



***Land Development
Consultants***

15 South State Street
P.O. Box 388
Brownstown, PA 17508-0388
(717) 656-4077
Fax: (717) 656-8970
info@rgsassociates.com



Mark Hackenburg, RLA



Joel Snyder, RLA

A Look Inside RGS

RGS Names Two New Partners

On February 1, the company's ownership team was expanded to include **Mark Hackenburg** and **Joel Snyder**, both registered landscape architects.

Previously, both Hackenburg and Snyder were client managers with the firm for over five years. "As vice presidents/partners with the firm today, each shares greater responsibility in shaping the future of the firm and assuring its continued growth," said Dick Stauffer, president.

Hackenburg is a graduate of Penn State University. Before joining RGS in 1996, he served with Dawood Engineering in Mechanicsburg, and also with the Lancaster County Department

of Parks and Recreation. He has 14 years of experience in site planning and design for residential, commercial, institutional and industrial land developments, park and recreational facilities and campus master planning.

Snyder, who joined RGS in 1995, is also a Penn State grad. Previously, he worked with Stallman and Stahlman, Inc. in York. The breadth of his design and planning expertise spans many industries, including corporate, institutional, public properties, church and retirement facilities, among others. He also manages the firm's successful alliance with Abel Construction and Maximum Price Management program.

OPEN LINES

A Publication of RGS ASSOCIATES, INC.

SPRING 2002

Combining Old & New at Newport Square, Lititz **A Greater “Sense of Place”**

RGS is constantly looking for opportunities to promote and exercise new design concepts that truly improve the lives of people. This is the case in nearby Newport Square, a “neo-traditional” style residential development, sure to become a flagship accomplishment for developers Mike Glass and Bob Yoder, and RGS.

Newport Square — now five years from completion — sits comfortably amidst broad, open spaces on 114 acres primarily in Warwick Township and partly in Lititz Borough. Ponds and wetlands; wide, open spaces with trees; a community center, bike paths and extension of a local trail system all play an important role in giving the community a comfortable and leisurely feel. A *sense of place* that wistfully reminds us of home and *community* styles popular years ago when neighbors were closer, green areas were undeveloped and homes had front porches. The community was important ... and is again.

“This is a ‘smart growth’ solution for an area people are flocking to,” say RGS partners Mark Johnson and Joel Snyder who shared involvement in the project. “What we’ve developed is a response to growth that

accommodates a growing population while offering great flexibility and large open spaces for recreation,” added Johnson. “This way, we can meet the needs of a relatively high density of people with a development that has the look and feel of an old neighborhood.”

The developer, Mike Glass of Newport Square Associates, says “The development is a substantial project with a big impact on the local community. It affects transportation, recreation, the environment and the school system, and each of these facets had to be handled with care. Issues were managed with sensitivity to the potential for emotional reaction from all involved parties. But the RGS team — chiefly Joel and Mark — handled the complex challenge tirelessly, with great care and remarkable skill.

“The other role they introduced to the project was their alliance with Abel

Continued on next page



Newport Square Master Plan

Open Lines Returns

Hello again to our readers of the Open Lines newsletter. Our quarterly publication went out of production for a while. We were encouraged to bring it back on line, and thought that you might appreciate a whole new look, and content. Open Lines is newly designed, has a new editorial direction, and now gives you information in a quicker read. We hope you like it. Won't you let us know? Call, or email (contact information can be found on the back page). Thank you!



**Land Development
Consultants**

Continued from cover

Construction,” added Glass. “While addressing all of the issues surrounding the development, we needed to keep a close eye on the cost of improving the site and the marketability of our ‘product.’ All plans and designs, and ultimately every aspect of the development, must make financial sense. The business venture must be viable, and the RGS/Abel Construction alliance has played a key role in keeping that on track as well.”

When it’s complete, the development will have 179 single family homes, 31 owned townhouses, 75 rental townhouses, 220 garden apartments, a community center and nearly 40,000 square feet of commercial space for retail and office use.

Woodcrest Villa

Seeking Resident Involvement

Retirement community experience runs deep at RGS. A project still under construction today for the Mennonite Home organization is Woodcrest Villa, a 136-acre continuing-care retirement community in East Hempfield Township, Lancaster.

Woodcrest Villa will soon be home to 1,700 residents. The master plan includes 810 apartments, 190 villas, 180 nursing beds, 60 personal care beds and a village/community center.

RGS worked closely with the Woodcrest team, and the residents, when designing the land plan and recreational details. RGS also used computerized, 3-dimensional renderings that were especially useful in conveying the look and feel of designed areas, and the interaction of land forms, long before the work was done.

“The 3-D modeling was especially useful when we sought the opinions of residents when planning a large courtyard area,” said Nelson Kling, CEO, Woodcrest Villa. “RGS introduced the idea that we conduct focus groups with the residents and others while designing this area. These sessions, very nicely enhanced with the 3-D imaging, enabled us to provide detailed, realistic concepts.”

Kling added that, “Many of the residents were especially appreciative that we sought, and acted upon, their ideas. The focus groups were so valuable that we plan to use them during interior design phases as well. RGS opened uncharted territory for us. Working with them was a valuable experience.”

RGS’ role included:

- Full design of the campus master plan, including site plan and design, zoning and land development approvals
- Design of extensive recreational amenities and service facilities
- Preparation of detailed land development and site construction drawings, PennDOT-approved roadway plans, and construction bidding documents
- Administration of all state and local agency approvals
- Site observation



Woodcrest Villa Master Plan

Website As Key Marketing Tool

In addition to his skills as a 3-D modeler using some of the industry's most sophisticated software, Jason Stevens, information systems manager, is a website developer. A recent accomplishment points to the value of his services for RGS clients.

"It makes sense for us to do this work as an extension of our routine responsibilities," said Stevens. "It's so efficient, and cost-effective, because we already have the renderings of the site, most of the information in hand, and the website design capabilities to bring it all together."

In addition to residential developments, RGS' website service is also ideally suited for commercial lots and corporate developments, retirement and church facilities and subdivisions. "We've found that, in some instances, the website plays a critical role in educating a community about the impact of a development, and can even help to win the acceptance of people who at first were critical of the change."

Stevens developed a website for the Stone Creek development in Hummelstown, PA, Dauphin County, where home prices start at about \$275,000.

Doug Gelder, a developer who marketed Stone Creek properties through Hershey realtor Jack Gaughen, ERA, commissioned the site. Posted as a link on Gaughen's main website where prospective buyers would quickly see it, Jason's work availed color renderings of home sites and properties, locations, elevations, building footprint and dimensions, an ability to zoom in on lots, check prices, examine home floor plans and other information. To see the web site, go to www.jgr.com. Then click on the "New Homes Division." Go to the Dauphin County button, and finally to the Stone Creek development link.



Jason Stevens: An RGS website can powerfully stimulate sales and marketing outreach.

Client Interview

How useful was the Stone Creek website? Here's what our clients told us . . .

"RGS did a great job with the website," said Doug Gelder, residential developer. We were very pleased with the site's ability to convey valuable information quickly. It provided a way for people to learn about the development easily. The site was well done and became a great tool for those of us on the marketing side, and prospective homebuyers."

"The Stone Creek website made it possible for people to interact with the information," said John Yarnall, a principal with Shaffer & Son, Inc., one of two exclusive builders in the development. Hummelstown is next door to Hershey, a popular community for researchers and executives moving to the area from distant locations. "We know that the site appealed to professionals seeking information about the development from other states,"

added Yarnall. "The level of detail on the site, and the way it was so well presented, created a sense of intrigue, helping to turn prospective homeowners into buyers."

"The site was a valuable educational tool," said Sandie Pharmer, one of the Jack Gaughen realtors assigned to the development. "There's certainly a trend to use websites to appeal to buyers. The RGS site was very well done. We were very pleased with it."

An RGS website helped this talented team to market the Stone Creek development. From left to right are John Yarnall, Doug Gelder, Sandie Pharmer and Jim O'shea.

