

BOROUGH OF CHAMBERSBURG

VISION 2035 COMPREHENSIVE PLAN



Planning & Zoning Commission

October 5, 2021

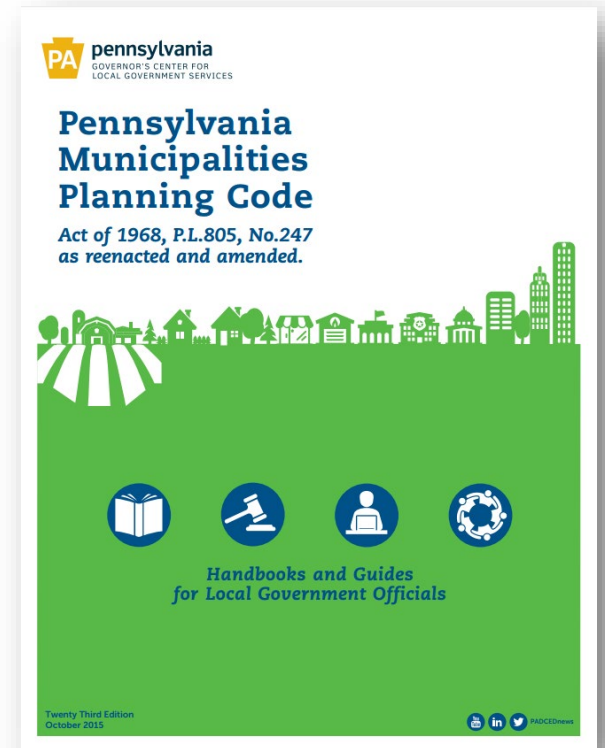
Plan Purpose

- **A Strategic Planning Tool for Local Government**
- **Updated Every 10 Years**
- **Outlines the Community's Vision for:**
 - Quality of life
 - Transportation
 - Infrastructure
 - Housing
 - Jobs and business growth
 - Resource conservation
 - Environmental protection
- **Based on your input!**



PA Municipalities Planning Code

- **Pennsylvania Municipalities Planning Code (Act 247 of 1968)**
 - Uniform enabling legislation
 - County comprehensive plans must be updated every 10 years
 - Municipal plans are not required, but encouraged
- **By Definition (County Comprehensive Plan):**
 - A land use and growth management plan
 - Establishes broad goals and criteria for municipal land use regulation



Current Borough Comprehensive Plan

- **Adopted in 2008**
- **Plan Elements**
 - Land Use
 - Housing
 - Transportation
 - Economic Development
 - Community Facilities & Utilities
 - Historic & Natural Resources
 - Government

Chambersburg Borough Franklin County, PA



Comprehensive Plan

Adopted November 2008

Prepared By:



Chambersburg Vision 2035 Planning Process

Implementable Plan Approach

Focus on real relevant issues

Organize the plan the way officials and citizens think.

Devise workable recommendations with action plans.

Provide the capacity for implementation.

Build community ownership and commitment.



Vision 2035 Planning Process

- Kicked-off in January with Citizens Advisory Committee (CAC) and Borough Representatives Meeting
- Five (5) Meetings Conducted to Date



Citizen Advisory Committee (CAC)

Wes Fugate, Wilson College

Maria Banks, Chambersburg Area School District

Bonnie Zehler, Luminest

Sam Thrush, Downtown Chambersburg, Inc.

Megan Shreeve, SCCAP

Jon Raber, SCCAP

Carla Christian, Chambersburg YMCA

Rev. Renata Harper, John Wesley A.M.E. Zion Church

Pastor Adam Keath, King Street Brethren Church

Joanne Cochran, Keystone Health

Jack Jones, BOPiC

Rodrigo Ortiz, MILP

Nancy Mazariegos, MILP

Steve Thomas, Franklin County Planning Department

Phillip Whitley, Franklin County Rotary

Marvin Worthy, Worthy Consulting & Training

Andy Paszkowski, Planning and Zoning Commission

Borough Representatives

Alice Elia, Borough Council President

Allen Coffman, Borough Council

Barbara Beattie, Borough Council

Dennis Schmaltz, Borough Council

Bill Everly, Jr., Borough Council

Michael Herbert, Borough Council Vice President

Jeffrey Stonehill, Borough Manager

Phil Wolgemuth, Deputy Borough Manager

Guy Shaul, Community & Econ. Dev. Specialist

Brian Fogal, Borough Engineer

G. Bryan Salzman, Esq., Borough Solicitor

Troy D. Truax, Michael Baker International

Vanessa Shamberg, Michael Baker International

Cameron Weiser, Michael Baker International

Pedro "Peter" Quintanilla, Michael Baker International

Kirsten Compitello, Michael Baker International

Tracey Vernon, Vernon Land Use

Stakeholder Interviews

- **General Stakeholders:** 5 sessions with stakeholders
- **Chambersburg Families:** 7 sessions with First Start Partnerships, SCCAP, and YMCA
- **Latinx Community:**
 - 1 session with Latinx business owners (held in Spanish)
 - 3 sessions with Latinx community members (held in Spanish)
 - 1 session with Agape English Ministries
- **Haitian Community:** 1 session with Agape English Ministries
- **Chambersburg Youth:** 1 session with CASD



Stakeholder Interview Focus Areas

Community Development

Diversity & Inclusion

Discrimination

Economic Development

Housing

Human Services

Transportation

Public Engagement

■ In June 2021, the Borough launched an extensive series of public events to:

- Promote the online survey and interactive public events
- Share community information collected to date
- Listen to and engage with all community members



Public Engagement



JUNE CALENDAR OF EVENTS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		01	02 7:00 PM Introductory Communication Presentation (Facebook Live)	03 <i>INFO TABLE</i> 3:00-5:00 PM Chambersburg Memorial YMCA 5:30-7:30 PM GearHouse Brewery Co.	04	05 <i>INFO TABLE</i> 9:00-10:30 AM Farmers Market 11:30-1:00 PM Butcher Shoppe
06 <i>INFO TABLE</i> 4:30-6:00 PM Southgate Shopping Center	07	08 <i>INFO TABLE</i> 12:00-1:30 PM Memorial Square (near Visitors Center) 2:00-4:00 PM Aquatik Center	09	10	11	12 <i>INFO TABLE</i> 9:00-11:00 AM Farmers Market 1:00-3:00PM Memorial Square
13 <i>INFO TABLE</i> 12:00-1:00 PM John Wesley AME Church 2:00-3:00 PM Seventh-day Adventist Church 4:30-6:00 PM Southgate Shopping Center	14	15 <i>Design Sessions</i> 9:00-4:30 PM Urban Design Workshop	16 <i>Design Sessions</i> 9:00-4:30 PM Urban Design Workshop	17 <i>Design Sessions</i> 7:00 PM Capstone Event via Facebook Live	18	19
20	21	22 <i>Community Drop-in Listening Sessions</i> 9:00-3:00 PM Recreation Center 4:00-6:00 PM Wilson College in Brooks Auditorium	23 <i>Community Virtual Listening Sessions</i> 11:30-1:00PM Zoom Lunch Event 6:00-7:30PM Zoom Evening Event	24 <i>Community Drop-in Listening Sessions</i> 8:30-10:30AM Keystone Health 12:00-2:00PM CASO Admin Building 3:30-5:30PM Franklin Fine Hall	25	26



Public Engagement Focus Areas

- Events and Communication
- Diversity, Equity, & Inclusion
- Public Transportation
- Redevelopment
- Road and Sidewalk Improvements
- Housing Reinvestment
- Workforce Training



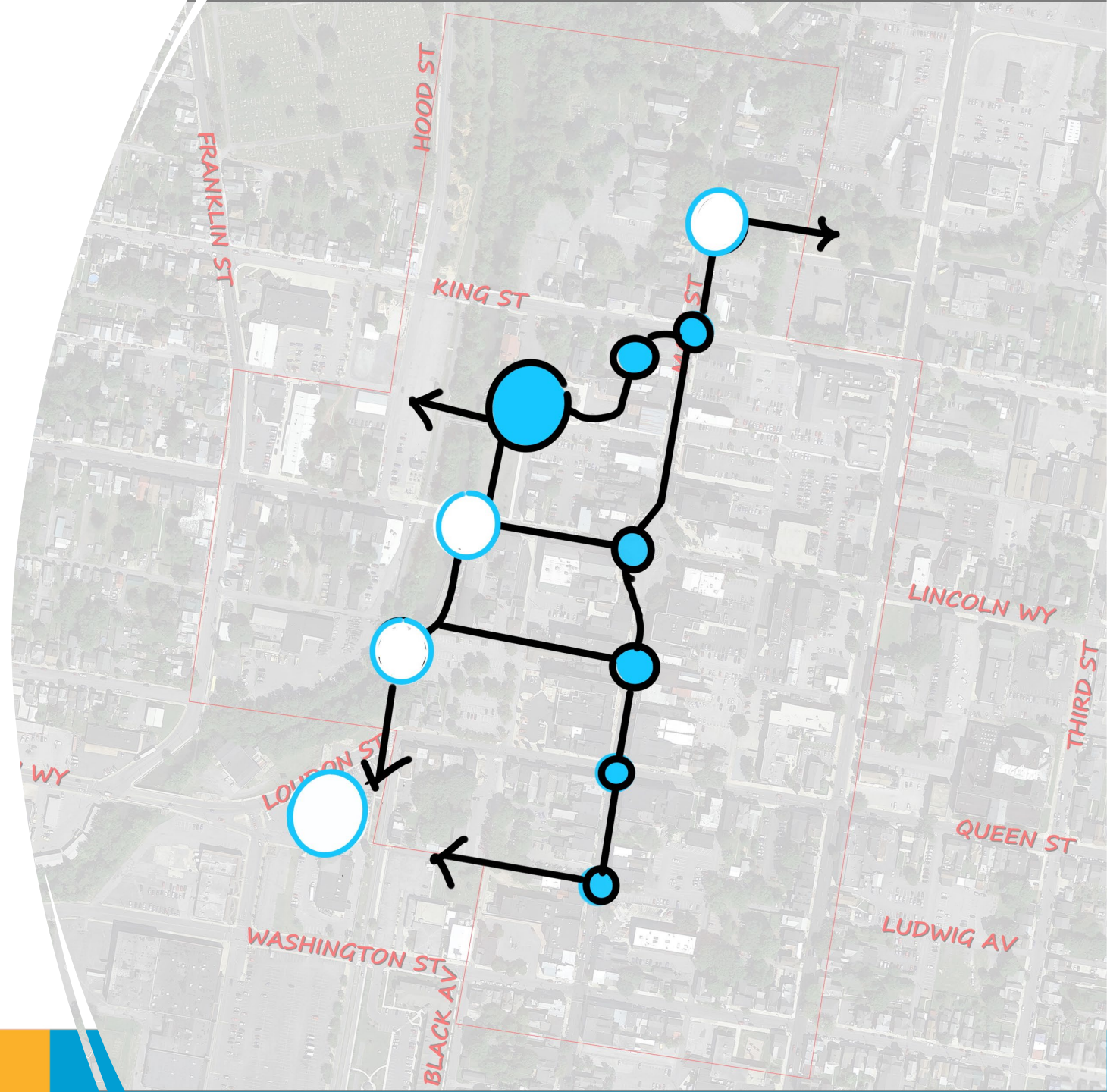
Public Survey

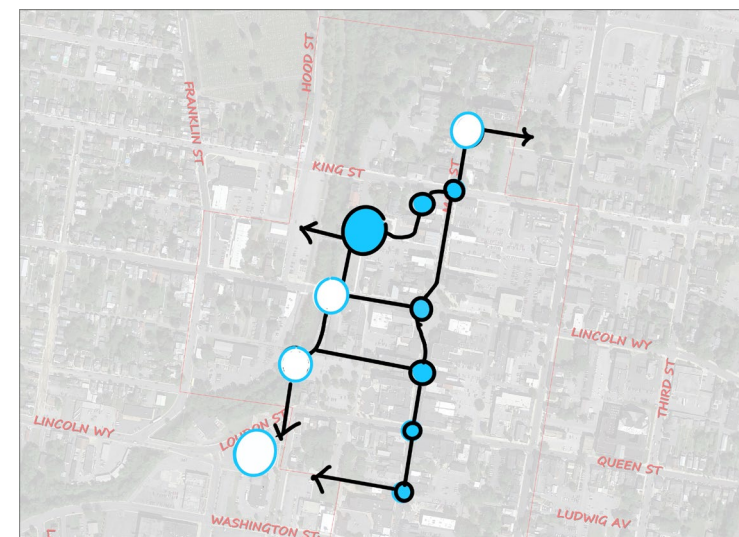
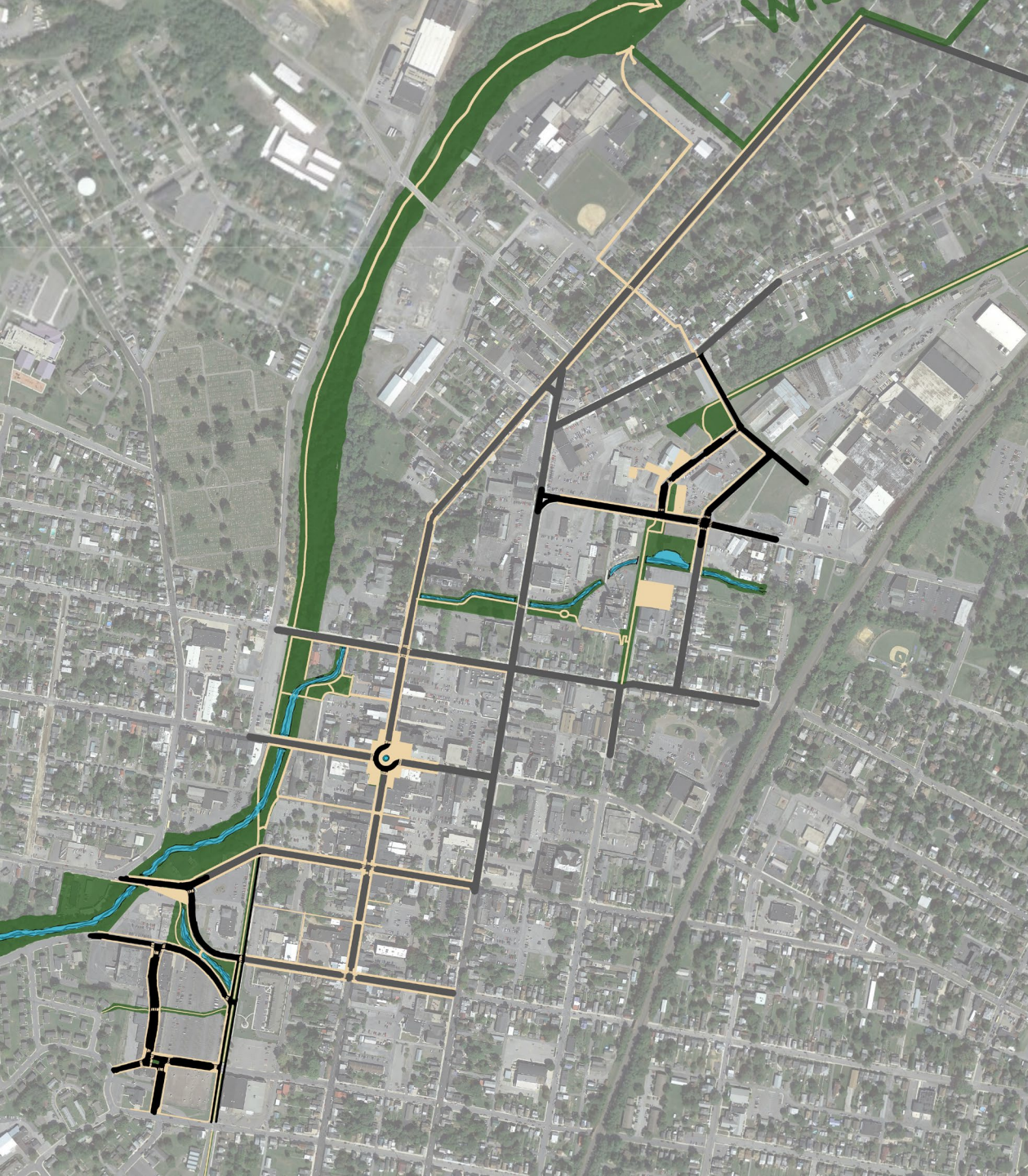
- **Survey Period:** May 28 – July 16
 - 3 Languages
 - Hardcopy and Online
- **Total Participants:** 651
 - 61% Residents
 - 39% Non-residents
- **Demographics**
 - 80% White
 - 20% Non-White
- **Findings**
 - Survey findings parallel focus group findings
 - Consensus on most issues across residents/non-residents and White/Non-White

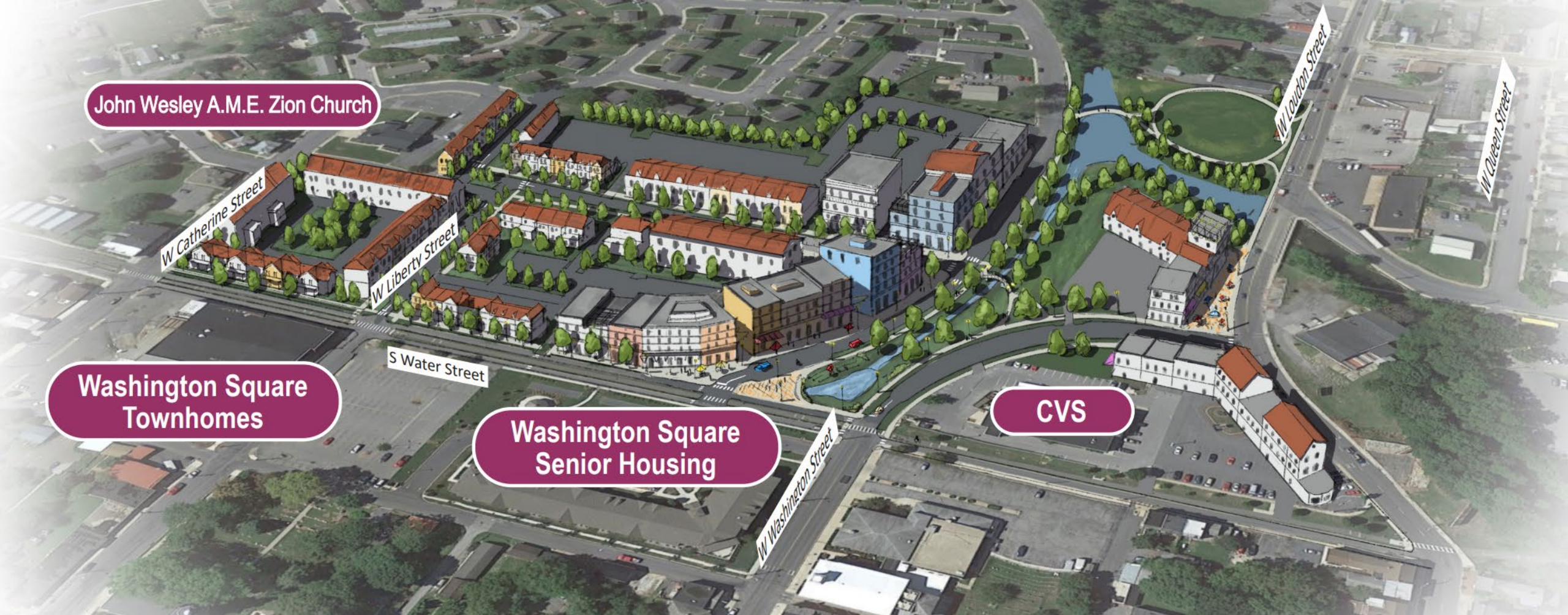
Urban Design Workshops

Three (3) Urban Design Workshops Conducted:

- Downtown Chambersburg
- Grant Street Corridor
- Southgate Shopping Center







Southgate Shopping Center Revitalization

- Long-term initiative to reclaim and redevelop the Southgate Shopping Center into a mixed-use residential neighborhood
- Informed through Elm Street Advisory Committee (ESAC) and neighborhood survey inputs

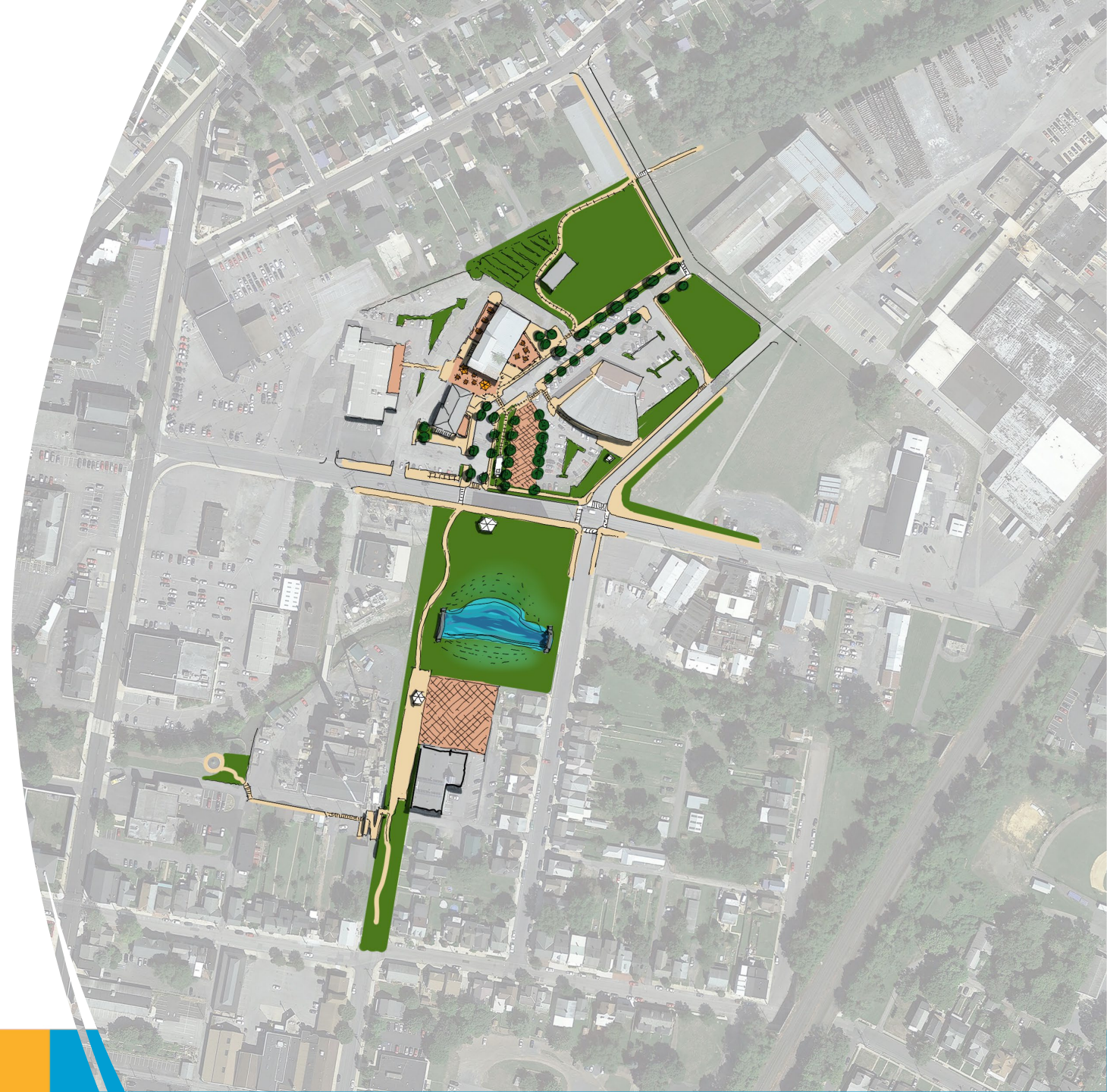


Downtown Chambersburg

- Focuses on suggested improvements to increase pedestrian and bicycle safety
- Downtown beautification opportunities

Grant Street Corridor Improvements

- Building blocks for continued reinvestment in the corridor (e.g., GearHouse Brewery, County Administration Building, private office space, etc.)
- Adaptive reuse possibilities for the former cold storage building(s)
- Future consideration of the Knouse Food Site
- Pedestrian connectivity



Facebook Social Media Analytics



20,793 Total Reach



865 Total Engagements



105% Page Like Increase



100% Organic Reach



72.5% of Audience
From Chambersburg



Video Received 2x More
Engagement than Photos

From May 1, 2021 – August 3, 2021

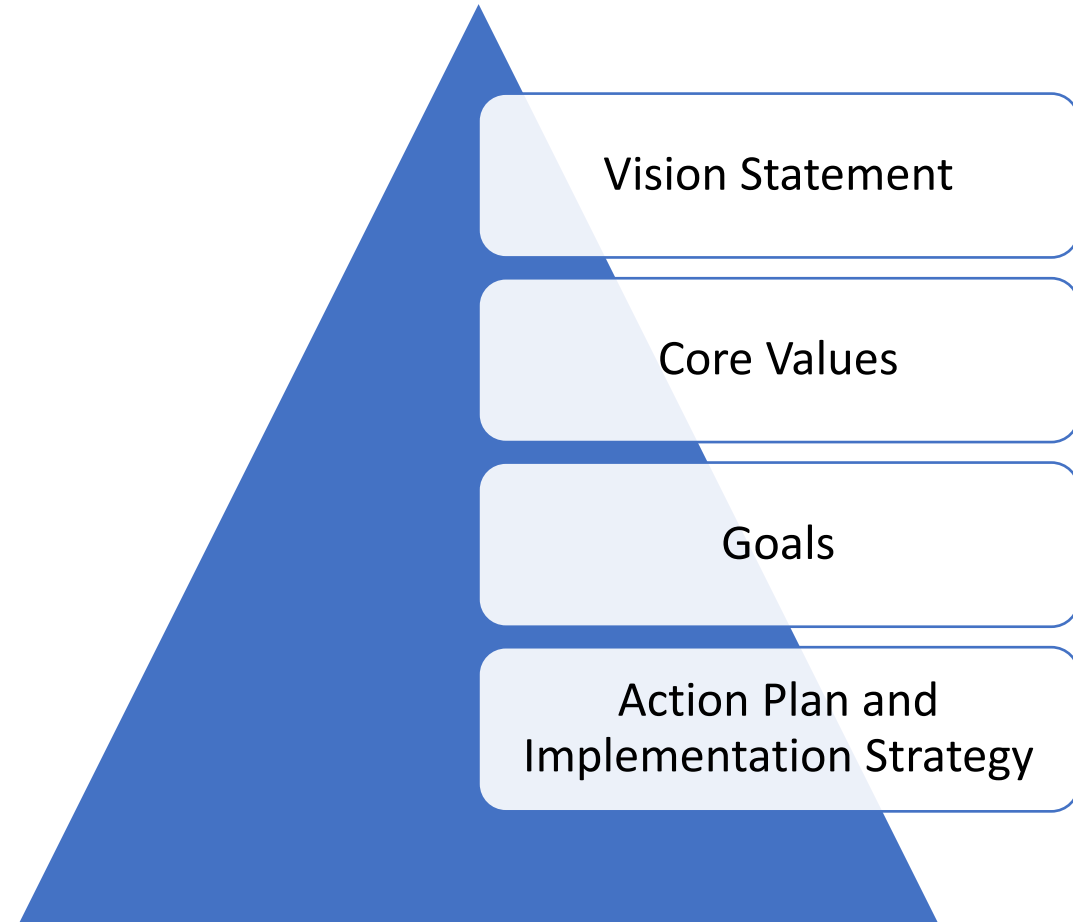
Vision 2035 Plan Framework

■ Core Values

- Diversity, Equity, and Inclusion (DEI)
- Communication
- Partnerships

■ Goals (Core Issues)

- Housing
- Economic Opportunity
- Borough Services
- Transportation
- Sense of Place
- Reinvestment



Discussion and Next Steps

- **Draft Plan Development:** September – December 2021
- **Planning and Zoning Commission:** October 5, 2021
- **Town Council Meeting:** October 11, 2021
- **CAC Meeting #6** – December 15, 2021
- **Comprehensive Plan Adoption:** January – April 2022
 - Planning Commission Review
 - 45-day public review and comment period (pursuant to the PA MPC)
 - Town Council Hearing and Adoption



**Thank
you!**

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