

Section I.

Introduction / Overview

The Paxtang Borough Downtown Improvements Plan is part of and serves as an addendum to the Paxtang Borough Mini-Comprehensive Plan: Part A. This addendum involves the development of a specific planning initiative for the downtown or central business district of Paxtang Borough. This Paxtang Borough Downtown Improvements Plan identifies downtown and revitalization-related improvement concepts, strategies, and initiatives involving:

- building, housing, and development design;
- streetscape and traffic;
- overall character; and
- a sustainable business environment

for maintaining and enhancing Paxtang Borough's unique small-town character and charm (further described in Section II). Section II Downtown Improvements is divided into Planning Concepts / Considerations (II.A) and Implementation Strategy (II.B). Section II.A is further divided into concept and consideration sheets. These downtown planning concept / consideration sheets each includes a brief description of a specific concept, opportunities as they pertain to existing and future conditions in Paxtang's downtown, as well as considerations that Paxtang, as a community should use for future implementation (further described in Section II.B.).

Finally, Section III. Status of the Downtown provides a more detailed analysis of current and past development and business patterns, characteristics, and conditions.

Together with the Paxtang Borough Mini-Comprehensive Plan: Part A, this Paxtang Borough Downtown Improvements Plan comprises the current proposal for the Paxtang Borough's community planning and downtown revitalization policy. Established goals, objectives, and initiatives set forth in the Mini-Comprehensive Plan are supported, complemented, and—in specific instances—provided with more detail where appropriate through this Downtown Improvements Plan. Whenever there is a conflict or inconsistency between the information contained in this Paxtang Borough Downtown Improvements Plan and the Mini-Comprehensive Plan: Part A, this Downtown Improvements Plan Part B shall take precedence and shall be deemed to amend the applicable content of the general Mini-Comprehensive Plan document.

The Paxtang Borough Mini-Comprehensive Plan and related Downtown Improvements Plan was developed for the Borough of Paxtang via of a steering committee comprised of elected and appointed officials, Borough staff, residents, business owners, and representatives of community organizations with the financial assistance of the Dauphin County Department of Community and Economic Development and the technical planning assistance of RETTEW Associates, Inc.

Core Community Downtown Revitalization: The Main Street Approach

A small town's or core community's downtown (central business district) is the identifiable heart of a community and traditionally comprises a mixture of pedestrian-scale and -oriented uses and activities including businesses, civic, social, and, to a lesser extent,

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residential. Characterized by a relatively high concentration of business, government, social, and community activities and uses, along with a small but important residential component within a relatively small and compact area, downtowns are usually the retail, service, civic, and social center of a community. Additionally, because of its compactness, there is usually an emphasis on pedestrian traffic and pedestrian-scale development with a mixture of residential uses next to and above the businesses.

Paxtang Borough, like many other boroughs in Pennsylvania and small towns in America, has a mixed-use, pedestrian-scaled downtown or central business district with a major roadway (Derry Street) leading directly through its heart. Although not officially designated as such, Derry Street is Paxtang's unofficial "main street." As such, traffic from inside and out of the downtown and the Borough is able to travel with relative ease at higher rates of speed to newer, outlying suburban areas. This, among other issues, including the advent of strip centers and malls (including the nearby Harrisburg Mall) in suburban municipalities, has adversely affected traditional downtowns. However, over the last several years, there has been a strong push to reinvent core community downtown areas. The revitalization of existing downtown areas in small towns is now part of community planning programs across the state and the nation.

Downtown revitalization is not a "once and done" task. Revitalization is a long-term, ongoing, multifaceted process involving the energy, enthusiasm, experience, and effort of a committed group of volunteer stakeholders including business owners, residents, and local officials, working on multiple issues in order to achieve one common vision for the downtown.

Much of the data and information included in this improvements plan, as well as the overall downtown planning concepts and considerations and specific recommendations and projects, support the principles set forth in the National Trust for Historic Preservation, National Main

Street Center's Four Point Approach to downtown revitalization, which generally include the following:

Design

Design means getting Main Street into top physical shape. Capitalizing on its best assets such as historic buildings and the traditional downtown layout is just part of the story. An inviting atmosphere can be created through window displays, parking areas, signs, sidewalks, street lights, and landscaping; good design conveys a visual message about what Main Street is and what it has to offer.

Promotion

Promotion means selling the image and promise of Main Street to all prospects. By marketing the district's unique characteristics through advertising, retail promotional activities, special events, and marketing campaigns, an effective promotion strategy forges a positive image to shoppers, investors, new businesses, and visitors.

Organization

Organization means getting everyone working towards common goals. The common-sense formula of a volunteer-driven program and an organizational structure of board and committees assisting professional management can ease the difficult work of building consensus and cooperation among the varied groups that have a stake in the district.

Economic Restructuring

Economic Restructuring means finding new or better purposes for Main Street enterprises. Helping existing downtown businesses expand and recruiting new ones, a successful Main Street converts unused





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space into productive property and sharpens the competitiveness of its businesses.¹

¹ <http://www.padowntown.org/programs/mainstreet/>

Four Point Approach: A Matrix for Action Planning²

 Design	 Promotion	 Organization	 Economic Restructuring
Enhancing the physical appearance of the business district.	Marketing the unique characteristics to shoppers, investors, new business, tourists, and others	Building consensus and cooperation among the groups that play roles in the downtown.	Strengthening the existing economic base of the business district while diversifying it.
Building	Retail Sales <ul style="list-style-type: none">• Cooperative• Cross-retail• Niche	Partnerships	Business Retention
Physical Improvements <ul style="list-style-type: none">• Streetscape• Banners• Signs• Trash Cans• Ornamental Decoration	Special Events <ul style="list-style-type: none">• Community Heritage• Special Holidays• Social Events	Volunteer Development	Business Recruitment
		Communications	New Economic Uses
		Funding	Financial Incentives
			Market Information
Planning and Zoning	Image <ul style="list-style-type: none">• Image Advertising• Collateral Materials• Media Relations• Image-building Events		
Parking and Transportation			
Visual Merchandising			
Graphics			

² <http://www.padowntown.org/programs/mainstreet/>

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The Four Point Approach does not limit its focus to one aspect of a downtown such as beautification or historic preservation; rather, it has a comprehensive focus on four (4) different but interrelated key areas (mentioned above) that have been proven to be invaluable in revitalizing and maintaining a healthy and desirable downtown.

The Pennsylvania Main Street Program—a successful community development revitalization program for downtowns operated and funded by the Pennsylvania Department of Community and Economic Development (DCED)—is based upon the National Trust for Historic Preservation, National Main Street Center’s Four Point Approach. The Main Street Program differs from the Main Street Approach in that the Program is a funding tool, while the Approach is a comprehensive, conceptual framework and methodology for helping citizens, business owners, and government officials preserve, enhance, revitalize, and sustain a healthy and prosperous downtown. Although the Program is important for receiving state funding for downtown planning and implementation, the Approach can be undertaken in whole or in parts, as applicable to meet the individual community’s needs.

Most successful Main Street efforts include a Board of Directors, an Advisory Council, and individual committees representing each of the four points. Usually the Board of Directors meets monthly and is typically made up of seven to eleven (7 to 11) volunteers. The group comprises stakeholders, business owners, local officials, and other prominent individuals from the community with positive influence and/or networking and capacity building skills. Some of their responsibilities include setting the legal framework and foundation of the organization; developing the vision, goals, objectives, policies, and work programs for the organization and individual committees; and being responsible for not only the financial and budgeting aspects of the organization but also may include the hiring of a Main Street Manager for overseeing the day-to-day operations of the organization. The Advisory Council typically meets quarterly and usually comprises fifteen to twenty-five (15 to 25) volunteers. The group includes stakeholders and experts who advise the Board on the policies and work programs of the Main Street organization. The four (4)

committees, comprising five to seven (5 to 7) volunteers each, also meet monthly. The committees complete tasks and projects to help carry out the work program toward the common vision set by the Board.

Regarding Pennsylvania’s Main Street Program, there are a few requirements that generally must be fulfilled in order for an organization or community to be designated a Main Street Community and obtain state funding. Two (2) major requirements for communities or organization considering this designation include a minimum size for the municipal population and minimum number of downtown businesses. Typically these requirements include more than 3,000 community residents and more than 65 businesses in a downtown. Unfortunately at this time, because of the size of Paxtang’s current and future population and number of existing businesses within the downtown, full fledged Main Street Community designation for funding does not appear feasible. Fortunately there is another designation, Main Street Affiliate, for smaller communities lacking one or more critical elements including municipal population under 3,000 and/or containing fewer than sixty-five (65) businesses within the downtown. One caveat of this designation is that state funding for employing a full-time Main Street Manager is not available, although this designation does not preclude the local organization from using its own funds to hire a manager.

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Section II.

Downtown Improvements

Purpose

The purpose of Paxtang's central business district (or downtown) is primarily intended to accommodate a wide range of pedestrian-oriented and pedestrian-dependent business, public, and residential uses in proximity to one another within the traditional core area of Paxtang Borough. The district preserves the mixture of compatible and pedestrian-friendly retail, service, office, public, residential, and other appropriate uses within buildings that are appropriately scaled, designed, and/or adaptively reused to create distinct storefront character and pleasant gathering, shopping, business, and living environments for residents, business owners, and visitors. Building forms and types in this district preserve and enhance the traditional "downtown" character including buildings that are generally 2 to 3 (two to three) stories, oriented to and abutting the sidewalk, and include a mixture of pedestrian-oriented retail and other appropriate businesses on the lower floors with upper floors used for office, service, and residential purposes. Desirable and appropriate accessory uses/structures specifically include outdoor dining/seating, parking provided on-street and in shared off-street lots located behind buildings, and pedestrian-oriented signs.

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Planning Principles

Downtown or Central Business District revitalization principles should:

1. Provide for the efficient use and compatible reuse of buildings, land, and community facilities and services within the established “downtown” area or central business district
2. Provide for a mixture of compatible building and land uses that encourage complementary non-residential and residential uses within the same building, upon the same lot, and within proximity to one another
3. Provide formal and informal community gathering places, opportunities, and links for socialization
4. Provide for pedestrian-oriented and pedestrian-scaled development
5. Create or enhance a distinct storefront character at the ground-floor level for businesses with residential or office uses located on upper floors
6. Strengthen connections between the downtown with surrounding residential neighborhoods and other business areas, including those residential uses within the “downtown” area or central business district
7. Provide an attractive, inviting, safe, and green environment for residents, business owners, customers, and visitors
8. Discourage automobile-oriented and automobile-dominated uses
9. Provide for alternative modes of transportation (transit, pedestrian, and bicycle) and coordinated access by reducing the reliance on the automobile and minimizing the need for off-street parking in the “downtown” area or central business district
10. Promote and enhance the Capitol Area Greenbelt as an important heritage and recreational asset
11. Provide for a variety of appropriate on-street and off-street parking enhancements and opportunities
12. Provide opportunities for energy efficiency in new construction and reuse of existing buildings to conserve energy and lower costs for businesses and property owners
13. Enhance the downtown’s or central business district’s image, identity, and safety via public and private improvements supporting a coordinated and attractive streetscape/greening/traffic calming, gateway, and wayfinding program
14. Provide for and support of sustainable local and niche businesses (new and expansion of existing) that serve the community and attract visitors and customers from outside the area
15. Provide for and support a coordinated and targeted marketing effort
16. Provide for and support a sustainable downtown business-focused organization
17. Provide for quality design via general design guidelines and standards that help maintain and promote the “downtown” area or central business district principles mentioned above.

II-A. Planning Concepts/Considerations

The concepts and consideration sheets provided in this Section highlight important core community downtown or central business district general design and character improvement concepts, which are generally consistent and compatible with the existing and future desired character of Paxtang's downtown, via written text and visual images (from other core communities). The concept sheets are intended to provide guidance and inspiration for implementing the desired design and character concepts set forth in the Paxtang Borough Downtown Improvements Plan and Mini-Comprehensive Plan. The images and visual examples of these design and character improvement concepts are provided for general illustrative purposes, helping only to further reinforce the text relating to the general concepts. The concept sheets visual "examples" are provided to show a variety of "more compatible or appropriate*" examples along with some "less compatible or appropriate*" examples from around Pennsylvania and Maryland and shall not be construed to be operative language of any ordinance or dictation of specific architectural, building, and/or infrastructure styles considered to be appropriate for future infill, replacement, and redevelopment within Paxtang's downtown. Some of the images and visual examples show building, architectural, and/or infrastructure styles that may or may not be appropriate for Paxtang's downtown, and it is not the intent of these concept and consideration sheets to set forth the specific building, architectural, and/or infrastructure styles within Paxtang's downtown.

*Note:

Where applicable, the following symbols are used:



More compatible or appropriate



Less compatible or appropriate

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II-A.1. Building, Housing, and Development Design Improvements

development contributes to and enhances the existing character of this important downtown area.

The building, housing, and development design improvements and concepts set forth herein seek to ensure that future building and development within the downtown area in the form of infill, replacement, and redevelopment is undertaken so as to complement and enhance the desirable elements of the established built environment, rather than detract from and clash with it.

- **in•fill** \ˈin-fill\ noun - development of vacant or remnant lands passed over by previous development in urban areas.
- **re•pla•ce•ment** \ri-pleys-muhnt\ noun - the act of remodeling or reusing a previously developed or improved lot, building, or structure.
- **re•de•vel•op•ment** \ri-d-i-ˈvel-epment\ noun - the act or process of rehabilitating or rejuvenating a blighted area or accommodating new development within the context of existing streets and buildings.

Infill, replacement, and redevelopment within downtowns or central business districts involve the siting and design of new buildings, uses, parking, signs, and other improvements on vacant or underutilized lots. New buildings and development in these areas should occur in a manner that is consistent, compatible, and reflects the uses and design of the surrounding built environment as well as the desired future desired conditions. Elements contributing to the character of these areas include the types and location of permitted principal and accessory uses; building types, heights, footprints, and orientation; parking supply and locations; sign sizes and lighting standards; and private landscaping and other pedestrian improvements. The Borough seeks to incorporate appropriate and context-sensitive infill, replacement, and redevelopment principles and standards into local building and development plans and related ordinances to ensure new

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Building Compatibility Improvements

Concept: Building Height

One of the primary characteristics of the building stock within core communities' downtowns or central business districts is the height of the buildings. Building height generally is the vertical distance from the average finished grade in front of the building where the address is taken to the top of the highest roof beams on a flat or shed roof; the deck level on a mansard roof; and the average distance between the eaves and the ridge level for gable, hip, and gambrel roofs. Building heights can be measured in feet or in number of stories / floors.

Traditionally buildings within core communities' downtowns or central business districts are designed with pedestrians and the adjacent buildings in mind, as building heights generally range from two (2) to four (4) stories, and many of the important architectural features, including roof heights, cornice lines, eaves, parapets, and porches, tend to respect the architectural context of adjacent buildings. With multiple stories, buildings are better able to accommodate a variety of compatible uses within the same building, usually ground-floor retail or other pedestrian-generating business operations, with upper-floor office and/or residential uses. Along with other important character features, this building feature provides additional opportunities for maximizing building development potential of the lot, enhancing the storefront character at the ground floor level for businesses with residential or office uses located on upper floors, as well as providing additional living / shopping opportunities for residents / customers.

The majority of the buildings in Paxtang's downtown have fairly consistent heights of at least two (2) stories and generally not more than four (4). Therefore, there is an opportunity to ensure that buildings are constructed, reused, and/or altered in a manner that is consistent and compatible with the existing building stock supporting this concept.

Considerations:

- Encourage building heights, roof heights, cornice lines, eaves, parapets, and porches to respect the architectural context of the buildings on adjoining lots.
- Encourage both minimum and maximum building heights or "borrow from neighbors" and use of average heights of adjacent buildings.
- Encourage buildings to be least two (2) stories or between twenty-four (24) feet and thirty (30) feet in height.
- Discourage building height transitions of not more than one (1) story difference between buildings on adjoining lots.
- Encourage corner buildings to be higher than interior buildings.

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Concept: Building Height (Examples)



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Concept: Building Setbacks

Another primary characteristic of the building stock within core communities' downtowns or central business districts is the building setbacks from the sidewalk / street, other lot lines, and adjacent buildings. Building setback is generally the distance between a building and any lot line (including street right-of-way) but also may include the distance between adjacent buildings.

Traditionally buildings within core communities' downtowns or central business districts are designed with pedestrians and the adjacent buildings in mind, as the fronts of the buildings are generally located at or close to the sidewalk / street, while the sides of the buildings are either attached to or in proximity to adjacent buildings. When buildings are located further away from the sidewalk / street or other buildings, they are generally done so to accommodate a unique and desirable semi-public / private outdoor space or feature including porches, courtyards, plazas, or other open areas. Many times such spaces and features are sited, along with attractive and appropriate fencing, walls, landscaping, etc., along the established building line of the block in lieu of the actual building. Along with other important character features, this building feature provides additional opportunities for enhancing the storefront character at the ground-floor level for businesses, increasing sidewalk / street visibility and safety including window shopping and "eyes on the street," as well as maximizing building development potential of the lot. Additionally, if buildings are setback from the sidewalks / streets and provided with decorative fencing or porches to continue the streetwall, these open areas provide opportunities for providing formal and informal gathering places, opportunities, and links for socialization including outdoor cafés, seating, and other pedestrian and streetscape enhancements.

The majority of the front building setbacks in Paxtang's downtown area are generally uniform with adjacent buildings. On the north side of Derry Street, the buildings are located closer to the sidewalk / street than on the south side. Front setbacks on the north side generally range from 0 feet to not more than twenty (20) feet. On the south side,

building setbacks are generally twenty (20) feet to not more than thirty five (35) feet from the sidewalk / street. Side setbacks are generally more variable, as the downtown includes both a mix of attached and semi-detached buildings (with a 0-foot setback at the common / attached party wall) as well as completely detached buildings with larger side setbacks from adjacent buildings. Therefore, there is an opportunity to ensure buildings are constructed, reused, and/or altered in a manner that is consistent and compatible with the existing building stock supporting this concept.

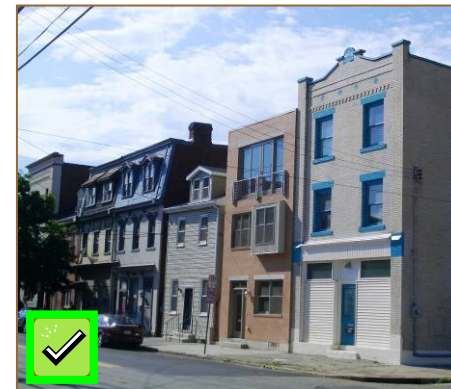
Considerations:

- Encourage the use of a "build-to line" or "borrow from neighbors" and use of average setbacks of adjacent buildings.
- Encourage buildings to have at least fifty (50) percent of the front building façade to be located on the "build-to line."
- Encourage fences / stoops / porches, etc. to meet the required "build-to line" where front building facades are located away from the sidewalk / street.
- Encourage attractive outdoor seating opportunities and other public / semi-public spaces where buildings have larger or deeper setbacks.
- Encourage attached, semi-detached, and detached buildings and buildings on adjacent lots to be located in proximity where appropriate, recognizing that distances between various types of buildings on adjacent lots may be more important rather than distances from buildings to lot lines.

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Concept: Building Setbacks (Examples)



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Concept: Building Bulk, Scale, Massing

Another primary characteristic of the building stock within core communities' downtowns or central business districts is building bulk, scale, and massing. Building bulk generally relates to the size of buildings and structures on a lot and the buildable area on the lot within which the building can be located, including coverage, setbacks, height, floor area ratio, and yards. Building scale generally relates to the relationship of a particular building or structure, in terms of building mass, to other nearby and adjacent buildings. Building massing generally relates to the height, width, and depth of a building or structure.

Traditionally buildings within core communities' downtowns or central business districts are designed with pedestrians and the adjacent buildings in mind, as many buildings generally house multiple ground-floor businesses in smaller, narrower spaces along or in proximity to the sidewalk / street. Taller and wider buildings, as well as those buildings with large building footprints, are generally "broken up" into smaller proportioned sections through delineation / demarcation of architectural features to resemble smaller buildings. Such architectural features or treatments generally include the use of taller and narrower windows / doors; larger percentage of window/door openings to solid wall space; variations in roof forms; use of porches, awnings, stoops, and other architectural features, helping to create desirable building offsets, articulation, and transitions. Along with other important character features, this building feature provides additional opportunities for enhancing the storefront character at the ground-floor level for businesses, increasing sidewalk / street visibility and safety including window shopping and "eyes on the street," supporting human-oriented / scaled development rather than "monolithic" (larger, wider, and with larger amounts of blank wall space) automobile-oriented / scaled development, as well as maximizing building development potential of the lot.

The majority of the buildings in Paxtang's downtown are generally scaled and massed in such a way that they are (or appear to be) taller

and deeper than they are wide. Additionally, most buildings have a real (or perceived) smaller footprint. Therefore, there is an opportunity to ensure buildings are constructed, reused, and/or altered in a manner that is consistent and compatible with the existing building stock supporting this concept.

Considerations:

- Encourage building heights, roof heights, cornice lines, eaves, parapets, and porches to respect the architectural context of the buildings on adjoining lots.
- Encourage buildings to be provided with multiple taller and narrower windows / doors; larger percentage of window/door openings (including storefront windows) to solid wall space; variations in roof forms; and use of porches, awnings, stoops, and other architectural features, helping to create desirable building offsets, articulation, and transitions.
- Encourage the use of "borrowing from neighbors" and use of average bulk, scale, and massing of adjacent buildings when guiding building proportions.
- Discourage "windowless" boxes.

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Concept: Building Bulk, Scale, Massing (Examples)



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Concept: Building Orientation

Another primary building characteristic of the building stock within core communities' downtowns or central business districts is the orientation of buildings and location of buildings' primary entrances. Building orientation generally relates to the position and location of a building's front façade (face) and main entrance on a lot relative to the public sidewalk / street.

Traditionally buildings within core communities' downtowns or central business districts are designed with pedestrians and the adjacent buildings in mind, as they are oriented toward and have their storefronts and primary or "everyday" entrances located at or near public sidewalk / street. Along with other important character features, this building feature provides additional opportunities for enhancing the storefront character at the ground-floor level for businesses, increasing sidewalk / street visibility and safety including window shopping and "eyes on the street," as well as supporting pedestrian-oriented / scaled development.

Building orientation in Paxtang's downtown area is generally uniform, with many buildings having their front façade and primary or "everyday" entrances facing toward the public sidewalk / street. On the north side of Derry Street, the buildings are located closer to the sidewalk / street than on the south side, and therefore they have their primary entrances at or near the sidewalk / street. On the south side, because of the larger setback distances from the front of the building to the sidewalk / street, the primary building entrances—although facing the public sidewalk / street—generally open onto off-street parking lots. Therefore, there is an opportunity to ensure buildings are constructed, reused, and/or altered in a manner that is consistent and compatible with the existing building stock supporting this concept.

- Encourage the front facade and primary or "everyday" entrances of buildings to parallel and face the public sidewalk / street.
- Encourage the front facade and primary or "everyday" entrances of buildings to be accentuated with larger storefront windows, articulated entrances, and appropriate lighting.
- Encourage corner buildings to have one entrance along each sidewalk / street frontage or one entrance oriented toward the corner.

Considerations:

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Concept: Building Orientation (Examples)



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Concept: Mix of Residential and Non-Residential, Pedestrian-Oriented / Pedestrian-Dominated Buildings / Uses

Another primary characteristic of core communities' downtowns or central business districts is the mixture of pedestrian-oriented / dominated residential and non-residential uses. Mixed use generally relates to development of a tract of land, building, or structure with a variety of complementary and integrated uses, such as, but not limited to, residential, office, retail, manufacturing, public, or entertainment in a compact urban form. Pedestrian-oriented / dominated uses generally include a full range of compatible mixed uses in which pedestrian and other non-motorized forms of transportation are integral to the uses and generally do not include businesses with drive-throughs or drive-ins, automobile / motor vehicles sales / service, gas stations, etc. Pedestrian-oriented / dominated development generally includes building and development patterns in which the emphasis is primarily on the public sidewalk / street and on pedestrian access to the site and buildings rather than on auto and motor vehicle access and parking areas, including buildings along with their primary entrances are generally oriented toward and parallel to the public sidewalk / street; storefront windows along building facades that face the sidewalk / street; mixed-use buildings covering a large portion of the site and occupying a large amount of street frontage; and although parking areas may be provided, they are generally limited in size and not emphasized by the design of the site.

Traditionally buildings and uses within core communities' downtowns or central business districts are designed with pedestrians and the adjacent buildings and uses in mind, as development patterns accommodate a variety of uses within the same building, usually ground-floor retail or other pedestrian-generating business operations with upper-floor office and/or residential uses or a mixture of compatible uses in proximity. It is this development type and pattern that allows people, including business owners / operators, to work, shop, and play where they live. Along with other important character features, this development type and pattern provides additional opportunities for supporting a healthy mixture of pedestrian-oriented /

dominated uses including neighborhood serving and niche type businesses on the ground floor with residential and office uses on upper floors, enhancing the storefront character at the ground-floor level for businesses, increasing sidewalk / street visibility and safety including window shopping and "eyes on the street," providing additional living / shopping opportunities for residents / customers, as well as maximizing building development potential of the lot.

The majority of the buildings in Paxtang's downtown are at least two (2) stories in height and many accommodate a mixture of compatible pedestrian-oriented / dominated residential and non-residential uses within them or in proximity within adjacent buildings. Therefore, there is an opportunity to ensure buildings are constructed, reused, and/or altered in a manner that is consistent and compatible with the existing buildings and uses supporting this concept.

Considerations:

- Discourage new ground-floor residences or limit ground-floor residences to business owner / operator occupancies (live / work).
- Discourage intense, automobile-oriented / dominated uses such drive-throughs, drive-ins, automobile / motor vehicles sales / service, gas station uses, etc.
- Encourage upper-floor apartments and offices by right.
- Support and encourage locally owned neighborhood and community serving businesses and specific niche businesses / clusters including a variety of sit down-type eating / drinking establishments, retail sales / service businesses, and other pedestrian-oriented / dominated uses supporting the desired downtown business mix.

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Concept: Mix of Residential and Non-Residential, Pedestrian-Oriented / Pedestrian-Dominated Buildings / Uses (Examples)



http://www.paxtang.com/old_site



Other Building Features and Site Design Improvements

Concept: Storefront

Another primary characteristic of core communities' downtowns or central business districts is ground-floor storefronts. Ground-floor storefronts of buildings generally includes larger display windows, clearly defined and welcoming entrances facing the public sidewalk / street, and appropriate lighting.

Traditionally buildings with storefronts and uses within core communities' downtowns or central business districts are designed with pedestrians and the adjacent buildings and uses in mind, as they are generally situated along or in proximity to the public sidewalks / streets, typically the prime retail business locations. Buildings accommodating ground-floor businesses generally have larger transparent windows and display boxes providing opportunities for displaying goods and, to a lesser extent, showcasing services. Building doorways and entry points are generally accentuated via recesses into the building or are provided with awnings or other covering treatments, helping draw visitors and customers into the business as well as protecting them from the weather. Along with other important character features, this feature provides additional opportunities for supporting a healthy mixture of pedestrian-oriented / dominated uses including neighborhood serving and niche-type businesses on the ground floor, enhancing the storefront character at the ground-floor level for businesses, increasing sidewalk / street visibility and safety including window shopping and "eyes on the street," as well as providing opportunities for more visible semi-outdoor (in storefront window area) dining.

The amount and type of ground-floor storefront features in Paxtang's downtown area is mixed at best. Some buildings were originally constructed with larger ground-floor window space, while others were

altered to provide additional window space. A few buildings have had front porches enclosed to make room for more business floor space, while other businesses are located in buildings originally designed as residences but have not structurally altered the facades. Therefore, there is an opportunity to ensure buildings are constructed, reused, or altered in a manner that is consistent and compatible with the existing building stock supporting this concept.

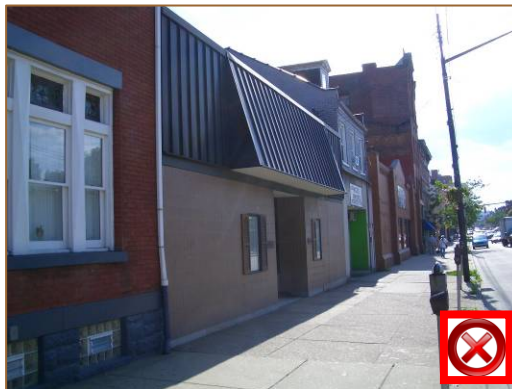
Considerations:

- Encourage buildings with ground-floor storefronts to provide a larger percentage of window/door openings to solid wall space (generally between fifty [50] and eighty [80] percent) to include larger display windows, well defined and inviting entries, and appropriate lighting and signage between three (3) feet and ten (10) feet above the ground, helping to differentiate between ground floor and upper floors.
- Encourage window signs to occupy less than 25% of the storefront window space.
- Support contextually appropriate porch enclosures subject to specific design criteria, where applicable.

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Concept: Storefront (Examples)



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Concept: Porches

Another characteristic of core communities is porches on buildings. Porches generally are roofed open areas attached to or part of and with direct access to or from a building, which create spaces for a sociable transition from the public sidewalk / street to the private home or building and provide shelter and shade.

Traditionally buildings with porches within core communities' downtowns or central business districts are designed with pedestrians and the adjacent buildings in mind, as the mix of buildings generally includes those originally designed for mixed use (ground-floor business and upper-floor residential purposes) and, to a lesser extent, those buildings designed for only one purpose (i.e., business or residential). Generally residential and smaller-scale mixed-use buildings were originally designed with front porches located near the public sidewalk / street. Over time, as circumstances warranted buildings originally designed for residential purposes in and around the downtown and central business district began to convert ground-floor spaces to business uses. Some of these buildings, along with those designed for a mixture of uses, also began to have their front porches enclosed to create additional business space and, to a lesser extent, living space within the existing footprint of the porch. Along with other important character features, this feature provides additional opportunities for increasing retail sales display, customer servicing, and office floor space, as well as providing additional visible semi-outdoor (or the appearance of) dining year round, increasing sidewalk / street visibility and safety including window shopping, and providing for the efficient and compatible reuse of buildings.

Many of the residentially designed buildings in Paxtang's downtown have had the front porches enclosed to provide additional residential and / or business floor space. Additionally, many of those buildings, although situated on long and narrow lots, do not have room to expand in the rear because of location of the building in relation to the rear of the property, presence of off-street parking and storage in the rear, and coverage limitations. Therefore, there is an opportunity to permit the

enclosure of the front porches of the exiting buildings in a consistent and compatible manner, with the existing building stock supporting this concept.

Considerations:

- Encourage building expansion or porch enclosure on the side and / or rear of buildings before considering enclosing front porch.
- Encourage porch enclosure to be limited to the existing porch footprint.
- Encourage use of glass or screens that leave intact the original elements of the porch: the open space (percentage of window/door openings to solid wall space), the railings, transoms, columns, and roof.
- Encourage porch enclosures to use materials and colors consistent and compatible with the building.
- Discourage multiple-story porch enclosures.

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Concept: Porches (Examples)



Accessory Use Improvements

Concept: Business Signs

Another characteristic of core communities' downtowns or central business districts is business signs. Signs generally are objects, devices, displays, or structures, or parts thereof situated outdoors or indoors, which are used to advertise, identify, display, direct, or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, including words, letters, figures, design, symbols, fixtures, colors, illumination, or projected images. Business signs exclude national or state flags, window displays, graffiti, athletic scoreboards, or the official announcements or signs of governments.

Traditionally business signs within core communities' downtowns or central business districts are designed with pedestrians and the adjacent buildings in mind, as they are generally developed to entice customers into the businesses. Generally these signs, which are oriented toward pedestrians as well as passengers in slow-moving vehicles, are smaller (both total sign area and text / font), externally lit (shielded), and attached to or part of the buildings either via script on glass windows, flat (parallel) wall, or projecting (perpendicular) signs located just above the storefront. Along with other important character features, this feature provides additional opportunities for providing an attractive, inviting, and safe environment; enhancing the storefront character at the ground-floor level for businesses; increasing sidewalk / street visibility and safety including window shopping and "eyes on the street;" enhancing the downtown district's image, identity, and safety via public and private improvements; supporting a coordinated and attractive streetscape/greening/traffic calming, gateway, and wayfinding program; as well as supporting sustainable local and niche businesses that serve the community and attract visitors and customers from outside the area.

The types, materials, number, sizes, and locations of business signs in Paxtang's downtown area are generally variable. On the north side of Derry Street, the buildings are located closer to the sidewalk than on the south side, and therefore it is generally more appropriate for smaller attached (wall and projecting) signs. On the south side, because of the larger setback distance from the front of the building to the front lot line along with smaller attached (wall and projecting) signs, smaller and lower freestanding post (single or double) or monument signs may generally be more appropriate. Therefore, there is an opportunity to ensure that business signs are erected in a manner that is consistent and compatible to support this concept.

Considerations:

- Encourage the use of smaller, simple, and well-crafted signs with appropriate text / font to reflect the slower traffic / pedestrian speeds.
- Establish a maximum sign area size based upon sign type and location.
- Encourage window signs to occupy less than 25% of the window space.
- Encourage signs to be externally lit and shielded.
- Encourage attached (both flat wall and projecting) signs.
- Encourage freestanding signs only if front façade of building is greater than 25 feet from the public sidewalk / street right-of-way.
- Encourage use of natural or similar type materials.
- Encourage use of temporary A-frame / sandwich board signs in certain circumstances, including special events / sales.

Paxtang Borough Downtown Improvements Plan

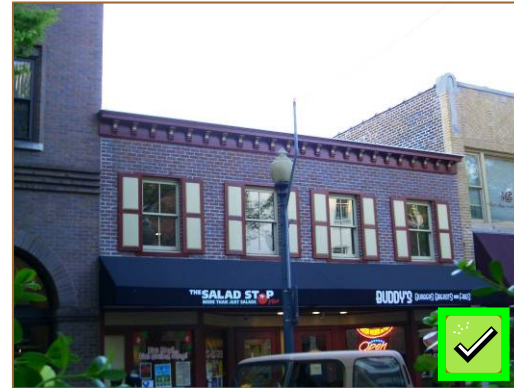
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- Discourage roof signs and signs on upper floors.
- Discourage flashing and variable message signs.
- Discourage billboards and other off-premises business signs.

Paxtang Borough Downtown Improvements Plan

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Concept: Business Signs (Examples)



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Paxtang Borough Downtown Improvements Plan



Concept: Outdoor Cafes and Dining Areas

Another characteristic of core communities' downtowns or central business districts is outdoor cafés and dining facilities associated with eating and drinking establishments. Outdoor cafes and dining areas are generally exterior seating areas associated with a restaurant, tavern / bar, or other eating / drinking establishment in which tables and seats are covered or uncovered by individual umbrellas or a canopy along with other related amenities.

Traditionally accessory outdoor cafes and dining areas associated with restaurants and other eating / drinking establishments within core communities' downtowns or central business districts are designed with pedestrians and the adjacent buildings in mind, as they are generally located along high pedestrian traffic and visibility corridors as well as upon private lots. In general, outdoor cafes and dining areas with decorative fencing, tables, chairs, umbrellas, along with other amenities including lighting and music, are located both on private property in the form of covered or uncovered decks or courtyard-type facilities in the front, side, and rear of a building. Additionally, outdoor cafes and dining areas are situated on public sidewalks within the street right-of-way in areas where the sidewalk widths are large enough to permit clear passage by pedestrians. Along with other important character features, this feature provides additional opportunities for enhancing the "liveliness" of the street; promoting outdoor social interaction during periods of fair weather; increasing sidewalk / street visibility and safety including "eyes on the street;" enhancing the downtown district's image, identity, and safety via public and private improvements; supporting a coordinated and attractive streetscape/greening/traffic calming, gateway, and wayfinding program; as well as providing additional opportunities for maximizing building development potential via limited amounts of bonus, semi-permanent business "floor" area.

The presence of outdoor cafes and dining in Paxtang's downtown area is somewhat limited, as there is only one eating establishment providing outdoor dining facilities. This facility is located upon private property between the front of the building and the public sidewalk.

Opportunities for outdoor dining on the north side of Derry Street are somewhat constrained because of shallow building setbacks and the narrow width of the public sidewalk. Additionally Derry Street is a state roadway, and any outdoor cafe or dining area on public sidewalks within this right-of-way requires PennDOT's review and approval. On the south side of Derry Street, there appears to be more opportunity for outdoor dining on the fronts, sides, and rears of the buildings, as the lots are somewhat deeper, and building setbacks are larger. Additionally, when combined with the potential public parking lot enhancement and Greenbelt relocation to the rear of these buildings, the potential outdoor dining opportunities will be greatly enhanced. Therefore, there is an opportunity to ensure that outdoor seating and dining areas are provided in a manner that is consistent and compatible to support this concept.

Considerations:

- Encourage outdoor cafes and dining areas by defining and permitting them as permitted accessory uses to eating and drinking establishments.
- Encourage the use of objective design standards for outdoor cafes and dining areas including:
 - Provide at least a six (6)-foot clear space for adequate pedestrian movements if provided on public sidewalks
 - Provide stabilized area and use demarcation / delineation of dining or café areas via decorative and functional fencing, planters, posts, and ropes between the dining area and pedestrian areas
 - Secure tables, chairs, umbrellas, and other amenities overnight
 - Control signage (including vendor promotions), noise, lighting, and refuse, etc.

Paxtang Borough Downtown Improvements Plan



- Provide appropriate screening when adjacent to residential and other low-impact uses
- Incorporate some “greening” features (planters, flowers, etc.).

Paxtang Borough Downtown Improvements Plan

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Concept: Outdoor Cafes and Dining Areas (Examples)



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Paxtang Borough Downtown Improvements Plan



Concept: Loading / Servicing Facilities

Another characteristic of core communities' downtowns or central business districts is the provision of loading and other accessory servicing facilities for businesses / buildings. Loading spaces generally include designated areas either on the same lot, within a building, or contiguous to a group of buildings for the temporary parking of a commercial vehicles while loading or unloading merchandise or materials. Accessory servicing facilities generally includes equipment or elements providing accessory or secondary services supporting the primary use of a building or a lot such as propane tanks, dumpsters / recycling containers, air conditioning units and condensers, electrical transformers, and other devices.

Traditionally buildings and related accessory loading and servicing facilities within core communities' downtowns or central business districts are designed with pedestrians and the adjacent buildings and uses in mind, as they are generally located to the rear of the buildings / businesses, accessible from alleys. While some loading and related services facilities were detached from the principal building and, to a lesser extent provided with some moderate screening, others are incorporated into the footprint of the principal building, not visible from outside of the building. Along with other important character features, this feature provides additional opportunities for reducing automobile orientation / domination; minimizing disruption of traffic on through streets and pedestrians along sidewalks; providing an attractive, inviting, and safe environment; enhancing the storefront character at the ground-floor level for businesses; increasing sidewalk / street visibility and safety including window shopping and "eyes on the street;" enhancing the downtown district's image, identity, and safety via public and private improvements; supporting a coordinated and attractive streetscape/greening/traffic calming, gateway, and wayfinding program; as well as supporting sustainable local and niche businesses that serve the community and attract visitors and customers from outside the area.

The majority of the buildings / businesses in Paxtang's downtown are served by alley-accessed loading and servicing facilities located behind the buildings, but many are not screened. Therefore, there is an opportunity to ensure alley-accessed accessory loading and servicing facilities are designed in a manner that is consistent and compatible to support this concept.

Considerations:

- Encourage accessory loading and servicing facilities to be accessible from alleys and located in the rear of buildings before considering the side of buildings.
- Discourage driveway / access curb-cuts along street frontage for loading and servicing facilities.
- Encourage accessory loading and servicing facilities to be accessible from alleys and located within the building footprint or via a covered building extension.
- Encourage accessory loading and servicing facilities to be located outside of required setbacks.
- Encourage accessory loading and servicing facilities to be screened with decorative fencing (same material and color as principal building) and landscaping.
- Where alley widths are inadequate to accommodate larger delivery vehicles, consider using restricting on-street automobile parking along the street for certain times of the day, specifically during the early morning or late evening hours allowing for delivery trucks.

Paxtang Borough Downtown Improvements Plan

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Concept: Loading / Servicing Facilities (Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Parking (Generally)

Another primary characteristic of core communities' downtowns or central business districts is the provision of conveniently located and well designed parking. Parking generally is the act or practice of temporarily storing an automobile or motor-driven vehicle or maneuvering an automobile or motor-driven vehicle into a certain location.

Traditionally accessory and principal parking facilities within core communities' downtowns or central business districts are designed with adjacent buildings and uses in mind, as they are provided both in on-street and off-street locations, with off-street facilities provided by the public or by private entities. Off-street parking facilities, primarily in the form of surface parking lots are generally located behind buildings / businesses that are accessed via alleys. Off-street parking spaces are also provided in multi-level parking structures. Additionally, on-street parking spaces are generally provided within the public right-of-way at the front of property lines between the curb and the travel way. Along with other important character features, this feature provides additional opportunities for providing a variety of appropriate on-street and off-street parking enhancements and opportunities; minimizing disruption of traffic on through streets; enhancing the downtown district's image, identity, and safety via public and private improvements; supporting a coordinated and attractive streetscape / greening / traffic calming, gateway, and wayfinding program; providing for the efficient use of buildings, land, and community facilities and services within the established downtown area or central business district; supporting sustainable local and niche businesses that serve the community and attract visitors and customers from outside the area; as well as maximizing building development potential of the lot.

The presence of parking facilities in Paxtang's downtown area is somewhat variable, as there are both on-street and off-street parking facilities provided in various locations throughout the downtown. Private accessory off-street parking is generally provided in the rear of buildings on the north side of Derry Street, while on the south side of

Derry Street private accessory off-street parking is provided on lots generally in the front of buildings but also on the side and rear of buildings. A public principal off-street parking lot is located near the intersection of Pike and Elm Streets, behind the Borough building. Free on-street parking is generally limited to parallel parking only on certain portions of Derry Street and some of the local side streets but generally is not permitted along Paxtang Avenue or the alleys. Additionally, when combined with the potential public parking lot enhancement, Greenbelt relocation to the rear of these buildings and wayfinding program, the potential parking opportunities will be greatly enhanced. Therefore, there is an opportunity to ensure that parking facilities are provided in a manner that is consistent and compatible to support this concept.

Considerations:

- Encourage off-street parking to be accessible from alleys and located in the rear of buildings before considering the side of buildings.
- Discourage driveway / access curb-cuts along street frontage for parking lots.
- Encourage off-street parking facilities to have screening and green space in the form of attractively designed low walls, shade trees, shrubs, and other landscaping treatments along the edges, as well as shade trees and landscaping treatments within parking lots.
- Encourage parking lots to have appropriate lighting.
- Encourage a reduction in the total number of off-street parking spaces in specific circumstances.
- Encourage the sharing of off-street parking spaces by businesses / uses with compatible peak-time parking demands.

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- Encourage the use of on-street parking spaces in front of the business or property to count towards off-street parking requirements.
 - Allow uninterrupted lot frontage on a public street (not obstructing an existing intersection, fire hydrant, etc.) to count towards one required off-street parking space.
- Encourage the creation of many small off-street parking lot areas rather than large “seas of asphalt.”
- Encourage interconnections between off-street parking lots located on adjacent lots.
- Discourage off-street surface parking lots from locating on corner lots.
- Discourage off-street surface parking lots from fronting on streets, including Derry Street and Paxtang Avenue.
- Encourage off-street parking structures to accommodate ground-floor business space along street frontages.
- Encourage the use of Borough public off-street parking lot to count towards parking requirements for businesses and other non-residential uses.
- Encourage the use of appropriate paving or other alternative surface materials for surface parking lots.
- Encourage alternative on-street parking options, including angled, where conditions permit.
- Encourage striping / demarcation of specific on-street parking spaces using paint on the pavement.

Paxtang Borough Downtown Improvements Plan

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- Concept: Parking (Examples)



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Paxtang Borough Downtown Improvements Plan



Concept: Shared Parking

Another primary characteristic of core communities' downtowns or central business districts is the sharing of private off-street parking lots. Shared off-street parking is generally the cross utilization of private or otherwise off-street parking lots where the transient storage of automobiles or motor-driven vehicles occurs between businesses / uses with compatible peak-time parking demand uses, located in the same building, on the same lot, or in proximity. Such parking facilities may include a fee for use or otherwise.

Off-street parking within core communities' downtowns or central business districts has traditionally been located behind buildings and designed to serve specific individual buildings and uses on individual lots until recently, when shared parking has been gaining acceptance. Typically parking is provided on individual lots, generally reserved for the exclusive use by a business or specific use of the lot. The other method includes the sharing of off-street parking spaces among compatible and adjacent uses via a formal or otherwise agreement. Sharing occurs when nearby businesses, residential, and public uses collectively reuse the same parking spaces that may otherwise be unused for large portions of time during differing periods of time if each use utilized them individually. Examples of adjacent uses with compatible peak parking demand times relating to shared parking generally include offices (weekday work hours) and residential (weekday evenings and weekends) as well as churches (Wednesday evenings and Sunday mornings) and residential, office, or retail uses (weekdays mid-to-late day, weekends). Along with other important character features, this feature provides additional opportunities for reducing the visual impact of automobiles; increasing the number of parking spaces for customers and visitors to the downtown; reducing the number of, costs, amount of impervious surfaces, and curb-cuts associated with individual private parking lots; minimizing disruption of pedestrians / traffic on through sidewalks / streets; enhancing the downtown district's image, identity, and safety along major pedestrian and motor vehicle corridors; providing for the efficient use of buildings, land, and community facilities and services within the established "downtown"

area or central business district; supporting sustainable local and niche businesses that serve the community and attract visitors and customers from outside the area; as well as maximizing the building development potential of the lot.

The presence of shared off-street parking facilities in Paxtang's downtown area is limited. Aside from the Borough-owned public parking lot, there are currently only a few private parking lots that provide shared parking facilities for either uses on the same lot or uses within proximity. Therefore, when combined with the potential public parking lot enhancement, there is an opportunity to enhance and promote the use of shared parking in the downtown as part of additional parking management and supply strategies in a manner that is consistent and compatible to support this concept.

Considerations:

- Encourage shared / joint-use parking lots by right and / or permit reduction of required spaces for uses with complementary demands like offices and residential as well as churches and residential, office, or retail uses based on objective standards / formulas.
- Encourage development of an acceptable model agreement for use of shared / joint parking areas between neighboring property owners.
- Encourage property owners of larger private parking lots, such as banks and offices, to allow public use of private parking lot areas during off-peak hours.
- Encourage off-street parking to be accessible from alleys and located in the rear of buildings before considering the side of buildings.
- Discourage driveway / access curb-cuts along street frontage for parking lots.

Paxtang Borough Downtown Improvements Plan

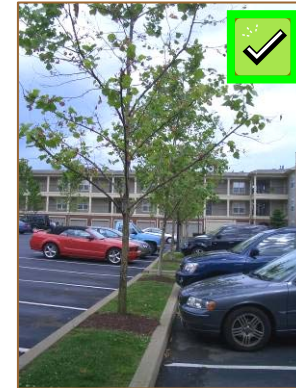
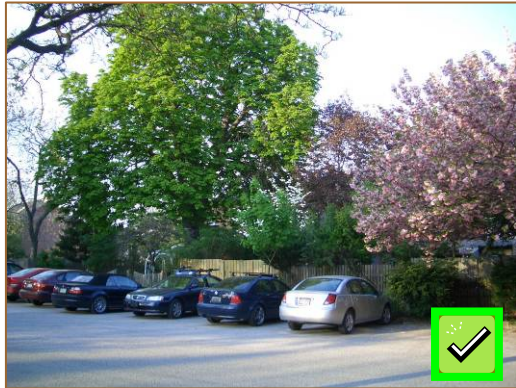


- Encourage off-street parking facilities to have screening and green space in the form of attractively designed low walls, shade trees, shrubs, and other landscaping treatments along the edges as well as shade trees and landscaping treatments within parking lots.
- Encourage parking lots to have appropriate lighting.
- Encourage the use of Borough public off-street parking lot to count towards off-street parking requirements for businesses and other non-residential uses.
- Encourage the use of appropriate paving or other alternative surface materials.
- Encourage appropriate signage within, and directing residents / visitors to, shared parking facilities.
- Encourage the creation of many small off-street parking lot areas rather than large “seas of asphalt.”
- Encourage interconnections between off-street parking lots on adjacent lots.
- Discourage off-street surface parking lots from locating on corner lots.
- Discourage off-street surface parking lots from fronting on streets, including Derry Street and Paxtang Avenue.
- Encourage alternative off-street parking options, including angled.
- Encourage striping / demarcation of specific on-street parking spaces using paint on the pavement.

Paxtang Borough Downtown Improvements Plan

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Concept: Shared Parking (Examples)



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Concept: Private Greening / Landscaping

Another characteristic of core communities' downtowns or central business districts relating to greening is private landscaping. Private greening / landscaping generally includes any combination of living plants such as trees, shrubs, flowers/plants, vegetative ground cover, or turf grasses but may include structural features on private property such as walkways, fences, benches, plazas, works of art, reflective pools, fountains or the like. Additionally, private greening / landscaping includes irrigation systems, mulches, topsoil, and re-vegetation or the preservation, protection, and replacement of trees on private property.

Traditionally private landscaping in core communities' downtowns or central business districts are planted with pedestrians in mind and typically includes flowers in window boxes and planters, flowers, shrubs, and trees in front of buildings, as well as landscaped screening / buffers between uses and trees and grass as part of parking lot landscaping. Additionally, private landscaping can also be incorporated in larger area through a more coordinated planting regimen in urban gardens, parklets, courtyards, and outdoor dining / seating areas. Along with other important character features, this feature provides additional opportunities for reinforcing a unique sense of place, reducing stormwater runoff; increasing energy conservation and lowering energy costs for businesses and property owners; maintaining a clean and green image, supporting and promoting the downtown as pedestrian-friendly; strengthening connections between the downtown and the surrounding areas; promoting and encouraging safe and inviting downtowns; enhancing the downtown district's safety along major pedestrian and motor vehicle corridors; increasing sidewalk / street visibility and safety including window shopping and "eyes on the street;" and providing formal and informal community gathering places, opportunities, and links for socialization.

The presence of private greening / landscaping in Paxtang's downtown generally limited to some shade trees, low shrubs and flowers, planters, and grass areas around the buildings on private property. Along the railroad tracks, there are larger growths of trees, grasses, and weeds not

part of a coordinated planting or maintenance effort. Additionally, the presence of parking lot landscaping is very limited. Therefore, there is an opportunity to enhance private greening / landscaping on properties around buildings, in parking lots, and near the sidewalks and to preserve appropriate trees in a manner that is consistent and compatible to support this concept.

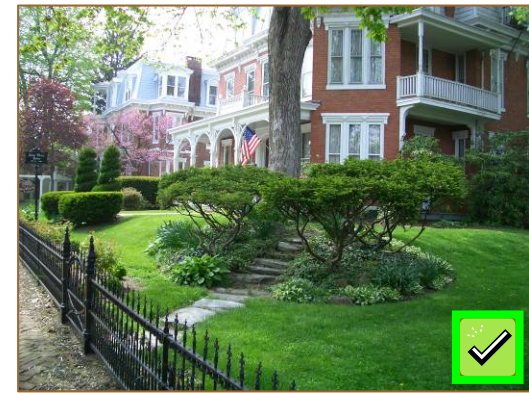
Considerations:

- Encourage use of native and non-invasive tree, shrub, plant, and grass species tolerant of the urban environment in southcentral Pennsylvania.
- Encourage the preservation, where appropriate, of existing trees.
- Encourage well designed and installed (and subsequently maintained) landscaping, screening, walkways, fences, benches, plazas, works of art, reflective pools, fountains, or the like in a fashion that reduces maintenance efforts.
- Encourage landscaping and greening treatments that do not create pedestrian and motor vehicle physical and site line obstructions.

Paxtang Borough Downtown Improvements Plan

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Concept: Private Greening / Landscaping (Examples)



Paxtang Borough Downtown Improvements Plan



Housing Improvements

Concept: Upper-Floor Residential

Another characteristic of core communities' downtowns or central business districts is the provision of upper-floor residential units usually over ground-floor retail or other pedestrian-generating business operations within one building. Upper-floor apartments are generally dwelling units incorporated within a building as an accessory use above a principal ground-floor business and without any substantial external modification, except they shall be provided with entrances separate from those used for the businesses.

Traditionally multi-story, mixed-use buildings within core communities' downtowns or central business districts are designed with pedestrians and the adjacent buildings and uses in mind, as they provide upper-floor residential units either for the owner / operator of the ground-floor business or provide additional income-producing housing units for the owner of the building / business. Along with other important character features, this feature provides additional opportunities for increasing the number and types of housing units to reflect local needs / desires; providing a captive residential audience / customers for local downtown businesses; accommodating an attractive, inviting, and safe environment for residents and business owners with 24-hour "eyes on the street;" reducing the need to convert traditional lower-density single-family homes and neighborhoods to higher-density multi-family homes and neighborhoods; as well as maximizing building development potential of the lot.

The majority of the buildings in Paxtang's downtown are at least two (2) stories in height and owner-occupied, as some accommodate a mixture of residential and non-residential uses. Therefore, there is an opportunity to ensure buildings are constructed, reused, or altered in a manner consistent and compatible with the existing building stock to support this concept.

Considerations:

- Encourage upper-floor residential housing units by defining and permitting them as permitted accessory uses to ground-floor businesses.
- Encourage upper-floor residential units and ground-floor businesses to have separate entrances.
- Discourage new ground-floor residential uses except for live / work units.
- Ensure upper-floor residential housing units comply with building, housing, and other health, safety, and welfare codes.

Paxtang Borough Downtown Improvements Plan

RETTEW

Concept: Upper-Floor Residential (Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Live / Work

Another characteristic of core communities' downtowns or central business districts is the provision of live / work units for downtown business owners / operators. Live/work units are generally structures or spaces within buildings used jointly for business and residential purposes, where the residential use of the spaces is clearly secondary or accessory to the primary use as a place of work.

Traditionally mixed-use buildings within core communities' downtowns or central business districts are designed with pedestrians and the adjacent buildings and uses in mind, as they provide owners / operators of businesses such as doctors, lawyers, and shopkeepers opportunities to live where they work via accessory residential units located beside, behind, or above ground-floor businesses and storefronts. Along with other important character features, this feature provides additional opportunities for enhancing a sense of pride, ownership, and participation by the business owner and the community; providing an inviting and safe environment for residents and business owners with 24-hour "eyes on the street;" providing opportunities for energy efficiency in new construction and reuse of existing buildings to conserve energy and lower costs for businesses and property owners; accommodating new entrepreneurial, niche-type startup businesses and related technologies including information technologies, artisans / craftsman, café / restaurant owners, and professional offices and services; as well as maximizing building development potential of the lot.

The majority of the buildings in Paxtang's downtown are at least two (2) stories in height and owner-occupied, as some accommodate a mixture of residential and non-residential uses. Therefore, there is an opportunity to ensure buildings are constructed, reused, or altered in a manner consistent and compatible with the existing building stock to support this concept.

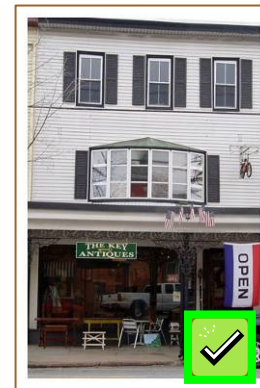
- Encourage live / work units, defining and permitting them as permitted uses to owner / operator-occupied businesses / buildings.
- Encourage live / work units where at least one resident is the owner / operator and has a business license for the business on premise.
- Encourage the use of live / work units to retain the ground-floor business character in the downtown, as live / work units are not appropriate where standalone residential uses are permitted.
- Encourage requiring only one off-street parking space for live / work units of less than 2,500 square feet.
- Encourage prime storefront areas to remain commercial by discouraging ground-floor storefront residential for live / work units.

Considerations:

Paxtang Borough Downtown Improvements Plan

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Concept: Live / Work (Examples)



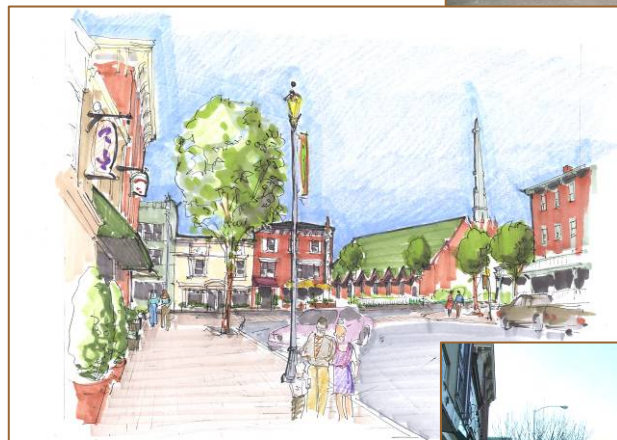
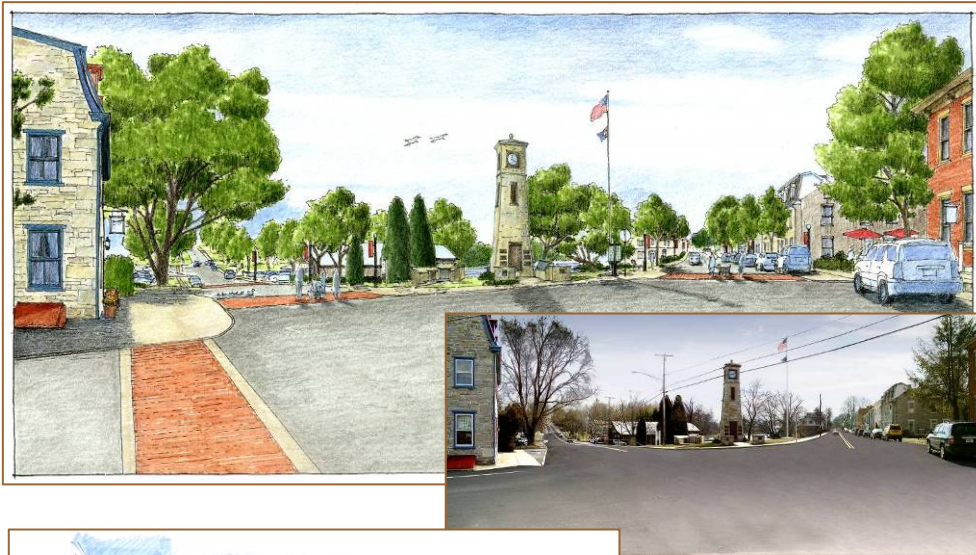
II-A.2. Streetscape and Traffic Improvements

Streetscape projects typically involve a variety of aesthetic improvements to the public and private space between the buildings on either side of a street that defines its character, which increases the appeal of the downtown or central business district. Such physical improvements may include decorative pedestrian-scaled lighting and traffic signals, brick or specialty paved sidewalks or accents, specialized crosswalks, on-street parking and centralized public parking, street trees/ tree lawns, utility line relocation, the placement of street furniture such as benches and trash receptacles, wayfinding signs, banners, and realignment of the Greenbelt through the downtown. Many of the physical improvements are designed at the scale of the pedestrian, as opposed to the scale of the automobile; this helps to create a pedestrian-friendly environment and encourages additional pedestrian movement in the downtown. Mechanical or physical traffic-calming measures may also be included as part of a streetscape project, helping to decrease vehicle speeds and increase awareness of pedestrians in the downtown. In addition to such mechanical traffic-calming improvements, other non-physical improvements include reducing the maximum speed limit and increasing speed limit enforcement. Altogether, streetscape and traffic-calming improvements can lead to increases in the real and perceived safety of the street for pedestrians and motorists, in addition to aesthetic improvements and an improved retail environment.

Paxtang Borough Downtown Improvements Plan

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Concept Streetscape and Traffic Improvements (Examples)



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Paxtang Borough Downtown Improvements Plan



Concept: Speed Limit Reduction and Enforcement

Another characteristic of core communities' downtowns or central business districts is slower moving automobiles and motor vehicles, which may be achieved through non-physical improvements such as reductions in the maximum posted speed limit and enforcement of such posted speed limits. Speed limit reduction generally includes lowering the maximum posted speed at which vehicles may legally travel on a particular road or street. Speed enforcement generally involves compelling observance or obedience of the maximum posted speed at which vehicles may legally travel on a particular road or street.

Traditionally core communities' downtowns or central business districts are designed with pedestrians in mind, as they are developed around and oriented towards pedestrians and other slower moving vehicles. Posted speed limits, generally no greater than 25 mph in downtown areas (and other high pedestrian-generator destinations), tend to encourage pedestrian safety and increase comfort relating to outdoor uses in the downtown. Motor vehicle speeds are affected by the design and characteristics of the roadways and surrounding built environment, as well as through the enforcement of posted speed limits. Along with other important character features, this feature provides additional opportunities for providing a cost-effective alternative to new traffic calming-related infrastructure; reducing noise and vibration caused by motor vehicles; altering drivers to be more aware, reducing the visual impact of automobiles; enhancing the downtown district's image, identity, and safety along major pedestrian and motor vehicle corridors; providing formal and informal community gathering places, opportunities, and links for socialization; supporting sustainable local and niche businesses by improving the visibility of the businesses along major pedestrian and motor vehicle corridors; and providing for alternative modes of transportation (transit, pedestrian, and bicycle).

The posted speed limit in Paxtang's downtown area is 35 mph. Although there is parallel on-street parking along with pedestrian crossings and related signs, traffic in the downtown area is perceived as moving too fast for pedestrian comfort. Therefore, in addition to any

physical streetscape / traffic-calming improvements, there is an opportunity to reduce the current posted speed limit and increase police presence for traffic enforcement in the downtown in a manner that is consistent and compatible to support this concept.

Considerations:

- Encourage a traffic study be completed that should include an analysis on the functional classification (for urban environments), average operating speed, traffic volume, and roadside characteristics to determine the need and feasibility of reducing the maximum posted speed limit.
- Encourage a reduction the posted maximum speed limit to 25 to 30 mph along Derry Street and Paxtang Avenue.
- Encourage the increased pedestrian / automobile traffic and safety enforcement in the downtown area.

Paxtang Borough Downtown Improvements Plan

RETTEW

Concept: Speed Limit Reduction and Enforcement (Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Curb Extensions / Bulb-outs

Another characteristic of core communities' downtowns or central business districts is curb extensions / bulb-outs at street intersections and other designated pedestrian crossing locations. Bulb-outs or curb extensions generally are physical devices that extend the sidewalk or curb line into the street, reducing the street pavement width.

Traditionally core communities' downtowns or central business districts are designed with pedestrians in mind, as curb extension or bulb-out improvements help create a safer atmosphere for pedestrians crossing streets in designated crosswalks at intersections or midblock locations by lessening the crossing distance between sidewalks on opposite sides of the street. Bulb-outs and curb extensions are generally viewed as an extension of the pedestrian sidewalk area, comprising similar and/or decorative materials and designs. Along with other important character features, this feature provides additional opportunities for promoting and encouraging safe and walkable downtowns; reducing pedestrian crossing times; alerting drivers of pedestrians and encouraging drivers to slow down; enhancing the downtown district's image, identity, and safety along major pedestrian and motor vehicle corridors; providing formal and informal community gathering places, opportunities, and links for socialization; and supporting alternative modes of transportation (transit, pedestrian, and bicycle).

There are no curb extensions / bulb-outs in Paxtang's downtown area, and the pavement widths especially along Derry Street are nearly forty (40) feet wide. Therefore, there is an opportunity to incorporate curb extensions / bulb-outs generally at all intersections of streets, as well as midblock crosswalk locations and other designated pedestrian crossings in a manner that is consistent and compatible to support this concept.

- Encourage curb extensions / bulb-outs to generally be provided in areas of on-street parking at dimensions not less than the width (or depth) of the parking stalls / spaces.
- Encourage the design of curb extensions / bulb-outs to accommodate accessible / mountable curb-cuts / ramps, traffic signal and light poles, and pedestrian amenities / furniture.
- Encourage the use of decorative but durable materials (brick, concrete, etc.) consistent with other sidewalk and pedestrian facilities.

Considerations:

Paxtang Borough Downtown Improvements Plan

Concept: Curb Extensions / Bulb-outs (Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Accessible / Mountable Curb-cuts / Ramps

Another characteristic of core communities' downtowns or central business districts are accessible / mountable curb-cuts. Accessible / mountable curb-cuts or curb ramps are generally gently sloping structures providing access between the sidewalk (high side) and roadway (low side) for people using wheelchairs, strollers, walkers, crutches, handcarts, bicycles, and also for pedestrians with mobility impairments who have trouble stepping up and down high curbs.

Traditionally core communities' downtowns or central business districts are designed with pedestrians in mind, which includes a well-established permanent sidewalk system. But many times sidewalks and pathways—although well designed and highly usable once on them—were not accessible by all users, including those with disabilities. Adequately designed and constructed mountable curb-cuts and/or ramps at intersections, crosswalks locations, and other transitional areas along sidewalk and pedestrian facilities help provide better accessibility for all user types. Along with other important character features, this feature provides additional opportunities for providing better accessibility for all customers, visitors, and residents; promoting and encouraging safe and walkable downtowns; enhancing the downtown district's image, identity, and safety along major pedestrian and motor vehicle corridors; increasing sidewalk / street visibility and safety including window shopping and “eyes on the street;” providing formal and informal community gathering places, opportunities, and links for socialization; and supporting alternative modes of transportation.

The presence of accessible / mountable curb-cuts / ramps in Paxtang's downtown is generally limited to the delineated crosswalk locations along Derry Street and Paxtang Avenue, but they are also generally present on the both local streets at undesignated crosswalk locations and at alley intersections. Additionally, many of the private access drives / driveways have accessible / mountable curb-cuts / ramps. Therefore, there is an opportunity to maintain and enhance accessible / mountable curb-cuts / ramps in the downtown—specifically for those

pedestrian facilities traversing Derry Street and Paxtang Avenue—in a manner that is consistent and compatible to support this concept.

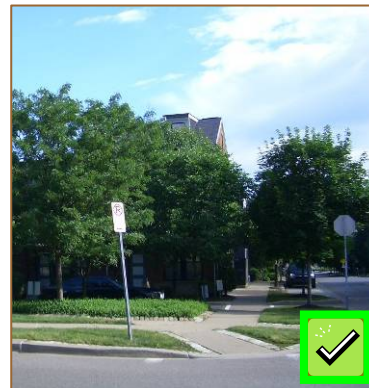
Considerations:

- Encourage compliance with the Americans with Disabilities Act (ADA) for the siting, design, and construction of accessible / mountable curb-cuts / ramps at all street intersections / crosswalk, alley, and access drive / driveway locations.
- Encourage design of accessible / mountable curb-cuts / ramps generally to:
 - Minimize grade, cross-slope, and changes in level
 - Be not less than three (3) feet wide, exclusive of flared sides.
 - Include decorative, textured nonslip material
- Discourage driveway / access drive pavement / blacktop from being installed over accessible / mountable curb-cuts / ramps.

Paxtang Borough Downtown Improvements Plan

RETTEW

Concept: Accessible / Mountable Curb-cuts / Ramps
(Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Crosswalks

Another characteristic of core communities' downtowns or central business districts is pedestrian crosswalks. Crosswalks are generally the part of a roadway at an intersection included within the connections of the lateral lines of the sidewalks on opposite sides of the street measured from the curbs or, in the absence of curbs, from the edges of the traversable roadway; and in the absence of a sidewalk on one side of the roadway, the part of a roadway included within the extension of the lateral lines of the sidewalk at right angles to the centerline of the road; or any portion of a roadway at an intersection or elsewhere distinctly indicated as a pedestrian crossing by lines on the surface or otherwise that may be supplemented by contrasting pavement texture, style, or color.

Traditionally core communities' downtowns or central business districts are designed with pedestrians in mind, as in Pennsylvania, Commonwealth law provides that motorists must yield to pedestrians at all signalized and unsignalized intersections (including 4 (four)-way and T intersections), whether a crosswalk is delineated on the pavement or not. Well delineated / demarcated crosswalks typically include pavement markings (paint, decorative paving, or other treatments), lighting, and signs. Along with other important character features, this feature provides additional opportunities for alerting drivers of pedestrians and encouraging drivers to slow down; helping control indiscriminate pedestrian crossings in unsafe locations; increasing sidewalk / street visibility and safety; enhancing the downtown district's image, identity, and safety along major pedestrian and motor vehicle corridors; providing formal and informal community gathering places, opportunities, and links for socialization; and supporting alternative modes of transportation.

Although there are technically pedestrian crosswalk locations at all signalized and unsignalized intersections in Paxtang's downtown, there are only two (2) delineated crosswalks along Derry Street. One crosswalk is located at the signalized intersection of Derry Street and Paxtang Avenue. There are crosswalks delineated with white lines

painted on the pavement along the north and south side of Derry Street crossing Paxtang Avenue. The other crosswalk is a midblock crosswalk near Elm Street. The crosswalk traverses Derry Street near the Borough building. The midblock crosswalk is delineated with white lines and yellow striping painted on the pavement. Therefore, there is an opportunity to provide delineated crosswalks at all intersections of streets and alleys, as well as the midblock crosswalk location in front of the Borough building in a manner that is consistent and compatible to support this concept.

Considerations:

- Encourage all crosswalks, intersections, and other designated pedestrian crossings (including midblock locations) to be well demarcated / delineated (including alleys).
- Encourage crosswalks to be a minimum of six (6) feet wide.
- Encourage short-term improvements including painted crosswalks with "edges" that have at least six (6)-inch-wide white lines.
- Encourage short-term improvements including painted on pavement crosswalk designs that may include striping with yellow or white paint within the "edges," stop bars, and other warnings.
- Encourage long-term decorative or textured crosswalk improvements including nonslip pavers, stamped concrete, thermoplastic material inlays, or other pavement treatments.
- Encourage crosswalks to align with curb-cuts / ramps.
- Encourage the use of low "yield to pedestrian" signs on centerline of cartway as well as taller signs on posts within the right-of-way.

Paxtang Borough Downtown Improvements Plan

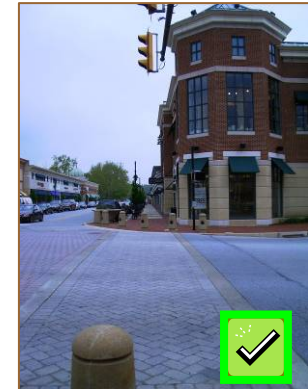
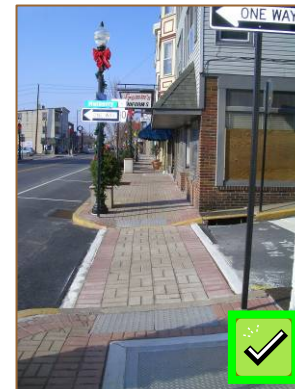
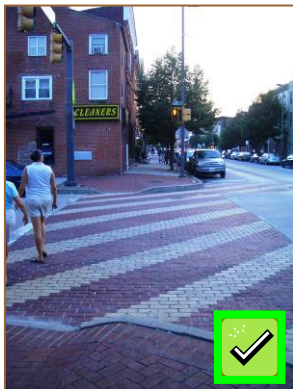
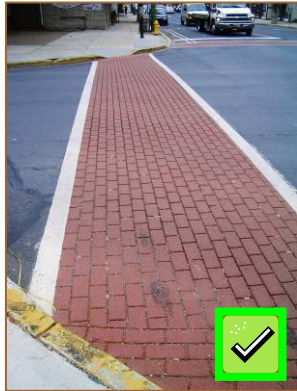
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- Encourage appropriate lighting at all crosswalks.

Paxtang Borough Downtown Improvements Plan

RETTEW

Concept: Crosswalks (Examples)



Paxtang Borough Downtown Improvements Plan

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Paxtang Borough Downtown Improvements Plan



Concept: Sidewalks and Pedestrian Connections

Another characteristic of core communities' downtowns or central business districts is public sidewalks within the right-of-way as well as private sidewalks connecting buildings with public sidewalks. Public sidewalks generally include that portion of the street right-of-way between the curb line or a line parallel to the roadway and the adjacent property line or on easements of private property that is paved or improved and intended for use by pedestrians.

Traditionally core communities' downtowns or central business districts are designed with pedestrians in mind, which includes a well-established permanent sidewalk system generally located between the fronts of the buildings and the edge of the street. This system not only includes wider public sidewalks within the downtown and those sidewalks from adjacent neighborhoods connecting to the downtown, but also those on private property connecting businesses and buildings with parking lots and/or public sidewalks. Along with other important character features, this feature provides additional opportunities for promoting and encouraging safe and walkable downtowns; enhancing the downtown district's image, identity, and safety along major pedestrian and motor vehicle corridors; increasing sidewalk / street visibility and safety including window shopping and "eyes on the street;" and providing formal and informal community gathering places, opportunities, and links for socialization; and supporting alternative modes of transportation.

Although the presence of sidewalks in Paxtang's downtown generally includes about five (5)-foot-wide concrete sidewalks provided along both sides of most of the streets within and connecting to the downtown, along most streets—specifically Derry Street and Paxtang Avenue—there appears to be adequate width for sidewalk widening. The conditions of the sidewalks in the downtown are generally fair to good. Some sidewalks have been paved over with blacktop at driveway / access drive and parking lot areas. Therefore, there is an opportunity to maintain and enhance sidewalk facilities in a manner that is consistent and compatible to support this concept.

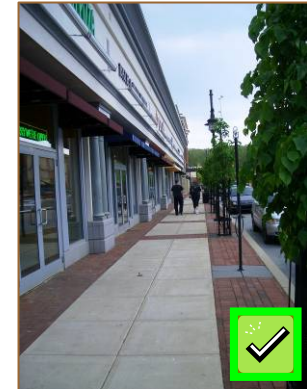
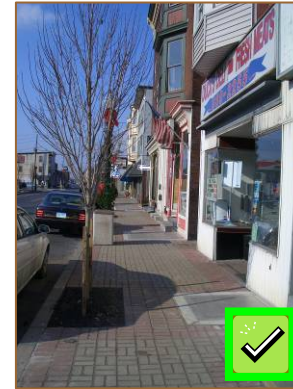
Considerations:

- Encourage completion of continuous sidewalk and pedestrian connections in areas where they are deficient within a one quarter (1/4) mile (approximately a 5 (five)-minute walk) of the downtown and other community facilities and pedestrian generators, specifically the Greenbelt.
- Encourage alternate surface materials where coordinated and appropriate, including rubber, porous pavement, bricks, etc., to be used in lieu of concrete for sidewalk / pedestrian improvements.
- Encourage minimum sidewalk widths of generally no less than six (6) feet.
- Encourage at least a minimum six (6)-foot clear space in areas accommodating outdoor seating / dining on sidewalks.
- Encourage street trees to be trimmed to have at least eight (8)-foot clearance above sidewalks.
- Encourage outdoor seating / dining where sidewalk width and other circumstances permit including no less than a six (6)-foot clear space.
- Discourage new driveway / access drive curb-cuts along streets for properties with alley access.
- Require sidewalks intersecting with existing driveways / access drives to be continued or delineated across the driveways through the use of material or colors similar to the sidewalks.
- Encourage adequate lighting on all sidewalks and pedestrian corridors.

Paxtang Borough Downtown Improvements Plan

RETTEW

Concept: Sidewalks and Pedestrian Connections (Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Overhead Utility Line Relocation

Another characteristic of core communities' downtowns or central business districts is the absence (or presence) of major utility lines along important high-visibility traffic corridors within the public right-of-way. Utility line relocation generally includes moving to or establishing overhead utility service poles and lines for electric, cable, telephone, fiber optic cables, and other services in a new place.

Traditionally major utility service lines in core communities' downtowns or central business districts are designed such that multiple utility service lines were grouped together, strung from and attached to utility poles above ground not only for safety purposes but also to keep installation and maintenance costs down. Relocating overhead utility lines to the rear of properties with alley rights-of-way or burying these important pieces of infrastructure, along with other important streetscape features, (if buried) reduces susceptibility to natural and manmade damages, protects adjacent lives and properties, reduces visual clutter, and reduces interference with the growth of street trees. Along with other important character features, this feature provides additional opportunities for enhancing the downtown district's image, identity, and safety via public and private improvements and supports a coordinated and attractive streetscape/greening/traffic calming, gateway, and wayfinding program along major pedestrian and motor vehicle corridors.

The presence of overhead utility service lines and poles in Paxtang's downtown is generally located along the south side of Derry Street and highly visible. Therefore, there is an opportunity to relocate these lines either underground in the right-of-way along the fronts of the properties on Derry Street or the alley area along the rears of the properties on Pike Street in a manner that is consistent and compatible to support this concept.

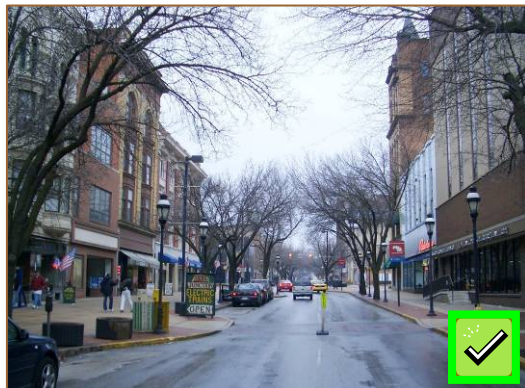
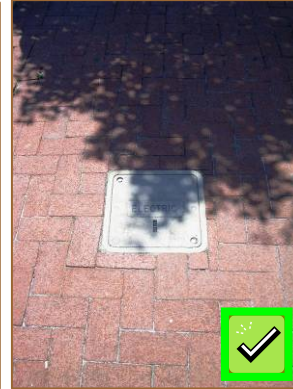
- Encourage future overhead utility line relocation to coincide with streetscaping along Derry Street and/or enhancement of the public parking lot / relocation of the Greenbelt.
- Encourage future streetscape extensions into nearby neighborhoods and adjacent streets to include overhead utility line relocation.

Considerations:

Paxtang Borough Downtown Improvements Plan

RETTEW

Concept: Overhead Utility Line Relocation (Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Pedestrian-Scaled Decorative Lighting

Another characteristic of core communities' downtowns or central business districts is pedestrian-scaled decorative lighting. Pedestrian-scaled decorative lights are raised, ornamental sources of light usually attached to poles, spaced at intervals along a public sidewalk, and illuminated from dusk to dawn.

Traditionally core communities' downtowns or central business districts are designed with pedestrians in mind, therefore pedestrian-scaled decorative lighting is generally positioned over the sidewalk rather than over the street. The lighting fixtures (globes and luminaries) are generally smaller and contain more intricate designs than larger "cobra head" fixtures that are more appropriate for street lights located over highways and other higher speed roadways. The smaller, decorative fixtures are typically attached to shorter, ornate posts or poles made of powder-coated finished aluminum, which may include brackets for attaching decorative banners rather than taller utility poles made of wood or simple galvanized aluminum. Along with other important character features, this feature provides additional opportunities for increasing sidewalk / street visibility and safety including extension of shopping / visiting hours for window shopping and "eyes on the street;" enhancing the downtown district's image, identity, and safety along major pedestrian and motor vehicle corridors; providing formal and informal community gathering places, opportunities, and links for socialization; and supporting alternative modes of transportation (transit, pedestrian, and bicycle).

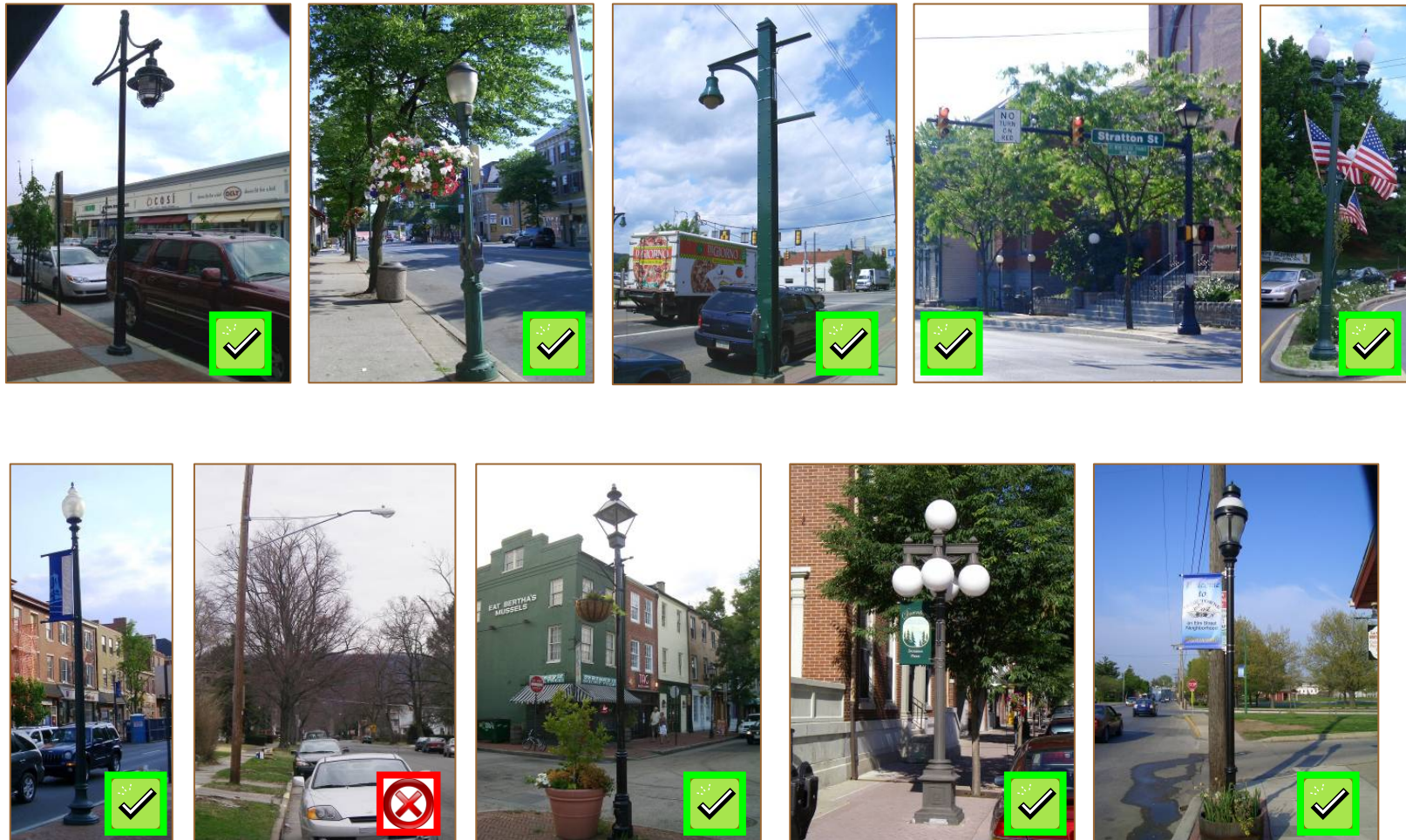
The presence of pedestrian-scaled decorative lighting in Paxtang's downtown is limited "cobra head"-style street light fixtures mounted high on utility and traffic signal poles provided at irregular intervals along both sides of Derry Street and Paxtang Avenue and other local streets. Therefore, there is an opportunity to replace the existing street lighting with more appropriate pedestrian-scaled decorative lighting in a manner that is consistent and compatible to support this concept.

Considerations:

- Encourage pedestrian-scaled decorative lighting to generally not be more than twenty (20) feet in height.
- Encourage pedestrian-scaled decorative lighting to be placed at regular intervals along the sidewalks (generally between fifteen [15] and forty [40] feet on center) and in a staggered manner with lights on the opposite sides of the street.
- Encourage, where applicable, specific light standards / fixtures, incorporating elements of pedestrian-scaled lighting and appropriately designed street / roadway lighting into one post / pole to reduce cost and visual clutter.
- Encourage decorative fixture and post / pole styles that are similar or incorporate important features of those public lights historically used in the community's past.
- Encourage coordination of pedestrian lights with appropriate types and locations of street / shade trees.
- Encourage coordination with of traffic control poles and device improvements to use decorative fixture and post / pole styles that are similar in design, color, and style to the pedestrian scaled decorative lighting posts / poles and fixtures.

Paxtang Borough Downtown Improvements Plan

Concept: Pedestrian-Scaled Decorative Lighting (Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Other Pedestrian Amenities

Other characteristics of core communities' downtowns or central business districts relating to pedestrian amenities include benches, trash cans, information kiosks / boards, and community / public art. Pedestrian amenities generally are physical improvements or other features that contribute to physical or material comfort to those persons traveling on foot.

Traditionally core communities' downtowns or central business districts are designed with pedestrians in mind and are therefore oriented to provide safety and comfort to customers, residents, and visitors traveling on foot. By providing these unique "value-added" improvements, customers, visitors, and residents are likely to return, spending more time and money. Along with other important character features, this feature provides additional opportunities for enhancing downtown experiences by increasing pedestrian comfort; creating and reinforcing a unique sense of place; maintaining a clean and green image; promoting and encouraging safe and walkable downtowns; enhancing the downtown district image, identity, and safety along major pedestrian and motor vehicle corridors; increasing sidewalk / street visibility and safety including window shopping and "eyes on the street;" providing formal and informal community gathering places, opportunities, and links for socialization; and supporting alternative modes of transportation.

The presence of these pedestrian amenities in Paxtang's downtown area is somewhat limited as there currently is a community bulletin board and bench outside of the Borough building as well as a few trash cans and bus stop benches elsewhere in the downtown. Therefore, there is an opportunity to provide these pedestrian amenities in the downtown area on both public and private properties in a manner that is consistent and compatible to support this concept.

Benches and Trash Cans

Benches are generally long seats with or without backs, accommodating two or more persons. Trash cans are generally bins that temporarily accumulate and hold rubbish until they can be emptied.

Considerations:

- Benches and trash cans should be fastened or secured to the pavement
- Benches and trash cans should be durable and vandal-resistant
- Although there are a variety of styles, the specific types / styles should be coordinated with other pedestrian amenities and streetscape features using a common design / theme
 - Benches may have arms and backs
 - Trash cans may be provided with recycle containers / planters
- Benches and trash cans may include plaques (donors / sponsors, honorees, etc.) and/or emblems (Borough, downtown business organization, etc.)
- Benches and trash cans may be located on public or private property
 - Along high pedestrian generators / routes
 - On street corners at intersections
 - At Bus stops
 - At midblock spaces
 - In formal / informal public spaces

Paxtang Borough Downtown Improvements Plan



- Near building entrances / exits
- Benches could face either direction (parallel to sidewalk)
 - If close to the building, then should face the street
 - If close to the street (curbline), then should face the buildings
- Should be located to ensure they are not pedestrian or motor vehicle obstructions
 - Out of site lines
 - Out of clear passageways.

Information Kiosks / Boards

Information kiosks are small structures, generally cylindrical in nature, on which advertisements and information are posted but may include newspaper racks, maps, public phones, and signs. Information boards are small structures, generally flat in nature, on which information is posted.

Considerations:

- Should be located at a central location (such as the Borough building or Greenbelt trailhead) in areas where higher pedestrian volumes are expected
- Ensure at least six (6)-foot clear space is provided for pedestrians
- May include posting of community events / announcements
- Should be fastened or secured to the pavement or building

- Should be durable and vandal-resistant.

Public Art

Public art generally refers to original works of art in any artistic medium (bronze, stone, paint, etc) for temporary or permanent placement typically in outdoor settings. Public art is accessible to all members of the public and it aims to enrich the community by evoking meaning in the public realm.

Murals

Murals are very large images, such as paintings or other media, applied directly to a wall.

Considerations:

- Should be located on blank walls
- Should be located in high visibility areas
- Should highlight important community assets, history, people, families, children, nature, etc.
- Should be durable and vandal-resistant
- Should discourage business advertisements.

Sculptures

Sculptures are works created through the shaping of figures or designs in the round or in relief, as by chiseling marble, modeling clay, or casting in metal.

Considerations:

Paxtang Borough Downtown Improvements Plan



- Should be fastened or secured to the pavement
- Sculptures should be durable and vandal-resistant
- Sculptures should be located on public or private property in formal / informal public spaces
- Ensure they are not pedestrian or motor vehicle obstructions
 - Out of site lines
 - Out of clear passageways
- Seek community, artist(s), and/or art groups cooperation
 - Encourage use of local resources and partnerships
 - Encourage community involvement in the design and production.

Paxtang Borough Downtown Improvements Plan

RETTEW

Concept: Other Pedestrian Amenities (Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Covered Bus Shelters

Another characteristic of core communities' downtowns or central business districts includes covered shelters at designated bus stops. Bus shelters are generally structures providing temporary cover or protection, as from the weather to riders waiting to board public transit motor vehicles.

Traditionally core communities' downtowns or central business districts are accessible by multiple modes of transportation, including public transit, specifically buses. As fuel prices continue to rise and revitalization efforts draw more visitors, customers, and residents, it is important for covered bus shelters to be provided to protect riders from the weather and provide some comfort to passengers as they wait to board the bus. Along with other important character features, this feature provides additional opportunities for bringing additional visitors (potential different market segment) from outside of the area to the downtown; supporting and promoting the downtown as transit-friendly; providing better accessibility for all customers, visitors, and residents; promoting and encouraging safe and inviting downtowns; enhancing the downtown district's image, identity, and safety along major pedestrian and motor vehicle corridors; increasing sidewalk / street visibility and safety including window shopping and "eyes on the street;" providing formal and informal community gathering places, opportunities, and links for socialization; and supporting alternative modes of transportation.

The presence of these specific transit amenities in Paxtang's downtown area is somewhat limited as there currently is only one covered bus shelter located along the north side of Derry Street between Kelso Street and (Cameron) Parkway Drive. Therefore, there is an opportunity to provide these transit amenities in the downtown area in a manner that is consistent and compatible to support this concept.

- Encourage Capital Area Transit (CAT) to explore future siting and design considerations for covered bus stops in Paxtang including:
 - Bus shelters should generally be no less than six (6) feet wide
 - Bus shelters should be between ten (10) – twenty-five (25) feet long (depending on number of riders at the stop)
 - Bus shelters should be secured to a concrete pad
 - Bus shelters should be durable and vandal resistant
 - Encourage installation of benches, trash cans, lighting, and signage (advertisements or bus information)
 - Encourage shelters be provided with at least three (3) sides but should generally be transparent allowing for visibility.

Considerations:

Paxtang Borough Downtown Improvements Plan

RETTEW

Concept: Covered Bus Shelters (Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Wayfinding

Another characteristic of core communities' downtowns or central business districts is wayfinding signs. Wayfinding generally includes a systematic network of directional signs to guide the motorists and pedestrians to major civic, cultural, visitor, recreational, and commercial business destinations within a community or specified area.

Traditionally core communities', downtowns, or central business districts are unique areas and have important physical assets (public and private; individual and groupings; etc.) worthy of designation and promotion as special features via wayfinding or directional signage. The design and installation of an engaging, clear, and safe set of wayfinding signs with a consistent and visual identity helps enhance visitors' experiences by easily directing them to important features and places they might like to visit. As a result, visitors can more easily navigate the community or specific area and likely observe civic, cultural, commercial, recreational, and natural amenities they might not otherwise have noticed. An effective wayfinding signage program quickly becomes intuitive to the community and visitor and uses a thematic scheme to promote the identity of the community, specific activity, and/or asset. Along with other important character features, this feature provides additional opportunities for reinforcing a unique sense of place; supporting and promoting the community and downtown as pedestrian-friendly; strengthening connections between the community, the downtown, and the surrounding areas; promoting and encouraging safe and inviting community or downtown; increasing sidewalk / street visibility and safety; enhancing the community's and downtown district's image, identity, and safety via public and private improvements; and supporting a coordinated and attractive streetscape / greening / traffic calming and gateway treatments.

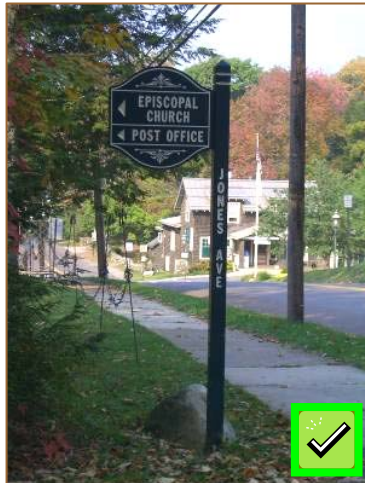
The presence of wayfinding signs to or within Paxtang's downtown or other important assets is generally nonexistent. Therefore, there is an opportunity to provide wayfinding signs in the downtown and around the community in a manner that is consistent and compatible to support this concept.

Considerations:

- Coordinate common thematic design / format with improvements involving walking / pedestrian, traffic calming / streetscape, gateway treatments, banners, and parking improvements.
- Consider a program using enhanced street name signs and coordinated poles.
- Encourage graphic designs to be clear and simple.
- Signs should be durable and resistant to wind and weather.
- Encourage wayfinding signs to include local assets and features such as:
 - Downtown
 - Borough building
 - Public parking lot
 - Greenbelt
 - Cemeteries and Old Paxton Presbyterian Church
 - Paxtang Elementary School
 - Community parks.

Paxtang Borough Downtown Improvements Plan

Concept: Wayfinding (Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Banners

Another characteristic of core communities' downtowns or central business districts is public banners. Banners generally are signs used for communicating important public messages and are made of fabric or other similar non-rigid material with no enclosing framework or electrical components that are supported or anchored on two (2) or more edges. They also include non-rigid signs anchored along one edge or two (2) corners, with weights installed that reduce the reaction of the sign to wind, which communicate important public messages and are typically hung on poles within the public right-of-way.

Traditionally banners in core communities' downtowns or central business districts are installed with pedestrians in mind. Banners installed on posts or poles within the public right-of-way provide additional opportunities for instilling a sense of place and pride, while providing an attractive means of clearly and simply communicating important public messages to pedestrians and motorists. First, they announce to and welcome visitors / residents to a community or important area (downtown or neighborhood) by differentiating one place from another and letting visitors / residents know they have arrived in a specific or unique place. Second, they inform residents / visitors of important community or area events, mark seasonal changes and holidays, or promote local history. Along with other important character features, this feature provides additional opportunities for reinforcing a unique sense of place; supporting and promoting the community and downtown as pedestrian-friendly; strengthening connections between the community, the downtown, and the surrounding areas; promoting and encouraging safe and inviting community or downtown; increasing sidewalk / street visibility and safety; enhancing the community's and downtown district's image, identity, and safety via public and private improvements; and supporting a coordinated and attractive streetscape / greening / traffic calming, wayfinding, and gateway treatments.

The presence of public banners in Paxtang's downtown is generally nonexistent. Therefore, there is an opportunity to provide public

banners in a manner that is consistent and compatible to support this concept.

Considerations:

- Coordinate common thematic design / format with improvements involving walking / pedestrian, traffic calming / streetscape, gateway treatments, wayfinding, and parking improvements.
- Encourage graphic designs to be clear and simple.
- Banners should be durable and resistant to wind and weather.
- Use of logos should be secondary to conveyance of the message.
- Discourage individual business advertisements unless part of a coordinated downtown business promotions campaign.
- Consider attaching to pedestrian-scaled lighting poles / posts or other appropriate poles.

Paxtang Borough Downtown Improvements Plan

RETTEW

Concept: Banners (Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Bicycle Racks

Another characteristic of core communities' downtowns or central business districts is bicycle racks. Bicycle racks generally are specially designed structures for the temporary and secure storage of bicycles.

Traditionally core communities' downtowns or central business districts are accessible by multiple modes of transportation, including bicycles. As fuel prices continue to rise and revitalization efforts seek to draw more visitors, customers, and residents, it is important for decorative and functional bicycle racks to be installed in prominent, high usage / turnover areas to temporarily and securely store customers' and residents' bicycles. Along with other important character features, this feature provides additional opportunities for providing better accessibility for all customers, visitors, and residents; strengthening connections between the downtown and the surrounding residential neighborhoods and other business areas, including those residential uses within the downtown area or central business district; promoting and encouraging safe and inviting downtowns; enhancing the downtown district's image, identity, and safety along major pedestrian and motor vehicle corridors; increasing sidewalk / street visibility and safety including window shopping and "eyes on the street;" providing formal and informal community gathering places, opportunities, and links for socialization; and supporting alternative modes of transportation.

The presence of designated bicycle racks in Paxtang's downtown area is somewhat limited, as any temporary bicycle storage generally occurs by securing bicycles to street sign posts or utility poles. Many cyclists and Greenbelt users do not stop and visit the downtown and businesses; rather they "just pass through." Therefore, especially since the Capital Area Greenbelt traverses the downtown area, there is an opportunity to provide bicycle racks in the downtown area on both public and private properties in a manner that is consistent and compatible to support this concept.

Considerations:

- Encourage bicycle racks to be located at high-use / turnover operations and other public facilities including:
 - Bookstores
 - Coffee shops
 - Convenience-type businesses
 - Teen / adult clothing businesses
 - Borough building
 - Greenbelt trailhead.
- Encourage bicycle racks to be located near front and/or side of buildings but out of the way of pedestrian and motor vehicle traffic.
- Encourage bicycle racks to be designed to safely and securely protect bicycles from the elements.
- Encourage bicycle racks to be designed to not only be functional but also as pieces of public art adding to the streetscape.

Paxtang Borough Downtown Improvements Plan

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Concept: Bicycle Racks (Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Greenbelt

The Capital Area Greenbelt is a non-motorized, multi-use recreational (and to a lesser extent a transportation) trail within a linear park that encircles Pennsylvania's capital city of Harrisburg and passes through and connects with Riverfront Park, Cameron Parkway, Paxtang Park, Paxtang Parkway, Reservoir Park, the grounds of the State Hospital, Harrisburg Area Community College, Wildwood Lake, as well as other communities including the Boroughs of Paxtang and Penbrook and the townships of Swatara and Susquehanna. The Greenbelt provides opportunities for hiking, bike riding, skating, jogging, dog walking, and flora and fauna identification in a natural setting within the urban environment.

Paxtang is fortunate to be located along a major, recreational / transportation asset. The Capital Area Greenbelt is a regional non-motorized, multi-use trail facility that links many communities and attractions on the East Shore with Paxtang's downtown or central business district. Along with other important character features, this feature provides additional opportunities for bringing additional visitors (potential different market segment) from outside of the area to the downtown; maintaining a clean and green image; supporting and promoting the downtown as bicycle-friendly; providing better accessibility for all customers, visitors, and residents; strengthening connections between the downtown and the surrounding areas; promoting and encouraging safe and inviting downtowns; enhancing the downtown district's safety along major pedestrian and motor vehicle corridors; increasing sidewalk / street visibility and safety including window shopping and "eyes on the street;" providing formal and informal community gathering places, opportunities, and links for socialization; and supporting alternative modes of transportation.

The presence and location of the Greenbelt in Paxtang's downtown area is somewhat obscured as currently the Greenbelt "disappears" in the downtown. The limited amount and size of the directional signage along with ambiguity relating to the actual route location (sidewalk vs. road, north side of Derry vs. south side of Derry, etc.) is confusing to

trail users at best. Additionally, many cyclists and users of the Greenbelt do not stop and visit the downtown and businesses; rather they "just pass through." Therefore, combined with the fact that other portions of the Greenbelt have been and continue to be rerouted to avoid streets in other communities, with any public parking lot improvements there exists the opportunity to reroute or provide an alternative route of the Greenbelt south of, and away from Derry Street in a manner that is consistent and compatible to support this concept.

Considerations:

- Coordinate trailhead signage and other amenities including bicycle racks, trash cans, benches, and information kiosk:
 - Should be durable and vandal-resistant.
- Encourage adequate wayfinding signage to be installed before and after the reroute as well as along the Greenbelt:
 - On pavement.
 - Alongside the trail.
- Encourage the design and construction of trail and pedestrian facilities to be compliant with Americans with Disabilities Act (ADA).
- Encourage the use of appropriate paving or other alternative surface materials to differentiate from automobile travel ways.
- Encourage designated Greenbelt user parking spaces in certain areas.

Paxtang Borough Downtown Improvements Plan

RETTEW

Concept: Greenbelt (Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Angled Parking

Another primary characteristic of core communities' downtowns or central business districts is the provision of conveniently located and well-designed on-street parking in both parallel and angled fashions. Angled parking generally means the transient or temporary storage of automobiles or motor-driven vehicles arranged at an acute angle (less than 90 degrees) to the curb as opposed to parallel parking that generally means automobiles or motor-driven vehicles are arranged in a manner parallel to or along the same lines or surfaces that are separated everywhere from each other by the same distance to the curb.

Traditionally on-street parking within core communities' downtowns or central business districts are provided in the right-of-way at the front of property lines between the curb and the travel way in two (2) designs; parallel and angled (or diagonal). Parallel parking is generally the most prevalent method. However, in areas where conditions such as larger pavement and right-of-way widths, deeper buildings setbacks, and greater sight distances permit it, on-street parking may be provided at an angle to the curb. Angled on-street parking spaces generally occupy less lot frontage / street length than parallel parking, thereby increasing the number of spaces at a rate of nearly two (2) angled parking spaces (approximately twelve [12] feet per space) to one parallel parking space (approximately twenty-two [22] feet per space). Along with other important character features, this feature provides additional opportunities for maximizing existing public pavement for temporary vehicle storage; reducing the need for private off-street parking spaces and associated impervious surfaces; providing a buffer between the traveling motor vehicles and pedestrians on sidewalks; reducing the number of driveway / access drive curb-cuts; enhancing the downtown's district's image, identity, and safety via public and private improvements; supporting a coordinated and attractive streetscape / greening / traffic calming, gateway, and wayfinding program; as well as supporting sustainable local and niche businesses.

The presence of on-street parking facilities in Paxtang's downtown area is limited to parallel parking, where conditions permit. In many cases

on the south side of Derry Street there are numerous driveway / access drive curb-cuts precluding on-street parking spaces in any form, while conditions, including narrower building setbacks on the north side of Derry Street, prohibit on-street angled parking from being considered. But with the larger building setbacks and presence of existing off-street parking lots between the fronts of the buildings and the street on the south side of Derry Street combined with the potential public parking lot enhancement and Greenbelt relocation to the rear of the buildings, the potential on-street parking opportunities will be greatly enhanced. Therefore, there is an opportunity to ensure that parking facilities are provided between (Cameron) Parkway Drive and Elm Street in a manner that is consistent and compatible to support this concept.

Considerations:

- Encourage striping / demarcation of specific on-street parking spaces using paint on the pavement.
- Encourage the use of on-street parking spaces in front of the business or property to count towards parking requirements.
 - Allow uninterrupted lot frontage on a public street (not obstructing an existing intersection, fire hydrant, etc.) to count towards one required off-street parking space.
- Discourage driveway / access curb-cuts along street frontage for parking lots.
- Encourage minimum standards for angled parking stalls of at least twelve (12) feet in width and seventeen (17) feet in depth, depending on degree of angle.
- Encourage appropriate turning / maneuvering areas and travel lane widths to be maintained.

Paxtang Borough Downtown Improvements Plan

RETTEW

- Encourage closing of existing driveway / access drive curbs and elimination of off-street parking lots in front of buildings.

Paxtang Borough Downtown Improvements Plan

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Concept: Angled Parking (Examples)



Paxtang Borough Downtown Improvements Plan

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Paxtang Borough Downtown Improvements Plan



Concept: Public Parking Lot

Another primary characteristic of core communities' downtowns or central business districts is the provision of conveniently located and well-designed public parking. Public parking generally includes off-street parking facilities that provide for the transient storage of automobiles or motor-driven vehicles, available to the public. Such parking facilities may be owned and/or operated by a government entity or otherwise; such facilities may include a fee for use or otherwise.

Traditionally public parking facilities within core communities' downtowns or central business districts are provided both in centralized parking structures (multi-level facilities) and also in surface parking lots. Public parking lots generally include an improved level surface area, access drives and aisles, individual delineated / demarcated parking spaces, lighting, landscaping / trees, signs directing customers / visitors to the lot, and other amenities. Along with other important character features, this feature provides additional opportunities for increasing the number of parking spaces for customers and visitors to the downtown; reducing the number of, costs, and amount of impervious surfaces and curb-cuts associated with individual private parking lots; minimizing disruption of traffic on through streets; enhancing the downtown district's image, identity, and safety; providing for the efficient use of buildings, land, and community facilities and services within the established downtown area or central business district; supporting sustainable local and niche businesses that serve the community and attract visitors and customers from outside the area; as well as maximizing building development potential of the lot.

There is a Borough-owned surface parking lot located behind the Borough building and the businesses along the south side of Derry Street near the intersection of Pike Street and Elm Street in Paxtang's downtown area. Although the public lot is free to customers and visitors to the downtown, landscaping, directional signage, and promotions (customer and business owner awareness) of the free public parking lot is somewhat limited. Additionally, in many cases on

the south side of Derry Street there are numerous driveway / access drive curb-cuts and private off-street parking lots between the front of the buildings and Derry Street. Therefore, when combined with the potential Greenbelt relocation and wayfinding program, there is an opportunity to enhance and promote to current free public parking lot as the centralized parking facility in the downtown in a manner that is consistent and compatible to support this concept.

Considerations:

- Encourage off-street parking to be accessible from alleys and located in the rear of buildings before considering the side of buildings.
- Discourage driveway / access curb-cuts along street frontage for parking lots.
- Encourage off-street parking facilities to be provided with screening and green space in the form of attractively designed low walls, shade trees, shrubs, and other landscaping treatments along the edges, as well as shade trees and landscaping treatments within parking lots.
- Encourage parking lots to be appropriately lighted.
- Encourage the use of Borough public off-street parking lot to count towards parking requirements for businesses and other non-residential uses.
- Encourage the use of appropriate paving or other alternative surface materials.
- Encourage alternative off-street parking options, including angled.
- Encourage striping / demarcation of specific on-street parking spaces using paint on the pavement.

Paxtang Borough Downtown Improvements Plan

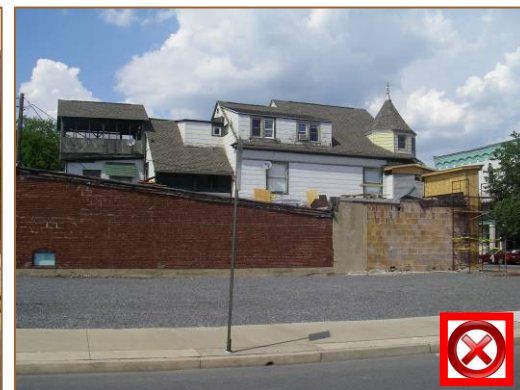
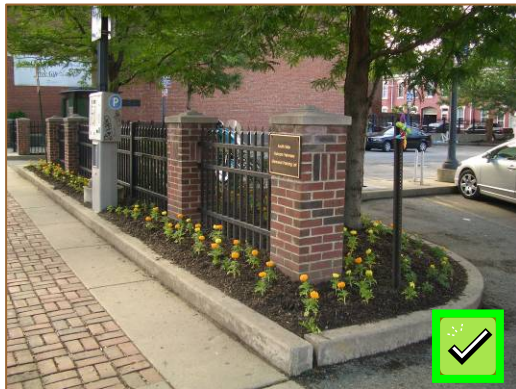


- Encourage appropriate signage within and directing residents / visitors to the public parking lot as part of the wayfinding sign improvements.

Paxtang Borough Downtown Improvements Plan

RETTEW

Concept: Public Parking Lot (Examples)



Paxtang Borough Downtown Improvements Plan

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Paxtang Borough Downtown Improvements Plan



Concept: Street Trees

Another important characteristic of core communities' downtowns or central business districts includes street / shade trees. Street trees are generally shade trees located in the "grassy" or "planting" strip areas within a public street right-of-way along the front property line between a detached sidewalk and the curb.

Traditionally street trees in core communities' downtowns or central business districts are planted with pedestrians in mind, as they are typically installed in tree lawns / wells (pits) between the back side of the curb and front side of the sidewalk not only to enhance the streetscape by softening and greening the urban edge, but also to provide shade to pedestrians and buildings in proximity to the trees. How a downtown feels and appears relating to greening and streetscape characteristics is highly dependent on many factors including species characteristics and growth patterns, growing environment, and maintenance. Along with other important character features, this feature provides additional opportunities for reinforcing a unique sense of place; reducing stormwater runoff; increasing energy conservation and lowering energy costs for businesses and property owners; maintaining a clean and green image; supporting and promoting the downtown as pedestrian-friendly; strengthening connections between the downtown and the surrounding areas; promoting and encouraging safe and inviting downtowns; enhancing the downtown district's safety along major pedestrian and motor vehicle corridors; increasing sidewalk / street visibility and safety including window shopping and "eyes on the street;" and providing formal and informal community gathering places, opportunities, and links for socialization.

The presence of street trees in Paxtang's downtown generally includes a mixture of smaller, younger trees along with larger, mature trees provided at decent intervals along both sides of most of the streets. The growth of the trees are generally fair to good, but the species, size, or maintenance of the trees are such that some trees appear to block views of buildings and businesses from the street while others grow higher and obstruct overhead utility lines. Therefore, there is an

opportunity to install, maintain, and enhance street trees in a manner that is consistent and compatible to support this concept.

Considerations:

- Encourage use of native and non-invasive street tree species tolerant of the urban environment in southcentral Pennsylvania for stresses including:
 - Barriers to adequate root development
 - Compacted soil
 - Drought
 - Heat
 - Pollutants
 - Disease
 - Physical impact.
- Encourage appropriate siting and installation of street trees dependent on the following conditions:
 - Presence and size of tree lawns / tree wells
 - Proximity to utility services (aboveground / underground)
 - Proximity to buildings
 - Growth pattern and characteristics (including roots and crown) of the street tree species.

Paxtang Borough Downtown Improvements Plan



- Encourage street trees to be installed uniformly along both sides of streets generally no less than fifteen (15) feet apart.
- Encourage coordination of pedestrian-scaled decorative lights with types and locations of street trees.
- Encourage use of a root barrier to ensure protection of the sidewalk and street from upheaval.
- Encourage alternate surface materials where coordinated and appropriate, including rubber, porous pavement, bricks, etc., to be used in lieu of concrete for sidewalk / pedestrian improvements to accommodate street trees.
- Street trees should be trimmed to have at least eight (8)-foot clearance above sidewalks and higher over roadways.

Paxtang Borough Downtown Improvements Plan

Concept: Street Trees (Examples)



Paxtang Borough Downtown Improvements Plan

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Paxtang Borough Downtown Improvements Plan



Concept: Tree Lawns

Another characteristic of core communities' downtowns or central business districts relating to street / shade trees is tree lawns, wells (pits), or planter / containers. Tree lawns are generally the "grassy" or "planting" strip areas within a public street right-of-way along the front property line, located between a detached sidewalk and the curb. Tree wells are generally smaller square planting areas surrounded by paving, provided within a public street right-of-way, located between a detached sidewalk and the curb. Tree planter / containers are generally larger decorative vessels for trees and are generally not permanently affixed to the ground.

Traditionally street trees in core communities' downtowns or central business districts were planted with pedestrians in mind and are typically installed in grass-lined tree lawns between the back side of the curb and front side of the sidewalk in smaller, individual tree wells (pits) with metal tree base covers / grates or brick pavers or in medium- to large-sized containers or planters sitting along the sidewalk. Within downtowns, the preference for accommodating street trees is first a grassy tree lawn at least four (4) feet wide, followed by a tree well with a metal grate or brick paver at a minimum dimension of at least four (4) feet by four (4), and finally in aboveground planters / containers as a last resort. Along with other important character features, this feature provides additional opportunities for reinforcing a unique sense of place; reducing stormwater runoff; increasing energy conservation and lowering energy costs for businesses and property owners; maintaining a clean and green image; supporting and promoting the downtown as pedestrian-friendly; strengthening connections between the downtown and the surrounding areas; promoting and encouraging safe and inviting downtowns; enhancing the downtown district's safety along major pedestrian and motor vehicle corridors; increasing sidewalk / street visibility and safety including window shopping and "eyes on the street;" and providing formal and informal community gathering places, opportunities, and links for socialization.

The presence of tree lawns in Paxtang's downtown generally includes them being provided along both sides of most of the streets within the downtown, except for a few places along the west part of Derry Street where larger expanses of pavement for driveways / access drives are present. Therefore, although dependent on the species of tree, desired canopy, etc., there is an opportunity to maintain or install tree lawns in appropriate areas, while considering alternative accommodations including tree wells / grates and containers / planters if feasible in other areas in a manner that is consistent and compatible to support this concept.

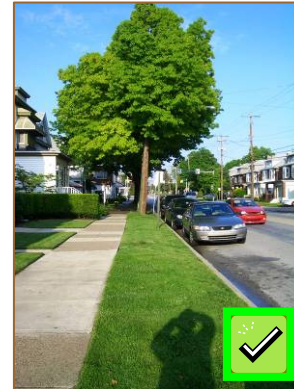
Considerations:

- Encourage contact with PA One Call prior to any earth moving street tree or tree lawn installation.
- Encourage tree lawns to be no less than four (4) feet in width in a natural / green landscaped or otherwise decorative hardscaped fashion (brick pavers).
- Encourage tree wells to be no less than 16 square feet (4 feet by 4 feet) and provided with tree base covers / grates or brick pavers.
- Encourage adequate watering and drainage be installed where necessary.
- In areas with inadequate tree lawn / tree well space, consider use of larger, containers / planters accommodating appropriate tree species.

Paxtang Borough Downtown Improvements Plan

RETTEW

Concept: Tree Lawns (Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Extend Streetscape Improvements

Another characteristic of core communities' downtowns or central business districts is the extension of the downtown streetscape improvements onto nearby streets and into surrounding neighborhoods. Streetscape generally refers the public and private space between the buildings on either side of a street that defines its character and includes the design of the street, including the roadbed, sidewalks, landscape planting, as well as the character of the adjacent building façades or planted setback areas.

Traditionally core communities' downtowns or central business districts are designed with pedestrians in mind, as the neighborhoods and areas surrounding the downtown are linked not only physically by streets and sidewalks but also economically, socially, and psychologically. These surrounding neighborhoods—usually viewed as transitional areas between the more intense mixed-use downtown area and the less intense residential areas—possess some form of lighter-type businesses and/or more residential opportunities than the downtown. As revitalization of the downtown continues, the surrounding neighborhoods are generally the next areas to be improved or enhanced. Once streetscape improvements are completed in the downtown area, any future streetscape enhancements would likely be carried out in these neighborhoods attached to and immediately adjacent to the downtown, further linking these areas while also strengthening the connections between them. Along with other important character features, this feature provides additional opportunities for promoting and encouraging safe and walkable downtowns; enhancing the downtown district's image, identity, and safety along major pedestrian and motor vehicle corridors; providing formal and informal community gathering places, opportunities, and links for socialization; and supporting alternative modes of transportation (transit, pedestrian, and bicycle).

Although the potential downtown streetscaping improvements identified in this plan have yet to move beyond the conceptual stage, any future streetscape improvements outside the downtown area

should be continued east and west along Derry Street (including Mixed Neighborhood Business Subarea of the Traditional Neighborhood Development [TND] identified as a potential future extension of the downtown), north and south along Paxtang Avenue, and, to a lesser extent, the adjacent local streets in a manner that is consistent and compatible to support this concept.

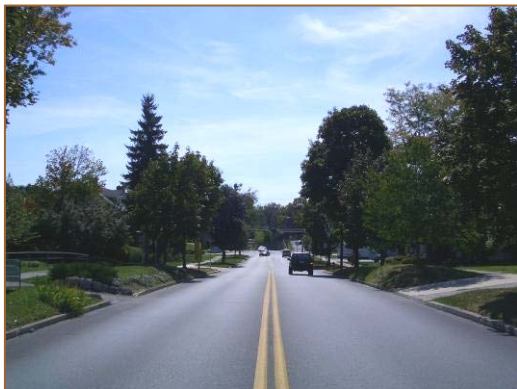
Considerations:

- Encourage future streetscape extension improvements, including decorative pedestrian-scaled lighting, brick or specialty paved sidewalks or accents, specialized crosswalks, on-street parking, street trees / tree lawns, landscaping, utility line relocation, the placement of street furniture such as benches and trash receptacles, and building facades to be consistent with and incorporate important features as those used in the downtown area, while recognizing and highlighting the importance and uniqueness of the neighborhood(s) such new extensions should enhance and not detract from (or blur the edges of) the downtown core as an identifiable place.

Paxtang Borough Downtown Improvements Plan

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Concept: Extend Streetscape Improvements (Examples)



II-A.3. Character Improvements

Character improvements typically involve aesthetic improvements that may be pursued independently of any public streetscape and traffic improvements or private building, housing, and development design improvements; improvements that may be appropriate for other areas of the borough; or improvements that may have a larger impact on the entire borough in general. Such improvements include gateway treatments not only for entryways into the downtown but also for the borough in general, considerations for retaining and enhancing the Borough building as the focal point of the downtown, as well as considerations regarding “opportunity areas” for future improvements.

Paxtang Borough Downtown Improvements Plan

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Paxtang Borough Downtown Improvements Plan



Concept: Gateways

Another characteristic of core communities in general as well as their downtowns or central business districts is gateways. Gateways are generally physical structures including individual and/or coordinated signs, landmarks, landscaping / hardscaping, lighting, and other amenities that identify and separate two districts / unique areas or are located within a district / unique area.

Traditionally core communities' downtowns or central business districts are unique areas worthy of designation and promotion as special areas through gateway treatments. Gateways identify the beginning or the end of places possessing similar distinct characteristics and common identifiable features; they provide not only a sense of welcome and transition as well as orientation for pedestrians and motorists, but they also strengthen and reinforce edges between unique character areas. Typically gateway treatments are located at entrances or exits to a community, specific area, or other unique places or when transitioning from one identifiable community or neighborhood to another. Major gateway areas are those located on more heavily traveled or through roadways that traffic from the outside uses to access the community or area, while minor gateways are those located on lesser traveled or local roadways. Along with other important character features, this feature provides additional opportunities for reinforcing a unique sense of place; supporting and promoting the community and downtown as pedestrian-friendly; strengthening connections between the community, the downtown, and the surrounding areas; promoting and encouraging safe and inviting community or downtown; increasing sidewalk / street visibility and safety; enhancing the community's and downtown district's image, identity, and safety via public and private improvements; and supporting a coordinated and attractive streetscape / greening / traffic calming and wayfinding program.

The presence of gateway treatments at Paxtang's municipal limits is generally limited to the area at the west and north ends of the borough along Derry Street and Paxtang Avenue respectively. The presence of gateway treatments into the downtown is generally nonexistent.

Therefore, there is an opportunity to provide gateway treatments at the edges of the downtown and as well as elsewhere in the community in a manner that is consistent and compatible to support this concept.

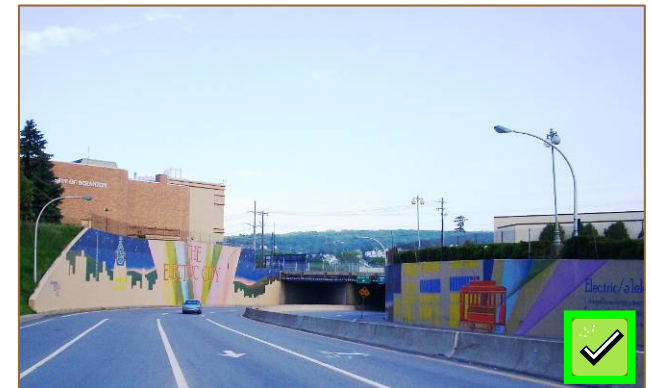
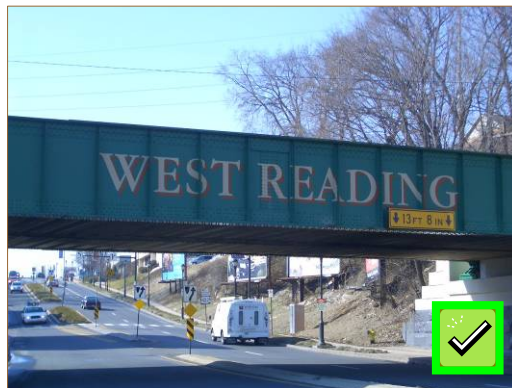
Considerations:

- Encourage gateway treatments to be unique but compatible with the specific location and setting, but all specific treatments should include a similar design feature / element (logo / branding, light fixture, etc.).
- Coordinate common thematic design / format with improvements involving walking / pedestrian, traffic calming / streetscape, wayfinding, banners, and parking improvements.
- Encourage gateway treatments to be professionally sited, designed, manufactured / created, installed, and maintained to ensure the longest lifespan.
- Encourage graphic designs to be clear and simple.
- Encourage locations for gateway treatments to be secured via fee simple ownership of the site and/or easements by public or private entities.

Paxtang Borough Downtown Improvements Plan

RETTEW

Concept: Gateways (Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Borough Building

Another characteristic of core communities' downtowns or central business districts is the presence of public and semi-public buildings. Municipal buildings are generally public structures housing local governments' administrative offices, governing body meeting chambers, and other important local government and community functions / services.

Traditionally public and semi-public buildings in core communities' are established in the center of the communities, generally in the downtowns. These downtown public and semi-public buildings and uses, including administrative offices, community centers, libraries, courthouses, places of worship, other important features, provide additional social and economic opportunities because of accessibility and location. As public / semi-public buildings are generally sited along major transportation routes (pedestrian and automobile) in proximity to nearby homes of employees and residents and are surrounded by supporting and complementing businesses and services, these facilities typically draw employees and users of public services who are likely to spend time downtown and money at nearby downtown businesses. Along with other important character features, this feature provides additional opportunities for reinforcing a unique sense of place; citizen / local official interaction and participation in local government; supporting and promoting the downtown as pedestrian-friendly; strengthening connections between the downtown and the surrounding areas; promoting and encouraging safe and inviting downtowns; enhancing the downtown district's safety along major pedestrian and motor vehicle corridors; increasing sidewalk / street visibility and safety and "eyes on the street;" and providing formal and informal community gathering places, opportunities, and links for socialization.

Paxtang is fortunate to have an attractive municipal building located at the center of the downtown. Although the multiple-story Art Deco-styled Borough building currently houses administrative offices, council chambers, the police and fire departments, as well as large community recreation room, the facilities in their current conditions may not be

adequate to accommodate future needs. Therefore, there is an opportunity to maintain and enhance the existing municipal building as some form of public / semi-public space in the center of the downtown in a manner that is consistent and compatible to support this concept.

Considerations:

- Encourage the preservation and maintenance of the façade of the Borough building as near to its original design as possible.
- Encourage any exterior alteration / addition to occur at the side or rear in manner that is consistent and compatible with the existing design.
- Encourage adaptive reuse of the Borough building, which includes accommodating development of a complementary new use for the building without significantly altering the exterior of the building.
- Encourage a building feasibility study be completed.
- Encourage making this building the highlight and focal point of a coordinated streetscape improvement program.

Paxtang Borough Downtown Improvements Plan

RETTEW

Concept: Borough Building (Examples)



Paxtang Borough Downtown Improvements Plan



Concept: Opportunity Area(s)

Another characteristic of core communities' downtowns or central business districts is the presence of opportunity areas or sites. Opportunity areas generally are locations, sites, and/or facilities which possess some important circumstance or combination of circumstances including abandonment, lack of use, and underutilization that may be favorable or advantageous, as in the case of core community revitalization, for infill, replacement or redevelopment opportunities.

Traditionally some buildings, facilities, and lots within core communities', once established as functional and vibrant elements of an area or a community, over time have become obsolete. These sites and facilities, which may be abandoned, not being used, and/or underutilized, take many forms in and around the downtown areas, ranging from a large building (warehouse, office building, etc.) or a large tract of land (grown over with vegetation or paved over), to groupings of adjacent buildings (series of homes, commercial buildings, etc.) and parcels (smaller, narrower lots), to a small single lot or structure. In any form, these sites, facilities, and areas provide additional social, economic, and development opportunities for both the public and private sectors due to their size, location, accessibility, presence of services, etc. Along with other important character features, this feature provides additional opportunities for providing for the efficient use and compatible reuse of buildings, land, and community facilities and services within and around the established "downtown" area or central business district; reinforcing a unique sense of place; strengthening connections between the downtown and the surrounding areas; providing formal and informal community gathering places, opportunities, and links for socialization; providing an attractive, inviting, safe, and green environment; enhancing the downtown's or central business district's image, identity, and safety via public and private improvement; providing opportunities for energy efficiency in new construction and reuse of existing buildings to conserve energy and lower costs for businesses and property owners; and providing for alternative modes of transportation and coordinated access by reducing

the reliance on the automobile and minimizing the need for off-street parking in the "downtown" area or central business district.

The presence of large opportunity sites in and around Paxtang's downtown area includes M & T Bank's large, underutilized paved parking lot east of the downtown, located south of Derry Street, between Paxtang Avenue (extended) and Swan Street (extended), abutting the railroad tracks. Therefore, there is an opportunity to work with property owners to pursue revitalization and enhancement efforts for this site in manner that is consistent and compatible to support this concept and other downtown revitalization efforts.

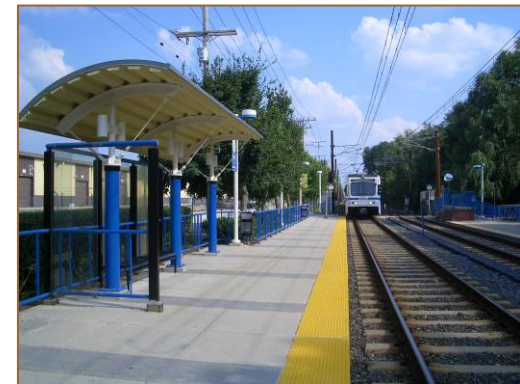
Considerations:

- Encourage an open dialogue between the Borough and property owners to consider exploring feasible concepts and projects for the site which may include:
 - Transit stop and related amenities including a park and ride lot as part of any future passenger rail service enhancements along the railroad corridor; and
 - Borough and other community service facilities
- Encourage safe ingress and egress
- Encourage visual and safe physical connections across Paxtang Avenue
- Encourage coordination with any streetscape / greening / traffic calming and wayfinding programs.

Paxtang Borough Downtown Improvements Plan

RETTEW

Concept: Opportunity Area(s) (Examples)



II-A.4. Sustainable Business Environment Improvements

In addition to the public and private physical design improvements suggested for enhancing the downtown or central business district's built environment (Sections II-A.1 – II-A.3), enhancements to the local business climate for supporting new business attraction and startup and promoting existing business ownership, operation, and expansion in the downtown area should also be considered as part of the revitalization efforts.

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Concept: Business Organization

Another characteristic of core communities' downtowns or central business districts is the presence of an active business organization. A business organization is generally a formal or informal group of businesspersons and merchants for the support and promotion of commercial enterprise and related interests in a community or specific area.

Traditionally successful core communities' downtown or central business district revitalization efforts include the active, ongoing, and coordinated involvement of local business owners and merchants. Generally such an organization is driven by local business owners / operators who understand that "we're all (business owners / operators) in this together" and seeks to improve their individual businesses by improving the collective downtown business environment. Along with other important characteristics, this feature provides additional opportunities for supporting sustainable local and niche businesses (new and expansion of existing) that serve the community and attract visitors and customers from outside the area; supporting a coordinated and targeted marketing effort; enhancing a distinct storefront character at the ground-floor level for businesses; reinforcing a unique sense of place, business owner/operator and local official interaction, and participation in local government; supporting and promoting the downtown as pedestrian-friendly; strengthening connections between the downtown and the surrounding areas; promoting and encouraging safe and inviting downtowns; enhancing the downtown district's safety along major pedestrian and motor vehicle corridors; increasing sidewalk / street visibility and safety through window shopping and "eyes on the street;" and providing formal and informal community gathering places, opportunities, and links for socialization. Additionally, an established business organization provides opportunities including:

- Forum to exchange ideas / information / resources
- Direct connections with Paxtang Borough, Dauphin County, and area leaders and local organizations

- A unified voice to the problems / solutions regarding things that affect downtown
- Coordinated and joint advertising in various media outlets
- Group health insurance rates
- Referrals to other member businesses
- Networking and business opportunities at mixers and events hosted by member businesses
- Ribbon cutting for grand openings of new businesses and recognition for existing or expanding businesses
- Yearly business and promotions events schedule for advance planning and promotion opportunities
- Member-to-member discounts
- Membership plaque and logo to display at your business
- Marketing display for member businesses at a centralized office or location
- Development and links to member's Web site
- Development and listing in membership directory
- Opportunity for support staff
- Representation at local, national, and international levels
- Information on small business loans
- Continuing education opportunities
- Job listings / postings.

The presence of a business organization for Paxtang's downtown businesses is generally nonexistent. Therefore, there is an opportunity to develop a local downtown business organization to support this concept.

Considerations:

- Gauge the level of interest and needs of local business owners.
- Compile a list of topics / issues relating to owning and operating a business downtown and develop a loose set of objectives and outcomes of such a business organization to

Paxtang Borough Downtown Improvements Plan



share collectively with business owners and begin an open dialogue.

- Coordinate and facilitate a meet-and-greet with business owners / operators at a local downtown establishment. Present list of topics / issues relating to owning and operating a business downtown and the loose set of objectives and outcomes of such a business organization and then gauge interest of moving forward.
- Determine next steps (if any).

Paxtang Borough Downtown Improvements Plan

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Concept: Business Organization (Examples)



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Paxtang Borough Downtown Improvements Plan



Concept: Character / Niche Businesses and Business Niches

Another characteristic of core communities' downtowns or central business districts is character / niche businesses and business niches. A niche business is generally a commercial enterprise focused on addressing a specific need for a product or service that is not being addressed by mainstream providers. A downtown business niche refers to a specialization that allows a business district to gain dominance in certain categories of the retail market. A niche can be based on a variety of things, including a particular group of customers, specific kinds of goods or services, a specific shopping environment, or a specific industry or corporation.

Traditionally successful core communities' downtown or central business district revitalization efforts include not only individual sustainable niche businesses but, more importantly, multiple sustainable business niches. The idea is the more niche businesses and business niches a community has, the better the community is able to support multi-purpose visits by customers and visitors. Oftentimes these niche businesses and business niches, because of their high degree of specialization, tend to draw customers and visitors from further distances, thereby expanding the community's trade area. The establishment and proven success of a niche business or business niche tends to attract other business establishments with the same consumer and market segments. Along with other important characteristics, this feature provides additional opportunities for supporting a sustainable downtown business-focused organization; supporting a coordinated and targeted marketing effort; enhancing a distinct storefront character at the ground-floor level for businesses; reinforcing a unique sense of place; supporting and promoting the downtown as pedestrian-friendly; strengthening connections between the downtown and the surrounding areas; promoting and encouraging safe and inviting downtowns; enhancing the downtown district's safety along major pedestrian and motor vehicle corridors; and increasing sidewalk / street visibility and safety through window shopping and "eyes on the street."

The presence of niche businesses and business niches for Paxtang's downtown businesses is generally limited. Therefore, there is an opportunity to identify desirable and underserved market segments to focus on supporting existing and attracting new appropriate niche businesses and business niches to downtown in a manner that is consistent and compatible to support this concept.

Considerations:

- Encourage existing businesses to offer unique "value-added" services and/or superior customer services in order to differentiate themselves from other businesses elsewhere such as malls. Such services may include emphasizing expert advice, offering delivery on large items and onsite repairs of certain items, developing special order capabilities and a customer-friendly return policy, and identifying services that may be offered for an additional fee such as maintenance contracts³.
- Encourage customer (shopping habits, services, goods desired, etc.) and business owner (primary / target customers, perceptions of the business climate, other desired businesses) perception surveys be completed.
- Encourage the use of information from this plan to pursue a more detailed business (names, ownership, longevity, types of goods / services, number of employees, taxes, revenues, etc.) and building inventory (size and amenities of various buildings including age, stories, square footage, kitchen facilities, electric services, basements, etc.) be completed.
- Consider further exploring support for the home furnishing and improvement cluster niche in the downtown via businesses such as:

³ Welcome Back Downtown: A Guide to Revitalizing Pennsylvania's Small Downtowns: Center for Rural Pennsylvania, Martin Shields and Tracey Farrigan The Pennsylvania State University.

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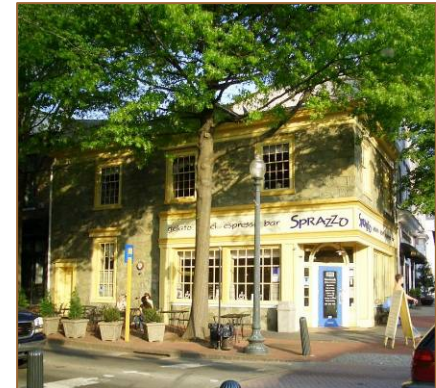


- Antiques shops
 - Art galleries
 - Appliances
 - Bed and breakfasts
 - Carpet / furniture cleaning
 - Curtain / linen/ bath shop
 - Eye care / hearing aid
 - Financial (banks)
 - Flooring / paint / wallpaper shop
 - Florist
 - Insurance office
 - Hardware / building material / lawn and garden supply store (enclosed displays)
 - Hobby / craft shops
 - Photography studio
 - Plumbing supplies
 - Realtor
 - Upholstery / furniture finishing / repair.
- Consider further exploring support for a new upscale health and body getaway destination niche:
 - Antiques shops*
 - Apparel / clothing / accessory – women’s
 - Art galleries*
 - Bed and breakfasts
 - Beauty salon / supplies
 - Book stores
 - Coffee shops*
 - Eye care / hearing aid
 - Florist
 - Health food / vitamin store
 - Healing arts (day spa)
 - Hobby / craft shops*
- Jeweler
 - Live theatre
 - Pharmacy
 - Physical therapist
 - Restaurants, fine dining*
 - Sporting goods / bikes (new and rental)
 - Therapeutic massage.
- Encourage new businesses identified as desirable for Paxtang including:
 - Antiques shops*
 - Apparel / clothing / accessory – women’s
 - Art galleries*
 - Bed and breakfasts
 - Book stores
 - Coffee shops*
 - Electronics / computer repair*
 - Gift / card shops
 - Health food / vitamin store
 - Healing arts (day spa)*
 - Hobby / craft shops*
 - Insurance offices*
 - Law offices*
 - Newsstands
 - Print shop / bookbinder
 - Restaurants, fast-food / takeout*
 - Restaurants, fine dining*
 - Seamstress*
 - Shoe repair*
 - Upholstery / furniture finishing / repair*.
- * Note: Generally supports one or more of the existing downtown business clusters (see Concept: Business Clusters)

Paxtang Borough Downtown Improvements Plan

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Concept: Character / Niche Businesses and Business Niches (Examples)



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Paxtang Borough Downtown Improvements Plan



Concept: Business Clusters

Another characteristic of core communities' downtowns or central business districts is business clusters. Business clusters are generally groupings of a mixture of businesses that enable each of the individual businesses to benefit from each other's sales, customers, and markets.

Traditionally successful core communities' downtown or central business districts revitalization efforts include clusters of businesses or a critical mass of complementary businesses in one compact location. Business clustering is a concept used by mall operators, whereby individual businesses who share or cater to overlapping customer bases are physically linked or in proximity to one another to create a business synergy. Streetscaping, pedestrian amenities, and other character improvements help to strengthen and enhance the physical environment that link / connect the businesses within a cluster. Along with other important characteristics, this feature provides additional opportunities for supporting a sustainable downtown business-focused organization; supporting a coordinated and targeted marketing effort; enhancing a distinct storefront character at the ground-floor level for businesses; reinforcing a unique sense of place; supporting and promoting the downtown as pedestrian-friendly; strengthening connections between the downtown and the surrounding areas; promoting and encouraging safe and inviting downtowns; enhancing the downtown district's safety along major pedestrian and motor vehicle corridors; and increasing sidewalk / street visibility and safety through window shopping and "eyes on the street." Additionally, business clustering provides additional opportunities including:

- Providing consumers with a broad selection and variety at a single, convenient location
- Enabling consumers to make purchases at more than one business and satisfy a number of shopping needs in one trip
- Allowing a downtown to function as a single economic unit instead of a series of unrelated businesses

- Increasing spending as the appropriate mix of businesses will offer more goods and services that appeal to targeted shoppers
- Increasing impulse buying among clustered stores that offer complementary goods.

The presence of business clusters in Paxtang's downtown includes personal service establishments, business and medical offices, eating / drinking establishments, and home furnishing and improvement establishments. Therefore, there is an opportunity to build upon these clusters and seek to diversify via niche retail sales and service establishments in the downtown in a manner that is consistent and compatible to support this concept.

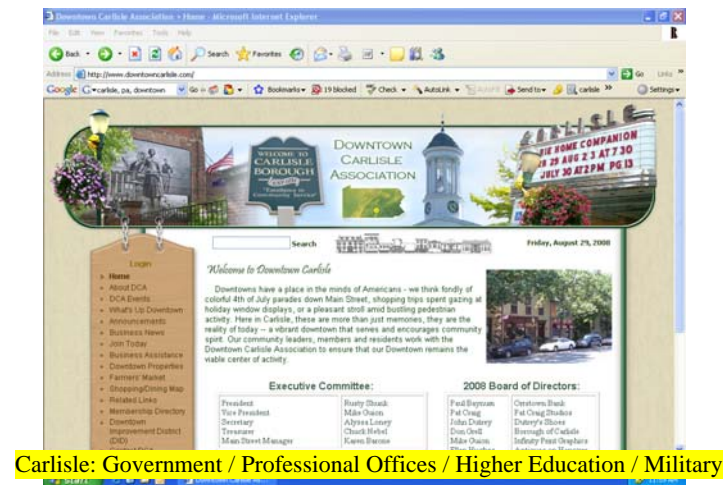
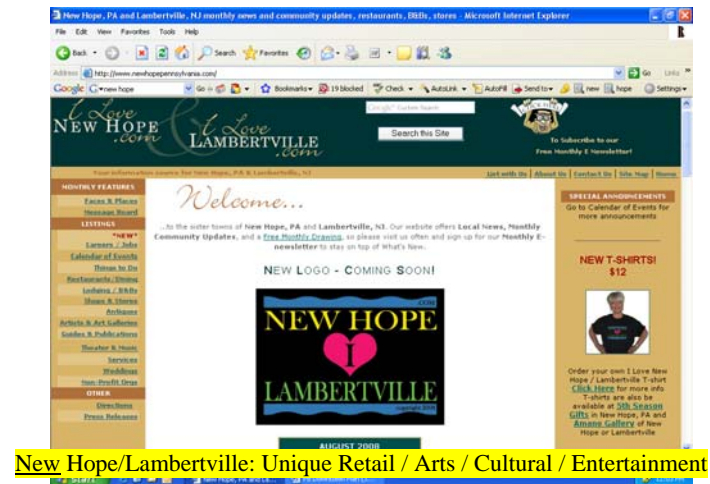
Considerations:

- **Compatible clusters** share compatible markets but offer unrelated goods and services. Compatible clusters often include businesses that appeal to or serve one type of customer; for example, customers of similar incomes or elderly customers.
- **Complementary clusters** share the same or similar market and offer complementary goods and services. An example complementary cluster is department store-type goods with jewelry stores, apparel, linen and bath, and children's stores.
- **Comparison clusters** appeal to a variety of markets. They share the same or similar markets and offer the same or similar goods and services. Examples include restaurant row, bridal stores, jewelry stores, or auto dealers.

Concept: Business Clusters (Examples)

Paxtang Borough Downtown Improvements Plan

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Paxtang Borough Downtown Improvements Plan



Concept: Business Recognition

One of the characteristics of the business environment within core communities' downtowns or central business districts is business recognition. Business recognition generally involves displaying appreciation for or acknowledging local commercial enterprises or establishments.

Traditionally, successful core community revitalization efforts include business recognition. Recognizing businesses (and people including business owners, officials, and residents) for their efforts and their contributions to the downtown revitalization effort will help to promote and retain existing businesses, enhance pride in the downtown and the community, and keep up the momentum for downtown revitalization. Highlight new and existing businesses through various means including press releases, presenting awards, ribbon cuttings, open house events, and announcements in publications or on a Web site. In addition to highlighting new or existing businesses, recognizing businesses for their efforts to contribute to the revitalization efforts can be done through awards or by publicly recognizing and thanking the business and/or business owner. Along with other important characteristics, this feature provides additional opportunities for supporting a sustainable downtown business-focused organization, supporting a coordinated and targeted marketing effort, enhancing a distinct storefront character at the ground floor-level for businesses, reinforcing a unique sense of place, supporting and promoting the downtown as pedestrian-friendly, strengthening connections between the downtown and the surrounding areas, promoting and encouraging safe and inviting downtowns, enhancing the downtown district's safety along major pedestrian and motor vehicle corridors, and increasing sidewalk / street visibility and safety through window shopping and "eyes on the street."

The presence of a coordinated business recognition effort for Paxtang's downtown businesses is generally limited. Therefore, there is an opportunity to develop coordinated business recognition in a manner that is consistent and compatible to support this concept.

Considerations:

- Encourage acknowledgment of new businesses, welcome them to the downtown, and let the public know they are open for business by announcing their arrival or holding events such as an open house or a ribbon-cutting ceremony.
- Encourage acknowledgment of existing businesses and increase awareness of the different types of businesses in the downtown, such as publishing a "business of the month" column in a newsletter or on a Web site.
- Encourage working with the local press to see if they will highlight downtown businesses through a "business of the month" column that is published on a regular day each month (e.g. the first Friday).
- Encourage distribution of small tokens of appreciation such as resolutions, trophies, prizes, gifts, or special awards to acknowledge the contributions of specific businesses to the revitalization effort.
- Involving the media in the presentation of the award also helps to shine light on the business and the revitalization effort as a whole.
- Encourage acknowledgment of business expansions, renovations, building or design improvements, window enhancements, extended hours, or other contributions to the revitalization effort through various types of awards and tokens of appreciation.

Paxtang Borough Downtown Improvements Plan

Concept: Business Recognition (Examples)



II-B. Implementation Strategy

The final section of this Downtown Improvements Plan provides a listing of a few important strategic recommendations for Paxtang officials, businesses, and residents to implement toward realizing the community's desire to revitalize "downtown Paxtang". Although there are many concepts and considerations detailed in this plan which lend themselves to a variety of implementation strategy recommendations, it is important for the future success of the Borough's revitalization efforts to focus on a few key important strategies.

The proposed strategic recommendations include a set policies, programs, processes, and projects to help implement this Downtown Improvements Plan.

Finally, many of the strategies are related to local public policies, services, and development improvements, and therefore the Borough Council will be the key local stakeholder having the major responsibility for leading the implementation efforts. Other stakeholders, including individuals, community and business organizations, and other county and state entities fulfill various roles ranging from those who may be delegated by the Borough Council to lead an effort to those who provide support by offering their time, talent, and/or resources. Throughout different implementation strategies, stakeholders and roles of responsibility may change depending upon a recommendation's required level of expertise and capacity.

Finally, there are numerous resources, including sources of project and program financing, that are available from federal, state, and county government, as well as regional and local public and private organizations to implement the proposed strategic recommendations. The implementation table identifies appropriate resources; however, it is not an exhaustive list of resources.

Downtown Improvements Plan Implementation Strategies

Building, Housing, and Development Design Improvements	Responsibility / Stakeholder	Potential Resources
Determine support for and feasibility of updating the Borough Zoning Ordinance	Borough Council / Staff	PA DCED; Dauphin County DCED; Borough
Determine support for and feasibility of updating the Borough Subdivision and Land Development Ordinance	Borough Council / Staff	PA DCED; Dauphin County DCED; Borough
Determine support for and feasibility of updating the Borough construction and materials specifications	Borough Council / Staff	Borough
Determine support for and feasibility of developing more specific building and development design compatibility standards	Borough Council / Staff	Borough
Determine support for and feasibility of pursuing a building façade improvement program	Borough Council / Staff	PA DCED; Borough
Determine support for and feasibility of developing an acceptable model shared parking agreement	Borough Council / Staff	Borough
Determine support for and feasibility of reviewing the Borough Shade Tree tree list	Borough Council / Shade Tree Commission	Borough

Downtown Improvements Plan Implementation Strategies (continued)

Streetscape and Traffic Improvements	Responsibility / Stakeholder	Potential Resources
Determine support for and feasibility of pursuing a traffic study for reducing the posted speed limit on Derry Street in the downtown	Borough Council / Staff	Borough
Determine support for and feasibility of increasing police presence and enforcement of traffic / pedestrian rules and regulations in the downtown	Borough Council / Police Department	Borough
Determine support for and feasibility of pursuing a coordinated streetscape / traffic calming project in the downtown	Borough Council / Staff	PA DCED; PennDOT; Borough
Determine support for and feasibility of pursuing a coordinated wayfinding project	Borough Council / Staff	PA DCED; PennDOT; Borough
Determine support for and feasibility of undertaking public parking lot improvements	Borough Council / Staff	PA DCED; Borough
Determine support for and feasibility of realigning the Greenbelt thorough downtown	Borough Council / Capital Area Greenbelt Association	PA DCED; PennDOT; DCNR; Borough

Downtown Improvements Plan Implementation Strategies (continued)

Character Improvements	Responsibility / Stakeholder	Potential Resources
Determine support for and feasibility of enhancing existing gateway treatments into the borough	Borough Council / Staff	PA DCED; Borough
Determine support for and feasibility of pursuing a coordinated gateway treatment project into the downtown	Borough Council / Staff	PA DCED; Borough
Determine support for and feasibility of pursuing municipal building space and improvement needs study	Borough Council / Staff	Borough
Determine support for and feasibility of pursuing a community enhancement project in the identified opportunity area / site	Borough Council / Property Owners	PA DCED; PennDOT; Borough

Downtown Improvements Plan Implementation Strategies (continued)

Sustainable Business Environment Improvements	Responsibility / Stakeholder	Potential Resources
Determine support for and feasibility of creating a downtown business organization	Borough Council / Business Owners	Businesses; Borough
Determine support for and feasibility of creating a business recognition program	Borough Council / Business Owners	Borough