



Lafayette College  
Technology Clinic 2018-19



# The Weatherly Trail: A New Engine for Development



Final Report Submitted to the  
Borough of Weatherly 1



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# Executive Summary

After a two-semester examination of the various factors and facets that go into the establishment and maintenance of the Weatherly Trail project, we have compiled our findings and recommendations into this final report structured as follows:

The Objective and Goals section explores the motivations and aims of the Tech Clinic as a program, their relevance and how they reflected into this project.

The Getting Started section provides an overview of the Weatherly Trail project, its current status and anticipated developments. It also sheds light into the various stakeholders and their expectations.

The Community Survey section summarizes results from a survey we conducted in order to gauge interest in the Trail project from both Weatherly residents and visitors.

The next sections discuss various suggestions and ideas that will complement the Trail project and amplify its effect: The Schwab School restoration, Fishing as a primary tourist and local attraction, website improvements and social media marketing and facilitating business creation.

The last sections acknowledge the various sources we used to compile this report and the multiple people that helped us realize this project.

# Meet the Team



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**Addie King**

B.S. in Chemistry.



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**Sarah Park**

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Director of the Lafayette  
Technology Clinic Program



**Dan F. Bauer**

Prof Emeritus of Anthropology,  
Tech Clinic Founder, “Curious  
Problem Solver.”



**Luis F. Schettino**

Associate Professor of  
Psychology and  
Neuroscience.

“Community based, not  
community placed.”

– Allison Czapp

Buy Fresh Buy Local, Greater Lehigh Valley

# Objective & Goals

The Technology Clinic is a two-semester program in which teams of students from each academic division work together to develop solutions to real-world problems for clients.

The students are nominated by professors and former Tech Clinic students and are mentored by two faculty facilitators. Project teams are purposely multidisciplinary and include students and faculty mentors from the Humanities, Social Sciences, Sciences and Engineering. To encourage “out-of-the-box” thinking we have no requirements for prior experience, thus reducing incoming “prejudices” in order to encourage innovative solutions.

This year, the Tech Clinic has been working on a number of proposals on how to most effectively use the incoming trail system to best meet the needs of Weatherly residents.

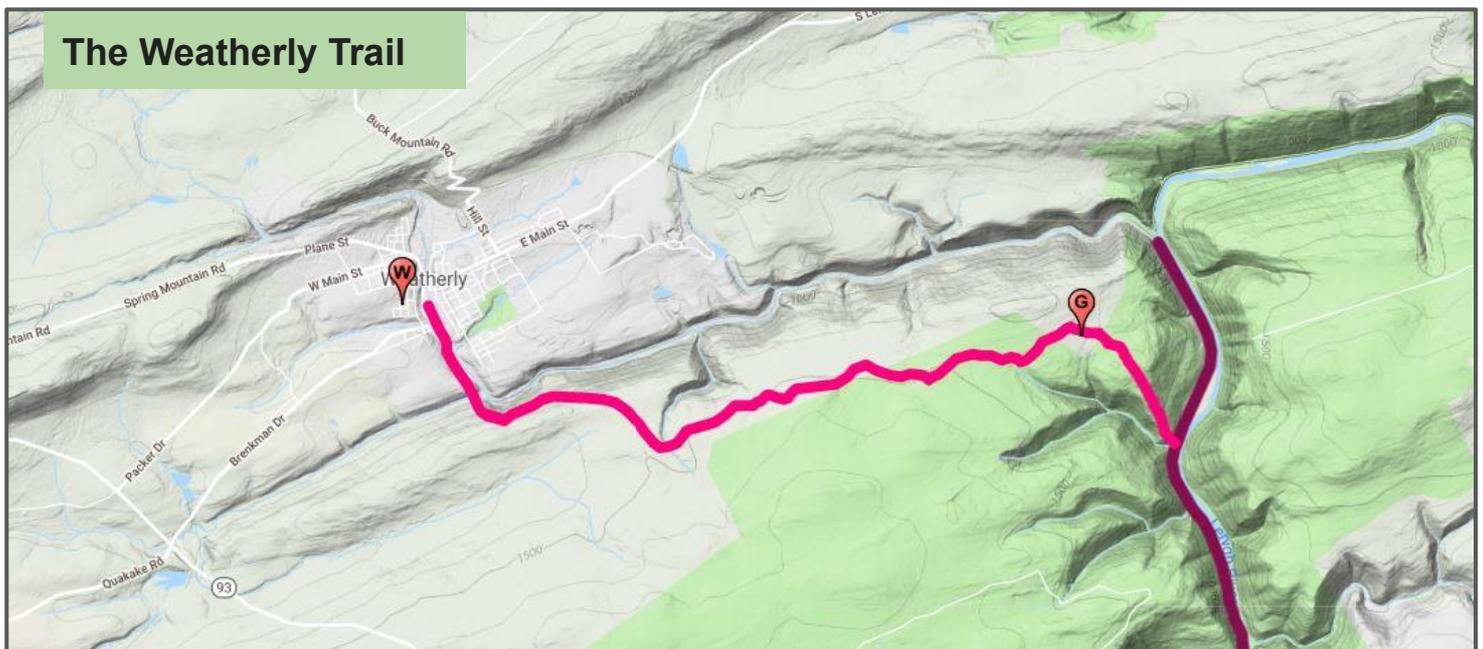
The Tech Clinic’s goal is to provide suggestions to Weatherly’s residents, policymakers, and stakeholders so that they may leverage Weatherly’s new trail to promote community-based improvements. While we believe that all of our suggestions are both beneficial and practical, these are only suggestions; the community must ultimately choose and then implement the proposals we have outlined so that they are organically integrated into Weatherly.

## Getting Started

# The Weatherly Trail

The image below displays the location of the Weatherly trail while also displaying what lays in its proximity. The Weatherly trail will connect with the Delaware and Lehigh trail system (burgundy line) at Penn Haven Junction. In addition, the trail is projected to connect to Hazleton and Eckley, creating a loop linking each community (see next page). We believe that bikers, hikers, families, birdwatchers, and Weatherly residents will be the primary users of the trail but its use is not limited to those users. Our hope is to optimize the usage of the trail while also attracting trail users into Weatherly's downtown district. We believe the trail will maintain and emphasize the natural beauty Weatherly has to offer.

The Weatherly trail will be approximately six miles and will begin at Weatherly (**W**), which is 1,090 feet above sea level. The trail will have an incline to the top of the peak (1,395 feet high) overlooking the Lehigh Gorge (**G**). From the peak, the trail will finally descend into Penn Haven Junction, 729 feet above sea level.

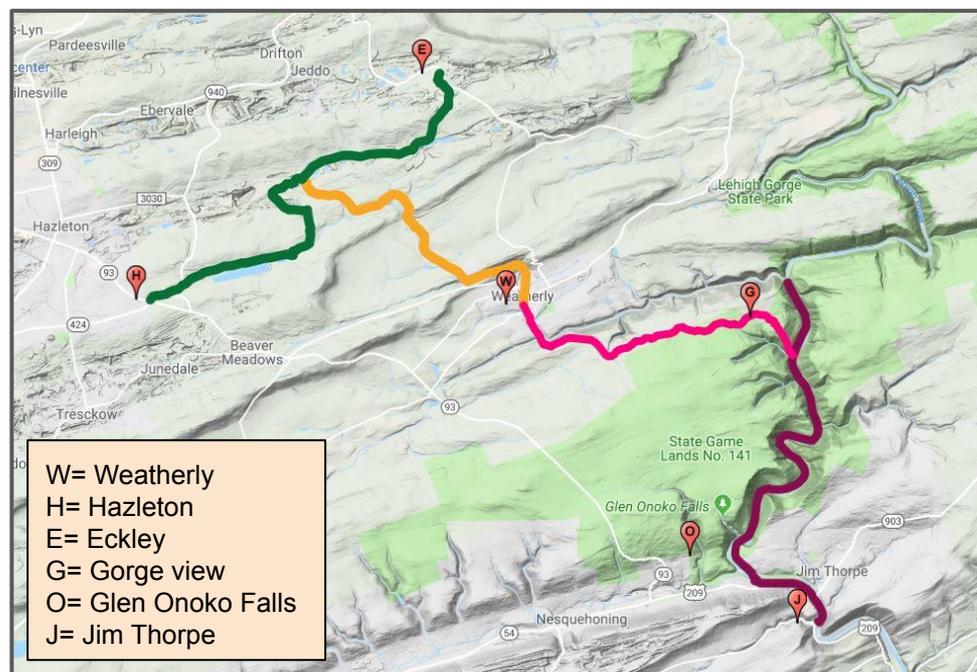


# Connection to the GHRT

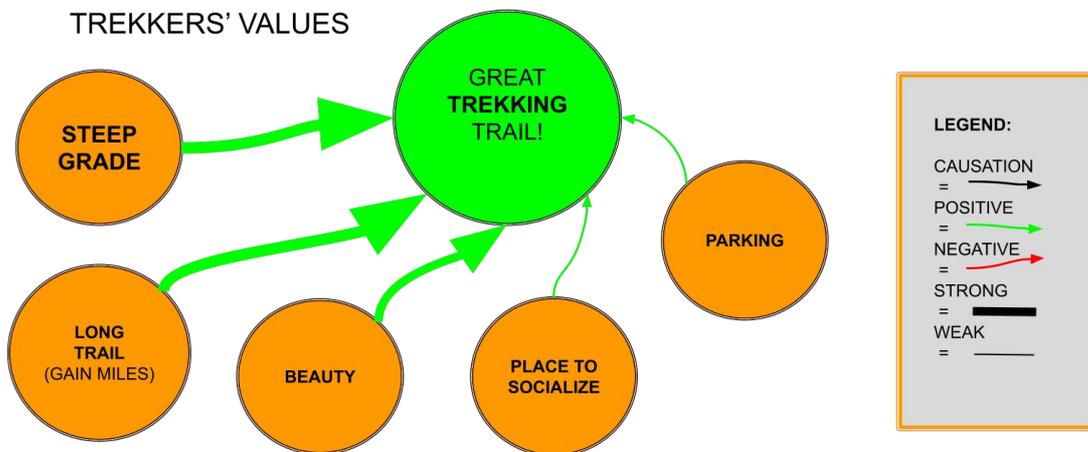
The differences in grade that the Weatherly trail will have are expected to attract hikers that enjoy a challenge (trekkers) as well as those who prefer a walk in the woods with a more gentle slope (strollers). BCM engineers, the firm contracted by the borough to design the trail, has done a good job of providing the right type of terrain that will attract both trekkers and strollers. Those who go the distance to the top of the trail will be rewarded by a beautiful view of the Lehigh Gorge.

## Connecting with the Greater Hazleton Trail

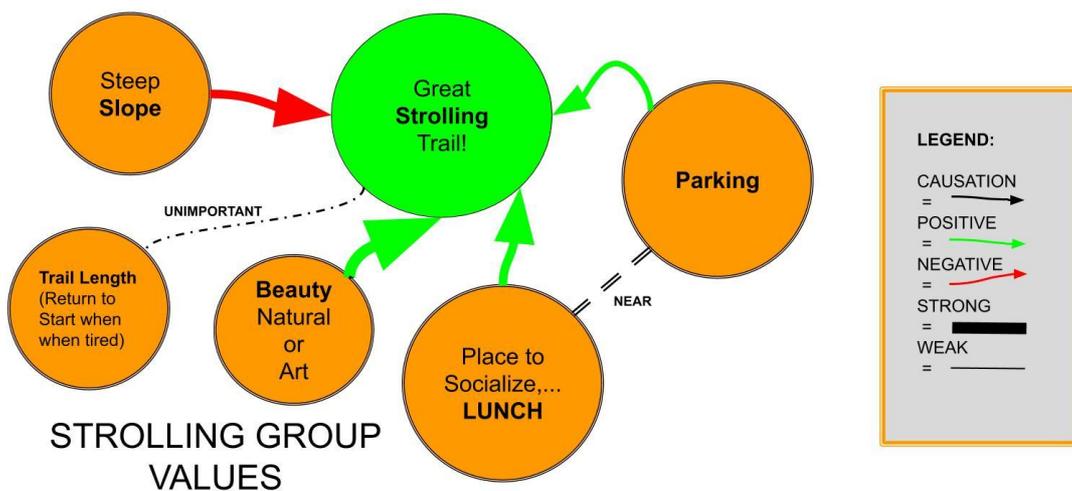
After speaking with the executive director of the Greater Hazleton Area Civic Partnership, Bob Skulsky, our team learned the status of the project with respect to the Weatherly Trail. The anticipated goal of the Weatherly trail will be to connect the trail with



the Greater Hazleton Rails to Trails (GHRT) from its trail head (H) at White Haven Road to the Lehigh Gorge Trail. GRHT has already begun Phase III of connecting Eckley (E) to Hazleton and anticipates finishing the trail by December 31, 2020. Once Hazleton is linked to Eckley, the trail is anticipated to continue to connect to another section of the Lehigh Gorge Trail--creating a 24 mile loop.



The competitive hikers we spoke valued steep grades, great views and long miles above other factors in ranking trails. Onokos Falls (now closed) was at the top.

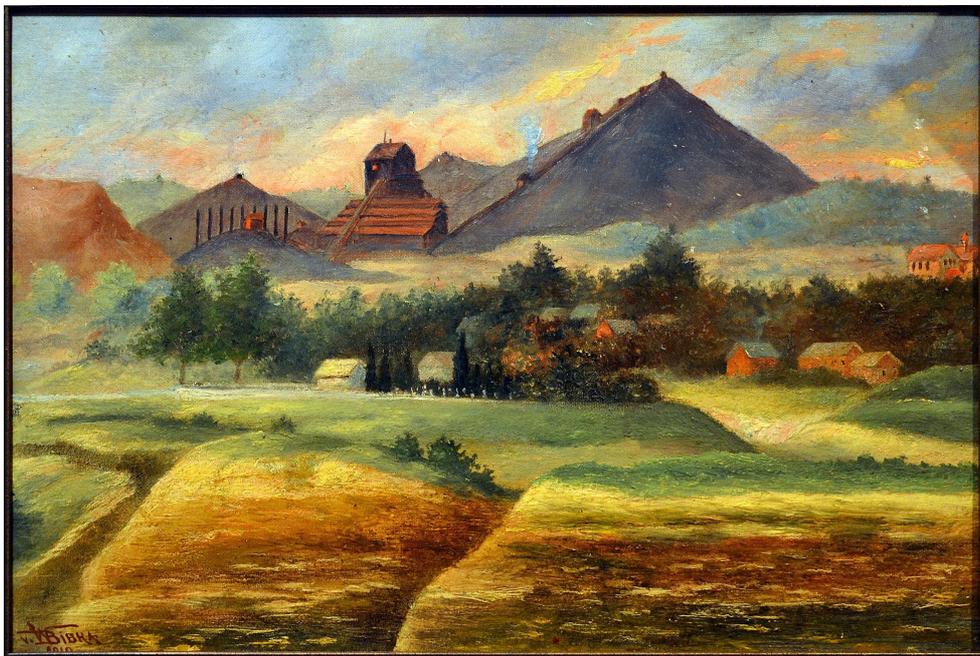


An Easton Area walking group we spoke with often used D&L trails, but preferred Jacobsburg for beauty and liked the Stirner Arts trail, meeting at the Silk Mills, walking and returning to eat lunch at the Mills' restaurants. The groups value *socializing* as much as *exercise*.

# Connection to the GHRT

The feasibility study anticipated to double--possibly triple--the number of visitors that use the Hazleton Rails to Trails program. As of now, every year, approximately 45,000 visitors use the programs trails. By increasing the number of visitors on the trails, more people would be inclined to visit surrounding areas, including Weatherly. This would help the borough economically.

The finished trail circuit will feature inclines suited for bikers, scenic paths for hikers, and fishing areas for fishermen. The trail proposed by GRHT includes a beautiful view of the hemlocks in the area, views of historic industrial sites, as well as a scenic view of the drop to Sandy Run. In order to accommodate an increased number of visitors, substantial parking will be available at the new Weatherly Borough Hall, near the silk mill. Connecting all of these trail systems will also provide easy access to each location and a greater sense of community. Because of this, it is important to gain as much support as possible for this trail in order to enhance the experiences of the community as a whole.



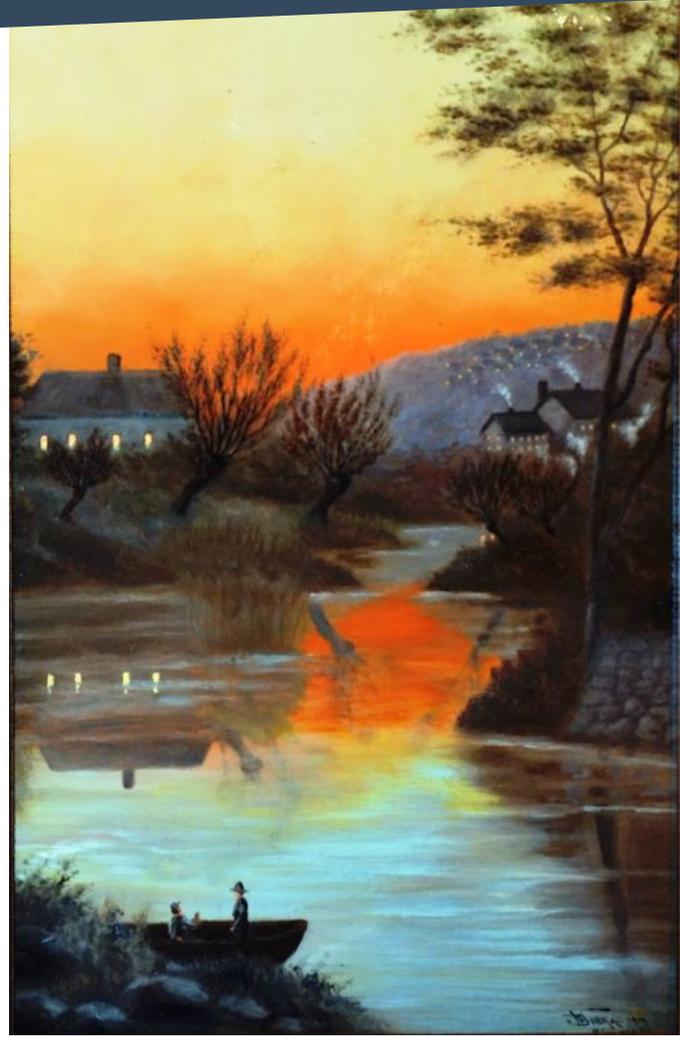
Beaver Meadows by Baron Wolfgang von Bibra October 1919

## Getting Started

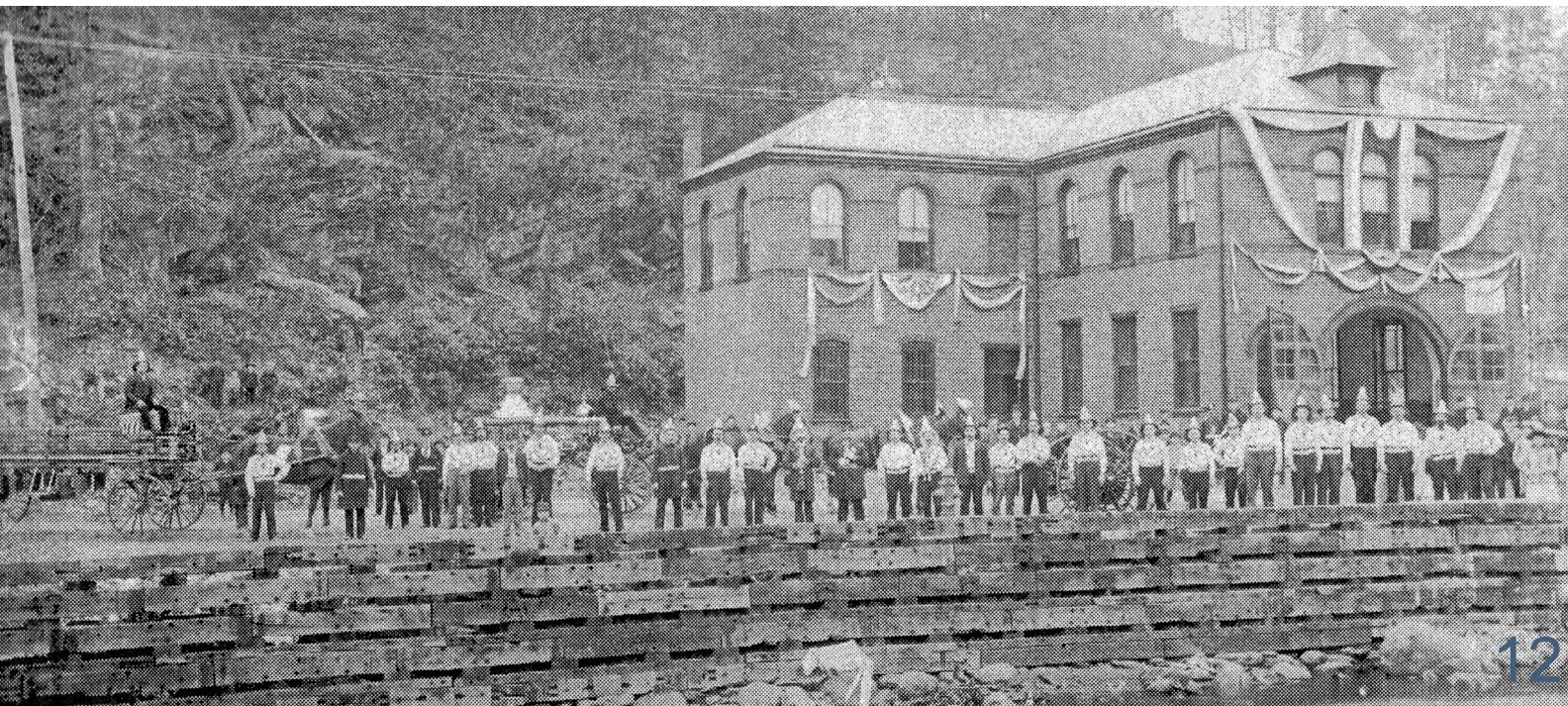
# Weatherly's Natural Assets

Weatherly's rich history and beautiful natural landscape makes the town a prime location for a trail. Mountain bikers will appreciate the trail's steep inclines, while casual hikers will appreciate the trail's natural beauty. The picture in the previous page and the one on the right were painted by Wolfgang von Bibra, a German romantic artist, illustrating the area's long-held reputation for natural beauty.

Along with hiking, Weatherly's historical downtown will naturally attract visitors. The area's rich history of locomotive production can be leveraged by locals as they establish businesses and festivals. Events such as a Steam Engine Festival, such as that in Jacktown, PA (which attracts people from as far as Connecticut) might be a good fit.



Sunset in Kingston, PA by  
Baron Wolfgang von Bibra 1919



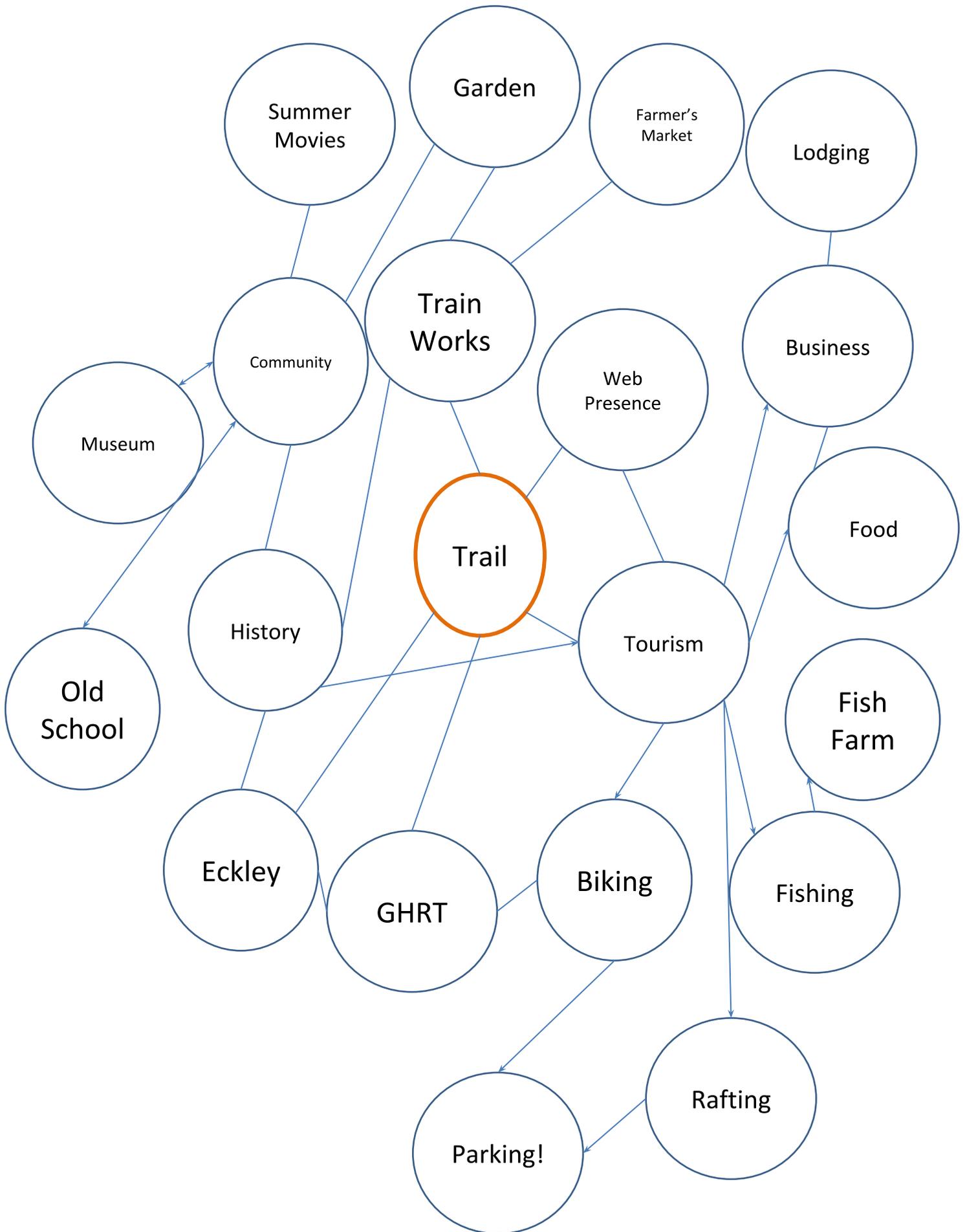
# Cognitive Map

Connecting Weatherly to the Trail

# Cognitive Map

The Tech Clinic has utilized a tool called “cognitive maps” in order to help us find the connections between the various interests of Weatherly residents and how they relate to the proposed trail. These maps have helped the team organize our thoughts, look at the relationships between different goals for Weatherly, and structure our suggestions. We have included the cognitive map for readers, both to highlight what Weatherly residents expressed they were interested in seeing develop in conjunction with the trail, as well as to illuminate our working process.





# Community Survey

Gauging Awareness about the New Trail

# Community Awareness of the Weatherly Trail

In order to gauge the Weatherly community's awareness and opinions of the new trail, a survey was posted in the "Weatherly Neighbors" and "What's Happening in Weatherly" Facebook groups. This survey was also distributed to residents with the monthly water bill (April 2019). 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.

## Questions:

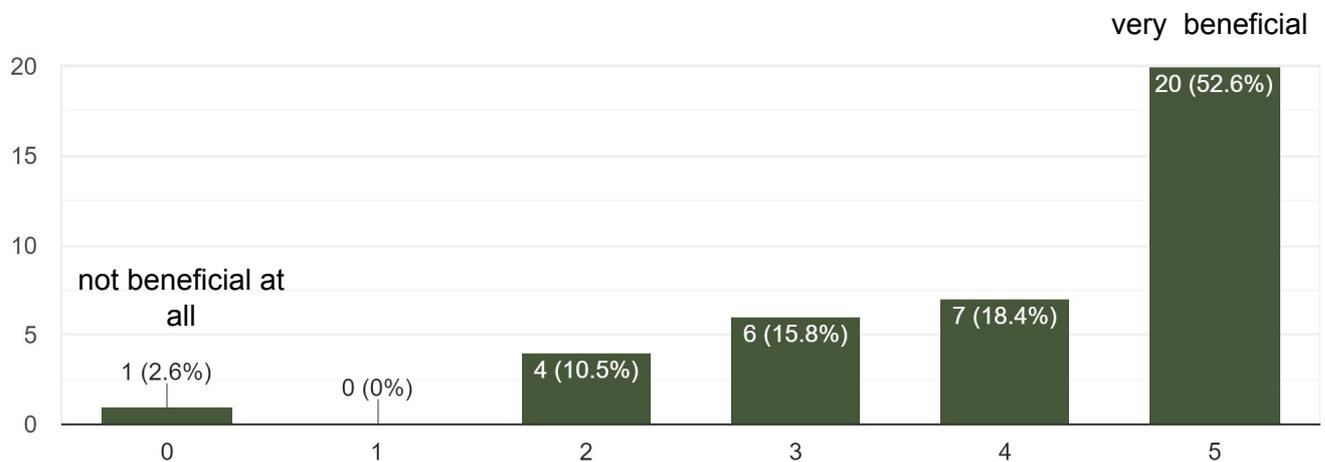
1. Are you currently a Weatherly resident?
  - Yes
  - No
2. How beneficial do you think this new trail construction will be to the community?  
not beneficial at all   0   1   2   3   4   5   very beneficial
3. What benefits do you hope to see from the planned hiking trail between Weatherly and the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

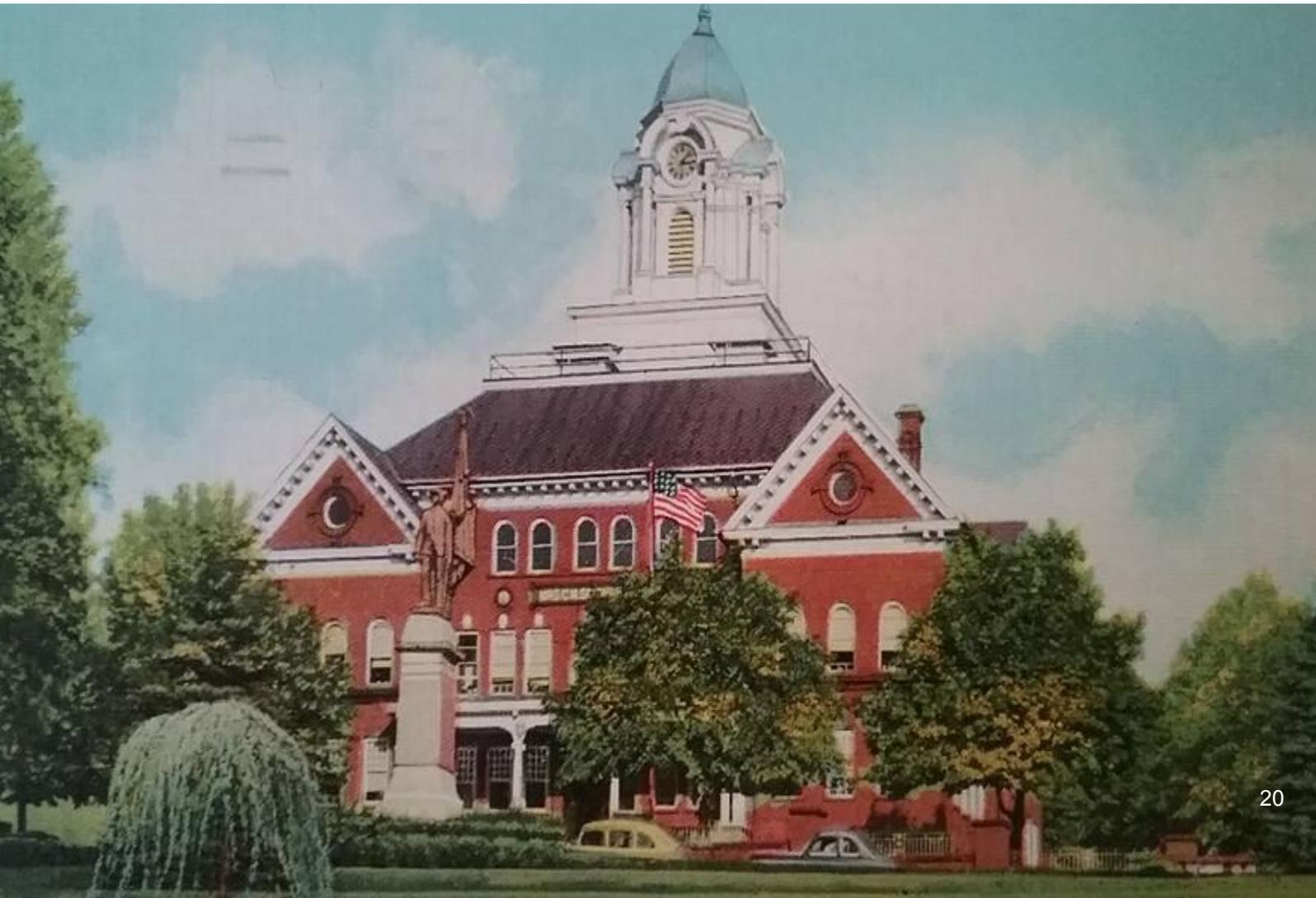
- The response answering that the trail would not be beneficial came from a Weatherly resident. Their concern was that “Weatherly is NOT Jim Thorpe!!”
- Responses answering 3 or lower were mostly concerned about increased cost to taxpayers and added traffic within the town. Effects of this, such as lack of parking and potential destruction of natural habitats, were also a concern.
- Several responses also expressed concern about ensuring the police and fire departments are expanded to accommodate the larger number of people in the town.
- Responses above 3 mostly expressed excitement about business development and increased revenue for Weatherly.
- A wider sample of responses will be available in the coming weeks as surveys are returned with residents’ water bills.

Opportunity #1

# The Schwab School

# The 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.



# The Schwab School

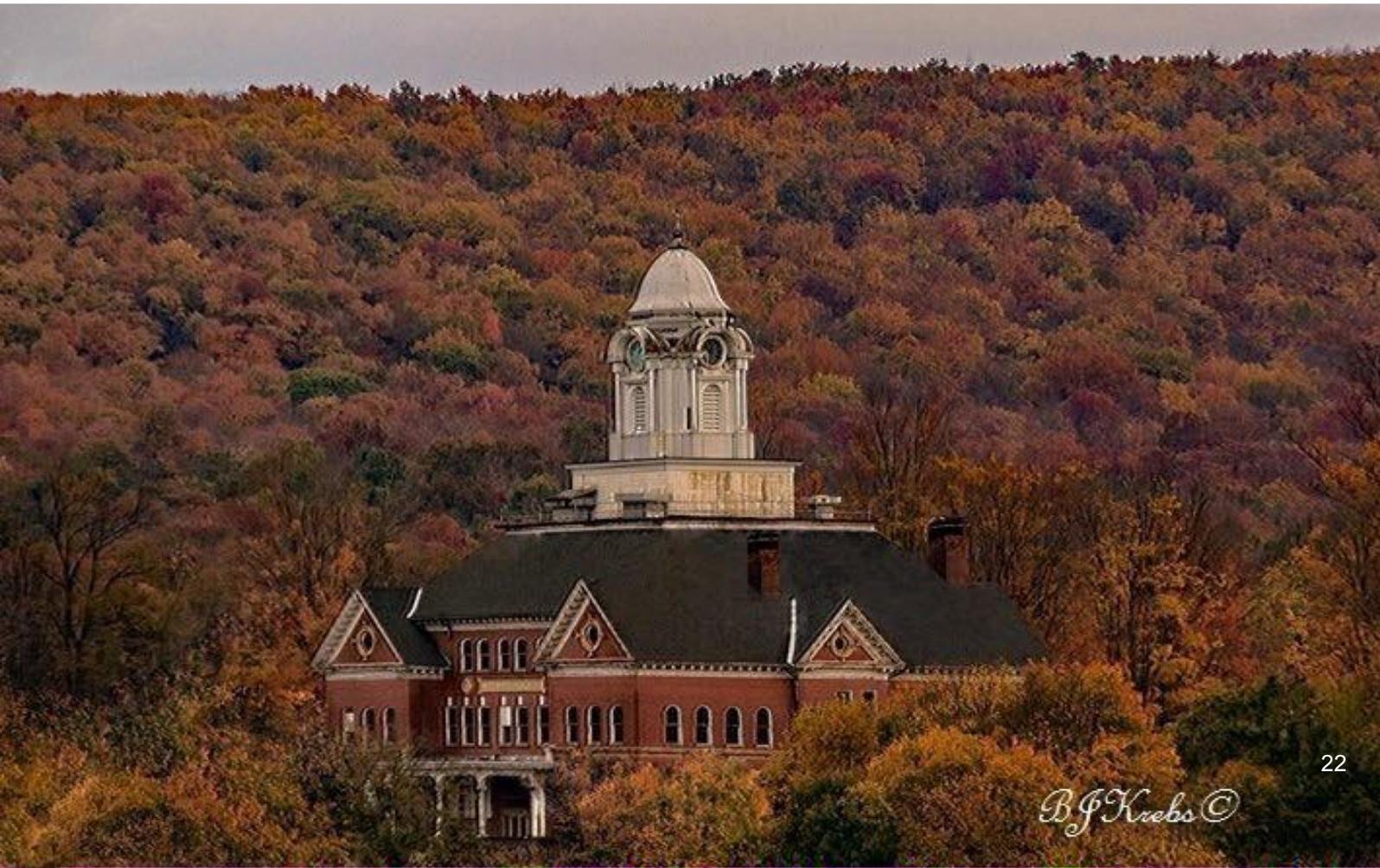
1. **Movie Nights** - Once restored, the old theater in the school could serve as a space not only for community theater, but for movie nights. These nights could draw members of the community together. On warm summer nights these showing could move to an outdoor space in the Train Works
2. **Cafe and 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.



# The Schwab School

**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**

# Fishing: The Past, Present, & Future



Mining defines the Black Creek’s history. This descriptive name comes from tannin being found in the water, as the creek flows through a pine forest. In the early 1800s, anthracite mining began which lead to anthracite particles seeping into the water causing a decrease in the native trout population. This continued up until the late 1900s when sadly another chemical found its way into the stream, beryllium. Between 1970 and 1990, the amount of beryllium in the water increased, caused by the chemical plant operated upstream in Stockton. Yet, this erosion has been corrected as public work projects and lime addition remediation decreased the acid content of The Black Creek. These projects have had such a substantial impact that fish are now present in the creek.

Since the late 1900s trout of all sizes have been seen in the Black Creek. Currently, a 2.4-mile portion of the Black Creek has been rated a Class A stream. That is to say, this portion of the creek ranks among the best places to fish in Pennsylvania, as rated by the Pennsylvania Fish and Boat Commission, and supports a population of wild trout of size and abundance to support long term and rewarding sport fishery. This Class A section is the second portion of the creek and is about 1.2 miles from the headwaters downstream of the Concrete Sluice. In addition, 97% of this portion of the creek sits on and runs through publicly owned land, an especially important fact to note.

With such an underutilized asset, Harold Pudliner, supported the creation of a report titled, “The Economic Impact of a Cold Water Fishery on the Hazle, Quakake, and Black Creeks in Weatherly”, that studied and predicted the economic impact of fishing. Some key statistics that emphasize the potential impact in Carbon County by 2023 are as follows: the total estimated output or economic activity will be \$504,000, the total estimated taxes will be \$75,000, and the number of anglers will be 2826 people. Anglers are the group of people driving this impact, so where do they go? A breakdown of angler expenditure can be seen in Figure 1. Figure 2 shows how anglers will impact the town directly and indirectly. As referenced in our first presentation, increasing the township’s revenue leads to better conditions, financially and aesthetically, and thus maximizing this asset should be a priority. We attempted to do just that.

**Table 4. Spending Data Used in Estimating the Impact on the Carbon County Economy from Fishery Visitation in 2023**

	Adjusted Data for 2018	Adjusted Data for 2023
Fishing Supplies	\$23.60	\$25.02
Guiding Services	\$12.32	\$13.06
Restaurants	\$33.15	\$35.14
Amusements	\$3.71	\$3.93
Equipment Rental	\$0.86	\$0.91
Auto-Related	\$26.16	\$27.73
Lodging	\$41.32	\$43.80
Groceries	\$28.49	\$30.20
Souvenirs	\$5.96	\$6.32
Fishing Equipment per Year	\$24.91	\$26.40

Source: “Economic Impact of Recreational Trout Angling in the Driftless Area,” by Donna Anderson, Ph.D.,

Table1

**Table 5. Estimated Impact on the Carbon County Economy from Fishery Visitation during 2023 (2023 Dollars)**

	Direct	+Indirect	+Induced	=Total
Employee Compensation	\$103,696	\$12,568	\$14,156	\$130,420
+Proprietor Income	\$15,733	\$8,187	\$2,645	\$26,565
=Labor Income	\$119,429	\$20,755	\$16,801	\$156,985
+Other Property Type Income	\$49,929	\$15,444	\$17,574	\$82,947
+Indirect Business Taxes	\$30,622	\$3,299	\$3,648	\$37,569
=Total Value Added	\$199,980	\$39,498	\$38,023	\$277,501
Output	\$370,242	\$71,788	\$62,300	\$504,330
Employment	5.5	0.5	0.4	6.4

Source: IMPLAN®

Table 2

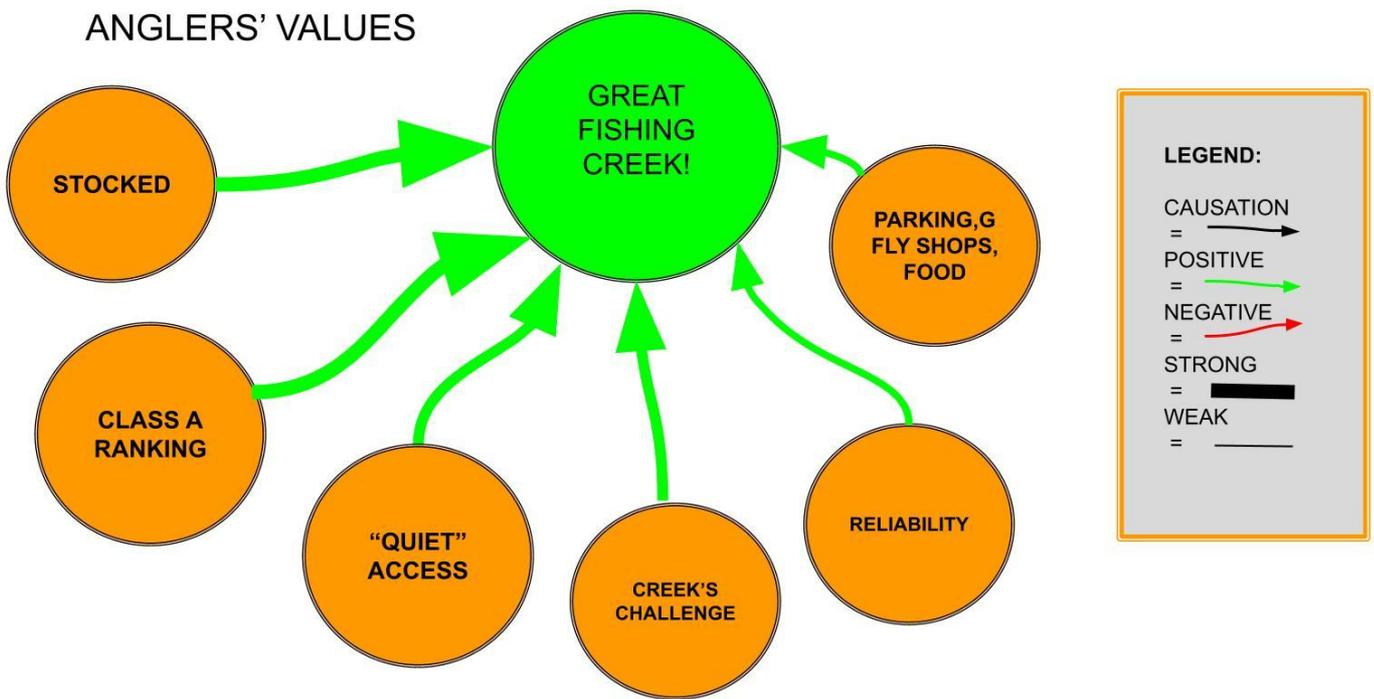
# Marketing Plan: Methodology

With the potential to substantially increase revenue for the borough, we decided to focus on how to best promote fishing in the area. First we sat down with different people and organizations to gather and then refine useful information pertaining to fishing. This information focused on the properties that make a creek desirable. We then pulled this information together to create an informational business card to attract potential anglers.

We conducted many informational meetings but gained the most valuable insight from a total of three different organizations and individuals. Since none of us knew much about fly fishing, we first attended a Trout Unlimited Chapter Meeting. During this meeting, we were exposed to the terminology surrounding fly fishing, potential contacts in the Lehigh Valley, and how different conditions affect an angler's ability and desire to fish a creek. The biggest takeaway from the Trout Unlimited Chapter Meeting was the useful suggestions we received and the best direction to proceed. After meeting with the folks from Trout Unlimited, we started to conduct interviews with individuals. We interviewed two people, Douglas Freemann and Dr. Edwin Hart.

Doug, a former member of the United States Youth Fly Fishing Team, gave expert insight on what draws him to different creeks and how he receives the information he acts on. To start, the most useful piece of information Doug gave us was that our target audience are serious anglers, since anyone driving to Weatherly would be doing it as a day trip. This is important as it significantly narrowed our target audience from any fisherman to only experienced / serious fishermen. Outside of this, we talked about the amenities he finds valuable near a creek, how he hears about a creek, and the differentiating factors between creeks. Doug found that the most useful amenities were parking lots, places to eat, tackle shops, and an easily accessible path down to the stream. As for sources of information, Doug gathered most of it through local fly shops and word of mouth but also used different forums and organizations like Fly Fish PA, TCO, and Orvis. Lastly, Doug said the biggest differentiating factors between creeks are the size and quality of the fish, the accessibility of the creek, what the creek looks like, if the creek runs high or low, if the fishing is consistent, and if you can fish year round. After meeting with Doug we knew the major features of an attractive creek and wanted to refine that.

Dr. Hart, an expert angler and podiatrist, confirmed and supplemented the information received through the interview with Doug. We performed Dr. Hart's interview by using a technique recommended by Dr. Bauer. The technique emphasized Dr. Hart's input and asked him to rank creeks by moving notecards, with different creek names, into a hierarchy. When doing so, we asked why he put one creek above another to root out the different factors that make a creek more valuable than the next. Through this technique we found the most important features were if the creek was stocked, if it was a Class A creek, the challenge level, the creeks aquatic features, the reliability of the creek, the natural life around the creek, and the amenities around the creek which include parking, fly shops, and places to eat. There was significant overlap between Doug's and Dr. Hart's responses. With this information collected, we moved to how to use it best.



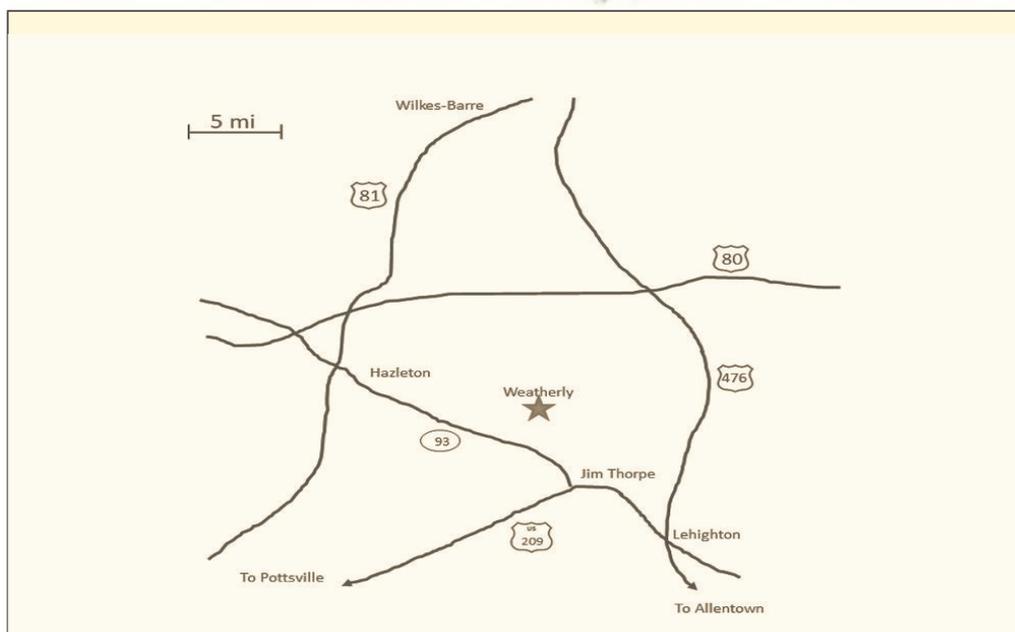
Our structured discussions with Doug Freeman and Dr. Hart are reflected in the diagram above. "Quiet access" refers to branches to fishing sites, off the main trail, so that trail traffic does not disturb the fishery.

# Marketing Plan: Proposal

With the information we collected, we created an informational business card that emphasizes the important factors of The Black Creek. This acts as a way to advertise the stream. We thought this was the best way to promote the stream since both respondents found new creeks through local fly shops or by word of mouth. So, handing out these informational business cards to anglers and fly shops acts as the most direct way to increase traffic to The Black Creek. The informational business card is pictured below. The card details where the black creek is, where to park, that it is a Class A stream, what flies to use when fishing, the insect life present, the best time to go, that 97% of the creek runs through public land, the size and quality of the fish, the aquatic qualities of the river, and the best equipment to bring. This useful information will not only advertise the creek but provide new fisherman with information only locals have.

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

# Hatchery

Another aspect that was discussed during our first presentation was how to open and operate fisheries. With The Black Creek's potential, any way to improve the creek could only add and create value. One possibility would be to stock the creek by way of opening up a hatchery. By stocking the creek, fishing becomes more attractive, which would draw more anglers. To help in this process, we contacted the Pennsylvania Fish & Boat Commission, the Pennsylvania Department of Agriculture, and Mr. David Due.

To get approval for a propagation license one must fill out multiple application forms and be approved by the Pennsylvania Department of Agriculture. From what we have heard, people do not get turned away often and it is a relatively easy process to get approval. There are a total of sixteen documents that must be filled out which can be found at the link provided at <https://bit.ly/2IVID3x>. For the discharge permit, one should contact the United States Environmental Protection Agency to get approved, as their land will have to be assessed.

Lastly, two contacts that might be useful for any entrepreneurs undertaking this task would be David Due at Country Spring Farms and Greenwalk Trout Hatchery. David Due applied and received his propagation license and now runs a fish farm. He can provide different insights he picked up along the way, which might be useful. In addition, Mr. Due suggested talking to the people at Greenwalk Trout Hatchery, as they raise fish and know the best practices on owning a hatchery.

## Application

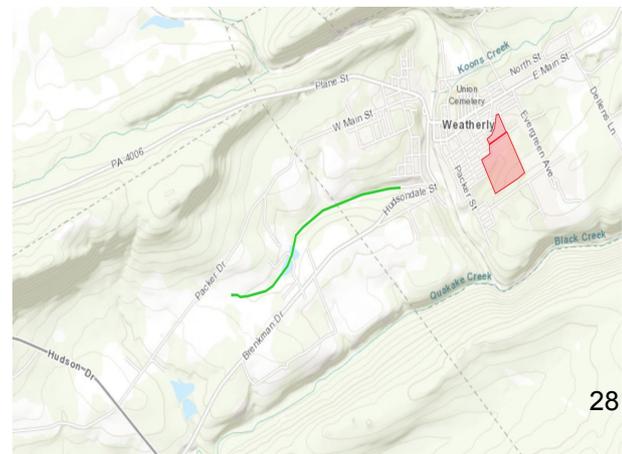
Fill out the applications and return all the required documents. Also contact the EPA for information about the discharge information.

## Reference

Reach out to Mr. Due and Greenwalk Trout Hatchery to get useful tips and tricks about building and opening a hatchery.

## Build

Start!



Opportunity #3

# Website Improvements

# Website Improvements



HOME HISTORY BOROUGH HALL PARKS CONTACT & LINKS EVENTS

## Welcome to Weatherly Borough!

The Borough of Weatherly was founded by Benjamin Romig in 1825 through the purchase of a 400 acre piece of land.

The Borough of Weatherly was incorporated on October 8, 1863. Starting with the timbering industry and moving forward with the development of the railroad and transportation of coal; the population of the town grew dramatically. Other industries were started that employed vast numbers of the population of the town and surrounding communities and even one classified as the largest in the world.



The town had influences that were noteworthy in our region and the country; individuals such as Asa Packer, Charles Schwab, James Audubon, and has touched the lives of Mrs. Theodore Roosevelt and Alice Roosevelt.



Over the years; the development of the Weatherly School District, Weatherly Foundry and Castings, Weatherwood and Heritage Hill; facilities for the care of the aged, have made an important contribution to the towns development Eurana Park and the Schwab School as well as the Lehigh

## News & Events

### Part-Time Police Officer

The Borough of Weatherly is accepting applications for the position of Part-Time Police Officer.

Applicants must have completed Act 120 (Municipal Police Training Course)

Applications are available at the Borough Office / Police Station

10 Wilbur Street  
Weatherly, PA 18255

Between the hours of 7:30 A.M. & 4:00P.M. weekdays, except holidays.

Weatherly borough is an equal opportunity employer

Weatherly Police Department  
Drop Box

Weatherly residents may bring unwanted

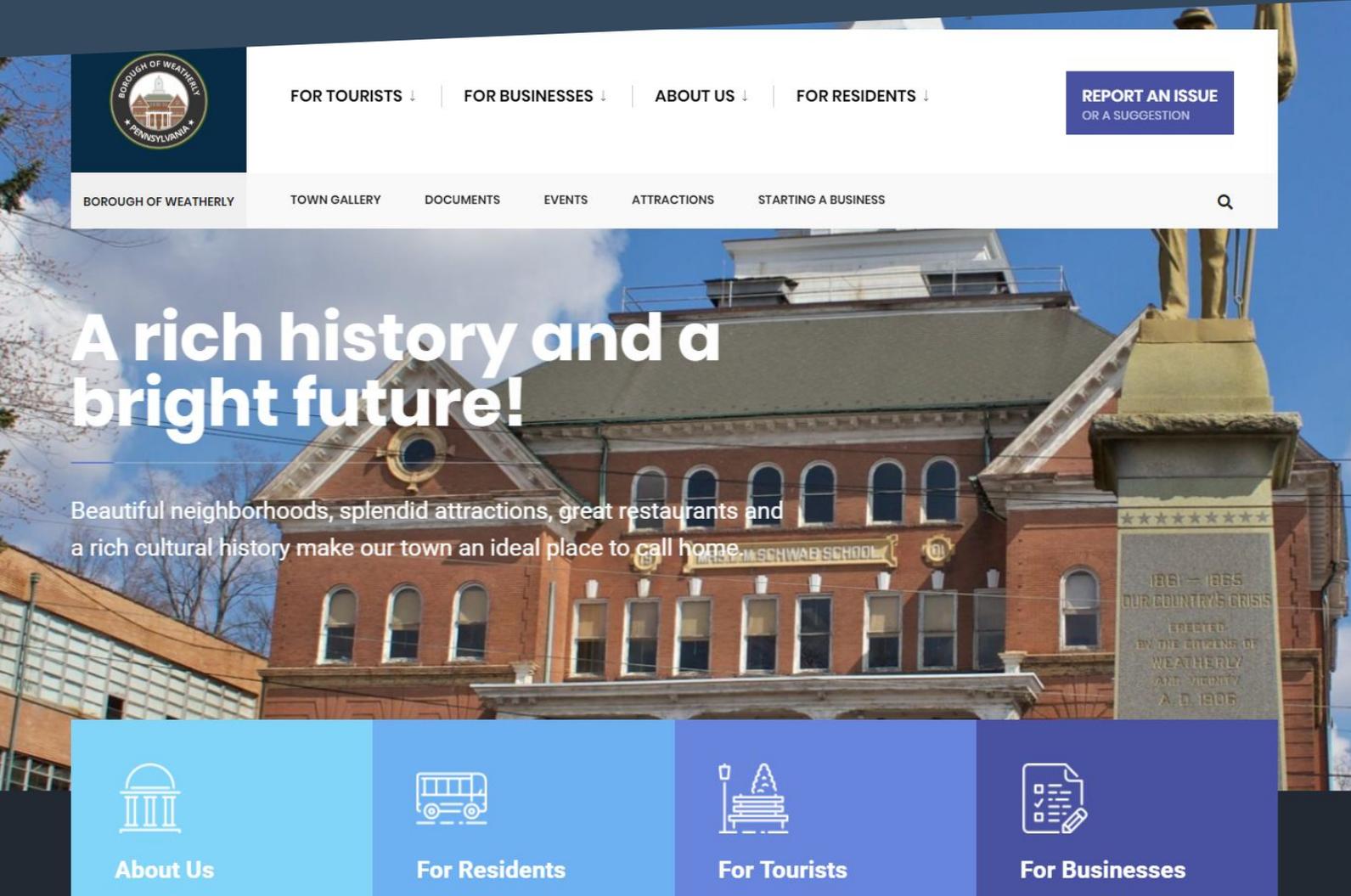
1 Dynamic, fresh content

2 Focus on attracting businesses

3 Better communication channels

4 Featuring the Trail

# Website Improvements



The goals of updating the website are to keep information on the website up to date, promote Weatherly as a welcoming place, serve as an information hub for the local community, and attract tourists and businesses by providing useful information. While taking all of this into account, another goal of updating the website is to have an easily navigable website.

The following pages show a possibility of what the updated Weatherly webpage could look like. The colors on the right indicate the webpage's overall structure and contents.



# Website Improvements - Home Page



FOR TOURISTS ↓

FOR BUSINESSES ↓

ABOUT US ↓

FOR RESIDENTS ↓

REPORT AN ISSUE  
OR A SUGGESTION

BOROUGH OF WEATHERLY

TOWN GALLERY

DOCUMENTS

EVENTS

ATTRACTIONS

STARTING A BUSINESS



## Events

- Features upcoming events and gatherings



**Upcoming Events**  
Find out what is going on.

**Patch Town Days: Italian Fest**  
June 22-23, 2019  
Eckley Miners' Village Museum  
2 Eckley Back Road, Weatherly, PA

**Lehigh RiverFest**  
August 23-25, 2019  
The Adventure Center at Whitewater Challengers  
288 North Stagecoach Road, Weatherly, PA

## Attractions

- Features the most famous attractions, such as the Train Works.



**Educational & Recreational Attractions**  
Find out what we have for you.

**The Weatherly Trail**  


**Black Creek**  


**Train Works**  


**Eckley Miners' Village Museum**  


## Announcements

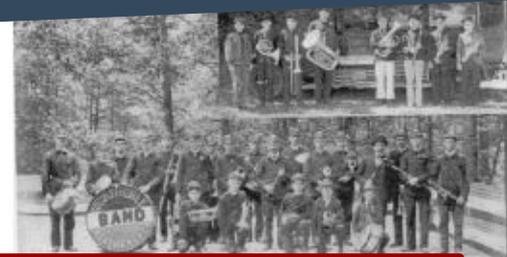
- Announcements are in the form of posts and should be updated periodically.

**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 →

# Website Improvements - About Us



## History:

- Transferred from the current website.

## History

Throughout the 150 years, Weatherly has retained the small town atmosphere, a small rural community of people that love their legacy, cherish the wholesome lifestyle and bask in the beauty of their natural surroundings.

Weatherly was incorporated on the eighth day of October, 1863 being cut from the Township of Lausanne. But the beginning of Weatherly, then known as Black Creek, was settled in 1825 by Benjamin Romig on 400 acres of prime timber land he owned on the west side of Black Creek (Hazle Creek). It was called Black Creek because of the dark water that came from the hemlock swamps that flowed down through the town. The area was settled to take advantage of the standing timber. It was not long after that; the Beaver Meadow Railroad came through the town, which served as a stopping place for engineers and crews.

Railroad shops were erected in the town and the Hazleton Railroad was connected to Black

I am looking for...

### Recent Posts

[Proposed Downtown District Ordinance](#)

[Annual Water Quality Report \(Gallery Post\)](#)

## Borough Hall:

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

## Borough Hall

### Administration Officials

**Thomas J. Connors**

Mayor / Council President

**Harold J. Pudliner, Jr**

Borough Manager / Treasurer

**Lori O'Donnell**

Borough Secretary

**James R. Nanovic, Esq.**

Solicitor

## Town Gallery:

- Collection of pictures of the town.

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

## Town Gallery



I am looking for...

### Recent Posts

[Proposed Downtown District Ordinance](#)

[Annual Water Quality Report \(Gallery Post\)](#)

# Website Improvements - For Residents



**Homepage** of the Events section.



**A vibrant town nestled near the Lehigh River Gorge.**

### Upcoming Events

Find out what is going on.



**Patch Town Days: Italian Fest**  
June 22-23, 2019  
Eckley Miners' Village Museum  
2 Eckley Back Road, Weatherly, PA



**Lehigh RiverFest**  
August 23-25, 2019  
The Adventure Center at Whitewater Challengers  
288 North Stagecoach Road, Weatherly, PA

## Events:

→ Information, dates and details of ongoing events..

## 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

### Recent Posts

- Proposed Downtown District Ordinance
- Annual Water Quality Report (Gallery Post)

## Current Projects:

→ Lists ongoing projects and information about progress.

## 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.

### Recent Posts

- Proposed Downtown District Ordinance
- Annual Water Quality Report (Gallery Post)

# Website Improvements - For Visitors



**Homepage**  
Attractions section.



## Educational & Recreational Attractions

Find out what we have for you.

<p><b>The Weatherly Trail</b></p>  <p><b>Train Works</b></p> 	<p><b>Black Creek</b></p>  <p><b>Eckley Miners' Village Museum</b></p> 
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## Nature & Recreation:

→ Recreational attractions and links to their websites.

## History & Education:

→ Historical attractions and links to their websites.



### 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 E. 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:

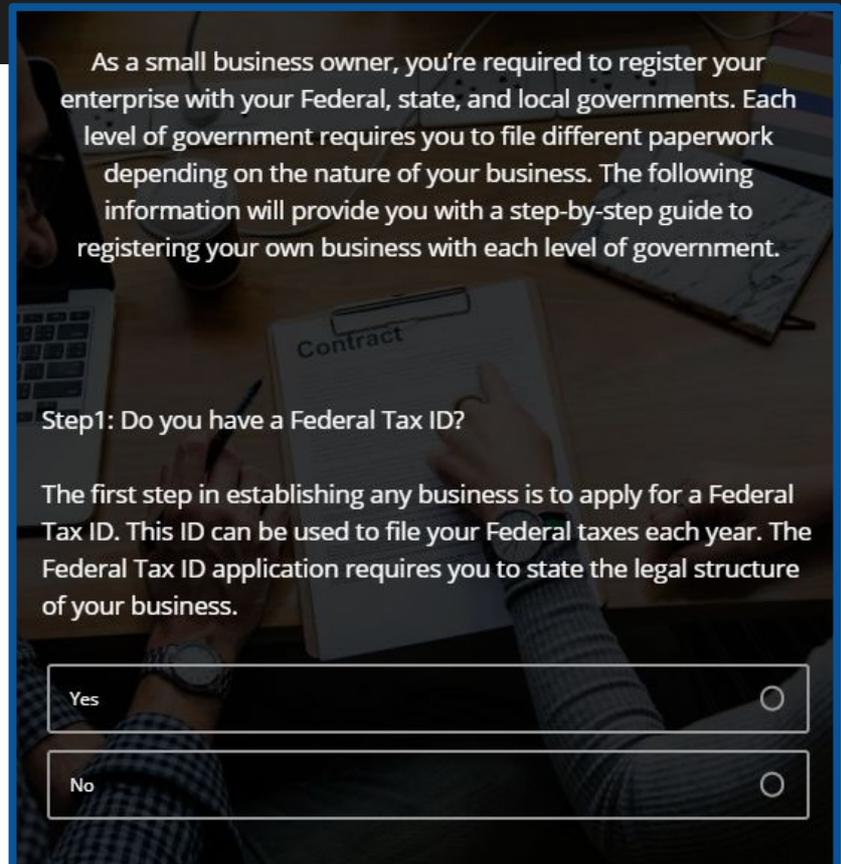
The Charles M. Schwab High School was donated to Weatherly as a gift by Charles M. Schwab, president of U.S. Steel Corp. in 1903. It fell out of use at the end of the 20th century and was sold by the borough in 1997. Residents of Weatherly managed to buy it back in early 2000's.

# Website Improvements - For Businesses

## For Businesses

### 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

### 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.

Opportunity #4

# Attracting & Facilitating Business Creation

# Opportunities for Growth

We expect that the Weatherly trail will bring a significant number of visitors into the town. Furthermore, we believe that this represents an opportunity for local entrepreneurs to capture this new demand by establishing businesses that will cater to the needs of both the local community and the trail-users.

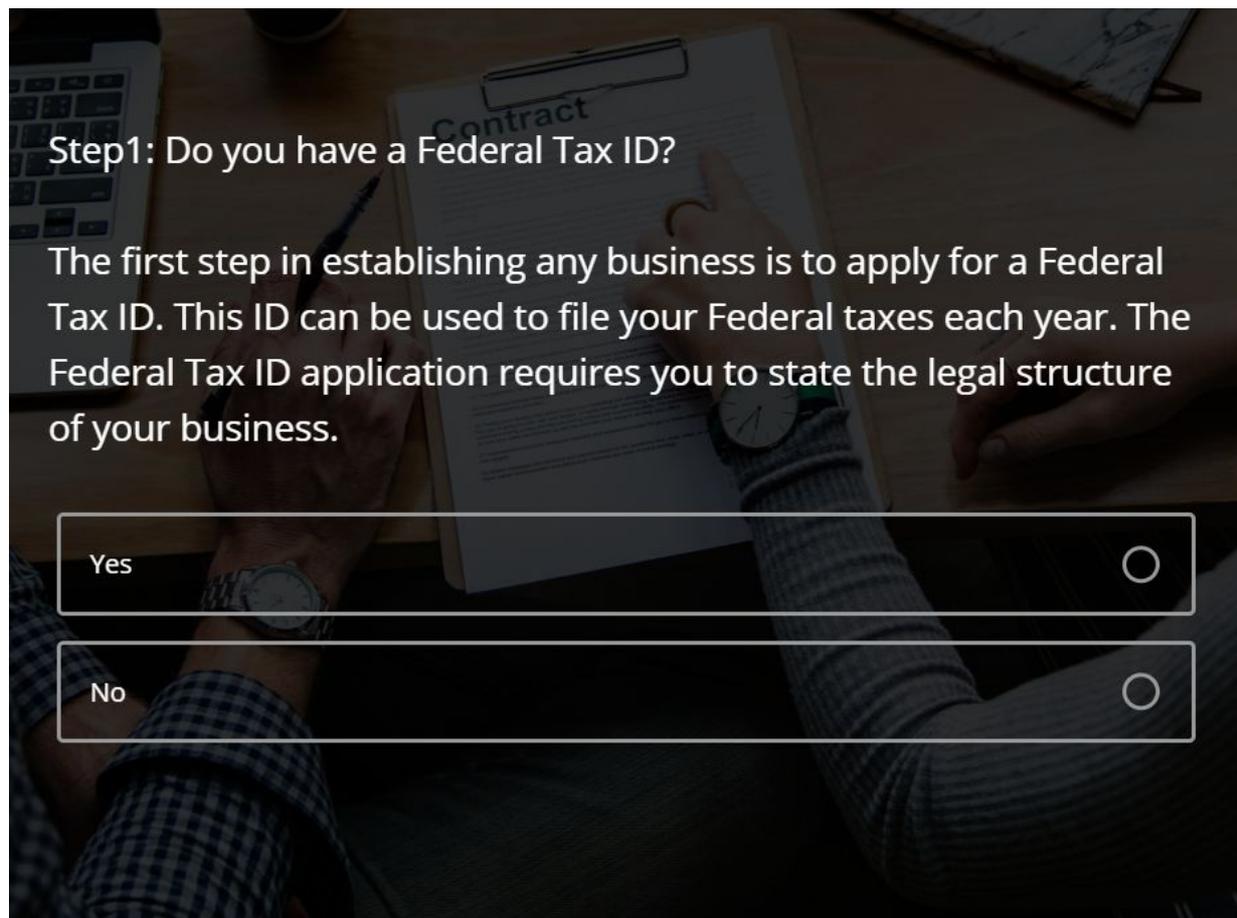
We project that the new trail will attract mountain bikers, families, bird-watchers, fishermen, rafters, hikers, and other outdoor enthusiasts. Therefore, we believe that restaurants, bait-shops, Airbnbs, cafes, and convenience stores will be successful in Weatherly. Residents of Weatherly have voiced their desire to have greater access to local food shops and public meeting places, and so, these types of businesses will help to serve the needs of local residents in addition to those of visitors.

Businesses in Weatherly can also take advantage of other suggestions in this report in order to boost their revenue even more. Periodical farmers markets, local festivals, and community events represent opportunities for businesses in Weatherly to reach new customers. Businesses could also potentially find retail space in the renovated Schwab School. As more people visit Weatherly's town website, more visitors will come to support local businesses. The quiet nature of Weatherly and abundance of parking are qualities that will differentiate Weatherly from nearby Jim Thorpe.

While the potential for economic growth is evident, successfully establishing a business is difficult work. Our goal in this section of the report is to outline resources that could provide local entrepreneurs with the information and resources required to start a business.

# The Business Portal

- The Business Portal on the new website will match entrepreneurs with the legal documents that they need to submit in order to begin a business in Weatherly, breaking down one barrier to new businesses.
- Entrepreneurs will answer questions related to the various aspects of their business, such as legal structure and industry. The Business Portal will then provide the required federal, state, and local documents that need to be filed for the exact type of business that they are working to establish.
- The Business Portal will be accompanied by additional resources for businesses that will provide additional information and suggestions to entrepreneurs.



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

# Leveraging Online Advertising



In the digital age, online advertising is one of the best ways to reach potential customers. Having an active presence on travel guides, such as Tripadvisor and Yelp, will be great investments for the long-term health of Weatherly businesses. Additionally, Google Ads can be leveraged to increase the visibility of locally-owned businesses. The Business Portal will be supplemented by step-by-step guides that provide ideas and suggestions to improve a business's online presence.



# Business Opportunity: Bed & Breakfast

We would like to highlight a few online platforms that we believe would open lucrative business opportunities for local entrepreneurs: Airbnb and Couchsurfing.

From our interviews, many Weatherly stakeholders have made it clear that a place to stay overnight in Weatherly would be highly demanded and beneficial to the local community.

Given Weatherly's charm and physical location, we completely agree that the hospitality sector would thrive concurrently with the various activities that accompany it such as camping, sightseeing and hiking.

However, hotels are expensive to build and may take away from the cultural landscape of the town. Instead, residents could opt to rent out private rooms through Airbnb or Couchsurfing to avoid the high upstart costs of hotel. This business model also ensures that local residents are the ones profiting off of visitors.

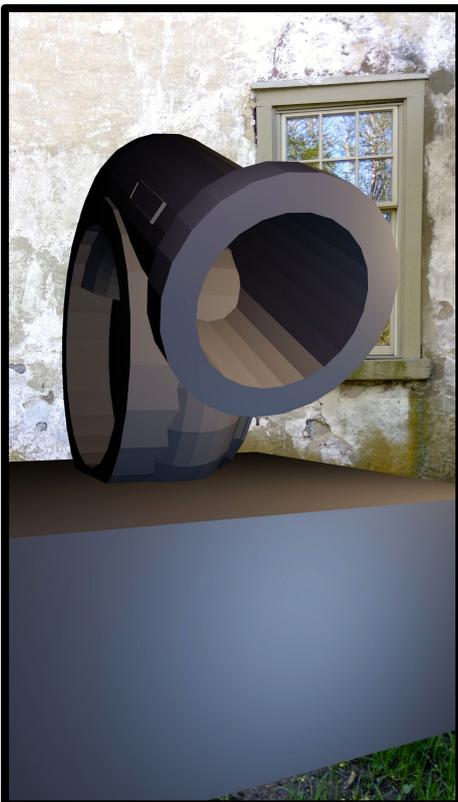
Another possible way to host overnight guests is through tenting, a growing trend where campers rent out yard space from local property owners. Tenting would likely be especially successful in Weatherly, as campers would likely be attracted to the Weatherly trail and other nearby nature attractions.

# Business Opportunity: Sculpting

Weatherly Casting continues the town's great industrial tradition, and we believe that the company could work well in conjunction with other local efforts. Going forward, we would suggest that the town takes advantage of this company by sourcing many of its sculptures for the Trainworks and for around town from Weatherly Casting. In doing so, Weatherly would be supporting a potentially lucrative local business while also awakening its historical reputation for industrial manufacturing.

Furthermore, world-renowned sculptor Emil Lukas looks to move from Stocktown, PA to Bethlehem, PA. Much of industrial work done at the Foundry has highly sculptural qualities. Mr Lukas has expressed interest in designing a display expressing the beauty of some these castings for the downtown Weatherly area in conjunction with Weatherly Casting. Such work could be placed within the existing Trainworks structure after it is renovated and would express the industrial aesthetics of the historic structure.

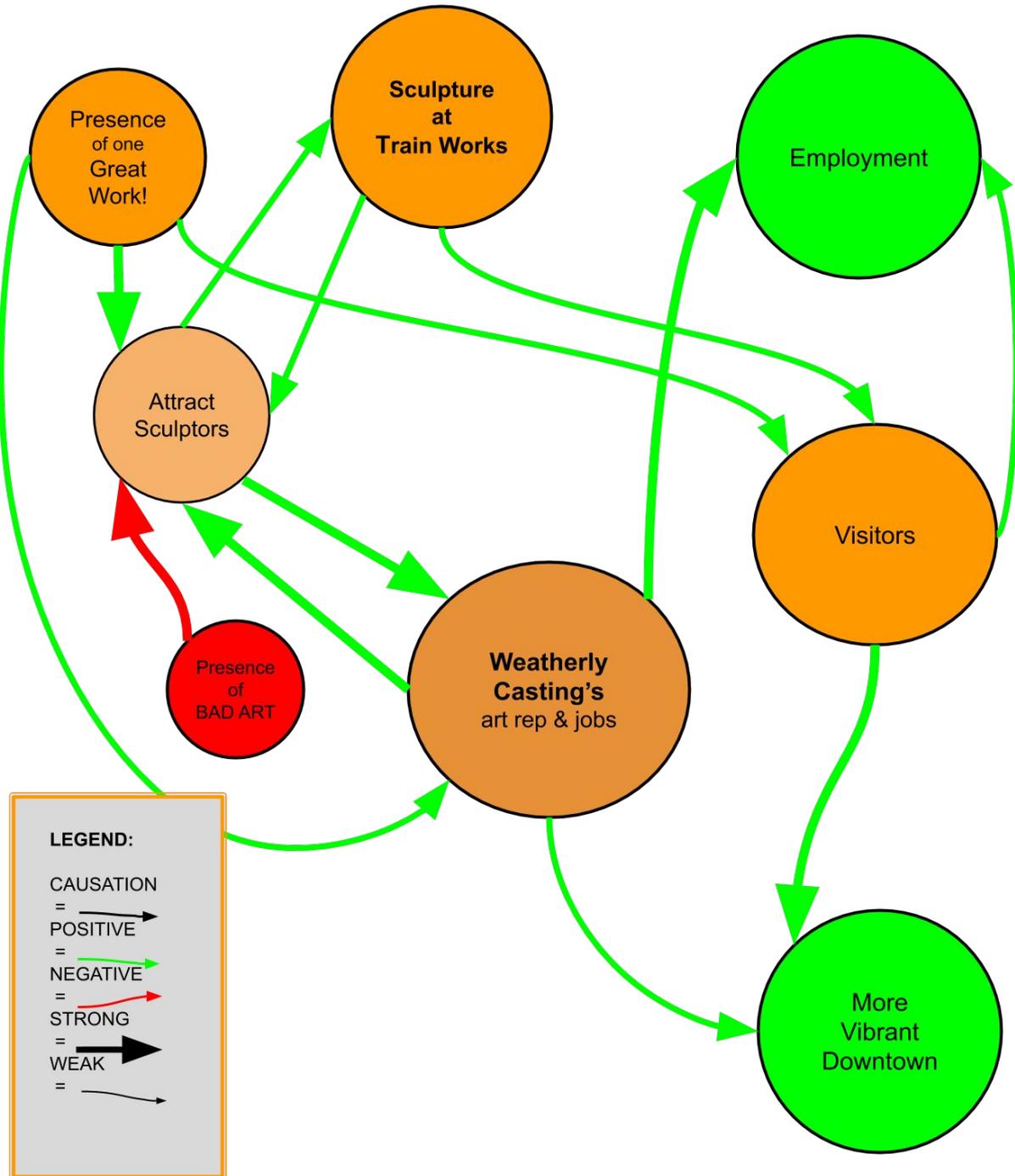
Displaying art like this would attract other area artists who could also feature their works in Weatherly. This would both increase awareness of Weatherly as a town as well as to beautify the downtown area. Working with Weatherly Casting Company would also increase future business as more sculptors become aware of the company's services.



Left: Mock-up of sculpture from a Weatherly Casting discard.

Above: rustic, industrial aesthetic of the existing Trainworks structure

## Building on Weatherly's *Industrial Tradition* at the Train Works



# Summary

This report highlighted several opportunities that the Lafayette Technology Clinic found within the Weatherly community to take advantage of the new Lehigh Gorge trail construction. These opportunities cover a variety of areas such as town beautification, marketing, and business development in order to ensure the Weatherly area benefits as much as possible from the trail construction.

As the introduction initially established, these suggestions may be implemented to whatever degree the Weatherly community itself sees fit. This will ensure that these developments are first and foremost benefitting Weatherly and are organically established within the community.

The Tech Clinic has thoroughly enjoyed the past eight months working with Weatherly. Thank you for welcoming us into your community and helping us learn about your town's rich history.

# Contact Information

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# Citations

## Citations for images used in the report:

- <https://www.railstotrails.org/resourcehandler.ashx?id=6336>
- [http://www.weatherlyhighalumni.com/images/wreckers67/weatherly\\_history/pg34\\_new114.jpg](http://www.weatherlyhighalumni.com/images/wreckers67/weatherly_history/pg34_new114.jpg)
- <https://www.pps.org/>
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- <https://www.investopedia.com/terms/p/pop-up-retail.asp>
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- <http://weatherlypa.gov/>
- <https://www.tu.org>
- <https://fullserviceaquatics.com/natural-ponds/>