

Borough of Bellefonte

Waterfront Revitalization Plan

Borough Council

January 28, 2010

What We Have Learned

Town Hall Meetings

Stakeholder Interviews

Market Research

Town Hall Meeting – October 2009

Strengths

- Spring Creek & Outdoor Beauty
- Talleyrand Park
- History and Architectural Integrity of Bellefonte's Buildings
- Vistas, Water Sports and Outdoor Recreation
- Active Arts Community
- Proximity to I-80 and Penn State University

Weaknesses

- No hotels and loss of core business
- Lack of streetscape improvements and pedestrian amenities
- Floodplain and environmental issues
- Lack of gateway into downtown Bellefonte
- Lack of funding

Town Hall Vision – October 2009

- Bellefonte should become a destination
- Project must be financially viable
- Need for public amenities
- New uses should include: Bakery, Ice Cream Shop, Outdoor Cafes, Hotel, Grocer
- Capitalize on Recreational activities

Stakeholder Interviews: Vision for the Waterfront District

- Destination that draws people to Bellefonte
- Improve the Gateway, add another restaurant and other attractions
- Green space, hotel, residential, commercial
- Waterfront should be a high traffic area that appeals to out of town visitors
- A pedestrian walkway along Spring Creek beside a vibrant mix of rehabilitated and new buildings, less ducks, more fly-fishermen, a fully-occupied Match Factory Complex

Market Assessment: Hotel

Centre Region Hotels: 2009	Jan-April	May-July	Aug.-Oct.	November
% Occupied	48.89%	65.36	68.21%	51.21%

The strongest months in the hotel industry in the Centre Region are June through October. This is largely due to the following factors:

- ✓ Commencement (May/August) at Penn State University (PSU); move out/move-in weekends at PSU
- ✓ PSU sports camps (June through August)
- ✓ PSU home football games (September through November)
- ✓ Central Pennsylvania Festival of the Arts (July)

Market Assessment: Hotel Bellefonte's Target Market

- Business Travelers
 - American Philatelic Society – over 1,000 visitors per year. Most stay overnight in the Centre Region
- Tourists
 - Weddings and Reunions – Match Factory Meeting Space
 - Over 6,000 visitors per year to Bellefonte
 - Overflow from Centre Region Hotels on high volume weekends
- Recreational Travelers
 - Fly-fishermen. Potential to draw over 8,000 fishermen per year
 - Flat bottom kayaking – over 2,000 visitors per year

Market Assessment: Hotel

Recommendation: Boutique Hotel



Existing Site



Create a site for a small Boutique Hotel along the River Walk.

The Hotel would overlook Spring Creek and be Located along Dunlap Street

Market Assessment Office and Residential

- No Industry Growth
- Office space represents 36% of the business mix in downtown Bellefonte. Professional offices are located on the ground floor which should be reserved for retail use.
- Population in Bellefonte is decreasing

Market Assessment Office and Residential



*Create a new mixed use building to
include retail, office and residential*

Existing Site



Market Assessment Retail

Industry Group	Demand	Supply	Retail Gap	Development Potential (GLA)
Electronics and Appliance Stores	\$4,316,999	\$425,649	\$3,891,350	12,877 sq. ft.
Grocery Stores	\$21,777,947	\$6,425,171	\$15,352,776	31,477 sq. ft.
Clothing Stores	\$4,770,571	\$2,011,578	\$2,758,993	10,268 sq. ft.
Shoe Stores	\$670,343	\$138,878	\$531,465	2,801 sq. ft.
Sports/Hobby Stores	\$1,166,742	\$531,723	\$635,019	2,875 sq. ft.
Book, Periodical, and Music Stores	\$1,371,537	\$278,752	\$1,092,785	4,442 sq. ft.
Full-Service Restaurant	\$16,861,441	\$7,807,819	\$9,053,622	25, 291 sq. ft.

Market Assessment: Retail Recommendation



Existing Site

***Create a new Retail Square along High Street
between Dunlap and Spring Creek. Continuation
of Retail Corridor of Bellefonte.***



Market Assessment: Retail Recommendation



Flowers

View of existing structure



*Create a Farmers Market in the revitalized Cerro Warehouse.
Keep the Historic Format of the Silk Mill*

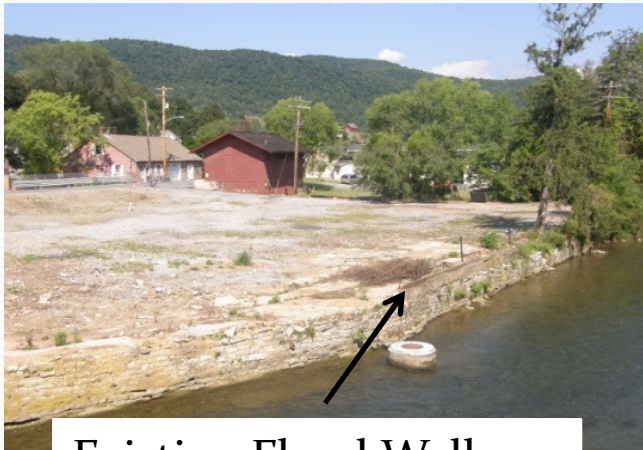


Waterfront Revitalization Plan: Phase One

Flood Protection

Creating A River Walk

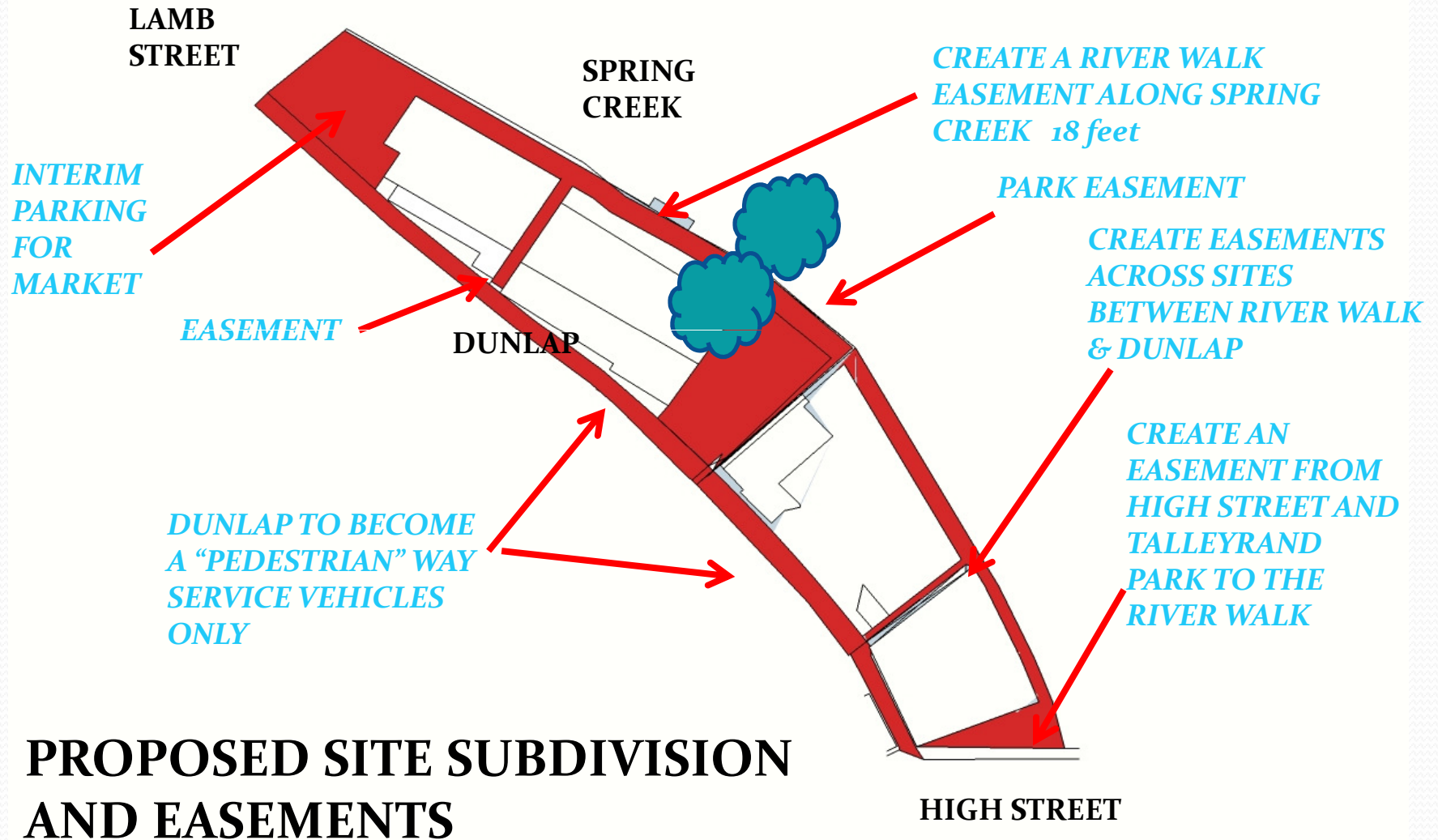
PHASE ONE: REPLACE FLOOD WALL – PUBLIC SAFETY



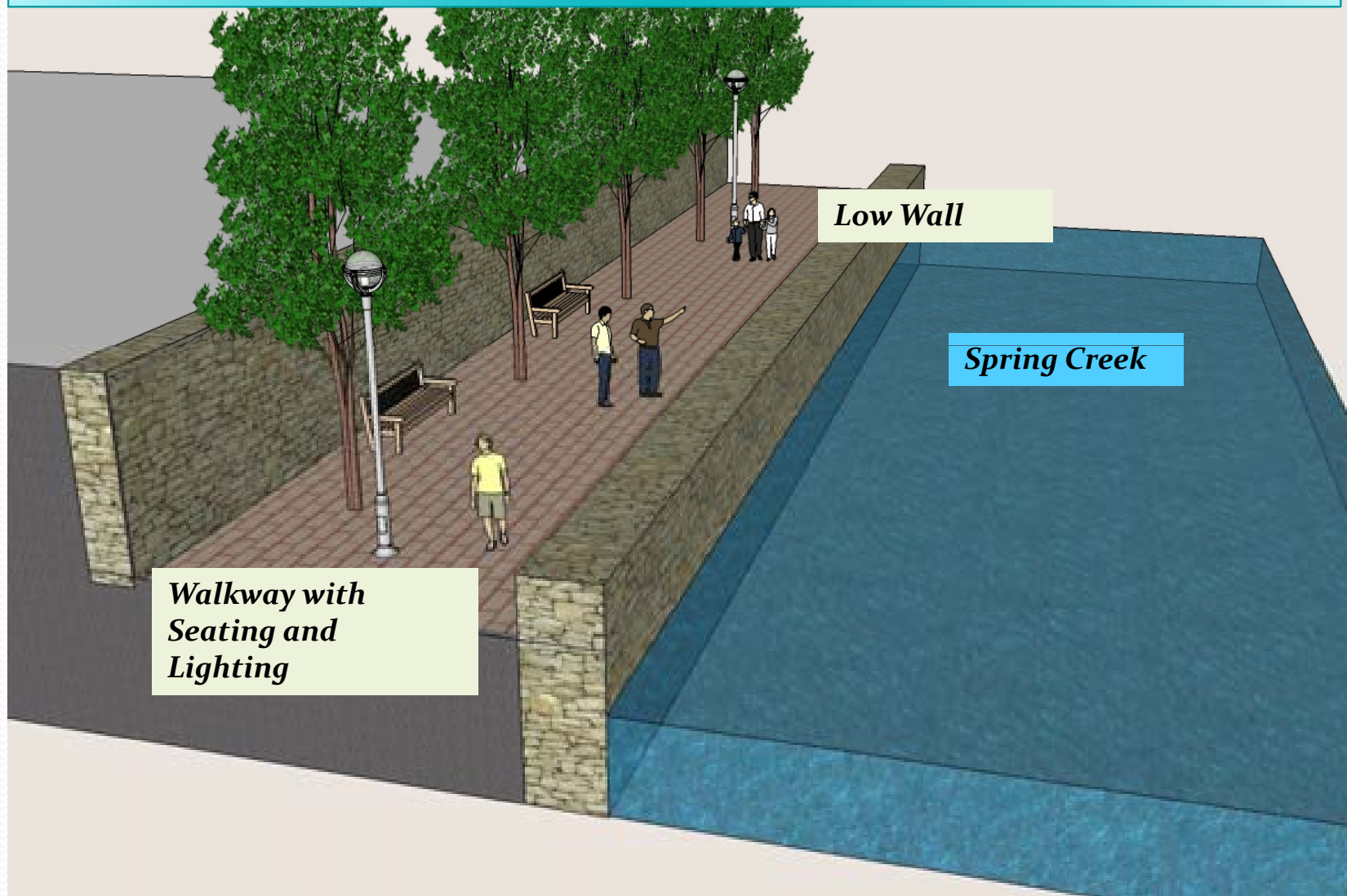
Existing Flood Wall



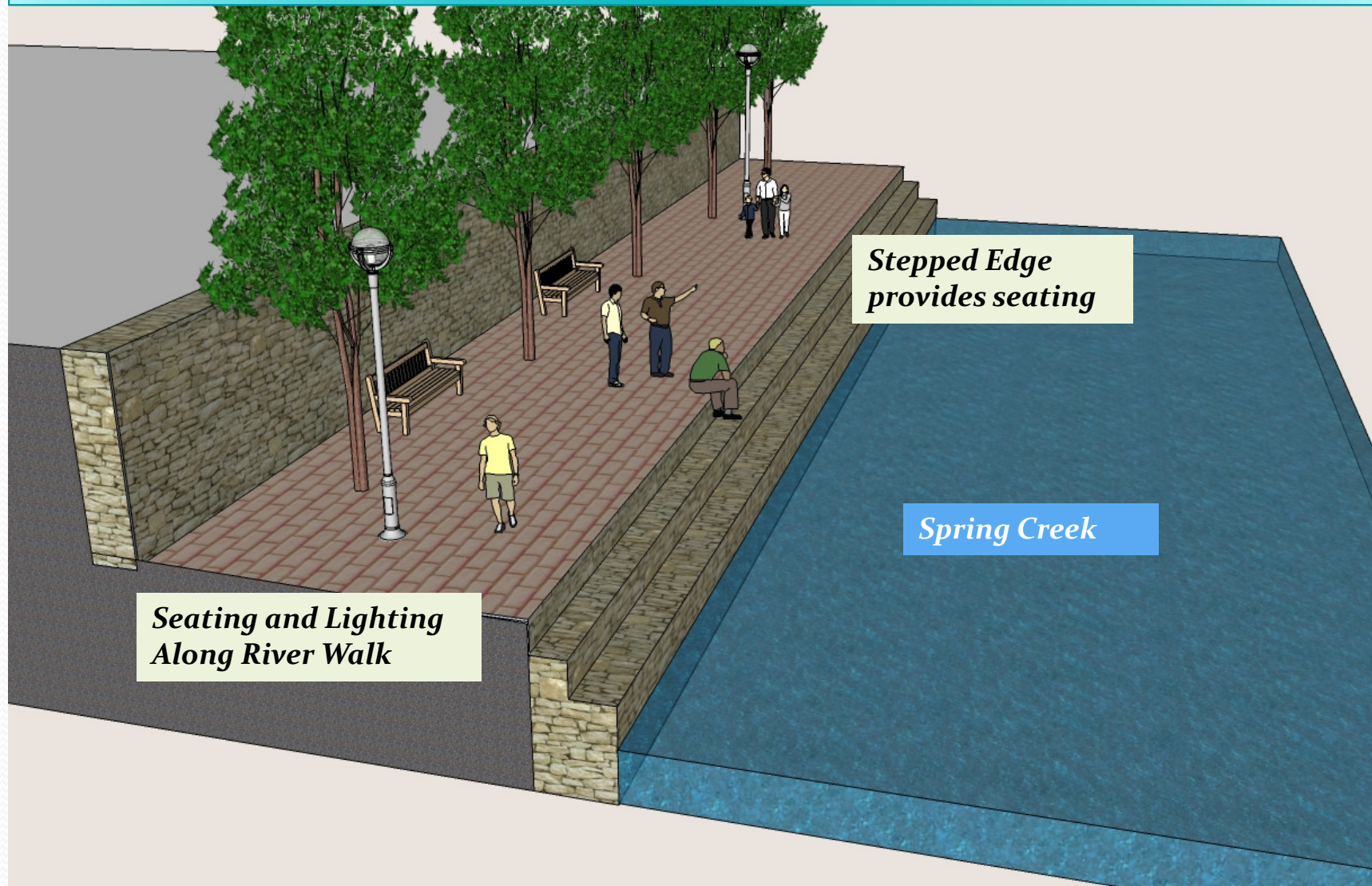
PHASE ONE: CREATE A RIVER WALK - PUBLIC AMENITY



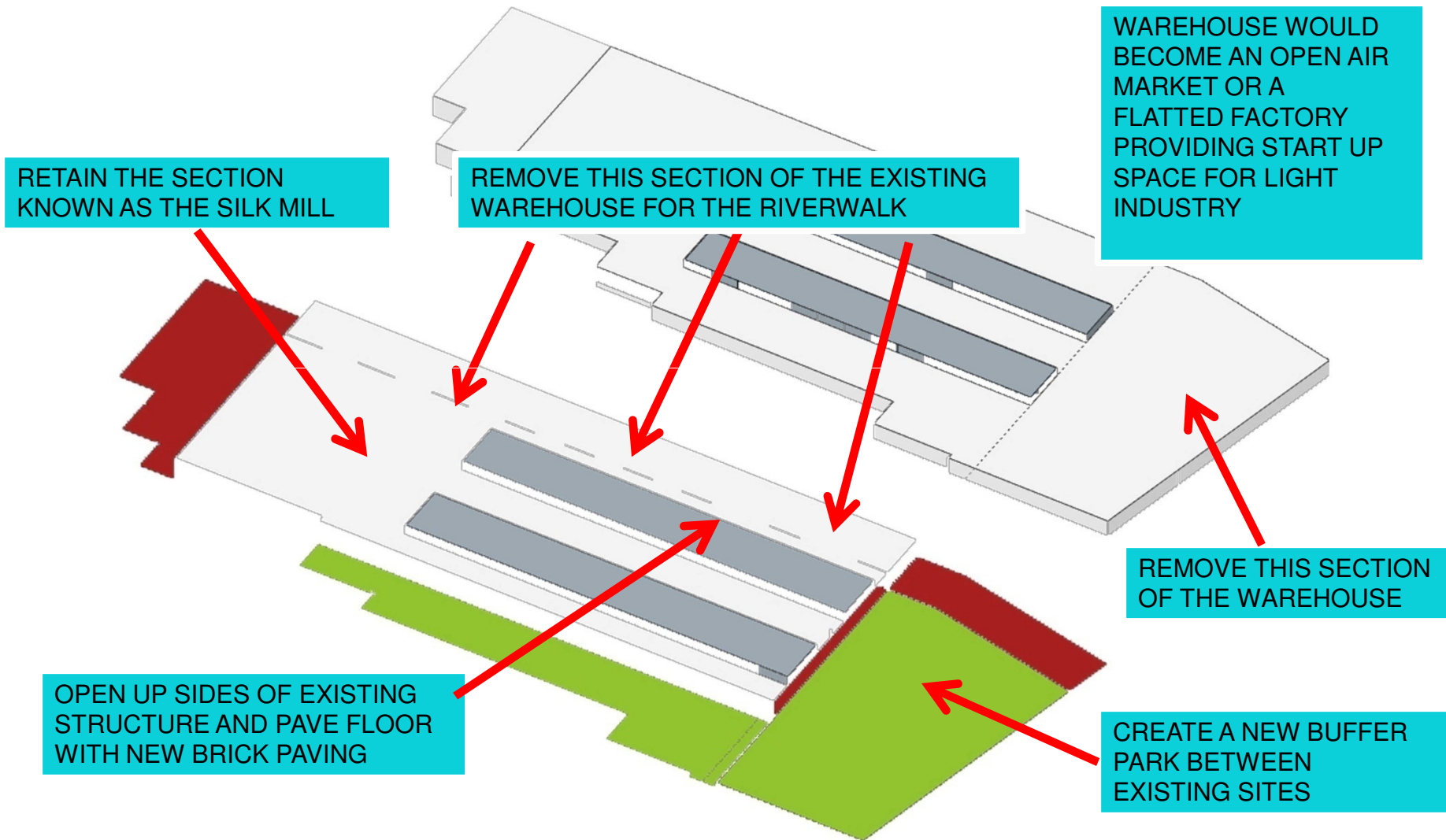
PHASE ONE: FLOOD WALL AND RIVER WALK – OPTION 1

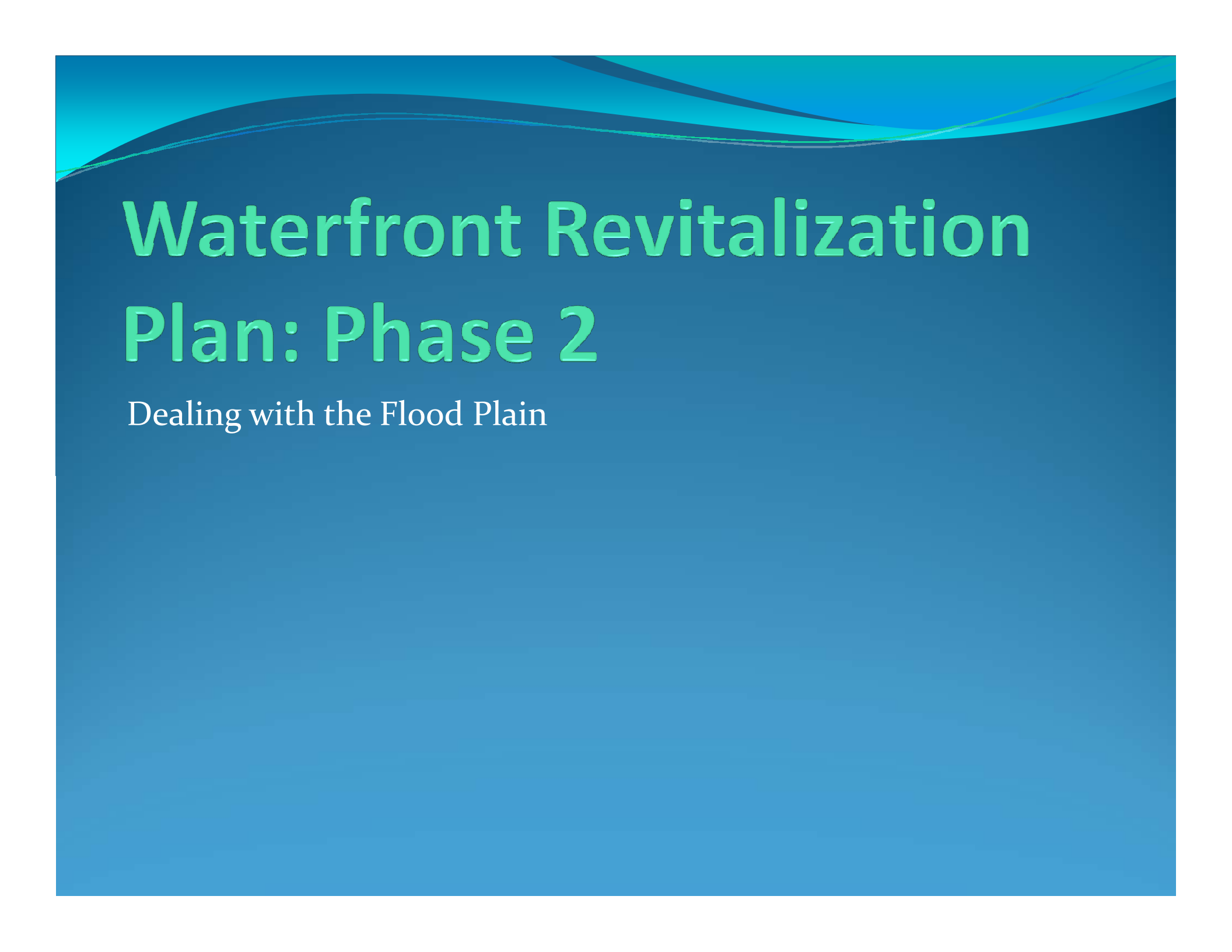


PHASE ONE: FLOOD WALL AND RIVER WALK – OPTION 2



PHASE ONE: MODIFICATIONS TO WAREHOUSE REQUIRED TO CONSTRUCT RIVERWALK, PUBLIC PARK AND OPEN AIR MARKET





Waterfront Revitalization Plan: Phase 2

Dealing with the Flood Plain

Dealing with the Flood Plain

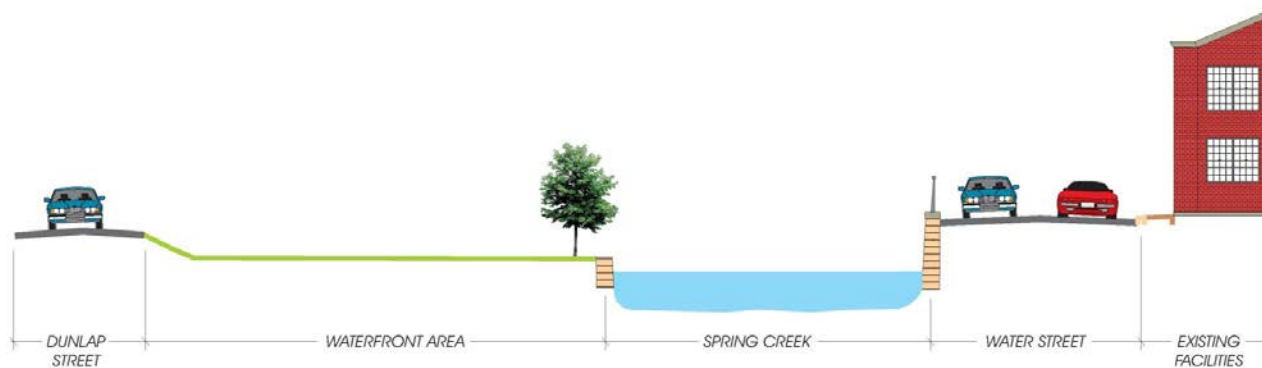
Existing Conditions



Flood of 2004



Floodplain: Existing Conditions

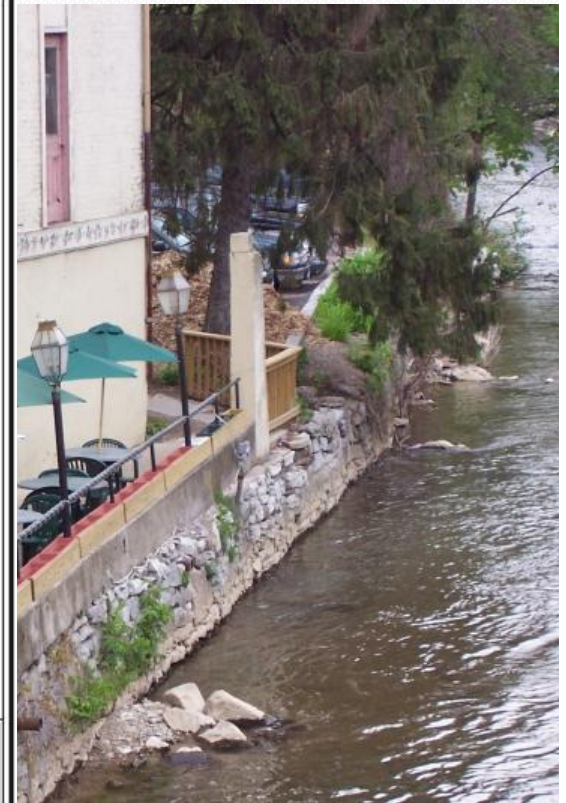


Drawing Not to Scale

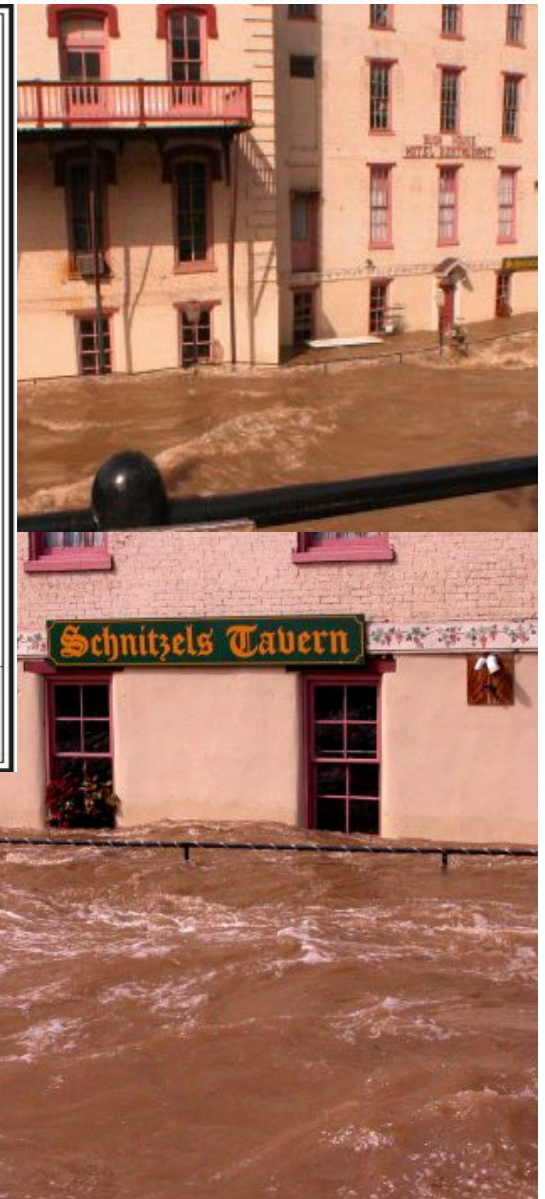
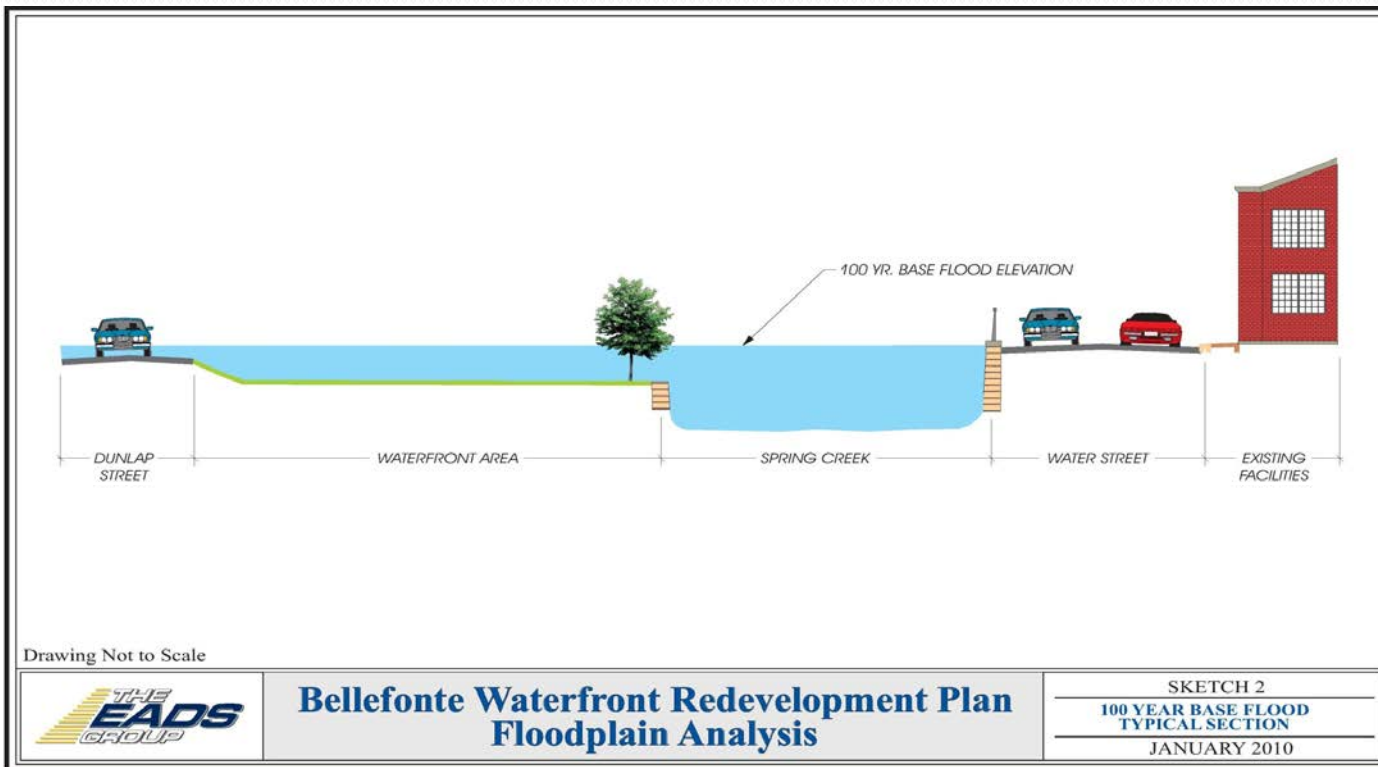


**Bellefonte Waterfront Redevelopment Plan
Floodplain Analysis**

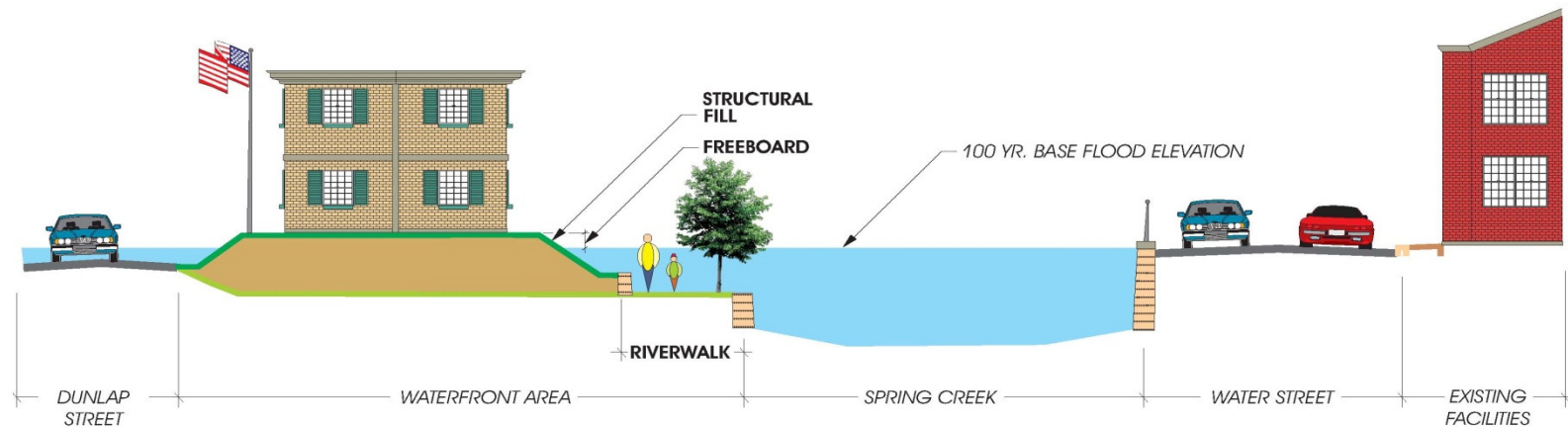
SKETCH 1
EXISTING CONDITIONS
TYPICAL SECTION
JANUARY 2010



Floodplain: 100 Year Base Flood



Floodplain: Structural Fill



Drawing Not to Scale

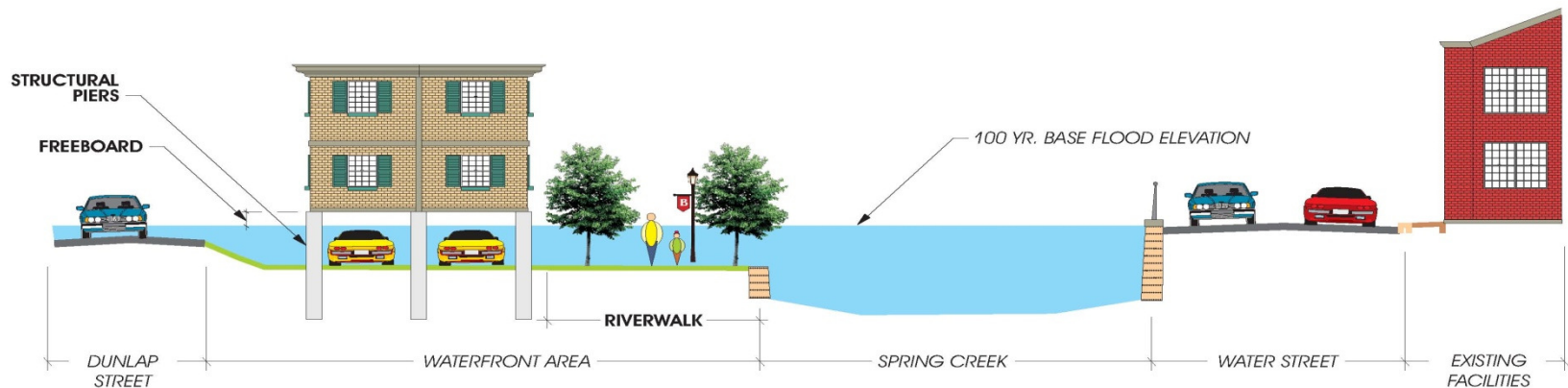


Bellefonte Waterfront Redevelopment Plan Floodplain Analysis

SKETCH 3
CONCEPTUAL DEVELOPMENT
TYPICAL SECTION

JANUARY 2010

Floodplain: Parking Structure



Drawing Not to Scale



**Bellefonte Waterfront Redevelopment Plan
Floodplain Analysis**

SKETCH 4
CONCEPTUAL DEVELOPMENT
TYPICAL SECTION

JANUARY 2010

The background of the slide is a solid blue color. At the top, there are several wavy, horizontal lines in shades of blue and teal, creating a sense of movement and depth. The lines are layered, with some appearing more prominent than others, giving the header a dynamic feel.

IMPLEMENTATION

DEVELOPING PUBLIC-PRIVATE PARTNERSHIPS

PUBLIC PRIVATE PARTNERSHIPS KEY TO REDEVELOPMENT

Bellefonte
Borough



Property
Owners



**Revitalized
Waterfront**

A circular image showing a revitalized waterfront scene with a large, multi-story brick building, trees, a parking lot, and a car.

STEPS TO SUCESS

- Time and Commitment
- Financial Investment
 - Federal, State and Local
 - Private Investment
- Community Support





Bellefonte Borough's Tasks

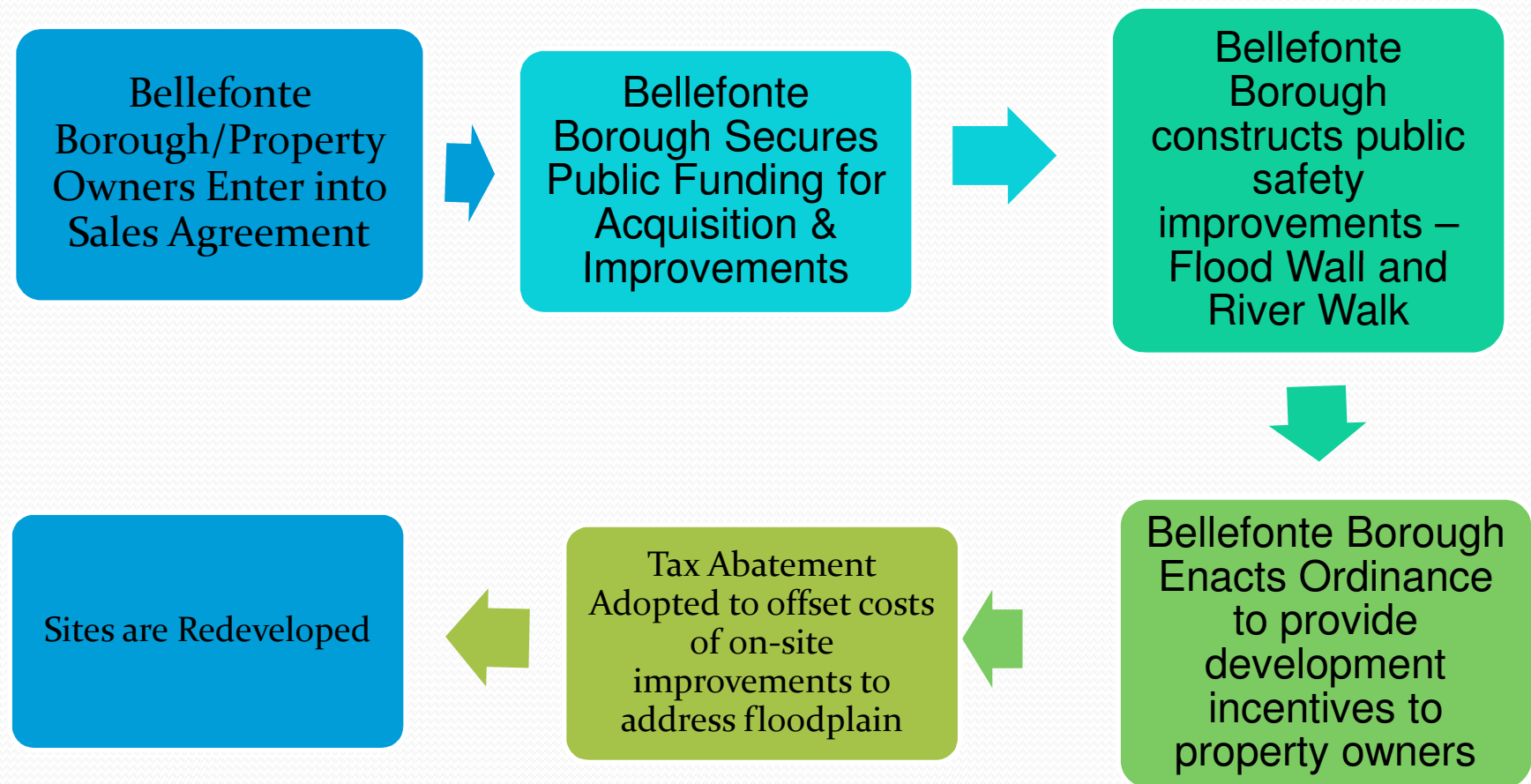
- Acquire property for Flood Wall, River Walk, pocket park and maintenance easements from current property owners.
- Secure public funding to acquire property, construct River Walk and other pedestrian amenities
- Work with Bellefonte School District and Centre County to adopt a Tax Abatement Program to provide financial incentive to property owners.
- Adopt an overlay master plan that provide standards and development incentives



Property Owner's Tasks

- Work with Bellefonte Borough to release property necessary to construct flood wall, River Walk, park, and maintenance easements.
- Provide quality development to reflect the vision of the Waterfront Revitalization Plan and the Community.

PUBLIC PRIVATE PARTERSHIP – WORKING TOGETHER FOR COMMON GOAL



QUESTIONS AND ANSWERS

