

Chapter 3.2

Draft December 10, 2013

PRELIMINARY GOALS, OBJECTIVES AND RECOMMENDATIONS

GOAL

Our goal for the Hanover area economy is to retain, grow and add businesses that add value to our region through support for our economic engines of manufacturing and health care engines, diversification into hospitality and tourism, and expansion of personal and business services to serve our region.

OBJECTIVES

Objective 1 Retain and grow the manufacturing and health care engines.

Objective 2 Grow the hospitality and tourism sector to feature our history, agricultural heritage, and snack manufacturers.

Objective 3 Attract education and workforce development providers to support key industries.

Objective 4 Encourage the expansion of personal and business services to serve our region.

PARTNERS IN IMPLEMENTATION

The Borough and Township can provide tactical zoning for desired uses, practical land development standards, reliable water/sewer utilities with available capacity, a good transportation system for freight and employee commuting, and attractive community services and amenities for employees at an affordable business tax rate.

The Hanover Area Chamber of Commerce can provide marketing assistance, especially local business services (supply chain), host networking events, provide and guide workforce development services, and help recruit new businesses to the region.

The Main Street Program/Manager can help create a downtown environment that encourages new business expansion through the advertisement of retail space, business marketing and recruitment services, and ensuring that the public realm is attractive and welcoming.

The York County Economic Alliance can offer county oversight and resources, providing marketing, workforce development, and financing expertise.

Regional Economic Development

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Recommendations	Lead; Partners	Priority: Year of Completion
Increase retail and office uses in the downtown business district.		
See Downtown Vitality.		
Retain and grow the manufacturing and health care engines.		
1. Review locations of existing industrial development and location for expanded or future industrial development. Revise zoning ordinance and map, as appropriate, to create districts with clear purpose and compatible uses. Revise zoning as necessary to permit desired industrial uses by-right or otherwise in select appropriate locations.	Borough; Township, Hanover Region partners and other adjacent municipalities	<u>High</u>
2. Regularly meet with major manufacturers to discuss facility and operation needs that the <u>local municipalities</u> could meet and workforce needs that other partners could fulfill. If manufacturers are members of the Chamber, industry group or other existing forum, attend such meetings, e.g. quarterly, and request that Facilities and Operations be added to the agenda as a discussion item. A planning commission member would be an appropriate municipal representative. When a manufacturer's needs are identified, set-up a separate work session with municipal staff to discuss the details.	<u>Chamber;</u> Borough, Township, <u>Hanover Region partners and other adjacent municipalities</u>	<u>High</u>
3. Work with Hanover area and regional partners and county economic development agencies to market available industrial properties for re-use or redevelopment.	Chamber, YCEA; Borough, Township	<u>High: Ongoing</u>
4. Determine potential locations for or limits of health care-related development. <u>Consider the decentralization of Hanover Hospital services and future expansion of service into Penn Township.</u> Amend zoning as necessary to permit desired health care uses by-right or otherwise in select locations.	Borough, <u>Township;</u> Hanover HealthCorp, Inc.	<u>Low: Ongoing (Hospital zone overlay is in place)</u>
Grow the hospitality and tourism sector.		
5. <u>Re-institute</u> a local tourism entity <u>within the Chamber</u> to: <ol style="list-style-type: none"> Examine the cultural and recreational offerings of the Hanover area. <u>Investigate opportunities to cross promote uses, activities and events.</u> Identify unmet needs <u>and potential new offerings.</u> <u>Publish findings to solicit private interest.</u> 	Local/Regional Committee; York County Convention and Visitors Bureau	<u>High</u>

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Recommendations	Lead; Partners	Priority: Year of Completion
<p>6. Revise zoning as necessary to permit desired (tourism/hospitality) uses in appropriate districts, e.g.</p> <ul style="list-style-type: none"> a. Restaurants, sidewalk cafes <u>b. Bed and breakfast</u> <p><u>Applies mostly to downtown but apply elsewhere</u></p>	Borough; Township, Hanover Region partners and other adjacent municipalities	<u>Low</u>
<p>7. Work with economic development agencies to promote tourism and hospitality offerings</p> <ul style="list-style-type: none"> • in target geographic markets, e.g. Baltimore, Washington, DC, Philadelphia • to civil war markets and in publications, e.g. Journey through Hallowed Ground • as local staycation opportunities. 	Borough and Township for promotion on municipal websites and newsletters; York County Convention and Visitors Bureau	<u>High</u>
<p>8. Convene farmers and other local food producers in the South Western Region, with the assistance of the Chamber and/or county agricultural outreach agencies, to discuss interest and opportunities in agri-tourism and other ag-related businesses. <u>Review for relevance</u></p>	Borough, Township; Chamber, York County, adjacent municipalities	<u>Low</u>
<p>9. If there is sufficient interest, outline the zoning amendments or revisions needed to permit agri-tourism uses by-right or otherwise in select appropriate locations. <u>Same</u></p>		<u>Low</u>
<p>10. Support existing local food markets/outlets and promote the farm-to-table concept in the region with activities and events.</p>	Borough and its Markethouse; Township for park-based activities and events	<u>High</u>
Attract education and workforce development providers to support key industries.		
<p>11. While meeting with industry representatives, ask about workforce availability, readiness, and needed training. Request that YCEA (or other agency) seek to offer training in areas of need, e.g. managerial training.</p>	<u>Chamber, YCEA, School District; Borough, Township</u>	<u>Low (with Borough/Township as leads)</u> <u>High (with Chamber as lead)</u>

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12. Explore a school to work program for hospitality.	Chamber, YCEA , School Districts	Low
Encourage the expansion of personal and business services to serve our region.		
13. Review locations for or limits of commercial development in the region. Revise zoning ordinance and map, as appropriate, to create districts with clear purpose and compatible uses. Revise zoning as necessary to permit desired commercial uses by-right or otherwise in select appropriate locations.	Borough; Township, Hanover Region partners and other adjacent municipalities	High
14. Need for recommendations to address availability of entrepreneurial and small business assistance? Cross-reference the Hanover Region Economic Development Plan		

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UPDATED CANDIDATE ECONOMIC DEVELOPMENT SITES, ANALYSIS BY YORK COUNTY, 2013

ID	PROPADR	OWNER	PREV_OWNER	ACRES	Vacant
334	BALTIMORE ST	GRANDVIEW ESTATES INC		44.6	
340	250 FAME AVE	NORTH HANOVER MEDICAL ASSOCIATES LLC		18.7	
106	BALTIMORE ST		STONEWICKE LP	14.5	YES
183	WILSON AVE			4.7	YES
184	WILSON AVE		NORTH RIDGE ASSOCIATES	12.2	YES
185	GATEWAY DR		NORTH RIDGE ASSOCIATES	21.0	YES
186	WILSON AVE			4.1	YES
333	BARNHART DR	PENNTOWN PROPERTIES	YORK COUNTY IND DEV AUTH	3.9	
386	1091 EICHELBERGER ST	BI WIS CORPORATION		7.3	
98	BARNHART DR		YCIDA	3.4	YES
100	BARNHART DR		YCIDA	7.9	YES
101	BARNHART DR		YCIDA	6.1	YES
181	N FORNEY AVE	WINEBRENNER	TEXAS NEW MEXICO NEWSPAPERS PART	5.1	YES
97	YORK RD		SNYDERS OF HANOVER INC	53.3	YES
102	METROPOLITAN LN		PENNTOWN PROPERTIES	8.0	YES
105	W CHESTNUT REAR ST		COLLINS CONCRETE PRODUCTS INC	3.6	YES
113	23 INDUSTRIAL DR	SCHINDLER ELEVATOR	CONEWAGO CONTRACTORS INC	7.5	YES
114	MOULSTOWN RD			68.9	YES
339	1479 BROADWAY EXT D	CD INVESTORS		36.1	
336	BLETTNER AVE	MCCLARIN PLASTICS INC	MCCLARIN PLASTICS INC	3.5	
337	225 CENTER ST	WESTERN MD RAILROAD CO J910 TAX DEPT		14.3	
338	KAREN LN	ESAB GROUP INC	OLP HANOVER I LLC	13.1	
335	DEWCO RD	DELIAS DISTRIBUTION COMPANY	KEYSTONE DISTRIBUTION CENT INC	4.9	
99	12 INDUSTRIAL DR	HOCKHILLS INDUSTRIES	ELSNER BERTRAM F & JOYCE C &	9.8	YES
103	WILSON AVE		SCHULTZ ROGER L	5.2	YES
108	RIDGE AVE		HANOVER BRANDS INC	7.1	YES
110	GITTS RUN RD			6.6	YES

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ID	PROPADDR	OWNER	PREV_OWNER	ACRES	Vacant
255	BROADWAY EXT		BAIR GLENN E TRUST	5.9	YES
115	GITTS RUN RD			4.9	YES
385	SPRING CT	GARNET GROUP INC		4.4	
182	GRANT DR		BOROUGH OF HANOVER	23.0	YES
52	YORK RD			37.8	YES
104	1025 BALTIMORE ST		HANOVER HEALTHCORP INC	122.8	YES
107	RIDGE AVE		SNYDERS OF HANOVER INC	97.9	YES
109	KAREN LN		GERMAR ASSOCIATES	16.3	YES
111	GRANDVIEW RD		HANOVER BRANDS INC	23.0	YES
112	37 INDUSTRIAL DR		THOMAS LOWELL K II & MEGAN P	13.1	YES
407	YORK RD	HANOVER BRANDS INC		31.6	

All 38 sites are within the growth area. Most sites (30 of 38) have been developed at least once based on the Land Use Class and Land Use Code (LUC) in the tax assessment data. Only 2 are ranked as suitability level 2 for lack of water and /or sewer.

One, if not two sites, in Penn Township are zoned or planned for residential development:

- the R-8 tract along Moulstown Road for senior housing
- the rear portion of the tract on the west side of Baltimore Street, formerly owned by Hanover Healthcorp, Inc.
- If these have discussed only locally, perhaps York County is unaware.

Some properties and any existing buildings on site (11 of 38) are vacant per York County.

- Wilson Avenue and Gateway Drive properties are outparcels or parking for Gateway Hanover.
- Perhaps the County's parcel and land use data are out of date.

A more accurate view of economic development potential for the Hanover area includes:

- Re-use of existing vacant sites in the industrial and commercial zoning districts of the Borough and Township.
- Development of residentially and other under-used sites in the Township's industrial park.
- Future development/expansion of Hanover Brands and Snyder's of Hanover; lands are currently leased for agriculture.
- Integration of new neighborhood scale commercial in senior housing and other residential developments.