

Strategies	Immediate Actions 2013	First Steps 2014-2015
<h2 style="text-align: center;">Theme One: Marketing the District</h2>	<ul style="list-style-type: none"> ▪ Assess capacities of partners/partner organizations charged with implementing Theme 1 recommendations. ▪ Convene partners and assemble working groups and committees to be involved in implementing Theme 1 recommendations. 	<ul style="list-style-type: none"> ▪ Adopt the Brand Statement/Tagline (1A) ▪ Convene a committee to deploy the brand (1B) <i>E</i> ▪ Host a brand launch event (1C) ▪ Redesign DID letterhead, cards, webpage (1D) ▪ Consider a redesign of the Borough's logo (1E) ▪ Begin redesigning event logos (1F) ▪ Launch new event "Twilight on the Town" (1F, 5C) <i>E</i> ▪ Prepare and introduce a Downtown Marketing Program (1G*) <i>E</i> ▪ Contemplate licensing rights for merchants to use the downtown brand (1G) <i>E</i> ▪ Install banners with the branding identity (1-H, 2-0) <i>I</i>
<h2 style="text-align: center;">Theme Two: Navigating the District</h2>	<ul style="list-style-type: none"> ▪ Assess capacities of partners/partner organizations charged with implementing Theme 2 recommendations. ▪ Convene partners and assemble working groups and committees to be involved in implementation. ▪ Coordinate how current and on-going transportation initiatives dovetail with recommendations of this master plan. ▪ Prepare and release RFP for parking study. 	<ul style="list-style-type: none"> ▪ Install advanced stop lines (2A) ▪ Develop action plan for intersection safety and examine all pedestrian signal phase options (2C) ▪ Continue to accommodate bikes, expand network and enforce regulations (2E, 2F, 2G) <i>D</i> ▪ Explore valet parking as part of parking study (2H) ▪ Explore variety of parking strategies and new structures as part of parking study (2H*) <i>2, 3</i> ▪ Launch parking marketing pieces (2J) <i>3</i> ▪ Continue to explore application of reduced transit fare options (2K) <i>A, B</i> ▪ Work with CATA to determine transit priorities (2K – 2N) <i>B</i> ▪ Deploy initial part of wayfinding plan (2P), <i>3</i>
<h2 style="text-align: center;">Theme Three: Connecting the District</h2>	<ul style="list-style-type: none"> ▪ Assess capacities of partners/partner organizations charged with implementing Theme 3 recommendations. ▪ Convene partners and assemble working groups and committees to be involved in implementation. ▪ Coordinate how current Atherton streetscape project in context with master plan. ▪ Refine Pugh Street design based on recommendations of this plan and complete construction drawings. ▪ Develop RFP for Allen Street Promenade. 	<ul style="list-style-type: none"> ▪ Construct Atherton Street project (N/A) ▪ Dev. Public Art MP using PSU plan as model (3A) <i>E, I</i> ▪ Explore feasibility of Allen Square (3B, 4A) <i>G</i> ▪ Adopt cohesive streetscape design (3C, 3D) <i>F, G</i> ▪ Experiment with pop-up cafes on Allen St.(3E*) <i>I, E</i> ▪ Initiate Catalyst Project design with priority on Allen Street Promenade detail design (3E) <i>3, G</i> ▪ Implement initial Pugh Street - Catalyst (3K) ▪ Further study recommendations for West College Ave. and coordinate with Ferguson Twp. (3L) <i>2, H</i> ▪ Explore funding options for streetscapes(5G) ▪ Begin discussion with PennDot and municipalities for College Ave. corridor master plan and turn-back (3L)

Next Steps 2015-2017	Long Term 2017-2025	Goal
<ul style="list-style-type: none"> ▪ Cont. implementing brand extension for events (1C) ▪ Cont. introducing new events and apply brand (1F) ▪ Continue Downtown Marketing Plan (1G) <i>E</i> ▪ Roll-out additional collateral material for brand (1H) <i>E</i> 	<ul style="list-style-type: none"> ▪ Refine and expand downtown marketing plan (1G) <i>E</i> ▪ Re-evaluate and update brand (1-I) 	<p>State College will cultivate downtown’s identity to residents, visitors, and investors through a comprehensive marketing initiative.</p>
<ul style="list-style-type: none"> ▪ Implement intersection safety for key intersections identified in the plan (2C) ▪ Continue to expand bike network (2E) <i>D</i> ▪ Deploy branding as it relates to transit (2M) ▪ Work with CATA to make bus routes attractive to commuters (2N) <i>B, D</i> ▪ Implement transit stop enhancements (coordinated with other projects) (2N) <i>B</i> ▪ Continue to implement wayfinding and expand system (2P) ▪ Initiate High Street intersection design (3F) <i>2, C</i> 	<ul style="list-style-type: none"> ▪ Employ road diets. College Avenue as pilot project (2B, 3F) ▪ Employ road diets on other streets (2B) ▪ Update intersection safety study (2C) ▪ Implement High Street intersection improvements (2C, 3F) ▪ Implement adaptive traffic control for next signal timing project (2D) ▪ Continue to implement transit stop enhancements (coordinated with other projects) (2N) 	<p>Downtown State College will continue to evolve as a pedestrian friendly, multi-modal district.</p>
<ul style="list-style-type: none"> ▪ Continue to develop Public Art MP (3A) ▪ Construct Allen Street Prom. and College Avenue intersection as part of catalyst project (3E*) ▪ PSU sidewalk enhancements along College Ave. coordinated with Health/Human Development Building(3F) ▪ Negotiate PennDOT turn-back for College and Beaver (3G) <i>C</i> ▪ Plan and design changes to Calder Way including branding as part of Catalyst Project (3H) <i>F, I</i> ▪ Construct changes to portions of Beaver as part of Catalyst Project (3I) <i>F</i> ▪ Implement changes to West College Ave. in conjunction with turn-back program (3L) 	<ul style="list-style-type: none"> ▪ Continue implementing Public Art MP (3A) ▪ Implement College Avenue streetscape (Borough portions) (3F) ▪ Construct Calder Way improvements (3H) ▪ Continue Beaver Ave. improvements (3I) ▪ Implement Hiester Promenade (3J) <i>F, J, K</i> ▪ Complete Pugh Street enhancements with garage redevelopment (3K) ▪ Implement other streetscapes throughout downtown as funding becomes available(3N) ▪ PSU explores College Ave. improvements coordinate with dev. Projects when feasible (3F) 	<p>Downtown State College will be a comfortable, cohesive, and attractive district.</p>

Strategies	Immediate Actions 2013	First Steps 2014-2015
<p style="text-align: center;">Theme Four: Living in the District</p>	<ul style="list-style-type: none"> ▪ Assess capacities of partners/partner organizations charged with implementing Theme 4 recommendations. ▪ Convene partners and assemble working groups and committees to be involved in implementation. ▪ Develop RFP for zoning code update 	<ul style="list-style-type: none"> ▪ Continue to coord. redev. projects (4A, 4B, 4C*) <i>G</i> ▪ Identify/work with key prop. owners (4A, 4B, 4C) <i>3, E, G, P, Q</i> ▪ Update zoning code and explore more flexibility in bulk regulations (4D, 4E) <i>S</i> ▪ Explore ways to incent higher quality design and incorporate into DRB process (4D, 4E, 4F) <i>F, G, S</i> ▪ Create a housing trust fund (4G) <i>O</i> ▪ Employer-Assisted Housing Program (4H) ▪ Implement co-working/accel./flex space (4-I) <i>3, 2, T, G, N, Q, W</i> ▪ Study public/private partnerships in other communities (4K*) <i>O, P, Q, G, R</i> ▪ Cont. to evaluate Centre Region growth (4L) <i>2</i> ▪ Explore funding options (4M) <i>N</i>
<p style="text-align: center;">Theme Five: Managing the District</p>	<ul style="list-style-type: none"> ▪ Assess capacities of partners/partner organizations charged with implementing Theme 5 recommendations. ▪ Convene partners and assemble working groups and committees to be involved in implementation. ▪ Identify venues/format to share and promote successes in recent years. 	<ul style="list-style-type: none"> ▪ Communicate and promote successes in recent years (5A*) <i>2, 3</i> ▪ Increase awareness of RHI study, make available and continue to implement recommendations (5A, 5C) <i>2</i> ▪ Continue to implement Sustainable Neighborhood report recommendations (5D) <i>V</i> ▪ Market the downtown core as a “Traditional Downtown” (5E, 4A,1G) <i>I, W, X</i> ▪ Maintain physical character of the Traditional Downtown (historic character) (5E, 4A) <i>F</i>

Key: (5E, 4A) - *Indicates recommendation number as it occurs in the report*

1, 2, C, F etc. – *Indicates Potential Partners to Engage in Implementation*

Implementation Partners:

- 1. Borough of State College
- 2. Penn State University
- 3. Downtown Improvement District

Other Organizations/Partners

- A. COG
- B. CATA
- C. PennDOT
- D. CRBC/Bicycle Advocacy Groups

- E. Downtown Businesses
- F. Design Review Board
- G. Property Owners
- H. Neighboring Townships
- I. Art in Public Places Committee

- J. PSU Landscape Architect
- K. Consultants
- L. Arts Fest
- M. Centre Foundation
- N. Federal/State/Local Programs, Grants, Funds

Next Steps 2015-2017	Long Term 2017-2025	Goal
<ul style="list-style-type: none"> ▪ Replace Pugh Street Garage as part of a mixed-use development in accordance to parking study (4A, 2H) ▪ Advance key development project (4A, 4B, 4C) <i>O, P, Q</i> ▪ Advance West End Revitalization (4B) <i>O</i> ▪ Undertake an update of the zoning code (4E) ▪ Explore a local investment strategy (4J) <i>3, 2, T, G, N, Q, W</i> ▪ Continue to evaluate Centre Region and PSU growth trends (4L) <i>2</i> ▪ Continue to explore funding options (4M) <i>N</i> ▪ 	<ul style="list-style-type: none"> ▪ Continue to advance additional development/redevelopment concepts with property owners (4A, 4B, 4C) <i>V</i> ▪ Implement additional development / redevelopments of key properties (4A, 4B, 4C) <i>G, Q, S</i> ▪ Work with accelerator to leverage additional office space (4-I) <i>2, G, N, Q, W</i> ▪ Continue to evaluate Centre Region and PSU growth trends (4L) <i>2</i> ▪ Continue to explore funding options (4M) <i>N</i> 	<p style="text-align: center;">Downtown State College will emerge as a place where professionals will live and work.</p>
<ul style="list-style-type: none"> ▪ Explore more alcohol free venues in downtown (5C) <i>I, X, Y</i> ▪ Continue implementation and recommendations of RHI study (5C) <i>2</i> ▪ Continue implementation of Sustainable Neighborhood Report recommendations (5D) <i>V</i> ▪ Assess economic impact of events (5F) <i>3, A, K, Y</i> 	<ul style="list-style-type: none"> ▪ Continue implementation and recommendations of RHI study (5C) <i>2</i> ▪ Continue implementation of Sustainable Neighborhood Report recommendations (5D) ▪ Continue to assess economic impact of events (5F) <i>3, A, K, Y</i> 	<p style="text-align: center;">Downtown State College will thrive as a safe and appealing destination.</p>

* - Indicates Steering Committee priority

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| O. Local Housing Organizations | T. Entrepreneurial Community | Y. Student Groups |
| P. Developers | U. Local Banks | |
| Q. Redevelopment Authority | V. Neighborhood Associations | |
| R. Hamer Center | W. CBICC | |
| S. Planning Commission | X. CVB | |