



Sense of Place Chapter – Derry Twp. Comprehensive Plan

Planning Commission
April 15, 2013



1991 Comprehensive Plan – Urban Design Guidelines Chapter

- Created an Urban Design Strategy
- Recommended Public/Private Urban Design “Partnerships”
- Developed Urban Design Performance Guidelines

COMPREHENSIVE PLAN
1991
THE TOWNSHIP OF DERRY, PENNSYLVANIA



Adopted by
THE DERRY TOWNSHIP
BOARD OF SUPERVISORS

January 29, 1991

Consultants
The Cox Company
Comprehensive Planning • Transportation Planning • Environmental Consultants
Charlottesville, Virginia

1991 Comprehensive Plan – Preservation & Revitalization Plan for Chocolate Avenue

- Promoted a “Main Street” identity for Chocolate Ave
- Focused on architectural character & theme
- Created a conceptual preservation & redevelopment plan
- Identified a traffic and parking plan
- Developed a plan for pedestrian improvements
- Discussed a Hershey Center Concept Plan

Community Survey Responses

- **What makes Derry Township unique?** (Top 10 Responses)
 - Low Crime Rates
 - Quality Schools
 - Access to Quality Healthcare
 - Biking/Walking Paths
 - Small Town Atmosphere
 - Community Appearance & Aesthetics
 - Scenic/Natural Beauty
 - Community History & Heritage
 - Close to Major Cities
 - Distinctive Community Character

Community Survey Responses

- **What character elements do residents take notice to when in other towns?**
 - Downtowns (Pedestrian oriented, bike lanes/trails, walkable)
 - Commercial Centers (Shopping, dining, cultural opportunities)
 - Smaller scale shopping opportunities (Boutiques & specialty stores)
 - Streetscape (Lighting, landscaping, green areas/parks)
 - Mass transit

Sense of Place Objectives



- Preserve the integrity and unique character of Derry Township, including the legacy of Milton S. Hershey in creating a model industrial town.
- Balance the needs of residents with those of visitors (services, infrastructure, etc.) – support Hershey as a place to live and work, and as a regional destination.
- Blend historic and cultural preservation with modern infrastructure and amenities.

Objectives by Planning District

● Downtown/Chocolate Ave.

- Create a true “center” that can function as both a community-defining symbol and a physical gathering place.
- Convert Chocolate Avenue from a high-traffic thoroughfare to a mixed-use “main-street” with streetscape improvements including street trees, storefronts, landscape amenities, and on-street parking.
- Ensure the new construction is compatible in scale and form and consistent with “main street” character by implementing design standards.

● Route 743 South Corridor

- Provide visual and safety buffers along Route 743.
- Promote the preservation of open spaces and the continuation and expansion of existing uses.

Objectives by Planning District

● Hersheypark Drive Corridor

- Preserve the bucolic open space buffers along the corridor for their positive visual impact and identity-setting value.
- Ensure that industrial and office uses blend into the surrounding district.
- Create mixed-use commercial areas to promote more integrated activities and efficient infrastructure.

● Palmdale

- Encourage concentrated areas of commercial activity (vs. scattered and isolated) to create critical mass, generate interest and enhance the success rate of individual businesses.
- Make use of sidewalks and other means of internal connectivity to create walk-able destination(s).

Objectives by Planning District

- **Medical Center/HCAR Area**

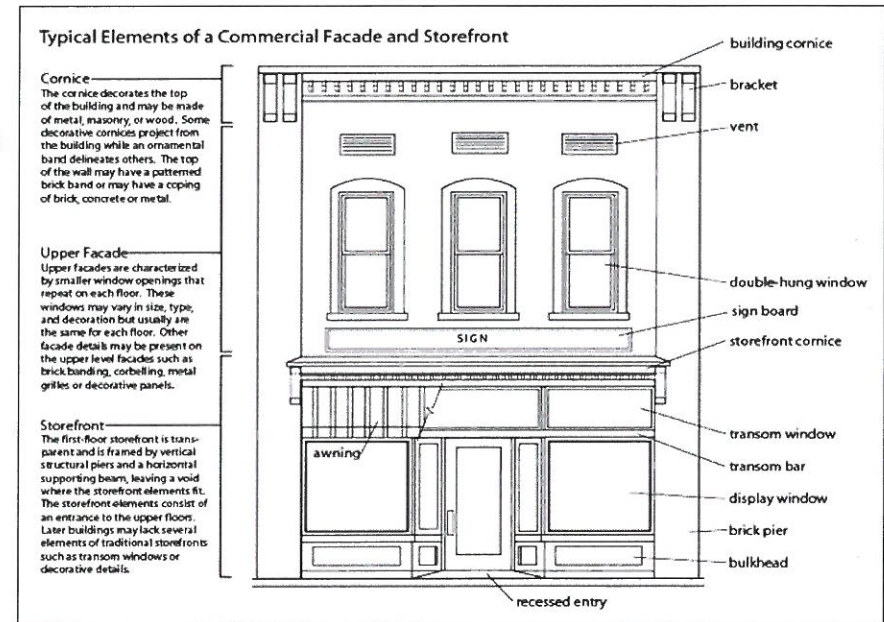
- Create planning incentives to encourage development of a gateway neighborhood to Hershey.
- Provide internal connectivity for bikes and pedestrians.

- **Waltonville/Middletown Road Corridor**

- Establish mixed use centers with shared access and parking.
- Promote a healthier community and reduce automobile dependency for residents by providing bike and walking paths that connect to neighborhood amenities.

Implementation Strategies

- Determine appropriate revisions of current Chocolate Ave. design recommendations; formulate design requirements.
 - Identify predominant architecture in downtown.
 - Include photos and diagrams for better clarity and understanding of requirements.
 - Elements should include requirements for:
 - Building Materials
 - Site Features
 - Building Mass/Orientation
 - Streetscape
 - Pedestrian Circulation
 - Parking Design
 - Signs & Lighting



Implementation Strategies

- **Revise setback requirements for developed areas (Downtown, Palmdale, Swatara Station).**
 - Require all setbacks to be consistent with historic development patterns.
 - Permit rear detached garages closer to alleys.
 - Permit reduced setbacks for improvements that seek to preserve historic integrity of buildings.
 - Consider build-to lines in-lieu of traditional setbacks to allow buildings to come closer to the sidewalk.



Implementation Strategies

- **Consider adding historic preservation requirements to zoning ordinance for downtown and village.**
 - Could either be done under the PA Historic District of 1961, Act 167, or as an overlay zoning district under PA MPC requirements. Each has its pros and cons.
 - Outcome of the historic preservation should not be to hinder improvements but to require careful consideration to community character.
 - Community outreach and education will be essential.
 - Need clear, consistent and measurable standards for preservation.



Implementation Strategies

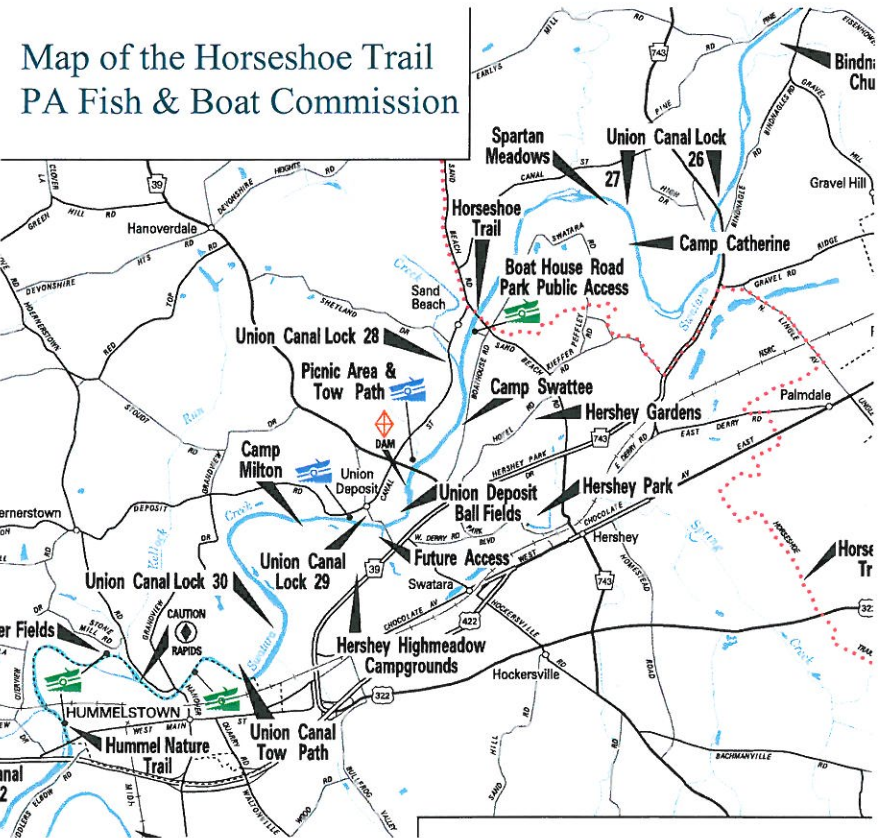


Richmond Square, Manheim Township, Lancaster County

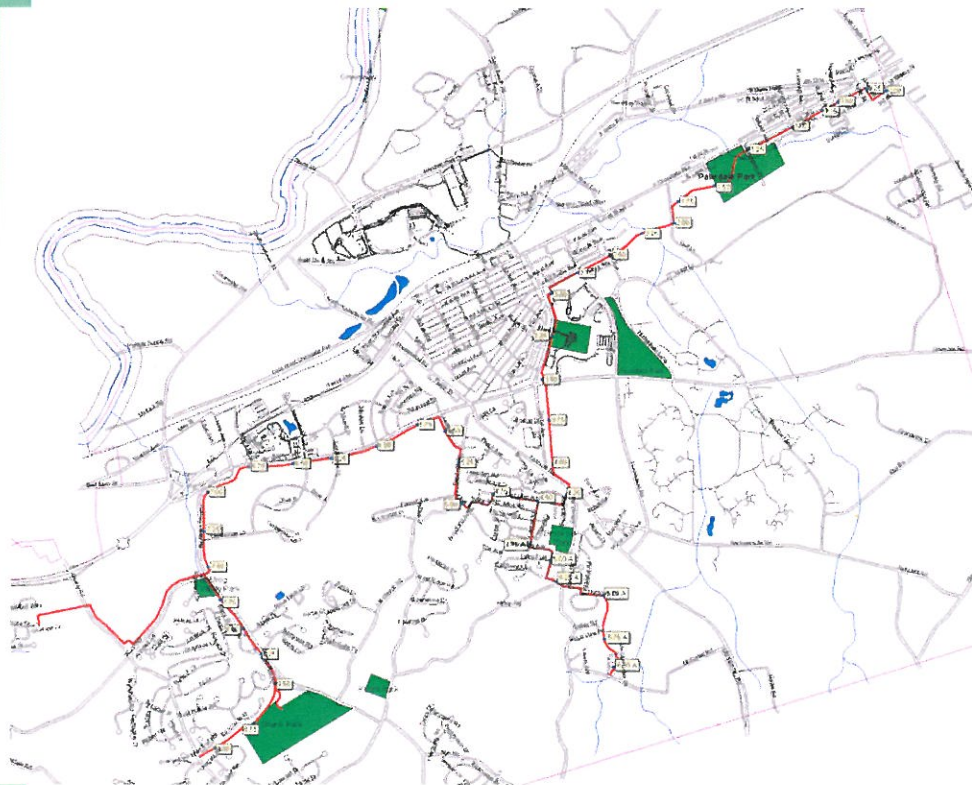
- **Review zoning regulations to permit mixed residential and commercial uses in identified areas.**
 - Identify appropriate areas for mixed-use buildings, including live/work units.
 - Draft revisions to current cluster development regulations to provide density incentives & mixed residential dwelling types.
 - Provide incentives for active adult communities.
 - Consider adding design incentives for multi-family and commercial uses to encourage uniquely designed buildings that add to the Sense of Place.

Implementation Strategies

- Consider revising zoning regulations to further promote preservation of open spaces, woodlands and farmlands on the periphery of the Township.
 - Encourage the continuation of agricultural activities.
 - Consider growth trends in agri-tourism (wineries, u-pick operations, agricultural co-ops).



Implementation Strategies



- **Continue to provide extensions of the Township trail network.**
 - Establish corridors to connect neighborhoods and districts.
 - Explore regulatory tools such as Official Maps that enable the identification of future trail improvements.
 - Review adjacent municipal trail plans.

Implementation Strategies

- **Explore available options in promoting local businesses that offer services unique to Derry Township (Marketplaces & Artisan Centers)**
- **Establish more formal partnerships with community organizations that will continue to support and assist with revitalization efforts in the downtown**