



Borough of Tamaqua Community Plan
Adopted 2022

RESOLUTION NO. 2022 - 11

**BOROUGH OF TAMAQUA
SCHUYLKILL COUNTY, PENNSYLVANIA**

A RESOLUTION OF THE BOROUGH OF TAMAQUA, SCHUYLKILL COUNTY, PENNSYLVANIA, ADOPTING THE TAMAQUA CHOOSE HAPPINESS COMMUNITY PLAN

WHEREAS, the Borough of Tamaqua Community Plan is desirable in order to plan for the future growth and development of the Borough; and

WHEREAS, Article III, Section 302 of the Pennsylvania Municipalities Planning Code (Act 247) grants the governing body of the municipality the power to adopt and amend the comprehensive plan as a whole or in part; and

WHEREAS, Borough of Tamaqua officials, staff, and other community members reviewed data, obtained public comment, and developed the Borough of Tamaqua Community Plan; and

WHEREAS, pursuant to public notice, the Tamaqua Area Community Partnership (TACP) held a public meeting regarding the Borough of Tamaqua Community Plan on November 18, 2019; and

WHEREAS, no adverse comments were received from the public during the public meeting; and

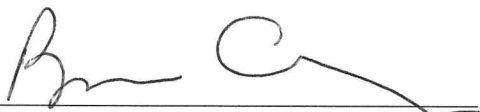
NOW, THEREFORE, BE IT RESOLVED by the Tamaqua Borough Council that the Borough of Tamaqua Community Plan, also known as the Tamaqua Choose Happiness Plan, is hereby adopted in its entirety by the authority of the same.

RESOLVED by the Borough Council of the Borough of Tamaqua this 7th day of June, 2022 in regular session duly assembled.

ATTEST:


Tonia Collevecchio, Secretary

BOROUGH OF TAMAQUA

By: 
Brian Connely, President

ACKNOWLEDGEMENTS

We want to acknowledge and thank all of the community members and stakeholders who participated in this Community Plan throughout the process for their time, insights and ideas. We could not have accomplished this without their involvement.

Though this plan started with in-person meetings and interviews, much of this plan was developed during the height of the COVID-19 pandemic, which yeided many challenges. However, that did not stop our committed members of the community from participating in and attending meetings virtually.

We are grateful for your contributions and look forward to the transformational impact this plan will have on Tamaqua--a Town where people care if you are happy.

00

Introduction

Why Choose Happiness?

How is this plan different?

Summary of Tamaqua's Vision | Mission | Values

A Framework for Happiness

A Community Plan that considers Happiness

A living plan on the website and on Asana

The Planning Process

Implementation

Summary of Goals

01

Economic Vitality

Why is this important?

Community Meetings: Input and Results

Implementation

Strategies with Happiness Factors and Action Plans

Strategy 01: Restore Neighborhoods

Tamaqua Safety Initiative

South Ward Neighborhood Elm Street Plan

Strategy 02: Revitalize and Promote the Downtown District

Design Guidelines

Creative Placemaking

Tamaqua Upper Floor Development

Strategy 03: Economic Development and Job Creation

Economic Development & Job Creation Strategy

RURAL LISC

CRIZ and Opportunity Zone Plans

Schuykill Community Action Plan Needs Assessment

Tamaqua Community Action Plan

Waterfront Development Plan

02

Arts and Music

Why is this important?

Community Meetings: Input and Results

Implementation

Strategies with Happiness Factors and Action Plans

Strategy 01: Support for Current and New Art and Music



Tamaqua Community Arts Center

Tiki Rehearsal Studio

Artists in Residence

Community Music Concerts	_____
Artists Live-Work Spaces	_____
Maker Space	_____
Mural Program	_____
WE-Making	_____

03	Foodies	_____
	Why is this important?	_____
	Community Meetings: Input and Results	_____
	Implementation	_____
	Strategies with Happiness Factors and Action Plans	_____
	Strategy 01: Elevate the Community Through Food	_____
	Enhance Padora's Italian Bakery Experience	_____

04	Health and Well-Being	_____
	Why is this important?	_____
	Community Meetings: Input and Results	_____
	Implementation	_____
	Strategies with Happiness Factors and Action Plans	_____
	Strategy 01: Support Effective Prevention of Substance Use Disorder	_____ 
	Support and Enhance the Efforst of Hope & Coffee	_____
	Raiders Step Up	_____
	Recovery Meetings and Community	_____
	Tamaqua STEP UP	_____
	Pennsylvania Youth Survey (PAYS)	_____
	Strategy 02: Promote Mental and Physical Health Oppurtunities	_____ 
	St. Luke's Community Health Plan	_____
	Promote New Roots Recovery Center	_____
	St. Luke's Dental Care Coordination Planning Network	_____
	Life Skill's Training	_____
	Prevent Sexual Violence. Promote Healing.	_____
	Social Development Strategy	_____
	Public Transportation	_____

05	Personal Growth Through Learning
	Why is this important?
	Community Meetings: Input and Results
	Implementation
	Strategies with Happiness Factors and Action Plans
	Strategy 01: Create a Learning Friendly Community
	<i>Tamaqua Area School District Plan 2017-2020</i>
	<i>LCCC Strategic Plan 2019-2022</i>
	<i>Leadership Development</i>
	<i>Lifelong Pursuit of Learning</i>

06	Happiness and Meaningful Connections
	Why is this important?
	Community Meetings: Input and Results
	Implementation
	Strategies with Happiness Factors and Action Plans
	Strategy 01: Involvement in the Community
	<i>Blood Donations</i>
	<i>Fire Company Volunteerism</i>
	<i>Tamaqua Business & Professional Women's Network</i>
	<i>Volunteering</i>
	<i>Schuylkill Chamber of Commerce</i>
	<i>Census 2020</i>
	<i>Voting</i>
	<i>Framework for Happiness</i>
	Strategy 02: Engage Faith-Based Organizations in the Community
	<i>TAFFN (Tamaqua Area Faith Fellowship Network)</i>

07	Heritage as a Stepping Stone
	Why is this important?
	Community Meetings: Input and Results
	Implementation
	Strategies with Happiness Factors and Action Plans
	Strategy 01: Preserve and Promote History
	<i>Tamaqua Historic District</i>
	<i>Tamaqua Rail Road Station Heritage Site</i>
	<i>Schuylkill River National Heritage Area</i>
	<i>Tamaqua Historical Society</i>

08	Sports and Recreation	
	Why is this important?	
	Community Meetings: Input and Results	
	Implementation	
	Strategies with Happiness Factors and Action Plans	
	Strategy 01: Develop and Enhance Recreational Opportunities	
	<i>Promote Owl Creek Reservoirs</i>	
	<i>Promote E-Sports and Gaming</i>	
	<i>Develop/Enhance Playgrounds & Natural Resources</i>	

09	Positive Image and Identity	
	Why is this important?	
	Community Meetings: Input and Results	
	Implementation	
	Strategies with Happiness Factors and Action Plans	
	Strategy 01: Promote a Positive Image & Identity	
	<i>Tamaqua Choose Happiness Community Plan</i>	
	<i>Community Brand Translation Overlay</i>	
	<i>PR & Social Media Strategy</i>	

A1	Appendix	
	Tamaqua Community Action Plan Founders Park	

00

Introduction

We know that Tamaqua is the little town with the big heart. Over the past two decades, that heart has led to incredible improvements both in the look and character of the community and in the way that the community cares for each other, including but in no way limited to, Step Up Tamaqua, free education and Hope & Coffee. Out of that heart--that care for each other--comes meaningful connections, a key ingredient for happiness.



“Most folks are about as happy as they make up their minds to be.”
Abraham Lincoln

According to National Geographic, “The researchers who publish the annual World Happiness Report found that about three-quarters of human happiness is driven by six factors: strong economic growth, healthy life expectancy, quality social relationships, generosity, trust, and freedom to live the life that’s right for you. These factors don’t materialize by chance; they are intimately related to a country’s government and its cultural values. In other words, **“the happiest places incubate happiness for their people.”**

Happiness is not solely dependent on any of these factors. As evidenced in the graphs on the next page, some of the happiest places in the world rank very low on some factors and high on others. For example, Singaporeans are happy because there is a road to financial security for those who work hard, though it often comes at the cost of other factors of happiness, such as time spent socializing with friends and family. In stark contrast, Costa Ricans are generally not wealthy and live very modest lifestyles, but they have wonderful social lives, live in the moment, take care of each other and stay healthy—much of their happiness is supported by mandatory education and universal health care.

It’s apparent in the graphics on the following page that the places deemed the happiest do not necessarily score high on every factor, but there is a continued commitment to cultivate those factors and incubate happiness. Denmark, for example, is so committed to happiness that they widened the bike lanes when they realized bikers wanted to ride side by side and talk to each other on the commute in to work. Singapore is spending billions of dollars in an effort to create “a cohesive society with intergenerational harmony”, going so far as to build “3 Gen Flats” specially design to house 3 generations under one roof.

Tamaqua is committed to incubating happiness. It is clear in everything we do. This plan is the culmination of all the efforts that have come before. Every effort will be a part of this final drive to declare to the world who we are and where we are going. **We have determined the goals we will commit to in order to achieve all the factors of happiness (many of which are already underway); the strategies and action plans to achieve those goals; and a system of accountability to ensure they are realized—a “Framework for Happiness.”** In order to work, the Framework has goals that tie back to these specific categories of happiness defined by Gallup: Social Relationships, Sense of Purpose, Community Engagement, Physical Health, and Financial Health.

This effort provides Tamaqua with a clear set of goals to achieve that were defined by the citizens and all tie back to the 5 factors of happiness. It also provides the opportunity to choose happiness by inviting citizens to participate in accomplishing the goals, perhaps leading to meaningful connections with others and a sense of purpose.

TACP, Borough Officials and the community-at-large have embraced this plan and are looking forward to its implementation. However, they cannot implement it on their own. TACP will be accountable for ensuring that the Action Plans for each Goal have a designated leader assigned to implement those plans along with the a team of professionals and/or volunteers to accomplish each Action Plan. The community can follow the progress made on the Goals online and through a team-based management app called Asana, where they can also choose to participate and create meaningful connections, as well as the feelings of fulfillment and purpose that lead to happiness.

In short, Tamaqua Choose Happiness is a community plan that considers people’s happiness as a part of its strategy. The intention is to get citizens involved in the Framework for Happiness in order to create meaningful connections while working together to make progress.

HAPPINESS FACTOR COSTA RICA

Gallup divides its surveys into five categories that contribute to well-being. Costa Ricans are perennial leaders when it comes to social relationships, a sense of purpose, and physical health.

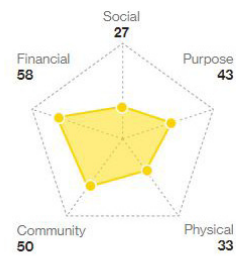


PERCENTAGE OF POPULATION
THRIVING IN EACH CATEGORY

GALLUP WORLD POLL, 2015-16

HAPPINESS FACTOR DENMARK

At least half of Danes are thriving in the categories of financial well-being and community engagement. They also score high marks when it comes to finding purpose and meaning in daily activities.

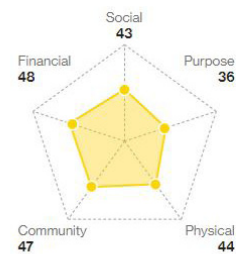


PERCENTAGE OF POPULATION
THRIVING IN EACH CATEGORY

GALLUP WORLD POLL, 2015-16

HAPPINESS FACTOR BOULDER, COLORADO

People in Boulder seem to have learned the secret to living a balanced life. Many thrive in four out of five measures of well-being, especially in community engagement and financial health.

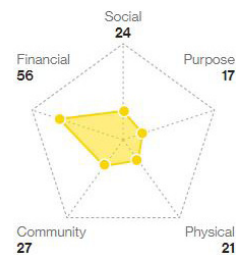


PERCENTAGE OF POPULATION
THRIVING IN EACH CATEGORY

GALLUP-SHARECARE
WELL-BEING INDEX, 2016

HAPPINESS FACTOR SINGAPORE

Singapore's economic stability has helped the country consistently rank high when it comes to financial well-being. But all that striving for wealth comes at some cost to the other happiness factors.



PERCENTAGE OF POPULATION
THRIVING IN EACH CATEGORY

GALLUP WORLD POLL, 2015-16

Most plans are stagnant paper-bound documents and too many end up gathering dust on a shelf.

This plan considers how it will affect people's lives and happiness. It's not just about jobs. It's not just about economic development projects. We care if people have jobs and if great projects are happening--but you can have a job and still be unhappy and you can fix up your downtown and people can still be unhappy.

Choose Happiness

- Happiness is a choice. As Abraham Lincoln once said, "Most people are as happy as they make up their minds to be."
- But we also know that Apathy is loss of movement and progress. Whereas, Happiness is progress and the joy of moving towards your potential.
- That's why everything in this plan ties back to Gallup's 5 Factors of Happiness and encourages participation and progress.

Connectedness

- Connectedness is also part and parcel to happiness.
- The purpose of the Framework for Happiness is to create an opportunity for Tamaquans to be connected to the community. This will also help create meaningful connections with each other. Happiness will be the touchstone of our success. It has been benchmarked and will be measured.
- The plan also connects community efforts to each other. It is the culmination of all the efforts that have come before. This is not about "buckets" or "buckshot" efforts. It's a holistic approach that allows for collaboration and cross-pollination.
- If everyone has a better understanding of what else is happening and what's in the works, then resources can be shared, efforts and resources will not be doubled and cooperation can be accomplished.
- It will also inspire and motivate. Especially as efforts get accomplished.

Living Plan

- This plan is also different because citizens can visit the Tamaqua Choose Happiness website to follow the plan's progress and also to participate in it.
- Interested parties will be provided a link to a Team-based Work Management Program online. Here they can view the 9 Goals that were the outcome of the Planning Process. The goals will live in a constant state of progress, motion and updating online. The program is called Asana and a link is provided under that section below.
- **Utilizing technology, any interested person can go online to quickly learn all about the Tamaqua Choose Happiness plan, follow the progress on Asana and easily get involved in the efforts that will be making a difference in the Borough.**

This plan understands that progress and meaningful connections are integral to happiness. This plan outlines Goals that will utilize both to achieve them, as well as tying them to Gallup's 5 Factors of Happiness. It will take massive action on the part of citizens to accomplish the Goals, but as they are accomplished not only will Tamaqua's built environment and community be revitalized, but so will its people.



Benchmarking to Measure Success

- This plan also separates itself from others because we will measure the impact of the plan over time. To do so, we conducted an anonymous survey to benchmark how happy people feel they are and how happy they feel Tamaqua is. We also asked residents to let us know what organizations they are involved in that relate to the 5 factors of happiness. The survey can be updated every few years to see if people are feeling happier and if they are more engaged in the community.

Name: KEVIN SMITH
 Email: KE@K2CROATES.COM

Below and on the back, please list the organizations and efforts you're participating in related to the 5 factors of happiness.

WAGON WORKS - MAKE SPACE
 MILE & COFFEE - FIRST FRIDAY
 TACP
 TAMAQUA HAS HEART

TAMAQUA
 CHOOSE HAPPINESS

Name: Ben Turrano
 Email: ben.turrano.realtor@gmail.com

Below and on the back, please list the organizations and efforts you're participating in related to the 5 factors of happiness.

TACP
 Sundee Drives Seasonal Car Show
 Owl Creek Reservoir - Camping
 ESRC -
 Citizens Action Committee

TAMAQUA
 CHOOSE HAPPINESS

TAHS Band Boosters

16

TAMAQUA
 On a scale of 1-10, 10 being the happiest... How happy is Tamaqua?

FINANCIAL PROSPERITY	1	2	3	4	5	6	7	8	9	10
HEALTHY WELL-BEING	1	2	3	4	5	6	7	8	9	10
SOCIAL RELATIONSHIPS	1	2	3	4	5	6	7	8	9	10
MENTAL WELL-BEING	1	2	3	4	5	6	7	8	9	10
COMMUNITY ENGAGEMENT	1	2	3	4	5	6	7	8	9	10

TAMAQUA
 CHOOSE HAPPINESS

16

YOU
 On a scale of 1-10, 10 being the happiest... How happy are you?

FINANCIAL PROSPERITY	1	2	3	4	5	6	7	8	9	10
HEALTHY WELL-BEING	1	2	3	4	5	6	7	8	9	10
SOCIAL RELATIONSHIPS	1	2	3	4	5	6	7	8	9	10
MENTAL WELL-BEING	1	2	3	4	5	6	7	8	9	10
COMMUNITY ENGAGEMENT	1	2	3	4	5	6	7	8	9	10

TAMAQUA
 CHOOSE HAPPINESS

Vision (Where Are We Going? | What Is The Dream?)

Our Vision communicates what our community believes are the ideal conditions— how things would look if the issue important to us were perfectly addressed. This utopian dream is generally described by one or more phrases or Vision Statements, which are brief proclamations that convey the community's dreams for the future. By developing a Vision Statement, our community makes the beliefs and governing principles of our organization clear to all.

There are certain characteristics that most Vision Statements have in common. In general, Vision Statements should be:

- Understood and shared by members of the community
- Broad enough to encompass a variety of local perspectives
- Inspiring and uplifting to everyone involved in our effort
- Easy to communicate - for example, they should be short enough to fit on a T-shirt.

Here are a few Vision Statements which meet the above criteria:

- Healthy children
- Safe streets, safe neighborhoods
- Every house a home
- Education for all
- Peace on earth

Our Vision also:

- Defines the optimal desired future state, the mental picture, of what the community wants to achieve over time
- Provides guidance and inspiration as to what the community is focused on achieving in five, ten, or more years
- Functions as the “north star”—it is what all members understand their work every day will ultimately contribute towards accomplishing over the long term
- Is written succinctly in an inspirational manner that makes it easy for all to repeat it at any given time.

Mission (What Is Our Reason For Existing?)

This is what we stand for in the world and why we exist. A community's mission statement describes what the community is going to do, and why it's going to do that. Mission Statements are similar to Vision Statements, but they're more concrete, and they are definitely more "action-oriented" than Vision Statements. The Mission might refer to a problem, such as an inadequate housing, or a goal, such as providing access to health care for everyone. And, while they don't go into a lot of detail, they start to hint - very broadly - at how our organization might go about fixing the problems it has noted. Some general guiding principles about Mission Statements are that they are:

- **Concise.** Although not as short a phrase as a Vision Statement, a Mission Statement should still get its point across in one sentence.
- **Outcome-oriented.** Mission Statements explain the overarching outcomes our community is working to achieve.
- **Inclusive.** While Mission Statements do make statements about our community's overarching goals, it's very important that they do so very broadly. Good Mission Statements are not limiting in the strategies or sectors of the community that may become involved in the project.

Mission Statements:

- Define the present state or purpose for the community
- Answers three questions about why the community exists:
 - **WHAT** it does
 - **WHO** it does it for
 - **HOW** it does what it does
- Are written succinctly in the form of a sentence or two, but for a shorter timeframe (one to three years) than a Vision Statement
- Are something that all community members should be able to articulate upon request.

The following Mission Statements are examples that meet the above criteria:

- "To promote child health and development through a comprehensive family and community initiative."
- "To create a thriving African American community through development of jobs, education, housing, and cultural pride."
- "To develop a safe and healthy neighborhood through collaborative planning, community action, and policy advocacy."

Values (What Behavior Is Expected To Be Upheld By All?)

Our values are what guide us and support our Vision and Mission. They are the underpinning of our community and everyone is held to them:

- Clarifies the behaviors that everyone is expected to uphold in the community; guiding principles that support the Mission and Vision.
- Provides a framework for decision-making and agreements about how people are expected to interact with each other;
- Manages expectations of all in the community, including visitors and new residents, who may become acquainted with Values as part of their welcome process.

Goals and Objectives (How Much of What Will Be Accomplished By When?)

The next step is to develop the specific goals and objectives that are focused on achieving that Mission and Vision. Objectives refer to specific measurable results for the community's broad goals. All Goals & Objectives must work to fulfill the factors that lead to happiness: Social Relationships, Sense of Purpose, Community Engagement, Physical Health, and Financial Health.

A community's objectives generally lay out how much of what will be accomplished by when. For example, one of several objectives for a community initiative to promote care and caring for older adults might be: "By 2025 (by when), to increase by 20% (how much) those elders reporting that they are in daily contact with someone who cares about them (of what).

There can be various objectives covering an array of topics and categories that ultimately lead to achieving the Mission and moving towards the Vision (i.e. Physical & Mental Health; Education; Art; Built Environment, etc.)



PRECEDENT IMAGE

There are three basic types of objectives. They are:

- **Behavioral objectives.** These objectives look at changing the behaviors of people (what they are doing and saying) and the products (or results) of their behaviors. For example, a neighborhood improvement group might develop an objective around having an increased amount of home repair taking place (the behavior) or of improved housing (the result).
- **Community-level outcome objectives.** These are related to behavioral outcome objectives, but are more focused more on a community level instead of an individual level. For example, the same group might suggest increasing the percentage of decent affordable housing in the community as a community-level outcome objective.
- **Process objectives.** These are the objectives that refer to the implementation of activities necessary to achieve other objectives. For example, the group might adopt a comprehensive plan for improving neighborhood housing.

It's important to understand that these different types of objectives aren't mutually exclusive. Most groups will develop objectives in all three categories. Examples of objectives include:

- By December 2025, to increase by 30% parent engagement (i.e., talking, playing, reading) with children under 2 years of age. (Behavioral objective)
- By 2026, to have made a 40% increase in youth graduating from high school. (Community -level outcome objective)
- By the year 2027, increase by 30% the percentage of families that own their home. (Community-level outcome objective)
- By December of this year, implement the volunteer training program for all volunteers. (Process objective)

Strategies (How Will The Goals & Objectives Be Accomplished?)

Now that we know our goals and objectives, we need a plan, or a set of strategies, for achieving them. Strategies explain how to reach our goals and objectives. Generally, communities will have a wide variety of strategies that include people from all of the different parts, or sectors, of the community. These strategies range from the very broad, which encompass people and resources from many different parts of the community, to the very specific, which aim at carefully defined areas.

Examples of broad strategies include:

- A child health program might use social marketing to promote adult involvement with children
- An adolescent pregnancy initiative might decide to increase access to contraceptives in the community

- A revitalization project might enhance the artistic life of the community by encouraging artists to perform in the area

Five types of specific strategies can help guide most interventions.

- Providing information and enhancing skills
e.g., offer skills training in conflict management
- Enhancing services and support
e.g., start a mentoring programs for high-risk youth
- Modify access, barriers, and opportunities such as offering scholarships to students who would be otherwise unable to attend college
- Change the consequences of efforts
e.g., provide incentives for community members to volunteer
- Modify business policies to allow parents and guardians and volunteers to spend more time with young children

Action Plan (Who Will Do What By When To Make Change Happen?)

Finally, a community's action plan describes in great detail exactly how strategies will be implemented to accomplish the objectives developed earlier in this process. The plan refers to: a) specific (community and systems) changes to be sought, and b) the specific action steps necessary to bring about changes in all of the relevant sectors, or parts, of the community.

The key aspects of the intervention or (community and systems) changes to be sought are outlined in the action plan. For example, in a program whose mission is to increase youth interest in art and maker spaces, one of the strategies might be to teach students about what a maker space is. Some of the action steps, then, might be to organize field trips to a Maker Space for students from local schools, to see exhibitions of the artists at work, and to provide scholarships for free classes and/or internship/mentorship programs.

VISION

- 01 To be a town where people care if you are happy.

MISSION

- 01 To create the opportunity for Tamaquans to be connected to the community by participating in the Framework for Happiness.

VALUES

- 01 We acknowledge that EVERY Tamaquan has innate value and dignity.
- 02 We embrace a sense of family.
- 03 We are good neighbors.
- 04 We have heart.

Action steps are developed for each component of the intervention or (community and systems) changes to be sought. These include:

- **Action step(s):** What will happen
- **Person(s) responsible:** Who will do what
- **Date to be completed:** Timing of each action step
- **Resources required:** Resources and support (both what is needed and what's available)
- Barriers or resistance, and a plan to overcome them!
- **Collaborators:** Who else should know about this action

A Community Plan that Considers Happiness

The **Framework for Happiness** outlines a path to progress and happiness that includes citizen participation to create meaningful connections and ties back to Gallup's 5 Factors Happiness that are present in the happiest places to live. The Framework is outlined in the diagram on Page 21.

First, it was important to understand the identity of Tamaqua. We needed to know who we are and where we are going. What are our values? What is uniquely important to us? Once Tamaqua's Vision, Mission and Values were defined, we determined what Goals to set. A critical element of the Goals and underlying Strategies is that they must all tie back to the 5 Factors of Happiness that are found in the happiest places that people live as defined by Gallup: Social Relationships, Sense of Purpose, Community Engagement, Physical Health, and Financial Health.

Brand Identity (Who are We? | What Makes Us Happy?)

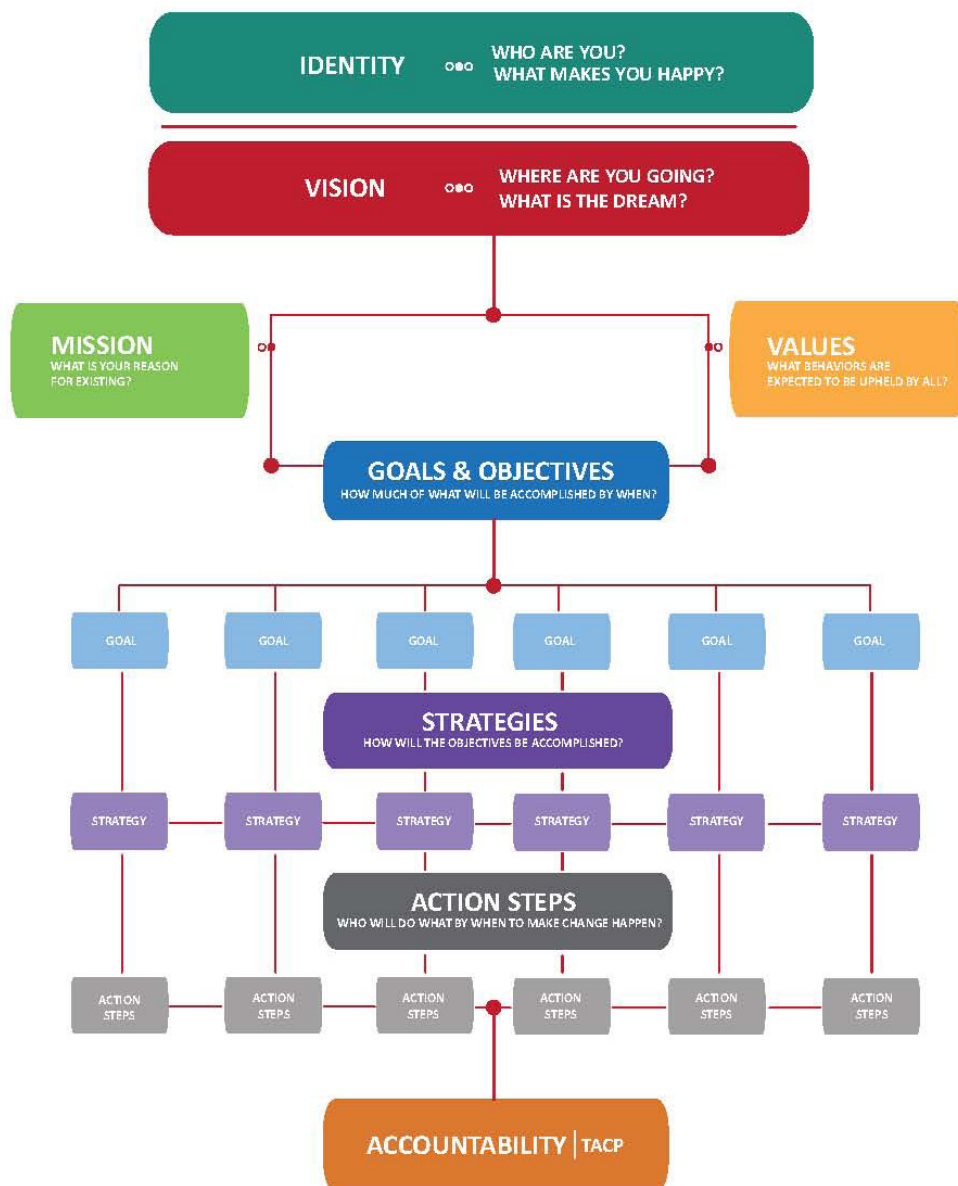
To know where we are going, we first need to know who we are and what makes us tick. We must be clear about our identity. We must know what makes us happy, healthy and productive. This step:

- Defines how our community makes residents and visitors feel
- Defines how others perceive us
- Uncovers what makes us special/unique
- Uncovers what makes us happy and why we choose to live in Tamaqua instead of anywhere else

T A M A U A

choose happiness

FRAMEWORK FOR HAPPINESS



A Living Plan on the Website and on Asana

Tamaqua Choose Happiness has a website where this plan lives (www.choose-happiness.com). This is the access point for anyone who is interested in understanding what differentiates Tamaqua from other places and what the city is actively working to accomplish. Those who are interested are also invited to participate and one click of a button will get them involved in an effort that may introduce them to others leading to meaningful connections and provide a sense of purpose.

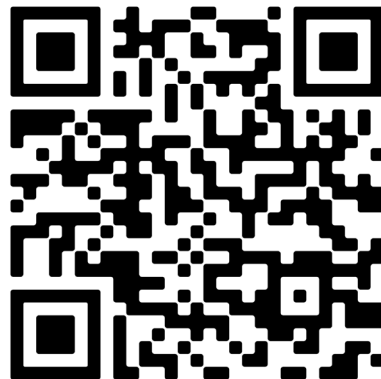
Asana is a Team-based Work Management Program. It is a cloud-based application that can be accessed online from any device. It is easy to use, intuitive and has security features that make it easy to give others access to edit or just review. Goals are outlined in a matrix that allows for each Strategy and Action Plan to be assigned to a Responsible Party then organized with tasks with timelines for completion.

This plan will live in a constant state of progress, motion and updating online.

TACP will be the entity accountable to see that all parties are making forward movement and meeting their timelines—or to help when they get stuck. This ensures that goals get accomplished.

Asana is the Team-based Work Management Program that makes the Framework for Happiness a Living Plan. Here are the steps for access:

1. Download the Asana App
2. Email Micah Gursky to give you access (micah@taczp.info)
3. Scan the QR Code below.



Three years ago, the plan started with a Visioning Meeting with a Working Group representing a cross-section of the community who would meet regularly to begin to create the skeleton of the plan. We also had to benchmark where we are now in order to determine if the plan makes is making progress down the road. Benchmarking was done through interviews and surveys. The interviews were both scheduled and random and the surveys were completed at the Public Meeting, as well as email(were they emailed?)

The following outlines the process to date, but *it is important to note that this part of the process are ongoing as it is a living plan.*

Happiness and Identity Interviews

In order to get feedback from as large a cross-section of the community as possible and in order to engage the community, questions were asked and recorded on video—nothing fancy, just rough and raw smartphone recordings. Dx Dempsey and TACP coordinated this effort.

Dx Dempsey also conducted “person on the street” interviews over the course of a day in Tamaqua. This information was not only used as a benchmark, but also as part of an emotive video that was presented at the Public Meeting.

Sample Questions asked about happiness and connection:

- What makes you happy about living in Tamaqua and why do you choose to live here?
- Think of someone you know who is suffering in Tamaqua, what could you do to help them?
- What are Tamaqua’s challenges and what would you change if you could?

Sample questions asked about vision:

- Picture the Tamaqua of your dreams. What does it look and feel like? What can you do here? What is it like to live here? What happens here?

Sample questions asked about values:

- If E.T. came to Tamaqua and wanted to know what core values Tamaquans live by, what would you tell him? In other words, what guiding principles and behaviors is everyone in our community expected to uphold. This can be anything from Sense of Community, to Do the Right Thing, to Don’t Be a Jerk, to Be a Good Neighbor, to Cut Your Grass.

Tamaqua Choose Happiness Video:

- From our interviews, a video was created that perfectly captures the spirit of Tamaqua today and the genuine desire of its amazing residents to make it a welcoming, accepting home where people care if you are happy.
- <https://www.youtube.com/watch?v=z7BOBZOCyww>

Working Meetings with TACP and Partners

Over the course of several meetings with TACP and Partners (including Stakeholders), held at Hope & Coffee, ideas for the Vision|Mission|Values (VMV) were defined. Also during these meetings, goals and strategies were determined that are based on the VMV's and unique to Tamaquans.

It needs to be noted that although the COVID-19 pandemic presented many challenges to our planning effort, the participants persevered and stayed committed to the project.

Working Meeting Participants

Micah Gursky, Tamaqua Area Community Partnership
Ed Redding, Tamaqua Area Community Partnership
Leona Rega, Tamaqua Community Arts Center
Kevin Smith, WagonWorks Maker Space
Jack Kulp, Tamaqua CRIZ Authority
Loren Collura, Hope & Coffee
George Taylor, TAFN



*Working Meetings held at
Hope & Coffee*

Public Meeting

Having determined a draft version of Tamaqua's Vision|Mission|Values with the Working Group, as well as having determined 9 draft Goals that, if achieved, would transform Tamaqua and define its unique identity, the work was presented at a Public Meeting for feedback.

A video of the interviews that were conducted and the "Framework for Happiness" were unveiled to the community as part of a celebration of happiness in order to begin to understand who Tamaquans are and where they are going...the dreams they will be pursuing.

At this Public Meeting, surveys were given to the participants to benchmark how happy they are today. We also received feedback on the VMV's, as well as the 9 Goals. This feedback was then reviewed and incorporated into the Framework for Happiness at the next Working Meeting.

THE TAMAQUA AREA COMMUNITY PARTNERSHIP INVITES YOU TO CELEBRATE THE 25TH ANNIVERSARY OF PEOPLE WORKING TOGETHER TO IMPROVE OUR COMMUNITY

TAMAQUA

choose happiness

WHEN
Monday, Nov. 18th
6:00 PM

WHERE
Tamaqua Community
Arts Center
125 Pine Street
Tamaqua, PA 18252

Your input is needed
at the public meeting hosted by the
Tamaqua Area Community Partnership.
As you may know, the Tamaqua Area
Community Partnership started as a 10
year visioning project in 1994! The
vision and plans were refreshed quite a
bit over the past 25 years and it's time
to do it again.

"Tamaqua: Choose Happiness"
is a new framework for our community's
plans, efforts and engagement.

Tamaqua's vision is to be a town where
people care if you are happy, believe it
or not. Come find out more about it and
how you can help make it happen.

Please plan to attend
...and invite others!
The more the merrier!



***Tamaqua Public Meeting**
November 18th, 2019*

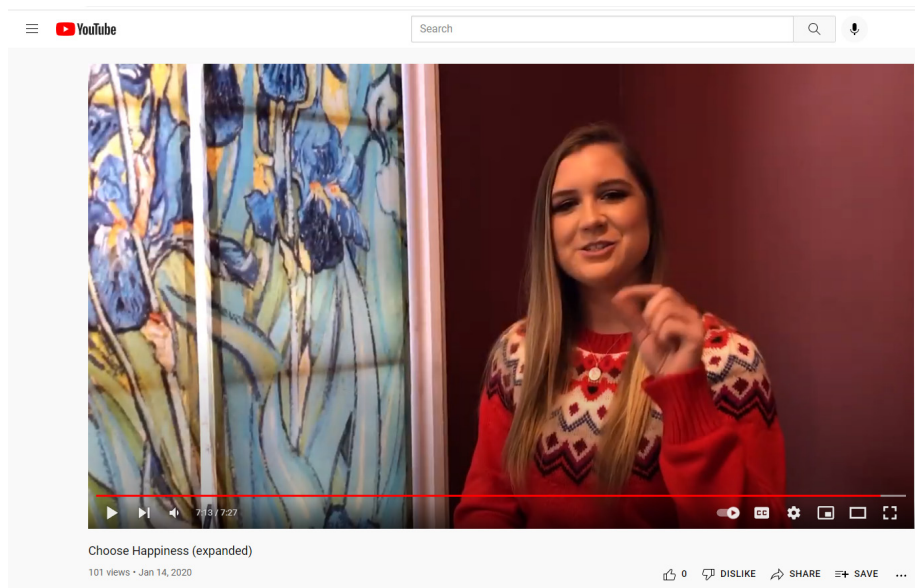
Implementation - Ongoing community meetings to further define strategies and accompanying action plans for each goal to be monitored and updated on Asana.

Each of the 9 Goals has defined Strategies for accomplishing them. Members of the community-at-large will be invited to meetings for each of the Goals. The Community Meetings will flush out the Strategies and for each Strategy, an individual or organization will be identified to be the Responsible Party for one of the Strategies and develop an Action Plan, including the resources necessary to accomplish their plans—both in terms of staffing, funding, etc.-- and dates by which they will achieve the specific measurable results they outline as tasks.

The Responsible Party for each Strategy and accompanying Action Plan will be accountable to the TACP to ensure they are hitting their specific goals and dates. At intervals, all the groups will get together to discuss progress and coordinate efforts. This ensures no duplication of funding or efforts.

TACP will also facilitate coordination of efforts and provide support to each initiative. They will ensure progress is made and that the website and Asana are always up to date. They will also assign community members interested in participating to the appropriate Action Plan based on interest and need.

Every Strategy tied to the 9 Goals will satisfy at least one or more of the factors of happiness and be part of the Framework for Happiness. When the Action Plans get underway, Tamaqua can someday soon in their own unique, authentic way lead the list of Happiest Places to Live!



***Tamaqua Choose Happiness Video
2019***

The Goals that were outlined as part of the planning process provide insight as to what is important to Tamaquans and what will define their identity.

In the following sections of the plan, we will break down each Goal into the Strategies and accompanying Action Plans that will accomplish them.

Note, many of these strategies are efforts that are either underway, being resurrected/revived or are new. For the first time, they are being looked at holistically. *These efforts are no longer disparate, but rather part of an organized Framework that will ensure maximum results with no duplication of resources or efforts.*

This plan illustrates that Tamaqua has a vision and a method for realizing that vision so that when funding becomes available, it can be applied for and put towards efforts that will clearly show they are managed and organized well and part of a bigger, community plan for economic success and happiness. If the whole is the sum of its parts, the Framework for Happiness is the whole that includes all the parts needed to achieve progress and success, including the following Goals.

GOAL 01

Economic Vitality

GOAL 02

Arts and Music

GOAL 03

Foodies

GOAL 04

Health and Well-Being

GOAL 05

Personal Growth Through Learning

GOAL 06

Happiness and Meaningful Connections

GOAL 07

Heritage as a Stepping Stone

GOAL 08

Sports and Recreation

GOAL 09

Positive Image and Identity

GOAL

01

Economic Vitality

We want to be the preferred home of small businesses. We want impact, investment and a fund for Entrepreneurs. We want to use the CRIZ and Opportunity Zones as catalysts for economic development. We want vibrant streets and storefronts. We want co-working space for collaborations and connections. We want attractive housing stock. We want to be an “off the beaten path” destination for visitors.

- Financial Health is one of the 5 Factors of Happiness. Living in an economically vital community is key to the Financial Health of the greater Tamaqua area. As stated, that is not just about jobs.
- It is also about investment in neighborhoods and housing--homes are most people's biggest investment--neighborhoods should feel safe; properties should be kept up and improved.
- It's about investment in the heart of the community--Downtown. This includes investment incentives like the CRIZ, LISC and Opportunity Zones, etc., that encourage private development. It also includes addressing streetscapes, following design guidelines, promoting creative placemaking and supporting catalytic projects.
- Looking at the bigger picture, it includes CDFI's, Land Banks, Tourism and Business and Education Partnerships.
- It is also about workforce readiness.

How to get involved

Visit www.choose-happiness.org



PRECEDENT IMAGE

GENERAL

The intention of the Economic Vitality Meetings is to discuss the progress of this Goal and get further input. In addition to the Working Meetings and Public Meeting, further break out meetings were conducted via Zoom (participants listed below), feedback was given and additional Strategies were identified and added to the Choose Happiness Framework. With new resources identified, we can begin to target specific efforts in order to coordinate efforts and maximize resources.



PRECEDENT IMAGE

PARTICIPANTS

DISCUSSION GUIDES

Michele Dempsey, Dx Dempsey
 Andrea Giglio, Dx Dempsey
 Corey Tilburg, Dx Dempsey

PARTICIPANTS

Micah Gursky, Tamaqua Area Community Partnership
 Ed Redding, Tamaqua Area Community Partnership
 Leona Rega, Tamaqua Community Arts Center
 Kevin Smith, WagonWorks Maker Space
 Jack Kulp, Tamaqua CRIZ Authority
 Loren Collura, Hope & Coffee/ St Lukes Opioid Community
 George Taylor, TAFEN
 Maureen Donovan, Community Partnerships St Lukes, Workforce Development
 Evan Evans
 Ray Kinder, Superintendent
 Sara Hailstone, Hailstone Economics
 Steve Ursich, NEPA Alliance
 Virginia Farrell
 Fred Banuelos
 Karen Kenderdine

Allison Karakis, Federal Home Loan Bank
 Kim Hillegass
 Maria Stabio
 Marta Gabriel
 Greg Kurtz, Tamaqua Borough Building Code Official
 Susan Williams
 Shannon Degiglio
 Mark Conville
 Mary Linkevich, Tamaqua Area Council / Hawk Mt Sanctuary
 Anne Marie, Borough Community Dev.
 Kevin Steigerwalt, Borough Manager
 Jeffrey Gatano, UFCA World Development
 Joe Bennett, Bennett Family Properties
 David Mace, Tamaqua Borough Council President / lifelong resident
 Paul Macknosky, Director for PA Department of Community & Economic Development

STRATEGY 01

RESTORE NEIGHBORHOODS

HAPPINESS FACTORS



Social Relationships (Social)

Who you spend time with, who you count on, who counts on you



Financial Health (Financial)

A job, opportunity for improvement, entrepreneurship, paying the bills and having some left over



Community Engagement (Community)

Helping, voting, joining, volunteering, giving to good causes

ACTION PLANS

Tamaqua Safety Initiative

The TSI is a representation of local businesses and residents, Tamaqua Chamber of Commerce, police department, professionals from St. Luke's University Health Network, along with code and law enforcement agencies. Development of the group began with funding from LISC (Local Initiative Support Corporation). TSI works to educate and raise awareness of the important role each citizen in the community plays in the safety of the town. These efforts were accomplished through several open 'community conversation' forums, which encouraged residents to properly report suspicious activity, promoted the ability to report crimes anonymously, and provided a countywide drug tip hot line through the district attorney's office.

Action Plan on Asana: <https://app.asana.com/0/1200293935770273/list>

South Ward Neighborhood Elm Street Plan

Pennsylvania's Department of Community and Economic Development's Elm Street Program was created to bolster the older historic neighborhoods located within walking distance from revitalized main streets. The grants are designed to make positive images for a community through visioning, planning, and renovation. The South Ward Neighborhood Committee is dedicated to working with and supporting existing community organizations in efforts to promote home ownership, reconnect with Downtown Tamaqua and address neighborhood safety issues. The Committee will work with current and former neighborhood residents and community organizations to improve the neighborhood park, assist neighbors and make improvements to the make the neighborhood a better place to live, work, play, and raise a family.

Action Plan on Asana: <https://app.asana.com/0/1200293935682885/list>

STRATEGY 02

REVITALIZE AND PROMOTE THE DOWNTOWN DISTRICT

HAPPINESS FACTORS



Financial Health (Financial)

A job, opportunity for improvement, entrepreneurship, paying the bills and having some left over

ACTION PLANS

Design Guidelines

Design Guidelines serve the following function:

- To establish a framework for improvements in the public realm – streets, sidewalks, trails, streetscape and landscape treatment.
- To provide a consistent, cohesive character within the area.
- The creation of a pedestrian friendly walkable environment.
- To create for each tenant or owner a protected investment.
- To make working, shopping and relaxing in Town Center CID an enjoyable experience as it may be amended from time to time.
- The creation of a 'sense of place' in the Downtown.

The Design Guidelines should be used during the design process of public development proposals relating to items such as materials, plantings, lighting, and signage.

Action Plan on Asana: <https://app.asana.com/0/1200293935770311/list>

Creative Placemaking

Creative placemaking is a process where community members, artists, arts and culture organizations, community developers, and other stakeholders use arts and cultural strategies to implement community-led change. This approach aims to increase vibrancy, improve economic conditions, and build capacity among residents to take ownership of their communities.

STRATEGY 02

REVITALIZE AND PROMOTE THE DOWNTOWN DISTRICT

ACTION PLANS

Successful creative placemaking highlights unique community characteristics. Projects can focus on connecting local history with the present, bringing cultural influences into the spotlight and creating new traditions. It builds connections between people and places by encouraging collaboration and visualization. The length of the project will often shape what is implemented: oftentimes, creative placemaking will activate public spaces or create a short-term opportunity to connect residents around arts and culture.

While the creative placemaking process results in changes to physical spaces, it is also an opportunity to build relationships between diverse partners and to build positive change.

Action Plan on Asana: <https://app.asana.com/0/1200293935770349/list>

Tamaqua Upper Floor Development

As much as 250,000 square feet of interior space is vacant in Downtown Tamaqua, including 40,000 square feet of ground floor space. The magnitude of this challenge led the Borough of Tamaqua to choose revitalization efforts of upper floor spaces in Downtown as one of the six most important goals for the community. This is a daunting task that does not generate easy solutions. Tamaqua must focus on solving a number of significant development hurdles before it can be successful in its endeavor to renovate and occupy upper story spaces in its Downtown.

The first hurdle is market demand. The ability for private investors to consistently gain profit off of development and renovation projects using either equity investment or conventional financing is perhaps the single largest hurdle facing Downtown Tamaqua. Another obstacle is parking. The density of existing buildings, combined with the topography of the community, limit opportunities to provide parking for Downtown buildings.

This Study provides the information, strategies and direction necessary for Tamaqua to move forward with its revitalization efforts of upper story space in Downtown Tamaqua.

Action Plan on Asana: <https://app.asana.com/0/1200293935770387/list>

STRATEGY 03

ECONOMIC DEVELOPMENT AND JOB CREATION

HAPPINESS FACTORS



Sense of Purpose (Purpose)

Who you are, your goals, what gets you up everyday, what you want to accomplish, why you're here



Financial Health (Financial)

A job, opportunity for improvement, entrepreneurship, paying the bills and having some left over

We want to use the CRIZ, Opportunity Zones and Main Street philosophy as catalysts for economic development. We want impact, investment and a fund for Entrepreneurs. We want to be the preferred home of small businesses.

ECONOMIC DEVELOPMENT OBJECTIVES

ECONOMIC DEVELOPMENT & JOB CREATION STRATEGY

KEY CONCEPTS:

Many communities are finding success cultivating a competitive advantage by using their unique assets to attract new investment and support existing businesses. These place-based assets might include residents and their skills; local architecture and infrastructure; academic, technical, and medical institutions; local and regional business and employment concentrations; cultural, natural, and artistic resources; and general quality of life.

The three core components of a smart growth economic development strategy are supporting businesses, supporting workers, and supporting quality of life. It is also critical to leverage existing plans, incentives and resources for optimum results.

STEP 1: FOCUS AREA

The focus area is the downtown Tamaqua and the area defined as the CRIZ.

STEP 2: CONTEXT

We need to provide a description of conditions in the targeted area based on qualitative and quantitative information.

STEP 3: SET OBJECTIVES

1) Support Businesses

- O1: Retain Existing Businesses
 - Use CRIZ for succession planning and helping businesses that might close find another owner.
 - New Owner/Baker for Padora's (Continuing effort)
 - Helping non-tax generating organizations and entities that are part of the CRIZ ecosystem
 - Expansion of car dealerships
- O2: Attract New Businesses
 - Accommodations in the CRIZ Zone (BRBOs, Air BNB)
 - Attract and/or expand light to medium manufacturing
 - Outdoor recreation and Heritage Tourism Expansion
 - Health Plaza Expansion
 - Attract restaurants, wineries, microbrewery development in CRIZ (a couple of places could be turnkey--2 properties, one in north ward and one in Dutch Hill)
- O3: Promote Entrepreneurship
 - Attract entrepreneurs with a makerspace or incubator
- O4: Encourage business growth in infill locations
- O5: Provide parking for businesses that enhances walkability
 - Percini's Parking Lot Redevelopment (Continuing effort)
 - Jamesway (Continuing effort)
 - Health Plaza Expansion
 - Parking and parking deck in CRIZ or to serve CRIZ
- O6: Encourage business growth in underutilized existing buildings with mixed use and upper floor studies
 - Upper Story Mixed Use Revitalization Plan (Continuing effort)
 - Retail on First Floors - anywhere in CRIZ
 - Downtown mixed-use revitalization efforts
 - Downtown Living

2) Support Workers

- O7: Improve access to local employment opportunities
- O8: Increase access to advanced education, workforce development and job training opportunities

- O9: Improve K-12 education

3) Support Quality of Life

- O10: Promote vibrant downtown
 - Design guidelines
 - Creative Placemaking
 - Community Code Enforcement Program
- O11: Attract stores and services for daily needs
- O12: Ensure a range of housing types for different incomes
- O13: Increase access to open space, parks, and recreation
 - Promote Owl Creek Reservoirs
 - Develop/Enhance Playgrounds and Natural Resources
- O14: Preserve natural space downtown
- O15: Improve walkability and bikeability
 - Walkability/bikeability study
- O16: Maintain character and assets
- O17: Allow appropriate mixed uses, mix of land uses and compatible adjacent uses
 - Zoning review
 - Zoning for mixed-use development
 - Quick reference zoning handout

RURAL LISC (Local Initiative Support Corporation)

With residents and partners, Rural LISC supports resilient and inclusive rural communities as great places to live, work, play and innovate. Rural LISC strives to identify priorities and opportunities – and deliver the most appropriate support to meet local needs through integrated strategies and programs focused on access to capital, broadband and infrastructure, workforce development, placemaking, and disaster response and resilience planning.

Action Plan on Asana: <https://app.asana.com/0/1200293935771072/list>

CRIZ and Opportunity Zone Plans

Tamaqua is the only borough in the state's "CRIZ" job-growth program, serving as a pilot for the program. There are only two cities that are part of the program as well, and they are Lancaster and Bethlehem. The program allows Tamaqua to leverage state tax dollars by reinvesting them in underutilized real estate, to attract development, to encourage local business expansion, and to create new jobs. This program is administered by the Department of Revenue, the Department of Community and Economic Development and the Governor's Budget Office.

CRIZ funds may only be used for the following:

- Payment of debt service on bonds issued for the construction, including related infrastructure and site preparation, reconstruction or renovation of a facility in the zone.
- Construction, including related infrastructure and site preparation, reconstruction or renovation of all or a part of a facility.
- Replenishment of amounts in debt service reserve funds established to pay debt service on bonds.
- Employment of an independent auditing firm to perform required duties on behalf of the contracting authority.
- Improvement or development of all or part of a zone.
- Improvement projects including fixtures and equipment for a facility owned by a public authority.

The Keystone Opportunity Zone program (KOZ) is a Pennsylvania tax abatement incentive designed to revive economically-distressed properties in communities across the commonwealth. It provides state and local tax abatements to businesses and residents locating in a geographically designated zone.

The main attraction to prospective developers is a savings in capital gains tax. If a developer makes a long-term investment in one of these zones, they defer your capital gains tax for up to 10 years, which incentivizes investors to help rebuild communities.

Action Plan on Asana: <https://app.asana.com/0/1200293935770425/list>

Schuylkill Community Action Plan Needs Assessment

Schuylkill Community Action (SCA), a private non-profit Community Action Agency dedicated to serving low-income people, conducted Community Needs Assessments in accordance with agency strategic planning efforts. The Assessment is SCA's effort to report on the needs of low-income persons in Schuylkill County. Assessing the needs, specific to Schuylkill County, is essential to coordinating, planning, and providing a variety of social programs and services.

Action Plan on Asana: <https://app.asana.com/0/1200293935770463/list>

Tamaqua Community Action Plan

These Development and Design Guidelines are intended to be used by the Borough in their decision-making and recommendation process prior to the start of projects downtown.

Action Plan on Asana: <https://app.asana.com/0/1200293935770501/list>

Waterfront Development Plan

Provides for the development or enhancement of Waterfront property that creates public access to the water, increases property values, restores ecology and catalyzes further financial investment and job creation to incentivize future economic development, adheres to current environmental practices, considers and integrates approaches that support natural and native habits, and considers and integrates architectural and landscape elements and standards.

Action Plan on Asana: <https://app.asana.com/0/1200293935682883/overview>

GOAL

02

Arts and Music

We want to be a town known for our love of arts and music. We want art and music to connect us. We want to expand world views on creativity and reach people through the fine arts and music. We want art and music to be part of our personal and community expressions.

- Art influences society by changing opinions, instilling values and translating experiences across space and time. Research has shown art affects the fundamental sense of self.
- Painting, sculpture, music, literature and the other arts are often considered to be the repository of a society's collective memory. Art preserves what fact-based historical records cannot: how it felt to exist in a particular place at a particular time.
- Art in this sense is communication; it allows people from different cultures and different times to communicate with each other via images, sounds and stories. Art is often a vehicle for social change. It can give voice to the politically or socially disenfranchised. A song, film or novel can rouse emotions in those who encounter it, inspiring them to rally for change.
- Researchers have long been interested in the relationship between art and the human brain. For example, in 2013, researchers from Newcastle University found that viewing contemporary visual art had positive effects on the personal lives of nursing home-bound elders.
- Art also has utilitarian influences on society. There is a demonstrable, positive correlation between schoolchildren's grades in math and literacy, and their involvement with drama or music activities. As the National Art Education Association points out, art is beneficial for the artist as an outlet for work. Art not only fosters the human need for self-expression and fulfillment; it is also economically viable. The creation, management and distribution of art employs many.

How to get involved

Visit www.choose-happiness.org



The intention of the Arts & Music Meetings is to discuss the progress of this Goal and get further input. The Strategies were developed during a series of Working meetings with community stakeholders and presented at the 1st Public Meeting. Moving forward, break out meetings will be conducted so we can begin to target specific efforts in order to coordinate efforts and maximize resources.



DISCUSSION GUIDES

Michele Dempsey, Dx Dempsey
Andrea Giglio, Dx Dempsey

PARTICIPANTS

See Pages 25 and 26.

STRATEGY 01

SUPPORT FOR CURRENT AND NEW ARTS AND MUSIC

HAPPINESS FACTORS



Social Relationships (Social)

Who you spend time with, who you count on, who counts on you



Community Engagement (Community)

Helping, voting, joining, volunteering, giving to good causes



Sense of Purpose (Purpose)

Who you are, your goals, what gets you up everyday, what you want to accomplish, why you're here

ACTION PLANS

Tamaqua Community Arts Center

The art center seeks to be a safe place for everyone to learn, create and appreciate the fine and performing arts. Nearly seven days a week you can find all three floors bustling with activity. In addition to all the wonderful events you can find inside, the art center has also spearheaded and collaborated with the community at large to bring the community large scale public art initiatives such as Dear Tamaqua, Tamaqua Has Heart, Raw Aspirations and Art of Escape Tamaqua.

Action Plan on Asana: <https://app.asana.com/0/1200293935770844/list>

Tiki Rehearsal Studio

At the Tiki Rehearsal Studio exploration starts into a world of music. It's a place for various music activities to occur and creativity to flow. It's a scientific fact that music has the ability to minimize worry, cheer you up, socialize people as well as keep your brain sharp.

Action Plan on Asana: <https://app.asana.com/0/1200293935770882/list>

STRATEGY 01

SUPPORT FOR CURRENT AND NEW ARTS AND MUSIC

ACTION PLANS

Artist in Residence

The mission of the TAIR (Tamaqua Artist in Residence) is to collaborate with artists to culturally enrich the town of Tamaqua, Pennsylvania and create rewarding and lasting relationships. This mission is an extension of the goals of the Tamaqua Area Community Partnership (TACP) and Faces of the World Inc. This program aims to develop an arts district for the enrichment of the Tamaqua community. TAIR provides an artist with a studio space to facilitate the creation and display of his or her art.

Action Plan on Asana: <https://app.asana.com/0/1200293935770920/list>

Community Music Concerts

Music to ears is like a soul to life. Live music events, festivals and concerts help escape from monotony. From classical music to jazz to pop to heavy metal to EDM to rock concerts in Tamaqua, it is a much complex classification lineup, yet a religion that unites all.

Action Plan on Asana: <https://app.asana.com/0/1200293935770958/list>

Artist Live-Work Space

Live-Work space combines work space with living quarters. During the pandemic, many had to adjust to this kind of environment. Tamaqua is the perfect place to find interesting locations for this type of arrangement for those who need to keep overhead low, but creativity and productivity high.

Action Plan on Asana: <https://app.asana.com/0/1200293935770996/list>

Maker Space

A Maker Space rents studio space and provides access to professional equipment providing a location to work, build, prototype, design products and businesses as well as learn new creative modalities.

Action Plan on Asana: <https://app.asana.com/0/1200293935771034/list>

Mural Program

Murals can inspire, lace communities together and add to the aesthetics and brand messaging of a community. They are a way to collaborate, socialize and come together to create.

Action Plan on Asana: <https://app.asana.com/0/1200294072629407/list>

STRATEGY 01

SUPPORT FOR CURRENT AND NEW ARTS AND MUSIC

ACTION PLANS

WE-Making

Artists and creative practices can help us reckon with the past and pave the way to a more racially just and equitable recovery. The WE-Making report expands our understanding of why social cohesion matters and offers compelling examples of how it has contributed to confronting systemic inequities, supporting health and well-being, and bridging across differences. Tamaqua was used as an example of how it used the arts to help change the mindset and attitude of its community and through this Action Plan will continue to do so.

Action Plan on Asana: <https://app.asana.com/0/1200309823206760/list>

GOAL

03

Foodies

We want food to elevate the community. We want to enjoy diverse eating experiences. We want to make food options easy to find and affordable.

- Food builds communities.
- Food connects us and brings us together. It helps shape memories around simple gatherings and special events.
- Food nourishes the body and soul.
- Restaurants foster regional job growth, support local agriculture and keep money in the community.
- Local restaurants are gathering places where relationships form and trust is forged.

How to get involved

Visit www.choose-happiness.org



PRECEDENT IMAGE

GENERAL

The intention of the Foodies Meetings is to discuss the progress of this Goal and get further input. The Strategies were developed during a series of Working meetings with community stakeholders and presented at the 1st Public Meeting. Moving forward, break out meetings will be conducted so we can begin to target specific efforts in order to coordinate efforts and maximize resources.



PARTICIPANTS

DISCUSSION GUIDES

Michele Dempsey, Dx Dempsey
Andrea Giglio, Dx Dempsey

PARTICIPANTS

See Pages 25 and 26.

STRATEGY 01

ELEVATE THE COMMUNITY THROUGH FOOD

HAPPINESS FACTORS



Social Relationships (Social)

Who you spend time with, who you count on, who counts on you



Financial Health (Financial)

A job, opportunity for improvement, entrepreneurship, paying the bills and having some left over



Sense of Purpose (Purpose)

Who you are, your goals, what gets you up everyday, what you want to accomplish, why you're here

ACTION PLANS

Enhance Padora's Italian Bakery Experience

Padora's Italian Bakery on Railroad Street in Tamaqua is an institution in Schuylkill County. Lawrence "Mickey" Padora, spent more than 50 years making fresh, hard-crusted Italian bread in the firebrick oven at the bakery, which sits on a hillside, next to railroad tracks, at 122 Railroad St.

Consumers say the bread is without equal, and some travel to Tamaqua from throughout the region to buy it fresh, rather than wait to get it in a store. It contains no chemicals, additives or preservatives. People arrive from all over the county and beyond to buy the bread directly from the bakery.

Action Plan on Asana: <https://app.asana.com/0/1200293935771148/list>

GOAL

04

Health and Well-Being

We want to be a place where people make healthy lifestyle choices. We want to be a healing space where negative attitudes are transformed into positive outlooks. We want to lead the way in preventing and treating Substance Use Disorder and normalizing recovery.

- Living in a community with good access to medical care, wellness amenities and healthy foods boosts physical and mental health.
- When health, both physical and mental, and well-being are addressed, it leads to a better quality of life.
- Prioritizing community health and well-being can not only improve health, but also lower the prevalence of chronic conditions, such as heart disease and diabetes.
- Chronic conditions account for 90% of the nations annual healthcare expenses according to the CDC.
- Community health has been found to impact educational achievement, crime rates, life expectancy and more.
- Focusing on health and well-being helps to address disparities in healthcare, especially in rural areas at high risk to exposure to poverty, substance use disorders and other risks.
- It is said that the opposite of addiction is connection. Tamaqua Choose Happiness is about creating those meaningful connections.

How to get involved

Visit www.choose-happiness.org



GENERAL

The intention of the Health & Well-being Meetings is to discuss the progress of this Goal and get further input. The Strategies were developed during a series of Working meetings with community stakeholders and presented at the 1st Public Meeting. Moving forward, break out meetings will be conducted so we can begin to target specific efforts in order to coordinate efforts and maximize resources.



PARTICIPANTS

DISCUSSION GUIDES

Michele Dempsey, Dx Dempsey
Andrea Giglio, Dx Dempsey

PARTICIPANTS

See Pages 25 and 26.

STRATEGY 01

SUPPORT EFFECTIVE PREVENTION OF SUBSTANCE USE DISORDER

HAPPINESS FACTORS



Social Relationships (Social)

Who you spend time with, who you count on, who counts on you



Financial Health (Financial)

A job, opportunity for improvement, entrepreneurship, paying the bills and having some left over



Physical & Mental Health (Physical)

Your state of overall health and well-being, both physical and mental.

ACTION PLANS

Support and Enhance the Efforts of Hope & Coffee

Hope & Coffee was created to be a social gathering place where people can safely connect with others and get together with friends to socialize. It's a place where folks can be certain there's not going to be drugs and alcohol. It's a place for everybody. It's a place where every day the staff strives to support and normalize recovery from addictions by creating a warm and welcoming environment.

Action Plan on Asana: <https://app.asana.com/0/1200294072629445/list>

Raiders STEP Up (Support Treatment Enforcement and Prevention)

This Tamaqua High School program encourages students to get involved in activities that support the community while educating them as to issues of substance use disorder. It has grown significantly since its inception in 2015. The organization often collaborates with Tamaqua STEP Up to serve the community.

Action Plan on Asana: <https://app.asana.com/0/1200294072629673/list>

Recovery Meetings and Community

These will be essential to Tamaqua's ongoing efforts to normalize recovery from addictions and provide support in the community.

Action Plan on Asana: <https://app.asana.com/0/1200294072629711/list>

STRATEGY 01

SUPPORT EFFECTIVE PREVENTION OF SUBSTANCE USE DISORDER

ACTION PLANS

Tamaqua STEP Up

This Tamaqua borough program encourages citizens to get involved in activities that support the community while educating them as to issues of substance use disorder. The organization often collaborates with the high school program, Raiders STEP Up, to serve the community.

Action Plan on Asana: <https://app.asana.com/0/1200294072629483/list>

Pennsylvania Youth Survey (PAYS)

Since 1989, the Commonwealth has conducted a survey of school students in the 6th, 8th, 10th and 12th grades to learn about their behavior, attitudes and knowledge concerning alcohol, tobacco, other drugs and violence. The 'Pennsylvania Youth Survey,' or PAYS, is sponsored and conducted every two years by the Pennsylvania Commission on Crime and Delinquency.

The data gathered in PAYS serve two primary needs. First, the results provide school administrators, state agency directors, legislators and others with critical information concerning the changes in patterns of the use and abuse of these harmful substances and behaviors. Second, the survey assesses risk factors that are related to these behaviors and the protective factors that help guard against them. This information allows community leaders to direct prevention resources to areas where they are likely to have the greatest impact.

Action Plan on Asana: <https://app.asana.com/0/home/1200294049270674>

STRATEGY 02

PROMOTE & ENCOURAGE EASY ACCESS TO MENTAL & PHYSICAL HEALTH OPPORTUNITIES

HAPPINESS FACTORS



Social Relationships (Social)

Who you spend time with, who you count on, who counts on you



Financial Health (Financial)

A job, opportunity for improvement, entrepreneurship, paying the bills and having some left over



Physical & Mental Health (Physical)

Your state of overall health and well-being, both physical and mental.

ACTION PLANS

St. Luke's Community Health Plan

The St. Luke's Health System Community Health Needs Assessments, or CHNAs, help us better understand the most significant health challenges facing the people and families in communities across our region. The comprehensive analysis allows us to pinpoint, assess, and address our communities' most critical needs. St. Luke's uses the information to guide the types of health improvement programs we provide and support with community partners. The goal is to address the top health needs, provide the best care, and lower the overall cost of health care. In addition to extensive national, state, and local health data, the CHNAs incorporate feedback from interviews with community representatives who help us identify and prioritize our health needs. The community representatives also suggest programs to help us address the health needs.

Action Plan on Asana: <https://app.asana.com/0/1200294072629825/list>

Promote New Roots Recovery Center

The mission of New Roots is to provide hope and support to individuals with a Substance Use Disorder and their families and to facilitate the journey towards a healthier life through meaningful relationships and community engagement.

Action Plan on Asana: <https://app.asana.com/0/1200294072629711/list>

STRATEGY 02

PROMOTE & ENCOURAGE EASY ACCESS TO MENTAL & PHYSICAL HEALTH OPPORTUNITIES

ACTION PLANS

Dental Care Planning Coordination

The mission of the St. Luke's Dental Planning Network is to collaboratively assess the needs of Schuylkill and Carbon Counties by engagin residents and to explore, build upon and expand our existing relationships, infrastructure, and evidence-based resources to improve oral health awareness, prevention and access in the region.

Action Plan on Asana: <https://app.asana.com/0/1200294072629749/list>

Life Skills Training

The Life Skills Training program is a school-based curriculum that is designed to provide adolescents and young teens with the confidence and skills necessary to handle challenging situations. It teaches students the necessary skills to resist peer pressures to smoke, drink, and use drugs. It helps students to develop a greater self-esteem and self-confidence, and enables students to effectively cope with anxiety.

Action Plan on Asana: <https://app.asana.com/0/1200294072629597/list>

Prevent Sexual Violence. Promote Healing.

Programs such as SARCC (Sexual Assault Resources Counseling Center) recognize the impact of sexual assault on all individuals, families, and the community. SARCC counsels and supports clients, educates the community, and advocates for the rights of victims and for the elimination of sexual assault. All services are free and confidential. Tamaqua will promote and support such programs.

Action Plan on Asana: <https://app.asana.com/0/1200294072629787/list>

Social Development Strategy

Social Development Strategy is an evidence-based framework which organizes protective factors into a simple strategy for action to promote positive youth development. Factors include Healthy Beliefs, Bonding, Opportunities, Skills and Recognition. The Social Development Strategy also recognizes the important influence of individual characteristics on the capacity to take advantage of other protective processes.

Action Plan on Asana: <https://app.asana.com/0/1200294072629635/list>

Public Transportation, Walkability and Bikeability

Public transportation is key to providing access to jobs, education, and mental and physical health services. Efforts will be made to ensure public transportation routes can provide citizens the access they need. Focusing on safe and thoughtful walkability and bikeability is not only good for health, but will also help with these accessibility efforts.

Action Plan on Asana: <https://app.asana.com/0/1200294072629635/list>

GOAL

05

Personal Growth Through
Learning

We want education, including art and music, to be the foundation of community opportunity to support personal growth and transformation. We want a holistic education space for personal growth and transformation.

- Education develops critical thinking. It helps build character, opinions and intellect.
- Education builds confidence, teaches skills and creates opportunities.
- It can help provide financial security and lead to higher paying jobs.
- It can close the gap between social disparities and promote equality.
- With education, people become better informed citizens, develop life skills, nurture creativity and make an investment in their future.

How to get involved

Visit www.choose-happiness.org



GENERAL

The intention of the Personal Growth through Learning Meetings is to discuss the progress of this Goal and get further input. In addition to the Working Meetings and Public Meeting, further break out meetings were conducted via Zoom (participants listed below), feedback was given and additional Strategies were identified and added to the Choose Happiness Framework. With new resources identified, we can begin to target specific efforts in order to coordinate efforts and maximize resources.



PRECEDENT IMAGE

PARTICIPANTS

DISCUSSION GUIDES

Michele Dempsey, Dx Dempsey
Tanner Kachurka, Dx Dempsey

PARTICIPANTS

Micah Gursky, Tamaqua Area
Community Partnership
Maureen Donovan, Community
Partnerships St Lukes, Workforce
Development
Christine Verdier

STRATEGY 01

CREATE A LEARNING-FRIENDLY COMMUNITY

HAPPINESS FACTORS



Sense of Purpose (Purpose)

Who you are, your goals, what gets you up everyday, what you want to accomplish, why you're here



Financial Health (Financial)

A job, opportunity for improvement, entrepreneurship, paying the bills and having some left over

ACTION PLANS

Tamaqua School District Plan

Tamaqua Area School District is a comprehensive learning facility serving the educational needs of over 2100 students in grades K-12. The district's professional staff is committed to educational excellence providing the knowledge, skills, and opportunities to "compete in an ever changing global community." The support staff is dedicated to the same goals and objectives of providing the best possible education for our students. The community takes great pride in our schools and through its financial support provides opportunities for all students to experience success and to prepare for the future.

Tamaqua Area School District has a rich culture for the appreciation of education. Our students and staff continue to excel to very high levels of performance in the areas of academics and extracurricular activities. The foundations of the Morgan Scholarship and the Scheller Scholarship enable Tamaqua Area graduates the opportunity to attend college. The district has dual enrollment agreements with Penn State University, Hazleton Campus, emphasizing STEM education and Lehigh Carbon Community College.

The value of a T ASD education goes beyond high test scores and acceptance rates at post-secondary institutions. A T ASD education is about engaging our students – building relationships and enabling and encouraging our students to grow, explore, achieve and develop skills for life. This includes experiences within our vast array of curricular, co-curricular and extracurricular programs.

Action Plan on Asana: <https://app.asana.com/0/1200294072629903/list>

STRATEGY 01

CREATE A LEARNING-FRIENDLY COMMUNITY

ACTION PLANS

LCCC Strategic Plan

The Strategic Plan is the core of LCCC's work to provide high-quality learning experiences that are affordable and accessible, allowing the school to serve our community better. The plan is a guide to ensure that students have access to the best education, that their lives are transformed and that they are empowered to achieve their goals.

Action Plan on Asana: <https://app.asana.com/0/1200294072629941/list>

Leadership Development

Good leadership in the Tamaqua community is often the deciding factor in whether Tamaqua achieves its goals. Renowned leadership expert John Maxwell uses the concept of a "Leadership Lid," stating that an organization or community can only rise to the level, quality, and effectiveness of its leadership. If an origination or community wants to improve, grow, expand, or develop beyond that, the "Lid" of the leadership needs to be raised.

Past Tamaqua-based Leadership Development programs, forums, and trainings such as "Leadercast – Tamaqua" were successful and well attended. New leadership training and workshops will be developed and delivered locally with an emphasis on outreach to volunteers and professionals in the Tamaqua community who hold leadership positions on boards and within organizations.

Participation in existing leadership development programs such as Schuylkill Leadership, Leadership Carbon and others will be encouraged and supported as it develops leadership skills and keeps Tamaqua connected to regional partners.

Topic-specific leadership development will include participating in programs, conferences, workshops, and seminars including but not limited to the topics of Main Street revitalization, historic preservation, parks & recreation, health & wellness, non-profit management, financial literacy, housing, and education.

The Federal Home Loan Bank of Pittsburgh's Blueprint Communities capacity building program was a great benefit when Tamaqua participated in 2005. Tamaqua will work to enter and participate in this valuable program again with a new generation of leaders. Including neighboring communities in a Blueprint Communities training cohort will be a priority to multiple the impact of investing in local leaders regionally.

STRATEGY 01

CREATE A LEARNING-FRIENDLY COMMUNITY

ACTION PLANS

The Tamaqua Leadership Discussion Group, an informal group of leaders that meets monthly to discuss leadership concepts and to improve their leadership skill will continue and will be expanded to include additional participants with an emphasis on a diversity of age, gender, race/ethnicity, and profession. The group functions similar to a book club (although the readings are more article-sized). The group will continue to meet with an in-person and virtual option to provide greater access to participants.

Action Plan on Asana: <https://app.asana.com/0/1200294072629863/list>

Life Long Pursuit of Learning

Learning should be a “cradle to grave” philosophy. Provide a community directory of events and organizations to get people involved. It can include programs that exist or used to exist, such as the Salvation Army’s “Older and Bolder” program for seniors; the Library’s “How To” series; the Early Childhood Development program; Diacon classes; and the Arts Center music classes. In addition, find opportunities to bring youth and seniors together to mentor and learn from each other. One of the largest issues with the elderly is feeling lonely and forgotten, which is the opposite of connection. GED classes would also benefit and help engage those in the community while preparing them for the high demand manufacturing and product tech jobs in the area. Finally, partnering with Mike Rowe Works could be another way to learn and crossover with Job Readiness.

Action Plan on Asana: <https://app.asana.com/0/home/1200294049270674>

GOAL

06

Happiness and Meaningful
Connections

We want every person in Tamaqua to be connected to someone, something. We want to be inclusive. We are a multicultural community. We want to help our neighbors. We want philanthropists to find value in Tamaqua investments.

- Studies reveal that relationships, more than fame or money, are what keep people happy throughout their lives.
- They delay mental and physical decline and are better predictors of long and happy lives than social class, IQ or even genes.
- The Harvard Study of Adult Development is one of the longest-running studies on happiness. When scientists began tracking the health of 268 Harvard sophomores in 1938 during the Great Depression, they hoped the longitudinal study would reveal clues to leading healthy and happy lives.
- After the 80 years of research, they asked the one question ‘what is the number 1 predictor of happiness’? They had millions of data points, however, what they found was that relationships mattered most; and it didn’t matter what kind (romantic, friends, extended family, professional). People who had deep meaningful, close relationships were the happiest.

How to get involved

Visit www.choose-happiness.org



MAGE

GENERAL

The intention of the Happiness & Meaningful Connections Meetings is to discuss the progress of this Goal and get further input. The Strategies were developed during a series of Working meetings with community stakeholders and presented at the 1st Public Meeting. Moving forward, break out meetings will be conducted so we can begin to target specific efforts in order to coordinate efforts and maximize resources.



PARTICIPANTS

DISCUSSION GUIDES

Michele Dempsey, Dx Dempsey
Andrea Giglio, Dx Dempsey

PARTICIPANTS

See Pages 25 and 26.

STRATEGY 01

ENCOURAGE INVOLVEMENT IN THE COMMUNITY

HAPPINESS FACTORS



Social Relationships (Social)

Who you spend time with, who you count on, who counts on you



Sense of Purpose (Purpose)

Who you are, your goals, what gets you up everyday, what you want to accomplish, why you're here



Community Engagement (Community)

Helping, voting, joining, volunteering, giving to good causes

ACTION PLANS

Blood Donations

Severe blood shortages are happening nationwide, including in Pennsylvania. Blood shortages occur when patient demand for blood and blood components is greater than the supply provided by volunteer blood donors. The COVID-19 pandemic has created an increase in demand, along with a decrease in donor response, canceled and postponed drives, and other significant challenges. Blood donations are needed year round.

Action Plan on Asana: <https://app.asana.com/0/1200294072630055/list>

Flre Company Volunteerism

The state of volunteer firefighting is in a crisis. The current model of volunteer firefighting in Pennsylvania is based on the long-standing tradition going back to the 1700s when Ben Franklin founded the first volunteer department in Philadelphia. That model has continued virtually unchanged since that time. Tamaqua will seek to address the issue of volunteerism dropping as emergency calls rise. The need is particularly prevalent in rural areas.

Action Plan on Asana: <https://app.asana.com/0/1200301884251227/list>

Tamaqua Business & Professional Women's Club

BPW is a network of women from all walks of life, coming together for friendships, business contacts, personal growth, and to support women's equality in the workplace.

Action Plan on Asana: <https://app.asana.com/0/1200309823206614/list>

STRATEGY 01

ENCOURAGE INVOLVEMENT IN THE COMMUNITY

ACTION PLANS

Volunteering

One of the better-known benefits of volunteering is the impact on the community. Unpaid volunteers are often the glue that holds a community together. Volunteering provides connection to the community and make it a better place. Even helping out with the smallest tasks can make a real difference to the lives of people, animals, and organizations in need. Dedicating time as a volunteer also builds meaningful connections.

Action Plan on Asana: <https://app.asana.com/0/1200294072630131/list>

Schuylkill Chamber of Commerce

The Schuylkill County of today continues to build on the area's legacy of industrial might with thriving and diverse economic development. The county's economy has historically included a wide variety of businesses, from industry to agriculture. Location and natural resources drove both employers and employees to Schuylkill County in the past, and still does today.

Action Plan on Asana: <https://app.asana.com/0/1200309822297652/list>

Census 2020

The census tells us who we are and where we are going as a nation, and helps our communities determine where to build everything from schools to supermarkets, and from homes to hospitals. It helps the government decide how to distribute funds and assistance to states and localities.

Action Plan on Asana: <https://app.asana.com/0/1200309822297652/list>

Voting

The law does not require citizens to vote, but voting is a very important part of any democracy. By voting, citizens are participating in the democratic process. Citizens vote for leaders to represent them and their ideas, and the leaders support the citizens' interests. Helping and encouraging people to exercise their right to vote is imperative.

Action Plan on Asana: <https://app.asana.com/0/1200294072630093/list>

Framework for Happiness

The intention of the framework is to get citizens involved in accomplishing the 9 goals in order to create meaningful connections.

Action Plan on Asana: <https://app.asana.com/0/1200293935682871/overview>

STRATEGY 02

ENCOURAGE FAITH-BASED ORGANIZATIONS TO BE INVOLVED IN THE COMMUNITY

HAPPINESS FACTORS



Social Relationships (Social)

Who you spend time with, who you count on, who counts on you



Sense of Purpose (Purpose)

Who you are, your goals, what gets you up everyday, what you want to accomplish, why you're here



Community Engagement (Community)

Helping, voting, joining, volunteering, giving to good causes

ACTION PLANS

Tamaqua Area Faith Fellowship Network (TAFFN)

The Tamaqua Area Faith Fellowship Network is a group of lay leaders from various churches in the Tamaqua area who cooperatively meet community needs.

Action Plan on Asana: <https://app.asana.com/0/1200294072629979/list>

GOAL

Heritage as a Stepping Stone

We want to preserve our heritage while using it as a stepping stone to a greater future.

- Historical buildings and heritage landmarks give people a sense of place and connection to the past.
- The National Historic Preservation Act explains that preservation of irreplaceable heritage is in the public interest so that its vital legacy of cultural, educational, aesthetic, inspirational, economic and energy benefits will be maintained and enriched for future generations of Americans.
- Rehabilitation and Adaptive Reuse of historic buildings adds character to the area and also helps attract investment, as well as tourists.
- Preserving the past and celebrating our heritage in forward-thinking and invigorating ways can serve as a stepping stone to the future.

How to get involved

Visit www.choose-happiness.org



IMAGE

GENERAL

The intention of the Heritage as a Stepping Stone to the Future Meetings is to discuss the progress of this Goal and get further input. The Strategies were developed during a series of Working meetings with community stakeholders and presented at the 1st Public Meeting. Moving forward, break out meetings will be conducted so we can begin to target specific efforts in order to coordinate efforts and maximize resources.



PARTICIPANTS

DISCUSSION GUIDES

Michele Dempsey, Dx Dempsey
Andrea Giglio, Dx Dempsey

PARTICIPANTS

See Pages 25 and 26.

STRATEGY 01

PRESERVE & PROMOTE HISTORY

HAPPINESS FACTORS



Sense of Purpose (Purpose)

Who you are, your goals, what gets you up everyday, what you want to accomplish, why you're here



Financial Health (Financial)

A job, opportunity for improvement, entrepreneurship, paying the bills and having some left over



Community Engagement (Community)

Helping, voting, joining, volunteering, giving to good causes

ACTION PLANS

Tamaqua Historic District

The Tamaqua Historic District was established to recognize and Historic District preserve the character and architecture of Tamaqua's historic neighborhoods. It includes 976 buildings, three sites, eight structures, and three objects over 178.6 acres that have been deemed historically significant, and of which 97 percent are contributing. The district runs the length of town, primarily across the central downtown business district, but also including and some nearby neighborhoods.

Action Plan on Asana: <https://app.asana.com/0/1200294072630169/list>

Tamaqua Railroad Station Heritage Site

The Tamaqua Railroad Station is Tamaqua's restored 1874 Philadelphia & Reading Railroad. Saved from the brink of demolition, the Tamaqua Railroad Station now serves as a heritage center, as well as a cultural and economic hub in Historic Tamaqua.

Action Plan on Asana: <https://app.asana.com/0/1200294072630207/list>

STRATEGY 01

PRESERVE & PROMOTE HISTORY

ACTION PLANS

Schuylkill River National Heritage Area

Schuylkill River National and State Heritage Area is a federally designated National Heritage Area in the valley of the Schuylkill River in southeastern Pennsylvania. The heritage area extends from Pottsville to Philadelphia through Schuylkill, Berks, Chester, Montgomery and Philadelphia counties.

Action Plan on Asana: <https://app.asana.com/0/1200294072630245/list>

Tamaqua Historical Society

The Tamaqua Historical Society is not your average museum. With three Tamaqua locations, the society aims to create a well-rounded lesson in history. The main feature is the Tamaqua Area Historical Museum. This is where visitors find plenty of artifacts and documents, as well as a gallery. The museum also hosts special events throughout the year.

Action Plan on Asana: <https://app.asana.com/0/1200294072630283/list>

GOAL

008

Sports and Recreation

We want sports, e-sports, gaming & recreation to be an integral part of the community and to promote play. We want to encourage use of our parks, trails, natural resources, and Owl Creek.

- Sports and recreation can be a good way of building community spirit and supporting the local economy.
- Communities that participate in sport and recreation develop strong social bonds, are safer places and the people who live in them are generally healthier and happier than places where physical activity isn't a priority.
- Physical activity enhances cognitive function improving memory, behaviour, concentration and academic achievement.
- Physical activity also improves both physical and mental health, which eases pressure on the health system.
- Sports and recreation create positive alternatives to youth offending, antisocial behaviour and crime.
- Sports, e-sports, gaming and recreational activities provide a vehicle for inclusion, drawing together people of different races, religions and cultures.
- Recreational activities can promote tourism and make the community a destination.

How to get involved

Visit www.choose-happiness.org



GENERAL

The intention of the Sports and Recreation Meeting was to meet with the community to identify any additional efforts that can be added to the spreadsheet to utilize economic resources for the development of Tamaqua.

With these new resources identified, we can begin to target specific efforts in order to coordinate efforts and maximize resources.



PARTICIPANTS

DISCUSSION GUIDES

Michele Dempsey, Dx Dempsey
Andrea Giglio, Dx Dempsey

PARTICIPANTS

Micah Gursky, Tamaqua Area
Community Partnership
Ed Redding, Tamaqua Area
Community Partnership
Leona Rega, Tamaqua Community
Arts Center
Mary Linkevich, Tamaqua Area
Council / Hawk Mountain Sanctuary
Kevin Steigerwalt, Borough Manager
Ray Kinder, Superintendent

STRATEGY 01

DEVELOP AND ENHANCE RECREATIONAL OPPORTUNITIES

HAPPINESS FACTORS



Social Relationships (Social)

Who you spend time with, who you count on, who counts on you



Community Engagement (Community)

Helping, voting, joining, volunteering, giving to good causes



Financial Health

A job, opportunity for improvement, entrepreneurship, paying the bills and having some left over



Physical & Mental

Your state of overall health and well-being, both physical and mental.

ACTION PLANS

Promote Owl Creek Reservoirs

Promote conservation at Owl Creek and behind Still Creek.

- Owl Creek has 900 acres that could be used for activities like bird watching, camping, biking, kayaking, and hiking. The need for a larger trails system was established. Advertising kayak rentals in Tuscarora was brought up as an opportunity.
- Tom Bandatelli, Jr. was established as the community leader for this Action Plan.
- River access is also an issue that needs to be addressed.

Action Plan on Asana: <https://app.asana.com/0/1200294072630359/list>

Promote E-Sports and Gaming

Gaming acts like an escape pod for many people and E-sports are drawing more and more interest. Holding tournaments for games like Madden, NBA 2K, and Super Smash Bros would be good for kids between ages 15-25.

- Ray Kinder spoke about the enormous potential for E-sports to be integrated and paired with the school. A gaming club could be formed and the possibility of \$380,000 from Morgan Foundation for a new gaming room exists. The club could run 5 days a week from November to March and have 20 to 25 kids. Kids could play other children from other schools within virtual tournaments.
- Ken Dunkelberger is established as a community leader for this Action Plan and he mentioned the possibility that gaming coaches could get involved.

STRATEGY 01

DEVELOP AND ENHANCE RECREATIONAL OPPORTUNITIES

ACTION PLANS

- These efforts could help boost school attendance or attract students to boost enrollment.

Action Plan on Asana: <https://app.asana.com/0/1200294155650284/list>

Develop / Enhance Playgrounds and Natural Resources

A Committee of Natural Resources and Playgrounds would be established and would be led by Mary Linkevich.

- This committee would be in charge of the long term planning of plant and tree species, especially in the Owl Creek area.
- Opportunities exist to collaborate with schools to optimize trail opportunities and help plan proper locations for playgrounds.
- A playground list needs to be compiled and an action plan for each needs to be created for each park.

Action Plan on Asana: <https://app.asana.com/0/1200294155650246/list>

GOAL

Positive Image and Identity

09

We encourage the greatness of the community, its people and its resources. We want to tell our story. We want to be the Little Town with the Big Heart. We want a new, positive narrative for Tamaqua based on our commitment to choosing happiness and being a town where people care if you're happy.

- Perception is reality and Tamaqua wants to align both behind our commitment to being a town where we care if people are happy.
- A brand can help align the community behind a common vision and provide clear messaging for all.
- A well-executed image, identity and PR strategy creates a brand toolbox for stakeholders to use that is consistent, saves time, and doesn't require a reinvention of the wheel every time a message is sent through the media. A brand system can unite events, organizations, and other amenities in a community; can be deployed in environmental graphics including banners, wayfinding signs, and gateways; and can be used for digital graphics such as web page redesigns, social media tools, and smartphones. Sound strategy creates efficiencies of consistency between message and mission.
- A brand is a promise wrapped in an experience. Tamaqua's promise is to care if people are happy; to encourage people to choose happiness; and to create opportunities for all citizens to have meaningful connections with others.

How to get involved

Visit www.choose-happiness.org



MAGE

GENERAL

The intention of the Positive Image & Identity Meetings is to discuss the progress of this Goal and get further input. The Strategies were developed during a series of Working meetings with community stakeholders and presented at the 1st Public Meeting. Moving forward, break out meetings will be conducted so we can begin to target specific efforts in order to coordinate efforts and maximize resources.



PARTICIPANTS

DISCUSSION GUIDES

Michele Dempsey, Dx Dempsey
Andrea Giglio, Dx Dempsey

PARTICIPANTS

See Pages 25 and 26.

STRATEGY 01

POSITIVE IMAGE & IDENTITY

HAPPINESS FACTORS



Social Relationships (Social)

Who you spend time with, who you count on, who counts on you



Community Engagement (Community)

Helping, voting, joining, volunteering, giving to good causes



Financial Health (Financial)

A job, opportunity for improvement, entrepreneurship, paying the bills and having some left over



Sense of Purpose (Purpose)

Who you are, your goals, what gets you up everyday, what you want to accomplish, why you're here

ACTION PLANS

Tamaqua Choose Happiness Community Plan

This Community Plan will be the culmination of all the efforts that have come before. Every effort will be a part of this final drive to declare to the world who we are and where we are going. We will determine the goals we will commit to in order to achieve all the factors of happiness (many of which are already underway); the strategies and action plans to achieve those goals; and a system of accountability to ensure they are realized—a “Framework for Happiness.” In order to work, the Framework must have goals that address these specific categories of happiness defined by Gallup: Social Relationships, Sense of Purpose, Community Engagement, Physical Health, and Financial Health.

This plan illustrates that Tamaqua has a vision and a method for realizing that vision so that when funding becomes available, it can be applied for and put towards efforts that will clearly show they are managed and organized well and part of a bigger, comprehensive plan for economic success and happiness. If the whole is the sum of its parts, the Framework for Happiness is the whole that includes all the parts needed to achieve progress and success.

This plan is also different because citizens can visit the Tamaqua Choose Happiness website to follow the plan's progress and also to participate in it. Utilizing technology, any interested person can go online to quickly learn all about the Tamaqua Choose Happiness plan, follow the progress on Asana and easily get involved in the efforts that will be making a difference in the Borough.

STRATEGY 01

POSITIVE IMAGE & IDENTITY

ACTION PLANS

When this effort is complete, Tamaqua will have a unified living plan that can be updated continuously; a very strong sense of brand identity and purpose; and a path to happiness.

Action Plan on Asana: <https://app.asana.com/0/home/1200294049270674>

Community Brand Translation Overlay

When people visit, walk through, and interact with your Borough, there is an opportunity to create a memorable impression and true brand engagement. A Community Brand Translation Overlay can tell Tamaqua's story utilizing signage, environmental graphics and other means to create another layer of interest and emotional connection for residents and visitors alike.

Action Plan on Asana: <https://app.asana.com/0/home/1200294049270674>

PR & Social Media Strategy

PR and social media are based on communication. Social media, with its real-time messaging, amplifies your message, allowing PR to be stronger and more impactful. Content published via news releases, emails, and other PR related means can live longer, spread faster and reach further with the help of social media. Tamaqua has a story to tell and a new image to project. A sound strategy will help control the narrative and ensure the perception aligns with the reality that in Tamaqua people care if you are happy.

Action Plan on Asana: <https://app.asana.com/0/home/1200294049270674>

A1

Appendix

Tamaqua Community Action Plan

1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 840. 84

ТАМАГУА. РА.

The Tamaqua Community Action Plan

Acknowledgements...

Thank You

Joint Legislative Air & Water Pollution Control & Conservation Committee

Pennsylvania Environmental Council

Borough of Tamaqua

Owl Creek Commission

Downtown Tamaqua, Inc.

Tamaqua Area 2004 Partnership

Todd Mason, Tamaqua Little Theater

Mark Shuey, Penn State Schuylkill Campus

Eastern Schuylkill Recreation Commission

Mrs. T's Pierogies

Burger King

Martha's Place

Piercini's Market

Broad Street Deli & Bagel Factory

Donut Connection

M&I Deli

Tommy's Italian Specialty Shop

Gloria Smulligan

Kimberly Bartasavage

Isabelle Banditelli

Tamaqua Community Charrette Team

Ball State University Community-Based Projects Program

Dr. James A. Segedy, AICP, AIA (Assoc.), Charrette Leader

Joe Blalock, ASLA

Lohren Deeg

Tom Gallagher, ASLA

Paul Howey

Jeffery Jutte



Community-Based Projects
College of Architecture & Planning
Ball State University
Muncie, IN 47306
Dr. James A. Segedy, AICP
Director

Table of Contents

| | |
|--|----|
| Acknowledgements | ii |
| Introduction | 3 |
| Community Profile..... | 4 |
| Developing the Vision | 8 |
| Community Participation | 10 |
| Tamaqua Community Action Plan | 19 |
| Goal 1: Develop heritage tourism, recreation-based
tourism and tourism support as an economic
base for Tamaqua. | 20 |
| Goal 2: Develop Owl Creek Reservoir as a "low-impact,"
recreation and conservation area | 26 |
| Goal 3: Revitalization of downtown commercial district | 32 |
| Enhance the character, traffic flow and economic
vitality of the southern gateway district | 34 |
| Goal 4: Develop a walkway along the Little Schuylkill River | 40 |
| Goal 5: Redevelop the old railroad area as a new
"commercial village" | 44 |
| Design and Development Guidelines | 51 |

Introduction

The Borough of Tamaqua has long been a community rich in resources and history. From the several Indian nations that settles the Little Schuylkill River area and enjoyed the bountiful hunting, trapping and fishing of "the Beaver" to the immigrant populations attracted to jobs provided by the anthracite coal deposits, the people have valued its riches.

Fortunes have come and gone, but the foundations remain. The Owl Creek Reservoirs, state lands along the Mauch Chunk Ridge, the many miles of prime trout streams and the Little Schuylkill River are still a part of Tamaqua. The Borough has seen change, but the people are justifiably proud of their heritage and look to maintain and celebrate their natural and cultural heritage.

It is this natural and human heritage that can provide the foundation for the future of Tamaqua. The renovation of the train station, the designation of a large part of the community as a historic district and the efforts of Downtown Tamaqua, Inc., the community's leaders, businesses and its people are a testament to its potential. This is the beginning. The ideas of the people and the strong work ethic that have supported the community for many years will do so again.



The Tamaqua Community Action Plan

Community Profile...

Tamaqua, Pennsylvania – Tamaqua (18252)

The information presented here is based on MSN Homeadvisor data for the Tamaqua ZIP code area, and is derived from several sources. Further details can be found at www.homeadvisor.com

Population 11,552
 Median Income \$18,485
 People per household (avg.) 2.30
 Neighborhood Type Small town
 Median age 40.7

PRIZM® Neighborhood Types

| Name | Demographic | % of Area |
|------------------|--------------------------------------|-----------|
| Mines & Mills | Older Families, Mine & Mill Boroughs | 56.72% |
| New Homesteaders | Young Middle-Class Families | 13.49% |

Demographic and PRIZM® neighborhood types apply to the ZIP code area.
 Note: These neighborhood types have been developed to represent typical neighborhoods found throughout the country and may vary somewhat in specifics from the neighborhoods found in Tamaqua, but none the less are a useful tool for describing the character of place and people found here.



PRIZM® Neighborhood Types for Tamaqua



Although equal to Norma Rae-Ville in income, Mines & Mills is very different. Down the Appalachians, across the Ozarks to Arizona, and up the Missouri to the coal fields of Montana, Mines & Mills is exactly as its name implies. This is an older, mostly single population with few children.

Mines & Mills™ Area Demographics

| Older Families, Mine & Mill Boroughs | |
|--------------------------------------|---|
| % of Tamaqua (18252): | 56.72% |
| % of U.S. Households: | 2% |
| Dominant Age Group: | 55-64, 65+ |
| Education Level: | Grade School/ High School |
| Employment: | Blue-Collar Service |
| Housing Type: | Owners & Renters Single Unit |
| Lifestyle Preferences: | Remodel their home themselves
Go fresh water fishing
Have term/whole life insurance
Listen to country radio
Own a Plymouth
Own a Mercury
Shop at K-Mart
Eat Kraft Macaroni and Cheese
Drink Diet Pepsi
Watch NBC News at Sunrise
Watch Unsolved Mysteries
Read Family Handyman
Read Modern Maturity |
| Socio-Economic Rank: | Poor |



New Homesteaders includes executives and professionals who work in local service fields such as administration, communications, health and retail. Most are married; the young have children, the elders do not. Life is homespun with a focus on crafts, camping and sports.

New Homesteaders™ Neighborhood Demographics

| Young Middle-Class Families | |
|-----------------------------|---|
| % of Tamaqua (18252): | 13.49% |
| % of U.S. Households: | 2% |
| Dominant Age Group: | 35-44, 45-54 |
| Education Level: | |
| Employment: | |
| Housing Type: | Owners Single Unit |
| Lifestyle Preferences: | Own a powerboat
Camp overnight 4+ times
Order items by mail
Have mutual funds < \$10k
Use a telephone credit card
Own a Chrysler
Drink frozen orange juice
Own a GMC truck
Shop at Walmart
Drink Diet Pepsi
Watch Unsolved Mysteries
Watch The Bold & The Beautiful
Read Family Handyman
Read Outdoor Life |
| Socio-Economic Rank: | Middle |

The Tamaqua Community Action Plan

Demographic Profile of the Tamaqua area (based on the 18252 ZIP Code)

| | 18252 | Regional Average | National Average |
|---|----------|------------------|------------------|
| Values worse than national average are displayed in red. | | | |
| Population | 11,552 | 9,691 | 9,240 |
| Population density | 319 | 1,279 | 1,168 |
| Percent female | 49.67% | 50.80% | 50.10% |
| Percent male | 50.33% | 49.20% | 49.65% |
| Median household income | \$29,397 | \$42,532 | \$38,140 |
| Households | 4,841 | 3,800 | 3,470 |
| People per household | 2.30 | 2.53 | 2.60 |
| Median age | 40.7 | 38.3 | 36.5 |
| Median income | \$18,485 | \$20,785 | \$17,880 |
| Percent married | 54.89% | 58.22% | 58.33% |
| Percent single (includes never married, divorced, separated, and widowed) | 45.11% | 41.77% | 41.63% |

Education

| | | | |
|---------------------------------|---------|---------|---------|
| School achievement index | 3.40 | 4.41 | 5.00 |
| Spending per student | \$5,580 | \$6,126 | \$5,920 |
| Students per teacher | 19.4 | 18.8 | 16.2 |
| Students per librarian | 759.0 | 482.3 | 1,039.0 |
| Students per guidance counselor | 759.0 | 511.1 | 572.0 |
| High school graduation rate | 76.65% | 77.30% | 76.45% |
| College degree - 2 year | 0.07 | 0.07 | 0.08 |
| College degree - 4 year | 0.06 | 0.12 | 0.15 |
| Graduate degree | 0.04 | 0.06 | 0.07 |

Crime

| | | | |
|---------------------|---|---|---|
| Violent crime risk | 2 | 2 | 3 |
| Property crime risk | 2 | 2 | 3 |
| Cost of Living | | | |

Overall

| | | | |
|--|------|------|-------|
| | 94.0 | 99.1 | 100.0 |
|--|------|------|-------|

Demographic Profile of the Tamaqua area (continued)

| | Regional 18252 | National Average | Average |
|--|----------------|------------------|---------|
| Values worse than national average are displayed in red. | | | |
| Health & Safety | | | |
| Physicians per 100,000 population | 121.4 | 202.8 | 169.0 |
| Air quality | 49.0 | 37.8 | 50.0 |
| Watershed quality | 48.0 | 44.4 | 50.0 |
| Toxic sites | 20.0 | 14.8 | 71.0 |
| Health costs index | 89.5 | 91.2 | 100.0 |
| UV index | 3.70 | 3.76 | 4.30 |
| Economy | | | |
| Unemployment rate | 4.00% | 3.72% | 3.70% |
| Recent job growth | 1.50% | 1.00% | 2.55% |
| Future job growth | -3.14% | 7.20% | 9.83% |
| Sales tax rate | 6.00% | 6.00% | 5.63% |
| Income tax rate | 2.80% | 3.65% | 5.02% |

Housing

| | | | |
|-----------------------------------|----------|-----------|-----------|
| Median home purchase costs | \$92,710 | \$108,555 | \$116,300 |
| Home appreciation | 7.90% | 5.41% | 6.65% |
| Median age of homes | 62.7 | 35.5 | 27.8 |
| Percent of homes owned vs. rented | 69.44% | 74.39% | 63.40% |
| Vacancy rating | 6.46% | 7.13% | 14.83% |

Transportation

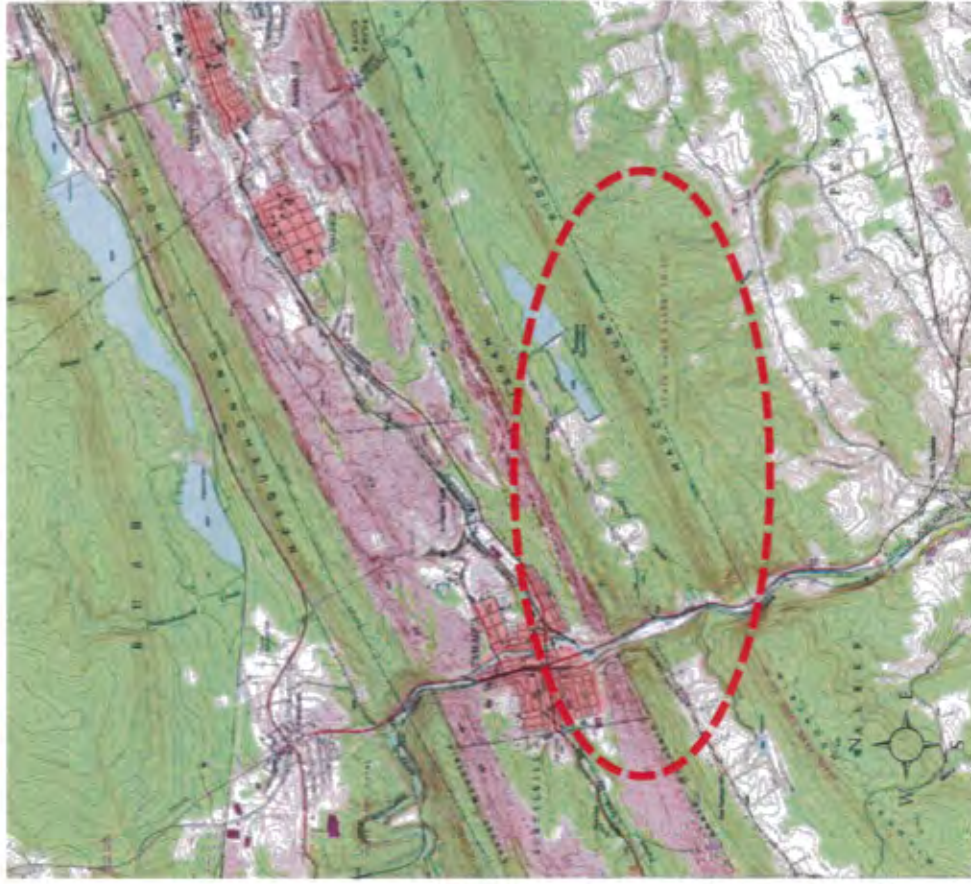
| | | | |
|--------------------|--------|--------|--------|
| Work at home | 3.48% | 2.99% | 5.61% |
| Commute by bus | 0.16% | 0.93% | 1.95% |
| Commute by carpool | 19.11% | 13.56% | 14.57% |
| Commute by own car | 68.24% | 77.17% | 71.60% |

* According to the Gomez™ Summer 2000, Fall 2000, Winter 2000/2001 and Spring 2001 Internet Home Buying Scorecard™.
Data Provided by BestPlaces.net.

Description of Study Area

The study area for the charrette is larger than the formally "developed urban area" of Tamaqua, in order to consider the issues associated with the Owl Creek Reservoirs and surrounding natural areas. This area is within the Tamaqua Borough Boundary.

The primary areas of study include the Owl Creek Reservoir area, "Downtown" Tamaqua, Panther Creek, Little Schuylkill River and areas surrounding. The linkages between Tamaqua and Jim Thorpe were also examined for their potential for heritage and active tourism.



Images from USGS



Images from GlobeExplorer.com

The Tamaqua Community Action Plan

Developing the Vision

The community visioning process was a highly open and public one. The community sought, and secured input, from a wide range of affected persons and interests in the greater Tamaqua community.

The committee leaders consciously sought to maximize the participation of residents and businesses throughout the planning process, seeking input from the broader community and especially from local residents, businesses and other stakeholders. Each phase of the process built on preceding phases. While the participation was limited, those that did participate represented a broad cross-section of the community and provided invaluable insights into the issues at hand and possible solutions to improve the quality of life in Tamaqua.

Some of the ideas and challenges identified came from earlier visioning processes, including the 1995 *Rural Pennsylvania Exchange* conducted by International Countryside Stewardship Exchange of the Glynwood Center. To help with the community involvement efforts, which required much more work than a group of volunteers could accomplish alone, the community worked with the Pennsylvania Environmental Council staff, a team headed by certified planner, Anna Breinich, which provided superb counsel and extraordinary efforts in carrying out the community's charge.

The community-based process allowed for, and encouraged the open discussion of new ideas and reexamination of old ones with the objective to insure the participation of as many stakeholders as practicable.

The development of a community-based vision for the Borough of Tamaqua entailed gathering input from all segments of the population, including a village walkabout and a two-day community charrette workshop.

Borough Walkabout

A *Borough Walkabout* was held as a publicized, pre-charrette activity. It provided an introduction to the project, an historical perspective of the Borough of Tamaqua, highlighted projects underway, identified issues, and generated interest in the upcoming charrette. Participants received disposable cameras to take photographs of what was special to them. The photos were used as additional input during the charrette.

Borough Charrette Workshop

The Community hosted an open community planning meeting, a design "charrette," on Friday and Saturday, November 2-3, 2001. Just over 60 people participated, as well as a team of experienced planners and designers from Ball State University and several local and state agencies.

The *Tamaqua Community Charrette* helped residents and businesses visualize the community's vision of who it was, where it was going, and its vision and dreams for the future. The following visualizations are presented as *idea pieces* or *concept drawings*, intended to paint a picture of the possibilities.

In keeping with this definition of a "Vision," the residents and businesses of the Borough of Tamaqua have determined as a community what is important and how the community should move forward. A number of community-based proposals were developed through the charrette process. These were reviewed and refined into goals and actions, described in later sections of this action plan.



The Tamaqua Community Action Plan

Community Participation...

Assets

- Water (utilities and recreation)
- Transportation for industry
- Fire, EMS, etc.
- River (access and fishing)
- Hunting and fishing recreation
- Fishing tournament
- Flora and fauna
- Lots of wildlife and state game lands
- 3rd oldest rail line
- 1st railroad/steam for coal
- 1st fish hatchery in the nation
- 3rd municipal lighting system in the world
- Railroad improvements
- Newly designated national historic district
- 55 blocks, 958 properties
- No business tax
- Good school buildings

Liabilities

- Coal mining endangers water
- Thermal pollution of streams
- Loss of water in natural waterways
- Traffic
- Heavy traffic hindering shops
- Liability insurance hindering to tourism
- No handicap access to river
- Draining of lower reservoir is a waste of a good natural resource
- 309 is the "free" turnpike
- Specialty shops can't compete with Wal-Mart
- "5-points" intersection
- School bus traffic turning off of 309
- Poor demographics...lack of population

Needs

- Preserve reservoir and natural areas
- Reforestation
- Stores/retail shopping
- Information station in train depot
- Zoned conservation
- Take future development slowly
- Provide the "wilderness experience"
- Coffee house (downtown)
- Stronger marketing
- Parking in the rear of businesses
- Shoe store
- Beautification of the river
- More police presence
 - Foot patrol during day and evening hours
- Sidewalks need consistency and ADA accessibility
- More special events and/or festivals
- Community flea market
- Fill up empty stores
 - Shoe stores
 - Mini mall
 - Quilting store
 - General store
- Historic preservation enforcement
- Zoning enforcement
- Design guidelines

Dreams

- Open reservoir to recreation, fishing, boating, etc.
- Preserve streams from mining industry
- Boy scout headquarters on SR 309 across from Jeep/Eagle dealership
- Handicap access to river at Elm Street and also at Schuylkill Avenue
- Reforestation with chestnuts...and other indigenous trees
- Leave the reservoir alone (walking, hiking, fishing, etc. - similar to state park)
- Train traffic (pedestrian) for special events



The Tamaqua Community Action Plan

Concerns That Must Be Considered

- Campers
- Control of the reservoir (maintenance)
- Traffic
- Infrastructure
- Organizational structure
- Who pays for it???
- Liability
- Administration and management
- A bypass would KILL the Borough

Some Other Information

- 2 private golf courses and 1 public course within 10 miles....and more in the region
- Mauch Chunk Park in next county (5 miles)
 - Fully developed and accessible
 - Beaches
 - Camping
 - Fishing
 - Boating
 - Railroad gravity train
 - Cabins
 - 1000+ people per year
- Owl Creek Road getting new sewers....can a repaving be far behind?
- Demand for cabins exceeds current capacity (potential use?)
- Complete downtown streetscape plan is in the works
- Tamaqua is "an island" pulled in all directions
- Bedroom community to and from regional industrial parks
- Shopping located in Hazelton and north (Wal-Mart)

Needs of the Teenage Community

- Teen hang out
- A real skate park
- More adult leaders for scout units
- Cheap mall with designer clothes
- Keep antique signs
- Community dance place
- "Under-18" clubs
- Pedestrian safety at "5-points" intersection
- Knowledge of healthy, sustainable lifestyles
- More boy/girl scout units

Photo Wall Comments

Downtown: Facade-Related

- No trespassing signs are not very friendly to visitors/bad message to send
- Keep up 1st floor facades
- Get rid of aluminum siding
- Keep facade improvement program
- Encourage building owners to participate (Hunan Kitchen)
- Restore mural near railroad
- Side facade: camouflage with trees
- Like historic facades
- Restore windows in facades (take out boards)
- Looks like a "lego" Borough; make it look better together
- Do more side wall murals (e.g., Family Dollar buildings)

Signage-Related

- Prefer wood, etched signage
- Hate political signs
- American Legion sign nice
- Limit number per location (including traffic related signs)
- Need better sign ordinance to get rid of "corporate monster" signs
- Get rid of portable signs
- Improve street signs (fit with character of community)
- Repaint classic wall signs
- Could use more vintage signage, not neon
- Sing clutter along SR 309 North

The Tamaqua Community Action Plan

Photo Wall Comments (continued)

Use-Related

- Unwanted businesses: Tattoo shop, "junk" store,
- Cluster professional services (CPA, insurance, computer)
- Need regular hours for historical society office
- Fix and reuse upper floors
- Need more businesses
- Great place for small boutique shops
- Want restaurant in railroad depot
- Bed and breakfast establishments desired/needed
- Desperately need lodging
- Like new DiMaggio's
- Build something for kid's to hang-out
- State Store next to Church? PLCB not enforcing regulations
- Renovate Family Dollar shopping center
- Medical clinic good addition
- Wenzel Building needs facelift and plan for future
- Make old DiMaggio's into an ice cream shop
- Potential museum locations: Mitchell Galleries, brick building next to railroad

Maintenance-Related

- Business owners need to sweep sidewalks
- Pick-up litter
- Control weeds throughout borough
- Upkeep of historic structures (painting/repairs/landscaping)
- Get rid of slum landlords
- Paint and wash structures on regular basis
- Beer distributor building and sign need to be addressed

Historic Structures

- Keep historic homes
- Keep historic structures (do not demolish buildings for parking lots)
- Restore original architectural features (e.g. "witches hat")
- Gulf station should be demolished/preserved

Little Schuylkill River

- Great asset/underutilized
- Develop park/trail
- Show off bridges/arches

Railroad

- Use railroad for tourism
- Acquire and restore railroad building (1894)
- Restore railroad tower (white 2-story structure)/fix sidewalks around tower
- Develop bike/ped trail along railroad corridor
- Landscape railroad switching box, restore

Traffic-related

- Need left turn lanes at five points
- Terrible intersection at 5 points
- Reroute traffic so Railroad Street is 2-way; Pine Street would then become safe, quiet neighborhood
- Limit access (entrance and exit locations) from Tommy's (N. Railroad Street). Have driveway cuts.
- Eliminate street parking near 5-points intersection
- Widen SR 309 north
- Need bike-friendly intersections

Pedestrian-access related

- Improve Pine Street alley as pedestrian link to Cedar Street (between Broad and Cedar)
- Brick crosswalks or make it look like bricks
- Develop trail along North Railroad Street

Newer downtown structures

- Is Verizon building needed?
- Good place for new building next to facade mural, entrance into Borough on SR 309 north (Center Street)
- Require landscaping and sidewalks

Off-Street Parking

- Utilize area next to "facade-mural" for off-street parking
- Don't park on sidewalks
- Need parking lots
- Pave parking lots

Streetscape-Related

- Need planters
- Need planters on light poles
- Replace bus station to fit downtown theme
- Need new sidewalks
- Replace existing public phones with more vintage style
- Install more period lighting fixtures like those at North Railroad Street parking lot throughout Borough
- Camouflage or remove soda machines
- Install period traffic signals
- At Christmas-tree park, place fountain or coal miner monument
- Plant street trees
- Install brick walks
- Hide utility wires
- Need better street lighting
- Pine and Mauch Chunk needs landscaping
- Camouflage dumpsters
- Keep "covered" sidewalks
- Remove dead trees
- Like coal cart
- Maintain planters on bridges

The Tamaqua Community Action Plan

Parks

- Like Depot Square Park
- Depot Square Park a tremendous asset
- Demolish Verizon building to improve park
- Do more "Depot Square" type parks
- Finish Depot restoration
- Improve playground at North Ward (SR 309 south)

Crime concerns

- Vandalism at railroad depot
- Drug-calls at public phones
- Noise from car radios are annoyance
- Corner hang-outs a problem

Owl Creek Reservoir

Use Related

- Develop cabins/cottage for children's camp (e.g. Camp Greenwood); rental in off-season
- Develop a visitor's center at existing structure on site
- Possible activities: biking/hiking trails, autumn hayrides, winter horse-drawn sleigh rides, spring/summer nature walks
- Boating, fishing, hiking, biking, picnicking
- Safe for swimming?
- Develop into recreation area, fishing, swim beach, picnic areas
- Restore dams/have DEP inspectors reevaluate structures based on new technology
- Beautiful place for nature trail, limited rental cabins, education center (not to duplicate Mauch Chunk Lake Park Nature Center. Center could link Jim Thorpe and Tamaqua; focus on area before Philip Ginder and Burkhardt Moser; include longhouse to illustrate area prior to European settlements)
- Remove junk at one-room school house and restore as a visitors center; good focal point; install historical marker
- Playground use
- Keep stone retaining wall at reservoir
- Build homes/increase tax base for Borough/combo of homes and recreation
- Keep up reservoir
- Keep area as natural as possible

General Comments

- Create jobs

- Have Scouts work on a camp facility
- Develop Indian cultural center
- Develop nature trail with interpretive signage
- Have security staff
- Use for ice skating
- Open to the community
- Develop a church
- Put ballfields between reservoirs
- Develop as an environmental education center
- Keep for passive recreation only
- Develop wilderness lodge/hotel

Valley-related

- Unwanted uses: Junk yards
- Owl Creek designated as Class A trout stream. Any more development could ruin this

The Tamaqua Community Action Plan

Ideas for Reservoir Usage and Development

Note: The items listed below are ideas and recommendations presented by a variety of community members/stakeholders. These ideas do not necessarily represent the majority.

- Rental cottages (rustic looking)
- Campgrounds
- Boy Scout use
- Low impact uses
 - Nature trails
 - Skiing
 - Hunting
 - Fishing
 - Boating (electric only)
 - Canoeing, sailing
 - Swimming
- Fill lower reservoir back up
- Regional trail system connected to Jim Thorpe
 - Train station as a trail system hub
- Keep it for use by residents and benefit the local community (fees for outsiders)
- Picnic shelters
- Hotel
- Fishing resort
- Housing
- Repair lower dam to maintain value of the asset
- Develop connection with Jim Thorpe activities

- Heritage/Native American awareness
 - Cultural center
 - Pow Wow grounds
 - Ceremonial site
 - Heritage trail
- Environmental education
- Trees
- Good black bear habitat
- Connection with Mauch Chunk trail system
- Horse stables and rental
- Fishery (steelhead)
- No golf course
- Single family homes with large lots
- Housing development north of Owl Creek Road and along Owl Creek Road on south side
- Public beach
- \$250,000 to \$300,000 homes to pay for recreation development
- Use should produce \$\$\$ (assets) for the local community
- Include parking for the public
- Preservation of the environment
- Low-impact development
- Make reservoir deeper at upper end
- Restore upper end water spray aeration system of lower
- Parking area with sewer connection at entry
- Bike trails
- Boy Scout camping and training for labor
- Connect use to state program

The Tamaqua Community Action Plan

Regional Heritage and Recreational Tourism Development

Goal: Develop heritage tourism, recreation-based tourism and tourism support as an economic base for Tamaqua

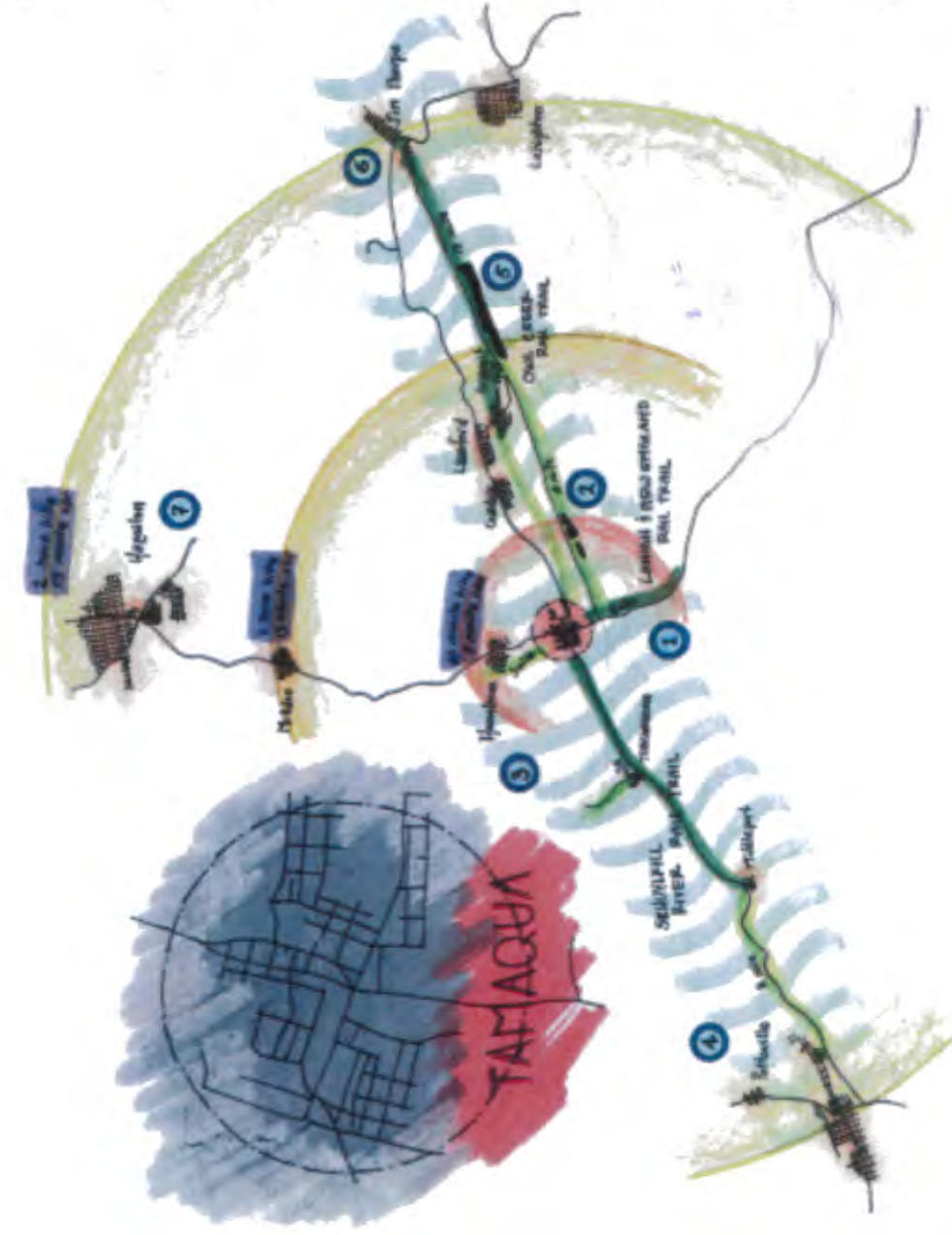
- Develop Owl Creek Reservoir as an eco-tourist destination;
- Develop biking and hiking trails at the reservoirs, between the reservoirs and the town to integrate with regional heritage and recreational tourism development;
- Develop heritage resources (train station, Native American heritage, downtown Tamaqua, etc.) and coordinate with the Anthracite Heritage activities and resources;
- Link trails and heritage resources with the *Delaware and Lehigh National and State Heritage Corridor* and *Schuylkill River Heritage Corridor*;
- Encourage and promote tourism-related and tourism-support businesses in downtown Tamaqua;
 - Outfitters: fishing, biking, hiking, hunting, etc.
 - Supplies: groceries, photography, etc.
 - Hospitality: restaurants, inns, hotels, beds & breakfasts, etc.)
- Develop the newly renovated train station as an anchor for a railroad-based heritage tourism resource (tourist railroad, museum, etc.) and visitor center;
- Investigate the feasibility of National Scenic Byway and/or National Heritage Corridor designation.



Left: Area of the Delaware and Lehigh Heritage Corridor nearest Tamaqua.
Below: Schuylkill River Heritage Corridor area



Tamaqua Heritage Corridors - Local Interest & Recreation Sites



1. Tamaqua-Wabash (20 minute bike range)
 - Newkirk Miner's tunnel
 - Wabash Creek
 - Schuylkill Railroad
 - Owl Creek Reservoir
2. Lehigh & New England Railroad
 - Reservoir recreation area
3. Hometown-State Park
 - Tuscarora State Park
 - Native American walking trail
 - Hometown Market
 - Mountain bike racing
4. Pottsville
 - Molly Maguire History
 - Coal Barons' Mahantongo Street
 - Yuengling brewery
 - Henry Clay monument
 - Mall shopping
 - County court house
 - Mauch Chunk Lake
5. Reservoir scenic area
 - Recreational boating, camping
 - Owl Creek Railroad
6. Jim Thorpe
 - State special interest site
 - Mountain Bike world capital
7. Hazelton
 - Regional shopping & dining

The Tamaqua Community Action Plan

Economic Development, Recreation and Heritage Tourism in Tamaqua

There is tremendous potential to be found in developing recreation and heritage tourism for the people of Tamaqua and eastern Schuylkill County, but also to use it as a focus for community and economic development.

The Borough of Tamaqua finds itself situated at the heart of several well established heritage and recreation resources. The development of the Owl Creek Reservoirs and associated trail systems only adds to that potential. An increase in tourism and tourism-related activities also benefits downtown and surrounding businesses. Developing a niche retail market that supports the local residents first, but also taps into the tourism market could provide the *critical mass* of customers needed to support the revitalization efforts and build on the character and many strengths of the downtown and nearby areas.

The foundation of this refocusing will be the "development" of the Owl Creek Reservoirs and associated trail systems. The other support mechanisms will follow in coordination with Downtown Tamaqua, Inc. Key to the success of these efforts is following the principles of *The Main Street Approach*.

While no singular or formulaic approach will revitalize a community, a solid and focused strategy will be essential to success.



The Main Street Approach

from the *National Main Street Center of the National Trust for Historic Preservation*
www.mainst.org

- **Design:**

Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning.

- **Organization:**

Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process.

- **Promotion:**

Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors.

- **Economic Restructuring:**

Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities - and challenges from outlying development.

Tourism Support and Niche Retail Strategies

Tourism takes many forms. The fastest growing forms of tourism involve heritage and recreational tourism. Two qualities which Tamaqua has in abundant potential.

The development of the Owl Creek Reservoirs and associated trails will be a key factor in this approach to economic restructuring and revitalization, but is not dependent on it. Many of the activities that bring people through, and to the Tamaqua area are already developed. Certainly, continued development of the train depot is a part of this, as are the various programs of Downtown Tamaqua, Inc. and other groups. What is not as well developed is the level of support that an active heritage and recreational tourism program demands.

Heritage tourism is based on 5 key principles:

1. Focus on authenticity and quality of experience,
2. Preserve and protect resources,
3. Make sites "come alive,"
4. Find the fit between a community or region and tourism,
5. Collaborate.

Source: National Trust for Historic Preservation - www.nationaltrust.org

These basic principles can also apply to the development of recreation-based tourism programs. The opportunities for development of these resources will be discussed in later sections of this action plan.

The destinations are only part of tourism. There are many support activities, *spin-off* activities and businesses that could benefit from such activities and resources. In reality, much of the over \$500 billion that is spent on tourism annually is spent on support services.

Support activities that have the highest potential for development in Tamaqua include:

- **Outfitters:**
Suppliers of equipment for fishing, hunting, biking, hiking/orienteering, outdoor clothing, photography, etc.
- **Supplies:**
Groceries, over-the-counter pharmaceuticals, etc.
- **Service:**
Equipment repair, guide services, etc.
- **Hospitality:**
Lodging (all types), restaurants, etc.
- **Niche Retail:**
Specialty goods, antiques, souvenirs, etc.

Many of these retail services already have a start in the downtown area of Tamaqua and could be further developed as part of the revitalization effort. It should also be noted that many of these services are of value to local residents, expanding the range of goods and services available to the local community.

The Tamaqua Community Action Plan

Economic Development, Recreation and Heritage Tourism in Tamaqua (continued)

Recreation Development

The Borough of Tamaqua has many recreational opportunities that can be capitalized upon. As shown in this diagram, there are numerous opportunities for recreational trails and parks. Having trails located in Tuscarora and Jim Thorpe, it would be *natural* for Tamaqua to take advantage of these systems and provide a link.

With recreation trails proposed for Owl Creek Reservoirs, a trail can be placed along the abandoned rail line on the east side of St. Rt. 309 to connect the borough with Owl Creek Road. This trail can continue further south of Owl Creek Road if desired. With opportunities in all parts of the borough, the trail entering the borough from the south then splits. This is an important location for trailhead necessities such as parking, restrooms, seating, and information kiosks showing the directions of the trails.

- One potential trail continues north along SR 309, across the bridge and to the renovated train station. It is important to address pedestrian safety at the 5-points intersection with **pedestrian activated crossing devices**, **marked crossings** (brick pavers, or other paving systems would be appropriate) and other safety precautions. From the train station, the trail progresses up the hill and wraps around to an intersection with U.S. 209. This is where a secondary trail can be connected to the high school and its recreational opportunities. Again, pedestrian safety should be emphasized at these intersections. The primary trail continues west along the rail line paralleling U.S. 209.

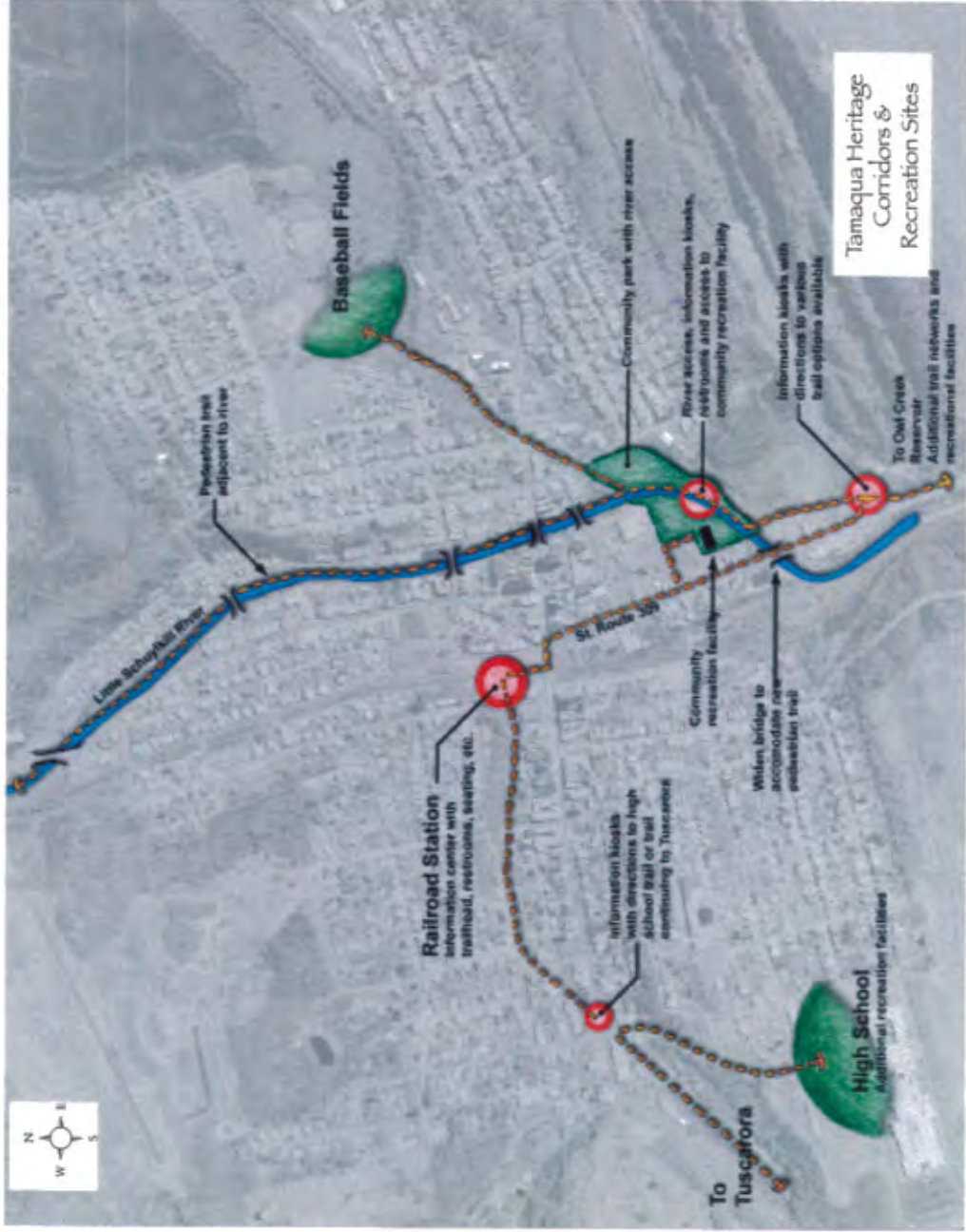
- A second trail at the southern split connects with the river and a community park where there is **river access** and connection with a community recreation facility. From there the trail continues as a river walk along the Little Schuylkill River or a secondary trail following Panther Creek and up to the baseball diamonds.

These connections help to provide recreation and a link within the community, but they also help connect the borough to the surrounding communities. Pedestrian safety should be emphasized in all parts and there should be adequate access to the trail for all people.



Potential Owl Creek Trail Development Scenario. More details in the following section of this report.

Tamaqua Heritage Corridors, Local Interest & Recreation Sites



1. Tamaqua-Wabash (20 minute bike range)
 - Newkirk Miner's tunnel
 - Wabash Creek
 - Schuylkill Railtrail
2. Owl Creek Reservoirs
 - Lehigh & New England Railtrail
 - Reservoir recreation area
3. Hometown State Park
 - Tuscarora State Park
 - Native American walking trail
 - Hometown Market
 - Mountain bike racing
4. Pottsville
 - Molly Maguire history
 - Coal Barons' Mahantongo Street
 - Yuengling Brewery
 - Henry Clay monument
 - Mall shopping
 - County Court House
 - Mauch Chunk Lake
5. Reservoir scenic lake
 - Recreational boating, camping
 - Owl Creek Railtrail
 - Jim Thorpe
6. State special interest site
 - Mountain bike *world capital*
7. Hazelton
 - Regional shopping & dining

The Tamaqua Community Action Plan

Owl Creek Reservoir Development

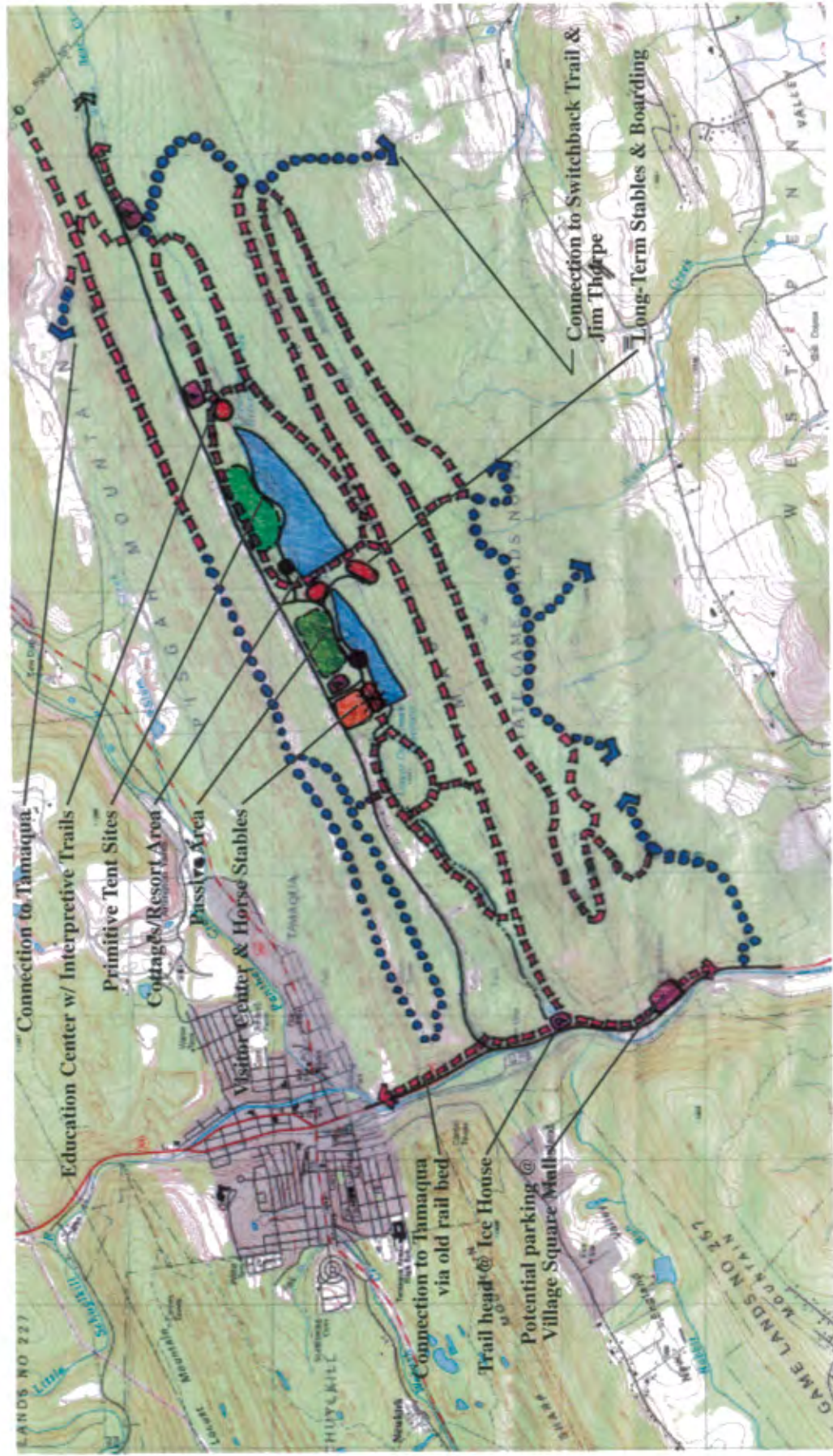
Goal: Develop Owl Creek Reservoirs as a "low-impact" recreation and conservation area.

- Develop Owl Creek Reservoirs as an area free from minimally invasive activities.
 - Hiking
 - Hunting
 - Fishing
 - Kayaking/canoeing
 - Mountain biking (in designated/limited area)
 - Horseback riding
 - Cross-country skiing
 - Ice skating
 - Primitive camping and cabins (limited)
- Develop support facilities for activities stated above.
- Develop a nursery for indigenous trees.
- Develop an Indian Interpretive Center/Cultural Exchange
 - Interpretive Center to be developed and maintained by the several Native American groups with heritage in the area. This area would be open to all.
 - Sacred/Ceremonial grounds to be developed separately from the Interpretive Center for use by the local Native American groups only. It is estimated that this area would require approximately 20 acres.



Left: Views of Owl Creek Reservoirs
Above: Old growth chestnut grove, one of the indigenous tree species that could be reestablished in the area.

Owl Creek Reservoir Development (Moderate Development Proposal)



The Tamaqua Community Action Plan

Owl Creek Reservoir Development (Moderate Development Proposal) - (continued)

The levels of development that were considered for the Owl Creek Reservoirs were based upon input from the community. The scenarios considered were:

- No development (leave as is)
- Moderate (mostly in natural state, but with limited support facilities and feature development)
- Minimal (only limited development of features)

In all cases, development is to follow *best development practices* for minimally invasive/conservation activities. In the moderate and minimal development scenarios, it has been done with multi-seasonal, educational and eco-tourism activities as the primary focus.

It should be noted that development of the reservoir should be done primarily for the residents of Tamaqua and the immediate vicinity. Only limited access (restricted permits) should be offered to those outside the area. Administration of this "permit" approach is dependent on designations by state and federal authorities and funding.



All Seasons

- Stocking reservoir
- Fly fishing
- Non-motorized craft fishing
- Angler sports



All Seasons

- Renovated entrance
- Formal park entrance
- Security

All Seasons

- Nature trails with educational/interpretive signage
- Hiking trails
- Primitive camp sites



Spring/Autumn

- Hard surface trail and decking for fishing and ADA access



- Improved trail along natural stream/reservoir for hiking, biking and wheelchair access



Summer/Warm Weather

- Kayak/Canoe rental
- Non-motorized boat launch & marina
- Bait & tackle sales



Winter

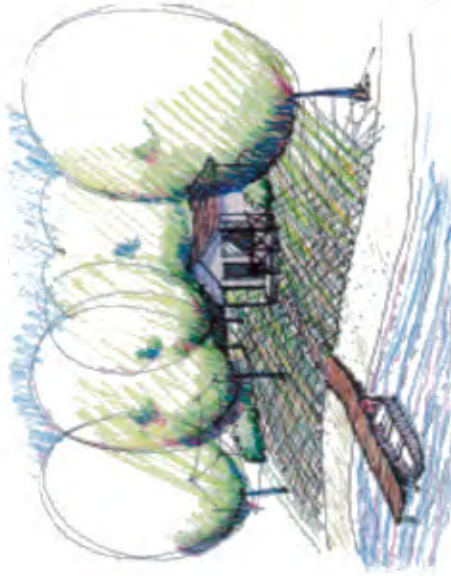
- Ice fishing
- Bait & tackle sales
- Ice skating/rental



The Tamaqua Community Action Plan

Owl Creek Reservoir Development (Minimal Development Proposal)

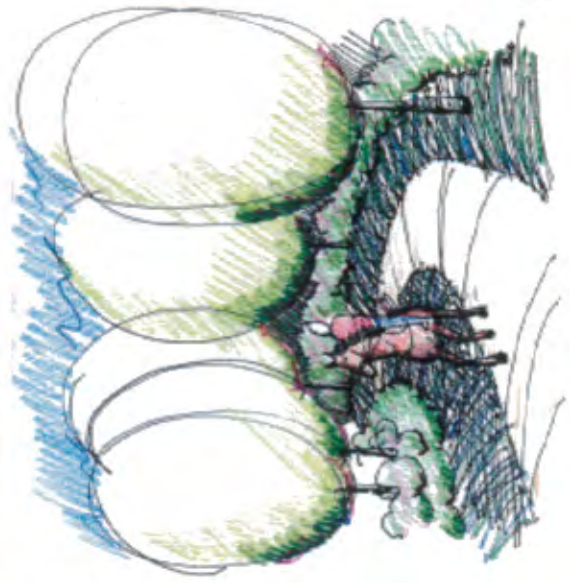




Boat Rental & Dock



Information/Rental Kiosk



Equestrian Trails

The Tamaqua Community Action Plan

Revitalization of Downtown Tamaqua

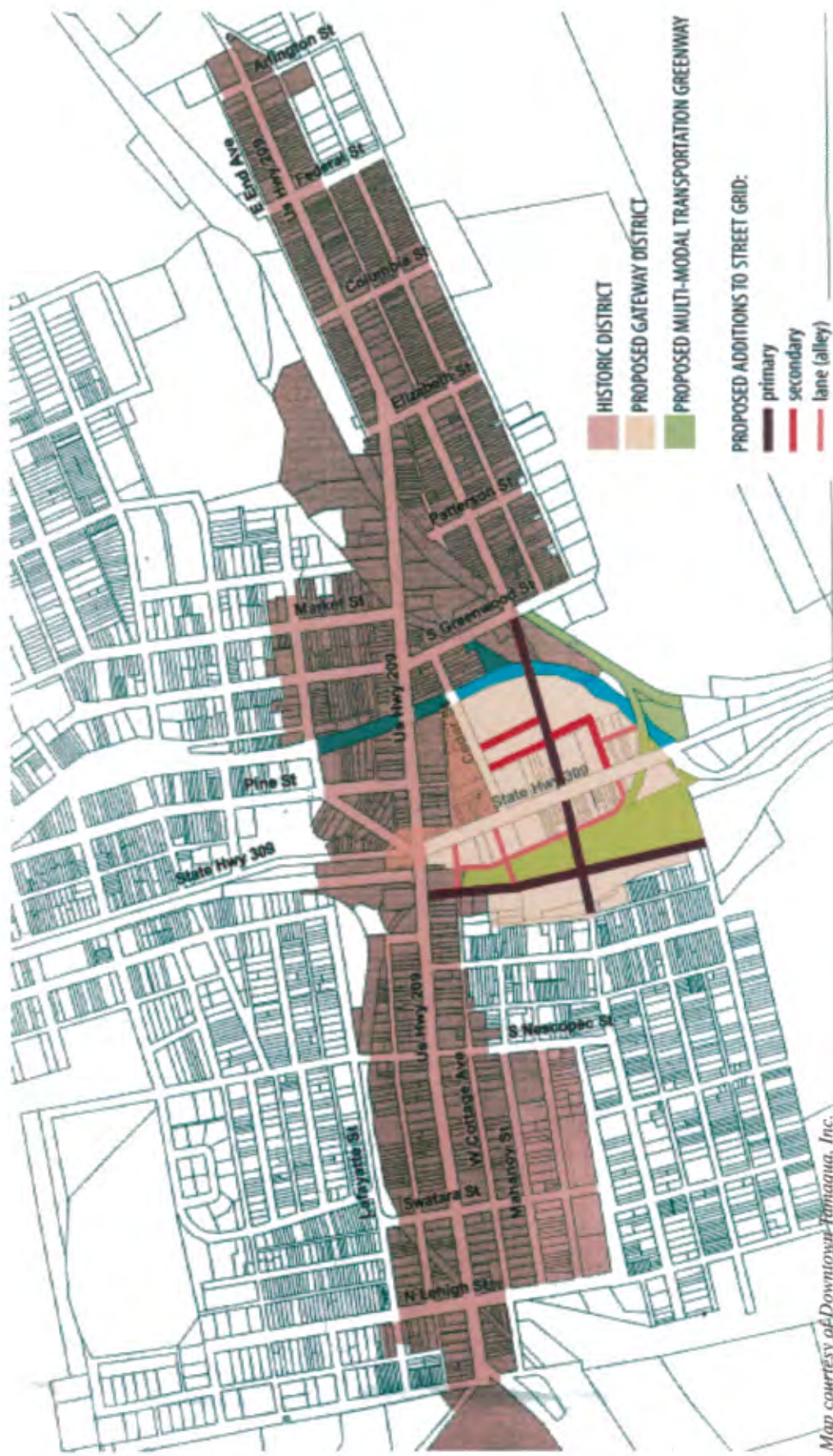
Goal: Revitalization of Downtown Commercial District

- Take advantage of newly designated historic district and programs of Downtown Tamaqua, Inc.
- Develop niche retail strategies to support tourism development.
- Establish design/development guidelines for downtown buildings and spaces.
- Develop building improvement/facade restoration grant program for downtown buildings.
- Link Owl Creek and other trail developments with downtown.
- Improve streetscape with character lighting, banners, benches, etc.
- Reinstall flower baskets/planter boxes on bridges.
- Install hanging flower baskets on downtown light poles.
- Develop walkway along Little Schuylkill River.
- Develop alternative circulation/street patterns to reduce congestion at Five Points intersection.



Map courtesy of Downtown Tamaqua, Inc.

Proposed Revisions to the Street Pattern in Downtown Tamaqua



Map courtesy of Downtown Tamaqua, Inc.

The Tamaqua Community Action Plan

Southern Gateway Redevelopment/Infill Development Scenario

Goal: Enhance the character, traffic flow and economic vitality of the southern gateway

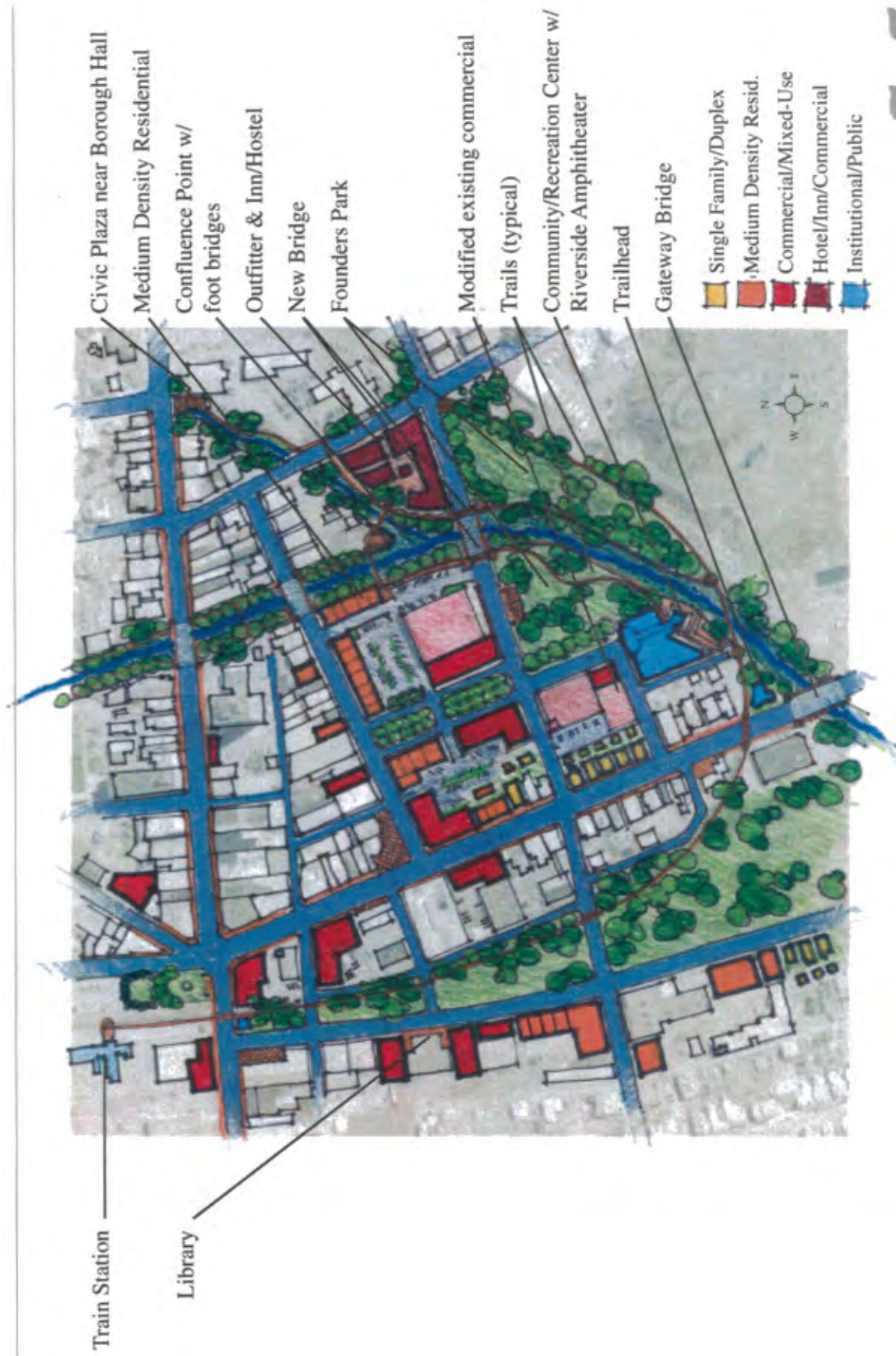
- Develop alternative traffic circulation routes to reduce congestion at the Five Points intersection.
- Develop a new park with a recreation/community center, amphitheater and trail linkages along the creek.
- Redevelop currently vacant or underutilized lots with medium density residential and commercial uses.
- Develop greenway along the Little Schuylkill River.
- Enhance the visual character of the southern gateway to Tamaqua.



Realign intersection and add left turn lane to provide easier turning movements, especially for school buses.



Aerial photograph of southern gateway district - source unknown



The Tamaqua Community Action Plan

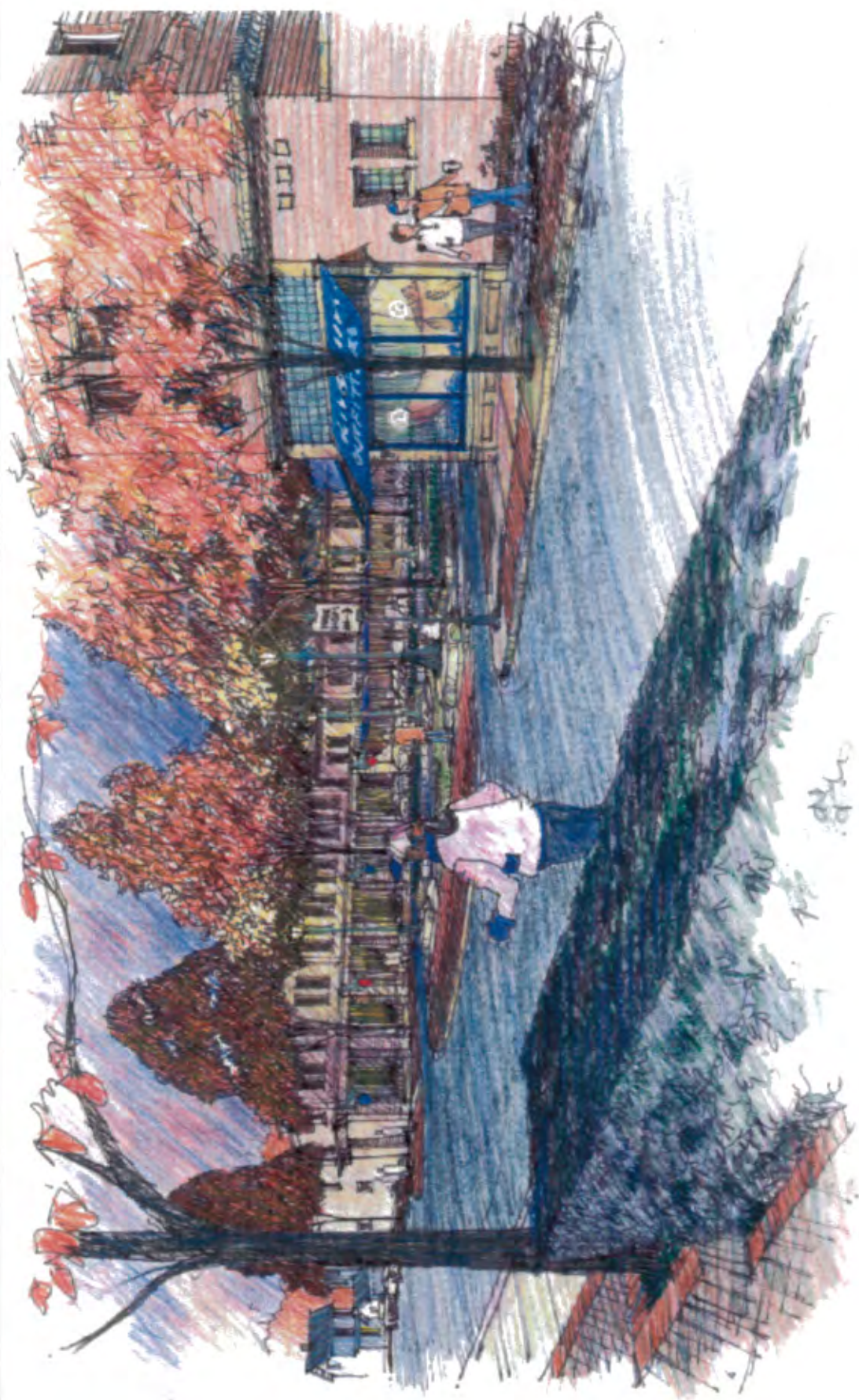
Southern Gateway Redevelopment/Infill Development Scenario (continued)

Currently the commercial development along the southern gateway to Tamaqua lacks pedestrian friendly amenities and infrastructure and was identified by a number of residents as "not putting the best face on Tamaqua."

This area could be redeveloped as a commercial courtyard that supports pedestrian access and the proposed park and trail development to the north and east of the site. This infill/redevelopment also more closely matches the higher density and mixed use character of downtown Tamaqua.

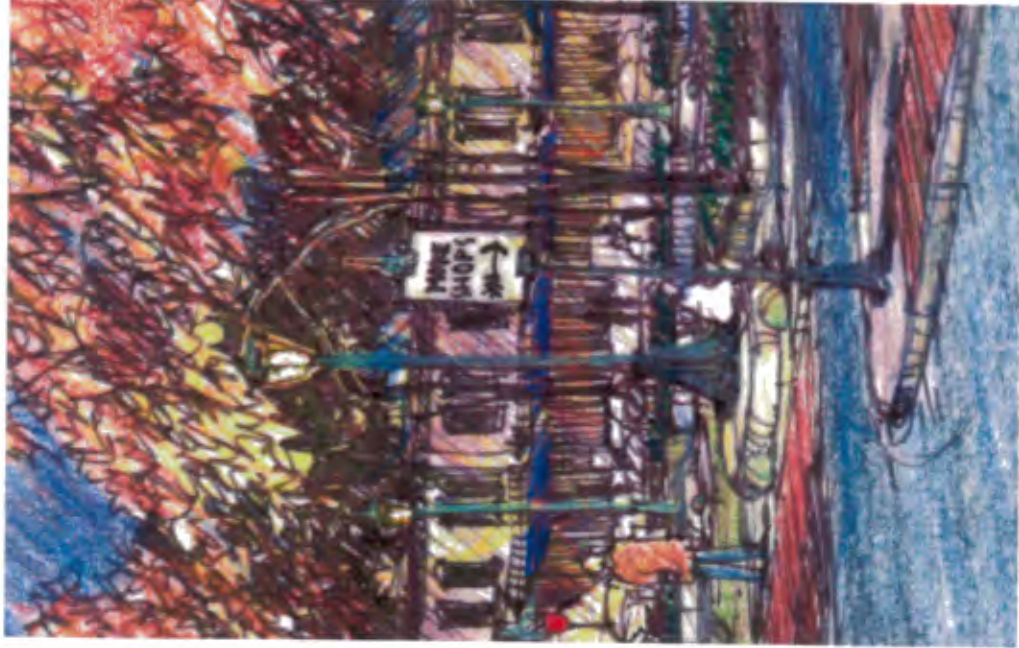
The infill/redevelopment opportunity presented on the facing page would transform this area into a new *Gateway Village* with pedestrian friendly businesses and upper floor residential uses that more closely resembles the character of historic Tamaqua businesses. The building could be centered around a public courtyard and natural features, with parking in the rear. (Parking in the rear would also provide for less *curb cuts* and therefore reduce traffic congestion in the area)





The Tamaqua Community Action Plan

Southern Gateway Redevelopment/Infill Development Scenario (continued)



Historically appropriate lighting and signage respect and enhance the pedestrian experience. Elements such as context-sensitive signage (including wayfinding signage) help establish a comfortable "human scale" environment and clearly communicate and direct people towards their destinations.



Major intersections often get congested with heavy traffic and are made worse by curb cuts which make it difficult for traffic to flow smoothly. This congestion hurts business despite traffic volume and proximity. Also, the scale of the newer construction does not present its best face to the passersby and does not encourage pedestrian traffic. It also does not respect the historic fabric of the downtown area of Tamaqua. Infill/redevelopment opportunities, such as those illustrated to the right, respect the pedestrian scale of downtown Tamaqua and are more sensitive to the pleasant character of the human scale surroundings. "Slowing down" of traffic may contribute to healthier business opportunities along the corridor. Informative wayfinding signage, awnings, banners and flower baskets contribute to an effective "welcome mat" to downtown Tamaqua.



39

The Tamaqua Community Action Plan

Little Schuylkill River Walkway Development

Goal: Develop a walkway along the Little Schuylkill River in Downtown Tamaqua and integrate it into the trail system

- Develop the Little Schuylkill River and Panther Creek in Downtown Tamaqua as part of the new trail system.
- Enhance the "Downtown Tamaqua Experience" with the riverwalk and park development.
- Encourage fishing, walking and other public events along the riverwalk.

Creating a universally accessible walkway on one, or both, banks of the Little Schuylkill River (and possibly Panther Creek), increases the visibility of the river and creates a popular recreation and visual amenity in the heart of Tamaqua. Restoring the planters on the bridges would further enhance the character of this tremendous resource in downtown.

The Little Schuylkill River Walkway also serves as a vital link in the trail system bringing tourists and others into the downtown area. Fishing, paddle boating, sidewalk cafes, etc. could further enhance this public place.



*Existing conditions:
Currently the Little Schuylkill River is an
underutilized and underappreciated
community asset in Downtown Tamaqua.*



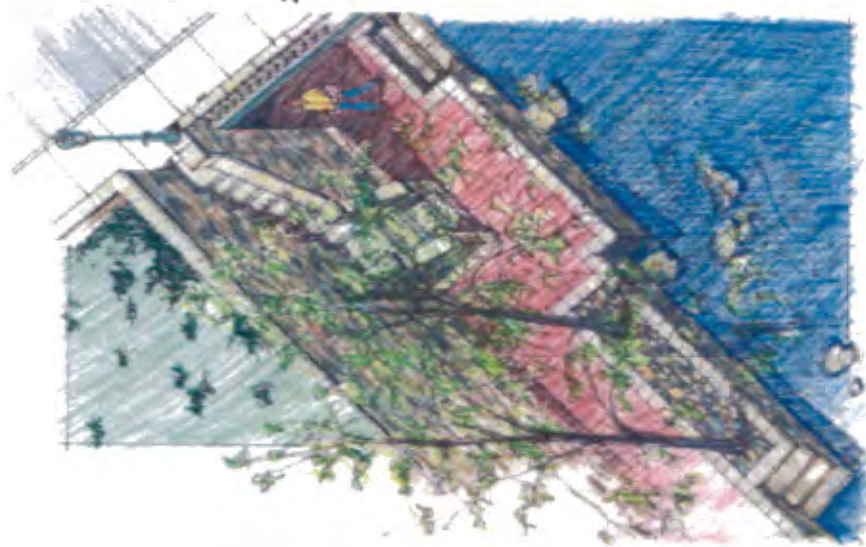
The Tamaqua Community Action Plan

Little Schuylkill River Walkway Development (continued)

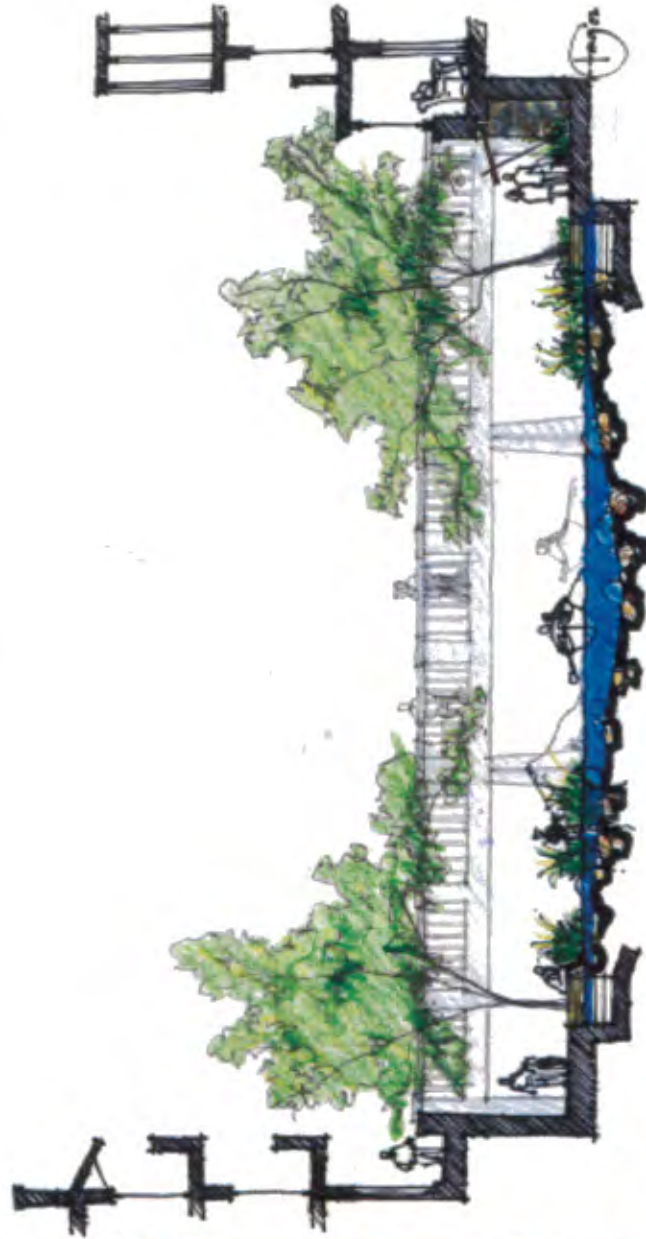
Over time, the amenity value of the Little Schuylkill River Walkway will attract residents and tourists to the area to shop, dine and recreate. The people who use the riverwalk will also bring more, and new businesses to the downtown to serve the tourist market.

Business and residential uses that border the Little Schuylkill River will benefit from the proximity to the river and the river walkway. Such overlapping recreation and destination value will attract new uses such as the cafe/bistro pictured to the right.





Pedestrian-friendly lighting, steps, paving and landscaping contribute to the overall character of the area. The lighting fixtures and other street furniture should match that of the downtown.



Cross sectional view of the Little Schuylkill River walkway showing the relationship between the river, sidewalk/street and adjacent buildings.

The Tamaqua Community Action Plan

Old Railway Redevelopment

Goal: Redevelop the old railway as a new "Commercial Village"

- Create new commercial opportunities in the Heart of Tamaqua.
- Promote the railroad heritage of Tamaqua.
- Enhance the visual character of the northern gateway to Downtown Tamaqua.



Photographs of the old roundhouse and railway - source unknown.



Aerial photograph (left) and figure ground study of the old railway site.
Note: the density of the traditional building fabric surrounding the site and the significantly lower density of the newer development.

In these plan views of the proposed infill/redevelopment of the old railyard site, the new structures are shown in orange. The existing *Family Dollar* building remains essentially as is, but with new facade treatments. Parking is clearly marked, consolidated and shared. Parking may also serve for downtown businesses and/or activities. Landscape features accentuate the "plaza" feel of the site.



A pavilion recalling the historic roundhouse creates a public place for gathering and festive occasions. The place could also serve as a public market: arts & craft fairs, farmers' market, flea market, small concerts, sidewalk sales, car shows, etc.



The Tamaqua Community Action Plan

Old Railyard Redevelopment (continued)

The proposed "Roundhouse" market pavilion recalls the market days of the area familiar to immigrant populations that settled in Tamaqua and the Anthracite Region as the railroad heritage. An option may include a restored locomotive for interpretive purposes, or as a "play place" for young Tamaquans. This development enhances the downtown area of Tamaqua as a commercial and civic center for residents and visitors alike.





This pedestrian-scaled shopping "marketplace" invites visitors and regular patrons with a denser, more viable shopping environment. This is much more appealing and functional than the current expansive parking lot.



The "Roundhouse Pavilion" will attract seasonal, regular and occasional market opportunities and serve as a community gathering place. The rejuvenated facades and infill development provide a welcoming face and pleasant "downtown feel."

The Tamaqua Community Action Plan

Old Railway Redevelopment (continued)

Revisions to the existing facades enhance the character of essential businesses and services, while recalling the mining and railroad heritage of the region. A landmark building at the far end (shown on the left side of the drawing) recalls a mine shaft steam hoist and provides "destination value" for an interpretive center for local and regional attractions. It may also be developed as an indoor climbing facility.



Restored and/or renovated facades enhance community pride and business character. Upper floor loft development creates opportunities for small businesses or residences in the downtown. This adds to the viability and health of the "Heart of Tamaqua."

