DRAFT
Development Principles for Millersville

Changes based on comments at the April 20th meeting are shown in red; proposed changes made based on subsequent correspondence are shown in blue.

The Development Principles describe the ideals and goals for redevelopment in the Millersville area. The purpose of the principles is to provide a basis for the land use, zoning and design recommendations of the plan.

Neighborhood-level retail and office needs are fully served.
By providing a full range of neighborhood level services, Millersville will not give local residents a reason to go elsewhere for their day-to-day needs. Community and regional level services typically are more intense in terms of traffic and activity and are typically larger in size. These uses should be kept to a minimum to accommodate the neighborhood uses and the physical scale of the area.

Businesses are well-connected physically and visually.
A group of businesses in proximity to each other does not make a business community. It takes interpersonal connections to create mutual support. The physical lay-out of the area should support and encourage interpersonal connections by providing views from business to business, buildings that don’t needlessly turn their back to each other and sites with integrated access.

The business area is pedestrian friendly.
Design of the streets, sidewalks and crosswalks, as well as traffic patterns and speeds should create safe and convenient interaction between pedestrians and vehicles. Safe pedestrian connections from the surrounding institutions and neighborhoods will bring customers into the retail area. Providing safe, convenient pedestrian connections within the retail area will encourage customers to spend more time and visit more businesses.

The business area is well-connected to Fall Creek Trail.
The Fall Creek Greenway Trail is an asset for the Millersville retail area. The trail is a conduit for both residents from the surrounding neighborhoods and people from outside the neighborhood who are using the trail for recreation. Creating easy connections between the retail area and the trail will encourage trail-users to be customers.

The streetscape is attractive, practical and reinforces the identity of the area.
The streetscape provides an opportunity to express the identity of the area through the use of materials, landscaping, lighting, signage and other elements. Plant materials soften the harshness of the modern urban environment. Installing trees and plants will contribute to an overall sense of community and bring aesthetic and economic benefits by creating a perception that an area is comfortable, high-quality and well
taken care of. A convenient, safe, and easily understood streetscape will ensure that drivers and pedestrians can see where they are going and feel welcomed to the area.

**Historic buildings are preserved.**
Millersville has a physical heritage that few commercial areas in the City have. Retaining and accentuating the historic fabric of the area will differentiate the area and aid in its marketing.

**Outdoor social spaces are provided.**
Neighborhood retail centers provide places where neighbors can randomly and informally meet. The expectation that one might run into friends and neighbors becomes a reason to patronize the area. Providing for outdoor social spaces such as sidewalks, benches, patios, and outdoor dining will strengthen the social aspects of the area.