

## Conserve

Cumberland County must conserve the natural, cultural, and recreational resources that represent the basic, essential elements required to support a high quality of life, protect public health, and spur economic growth.

<b>Goal #1 - Conserve the important natural resources of Cumberland County.</b>	
<b>Objectives</b>	<b>Strategies</b>
1. Preserve and protect important environmental features.	a) Identify important natural features with the highest ecological value that warrant protection.
	b) Support acquisition of important natural areas through methods such as voluntary easements and fee simple acquisition.
	c) Support local and regional conservation stakeholders initiatives that protect natural features
	d) Encourage protection of important natural features through reasonable site design and environmental protection standards
	e) Support the responsible use of renewable and nonrenewable resources by natural resource based businesses.
2. Protect water quality and quantity	a) Develop a water supply component of the Cumberland County Comprehensive Plan.
	b) Maintain and update the countywide Act 167 Stormwater Management Plan
	c) Assist municipalities in meeting Municipal Separate Storm Sewer Systems (MS4) requirements.
	d) Promote Best Management Practices (BMP) implementation to manage the volume and rate of stormwater emanating from development and agricultural activities.
3. Improved air quality	a) Support ongoing regional air quality monitoring and conformance activities through participation in the Harrisburg Area Transportation Study (HATS).
	b) Support local initiatives that improve air quality
	c) Raise public awareness of poor air quality days and associated improvement opportunities.
4. Manage floodplain areas to reduce loss of life and property due to flooding.	a) Partner with the Federal Emergency Management Agency (FEMA) to update floodplain maps and studies on a regular basis.
	b) Maintain and implement the Cumberland County Hazard Mitigation Plan
	c) Support municipal adoption of floodplain regulations consistent with the National Flood Insurance Program (NFIP) to manage development in flood hazard areas.
5. Educate municipalities, businesses and the general public on the benefits and importance of natural resource protection	a) Conduct educational workshops and training
	b) Promote private and public land stewardship

**Goal #2 - Preserve and maintain the agricultural lands of Cumberland County and promote the agricultural industry.**

Objectives	Strategies
1. Preserve prime farmland.	a) Continue acquisition of voluntary, agriculture conservation easements on prime farmland
	b) Support use of planning and development tools that preserve prime farmland and protect the right to farm.
2. Promote and support the agriculture industry	a) Support development of agritourism opportunities
	b) Attract and retain agriculture related businesses
	c) Provide technical assistance to farmers

**Goal #3 – Establish and maintain interconnected system of parks, trails and greenways to serve the recreational and transportation needs of all County residents.**

Objectives	Strategies
1. Develop and maintain new park and trail resources.	a) Estimate the amount of municipal recreation land and facilities needed in the county and monitor progress toward that goal.
	b) Continue providing funding and technical assistance to municipalities and non-profits for park and trail development.
	c) Integrate provisions for park, trail and greenway development into municipal plans and ordinances.
2. Develop priority county greenways.	a) Support and promote the Pennsylvania Water Trail Program
	b) Support and promote a regional trail initiatives
3. Promote outdoor recreation and trails	a) Partner with local stakeholders to develop and distribute outdoor recreation promotional materials
	b) Convene a countywide trail collaborative
4. Maintain and enhance the natural, cultural and recreation resources of the Mount Holly Nature Preserve.	a) Implement the Mount Holly Marsh Preserve General Management Plan, January 2015
	b) Develop and implement a Conservation/Forest Management Plan

**Goal #4 – Protect and enhance areas and structures that have substantially contributed to the heritage and character of the County for the enjoyment of current and future generations**

Objectives	Strategies
1. Preserve historic county-owned structures	a) Preserve representative examples of the historic bridges constructed in Cumberland County
	b) Preserve the Cumberland County Courthouse and Cumberland County Prison.
2. Promote protection of locally and privately owned historic areas and structures.	a) Inventory and maintain listing of historically significant sites or structures that have no permanent protection.
	b) Support implementation of local historic districts.
	c) Support protecting historic resources through MPC enabled ordinances.

**Goal #4 – Protect and enhance areas and structures that have substantially contributed to the heritage and character of the County for the enjoyment of current and future generations**

Objectives	Strategies
3. Promote Cumberland County as a destination for history related tourism	a) Market the historic resources of Cumberland County through the Cumberland Valley Visitors Bureau (CVVB).

**Grow**

Cumberland County’s planned commercial, industrial, and residential growth must be founded upon suitable public facilities and compatible land use patterns that enhance our position as a preferred place to live, work, conduct business and visit.

**Goal #1 –Pursue an economic development strategy to maintain a diversified industry base that increases the commercial/industrial tax base and in turn increases the median income and opportunities for the broadest array of residents**

Objectives	Strategies
1. Attract new businesses to Cumberland County.	a) Develop a marketing campaign and meet with targeted industry clusters that would be well-suited to locating in the county or supporting existing businesses in the county.
	b) Develop and maintain a site selection tool to showcase available properties in Cumberland County.
2. Retain and expand the businesses currently located in Cumberland County.	a) Develop and implement a business expansion and retention program that establishes consistent communication with the county’s top employers and targeted industry sectors
	b) Retain the county’s military installations through leadership in the Cumberland York Area Local Defense Group
3. Redevelop and reuse environmentally challenged and underutilized properties.	a) Develop and implement an industrial and commercial sites renewal program aimed at redeveloping and reusing brownfields and infill sites.
	b) Support revitalization of Cumberland County’s “Core Communities” through funding, incentives, and technical assistance programs offered through the Cumberland County Housing and Redevelopment Authority (CCHRA)
4. Provide funding and financing opportunities	a) Provide financial support and support financial incentives to attract new businesses, retain existing businesses, and support business startups.
5. Attract visitors to Cumberland County	a) Create and implement marketing and communication plans to raise brand awareness
	b) Develop, implement, and maintain travel resources for targeted tourism audiences to inspire travel to the Cumberland Valley.

<b>Goal #2 -- Provide a sufficient supply of mixed housing types within the financial reach of all citizens of the County.</b>	
<b>Objectives</b>	<b>Strategies</b>
1. Provide a sufficient number of dwelling units to house the population	a) Quantify, monitor and track housing needs using population projections/counts and building permit surveys. b) Encourage municipal plans and zoning maps to be consistent with household projections
2. Provide appropriate locations for residential development	a) Encourage residential development to be directed to locations with available community facilities b) Support incentives that direct housing activity into locations with existing community facilities c) Encourage innovate planning techniques and incentives to direct development away from important environmental features and preserve open space.
3. Provide a variety of housing unit types	a) Promote plans and regulations that provide for all types and sizes of residential uses (detached, semi-detached, attached, multi-family, manufactured home, accessory, etc.). b) Monitor the type of housing planned or constructed.
4. Provide adequate housing for all income levels	a) Support the Cumberland County Housing and Redevelopment Authority's (CCHRA) programs for affordable housing b) Support removing procedural, regulatory, and perceived barriers to fair and affordable housing.
5. Provide appropriate housing for special needs populations	a) Support programs that address special needs populations. b) Promote plans and regulations that address housing for special needs populations.
6. Preserve and rehabilitate the existing housing stock	a) Support programs that help preserve existing housing. b) Encourage municipal adoption of property maintenance programs and regulations. c) Support the Blighted Property Reinvestment Program (BPRP). d) Encourage the use of historic districts, historic overlay zones, and traditional village zoning to conserve aging housing units.

<b>Goal #3 –Provide a system of adequately sized and appropriately located community facilities that support the health, safety, and welfare of current and future generations</b>	
<b>Objectives</b>	<b>Strategies</b>
1. Maintain and expand of the public sewer and water systems in planned service areas	a) Support Act 537 Plan updates to identify new planned service areas and address existing deficiencies. b) Review and comment on all proposed revisions to Act 537 Plans in the County. c) Encourage municipalities to adopt plans and regulations that require developers to provide improvements and/or extensions to sewer and water supply lines where appropriate.
2. Provide an efficient and effective emergency services system.	a) Operate and maintain the 9-1-1 Public Safety Telephone and Radio Systems. b) Maintain the County Emergency Operations Center (EOC). c) Respond and mitigate the impact of hazardous materials release and other community risk incidents.

<b>Goal #3 –Provide a system of adequately sized and appropriately located community facilities that support the health, safety, and welfare of current and future generations</b>	
<b>Objectives</b>	<b>Strategies</b>
	d) Train emergency first responders and special teams
3. Provide sufficient broadband technology to support data transmission needs of residents and businesses	a) Understand and address new technology, related needs, and deployment strategies for broadband technology
	b) Provide technical assistance to municipalities to support telecommunications and broadband technology deployment in areas suitable for these facilities
4. Provide solid waste and recycling services to decrease waste generation and improve the environment	a) Maintain and implement the Cumberland County Municipal Solid Waste Management Plan
	b) Conduct regularly scheduled recycling and disposal events.
	c) Manage the Cumberland County Yard Waste Equipment Sharing Program.
	d) Provide technical assistance to municipalities, businesses and residents on recycling and solid waste disposal
5. Provide adequate public utilities to support current and future development opportunities.	a) Analyze, identify, and address current utility deficiencies in the county in coordination with utility providers and CAEDC.
	b) Monitor the impacts of new utility expansion projects that require acquisition of new right of way.

<b>Goal #4 -- Accommodate a variety of planned land uses that support vibrant communities, diverse business opportunities, thriving natural resources, and unique character.</b>	
<b>Objectives</b>	<b>Strategies</b>
1. Efficiently use land in existing developed areas	a) Encourage new development to locate in existing developed areas
	b) Support revitalization of Cumberland County’s “Core Communities” through infill, redevelopment, reuse, and blight removal.
	c) Encourage more flexible parking regulations to decrease land needs and costs for new development.
	d) Encourage higher density, mixed use and compact building design
2. Compatibly locate different land uses	a) Promote landscaping, screening, and buffering to mitigate the effects of intense development
	b) Promote attractive building design and site layout.
3. Protect important natural features	See Conserve Chapter.
4. Provide a diversity of land uses	a) Encourage a variety of housing types to be available for all income levels
	b) Encourage municipalities to provide for all land uses in plans and ordinances.
	c) Support mixed land uses to encourage community interaction, enhanced transportation options, and quality economic development.
	d) Encourage the protection of community character.
5. Connect land uses	See Connect Chapter.

**Goal #4 -- Accommodate a variety of planned land uses that support vibrant communities, diverse business opportunities, thriving natural resources, and unique character.**

<b>Objectives</b>	<b>Strategies</b>
6. Provide land uses in appropriate locations	a) Implement the county's "Character Area" land use planning concept, including maintenance of a countywide future land use map b) Identify and support the development of opportunity areas throughout Cumberland County.
7. Achieve consistency between municipal land use plans and county comprehensive plan	a) Coordinate multi-municipal planning efforts. b) Provide technical and financial assistance to municipalities to update plans and ordinances that are consistent with the County Comprehensive Plan c) Provide guidance to municipal partners on best practice land use planning techniques and emerging issues

**Connect**

Cumberland County must be connected locally and globally through a safe, efficient transportation system and proactive, collaborative stakeholder relationships.

**Goal #1 – Develop a safe, multimodal transportation system that is supported by responsible land use planning, accessible to all users, respects natural resources and serves the mobility needs of residents, businesses, and through travelers**

<b>Objectives</b>	<b>Strategies</b>
1. Provide transportation choices for all system users	a) Incorporate bicycle, pedestrian, horse/buggy, and ADA improvements into applicable transportation project b) Identify and invest in nonmotorized transportation networks. c) Support increased public transit usage through support of the Central Pennsylvania Transportation Authority (CPTA) d) Support the efforts of the Commuter Services of Southcentral PA
2. Preserve and enhance usage of existing rail freight corridors	a) Promote compatible land uses and zoning along rail freight corridors b) Support rail crossing safety improvements c) Discuss rail freight needs with county businesses
3. Support the viability and preservation of airports and aviation services in the County	a) Protect and enhance the Carlisle Airport b) Promote usage of HIA and Capital City Airport for business and personal travel
4. Maintain and enhance the transportation system	a) Identify transportation projects throughout Cumberland County for inclusion on the Harrisburg Area Transportation Study (HATS) Long Range Transportation Plan and Transportation Improvement (LRTP) Program (TIP). b) Implement the Cumberland County Bridge Capital Improvement Plan (CIP)
5. Efficiently manage the existing transportation	a) Support coordinated transportation and land use planning and implementation efforts

**Goal #1 – Develop a safe, multimodal transportation system that is supported by responsible land use planning, accessible to all users, respects natural resources and serves the mobility needs of residents, businesses, and through travelers**

Objectives	Strategies
system to reduce congestion and enhance safety	b) Support technology upgrades that better manage the existing transportation system

**Goal #2 -- Forge strong partnerships with government organizations, nonprofits, educational institutions, and residents to effectively address issues that supersede political boundaries**

Objectives	Strategies
1. Coordinate with federal and state government partners	a) Meet with the federal and state legislative delegation on a regular basis b) Encourage regular coordination with federal and state agencies
2. Collaborate with surrounding counties	a) Identify and pursue issues of regional significance with surrounding counties as needed. b) Continue participation on Boards of Directors of regional organizations
3. Collaborate with municipal governments	a) Conduct the Municipal Advisory Board (MAB) and County Outreach Meetings on a regular basis b) Provide municipal technical planning assistance c) Participate in Councils of Government
4. Collaborate with nongovernmental organizations	a) Involve business and industry associations, including chambers of commerce, in planning initiatives b) Involve community and faith based organizations in planning initiatives c) Involve conservation oriented organizations in planning initiatives d) Coordinate with educational institutions e) Conduct an annual event with CAEDC to convene planning/development related stakeholders to discuss/review growth issues in the County.
5. Provide continuous opportunities for resident engagement and communication	a) Maintain and enhance the Planning Department website b) Engage residents via social media