Envisioning Good Design in Lancaster County and Philadelphia

APA Pennsylvania Chapter 2010 Annual Conference
October 4, 2010

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

Warren H. Manning’s plan for the United States as published in 1923

Source: Landscape Architecture Magazine, September 2010
Lancaster County Growth Management Framework
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
Data Source: Wallace-Roberts & Todd, LLC
Data Source: Lancaster County GIS
Growth Area Development
Growth Area Development
The Lancaster County Comprehensive Plan

Pennsylvania Municipalities Planning Code

Lancaster County Comprehensive Plan

“ReVisions” Policy Element

Growth Management Element

Functional Elements

Cultural Heritage Element

Housing Element

Regional Open Space Element

Tourism Element

Transportation Element

Water Resources Element
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: 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
Welcome to the Smart Growth Toolbox, a website of the Lancaster County Planning Commission.

If this is your first time visiting the Smart Growth Toolbox please take a moment to read the introduction here.

To navigate the site, you may click on the topic specific icons below, navigate by categories on the left nav bar, or access the master list of current tools.

Featured Tool

Historic Preservation Guidelines

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