



## Springettsbury Township Comprehensive Plan

# Springettsbury Town Center Plan Steering Committee Meeting

April 22, 2008





## Springettsbury Township Comprehensive Plan

### Agenda

- **Introductions**
- **Role of the Steering Committee**
- **What is a Town Center?**
- **Opportunities and Challenges for a Springettsbury Town Center**
- **Review Scope of Work**
- **Summary & Next Steps**



## 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
- Consider new public gathering spaces



## Town Center Plan Example: Addison, Illinois

- Suburb of Chicago
- Plan prepared by Hitchcock Design Group out of Chicago
- City is larger and more urban than Springettsbury
- Town Center area is smaller than ours
- Strong revitalization focus, addresses:
  - Transportation improvements/connections
  - Physical environment through zoning, design and streetscape improvements



## Springettsbury Township Comprehensive Plan

### Identify a Study Area

- What is the “problem”
- Smaller areas provide stronger opportunity to focus
- Larger areas require prioritization of issues to be effective







## Springettsbury Township Comprehensive Plan

# Understand Assets



Green Meadows Shopping Center



Village Hall



Community Park



## Springettsbury Township Comprehensive Plan

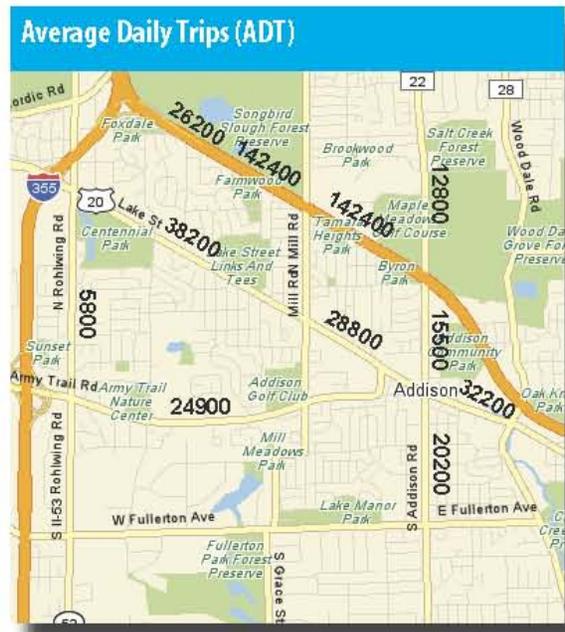
# Identify Challenges



Our new Town Center friendly streets on site



Existing multi-unit housing near Village Hall

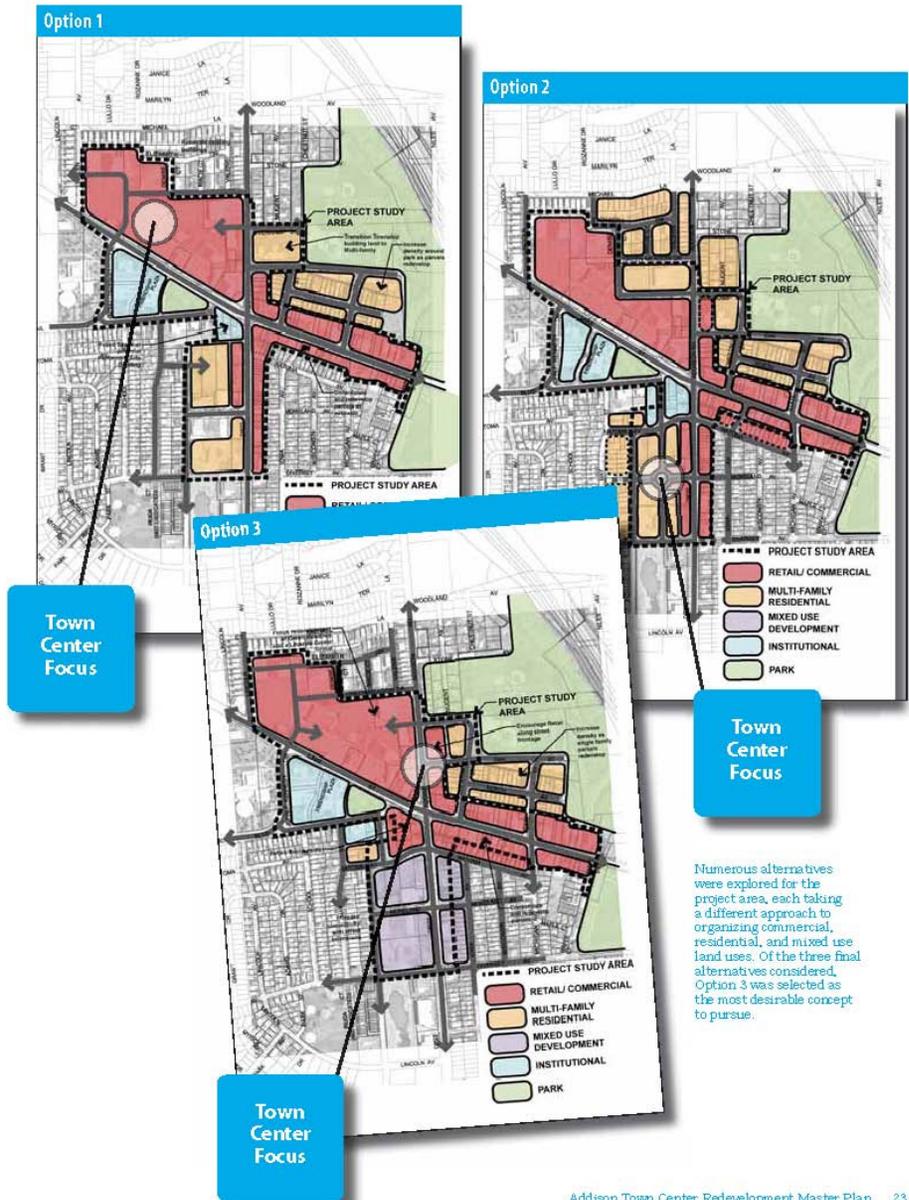


Existing commercial corridors include a variety of small businesses in buildings constructed after the Second World War



## Identify Options for Improvements

- What are the key opportunity sites
- What are the biggest problems you want to address
- Where do you want to focus the effort?





## Springettsbury Township Comprehensive Plan

# Recommend Specific Improvements

- Transportation connections
- Public improvements
- Zoning or design standards
- Development activities to pursue





## Springettsbury Township Comprehensive Plan

### Mix of public and private investments

- Multi-modal access improvements
- Streetscape
- Building placement
- Design standards



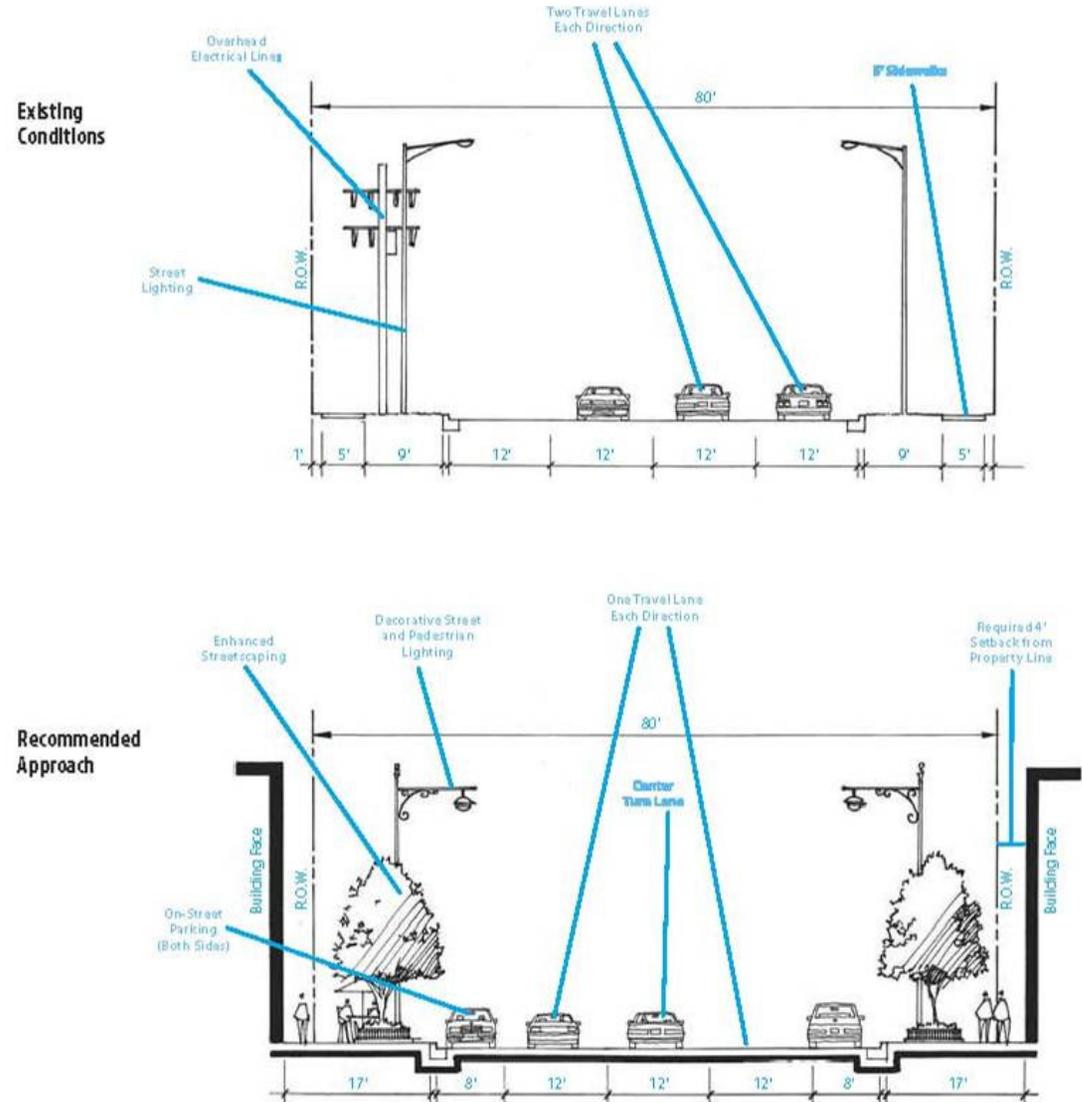
Existing Conditions



## Springettsbury Township Comprehensive Plan

# Multi-modal Street Design

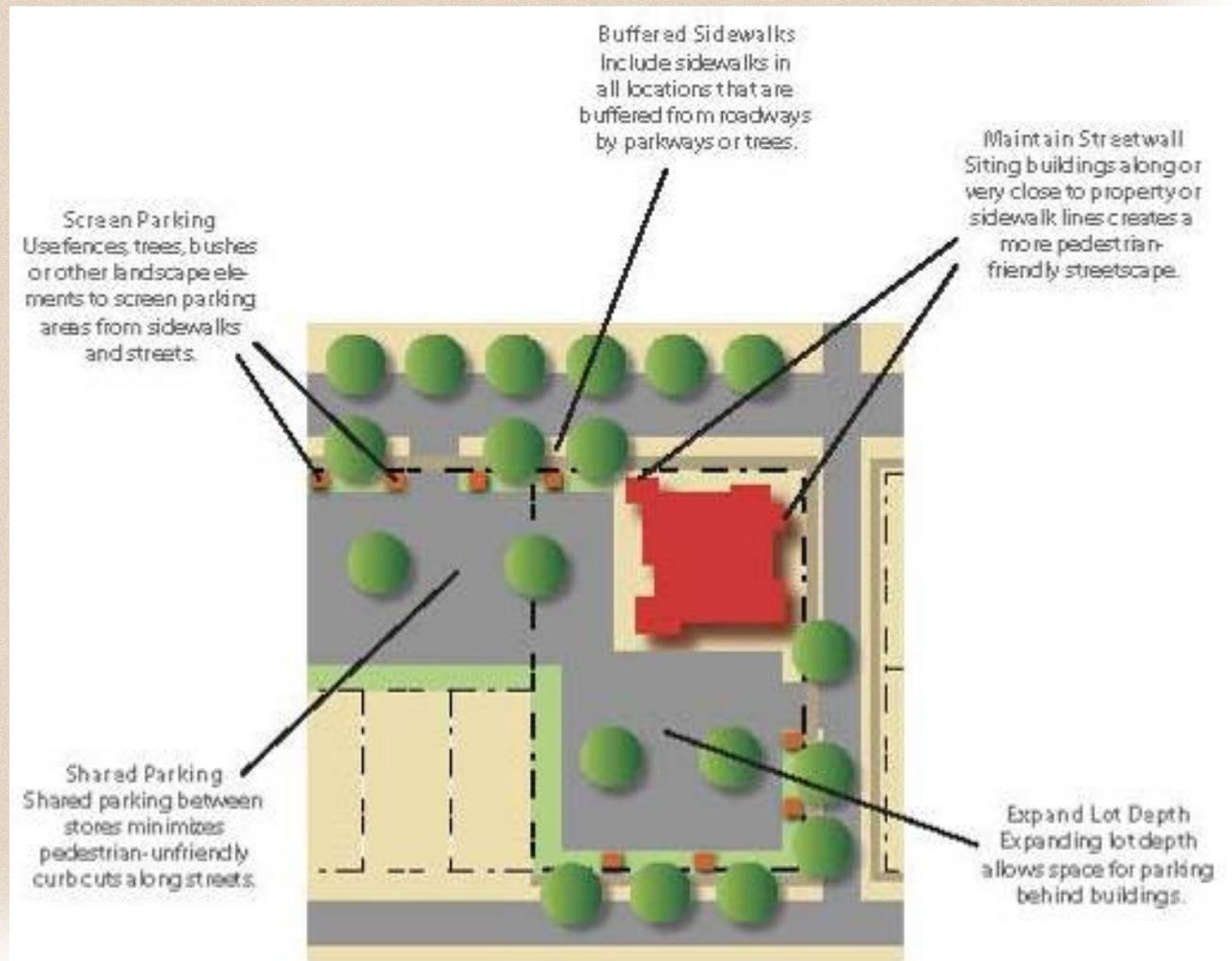
- Street lighting
- Sidewalk width
- Landscaping
- Parking
- Building setbacks





## Parking design with pedestrian in mind

- Sidewalk buffering
- Creating a “street wall”
- Provision for parking behind buildings
- Reduce access points into lot





## Development and Design Standards

- Municipalities Planning Code provides flexibility in regulating design under Traditional Neighborhood Design provisions



Community retail center.



Orient building facades towards streets.



High density mixed use.



Low density retail.



## Springettsbury Township Comprehensive Plan

# Public Improvements

- Parks and civic spaces
- Signage
- Streetscape



Locate open spaces throughout the Town Center for gatherings and events.



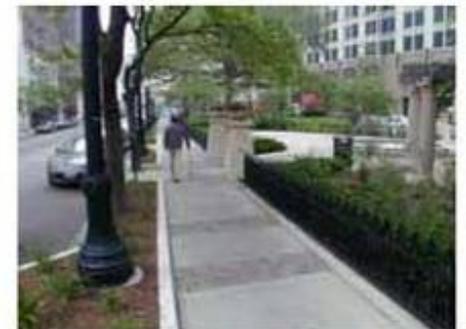
Integrate open spaces with Town Center businesses.



Consider space for event staging.



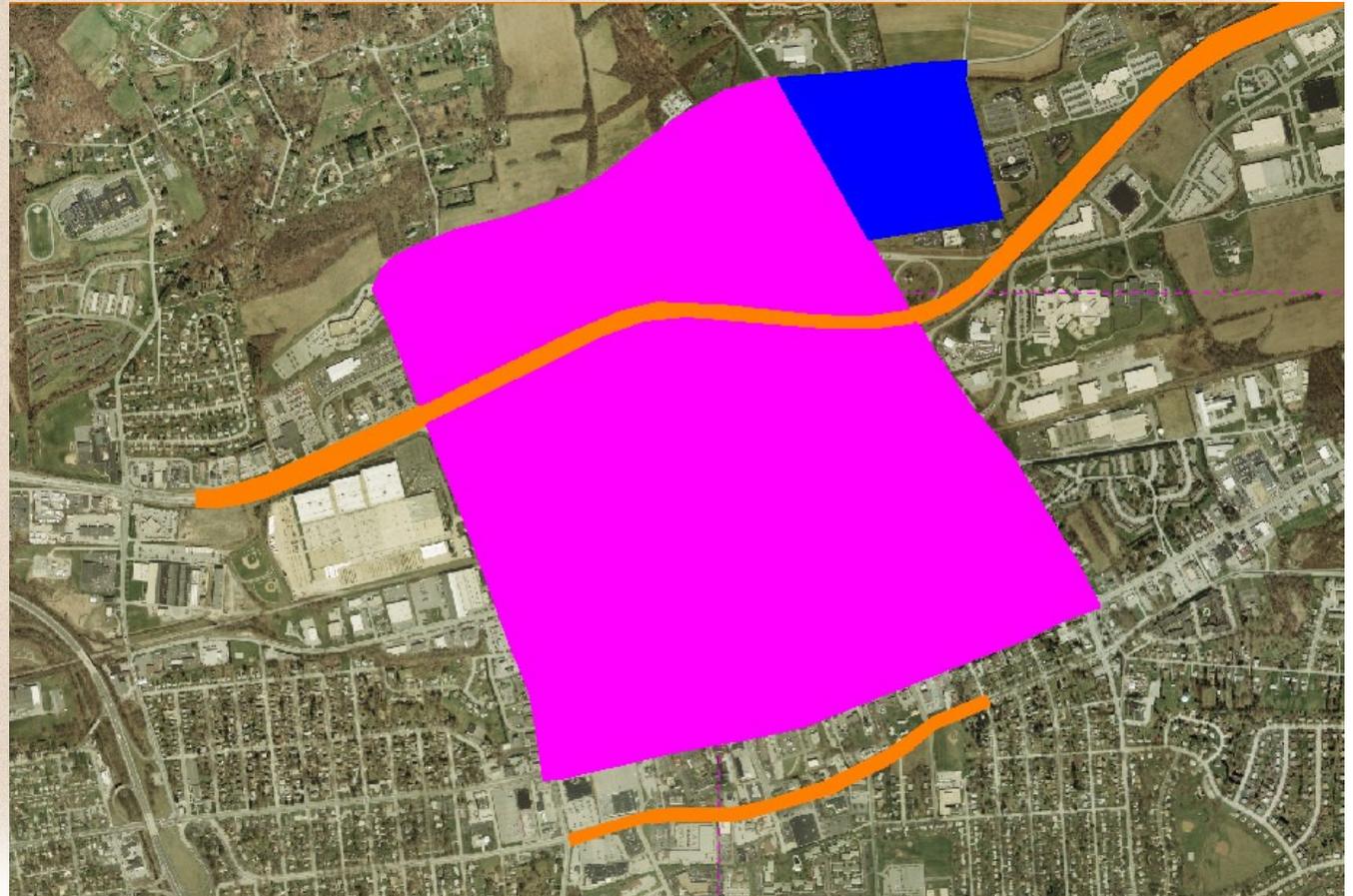
Locate distinctive features to serve as terminus / focal points.





## Springettsbury Town Center

- Comprehensive Plan Committee identified a “core” bounded by:
  - Memory Lane
  - Pleasant Valley Road
  - Mt. Zion Rd.
  - Market Street
- Part of this Committee’s task is to identify the ultimate boundaries





## Potential Town Center Area

- Area contains many important retail & community assets
  - Springettsbury Park
  - Township Building
  - Library at the Bradley Academy
  - Eastern Market
  - York & Galleria Malls
- Each plays a role in forming community identity



## Potential Town Center Area

- **Considerable challenges in transformation to an identifiable community center:**
  - **Poor connectivity**
  - **Access across Route 30**
  - **Large-scale auto-dominated design**
  - **Very large area limits overall impact**



## Need to identify our prime goal

- **What do we really expect from the Town Center?**
  - **Create an identifiable core**
  - **Solve connectivity problems within and to our primary retail area**
  - **Create effective pedestrian, bike and transit access**
  - **Enhance the appearance of retail development**
- **The ultimate study area will reflect our core mission**