

# Springettsbury Town Center Plan

# Steering Committee Meeting

April 22, 2009



# Plan Contents

- Introduction & process
- Economic analysis
  - Updates Comprehensive Plan where data available
  - Focuses on opportunities for study areas
- Study area overview, vision and goals
  - Current conditions & opportunities
  - Vision & goals
- Recommendations
- Still to come: Implementation matrix

# Key Economic Findings

- Residents are older and more prosperous than the county, state or nation
- Top 3 industries
  - Manufacturing (22%)
  - Education & Health (19%)
  - Retail (14%)
- Top 3 occupations
  - Managerial & professional services (39%)
  - Sales & office (29%)
  - Production & transport (17%)
- Manufacturing jobs tend to be high skill

# Key Economic Findings

- Springettsbury offers economic advantages, even in the current downturn
  - Well educated, experienced labor force
  - Somewhat limited labor supply is supplemented by surrounding communities, particularly for lower-skilled jobs
  - Good highway access
  - Reasonable cost of living
  - Relatively affluent population creates strong market demand, supplemented by role as a regional center
- Recession has affected Township, but not as severely as other areas

# Study Area Opportunities & Issues

## Town Center

- Build on existing strengths, new potential for:
  - Computer retail & service
  - Home products
  - Gyms & salons
  - Health & fitness
- Movie complex, but only if parking can be structured
- Address traffic flow within developments
- Improve pedestrian access with developments
- A significant increase in development intensity will require structured parking

# Study Area Opportunities & Issues

## Eastern Boulevard

- Opportunities for:
  - Neighborhood retail
    - Beauty salons
    - Health & fitness
    - Travel-oriented establishments
  - Professional services
    - Financial services
    - Insurance
  - Increase pedestrian & bike access to take advantage of neighborhood market opportunities
  - Address parking design & access issues

# Study Area Opportunities & Issues

## Gateway 83

- Traffic congestion
- Exit 19 reconstruction
- Mount Rose widening
- Shopping centers at Haines and Mount Rose not likely to see major changes in use or intensity
- Gabriel Center
  - Expansion of office use
  - Potential for theater – though visibility is low
  - Community uses

# Study Area Opportunities & Issues

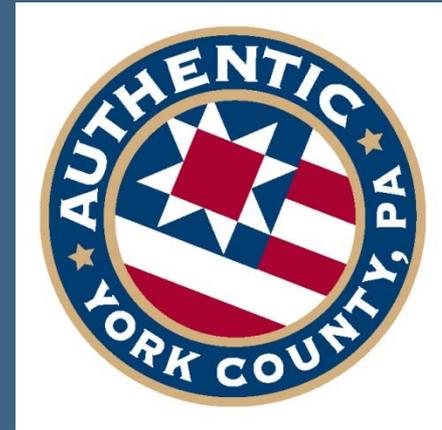
## East Market Gateway

- York Valley Inn redevelopment opportunity
- Danskin site
  - Some uses & site development creating an eyesore
  - Considerable employment indicates need to work with business owners to ensure needs are met
- Other commercial enterprises could benefit from façade improvements

# Overarching Recommendations

## Establish Community Identity

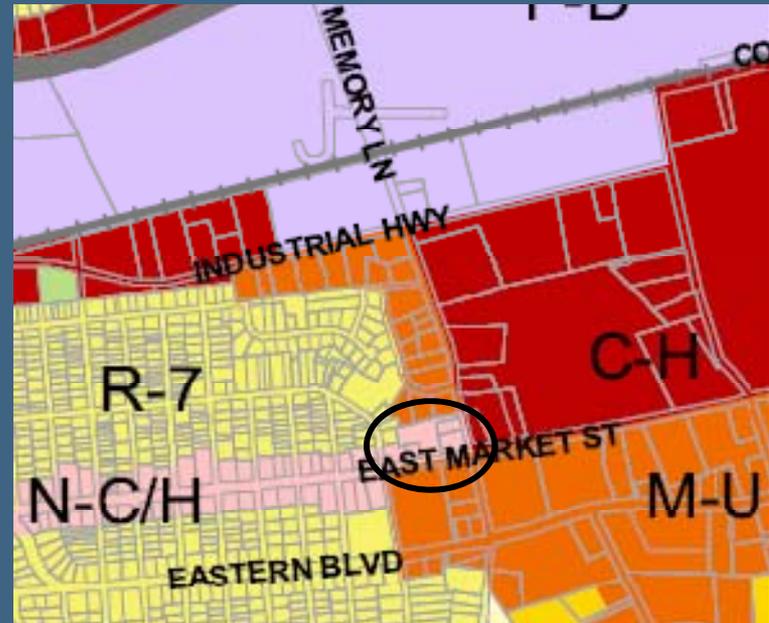
- Community signage program
  - Establish identity
  - Announce gateways
  - Wayfinding to key attractions
  - Banners for special events
  - Pedestrian and bike access
- Leverage and ensure consistency with existing programs



# Overarching Recommendations

## Zoning

- Consider changing zoning from N-C/H to M-U on E. Market & Memory Lane
- Other use considerations
  - Outdoor dining
  - Outdoor display of certain goods
  - Standards for outdoor uses



# Overarching Recommendations

## Zoning

- Consider C-H design standards or use restrictions for auto-oriented uses:
  - Gasoline stations & car washes
  - Automobile or trailer sales
  - Automobile service & repair
  - Mobile home sales
  - Mini-storage facilities
  - Drive-thru



# Overarching Recommendations

## Zoning

- Consider changes to C-H development standards to balance modal access
  - Increased building coverage
  - More detailed landscaping standards
  - Decreased minimum lot width
- Consider changes to M-U development standards
  - More detailed landscaping standards
  - Decreased minimum lot width

# Overarching Recommendations

## Zoning

- Consider design guidelines or Town Center, Eastern Boulevard and Gateway 83
- Balance standards vs. guidelines in implementation



# Overarching Recommendations

## Zoning

- Standards

- Building orientation
- Façade articulation
- Signage

- Guidelines

- Materials
- Designs that reflect local assets or local architectural styles



# Overarching Recommendations

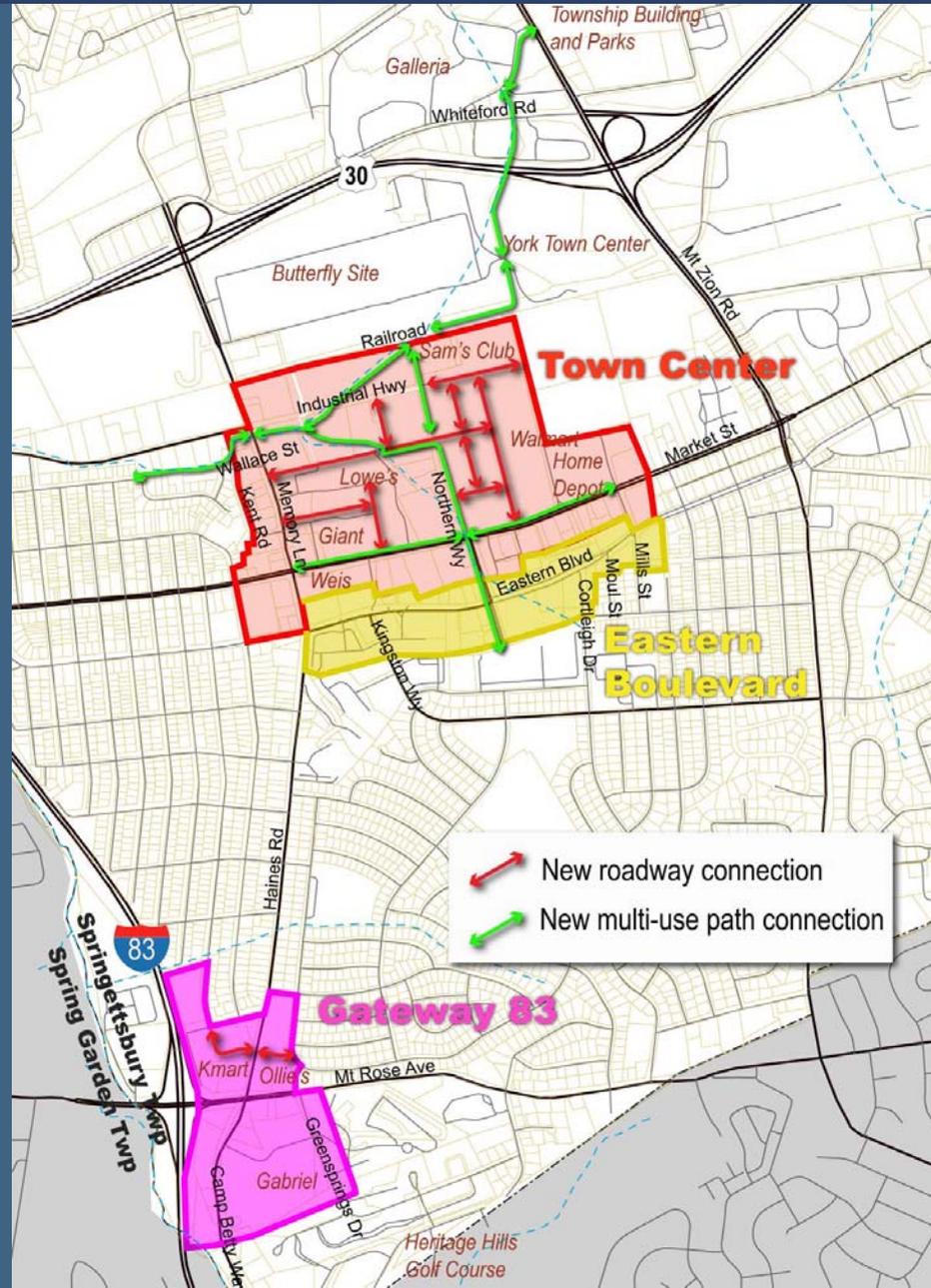
## Zoning

- Encourage green development
  - Obstacles
  - Incentives
  - Regulation
- Review parking standards
  - Are we willing to lower parking standards to permit more development flexibility?
  - Guidelines for addressing parking lot landscaping



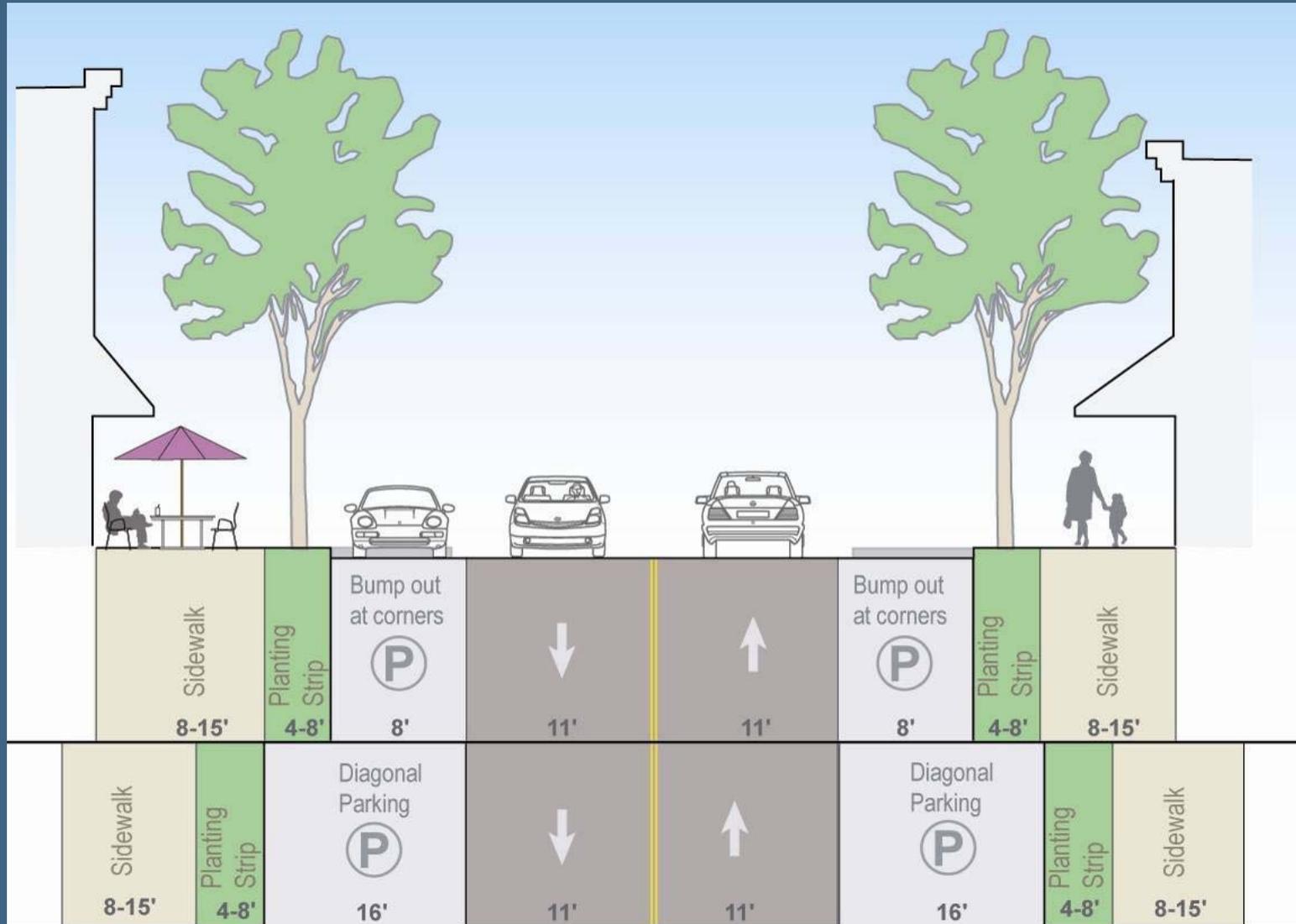
# Overarching Recommendations

## Street Network



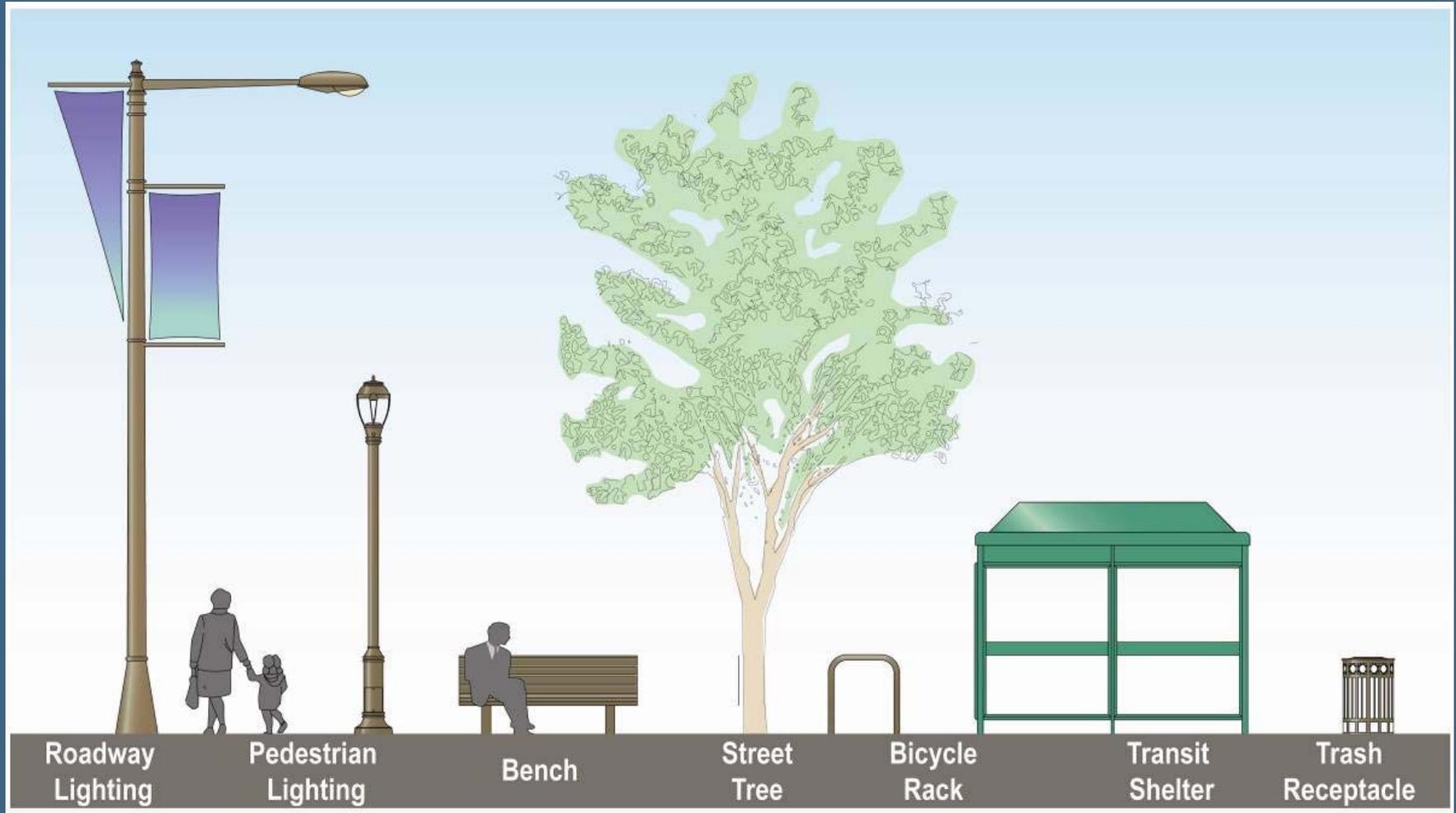
# Overarching Recommendations

## Design Standards for New Connections



# Overarching Recommendations

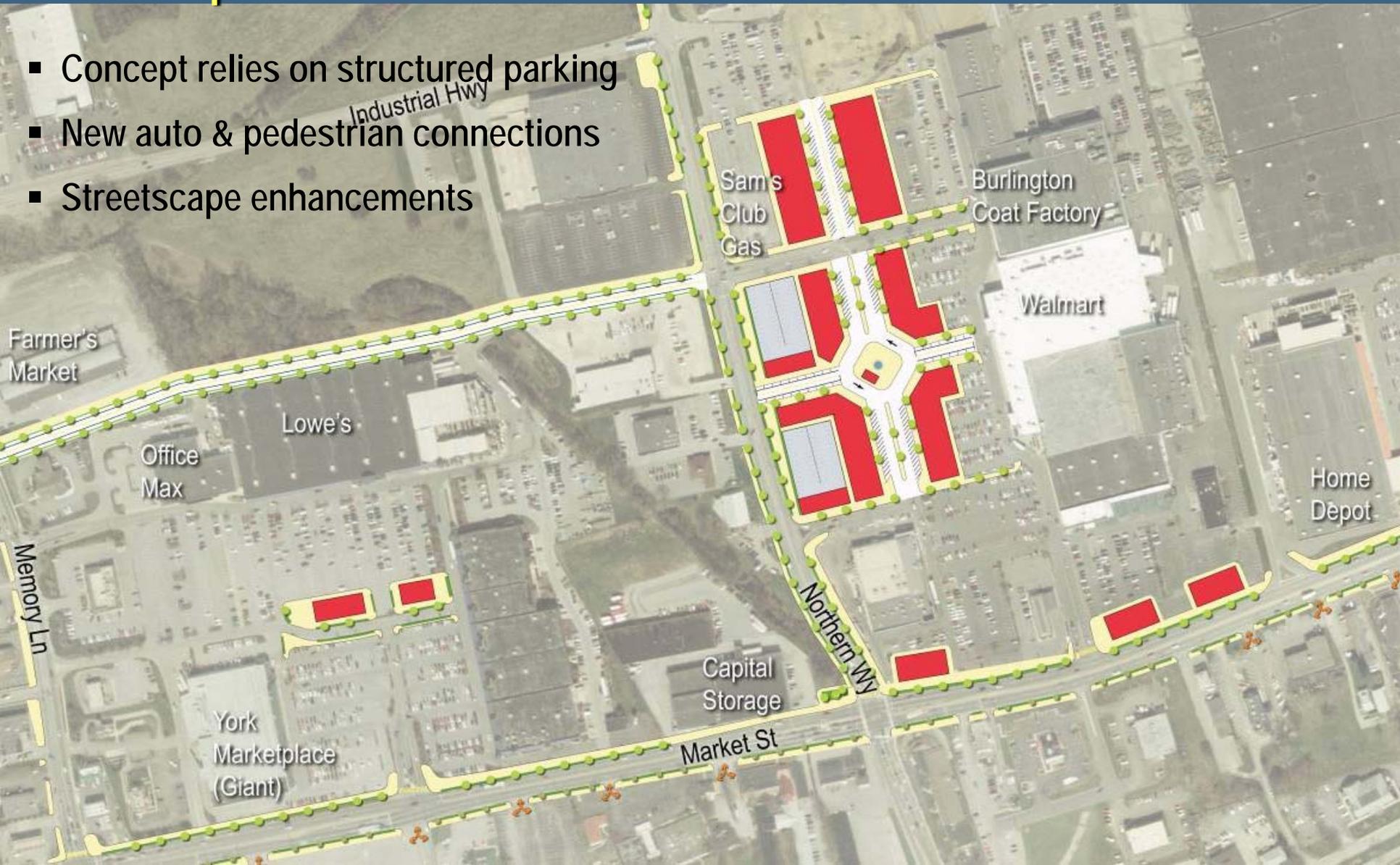
## Streetscape Design Elements



# Town Center Recommendations

## Concept Plan

- Concept relies on structured parking
- New auto & pedestrian connections
- Streetscape enhancements



# Town Center Recommendations

## Focal Point

- Traffic calming
- Public gathering
  - Play areas
  - Event space
  - Fountain or other amenities
- Attract visitors & enhance the value of development



# Town Center Recommendations

## Uses & Configuration

- Small scale retail with larger anchors
- Entertainment & restaurant
- Office
- Attractive streetscape
- Maximum 600' block length



# Town Center Recommendations

## Parking Design

- “Teaser” parking
- Structured parking



# Town Center Recommendations

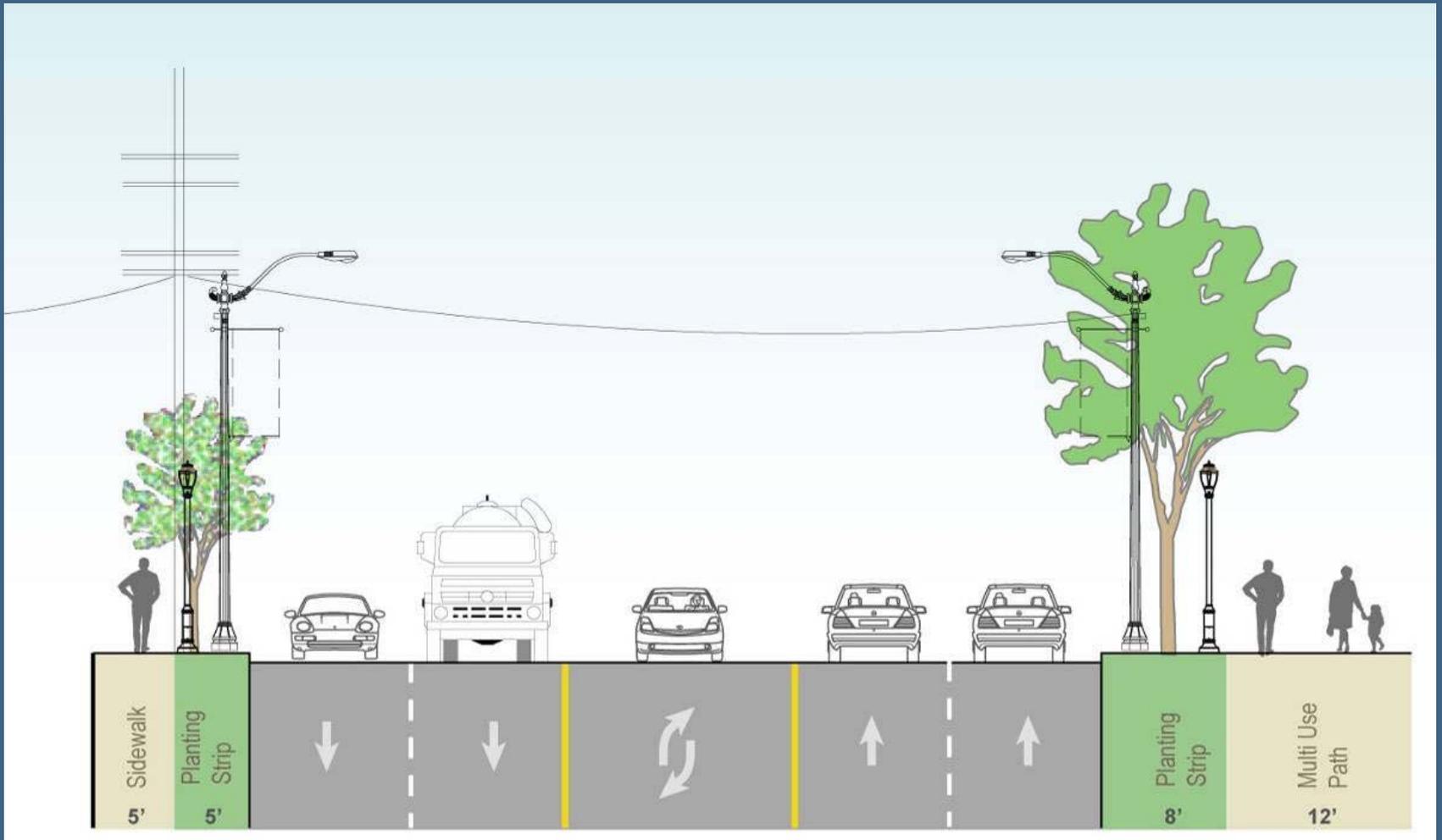
## Pedestrian Plan

- Standards for new development to demonstrate
  - How people will travel from street to building entrances
  - Internal pedestrian circulation
    - Parking spaces to building entrances
    - Building to Building



# Town Center Recommendations

## Market Street Streetscape



# Town Center Recommendations

## Market Street Streetscape

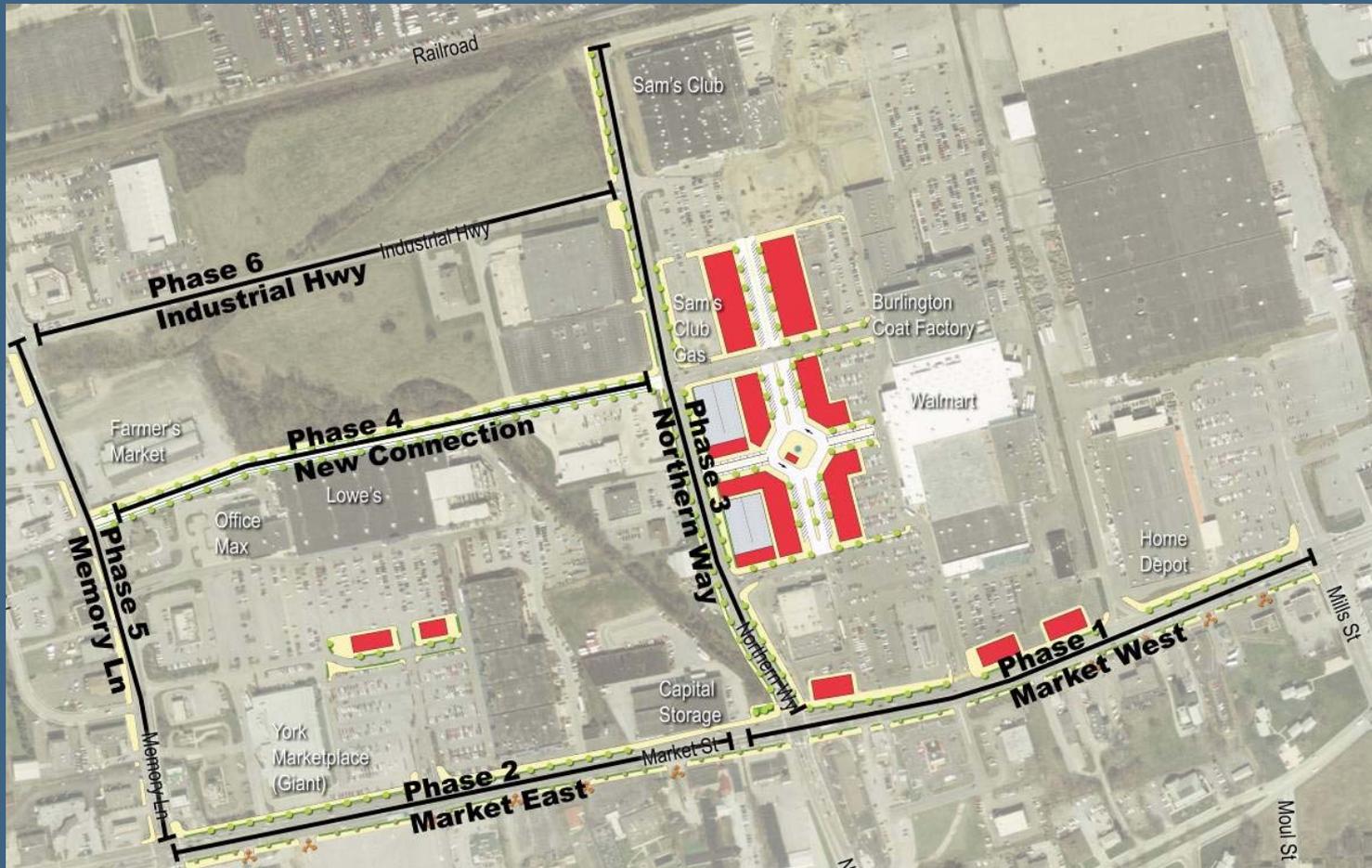
- Access management plan
  - Reduce driveways
  - Require internal connections for new development



# Town Center Recommendations

## Street Streetscape Phasing Plan

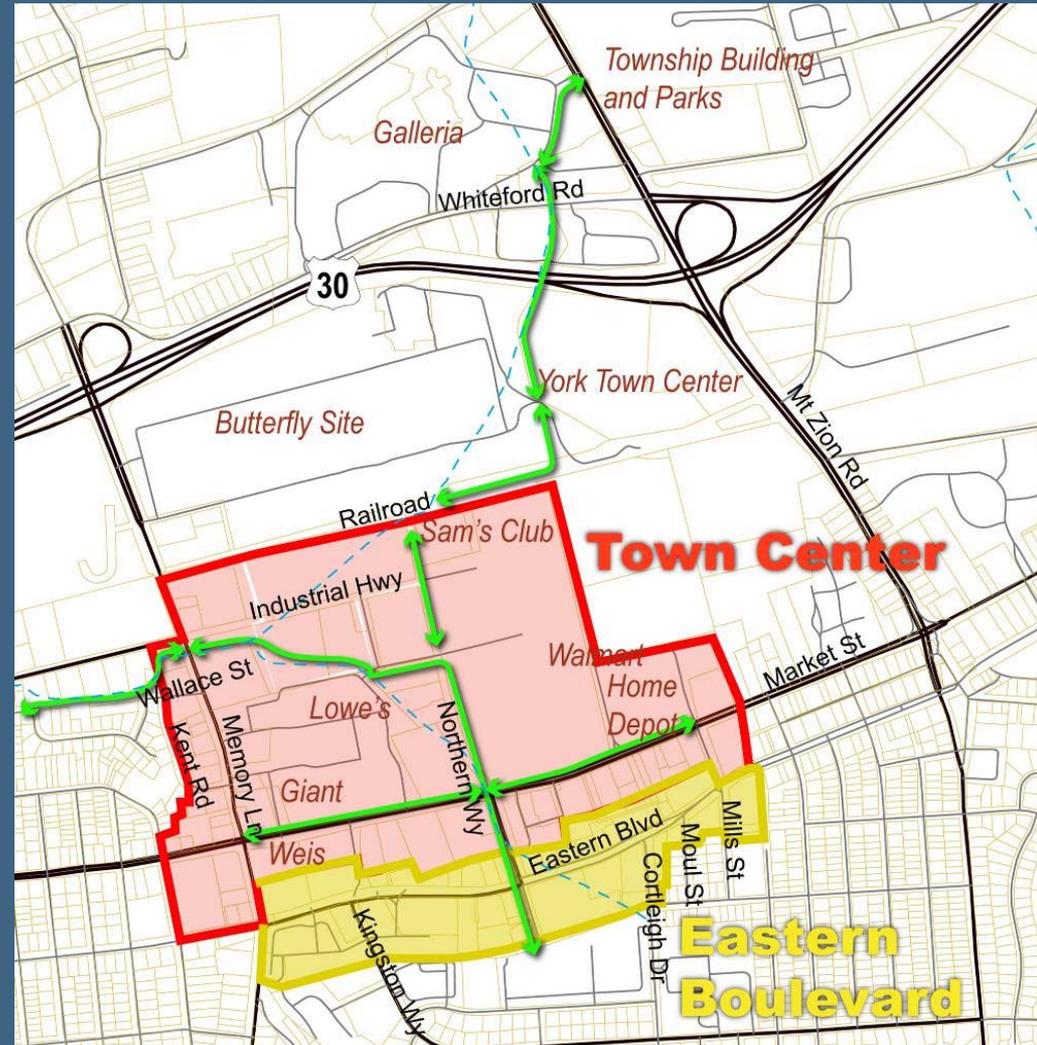
- Phases 1 & 2 Market Street



# Town Center Recommendations

## Streetscape Phasing Plan

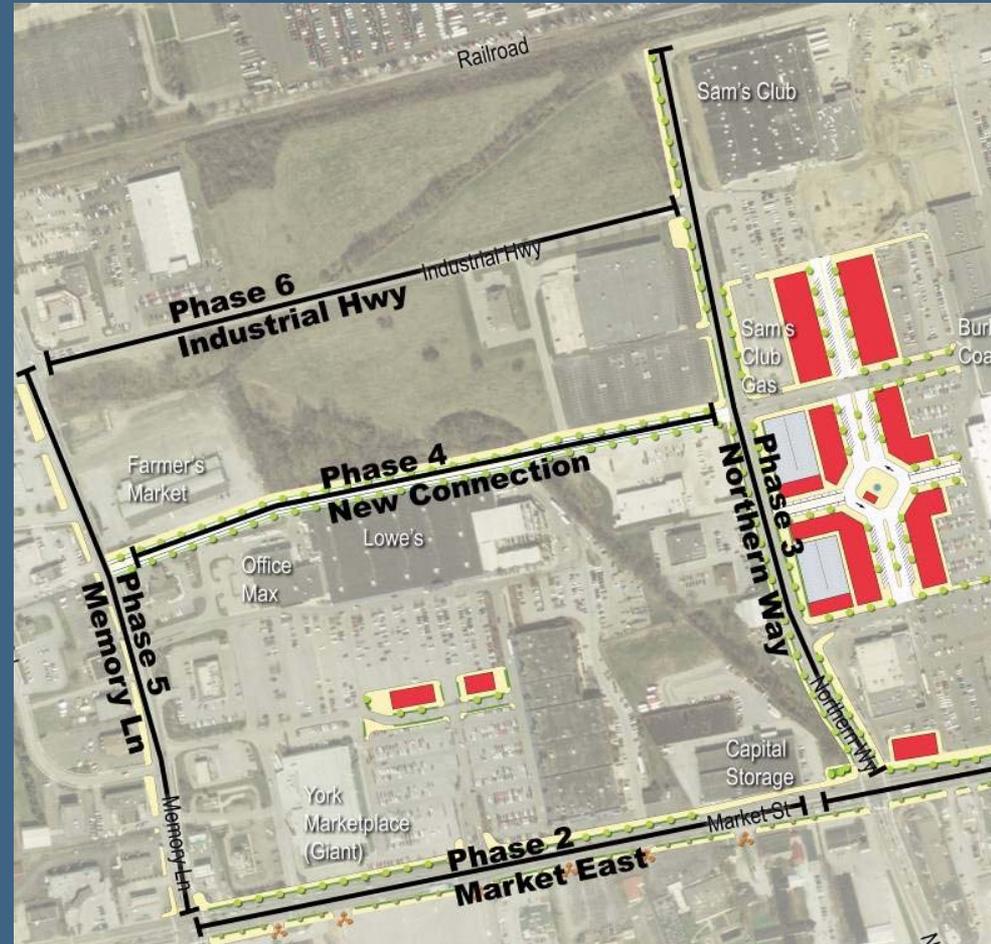
- Phase 3: Northern Way
  - Streetscape
  - Multi-use path
  - Potential path extension



# Town Center Recommendations

## Streetscape Phasing Plan

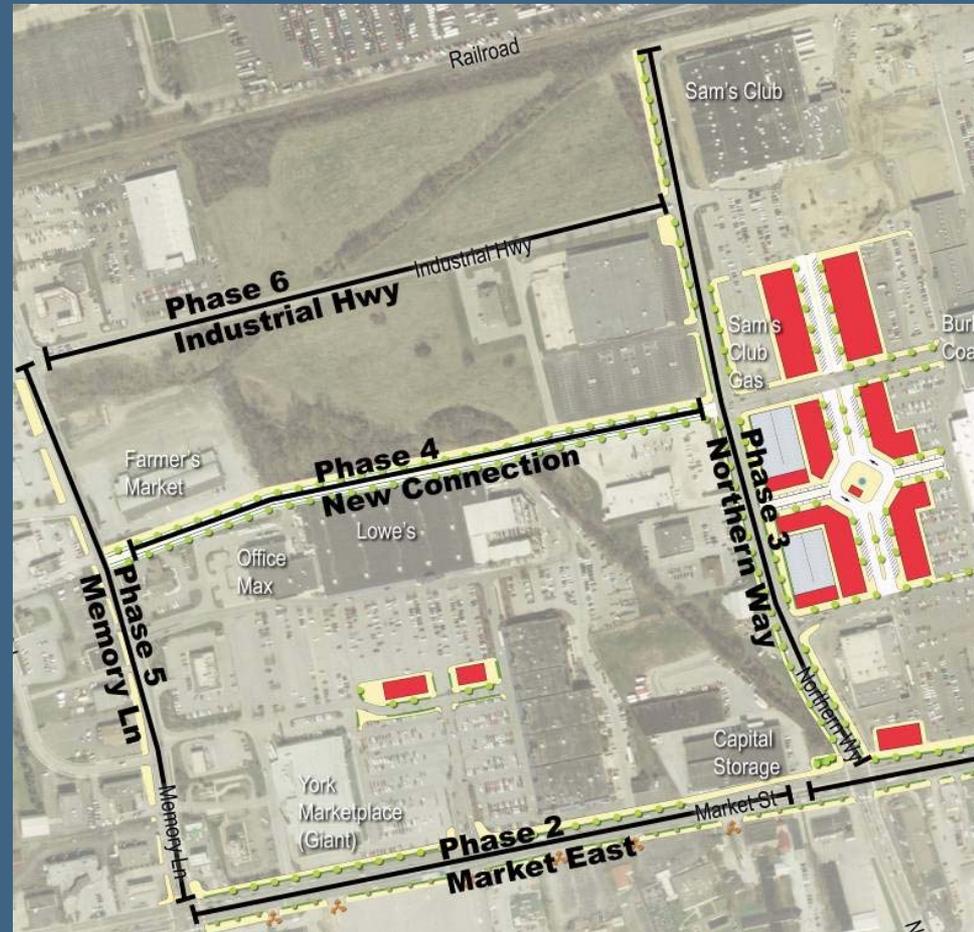
- Phase 4: Northern Way to Memory Lane Connector
  - Significant undertaking
  - Access and circulation benefits
  - Will require easements
  - New creek crossing
  - Design would conform to street standards for new connections



# Town Center Recommendations

## Streetscape Phasing Plan

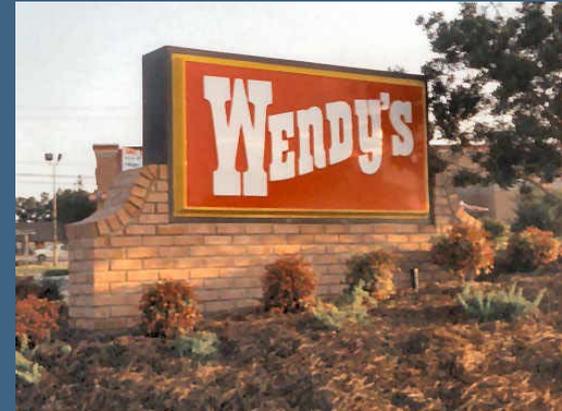
- Phase 5: Memory Lane
  - Modest sidewalk & streetscape improvement
  - Focus on filling gaps
- Phase 6: Industrial Highway
  - Flanked by developable land
  - Set standards for street design to be implemented through land development process



# Town Center Recommendations

## Signage

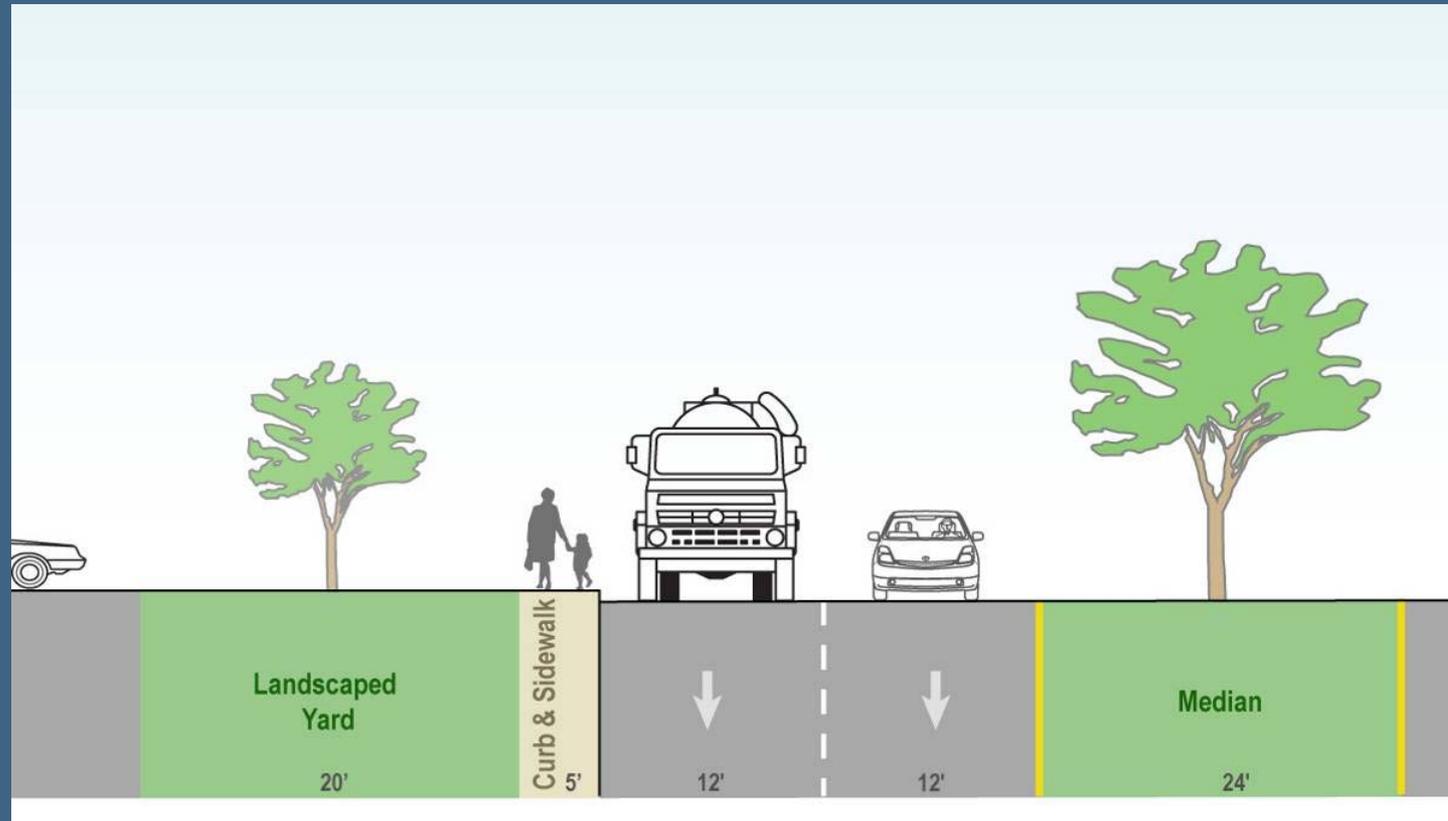
- Current C-H sign requirements are very auto focused, consider:
  - Limits to freestanding signage
  - Size and placement regulations (except for Market Street)
  - Prohibit changing message boards
  - Encourage projecting signs
  - Prohibit internally lit box signs



# Eastern Boulevard Recommendations

## Eastern Boulevard Existing Conditions

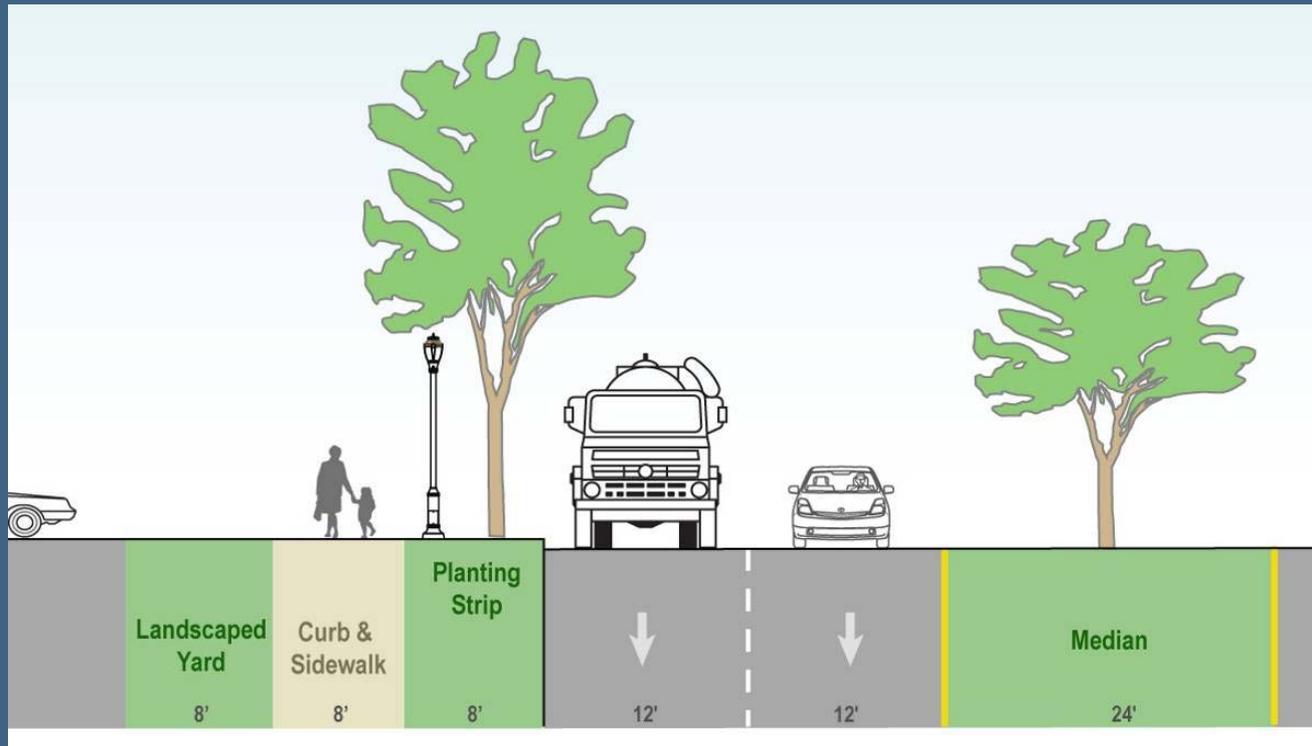
- Median and landscaped yards create green environment
- Narrow sidewalks limit pedestrian appeal



# Eastern Boulevard Recommendations

## Eastern Boulevard Alternative 1

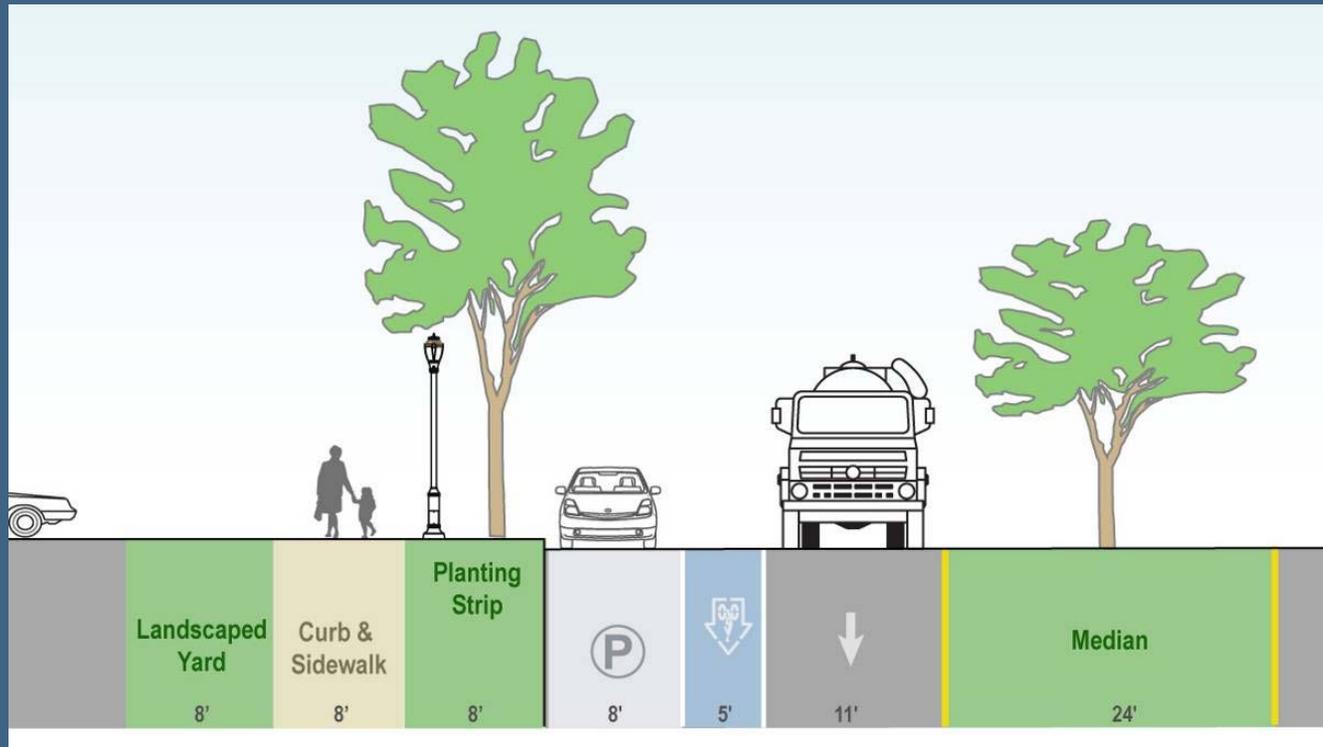
- Planting strip
- Wide sidewalk
- Narrower landscaped yard



# Eastern Boulevard Recommendations

## Eastern Boulevard Alternative 2

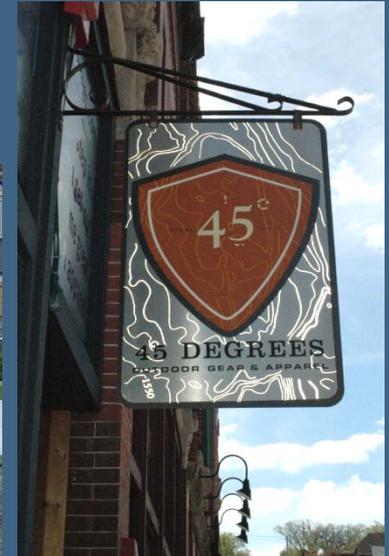
- Adds bike lane & parking
- Lose a traffic lane in each direction
- Two-way bike lane could preserve a lane of traffic in one direction



# Eastern Boulevard Recommendations

## Signage

- M-U & N-C sign standards generally consistent with Town Center goals, consider
  - Prohibiting changing message boards
  - Prohibiting internally lit box signs
  - Encouraging projecting signs



# Gateway 83 Recommendations

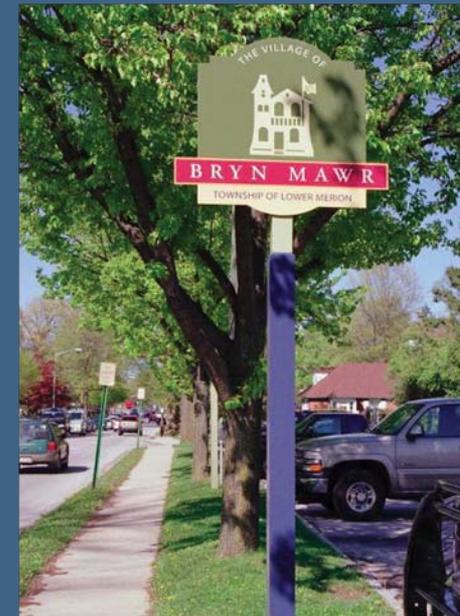
## Development Standards

- Existing M-U & R-1 zoning districts are generally consistent with plan goals
- Consider the following changes to enhance redevelopment potential:
  - Increase maximum building height from 45 to 65 feet to permit up to 5 stories
  - Reduce front yard setbacks along Haines & Mount Rose from 30 to 20 feet
  - Permit some low-impact commercial uses in the R-1 district along Mount Rose

# Gateway 83 Recommendations

## Gateway Enhancements

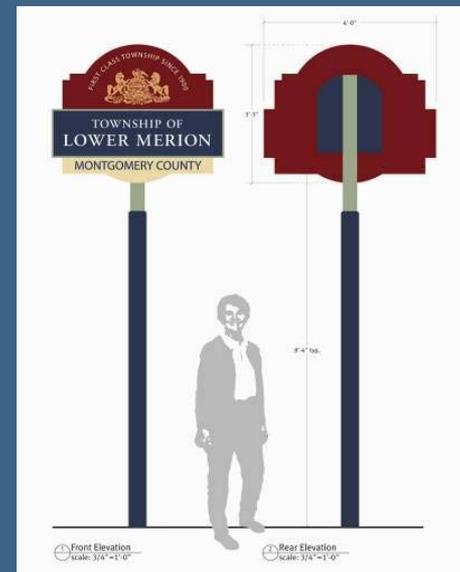
- Signage
- Streetscape
- Continuous sidewalks
- Street trees and planting strip
- Develop a standard cross section



# East Market Gateway Recommendations

## Gateway Enhancements

- Signage
- Landscaping
- Code enforcement
- Work with property owners on location needs



# Next Steps

## Complete Plan

- April/May: Revise text based on Committee feedback
- April/May: Add photo-simulations to illustrate recommendations
- May/June: Schedule Community Design Workshop
- June: Complete final draft Plan
- July-Sept: Draft Zoning & Subdivision Overlays

