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Vision and Goals

Citizens of the Town of Bloomsburg clearly value their natural and cultural heritage, the walkable, mixed use pattern of downtown, the access to education, and the community's services. At the same time, they also believe that more could be done to improve the quality of design and construction, to manage student housing, to "green" and interconnect neighborhoods, to improve travel options, to prepare for short term economic booms and their community impacts, and to leverage the programs and resources of the University. These ideas begin to characterize how residents would like the future of Bloomsburg to be different, and in fact better, than its present. They form the basis of a vision for an even better and more sustainable way of life for residents and the Town.



Vision

It is important for citizens to agree on what they want to accomplish for themselves and for future generations of the Town. From the values and ideas mentioned, the Planning Advisory Committee prepared a vision statement. It characterizes the Town of Bloomsburg the way citizens would like to see it 10 years from now. This vision statement will help Town Council and other community leaders and stakeholder evaluate their day-to-day decisions, actions, and investments in comparison to the future they desire.

Vision Statement

By 2020, the Town of Bloomsburg will have a distinct and vibrant character that reflects its relationships to the Susquehanna River, Bloomsburg University, and neighboring communities. The Town will continue to pursue a sustainable and entrepreneurial approach to public, private and institutional development and investment that nurtures community and University life and the local economy.

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Blueprint for Bloomsburg

Goals

With an understanding of the kind of community that citizens want Bloomsburg to become, goals were prepared to identify the various aspects of community and economic development that should be given attention. These goals provide the framework for actions to be taken by the Town and its community and economic development partners, as outlined in the subsequent chapters and illustrated on the Future Land Use Map. Like the vision statement, the goals can be used as a reference for daily decision-making. By the actions and decisions of Bloomsburg's Town Council and other civic leaders, Bloomsburg will become a community where...

Like the vision statement, the goals can be used as a reference for daily decision-making, as in "Will this decision help make Bloomsburg into a community where..." citizens find community life exemplified by these nine conditions.

The objectives, or methods of reaching these goals, are found in the action-oriented headings of the subsequent chapters.

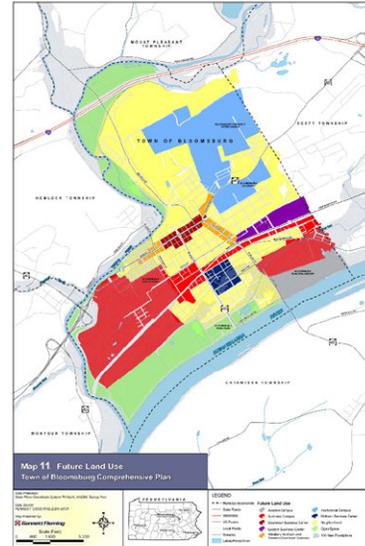
1. citizens of all ages and stages of life find affordable, quality housing and neighborhoods.
2. citizens travel in a variety of ways to reach their work, school, and leisure destinations.
3. community partners provide quality educational services, programs, and facilities for all ages from childhood through workforce preparation to continuing education.
4. citizens and public services are prepared to prevent and respond to emergencies and natural hazards.
5. citizens make conscious decisions about consumption of goods and services and the resources required to provide them.
6. citizens appreciate their own diversity.
7. public, private and institutional investment respects, maintains and adds value to the distinctive small town pattern and historic architecture.
8. leading and emerging industries shape and are shaped by area initiatives, entrepreneurial opportunities, and business assistance.
9. citizens and visitors find a fun, welcoming, and navigable destination with a rich variety of recreational and leisure attractions and special events.

These goals establish the expectations for future development in the Town. They define smart growth for Bloomsburg - growth that is planned and well-managed and contributes to the vitality and sustainability of the Town, the economy, and the environment.

Future Land Use

The Future Land Use Map (Map 11 in Appendix A) relates these expectations to planned locations for growth and conservation. The future land use map shows nine land use designations:

- **Downtown Business Center** for downtown
- **Downtown Gateways** for the corridors entering downtown
- **Eastern Business Center** for the Route 11 strip
- **Business Campus** for the 6th Street corridor from Route 11 to the fairgrounds
- **Institutional Campus** for the University and Hospital lands
- **Aviation Campus** for the airport and vicinity
- **Midtown Services Center** for the blocks between 7th and 10th from Market Street to Catherine Street
- **Neighborhoods** for most other areas out of the floodplain
- **Open Space** for Town Park and most floodplain areas



The description of each land use class outlines compatible uses as primary or secondary. This recommendation does not exclude other uses that the Town may wish to include. Rather it is intended to suggest which uses should comprise the majority of uses in each category (primary) and which may comprise a minority of uses (secondary).

The description of each land use class also recommends water and sewer infrastructure as served by public or on-lot systems, transportation system priorities, natural and historic resource protection priorities and site and neighborhood/district design features compatible with the desired outcome and footprint of any future development. A photograph of a representative land use pattern, either from Bloomsburg or another location, is also included.

The description and location of these land use classes provide guidance for a revised zoning ordinance and map as well as design features more appropriate to subdivision and land development regulations. Together with the map, they provide a guide for revising zoning policy - the zoning ordinance and the zoning map. The plan itself does not change these tools.

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Downtown Business Center

Downtown
Bloomsburg, PA



Purpose:	Accommodate intensive, small to mid-sized residential, commercial, office, institutional, and recreation uses
Primary Uses:	Small to medium scale retail and office, arts/culture, education, health care and government, medium and high density housing, including student housing
Secondary Uses:	Recreation (mini parks and walking trails)
Water/Sewer Service:	Public Water and Public Sewer
Transportation:	Streets, transit routes and stops (bus and/or rail), sidewalks/crosswalks, on-road bike lanes, off-road trails, wayfinding signage
Natural Resource:	Greenways, urban forestry (street trees)
Historic Resource:	Adaptive reuse of historic structures and sites, conserved building facades, continued use of historic design features in new, infill, or redevelopment, historic district designations
Design Features:	individual sites/structures; “build-to” lines; streetscapes and plazas: sidewalks, signage standards, street trees, benches, lighting, landscaped buffers, on-street and off-street parking (side, rear, structured parking); architectural design guidelines



Downtown Gateways

One of several gateways to East Pennsboro Township, Cumberland County, PA



- Purpose:** Accommodate moderately intensive, small to mid-sized residential, commercial, and office uses
- Primary Uses:** Small to medium scale retail and office, arts/culture, education, health care and government, medium and high density residential, including student housing
- Secondary Uses:** Low density residential, recreation (mini parks)
- Water/Sewer Service:** Public Water and Public Sewer
- Transportation:** Streets, transit routes and stops (bus and/or rail), sidewalks/crosswalks, on-road bike lanes, off-road trails, wayfinding signage
- Natural Resource:** Greenways, urban forestry (street trees), riparian and wetland buffers
- Historic Resource:** Adaptive reuse of historic structures and sites, conserved building facades, application of historic design features in new/redevelopment, historic district designations
- Design Features:** Mixed-uses within individual sites or structures; “build-to” lines; streetscapes and plazas: sidewalks, signage standards, street trees, benches, and lighting; landscaped buffers, on-street and off-street parking (side, rear, structured parking); architectural design guidelines

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Eastern Business Center

Transit Oriented Development in Deerfield, Illinois (suburban Chicago)



Purpose:	Sustain existing suburban business centers; enhance physical connections among properties and to adjacent neighborhoods
Primary Uses:	Commercial retail, office, arts/culture, light industry/warehousing, education, health care and government
Secondary Uses:	Recreation (trails), regional commercial, heavy industry (manufacturing), medium and high density residential
Water/Sewer Service:	Public Water and Public Sewer
Transportation:	Streets, transit routes and stops (bus and/or rail), rail freight, sidewalks/crosswalks, pedestrian/bicycle paths, on-road bike lanes, off-road trails
Natural Resource:	Urban forestry (street trees), open space /greenways, minimal impervious cover and maximum infiltration
Historic Resource:	Adaptive reuse of historic structures and sites, use of historic design features in new/redevelopment
Design Features:	Mixed-uses within the designation area and within individual sites/structures; streetscapes: walking path/sidewalk, signage standards, and street trees; landscaped buffers; architectural design guidelines; Transit Oriented Development (particularly if transit service is provided along Route 11)



Business Campus

**Liberty Square,
Lower Paxton
Township,
Dauphin County**



- Purpose:** Accommodate continued operation and redevelopment of business locations; enhance physical connection among business sites and to adjacent neighborhoods
- Primary Uses:** Commercial retail, commercial office, arts/cultural, light industrial, e.g. government)
- Secondary Uses:** Recreation (trails), regional commercial, heavy industry (manufacturing), medium and high density residential
- Water/Sewer Service:** Public Water and Public Sewer
- Transportation:** Streets, transit routes and stops (bus and/or rail), rail freight, sidewalks/crosswalks or pedestrian/bicycle paths, on-road bike lanes, off-road trails
- Natural Resource:** Open space/greenways, riparian and wetland buffers, minimal impervious cover and maximum infiltration
- Historic Resource:** Adaptive reuse of historic structures and sites, application of historic design features in new/redevelopment
- Design Features:** Mixed-uses within the designation area and within individual sites/structures; streetscapes: walking path/sidewalk, signage, street trees, and lighting; landscaped buffers; architectural design guidelines; Transit Oriented Development (particularly if transit service is provided along Route 11)

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Institutional Campus

Private Medical Offices adjacent to Community General Hospital, Lower Paxton Township, Dauphin County



Purpose:	Accommodate moderately intensive to intensive institutional uses (hospital and university) comprised of multiple buildings and programs as an interconnected campus of services
Primary Uses:	Institutional (education, health care and government), including medium and high density residential uses, primarily those associated with the institutions
Secondary Uses:	Low density residential, recreation
Water/Sewer Service:	Public Water and Public Sewer
Transportation:	Streets, transit routes and stops (bus), sidewalks/crosswalks, on-road bike lanes, off-road trails, wayfinding signage
Natural Resource:	Woodlands/urban forestry
Historic Resource:	Adaptive reuse of historic structures and sites, conserved building facades, use of historic design features in new/redevelopment, historic district designations
Design Features:	Mixed-uses within the designation area and within individual sites/structures; streetscapes and plazas: sidewalks, signage standards, street trees, benches, lighting, landscaped buffers, on-street and off-street parking (side, rear, or structured parking); architectural design guidelines



Midtown Services Center

Chrin Commerce
Centre, Palmer
Township,
Northampton
County



Purpose:	Accommodate a variety of intensive institutional and residential uses
Primary Uses:	Institutional (education, health care and government), arts/culture, medium and high density housing
Secondary Uses:	Recreation (mini parks and walking trails)
Water/Sewer Service:	Public Water and Public Sewer
Transportation:	Streets, transit routes and stops (bus and/or rail), sidewalks/crosswalks, on-road bike lanes, wayfinding signage
Natural Resource:	Urban forestry/street trees
Historic Resource:	Adaptive reuse of historic structures and sites, conserved building facades, application of historic design features in new/redevelopment, historic district designations
Design Features:	Mixed-uses within the individual sites and structures; “build-to” lines; streetscapes and plazas: sidewalks, signage standards, street trees, benches, and lighting; landscaped buffers, on-street and off-street parking (side, rear, or structured parking); architectural design guidelines

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Neighborhoods



Bloomsburg, PA

Purpose:	Sustain the existing urban neighborhoods; maximize compatible infill and redevelopment
Primary Uses:	Medium and high density residential
Secondary Uses:	Neighborhood/small-scale commercial, education, health care and government, and low density residential, recreation (mini/neighborhood parks)
Water/Sewer Service:	Public Water and Public Sewer
Transportation:	Streets, transit routes and stops (bus and/or rail), sidewalks/crosswalks, on-road bike lanes, off-road trails
Natural Resource:	Greenways, urban forestry, riparian and wetland buffers, wellhead protection
Historic Resource:	Adaptive reuse of historic structures and sites, conserved building facades/exterior, continued use of historic design features in new, infill, or redevelopment, historic district designations
Design Features:	Mixed-uses within the designation area and within individual sites/structures; “build-to” lines; streetscapes: sidewalks, street trees, benches, and lighting; on-street and off-street parking (side, rear, structured parking); architectural design guidelines



Open Space



Bloomsburg, PA

Purpose:	Protect, and where feasible, restore, the most sensitive natural resources from the impacts of development
Primary Uses:	Recreation and natural areas (floodplain, wetlands, woodlands)
Secondary Uses:	Institutional (education, health care and government)
Water/Sewer Service:	Public or On-lot systems
Transportation:	Limited roads (public and emergency access), on-road and off-road pedestrian/bicycle trails, stream access
Natural Resource:	Riparian and wetland buffers, natural/biodiversity sites, woodlands
Historic Resource:	Adaptive reuse of historic structures and sites (limited to specified uses), historic landscape designations
Design Features:	Buffer intensive uses with less intensive uses to reduce conflicts with adjacent land use designations
Land Use Tools:	Conservation Easements, Floodplain ordinance provisions, Riparian buffer ordinance provisions

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Aviation Campus



Bloomsburg, PA

Purpose:	Manage land uses in compliance with Federal Aviation Administration's airport hazard mitigation requirements
Primary Uses:	Uses associated with the airport or compliant with its design and operational requirements
Secondary Uses:	Businesses uses, public recreation (e.g. river access), resource (riparian) conservation
Water/Sewer Service:	On-lot systems or public water/public sewer
Transportation:	Limited roads, on-road and off-road pedestrian/bicycle trails, stream access
Natural Resource:	Riparian and wetland buffers
Historic Resource:	Maintenance of historic operations facilities
Design Features:	Landscaping and maintenance of natural vegetation in compliance with FAA's airport hazard mitigation requirements
Land Use Tools:	Federal Aviation Administration's airport hazard mitigation requirements

Regional Consistency

Columbia County’s Comprehensive Plan was last updated in 1993. It shares many of the same principles for guiding community development and investment in urban areas. Select goals and objectives from the county’s plan are compared to recommendations in this plan in Table 3-1.

Table 3-1. Consistency between the Columbia County Comprehensive Plan, 1993 and Blueprint for Bloomsburg, 2009

Select goals and objectives from the Columbia County Comprehensive Plan, as applicable to Bloomsburg	Bloomsburg’s comprehensive plan recommends...
Encourage phased development within established urban growth areas.	✓ Continued urban development, since Bloomsburg lies entirely within the urban growth area.
Encourage and promote the preservation of environmentally sensitive and primary agricultural lands.	✓ Protection for riparian areas and conservation of woodlands.
Encourage and expand existing historic districts.	✓ A new survey of properties eligible for historic designation.
Facilitate high quality site design which accommodates and foster the historic character of Columbia County.	✓ Quality site design, including the application of historic design features.
Promote the retention and expansion of existing business and industry as well as encourage the development of locally owned enterprises through the provision of technical, managerial and financial assistance.	✓ Retention and expansion of business and industry and support for entrepreneurs.
Streamline the local municipal approval process and encourage intermunicipal cooperation and consultation in matter of zoning and planning as it relates to economic development.	✓ Retention and expansion of business and industry and support for entrepreneurs, specifically through various regulatory and assistance methods.
Enhance Columbia County’s tourism industry by protecting and promoting	✓ Stewardship and promotion of Bloomsburg’s cultural, historical and

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Select goals and objectives from the Columbia County Comprehensive Plan, as applicable to Bloomsburg	Bloomsburg's comprehensive plan recommends...
the cultural, historical and natural resources of the County.	natural resources.
Address the flooding problems associated with those floodplains on the Susquehanna river and other major waterways.	✓ Continued pursuit of funding for the construction of the flood protection system.
Promote land use patterns to reduce air pollution and to increase energy efficiency.	✓ Land use and green building practices.
Promote a diversity of affordable housing opportunities for all residents of the County.	✓ Development of more diverse housing types.
Promote housing opportunities to meet the needs of the elderly.	✓ Development of housing for seniors.
Provide adequate and safe rental housing to meet the Bloomsburg University student population needs.	✓ Managed development and maintenance of student housing.
Provide public or community sewage systems at appropriate level in urban growth areas...	✓ Completion of upgrades to the Bloomsburg wastewater treatment plant in compliance with PA DEP's Chesapeake Bay Strategy.

An excerpt from the county's future land use map is shown in Figure 3-1. Its designations generally align with Bloomsburg's Future Land Use Map for these areas:

- Major economic centers are shown for the Route 11 and 6th Street corridors.
- Public/quasi public use is shown for the Bloomsburg Hospital.
- Urban residential is shown for existing residential neighborhoods.

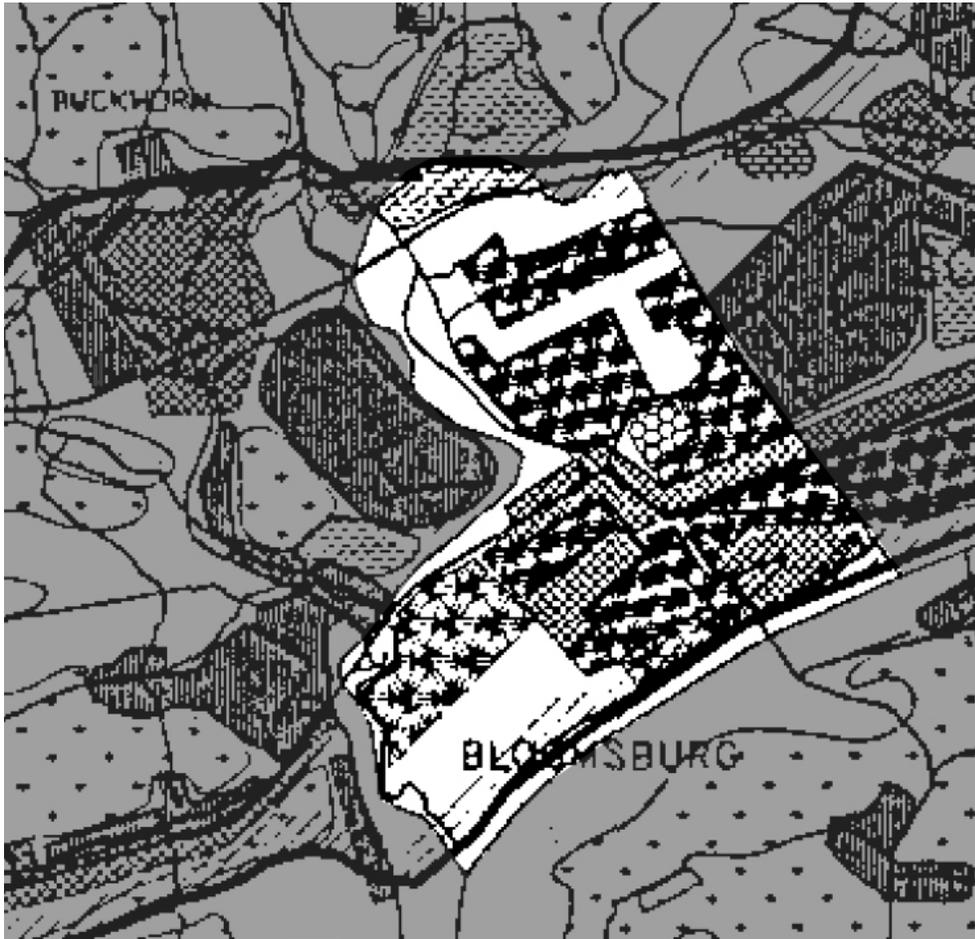


Figure 3-1. Excerpt from the Columbia County Future Land Use Map, 1993.

LEGEND

RESOURCE CONSERVATION 1	
RESOURCE CONSERVATION 2	
RURAL/LIMITED DEVELOPMENT RESIDENTIAL	
LOW RESIDENTIAL	
MEDIUM RESIDENTIAL	
URBAN RESIDENTIAL	
MAJOR ECONOMIC CENTER	
MINOR ECONOMIC CENTER	
PUBLIC/QUASI PUBLIC	
RECREATIONAL - PRIVATE	
RECREATIONAL - PUBLIC	
URBAN GROWTH AREA	
RURAL GROWTH NODE	

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County designations for these areas are not consistent with Bloomsburg's designations:

- Recreational-Public is designated for the fairgrounds by the county. Bloomsburg's plan recognizes the fairgrounds as a commercial use with significant public recreation benefits. With limited land for medium to large scale economic development and the fairgrounds' adjacency to the railroad, this site is designated by Bloomsburg as Business Campus for a variety of business and industry uses as well as the continued operation of the fairgrounds to the extent reasonable.
- Resource Conservation 1 is shown by the county for floodplains and northern low lands. Bloomsburg's existing development pattern should be maximized within its borders and outside the floodplain, therefore areas outside these lands, where outside the floodplain are designated neighborhood.
- Low (Density) Residential is shown by the county for a portion of the area north of I-80. This area lies in the floodplain and is designated by Bloomsburg as open space.

The 1993 county comprehensive plan identified a potential inconsistency in land use planning along the Bloomsburg-Scott Township border. It noted that industrial and warehousing activities were permitted in the Township, while residential uses are found in the Town. Today, commercial development is permitted and occupies land fronting on Route 11 in both municipalities, while residential uses are permitted and have been developed behind this commercial corridor, again in both municipalities.