



# From Big Rigs to Buggies: A Lincoln Highway for All Users

# Introductions

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# Order of business

- 1 Background** Kip
- 2 Planning** Doug
- 3 Implementation** Tara
- 4 Questions**

# Background

- The disease
- Our patient: Lincoln Highway
- The prescription
- The treatment plan



# The disease: **the miracle mile**



# Our patient: **Lincoln Highway**



# Symptoms

- Unattractive environment
- Development unrelated to tourism
- Aging properties
- Role in county's "tourism mix" is unclear
- Safety and mobility issues
- Businesses aren't collaborating



# The prescription



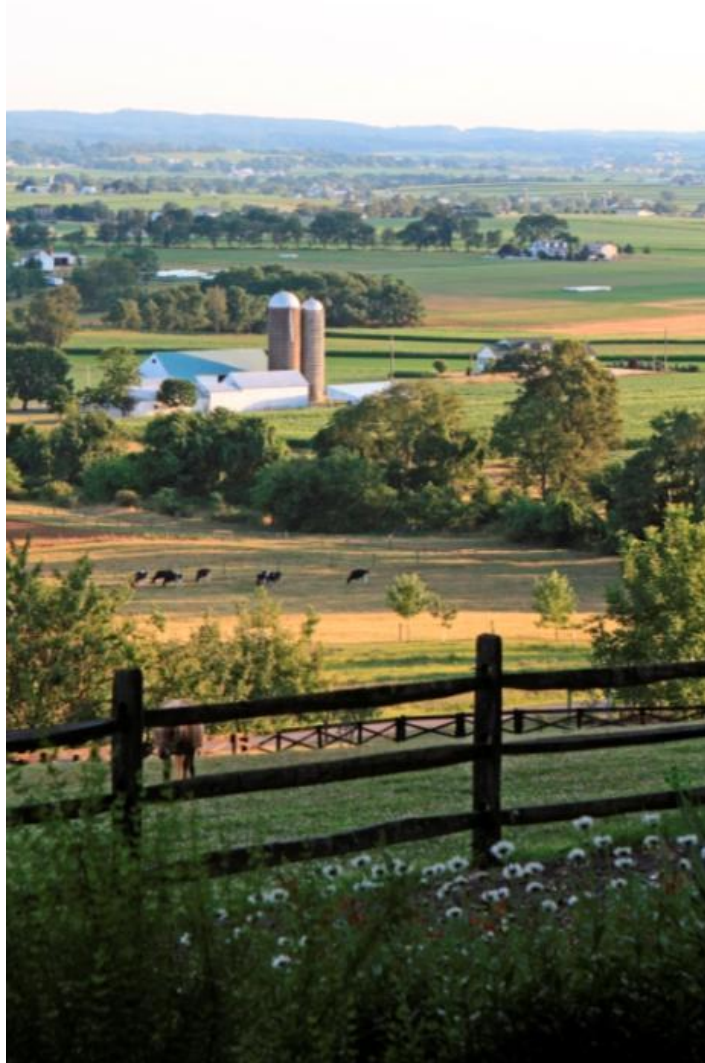
- Placemaking
- Complete Streets & active transportation





What does healthy  
look like?

It looks like . . . **a sense of place**





place



Place

How do you  
create a great place?



Through **placemaking**.

Placemaking  
is turning a place  
you can't wait  
to get through  
into one that you  
never want to leave.

*Fred Kent*





# 1st prescription: **placemaking**

- See places as they really are
- Focus on high-priority places
- Make those places better



# Lancaster Not Lancaster

City Center

Apple Store

Harrisburg Pike

Longs Park

Harrisburg Ave

Vermont Ave

Franklin and Marshall Athletic Field

Burnham Commercial

Armstrong World Industries

Lancaster Amtrak

W Roseville Rd

Service Rd

Arcadia Rd

Steel Way

Manheim Pike

Loop Rd

Abraso St

Dillerville Rd

Garfield Ave

Harrisburg Ave

Red Rose Commons

Barnes & Noble

Fruitville Pike

Erick Rd

Dillerville Rd

Glen Moore Cir

Golden Triangle Shopping Center

Keller Ave

Lancaster Amtrak

N Water St

Hess Blvd

York Rd

Chester Rd

Butler Ave

Roosevelt Blvd

Princess Ave

Pleasure Rd

Toll Gate Ln

Catholic High School Stadium

Stauff Park

Best Western Premier Eden Resort & Suites

Butler Ave

Queen Ln

Sunset Ave

Elizabeth Dr

Esbenshade Rd

Ridgedale Dr

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Seeing places as they really are . . .

as **Whole Places**

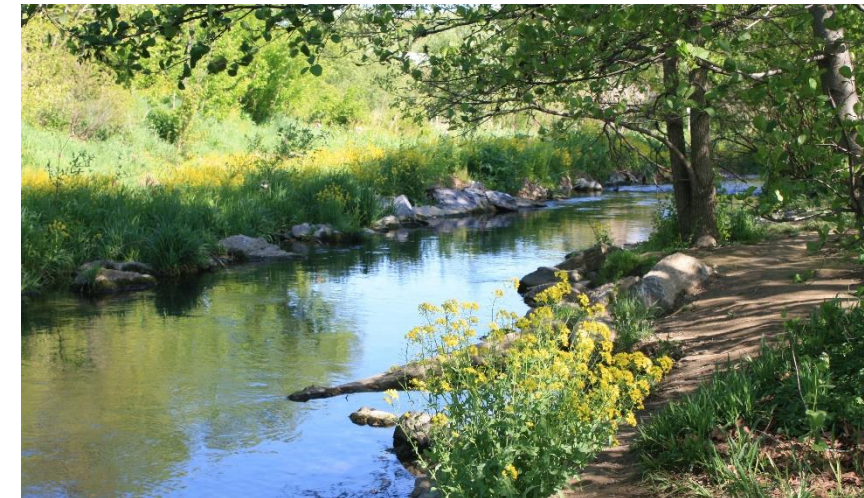
Communities



Corridors



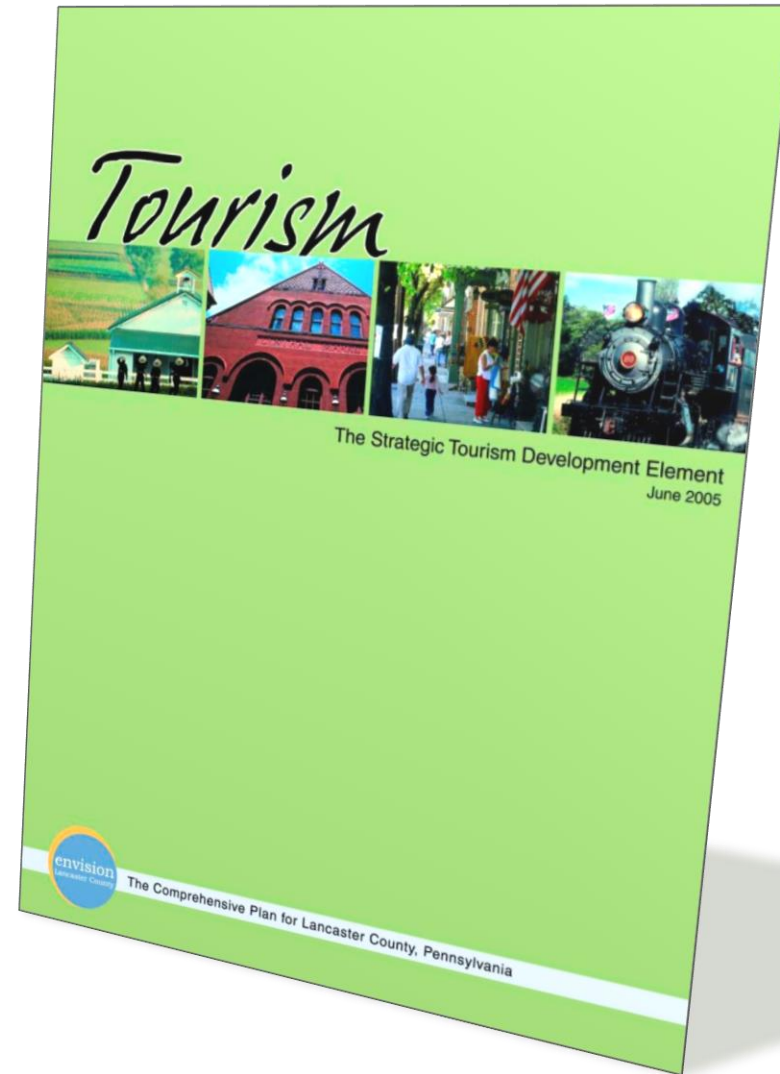
Landscapes



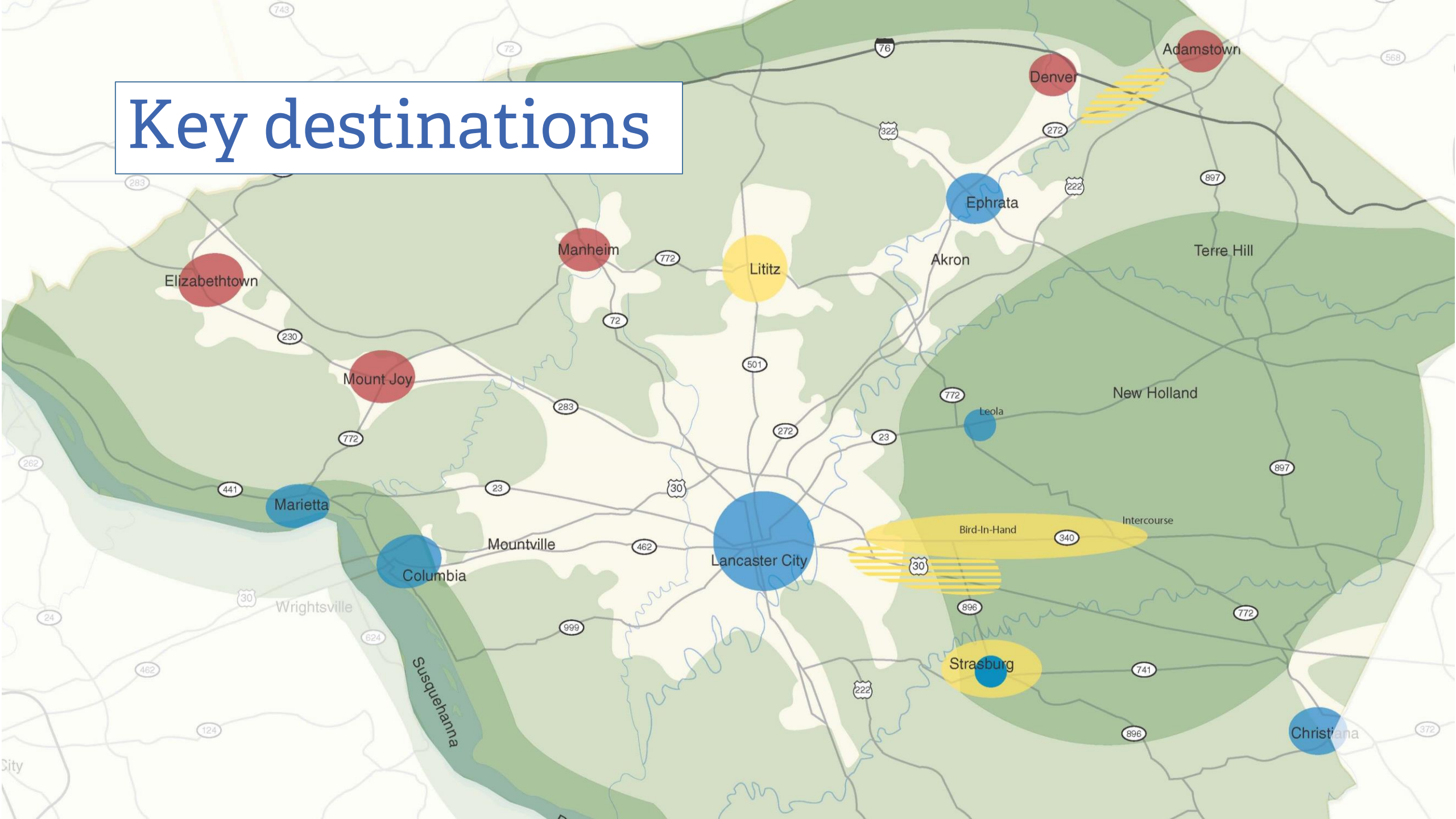


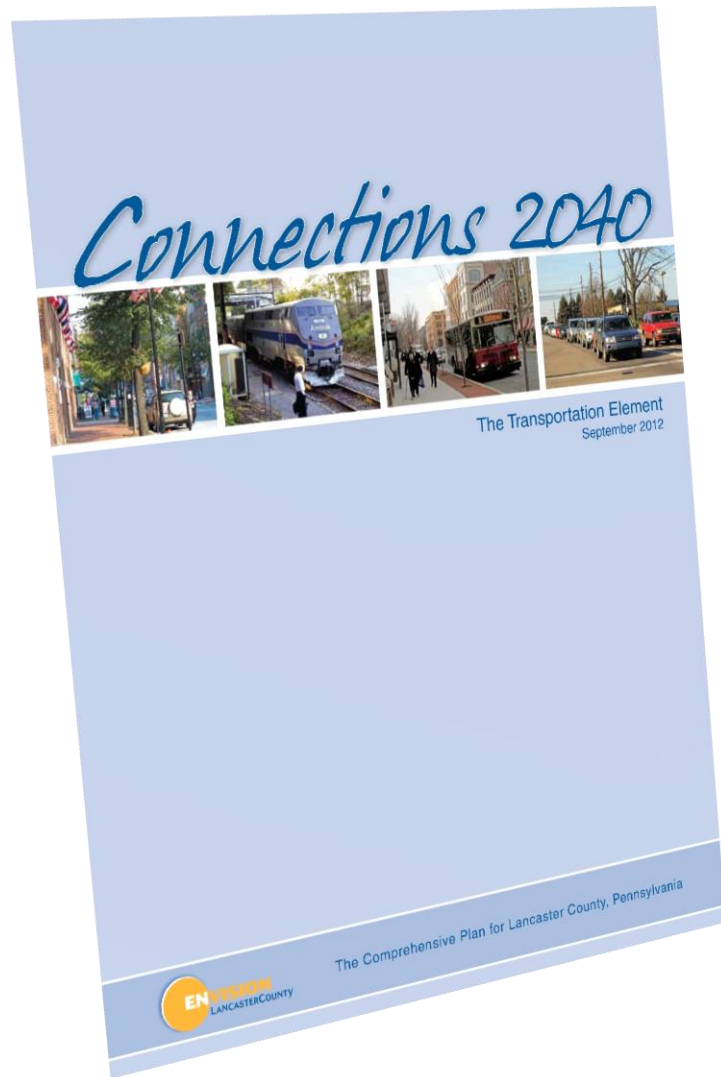
# Tourism plan

- Make things easy for visitors
- Educate and involve the community
- Focus on key destinations



# Key destinations





# Long-range transportation plan

- Create an interconnected transportation network
- Safely accommodate all users
- Make physical activity a part of everyday life

# 2nd prescription: **Complete Streets & active transportation**



Photos:  
Lancaster Newspapers



We still overbuild for cars . . .  
and underbuild for pedestrians  
and bicyclists.

# But attitudes are changing.

- Older adults and millennials prefer walkable communities
- Car ownership & use is declining
- Community character matters



# Solution: Complete Streets



Complete Streets are streets that are safe and convenient for all users and all modes.

# Lincoln Highway treatment plan

## Phase 1

- Document existing conditions
- Identify the corridor's challenges
- Get businesses on the same page
- Position the corridor for future success





# Lincoln Highway treatment plan

## Phase 2

- Provide streetscape design guidelines and specifications
- Create preliminary plans
- Develop cost estimates
- Outline an implementation plan





## Fred Kent's law

If you plan for cars and traffic, you get cars and traffic.



If you plan for people and places, you get people and places.