



GETTYSBURG ROAD CORRIDOR MASTER PLAN

LOWER ALLEN TOWNSHIP

ADOPTED NOVEMBER 22, 2021

Michael Baker
INTERNATIONAL



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Table of Contents

Executive Summary	4	The Process	28
The Need	4	Stakeholder Interviews.....	28
The Vision	4	Existing Conditions Analysis	28
Background and Introduction.....	6	Online Public Survey.....	28
Gettysburg Road Corridor Master Plan	6	Urban Design Workshop	28
The Corridor.....	6	What We Learned: Findings	29
Study Area.....	8	Opportunities and Challenges.....	29
Corridor Segments.....	8	Stakeholder Interviews.....	29
Western Corridor Segment	10	Interview Findings	30
Central Corridor Segment.....	11	Online Survey Findings	31
Eastern Corridor Segment	12	Land Use and Zoning	33
The Vision	13	Transportation Infrastructure	38
Introduction to Concepts	13	Market Analysis	39
Overall Vision for the Corridor: A Vibrant Town Center	14	Urban Form	41
Transect to Guide Mixed Use Development	14	Recommendations	42
Introduction to the Segment Concepts	16	Implementation Matrix	44
Western Segment: Town Center District.....	17		
Central Segment: Mixed Use Boulevard.....	20		
Eastern Segment: Community Gateway.....	22		
Complete Street Redesign.....	25		
Development Potential.....	27		

Figure 1: Gettysburg Road Corridor, Capital City Mall, and Surrounding Area



Executive Summary

The Need

In the 2018 Lower Allen Township Comprehensive Plan, the public engagement process identified the need for reinvestment in the Township's Gettysburg Road Corridor. Of all the roadways in the Township, this Corridor stood out for several reasons:

- **Proximity to a Major Destination in the Harrisburg Region.** The corridor is part of the Capital City Mall shopping destination district, which draws thousands of shoppers to Lower Allen Township. Here, the Township is home to a large and well-occupied indoor shopping mall and the only Macy's, BJ's Wholesale Club, and a soon to be Trader Joe's in the local area.
- Despite proximity to premier shopping, **the Corridor has not attracted private-sector investment.** The underperforming BonTon property with the vacant Borders bookstore showcased the lack of private investment on and near the Corridor. With exceptional frontage and access to US Route 15, this large outparcel to the mall struggled for many years until its closing in 2018.
- **Popular neighborhood shopping centers** along the Corridor are doing well as demonstrated by low vacancy rates. However, these legacy shopping centers in large part have also not attracted private investment. Tired and dated exteriors from the 1970's and 1980's remain, as does large, oversized, and underutilized parking lots fronting the Corridor.
- With no historic coordinated plan for growth or cohesive zoning, **development along the 2.5-mile Corridor is fragmented.** Industrial properties, residential neighborhoods, and retail shopping are all located along the Corridor. Public sector transportation improvements have not been made to help ensure safe and appropriate access to each of these specific uses, and there is no uniform streetscape creating a cohesive, welcoming entry into the Township.
- The corridor has **transportation challenges**, particularly as it relates to individuals that commute along the Corridor by walking, bicycling, and using local transit.

From an urban design standpoint, best practices for commercial corridors have changed in recent years. Today, the Township understands changes in land use regulations can reshape the look and feel of a corridor over the long-term to attract private investment and better serve local residents, commuters using multimodal transportation, and visitors traveling to an area.

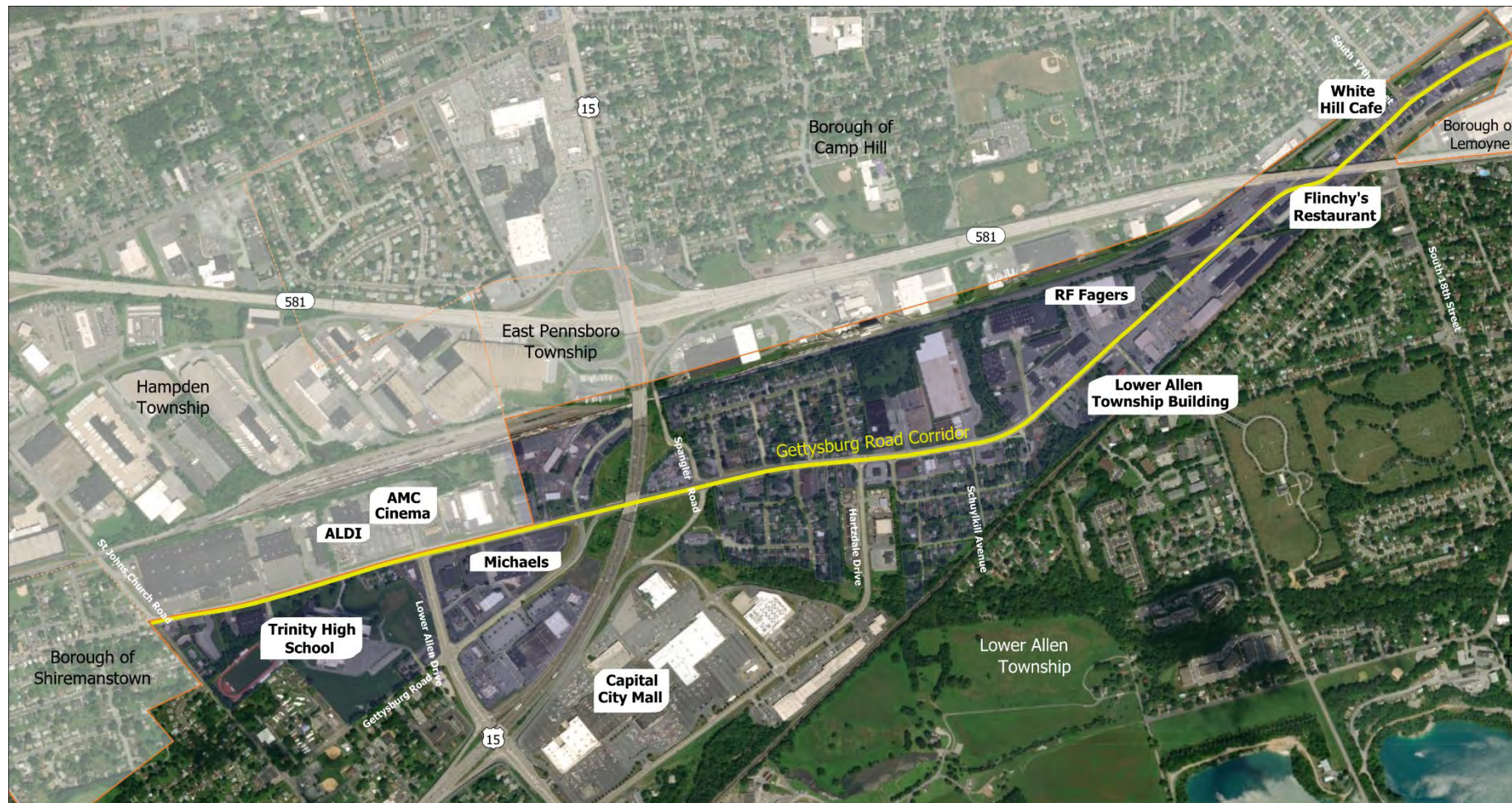
The Vision

The Gettysburg Road Corridor Master Plan is an implementation action step of the 2018 Comprehensive Plan and outlines recommendations for the Corridor to inform future transportation improvements, potential zoning updates, and redevelopment as part of a cohesive revitalization vision set forth by the Township.

The vision of the Gettysburg Corridor Master Plan is to embrace sustainable growth and support the goals embodied within the Lower Allen Township 2018 Comprehensive Plan. Implementation of the goals and recommendations in this Master Plan will transform the Corridor into a well-designed and more accessible destination that serves as a Town center for Lower Allen Township. Creating a new Town center along the Gettysburg Road Corridor will:

- **Capitalize on visitor spending that is already occurring at the Capital City Mall by establishing new, high quality commercial and retail stores through infill development and redevelopment.** The Township is already attracting significant visitor spending through the mall. With this unique market position, the Township has the existing consumer base to continue economic development growth by expanding retail near the mall. The Lower Allen Commons project is a catalyst project that demonstrates this market potential, attracting the first Trader Joe's to the greater region.
- **Strengthen multimodal connections between workforce housing and employment centers.** The Gettysburg Road Corridor is not only a large employment base, offering retail, industrial, service, and educational employment opportunities, it is a walkable employment base. There are several neighborhoods along the Corridor that feature workforce housing options; that is, smaller housing units on smaller lots that provide attainable homeownership opportunities for blue-collar workers and entry-level positions. Improving the transportation conditions along the Corridor will enable residents to walk and bike to work, reducing the need to own and maintain a vehicle. The improvements will also provide better access to public transit stops.
- **Reimagine the northern gateway into Lower Allen Township.** Coordinated public and private sector investments will work together over the long-term to recreate the Township's northern gateway with an inviting streetscape, activated roadway frontage, and a variety of multimodal improvements.

Figure 2: Map of Gettysburg Road Corridor Study Area

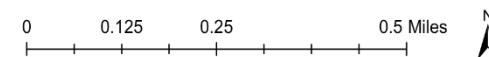


Study Area Map

Gettysburg Road Corridor, Lower Allen Township

- Lower Allen Township Boundary
- Municipalities
- Study Area
- Gettysburg Road Corridor

Sources: Pennsylvania Department of Transportation, Cumberland County GIS Department, Lower Allen Township, Michael Baker International



Background and Introduction

Lower Allen Township encompasses 10.3 square miles and is located in the southeastern portion of Cumberland County, Pennsylvania. Home to 19,607 residents, the Township is located southwest of the City of Harrisburg on the western bank of the Susquehanna River, offering convenient access to employment centers, shopping, and other amenities in the Harrisburg-Carlisle Metropolitan Statistical Area (MSA). The Township is also strategically located next to several important transportation assets, including I-81, I-83, US 15, and PA 581, offering immediate access to the regional and statewide transportation network.

The Township completed its most recent Comprehensive Plan in 2018. Among a variety of goals, the Plan highlighted the need to promote a balance of open space preservation and the development and redevelopment of commercial and industrial areas. The Simpson Ferry Road - Gettysburg Road - State Road - Hummel Avenue corridor (Gettysburg Road Corridor) was identified as an area that has underutilized properties, lacks unified land uses, and does not offer a welcoming entryway into Lower Allen Township. Economic Development Goal #1.3 recommended the Township conduct a study along the Gettysburg Road Corridor to improve transportation circulation and support future economic development.

Gettysburg Road Corridor Master Plan

The Gettysburg Road Corridor Master Plan is an implementation action step of the 2018 Comprehensive Plan and outlines recommendations for the Corridor to inform future transportation improvements, potential zoning updates, and redevelopment as part of a cohesive revitalization vision set forth by the Township. The Township is committed to public engagement to ensure any future rezoning or land development plans are consistent with the community's desire for future redevelopment of the corridor within the Township.

The Master Plan was prepared over seven months, beginning in April 2021 and concluding in October 2021.

The Corridor

The Gettysburg Road Corridor is a 2.5-mile segment of state-owned roadway located in the northern portion of Lower Allen Township, extending from the Township's western municipal border with the Borough of Shiresmantown at St. Johns Road east to the Township's eastern municipal border with the Borough of Lemoyne.

It has four distinct roadway names and two state route (SR) numbers, as follows:

- Simpson Ferry Road (SR 2014)
- Gettysburg Road (SR 2014)
- State Road (SR 2014)
- Hummel Avenue (SR 2016)

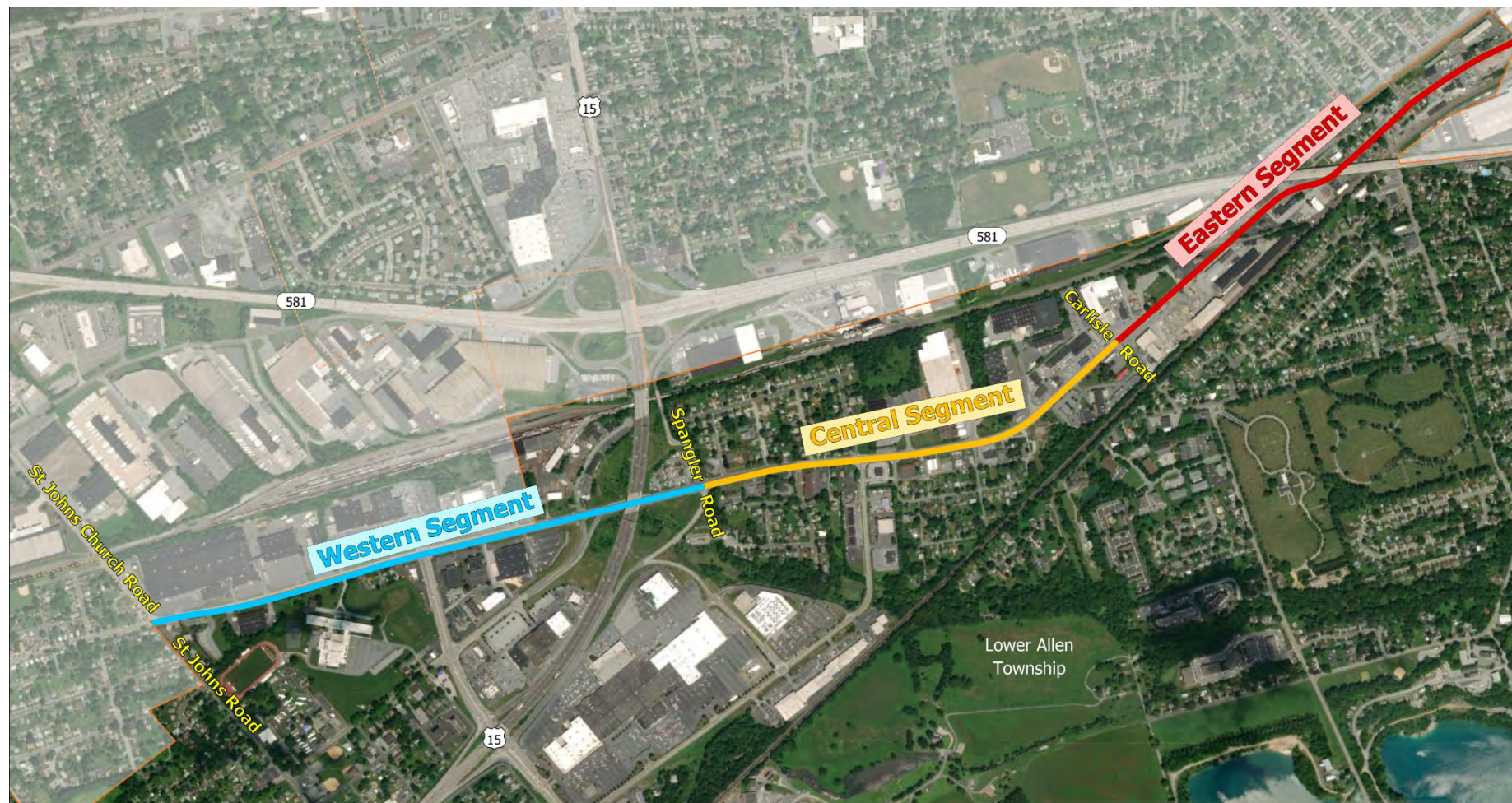
The Corridor formerly featured an interchange with US Route 15, which was removed and reconstructed on Lower Allen Drive approximately 10 years ago. Since reconstruction, traffic volumes have declined by approximately 6,700 vehicles per day. Current annual daily traffic (ADT) is 17,381 and includes mostly local traffic accessing the variety of industrial, commercial, and residential uses in Lower Allen Township and adjacent municipalities. Situated between the Boroughs of Shiremanstown, Lemoyne, and Camp Hill, the Corridor is uniquely positioned as a connection between the three communities while also offering convenient access to US Route 15, the Capital City Mall, and the Borough of Mechanicsburg. Key existing conditions of the Corridor include:

- Traveling west to east, the Corridor's travel lanes shift from four lanes to two at the Carlisle Road intersection, a remnant of the former interchange. This current configuration is problematic for the following reasons:
 - The western segment with four lanes experiences high vehicular speeds.
 - The shift to two lanes at Carlisle Road creates a bottleneck.
- In terms of multimodal elements, the Corridor is a designated Pennsylvania bike route, Bicycle Route J2, and is part of Capital Area Transit's (CAT) Routes B and E. However, the Corridor lacks complete street elements, such as a cohesive sidewalk network, and is generally recognized as unsafe for use by pedestrians and bicyclists. Norfolk Southern Railway (Norfolk Southern) traverses the corridor with the main line splitting just west of the PA 581 overpass behind the former Township municipal building, and a spur line paralleling the corridor and terminating in Carlisle to the west. Opportunities to improve pedestrian safety exist at these and other locations throughout the Corridor study area.

Gettysburg Road Corridor

- Simpson Ferry Road (SR 2014)
- Gettysburg Road (SR 2014)
- State Road (SR 2014)
- Hummel Avenue (SR 2016)

Figure 3: Gettysburg Road Corridor by Segment

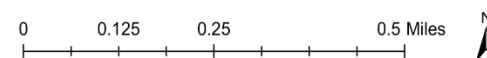


Corridor Segment Map

Gettysburg Road Corridor, Lower Allen Township

- | | |
|-------------------------------|--|
| Lower Allen Township Boundary | Gettysburg Road Corridor Western Segment |
| Municipalities | Gettysburg Road Corridor Central Segment |
| | Gettysburg Road Corridor Eastern Segment |

Sources: Pennsylvania Department of Transportation, Cumberland County GIS Department, Capital Area Transit, Michael Baker International



Study Area

The Study Area includes the 2.5-mile Corridor and the immediate adjacent neighborhoods and commercial centers. For purposes of the Master Plan, the Study Area was evaluated in three segments as follows:

- Western Segment: St John Road to Spangler Road;
- Central Segment: Spangler Road to Carlisle Road; and
- Eastern Segment: Carlisle Road to the Lemoyne Borough municipal border.

The Study Area is characterized by ad hoc land uses including industrial, commercial, retail, and residential. While the mix of uses are not necessarily incompatible, the corridor lacks public infrastructure improvements to support and balance current uses, including safety provisions for multimodal transportation. Aesthetically, screening and landscaping are opportunities to improve the overall character of the Township's northern gateway while also incentivizing future private sector investment. The Lower Allen Commons project, being advanced under the leadership of the Lower Allen Township Development Authority, will serve as a catalyst for future investment. Additional roadway, pedestrian, and streetscape improvements will also serve as future catalysts for redevelopment along the Corridor.

Through existing conditions analysis and public engagement, each segment was evaluated for its potential to support new economic development by way of reinvestment and transportation improvements to increase multimodal access and overall safety.

Corridor Segments

Western Segment

The western segment serves as a retail destination featuring a variety of retail plazas as well as educational and industrial uses. In this segment, the recently rebranded Lower Allen Commons is undergoing a multimillion-dollar redevelopment project and is slated to feature a 12,500-square foot Trader Joe's grocery store at the former Bon-Ton location. Additionally, a SpringHill Suites, a Marriott brand hotel, is planned for the site in 2022 along with several smaller retail spaces. Bon-Ton was the anchor tenant of the 14-acre site until 2018 when the company filed for bankruptcy. The Lower Allen Township Development Authority purchased the site from Bon-Ton under a proactive strategy to ensure the real estate did not remain vacant and to ensure future redevelopment aligned with the community's vision.

In addition to Lower Allen Commons, the western segment features a well-established retail center featuring Interiors Furniture, Michaels, and other stores. In Hampden Township just across the municipal border to the north, the Gettysburg Road Corridor features the Harrisburg West Shopping Center, another well-established retail center featuring an AMC Cinema, ALDI grocery store, Lower Allen Diner, and other small retail establishments.

Finally, the western section is a hub for academic, commercial, and industrial employment. Large employers include Trinity High School, Foot Locker (Hampden Township), and Amsted Rail.

Figure 4: Corridor at the US 15 Overpass (top) and Pre-Demolition of Bon-Ton (bottom)



Central Segment

The central segment, located between Spangler Road and Carlisle Road, is characterized predominantly by residential and commercial uses. Near Spangler Road, older residential neighborhoods are located both north and south of the Gettysburg Road Corridor. These neighborhoods feature smaller single-family homes. Moving east, the Corridor transitions to commercial land uses featuring a variety of companies and retail stores. The Lower Allen Shopping Center features small store fronts and boasts a high occupancy rate. There are several industrial uses along this segment as well, including a distribution warehouse. To the south of the Corridor, the central segment is home to the Lower Allen Township Municipal Services Center and Police Department. The Township also recently opened its newest park, Cedar Spring Run Park, in this area.

Figure 5: Corridor Near Township Building

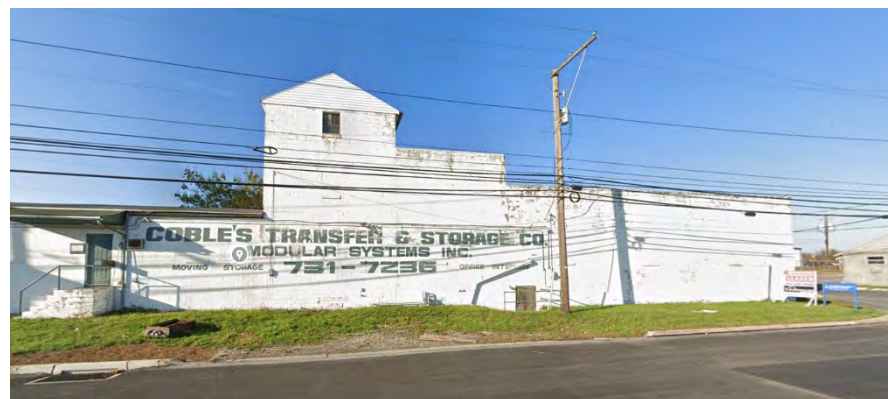


Eastern Segment

The eastern segment is located from the Corridor's intersection with Carlisle Road to the Borough of Lemoyne municipal border near Apple Street (located just east of the S 17th Street bridge). The Study Area in this section is thinner than the western and central sections, confined by two sets of Norfolk Southern railroad tracks running parallel with the Gettysburg Road Corridor to the north and south.

The eastern segment has a variety of land uses, including large industrial and commercial uses before transitioning into an area with a more urban form where the two-lane roadway is lined with three-story duplex housing and some commercial uses. East of the S 17th Street bridge into Camp Hill and Lemoyne, the Gettysburg Road Corridor quickly transitions back to commercial and industrial uses.

Figure 6: Gobles Transfer & Storage Company (top) and Corridor Near 17th Street Bridge (bottom)






Western Corridor Segment

Extent:	St. Johns Road to Spangler Road
Current Zoning:	Regional Commercial (C-4), Industrial/Commercial (I-3), General Commercial (C-2)
Major Land Uses:	Trinity High School, Capital City Mall, Big Lots, ALDI, AMC Theatre, Foot Locker Corp Service Center, Michaels, Trader Joe's (under construction), SpringHill Suites by Marriott (under construction)
Roadway Design:	Four Lanes



Corridor Segment Map

Gettysburg Road Corridor, Lower Allen Township

 Lower Allen Township Boundary	 Gettysburg Road Corridor Western Segment
 Municipalities	

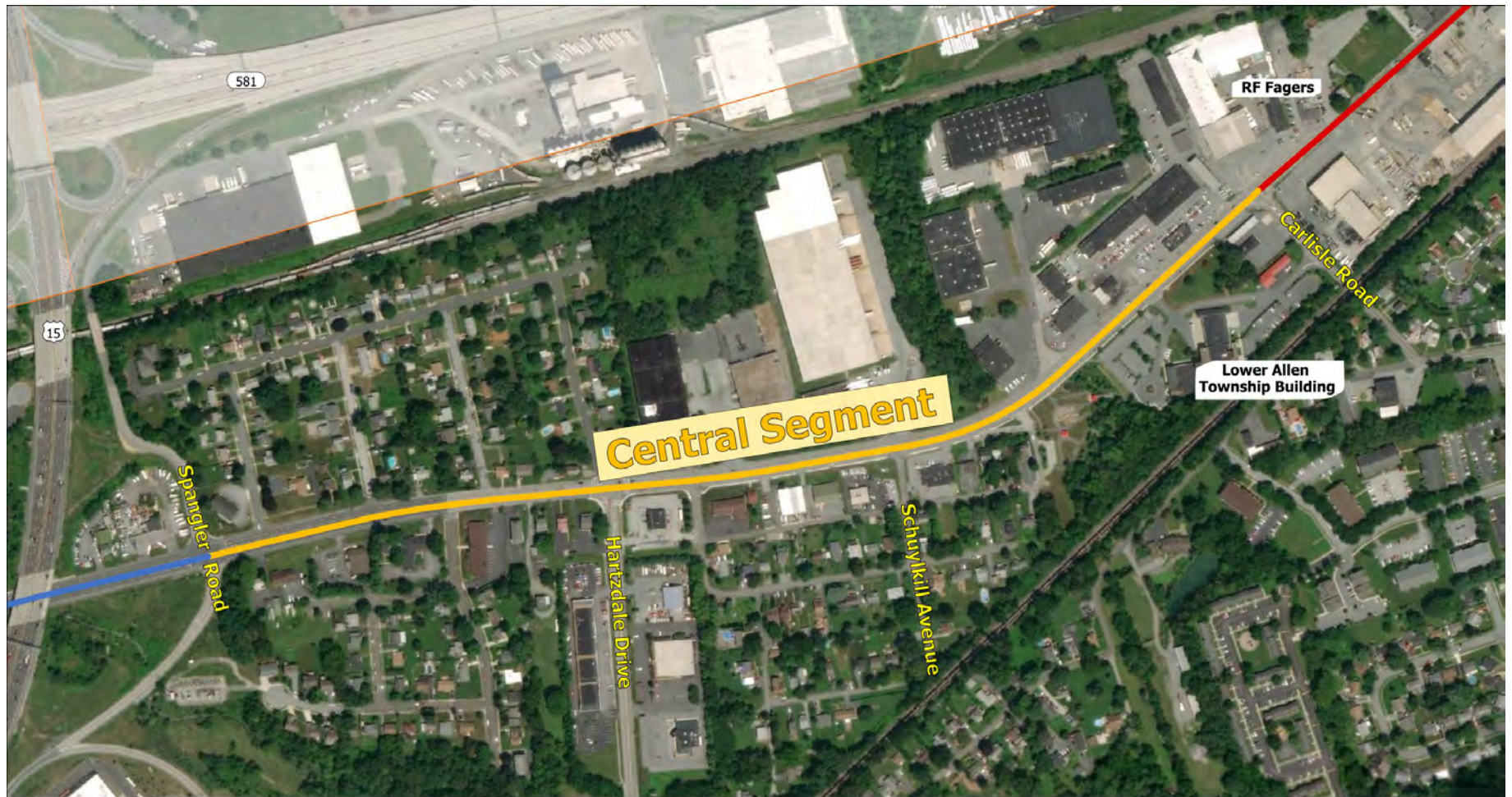
Sources: Pennsylvania Department of Transportation, Cumberland County GIS Department, Michael Baker International

0 0.05 0.1 0.2 Miles






Central Corridor Segment

Extent:	Spangler Road to Carlisle Road
Current Zoning:	General Commercial (C-2), Mixed Use Neighborhood (MUN), Single Family Established Residential (R-1), Industrial/Commercial (I-3)
Major Land Uses:	Mountaineer Properties, Lower Allen Shopping Center, Lower Allen Municipal Center, Residential
Roadway Design:	Four Lanes

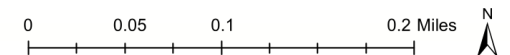


Corridor Segment Map

Gettysburg Road Corridor, Lower Allen Township

 Lower Allen Township Boundary	 Gettysburg Road Corridor Central Segment
 Municipalities	

Sources: Pennsylvania Department of Transportation, Cumberland County GIS Department, Michael Baker International



Eastern Corridor Segment

Extent: Carlisle Road to Municipal Border with Borough of Lemoyne (east of S 17th Street)
Current Zoning: Industrial/Commercial (I-3)
Major Land Uses: R. F. Fager Company, CB HYMAC, Flinchy's
Roadway Conditions: Two Lanes

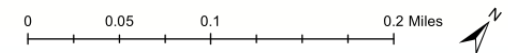


Corridor Segment Map

Gettysburg Road Corridor, Lower Allen Township

- Lower Allen Township Boundary
- Municipalities
- Gettysburg Road Corridor Eastern Segment

Sources: Pennsylvania Department of Transportation, Cumberland County GIS Department, Michael Baker International



The Vision

As demonstrated through the existing conditions analysis, the Gettysburg Road Corridor today reflects land-intensive suburban planning policies that have been prevalent through the nation. These policies encouraged low-density sprawl with the dispersion of housing and jobs and land-consumptive automobile-dependent development patterns in suburban areas.

In Lower Allen Township, the impact of such policies is visually evident. The Township building in the center of the Study Area and the adjacent park and playground are public amenities that exemplify good design practices, but they are barely noticed by fast traffic passing through the wide road and surrounding sprawl. Pedestrian connectivity within neighborhoods doesn't extend through the corridor and to businesses located there. Crossing the street is limited to intersections spaced far apart. In addition, pedestrians cross active rail tracks to either access the corridor or leave the corridor to travel to neighboring Camp Hill or Lemoyne boroughs. A wide mix of uses and high visibility of parcels in Study Area are ideally suited for a walkable and vibrant downtown, but improvements to the streetscape, pedestrian infrastructure, and building form is needed to slow traffic, stop treating the corridor as a cut-through between other places, and create a memorable destination that draws people in to stop, linger, and shop.

The vision of the Gettysburg Corridor Master Plan is to embrace sustainable growth and support the goals embodied within the Lower Allen Township 2018 Comprehensive Plan. Implementation of the goals and recommendations in this Master Plan will transform the Study Area into a well-designed and more accessible destination that serves as a Town center for Lower Allen Township, safely accommodates all modes of transportation, and is well connected to the surrounding neighborhoods. By leveraging both public and private investments, the Master Plan outlines a strategy for truly transforming the Gettysburg Road corridor into a vibrant center where local businesses flourish and residents desire to be.

Introduction to Concepts

Based on the existing conditions analysis, stakeholder input, and the urban design planning process, the Master Plan includes three primary concepts for the Corridor, one for each of the three segments, as well as public roadway infrastructure improvements. These concepts provide a visual, illustrative image that can be used to communicate the end-goal and overall direction of the Master Plan's goals and recommendations. The concept renderings are illustrations only, ultimate redevelopment will be guided by revisions to the Township's Zoning and Subdivision and Land Development Ordinance (SALDO) ordinances and

private property owners. Public infrastructure improvements within the public right of way will also be guided by this vision but will require design and engineering to finalize plans and specifications.

The concepts are showcased below as follows:

- **Overall Vision for the Corridor**
- **Introduction to Transect to Guide Mixed Use Development** (informs future zoning and serves as the basis for the three primary concept plans)
- **Western Segment Concept:** Town Center District
- **Central Segment Concept:** Mixed Use Boulevard
- **Eastern Segment Concept:** Community Gateway
- **Roadway Concept:** Complete Street Redesign

Gettysburg Road Corridor Vision 2035



Transform the Corridor into a well-designed and more accessible mixed-use destination that:

- Creates gateways into the Township
- Establishes a Town Center for Lower Allen Township
- Safely accommodates all modes of transportation and provides new multimodal connections
- Preserves existing industrial uses in harmony with future redevelopment
- Creates and enhances public greenspaces

Overall Vision for the Corridor: A Vibrant Town Center

As a central route through the Township, the Gettysburg Road Corridor is positioned to become a walkable and thriving mixed use town center neighborhood. Simpson Ferry/Gettysburg Road will serve as a main street thoroughfare centrally located between employment and housing and a gateway to the Township. The vision is for the Corridor to grow into a true main street, lined with retail and mixed uses and easily walkable for residents and visitors. Particularly along Gettysburg Road west of US-15, new development on both sides of the road will be complemented by an improved streetscape and road design suited to a walkable town center. As the surrounding blocks develop with buildings close to the street, this will be a new heart of Lower Allen Township and become the town center that residents would like to have.

Traffic calming and multimodal infrastructure will serve all modes of transportation safely and ensure visitors see what the area has to offer as they pass through at a slower speed. Mixed use development will be the image that greets visitors and defines the identity of a newly established town center district. Within a 5-minute walking distance, blocks surrounding the new development will include new park space that highlights best environmental practices, adaptive reuse and infill to support small local businesses in a centralized and visible location, and connectivity to the Township building and Cedar Spring Run Park from multiple other nearby and newly added destinations. Walkable and bikeable routes offer multimodal transportation options to reach parks, offices, neighborhoods, and the neighboring boroughs of Camp Hill and Lemoyne.

As the corridor attracts infill development and new growth, the area's geography sets up opportunities for several tiers of retail and mixed use. There is room for distinct districts to emerge with a different focus, as the market suits: retail, business, hospitality, apartment living, and more may find a home in Lower Allen Township.

Transect to Guide Mixed Use Development

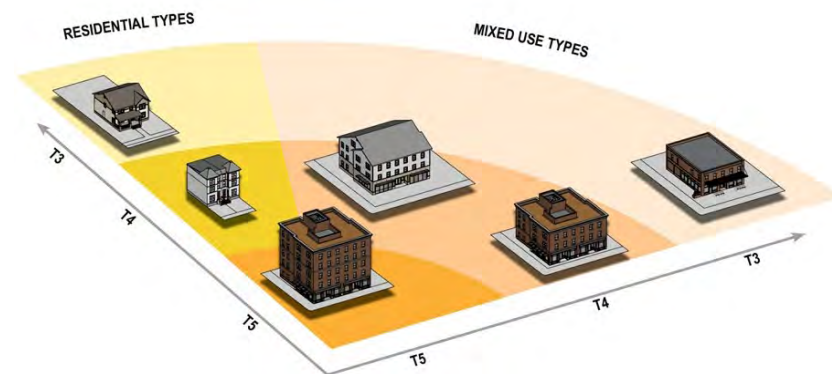
To support the vision of the Gettysburg Road Corridor as an anchor and center for the Township, a transect for redevelopment has been defined as part of this Master Plan. The transect reflects a form-based approach towards development where uses are allowed flexibility, but the form and density of buildings are regulated.

The Gettysburg Road Corridor Transect designates a town center with the highest density in T-5, ensuring that the tallest buildings and a mix of uses will arise in proximity to each other. In T-4, moderate density and mixed uses will support more retail, office, and housing without detracting from the core. In T-3.5, mixed uses are still encouraged but a lower scale and density are appropriate to residential neighborhood growth in T-3.

Transect areas, each with different height, setback, density, and site design requirements, are intended to focus new development on achieving the desired form to fulfill the vision, while allowing a range of uses that may respond to market demand.

The ideal organization of a transect has a clear high-density center and steps density down proportionately with increased distance from the center. In areas with existing building patterns and neighborhoods, this approach is modified to suit the local context and respect the existing character and scale in various directions.

Figure 7: Transect at a Glance



Along Gettysburg Road, single family neighborhoods and industrial uses to remain limit the desirability of density in several locations. Thus, the T-5 transect district (town center) is surrounded by T-3.5 neighborhood mixed use that allows lower heights, transitions the scale in line with existing uses, and uses the capacity of the existing road to continue to support industrial uses.

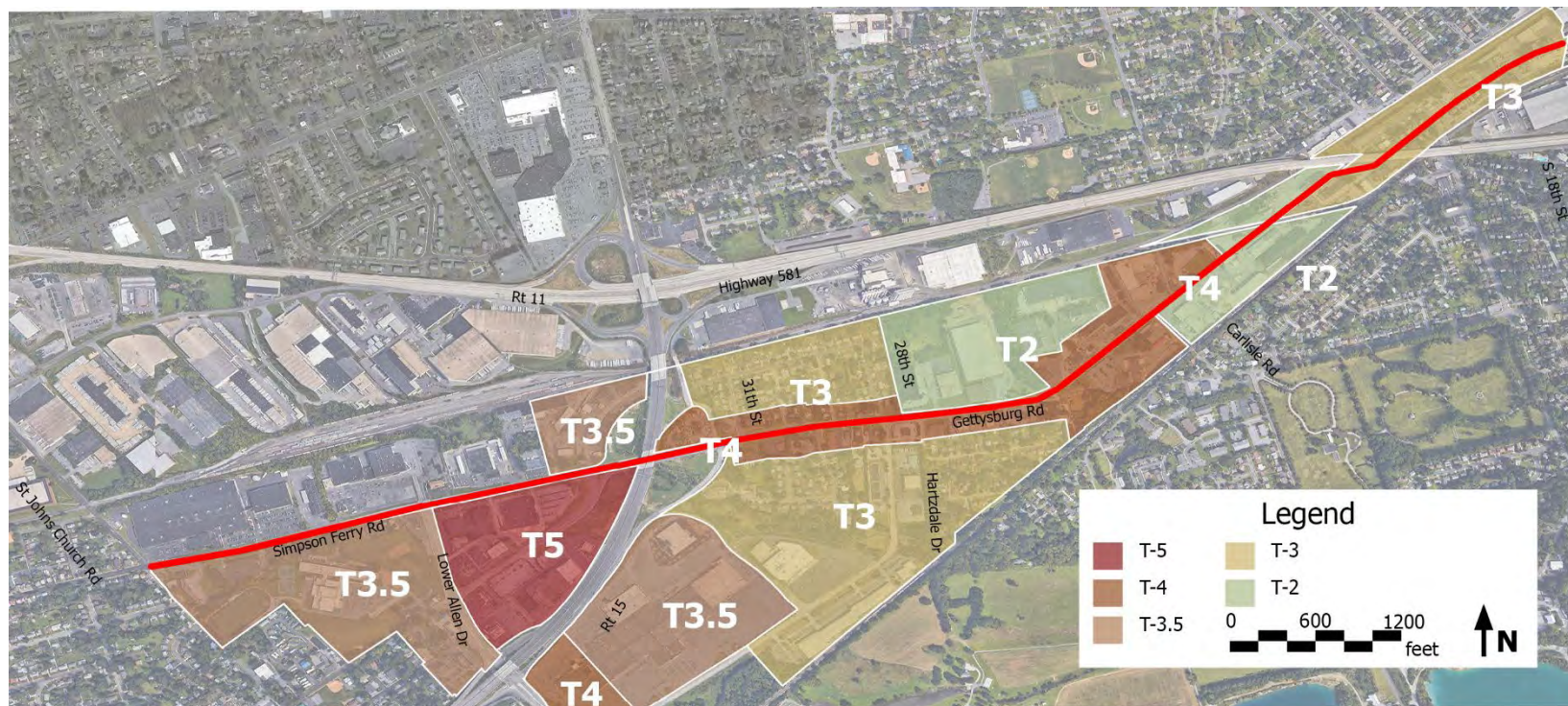
Gettysburg Road Corridor Transects

- **Urban Core T – 5:** This transect requires taller buildings of up to 5 to 7 stories with minimal to zero setback. Buildings should face the street and include retail storefronts with large windows and high transparency. Signage, awnings, a wide sidewalk, and street trees create a highly visible and activated streetscape. On-street parking is encouraged, and parking requirements are reduced.
- **Mixed Use Boulevard T – 4:** This follows a linear alignment from the town center along Gettysburg Road, focusing moderate density on this major route and prioritizing mixed use and commercial growth in this area with high visibility and good transportation access. Redevelopment and expansion of existing facilities are encouraged in T-4. Buildings should be closer to the street with only a small setback, which may be presented as a landscaped yard or outdoor pedestrian space. Heights of 2 to 4 stories allow office, retail, hotel, and mixed-use opportunities and are accessed by a rear alley as well as Gettysburg Road.

Mixed Use Neighborhood T – 3.5: Towards the west end of Simpson Ferry Road and Gettysburg Road, large commercial lots and some vacancy offer opportunities for a wide range of redevelopment opportunities. The T-3.5 designation emphasizes mixed use and buildings with several stories in height while allowing flexibility in scale to match either a T-3 or T-4 density and grow incrementally.

- **Traditional Neighborhood T – 3:** This refers to existing neighborhoods and limited street networks that are bounded by rail lines making these areas most suited to maintaining a residential character without added density. Single family and duplex homes are the dominant housing type, and this transect allows room for the market to grow. Small commercial and office uses are also appropriate at a neighborhood scale. All streets are walkable, with continuous sidewalks, consistent front yards, and building fronts still easily visible from the street.
- **Low Density District T – 2:** This allows low density development with larger setbacks. T-2 accommodates the industrial uses that are existing, benefit from railway access, and are valuable contributing uses to retain in the corridor.

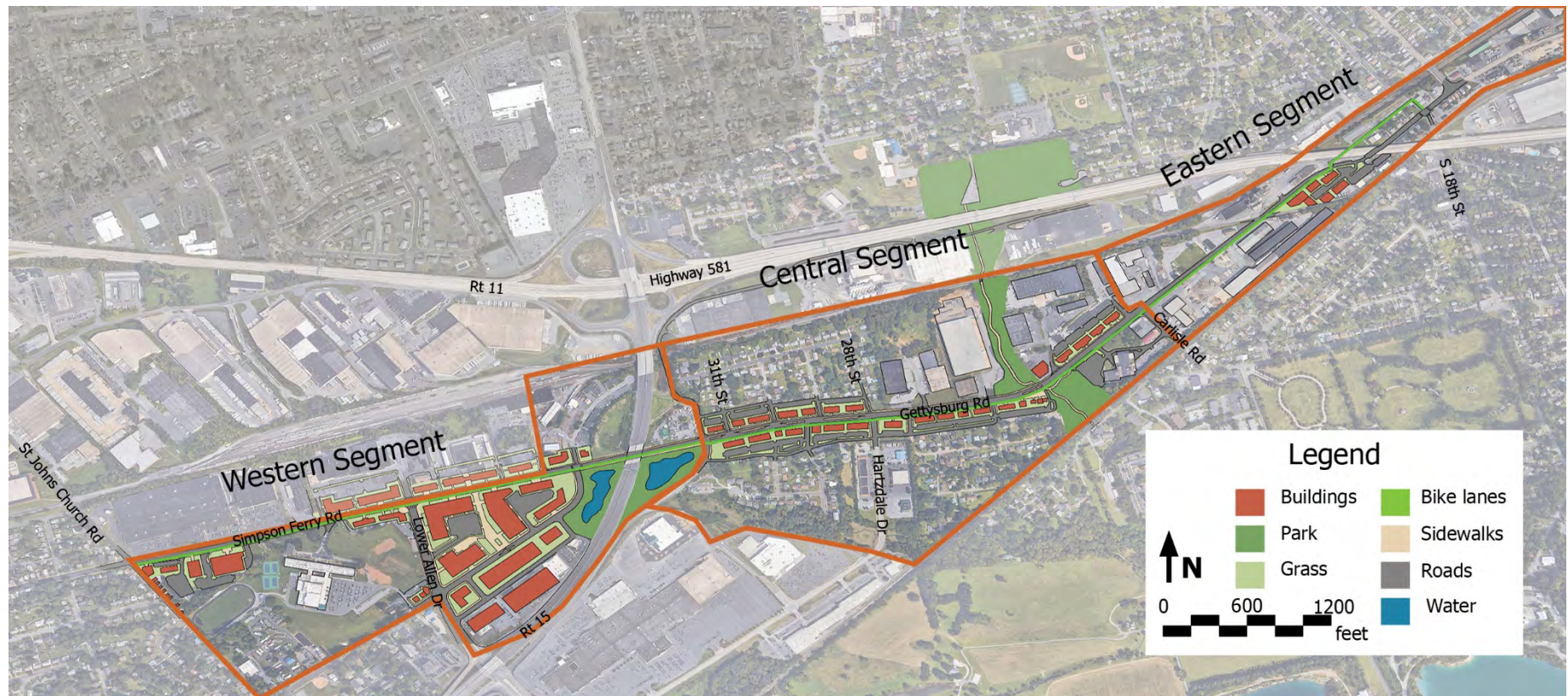
Figure 8: Study Area Proposed Transect Diagram



Introduction to the Segment Concepts

For the purposes of the Master Plan, the Corridor was divided into three subareas or segments: Western (west of the US-15 interchange), Central (from the interchange and Spangler Road to the Township building and Carlisle Road), and Eastern (from Carlisle Road to 18th Street). The following pages depict concepts that explore redevelopment potential for the three segments and show how new development can create a phased mixed-use town center for Lower Allen Township. The varying parcel sizes and uses allow an opportunity for the Corridor to include both catalyst new development to the west, and incremental infill development and reuse towards the center and east, creating many opportunities for different building uses and development approaches to find a home along this corridor and contribute to the area's overall vision for a complete and walkable urban core.

Figure 9: Redevelopment Potential and Desired Public Infrastructure Improvements



Western Segment: Town Center District

Catalyst Development and Supporting Street Improvements

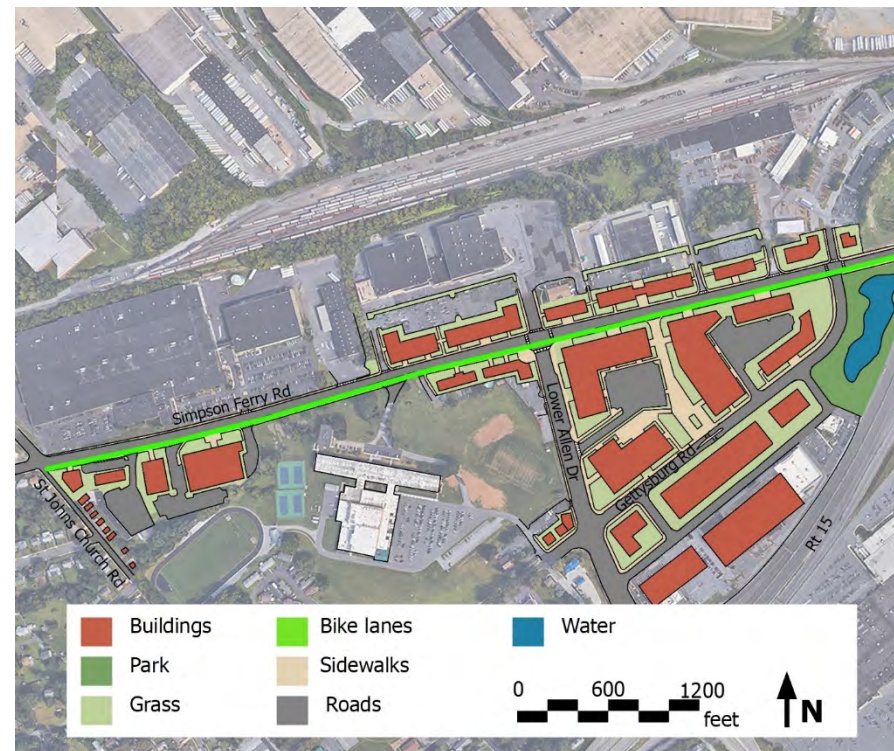
This area is identified in the Lower Allen Township 2018 Comprehensive Plan as a catalyst area for redevelopment given the historical challenges of vacancy at the Bon-Ton property and transition to commercial uses along Gettysburg Road located west of Lower Allen Drive. Since adoption in 2018, redevelopment plans have come to fruition and include a hotel (SpringHill Suites) and grocery store (Trader Joe's). With the addition of these businesses and their potential to catalyze additional redevelopment in the area, the long-term vision for this area highlights its role as the town center with mixed-used development. The visioning workshop built out the town center concept for this area with streetscape improvements and enhanced bicycle and pedestrian infrastructure that will provide connectivity and a sense of place.

Based on the western segment concept, the Gettysburg Road Corridor is identified for streetscape improvements that correspond with developing the area as the town center and mixed-use hub. To further support walkability and connectivity, the Corridor will be narrowed in this area, will have fewer lanes, and will feature on-street parking and midblock crossings to connect businesses and residences. A realignment of Gettysburg Road at Simpson Ferry Road to remove the right turn slip lane will connect to the town center and allow for enhanced mobility around and within the area. To further support pedestrian accessibility, the crosswalk at Lower Allen Drive and Simpson Ferry Road will be improved with bump outs and a bike lane crossing and will connect to the shopping center on the northern side of Simpson Ferry Road.

The visioning workshop identified the opportunity for a bidirectional bike path on the south side of the Corridor and narrowed driving lanes of 11 feet, given that the roadway currently has a very wide shoulder to support the addition of the bike lane and maintain four lanes of traffic. There is an opportunity to better utilize the central lane, potentially as a noncontinuous turning lane with a median provided where the turning lane is not needed.

Finally, the visioning workshop identified the placement of a bioretention ecological park located on both sides of US 15 that would serve both as a stormwater management tool and a public open space amenity. The concept is supported by PennDOT.

Figure 10: Western Segment Concept Location



On the left-hand side, the rendering illustrates the potential for mixed-use development along Simpson Ferry Road to the south. A mix of commercial properties are in this vicinity today, but as market conditions evolve overtime, this Corridor frontage could be more cohesively redevelopment to better align with the Town Center vision and as a complement to the Harrisburg West Shopping Center.

Figure 11: Western Segment Concept



In this rendering, the blocks in the Western Segment between Lower Allen Drive and US 15 are shown with future development that illustrates the vision and the area's development potential. Along with a park with stormwater retention next to the US 15 overpass, these blocks can support large redevelopment and act as catalysts for growth and a new town center identity.

Figure 12: Proposed Intersection Improvements at Simpson Ferry Road and Gettysburg Road



Central Segment: Mixed Use Boulevard

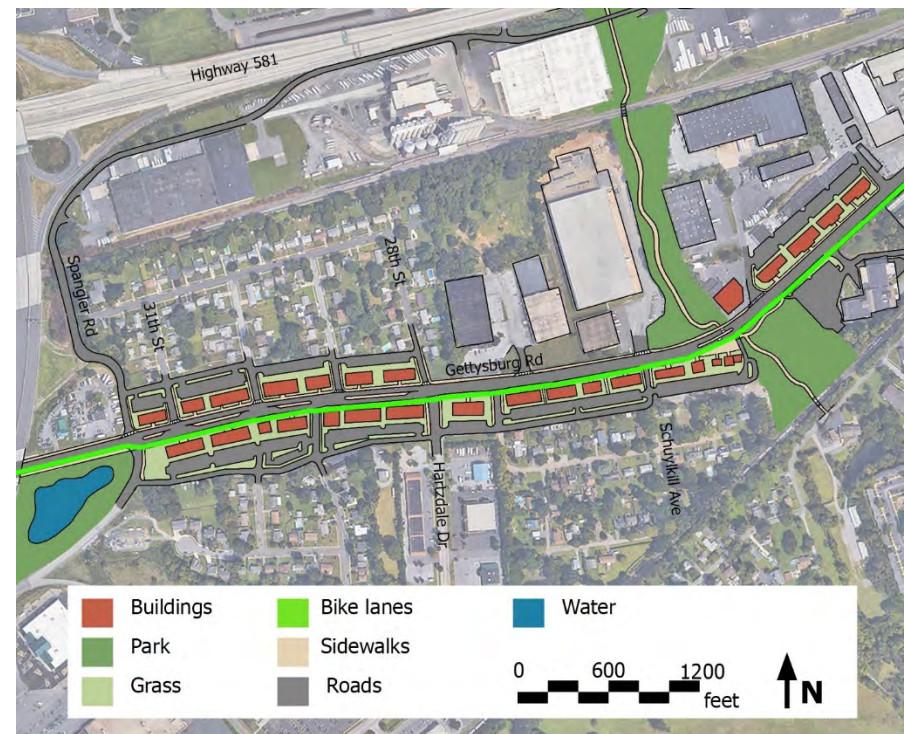
Consistent Street Frontage and Traffic Calming

The central stretch of the Corridor east of the US 15 overpass includes a residential neighborhood with an established street grid. While the neighborhood is lovely, houses facing the Corridor result in numerous curb cuts and an inconsistent pattern of access. The Township anticipates that there will be mixed-used development incorporated into the area in the future, and the visioning workshop identified connectivity and multimodal enhancements as key to supporting future development. The visioning workshop prioritized continuing the bidirectional bike lane in this area of the Corridor alongside the south side of the road using the existing shoulder. As the right-of-way narrows towards the east, the bike lane may utilize one of the existing traffic lanes. At this point, the central turn lane is removed. With two through lanes in each direction, through traffic can flow in the right lane if a vehicle is waiting in the left lane for a chance to turn. The access needs to accommodate the industrial uses in this section of Gettysburg Road and the existing traffic light helps facilitate movement into these properties. The removal of the existing bidirectional center turn lane also removes the frequent conflict points it entails.

The future mixed-use development is envisioned to have buildings close to the street with an alley system in the rear for access to all buildings. The rear alley will reduce curb cuts on Gettysburg Road, providing enhanced mobility and connectivity and further supporting the removal of the bidirectional center turn lane. As the area grows, there are two options for roadway design to further support traffic calming, pedestrian access, and mixed-use economic development potential:

- As a first phase, the roadway continues to provide 2 lanes of traffic in each direction. The central turn lane is replaced by a central median, with turn pockets at intersections. This separates turning movements in opposite directions, provides traffic calming, and allows a space for pedestrian refuge in crossing the street.
- As a second phase, the roadway is reduced to one through lane in each direction. This is ideal to support walkable mixed use with buildings close to the street, a configuration that is incompatible with traffic moving at a high speed. To encourage this kind of development, traffic should be further slowed and drivers should experience the corridor as a main street with on-street parking that additionally supports and facilitates customers patronizing the businesses located there. The outer driving lanes are converted to parking lanes. Curb bumpouts at the corners protect that parking, ensure it can't be used as a drive lane, and improve pedestrian safety and connectivity across Gettysburg Road.

Figure 13: Central Segment Concept Location

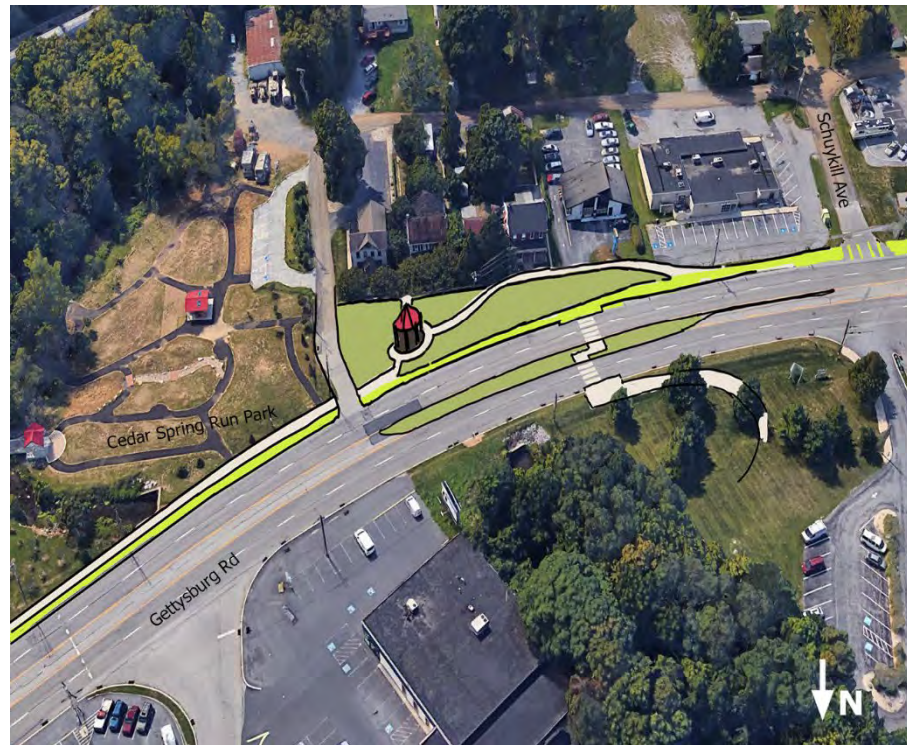


Shown on the right-hand side of the rendering, the Township has been exploring a new north-south linear park connection, beginning at the Norfolk Southern railroad overpass, continuing through Cedar Spring Run Park, crossing the Gettysburg Road Corridor, and running north to the Borough of Camp Hill at PA 581. The potential project will require approvals from the railroad, as well as easements granted from private property owners and the Lemoyne Borough Municipal Authority which own parcels north of the Corridor. The linear park would not only enhance recreational assets but would also serve as stormwater management infrastructure.

East of the residential blocks, the existing uses shift to industrial. There is an open green space to the north and Cedar Spring Run Park to the south, a public amenity with an ecological design that exemplifies best practices and serves for education as well as recreation. The visioning workshop identified opportunities to safely connect Gettysburg Road to the surrounding open space and trail systems. The proposed long-term concept includes a future bike path connecting through the undeveloped green space toward Camp Hill and an enhanced multimodal crossing at Gettysburg Road to Cedar Spring Run Park.

The visioning workshop identified two options for the design and placement of the multimodal crossing to align with a curve in the road, connect to Cedar Spring Run Park, and maximize views from both sides of the corridor. Both options include a planted median to serve as a pedestrian refuge and a jogged crosswalk, which requires pedestrians and bicyclists to cross lanes of only one direction of traffic at a time and provides a safe place to wait before continuing across the remaining lanes.

Figure 14: Roadway Crossing Alternatives at Cedar Spring Run Park



At this location, a small slip lane diverges from Gettysburg Road and leads into Nina Alley and the residential neighborhood. The small green space remaining is underutilized, and the slip lane itself provides minimal value to traffic flow. The two options presented show how this green space can become a park extension with pavilions and seating that complement mixed use shops that face it.

- By removing the slip lane, these shops can interact directly with the new park space and include outdoor dining.
- Alternately, the slip lane can remain open and provide on-street parking. The entry from Gettysburg Road may be realigned to ensure drivers entering this small block must slow down to make a deliberate turn.



Eastern Segment: Community Gateway

Infill Development and Community Activation

East of the Township building, the corridor shifts from industrial uses to residential uses, with the 581 Capital Beltway overpass serving as physical and visual transition point. Some small businesses, including local restaurants, serve the area and are only a short distance from the small business district at White Hill just outside the Township borders. The area under the overpass consists of a concrete and dirt landscape. The roadway has a significant curve under the overpass and is quite wide.

The visioning workshop proposed a narrowing of the roadway to 11' lanes. The excess space on both sides may be reallocated for other uses that could activate the space such as recreation, public art, and park space. Many cities have examples of activated areas under overpasses which may be a model for Lower Allen Township. Potential uses were discussed and viewed as desirable throughout the workshop. Specific activities such as setting up ping pong tables, food trucks, and basketball courts were mentioned, with the recommendation that netting be installed so that balls do not roll into the street. By leaving the area relatively open and paved, it can be a flexible space for a variety of uses with built-in shade provided by the overpass above. Lighting underneath the Beltway can be solar-powered and ensure the area stays safely lit at night and include decorative or colorful motifs that animate the space. Public art, including lighting installations and murals, are also ways to turn this space into a community amenity and attractive front door into Lower Allen Township from the east. Outdoor seating and a patio were envisioned for the restaurant adjacent to the overpass, which demonstrates the potential for roadway improvements to directly benefit local businesses and support economic growth.

Given the curve in the road, which is seen as a dangerous spot for speeding, this is also an ideal location to narrow the road and remove the wide shoulder which makes it appear suited to faster speeds than are recommended. Curb bumpouts within the curve would force cars to enter the area more slowly. They would also provide more space for amenities, such as plants or lights, and narrow the crossing distance for pedestrians. A crosswalk at this location would provide a visibly demarcated crossing to further protect pedestrian movement. Finally, the wide shoulder can be better utilized as on-street parking. Within the curve itself, curb bumpouts replace parking, and as the road straightens on either side, the on-street parking converts excess pavement into a usable function that supports active use of the plaza/park under the overpass.

Given the tight curve of the roadway and desire of other uses of vacant space, the bike lane is removed from Gettysburg Road in this location and realigned to State Road, which

functions as an alley underpass, that will then reconnect to 18th Street. As this is a low-traffic route, the bike path, alternatively, could be on-street sharrows through this stretch.

East of the overpass and in the corner of the Corridor Study Area the visioning workshop identified opportunities for updating the crosswalks and curbs for ADA accessibility. Just west of the intersection, it was proposed that the roadway be narrowed to remove the dedicated right turn lane that is not needed into an alley. The removal of this lane will slow traffic as it approaches the underpass and enters the Township.

Figure 15: Eastern Segment Concept Location



In the eastern segment, there is potential for future mixed-use building development as depicted in the above rendering.

Figure 16: Eastern Segment Concept



Underneath the Capital Beltway, Gettysburg Road curves and sight distance is limited. This illustration shows how narrowed driving lanes and curb bumpouts will slow traffic upon approach. The space under the Beltway can be activated for community uses and complemented by on-street parking using the available shoulder and a high visibility crosswalk for pedestrians. This may also be a good location for gateway signage mounted to the overpass, contingent on PennDOT approval.

Figure 17: Proposed Intersection Improvements at Hummel Avenue and 17th Street



Complete Street Redesign

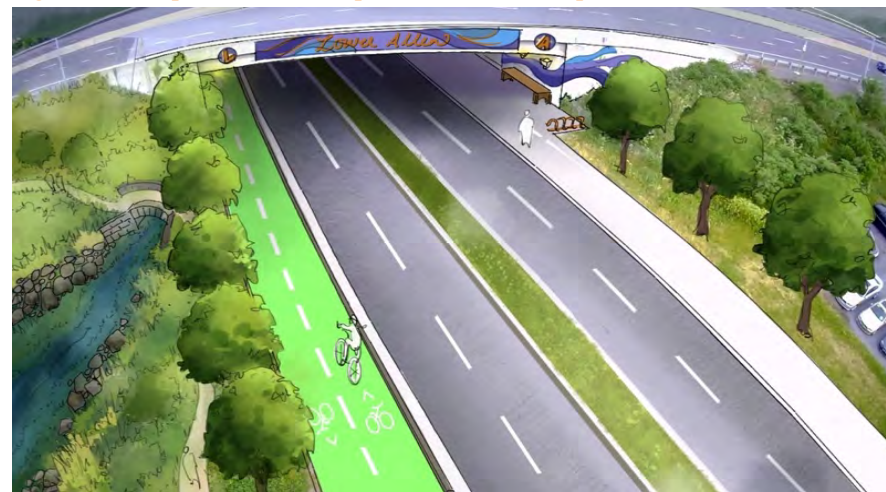
Multimodal Connectivity

Complete Streets provide safe transportation options for all modes of users, not only vehicles. Infrastructure to accommodate multiple modes, as well as roadway design that reduces speeding and minimizes conflict points to protect users, is a fundamental goal of Complete Streets. This vision shows pedestrian and bike connectivity along the full extent of the Gettysburg Road Corridor through Lower Allen Township. The current wide lanes and existing shoulder provides space along much of the Corridor to utilize existing pavement and narrow driving lanes to a standard 11' width. The reclaimed space can be reallocated as a 12' bidirectional on-street bike path. A 2' minimum buffer is also included between the bike lane and adjacent driving lane to provide protection between modes of use. A concrete curb and/or flexible posts are encouraged to further protect bicyclists from errant vehicles; these can be placed within the 2' buffer area. Where there is extra right-of-way, sidewalk expansion is recommended. Towards the east as the right-of-way narrows, the bike lane is provided along State Road (which functions as an alley) and can be a sharrow on the road for that stretch.

Figure 18: Proposed Bike Lane Diagram



Figure 19: Complete Street Concept at the US 15 Underpass

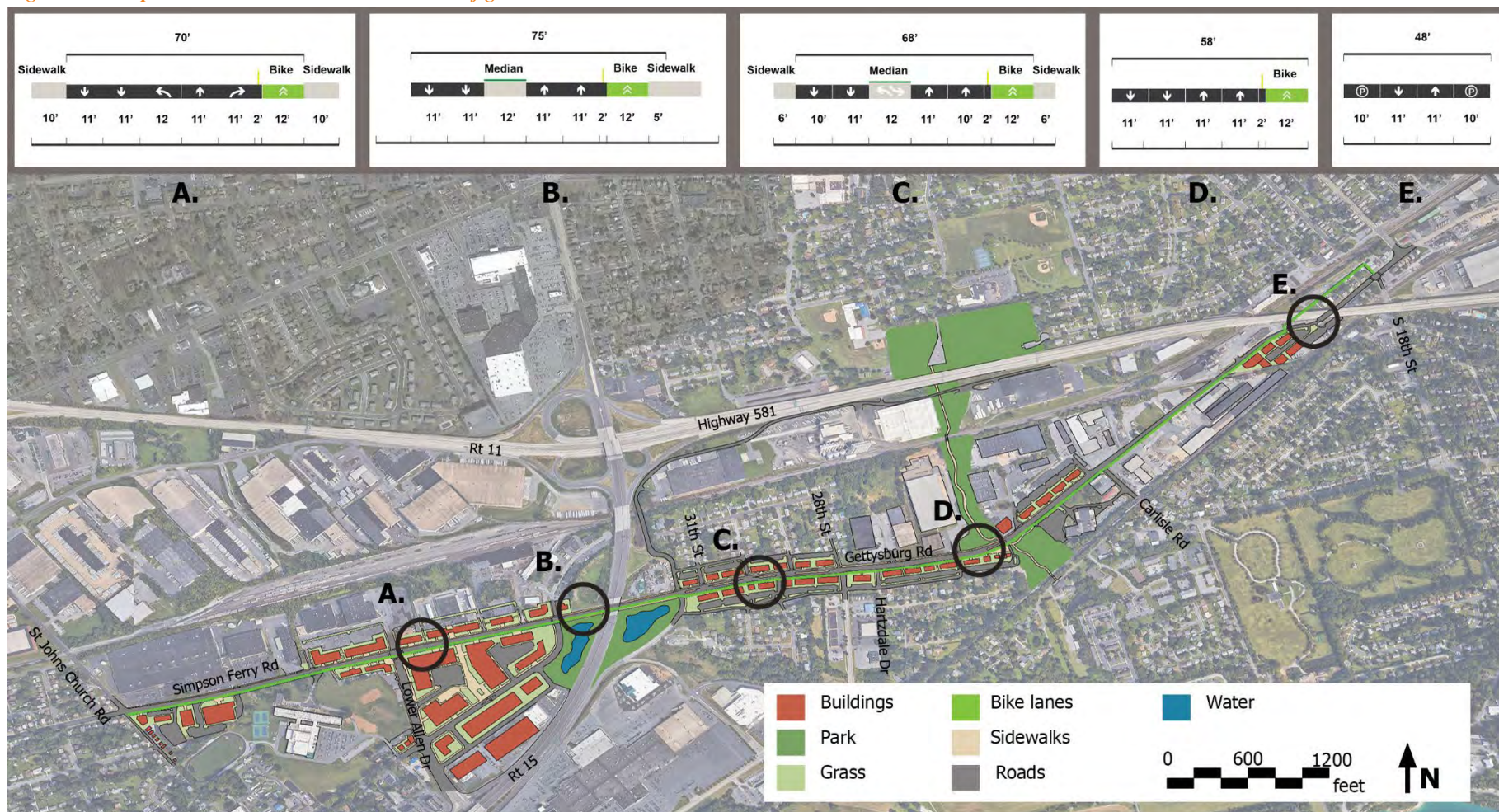


A Palette of Street Configurations

As the right-of-way varies, a series of roadway configurations were explored to describe the conditions at different points along the Corridor. Some features are optional where space allows, which results in a palette of street design options for the Township to consider above and beyond the base street recommended design of 11' travel lanes and a 14' bike path (12' path and 2' buffer). The optional features include:

- Sidewalks and/or designated bike lanes (A, B, C, and D)
- Central median with turn pockets as needed (B and C)
- An on-street parking lane where extra lanes are not needed (E)
- No median or turn lane where right-of-way is constrained (D)

Figure 20: Complete Street Network with Potential Configurations



Development Potential

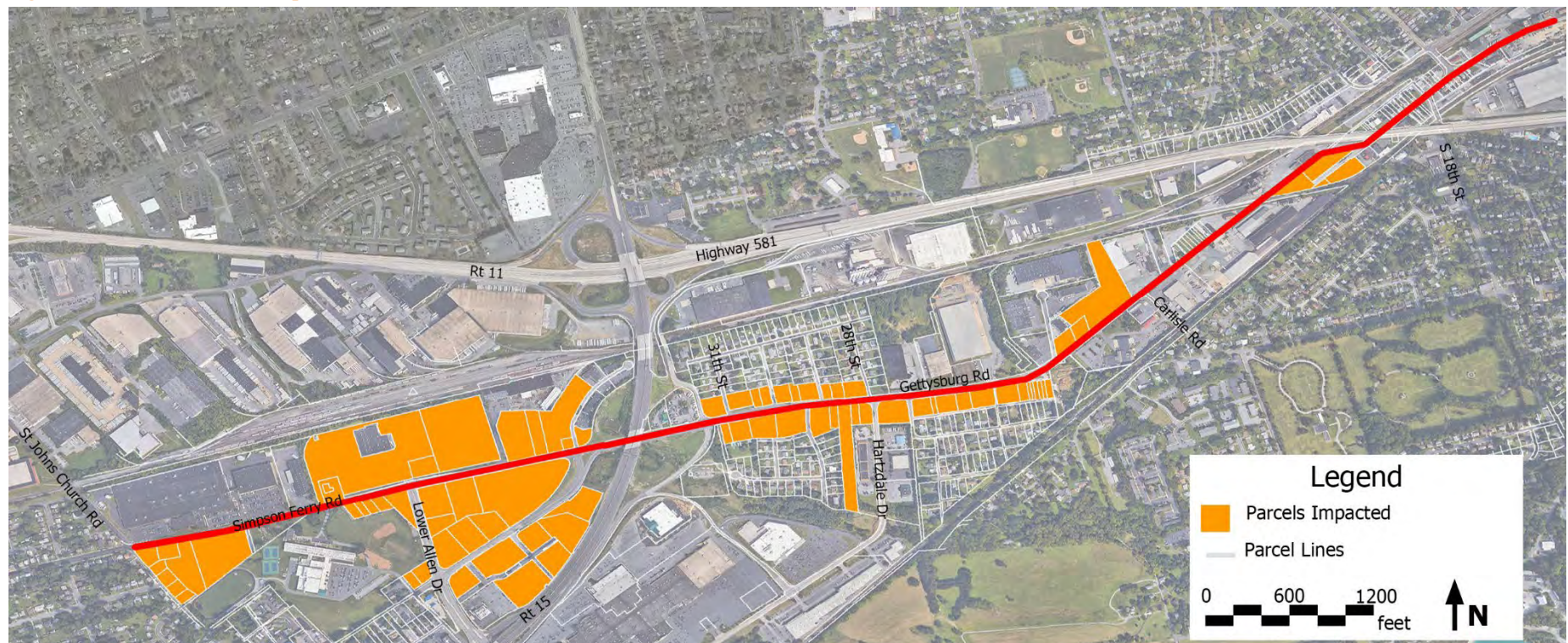
The vision represented by this Master Plan reflects redevelopment potential along Gettysburg Road Corridor that can be transformational for Lower Allen Township. While many of these parcels are privately owned and are currently in use, the plan lays out a long-range vision for how the recommendations within this Plan can impact the area's future growth and economic development over time. With transportation and connectivity investment, paired with updated zoning policies and economic development initiatives, the illustrative plan depicts the large potential for new commercial and residential growth within a town center and gateway district for Lower Allen Township.

The parcels impacted include over 97 acres of land which, based on the transect, could potentially support up to:

- 630,000 square feet of ground floor commercial space
- 1,800,000 square feet of upper floor residential or office space
- Over 8 acres enhanced or improved green space

Full buildout of these parcels can also provide ample new parking, though to achieve 5-7 story growth, surface parking per current requirements will not be sufficient. Higher density development should consider structured parking, and the Township should also consider reduced parking minimums and shared parking policies that incentivize multimodal access and transit-oriented development along the bus route by allowing lower parking ratios.

Figure 21: Parcels with Redevelopment Potential



The Process

The Master Plan was funded by Lower Allen Township and through a federal grant administered through the Tri-County Regional Planning Commission (TCRPC) and Harrisburg Area Transportation Study (HATS). The consultant team, Michael Baker International and Vernon Land Use, was engaged through a competitive request for proposals (RFP) process administered by the Township. The project team guided the overall planning effort, which was based on robust public engagement, to understand the desires of the community and visions for the future. The study was completed over a 6-month period in close coordination with the stakeholders and the Township.

Stakeholder Interviews

One-on-one interviews with stakeholders were an important component of the study process to validate and expand on the existing conditions findings as well as to, more importantly, engage property owners and businesses early in the process. In total, 16 stakeholders were interviewed during April and May 2021. Stakeholders included local property owners, service providers, and neighboring municipalities.

Existing Conditions Analysis

Understanding trends and existing conditions in the community is critical to ensuing steps and, ultimately, to the prioritization of issues and recommendations. As part of Identify Existing Issues task, Michael Baker focused on several data points to understand the current dynamics of the Corridor. This included research on land use and zoning, demographics and market conditions, transportation including historical crashes, and observation on urban form.

Online Public Survey

A total of 718 participants responded to an online survey created as part of the study process to engage the public and expand upon initial findings relating to existing conditions. The survey was opened during May 2021 and was promoted through a direct mailing to all property owners in the Study Area, email blasts through the Township's notification system, and extensively using social media in conjunction with stakeholders including Cumberland County and TCRPC.

Urban Design Workshop

A two-day urban design workshop was held May 25-26, 2021. Advertised at large to the public through the Township, County, online survey, and direct mail, the workshop was designed to educate the public and stakeholders on the Master Plan and existing conditions, and to help vision for the future and provide community input on this important corridor in the Township. During the second day, the consultant team facilitated interactive design sessions for each of the three segments to visually showcase the public input collected in terms of future development potential and desired public infrastructure improvements along the corridor.

Figure 22: Event Brochure

GETTYSBURG ROAD CORRIDOR MASTER PLAN

URBAN DESIGN WORKSHOP MAY 25-26, 2021

A HYBRID IN-PERSON/ZOOM EVENT

Lower Allen Township is developing a Master Plan to identify and prioritize improvements for the Gettysburg Road Corridor, which extends from St Johns Road at the Borough of Shiremanstown east to 17th Street near the Borough of Lemoyne. The Gettysburg Road Corridor is known by many names including Simpson Ferry Road, Gettysburg Road, State Road, and Hummel Avenue.

As part of the planning process, a 2-day Urban Design Workshop event is being hosted on May 25-26, 2021. Members of the public are invited to attend the design sessions to help vision for the future and provide community input on this important corridor in the Township, which serves a variety of industrial and retail businesses as well as residents. The workshop will result in design renderings that will be used to inform Master Plan recommendations and visually showcase future improvements.

DAY 1 TUESDAY, MAY 25

- Project Introduction and Corridor Visioning – 2:00-4:00pm

DAY 2 WEDNESDAY, MAY 26

- Project Introduction for New Participants – 9:00-9:30am
- Design Session #1: Looking West – 9:30-11:30am
- Design Session #2: Looking East – 1:00-2:30pm
- Design Session #3: Bringing it All Together – 2:45-4:15pm
- Public Presentation of Workshop Outcomes – 6:00-7:00pm

The urban design workshop is a collaborative, hands-on event and we encourage you to drop in at any time as your schedule allows.

Registration is required and participants will have the option to join virtually via Zoom or in-person at the Lower Allen Township building (limited to 20 participants with masks and social distance protocols in place). Due to COVID-19, we encourage participants to join via Zoom.

To register, please visit:
www.surveymonkey.com/r/LATregistration

Questions? Please contact Erin Trone at etrone@latwp.org

What We Learned: Findings

The following subsections summarize key findings obtained through quantitative and qualitative research on existing conditions and public engagement. Particularly, the planning process collected information on the following:

- Opportunities and Challenges
- Stakeholder Interviews
- Online Survey Findings
- Land Use and Zoning
- Transportation Infrastructure
- Market Analysis
- Urban Form

Opportunities and Challenges

Through meetings with the Township and the interviews, the following were identified as overall opportunities and challenges for the Gettysburg Road Corridor.

Corridor Treasures

- Lower Allen Commons will be a major catalyst
- There are several existing restaurants/shopping activity nodes that boast high occupancy. The retail centers are doing well, and some are expanding
- New warehouse development is proposed
- The corridor is already utilized by pedestrians and bicyclists despite safety concerns
- There is right-of-way (ROW) available to accommodate future bike-ped improvements (western and central segments)
- The Corridor is on CAT bus routes and bus stops are located nearby (there are no bus stops directly on the roadway)
- This location in the Township enjoys convenient access to the Harrisburg region via US 15, US 11, and PA 581.

Corridor Challenges

- Land use, zoning, and the transportation infrastructure are fragmented and disjointed
- At the Lemoyne end (east), the corridor is a narrow two-lane roadway with limited public ROW (traffic choke point) at the border with Lemoyne Borough. At the Hampden Township end, there is extensive ROW with several

lanes/turning lanes located at the border with Hampden Township. Safety concerns, particularly speed, are present in this portion of the corridor.

- There is a lack of consistent streetscapes (look and feel)
- There are nonconforming uses near Lemoyne (residential)
- The Township's Industrial/Commercial (I-3) Zoning District was created to help reduce the number of nonconforming uses along the Corridor.
- The effectiveness of the Township's Mixed Use Neighborhood (MUN) Zoning District was compromised by PennDOT's ROW acquisitions in the early 2000s along the Corridor west of Hartzdale Drive. The ROW acquisitions reduced the front yard areas of private property owners.
- Topography on the east end may limit redevelopment potential for commercial uses.
- PennDOT retains ROW adjacent to Lower Allen Commons.

Stakeholder Interviews

In total, 16 stakeholder interviews were completed as part of the Master Plan. The primary goal of the interviews was to gather input from property owners, service providers, and local government officials. Interview questions were intended to identify assets and limitations along the Gettysburg Road Corridor as well as visions for the future.

Stakeholders

- ASF-Keystone Rail/Amsted Rail
- Borough of Shiremanstown
- Cinema Supply, Inc. / Bennett Williams
- Cumberland County Planning
- Flinchy's Property Management, LLC
- Harrisburg Bicycle Club
- Hampden Township
- KOSKAP/Equity Development Partners
- PennDOT District 8-0
- Lower Allen Diner
- Lower Allen Shopping Center
- Mountaineer Properties/Landmark Commercial Realty
- Smith Land & Improvement
- Sunrise Liberty/Apple Retail Properties
- Tri-County Regional Planning Commission
- Trinity High School

Interview Findings

Pedestrian Safety

Most organizations interviewed identified that pedestrian improvements are needed along the Gettysburg Road Corridor. At Simpson Ferry Road on the Corridor, foot traffic is generated from local employees and Trinity High School students walking to/from the Harrisburg West Shopping Center, Foot Locker, and other destinations in the area. The desire for pedestrian improvements has grown with the announcement of the Lower Allen Commons project, located just east of the high school. Interview participants indicated that the completion of the new shopping center will increase both pedestrian and vehicle counts along this section of the Corridor.

To address pedestrian safety concerns, interview participants suggested the need for sidewalks along Simpson Ferry Road to provide access to the Harrisburg West Shopping Center. There are currently no sidewalks along this stretch of the Corridor and employees of the Harrisburg West Shopping Center often cut through Trinity High School to cross Simpson Ferry Road. In addition, bus stop improvements would benefit employees.

Generally, interview participants support the addition of pedestrian sidewalks and crosswalks throughout the entire corridor to increase safety. However, concerns regarding the cost/affordability of new sidewalks were discussed in terms of private landowner responsibility for installation and/or maintenance.

Figure 23: The Corridor at Trinity High School (left) and Harrisburg West Shopping Center (right)



Bicycle Safety

Based on an interview with the Harrisburg Bicycle Club, the corridor is an important bicycle route for individuals traveling to/from the City of Harrisburg to employment in the Mechanicsburg area. Current conditions along Gettysburg Road are not bicycle friendly, as bulleted below, and recommendations included creating a protected bicycle lane along the corridor.

- The shoulder width is inconsistent, wide in some areas and nonexistent in others
- Turn lanes interrupt travel along the shoulders (where present)
- Shoulders are not maintained clear of dirt and debris
- The Corridor's intersection with Lower Allen Drive is large and needs signalization for pedestrian and bicycle movements.

Vehicle Congestion and Roadway Conditions

In the western segment, interview participants feel Simpson Ferry Road is congested. Proximity to Trinity High School creates an additional influx of traffic during peak travel times (morning and evening commutes) as both school and non-school traffic utilize the nearby on/off ramps for US Route 15 located on Lower Allen Drive. The morning/afternoon commute at the high school also results in queues/stacking, particularly at the entrance/exit at Fernwood Avenue and Gettysburg Road. Some participants suggested traffic signal coordination and retiming could alleviate congestion.

Located in the central and eastern segments of the Corridor, many of the industrial businesses interviewed expressed strong desire to retain the existing 4-lane configuration, which provides easy ingress and egress for commercial trucks. However, some participants felt congestion is created where the Corridor's 4-lanes merge to two. Overall, most business stakeholders along the corridor didn't express deep concern regarding pedestrian and/or vehicle safety.

Business Outlook

As previously mentioned, Lower Allen Commons is a significant development project underway. Additionally, there is a 45,000 square foot warehouse project that has been submitted to the Township for review and there are potential façade improvements planned for Lower Allen Shopping Center. Finally, a plan for flex space was planned near the existing Brewhouse Grille restaurant approximately 10 years ago. The project site is still vacant and has development rights based on the current zoning. The property owner is considering reintroducing the plan dependent on market conditions.

Online Survey Findings

In total, 718 individuals completed the survey of which 67% were Township residents. The remaining 33% of participants included residents of nearby municipalities, visitors to the Corridor, and employees that work on the Corridor (12%).

In total, 64% of participants indicated they visit the Corridor daily or weekly predominately by driving. Of the 718 participants, a total of 62 indicated that they walk the Corridor and 68 indicated they bicycle along the Corridor. A total of 16 transit users also took the survey.

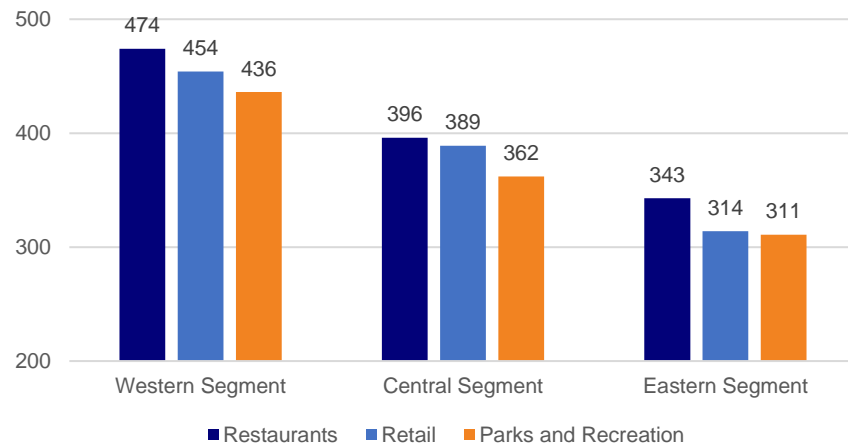
Overall, the survey found that 68% of participants feel the Corridor needs safety improvements for bicycles and pedestrians, with 44% reporting they would be more likely to use multiple modes of transportation if pedestrian and bicycle infrastructure was improved. Other transportation improvements desired by participants were also identified, such as better lighting. A summary of survey findings is presented below.

New Construction and Reuse

Questions 7, 9, and 11 of the survey asked, “Please rate how interested you would be in the following types of new construction and/or reuse of existing buildings in the [western, eastern, central] portion of the corridor”. Generally, the survey showed:

- Restaurants, retail business, and parks/recreation were of major interest in all Corridor segments.
- Future service businesses are generally supported along the Corridor.
- The eastern segment of the Corridor had a lower level of consensus.

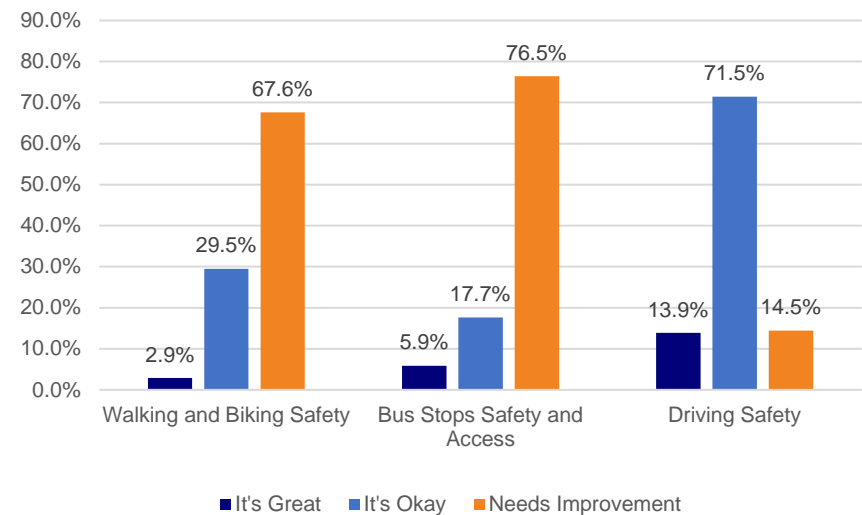
Figure 24: Participants “Very Interested” or “Somewhat Interested” in Seeing New Construction or Reuse Along each Corridor Segment, Responses by Count



Existing Transportation Safety Along the Corridor

Participants were asked to rate the existing level of safety for walking/bicycling, bus stops, and driving. For both walking/bicycling and bus stops, participants identified improvements are needed, with very low percentages of respondents indicating they felt safe using these modes. For driving, 71.5% of participants responded driving conditions are, “It’s Okay: Certain locations or certain times of the day can reduce safety”.

Figure 25: How Participants Rated Existing Overall Safety by Transportation Mode, Responses by Percent



Transportation Improvements

When asked which transportation improvements would be most helpful along the Corridor, participants consistently identified street lighting, sidewalks and crosswalks, bridge lighting, and a bike lane as the top needs for the Study Area. One improvement that was not ranked high was a reduction in the number of travel lanes in the 4-lane segments, with 66.2% of participants indicating it would be “Not Helpful”. In total, 54.6% of respondents also indicated that the emergency traffic signal at the Township municipal building should remain.

Figure 26: Top Transportation Improvements Participants Indicated As “Very Interested” or “Somewhat Interested” Along Each Corridor Segment, Responses by Percent

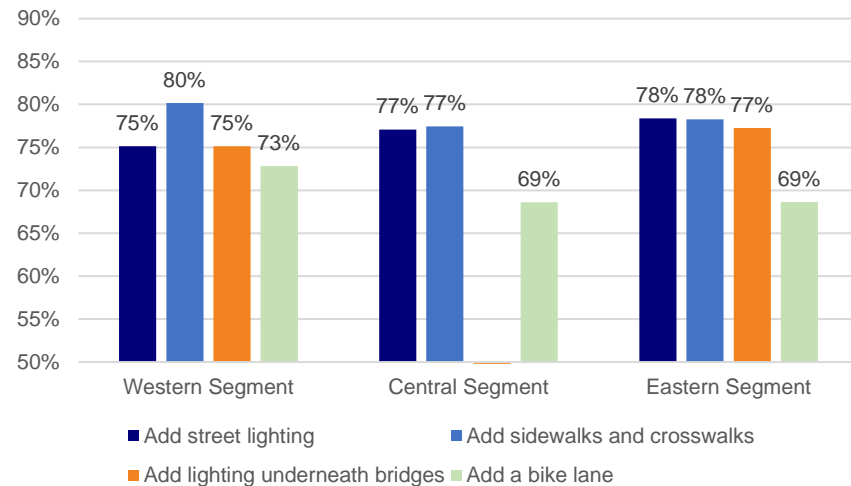
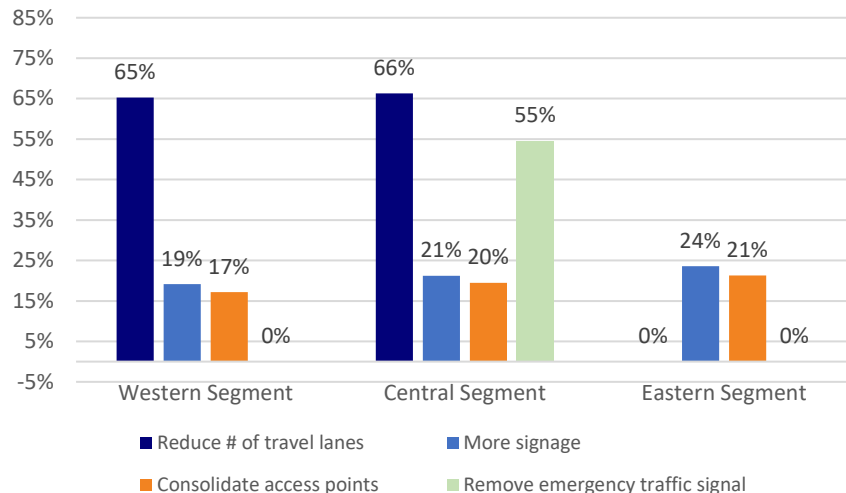


Figure 27: Top Transportation Improvements Participants Indicated As “Not Helpful” Along Each Corridor Segment, Responses by Percent

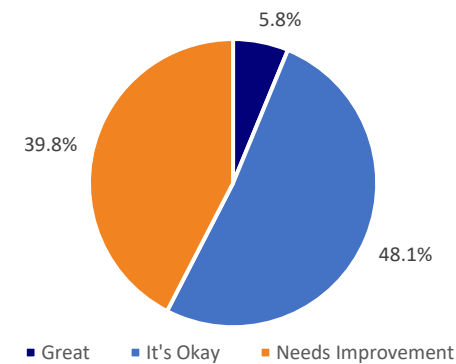


Overall Appearance

Participants were asked how they would rate the overall appearance of the Corridor in terms of landscaping, signage, building conditions, and general look and feel using a Great, Okay, and Needs Improvement rating scale (shown below). Most participants, 87.9%, indicated there needs to be some improvement.

- It's Great: The corridor's appearance is fine as is; no improvement needed.
- It's Okay: The corridor could be tidied up to improve general aesthetics.
- Needs Improvement: The roadway is unappealing and unwelcoming; improvement is needed.

Figure 28: Overall Appearance of Corridor Rating



Survey Takeaways

Overall, the online survey demonstrated the following.

Generally, participants support:

- Aesthetic improvements
- New uses to include retail, services, restaurants, and parks/recreation*
- Improvements to include sidewalks/crosswalks, bike lanes, and lighting

*There was less consensus for desirable new uses in the eastern segment.

Generally, participants do not support:

- New industrial, office, or healthcare uses
- New residential uses
- Removing traffic lanes or the blinking light near the municipal building

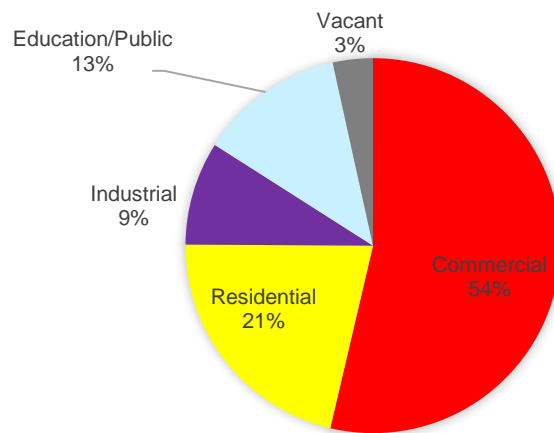
Land Use and Zoning

The Gettysburg Road Corridor Study Area is 250 acres in size and includes a diverse mix of land uses, serving as the Township's retail shopping hub, a key employment destination, and home for many residents. The corridor is a regional draw, serving as a gateway into Lower Allen Township from Harrisburg and the neighboring boroughs of Camp Hill, Lemoyne, and New Cumberland to the east and the Borough of Shiremanstown and Hampden Township to the west.

Existing Land Use

Commercial uses such as warehouse distribution facilities, office, and retail space comprise over half (54%) of the study corridor's land use, followed by Residential at 21%. Homes along the Corridor are primarily single family detached. Education/Public uses such as the Township municipal building, the Township's newest park Cedar Spring Run Park, and Trinity High School occupy 13%, and Industrial uses occupy 9% including a varied mix such as manufacturers and grain processors. Vacant land along the Corridor is limited and accounts for just 3% of the Study Areas land area.

Figure 29: Study Area Land Uses



Three municipalities - Lower Allen Township, Shiremanstown Borough, and Hampden Township - converge at the western end of the corridor. Neighboring land use in Shiremanstown is residential with a marked change in Gettysburg Road reflected by sidewalks and home frontages closer to the road. Land use in Hampden Township is

industrial/commercial in keeping with the past and current industrial uses in this portion of the Township. An older gas station is located at the western entrance of the Corridor in Lower Allen Township. The central segment of the Corridor includes a mix of industrial, retail, office, and residential uses accessed by a larger number of travel lanes added when a US 15 interchange was located on Simpson Ferry Road. Lower Allen Township's municipal building is in this portion of the Corridor. The eastern end of the Corridor is a mix of residential uses and industrial and commercial uses. The travel lanes narrow in this area and uses have been influenced by I-83 and PA 581.

Existing Zoning

Existing zoning within the Study Area includes five zoning districts. The most recent comprehensive update of the Township's zoning ordinance was adopted in 2009 and reflected the community development goals and objectives identified in the Township's 2006 Comprehensive Plan Update. The Township's most recent zoning map was adopted June 24, 2013 with four map changes adopted since that time.

Figure 30: Existing Zoning Map (larger version shown on page 18)

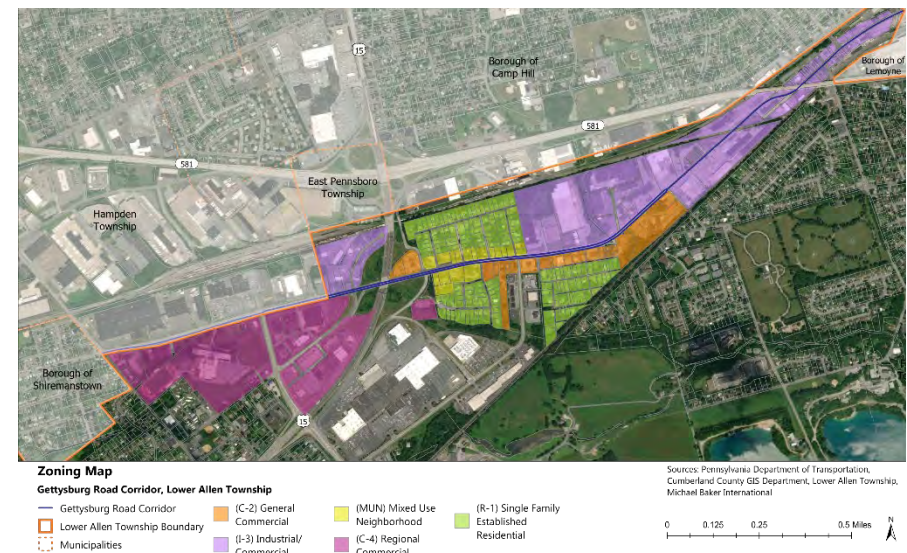
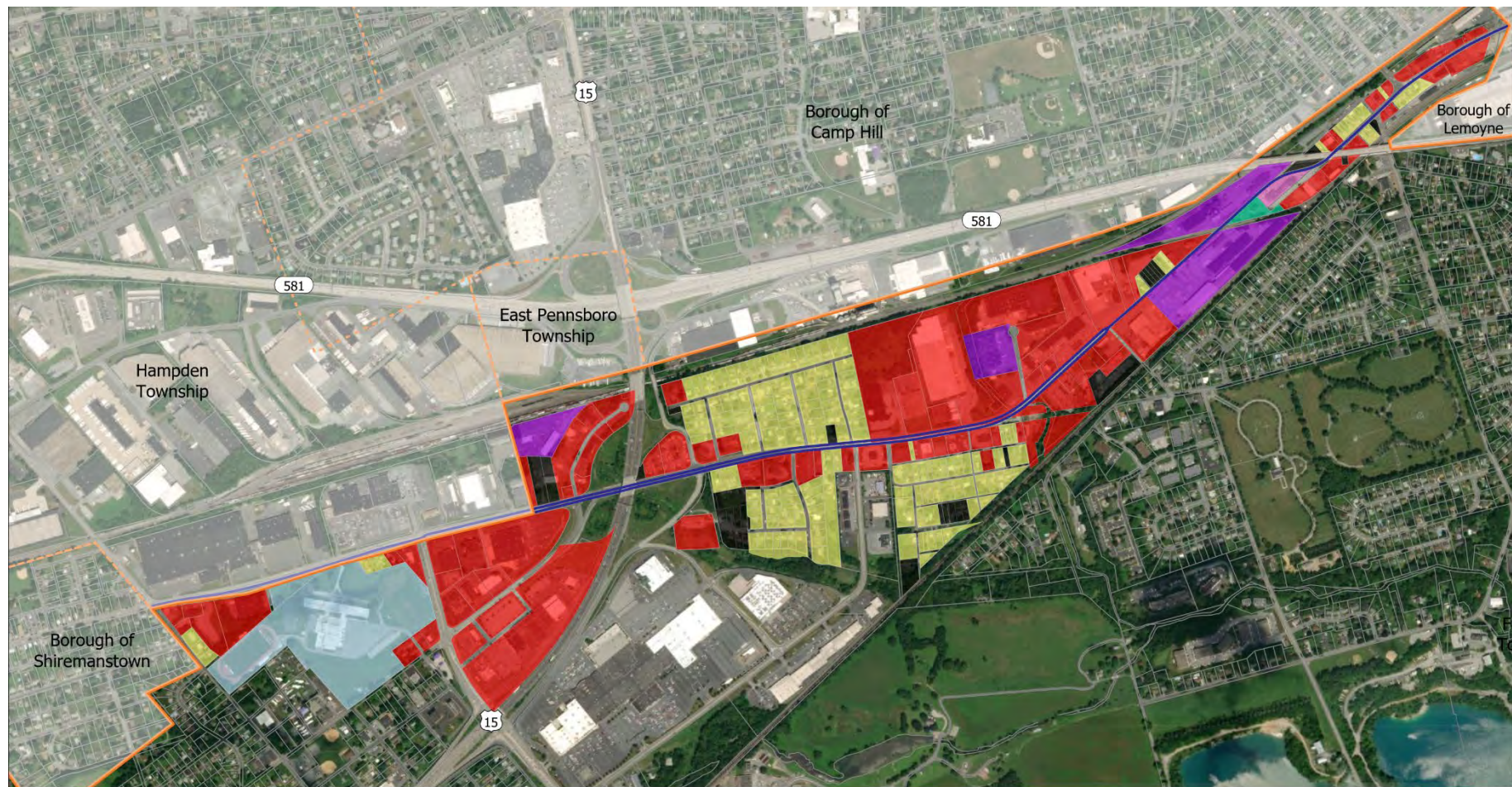


Figure 31: Existing Land Use Map



Land Use Map

Gettysburg Road Corridor, Lower Allen Township

Gettysburg Road Corridor	Educational	Office/Mixed	Residential
Lower Allen Township Boundary	Institutional	Commercial	Vacant
Municipalities	Religious	Industrial	

Sources: Pennsylvania Department of Transportation, Cumberland County GIS Department, Lower Allen Township, Michael Baker International

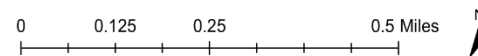
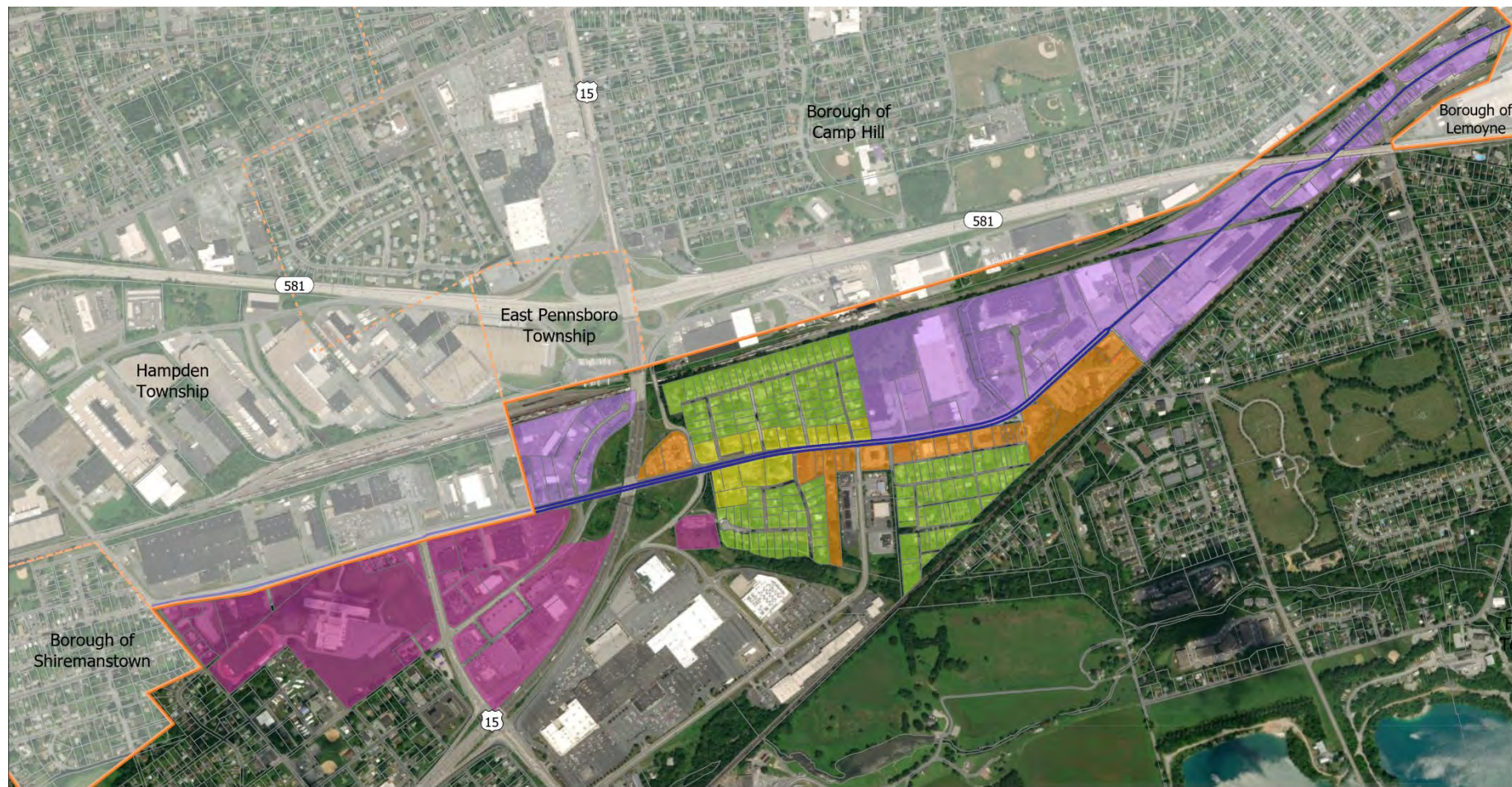


Figure 32: Zoning Map

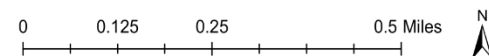


Zoning Map

Gettysburg Road Corridor, Lower Allen Township

- | | | | |
|-------------------------------|-----------------------------|------------------------------|---|
| Gettysburg Road Corridor | (C-2) General Commercial | (MUN) Mixed Use Neighborhood | (R-1) Single Family Established Residential |
| Lower Allen Township Boundary | (I-3) Industrial/Commercial | (C-4) Regional Commercial | |
| Municipalities | | | |

Sources: Pennsylvania Department of Transportation, Cumberland County GIS Department, Lower Allen Township, Michael Baker International



The zoning history in the Study Area is summarized below.

- **1956:** Lower Allen Township adopted its first zoning ordinance. Parcels in the Study Area from US 15 east to Lemoyne Borough were zoned General Industrial (I-1). (Exceptions: north side Cressman Manor (28th Street to 31st Street) and south side Carlisle Road to 28th Street were R-1 SF Detached; south side 28th Street to 31st Street was zoned C-1 Neighborhood Commercial).
- **1968:** The Study Area was rezoned to General Commercial (C-2). (Exceptions: C-1 zoning at the corners at 18th Street & Hummel Avenue; I-1 Light industrial east of the intersection zoned C-1 to Lemoyne; I-1 west of US 15 on north side; Cressman Manor zoned R-1).
- **1995:** A comprehensive zoning ordinance update modified zoning along the Corridor back to Industrial (I-1) with properties west of US 15, including Capital City Mall and Capital City Commons (now Lower Allen Commons), remaining General Commercial (C-2). (Exceptions: C-2 general commercial south side Carlisle Road to 29th Street; Cressman Manor R-1 except lots fronting corridor changed to R-3 mixed use (currently MUN) at Cressman Manor and on opposite side of the street).
- **2003:** A combined industrial and commercial zoning district was established (I-3) from US 15 east to Lemoyne Borough plus industrial parcels along Linda Lane north of Simpson Ferry Road. The Industrial/Commercial district included industrial uses plus general commercial uses. The revised I-3 district included north side west of US 15 (Linda Lane); north side east of 28th Street to Lemoyne Borough; south side Carlisle Road east to Lemoyne Borough).
- **2009:** The Township's 2006 Comprehensive Plan update prompted an update to the Township's zoning ordinance. The update established the Mixed Used Neighborhood (MUN) district to promote a mix of neighborhood scale, walkable residential and commercial development. Within the Study Area, this area is located along the Gettysburg Road between 28th Street and 31st Street. The Regional Commercial (C-4) district was also established to recognize the regional impact of relocating the US 15 interchange to Lower Allen Drive.

As noted above, the 2009 zoning update introduced mixed-use development in the MUN zone to promote a neighborhood scale, walkable development pattern. In addition to the nearly 10 acres of MUN zone in the Study Area, this zoning district also encompasses portions west of the Study Area between N 41st Street and Fernwood Avenue. While a few single-family residential homes have converted into office and retail uses, the zoning has

not yet generated the redeveloped, mixed-use neighborhood pattern envisioned. The following table summarizes existing zoning districts by acreage and intent.

Table 1: Existing Zoning within Study Area

Zone	Acreage	Intent
(C-2) General Commercial	23.04	To provide standards for development of a variety of general commercial uses; establish these districts in existing commercial areas and to allow for the reasonable expansion of such uses; to develop standards designed to minimize traffic congestion and to provide for public conveniences.
(C-4) Regional Commercial	76.06	To provide standards for the development of a variety of regional commercial uses; to establish these districts in existing commercial areas and to allow for the reasonable expansion of such uses; to develop standards designed to minimize traffic congestion and to provide for public conveniences.
(I-3) Industrial, Commercial	95.87	To provide for the orderly and integrated development of existing and future service establishments, industrial uses, offices, and a mix of commercial uses, including wholesale and retail establishments, exclusive of incompatible industries and high traffic-generating uses.
(MUN) Mixed Use Neighborhood	9.99	To allow for the establishment of a mixed use residential and commercial district in established areas served by public water and public sewer.
(R-1) Single Family Established Residential	45.21	To preserve the integrity of established single-family residential communities and future communities with unique and flexible standards and regulations to reflect the age and design of the communities and to bring the majority of dwelling units into conformance with this the zoning ordinance.

Master Plan Proposed Zoning Framework

While detailed, zoning translates a community's desired vision into technical and prescribed text which sets forth the requirements to achieve the desired vision. For the Gettysburg Road Corridor, reaching the desired vision presented in the proposed zoning framework required the following:

- Analysis of existing, as-is conditions such as zoning, transportation, and utilities
- Detailed discussions with existing property owners and tenants along the Corridor
- An urban design workshop to vet concepts with private and public sector stakeholders
- Discussion with Lower Allen Township staff to fully understand existing zoning history and future Township goals

The proposed zoning framework as recommended as part of this Gettysburg Road Corridor Master Plan would reduce zoning districts in the Study Area from five to two as shown below.

Table 2: Proposed Zoning for Study Area

Zone	Intent
Town Center	Develop flexibility and creativity in developing specific Town Center nodes through the use of urban transects, which focus on form of the land rather than function.
Commercial Industrial	Preserve the industrial uses along the study corridor as they are some of the last remaining industrial uses in this portion of the Township and the eastern end of Cumberland County and recognize the tremendous rail and road access afforded by the Gettysburg Road corridor.

Figure 33: Proposed Zoning for Study Area



To support future redevelopment along the Gettysburg Road Corridor, a transect for redevelopment has been defined. The transect reflects a form-based approach towards development where uses are allowed flexibility, but the form and density of buildings are regulated. Transects reflect changes in desired density with the higher the corresponding transect number, the greater the density. Transects proposed for the Town Center zoning district are summarized below.

- T-5: Heart of a new town center with the highest density, tallest buildings, and a mix of uses.
- T-4: Moderate density and mixed uses supporting more retail, office, and housing without detracting from the core established in T-5.
- T-3: Varied uses but at a lower density appropriate to residential neighborhood growth.
- T-3.5: Neighborhood mixed use that allows lower heights, transitions the scale in line with existing uses, and uses the capacity of the existing road to continue to support industrial uses.
- T-2: Inclusive of the proposed Commercial/Industrial zone to preserve existing commercial and industrial uses located in the central-eastern segments.

Once adopted, the proposed zoning framework will help Lower Allen Township:

- Implement a vision for unified land use, transportation, and urban revitalization along the 2.5-mile corridor;
- Through the use of an urban transect, help promote a balance of open space preservation and the development and redevelopment of commercial and industrial areas;
- Capitalize on the Township's redevelopment at Lower Allen Commons; and
- Provide a catalyst for surrounding neighborhoods and neighboring municipalities to redevelop parcels into new land uses or enhance existing land use.

Integration with Surrounding Land Uses

The proposed zoning framework is compatible with existing zoning in adjacent Lower Allen Township neighborhoods and neighboring municipalities. More importantly, the proposed zoning framework presents opportunity for enhanced integration with surrounding neighborhoods and land uses, affording the opportunity for an outward expansion of the Town Center to surrounding neighborhoods. The Town Center zoning will be a catalyst for future development.

Transportation Infrastructure

Overview

Simpson Ferry Road/Gettysburg Road/State Road/Hummel Avenue is a minor arterial connecting the Borough of Shiremanstown and the Boroughs of Camp Hill and Lemoyne, traversing through the northwestern portion of Lower Allen Township. The corridor originally contained an interchange with US-15 at the existing US 15 overpass, but this interchange was removed and relocated to Lower Allen Drive circa 2009-2010 to better facilitate traffic accessing the Capital City Mall. With the US 15 interchange present, the corridor experienced traffic volumes ranging from 12,400 - 24,200 vehicles per day. With the relocation of the US 15 interchange along the Corridor, however, traffic volumes have noticeably decreased compared to volumes before the interchange relocated.

Today, the Corridor has an annual average daily traffic (AADT) count of 7,800 to 13,400 vehicles depending on the location along the Corridor. Truck traffic on the corridor averages 3-5 percent, which is typical for this type of roadway.

Roadway Width

The typical roadway width along the Gettysburg Road corridor varies along its length in Lower Allen Township.

- Between St. Johns Road and Gettysburg Road/Linda Lane, the Simpson Ferry Road roadway width currently consists of two 10' travel lanes with 4' shoulders on either side, totaling 28' of pavement.
- Between Gettysburg Road/Linda Lane and Carlisle Road, the Gettysburg Road roadway consists of four 12' travel lanes and a 12' center turn lane, totaling 60' of pavement.
- Between Carlisle Road and 17th Street, the State Road/Hummel Avenue roadway consists of two 11' travel lanes and two 5' shoulders, totaling 32' of pavement.

The roadway and shoulder widths increase at the intersections along the Corridor to accommodate additional turning lanes.

Safety

Between 2015 and 2019, there were a total of 117 reportable vehicular crashes on the Corridor, including one fatal crash along Gettysburg Road west of Carlisle Road. The majority of crashes that occurred between 2015 and 2019 were either angle crashes (53%) or rear end crashes/hit fixed objects (both 15%). The angle crashes can be attributed to vehicles making improper/careless left turns out of the various

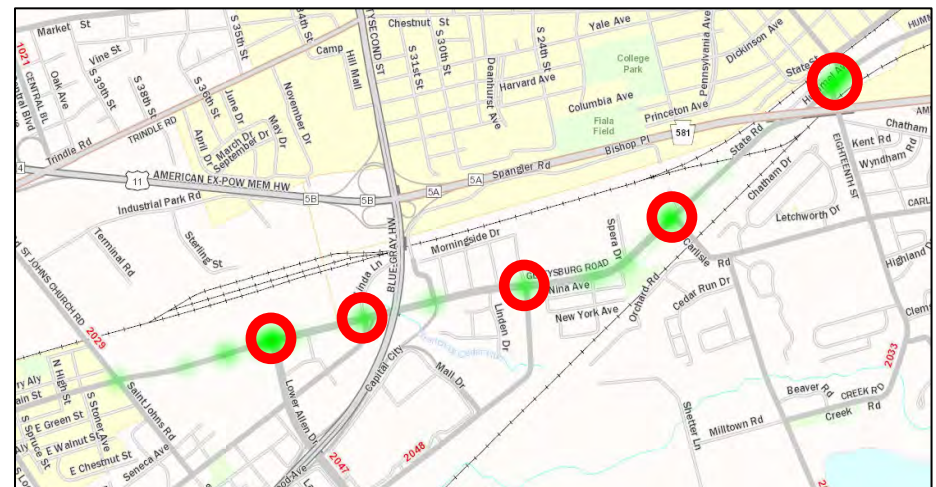
driveways/unsignalized/signalized intersections present along the Corridor, as well as vehicles running red lights. There were 45 crashes resulted from drivers making improper/careless turns, and 17 crashes caused by vehicles running red lights.

The rear end crashes and hit fixed objects were caused by distracted drivers and tailgating as a result of driving too fast for conditions in the area. In total, 14 crashes resulted from distracted drivers and 5 crashes were caused by sudden slowing/stopping. Four crashes involved pedestrians.

There are six primary crash clusters along the Corridor in the Study Area.

- Simpson Ferry Road & Lower Allen Drive (12 crashes)
- Simpson Ferry Road & Gettysburg Road/Linda Lane (8 crashes)
- Gettysburg Road & Hartzdale Drive/28th Street (8 crashes)
- Gettysburg Road & Carlisle Road (12 crashes)
- Hummel Avenue & 18th Street/State Road (11 crashes)
- Hummel Avenue & 17th Street (9 crashes)

Figure 34: Crash Cluster Map, 2015-2019



Market Analysis

A high-level market analysis was completed to understand potential opportunities for commercial and retail investment within the Study Area. A 5-minute and 8-minute drive time analysis was used as the two primary “trade areas”. Generally, a trade area is the geographic area from which retail establishments draw most of their customers, based on the type of development:

- **Regional Center/Mall:** Typically has a 15 to 30-minute drive time. Contains larger stores such as department discount stores. The Capital City Mall fits within this category.
- **Community Shopping Center:** Typically has a 5 to 10-minute drive time and contains discount stores or specialty stores. The Harrisburg West Shopping Center falls within this category, given the Big Lots discount store and AMC cinema.
- **Neighborhood Shopping Center:** Typically has a 3 to 6-minute drive time. Contains a supermarket, drug store, and smaller retail. The Lower Allen Shopping Center is an example of a neighborhood shopping center.

An 8-minute trade area was used in place of a 10-minute trade area due to Lower Allen Township’s proximity to the City of Harrisburg. An 8-minute trade area was determined to be more representative of the Study Area’s primary trade area.

Population

In 2020, the Township’s population was 19,607 and has experienced growth over the past 10 year, increasing by 9% between 2010 and 2020¹. Much of the Township’s population growth has been concentrated within the new Arcona mixed-use development, which is not located with the 5- or 8-minute trade areas.

The Study Area enjoys proximity to a number of high-density communities including the Boroughs of Shiremanstown, Lemoyne, and Camp Hill. The 5-minute and 8-minute trade areas are home to 22,029 and 45,571 residents, respectively. Population growth in the trade areas is fairly stable, given the built-out nature of Harrisburg’s first ring suburban areas. The 8-minute trade area experienced a 6.7% increase in population between 2010 and 2020.

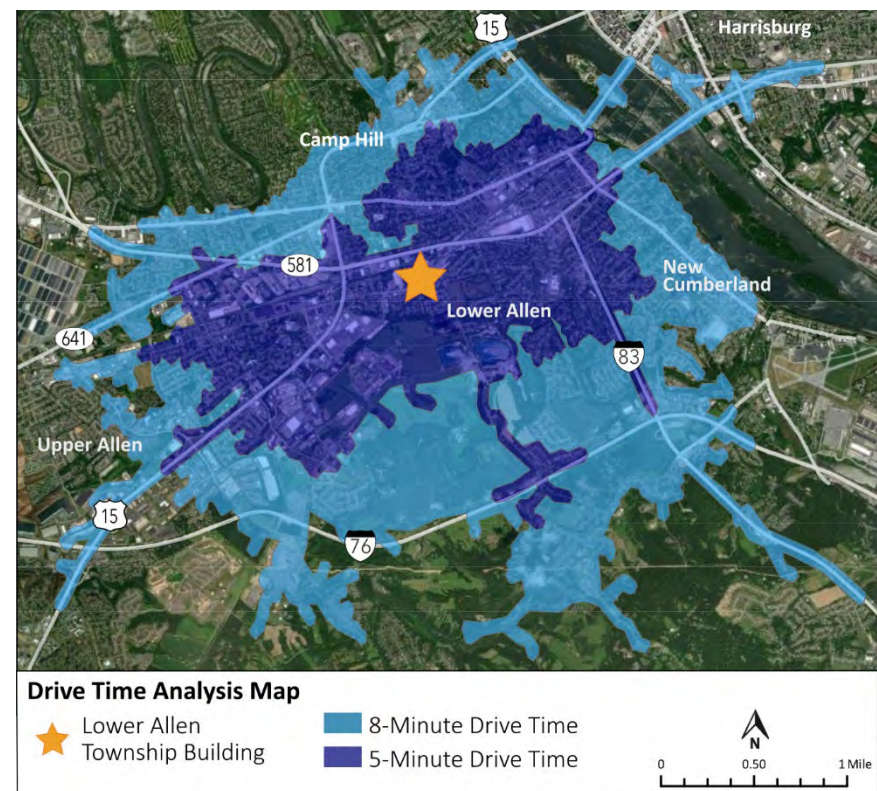
Data showed daytime population within the trade areas are slightly higher when compared to the residential population, generally meaning there is not an overall large inflow or outflow of workers, particularly in the immediate 5-minute trade area where there is only 1,717 more people in the trade area during daytime hours. Accordingly, the consumer base stays relatively consistent day to evening, and on weekends.

¹ 2020 U.S. Census data was released after the Market Analysis section was prepared. Please note the most recent Census data indicates the Township’s current 2020 population as 20,099.

Table 3: Population Change, 2000-2025

	2010	2020	2025	% Change 2010 -2020
5-Minute Trade Area	20,911	22,029	22,596	5.3%
8-Minute Trade Area	42,721	45,571	47,001	6.7%
Lower Allen Township	17,980	19,607	20,578	9.0%
Cumberland County	235,406	255,665	266,292	8.6%

Figure 35: Drive Time Analysis from Lower Allen Township Building



Population by Age and Education

Based on 2020 estimates, the median age in the 5-minute trade area is 40.6 years, compared to the 8-minute trade area which has a higher median age of 42.8 years. Both are generally consistent with the median age of 42.0 in Cumberland County.

Levels of educational attainment in the 5-minute trade area is also consistent with County averages. In 2020, 22.3% of residents in the 5-minute trade area held bachelor's degrees, compared to 22.9% countywide. In the Township, 24.3% of residents have bachelor's degrees.

Housing

In both the 5-minute trade area and Lower Allen Township, housing tenure has been shifting from owner-occupied to renter-occupied, with renter occupied increasing by 5.1% and 7.0% in the 5-minute trade area and Township, respectively. This trend is national, as millennials have delayed forming families compared to older generations and prefer the convenience of renting over homeownership. Vacancy rates are slightly higher in the 5-minute trade area (6.6% in 2020) but are generally consistent with Township and County trends. Vacancy includes homes that are listed for sale or are being renovated and, generally, may hover near 5-10%. In Pennsylvania, the current vacancy rate is 11.4%.

In terms of home value, the average home value in the 5-minute trade area is \$173,847. In comparison, the Township's average home value is \$187,957.

Income

Median household income, and changes in median household income over time, can provide insight into the potential spending power of consumers in an area. The 5-minute trade area had a median household income of \$59,963 in 2020. The 8-minute trade area had a median household income of \$70,028. Comparably, Lower Allen Township had a median household income of \$62,758 in 2020.

Retail Trends

A retail gap analysis is a tool used to better understand the potential for new retail and restaurants in a community. The analysis compares the supply, represented by the number of sales to customers, and demand, represented by consumer spending. The data can show a "leakage" (where residents are leaving the community for their shopping needs) and a "surplus" (where stores within an area are drawing customers from outside the community to shop).

- **Demand:** The amount of spending by consumers in a trade area

- **Supply:** Estimated sales to consumers in a trade area
- **Positive Gap:** There is not enough supply to meet resident demand. Shows a potential for new stores.
- **Negative Gap:** The trade area is drawing in consumers from outside the trade area. Supply exceeds local demand and, therefore, is being purchased by outside residents.

Table 4: Retail Gap Analysis 5-Minute Trade Area, 2020

Industry	Demand	Supply	Gap
Motor Vehicles & Parts Dealers	\$57,795,897	\$60,565,161	(\$2,769,264)
Food & Beverage Stores	\$50,954,297	\$103,137,745	(\$52,183,448)
General Merchandise Stores	\$41,237,478	\$96,455,717	(\$55,218,239)
Food Services & Drinking Places	\$28,604,435	\$59,354,367	(\$30,749,932)
Gasoline Stations	\$27,053,509	\$50,439,177	(\$23,385,668)
Building Materials, Garden Equipment & Supply Store	\$17,455,926	\$36,084,890	(\$18,628,964)
Health & Personal Care Stores	\$17,154,125	\$54,803,901	(\$37,649,776)
Clothing & Clothing Accessories Stores	\$15,474,339	\$46,937,718	(\$31,463,379)
Miscellaneous Store Retailers	\$604,142	\$2,086,784	(\$1,482,642)
Furniture & Home Furnishings Stores	\$9,801,950	\$14,554,965	(\$4,753,015)
Electronic & Appliance Stores	\$9,051,315	\$27,029,239	(\$17,977,924)
Sporting Goods, Hobby, Book & Music Stores	\$7,934,106	\$40,455,965	(\$32,521,859)
Nonstore Retailers	\$5,740,759	\$1,579,766	\$4,160,993

Market Analysis Findings

The Study Area's position as a regional and community destination, given the presence of the Capital City Mall and other community shopping centers provides a built-in market for new commercial development. A stable residential and daytime population base also supports the smaller neighborhood shopping centers, which boast low vacancy rates. Overall, the Study Area can support redevelopment from a market vantage point.

The findings demonstrate that the Township is an existing retail destination. Its supply exceeds local demand and sales are driven by consumers located outside of the Study Area. This is due to the Study Area's existing regional and community shopping centers conveniently served by US 15 and PA 581. This existing consumer base and regional draw to the Corridor bodes well to support future commercial development.

Urban Form

Urban Sprawl

The Corridor's urban form features low-density development extending along most of the corridor between the Boroughs of Shiremanstown and Lemoyne. This type of development pattern consumes large amounts of land yet leaves much of it frequently unoccupied. Distance between uses and ample parking discourages active transportation and promotes automobile dependency, and is associated with environmental pollution, increased infrastructure costs, inequality, and social homogeneity. The Corridor has little consideration for pedestrians and bicyclists and presents traffic safety challenges.

Underutilization of Land/Overparked

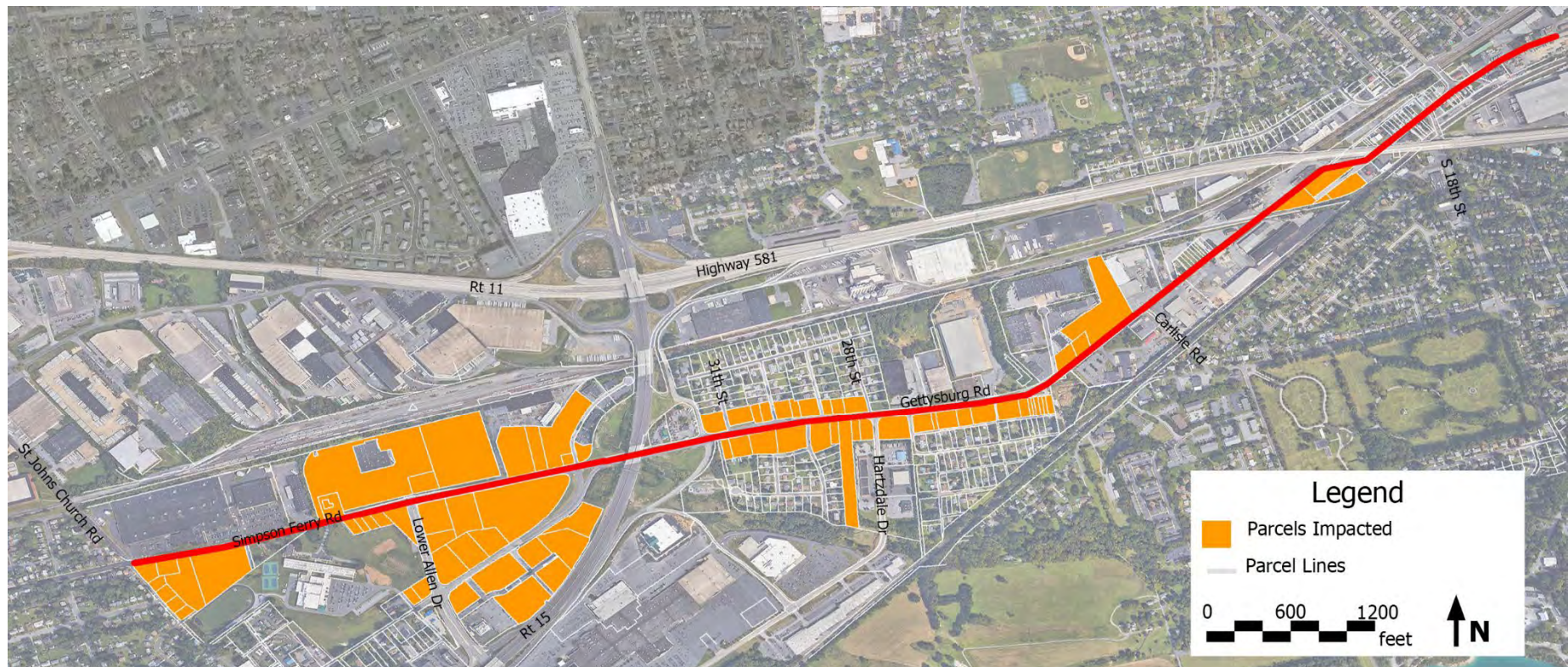
The image below shows how the majority of road frontage along Simpson Ferry Road and Gettysburg Road is used for overflow parking, unused lot frontage, and access points as opposed to highly utilized spaces and pedestrian/bike facilities.

While symptomatic of many strip retail corridors, suburban communities across the nation now recognize the innate challenges associated with this style of development and underutilization of land. Frequent curb cuts and individual parking lots result in ample parking, yet poor connectivity for drivers, bicyclists, and pedestrians alike.

Lack of Urban Form and Character

Absent sidewalks, trees, and landscaping, the Corridor also lacks many urban design principles. Many properties along Gettysburg Road are set back a large distance from the road. As a result, the corridor feels very wide, and drivers barely notice the buildings as they drive by. There is a lack of visual interest, and no sense of being in an identifiable place. There is little indication at any point along the corridor that a new township has been entered. Walkable streetscape should provide continuous sidewalks, safe and clearly demarcated crosswalks, and buildings closer to the street where they are visible to pedestrians and vehicles alike.

Figure 36: Underused Parcels Along the Gettysburg Road Corridor



Recommendations

Three primary goals have been established as part of the Gettysburg Road Corridor Master Plan and serve as the building blocks for successful implementation.

Goal A: Redevelop Select Sites Along the Gettysburg Road Corridor

Recommendation A-1: Adopt the Master Plan as an amendment to the Township's 2018 Comprehensive Plan.

Lower Allen Township's most recent Comprehensive Plan was completed and adopted in 2018. The Plan evaluates four study areas in the Township with unique recommendations for each. The Master Plan is located within the US 15/Central Study Area.

As the official land use guide for the Township, it is critical that the Comprehensive Plan recognizes the Gettysburg Road Corridor Master Plan and, further, adopts the Master Plan as a neighborhood specific element. In doing so, the Township will continue to create a cohesive vision for the Township that builds upon this planning effort.

Recommendation A-2: Amend Lower Allen Township's Zoning Ordinance, Zoning Map, and Subdivision and Land Development Ordinance to permit a well-designed and sustainable mixed-use town center in the Study Area and appropriate infill redevelopment.

Goal A-2 recognizes that Lower Allen Township will play a critical role in shepherding the process for the implementation of Goals B and C. Zoning changes are necessary to legally enable the type of well-designed, mixed-use redevelopment envisioned and recommended from this planning effort. Accordingly, Recommendation A-2 is to amend the Township's Zoning Ordinance and Subdivision and Land Development Ordinance to permit mixed-uses and regulate form and density. Likewise, the Township will also need to consider appropriate amendments to its Subdivision and Land Development Ordinance to ensure the recommended Complete Streets and Active Transportation improvements are permitted and that appropriate design standards are included in the ordinances.

Recommendation A-3: Amend Lower Allen Township's Official Map to incorporate the public right-of-way improvements for the recommended surface transportation and stormwater management needs.

Goal B outlines a series of public infrastructure improvements that are vital to the creation of the desired town center and improved connectivity throughout the Corridor. Based on the concept plans, it is recommended that Lower Allen Township update its Official Map to reflect the public right-of-way improvements desired, such as the bike lane and stormwater improvements.

Recommendation A-4: Identify target sites for potential acquisition and assemblage for redevelopment.

Discussions with Lower Allen Township staff and urban design workshop participants identified several key property redevelopment opportunities along the Gettysburg Road Corridor primarily located in the Western and Central segments. Such opportunities may require the acquisition and assemblage of certain properties to create a unified and financially feasible development approach that would help achieve the Corridor's economic development objectives.



Goal B: Improve Public Infrastructure along the Gettysburg Road Corridor

Recommendation B-1: Conduct design and engineering level analysis of recommended Complete Street improvements and other infrastructure upgrades to identify near-term projects (e.g., public off-site improvements) as well as long-term projects in conjunction with future redevelopment.

The Gettysburg Road Corridor Master Plan is a planning level study; the recommended surface transportation and stormwater improvements will require design and engineering analysis to finalize plans and specifications, estimate probable costs, and program specific programs for implementation. The Master Plan includes both near-term projects that could be completed without private sector investment, such as a bidirectional bike lane, as well as long-term improvements that may ultimately be informed by future redevelopment.

Recommendation B-2: Coordinate the proposed stormwater management improvements adjacent to the former US 15 interchange with the Pennsylvania Department of Transportation.

In the western segment, the Master Plan envisions a bioretention ecological park located on both sides of US 15 that would serve both as a stormwater management tool and a public open space amenity. As a next step, Lower Allen Township should commence coordinating with PennDOT to develop a feasibility and implementation plan for the proposed bioretention ecological park. The goal of this initiative is to support the Township's successful Municipal Separate Storm Sewer System (MS4) program.

Recommendation B-3: Implement Complete Street improvements to enhance multimodal accessibility and connectivity throughout the Gettysburg Road Corridor.

Based on Recommendations B1 and B2, the Township should implement Complete Street improvements throughout the Corridor through incremental phasing in tandem with redevelopment projects.

Goal C: Ensure the Successful Implementation of the Master Plan through Partnerships and Funding

Recommendation C-1: Continue to collaborate with public and private partners to advance the Master Plan through a phased implementation process.

The Master Plan goals and recommendations were developed in close coordination with a variety of stakeholders. As the process transitions to implementation, continued collaboration with all stakeholders is crucial to a successful outcome given the private ownership of parcels throughout the Corridor. In addition to redevelopment, partnerships with private entities can facilitate the addition of screening in industrial areas, enable easement access to create new trail connections, and enhance pedestrian and bicycle amenities throughout the corridor, such as the installation of bicycle racks at local stores.

Meetings should be held with PennDOT to proactively share the vision and identify any challenges as it relates to compliance with PennDOT regulations and standards. Additionally, the Township should coordinate with adjacent municipalities, Cumberland County, TCRPC, and PennDOT to create a coordinated active transportation network for the multi-municipal corridor.

Recommendation C-2: Develop a funding strategy for the proposed public infrastructure improvements.

To support implementation of the public right-of-way improvements, the Township may wish to explore the adoption of financing mechanisms in addition to the pursuit of grants and loans. A public funding strategy could potentially include a transportation impact fee, tax increment financing (TIF), local economic revitalization tax assistance (LERTA), grants, and/or low-interest loans. For example, a transportation impact fee ordinance pursuant to the Pennsylvania Municipalities Planning Code (MPC) Article V-A authorizes municipalities to enact a fee to cover the cost of off-site roadway improvements that are necessitated by new land development. Permitted uses of transportation impact fees include both pre-construction and construction costs, such as acquisition, planning, design engineering, engineering, debt service, and construction. Transportation impact fees charge a fee to the private entity based on the new total trip generation estimate for a land development project. As a general rule, an impact fee amount of \$1,000 per peak hour trip can be used.

The Township should initiate contact with state and local agencies to share the Master Plan vision and explore funding opportunities.

Implementation Matrix

Recommendations	Corridor-Wide	Western Segment	Central Segment	Eastern Segment
Goal A: Redevelop Select Sites Along the Gettysburg Road Corridor				
<p><i>Recommendation A-1:</i> Adopt the Master Plan as an amendment to the Township's 2018 Comprehensive Plan</p> <p><i>Estimated Cost:</i> \$</p>	<ul style="list-style-type: none"> Adopt Master Plan as an amendment to 2018 Comprehensive Plan 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A
<p><i>Recommendation A-2:</i> Amend Lower Allen Township's Zoning Ordinance, Zoning Map, and Subdivision and Land Development Ordinance to permit a well-designed and sustainable mixed-use town center in the Study Area and appropriate infill redevelopment.</p> <p><i>Estimated Cost:</i> \$\$</p> <p><i>Recommendation A-3:</i> Amend Lower Allen Township's Official Map to incorporate the public right-of-way improvements for the recommended surface transportation and stormwater management needs.</p> <p><i>Estimated Cost:</i> \$</p> <p><i>Recommendation A-4:</i> Identify target sites for potential acquisition and assemblage for redevelopment.</p> <p><i>Estimated Cost:</i> \$\$</p>	<ul style="list-style-type: none"> Reduce zoning districts in the Study Area from five to two: Town Center and Commercial Industrial Identify target sites for potential acquisition and assemblage by the Lower Allen Township Development Authority for redevelopment 	<ul style="list-style-type: none"> Transects in this segment: T-3.5, T-4, and T-5 Official Map: Bidirectional bike lane Official Map: Bioretention ecological park on PennDOT right-of-way at former US 15 interchange 	<ul style="list-style-type: none"> Transects in this segment: T-2, T-3, and T-4 Official Map: Bidirectional bike lane Official Map: Linear trail from Cedar Spring Run north to Borough of Camp Hill boundary 	<ul style="list-style-type: none"> Transects in this segment: T-2 and T-3 Official Map: Bidirectional bike lane on Gettysburg Road and sharrows along State Road

Recommendations	Corridor-Wide	Western Segment	Central Segment	Eastern Segment
Goal B: Improve Public Infrastructure along the Gettysburg Road Corridor				
<p>Recommendation B-1: Conduct design and engineering level analysis of recommended Complete Street improvements and other infrastructure upgrades to identify near-term projects (e.g., public off-site improvements) as well as long-term projects in conjunction with future redevelopment.</p> <p><i>Estimated Cost: \$\$\$\$</i></p> <p>Recommendation B-2: Coordinate the proposed stormwater management improvements adjacent to the former US 15 interchange with the Pennsylvania Department of Transportation.</p> <p><i>Estimated Cost: \$</i></p> <p>Recommendation B-3: Implement Complete Street improvements to enhance multimodal accessibility and connectivity throughout the Gettysburg Road Corridor.</p> <p><i>Estimated Cost: Varies based on phasing and specific improvements.</i></p>	<ul style="list-style-type: none"> • Prioritize near term public infrastructure projects and engage a design and engineering firm to prepare alternatives and probable costs • [Summary of recommended improvements outlined in adjacent columns] 	<ul style="list-style-type: none"> • Narrow travel lanes to 11' and use space gained to add on-street parking and midblock crossings • Create bidirectional bike lane on the south side of Simpson Ferry Road using existing pavement • Realign Gettysburg Road at Simpson Ferry Road to remove right turn slip lane • Add crosswalk at Lower Allen Drive and Simpson Ferry Road featuring bumpouts and bike lane crossing • Create a bioretention ecological park on PennDOT right-of-way at former US 15 interchange • Convert a segment of the turn lane to a midblock pedestrian island with a staggered crosswalk at Gettysburg Road 	<ul style="list-style-type: none"> • Option 1 Travel Lanes: Replace central turn lane with central median with turn pockets at intersections • Option 2 Travel Lanes: Reduce travel lanes to one in each direction with on-street parking and curb bumpouts at corners • Narrow travel lanes to 11' and use the remaining space to accommodate a bike lane • At Cedar Spring Run Park, add a planted median to facilitate pedestrian crossings • Option 1 Slip Ramp: Remove existing slip lane • Option 2 Slip Ramp: Retain slip lane by realigning entry • Create bidirectional bike lane on the south side of Gettysburg road using existing pavement • Continue to explore the pedestrian creek crossing at Cedar Spring Run under the railroad overpass • Explore easements with property owners north of Cedar Spring Run Park and the Corridor to establish a future linear park connection to the Borough of Camp Hill 	<ul style="list-style-type: none"> • Narrow travel lanes to 11' • Add a grass median on the west side of 18th Street to slow traffic as vehicles approach the underpass and enter the Township • Repurpose the area under the PA 581 overpass as recreation, public art, and park space • At the roadway curve near the PA 581 overpass, add bumpouts to calm traffic in place of the existing shoulder • Add on-street parking where there is 8' or more of excess right-of-way • Create a bidirectional bike lane on State Road (alternatively, create an on-street bike lane on State Road using sharrows • Install ADA-compliant curbs at each corner of the intersection at 18th Street

Recommendations	Corridor-Wide	Western Segment	Central Segment	Eastern Segment
Goal C: Ensure the Successful Implementation of the Master Plan through Partnerships and Funding				
<p><i>Recommendation C-1:</i> Continue to collaborate with public and private partners to advance the Master Plan through a phased implementation process.</p> <p><i>Estimated Cost: Varies based on phasing and specific improvements.</i></p> <p><i>Recommendation C-2:</i> Develop a funding strategy for the proposed public infrastructure improvements.</p> <p><i>Estimated Cost: \$</i></p>	<ul style="list-style-type: none"> • Share Master Plan with property owners • Coordinate with adjacent municipalities, Cumberland County, TCRPC, and PennDOT to create a coordinated active transportation network for the multi-municipal corridor • Brief the state legislative delegation to build support for future funding requests 	<ul style="list-style-type: none"> • Share Master Plan with Hampden Township and discuss Harrisburg West Shopping Center as part of the overall town center vision 	<ul style="list-style-type: none"> • Pursue a partnership with property owners along the desired linear trail and funding for a stormwater project at that location 	<ul style="list-style-type: none"> • Engage property owners to explore screening for existing industrial uses • Engage PennDOT to explore the addition of gateway signage on the PA 581 overpass



GETTYSBURG ROAD CORRIDOR MASTER PLAN

LOWER ALLEN TOWNSHIP

ADOPTED NOVEMBER 22, 2021

Michael Baker
INTERNATIONAL

