

INTRODUCTION

The design of the built environment is important. It influences the day-to-day experiences of the residents of the Boroughs as they commute, work and spend their leisure time. Design also influences the image of the Boroughs and ensuing economic development, and the pride that people have in their community. The appearance of an area influences its appeal as a tourist destination and patronage of businesses. As new development, infill development or redevelopment occurs in the Region, it is helpful to have a vision of how such development should occur and to have guidelines for that development.

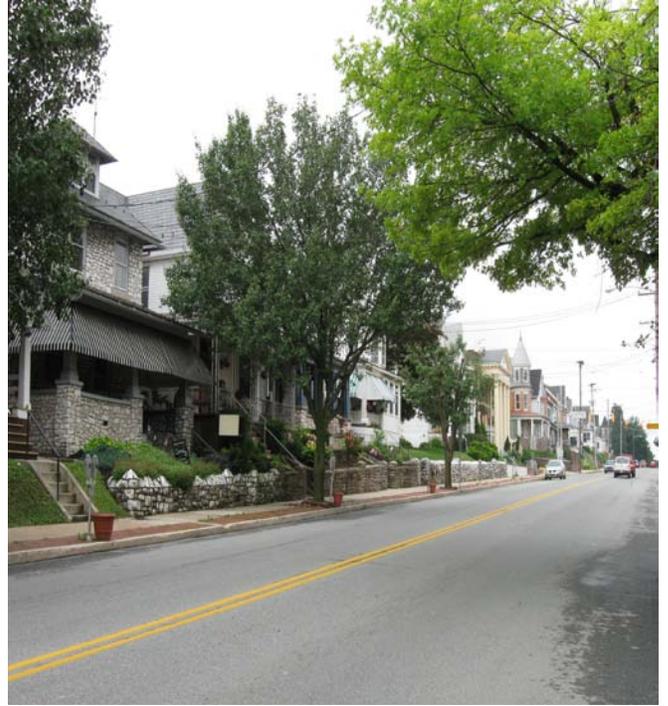
It is important for a Borough to establish locally appropriate standards for development, which are discussed in a relatively general way in this plan, but also specifically established, recommended or promoted within municipal ordinances. Locally appropriate standards help maintain a community's identity. Ordinances can contain standards that must be met ("stick" approach) and/or have incentives for good design ("carrot" approach). Coverage, density, intensity, and yard bonuses for architectural treatments, building design, amenities, street furniture, open spaces and parking designs consistent with the character of the area can be utilized in the zoning ordinance. It is important that municipalities and developers work together to try to establish a high quality of development in character with the existing community. Pre-development site meetings and workshops are crucial. The Boroughs can also pursue grants to implement the projects identified in this plan. Streetscape plans, such as those prepared for portions of Main Street in Red Lion, and corridor plans can provide an overall framework for improvements to downtowns and road corridors, which are then implemented through specific projects.

Any decision to draft design guidelines for the zoning and subdivision and land development ordinances, or a separate set of design guidelines, will be made by the Borough Council. Likewise, any decision to form a separate design review board, or apply guidelines through existing review agencies such as the Zoning Officer, Planning Commission and Borough Council is a decision of Borough Council.

If design guidelines are adopted, the Borough Council will have to determine what guidelines are appropriate for each Borough. Will guidelines be more general in nature, assuring that development is in the same general form and character as existing development, utilizing elements of form-based zoning, or be more building specific in nature? The overriding goal is that new building design and building renovations are appropriate for the community and incorporate elements of traditional local architectural styles.



Traditional Elements on Main Street in Red Lion



Traditional architecture along West Broadway in Red Lion



Mix of architectural styles in downtown Red Lion



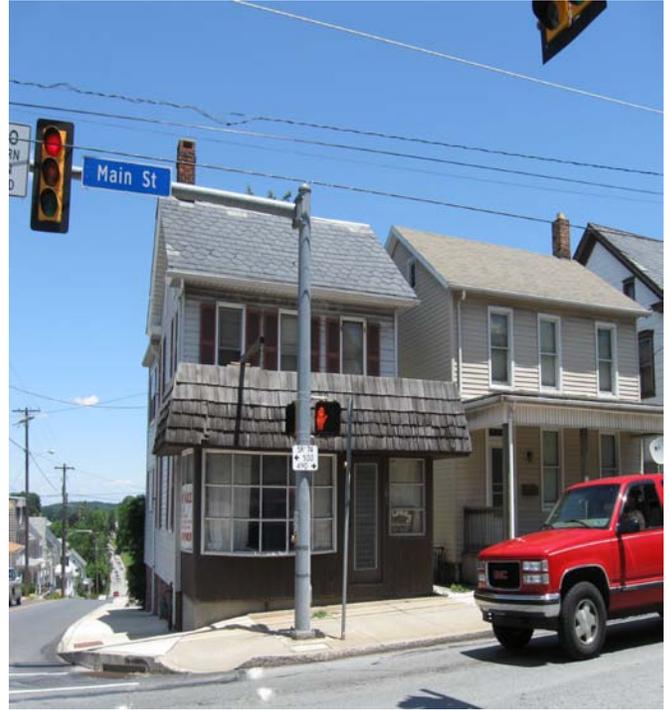
Signage and window displays differ from building style at the square in Red Lion

More Traditional Architectural, Streetscape in Downtown Dallastown – Two story buildings, buildings built to sidewalk, parking behind buildings if provided on site, signage on buildings



Permitted uses also have an impact on the character of a community. Particularly in a downtown, it is important to allow only appropriate uses in scale, and compatible with, existing appropriate uses and discourage uses which would transform the character of the area.

When an existing building is renovated, the architectural features which define the building's style and traditional character should be maintained. If a building is replaced, it should fit into the streetscape.



Building modifications which hide and/or detract from traditional building elements in downtown Dallastown



Less Traditional Streetscape in Downtown Dallastown – One story buildings, buildings built further back, parking in front or to side, free-standing sign

Guidelines for Protection of Traditional Borough Streetscapes

Several guidelines are keys to protect the traditional streetscape in the downtowns of the Boroughs. These keys are:

- Buildings should be located close to the street to help form the Streetscape.
- New buildings should be located in line with existing traditional buildings on a block.
- Size new buildings in proportion with traditional buildings.
- Place parking to the rear or side of buildings and screen existing off-street parking with walls, fences, hedges, and other landscaping as deemed appropriate.
- Anchor street corners with buildings, not parking lots.
- Construct and maintain buildings in consideration of the height, building materials, roof shapes, architectural details and storefronts of traditional buildings.
- Install building and ground signs, versus free-standing signs.

Pedestrian Considerations

Pedestrian travel is vital to the success of downtowns, and the downtowns should be pedestrian friendly. Considerations for pedestrians should be included in any redevelopment or adaptive reuse project and streetscape improvements. Elements to consider include:



A hole in the Dallastown streetscape created by not recognizing the build-to line



A hole in the Main Street streetscape in Red Lion

- Provide for continuous pedestrian circulation with sidewalks and crosswalks.
- Minimize the width and number of existing and proposed curb cuts to provide safe pedestrian circulation and control vehicular access.
- Existing wide curb cuts should be “necked-down” to minimize pedestrian conflicts.
- Minimize use of drive-through facilities.
- Provide shade and screening in the streetscape.
- Provide pedestrian scaled, street lights which complement sidewalk and street tree features along the streetscape.

Gateway Treatments

Gateways provide visitors with a welcoming and good first impression of the Borough. Gateways should have attractive landscaping, lighting, and signage. Gateway treatments to Dallastown and Red Lion on Main Street and Broadway can be enhanced and supplemented. Gateway treatments can be considered in Yoe in the future along Main and George Streets. Typical gateway area improvements for gateways into downtowns include:

- sidewalks and crosswalks with decorative paving
- decorative street lights with underground service
- street pavements treatments
- appropriate wayfinding signage
- gateway signage and site furnishings such as benches and bicycle racks
- trees and landscaping



Existing gateway treatments in Dallstown



Existing gateway treatments in Red Lion

Signage

Signage can have a great impact on the appearance of a downtown or a corridor, and is regulated by the zoning ordinance. Sign size, design and placement should be consistent with the traditional character of downtowns.



Variety of signage on East Broadway in Red Lion



Approaches to signage in downtown Red Lion more in character with a traditional streetscape

Parking

Parking areas, whether existing, refurbished, new or consolidated, can be enhanced with consideration of several elements:

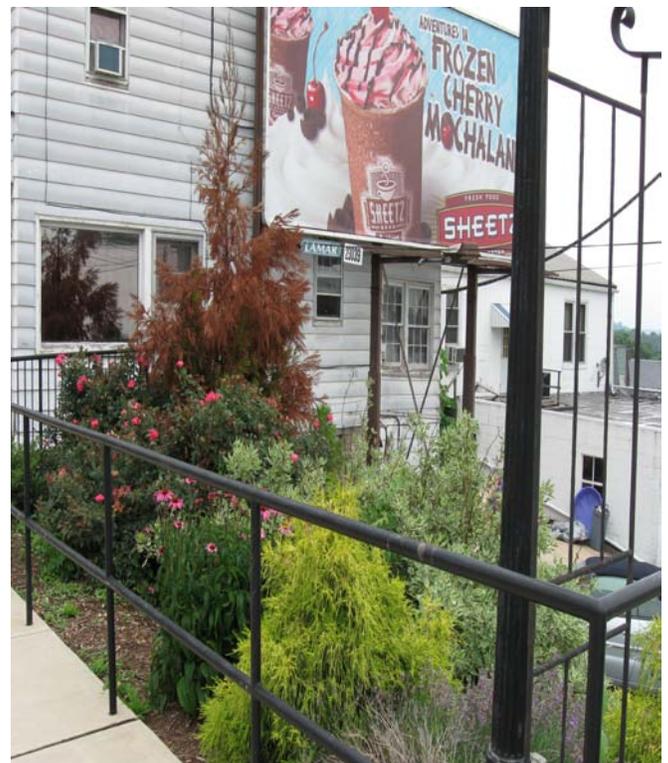
- decorative street lights with underground service
- pavement treatments
- signage and pavement markings
- site furnishings (i.e., benches and trash receptacles)
- trees and landscape plantings



Decorative lighting in a parking area



Design treatment leading to parking area in Red Lion



Enhanced landscaping of a parking area in Red Lion, but the sign...

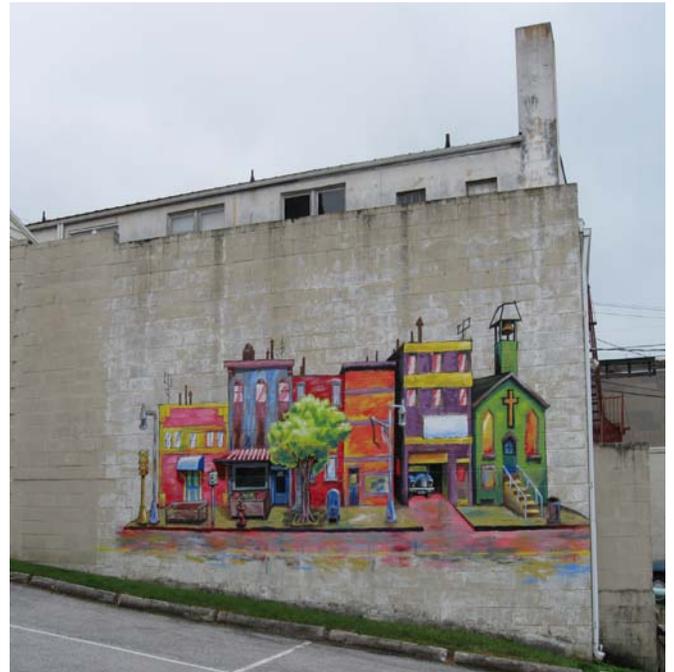
Streetscape Planning

Streetscape plans can enhance the attractiveness of downtowns and commercial corridors. Red Lion has enhanced Main Street and intends to enhance Broadway in the future. Dallastown (Main Street) and Yoe (Main and George Streets) can also consider streetscape enhancements. Elements of streetscape plans can include:

- sidewalks and crosswalks with decorative paving
- decorative street lights with underground service
- curbs and pedestrian access ramps
- street pavements treatments
- wayfinding signage and pavement markings
- site furnishings (i.e., benches and trash receptacles)
- trees and landscaping
- creating spaces for people
- underground placement of overhead utilities (i.e., electric, telephone and cable TV)
- window and wall art



Window art in Dallastown



Wall art in Red Lion



Creating a space for people in Red Lion



Some streetscape enhancements on Main Street in Red Lion

Guidelines for Enhancement of Commercial Corridors

Commercial corridors outside of downtowns can be enhanced through implementing Corridor Overlay Zoning. This should be coordinated with Windsor and York Townships in the Main Street-Broadway Corridor. In Dallastown and Red Lion, areas of interest are those designated Gateway Commercial on the Future Land Use Plan. The intent is to transition these areas over time to more attractive and pedestrian friendly from highway-oriented areas, giving better first impressions of the Boroughs. Corridor zoning considerations follow.



Highway Commercial Elements on South Main Street in Red Lion

General Design Considerations for the Corridors

- Encourage coordinated landscaping, signage, lighting, street furniture, paving materials, design of site improvements, and building façade appearance throughout the road corridor
- Promote increased pedestrian and vehicular connections to adjoining properties, within properties and to residential areas
- Encourage converting some automobile-oriented commercial uses to more walkable areas



West Main Street streetscape in Dallastown



East Main Street streetscape in Dallastown

Design Considerations for Building Sites

As modifications are made to commercial properties in the corridor, the following should be considered:

- Increase size and quantity of landscape material
- Provide site amenities such as bicycle racks, planters and bollards

- Renovate building facades viewable by the public
- Minimize curb cuts and unrestricted access, increase the spacing between curb cuts
- Provide more attractive signage and lighting. Consider limiting signage
- Encourage pedestrian oriented design (e.g., sidewalks and benches)



Lack of access management in Yoe along West George Street



East George Street streetscape in Yoe

- Encourage pedestrian oriented spaces
- Screen loading areas, outdoor storage and dumpsters. Landscape parking areas and utilize landscaped islands.
- Buffer residential areas
- Avoid the scale and uniform appearance of a “big box” commercial building through façade ornamentation, building offsets, window treatments, variation in roof lines, entry treatments and building materials.