

New Bloomfield, Pennsylvania Economic Vitality Plan



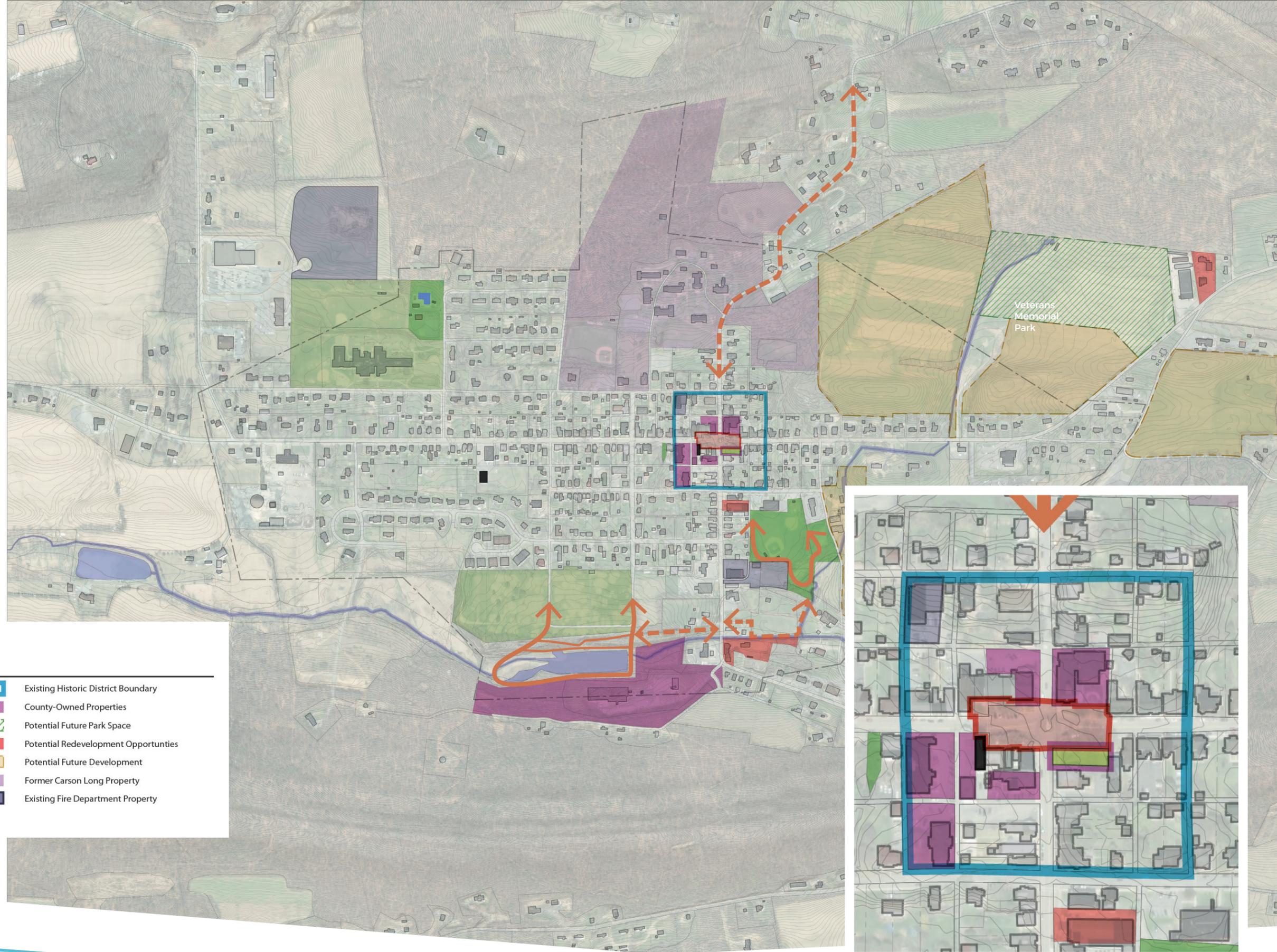


NEW BLOOMFIELD COMMUNITY CHARACTER

COMMUNITY CHARACTER

NEW BLOOMFIELD

Centrally located in the county, New Bloomfield has distinct boundaries between the gridded, walkable historic downtown area and surrounding rural lands. Assets include an attractive square and green market space; ballfields and park; historic Little Springs Park; planned investment by Talmudic University; and a blight ordinance that helps maintain these assets. Some challenges include an attractive square that is underutilized, a park that is underutilized and breaks in pedestrian connectivity.



(New Bloomfield)

LEGEND

- | | | | |
|--|--|--|---------------------------------------|
| | Town Square | | Existing Historic District Boundary |
| | Significant Building/Future Opportunity | | County-Owned Properties |
| | Potential Streetscape Enhancements (Priority) | | Potential Future Park Space |
| | Potential Enhanced Pedestrian Connections | | Potential Redevelopment Opportunities |
| | Existing Park/Open Space | | Potential Future Development |
| | Potential Open Space/Placemaking Opportunities | | Former Carson Long Property |
| | Existing Trail Connection | | Existing Fire Department Property |
| | Potential Trail Connection | | |

COMMUNITY CHARACTER

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RECOMMENDATION

New Bloomfield Square: Enhance and activate the square.

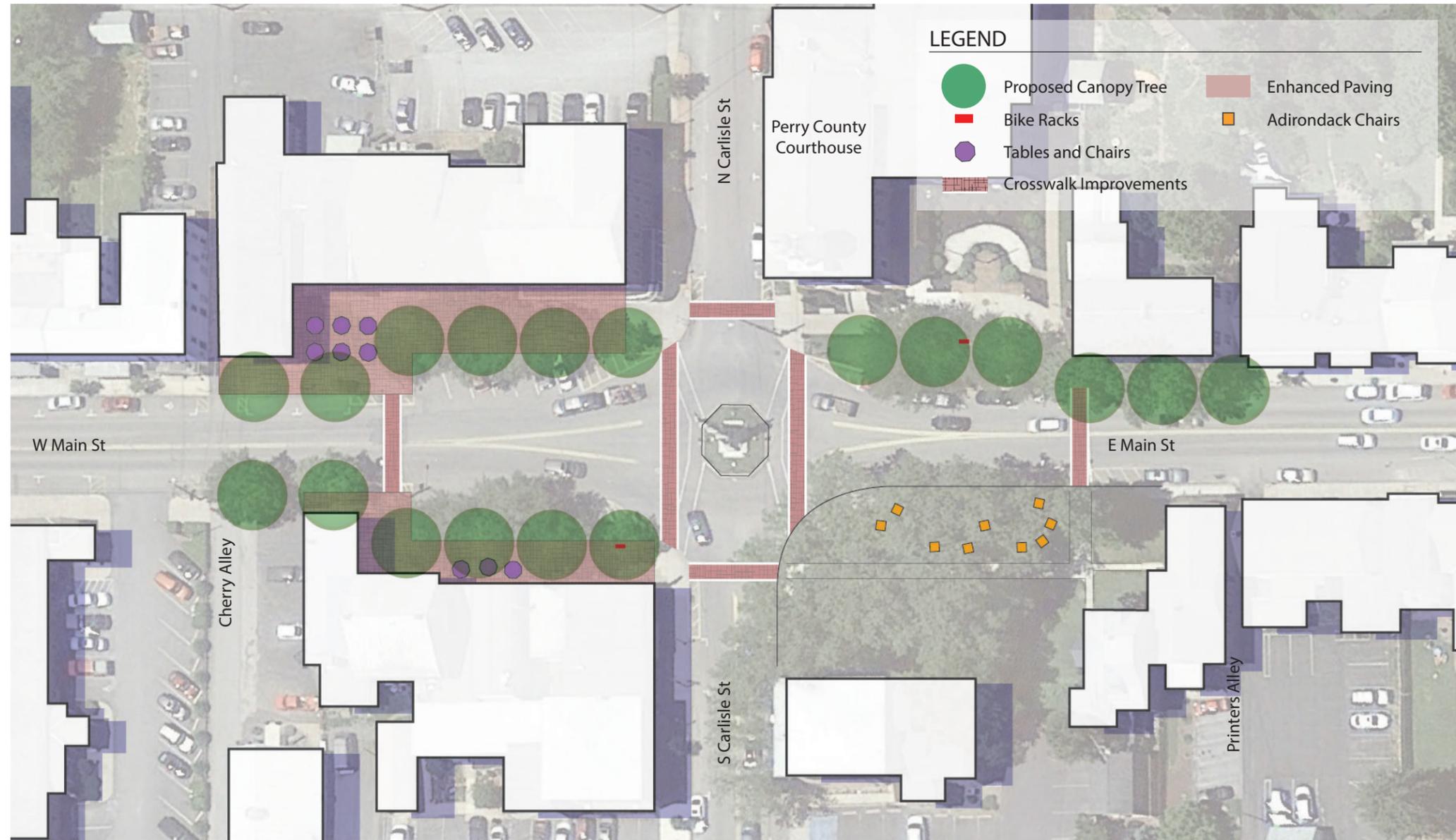
Actions

Sidewalk Paving-Replace uneven and damaged sidewalk paving. Consider brick paving across the entire sidewalk area to emphasize the square as a special place.

Crosswalks-Realign crosswalks and provide better delineation with special paving.

Planting-Replace the aging pear trees with appropriate canopy trees. Pear trees are short-lived and subject to storm damage. Consider a more historically appropriate tree such as oaks or London Plane Trees (the tree located on the market green) to provide high canopies while not obscuring views to buildings and storefronts.

Placemaking-Take advantage of the broad opens spaces and activate the square with outdoor dining areas. Utilize moveable colorful chairs to take advantage of the underutilized market green.



COMMUNITY CHARACTER

NEW BLOOMFIELD

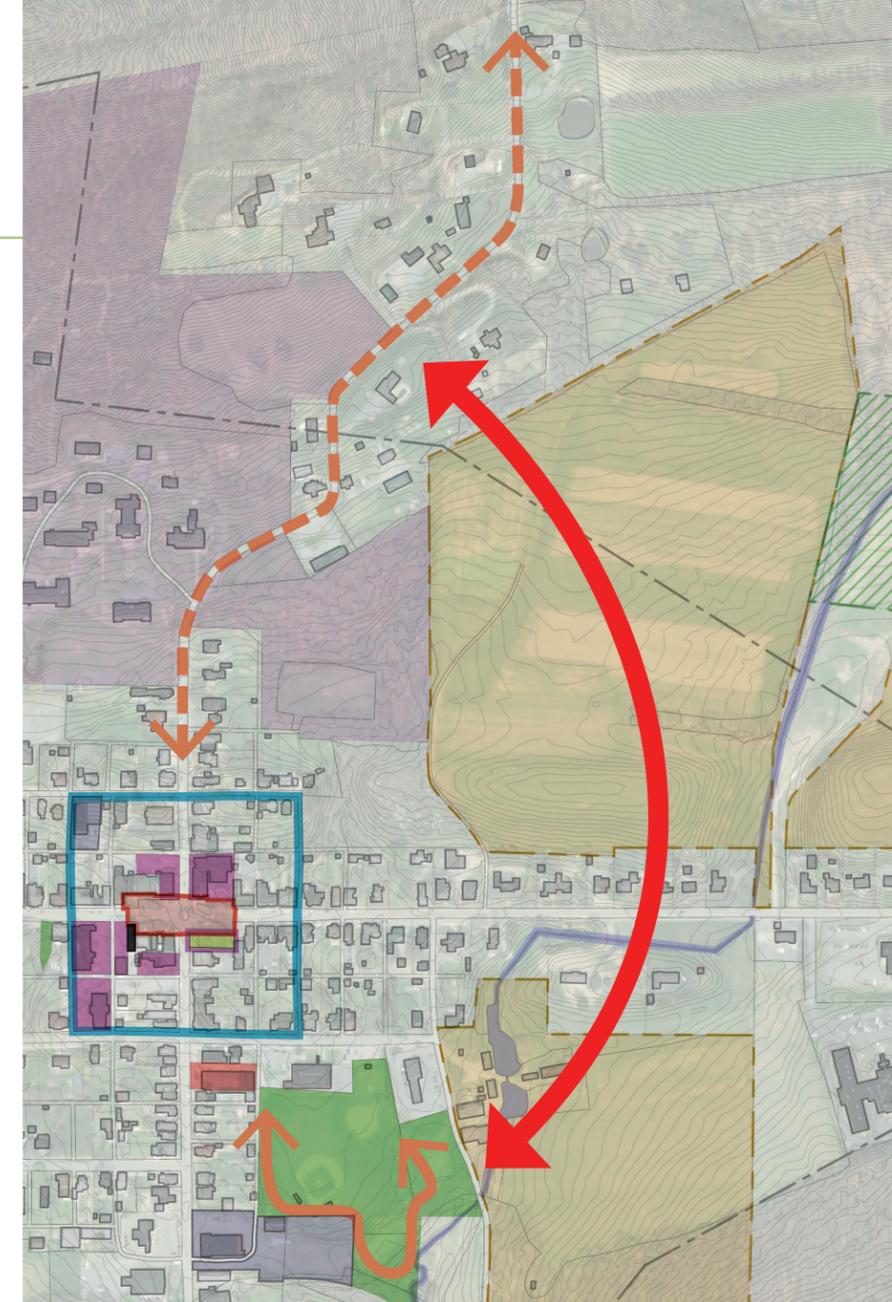
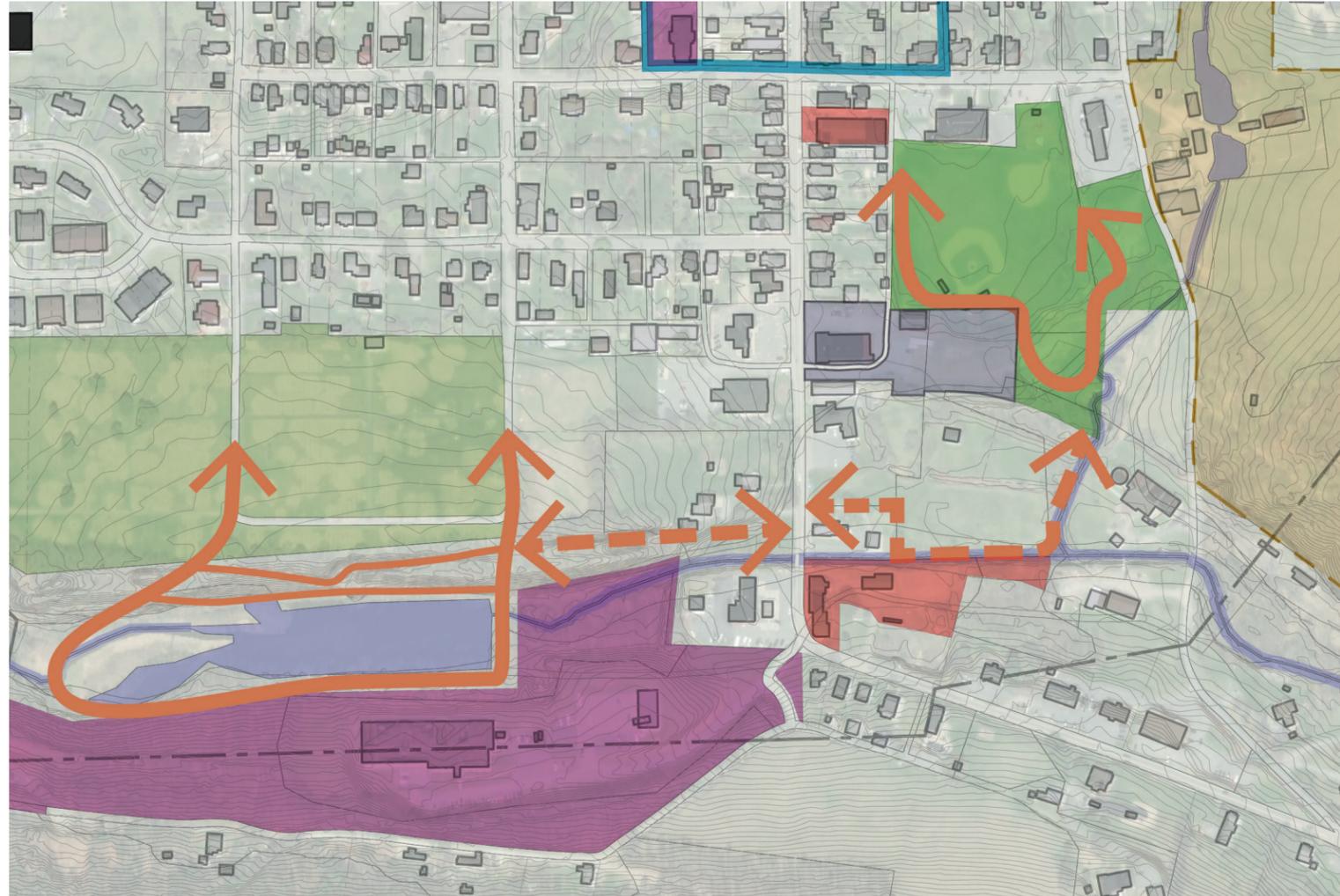
RECOMMENDATION

Trail Connections: Extend and connect existing and future trails to create a network.

Actions

Existing Trail Connections-Work with property owners and explore ways to connect the existing trails at the ballfields and cemetery. In particular, determine a safe crossing across South Carlisle Street.

Future Trail Connections-Coordinate with the county-wide trail system to determine the best way to connect through New Bloomfield. Options include along North Carlisle Street to Little Buffalo State Park or coordinated with any new development that occurs at the east end of the borough.



Potential trail connection incorporated into future development.

(New Bloomfield)

LEGEND

	Town Square		Existing Historic District Boundary
	Significant Building/Future Opportunity		County-Owned Properties
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	Potential Enhanced Pedestrian Connections		Potential Redevelopment Opportunities
	Existing Park/Open Space		Potential Future Development
	Potential Open Space/Placemaking Opportunities		Former Carson Long Property
	Existing Trail Connection		Existing Fire Department Property
	Potential Trail Connection		

COMMUNITY CHARACTER

NEW BLOOMFIELD

RECOMMENDATION

Park and Square Connection: Enhance pedestrian comforts and safety between the square and park.

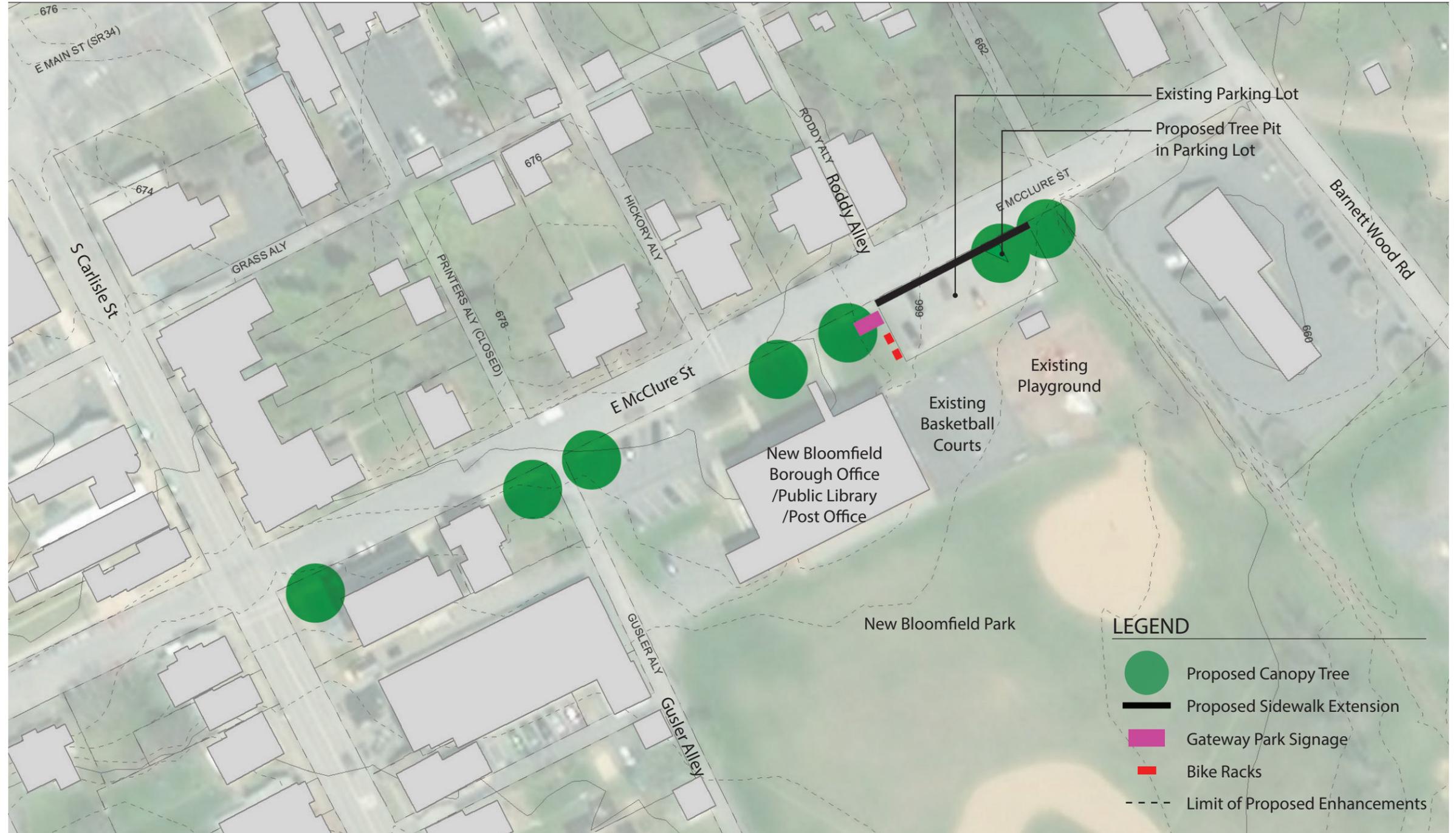
Actions

Sidewalk Extension-Extend the sidewalk along East McClure Street across the parking lot to create a visual distinction between pedestrian and vehicular areas.

Street Trees-Reinforce the connection between the park and square with canopy street trees.

Bike Racks-Provide bike racks near the park parking lot.

Signage-Provide Park Gateway Signage to elevate its role as an important open space amenity.



COMMUNITY CHARACTER

NEW BLOOMFIELD

RECOMMENDATION

The Park: Enhance the ballfields/park to elevate its importance and encourage more use.

Actions

Park Identity- In addition to a gateway sign at the parking lot, initiate a process to give the park a formal park name rather than referring to it as “the ballfields”. “Ballfields” implies one activity to do while a named park implies a variety of activities.

Pathways- Extend the existing pathway to create a complete loop and side loops as well as future connections to the cemetery.

Beneficial Landscapes- Consider encouraging meadow planting in the low area along the east boundary of the park to provide a different experience for park uses, promote pollinators and improved habitat, and provide interpretive opportunities.

Strategic Tree Planting- Plant canopy trees to better define park use areas and provide comforting shade for park users.





NEW BLOOMFIELD BRANDING & WAYFINDING

COMMUNITY BRANDING

NEW BLOOMFIELD

Our communities must be branded in such a way that the people, places, and events become dynamic and evoke positive feelings about the potential experiences to be had there. We must be aware of the tendency to reduce all potential experiences into a single identity that features only one aspect of the community. While there is nothing wrong with featuring a single icon, a good branding and marketing system must encompass multiple interpretations of the ever-expanding options for positive experiences within a community.

Consider the potential pitfalls if Starbucks changed its logo to a coffee cup, Nike switched its swoosh to a shoe, or Apple replaced its logo with an iPhone. While these new logos are actual examples of company products, each fails to capture, or represent, the full range of the products and services (read: promises and experiences) they provide. Yet how often have we seen a community represent its entire essence with a single physical icon? This single-asset approach to branding is not wrong, it is merely incomplete.

Therefore, our rural communities must be branded to represent a full range of cultural offerings and positive experiences. However, there are distinct differences between branding commercial goods and services and branding our communities. We must understand our rural communities as assets, resources, destinations, and cultural offerings rather than merely as a list of products or services. Each rural community is different, and the list of assets will change, and, one hopes, expand, based on its unique offerings.

Perry County, as a rural place, has adopted the strategy of leveraging the county brand to create a true destination, highlighting the uniqueness of each community while creating a real, connected sense of place.

Let's return to the fundamental question: Why is branding rural areas important? We have already established that we must brand our communities or everyone else certainly will. But, more importantly, branding helps capture the essence of our communities and communicates that message to a broader audience. The greater purpose in branding our rural communities is to build community pride, stimulate the local economy, and promote a preservation spirit that compels people to be better stewards of their culture and the place they call home.



TYPEFACES

Museo Regular

Hello I'm: Museo
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

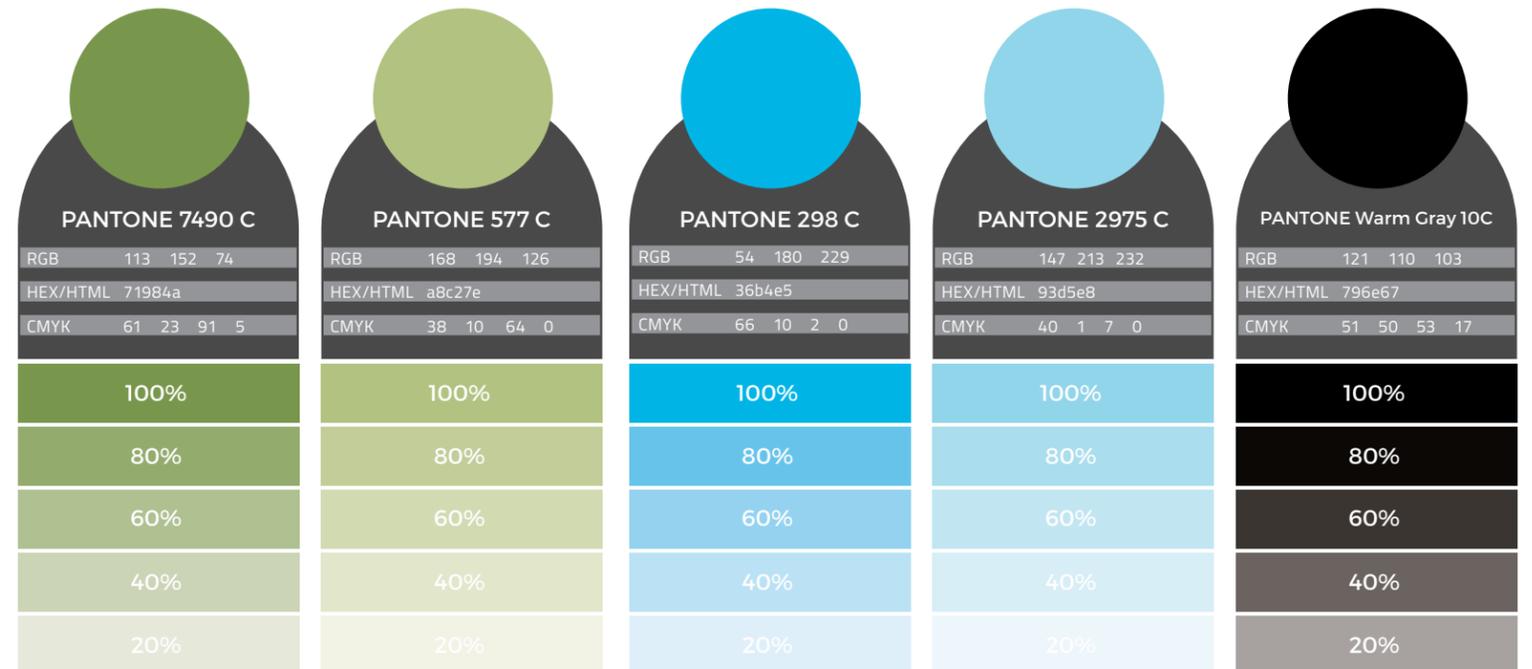
Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@£\$%^&

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@£\$%^&

COLOR PALETTE



BRAND EXTENSION NEW BLOOMFIELD

A community brand is so much more than just a logo. Think of it as a basket. It holds experiences, memories, and interactions. It cultivates pride, creates revenue, and maximizes economic impact. The goal of these systems is to empower our communities to create real value and momentum. Telling the story of what you have to offer through shopping and dining guides or creating products that allow citizens and visitors to show their pride are essential in a well implemented system. Remove the speed bumps and encourage use of the brand as much as possible.



Shopping & Dining Guides help highlight available experiences and promote local business



Branded merchandise can cultivate community pride while creating revenue streams for local business owners

Cobranded premium items tie your community brand to established brand equity. Don't always go cheap, believe that people love your place

WAYFINDING SIGNAGE

NEW BLOOMFIELD

The wayfinding system should be introduced as part of the brand because it plays such an important role in the perception and flow of your community.

PRIMARY GATEWAYS

These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

BUILDING MARKERS

The markers can be either wall mounted or monument style and denote important landmarks in the downtown district

TRAILBLAZERS

Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have a maximum of three locations per sign and carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows.

STREET BANNERS

Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed calming device. They too can be color coded by district and can promote local events, as well as promoting the brand.

PARKING SIGNAGE

Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.



Proposed wayfinding design for county-wide, community specific wayfinding signage system



NEW BLOOMFIELD ECONOMIC DEVELOPMENT

DEMOGRAPHIC AND MARKET ANALYSIS SUMMARY

NEW BLOOMFIELD

The demographic and market conditions of New Bloomfield are critical in understanding the potential for future development and growth in downtown. This summary report uses demographic data from Claritas, Inc. a national firm that provides analytics of market conditions, demographics, and projections for future growth. Data is provided for the following areas:

- **New Bloomfield Borough:** Borough-specific demographic data is presented for use in Borough-oriented grants and funding that may be available specifically to borough government.
- **Drive Time Analysis:** Demographic data based on drive time analysis allows for a more thorough examination of the market dynamics at work in the community writ large. Consumers seldom (if ever) pay attention to political boundaries when making decisions on shopping and dining. Consequently, the drivetime area provides a much more accurate dataset to guide retail retention, recruitment, market data, and demographic profiles.
- **Perry County:** Benchmarking with Perry County is important so that decision makers can understand how New Bloomfield fits into the overall market dynamics.

This data provides the underlying framework for many of the recommendations in this report. By promoting a greater understanding of the existing market and trends, this assessment helps identify opportunities for future development in downtown New Bloomfield. The demographic and market analysis data are summarized below.



Figure 1: New Bloomfield Borough (Left) and 5-Minute Drive Time Area (Right)

	 2021 Population	 Population Growth 2010-2021	 Age 25+ with at Least Some College Education	 Median Age	 Median Household Income	 Median Value of Owner-Occupied Housing
New Bloomfield Borough	1,293	3.69%	41%	41.23	\$56,991	\$170,707
5-Minute Drivetime	1,745	2.59%	42%	43.38	\$61,457	\$182,460
Perry County	46,387	0.91%	41%	43.5	\$68,692	\$184,296

DEMOGRAPHICS

A demographic profile of the community examines key indicators including population growth, household income and age.

Population

The estimated 2021 population of New Bloomfield is 1,293. The borough's population grew by about 50 people from 2010 to 2021 and is projected to grow by about 20 people over the next 5 years. Approximately 1,745 people live within a 5-minute drivetime of the center of New Bloomfield.

Age

The median age for the New Bloomfield Borough is 41.23 which is slightly younger than the median age in Perry County (43.5).

Income

The median household incomes in New Bloomfield Borough (\$56,991) and the 5-minute drivetime trade area (\$61,457) are lower than the median household income in Perry County (\$68,692).

Housing Values

The median value of owner-occupied housing units in New Bloomfield Borough is \$170,707, while the median value in the five-minute drivetime area (\$182,460) is on par with Perry County (\$184,296). Percent homeownership is lower in New Bloomfield than in the county overall.

New Bloomfield Borough:	\$170,707	62.5% own home
Five-Minute Drive Time:	\$182,460	70% own home
Perry County:	\$184,296	79% own home

RETAIL LEAKAGE SUMMARY

NEW BLOOMFIELD

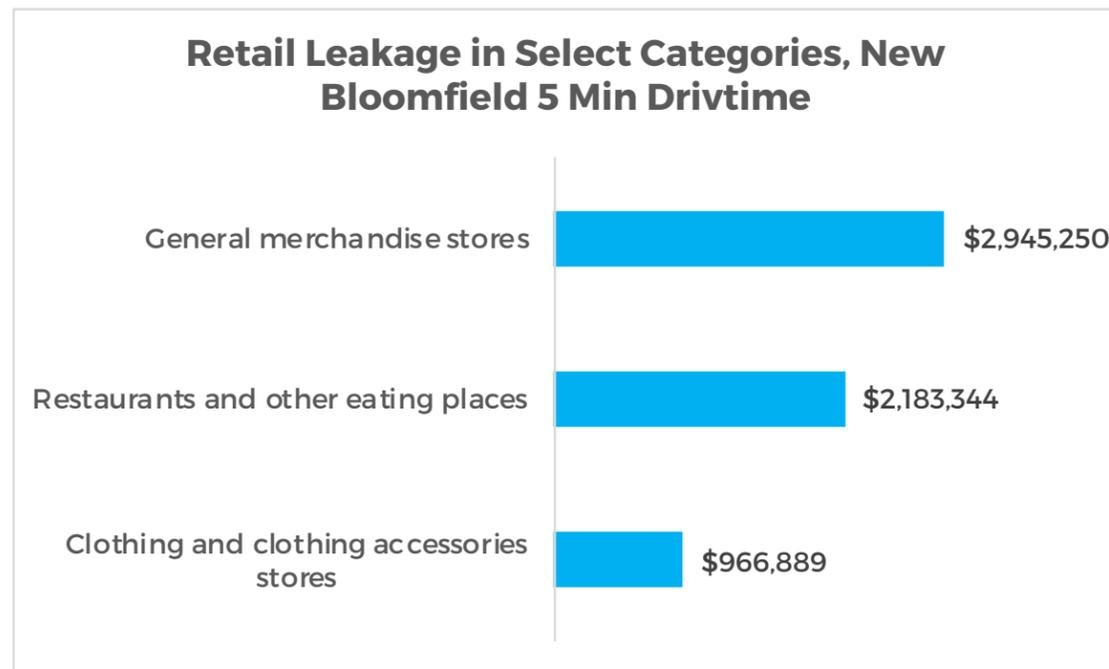
“Retail Leakage” refers to the difference between the retail expenditures by residents living in a particular area and the retail sales produced by the stores located in the same area. If desired products are not available within that area, consumers will travel to other places or use different methods to obtain those products. Consequently, residents are purchasing more than the stores are selling, and the dollars spent outside of the area are said to be “leaking.”

To gain a more complete picture of retail patterns in the area, the retail leakage analysis was performed for New Bloomfield and the 5-minute drivetime. Both the New Bloomfield Borough and the 5-minute drivetime experienced retail leakage over the past year. Stores in the 5-minute drivetime area had \$21.6 million in retail sales while consumers living in the area spent \$22.9 million, resulting in retail leakage of \$1.3 million.

Opportunities

Retail leakage experienced in the trade areas indicate that existing stores are not currently meeting the needs of residents. This leakage translates directly to demand, presenting opportunities for commercial growth. While it is not reasonable to expect to capture 100% of retail dollars leaking from the trade areas, the retail leakage analysis identifies key retail categories to be targeted for growth. Opportunities include:

- **General merchandise (\$2.9 million in leakage in 5-minute drivetime)**
- **Dining (\$2.2 million in leakage in 5-minute drivetime)**
- **Clothing and clothing accessories (nearly \$1 million in leakage in 5-minute drivetime)**



	New Bloomfield Borough	5-Minute Drivetime	Perry County
Stores Sell 	\$12.5 million	\$21.6 million	\$358 million
Consumers Buy 	\$16.2 million	\$22.9 million	\$645.9 million
Market Leaks (Gains) 	\$3.7 Million LEAKAGE	\$1.3 Million LEAKAGE	\$287.9 Million LEAKAGE