

# The Riverfront Plan

**Township of Whitemarsh  
Borough of Conshohocken**

June 2016

Carter van Dyke Associates, Inc.  
*Planners/Landscape Architects*

Campbell Thomas & Co  
*Architecture and Transportation Planning*

4Ward Planning, Inc.  
*Economic and Real Estate Analyst*

The project was funded in part by a Transportation Community Development Initiative grant from the Delaware Valley Regional Planning Commission\

**TOWNSHIP OF WHITEMARSH  
MONTGOMERY COUNTY, PENNSYLVANIA  
RESOLUTION NO. 2016-18**

**A RESOLUTION OF WHITEMARSH TOWNSHIP, MONTGOMERY COUNTY,  
COMMONWEALTH OF PENNSYLVANIA, APPROVING AND ADOPTING THE  
'RIVERFRONT PLAN' AS AN AMENDMENT TO THE WHITEMARSH TOWNSHIP  
COMPREHENSIVE PLAN OF 2003**

**WHEREAS**, the Township adopted a Comprehensive Plan on November 20, 2003, pursuant to the provisions of Article III of the Pennsylvania Municipalities Planning Code; and

**WHEREAS**, the Township may amend the Plan from time to time to keep it current in accordance with the provisions of Article III of the Pennsylvania Municipalities Planning Code; and

**WHEREAS**, the Township applied for and secured a 2014 Transportation and Community Development Initiative ("TCDI") Grant through the Delaware Valley Regional Planning Commission to prepare a Riverfront Plan (the "Plan") as a joint plan with Conshohocken Borough; and

**WHEREAS**, the Township issued a Request for Proposals and engaged a consultant team led by Carter van Dyke Associates (with offices in Doylestown, PA) as a result of responses to said Request; and

**WHEREAS**, the consultant team worked with Township staff, an appointed Steering Committee and Stakeholders and has completed the Plan; and

**WHEREAS**, a joint meeting of the Conshohocken Borough and Whitemarsh Township Planning Commissions was held on May 10, 2016 which was advertised pursuant to public notice as the Whitemarsh Township Planning Commission Public Meeting required pursuant to Section 302(a) of the Pennsylvania Municipalities Planning Code, at which time the Plan was presented in detail and discussed with the Planning Commissions and public in attendance;

**WHEREAS**, the Township Planning Commission held a subsequent discussion at their May 24, 2016 meeting and passed a motion recommending adoption of the Plan to the Township Board of Supervisors; and

**WHEREAS**, the Board of Supervisors held a Public Hearing on this date, advertised pursuant to public notice, and in conformance with the requirements of Section 302(b) of the Pennsylvania Municipalities Planning Code; and

**WHEREAS**, the Riverfront Plan seeks to encourage continued inter-municipal cooperation, inspire public and private partnerships and meet the goals of the riverfront community for establishing a more vibrant and sustaining riverfront experience; and

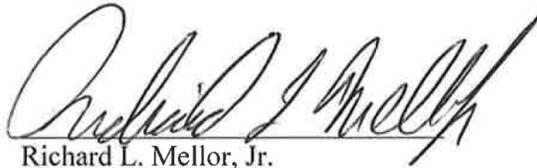
**WHEREAS**, the Board of Supervisors has determined that the Plan represents an appropriate vision for the riverfront area, as such is defined in the Plan.

**NOW, THEREFORE, BE IT RESOLVED** this 9<sup>th</sup> day of June, 2016, by the Board of Supervisors of the Township of Whitemarsh, that:

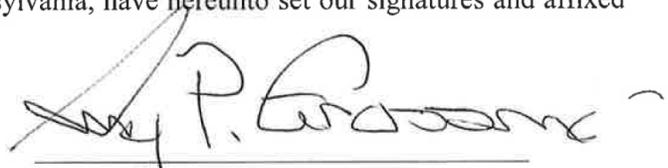
The Riverfront Plan (2016), is hereby adopted as an amendment to, and made a part of the Comprehensive Plan of 2003, with consideration of comments provided by the Whitemarsh

Township Planning Commission, the Montgomery County Planning Commission and other review agents, as well as the comments made at the Whitemarsh Township Planning Commission Public Meeting and the Board of Supervisors Public Hearing.

IN WITNESS WHEREOF, we, the undersigned authorized officials of the Township of Whitemarsh, Montgomery County, Commonwealth of Pennsylvania, have hereunto set our signatures and affixed hereto the Seal of the Township.



Richard L. Mellor, Jr.  
Secretary  
[SEAL]



Amy P. Grossman  
Chair, Board of Supervisors

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## Riverfront Plan Steering Committee

David Bertram  
Thomas Blomstrom  
Karen Cilurso, AICP  
Scott France  
Rick Mellor  
Richard Manfredi  
Karen Tutino

Suzanne S. Ryan  
Fran Hanney  
Byron Comati  
Drew Gilchrist  
Paul Vernon  
Charles Guttenplan, AICP

### *Special Thanks*

Charles L. Guttenplan, AICP, *Director of Planning & Zoning*

### **Whitemarsh Township**

#### ***Board of Supervisors***

Amy P. Grossman, *Chair*  
Melissa Sterling, *Vice Chair*  
James A. Totten, *Member*  
Laura Boyle Nester, *Member*  
Michael Drossner, *Member*  
Robert R. Hart, *Plan Contributor*  
Cathy Peduzzi, *Plan Contributor*  
Sara J. Erlbaum, *Plan Contributor*

#### ***Planning Commission***

Peter D. Cornog  
Sherri Glantz Patchen  
James Hoban  
Arthur Lefco  
Vincent Manuele  
Scott Quitel  
J. David Shula

#### ***Parks & Recreation Board***

Brian Rosenthal  
Joanne S. Crawford  
Terry Ferris  
Kevin C. Kissling  
Thomas J. Manley, Jr.  
Jamie Mitchell

### **Conshohocken Borough**

#### ***Borough Council***

James Griffin, *President*  
Karen Tutino, *Vice President*  
Robert Stokley, *Senior Council Member*  
Anita Barton, *Member*  
Colleen Leonard, *Member*  
Tina Sokolowski, *Member*  
Jane Flanagan, *Member*  
Hon. Mayor Robert Frost

#### ***Planning Commission***

Aaron Weems, *Chair*  
Brian Tobin, *Vice-Chair*  
Judy Smith-Kessley  
David Bertram  
Elizabeth Schreiner

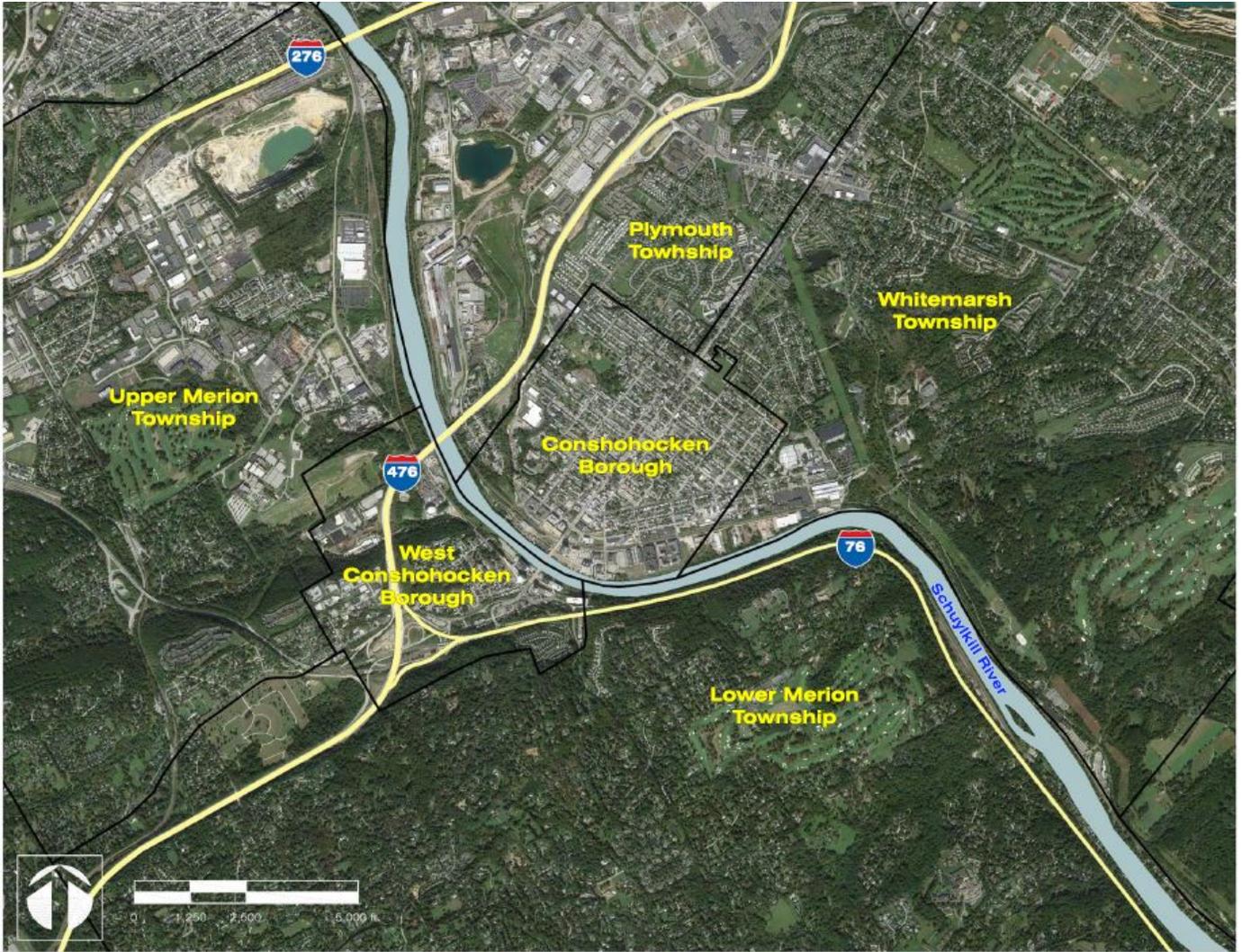


In 2014, Conshohocken Borough and Whitemarsh Township jointly sought and were ultimately awarded grant funding for the preparation of *The Riverfront Plan*: an assessment of each municipality’s riverfront access, usage and development opportunities.

This funding, provided by the Delaware Valley Regional Planning Commission (DVRPC) and its Transportation and Community Development Initiative program, especially supports efforts to improve the overall character and quality of life within the region, to retain and attract business and residents, to promote the use of transit, bike and pedestrian transportation modes, and to protect our environment through growth management and land preservation.

*The Riverfront Plan* seeks to realize the sentiment of the awarded grant especially because it furthers the past goals of the residents and officials of Conshohocken Borough and the Township of Whitemarsh. It builds on nearly 20-years of in-depth analyses and thoughtful contributions of residents, businesses and professional planners who hoped to improve the shared frontage of the Schuylkill River. And, it honors the many hours of public participation each analysis and report required to arrive at specific recommendations. With this information in hand, Whitemarsh and Conshohocken formed a Riverfront Plan Steering Committee and identified the main goals of this plan.

- Goal 1: Improve Access to the Riverfront
- Goal 2: Connect Our Trails
- Goal 3: Make Our Riverfront a Destination
- Goal 4: Meet Our Recreation & Open Space Needs
- Goal 5: Provide Opportunities for Economic Development
- Goal 6: Incorporate Sustainable Design Initiatives



*Whitemarsh Township and Conshohocken Borough Regional Context*

## Purpose of this Report

In 2015, Carter van Dyke Associates, Inc. (CVDA) was retained, in collaboration with Campbell Thomas & Co. and 4Ward Planning, Inc., to prepare *The Riverfront Plan*, and to assess each municipality's riverfront access, usage and development opportunities. Using the three main goals of the plan for guidance, this report points Whitemarsh Township and Conshohocken Borough in the direction of the Schuylkill River. Recommendations are made to improve existing land use regulations, to acquire key parcels of real estate and to create collaborative enterprise districts for the benefit of each community. An Action Plan is included and especially promotes the joint pursuit of existing public and private grant dollars.

## Defining the Study Area

The boundaries of the Study Area were defined by a Steering Committee and, in part, by previous planning analyses. The Riverfront Plan Steering Committee was made up of local, county and state officials, as well as members of area boards and commissions, who have had an ongoing involvement with the riverfront planning initiatives.

Participating committee members were asked to do the following:

- Establish the Study Area Boundaries
- Lend their expertise to a collaborative effort
- Select and voice the concerns of their stakeholders
- Build on the foundation of previous plans
- Discuss outstanding riverfront issues
- Identify key players in the riverfront future
- Promote The Riverfront Plan

Each of the previous planning analyses below was reviewed and found to acknowledge an ongoing effort to understand and improve the riverfront:

**Whitemarsh Township**

Riverfront Open Space Plan 2011  
Pedestrian & Bicycle Network Plan 2009  
Parks & Recreation Plan 2007  
Greenway Plan 2007  
Open Space Plan 2006  
Open Space Plan 1996 (per 2006 Audit)  
Roadway Analysis & Transportation CIP 2006  
Comprehensive Plan 2003  
Township of Whitemarsh Zoning

**Conshohocken Borough**

5-Year Infrastructure Management Plan Map 2015  
Comprehensive Plan 2015  
Open Space Plan 2013  
Schuylkill Riverfront Linkages Study 2005/2015  
Revitalization Plan: *The Community Revisited* 2011  
One-Way Avenue Study 2010  
Vision for the Conshohocken Train Station 2007/2009  
Park and Recreation Plan 2007  
Parking Management Study 2004  
Revitalization Plan: *Community at the Crossroads* 2002  
Borough of Conshohocken Zoning

### Study Area Boundaries

The simplest boundary is the Schuylkill River. From the river’s edge moving in-land, the highest boundary is a composite of First Avenue and Spring Mill Avenue in Conshohocken and Righter Street and North Lane in Whitemarsh. In Conshohocken, the western boundary is determined by Colwell Road (aka Colwell Lane) and Old Elm Street. In Whitemarsh, the eastern boundary is determined by East Hector Street and Center Street and River Road.



Riverfront Plan Study Area

