



Springettsbury Township Comprehensive Plan

Springettsbury Town Center Planning Update

July 24, 2008





Springettsbury Township Comprehensive Plan

Status

- **Town Center Steering Committee established & met twice**
 - **Board of Supervisors**
 - **Planning Commission**
 - **Zoning Hearing Board**
 - **Community**
- **Defining a town center for Springettsbury**
- **Proposed Scope of Work**



What is a Town Center?

- **Central focus area for business activity and community events**
- **Characterized by:**
 - **Mix of uses with focus on shopping and retail**
 - **Community uses, such as parks and town halls are common**
 - **Multi-modal transportation access**
 - **Good internal connectivity and into adjacent neighborhoods**



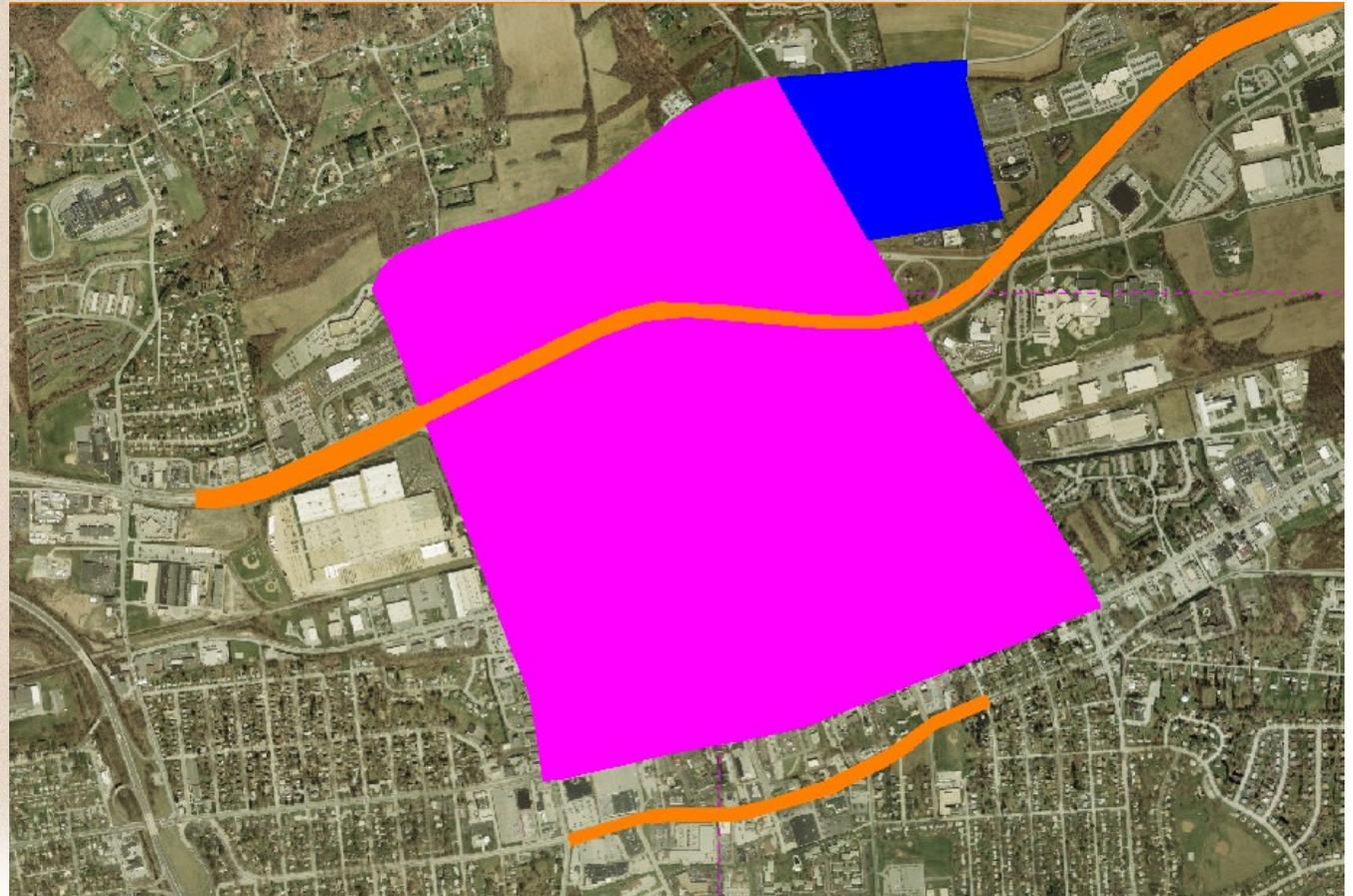
Springettsbury Comp Plan Town Center Goals

- Create distinctive civic “heart” of the community
- Improve connections between existing community assets
- 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

- Comprehensive Plan Committee identified a “core” bounded by:
 - Memory Lane
 - Pleasant Valley Road
 - Mt. Zion Rd.
 - Market Street
- Contains retail & community assets
- Need focus





Springettsbury Township Comprehensive Plan

Identify prime goal

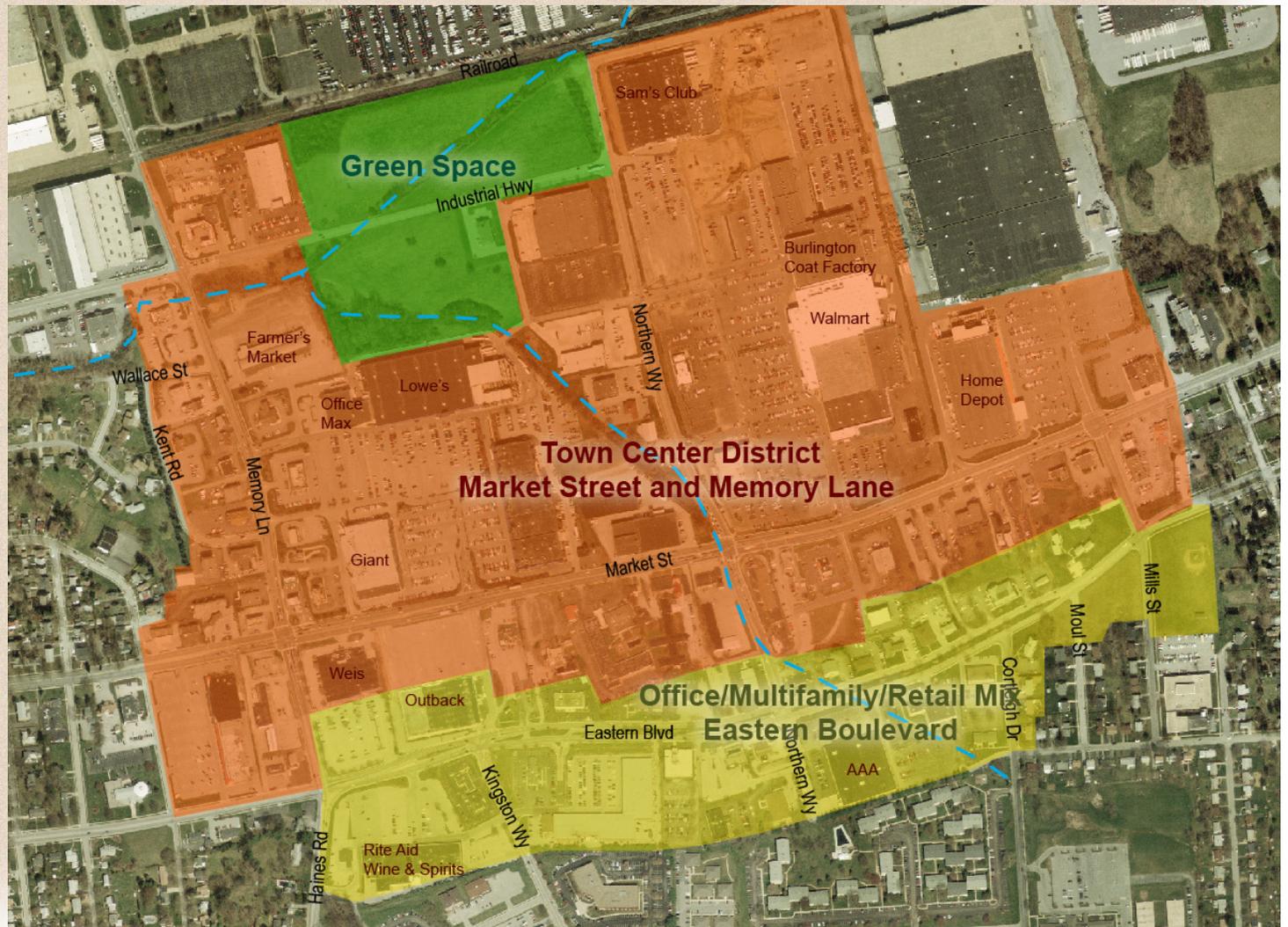
- What do we really expect from the Town Center?
- Steering Committee recommended several “character districts” further planning:
 - Market East/Memory Lane commercial district
 - Eastern Blvd. commercial district
 - Gateway area at #19 I-83 interchange
 - Market Street at Township eastern boundary





Market St. & Memory Lane

- Takes advantage of existing retail
- Amenities, streetscape and design improvements would improve character of commercial core
- Potential trail connections along stream corridors





Eastern Blvd.

- Buffer to residential areas
- Adjacent residential provides strong bike/walk market
- Opportunity to expand neighborhood serving retail
- Median would anchor streetscape improvements
- Professional office provides good daytime traffic

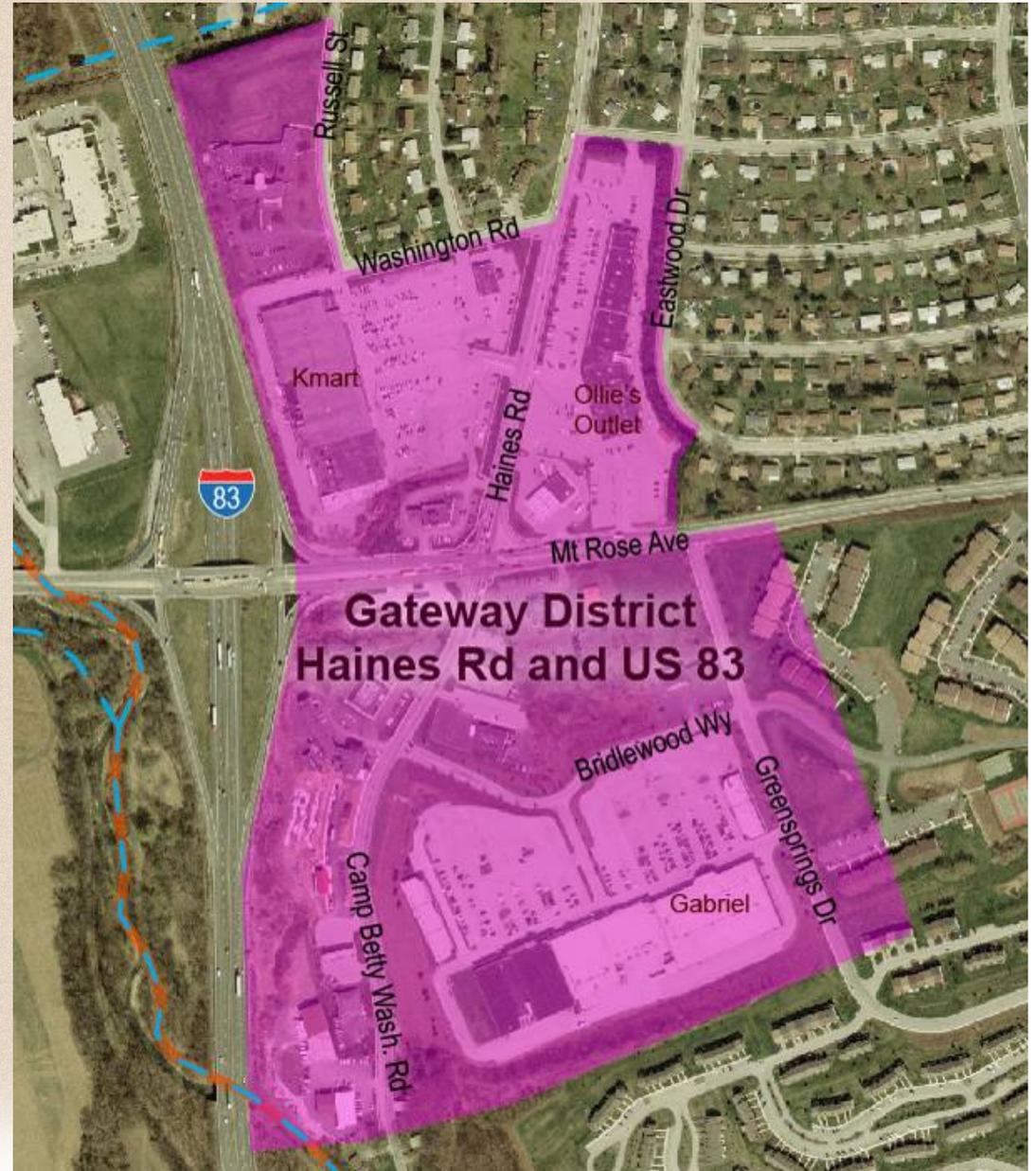




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Gateway 83

- High susceptibility to change
- Good transportation connections
- Interchange improvements offer opportunity to facilitate other changes
- Shallow lots north of Mt. Rose could add challenges





Market Street Eastern Gateway

- Underutilized site creating an eyesore
- Not suitable for a town center
- Redevelopment key to improving appearance
- Market demand analysis will inform decision making
- Understand appropriate public amenities to support light industrial uses in a gateway location





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Transportation Network



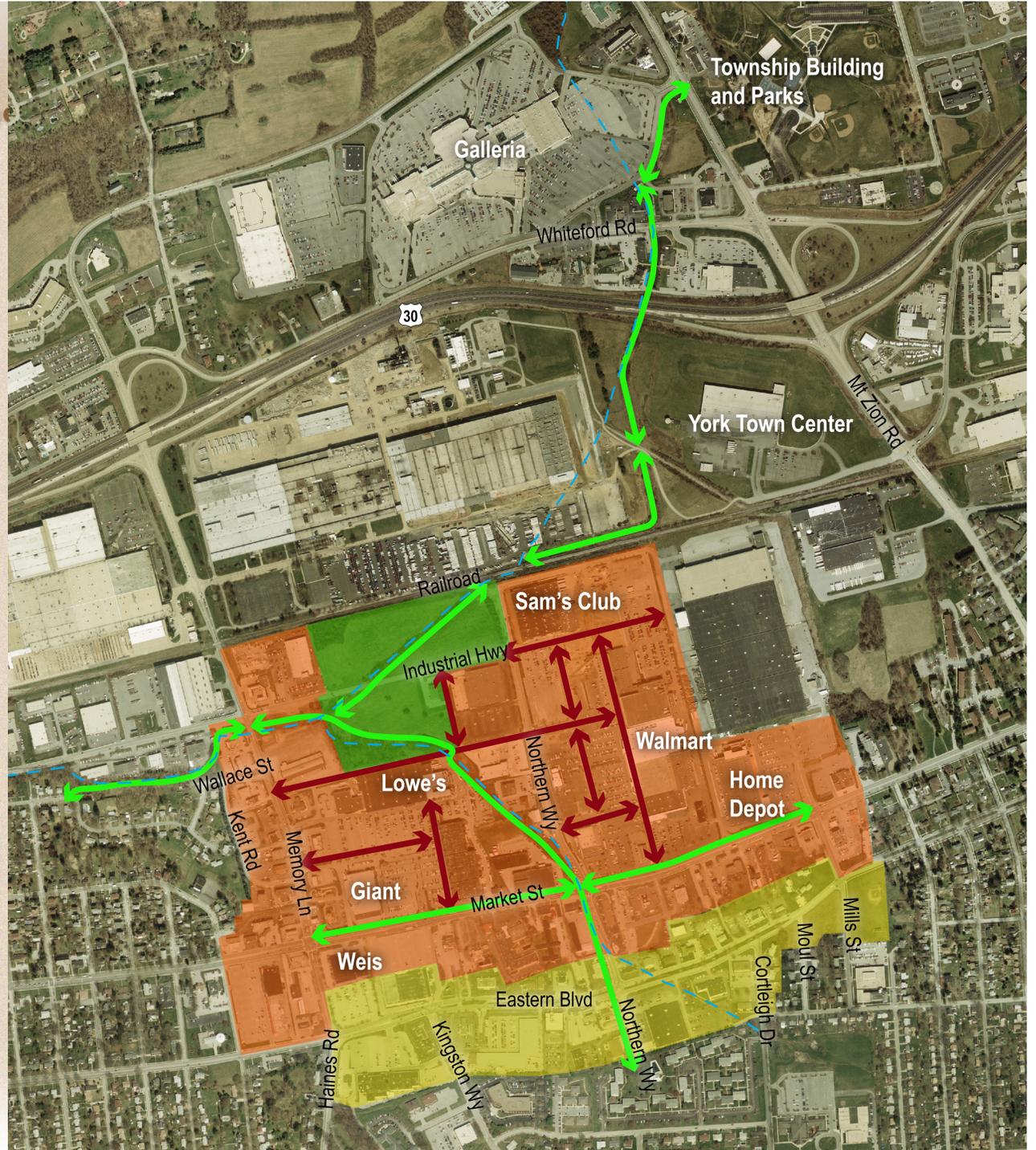
Town Center transportation network

- Right-of-ways that accommodate modes of transportation such as...
 - Pedestrians
 - Transit and transit riders
 - Bicycles
 - Automobile
- Make new connections to alleviative pressures from existing street network



Springdale

Network & Connections





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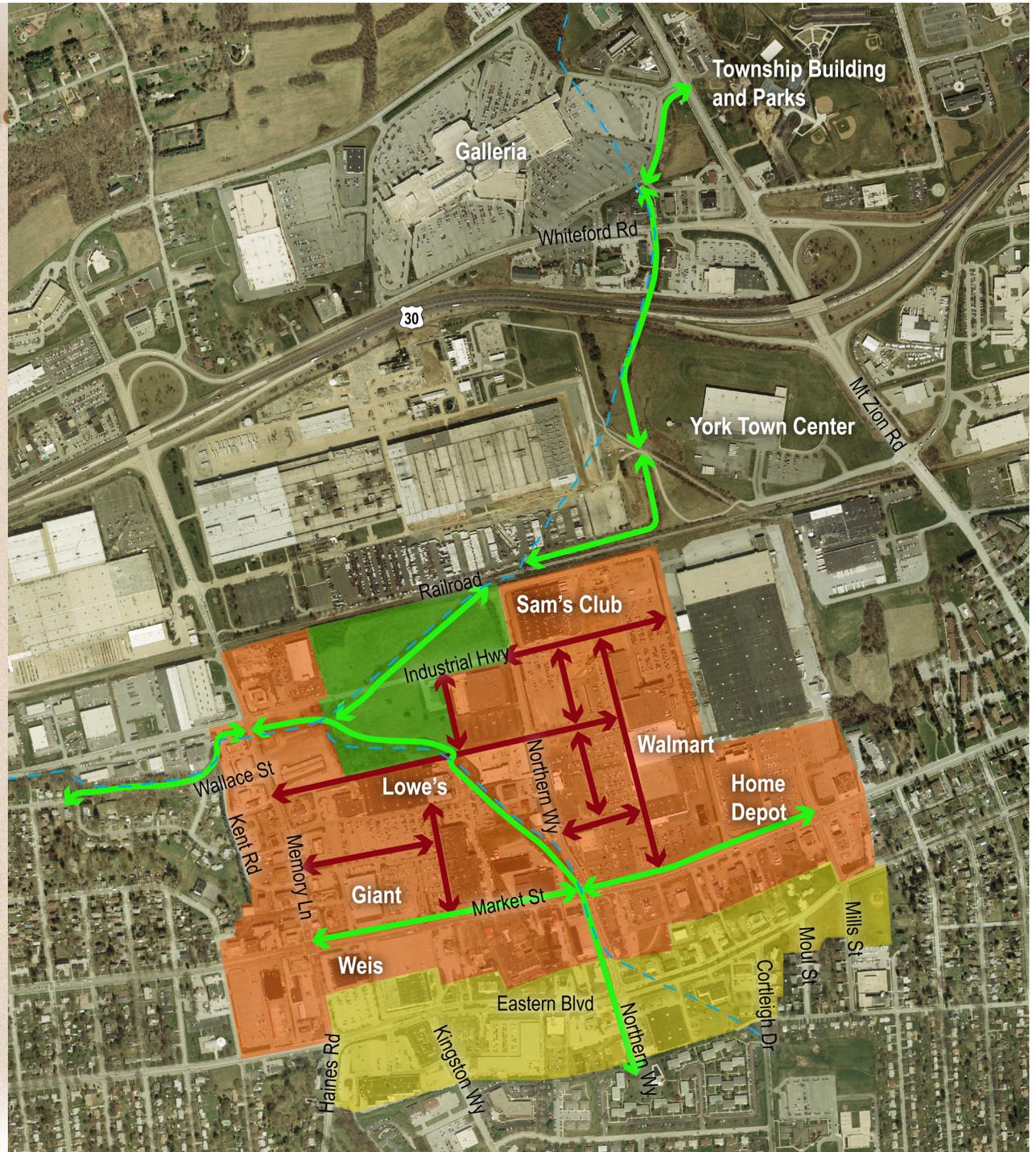
Connections





Existing Street Network

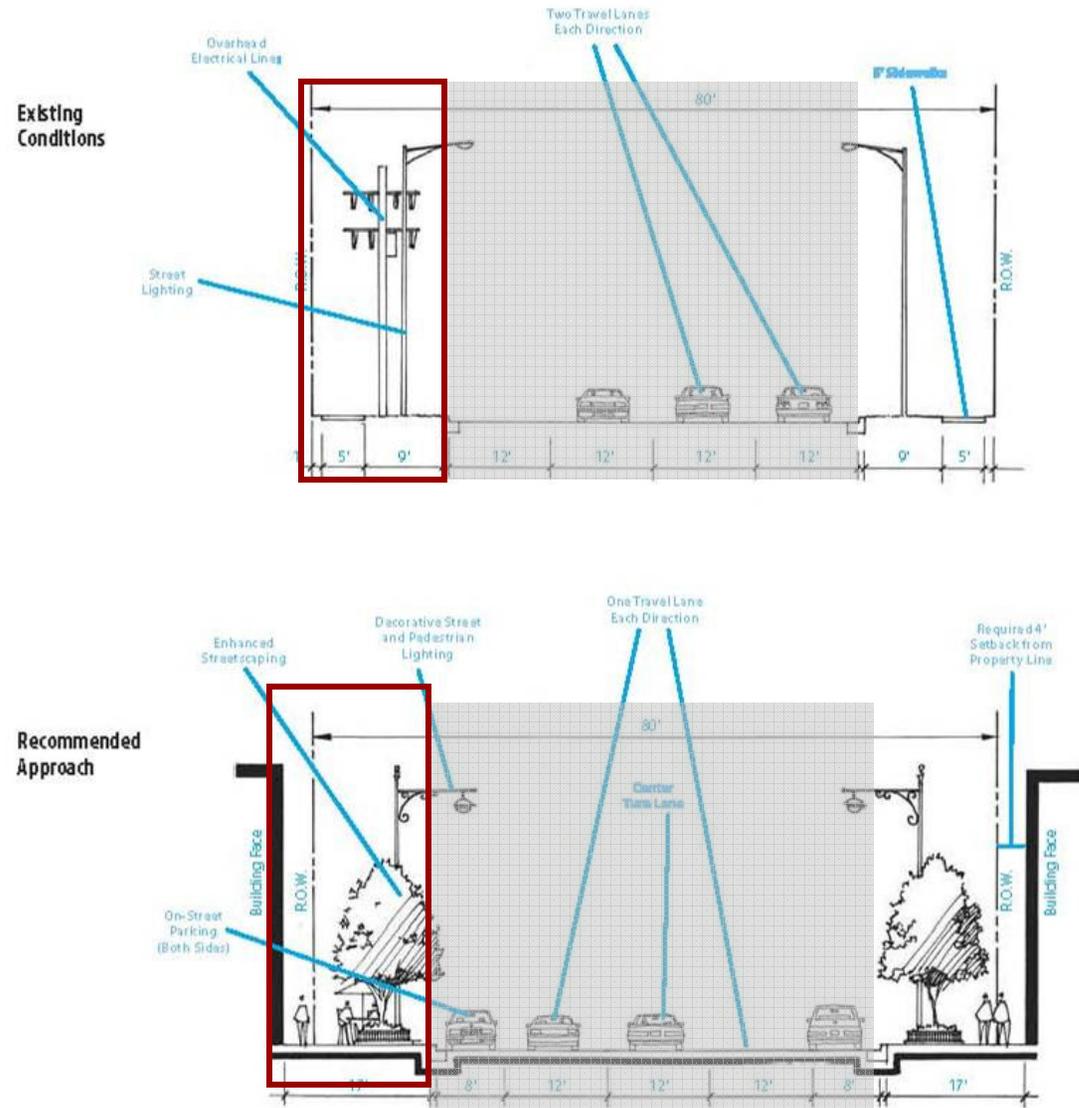
- Streetscape improvements
- Setbacks appropriate to traffic volumes
- Market St. multi-use path





Primary Network Multi-modal Street Design

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





Primary Network Multi-modal Street Design

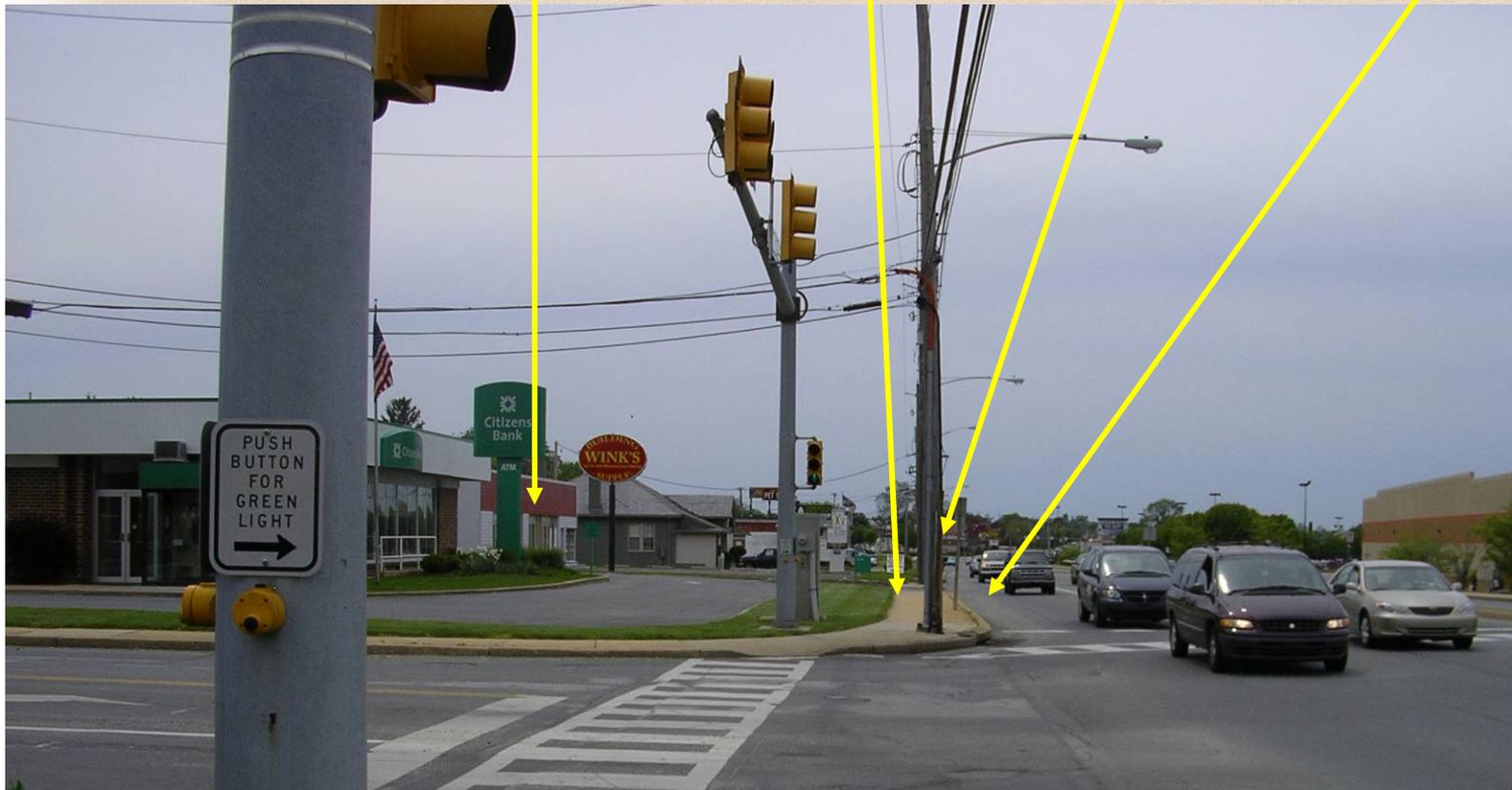
Existing Streetscape

Buildings set back behind parking and driveways

Narrow sidewalk

Utility poles and lighting blocking sidewalk

No buffer of pedestrians from traffic





Primary Network Multi-modal Street Design

Alternative Streetscape

Street trees
and
parking
strip

Multi-use
path

Landscaped
area





Primary Network Multi-modal Street Design

- **Alternative**

Street trees
and
parking
strip

Sidewalk

Landscaped
area





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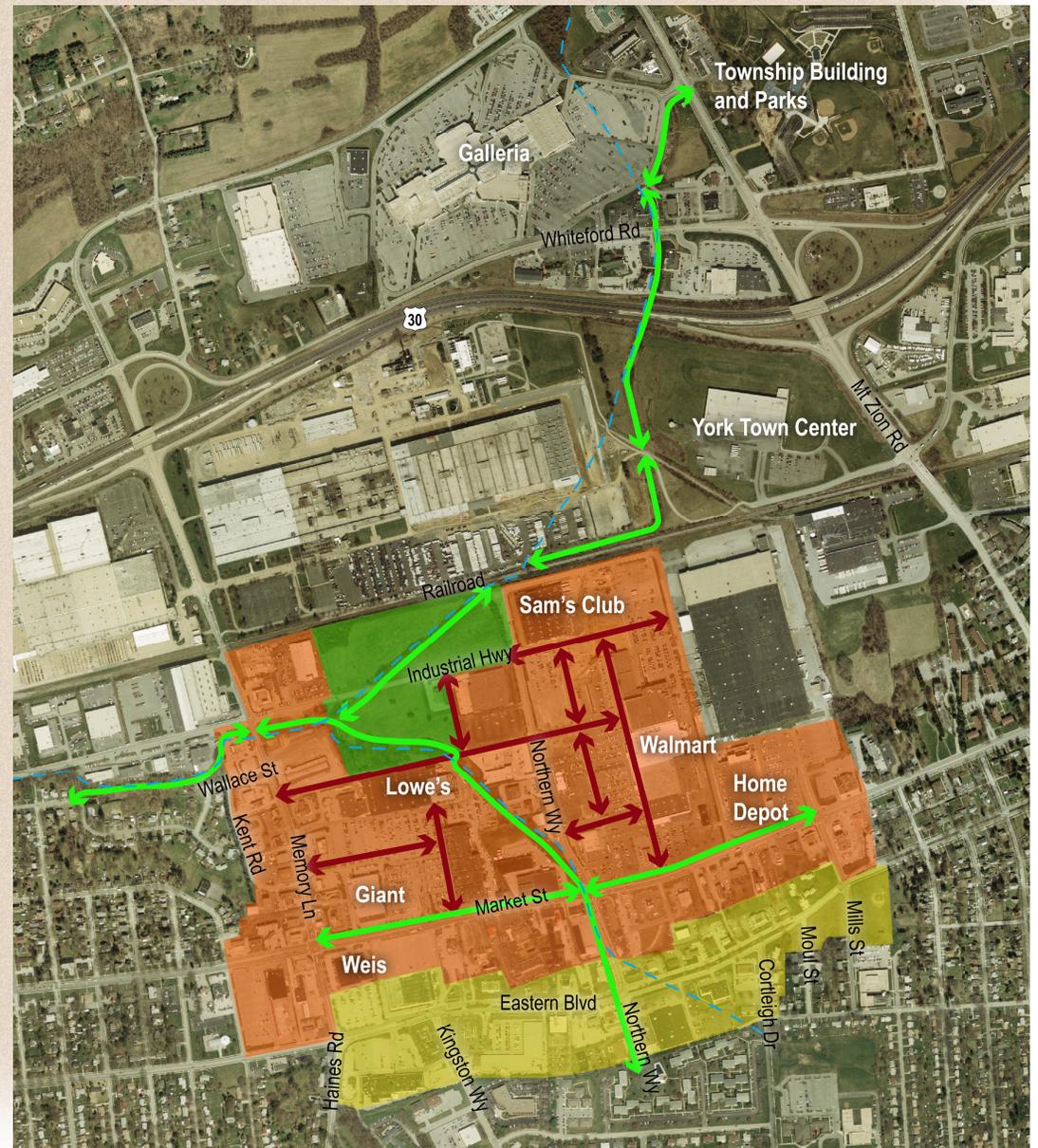




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New Connections

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





Optional Streetscape Design Elements

- New connections are likely to be private streets





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Multi-use Paths

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





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Zoning & Design



Zoning & Design

- **Current ordinance written with future town center in mind, so use changes would be minor**
- **Tradition Neighborhood Development provisions in MPC provides for stronger control over design in a town center overlay**
- **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**



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Vertical articulation (rhythm)



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Horizontal articulation



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Next Steps

- **2008**
 - **Contract approval**
 - **Complete existing conditions analysis, including economic study for Danskin site and surrounding area**
 - **Community visioning workshop**
 - **Plan outline**
- **2009**
 - **Draft plan**
 - **Community prioritization workshop**
 - **Zoning & SALDO overlay**
 - **Adoption**