

# Landisburg, Pennsylvania Economic Vitality Plan





# LANDISBURG COMMUNITY CHARACTER

# COMMUNITY CHARACTER

## LANDISBURG

Landisburg has a distinctive character of a rural village—a compact gridded street network surrounded by farmland and woodlands. The borough enjoys a rich collection of historic stone, brick and frame buildings; mountain views; and the well-utilized Mark Henry Memorial Park. While all of these present a positive image, poor sidewalk conditions and a loss of street trees over time have negatively impacted the image and pedestrian experience. Additionally, high speed traffic along Main Street also impacts the pedestrian experience.



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### RECOMMENDATION

**Sidewalk Network:** Improve the pedestrian experience and safety and expand the sidewalk network within downtown.

#### Actions

**Existing Sidewalk Repair**-Repair existing sidewalks in poor conditions along Main Street and South Carlisle Street. Remove trip hazards, replace crumbling paving, and provide curb transitions to the street surface. Where possible, restore historic brick sidewalks that have been covered over or salvage brick for use elsewhere in the community.

**New Sidewalk Construction**-Where sidewalks are missing along Main Street, South Carlisle Street, and any other important street connections, provide new concrete sidewalk and curbing to extend a safe pedestrian network.

**Trail Connections**-Coordinate with the potential county-wide trail system to explore opportunities to connect Main Street and Mark Henry Memorial Park into that system.

**Street Trees**-Where space allows, restore some of the lost tree canopy along Main Street. As part of the sidewalk improvements, work with property owners to explore tree planting easements if adequate space does not exist within the street right-of-way. Utilize creative construction details maximize the tree planting area.



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### RECOMMENDATION

**Mark Henry Memorial Park Enhancements:** Utilize strategic tree planting and tree pruning to leverage the park's natural assets.

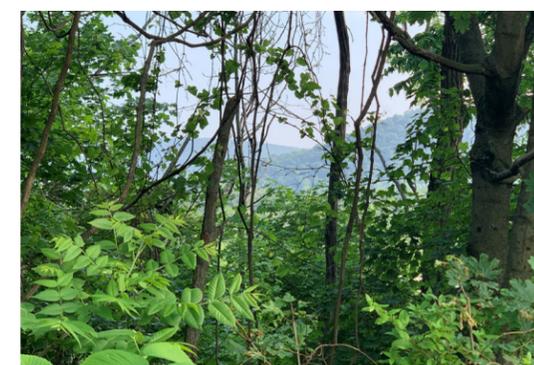
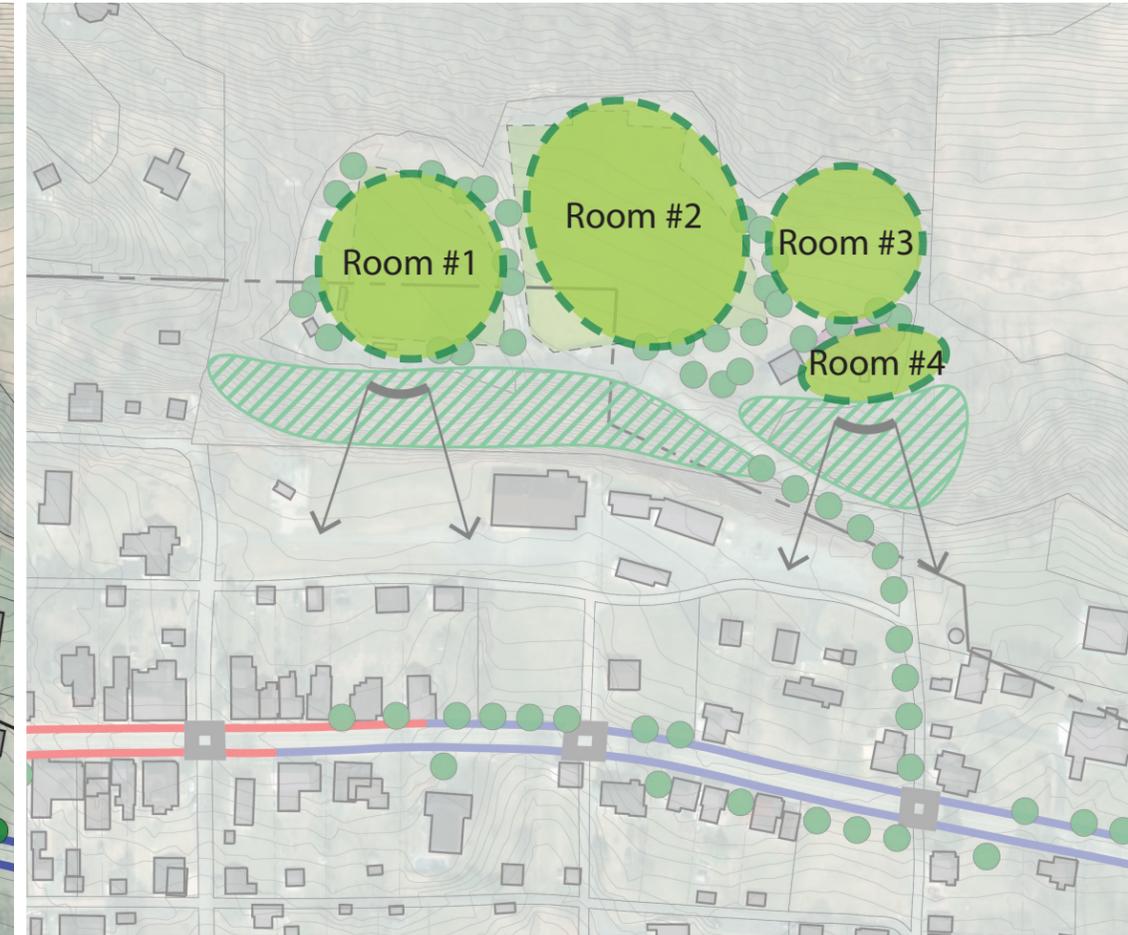
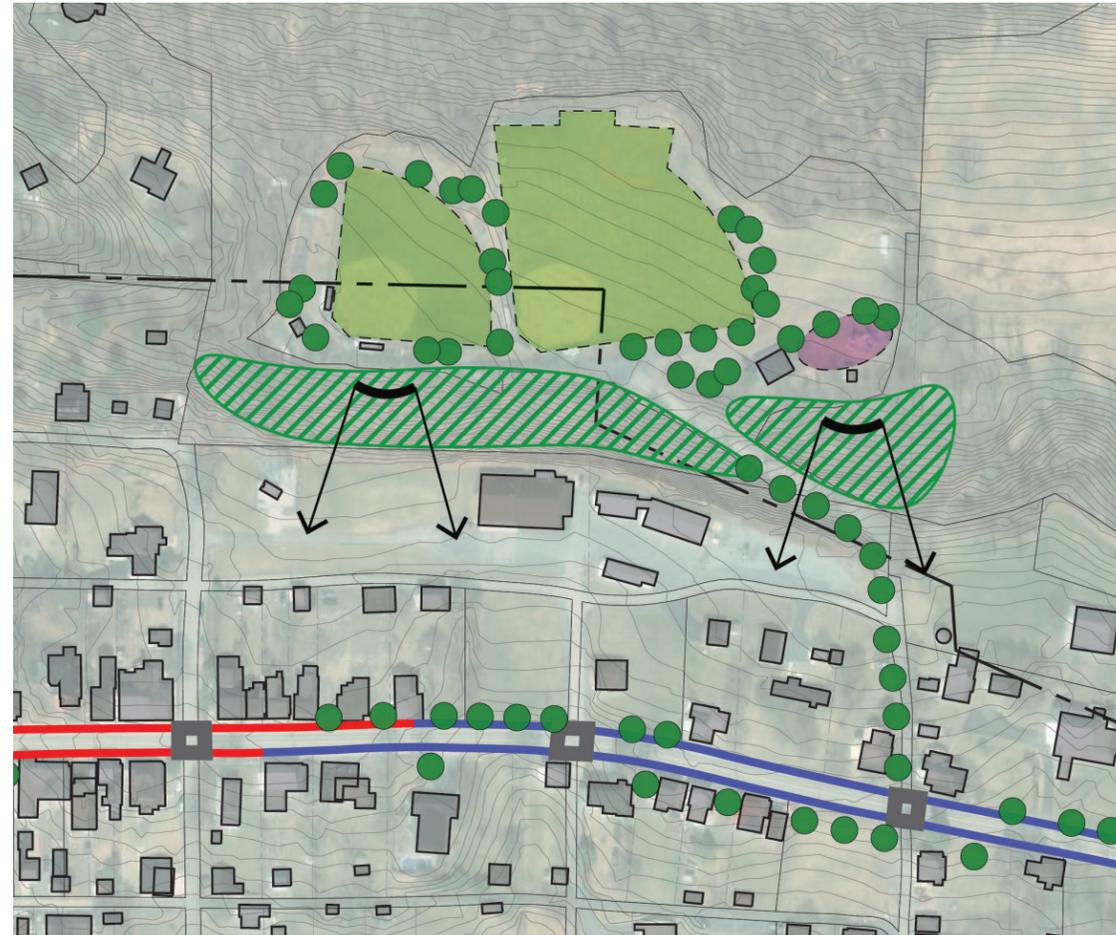
The hilltop park offers outstanding playground and shelter amenities and is beloved by the community. The playground is in full sun, however, making it uncomfortable to use during hot weather. Additionally there are incredible views across the downtown to the mountains in the distance, however, these views are obscured by vegetation.

### Actions

**Canopy Tree Planting**-Strategically plant canopy trees around the perimeter of the ballfields and playground to define separate park "rooms" and better delineate use areas while providing comforting shade for park users.

**Ornamental Tree Planting**-If there is an interest in flowering ornamental trees, locate these along the woodland edges on the north side of the park where they won't block views between park spaces.

**Tree Pruning**-Selectively prune/remove trees along the south edge of the park, particularly near the pavillion, to open up views to downtown and the mountains in the distance. Avoid broad swaths of tree clearing, however. The views will be more appealing if there are trees in the foreground to frame views.



Existing Park Conditions



# LANDISBURG BRANDING & WAYFINDING

# COMMUNITY BRANDING

## LANDISBURG

Our communities must be branded in such a way that the people, places, and events become dynamic and evoke positive feelings about the potential experiences to be had there. We must be aware of the tendency to reduce all potential experiences into a single identity that features only one aspect of the community. While there is nothing wrong with featuring a single icon, a good branding and marketing system must encompass multiple interpretations of the ever-expanding options for positive experiences within a community.

Consider the potential pitfalls if Starbucks changed its logo to a coffee cup, Nike switched its swoosh to a shoe, or Apple replaced its logo with an iPhone. While these new logos are actual examples of company products, each fails to capture, or represent, the full range of the products and services (read: promises and experiences) they provide. Yet how often have we seen a community represent its entire essence with a single physical icon? This single-asset approach to branding is not wrong, it is merely incomplete.

Therefore, our rural communities must be branded to represent a full range of cultural offerings and positive experiences. However, there are distinct differences between branding commercial goods and services and branding our communities. We must understand our rural communities as assets, resources, destinations, and cultural offerings rather than merely as a list of products or services. Each rural community is different, and the list of assets will change, and, one hopes, expand, based on its unique offerings.

Perry County, as a rural place, has adopted the strategy of leveraging the county brand to create a true destination, highlighting the uniqueness of each community while creating a real, connected sense of place.

Let's return to the fundamental question: Why is branding rural areas important? We have already established that we must brand our communities or everyone else certainly will. But, more importantly, branding helps capture the essence of our communities and communicates that message to a broader audience. The greater purpose in branding our rural communities is to build community pride, stimulate the local economy, and promote a preservation spirit that compels people to be better stewards of their culture and the place they call home.



**Landisburg**  
PENNSYLVANIA

### TYPEFACES

Museo Regular

Hello I'm: Museo  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

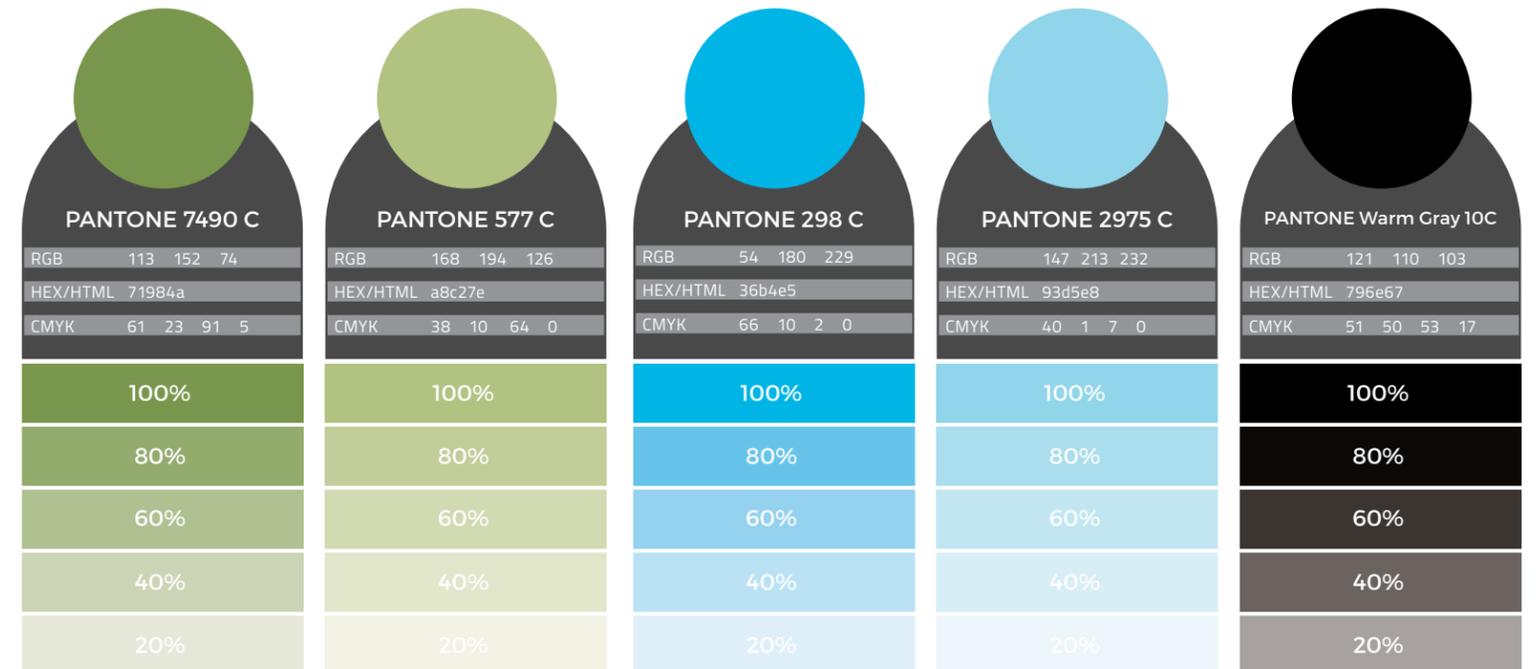
Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@£\$%^&

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@£\$%^&

### COLOR PALETTE



# BRAND EXTENSION LANDISBURG

A community brand is so much more than just a logo. Think of it as a basket. It holds experiences, memories, and interactions. It cultivates pride, creates revenue, and maximizes economic impact. The goal of these systems is to empower our communities to create real value and momentum. Telling the story of what you have to offer through shopping and dining guides or creating products that allow citizens and visitors to show their pride are essential in a well implemented system. Remove the speed bumps and encourage use of the brand as much as possible.



Branded merchandise can cultivate community pride while creating revenue streams for local business owners



Shopping & Dining Guides help highlight available experiences and promote local business

# WAYFINDING SIGNAGE

## LANDISBURG

The wayfinding system should be introduced as part of the brand because it plays such an important role in the perception and flow of your community.

### PRIMARY GATEWAYS

These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

### BUILDING MARKERS

The markers can be either wall mounted or monument style and denote important landmarks in the downtown district

### TRAILBLAZERS

Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have a maximum of three locations per sign and carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows.

### STREET BANNERS

Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed calming device. They too can be color coded by district and can promote local events, as well as promoting the brand.

### PARKING SIGNAGE

Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.



Proposed wayfinding design for county-wide, community specific wayfinding signage system



# LANDISBURG ECONOMIC DEVELOPMENT

# DEMOGRAPHIC AND MARKET ANALYSIS SUMMARY

## LANDISBURG

The demographic and market conditions of Landisburg are critical in understanding the potential for future development and growth in downtown. This summary report uses demographic data from Claritas, Inc. a national firm that provides analytics of market conditions, demographics, and projections for future growth. Data is provided for the following areas:

- **Landisburg Borough:** Borough-specific demographic data is presented for use in Borough-oriented grants and funding that may be available specifically to borough government.
- **Drive Time Analysis:** Demographic data based on drive time analysis allows for a more thorough examination of the market dynamics at work in the community writ large. Consumers seldom (if ever) pay attention to political boundaries when making decisions on shopping and dining. Consequently, the drivetime area provides a much more accurate dataset to guide retail retention, recruitment, market data, and demographic profiles.
- **Perry County:** Benchmarking with Perry County is important so that decision makers can understand how Landisburg fits into the overall market dynamics.

This data provides the underlying framework for many of the recommendations in this report. By promoting a greater understanding of the existing market and trends, this assessment helps identify opportunities for future development in downtown Landisburg. The demographic and market analysis data are summarized below.



Figure 1: Landisburg Borough (Left) and 5-Minute Drive Time Area (Right)

	2021 Population	Population Growth 2010-2021	Age 25+ with at Least Some College Education	Median Age	Median Household Income	Median Value of Owner-Occupied Housing
Landisburg Borough	237	8.7%	34%	41.44	\$66,320	\$165,972
5-Minute Drivetime	940	3.7%	36%	42.45	\$67,966	\$173,416
Perry County	46,387	0.91%	41%	43.5	\$68,692	\$184,296

### DEMOGRAPHICS

A demographic profile of the community examines key indicators including population growth, household income and age.

#### Population

The estimated 2021 population of Landisburg is 237. The borough's population grew by about 20 people from 2010 to 2021 and is projected to remain stable over the next 5 years. Approximately 940 people live within a 5-minute drivetime of the center of Landisburg.

#### Age

The median age in Landisburg Borough is 41.44 which is younger than the median age in Perry County (43.5).

#### Income

The median household incomes in Landisburg Borough (\$66,320) and the 5-minute drivetime trade area (\$67,966) are just below the median household income in Perry County (\$68,692).

#### Housing Values

The median value of owner-occupied housing units in Landisburg Borough is \$165,972, below the median value in Perry County (\$184,296). Percent homeownership in Landisburg is comparable to the county overall.

Landisburg Borough:

\$165,972      80% home ownership

Five-Minute Drive Time:

\$173,416      80% home ownership

Perry County:

\$184,296      79% home ownership

# RETAIL LEAKAGE SUMMARY

## LANDISBURG

“Retail Leakage” refers to the difference between the retail expenditures by residents living in a particular area and the retail sales produced by the stores located in the same area. If desired products are not available within that area, consumers will travel to other places or use different methods to obtain those products. Consequently, residents are purchasing more than the stores are selling, and the dollars spent outside of the area are said to be “leaking.”

To gain a more complete picture of retail patterns in the area, the retail leakage analysis was performed for Landisburg and Landisburg Trade Area (5-minute drivetime). Both the Landisburg Borough and the 5-minute drivetime experienced retail leakage over the past year. Stores in the 5-minute drivetime area had \$5 million in retail sales while consumers living in the area spent \$13.3 million, resulting in retail leakage of \$8.3 million.

### Opportunities

Retail leakage experienced in the trade areas indicate that existing stores are not currently meeting the needs of residents. This leakage translates directly to demand, presenting opportunities for commercial growth. While it is not reasonable to expect to capture 100% of retail dollars leaking from the trade areas, the retail leakage analysis identifies key retail categories to be targeted for growth. Opportunities include:

- General Merchandise (\$1.6 million in leakage in 5-minute drivetime)
- Dining (\$1.35 million in leakage in 5-minute drivetime)
- Health and Personal Care Stores (\$713k in leakage in 5-minute drivetime)



	Landisburg Borough	5-Minute Drivetime	Perry County
<b>Stores Sell</b> 	\$1 million	\$4.4 million	\$358 million
<b>Consumers Buy</b> 	\$3.4 million	\$13.4 million	\$645.9 million
<b>Market Leaks (Gains)</b> 	\$2.4 Million LEAKAGE	\$9 Million LEAKAGE	\$287.9 Million LEAKAGE