

DOWNTOWN MOUNT JOY

Borough of Mount Joy, Pennsylvania



Downtown Mount Joy Streetscape, East Main Street, Southside



East Main Street, North side

The Central Business District is walkable & made up of a collection of small local-serving businesses. The greater Mount Joy region is experiencing a strong economy with considerable residential growth, especially by empty nesters.

Mount Joy Borough Accessibility

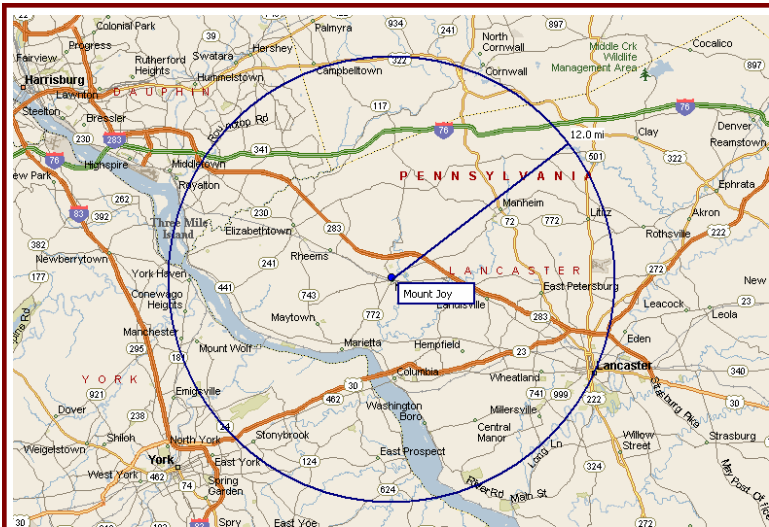
- Mount Joy Borough, incorporated in 1851, is a municipality with an area of 2.3 square miles.
- Originally developed as a regional agrarian community centered around several crossroad intersections, Mount Joy served as an intermediate point between the villages of Manheim and Marietta and the cities of Lancaster and Harrisburg.
- Today, although crossroad intersections still exist, Mount Joy is centered on an elongated narrow Main Street corridor extending approximately two miles east and west through the Borough.
- The Main Street corridor is Route 230, a state highway that since the construction of Route 283 now carries primarily local traffic from Lancaster to Harrisburg.
- Mount Joy is also served by an Amtrak rail line, located within the Downtown area, connecting Philadelphia and points east with Harrisburg and points west.



*Rendering of Downtown Mount Joy
Plan the Keystone Corridor Report 2010
Glating Jackson Consultants*



*This is an Effort of Main Street
Mount Joy, a 501c3 organization
for Downtown Revitalization.*



The primary trade area accounts for 55 - 60% of the downtown's visitors.

Population

- Primary Trade Area 2014 Projected Population 17,851
- Since 2000, Donegal Region's population grew by 13%.
- 2009 - 2010 Projected Annual Growth 1.33%
- Region is projected to grow by 20% between 2000-2030
- Region has a higher than average percentage of people in the 25-44 age groups.



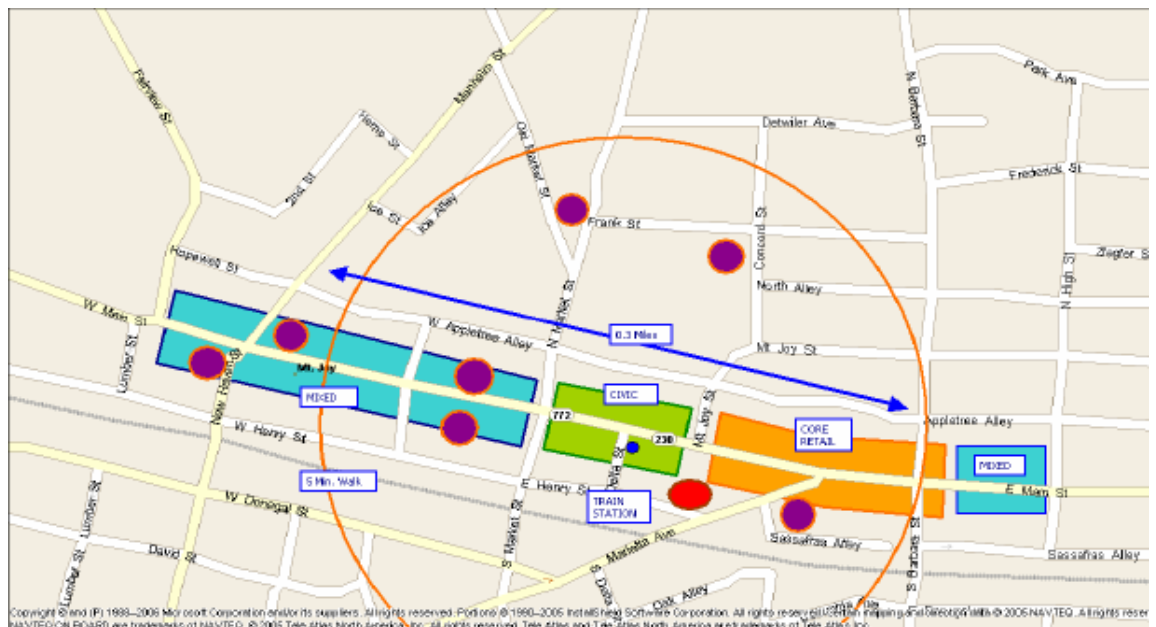
Total Supportable New Retail 2014: 93,900 sf

- 18,300 sf Apparel & Accessories Retail
- 16,500 sf Full Service and Limited Service Restaurants
- 14,500 sf Miscellaneous Retail (Office Supply and Card/Gift)
- 10,600 sf Health Care & Personal Services
- 9,800 sf Hardware & Lawn Care Retail
- 7,300 sf General Merchandise Retail (General Store)
- 7,300 sf Food & Beverage (Grocery, Convenience, Alcohol)
- 5,700 sf Furniture & Home Furnishings Retail
- 3,900 sf Books, Music, Arts & Crafts Retail

*Findings of Gibbs Planning Group
Birmingham, Michigan*

Recommended general merchandising mix plan.

Mixed residential, office and retail along the east and west ends of Main Street; civic and community businesses located in the west-middle; and an enhanced retail core proposed for the east-central areas of Main Street.



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PLAN the KEYSTONE



Train Station Area, Present Day

Main Street Mount Joy has been fortunate to partner with PennDOT through Deputy Secretary Toby Fauver in a Downtown Planning Process. The planning process will identify opportunities to maximize the benefits of investments of MSMJ, PennDOT, and the Borough whose shared goal is to continue to build a thriving and successful Main Street in Mount Joy. The plan is four-fold and includes: improving the train station; better connecting the station to Main Street; improving the Main Street experience; and defining & promoting the Mount Joy brand.

This plan will guide our organization over the next several years as we work with our partners to implement the physical improvements to Main Street's streetscape & our train station, which doubled in ridership over the past 5 years. Improvements will include increased parking spaces for station growth, a way-finding signage system, new station platform, & a new plaza/gateway area to be used as a festival street near the station. PennDOT has allocated \$12 million dollars towards these physical improvements to both the station and surrounding area. Improvements are projected to begin as early as this Fall and will continue through the next couple of years.



Rendering of Plaza Area at Main & Henry Sts.



Rendering of Main & Delta Sts. Intersection

More information about this project and other Plan the Keystone projects can be found at:
www.planthekeystone.com

Report & Renderings by Glattig Jackson



Rendering of Delta Street, A Downtown Festival Street

Housing

- In 2000, rates of owner occupied housing in Mount Joy Borough were in the 60 - 63% range
- 2009 Average Household Income \$66,487
- Donegal is an affordable place to live, with the median estimated home values at \$182,000.00
- Florin Hill, an award-winning residential neighborhood, is selling homes for \$200,000-\$250,000.00
- New & Expanding Retirement Villages Nearby



Community Amenities

- Award-winning Main Street program
- National award-winning library, Milanof-Schock Library
- New Facilities planned for 2011 at Donegal School District
- Forward thinking regional planning underway between neighboring municipalities of Mount Joy Borough, Marietta Borough, and East Donegal Township through the Donegal Regional Comprehensive Plan
- Elizabethtown College only 7 miles away; Franklin & Marshall College only 11 miles away; Millersville University 15 miles away.
- Water & Sewer Capacity keeping ahead of the growth



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