

# Lincoln Highway Streetscape Plan

## Project Background

July 22, 2014

### Introduction

This report provides a summary of existing transportation, land use and design conditions in the Lincoln Highway Streetscape Plan Study Area, which encompasses Lincoln Highway from Strasburg Road to Pennsylvania Route 896. It is a draft and will continue to evolve as the plan develops. It is meant to inform the plan development and will eventually become the existing conditions section of the final Streetscape Plan. It is organized by planning topic, and each summary ends with an initial list of issues and ideas the consulting team has identified to explore further in the planning process. We fully anticipate that the Advisory Committee will expand and help us to refine this list of issues.

### The Goal

**Make Lincoln Highway an economically vibrant corridor that is safe, efficient, and beautiful for local residents and visitors.**

*Large vehicles driving along the corridor in front of Dutch Wonderland*



## The Challenge

Right now, the corridor can be dangerous, noisy, and intimidating for all but the most experienced user. Major issues contributing to this condition can be organized into three basic categories: safety, efficiency, and aesthetics.

### Safety Issues:

- Accidents
- Pedestrian crossings
- Sight lines
- Multi-modal conflicts (bikes, buggies, etc.)
- Vehicle speed
- High volume of truck traffic

### Efficiency Issues:

- Traffic flow
- Multiple access points from driveways and parking lots
- Left turns
- Buggies

### Aesthetic Issues:

- Visual clutter
- Lack of landscaping
- Varied building form, setbacks, and development density

## project study area





## The Opportunity:

It's really busy on the corridor! That is a fundamentally good problem to have, but we need to understand who the "users" of Lincoln Highway are and how they are getting around in order to devise appropriate improvements.

### Local Residents and Corridor Employees

- Driving
- Walking
- Transit
- Biking
- Buggies

### Tourists – Overnight Visitors and Day-trippers

- Driving
- Walking

### People Passing Through

- Driving cars
- Driving trucks
- Biking

### What types of movements are they making?

- Moving along Lincoln Highway
- Trying to cross Lincoln Highway

*The following pages summarize the existing roadway conditions, traffic volumes, multi-modal access, and development along the corridor that affect how users perceive, experience, and behave on the corridor.*



## Roadway Conditions

Lincoln Highway in the Study Area is a four-lane arterial with a median that alternates between a continuous turn lane, a dedicated left-turn, and a curbed concrete strip. Most of the 12 signaled intersections in the Study Area are T-intersections, and often include one leg that functions as a driveway to a specific business. Inconsistent and discontinuous sidewalks are a reflection of the many decades of development and the regulations that have guided them.

### *Right-of-Way*

When considering roadway improvements, it is important to understand the extent of land owned and controlled by PennDOT. Along many transportation routes, the right-of-way extends beyond the existing built facility. The existing Lincoln Highway right-of-way was checked during field views and through a review of PennDOT “as-built plans” and found that the existing right-of-way carries four lanes of traffic and varies from approximately 78 to 100 feet in width. The right-of-way line is located at back of sidewalk in many areas, which means that the existing road and sidewalk take up the entire land area that is owned by PennDOT.

### *Access Management*

Access Management is a term used by transportation professionals for coordination between roadway design and land use. The physical manifestation

of this term is driveways and curb cuts along the corridor. The frequency and width of the driveways can greatly impact the safety and efficiency of the corridor. Every driveway increases the number of potential pedestrian collisions. The map on Page 12 shows all of the existing driveways and curb cuts on the corridor. In general the frequency of driveways correlates inversely to parcel size: smaller parcels closer together tend to have individual driveways in rapid succession, while larger parcels tend to have limited entry points resulting in greater distances between driveways.

### *Bridge Structures*

The Study Area includes two bridge structures. Bridges often become “pinch points” in streetscape enhancement projects because opportunities to expand their width are limited to replacement or major reconstruction.

### *Bridge Structure over Mill Creek*

The bridge is located 700 feet east of the intersection with Harvest Road/ Mennonite School Road. While the existing structure width meets the minimum design criteria for traffic lane widths, curb offsets and sidewalk width, it is only 78 feet wide, narrower than most of the corridor. It includes four traffic lanes and a 12-foot center left turn lane and five-foot sidewalks on each side, though there is no barrier between the sidewalk and traffic lanes.

### *Bridge Structure near Rockvale Outlet*

This existing bridge structure carries five lanes with sidewalks on both sides with a guide rail at the back of sidewalk. Additional sidewalk width or space for buffering the sidewalk from traffic would require structure widening; however, any widening of this bridge structure would negatively effect the adjacent covered bridge and meandering stream condition.

### **Roadway Analysis:**

#### **What does this tell us?**

- Lincoln Highway occupies most of the right-of-way allocated, leaving little room within those boundaries for expansion.
- Right-of-way limitations may also affect the feasibility of utility “undergrounding” for aesthetic improvements.

- There could be potential for sidewalk expansion on the bridge over Mill Creek without widening the structure. This would require converting the center left turn lane into a narrower median and restriping the lanes. The resulting space could be transferred to the sidewalks, a far less costly option than structure widening.
- The lack of major cross streets intersecting with Lincoln Highway means that almost all of the access to businesses in the corridor must be directly from Lincoln Highway.

*Picture of bridge structure over Mill Creek*



*Picture of bridge structure at Rockvale Outlet frontage*





## Traffic Conditions

The traffic conditions along Lincoln Highway are the source of its greatest strength as well as its most difficult challenges. The sheer volume of traffic can spell success for many businesses dependent on attracting as many customers as possible. The major challenge for the foreseeable future will be to deal with the high percentage of those vehicles that happen to be trucks. Walking down the sidewalk with nothing between you and an oversized 18-wheeler but a two-foot wide shoulder is not a welcoming or pleasant experience.

## Overall Traffic Volume

Traffic volume along the corridor varies from an average of 22,000 vehicles per day west of the Bypass to an average of 30,000 vehicles per day between the Bypass and Route 896. The break at the

Bypass is no surprise as many vehicles are either entering or leaving the corridor through the Bypass.

With a concentration of retail development and tourist destinations, the Saturday peak period experiences the highest traffic volumes in the corridor, closely followed by the afternoon peak period. Saturday and afternoon peak volumes are an average of 50 percent greater than their corresponding morning peak traffic volumes. The graph on page 7 shows the volume counts for each intersection on the corridor, moving from west to east.

The Township has a planned system for signal timing to help achieve higher volumes and better efficiency through the corridor. Traffic volume efficiency is commonly measured as Level of Service (LOS). Level of Service is a grading system that categorizes the quality

## traffic volume

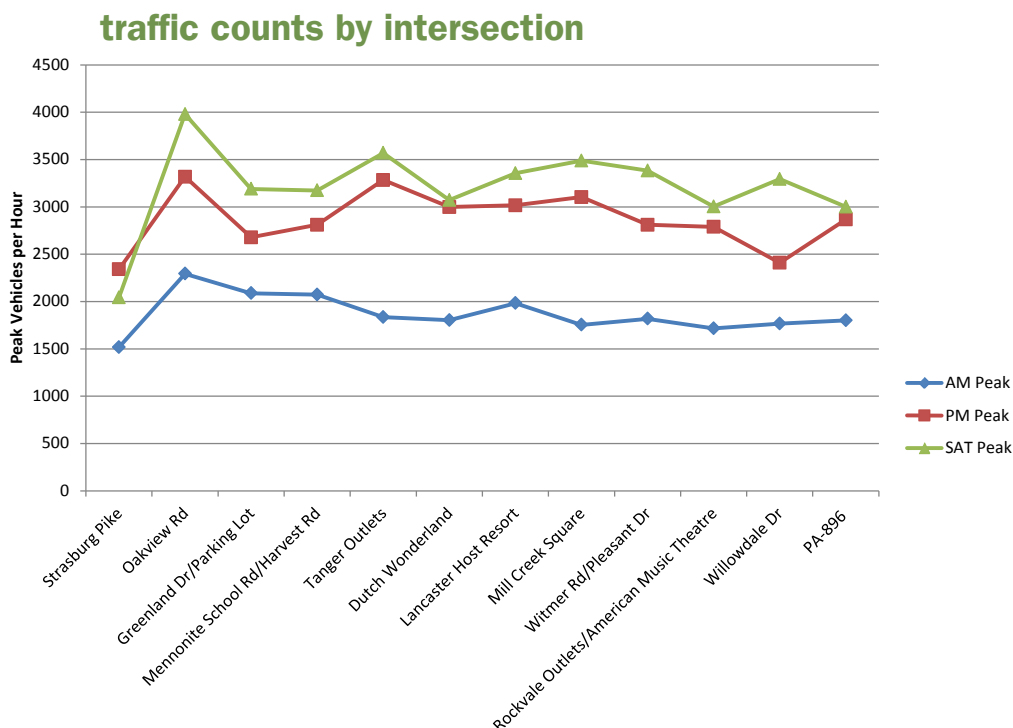


of traffic flow through an intersection. Below is a general description of each grade:

- **A** – free flow at posted speed limit, motorist has complete mobility between lanes
- **B** - reasonably free flow at posted speed limit, speeds are maintained, but maneuverability within the traffic stream is slightly restricted
- **C** – stable flow at posted speed limit, motorist is generally comfortable but movement between lanes is somewhat constricted
- **D** - approaching unstable flow, speeds slightly decrease as traffic volume slightly increases

- **E** – unstable flow, speeds rarely reach posted limit, gaps between vehicles are minimal and disruptions to traffic flow create shock waves affecting upstream traffic
- **F** - forced or breakdown flow, very vehicle moves in sequence with the vehicle in front of it, with frequent slowing required between vehicles are minimal and disruptions to traffic flow create shock waves affecting upstream traffic

The lowest grade that any intersection currently has in an LOS of D. This is only for the intersections at Oakview Road on Saturday peak, and Route 896 on afternoon and Saturday peaks. The rest of the intersections received grades of C or higher for all peak times. In fact, many peak times received grades of A or B.



### Truck Traffic Volume

One of the biggest issues in the corridor is competing user groups including visitors, commuters, residents, and long-distance truckers. According to PennDOT Internet Traffic Monitoring System data, the current proportion of all traffic that is comprised of trucks in the corridor goes from 5 percent on Lincoln Highway west of the Bypass, to more than 12 percent between the Bypass and Route 896. It is interesting to note that east of Route 896, the percentage continues to climb – all the way to 20%. PennDOT’s 2002 Wilmington to Harrisburg Freight Study projects that truck traffic will continue to increase in the corridor and that nearly 90 percent of the truck traffic on Lincoln Highway is serving a destination within Lancaster County.

### Accidents

The Study Area has a relatively high rate of accidents, with 343 “reportable” crashes along the corridor in the most recent five-year PennDOT study (2009-2013). PennDOT defines reportable crashes as those in which an injury or fatality occurs or where at least one of the vehicles is towed from the scene. The physical location of those 343 crashes is shown on the map below.

accidents map





One-third of all the accidents over that time period happened in three locations in and around the Route 30 Bypass at the western edge of the Study Area.

Due to PennDOT's strict definition, minor crashes are not included in this number. The East Lampeter Police Department has reported 272 crashes in the corridor from the time period of January 2012 to June 2014. The Police Department has reported an average of 15 crashes per month over that 2.5 year period, compared to only 5.7 crashes per month using the stricter PennDOT crash definition.

Beyond vehicle crashes, there were 7 pedestrian crashes and 4 bicycle crashes. The majority of those crashes also happened near the Route 30 Bypass on the western end of the Study Area.

*Truck traffic passing by a Route 14 bus stop*



### Traffic Analysis:

#### What does this tell us?

- Truck traffic will continue to be an issue for the corridor.
- While there are no easy solutions to adjusting the intense levels of truck traffic through the Study Area, widening center lanes (for trucks), narrowing outer lanes (for passenger vehicles), and providing signage to indicate the intended users of each lane could begin to address some concerns by pulling truck traffic to the centerline of the road.
- While traffic volumes are high, the roadway is functioning at a relatively high level of service. Additional traffic capacity can be effectively created through relatively low capital investments, such as the upgraded traffic signal program currently in design, regulation of turning movements, and improved access management.
- The concentration of accidents at a few key locations gives us the opportunity to make strategic safety improvements. The concentrations happen near the Bypass and on mid-block areas with access management issues.

## Pedestrian Conditions

An inventory of the sidewalks along Lincoln Highway reveals a surprising fact: 86 percent of the corridor has a sidewalk. As shown in the map below, the corridor frontage without sidewalks is almost entirely contained within the Route 30 Bypass ramps at the western edge of the Study Area.

An analysis of sidewalk conditions reveals that the pedestrian experience in the corridor is affected more by sidewalks that lack of protection from adjacent traffic than by a complete lack of sidewalks. The following is a brief description of five categories of sidewalk physical qualities and the percentage of each along the corridor.

### 1. No Sidewalks:

- This condition is the complete absence of any sidewalk. It predominately occurs on the western edge of the Study Area around the Route 30 Bypass.
- Percentage of corridor frontage: 14 percent

### 2. Sidewalks with no buffer:

- This condition is when a sidewalk is directly adjacent to the roadway curb. There is no space between the curb and the sidewalk forcing people to walk next to traffic without protection.
- Percentage of corridor frontage: 40 percent

## Sidewalk conditions



### 3. Sidewalks with a buffer less than ten feet:

- This condition involves a physical separation of less than ten feet between sidewalk and travel lane. In the Study Area, this space is most commonly grass and between three and five feet in width.
- Percentage of corridor frontage: 30 percent

### 4. Sidewalks with a buffer greater than ten feet:

- This condition consists of a physical separation of more than ten feet. Similar to the smaller buffers described above, the space is most commonly grass.

- Percentage of corridor frontage: 15 percent

### 5. Sidewalks with a vertical buffer:

- The sidewalk along the Tanger Outlets property includes a metal fence that establishes a visual and physical buffer between car and pedestrian traffic.
- Percentage of corridor frontage: One percent





### *Pedestrian Crossings*

Pedestrian crosswalks exist at all signalized intersections in the Study Area. With the addition of the signal at the Lancaster Host Hotel, the corridor will contain 13 signalized intersections. The location of each is shown on the map below. The average distance between the intersections is one-quarter mile, providing pedestrians with a maximum of one-eighth of a mile (approximately a three-minute walk) to walk along the corridor to reach the nearest intersection.

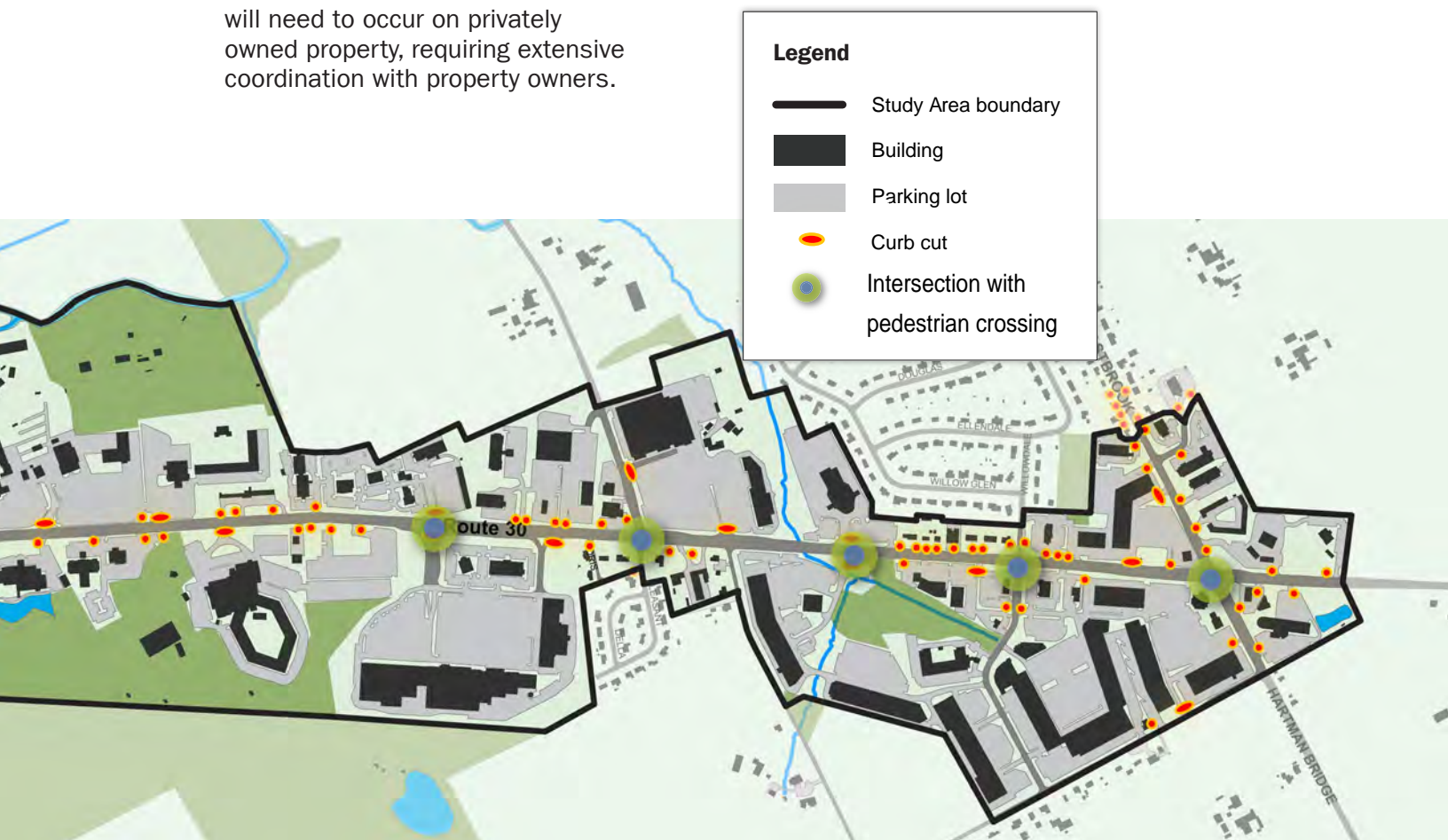
While crosswalks exist, the crossing experience is still overwhelming for many pedestrians. In most locations, people must cross five full lanes of pavement in an uninviting environment. Improved crosswalk markings, countdown crossing signals, and where space permits, center median pedestrian refuges and curb bulb-outs to reduce crossing distances, would greatly improve the experience.

### **curb cuts and intersections**



### Pedestrian Analysis: What does this tell us?

- The condition and needs of the sidewalk network vary along the corridor, and sidewalk improvements will not have a single solution.
- The largely used up right-of-way and the desire to have a larger and more consistent physical buffer between the roadway and the sidewalk means that expansion of sidewalks or increased buffers will need to occur on privately owned property, requiring extensive coordination with property owners.
- The regular frequency of intersections with crosswalks is a good framework to get pedestrians safely across the street. The challenge becomes creating a safe and welcoming condition that people will use.





## Transit Conditions

Overall the level of transit service on Lincoln Highway is very good compared to other low-density suburban locations in small metropolitan regions. It serves an important function for the people who need it to access jobs and shopping. The schedule provides reasonably convenient times between buses during the morning and afternoon on weekdays and Saturdays.

The Study Corridor is served by Red Rose Transit Route 14, which runs from the Queen Street Station Transit Center in downtown Lancaster to the Rockvale Square Outlet Mall. Connections are available to most other Red Rose Transit routes at the Queen Street Station including the Historic Downtown Trolley to the Amtrak station. Schedules are focused to serve retail and service job start and end times and shopping trips.



*Bus stop in front of Walmart Shopping Center*



*Red Rose Transit Route 14 Bus*

## transit routes





### *Schedule and Hours of Operation*

Route 14 buses run every 20 to 35 minutes between 6:30 a.m. and 6:00 p.m. and every hour before and after that on weekdays. The Saturday schedule is the same except that it starts one hour later. On Sundays buses run roughly every 60 minutes in the morning and every 45 minutes in the afternoon.

### *Ridership*

The Lincoln Highway corridor between Strasburg Pike and Route 896 sees approximately 420 riders on a typical weekday, with outbound riders exceeding inbound riders by about 40 trips. This may simply be an effect of when the counts were made or may be due to workers riding to retail jobs in the corridor on the bus but carpooling or otherwise getting a ride home. The busiest stops include the Tanger Outlets and Mill Creek Square outbound and Target on Lincoln Highway Inbound.

### *Facilities*

There are few shelters or other amenities for transit riders along Lincoln Highway. Most stops consist of a small sign attached to a telephone pole or sign post. Sidewalks are often not present at stop locations requiring riders to wait in the open on the unimproved shoulder of the road.

### **Transit Analysis:**

#### **What does this tell us?**

- Transit stop facilities are a low hanging fruit issue for the corridor to address. The current facilities are inadequate and basic improvements such as concrete pads, benches, and sign improvements at each stop would be beneficial.
- Bus stop locations need to be coordinated with improvements to crosswalks and sidewalks.
- Shuttle service could provide targeted service to area visitors; however, shuttles require a lot of attention to design to make them attractive to a non-transit riding audience. Identifying a mechanism to fund or partially subsidize such shuttle service would be crucial to successful implementation in the corridor.

## Bicycle and Buggy Conditions

### *Bicycles*

The Study Area lacks official signed infrastructure dedicated to cyclists. Efforts at the county level to improve the level of service for cyclists are underway. The high traffic volumes and speeds and large proportion of truck traffic on Lincoln Highway make it an unattractive route for cyclists.



### *Observed Buggy Routes*

Field visits indicate that routes include Rockvale Road parallel to Lincoln Highway, Witmer Road then across to Bowman Road, and along Route 896. Of those observed routes only the Witmer Road to Bowman Road route brings buggies onto Lincoln Highway for a short distance. Other observed routes simply cross Lincoln Highway at key locations.



### buggy routes



### Bicycle and Buggy Analysis: What does this tell us?

- Given the limited right-of-way in the corridor, it is highly unlikely that it could be made attractive for bicycle and buggy travel.
- Through travel for bikes and buggies in the corridor should be guided to use roadways south of Lincoln Highway through a signed bike route.
- Improvements directly on Lincoln Highway should focus on improving accessibility to major attractions for bike, scooter, and buggy users.

## Infrastructure Conditions

### Roadway Drainage Facilities

The existing roadway drainage system consists of inlets along the curb with drainage pipes on both sides of the road that run along the curb line with outlets

at various points along Lincoln Highway. Any modifications to the curb line would affect the current drainage inlets and require relocating and reconnecting them to the existing underground pipe system.

### Stormwater Management

Some stormwater basins are located adjacent to the roadway. Any sidewalk or other facility expansion should seek to avoid encroaching on these to avoid the costs of redesigning the facilities.

### Water/Sewer Infrastructure

The portion of the corridor located between Walmart and Route 896 lacks a redundant water system. A break in the water main can leave this area without water for an extended period of time while repairs are made, as happened during the construction of the Walmart store. The Township, Lancaster County, and City of Lancaster would like to have

*Stormwater device at Rockvale Outlet*



*Stormwater grate at Travelodge entrance*





a new water line constructed to form a complete loop that would protect the area from future extended outages; however, funding to do so has been unavailable. Approximately 3,700 feet of underground pipe needs to be installed to complete the loop. This could happen along multiple rights-of-way including Witmer Road, Harvest Road, and Buckwalter Road. In the absence of the loop line, several properties have been required to install tanks or wells for fire suppression.

#### Infrastructure Analysis: What does this tell us?

- Proposed solutions need to consider the impacts of sidewalk construction and related improvements to the existing drainage and stormwater systems. Even small changes can affect inlets and basins, which can dramatically increase the cost of improvements.
- When reconstruction is needed, consider the opportunity to convert existing stormwater and street drainage systems to “green infrastructure” techniques that mimic natural processes instead of putting water into pipes. Examples could include siphoning runoff into tree pits and landscaped bioswales, which provides a dual function of managing stormwater and improving corridor appearance.
- Improvements proposed for areas lacking water service redundancy should consider the potential for implementing the needed water supply infrastructure during construction.

*Drainage area at Rockvale Outlets*



*Landscaped swale at Tanger entrance*



## Landscape Conditions

The varied width and condition of the road right-of-way and changing development practices over time have led to inconsistent landscape treatments along the corridor. Some newer developments are very well-landscaped; other areas lack any greenery. Even in the landscaped areas, there are almost no trees to provide shade or opportunities for pedestrian seating, important amenities for summertime visitors.

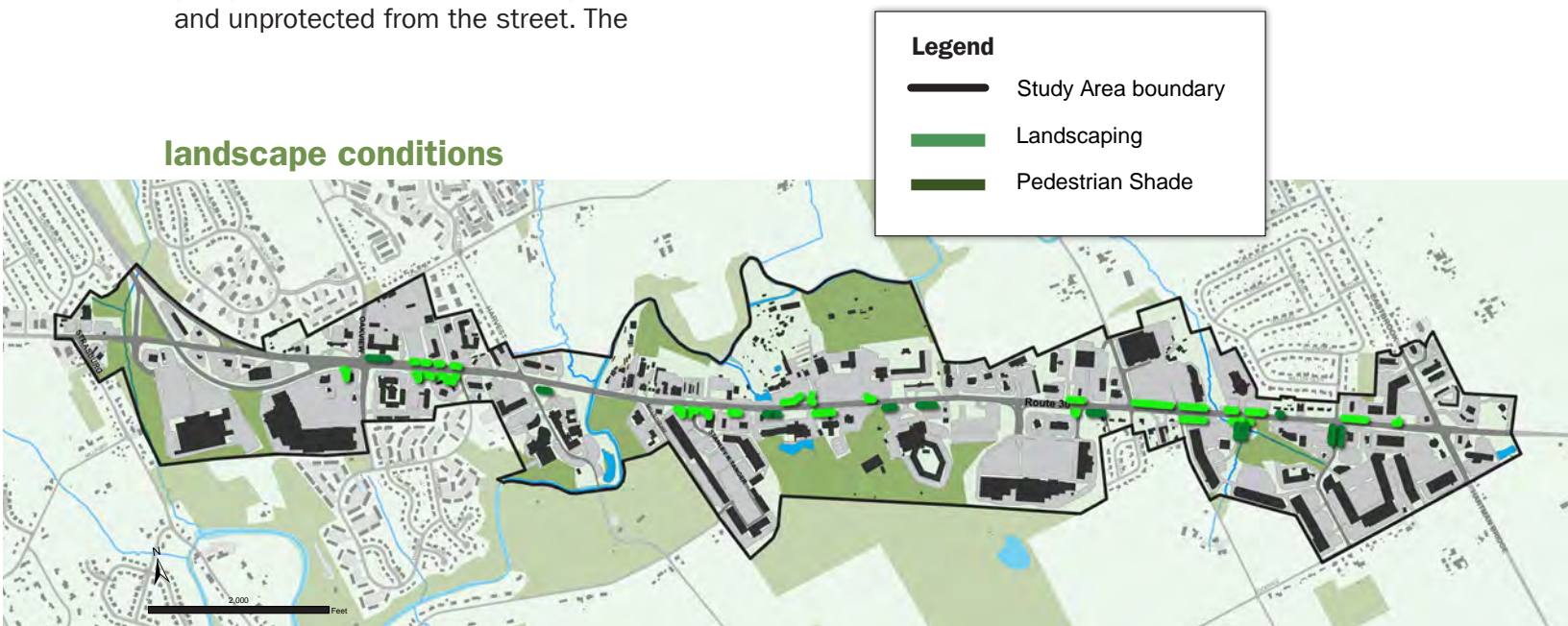
### Landscape Character

Large areas of the corridor lack landscaping of any kind. This results in a lack of “framing” from trees or other screening elements and has given the corridor a harsh feel from the pedestrian perspective. Pedestrians feel exposed and unprotected from the street. The

lack of a developed landscape has led to a lot of “hard edges” between different parcels and uses. This is especially apparent at major intersections, where all four sides have a different aesthetic treatment.

Most trees in the corridor are set back from the right-of-way, providing limited opportunities for pedestrian shade. In some cases, required landscaping and trees in the parking areas has created a de facto street tree condition along the right-of-way. However, since these areas are set back from the road, they provide no buffer from the roadway itself. The high percentage of impermeable surfaces and lack of shade has created a heat-island effect throughout the corridor.

## landscape conditions



### Landscape Analysis: What does this tell us?

- A defined landscape character can help to unify the corridor. This could be accomplished through the establishment of corridor landscape guidelines or standards.
- Overhead utility lines create some limitations for larger vegetation but can be managed through proper tree selection.
- Street tree placement needs to maintain visibility to commercial properties and be integrated into the signage and wayfinding package.
- Installation of green stormwater infrastructure along the corridor could be integrated into pedestrian buffers and other improvements to serve both as functional and aesthetic resources.



*Heavy landscaping and signage at Rockvale entrance*

*Street trees providing areas of pedestrian shade*



*Open lawn area along the corridor at Rockvale Outlets*





## Corridor Land Use and Design Conditions

The Study Area Framework section at the end of this document contains an analysis of the existing land uses in the corridor. This section summarizes the Township's land use and design regulatory framework. These regulations have evolved over time, and much of the development on the corridor predates current landscaping and pedestrian amenity requirements.

### Regulating Development

Use, form, and site organization are regulated through the Zoning Ordinance and the Subdivision and Land Development Ordinance (SALDO).

The Zoning Ordinance regulates:

- Permitted uses
- Building form/height
- Maximum building coverage and impervious area
- Signage
- Parking – size and number of spaces
- Parking – screening from street and interior landscaping
- Building setbacks – regulated both by zoning district type and by street type for the main frontage

The SALDO regulates:

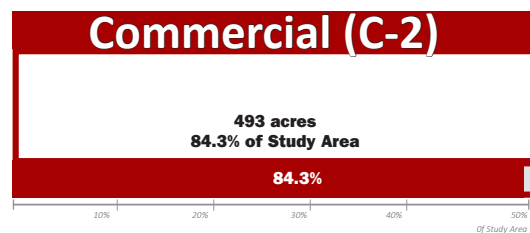
- Sidewalk width and minimum buffers
- Block size and configuration
- Site access
- Potential traffic improvements

### zoning districts

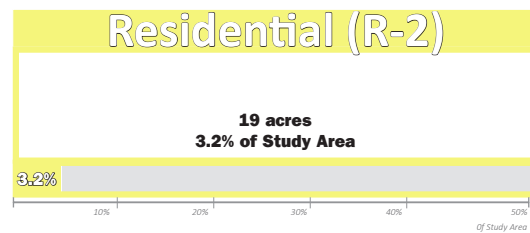


## Zoning Districts

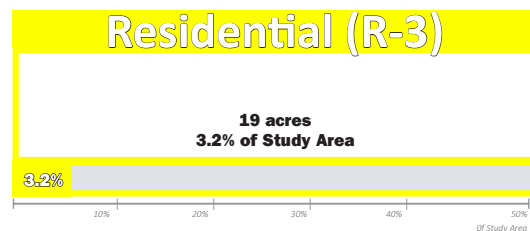
Four districts directly front the corridor: C-3 Commercial, R-2 Residential, Conservation, and Floodplain. Two additional districts, R-3 Residential and Rural, are located in the Study Area but do not have frontage directly on Lincoln Highway.



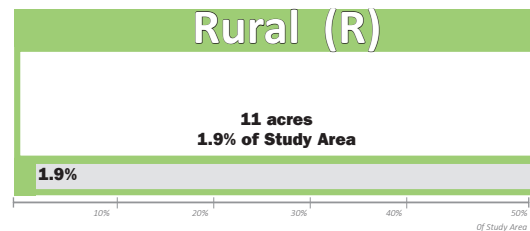
This district is intended to provide an area for large-scale commercial uses, including shopping centers. Other allowed uses include hotels, auto-oriented businesses, entrainment venues, and restaurants.



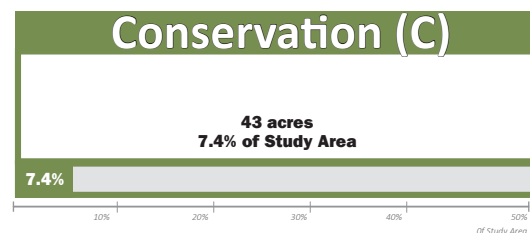
This district is intended to provide for moderate density residential development, including single family dwellings and small apartment buildings.



This district is intended to provide for moderate to higher density residential that is compatible with existing residential development, including single family dwellings and small apartment buildings.



This district is intended to encourage preservation of existing agricultural land. Allowed uses include agriculture and low density single family dwellings.



This district is intended to encourage the preservation of open land, particularly around waterways. Permitted uses include agriculture, single family housing, and recreation.

### *Floodplain District Overlay*

The Study Area also includes areas within the Floodplain District. This district is intended to regulate uses and potential development located within the 100-year floodplain. These areas are important for protecting water and soil quality along local streams. The ordinance limits development in the floodplain to agriculture and open space uses.

### *Site Planning and Building Form*

The Zoning Ordinance and SALDO provide standards for how parcels engage with the street:

**Setbacks:** Buildings must be set back at least 100 feet from the centerline of Lincoln Highway. Setbacks along other streets range from approximately 30 to 50 feet from the edge of the right-of-way.

**Parking screening:** Any parking lot with 10 or more spots must have a landscaped buffer at least 10 feet wide along the right-of-way. Plants must provide 25 to 50 percent visual barrier within two years. Additional visual screening with more stringent regulations is required where commercial districts adjoin residential or rural districts.

**Parking landscaping:** Parking lots with 20 or more spaces also require 10 square feet of landscaping per parking space and one tree per 20 spots.

**Sidewalks:** The SALDO requires five-foot minimum sidewalk on arterials, with a minimum two-foot buffer between the curb and sidewalk.

### **Land Use and Design Analysis: What does this tell us?**

- The Zoning Ordinance and SALDO already contain tools to regulate the form and design of development, pedestrian amenities, some traffic improvements, and landscape design. They can be amended to incorporate the design standards recommended by this plan, which would mean that new development would be required to meet those standards.



## Study Area Framework

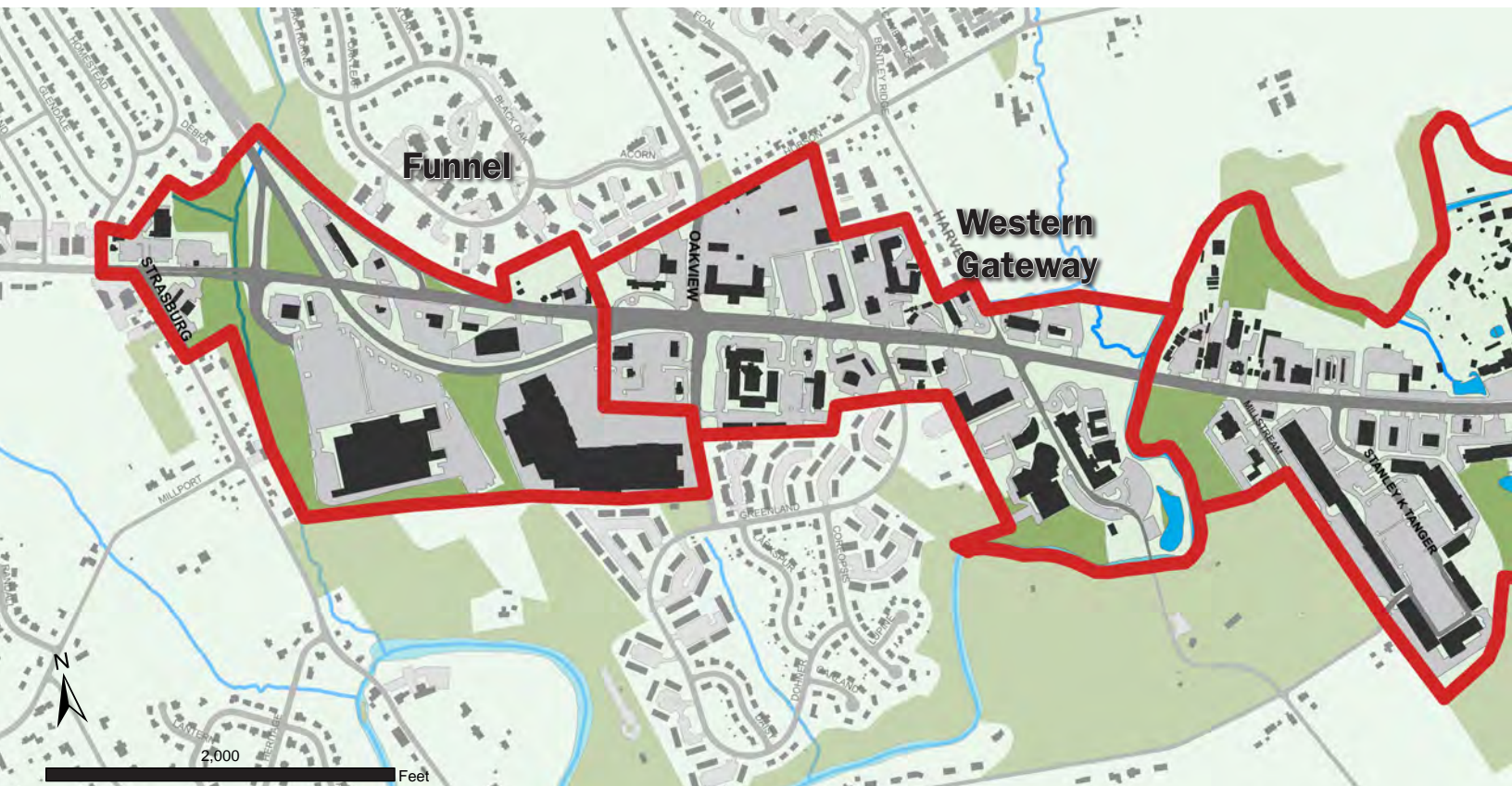
Moving from the existing conditions analysis at the corridor level, the Streetscape Plan will also focus specifically on issues facing smaller sub-areas in the corridor.

The Study Area has several distinct character districts, which were described and used as a planning framework in the Phase 1 Lincoln Highway Vision Plan. Each of these districts has its own mix of uses and physical design characteristics. Beginning at the

western end of the Study Area – at the intersection of PA Route 462 and Strasburg Pike – motorists traveling eastward encounter the Character Areas in the order presented on the following pages.

This existing conditions analysis began by using the Character Areas defined in Phase 1 and made some minor changes to reflect changing development patterns and the more focused approach of this Phase 2 Lincoln Highway Streetscape Plan. Changes are summarized in the list below and described in more detail in the Character Area explanations.

## Character Areas



- Some boundaries have shifted to reflect new development that has changed the character of formerly vacant or underdeveloped parcels.
- The “Institutional” Character Area has been renamed “Western Gateway” to reflect its role in the corridor and a broader mix of uses present there.
- The residential areas that do not touch Lincoln Highway have been removed from the Character Areas because the plan does not anticipate recommending changes

for residential neighborhoods near, but not on the corridor.

- A “node” or potential focus area has been identified for each Character Area. Each node includes an intersection or area that contains a concentration of the challenges and/or opportunities that define the Character Area where it is located.



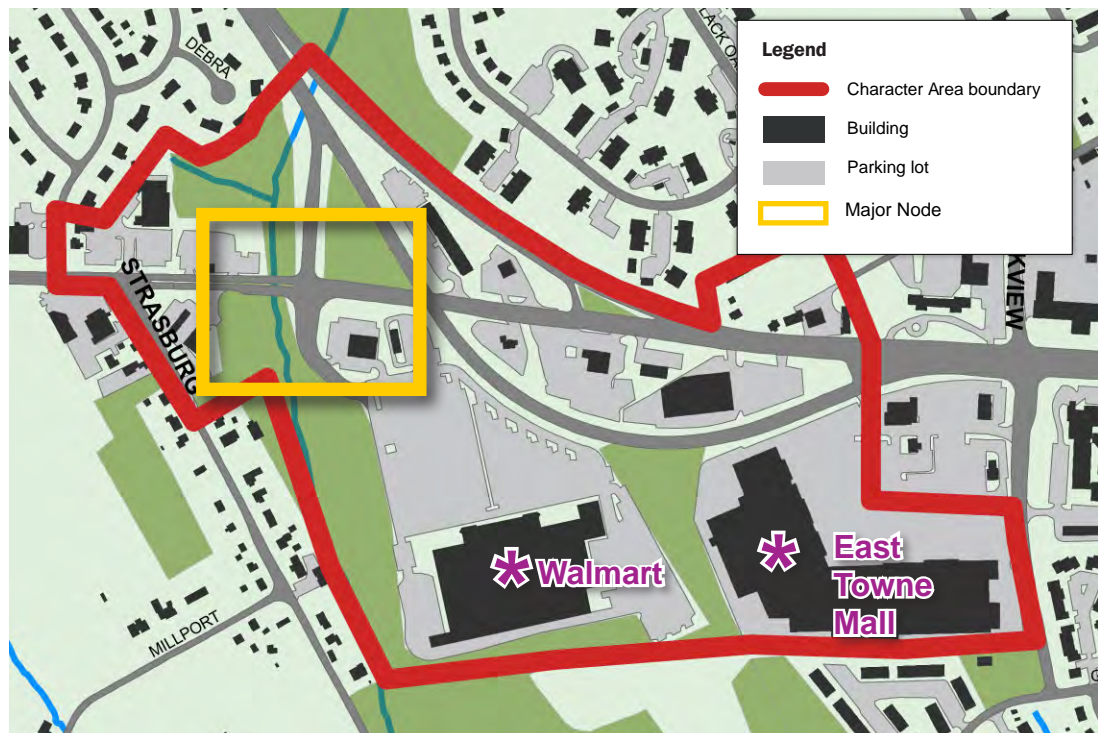


## Funnel Area

Located between Strasburg Pike and the merging of U.S. Route 30 Bypass and Lincoln Highway, the Funnel Area is characterized by small-footprint retail stores, lodging, and dining. Numerous vehicular on/off ramps, merges, and driveways make this a difficult area for motorists to navigate and impossible for pedestrians. This area is also home to East Towne Mall and Walmart, which primarily serve local residents. Although these two developments are adjacent to each other, there is no vehicular connection between them.

## Node

The Walmart entrance and Route 30 Bypass off-ramp is the only intersection west of the Route 30 Bypass in the Study Area. It serves as the entrance to Walmart as well as the one-way off-ramp for people exiting the Bypass. This intersection and the overpass just to the east of it serve as a minor gateway into the corridor for people coming from areas directly to the west. The traffic volumes here are less than all the other intersections located east of the Route 30 Bypass.





## Primary Destinations

- Walmart: Situated directly across from the Bypass off-ramp gives provides a prime regional location for local residents wishing to access the store.
- East Towne Mall: This strip center includes Kmart and Burlington Coat Factory as anchor stores. The facility is older than others on the corridor, but its size and location make it a destination.

## Issues

- Limited sidewalks, which are present only on the south side of the corridor near the Walmart entrance.

- Confusing traffic flows and changes in grade contribute to the highest accident rates in the corridor.
- There is an island of auto-based retail between the eastbound Route 30 Bypass and Lincoln Highway that is difficult to access by any mode of transportation.

## Opportunities

- There is potential for some kind of gateway signage at the Bypass off-ramp and on the Bypass overpass
- Lower traffic volumes and proximity to residential areas directly west of Character Area could utilize a better pedestrian and bicycle network.

*Walmart entrance/Route 30 Bypass off-ramp*



## Western Gateway Area

The western end of this area is the intersection at Oakview Road where the eastbound off-ramp from the Bypass has just merged with Lincoln Highway. After this merge the corridor assumes the typical five-lane cross-section that extends all the way to Route 896. This is the major gateway to the corridor for most users coming from the west. The Lancaster Headquarters of the Pennsylvania State Police (commonly called the police barracks), and the PennDOT Maintenance District 8-7 building are located at the western edge. The Lancaster Mennonite School, adjacent to Mill Creek, also forms a large part of this area. The area is

a blend of restaurants, hotels, and large institutional uses. This creates a dynamic mix of people that use this portion of the corridor.

## Node

The intersection of Lincoln Highway and Oakview Road has the highest traffic volume of any intersection in the Study Area. It provides cross-corridor access to residential areas directly north and south of the Study Area. Moving east from the Funnel Area, this is where consistent sidewalks begin to appear. The north side of the street contains primarily large institutional uses, and the south side houses hotels and restaurants, making a destination for area visitors, residents, and workers.





### Primary Destination

- Lancaster Mennonite School: The school attracts many modes of transportation, including pedestrians and bicycles. The campus includes classroom buildings, a fine arts center, a dining hall, and residence hall.

- Many hotels and restaurants in the area support tourism destinations that are further east on the corridor or beyond. Large stretches of inhospitable sidewalks and the crossing over Mill Creek create barriers for anyone hoping to head east on foot or on a bike.

### Issues

- The high traffic volumes coming from the Route 30 Bypass create some of the widest street sections in the Study Area and the highest accident rates.

### Opportunities

- Proximity to the Route 30 Bypass allows for many businesses to be the first thing visitors see when entering the Study Area from the west.

*Oakview Road intersection*





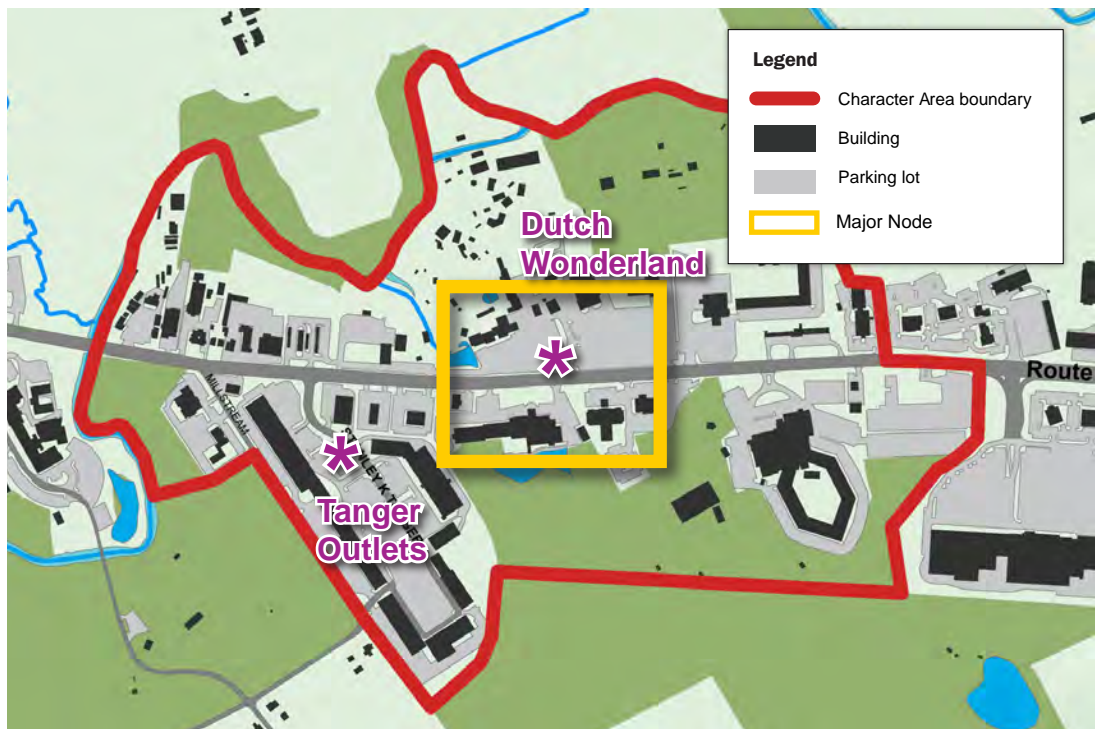
## Tourism Area

This area contains many of the large regional tourism attractions within the Study Area, including the Tanger Outlet Center, Dutch Wonderland Family Amusement Park, and the Lancaster Host Resort. In addition to the Host, there are many other hotels in this part of the corridor. Supporting the hotels and tourist destinations are numerous restaurants ranging in style and price. Some restaurants are clustered together in groups of three or four, while many stand alone or adjacent to the hotels in the Tourism Area. The former Italian Villa East is located behind restaurants, a rare vestige of the corridor's early years as a tourism destination. Another

prominent feature of this area is Mill Creek, a significant natural resource, which forms the area's western and northern borders.

## Node

The intersection at the entrance to Dutch Wonderland serves as focal point for visitors to the corridor. In season, Dutch Wonderland draws thousands of people to the corridor and is often a destination for families staying overnight in hotels along the corridor. The southern side of the intersection enters the Ramada Inn parking lot without any formal connections beyond that. For that reason the intersection is heavily traveled on only three of the four sides.



## Primary Destinations

- Dutch Wonderland: This amusement park occupies almost 50 acres of land along the corridor and is a regional draw. It has occupied this location on the corridor since 1963 and remains its most iconic landmark.
- Tanger Outlets: The westernmost of the two outlets on the corridor, Tanger Outlets has more than 60 stores and one signalized entrance on Lincoln Highway.

## Issues

- The concentration of destinations and visitors that might be unfamiliar with the corridor creates a very busy and chaotic environment.

## Opportunities

- The area includes a strong cluster of hotels, restaurants, and attractions within walking distance of each other.

*Dutch Wonderland entrance*



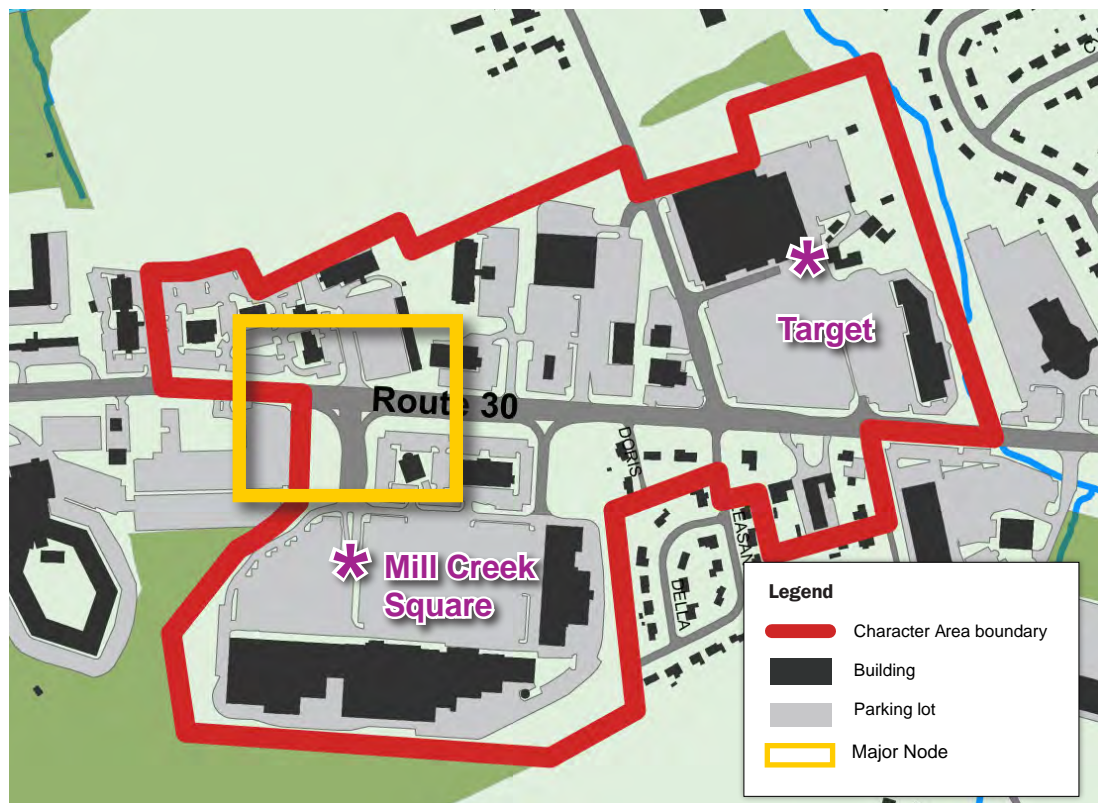
## Locally Serving Area

This area has changed the most since the Phase 1 Plan was complete. Two large areas of privately owned open space were developed as commercial properties. On the south side, a tract that was once part of the golf course at the Lancaster Host Resort has been transformed into Mill Creek Square shopping center, which includes chain retailers such as Bed Bath & Beyond, Ross, Kohl's, and Christmas Tree Shops. The development also includes bank and restaurant pads adjacent to Lincoln Highway. On the north side, a parcel that once formed a part of the Amish Farm

and House property was developed into the Covered Bridge Marketplace, a strip mall that includes chain retailers and restaurants including Target and Panera Bread.

## Node

The entrance to Mill Creek Square is the largest addition to the corridor since the Phase 1 Plan. The shopping center and pad sites are located directly across the corridor from a group of restaurants. The shops are primarily serving local residents, while the restaurant pads sites serve as a destination for residents and visitors alike.





## Primary Destinations

- Mill Creek Square: The shopping center contains more than 285,000 square feet of retail and restaurants including a supermarket that is under construction.
- Target: Occupying the corner of Witmer Road and Lincoln Highway the Target is able to utilize the two road frontages to split its access and not rely on one large entrance off of Lincoln Highway.

The entrance off Witmer Road also allows for residents and visitors coming from the north to visit Target without entering Lincoln Highway.

## Issues

- Potential conflicts are created by locally-serving retail situated in the middle of the corridor, surrounded by hotels and tourist destinations.

## Opportunities

- Potential to connect to roads perpendicular to the corridor to tap into nearby residential areas

*Mill Creek Square entrance*



## Eastern Gateway Area

This area, which includes the intersection of Lincoln Highway and Pennsylvania Route 896, provides a well-defined visual boundary between the intensive commercial uses within the Study Area, and the more rural landscape to the east. The Eastern Gateway contains two prominent attractions, the Rockvale Square Outlets and the American Music Theatre. The theatre was built on the former site of the Willows, a hotel and restaurant complex that was once one of the best-known tourism properties in Lancaster County.

## Node

The intersection with Route 896 functions as the primary gateway to the corridor for anyone traveling from the east. The slight skew of the intersection creates a condition where the adjacent buildings are pulled back from the roadway. The surrounding uses include old and new development, including a newer Olive Garden across from an older Waffle House, an abandoned former Wawa gas station across from an operational gas station. The last businesses on the eastern edge before the landscape becomes rural are the iconic Steamboat Inn and a miniature golf course.



## Primary Destinations

- Rockvale Square Outlets: The easternmost outlet on the corridor contains more than 560,000 square feet and occupies a considerable portion of the Character Area. The Outlets have multiple points of access, including a signalized intersection on Lincoln Highway and entrances off of Rockvale Road.
- American Music Theatre: This is a 1,600 seat theatre that hosts 300 events each year, including touring concerts and original shows. The timing of shows often has implications for the adjacent retail and restaurants.

## Issues

- The frontage in the area covers a scattered mix of land uses including residential properties right on Lincoln Highway.
- The fate and condition of the Character Area is dependent on the Rockvale Square Outlets.

## Opportunities

- Having a single owner and land manager – Rockvale Outlet - for a large footprint makes coordination in the area easier.

*Route 896 intersection*

