Whitemarsh Township

Selective Comprehensive Plan Update

September 2020

BERGMANN

ARCHITECTS ENGINEERS PLANNERS

ACKNOWLEDGMENTS

The Whitemarsh Township Selective Comprehensive Plan Update has been made possible with the input, feedback, and expertise of the Township's leadership and staff and the Project Steering Committee.

We would like to give a special thank you to the citizens who generously devoted their time and ideas in the hopes of preserving the unique town character and promoting a green and more sustainable Township.

Project Steering Committee

Tom Blomstrom, Township Parks and Recreation Director
Billy Garbacz, Sunnybrook Golf Club, General Manager
Sherri Glantz Patchen, Township Planning Commission
Amy Grossman, Township Board of Supervisors*
Charlie Guttenplan, Township Planning and Zoning Director
Brian Halligan, Local Business Owner
Greg Harth, Harth Builders, Developer
Steve Kaufman, Township Open Space Committee Chair
Bill Kramer, Township Zoning Hearing Board
Nancy Matt, Bershire Hathaway Real Estate Agent
Rick Mellor, Whitemarsh Township Manager

Whitemarsh Township Board of Supervisors

Laura Boyle-Nester, Chair
Fran McCusker, Vice-Chair
Michael Drossner
Vincent Manuele
Jacy Toll
Amy P. Grossman*
Melissa S. Sterling*

Consultant: Bergmann

* Former members during Plan preparation.

TABLE OF CONTENTS

1 Introduction 1

What is a Comprehensive Plan? 1
Premise of the Comprehensive Plan Update 2
The Update Process 2
Summary of Community Engagement 3
Summary of Past Plans 5

2 Snapshot of Existing Conditions 9

Geographic Setting 9
Demographic Characteristics 10
Economic Characteristics 12
Housing Characteristics 15
Physical Characteristics 16

3 Vision, Goals and Policies 21

4 Future Land Use Plan 27

2028 Future Land Use Plan for Whitemarsh Township 29
Character Areas 29

5 Implementation Strategy 41

Land Use 42
Housing 54
Circulation 57
Quality of Life 63
Action Plan 73

Appendices

Appendix A - Public Meeting Presentations
Appendix B - Map of Plymouth Meeting Historic District
Appendix C - List of historic resources identified by PA State Historic Preservation Office's Cultural Resources Geographic Information System
Appendix D - Action Plan Organized by Phase

Introduction

What is a Comprehensive Plan?

A comprehensive plan is, at its broadest level, a shared vision for the future of Whitemarsh Township. The Comprehensive Plan provides direction and guidance for the future of the Township. Included in the Plan is a series of goals and policies developed for the purpose of directing and accommodating future growth within the Township. Lastly, the Comprehensive Plan should serve as a foundation for zoning updates.

The Plan articulates an overall vision for the Township and the means to achieve the goals and objectives set forth. The process for and the contents of the Plan are consistent with Pennsylvania Municipalities Planning Code, Act of 1968, P.L.805, NO.247, which outlines specific components to be included in the preparation of a comprehensive plan.

According to this law, "the municipal, multi-municipal, or county comprehensive plan, consisting of maps, charts, and textual matter shall include, but need not be limited to, the following related basic elements:"

- statement of objectives concerning future development;
- land use plan;
- plan to meet the housing needs of present residents and those anticipated to reside in the municipality;
- plan for the movement of people and goods;
- statement of interrelationship among various plan components;
- discussion of short- and long-range plan implementation strategies;
- statement indicating that existing and proposed development is compatible with existing and proposed development in contiguous portions of neighboring municipalities;
- plan for the protection of natural and historic resources; and
- plan for the reliable supply of water.

According to this Law, the comprehensive plan should be reviewed at least every ten years. Comprehensive plans must be adopted by the governing body following a public hearing.

Development of a comprehensive plan is an iterative process. Circumstances and the community's priorities change. The Comprehensive Planning process gives Township residents an outlet to bring all stakeholders to the table. In addition, adopting a comprehensive plan improves opportunities for funding. When a Township has clear, agreed upon ideas for the future of its community, funding agencies are more likely to fund its initiatives.

Premise of the Comprehensive Plan Update

Whitemarsh Township recognizes that because we are experiencing profound climate change that is impacting every facet of our fragile natural ecosystem, our framework of codes and ordinances related to zoning and land development must reflect or be updated to reflect, our commitment to protecting natural habitat and otherwise combating the underlying causes and the effects of this change. This Selective Comprehensive Plan Update is intended to promote policies that have protecting and promoting a livable and sustainable environment as their primary objective.

To achieve this vision, all community stakeholders involved in the land development process must be responsible ecological stewards of our shared natural resources acting in concert to protect and enhance our green spaces, to promote water conservation, and to implement sustainable design practices and technologies aimed at mitigating the impacts of climate change. Therefore, Whitemarsh Township commits to protect and preserve presently healthy ecosystems, to restore ailing ecosystems when practical, and to promote net accumulation of healthy habitat on all public and private lands.

With these goals in mind, and as expressed throughout the Plan Update, Whitemarsh Township will require that all land development applications and related deliberations (i) Place emphasis on minimizing building footprint and impervious coverage, and preserving functioning ecosystems, (ii) Promote the use of stormwater basins and other stormwater management systems that contain functioning ecosystems, and (iii) Focus on maximizing environmental health. Similarly, it is the intent that the stated environmental underpinnings of this Selective Comprehensive Plan Update be carefully and comprehensively considered by Whitemarsh Township when it evaluates land development applicant requests for waivers and variances from relevant codes and ordinances.

The Update Process

The 2018 Selective Comprehensive Plan Update is an update of the Housing and Land Use elements of the Township's 2003 Comprehensive Plan. This update is intended to account for changing conditions as well as projected trends such as economic factors, demographic characteristics, development activity, infrastructure conditions, and land uses characteristics.

Recognizing that land use involves the inter-relationship of many considerations, this document also discusses topics such as the preservation of scenic vistas and open space, access to parks and trails, as well as the potential impacts of future growth (local and regional) on the Township's transportation system and character.

The planning process, in its most basic form, encompasses three major activities: (1) understanding the present state of the Township (i.e. existing conditions), (2) identifying the Township's goals and vision for the future, and (3) determining the best way to achieve that vision.

As every good comprehensive plan should, this Plan Update seeks to leverage the Township's strengths, address its weaknesses, identify threats, and capitalize on opportunities to achieve the community's vision. The plan accomplishes this by establishing goals, policies, and action items that address numerous issues related to improving the quality of life for residents.

Summary of Community Engagement

Community engagement, support and ownership are important ways to ensure successful implementation of the Selective Comprehensive Plan Update. Providing opportunities for residents to contribute feedback and ideas encourages investment in the future direction of the community and long-term support for the Plan itself. To that end, the planning process for the 2018 Update included a variety of opportunities for engagement, summarized below:

Steering Committee

The Whitemarsh Township convened a Steering Committee to help guide the planning process and provide expertise on a variety of issues and topics identified during the process. The Committee was comprised of representatives from businesses, local government, as well as individuals from the community at large. Committee members represented diverse perspectives from within the Township and served as means of building a supportive group for the planning process by promoting the project, assisting in identifying key stakeholders, and inviting colleagues, neighbors and friends to the public meetings.

The Committee was involved in all aspects of the development of the Comprehensive Plan, including: identifying key issues to be addressed, facilitating public input, and providing continuous review of all components included in the Plan. Over the course of the 14-month planning process, the Committee met 6 times.

Stakeholders

One-on-one and small group interviews were conducted with key stakeholders early in the planning process to help provide feedback about specific needs and opportunities. Stakeholders were identified with assistance from Township staff and the Committee and included representation from a wide variety of backgrounds, expertise, and interests such as:

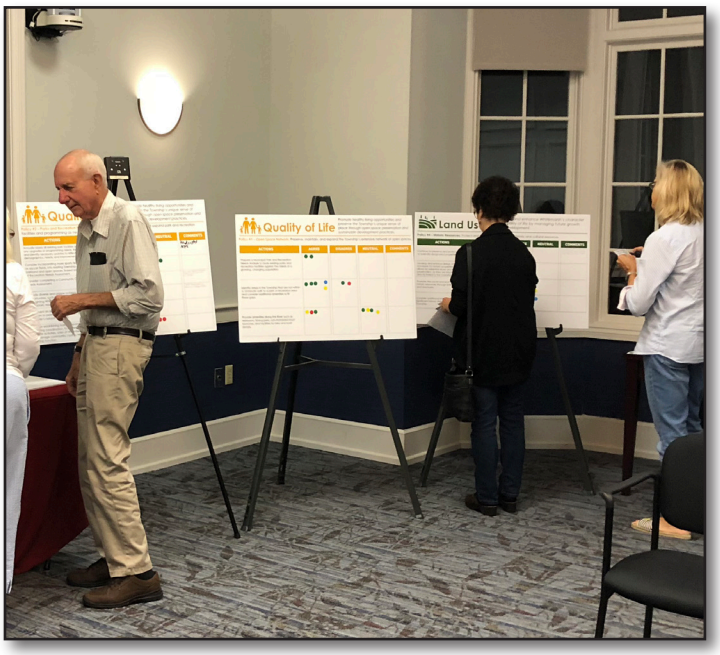
- local school officials;
- business owners;

Community members participate in a mapping activity as part of Public Meeting 1.

- property owners;
- residents;
- historic preservation advocates;
- local sports organizations;
- senior citizens;
- bicycle/pedestrian interests; and
- developers.

Stakeholders were asked about the Township's strengths, challenges, and opportunities for improvement. A summary of stakeholder feedback and a list of stakeholder groups can be found in Appendix A.

A community member identifies which green spaces and viewsheds in the Township should be preserved as part of Public Meeting 1.



As a part of Public Meeting #3, community members share their feedback and provide comments on the recommended actions under each goal.

Public Meetings

Community-wide meetings were convened to give residents a chance to learn about the Selective Comprehensive Plan Update process, share concerns, and provide feedback and ideas for the Township's vision and Future Land Use Map.

Meeting 1 Highlights:

Approximately 40 community members attended this meeting on October 3rd, 2017 at the Barren Hill Volunteer Fire Company. The purpose of the meeting was to educate community members about the Selective Comprehensive Plan Update and gather feedback on priorities and objectives.

A presentation was followed by an open house with various interactive stations. Please see Appendix A for a copy of the presentation and meeting summary.

Meeting 2 Highlights:

Approximately 50 community members attended this event in the Spring Hill Fire Company Hall on April 5th, 2018. During this workshop participants were asked to draw on large maps of the Township and specify locations of desired land uses throughout Whitemarsh. A summary of responses and input from this meeting is provided in Appendix A.

Meeting 3 Highlights:

Approximately 50 community members attended the third public workshop on September 20, 2018. This meeting, held at the Township Municipal Building, focused on presenting draft recommendations and actions. All attendees were asked to provide feedback relative to their support for recommendations under each of the four goal areas. Feedback was considered as the full draft plan was compiled. A copy of the meeting presentations and summary is included in Appendix A.

Summary of Past Plans

Planning is an ongoing and iterative process, meaning plans should be periodically updated as conditions and goals of the community change. Likewise, it is important to have an understanding of previous plans, as they provide an important foundation for future planning. The Township has been proactive in its planning efforts to date, completing a variety of studies, plans, and reports that set the stage for implementation. The following section includes a brief summary of the plans and studies most relevant to this comprehensive plan update. Recommendations and key findings from each of these plans was considered and incorporated as appropriate into this document.

Comprehensive Plan - 2003

This comprehensive plan articulated a strategic future land use plan for the Township to address identified goals. According to this plan, Whitemarsh is dedicated to varying types of land use to support steady economic growth while preserving the existing open space within the Township. Implementation strategies were organized into four basic categories: land use; transportation; parkland, recreation, and natural resources; and historic and housing preservation. The implementation strategies provided an overall plan to achieve a vibrant community.

Open Space Plan - 2006

This plan focused on the unique natural landscape of Whitemarsh Township. The principle goal of this plan is to protect and preserve at least 75% of the remaining undeveloped land as well as direct higher-density development to locations where there will be the least impact. This plan also lays out a framework for the development of trails and greenways to enhance walkability of the area. In order to achieve this, the plan identifies seven priority action items to advance the Township's vision, several of which relate to the enforcement of the zoning ordinance and creation of a permanent staff position to oversee progress.

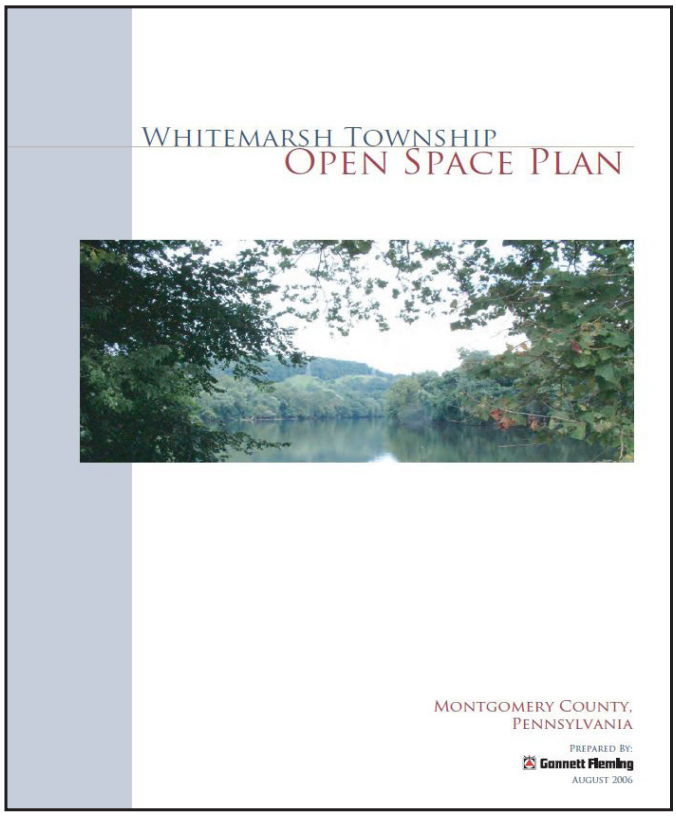
This plan stresses the importance of retaining consistency with the 2003 Comprehensive Plan.

Roadway Sufficiency Analysis and Transportation Capital Improvements Plan - 2006

This plan focused on the existing transportation network within the Township. Analysis of the major transportation routes within the Township, including physical conditions, traffic flow, and projections of future traffic counts led to the identification of specific priority improvement projects. Improvements include new traffic signal installations as well as widening improvements at major intersections.

Parks & Recreation Plan - 2007

This plan represents Whitemarsh Township's commitment to parks and recreation in response to the public's expressed opinions. It is based upon consensus achieved through a public participation process that brought together elected and appointed officials, township management, community organizations, and citizens. The Plan creates a vision for the future and serves as a guide to develop the parks and recreation in order to serve the needs and interests of the people of Whitemarsh Township.



Greenway Plan - 2007

This plan was created to help guide future conservation and development efforts within the Township to ensure land protection, property acquisition, land use management, and land stewardship. This plan builds upon the Whitemarsh Open Space Plan (2006) and the Parks and Recreation Plan (2007) to identify and protect natural and historic features, and link these resources to existing open space to create a seamless greenway system within the Township.

Implementation actions include outreach and education, pursuance of additional funding opportunities, and creation of conservation easements, among others.

Pedestrian and Bicycle Network Plan - 2009

With intensified development and increased use of the automobile, the Township has recognized a shift away from walking and bicycling. This plan intends to bring back quality of life by encouraging sidewalks, sidepaths, trails, and bike lanes to provide increased access throughout the Township for pedestrians and bicyclists.

The rehabilitation of existing parks as well as additional recreational programs and services will help to enhance the park and trail system within the Township and benefit the public to provide for a healthy community. This plan also includes the implementation of a wayfinding system, bike racks and public education.

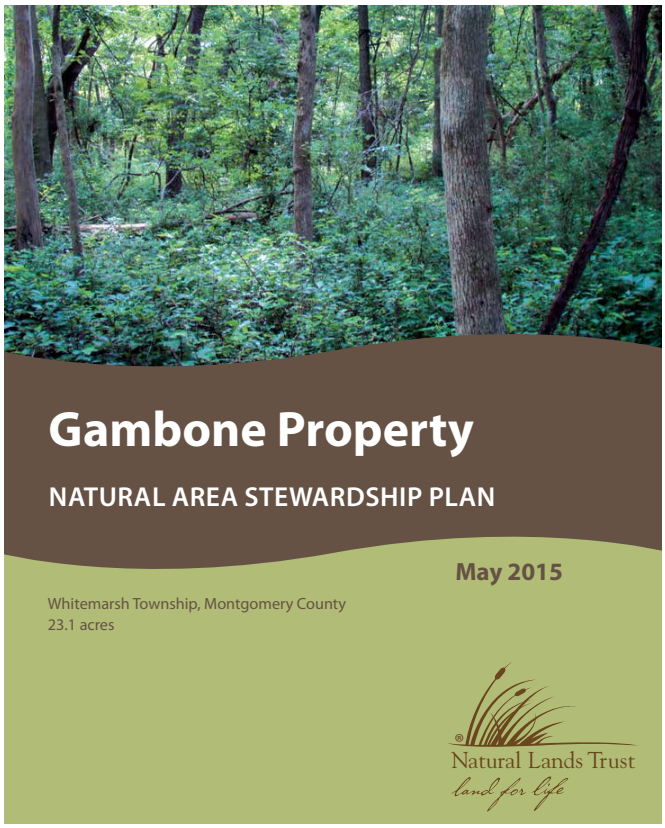
Riverfront Open Space Plan - 2011

The Riverfront area of Whitemarsh Township along the Schuylkill River is an important and valuable asset. Because of this, the plan seeks to increase public access to the River for increased enjoyment. This plan links with other open space and recreation plans within the Township to achieve this goal.

Specific recommendations of this plan include the installation of overlooks and gathering space, the encouragement of mixed-use development with open space preservation, installation of river-related art, and implementation of public amenities along and around the River.

Gambone Property Stewardship Plan - 2015

This plan focuses on a 23.1-acre property owned by the Township that is largely wooded area, with naturalized trails for public use. Since the property is under threat of increased development an assessment of the property was completed. This plan puts forth stewardship opportunities and recommendations to preserve the property's natural features.



Riverfront Plan - 2016

Whitemarsh Township and Conshohocken Borough teamed to produce this plan, which assessed the waterfront area along the Schuylkill River. Identified goals of these municipalities are to increase recreation along the River, construct a civic gathering space along the waterfront, and improve wayfinding signage, among others.

This plan identifies specific action items along the River including the installation of Riverfront banners, roadway improvements, boardwalk improvements, and design standards for future development.

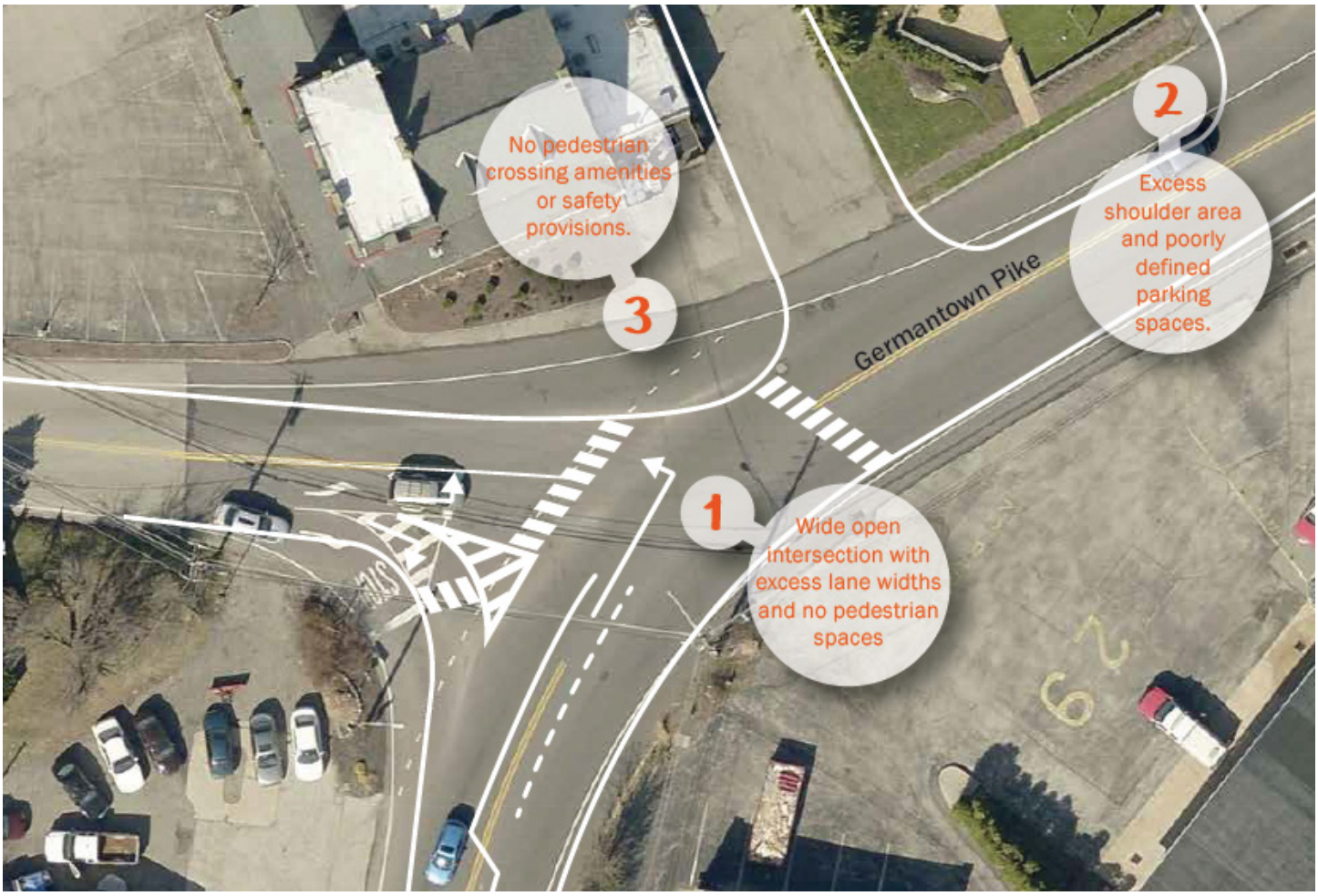
One of the underlying goals of the above, is to increase visual <u>and</u> physical access to the riverfront.

Walk Montco Mobility Study - 2016

Walk Montco – a complement to the County's comprehensive plan, Montco 2040 – identifies and provides recommendations to address walkability opportunities and challenges throughout Montgomery County. In Whitemarsh, the study focuses on the area of Germantown Pike between Joshua Road and Thornhill Drive. To improve walkability along this stretch of Germantown Pike, the study recommends creating additional crosswalks adding pedestrian crossing beacons, making sidewalks continuous, delineating on-street parking spaces, and improving pedestrian safety at particular locations along the corridor.

Bike Montco: The Bicycle Plan- 2018

The Bike Montco Plan was developed using a Transportation and Community Development Initiative (TCDI) grant from the Delaware Valley Regional Planning Commission. The goal of the plan is advance bicycle mobility, in a safe, county-wide bicycle network. The plan also focuses on local level action items that can be applied in Whitemarsh, such as safe bike routes to parks and trails, bicycling around town, biking to transit and biking near schools. The recommendations in the plan address bicycle lanes, trail standards, bike-friendly roadway design, bicycle signage, and street crossing design.



NOTE:

All plans described on the previous pages, with exception of the Walk Montco Mobility Study, are amendments to the 2003 Comprehensive Plan.

Snapshot of Existing Conditions

Understanding the current demographics and physical characteristics of Whitemarsh are critical components of the comprehensive planning process, providing insights into trends, opportunities and threats facing the Township.

Geographic Setting

Whitemarsh Township is a 14.5-square mile municipality located in Montgomery County, Pennsylvania. It is bordered by the City of Philadelphia and Springfield Township to the east, Lower Merion Township and Conshohocken to the south, Upper Dublin Township to the north, and Whitpain and Plymouth Townships to the west.

The southern border of Whitemarsh Township lies on the Schulylkill River, which runs through eastern Pennsylvania.

Whitemarsh at a Glance!

Population.....18,349

Total Land Area.....14.5 sq.mi.

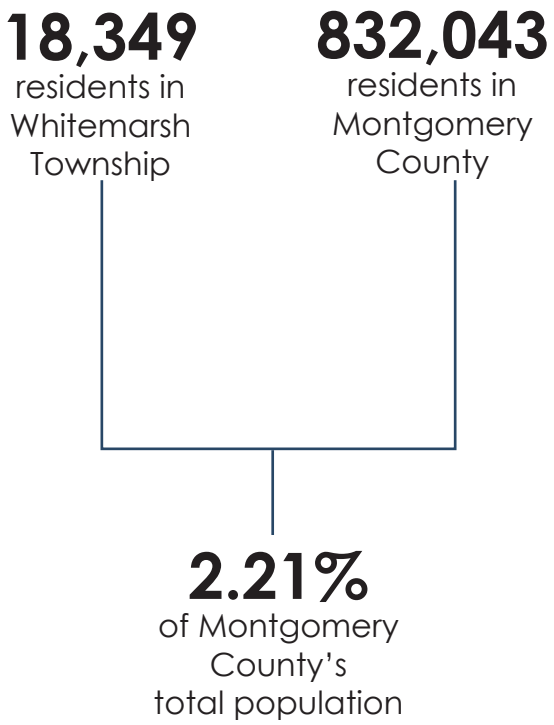
Median Age.....44.2 years

Demographic Characteristics

Current Population

Whitemarsh Township is comprised of five census tracts, as defined by the U.S. Census Bureau. As of 2017, 18,349 people live within Whitemarsh Township. The current population of the Township today is the highest recorded. The population density of the Township stands at approximately 1,265 residents per square mile.

The total population of the Township accounts for roughly two percent of Montgomery County's population of 832,043.

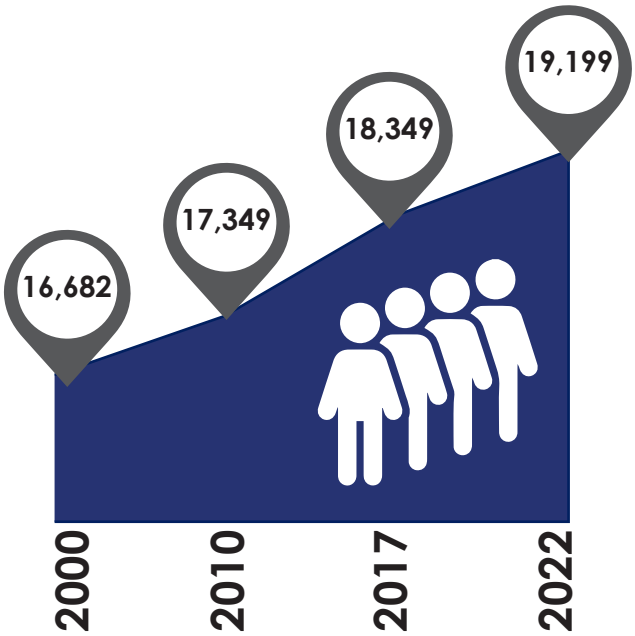


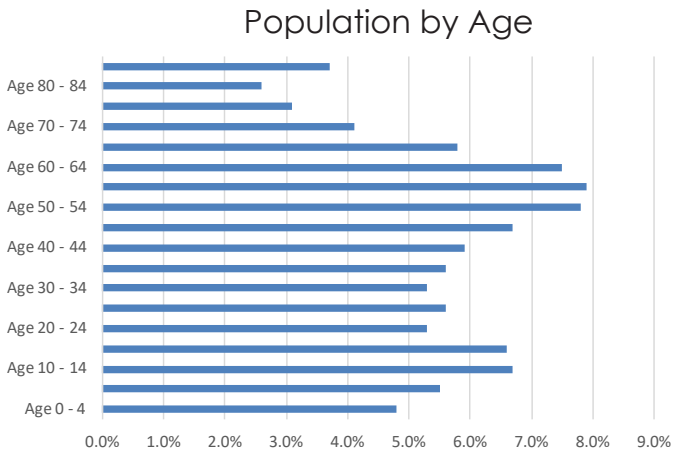
Population Trend

Since 2000, both Whitemarsh Township and Montgomery County have seen a steady increase in population.

The 2022 population of Whitemarsh Township is expected to be 19,199 residents, while Montgomery County is projected to grow to 854,198, representing a 4% increase in the Township and a 3% increase in the county from 2017.

The projected growth of over 1,500 residents in a 5-year period could have a significant impact on the Township, specifically as it relates to schools, housing, traffic and programming.

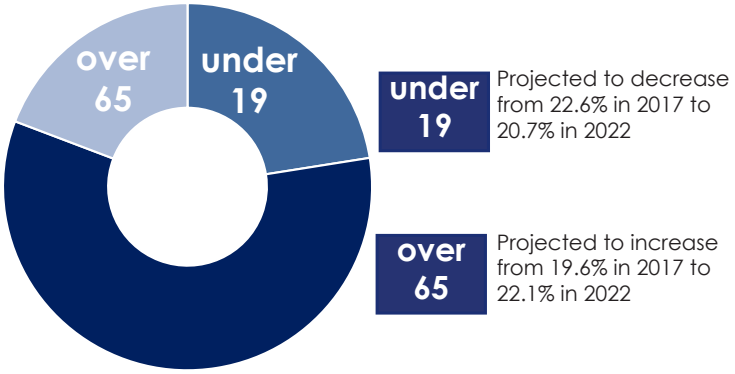




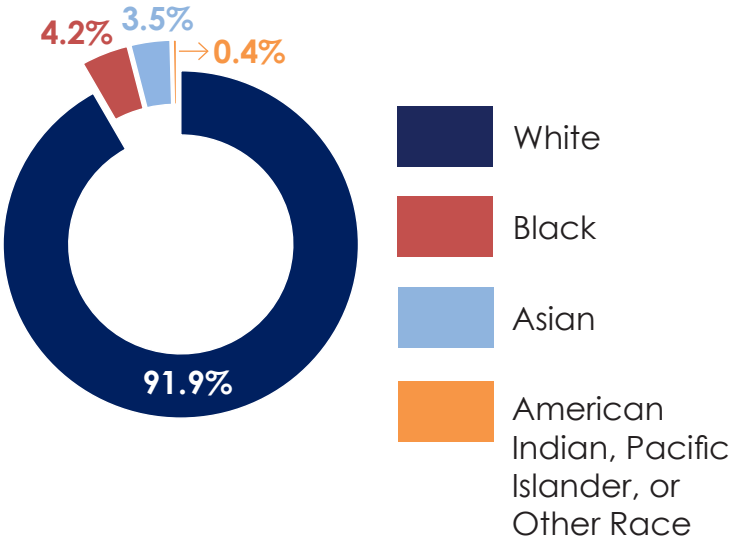
Age

The age distribution of a community provides insights into its age composition, which helps to understand future trends. The graph at left represents the age distribution within Whitemarsh Township presented as a percentage of the total population in 2017.

Over 22% of the population is under the age of 19, indicating a large number of families and the need for youth-oriented facilities and programming. Almost 20% of the Township is over 65 years of age, which also suggests a need for specialized programming.



While the number of school age children is expected to decline through 2022, the number of seniors is expected to increase, placing additional demands on the Township to meet their needs.



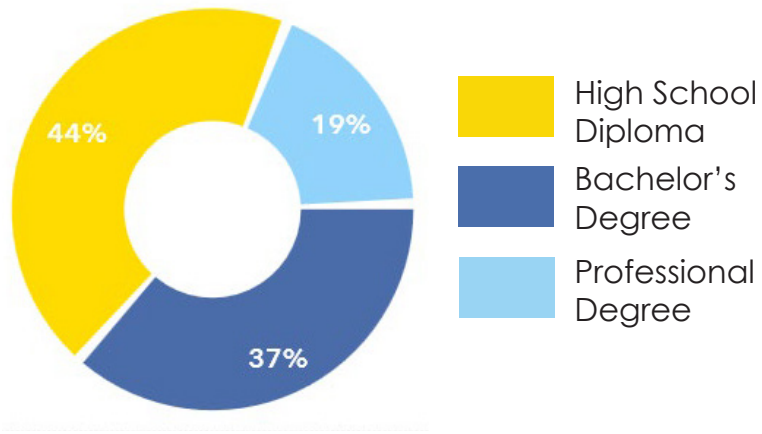
Racial Composition

The figure at left articulates the racial composition of Whitemarsh Township. A large majority of the Township is white. Other races that comprise a smaller percentage of the population include 4.2% Black, 3.5% Asian and 0.4% American Indian, Pacific Islander or other race.

Educational Attainment

Educational attainment refers to the highest level of education an individual has achieved.

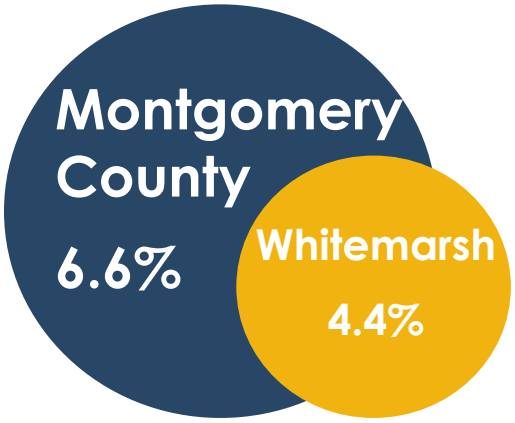
Whitemarsh is a very well-educated community as depicted in the accompanying graphic. Almost half of the Township population that is over the age of 25 has attained at least a high school diploma, while 37 percent hold a Bachelor's degree, and 19 percent have a Professional degree.



Economic Characteristics

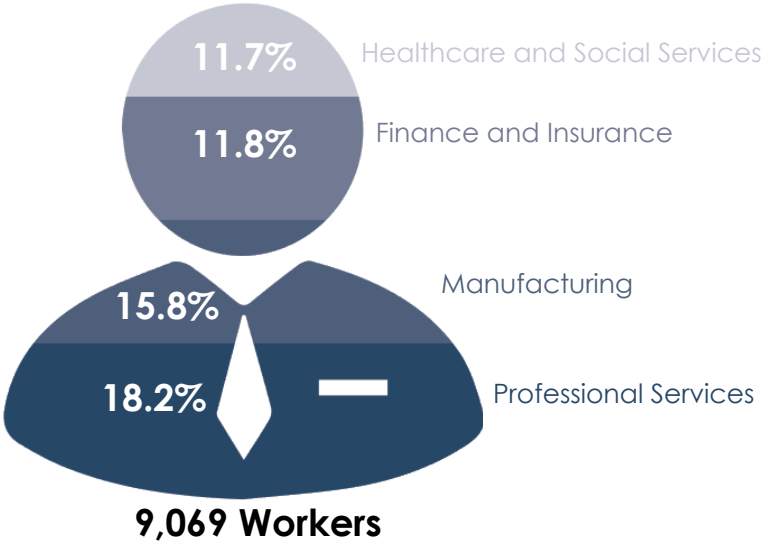
Poverty

Whitemarsh Township has a poverty rate of 4.4 percent, which is lower than the Montgomery County rate of 6.6 percent and the Pennsylvania rate of 13.2 percent, indicating that the Township is comparatively well-off and economically prosperous.



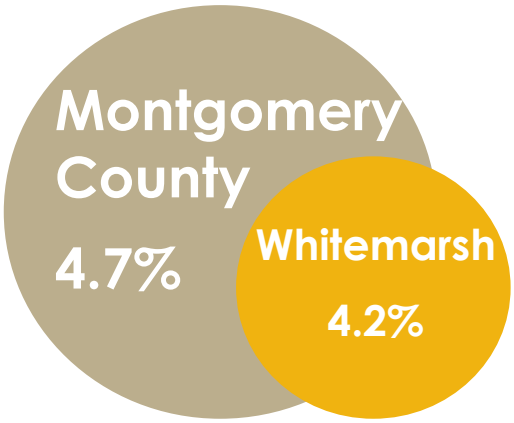
Employment

Whitemarsh has a total of 9,069 employed residents. The four highest sectors of industry employment for residents over the age of 16 in the Township include professional services, manufacturing, finance and insurance, and healthcare and social services.



Unemployment

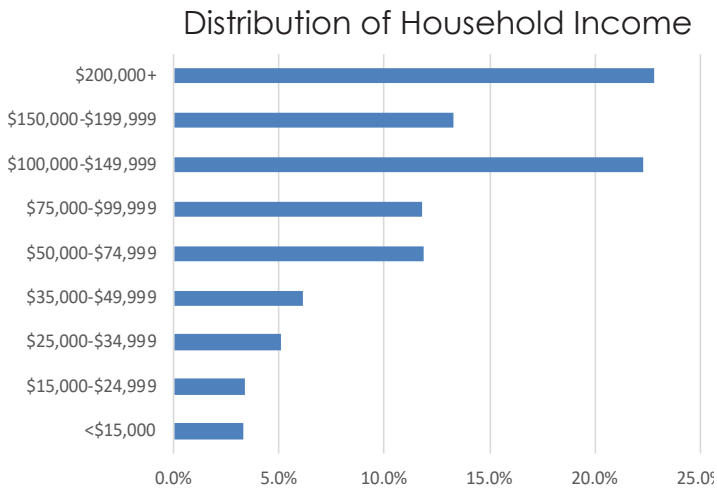
The unemployment rate for Whitemarsh Township of 4.2% is slightly lower than the Montgomery County rate of 4.7%. Across the country unemployment rates have dropped over the past 24 months. Rates in Whitemarsh are consistent with national trends.



Median Household Income

Household income is a measure of the combined incomes of all people sharing a particular household or place of residence.

Whitemarsh Township's household income is notably higher than Montgomery County and Pennsylvania, at approximately $114,000. The highest percentage households within the Township (22.8%) have a combined income of more than $200,000.



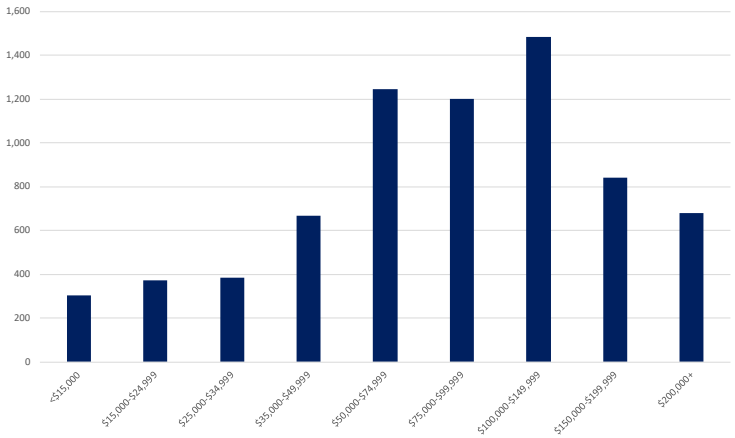
Whitemarsh Township Median - $113,956

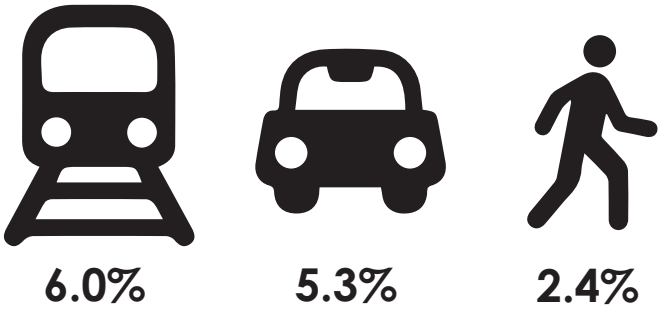
Montgomery County Median - $86,472

Pennsylvania Median - $56,124

Disposable Income

Disposable income is the amount of money that households have available for spending and saving after income taxes have been accounted for. The Township has a median disposable income of $85,870, indicating significant opportunities for spending on discretionary items such as shopping, travel and entertainment.



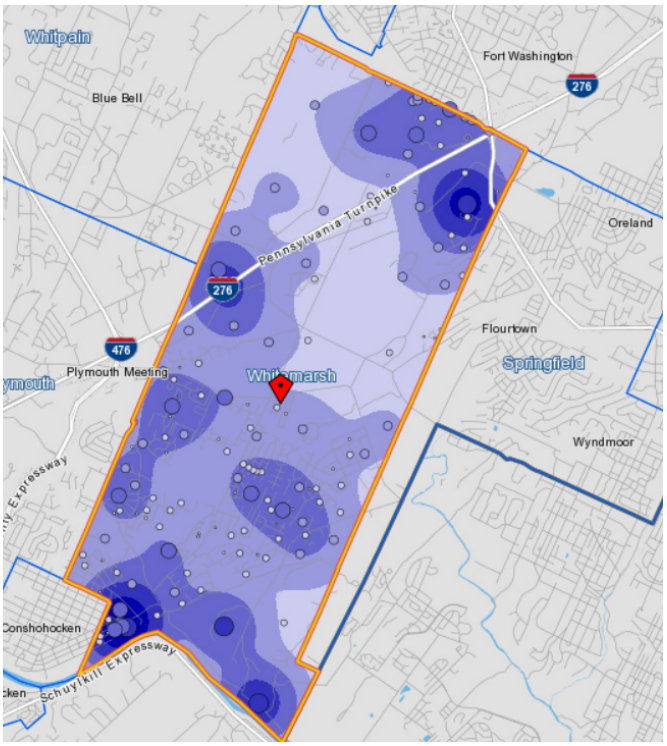


Mode of Transport to Work and Travel Time

Almost 80 percent of residents in Whitemarsh drive to work alone, indicating the Township is a heavily automobile dominated community. However, some residents do opt to take other forms of transport to work including public transportation, carpooling and walking. Efforts throughout the last few years have been focused on encouraging walking and bicycling throughout Whitemarsh. However, preferred mode of transportation is also impacted by where people work. As noted below, a majority of workers living in Whitemarsh work outside of the Township.

Commuting Patterns

As indicated by this graphic, over 8,100 residents commute outside of Whitemarsh to get to their place of employment. Only 741 people both live and work in the Township. Also noteworthy is the number of daily commuters coming into the Township for employment, which is just over 15,000. This creates economic development opportunities but is also a key contribution to traffic congestion concerns.



Job Density

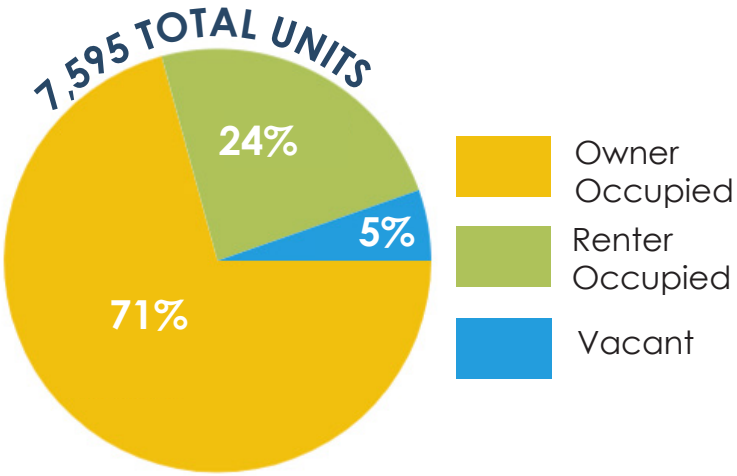
The graphic displays job density within the Township per square mile. Jobs within the Township are concentrated in the northeast and southwest corners. The northeast corner represents McNeil manufacturing while the southeast corner represents the cluster of jobs near Conshohocken.

Jobs per Square Mile

- 5 - 243
- 244 - 959
- 960 - 2,152
- 2,153 - 3,821
- 3,822 - 5,989

- 1 - 3 jobs
- 4 - 45 jobs
- 46 - 224 jobs
- 225 - 705 jobs
- 706 - 1,722 jobs

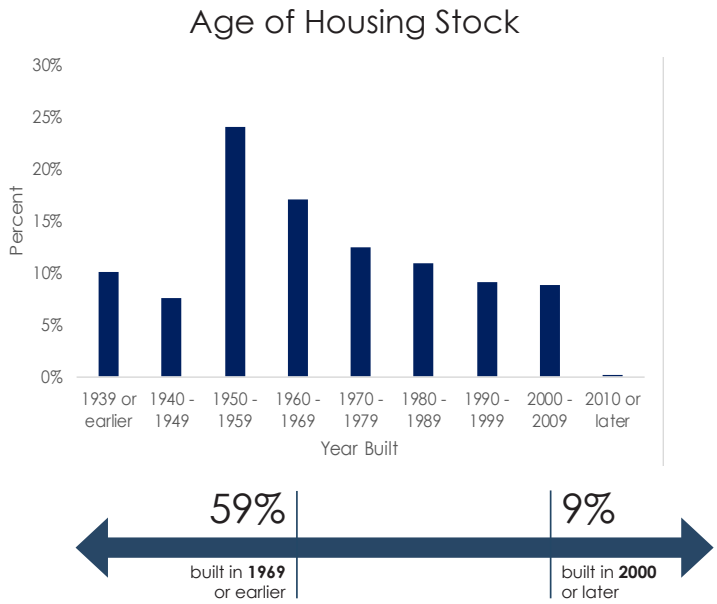
Housing Characteristics



Housing Units

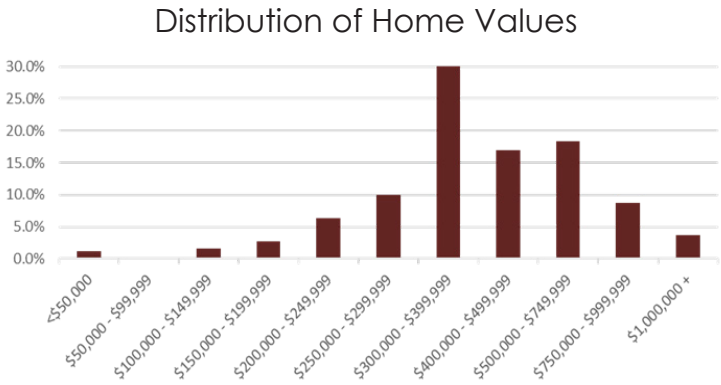
In 2017, there were a total of 7,595 housing units within Whitemarsh Township. Of these units, 71 percent are owner-occupied and 24 percent are renter-occupied units. Only 5 percent of these units are vacant. The housing unit breakdown in Montgomery County is almost identical.

A mixture of housing tenure is essential in ensuring a community's livelihood since it encourages diverse population and supports economic growth.



Housing Stock

More than half of the housing stock within Whitemarsh Township was built in 1969 or earlier, contributing to its charming and historic community character. The construction of new units has slowed but Whitemarsh continues to be a desirable place for new housing development.



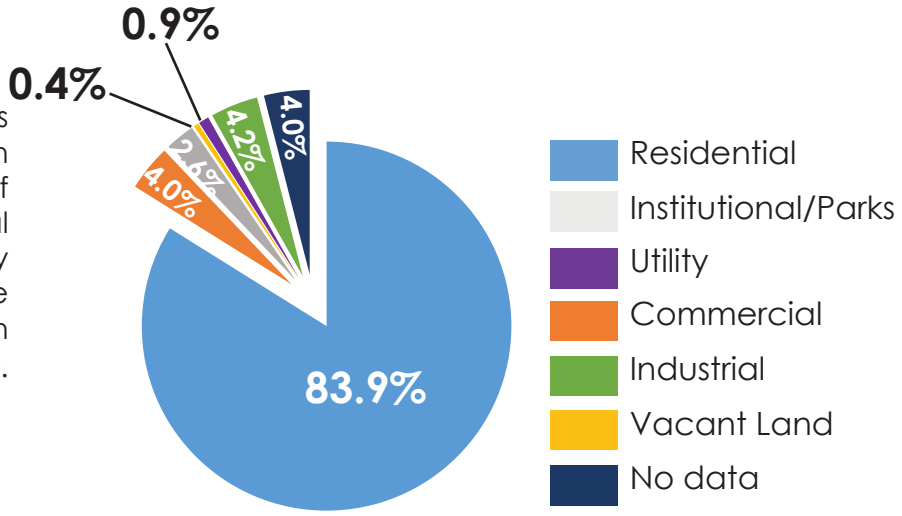
Housing Value

The median home value within Whitemarsh Township is $386,789. This is higher than the Montgomery County median home value of $318,488, indicating that homes in Whitemarsh are desirable and that the housing market is strong.

Physical Characteristics

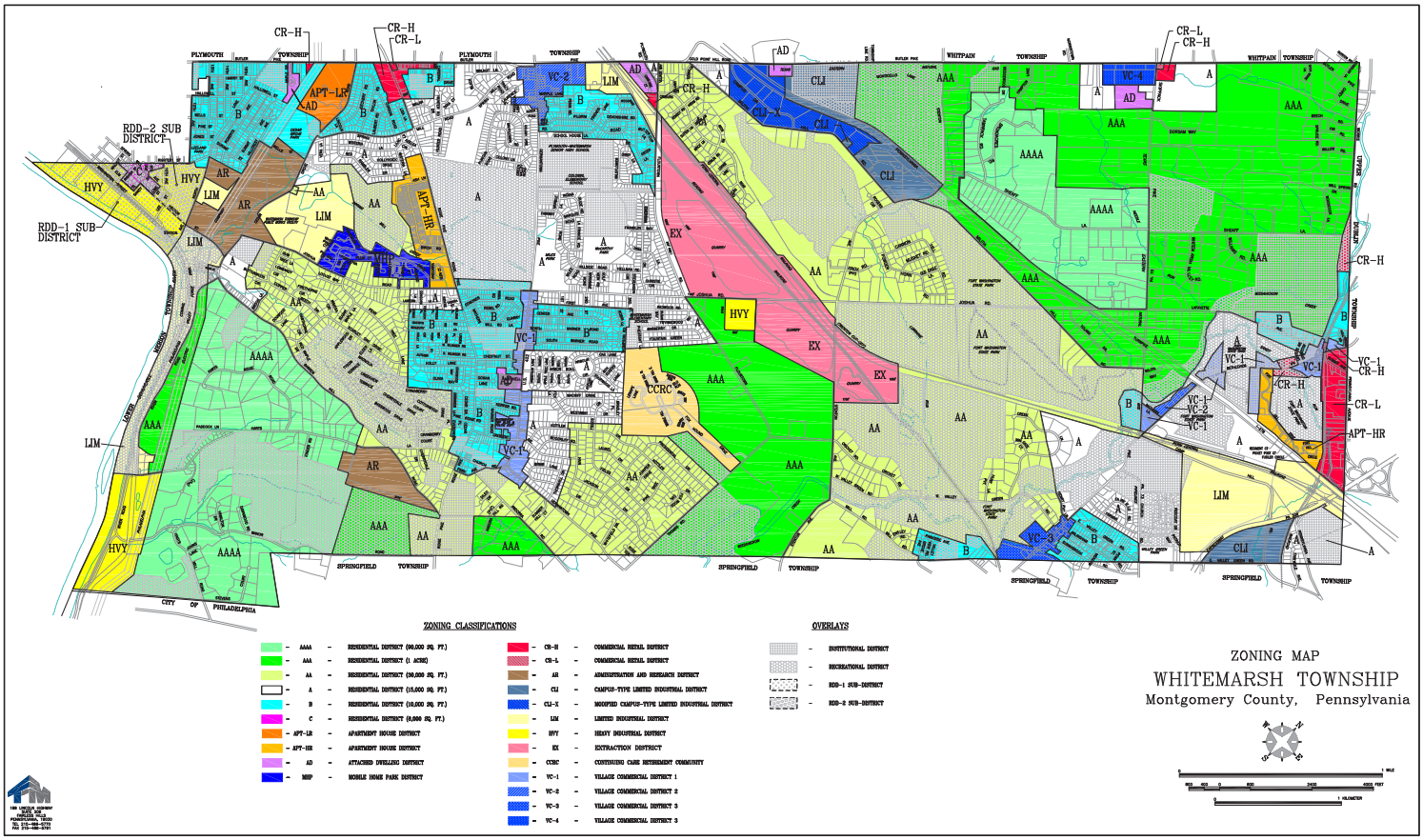
Land Use

Land use within the Township is overwhelmingly residential, by both total acreage and percentage of parcels. Industrial and commercial uses each account for approximately 4% of total land area. This land use breakdown reinforces that Whitemarsh his a residential bedroom community.



Zoning

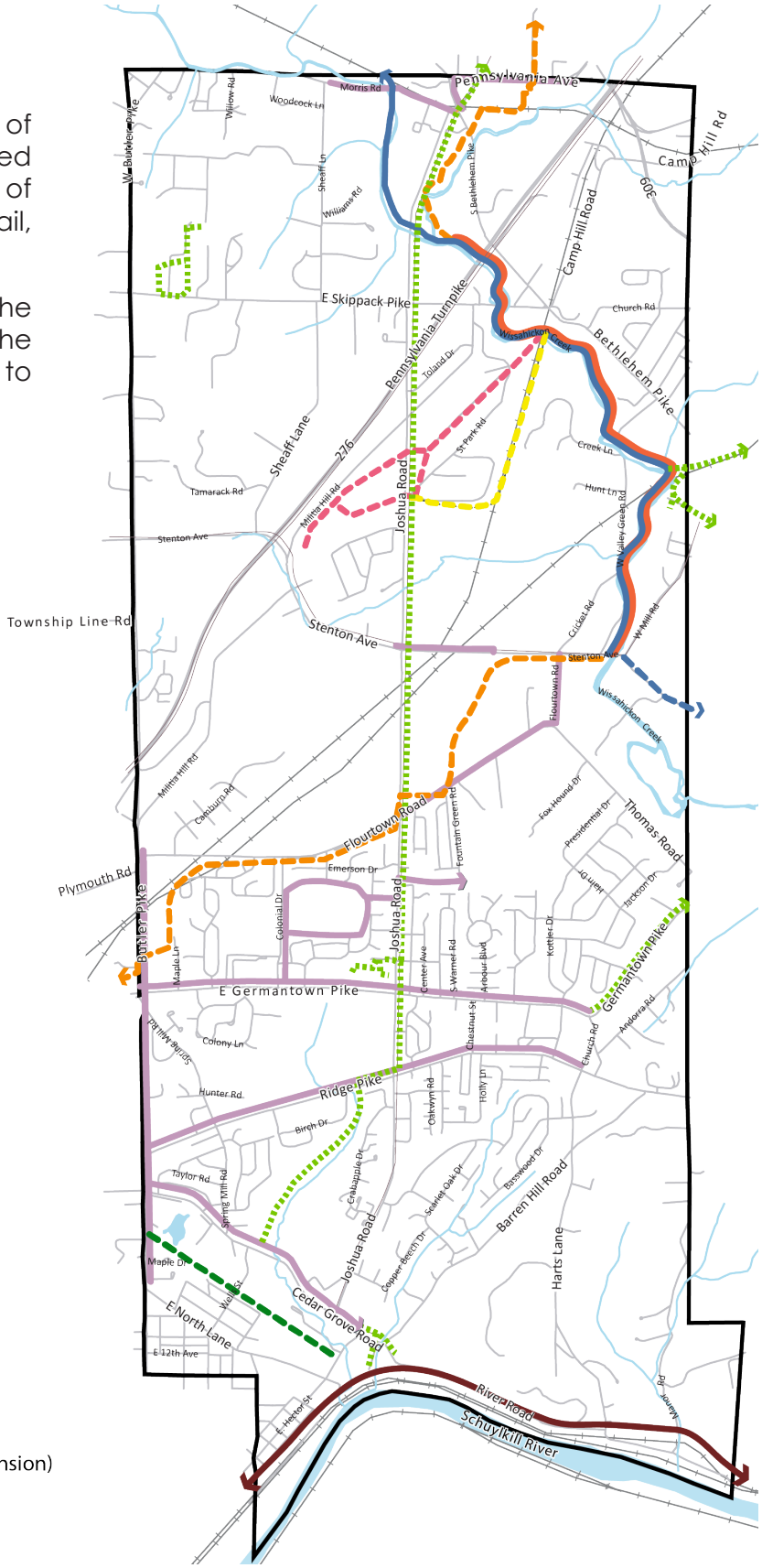
There are currently 22 zoning classifications within Whitemarsh Township. Of these, 10 districts are variations of residential zoning. The remaining districts regulate industrial and commercial uses within the Township. Districts are spread out across the Township, reflecting a diversity of development standards.



Trails

The Township has approximately 11 miles of existing trails, in addition to five miles of planned natural trails. These trails include a portion of the Schuylkill River trail, the Wissahickon Trail, and other walking and biking trail systems.

Proposed trail systems will extend through the mid-section of the Township connecting to the Wissahickon Trail, and providing trail access to surrounding municipalities.



Legend

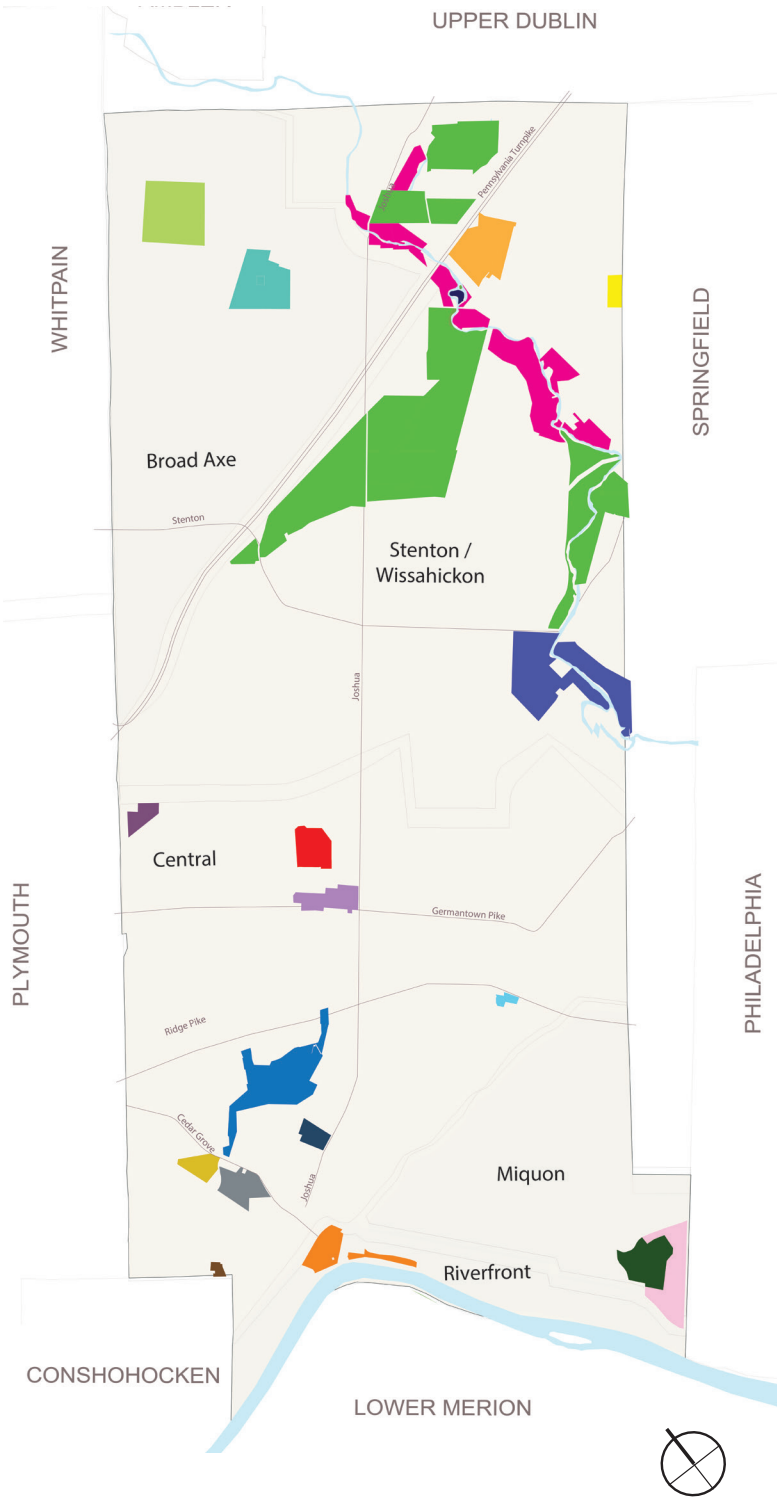
- Trail Related Recommendations
- Schuylkill River Trail (existing)
- Wissahickon Trail (existing)
- Wissahickon Trail (proposed)
- Cross Country Trail (existing)
- Cross Country Trail (proposed)
- Fort Washington Trail
- Fort Washington Trail (Cross Country Extension)
- Miracle-Nature Trail (proposed)
- Other Trails

Adapted from the 2006 *Open Space Plan* Proposed Trails Map

State and Municipal Parks

Whitemarsh is defined by its abundant parks and open space. Whitemarsh has over 600 acres of passive parkland, mainly situated in the northeastern portion of the Township. Whitemarsh owns approximately 117 acres of dedicated parkland.

In addition to the State and Municipal Parks there are a number of designated open spaces and preserved lands such as Willow Lake Farm, Erdenheim Farm, and Gambone Property.



Legend Park (Controlling Entity)

- Spring Mill Park (Montgomery County)
- Fairmount Park Commission(City of Philadelphia)
- Leeland Park (Whitemarsh Township)
- Kline Park (Whitemarsh Township)
- Cedar Grove Park (Whitemarsh Township)
- Miles Park (Whitemarsh Township)
- McCarthy Park and Victory Fields (Whitemarsh Township)
- Fort Washington State Park (State)
- Mather's Mill (State)
- The Highlands Mansion & Gardens (State)
- Hope Lodge (State)
- Wissahickon Valley Park (Montgomery County)
- Valley Green Park (Whitemarsh Township)
- East 33 Parcel (Whitemarsh Township)
- Koontz Park (Whitemarsh Township)
- Wells Street Open Space (Whitemarsh Township)
- Gateway Open Space Park at Cold Point (Whitemarsh Towns
- Willow Lake Farm (Wissahickon Valley Watershed Association)
- Erdenheim Farm (Whitemarsh Township/Whitemarsh Foundation)
- Joshua Knoll (Whitemarsh Township)

Infrastructure

The 5 and 10 Year Growth Areas Within Public Sewer Service Areas Map, as a part of the Sewerage Facilities Plan Update January 2005, has been reviewed and considered in the drafting of the Selective Comprehensive Plan Update.

Traffic Volumes

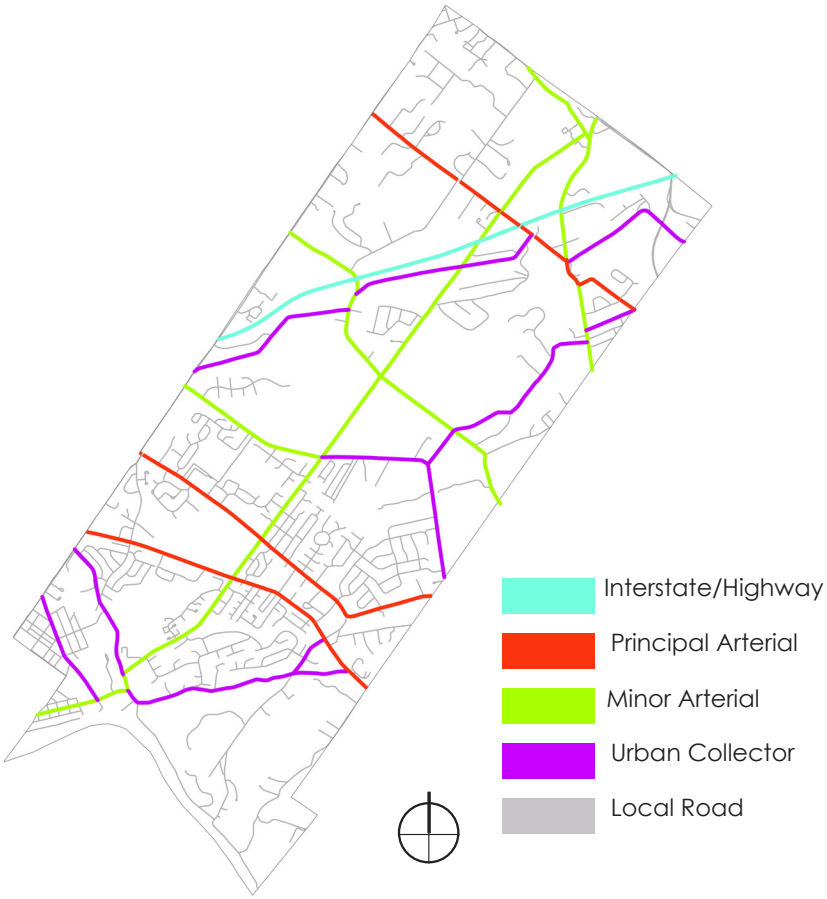
The Pennsylvania Department of Transportation provides traffic volume data indicated as Average Annual Daily Traffic (AADT). AADT measures how busy a roadway is by dividing the total volume of vehicular traffic for 1 year by 365 days to determine the average level of daily traffic along a particular roadway segment. The most recent data is provided for major roadways within the Township.

Traffic volumes are relatively high on arterial roadways, particularly Ridge Pike, Germantown Pike, and Bethlehem Pike. Residents noted throughout the planning process that traffic volumes were a concern.

Transportation Systems

The transportation system within Whitemarsh is comprised of a hierarchy of roadway classifications including interstates, principal and minor arterials, urban collectors and local roads. Interstate 276, otherwise known as the Pennsylvania Turnpike, traverses the Township traveling northeast and connects to the New Jersey Turnpike.

Principal arterials include East Skippack Pike, Germantown Pike and Ridge Pike. Joshua Road is a minor arterial that travels in the north-south direction throughout the Township.



Vision, Goals, and Policies

Overview

A Comprehensive Plan ties together broad ideas and specific activities that will help achieve Whitemarsh Township's short- and long-term vision. This chapter includes a vision statement, goals, and policies, developed with feedback from the Steering Committee and members of the community. Goals, policies, and actions comprise the overall framework that guides implementation of the Comprehensive Plan Update as well as future land use and funding decisions.

The components of this policy framework are described below:

- The **Vision** is a general statement about the future condition or state of the community.
- **Goals** are overarching statements that describe the direction Whitemarsh wants to go and are used as a basis for Township-wide planning policy.
- **Policies** are statements of specific direction that expand on the goals and guide decisions that affect the built and natural environment of the Township as a whole, as well as specific parcels.
- **Actions** are specific items that should be implemented in order to carry out the Plan's goals and policies (See Section 5: Implementation Strategy).

COMPONENTS OF THE POLICY FRAMEWORK

Vision

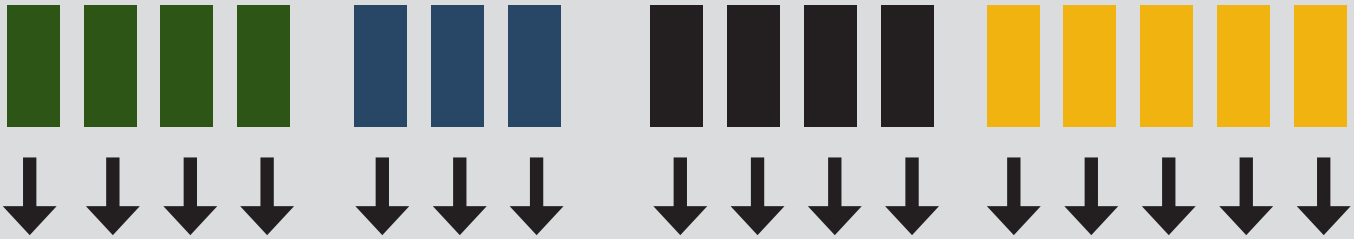
The basis for the policy framework and lays the groundwork for Whitemarsh Township's future.

Goals

The Township's desired future direction that form the organizational framework and basis for policies.

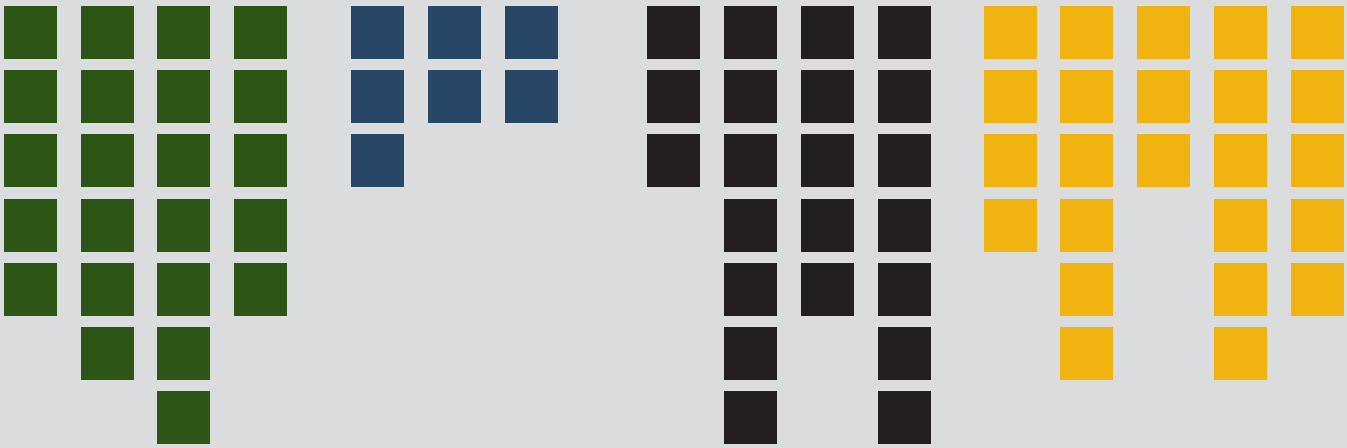
Policies

Larger themes that guide decision-making to carry out the goals.



Actions

Specific recommendations to be undertaken by the Township and its partners to achieve the overarching goals of the Whitemarsh community.



Vision

The foundation for the Whitemarsh Township Selective Comprehensive Plan Update is a vision statement, as it informs each of the goals, policies, and actions. As part of this plan update, the vision was reviewed and refined based on input from the Steering Committee as well as residents and stakeholders who attended the public visioning session.

Whitemarsh Township boasts a unique combination of small town character and urban amenities. Whitemarsh will continue to celebrate our natural beauty and heritage, while encouraging thoughtful growth that promotes vibrancy, diversity and walkability, resulting in welcoming neighborhoods, active mixed-use corridors and connected open spaces.

Goals

Four key goals form the organizational framework and basis for policies and actions. These were identified based on key themes which emerged through outreach with the Township, stakeholders and larger community.

- **Land Use - Maintain and enhance Whitemarsh's character and quality of life by managing future growth and development.**

- **Housing - Encourage diversification of housing stock that will meet the needs of existing and future residents, while preserving the character and value of existing neighborhoods.**

- **Circulation - Develop a balanced and efficient transportation system that provides choices, supports the Township's land use goals, protects neighborhoods from adverse transportation impacts, and reinforces livability.**

- **Quality of Life - Promote healthy living opportunities and preserve the Township's unique sense of place through open space preservation and sustainable development practices.**

Policies

The policies and actions that follow provide focused direction for carrying out the overarching goals of this Plan. Policies are larger themes that guide decision-making while actions are specific activities that should be implemented to effectuate these policies. Actions are found in the Implementation Strategy starting on page 39 of this document.

Land Use

Policy #1 – Land Use and Zoning: Use the Township's future land use to guide development, including the placement and mix of uses.

Policy #2 – Commercial Development: Ensure commercial development contributes to the Township's community character through high-quality design that accommodates all modes of transportation and creates a sense of place.

Policy #3 – Viewsheds and Natural Resources: Protect and enhance Whitemarsh's viewsheds and natural resources.

Policy #4 – Historic Preservation: Protect and enhance Whitemarsh's historic and cultural resources.

Housing

Policy #1 – Infill Residential Development: Ensure that infill residential development is compatible with surrounding housing stock and land uses.

Policy #2 – Housing Diversification: Promote neighborhoods that allow a diverse mix of residents and housing types, and respond to changing lifestyle preferences and market trends.

Policy #3 – New Residential Development: Ensure zoning is adequately addressing residential build-out in the community so as to limit negative impacts on the Township, including safety, walkability, and traffic.

Circulation

Policy #1 – Roadway System: Maintain and improve the Township's roadway system to be consistent with the future land use map, ensuring safe connections and routes for multiple transportation needs.

Policy #2 – Complete Streets: Develop and implement a Complete Streets policy.

Policy #3 – Streetscape Amenities: Install unique amenities and implement programs to support multi-modal transportation.

Policy #4 – Pedestrian/Bicycle Connectivity and Trail Network: Build upon the existing trail, path, and sidewalk network to create an uninterrupted system throughout the Township. Develop and implement a long-term plan for bicycle use that meets the needs of all users, including recreational cyclists, families, and commuters.

Quality of Life

Policy #1 – Open Space Network: Preserve, maintain, and expand the Township's extensive network of open spaces,consistent with the Township's Open Space Plan dated 2006, as amended.

Policy #2 – Parks and Recreation Programming and Facilities: Monitor needs and expand park and recreation facilities and programming as necessary.

Policy #3 – Open Space Preservation: Preserve unprotected green spaces in the Township, including existing golf courses.

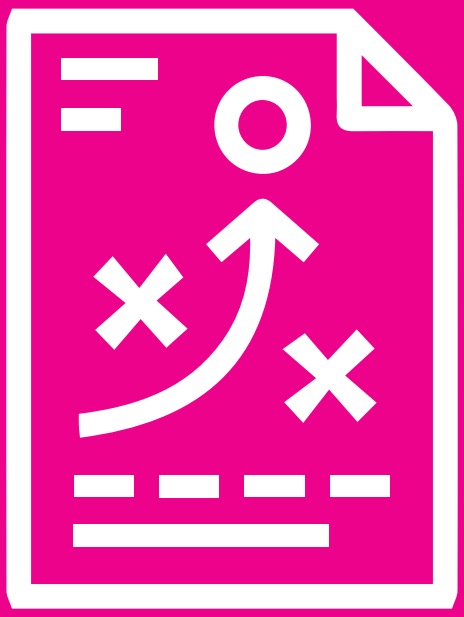
Policy #4 – Sustainable Design and Environmental Stewardship: Support renewable energy methods and sustainable design elements to prevent environmental degradation and create environments that are livable, safe and diverse.

Policy #5 – Branding and Identity: Continue to promote the Township, its open space, parks, and trail facilities to residents and visitors.

The Future Land Use Plan provides a

of the community's vision for future growth, protection, preservation and development.

The Future Land Use Plan provides the framework for future policy and zoning updates.



Future Land Use Plan

Overview

Land use is a vital component of Whitemarsh's Comprehensive Plan Update. The Future Land Use Plan defines the manner in which land is desired to be utilized over the course of the next 10 years.

The intent of the Future Land use Plan is to:

- Visually depict the principles of the Comprehensive Plan
- Depict areas appropriate for development and conservation
- Prioritize community-wide desires
- Inform future zoning and land developments to ensure predictability

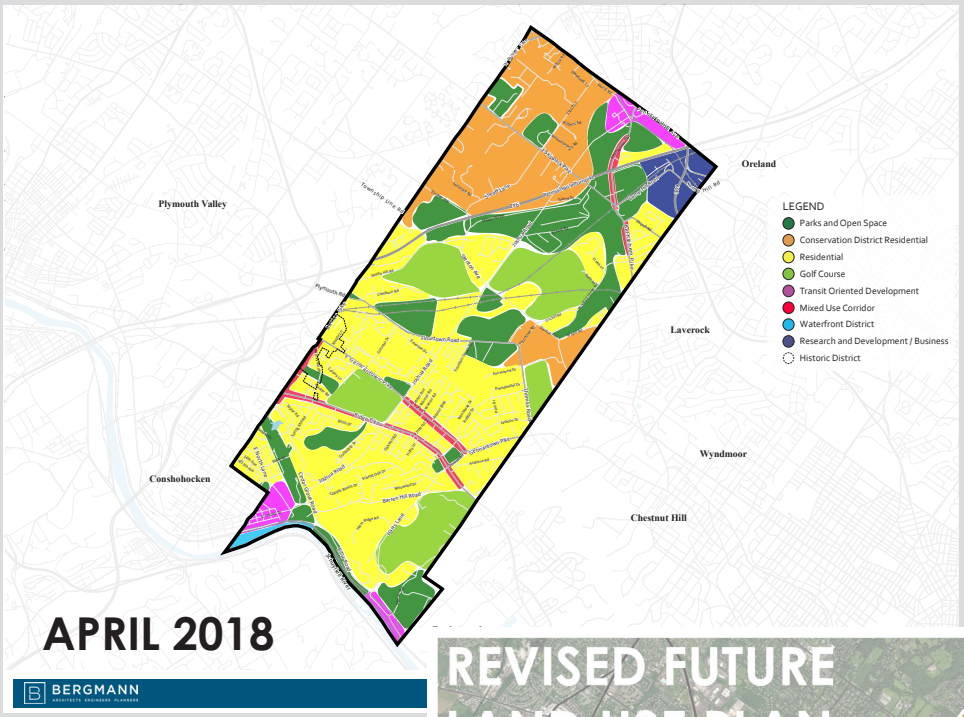
A Future Land Use Plan...

- Is **NOT** regulatory - it is the basis for updating zoning, but it does not actually control land and property use in the Township;
- Does **NOT** define specific properties, zoning classifications, permitted uses, and requirements. This is a function of a zoning ordinance.

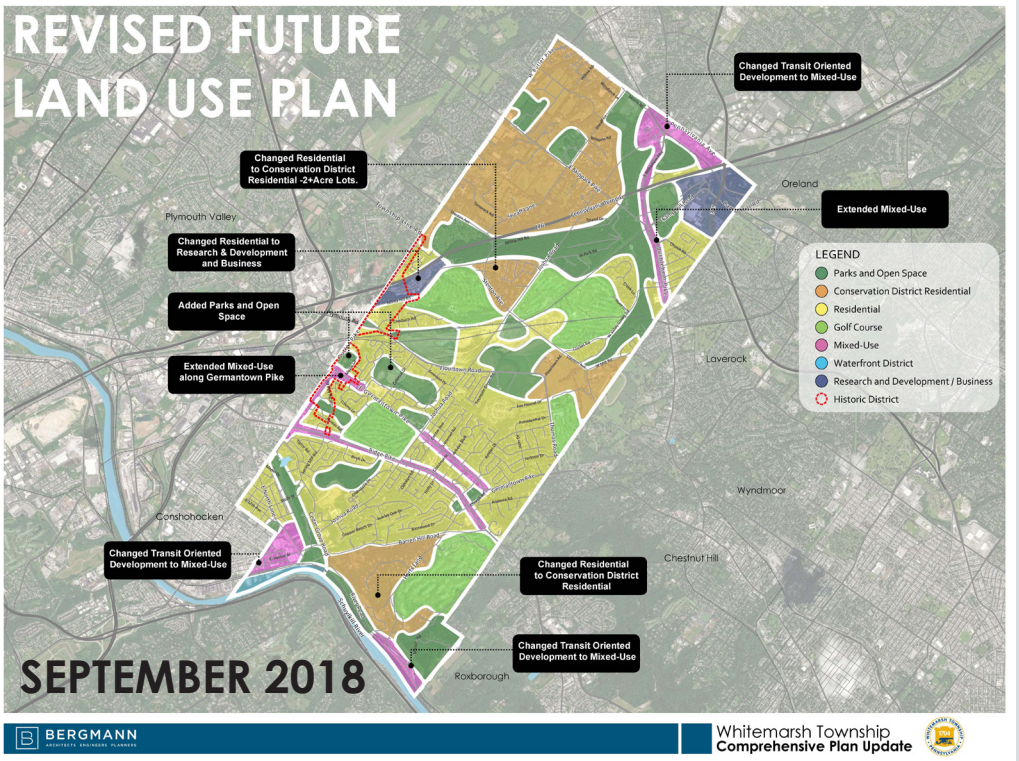
While zoning and land use regulations are tied to specific parcels of land, the Future Land Use Plan is intentionally kept undefined as it is a general expression of the land use vision. The Future Land Use Plan should serve as the basis for Whitemarsh Township to update its zoning ordinance, but the refinement of district boundaries, identification of specific permitted uses, and the accompanying regulations are a function of a zoning code update.

WHAT WE'VE HEARD FROM THE COMMUNITY

The 2028 Future Land Use Plan for Whitemarsh Township was created and modified with input from the Steering Committee as well as citizens at public meetings. The final plan includes additional designated parks and open space, expanded conservation district residential areas and defines targeted mixed-use nodes and corridors.

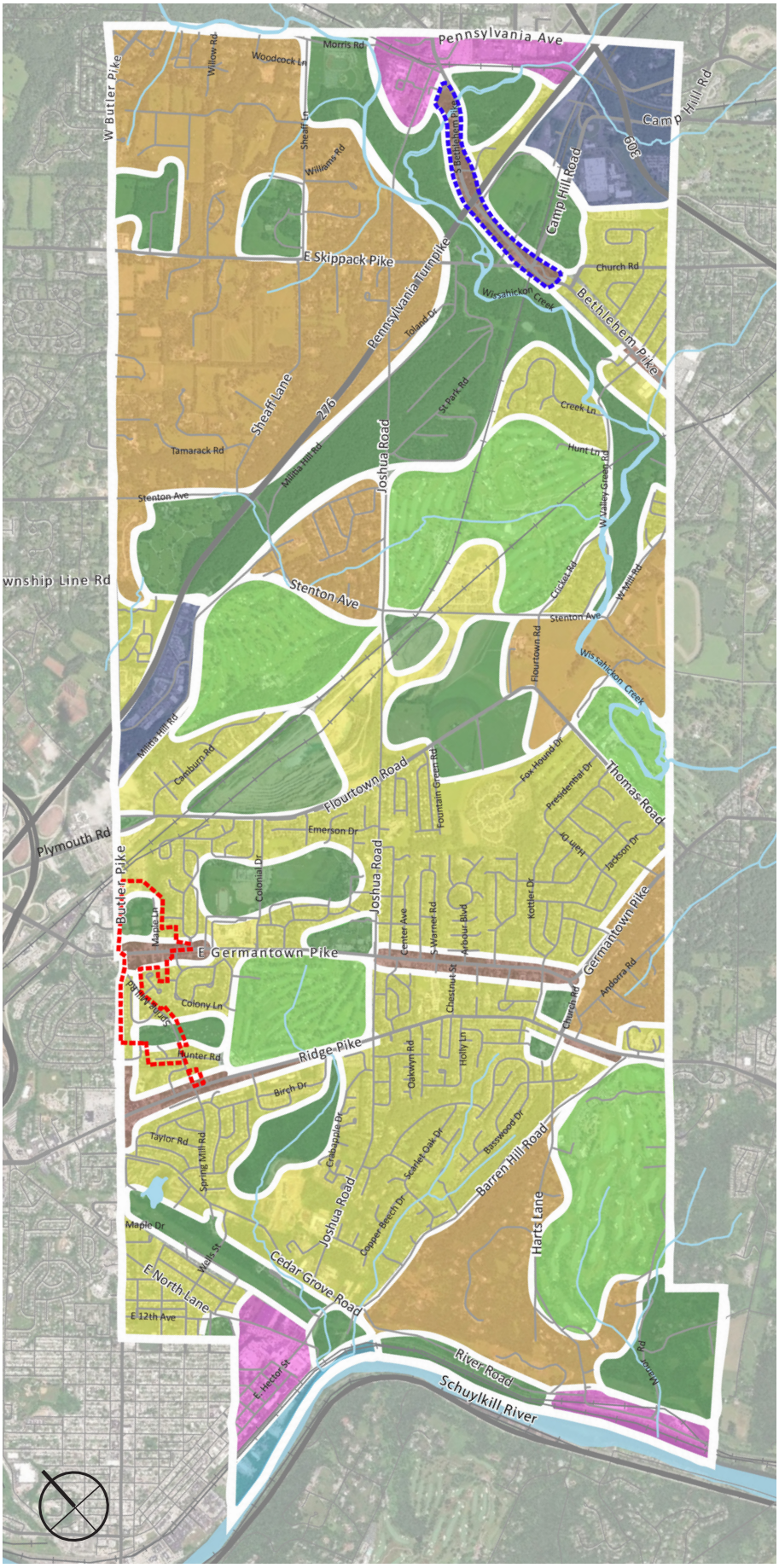


The Future Land Use Plan was presented to the community during Public Meeting #2 in April 2018. The attendees were asked to provide their input and specify locations of desired land uses throughout the Township.



After the Public Meeting the Steering Committee met to discuss the community's comments and made 9 revisions to the Future Land Use Plan. The Revised FLUP was presented to the community at Public Meeting #3 in September 2018.

2028 Future Land Use Plan for Whitemarsh Township



LEGEND

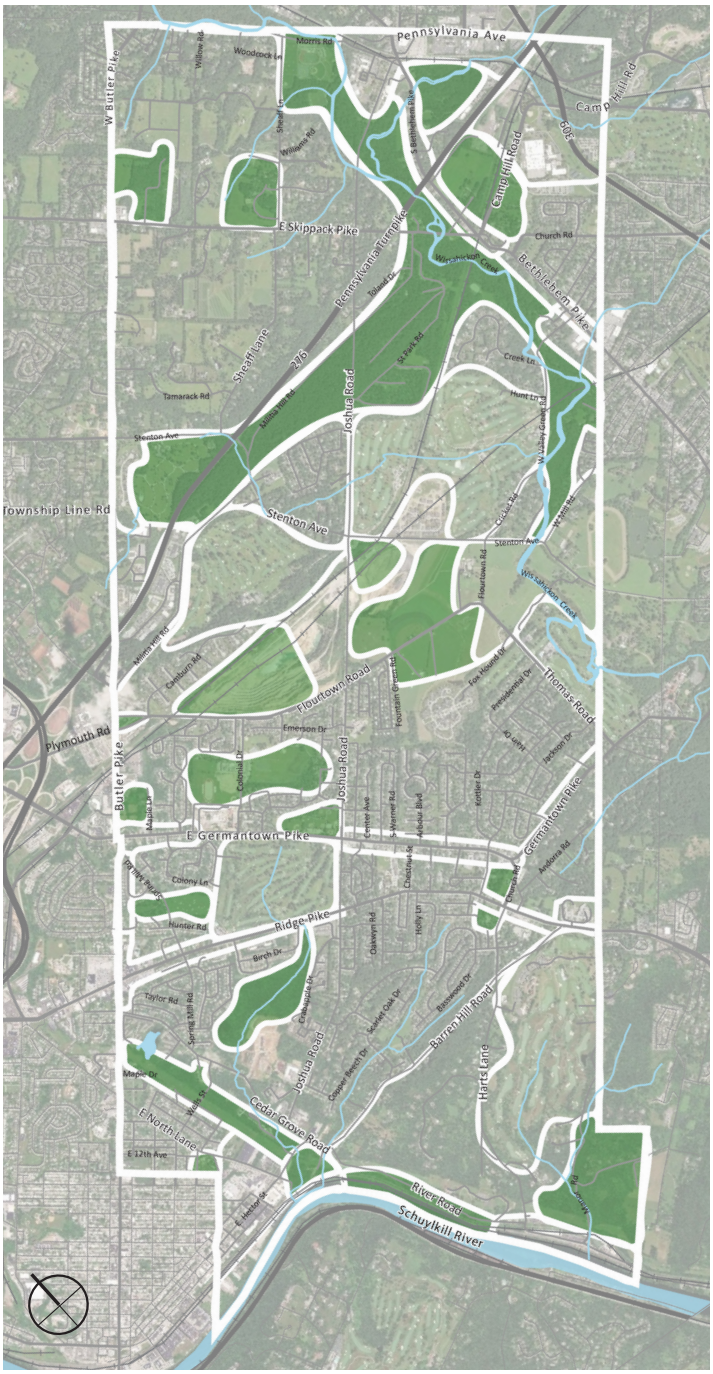
- Parks and Open Space
- Conservation District Residential
- Residential
- Golf Course
- Mixed-Use Corridor
- Mixed-Use Node
- Waterfront District
- Research and Development / Business
- Historic District
- Historic Overlay

Character Areas

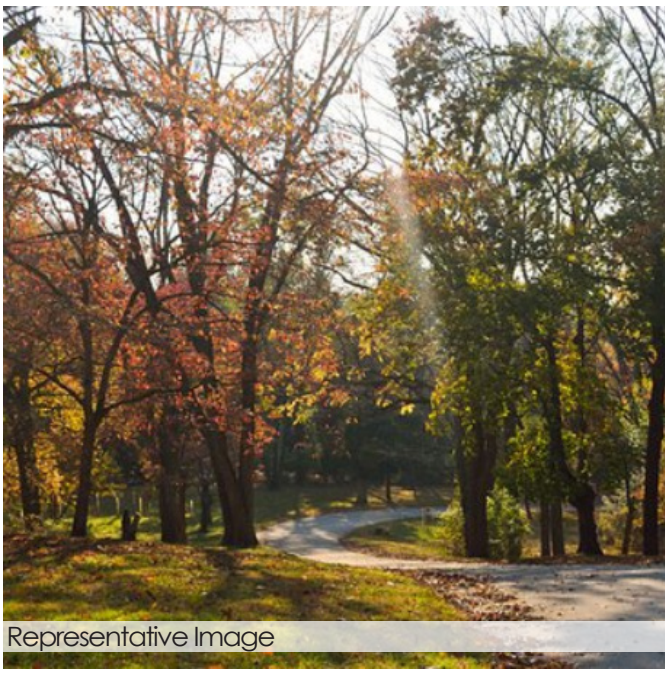
The Future Land Use Plan identifies where specific development patterns and types are most appropriate, these are called Character Areas. These character areas are used to convey an overall vision for the future of the Township over the next ten years. The Character Areas for the Whitemarsh Future Land Use Plan include, Parks and Open Space; Conservation District Residential; Residential; Golf Course; Mixed Use Nodes; Mixed Use Corridors;Waterfront District; and Research and Development/ Business.

Parks and Open Space

These areas are defined by existing parkland and open space areas that the Township seeks to preserve and protect.



The Parks and Open Space character area is defined by existing state and municipal parkland such as Miles Park and Fort Washington State Park. Other areas include land preserved by non-profit organizations, open space that is part of the former quarry site, and designated open space areas set aside as part of larger development projects.

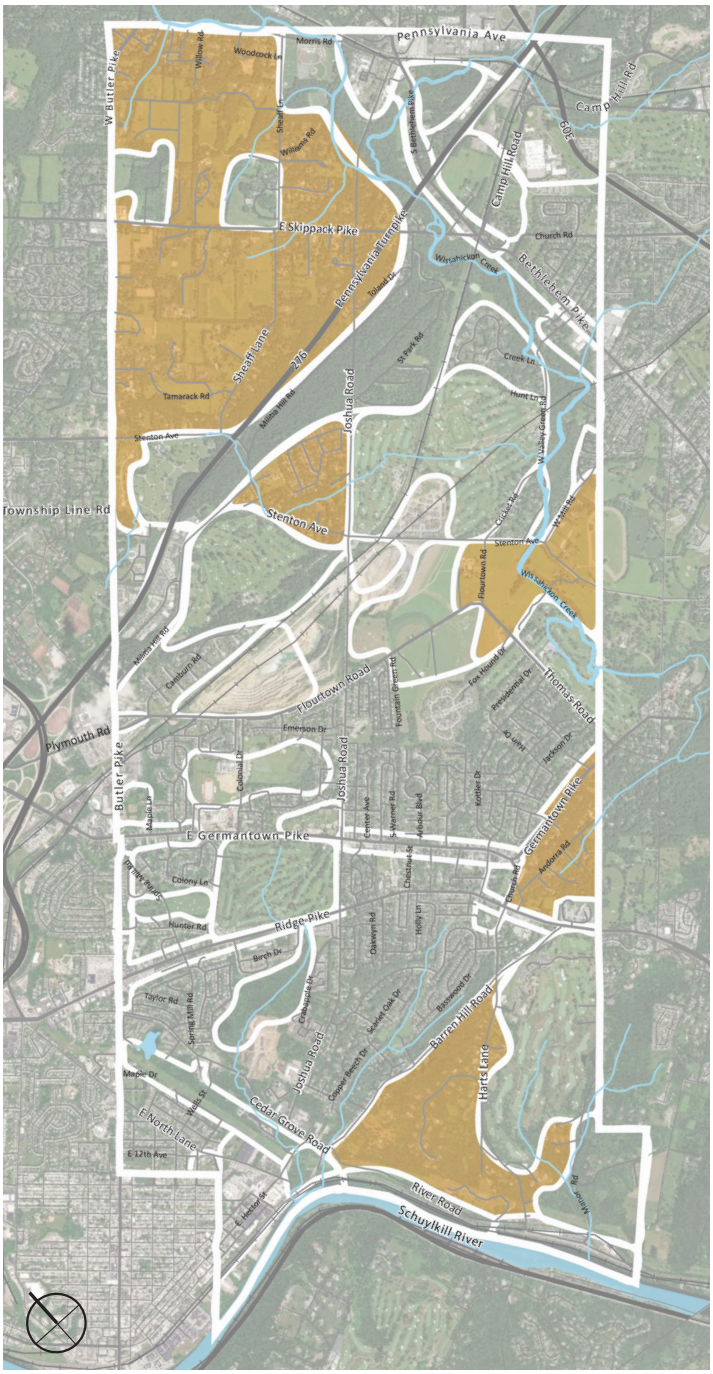

Representative Image

POSSIBLE LAND USES

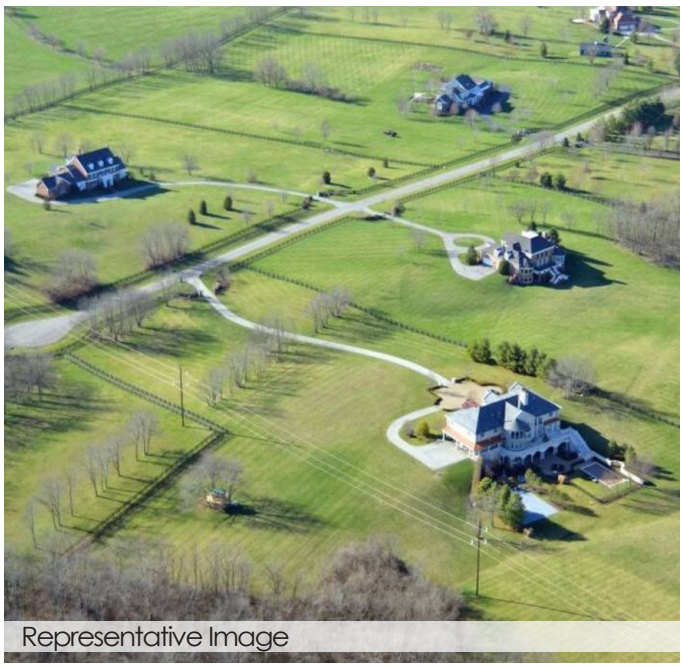
- Parks
- Conservation Areas
- Undeveloped Natural Areas
- Agricultural Land

Conservation District Residential

The intent of this character area is to facilitate residential development that retains open space and larger lot sizes to prevent parcels from being over-developed by future subdividing. These areas balance residential with open space preservation.



The Conservation District Residential (CDR) character area includes land where privately owned open space is encouraged to be preserved due to important viewsheds, natural features and environmental characteristics. The areas identified as CDR are in the north corner of the Township, just south of Fort Washington State Park and an area south of Barren Hill Road and west of Harts Lane and Manor Road adjacent to The ACE Club.

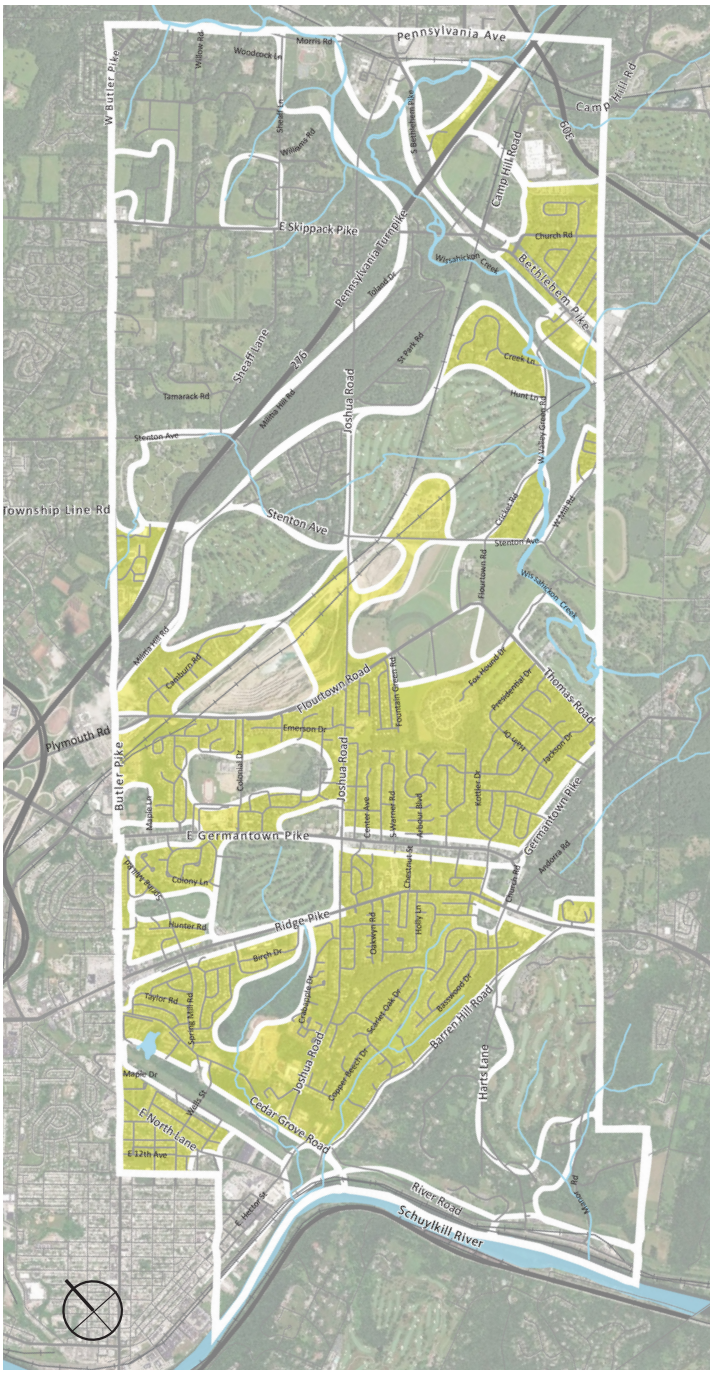

Representative Image

POSSIBLE LAND USES

- Open Space
- Large Lot Residential
- Cluster Residential

Residential

These areas include all residential development in the Township not part of the CDR character area, including low, medium, and high density developments.



Residential areas are concentrated south of the Pennsylvania Turnpike and Fort Washington State Park and north of Cedar Grove Road and Barren Hill Road. The Residential areas are bisected by Germantown Pike and Ridge Pike and surround islands of parks, open spaces and golf courses. The majority of residential areas include existing development or planned residential development. Specific bulk and use regulations for various residential types should be confirmed through the zoning process.

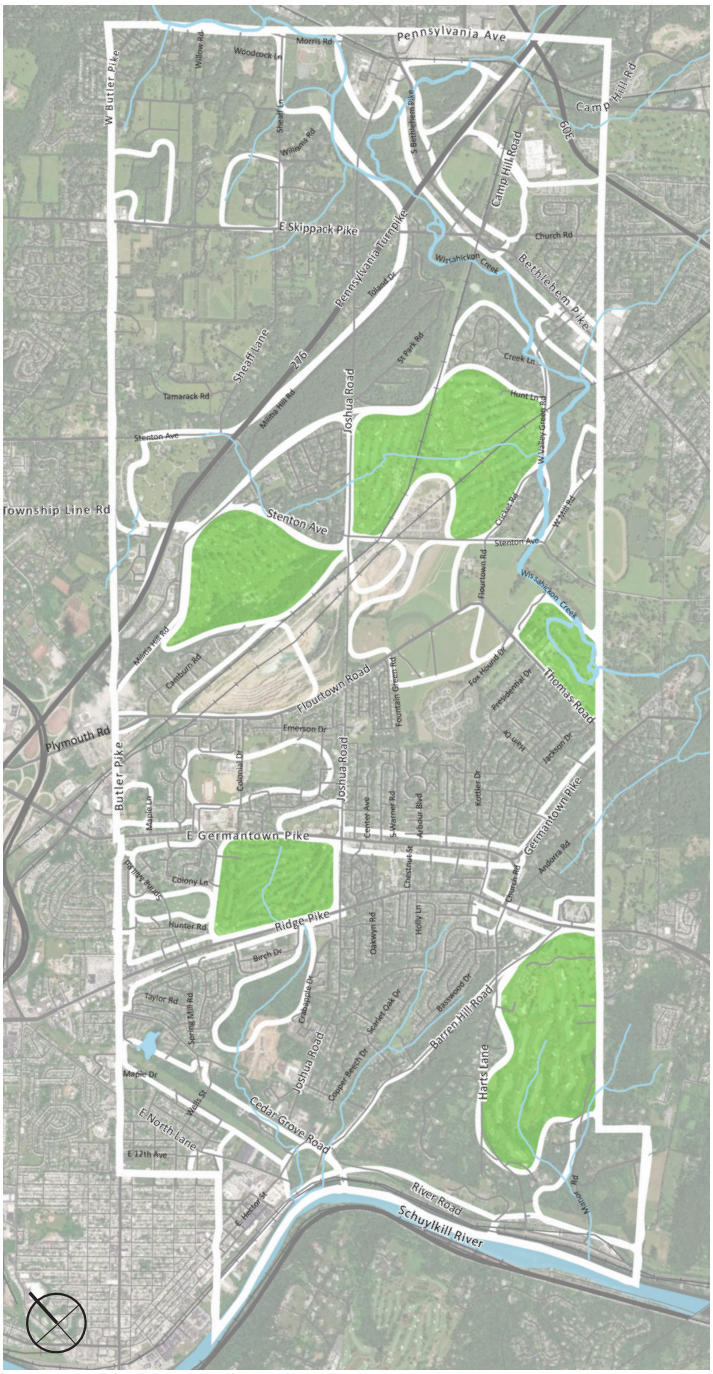
Representative Image

POSSIBLE LAND USES

- Detached single family homes
- Carriage homes
- Town homes
- Condos
- Apartments

Golf Course

These areas represent existing golf courses that are desired to be retained, recognizing both their recreational and open space value. If these areas do change use, they should be redeveloped in such a way to preserve as much green space and viewsheds to the extent possible.



There are five golf courses in Whitemarsh Township south of the Pennsylvania Turnpike and Fort Washington State Park. The golf courses provide natural open spaces and viewsheds which are cherished by Whitemarsh residents.

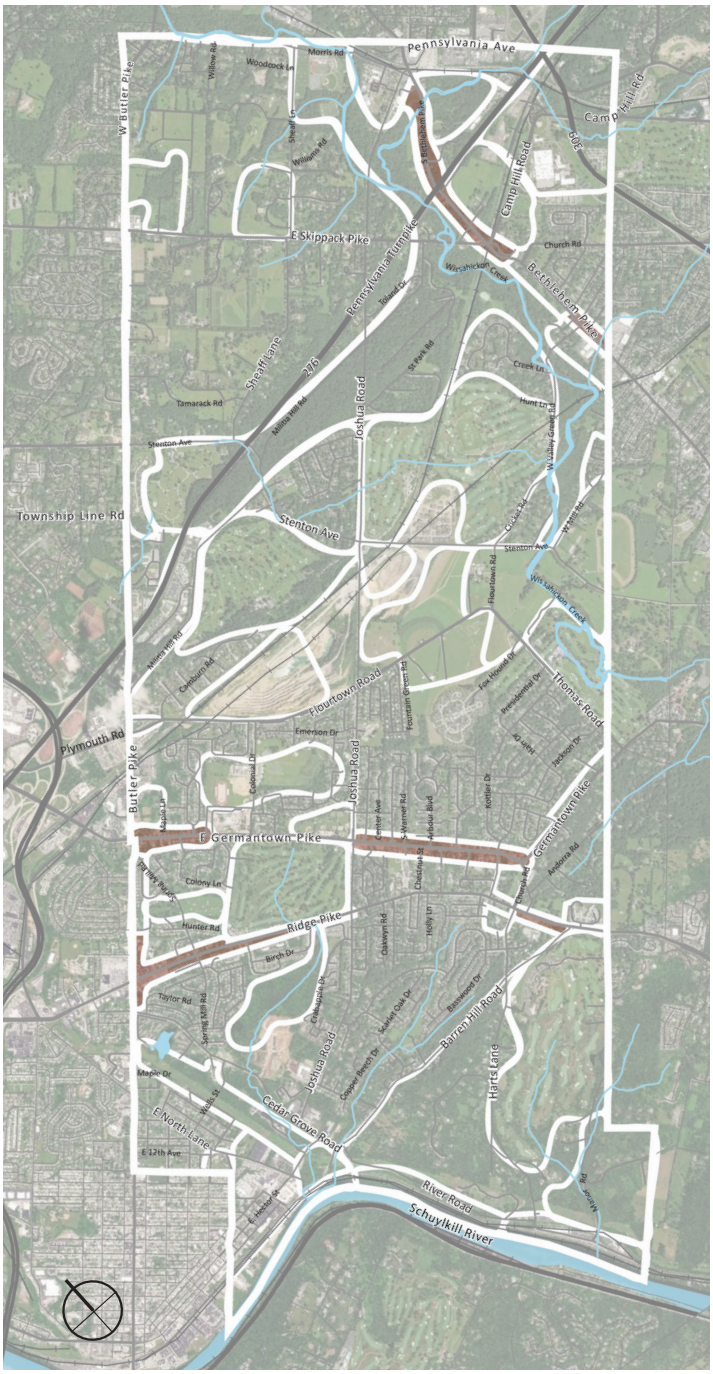
Existing Viewshed

POSSIBLE LAND USES

- Golf course
- Redevelopment that preserves open space

Mixed-Use Corridor

These areas are envisioned for small-scale mixed use development. These developments may convert residential structures to low impact non-residential use or mixed use, and may be subject to additional design guidelines.



The Mixed-Use Corridor character areas are located along existing commercial corridors, where mixed use development is desirable. These areas are shown in the northwest quadrant along Bethlehem Pike; in central portion of the Township along Germantown Pike and Ridge Pike.

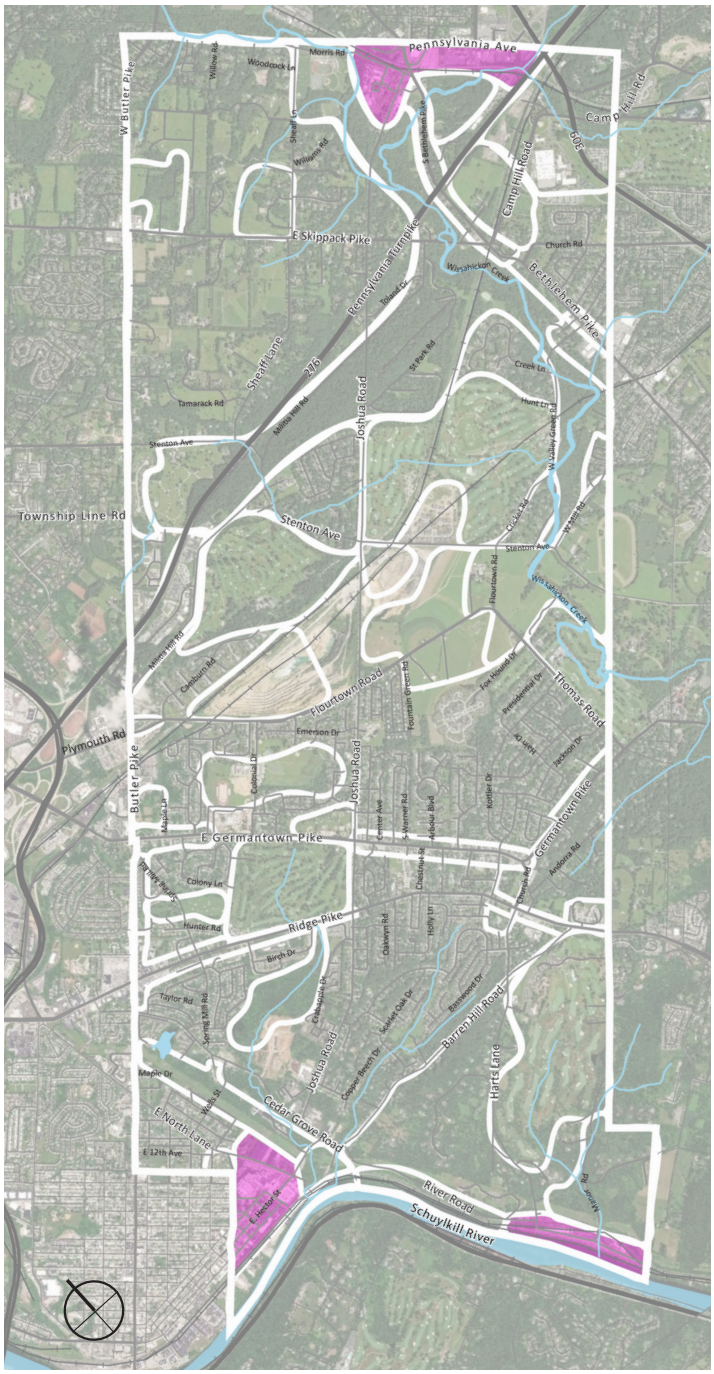
Representative Image

POSSIBLE LAND USES

- Small-scale, mixed use development
- Human-scaled building design
- Emphasis on connectivity and mobility, compact, traditional buildings
- High-density, walkable development
- Public Spaces

Mixed-Use Node

These areas are clearly and tightly defined nodes accommodating a mix of complementary uses that is optimized for dense development patterns and access to multi-modal transit opportunities.



The Mixed-Use Node character areas are located along existing commercial corridors, at regional rail stations and nodes where expanded mixed use development is desirable. Each Mixed Use Node is associated with a regional rail station. The Fort Washington Rail Station is in the area in the northwest quadrant along Pennsylvania Ave, the Spring Mill Rail Station is in the southwest corner adjacent to Conshohocken and the Miquon Rail Station is located in the southeast corner of the Township along River Road.

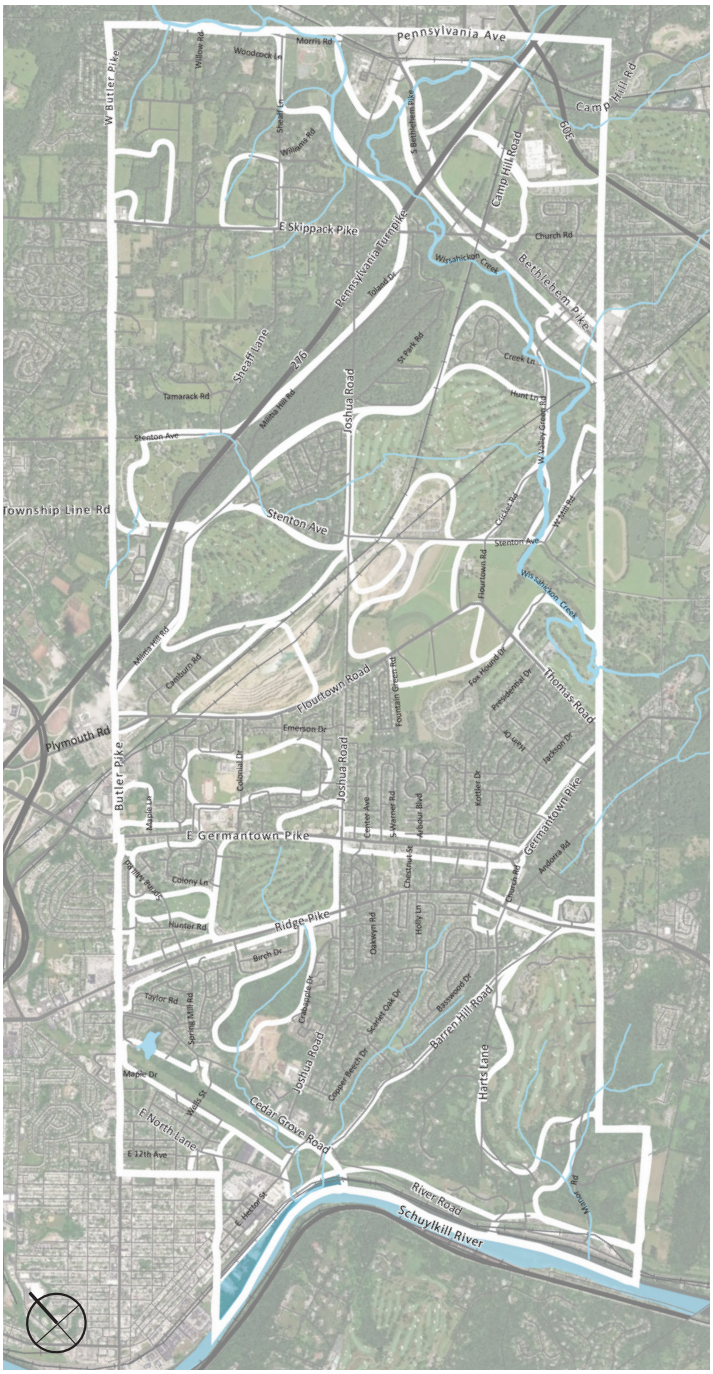
Representative Image

POSSIBLE LAND USES

- Mixed use development, including but not limited to retail, restaurants, housing, office and services
- Public Spaces and associated amenities

Waterfront District

This area envisions development that is consistent with the Township's Riverfront Plan, including public access to the river.



The Waterfront District is located in the south tip of Whitemarsh Township south of the railroad tracks along the Schuylkill River. This character area location is consistent with the area studied as part of the 2016 Riverfront Plan.

Representative Image

POSSIBLE LAND USES

- High-density development consistent with the vision in the Riverfront Plan
- Public uses

Waterfront District (continued)

Future Use of Land in the Waterfront Character Area

The 2016 Riverfront Plan that addressed waterfront lands in Conshohocken and Whitemarsh, identified a future vision for lands within the Waterfront Character Area as identified in this Comprehensive Plan Update. The Riverfront Plan expressed six clear goals for waterfront lands within both Whitemarsh and Conshohocken:

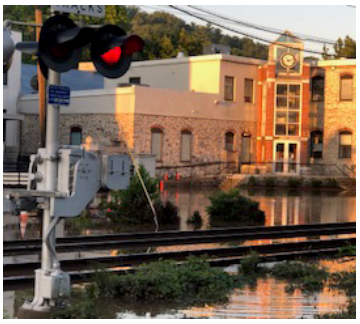
Goal 1: Improve Access to the Riverfront
Goal 2: Connect Our Trails
Goal 3: Make Our Riverfront a Destination
Goal 4: Meet Our Recreation & Open Space Needs
Goal 5: Provide Opportunities for Economic Development
Goal 6: Incorporate Sustainable Initiatives

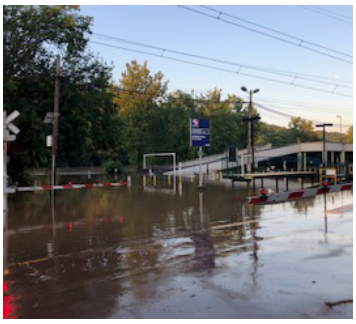
The overarching concepts within the Riverfront Plan, specific to Whitemarsh, emphasize the importance of public access and sustainable development throughout the riverfront area, reinforcing the concept that there should be continuous public access along the Township's waterfront to allow for the creation of a continuous Schuylkill "Walking Path". A number of Primary and Secondary trailheads are also defined, including a major trailhead at Spring Mill and other value added public improvements, such as a boardwalk at Spring Mill Park. The Plan recommends future consideration of a Business Improvement District, Transit Revitalization Improvement District, and an Overlay District. As recommended in the Riverfront Plan, "proposed development in the overlay district will take comfort in relief from disharmony potentially caused by different adjacent standards" within the neighboring municipalities. Residential incentives and development standards are recommended for consideration within the Township's Zoning Code.

Flooding in the Waterfront Character Area

Flooding events associated with the rise of the Schuylkill River are becoming a more common occurrence in Whitemarsh and surrounding communities, with two of the top 5 most significant events in documented history occurring in 2014 and 2020. During these flood events water from the river inundated waterfront developments, flooded properties, and made many roads impassable. As shown in the associated images, these flood events have also impacted the Spring Mill regional rail (SEPTA) station and halted rail service as the lines themselves are also frequently under water.

Any future development along the Riverfront, or in any flood zone within the Township, must be cognizant of flood potential and identify mitigation strategies on-site to allow future uses to effectively address future flood events. A number of tools and techniques have been deployed in waterfront communities across the US. Both the Township and developers must work together to identify creative solutions when considering new development within these areas of the Township.

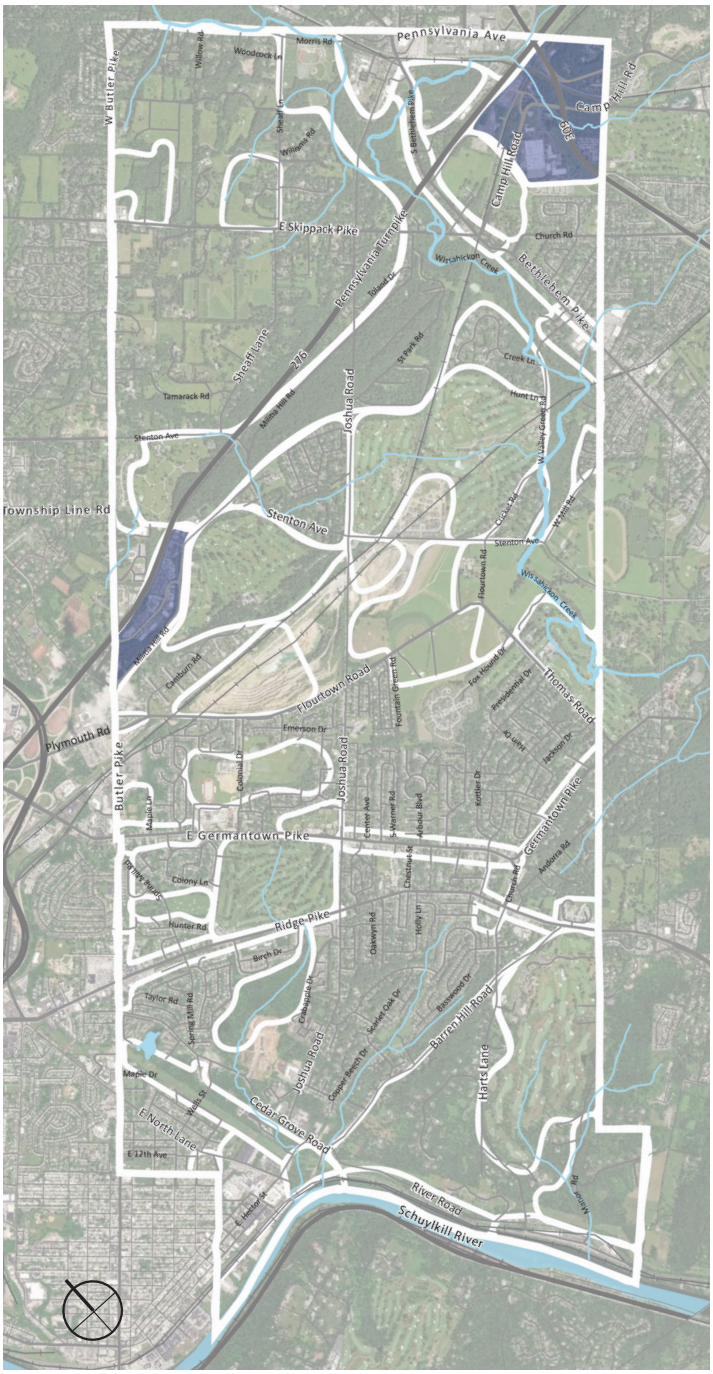




Above images from August 2020 flooding along riverfront in Whitemarsh Township

Research and Development / Business

These areas encourage employment-related uses and light industry that does not negatively impact adjacent land uses with a focus on high tech and innovation business models.



There are two areas designated as part of the Research and Development / Business character area. The first is in the far northeast corner of the Township, bisected by Camp Hill Road. The area includes Advance Design Interactive, JNA Materials and the Johnson&Johnson/McNeil Consumer Healthcare headquarters.

The second area is along the western boundary, south of the Pennsylvania Turnpike along Militia Hill Road. This area is currently home to Vector Security, Daltile Tile & Stone Gallery, and Shearon Environmental Design Company Inc.

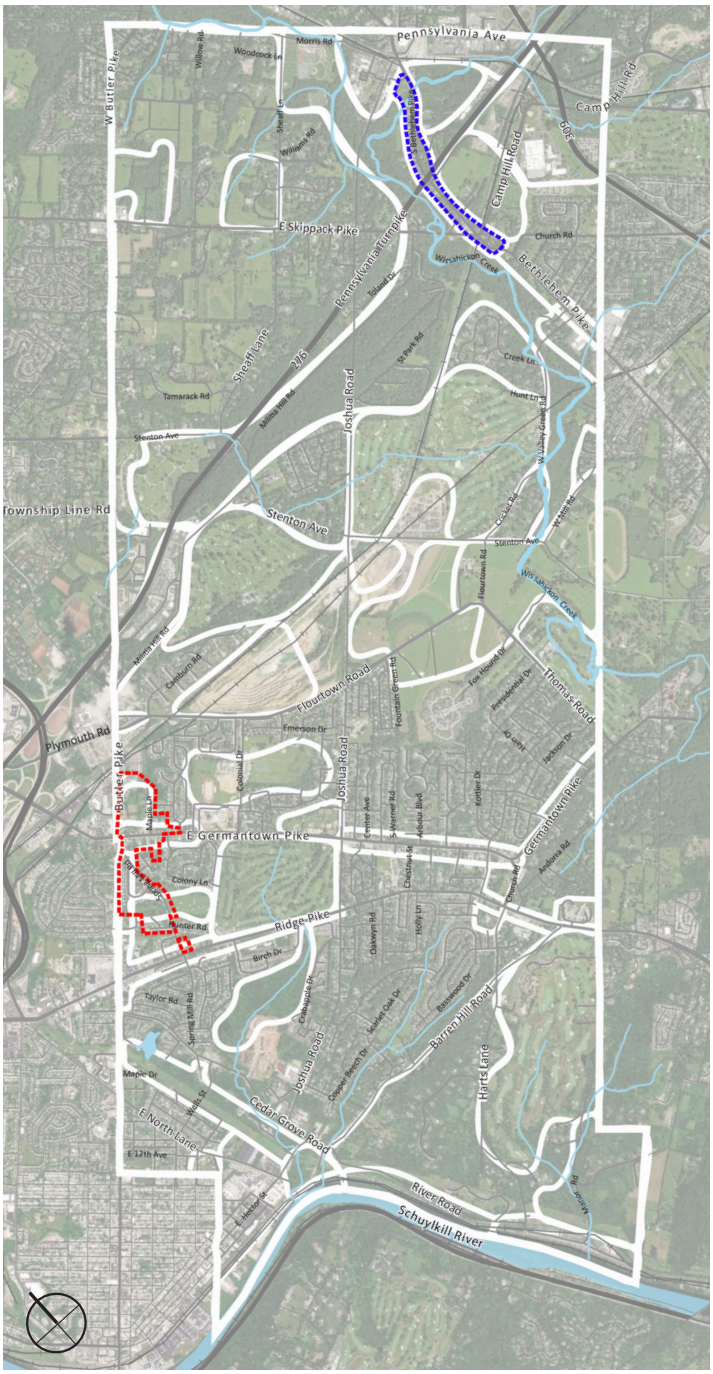
Representative Image

POSSIBLE LAND USES

- Light industrial facilities
- Business parks
- Office buildings

Historic District Overlay

These areas incorporate the restrictions of the underlying zoning for a given geographic area, with the main goal of preserving the historic character of the neighborhood.



The Plymouth Meeting Historic District is a national historic district that straddles Plymouth and Whitemarsh Townships. Historically it was an early Quaker village located on a prominent crossroad, at the intersection of Germantown Pike and Butler Pike. The Historic District is defined by a unique building character that is desired to be preserved by the community.

This is also a state-recognized historic district (An "Act 167 District") with an Historical Architectural Review Board (HARB) that advises the Board of Supervisors on the issuance of "Certificates of Appropriateness" before building permits are issued.

While not designated as an Historic District, the area dashed blue,along Bethlehem Pike, should also be recognized as an area for hightened sensitivity to its historic resources when development occurs.

Livezey House built c.1739

POSSIBLE LAND USES

- Any use consistent with underlying character area which complements the historic character of the Historic District.

Implementation Strategy

This Comprehensive Plan Update presents a series of goals, strategies and actions specific to land use, housing and related topics within Whitemarsh Township. With the absence of a clear strategy for implementing the actions and recommendations within the Plan, the Township risks having a Plan they cannot readily and actively utilize. The Comprehensive Plan Update is intended to be used by the Township Board of Supervisors, Planning Commission, staff and community members to help guide decision-making and prioritize resources – including staff and time resources, as well as monetary resources.

In order to ensure the Comprehensive Plan Update is regularly used, Township staff and the Board of Supervisors and Planning Commission should set a regular schedule to review short-term implementation activities and ensure that progress is consistently being made, as resources permit. Aside from consistently using the Plan as a guide, updating the existing Zoning Ordinance is the single most important implementation activity for the Township upon adoption of the Plan Update, as the Zoning Ordinance is the lawful and legal implementation of the Future Land Use Plan.

The Implementation Strategy introduces and outlines priority actions the Township should advance in order to address current needs and leverage existing opportunities. The Implementation Matrices on the following pages organize each of the identified actions into tables, delineating priority timeframe, planning level costs (where applicable) and primary responsible parties. The summary tables allow the Township to track their success in meeting plan objectives and will assist as the Township makes decisions regarding budget and staffing resources.

Land Use

Maintain and enhance Whitemarsh's character and quality of life by managing future growth and development.

Policy #1 – Land Use and Zoning

Policy #2 – Commercial Development

Policy #3 – Viewsheds and Natural Resources

Policy #4 – Historic Preservation

Policy #1 – Land Use and Zoning: Use the Township's future land use to guide development, including the placement and mix of uses.

Actions:

- Focus high density development in areas of the Township that already have adequate infrastructure to support growth and discourage the extension of public utilities into areas identified as conservation areas, consistent with the Future Land Use Plan. Update Zoning Ordinance and Map as appropriate.
- Focus any new commercial and mixed-use development within and near established commercial areas. Update Zoning Ordinance and Map as appropriate.
- Ensure existing codes are effectively enforced.
- Review and update the Township Zoning Ordinance to facilitate implementation of the Future Land Use Plan.
- Simplify the Zoning Code to ensure that it is user-friendly, understandable, consistent and eliminates conflicts.

SMART GROWTH

Smart growth encourages the preservation of the natural and built environment by discouraging development on open space and farmland. By directing future growth toward those areas already supplied by existing infrastructure, environmental effects of development will be mitigated.

Smart growth also encourages:

- **A MIX OF USES**
- **COMPACT DESIGN**
- **STRONG SENSE OF PLACE**
- **COST EFFECTIVENESS**

WHAT IS FORM-BASED CODE?

Form-based codes foster predictable built results and a high quality public realm by using physical form (rather than separation of uses) as the organizing principle for regulating development.

Form-based codes are an alternative to conventional zoning and are adopted as regulations, not guidelines. A form-based code uses the desired physical form instead of land use as the organizing principle for the overall code.

The terms used to define zones and the building and site standards tie back to the intended physical form, which may include a mix of uses and building types that create a vibrant walkable downtown core.

Example of a pedestrian friendly downtown streetscape

Whitemarsh Township may consider utilizing a Form-Based approach for targeted areas in the Township where the character of the built environment is highest priority, for example in the Mixed-Use Character Area. A Form-Based Code can be combined with conventional zoning, focusing on appropriate mixed-use and commercial areas.

WHITEMARSH ZONING UPDATE CONSIDERATIONS

The Whitemarsh Township Zoning Ordinance (Chapter 116) was created in 1957 and amended in its entirety in 1981. Over the last three decades, various amendments and additions have been made, but a comprehensive and holistic update has not occurred. As part of the Comprehensive Plan Update Land Use section, the Zoning Ordinance was reviewed – at a high level - for consistency with the goals and policies of the Comprehensive Plan, as well as general observations regarding the usability and functionality of the Township's Zoning Ordinance.

Based on this high level review, the following considerations were identified which should be further evaluated as the Township moves forward with future zoning amendments and update efforts. A comprehensive overview is recommended to address organizational issues, eliminate contradictions, ensure the Ordinance address best management practices and is modernized to account for current conditions and considerations.

- **Update Definitions.** Definitions should be updated and expanded consistent with today's best management practices and to ensure they meet the vision of the Township. New definitions for land uses not envisioned in the 1980's may be warranted, such as micro-brewery and mixed-use. Other definitions, such as Tourist Home, may be removed or renamed because they are no longer applicable.
- **Update Districts.** The existing Zoning Map includes over 20 zoning districts, adding unnecessary complexity to land use planning. Through effective bulk and use standards and supplemental regulations, the Township should consider reducing existing districts, particularly where differences between districts are subtle. Reduced districts will improve usability and make project reviews easier and more efficient for Township staff. Districts should be consistent with the general character and vision represented on the Future Land Use Plan.
- **Review Effectiveness of the Conservation Design Overlay District (Article XXXVI).** Although a thorough review of all overlay districts is recommended, a particular focus should be on the organization, structure and requirements of the CDOD. This overlay should be redrafted to clarify intent, streamline requirements to achieve intent and clearly define process, procedures and approvals.
- **General Modernization and Updates to Permitted Uses, Bulk and Use Standards and Regulations**. In general, all use regulations should be carefully reviewed for updates to achieve the goals and objectives of the Township from a design character and aesthetic perspective. For example, front setbacks should be reduced (with a maximum enforced) where commercial nodes with strong pedestrian connectivity are desired. Parking regulations should also be reviewed to ensure they do not prohibit or make impractical desired project types.
- **Other Ordinance Reviews.** The Township should complete a comprehensive review of other ordinances, related to, but not included as part of the Zoning Ordinance to ensure they are effectively meeting the goals and objectives of the Whitemarsh community. This includes environmental ordinances, such as but not limited to, Tree Protection Standards.

(CONTINUED ON NEXT PAGE)

WHITEMARSH ZONING UPDATE CONSIDERATIONS (CONTINUED)

- **Consider reorganization of the Zoning Ordinance.** The usability of the Zoning Ordinance is important to provide a clear understanding of regulations that apply to any given project or geographic area. The existing Ordinance, which has been expanded over time, does not have a clear organizational structure. Generally, a Zoning Ordinance is most effectively utilized when regulations are organized in a natural succession based on how users will need to reference them. A potential Table of Contents is provided below:

  General Provisions – This section would include introductory language, purpose and definitions which apply throughout the Ordinance.

  Zoning Districts – The organization of zoning districts should be reconsidered in order to simplify and streamline use of the document and provide all pertinent information in clear sections, including general purpose, permitted uses and associated bulk and use standards. Zoning districts may be organized by similar districts or classifications, as opposed to sprinkled throughout the Chapter. Sub-sections should be developed for each district and organized in a similar format for consistency.

  Special Overlay Districts (such as Conservation Design, Steep Slope, Riparian Corridor) - Regulations should also addressed in their own individual Articles or Sections. Overlay Districts should be reviewed to ensure the intent cannot be captured through traditional zoning requirements.

  Supplemental Regulations – This section would include provisions for any topics that apply across multiple districts where additional regulations or explanations are warranted. This may include swimming pools, waste disposal, lighting standards, adult uses, temporary structure, garage sales and off-street parking. The supplemental regulations can be extensive to address any considerations of importance to Whitemarsh Township. This would include some of the content currently in Article IV. General District Regulations.

  Signage – This section would address all aspects of signage across the Township. This is its own Article today. Modernization of this section should be considered.

  Non-Conformities – Non-conforming uses, structures, lots and parcels should be expanded to ensure it covers all pertinent instances and topics related to non-conforming uses in the Township.

  Administration and Enforcement – This Article should capture, in an organized format, the role, powers and duties of various Township positions and entities, as well as application procedures and requirements. Variances, appeals and penalties are often captured in this Article. These are located in multiple Articles today.

Policy #2 – Commercial Development:

Ensure commercial development contributes to the Township's community character through high-quality design that accommodates all modes of transportation and creates a sense of place.

Actions:

- Hold developers accountable to adopted design standards that ensure high quality design. Consider new areas where design standards are warranted.
- Install pedestrian-oriented amenities, particularly lighting, within commercial and mixed-use areas.
- Consider the creation of a community development position (similar to a Main Street Manager) to assist with business attraction, retention, marketing, and outreach.
- Implement a marketing campaign to encourage and draw businesses into the Township.
- Offer incentives to existing business owners to make improvements to their properties, to attract new tenants and fill vacancies.
- Where parking lots are located between commercial buildings and streets, require a designated pedestrian path connecting from the street or sidewalk (where applicable).

CASE STUDY | Ambler, PA

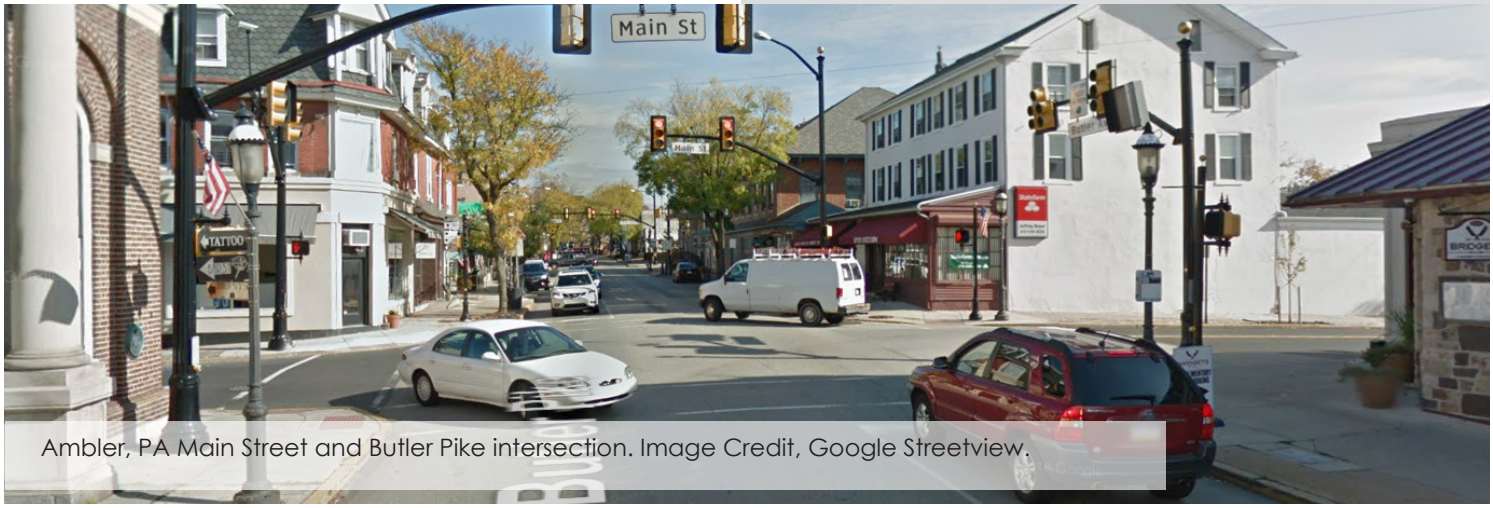
Main Street Organization

Ambler Main Street is a nonprofit organization dedicated to promoting Ambler Downtown as a social, cultural and business center offering dining, entertainment and shopping. The organization is made up of volunteers, community members and business owners. They promote amenities to residents and energize their own community, but also offer easily accessible information to visitors.

Ambler Main Street Organization has a board and a dedicated staff person (which is comparable to a Township community development position) to oversee and carry out marketing, activities and events, including but not limited to:

- community visioning and engagement;
- coordinating private development activities;
- developing and implementing programs and events;
- engaging in marketing and branding efforts; and
- recruiting businesses.

Ambler is seeing a return on their investment through increased visitation, dollars spent in their community and increased property values. For more information visit their website, http://amblermainstreet.org.



Ambler, PA Main Street and Butler Pike intersection. Image Credit, Google Streetview.

CREATING A SENSE OF PLACE

A strong sense of place is important to the health and vitality of any commercial district. Memorable places have a character, look, and feel that are unique to the community; celebrate the heritage of the place; and creates a feeling that draws people in.

Image of plaza before design standards are implemented.

Representative rendering of plaza after design standards are implemented.

What creates a sense of place?

- Vitality and human activity
- Pedestrian friendly features
- Human-scaled buildings
- A sense of safety and security
- Proportions and architectural detailing that reflect regional traditions
- Functional landscaping
- Lighting

How can design standards help?

Design standards help create a sense of place by establishing objective, measurable, and enforceable requirements for development. By establishing clear goals at the beginning of the application process, design standards can also expedite project review.

Design standards are important to ensure uniform building and site design for new development, redevelopment and building alterations, contributing to a uniform, but not cookie cutter, design aesthetic.

Design standards hold developers accountable for locally acceptable architectural designs, materials and details, as well as site infrastructure, landscaping and lighting.

GROWING GREENER

Community Health Benefits

Designing spaces for people and preserving community open space can...

Encourage people to participate in physical activities more frequently, keeping people healthy;

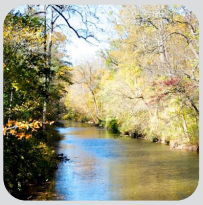
Improve people's health and state of mind and reduce stress by providing a haven from technological stimuli;

Foster the growth of community connections, partnerships and consensus for more community investment;

Generate pride in the citizenry that live in the community through preserving historic and scenic resources;

Increase home values and boost economy;

Create educational opportunities through direct contact with natural environment and cultural and historical places; and



Clean the air we breath and the water we drink by acting as a filter for many forms of pollution.

Conservation by Design

Conservation by Design is a collaborative program of the Pennsylvania Department of Conservation and Natural Resources (DCNR); the Governor's Center for Local Government Services and Natural Lands Trust.

Conservation by Design outlines strategies to manage growth while protecting natural and cultural resources for little or no public cost.

Each time a property is to be developed, Conservation by Design provides the opportunity for adding land to a community-wide network of open space. By making several small but significant changes to three municipal documents – the comprehensive plan, zoning ordinance, and subdivision and land development ordinance – Conservation by Design ensures that conservation becomes institutionalized in the development process.

According to Natural Lands Trust, this approach helps save an average of 62% of land in new developments as open space.

For More information on Growing Greener visit these websites:

https://conservationtools.org/guides/9-growing-greener-conservation-by-design
https://natlands.org/what-we-do/saving-open-space/growing-greener-communities/

ERDENHEIM FARM

As one of the few remaining large farm tracts in southeastern Pennsylvania and the only one that still remains adjacent to the city of Philadelphia, Erdenheim Farm represents a unique and extraordinary example of this area's disappearing agricultural past. As a significant green space, the Farm plays a critical environmental role, embracing a portion of the Wissahickon Creek and forming part of the greenway system.

In 1912, the Farm was purchased by George D. Widener Jr., scion of a wealthy Philadelphia family that made its money in the streetcar and railroad industries. Mr. Widener's ownership of Erdenheim Farm was distinguished by his exceptional stewardship of the property, which included maintaining its special vistas and agricultural operations as well as breeding and training thoroughbred race horses.

Upon his death in 1971, a 117-acre portion bordering Stenton Ave. and lying on either side of the Wissahickon Creek, was bequeathed to the Natural Lands Trust. And in 2006, the Whitemarsh Foundation led an effort to raise the funds necessary to purchase the remaining farmland from the Dixon estate. In 2009, the decade-long effort to preserve Erdenheim Farm was completed. Many parties contributed to this effort, including the Dixon Family and Estate, the Natural Lands Trust, the Whitemarsh Foundation, Whitemarsh Township, the Colonial School District, the Department of Conservation and Natural Resources, and the McCausland family.

Erdenheim Farm is considered the "jewel in the crown" of Whitemarsh Township. These 450 acres, with its inspiring vistas and glimpses into the life of a working farm, offer residents and passers-through alike a moment of respite and connection to simpler times.

Policy #3 – Viewsheds and Natural Resources:
Protect and enhance Whitemarsh's viewsheds and natural resources.

Actions:

- Ensure new development limits grading, preserves natural topography, and preserves ridgelines
- Implement recommendations from the 2015 Gambone Property Natural Area Stewardship Plan.
- Review adequacy of existing Shade Tree Ordinance.
- Strengthen and simplify the existing conservation district overlay, to facilitate cluster development that protects scenic and natural resources
- Develop a Scenic and Natural Resources Inventory to identify existing resources and ensure key viewsheds and natural areas are identified for future protection. Utilize the Montomery County *Natural Areas Inventory Update (2008)*, conducted by the Morris Arboretum of the University of Pennsylvania (found under Reports section on this website https://www.montcopa.org/1459/Publications) to identify potential resources.
- Review and update ordinances to ensure viewsheds, riparian corridors, hillside development standards and other environmental aspects are adequately addressed.

Policy #4 – Historic Preservation: Protect and enhance Whitemarsh's historic and cultural resources.

Actions:

- Require open space buffers, screening, or enhanced setbacks between historic properties and new development projects.
- Develop an inventory of properties listed in the National Register of Historic Places and other historic properties with architectural significance.
- Utilize the Historical Architectural Review Board (HARB) to the fullest extent possible and consider if the authority of the HARB can be expanded.
- Enforce existing Code provisions that address demolition by neglect. Explore options for more robust property maintenance enforcement.
- Pursue additional listings on the National Register of Historic Places of historic properties and sites in the township.
- Continue to preserve and protect properties in the Plymouth Meeting Historic District.
- Consider enacting an ordinance to allow for the local designation of historic properties.
- Establish design and development standards for historic properties in the Plymouth Meeting Historic District and any locally designated properties that allow for adaptive reuse. This may include provisions that allow for relief from zoning requirements such as minimum parking requirements, or impervious cover calculations, to support retention and preservation of historic properties.
- Review the boundaries of the Plymouth Meeting Historic District and consider removal of modern-day subdivisions.
- Explore ways to help owners of historic properties obtain grants to make improvements to and/or maintain their properties or tax credits.
- Consider applying for Certified Local Government Status.
- Promote an appreciation of historic resources through interpretive signage, walking or driving tours, social media, and/or brochures.

The following documents can be found in the Appendices:

Appendix B: Map of Plymouth Meeting Historic District

Appendix C: List of historic resources identified by PA State Historic Preservation Office's Cultural Resources Geographic Information System

Certified Local Government

The CLG program is administered by the Pennsylvania Historical & Museum Commission's State Historic Preservation Office (SHPO). The program encourages municipalities to develop and maintain community preservation efforts in coordination with land use planning. Participation in the CLG program allows municipalities to partner with state and federal agencies in identifying and evaluating community resources and protecting historic properties.

Benefits of the program include:

- Access to technical assistance and training.
- Ability to apply for grants to support local preservation activities.

WHAT IS A HISTORIC DISTRICT?

A historic district is defined by the National Park Service as "a significant and distinguishable entity whose components may lack individual distinction." District designation recognizes that in many cases properties are significant not primarily as individual artifacts, but as part of a larger grouping of multiple buildings, structures, objects, and landscape features.

In Pennsylvania, historic districts can be listed in the National Register of Historic Places or designated by a local government. Locally designated historic districts (such as Plymouth meeting) may require owners to receive Township approval before making exterior alterations to historic properties in the district.

Properties included on the National Register are eligible for federal and state tax credits for rehabilitation. District designation can broaden eligibility to multiple property owners at once, thus amplifying the possibility of using these incentives to promote investment and revitalization.

PRESERVING WHITEMARSH'S HISTORY

Whitemarsh can leverage economic development and tourism opportunity through historic preservation efforts.

The Farmar Mill is listed on the National Register of Historic Places.

Value of Historic Preservation

Through protecting and maintaining important structures, historic preservation strengthens the Townships's character by:

- **Preserving Historic Structures.** Historic preservation prevents locally- or nationally-important buildings and structures from being replaced by new development or from falling into disrepair.
- **Cultivating a Unique Identity.** Historic structures add character and charm to the Township, giving it a unique identity that makes Whitemarsh a place where people want to live and visit.
- **Celebrating Our Local History.** By maintaining important elements of the Township's history, preserved structures can be a source of community pride, fostering a shared, cultural identity among residents.
- **Promoting Local Tourism.** Historically-important buildings are heritage tourism destinations, attracting both visitors and investment to the community. In addition to promoting tourism spending, historic buildings increase property values, with buyers being willing to pay more for homes in historic districts.
- **Supporting Local Development.** Older and historic buildings may provide affordable and desirable space for local businesses.
- **Practicing Sustainability.** Preservation of historic buildings contributes to environmental sustainability by encouraging the continued use of existing resources.

Housing

Encourage diversification of housing stock that will meet the needs of existing and future residents, while preserving the character and value of existing neighborhoods.

Policy #1 – Infill Residential Development

Policy #2 – Housing Diversification

Policy #3 – New Residential Development

Policy #1 – Infill Residential Development:

Ensure that infill residential development is compatible with surrounding housing stock and land uses.

Actions:

- Ensure cluster regulations are effectively meeting their intended goals including the size and configuration of open space.
- Develop residential design requirements for all new housing developments to ensure high quality building design and context-sensitive site layout (promote individuality/avoid cookie-cutter appearance).

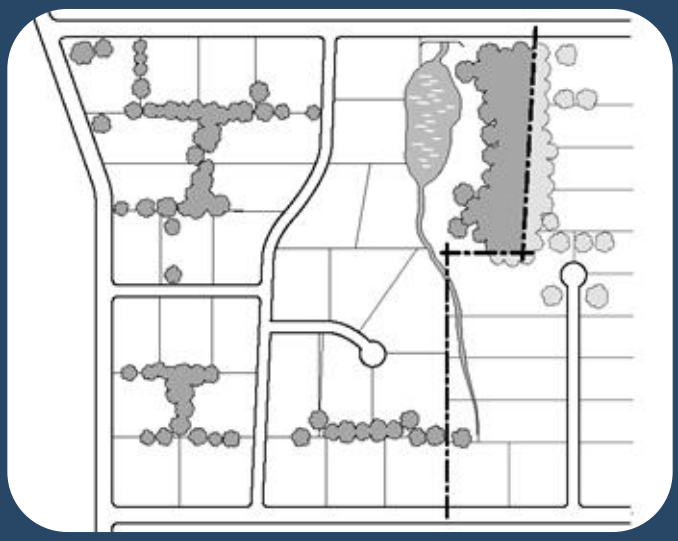
The Township's current policy regarding cluster development is captured in the Conservation Design Overlay District.

WHAT IS CLUSTER DEVELOPMENT?

Cluster development is a method of subdivision design that groups or "clusters" development to preserve open space. This space can be utilized as recreation, conservation, viewshed management, or agriculture.

This type of development provides greater flexibility to fit development to the natural characteristics of the land and preserve prime conservation land while maintaining the same level of new residential units.

TRADITIONAL SUBDIVISION



CLUSTER SUBDIVISION

Policy #2 – Housing Diversification: Promote neighborhoods that allow a diverse mix of residents and housing types, and respond to changing lifestyle preferences and market trends.

Actions:

- Update residential standards and zoning to allow for a greater variety of housing types, uses, and sizes.
- Promote inclusiveness by permitting and promoting mixed-income neighborhoods, through implementation of the above action.

Policy #3 – New Residential Development: Ensure zoning is adequately addressing residential build-out in the community so as to limit negative impacts on the Township, including safety, walkability, and traffic.

Actions:

- Ensure new neighborhoods are interconnected through greenbelts, pathways, or sidewalks to surrounding destinations.
- Require landscape buffers along roadways, associated with new residential developments, to preserve open space, forested areas and green corridors.
- Preserve key areas of the Township, including but not limited to the riverfront and existing parklands, consistent with the Future Land Use Plan and other relevant Township plans.

Attached single family residential development in Whitemarsh

Circulation

Develop a balanced and efficient transportation system that provides choices, supports the Township's land use goals, protects neighborhoods from adverse transportation impacts, and reinforces livability.

Policy #1 – Roadway System

Policy #2 – Complete Streets

Policy #3 – Street Amenities

Policy #4 – Pedestrian and Bicycle Connectivity

Policy #1 – Roadway System: Maintain and improve the Township's roadway system to be consistent with the future land use map, ensuring safe connections and routes for multiple transportation needs.

Actions:

- Monitor traffic volumes on all arterial and major collector roads to understand potential impacts of new development. Identify mitigation strategies as needed.
- Consider the impacts of traffic when any new project is considered for development. Require a short- and long-term impact analysis as part of the approval process. Where notable impacts are identified, require mitigation as part of the approval process.

Policy #2 – Complete Streets: Develop and implement a Complete Streets policy.

Actions:

- Use the Walk Montco Walkability Study as a guide when considering pedestrian improvements in the Township.
- Ensure all new sidewalks are ADA compliant. Upgrade existing sidewalks for ADA compliance where possible, beginning along key connector corridors and pedestrian centers, such as Germantown Pike.
- Update the 2009 Pedestrian and Bicycle Network Plan.
- Strengthen key intersections to improve pedestrian safety and create a more welcoming environment.
- Consider traffic calming elements in dense, mixed-use areas in order to promote increased walkability.

Existing

Rendered modification to sidewalk to allow for ADA compliance.

COMPLETE STREETS, COMPLETE COMMUNITY

What is a Complete Street?

A complete street, as defined by the National Complete Streets Coalition, is "a transportation facility that is planned, designed, operated, and maintained to provide safe mobility for all users including pedestrians, bicyclists, motorists and transit riders of all ages and abilities."

DESIGNED FOR ALL, NO MATTER HOW THEY TRAVEL

BENEFITS OF COMPLETE STREETS:

1. SAFETY
   Dedicated lanes, lighting and crosswalks create a easily accessible environment for users
2. ECONOMIC VITALITY
   Walkability promotes shopping and business support
3. INCLUSIVE MOBILITY
   Elderly, children, those with disabilities are better served with design that allows safe mobility
4. ENVIRONMENTAL HEALTH
   Improved air quality due to alternative modes of transportation
5. PHYSICAL HEALTH
   Those in communities with sidewalks are 47% more likely to be active at least 30 minutes per day

Policy #3 – Streetscape Amenities: Install unique amenities and implement programs to support multi-modal transportation.

Actions:

- Continue to incorporate electric car charging stations on municipally owned lands throughout the Township.
- Update off street parking ordinance to incorporate car charging stations.
- Install streetscape amenities including decorative street lights, grass verges, street trees, landscaping, decorative fences, and signage where possible.
- Provide bike racks at key destinations and commercial nodes.
- Work with commercial property owners to sponsor bus stops in order to promote use of public transportation.
- Explore bike sharing options and consider implementing a system in the Township.

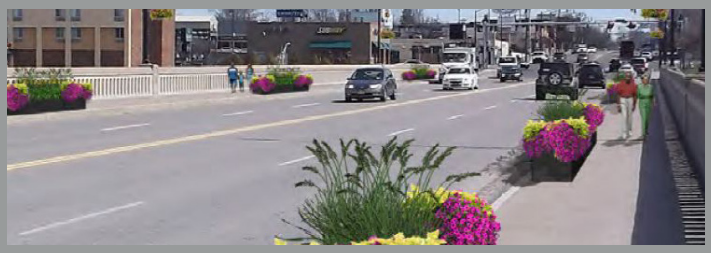
BIKE MONTCO

Bike Montco is a bicycle master plan prepared by Montgomery County that identifies a vision to create a safe, county-wide bicycle network. The Plan identifies a series of physical, educational and enforcement recommendations, with a focus on facilitating on-road bike connections. While specific recommendations are not identified for Whitemarsh Township, the Plan includes a series of action items that should be considered and applied at the local level, such as the introduction of wayfinding signage, coordination with local school districts and the adoption of Complete Street Policies.

STREETSCAPE AMENITIES

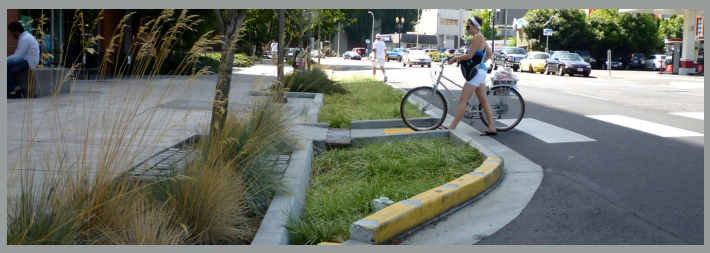
1 LANDSCAPING

Enhanced separation of pedestrian to vehicle



2 SIDEWALK BUMP-OUTS

Shortened pedestrian travel distance

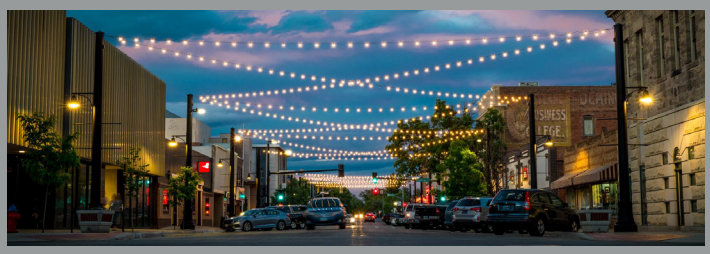


3 WAYFINDING SIGNAGE

Signage orients travelers and provides easy and efficient navigation between locations

4 DECORATIVE STREET LIGHTS

Vehicular and pedestrian level street lights enhances safety



Policy #4 – Pedestrian/Bicycle Connectivity and Trail Network: Build upon the existing trail, path, and sidewalk network to create an uninterrupted system throughout the Township. Develop and implement a long-term plan for bicycle use that meets the needs of all users, including recreational cyclists, families, and commuters.

Actions:

- Continue to focus on making the riverfront a destination with new and improved trails and increased connectivity to the waterfront.
- Require all new development to include sidewalks or side path connections to surrounding mixed-use/commercial centers, recreation facilities, and neighborhoods.
- Identify priority trail connections to the Schuylkill River and regional trail system in order to create an integrated system.
- Ensure that all public recreational facilities and schools can be reached through safe routes for bicycling, walking, and public transportation.
- Develop a phasing and funding strategy to implement trail connections.
- Develop and implement a long-term plan for bicycle use that meets the needs of all users, including recreational cyclists, families, and commuters. Implement bike lanes and routes throughout the Township, as feasible, including recommendations from the Bike Montco Plan.
- Implement sidewalks or side path areas on Germantown Pike, Harts Lane, Bethlehem Pike, Pennsylvania Avenue and other important corridors.
- Ensure safe pedestrian and bike passage is provided between SEPTA stations and surrounding development/ neighborhoods.

Quality of Life

Promote healthy living opportunities and preserve the Township's unique sense of place through open space preservation and sustainable development practices.

Policy #1 – Open Space Network

Policy #2 – Parks and Recreation Programming and Facilities

Policy #3 – Open Space Preservation

Policy #4 – Sustainable Design

Policy #5 – Branding and Identity

Policy #1 – Open Space Network: Preserve, maintain, and expand the Township's extensive network of open spaces, consistent with the Township's Open Space Plan dated 2006,as amended.

Actions:

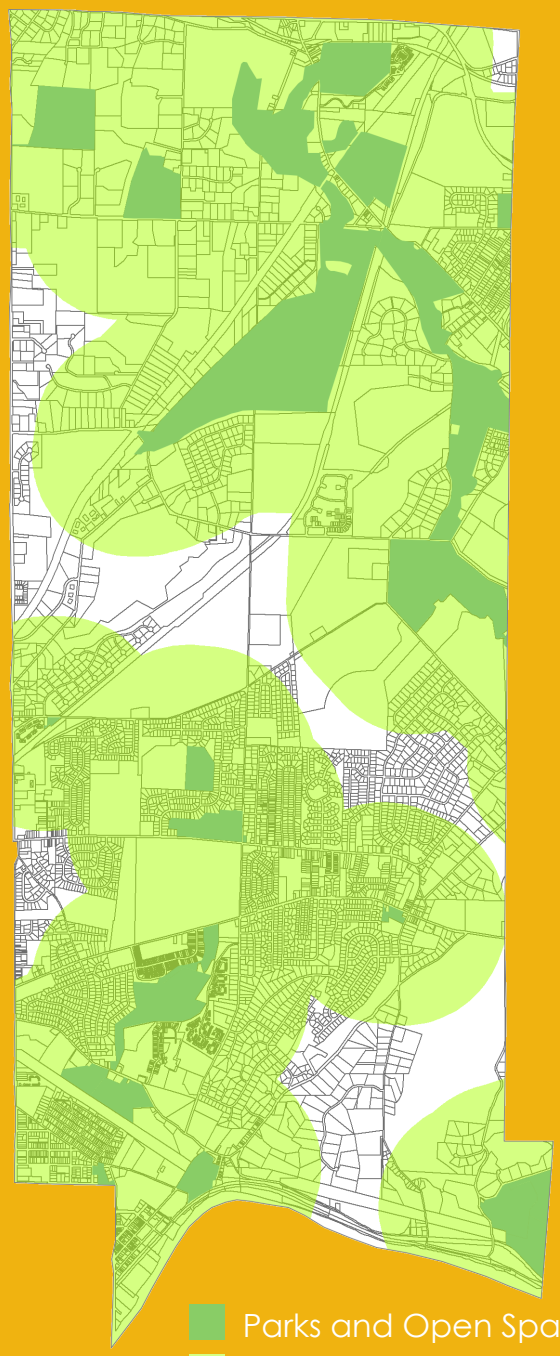
- Prepare a Municipal Park and Recreation Needs Analysis to study available open space, parks and recreation facilities against the needs of a growing, changing population. In conjunction, prepare a site analysis of available open spaces to determine where identified needs can best be met.
- Identify areas in the Township that are not within a 10-minute walk to a park or recreation area and consider additional amenities to fill these gaps.
- Provide amenities along the River such as restrooms, fishing piers, non-motorized boat launches, and facilities for bike and boat rentals.

1/2 MILE:

The average person will walk 5 minutes (1/4 mile) to 10 minutes (1/2 mile) to access a recreation destination. The map to the right shows (in yellow) locations in the Township within a 10 minute walk of existing parkland. Areas in white identify neighborhoods not within a 10 minute walk, indicating a gap in the Townships park system.

OPEN SPACE GAP ANALYSIS

Park accessibility plays a major role in park utilization. Though Whitemarsh has an abundance of open space, it provides no direct benefit to residents if it is not accessible. The 2006 Whitemarsh Township Open Space Plan details recommended open space and trail network opportunities which can fill any gaps (areas greater than 1/2 mile or a 10 minute walk), giving residents access to open space recreation at their doorstep.



Parks and Open Spaces
!/2 Mile Walking Distance
Gaps

OPEN SPACE NETWORK BENEFITS

Open space plays a vital role in our community's well-being.

Better health

Strong people, strong economy

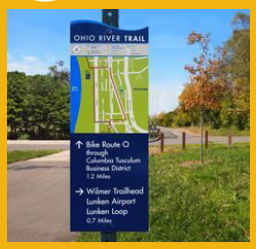
Connected community

People want to be able to find trails that meet their individual interests. Those people will gravitate toward trails that have readily available information about trail location, activities permitted, type of terrain, level of difficulty, special facilities, parking, and potential fees. A trail wayfinding system can assist users with accessing information in a convenient manner.

1 Maps, Maps, Maps

Maps orient users to their current and desired location. Utilize both kiosks and web-based maps.

2 Cohesive Sign Design



Utilize consistent brand, shape, and text to create a branded identity. Users will know they are on a trail just by looking briefly at sign.

3 Gateway Elements

Install gateway signage at onset of trail to welcome users and create a strong sense of place.

Policy #2 – Parks and Recreation Programming and Facilities: Monitor needs and expand park and recreation facilities and programming as necessary.

Actions:

- Annually assess all existing park facilities and identify any upgrades or programming needs. Review plans and identify necessary updates to reflect changing demographics, needs, and improvements. Ensure facilities are accessible to all users including ADA compliant.
- Consider incorporating more sports fields, such as soccer fields, into existing Township-owned parkland and open spaces based on findings of Recreation Needs Assessment.
- Consider completing a Needs Assessment for a Community Center (physical facility).
- Implement an environmental education program and outdoor classrooms to promote and enhance the Township's natural resources.
- Provide diverse and unique outdoor recreation opportunities, such as natural play areas, highlighting Whitemarsh Township's natural and historic resources.
- Establish riverfront events and marketing coordination, to implement and promote activities, sales of amenities/ sponsorship, and manage community/ public relations, as a Township function.

WHAT IS NATURAL PLAY?

Natural play is outdoor play in green settings with trees, fields, shrubs and vegetated edges. Natural play uses natural building materials, or just nature as it is. Playing in nature has the ability to enhance children's cognitive flexibility and creativity, boost self-esteem and improve resilience.

Policy #3 – Open Space Preservation:
Preserve unprotected green spaces in the Township, including existing golf courses.

Actions:

- Enhance ability to proactively engage with private landowners to develop strategies for open space preservation, trail connections, and conservation easements, including using open space funds to reduce potential development yield.
- Ensure eligibility of projects for use of Open Space Fund is clearly defined and consistent with the intent of Act 153 and the Township's Open Space Plan.
- Partner with land trusts and conservation organizations to jointly identify and pursue open space opportunities, including stewardship and educational programs.
- Prepare a study that provides an in-depth analysis of options for the long-term protection of golf courses, including:
    - Strengthening of existing ordinances;
    - Conventional re-zoning;
    - Enhanced cluster regulations;
    - Conservation easements;
    - Incentive zoning; and
    - Transfer of development rights.

OPEN SPACE PRESERVATION

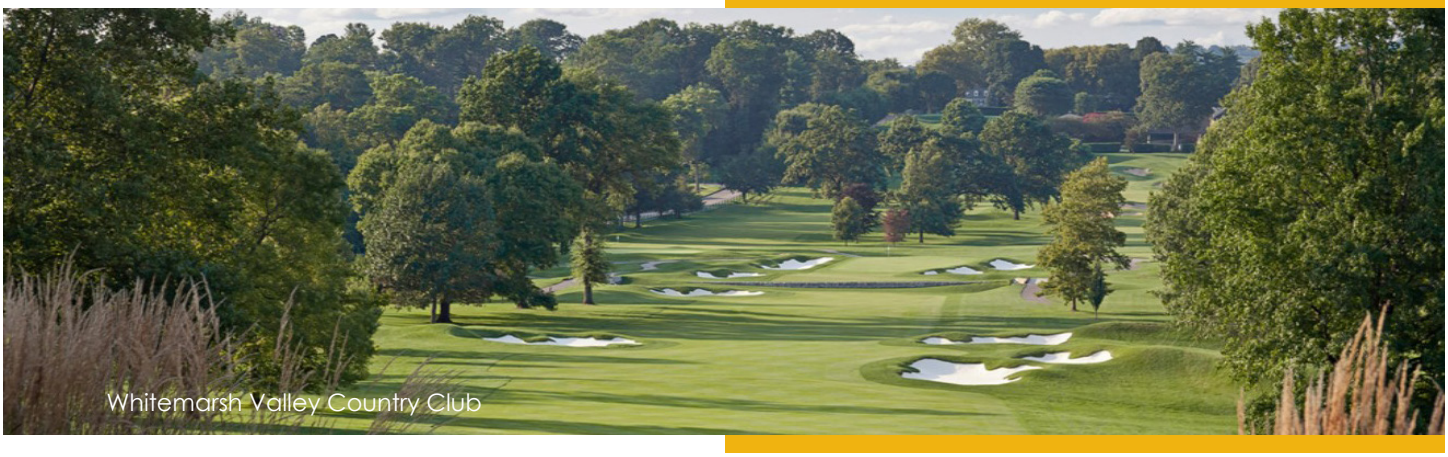
Open space refers to conservation lands, recreation and agricultural lands, forest lands, as well as parks and amenities; all of which, the Township contains.

Open space comprises the unique "character" of Whitemarsh while also protecting the green infrastructure of the community.

In order to preserve open space in light of future development, preservation efforts must be taken to ensure adequate facilities and services are provided for residents and visitors. Regular analysis of parks and recreation facilities and programs can assist the Township in determining where additional recreation facilities are needed and provide strategies to preserve open space.

An assessment may include:

- Detailed inventory and classification of existing recreation areas, services and facilities;
- Survey of community desired recreational facilities and open space network;
- Comparison of existing facilities and services to industry standards;
- Prioritization of current and future needs; and
- Creation of proposed promotion programming recommendations specific to the Township.


Whitemarsh Valley Country Club

Policy #4 – Sustainable Design and Environmental Stewardship: Support renewable energy methods and sustainable design elements to prevent environmental degradation and create environments that are livable, safe and diverse.

Actions:

- Continue to preserve and protect the Township's remaining natural resources (water quality, soil quality, wetlands, forest lands and wood lots, wildlife corridors, agricultural lands, and stream corridors/riparian systems) and ensure the proper management of these resources are in place.
- The Township should consider measures to plant and maintain growth appropriate to these biological systems and habitats, prioritizing native, pollinating and indigenous plants.
- Require use of rain gardens, bioswales, and other types of green infrastructure in site development, where appropriate including through ordinance revisions, when necessary.
- In conjunction with township or state efforts to expand or enhance trail connections, look for related opportunities to create or enhance green-corridor connectivity between patches of natural habitat.
- Strategically seek opportunities to acquire sizable tracts of land to be preserved and/or converted to perpetual natural habitat. Special focus should be placed upon golf courses, estates, and other relatively large parcels of land.
- Identify Township-owned lands/municipal buildings that could be used for solar energy collection installations and confer with energy advisors and other municipalities that have implemented such programs.
- Conduct a township-wide natural resource inventory to identify, characterize, and map all natural resources and ecosystems, including woodlands, meadow, stream, and wetland habitats.
- Review the Township's existing ordinances and management practices related to managing water resources. Continue to monitor new strategies and technologies, building upon the Township's existing management practices and proactively integrate best management practices.
- Continue to incorporate strategies into municipal facilities and daily practices that guarantee resource conservation (e.g. energy) and burden reduction (e.g. waste water, solid waste, pollution), such as installing low-flow toilets and continuing to convert to hybrid electric municipal vehicles.
- Create a basic primer of good land-use practices for use by developers and homeowners. Illustrate how every new native tree, shrub, forb, or grass sequesters measurable carbon, improves water quality, decreases soil erosion, and enhances wildlife habitat. Tout the benefits of mowing less frequently, converting lawn to habitat, mulching on site, and planting more natives.
- Demonstrate beneficial ecological practices by creating model habitat gardens, with accompanying educational graphics, in prominent public spaces.

SUSTAINABLE DESIGN

① GREEN INFRASTRUCTURE

Bioswales or rain gardens reduce stormwater runoff and create an attractive asset

② RENEWABLE ENERGY

Solar panels on a residential home.

GREEN INFRASTRUCTURE

Green infrastructure can help protect water quality and reduce storm water runoff by using vegetation, soils, and natural processes to manage and treat storm water. A site outfitted with green infrastructure can mimic nature by soaking up and storing water. Green infrastructure elements can be easily incorporated into parking lot designs to help mitigate the effects of storm water runoff. These systems can replace the installation and maintenance of traditional storm drains and catch basins. Some elements of green infrastructure elements include the following:

- **Bioswales.** Vegetated open trenches designed to temporarily store and infiltrate stormwater.
- **Pervious pavements.** A porous pavement surface that lets stormwater percolate and infiltrate, rather than going directly into the public drainage system. In addition to reducing runoff, pervious pavements can trap solids and filter pollutants from the water. Installed in areas with solar access pervious asphalt accelerates snow melt and reduces the need for salt.
- **Wildflowers.** A diverse mix of low maintenance, deep rooting wildflowers and grass species can provide shade, stormwater infiltration, and a pleasant visual experience.
- **Tree box filters.** There are multiple types of tree box planters that collect and absorb runoff from sidewalks, parking lots, and streets. They are placed at the curb, typically where storm drain inlets are positioned and are ideal for locations where space is limited.

Green Infrastructure Maintenance

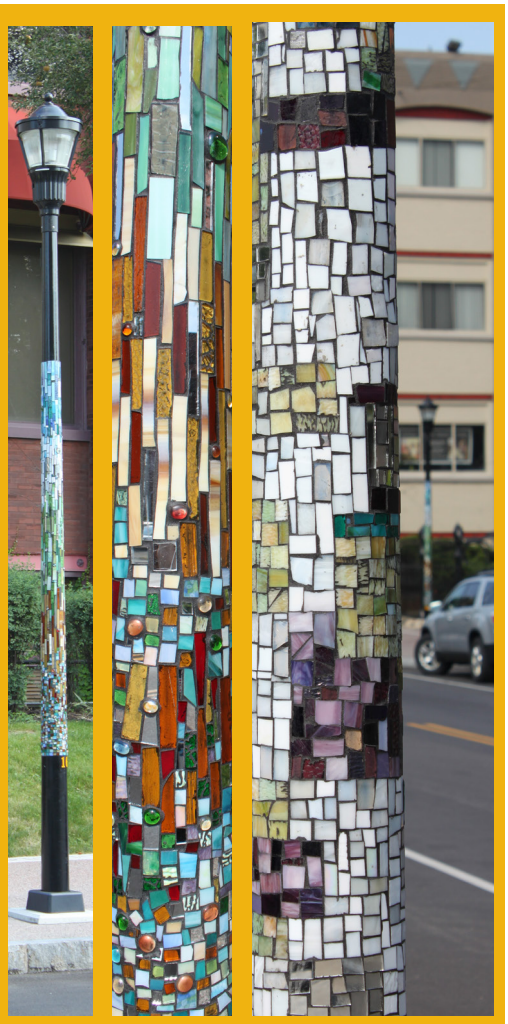
The maintenance of green infrastructure is different than traditional hard infrastructure and may require additional education and allocation of resources. For example, natural plantings may need extra hands to weed in the first two years as the plants establish, or instead of maintaining traditional catch basins and storm drains crews will use a vacuum sweeper at least twice per year to remove sediment and debris.

Policy #5 – Branding and Identity: Continue to promote the Township, its open space, parks, and trail facilities to residents and visitors.

Actions:

- Establish a Township-wide brand and identity, with consistent fonts, colors and logo, to use on signage, pamphlets and guides.
- Implement a wayfinding program that directs people to key destinations, improves circulation/navigation and provides a sense of comfort/security to overall visitor experience.
- Develop and distribute pamphlets and brochures/guides which share information about the Township to residents and visitors.
- Design and install educational and interpretive signage/kiosks at Township sites and facilities.
- Use art techniques consistently throughout the Township to reinforce the unique brand.

USING ART to CREATE IDENTITY



Decorative Light Poles

Pavement Art

WAYFINDING SYSTEM: Creating Positive Experiences

An effective wayfinding system, focused on all modes of transportation, will entice residents and visitors to explore beyond their traditional comfort zone. An appropriately designed system will function as the connective tissue of Whitemarsh Township, linking the myriad of major destinations, historic sites, trail systems, and other resources together in a cohesive wayfinding network.

The ability to easily and efficiently navigate an unfamiliar place is directly related to the enjoyment of that place. A healthy wayfinding system allows visitors to easily orient themselves and navigate between destinations. These systems are not limited to signage, but also include visual cues from the streetscape, landscape, and landmarks.

Image Credit: Cloud Gehshan

Image Credit: Burlington VT Parks Recreation Waterfront / Designer: Sasaki

Above are examples of wayfinding systems established for West Newton, PA (top), and Burlington Vermont Parks Recreation Waterfront(bottom). Sign types (not all shown) include gateway signs, vehicular circulation, pedestrian circulation, kiosks, parking, banners, park identification signs, path and trail signs, mile markers, maps and interpretive signs.

Action Plan

The following matrices provide a summary of implementation guidance to inform decision-making around funding and activity priorities in the Township over the next ten years. Each of the recommended actions addressed in the Comprehensive Plan Update is identified in the following tables, with corresponding information about timeframe, responsible parties and planning level cost estimates (where applicable). This is not intended to be an exhaustive list of all policies and activities to be undertaken by Whitemarsh over the next decade, but includes targeted recommendations focused around the topics of land use and housing, as well as those inter-connected elements that directly relate to them. For easy reference, each action is numbered based on the goal, policy, and action. For example, under Land Use (Goal 1), Policy 1, first listed action would be 1.1.1; second action would be 1.1.2, etc. For a list of Action Plan Organized by Phase, see Appendix D.

PHASE

Timeframes are identified in the following manner:

On-going: these activities should commence immediately and continue to be pursued over time.

Near-term: these activities should commence immediately and be completed within 1 year.

Short-term: these activities should be targeted for implementation within the next 3 years.

Mid-term: these recommendations often build on short-term actions and should be targeted for completion in a 3-6 year timeframe. These recommendations may be revisited after completion of short-term actions, as needed.

Long-term: these activities are longer term goals for the Township that, when completed, would contribute to the overall vision of the community but do not require immediate action in order for the Township to advance its goals. These recommendations are generally recommended for a 6-10 year planning and implementation horizon.

RESPONSIBLE PARTY

Responsible parties typically include the Township, recognizing that elected officials, Township staff and/or Township consultants may take on various roles in most actions identified within the Comprehensive Plan Update. However, potential partners, Township Boards and Commissions and private entities are also noted as having a lead or contributing role in advancing specific recommendations.

COST ESTIMATES

Where applicable, planning level cost estimates have been provided to inform budgeting and funding decisions. Some actions, which will be led by the Township and reliant on existing staff and departments, have no budget identified. All costs are based on 2020 dollars.

POLICY 1

Land Use and Zoning

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
1.1.1	Focus high density development in areas of the Township that already have adequate infrastructure to support growth and discourage the extension of public utilities into areas identified as conservation areas, consistent with the Future Land Use Plan. Update Zoning Ordinance and Map as appropriate.	On-going	Township, Planning Commission	See note	*
1.1.2	Focus any new commercial and mixed-use development within and near established commercial areas. Update Zoning Ordinance and Map as appropriate.	On-going	Township	See note	*
1.1.3	Ensure existing codes are effectively enforced.	On-going	Township	NA	
1.1.4	Review and update the Township Zoning Ordinance to facilitate implementation of the Future Land Use Plan.	Near-term	Township, Planning Commission	$50,000-$70,000	Cost Estimate is for full update.
1.1.5	Simplify the Zoning Code to ensure that it is user-friendly, understandable, consistent and eliminates conflicts.	Near-term	Township, Planning Commission	See note	*

*Cost of Action Item would be inclusive in the full Township Zoning Ordinance from Action Item 1 in Land Use and Zoning ($50,000-$70,000).

POLICY 2

Commercial Development

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
1.2.1	Hold developers accountable to adopted design standards that ensure high quality design. Consider new areas where design standards are warranted.	On-going	Township, Planning Commission	NA	
1.2.2	Install pedestrian-oriented amenities, particularly lighting, within commercial and mixed-use areas.	Mid-term	Township, Private Property Owners	Varies	May be required as part of site plan approval
1.2.3	Consider the creation of a community development position to assist with business attraction, retention, marketing, and outreach	Mid-term	Township	Varies, depending upon time required	May be staff or consultant
1.2.4	Implement a marketing campaign to encourage and draw businesses into the Township.	Mid-term	Township, Possible future not-for-profit	Varies	
1.2.5	Where parking lots are located between commercial buildings and streets, require a designated pedestrian path connecting from the street or sidewalk (where applicable).	Mid-term	Private Property Owner	Varies	Require as part of site plan review
1.2.6	Offer incentives to existing business owners to make improvements to their properties, to attract new tenants and fill vacancies.	Long-term	Township, Possible future not-for-profit	Varies	

POLICY 3

Viewsheds and Natural Resources

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
1.3.1	Ensure new development limits grading, preserves natural topography, and preserves ridgelines	On-going	Township, Planning Commission	NA	
1.3.2	Implement recommendations from the 2015 Gambone Property Natural Area Stewardship Plan.	On-going	Township	Varies	
1.3.3	Review adequacy of existing Shade Tree Ordinance.	Near-term (underway)	Township, Shade Tree Commission	NA	
1.3.4	Strengthen and simplify the existing conservation district overlay, to facilitate cluster development that protects scenic and natural resources	Near-term	Township, Planning Commission	$50,000-$70,000	*
1.3.5	Develop a Scenic and Natural Resources Inventory to identify existing resources and ensure key viewsheds and natural areas are identified for future protection. Utilize the Montomery County Natural Areas Inventory Update (2008), conducted by the Morris Arboretum of the University of Pennsylvania (found under Reports section on this website https://www.montcopa.org/1459/Publications) to identify potential resources.	Near-term	Township, Environmental Advisory Board, Open Space Committee	$10,000	
1.3.6	Review and update ordinances to ensure viewsheds, riparian corridors, hillside development standards and other environmental aspects are adequately addressed.	Short-term	Township, Planning Commission	$50,000-$70,000	*

*Cost of Action Item would be inclusive in the full Township Zoning Ordinance from Action Item 1 in Land Use and Zoning ($50,000-$70,000).

POLICY 4

Historic Preservation

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
1.4.1	Require open space buffers, screening, or enhanced setbacks between historic properties and new development projects.	On-going	Township,Planning Commission	NA	Address as part of zoning updates.
1.4.2	Develop an inventory of properties listed in the National Register of Historic Places and other historic properties with architectural significance.	Near-term	Township, HARB		Consult with local historical societies.
1.4.3	Utilize the Historical Architectural Review Board (HARB) to the fullest extent possible and consider if the authority of the HARB can be expanded.	Near-term	Planning Commission, HARB	NA	
1.4.4	Enforce existing Code provisions that address demolition by neglect. Explore options for more robust property maintenance enforcement.	Near-term	Zoning Enforcement Officer, Township		
1.4.5	Pursue additional listings on the National Register of Historic Places of historic properties and sites in the township.	Near-term	HARB	NA	
1.4.6	Continue to preserve and protect properties in the Plymouth Meeting Historic District.	Short-term	Township, HARB, Planning Commission	NA	
1.4.7	Consider enacting an ordinance to allow for the local designation of historic properties.	Short-term	Township, HARB	NA	

CONTINUED ON NEXT PAGE

POLICY 4

Continued Historic Preservation

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
1.4.8	Establish design and development standards for historic properties in the Plymouth Meeting Historic District and any locally designated properties that allow for adaptive reuse. This may include provisions that allow for relief from zoning requirements such as minimum parking requirements, or impervious cover calculations, to support retention and preservation of historic properties.	Short-term	Township, HARB	$10,000	
1.4.9	Review the boundaries of the Plymouth Meeting Historic District and consider removal of modern-day subdivisions.	Short-term	Township, Planning Commission, HARB	NA	Remove recent subdivision on Spring Mill Road from Historic District.
1.4.10	Explore ways to help owners of historic properties obtain grants to make improvements to and/or maintain their properties or tax credits.	Short-term			
1.4.11	Consider applying for Certified Local Government Status.	Short-term	Township, HARB	NA	
1.4.12	Promote an appreciation of historic resources through interpretive signage, walking or driving tours, social media, and/or brochures.	Short-term	Township, HARB	Printing and signage costs.	Consult with local historical societies.

POLICY 1 Infill Residential Development

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
2.1.1	Ensure cluster regulations are effectively meeting their intended goals including the size and configuration of open space.	Near-term	Township, Planning Commission	See note	*
2.1.2	Develop residential design requirements for all new housing developments to ensure high quality building design and context-sensitive site layout (promote individuality/ avoid cookie-cutter appearance).	Short-term	Township, Planning Commission	See note	*

POLICY 2 Housing Diversification

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
2.2.1	Update residential standards and zoning to allow for a greater variety of housing types, uses, and sizes.	Short-term	Township, Planning Commission	See note	*
2.2.2	Promote inclusiveness by permitting and promoting mixed-income neighborhoods, through implementation of the above action.	Short-term	Township, Planning Commission	See note	*

*Cost of Action Item would be inclusive in the full Township Zoning Ordinance from Action Item 1 in Land Use and Zoning ($50,000-$70,000).

POLICY 3

New Residential Development

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
2.3.1	Ensure new neighborhoods are interconnected through greenbelts, pathways, or sidewalks to surrounding destinations.	On-going	Township, Planning Commission, Private Property Owner	Varies	
2.3.2	Require landscape buffers along roadways, associated with new residential developments, to preserve open space, forested areas and green corridors.	On-going	Township, Planning Commission, Private Property Owner,	See note	*
2.3.3	Preserve key areas of the Township, including but not limited to the riverfront and existing parklands, consistent with the Future Land Use Plan and other relevant Township plans.	On-going	Township	Varies	

*Cost of Action Item would be inclusive in the full Township Zoning Ordinance from Action Item 1 in Land Use and Zoning ($50,000-$70,000).

POLICY 1 Roadway System

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
3.1.1	Monitor traffic volumes on all arterial and major collector roads to understand potential impacts of new development. Identify mitigation strategies as needed.	On-going	Township	NA	
3.1.2	Consider the impacts of traffic when any new project is considered for development. Require a short- and long-term impact analysis as part of the approval process. Where notable impacts are identified, require mitigation as part of the approval process.	On-going	Township, Planning Commission	NA	

POLICY 2 Complete Streets

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
3.2.1	Use the Walk Montco Walkability Study as a guide when considering pedestrian improvements in the Township.	On-going	Township	Varies	Costs vary based on improvements
3.2.2	Ensure all new sidewalks are ADA compliant. Upgrade existing sidewalks for ADA compliance where possible, beginning along key connector corridors and pedestrian centers, such as Germantown Pike.	On-going	Township	Varies	
3.2.3	Update the 2009 Pedestrian and Bicycle Network Plan.	Near-term	Township	$25,000	
3.2.4	Strengthen key intersections to improve pedestrian safety and create a more welcoming environment.	Mid-term	Township	Varies	Costs vary based on location
3.2.5	Consider traffic calming elements in dense, mixed-use areas in order to promote increased walkability.	Mid-term	Township	Varies	Costs vary based on methods used

POLICY 3

Streetscape Amenities

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
3.3.1	Continue to incorporate electric car charging stations on municipally owned lands throughout the Township.	Short-term	Township	$15,000-$20,000	Per unit cost including installation
3.3.2	Update off street parking ordinance to incorporate car charging stations.	Short-term			
3.3.3	Install streetscape amenities including decorative street lights, grass verges, street trees, landscaping, decorative fences, and signage where possible.	Mid-term	Township, Private Developers	Varies	Dependent on treatments selected
3.3.4	Provide bike racks at key destinations and commercial nodes.	Mid-term	Township, Private Property Owner	$1,000 each	
3.3.5	Work with commercial property owners to sponsor bus stops in order to promote use of public transportation.	Mid-term	Township, Private Property Owner, SEPTA	$10,000 each	
3.3.6	Explore bike sharing options and consider implementing a system in the Township.	Long-term	Township, Private Bike Share Organizations, Sponsors	TBD	Requires coordination with bike share provider

POLICY 4

Pedestrian / Bicycle Connectivity and Trail Network

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
3.4.1	Continue to focus on making the riverfront a destination with new and improved trails and increased connectivity to the waterfront.	On-going	Township, Private Developers	Varies	
3.4.2	Require all new development to include sidewalks or side path connections to surrounding mixed-use/ commercial centers, recreation facilities, and neighborhoods.	On-going	Township, Private Developers	Varies	
3.4.3	Identify priority trail connections to the Schuylkill River and regional trail system in order to create an integrated system.	Short-term	Township	$15,000 - $25,000	Priority Trail Plan
3.4.4	Ensure that all public recreational facilities and schools can be reached through safe routes for bicycling, walking, and public transportation.	Mid-term	Township	Varies	
3.4.5	Develop a phasing and funding strategy to implement trail connections.	Mid-term	Township	NA	Part of Priority Trail Plan
3.4.6	Develop and implement a long-term plan for bicycle use that meets the needs of all users, including recreational cyclists, families, and commuters. Implement bike lanes and routes throughout the Township, as feasible, including recommendations from the Bike Montco Plan.	Mid-term	Township	$20,000	Cost of additional planning
3.4.7	Implement sidewalks or side path areas on Germantown Pike, Harts Lane, Bethlehem Pike, Pennsylvania Avenue and other important corridors.	Mid-term - Long-term	Township	Varies	
3.4.8	Ensure safe pedestrian and bike passage is provided between SEPTA stations and surrounding development/ neighborhoods.	Mid-term	Township, SEPTA	Varies	

POLICY 1

Open Space Network

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
4.1.1	Prepare a Municipal Park and Recreation Needs Analysis to study available open space, parks and recreation facilities against the needs of a growing, changing population. In conjunction, prepare a site analysis of available open spaces to determine where identified needs can best be met.	Short-term	Township, Parks and Recreation Board	$20,000-$30,000	
4.1.2	Identify areas in the Township that are not within a 10-minute walk to a park or recreation area and consider additional amenities to fill these gaps.	Mid-term	Township, Parks and Recreation Board	NA	
4.1.3	Provide amenities along the River such as restrooms, fishing piers, non-motorized boat launches, and facilities for bike and boat rentals.	Mid-term	Township, Private Developers	Varies	Costs based on treatment selected

POLICY 2

Parks & Recreation Programming and Facilities

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
4.2.1	Annually assess all existing park facilities and identify any upgrades or programming needs. Review plans and identify necessary updates to reflect changing demographics, needs, and improvements. Ensure facilities are accessible to all users including ADA compliant.	On-going	Township, Parks and Recreation Board	NA	
4.2.2	Consider incorporating more sports fields, such as soccer fields, into existing Township-owned parkland and open spaces based on findings of Recreation Needs Assessment.	Mid-term	Township	NA	
4.2.3	Consider completing a Needs Assessment for a Community Center (physical facility).	Mid-term	Township	$20,000	
4.2.4	Implement an environmental education program and outdoor classrooms to promote and enhance the Township's natural resources.	Mid-term	Township, Parks and Recreation Board, Environmental Advisory Board	Varies	
4.2.5	Provide diverse and unique outdoor recreation opportunities, such as natural play areas, highlighting Whitemarsh Township's natural and historic resources.	Mid-term	Township, Parks and Recreation Board, Environmental Advisory Board	$70,000-$200,000	Dependent on treatments
4.2.6	Establish riverfront events and marketing coordination, to implement and promote activities, sales of amenities/sponsorship, and manage community/ public relations, as a Township function.	Long-term	Township	Varies, depending upon time required	* May be staff or consultant

*Could be combined with the community development position recommended in Goal 1 Policy 2 Commercial Development

POLICY 3

Open Space Preservation

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
4.3.1	Enhance ability to proactively engage with private landowners to develop strategies for open space preservation, trail connections, and conservation easements, including using open space funds to reduce potential development yield.	On-going	Township, Private Property Owners, Land Conservation Organizations	NA	
4.3.2	Ensure eligibility of projects for use of Open Space Fund is clearly defined and consistent with the intent of Act 153 and the Township's Open Space Plan.	On-going	Township, Open Space Committee	NA	
4.3.3	Partner with land trusts and conservation organizations to jointly identify and pursue open space opportunities, including stewardship and educational programs.	On-going	Township, Open Space Committee,	NA	
4.3.4	Prepare a study that provides an in-depth analysis of options for the long-term protection of golf courses, including: Strengthening of existing ordinances; Conventional re-zoning; Enhanced cluster regulations; Conservation easements; Incentive zoning; and Transfer of development rights.	Near-term	Township, Open Space Committee, Planning Commission	$30,000-$40,000	

POLICY 4

Sustainable Design and Environmental Stewardship

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
4.4.1	Continue to preserve and protect the Township's remaining natural resources (water quality, soil quality, wetlands, forest lands and wood lots, wildlife corridors, agricultural lands, and stream corridors/riparian systems) and ensure the proper management of these resources are in place.	On-going	Township, Environmental Advisory Board, Planning Commission, Open Space Committee	NA	
4.4.2	The Township should consider measures to plant and maintain growth appropriate to these biological systems and habitats, prioritizing native, pollinating and indigenous plants.	On-going	Township, Shade Tree Commission	NA	
4.4.3	Require use of rain gardens, bioswales, and other types of green infrastructure in site development, where appropriate including through ordinance revisions, when necessary.	On-going	Township Engineer	NA	
4.4.4	In conjunction with township or state efforts to expand or enhance trail connections, look for related opportunities to create or enhance green-corridor connectivity between patches of natural habitat.	On-going	Township, Environmental Advisory Board	NA	
4.4.5	Strategically seek opportunities to acquire sizable tracts of land to be preserved and/or converted to perpetual natural habitat. Special focus should be placed upon golf courses, estates, and other relatively large parcels of land.	On-going	Township, Environmental Advisory Board, Planning Commission, Open Space Committee	NA	

CONTINUED ON NEXT PAGE

POLICY 4

Continued Sustainable Design and Environmental Stewardship

ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
4.4.6 Identify Township-owned lands/municipal buildings that could be used for solar energy collection installations and confer with energy advisors and other municipalities that have implemented such programs.	Near-term	Township, Environmental Advisory Board	NA	
4.4.7 Conduct a township-wide natural resource inventory to identify, characterize, and map all natural resources and ecosystems, including woodlands, meadow, stream, and wetland habitats.	Near-term	Township, Environmental Advisory Board	NA	
4.4.8 Review the Township's existing ordinances and management practices related to managing water resources. Continue to monitor new strategies and technologies, building upon the Township's existing management practices and proactively integrate best management practices.	Short-term	Township, Environmental Advisory Board, Planning Commission	NA	
4.4.9 Continue to incorporate strategies into municipal facilities and daily practices that guarantee resource conservation (e.g. energy) and burden reduction (e.g. waste water, solid waste, pollution), such as installing low-flow toilets and continuing to convert to hybrid electric municipal vehicles.	Short-term	Township, Environmental Advisory Board	Varies	

CONTINUED ON NEXT PAGE

POLICY 4

Sustainable Design and Environmental Stewardship

Continued

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
4.4.10	Create a basic primer of good land-use practices for use by developers and homeowners. Illustrate how every new native tree, shrub, forb, or grass sequesters measurable carbon, improves water quality, decreases soil erosion, and enhances wildlife habitat. Tout the benefits of mowing less frequently, converting lawn to habitat, mulching on site, and planting more natives.	Short-term	Township, Environmental Advisory Board		
4.4.11	Demonstrate beneficial ecological practices by creating model habitat gardens, with accompanying educational graphics, in prominent public spaces.	Mid-term	Township, Environmental Advisory Board		

POLICY 5

Branding and Identity

	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
4.5.1	Establish a Township-wide brand and identity, with consistent fonts, colors and logo, to use on signage, pamphlets and guides.	Mid-term	Township	$20,000	
4.5.2	Implement a wayfinding program that directs people to key destinations, improves circulation/ navigation and provides a sense of comfort/ security to overall visitor experience.	Mid-term	Township	Planning and Design - $25,000 Implementation - Varies	Imple-mentation costs will vary based on final scope and phasing of sign instal-lation
4.5.3	Develop and distribute pamphlets and brochures/ guides which share information about the Township to residents and visitors.	Mid-term	Township	$5,000	
4.5.4	Design and install educational and interpretive signage/kiosks at Township sites and facilities.	Mid-term	Township	$10,000	Per Kiosk
4.5.5	Use art techniques consistently throughout the Township to reinforce the unique brand.	Long-term	Township	Varies	

Appendix A

Public Meeting Presentations

Whitemarsh "Selective" Comprehensive Plan Update

Public Workshop #1

October 3, 2017

Agenda

- Welcome and Introductions
- Project Background
- Where Are We Now?
- Where Do We Want To Go?
- Next Steps
- Workshop – Interactive Exercise

Introducing the Project Team

Whitemarsh
1704
PENNSYLVANIA

BERGMANN
ASSOCIATES

Steering Committee Members

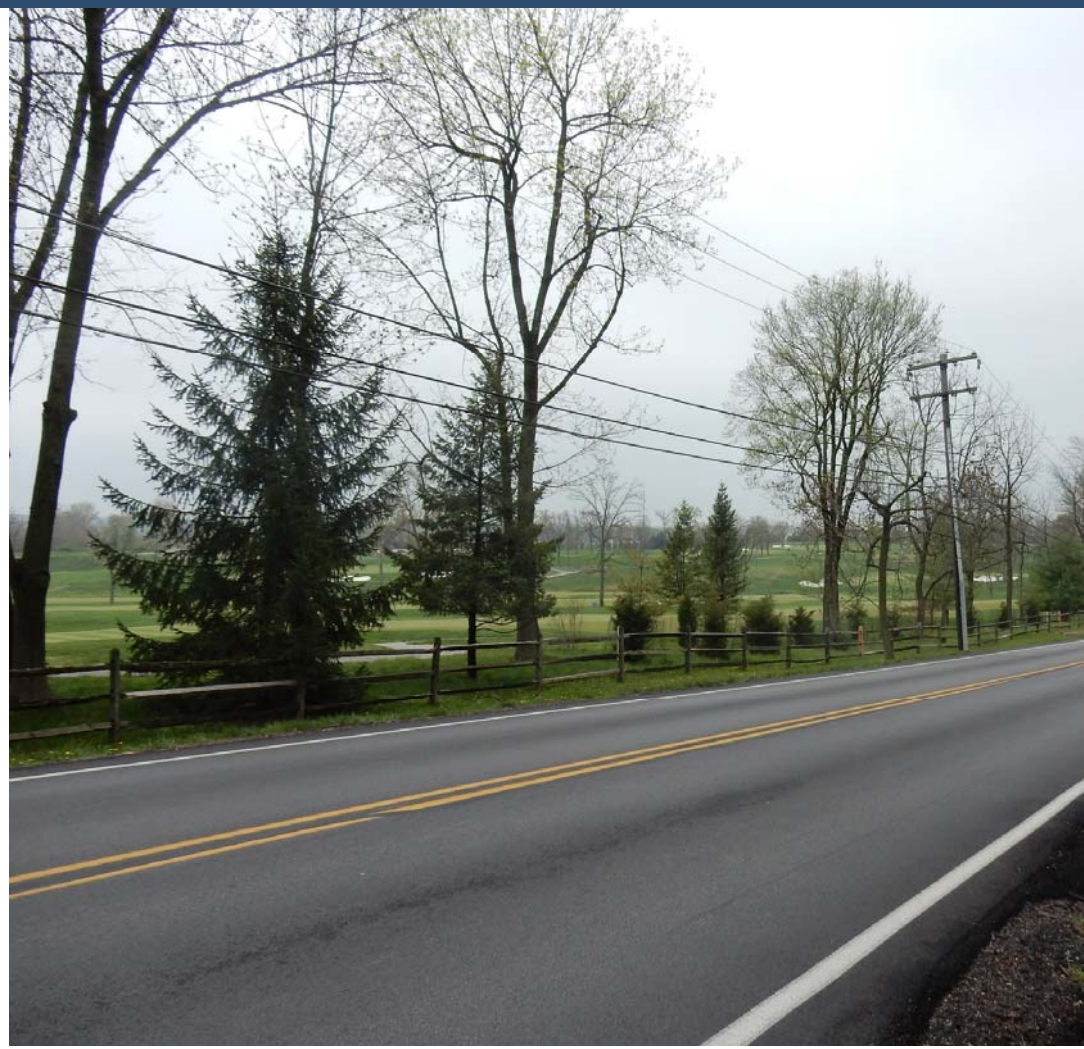
Community Members

Project Background

What is a Comprehensive Plan?

A document that…

- Identifies a **shared vision** for your community
- Provides **direction** and guidance for land use and housing
- Defines a set of **goals** and **policies** to direct and accommodate future growth and preservation
- Legal basis for **zoning** code amendments



Benefits of an Updated Comprehensive Plan

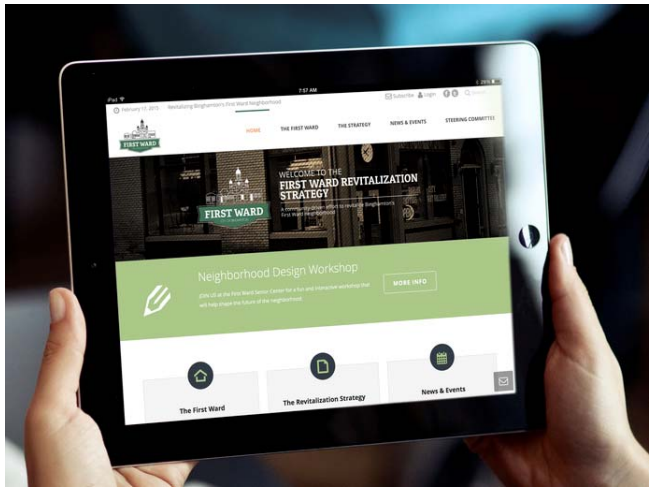
- Defining the community's vision for **residential** growth
- Identify **land use trends** and changes to facilitate vision
- Builds ownership and buy-in for **implementation**
- Forum for discussion about **future of Township**
- Improve opportunities for **funding**

How Do We Get There?

- Existing Conditions
- Evaluate Trends
- Vision, Goals + Objectives
- Future Land Use Plan and Strategies
- Identify Policies, Programs and Initiatives

Community Engagement

Your Voice Matters!



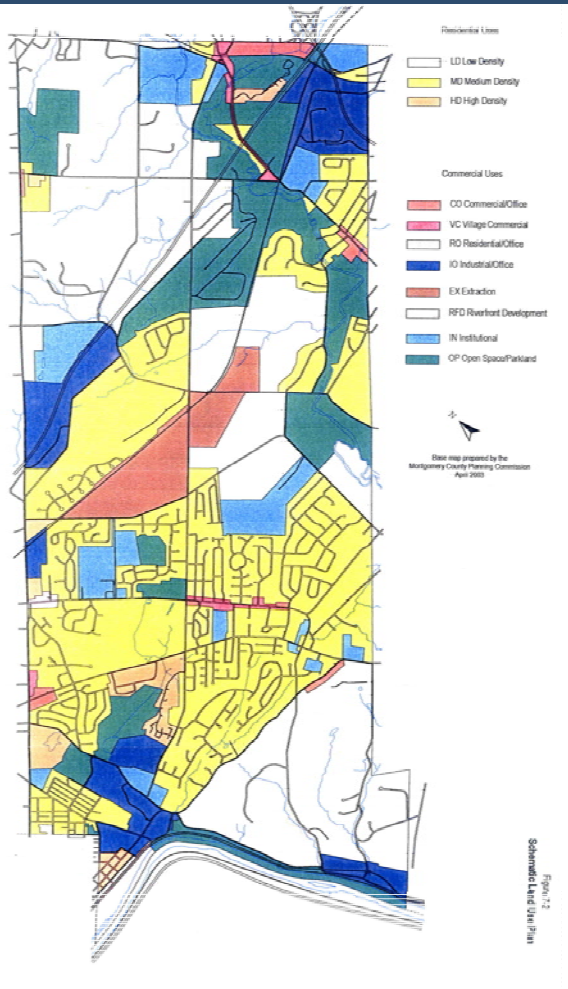
Past Plans

2003	2006	2007	2009	2011	2015	2016
Comprehensive Plan	Roadway Analysis & Transportation Open Space Plan	Greenway Plan Parks & Recreation Plan	Pedestrian & Bicycle Network Plan	Riverfront Open Space Plan	Gambone Property Stewardship Plan	Riverfront Plan

2003 Comprehensive Plan: Housing

- Varied housing stock
- Code enforcement
- Subdivision regulations
- Compatible infill
- Riverfront housing options

2003 Comprehensive Plan: Land Use

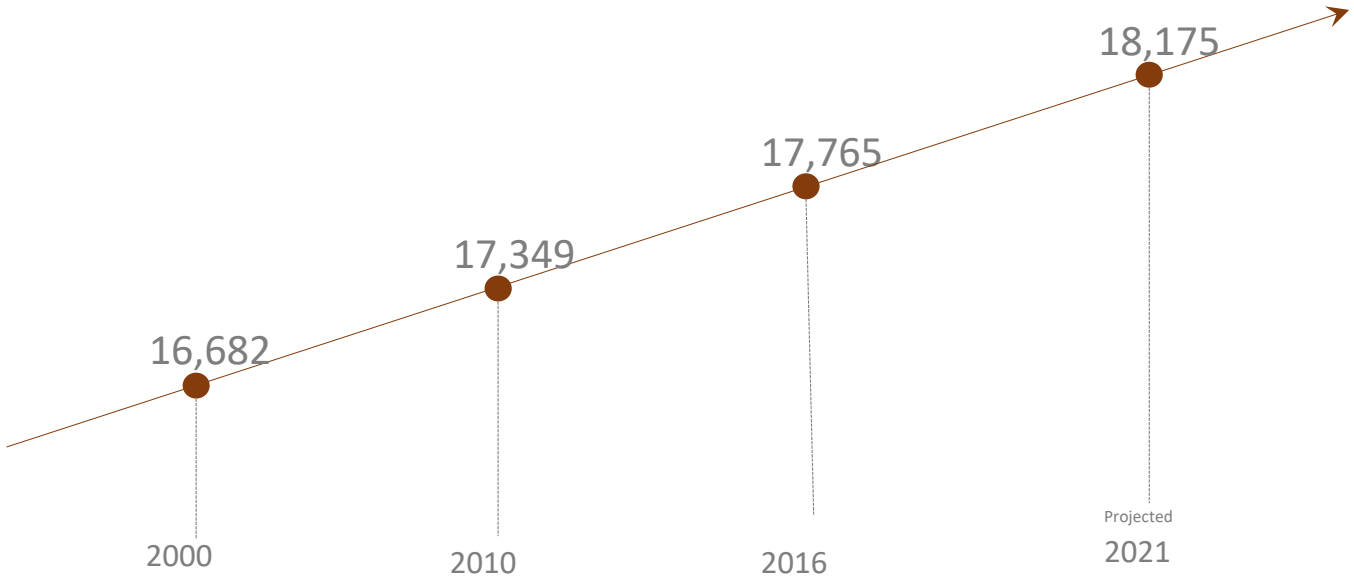


Outlines geographic specific recommendations for land use changes

- Conflicting land uses
- Open space preservation
- Adjacent townships, open dialogue
- Locally-driven commercial
- Commercial & industrial nodes
- Vacant industrial lands

Where Are We Now?

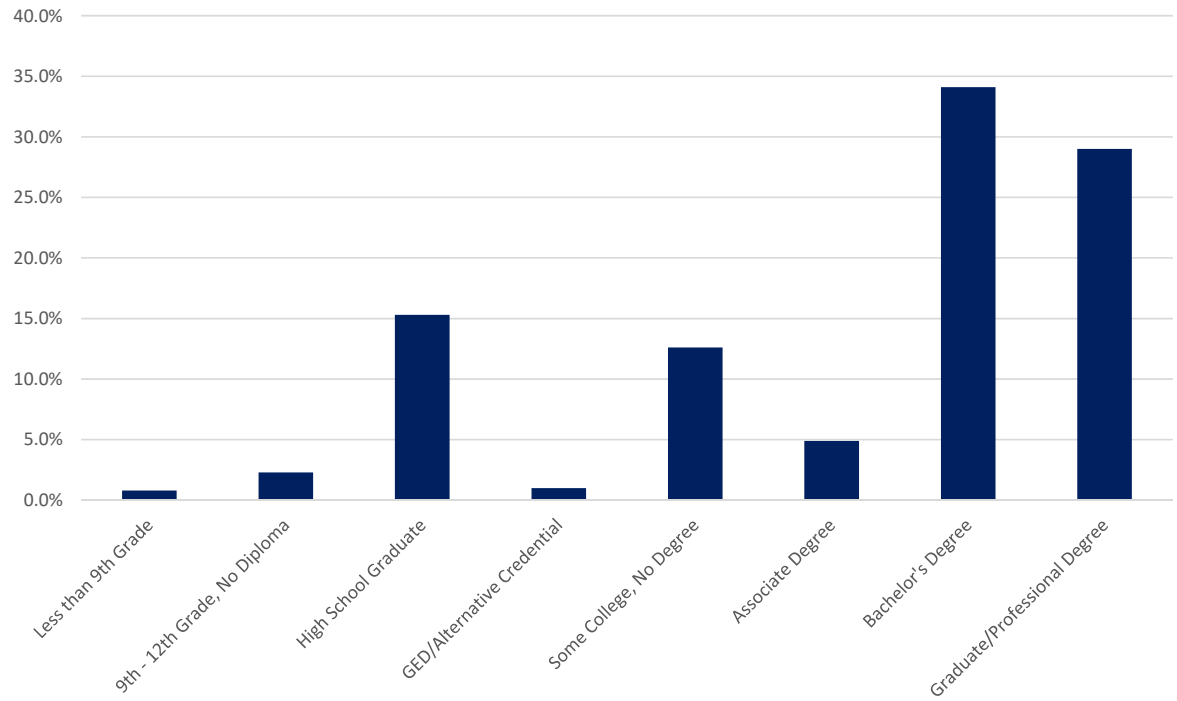
A Growing Population

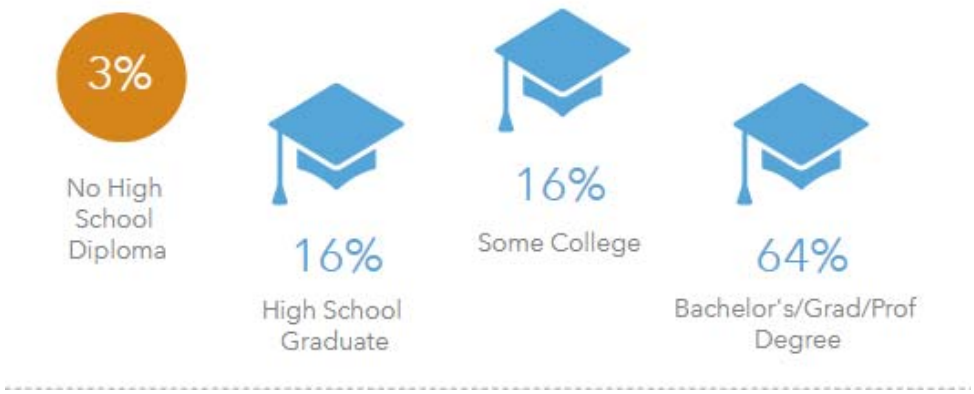


Population Over the Age of 65

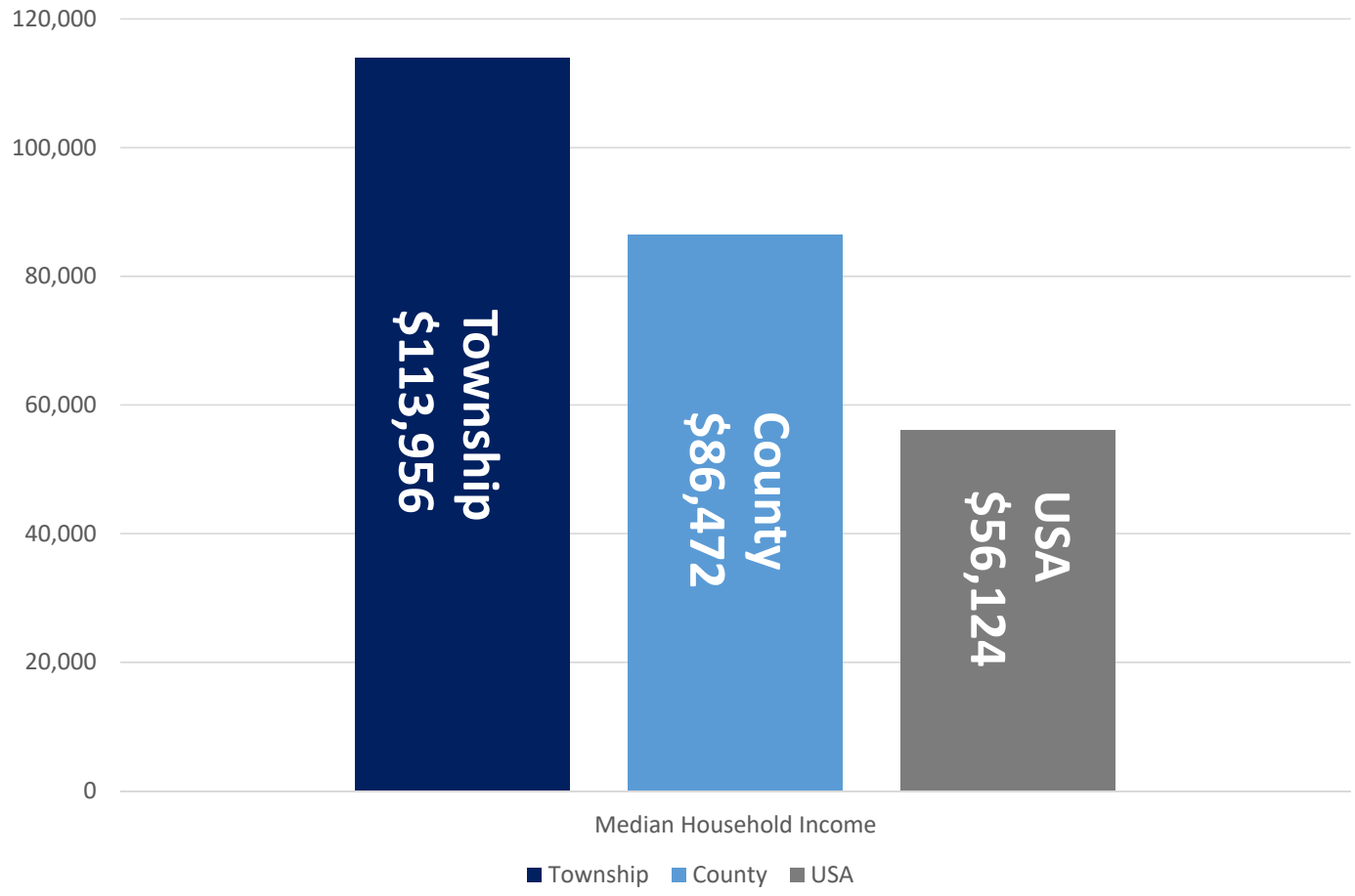
2010	16.1%
2016	18.5%
2021	21.2%

An Educated Community





High Median Income



Lower Poverty Rates than County and US

4.4%
Whitemarsh Township

6.6%
Montgomery County

Comparable Unemployment Rates

4.7 %
Montgomery County

4.2 %
Whitemarsh Township

Housing Snapshot

7,595 housing units

approximately 73% single family

$386,789

Median Home Value

$17,875

Average Spent on Mortgage & Basics

$1,380

Median Contract Rent

Housing

Owner Occupied

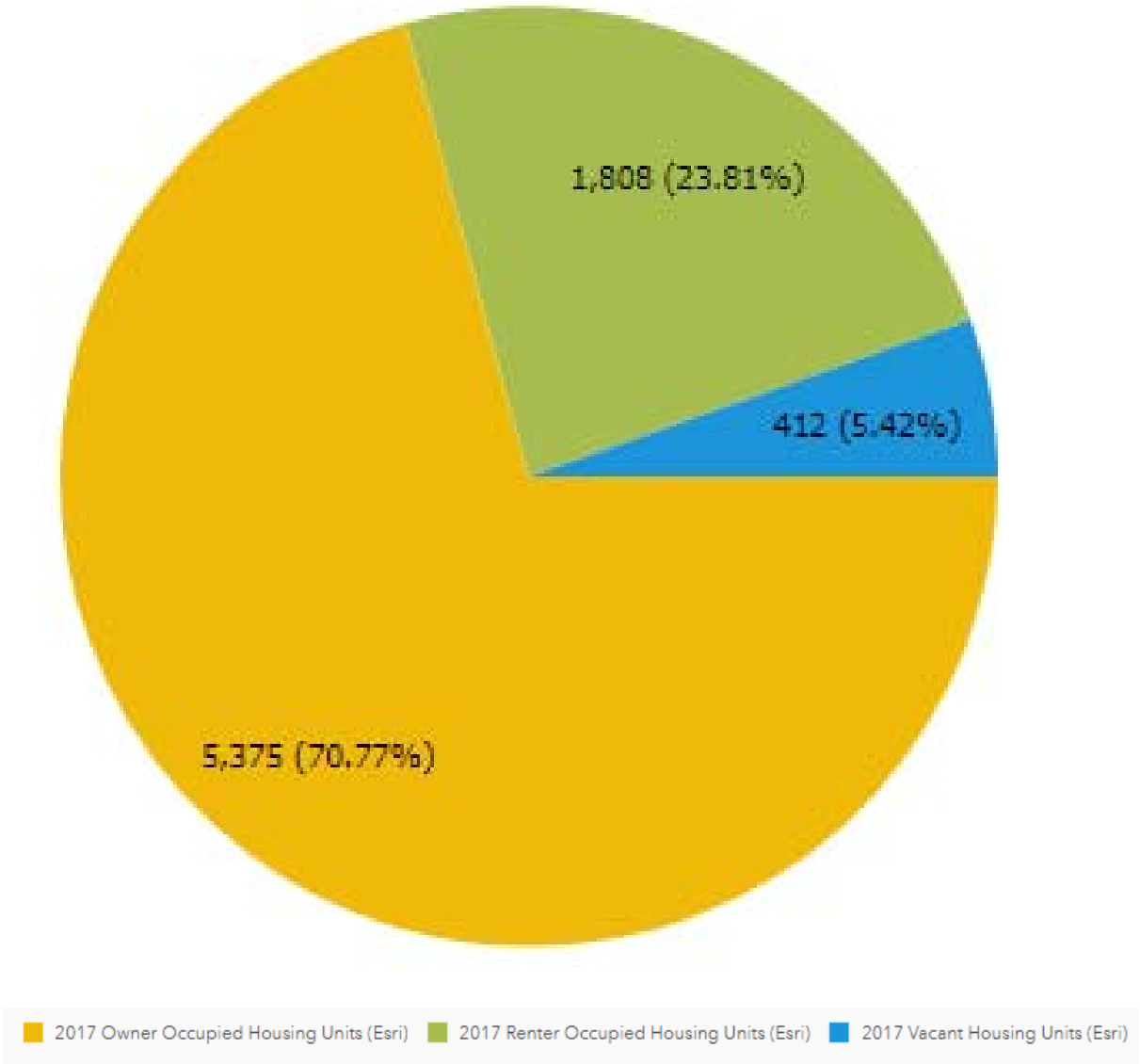
71%

Rental Occupied

24%

Vacant

5%



How Do You Get to Work?

6.0%

Took Public Transportation

5.3%

Carpooled

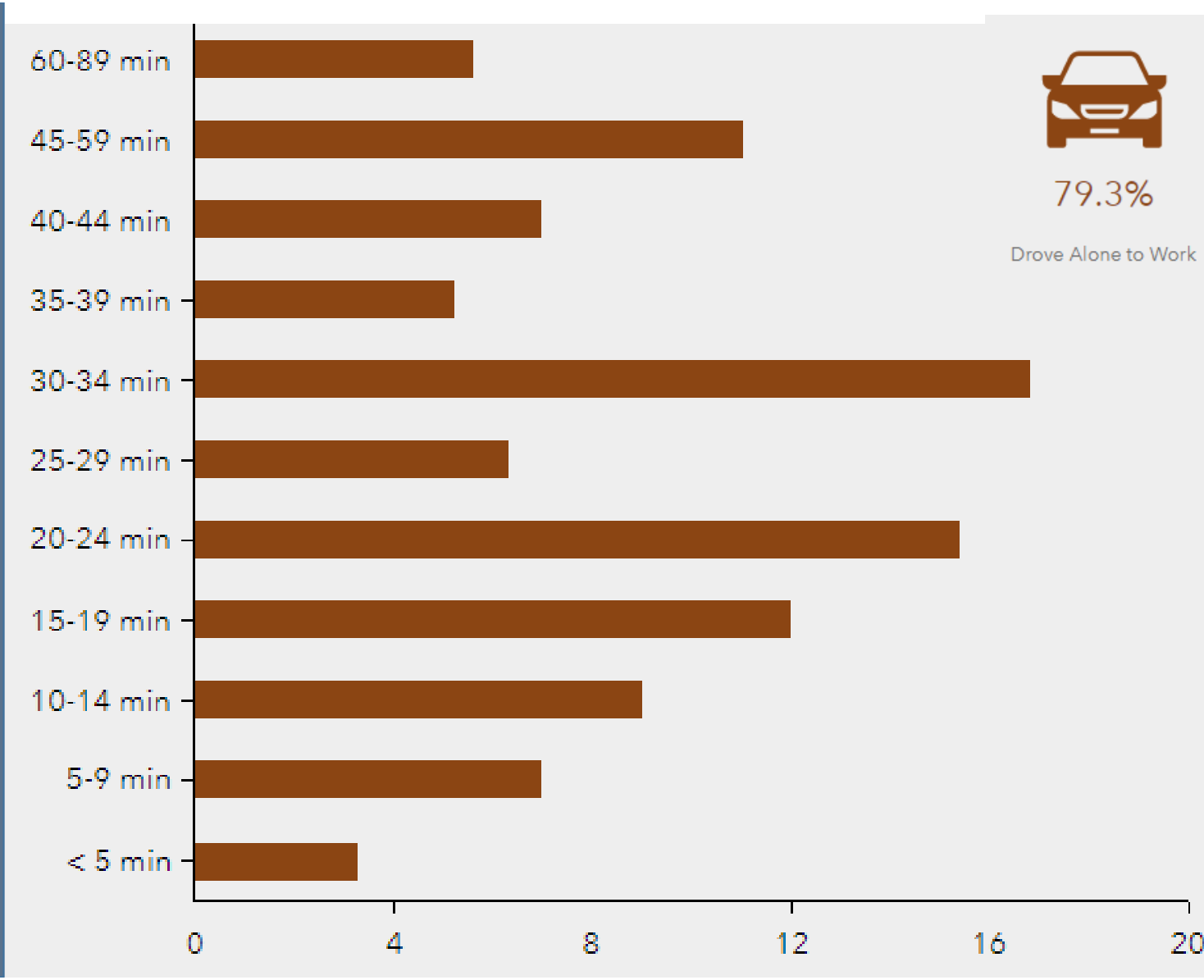
2.4%

Walked to Work

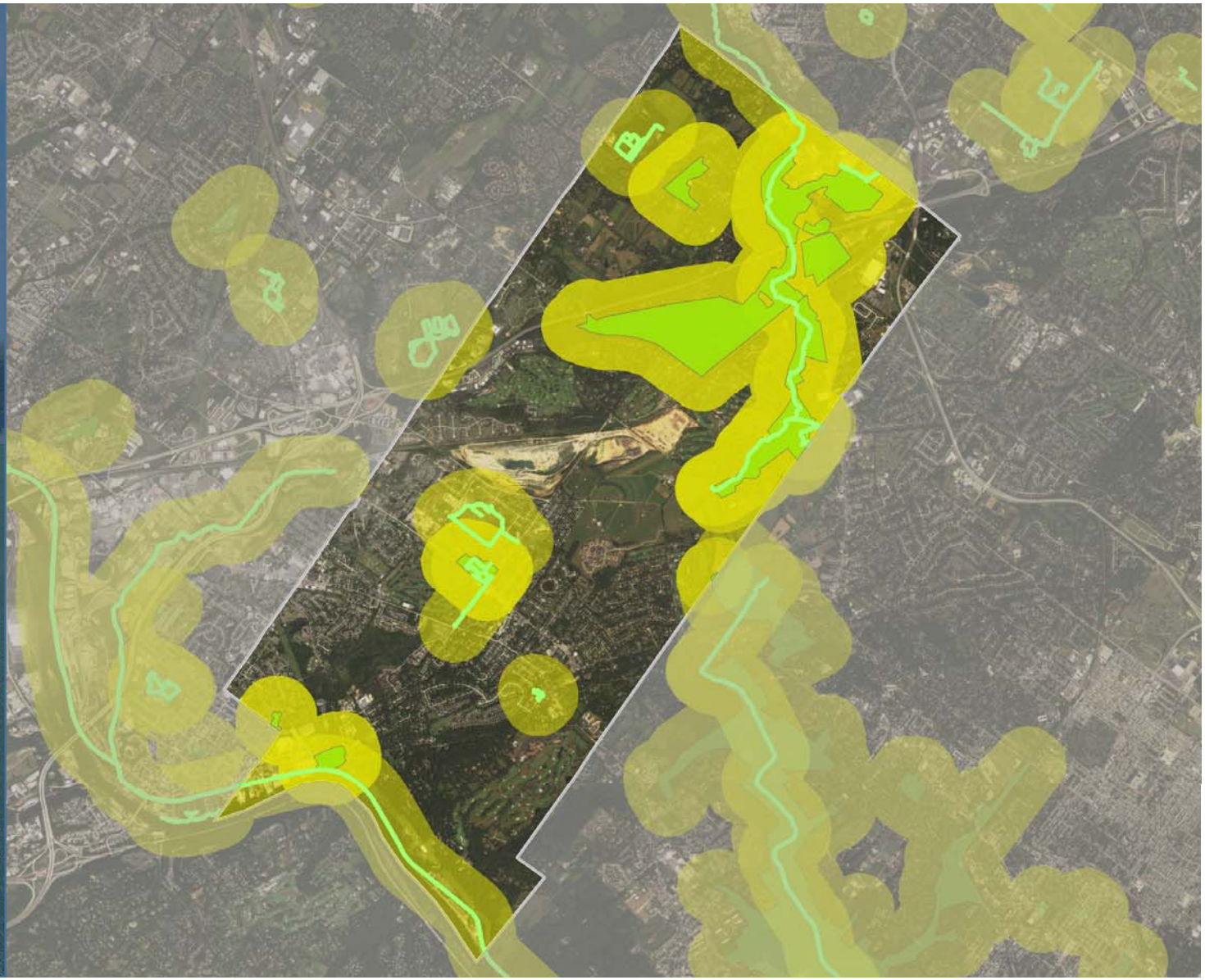
0.0%

Bike to Work

How Long Do You Travel to Work?



Can You Walk to a Park or Trail?



Summary

- Growing population
- Aging population
- Prosperous community
- Limited diversity in population
- High traffic volumes on through routes
- Opportunity to strengthen trail network
- 74+ acres of parkland, but gaps in access
- Focused development potential

Where Do We Want To Go?

Framework for Identifying a Vision for Whitemarsh

Emerging Themes…

- Walkability
- Mixed Use Destinations
- Multi-Modal
- Progressive
- Open Space Preservation
- Transportation Corridors
- High Quality Design
- Diversity

Sharing Your Vision

Interactive Workshop

Please visit each station and share your ideas.

1. Where Do You Live and/or Work?
2. Share Your “One Word” Vision
3. Which Parks Do You Visit? Which Additional Amenities Are Needed?
4. Residential Neighborhood Development Preferences
5. Commercial Development Preferences
6. General Ideas and Considerations!

Next Steps

Next Steps

- Complete Existing Conditions Analysis
- Stakeholder Interviews
- Vision, Goals, Objectives
- Land Use and Development Workshop

Thank you!!!

Whitemarsh Comprehensive Plan Update: Housing & Land Use

Public Workshop #2 – April 5, 2018

Agenda

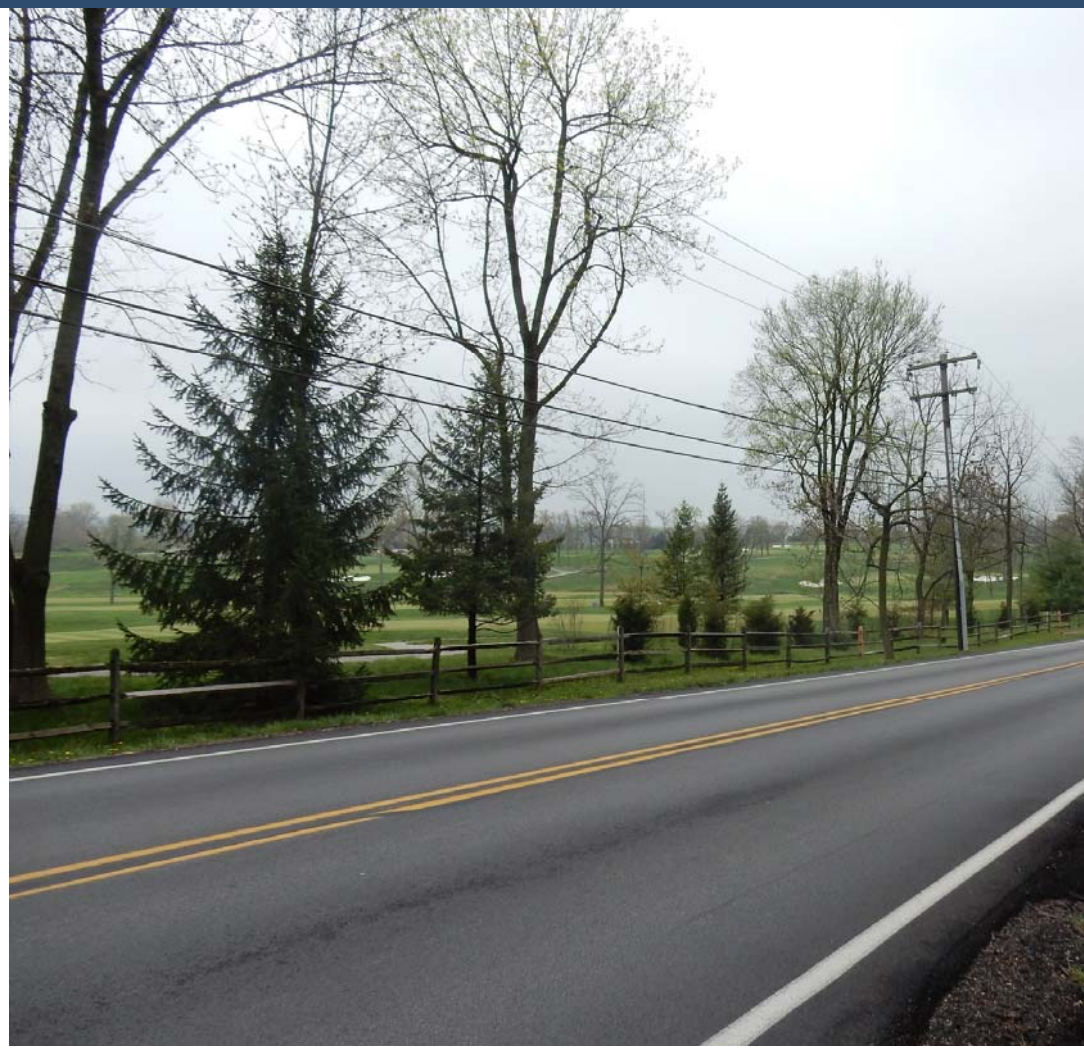
- Welcome
- Process Recap
- Plan Framework
- Introduction to Future Land Use Planning
- Small Group Exercise
- Report Back
- Next Steps

Process Recap

What is a Comprehensive Plan?

A document that…

- Identifies a **shared vision** for the Township
- Provides **direction** and guidance for land use and housing
- Defines a set of **goals** and **policies** to direct and accommodate future growth and preservation
- Legal basis for future **zoning** code amendments



Benefits of an Updated Comprehensive Plan

- Defines the community's vision for **residential** growth
- Identifies **land use trends** and desired changes – "change the tide"
- Provides a forum for discussion about **future of Township**
- Improves opportunities for **funding**

How Do We Get There?

August – November 2017	October 2017 – January 2018	February – April 2018	April – June 2018
1	2	3	4
Where Are We Now?	Where Do We Want to Go?	Future Land Use Planning	How Do We Get There?

Engagement Recap

- **Five Steering Committee Meetings**
- **1 Public Workshop (October 3rd, 2017)**
- **Stakeholder Meetings**
- **Senior Workshop**

Visioning – In A Word

Walkable

Welcoming

Open

Sustainable

Bucolic

A widened Ridge Pike

Slow development

Friendlier

Rural

Single Homes

Bike trails that connect!

Solar powered

Accessible business corridors

Sidewalks & handicap ramps that connect

Emerging Themes…

- Walkability
- Mixed Use Destinations
- Multi-Modal
- Progressive
- Open Space Preservation
- Transportation Corridors
- High Quality Design
- Diversity

Plan Framework

Plan Framework

Vision Statement

Goal

Land Use

Housing

Quality of Life

Circulation

Objectives

1. Land Use (general)
2. Commercial
3. Scenic Resources
4. Natural Resources
5. Historic Preservation
6. Zoning

1. New Residential Development
2. Infill Residential
3. Housing Diversification

1. Open Space
2. Trails
3. Parks
4. Recreation Programs

1. Land Use Compatibility
2. Complete Streets
3. Connectivity

Actions

Public Workshop #3

Future Land Use Plan

Meeting Objectives

- Ensure you have a clear understanding of intent and purpose of a Future Land Use Plan
- Identify changes to DRAFT Future Land Use Plan
- Share preferred development types for each “character area”

Land Use versus Zoning

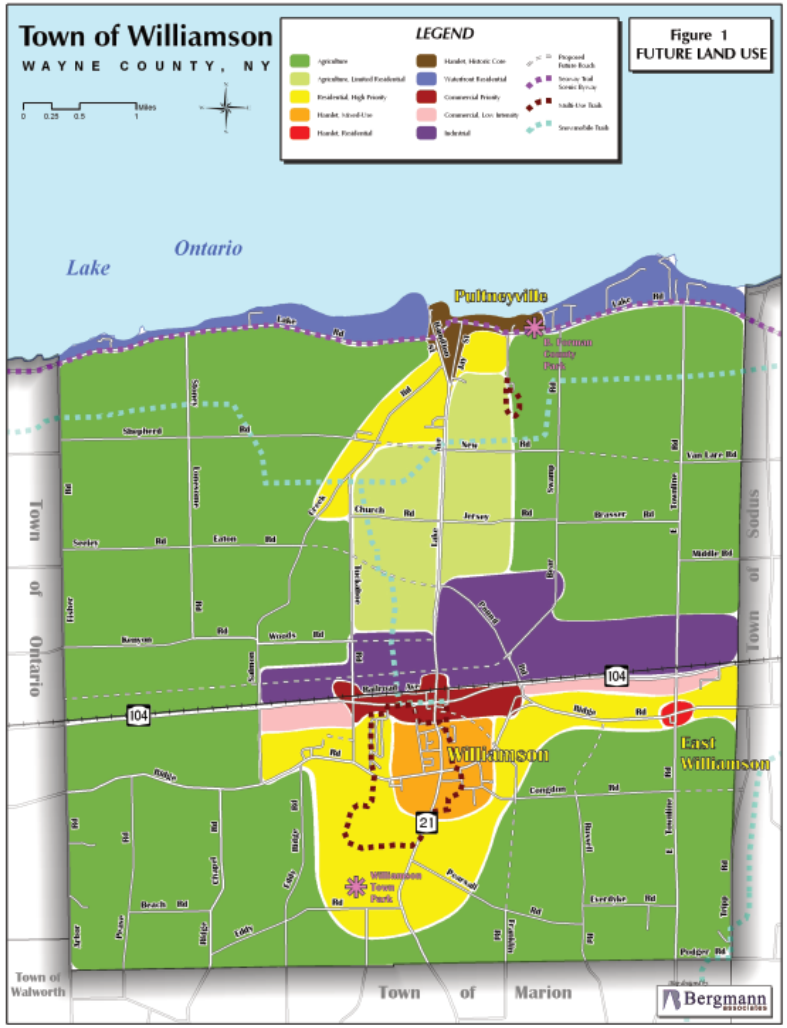
A future land use plan is intended to:

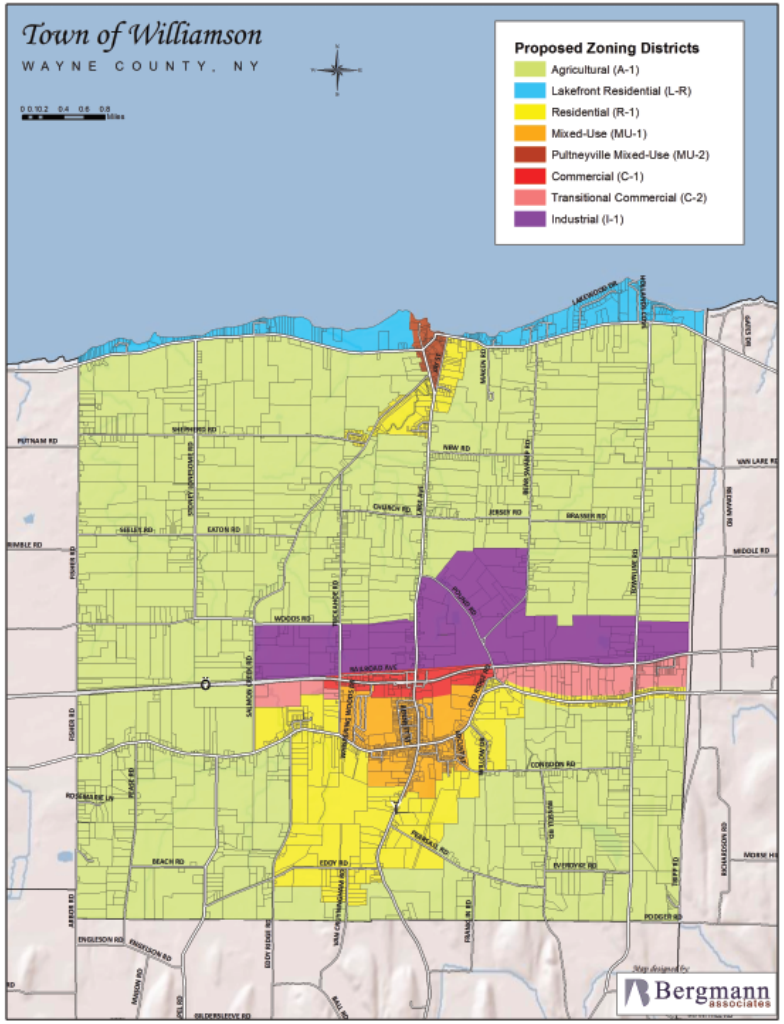
- Provide a visual and narrative representation of the community's desired land use pattern
- Identify where general development patterns and types are most appropriate
- Convey an overall vision for the future

A future land use plan is NOT intended to:

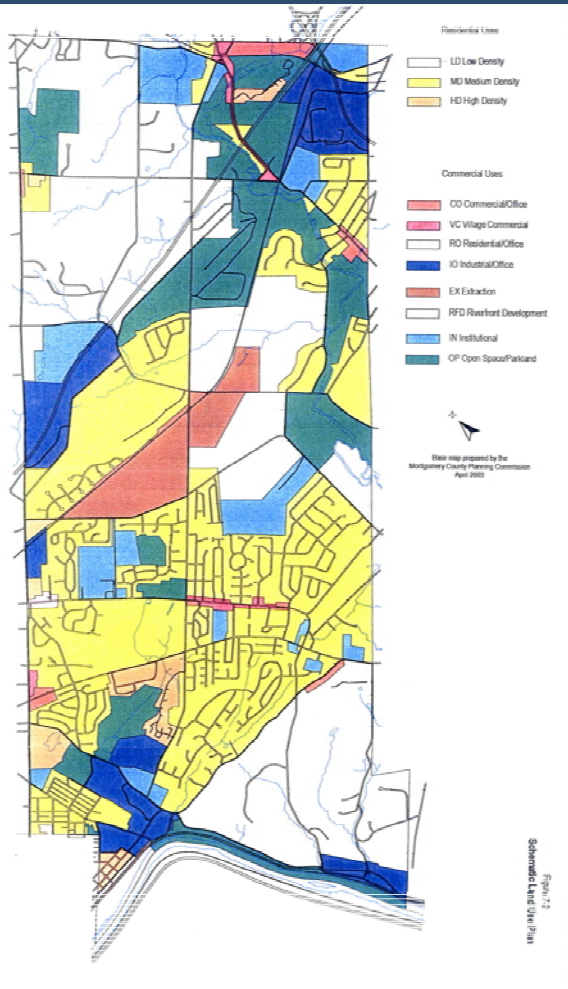
- Mimic existing land uses
- Be regulatory - it is the basis for updating zoning, but it does not actually control land use in the Township
- Define specific properties, zoning classifications, permitted uses, and requirements.

Example: Land use vs Zoning





2003 Comprehensive Plan: Land Use



Outlines geographic specific recommendations for land use changes

- Conflicting land uses
- Open space preservation
- Adjacent townships, open dialogue
- Locally-driven commercial
- Commercial & industrial nodes
- Vacant industrial lands

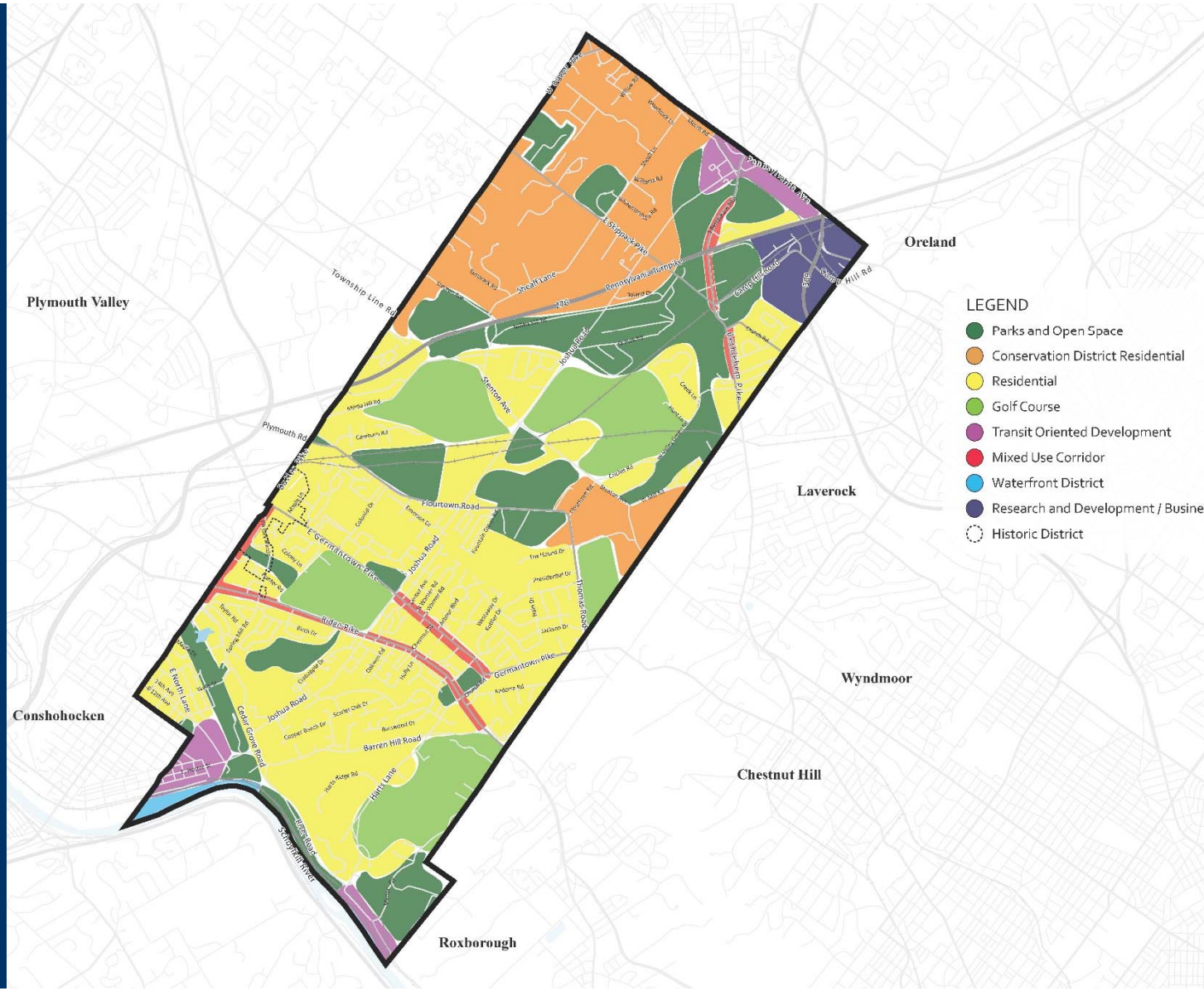
Future Land Use Planning Considerations

- What is your vision for the long-term development of the Township?
- How would you like areas that have the greatest chance to change, to develop (or not) **over the next 10 years**?
- What land use classification / “character area” best describes your vision?

What we've heard

- Preserve community character, scenic resources
- Ensure open space is protected / balanced with future growth
- Strengthen "Township Center"
- Ensure efficient traffic circulation & connectivity
- Focus higher density developments in targeted nodes

Draft Future Land Use Plan



Parks and Open Space

- Existing parkland
- Areas intended to be preserved as open and natural
- Areas where there is the desire to preserve existing site features, viewsheds, greenspace
- Publicly or privately owned
- Areas where open space is a priority over any future development

Conservation District Residential

- Ensure large lots are not “over-developed”
- Require:
  - **Large lot minimums** for residential development
  - **Cluster development** that preserves open space

AVOID

Benefits of Cluster Residential

21 units

0 acres open space

40 units

71 acres common open space

Cluster Residential & Open Space Preservation

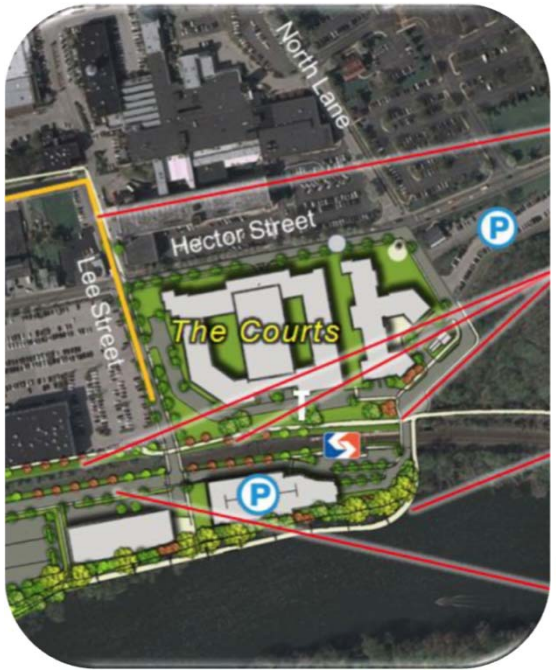
Residential

Golf Course

- Protect existing golf courses
- If they were to change use, what should that next use be?

Waterfront

- Range of public uses and water access
- Allow for some high density development consistent with Riverfront Plan vision
- Preserve open space and natural features



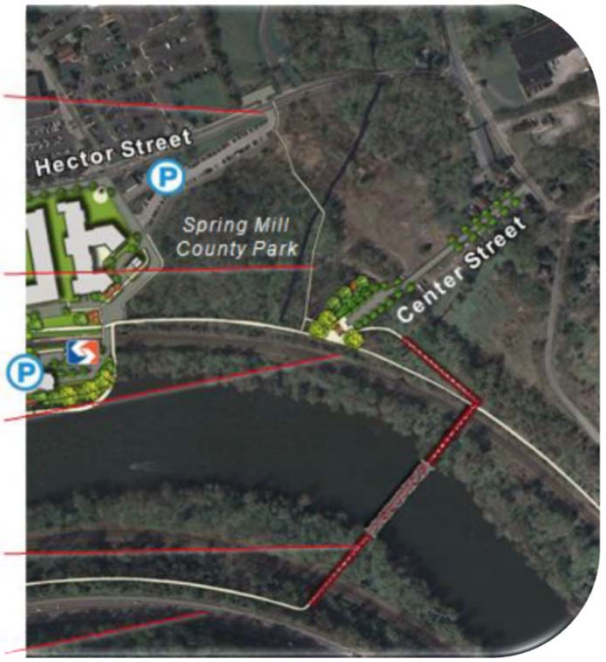
PECO Park and Walk
Trailhead Parking, Street Crossing, Signage

The Boardwalk at Spring Mill Park
ADA Accessible Boardwalk, Overlook Station, Habitat Signage

The Trailhead at Spring Mill
Parking, Play Area and Tot Lot, Restrooms, Maps, Schuylkill River Heritage Area Information

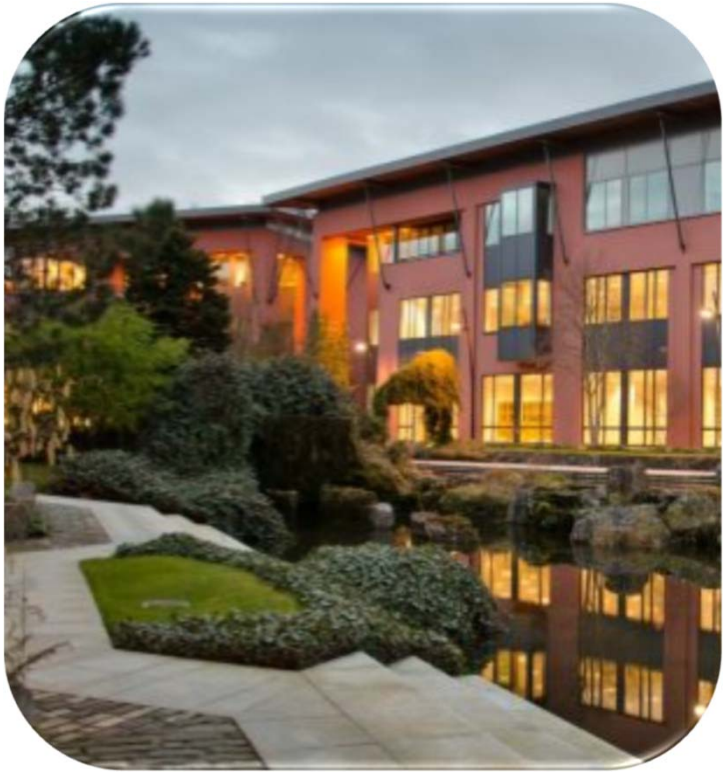
The Cyclone Bridge
Full River Span Pedestrian Bridge, Cyclonic Energy Production, Trailhead Ramp, Elevated Trail & Rail Crossings, Signage

Southside Schuylkill Trail



Business Park / Research & Development

- Retain existing employment centers and allow for their continued use and expansion



Mixed Use Corridor

- Mixed-use, higher density, small-scale development
- Focus on:
  - infill development
  - redevelopment, and
  - design standards to preserve/enhance character

Transit Oriented Development

- Defined by presence of nearby transit opportunities
- Scale and character can vary greatly and should be context sensitive
- Encourages:
  - ✓ Mixing of uses
  - ✓ Compact, traditional buildings
  - ✓ Higher density
  - ✓ High quality walking, biking environment
  - ✓ Reduced parking requirements
  - ✓ Walkable design
  - ✓ Public spaces

Transit Oriented Development

Public Workshop

Workshop

Step 1: Character Areas

25 minutes

Step 2: Design Intent

10 minutes

Step 3: Report Back

15 minutes

Workshop

Step 1: Character Areas

Mark up the map to depict your recommendations for future land use in the Township.

Draw new boundaries, or add your own ideas for “character areas”

Future Land Use Planning Considerations

- Where do you want to see mixed use development?
- What areas are most appropriate for residential?
- What lands should be preserved?
- Are there specific areas suitable for employment centers, such as business parks?

Workshop

Step 2: Design Intent

Using the stickers, or writing your own ideas, identify preferred types of development for each of the land use character areas.

If you've created a new character area, make sure you include imagery for that area.

Workshop

Step 3: Report Back

Choose a representative, and give a 2-minute overview of highlights from your group.

Focus on areas where you've suggested modifications.

Next Steps

Next Steps

- **Draft Plan Development** **April / May**
  - ✓ Future Land Use Plan Updates
  - ✓ Draft Recommendations
  - ✓ Draft Implementation Strategy
- **Public Workshop #3** **May / June**
  - ✓ Draft Recommendations
- **Committee Meeting** **May / June**
- **Final Plan** **July**

Whitemarsh Comprehensive Plan Update: Housing & Land Use

Public Workshop #3: September 20, 2018

Agenda

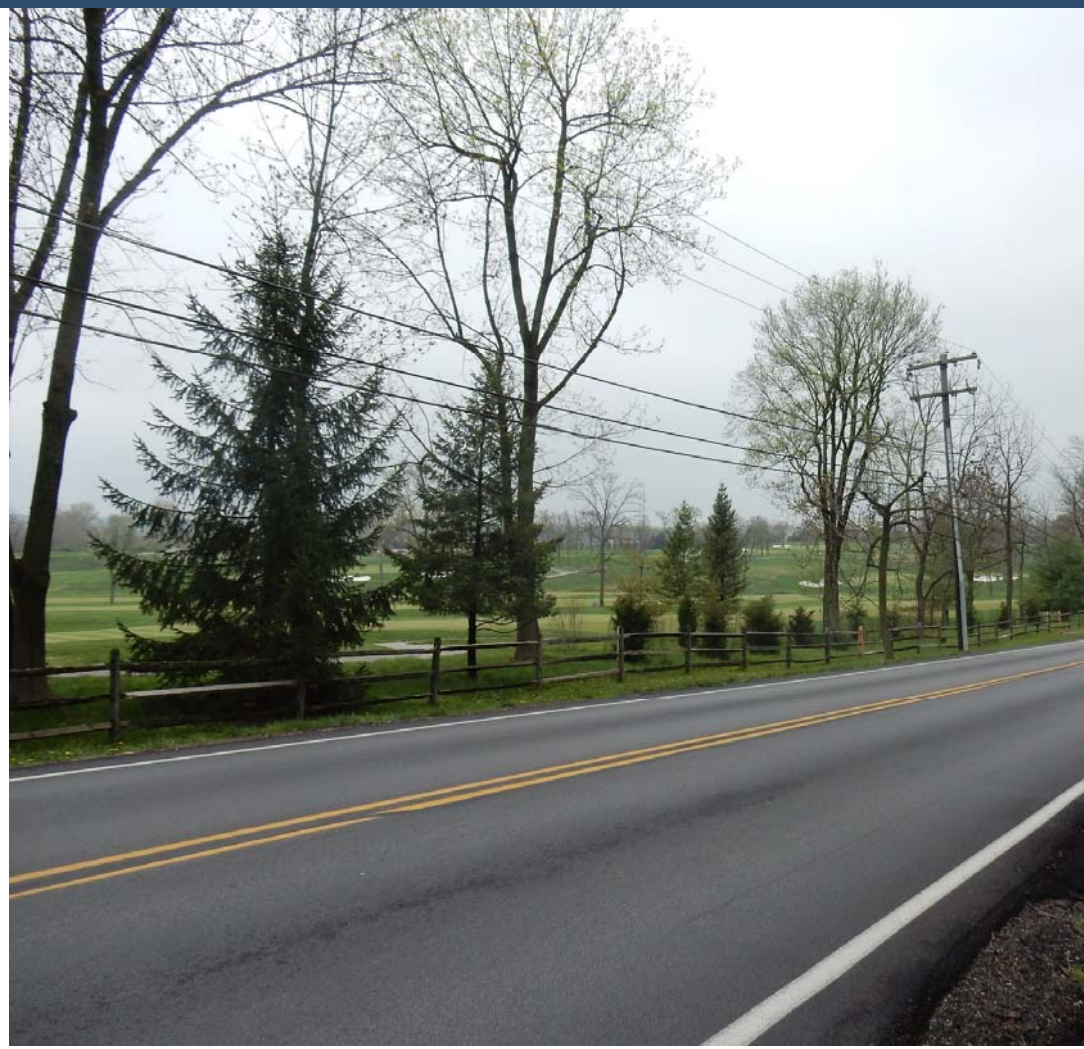
- Welcome
- Process Recap
- What We've Heard
- The Plan Framework
- Review of Recommended Actions
  - ✓ Land Use
  - ✓ Housing
  - ✓ Circulation
  - ✓ Quality of Life
- Workshop (Share Your Ideas)
- Final Steps

Process Recap

What is a Comprehensive Plan?

A document that…

- Identifies a **shared vision** for the Township
- Provides **direction** and guidance for land use and housing
- Defines a set of **goals** and **policies** to direct and accommodate future growth and preservation
- Legal basis for future **zoning** code amendments



How Do We Get There?

August – November 2017	October 2017 – January 2018	February – July 2018	August – Dec 2018
1	2	3	4
Where Are We Now?	**Where Do We Want to Go?**	**Future Land Use Planning**	**How Do We Get There?**
			Actions, Recommendations and Implementation

What We've Heard

Engagement Recap

- **Six Steering Committee Meetings**
- **3 Public Workshops**
- **Stakeholder Meetings**
- **Senior Workshop**
- **Planning Commission Workshop – October 9th**
- **Planning Committee Meeting - TBD**
- **Board of Supervisors Public Hearing – TBD**

Visioning – In A Word

Walkable

Welcoming

Open

Sustainable

Bucolic

A widened Ridge Pike

Slow development

Friendlier

Rural

Single Homes

Bike trails that connect!

Solar powered

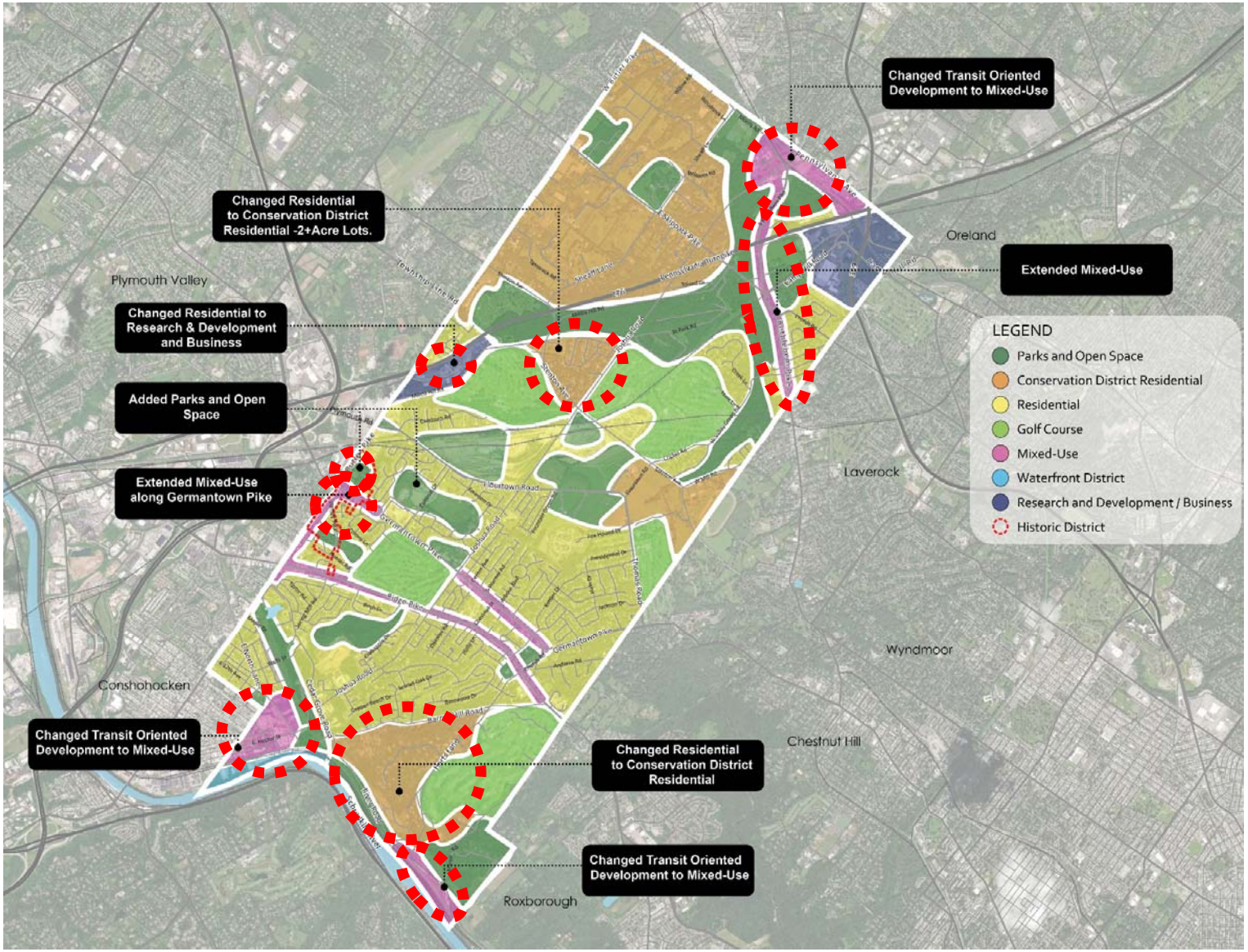
Accessible business corridors

Sidewalks & handicap ramps that connect

Emerging Themes…

- Walkability
- Mixed Use Destinations
- Multi-Modal
- Progressive
- Open Space Preservation
- Transportation Corridors
- High Quality Design
- Diversity

We Heard You…


Changed Transit Oriented Development to Mixed-Use
Changed Residential to Conservation District Residential -2+Acre Lots.
Oreland
Extended Mixed-Use
Plymouth Valley
Changed Residential to Research & Development and Business
Added Parks and Open Space
Extended Mixed-Use along Germantown Pike
Laverock
Wyndmoor
Conshohocken
Changed Transit Oriented Development to Mixed-Use
Chestnut Hill
Changed Residential to Conservation District Residential
Changed Transit Oriented Development to Mixed-Use
Roxborough
LEGEND
Parks and Open Space
Conservation District Residential
Residential
Golf Course
Mixed-Use
Waterfront District
Research and Development / Business
Historic District

We Heard You… Important Considerations for Policies and Actions

- Preservation of existing green space/open space
- Preservation of historic areas/buildings
- Walkability and linkages
- Consider environmental impact of development/pavement
- Incorporate renewable energy opportunities
- Consider environmental issues such as water quality, biodiversity, and waste reduction
- Limit additional, new traffic generation

The Plan Framework

Components of the Policy Framework

Goals

Land Use

Housing

Circulation

Quality of Life

Policies (Objectives)

1. Land Use & Zoning
2. Commercial Development
3. Viewsheds and Natural Resources
4. Historic Preservation

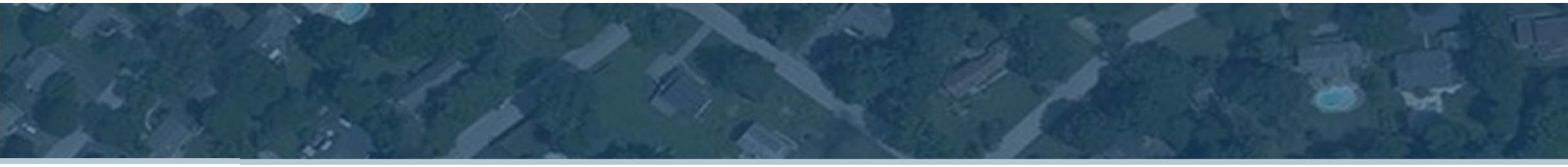
1. Infill Residential Development
2. Housing Diversification
3. New Residential Development

1. Roadway System
2. Complete Streets
3. Streetscape Amenities
4. Pedestrian/Bicycle Connectivity and Trail Network

1. Open Space Network
2. Parks and Recreation Programming and Facilities
3. Open Space Preservation
4. Sustainable Design
5. Branding an Identity

Actions

Specific recommendations to be undertaken by the Township and its partners to achieve the overarching goals of the Whitemarsh community.



Land Use

GOAL Maintain and enhance Whitemarsh's character and quality of life by managing future growth and development.

Policy #1 – Land Use and Zoning: Use the Township's future land use to guide development, including the placement and mix of uses.

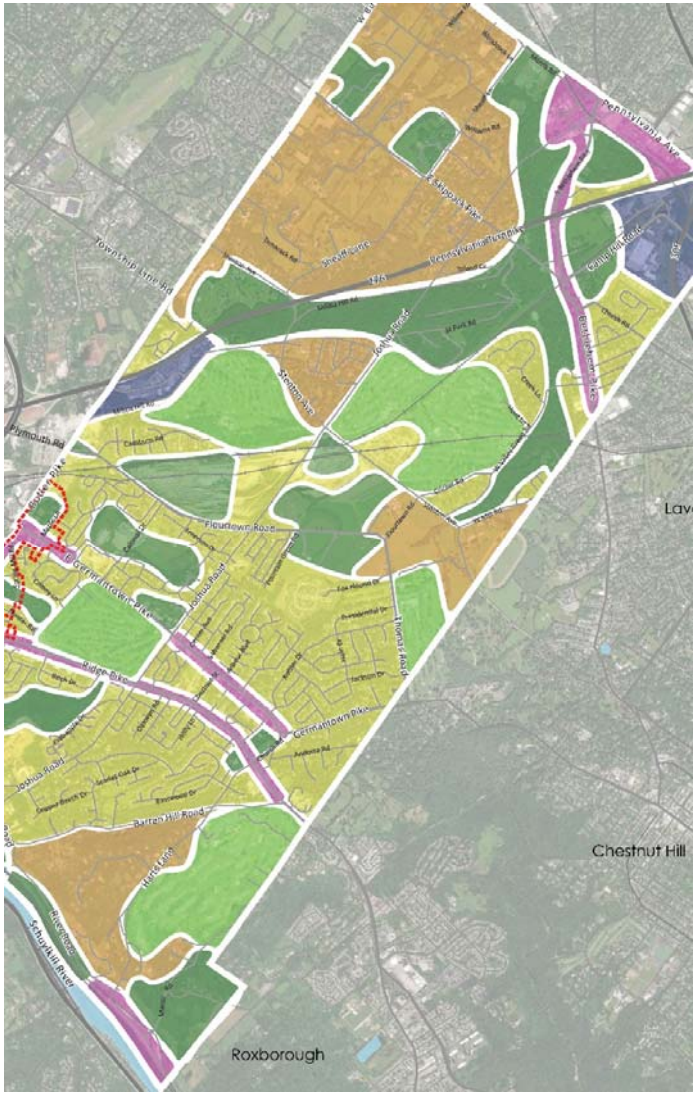
Policy #2 – Commercial Development: Ensure commercial development contributes to the Township's community character through high-quality design that accommodates all modes of transportation and creates a sense of place.

Policy #3 – Viewsheds and Natural Resources: Protect and enhance Whitemarsh's viewsheds and natural resources.

Policy #4 – Historic Resources: Protect and enhance Whitemarsh's historic and cultural resources.

Land use and Zoning

- **Review and update the Township Zoning Ordinance** to facilitate implementation of the Future Land Use Plan.
- **Simplify the Zoning Code** to ensure that it is user-friendly, understandable and consistent.
- **Focus high density development** in areas of the Township that already have adequate infrastructure to support growth, consistent with the Future Land Use Plan.
- **Focus new commercial and mixed-use development** within and near established commercial areas.



Commercial Development

- Hold developers accountable to adopted **design standards** that ensure high quality design.
- Install **pedestrian-oriented amenities**, particularly lighting, within commercial and mixed-use areas.
- Consider the creation of a **community development position** to assist with business attraction, retention, marketing, and outreach.
- Implement a **marketing campaign** to encourage and draw businesses into the Township.

Commercial Development

- Offer **incentives** to existing business owners to make improvements to their properties. Educate building owners and landlords about the benefits of investing in their property.

- Where parking lots are located between commercial buildings and streets, require a designated **pedestrian path connecting** from the street or sidewalk (where applicable).

Viewsheds and Natural Resources

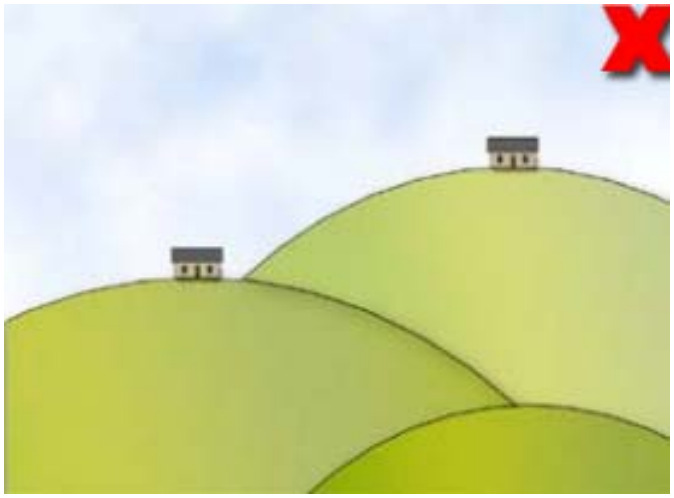
- Develop a **Scenic Resources Inventory** to identify existing resources and ensure key viewsheds and natural areas are identified for future protection.

- **Review and update ordinances** to ensure viewsheds, riparian corridors and hillside development standards are adequately addressed.

- **Strengthen and simplify the existing conservation district overlay**, to facilitate cluster development that protects scenic and natural resources.

Viewsheds and Natural Resources

- Ensure **new development** limits grading, **preserves natural topography**, and preserves ridgelines.
- Implement recommendations from the **2015 Gambone Property Natural Area Stewardship Plan.**
- **Preserve key open space areas** of the township, including but not limited to the riverfront, existing parklands and Erdenheim Farm, consistent with the Future Land Use Plan.



Historic and Cultural Resources

- Continue to preserve and **protect locally, state or federally designated properties and districts.**
- Develop and **enforce design and development standards for historic properties** and districts that allows for adaptive reuse and encourages retention, as they are irreplaceable resources directly linked to the Township's character.

Historic and Cultural Resources

- Promote the social and economic benefits of historic resources through **interpretive signage and brochures.**
- Consider **additional individual listings** of significant historic sites and properties in the Township.

Housing

GOAL Encourage diversification of housing stock that will meet the needs of existing and future residents, while preserving the character and value of existing neighborhoods.

Policy #1 – Infill Residential Development: Ensure that infill residential development is compatible with surrounding housing stock and land uses.

Policy #2 – Housing Diversification: Promote neighborhoods that allow a diverse mix of residents and housing types, and respond to changing lifestyle preferences and market trends.

Policy #3 – New Residential Development: Ensure zoning is adequately addressing residential build-out in the community so as to limit negative impacts on the Township, including safety, walkability, and traffic.

Infill Residential Development

- **Simplify cluster development** regulations to make the option more attractive for developers.
- Ensure **cluster regulations** are effectively meeting their **intended goals** including the size and configuration of open space.
- Develop **residential design requirements** for all new housing developments to ensure high quality building design and context-sensitive site layout (promote individuality/avoid cookie-cutter appearance).

Housing Diversification

- Update residential standards and zoning to allow for a **variety of housing types and sizes.**

- Promote inclusivity by permitting and promoting **mixed-income neighborhoods**, through implementation of the above action.

New Residential Development

- Ensure new **neighborhoods are interconnected** through greenbelts, pathways, or sidewalks to surrounding development centers.

- Require **landscape buffers** along roadways, associated with new residential developments, to preserve open space and green corridors.

Circulation

GOAL **Develop a balanced and efficient transportation system that provides choices, supports the Township's land use goals, protects neighborhoods from adverse transportation impacts, and reinforces livability.**

Policy #1 – Roadway System: Maintain and improve the Township's roadway system to be consistent with the future land use map, ensuring safe connections and routes for multiple transportation needs.

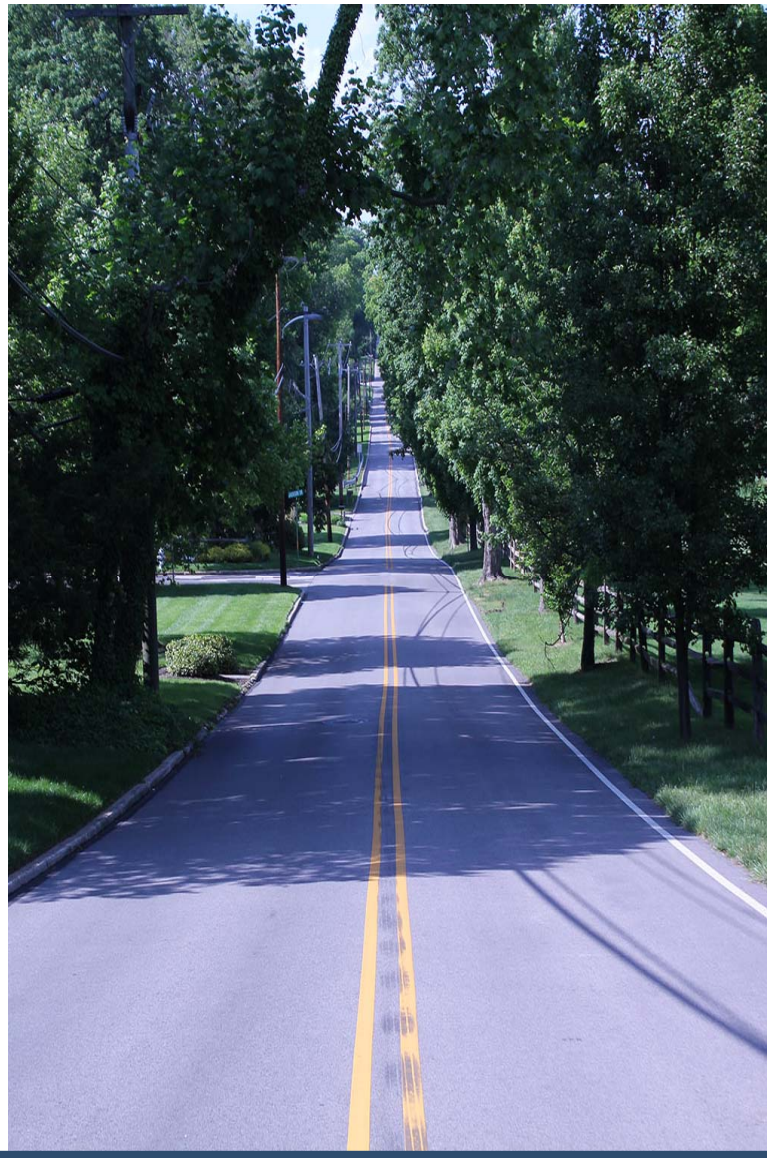
Policy #2 – Complete Streets: Develop and implement a Complete Streets policy.

Policy #3 – Streetscape Amenities: Implement unique amenities to support multi-modal transportation.

Policy #4 – Pedestrian/Bicycle Connectivity and Trail Network: Build upon the existing trail, path, and sidewalk network to create an uninterrupted system throughout the Township.

Roadway System

- **Monitor traffic volumes** on all arterial and major collector roads to understand potential impacts of new development.
- Consider the **impacts of traffic** when any new project is considered for development. Require a short- and long-term impact analysis as part of the approval process.



Complete Streets

- **Strengthen key intersections** to improve pedestrian safety and create a more welcoming environment.
- Update the **2009 Pedestrian and Bicycle Network Plan.**
- Use the **Walk Montco Walkability Study** as a guide when considering pedestrian improvements in the Township.

Complete Streets

- Ensure all new sidewalks are ADA compliant. Upgrade existing sidewalks for **ADA compliance** where possible, beginning along key connector corridors and pedestrian centers, such as Germantown Pike.

- Consider **traffic calming elements** in dense, mixed-use areas in order to promote increased walkability (Germantown Pike).

Streetscape Amenities

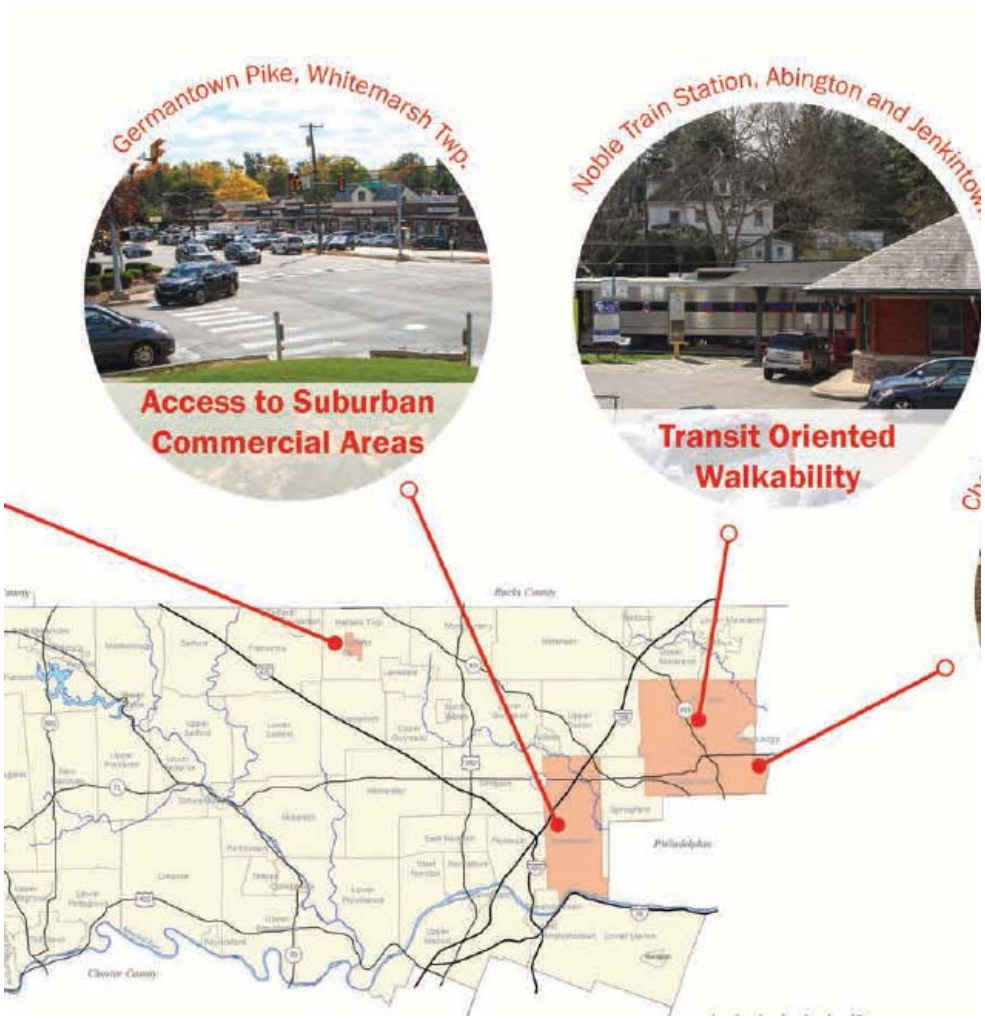
- Incorporate **streetscape amenities** including decorative street lights, grass verges, street trees, landscaping, decorative fences, and signage where possible.
- **Provide bike racks** at key destinations and commercial nodes.
- Work with commercial property owners to sponsor **bus stops** in order to promote use of public transportation.

Streetscape Amenities

- Incorporate **electric car charging stations** on municipally owned lands throughout the Township.
- Explore **bike sharing options** and consider implementing a system in the Township.

Pedestrian and Bicycle Connectivity

- Ensure that all public recreational facilities can be reached through **safe routes** for bicycling, walking, and public transportation.
- **Identify priority trail connections** to the Schuylkill River and regional trail system in order to create an integrated system.
- Develop a phasing and funding strategy to **implement trail connections**. Apply for implementation funding to complete connections.



Pedestrian and Bicycle Connectivity

- **Implement bike lanes** and routes throughout the Township, where possible.
- Require all new development to include **sidewalks or side path** connections to surrounding mixed-use/commercial centers, recreation facilities, and neighborhoods.
- **Implement sidewalks or side path** areas on Germantown Pike, Bethlehem Pike, Pennsylvania Avenue and other important corridors, as possible.
- Ensure safe pedestrian and bike passage is provided between **SEPTA stations and surrounding development/neighborhoods.**

Quality of Life

GOAL Promote healthy living opportunities and preserve the Township's unique sense of place through open space preservation and sustainable development practices.

Policy #1 – Open Space Network: Preserve, maintain, and expand the Township's extensive network of open spaces.

Policy #2 – Parks and Recreation Programming and Facilities: Monitor needs and expand park and recreation facilities and programming as necessary.

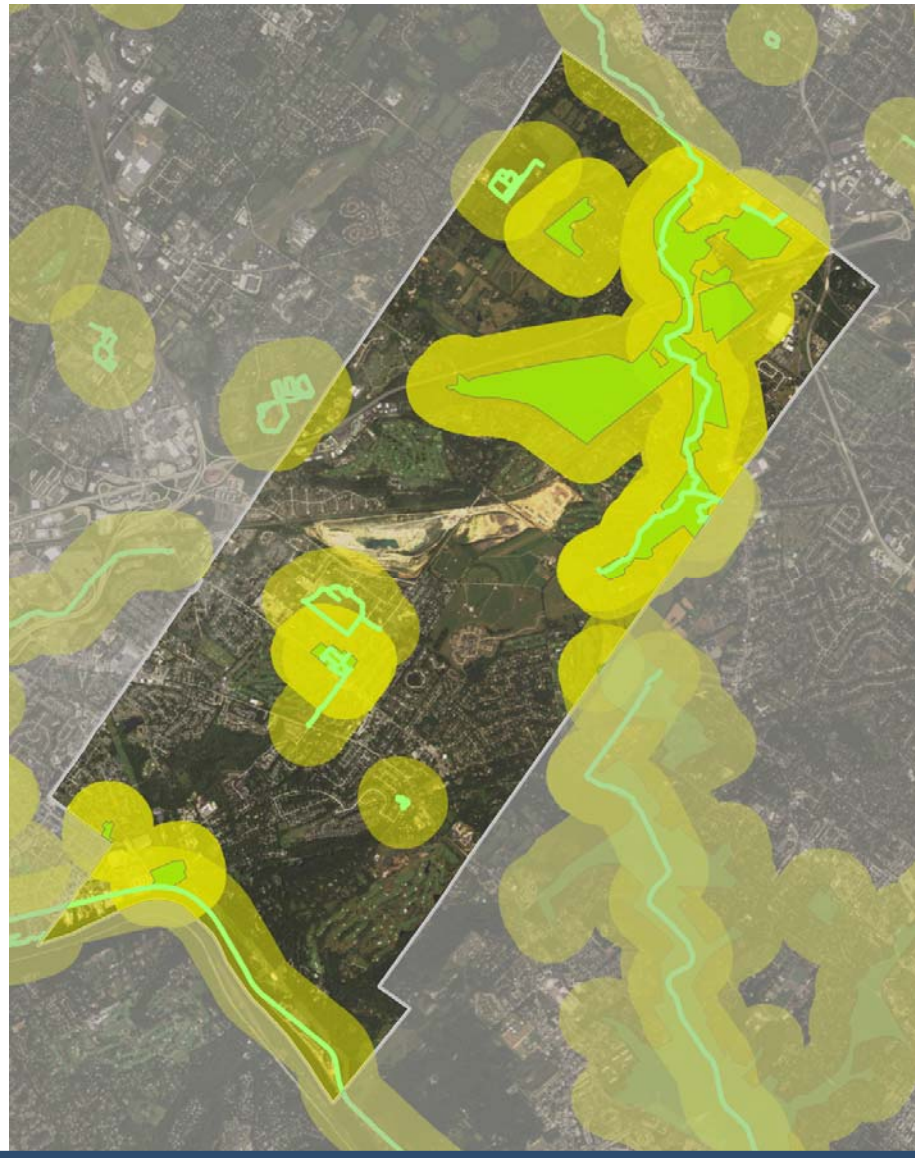
Policy #3 – Open Space Preservation: Preserve green spaces associated with existing golf courses in the Township.

Policy #4 – Sustainable Design: Support renewable energy methods and sustainable design elements.

Policy #5 – Branding and Identity: Continue to promote the Township, its open space, parks, and trail facilities to residents and visitors.

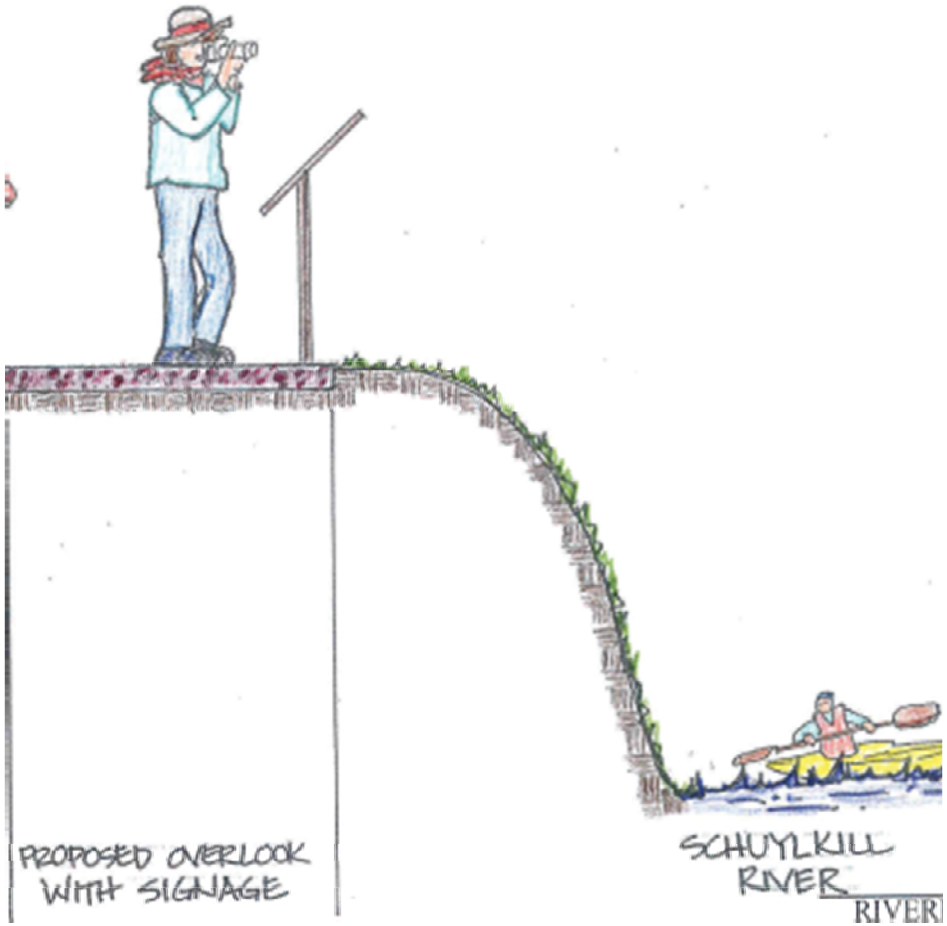
Open Space Network

- Prepare a **Municipal Park and Recreation Needs Analysis** to study available parks and recreation facilities against the needs of a growing, changing population.
- Identify areas in the Township that are not within a **10-minute walk** to a park or recreation area and consider additional amenities to fill these gaps.
- Annually **assess all existing park facilities** and identify any upgrades or programming needs. Review plans and **identify necessary updates** to reflect changing demographics, needs, and improvements.



Open Space Network

- Provide **amenities along the River** such as restrooms, fishing piers, non-motorized boat launches, and facilities for bike and boat rentals.
- Continue to focus on making **the riverfront a destination** with new and improved trails and increased connectivity to the waterfront.
- Consider formalizing **riverfront events and marketing coordination** to implement and promote activities, oversee sales of amenities/sponsorship, and manage community/public relations.

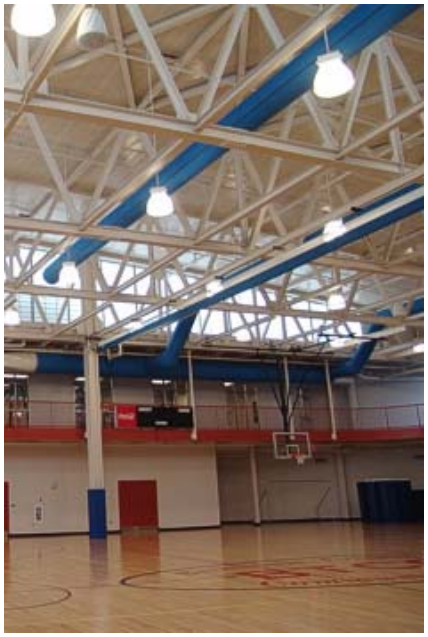


Programming and Facilities

- Consider incorporating **more active recreational fields and facilities** into existing Township-owned parkland and open spaces as needs are identified.
- Provide **diverse and unique outdoor recreation opportunities**, such as natural play areas, highlighting Whitemarsh Township's natural and historic resources.
- Implement an **environmental education program** to promote and enhance the Township's natural resources.

Programming and Facilities

- Consider completing a **Community Center Needs Assessment**.



Open Space Preservation

- Pro-actively engage with private landowners to develop **long-term strategies for open space preservation**, trail connections, and easements.
- Ensure the intent and eligibility of projects for the **Township Open Space Fund** is clearly defined.
- Prepare a study that provides an in-depth analysis of options for the **long-term protection of golf courses**, including:
  - Strengthening of existing ordinances;
  - Conventional re-zoning;
  - Enhanced cluster regulations;
  - Conservation easements;
  - Incentive zoning; and
  - Transfer of development rights.

Sustainable Design & Environmental Stewardship

- Continue to preserve and **protect the Township's remaining natural resources**, including water quality, soil quality, wetlands, forest lands and wood lots, wildlife corridors, agricultural lands, and stream corridors/riparian systems, and manage them properly.
- Consider measures to **plant and maintain growth** appropriate to these biological systems and habitats, including native, pollinating and indigenous plants.

Sustainable Design & Environmental Stewardship

- Identify town-owned lands/municipal buildings that could be used for **solar energy collection installations** and confer with energy advisors and other Townships that have implemented such programs.
- Determine and incorporate strategies into municipal facilities and daily practices that guarantee **resource conservation** (e.g. energy) and **burden reduction** (e.g. waste water, solid waste, pollution), such as installing low-flow toilets or converting to hybrid electric municipal vehicles.

Sustainable Design and Environmental Stewardship

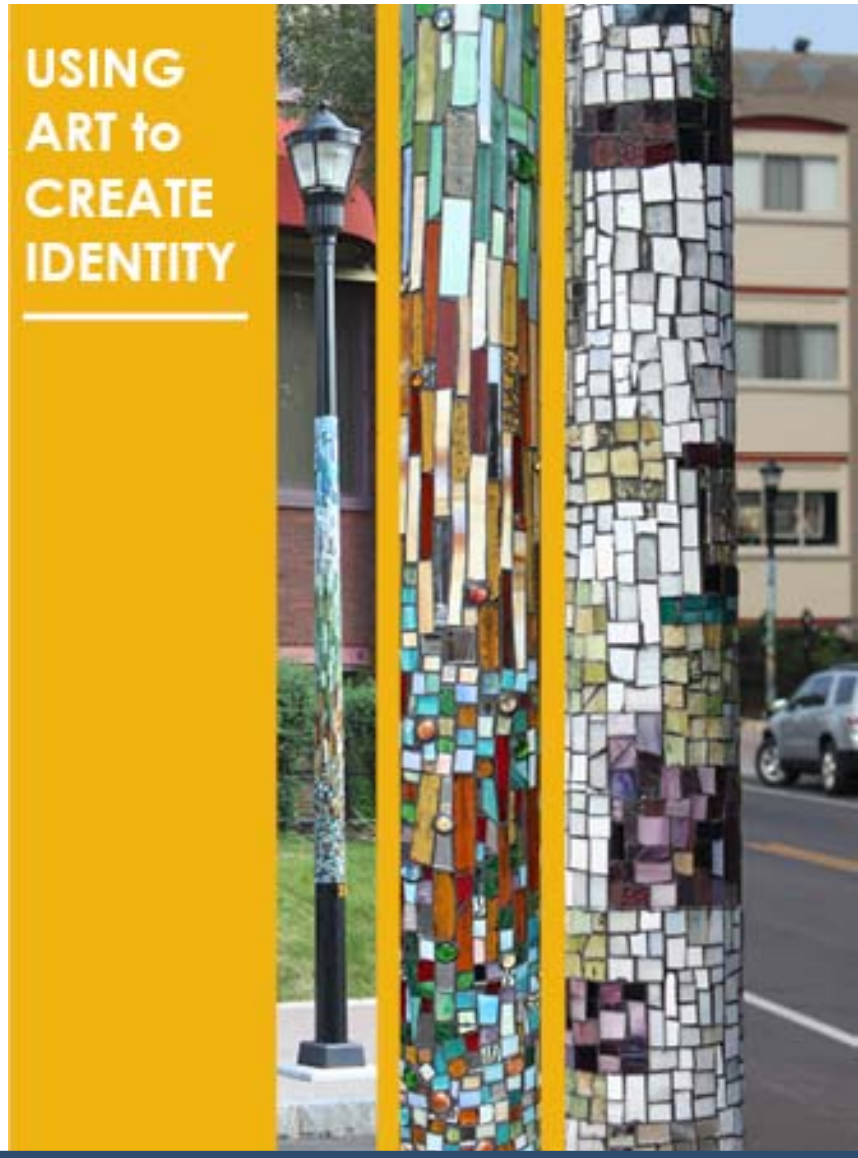
- Review the Township's existing ordinances and management practices related to **managing water resources**. Continue to monitor new strategies and technologies, building upon the Township's existing management practices.
- Encourage use of rain gardens, bioswales, and **green infrastructure in site development**.

Branding and Identity

- Establish a **Township-wide brand and identity**, with consistent, fonts, colors and logo, to use on signage, pamphlets and guides.
- Develop and **distribute pamphlets and brochures/guides** which share information about the Township to residents and visitors.

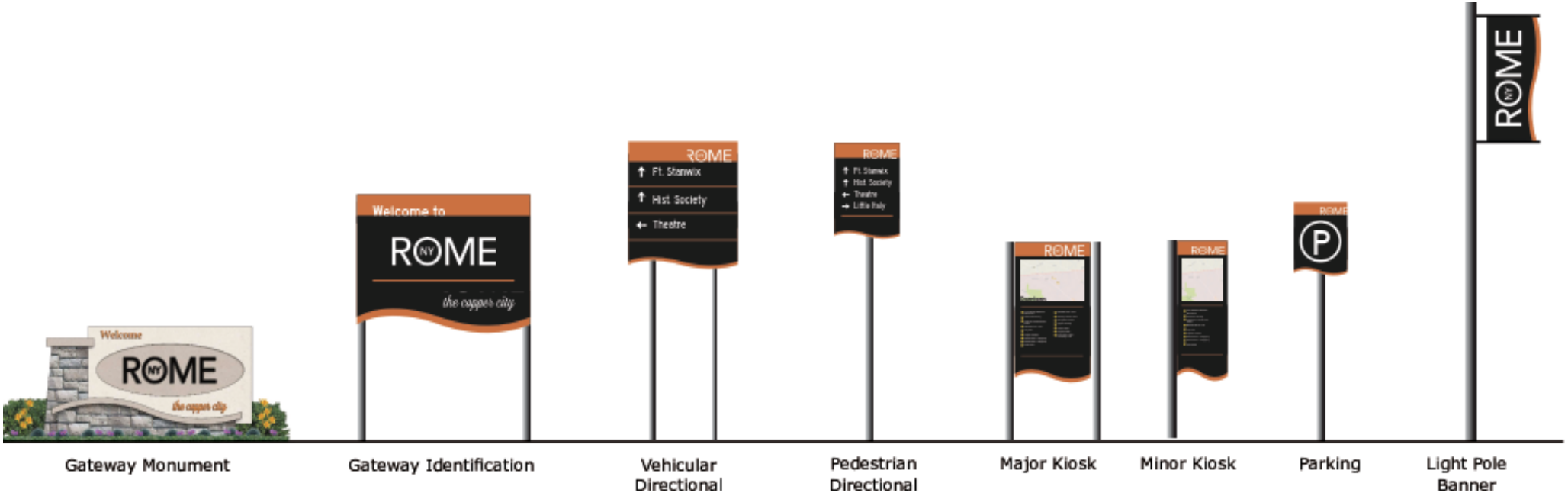
Branding and Identity

- Develop and install **educational and interpretive signage** at key Township sites and facilities.
- Use **art techniques** consistently throughout the Township to reinforce the unique brand. For example decorating existing light poles or pavement art.



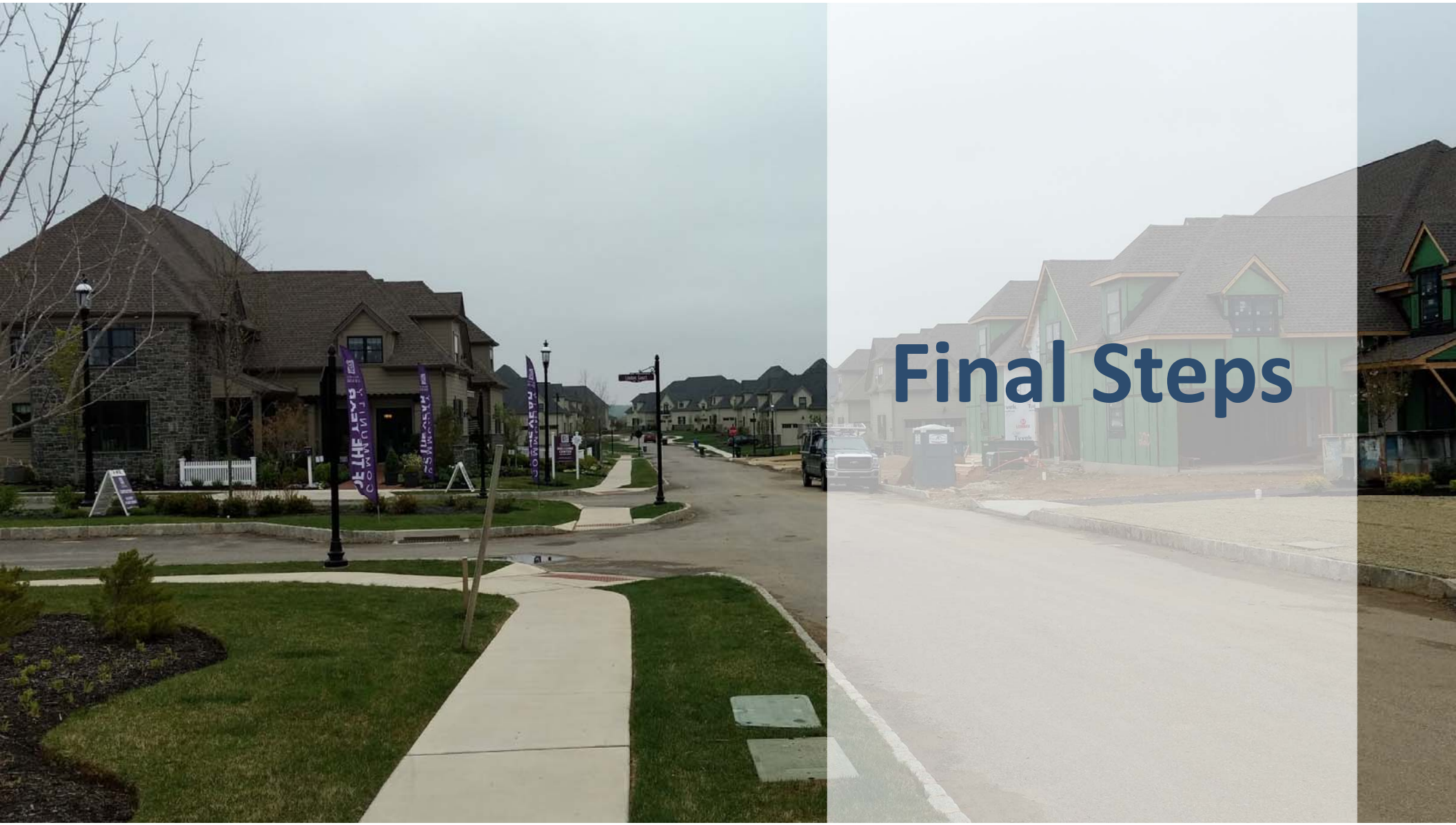
Branding and Identity

- Implement a **wayfinding program** that directs people to key destinations, improves circulation/navigation and provides a sense of comfort/security to overall visitor experience.



Workshop

Tell us which recommendations you agree with and let us know other ideas you have!



Final Steps

Next Steps

- **Final Draft Plan Development** **October**
  - ✓ Incorporating community feedback
- **Planning Commission Workshop** **October**
- **Final Revisions** **October**
- **Planning Commission Meeting** **Nov/Dec**
- **Board of Supervisors Hearing** **Dec/Jan**

BERGMANN
ARCHITECTS ENGINEERS PLANNERS

Whitemarsh Township

COMPREHENSIVE PLAN UPDATE

Public Meeting #3
September 20, 2018 @ 7:00 PM

MEETING SUMMARY

Presentation

Kimberly Baptiste (Bergmann) welcomed attendees and walked through a PowerPoint presentation, highlighting the following:

- Comprehensive Plan Update Process Recap
- What we've heard from past public meetings
- The Plan Framework, the four goal areas (Land Use, Housing, Circulation and Quality of Life) and briefly reviewed recommended policies and actions under each goal.

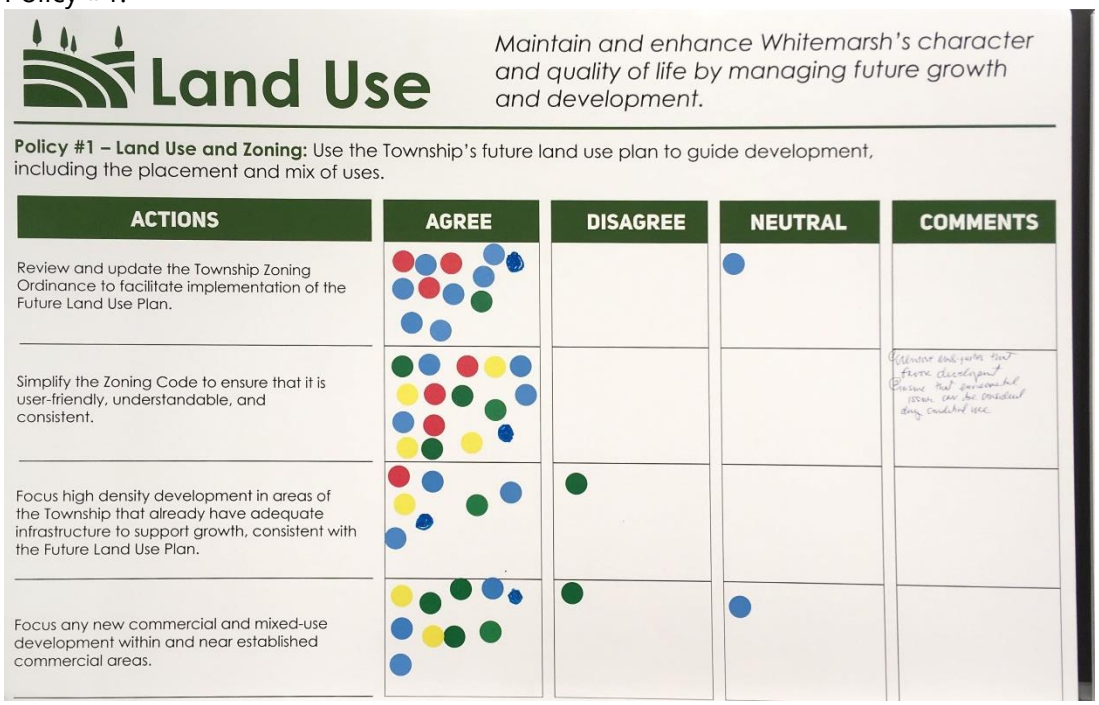
A list of all meeting attendees and PowerPoint presentation is attached for additional detail.

Workshop

After the presentation of the plan framework and recommended actions, the Attendees were asked to share their opinion on each action. Using a sticker, each Member shared whether they agreed with, disagreed with, or felt neutral about each action under each policy board. Additionally, Attendees were asked to share any comments on each goal. The results are shared below:

Goal: Land Use

Policy #1:



Land Use

Maintain and enhance Whitemarsh's character and quality of life by managing future growth and development.

Policy #1 – Land Use and Zoning: Use the Township's future land use plan to guide development, including the placement and mix of uses.

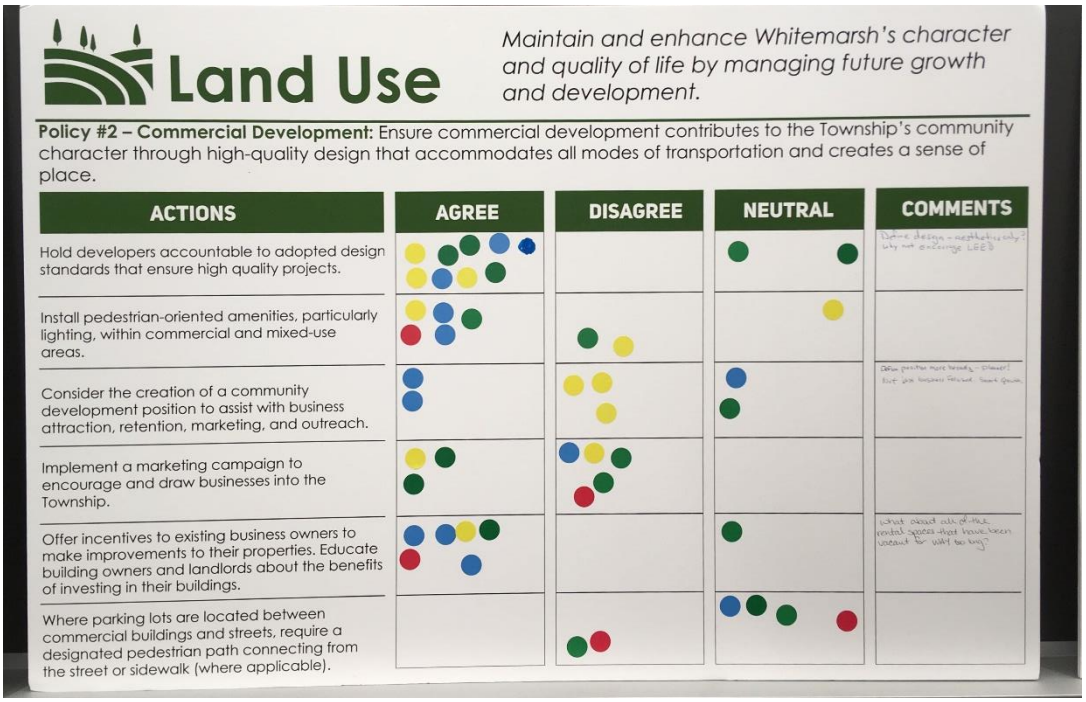
ACTIONS	AGREE	DISAGREE	NEUTRAL	COMMENTS
Review and update the Township Zoning Ordinance to facilitate implementation of the Future Land Use Plan.				
Simplify the Zoning Code to ensure that it is user-friendly, understandable, and consistent.				① Remove amb. favor dev't ② Insure that environmental issues can be considered during conditional use
Focus high density development in areas of the Township that already have adequate infrastructure to support growth, consistent with the Future Land Use Plan.				
Focus any new commercial and mixed-use development within and near established commercial areas.				

Comments:

Action: Simplify the Zoning Code to ensure that it is user-friendly, understandable and consistent.

- *Remove ambiguities that favor development*
- *Insure that environmental issues can be considered 'during' conditional use*

Policy #2:



Land Use

Maintain and enhance Whitemarsh's character and quality of life by managing future growth and development.

Policy #2 – Commercial Development: Ensure commercial development contributes to the Township's community character through high-quality design that accommodates all modes of transportation and creates a sense of place.

ACTIONS	AGREE	DISAGREE	NEUTRAL	COMMENTS
Hold developers accountable to adopted design standards that ensure high quality projects.				Define design - aesthetically? Why not encourage LEED
Install pedestrian-oriented amenities, particularly lighting, within commercial and mixed-use areas.				
Consider the creation of a community development position to assist with business attraction, retention, marketing, and outreach.				Define position more broadly -- planner! Not just business focused. Smart Growth.
Implement a marketing campaign to encourage and draw businesses into the Township.				
Offer incentives to existing business owners to make improvements to their properties. Educate building owners and landlords about the benefits of investing in their buildings.				What about all of the rental spaces that have been vacant for way too long?
Where parking lots are located between commercial buildings and streets, require a designated pedestrian path connecting from the street or sidewalk (where applicable).				

Comments:

Action: Hold developers accountable to adopted design standards that ensure high quality projects.

- *Define design- aesthetics only? Why not encourage LEED*

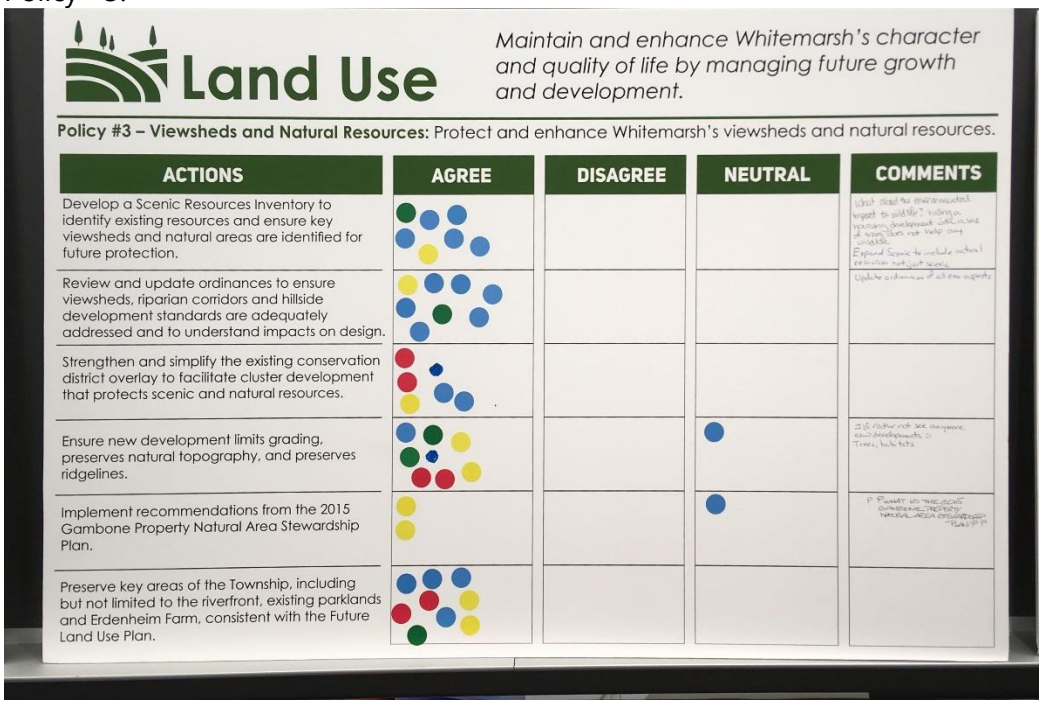
Action: Consider the creation of a community development position to assist with business attraction, retention, marketing and outreach.

- *Define position more broadly—planner!*
- *Not just business focused. Smart Growth,*

Action: Offer incentives to existing business owners to make improvements to their properties. Educate building owners and landlords about the benefits of investing in their buildings.

- *What about all the rental spaces that have been vacant for way too long?*

Policy #3:



Land Use

Maintain and enhance Whitemarsh's character and quality of life by managing future growth and development.

Policy #3 – Viewsheds and Natural Resources: Protect and enhance Whitemarsh's viewsheds and natural resources.

ACTIONS	AGREE	DISAGREE	NEUTRAL	COMMENTS
Develop a Scenic Resources Inventory to identify existing resources and ensure key viewsheds and natural areas are identified for future protection.				What about the environmental impact to wildlife? Hiding a housing development with a line of trees does not help any wildlife. Expand Scenic to include natural resources not just scenic
Review and update ordinances to ensure viewsheds, riparian corridors and hillside development standards are adequately addressed and to understand impacts on design.				Update ordinances of all env. aspects
Strengthen and simplify the existing conservation district overlay to facilitate cluster development that protects scenic and natural resources.				
Ensure new development limits grading, preserves natural topography, and preserves ridgelines.				I'd rather not see anymore new developments :) Trees, habitats
Implement recommendations from the 2015 Gambone Property Natural Area Stewardship Plan.				?? What is the 2015 Gambone Property Natural Area Stewardship Plan??
Preserve key areas of the Township, including but not limited to the riverfront, existing parklands and Erdenheim Farm, consistent with the Future Land Use Plan.				

Comments:

Action: Develop a Scenic Resources Inventory to identify existing resources and ensure key view sheds and natural areas are identified for future protection.

- *What about the environmental impact to wildlife? Hiding a housing development with a line of trees does not help any wildlife*
- *Expand Scenic to include natural resources not just scenic*

Action: Review and update ordinances to ensure view sheds, riparian corridors and hillside development standards are adequately addressed and to understand impacts on design.

- *Update ordinances of all env. aspects*

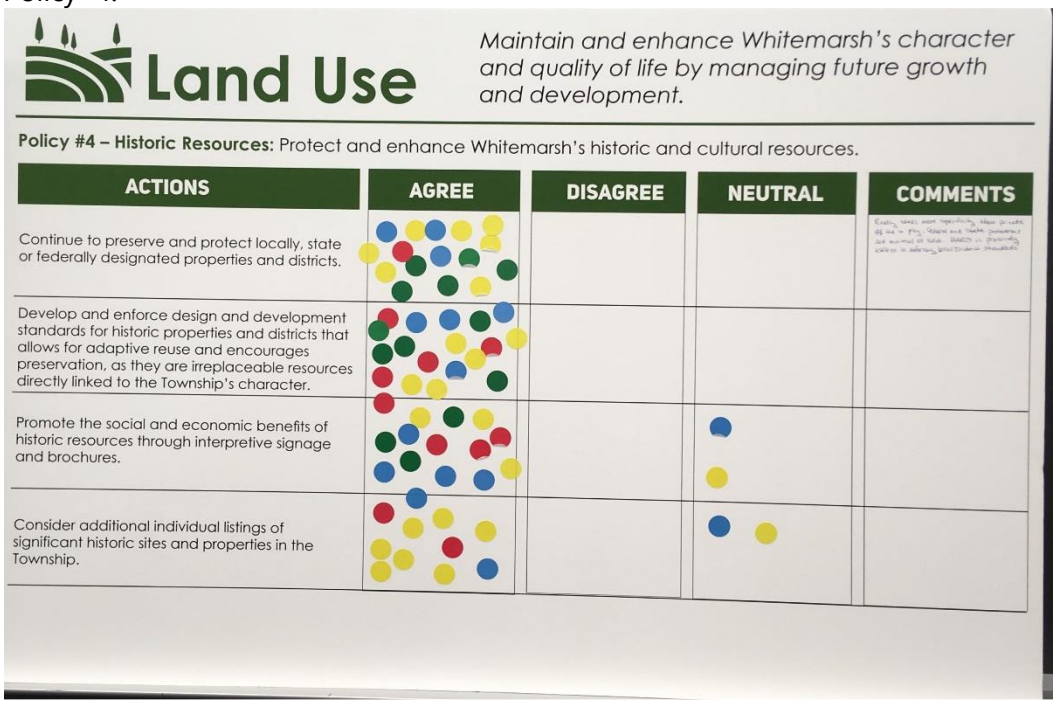
Action: Ensure new development limits grading, preserves natural topography, and preserves ridgelines.

- *I'd rather not see anymore new developments*
- *Trees, habitats*

Action: Implement recommendations from the 205 Gambone Property Natural Area Stewardship Plan.

- *?? What is the 2015 Gambone Property Natural Area Stewardship Plan??*

Policy#4:



Land Use

Maintain and enhance Whitemarsh's character and quality of life by managing future growth and development.

Policy #4 – Historic Resources: Protect and enhance Whitemarsh's historic and cultural resources.

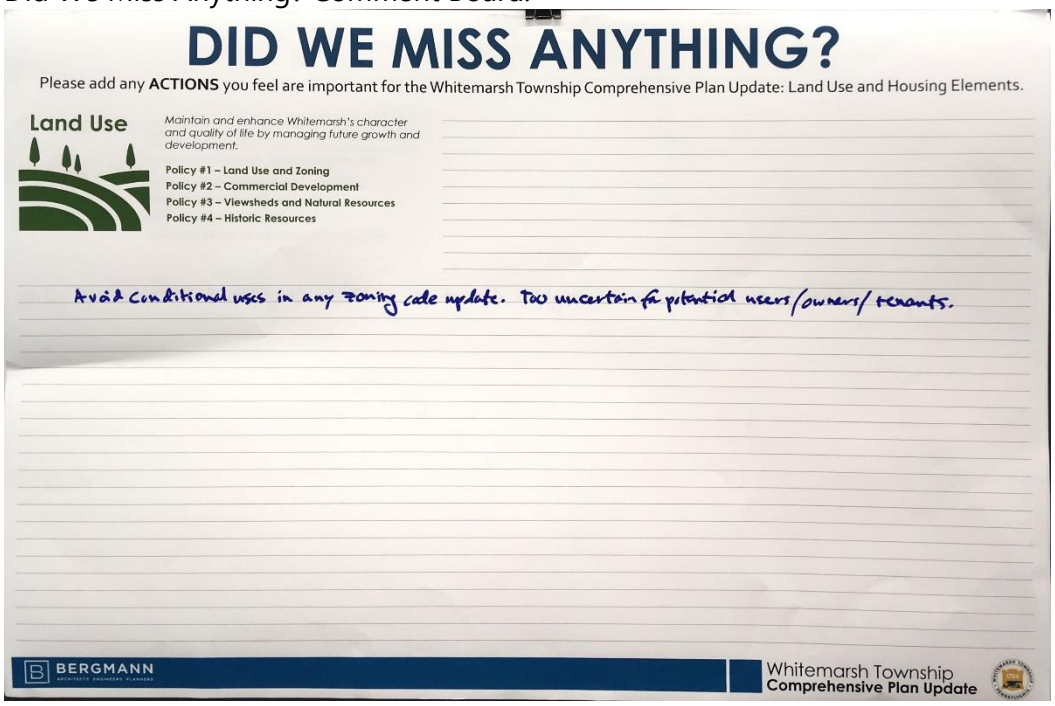
ACTIONS	AGREE	DISAGREE	NEUTRAL	COMMENTS
Continue to preserve and protect locally, state or federally designated properties and districts.				
Develop and enforce design and development standards for historic properties and districts that allows for adaptive reuse and encourages preservation, as they are irreplaceable resources directly linked to the Township's character.				
Promote the social and economic benefits of historic resources through interpretive signage and brochures.				
Consider additional individual listings of significant historic sites and properties in the Township.				

Comments:

Action: Continue to preserve and protect locally, state or federally designated properties and districts.

- *Really needs more specificity. Where private $$ are in play, federal and state protections are minimal at best. HARB is practically useless in enforcing local district standards.*

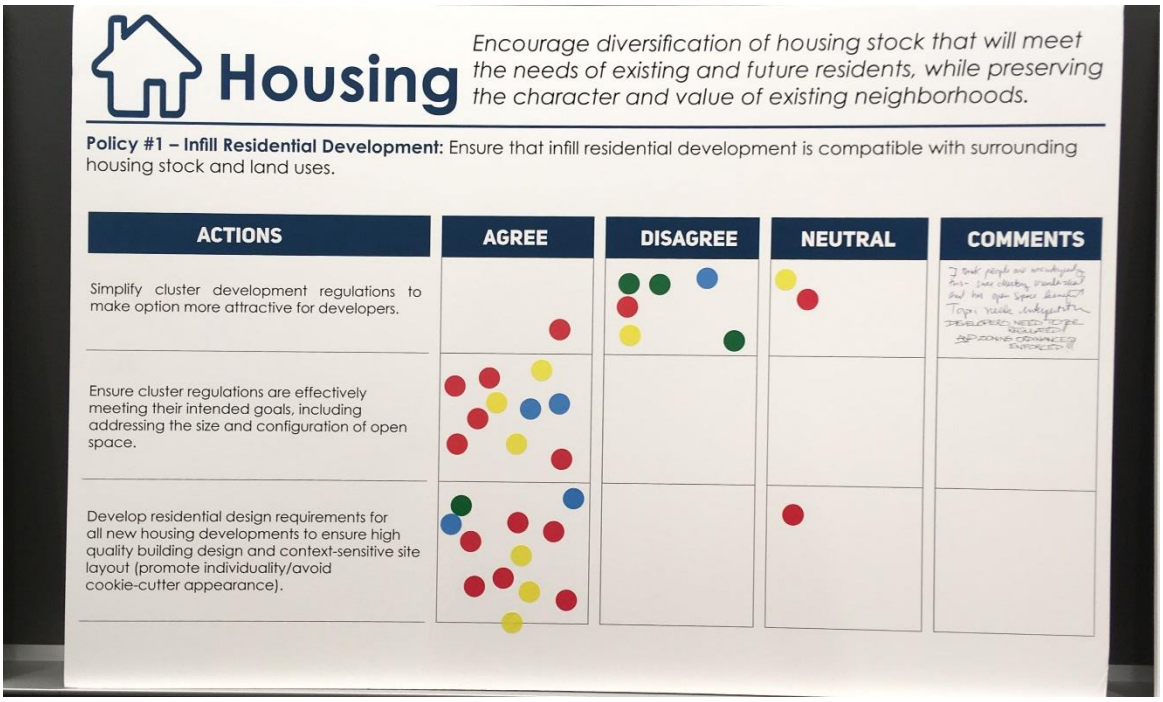
Did We Miss Anything? Comment Board:



- *Avoid conditional uses in any zoning code update. Too uncertain for potential users (owners/tenants).*

Goal: Housing

Policy #1:

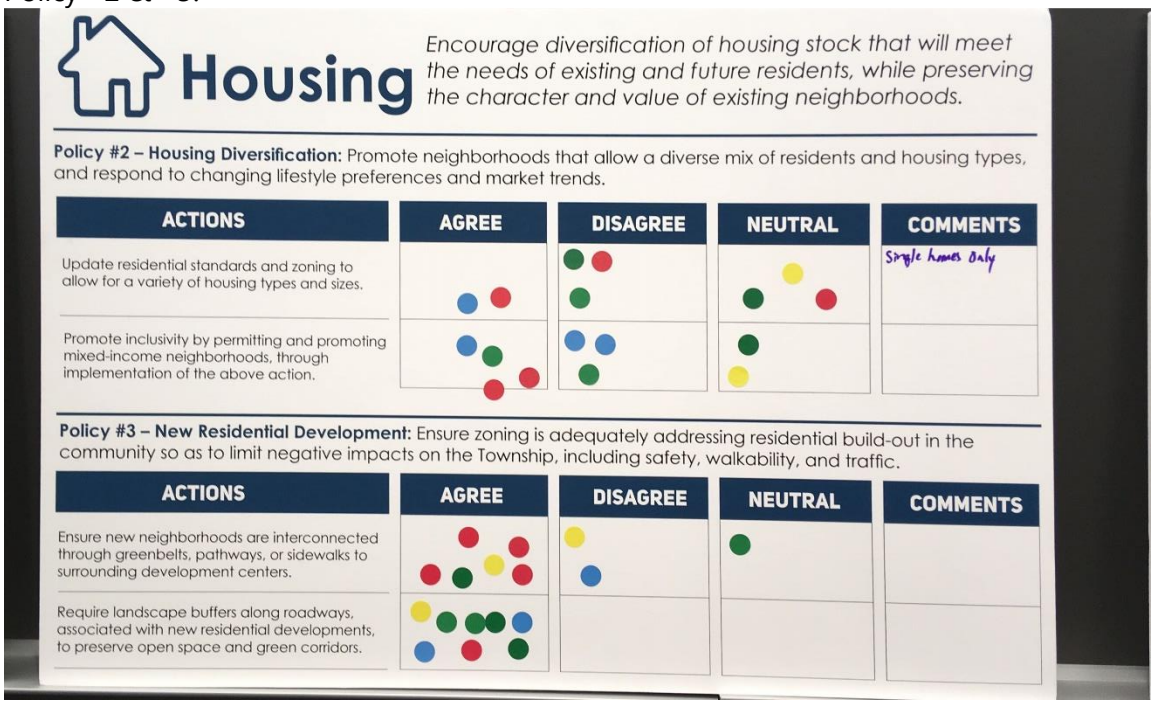


Comment:

Action: Simplify cluster development regulations to make option more attractive for developers.

- *I think people are misinterpreting this- since cluster is ___ and has open space benefit.*
- *Topic needs interpretation*
- *Developers need to be regulated!!*
- *And zoning ordinances enforced!!*

Policy #2 & #3:



Housing

Encourage diversification of housing stock that will meet the needs of existing and future residents, while preserving the character and value of existing neighborhoods.

Policy #2 – Housing Diversification: Promote neighborhoods that allow a diverse mix of residents and housing types, and respond to changing lifestyle preferences and market trends.

ACTIONS	AGREE	DISAGREE	NEUTRAL	COMMENTS
Update residential standards and zoning to allow for a variety of housing types and sizes.				Single homes only
Promote inclusivity by permitting and promoting mixed-income neighborhoods, through implementation of the above action.				

Policy #3 – New Residential Development: Ensure zoning is adequately addressing residential build-out in the community so as to limit negative impacts on the Township, including safety, walkability, and traffic.

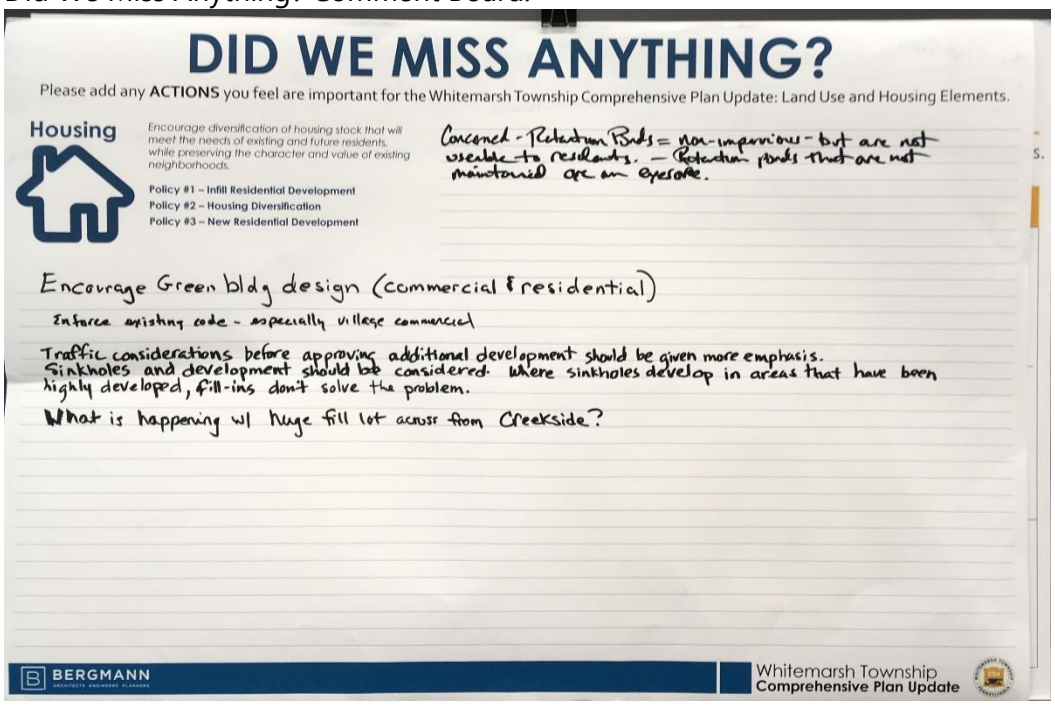
ACTIONS	AGREE	DISAGREE	NEUTRAL	COMMENTS
Ensure new neighborhoods are interconnected through greenbelts, pathways, or sidewalks to surrounding development centers.				
Require landscape buffers along roadways, associated with new residential developments, to preserve open space and green corridors.				

Comment:

Action: Update residential standards and zoning to allow for a variety of housing types and sizes.

- *Single homes only*

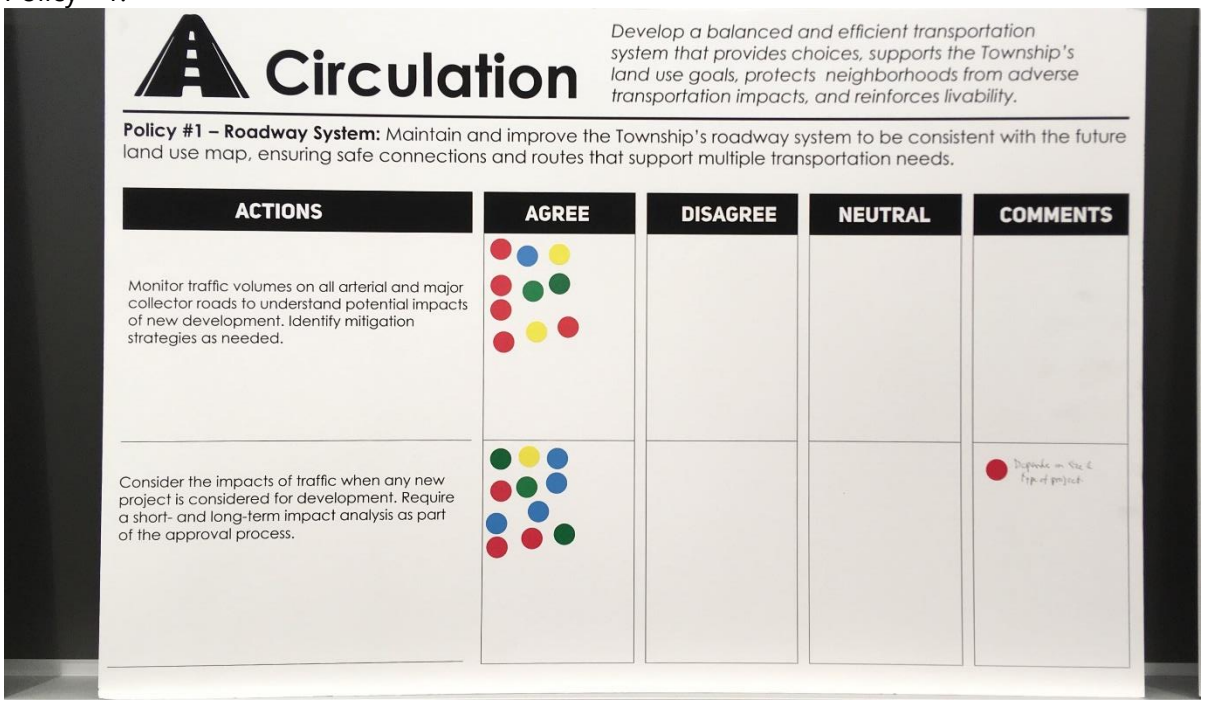
Did We Miss Anything? Comment Board:



- Concerned- Retention Ponds=non-impervious – but are not useable to residents. – Retention ponds that are not maintained are an eyesore.
- Encourage Green bldg. design (Commercial & residential)
- Enforce existing code- especially village commercial
- Traffic considerations before approving additional development should be given more emphasis. Sinkholes and development should be considered. Where sinkholes develop in areas that have been highly developed, fill-ins don't solve the problem.
- What is happening with huge fill lot across from Creekside?

Goal: Circulation

Policy #1:



Circulation

Develop a balanced and efficient transportation system that provides choices, supports the Township's land use goals, protects neighborhoods from adverse transportation impacts, and reinforces livability.

Policy #1 – Roadway System: Maintain and improve the Township's roadway system to be consistent with the future land use map, ensuring safe connections and routes that support multiple transportation needs.

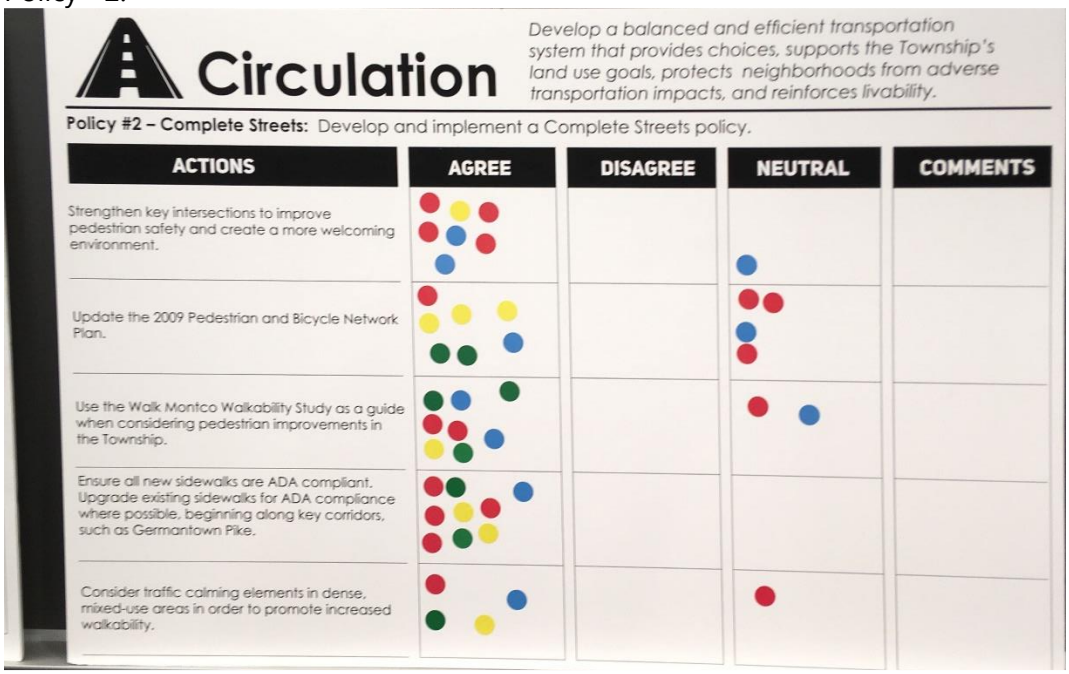
ACTIONS	AGREE	DISAGREE	NEUTRAL	COMMENTS
Monitor traffic volumes on all arterial and major collector roads to understand potential impacts of new development. Identify mitigation strategies as needed.				
Consider the impacts of traffic when any new project is considered for development. Require a short- and long-term impact analysis as part of the approval process.				Depends on size & type of project

Comment:

Action: Consider the impacts of traffic when any new project is considered for development. Require a short- and long-term impact analysis as part of the approval process.

- *Depends on size and type of project.*

Policy #2:



Circulation

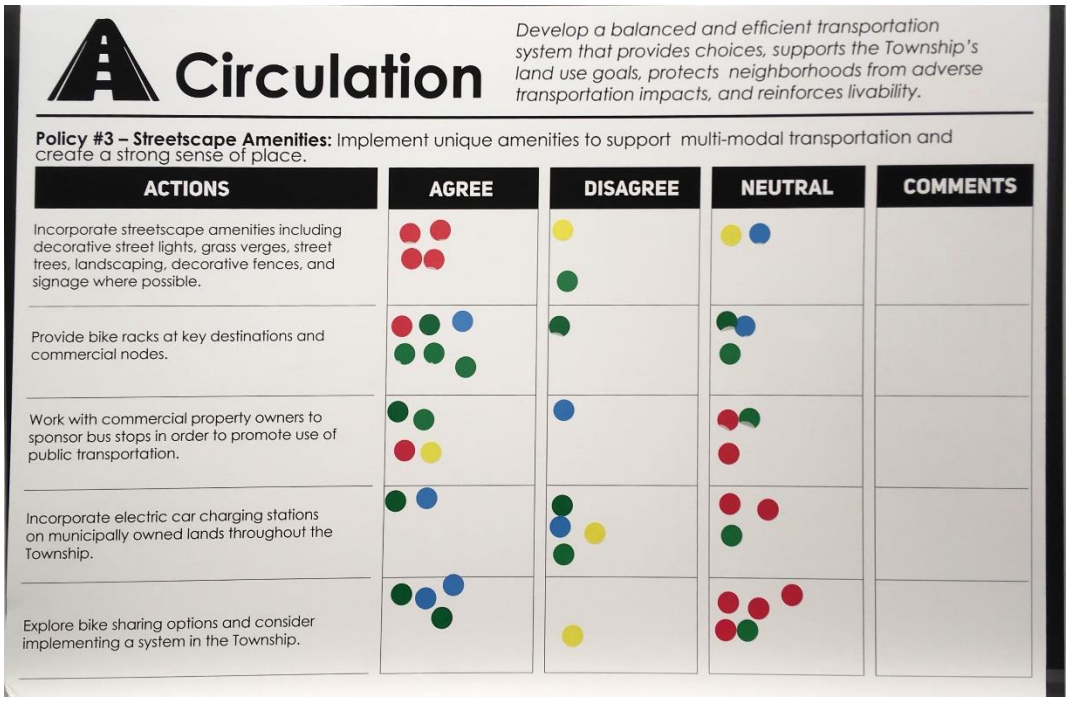
Develop a balanced and efficient transportation system that provides choices, supports the Township's land use goals, protects neighborhoods from adverse transportation impacts, and reinforces livability.

Policy #2 – Complete Streets: Develop and implement a Complete Streets policy.

ACTIONS	AGREE	DISAGREE	NEUTRAL	COMMENTS
Strengthen key intersections to improve pedestrian safety and create a more welcoming environment.				
Update the 2009 Pedestrian and Bicycle Network Plan.				
Use the Walk Montco Walkability Study as a guide when considering pedestrian improvements in the Township.				
Ensure all new sidewalks are ADA compliant. Upgrade existing sidewalks for ADA compliance where possible, beginning along key corridors, such as Germantown Pike.				
Consider traffic calming elements in dense, mixed-use areas in order to promote increased walkability.				

Comments: None

Policy #3:



Circulation

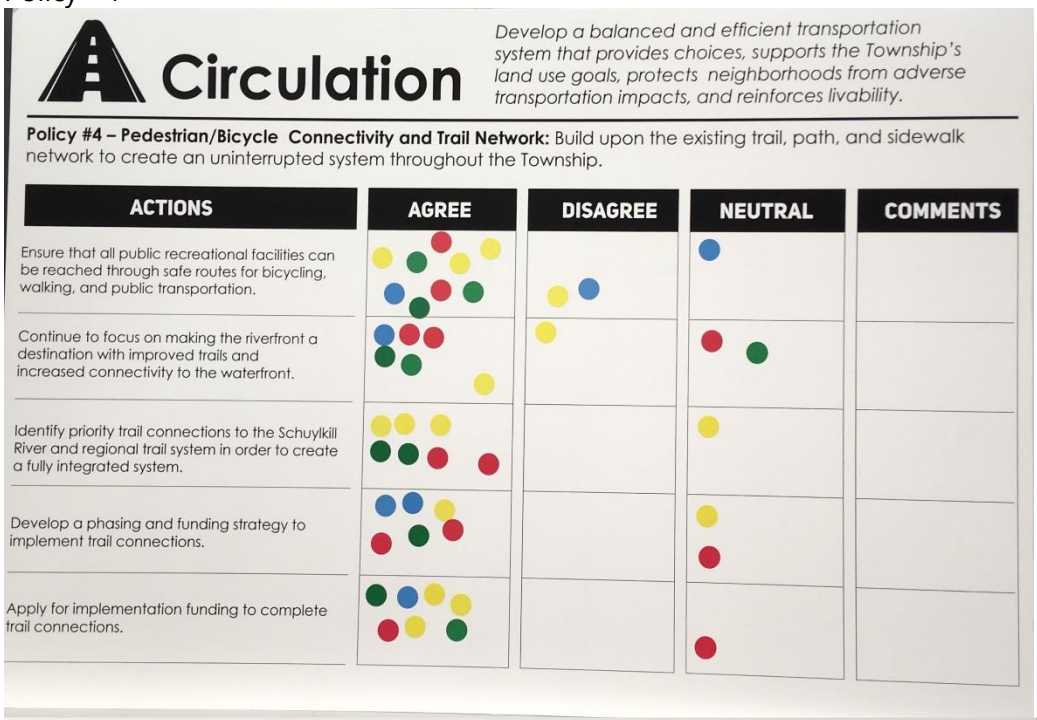
Develop a balanced and efficient transportation system that provides choices, supports the Township's land use goals, protects neighborhoods from adverse transportation impacts, and reinforces livability.

Policy #3 – Streetscape Amenities: Implement unique amenities to support multi-modal transportation and create a strong sense of place.

ACTIONS	AGREE	DISAGREE	NEUTRAL	COMMENTS
Incorporate streetscape amenities including decorative street lights, grass verges, street trees, landscaping, decorative fences, and signage where possible.				
Provide bike racks at key destinations and commercial nodes.				
Work with commercial property owners to sponsor bus stops in order to promote use of public transportation.				
Incorporate electric car charging stations on municipally owned lands throughout the Township.				
Explore bike sharing options and consider implementing a system in the Township.				

Comments: None

Policy #4

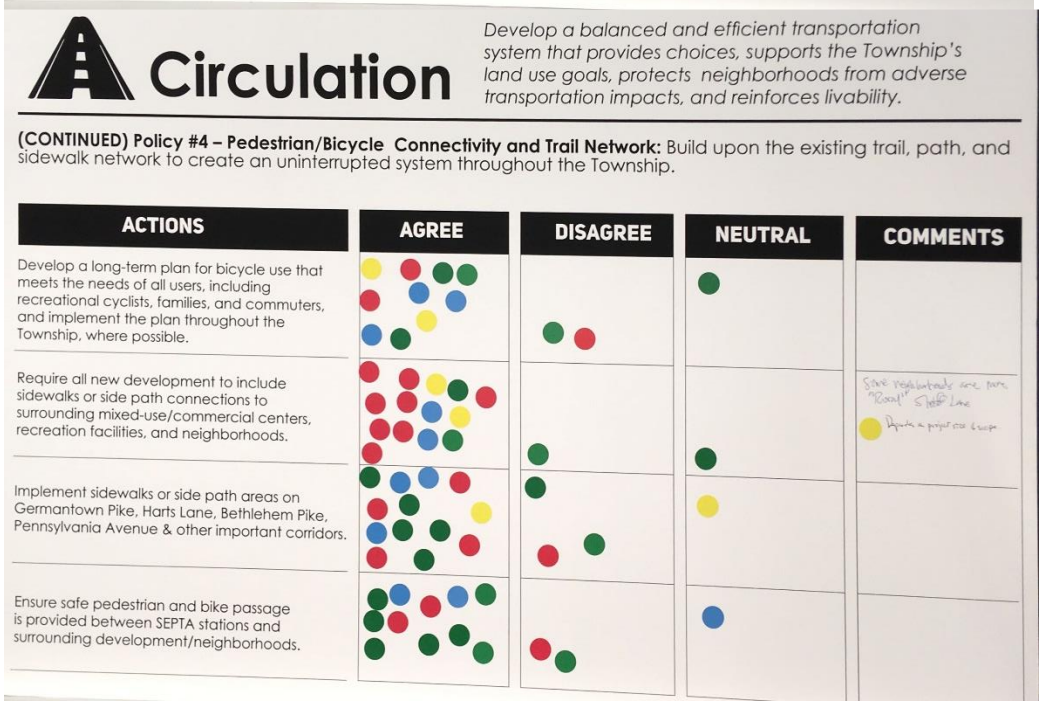


Circulation

Develop a balanced and efficient transportation system that provides choices, supports the Township's land use goals, protects neighborhoods from adverse transportation impacts, and reinforces livability.

Policy #4 – Pedestrian/Bicycle Connectivity and Trail Network: Build upon the existing trail, path, and sidewalk network to create an uninterrupted system throughout the Township.

ACTIONS	AGREE	DISAGREE	NEUTRAL	COMMENTS
Ensure that all public recreational facilities can be reached through safe routes for bicycling, walking, and public transportation.				
Continue to focus on making the riverfront a destination with improved trails and increased connectivity to the waterfront.				
Identify priority trail connections to the Schuylkill River and regional trail system in order to create a fully integrated system.				
Develop a phasing and funding strategy to implement trail connections.				
Apply for implementation funding to complete trail connections.				



Circulation

Develop a balanced and efficient transportation system that provides choices, supports the Township's land use goals, protects neighborhoods from adverse transportation impacts, and reinforces livability.

(CONTINUED) Policy #4 – Pedestrian/Bicycle Connectivity and Trail Network: Build upon the existing trail, path, and sidewalk network to create an uninterrupted system throughout the Township.

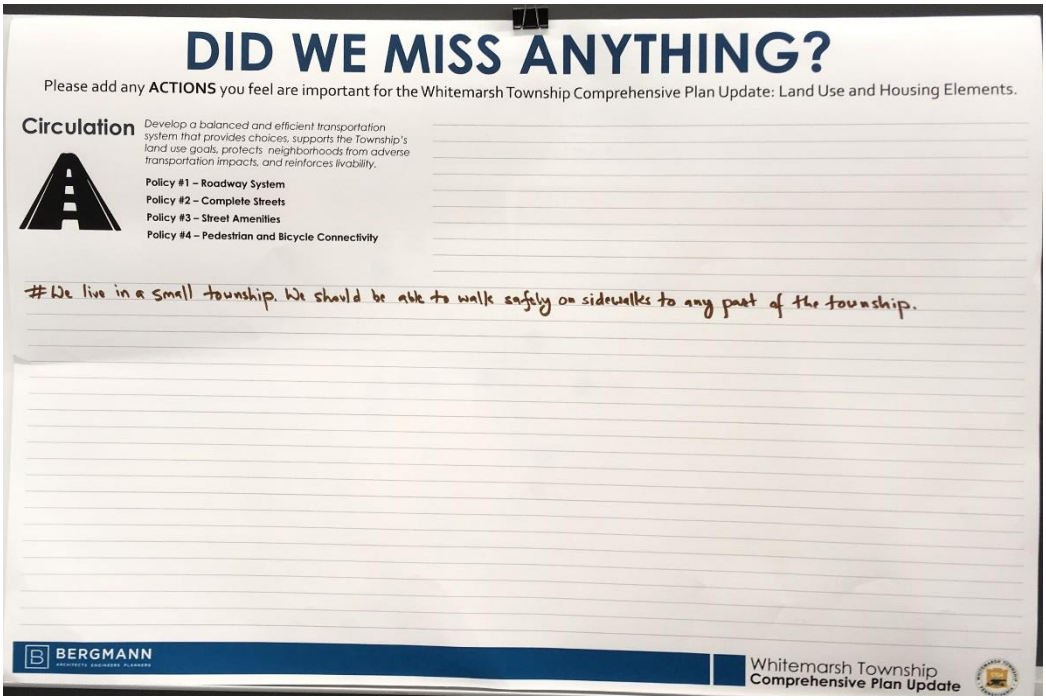
ACTIONS	AGREE	DISAGREE	NEUTRAL	COMMENTS
Develop a long-term plan for bicycle use that meets the needs of all users, including recreational cyclists, families, and commuters, and implement the plan throughout the Township, where possible.				
Require all new development to include sidewalks or side path connections to surrounding mixed-use/commercial centers, recreation facilities, and neighborhoods.				Some neighborhoods are more "Rural" Sheaff Lane Depends on project size & scope
Implement sidewalks or side path areas on Germantown Pike, Harts Lane, Bethlehem Pike, Pennsylvania Avenue & other important corridors.				
Ensure safe pedestrian and bike passage is provided between SEPTA stations and surrounding development/neighborhoods.				

Comments

Action: Require all new development to include sidewalks or side path connections to surrounding mixed use/commercial centers, recreation facilities and neighborhoods.

- *Some neighborhoods are more "Rural" –Sheaff Lane*
- *Depends on project size and scope.*

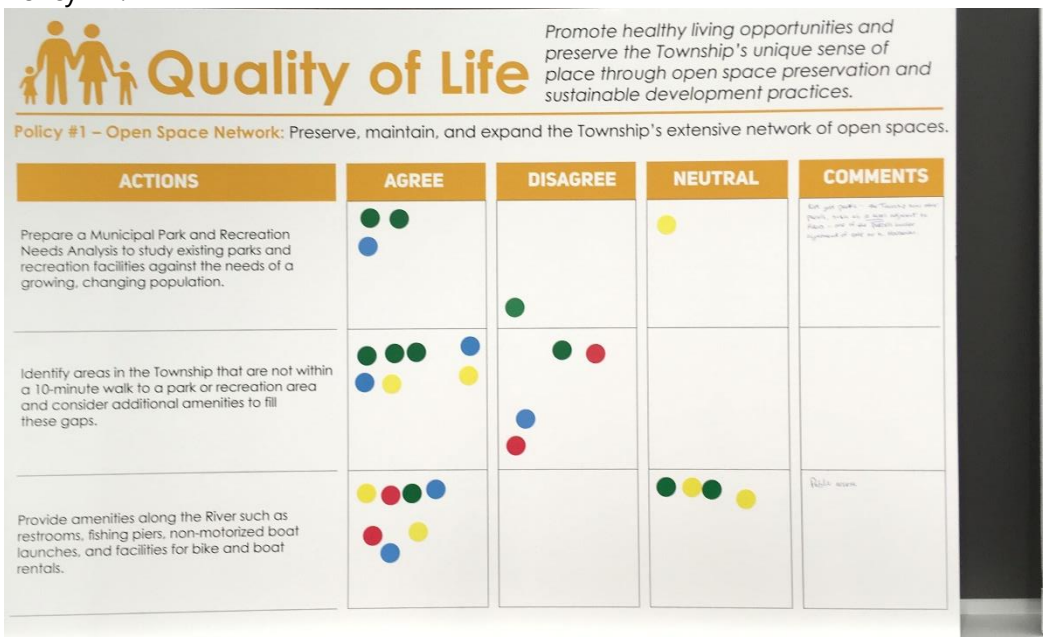
Did We Miss Anything? Comment Board:



- *We live in a small township. We should be able to walk safely on sidewalks to any part of the town.*

Goal: Quality of Life

Policy #1:



Comments:

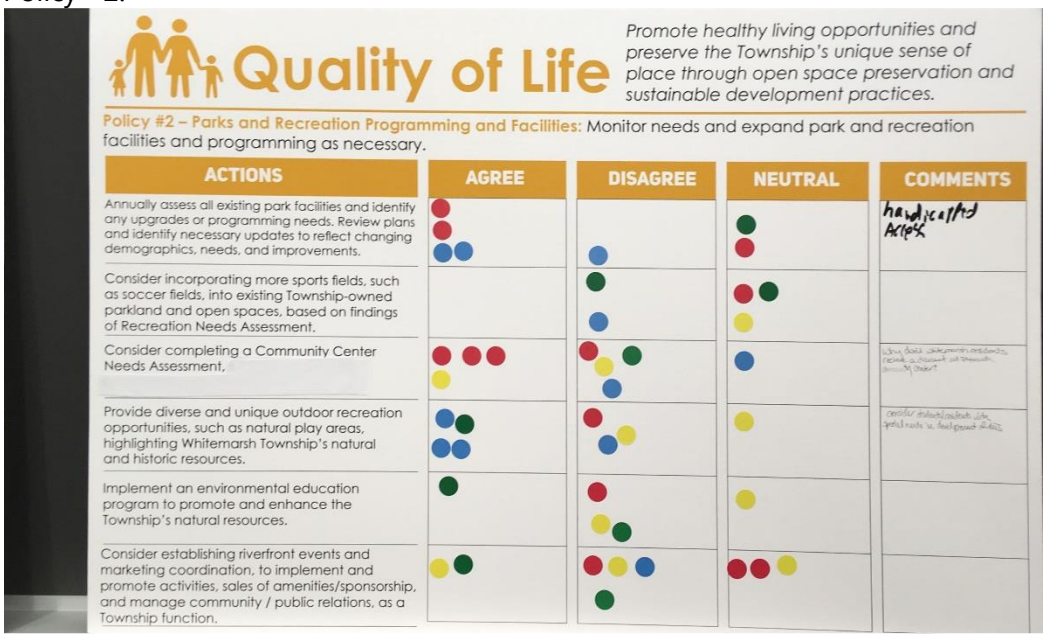
Action: Prepare a Municipal Park and Recreation Needs Analysis to study existing parks and recreation facilities against the needs of a growing, changing population.

- *Not just parks—the Township owns other parcels, such as <u>10 acres</u> adjacent to HAUB—one of the parcels under agreement of sale to K.Hovnanian*

Action: Provide amenities along the River such as restrooms, fishing piers, non-motorized boat launches, and facilities for bike and boat rentals.

- *Public access*

Policy #2:



Quality of Life

Promote healthy living opportunities and preserve the Township's unique sense of place through open space preservation and sustainable development practices.

Policy #2 – Parks and Recreation Programming and Facilities: Monitor needs and expand park and recreation facilities and programming as necessary.

ACTIONS	AGREE	DISAGREE	NEUTRAL	COMMENTS
Annually assess all existing park facilities and identify any upgrades or programming needs. Review plans and identify necessary updates to reflect changing demographics, needs, and improvements.				handicapped access
Consider incorporating more sports fields, such as soccer fields, into existing Township-owned parkland and open spaces, based on findings of Recreation Needs Assessment.				
Consider completing a Community Center Needs Assessment.				Why don't Whitemarsh residents receive a discount at Plymouth Community Center?
Provide diverse and unique outdoor recreation opportunities, such as natural play areas, highlighting Whitemarsh Township's natural and historic resources.				consider students/residents with special needs in development of this.
Implement an environmental education program to promote and enhance the Township's natural resources.				
Consider establishing riverfront events and marketing coordination, to implement and promote activities, sales of amenities/sponsorship, and manage community / public relations, as a Township function.				

Comments:

Action: Annually assess all existing park facilities and identify any upgrades or programming needs. Review plans and identify necessary updates to reflect changing demographics, needs, and improvements.

- *Handicapped access*

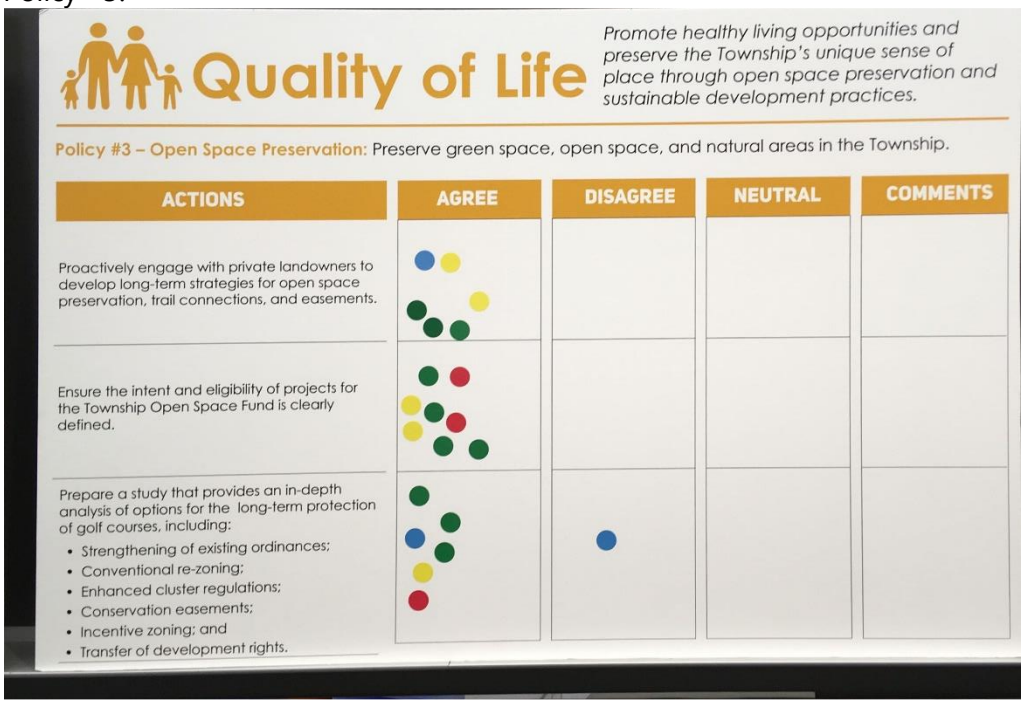
Action: Consider completing a Community Center Needs Assessment.

- *Why don't Whitemarsh residents receive a discount at Plymouth Community Center?*

Action: Provide diverse and unique outdoor recreation opportunities, such as natural play areas, highlighting Whitemarsh Township's natural and historic resources.

- *Consider students, residents with special needs in development of this.*

Policy #3:



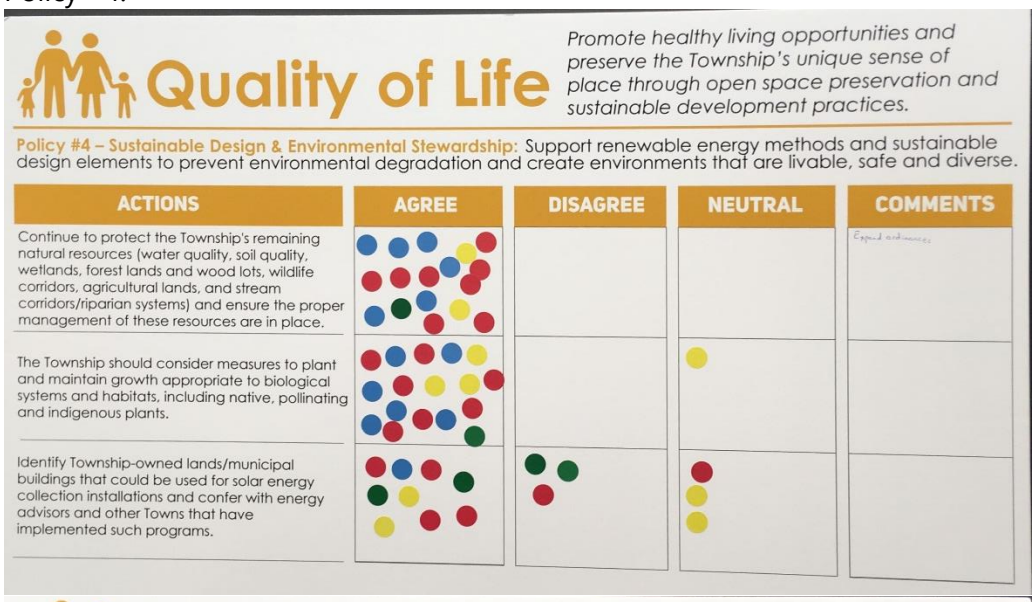
Quality of Life

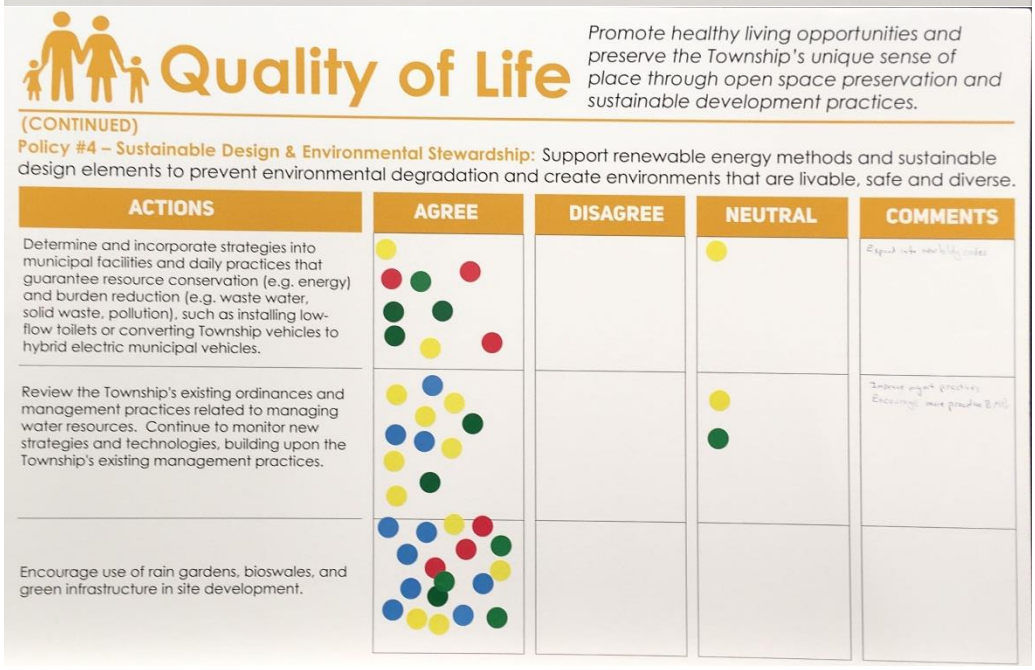
Promote healthy living opportunities and preserve the Township's unique sense of place through open space preservation and sustainable development practices.

Policy #3 – Open Space Preservation: Preserve green space, open space, and natural areas in the Township.

ACTIONS	AGREE	DISAGREE	NEUTRAL	COMMENTS
Proactively engage with private landowners to develop long-term strategies for open space preservation, trail connections, and easements.				
Ensure the intent and eligibility of projects for the Township Open Space Fund is clearly defined.				
Prepare a study that provides an in-depth analysis of options for the long-term protection of golf courses, including: • Strengthening of existing ordinances; • Conventional re-zoning; • Enhanced cluster regulations; • Conservation easements; • Incentive zoning; and • Transfer of development rights.				

Policy #4:





Comments:

Action: Continue to protect Township's remaining natural resources….and ensure the proper management of these resources are in place.

- *Expand Ordinances*

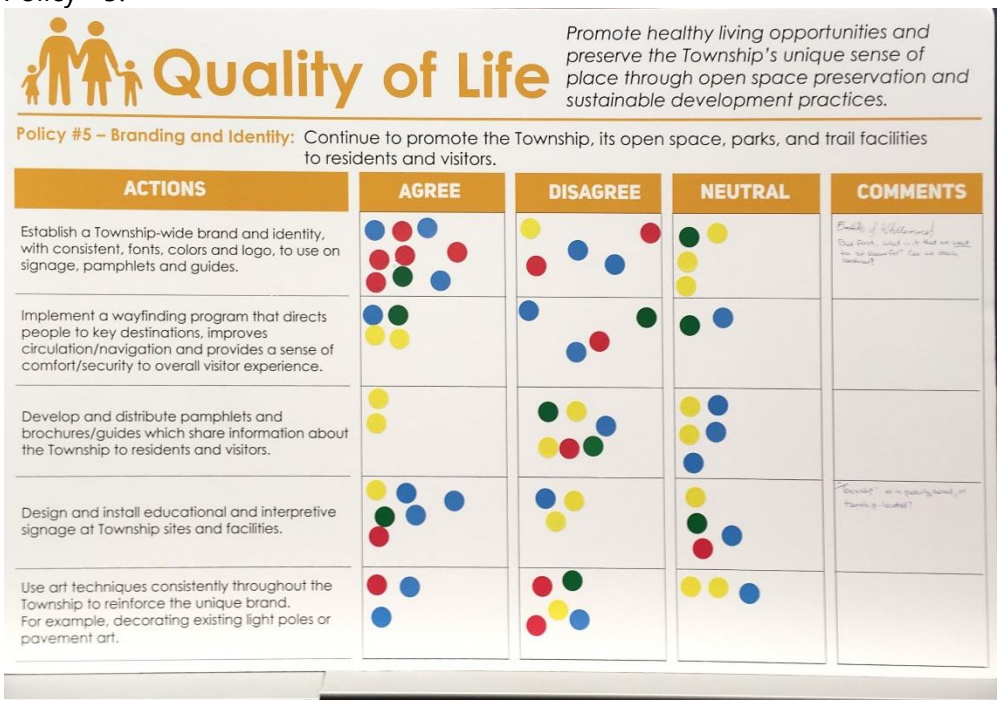
Action: Determine and incorporate strategies into municipal facilities and daily practices that guarantee resource conservation….

- *Expand into new building codes*

Action: Review the Township's existing ordinances and management practices related to managing water resources….

- *Improve mgmt. practices*
- *Encourage more proactive BMPs* [Best Management Practices]

Policy #5:



Quality of Life

Promote healthy living opportunities and preserve the Township's unique sense of place through open space preservation and sustainable development practices.

Policy #5 – Branding and Identity: Continue to promote the Township, its open space, parks, and trail facilities to residents and visitors.

ACTIONS	AGREE	DISAGREE	NEUTRAL	COMMENTS
Establish a Township-wide brand and identity, with consistent, fonts, colors and logo, to use on signage, pamphlets and guides.				Battle of Whitemarsh! But first, what is it that we want to be known for? Can we reach consensus?
Implement a wayfinding program that directs people to key destinations, improves circulation/navigation and provides a sense of comfort/security to overall visitor experience.				
Develop and distribute pamphlets and brochures/guides which share information about the Township to residents and visitors.				
Design and install educational and interpretive signage at Township sites and facilities.				"Township" as in publicly owned, or "township – located"?
Use art techniques consistently throughout the Township to reinforce the unique brand. For example, decorating existing light poles or pavement art.				

Comments:

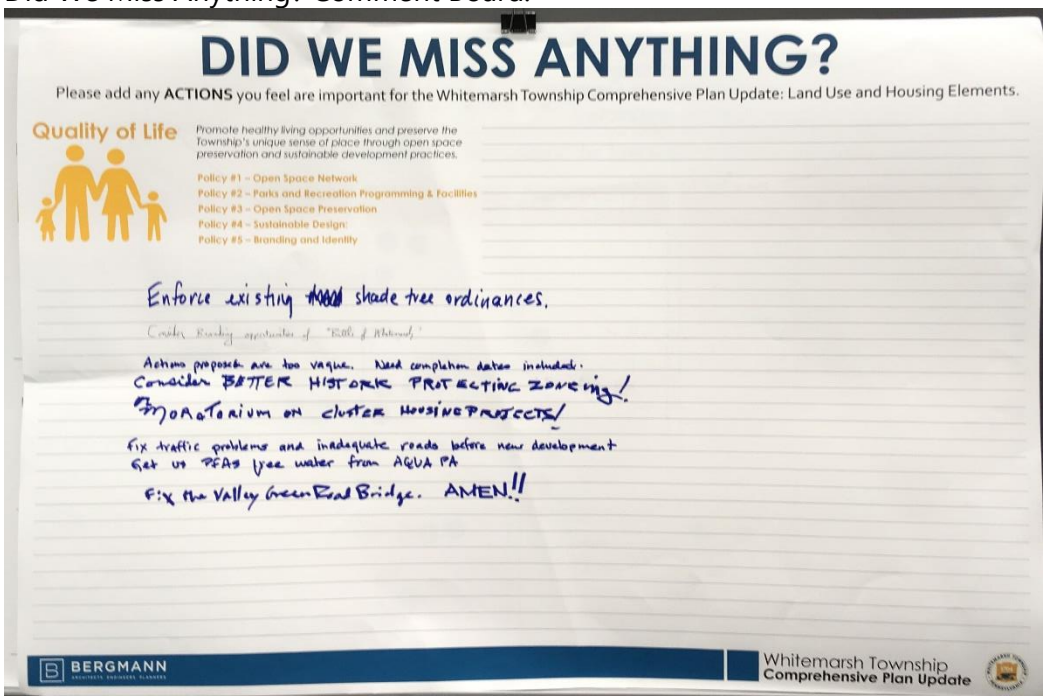
Action: Establish a Township-wide brand and identity, with consistent fonts, colors and logo, to use on signage, pamphlets and guides.

- *Battle of Whitemarsh*
- *But first, what is it that we want to be known for? Can we reach a consensus?*

Action: Design and install educational and interpretive signage at Township sites and facilities.

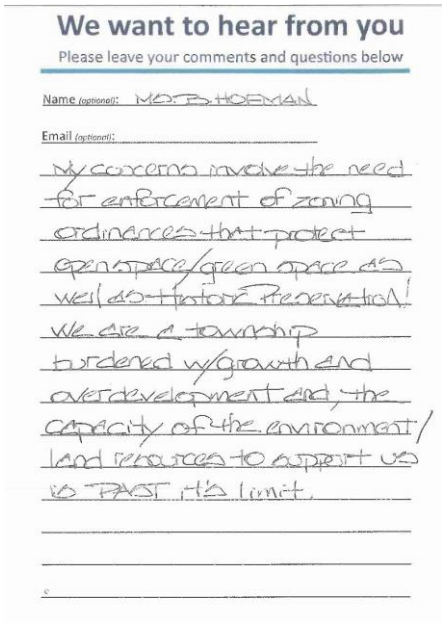
- *"Township" as in publicly owned or "township – located"?*

Did We Miss Anything? Comment Board:



- Enforce existing shade tree ordinances.
- Consider Branding opportunities of "Battle of Whitemarsh"
- Actions proposed are too vague. Need completion dates included.
- Consider Better Historic Protecting Zoning! Or Moratorium on Cluster housing Projects!
- Fix traffic problems and inadequate roads before new development get us PFAs free water from AQUA PA
- Fix the Valley Green Road Bridge. AMEN!!

General Comment Cards:



We want to hear from you

Please leave your comments and questions below

Name (optional): MO B. HOFMAN

Email (optional):

My concerns involve the need for enforcement of zoning ordinances that protect open space/green space as well as Historic Preservation! We are a township burdened w/growth and overdevelopment and the capacity of the environment/ land resources to support us is PAST it's limit.

> *" My concerns involve the need for enforcement of zoning ordinances that protect open space/ green space as well as Historic Preservation! We are a township burdened w/growth and overdevelopment and the capacity of the environment/ land resources to support us is past it's limit."*

General Discussion

After the presentation there was an open discussion to discuss questions. Summarized below are the key points that were discussed at this time:

- Historic Properties
  - There need to be more stringent regulations to strengthen protection of historic resources. The current measures in place seem to favor the developer.
- Environment
  - The environment needs to be considered when making decisions about future land use/actions.
- Past Studies/Past Zoning Code Updates
  - Hard work done in past studies/Zoning Code Updates should not be forgotten or disregarded.
  -
- Requests to Share with public:
  - PowerPoint to be put on website for public access
  - List of who is on the Steering Committee

Next Steps

- **Final Draft Plan Development** **October**
  - ✓ Incorporating community feedback
- **Planning Commission Workshop** **October**
- **Final Revisions** **October**
- **Planning Commission Meeting** **Nov/Dec**
- **Board of Supervisors Hearing** **Dec/Jan**

Whitemarsh Comprehensive Plan Update: Housing & Land Use

Planning Commission Workshop: October 9, 2018

Agenda

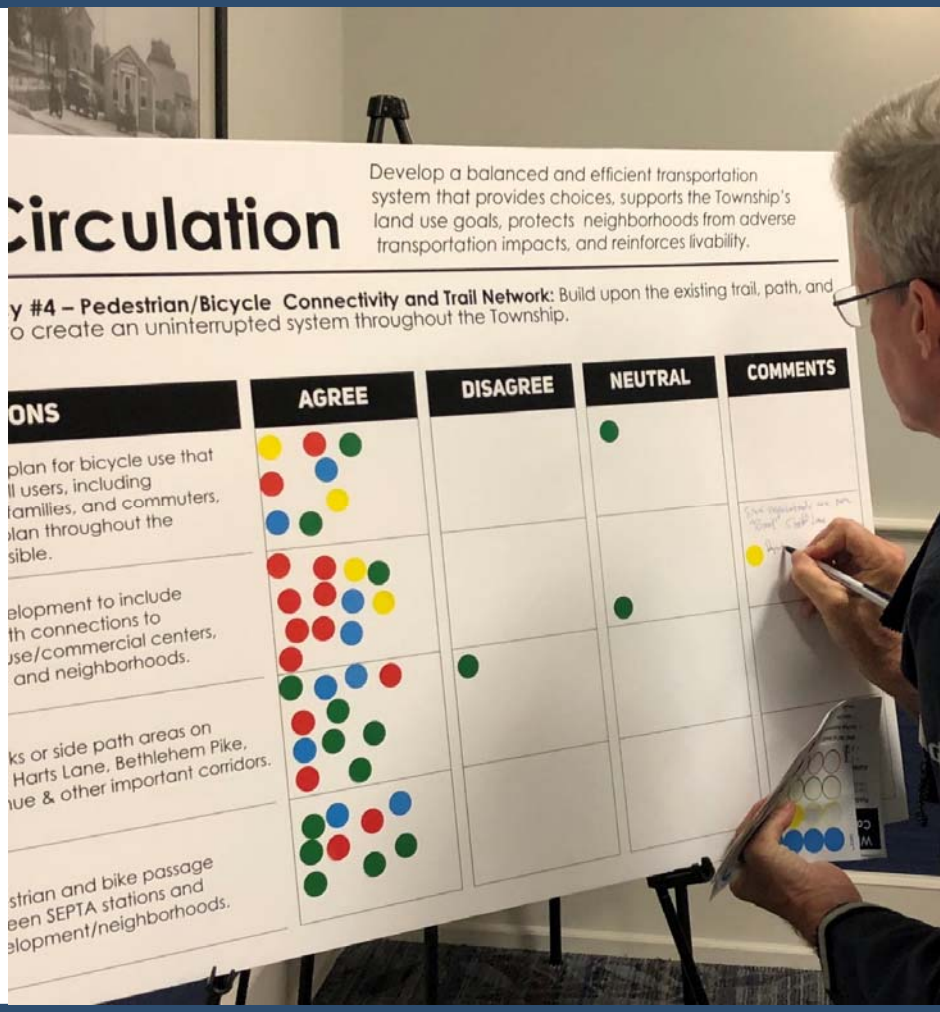
- Process Recap
- What We've Heard
- The Plan Framework
- Future Land Use Plan
- Final Steps

How Did We Get Here?

August – November 2017	October 2017 – January 2018	February – July 2018	August – Dec 2018
1	2	3	4
Where Are We Now?	Where Do We Want to Go?	Future Land Use Planning	Actions and Draft & Final Plans

Engagement Recap

- Six Steering Committee Meetings
- 3 Public Workshops
- Stakeholder Meetings
- Senior Workshop
- Planning Commission Workshop
- Planning Committee Meeting – Nov/Dec
- Board of Supervisors Public Hearing – Dec/Jan



What We've Heard

Visioning

Walkable

Welcoming

Open

Sustainable

Bucolic

A widened Ridge Pike

Slow development

Friendlier

Rural

Single Homes

Bike trails that connect!

Solar powered

Accessible business corridors

Sidewalks & handicap ramps that connect

What We Heard: Key Themes

- Preservation of existing green space/open space
- Preservation of historic areas/buildings
- Walkability and linkages
- Consider environmental impact of development/pavement
- Incorporate renewable energy opportunities
- Consider environmental issues such as water quality, biodiversity, and waste reduction
- Limit additional, new traffic generation

Community Feedback Influenced the Plan Organization

You cannot look at land use and housing without also considering the myriad of factors that influence land use and housing….

The Plan Framework

Components of the Policy Framework

Goals

Land Use

Housing

Circulation

Quality of Life

Policies (Objectives)

1. Land Use & Zoning
2. Commercial Development
3. Viewsheds and Natural Resources
4. Historic Preservation

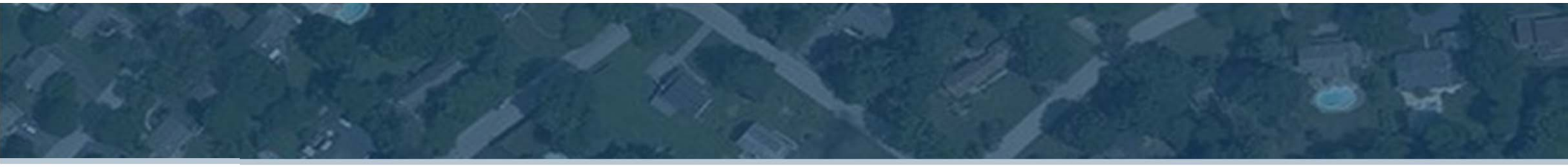
1. Infill Residential Development
2. Housing Diversification
3. New Residential Development

1. Roadway System
2. Complete Streets
3. Streetscape Amenities
4. Pedestrian/Bicycle Connectivity and Trail Network

1. Open Space Network
2. Parks and Recreation Programming and Facilities
3. Open Space Preservation
4. Sustainable Design
5. Branding an Identity

Actions

Specific recommendations to be undertaken by the Township and its partners to achieve the overarching goals of the Whitemarsh community.



Land Use

GOAL Maintain and enhance Whitemarsh's character and quality of life by managing future growth and development.

Policy #1 – Land Use and Zoning: Use the Township's future land use to guide development, including the placement and mix of uses.

Policy #2 – Commercial Development: Ensure commercial development contributes to the Township's community character through high-quality design that accommodates all modes of transportation and creates a sense of place.

Policy #3 – Viewsheds and Natural Resources: Protect and enhance Whitemarsh's viewsheds and natural resources.

Policy #4 – Historic Resources: Protect and enhance Whitemarsh's historic and cultural resources.

Housing

GOAL Encourage diversification of housing stock that will meet the needs of existing and future residents, while preserving the character and value of existing neighborhoods.

Policy #1 – Infill Residential Development: Ensure that infill residential development is compatible with surrounding housing stock and land uses.

Policy #2 – Housing Diversification: Promote neighborhoods that allow a diverse mix of residents and housing types, and respond to changing lifestyle preferences and market trends.

Policy #3 – New Residential Development: Ensure zoning is adequately addressing residential build-out in the community so as to limit negative impacts on the Township, including safety, walkability, and traffic.

Circulation

GOAL **Develop a balanced and efficient transportation system that provides choices, supports the Township's land use goals, protects neighborhoods from adverse transportation impacts, and reinforces livability.**

Policy #1 – Roadway System: Maintain and improve the Township's roadway system to be consistent with the future land use map, ensuring safe connections and routes for multiple transportation needs.

Policy #2 – Complete Streets: Develop and implement a Complete Streets policy.

Policy #3 – Streetscape Amenities: Implement unique amenities to support multi-modal transportation.

Policy #4 – Pedestrian/Bicycle Connectivity and Trail Network: Build upon the existing trail, path, and sidewalk network to create an uninterrupted system throughout the Township.

Quality of Life

GOAL Promote healthy living opportunities and preserve the Township's unique sense of place through open space preservation and sustainable development practices.

Policy #1 – Open Space Network: Preserve, maintain, and expand the Township's extensive network of open spaces.

Policy #2 – Parks and Recreation Programming and Facilities: Monitor needs and expand park and recreation facilities and programming as necessary.

Policy #3 – Open Space Preservation: Preserve green spaces associated with existing golf courses in the Township.

Policy #4 – Sustainable Design: Support renewable energy methods and sustainable design elements.

Policy #5 – Branding and Identity: Continue to promote the Township, its open space, parks, and trail facilities to residents and visitors.

The Future Land Use Plan

Land Use versus Zoning

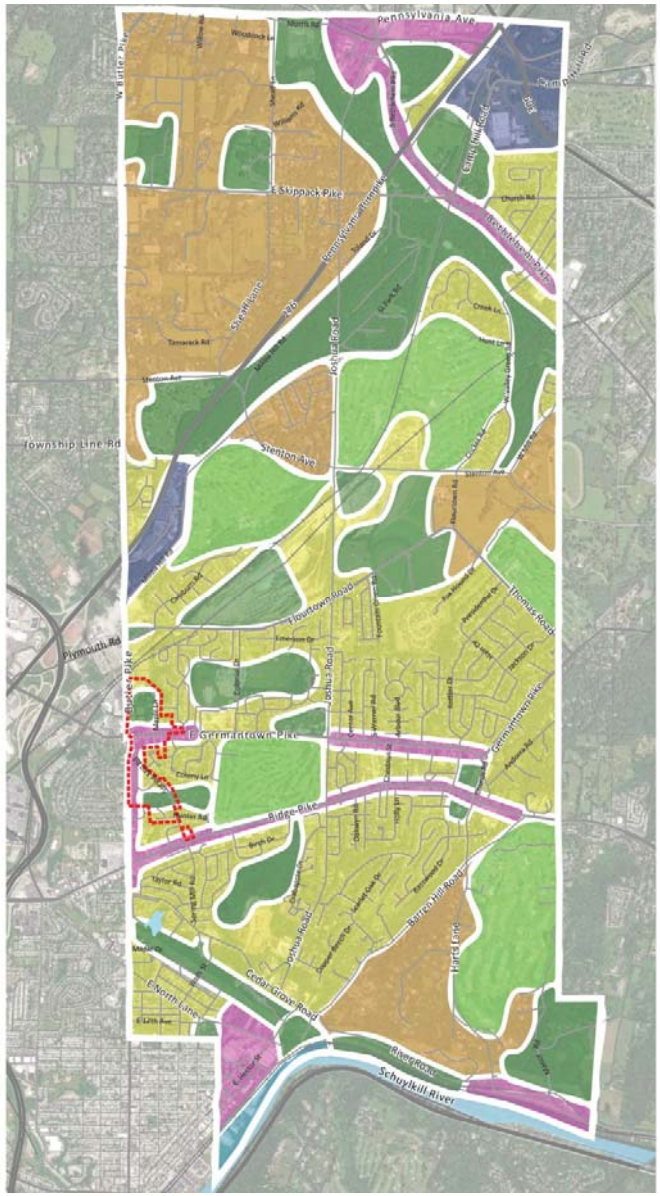
A future land use plan is intended to:

- Provide a visual and narrative representation of the community's desired land use pattern
- Identify where general development patterns and types are most appropriate
- Convey an overall vision for the future

A future land use plan is NOT intended to:

- Mimic existing land uses
- Be regulatory - it is the basis for updating zoning, but it does not actually control land use in the Township
- Define specific properties, zoning classifications, permitted uses, and requirements.

Draft Future Land Use Plan



LEGEND

- Parks and Open Space
- Conservation District Residential
- Residential
- Golf Course
- Mixed-Use
- Waterfront District
- Research and Development / Business
- Historic District

Parks and Open Space

- Existing parkland
- Areas intended to be preserved as open and natural
- Areas where there is the desire to preserve existing site features, viewsheds, greenspace
- Publicly or privately owned
- Areas where open space is a priority over any future development

Conservation District Residential

- Ensure large lots are not over-developed
- Require:
  - **Large lot minimums** for residential development
  - **Cluster development** that preserves open space

Cluster Residential & Open Space Preservation

Residential

Golf Course

- Protect existing golf courses
- If they were to change use, what should that next use be?

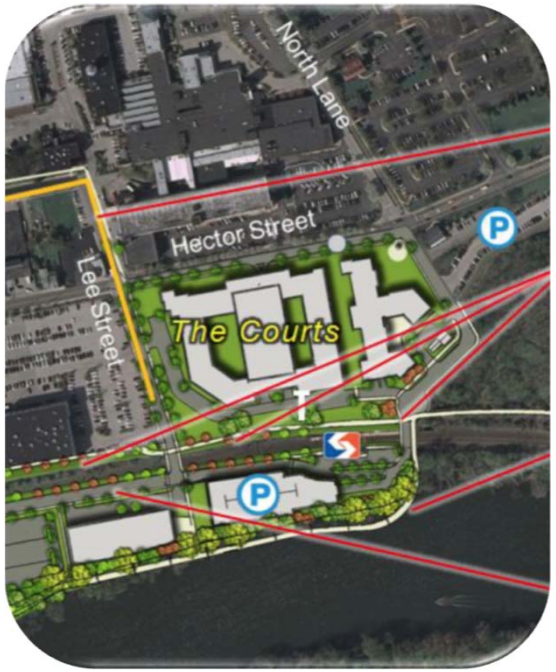
Mixed Use

- Defined by presence of nearby transit opportunities
- Scale and character can vary greatly and should be context sensitive
- Encourages:
  - ✓Mixing of uses
  - ✓Compact, traditional buildings
  - ✓Higher density
  - ✓High quality walking, biking environment
  - ✓Reduced parking requirements
  - ✓Walkable design
  - ✓Public spaces

Mixed Use

Waterfront

- Range of public uses and water access
- Allow for some high density development consistent with Riverfront Plan vision
- Preserve open space and natural features



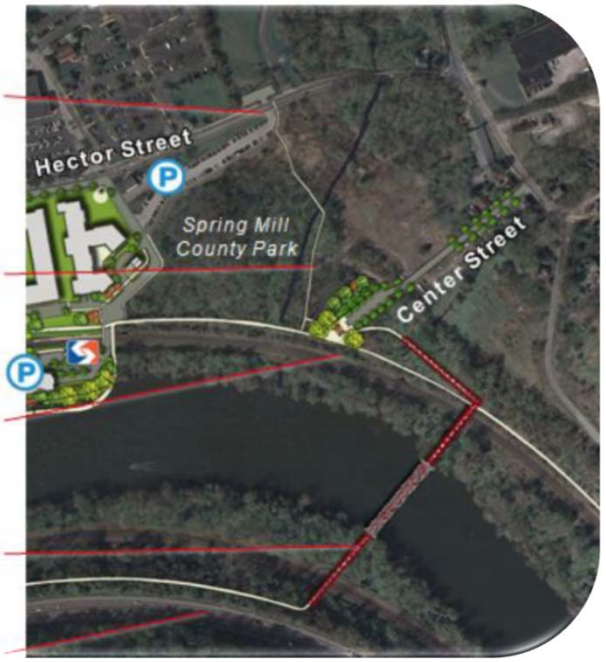
PECO Park and Walk
Trailhead Parking, Street Crossing, Signage

The Boardwalk at Spring Mill Park
ADA Accessible Boardwalk, Overlook Station, Habitat Signage

The Trailhead at Spring Mill
Parking, Play Area and Tot Lot, Restrooms, Maps, Schuylkill River Heritage Area Information

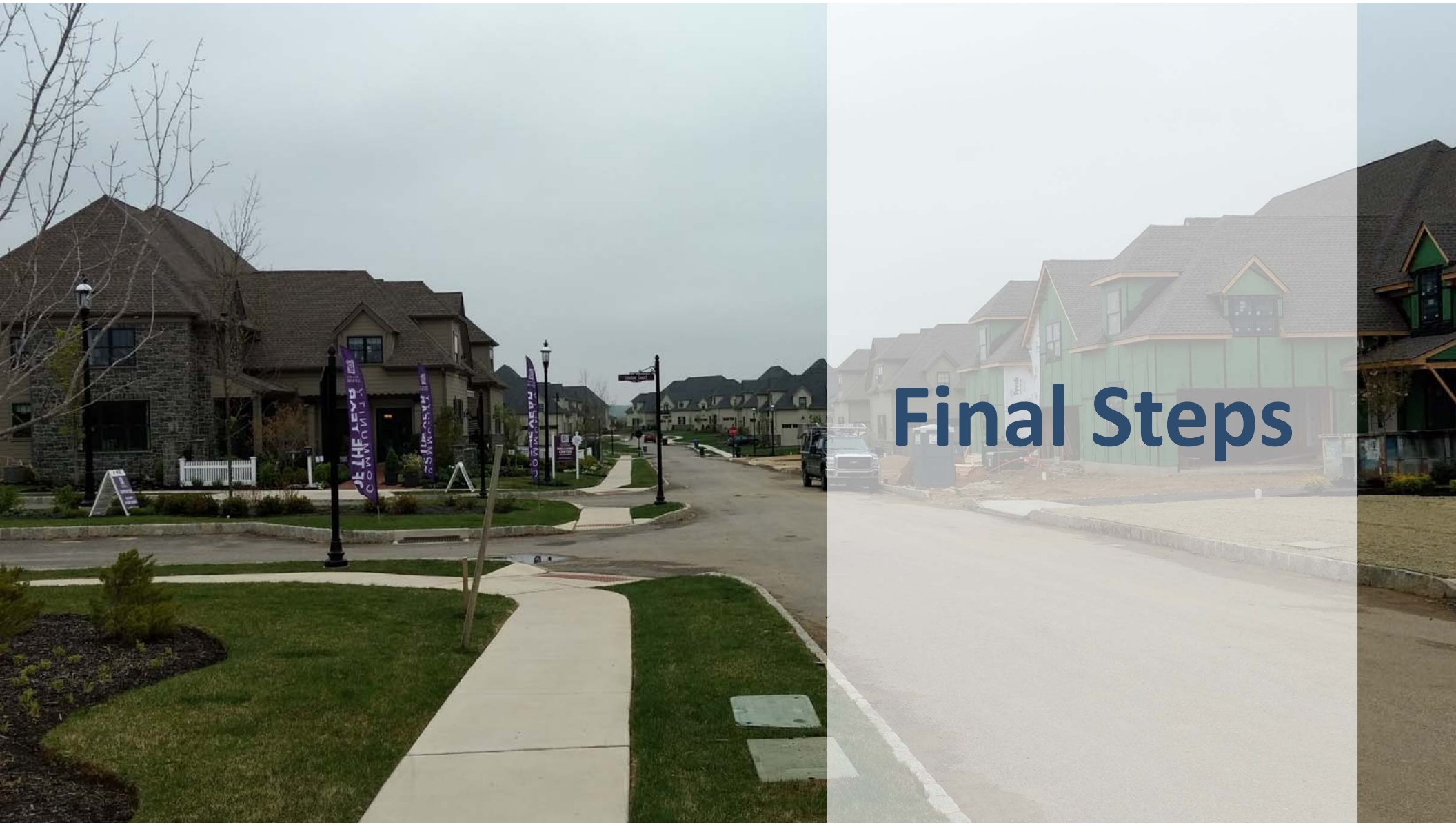
The Cyclone Bridge
Full River Span Pedestrian Bridge, Cyclonic Energy Production, Trailhead Ramp, Elevated Trail & Rail Crossings, Signage

Southside Schuylkill Trail



Business Park / Research & Development

- Retain existing employment centers and allow for their continued use and expansion



Final Steps

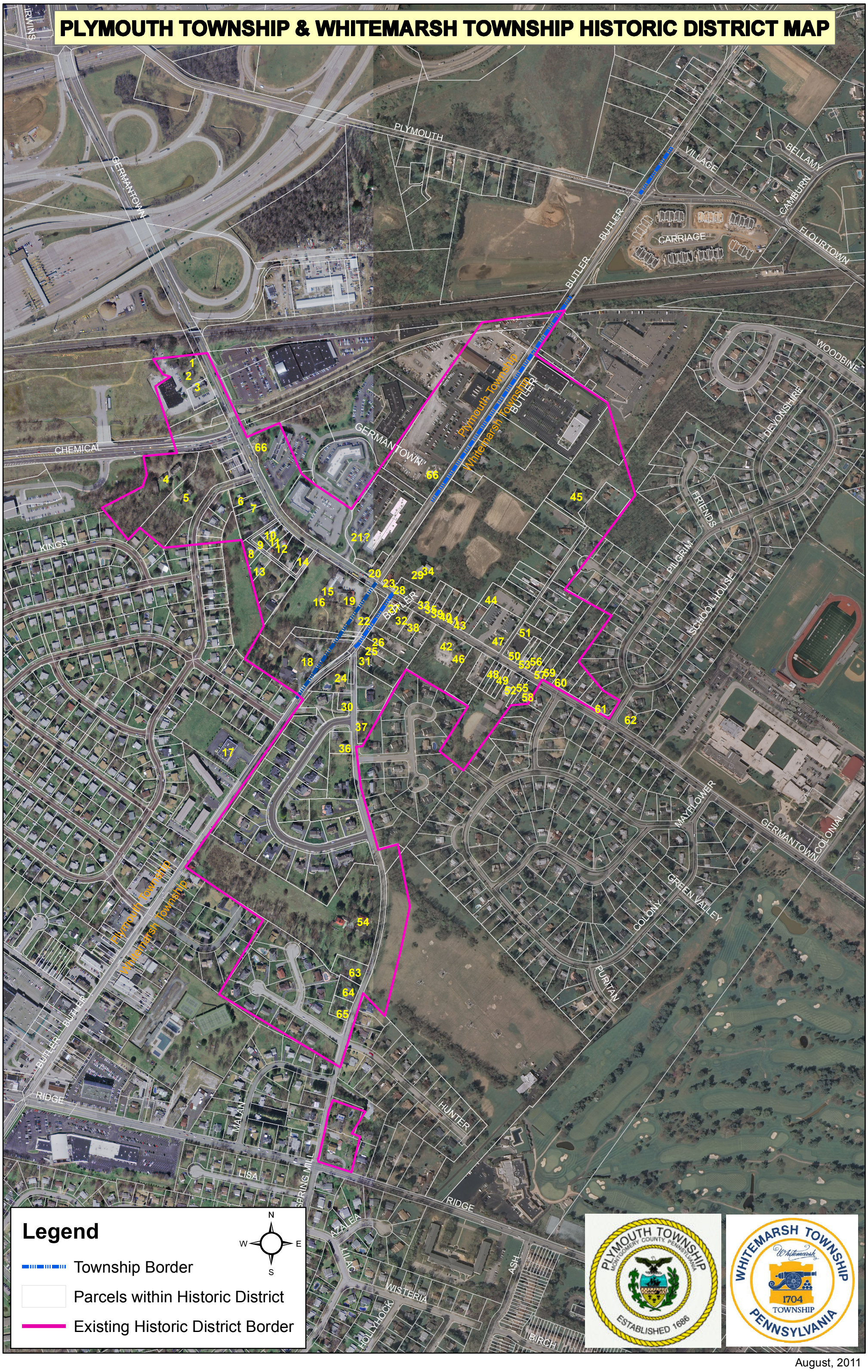
Next Steps

• Planning Commission Workshop	October
• Final Draft Plan Development	October
• Planning Commission Meeting	Nov/Dec
• Final Document Prepared	December
• Board of Supervisors Hearing	Dec/Jan

Appendix B

Map of Plymouth Meeting Historic District

PLYMOUTH TOWNSHIP & WHITEMARSH TOWNSHIP HISTORIC DISTRICT MAP



August, 2011

Appendix C

List of Historic Resources Identified by PA State Historic Preservation Office's Cultural Resources Geographic Information System

Whitemarsh Township, Montgomery County
CRGIS Query 5/28/2019

Key Number	Address	Primary Historic Name	National Register Status	Tax Parcel	Resource Category	Bridge	Year Built
000209	Morris Rd.	County Bridge No. 54	Listed	4.61E+14	Structure	Y	1841;1916
000532		Mather Mill	Listed		Building		1690
000534	5130 Butler Pike	Corson, Alan W., Homestead	Listed		Building	N	1734;1820
000539		Highlands, The	Listed		Structure	N	1794
000542	1 E Germantown Pike	Hovenden House, Barn & Abolition Hall	Listed		Building		1795
000543	553 Bethlehem Pike	Hope Lodge	Listed		Building	N	1750
000553		Mount Joy	Listed		Building	N	1740
000576	516 Bethlehem Pike	Union School	Listed		Building	N	1773
032622	1100 E Hector St.	Lee Tire & Rubber Company	Listed		Building	N	1909
050963		Cold Point Historic District	Listed		District		1848;1910
079690		Miller's House at Spring Mill	Listed		Building	N	c1710;1760
118313		Plymouth Meeting Historic District - HDA	Local Historic District		District		
079756	768 Germantown Pike	Robeson, Peter, House	SHPO: Eligible		Building		1751;1831
100042	Butler Pike	Elliott, Lillian, Property	SHPO: Eligible		Building	N	
100219		Pennsylvania Railroad: Morrisville Line	SHPO: Eligible		District		1889;1892
103085		Fort Washington Historic District	SHPO: Eligible		District	N	1853;1920
103968		North Pennsylvania Railroad (Philadelphia to Bethlehem)	SHPO: Eligible		District		1853;1857
103972	Camp Hill Rd.	Wentz Property	SHPO: Eligible		Building	N	1800
103973	Camp Hill Rd.	Lukens, Joseph, Property	SHPO: Eligible		Building		1710
103974	Valley Green Rd.	Acuff Property	SHPO: Eligible		Building	N	1840;1885
103975	Valley Green Rd.	Sandy Run Farm	SHPO: Eligible		Building	N	
105036	650 Church Rd.	Toland, E.V., Estate	SHPO: Eligible		Building	N	1895
106019	709 Pennsylvania Ave.	Camp Hill Estate	SHPO: Eligible	65-00-0873	Building		1893;1914
121781		Barren Hill	SHPO: Eligible		District	N	
122205		Bellfield	SHPO: Eligible	BLOCK 29/	Building	N	1810;1832
136911	SR 7046		SHPO: Eligible		Structure	Y	1884
155879		Pennsylvania Turnpike: Delaware River Extension	SHPO: Eligible		District		1952;1954
156463		Schuylkill Navigation Company Canal (Port Carbon to Philadelphia)	SHPO: Eligible		District		c1816;c1925
077383	706 Ridge Pike	Fountain Inn	SHPO: Not Eligible		Building	N	1778;1806
079216	637 Ridge Pike	Barren Hill House, Barren Hill Firehouse No.1	SHPO: Not Eligible		Building	N	1915
079630	473 Bethlehem Pike	Clifton House	SHPO: Not Eligible		Building	N	1801
079696	6029 Joshua Rd.	Meadow House	SHPO: Not Eligible		Building	N	c1750;c1820
079738	451 Bethlehem Pike	Wissahickon Hall	SHPO: Not Eligible		Building	N	1890
079742	217 Barren Hill Rd.	Six Gables	SHPO: Not Eligible		Building	N	1875
079744	3025 Church Rd.	Saint Peter's Evan Luth Ch. & Barren Hill Cemetery	SHPO: Not Eligible		Building		1899
079793	7008 Mathers Ln.	Thistledown	SHPO: Not Eligible	6.50E+11	Building	N	c1800
094071	Barren Hill Rd.	Barren Hill Rd. Bridge 4620 01030 008279	SHPO: Not Eligible		Structure	Y	
094933	132 Skippack Pike	Willow Brook Farm	SHPO: Not Eligible		Building	N	c1717;c1797
103086	459 Bethlehem Pike	Lieberwitch Gas Station & House	SHPO: Not Eligible		Building	N	1930;1940
103087	453 Bethlehem Pike	Schepian, Horst & Tabea, House & Store	SHPO: Not Eligible		Building	N	1900;1950
103088	7183 Lafayette Ave.	Barrett, James A. & Helen M., House	SHPO: Not Eligible		Building	N	1941
103089	7185 Lafayette Ave.	Klein, James R. Jr. & Babette Anne, House	SHPO: Not Eligible		Building	N	1941
103090	7187 Lafayette Ave.	Bohler, George J. & Mary R., House	SHPO: Not Eligible		Building	N	1941
103091	7189 Lafayette Ave.	Weaver, Merritt L. & Dorothea D., House	SHPO: Not Eligible		Building	N	1941
103967	Madison Ave.	Walsh, Timothy & Maureen, Property	SHPO: Not Eligible		Building		1945
103971		Trenton Cutoff Bridge	SHPO: Not Eligible		Structure	Y	c1900
122207	404 Ridge Pk.	Marinnacio House	SHPO: Not Eligible	BLOCK 3A/	Building	N	
122209	501 Ridge Pk.	Aiello-Jones House	SHPO: Not Eligible	BLOCK 34/	Building	N	
122211	451 Ridge Pk.	Schaffer-Wentz House	SHPO: Not Eligible	BLOCK 32/	Building	N	
122213	503 Ridge Pk.	Coursey House	SHPO: Not Eligible	BLOCK 34/	Building	N	
122215	505 Ridge Pk.	Rhoads House	SHPO: Not Eligible	BLOCK 34/	Building	N	

122217	507 Ridge Pk.	Doebler House	SHPO: Not Eligible	BLOCK 34/	Building	N	
122227	445 Ridge Pk.	Garrison House	SHPO: Not Eligible	BLOCK 32/	Building	N	
122235	9307 Ridge Pk.	Boenning House	SHPO: Not Eligible	BLOCK 38/	Building	N	
122237		Lafayette Hills	SHPO: Not Eligible	MULTIPLE	District	N	1941
136910	SR 2028		SHPO: Not Eligible		Structure	Y	1930
136912	SR 3059		SHPO: Not Eligible		Structure	Y	1930
136913	SR 3014		SHPO: Not Eligible		Structure	Y	1975
136914	SR 2018		SHPO: Not Eligible		Structure	Y	1931
136916	SR 3003		SHPO: Not Eligible		Structure	Y	1914
141490		Pennsylvania Railroad: Fort Washington Branch (Mt. Airy to Fort Hill)	SHPO: Not Eligible	Multiple	District	N	1892;1893
144033	6250 West Valley Green Rd.	Waln, Robert Mill House	SHPO: Not Eligible	65-061-009	Building	N	c1800
155997		Pennsylvania Railroad: Schuylkill Valley Branch (West Philadelphia to New Boston Junction)	SHPO: Not Eligible		District		c1882;c1887
156498	1101 E Hector St.	Walker Bros. Wire Factory	SHPO: Not Eligible	65-00-0545	Building	N	1955
156957	7004 Mathers Ln.		SHPO: Not Eligible	6.50E+11	Building	N	c1750
079615	1 Flourtown Rd.	Dodrill House	Unevaluated		Building	N	c1750
079623	5 Germantown Pike	Country Store & Post Office	Unevaluated		Building		1827
079699		Maple Hill (Hiram Corson Residence)	Unevaluated		Building	N	c1794
079700	3141 Spring Mill Rd.	Livezey House	Unevaluated		Building		c1740;1788
079719	2188 Joshua Rd.	Joshua Rd. House	Unevaluated		Building	N	c1773
079720	4 E Germantown Pike	Jones-Williams House	Unevaluated		Building	N	c1787
079722		Historic Oak Tree	Unevaluated		Object	N	1751
079723	14 E Germantown Pike	Hitner Residence	Unevaluated		Building	N	
079748		Saint Paul's United Church of Christ	Unevaluated		Building	N	1894
079757	3033 Spring Mill Rd.	Deeves, Jacob, Residence	Unevaluated		Building	N	c1790
079759	113 E Germantown Pike	Williams, Elizabeth, House	Unevaluated		Building	N	
079760	8 E Germantown Pike	Jones, Jonathon, House	Unevaluated		Building	N	1854
079761	107 E Germantown Pike	Knight, John, House	Unevaluated		Building	N	c1737
079762	94 E Germantown Pike	Norney House	Unevaluated		Building	N	c1849
079763	17 E Germantown Pike	Ellis, Joseph R., House	Unevaluated		Building	N	c1847
079764	15 E Germantown Pike	Killmer Dwelling	Unevaluated		Building	N	c1838
079765	4138 Butler Pike	Corson Residence	Unevaluated		Building	N	c1800
079767	55 E Germantown Pike	Willaman Residence	Unevaluated		Building	N	c1844
079768	E Germantown Pike	Plymouth Meeting Evangelical Congregational Church	Unevaluated		Building	N	1876;1884
079786	100 Skippack Pike	Oxmoor	Unevaluated		Building	N	1925
079797		Whitemarsh Encampment	Unevaluated		Site	N	
100715	Joshua Rd.	Oliveri Property	Unevaluated		Building	N	
203985	500 South Bethlehem Pike	Fort Washington State Park	Unevaluated		District		c1920
208570		Conrail OH BR 19.32	Unevaluated		Structure	Y	1904

Appendix D

Action Plan Organized by Phase

The following matrices provide the same action items organized by phase starting with ongoing actions, followed by near-term, short-term, mid-term and long-term action items.

ON-GOING

ACTION ITEM		PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
1.1.1	Focus high density development in areas of the Township that already have adequate infrastructure to support growth, and discourage the extension of public utilities inot areas identified as conservation areas, consistent with the Future Land Use Plan. Update Zoning Ordinance and Map as appropriate.	On-going	Township, Planning Commission	See note	*
1.1.2	Focus any new commercial and mixed-use development within and near established commercial areas. Update Zoning Ordinance and Map as appropriate.	On-going	Township	See note	*
1.1.3	Ensure existing codes are effectively enforced.	On-going	Township	NA	
1.2.1	Hold developers accountable to adopted design standards that ensure high quality design. Consider new areas where design standards are warranted.	On-going	Township, Planning Commission	NA	
1.3.1	Ensure new development limits grading, preserves natural topography, and preserves ridgelines	On-going	Township, Planning Commission	NA	
1.3.2	Implement recommendations from the 2015 Gambone Property Natural Area Stewardship Plan.	On-going	Township	Varies	
1.4.1	Require open space buffers, screening, or enhanced setbacks between historic properties and new development projects.	On-going	Township,Planning Commission	NA	Address as part of zoning updates.

*Cost of Action Item would be inclusive in the full Township Zoning Ordinance from Action Item 1 in Land Use and Zoning ($50,000-$70,000).

ON-GOING

ACTION ITEM		PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
2.3.1	Ensure new neighborhoods are interconnected through greenbelts, pathways, or sidewalks to surrounding destinations.	On-going	Township, Planning Commission, Private Property Owner	Varies	
2.3.2	Require landscape buffers along roadways, associated with new residential developments, to preserve open space, forested areas and green corridors.	On-going	Township, Planning Commission, Private Property Owner,	See note	*
2.3.3	Preserve key areas of the Township, including but not limited to the riverfront and existing parklands, consistent with the Future Land Use Plan and other relevant Township plans.	On-going	Township	Varies	
3.1.1	Monitor traffic volumes on all arterial and major collector roads to understand potential impacts of new development. Identify mitigation strategies as needed.	On-going	Township	NA	
3.1.2	Consider the impacts of traffic when any new project is considered for development. Require a short- and long-term impact analysis as part of the approval process. Where notable impacts are identified, require mitigation as part of the approval process.	On-going	Township, Planning Commission	NA	
3.2.1	Use the Walk Montco Walkability Study as a guide when considering pedestrian improvements in the Township.	On-going	Township	Varies	Costs vary based on improvements

*Cost of Action Item would be inclusive in the full Township Zoning Ordinance from Action Item 1 in Land Use and Zoning ($50,000-$70,000).

ON-GOING

ACTION ITEM		PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
3.2.2	Ensure all new sidewalks are ADA compliant. Upgrade existing sidewalks for ADA compliance where possible, beginning along key connector corridors and pedestrian centers, such as Germantown Pike.	On-going	Township	Varies	
3.4.1	Continue to focus on making the riverfront a destination with new and improved trails and increased connectivity to the waterfront.	On-going	Township, Private Developers	Varies	
3.4.2	Require all new development to include sidewalks or side path connections to surrounding mixed-use/ commercial centers, recreation facilities, and neighborhoods.	On-going	Township, Private Developers	Varies	
4.2.1	Annually assess all existing park facilities and identify any upgrades or programming needs. Review plans and identify necessary updates to reflect changing demographics, needs, and improvements. Ensure facilities are accessible to all users including ADA compliant.	On-going	Township, Parks and Recreation Board	NA	
4.3.1	Enhance ability to proactively engage with private landowners to develop strategies for open space preservation, trail connections, and conservation easements, including using open space funds to reduce potential development yield.	On-going	Township, Private Property Owners, Land Conservation Organizations	NA	
4.3.2	Ensure eligibility of projects for use of Open Space Fund is clearly defined and consistent with the intent of Act 153 and the Township's Open Space Plan.	On-going	Township, Open Space Committee	NA	

ON-GOING

ACTION ITEM		PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
4.3.3	Partner with land trusts and conservation organizations to jointly identify and pursue open space opportunities, including stewardship and educational programs.	On-going	Township, Open Space Committee,	NA	
4.4.1	Continue to preserve and protect the Township's remaining natural resources (water quality, soil quality, wetlands, forest lands and wood lots, wildlife corridors, agricultural lands, and stream corridors/riparian systems) and ensure the proper management of these resources are in place.	On-going	Township, Environmental Advisory Board, Planning Commission, Open Space Committee	NA	
4.4.2	The Township should consider measures to plant and maintain growth appropriate to these biological systems and habitats, prioritizing native, pollinating and indigenous plants.	On-going	Township, Shade Tree Commission	NA	
4.4.3	Require use of rain gardens, bioswales, and other types of green infrastructure in site development, where appropriate including through ordinance revisions, when necessary.	On-going	Township Engineer	NA	
4.4.4	In conjunction with township or state efforts to expand or enhance trail connections, look for related opportunities to create or enhance green-corridor connectivity between patches of natural habitat.	On-going		NA	
4.4.5	Strategically seek opportunities to acquire sizable tracts of land to be preserved and/or converted to perpetual natural habitat. Special focus should be placed upon golf courses, estates, and other relatively large parcels of land.	On-going		NA	

NEAR-TERM

ACTION ITEM		PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
1.1.4	Review and update the Township Zoning Ordinance to facilitate implementation of the Future Land Use Plan.	Near-term	Township, Planning Commission	$50,000-$70,000	Cost Estimate is for full update.
1.1.5	Simplify the Zoning Code to ensure that it is user-friendly, understandable, consistent and eliminates conflicts.	Near-term	Township, Planning Commission	See note	*
1.3.3	Review adequacy of existing Shade Tree Ordinance.	Near-term (underway)	Township, Shade Tree Commission	NA	
1.3.4	Strengthen and simplify the existing conservation district overlay, to facilitate cluster development that protects scenic and natural resources	Near-term	Township, Planning Commission	$50,000-$70,000	*
1.3.5	Develop a Scenic and Natural Resources Inventory to identify existing resources and ensure key viewsheds and natural areas are identified for future protection. Utilize the Montomery County Natural Areas Inventory Update (2008), conducted by the Morris Arboretum of the University of Pennsylvania (found under Reports section on this website https://www.montcopa.org/1459/Publications) to identify potential resources.	Near-term	Township, Environmental Advisory Board, Open Space Committee	$10,000	
1.4.2	Develop an inventory of properties listed in the National Register of Historic Places and other historic properties with architectural significance.	Near-term	Township, HARB		Consult with local historical societies.

*Cost of Action Item would be inclusive in the full Township Zoning Ordinance from Action Item 1 in Land Use and Zoning ($50,000-$70,000).

NEAR-TERM

ACTION ITEM		PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
1.4.3	Utilize the Historical Architectural Review Board (HARB) to the fullest extent possible and consider if the authority of the HARB can be expanded.	Near-term	Planning Commission, HARB	NA	
1.4.4	Enforce existing Code provisions that address demolition by neglect. Explore options for more robust property maintenance enforcement.	Near-term	Zoning Enforcement Officer, Township		
1.4.5	Pursue additional listings on the National Register of Historic Places of historic properties and sites in the township.	Near-term	HARB	NA	
2.1.1	Ensure cluster regulations are effectively meeting their intended goals including the size and configuration of open space.	Near-term	Township, Planning Commission	See note	*
3.2.3	Update the 2009 Pedestrian and Bicycle Network Plan.	Near-term	Township	$25,000	
4.3.4	Prepare a study that provides an in-depth analysis of options for the long-term protection of golf courses, including: Strengthening of existing ordinances; Conventional re-zoning; Enhanced cluster regulations; Conservation easements; Incentive zoning; and Transfer of development rights.	Near-term	Township, Open Space Committee, Planning Commission	$30,000-$40,000	

*Cost of Action Item would be inclusive in the full Township Zoning Ordinance from Action Item 1 in Land Use and Zoning ($50,000-$70,000).

NEAR-TERM

ACTION ITEM		PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
4.4.6	Identify Township-owned lands/municipal buildings that could be used for solar energy collection installations and confer with energy advisors and other municipalities that have implemented such programs.	Near-term	Township, Environmental Advisory Board	NA	
4.4.7	Conduct a township-wide natural resource inventory to identify, characterize, and map all natural resources and ecosystems, including woodlands, meadow, stream, and wetland habitats.	Near-term		NA	

SHORT-TERM

ACTION ITEM		PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
1.3.6	Review and update ordinances to ensure viewsheds, riparian corridors, hillside development standards and other environmental aspects are adequately addressed.	Short-term	Township, Planning Commission	$50,000-$70,000	*
1.4.6	Continue to preserve and protect properties in the Plymouth Meeting Historic District.	Short-term	Township, HARB, Planning Commission	NA	
1.4.7	Consider enacting an ordinance to allow for the local designation of historic properties.	Short-term	Township, HARB	NA	
1.4.8	Establish design and development standards for historic properties in the Plymouth Meeting Historic District and any locally designated properties that allow for adaptive reuse. This may include provisions that allow for relief from zoning requirements such as minimum parking requirements, or impervious cover calculations, to support retention and preservation of historic properties.	Short-term	Township, HARB	$10,000	
1.4.9	Review the boundaries of the Plymouth Meeting Historic District and consider removal of modern-day subdivisions.	Short-term	Township, Planning Commission, HARB	NA	Remove recent subdivision on Spring Mill Road from Historic District.
1.4.10	Explore ways to help owners of historic properties obtain grants to make improvements to and/or maintain their properties or tax credits.	Short-term			
1.4.11	Consider applying for Certified Local Government Status.	Short-term	Township, HARB	NA	

SHORT-TERM

ACTION ITEM		PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
1.4.12	Promote an appreciation of historic resources through interpretive signage, walking or driving tours, social media, and/or brochures.	Short-term	Township, HARB	Printing and signage costs.	Consult with local historical societies.
2.1.2	Develop residential design requirements for all new housing developments to ensure high quality building design and context-sensitive site layout (promote individuality/ avoid cookie-cutter appearance).	Short-term	Township, Planning Commission	See note	*
2.2.1	Update residential standards and zoning to allow for a greater variety of housing types, uses, and sizes.	Short-term	Township, Planning Commission	See note	*
2.2.2	Promote inclusiveness by permitting and promoting mixed-income neighborhoods, through implementation of the above action.	Short-term	Township, Planning Commission	See note	*
3.3.1	Continue to incorporate electric car charging stations on municipally owned lands throughout the Township.	Short-term	Township	$15,000-$20,000	Per unit cost including installation
3.3.2	Update off street parking ordinance to incorporate car charging stations.	Short-term			
3.4.3	Identify priority trail connections to the Schuylkill River and regional trail system in order to create an integrated system.	Short-term	Township	$15,000 - $25,000	Priority Trail Plan

*Cost of Action Item would be inclusive in the full Township Zoning Ordinance from Action Item 1 in Land Use and Zoning ($50,000-$70,000).

SHORT-TERM

ACTION ITEM		PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
4.1.1	Prepare a Municipal Park and Recreation Needs Analysis to study available open space, parks and recreation facilities against the needs of a growing, changing population. In conjunction, prepare a site analysis of available open spaces to determine where identified needs can best be met.	Short-term	Township, Parks and Recreation Board	$20,000-$30,000	
4.4.8	Review the Township's existing ordinances and management practices related to managing water resources. Continue to monitor new strategies and technologies, building upon the Township's existing management practices and proactively integrate best management practices.	Short-term	Township, Environmental Advisory Board, Planning Commission	NA	
4.4.9	Continue to incorporate strategies into municipal facilities and daily practices that guarantee resource conservation (e.g. energy) and burden reduction (e.g. waste water, solid waste, pollution), such as installing low-flow toilets and continuing to convert to hybrid electric municipal vehicles.	Short-term	Township, Environmental Advisory Board	Varies	
4.4.10	Create a basic primer of good land-use practices for use by developers and homeowners. Illustrate how every new native tree, shrub, forb, or grass sequesters measurable carbon, improves water quality, decreases soil erosion, and enhances wildlife habitat. Tout the benefits of mowing less frequently, converting lawn to habitat, mulching on site, and planting more natives.	Short-term			

MID-TERM

ACTION ITEM		PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
1.2.2	Install pedestrian-oriented amenities, particularly lighting, within commercial and mixed-use areas.	Mid-term	Township, Private Property Owners	Varies	May be required as part of site plan approval
1.2.3	Consider the creation of a community development position to assist with business attraction, retention, marketing, and outreach	Mid-term	Township	Varies, depending upon time required	May be staff or consultant
1.2.4	Implement a marketing campaign to encourage and draw businesses into the Township.	Mid-term	Township, Possible future not-for-profit	Varies	
1.2.5	Where parking lots are located between commercial buildings and streets, require a designated pedestrian path connecting from the street or sidewalk (where applicable).	Mid-term	Private Property Owner	Varies	Require as part of site plan review
3.2.4	Strengthen key intersections to improve pedestrian safety and create a more welcoming environment.	Mid-term	Township	Varies	Costs vary based on location
3.2.5	Consider traffic calming elements in dense, mixed-use areas in order to promote increased walkability.	Mid-term	Township	Varies	Costs vary based on methods used
3.3.3	Install streetscape amenities including decorative street lights, grass verges, street trees, landscaping, decorative fences, and signage where possible.	Mid-term	Township, Private Developers	Varies	Dependent on treatments selected
3.3.4	Provide bike racks at key destinations and commercial nodes.	Mid-term	Township, Private Property Owner	$1,000 each	
3.3.5	Work with commercial property owners to sponsor bus stops in order to promote use of public transportation.	Mid-term	Township, Private Property Owner, SEPTA	$10,000 each	

MID-TERM

ACTION ITEM		PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
3.4.4	Ensure that all public recreational facilities and schools can be reached through safe routes for bicycling, walking, and public transportation.	Mid-term	Township	Varies	
3.4.5	Develop a phasing and funding strategy to implement trail connections.	Mid-term	Township	NA	Part of Priority Trail Plan
3.4.6	Develop and implement a long-term plan for bicycle use that meets the needs of all users, including recreational cyclists, families, and commuters. Implement bike lanes and routes throughout the Township, as feasible, including recommendations from the Bike Montco Plan.	Mid-term	Township	$20,000	Cost of additional planning
3.4.8	Ensure safe pedestrian and bike passage is provided between SEPTA stations and surrounding development/ neighborhoods.	Mid-term	Township, SEPTA	Varies	
4.1.2	Identify areas in the Township that are not within a 10-minute walk to a park or recreation area and consider additional amenities to fill these gaps.	Mid-term	Township, Parks and Recreation Board	NA	
4.1.3	Provide amenities along the River such as restrooms, fishing piers, non-motorized boat launches, and facilities for bike and boat rentals.	Mid-term	Township, Private Developers	Varies	Costs based on treatment selected
4.2.2	Consider incorporating more sports fields, such as soccer fields, into existing Township-owned parkland and open spaces based on findings of Recreation Needs Assessment.	Mid-term	Township	NA	
4.2.3	Consider completing a Needs Assessment for a Community Center (physical facility).	Mid-term	Township	$20,000	

MID-TERM

ACTION ITEM		PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
4.2.4	Implement an environmental education program and outdoor classrooms to promote and enhance the Township's natural resources.	Mid-term	Township, Parks and Recreation Board, Environmental Advisory Board	Varies	
4.2.5	Provide diverse and unique outdoor recreation opportunities, such as natural play areas, highlighting Whitemarsh Township's natural and historic resources.	Mid-term	Township, Parks and Recreation Board, Environmental Advisory Board	$70,000-$200,000	Dependent on treatments
4.4.11	Demonstrate beneficial ecological practices by creating model habitat gardens, with accompanying educational graphics, in prominent public spaces.	Mid-term			
4.5.1	Establish a Township-wide brand and identity, with consistent fonts, colors and logo, to use on signage, pamphlets and guides.	Mid-term	Township	$20,000	
4.5.2	Implement a wayfinding program that directs people to key destinations, improves circulation/navigation and provides a sense of comfort/security to overall visitor experience.	Mid-term	Township	Planning and Design - $25,000 Implementation - Varies	Implementation costs will vary based on final scope and phasing of sign installation
4.5.3	Develop and distribute pamphlets and brochures/ guides which share information about the Township to residents and visitors.	Mid-term	Township	$5,000	
4.5.4	Design and install educational and interpretive signage/kiosks at Township sites and facilities.	Mid-term	Township	$10,000	Per Kiosk
3.4.7	Implement sidewalks or side path areas on Germantown Pike, Harts Lane, Bethlehem Pike, Pennsylvania Avenue and other important corridors.	Mid-term - Long-term	Township	Varies	

LONG-TERM

ACTION ITEM		PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
1.2.6	Offer incentives to existing business owners to make improvements to their properties, to attract new tenants and fill vacancies.	Long-term	Township, Possible future not-for-profit	Varies	
3.3.6	Explore bike sharing options and consider implementing a system in the Township.	Long-term	Township, Private Bike Share Organizations, Sponsors	TBD	Requires coordination with bike share provider
4.2.6	Establish riverfront events and marketing coordination, to implement and promote activities, sales of amenities/sponsorship, and manage community/ public relations, as a Township function.	Long-term	Township	Varies, depending upon time required	* May be staff or consultant
4.5.5	Use art techniques consistently throughout the Township to reinforce the unique brand.	Long-term	Township	Varies	

*Could be combined with the community development position recommended in Goal 1 Policy 2 Commercial Development

WHITEMARSH TOWNSHIP • PENNSYLVANIA •

1704