



MERCERSBURG AREA COMPREHENSIVE PLAN

MARCH 20, 2024

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Engineering | Planning | Infrastructure Solutions

AGENDA

PRESENTATION

- Introduction
- About the Plans
- Planning Process & Project Schedule
- Role of the Steering Committee

ACTIVITIES

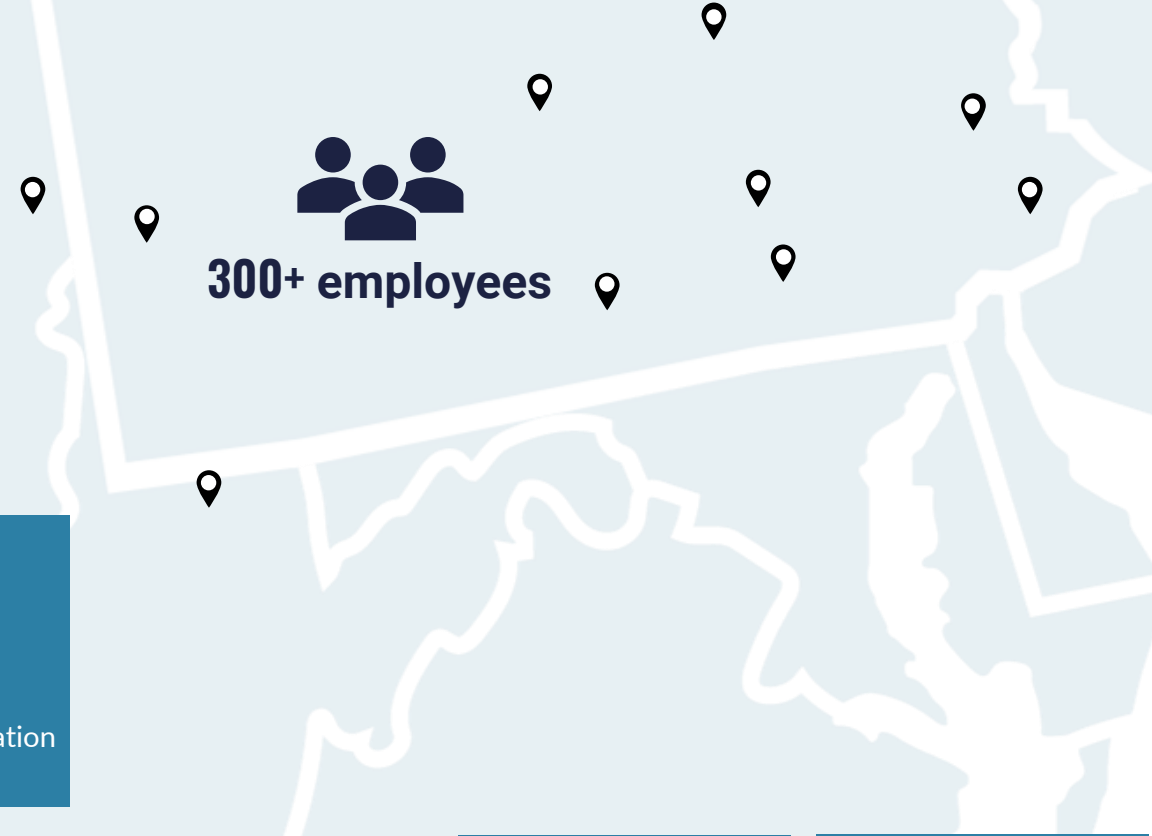
- Project Goals
- SWOT
- Review of Stakeholders List and Discussion of Pop-Up Event
- Open Discussion & Questions

NEXT STEPS

INTRODUCTIONS



**HRG IS AN EMPLOYEE-OWNED,
FULL-SERVICE ENGINEERING,
PLANNING, AND RELATED
SERVICES FIRM.**



Strategic Management &
Capital Solutions

Land Development

Environmental
Services

Geographic Information
Systems

Municipal

Survey

Transportation

Water Resources

Planning

Water & Wastewater

Construction Phase
Services



Dean Severson, AICP

Senior Project Manager | Planner

Dean is an experienced community planner with a passion for helping residents shape their communities.

- 36+ years of experience in assisting public agencies throughout Pennsylvania with community development, planning, infrastructure development, green infrastructure, land development, and zoning projects
- Authored an article on rural planning issues for a national planning publication
- Speaker at national and state planning conferences on a variety of planning topics including public participation strategies, rural and small-town planning issues, and growth management



William Kick, PE

Infrastructure Engineer/Assistant Vice President

Bill strives to develop relationships that are built on collaboration, honesty, trust, respect and advancement of the best ideas and people.

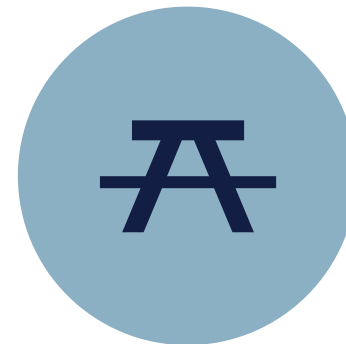
- Nearly 25 years of professional experience encompassing private and public sector consulting
- Directs HRG's regional services in South Central Pennsylvania, Western Maryland, and West Virginia
- Areas of expertise include organizational management, MS4 compliance, stormwater management and design, environmental permitting and compliance, and floodplain management and stormwater management ordinance development



NAME



**ORGANIZATION /
ASSOCIATION**



**ICE BREAKER: WHAT IS YOUR
FAVORITE LOCATION IN THE
MERCERSBURG REGION?**

INTRODUCE YOURSELF

ABOUT THE PLAN

WHAT IS A COMPREHENSIVE PLAN?



COMPREHENSIVE PLAN OVERVIEW

WHAT IS A COMPREHENSIVE PLAN?

- Long-term plan and vision for the growth and development of a municipality.
- Includes aspects of land use, transportation, housing, parks, recreation, community facilities and utilities, and economic development.
- Provides recommendations and strategies to address challenges and opportunities.
- Guide for the elected officials and staff to aid in decision-making.

COMPREHENSIVE PLAN OVERVIEW

PROJECT VISION

Develop a long-range comprehensive and implementable plan that focuses on problems and opportunities faced by the Mercersburg Region. The plan will provide a limited selection of achievable objectives that can be initiated and/or completed within five years.

PLANNING PROCESS & PROJECT SCHEDULE

ANTICIPATED PROJECT SCHEDULE

DISCOVERY & OUTREACH

MARCH- MAY 2024

- Municipal tours
- Key person interviews
- Creation of project website
- Trends Report
- Kickoff Steering Committee Meeting
- Public pop-up event

VISIONING

JUNE- OCTOBER 2024

- Theme development, goals & objectives
- Steering Comm. Mtg. #2- Agriculture
- Steering Comm. Mtg. #3- Borough revitalization/econ. development
- Steering Comm. Mtg. #4- Housing
- Steering Committee Mtg. #5- Transportation
- Steering Comm. Mtg. #6- Natural & Cultural Features, Community Facilities

ANTICIPATED PROJECT SCHEDULE

PLAN IMPLEMENTATION

NOVEMBER- DECEMBER 2024

- Implementation matrix
- Implementation Financial Strategy Plan
- Preparation of Draft Plan
- Steering Comm. Mtg 7- Review of Draft Plan

ADOPTION

JANUARY- FEBRUARY 2025

- Present Plan to Borough Planning Commission
- Present Plan to Elected Officials in the three municipalities
- Adoption

PUBLIC ENGAGEMENT

- Steering Committee Meetings (7)
- Citizen Survey (1)
- Pop-up Public Engagement Event (1)
- Key Person & Focus Group Interviews
- Plan Presentation at Public Meetings (4)



ROLE OF THE STEERING COMMITTEE

ROLE OF THE STEERING COMMITTEE

- Meeting Attendance
 - 7 Steering Committee Meetings
 - Pop-up event
- Documents & Materials Review
 - 2 hours per month
- Potential Focus Group and Interview Session Participation
- Promoting Public Engagement Opportunities

TODAY'S ACTIVITIES

GOALS OF THE PROJECT

1. What do you want to accomplish with the
Mercersburg Area Comprehensive Plan?

GOALS OF THE PROJECT

2. What will make the Plan a success?

SWOT ANALYSIS

S – STRENGTHS

W – WEAKNESSES

O – OPPORTUNITIES

T – THREATS

SWOT ANALYSIS

S – STRENGTHS

- Things the Mercersburg Region does well
- Qualities that make the Region unique
- Resources present
- Other assets in the Region

SWOT ANALYSIS

W – WEAKNESSES

- Things the Mercersburg Region is missing
- Things other places do better or have that the Region should consider
- Other limitations present

SWOT ANALYSIS

O – OPPORTUNITIES

- Emerging needs or trends that the Region should address
- Potential trends that the Region could capitalize on

SWOT ANALYSIS

T – THREATS

- Anticipated changes in regulations
- Issues that may have a negative impact on the Region
- Market trends that could impact the Regions

REVIEW OF STAKEHOLDERS TO BE INTERVIEWED

- Agriculture
- Schools
- Utilities
- Emergency Services
- Major Employers
- Borough revitalization/economic development
- Tourism

DISCUSSION OF POP-UP EVENT

- Format
- Location
- Date and Time

NEXT STEPS

MOVING FORWARD

March-May

Conduct Stakeholder Interviews

Public Pop-Up Event.

HRG project team collecting background data

June & July

Development of Goals & Objectives

Steering Comm. Mtg #2- Agriculture

Steering Comm. Mtg. #3- Borough Revitalization and Economic Development

August & September

Steering Comm. Mtg. # 4- Housing

Steering Comm. Mtg. #5- Transportation

WHAT'S NEXT

- Pop-up public engagement event- May
- Next meeting- June
- Homework
 - Complete Project Goals and SWOT Analysis
 - Participate in Stakeholder Interviews

THANK YOU!