2 Placemaking

Why Focus on This Topic?

Creating Great Places is about turning regular places into special ones.

Our partners across the county said these policies were the most important:

- Make our downtowns more vibrant, safe, and attractive
- Design communities that put people first

In this part of the presentation…

We will:

- Define what we mean by a "great place" and "placemaking"
- Identify some locations in your area that:
  - Could benefit from placemaking
  - Have already been successfully transformed, or have plans to do that
- Discuss how the catalytic tools in *places2040* apply to this effort
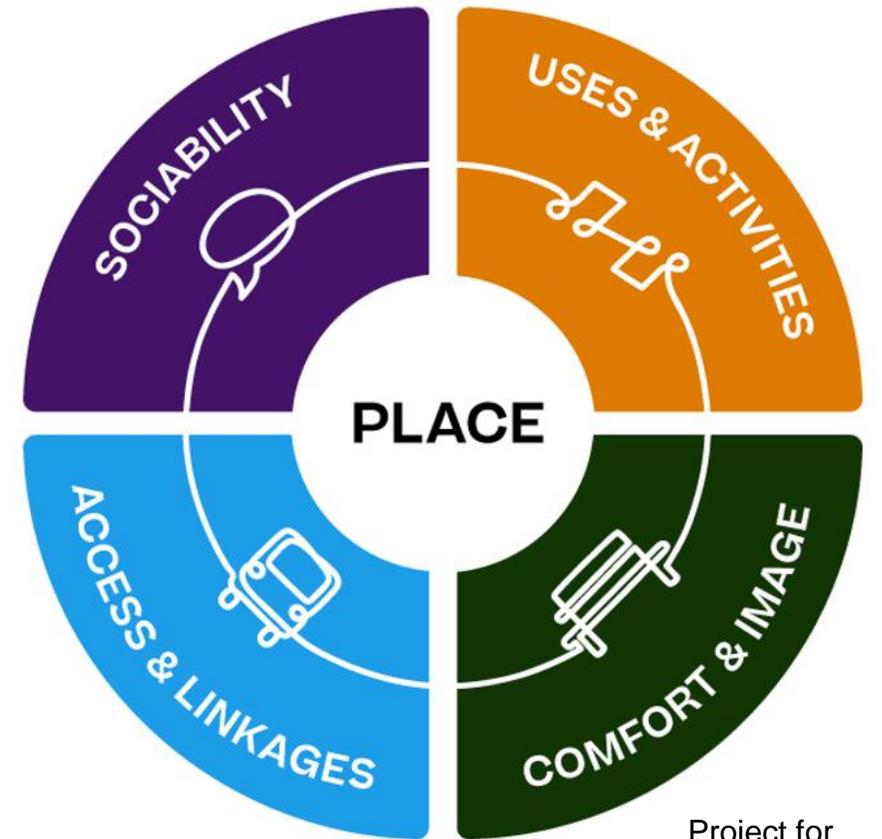
What makes a **great place**?

They are places:

- That locals are proud of
- Where people get together
- Where businesses want to be
- Where mud sales, fairs, and barbeques happen

The **Project for Public Spaces** has noted that great places share four characteristics in common. They are:

- Accessible and well connected to other important places in the area
- Comfortable and project a good image
- Attractive locations for activities – they make people want to participate
- Sociable environments where people want to gather and visit again and again

Project for Public Spaces

place

[P]lace

place

Place

How do you create a **great place**?

Through **placemaking**

What is **placemaking**?

Placemaking is the **process** of creating quality places that people want to live, work, play, and learn in.

Mark A. Wyckoff, FAICP
Michigan State University Land Policy Institute

Placemaking
is turning a place
you can't wait
to get through
into one that you
never want to leave

Fred Kent

We still overbuild for cars…
and underbuild for pedestrians
and bicyclists

LNP

The Rowhouse

Fred Kent's Law

If you plan for cars and traffic, you get cars and traffic.

If you plan for people and places, you get people and places.

A Little Goes a Long Way

The CNU Project for Code Reform encourages communities to make the smallest, most necessary changes – such as parking, frontages, uses, and building form.

Focus on the basics. You don't have to do everything all at once. Incremental change is often most realistic approach.

The Project for Code Reform
Coding solutions that enable great places

Placemaking in Your Area

Town Center
Akron Borough

Why
No well-defined town center and community space

Potential to link two underutilized uses

Placemaking in Your Area

Town Center
Akron Borough

Why
No well-defined town center and community space

Underutilized spaces at Ten Thousand Villages & Broad Street Park

Placemaking in Your Area
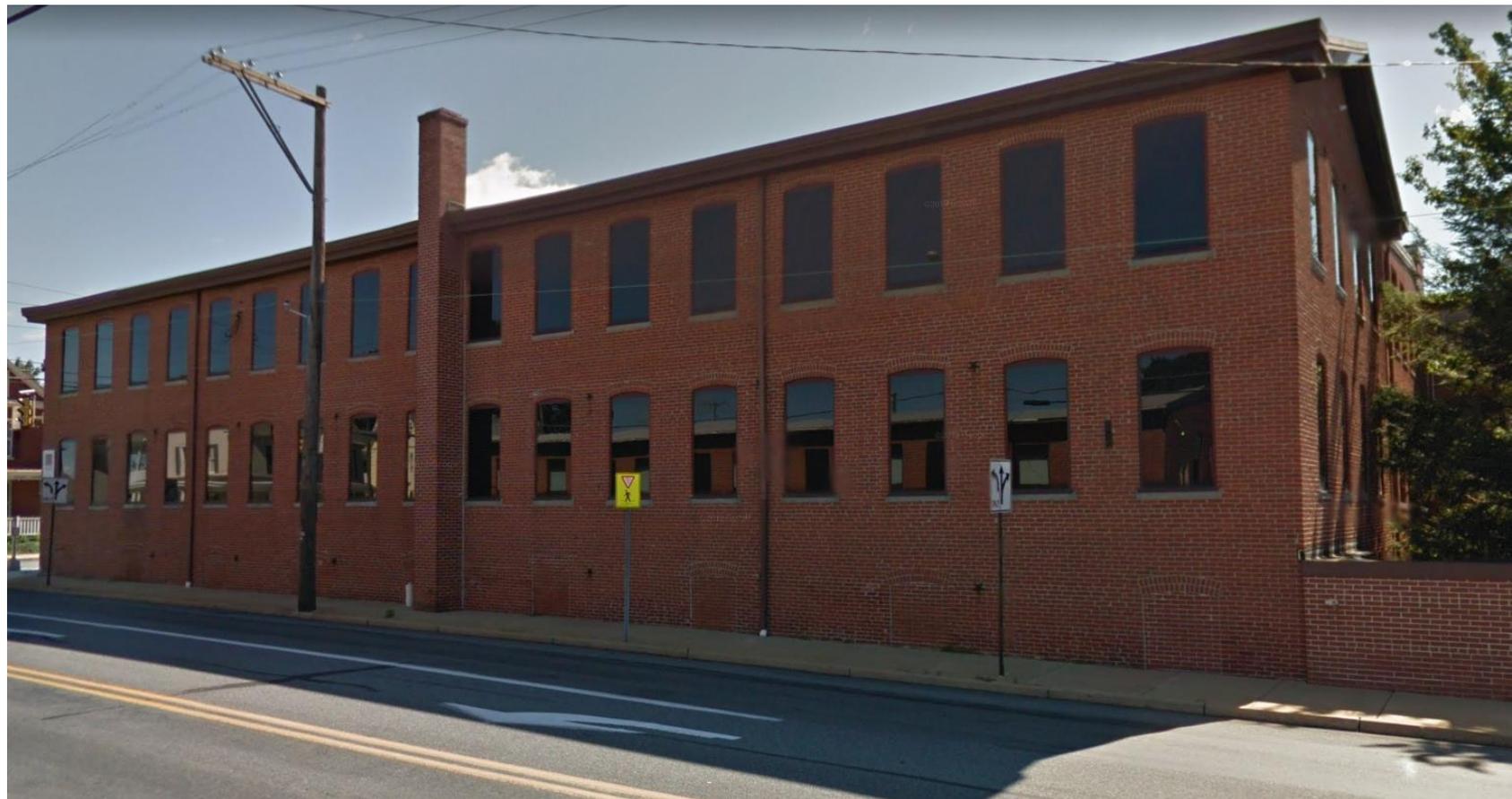

Town Center
Akron Borough

Why
No well-defined town center and community space

Underutilized spaces at Ten Thousand Villages & Broad Street Park

Unused space in the Ten Thousand Villages complex

Underutilized Broad Street Park

Borough wants to:

- Activate park to become a community gathering space
- Encourage mixed-use development at the historic Ten Thousand Villages building

Best Practice

- The Wilbur,
  Lititz Borough

Suzette Wenger, LNP

Suzette Wenger, LNP

Warwick to Ephrata Rail Trail (WERT) Extension
Denver Borough

Why

- Borough understands potential benefits
- Improved quality of life & recreational opportunities
- Economic stimulus for businesses

Project	Approved	Disapproved
6th Street Improvements	34	9
Borough Loop Trail	76	5
Bus Stop Mobility Hub	22	13
Connect Warwick-Ephrata Rail Trail	64	3
Connection East Cocalico Businesses	9	11
Connection to Horseshoe Trail	36	4
Connection to School Campus	32	6
Fishing Creek Park Trail	22	6
Main Street Improvements	42	7
Washington Street Extension	43	10

Denver Borough ATP
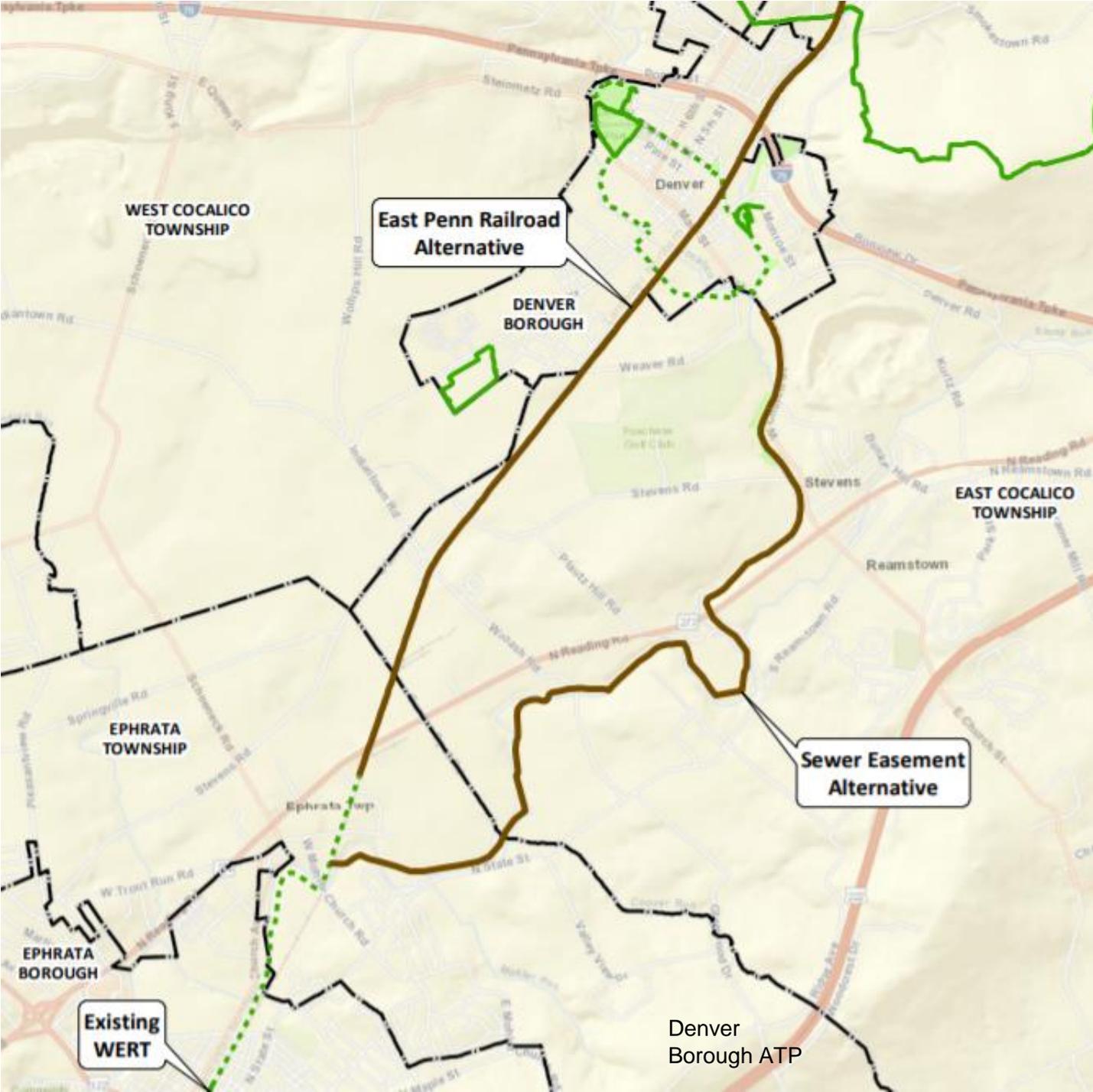
Study says rail-trails are a boon

BY AD CRABLE
Staff Writer

Lancaster County communities in the midst of new rail-trail projects might be emboldened by a new survey that shows the existing Conewago Recreation Trail and Lebanon Valley Rail-Trail are valued by area residents and stimulate local economies.

"They're good for the quality of life, and they're good for the economy," said Carl Knoch, who helped

Please see **BOON**, page **A4**

Lebanon Valley Rail-Trail
Conewago Recreation Trail
Trailhead or endpoint
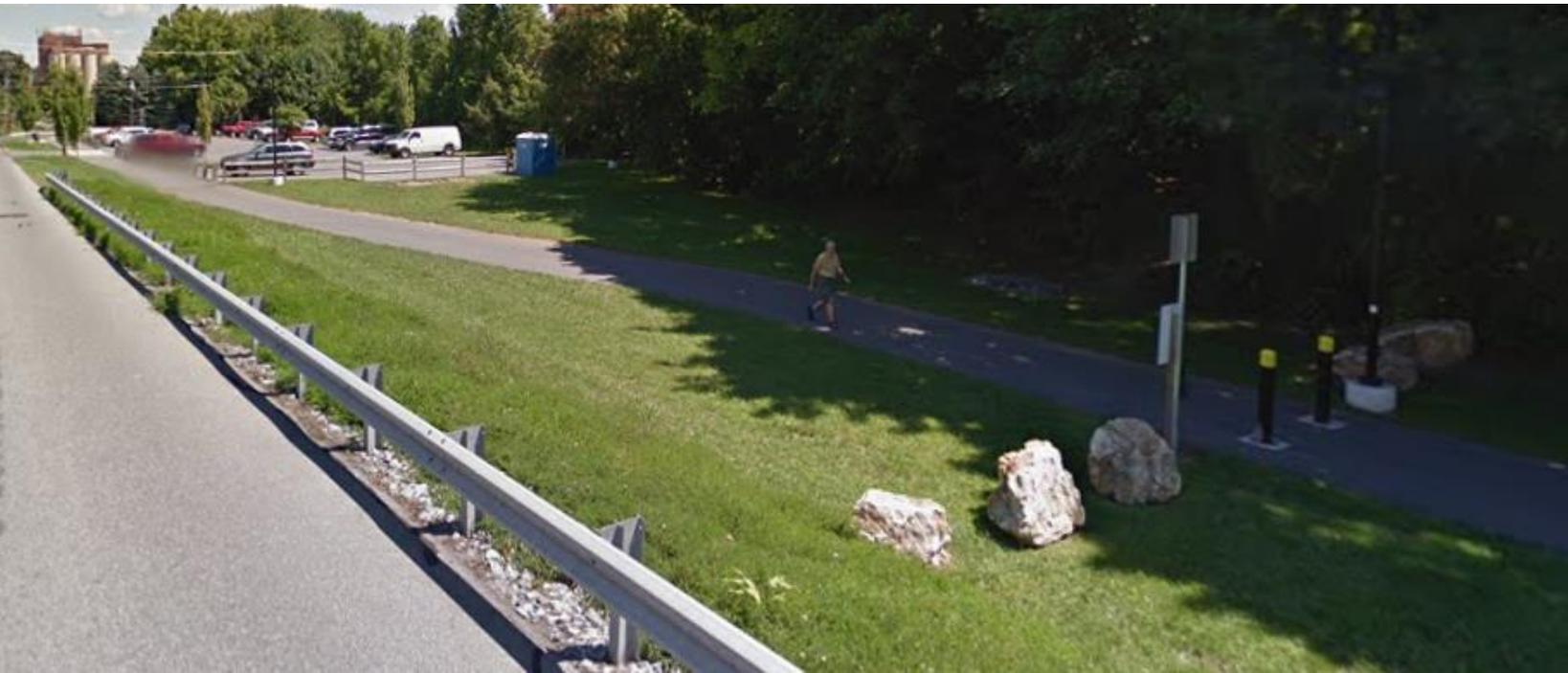
Dan Morris/Staff

- Project is identified in places2040, Lancaster ATP, and the Denver Borough ATP
- Also included on the Borough Official Map

Best Practices

- Warwick to Ephrata Rail Trail (WERT)

Frugal Lancaster

Best Practices
- Northwest River Trail (Columbia, Marietta, and Bainbridge)

Explore York

Google

Brickerville Crossroads
Elizabeth Township

Why

- Auto dominated intersection of Furnace Hills Pike/Route 501 & 28th Division Hwy.
- Lacks a sense of community character and village center

Brickerville Crossroads
Elizabeth Township

- Buildings are setback from road, with parking in front
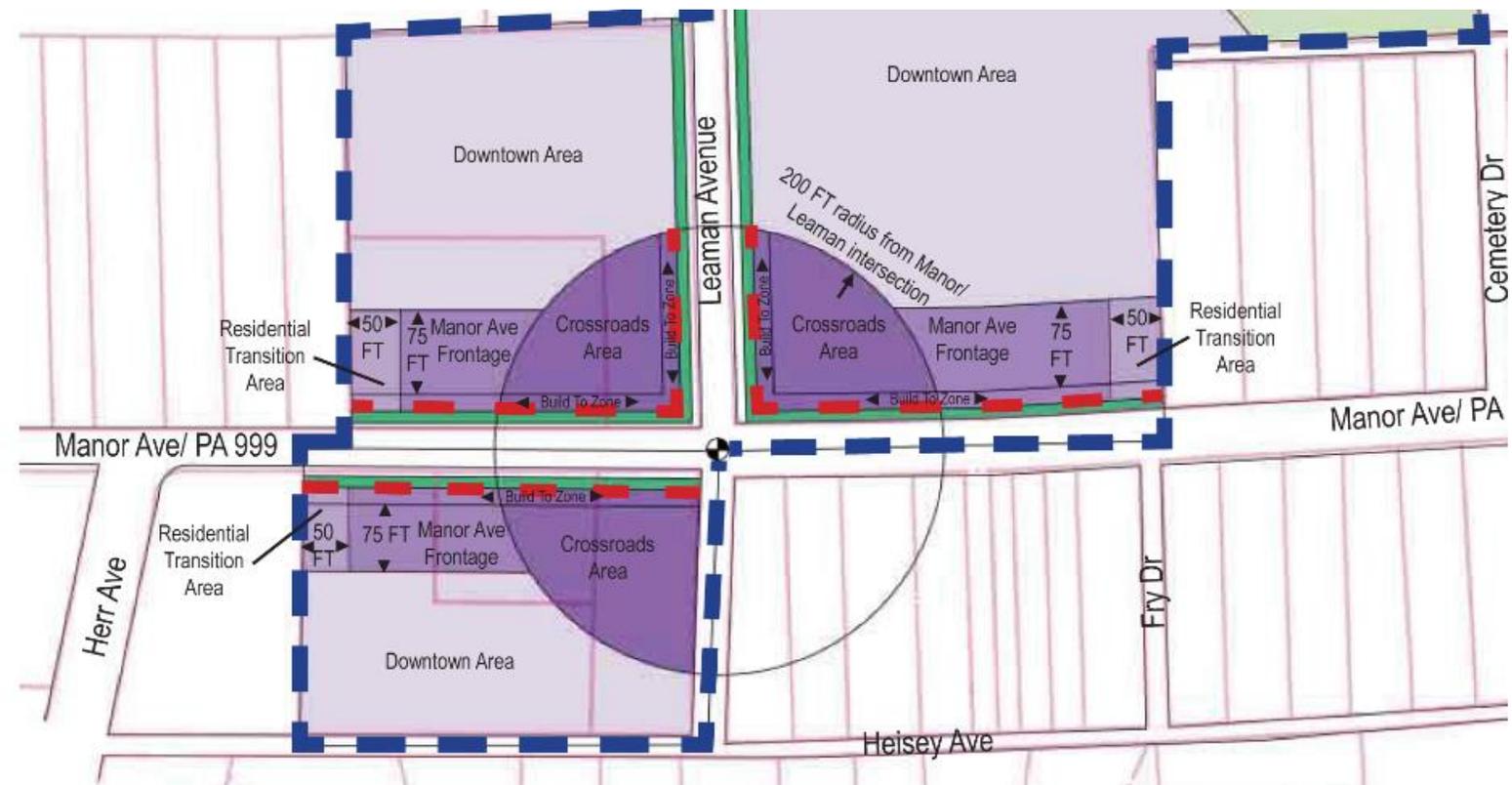- No sidewalks or crosswalks, not pedestrian friendly

Best Practices
- Millersville Traditional Neighborhood Development Overlay District
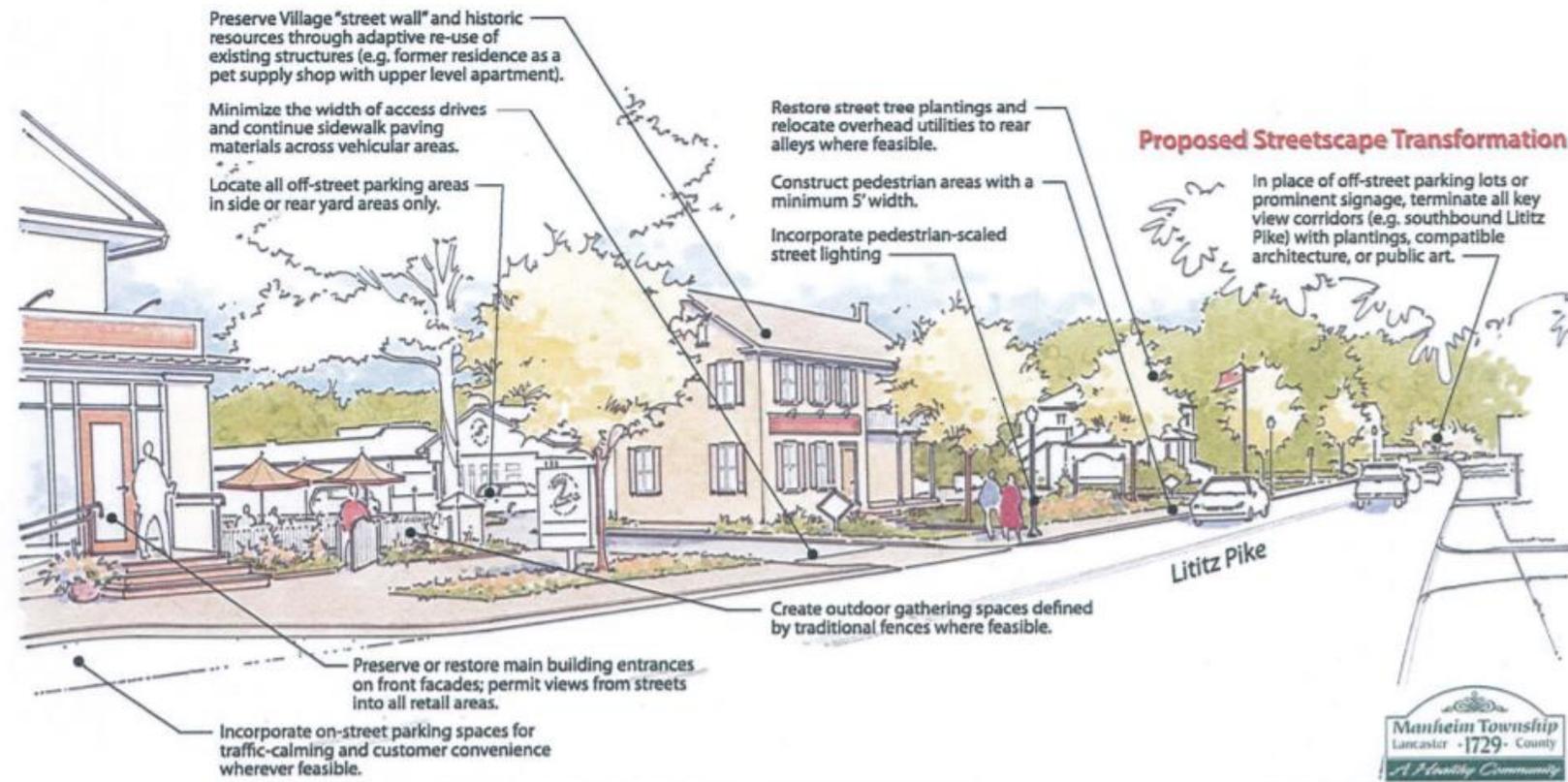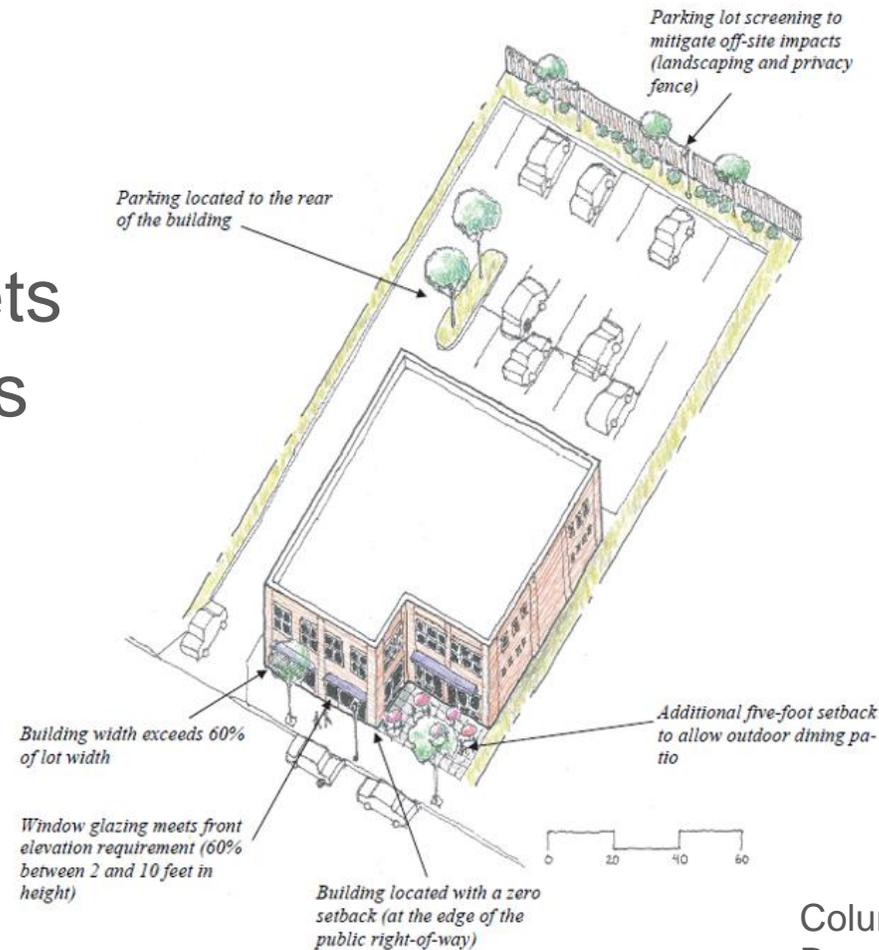

Before

After

Best Practices
- Neffsville streetscape improvements, Manheim Township

Existing Streetscape

Manheim Twp. Zoning Ordinance

Preserve Village "street wall" and historic resources through adaptive re-use of existing structures (e.g. former residence as a pet supply shop with upper level apartment).

Minimize the width of access drives and continue sidewalk paving materials across vehicular areas.

Locate all off-street parking areas in side or rear yard areas only.

Restore street tree plantings and relocate overhead utilities to rear alleys where feasible.

Construct pedestrian areas with a minimum 5' width.

Incorporate pedestrian-scaled street lighting

Proposed Streetscape Transformation

In place of off-street parking lots or prominent signage, terminate all key view corridors (e.g. southbound Lititz Pike) with plantings, compatible architecture, or public art.

Create outdoor gathering spaces defined by traditional fences where feasible.

Preserve or restore main building entrances on front facades; permit views from streets into all retail areas.

Incorporate on-street parking spaces for traffic-calming and customer convenience wherever feasible.

Lititz Pike

Manheim Township
Lancaster · 1729 · County
A Healthy Community

Applying the Catalytic Tools in **places**2040

Municipalities

- Complete Streets
- Align Resources
- Collaborate
- Simplify Zoning
- Official Maps

Parking lot screening to mitigate off-site impacts (landscaping and privacy fence)

Parking located to the rear of the building

Building width exceeds 60% of lot width

Window glazing meets front elevation requirement (60% between 2 and 10 feet in height)

Building located with a zero setback (at the edge of the public right-of-way)

Additional five-foot setback to allow outdoor dining patio

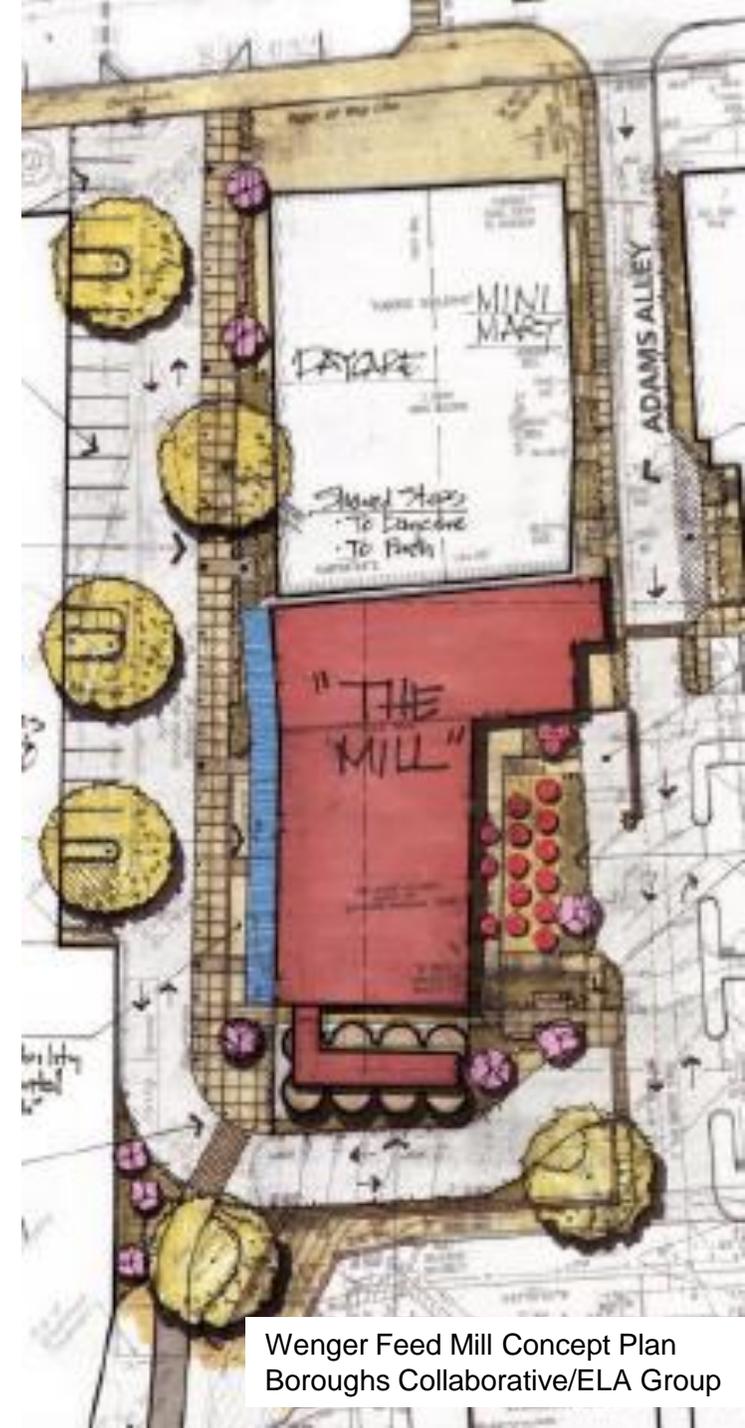Columbus Planning Department

Millersville Borough

Applying the Catalytic Tools in **places**2040

Partners for Place
- Align Resources – EDC Boroughs Collaborative

Lancaster County Planning Department
- Simplify Zoning – New & revised ordinances for downtowns
- Collaborate – Visualizations to help implement great places

Wenger Feed Mill Concept Plan
Boroughs Collaborative/ELA Group

Other Ways to Create Great Places

- Encourage redevelopment and infill
- Provide & enhance public spaces
- Utilize consistent lighting, signage, site furnishings, and materials
- Improve streetscapes and corridors
- Create streetscape standards
- Plant street trees
- Include green infrastructure

Questions for Discussion

- How might your region benefit from the improvements we've suggested?
- What could be done to prioritize and fund these potential projects?
- What can all of you do to facilitate improvements like these, and to participate in the planning process?