Zelienople, PA Downtown Revitalization Improvement Project

Concept Development

Prepared for

Zelienople, PA Revitalization, Inc. and
The Borough of Zelienople, PA

May 10, 2012

Acknowledgements

Zelienople, PA Revitalization, Inc.
Jim Ayers, President
Steve Casker, Vice President
Jennifer Ackerman, Secretary
Stephen Schultz, Treasurer
Patrick Boylan
Ron Carter
Mary Hess
Robert Householder
Neal Jackson
Dave Maddalon
Drew Mathew III
Tom Murray
Don Pepe
Doug Pilarski
Nancy Reader
Chuck Underwood

Borough of Zelienople, PA
Tom Oliverio, Mayor

Chuck Underwood, Council President
Russell Robertson, Council Vice-President
Allen Bayer, Council Member
Ralph Geis, Council Member
Mary Hess, Council Member
Drew Mathew III, Council Member
Marietta Reeb, Council Member

Don Pepe, Borough Manager
Andrew Spencer, Assistant to Borough Manager

Mark Matscherz, Street Department Superintendent
Chad Garland, Water System Superintendent
Harvey Kohler, Electric Department Superintendent
Jim Miller, Chief of Police

Contents

• Introduction 1

• Main Street Looking North at Culvert Street
- View of Existing Conditions 2
- View of Improvements 3
- View of Improvements with Overhead Utilities 3a
- Section View of Improvements 4

• Main Street Looking North between Beaver Street and Spring Street
- View of Existing Conditions 5
- View of Improvements 6
- Section View of Improvements 7

• Main Street Looking North at Spring Street
- View of Existing Conditions 8
- View of Improvements 9
- Section View of Improvements 10

• Main Street Looking North at New Castle Street
- View of Existing Conditions 11
- View of Improvements 12
- Section View of Improvements 13

• Main Street and Four Corners Park
- Aerial View of Existing Conditions 14
- Aerial View of Improvements 15

• West New Castle Street Looking East at Clay Street
- View of Existing Conditions 16
- View of Improvements 17
- Section View of Improvements 18

• Clay Street Looking North between Spring Street and New Castle Street
- View of Existing Conditions 19
- View of Improvements 20
- Section View of Improvements 21

• Public Parking Lot Study 22

The Borough of Zelienople has many assets, including the retention of the historic character in the downtown business district, and the charm of many of the residential homes in the adjacent neighborhoods. Further, many viable businesses and institutions are located in the Borough, including within the downtown project area. The Passavant retirement community at the south end of the project area along Main Street is also an asset, with the opportunity to provide a downtown district that is inviting and accessible to the residents of Passavant. Zelienople is well situated in Butler County, and is in close proximity to the growing community of Cranberry, that unlike Zelienople, does not have an historic "Main Street". Zelienople also has a younger population compared to other communities in western Pennsylvania, and continues to be a desirable community for younger families moving into the area, as evidenced by the strong residential real estate market in the Borough. The Borough of Zelienople has the opportunity to capitalize on these assets to strengthen existing businesses and to encourage new growth and economic development in the downtown business district. Further, the opportunity exists to strengthen the quality of the neighborhoods within the downtown district. The image and condition of the infrastructure along the roadway corridors within the downtown district is not of a quality that is inviting, and detracts from the assets found within the Borough. A comprehensive program of well designed improvements within the downtown district will create a more inviting community image, preserve and enhance existing assets, and support an environment that is conducive to economic development. The following images convey the current conditions as well as the vision for proposed improvements within the Borough of Zelienople project area.

DOWNTOWN PROJECT AREA

FUTURE GATEWAY PROJECT AREA

PROJECT AREA

Main Street Looking North at Culvert Street

View of Existing Conditions

Main Street Looking North at Culvert Street

View of Improvements

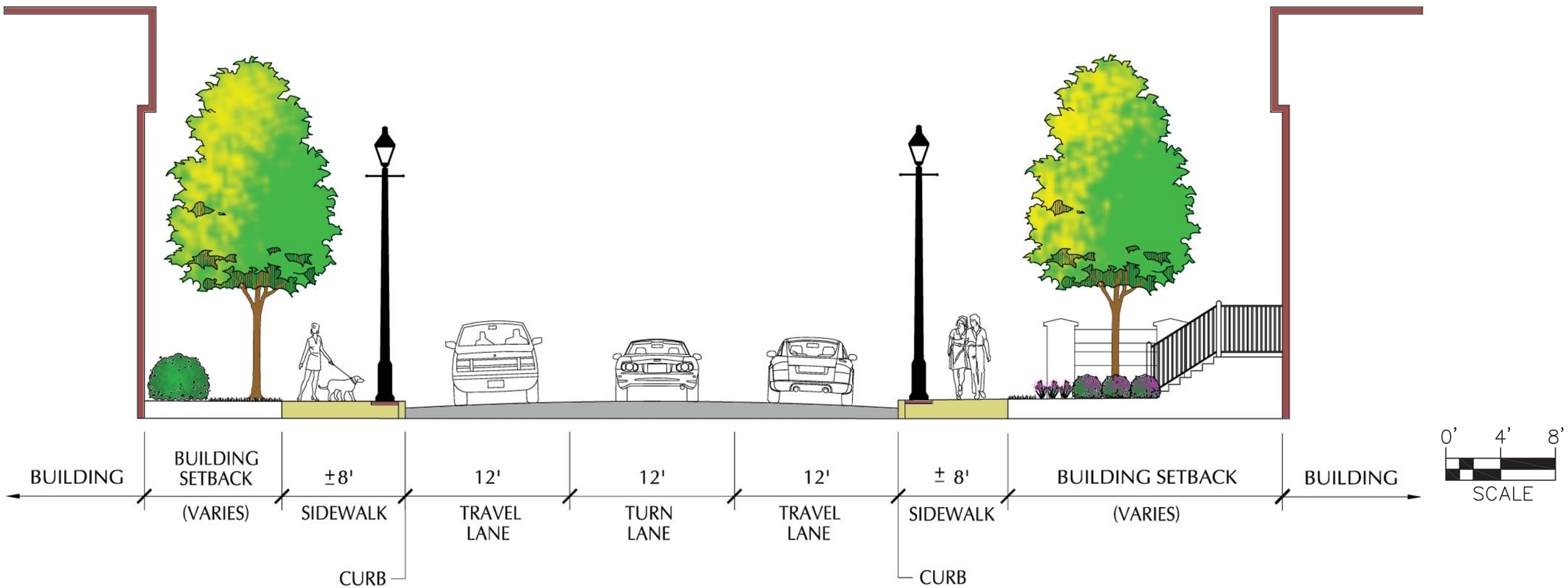
Main Street Looking North at Culvert Street

View of Improvements with Overhead Utilities

Main Street Looking North at Culvert Street

Section View of Improvements

SECTION LOCATION



Main Street Looking North between Beaver Street and Spring Street

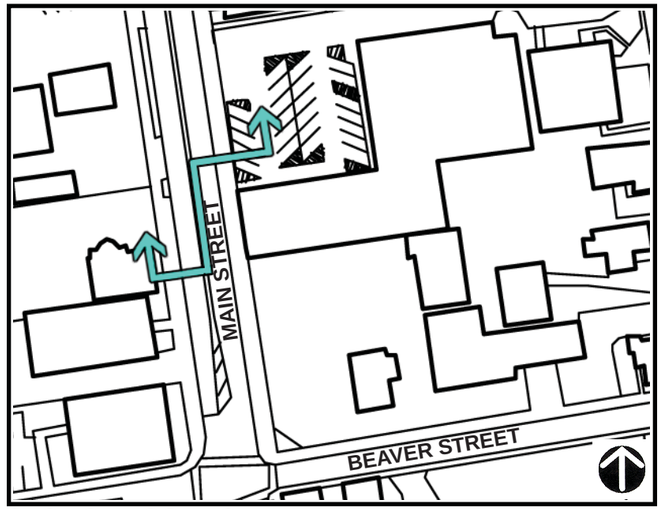
View of Existing Conditions

Main Street Looking North between Beaver Street and Spring Street

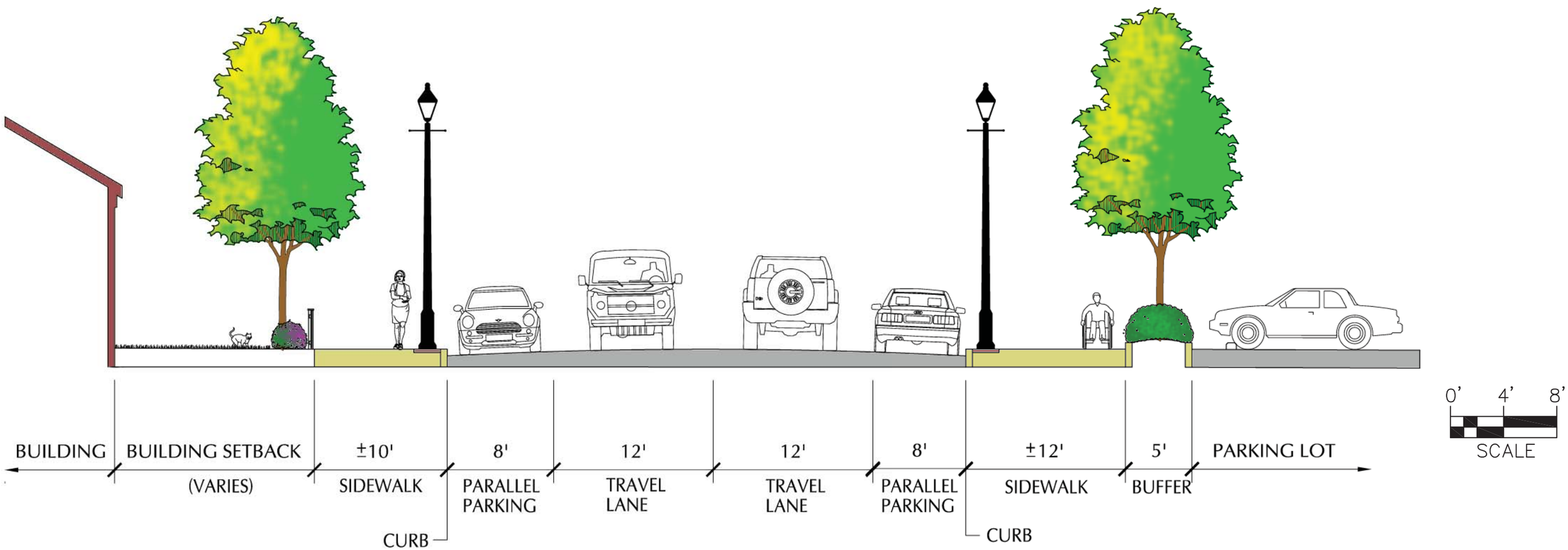
View of Improvements

Main Street Looking North between Beaver Street and Spring Street

Section View of Improvements



SECTION LOCATION



Main Street Looking North at Spring Street

View of Existing Conditions

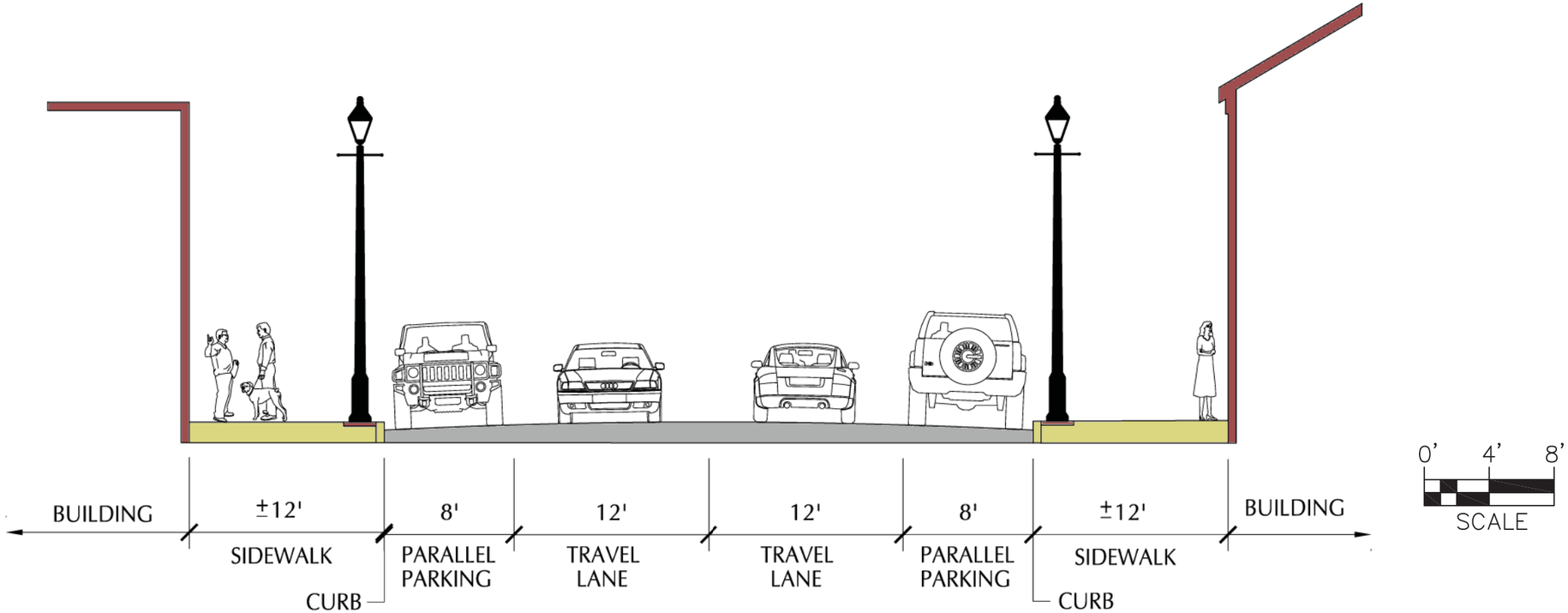
Main Street Looking North at Spring Street

View of Improvements

Main Street Looking North at Spring Street

Section View of Improvements

SECTION LOCATION



Main Street Looking North at New Castle Street

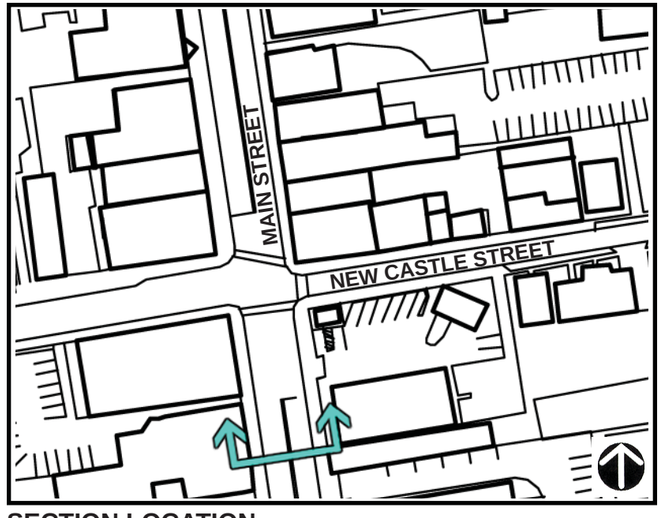
View of Existing Conditions

Main Street Looking North at New Castle Street

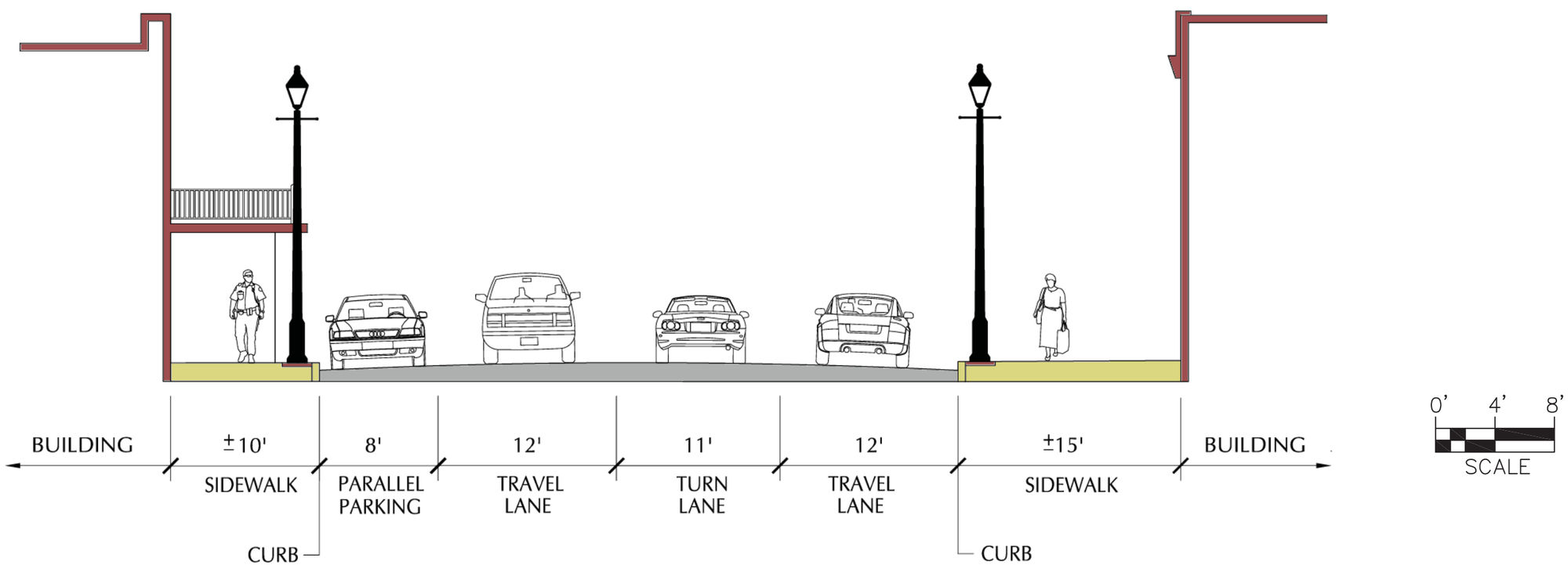
View of Improvements

Main Street Looking North at New Castle Street

Section View of Improvements



SECTION LOCATION



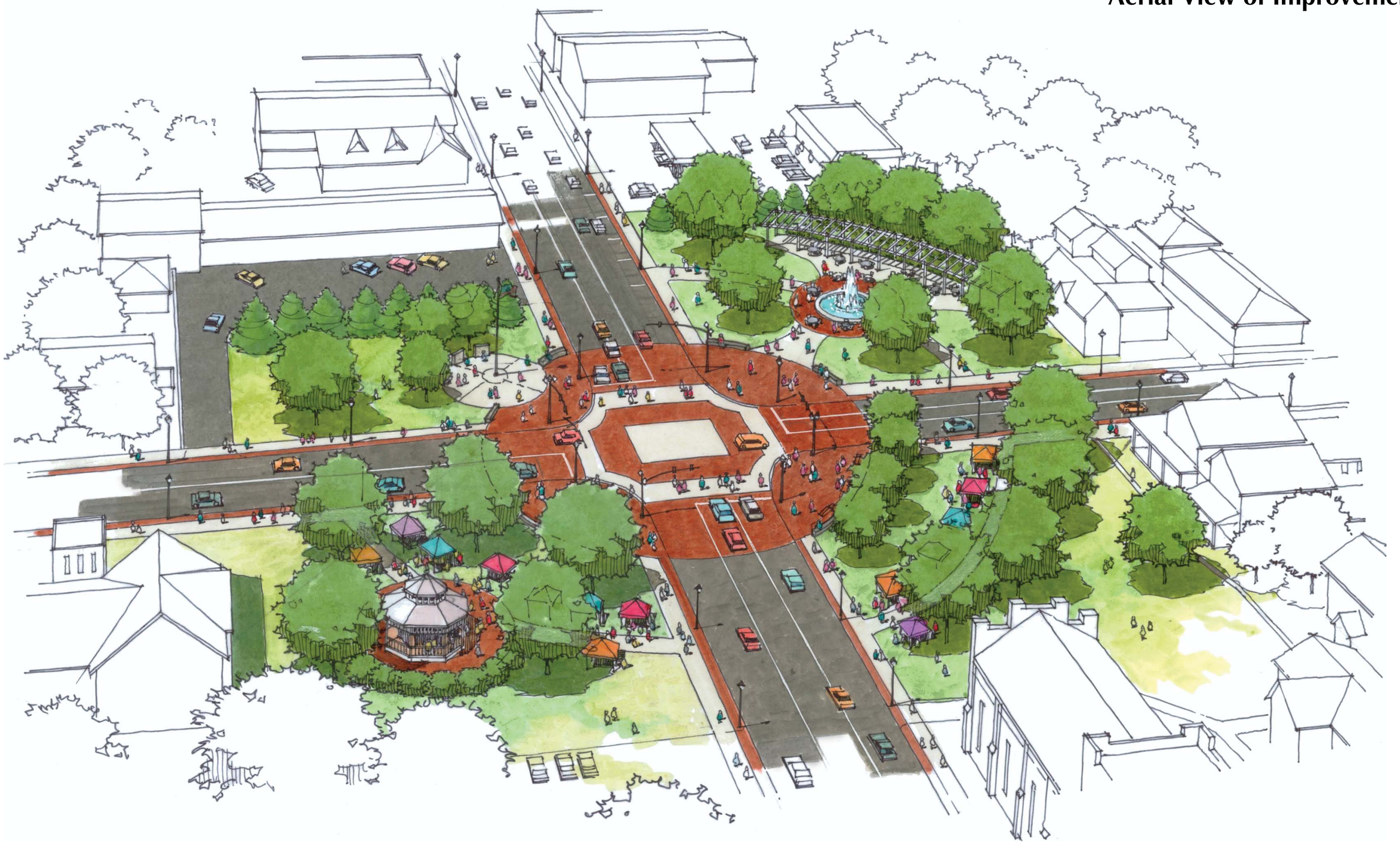
Main Street and Four Corners Park

Aerial View of Existing Conditions

Photo Courtesy of Google Earth

Main Street and Four Corners Park

Aerial View of Improvements



West New Castle Street Looking East at Clay Street

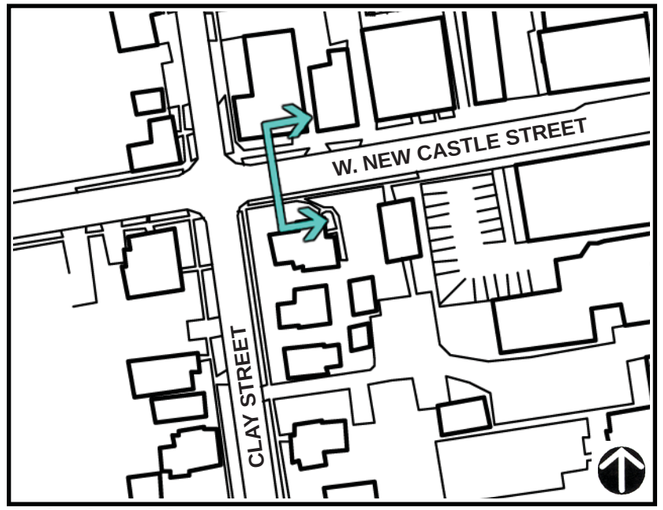
View of Existing Conditions

West New Castle Street Looking East at Clay Street

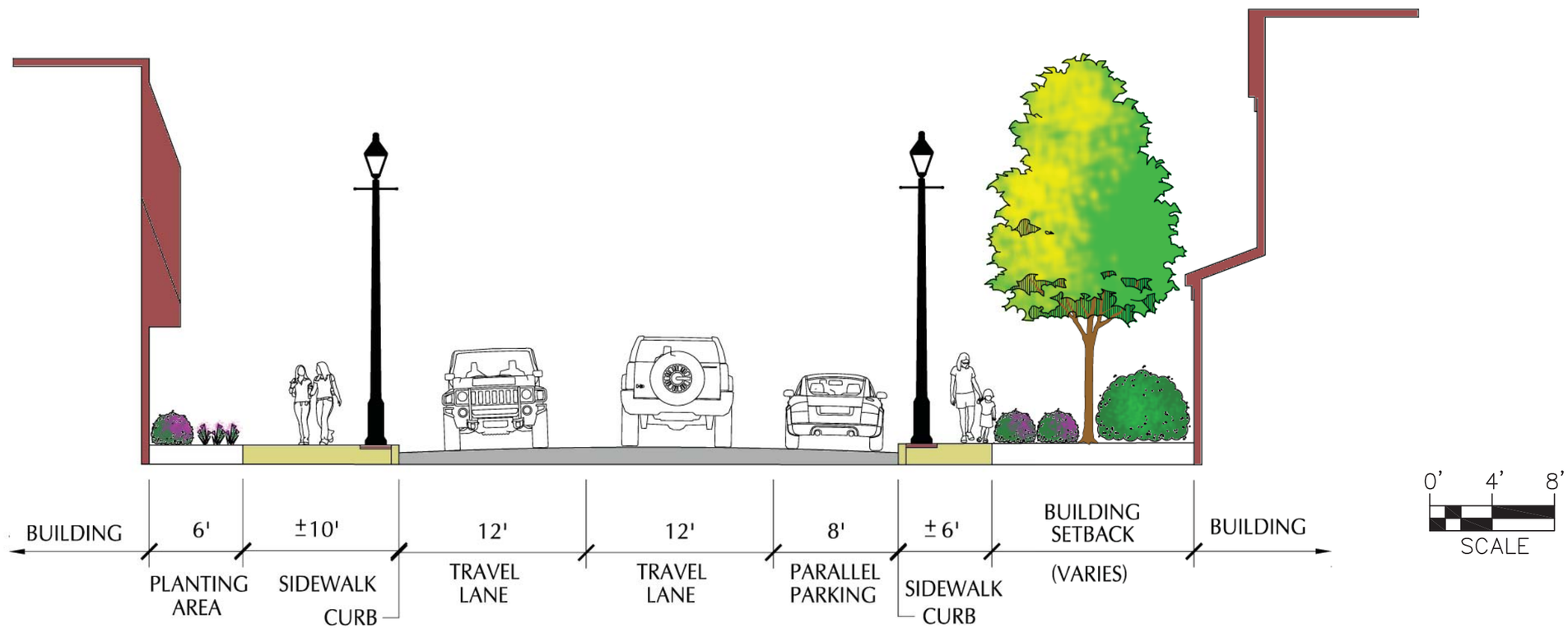
View of Improvements

West New Castle Street Looking East at Clay Street

Section View of Improvements



SECTION LOCATION



Clay Street Looking North between Spring Street and New Castle Street

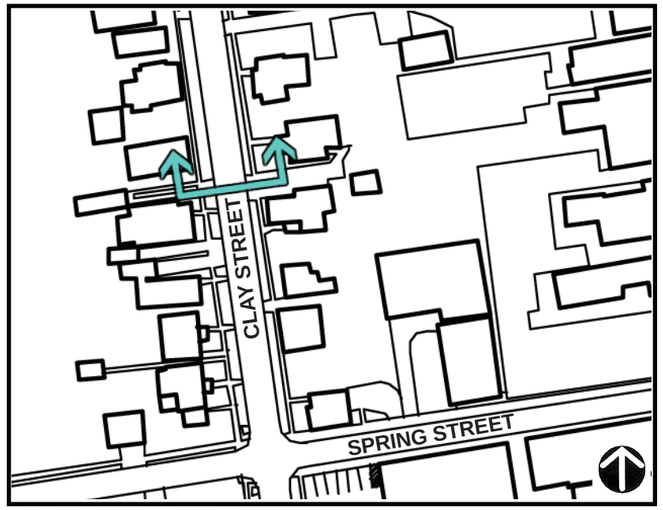
View of Existing Conditions

Clay Street Looking North between Spring Street and New Castle Street

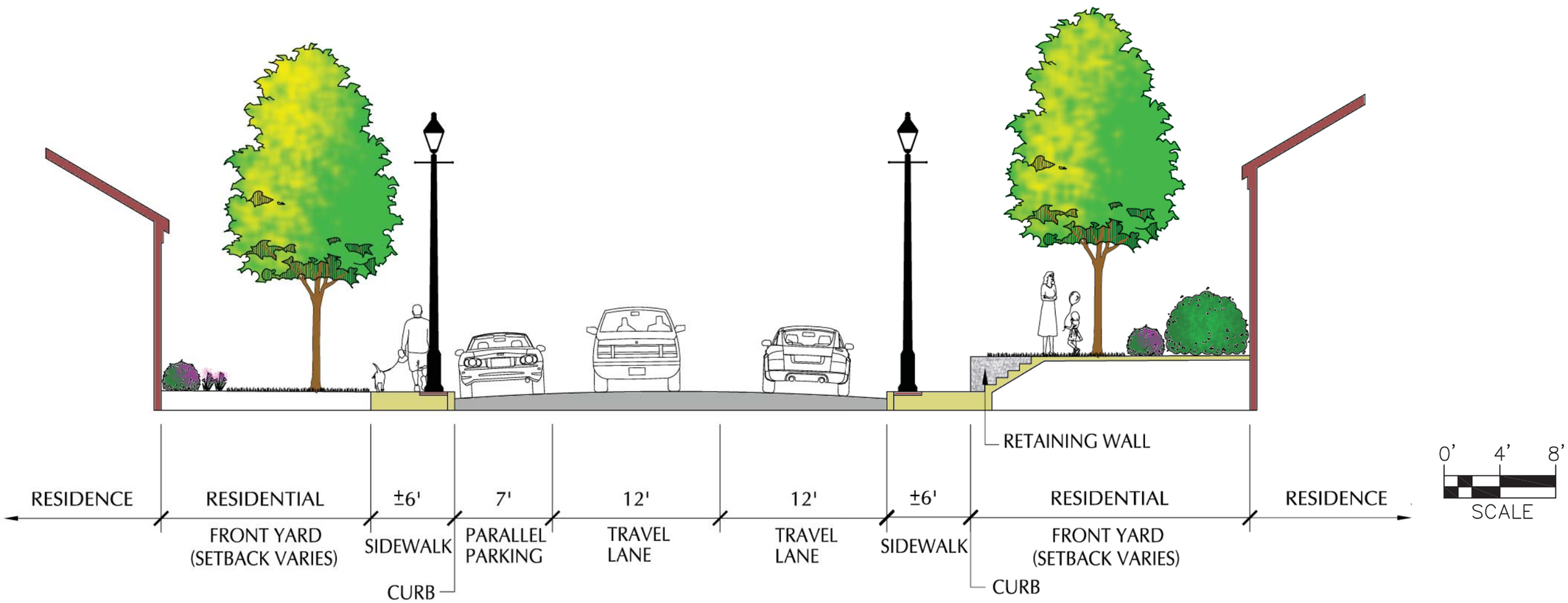
View of Improvements

Clay Street Looking North between Spring Street and New Castle Street

Section View of Improvements



SECTION LOCATION



Areas for Improved/Shared Parking

NOTE:

-PRIVATE PROPERTY CAN BE PART OF THE PUBLIC SHARED PARKING THROUGH MECHANISM OF AN EASEMENT WHICH ALSO PROVIDES FOR RESERVED SPACES FOR A GIVEN OWNER/BUSINESS.

NORTH