

# Delaware and Lehigh National Heritage Corridor

*Where America was Built™*

## Landmark Towns of Bucks County™



*Morrisville*



*New Hope*

*State and local partners tour Yardley in August, 2007*



### MAIN STREET REGIONAL REVITALIZATION

Landmark Towns of Bucks County is a cooperative venture between the historic boroughs of Bristol, Morrisville, New Hope and Yardley.

Since all have traditional downtown business districts, the initiative will approach economic development and revitalization on a regional basis.

Focus will be placed on commercial opportunities and growth in tourism to help these small towns breathe renewed economic life into their business districts. Preservation and enhancement of the boroughs' industrial and cultural heritage is another key component.

To pursue these opportunities, the four municipalities joined with the Delaware & Lehigh Heritage Corridor, Inc., in spring of 2006 to produce a scope of work and work plans that would inform a strategic plan.

In September, 2006, the D&L and municipalities began working to develop a self-funded strategic plan. The effort included town meetings and site visits, meetings with stakeholders, and regular monthly meetings.

The four downtowns recently received funding from the Commonwealth of Pennsylvania to hire a full-time regional 'Main Street' coordinator for five years.

### CHALLENGES AND OPPORTUNITIES

Core challenges and opportunities in each of the downtowns have been identified and will be undertaken by the regional coordinator. They include:

- \* Improving the ease of parking in closer proximity to commercial centers
- \* Improving river and canal access for both active and passive recreation
- \* Developing unique products as long-term sources of funding
- \* Marketing and branding the towns with theater, dining, and tour packages
- \* Pursuing initiatives designed to increase in-town lodging
- \* Pursuing regional transit access to two of the downtowns
- \* Maintaining gateways to establish a welcoming tone for visitors
- \* Inaugurating comprehensive highway and pedestrian signage programs

Community-specific challenges and opportunities also were identified. While the regional coordinator will not address these immediately, they eventually will be undertaken and developed to strengthen the initiative's regional and individual efforts.



*Bristol*