

# Elizabethtown

## BOROUGH BULLETIN

### MAJOR EXPANSION PROJECT PLANNED FOR ELIZABETHTOWN



Council President Ken Reighard reviews the construction drawings for West College Avenue with Borough Manager Peter Whipple.

"The Borough is pleased to announce that Mars Snackfood US will be making a significant investment in our community beginning in July. This major expansion project follows recent capital improvements that Mars has made in Elizabethtown during the past few years. We are thrilled that the expansion of the existing manufacturing facility will occur in the Borough and promote our downtown renaissance," reports Council President Ken Reighard.

In early July 2007 the Borough will close West Bainbridge Street, from Poplar Street to the railroad underpass, to traffic to allow for the expansion of the Mars facility in a southward direction. While the plant construction is occurring, the Borough will be letting a contract for the construction of a new West College Avenue. West College Avenue will begin at Market Street and traverse over the creek to a point near the railroad underpass. The new West College Avenue will feature three lanes at Market Street with a signalized

intersection. (Please see the plan drawing on page two for a visual representation of the new corridor).

The improved intersection of College Avenue and Market Street will become the southern gateway to the downtown. Elizabethtown Economic Development Corporation Executive Director Beth Wood Bergman believes that this project "will be a tremendous boost for the overall economic development strategy for the downtown. Coupled with the Sycamore Square project at the Masonic Village and planned improvements in Center Square for early 2008, our community will be enjoying a rebirth of activity that will benefit the entire region."

#### ***Partnerships***

The expansion project would not be possible without the collaboration of several agencies. Funding support has been pledged from the PA Department of Transportation, Lancaster County Metropolitan Planning Organization, Lancaster County Commissioners and Planning Commission, Mars Snackfood, the Borough and a Redevelopment Assistance Capital Program grant secured by our local state legislators. Technical support and assistance has been provided by the Governor's Action Team, Economic Development Company of Lancaster County, the Lancaster County Planning Commission and the Elizabethtown Economic Development Corporation. "Clearly, the numbers of partners that banded together to make this project a reality indicates the importance of this expansion project to the community and the region" states Council member Meade Bierly.





South Market Street

W Bainbridge Street

South Poplar Street

West College Avenue

Building  
Expansion

Mars  
Snackfood

## ***Job Retention***

"First and foremost, the expansion of the Mars manufacturing facility concerns the retention of the existing jobs at the plant," stated Council member Ralph Neidig. "The company wouldn't be making this level of investment in the Borough if our site wasn't viewed with an eye to the future. The new jobs that will be created are an extra benefit for us, but the retention of the several hundred existing jobs is what Borough Council is supporting through this endeavor. The workforce at the Mars facility lives in the Borough and all the surrounding municipalities. This project will stabilize the economic outlook for the entire region."

## ***Positive Impact on Taxes***

This project will benefit the Borough with additional zoning permit revenue in 2007. Additionally, it will benefit the Borough, the Elizabethtown Area School District and Lancaster County with an increased amount of real estate tax proceeds upon completion of the project. The exact amount of the adjusted real estate tax is not known at this time. As Council member Chuck Mummert relates, "this is just the type of project that a municipality wants to see come to fruition. It will provide new jobs, improve the tax base and will not add any new students to the school district!"

## ***Master Plan***

The West College Avenue extension project has been part of the Borough's goals for some time. The new street was included on the Official Map dated January 18, 2001. The project has also been included in the Master Plan for Downtown Development that received the 2005 Envision Lancaster Smart Growth Award. The West College Avenue extension project has been a part of the Borough's budgeted capital improvement plan for the past five years. In addition, the project has been covered in our weekly and daily newspapers for several years.

## ***Traffic Congestion***

Borough Manager Peter Whipple acknowledges that an impact on local traffic will be felt during the construction process. "Closing West Bainbridge Street and not having another alternate east-west route available, other than West High Street, will add to the congestion along Market Street until the project is completed. We were unable to time the various improvements to be in a position to open West College Avenue prior to the Mars expansion project. We are planning to construct a temporary road connecting West Bainbridge Street with the western portion of the new West College Avenue prior to January 2008. Accomplishing this task is dependent upon successful bid results and favorable weather for construction." (Please see the suggested alternate routes on page four). Residents are encouraged to keep the temporary nature of the road closure in mind.

While an inconvenience will be created for motorists, we are confident that the new intersection at College Avenue and Market Street will be met with approval upon completion of the project. Weather permitting, the new roadway should be open by December 31, 2008.

## ***Emergency Vehicles***

Access for emergency vehicles has been discussed with the various agencies during the planning process. Personnel from Mars Snackfood and the Borough have met with representatives of the Northwest EMS, Elizabethtown Fire Department, Elizabethtown police and the Northwest Regional police department to review the project. Emergency services providers are aware of the road conditions that will be present during the construction phases. Borough Council member Dale Treese relates, "I applaud the willingness of these emergency service agencies to cooperate with us during the planning process. The Borough will do everything within its power to mitigate the impact of the detour." The Borough plans to engage a firm to assist with the movement of traffic through Center Square during the morning and evening rush hour periods. The School District, Laidlaw Transit and the Masonic Village were included in these discussions and their input helped to create our plan.

## ***Project Phasing***

The construction of the West College Avenue extension will take place in two phases. The first phase, which will start at the railroad underpass and continue to the creek, will be bid in July. Construction should start within sixty to ninety days after the award of the bid. Phase two will involve the construction of the bridge and continue on to Market Street and the creation of the new intersection. Phase two will be put out for bid in late summer and construction will begin on a similar timetable as stated above. The entire project is slated for completion in December 2008.

## ***Communication***

The Borough will keep residents informed of the progress of the overall project through news releases and future editions of the Borough Bulletin. Elie Schmidt, Council member, asks that residents "feel free to contact us with any questions or concerns during the project. Communication will be a key component of this effort and we will endeavor to regularly update the public on our progress." West Donegal Township Supervisor Charlie Tupper thanked Borough Council for offering to send this newsletter to township residents. "I appreciate the fact that the Borough is willing to communicate with its neighbors. Our residents will be impacted by this project and we must work together during the construction. This project will benefit us as well and this needs to be communicated to our residents," Tupper added.



## **SUGGESTED ALTERNATE ROUTES DURING THE CONSTRUCTION PERIOD**

Until the temporary roadway is constructed between Poplar Street and West College Avenue, motorists will need to take alternate routes for travel to the western portion of town, the Masonic Village and destinations in West Donegal Township and Conoy Township.

### **West High Street**

West High Street is the most direct route for east-west traffic. However, motorists can anticipate that West High Street will be used heavily during this time period and should plan accordingly. You will be able to turn left onto Masonic Drive or right onto Turnpike Road heading in a westward direction.

### **Maytown Avenue**

Maytown Avenue provides another east-west option for traffic. While this road provides an excellent option for westbound traffic, please keep in mind that the traffic signal cycle for eastbound travel (heading towards Market Street) is short in duration. Continue along West Ridge Road and make a right on Rutts Road to access West Bainbridge Street.

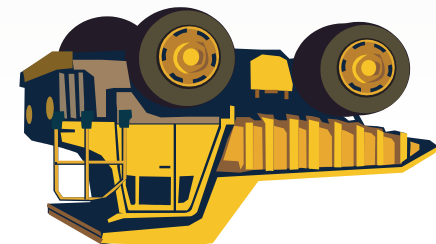
### **Industrial Road**

For township residents in particular, consider taking Turnpike Road to Bossler Road, making a left onto Zeager Road and then a right onto Industrial Road which will connect with North Market Street at the Conewago Industrial Park. Reverse these directions and make a right onto Turnpike Road to head into Falmouth or a left on Turnpike Road to reach Newville and the Masonic Village.

### **Foreman Road**

The Foreman Road bridge is slated to open by mid-July. Once the bridge work has been completed, Foreman Road will provide access to Anchor Road and Market Street for those motorists heading south. In the opposite direction, Foreman Road connects with Rutts Road and Bainbridge Street at the entrance to the Patton Campus of the Masonic Village.

We appreciate your support during this construction and request that you add a few more minutes to your travel plans to minimize frustration over the alternate routes that you may have to use.



Elizabethtown Borough Bulletin  
600 South Hanover Street  
Elizabethtown, PA 17022  
(717) 367-1700  
[www.etononline.com](http://www.etononline.com)

Published Quarterly by Elizabethtown Borough  
Printed on Recycled Paper  
Copy should not be duplicated without permission  
Editor: Roni Ryan



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Elizabethtown, PA  
Permit No. 007