

LOWER PAXTON TOWNSHIP  
PLANNING COMMISSION  
BUSINESS IMPROVEMENT DISTRICT  
WORKSHOP MEETING  
March 15, 2010

**COMMISSIONERS PRESENT**

Fredrick Lighty  
Roy Newsome  
Ernest Gingrich  
Dennis Guise  
Richard Beverly  
Douglas Grove  
Robin Lindsey

**ALSO PRESENT**

Dianne Moran, Planning & Zoning Officer  
Watson Fisher, SWAN Representative

**CALL TO ORDER**

Mr. Lighty called the workshop meeting of the Lower Paxton Township Planning Commission to order at 5:34 pm, on Monday, March 15, 2010, in Room 174 of the Lower Paxton Township Municipal Center, 425 Prince Street, Harrisburg, Pennsylvania.

**PLEDGE OF ALLEGIANCE TO THE FLAG**

Mr. Lighty led the recitation of the Pledge.

**ROUTE 22 BUSINESS IMPROVEMENT DISTRICT**

**Preliminary Plan**

Mr. Lighty stated the Commission has agreed to divide the task of drafting the preliminary plan amongst its members, combine the drafts, and edit from there.

1. **Map**. A map is laid out, but it will need to be printed nicely. It will have to be determined what size to print it, and what format will be needed. The map will also probably need to be printed on more than one 8 ½x11 sheet of paper so that it is somewhat legible for the preliminary plan.
2. **Name the District**. Mr. Grove suggested the District could have an official name and a popular name (similar to CAT: Dauphin Cumberland Harrisburg Transportation Authority). Names suggested were: Lower Paxton Township BID, Route 22 BID, Colonial Corridor BID.

Mr. Grove suggested that Lower Paxton is over-encompassing; there could be a need for another ID in the Township. Initially, the Commission was told to consider three areas, so there is a fair chance the others will be considered in the future.

Mr. Lighty stated that Dauphin County has an authority called the Dauphin County General Authority. Because Dauphin County is in their name, everyone associated the Authority's actions with the actual County government. In that case, it was not advantageous for the County's reputation.

Mr. Gingrich suggested the Route 22 Corridor extends too far to really identify the area we are trying to identify. Ms. Lindsey noted that the part of Route 22 to the east is more commonly known as Allentown Blvd than Route 22.

Main Street was suggested, but no one really refers to it as that, even if it does function as a main street.

Colonial Corridor was suggested, and the Commissioners agreed that is a good name: the Colonial Corridor Business Improvement District, CCBID, or Colonial Corridor Improvement District, CCID. Members agreed on the latter, but are still open to other ideas or suggestions that may come up throughout the process.

Mr. Lighty noted that "colonial" lends easily to artwork.

The motto "We've got it all" is still agreeable to the Commissioners.

3. Description of Service Area. Mr. Lighty asked how that is different than the district boundaries. Mr. Gingrich suggested it is just a written description of the district. Metes and bounds? Mr. Guise stated it could simply say from a certain property extending eastward to the intersection at a certain road. There are areas where the properties included are not immediately adjacent to Route 22, and that would have to be described somehow. The sample plans include a map. Mr. Newsome stated that the implication is that the District may service areas outside the District. That is not the intentions of this district.

Mr. Newsome stated he anticipates this could grow to include other areas, such as further north on Colonial Road, or north on Mountain Road up to the Square.

Mr. Newsome thought the service area means something other than the district area.

*"The area within the boundaries of the ID ... in which the NIDMA provides programs, services and improvements. The term may also include an area outside the district where services are being provided by the NIDMA under contract."* Mr. Guise did not anticipate that happening. That would be like running banners along Route 22, and extending the banners out to the Square of Linglestown.

Mr. Lighty suggested the service area be defined as the area within the District. Mr. Guise felt it was worth saying they do not see services being provided elsewhere. For planning purposes and selling purposes, that is important. It does say "under contract" so whoever is getting the services outside the District would be paying for them.

Mr. Newsome suggested there may come a time when the District extends north on North Mountain Road.

Mr. Guise suggested the following description: one-half block west of the intersection of Colonial Road and Jonestown Road, including all of the malls, extending east to the north-eastern corner of Blue Ribbon Avenue at Allentown Blvd., comprised of all real property which is used for any for-profit activity involving trade and traffic, or commerce in general. Mr. Guise will work on writing this section.

Mr. Guise asked about the area that is not included between Paxton Square and Ollies. That area is residential, so it should be included in the District, just not as an assessed property.

4. List of Properties to be Assessed. This list is already compiled in Excel format.
5. List of Proposed Improvements and Estimated Cost. The improvements include beautification, marketing and traffic management. Specific improvements need to be selected. Mr. Grove suggested that beautification includes cleaning up and decorations. Ms. Lindsey noted it should include the purchase of decorative banners as well as the cost to maintain them. Harrisburg explained their goals very well. The cost for 240 hanging baskets was \$25,000. The utility poles would need to be identified or at least counted in order to estimate a cost. Mr. Newsome offered to do this. Mr. Lighty suggested he use “Bing” search engine to do this because it offers a superior “birds eye view”. Ms. Lindsey questioned the owner of the utility poles. Mr. Lighty stated most are owned by PP&L, some by the phone or cable company.

Mr. Lighty asked if the Commissioners have a preference between flags or baskets of flowers. Mr. Grove suggested a mix, or alternating flag/flowers. Mr. Newsome suggested it is too early to worry about the specifics. Mr. Lighty asked for a volunteer to gather prices on both flags and baskets, as well as live versus silk flowers. Mr. Guise suggested the flags and flowers can both be changed seasonally.

Mr. Newsome cautioned against using banners or items not allowed by ordinance. Ms. Moran stated the sign ordinance prohibits banners in the Township.

Mr. Guise stated the signs at each end of the District should be included in both beautification and marketing/branding.

The installation costs would be included in the first year, and maintenance would come in subsequent years. Mr. Guise suggested that live plants would not make much sense along Route 22, so maybe banners would be better. There may be a fine line between too many banners creating clutter, and just enough to create the symmetry to tie it together. It will be important to not violate the sign ordinance.

Regarding signage, Ms. Moran stated that flags and banners are only allowed for auto sales. They are prohibited otherwise under the current ordinance. That is something that will have to be worked out.

Marketing/Outreach. Examples: brochures, maps, website, two identification signs. Mr. Guise asked how much the Township’s website costs. Mr. Lighty stated the initial cost was about \$12,000. Mr. Guise suggested this is something that would be outsourced. Mr. Lighty suggested \$10,000 would be an appropriate amount to budget for the website. Brochures and maps would need to be printed, but the costs would have to be researched. It would be optimal to seek out a printer within the District. The initial map would introduce the District, and then subsequent publications could feature sales marketing for the District businesses, and provide other sales opportunities instead of just selling the District. The first year would have to have two publications. Mr. Guise suggested the map could have one side with the map, and the backside could list the businesses by type or location. The size could be 11x17, and fold down to something manageable. Mr. Grove stated Key West has a nice map. There are companies that design maps with ads around the border, for free. Mr. Lighty asked about charging District businesses for ads when they are already assessed. Mr. Guise stated they could be listed for free, but an ad or a coupon or something extra, would cost more. He agreed that is a good question.

Budgeting information is needed for two marketing pieces, a website and some type of mass media advertising. The first publication may have to be more of a directory than a map. Mr. Grove will do the research on the print items, and Mr. Guise will look into a person/company to do the website. Ms. Lindsey will look into radio. Advertising in publications such as the East Shore Shopper, The Guide, The Paxton Herald, The Clipper, The Patriot-News, should also be explored.

The list of improvements related to hanging baskets or other things can be generically called "corridor identification monuments and hanging items".

The traffic management study could be done in the first year, and implementation would be a project for the second year. Mr. Lighty will talk to HRG about the traffic management study. Mr. Guise reminded the others that administrative costs will have to be considered in the overall budget so the whole \$300,000 can't be spent on improvements. It would probably make up about one-third of the budget. The staff doesn't have to be full-time. Mr. Lighty will work on the proposed budget.

6. Revenue Sources: Mr. Lighty stated that the sources for revenue include grants, assessments and donations. It would be up to the staff to find the grants.
7. Estimated Time Frame for Implementation: The budget should spell out that a certain amount of money is being earmarked for a certain project, even if it is not going to be purchased in the first year. Mr. Lighty will fill this in as the projects are ironed out.
8. Identify the Administrative Body: This has been decided to be a not-for-profit corporation. Mr. Guise will draft this section.
9. Bylaws: Mr. Guise will draft this section as well.
10. Method of Determining the Assessment: Mr. Lighty stated it will be the statutory maximum.
11. Identify the Duties of the NIDMA and the BID: Mr. Lighty asked if the Township would be able to provide office space. If that is possible, it could be identified here. Ms. Moran will ask the Manager. It is a good location just off of Route 22.
12. Written Agreement between the Corporation and the Township: Will be done.
13. Non-Profits Make Donations: There aren't any non-profits in the District.
14. Agreement that the Township will maintain the same level of services and programs as prior: this will be provided.
15. Provision that the District sunsets in five years: this will be provided.
16. Provide that a negative vote of at least 40% shall be required to defeat the establishment of the District. This will be stated.

### **Other Discussion regarding the Colonial Corridor Improvement District**

Mr. Lighty asked if Mr. Beverly knew any contractors or sign companies that could build a nice monument sign. Mr. Guise stated he took a picture of the sign at the entrance of the Estates of Forest Hills and suggested we find out who built that one. The sign for Amesbury is also a nice stone sign. Mr. Lighty asked if they should hire someone to design it, or hold a competition with some sort of parameters. Mr. Lighty will see if that is something HRG can do. Mr. Guise will talk to Micki Molinari to see who built her sign.

Mr. Lighty asked that as the Commissioners complete their assignments, they should please mail them to Michelle ([mhiner@lowerpaxton-pa.gov](mailto:mhiner@lowerpaxton-pa.gov)).

**PUBLIC COMMENT**

There was no additional public comment.

**ADJOURNMENT**

The next Planning Commission workshop session regarding the Colonial Corridor Improvement District is scheduled for Monday, April 19, 2010, at 5:30 pm, in Room 174 of the Municipal Center.

The next regular Planning Commission meeting is scheduled for Wednesday, April 14, 2010, at 7:00 pm at the Lower Paxton Township Municipal Center, Room 171.

Being no further business, the meeting adjourned at 7:02 pm.

Respectfully Submitted,

Michelle Hiner  
Recording Secretary