Intersections

Flashing beacons and curb bump-outs signal drivers of pedestrian activity and provide better visibility of oncoming traffic for the pedestrians (as seen below).



Image of flashing beacons to be installed along Main St.

Flashing Pedestrian Beacons at Crosswalks

The diamonds below represent intersections where flashing pedestrian beacons should be installed, on both sides of the road, to protect pedestrians. These should be applied in addition to the curb bump-outs and textured paving.



Map of potential locations for flashing beacons to enhance pedestrian safety crossing Main and Church St.

Transform Side Streets into Shared Street Plaza



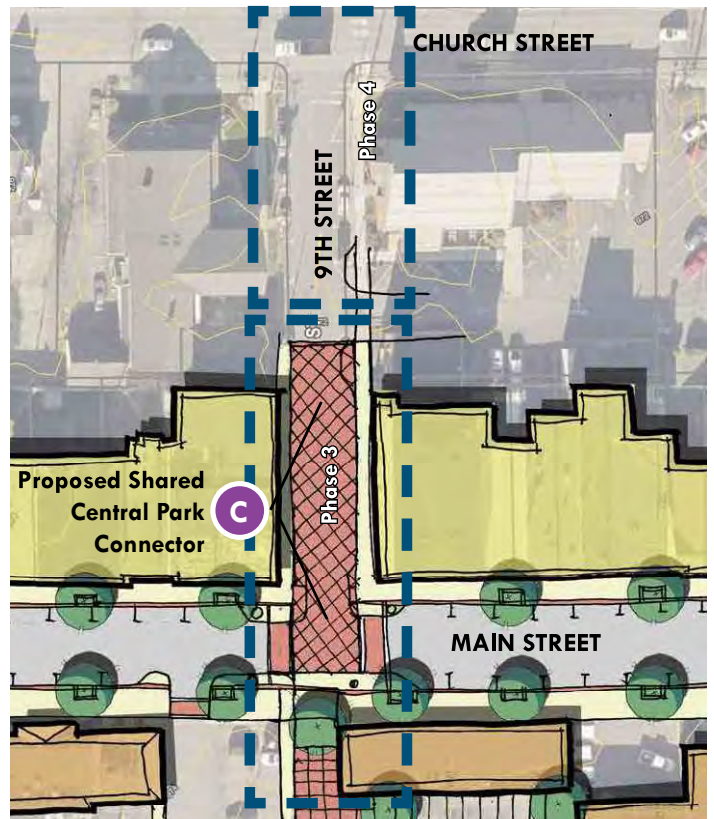
After - Proposed design rendering for a Shared Street Plaza



Before

Central Park Connector Experience

A new plaza & event space for outdoor dining, events, and festivals while linking Central Park to downtown commercial activity. This shared street should include pedestrian friendly paving, flush curbs and space for tents and outdoor dining. It is envisioned this space would be pedestrian-only for 12-16 weekends per year, yet available for cars on most weekdays.



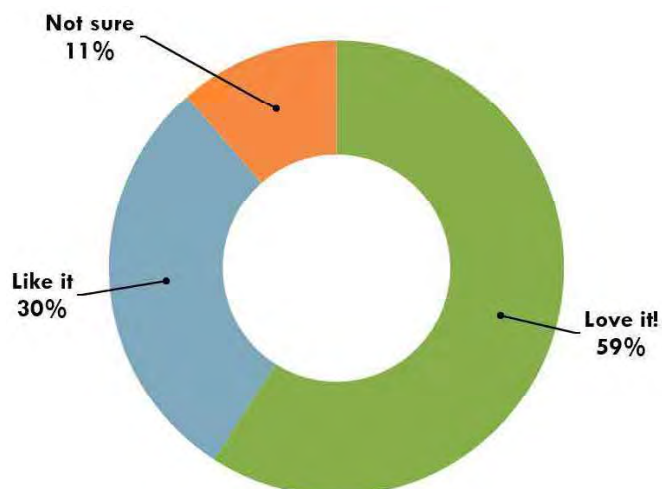
Plan view of the proposed design for the Central Park Connector Experience



The images above and below are two examples of a shared street plaza - similar in concept to the recommended design solutions for a new Central Park Connector Experience in downtown Honesdale.



Community Preferences for Transforming a Side Street into a Share Street Plaza



Action Items:

- Design and Build Phase 3 of the Main Street Streetscape Renovations (Central Park Connector Experience)
- Design and Build Phase 4 - Streetscape Renovations to connect to Central Park

Riverfront Trails & Parks

Collaborate with Honesdale River Project to enhance riverfront trail access & parks at along 12th Street and the Lackawaxen River



Example image of potential trails

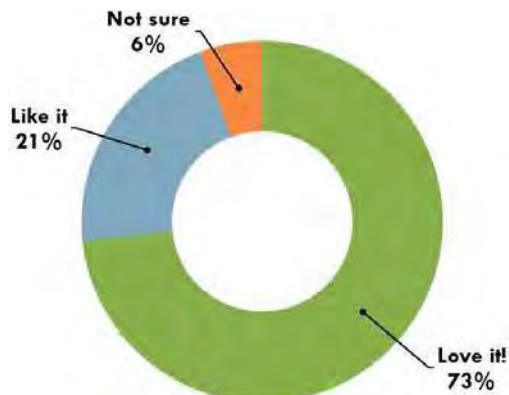


Example image of potential river access and trails.

Trails and River Front Parks

This plan recommends continued planning, design, and implementation of the Lackawaxen River Trails plan for the trail connecting Honesdale and Hawley. The Honesdale River Project in concert with Honesdale Borough and Wayne County, are collaborating to provide enhanced trails, river access, and recreational opportunities in and near Downtown Honesdale.

Community Preferences for Access & Improvements to Riverfront Trails & Parks



Action Items:

- Design & Build Sidewalks on Main Street to connect to the proposed trail network
- Design & Build Trails along the Lackawaxen River
- Enhance and expand existing park and civic spaces in the downtown

Downtown Trails & Sidewalks

Collaborate with Honesdale River Project to enhance riverfront trail access & parks at 4th, 5th, 6th, 9th, & 12th Streets and enhanced sidewalk, streetscape along Main Street

- A** New 12th St. riverfront park/trail access
- B** Improved streetscape/greening at Central Park Connector Experience
- C** Improved streetscape/plaza/walks/greening at Park & Shop Lot
- D** Improved plaza, walkway and lighting at 5th Street pedestrian bridge
- E** Gateway streetscape/greening/ plaza with caboose - see South Gateway
- F** New Riverfront park, access point & parking at 5th Street
- G** New 4th Street riverfront access trail, boat ramp & parking
- H** Enhance parking and sidewalks surrounding Honesdale Central Park for events and better connectivity to Main Street
- J** River park & bike/ped. trails
- K** Trail connections to south and Stourbridge Project/ playground



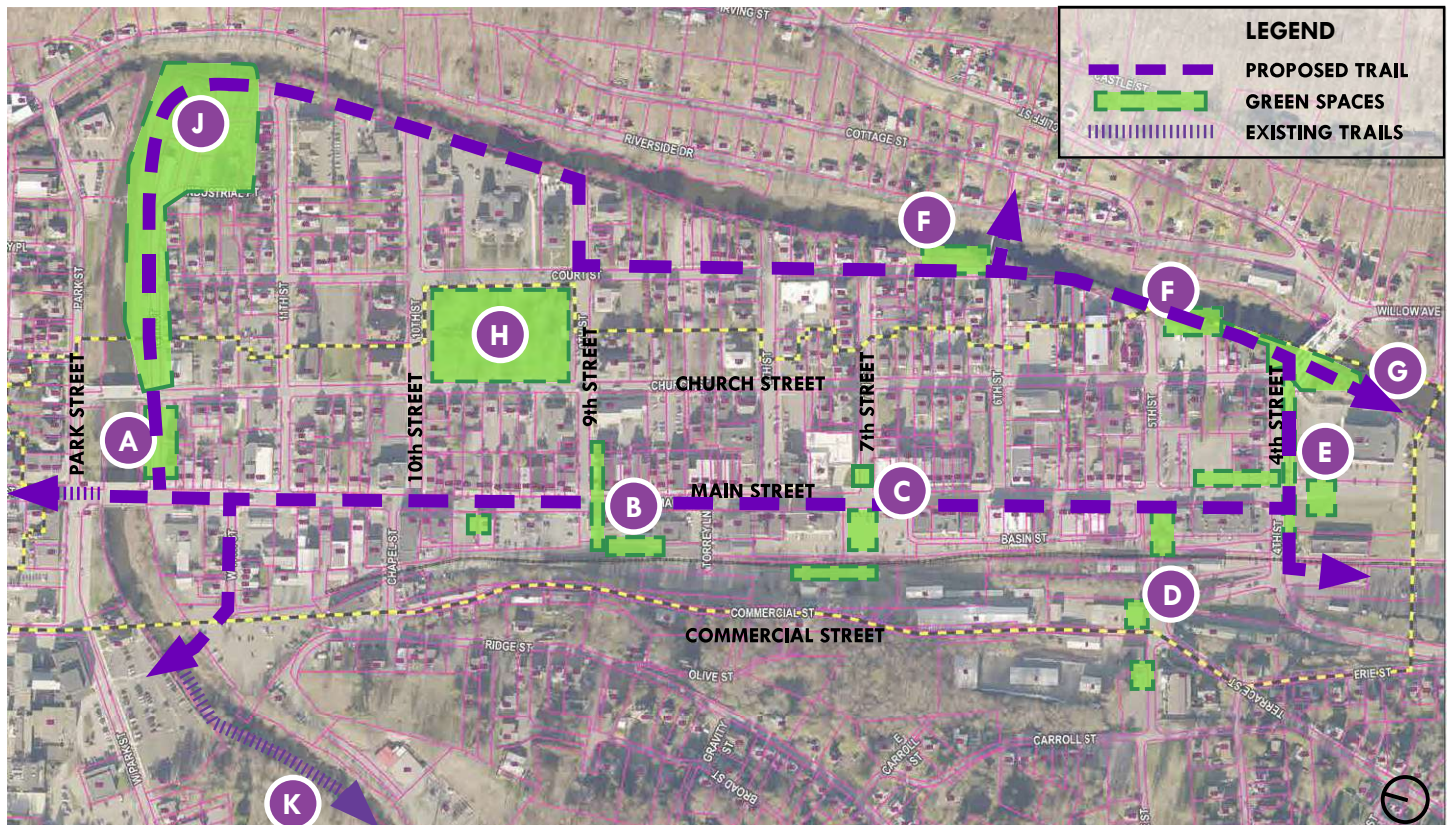
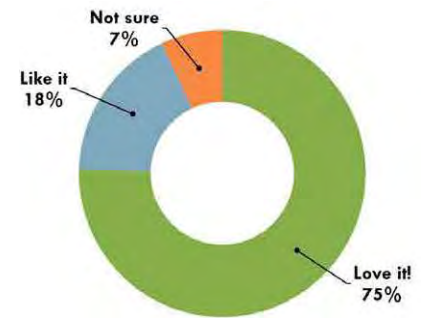
Potential river trail example image



Existing 12th street riverfront condition

The trail alignments shown in purple (on page 39) highlight potential trail locations that will allow for trails along the rivers, and a shared sidewalk along Main Street.

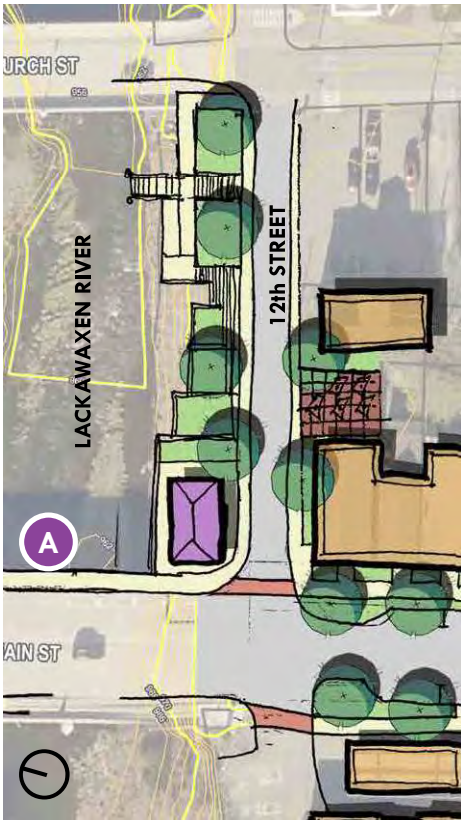
Community Preferences for Downtown Trail Connections



Map of potential and existing trails, shared sidewalks and greenspaces in the downtown

12th Street Riverfront Park

Build a pavilion, terraced sitting areas, and riverfront access to better connect downtown to the Lackawaxen River



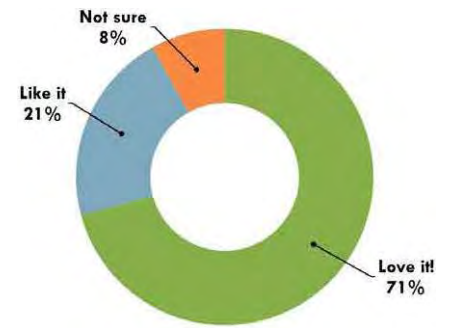
Plan view of proposed 12th St. Park

Along 12th Street, between Church and Main Streets, create a riverfront park and plaza space by reducing the vehicular traffic to a single one-way lane and creating terraces at the water's edge. This approach will provide significantly more space to pedestrians, as well as create a riverfront environment that accommodates activity, education, leisure, wellness, relaxation, and social gatherings of various group sizes.



View of existing 12th St. Park area

Community Preferences for a 12th Street Riverfront Park



Proposed rendering of the 12th St. Park from the Main St. bridge. Design elements could include a community pavilion/overlook, bike trails along the river and native plantings along the bank. River access from 12th street and large cut stone seating blocks on the bank are proposed as well as streetscape improvements such as new lighting, interpretive signs, street trees and sidewalk enhancements.

Build Trail Connections to Hospital, 12th Street Park and 9th Street

Build a trail connecting 11th Street to pedestrian bridge across the river



Map of proposed trail connection along the railroad and river linking the downtown with the hospital, river and 12th st. park.

Trail along the River

Build a new trail connecting downtown to the river, the hospital and the greater Honesdale area. This trail should also run along the railroad tracks and connect into the existing pedestrian bridge leading to the hospital.

Action Items:

- Build a pavilion to host a three season market, event space & overlook
- Build an amphitheater along the river to connect the downtown and river
- Build a trail connecting Main St. to the river trail



This image illustrates the desired character of the riverside trail opportunities along the Lackawaxen River in Honesdale.

Coal Pockets Plaza & Parking Structure and Torrey Lane Improvements

Build a plaza and interpretive exhibit to celebrate Honesdale’s history as a hub for coal transportation in the 19th century. Adjacent to this site, build a two-level 100-car parking facility to permit new businesses, upper floor residences, and maker/office spaces along Main Street. By building better sidewalks, driveways, lighting and landscaping, Honesdale can enhance the entire visitor experience near the Visitor’s Center, Stourbridge Line railroad and Commercial Street Gateway area.



Example image of the proposed parking deck character

A Proposed Coal Pockets Parking Structure



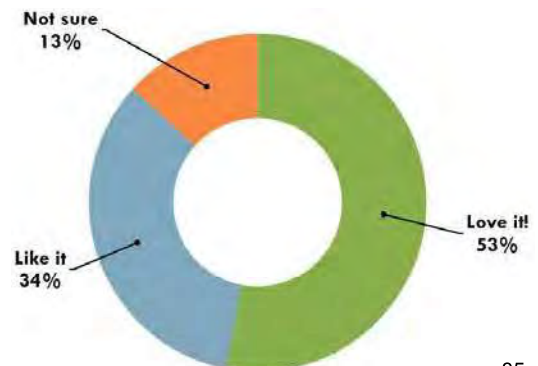
Proposed rendering from Torrey Ln. showing a potential parking deck, new sidewalks/lighting/landscaping and pedestrian crossings

A Existing Lot at Torrey Lane & Visitors Center



Existing view from Torrey Ln.

Community Preferences for a New Parking Structure near Commercial St. & Torrey Lane



Commercial Street Parking & Walkways Connecting to Main Street & Stourbridge

To support downtown businesses, address parking concerns and promote residential uses on the upper floors of buildings along Main Street, there is potential for new 2-level parking decks to be constructed behind the railroad tracks along Commercial St. Additionally, grade should be raised 1 to 4 feet along the railroad tracks allowing for a new at-grade street and sidewalk crossing leading directly to 7th Street. This will create better circulation and a new entry experience into the downtown that leads visitors directly to the visitor center and expanded parking. Torrey Lane should also be enhanced with pedestrian-friendly paving to connect to the new parking deck.

Build walkways and lighting to better connect the tourist railroad experience to Main St.



Example image of the proposed parking deck behind the railroad



Proposed plan view of potential parking improvements featuring (2) 2 level parking decks along the railroad tracks.

Action Items:

- Create a plaza and historic interpretive exhibit to celebrate this site's role in Honesdale's importance in the early 1800's transportation of coal
- Build a two-level 100-car parking garage into the hillside along the coal pockets to serve various users in the downtown
- Create an overlook pavilion
- Build a street & walkway along Torrey Ln

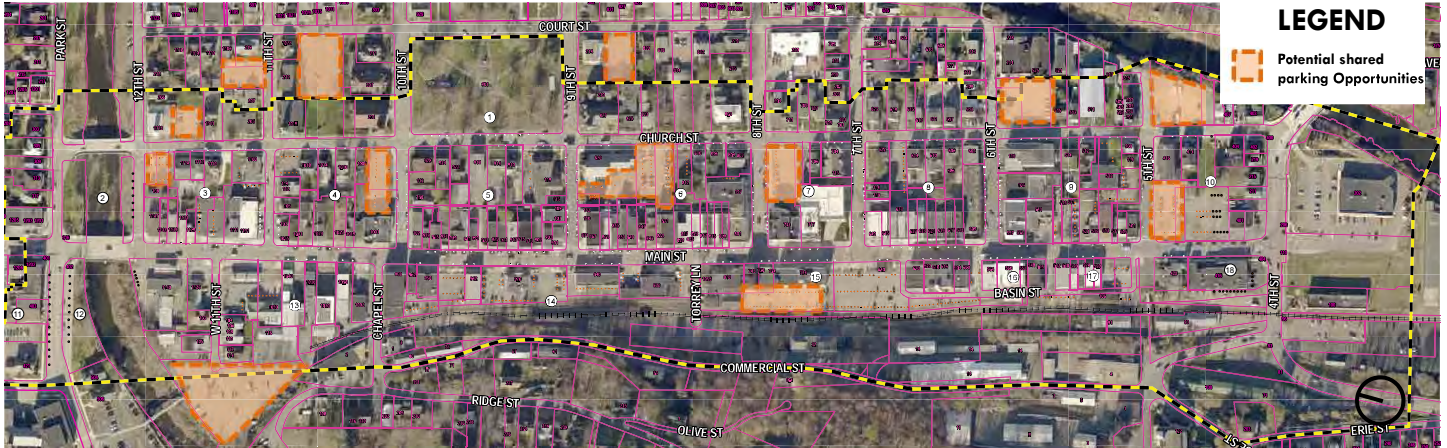
Stourbridge Line - Enhance pedestrian crossing of the railroad at the Park and Shop Lot and Torrey Lane with ramps, landscaping and platforms (See below for example images).



Example image of proposed railroad platform enhancements

Shared Parking

Promote shared parking, build pedestrian walkways connecting parking lots, and improve parking signs throughout the downtown



Map of potential opportunities for shared parking (in orange)



Map of existing on-street parking space counts and percentage of available spaces as counted by the study team on an average weekday. (Not an official parking study).

Promote Shared Parking

Honesdale has several banks and churches with a large number of parking spaces located in key locations throughout the downtown (See map above with locations highlighted in orange). The recommendation is to promote shared parking agreements where these lots could be used in off hours where demand from the primary establishment is reduced (such as evenings in the case of banks or weekdays for churches). This will allow more spaces to be available to support businesses in the downtown. We recommend using the Urban Land Institute’s Shared Parking Model as the standard for how to document when evening peak periods (such as residential) and midday peak periods (such as banks and offices) and weekend peak periods (churches) could result in overall lower demand where sharing is encouraged and allowed.

Another recommendation is to improve parking signs and build pedestrian walkways connecting parking lots to the downtown. An initial look at parking found that, on an average weekday, most of the blocks in downtown had more than 50% of the on-street spaces available. This suggests that there is more public parking available than it would seem. Better signage and pedestrian links will help direct visitors to available parking and provide safe walkways to downtown businesses.



Study and then modify Parking Standards in the Downtown

Based upon the responses to survey questions regarding parking in the downtown, it is clear that parking is a controversial topic that requires additional study and the development of alternatives that permit experimentation and evaluation to better understand the effectiveness of parking changes on multiple users and blocks throughout the downtown. The 2010 Comprehensive Plan recommended the following and this plan concurs:

- Develop an overall strategy for parking management in Honesdale, with consideration of lease pricing, meter location, meter cost, meter time limits, and fine imposition strategies, working with employees and employers to encourage use of perimeter parking areas and turnover of downtown parking spaces, and restriping on-street parking areas to diagonal parking where appropriate.
- Secure expanded use of private parking areas for event, bus, and train patron parking as necessary.

This plan recommends the following additional parking strategies:

1. According to Section 210-19, off-street parking requirements are waived for new or expanded buildings in the Central Commercial district. It does not appear to waive these requirements for pre-existing buildings. For a downtown that seeks to promote investment and new ratables, these requirements should be clarified and modified to balance economic development with the desire for more parking areas.
2. The required off-street parking standards provided in Section 210-19.F appear to generally be significantly higher than standards for

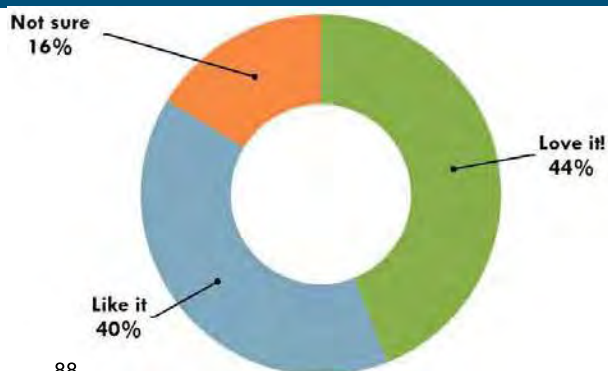
other similar downtown settings. In walkable downtown settings like Honesdale, on-street and off-street parking often permits an individual to visit multiple destinations resulting in lower demand for parking. Recommended standards:

- Residential units should be consider based upon number of bedrooms: 1 space per unit plus 0.25 spaces per bedroom
- Offices: 3 spaces per 1000 SF
- Motels/ hotels: 1 space per key
- Retail: 3 spaces per 1000 SF

In many cases, the current parking ratios for various commercial uses are 50 to 100% higher than the standards prevalent in similar settings.

3. With 415 on-street parking spaces in the downtown and 120 spaces at the Park and Shop Lot, we recommend considering and allowing on-street parking spaces fronting onto a parcel to fulfill off-street parking requirements when evaluating land development applications. In similar downtown settings, on-street parking is likely to be utilized 3 to 4 times per day where off-street parking is typically utilized far fewer times per day.
4. With so many upper floor areas sitting idle in the downtown, we strongly recommend reevaluating the parking standards to allow more residential and commercial uses in the downtown C-1 District. In many successful downtown settings, off-street parking minimums are being removed all together to encourage property owners to provide what the market demands, rather than requiring applicants to overpark off-street parking lots.

Community Preferences for Shared Parking Lots Downtown to Increase Total Capacity



Action Items:

- Prepare site feasibility study for acquisition and development of new surface parking lots along the railroad tracks
- Prepare and promote shared parking easement agreements to address sharing, maintenance, liability, etc.
- Modify parking ordinances to encourage investment in the downtown

Transform the Park & Shop Lot

New Plazas, Walkways, Landscaping and a Mixed Use Building

Park and Shop Lot Enhancements

The Park and Shop lot should be enhanced by extending sidewalks west to Commercial Street to better connect to the visitor's center and expanded parking lots west of the railroad tracks. On the Main Street side of the lot, there is potential for a new mixed use building and/or new civic greenspace.

- Action Items:**
- Design and Implement Park & Shop Lot plaza & parking
 - Create pedestrian walkway to Visitor's Center, Commercial Street Parking Garage, and Torrey Lane.



Existing view of the Park & Shop Lot



Example image of a potential new park at the Park & Shop lot



Plan view of proposed

Enhanced Walkways from Main St. to Commercial St. near the Park & Shop Lot

Trails and walkways across the tracks

The Park and Shop lot at 7th and Main St. should be enhanced by creating a new plaza across from the bank and a potential new mixed-use building along Main Street. The railroad tracks should be improved with a new pedestrian access ramp to cross the tracks along with new trails and lighting.



Existing image of the pedestrian railroad crossing

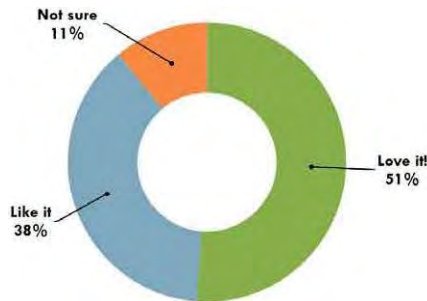


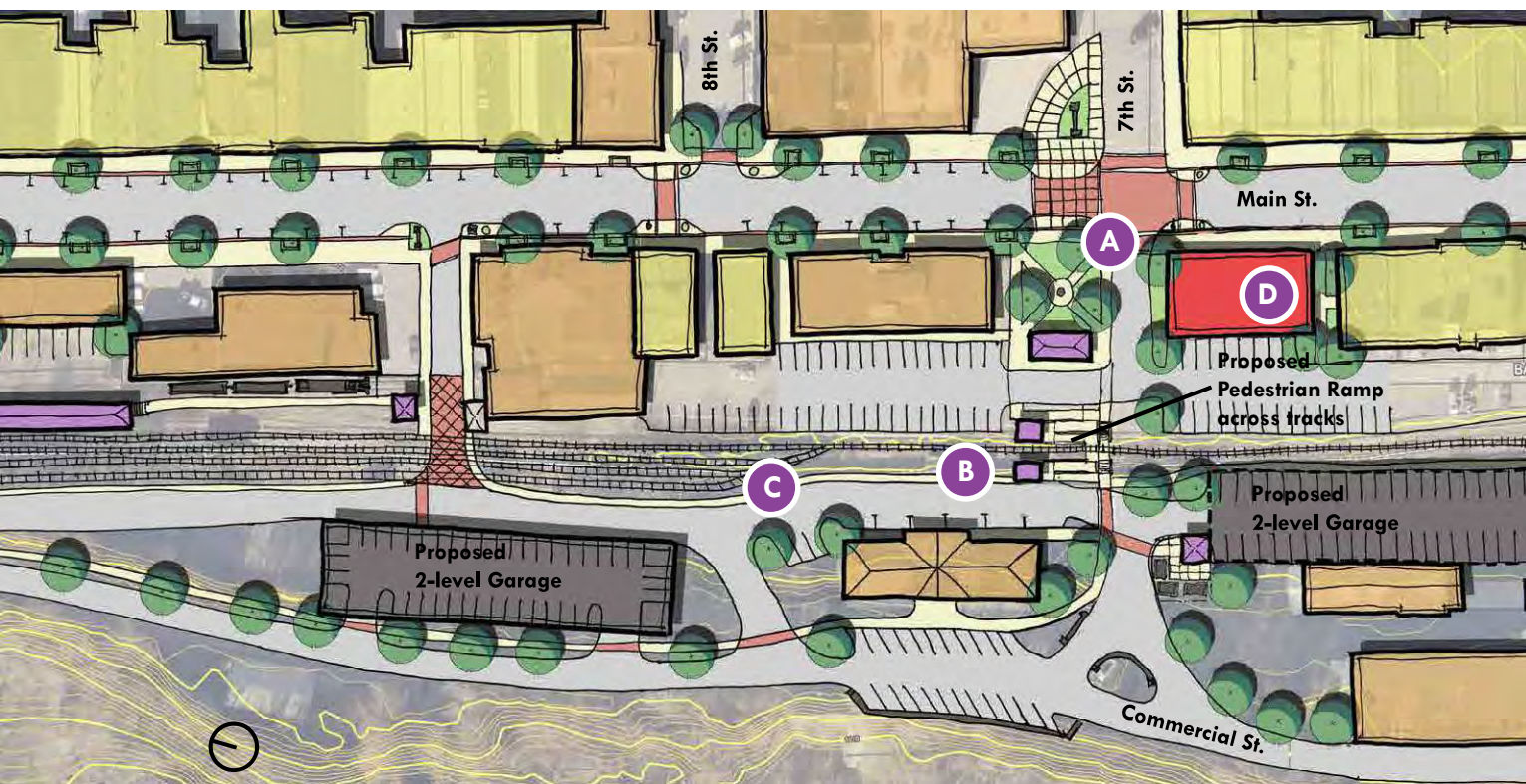
Proposed character of the new pedestrian ramp and walkway



Example image of proposed railtrail character

Community Preferences for a Plaza, New Walkway & Building





Proposed improvements at the Park & Shop lot showing a potential new park, mixed used building, 2 level parking deck and pedestrian rail crossing.



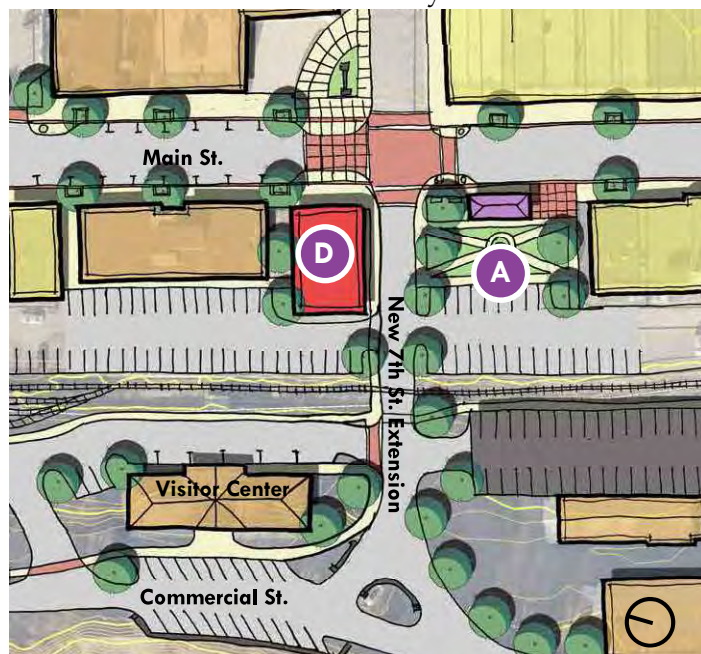
Example image of the character of the proposed new mixed use building at the Park & Shop lot

New Residential/Commercial Building

There should be consideration for a new building (similar in character to the above image) to be constructed on the parking lot at 7th and Main St.

Alternate for a New 7th Street Extension

With the cooperation of the Borough and Stourbridge Line railroad, 7th Street should be extended west to Commercial Street to form a new gateway to downtown from PA 191 to Terrace Ave. and Commercial Street. Further study is recommended.



Plan view of a proposed 7th street road extension

Modify Policies to Encourage Upper Floor Apartments in the Downtown Core

Promote the renovation of upper floors of existing buildings into apartments along Main Street

Upper Floor Apartments

Honesdale has outstanding existing architecture and a desire to add residential space to the downtown. Buildings highlighted in light yellow (in the plan below) represent opportunities to convert the upper floors of some of these buildings to residential living space. See the parking recommendations on pages 44 & 45 for additional strategies to overcome the many challenges associated with parking in the downtown.



Action Items:

- Permit residential as a primary permitted use in the Central Commercial District, provided these uses located on Main Street provide non-residential uses for a depth of 40 FT from the sidewalk on the first floor facing the sidewalk
- Allow buildings with 0 foot side yards consistent with other buildings in the Central Commercial District



Map of existing buildings with potential for upper floor apartment conversions (in yellow)

LEGEND

-  Existing buildings
-  Existing buildings – Encourage upper floor residential, office or maker spaces.



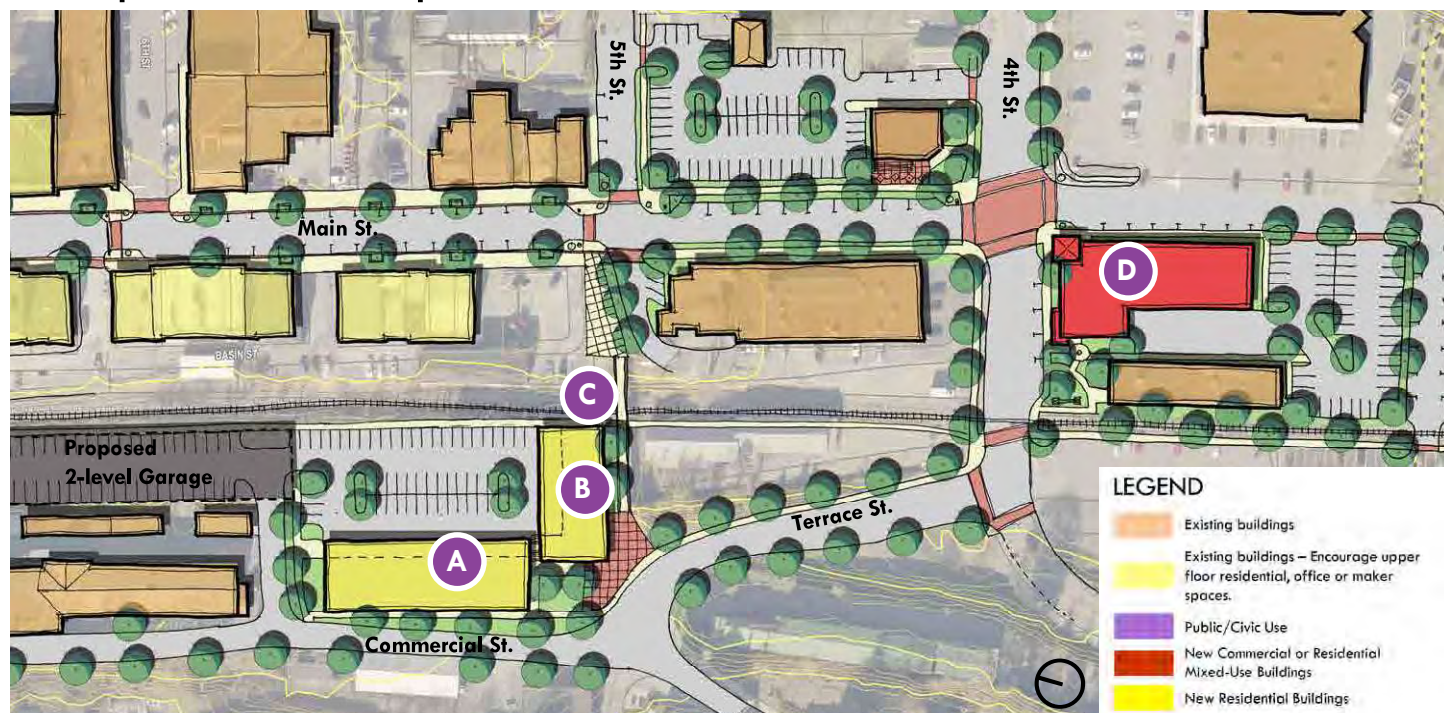
Existing building with potential for upper floor apartments



Existing building with potential for upper floor apartments

Encourage New Apartments, Lofts and Mixed Use Buildings in the Downtown

Develop new residential apartments at 4th & Main Street and Commercial & Terrace Streets

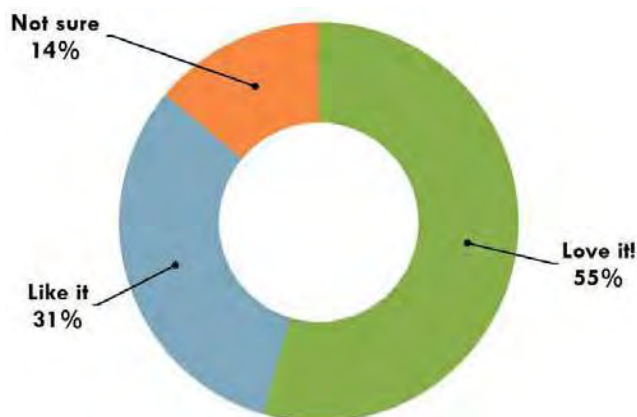


Plan view of proposed improvements including potential new apartments along commercial street and a new mixed use building along 4th st. Pedestrian walkway enhancements along Commercial st and the 5th street bridge are also recommended.



Character example image of the proposed apartments

Community Preferences for New Residential Apartments near 4th, Main, & Commercial St.



Existing view of the potential space for new apartments behind the railroad tracks

Facade Enhancement Grants

Design guidelines and facade improvement grants to help property owners and/or tenants enhance the look of downtown buildings

Facade Enhancement Matching Grants

To improve the look and feel of Honesdale's streetscape, Honesdale, create the Downtown Honesdale Facade Enhancement Program to help building owners with facade improvement grants. These grants would be matched by private investment to help building owners or tenants upgrade existing architecture by improving paint, signage, windows and doors, materials, storefronts, roofs/cornices and lighting. To the right are a few examples of how facade enhancement could improve the look of existing buildings on Main Street.

Create Facade Enhancement Design Guidelines for Downtown Honesdale

To qualify for facade enhancement grants, the Downtown Honesdale Facade Enhancement program should adopt the following guidelines for design of new buildings and the rehabilitation of existing buildings within the Downtown Revitalization Study Area.

Building Rehabilitation

- All buildings within should be rehabilitated to preserve their historic character or to restore their original architectural features where appropriate.

Orientation of Buildings

- Buildings should face a street or other public space and should not front directly onto parking lots.
- Buildings situated on street corners should have two facades and the primary entrance should face the street with sidewalks and the highest traffic volume.

Scale and Mass of Buildings

- The overall scale, massing and proportions of buildings and new additions should relate to and be compatible with those of adjacent and surrounding buildings. Changes in scale and mass, such as offsetting a wall(s), or deviating from the existing roof line should be made in graduated increments.

Storefronts

- Retail stores, service-oriented businesses and restaurants should have large pane display windows on the ground level. The design of entrance ways

Action Items:

- Create Facade Enhancement Design Standards

- Secure public grants to incentivize and match private property owner investment in storefronts and building facades facing Main Street

- Consider facade enhancements provided for 942, 840 & 609 Main Street as models for future facade enhancements

and the street-level portion of facades should be compatible with the design of upper floors to retain the overall character of a building.

- Buildings with multiple storefronts should be visually unified through the use of building materials, colors, architectural details, awnings, signage and lighting. It is encouraged to work with attached property owners to create unity.

Windows and Doors

- Repair of historic windows is recommended as a priority to business/property owners.
- When installing windows in new or restored openings, the new windows should be compatible with the style, size, material, color and detail of the historic windows on the existing building.

Signs

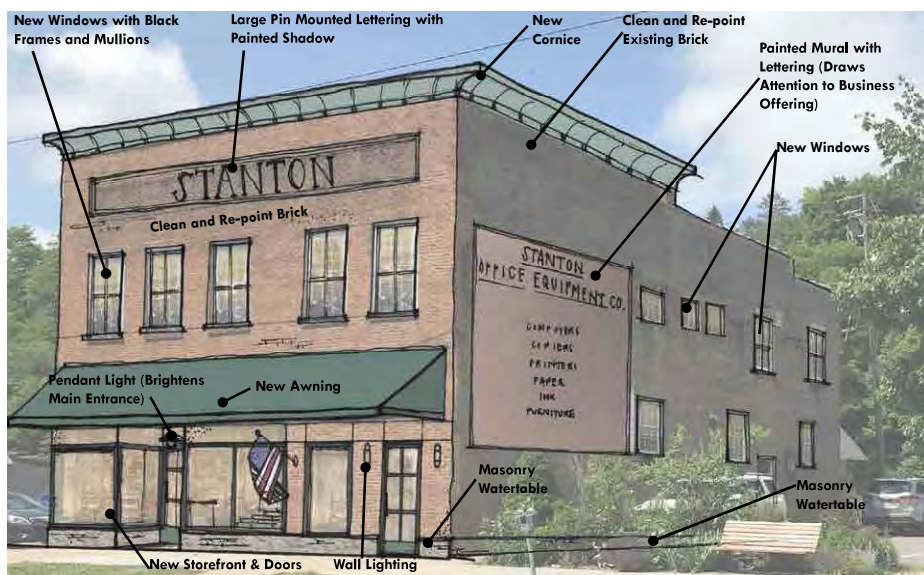
- Locate signs and awnings in such a way to avoid completely covering or overwhelming architectural details such as cornices, trim, windows, decorative brickwork, or other unique architectural features.
- The orientation of signs should be geared to sidewalk pedestrians and to vehicular traffic. Projecting signs should be encouraged.
- For the lighting of signs use external lighting fixtures rather than internally lit plastic fixtures.

Parking

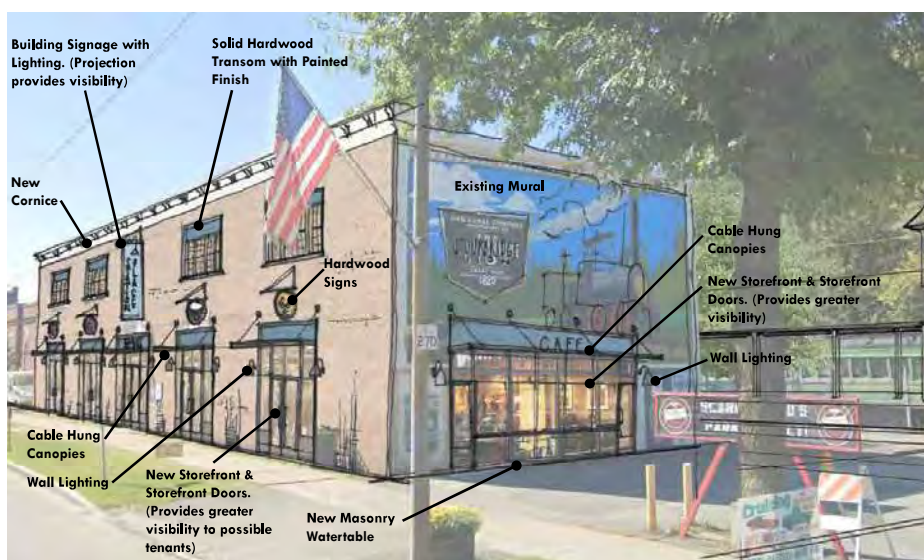
- Off street parking areas should be sensitively located to the side or rear of the building to reduce the visual impact to and disruption of the streetscape's continuity.
- All parking lots should provide a low landscaped hedge, masonry wall and/ or an ornamental fence of 30 to 36" in height to shield the view of parked cars from the street and sidewalk

Model Examples of Facade Enhancements on Main Street

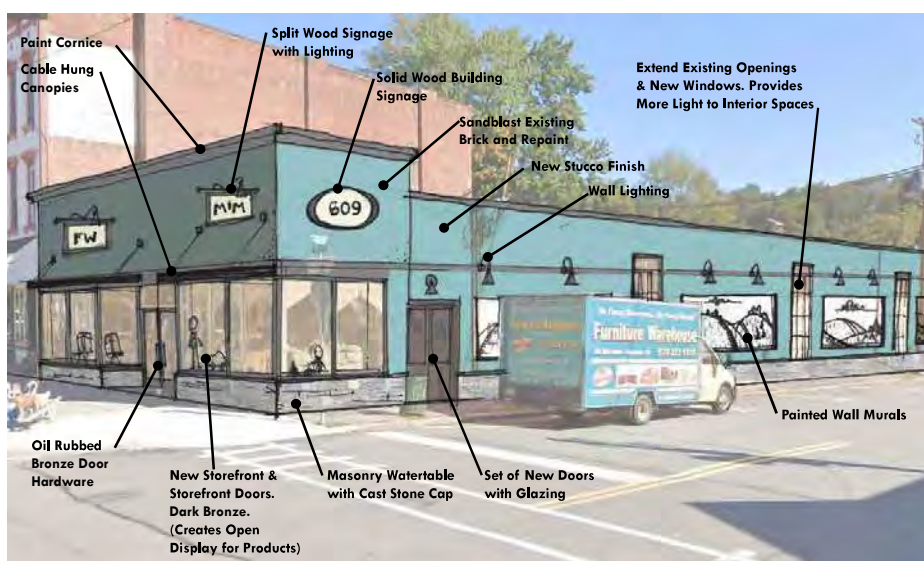
942 Main St. - Proposed Enhancements



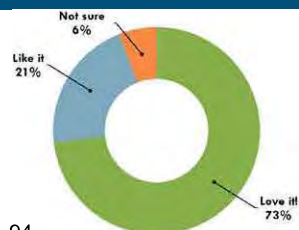
840 Main St. - Proposed Enhancements



609 Main St. - Proposed Enhancements

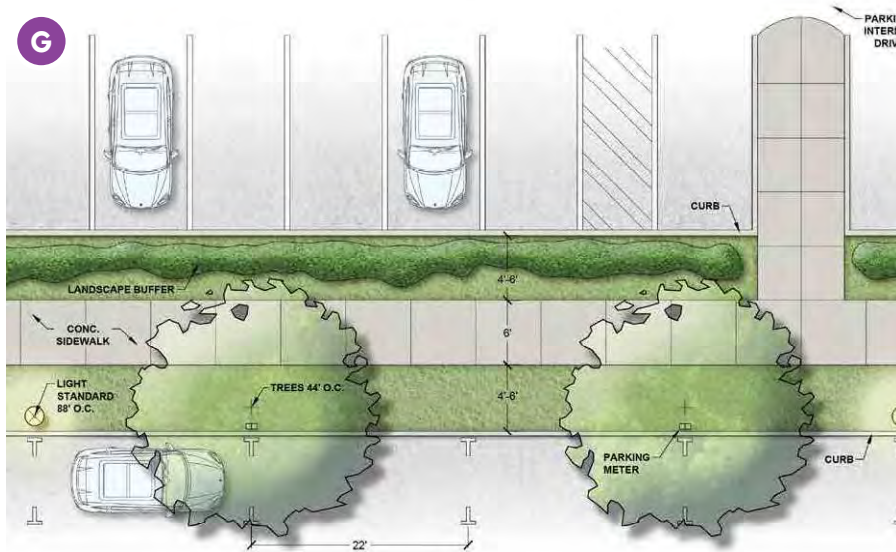


Community Preferences for Facade Enhancement Grants



Enhanced Landscaping & Sidewalks at Gateways to Downtown

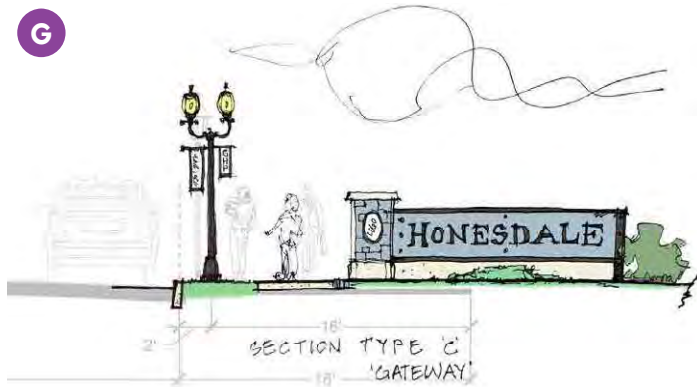
Gateway signage, pedestrian lighting, street trees, and sidewalks



Plan view of proposed streetscape improvements at the north/south gateways to town

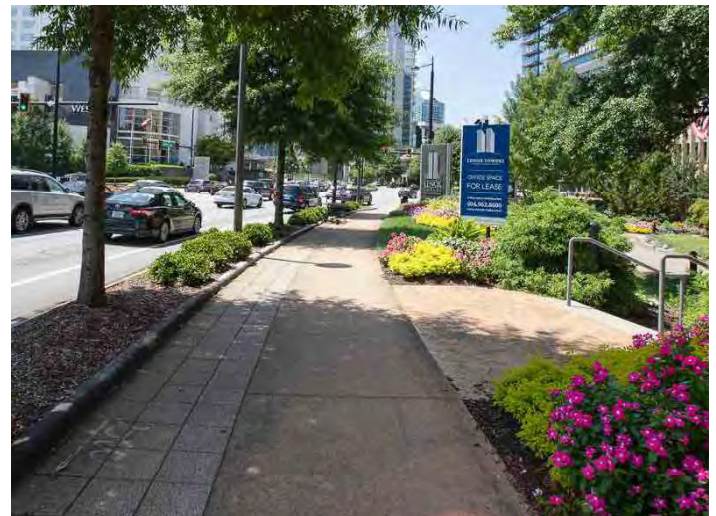
Gateways & Main St.

These recommendations intend to create a safe, exciting, and welcoming streetscape for all pedestrians. The core downtown area should receive streetscape renovations similar to those shown on the left, with seating options, street trees, planter beds, dining, and retail space. Edges and entrances to downtown should have a streetscape like shown below, with clear sidewalks, street trees, and hedges to screen parking areas. Additionally, a gateway feature (G) should be added at the entries to Downtown Honesdale. Lastly, new/consistent streetscape lighting should be encouraged.

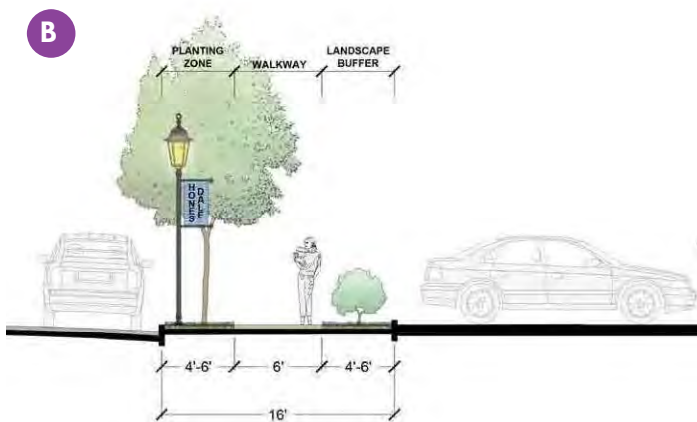


Sketch of a potential new gateway sign

These sections cuts and image (right) show a streetscape character similar to the design proposed for a gateway streetscape condition near Honesdale's arrival and exit points.

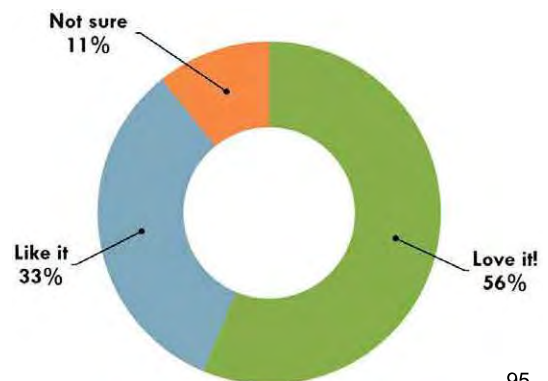


Proposed character example image of the north/south gateway streetscape



Proposed section of the north/south gateway streetscape showing new sidewalk, lighting, landscaping and street trees.

Community Preferences for Enhanced Landscaping & Sidewalks at Gateways



North Gateway

Improve the North Gateway with new signage and crosswalks



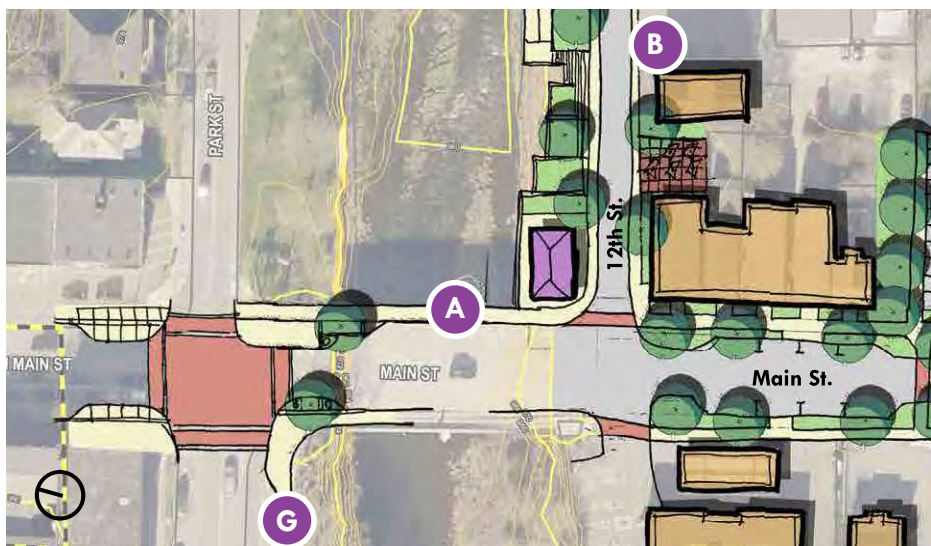
Existing view of the 12th St. bridge



Proposed 12th St. bridge rendering showing wall enhancements, new sidewalk, lighting and landscaping.

Main Street Bridge at 12th Street - Before

Main Street Bridge at 12th Street - After



Plan view of proposed North Gateway intersection improvements including new entry signs, crosswalk and bridge improvements.

North Gateway

The first impression of Honesdale from the North should be enhanced by adding textured crosswalks and curb bump-outs. New signage or other gateway features should also be added to welcome visitors to Honesdale. There is also potential to create a small park with better access to the river in this location. Lighting improvements are recommended along the 12th Street and Main Street on the sidewalk and bridge.



View of Park St. from Main St., facing NE
96

Action Items:

- Design and Implement renovations for the North Gateway streetscape and bridge crosswalks

Commercial Street Gateway

Build new sidewalks, lighting, street trees to promote private investment along Commercial St.



Plan view of proposed Commercial St. Gateway improvements including adding new sidewalks, lighting and street trees along commercial street with a potential new mixed use building.

Commercial Street Improvements

Commercial Street could be improved by building new sidewalks, lighting and adding street trees to promote private investment along Commercial St. There could also be a new mixed use building with ground floor retail and/or new apartments built into the hillside.

- Action Items:**
- Design and Implement renovations for the Commercial Street Gateway streetscape
 - Design and Implement a new South Gateway Plaza space and streetscape renovations



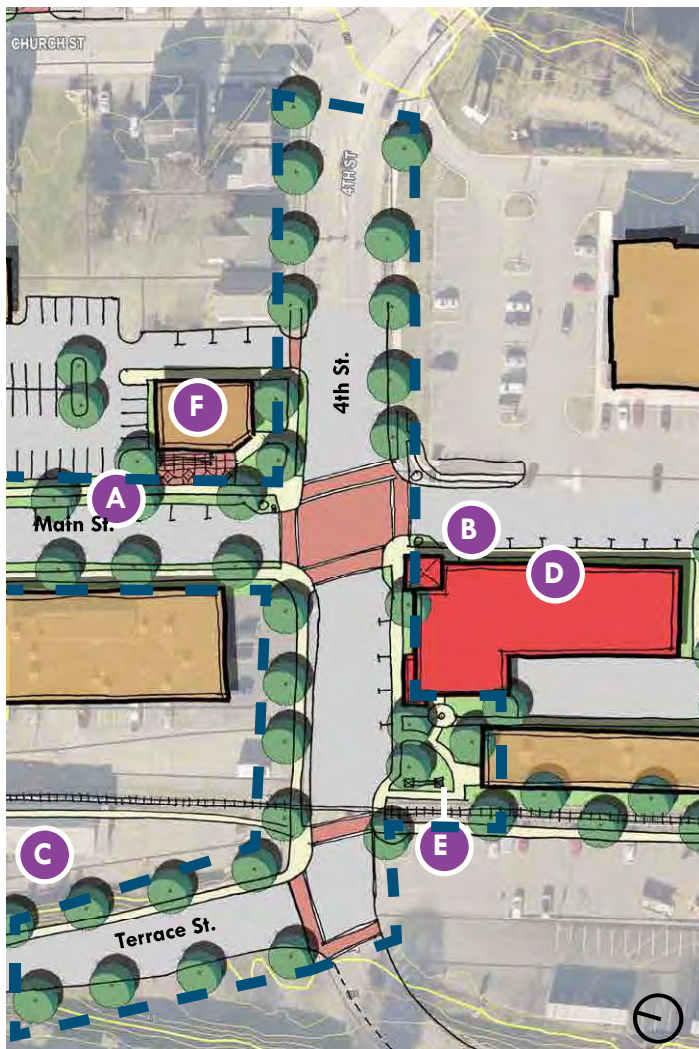
Proposed character image of a new mixed use building and sidewalks along Commercial St



Proposed character image of potential new apartments built into the hillside along Commercial St

South Gateway

Gateway design features to signify the entry/exit of Downtown Honesdale



Plan view of proposed South Gateway improvements including a new mixed use building at 4th, and new sidewalks, crosswalks, lighting and landscaping to present a welcoming feel.



Proposed character image of the new 4th St mixed use building

Recommendations

The “South Gateway” to Honesdale should be improved by enhancing the streetscape with new sidewalks, street trees, and lighting near the location of 4th and Main Streets. There is also potential to add a signature gateway feature welcoming visitors to Honesdale, such as a new sign, arch, or entry feature (as shown in B, C and E). Across fourth street, there should be also be a new mixed-use building with a focal point, such as a relocated Rail Car.



Existing South Gateway view from Main St.



Example image of an auto shop to restaurant conversion suitable for the shop at 4th and Main.



A caboose or locomotive could be placed at the South Gateway to add character and a welcoming icon to the downtown.

Branding Assessment

This summary of the branding assessment highlights the key insights gained from the assessment of Honesdale's brand. See Appendix C for an expanded report addressing this topic in greater detail.

The Market

Consider community competitors and community peers

Consider socioeconomic and demographic data

Continue to tie into geographic identity programs specifically:

- Route 6 Heritage Corridor
- Lackawanna Heritage Valley
- Pocono Mountains
- Continue to relate to both the M-01 New York and M-09 Philadelphia Trade Areas

The Survey

Consider branding feedback from the community

See Appendix A & B for survey findings.

The Brand

Craft and own the Honesdale narrative and communicate it through select digital and print channels

- Digital:
 - Focus effort on the GHP web site
 - Focus effort of an Instagram to Facebook workflow for imagery and content
 - Share and promote content from other entities that promote Honesdale
- Print:
 - Ensure that the Honesdale narrative is consistent (though not necessarily the same) in all print

Create Honesdale branding guidelines that may include:

- logo
- tagline
- color palette
- image library

Below: Visioning exercises based on Lonely Planet's The Cities Book, help communities to craft their narrative. Shared here, a narrative with layout created for Lititz Borough.

<p>Surrounded by Lancaster County farm land and the still-present influence of the Amish, Lititz stands apart as a community that offers something a little different. A more sophisticated retail setting in a comfortable and walkable downtown environment creates a desirable town that is the envy of all who are lucky enough to visit.</p>	<p>ANATOMY Lititz is located in beautiful Lancaster County, at the crossroads of two state highways - routes 501 and 772 which, in town, are known as Broad Street and Main Street, respectively. Walking is the best way to get around and experience everything - shops, architecture, alley ways, side streets, the park, and the people.</p> <p>PEOPLE Although the median age of the residents of Lititz is 39, the average is more</p>	<p>reflective of the large population of retirees and children at opposite ends of the age scale than a large group of thirty- or forty-somethings.</p> <p>TYPICAL CITIZEN Those who live in Lititz have an innate love of this town. Although the town was settled as a closed Moravian community, Lititz now is home to an increasingly diverse group of well-educated, up-and-coming families and others who find great appeal in this walkable community</p>	<p>where you actually know your neighbors.</p> <p>DEFINING EXPERIENCE Take part in the longest continually running 4th of July celebration in the United States, established in 1818. Musical performances, dance routines, fun, games, and of course, food, all lead up to the Queen of Candles crowning in the Park with over 7,000 candles lining Lititz Run and a spectacular fireworks display - be sure to reserve your spot early!</p>	<p>STRENGTHS</p> <ul style="list-style-type: none"> · historic · walkable · Lititz Springs Park · great Main Street · lots of special events <p>WEAKNESSES</p> <ul style="list-style-type: none"> · traffic congestion · elusive parking · little variety in cuisine 	<p>STARRING ROLE IN... an impressive number of rock and roll concerts throughout the world.</p> <p>IMPORT</p> <ul style="list-style-type: none"> · thousands of visitors · people who love it so much, they have to live here · students at Linden Hall 	<p>SEE the Moravian Church and also various preserved or restored 18th century buildings</p> <p>EAT Wilbur buds and Sturgis pretzels</p> <p>DRINK beer at Cask Night</p> <p>DO stroll to the head end of Lititz Spring Park and discover the lions</p> <p>WATCH the Queen of Candles pageantry and the 4th of July fireworks</p> <p>BUY Moravian Stars</p> <p>AFTER DARK listen to live music, visit the shops, and meet the locals at Lovin' Lititz Every Second</p>	<p>URBAN MYTH In 1857, J. Augustus Beck added a carved lion's head to Lititz Springs Park and is still present today. His original plan was to "incise all of the head, the shoulders and the forepaws of the king of the beasts." However, because of the extreme hardness of the rock, which ruined his chisels, he had to abandon his original plans." (Lititz 250, A Historical Anthology)</p> <p><small>format adapted from The Cities Book, published by Lonely Planet.</small></p>
<p>VITAL STATISTICS</p> <p>NAME: LITITZ DATE OF BIRTH: 1756 BY MORAVIAN SETTLERS ADDRESS: UNITED STATES HEIGHT: 122 M POPULATION: 9,029</p>							

Web + Social Media

The GHP web site is the leading digital platform. Website considerations include:

- consider a new url - visithonesdale is somewhat limiting and may send the wrong message to those who are not visitors
- review how the website addresses the needs of residents and locals as well as businesses and visitors
- consider promoting the entire Honesdale business community and enhance ways to promote GHP member businesses

Any new content created for the GHP web site should be fed to social media. New branded content - narrative, logo, photos, taglines - will greatly enhance Honesdale's online presence.

Below: When a clear vision and brand narrative have been established, finding peer or aspirant web sites will further inform and challenge GHP as it continually develops the Honesdale brand. Example below: Truckee, CA



Create a Big Life in Truckee, California

In Truckee, a community of passionate, like-minded people work hard and play hard - together. We settle for nothing less than high quality healthcare, schools, and infrastructure. Highly engaged citizens, civic and business leaders are committed to protecting and preserving our small mountain town authenticity. We are here to help each other be happy and thrive. This section guides you through living here, starting a business, finding a job, networking and connecting with your peeps.

Identifying Colors

Color creates an impression. The community preferred these color palette combinations:

Healthy Leaves



Lake View



Brand Insights from the 170 attendees at the Community Open House

As Honesdale prepares for the future, the community was asked to supply their opinion at a public meeting on October 29, 2020 at the Park Street Government Complex.

The results, in total, are reflected on the following pages. The full results from this survey can be found in Appendix B. Key results include:

Recommendation 1A

There was not a strong like or dislike for the "Honesdale Has It" tagline. This tagline was created to speak to the many offerings available in Honesdale. However, comments revealed that many believe Honesdale needs a more creative tagline to represent the community.

Recommendation 1B

The top three identifying features were:

1. eateries, breweries, boutiques (56%)
2. birthplace of the American Railroad (54%)
3. outdoor experiences (45%)

This is a wonderfully diverse triple-threat for the Honesdale community to encapsulate with branding.

Recommendation 1C

The top three images that are most important to Honesdale's brand and vibe were:

1. railroad tracks (52%)
2. the star on Irving Cliff (49%)
3. historic buildings (46%)

These images align nicely with the top identifying features and should be further explored and promoted.

Recommendation 1D

Color is important to identity and design. Although not identified by name, the Healthy Leaves (27.4%) and Lake View (27%) color palettes were the top choices. (www.canva.com/colors/color-palettes/)

Potential Brand Taglines for Honesdale

Your community brand should be clear about:

- what Honesdale is
- what Honesdale wants to become
- why this should matter to outsiders

Below are some potential brand taglines for further evaluation:

In the words of Anthony Bourdain, your “biggest, best, and probably most marketable asset [is your] unique and slightly off-center character.”

**where urban and
rural meet**

**Honesdale PA
every day**

naturally urban

**the jewel of
Northeast PA**

**naturally
metropolitan**

**birthplace of the
American Railroad**

**the urban core of
the great outdoors**

naturally in town

**where history
meets hip**

naturally on track

on and off track

4



Implementation Strategies

Chapter 4: Implementation Strategies

To realize the highest priority projects for the revitalization of Downtown Honesdale, this chapter outlines a plan of action and implementation strategies. The Greater Honesdale Partnership (GHP) as the economic development organization for the Borough of Honesdale will lead many of these efforts and serve as the coordinator for the project management, grant applications and other supportive services. This plan will require full and ongoing support from the Borough of Honesdale, County of Wayne, Wayne Economic Development Corporation, and the Lackawaxen River Trails to achieve its goals. GHP will seek support from non-profit and private partners, local banks, local businesses, and its members and volunteers to implement this plan.

Expand Greater Honesdale Partnership to Support its Mission

Recruit and secure business community support, board members with appropriate skills and funding commitments to support expanded mission and the professional staff to manage the initiatives outlined in this plan of action.

Seek Keystone Main Street Designation

Work with PA Dept. of Community and Economic Development and the PA Downtown Center to secure the Keystone Main Street designation. Utilize these resources to expand funding sources and technical support to help implement the plan.

Timeline and Capital Budget Requirements

This six-year timeline anticipates the need to secure grants, matching funds, design, construction and implementation of the priority projects. This plan of action will require approximately \$8.1M to \$9.9M from various sources. By following the plan outlined in this Chapter, the Borough of Honesdale and its economic development organization, the Greater Honesdale Partnership can best secure the public funds and private match funds necessary to realize this Revitalization Plan.



Lead Organizations

Successful implementation strategies seek to advance a community's detailed vision for the future and will include specific goals and objectives to assess whether the region is moving in that direction. These detailed implementation strategies will serve as a roadmap for policy, advocacy, planning, and development decisions. It is based in an understanding that the Greater Honesdale area is an interconnected system: regional trends shape local conditions, and every local decision has a broader impact on regional well-being.

The Greater Honesdale Partnership is actively looking to create a pipeline of projects particularly in the downtown business district. Elements driving the implementation of these projects could include any of the following activities: visioning, zoning recommendations, drafting zoning language, market analysis, buildout analysis, housing plans, multimodal recommendations, parking enhancements, public health implications, and more.

Important to the success of these implementation strategies is the willingness and ability of the partner organizations to actively collaborate, share responsibilities, and demonstrate leadership where each partner is best able to drive "changes on the ground" (e.g., new construction, approved zoning changes, inter-agency collaboration on project delivery). This "implementation readiness" will drive the success of the recommendations included herein.

Decisions need to be made regarding each partner organization's capabilities and suitability to advance specific aspects of the identified priority projects. Specifically, which organizations have the internal capacity to provide individual expertise, manpower, and financial support necessary to secure outside funding required to move concepts and recommendations through design, engineering, construction and into operation?

In many cases, the funding programs themselves will dictate the ideal applicant and potential grant recipient, but in others, the partnership organizations will need to determine a clear lead organization while assigning important project tasks to supporting players. These roles should remain fluid as opportunities for funding arise – each program and funding agency will have different perspectives and requirements for eligible applicants and grantees. In many cases, this lead entity will be determined by which organization is best positioned to drive stated

goals and outcomes of that specific funding program. There are four (4) potential groups that have been identified as potential leaders in various aspects of these implementation strategies. Each has its own particular strengths and capacity to lend to successful outcomes. Each identified, priority project has been paired with recommended funding sources and a recommended lead organization based upon individual program requirements and the capabilities and strengths of each particular organization.

- Greater Honesdale Partnership
- Borough of Honesdale
- Wayne Economic Development Corporation (WEDCO)
- Lackawaxen River Trails

Securing Grants for Priority Projects

In the Fall of 2020 Derck & Edson and EconPartners assisted the Greater Honesdale Partnership by preparing budgets and grant narratives for an LSA Grant to secure funds for Main and Church Street Streetscape and Central Park Connector Experience Design under the Revitalization Plan contract. Assuming some minor shifting of contract priorities, EconPartners is prepared to provide up to three additional grant narratives in 2021. It is our recommendation that Honesdale direct EconPartners, under the Revitalization Plan contract to prepare the following three grant narratives:

- One Multimodal Transportation Fund Grant Narrative
- One DCED Greenways, Trails & Recreation Program Grant Narrative and
- One Redevelopment Assistance Capital Program Grant Narrative (RACP)

To best implement this plan, the priority projects should be determined and the lead organization should secure grant funding, local match funding, design and construction of the following infrastructure improvements to support the highest priority revitalization projects as described below:

1. Enhance Main and Church Street Streetscapes

Recommended Lead Organization: Greater Honesdale Partnership in conjunction with the

Priority Projects

Borough of Honesdale

Recommended Funding Programs: PennDOT Multimodal Transportation Fund (MTF); DCED MTF; DCED Greenways, Trails & Recreation Program (GTRP)

This is a multi-phased project that will require several years of grant funding cycles to enable design, engineering and construction of the full series of recommendations. Please refer to the funding matrix for program details. The project entails constructing streetscape and pedestrian-scale enhancements along Main Street from its intersection with 5th Street to its intersection with 11th Street (MTF). The recommendation also includes constructing a multi-use, public plaza (GTRP). Beginning in 2021, we recommend the submission of MTF applications to both funding agencies to support construction of the three phases of streetscape improvements, as well as the submission of a GTRP application to support the construction of the public plaza. Application was made in 2020 requesting Local Share Account (LSA) funding for the design development phase of project implementation. It is understood that these planning and design funds must be secured first in order for the project to proceed to pre-development and ultimately development of each phase.

2. Build Trails and Parks Connecting the River to Downtown

Recommended Lead Organization: Lackawaxen River Trails

Recommended Funding Programs: DCNR Community Conservation and Partnerships Program (C2P2); PennDOT Transportation Alternatives Program (TAP); DCED Greenways, Trails and Recreation Program (GTRP); Keystone Communities Program (KCP).

This is a multi-phased project that will require several years of grant funding cycles to enable design, engineering and construction of the full series of recommendations. Please refer to the funding matrix for program details. The project entails constructing a series of pedestrian and non-motorized, vehicular trails connecting to downtown Honesdale and the Lackawaxen River. The recommendation also includes constructing a multi-use, public park and pavilion at 12th Street on

the riverfront. Beginning in 2021, we recommend the submission of applications for funding for the initial, planning phase of project development. Most agencies that fund trail and outdoor recreation projects will require professionally prepared planning documents be in place prior to consideration of funding construction activities. It is noted that C2P2, GTRP, and KCP can fund planning activities associated with trail enhancement projects, including trails that enhance the vitality of downtown areas.

3. Enhance and Share Downtown Parking

Recommended Lead Organization: Greater Honesdale Partnership in conjunction with the Borough of Honesdale

Recommended Funding Programs: Redevelopment Assistance Capital Program (RACP); USDA Community Facilities Program (CFP); Local Share Account (LSA).

This is a multi-phased project that will involve feasibility studies, planning, consensus building and stakeholder engagement, and the development of zoning ordinances designed to advance the goals of this priority project. The project entails site feasibility studies for the acquisition and development of new surface parking lots along the railroad tracks; preparing and implementing shared parking easements and agreements among downtown land owners; necessary modifications to zoning and parking ordinances; and ultimately the design and construction of a Commercial Street Parking Garage and necessary improvements to Torrey Lane to permit access. This will be a complex project to plan, design and fund, necessitating the active cooperation among the Borough, the GHP, downtown business and land owners, and Borough residents. It is recommended that the Borough explore the creation of a local Parking Authority to manage Borough-wide parking revenues and determine parking needs and future improvements. Beginning in 2021, we recommend the Borough apply for RACP funding for construction of the parking structure, as competition for the RACP program is heavy, and it may require several application cycles to secure funding. We further recommend engaging the USDA to determine if Community Facilities long-term, very low-interest loan funding would be available and desirable for any resulting funding gap. We recommend the submission of an LSA application in 2021 to fund any required parking feasibility or related studies.

Implementation Matrix and Timeline

The following implementation Matrix and Timeline should serve as a road map for planning, design, funding and implementation of the Downtown Honesdale Revitalization Plan. We recommend reviewing the status of these initiatives, action items, funding sources, key deadlines and implementation partners on a quarterly basis with Honesdale Borough Council, the Greater Honesdale Partnership and possibly others as needed.

Revitalization Project Priority	Revitalization Theme	Revitalization Recommendations	Funding and Implementation Phases
1	Enhance Main & Church Street Streetscapes	Enhance Main & Church St Streetscapes, Crosswalks & Sidewalks	Main Street Phase 1 - 7th to 9th Streets
			Main Street Phase 2A - 9th to 11th Streets
			Main Street Phase 2B - 5th to 7th Streets
2	Build Trails and Parks Connecting the River to Downtown	Transform Side Street into Shared Street Plaza	Main Street Phase 3 - Shared Street Plaza
		Build Riverfront Trails & Parks	Build Riverfront Trails & Parks
		Connect Trails to Downtown	Design and implement trails connecting to Main Street
3	Enhance and Share Downtown Parking	Create a Riverfront Park at 12th Street	Design and build 12th Street Riverfront Park
		Build Parking Structure along Commercial Street	Design and implement Commercial Street Parking Garage and Torrey Lane improvements
		Build Parking Lots along Commercial Street	Prepare site feasibility study for acquisition and development of new surface parking lots along the railroad tracks
4	Transform the Park & Shop Lot	Promote Shared Parking of Downtown Lots	Prepare and promote shared parking easement agreements to address sharing, maintenance, liability etc.
		Revise Parking Standards to permit investment in downtown	Modify parking ordinances
		Enhance the Park & Shop Lot with Plaza, Parking, Walkways, Ramps & Landscaping	Design and Implement Park & Shop Lot Plaza & Parking
5	Promote Downtown Living	Enhance Walkways across railroad tracks to connect the Visitor's Center and Rail Station	Pedestrian walkway to Visitor's Center, Comm'l Street Garage and Torrey Lane
		Promote and permit new and adaptive reuse of downtown mixed use apartment buildings	Modify zoning ordinances to encourage adaptive reuse and new mixed use residences
		Modify parking and zoning standards to permit multifamily and upper floor residences	Modify ordinances to update parking ordinance standards
6	Encourage Façade Enhancement	Secure public grants to incentivize private façade enhancements of Main Street buildings	Recruit a grant writer, prepare façade enhancement design standards, and manage grants
7	Enhance Gateways and Greener Landscapes	Enhance the Commercial Street Gateway	Commercial Street Gateway Streetscape
		Enhance the South Gateway	South Gateway Caboose Plaza/ Streetscape
		Enhance the North Gateway	North Gateway Bridge Crosswalks/ Streetscape
8	Enhance Honesdale's Brand & Social Media Presence	Creating your message - digital, print, web	Recruit a volunteer or paid writer/ web designer/ social media expert
		Understanding your audience - demographic	
		Market Opportunities - local & tourism	
High	Expand Organization to Support Mission	Recruit and secure business community support, board members and funding commitments to support expanded mission and staffing needs	Promote plan, secure organizational and financial support
High	Seek Keystone Main Street Designation	Work with PA Dept. of Community and Economic Development PA Downtown Center to secure designation	Expand funding sources and technical support from DCED to implement the plan

Opinion of Probable Cost for All Priority Projects

2021	2022	2023	2024	2025	2026	Low Range Estimate	High Range Estimate	Lead Organization	Recommended Grants
Design	Construct					\$578,000	\$667,000	Greater Honesdale Partnership	LSA grant submitted for design of Phase 1, 2A, 2B, 3; MTF grant for Phase 1; GTR grant for Phase 3
	Design	Construct				\$541,000	\$624,000		
		Design	Construct			\$548,000	\$632,000		
Design	Construct					\$223,000	\$277,000	Lackawaxen River Trails	12th St. LSA grant submitted; 12th St. & Trails: TAP grant; GTR grant
To Be Determined by Lackawaxen River Trails						By Others			
				Design	Construct	To Be Determined			
	Design	Construct				\$510,000	\$634,000	Greater Honesdale Partnership	
	Design	Construct				\$3,607,000	\$4,529,000		RACP grant, MTF grant, CFP grant
	Feasibility	Design	Construct			\$4,000	\$6,000	Greater Honesdale Partnership	
Feasibility	Secure Sharing Agreements					\$2,500	\$5,000		
	Implement					\$4,000	\$6,000	Borough of Honesdale	
		Design	Construct			\$388,000	\$505,000	Greater Honesdale Partnership	Industrial Sites Reuse (ISR) grant
									Industrial Sites Reuse (ISR) grant
	Implement					\$4,000	\$8,000	Borough of Honesdale	Blight remediation program, ISR grant, KCP grant, Keystone Communities grant, HPTC, Federal National Rehabilitation Tax Credit
	Implement					\$2,500	\$5,000	Borough of Honesdale	Blight remediation program, ISR grant, KCP grant, Keystone Communities grant, HPTC, Federal National Rehabilitation Tax Credit
	Secure Grant/Design Standards	Manage Grants				\$110,000	\$120,000	Greater Honesdale Partnership	KCP grant, Keystone Communities grant, HPTC Tax Credit, Federal National Rehabilitation Tax Credit
	Design	Construct				\$484,000	\$545,000	Greater Honesdale Partnership	MTF grant, TAP grant, PA Greenways, Trails, and Recreation Program
			Design	Construct		\$396,000	\$445,000		
				Design	Construct	\$745,000	\$874,000		
Design	Ongoing Implementation					To Be Determined		Greater Honesdale Partnership	KCP grant
Secure Support	Ongoing Implementation							Greater Honesdale Partnership	KCP grant
	Secure Designation	Ongoing Technical Support and Grants						Greater Honesdale Partnership	KCP grant
						\$8,147,000	\$9,882,000		

Potential Grants and Funding Sources

Program Name and Agency	Type of Funding and Use	Additional Requirements and Uses
<p>Multimodal Transportation Fund (MTF) – PA DCED/CFA and PennDOT (2 agencies with unique applications for funding)</p>	<p>Grant funding for transportation-related projects. Funding available for roads/streets, streetscape, sidewalks, lighting, pedestrian connectivity and transit related projects. Planning funds also available.</p>	<p>PennDOT funds require agency decisions. DCED funds require Commonwealth Financing Authority (CFA) approval. Funds improvements to adjoining roads, sidewalks, lighting, pedestrian improvements around site.</p>
<p>Transportation Alternatives Program (TAP) – PennDOT</p>	<p>Reimbursement grant program for connector roads, bicycle or pedestrian facilities, conversion of abandoned railway corridors to trails, overlooks and viewing areas, historic preservation and rehab of historic transportation facilities, safe routes to schools development such as trails and sidewalks.</p>	<p>Program requires coordination with the County Planning Commission. Generally focused on community improvement activities. Requires consistency with local and regional plans, collaboration with stakeholders, and statewide or regional significance.</p>
<p>PA Greenways, Trails and Recreation Program – PA DCED and CFA</p>	<p>Grant program that funds trails, public parks and recreation areas – including indoor and outdoor parks and recreation areas (including rec facilities); greenways and trails.</p>	<p>Eligible costs include construction, engineering, environmental assessment, fixed equipment, clearing of land, and costs to support grant administration.</p>

Targeted Amount	Timing	Priority Project Alignment
<p>Grants up to \$3,000,000 each application.</p> <p>A 30% match is required.</p> <p>Municipalities may be able to request waiver of match for DCED program.</p>	<p>PennDOT: Opens early Sept., due early Nov. 2021 with decisions February/March 2022.</p> <p>DCED: Opens March 1, 2021, due July 31, 2021 and decisions expected at Nov. 2021 CFA Board meeting.</p>	<p>Priority 1 (1, 2A & 2B): Enhance Main & Church Street Streetscapes – recommend 2021 application for Phase 1 streetscape.</p> <p>Priority 3: Enhance and Share Downtown Parking (Torrey Lane)</p> <p>Priority 7: Enhance Gateways and Greener Landscapes.</p>
<p>Up to \$1.5 in grant funding. Project costs must range from \$50,000 - \$1.0 M. Will require a municipal application sponsor (Borough of Honesdale).</p> <p>A 20% match is required.</p>	<p>Program typically opens November and is due in January of the following year.</p>	<p>Priority 1 (1, 2A & 2B): Enhance Main & Church St. Streetscapes – recommend exploring 2021 application for planning.</p> <p>Priority 2 (trails): Build trails and parks that connecting the river to downtown – recommend exploring 2021 application for planning.</p> <p>Priority 7: Enhance Gateways and Greener Landscapes.</p>
<p>Grants up to \$250,000.</p> <p>A 15% match is required.</p>	<p>Program open now with a May 31, 2021 deadline, and decisions expected at Sept. 2021 CFA Board meeting.</p>	<p>Priority 1 (3): Enhance Main & Church Street Streetscapes – recommend 2021 application for Shared Street Plaza</p> <p>Priority 2 (trails and 12th St. Plaza): Build trails and parks that connecting the river to downtown – recommend 2022 application for planning or construction.</p> <p>Priority 7: Enhance Gateways and Greener Landscapes.</p>

Potential Grants and Funding Sources

Program Name and Agency	Type of Funding and Use	Additional Requirements and Uses
Industrial Sites Reuse (ISR) – PA DCED/PA DEP	Grant and loan funding for environmental assessment and physical remediation costs on PA brownfields and/or previously utilized buildings. Supports removal and remediation of hazardous substances and Asbestos.	<ul style="list-style-type: none"> - Eligible public entity must own the land at the time of remediation in order to be eligible for a grant. - Private developers can be grant-eligible with cooperation agreement and title agreement with eligible applicant.
Blight Remediation Program – PA DCED	New in 2019. Grant program for rehabilitation or demolition of blighted residential and commercial structures.	Guidelines currently under revision. Program was approved in June 2019 as part of the Commonwealth budget.
Redevelopment Assistance Capital Program (RACP) – PA Office of Budget and Governor’s Office	Reimbursement grant program for site preparation, infrastructure and building construction costs.	Can Seek new itemization in capital budget bill. Use existing County authorization to apply, as available. Eligible costs: demolition; site preparation; infrastructure; vertical construction.
Keystone Communities Program (KCP) – PA DCED and CFA	Grant funding for planning or implementation, including designation as Main Street/Elm Street Community. Program encourages the creation of partnerships between the public and private sectors that jointly support local initiatives such as the growth and stability of neighborhoods and communities; social and economic diversity; and a strong and secure quality of life. The program allows communities to tailor the assistance to meet the needs of its specific revitalization effort.	<p>A flexible tool for use in community and economic development for a variety of uses including planning activities, design/engineering, façade grant programs, accessible housing programs, and development grants.</p> <p>Application submitted through either authority, non-profit, community development organizations or municipality. Strong coordination required with regional DCED director.</p>

Targeted Amount	Timing	Priority Project Alignment
<p>Up to \$1,000,000 for remediation, or 75% of total eligible project cost, whichever is less.</p> <p>A 25% match is required.</p>	<p>Rolling application period. Letter of Intent to DCED required as initial step. Program currently unfunded. Will be refunded starting July 1, 2021 for 2021/2022 fiscal year due to COVID-related state budget reallocation.</p>	<p>Priority 4: Transform the Park & Shop Lot and Torrey Lane</p> <p>Priority 5: Promote Downtown Living</p>
<p>Up to \$12M available in 2019/2020 fiscal year. Amount available per project TBD.</p>	<p>DCED targeting a Spring 2021 opening for the next funding round.</p>	<p>Priority 5: Promote Downtown Living</p>
<p>\$1,000,000 - \$5,000,000 in grant funding is typical.</p> <p>A dollar-for-dollar match is required (\$1:\$1)</p>	<p>Next RACP business plan round will open for applications in January 2021, and they are typically due 30 days after opening.</p>	<p>Priority 3: Enhance and Share Downtown Parking (Commercial St. Parking Garage) – recommend 2021 application and reapply in 2022 as needed.</p>
<p>Eligible amounts vary per use of funds.</p> <p>Façade grants may not exceed \$50,000; planning grants may not exceed \$25,000.</p> <p>A dollar-for-dollar match is required (\$1:\$1).</p> <p>Development grants up to \$500,000 with a 30% required match.</p>	<p>Program open now with applications due April 2, 2021 and decisions expected at the Sept. 2021 CFA Board meeting.</p>	<p>Priority 5: Promote Downtown Living</p> <p>Priority 6: Encourage Façade Enhancement</p> <p>Priority 8: Enhance Honesdale’s Brand and Social Media Presence</p> <p>Priority 9: Expand Organization to Support Mission</p> <p>Priority 10: Seek Keystone Main Street Designation</p>

Potential Grants and Funding Sources

Program Name and Agency	Type of Funding and Use	Additional Requirements and Uses
Keystone Communities (Anchor Building) – PA DCED and CFA	<p>Grants and Grants-to-Loans for development projects. Formerly called “Anchor Building” funding, and now part of KCP funding.</p> <p>Eligible buildings must be considered a vital downtown building and be vacant or underutilized.</p>	<p>Non-profits are eligible for grants for physical building improvements, historic renovation and redevelopment projects for buildings that “anchor” neighborhoods. Strong coordination required with regional DCED director.</p>
Historic Preservation Tax Credit (HPTC) – PA Historic and Museum Commission (PHMC), PA DCED	<p>PA state tax credits to qualified taxpayers who will be completing the restoration of a qualified historic structure into an-income producing property. Generally completed in conjunction with Federal National Rehabilitation Tax Credit certification and application.</p>	<p>Requires rehabilitation plan approved by PHMC. Must be responsible for Personal Income Tax, Corporate Net Income Tax, Capital Stock-Franchise Tax, Bank and Trust Company Shares Tax, Title Insurance Companies Shares Tax, Insurance Premiums Tax, Gross Receipts Tax, or Mutual Thrift Institutions Tax to be eligible.</p>
20% Federal National Rehabilitation Tax Credit – US National Park Service (NPS), Internal Revenue Service (IRS) in partnership with PHMC.	<p>Federal tax credits qualified taxpayers who will be completing the restoration of a qualified historic structure into an-income producing property.</p>	<p>Requires completion of Part I and Part II of the application. Buildings may be individually listed on the National Register, or part of a Historic District, but they must be registered to qualify. Tax credits may be sold to a qualified user.</p>
Community Facilities Program (CFP) – US Department of Agriculture (USDA) Rural Development	<p>Multiple programs that offer direct loans, loan guarantees and grants to develop or improve essential public services and facilities in communities.</p> <p>Recommend review of the Community Facilities Toolkit.</p> <p>https://www.rd.usda.gov/sites/default/files/RDCFIToolkit_Jan2016.pdf</p>	<p>Public bodies and non-profit organizations can use the funds to construct, expand or improve facilities that provide health care, education, public safety, and public services. Projects include fire and rescue stations, village and town halls, health care clinics, hospitals, adult and childcare centers, assisted living facilities, rehabilitation centers, public buildings, schools, libraries, and many other community-based initiatives.</p>

Targeted Amount	Timing	Priority Project Alignment
<p>Up to \$500,000 in grant funding. Does not require Main Street or Elm Street designation.</p> <p>A 30% match is required.</p>	<p>Program open now with applications due April 2, 2021 and decisions expected at the Sept. 2021 CFA Board meeting.</p>	<p>Priority 5: Promote Downtown Living</p> <p>Priority 6: Encourage Façade Enhancement</p>
<p>Up to \$500,000 in tax credits in any given year. May not exceed 25% of total expenditures for rehabilitation. PA awards \$3.0M total annually.</p>	<p>New application windows typically open in January. They are evaluated on a first-come, first-served basis annually.</p>	<p>Priority 5: Promote Downtown Living</p> <p>Priority 6: Encourage Façade Enhancement</p>
<p>Maximum of 20% of the cost of the qualifying rehabilitation expenses.</p>	<p>Rolling application period annually.</p>	<p>Priority 5: Promote Downtown Living</p> <p>Priority 6: Encourage Façade Enhancement</p>
<p>Terms and matching funds vary per program (grant vs. loan) and are largely based on the area’s economic need.</p> <p>Typically, federal funds require a 20%, non-federal match (can be state or local funds in most cases).</p>	<p>Rolling application period annually.</p> <p>Applications require direct and early communication and coordination with regional USDA representatives.</p>	<p>Priority 3: Enhance and Share Downtown Parking (Commercial St. Parking Garage) – recommend engaging regional USDA representative in 2021; possible gap funding/financing for garage construction.</p>