

# The Weatherly Trail: A New Engine for Development



Lafayette College  
Technology Clinic Class of '19



# Meet the team



**Jon White**

B.S in Computer Science, B.A  
in Philosophy



**Wassim Gharbi**

B.S. in Computer Science,  
Minor in Mathematics



**Addie King**

B.S. in Chemistry



**Sarah Park**

B.S. in Chemical  
Engineering with a Minor  
in Bioengineering



**Lauren Phillips-  
Jackson**

B.A. in Anthropology  
and Sociology



**Dan F. Bauer**

Prof. Emeritus of Anthropology  
and Tech Clinic Founder



**Luis F. Schettino**

Associate Prof. of Psychology  
and Neuroscience



**Samuel McQuillen**

BA in Economics and International  
Affairs with a minor in French



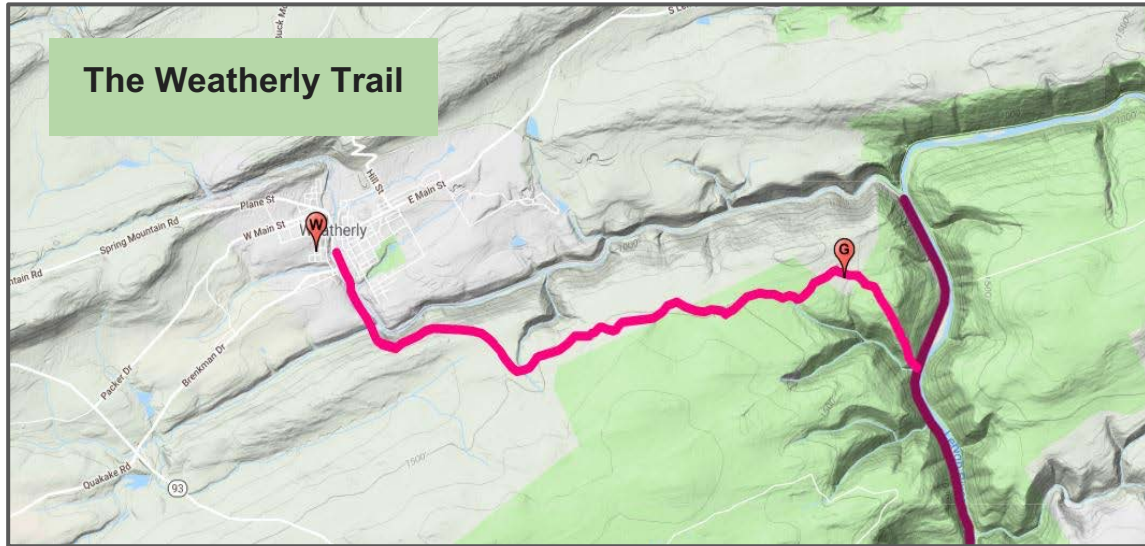
**Bingsong Zeng**

B.S. in Biochemistry and  
Mathematics with a minor in  
Bioengineering.

“Community based, not  
community placed.”

– Allison Czapp  
Buy Fresh Buy Local  
Greater Lehigh Valley

# Getting Started: The Weatherly Trail

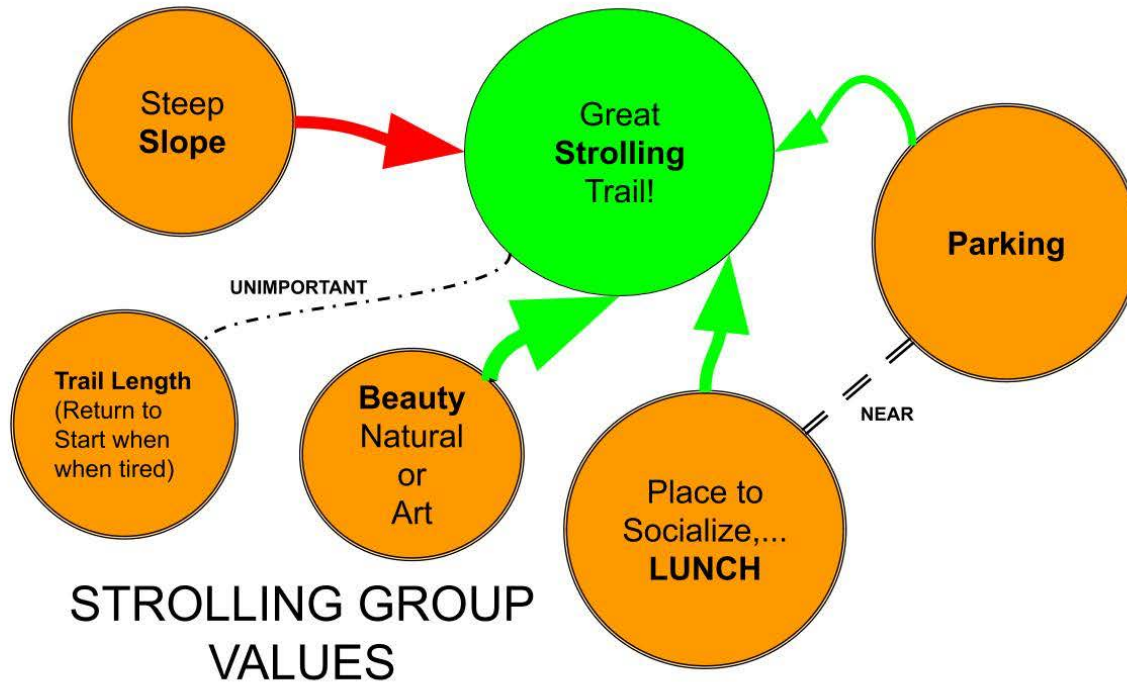


- Connects to Delaware and Lehigh trail system
  - Anticipated to connect to Hazleton and Eckley
- 6 mile long trail
- Open to a variety of users






# Getting Started: Cognitive Map



# Getting Started: Cognitive Map

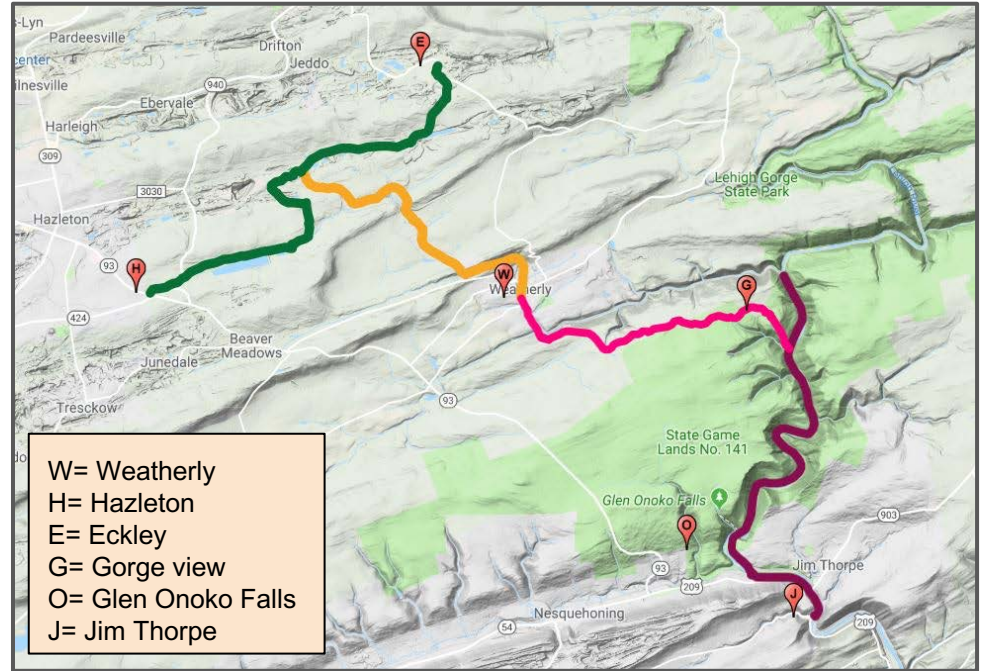


## LEGEND:

- CAUSATION = 
- POSITIVE = 
- NEGATIVE = 
- STRONG = 
- WEAK = 

# Getting Started: Connection to the GHRT

- Connection to the Greater Hazleton Rails to Trails (GHRT)
- GHRT has begun connecting to Eckley
- Estimated to double, possibly triple, the number of visitors on the GHRT now
- Many benefits including:
  - Inclines for bikers
  - Scenic paths for hikers
  - Areas for fishing



Gauging Awareness about the New Trail

**Community Survey**



# Community Awareness of the Weatherly Trail

- Gauge community's awareness and opinions of new trail construction
- Posted in the “Weatherly Neighbors” and “What’s Happening in Weatherly” Facebook groups
- Distributed to residents with April 2019 water bill

# Community Awareness of the Weatherly Trail

The survey read as follows:

**Intro:** As you may know, Weatherly is planning to build a trail for biking and hiking to connect to the existing D&L trail in the surrounding Eckley and Hazleton areas. In order to draw trail-users into downtown Weatherly, the Lafayette College Technology Clinic has been working in conjunction with Weatherly Borough to suggest potential community-based developments such as downtown beautification, increased business activity and social media presence, and enhancement of the existing website.

As a resident of Weatherly, we would like these potential developments in the community to benefit you. Please give us an idea of how you would like this trail construction to affect you and let us know of any concerns you may have by responding to the following questions.

# Community Awareness of the Weatherly Trail

## Questions:

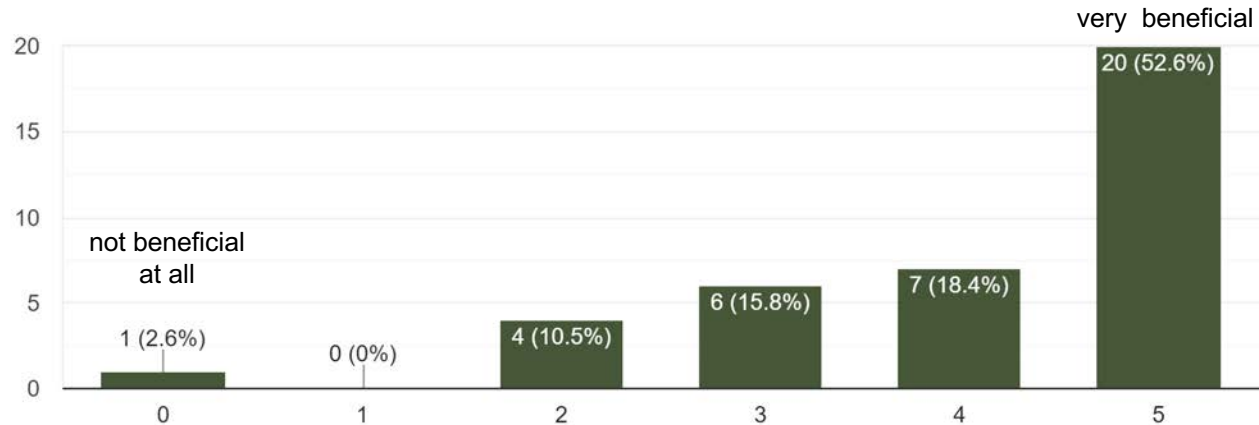
1. Are you currently a Weatherly resident?
  - Yes
  - No
2. How beneficial do you think this new trail construction will be to the community?  
not beneficial at all    0    1    2    3    4    5    very beneficial
3. What benefits do you hope to see from the planned hiking trail between Weatherly and the Lehigh Gorge?
4. Do you have any concerns about this trail construction?

# Survey Summary

Of the 38 online responses, 33 were Weatherly residents.

How beneficial do you think this new trail construction will be to the community?

38 responses



Graph depicting responses to question 2, constructed through Google Survey.

# Survey Summary

- **Concerns:**

- Increases taxes
- Lack of parking
- Potential destruction of natural habitat
- Expanding police and fire departments

- **Benefits:**

- Business development
- Increased revenue

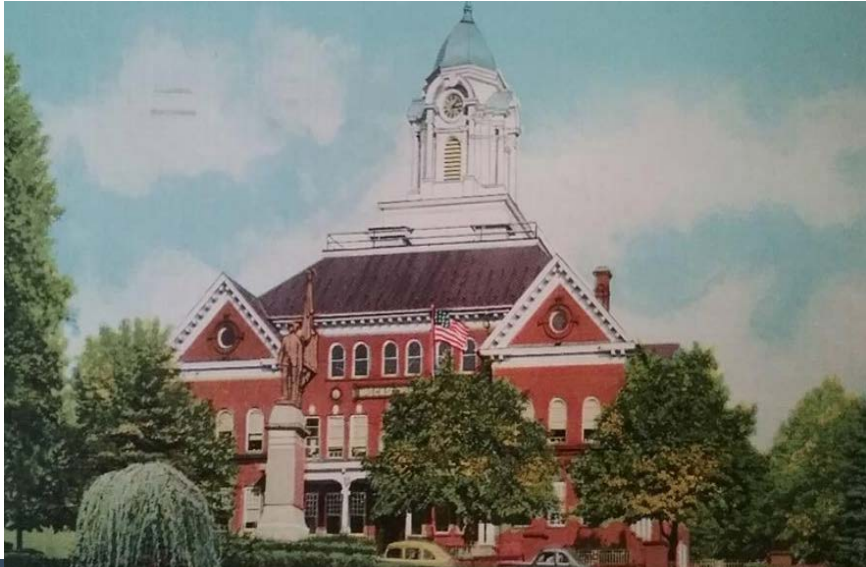
Additional responses will be available as water bills are returned

Opportunity #1

**The Schwab School**

# Schwab School

With Weatherly residents hard at work to restore the Schwab school, the Tech Clinic has proposed several projects that will help the school become a community center and function as the heart of Weatherly once again.



# Potential Opportunities

- 1. Movie Nights** - Once restored, the old theater in the school could serve as a space not only for community theater, but for movie nights. These nights could draw members of the community together. On warm summer nights these showing could move to an outdoor space in the Train Works
- 2. Cafe and Gathering Space** - Numerous Weatherly residents have expressed that they would like for Weatherly to have a coffee shop and a space for residents to gather. With the new restaurant moving into the Fern hotel, it is clear that there is a market for new restaurants, and a cafe in the school at the heart of Weatherly would provide a great gathering space.



# Potential Opportunities

3. **Covered/Pop-up Markets** - Last semester, the Tech Clinic suggested that Weatherly consider a farmers' market in the old Train Works. We believe that a regular market would be an excellent opportunity for Weatherly residents to gather and celebrate their community, as well as generate income. Many of these activities could be shared between the two venues.

- A regular market, such as a craft market or a food tasting market, could happen within an open place in the school, drawing tourists to Weatherly and the other businesses in the school. If the train works isn't a possibility the school could provide an alternate location, or serve as a cold weather option.

Opportunity #2

**Fishing**

# Overview

## Collect Data

We met with local organizations and anglers to collect information on what makes a stream or creek an attractive place to fish.

## Refine Data

We then looked at all the collected data to identify areas of overlap. The overlapping data indicated what all anglers find valuable in a stream.

## Market Creek with Meaningful Data

We then pulled this information together to create an informational business card to attract potential anglers.

1. Harold Pudliner, supports the creation of a report that studied and predicted the economic impact of fishing.
  - a. By 2023:
    - i. The total estimated output or economic activity will be \$504,000
    - i. The total estimated taxes will be \$75,000
    - i. The number of anglers will be 2826 people.

# Meetings & Interviews

## Trout Unlimited:

1. Terminology surrounding fly fishing
2. Potential contacts in the Lehigh Valley
3. How different conditions affect an angler's ability and desire to fish a creek
4. Suggestions on how to best direction to proceed

## Douglas Freemann

1. Parking, fly shops, and food
2. Quiet Access
3. Reliability
4. Sources of information
5. Stocked

## Dr. Hart

1. Creek's Challenge
2. Stocked
3. Ranking
4. Reliability
5. Aquatic features
6. Quiet Access



# Informational Business Card

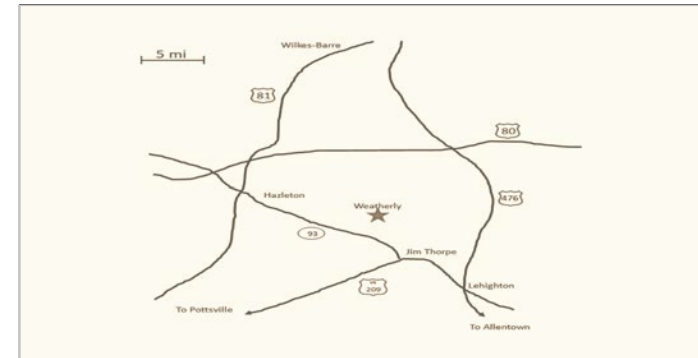
1. Acts as a way to advertise the creek.
1. Respondents found out about creeks through word of mouth or local fly shops.
1. Highlights the factors anglers find important.



Part of the Black Creek which is rated a Class A stream.

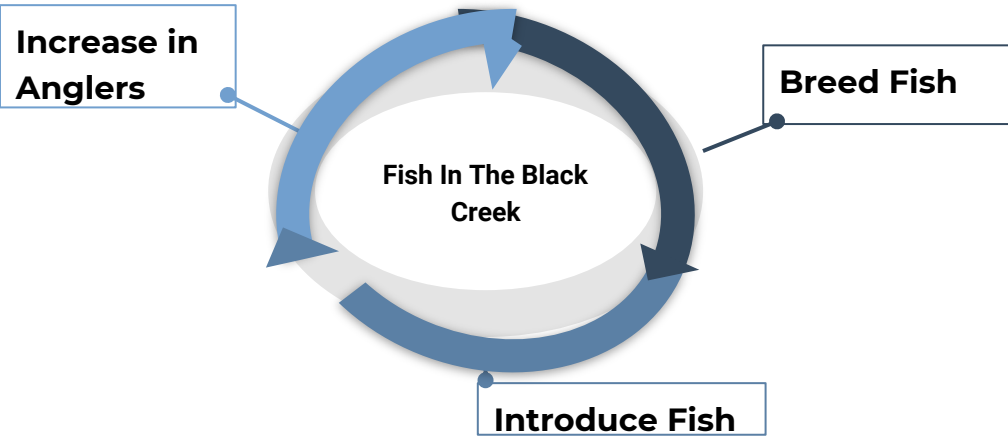
The Black Creek is a Class A stream in Weatherly, PA that runs through public lands. To access the Black Creek, one should park between X and Y. The local insect life consists of A, B, and C, so the best flies to use are F, G and, H. This insect life has contributed to a healthy population of local trout which have an average length of Z. In addition, the best time to go is in X; the creek should not be fished year round. As for the creek itself, it runs high/low and has a pressure of Y, which allows trout to do X. Lastly some useful gear to bring and use would be A, B, and C. Please feel free to share this great location with any friends or family. Happy fishing!

Front



Back

# Fisheries



## → Feasibility

- ◆ Fill out forms
- ◆ Talk to David Due
- ◆ Reach out to GreenWalk Trout Hatchery

## → Impact:

- ◆ Economic
  - # Of Anglers
  - Jobs



Opportunity #3

**Website & Branding**

Suggested Weatherly Seal



Main Font: **Poppins**

**BOROUGH OF WEATHERLY**

Secondary Font: **Roboto**

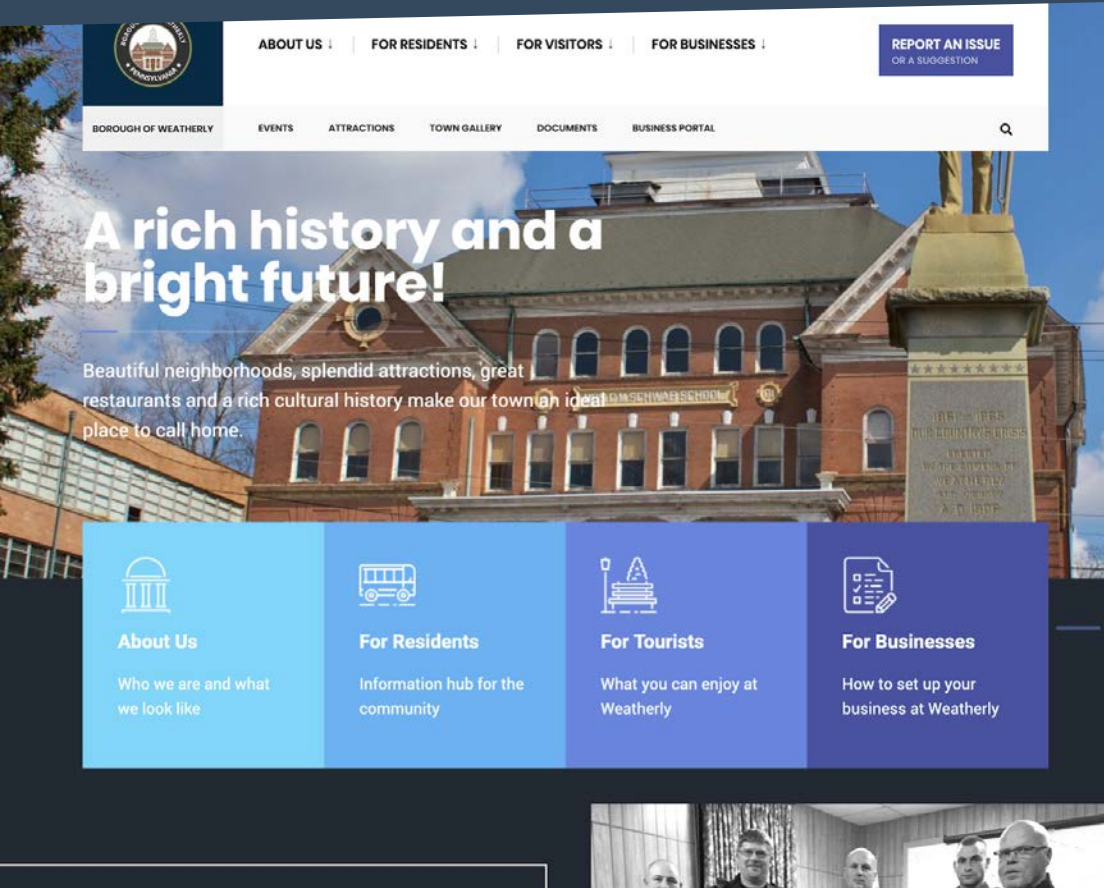
A Rich History and a Bright Future!

Color Palette





# Website Improvements



- 1 Dynamic, fresh content
- 2 Focus on attracting businesses
- 3 Better communication channels
- 4 Featuring the Trail



[ABOUT US](#) ↓

[FOR RESIDENTS](#) ↓

[FOR VISITORS](#) ↓

[FOR BUSINESSES](#) ↓

[REPORT AN ISSUE  
OR A SUGGESTION](#)

[Business Portal](#)

[BOROUGH OF WEATHERLY](#)

[EVENTS](#)

[ATTRACTIONS](#)

[TOWN GALLERY](#)

[DOCUMENTS](#)

[BUS](#)

[Support & Resources](#)



# A rich history and a bright future!

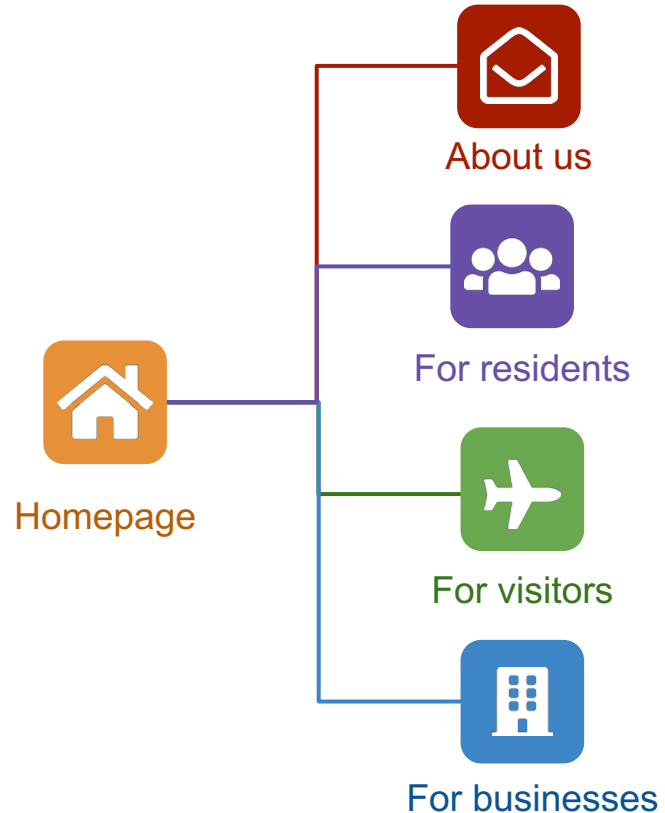
Beautiful neighborhoods, splendid attractions, great restaurants and a rich cultural history make our town an ideal place to call home.



# Website Improvements

## Goals:

- Keep information up to date
- Serve as an information hub for residents and visitors
- Attract tourists and businesses
- Keep the Weatherly community engaged and informed



## Borough Announcements

Keep your information up to date.



### Proposed Downtown District Ordinance

SEPTEMBER 16, 2018 | TOWN NEWS

The goal of the proposed ordinance is to create safe venues for customers and to discourage illegal activities. The governing officials of...  
[Read More →](#)



### Annual Water Quality Report (Gallery Post)

AUGUST 14, 2018 | TOWN NEWS

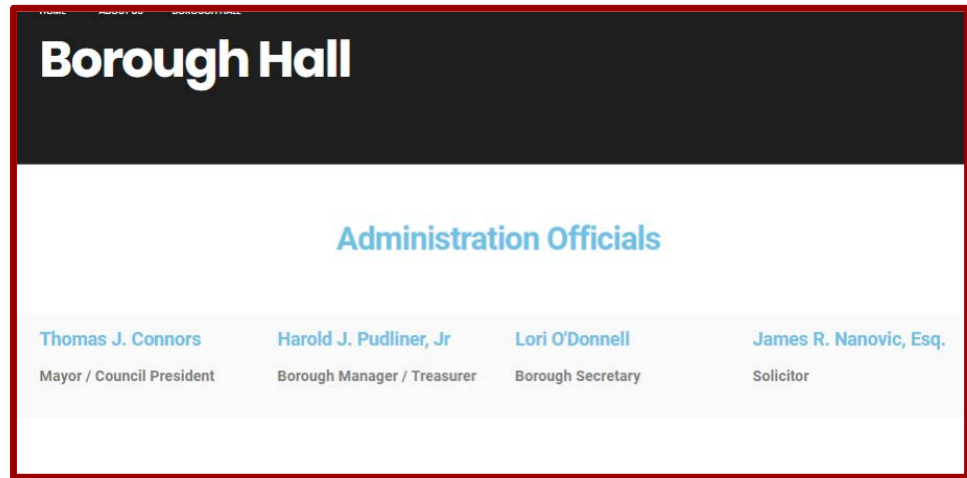
The Annual Water Quality Report is designed to provide consumers with information on the quality of the water delivered by their public...  
[Read More →](#)

## Announcements

- Announcements are in the form of posts and should be updated periodically.

## Borough Hall:

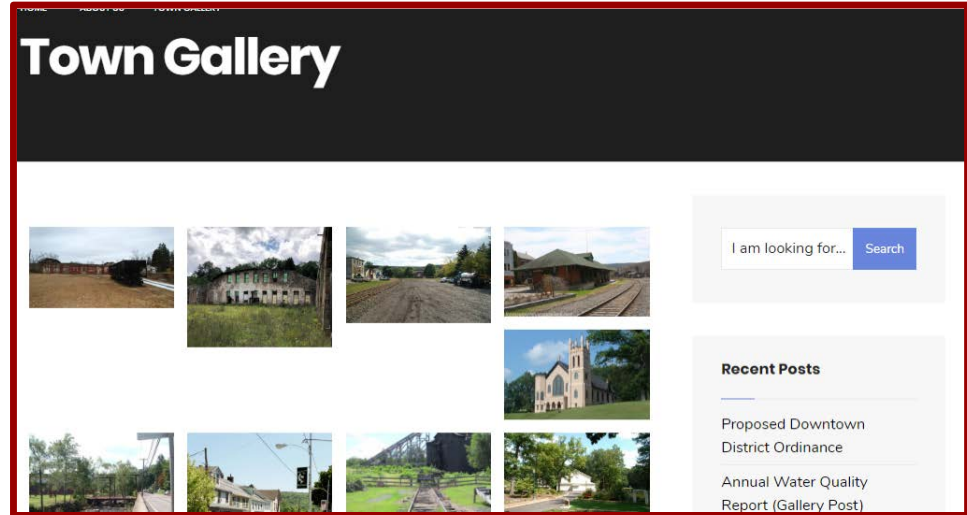
- Informational page (existing in the current website) with clearer contact details.



## Town Gallery:

- Collection of pictures of the town.

*Suggestion:* hold photo contest to encourage submission of fresh, engaging images.



# Events



## Patch Town Days: Italian Fest

June 22-23, 2019

Eckley Miners' Village Museum  
2 Eckley Back Road, Weatherly, PA

Admission:  
Adults: \$10  
Seniors: \$9  
Children: \$6

I am looking for...

Search

### Recent Posts

Proposed Downtown  
District Ordinance

Annual Water Quality  
Report (Gallery Post)

## Events:

→ Information, dates and details of ongoing events..

# Current Projects



## Charles M. Schwab School Restoration Project

The C.M. Schwab School restoration project's mission is to coordinate community efforts to acquire the historic Schwab school and facilitate its transfer back to public use as a gift to the borough of Weatherly



## Weatherly Hiking/Biking Trail

The Borough envisions a 5-mile trail along the Black Creek, giving cyclists and pedestrians a direct trail link from the Lehigh Gorge to the borough. The borough is set to receive \$20,000 in state funding that will go toward a feasibility study on the trail.

I am looking for...

Search

### Recent Posts

Proposed Downtown  
District Ordinance

Annual Water Quality  
Report (Gallery Post)

## Current Projects:

→ Lists ongoing projects and information about progress.

# Homepage

→ Attractions section.

## Nature & Recreation:

→ Recreational attractions

## History & Education:

→ Historical attractions

### Educational & Recreational Attractions

Find out what we have for you.

#### The Weatherly Trail



#### Black Creek



#### Train Works



#### Eckley Miners' Village Museum



### The Weatherly Trail

Starting point:  
Train Works, Weatherly

Ending point:  
Rockport – Glen Onoko section, D & L Trail

The Weatherly Trail is a 5-mile trail along the Black Creek connecting Weatherly to Lehigh River Gorge.



### Black Creek

Starting point:  
Weatherly

Ending point:  
Lehigh River

Black Creek is a Grade A stream starting at Weatherly and flowing parallel to the Weatherly Trail.



### Eurana Park

560 Third Street  
Weatherly, PA 18255

Park Manager - John F. Furmanchin



### Train Works

Location:  
Open hours:

The Train Works factory has witnessed the history of Weatherly. The locomotives manufactured by Weatherly used to come out of this factory. It fell into disuse in the 20th century and was refurbished recently to become a picnic area.



### Charles M. Schwab High School

Location:  
Open hours:

The Charles M. Schwab High School was donated to Weatherly as a gift by Charles M. Schwab, president of U.S. Steel Corp. in 1903. It fell out of use at the end of the 20th century and was sold by the borough in 1997. Residents of Weatherly managed to buy it back in the 2000's.

### Eckley Miners'

Opportunity #4

**Attracting & Facilitating  
Business Creation**



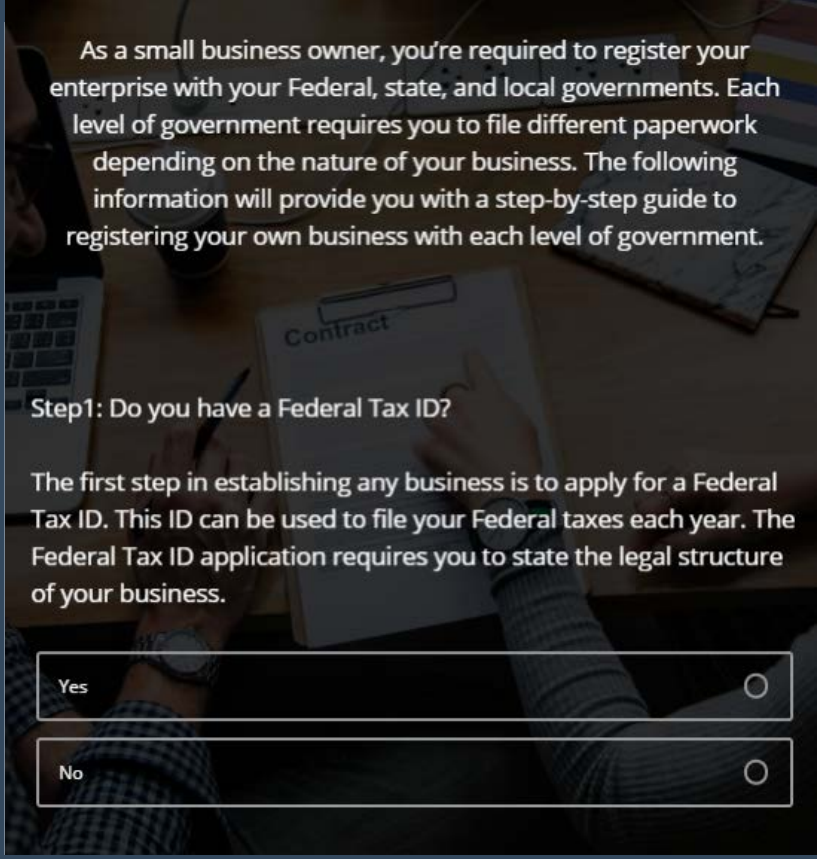
# Business in Weatherly

- Opportunity for growth as visitors come to Weatherly's trail
  - Differentiated from local attraction due to atmosphere and accessibility
  - Must match visitors demands with community needs
- Our goal: Help entrepreneurs to establish their own businesses
  - Provide local entrepreneurs with resources and paperwork for new businesses
  - Identify particularly lucrative business opportunities

# Business Portal

## Business Portal:

- Suggest documents and procedures for business owners. More information is in the next section.



As a small business owner, you're required to register your enterprise with your Federal, state, and local governments. Each level of government requires you to file different paperwork depending on the nature of your business. The following information will provide you with a step-by-step guide to registering your own business with each level of government.

Step1: Do you have a Federal Tax ID?

The first step in establishing any business is to apply for a Federal Tax ID. This ID can be used to file your Federal taxes each year. The Federal Tax ID application requires you to state the legal structure of your business.

Yes

No

# Business Portal

## Support & Resources:

- Summarize additional resources for business owners.

## Support & Resources

For the protection of the public health, safety and welfare. The Borough of Weatherly has adopted the Pennsylvania Uniform Construction Code. Persons who are planning any home improvement project should call the Borough Office to ask whether a Zoning or Building Permit is required. Permit applications may be obtained at the Borough Office during normal business hours.

**Zoning Permit Officer** – Harold J. Pudliner, Jr. 570-427-8640

**Building Code Officer / Inspector** – Tino Nocchi

Permits are required for but not limited to the following items:

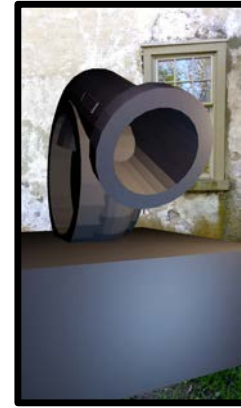
New construction, alterations, additions to structure, roofs, fences, porches, decks, garages & driveways, retaining walls, in-ground and above ground pools, storage sheds and all signs.

# Highlighted Business Opportunities



## Bed and Breakfasts

- Highly demanded by both locals and visitors
- Low start up costs, no need to change downtown
- Community members keep profits
- Airbnb, Couchsurfing, tenting



## Sculptures

- Weatherly Casting continues industrial tradition
- Enhances aesthetics while also supporting local business
- Famous sculpture Emil Lukas wants to contribute piece to Weatherly

# Conclusion

- Our suggestions should be organically implemented by the community
- We look forward to hearing your feedback

## **Point of contact**

Prof. Lawrence Malinconico (Tech Clinic Director)

[malincol@lafayette.edu](mailto:malincol@lafayette.edu)

Thank you!