

APPLICATION INFORMATION

PROJECT NAME |
LONG CREST

AWARD CATEGORY |
CREATING GREAT PLACES

PARTICIPANT NAMES AND ORGANIZATIONS |

- Presbyterian Senior Living – Malynda Hivner, VP of Development; MHivner@psl.org
- **RGS Associates, Inc. – John D. Hershey**
jhershey@rgsassociates.com
- Noelker and Hull Associates, Inc. – Brad Boal
bboal@noelkerhull.com
- Wohlsen Construction Company – Jeff Sturla
jsturla@wohlsen.com

PROJECT DESCRIPTION

After serving the assisted living needs of Lancaster's senior residents since 1905, the historic Long Home (now 'Long Crest') had been vacant since 2011. To provide affordable apartment living for those who are age and income-qualified, Presbyterian Senior Living constructed a building addition with 52 apartments seamlessly integrated into an existing neighborhood. This new structure was intentionally sited within this 4-acre property's rear area - preserving public views toward Long Crest's iconic main structure, its relocated carriage house, and their parklike setting. Reopened in June 2020, Long Crest now exemplifies the planning principles of LCPC's '*Creating Great Places*' award category.

NARRATIVE

Long Crest demonstrates all applicable '*Creating Great Places*' award category criteria noted below in bold text. For example, these 52 new homes are set within a **vibrant, safe, and attractive environment** that includes many indoor and outdoor campus amenities. Collectively, such amenities promote wholeness of body, mind, and spirit for Long Crest residents and staff. In addition to safe and comfortable apartments for residents, and updated workspaces for staff, many **third places** are available for both spontaneous and structured socializing. Approximately 14,000 sq. ft. of building area is devoted to quality-of-life promotion. Such spaces include a community room/kitchen for large gatherings, a laundry room/lounge area, a reading room, a library, a history room, a classroom/meeting space, a game room, a craft room, an art studio/gallery, a music room, a fitness room, a chapel, and several sunrooms. Outdoors, an expansive porch was reconstructed with ample seating.

Walkways link residents, staff, and guests with the surrounding neighborhoods – providing an example of how Long Crest's **design intentionally puts people first**. Unlike many other senior living facilities located in Lancaster County, Long Crest is not isolated in an automobile-dependent context. Throughout the aging process, Long Crest residents can live independently within an established urban community that includes people of all ages and abilities.

The original Long Home was built to fulfill the legacy of Judge Henry G. Long's estate – specifically, service to Lancaster's seniors with limited incomes. Today's Long Crest provides affordable, service-enriched housing options for those who are age 62 or older and without the resources needed for Lancaster County's market-rate senior communities. A **mix** of 46 one-bedroom and 6 two-bedroom units are available with restricted rents based upon Lancaster County's Area Median Income. All are federal low-income housing tax credit units, and each continues the 117-year-old tradition of providing a **greater supply and diversity of housing types** within Lancaster City's College Park neighborhood.

NARRATIVE CONT.

With these housing options, Long Crest contributes to this area's **complete community** while also retaining its unique neighborhood identity. The new structure and most of the 55 off-street parking spaces were carefully sited within what had traditionally been this property's rear yard. All functions such as deliveries and refuse collection occur within a mostly hidden service courtyard, while public views toward the 1905 structures, rolling lawns, and many mature trees remain unobscured from Marietta and N. West End Avenues. Because preservation of W. Walnut Street's context was another key design goal, Long Crest's building addition was designed to replicate Lancaster City's rowhomes rather than attempting to replicate the original structure, or taking the form of traditionally monolithic, multi-family housing structures. Combined with its two attached historic buildings, this new structure enhances **community character** with skillful architectural massing and features such as porches indicative of the surrounding neighborhood.

Long Crest residents enjoy mobile independence within an established community that includes an **integrated transportation network**. Working with the South Central Transit Authority, a new bus stop was created with connecting walkways to encourage Long Crest residents and their neighbors to utilize available public transportation. One new walkway follows the earlier route of Long Home's original carriage drive that was long ago severed from the intersection of Marietta and N. West End Avenues. Combined with Long Crest's provided bike storage areas, this bus stop promotes mass transit use and demonstrates a **cost-effective way to reduce vehicular traffic congestion**.

In addition to meeting 'Creating Great Places' award category criteria, Long Crest incorporates LCPC's identified Planning Leadership Principles – each of which is noted below in bold text. For example, high public demand for these 52 units is a clear testament to the first Leadership Principle, **effectiveness**. Presently, 253 applicants are on a waiting list for future unit availability. Addressing such unmet demand for new and affordable housing choices – especially homes for our growing senior population - is aligned with places2040 goals and objectives.

Demonstrating the second Leadership Principle, the design team relied upon **innovation** to add new, affordable housing within the existing W. Walnut Street context. This building addition replaced lawn areas that flanked the carriage house's original, mid-block location. Porches on the new building now define the W. Walnut streetscape, and its architectural massing mimics the rhythm and vernacular details from nearby streetscapes. Enabling more efficient land utilization, and with recommended approval from Lancaster City's Historical Commission, the carriage house was carefully relocated and painstakingly reconstructed at the W. Walnut/N. West End Avenue intersection to accommodate the new community room.

NARRATIVE CONT.

Demonstrating the **Use of Best Practices**, this site's two existing structures were both preserved and modernized for improved energy efficiency. They meet 2015 Enterprise Green criteria and Pennsylvania Housing Finance Agency criteria for a verified HERS rating of 70 or less. The new building addition meets criteria for a HERS rating of 60 or less. On the south and east lawns, 33 mature trees were preserved, and many new trees were planted throughout the campus. Energy-efficient appliances and site lighting were specified. Stormwater volume and quality were improved via the use of porous asphalt within new parking areas and the planting of indigenous vegetation within a newly constructed rain garden.

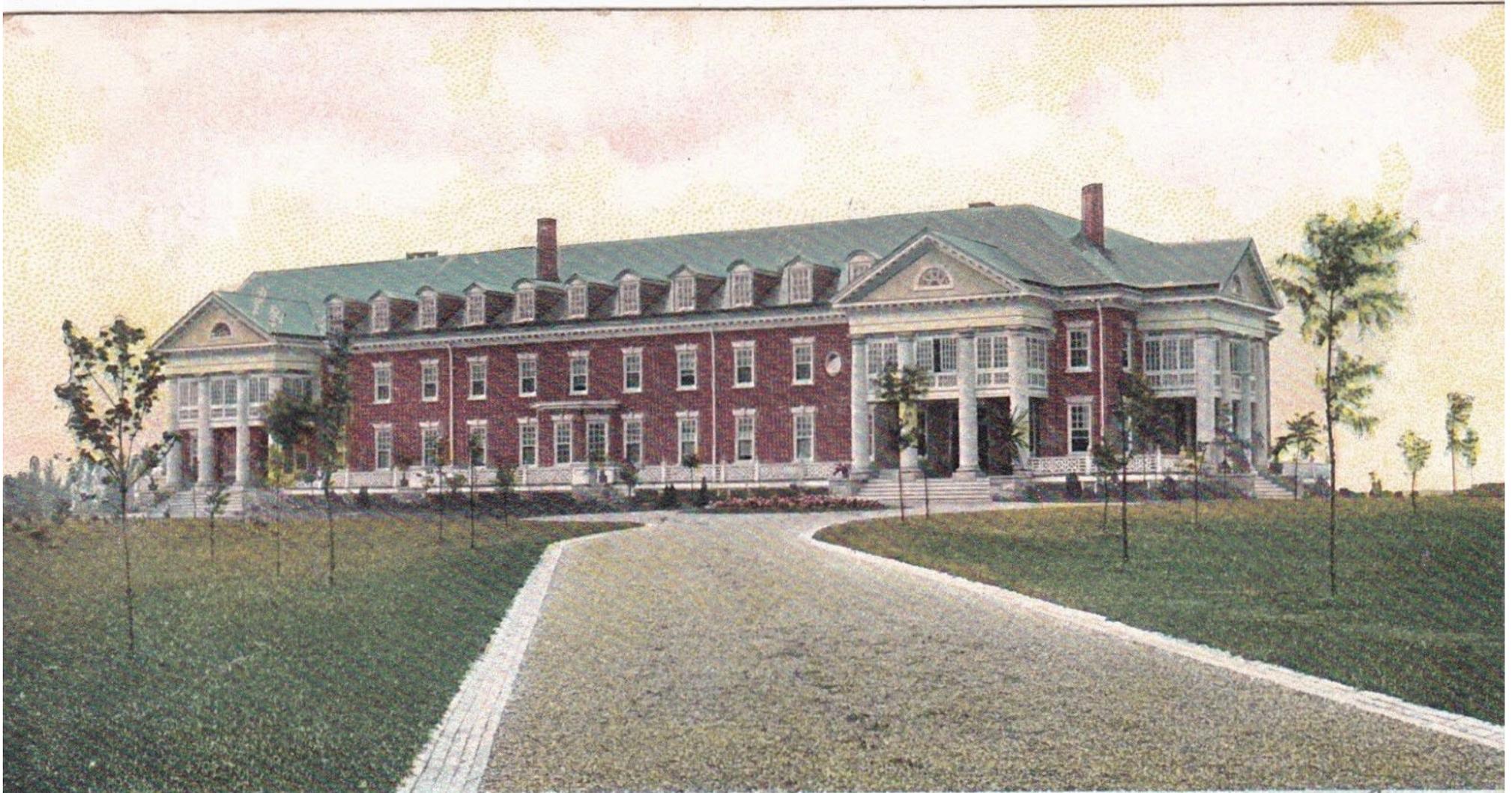
With its **replicability**, the pioneering Long Crest project demonstrates that affordable senior housing can be thoughtfully integrated within existing urban communities. Since Long Crest's 2020 opening, other age-qualified housing projects are being planned and constructed throughout Lancaster City. Similar strategies could also be replicated in Lancaster County's boroughs to ensure that senior borough residents can remain within their existing communities as they age.

The previously noted Marietta Avenue bus stop's construction required **partnership and collaboration** with the South Central Transit Authority. Construction of Long Crest's multi-family, independent living facilities also required collaboration with, and approvals from, many local leaders. A Special Exception was granted by the city's Zoning Hearing Board, and subsequent approvals were received from Lancaster's Traffic Commission, Shade Tree Commission, Historical Commission, City Council, and Planning Commission. The Lancaster City Housing Authority also provided its project support.

Effective communication and **civic engagement**, two additional Planning Leadership Principles, were essential to garnering neighborhood support for proposed construction on a site that had not substantially changed in more than a century. Several meetings were scheduled with invited Long Crest neighbors who initially opposed redevelopment efforts, but later voiced their project support at the previously noted municipal meetings once specific project details were known.

Opportunities for **advocacy** include the forthcoming announcement of an Historic Preservation Trust Adaptive Reuse Award. Unfortunately, the ongoing pandemic has significantly limited opportunities to invite the broader community to experience this latest manifestation of Judge Long's legacy at Long Crest.

Demonstrating LCPC's final Planning Leadership Principle, **consistency with earlier planning**, Long Crest's 52 homes help to advance housing goals of Building on Strength, the 2014 economic development planning initiative led by the Lancaster City Alliance. Before Long Crest's June 2020 opening, only 15% of this plan's 15-year goal for 2,500 new housing units had been met, while many other plan goals had been exceeded within the first five years of plan implementation. With its creation of affordable senior housing options in an established Urban Growth Area, Long Crest supports this 2014 planning effort, while also demonstrating leadership and effectiveness in implementing LCPC's places2040.



12257 - Long Home, Lancaster, Pa.

Many happy returns of the day,
Bill

This early postcard image depicts the Long Home's original carriage drive from Marietta Avenue as it passed through a newly planted parklike setting to the 1905 building sited on a prominent knoll at Lancaster City's western edge.



Prior to recent site improvements, Long Home's original carriage drive was severed from the Marietta Avenue and N. West End Avenue intersection to improve motorist safety.



Following recent site improvements, the alignment of Long Home's original carriage drive was used to construct a new walkway to the Marietta Avenue/N. West End Avenue intersection, a new bus stop, and other destinations. The new building addition was intentionally sited within this 4-acre property's rear area - preserving public views toward the iconic 1905 structure.



Prior to redevelopment efforts, the site area targeted for the building addition included a mid-block carriage house, lawn, and two service drives from W. Walnut Street.



Enabling more efficient land utilization, and with recommended approval from Lancaster City's Historical Commission, the carriage house was carefully relocated and reconstructed at the W. Walnut/N. West End Avenue intersection where it accommodate the new community room/kitchen amenities.



The main structure was preserved and modernized for improved energy efficiency. Because the 1905 building footprint is too narrow for residential units with modern amenities, this building now accommodates shared common spaces to promote wholeness of body, mind, and spirit.



WEST WALNUT STREET
PROPOSED CONCRETE SIDEWALK, TYP.

Stone Monument
210-268 College Avenue
Map No. 335-131B-3-8
Deed Reference-6692-297

EXISTING WATER SERVICE CONNECTION TO REPAIR
PROPOSED HALKWAY CONNECTION TO EXISTING SIDEWALK (TYP.)
EXISTING ACCESS DRIVE TO REPAIR

NORTH WEST END AVENUE

Rose City HMA
210-268 College Avenue
Map No. 335-131B-3-8
Deed Reference-6692-297

Charles F. Meichert &
Ansel C. Pruitt
950 Marietta Avenue
Map No. 339-131B-4-0
Deed Reference-3922-434

Marilyn L. Rorer-Mokkian &
Ireneo A. Millan
936 Marietta Avenue
Map No. 339-131B-4-2
Deed Reference-3954-075

Eward F. & Joanne C. Pohl
930 Marietta Avenue
Map No. 335-131B-4-3
Deed Reference-5485-984

Carol B. Hartley
& Marietta Avenue
Map No. 335-131B-4-4
Reference-R-71-359

James
Avenue
5768
343B-4-1
Reference-1-49-265

Site Rendering



Most new parking, deliveries, and refuse collection occur within a mostly hidden service courtyard (middle of photo), while public views toward the 1905 structures, rolling lawns, and 33 preserved trees remain unobscured from Marietta and N. West End Avenues (left and bottom of photo).



This W. Walnut streetscape is now defined with new affordable housing that includes familiar architectural details to seamlessly blend with the established neighborhood context. The relocated carriage house visually anchors the W. Walnut Street/N. West End Avenue intersection.