Downtown Wilkes-Barre Five Year Action Plan
Executive Summary: Transformation Strategies and Goals

DIAMOND CITY PARTNERSHIP
OF WILKES-BARRE, PENNSYLVANIA

Downtown Wilkes-Barre will be a safe, clean, and attractive place to live, work, shop, and visit.

1. Rehabilitate Public Square.
2. Enhance Downtown security presence.
3. Extend new streetlights throughout Downtown's walkable core.
4. Improve coordination of services to street population within Downtown.
5. Install Downtown wayfinding signage for drivers and pedestrians.
6. Provide supplementary cleaning, graffiti removal, and maintenance via DWBBID Clean Team.
7. Improve Downtown curb appeal through beautification.

Downtown Wilkes-Barre will be the region's college neighborhood.

1. Focus collegiate resources (capital projects; initiatives; etc.) to build a walkable mixed-use Downtown core with a critical mass of activity.
2. Focus on targeted retail recruitment that reinforces our strategic goals.
3. Increase marketing to college community.
4. Obtain better utilization of existing "Employer-Assisted Housing" programs targeting Downtown Wilkes-Barre.

Downtown Wilkes-Barre will be the region's "walk-to-everything" neighborhood of choice.

1. FINISH A BLOCK: Focus public and private resources (development; incentives; etc.) to build a walkable mixed-use Downtown core with a critical mass of activity.
2. Improve parking management to make parking simpler and more intuitive and encourage "park once and walk" behavior.
3. Conduct a comprehensive Downtown Traffic Study to improve walkability and bikeability.
4. Market Downtown W-B residential options to targeted audiences in higher-cost metropolitan areas.
5. Add street trees throughout Downtown's walkable core.
6. Prioritize infill housing development on strategic "gap" sites.

Downtown Wilkes-Barre will be the region's "Innovation District": a major employment hub and a sought-after setting for business growth and entrepreneurship.

1. Position Downtown W-B as the region's "Innovation District" through marketing, focused recruitment and retention, and incentive programs.
2. Initiate planning for a targeted "Downtown Seed Investment Fund."
3. Develop Opportunity Zone strategy for Downtown W-B.
4.. Work with Geisinger Commonwealth School of Medicine (GCSOM) to locate a meaningful GCSOM facility in the center of Downtown W-B.

Downtown Wilkes-Barre's historic architecture, riverfront, colleges, walkability, and high-quality built environonment will be the cornerstones of its enhanced visitor experience.

1. Foster more public usage of the River Common and riverfront.
2. Develop an achievable reuse strategy for the Irem Temple.
3. Prioritize Historic Preservation: Pass a local historic district ordinance or design guidelines, and continue to incentivize facade rehab projects.
4. Construct a Skate/Bike Park on the UGI Water Street lot.
5. Develop an achievable rehabilitation strategy for the railroad station - possibly to serve as a new Visitors Center.
6. Raise the bar for the design of Downtown's built environment.

Downtown Wilkes-Barre will be a regional center of arts, culture, dining, and entertainment.

1. Ensure the development of a new downtown museum facility that can serve as a "Visitor Anchor."
2. Expand regional marketing of Downtown W-B eanchor destinations and events.
3. Foster the growth of a well-defined Downtown "arts district" with a critical mass of arts activities.