

# Engaging Communities and Natural Resource Assets for Placemaking at Multiple Scales

## NACDEP



**PennState Extension**



John Turack, Economic and Community Development

*The Smart Growth program is provided in partnership with Penn State Extension*

**[extension.psu.edu](http://extension.psu.edu)**

# **PSE State Team: Economic & Community Development (ECD)**

Our programs target --

- Citizen participation
- Effective organizations
- Local government decision-making
- Land use education
- Community economic development


# On-demand programming

- Strategic planning
- PA local government education
- Facilitated meetings

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News

Volunteers Help Keep Pennsylvania  
Beautiful

March 28, 2015


If you would like to see change for the better  
in your community it's time to get involved in  
the Great American Cleanup of  
Pennsylvania.



What Can Local Governments do to  
Promote Entrepreneurship?

March 25, 2015

There are a number of ways local  
governments and economic development  
organizations can support local  
entrepreneurship without spending lots of  
public dollars.



Services, Courses,  
and Workshops

Land Use and Local  
Decision Making

Building Strong  
Communities


21st Century  
Community Economic  
Development

Upcoming Events

Land Use Webinar  
Series Recordings -  
Summer/Fall 2014

**When:** January 20 - July  
20, 2015

[www.extension.psu.edu/ecd](http://www.extension.psu.edu/ecd)

 PennState Extension



# Defining Sustainable Development

“Penn State defines sustainability as the simultaneous pursuit of human health and happiness, environmental quality, and economic well-being for current and future generations.”

-- <http://sustainability.psu.edu/fieldguide/>

# Economic Development

“Sustained actions of *communities* and *policy makers* that enhance the economic health and standard of living of a particular area.”

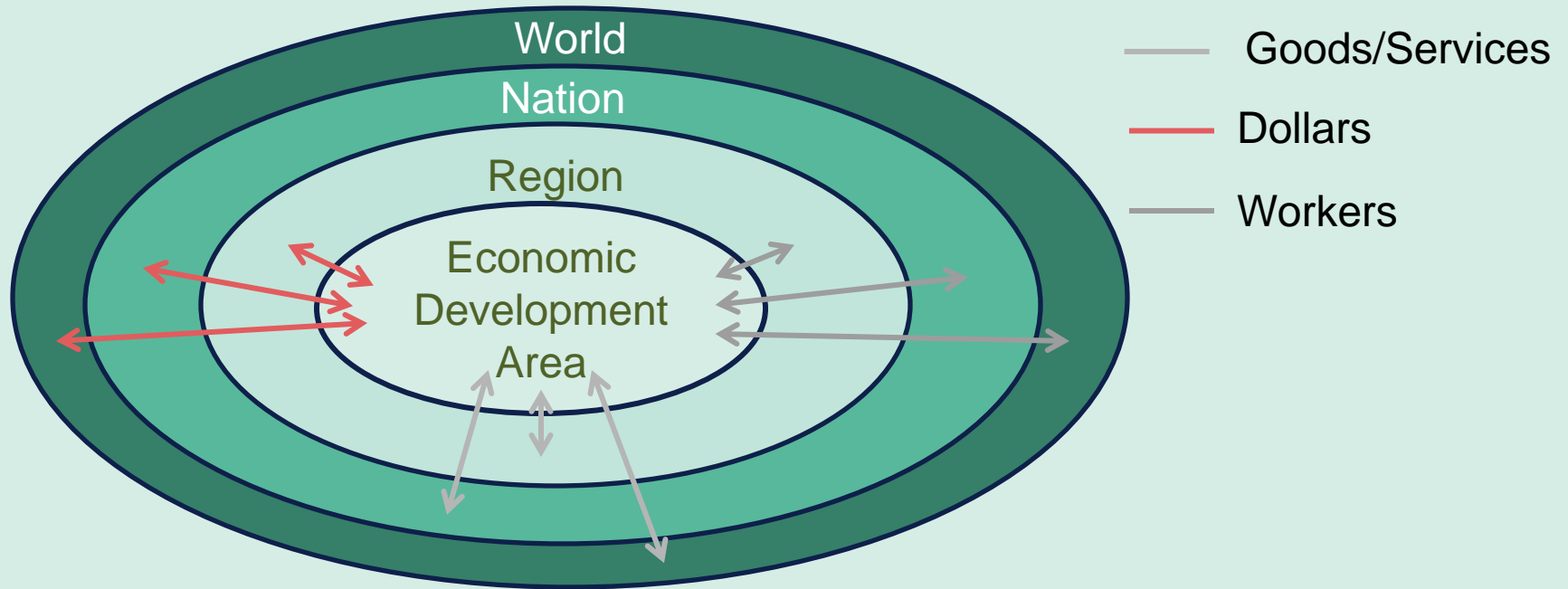
Also see –

***Community Economic Development: What is it, and What is Your Role in its Use in Your Communities?***

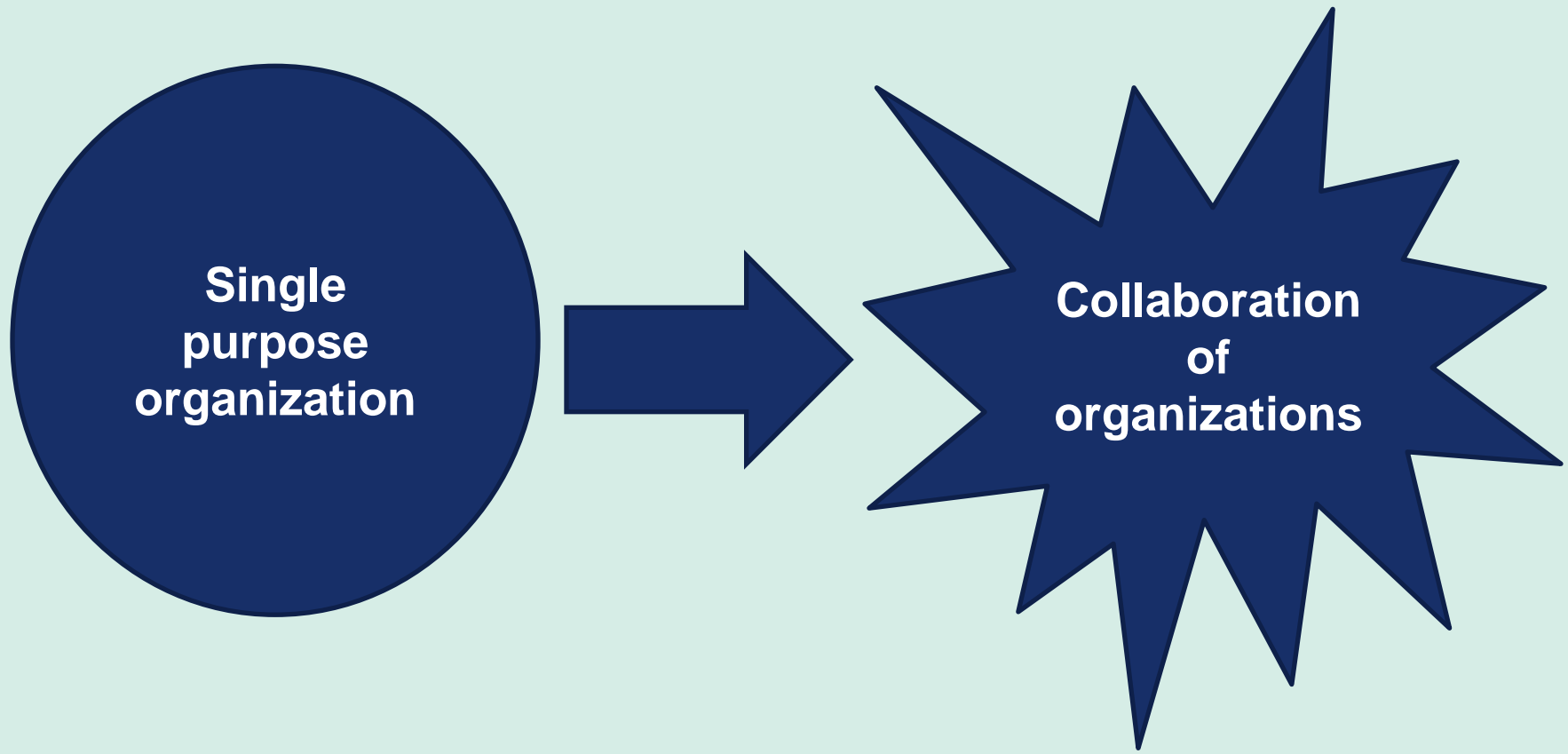
<http://www.cvent.com/events/land-use-webinar-series-recordings-summer-fall-2015/event-summary-0ee248027da0459cbd8b3a8e809898f2.aspx>



# Economies are Connected

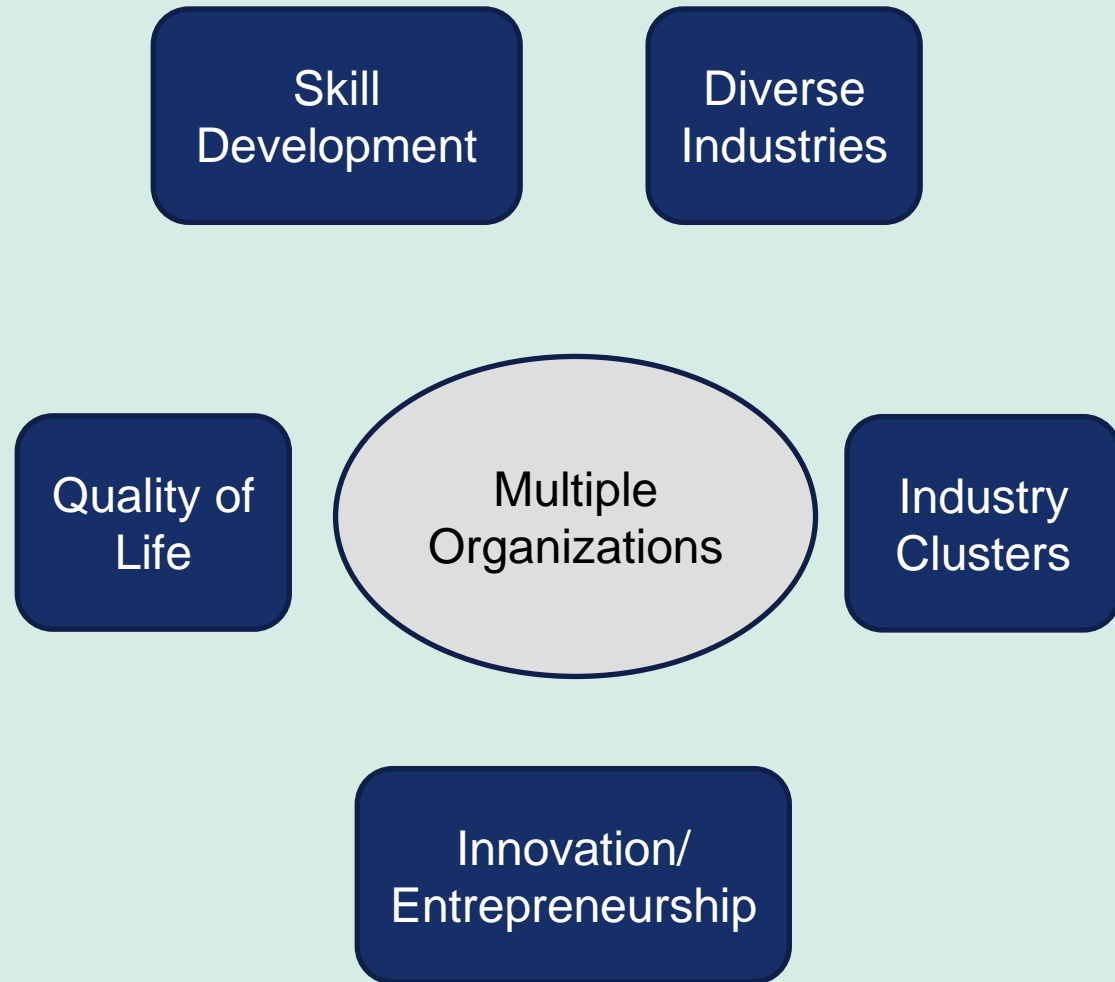


# Economic Development Evolution



# 21<sup>st</sup> Century ED System

- Shared vision
- Resident wealth
- Business wealth
- Improve/preserve assets
- Quality of life

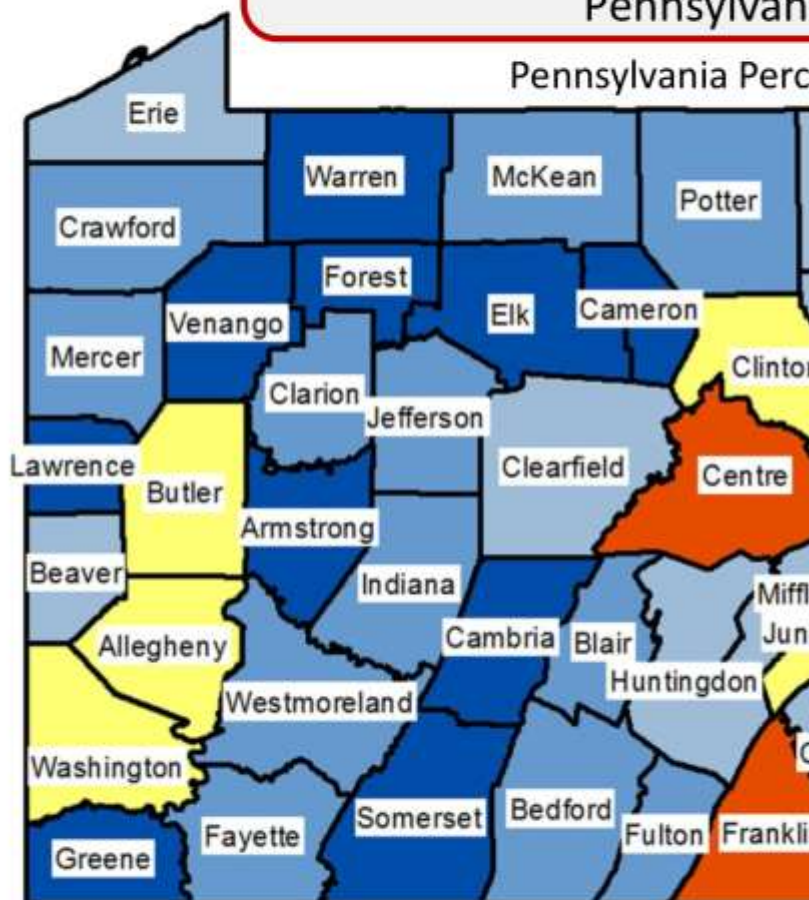


<https://pasdc.hbg.psu.edu/>

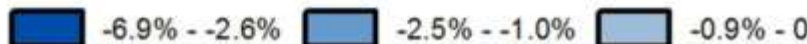
# Estimated Population

April 1, 2010  
Pennsylvania

Pennsylvania Percent

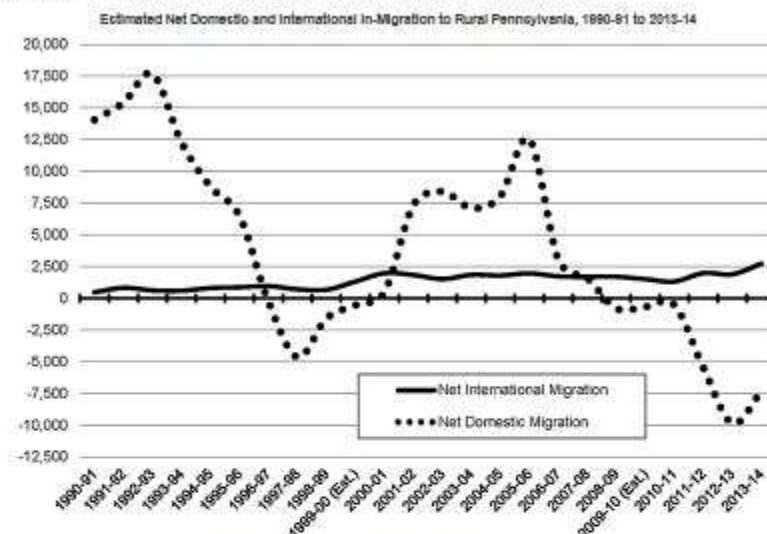


Percent Change



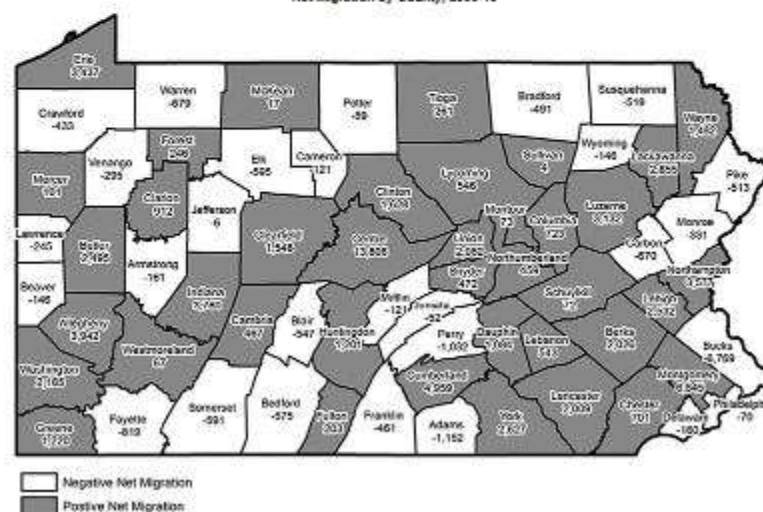
## Rural Snapshot – Rural Residents on the Move: In- and Out-Migration

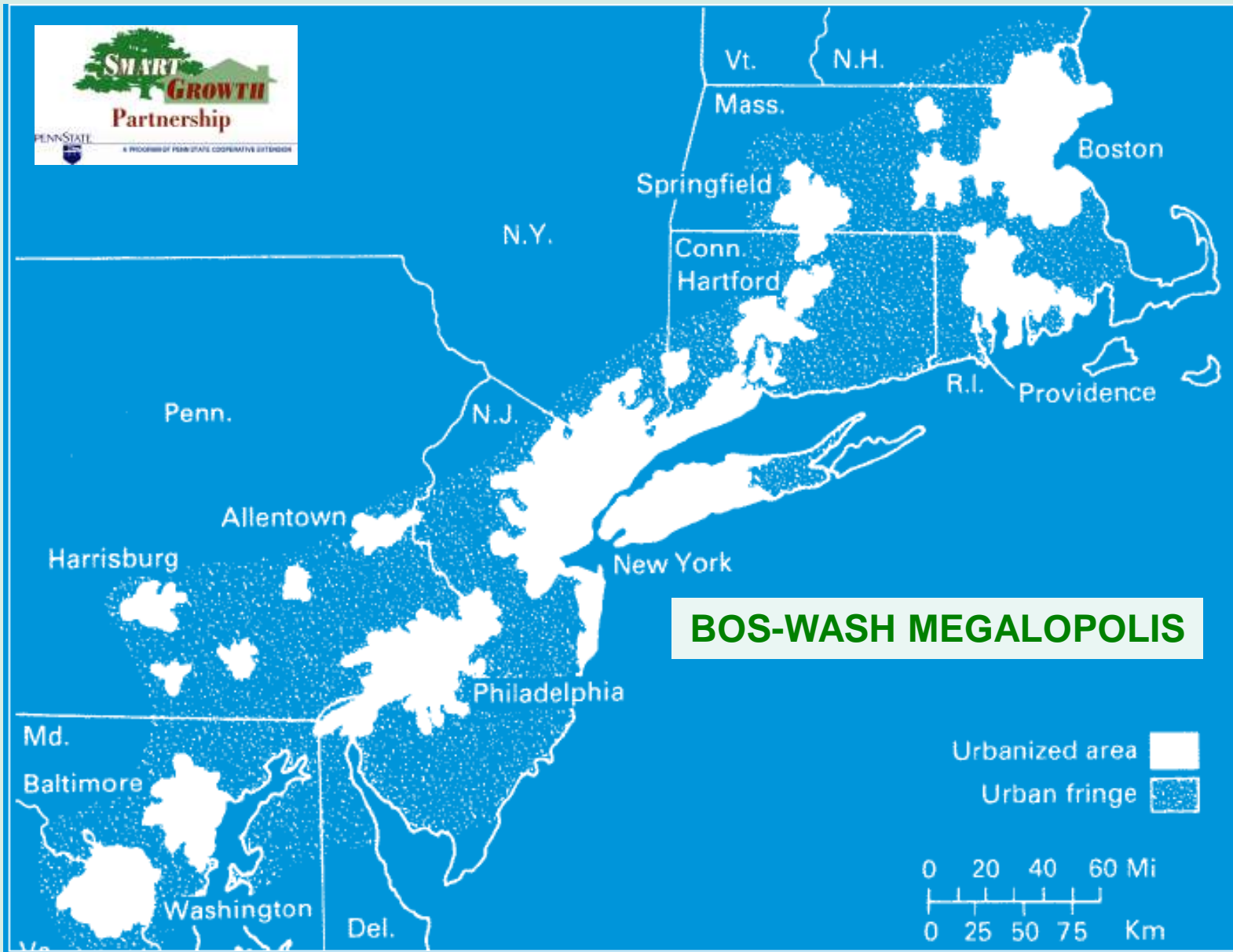
(Note: All data are from the 2009-13 American Community Survey, U.S. Census Bureau unless otherwise cited.)



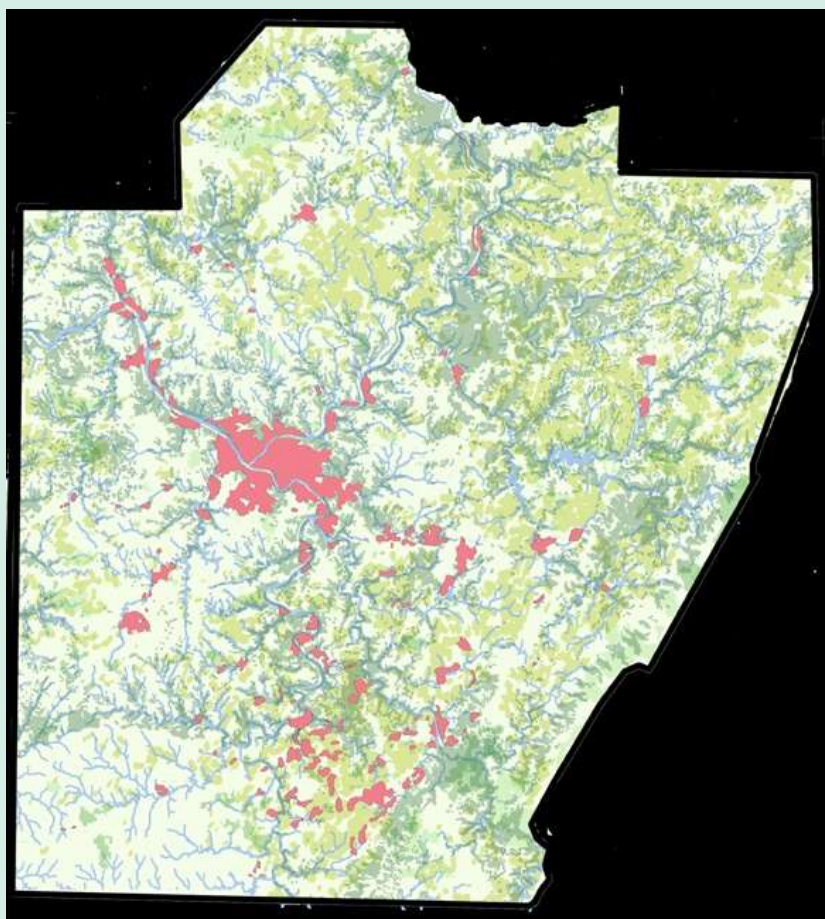
Date source: Population Estimates, U.S. Census Bureau.

## Net Migration by County, 2008-13

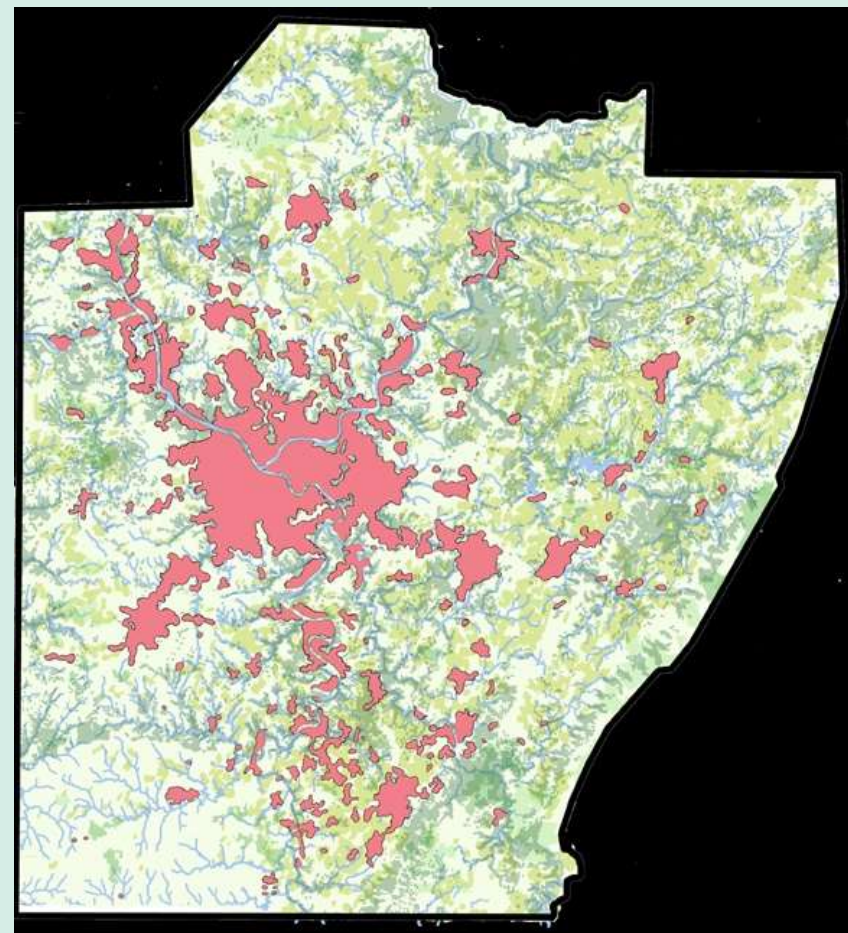




## Land Consumed – Greater Pittsburgh Region



1940



Today

Population remained constant at 2.5 Million

# Principles of Smart Growth

One way used to start the discussion about alternative means of accomplishing community development and sustainable economic development in a specific place, or on a regional basis

Strengthen and Direct Development Towards Existing Communities

Foster Distinctive, Attractive Communities with a Strong Sense of Place

Create a Range of Housing Opportunities and Choices

Take Advantage of Compact Building Design

Mix Land Uses

Provide a Variety of Transportation Choices

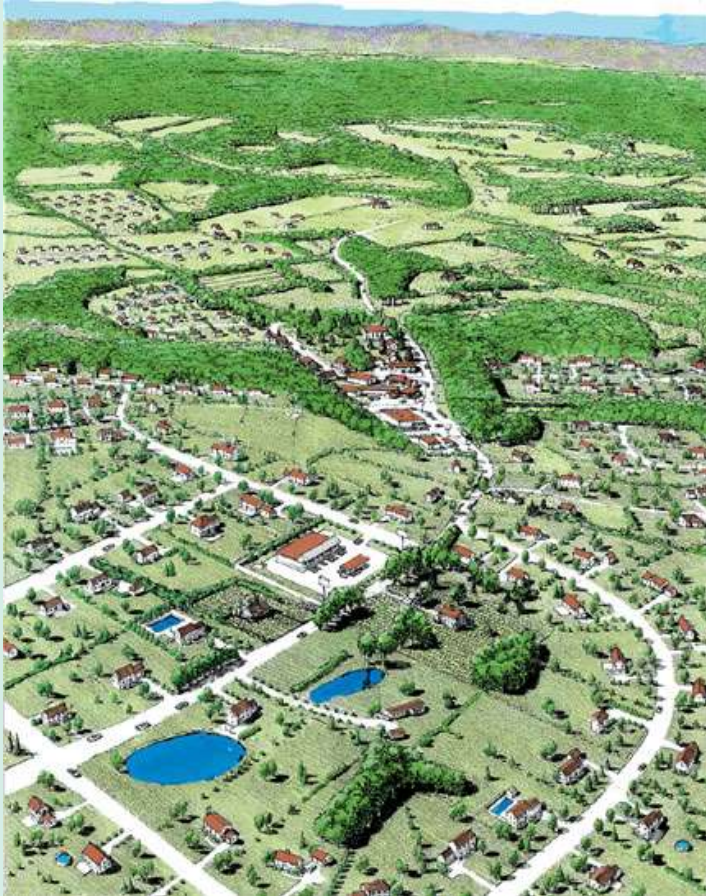
Create Walkable Neighborhoods

Make Development Decisions Predictable, Fair, and Cost Effective

Encourage Community and Stakeholder Collaboration in Development Decisions

Preserve Open Space, Farmland, Natural Beauty, and Critical Environmental Areas

## Conventional Development



## Smart Growth Development



# PRINCIPLES OF SMART GROWTH

Encourage community and stakeholder collaboration in development decisions

<http://extension.psu.edu/community/ecd/courses/land-use-planning>

## My Community: What's the Plan?

Students understand how communities are planned.

<http://extension.psu.edu/ecd/land-use/my-community-whats-the-plan>



<http://www.route30plan.com/docs/FinalDemo022808LoRes.pdf>



<https://meeting.psu.edu/p5k9xzleavt/?launcher=false&fcsContent=true&pbMode=normal>



## Developing Effective Citizen Engagement:

[www.smartgrowthpa.org/news\\_detail.asp?ID=865](http://www.smartgrowthpa.org/news_detail.asp?ID=865)

## Sustaining Public Engagement

[www.smartgrowthpa.org/news\\_detail.asp?ID=866](http://www.smartgrowthpa.org/news_detail.asp?ID=866)



# PRINCIPLES OF SMART GROWTH



**Preserve Open Space, Farmland, Natural Beauty, and Critical Environmental Areas**  
*"Improved Growth Strategies"*

**Education, Partnership and IMPLEMENTATION**

# Ag & ECD – perfect together



Credit: CS Mott at Michigan State University and Virginia Farm to Table



## Westmoreland County

### News

Spotlight

Events

Directory

# Eye On The Future Leads To More Engaged Community Leaders, Citizens

Share



Posted: November 6, 2013

New Kensington concerned citizens met with Penn State Extension Economic and Community Development Educator John Turack to learn how to positively visualize the town's future as a community.

Like many former industrial towns, parts of New Kensington have fallen on hard times, kindling feelings of isolation and hopelessness, and a



The Future Story Community Visioning Project

Convened at

The New Kensington Education Center  
Westmoreland County Community College

April 19<sup>th</sup> 2013

<https://futurestorycollaborative.files.wordpress.com/2013/09/future-story-community-visioning-project-report-final.pdf>

Scott L. McManus

Westmoreland Bridges Communities

Westmoreland Community Action

September 2013

- Started with an asset inventory
- Defined “community” boundaries
- SOAR group exercises
  - Strengths
  - Opportunities
  - Aspirations
  - (measureable) Results
- Engaged (engaging) stakeholders and resources
- Creating a community vision
- Currently making a plan (plans?) with aspiring and realistic goals, objectives, and action steps



# Placemaking, Connectivity-Planning, and the Arts

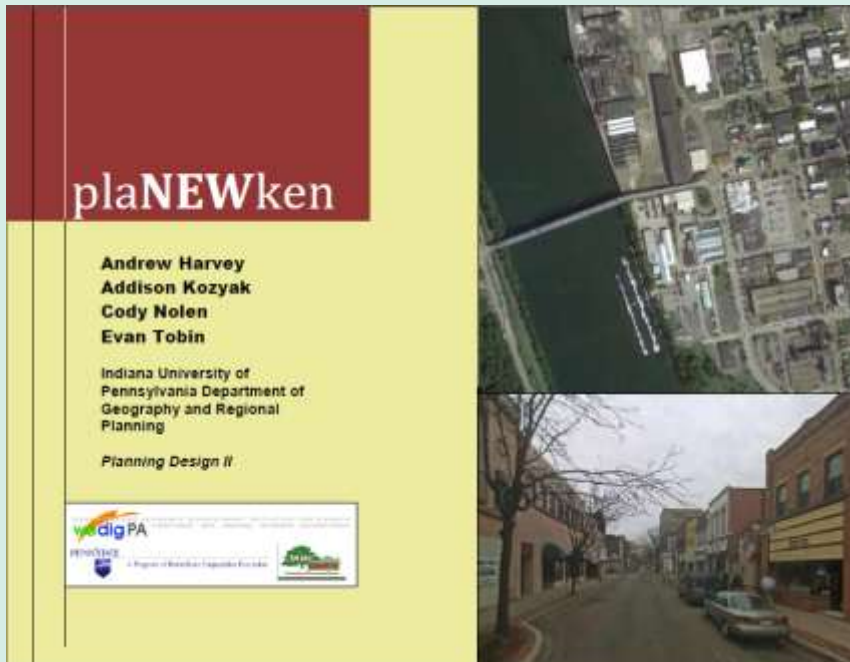
Currently in the New Kensington area the [community discussion/deliberation](#) for the potential of a trail and “complete street” system continues. Communities and their organizations use the reports from visioning efforts at

their local festivals and other events, to [engage their community citizenry](#) in further plan creation and action step implementation towards creating better place

- The cities of New Kensington and Arnold held [Better Block style events](#) (tactical urbanism) this year to energize additional interest.

[To learn more](#) –

- <http://extension.psu.edu/community/ecd/news/2014/making-our-communities-matter>
- <https://www.facebook.com/groups/newkenbetterblock/>
- <http://aese.psu.edu/research/centers/cecd/engagement-toolbox/facilitation/engagement-and-governance-strategies-and-considerations>



# Placemaking



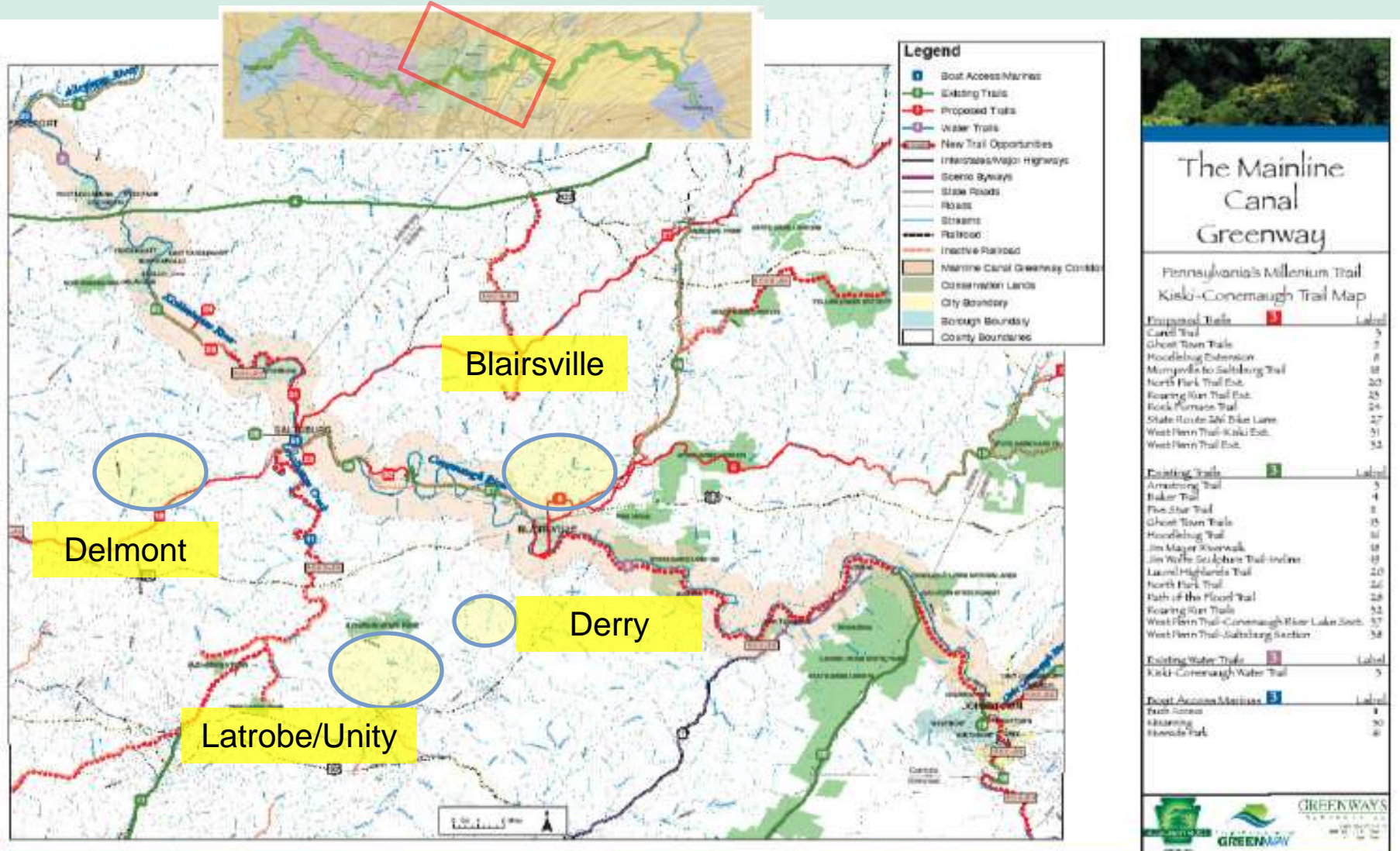
“**Placemaking** is a multi-faceted approach to the planning, design and management of public spaces.

**Placemaking** capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being.”

[Placemaking - Wikipedia, the free encyclopedia](#)  
Wikipedia

# Connectivity

[http://www.mainlinecanalgreenway.org/images/Greenway\\_MAP-FIN-low.jpg](http://www.mainlinecanalgreenway.org/images/Greenway_MAP-FIN-low.jpg)



# Blairsville, PA

## Your Town Workshop

“The Blairsville, PA Your Town workshop was a joint effort, benefiting from a group of contributing organizations, including...the National Park Service Rivers and Trails Program, the Indiana County Office of Planning & Development, and the PA/Delaware Chapter of the American Society of Landscape Architects.”

## Creating Connections

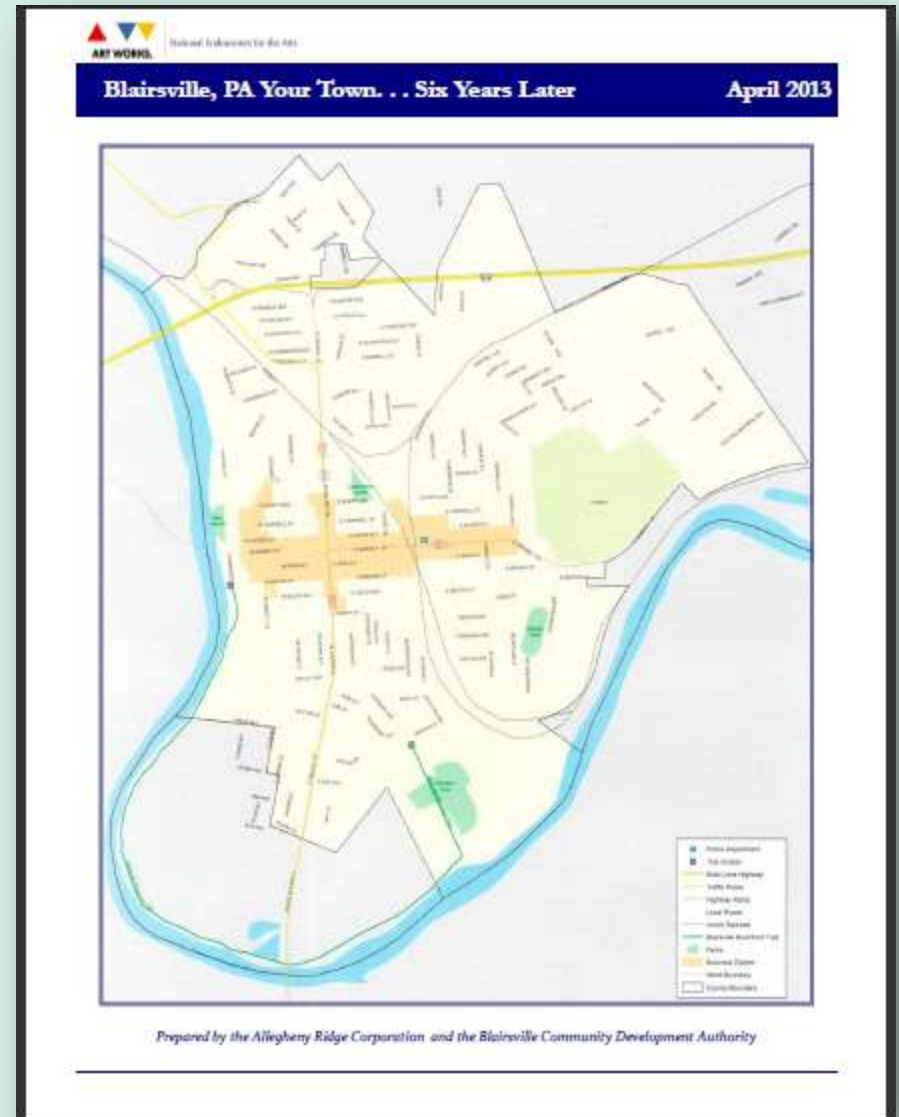
“The workshop focused on the design issues associated with community gateways and wayfinding, rediscovering and reconnecting the community with the Conemaugh River, and establishing a trail system.”

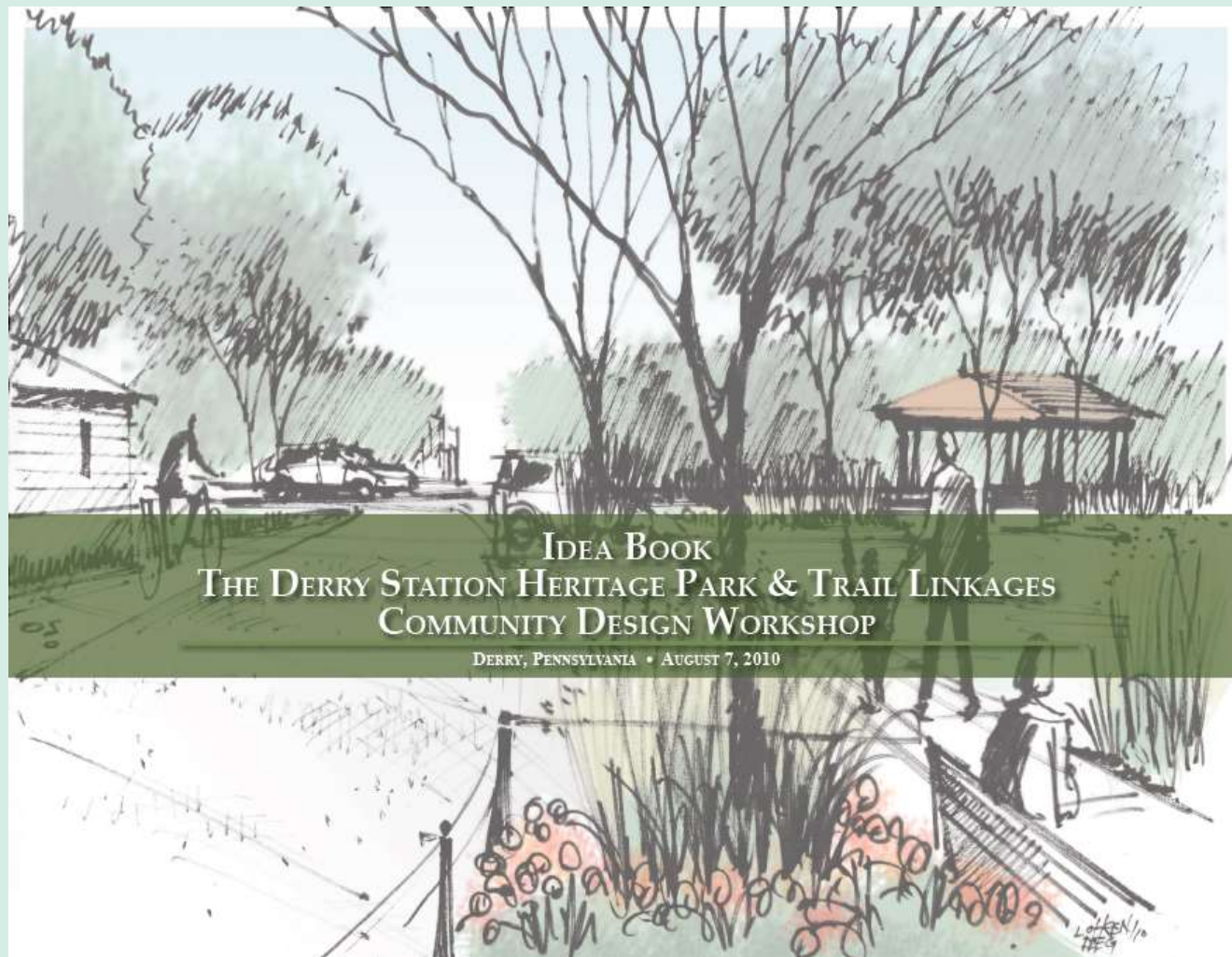
- [www.rural-design.org](http://www.rural-design.org)

“The general theme of the workshop was creating connections. How could Blairsville become linked to the economic, transportation, and recreation activity around it, and how could the community become re-connected to the Conemaugh River and all it has to offer?”

Download a recap of outcomes, six years later --

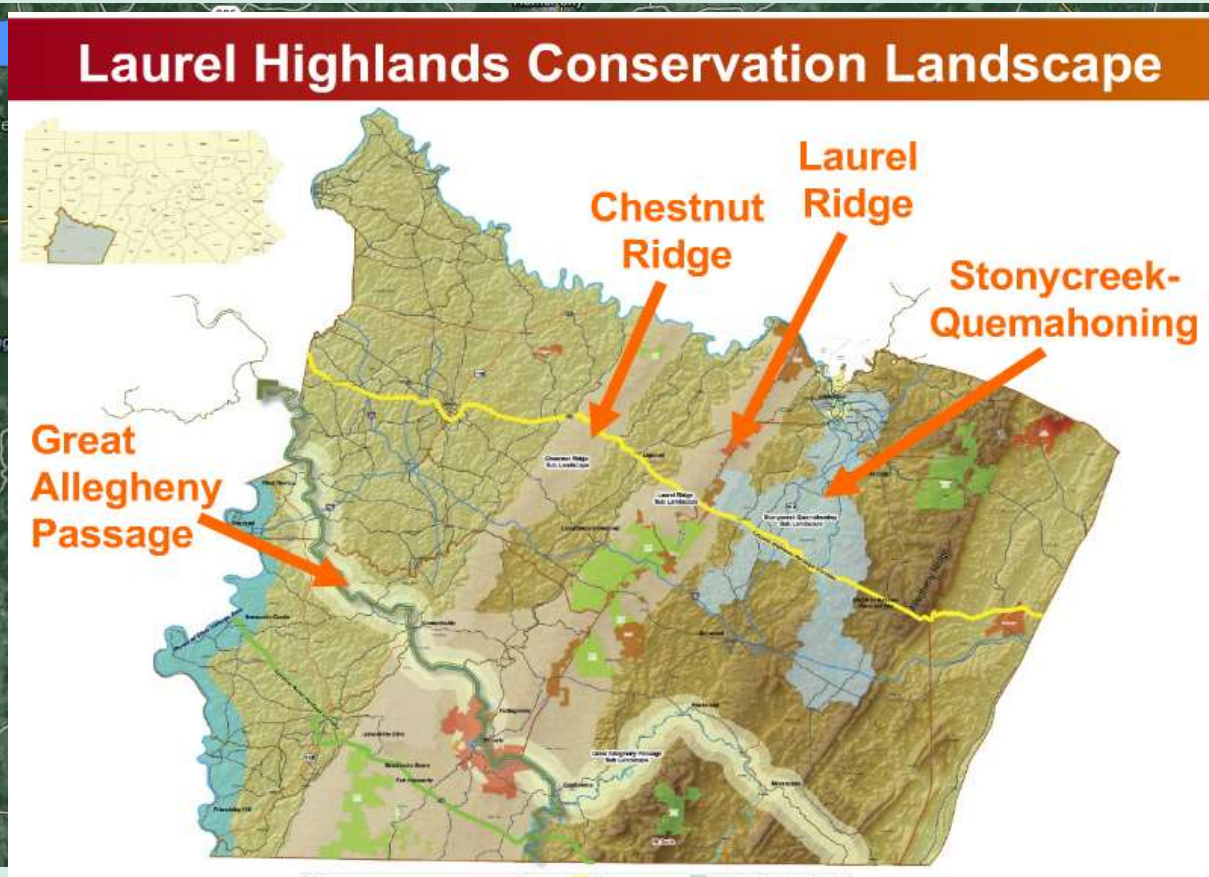
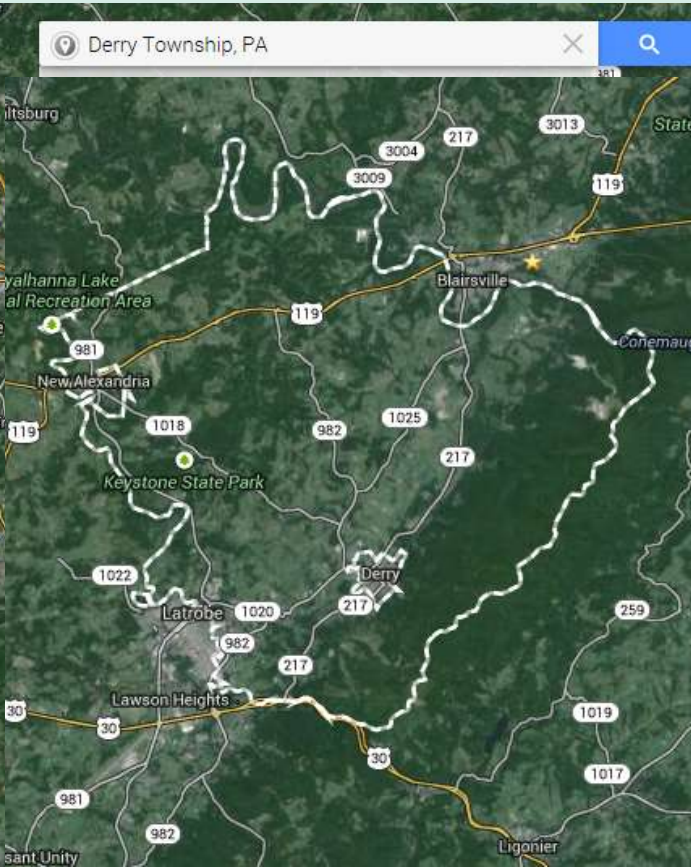
<https://drive.google.com/file/d/0B2lxNAjJwbzyRVZuVVBRCnkwVdVk/view?usp=sharing>





<https://drive.google.com/file/d/0B2lxNAjJwbzyMUJFYy1hUkh3ajA/view?usp=sharing>

**Derry Township/Derry Borough also could be called the Chestnut Ridge Sub-Landscape of the Laurel Highlands Landscape**

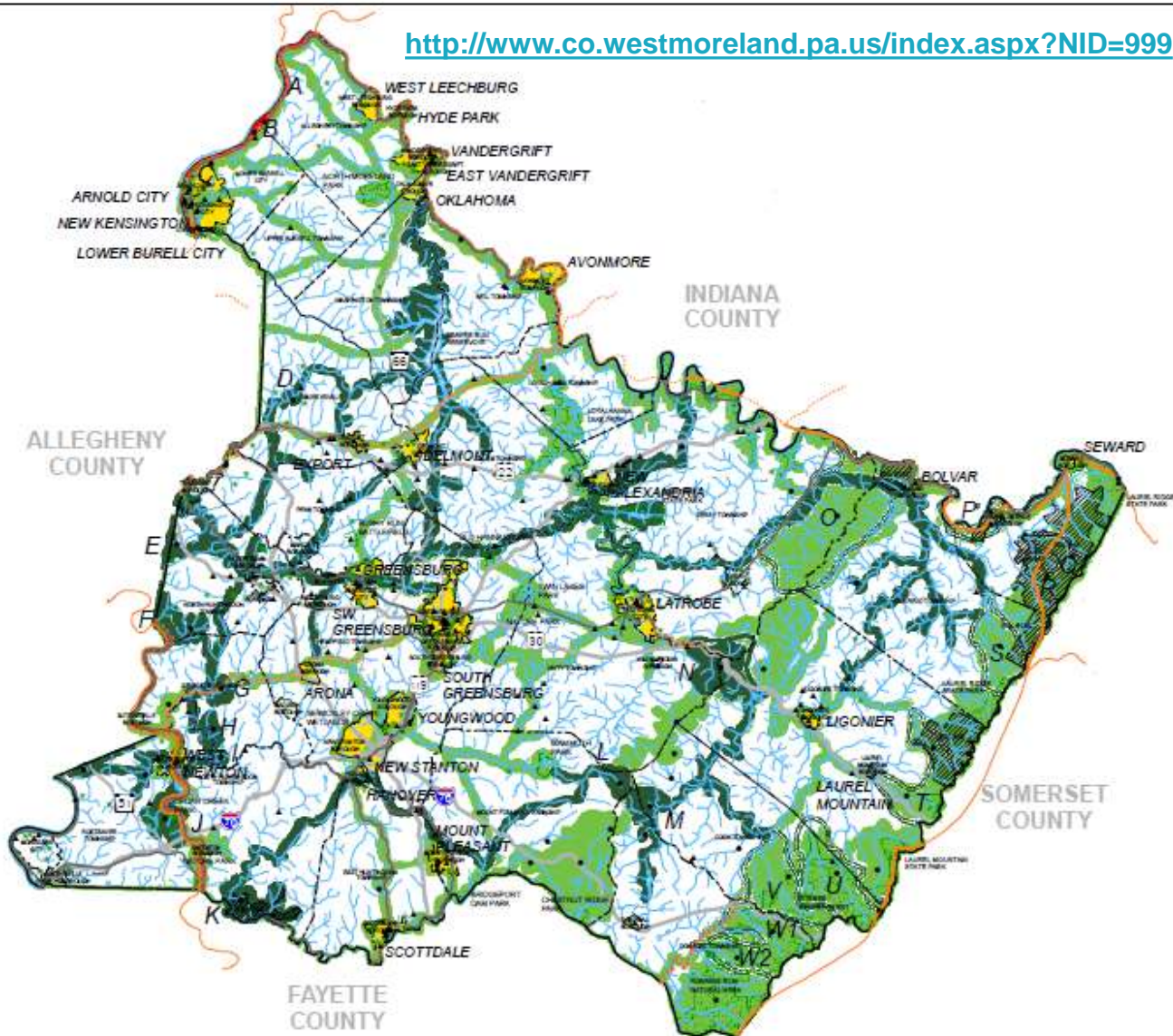


<http://www.dcnr.state.pa.us/cli/aboutcli/index.htm>

# County-Level Landscapes and Greenways



<http://www.co.westmoreland.pa.us/index.aspx?NID=999>



This project is funded in part by the Pennsylvania Department of Conservation and Natural Resources (DCNR).

## Legend

- |   |  |                                   |   |
|---|--|-----------------------------------|---|
|   | County Boundary  |                                   | TRAILS                                  |
|   | Municipal Boundary                                     |                                   | Existing State/National/Regional Trails |
|   | Major Highways   |                                   | Proposed State/National/Regional Trails |
|   | Secondary Highways                                     |                                   | Water Trails                            |
|   | Active Railroad  |                                   | Existing Greenways                      |
|   | Inactive Railroad                                      |                                   |   |
|   | Rivers/Lakes/Streams                                   | <b>BIOLOGICAL DIVERSITY AREAS</b> |   |
|   |  |                                   | Biological Diversity Areas              |
| <b>PARKS AND OPEN SPACE</b>                   |  | <b>HISTORIC SITES</b>             |   |
|   | Municipal Parks  |                                   | Historic Site                           |
|   | State Parks and Forests, County Parks and Federal Land |                                   |   |
|   | State Game Lands                                       |                                   |   |
| <b>CONSERVATION RECREATION CORRIDOR AREAS</b> |  |                                   |   |
|   | Conservation Corridors/Habitats                        |                                   |   |
|   | Recreation Corridors/Destinations                      |                                   |   |
|   | Key Destinations                                       |                                   |   |

## INTEGRATED NETWORK WESTMORELAND COUNTY GREENWAYS PLAN

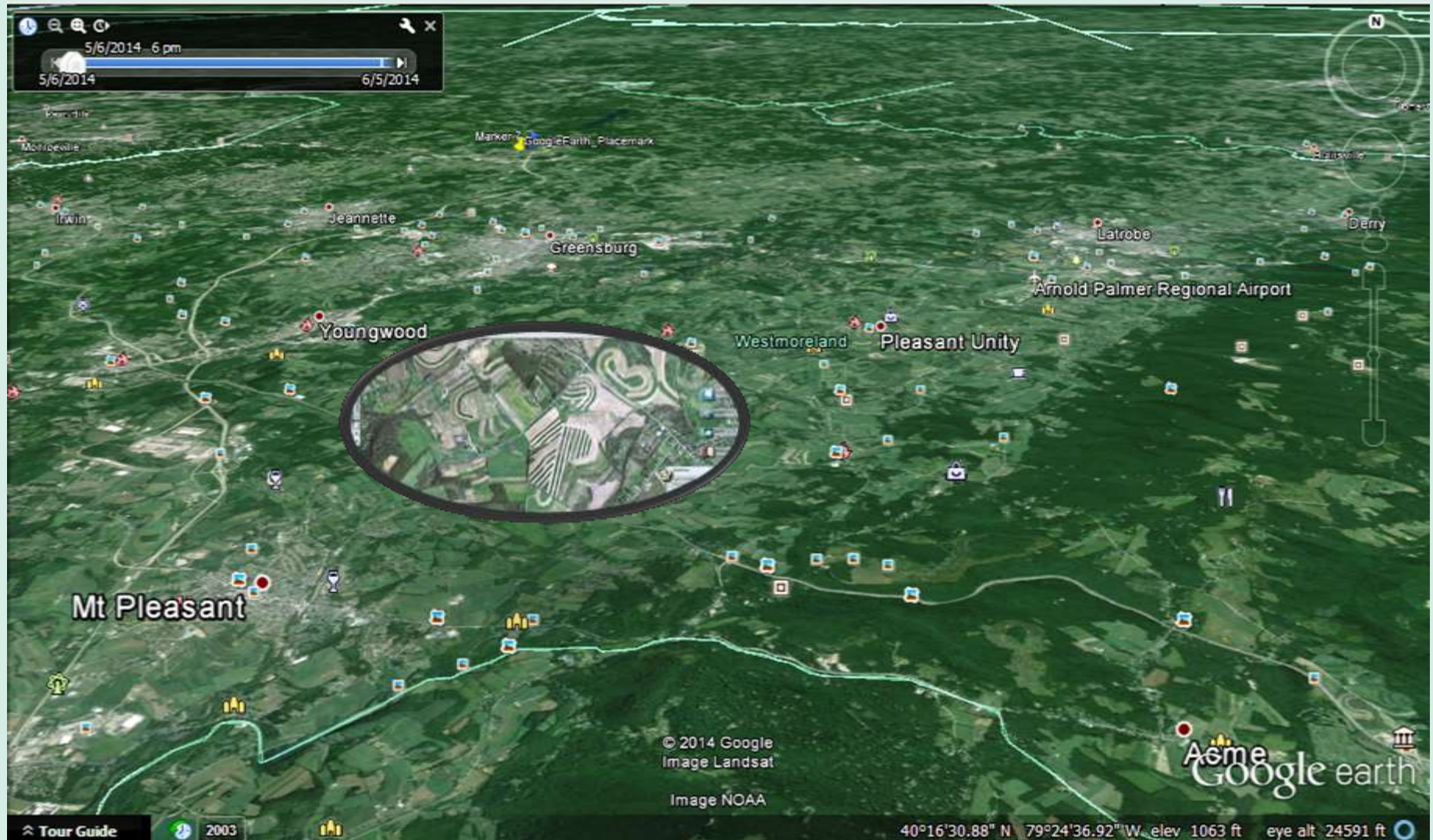
Prepared for: Westmoreland County Department of Planning and Development  
Prepared by: Environmental Planning and Design, LLC

Date: May 2007  
1007.06.20's

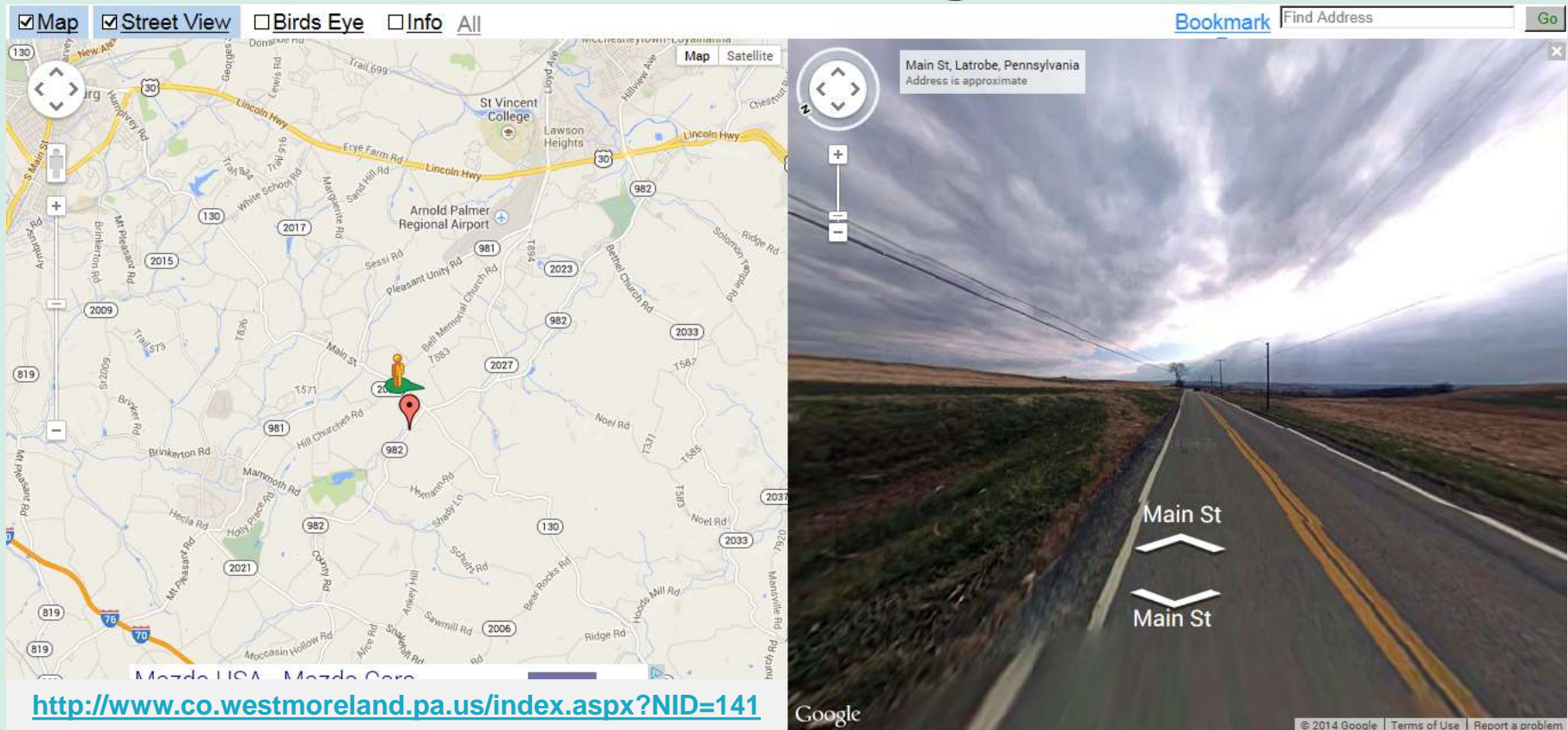
0 8,000 16,000 Feet



# Transportation and Land Use Planning as Placemaking



# “Viewshed” easements to enhance Placemaking?



<http://data.mashedworld.com/dualmaps/map.htm?x=-79.4462307177926&y=40.2304357008473&z=16&gm=0&ve=5&gc=0&bz=0&bd=0&mw=1&sv=1&svb=0&svp=0&svz=0&svm=1&svf=1>



# Placemaking with Food and Green Space



## Other Rural Natural Asset Placemaking



***A local  
Lions Club  
and  
Boy Scouts  
create  
fishing-for-  
kids areas in  
a community  
park***

<https://www.facebook.com/search/top/?q=Smart%20Growth%20Partnership%20of%20Westmoreland%20County%20fish>



PennState Extension

**Pine Run Fish Habitat Enhancement  
and Stream Bank Restoration  
Eagle Scout Project  
Washington Township, Westmoreland County**



<https://www.facebook.com/search/top/?q=Smart%20Growth%20Partnership%20of%20Westmoreland%20County%20fish>

# Our Natural Assets -- Community Growth Catalysts? But often private property... be careful.



## Pennsylvania Fish & Boat Commission

pennsylvania PA

<http://fishandboat.com/habitat.htm>

PA STATE AGENCIES ▼

ONLINE SERVICES ▼

Get Your Fishing License | Register/Title a Boat

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- Boat
- Habitat/Non-game
- Maps & Reports
- About the PFBC
- Careers
- Commissioners
- FAQs
- Grants
- Learning Center
- Partners & Links
- Permits & Forms
- Pubs. & Products
- Regs. & Laws
- Right-to-Know

## Habitat Improvement



Habitat is the place where a plant or animal is naturally found. Improving habitats in and around waterways results in healthier, more diverse aquatic communities. In turn, that benefits those of us who enjoy Pennsylvania's water resources and the organisms that call them home. The Fish and Boat Commission works to improve habitat in a variety of ways, from assisting sportsmen groups and conservation on projects to improve fish habitat in local lakes and streams, coordinating the removal of dams and other blockages to natural fish movement and providing technical guidance on designing riparian buffers.

Google™ Custom Search

### FORMS

Cooperative Habitat Improvement Program - Adopt-a-Lake & Adopt-a-Stream (PFBC 900)

Technical Assistance Program - Habitat Enhancement & Restoration for Streams & Lakes (PFBC 900-TAP)  
[Application (PFBC 902-TAP)]

### PFBC Departments

Habitat Management

Environmental Services

FAQs

Pond management



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# Create a Project Work Plan. Engage everyone you need. Engage *more* than you need.

## WORK PLAN

### Fish Habitat Enhancement Committee

Submitted by Chairpersons: John/Frank Dates: \_\_\_\_\_

Project Title Kunkle Park Pilot Project – Nature Trail Entrance Stream Bank Restoration and Jar Project#: KPH1

Task	Timetable	Responsibility	Budget
Create drawing of property boundaries	September		
"Ground Truth" the drawing	September		
Develop Drawing/Plan of the Enhancement	October		
Review Drawing with Conservation District (and Fish Commission?)	October		
Develop Budget	October-November		
Verify Township Approval	November		
Fundraise	September-May		
Cultivate Volunteers and Sponsors for Materials and Labor	September-February		
Apply for permits	October		
Begin Construction	March? (weather permitting)		
Complete Project, Stock Stream, Hold Ribbon-Cutting Event and	April-May?/July-September? (or at next year's festival)		

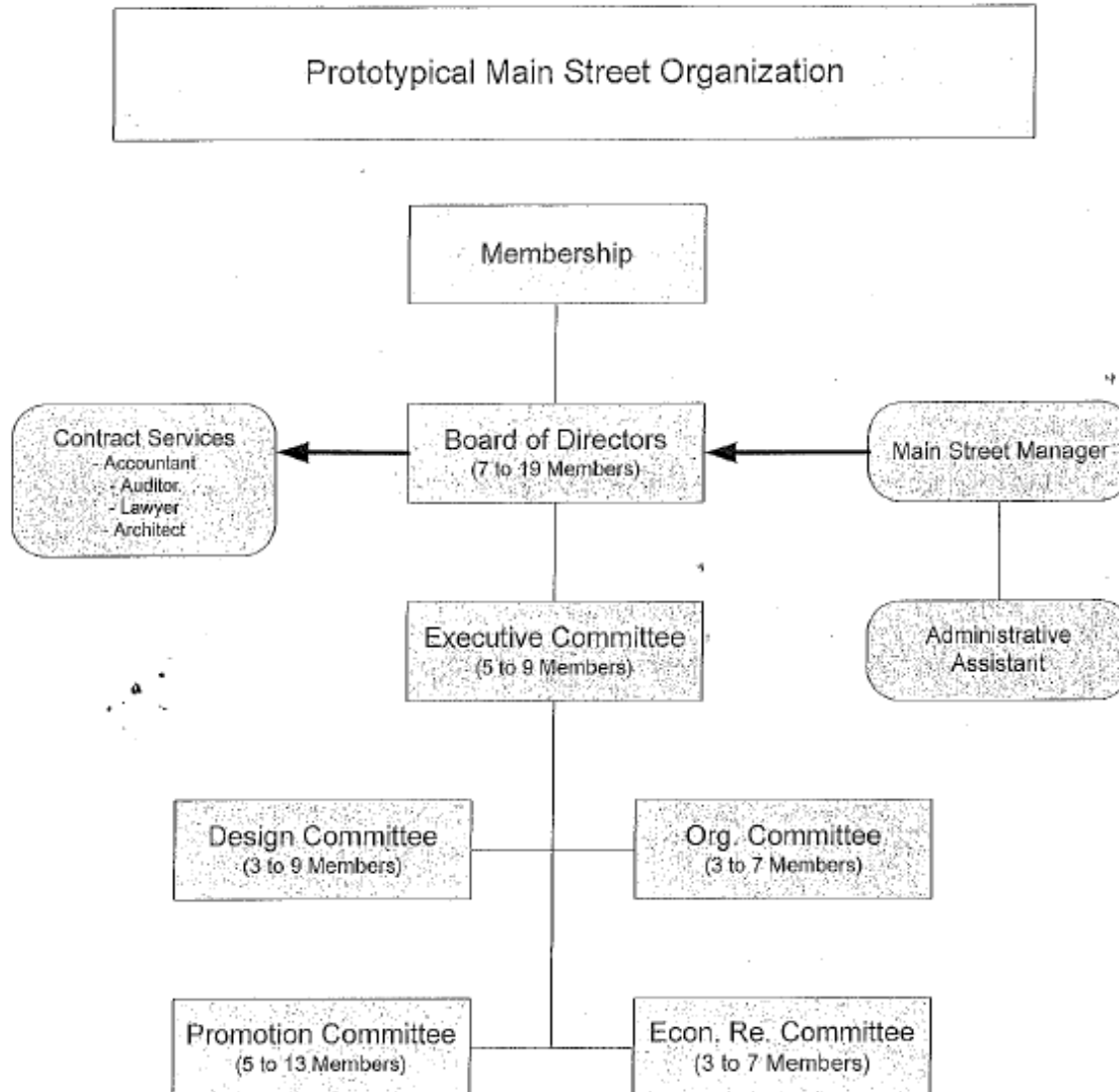


# Main Street Four Point Approach

- **Organization**
- **Economic Restructuring**
- **Design**
- **Promotions**
  - Image
  - Events
  - Retail

**Pennsylvania  
Downtown Center  
(PDC)**

<http://www.padowntown.org/programs-services/main-street/the-main-street-four-point-approach>



# Preservation Leadership Forum Blog

Insights and Information for Preservation Professionals



National Trust for Historic Preservation  
Preservation  
Leadership Forum

HOME ADVOCACY LEGAL SUSTAINABILITY WHY DO OLD PLACES DC 2015 ABOUT

## Your New Main Street: Main Street America and the refreshed Main Street Approach

Posted on: October 23rd, 2015 by Patrice Frey

This fall, the National Main Street Center has been working on a number of initiatives that will affect the way we—the Main Street movement—do our work, talk about our cause, and position ourselves within the community revitalization field. Today, we're excited to share the progress we've made on the [Refresh of the Main Street Approach](#), as well as launch our new brand—[Main Street America](#).



Much more than simply a new logo and updated framework, our goal is to reinvigorate our collective look, feel, and strategy to position Main Street as a leader locally, regionally, and nationally. Since the early 1980s, Main Street has been at the forefront of the community revitalization movement. Main Streets should be proud of, and take credit for the downtown renaissance we are enjoying today, characterized by significant numbers of people moving to vibrant commercial corridors, the shop-local mentality becoming mainstream, and adaptive use projects being viewed as economically viable and attractive to developers, residents and business owners. The changes we're rolling out today, and what you'll see from us in the coming months, reflect the critical role that Main Streets have played, and will continue to play, in this era of thriving cities and towns.

With thanks to input from Main Street Coordinators, executive directors, as well as NMSC board, staff, and experts from the community revitalization field, we believe these enhancements are a natural evolution of the great work Main Streets have been doing for more than three decades.

### Main Street Refresh: Engagement, Vision, and Outcomes

Over a year ago, we began a process we called the *Four Point Refresh*. The goal was to fully evaluate

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#### Economic Vitality

Revitalizing a downtown or neighborhood commercial district requires focusing on the underlying Economic Vitality of the district. This work is rooted in a commitment to raising the rest of a community's unique sense of place and existing historic assets, harnessing local economic opportunity and creating a supportive business environment for small business owners and the growing sectors of entrepreneurs, innovators, and localists alike. With the nation-wide growing interest in living downtown, supporting downtown housing is also a key element of building Economic Vitality.



#### Design

A focus on Design supports a community's transformation by enhancing the physical elements of downtown while capitalizing on the unique assets that set the commercial district apart. Main Streets enhance their appeal to residents and visitors alike with attention to public space through the creation of pedestrian friendly streets, inclusion of public art in unexpected areas, visual merchandising, adaptive reuse of older and historic buildings, more efficiently designed buildings, transit oriented development, and much more.



#### Promotion

Promoting Main Street takes many forms, but the ultimate goal is to position the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics. This can be done through highlighting cultural traditions, celebrating and preserving important architecture and history, encouraging local businesses to market cooperatively, offering coordinated specials and sales, and hosting special events aimed at changing perceptions of the district and communicating to residents, investors, businesses, and property-owners that this place is special.



#### Organization

A strong organizational foundation is key for a sustainable Main Street revitalization effort. This can take many forms, from a standalone non-profit organization, to a special assessment district to a program housed in a municipality or existing community development entity. Regardless of the organizational type, the focus is on ensuring that all organizational resources (partners, funding, volunteers, etc.) are mobilized to effectively implement the Community Transformation Strategies.



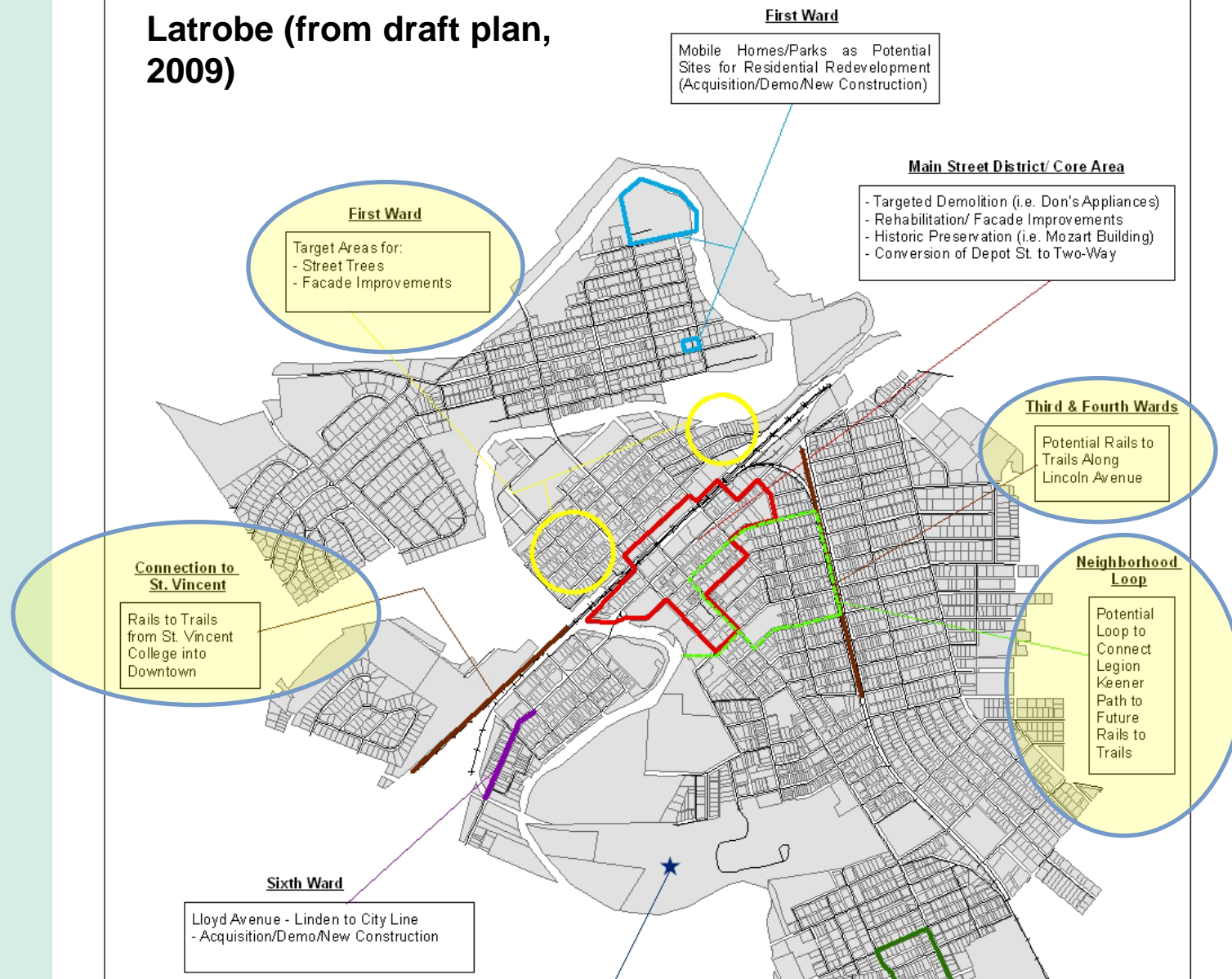
<http://www.preservationnation.org/main-street/about-main-street/main-street-america/the-main-street-approach.html#.VktnV02FN58>

<http://blog.preservationleadershipforum.org/2015/10/23/your-new-main-street-main-street-america-and-the-refreshed-main-street-approach/#.Vkfig02FN58>



PennState Extension

# Latrobe (from draft plan, 2009)





## Latrobe Community Revitalization Program updated

their cover photo.

October 27 at 4:19pm · 🌐



<https://www.facebook.com/LatrobeRevitalization/?fref=ts>



## Latrobe Community Revitalization Program added 3 new photos.

October 22 at 2:20pm · 🌐

As we met on site to assess progress on the Lincoln Avenue Trail we caught this great father/daughter moment when the training wheels came off for the first time! You could hear and see the dust from the vacant Lehigh bldg slowly coming down in the background which opens the door for future development in the years to come. #Progress #RailsToTrails



PennState Extension



Latrobe Community Revitalization Program added 4 new photos.

November 6 at 7:24am · 🌐

So...this lovely blighted corner began devaluing every business within a 500 ft radius by approx \$6,000 two years ago. Last year the walls were secured and today we are excited to finally break ground for what will become a one-of-a-kind parklet. A mix of stained aggregate and stamped concrete, a custom 3 sided kiosk featuring the history of Latrobe with a you-are-here map, seating, landscape and lighting will soon be open for all to use. Special thanks to the CFWC for the grant, and the patience and work of too many to list by name who stepped up over the past 18 months to make this challenging project a reality. #revitalization #downtownlatrobe



<https://www.facebook.com/LatrobeRevitalization/?fref=ts>



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## Planning Grid

1. Identify actions needed (via small group discussion or using sticky notes) for project or goal
  - a. Specify final outcome, final step and its product
  - b. Identify starting point and its product
  - c. Brainstorm list of actions to move from starting point to final step
2. Refine list of actions needed
  - a. clarify
  - b. identify major steps and supporting activities
  - c. sort major steps and supporting activities into chronological order
  - d. identify milestones for each major step
3. Transfer information (step numbers, major steps, supporting activities, and milestones) to Planning Grid
4. Work through remainder of Grid, identifying
  - a. Leader or contact for the activity
  - b. Time needed to complete the activity
  - c. Any comments
  - d. If needed, columns for additional information may be added

Project or Goal: \_\_\_\_\_

Major Step #	Major Step	Supporting Activities	Milestone	Leader or Contact	Time Needed to Complete Activity	Comments

adapted from *The Team Handbook*, Peter R. Scholtes  
Planning Grid - generic.doc

<https://docs.google.com/document/d/1qHT2mzEXRd7ZK8X2ddGoPbGjdcEel4FvHg8Ww2B9BvY/edit>



# Tactical Urbanism

**"Lighter, Quicker, Cheaper: A Low-Cost, High-Impact Approach"**

[Project for Public Spaces](http://www.pps.org/). Web. 11 Nov. 2015 <http://www.pps.org/>

*"Tactical urbanism* is an umbrella term used to describe a collection of low-cost, temporary changes to the built environment, usually in cities, intended to improve local neighbourhoods and city gathering places."

-- Wikipedia

<http://www.citylab.com/design/2012/03/guide-tactical-urbanism/1387/>

[http://issuu.com/streetplanscollaborative/docs/tactical\\_urbanism\\_vol\\_2\\_final?e=4528751/2585800](http://issuu.com/streetplanscollaborative/docs/tactical_urbanism_vol_2_final?e=4528751/2585800)

[Tactical Urbanism | Island Press](http://islandpress.org/book/tactical-urbanism)

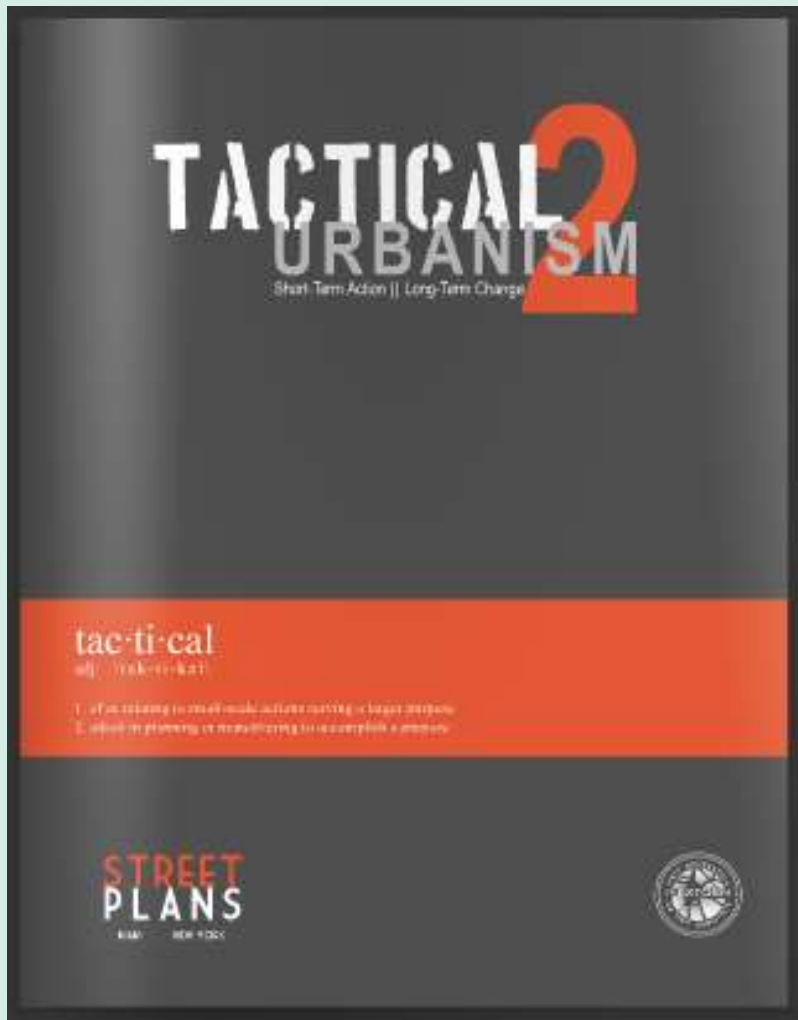
[islandpress.org/book/tactical-urbanism](http://islandpress.org/book/tactical-urbanism)

[Cached](#)

Island Press

*"Tactical Urbanism: Short-Term Actions for Long-Term Change* is a valuable text for citizens, public-sector planners, and developers alike. The book is easy to read, clear, and is all about action—something you can't say about many planning-oriented texts." Better Cities & Towns.

# No shortage of guidance



[http://issuu.com/streetplanscollaborative/docs/tactical\\_urbanism\\_vol\\_2\\_final?e=4528751/2585800](http://issuu.com/streetplanscollaborative/docs/tactical_urbanism_vol_2_final?e=4528751/2585800)

## TACTICAL URBANISM:

New Kensington Better Block  
As a Case Study

Evan Tobin  
GEOG 699: Independent Study  
Professor Dey W. Watts  
Tactical Urbanism/Better Block Final Project

# Engage Everyone



## Better Block Events

The video by Better Block founder Jason Roberts is both entertaining and enlightening –

<https://www.youtube.com/watch?v=ntwqVDzdqAU>

Opposite to the 'top down' concept of urban design is BETTER BLOCK, founded in Dallas' Oak Cliff by Jason Roberts and Andrew Howard. The Better Block project is a demonstration tool that temporarily re-visions an area to show the potential to create a walkable, vibrant, neighborhood center.

“...it’s best to address the following four areas when developing a Better Block...”:

- Safety
- Shared Access
- Stay Power
- 8-80 Amenities

<http://betterblock.org/how-to-build-a-better-block/>

## **Better Block Evaluation**

To evaluate the success of the New Kensington Better Block the following criteria are continually assessed:

1. Safety
2. Shared Access of Space
3. Stay Power
4. Local Economy
5. Physical Infrastructure

# Basic Steps:

- “Blackmail” yourselves
- Get approvals (or not)
- Find help (collaborators and partners)
- Get started

<http://betterblock.org/how-to-build-a-better-block/>



# Plan lots of time for preparation!



<https://www.facebook.com/groups/newkenbetterblock/>

# Figure out how to pay for it (or at least some of it)



Thank you to the Greater Allegheny Kiski Association of Realtors (GAKA) for sponsoring the New Kensington events





**SAVE *the* DATE!**

**Saturday October  
Noon - 8pm**

**17**



**Live Music Featuring:  
Jimbo and The Soupbones**

**Soul Raydio (12:00pm - 1:00pm)**

**Jason Calageri's Trio (1:00pm - 2:00pm)**

**Jimbo and The Soupbones (2:00pm - 3:00pm)**

**Gruuve (3:00pm - 4:00pm)**

**Kevin Snider & his Guitar (4:00pm - 5:00pm)**

**The Mercs (5:00pm - 6:00pm)**



### Other Attractions:

- Vintage wedding show inside the old Hart's building
- Beer Garden made from recycled materials
- Winery
- Photography Gallery by the New Kensington Camera Club 
- Pop-up Tech Shop with Penn State New Kensington
- Pop-up Dog Park, Cafe, Gazebo, and Kids Playground
- Food and Craft Vendors
- Car Cruise 

For general  
information, or  
how to become  
a vendor please  
contact:

**724.337.8347**



**Better Block NEW KENSINGTON**



**PennState Extension**



**Pop-up Traffic Circle & Crosswalks**



Pop-up bike lane



Food vendor lot

[http://akvnews.com/  
build-a-better-  
block-looked-  
good-in-new-  
kensington/](http://akvnews.com/build-a-better-block-looked-good-in-new-kensington/)



Crowded streets (but not closed to traffic)

## Cycling Awareness Art



Pop-up sandbox



Beer garden and recreational area



Stage 2



Children's Play Area



New businesses started after 1st Better Block



Donated gazebo placed in vacant lot; landscaping/flowers for beautification

# At Better Block event, New Kensington mayor touts program's success



Jason Bridge | Tribune-Review  
Curt Marino, of the band Risen to Save, sings for the crowd at the pop-up amphitheater along Tenth Street and Fifth Avenue during the Better Block event in downtown New Kensington on Saturday, April 30, 2016.



“Three company owners said Saturday they are moving to downtown New Kensington because they like what they see, the people, and the city's Better Block program.

The city's third Better Block event was enjoyed Saturday by a crowd of hundreds of people. Businesses, music and fair-like attractions stretched over four blocks. Coleman's Catering, Mod-itions and Nu Gallery have started businesses, all along Fifth Avenue.

That will bring to 10 the number of businesses moving to downtown storefronts since the first Better Block celebration in the city in 2015, Mayor Tom Guzzo said.

“The concept works,” he said.

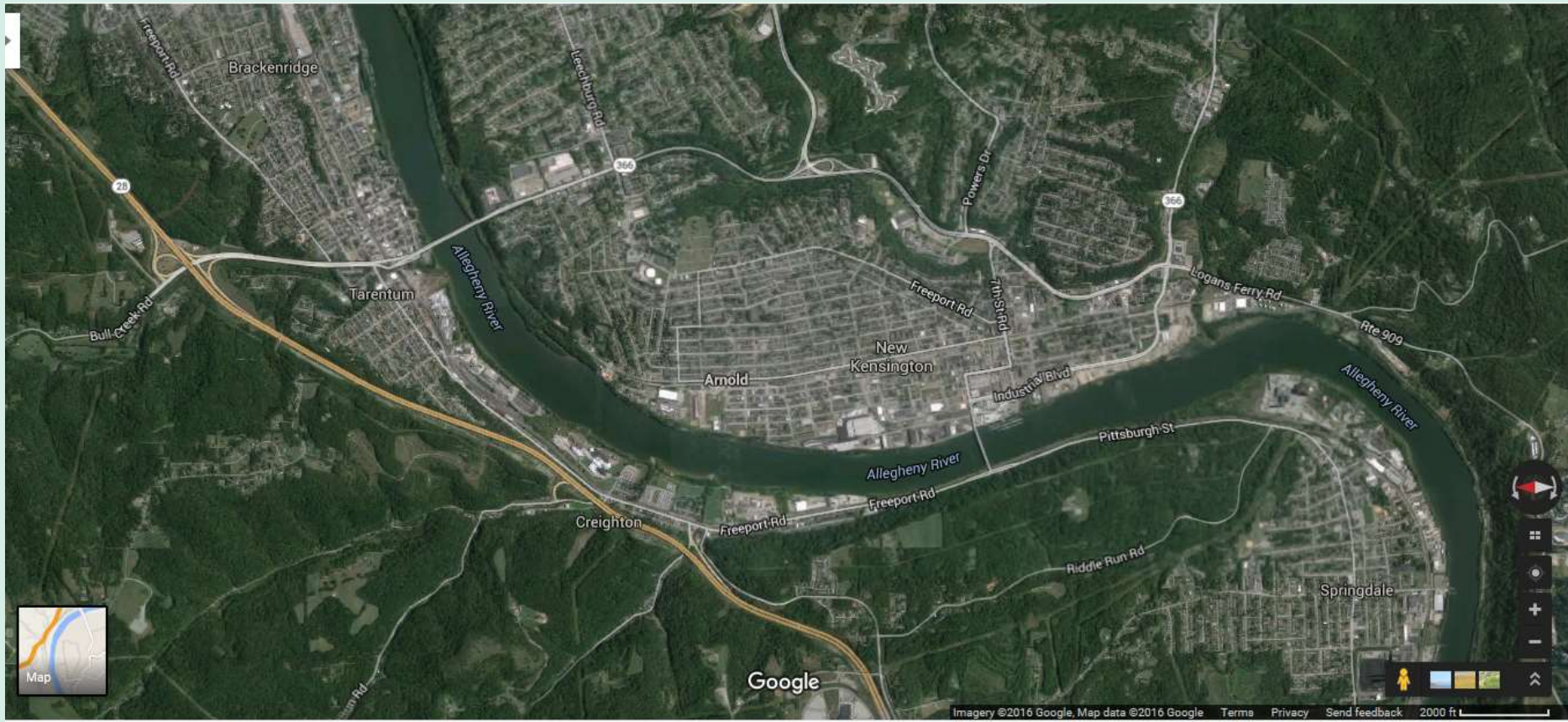
Better Block's idea is to show what improvements can look like in one block, get people interested, and encourage business development in that block, then let development spread from there. And it's all done from grass-roots efforts.”

<https://www.facebook.com/groups/newkenbetterblock/search/?query=mayor>

<http://triblive.com/news/valleynewsdispatch/10386811-74/block-fifth-kensington>

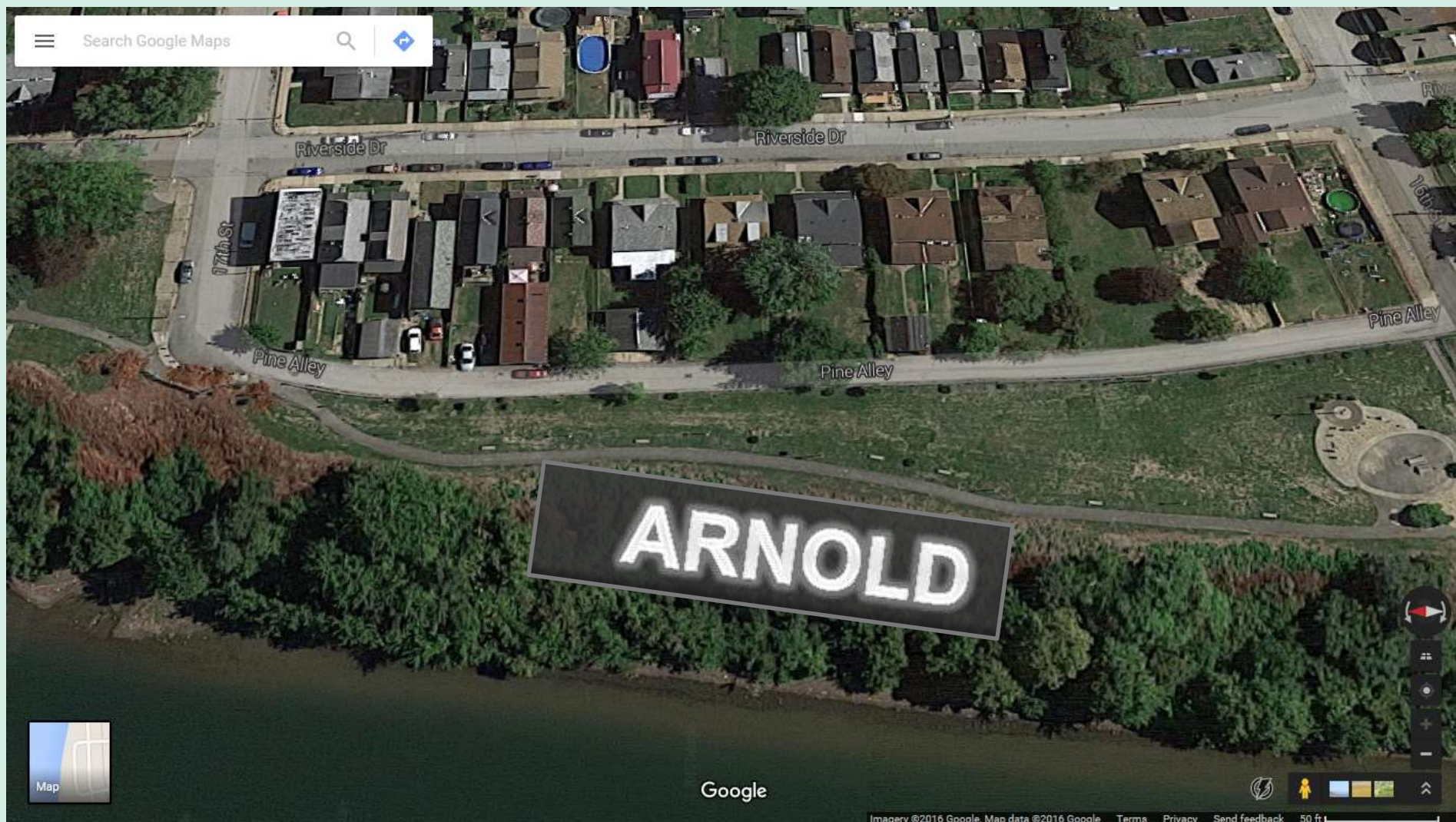
# An overhead look at a proposed “ARNOLD” sign location area --

<https://www.google.com/maps/place/Arnold,+PA+15068/@40.5764659,-79.7652269,14011a,20y,90h/data=!3m1!1e3!4m2!3m1!1s0x883495dd8beceaf5:0x71ce632b49055f0>



<https://drive.google.com/file/d/0B2lxNAjJwbzyTIdiUTF4N29QcWc/view?usp=sharing>

-- PSNK student magazine article about ARNOLD sign class project



<https://www.google.com/maps/@40.5768017,-79.7745328,235a,20y,90h,41.64t/data=!3m1!1e3>

[https://www.facebook.com/shares/view?id=1372868466063671&overlay=1&notif\\_t=story\\_reshare&notif\\_id=1466424826370170](https://www.facebook.com/shares/view?id=1372868466063671&overlay=1&notif_t=story_reshare&notif_id=1466424826370170)



## Urban Hike visits Arnold, New Kensington

The Alle-Kiski Valley was the destination for all types of hikers Saturday. While several hundred die-hards tackled the 34-mile Rachel Carson Trail Challenge that began in ...

TRIBLIVE.COM | BY LIZ HAYES

<http://triblive.com/news/valleynewsdispatch/10646080-74/urban-hike-kensington>

# Blogs and Social Media as Placemaking Tools

<http://extension.psu.edu/community/ecd/news/2015/social-media-community-media>

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## Diamonds All, Rough or Not...

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Tags: [21st Century Community Economic Development](#), [Building Strong Communities](#), [Land Use and Local Decision Making](#)

Posted: October 27, 2014 <http://extension.psu.edu/community/ecd/news/2014/diamonds-rough-or-not..>

Community jewels come in many forms. They are precious. Have you hidden yours?

If you have, that's a mistake, because often people forget about the wealth they might have squirreled away ("out of sight, out of mind") years ago. Like mason jars of old coins and bills buried in the back yard, this treasure doesn't accrue interest, and risks rot and deterioration.

Or, maybe your community jewels are still right out there in



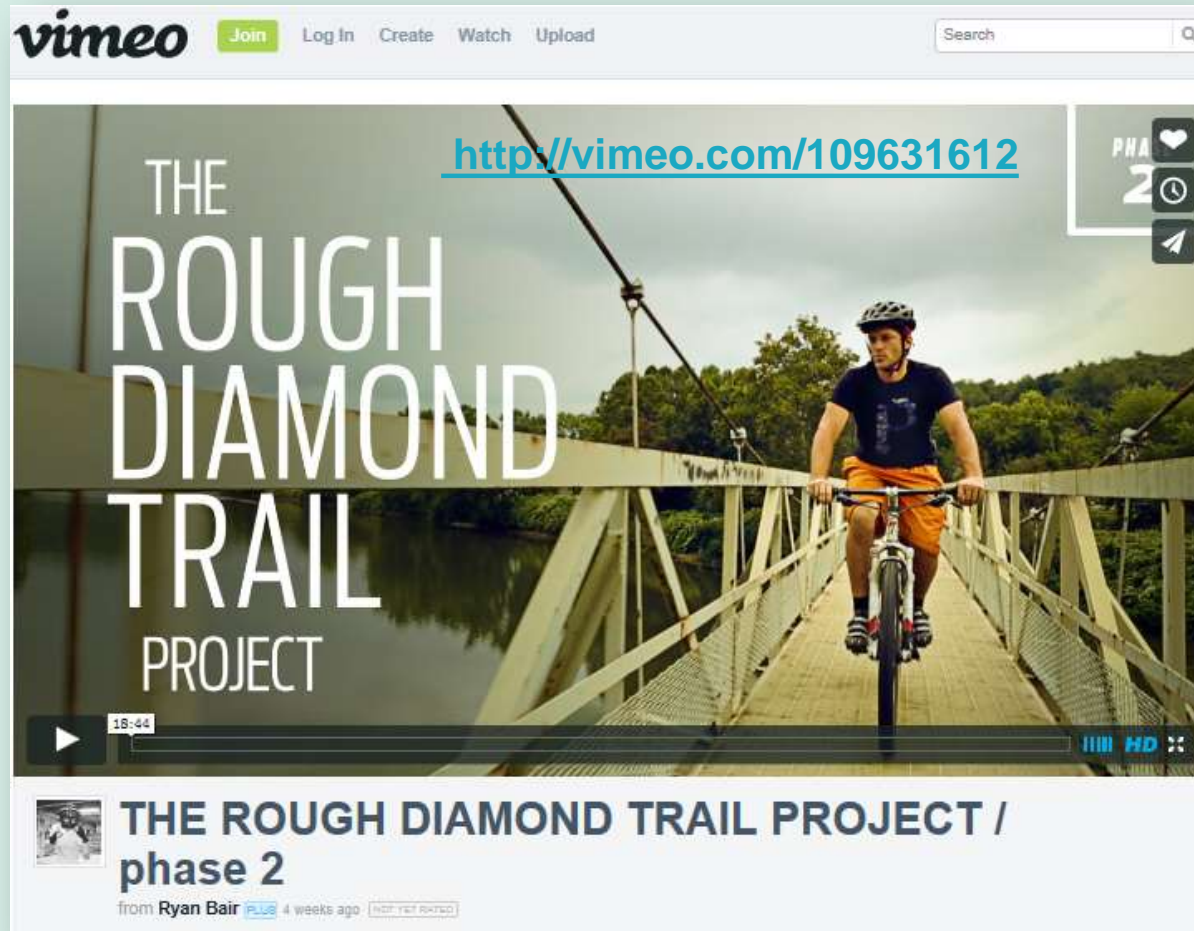
From churches and their congregations, to community trail and recreation

[http://extension.psu.edu/community/ecd/news/2014/diamonds-rough-or-not..#.VE\\_IUY67SDc.facebook](http://extension.psu.edu/community/ecd/news/2014/diamonds-rough-or-not..#.VE_IUY67SDc.facebook)

# Consider Video

To see how to use film to create vision and enthusiasm for community economic development projects, watch this

*Rough Diamond Trail Project, Phase II Vimeo –*



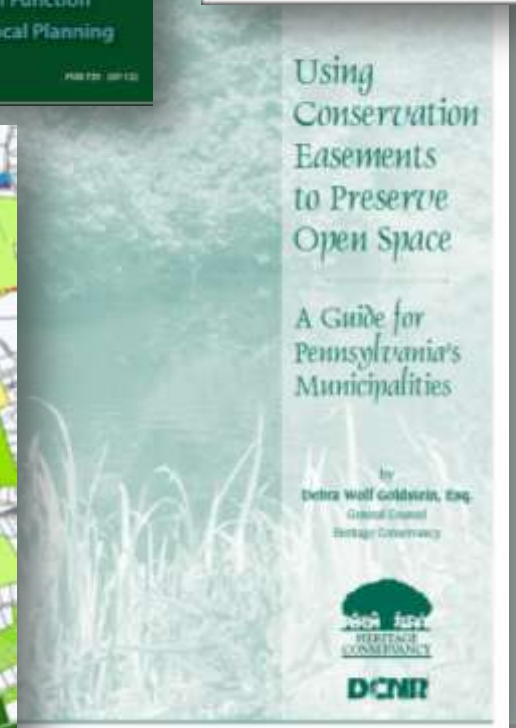
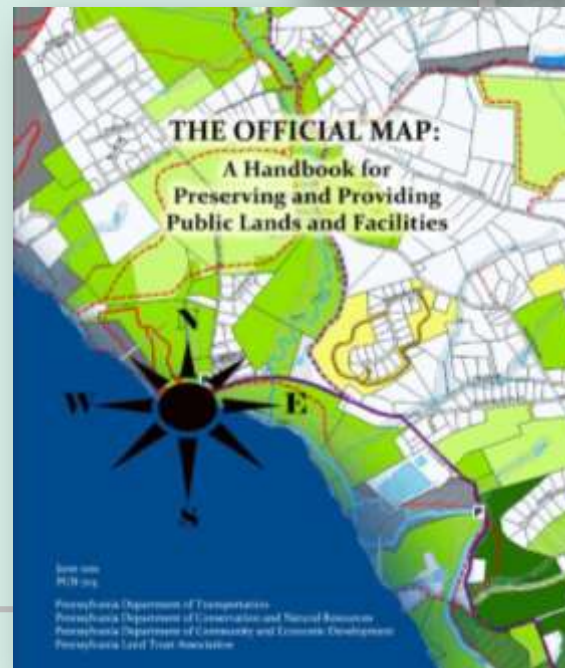
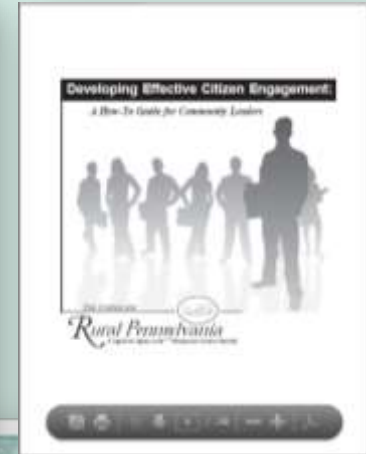
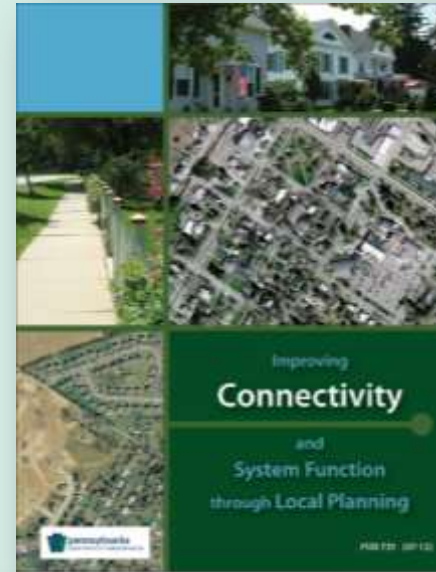
# More Tools for “Connecting”

- Local Community Planning Events
- Adopted Official Maps
- Community Volunteers
- Grants
- Regional Trails
- Click the graphics at right for more

- [You!](#)

We write blogs about other tools and projects that you may find interesting --

- [Municipal Budgets and Comprehensive Plans -- What's the relationship?](#)
- [Community Champions – Where Would Our Communities Be Without Them?](#)
- <http://extension.psu.edu/community/ecd/news>



<https://docs.google.com/document/d/1qHT2mzEXRd7ZK8X2ddGoPbGjdcEel4FvHg8Ww2B9BvY/edit>

Arnold Riverbank Sign work plan\_Work\_Sheet.docx ☆ Last edit was 11 days ago


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**WORK PLAN**

\_\_\_\_\_ Team Submitted by Chairperson: \_\_\_\_\_ Dates: \_\_\_\_\_

Project# : \_\_\_\_\_ Project Title \_\_\_\_\_

  
PENNSTATE Cooperative Extension  
College of Agricultural Sciences  
The Smart Growth program is provided in partnership with Penn State Extension

<u>Task</u>	<u>Timetable</u>	<u>Responsibility</u>	<u>Budget</u>	<u>Comments</u>

**To review and learn more –**

**Community Economic Development  
and Placemaking:**

**<https://meeting.psu.edu/p57ik4ajeva/>**

**Planning for Healthy Communities**

**<https://meeting.psu.edu/p891om4apl/>**

**<http://extension.psu.edu/community/ecd/courses>**

**<http://extension.psu.edu/community/ecd/courses/land-use-planning>**

***In what types of  
Community Economic Development  
have you been engaged?***

# Contact Information

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<http://extension.psu.edu/community/ecd>

<https://www.facebook.com/ecdPennStateExt/>

<https://www.facebook.com/SmartGrowthPartnershipofWestmoreland/>

# **[extension.psu.edu/community/ecd](https://extension.psu.edu/community/ecd)**

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