

# Springettsbury Town Center Plan

# Community Visioning Workshop

January 14, 2009



# Visioning Workshop

## Agenda

1. Overview presentation
2. Workshop Exercise
  - Visit stations for each Town Center & Gateway area staffed by consultants & Steering Committee members
  - Comment on the boards
3. Regroup and summarize the findings



# Springettsbury Town Center

## Background

- Project flows from 2006 Comprehensive Plan
- Major Comprehensive themes:
  - Preserve Springettsbury assets:
    - Neighborhoods
    - Strong retail market
    - Strong local economy
  - Focus change where needed to enhance the community:
    - Enhance the appearance of the Market Street corridor
    - Meet evolving market demands
    - Reinvest in vacant and underutilized properties

# Springettsbury Town Center

## Comprehensive Plan Theme

- Preservation
  - Reviewed residential zoning for consistency with current neighborhood design
  - Revised zoning design standards for historic neighborhoods to be consistent with existing environment
  - Created a special Historic Neighborhood Commercial District along Market in Old East York
  - Decreased potential for conflict between commercial and residential uses through lower intensity commercial uses and increased buffering standards

# Springettsbury Town Center

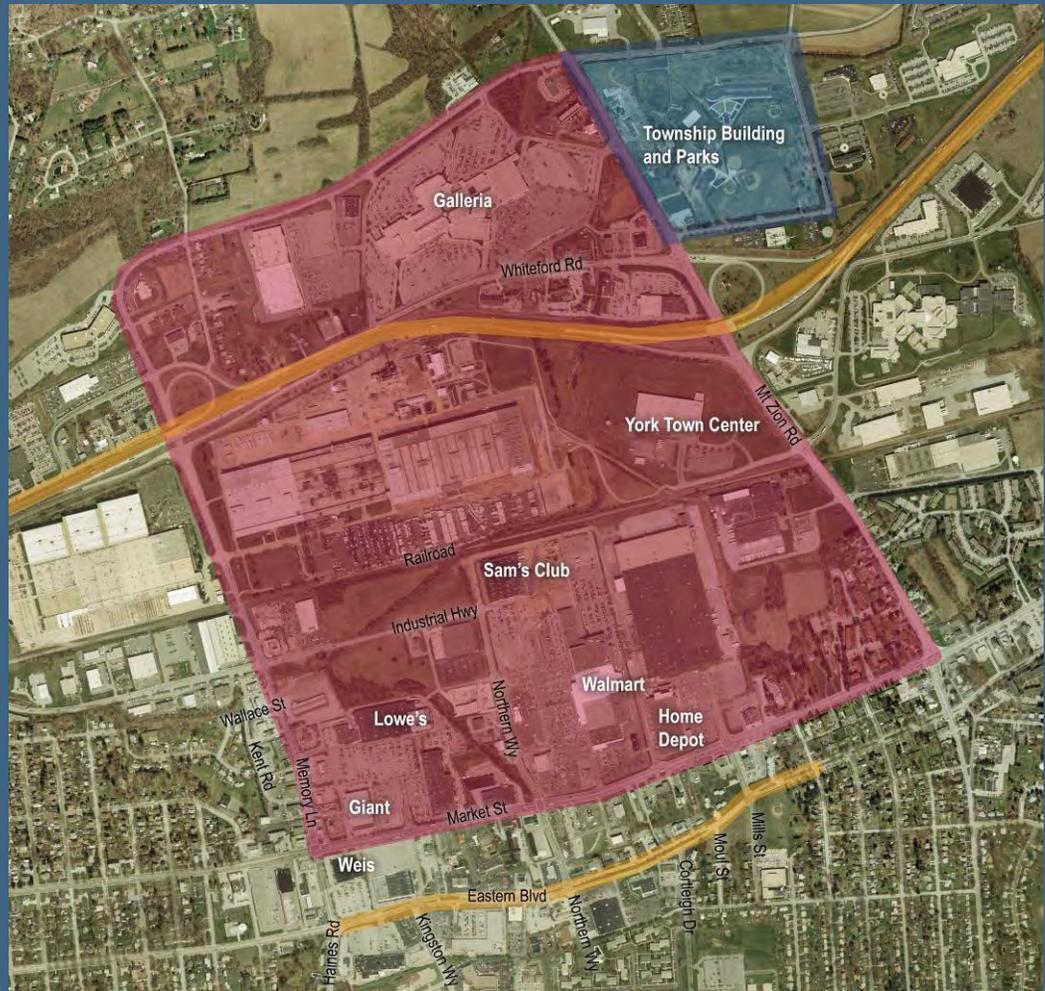
## Comprehensive Plan Theme

- Focused Change
  - Revised and expanded use of a “flexible development” zoning district to facilitate redevelopment of vacant parcels
  - Added a “mixed use” zoning district that reflects development design sought in the current market
  - Created an Economic Development Authority to spur redevelopment of underutilized sites
  - Revised development standards to support a more cohesive community character
  - Identified the need for a Town Center Plan to enhance the character of Springettsbury’s commercial core

# Springettsbury Town Center

## Background

- Comp Plan recommended a town center study area bounded by:
  - Memory Lane
  - Pleasant Valley Road
  - Mt. Zion Rd.
  - Market Street
- Contains retail & community assets
- Needs a focus



# Springettsbury Town Center

## Town Center Goals from the Comprehensive Plan

- Create distinctive civic “heart” of the community
- Improve connections between existing uses
- Enhance pedestrian, bike and transit access
- Encourage new commercial development in smaller specialty stores along the street edge
- Improve streetscape to create greater visual appeal
- Ensure long-term strength of Township’s retail market

# Springettsbury Town Center

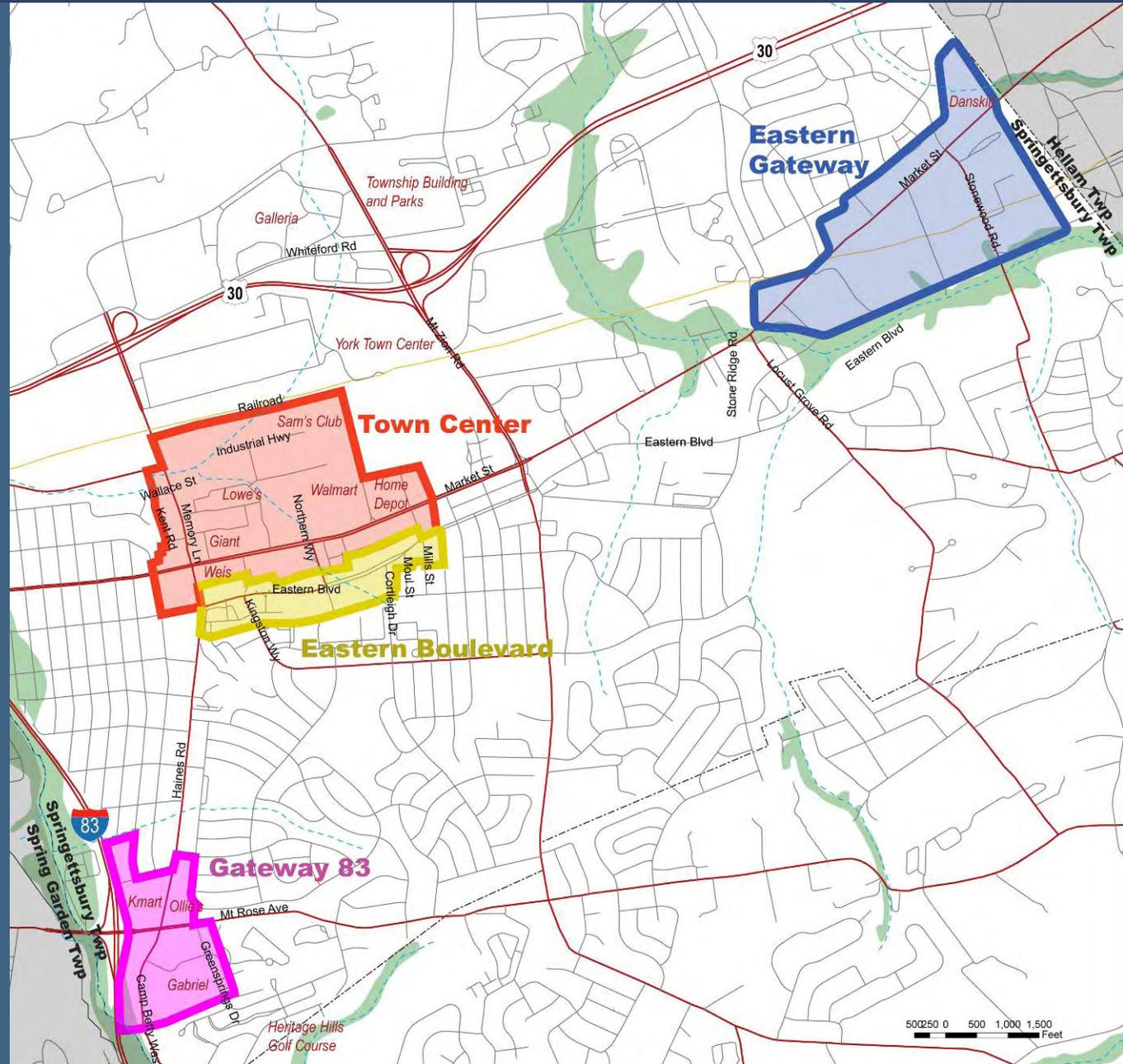
## Town Center Planning Process

- Began in 2008
- Guided by a Steering Committee
- Refined the Town Center study area & added “gateway” areas to consider
- Initiated a market analysis
- Drafted vision and goals & began crafting proposals
- **Community visioning workshop**
- Prepare draft plan
- Community prioritization workshop
- Zoning & SALDO overlay
- Adoption

# Overview of Study Areas

# Existing Conditions

## Overview of Study Areas



# Existing Conditions

## Eastern Gateway

- Healthy & active, but under-developed
- Redevelopment key to improving appearance



# Existing Conditions

## Eastern Gateway

- Former York Valley Inn provides a nice opportunity
- Underutilized Danskin site creating an eyesore
- Understand appropriate public amenities to support light industrial uses in a gateway location



# Existing Conditions

## Gateway 83

- Key entrance
- Appearance of some sites an issue
- Good transportation connections
- Interchange improvements offer opportunity to facilitate other changes
- Plan needs to reflect Township desires to effectively influence the PennDOT's project



# Existing Conditions

## Gateway 83

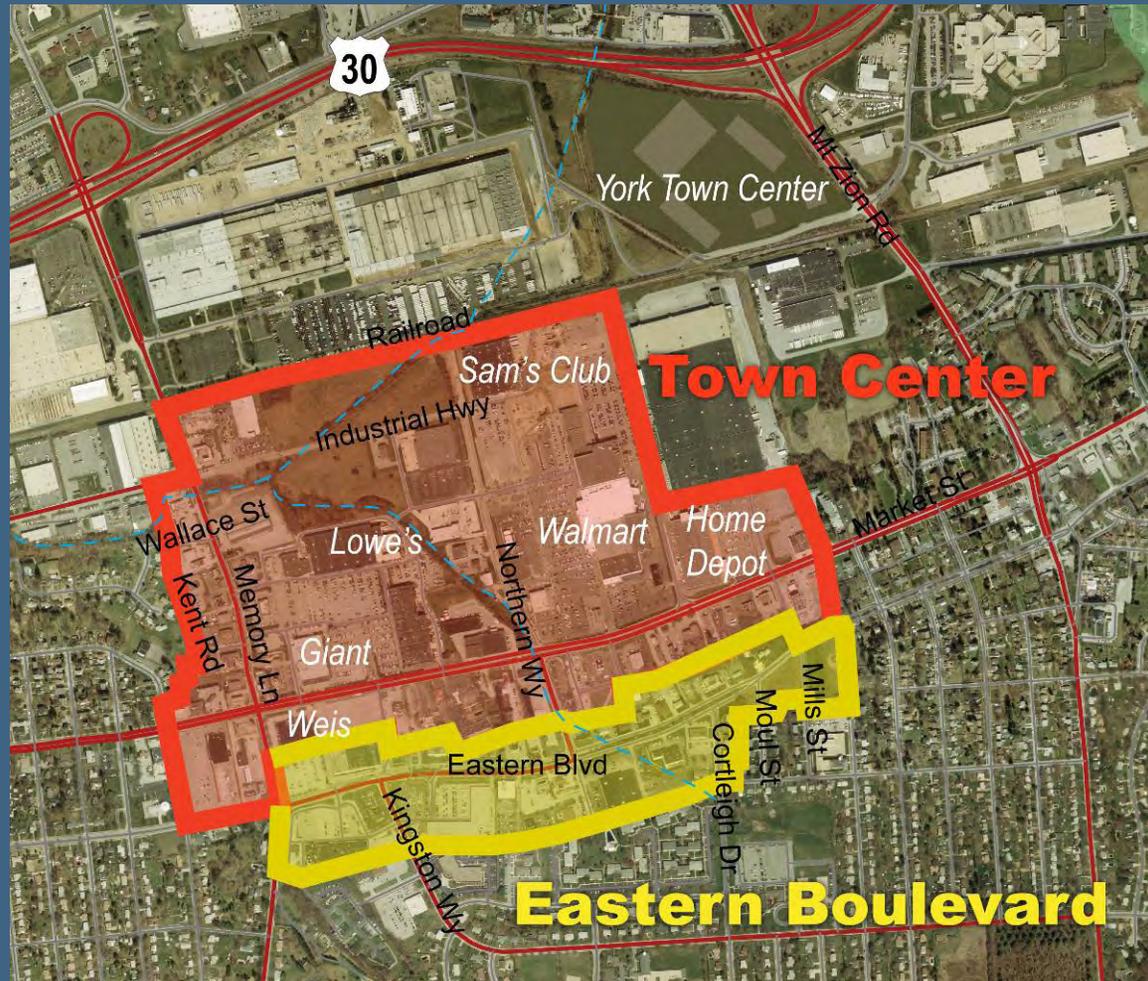
- Retail (Kmart, Gabriels, fast food)
- Multi-family Housing
- Heritage Hills Golf Course



# Existing Conditions

## Town Center/Eastern Boulevard

- Healthy & active
- Available space around the periphery
- Strategic improvements to appearance needed
- Needs better flow among developments



# Existing Conditions

## Market St. & Memory Lane Area

- Retail



# Existing Conditions

## Market St. & Memory Lane Area

- Sidewalk deficiencies
- Poor vehicular, bicycle, and pedestrian circulation
- Lack of community identity

*Lack of community identity,  
poor streetscape*



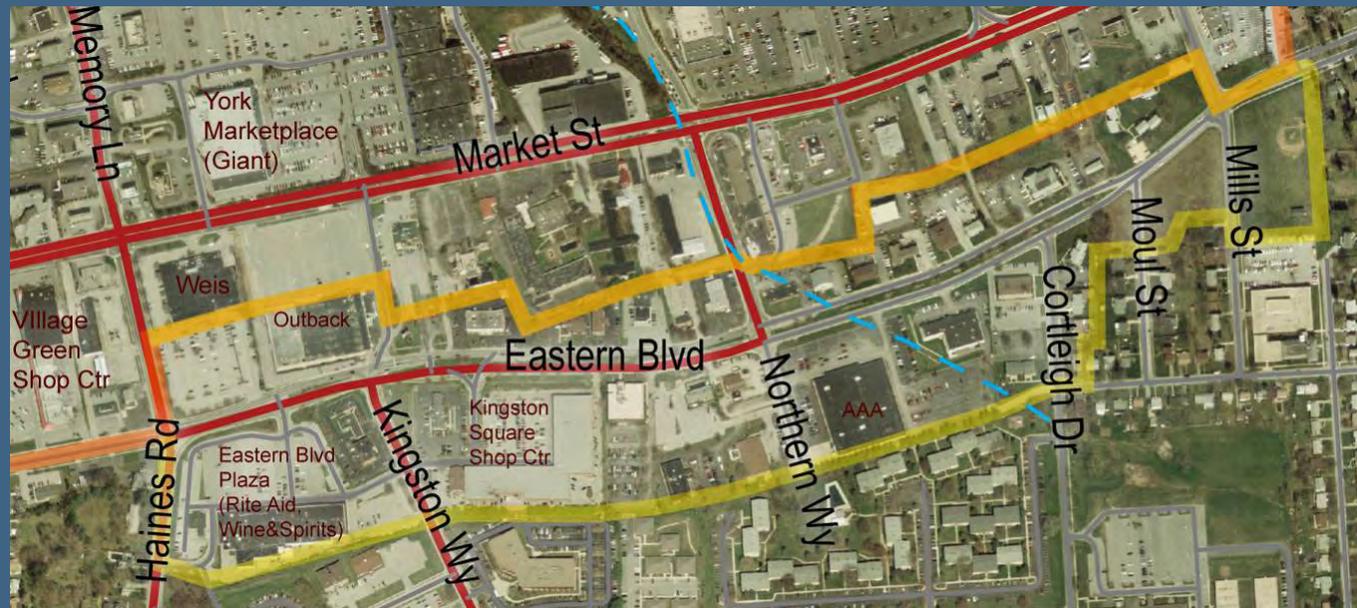
*Sidewalk  
Deficiencies*



# Existing Conditions

## Eastern Blvd.

- Buffers adjacent residential areas from commercial use
- Adjacent residential provides strong bike/walk market
- Opportunity to expand neighborhood serving retail
- Median is a good foundation for streetscape improvements



# Existing Conditions

## Eastern Blvd.

- Retail
- Office
- Adjacent residential



# Draft Vision & Goals

# Vision & Goals

## What do we want?

- Vision & goals for each Town Center & Gateway area
- Each vision “tells a story” to provide information to respond to concepts behind the goals
- We will use your feedback to revise these concepts
- Keep in mind that this is a LONG-TERM strategy, implemented as:
  - Private property owners invest over time
  - Grants & private/public partnerships fund improvements

# Vision & Goals: Town Center

## Market St. & Memory Lane

- Enhance existing retail with amenities, streetscape & design elements to improve the appearance of the commercial core



# Vision & Goals: Town Center

## Market St. & Memory Lane

- Encourage a mix of uses with a focus on retail and community uses



# Vision & Goals: Town Center

## Market Street & Memory Lane Street Network

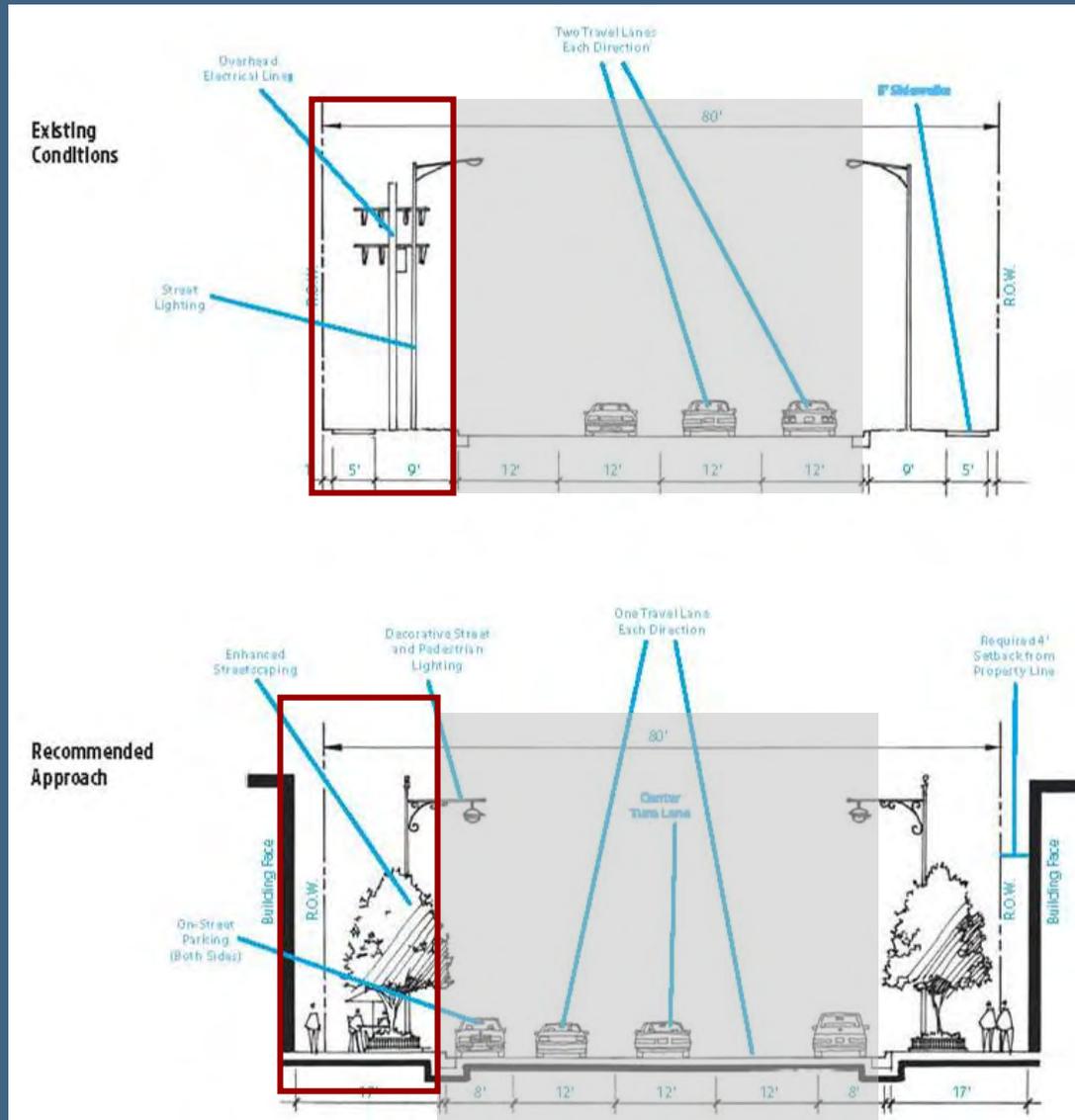
- Improve existing streets to accommodate all modes of transportation
  - Automobile
  - Pedestrians
  - Transit and transit riders
  - Bicycles
- Make new connections to alleviate pressures from existing street network



# Vision & Goals: Town Center

## Streetscape & Setbacks

- Consider how existing right-of-way & setbacks are used
- Develop the tools to use that same physical area to support multi-modal access



# Vision & Goals: Town Center

## Street Design

### Existing Streetscape

Buildings set back behind parking and driveways

Narrow sidewalk

Utility poles and lighting blocking sidewalk

No buffer of pedestrians from traffic



# Vision & Goals: Town Center

## Street Design

- Provide multi-modal transportation facilities

Street trees  
and verge

Multi-use  
path

Landscaped  
area



# Vision & Goals: Town Center

## Street Design

- Provide a buffer for pedestrians

Street trees  
and verge

Sidewalk

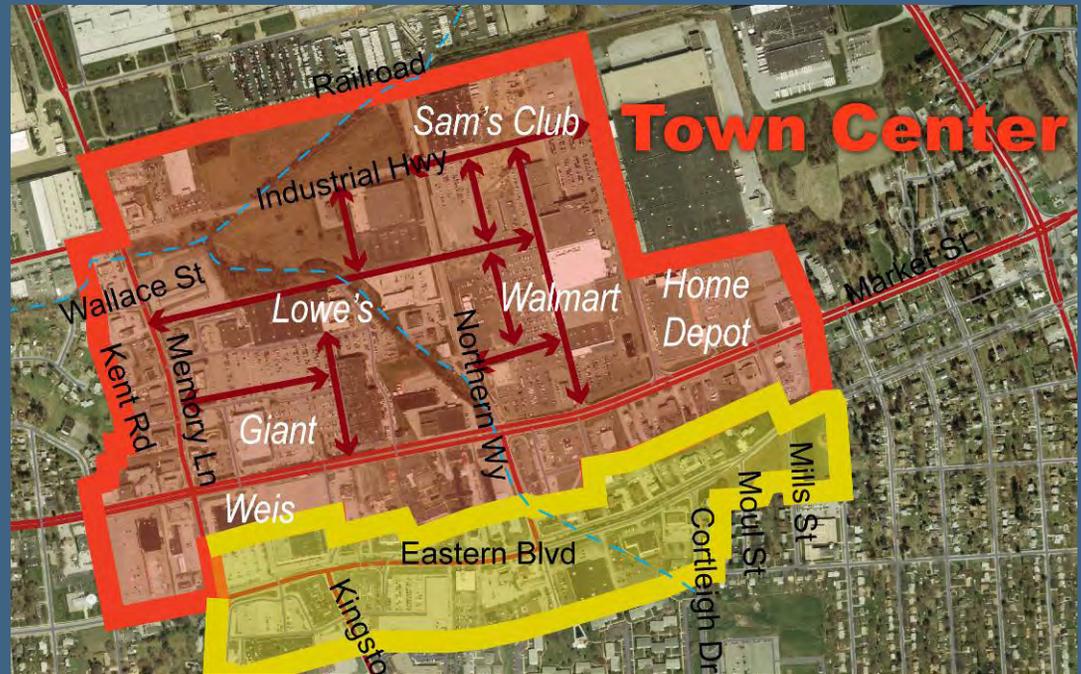
Landscaped  
area



# Vision & Goals: Town Center

## New Connections

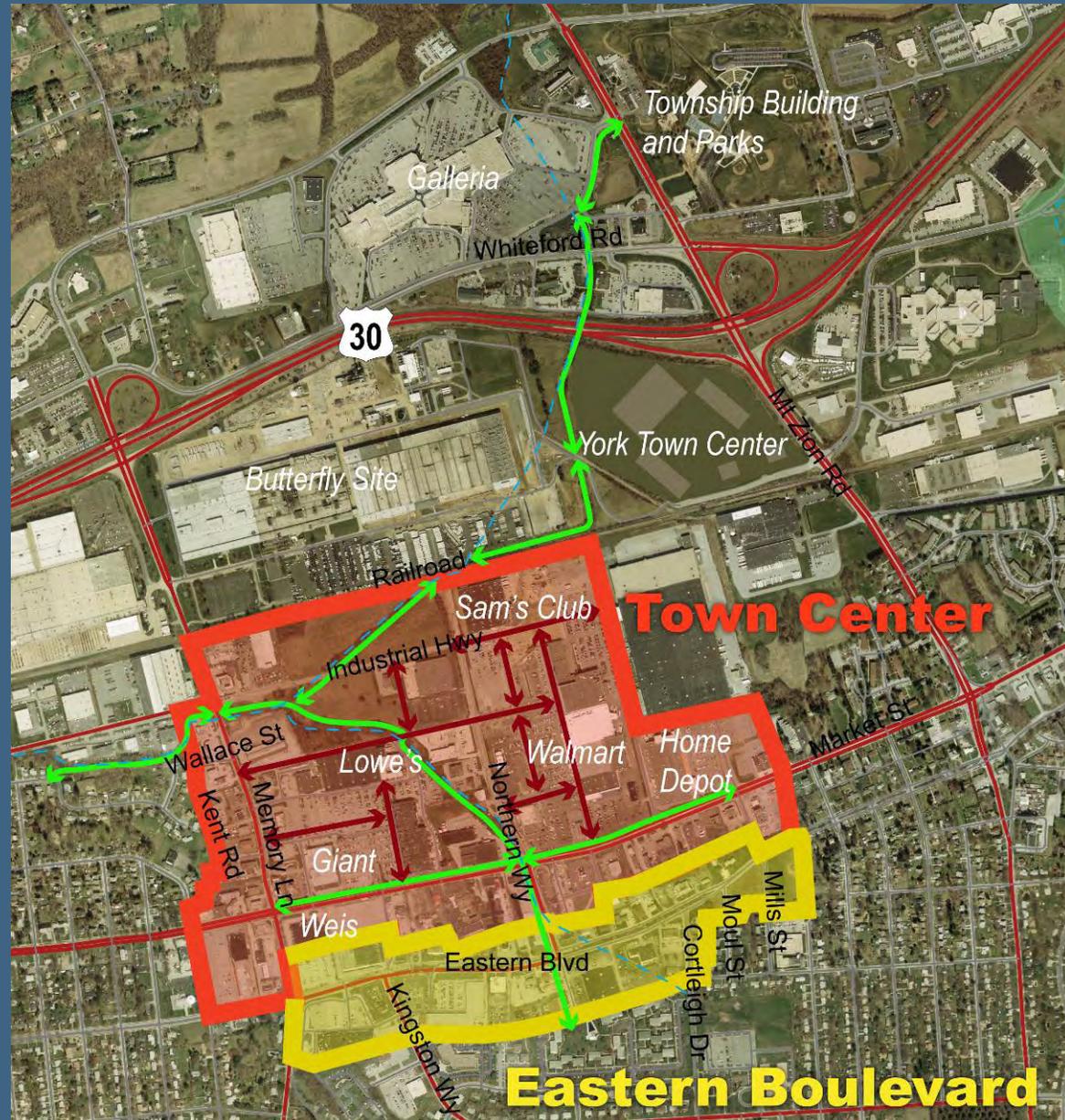
- Created as properties redevelop
- Set minimum streetscape standards
- Consider options for more elaborate designs:
  - Sidewalk widths to permit café seating
  - Pedestrian lighting
  - Plazas



# Vision & Goals: Town Center

## Multi-use Paths

- Connect neighborhoods with Town Center
- Wide sidewalk or trail to accommodate human-powered modes
- Off-street opportunities along Mill Creek



# Vision & Goals: Town Center

## Multi-use Paths

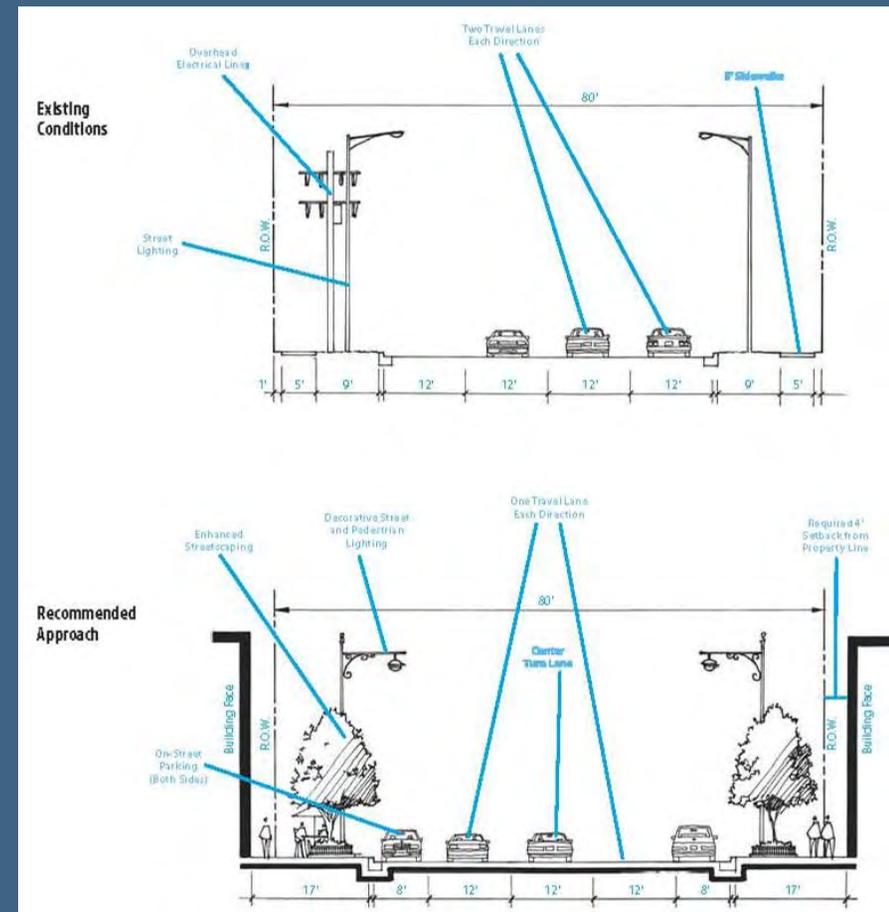
- Connect neighborhoods with Town Center
- Wide sidewalk or trail to accommodate human-powered modes
- Off-street opportunities along Mill Creek



# Vision & Goals: Eastern Boulevard

## Eastern Boulevard

- Make Eastern Boulevard a continuous green parkway with trees, landscaped medians, banners and bike lanes



# Vision & Goals: Eastern Boulevard

## Eastern Boulevard

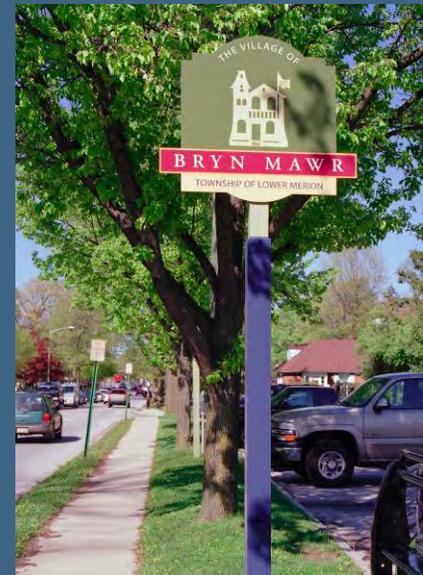
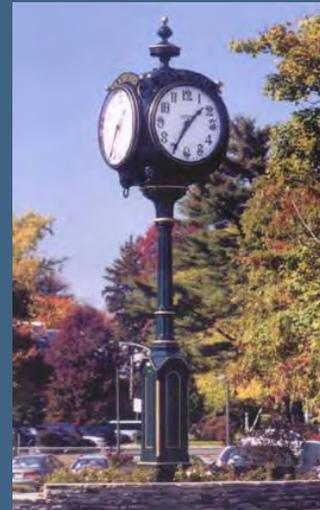
- Connect to the adjacent residential neighborhoods through sidewalks, architectural details & landscaped buffers
- Encourage development of professional office and neighborhood serving retail uses that are compatible with surrounding neighborhoods



# Vision & Goals: Gateway 83

## Gateway 83

- Create a prominent, high quality gateway for Springettsbury Township
- Direct visitors, business owners, residents and other traffic to Township facilities and attractions



# Vision & Goals: Gateway 83

## Gateway 83

- Encourage redevelopment with high quality office, multi-family housing & retail uses
- Make physical transportation connections to the adjacent residential neighborhoods



# Vision & Goals: Market East Gateway

## Market Street Eastern Gateway

- Redevelop underutilized parcels with light industrial, commercial & multi-family uses
- Create a “green” gateway with street trees, lawns and monument-style landscaped signage
- Ensure pedestrian & transit access along the gateway corridor



# Zoning & Design Considerations for Town Center & Gateways

# Zoning & Design

## Zoning & Design

- Current ordinance written with future town center in mind, so use changes would be minor
- Consider whether density adjustments are appropriate, particularly in exchange for desired design elements or public amenities
- Ensure setback and improvement standards support desired town center development

# Zoning & Design

## Basic design standards: Materials



# Zoning & Design

## Basic design standards: Materials & orientation



# Zoning & Design

## Basic design standards: Façade articulation



*Vertical articulation (rhythm)*

# Zoning & Design

## Basic design standards: Façade articulation



*Horizontal articulation*

# Zoning & Design

## Basic design standards: Sign size and design regulations



*Examples of monument signs*



*Example of an iconic sign*

# Zoning & Design

## Basic design standards: Reflect local architectural style



# Visioning Workshop

# Springettsbury Town Center

## Exercise

- Stations around the room, each highlights an issue raised in the planning effort
- Review information on the displays, ask questions of consulting team or committee members
- Place stickers in appropriate boxes to indicate what you think
- *Regroup for summary and questions at 8:30ish*