

Springettsbury Town Center Plan

Community Workshop

June 15, 2009



Agenda

- Plan Overview
- Open House
 - Visit stations staffed by consultants & Steering Committee members
 - Comment on recommendation
- Regroup at 8:30

TOWN CENTER
Commercial Signage

Do you think there should be additional design requirements for private commercial signage to improve the appearance of signs throughout the Town Center? Place a dot in the appropriate box.

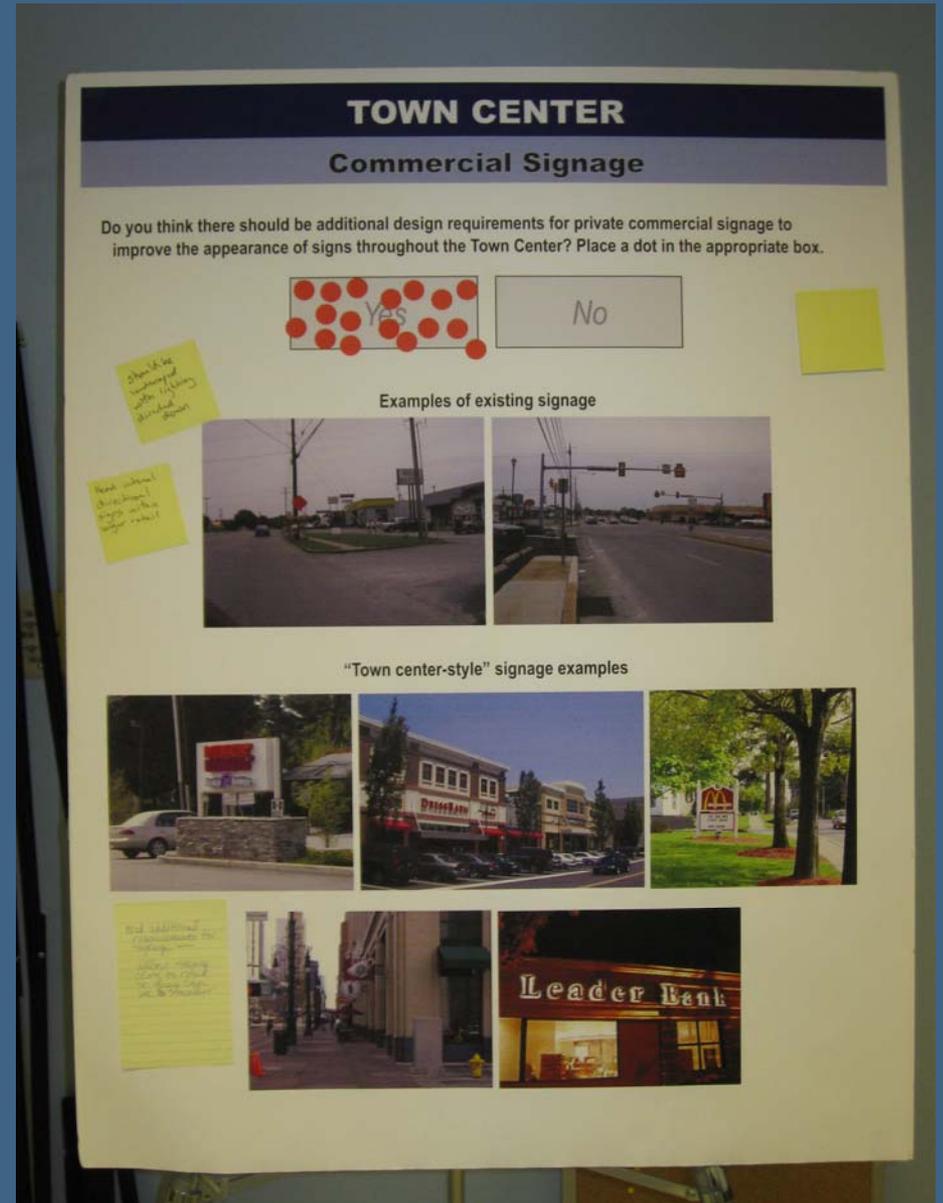
Yes No

Examples of existing signage

"Town center-style" signage examples

Handwritten notes on the sign:

- Should be consistent with existing signs
- Handwritten note on the left side of the sign.
- Handwritten note on the right side of the sign.
- Handwritten note on the bottom left of the sign.



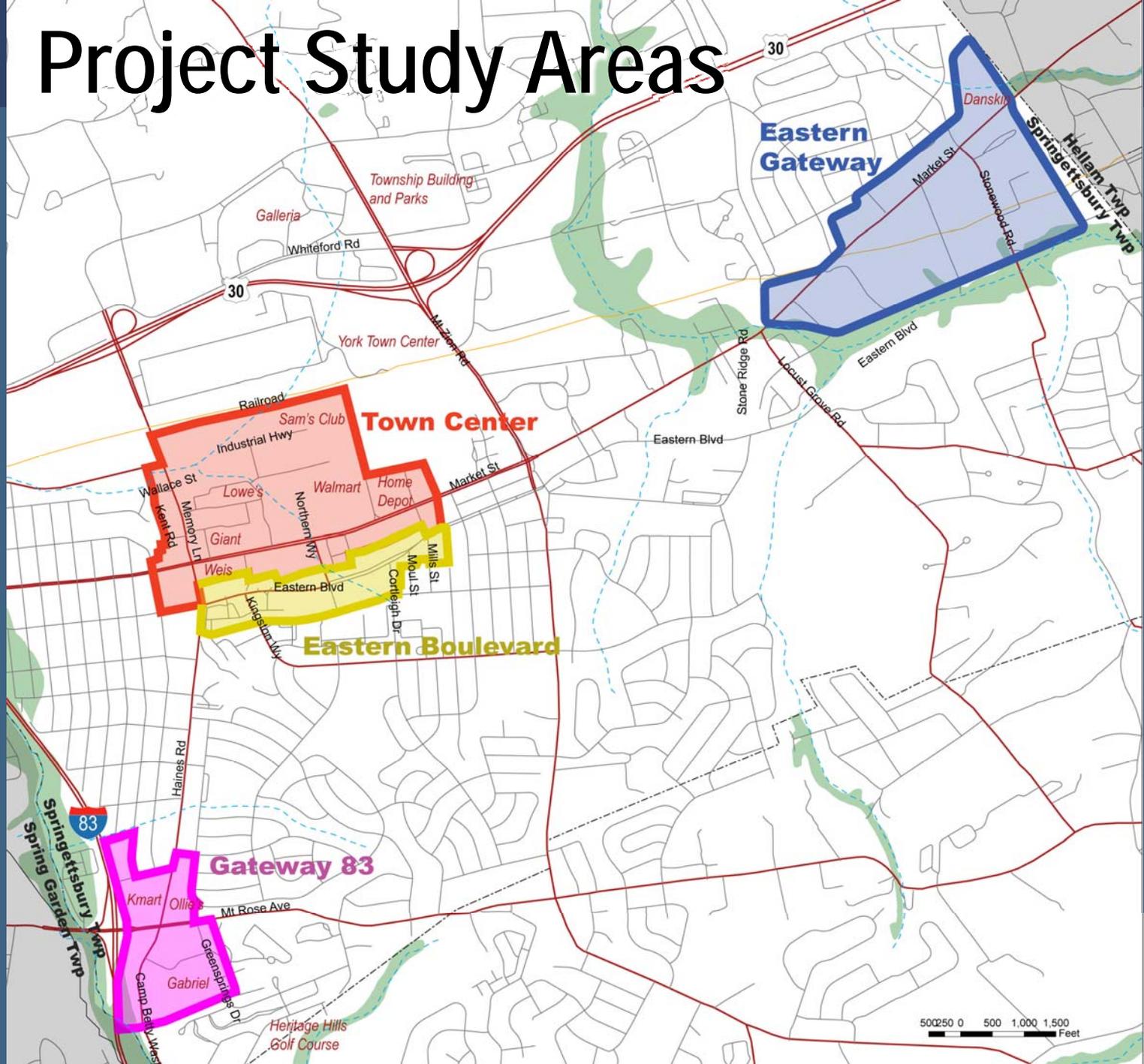
Plan Contents

- 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

- Springettsbury offers economic advantages, even in the current downturn
 - Well educated, experienced labor force
 - 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

Project Study 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
- 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



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

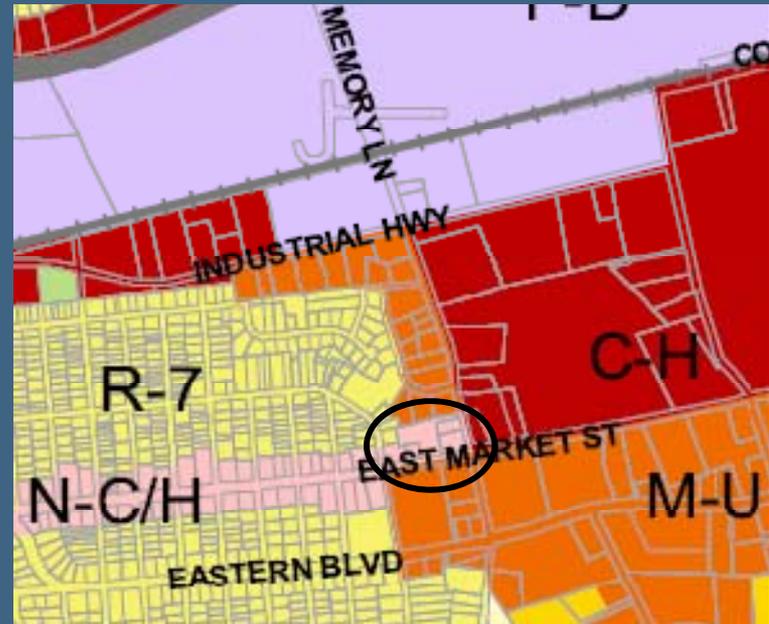
- Community signage program
 - Establish identity
 - Announce gateways
 - Wayfinding to key attractions
 - Banners for special events
 - Pedestrian and bike access
- Leverage and ensure consistency with existing programs



Overarching Recommendations

Zoning

- Recommend changing zoning from N-C/H to M-U on E. Market & Memory Lane
- Outdoor use standards
 - Dining
 - Display of certain goods
- Signage



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 design guidelines for 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

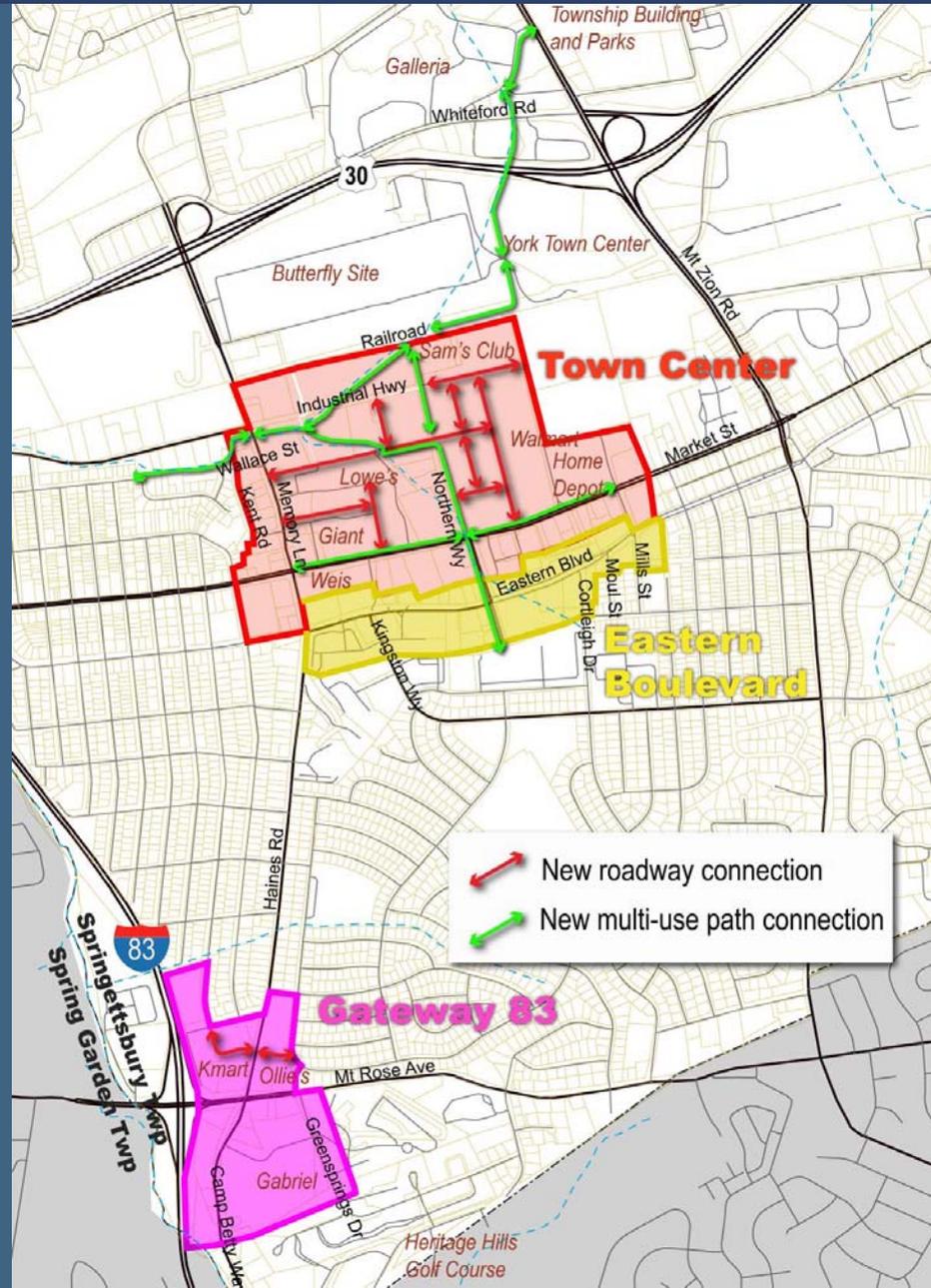
Zoning

- Encourage green development
- Review parking standards
 - Guidelines for addressing parking lot landscaping



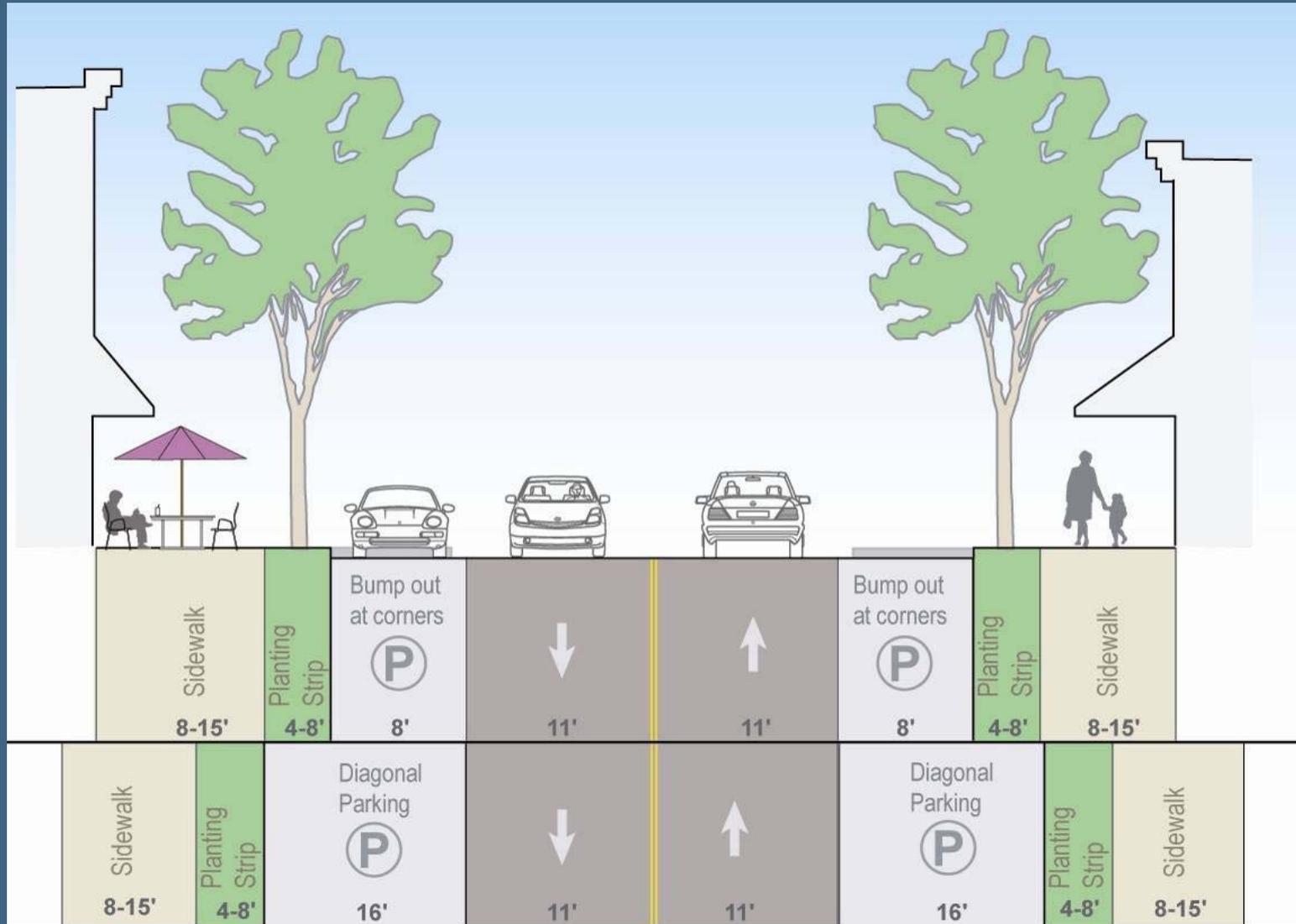
Overarching Recommendations

Street Network



Overarching Recommendations

Design Standards for New Connections



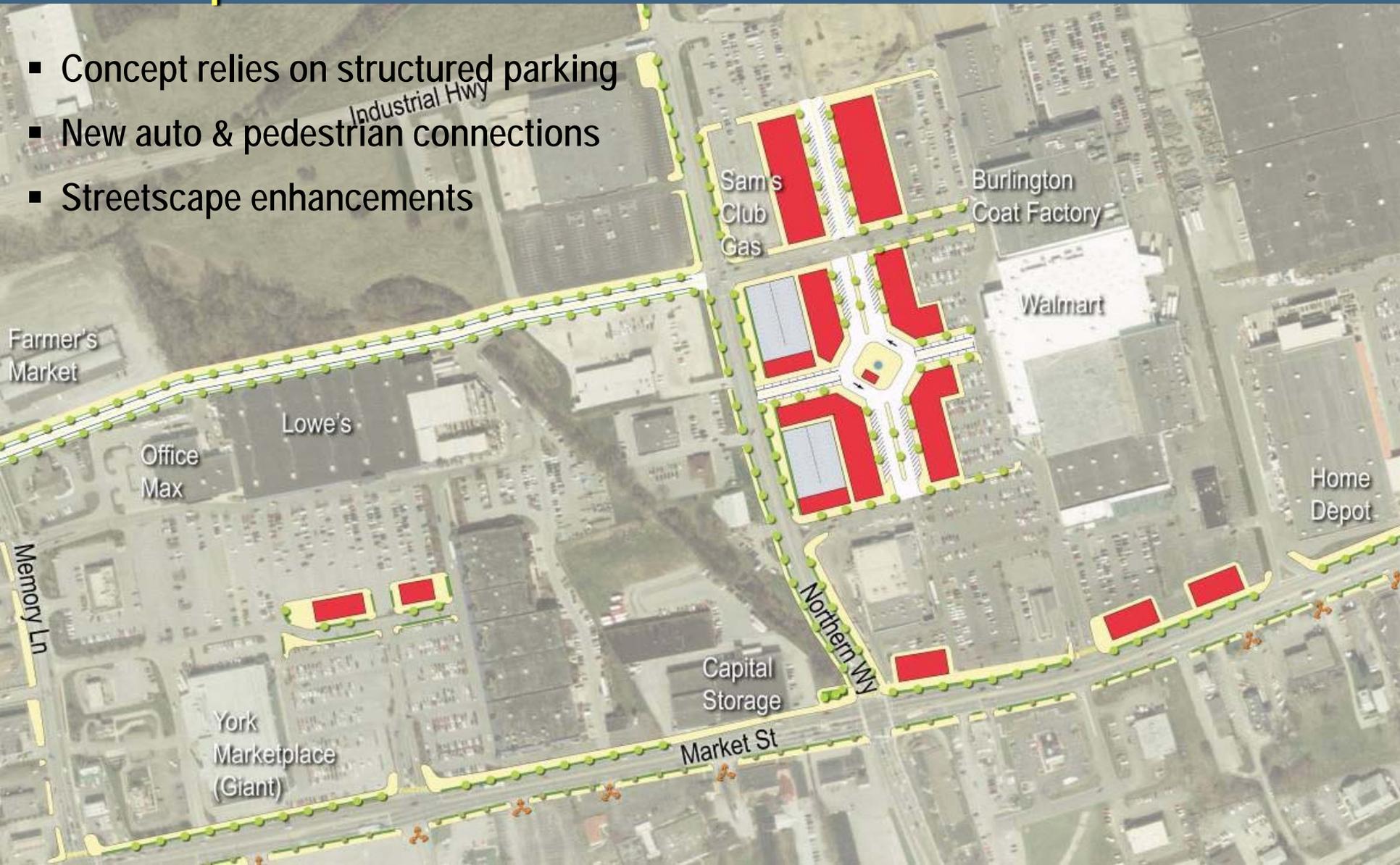
Town Center Recommendations



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

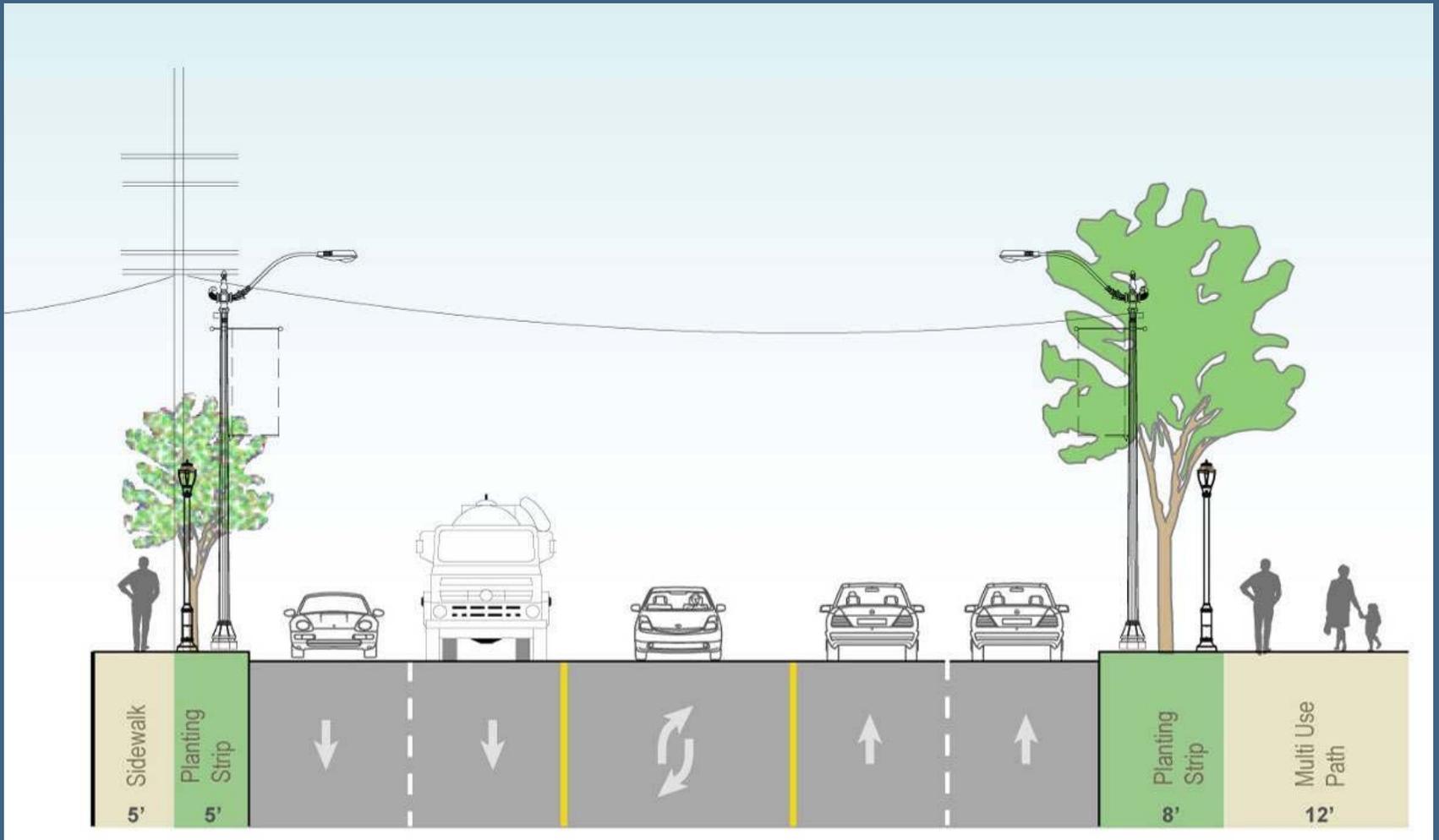
Uses & Configuration

- Small scale retail with larger anchors
- Entertainment & restaurant
- Office
- Attractive streetscape



Town Center Recommendations

Market Street Streetscape



Town Center Recommendations



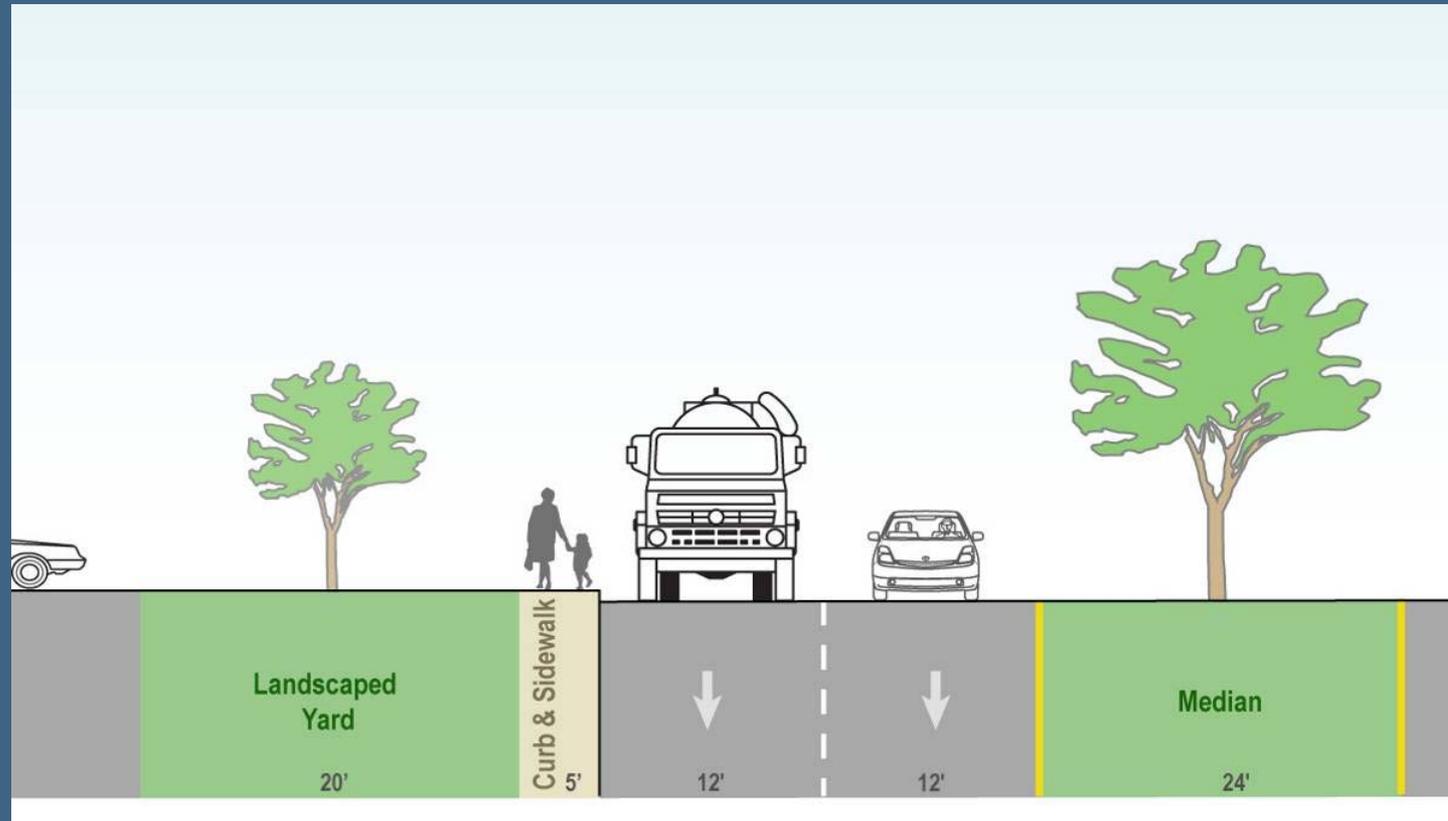
Eastern Boulevard Recommendations



Eastern Boulevard Recommendations

Eastern Boulevard Existing Conditions

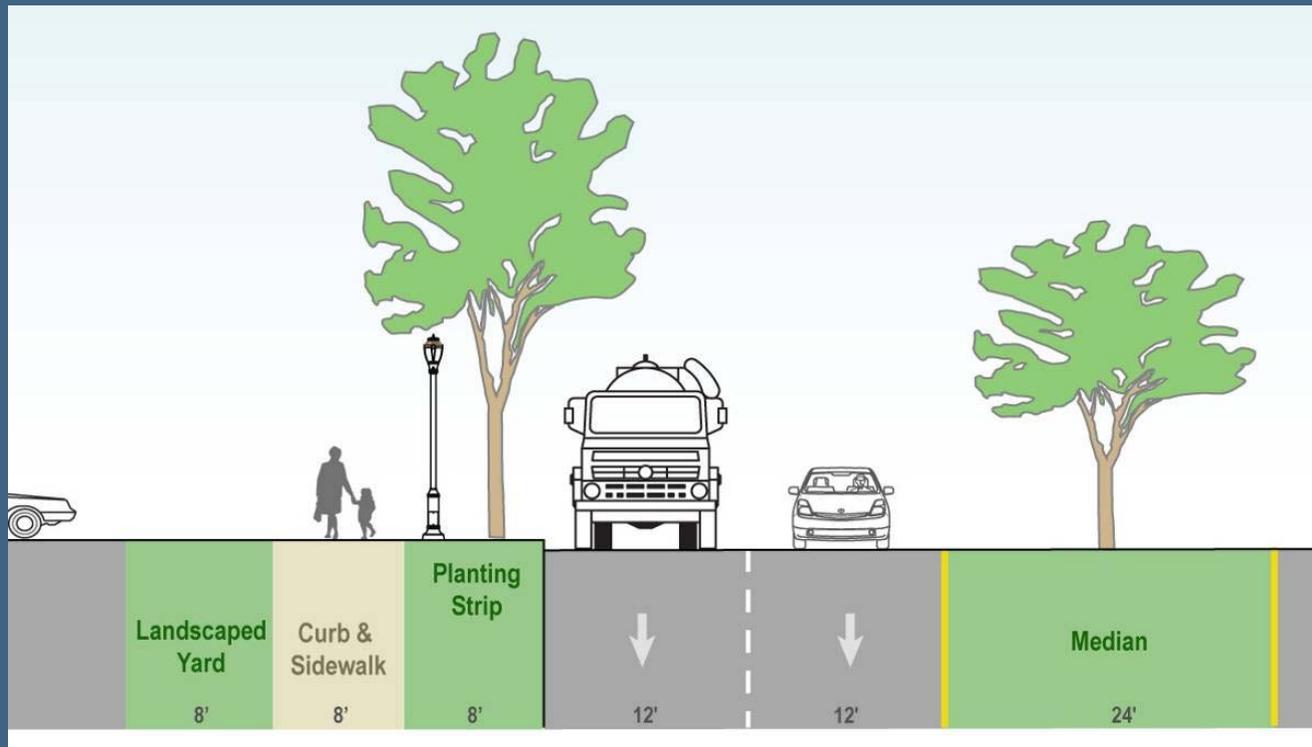
- Median and landscaped yards create green environment
- Narrow sidewalks limit pedestrian appeal



Eastern Boulevard Recommendations

Eastern Boulevard Proposed

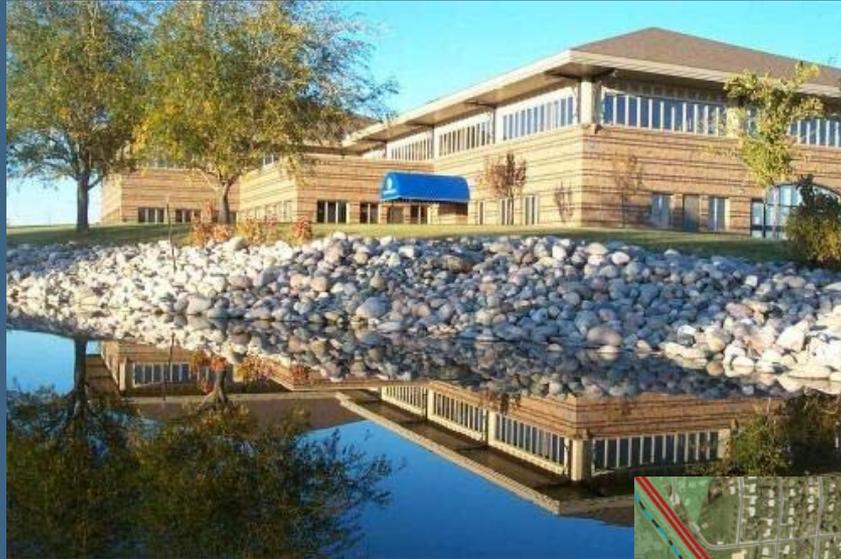
- Planting strip
- Wide sidewalk
- Narrower landscaped yard



Eastern Boulevard Recommendations



Gateway 83 Recommendations



Gateway 83 Recommendations

Development Standards

- Existing M-U & R-1 zoning districts are generally consistent with plan goals
- Consider minor 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



East Market Gateway Recommendations

Gateway Enhancements

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



Next Steps

Complete Plan

- June: Complete final draft Plan
- July-Aug: Plan considered for adoption by Board of Supervisors
- July-Sept: Draft Zoning & Subdivision Overlays

