

HERSHEY, PENNSYLVANIA

Smart Growth...continuing the legacy





Extending the Hershey tradition...

Milton Hershey is central Pennsylvania's most revered figure, and with good reason.

After a hardscrabble upbringing and many business failures, Hershey earned a million dollars – an enormous sum in 1900 -- from the sale of his Lancaster caramel factory, the nation's largest. He was just 42.

Hershey promptly plowed that money into a fantastic vision: to build an ideal town in bucolic Derry Township, where he was born, supported by the manufacture of a new kind of chocolate he would invent that everyone could afford and enjoy.

Smart Growth...a new term for a time-tested concept —

Generations of Americans have come to know Hershey, Pennsylvania, as an idyllic small town with a chocolate factory and an amusement park. Outside of central Pennsylvania, most people assume Hershey is a municipality with its own government. It is not.

Hershey is a place name for a very small community – less than two square miles -- that was laid out by Milton Hershey in 1903 along the Spring Creek in Derry Township, just one mile from his boyhood home. Until Milton Hershey built his town, the 27 square miles of Derry Township, incorporated in 1729, were covered by farms and woodlands, quarries, with a few crossroads hamlets.

Many Pennsylvania towns formed their own governments as they grew, seceding from the townships in which they were formed, but Hershey did not. Hershey has always been a part of Derry Township and is governed by its board of five supervisors. Likewise, Hershey is part of the Derry Township School District.

From the founding of Hershey until the death of Milton Hershey in 1945, Derry Township comprised two distinct entities: the chocolate-making town, and the surrounding dairy farms, many of which provided milk for the chocolate.

In the decades following Milton Hershey's death, a different development pattern emerged throughout America, including Derry. New houses, stores and offices were built over a sprawling area of the township, connected only by use of the automobile. Like many main streets across America, Chocolate Avenue lost its preeminence as the vibrant heart of the community. Lovely and productive rural landscapes were whittled away by disjointed subdivisions.

For these and other reasons, concerned residents are rethinking the sustainability of this development pattern. Last year, the supervisors unanimously passed a resolution to update the township's comprehensive plan using the principles of "Smart Growth" – a term coined in the mid 1990s to describe the traditional planning principles of arranging houses, stores,

In the words of biographer Joel Glenn Brenner:

"Milton Hershey wanted nothing less than to build an industrial utopia, a real-life Chocolate Town, where anyone who wanted a job could have one, where children would grow up in celery-crisp air, where mortgages would dwindle in perpetual prosperity..."

"How he settled on this particular idea is a mystery; one can only speculate he wanted to somehow make up for his own lacking childhood. He never explained his motivations, only his intentions: to build a model American community 'where the things of modern progress all center in a town that has no poverty, no nuisances, and no evil.' This would be a place where leisure and education would be valued as much as hard work; where houses would boast gardens, electricity and indoor plumbing; and where big-city amenities would be available to all, free of charge."

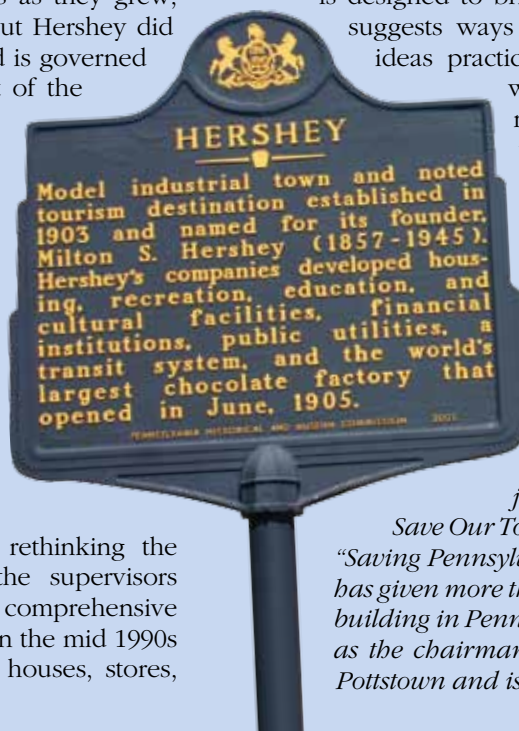
and offices in close proximity, to encourage people to walk to some of their destinations.

The supervisors named a citizens' advisory committee to make recommendations on revamping the plan, a process which may take two or three years. To kick off the effort, the supervisors asked Thomas Hylton, president of a Pennsylvania non-profit called Save Our Land, Save Our Towns Inc., to make a presentation on Smart Growth for township residents and other interested people. About 100 people attended the Sept. 12 presentation at the Hershey Public Library.

HERSHEY, PENNSYLVANIA *Smart Growth...continuing the legacy*

is designed to bring Hylton's presentation to a wider audience. It suggests ways Derry Township can build on the town-making ideas practiced by Milton Hershey in the early 20th century, which today are more relevant than ever. This newspaper tabloid, distributed as a paid supplement to the Harrisburg Patriot-News, was sponsored and funded by Save Our Land, Save Our Towns Inc. as part of its mission to promote traditional towns. We do so in the hope Derry Township can serve as an inspiration for communities throughout Pennsylvania. This publication has not been authorized or endorsed by Derry Township or any other institution. Save Our Land is solely responsible for its content. Photos are by Thomas Hylton unless otherwise noted.

Thomas Hylton, a Pulitzer Prize-winning journalist, is author of the book, "Save Our Land, Save Our Towns," and host of the public television documentary, "Saving Pennsylvania." As pro bono president of Save Our Land, he has given more than 450 talks on land use planning and community building in Pennsylvania and 35 other states. Hylton served 12 years as the chairman of the planning commission in his hometown of Pottstown and is currently a member of the Pottstown School Board.





for generations to come —

Hershey carried out this vision perhaps better than any town builder in American history. But he went beyond that. At age 52, he dedicated his immense fortune to create a free boarding school for poor orphans, giving each enrolled child a fair chance in life. A century later, the profits of Hershey's chocolate company and other Hershey enterprises, such as Hershey Entertainment and Resorts, continue to support the school. Over the years, the school has transformed the lives of thousands of boys and girls, and it continues to do so today. While the lion's share of Hershey's economic legacy supports the Milton Hershey School, some has been also used for the cultural and educational enrichment of Derry Township residents.

In 1963, the stewards of Milton Hershey's endowment dramatically altered the destiny of Derry Township. With a gift of 100 acres and \$50 million, the Milton S. Hershey Foundation persuaded Pennsylvania State University to

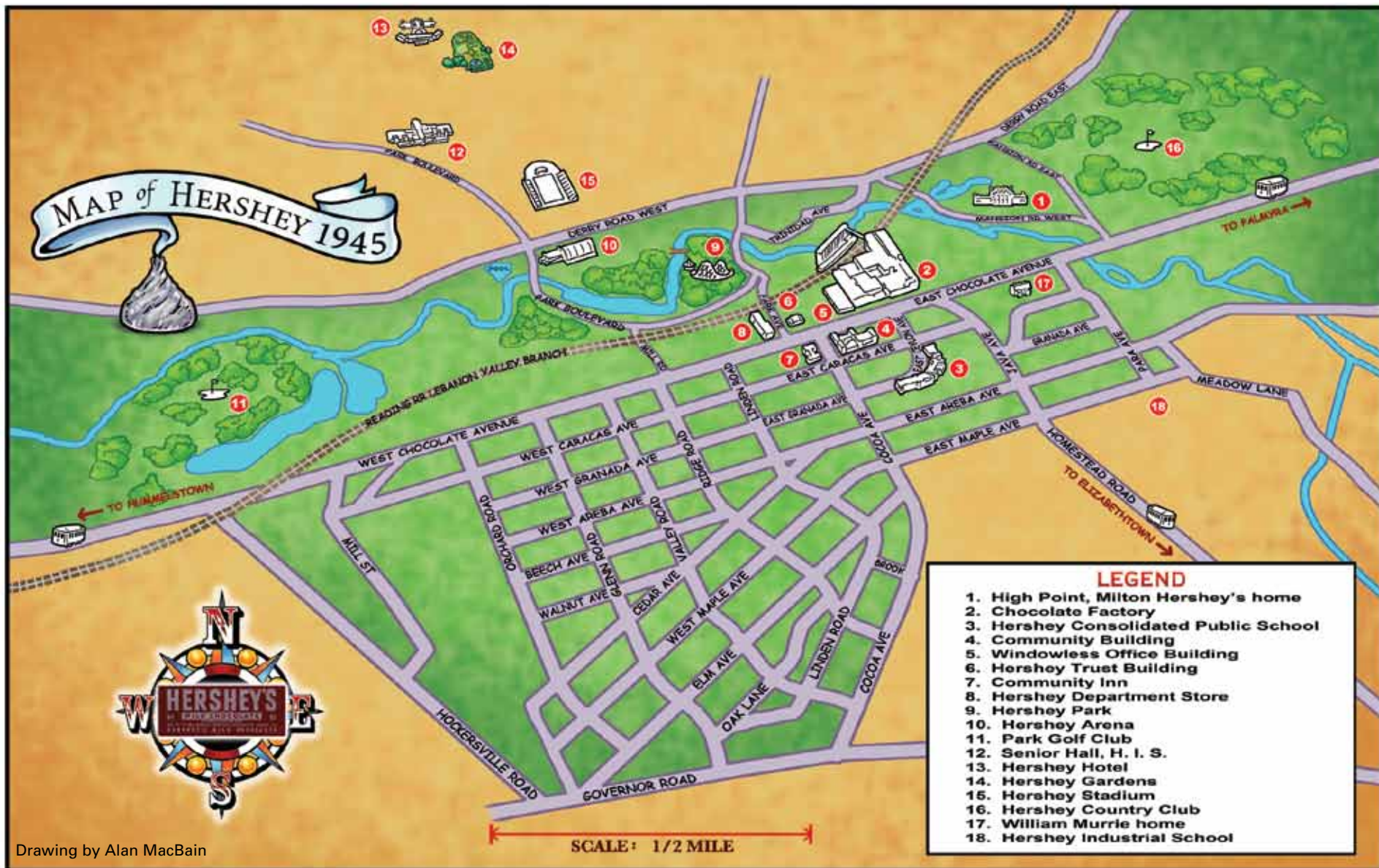
build a medical college and hospital in Derry Township. Today, the Penn State Milton S. Hershey Medical Center has supplanted chocolate-making as Derry's major employer and economic engine.

To most in central Pennsylvania, of course, this is all well known and taken for granted. But few outside the immediate area recognize the exceptional legacy of Milton S. Hershey.

Derry Township has a new opportunity to inspire others by carrying out the standards of service, excellence, and enlightenment set by Milton Hershey. With an internationally-known chocolate maker, the world's wealthiest school for the disadvantaged, and one of Pennsylvania's three finest medical institutions, Derry has purpose – and an abundance of talent and resources. Working together, Derry residents can create a modern standard for sustainable, healthy communities to uplift and inspire our children and grandchildren.



Milton Hershey created a walkable community...



Drawing by Alan MacBain

In 1903, Milton Hershey bought 1,200 acres of land bordering the Spring Creek in Derry Township. He intended to build a chocolate factory and beside it a model community to house its workers. The rest of Hershey's land – indeed most of the township – was used for dairy farms to supply milk for the chocolate.

Hershey's town was designed to contain all the elements of daily life in about one square mile. A wide variety of homes were constructed on tree lined streets, all within easy walking distance of the handsome limestone factory. Company executives – even Hershey himself – lived within sight of the plant and just a few blocks from its workers. Children

could walk to a K-12 public school complex. A small downtown contained a department store, post office, bank, and café.

As the town evolved, Hershey built an amusement park, golf course, zoo, stadium and arena for townspeople and tourists. During the Depression, Hershey built a community center with two theaters, a gymnasium and swimming pool, hospital, library -- even a junior college.

For workers who chose to live outside Hershey, he built a trolley system connecting Palmyra, Hummelstown, Elizabethtown, and points beyond. The trolley also led to the magnificent Hotel Hershey,

built in 1933 on a hillside overlooking the town.

Meanwhile, Hershey established the Hershey Industrial School to provide a free boarding school education for needy orphan boys. The boys lived in small group homes on Derry farmland, and doing farm chores was among their daily responsibilities. The ethic of responsibility to others, Hershey's guiding principle, permeated the culture of the school and the town itself.

Hershey felt secure. It had a sense of place. It was considered an ideal town to raise children.



surrounded by open countryside —

WALKING SCALE

	In a town setting, the average person can walk a mile in 15 or 20 minutes.
	In a town setting, the average bicyclist can travel a mile in 6 or 7 minutes.

Hershey, like other traditional towns going back centuries, was built on a walking scale.

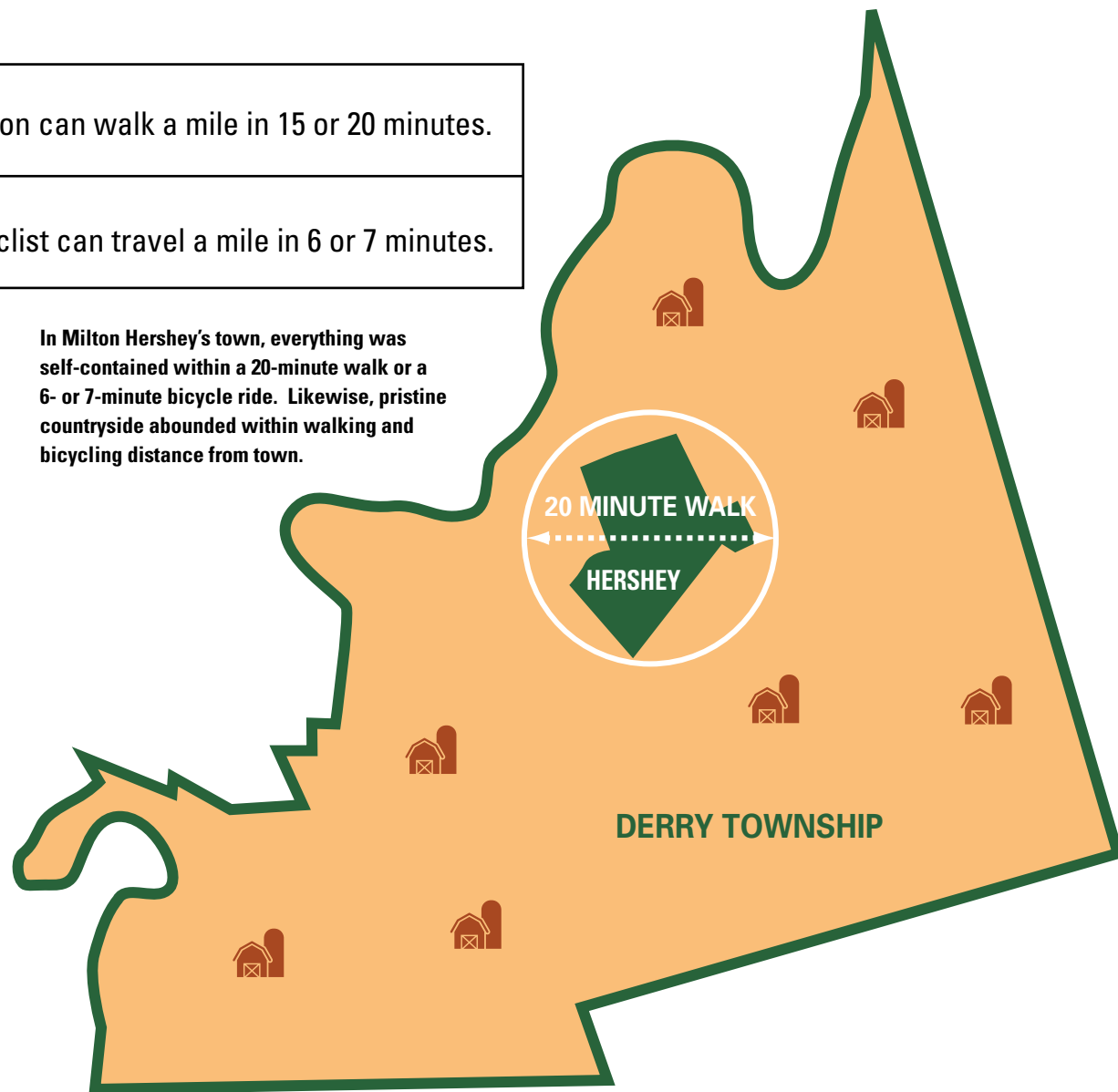
The average person can walk at a pace of about 300 feet per minute. That means most people—including children—can walk a mile in 15 or 20 minutes.

Traditional towns therefore evolved with a mixture of houses, stores and workplaces within walking distance of each other; in other words, no more than a mile apart. Cities consisted of a downtown surrounded by a collection of walkable neighborhoods.

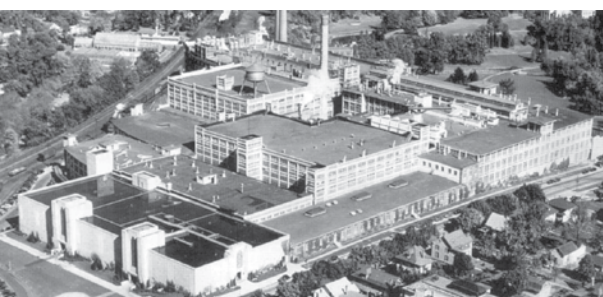
In a small town like Hershey, it was not only possible to walk for all the daily activities of life, but the countryside was easily accessible to everyone on foot or bicycle.

Today, this pattern of development is known as Smart Growth.

In Milton Hershey's town, everything was self-contained within a 20-minute walk or a 6- or 7-minute bicycle ride. Likewise, pristine countryside abounded within walking and bicycling distance from town.



Hershey Public Schools



The Chocolate Factory



The Community Center



The Department Store

Photos Courtesy of Hershey Community Archives, Hershey, PA



The Hershey era ends...

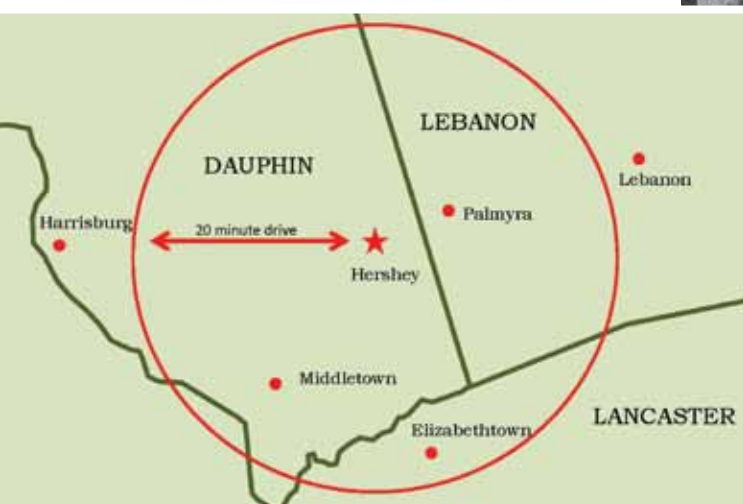
Milton Hershey's death in 1945 coincided with the demise of traditional town-building and the birth of the era of automobile-dependent development throughout America.

Ten years of economic depression and five years of war gave way to unprecedented prosperity. Millions of servicemen returned home and started families, creating a tremendous demand for housing. At the same time, virtually every household could afford a car.

A national program of road building encouraged families to buy that car and move out into the countryside, where they could enjoy an inexpensive home on a spacious lot.

No longer did a chocolate factory worker need to live in Hershey or near a trolley route. Thanks to the car, Hershey employees could live in rural Dauphin, Lebanon, or Lancaster counties and drive into town for all their needs. As ridership declined, the trolleys were abandoned.

The 20-minute walk turned into a 20-minute drive.



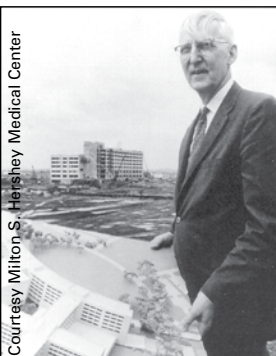
and the suburban experiment begins —

With the opening of the Milton S. Hershey Medical School in 1967, development pressure intensified in Derry Township.

Following national trends, Derry adopted a zoning ordinance in 1978 that carved the township into separate zones for houses, shopping centers, factories, offices, and the medical center. Each “pod” of development was connected only to the nearest existing road.

As the township grew, it was not feasible to walk anywhere outside the town of Hershey. Even if something was within walking distance, increasing traffic made it too dangerous to walk by the side of the road. Often, no sidewalks or pathways were provided.

Updated in 2009, Derry’s zoning ordinance currently delineates 19 separate districts. Not only is housing isolated from stores and offices, housing itself is segregated: apartments in one zone, townhouses in another, and single family detached houses in yet another.

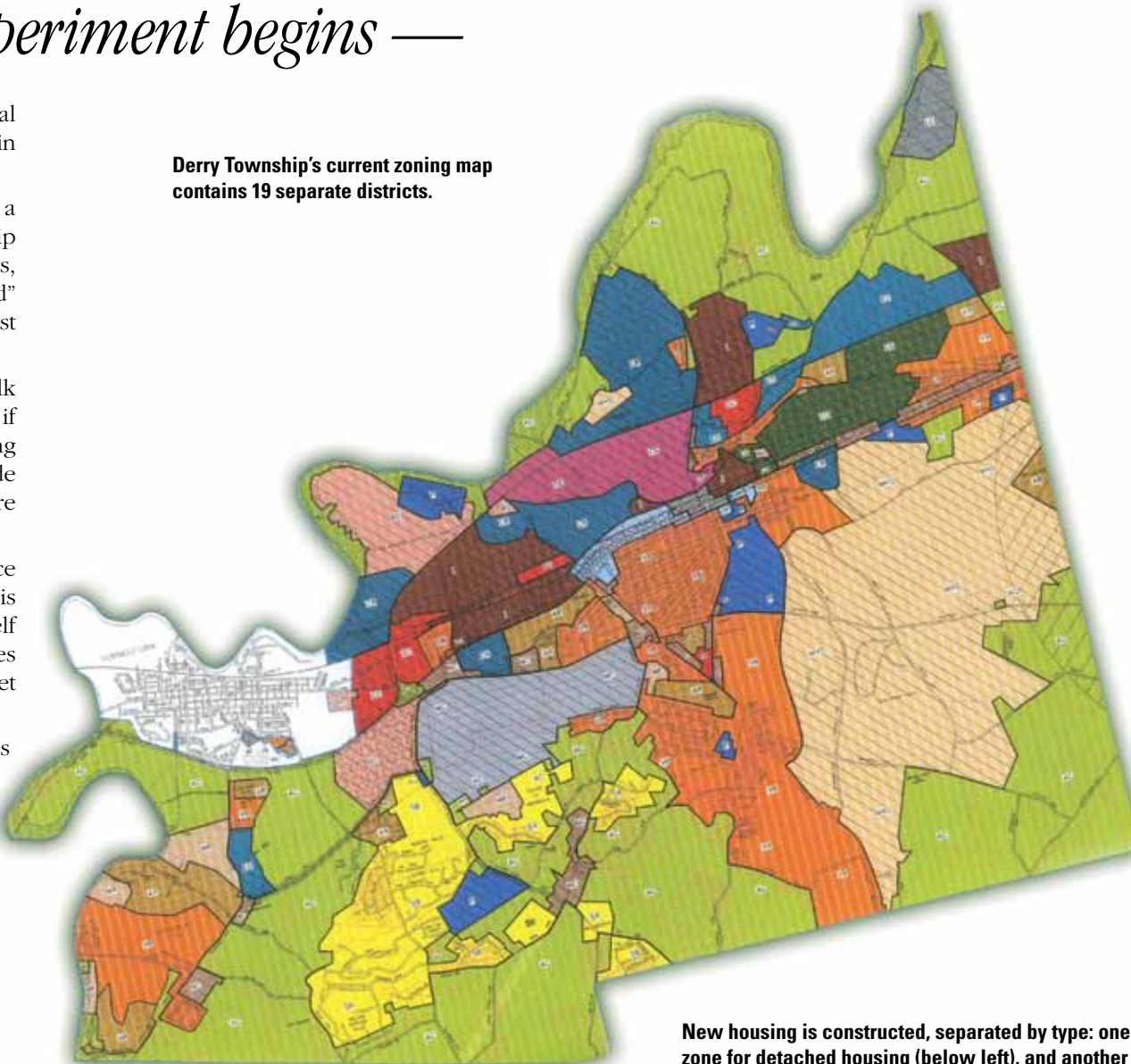


Courtesy Milton S. Hershey Medical Center

The mixture of incomes that Milton Hershey envisioned for his town is no longer possible to achieve.

A Penn State official holds a model of the new medical complex in 1967 as the actual building rises in the background.

Derry Township’s current zoning map contains 19 separate districts.

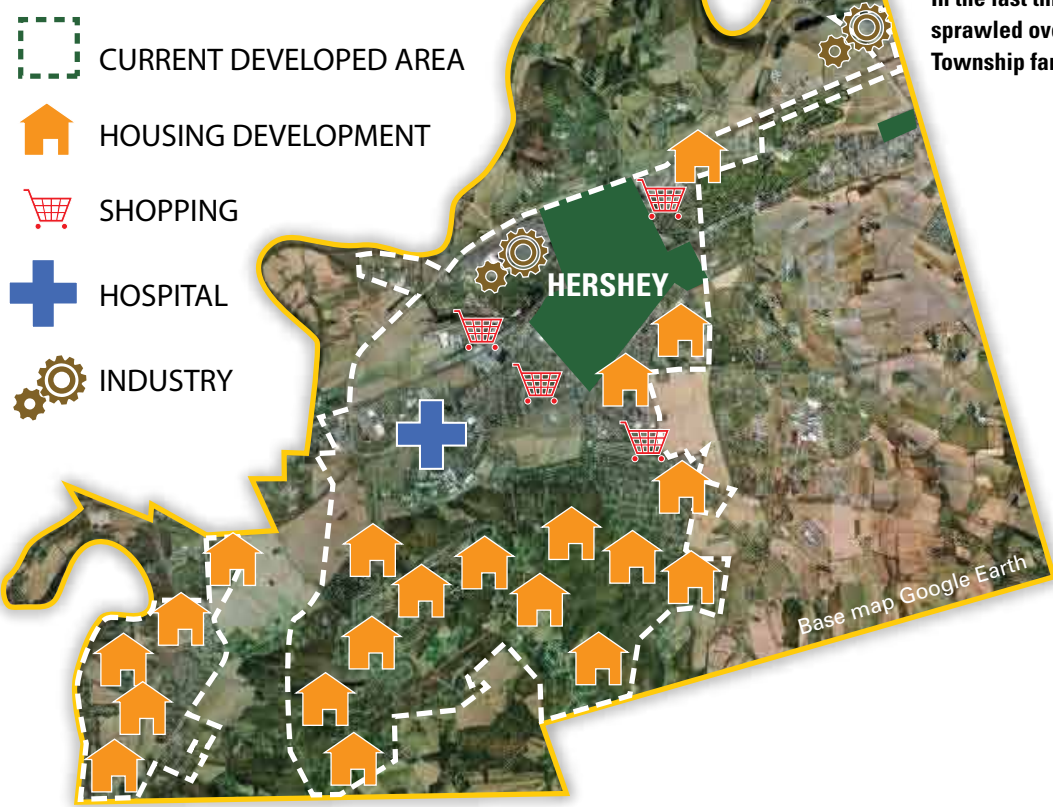


New housing is constructed, separated by type: one zone for detached housing (below left), and another for single family detached houses (below right).





Car-dominated development...



In the last three decades, development has sprawled over thousands of acres of Derry Township farms and woodlands.

Cars routinely back up along Governor Road.



Even where buildings are located in close proximity, it is difficult to walk outside the original town of Hershey.

Expansive parking lots have proliferated throughout Derry to accommodate car-dominated lifestyles.



gradually sweeps across Derry —

Close, but you can't walk there

Just outside the town of Hershey, many of the new stores, offices and homes are within walking distance from one another.

As the circle at right indicates, the medical center, the Weis/K Mart shopping center, housing developments, and the convention center are all (theoretically) within a 20-minute walk or an even shorter bicycle ride from one other.

But all are intended for vehicular, not pedestrian, access. The design of the highways and the siting and design of the buildings make it nearly impossible to get anywhere without driving.

- 1 West Hershey Chocolate Factory
- 2 H.B. Reese Candy Factory
- 3 Housing Development
- 4 Housing Development
- 5 Housing Development
- 6 Hershey Lodge and Convention Center
- 7 Penn State Hershey Medical Center
- 8 Small Commercial Stores and Offices
- 9 Hershey Center for Applied Research
- 10 Franchise Restaurants and Convenience Stores
- 11 Weis Markets and K Mart Shopping Center
- 12 Penn State Hershey Rehabilitation Hospital
- 13 Housing Development
- 14 Hershey Co. Research and Development Building



Milton Hershey carefully arrayed the residential neighborhoods of his town within walking distance of his chocolate factory, to benefit the people who worked there. The new West Hershey plant, below, is close to the town, but no provisions were made for people to walk or bicycle there. Everyone must drive.





Looking to the future...

Up through the 1970s, families who built suburban housing in rural Derry Township enjoyed a pleasant lifestyle. They savored bucolic vistas as they drove their cars on uncongested roads to their destinations.

Now, as thousands have continued to move in, the unintended consequences of sprawling development are degrading the township and its quality of life.

Derry's lovely scenery gradually disappears as more farmland is bulldozed up for office parks and shopping malls. Wildlife is squeezed out in the fragmentation of Derry's woodlands for housing developments.

Because people must take a 100-square-foot car with them wherever they go, ample "storage" is needed at every potential destination. Virtually every building constructed in recent decades is encircled by a vast—and mostly empty—parking lot. Experts estimate that for every car registered in Pennsylvania, we've provided six to seven parking spaces.

The abundant, impervious expanse of roads and parking lots dramatically reduces the ability of the land to absorb rainwater. Droughts are intensified. And flooding is exacerbated when stormwater runoff overloads streams and rivers.

Sprawl is unsightly. Cheesy franchise buildings line business highways, each blazoned with a garish sign, calculated to distract motorists whizzing by.

Car-scale development isn't good for human health. The sedentary lifestyle fostered by America's car culture surely contributes to dramatically increased obesity. Two-thirds of adults are overweight, and the worst is yet to come. Childhood obesity, a predictor for future health problems, has tripled in just the last 30 years.

Meanwhile, as Pennsylvania struggles with growing financial problems, the economic inefficiencies of sprawl are becoming more readily apparent. The state needs \$2.5 billion annually in new revenue just to fix existing roads and bridges.

Another \$1 billion is needed annually to bus Pennsylvania's children to school. Derry Township schools alone spend more than \$2 million annually on busing.

We cannot continue to develop in the future as we have in recent decades.



Garish fast food restaurants and convenience stores clutter the western end of Hershey Park Drive.

Two children walk along the berm of Middletown Road on their way to a Turkey Hill convenience store. There are no sidewalks or walking paths leading to the store.



Few parking spaces are taken on a typical shopping day at the Hershey Outlets along Hershey Park Drive. Big-box retailers usually provide far more spaces than necessary, a practice fostered and sometimes required by conventional zoning laws.




Image Provided by Pictometry International Corp.

Derry Township needs an alternative to suburban sprawl —



School buses line up behind Hershey Middle School at the end of the school day. The Derry Township School District spends more than \$2 million annually busing students.

PICTURE THE FACTS OF YOUR CHILD'S FUTURE.

<p>Low risk of asthma, orthopedic problems and clinical depression</p> <p>Signs of diabetes may appear around age 50</p> <p>Signs of heart disease may appear around age 50</p> <p>Life expectancy of age 84</p>		<p>High risk of asthma, orthopedic problems and clinical depression</p> <p>Signs of diabetes may appear around age 20</p> <p>Signs of heart disease may appear around age 35</p> <p>Life expectancy of age 72</p>
<p>Age: 5 Weight: 39 lbs. Height: 42" Body Mass Index: 18.5 BMI Percentile: 50th</p>	<p>Age: 5 Weight: 45 lbs. Height: 42" Body Mass Index: 18 BMI Percentile: 90th</p>	

Overweight children suffer adult health problems.
Ask a health professional how you can play a role in managing your child's weight.

HIGHMARK BLUE SHIELD

Photo: The Patriot News / John C. Whitehead

A Highmark Blue Shield poster stresses the negative impacts of childhood obesity, a problem aggravated by the lack of safe places to walk or ride a bicycle. The insurer joined with Penn State Hershey and other health organizations to encourage children to get daily exercise.



The spread of impervious surfaces in Derry Township has contributed to a dramatic increase in flooding in recent years.

AP Photo/Daniel Shanken



Farmland along Middletown Road is likely to be replaced by commercial development...and more parking lots.



A greenbelt can help Hershey grow...

In Milton Hershey's day, Derry Township comprised the town of Hershey surrounded by nearly 25 square miles of pristine farmland.

In the early 1970s, with development pressure emanating from the growth of the medical center, the township adopted the conventional planning and zoning policies then in vogue. The result has been sprawling suburbanization of the township, particularly to the south and west.

A different course was taken by Lexington, Kentucky, home of the famous Bluegrass Country. In 1958, the city of Lexington established a greenbelt in cooperation with adjacent Fayette County to preserve the horse country surrounding the city. Only rural uses, with a minimum lot size of 40 acres, have been permitted in the greenbelt. In 2000, a purchase of development rights program also began.

Thanks to these policies, 90 percent of the county's residents live within the city of Lexington, which merged its government with Fayette County in 1974. Today, the greenbelt safeguards 70 percent of Lexington-Fayette's land area.

Lexington's famous Bluegrass country, protected by its greenbelt.



A traditional Lexington neighborhood.



Photo: James Archambeault



Photo: P. Beney/FPG International



while preserving Derry farmland —



Derry Township's unique heritage presents an opportunity to create a greenbelt of permanently protected open space.

Over the years, Milton Hershey—and his successor, the Hershey Trust Co.—purchased thousands of acres in Derry Township.

Today, more than half of the township's acreage is owned by the Hershey Trust Co. or its related entities, the chocolate company and Hershey Entertainment and Resorts. Much of this land, particularly to the north and the southeast of the town of Hershey, is open space, either part of the Milton Hershey School or rented to farmers.

None of this contiguous open space should be developed. Instead, the township should seize its many opportunities to better use existing developed areas, such as downtown Hershey and underutilized tracts nearby.

The Hershey Trust Co. owns thousands of acres of open space in Derry Township. Above, Milton Hershey School land frames the town of Hershey in the distance.

Cornfields run east from Founder's Hall of the Milton Hershey School.



The school contains productive farmland within its borders.



Compact neighborhoods can improve...

By encouraging more development in the historic town of Hershey and the areas immediately surrounding it, Derry Township can create a more attractive environment for people to walk to some of their destinations. It can preserve the township's open space.

Despite Milton Hershey's resounding success with his walkable town, many Pennsylvanians are wary of moderate-density housing near stores and workplaces. Yet it is possible to house people close enough together – say about 10 or 15 dwelling units per acre – to provide a pleasant mix of single family homes, townhouses and apartments that make walking and mass transportation feasible.

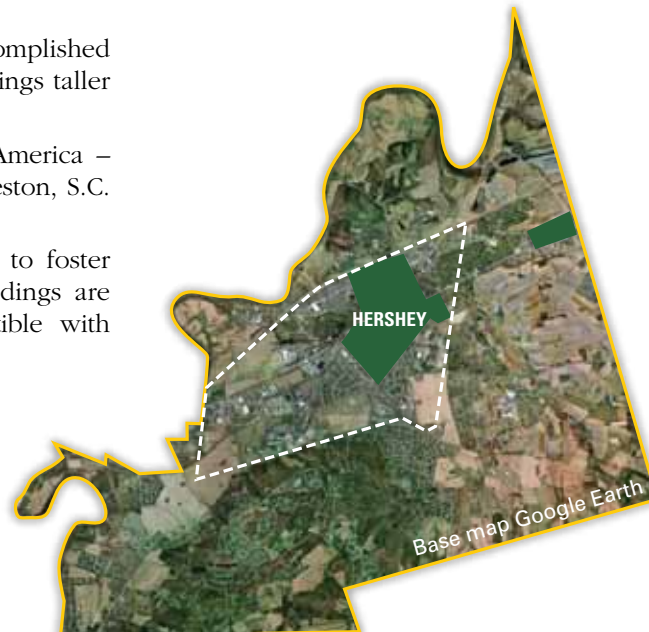
Such a mix can include big homes on large lots, as long as they are counterbalanced with apartment

buildings on other lots. This can be accomplished with plenty of private yards and few buildings taller than three stories.

Some of the loveliest communities in America – Princeton, N.J., Alexandria, Va., and Charleston, S.C. – are built at these densities.

Derry needs to rethink its zoning laws to foster a mix of land uses and ensure new buildings are handsome, well-landscaped, and compatible with the historic character of Hershey.

Derry Township can accommodate all the growth it wants for the next 20 years by making more efficient use of the 5 square miles in and around the town of Hershey, as show within the dashed line on the map, right.



Oak Park, a leafy suburb of Chicago, seamlessly blends single family homes and small apartment buildings.



In the neo-traditional town of Celebration, Florida, housing is located above a corner grocery store.



Charlestown, South Carolina, is historic, beautiful, and walkable.

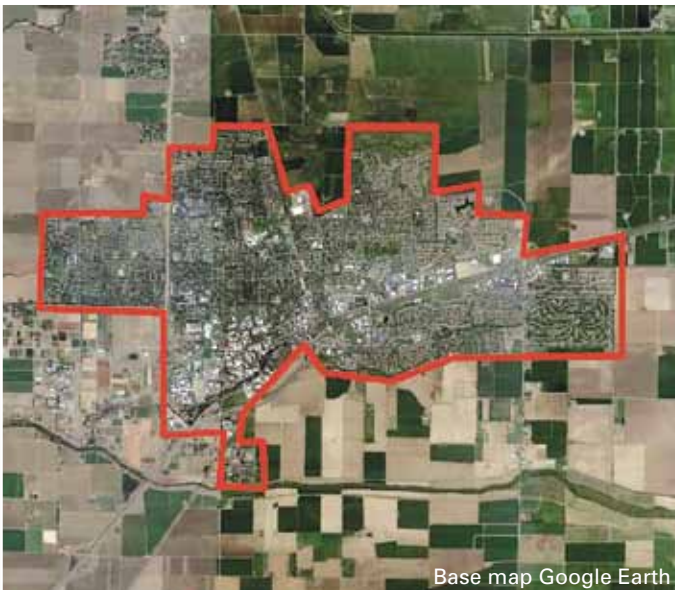
not diminish, Hershey's quality of life —

Case Study: Davis, California

Davis, California, was originally founded as a farming community in the heart of the Central Valley. Today it is home to the University of California, Davis.

With 65,000 people—not including the college's students—living on 10 square miles, Davis is more densely populated than all but a handful of Pennsylvania cities. Yet it is one of the loveliest communities in the nation. It's surrounded by a greenbelt of farmland.

Davis considers itself America's most bicycle-friendly city. More than 100 miles of bicycle lanes, about half on streets, the rest as separate paths, weave through the city. There are bike racks at almost every destination. More than 15 percent of all trips are made by bicycle, the highest percentage in the nation.



Davis, California, is surrounded by a greenbelt of prime farmland. There is a distinct edge between the town and countryside.



Clockwise from top left:

A student at Davis High School secures his bicycle in a large storage area. Students are encouraged to walk or ride a bicycle to school; only special education students are bused by the Davis Joint Unified School District.

An abundance of walkers foster a pleasant, relaxed atmosphere in the city.

A father quietly enjoys a book with his daughter.

Riding bicycles to class is the norm at the Davis campus of the University of California.





“Form-based” is zoning needed...

Back in the 1970s, like most municipalities, Derry Township institutionalized suburban sprawl. It adopted a conventional zoning ordinance that dictates strict separation of uses: one zone for housing, one for stores, and another for offices. Such segregation virtually forces you to drive from place to place, regardless of proximity. Moreover, ample parking is essential at every destination, even though that further isolates individual buildings in deserts of asphalt.

During the last two decades, Smart Growth planners have developed model zoning that blends—rather than separates—land uses, creating a pleasant environment for walking and bicycling as well as for driving. The new zoning is called “form-based,” because it focuses on the form and appearance of buildings, rather than on what goes on inside them. In 2000, the Pennsylvania Legislature amended Pennsylvania’s planning laws to encourage form-based zoning with a new section called “Traditional Neighborhood Development.”

Enlightened zoning also controls the appearance of new construction to reinforce, rather than undermine, historic architecture and community character.

No one practiced Smart Growth more thoughtfully than Milton Hershey. By adopting “form-based” zoning, Derry Township can advance Hershey’s vision for decades to come.



In “form-based” zoning, the use of a building—whether industrial, retail, office, or residential—is usually not important. It’s the building’s appearance and how well it fits with the fabric of the community that matters.

The Hershey Press building, above, is an excellent example of the concept. This handsome structure at the Chocolate and Cocoa avenues intersection was originally an industrial building, housing printing presses for the Hershey Chocolate Co. In the 1920s, the presses were moved to the chocolate factory proper, and the building was converted to retail use as the Hershey Department Store. Recently, it was remodeled for the offices of Hershey Entertainment and Resorts above two restaurants and a real estate office on the first floor.



Except for the roller coasters in the background, the Turkey Hill Convenience Store on Hershey Park Drive, above, could be in Anywhere, USA.

The Rite Aid on Chocolate Avenue, left, has attempted to complement the character of downtown Hershey.



for an attractive, walkable community —



McDonald's Restaurant is located in an original Maine farmhouse.



A compatible addition was built in the rear, where the parking is also located.



The famous "Bean Boot," which symbolizes the company, is displayed outside its store



Banana Republic built a brick Federal home for its store



Abercrombie & Fitch moved into the former Freeport Public Library building.



Friendly's looks like a modest home from the front, with a sizable addition in the back.



Reebok's store looks like a traditional Maine home.



Freeport has a walkable main street.

Case Study: Freeport, Maine

Freeport, Maine, is best known as the home of L.L. Bean, a mail order clothing and outdoor equipment retailer. Anchored by Bean's retail store—famously open 24-hours daily, every day—Freeport has become a thriving outlet center.

Although Freeport now attracts millions of visitors annually, it has retained its small-town feel through form-based zoning. In 1982, the town prevented McDonald's from razing a historic farmhouse on Main Street to make way for a conventional restaurant. Instead, the fast-food giant was persuaded to remodel the farmhouse for its use with a sizable addition on the back.

Other "famous-name" outlets followed suit, building their stores mimicking traditional Maine homes lining Main Street. Parking is located to the rear of the buildings, so it is barely visible from the street.



Tall shade trees turn streets...

About the same time Milton Hershey was building a town to house the workers of his chocolate factory, a similar community was being designed just 35 miles to the east in Berks County, outside Reading.

In 1906, Henry Janssen and Ferdinand Thun incorporated the town of Wyomissing to house workers of their Berkshire Knitting Mills, at one time the world's largest manufacturer of women's hosiery.

The founders of both communities believed towns should be filled with natural beauty. Shade trees were planted along every street in both Hershey and Wyomissing.

However, Wyomissing Borough assumed the responsibility for planting and maintaining its street trees, while Derry Township allocated that role to individual property owners. Today, thanks to a century of continuous maintenance, Wyomissing boasts the finest shade tree canopy of any town in Pennsylvania. Hershey, unfortunately, has lost most of its trees.

Wyomissing spends nearly \$200,000 annually for a three-person crew and its equipment to maintain the borough's 7,700 high canopy street trees. Dead and dying trees are removed and new ones planted in their place. The program has paid for itself many times over. Wyomissing is uniquely beautiful.



Berkshire Knitting Mills in the 1940s



Wyomissing in the 1920s



Photo Courtesy of Hershey Community Archives, Hershey, PA

Hershey in the 1920s



The dashed line, above, demarcates West Reading on the left from Wyomissing on the right. Tall shade trees give Wyomissing its unique, park-like atmosphere.

into green sanctuaries —



Consider the magnificent cathedral. Symbolic tree trunks form pillars flanking the sanctuary, their spreading branches forming the latticework of the ceilings.



With a tree canopy spreading overhead, Hershey's outdoor living spaces can become cathedrals of green. Maple Avenue, above, is one of the few Hershey streets that has retained its towering street trees.

Image Provided by Pictometry International Corp





Chocolate Avenue can be restored...

Twenty years ago, urban designer Allan Jacobs wrote a widely acclaimed book, "Great Streets." In it, Jacobs described some of the world's most attractive streets and explained what makes them uniquely appealing.

He listed streets on four continents, from the Champs-Elysee in Paris to the Botanical Gardens in Rio de Janeiro to Main

Street in Disneyland.

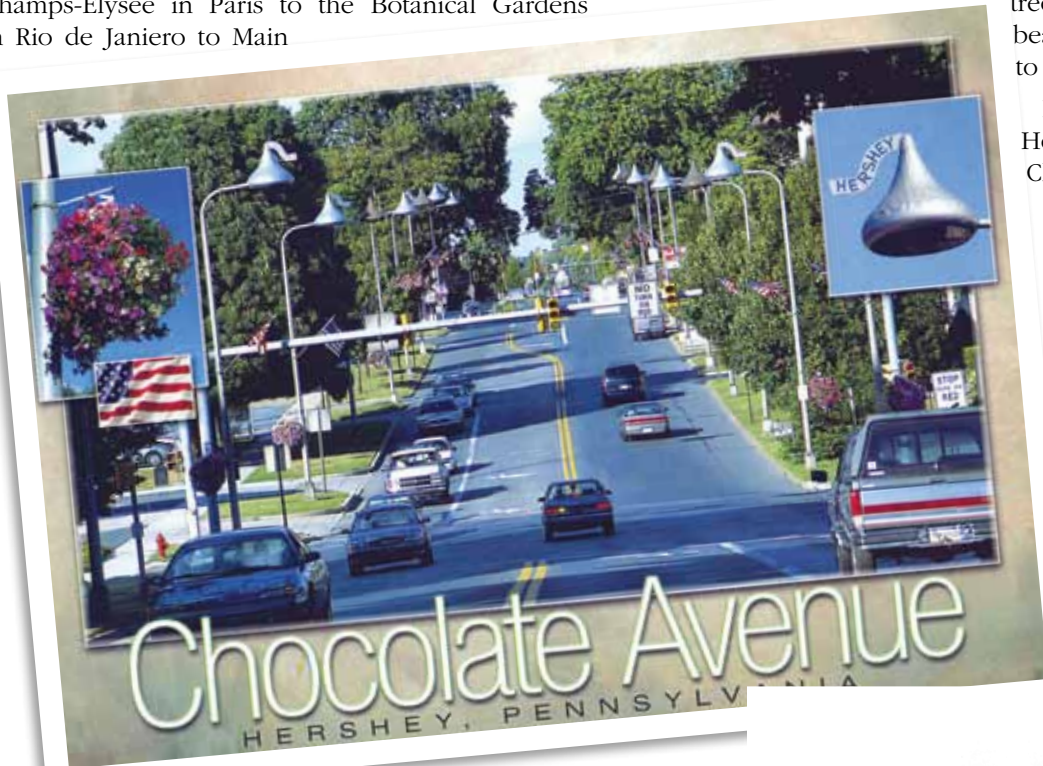
Great streets create appealing outdoor spaces, where people can shop, eat, and meet other people. Cars are secondary to pedestrians, and as such, must be "calmed" to move slowly. And virtually every great street is lined with towering shade trees to provide beauty and unity to the street.

In Milton Hershey's day, Chocolate Avenue

ranked as one of America's great streets, with its enormous chocolate factory, majestic civic buildings, shade trees, trolleys, and bustling pedestrian life.

Today, the lively crowds on Chocolate Avenue have been replaced by a steady stream of cars and trucks, most of them just passing through. While the Hershey Story Museum has been a welcome addition, drawing visitors and adding stature to the street, too many parking lots and vacant spaces remain.

Restoring life and vitality to Chocolate Avenue should be a primary goal of Derry Township's comprehensive plan.



Gold Star Products / Photo Dan Amerson

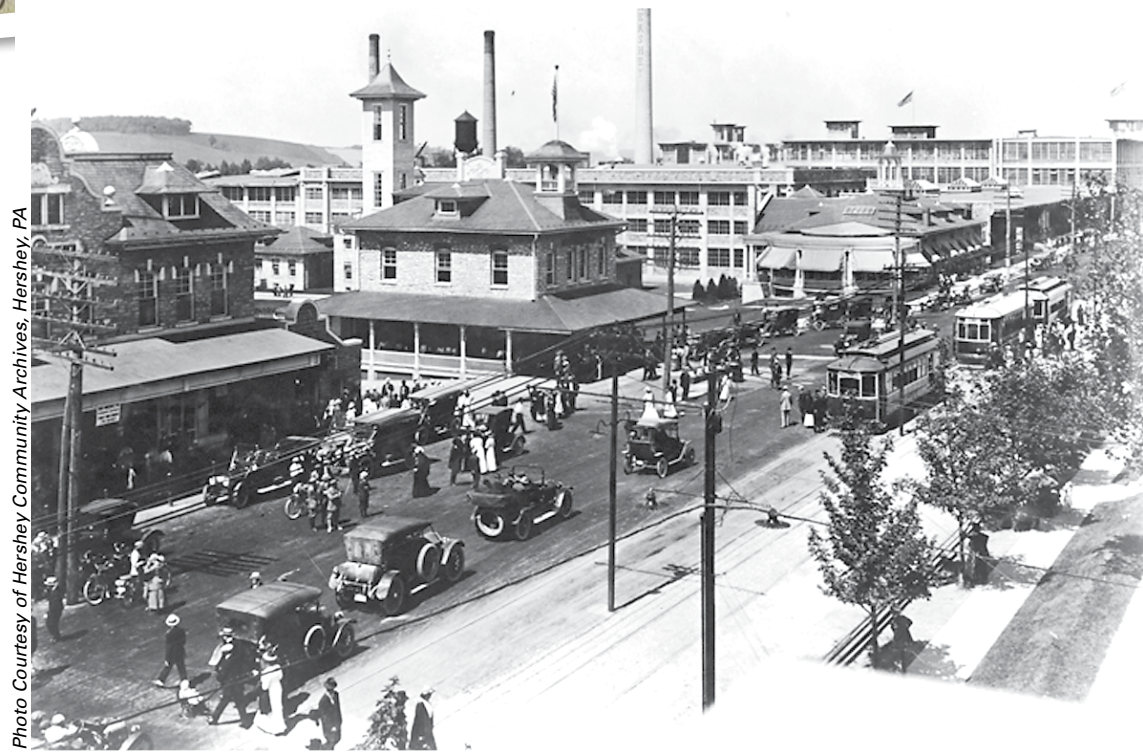


Photo Courtesy of Hershey Community Archives, Hershey, PA

as one of America's great streets —

Two common elements of great streets are vibrant pedestrian life, framed by closely spaced shade trees, unfurling canopies high overhead to provide beauty and unity to the street.



Ringstrasse, Vienna



Ramblas, Barcelona



Boulevard Saint-Michel, Paris



Bahnhofstrasse, Zurich



Redevelopment along Chocolate Avenue...

A master plan for Hershey's downtown has been discussed and debated for decades by townspeople and representatives of the Hershey entities. Everyone agrees the land north of Chocolate Avenue between Cocoa Avenue and Park Road is an integral part of downtown Hershey and is critical to its future.

In 2001, the Keating Development Co. introduced a \$60- to \$80-million plan to restore the Hershey Press building, possibly as a new location for the Hershey Museum, and to build a hotel, multiplex theater, shops, and restaurants. A parking garage would serve the complex.

The plan was vehemently opposed by Hershey residents who didn't want the area turned into an entertainment and shopping mecca that would attract tourists into the downtown. The plan was withdrawn the following year.

Next, contractor Dave Bowser, a graduate of the Milton Hershey School, submitted a plan in 2003 that would use the land primarily for housing, with some retail on Chocolate Avenue. Three existing buildings—the Hershey Press building, the laundry (since demolished), and the post office—would be adaptively reused, and four new residential buildings would be constructed. Two levels of parking, screened by buildings along Chocolate Avenue, would be provided.

Although the plan was popular with many residents, it was deemed financially impractical, and a less ambitious project was eventually adopted. The Hershey Press building was beautifully restored for offices, with two restaurants on the first floor. A handsome new museum called The Hershey Story was built, fronting on Chocolate Avenue across from Chocolatetown Square. A parking garage to the rear, along the railroad tracks, serves both buildings. A pedestrian bridge from the garage crosses the railroad tracks to a bus depot on Park Avenue, with connections to Harrisburg and Lebanon. (Eventually, light rail to Harrisburg, Lebanon and beyond may become feasible using the tracks, and the bus depot will become an Intermodal Center.)

A building south of Chocolate Avenue was acquired and demolished, and a piece of Chocolatetown Square was removed, to allow the intersection of Chocolate and Cocoa Avenues to be reconfigured for smoother traffic flow.

But the land west of the museum is still vacant, and the downtown remains incomplete.



A bird's eye view of downtown Hershey along Chocolate Avenue shows the recently restored Hershey Press building (bottom right). The Hershey Story Museum fronts on Chocolate Avenue with a garage along the railroad tracks behind it. Adjacent to the garage is the post office. The rest of the parcel is vacant.

Below, a tourist family takes photos in front of the Hershey Story Museum.



could dramatically improve downtown Hershey —

Early this year, Mechanicsburg native Sean Douty submitted a redevelopment plan for downtown Hershey as his master's degree thesis in architecture at the University of Maryland.

The son of a Hershey executive, Douty worked several years at Hersheypark and as a reservations agent for the Hershey resorts. His experiences, he says, not only helped him realize the value of the town to tourists, but also the value of tourists to the town.

Douty cites three reasons to develop downtown Hershey:

- Generate revenue.
- Maintain the downtown's relevance following next year's closing of the original chocolate factory.
- Restore Milton Hershey's vision of a green town with a vibrant public realm.

Hersheypark draws tens of thousands of tourists daily, and Douty believes they can help sustain an invigorated downtown, enriching their experience in Hershey and improving the quality of life for residents at the same time.

One challenge is physical: Although the park and the downtown are in close proximity, the railroad tracks are a barrier for pedestrians. Douty suggests a cable-car system to carry as many as 3,000 people per hour across the tracks in each direction. Such systems are increasingly common worldwide.

Among the uses Douty proposes for the Chocolate Avenue tract are retail shops, a farmer's market, a hotel, multiplex cinema, grocery store, and even a game room for young adults. Buildings would front both Chocolate Avenue and a pedestrian mall behind them. Parking would be underground. The architecture of all buildings would be compatible with the historic character of Hershey.

All the plans proposed thus far would bring far more density to the downtown than it has supported in the past. Inevitably, downtown Hershey will change dramatically and likely within the next few years. At 2 million square feet, the soon-to-be-redeveloped chocolate factory is larger than all but a handful of shopping malls in America.

More people will enliven the downtown. The challenge will be dealing with their cars.



Hershey's windowless office building (above) is part of the factory complex to be redeveloped for new uses in the coming years. Sean Douty's redevelopment plan for downtown Hershey is shown at right.



Drawing by Sean Douty



To create handsome, inviting streets...

With more than 3 million visitors annually, Freeport, Maine, needs to provide plenty of parking spaces. And it does, though you don't see them from Main Street, where most of the town's outlets are located.

Parking is parsed out among numerous modest parking lots, tucked behind buildings and accessed by narrow lanes. This encourages motorists to slow down, and it allows pedestrians to enjoy the charming ambience of a New England main street, which is narrow and easy to cross.

Many older Pennsylvania towns, from Chestnut Hill to Franklin, have retrofitted their historic downtowns with parking lots behind the buildings facing their main streets. Boyertown in Berks County, for example, has done an excellent job of screening its parking in one centralized parking lot.

Likewise, as downtown Hershey redevelops, parking lots need to be scaled for a small town and hidden behind buildings. Just as we put all manner of household goods out of sight in closets and storage rooms, cars ought to be stored out of sight when we're not using them.



Above right, the main intersection of Boyertown as seen from the street.

Below right, the same intersection from the parking lot to the rear of the buildings.



Pictometry International Corp.



The borough of Boyertown, in Berks County, has maintained the 19th century character of its downtown by placing its public parking in the interior of its main commercial block, shown in yellow. Four unobtrusive entrances and exits allow easy access for motorists from three different streets.



screen parking lots from view —



Next year, the original Hershey chocolate factory, left, will be closed and redeveloped for new uses. Creating enough parking to serve the enormous complex will be a challenge.

Next year, the original Hershey chocolate factory, anchor of the downtown for more than a century, will close. Chocolate-making will be transferred to the West Hershey plant.

Whether the 2 million-square-foot factory is redeveloped for office, retail, or residential uses—most likely a combination of the three—the impact will be dramatic. Structured parking will likely be needed.

But parking garages can be even less attractive than parking lots. In recent years, in more and more communities, downtown parking garages are screened from view by handsome, functional buildings in front of them. That's why a line of buildings, compatible with existing historic architecture, should front any downtown garage that faces the street.



This lovely building on Princeton's Palmer Square, above right, is one of several "liner" buildings attached to two large parking garages, shown from the air, below right. Parking garages with liner buildings can store hundreds of cars efficiently and make an aesthetic contribution to the street at the same time.



A green canopy over pavement and buildings...

Recent flooding in Derry Township, the worst on record, makes stormwater management more urgent than ever.

The township is working on bricks and mortar projects to carry stormwater away. A less expensive and more sustainable approach is to reduce runoff: Replace excess asphalt with vegetation and create a green canopy over developed areas. One mature canopy tree can reduce stormwater runoff by more than 1,000 gallons per year and provide the cooling power of several large air conditioners.

Derry Township has a particular abundance of parking lots with the Hershey entertainment venues and the Penn State Hershey Medical Center. Looking down on Derry using the satellite imagery of Google Earth, we find hundreds of asphalted acres dedicated to cars. And parking stalls typically are empty most of the time.

Parking lots are unattractive and bad for the environment. Their black expanses absorb the sun's rays in the summer, raising ambient temperatures and making hot weather even hotter.

But Derry's numerous parking lots can be transformed into green spaces for cars through the creative use of trees. Simple geometry makes this possible: The footprint of even a huge tree seldom exceeds five square feet, but its trunk can rise up five stories and unfurl a canopy the breadth of a house. Trees can be distributed throughout parking lots to provide plenty of room for cars at ground level and plenty of shade overhead.

Although the township now requires one tree for every eight spaces in large parking lots, a better proportion would be one tree for every two spaces in every parking lot, large and small.

Meanwhile, Hershey Entertainment and Resorts might consider retrofitting their existing parking lots with trees, setting a good example for others.



Google Earth



Above, a park for people in Chicago is not much different from an adjacent park for cars.

Top left, the parking lots for the Hershey amusements off Hershey Park Drive cover about 100 acres.

Below left, the parking lot at the Keeneland Racetrack in Lexington, Ky., is one of the few lots in America with a complete tree canopy.



cools the air and reduces stormwater runoff —

Parking lots aren't the only candidates for green roofs. A growing number of public and private organizations are placing vegetated roofs on their buildings.

Although green roofs cost more, they last longer than conventional roofs and have numerous environmental benefits. They reduce heat loss by a third and stormwater runoff by 70 to 90 percent. They cut down on the "heat island" effect caused when the sun heats up conventional roof surfaces, warming the air around them.

The city of Lancaster recently adopted a green infrastructure plan that includes reducing impervious surfaces, using porous sidewalks, planting more trees, and

building more green roofs. The city already has more than an acre of green roofs and hopes to add two more acres in the next five years.



A vacant lot was donated to a non-profit group in Pottstown for use as a low-maintenance park.

How much rain can a tree retain?
One mature tree reduces stormwater runoff by over 1,000 gallons per year.

Trees manage stormwater runoff. They help reduce pollution and make waterways healthy for people and fish.

Trees are the "new" technology to retain water on site, to slow the flow to our waterways.

Trees in your yard and your community protect water and soil resources. Trees reduce the amount of runoff and pollutants in creeks, ponds and other receiving waters in three primary ways:

- surfaces of leaves, branches, and trunks intercept and store rainfall, thereby reducing the amount of runoff, soil erosion, and delaying the onsets of peak flows;
- root growth and decomposition of organic matter increase the capacity and rate of infiltration of rainfall into the soil and reduce surface flow;
- the tree's system recycles rainfall back into the atmosphere as evaporation.

Incorporate Trees into Stormwater Management on Your Property

- 1 Increase the tree canopy on your property by planting large trees with full crowns and broader leaves, such as maple, oak, and beech.
- 2 Plant needle-leaf and broad leaf evergreens on the north side for wind shields and for winter rainfall interception; avoid planting evergreens in front of south-facing windows to maximize winter solar heat gain.
- 3 Encourage your community to plant more trees in appropriate areas such as parkways, boulevards, parking lots, traffic islands, overpasses, median strips, and "rain gardens." This will aid the retention/detention and infiltration/filtration processes.
- 4 With new tree plantings, extend a thin layer of organic mulch to the drip line to improve your tree's ability to absorb rainfall.

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The asphalt was removed and 35 red maple trees were planted in two feet of topsoil with a crushed stone surface.

The U.S. Forest Service promotes trees as an effective stormwater management device.

Two officials look over the green roof on Lancaster's Lafayette Elementary School.



Photo: Lancaster Online



Ten years later, the trees enhance the neighborhood and the park acts as a water retention area.



Penn State-Hershey can transition...

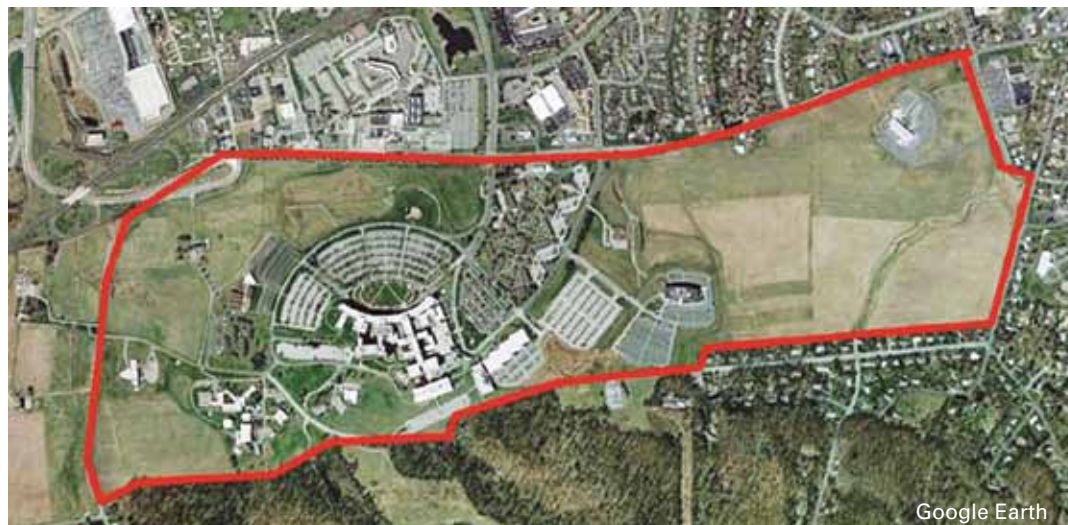
The Penn State Hershey Medical Center was made possible in 1963 by a \$50 million grant and donation of land in Derry Township to the Pennsylvania State University by the Milton Hershey School Trust Fund via the MS Hershey Foundation. The university opened its medical college in 1967 and the hospital accepted its first patients in 1970.

Since then, the College of Medicine and hospital have become Derry's largest employer, with nearly 9,000 employees, and have vastly increased the quality of life in central Pennsylvania.

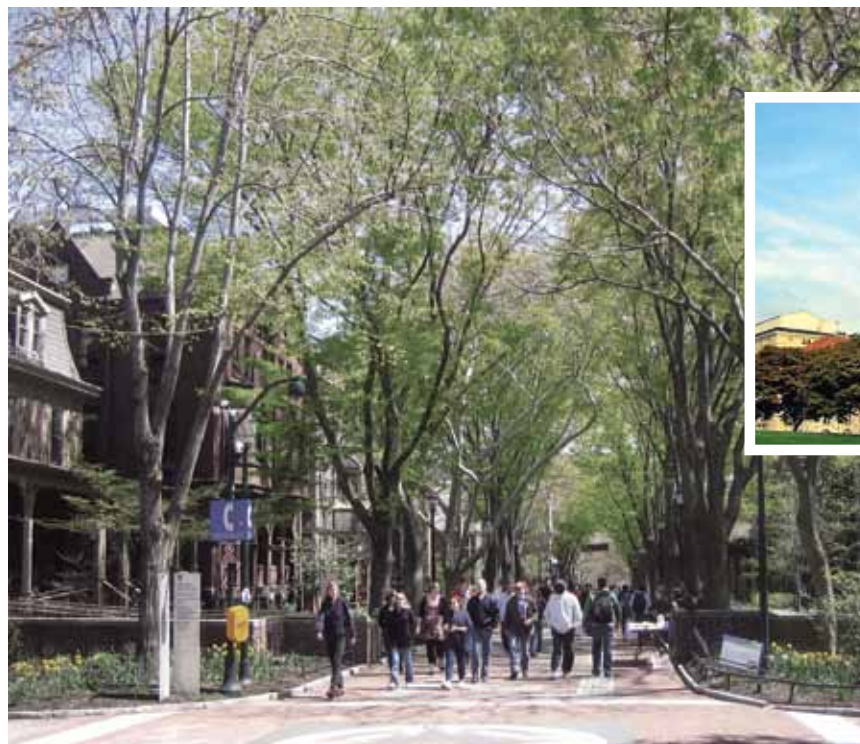
Although Penn State Hershey likes to think of itself as part of a small town, the sprawling campus is suburban in character. Buildings are set far apart from each other, and each has its own substantial parking lot.

In fact, the 550-acre campus is nearly twice the size of the University of Pennsylvania campus in Philadelphia and more than four times the size of the University of Pittsburgh's main campus in Pittsburgh.

As the medical center continues to grow, it might consider placing buildings closer together to form a pedestrian friendly campus, to conserve land and make it possible to walk from place to place.



The 550-acre campus of Penn State Hershey, outlined above in red, is nearly twice the size of the University of Pennsylvania campus in Philadelphia, below left, and more than four times the size of the University of Pittsburgh's main campus in Pittsburgh, below right.



from suburban scale to pedestrian campus —

Can a conventional suburban office park be recast for the 21st century, and transformed into a pedestrian-scale community? With imagination and determination, it can.

Look at the office park at top right. Compare it to the revamped version below. Five parking garages with attached “liner buildings” replace the existing surface parking lots and lawns. Each of the garages and many of the office buildings are given a green roof of vegetation. Streets and sidewalks are constructed in between the buildings, lined with shade trees.

The buildings house a mixture of uses: residential, retail, and office space. The plan vastly expands the amount of usable space without substantially increasing the amount of impervious surface. The plan is far more attractive and practical for pedestrians.



Images by Steve Price / Sprawl Repair Manual

Penn State Hershey’s Centerview parking garage (below) can be integrated into a pedestrian campus as the college and medical center evolve in the coming decades. A liner building might eventually be constructed on the outside of the garage to improve its appearance and provide more useful space.





With every new link, a good trail system...

Derry Township boasts one of the finest pedestrian and bicycle trail systems of any municipality its size in Pennsylvania.

The 13-mile Jonathan Eshenour Memorial Trail extends from the Stone Creek development in the southwestern corner of the township to Palmdale on the eastern border with Lebanon County.

Conceived in the 1980s, the trail was greatly expanded in the 1990s with grants from the federal and state governments. Easements have been donated by the Milton Hershey School Trust, the Penn State Milton S. Hershey Medical Center, and private property owners. Additional links with donated easements are expected as new subdivisions are approved.

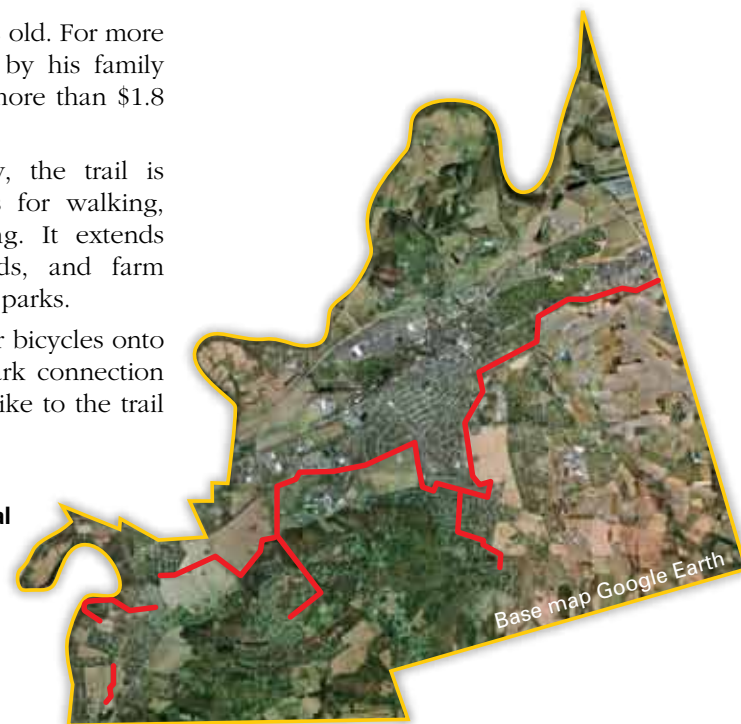
The trail is named for Jonathan Eshenour, a township resident who was killed in a bicycle

accident in 1997 when he was 12 years old. For more than a decade, a foundation set up by his family has held regular fundraisers, raising more than \$1.8 million for the trail.

Considered a recreational amenity, the trail is heavily used by people of all ages for walking, bicycling, jogging and in-line skating. It extends through developed areas, woodlands, and farm fields.

At present, many residents load their bicycles onto their cars and drive to the nearest park connection to the trail, because it is not safe to bike to the trail directly from their homes.

The 13-mile Jonathan Eshenour Memorial Trail is shown in red.



becomes a better transportation corridor —

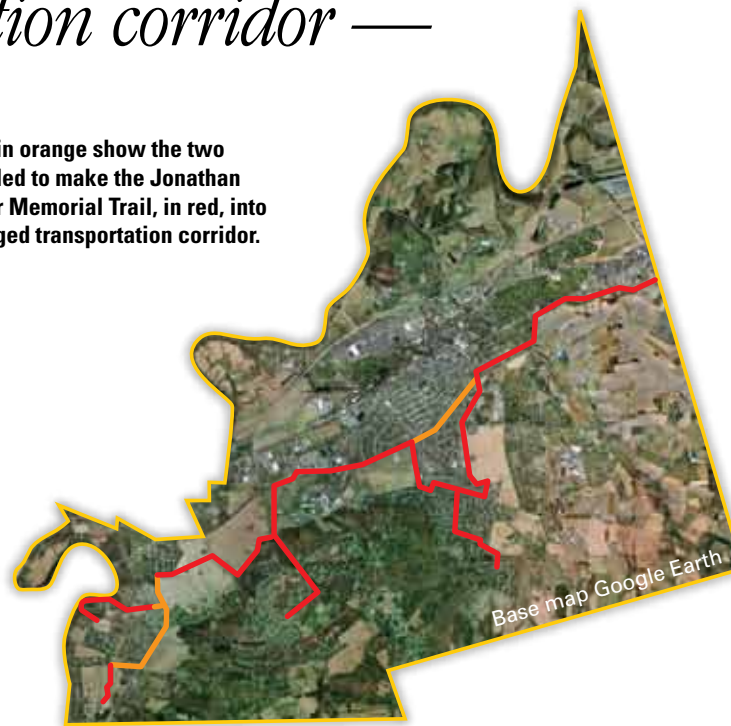
What is now a fine recreational trail has the potential to become an alternative transportation system for Derry residents who want to walk or bicycle to some destinations.

It's just seven miles in a straight line from Gelder Park at the western end of the township to Palmdale at the eastern end. That's less than a 50-minute ride for most bicyclists.

People who want to bicycle to destinations within the township, such as the medical center or the Hershey public school complex, might find themselves within a 10- to 15-minute ride of home.

Just two links, delineated in yellow on the map, are needed to create a true transportation "spine" through the township. One is along Middletown Road in the west. The other extends from the eastern edge of the medical center to the Hershey Recreation Center along Cocoa Avenue. These links should not be difficult to design and implement.

The lines in orange show the two links needed to make the Jonathan Eshenhour Memorial Trail, in red, into a full-fledged transportation corridor.



The Jonathan Eshenhour Memorial Trail already has connections to some of Derry Township's numerous cul-de-sac housing subdivisions.

Top left, the trail connects to Courtland Circle in the Indian Run subdivision.

Left, an Indian Run jogger heads for home after running on the trail.



Bottom left, Elm Avenue offers a perfect opportunity to connect the existing trail from Fishburn Road to Cocoa Avenue.

The street is lightly used by cars and has plenty of room for a bicycle trail like the one along Brooklyn's Prospect Park, bottom right.



Connecting every part of Derry...

During the last 60 years, Derry Township has been segmented into many isolated housing subdivisions, each connected only to the nearest road.

Let's suppose the township's existing recreational trail, the Jonathan Eshenour Memorial Trail, was expanded into a transportation corridor running down the center of the township, for use by walkers and bicyclists. It would then be possible to connect each of Derry's 40 or so housing subdivisions with walking and bicycling paths to the main trail.

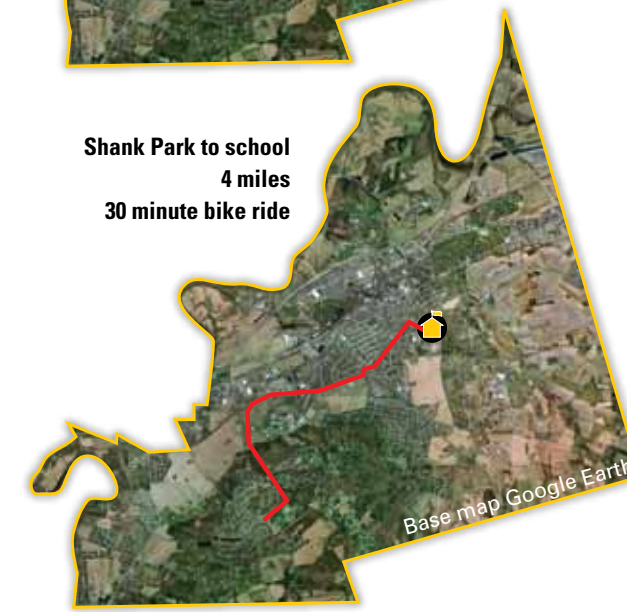
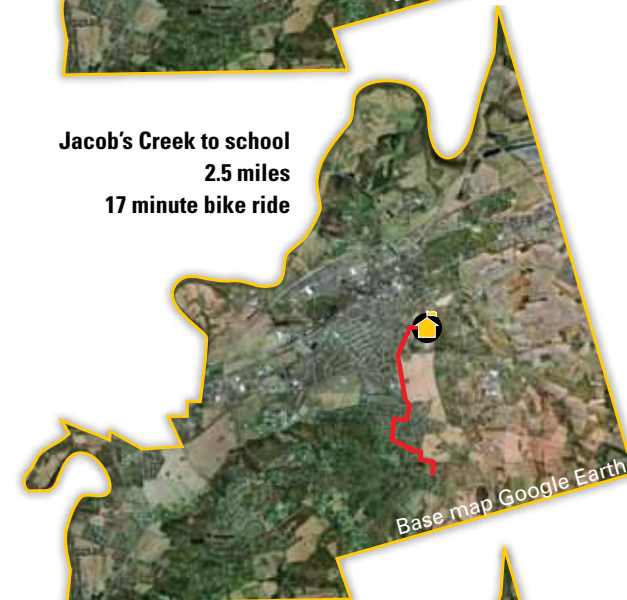
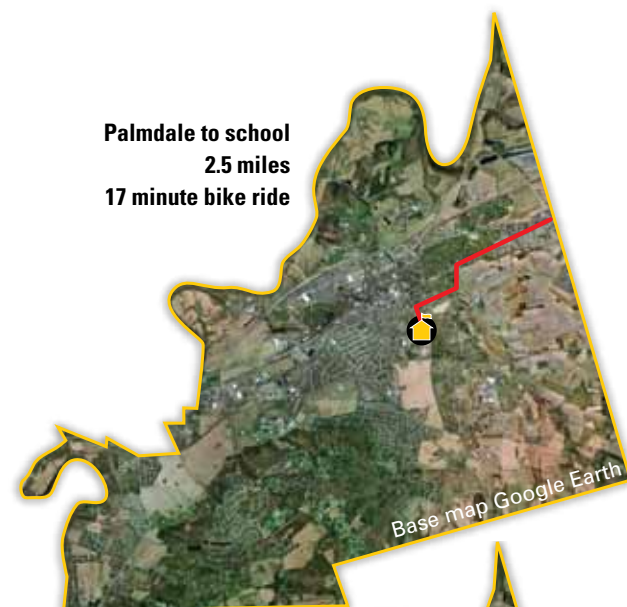
Everyone could then walk or ride a bicycle from his or her home to anywhere in the township. For example, the maps at right illustrate the distances from a few different housing subdivisions to the Derry school complex. Things may be closer than they seem from behind the wheel of a car.

This is particularly important for seniors, Derry Township's fastest growing population, who need safe places to walk and ride their bicycles or electric scooters; to cross the street; and to rest on benches along the way.



An overflowing bike rack at Camp Hill High School indicates the borough is a safe and healthy place to raise children.

Students walk to Mellon Middle School on a rainy day in Mount Lebanon Township, just south of Pittsburgh. Mount Lebanon is one of Pennsylvania's loveliest and most walkable communities.



through a township-wide walking and biking system —

Case Study: The Netherlands

The Netherlands enjoys the world's finest pedestrian and bicycle network.

Pedestrian and bicycle paths accompany every street and road, and many paths take you places where cars cannot. Nearly half of all trips are made by walking or riding a bicycle, the highest percentage in the western world.

Although the Netherlands is one of the most densely populated countries on earth, 83 percent of its land mass is farmland and open space. The Dutch live in cities and towns surrounded by greenbelts, which means the countryside is only a few minutes bicycle ride away. Abundant paths in the countryside allow everyone to enjoy the great outdoors.



COLD? TRY OULU

Oulu, Finland, is a city of 140,000 people just south of the Arctic Circle. During the winter months, the daily mean temperature is about 15 degrees Fahrenheit.

Yet 40 percent of all trips in Oulu are made by walking or riding a bicycle – the highest percentage in Finland. Oulu has more than 300 miles of bike paths in the city, which are plowed and sanded on weekdays before 7 a.m.





Good goals for a comprehensive plan...

Case Study: Blue Zones

In 2004, National Geographic joined with journalist Dan Buettner and demographers to identify the areas in the world where people live the longest. They pinpointed small communities in five areas -- from Japan to Sardinia to Costa Rica -- which they called Blue Zones (inspired by a Belgian demographer working on the project who circled the healthiest municipalities with blue ink on a map).

Buettner visited each community to search out its secrets for longevity. Among them were eating healthy foods in small portions, exercising as part of daily life, living with a purpose, and enjoying a loving relationship with others.

National Geographic Magazine featured Buettner's findings in its November 2005 edition,

to widespread acclaim. Buettner expanded on the article with a book published by National Geographic in 2008. Later, he created a company called Blue Zones LLC to establish a formal program to help communities adopt healthy lifestyles.

The health care industry is fascinated by Buettner's research and its potential to dramatically cut health care costs. In 2009, Albert Lea, Minn. -- population 18,000 -- became the first community to implement the Blue Zones program, sponsored by the AARP and a \$750,000 grant from the United Health Foundation.

Town meetings were held. Experts in nutrition, motivation, and pedestrian-friendly communities were brought in as advisors. More than 3,000 people signed up, and the municipality did its part by building a new walking trail around Fountain Lake, in the heart of the city. "Walking school buses" were

set up to encourage students to walk to school. The formal program lasted ten months, ending in October 2009. Participants reported losing an average of three pounds each, and they boosted their life expectancy by three years, based on measurements formulated by health care experts. City and school district health care claims -- and absenteeism -- dropped dramatically.

Building on its success, the Blue Zones group formed a partnership with Healthways, a nationwide company that promotes healthy living on behalf of corporations and health care institutions. The partnership recently launched a multi-million dollar effort to improve the well-being of residents in the adjacent California cities of Hermosa Beach, Redondo Beach and Manhattan Beach, funded by a local health services agency.

Iowa vows to be 'healthiest' state...



Townpeople in Newton, Iowa, take a break from their daily activities to join 290,000 Iowans statewide for the one kilometer "Start Somewhere Walk" held on Oct. 7 to kick off Iowa's "Healthiest State" initiative.

Last summer, Iowa Gov. Terry Branstad announced an initiative to make Iowa the nation's healthiest state within five years. The state currently ranks 19th, as measured by the Gallup-Healthways Well-Being Index, an assessment of people's health and well-being based on daily polling. (Pennsylvania ranks 30th.)

As former president of a medical college, Des Moines University, Branstad is well aware of the enormous financial and emotional toll caused by obesity. He estimated that over the next five years, healthier lifestyles could save Iowa residents more than \$15 billion that is currently lost to health care spending and diminished productivity.

Last month, the state kicked off the initiative with a "Start Somewhere Walk." At noon on Oct. 7, more than 290,000 Iowans took a break from their daily routines to walk one kilometer.

Cities and towns are now competing to be named one of Iowa's 10 "Blue Zone Communities" where people "Live Longer, Better." Funded by Wellmark Blue Cross Blue Shield, Iowa's largest health care provider, the winning communities will receive help from national experts to help their citizens adopt healthier habits, from daily exercise to eating better.

health, quality, community —

As Derry Township residents contemplate updating their comprehensive plan, we hope they find useful ideas in this report – a starting point for discussion and goal-setting.

Derry is unique. No other Pennsylvania community has been so defined by one person. Milton Hershey's overwhelming significance is not just because his steward, the Hershey Trust Co., owns more than half the acreage in the township and controls many of its jobs, but because of the high ideals that Milton Hershey established and carried out.

Think big, think globally, think decisively —

Milton Hershey was not afraid to think big. When he first talked about his plan for an ideal town, his friends and business associates – even his wife – thought he was crazy. Yet he confidently plowed his immense fortune into his new enterprise.

Hershey was a global learner. His chocolate-making ideas originated in Europe. He visited a display of German chocolate machinery at the 1893 Columbian Exposition in Chicago and ordered it for shipment to Pennsylvania. Inspired by a company town the Cadbury family founded in England, he started one of his own.

Blue Zones —

As we reported on the previous page, Iowa recently launched an initiative to become the nation's healthiest in five years, based on National Geographic studies identifying small communities around the world which have the longest-lived people – Blue Zones.

Like Milton Hershey, Iowa is thinking big. Also, like Milton Hershey, Iowa is avoiding the common but flawed reasoning that nobody but Americans has worthwhile ideas.

A primary mission of the Penn State Hershey Medical Center is promoting healthy lifestyles. To do that, we must change our physical environment and our culture. Derry Township is an ideal place to start.

Creating a model 21st century community —

Cars are marvelous inventions that have expanded our horizons and vastly increased our quality of life. Even the Dutch, who do more walking and bicycling than any other people in the western world, still use cars for almost half their trips.

Like all good things, though, cars need to be used in moderation. In this publication, we have talked about Davis, California; the Netherlands; and Oulu, Finland. These communities have made it easy to walk and bicycle everywhere.

Likewise, Derry needs to ensure the car is not the only transportation option by making it possible for Derry residents to go anywhere safely on foot or bicycle. That's the first step.

Compact and beautiful —

Milton Hershey built a town that was beautiful as well as compact. He personally oversaw the design of its buildings -- even workers' houses, a few of which he tore down during construction because he thought them mediocre. His civic buildings – the Community Building, the Hotel Hershey, Senior Hall – are all architectural masterpieces. He planted shade trees on every street.

Encouraging people to walk and bicycle requires special attention to appearances – lovely buildings, beautiful landscapes, and abundant shade trees. So design reviews and landscaping requirements should be a focal point of zoning and subdivision laws.

Google Earth - the world on our computer —

Thanks to the amazing satellite imagery of Google Earth, it is now possible to look down on every corner of the globe on our computer screens. Its Street View feature allows us to digitally meander down streets and roads at ground level, as if we were there in person. Today, everyone can be an informed planner, seeing how communities worldwide have arranged their landscapes.

Derry's extraordinary stature —

Derry Township is home to the Milton Hershey School, the world's largest residential school for disadvantaged children. The school is supported by the Milton Hershey School Trust, which is valued at \$8 billion. The Hershey Trust Co. is trustee for the school trust fund. It has controlling interest in the chocolate company, complete ownership of Hershey Entertainment and Resorts, and total control of the M. S. Hershey Foundation.

The M.S. Hershey Foundation is empowered to establish and maintain educational institutions in Derry; to support and improve Derry public schools; and to advance the "vocational, cultural, or professional education" of Derry residents.

It was through the Foundation, using funds from the School Trust Fund, that the Penn State Milton S. Hershey Medical Center was created in 1963. Today, the medical school and hospital is the third largest such institution in the state, and growing.

Beyond these institutions, there is Derry Township government and the people it serves. Derry citizenry enjoy a high level of education and professionalism, which is reflected in their governance.

The Hershey Legacy —

But perhaps Derry's most important resource is the Hershey legacy. Milton Hershey was a brilliant businessman whose cardinal goal in life was uplifting his fellow man. For more than a century, profits from Hershey enterprises have given disadvantaged children a free education; Milton Hershey also highly valued the betterment of his fellow Derry residents.

Carrying out Hershey's high ideals —

The Derry supervisors have assembled a stellar group to guide the process of updating the township's comprehensive plan. It includes leaders from Penn State Hershey, each of the Hershey entities, the school district, planning commission, and citizen volunteers.

We hope this group will seek the adoption and implementation of worldwide best practices for health, beauty, quality, and community. The resources are there. It is a matter of creativity and purpose.

As it says in the Scriptures, "To whom much is given, much is required." Derry can use the planning process to cultivate the high ideals established by Milton Hershey. It can set an example for all Pennsylvania - and the world beyond.



Photo courtesy of Hershey Community Archives

Milton Hershey with some of the orphan boys nurtured at the Milton Hershey School, 1923.



**HEALTH
QUALITY
COMMUNITY**

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