

Senior community to re-create traditional neighborhood feel

BY LORI MYERS
Contributing Writer

A Camp Hill senior-care company is putting a new spin on a cutting-edge residential development concept.

PHI, parent company of nonprof-

it Presbyterian Homes Inc., has put together a plan for a retirement community in Carroll Township, York County, that incorporates traditional neighborhood design (TND) concepts. TNDs emphasize pedestrian-friendly layouts, a mix of residential and commercial space and proxim-

ity to established urban centers.

Steve Proctor, chief executive officer at PHI, said seniors want to spend their retirement in places that have the same feeling of community and neighborhood as the houses they left behind. PHI's Carroll Village would do just that, he said.

"If you want a place to get away from things, this isn't the place," Proctor said. "You have to deal with a person's social component. Living alone isn't a fulfilling life."

The idea began when Proctor was please see **NEIGHBORHOOD**, page 18

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looking for a place to build a new retirement community. He found some property along Route 15 near Dillsburg, but there was a catch. The property owner had two parcels to sell, and they were a package deal.

"Our original intention was to build single-senior housing on five acres," Proctor said. "We ended up with 65 acres."

Carroll Village will blend commercial and office space on the same campus with different housing options for seniors: apartments, 50 single-family homes, 12 duplexes and some manor homes. Each manor home will house four separate living units.

Schartner House, an affordable-housing apartment complex for seniors, was the first piece of the project to be completed. Rents for the 50 units range from \$230 to \$750 per month and include underground parking. PinnacleHealth System will have a building for a physician's office, a physical-therapy practice and a medical-imaging center. It should be finished this summer. PHI will move its offices to the second floor.

Construction is about to begin on a third building, which will contain

About Land Logics Group

Services offered: Land planning, urban design.

Headquarters: Camp Hill

Management: Sally Holbert, founding principal

Number of employees: 8

2007 revenue: Approximately \$500,000

Revenue growth 2006 to 2007: Approximately 30 percent

History: Land Logics Group firm was formed in 2003. The firm's focus has been to offer alternatives to suburban sprawl patterns and promote smart-growth techniques. Holbert, a landscape architect, has more than 18 years of experience in planning and design, along with an extensive background in environmental planning and analysis. Land Logics Group has worked with communities in York, Cumberland, Lancaster and Centre counties on comprehensive-planning projects. Current work includes Safe Routes to School projects in Carlisle and Mechanicsburg and land surveying for PennDOT projects, nonprofit organizations and various commercial and residential builders. The firm also is managing two projects related to water-resources protection.

"The success of our past projects has created many word-of-mouth opportunities that have allowed us to grow along with focused marketing and networking," Holbert said.

another 42 apartments for seniors. Proctor expects construction to begin this summer on another combination apartment/commercial building for fall 2009 completion.

Plans also include a restaurant, recreation center and two assisted-living buildings. A farm house dating to around 1840 might be turned into a bed and breakfast. Proctor estimates that the entire project will be completed in six to eight years. It could employ several hundred people to operate the different business-

es and community-service organizations expected to fill retail and office space.

Sally Holbert, principal and landscape architect with Land Logics Group in Camp Hill, was a member of the design team for Carroll Village. She hopes this type of mixed use will catch on.

"Not a lot of people know about TNDs," Holbert said. "A lot of the codes in Pennsylvania don't allow mixed use. Carroll Village was in the conceptual design phase when Car-

roll Township changed its codes to allow TNDs."

One community organization considering a move into Carroll Village is the Northern York Community Services Foundation. Its office is run by two part-time employees in the Dillsburg Borough municipal building. Its community programs are held inside the Sports and Learning Center and a school building in Dillsburg.

"Carroll Village will become the new center for activities in Carroll Township," said Gary Brown, president of the foundation. "If we move there, we'll run programs for senior citizens. But we hope to continue using the places where we now hold programs."

Ron Barth, president and chief executive officer of PANPHA, has mentioned the Carroll Village concept to others and gets positive responses. The Mechanicsburg-based group is an association of nonprofit senior services.

"It's definitely a future trend," Barth said. "It keeps people in the community. It's less institutionalized."

Technology advances are allowing people to live in their homes longer using monitoring devices and medication prompts, Barth said,

eliminating the need for some to move into a skilled-care facility. The average stay in a nursing home in Pennsylvania is less than six months, he said.

"The days of the old nursing home are really gone already," Barth said.

Lori Dunkle, director of marketing and sales at The Woods at Cedar Run, a retirement community in Camp Hill, said that people are looking for more amenities, similar to what Carroll Village will offer.

"We have the community aspect, but we're smaller," she said. "It's the same concept."

Douglas Motter, president of Homestead Village near Lancaster, has driven by the Carroll Village site and likes the fact that older adults who live there will continue to be a part of the community. He thinks this type of TND is the wave of the future as the baby boomers head into their senior years.

"PHI is pretty innovative in developing that," Motter said. "They are a visionary. The variety of options for seniors need to continue to expand. Carroll Village is another option." ■

YOUR TAKE

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