Susquehanna Greenway Partnership

Revealing Stories Along the Susquehanna

2009 Pennsylvania Statewide Conference on Abandoned Mine Reclamation & Coal Mining Heritage

July 15, 2009
The Susquehanna Greenway Partnership is dedicated to developing and sustaining the Susquehanna Greenway to connect communities and enrich lives through enhanced recreation, healthy living, economic prosperity and environmental stewardship.
“Pennsylvania Greenways - An Action Plan for Creating Connections”
Mega Greenways

- Susquehanna Greenway (Susquehanna Greenway Partnership)
- The Mainline Canal Greenway (Allegheny Ridge Corporation)
- PA Highlands (Appalachian Mt. Club)
- Kittatinny Ridge (Audubon PA)
- Great Allegheny Passage (Allegheny Trail Alliance)
PA’s Largest Greenway
Creating healthy, sustainable Susquehanna communities
Public Involvement

Regional Community Meetings
Regional Focus
Planning & Concept Design
21 Concept Panels
Strategic Initiatives

- Connectivity
- River Access
- River Town Revitalization
- Conservation and Water Resource Enhancement
- Signage, Branding, Promotion
Strategic Initiatives

Connectivity
Anthracite Scenic Trails Association (ASTA)
Strategic Initiatives

River Access

Duncannon

Woodward Twp

Ft. Hunter

Bradford County
Strategic Initiatives

River Town Revitalization
Strategic Initiatives

Conservation and Water Resource Enhancement
Strategic Initiatives

Signage, Branding, Promotion

A comprehensive environmental graphics system uses consistent colors, fonts, icons, and materials to create a united identity and sense of place, even over long distances.
The Susquehanna River is an American treasure reflecting the places and people of the Pennsylvania heartland. Enjoy your trip on the Susquehanna River Water Trail—an integral part of the Chesapeake Bay Gateways and Watertrails Network and the Susquehanna Greenway Partnership. The Susquehanna Greenway connects people to the Susquehanna River through land and water-based recreational corridors of open space and scenic corridors. The Gateways and Watertrails Network is a partnership system of over 20 water trails and 120 parks, refuges, museums, and historic sites in the Chesapeake Bay watershed.

Explore the River

For Your Safety & Enjoyment

- Change area of recreation
- Insert personal flotation device
- Score fishing and boating regulations
- Carry proper equipment
- Do not enter river/lake
- Do not drink alcohol
- Do not smoke

Plan Your Trip

- Check the weather and know the routes where you will travel
- Stay away from hazards like dams and trees in the water
- Do not swim alone and/or without an adult

Leave No Trace

- Leave what you find
- Minimize campsite
- Respect wildlife
- Minimize impact on other visitors

More information about the Susquehanna River Water Trail is available at www.susquehannagreenway.org.

This region is part of the Lumber & Lumber Region which celebrates the area’s rich shipping and manufacturing history. More than half of the region’s population lives within the river corridor with numerous access to state forests, park and green lands, scenic river stretches, and fishing, walking and hiking opportunities. Anglers enjoy both weir-weaver and coldwater fishing, increasing numbers of visitors use the Three Creeks Rail Trail system taking the Jersey Shore to the Pennsylvania Grand Canyon.
Susquehanna River Water Trail and Susquehanna Greenway Interpretive Master Plan
Susquehanna Greenway Symposium
March 24, 2009 — 8:30 a.m. to 4:00 p.m.
Unveiling the Stories of the Susquehanna

Register Now!
March 24, 2009
8:30 am to 4:00 pm
Ted’s on the Hill Banquet Facility
426 Victor Lane
Shamokin Dam, PA 17876
For more information go to www.susquehannagreenway.org or call 570-522-7232.

Symposium highlights include:
• Findings and Recommendations of the Susquehanna Greenway Master Interpretive Plan
• The Importance of Heritage Tourism to Economic Development
• Moving the Plan Forward with Collaborative Partnerships

Developing Heritage, Recreation and Cultural Assets Along the Susquehanna

Plan to attend this symposium that will reveal new opportunities to identify and develop heritage, recreation and cultural assets along Pennsylvania’s longest river. The Susquehanna River corridor is an American treasure, a place of timeless value, shared memories and experiences—a place to use, enjoy and to cherish always. Come learn about the real economic potential of enhancing the tourism assets and unveiling the stories of the Susquehanna through the recommendations of the just completed Susquehanna Greenway Master Interpretive Plan that was funded by the National Park Service’s Chesapeake Bay Gateways Network and the Pennsylvania Department of Conservation and Natural Resources.

Symposium Cost and Registration
Space is limited. Pre-registration by March 18 is required. Cost $25 per person. Two ways to register:
• Fill this completed form to 5/0-524-6190, Attention: Amy Davis
• Mail a completed registration form and check (made payable to Susquehanna Greenway Partnership) to the following address:
  Susquehanna Greenway Partnership, Attention: Amy Davis, 201 Farnese Road, Lewisburg, PA 17837

Name: ____________________________ Title: ____________________________
Company: ____________________________
Address: ____________________________
City: ____________________________ State: __________ Zip: __________
Phone: ____________________________ Fax: ____________________________
Credit Card Number: ____________ Exp. Date: ____________ Amount to be charged: ____________

Please indicate which discussion group you would prefer to participate in:
  □ River Tours □ Water Trail Tour □ Discovery Tour □ Driving Tour

For more information go to www.susquehannagreenway.org or call 570-522-7232.

Susquehanna Greenway Symposium
March 24, 2009 — 8:30 a.m. to 4:00 p.m.
Unveiling the Stories of the Susquehanna

Program Agenda:
8:30 a.m. Registration
9:00 a.m. Welcome and Introductions, Gary Bliss, SGP Executive Director
9:30 a.m. Interpreting the Stories of the Susquehanna: Recommendations of the Susquehanna Greenway Master Interpretive Plan John Vevelka, Certified Interpretive Planner
10:00 a.m. Connecting and Interpreting the Assets of the Susquehanna Greenway - Moving the Plan Forward: including perspectives from:
  • Chesapeake Bay Gateways Network
  • PA Department of Conservation and Natural Resources
11:00 a.m. Break
11:30 a.m. Experiencing the Stories of the Susquehanna through its Water Trails, Hannah Hardy, PA Environmental Council & PA Water Trails Partnership
12:00 p.m. Lunch – Table Topic Discussion Groups
1:00 p.m. Bringing the Story to Life - SGP Strategic Initiatives and Partner Perspectives
2:00 p.m. Pinch Hits: A Look at Work and Savvians - Participate in a break-out group based on your area of interest. Each group will discuss strategies, collaborative partnerships, interpretive media needs (logo, maps, podcasts, websites, brochures etc.), available resources, and more.
3:00 p.m. Driving Tour
3:30 p.m. Group Wrap Up and Q&A

To see a detailed description of the Discussion Group topics go to www.susquehannagreenway.org.

Sponsored by:

Map of Tedd’s on the Hill Banquet Facility.

[Map Image]
The Chief Aim of Interpretation is Provocation – (not instruction)

The Scope of the Project:

• Review and develop interpretive objectives and develop an interpretive theme for the total Greenway Experience.

• Conduct an individual site analysis of main natural, cultural, historical features, sites, landscapes and experiences.

• Review and critique existing interpretive services and media at each site, and/or recommend new interpretive media.
• Develop recommendations for Greenway operational and interpretive policies.
• Recommend future operational and staffing needs.
• Develop a “mass customization” matrix and summary of interpretive sites x theme/topic and tourism readiness.
• Develop a 5-year interpretive services implementation budget and phasing strategy.
Interpretive Objectives

• Objectives were developed for the total Greenway interpretive experience that included:

  • Learning Objectives
  • Emotional Objectives
  • Behavioral Objectives
The Interpretive Theme

The Susquehanna Greenway Partnership helps celebrate and make more accessible, the wealth of natural and cultural history/heritage sites and experiences within the Greenway, and promotes its sustainable and safe use by all visitors and member sites alike.
The inventory - 500 miles of stories waiting for the storyteller.

The next phase of the planning took us on the road to view and visit over 100 sites — driving the entire 500 miles of the Greenway. We visited and inventoried 47 boat launch sites, historic homes, historic sites, natural areas and trails, vistas and view points, industrial sites, museums and related sites and attractions.
Memories from the Greenway Album
What we found – the good and the challenged – Orientation, Safety and Interpretation Panels.
The Challenges
What we found – Greenway Strengths and Opportunities.

Based on the total inventory, some of the main interpretive topics that could be focused on include:

• 1. Native American History along the Susquehanna.
• 2. Susquehanna River Geology and Natural History.
• 3. Susquehanna River Canal Heritage and River Towns.
What we found – Greenway Strengths and Opportunities.

Based on the total inventory, some of the main interpretive topics that could be focused on include:

• 4. River Town Communities (historic homes/districts).
• 5. Watchable Wildlife
• 6. River industries and the Chesapeake Bay.
Some Recommended Interpretive Media for the Greenway’s future.

- Susquehanna River/Greenway Driving Exploration Guide.
- Cell phone Interpretation
- Greenway Web site Upgrade.
- River Town Interpretive Kiosks
- Waterproof River Self-guiding Interpretive Guides.
- Interpretive Resource Guides for partners/sites.
- Self-guiding Auto Tour Routes.
Recommendations for 2009 Greenway Projects

• 1. Develop the self-guiding auto tour route for Route 11/15.

• 2. Develop one or more waterproof interpretive river guides.

• 3. Develop one or more river town pilot interpretive projects.
• 4. Develop interpretive panels for partner sites for vistas and viewpoints (or other interpretive opportunities).

• 5. Sponsor interpretive training workshops or seminars on interpretive planning, marketing, publication development, web site development, and related customer care topics.
6. Create one themed Greenway driving tour. Top recommended topics:
   - Native American Heritage along the Susquehanna.
   - Canal Era Heritage and River Towns.
   - Watchable wildlife.
   - The changing commercial use of the Susquehanna – from canal boats to power stations to the Chesapeake Bay and beyond.
The Beginning – really!

A mind once expanded with a new idea never regains its original proportions.

None of us is as smart as all of us.
Lots of right answers.

Any interpretive plan is a tool – a road map - to give directions to us for a place where we would like to be a few years down the road. The route each partner takes may be a little different – but at least we know we’re all heading to the same destination – and we won’t have to do the journey alone.
The Greenway Formula

Susquehanna Greenway = healthy living, economic prosperity, energy conservation, environmental stewardship

$E = mc^2$

and

$I = Rock$
It is a Partnership!

Together we can create a brighter future.

www.susquehannagreenway.org
Questions?

Gary D. Bloss, R.L.A.
Executive Director
Susquehanna Greenway Partnership
570-522-7211
gbloss@susquehannagreenway.org
The Susquehanna Greenway will provide multiple benefits:

- Economic Prosperity
- Community Revitalization
- Environmental Stewardship
- Enhanced Recreation
- Conservation Education
- Healthy Living Opportunities
“In an era when businesses and families can relocate across the country and around the world, location makes a big difference. Companies seek areas that offer the quality of life necessary to attract employees. Young people hunt for cities and towns that not only have the jobs, but also have attractive landscapes and opportunities for life outside work.”

Gov. Edward Rendell

“Better Models for Development in Pennsylvania”
Environmental Benefits

Conserving forests, wetlands, farmlands and natural areas:

– Water filtration
– Flood control
– Storm water management
– Greenhouse gas/air pollution control
Environmental Benefits

– Wildlife habitat
– Ecosystem balance
Economic Benefits

• Eco & Cultural Tourism
Regional Planning Framework
Healthy, Sustainable Susquehanna Communities
Sunbury Riverfront

A Demonstration Project of the Susquehanna Greenway

PROJECT LOCATION
As one of only seven proprietor towns of the William Penn Family, the City of Sunbury is strategically located at the confluence of the North and West Branches of the Susquehanna River and at the heart of the central Susquehanna Valley. After devastating floods in the first half of the 20th century, a floodwall was erected in the 1950s to protect the city from recurring flooding. In the 1972 Hurricane Agnes flood, the floodwall proved its value of protecting the town from the ravages of flooding. The floodwall, however, does have its downsides—severing residents from the aesthetic and recreational benefits afforded by the City's waterfront location.

LEAD AGENCIES
City of Sunbury

SUPPORTING ORGANIZATIONS
Sunbury Redevelopment Authority
Sunbury Parks and Recreation

PROJECT TIMELINE
Master Plan Study: 2000 – 2002
Construction: 2004 – 2005

SITE DESCRIPTION
• Narrow strip of land along Front Street in downtown Sunbury
• Flood control wall
• Shore of Lake Augusta (the lake formed by the dammed Susquehanna River)

PROPOSED FEATURES
• Migratory fish passageway
• Trail corridor along Shamokin Creek
• Trail connections to Northumberland and Shamokin Dam
• Links to historic downtown Sunbury, surrounding neighborhoods, and the Susquehanna River

REGIONAL LINKAGES
The RiverWalk Greenway will be the component that ties all of the Sunbury Riverfront amenities together. The RiverWalk will interconnect the waterfront and reach out to the community, creating pedestrian and bicycle friendly environments that will encourage healthy, family-oriented recreation. Future extensions to the North Branch Canal Trail, Shamokin Creek Rail Trail, and Shikellamy State Park have the potential to establish the City of Sunbury as the hub of a regional greenway system. The rich history of the City of Sunbury also offers ample opportunity for heritage interpretation. The Sunbury story includes Native American culture and history, European settlement and the American frontier, Sunbury's historic ties to the William Penn family and Philadelphia, the history of the City of Sunbury, canal and railroad history, impacts of flooding, and the environmental degradation and ecological restoration of the Susquehanna River.

FUNDING PARTNERS

FOR MORE INFORMATION, PLEASE CONTACT:
240 Market Street, Sunbury, PA 17801
570-282-7700  sales@sunburystるべき.com www.sunburystるべき.com

Sunbury Riverfront since 1772

Sunbury Riverfront

The Sunbury Riverfront will provide unique recreational opportunities for Sunbury residents and visitors.

Overlook, and the RiverWalk greenway. Each of these features positions the Sunbury Riverfront as a major recreational attraction in the region, stimulating economic growth and improving quality of life for the City and its surrounding communities.
Williamsport River Walk
North Branch Canal Trail
River Town Revitalization / River Access and Connectivity

- First Major Land-Based Trail in the Region
- Excellent Partnership with Geisinger – Health Living Partnership
- Recreation and Healthy Living
Muncy Heritage Park
River Access/ River Town Revitalization

**Pavilion and Towpath Trail**

- Provide walking trail to access the entire length of site
- Provide improved public access to the site
- Provide a covered pavilion for parks educational program
- Recreation and Healthy Living
- Heritage and Eco Tourism
Apple Tree Alley
Duncannon
Appalachian Trail
Wilkes-Barre River Common