

Thinking Beyond Boundaries

Large Landscape Planning
in the Lower Susquehanna River Valley

PA Chapter of the American Planning Association

2022 Annual Conference

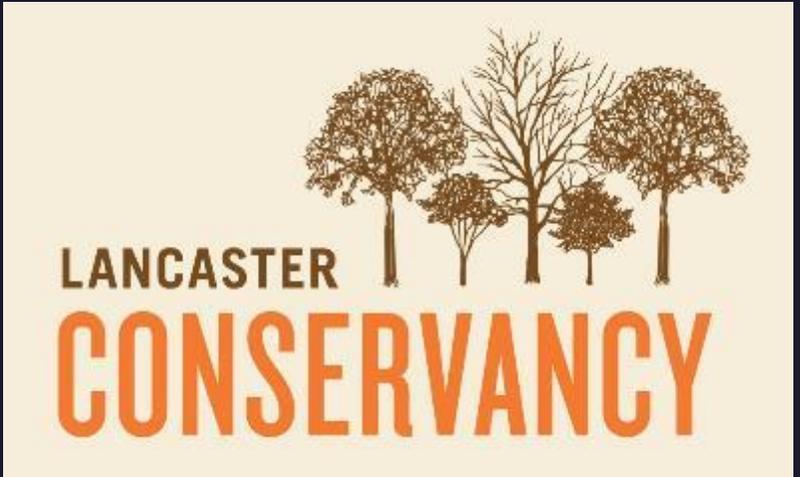
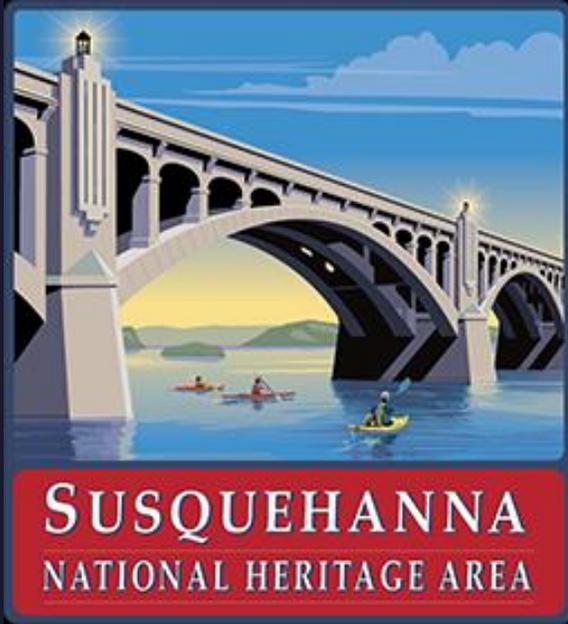
Tuesday, October 4, 2022, 8:15 am



Designations in the Lower Susquehanna River Valley

- 2001 Susquehanna Gateways
Heritage Area
- 2010 Susquehanna Riverlands
Conservation Landscape
- 2019 Susquehanna National
Heritage Area







Lori Yeich

Pennsylvania Department of Conservation and Natural Resources



Lancaster Conservancy



Lancaster Newspapers

DCNR Grants

There are a variety of grants available from the PA Department of Conservation and Natural Resources (DCNR) through the Central City Conservator Partnership Program (CCP). This award local entities and organizations opportunities to help improve their parks, recreation and conservation. Our grants can fund the planning, acquisition and development of public park recreational areas, trails and open spaces. We also support regional and statewide programs and conservation regional and other recreation programs with care.

Eligible applicants include municipalities, municipal agencies, non-profit organizations, state colleges and universities, and non-profit organizations. Most programs require a 50% cash or in-kind matching contribution.

For additional information on the grants offered by DCNR, please apply to a grant website: www.dcnr.pa.gov

How to Get Help

Contact your local Regional Office.

A map of Pennsylvania is shown, divided into several colored regions, each with a corresponding Regional Office name and phone number.

pennsylvania
DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES
www.dcnr.pa.gov

Bureau of Recreation and Conservation

DCNR is a leader in establishing community conservator partnerships for growing the economy of Pennsylvania by creating the recreational, natural and outdoor resources, and recreational opportunities opportunities for all Pennsylvanians and visitors to enjoy.

The Bureau of Recreation and Conservation (BRC) within DCNR works to ensure that connections between natural resources, recreation and community revitalization – and between the citizens and the solutions we seek. BRC partners with communities and conservation organizations across Pennsylvania to provide grants and technical assistance support for local recreation programs, trails and greenways, regional parks and recreation systems (including state parks, state parks, and environmental and environmental programs).

Funding for Grants

BRC administers the GR2 program which combines several funding sources into one grant program. Applicants are accepted once a year, typically in the spring. Funding sources include the Recreational, Park and Conservation Fund, the Pennsylvania Statewide Fund, the Federal Parklands and Water Conservation Fund, the Federal Pennsylvania Recreational Trails Fund, Pennsylvania Heritage Area Program, and the Statewide & A/V Recreational Accounts.

pennsylvania
DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES
www.dcnr.pa.gov

Legacy of Partnerships Inside/Outside State Parks and Forests



6 Things to know about DCNR



Protects and manages the largest public land mass in the state, including 121 state parks, 2.2 million acres of forestland, and the facilities within them, including 4,700 buildings; 121 dams; 3,720 miles of roads; 842 bridges; 180 boat launches; wastewater plants and more.



Works to conserve the commonwealth's land and water resources through sound ecosystem management to retain wild character and maintain biological diversity. This includes conserving Pennsylvania's forests, trees, and native wild plants, invasive species control, and urban tree planting.



Strives to improve access to quality outdoor recreation experiences for Pennsylvanians, including surveying citizens about their outdoor recreation needs. Pennsylvania has more than 12,000 miles of trails, 85,000 miles of waterways, and 76 natural lakes.



Helps build sustainable, vibrant communities by providing grant dollars to urban and rural areas to conserve their natural assets, and build trails, parks, pools, and playgrounds to provide outdoor recreation for Pennsylvanians close to their homes. Pennsylvania has more than 6,000 local parks.



Promotes and builds sustainable infrastructure through green building. DCNR has 16 LEED certified buildings that incorporate best-in-class green building strategies and practices. One more is going through the certification process, and four are in the planning stages.



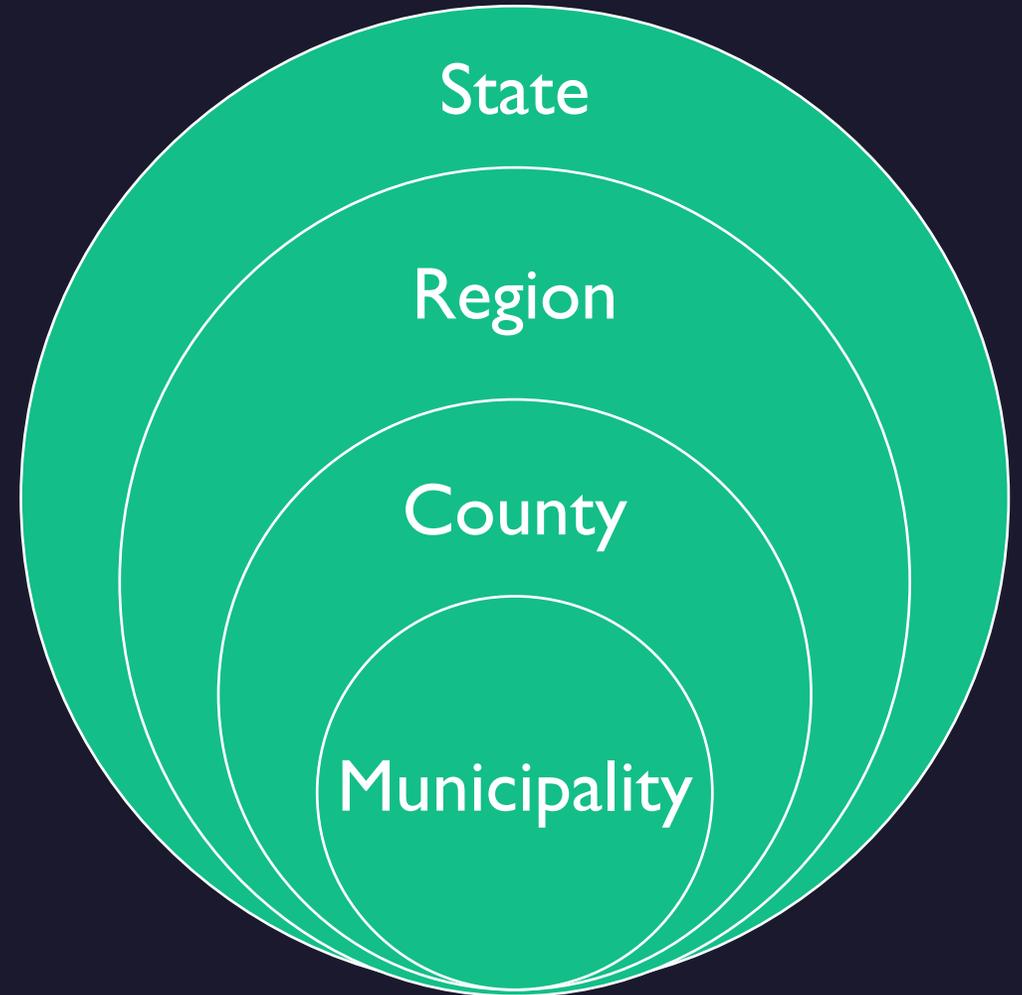
Contributes to the economic health of the state through protecting our natural resources. Visitors to state parks generate more than \$1 billion in economic activity each year and support almost 13,000 jobs; local park related spending is \$1.6 billion and 12,500 jobs; and outdoor recreation spending accounts for \$29 billion and 251,000 Pa. jobs.

DCNR Landscape-Based Initiatives

Connecting and Investing Resources Beyond Boundaries

Our landscapes connect us to our history; they are the source of our character as a people, as well as our health, our safety, and our prosperity. Natural resources enrich us economically, yes. But they also enrich us aesthetically and recreationally and culturally and spiritually.

Robert F. Kennedy, Jr.

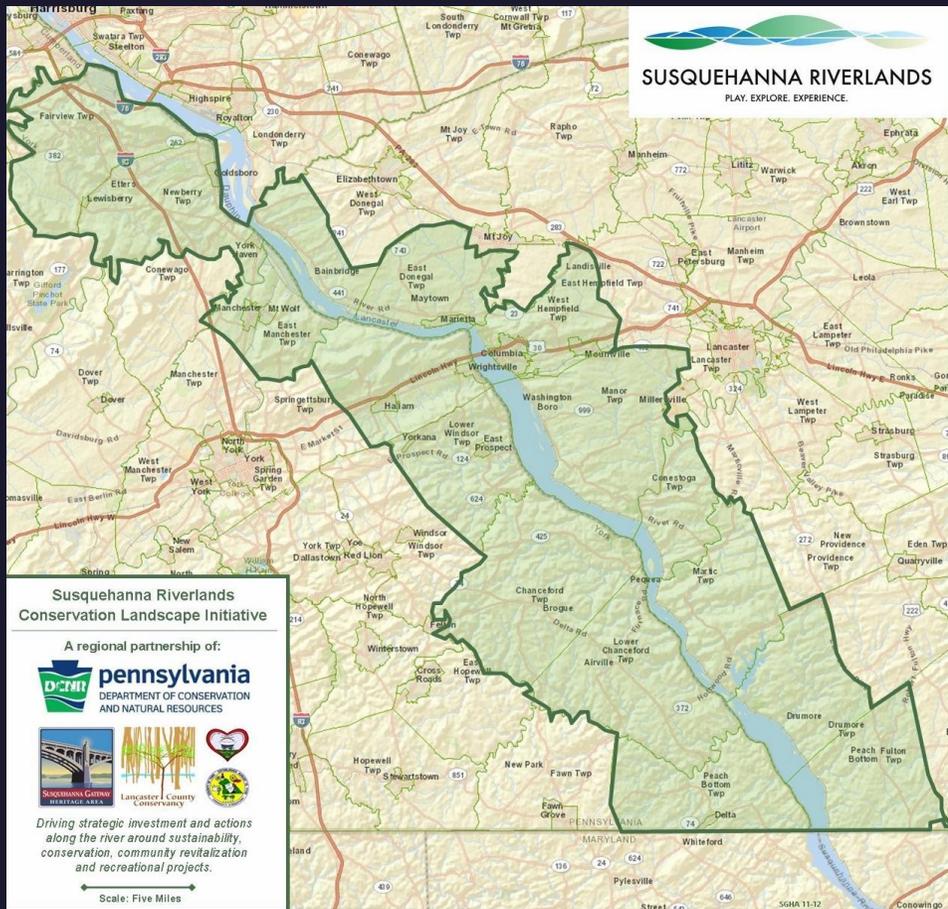
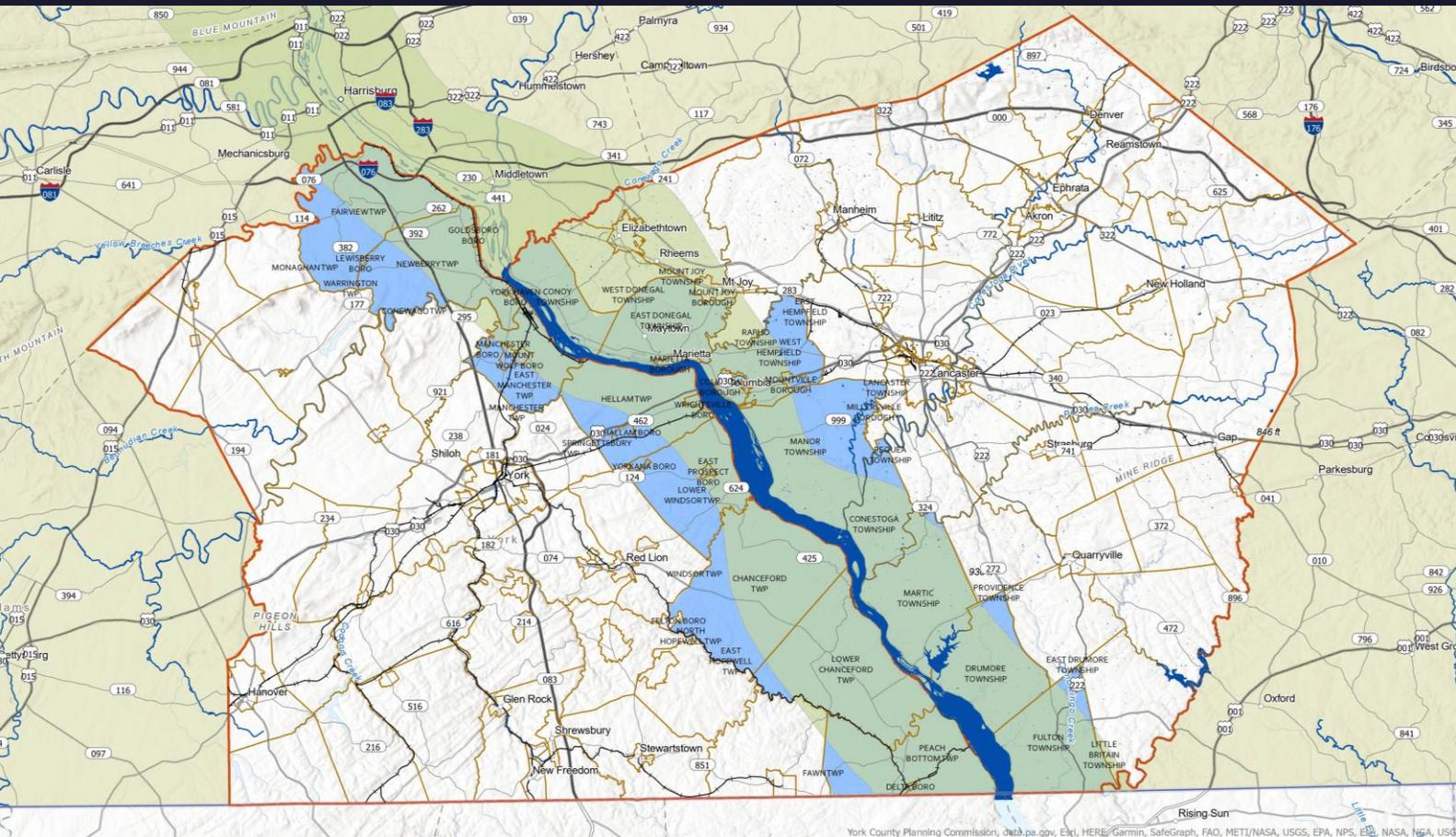


Intentional Investment of Resources in Regional Landscapes

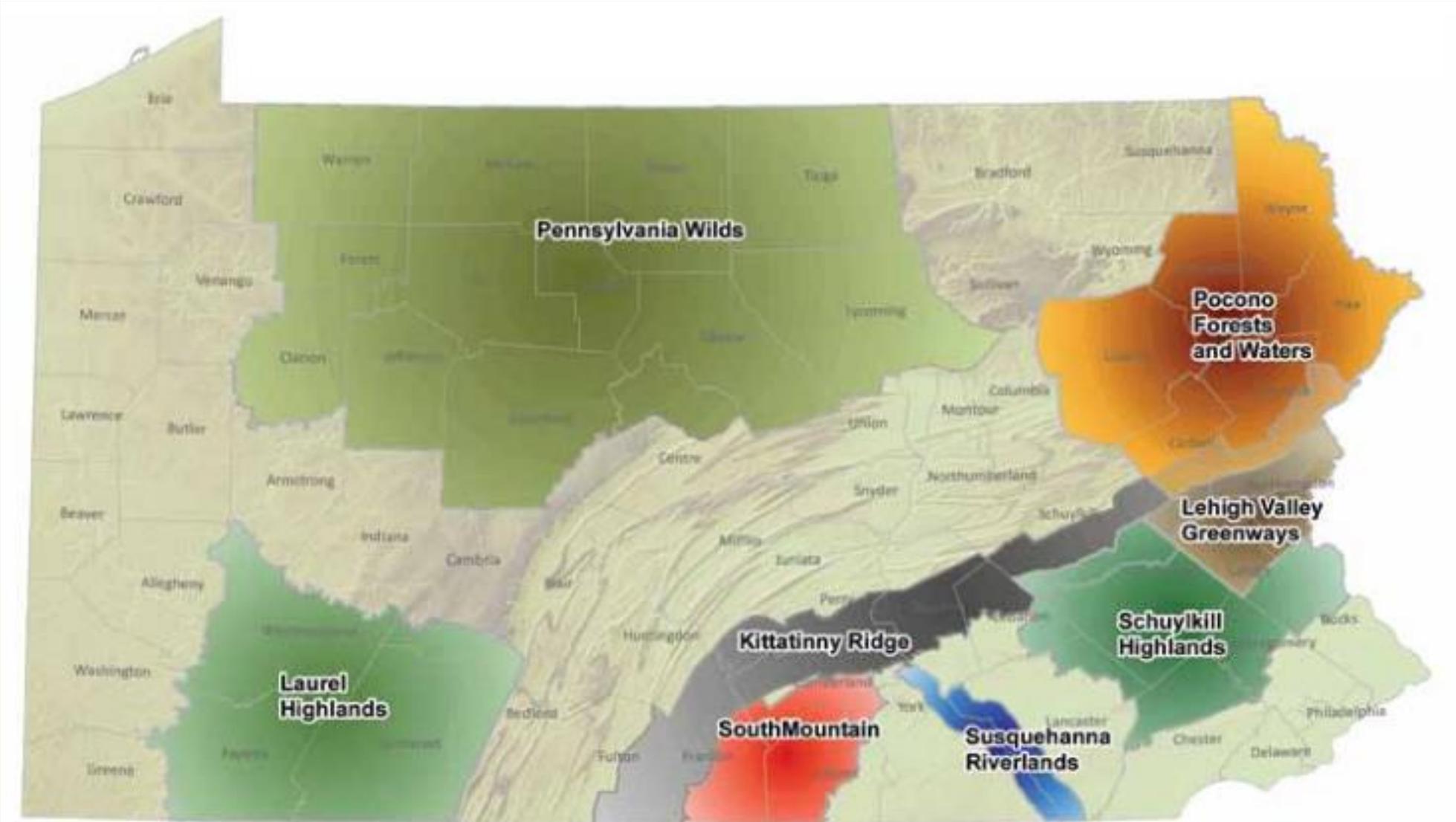


www.dcnr.pa.gov

Susquehanna National Heritage Area Region and Susquehanna Riverlands Conservation Landscape



Pennsylvania Conservation Landscapes



Pennsylvania Conservation Landscapes

- Accomplish DCNR's mission through partnerships that promote efficient, effective programs that respond to community needs and shared goals.
- Place-based approach to coordinate strategic investment and action in large landscapes, around the values of sustainability, conservation, outdoor recreation, and community revitalization.

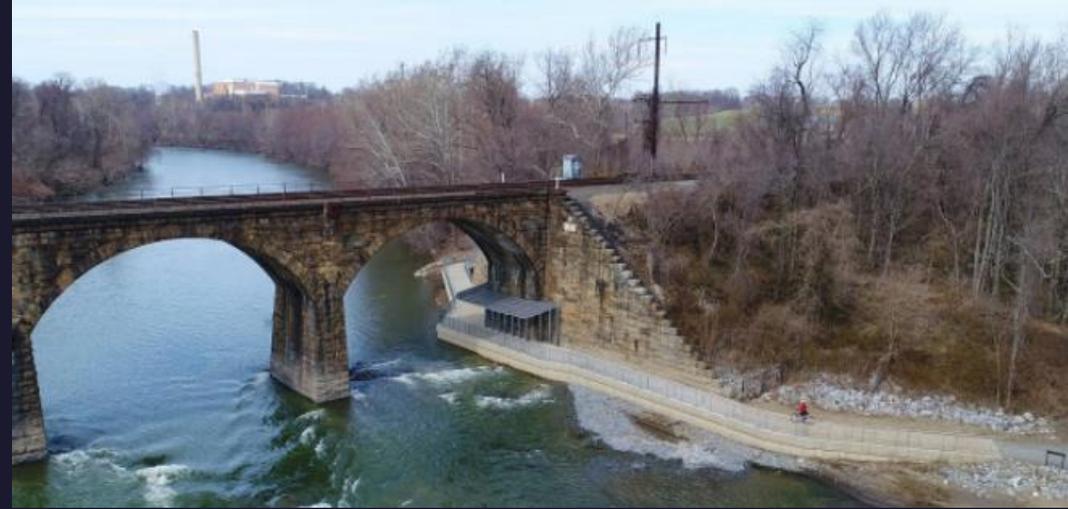
www.youtube.com/watch?v=jES9kV5R0KY

www.dcnr.pa.gov/Communities/ConservationLandscapes

Key Program Elements

- Presence of DCNR lands
- Sense of urgency & readiness
- Civic engagement
- Partnerships
 - Share vision, values, and priorities
 - State government as convener
 - Interagency involvement
 - Leverage other \$
- Strategic investments (resource & grant including mini-grants)
- Deployment of DCNR Bureaus in a PLACE/Region

Lancaster Solid Waste
Management Authority



Landscape Teams work on priorities that:

- Conserve land for parks, trails, and critical habitat
- Protect watersheds and greenways
- Create walking and biking trails
- Protect habitats
- Reduce forest fragmentation
- Revitalize communities
- Contribute to sustainable economic development
- Are often multi-county

Explore York



Lancaster Conservancy

THE SUSQUEHANNA RIVERLANDS
LIFE'S BEST ADVENTURES START HERE

MAP & GUIDE

SUSQUEHANNA RIVERLANDS
PLAY. EXPLORE. EXPERIENCE.

www.susquehannariverlands.com

Susquehanna Riverlands

Susquehanna Riverlands Conservation Landscape seeks to enhance the rich landscape of the Susquehanna River corridor through increased land protection, natural and cultural resource stewardship, increased public connection to these resources, and promoting sustainable economic development strategies keyed to heritage and ecotourism.

susquehannariverlands.com

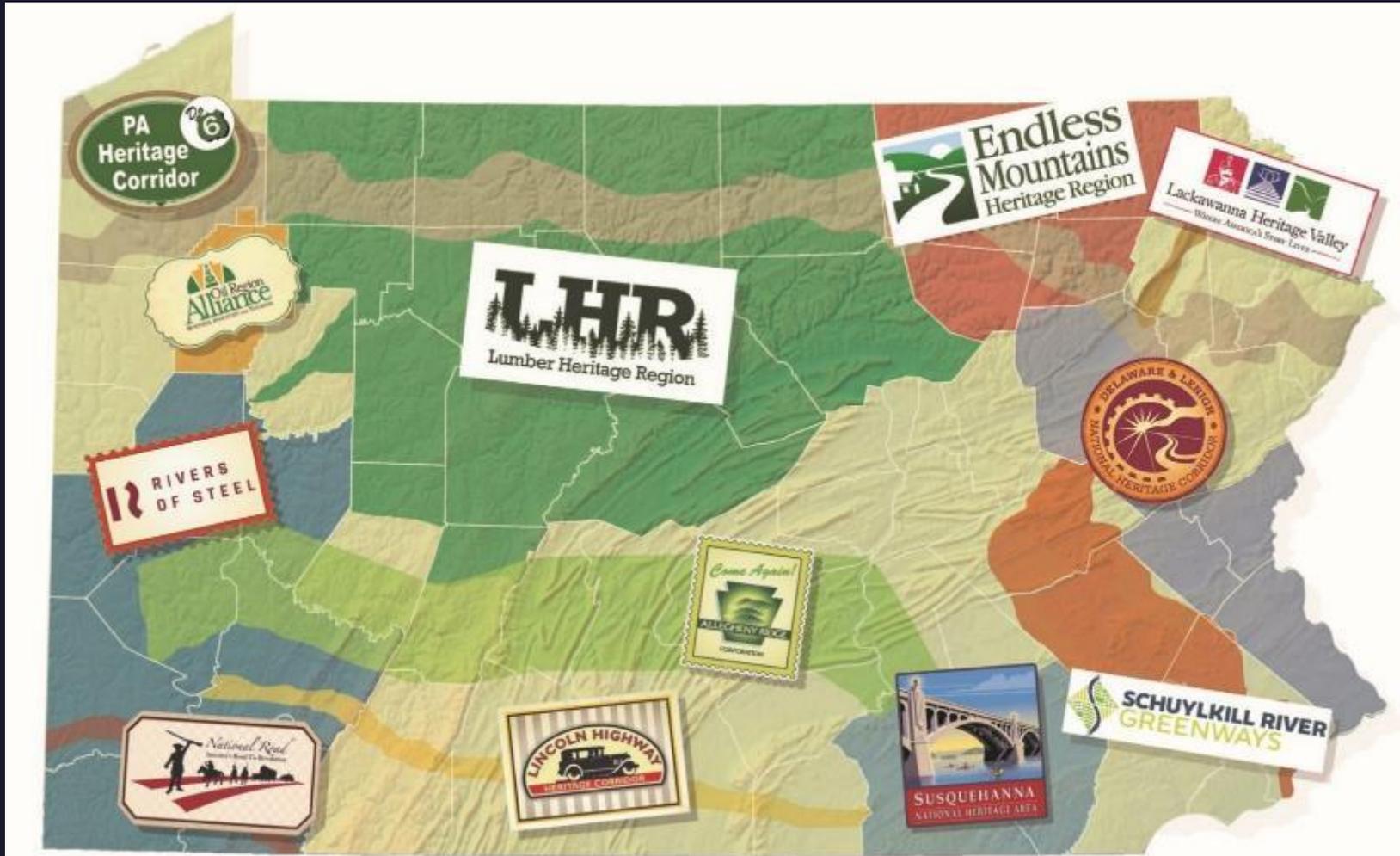
Chiques Rock Outfitters



A ribbon of scenic, recreation and historic assets along both shores of the Susquehanna River in York and Lancaster Counties.

Pennsylvania Heritage Areas Program

1989-2022: 30+ years!



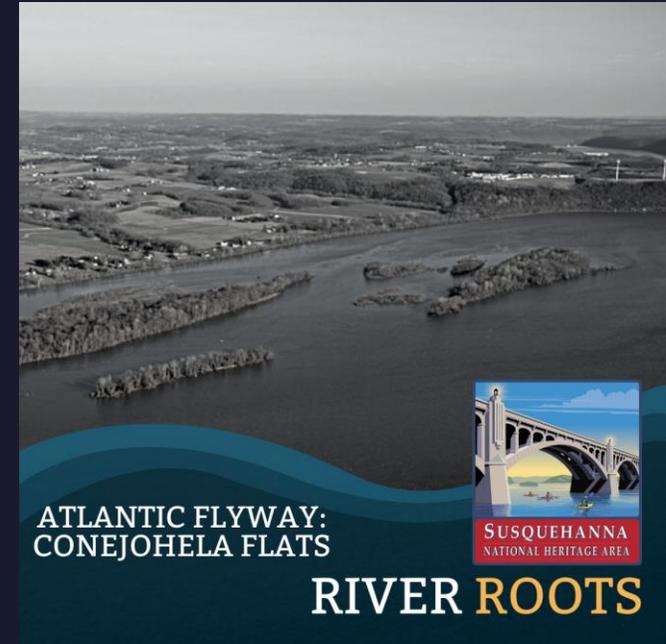
2016: General Assembly Establishes Program Within DCNR

Pennsylvania's 12 Heritage Areas are managed separately and are as unique as the history, resources, and communities they work to preserve, enhance, and grow.



Heritage Area Overview

The program is established to identify, protect, develop, enhance and promote the historic, recreational, natural, cultural and scenic resources of this Commonwealth and to stimulate community revitalization and economic development through regional heritage conservation, recreation, tourism and partnerships.



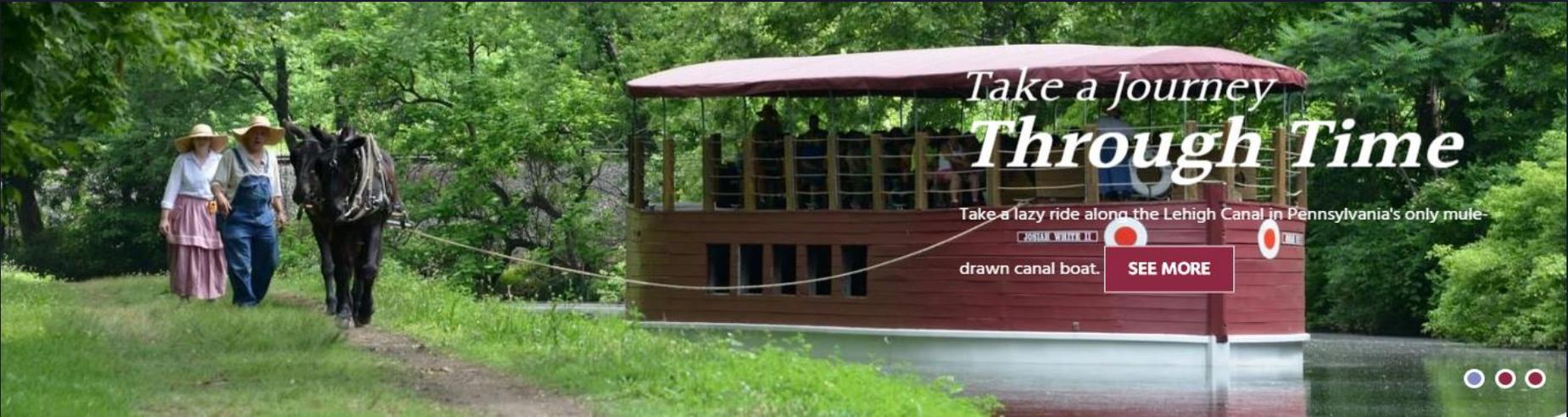
Industrial Heritage Themes

- Iron and Steel
- Coal
- Textiles
- Machine and foundry
- Transportation
- Lumber
- Oil
- Agriculture

Five Primary Program Goals

- Partnerships
- Economic Development
- Cultural Conservation
- Recreation and Open Space
- Education and Interpretation

Pennsylvania Heritage Areas: Experiencing History in a Landscape

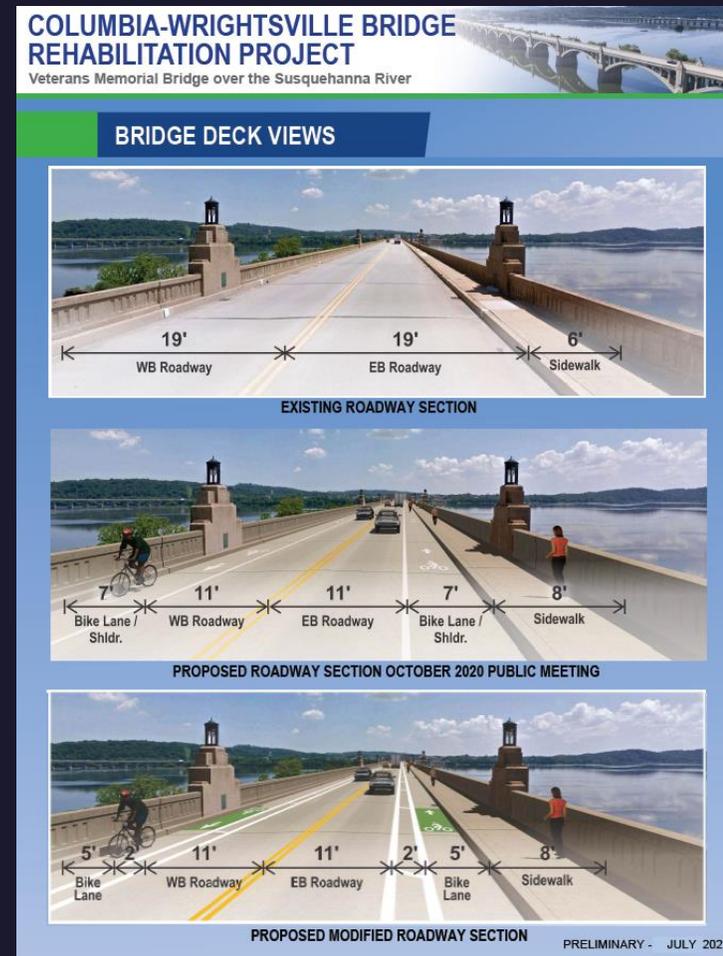
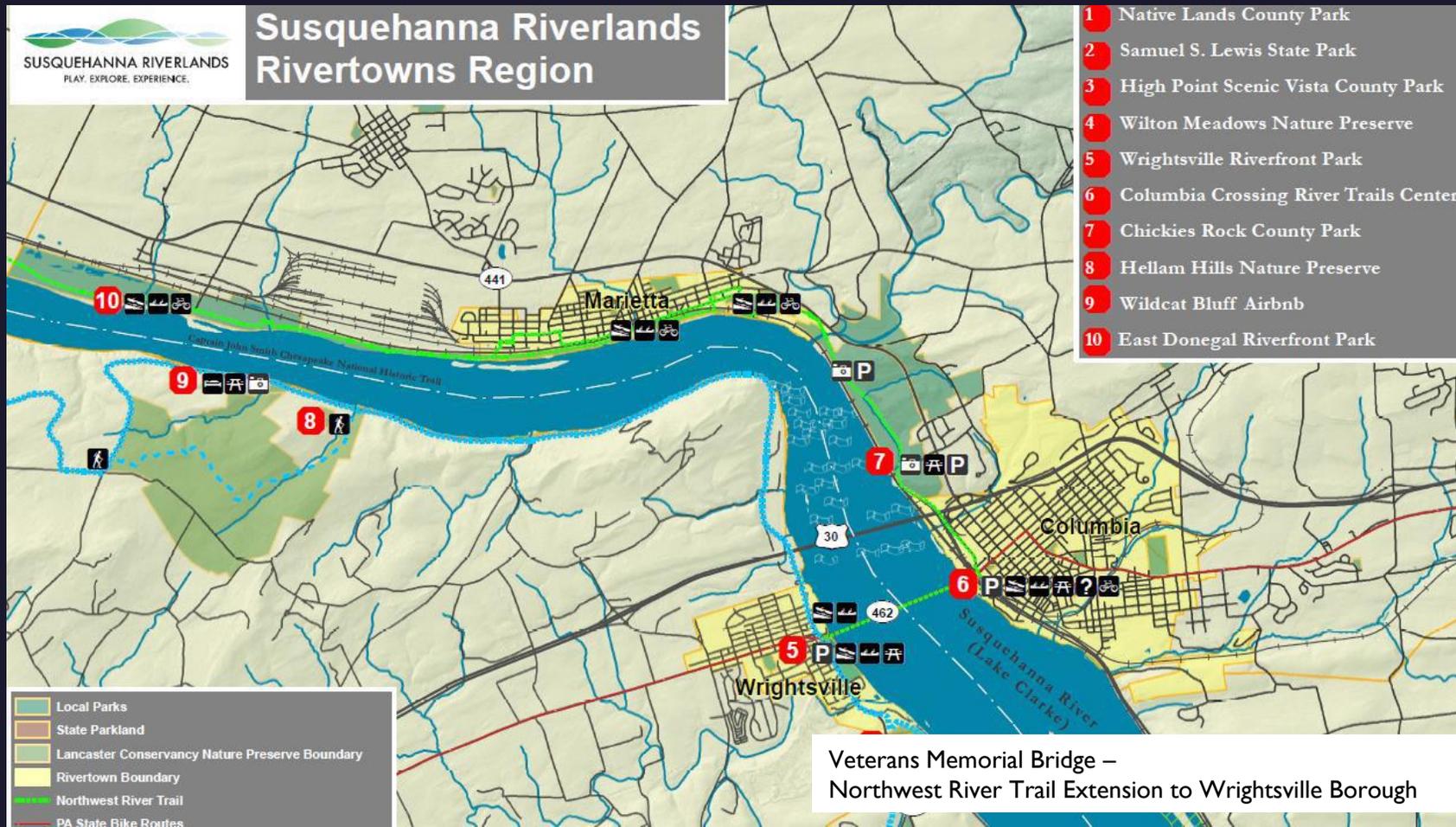


Pennsylvania Heritage Areas: Susquehanna National Heritage Area



**SUSQUEHANNA
NATIONAL HERITAGE AREA**

Strategic Collaboration Guides Regionally Significant Transportation Projects



Thank You!

The whole vision of the Susquehanna River is a mosaic of natural lands. It was time for DCNR to step up and own a piece of this mosaic.

Cindy Adams Dunn
Secretary, DCNR



pennsylvania

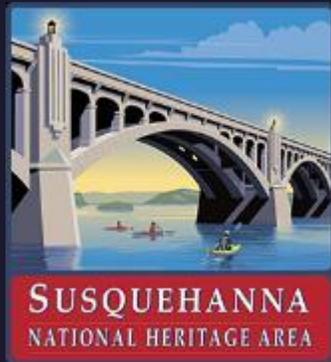
DEPARTMENT OF CONSERVATION
AND NATURAL RESOURCES

Susquehanna Riverlands State Park in York County
(Simone Collins Landscape Architecture)

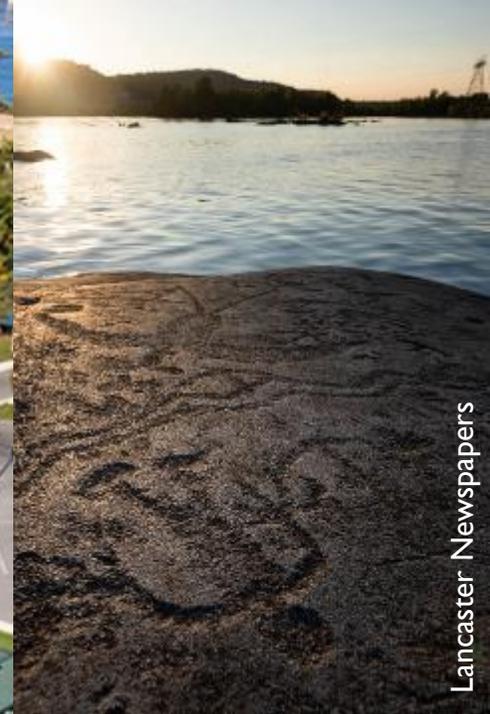


Jonathan Pinkerton, AICP

Susquehanna National
Heritage Area



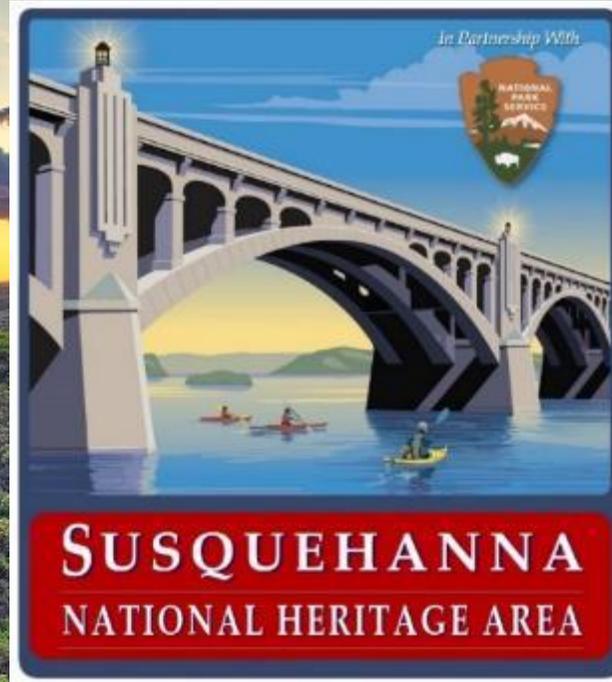
Columbia Crossings River Trails Center



Lancaster Newspapers

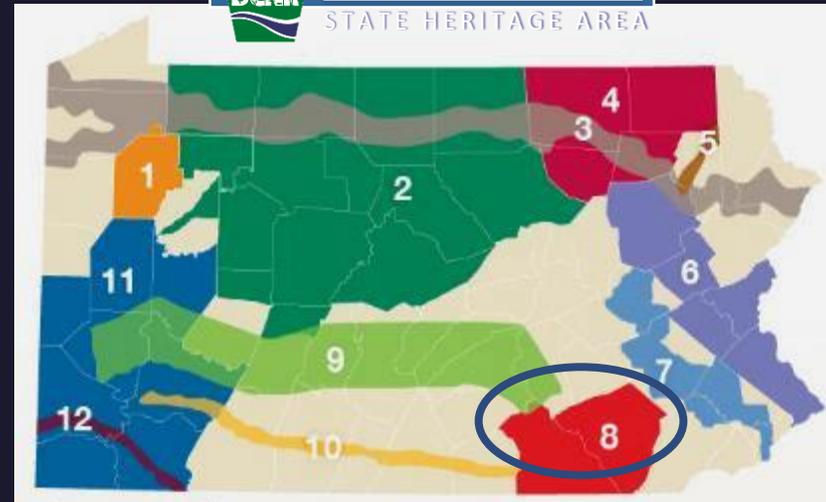


Sharks Mare Outfitters

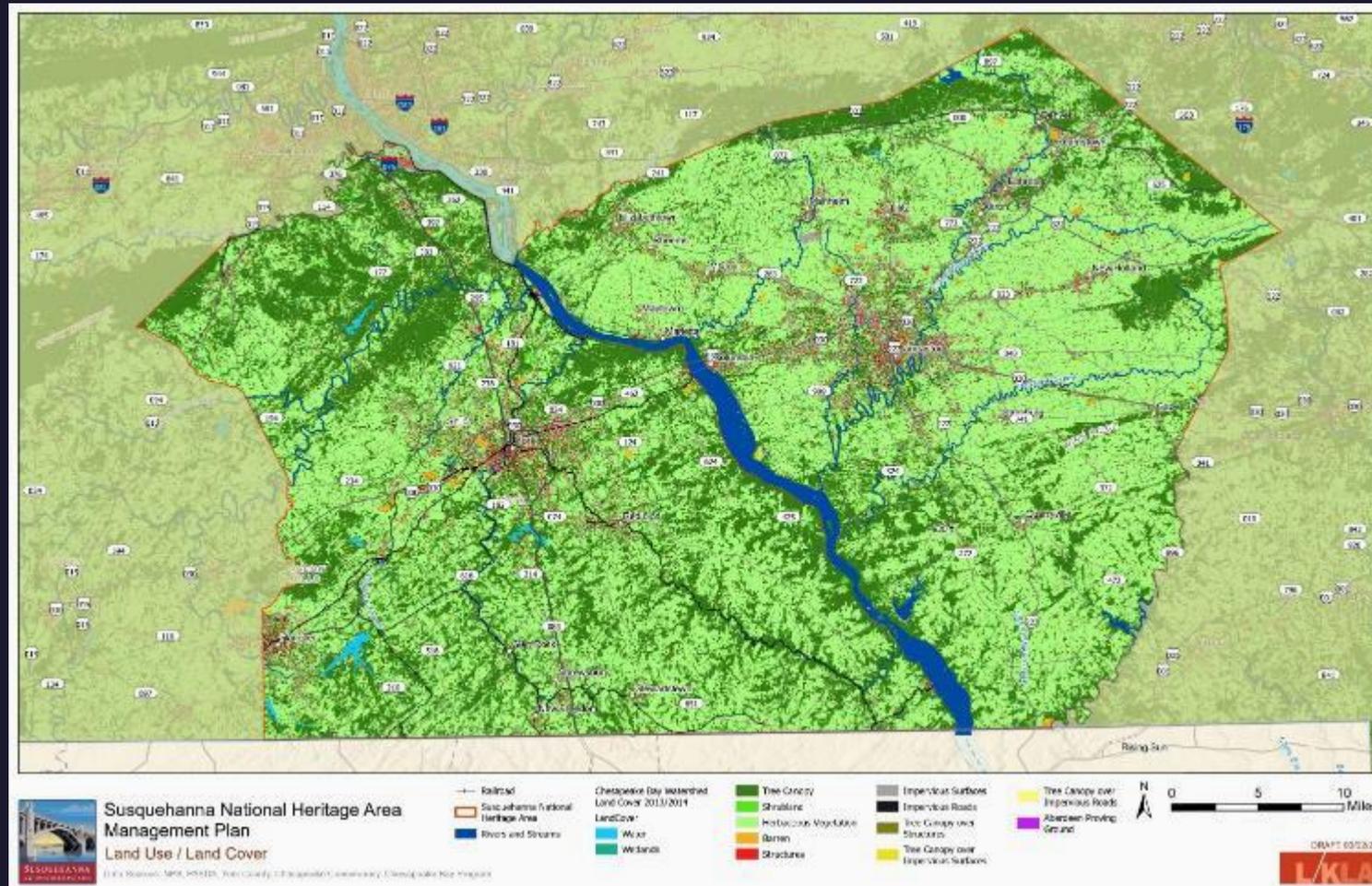


Planning Beyond Boundaries

Founded 2001: A Two-County Initiative



Founded 2001: A Two-County Initiative



Two-County Leadership



Board of Directors

Susquehanna National Heritage Area Board Members provide the guiding support for our programs and projects. They are dedicated, knowledgeable, and passionate public and private sector community leaders from Lancaster and York Counties, volunteering their time and ideas to help advance our vision for the Susquehanna National Heritage Area.

Officers

Frank Dittenhafer, Chair, Murphy & Dittenhafer Architects
Eric Menzer, Vice Chair, York Professional Baseball
Wendy Tippetts, Treasurer, Tippetts/Weaver Architects, Inc.
Caroline Hoffer, Secretary, Community Volunteer

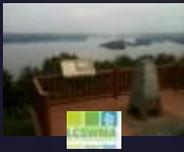
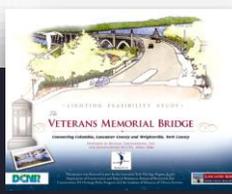
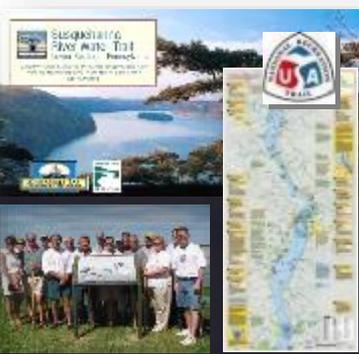
Members

Lori Brodbeck, Fulton Private Bank
Alexandra C. Chiaruttini, The York Water Company
Eric Kirkland, eManagement Solutions (eMS)
Dave Kline, Long Level Marina
Sarah Lesser, BB&T now Truist
Jose R Lopez, Spanish American Civic Association (SACA)
Mike McKonly, Kleen-Rite Corporation
Don Murphy, Cimarron Investments, LLC
Alex Snyder, Barley Snyder LLP
Walt Rowen, Susquehanna Glass
Richard Zook, Community Volunteer
Robert B. Zorbaugh, Lancaster County Solid Waste Management Authority (LCSWMA)

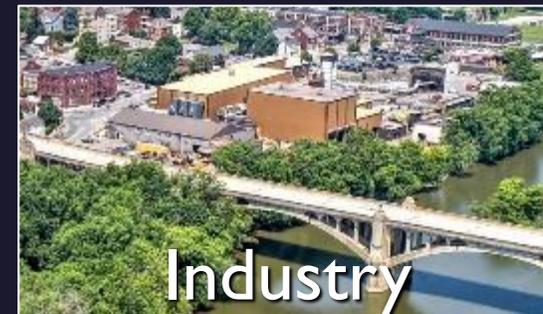
Ex-Officio Members

Commissioner Doug Hoke, York County Board of Commissioners
Commissioner Ray D'Agostino, Lancaster County Board of Commissioners

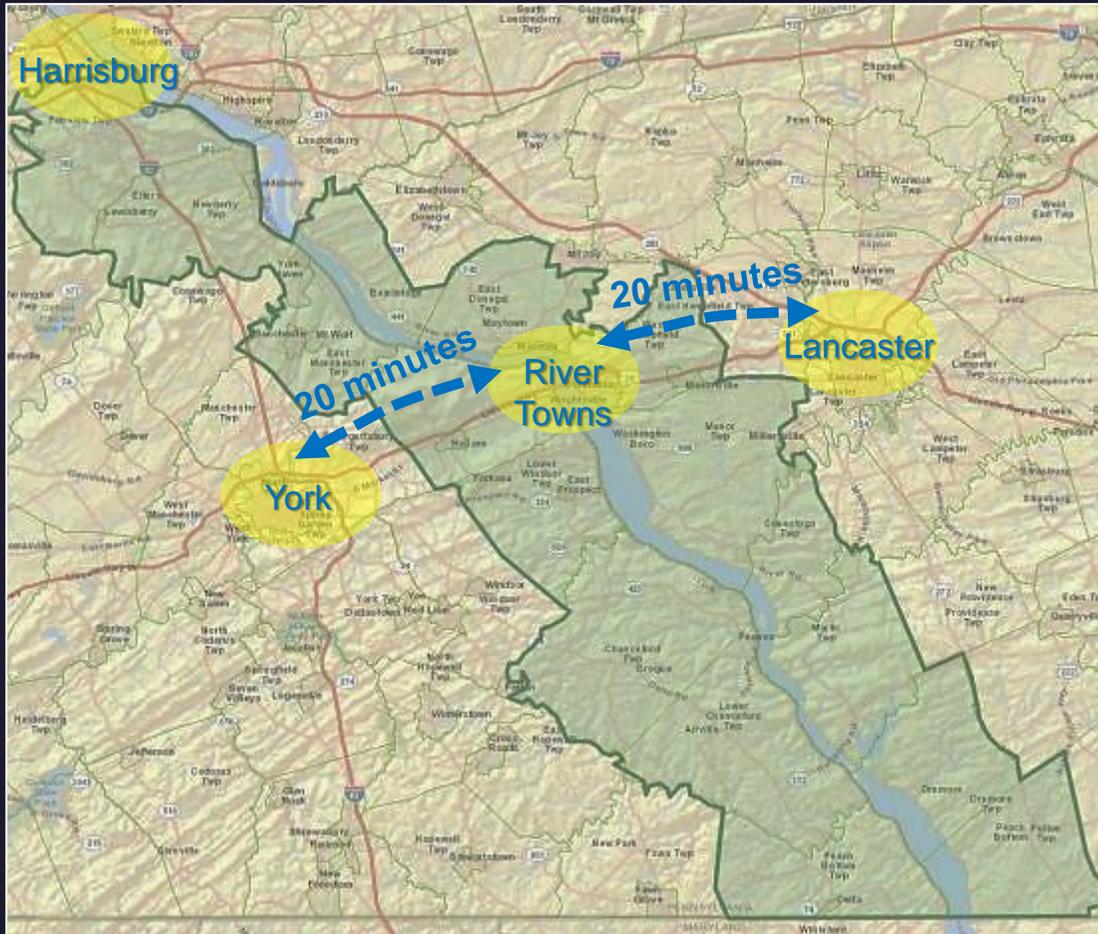
20 Years of Partnerships & Projects



The River as a Shared Asset



The River as a Visitor Destination



One More Day on the River

- 10+ million visitors to our region each year
- Attract 5% of visitors to spend 1 more day to experience the river = 500,000 visitors/year
- Average daily spending of \$200+ per visitor
- \$100 million in added economic impact – each and every year!

Focus on the River: Making It a Better Place to Visit



2019-2021 STRATEGIC PLAN

VISION: The Susquehanna Riverlands is a nationally recognized destination for outdoor fun and cultural discovery.

PLACEMAKING

Enhance the quality & appeal of the river's special places and landscapes

Achieve National Heritage Area designation to enhance visibility for the region.

Connect people to the river's history and environment through interpretation, programs, and experiences.

Engage with communities, organizations, and individuals to promote and enrich the river's special places, towns, and landscapes.

TOURISM DEVELOPMENT

Increase the visibility & readiness of the river as a visitor destination

Lead and advance initiatives that support tourism development in the Susquehanna Riverlands.

Develop and promote the Zimmerman Center and Columbia Crossing as complementary visitor hubs for the river.

VISIBILITY, VIABILITY, & CAPACITY

Secure the funding, staffing, & awareness to achieve our vision

Identify and secure support of major donors, increase mid-level donor engagement, and attract more corporate & EITC contributions.

Assess organizational structure, staffing, and Board engagement to ensure capacity to effectively advance strategic priorities.

Develop and implement strategies to increase awareness of our work & engage effectively with partners.



Zimmerman Center for Heritage NPS Visitor Education Center



- 4000+ Visitors 2021
- 1300+ Boat Tour Passengers 2021
- 575 Local 4th Graders:
NPS Field Trips 2019
(2000+ since 2016)

Columbia Crossing River Trails Center Gateway to the River



- 21,000+ visitors in 2021 (24,000+ 2019)
- 50+ Facility Rentals 2021
- 700+ Program Participants 2021
- 629 Local 5th Graders – Canoemobile 2019



River Discovery Boat Tours

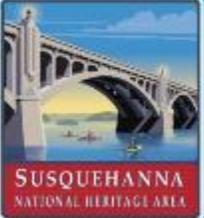


3500+ Passengers Welcomed over Three Pilot Seasons in 2019-2021

Chief Uncas – 1912 Electric Boat Fall 2022



A New Gateway Visitor Destination for Our Two-County Region



SUSQUEHANNA DISCOVERY CENTER
AT THE HISTORIC MIFFLIN HOUSE & FARM

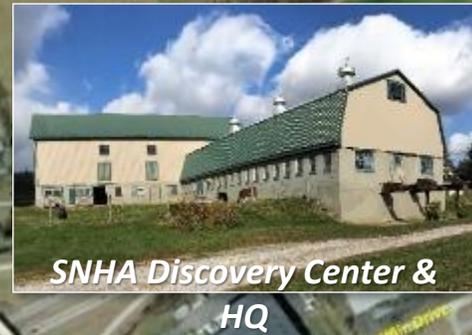


Concept Plan



SUSQUEHANNA NATIONAL HERITAGE AREA	
Susquehanna Discovery Center/Heritage Park	79 ac
Hospitality Development Site (future)	8 ac
Total TCF/SNHA Acquisition:	87 ac
Greenway & River Park (SNHA/PPL/PADOT)	7 ac
Total Project:	94 ac

North
+/- 500 ft.



Susquehanna Discovery Center



Susquehanna National Heritage Area

March 12, 2019 / Public Law 116-9



One Hundred Sixteenth Congress
of the
United States of America

AT THE FIRST SESSION

Begin and held at the City of Washington on Thursday,
the third day of January, two thousand and nineteen

An Act

To provide for the management of the natural resources of the United States,
and for other purposes.

Be it enacted by
the United States of A

SECTION 1. SHORT TITLE.
(a) SHORT TITLE.
(b) TABLE OF CONTENTS.

A New National Heritage Area



York and Lancaster counties have been named a National Heritage Area. A bill by Sen. Tim Wainwright is the subject of the Congressional Record.

Designation for York, Lancaster counties expected to help economy

Sen. Wainwright says the move will help the local economy by creating jobs and attracting investment. The bill also calls for the creation of a National Heritage Area in York and Lancaster counties, Pennsylvania. The bill also calls for the creation of a National Heritage Area in York and Lancaster counties, Pennsylvania.

(6) SUSQUEHANNA NATIONAL HERITAGE AREA, PENNSYLVANIA.—

(A) IN GENERAL.—There is established the Susquehanna National Heritage Area in the State of Pennsylvania, to consist of land in Lancaster and York Counties in the State.

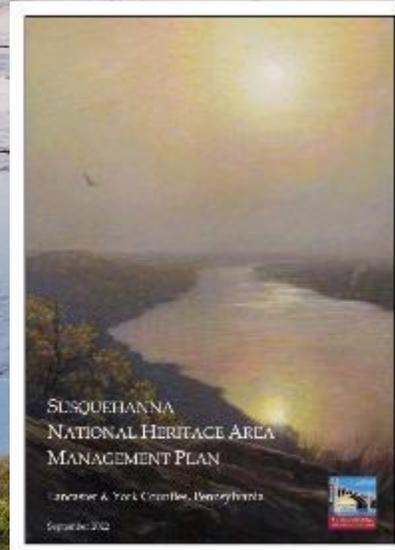
(B) LOCAL COORDINATING ENTITY.—The Susquehanna Heritage Corporation, a nonprofit organization established under the laws of the State of Pennsylvania, shall be the local coordinating entity for the National Heritage Area designated by subparagraph (A).



AMERICA'S 55th

NATIONAL HERITAGE AREA

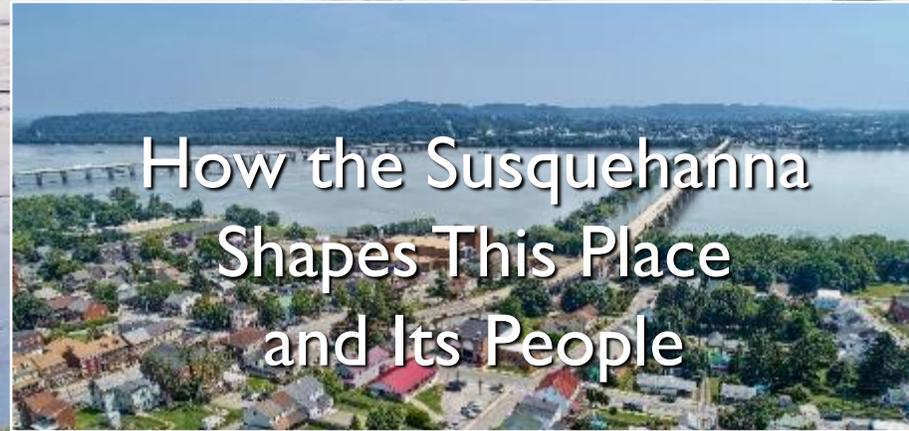
Susquehanna National Heritage Area Management Plan



TASKS	2020			2021											
	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N
Task 1 - Project Initiation and Orientation															
Initial Meeting and Tour															
Task 2 - Civic Engagement Strategy															
Civic Engagement Plan															
Consultations with Partners															
Focus Group Workshops															
Initial Public Workshops															
Task 3 - Goals and Objectives															
Visioning Workshop; Draft Vision & Goals															
Task 4 - Resource Inventory & Interp															
Review of Existing Resources															
Opportunities and Challenges															
Opportunities Workshop															
Meeting with NPS															
Task 5 - Strategies and Alternatives															
Development of Strategies															
Strategies Workshop															
Public Workshops															
Refinement of Strategies															
Task 6 - Draft Management Plan															
Draft Management Plan															
Meeting with NPS															
Review of the Draft Plan															
Task 7 - Environmental Document															
Environmental Document															
Task 8 - Final Management Plan															
Draft Final Management Plan															
Public Review and Comments															
Final Management Plan															



Our Nationally Important Stories



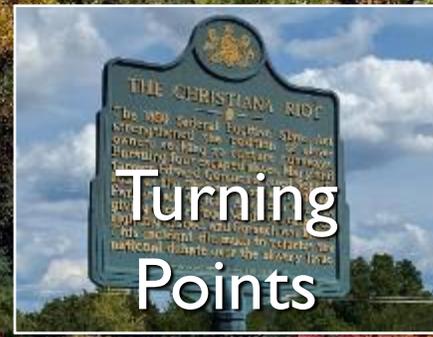
How the Susquehanna
Shapes This Place
and Its People



Native
Landscapes



Creating an
American
Identity



Turning
Points

Thank You!



www.SusqNHA.org

Phil Wenger

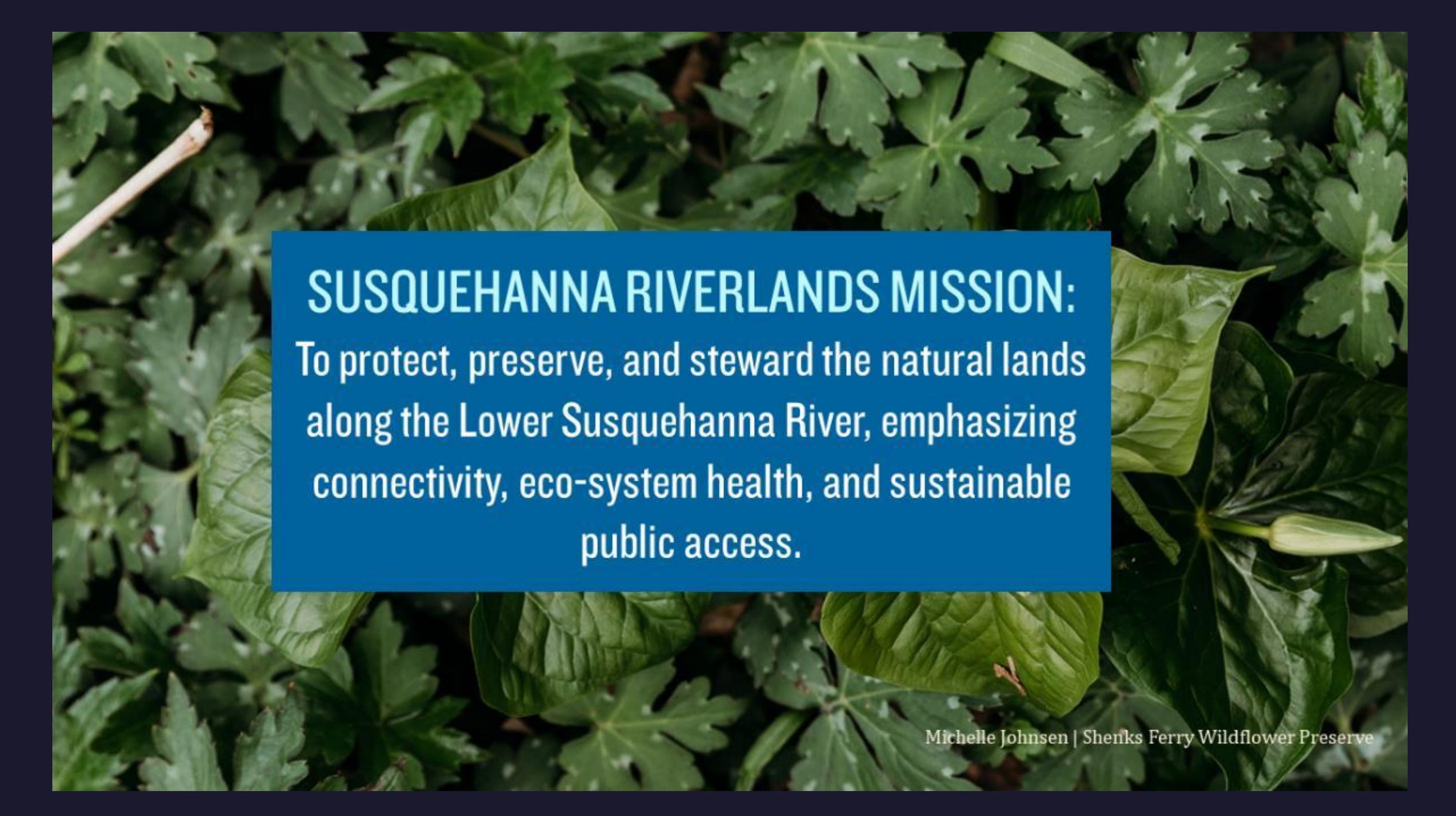
Lancaster Conservancy



York Daily Record



Shannon Paris



SUSQUEHANNA RIVERLANDS MISSION:

To protect, preserve, and steward the natural lands along the Lower Susquehanna River, emphasizing connectivity, eco-system health, and sustainable public access.



WHAT IS A CONSERVATION LANDSCAPE?

DCNR-owned lands

Engagement

Sense of place

Strategic investments

Readiness

Organizational Alignment

Collaborative Structure

(Many Organizations, Municipalities, Projects Involved)



SRCL Work Groups Align with Conservancy Mission and Work

Susquehanna Riverlands Conservation Landscape





SUSQUEHANNA RIVERLANDS

PLAY. EXPLORE. EXPERIENCE.

Lancaster Conservancy manages within
the Susquehanna Riverlands...

5,229 ACRES OF LAND

34+ MILES OF TRAILS

23 MILES OF STREAMS

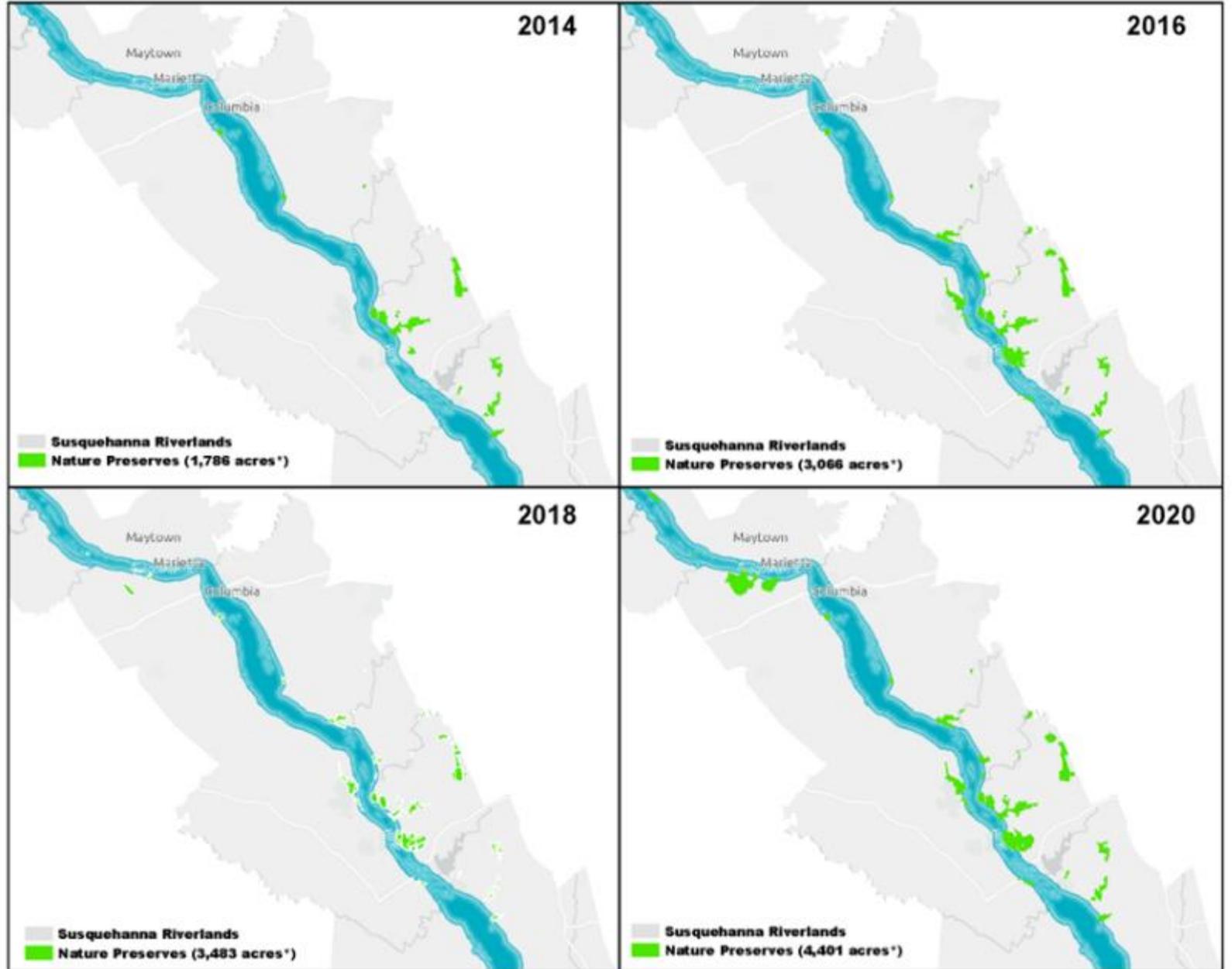
31 NATURE PRESERVES

Lancaster & York River Hills Conservation Areas



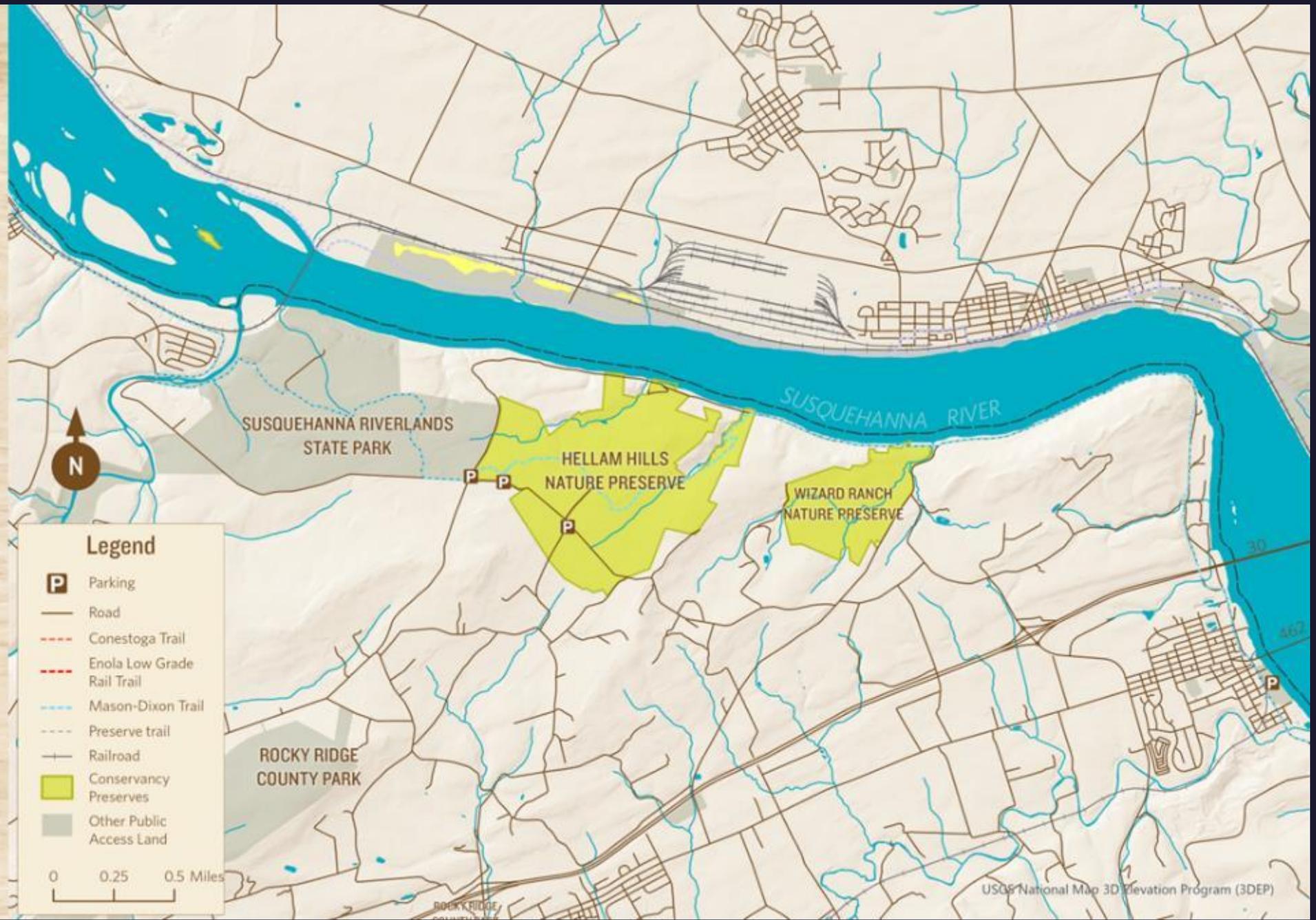
Lancaster & York River Hills Conservation Areas

Susquehanna Riverlands Nature Preserves
Total Acres Preserved: 2014 - 2020



*acres calculated using GIS Lancaster Conservancy, 2020

Hellam Hills Conservation Area



Land
Protected in
2021

Susquehanna Riverlands Conservation Landscape

- Preserves
- Rivers
- Susquehanna Riverlands

Addition To
Rays Woods Nature
Preserve | 4.5 Acres

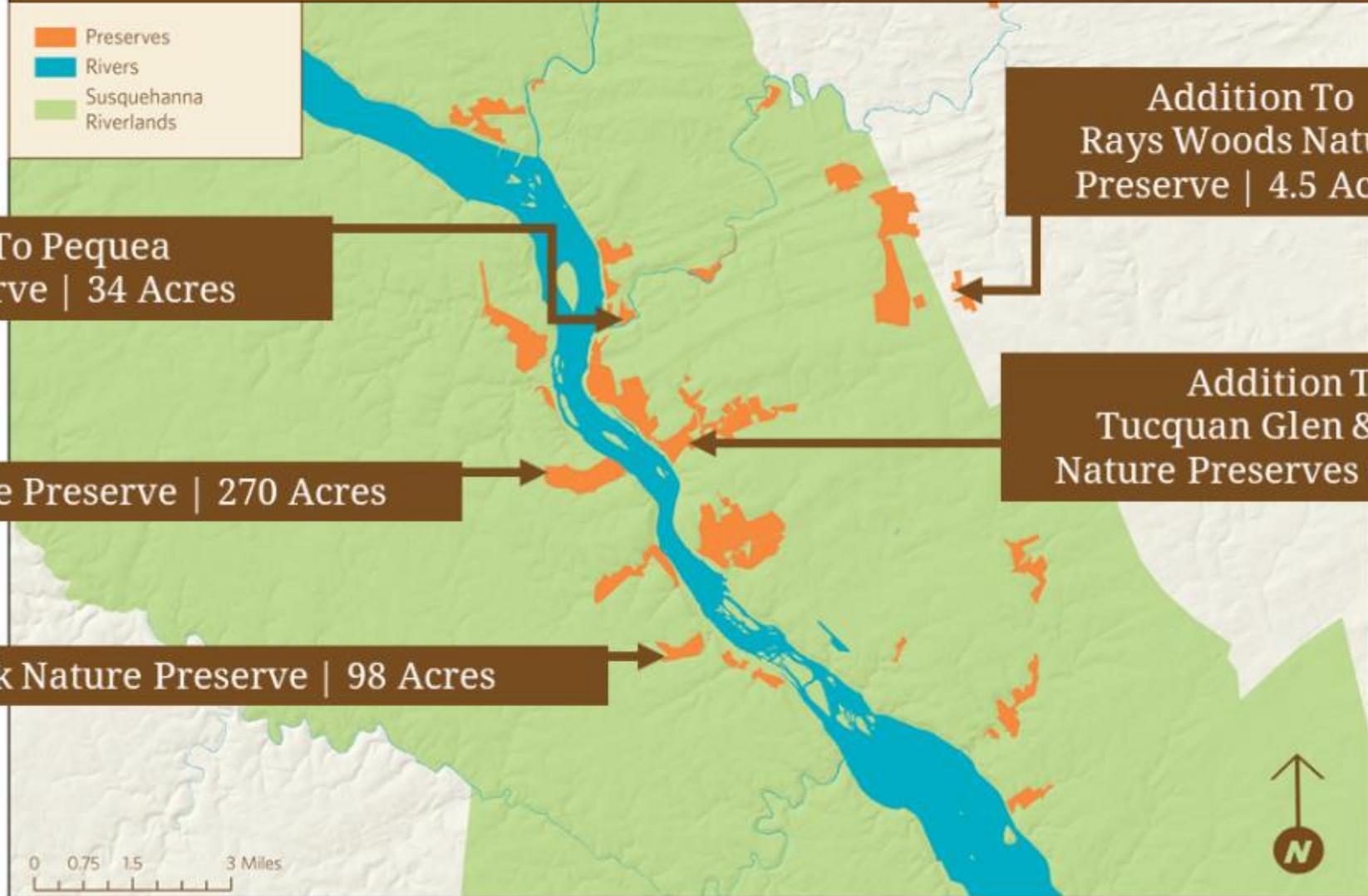
Addition To Pequea
Nature Preserve | 34 Acres

Addition To
Tucquan Glen & Pyfer
Nature Preserves | 4 Acres

Reist Nature Preserve | 270 Acres

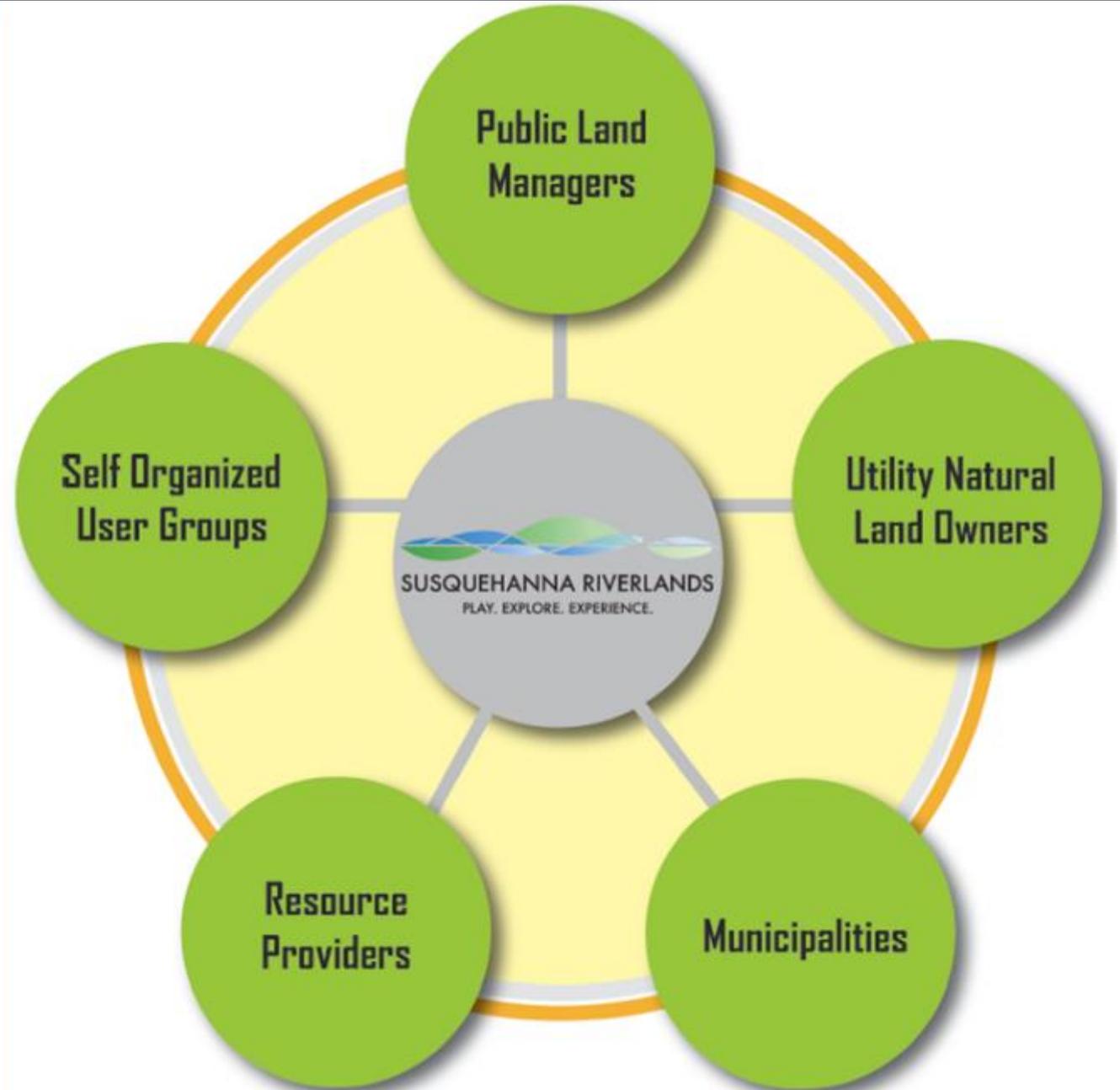
Mill Creek Nature Preserve | 98 Acres

0 0.75 1.5 3 Miles



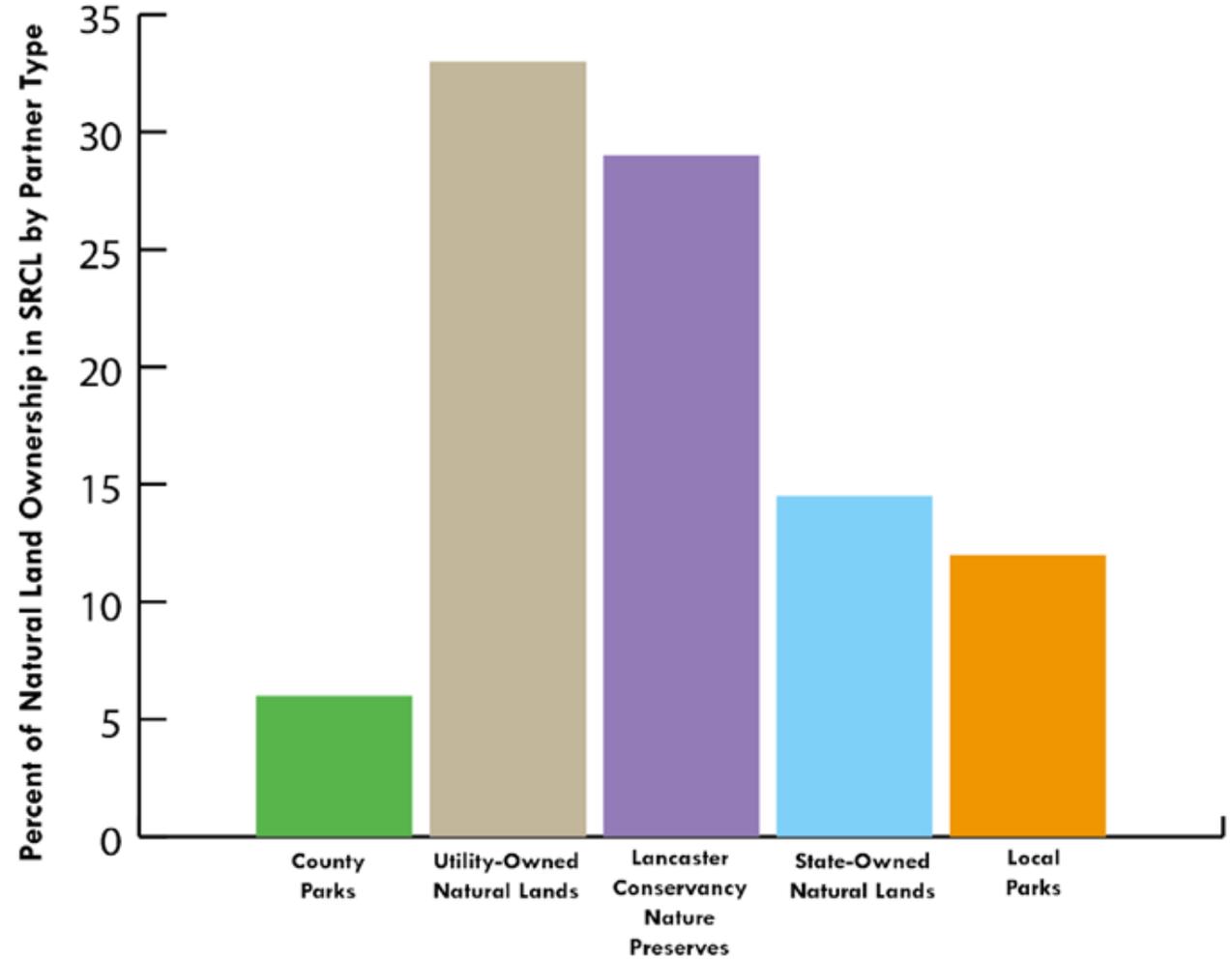
INTEGRATED LAND MANAGEMENT PLAN

Partner Types



INTEGRATED LAND MANAGEMENT PLAN

Public Open Space Ownership



KAYAKING/CANOEING

Susquehanna River Trail, Conestoga Water Trail, Captain John Smith Chesapeake National Historic Trail

HIKING

Mason-Dixon Trail, Conestoga Trail System, Turkey Hill Trail and Preserve, Chestnut Grove trail system

ROCK CLIMBING

Chickies Rock, Safe Harbor, Muddy Run

HORSEBACK RIDING

Susquehannock State Park

Activities
in the
SRCL

HUNTING

State game lands, most Lancaster Conservancy nature preserves

CYCLING

Northwest Lancaster County River Trail, Enola Low Grade Rail Trail

CROSS COUNTRY SKIING

Enola Low Grade Rail Trail, Northwest River Trail

EDUCATION, INTERPRETATION, SCIENTIFIC STUDY, GEOCACHING

Zimmerman Center for Heritage, Climbers Run Nature Center, Wrightsville Riverfront Park

CAMPING

Muddy Run Campground, Otter Creek Campground, Pequea Campground

FISHING

Safe Harbor Park, all Lancaster County nature preserves





Phil Wenger

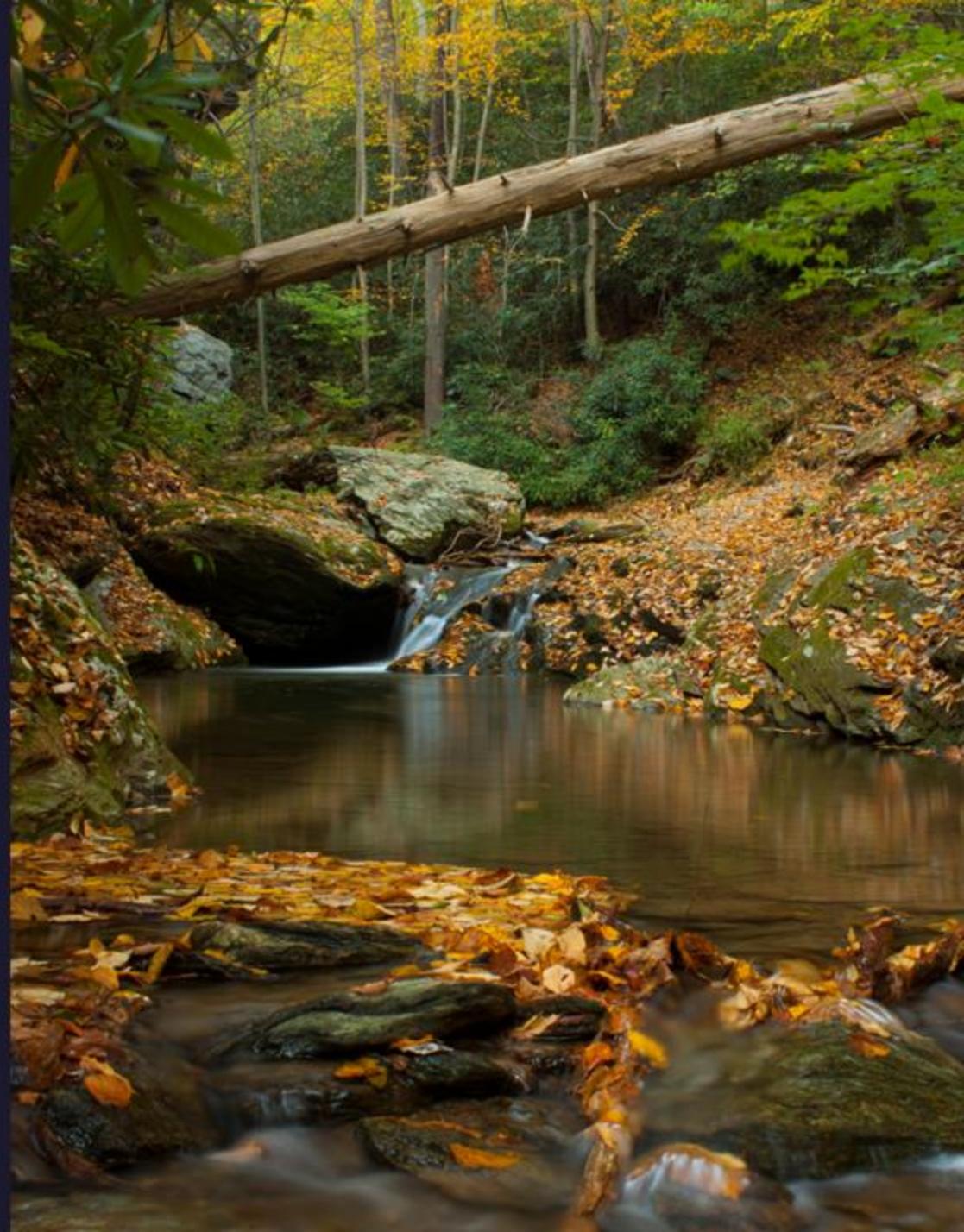
President & CEO

pwenger@lancasterconservancy.org

www.lancasterconservancy.org

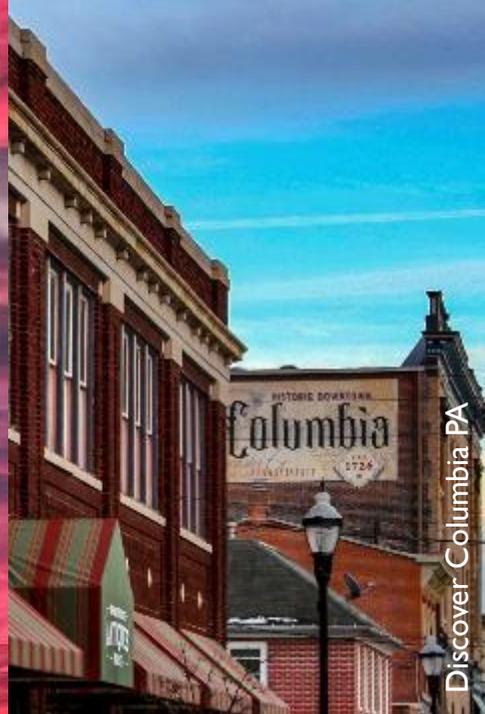
THANK YOU!

PHOTO BY Jonathan Kettering of
Kellys Run Nature Preserve in Autumn



Eric Kauffman

Columbia Borough



Discover Columbia PA

Columbia Borough

Terrain360

Coming Together to Think Beyond Boundaries



**A VISION OF
ECONOMIC IMPACT**

Our Vision



Provide a strategic plan to guide responsible and inclusive economic development fostering greater opportunity for our entire region by creating a prosperous future for Columbia Borough for the long-term by protecting natural resources, historical assets, and creating stable tax structures.



Our Impact Together

Working closely with the business community, political leaders, and economic development stakeholders throughout the region in order to:

- Enhance the quality of life of our residents
- Foster job creation
- Fulfill an important overarching vision for the continued growth and longevity of our community through stable tax structures



Our Plan in Motion



- Through collaborative efforts, we are starting to see the combined outcomes of partnering developers, investors, economic planners, and members of the community bringing our economic vision to life.
- The following projects are in motion, breaking ground and even planning their grand openings, all working together to fulfill the economic vision for the Columbia Borough.

Columbia Market House

The Columbia Market House, once the epicenter for fresh produce, specialty foods, and Saturday morning market traditions, reopened in May of 2021 with a renewed vision for serving the local community and features year-round farm stands and event space.





Riverview Terrace

- 33 apartments are being finalized on the property, meeting the demand for rental properties in the market.
- Includes attractive amenities such as parking and a first-floor commercial space.
- Monthly rents starting in the \$800s for 1-bedroom units.



Clarion Hotel at the Chip Factory

Choice Hotels International and local real estate firm Cimarron Investments are developing a 60-room, multi-story hotel property in downtown Columbia. The property is an historic potato chip factory, and will preserve much of the original 1876 structure.

This hotel will offer affordable accommodations in the heart of downtown with breathtaking views of the Susquehanna River. A full-service restaurant and rooftop bar will attract overnight leisure visitors and the meeting space will draw business travelers.



Starview Brews

One of the fastest growing business segments is beer tourism, fostered through local breweries. Located in a former tobacco warehouse, Starview Brews opened in early 2022. The new brewery and restaurant located at 224 Locust St. accommodates 90 patrons and serves up many of Mike's award-winning brews which he perfected as a longtime homebrewer and beer judge.



River Park / Columbia Crossings

Visitation to the Trails Center and River Park has grown to an estimated 100,000 people accessing the River Trail each year. In 2022, Columbia was awarded \$2.75 million in state grant funding to fund Phase III of the Columbia River Park Development Plan.





McGinness Innovation Park

- Generates about 100 new quality jobs
- Generates new tax revenue for the borough, county, school district and state
- Attracts STEM startup businesses
- Promotes tech-based career paths for young people
- Provides an entrepreneurial environment where tech first, government, universities, and businesses drive the growth of unmanned industry.



The Future of Our Plan

As we look to the future, we continue to make big plans to foster economic opportunities that will guide our efforts to bring a more prosperous future to Columbia Borough and this region!

Scott W. Standish

Lancaster County
Planning Department



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Questions & Answers

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Thank
You!

