



STEINWEHR AVENUE REVITALIZATION PLAN

Gettysburg, Pennsylvania

CLIENT CONTACT

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The Challenge

Since 1863, tourism has continued to play a significant role in Gettysburg's economy. According to the Gettysburg Convention and Visitors Bureau, Adams County attracts approximately three million annual visitors, with more than half of them going to the Gettysburg National Military Park (GNMP), which surrounds the Borough of Gettysburg. Consequently, the borough contains a high concentration of tourist service businesses. A significant number of these establishments are located in the southern portion of town along Steinwehr Avenue, which is host to approximately 53 tourism-related small businesses, mostly a mixture of retail, restaurant, lodging, entertainment, and tour operator establishments. In April 2008, the Gettysburg Foundation opened the new \$105 million GNMP Museum and Visitor Center over one mile south of Steinwehr Avenue along PA Route 97 (Baltimore Pike). This facility has become the new destination for GNMP visitors and engages them through an array of educational programs and services. The effect of the relocation of the GNMP Museum and Visitor Center beyond the sight of and walking distance to Steinwehr Avenue businesses has been devastating to many of these once flourishing businesses, several of which have already closed and been placed on the real estate market.



The Solution

Delta Development Group, Inc., in collaboration with Main Street Gettysburg, the Borough of Gettysburg, and property owners of Steinwehr Avenue, prepared a revitalization master plan for the borough's southern gateway and tourist commercial area. The initial effort concentrated on developing a clear understanding of the existing conditions through both qualitative and quantitative research and analysis. It included a review of existing studies, field survey work, market analysis, comparable communities analysis, over 35 stakeholder interviews, business surveys (over 50), visitor intercept surveys (nearly 500), resident surveys (approximately 300), and monthly meetings with the steering committee to discuss ongoing work processes and findings, including a feasibility analysis of creating a Business Improvement District as a key implementation tool. Data collected through this process formed the basis of a Strengths, Weaknesses, Opportunities, and Threats analysis, which elucidated the key challenges that needed to be addressed by the Revitalization Plan.





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The Result

The Steinwehr Avenue Revitalization Plan provides a new direction for Gettysburg’s tourist commercial district by providing ways and means to reestablish the physical and economic foundations that will permit the area to prosper once again as a destination for local residents and tourists alike. The new environment that the plan envisions will create a pedestrian-oriented, mixed-use commercial neighborhood capable of competing in new market conditions by catering to a diverse group of consumers. The Revitalization Plan has been used to leverage federal and state funding requests of over \$3.5 million and is being used as a foundation to prepare the Gettysburg community for the 150th anniversary of the Battle of Gettysburg in 2013.

Client Testimonial

“Delta Development Group was contracted through Main Street Gettysburg and the Steinwehr Avenue Business Alliance to develop a revitalization plan for the Steinwehr Avenue business area. They understood that a plan is only a first step to true change.

We found all of their employees to be extremely professional and thorough. Their experience in the revitalization planning is exemplary. Using their technical knowledge and skills, they performed extensive research and customized a quality plan that incorporates the wide spectrum of business, community and tourist priorities. Delta’s extensive planning process provided both a 20-year vision and tailored specific implementation steps geared to this community’s challenges and needs. One of their greatest strengths is their expertise seeking and providing insight into funding.

Most importantly Delta created an implementation road map that empowers the community to lead the way to success. I highly recommend their services.”

Deborah L. Adamik
Executive Director
Main Street Gettysburg

