

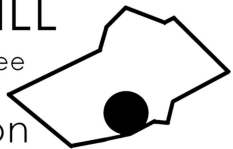
South Schuylkill Strategic Revitalization Plan

Final Report

July 15, 2025

DERCK
& EDSON
EST. 1940
CAMPUSES · DOWNTOWNS · ATHLETICS

SOUTH SCHUYLKILL
UNIFIED committee
for
community revitalization



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1

Introduction

South Schuylkill UNIFIED Committee for community revitalization

South Schuylkill Unified committee for community revitalization is an umbrella organization bringing together the various community groups to maximize resources and increase efficiency.

In addition to members of the general public, our group includes representatives from: Borough of Schuylkill Haven, Borough of Cressona, Wayne Township, North Manheim Township, South Manheim Township, Greater Schuylkill Haven Area Business Assoc, Island Park Committee, Penn State - Schuylkill, Schuylkill Haven Area School District, and Walk In Art Center.

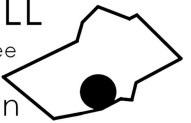
Our Goals:

- Working together to set a course ensuring the financial and cultural longevity of our communities.
- Development of a strategic plan for the economic, cultural, and physical revitalization of the Borough of Schuylkill Haven and the surrounding communities.
- Bring increased opportunities for recreational activities, increase access to the arts and improve the financial well-being of our area.

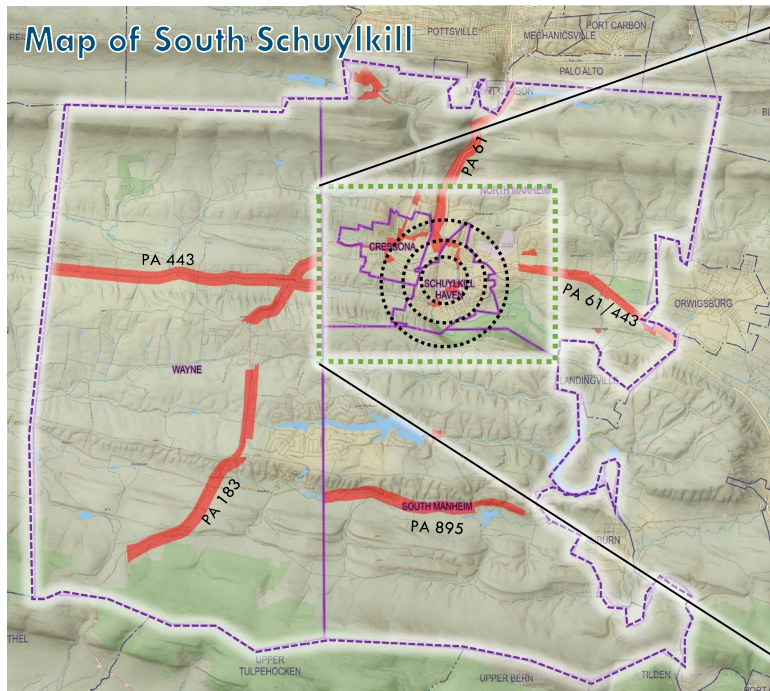


Photo: Liberty Haven Fire Company #4

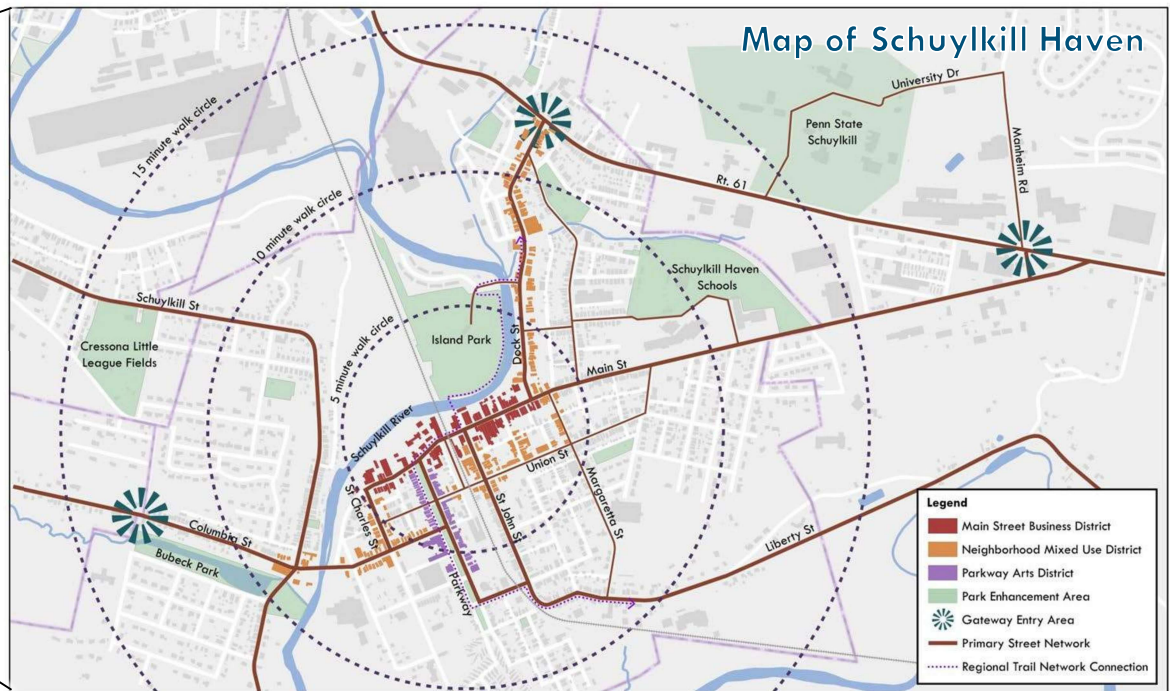
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The South Schuylkill revitalization area



The South Schuylkill revitalization area is comprised of Wayne Township, North Manheim Township, South Manheim Township, Cressona Borough, and Schuylkill Haven Borough.

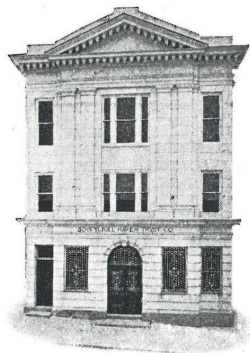


In this first phase of revitalization, South Schuylkill Unified has chosen to focus first on Schuylkill Haven, however, the plan will include other revitalization areas throughout South Schuylkill during phase two.

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UNIFIED committee
for community revitalization

Schuylkill Haven, the downtown for the South Schuylkill region

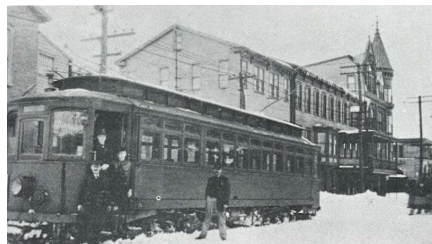
For many across the South Schuylkill area, Schuylkill Haven has been the place where residents, shoppers, artisans, and employees have lived, worked and gathered. For 275 years, the Borough's business district, neighborhoods, historic architecture, parks, and Schuylkill River waterways have drawn generations of families to this place.



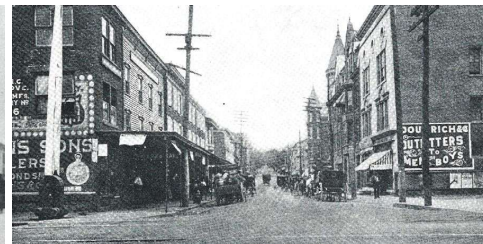
Once the Schuylkill Haven Trust Company, then a theater, now a tavern – Beautiful buildings can evolve to meet the needs of the day



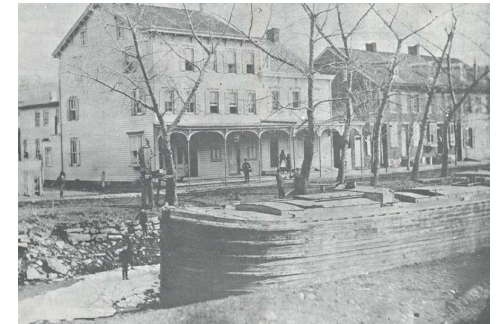
South Main Street – A tree lined street with sidewalks connected to walkable neighborhoods



St John Street – A hub for trains and trolleys



South Main Street – A place for with vibrant commerce, on-street parking and storefronts



Although the canal boats are gone, the attractive architecture and homes still frame Parkway as a piece of Schuylkill Haven's history as a riverfront



A grand parkway with new lightning and stone walls where once there was a canal to support shoe factories and canal boats



2

Executive Summary

Goals

The South Schuylkill Unified Committee has established the following goals for this Strategic Revitalization Plan:

Recruit Businesses to Realize South Schuylkill's Market Potential

1. Recruit entertainment businesses such as theaters and music venues as well as commercial recreation businesses
2. Recruit and support restaurants and retail businesses
3. Recruit and support artisans, makers, art galleries, art shows, and mural artists
4. Engage with and recruit conferences and event venues, as well as, hospitality and lodging businesses to draw visitors for extended stays

Make it Easier to do Business in South Schuylkill

5. Identify and eliminate barriers that slow the creation of new businesses and the expansion of existing businesses
6. Train Business Ambassadors to help businesses relocate to and expand within the region
7. Map and promote vacancies and underutilized storefronts, buildings, and sites to match new businesses with building owners
8. Engage with local businesses to coordinate hours when businesses will be open
9. Create opportunities for retail incubators and pop-up shops to give new businesses a chance to grow.

Goals

Make South Schuylkill Beautiful & Welcoming

- 10. Enhance streetscapes and civic spaces along Main Street and Parkway to better serve local businesses and host events
- 11. Enhance trails, county fairgrounds, Schuylkill River waterways, and tourist railroad excursions to promote recreational tourism and supportive business opportunities
- 12. Create a transportation, wayfinding, and parking plan to enhance the capacity of the downtowns and the region and guide visitors to major destinations and events
- 13. Create incentives for façade improvements to improve the downtown curb appeal.

Collaborate, Coordinate, Host Fun Events throughout the Year

- 14. Expand and support existing events, including Island Fest, Borough Day, and holiday celebrations, to create fun and safe activities throughout the year
- 15. Collaborate with organizations and leaders from across the South Schuylkill region to realize economic revitalization
- 16. Coordinate a calendar of events for entertainment venues, festivals, and recreational activities to promote commerce and tourism year-round
- 17. Utilize regional assets, like the Schuylkill River and trails, to attract out of town visitors.

Market Assessment Highlights

Urban Partners, the economic consulting firm for South Schuylkill, has determined the retail market potential for the 2.5 mile, 5-mile and 10-mile trade area, as illustrated on the map at the right. The full market study is provided in Appendix B.

Retail Market Potential

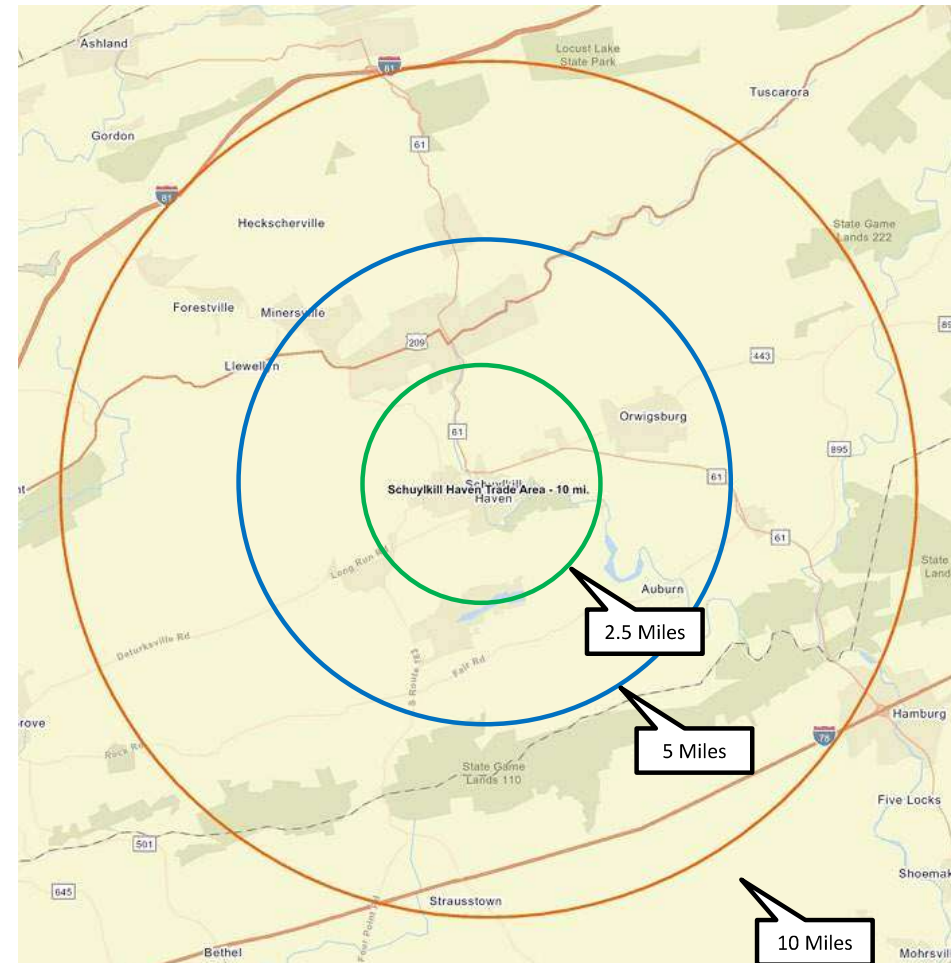
The comparison of retail supply and demand for the trade areas reveals the retail surplus or gap/potential for additional retail stores in each category. The consumer demand for retailing in Schuylkill Haven and Cressona (included in the 2.5-Mile Trade Area) exceeds sales by more than a \$11 million gap, indicating that the immediate area is undersupplied for its population, and the customer base must leave the trade area for many of its basic retail goods and services.

The 5-Mile Trade Area contains significantly more population and commercial centers, especially in and around Pottsville. Residents of that community are not likely to travel to Schuylkill Haven or Cressona for most of their retail needs since they are likely to find them in Pottsville. Within this 5-mile radius, total consumer demand still exceeds supply—by a \$54.2 million gap. This means a large portion of the customer base is still leaving the trade area for many goods and services since they do not exist within the 5-mile area. This market study reveals:

- The potential to supplement the current restaurant offerings with additional **food and dining establishments**;
- A concentration of **clothing and apparel-related businesses**, especially related to **recreation**;
- Several select retailing categories focused on **home furnishings and improvement**; and
- Selected **miscellaneous retailing** that could appeal to visitors as well as residents.

In addition, this market study has revealed opportunities to attract the following additional business types:

- **Canoe and Kayak Potential**
- **Bike/E-Bike Rental Potential**
- **Movie Theater Market Potential**
- **Event Space Market Potential**



Market Assessment Highlights

By examining the buying power of South Schuylkill area residents, Urban Partners an economic consulting firm, has determined that businesses within the local market area are not fully serving the current demand for the following retail, outdoor recreation, movie theater and event spaces categories. The South Schuylkill market can support the following additional retail, dining, outdoor recreation, entertainment, and event space business types:

- Overall Retail Potential
 - 4 to 5 eating & drinking establishments (20,000 SF) including full and limited-service restaurants, coffee shops, and bars offering live entertainment that will help diversify the existing restaurant supply.
 - 4 to 5 family & women's apparel and shoe stores with a recreational emphasis or appeal to visitors (15,000 SF)
 - 2 to 3 home furnishing stores (12,000 SF)
 - 3 to 4 miscellaneous stores such as an art dealer, gift shop, sporting goods store and pet store (10,000 SF), which could also appeal to visitors and residents
- Canoe and Kayak Potential

Based on the market conditions the South Schuylkill Area could support a canoe and kayak rental business, particularly at a riverfront site that is walkable to surrounding commercial, recreation, and entertainment uses. Depending on the items available for rent and the size of the inventory, this space could potentially occupy approximately 5,000 to 10,000 SF.



Market Assessment Highlights

■ Bike/E-Bike Rental Potential

With no other bicycle outfitter within 10 miles, it appears that the South Schuylkill Area could capture the market and support a bicycle and electric bike rental business. This ideally could be combined with canoe and kayak rentals in a shared space of 5,000 to 10,000 SF.

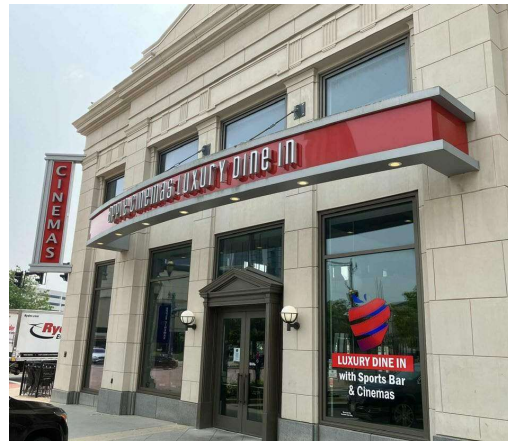
■ Movie Theater Market

Based on the market conditions and the lack of nearby movie theater, it appears that the South Schuylkill Area could support a movie theater. Such a venue could supplement other cultural activities taking place and drawing visitors to the region, particularly in downtown Schuylkill Haven. An in-town movie theater would require approximately 3,000 to 5,000 SF of space for a single screen or up to 10,000 SF for three screens.

■ Event Space Market

The event venue market identified a multitude of facilities of varying sizes, formats and styles within a trade area of about 25 miles from Schuylkill Haven. Based on the region-wide wedding and event market conditions it could support a new event venue in the South Schuylkill Area.

If a unique site could be secured, particularly with outdoor space providing access to or views of the Schuylkill River, South Schuylkill could offer an even venue niche not found anywhere else in the region. A facility of approximately 5,000 SF would adequately accommodate a capacity of 100 to 150 guests.



Revitalization Highlights

This Strategic Revitalization Plan calls for four revitalization initiatives related to the promotion, design, organization, and economic development of South Schuylkill. The recommendations include:

- A. **PROMOTION:** Create a Promotion Committee dedicated to enhancing the South Schuylkill brand and promoting community & tourism attractions including the Schuylkill River, recreational assets, arts community, unique downtown businesses
- B. **DESIGN:** Create a Placemaking, Connectivity & Walkability Committee dedicated to improving:
 - Main Street Streetscape & Façade Enhancements
 - Island Park Recreational Facilities Upgrades
 - Regional Trail Plan & Bridge Connecting Downtown to Island Park
 - Riverside Plaza at St John & Main Street
 - Parkway Arts District



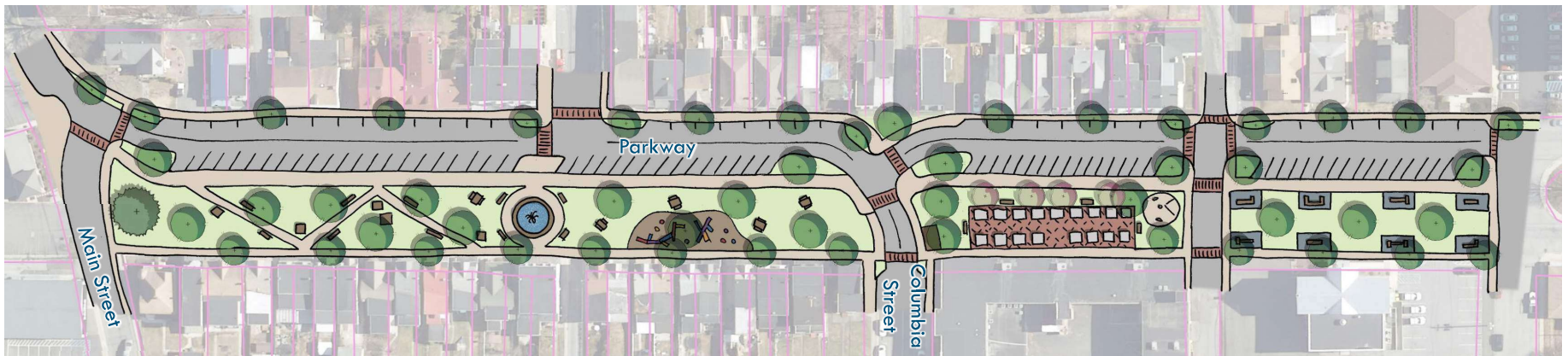
View of St Johns Street at Main Street showing Riverside Plaza with lighting, landscape enhancements, a trail, and temporary weekend events



View of Island Park and proposed improvement to connect it to downtown with a pedestrian bridge, lighting, trails, & recreation facilities

Revitalization Highlights

- C. ORGANIZATION: Create an Organization Committee dedicated to building community support, hiring an Executive Director, strengthening organizational capacity, and forming strategic partnerships ready to financially support South Schuylkill Unified achieve its goals.



View of Parkway, showing all completed phases, including an event plaza, updated traffic patterns, and multiple community spaces.

Revitalization Highlights

- D. ECONOMIC DEVELOPMENT:
Create an Economic Development Committee to implement the business retention and recruitment strategies outlined in this plan. The summary of this plan are provided in section D of this plan and the full details of this plan are provide in Appendix C.



Aerial view of St Johns Street at Main Street showing Riverside Plaza with lighting, landscape enhancements, a trail, and temporary weekend events

Business Retention & Attraction Plan Highlights

South Schuylkill is entering a new chapter driven by the strength of its small businesses and a shared vision for its vibrant communities. The Business Retention and Attraction Strategy advances regional goals through targeted, localized action. Informed by community input and regional market data, the strategy outlines practical, immediate steps—many that can be led by volunteers—that will help reinvigorate downtown Schuylkill Haven and contribute to a stronger, more connected Southern Schuylkill region.

Local input was gathered through interviews, focus groups, and community meetings, and the message was clear: residents and stakeholders envision a vibrant, walkable downtown Schuylkill Haven with thriving small businesses, consistent hours, diverse retail and dining options, better parking, and a stronger sense of place.

A healthy downtown economy starts with supporting the businesses already operating there. When these businesses succeed, they become the best marketing tools for attracting new ones. This strategy recognizes that retention and attraction go hand in hand—and it proposes a set of initiatives that grow both simultaneously. The complete Business Retention & Attraction Plan is found in Appendix C, while a series of Quick Wins for Volunteers can be found on pages 71 to 75.



Business Retention & Attraction Plan Highlights

Business Retention Plan

This plan aims to support and retain existing retail and hospitality businesses in downtown Schuylkill Haven, and to a lesser degree South Schuylkill, in order to build a vibrant business environment. Through merchant engagement, marketing initiatives, and financial incentives, this plan provides actionable steps to sustain and grow the local retail sector. A strong, collaborative approach can help revitalize downtown businesses and position the area as a thriving retail and hospitality hub. By hiring an Executive Director, training board members and volunteers on the importance of business retention, and implementing this plan, South Schuylkill Unified can support and highlight successful businesses in Schuylkill Haven and the region.

Key elements of this Business Retention Plan include:

- Support Existing Businesses
- Enhance Communication & Engagement
- Facilitate Networking & Collaboration
- Address Challenges & Barriers
- Strengthen Marketing & Promotion
- Monitor & Adjust Strategies



The Little Dipper Ice Cream Shoppe



The White Pear Formal Boutique

Business Retention & Attraction Plan Highlights

Business Attraction Plan

This plan focuses on attracting new retail and hospitality businesses to downtown Schuylkill Haven, helping to create a more vibrant and welcoming atmosphere. Using realistic market study data, offering smart incentives, launching creative marketing messages, and strategically pursuing new businesses, downtown Schuylkill Haven can grow into a go-to destination for shopping, dining, and entertainment. By hiring an Executive Director, training board members and volunteers the importance of business retention, and implementing this plan, South Schuylkill Unified can attract businesses that are supported by the unmet demand for businesses demonstrated in the Market Study highlighted on page 10 and described in greater detail in Appendix B – Market Study. Key elements of this plan include:

- Engage Property Owners
- Streamline Permitting & Regulations
- Develop Incentive Packages
- Identify Target Businesses
- Launch Targeted Marketing & Outreach
- Monitor & Adjust Strategies

Looking Ahead: A Community-Driven Downtown Future

The Business Retention and Attraction Strategy outlines a practical, collaborative path to revitalizing downtown Schuylkill Haven while contributing to the broader momentum across Southern Schuylkill. Progress doesn't require large-scale investments or long timelines. It relies on steady action, strong partnerships, and shared responsibility. By focusing local energy, empowering volunteers, and staying aligned with the regional vision, Schuylkill Haven is well-positioned to achieve meaningful and lasting downtown transformation.



Implementation Plan Summary

A PROMOTION: Enhancing our Brand, Tourism and Community Attractions

- 1 **Regional Tourism:** Identify, enhance, and promote regional tourism and destinations
- 2 **Gateways & Wayfinding:** Enhance gateways and wayfinding signage with murals, kiosks, signage, lighting & a coordinated web experience
- 3 **Outdoor Recreation:** Promote outdoor recreation, events, and commerce at South Schuylkill destinations to support greater Schuylkill River trail use, water trail use, and recreational programming
- 4 **Railroad Tourism:** Engage the Reading & Blue Mountain Northern Railroad to support more frequent rail tourism
- 5 **Branding:** Establish a brand, website, promotional program for South Schuylkill
- 6 **A Coordinated Calendar of Events:** Establish and maintain a calendar for South Schuylkill events

B DESIGN: Placemaking, Connectivity & Walkability

- Regional Trails:** Plan and Build Regional Hiking, Bicycling, and Water Trails
 - Trail Alignment Master Plan & Promotional Materials
 - 1 Trail Design and Construction at Parkway and Island Park
 - Trail Design and Construction at Island Park and Pedestrian Bridge connection to St John and Main Streets Streetscape
- 2 **Enhance Walkability:** Envision, plan and implement an Active Transportation Plan to improve sidewalks, crosswalks, trails, public transit and multimodal access to South Schuylkill neighborhoods and destinations
 - Create a coordinated plan of action to enhance multimodal access and walkability
 - Seek funding and implement a phased plan of action
- 3 **Enhance Main Street:** Enhance Main Street with street trees, textured crosswalks, curb bump outs, pocket parks and Riverside Plaza
 - Phase 1: Shade trees, seating, and Information Kiosk
 - Phase 2: East Main Street crosswalks, shade trees, plaza, and streetscape furnishings
 - Phase 3: West Main Street crosswalks, shade trees, plaza, and streetscape furnishings
- 4 **Riverside Plaza:** Design and program this plaza at St John Street as a central gathering place for community events connecting Island Park visitors to Main Street businesses
 - M&T Bank parking lot restriping

Implementation Plan Summary

B DESIGN: Placemaking, Connectivity & Walkability

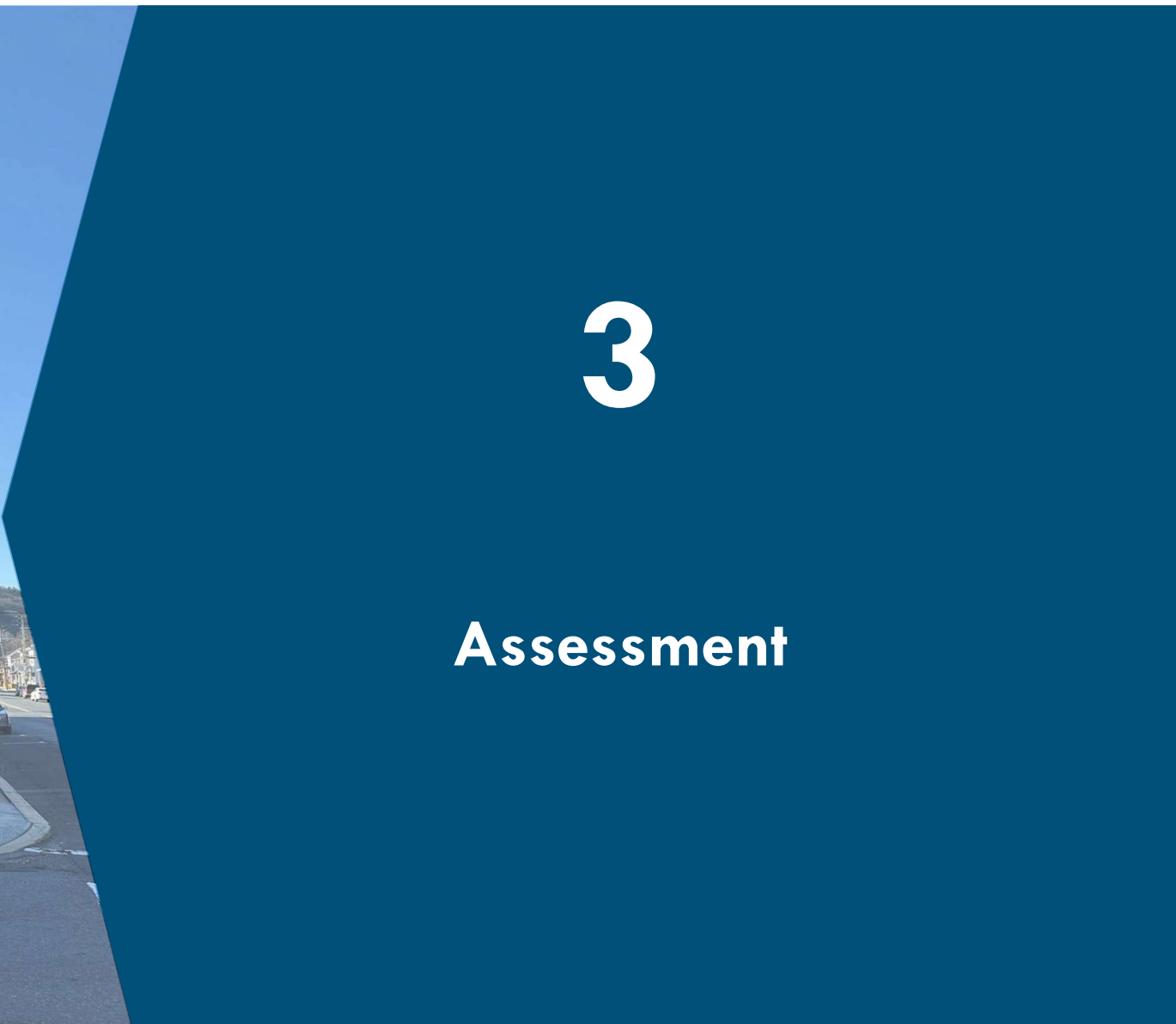
5	Parkway Arts District: Enhance Parkway with an updated traffic pattern and civic spaces to create a regional destination for the arts.
	Phase 1: Art Space Installations and Sidewalk Improvements
	Phase 2: Arts Café and Walk In Arts Center Gallery and Entrance facing Parkway
	Phase 3: Eastern Parkway Plaza and Traffic Calming
6	Phase 4: Western Parkway Plaza, Circulation, and Traffic Calming Improvements
	Main Street Storefronts and Facades: by securing façade enhancement grants to promote private investments in storefronts, architecture, & signage
	Phase 1: East Main Street Facades
7	Phase 2: West Main Street, St John Street and Columbia Street Facades
	Enhance Bubeck Park: a destination for community events, Schuylkill River recreation, and multi-generational activities
8	Island Park: Connect Island Park, Main and Dock Streets and enhance this regional destination for recreation, entertainment, and Schuylkill River adventures
	Broadway Street Bridge Lighting and Overlook
	Regional Playground
	Indoor Recreation Facility
	Boat Rental and Sporting Goods Store with Riverfront Restaurant
	Enhance the public amenities with a landscaped roundabout, expanded parking, plaza terrace with lighting, picnic grove, and shade trees
	Amphitheater enhancements including ADA accessible seating and walkways, site lighting and landscape enhancements

C ORGANIZATION: Building community support, organizational capacity, and partnerships

1	Executive Director: Hire and guide to coordinate, manage and realize economic development initiatives
2	Board of Directors: Build to offer a range of key skills, guide the revitalization, and create a financially sustainable organization
3	Implementation Committees: Create and manage implementation committees and expand strategic partnerships
4	Grants: Write grants, secure sponsorships, coordinate and implement projects
5	Designation: Seek Main Street Designation from PA DCED

D ECONOMIC DEVELOPMENT: Implementation of business retention and attraction plan

1	Business Retention: Support existing businesses, enhance communication & engagement, facilitate networking & collaboration, address challenges & barriers and strengthen marketing & promotion.
2	Business Attraction: Engage property owners, streamline permitting & regulations, develop incentive packages, identify target businesses, and launch targeted marketing & outreach.
3	Hospitality: Conduct a Hospitality and Hotel Market Study



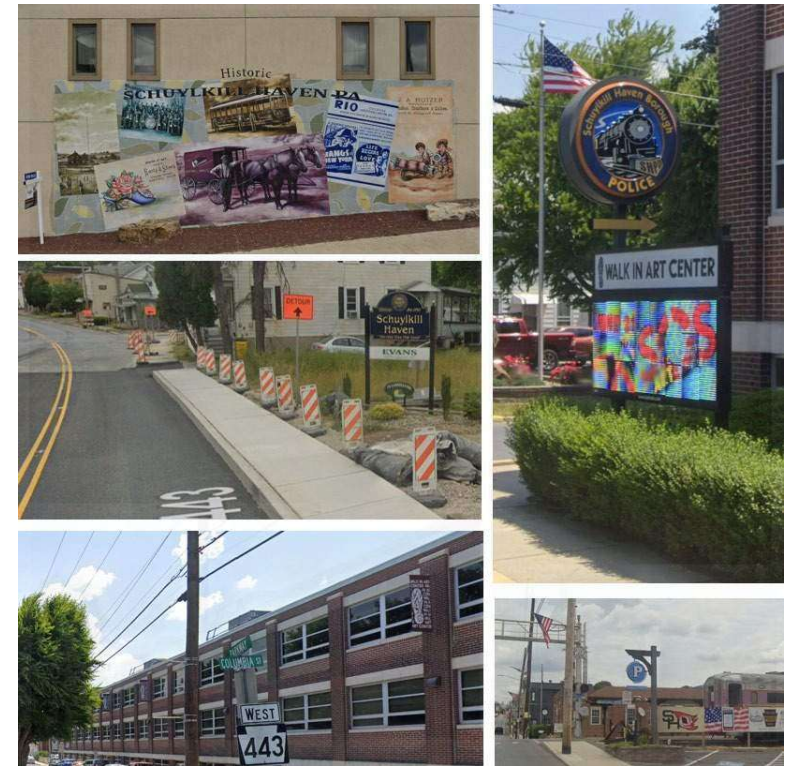
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Assessment

Brand Assessment

- Derck & Edson reviewed and assessed the current brand and identity of the South Schuylkill area and its visibility within greater Schuylkill County as projected by signage, local websites, anchor businesses, social media and promotional materials.
- Websites
 - Majority of the municipality websites focus on their web presence on residential needs for information, as opposed to being optimized for marketing or promotion of the communities.
 - Explore Schuylkill – <https://www.Schuylkill.org>
 - Optimized for marketing but none of the municipalities link to this site.
 - Discover NEPA – <http://discovernepa.com>
 - NEPA does an amazing job promoting the region. However, South Schuylkill sites and businesses are not linking to it. At a minimum, South Schuylkill entities should offer a direct link from all home pages.
 - Perhaps the NEPA site would allow the listing to include “South Schuylkill Region” as opposed to Schuylkill Haven Borough alone.

- Signage is limited within the South Schuylkill study area. There are a few examples, but each is a stand-alone unit and not part of a unified or area-wide plan.



Market Conditions

Urban Partners conducted a market assessment to determine the range of feasible uses that could potentially support new and expanded businesses in downtown Schuylkill Haven as well as throughout South Schuylkill. Based on the community's desires, characteristics of the study area, and the known economic conditions of surrounding Schuylkill County, they focused on a variety of uses, including retail (particularly those supporting the recreational aspect of the region such as dining, clothing, and sporting equipment), recreation equipment rental outfitter, movie theater, and event space. For the assessment they have examined the supply of similar uses through qualitative research within a radius of up to 25 miles depending on the use, and the demand for such uses through quantitative secondary data analysis. The market study focused on the following market opportunities to expand existing businesses and attract new businesses to South Schuylkill:

- Retail Market Potential
- Canoe and Kayak Potential
- Bike/E-Bike Rental Potential
- Movie Theater Market
- Event Space Market

These market study assessment results are highlighted in the section 2A Executive Summary and described in detail in Appendix B – Market Study.

Community Insights from the Focus Groups

- As a result of the conversations with area business and community leaders during three focus group meetings, Strengths, Weaknesses, Opportunities, and Threats (SWOT) were identified by members of the South Schuylkill community to better understand the municipal context and business community environment. The participants included:
 - Local municipal employees
 - Small downtown business owners
 - Residents of the Borough of Schuylkill Haven and neighboring municipalities
 - Representatives from the Chamber of Commerce, Schuylkill County Fair, and Explore Schuylkill
- South Schuylkill Unified should continue to engage with the following organizations during the implementation of this plan.
 - Institutions such as Penn State and St. Luke's Hospital
 - Larger, regional business owners
 - Real estate developers
 - Schuylkill Area Community Foundation
 - Schuylkill County Planning Department
 - Schuylkill River Greenway
 - Borough and Township Elected Officials, ie: Mayors, Council members

SWOT Analysis – Strengths

The following strengths were identified by focus group participants:

- **South Schuylkill Unified:** Bringing stakeholders together to work toward a shared vision for the region.
- **Existing Institutions:** Penn State Campus, St. Luke's, and Lehigh Valley Dairy attract traffic, people from outside the area, and have regional significance.
- **Tourism & Events:** Regional events like the Schuylkill County Fair and Schuylkill River Sojourn help attract tourists.
- **Recreational Assets:** Access to outdoor activities like hiking and biking and close proximity to the Appalachian Trail and Rails to Trails.
- **Regional Off-Road Destinations:** Rausch Creek Off-Road Park, Quad Desert, Famous Reading Outdoors are within 40-minute drive and draw outdoor riding enthusiasts from all over.
- **Grant Funding:** Existing grant in place for improving infrastructure (curbs, sidewalks, ADA ramps) at the Parkway signaling financial investment into the area.
- **Public Art & Cultural Scene:** The Walk In Art Center, murals, and the Planet Walk are a base for expanding public art initiatives, and a focus on arts, history, and culture.
- **Destination Hospitality Businesses:** Main Street Moonshine, Alchemist's Cove Games & Comics, Walk-In Arts Center, The White Pear draw patrons independently.

SWOT Analysis – Weaknesses

The following weaknesses were identified by focus group participants:

- **Communication and Collaboration Gaps:** A lack of communication regarding events, promotions, and business hours. This is particularly true in the coordination of events and marketing.
- **Existing Retail:** Small, independent downtown businesses are struggling.
- **Inconsistent Business Hours:** During events like Small Business Saturday, businesses were not open, affecting retail consistency and challenges to marketing.
- **Lack of Lodging:** Only one B&B (Stonehouse with only six rooms) and a few Airbnb's exist, limiting the ability to accommodate business or tourism visitors.
- **Walkability:** East and West businesses and the Parkway are separated by walkability interruptions.
- **Parking:** Limited number of parking spaces and ineffective marketing of existing surface-lot options results in visitor frustration.
- **Red Tape:** Businesses face a lengthy, difficult, and costly permitting process, which deters growth and development.
- **Limited Housing Development:** Not enough residential units, especially upper-floor housing and Airbnb options, to accommodate increasing traffic and tourism.
- **Economic Challenges:** High permitting costs, infrastructure issues (sewer and water), and ever-increasing costs to do business.

SWOT Analysis – Opportunities

The following opportunities were identified by focus group participants:

- **Regional Growth:** A number of real estate development projects planned in the area including new housing developments encouraging Lehigh Valley residents to move into the area.
- **Regional Destinations:** Schuylkill County Fair and Vraj Temple attract thousands of visitors throughout the year.
- **Special Event Development:** Multiple opportunities exist to develop cultural, family-oriented events to create consistent, year-round calendar of community activities that draw from all over the region.
- **Outdoor Recreation:** Regional assets include the Schuylkill River, Appalachian Trail, and multiple off-roading experiences.
- **Collaborations & Cross-Promotions:** A merchant's association and events committee can galvanize downtown businesses and support cross-promotion and collaboration among businesses to bolster retail and hospitality sectors.
- **Business Incubation:** Opportunities for retail incubators and pop-up shops can give new businesses a chance to grow.
- **Facade Improvement Program:** Incentives and grants for façade improvements to improve the downtown curb appeal are accessible through PA grant programs.
- **Enhanced Tourism Infrastructure:** Increase lodging options and focus on tourism marketing to draw visitors for extended stays.
- **Seasonal Events:** Four-season, family-friendly events like food truck festivals, farmers markets, and community festivals, can bolster community pride and drive traffic year-round.
- **Incentives for Development:** Density bonuses for housing, tax incentives for businesses, grants for building rehabilitation all foster an environment where more high-paying jobs and residents with discretionary income can be recruited.
- **Public-Private Partnerships:** Explore collaborations with local universities, healthcare institutions, elected officials and community stakeholders for long-term development.

SWOT Analysis – Threats

The following threats were identified by focus group participants:

- **Competition for Tourists:** The area is competing with neighboring towns for tourism dollars and visitors, meaning events need careful coordination to avoid cannibalizing one another.
- **Stagnant Local Economy:** Limited new retail, services, and innovation in the local business sector could lead to stagnation if businesses aren't nurtured properly.
- **Limited Critical Mass:** The area lacks a "critical mass" of attractions and businesses to draw consistent visitors, and there's a risk of businesses failing due to low foot traffic.
- **Increased Traffic Congestion:** As more businesses and visitors come to the area, traffic congestion could become a significant problem if infrastructure doesn't improve to meet demand.
- **Permitting and Build-out Costs:** High costs and a bureaucratic permitting process discourage new business development and make expansion challenging.

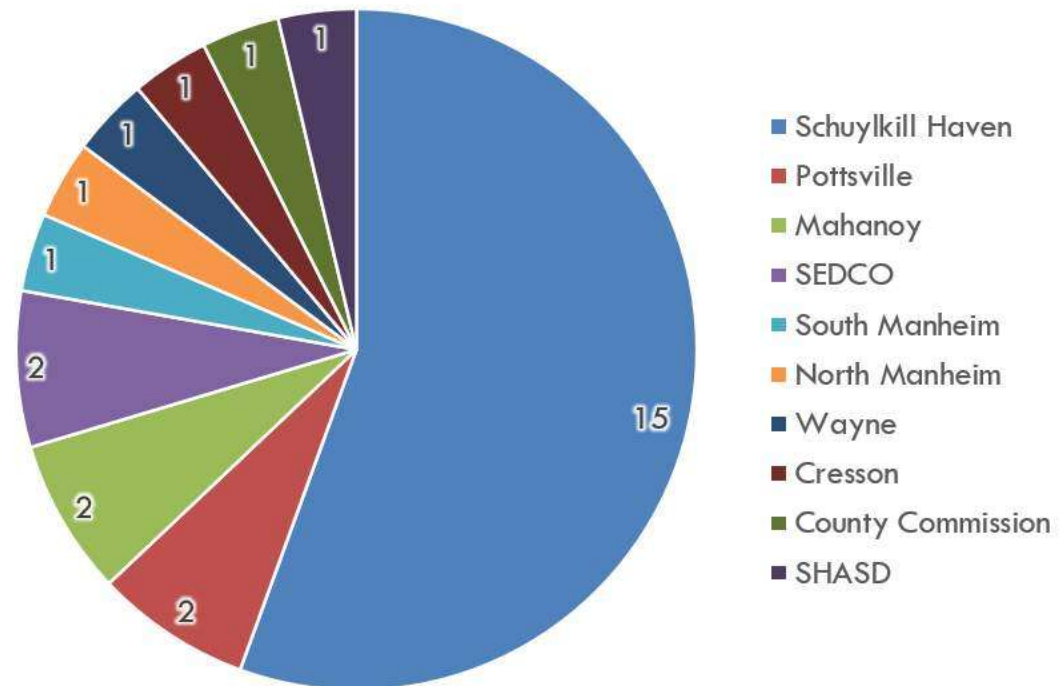
Community Engagement – Community Meeting

- On Thursday, June 5, 2025, residents, property owners, and businesses from the Boroughs of Schuylkill Haven and Cressona, and the Townships of Wayne, North Manheim, and South Manheim came together at the Schuylkill Haven Area School District Offices for a community meeting. Participants learned about the ongoing efforts to enhance the South Schuylkill area, with a focus on the Schuylkill Haven business district and parks. Derck and Edson shared preliminary revitalization plans, visions for enhancing Main Street, Island Park, and Parkway, and strategies for encouraging businesses to expand here. Participants were encouraged to share their ideas and priorities for improving the area.



Community Engagement – Community Meeting Results

- 46 people attended the community meeting including 34 people who signed in. Meeting participants identified the following locations as their place of residence.



Community Engagement – Community Meeting Results

2

Gateways & Wayfinding for South Schuylkill

2A Gateway Improvements at Dock Street and Route 61



Proposed Improvements

- ① Install a welcoming mural
- ② Install color textured pavement at intersection and crosswalks
- ③ Install a tall identification and directional sign pier



2B Gateway Improvements at Manheim Road and Route 61



- ④ Add lighting, trees, and landscaping

Action: Enhance the points of arrival and wayfinding signage throughout the South Schuylkill Region.

Are you supportive of this proposed vision?

Use a dot to tell us how you feel below.

Supportive	Not Sure	Not Supportive
100%	0%	0%

Phase 1: Gateway & Wayfinding Recommendations



Phase 2: Gateway & Wayfinding Recommendations - Key locations in Wayne, North Manheim, and South Manheim Townships, and Cressona Borough

South Schuylkill Community Open House - June 5, 2025

Schuylkill Haven Borough

Cressona Borough

Wayne Township

North Manheim Township

South Manheim Township

SOUTH SCHUYLKILL
UNIFIED committee
for
community revitalization

The proposed gateways and wayfinding strategies received strong support from meeting participants. With 100% of participants supporting this proposed vision, this plan has embraced these proposed improvements.

Community Engagement – Community Meeting Results

3

Business Attraction, Retention, & Market Opportunities

South Schuylkill is creating a plan to support existing businesses and attract new ones to the district.

Business Retention Plan

1. Provide Support Services to Businesses
2. Communication & Engagement
3. Networking & Collaboration
4. Address Challenges
5. Marketing & Promotion

Business Attraction Plan

1. Engage Property Owners
2. Streamline Permitting
3. Develop Incentives
4. Recruit Prospective Businesses
5. Marketing & Outreach

Your ideas for Business Retention & Attraction

Which business types would you like to see in South Schuylkill?

Please use 5 dots on the uses you would most like to see.

Eating & Drinking Establishments	20%
Family & Women's Apparel	5%
Home Furnishing Stores	1%
Art Gallery / Gift Shop	2%
Pet Store	8%
Canoe and Kayak Rental	15%
Bike/E-Bike Rental	10%
Movie Theater	12%
Event Space for Social Events, Weddings, and Meetings	9%
Sporting Goods Store	10%
Hotel/B&B/Lodging	8%

Your ideas for businesses to grow in South Schuylkill

Bike Lane = 34%

Antique Store = 11%

Dog Park = 22%

Hardware Store = 11%

Specialty Stores = 22%

The proposed business attraction and retention plan received strong support from meeting participants during discussions with the facilitator of this community meeting station. The business types receiving strongest support for recruitment and retention in South Schuylkill include:

- Eating & drinking establishments
- Canoe & kayak rental
- Movie theater
- Specialty store
- Antique store
- Hardware store
- Sporting goods store
- Bike/ e-Bike rental

South Schuylkill Community Open House - June 5, 2025

Schuylkill Haven Borough

Cressona Borough

Wayne Township

North Manheim Township

South Manheim Township

SOUTH SCHUYLKILL
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community revitalization



Community Engagement – Community Meeting Results

4

Enhancing Main Street



After - Proposed Riverside Plaza at St John and Main Streets and multi-purpose trail



South Schuylkill Community Open House - June 5, 2025

Schuylkill Haven Borough Cressona Borough Wayne Township North Manheim Township South Manheim Township

Action: Enhance Main Street with street trees, textured crosswalks, curb bumpouts, pocket parks and Riverside Plaza.

Are you supportive of this proposed vision?

Use a dot to tell us how you feel below.

Supportive	Not Sure	Not Supportive
93%	0%	7%



- ① Street Trees
- ② Textured Crosswalks
- ③ Facade Enhancement
- ④ Riverside Plaza
- ⑤ Pocket Park
- ⑥ Curb Bumpouts



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UNIFIED committee
for community revitalization

The proposed Main Street improvements received strong support from meeting participants. With 93% of participants supporting this proposed vision, this plan has embraced the proposed improvements:

- Build Riverside Plaza at St John and Main Street with a multipurpose trail for use during weekends and special events
- Improve the sidewalks and streetscapes along Main Street with street trees, landscaped curb bumpouts, crosswalks, wayfinding signs, information kiosks and pocket parks
- Provide matching grants to incentivize businesses to invest in architectural façade enhancements

Community Engagement – Community Meeting Results

5

Enhancing Island Park and Connecting it to Main Street and the Region



Action: Connect Island Park to Main and Dock Streets and enhance this destination for the region.

Are you supportive of this proposed vision?

Use a dot to tell us how you feel below.

Supportive	Not Sure	Not Supportive
93%	0%	7%



South Schuylkill Community Open House - June 5, 2025

Schuylkill Haven Borough

Cressona Borough

Wayne Township

North Manheim Township

South Manheim Township

SOUTH SCHUYLKILL
UNIFIED committee
for community revitalization

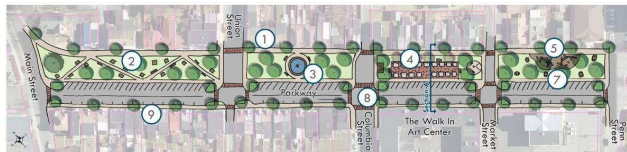
The proposed Island Park and trail and sidewalk connectivity improvements received strong support from meeting participants. With 93% of participants supporting this proposed vision, this plan has embraced the proposed improvements:

- Build Riverside Plaza
- A pedestrian bridge connecting Main Street to Island Park to cross the river near St Johns Street
- Landscaping and Picnic Pavilion at Amphitheater
- Lighting and plaza at the pavilion
- Indoor Rec Facility & Regional Playground
- Restaurant, Sporting Goods & Boat Rental Building
- Signage, crosswalk paving, and lighting at the Broadway St bridge and intersection

Community Engagement – Community Meeting Results

6

Create the Parkway Arts District



Option A

- Existing 86 parking spaces and 108 proposed



Option B

- Existing 86 parking spaces and 107 proposed



Option C

- Existing 86 parking spaces and 109 proposed

- | | | |
|------------|----------------|-------------------------------------|
| ① Trail | ④ Event Space | ⑦ Picnic Area |
| ② Art Walk | ⑤ Playground | ⑧ Textured Crosswalks |
| ③ Fountain | ⑥ Fitness Loop | ⑨ Encourage Art Galleries & Studios |

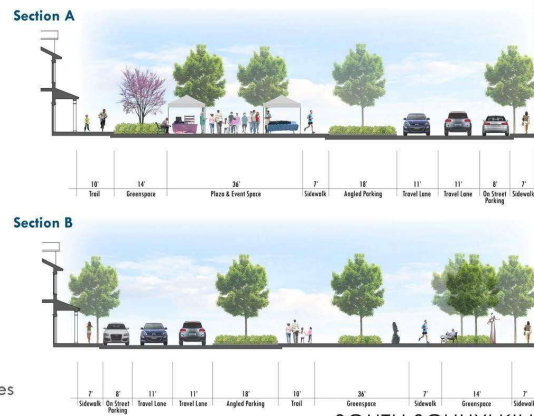
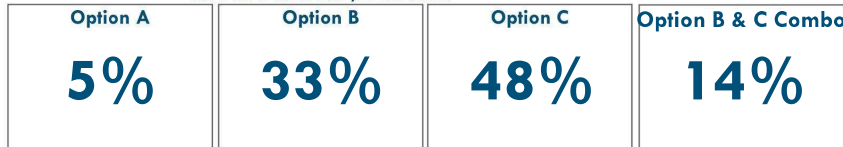
South Schuylkill Community Open House - June 5, 2025

Schuylkill Haven Borough Cressona Borough Wayne Township North Manheim Township South Manheim Township

Action: Enhance Parkway with an updated traffic pattern and civic spaces to create a regional destination for the arts.

Which option do you prefer for Parkway?

Use a dot to tell us how you feel below.



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UNIFIED committee
for community revitalization

The proposed improvements for Option B and Option C received moderate support indicating the need for further study and alternatives. There was strong support for sidewalk

improvements, art displays, and a trail. Meeting participants expressed strongest support for a civic space and traffic calming in front of the Walk In Arts Center and the Borough Police Building. The plan has identified those improvements as a second phase, with the need for further study of traffic and civic space alternatives.

Community Engagement – Community Meeting Results

7

Your Priorities for South Schuylkill
Please use your 10 dots to vote for your top priorities

Business Incentives 8%	Main Street Streetscape Improvements 11%	Riverside Plaza and Pocket Park 9%	Design Guidelines 1%
Enhance Island Park 10%	More Restaurants 10%	More Service Businesses 3%	More Diverse Retail 4%
Better Connecting Trails to Island Park, Main Street, and Parkway 9%	Safer Crosswalks 4%	Better Lighting 5%	Enhance Wayfinding Signs and Gateways 8%
Cleaner Sidewalks and Buildings 6%	Enhance Parkway 6%	More Attractive Storefronts 7%	Better Hours when Open 0%

The following revitalization strategies received the strongest support, with the highest priorities at the top:

- Main Street Streetscape Improvements
- Enhance Island Park
- More Restaurants
- Riverside Plaza and Pocket Park
- Better Connecting Trails to Island Park, Main Street, and Parkway
- Enhance Wayfinding Signs and Gateways
- Business Incentives
- More Attractive Storefronts

South Schuylkill Community Open House - June 5, 2025

Schuylkill Haven Borough Cressona Borough Wayne Township North Manheim Township South Manheim Township

SOUTH SCHUYLKILL
UNIFIED committee
for
community revitalization



Community Engagement – Community Meeting Results

South Schuylkill Community Open House - Comment Card

What municipality do you live in?

- ☐ Schuylkill Haven Borough
☐ Cressona Borough
☐ Wayne Township
☐ North Manheim Township
☐ South Manheim Township
☐ Other: _____

Is this plan moving in the right direction?

- ☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

How often do you visit downtown Schuylkill Haven?

- ☐ Daily
☐ Weekly
☐ A few times a month
☐ A few times a year
☐ Never

Are you willing to be involved in this effort to revitalize South Schuylkill?

- ☐ Yes
☐ Maybe
☐ No

What are your suggestions for future consideration?

If you would like to be involved or discuss your comments via phone or email, please fill out the section below.

What is your name? _____

What is your phone number? _____

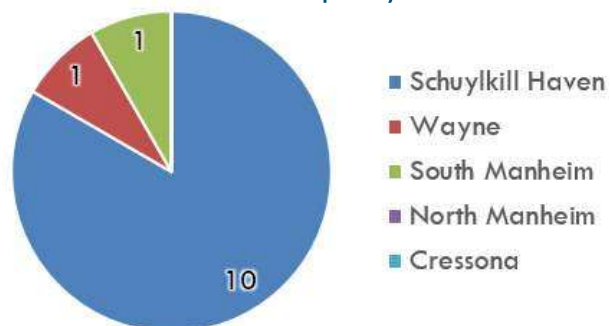
What is your email? _____

June 5, 2025

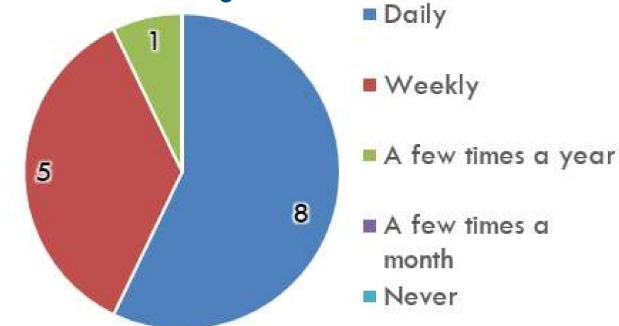
SOUTH SCHUYLKILL
UNIFIED committee
for
community revitalization

The following insights were gained during the meeting from the Comment Cards:

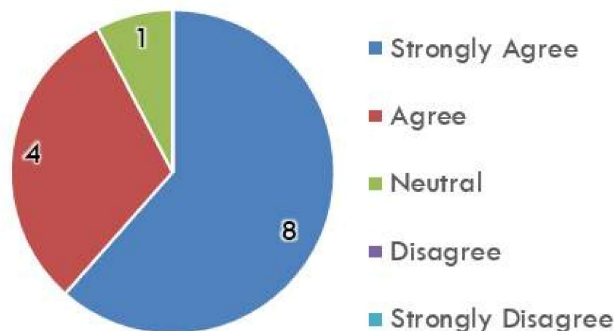
Municipality?



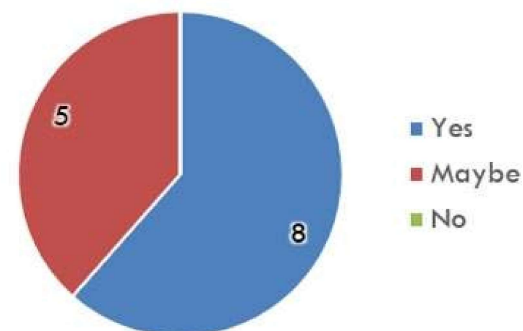
Visiting Downtown?



Plan going in right direction?



Be Involved?





4

Revitalization Plan Recommendations

Summary of Recommendations

The South Schuylkill Unified Strategic Revitalization Plan has established four recommendations to give focus to this plan:

- A. Promotion:** Enhancing your Brand, Tourism and Community Attractions
- B. Design:** Placemaking, Connectivity & Walkability
- C. Organization:** Building community support, organizational capacity, and partnerships
- D. Economic Development:** Implementation of business retention and attraction plan

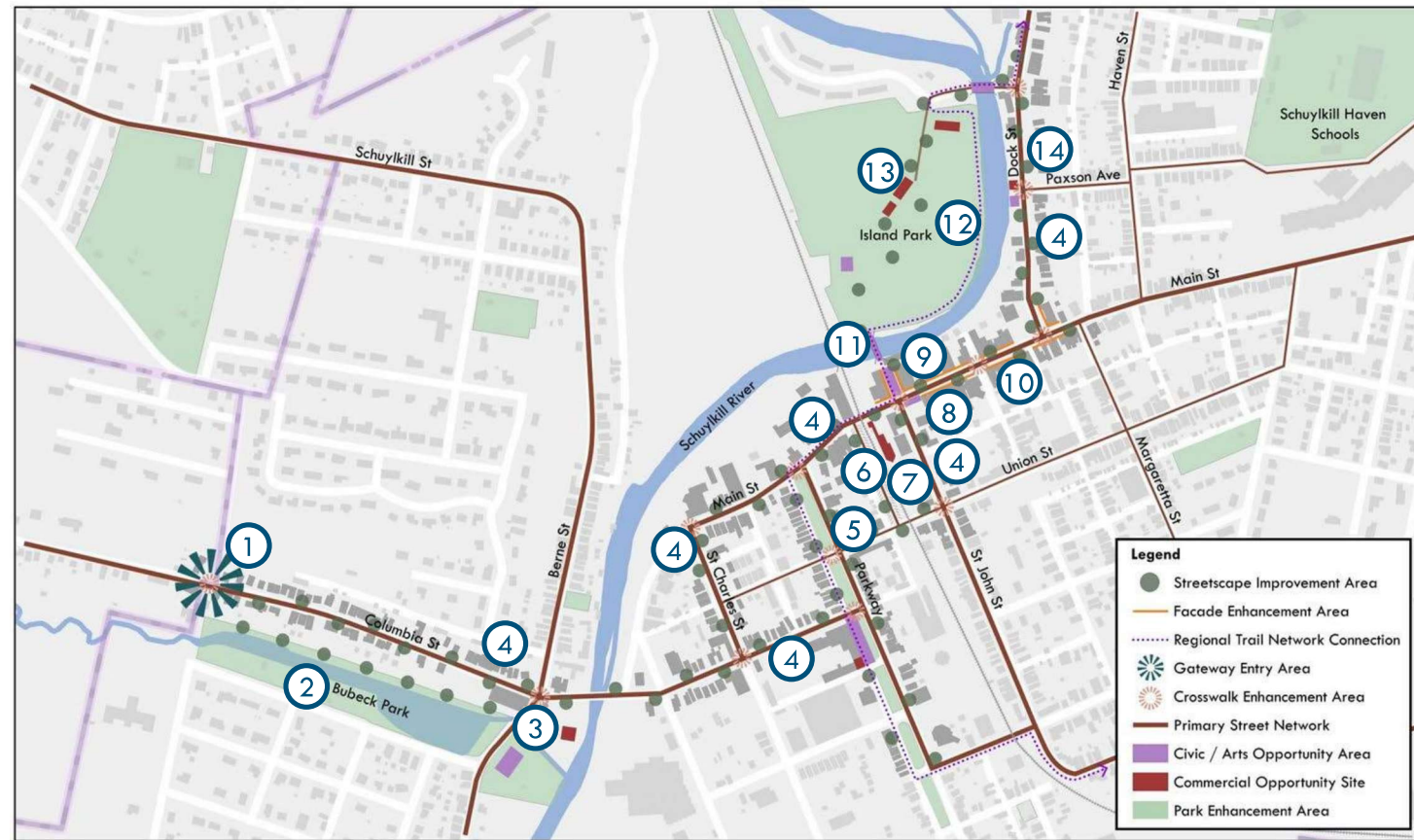
These recommendations are a) aligned with the Main Street Four Point Approach, b) organized to support four implementation committees, and c) consistent with the revitalization goals established for this plan.



Summary of Physical Improvements

Proposed Improvements include:

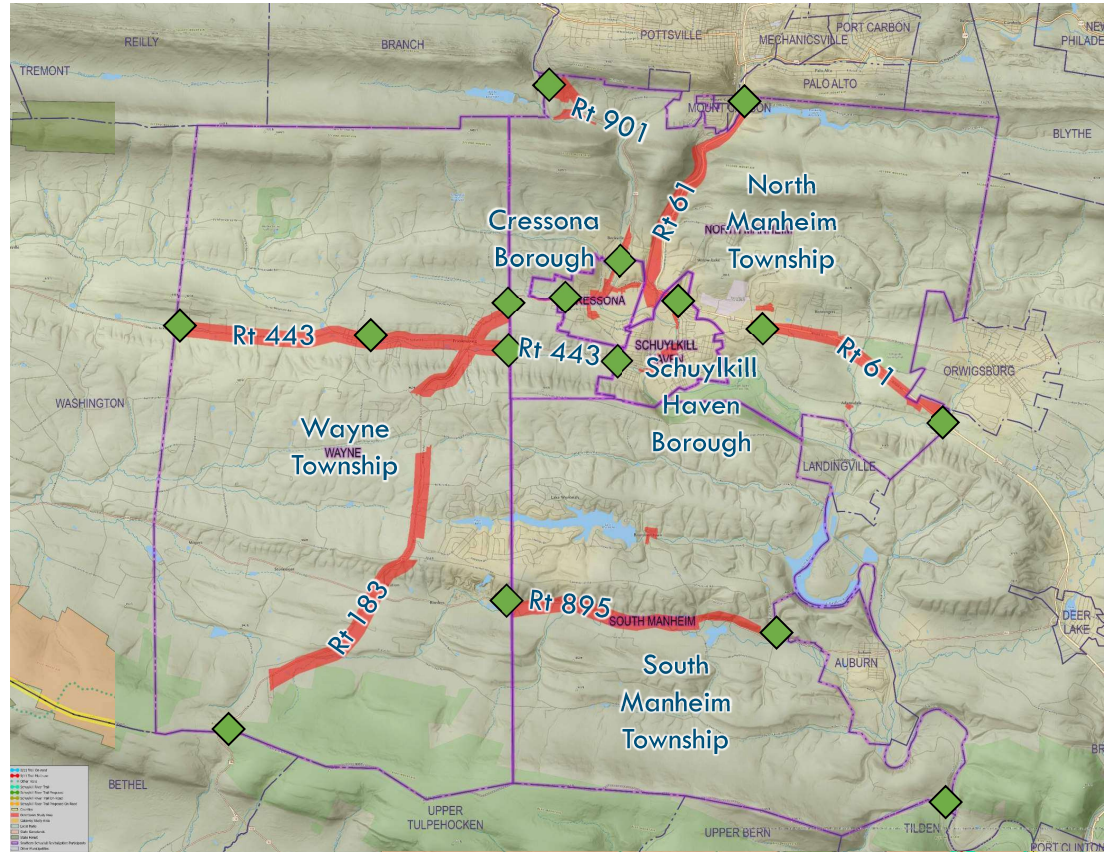
1. Western Gateway
2. Updates to Bubeck Park
3. Commercial/Civic Opportunity at Bubeck Park
4. Streetscape Improvements
5. Parkway Arts District Improvements
6. Parking Improvements
7. Railroad Tourism
8. Plaza and Signage at Main and St John Street
9. Riverside Plaza on St John Street
10. Façade Improvements
11. Pedestrian Bridge to Island Park
12. Regional Trail Network Connection
13. Island Park Improvements – bridge lighting, picnic grove, recreation buildings, regional playground
14. Commercial/Civic Opportunity along Dock Street



A1. Promotion: Community Assets & Regional Tourism

Identify, enhance, and promote the parks, trails, arts destinations, businesses, outdoor recreation assets that support regional tourism.

- Establish gateway signage at key points of arrival and identity within South Schuylkill, possibly significant civic, cultural, natural or recreational destinations
- During Phase 2 Services
 - Establish a Brand for South Schuylkill
 - Create a unified Signage and Wayfinding Plan
 - Create a destination marketing plan
 - Initiate a matching grant program and design guidelines to enhance building facades
- South Schuylkill Gateway Signage 



A2. Promotion: Gateways & Wayfinding

Enhance gateways and wayfinding signage with murals, kiosks, signage, lighting & a coordinated web experience.

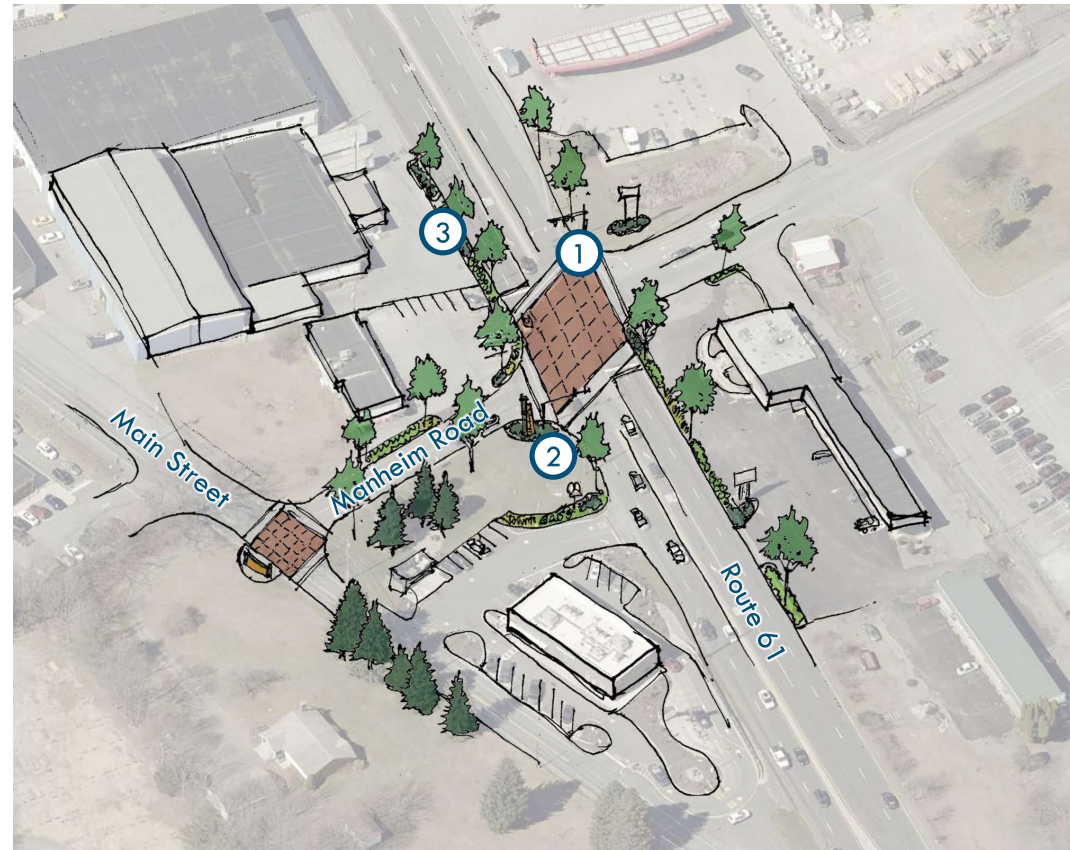
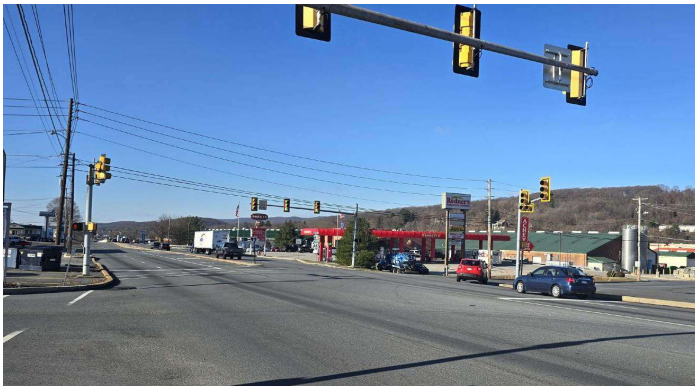
- Transform the Gateway at Dock Street and Route 61 as a recognizable point of arrival:
 1. Install a welcoming mural
 2. Install color textured pavement at intersection and crosswalks
 3. Install a tall identification and direction sign
 4. Add lighting, trees and landscaping



A2. Promotion: Gateways & Wayfinding

Enhance gateways and wayfinding signage with murals, kiosks, signage, lighting & a coordinated web experience.

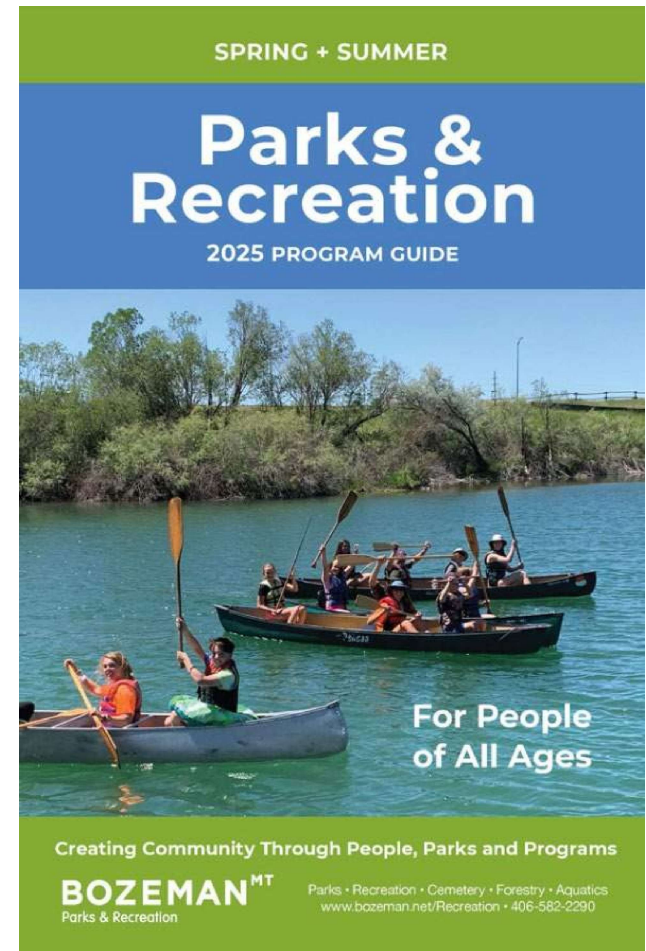
- Transform the Gateway at Manheim Road and Route 61 as a recognizable point of arrival:
 1. Install color textured pavement at intersection and crosswalks
 2. Install a tall identification and direction sign
 3. Add lighting, trees and landscaping



A3. Promotion: Outdoor Recreation

Promote outdoor recreation, events, and commerce at South Schuylkill destinations to support greater Schuylkill River trail use, water trail use, and recreational programming.

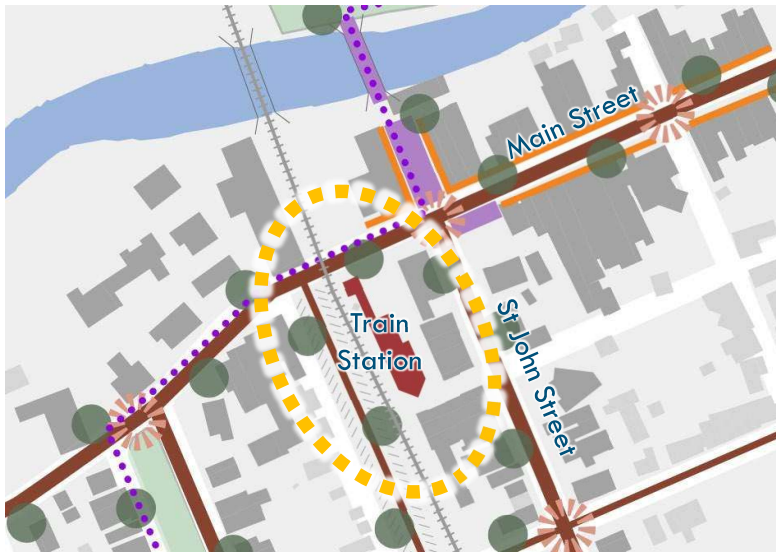
- Collaborate with Schuylkill Haven Borough on the creation of the 2025 Community Recreation and Open Space Plan now underway to upgrade the parks facilities as both neighborhood serving parks and regional recreation destinations
- Create promotional materials, including a website and brochures, to feature outdoor recreational opportunities at South Schuylkill parks and recreation, Island Park recreational assets, the Schuylkill River water trail, the Schuylkill River Greenway, September 11th National Memorial Trail, Schuylkill Haven as a Trail Town, and the Hawk Mountain Sanctuary



A4. Promotion: Railroad Tourism

Engage the Reading & Blue Mountain Northern Railroad to support more frequent rail tourism.

- Look to other successful PA Railroad Tourism programs for inspiration about how to connect trail tourism, downtown revitalization, and business retention and recruitment goals.



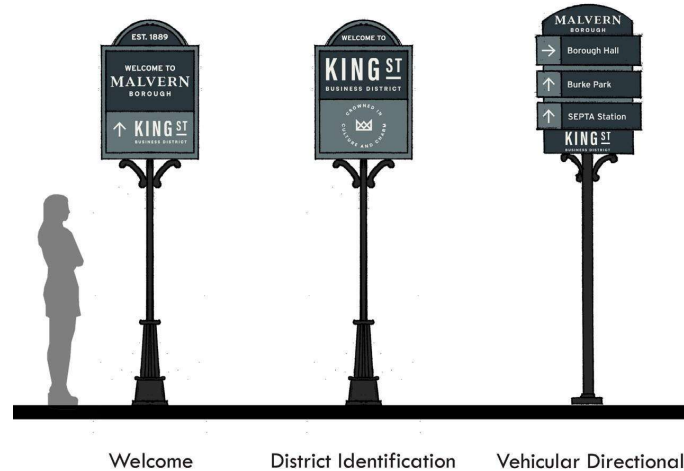
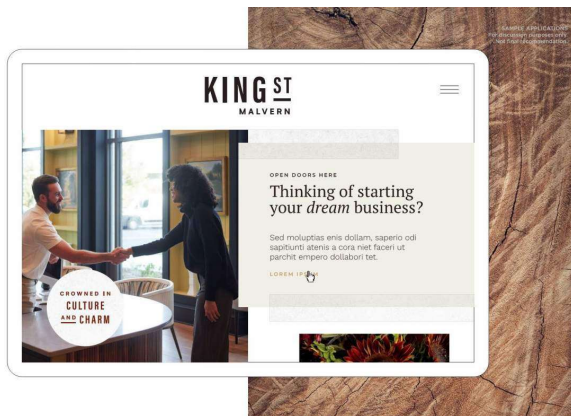
Colebrookdale Railroad



Strasburg Railroad

A5. Promotion: Branding

Establish a brand and promotional program to guide in the creation of a website, gateway sign piers, destination signs, murals, magazine articles, and a consistent message about South Schuylkill and its history, people, businesses and many attractions.



A6. Promotion: A Coordinated Calendar of Events

Establish a coordinated calendar of events for South Schuylkill.

- Collaborate with organizations throughout Schuylkill County and South Schuylkill to create synergy rather than competition for major events
- Establish a shared online calendar and at least two scheduling events per year to coordinate events with themes that can engage organizations to promote tourism, community events, business district events, and holiday celebrations

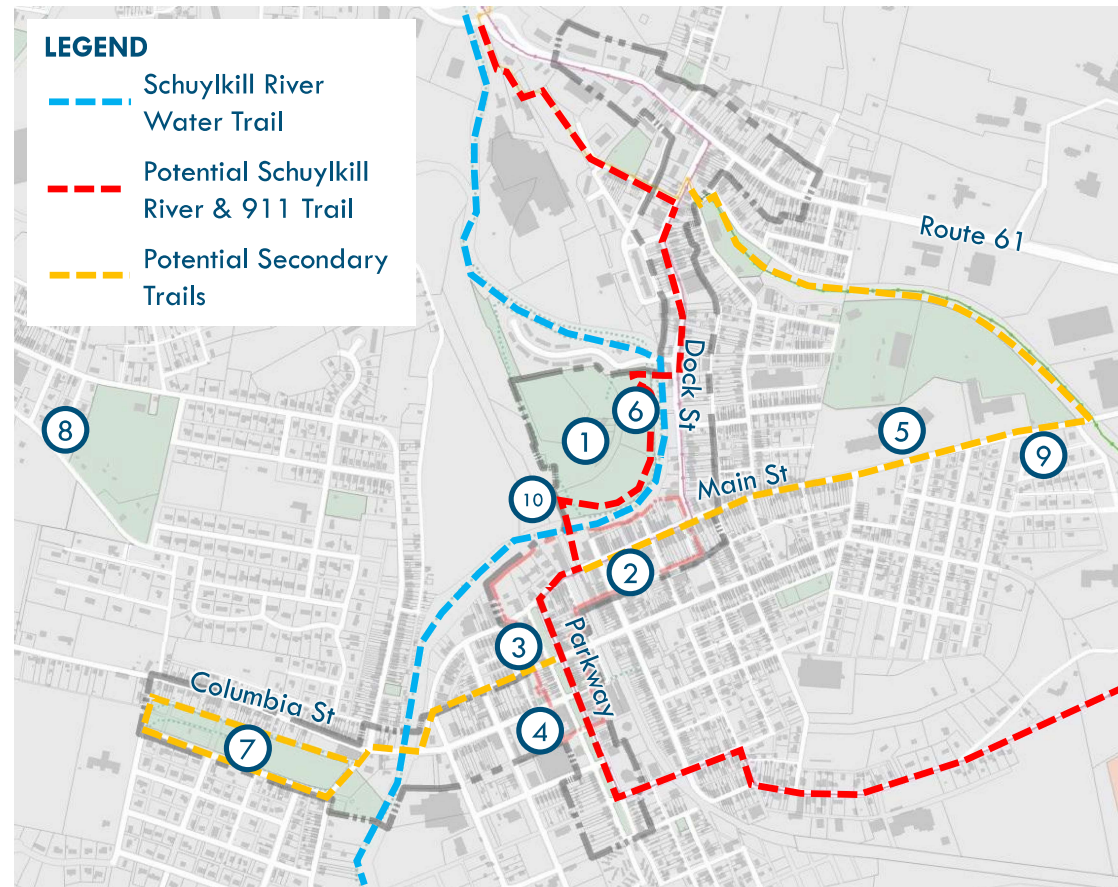


B1. Design: Regional Trails

Plan and build regional hiking, bicycling, and water trails to celebrate the region's heritage and outdoor recreation amenities.

Connect trails to the following:

1. Island Park & Amphitheater
2. Main Street Business District
3. Parkway Arts District
4. Walk In Arts Center
5. Schuylkill Haven High School
6. Schuylkill River Boat Launch
7. Bubeck Park
8. Cressona Borough
9. Planet Walk
10. Proposed Pedestrian Bridge across the Schuylkill River

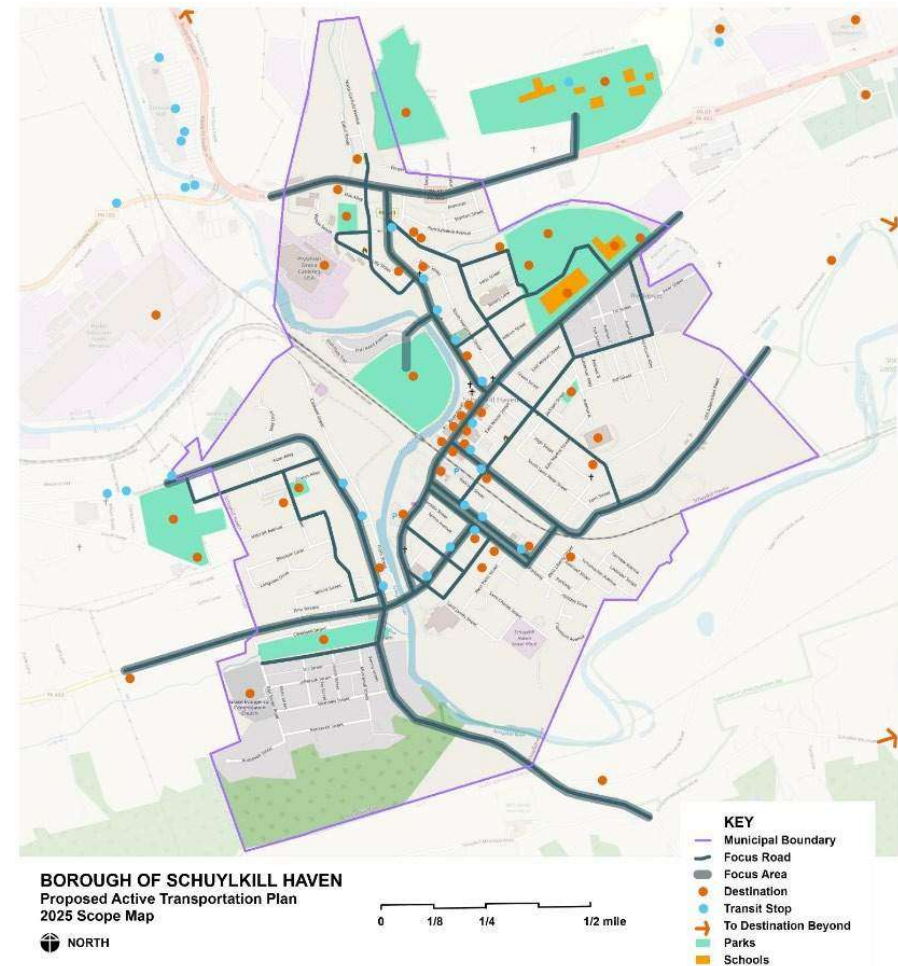


B2. Design: Enhance Walkability

Envision, plan, and implement an Active Transportation Plan to improve sidewalks, crosswalks, trails, public transit, and multimodal access to South Schuylkill neighborhoods and destinations.

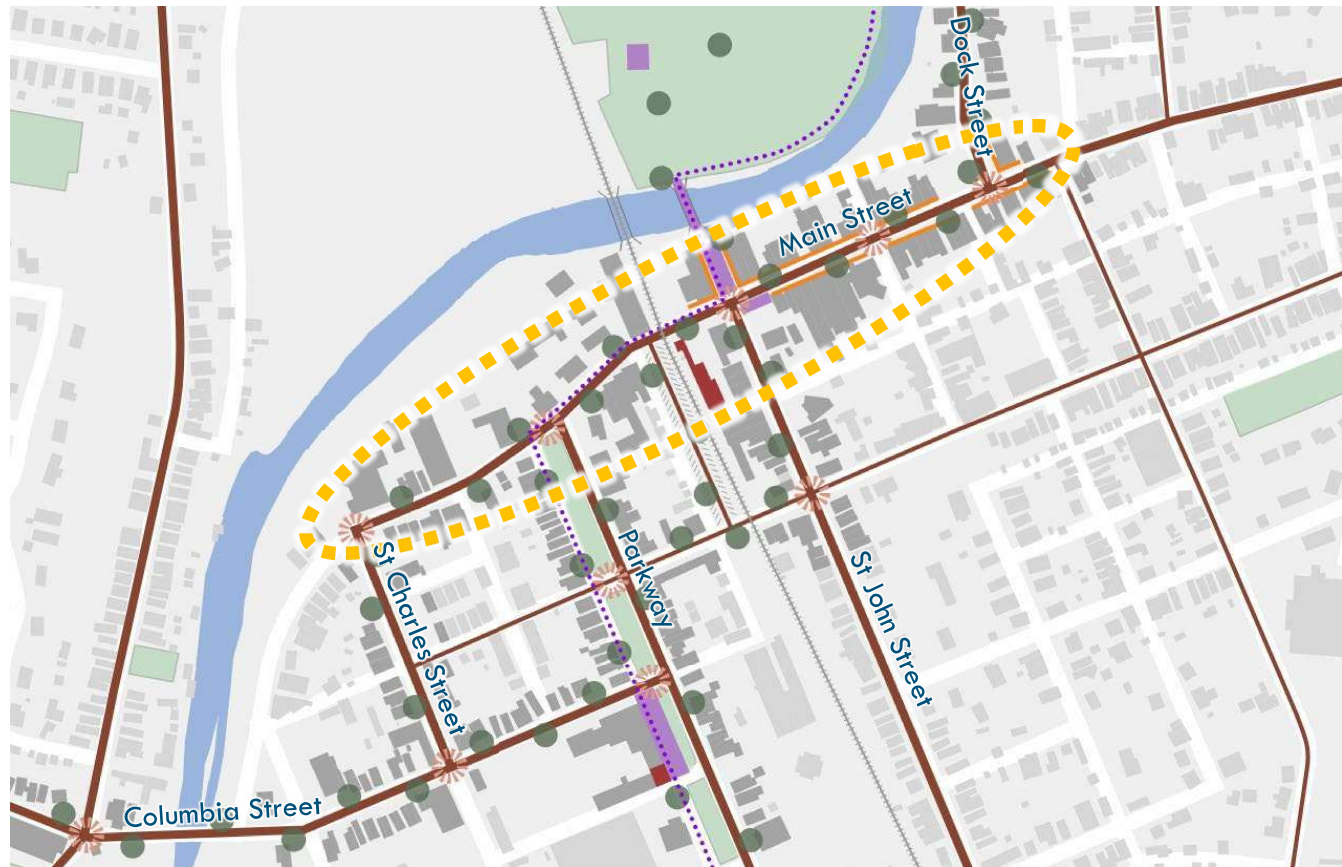
2025 – 2026 Active Transportation Plan Scope of Work

- Task 1 – Project Management
- Task 2 – Vision and Goals
- Task 3 – Community Engagement
- Task 4 – Existing Conditions
- Task 5 – Proposed Projects and Programs
- Task 6 – Priority Projects
- Task 7 – Active Transportation Toolbox
- Task 8 – Implementation
- Task 9 – Funding Strategies
- Task 10 – Performance Measures



B3. Design: Enhance Main Street

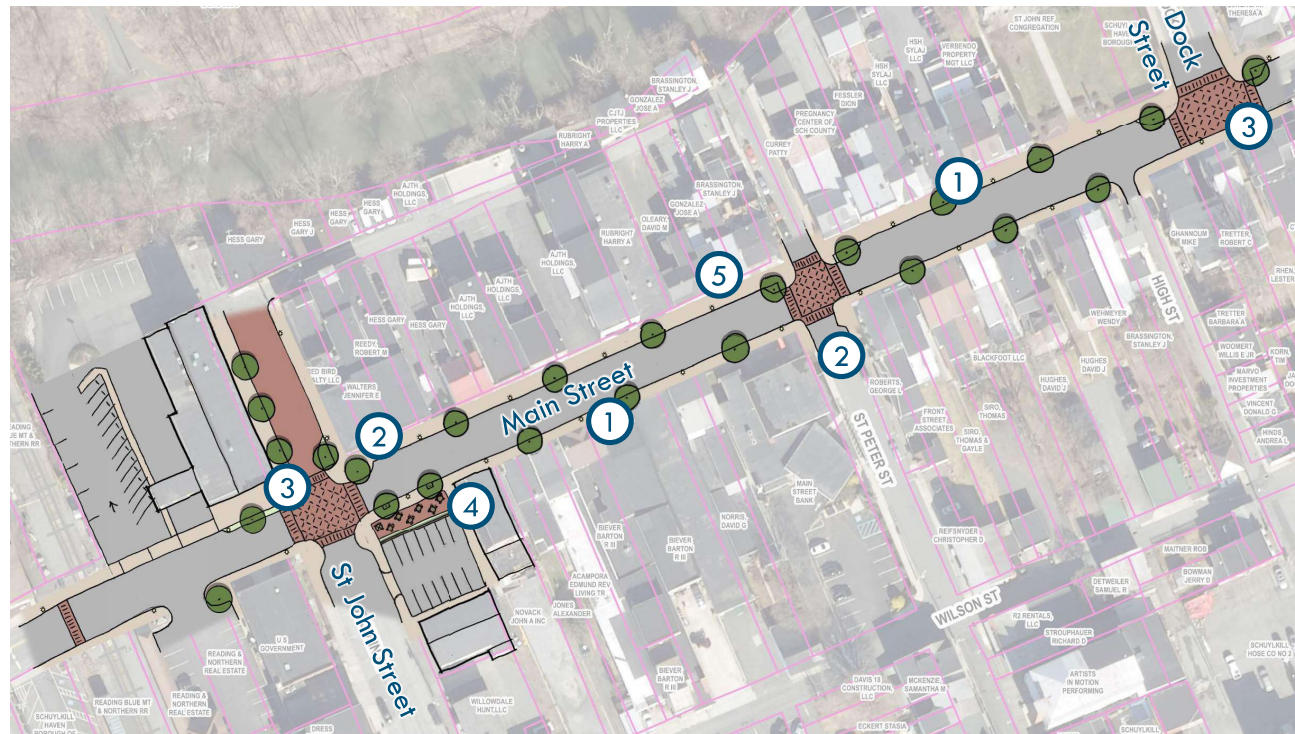
Enhance Main Street with street trees, textured crosswalks, curb bump outs, kiosk, and pocket parks.



B3. Design: Enhance Main Street

Enhance Main Street from St John Street to Dock Street with the following enhancements:

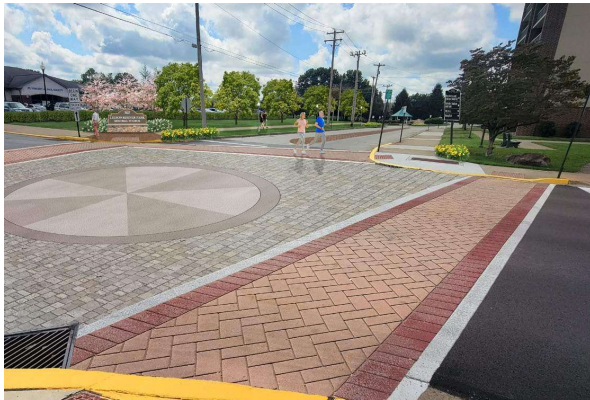
1. Street Trees
2. Curb Bump outs
3. Textured Paving and Crosswalks
4. Pocket Park
5. Pedestrian Lights



B3. Design: Enhance Main Street

Enhance Main Street from St Charles Street to St John Street with the following enhancements:

1. Street Trees
2. Curb Bump outs
3. Textured Paving and Crosswalks
4. Pocket Park
5. Pedestrian Lights



B4. Design: Riverside Plaza

Design and program a plaza at St John Street as a weekend-only central gathering place for community events connecting Island Park visitors to Main Street businesses.

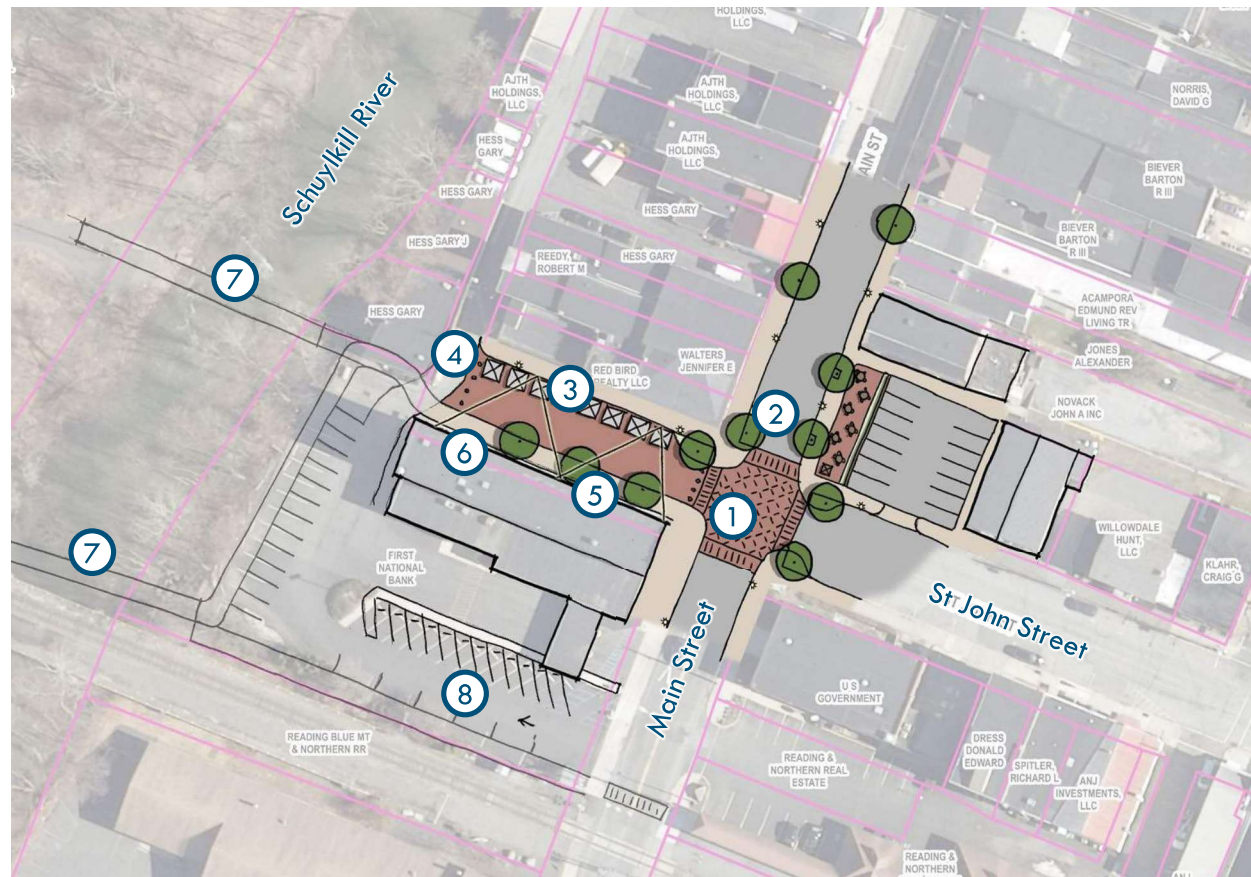
- A new multi-purpose trail is planned for the south side and streetscape improvements are proposed throughout.
- When events aren't going on it would operate as a typical street.



B4. Design: Riverside Plaza

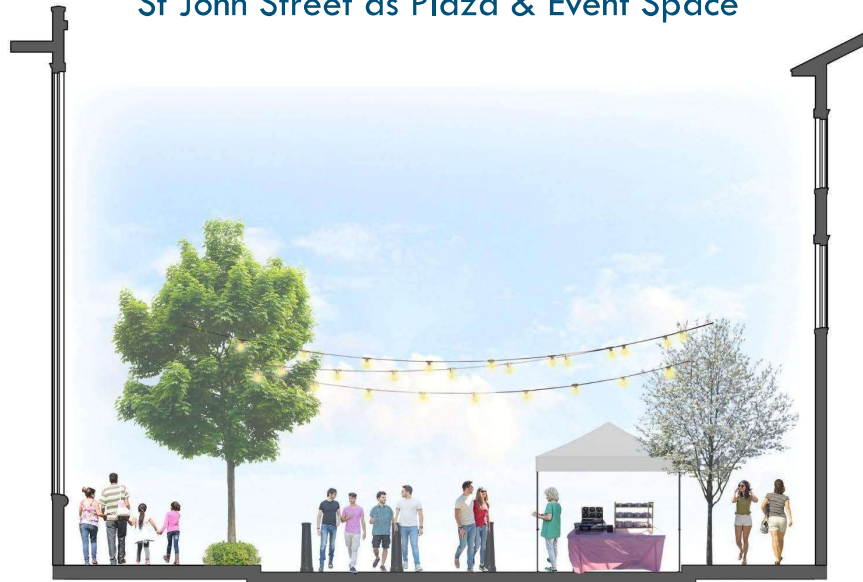
Design and program Riverside Plaza with the following features:

1. Textured Paving and Crosswalks
2. Curb Bump outs
3. String Lights
4. Removeable Bollards
5. Street Trees
6. Trail
7. Pedestrian Bridge Options
8. Potential Parking Lot Restriping



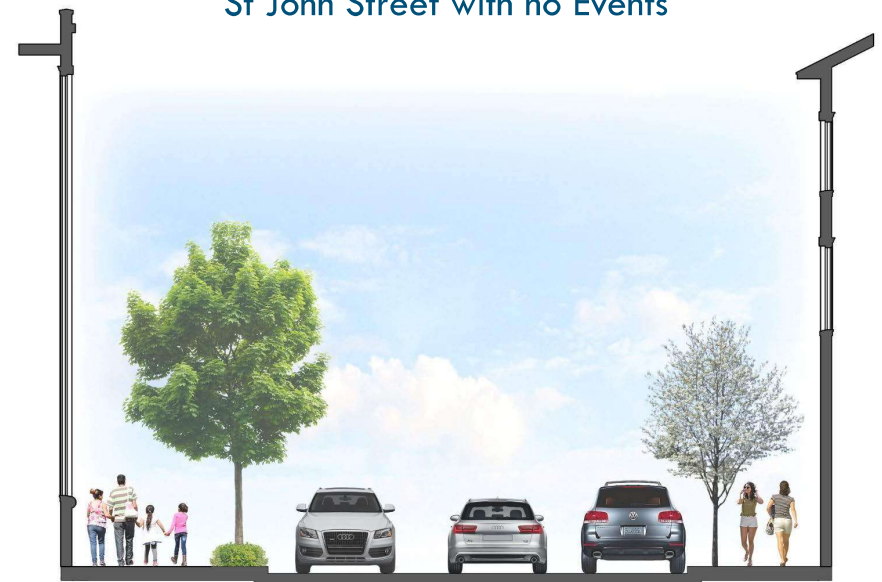
B4. Design: Riverside Plaza

St John Street as Plaza & Event Space



10'	4'	30'	11'
Trail	Tree Pit	Plaza & Event Space	Sidewalk & Tree Pit

St John Street with no Events

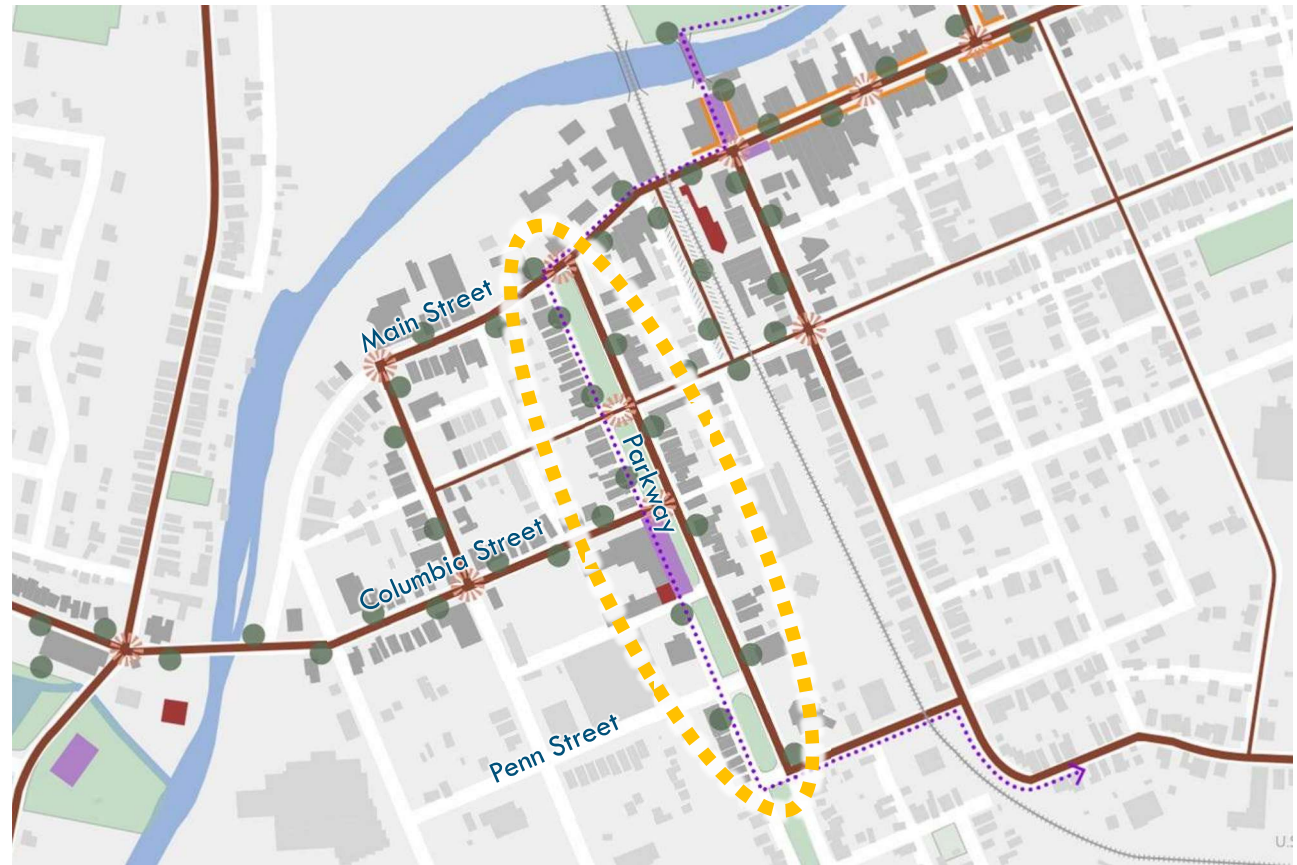


10'	4'	11'	11'	8'	11'
Trail	Tree Pit	Travel Lane	Travel Lane	On Street Parking	Sidewalk & Tree Pit

B5. Design: Parkway Arts District

Enhance Parkway with an updated traffic pattern and civic spaces to create a regional destination for the arts.

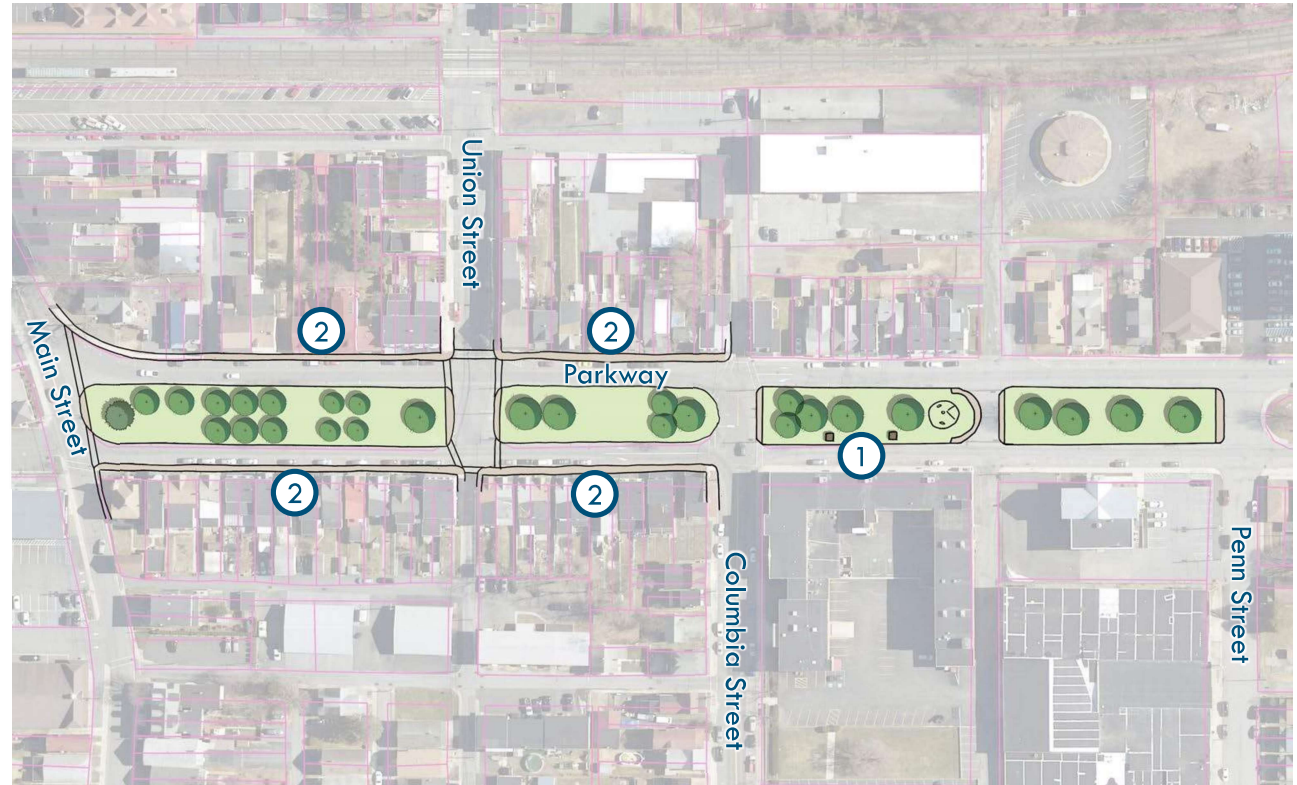
- **Phase 1**
 - Art Space Installations and Sidewalk Improvements
- **Phase 2**
 - Arts Café and Gallery
- **Phase 3**
 - Eastern Parkway Plaza and Traffic Calming from Columbia Street to Penn Street
- **Phase 4**
 - Western Parkway Plaza, Circulation, and Traffic Calming Improvements from Columbia Street to Main Street



B5. Design: Parkway Arts District – Phase 1

Implement sidewalk improvements from Main Street to Columbia Street and install art sculptures along Parkway.

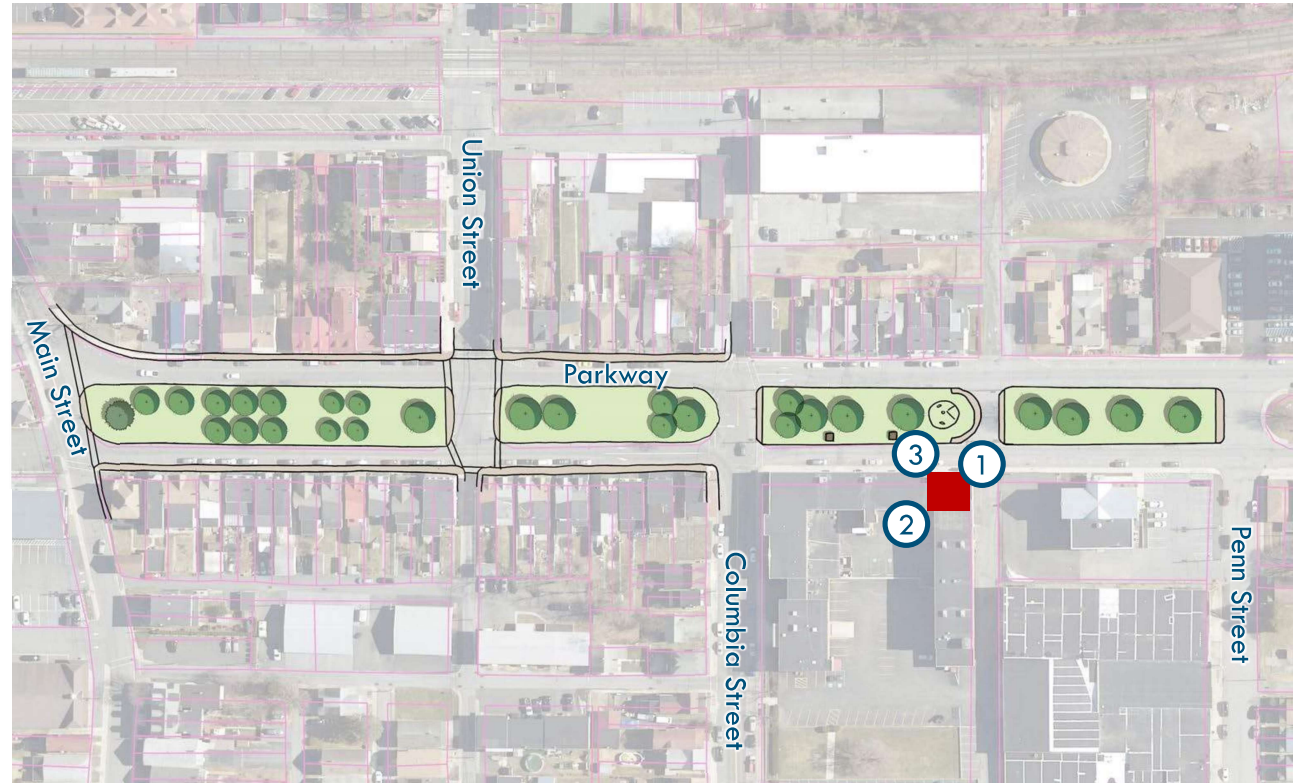
1. Art Space Installations
2. Sidewalk Improvements



B5. Design: Parkway Arts District – Phase 2

Design and implement an Arts Café and Gallery in the Walk In Arts Center with a new entrance off Parkway.

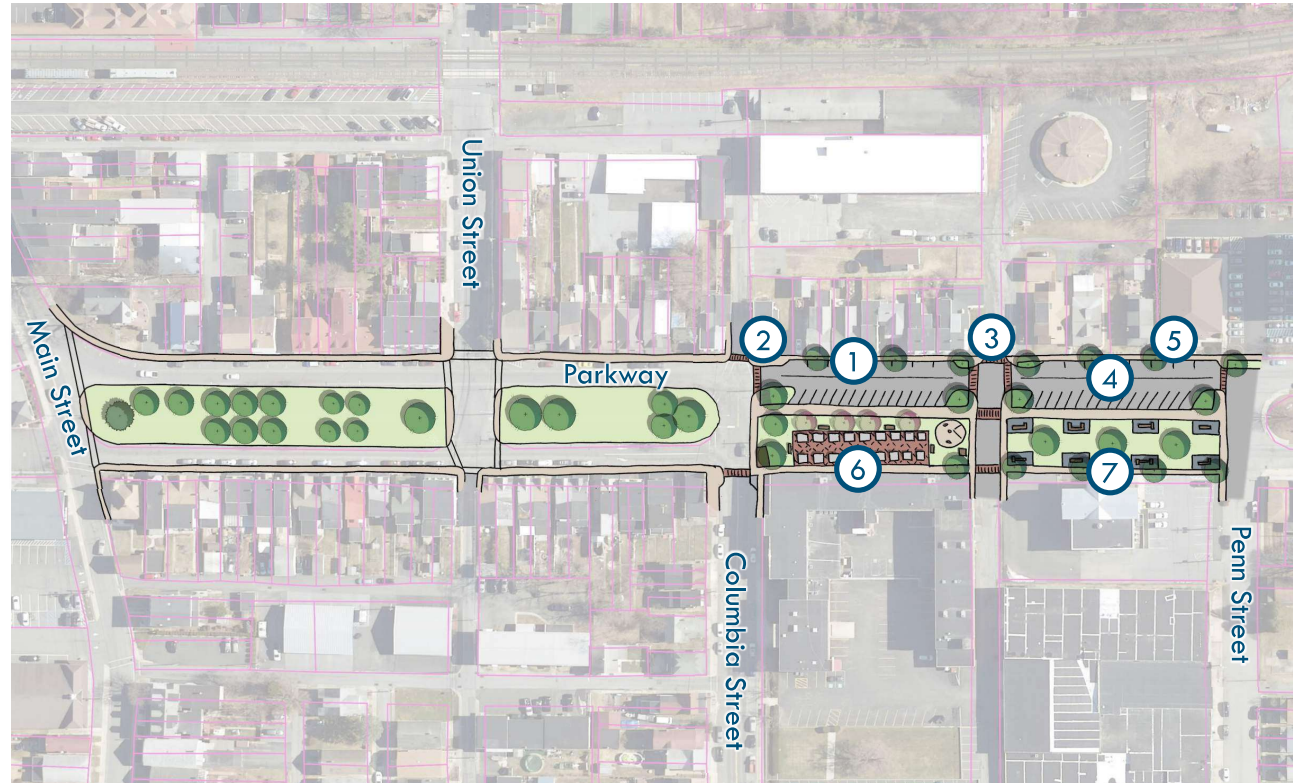
1. Arts Café
2. Walk In Arts Center Gallery
3. Entrance Facing Parkway



B5. Design: Parkway Arts District – Phase 3

Enhance Parkway with an updated traffic pattern, event space, and fitness loop.

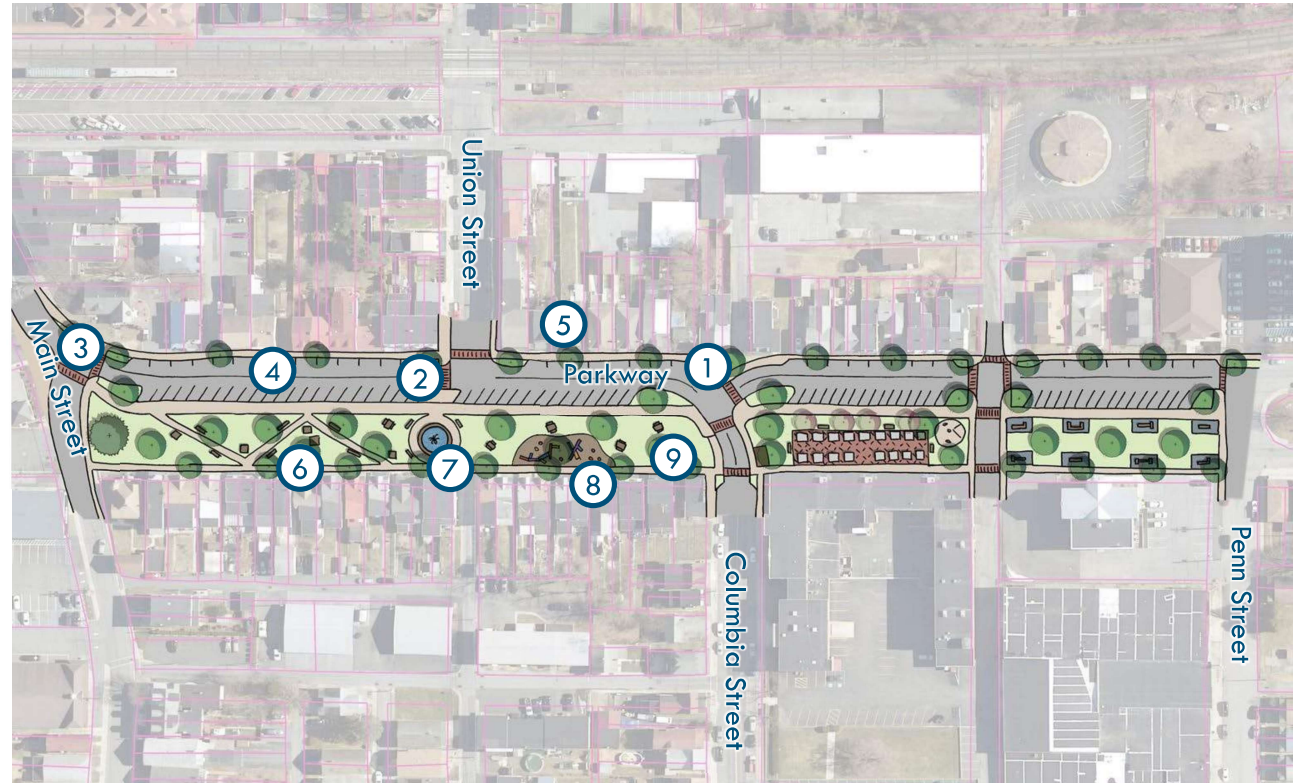
1. Road Circulation Update
2. Curb Bump outs
3. Textured Crosswalks
4. Reverse Angled Parking
5. Street Trees
6. Event Plaza
7. Fitness Loop Trail



B5. Design: Parkway Arts District – Phase 4

Enhance Parkway with an updated traffic pattern and civic spaces. Create a regional destinations for the arts.

1. Road Circulation Update
2. Curb Bump outs
3. Textured Crosswalks
4. Reverse Angled Parking
5. Street Trees
6. Art Walk
7. Fountain
8. Playground
9. Picnic Grove



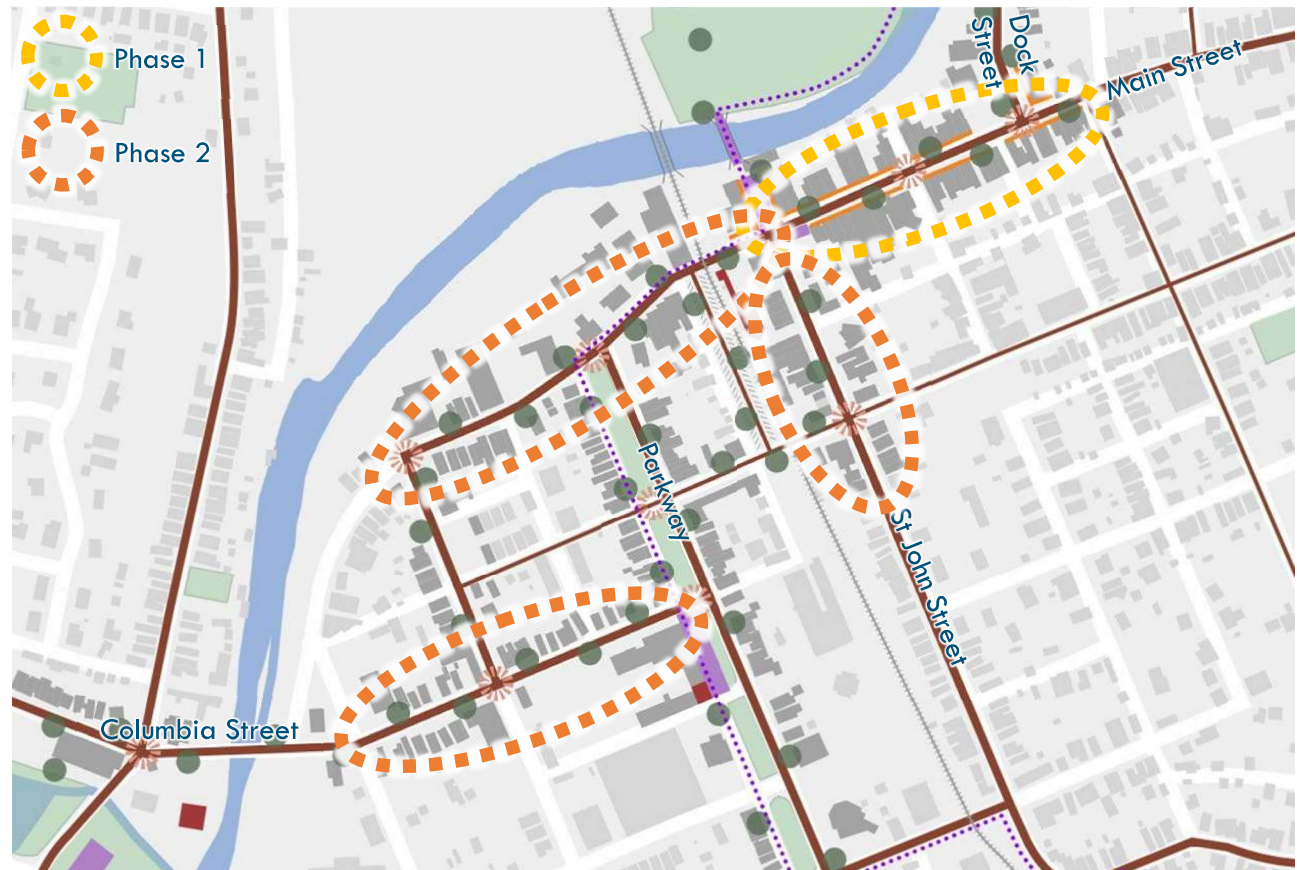
B6. Design: Main Street Storefronts and Facades

Secure façade enhancement grants to promote private investments in storefronts, architecture, & signage.

- Improving facades within the Main Street Business District will create a welcoming environment for visitors and residents
- Establishing Design Guidelines will coordinate the facades within the District



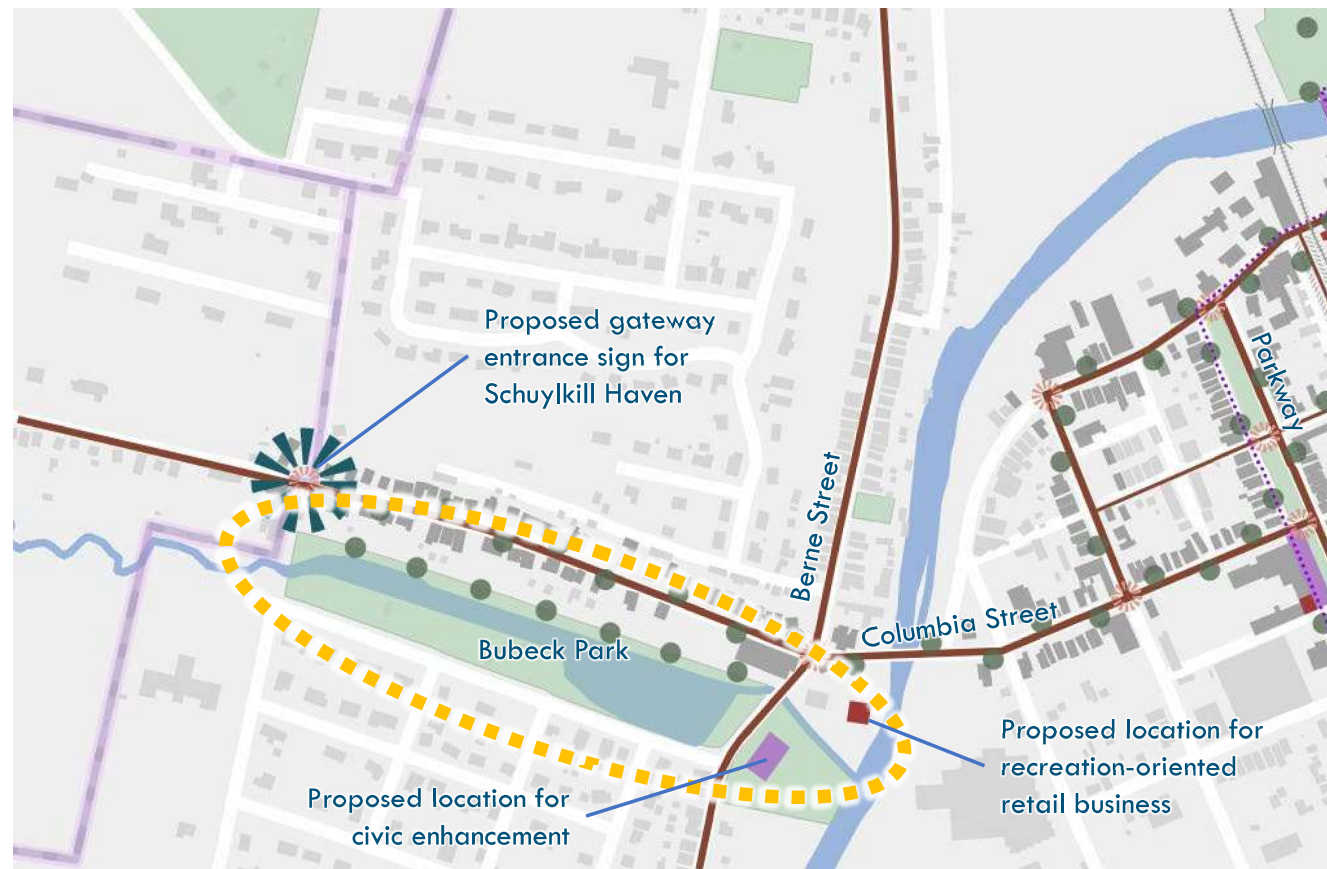
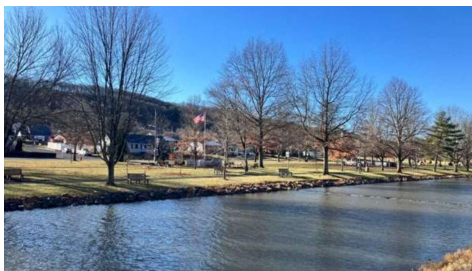
Façade Improvement Example from Honesdale, PA



B7. Design: Enhance Bubeck Park

Enhance Bubeck Park as a destination for community events, Schuylkill River recreation, and multi-generational activities

- Consider a recreation-oriented retail business along Berne Street



B8. Design: Island Park

Connect Island Park, Main and Dock Streets and enhance this regional destination for recreation, entertainment, and Schuylkill River adventures.



B8. Design: Island Park

Enhance Island Park as a regional destination with the following enhancements

1. Riverside Plaza
2. Pedestrian Bridge
3. Landscaping & Picnic Pavilion at Amphitheater
4. Lighting & Plaza at the Pavilion
5. Indoor Recreation Facility
6. Regional Playground
7. Restaurant, Sporting Goods & Boat Rental Building
8. Signage, Crosswalk Paving & Bridge Lighting
9. Civic and Commercial Opportunity along Dock Street



B8. Design: Island Park

In the vicinity of Broadway Street and the boat launch and pavilion, the plan calls for Island Park and the Business District to be enhanced in the following ways:

1. Install Lighting & Plaza at the Pavilion
2. Conduct a feasibility study for an Indoor Recreation Facility
3. Build a Regional Playground
4. Create incentives for a private entity to build and operate a Restaurant, Sporting Goods & Boat Rental Building
5. Install Signage, Crosswalk Paving & Bridge Lighting in the vicinity of the Broadway Bridge
6. Create incentives for a private entity to build and operate a civic space and commercial business along Dock Street



B8. Design: Island Park

In the vicinity of St John Street, the Amphitheater, and Pavilion, the plan calls for Island Park and the Business District to be enhanced in the following ways:

1. Create a multipurpose event space and trail at Riverside Plaza
2. Build a Pedestrian Bridge to connect Island Park to the Main Street business district
3. Install Landscaping & Picnic Pavilion at Amphitheater
4. Install Lighting & a Plaza at the Pavilion



C1 & C2. Organization: Executive Director and Board

South Schuylkill Unified should:

- Hire and guide an Executive Director to coordinate, manage and realize economic development initiatives
 - Identify key organizations, leadership, and economic development skills that will support the implementation of the strategic revitalization Plan
- Recruit a Board of Directors to offer a range of key skills, guide the revitalization, and create a financially sustainable organization
 - Identify core skills for board members related to real estate, tourism, business recruitment, financial management, promotion, event management, fund raising and familiarity with regional employers and businesses

C3. Organization: Implementation Committees

- To support and implement the plan, South Schuylkill Unified should create and manage four implementation committees. These committee are organized around the Main Street Four Point Approach including the:
 - A. Promotion Committee** focusing on:
 - Enhancing the brand, tourism and community attraction recommendations
 - B. Design Committee** focusing on:
 - Placemaking, connectivity & walkability recommendations
 - C. Organization Committee** focusing on:
 - Building community support, organizational capacity, and partnerships recommendations
 - Pursuing designation as a Pennsylvania Main Street community
 - D. Economic Development Committee** focusing on:
 - Business retention and attraction plan recommendations
- South Schuylkill Unified should leverage and expand your current strategic partnerships to enhance your organizational capacity to take on projects, secure grants, run successful events and attract financial sponsors

C4. Organization: Grants

- To support key implementation initiatives, South Schuylkill Unified will need to engage with its board, partners, staff, and consultants to write grants, secure sponsorships, coordinate and implement projects. South Schuylkill Unified should:
 - Review and prioritize upcoming projects and seek partnerships, funding sources and grants to implement these the Strategic Revitalization Plan
 - Engage or write grants to support major projects



C5. Organization: Seek Main Street Designation

- The Pennsylvania Department of Community and Economic Development's (DCED) Main Street Matters program is designed to support Pennsylvania's downtowns and surrounding neighborhoods with tools to create healthy, vibrant, and welcoming communities. Funding is available to support revitalization efforts in planning, business support, aesthetic improvements, and the increase of safety and security.
- Main Street Designation through the Commonwealth of Pennsylvania is an opportunity for targeted investment and/or development and the design and implementation of a strategy to address those needs.
- The Pennsylvania Downtown Center is the organization that DCED has engaged to provide technical support for Main Street communities throughout the state.



D1. Economic Development: Business Retention

South Schuylkill is entering a new chapter driven by the strength of its small businesses and a shared vision for its vibrant communities. The Business Retention and Attraction Strategy advances regional goals through targeted, localized action. Informed by community input and regional market data, the strategy outlines practical, immediate steps—many that can be led by volunteers—that will help reinvigorate downtown Schuylkill Haven and contribute to a stronger, more connected Southern Schuylkill region.

Local input was gathered through interviews, focus groups, and community meetings, and the message was clear: residents and stakeholders envision a vibrant, walkable downtown Schuylkill Haven with thriving small businesses, consistent hours, diverse retail and dining options, better parking, and a stronger sense of place.

A healthy downtown economy starts with supporting the businesses already operating there. When these businesses succeed, they become the best marketing tools for attracting new ones. This strategy recognizes that retention and attraction go hand in hand—and it proposes a set of initiatives that grow both simultaneously. ***Section D highlights a summary of the recommendations with a series of Quick Wins for Volunteers, while the full Business Retention & Attraction Plan in Appendix C offers detailed strategies, checklists, and ideas for implementation.***



D1. Economic Development: Business Retention

Supporting Today's Businesses and Growing Tomorrow's

Business retention is priority one. It involves direct engagement with small business owners to better understand their needs, deliver relevant technical assistance, and strengthen their ties with municipal leadership and support organizations. Simple efforts like assembling support resources, building a current contact list, hosting workshops, or launching a downtown email newsletter can be done immediately—and with volunteer help.

Quick Wins for Volunteers

- Create and distribute a contact sheet for all downtown businesses.
- Organize a "Retail Roundtable" breakfast to discuss shared challenges.
- Launch a secret shopper feedback program and follow up with helpful resources.

Strengthening communication is equally critical. Some existing businesses may feel disconnected from municipal process, or unaware of resources available through groups like the Chamber, SEDCO, or GSHABA. Monthly meetups and informal gatherings between merchants and municipal staff can bridge gaps and lay the groundwork for a more responsive and supportive business climate. Bringing business owners together in a more intentional way also paves the path for collaboration. Whether through an informal merchant group or regular peer-to-peer meetings, these connections foster cross-promotion and shared problem-solving. Even coordinating a single evening per month when all downtown shops stay open late can jump-start new habits and visibility.



D1. Economic Development: Business Retention

Quick Wins for Volunteers

- Help organize a monthly "Downtown Night Out" with late hours and promotions.
- Design and manage a shared events calendar or social media presence.
- Create a simple directory brochure to distribute across downtown businesses.

Identifying and addressing regulatory or infrastructure barriers is another key priority. Business owners have voiced concerns about zoning, permitting, foot traffic, and parking. Volunteers can assist in collecting and summarizing feedback, then acting as liaisons with municipal staff to prioritize solutions.

And no revitalization effort succeeds without strategic marketing. Downtown Schuylkill Haven needs a more visible identity—one that reflects its assets and encourages locals and visitors alike to shop, dine, and linger. A coordinated brand, improved social media presence, and promotion of special events are low-cost, high-impact ways to draw attention downtown.

Quick Wins for Volunteers

- Post regularly to a shared downtown Facebook or Instagram page.
- Develop and distribute flyers at Island Park events and trailheads.
- Coordinate a pop-up celebration for one featured business each month.



D2. Economic Development: Business Attraction

Attracting the Right Businesses for the Right Spaces

While supporting existing businesses is critical, so is attracting the next wave of entrepreneurs. Using market data that identifies unmet demand for full-service restaurants, outdoor recreation rentals, entertainment venues, and event spaces, South Schuylkill Unified can focus on recruitment efforts and prepare priority spaces for occupancy.

Engaging property owners early helps align available spaces with recruitment goals. Volunteers can assist in outreach, host small-group meetings, and help develop a comprehensive property database that tracks vacancies and building details.

At the same time, streamlining the startup process by creating a clear, friendly guide to permits, inspections, and business support signals that Downtown is “Open for Business.” Volunteer ambassadors can support this effort by mentoring new entrepreneurs or helping them navigate red tape.

Quick Wins for Volunteers

- Interview property owners and build a shared property information list.
- Help draft or design a Business Start-Up Guide for distribution.
- Organize a workshop for new entrepreneurs with municipal officials.

Financial and service-based incentive can help reduce startup risks. While resource partners will offer some of these programs, volunteers can help by compiling information, identifying gaps, and promoting these resources through newsletters and social media.



D2. Economic Development: Business Attraction

Finally, business recruitment isn't just about filling empty storefronts. It's about curating the right mix, responding to real market data and community desires, and showcasing opportunities creatively. Pop-up shops, artist showcases, and joint ventures (like a bookstore/coffee shop) are exciting, achievable tools that volunteers can help organize and promote.

Quick Wins for Volunteers

- Create a "Business Wish List" based on market data and community survey results to share with local entrepreneurs.
- Help stage pop-up shops in vacant storefronts during special events.
- Launch a "Shark Tank" pitch night to uncover and support local business ideas.

Looking Ahead: A Community-Driven Downtown Future

The Business Retention and Attraction Strategy outlines a practical, collaborative path to revitalizing downtown Schuylkill Haven while contributing to the broader momentum across Southern Schuylkill. Progress doesn't require large-scale investments or long timelines. It relies on steady action, strong partnerships, and shared responsibility. By focusing local energy, empowering volunteers, and staying aligned with the regional vision, Schuylkill Haven is well-positioned to achieve meaningful and lasting downtown transformation.



D3. Economic Development: Conduct a Hospitality and Hotel Market Study

The South Schuylkill Region has a long history of boutique hotels like the C.E. Shollenberger Hotel and The Stonehouse Bed & Breakfast. Conducting a hospitality and hotel market study will provide data to how many hotels could be supported in the area. Providing lodging will boost local tourism and bring people to the South Schuylkill Region.



The Stonehouse Bed & Breakfast



C. E. SHOLLENBERGER HOTEL (LUCKENBILLS) DOCK STREET



5

Implementation Strategies

Implementation Plan

Goals and Objectives		Lead Organization	Supporting Organizations	Project Years						Opinion of Probable Costs
				Short Term	Mid-Term	Long Term				
				Years 1 to 2	Years 3 to 4	Year 5	Year 6 to 10			
Timeline Legend										
S - Start Project										
O- Ongoing Implementation										
G- Seek Grants										
D- Design										
C- Construct										
A PROMOTION: Enhancing our Brand, Tourism and Community Attractions										
1	Regional Tourism: Identify, enhance, and promote regional tourism and destinations	South Schuylkill Unified	Greater Schuylkill Haven Area Business Association, Explore Schuylkill							\$25K to \$50K for a plan and brochure design
2	Gateways & Wayfinding: Enhance gateways and wayfinding signage with murals, kiosks, signage, lighting & a coordinated web experience	South Schuylkill Unified	Walk In Art Center, Schuylkill Haven Borough, Explore Schuylkill							\$20K to \$40K for phase 1 design \$20K to \$40K for phase 2 design
3	Outdoor Recreation: Promote outdoor recreation, events, and commerce at South Schuylkill destinations to support greater Schuylkill River trail use, water trail use, and recreational programming	Schuylkill Haven Borough	Schuylkill River Greenways							\$10 to \$20K for brochure design and printing
4	Railroad Tourism: Engage the Reading & Blue Mountain Northern Railroad to support more frequent rail tourism	South Schuylkill Unified	Greater Schuylkill Haven Area Business Association, Explore Schuylkill							
5	Branding: Establish a brand, website, promotional program for South Schuylkill	South Schuylkill Unified								\$40K to 90K
6	A Coordinated Calendar of Events: Establish and maintain a calendar for South Schuylkill events	South Schuylkill Unified	All Member Organizations							

Implementation Plan

Goals and Objectives		Lead Organization	Supporting Organizations	Project Years						Opinion of Probable Costs
				Short Term	Mid-Term	Long Term				
				Years 1 to 2	Years 3 to 4	Year 5	Year 6 to 10			
1	Timeline Legend									
	S - Start Project									
	O- Ongoing Implementation									
	G- Seek Grants									
	D- Design									
	C- Construct									
B DESIGN: Placemaking, Connectivity & Walkability										
1	Regional Trails: Plan and Build Regional Hiking, Bicycling, and Water Trails	South Schuylkill Unified	Schuylkill Haven Borough, Schuylkill River Greenways, 911 Trail, Schuylkill Connects							
	Trail Alignment Master Plan & Promotional Materials	South Schuylkill Unified	Schuylkill Haven Borough, Schuylkill River Greenways, 911 Trail, Schuylkill Connects							\$50K to \$70K
	Trail Design and Construction at Parkway and Island Park	Schuylkill Haven Borough	Schuylkill River Greenways, 911 Trail, Schuylkill Connects							To Be Determined
	Trail Design and Construction at Island Park and Pedestrian Bridge connection to St John and Main Streets Streetscape	Schuylkill Haven Borough	South Schuylkill Unified, Schuylkill Connects							To Be Determined
2	Enhance Walkability: Envision, plan and implement an Active Transportation Plan to improve sidewalks, crosswalks, trails, public transit and multimodal access to South Schuylkill neighborhoods and destinations	Schuylkill Haven Borough	Schuylkill Connects, South Schuylkill Unified							
	Create a coordinated plan of action to enhance multimodal access and walkability	Schuylkill Haven Borough	Schuylkill Connects, South Schuylkill Unified							\$42,700 for the Active Transportation Plan
	Seek funding and implement a phased plan of action	Schuylkill Haven Borough	Schuylkill Connects, South Schuylkill Unified							To Be Determined

Implementation Plan

Goals and Objectives		Lead Organization	Supporting Organizations	Project Years						Opinion of Probable Costs
				Short Term	Mid-Term	Long Term				
				Years 1 to 2	Years 3 to 4	Year 5	Year 6 to 10			
Timeline Legend										
S - Start Project										
O- Ongoing Implementation										
G- Seek Grants										
D- Design										
C- Construct										
B DESIGN: Placemaking, Connectivity & Walkability										
3	Enhance Main Street: Enhance Main Street with street trees, textured crosswalks, curb bump outs, pocket parks and Riverside Plaza	Schuylkill Haven Borough	South Schuylkill Unified, Schuylkill Connects, Greater Schuylkill Haven Area Business Association							
	Phase 1: Shade trees, seating, and Information Kiosk	Schuylkill Haven Borough	South Schuylkill Unified							\$120K - \$150K
	Phase 2: East Main Street crosswalks, shade trees, plaza, and streetscape furnishings	Schuylkill Haven Borough	South Schuylkill Unified, Schuylkill Connects, Greater Schuylkill Haven Area Business Association							\$390K - \$480K
	Phase 3: West Main Street crosswalks, shade trees, plaza, and streetscape furnishings	Schuylkill Haven Borough	South Schuylkill Unified, Schuylkill Connects, Greater Schuylkill Haven Area Business Association							\$500K - \$610K
4	Riverside Plaza: Design and program this plaza at St John Street as a central gathering place for community events connecting Island Park visitors to Main Street businesses	South Schuylkill Unified	Schuylkill Haven Borough							\$380K - \$470K
	M&T Bank parking lot restriping	South Schuylkill Unified	M&T Bank							\$42K - \$51K

Implementation Plan

Goals and Objectives		Lead Organization	Supporting Organizations	Project Years						Opinion of Probable Costs
				Short Term	Mid-Term	Long Term				
				Years 1 to 2	Years 3 to 4	Year 5	Year 6 to 10			
Timeline Legend										
S - Start Project										
O- Ongoing Implementation										
G- Seek Grants										
D- Design										
C- Construct										
B DESIGN: Placemaking, Connectivity & Walkability										
5	Parkway Arts District: Enhance Parkway with an updated traffic pattern and civic spaces to create a regional destination for the arts.									
	Phase 1: Art Space Installations and Sidewalk Improvements	South Schuylkill Unified	Walk In Art Center, Schuylkill Haven Borough							\$550K for Phase 1 sidewalks, \$498K for Phase 2 Sidewalks, Art Installation - To Be Determined
	Phase 2: Arts Café and Walk In Arts Center Gallery and Entrance facing Parkway	Walk In Art Center	South Schuylkill Unified							\$20K to \$40K for programming, schematic design, code review, rendering
	Phase 3: Eastern Parkway Plaza and Traffic Calming	Schuylkill Haven Borough	South Schuylkill Unified, Design Consultants							\$920K - \$1,200K
	Phase 4: Western Parkway Plaza, Circulation, and Traffic Calming Improvements	Schuylkill Haven Borough	South Schuylkill Unified, Design Consultants, PennDOT							To Be Determined
6	Main Street Storefronts and Facades: by securing façade enhancement grants to promote private investments in storefronts, architecture, & signage									
	Phase 1: East Main Street Facades	South Schuylkill Unified	GSHABA							\$50K per year for facade grants plus \$10 to 15K for initial design standards
	Phase 2: West Main Street, St John Street and Columbia Street Facades	South Schuylkill Unified	GSHABA							

Implementation Plan

Goals and Objectives		Lead Organization	Supporting Organizations	Project Years							Opinion of Probable Costs
				Short Term	Mid-Term	Long Term					
				Years 1 to 2	Years 3 to 4	Year 5	Year 6 to 10				
Timeline Legend											
S - Start Project											
O- Ongoing Implementation											
G- Seek Grants											
D- Design											
C- Construct											
B DESIGN: Placemaking, Connectivity & Walkability											
7	Enhance Bubeck Park: a destination for community events, Schuylkill River recreation, and multi-generational activities	Schuylkill Haven Borough	South Schuylkill Unified								See Borough Recreation Plan
8	Island Park: Connect Island Park, Main and Dock Streets and enhance this regional destination for recreation, entertainment, and Schuylkill River adventures	Island Park Commission	Schuylkill Haven Borough, South Schuylkill Unified, Schuylkill River Greenways, Explore Schuylkill								See Borough Recreation Plan
	Broadway Street Bridge Lighting and Overlook	South Schuylkill Unified	Schuylkill Haven Borough								
	Regional Playground	Schuylkill Haven Borough									
	Indoor Recreation Facility	Schuylkill Haven Borough									
	Boat Rental and Sporting Goods Store with Riverfront Restaurant	Schuylkill Haven Recreation Dept	South Schuylkill Unified, GSHABA								
	Enhance the public amenities with a landscaped roundabout, expanded parking, plaza terrace with lighting, picnic grove, and shade trees	Island Park Commission									
Amphitheater enhancements including ADA accessible seating and walkways, site lighting and landscape enhancements		Island Park Commission									

Implementation Plan

Goals and Objectives		Lead Organization	Supporting Organizations	Project Years						Opinion of Probable Costs
				Short Term	Mid-Term	Long Term				
				Years 1 to 2	Years 3 to 4	Year 5	Year 6 to 10			
Timeline Legend										
S - Start Project										
O- Ongoing Implementation										
G- Seek Grants										
D- Design										
C- Construct										
C	ORGANIZATION: Building community support, organizational capacity, and partnerships									
1	Executive Director: Hire and guide to coordinate, manage and realize economic development initiatives	South Schuylkill Unified								
2	Board of Directors: Build to offer a range of key skills, guide the revitalization, and create a financially sustainable organization	South Schuylkill Unified								
3	Implementation Committees: Create and manage implementation committees and expand strategic partnerships	South Schuylkill Unified								
4	Grants: Write grants, secure sponsorships, coordinate and implement projects	South Schuylkill Unified								
5	Seek Main Street Designation from PA DCED	South Schuylkill Unified	PA Downtown Center, PA Department of Community and Economic Development - Lehigh Valley Region							

Implementation Plan

Goals and Objectives		Lead Organization	Supporting Organizations	Project Years					Opinion of Probable Costs	
				Short Term	Mid-Term	Long Term				
				Years 1 to 2	Years 3 to 4	Year 5	Year 6 to 10			
	Timeline Legend									
	S - Start Project									
	O- Ongoing Implementation									
	G- Seek Grants									
	D- Design									
	C- Construct									
D ECONOMIC DEVELOPMENT: Implementation of business retention and attraction plan										
1	Business Retention: Support existing businesses, enhance communication & engagement, facilitate networking & collaboration, address challenges & barriers and strengthen marketing & promotion.	South Schuylkill Unified	Greater Schuylkill Haven Area Business Association (GSHABA)							
2	Business Attraction: Engage property owners, streamline permitting & regulations, develop incentive packages, identify target businesses, and launch targeted marketing & outreach.	South Schuylkill Unified	South Schuylkill Unified, Schuylkill Haven Borough, Greater Schuylkill Haven Area Business Association							
3	Conduct a Hospitality and Hotel Market Study	South Schuylkill Unified	Explore Schuylkill							\$5K to \$15K

Capital Improvement Cost Estimates

- A summary of the cost estimates for the 6 project areas is listed below. For a more detailed view please refer to Appendix D.
- **Project A – Main & St John Street Plaza**
 - \$120,000 to \$150,000
- **Project B – Main St Streetscape – St John to Dock Street**
 - \$390,000 to \$480,000
- **Project C – Main St Streetscape – St Charles to St John Street**
 - \$500,000 to \$610,000
- **Project D – Parkway – Phase 3**
 - \$920,000 to \$1,200,000
- **Project E – Riverside Plaza**
 - \$380,000 to \$470,000
- **Project F – M&T Bank Parking Restriping**
 - \$42,000 to \$51,000

Strategic Funding Summary Guidance

Overview

- The following summary presents a vetted list of potential grant opportunities that align with the strategic revitalization priorities identified in the South Schuylkill Strategic Revitalization Plan. These opportunities are accompanied by suggested application timelines and strategic guidance based on:
 - Known grant deadlines
 - Common philanthropic and corporate funding cycles
 - Project readiness
 - Organizational priorities
- Where applicable, the summary identifies a recommended lead entity for each funding stream and flags high-potential projects that appear especially well-positioned for success. While highlighting large anchor grants, we have also included some foundation grants, community donations, and corporate giving to balance the funding strategy.

Project Readiness Considerations

- Some grants permit multiple uses, so choosing the best project depends on:
 - Availability of matching funds
 - Project readiness (e.g., design completion, estimates available)
 - Community feedback on priority areas
 - Timing of upcoming grant rounds
- This grant strategy can be adjusted should priorities change.

Strategic Funding Summary Guidance

Recommended Priority Grants for Immediate Action

- These four opportunities are especially promising and merit immediate consideration:
 - **Multimodal Transportation Fund (DCED)**
 - Due: July 31, 2025
 - Use: Streetscapes, traffic calming, pedestrian safety
 - Match: 30%
 - Lead: Municipality
 - Ideal for: Parkway, traffic calming, and related improvements
 - **ARC Area Development Program**
 - Due: August 18, 2025
 - Use: Economic development, infrastructure, tourism
 - Match: Varies
 - Lead: Municipality
 - Ideal for: Parkway, Riverside Plaza, or Bridge
 - **Main Street Matters: Developmental Grants (DCED)**
 - Due: August 31, 2025
 - Use: Downtown revitalization, small business support
 - Match: 50%
 - Lead: SSU or Municipality
 - Ideal for: Parkway
 - **Local Share Account – Statewide**
 - Due: November 30, 2025
 - Use: Capital projects, wide latitude
 - No Match Required (can also serve as matching funds for other grants)
 - Lead: SSU or Municipality
 - Ideal for: Any shovel-ready priority project or package of projects

Strategic Funding Summary Guidance

Contact Corporations and Foundations in the Fall

- Fall is the ideal time to approach banks and corporations, as many plan their budgets for the upcoming year at that time. Suggested targets:
 - Local branches of regional banks
 - Local and regional corporations and businesses

Community Donations

- We recommend a spring effort for community donations. As a new effort, this timing avoids competition with established fall campaigns.

Recommendation

- Narrow the focus this summer to **1 – 2 priority projects** to pursue funding immediately. These can serve as anchors for both grant applications and community fundraising at least through the remainder of 2025.

Next Steps

- Determine 1–2 anchor projects to pursue in 2025 grant rounds
- Coordinate with partners to finalize project scopes and cost estimates
- Consider each funding opportunity, keeping guidelines, probability for success, and resources in mind
- Ensure foundational readiness – SAM/UEI, registrations, gather toolbox items, permits, renderings, etc.
- Begin preparation of application materials for high-potential grants now (especially Multimodal, ARC, Main Street Matters, LSA)

Ghost Writer is happy to assist with these next steps.

Potential Grants

South Schuylkill Revitalization Plan 2025- 2026						
Due Date	Project	Funder	Opportunity	Suggested Lead Applicant	Funding Range	Funder Focus
7/31/25	Parkway	State - DCED	Multimodal Transportation Fund	M	\$100,000 to \$3,000,000, 30% match	Streetscapes, lighting, traffic calming
8/18/25	Parkway/Riverside Plaza/Bridge	Appalachian Regional Commission (ARC)	Area Development Program	M	TBD	Acquisition and development, destination or asset-based tourism, and nonprofits
8/31/25	Parkway	State - DCED	Main Street Matters: Developmental Grants	SS	up to \$1,000,000, 50% match	Downtown/business/residential
Quarterly	Any public space project	T-Mobile	Hometown Grant	SS	up to \$50,000	Small communities, development
9/15/25	TBD	Schuylkill Community Foundation	Unrestricted Grant	SS	up to \$2,000	Geographic
9/30/25	TBD	Herman Yudacufski Charitable Foundation		SS	up to \$15,000	Geographic - arts and culture, community development
various	TBD	Local banks		SS		
various	TBD	Local corporations		SS		
Fall/Winter 2025	Waterfront Development Plan projects	State - Fish and Boat Commission	Boating Facilities Grant	M	up to \$100,000, 50% match	Upgrade land for recreational boating - roads, restrooms, docks, etc.
11/30/25	Parkway	State - DCED	Local Share Account - Statewide	M/SS	\$25,000 - \$1,000,000	Capital or planning projects, no matching funds, funds to benefit nonprofits
2/1/26	TBD	Snayberger Memorial Foundation		SS	up to \$20,000 - most less than \$5,000	Geographic/Youth activities
3/26/26	Marketing/Tourism	Schuylkill County Tourism (Explore Schuylkill)	Tourism Mini-grant	SS		
Internal	Sidewalks/road projects	Schuylkill Haven Borough	CDBG	M		Benefits low-to-moderate income communities, community facilities, ADA accessibility
1st of April each year	Waterfront Development Plan projects	State - DCNR	C2P2 - Park Rehabilitation and Development	M	\$100,000, 50% match	Community Parks
1st of April each year	Bubeck Park or Island Park acquisition if needed	State - DCNR	C2P2 - Land Acquisition and Conservation	?	50% match	Acquisition of land for parks
	TBD			SS		

South Schuylkill Revitalization Plan 2025- 2026

Due Date	Project	Funder	Opportunity	Suggested Lead Applicant	Funding Range	Funder Focus
5/1/26	TBD	Schuylkill Community Foundation		SS	TBD	Geographic
5/31/26	Bubeck Park or Island Park projects	State- DCED	Greenway, Parks, and Recreation	M	\$250,000, 15% match	Greenspace, parks, trails
5/31/26	Riverside Plaza/Bridge	State - DCED	Neighborhood Assistance Program	SS	TBD	Tax Credit Program for donors to approved nonprofits
Rolling	Waterfront Development Plan projects	State - DCED	Waterfront Development Tax Credit Program	?	up to \$1,500,000 in tax credits to donors	Waterfront development
6/15/26	TBD	PPL	Empowering Communities	SS	up to \$50,000	Geographic/community development
Summer 2026	Waterfront Development Plan projects	State - Fish and Boat Commission	Boating Infrastructure Grant	M	up to \$300,000, 30% match	Floating docks with tie-ups for boats 26 feet or longer, utilities
TBD	TBD	State - Office of the Budget	RCAP	M	\$1,000,000+	Regional projects, at least \$1 million and 50% match
Rolling	Branding/Marketing/Wayfinding Signs	State - DCED	Marketing to Attract Tourists: General Fund	SS	TBD	Generating hotel stays
Rolling	TBD	Richard L. Yuengling, Jr. Charitable Foundation		SS	up to \$10,000	Geographic
Rolling	TBD	Thomas J. West Family Charitable Trust		SS	up to \$13,500	Geographic
Rolling	TBD	Walmart Spark Good Local Grants - local store		SS	up to \$5,000 per store, may apply to multiple stores	Geographic
Future						
TBD	Marketing/Trail and Signage	State - Department of Agriculture	Agritourism			Attracting consumers to agritourism
TBD	Marketing/Trail and Signage	State - Department of Agriculture	PA Wine Marketing			Promotion, marketing of malt and brewed beverages
TBD	Marketing/Trail and Signage	State - Department of Agriculture	PA Malt and Brewed Beverage Industry Promotion Board Grants			Promotion, marketing of wine industry
TBD	Marketing/Trail and Signage	State - PA State System of Higher Education	PA Vegetable Marketing and Research			Promotion, marketing of farm produce/trails



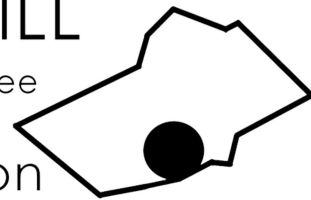
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 - BJ Evans
 - Sherri Hammer
 - Doreen Hancock
 - Rep. Tim Twardzik
 - Regina Sonon
 - Judy You
 - Jack Brennan
 - Bob McQueary
 - Kelly Handling
 - Tara Stump
- * Executive Committee

SOUTH SCHUYLKILL
UNIFIED committee
for
community revitalization



Supporters of the Project

- Bates Family Fund
- Boyers Food Markets
- Cressona Borough
- Ebinger Iron Works
- Bert & Josette Evans Charitable Funds
- Evans Network of Companies
- Greater Schuylkill Haven Area Business Association
- Daniel and Joan Guers
- Hydro
- Island Committee
- M&T Charitable Foundation
- Schuylkill Economic Development Corporation (SEDCO)
- Schuylkill Haven Borough
- Schuylkill County Industrial Development Authority (SCIDA)
- Schuylkill Haven Lions Club
- Jeff & Donna Spotts
- South Manheim Township
- Tobash Insurance
- Tompkins Bank
- Walk In Art Center

Thank you for your donations and financial pledges as we strive to achieve our goals!

Consultant Team



www.derckandedson.com

717-626-2054

Mark Evans, AICP PP AIA

Kendel Fitzwater, AICP

Kyle Stauffer, PLA

URBAN PARTNERS

www.urbanpartners.us

Chris Lankenau, AICP



www.soniahuntzinger.com

Sonia Huntzinger



Kirsten Hubbard

South Schuylkill Strategic Revitalization Plan

Final Report

July 15, 2025

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