

Envisioning Good Design in Lancaster County and Philadelphia

APA Pennsylvania Chapter 2010 Annual Conference

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David Rouse, Wallace Roberts & Todd 

Danny Whittle, Lancaster County Planning Commission

Beth Miller, Philadelphia Community Design Collaborative

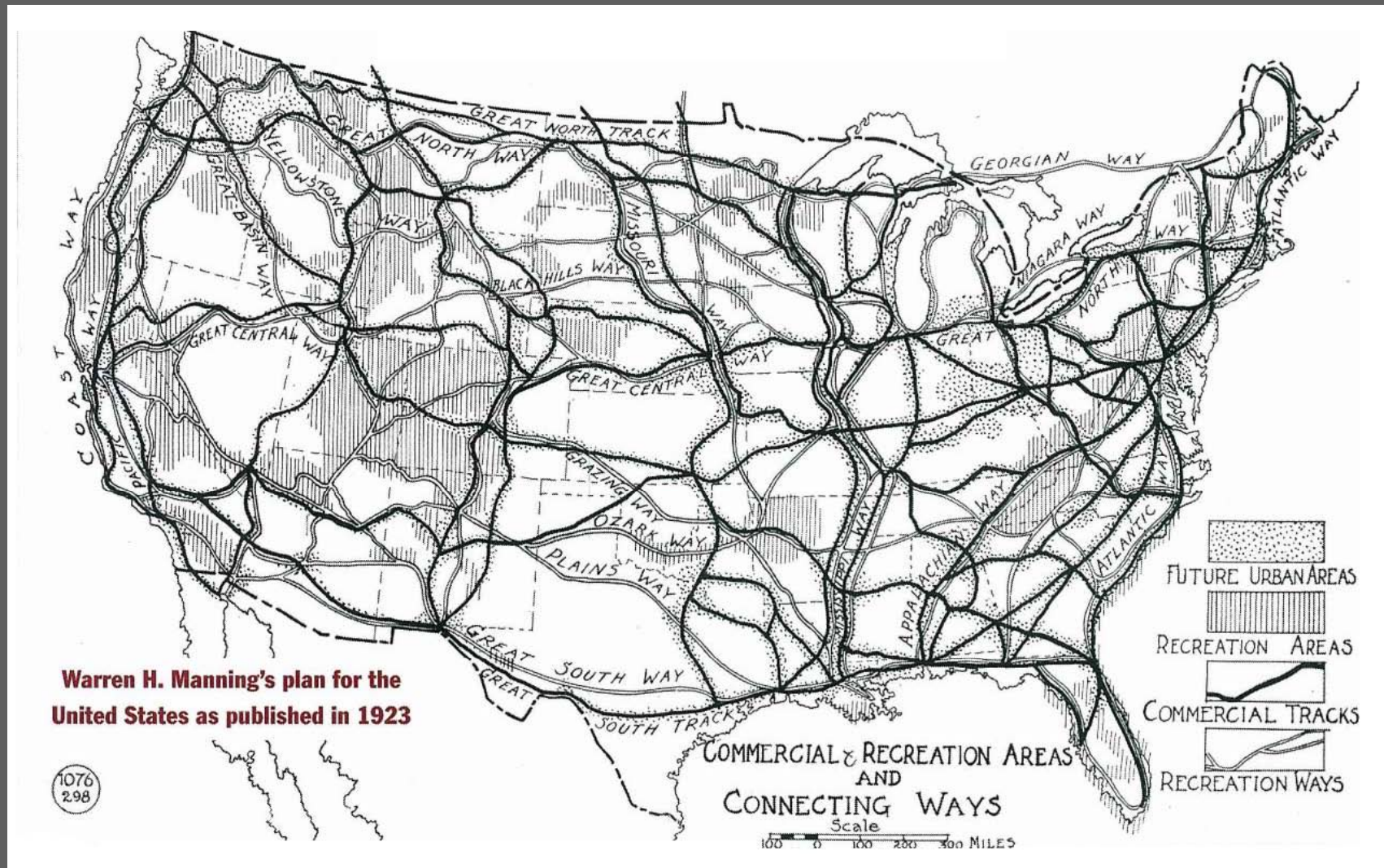


Points I Will Cover

- The intersection between planning and design
- Case studies
 - Lancaster County Comprehensive Plan
 - GreenPlan Philadelphia
- Closing thoughts about design in the market

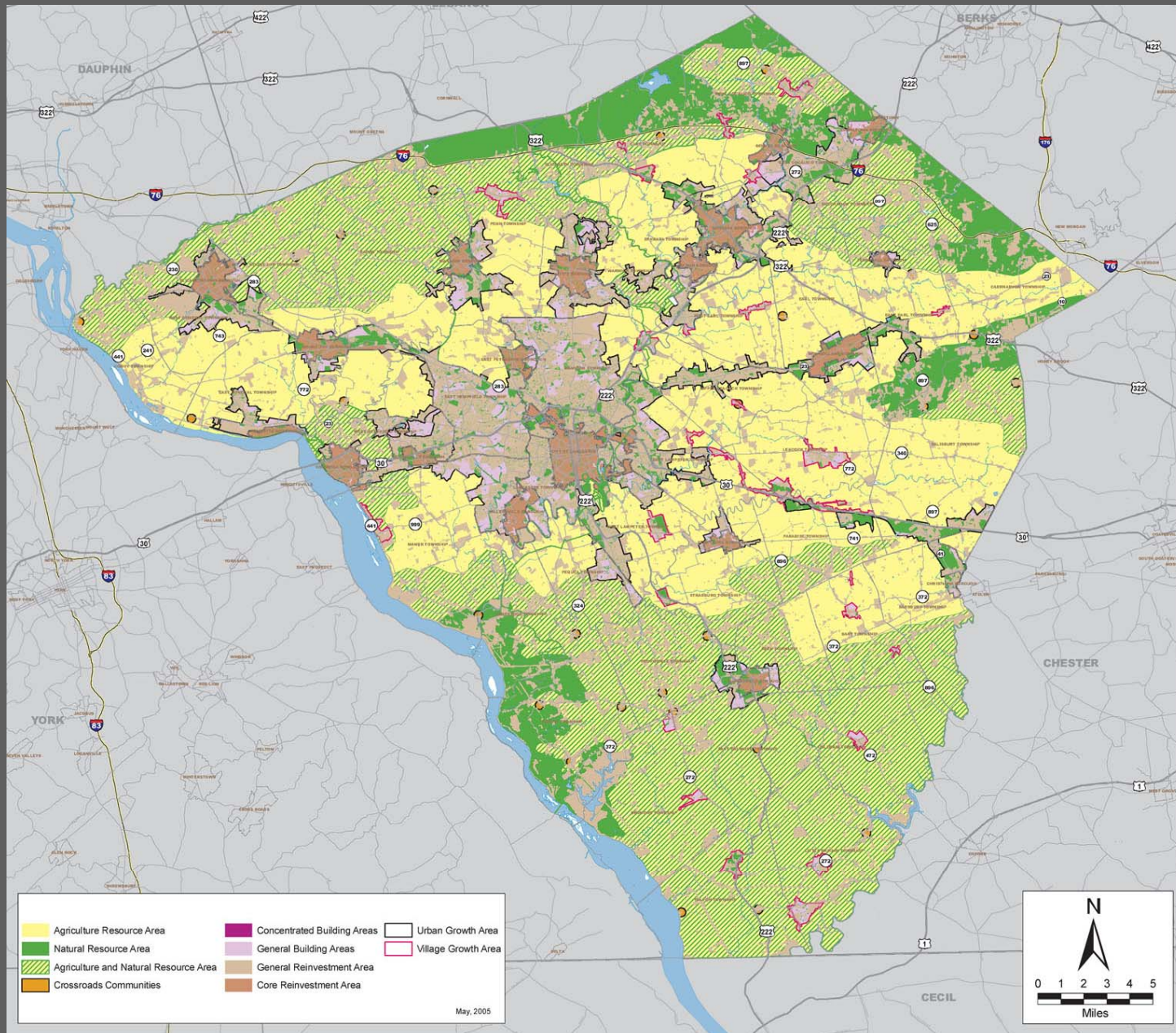


Mega-Scale Design: A Plan for the United States



Source: Landscape Architecture Magazine, September 2010

Lancaster County Growth Management Framework



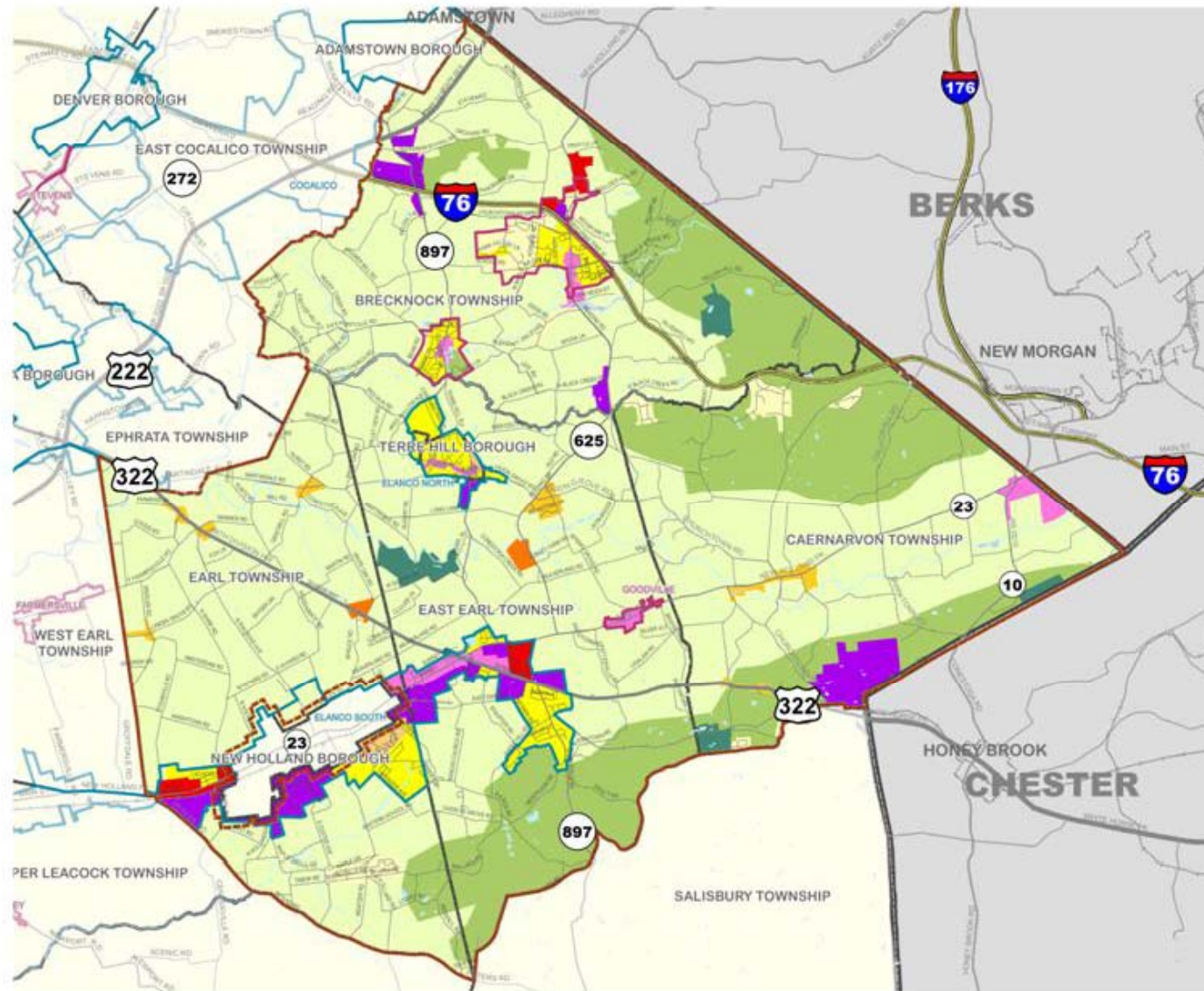
Treasured Resources



Treasured Resources



ELANCO Region Future Land Use Map



ELANCO Region Multi-Municipal Comprehensive Plan

Figure 5-4 Future Land Use

- ELANCO Region
- Designated Growth Areas**
 - Urban Growth Area (existing)
 - Village Growth Area (existing and proposed)
- Future Land Use**
 - Agricultural
 - Conservation
 - Medium Density Residential (4-7 units/acre)
 - High Density Residential (7+ units/acre)
 - Village Mixed Use
 - Mineral Recovery
 - Commercial
 - Industrial
 - Rural Neighborhood
 - Crossroad Community
 - Rural Business Center

Date: November 8, 2007

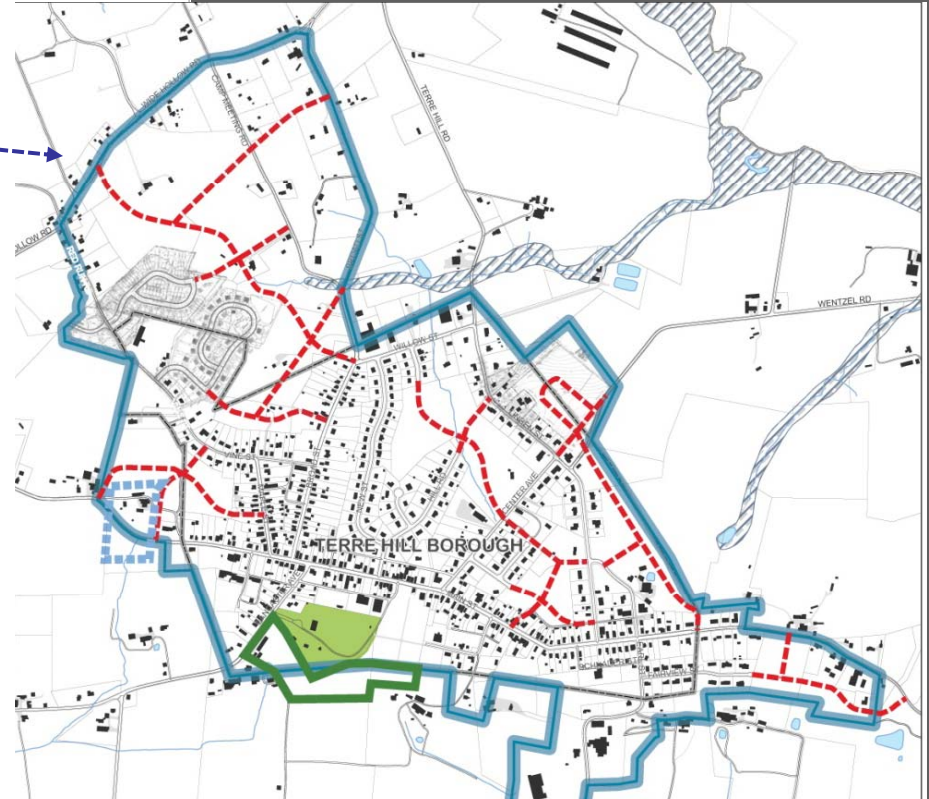
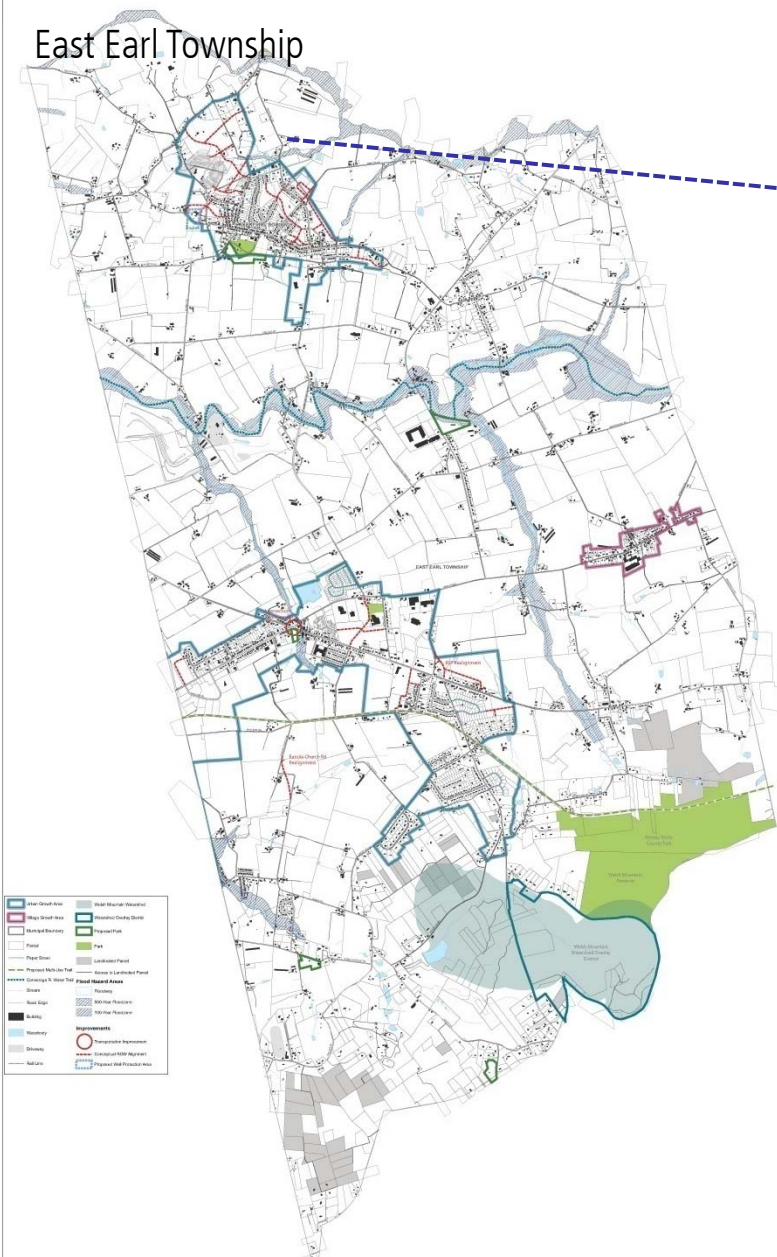
 Wallace Roberts & Todd, LLC

Data Source: Lancaster County GIS



East Earl / Terre Hill Official Map

East Earl Township



Detail of Terre Hill Borough

Notes:

1. Future roadway alignments are conceptual and illustrate the intent to establish a connected road system and avoid dead-end streets. Specific designs need to be adapted to environmental conditions such as wetlands, topography, etc.
2. Proposed access drives are intended to provide access to landlocked parcels.
3. Transportation access alignments are intended to provide public access. These alignments are required to, at a minimum, provide pedestrian access, although automobile access is preferred.
4. Information for Terre Hill Borough is shown in this map for reference purposes only. Refer to the Terre Hill Borough Official Map for most current information.
5. The New Holland Reservoir is a potential public water resource for the Blue Ball Water Authority.
6. The landlocked parcels represented on

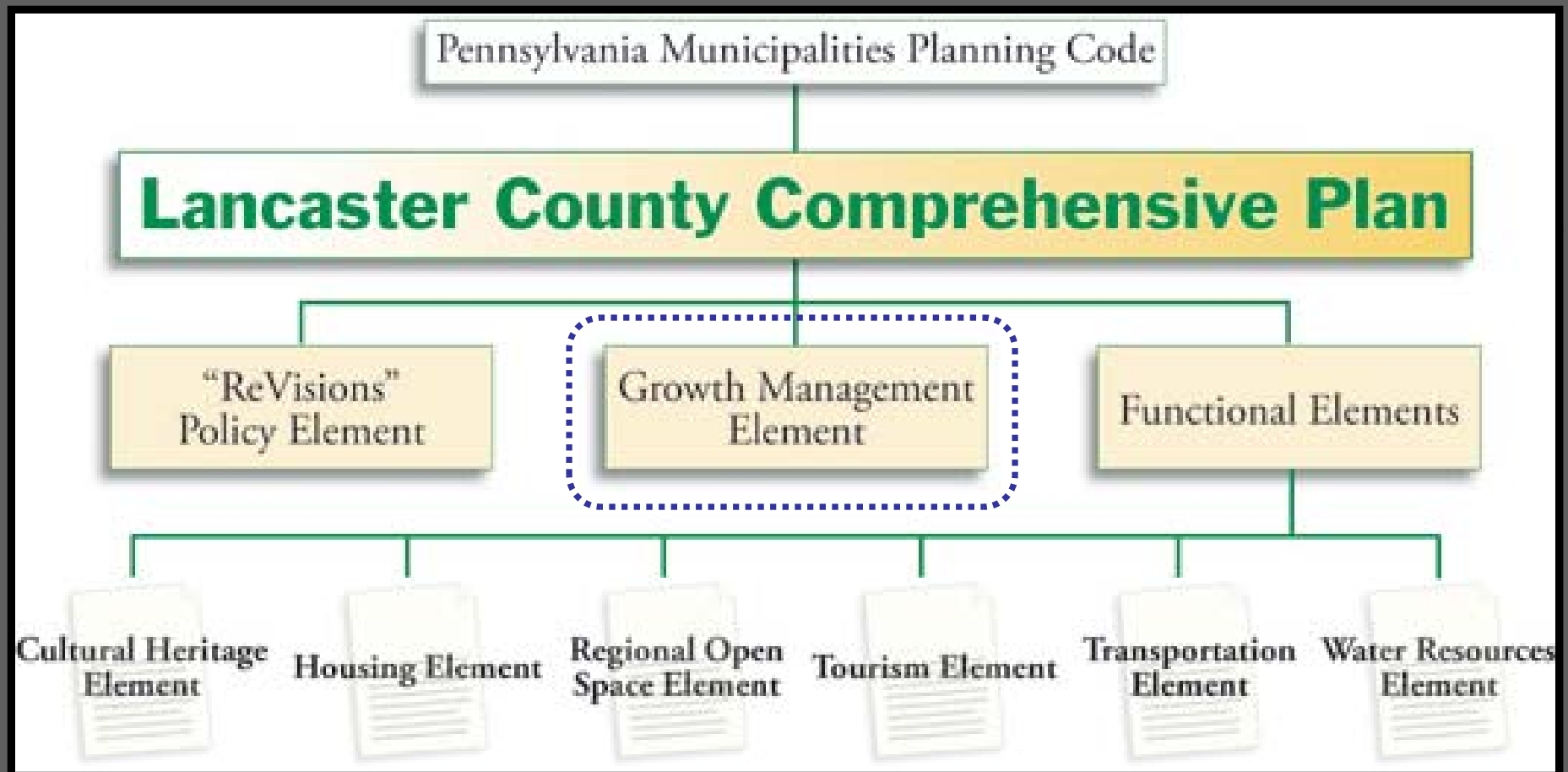
Growth Area Development



Growth Area Development



The Lancaster County Comprehensive Plan



First & Second Generation Lancaster County Growth Management Plans

1993 /1997

- **Urban Growth Areas**
- **Increased Density / Intensity**
- **Contain Urban Sprawl**
- **Preserve Farmland**
- **Down Zoning**
- **Limit Rural Development**

2006

- ➔ **Urban Form & Quality of Life**
- ➔ **Build Community / Livable Neighborhoods**
- ➔ **Revitalize Existing Communities**
- ➔ **Sustain the Rural Economy / Agricultural Industry**
- ➔ **Effective Agricultural Zoning**
- ➔ **Maintain Rural Heritage & Character**

Balance



The Growth Management Element
February 2006



The Comprehensive Plan for Lancaster County, Pennsylvania

Balance: Design Policies

- **Urban Growth Area Strategy**
 - Improve the character and form of new development
 - Mixed uses
 - Compact, pedestrian-friendly environments
 - Parks, open space, and trails
- **Rural Strategy**
 - Maintain rural character and the rural economy
 - Concentrate development in rural centers
 - Context-sensitive design (e.g., traditional village character)

Balance: Smart Growth Toolbox

- **Urban Growth Area Strategy**
 - Form Based Development Codes
 - Gateway District or Ordinance
 - Planned Residential Development
 - Traditional Neighborhood Development (TND)
 - Transit Oriented Development
- **Rural Strategy**
 - Conservation Development
 - Context Sensitive Design Solutions
 - Rural Design Standards





<http://www.co.lancaster.pa.us/toolbox/site/default.asp>

Planning and Design: A Philadelphia Example



GreenPlan Philadelphia Framework



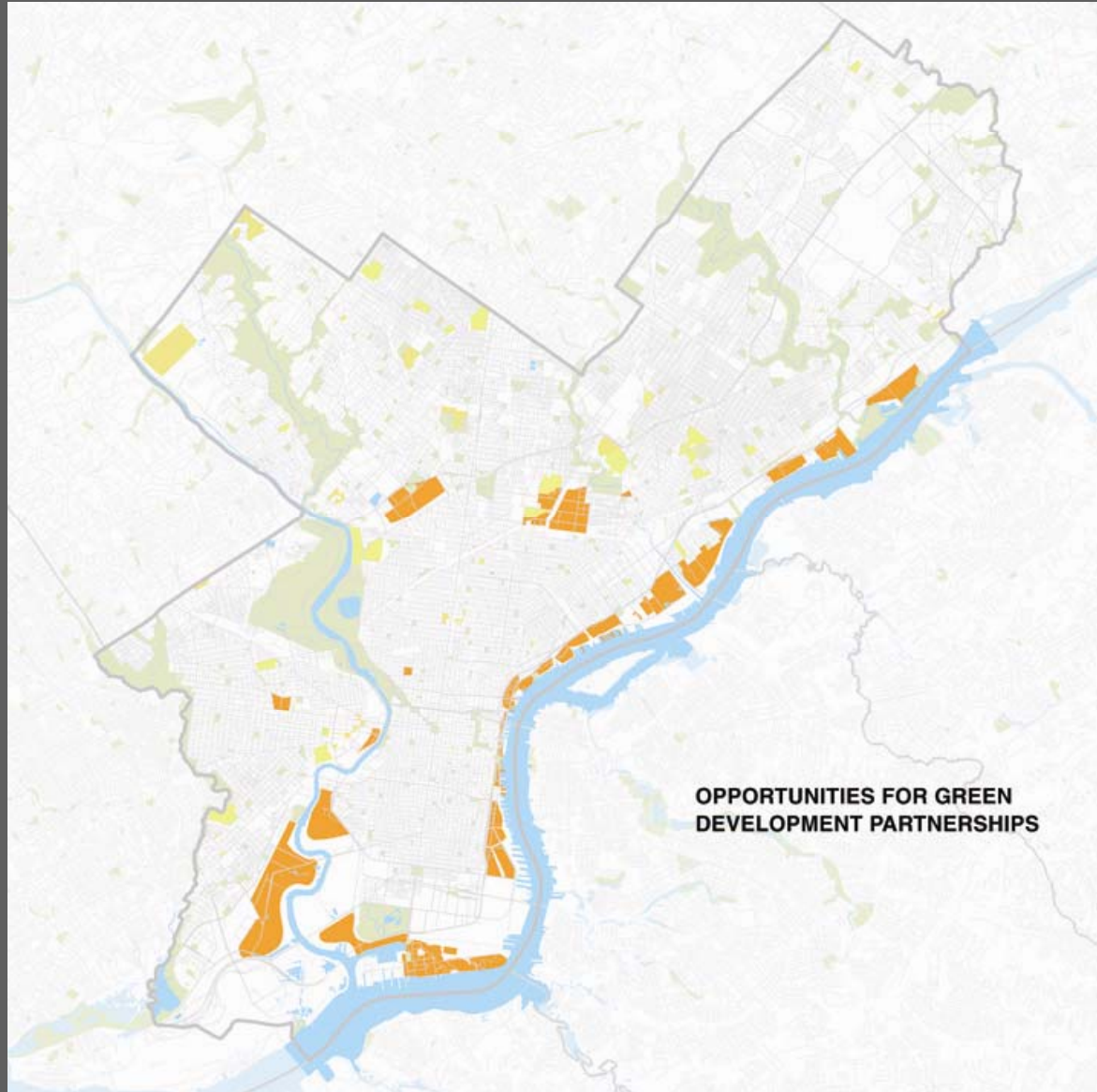
Green Street Design (Before)



Green Street Design (After)



GreenPlan Philadelphia Framework



Green Homes Design (Before)



Green Homes Design (After)



Green Industry Design (Before)



Green Industry Design (After)



Green Business Design (Before)



Green Business Design (After)



Closing Thoughts: Good Design and the Market

- **Baby Boomers and Millennials: the two largest generations in the nation's history**
 - Baby Boomers: born between 1946 and 1964
 - Millennials: born between 1977 and 1996, now surpass their parent's generation in size @ 80 million+
- **What are these generations looking for in places to live, work, and play?**
 - Smaller, more compact housing products
 - Walkable, urban places with amenities and things to do outside the home
 - Potential impacts of peak oil / rising energy costs
- **These trends are creating market opportunities for good design**

Thank You!



David Rouse, AICP, RLA

drouse@ph.wrtdesign.com

215-772-1465

