



**WILLIAMSBURG: TRAIL TOWN**  
A CASE STUDY OF THE GREATER  
ALLEGHENY PASSAGE

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BACKGROUND

Williamsburg is situated at the intersection of many local, regional, and national trails and trail systems. Investments in Williamsburg could

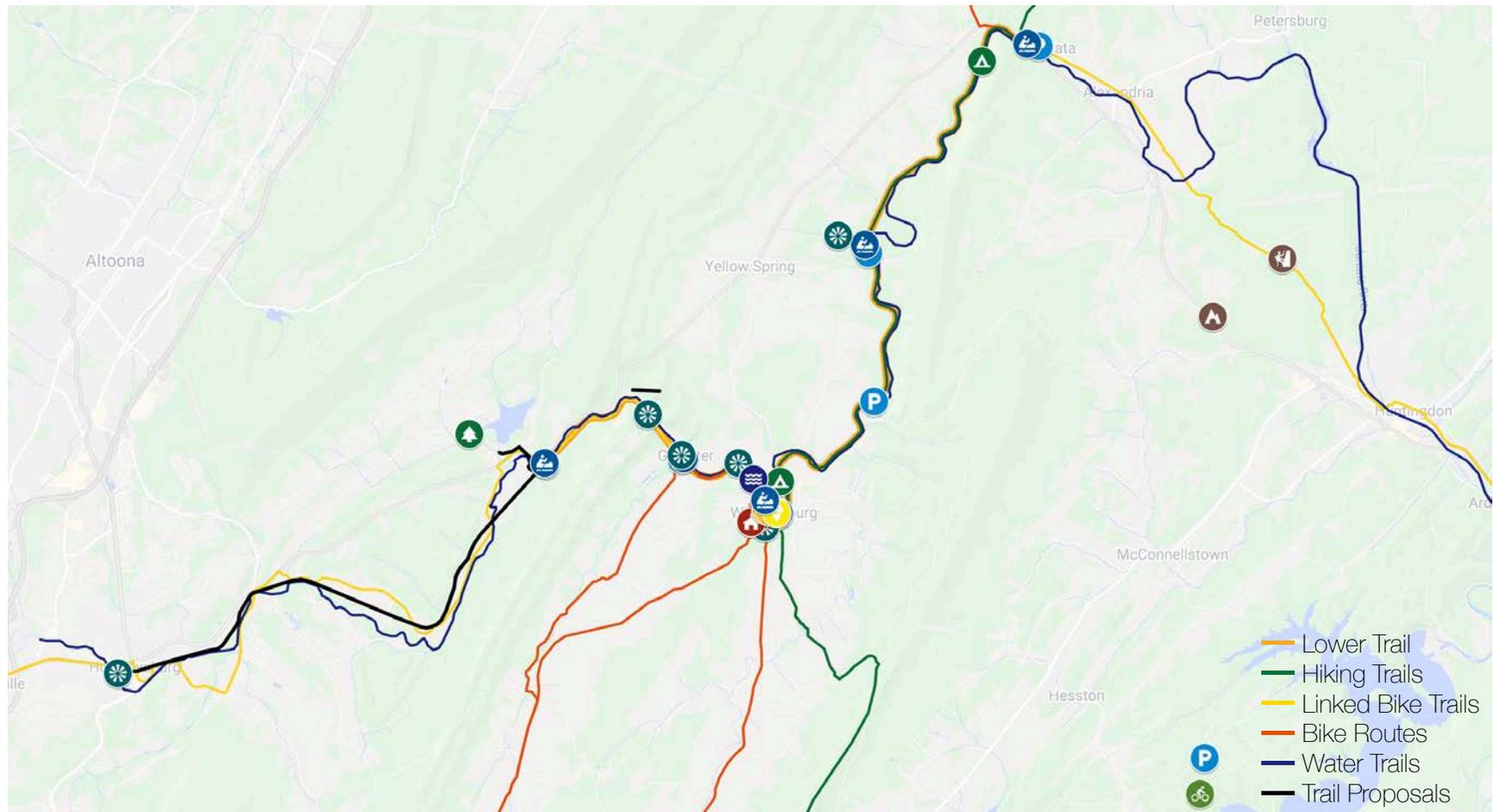
translate to visitors from these trails staying longer and spending more in town. The trails traveling through Williamsburg include:

## WILLIAMSBURG TRAIL MATRIX

Trail	Description	Distance to significantly-sized trail towns near Williamsburg
<b>Mid State Trail</b>	Hiking trail through Pennsylvania from Maryland to New York borders	Pine Grove Mills: <sup>1</sup> 26 miles Everett: 35 miles
<b>Great Eastern Trail</b>	Set of linked hiking trails connecting Alabama to New York	Pine Grove Mills: <sup>1</sup> 26 miles Everett: 35 miles
<b>Lower Trail</b>	16 mile Rail to Trail on the abandoned Petersburg Branch of the Pennsylvania Railroad Main Line from Flowing Spring to Alfarata	None
<b>9/11 Memorial Trail</b>	Set of linked hiking and biking trails connecting New York City, Shanksville, PA, and Washington DC	Hollidaysburg: 14 miles Huntingdon: 17 miles
<b>PA Bike Route G</b>	Bike route through Pennsylvania from Maryland to New York borders	Martinsburg: 12 miles Pine Grove Mills: 26 miles
<b>WalkWork: Pirate's Treasure Hunt/ Williamsburg History Tour</b>	Walking route loop passing many historical sites in Williamsburg	Within Williamsburg Borough
<b>WalkWork: Lower Trail River Walk</b>	Walking route along a portion of the Lower Trail	Mostly within Williamsburg Borough
<b>Juniata Water Trail</b>	River trail navigable by small boats between Hollidaysburg and Harrisburg	Hollidaysburg: 14 miles Huntingdon: 17 miles
<b>SA Horse and Buggy Bike Route</b>	Bike route loop through Williamsburg and Martinsburg	Martinsburg: 12 miles

<sup>1</sup> Located one mile and 600 vertical feet off-trail

Trails traveling through Williamsburg; more map details at [jamesgraef.com/williamsburg](http://jamesgraef.com/williamsburg)



## Town

### LOCATION

Williamsburg is optimally located to be a key trail town:

- It is at the intersection of many separate trails, most of which go

through Williamsburg to reach the Lower Trail.

- Every trail travels through the center of town. This is rare for trail towns on most trails, including the Greater Allegheny Passage (GAP) trail, and any potential extension of the Lower

Trail to Hollidaysburg.<sup>2</sup> It is especially rare for hiking trails like the Mid State Trail, which often stay in forests and on ridges.

- It is far from other trail towns of significant size, meaning more visitors will need to stop to find services they need.

The chance that a through-hiker or -biker will stop in Williamsburg is higher if they need services: food, lodging, mail, or laundry. Because hikers walk significantly less than bikers bike per day, they are more likely to need services near Williamsburg. Additionally, trail towns along the hiking-only Mid State Trail and Great Eastern Trail are far more sparse and can require a detour from the trail. This is compared to the significantly closer nearby towns along the 9/11 Memorial Bike Trail, both of whose centers the trail goes near or through. Therefore, this report assumes while most active recreation visitors to Williamsburg will arrive by bike, services for through-travelers will generally target hikers.

Surveys should be conducted to determine the amount of traffic through Williamsburg on each trail, both day trips and through-travel, and to determine which services visitors from each trail typically require.

### ACTIVE RECREATION TRAVEL DISTANCES

	Typical Day Trip <sup>3</sup>	Typical Multi-Day Trip <sup>3</sup>
<b>Hiking<sup>4</sup></b>	5-15 miles	15-30 miles/day
<b>Biking<sup>5</sup></b>	10-50 miles	40-100 miles/day

### EXISTING ASSETS

Williamsburg has the existing physical, economic, and social infrastructure necessary for improvement. Existing infrastructure includes:

- Local businesses, including two restaurants and multiple grocery and convenience stores
- Educational institutions, including a public library and two schools

- Generally well-preserved, dense, historical building stock along High Street and surroundings
- Historical sites including Big Springs Mansion and cemetery
- Right-sized, moderately trafficked main streets with ample on-street parking
- Natural features including Indian Chief Rock and Big Springs
- Recreation facilities including Riverside Park, Williamsburg Farm Show Grounds, Williamsburg Community Center, and nearby Canoe Creek State Park
- Organizations who contribute to Williamsburg, including the Williamsburg Community School District, Williamsburg Area Volunteer Fire Department, Williamsburg Community Center, and Williamsburg Betterment

<sup>2</sup> Insight gained from Jane Sheffield, Allegheny Ridge Corporation

<sup>3</sup> Single and multi-day travel distances based on Pennsylvania terrain and general skill of travelers

<sup>4</sup> [Appalachian Trail Statistics That Will Surprise, Entertain, and Inform You: REI](#)

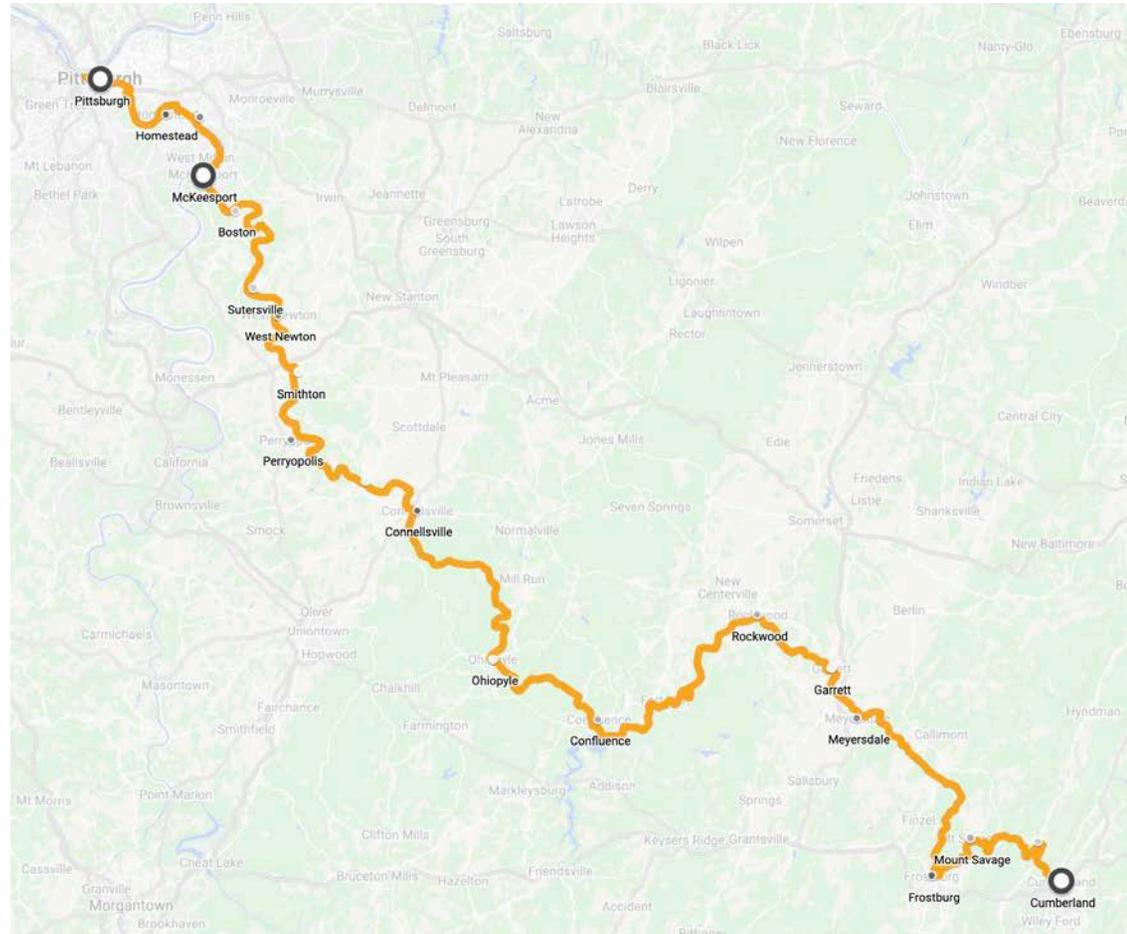
<sup>5</sup> [Bike Tour Planning: How Far Should You Plan to Cycle Each Day: Bicycle Touring Pro](#)

GREATER ALLEGHENY  
PASSAGE TRAIL TOWNS

# Trail Benefits

Trails have the potential to change Williamsburg for the better.

- The GAP trail contributes 50 million dollars to local economies along its length annually and hosts over 850,000 users annually.<sup>6</sup>
- GAP Trail users spend an average of \$18 during a day trip per person, and \$124 during an overnight trip per person per day, on average 4-6 days.<sup>7</sup>
- Pedestrian and bike infrastructure contributes more to local economies than road infrastructure per dollar spent.<sup>8</sup>
- Trails increase nearby property values, increase tourism, and create vibrant communities for residents, old and new.<sup>8</sup>



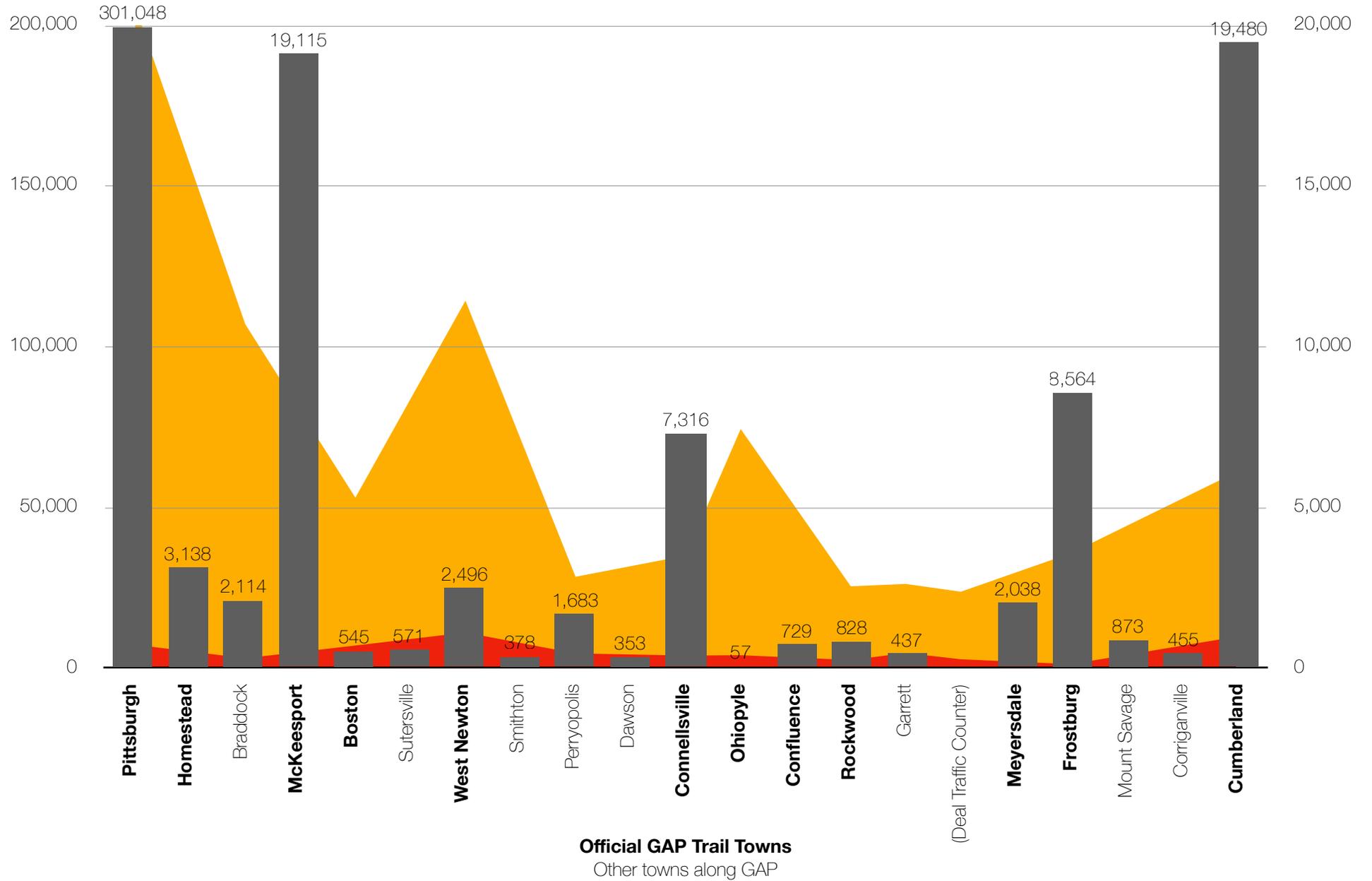
<sup>6</sup> [About Us: Trail Town Program](#)  
[Why Trails: American Trails](#)

<sup>7</sup> [Trail Town Guide: Trail Town Program](#)

<sup>8</sup> [Economic Benefits: American Trails](#)

Annual Traffic  
Annual Through-Rider Traffic

Town Population



# Trail Town Comparison

Three GAP trail towns which had the closest populations to Williamsburg were analyzed in detail:

## Confluence

This highly successful trail town is located near Ohiopyle State Park, at the beginning of stretches of world-class whitewater rafting on the Youghiogheny River, and on a forested section of the GAP trail. Confluence is centered around a town square park typical for a small town. The town center is much closer to Youghiogheny River Lake than Williamsburg is to Raystown Lake, but the former is a much smaller lake. Confluence sees significant ridership of the GAP trail because of its proximity to Ohiopyle, whose section of trail hosts almost 75,000 riders annually.<sup>9</sup>

## Rockwood

This town is located in the interstitial space between rural farms and wooded forest. Market Street's dignified central green median marks the center of town. The town is across the Casselman River from the GAP trail, with only one crossable bridge connecting the two. This section of the GAP trail sees just over 25,000 riders annually, marking the beginning of the lowest-trafficked section of trail stretching to just before Frostburg.<sup>9</sup> For these reasons, Rockwood's relationship to the GAP trail seems most similar to Williamsburg's relationship to the Lower Trail.

## Mount Savage

This town is not officially listed as a GAP trail town. The town has no dense business center or main public space, and it is almost a mile from the trail in a valley, while the trail hugs the side of the ridge above. The town is between Frostburg and Cumberland which raise traffic in Mount Savage, both on the GAP trail and on the surrounding road network. Though Hollidaysburg and

Huntingdon are farther from Williamsburg than Frostburg and Cumberland are from Mount Savage, Hollidaysburg and Altoona are much larger population centers, so comparing the trail towns' proximity to larger population centers might be informative.

## General Conclusions

- GAP trail town services were created in response to GAP trail expansion in the early 2000s which brought many new visitors needing lodging, restaurants, bathrooms, and water fountains.<sup>10</sup> Services should reflect the needs of visitors to each specific trail. Community placemaking and improvement should prioritize resident needs and aspirations to create unique communities and build community support.<sup>10</sup>
- Trail services, especially lodging, seem to amass between the trail town center and the trail.

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<sup>9</sup> Analysis of 2019 Trail Usage Patterns along the Great Allegheny Passage: GAP Trail

<sup>10</sup> Insight gained from Cathy McCollom, McCollom Development Strategies

## TRAIL TOWN COMPARISON MATRIX

	Williamsburg	Confluence	Rockwood	Mount Savage
<b>Population</b>	1,182	729	828	873
<b>Distance from town center to trail</b>	250 feet	.5 miles	.65 miles	.9 miles
<b>Nearby Trail Towns</b>	Hollidaysburg: 14 miles Huntingdon: 17 miles	Ohiopyle: 8 miles Rockwood: 13 miles	Confluence: 13 miles Garrett: 6 miles	Frostburg: 4 miles Corriganville: 4.5 miles
<b>Lodgings (non-camping) on Google Maps</b>	In town: 1	In town: 17 Town outskirts: 4	In town: 3	In town: 1
<b>Listings on AirBnB</b>	In town: 0 Town outskirts: 0	In town: 18 Town outskirts: 11	In town: 13 Town outskirts: 2	In town: 0 Town outskirts: 0
<b>Listings on VRBO</b>	In town: 0 Town outskirts: 1	In town: 11 Town outskirts: 4	In town: 0 Town outskirts: 1	In town: 0 Town outskirts: 0
<b>Camping (non-primitive)</b>	Canoe Creek State Park nearby Williamsburg	Public in Confluence: 1 Private in Confluence: 1 Private nearby Confluence: 1	Private in Rockwood: 1	0
<b>Grocery and Convenience Stores</b>	3	4	3	0
<b>Eating and Drinking Establishments</b>	3	3	4	3

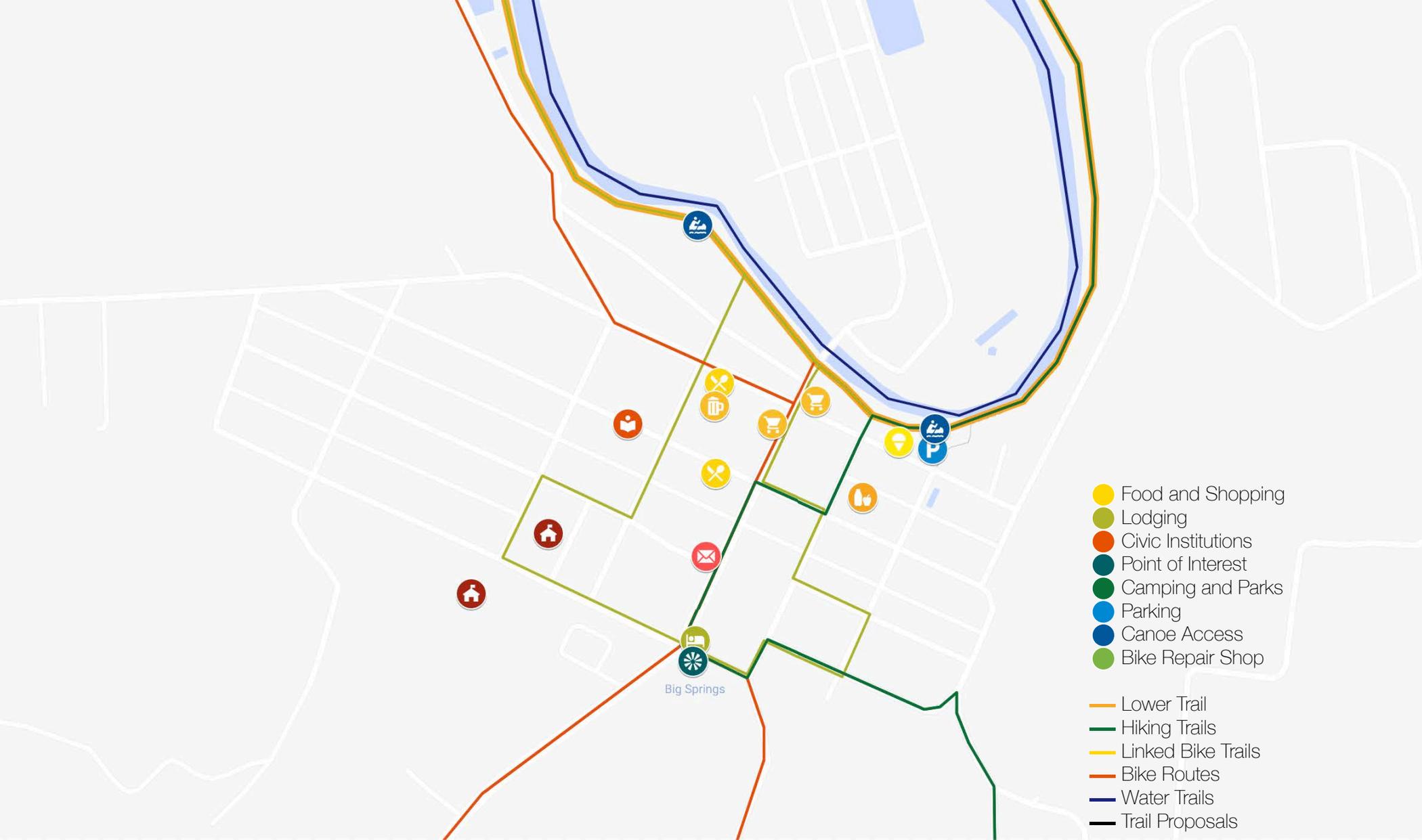
Williamsburg High Street's proximity to the Lower Trail might mean these services are more concentrated, though they might amass near a potential Big Springs Park and shared-use path, for easy access to the various trails.

- Towns are generally organized around a central public space such as a town square park. This public space bolsters the image of the town as a quaint vestige of the railroad age, allowing visitors to separate

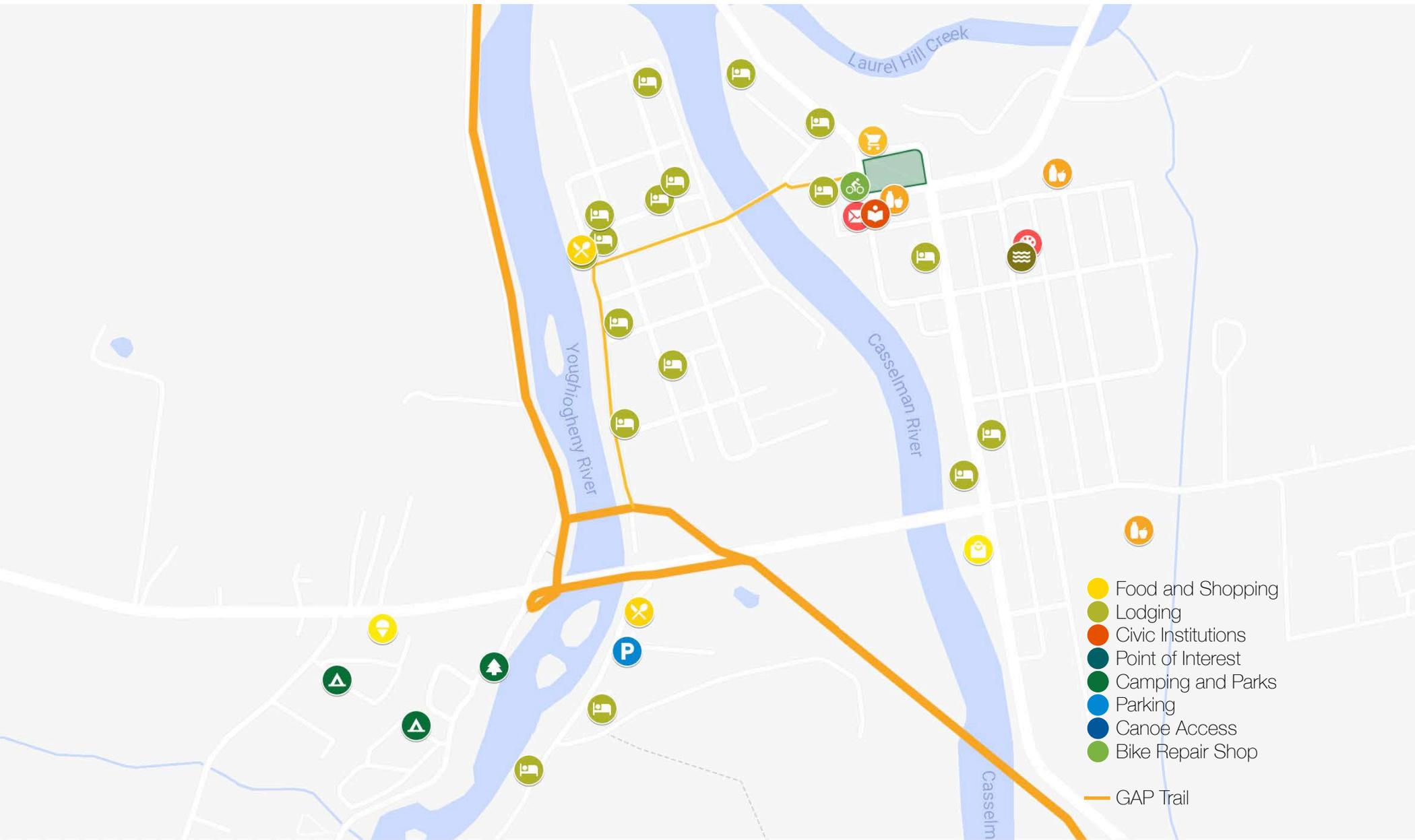
themselves from their everyday modern environment.

- Lodging seems especially important in towns far from other population centers but near tourist destinations. Confluence is a bike ride away from Ohiopyle State Park, Fallingwater,

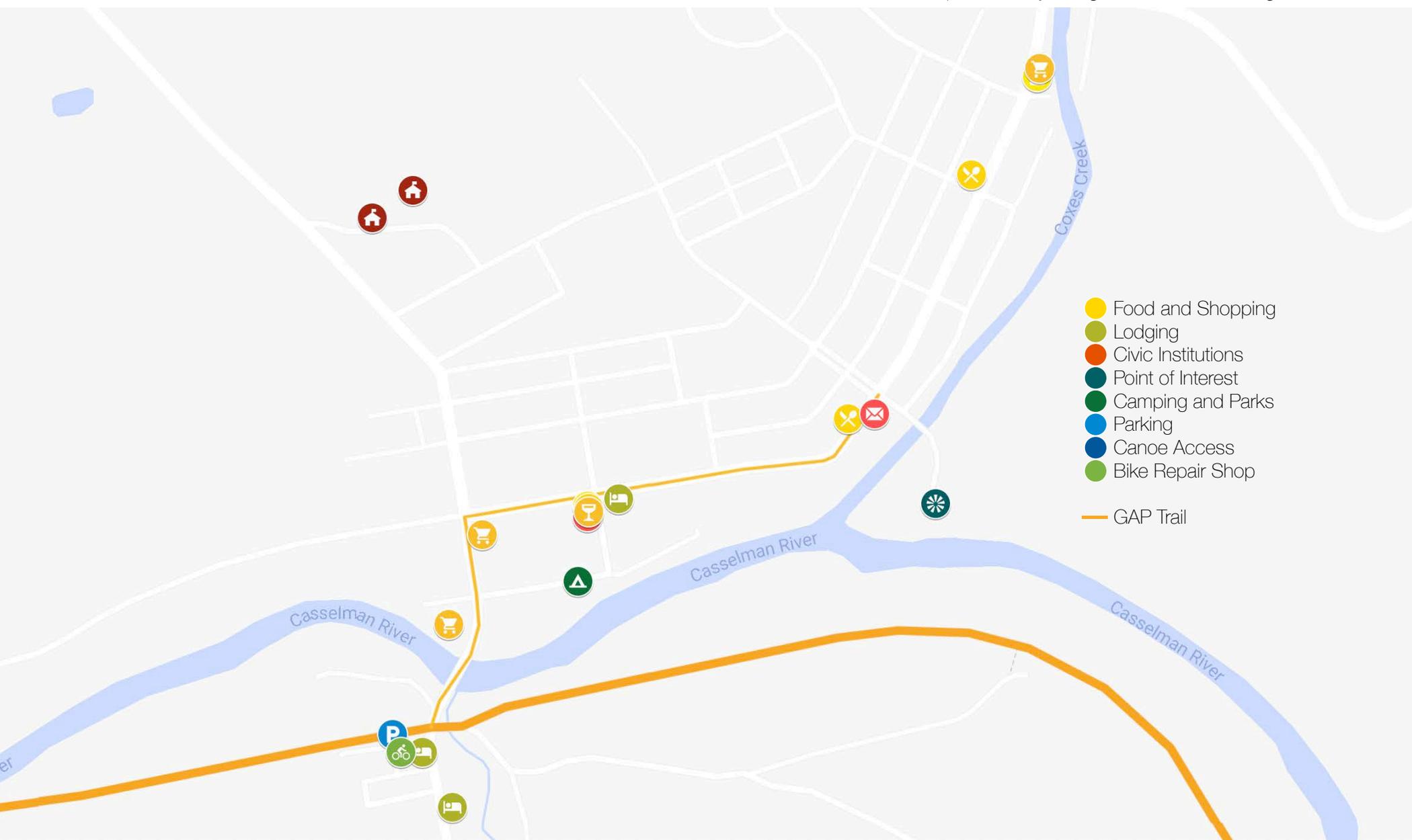
Services in Williamsburg, PA on the Lower Trail: more map details at [jamesgraef.com/williamsburg](http://jamesgraef.com/williamsburg)



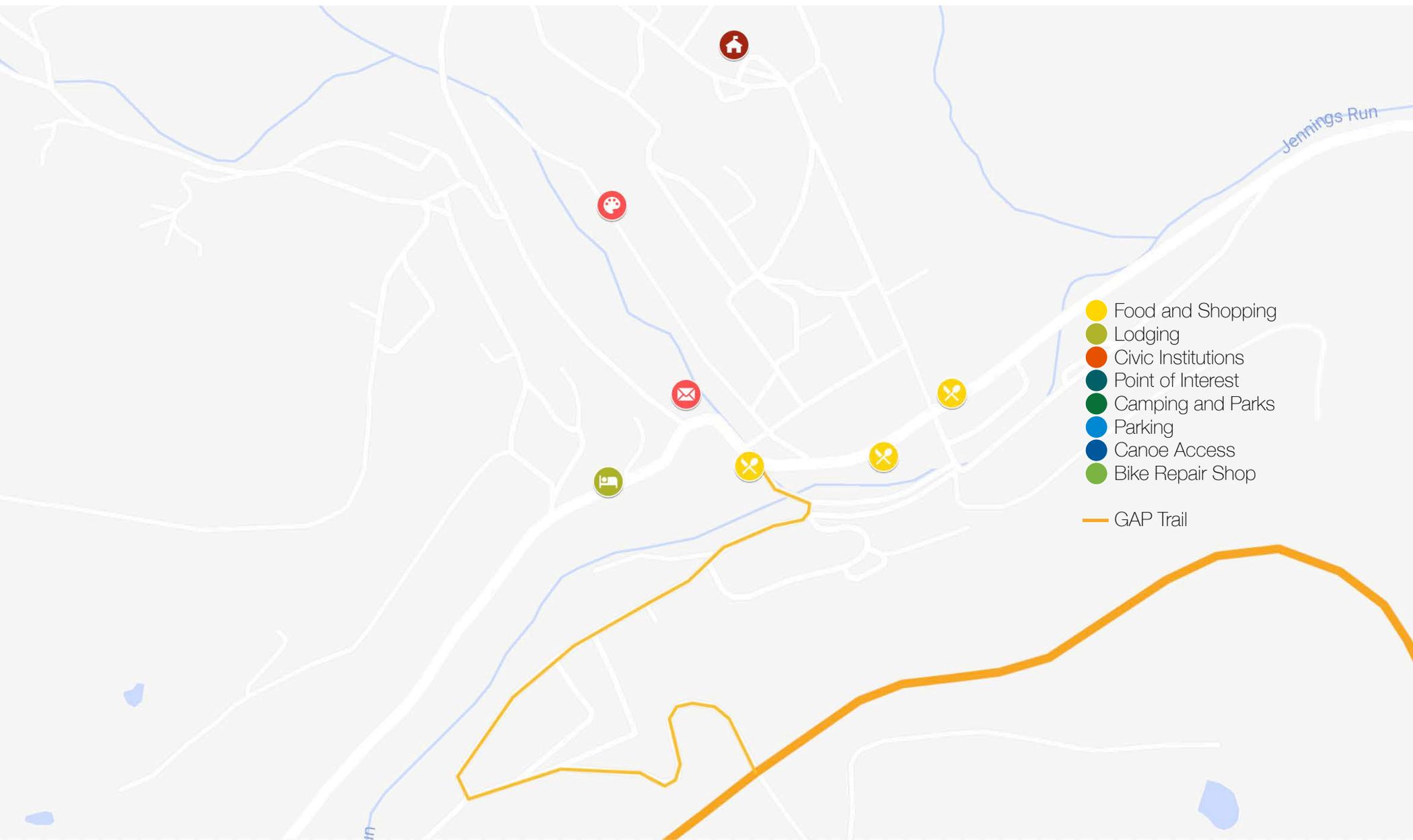
Services in Confluence, PA on the GAP Trail: more map details at [jamesgraef.com/williamsburg](http://jamesgraef.com/williamsburg)



Services in Rockwood, PA on the GAP Trail: more map details at [jamesgraef.com/williamsburg](http://jamesgraef.com/williamsburg)



Services in Mount Savage, PA on the GAP Trail: more map details at [jamesgraef.com/williamsburg](http://jamesgraef.com/williamsburg)



and other destinations in the area. Ohio's small size limits its capacity of non-camping lodging accommodations, which allows Confluence to serve a significant need. Alternatively, Mount Savage has very few accommodations, probably due to its proximity to larger Cumberland and Frostburg.

- Restaurants and other businesses less related to trail users seem to thrive where they can serve local residents and nearby large population centers, regardless of trail usage.
- GAP and C&O Canal through-riders can use the Capitol Limited Amtrak line, which stops in Pittsburgh, Cumberland, and Washington DC, among other towns, to return to their starting point. Riders on an expanded Lower Trail could potentially ride the Pennsylvania Amtrak line between Altoona and Huntingdon, and eventually between Pittsburgh and Harrisburg or Philadelphia.

## Trail Advertising

The GAP trail is the main marketing tool for trail towns hoping to attract hikers and bikers to their local businesses. Therefore, the Allegheny Trail Alliance, which runs the GAP trail, and The Progress Fund's Trail Town Program help trail towns attract customers and entrepreneurs looking to make trail towns better. The organizations associated with each trail passing through Williamsburg could implement similar strategies for their own trail towns. As the trails grow in popularity, their marketing of Williamsburg will reach more potential visitors. GAP trail strategies include:

- Interactive map showing the trail route and restaurants, accommodations, gear shops, and tour operators within and between trail towns. Businesses sponsoring the trail can be highlighted as compensation for their support.<sup>11</sup>

- Narratives about the history and services offered at each trail town, with links to relevant further reading and the website of each town.<sup>12</sup>
- PDF brochures of each trail town, showing maps of local services and lists of local events.<sup>13</sup>
- Documents for each trail town with an index of existing businesses and a listing of potential business opportunities based on the GAP trail customer base and gaps in existing business offerings.<sup>14</sup>

To implement any of these strategies and succeed in attracting more visitors, a trail association must have a modern, engaging website with good search engine optimization (SEO).<sup>15</sup> As trail associations upgrade their websites, Williamsburg should push to include marketing about adjacent trail towns, and provide appropriate photos, literature, business listings, and business opportunities to make the task of including trail town marketing as easy as possible for trail

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<sup>11</sup> [Interactive Map: GAP Trail](#)

<sup>12</sup> [Trail Towns: GAP Trail](#)

<sup>13</sup> [Confluence Brochure: GAP Trail](#)

<sup>14</sup> [Greater Allegheny Passage: Trail Town Program](#)

<sup>15</sup> GAP Trail Website: [gaptrail.org](http://gaptrail.org)

associations which can have limited or no staff.

## Business Opportunities

The Trail Town Program's lists of potential business opportunities for Confluence and Rockwood, which might be applicable to Williamsburg, have been concatenated and condensed here:<sup>16</sup>

### Lodging

- Bed & Breakfasts—accommodation type most commonly visited by GAP trail users
- Guest or vacation houses—for larger groups or smaller budgets

### Recreational

- Recreational outfitter with potential retail for cycling, jogging, camping, birding, non-motorized water sports—serving a regional need

### Food and Drink

- Outdoor seating and expanded evening and weekend hours
- Restaurant with breakfast, ethnic, or higher-end options
- Restaurant with fresh and healthy, farm-to-table, locally grown, and/or vegetarian menu items
- Food establishment with packed lunches or ice cream for trail-side consumption
- Bike-themed or trail-oriented cafe
- Brewpub, wine bar, or bar & restaurant with craft beers and imports

### Retail

- Expanded evening and weekend hours
- Specialty, artisan, or gift shops

### Other Amenities

- Regional shuttle service for people, bikes, luggage, and equipment

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<sup>16</sup> [Rockwood Business Opportunities: Trail Town Program](#)  
[Confluence Business Opportunities: Trail Town Program](#)

WILLIAMSBURG: CASE  
STUDY APPLICATIONS

# Trail User Surveys

Before work is done to make Williamsburg more inviting to visitors, it is important to know who visits Williamsburg now. A survey of visitors should be undertaken at multiple locations along every trail traveling through Williamsburg, though most effort can be focused on the Lower Trail heading north from Williamsburg because most trails travel together in this direction. Questions to be answered include:

- Total number of trail users—usually completed with automatic counters and used to extrapolate other categories<sup>17</sup>
- Number of through hikers and bikers, and length of trip

- Specific trail which each visitor is traveling on
- Services used in Williamsburg—this can be used to estimate the current economic impact of trails<sup>18</sup>
- Service types and hours of operation desired by visitors—many visitors might arrive in Williamsburg for dinner or pass through for an early breakfast
- Visitors' qualitative rating of Williamsburg's built environment

# Community Buy In

Citizens of Williamsburg must participate in the trail town improvement process to ensure the improvements make Williamsburg a better place for all stakeholders.

Community members must be involved in this entire process to stop any potential us-them relationships from forming against trail supporters and visitors.<sup>19</sup> Increased tourism and improvements will create a virtuous cycle through which residents will see Williamsburg as a trail town more and more.<sup>20</sup> To begin this process:

- Groups of business owners, community members, and other stakeholders should walk through existing trail towns, including those on the GAP trail, and Williamsburg to identify and compare their strengths and weaknesses and to brainstorm potential improvements.<sup>21</sup>
- Programs for trail clean-up, planting, and improvement should be created and expanded so community members, especially school-aged children and seniors, feel they are engaged with trails.<sup>22</sup>

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<sup>17</sup> [Analysis of 2019 Trail Usage Patterns along the Great Allegheny Passage: GAP Trail](#)

<sup>18</sup> Insight gained from Jane Sheffield, Allegheny Ridge Corporation

<sup>19</sup> Insight gained from Cathy McCollom, McCollom Development Strategies

<sup>20</sup> Insight gained from Jane Sheffield, Allegheny Ridge Corporation and Cathy McCollom, McCollom Development Strategies

<sup>21</sup> Examples of Checklist Frameworks: [Kentucky Trail Town Program Workbook, page 67: Kentucky Trail Town Trail Town Checklist: GAP Trail](#)

<sup>22</sup> [Titusville Trail Town Master Plan: City of Titusville, PA](#)

- An advisory committee of local stakeholders should be created to advocate for and advise on projects improving Williamsburg’s physical and organizational interaction with local trails. These stakeholders should be chosen based on their interest in making Williamsburg a trail town and should be eager to coordinate and share ideas with nearby towns.<sup>23</sup>

## Services

The most straightforward way to encourage visitors to come to Williamsburg is to provide the services those visitors require. Most or all of these services can be provided by private business owners, though Williamsburg can help by making zoning requirements accommodating and by advertising opportunities for development. Opportunities include:

### RESTAURANTS

Restaurants have multiple potential sources of customers in Williamsburg:

- Local residents
- Trail users
- Drivers traveling from Altoona and Hollidaysburg to Raystown Lake
- Residents of Altoona, Hollidaysburg, Huntingdon, and even State College

Two examples of rural restaurants serving different regional populations in Central Pennsylvania include:

- Spruce Creek Tavern, Spruce Creek, PA: Restaurant and bar specializing in wings and fry platters, with local live music. Some outdoor deck seating, one semi-private dining room, and televisions on every wall.<sup>24</sup>
- Elk Creek Café & Aleworks, Millheim, PA: Restaurant with Ales brewed on-premise and fresh food from local farms. Regular events with local and touring musicians, with WiFi and local art decorating the walls.<sup>25</sup>

Either model could be implemented in Williamsburg. For example, a brewery

could move into the existing garage and gas station on High St at 2<sup>nd</sup> St. The main building could be expanded on either side and outdoor seating and event space could fill up a park or plaza space between the building and High St. Music events would provide time-sensitive reasons for customers from cities around the region to travel to Williamsburg for food, potentially by bike.

Other food establishment needs include a coffee shop, potentially paired with ice cream for all-day service, and restaurants serving packed lunches for on-trail eating. Any restaurant in Williamsburg should be advertised on maps services, including Google and Apple Maps, and crowd-sourced restaurant rating sites, like Yelp and Tripadvisor

### LODGING

It is important to have a wide range of lodging types for different budgets, group sizes, and amenity needs. GAP trail towns provide examples of three groups:

<sup>23</sup> Insight gained from Mark Ickes, Explore Altoona

<sup>24</sup> [Spruce Creek Tavern Facebook Page](#)

<sup>25</sup> [Elk Creek Cafe Website](#)

### Bed & Breakfasts and Hostels

These traditional options are the most frequented on the GAP trail, and can provide accommodation to most potential visitors, though these businesses require significant setup costs. Spaces dedicated to lodging for visitors should be advertised on a stand alone website, social media pages, maps services, hotel search aggregators, and/or vacation rental websites like AirBnB and VRBO.

### Guest and Vacation Houses on Vacation Rental Sites

Vacation rental sites like AirBnB and VRBO allow residents to supplement their income by renting a room or their entire house with little setup effort or cost, and allow visitors on tight budgets or in big groups to find accommodation. Usually marketing exposure only on vacation rental sites can sustain these rental properties. Williamsburg should advertise the possibilities of vacation rental sites to local landowners with extra space by

creating brochures specifying the process of listing a house or room. The borough could also host events to teach techniques for taking better listing pictures or creating better check-in experiences.

### Camping and Cabins

The nearest cabins to Williamsburg are at Canoe Creek State Park. While these cabins are great for the visitors who use them, cabin users are less likely to spend time and money in Williamsburg, 6 miles away—especially if they are

## CAMPSITE TYPE COMPARISON MATRIX

	Cabins	RV Sites	Tent Campsites	Primitive Sites
<b>Infrastructure</b>	Cabin structure potentially with gas	Gravel or asphalt pad	Gravel or dirt pad	Fire ring
<b>Electrical Infrastructure</b>	Usually included	Required	Not required	None
<b>Sewage Infrastructure</b>	Bath house	Bath house and dump site	Bath house	Outhouse
<b>Potential revenue</b>	Rental costs similar to vacation rental sites	Neutral	Neutral	Minimal
<b>Potential Customers</b>	Similar to most trail town visitors looking for non-camping lodging.	Visitors with RVs. Often tent camping is less enjoyable around RVs because of increased light and noise.	Camping visitors and splurging through-hikers. Sites should be spread away from each other and shaded by existing trees.	Through-hikers and backpackers. Campsites must be free or close to free, because there are unlimited alternatives in nearby woods.

biking or hiking and have no car access. Camping facilities along Clover Creek Road on the Big Springs Mansion property would allow visitors to camp closer to Williamsburg. This site specifically would work well because it would necessitate visitors travel through Williamsburg's center to access the campsites from the Lower Trail. A sidewalk along Clover Creek Road should be provided to connect the camping facilities to Williamsburg. Facilities could begin as primitive sites and could be expanded or improved as required. [ see *campsite type comparison matrix* ]

## **TOUR OPERATORS, OUTFITTERS, AND OUTDOOR GEAR SHOPS**

Trail town visitors are almost by definition interested in outdoor gear. Additionally, many potential Lower Trail or Juniata River users might not travel

to Williamsburg without available bike or boat rentals. Most importantly, a broken bike or boat on a trip can be detrimental without nearby facilities for repair. Outdoors shops should serve some or all of the following markets:

- Road and mountain biking
- Non-motorized boating
- Horseback riding
- Cross country skiing
- Hiking, backpacking, and camping
- Running and jogging
- Birding
- Caving
- Climbing

If Williamsburg cannot yet sustain a standalone outfitter or outdoors shop, seasonal stands could expand the reach of existing outfitters and shops located in Central Pennsylvania. Alternatively, multiple outfitters and shops could create a single adventure

store in Williamsburg as a joint venture, allowing for more total starting capital and lower operating expenses per business. Existing local outfitters and outdoor gear shops in the region include:

- Rothrock Outfitters, Huntingdon: bike sales, repairs, and rentals, non-motorized boat sales and rentals with shuttle service for people and equipment available to the Juniata River through Williamsburg<sup>26</sup>
- Canoe Creek Boat Rentals, within Canoe Creek State Park: non-motorized boat rentals on Canoe Lake<sup>27</sup>
- Canoe Mountain Outfitters, outside Canoe Creek State Park: fishing supplies in a stand open 24 hours<sup>28</sup>
- Tussey Mountain Outfitters, Bellefonte: non-motorized boat sales, repairs, and rentals with shuttle service for people and equipment available to select destinations<sup>29</sup>

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<sup>26</sup> [Rothrock Outfitters Website](#)

<sup>27</sup> [Canoe Creek Boats Website](#)

<sup>28</sup> [Canoe Mountain Outfitters Facebook Page](#)

<sup>29</sup> [Tussey Mountain Outfitters Website](#)

- Appalachian Outdoors, State College: outdoor sports shop, including climbing and winter snow sports, with winter snow sports fittings and repairs and cross country ski rentals<sup>30</sup>
- Spokes n Skis, Altoona: bike and winter sports shop, with seasonal downhill skiing and snowboarding rentals and repairs<sup>31</sup>
- Pedal Power, Altoona: bike sales and repairs<sup>32</sup>
- Fat Jimmy's Outfitters, Bedford and Johnstown: new and used bike fitting, sales, and repairs, kayak sales, and bike and non-motorized boat rentals<sup>33</sup>
- The Bicycle Shop, State College: bike sales, fitting, repair, replacement parts, and rentals<sup>34</sup>

- Freeze Thaw Cycles, State College: new and used bike fittings, sales, and repairs<sup>35</sup>
- Eddie's Bicycles and Hockey Equipment, State College: bike sales and repair and skating sales<sup>36</sup>
- Kesinger Bicycle & Sign Shop, Martinsburg: bike repair shop<sup>37</sup>
- Newswangers Bike Shop, Martinsburg: bike repair shop<sup>38</sup>

### **OTHER SERVICES**

Williamsburg would benefit from the establishment of any of the following businesses:

- Businesses serving through-hikers: laundromat, haircutting
- Businesses serving tourists: spas; specialty, artisan, and gift shops

- Venues for events—potentially Big Springs Mansion
- Cultural centers, like art galleries, performing arts venues, or museums —potentially Big Springs Mansion

## Built Environment

Once visitors have been attracted to Williamsburg by the services they require, Williamsburg can be the force that keeps visitors longer and pushes them to come back.

### **URBAN TRIAGE**

Building projects should be concentrated to the degree possible on

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<sup>30</sup> [Appalachian Outdoors Website](#)

<sup>31</sup> [Spokes n Skis Website](#)

<sup>32</sup> [Pedal Power Facebook Page](#)

<sup>33</sup> [Fat Jimmy's Outfitters Website](#)

<sup>34</sup> [The Bicycle Shop Website](#)

<sup>35</sup> [Freeze Thaw Cycle Website](#)

<sup>36</sup> [Eddie's Bicycles and Hockey Equipment Website](#)

<sup>37</sup> [Kesinger Bicycle Sign Shop Facebook Page](#)

<sup>38</sup> [Newswangers Bike Shop Facebook Page](#)

## WILLIAMSBURG URBAN TRIAGE

Priority	Street	Beginning	End	Justification
High	High St	Juniata River	Union St	Main street, significant retail, connects to spring
Medium	E 1 <sup>st</sup> St	High St	Liberty St	Parallels potential future park space, access to Lower Trail
Medium	Spring St	E 1 <sup>st</sup> St	E 2 <sup>nd</sup> St	Retail, parallels potential future park space
Low	2 <sup>nd</sup> St	424 W 2 <sup>nd</sup> St	Spring St	Creates grid of triaged streets

an urban core which is the extent of Williamsburg most visitors stay within. Urban Planner Jeff Speck calls this Urban Triage: prioritizing the parts of town experienced by the most people to create a vital, walkable, mixed-use core which can be expanded in the future.<sup>39</sup>

Prioritized streets should be designed to encourage people to use them, on foot or by bike especially. To do this, trips must be safe, comfortable, useful, and interesting.<sup>39</sup> Safety comes from redesigning the public street, discussed in the [ [see street space](#) ]. Comfortable spaces are streets with defined street walls, creating ‘outdoor

rooms.’ Trips are made useful by having retail, restaurants, businesses, and residential space near each other, and are made interesting with retail window displays, outdoor restaurant seating, and front porches on single family homes. Two strategies should be pursued to encourage comfortable, useful, and interesting trips: vacant storefronts and blank facades should be reactivated with new businesses, window displays, or murals; and open lots and surface parking lots should be built on to replace ‘missing teeth’ in the street wall.<sup>39</sup>

## ZONING REFORM

Zoning should be a tool used to achieve the town Williamsburg residents and visitors want. Therefore, zoning regulations should retain small-town charm while encouraging healthy, equitable development. Zoning should:

- Generally encourage new building projects to have the same size and scale of the buildings on the same block
- Mandate new buildings be designed to meet ‘build-to’ lines on property lines facing streets, to create consistent ‘street walls’ on each block of each street
- Allow for a mix of uses on the same block or in the same building
  - Horizontally: corner stores similar in form to nearby housing could be located on corner lots in otherwise residential areas
  - Vertically: residential units and office space should be encouraged above retail on main streets
- Mandate a high percentage of glazing on ground-floor retail to make walking next to retail facades interesting

<sup>39</sup> Speck, Jeff. *Walkable City: How Downtown Can Save America One Step at a Time*. New York: North Point Press, 2012.

Williamsburg urban triage: priority streets, street facades, and open lot 'missing teeth:' more map details at [jamesgraef.com/williamsburg](http://jamesgraef.com/williamsburg)

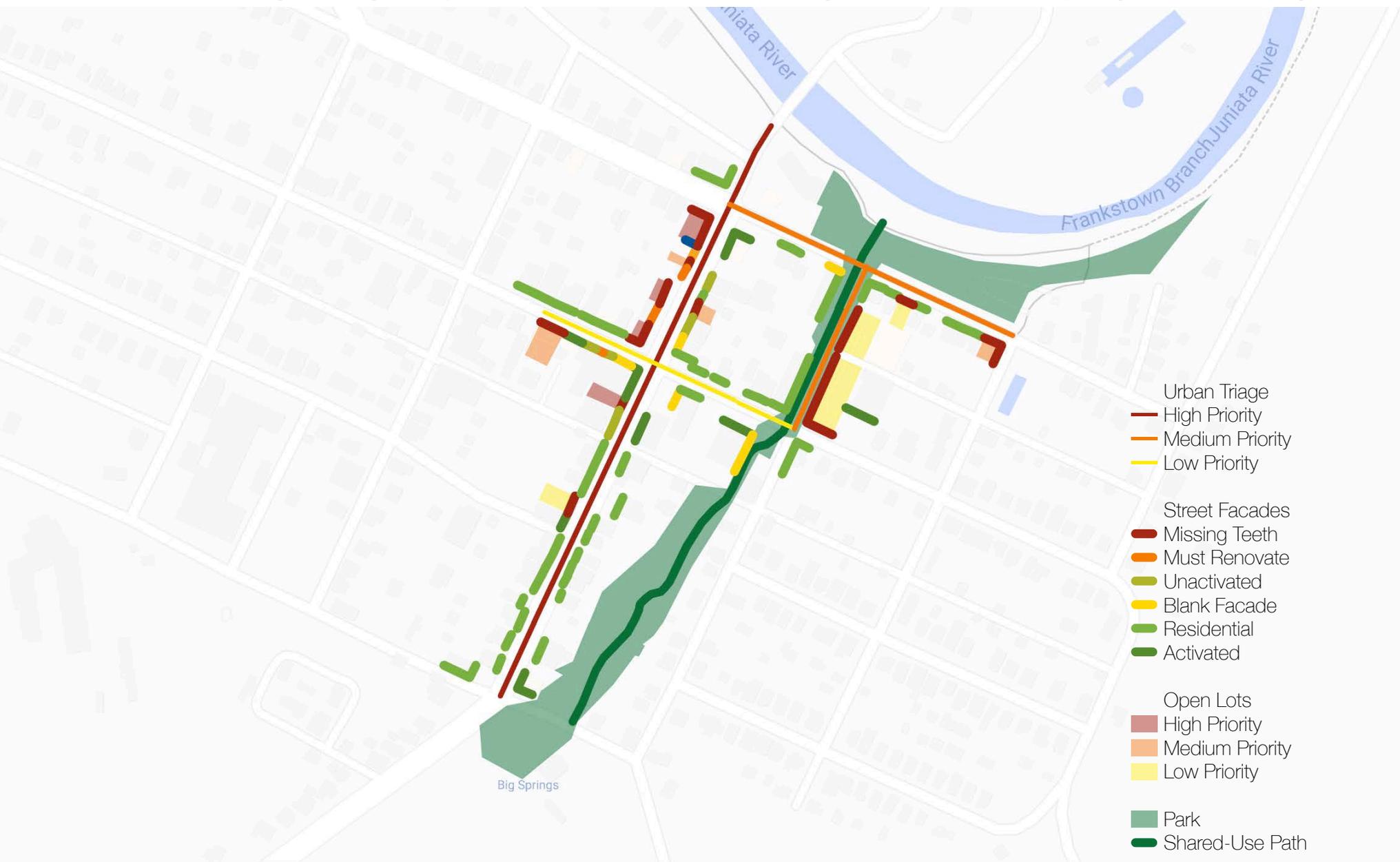




Fig. 1: Park(ing) Day Outdoor seating in parallel parking spaces: *Houston Parking Day: Houston Chronicle*

- Make creating outdoor seating for restaurants easily permitted on wide sidewalks and in temporarily repurposed on-street parking spaces [ see figure 1 ]
- Discourage off-street parking to limit its negative consequences [ [see parking](#) ]

## PARKING

Off-street parking makes Williamsburg less appealing to residents and visitors:

- Parking lots push houses and shops farther from each other, making walking and biking around Williamsburg unenjoyable and impractical
- Entrances to businesses can be pushed farther from the street—like at Dollar General—or oriented toward parking rather than the street—like at Nic’s Tobacco Outlet—which makes walking on adjacent streets less comfortable and interesting
- Driveways and parking lot entrances take street space which could be used for on-street parking and make walking on sidewalks less safe—like at Martin’s General Store along High St
- On-street parking provides extra protection to pedestrians on the sidewalk from moving vehicles in the street, but off-street parking provides none of the same benefit
- Parking lots require land and money for construction and maintenance, making new development less viable

and mandating new developments demolish existing buildings for parking lots

- Hiking and biking visitors to Williamsburg who parked outside Williamsburg do not see any of the convenience benefits of off-street parking

Off-street parking can easily be replaced by on-street parking.

Williamsburg has slightly less than 900 on-street parking spaces, including over 100 on High St from 1<sup>st</sup> St to Union St.<sup>40</sup> The following strategies should be used to move away from requiring new off-street parking with all new developments in Williamsburg:

- Remove parking minimums from zoning regulations and implement parking maximums, if necessary, especially for commercial buildings near the center of town
- Paint buffer spaces between on-street parking spots to allow for easier parking [ see figures 2 and 3 ]
- Work with Williamsburg School District and other owners of parking lots usually used during the week and during the school year, including

<sup>40</sup> This approximation does not account for unusable spaces currently used for driveways and parking lot entrances. Parallel parking west of High St: 6,858 ft / 20 ft per space = 343. On High St: 2,306 ft / 20 ft per space = 115. East of High St: 7,996 ft / 20 ft per space = 400. North of Juniata River: 569 ft / 20 ft per space = 28.

On-street and off-street parking; more map details at [jamesgraef.com/williamsburg](http://jamesgraef.com/williamsburg)





Fig. 2: Buffer spaces between parallel parking spaces in State College allow cars to more easily pull in and out



Fig. 4: Temporary plastic bollards, temporary curbs, and paint demark an expanded sidewalk: DDOT Completes Temporary Bulb-Outs: Greater Greater Washington



Fig. 3: Buffer spaces are taken from the front and back of adjacent spaces, so they take no more space than regular parallel parking spaces



Fig. 5: Pedestrian bulb-outs in State College shorten crosswalks and slow cars

Williamsburg municipal building, to provide extra off-street parking for visitors during weekends and summertime

- Ensure, if demand becomes high enough in the far future, that residents will retain on-street parking allowances using permits or other measures
- Make parking locations clear on map applications and with physical signs [ [see town signage](#) ]

## STREET SPACE

Williamsburg's existing streets are well scaled for the vehicle traffic and pedestrian traffic using them. However, some improvements could make streets safer and nicer for pedestrians, while maintaining their throughput efficiency. The following should be implemented at all intersections in Williamsburg where applicable, prioritized based on urban triage priority. [ [see urban triage](#) ] All improvements can be made with paint and plastic bollards first, [ [see figure 4](#) ] then curbs can be moved as roads are reconstructed or as money is available:

- Lane widths should be narrowed to 10 feet wide to slow vehicles and improve safety without decreasing



Fig. 6: Zebra stripe crosswalks in State College have higher visibility for pedestrians and drivers than outlined or unmarked crosswalks.



Fig. 7: Many small bike racks near the entrance to each business is most convenient for visitors



Fig. 8: Fix-it bike repair station with tools, hand pump, and bike rack, near the State College Municipal Building

throughput<sup>41</sup> and parallel parking lanes can be narrowed to 7.5 feet

- Pedestrian bulb-outs should narrow streets, and therefore crosswalks, at intersections where parallel parking

lanes would otherwise create unsafe views around corners [ see figure 5 ]

- Crosswalks should be painted with zebra stripes to increase visibility [ see figure 6 ]

- Gaps in Williamsburg’s relatively intact sidewalk network should be completed

The intersection of High St and 1<sup>st</sup> St should be given especial attention as the town center. The historical

<sup>41</sup> Petrtsch, Theodore. “The Influence of Lane Widths on Safety and Capacity: A Summary of the Latest Findings.” Sprinkle Consulting, Inc., NACTO.



Fig. 9: Aerial view of the existing High Street and 1<sup>st</sup> Street intersection

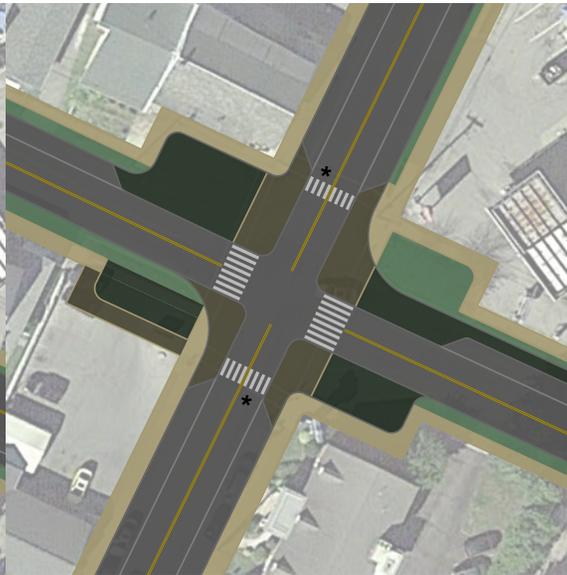


Fig. 10: Aerial view of initial intersection redesign showing painted pavement darker



Fig. 11: Aerial view of final intersection redesign with reconstructed curbs and expanded garden spaces in corners

expanded rectangular shape of the intersection should be maintained, but space for cars to speed around corners can be painted as sidewalk [ see figure 10 ] and in the future turned into garden space. Improving this intersection will maintain Williamsburg's Mid-Atlantic small-town infrastructure and create a true center of town like Confluence and Rockwood have. Corner garden space can be

used as: [ numbers correspond to potential quadrants on figure 11 ]

1. A rain garden for sustainable stormwater management, which can be extended along the curb between the road and sidewalk [ see figure 12 ]
2. A relocated Veterans' Memorial Park when its current site is ready to be developed

3. Community garden space

4. A landscaped sign announcing the entrance into Williamsburg [ see [town signage](#) ]

## **STREET FURNITURE AND OTHER INFRASTRUCTURE**

Public infrastructure should meet key visitor needs: trash and recycling cans, benches, and street trees should be

placed along High Street, and ample restroom, water fountain, picnic table, and pavilion facilities should be included at Riverside Park.<sup>42</sup>

Additionally, infrastructure should allow people to access Williamsburg via all possible forms of active transportation:

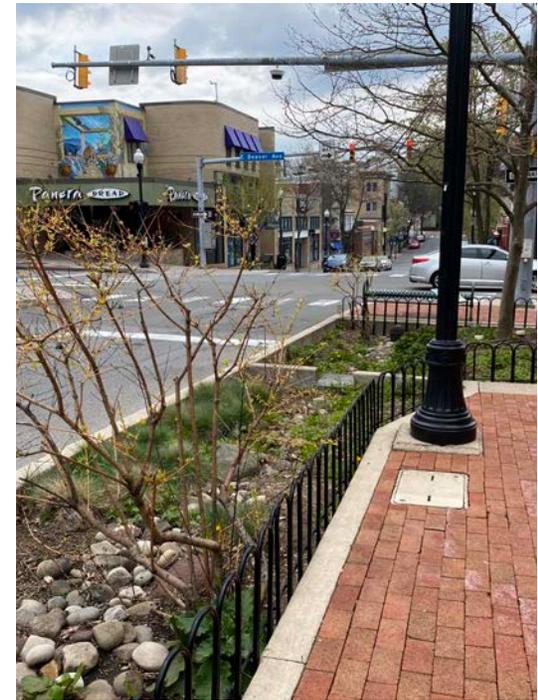
- Bike racks are a necessity at every visitor destination, including lodging facilities, and can replace on-street parking when necessary.<sup>43</sup> [ *see figure 7* ] Fix-it stations with repair tools should be considered near key bike racks.<sup>44</sup> [ *see figure 8* ]
- Non-motorized boat access to all parts of the Juniata River should be improved, including in Williamsburg. Improved ADA-accessible soft-launches—made from sand or dirt rather than concrete—and kayak/canoe short-term storage should be considered near the Lower Trail Williamsburg parking station or within Riverside Park to allow boaters to experience Williamsburg in the middle of their trip.<sup>45</sup>

- Horseback riding and cross country skiing should be accommodated with hitching areas and ski racks, respectively, when necessary.

## PARK SPACE

Big Springs is one of the reasons Williamsburg is located where it is, and is one of the assets which differentiates the town from other trail towns. To capitalize on this asset, a linear public park should be constructed around the spring and creek from its origin just past Union St to where it meets the Juniata River. Features of the park should include:

- Riparian buffers along stream edges to encourage groundwater recharge
- Interpretive signs showcasing the history of the spring and town [ *see town signage* ]
- A shared-use pedestrian and bike path from Union St to the Lower Trail, becoming a wide sidewalk for the section of creek which parallels Spring St



*Fig. 12: Curbside rain garden in State College slows stormwater and acts as groundwater recharge*

- The intersection of the shared-use path with the Lower Trail could become the entrance to Williamsburg for visitors on the Lower Trail with

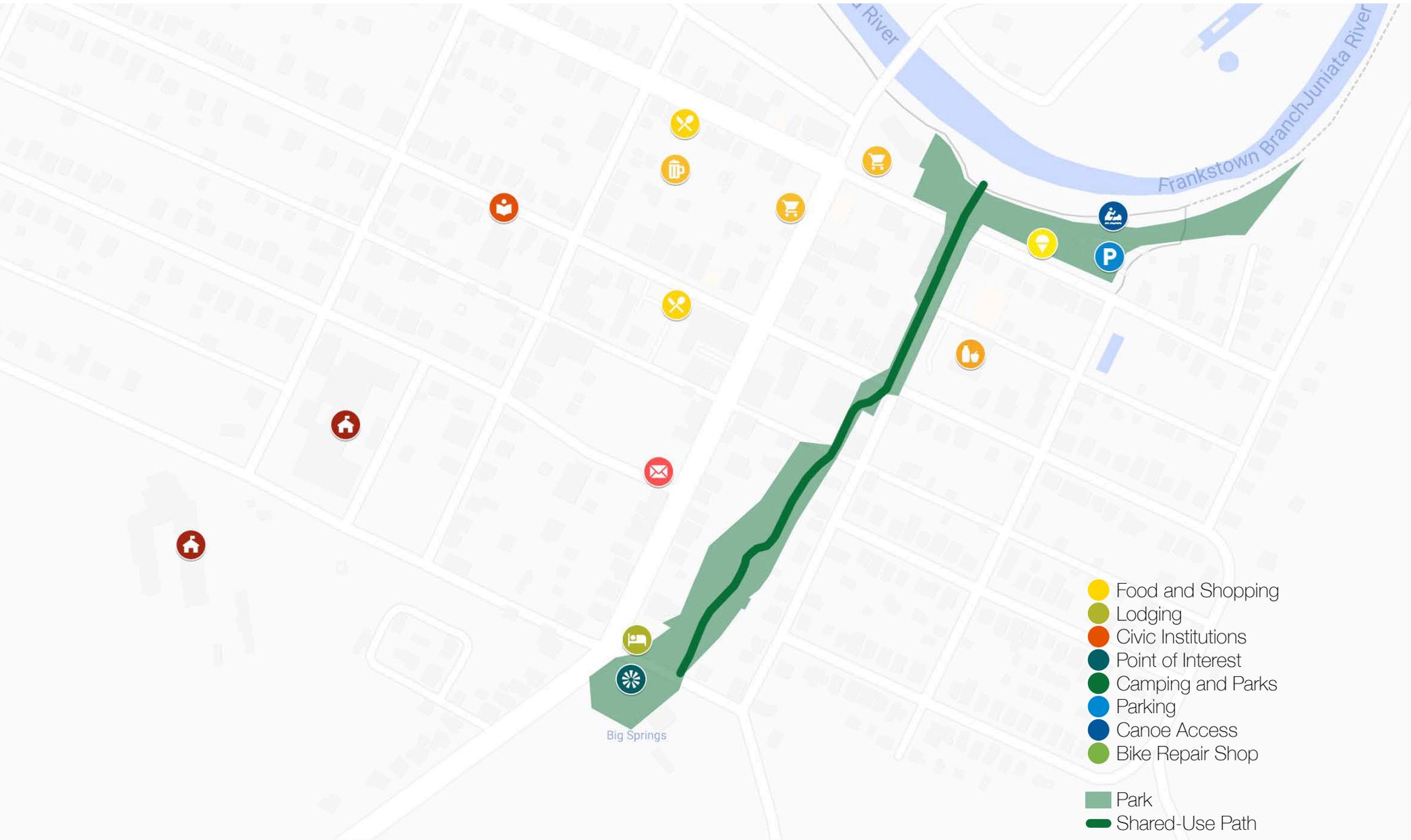
<sup>42</sup> [Connecting Town to Trail: Trail Town Program](#)

<sup>43</sup> [Titusville Trail Town Master Plan: City of Titusville, PA](#)

<sup>44</sup> [Connecting Town to Trail: Trail Town Program](#)

<sup>45</sup> Insight gained from Jane Sheffield, Allegheny Ridge Corporation

Proposed Big Springs Park and shared-use path: more map details at [jamesgraef.com/williamsburg](http://jamesgraef.com/williamsburg)



associated signage [ [see town signage](#) ]

- The Mid-State Trail, Great Eastern Trail, PA Bike Route G, and SA Horse and Buggy Bike Route could be rerouted along the park's shared-use path, though this should not be done if it will negatively impact the sales of retail businesses on High St

## Public Programming

### EVENTS

Past visitor-attracting events and programs near Williamsburg include:

- Williamsburg Farm Show<sup>46</sup>
- 'Run a Muck'/'Laces for Alli' Lower Trail Half Marathon, 5K Race, and 2 Mile Fun Walk<sup>47</sup>
- Williamsburg High School Health Careers Club 5K Race<sup>48</sup>
- Rails to Trails Spring Gatherings<sup>49</sup>
- Walk to De-Feet Diabetes<sup>50</sup>

- Juniata Valley 8K Trail Run, 1 Mile Trail Run, 2 Mile Fun Walk<sup>51</sup>
- Huntingdon County Special Olympics 5K Race<sup>52</sup>
- Caught in the Chaos: 9/11 National Memorial Trail Commemoration<sup>53</sup>
- Grier School Horseback Riding Program use of the Lower Trail<sup>54</sup>

Potential visitor-attracting events and programs include:

- Partnership with local summer camps for day trips on the Lower Trail or at Raystown Lake and a stop for food in Williamsburg: Shaver's Creek Environmental Center, Seven Mountains Summer Scout Camp, Camp Conshatawba, Camp Blue

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<sup>46</sup> [Williamsburg Farm Show Website](#)

<sup>47</sup> [7th Annual Run A Much 5k Run 2 Mile Walk Rails to Trails Registration Form: Williamsburg Summer Recreation Association](#)  
[20th Annual Lower Trail 5k Race and 2 Mile Fun Walk Registration Form: Rails to Trails of Central PA](#)  
[Half Marathon, 5k Run, and 2 Mile Fun Walk Advertisement: Portage Lodge #220](#)

<sup>48</sup> [Williamsburg High School Health Careers Club 5K Race Calendar Event](#)

<sup>49</sup> [Rails to Trails Spring Gatherings Calendar Event](#)

<sup>50</sup> [Walk to De-Feet Diabetes Calendar Event](#)

<sup>51</sup> [Juniata Valley 8K Trail Run, 1 Mile Trail Run, 2 Mile Fun Walk Calendar Event](#)

<sup>52</sup> [Huntingdon County Special Olympics 5K Race Calendar Event](#)

<sup>53</sup> [Caught in the Chaos: 9/11 National Memorial Trail Commemoration Calendar Event](#)

<sup>54</sup> Insight gained from Jane Sheffield, Allegheny Ridge Corporation

Diamond, Camp Golden Pond, Local YMCA Summer Camps

- Partnership with local college and university physical education classes for Lower Trail biking and Juniata River boat trips
- Partnership with local bike clubs, including the Blair Bike Club,<sup>55</sup> to sponsor beginner rides on the Lower Trail
- Partnership with Grier School to expand school year and summer horseback riding trips on the Lower Trail
- Festivals and cooking events, sponsored by the Williamsburg Area Volunteer Fire Department<sup>56</sup>
- Town-wide picnics at Riverside Park —for Memorial Day or Independence Day
- Public cross-country skiing and horseback riding events on the Lower Trail or other trails where permitted.<sup>57</sup>

## PASSPORT PROGRAMS

Stamp passport programs could encourage visitors to see more historical sites and visit more

<sup>55</sup> [Blair Bicycle Club Website](#)

<sup>56</sup> [Calendar of Events: Confluence, PA](#)

<sup>57</sup> [Trail Towns: GAP Trail](#) shows advertising of cross country skiing near Rockwood

businesses in Williamsburg, and would show them what remains for their next visit. Williamsburg could begin by making a passport program for the Borough, then expand the program to the Lower Trail, Pennsylvania Main Line Canal Greenway, or Great Eastern Trail [ [see trail expansion](#) ] to allow for more exposure and cross-marketing. In addition to maps, historical information, and fun facts, passports could contain spots for stamps, and even coupons, from the following:

- Local businesses, including gear outfitters and restaurants, in Williamsburg or along the sponsor trail
- Trail service businesses, including lodging and shuttle services, in Williamsburg or along the sponsor trail
- Trails which go through Williamsburg or which cross or interline with the sponsor trail
- ‘Trail angels’ —legendary supporters —of Williamsburg or the sponsor trail
- Historical, cultural, and natural landmarks and state parks in



Fig. 13: Example stamps from businesses participating in the the Appalachian Trail Passport Program: [Appalachian Trail Passport Website](#)

Williamsburg or along the sponsor trail

- Communities who support the sponsor trail
- US Post Offices along the sponsor trail

Existing model passport programs include:

- National Parks: Similar stamps for each visitors center and attraction within parks, historical sites, and heritage trails controlled by the National Parks Service.<sup>58</sup> Pennsylvania Parks and Forests Foundation has a similar program.
- Appalachian Trail: Customized stamps for businesses, communities, and landmarks along the Appalachian Trail.<sup>59</sup> [ see figure 13 ]
- Route 66: Standardized stamps for businesses and landmarks along historical Route 66, with articles about the route and discounts for businesses.<sup>60</sup>

# Advertisement

## ONLINE MARKETING

Most marketing of Williamsburg will happen organically through trails and their organizations, and through services in Williamsburg and their associated businesses. Williamsburg can also market itself by highlighting

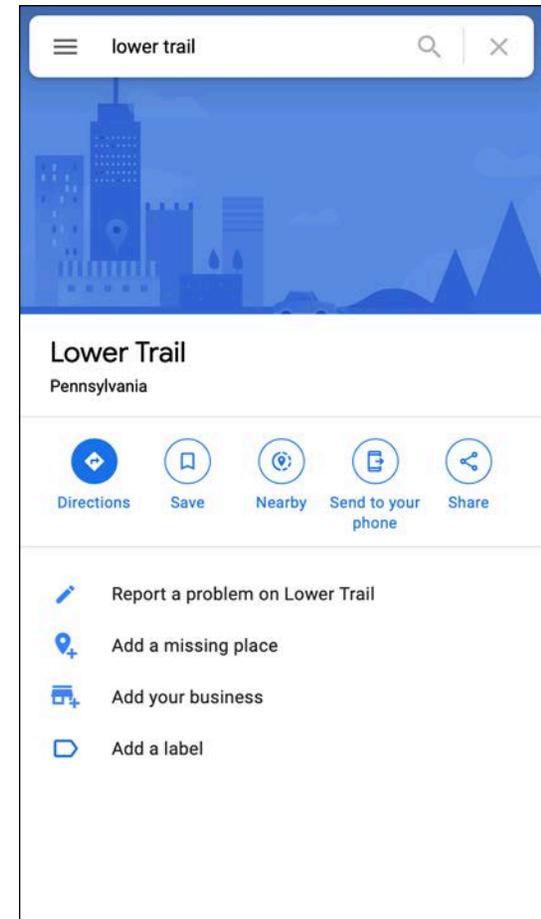
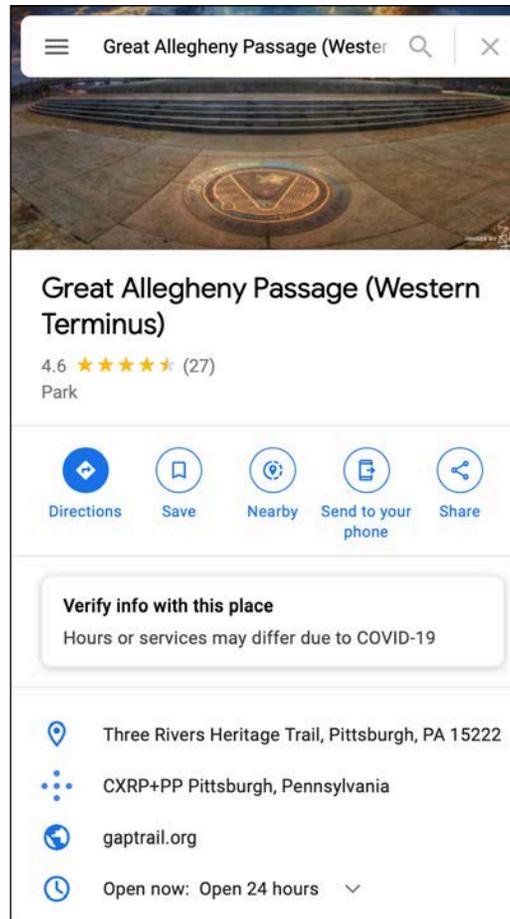


Fig. 14: Comparison between Google Maps pins for the Great Allegheny Passage Western Terminus and the Lower Trail—more information on the Lower Trail pin would improve SEO

<sup>58</sup> Passport Program: National Park Service

<sup>59</sup> Location Categories: Appalachian Trail Passport

<sup>60</sup> Passport Program: Route 66

features which make it distinct from other destinations. First, the town must decide what features make Williamsburg special. These features could include:

- Natural beauty, namely Indian Chief Rock
- The trail intersection of Central PA, namely the Mid State Trail and Great Eastern Trail intersecting the Lower Trail and 9/11 Memorial Trail
- Quaint, historical downtown and spring, with central square at main crossroads and park showcasing Big Springs

Many of Williamsburg's potential visitors could be from within Central Pennsylvania, especially initially.<sup>61</sup> Marketing should encourage these potential visitors to vacation locally, and events should be highlighted to create time-specific reasons to visit. [ [see public programming](#) ]

Marketing can occur mainly online. Williamsburg's features and services can be detailed on a Williamsburg tourism website, similar to Confluence's website<sup>62</sup> and with a focus on search engine optimization (SEO). This information can also be added to partner organization websites:

- Trail organization websites<sup>63</sup>
- Explore Altoona: Blair County Visitors Bureau—Williamsburg could be one of 'Our Communities'<sup>64</sup>
- Blair County Convention Center: Visit Altoona—Nature Recreation and the Lower Trail could be a fourth category of 'Things to Do'<sup>65</sup>
- Visit PA: Biking—market the Lower Trail<sup>66</sup>
- The Alleghenies<sup>67</sup>
- Google Things to Do—add detail to Williamsburg and Lower Trail Google Maps and Apple Maps pins to ensure

high SEO when searching for things to do in Altoona and Hollidaysburg. A Lower Trail extension to Hollidaysburg would improve SEO by bringing pins closer to where people are searching [ *see figure 14* ]

## TOWN SIGNAGE

When visitors get to Williamsburg, they should be greeted by information boasting about Williamsburg's businesses and history, encouraging them to stay in town longer. Potential signs include: [ *see figures 15* ]

- On main roads entering Williamsburg, advertising on- and off-street parking locations
- At intersections of trails, advertising the multitude of trails criss-crossing Williamsburg and hosting interesting information about each—miles to their beginning and end points, for instance

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<sup>61</sup> Insight gained from Mark Ickes, Explore Altoona

<sup>62</sup> Confluence, PA Visitor Website: [visitconfluence.info](http://visitconfluence.info)

<sup>63</sup> [Lower Trail](#); [Mid State Trail](#); [9/11 Memorial Trail](#); [Great Eastern Trail](#); [Main Line Canal Greenway](#)

<sup>64</sup> [Explore Altoona: Blair County Visitors Bureau](#)

<sup>65</sup> [Visit Altoona: Blair County Convention Center](#)

<sup>66</sup> [Biking: Visit PA](#)

<sup>67</sup> [The Alleghenies](#)

Figs. 15: Parking, navigation, and branding signage examples existing in State College and proposed in the *State College Downtown Master Plan*

- Maps at high-trafficked intersections, showing trails, businesses, parking, other points of interest, and suggested walking tours of town—to accommodate business turnover QR codes could show up-to-date business listings on the Williamsburg website<sup>68</sup> [ [see online marketing](#) ]
- At high pedestrian-trafficked areas, listing businesses and how to get to each—to accommodate business turnover QR codes could show up-to-date listings on the Williamsburg website<sup>68</sup> [ [see online marketing](#) ]
- At main entrances of Williamsburg as welcome signs<sup>68</sup>
- Interpretive signs at historical sites around Williamsburg



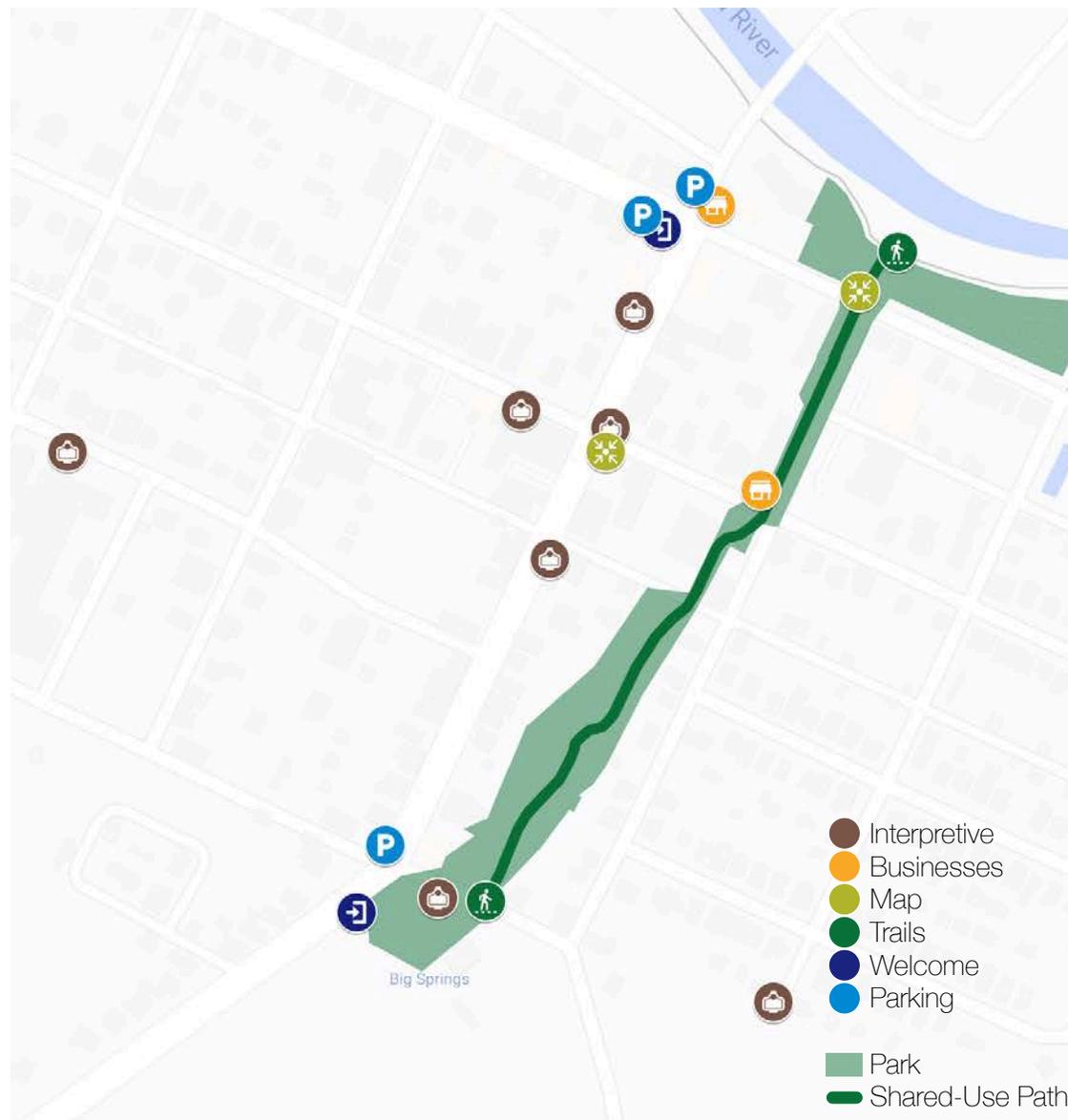
## Trail Expansion

Longer trails enable longer trips and encourage more visitors by standing out among shorter trail competition and by connecting more interesting destinations. The Lower Trail is the trail on which most others travel for at least part of their path into Williamsburg, so it is the main candidate for expansion.



<sup>68</sup> Insight gained from Jane Sheffield, Allegheny Ridge Corporation

Proposed parking, information, and welcome signage:  
more map details at [jamesgraef.com/williamsburg](http://jamesgraef.com/williamsburg)



The following expansion proposals are ranked in order of priority:

### COMPLETED EXPANSION

When opened, the .9 mile Lower Trail extension to Canoe Creek State Park will connect a system of multi-use trails, Canoe Lake, and eight cabins to the Lower Trail and to Williamsburg.

### PLANNED EXPANSION

1. Lower Trail extension to Hollidaysburg: rights-of-way for this 8.7 mile extension to Canal Basin Park are currently being secured.<sup>69</sup> This will make the Lower Trail 25 miles in total and will allow visitors from Hollidaysburg to bike the entire trip to Williamsburg.

### MEDIUM TERM EXPANSION

2. Mid State Trail extension to Allegrippis Trail System on Raystown Lake: A trail from the Lower Trail through Williamsburg, then following the Mid State Trail until it meets the ridge of Tussey Mountain where it would follow forested and rural roads to meet the Allegrippis mountain biking trail

<sup>69</sup> [Hollidaysburg Extension: Rails to Trails of Central PA](#)

system and by extension the Raystown Mountain Bike Skills Park. This connection would allow visitors of Allegrippis from Hollidaysburg to bike all the way there. One short shared-use path connection between Lakeland Drive and Larrys Drive would significantly decrease the distance during which the trail would follow the relatively busy Seven Points Road.

3. Lower Trail extension from Hollidaysburg to 6 to 10 Trail: A further 5.2 mile Lower Trail extension could connect to the bottom of the Allegheny Portage Railroad National Historic Site by paralleling existing railroad and road rights-of-way and by buying the mostly-still-in-tact remainder of the portage railroad right-of-way paralleling Dry Run.
4. Shared-use path connection between 6 to 10 Trail and Incline Trail: A short shared-use path along

Old Route 22 could connect the 6 to 10 Trail to the Allegheny Portage Railroad National Historic Site visitors center and historical buildings. This would create a 37.7 mile continuous trail running exclusively on shared-use path through the entirety of Blair County. The 9/11 Memorial Trail would be able to use this non-motorized trail in its entirety.

### **LONG TERM EXPANSION**

5. Lower Trail extensions: Future trails could connect to potential users in Huntingdon and Altoona and to the Horseshoe Curve, Lakemont Park, destinations around Raystown Lake, Bell's Gap Trail,<sup>70</sup> and the proposed Antis Township Trail.<sup>71</sup> Trails could begin as mainly on-road routes and transition to non-motorized paths when feasible. Shared-use path alignments could follow Alexandria

Pike Road or the Juniata River to the east and Brush Run and Mill Run to the west. Special attention should be given to connecting to Amtrak stations so riders could travel back to their starting point with negotiated roll-on/roll-off bike service.<sup>72</sup>

6. Future Pennsylvania Main Line Canal Greenway Shared-Use Path: The Lower Trail and 6 to 10 Trail could combine public-facing brands to become a unified, exclusively non-motorized trail<sup>73</sup> starting near the Pennsylvania Railroad Main Line in Petersburg or Huntingdon and meeting that same main line in Cresson. This unified shared-use path could be expanded to the Ghost Town Trail<sup>74</sup> and Harrisburg and eventually from Pittsburgh to Philadelphia.

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<sup>70</sup> [Bell's Gap Trail: Rails to Trails of Central PA](#)

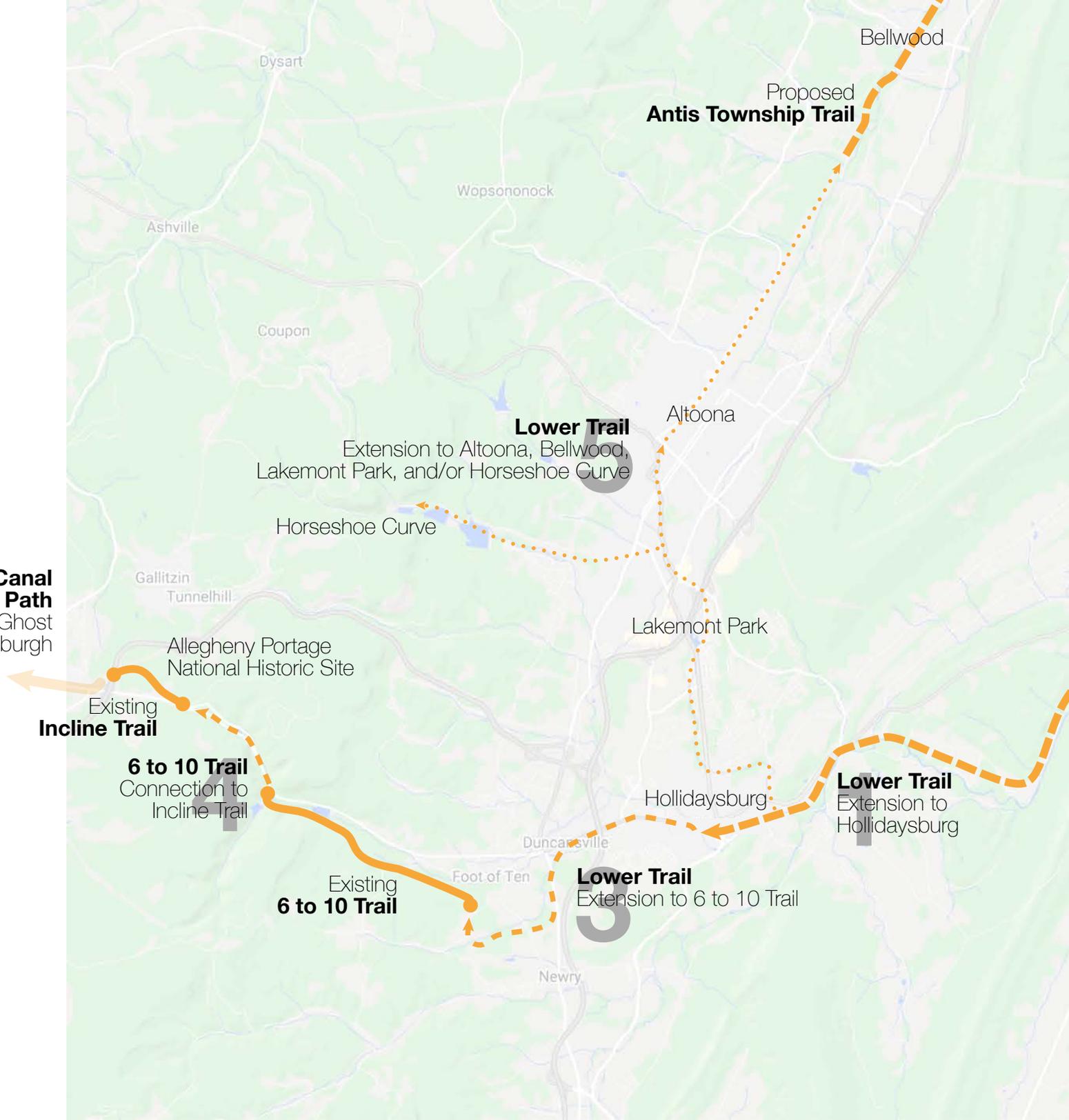
<sup>71</sup> [Antis Township Trail Feasibility Study](#)

<sup>72</sup> [Amtrak Tests Roll-On Bike Service: Rails to Trails Amtrak: GAP Trail](#)

<sup>73</sup> Even small on-road trail segments might limit potential visitors because of real and perceived safety and enjoyment impacts. Insight gained from Mark Ickes, Explore Altoona

<sup>74</sup> [Ghost Town Trail: Indiana County Parks and Trails](#)

**6**  
**Pennsylvania Main Line Canal  
Greenway Shared-Use Path**  
Extension to the Ghost  
Town Trail and Pittsburgh



Arch Spring

Spruce Creek

Proposed trail expansion projects around Williamsburg; more map details at [jamesgraef.com/williamsburg](http://jamesgraef.com/williamsburg)

Petersburg

Arerata

Alexandria

via Juniata River

via Alexandria Pike Road

Yellow Spring

Existing Lower Trail

Completed Canoe Creek Extension

**Pennsylvania Main Line Canal Greenway Shared-Use Path**  
Extension to Harrisburg and Philadelphia

**Lower Trail**  
Extension to Huntingdon and/or Raystown Lake

Huntingdon

Garnier

Williamsburg

**Mountain Biking Trail**  
Lower Trail to Allegrippis Trail System

McConnellstown

Herston

Allegrippis Trail System

Marklesburg

Raystown Lake

Aitch

PROJECT  
IMPLEMENTATION

# Project Matrix

Category	Project	Supporting Organization	Timeline	Cost	Priority Level	Potential for Pilot
<b>Outreach and Info Gathering</b>	Survey trail users	Trail Organizations	Near-term	Staff or volunteer costs	Very High	
	Complete trail town assessments with local stakeholders	Local Businesses	Near-term	Minimal	Very High	
	Create and expand programs which encourage residents to take care of local trails	Community Organizations	Near-term	Minimal	High	
	Create Williamsburg Trail Town advisory committee	None	Near-term	Minimal	High	
	Decide, with the community, what makes Williamsburg special and brand the borough accordingly	Local Residents	Near-term	None	High	
<b>Marquee Projects</b>	Repaint then reconstruct the intersection of High St and 1 <sup>st</sup> St to increase safety and restore the historical town center	PennDOT	Medium-term	High	Very High	Yes
	Create a Big Springs Park with entrance to Williamsburg, shared-use path and riparian buffers along creek, and signage	Yohn Limited Partnership	Medium-term	Land and construction costs	Very High	
	Consider rerouting trails along future Big Springs Park shared-use path	Trail Organizations	With completion of park	Minimal	Low	Yes
	Create Williamsburg Tourism website with a focus on search engine optimization (SEO)		Near-term	Staff and hosting costs	Very High	

Category	Project	Supporting Organization	Timeline	Cost	Priority Level	Potential for Pilot
<b>Encourage Private Development</b>	Advertise business opportunities on Williamsburg's Tourism website and partner organization websites	Trail and Partner Organizations	Near-term	Staff costs	High	
	Advertise the potential of vacation rental sites to local land owners	Community Organizations	Near-term	Low	High	
	Support the establishment of camping facilities just outside Williamsburg	Private Business	Medium-term	Recoverable	Medium	Yes
	Encourage regional outdoors stores and outfitters to serve Williamsburg	Private Business	Medium-term	Support costs	High	Yes
	Create programs to encourage interesting walls along main streets with window displays and murals	Local Landowners	As opportunities arise	Medium	Medium	
	Encourage development of open lots and surface parking lots to eliminate 'missing teeth' in the street wall	Local Landowners	As opportunities arise	Support costs	High	
	Reform zoning to allow appropriate dense, mixed-use, walkable development		Near-term	None	Very High	
	Reform zoning to remove parking minimums and potentially implement parking maximums		Near-term	None	Very High	
<b>Built Environment</b>	Connect potential campsites to Williamsburg with a sidewalk along Clover Creek Road		With establishment of campsite	Construction cost	Medium	
	Paint buffer spaces between on-street parking spots	PennDOT	Near-term	Paint crews	Medium	Yes
	Make parking locations clear online and with signs		Near-term	Signage	Medium	

Category	Project	Supporting Organization	Timeline	Cost	Priority Level	Potential for Pilot
<b>Built Environment</b>	Repaint streets with narrow lanes, pedestrian bulb-outs, and high-visibility crosswalks	PennDOT	Near-term	Paint crews	High	Yes
	Reconstruct streets with narrow lanes and pedestrian bulb-outs, and bridge gaps in the sidewalk network	PennDOT	Medium-term	High	High	Yes
	Place street furniture and street trees along High St		Medium-term	High	Medium	Yes
	Expand and improve facilities at Riverside Park		Medium-term	High	Medium	Yes
	Place bike racks in public streets and encourage private businesses to do the same	Local Businesses	Near-term	Medium	Very High	Yes
	Place fix-it bike repair stations at key bike racks	Local Businesses	Near-term	Medium	High	Yes
	Improve ADA-accessible soft-launches for non-motorized boats on the Juniata River	Juniata River Trail	Medium-term	Medium	Medium	
	Consider short-term storage for kayaks and canoes near the Juniata River	Juniata River Trail	Long-term	Medium	Medium	Yes
	Place horseback riding hitching areas and cross country ski racks, as necessary	Trail Organizations	Long-term	Low	Low	Yes
	Design and build signs advertising on- and off-street parking, businesses, trails, and historical sites	Trail Organizations	Medium-term	Construction cost	Medium	Yes
<b>Trail Expansion</b>	Lower Trail extension to Hollidaysburg	Rails to Trails of Central PA	Near-term	High	Very High	
	Mid State Trail extension to Allegrippis Trail System on Raystown Lake		Medium-term	Medium	Medium	
	Lower Trail extension from Hollidaysburg to 6 to 10 Trail	Rails to Trails of Central PA	Medium-term	High	High	

Category	Project	Supporting Organization	Timeline	Cost	Priority Level	Potential for Pilot
Trail Expansion	Shared-use path connection between 6 to 10 Trail and Incline Trail	Trail Organizations	Medium-term	High	High	
	Lower Trail extensions to Huntingdon, Altoona, associated Amtrak stations, Raystown Lake, Lakemont Park, Horseshoe Curve, and trails near Bellwood	Trail Organizations	Long-term	High	Very High	
	Pennsylvania Main Line Canal Greenway Shared-Use Path using existing Lower Trail, later expanded to Johnstown and Harrisburg and eventually Pittsburgh and Philadelphia	Trail Organizations	Long-term	High	Very High	
Partnerships	Partner with organizations to repurpose parking lots for visitors when otherwise not needed	Community Organizations	Near-term	Signage	Low	Yes
	Create permit programs if necessary to keep some street parking for local residents	Local Residents	Long-term	Low	Low	Yes
	Partner with summer camps, college and university physical education classes, local bike, and cross country ski clubs, and Grier School horsebackriding programs to encourage use of Williamsburg's trails, and by extension Williamsburg's businesses	Community Organizations	Near-term	Low	Medium	Yes
	Encourage local organizations to establish local events like picnics and festivals to bring visitors	Community Organizations	Near-term	Support costs	Medium	Yes
	Create Williamsburg passport program and partner with local organizations to become stamping locations	Local Businesses	Long-term	Staff and material costs	Low	Yes
	Partner with trail organizations to expand passport program trail-wide	Trail Organizations	Long-term	Staff and material costs	Low	

Category	Project	Supporting Organization	Timeline	Cost	Priority Level	Potential for Pilot
<b>Partnerships</b>	Provide information about Williamsburg history, existing businesses, and business opportunities, to partner organizations like trail associations and nearby visitors bureaus for use on their websites and promotional materials	Trail and Partner Organizations	Near-term	Staff costs	High	
	Add detail to Williamsburg and Lower Trail Google Maps and Apple Maps pins		Near-term	None	High	
	Work with Amtrak to implement roll-on/roll-off bike service on the Pennsylvanian route with future Lower Trail extensions	Amtrak	Long-term	None	High	Yes

## Further Reading

Two guides to improving trail towns may prove helpful as Williamsburg implements changes for its own improvement:

[Trail Town Guide produced by the Trail Town Program](#)

[Trail Town Manual produced by the Allegheny Trail Alliance](#)



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