

Whitpain Township Comprehensive Plan

Montgomery County, Pennsylvania

March, 2016

“Four Villages within a Community”



Whitpain Township Comprehensive Plan

March, 2016

Prepared for:



Whitpain Township, Montgomery County
Pennsylvania

Prepared by:



119 EAST LAFAYETTE STREET
NORRISTOWN, PA 19401
WWW.SIMONECOLLINS.COM

and

URBAN PARTNERS
COMMUNITY & ECONOMIC DEVELOPMENT

325 Chestnut Street, Suite 506
Philadelphia, PA 19106

MCMAHON
TRANSPORTATION ENGINEERS & PLANNERS

425 Commerce Drive, Suite 200
Fort Washington, PA 19034

PROJECT COMMITTEE:

Affiliation

Jim Blanch	Township Engineer
Fred Conner	Board of Supervisors
Ken Corti	Chairman, Planning Commission
Jaime Garrido	Associate Vice President of Facilities and Construction, Montgomery County Community College
Dillon Horwitz	Wissahickon High School student
Greg Klucharich	Assistant Engineer, Sustainability Coordinator
S. Edgar David	Chairman, Shade Tree Commission
Ed Lane	Chairman, Zoning Hearing Board
Bill Lutz, Jr.	Chairman, Board of Appeals
Cathy McGowan	Business Community Perspective
David Mrochko	Assistant Township Manager
Susan Mudambi	Chairperson, Park and Open Space Board
Melissa Murphy Weber	Board of Supervisors
Roman Pronczak	Township Manager
Robert Whittock	Township Historian (unofficial)



Table of Contents

1. INTRODUCTION	1
1.1 Regional Context.....	2
1.2 Plan Purpose	4
1.3 Legal Authority	6
1.4 Community Guidance/ Public Participation	7
1.5 Plan Implementation	14
2. PLANNING CONTEXT.....	15
2.1 Historic Overview & Regional Influences on Dvmt.....	16
2.2 Community Internet Survey	17
2.3 Population, Employment & Housing	20
2.4 Recent Growth	34
2.5 Transportation	37
2.6 Land Use.....	55
2.7 Community Facilities & Services	60
2.8 Natural Features.....	66
2.9 Protected Lands.....	83
2.10 Historic Resources	92
2.11 Energy.....	93
2.12 Municipal Government / Finance	94
3. VISION AND GOALS	97
3.1 Vision Statement	98
3.2 Goals.....	98
4. RECOMMENDATIONS	105
4.1 Transportation	106
4.2 Land Use.....	113
4.3 Parks and Open Space.....	115
4.4 Energy and Resource Conservation.....	116
4.5 Economic Development.....	120
4.6 Community Facilities and Services	122
4.7 Historic Preservation	124
4.8 Compatibility with Adjacent Municipalities	125
5. IMPLEMENTATION	129
5.1 Action Plan	130
5.2 Implementation Strategies	137
5.3 Potential Funding Sources	138

Table of Contents

6. APPENDIX (see attached CD)..... 147

- Committee Meeting Notes and Sign-In Sheets
- Public Meeting Notes and Sign-In Sheets
- Whitpain Villages Market Assessment—Blue Bell, Broad Axe, & Centre Square Villages (by Urban Partners)
- Residential Market Analysis—West Ambler Village (by Urban Partners)
- Public Community Survey Results
- Commuting Habits Survey Results
- List of Historic Resources
- Soil Type Descriptions

LIST OF TABLES, FIGURES AND MAPS

Table 2-1 Population Trends and Forecasts: 1940-2040	21
Table 2-2 Regional Population Comparison: 1980-2010	22
Table 2-3 Racial and Ethnic Composition: 2000-2010.....	23
Table 2-4 Population by Age - Whitpain.....	24
Table 2-5 Median Household Income/Poverty Comparison .	24
Table 2-6 Educational Attainment for Residents 25+	25
Table 2-7 Top Industries-2007	26
Table 2-8 Business Comparison (2007).....	26
Table 2-9 Employment in Whitpain (1990-2040)	27
Table 2-10 Place of Employment for Workers 16+	28
Table 2-11 Daytime Population (2012).....	28
Table 2-12 Commuting to Work (2012).....	29
Table 2-13 Travel Time to Work (2012)	30
Table 2-14 Vehicles Available by Household Unit.....	30
Table 2-15 Owner-Occupied Units vs. Rental Units.....	31
Table 2-16 Average Person Per Household.....	31
Table 2-17 Year Householder Moved Into Unit	31
Table 2-18 Age of Housing Stock	32
Table 2-19 Median Housing Price.....	32
Table 2-20 Median Housing Rent	32
Table 2-21 Units in Structure.....	33
Table 2-22 Proposed Residential Units (2011-2013).....	34
Table 2-23 Proposed Nonresidential Square Footage.....	35
Table 2-24 Residency of Whitpain Workers	38
Table 2-25 State Roads in Whitpain.....	38
Table 2-26 Ridership for Public Trans. Routes Serving Whitpain.....	42
Table 2-27 Wissahickon School District Enrollment.....	61
Table 2-28 Comparison with Neighboring School Districts...	61
Table 2-29 Significant Trees	79
Table 2-30 Resources Listed on National Register	91
Table 2-31 Resources Eligible for National Register	91
Table 2-32 Total Local Tax Bill	95
Table 4-1 Overall Market Recommendations for Centre Square, Broad Axe, and Blue Bell Villages.....	119

Figure 1-0: Context Map	2
Figure 1-1: Village Locations.....	3
Figure 1-2: Project Schedule.....	8
Figure 1-3: Broad Axe Village Context Map	10
Figure 1-4: Blue Bell Village Context Map	11
Figure 1-5: Centre Square Village Context Map	12
Figure 1-6: West Ambler Village Context Map.....	13
Figure 2-0: Whitpain Roadway Infrastructure	36
Figure 2-1: Whitpain Bus Routes.....	41
Figure 2-2: Nearby Transit Stations.....	45
Figure 2-3: Circuit Map	48
Figure 2-4: Whitpain Land Use Map	51
Figure 2-5: Whitpain Land Use Percentages.....	53
Figure 2-6: Broad Axe Valley Existing Conditions.....	53
Figure 2-7: Blue Bell Village Existing Conditions	54
Figure 2-8: Centre Square Existing Conditions	55
Figure 2-9: West Ambler Existing Conditions	56
Figure 2-10: West Ambler Implementation Timeline.....	57
Figure 2-11: Whitpain Steep Slopes.....	67
Figure 2-12: Whitpain Soils Map	68
Figure 2-13: Whitpain Watersheds	69
Figure 2-14: Whitpain Hydric Soils & Floodplains Map	70
Figure 2-15: Whitpain Vegetative Cover	78
Figure 2-16: Whitpain Significant Trees.....	80
Figure 2-17: Whitpain Protected Resource Map	81
Figure 2-18: Whitpain Historic Resources	89
Figure 4-0: 5 Points Intersection Recommended Improvements	108
Figure 4-1: 6 Points Intersection Recommended Improvements	108
Figure 4-2: Recommended Traffic Improvements Map.....	112



Introduction

1.1 Regional Context

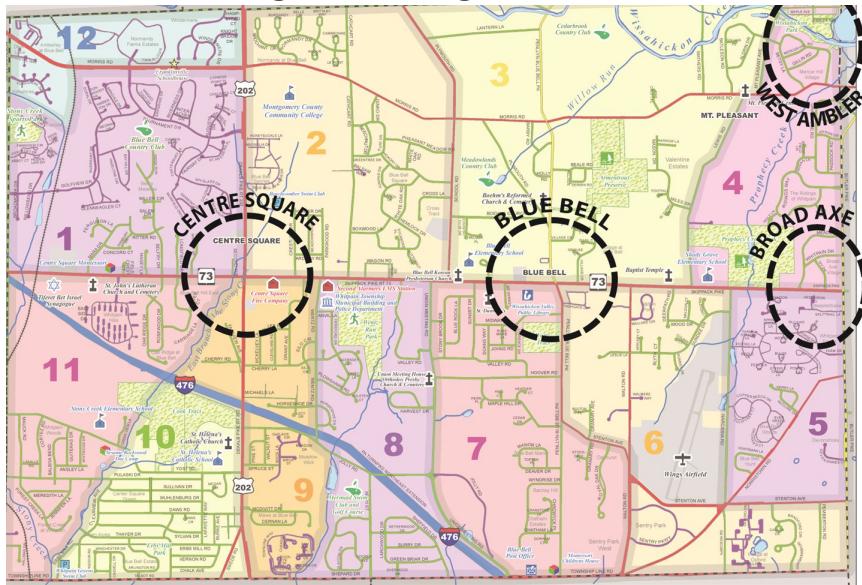
Whitpain Township is located in central Montgomery County, Pennsylvania and has an approximate size of 12.9 square miles. The Township is located 20 miles from Center City Philadelphia, 30 miles from Trenton, New Jersey, and 38 miles from Wilmington, Delaware. Whitpain is bordered by eight municipalities; Ambler Borough, Lower Gwynedd Township, Upper Gwynedd Township, Worcester Township, East Norriton Township, Plymouth Township, Whitemarsh Township, and Upper Dublin Township.

Figure 1-0: Context Map



1. Introduction

Figure 1-1: Village Locations



DeKalb Pike (Route 202) and Skippack Pike (Route 73) are Whitpain's two primary vehicular thoroughfares that link the Township to the surrounding municipalities. Access to the Pennsylvania Turnpike and Route 476 (Northeast Extension of the PA Turnpike) is about 1.5 miles south of Whitpain. The PA Turnpike and Route 476 connect the Township to the surrounding Philadelphia metropolitan area. The Township has several public bus routes within the Township, however there is no public rail access in Whitpain. The nearest rail stations are located in Ambler Borough and Lower Gwynedd Township.

The character of the Township is primarily defined by its four historic villages: Broad Axe, Blue Bell, Centre Square, and West Ambler. Broad Axe, Blue Bell, and Centre Square were established prior to the American Revolution, while West Ambler evolved later. Blue Bell was originally known as Pigeontown when it was founded in 1840. The name stems from a resident who tended pigeons in the 18th Century. While the villages and the areas surrounding them have experienced considerable growth and change over the years, the villages have still maintained their own defining characteristics and sense of place. The four villages serve as the historic foundation and important or-

Whitpain 2035
4 Villages within a Community

Mission
The mission of Whitpain Township Government is to efficiently, responsibly, and creatively provide the essential services that build value, enhance the quality of life, and protect the health, safety, and rights for all who live in, work in, and enjoy Whitpain.

Values
Whitpain Township Government seeks excellence in accomplishing every facet of our mission. In pursuit of excellence, we value most of all:
Integrity Respect Responsiveness
Stewardship Partnership

Vision
Whitpain Township is a community that embraces the future while cherishing our heritage. We will continue to be recognized for our diversity, fiscal responsibility, and leadership in resource conservation. We shall never waver in our collective commitment to ensuring public safety and enhancing the quality of life of all of our fellow citizens.

Getting there with a New Comprehensive Plan

Promote
Whitpain's 4 remaining village centers (i.e. West Ambler, Broad Axe, Blue Bell, and Centre Square) have thrived for hundreds of years. They are the foundation of our community character. How will they – and the diverse communities that have developed around them – prosper over the next 20 years?

Learn
• Introduction: Comprehensive Planning in 2015
• Community Quality: Lifelong Learning Factors
• Town Hall Venues: Montgomery Co. Comm. College
• Montgomery Co. Comm. College
• Community Quality: Environmental Factors
• Facilitated by Shady Tree Commission
• Community Quality: Economic Factors
• Where: February 25, 2015 at 7:00 pm
• Introduction: Whitpain's Business Community
• • Facilitated by Ambler Business Park
• Work
• Facilitated by Chamber of Commerce
• • Facilitated by Ambler Business Park
• Where: March 15, 2015 at 7:00 pm
• Enjoy
• Facilitated by Park & Open Space Board
• Town Hall Venue: Centre Square Fire Company
• Where: March 22, 2015 at 7:00 pm

2014-PREPARE Kickoff: Form committee; Select planner
2015-ENVISION 4 Town hall-type sessions; Draft plan
2016-ADOPT Complete the plan; Public hearings; Refinements; Approvals

4 Villages within a Community

A detailed map of Whitpain Township, focusing on the locations of the four historic villages: Broad Axe, Blue Bell, Centre Square, and West Ambler. The map shows the boundaries of these villages and their relative positions within the Township. The villages are labeled with their names in large, stylized letters.

ganizing element of the Whitpain Township Comprehensive Plan.

Generally, Whitpain sits in a prominent location within the Philadelphia Metropolitan area with good access to area highways and other prominent destinations. For this reason, Whitpain has become a major economic driver in the area focused around the four villages and the Route 202 corridor. Whitpain also contains many office buildings and office complexes such as Sentry Park and the Arborcrest Corporate Campus that provide a multitude of employment opportunities in the Township. These office areas are home to several large employers such as Aetna, Unisys, Henkels and McCoy, and PRA Health Sciences that help drive the local economy. A complete list of the Township's largest employers can be found in the appendix of this report. Additionally, Whitpain has a privately owned airfield, several country clubs, and a good supply of open space and recreational opportunities. Whitpain is also focused around building a strong community. The mission of the Township government is to efficiently, responsibly, and creatively provide essential services that build value, enhance the quality of life, and protect the health, safety, and rights of all who live in, work in, and enjoy Whitpain. The Township seeks excellence in accomplishing every facet of their mission. In pursuit of excellence, Whitpain values integrity, respect, responsiveness, stewardship, and partnership. In all, the Township is strong economically with goals of achieving a strong community atmosphere and high quality of life in the Township. Still, the Township understands that there are many opportunities for improvement which it hopes to identify and implement through this plan.

1.2 Plan Purpose

Whitpain Township is almost completely developed. There is a

1. Introduction

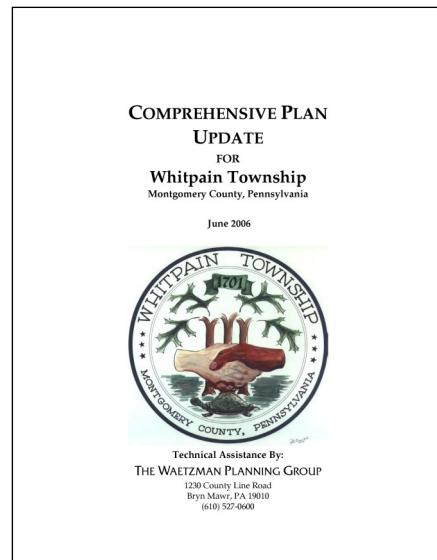
strong need for the Township to ensure that future development and redevelopment remains consistent with its vision. The Township's four core villages represent the Township's rich history and will contain some future redevelopment. The Township must make decisions on how to best enhance these villages to ensure their continued success and vitality over the next 20 years and beyond.

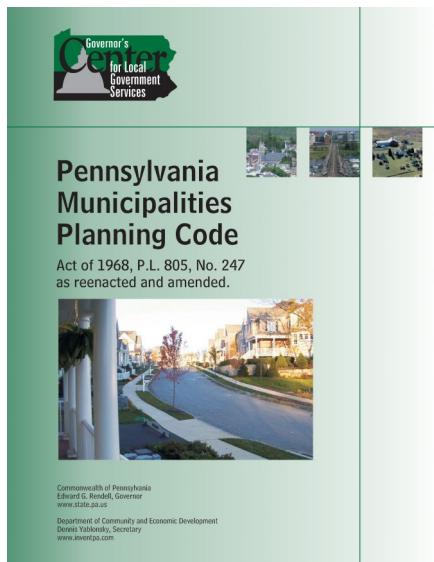
Additionally, Whitpain's prominent location in the Philadelphia metropolitan area has provided many benefits and allowed it to prosper. However, it has also created many challenges.

Transportation in Whitpain has become an important focus for Township officials as segments of roadway infrastructure no longer adequately accommodate the traffic demand. Additionally, existing infrastructure needs to provide facilities for alternative means of transportation such as walking and bicycling. The Township will need to prioritize transportation improvements and continually seek out funding for these types of projects. This Comprehensive Plan recommends a course of actions to help the Township achieve its future transportation goals.

The Township's previous Comprehensive Plan was completed in 2006. The Pennsylvania Municipalities Planning Code recommends updating the Comprehensive Plan every 10 years. The previous plan of 2006 included specific recommendations that include: create an identity for Centre Square Village; Protect environmentally sensitive land; Execute recommendations of the Whitpain Township Park and Recreation Plan- Recreation 2020; and Monitor the progress of the Turnpike improvement project and Route 202 improvement project to ensure that they are consistent with the needs and desires of Whitpain. The Township has achieved some of these goals and made strides towards accomplishing many others.

This plan will update the Township's goals based upon the





changes that occurred over the past decade and the needs of a constantly evolving community. This plan provides specific action items and implementation recommendations as a guide for the Township over the next decade and beyond.

1.3 Legal Authority

The Comprehensive Plan is a land use and growth management planning tool that serves as an official public document to help guide both public and private decisions about development in the community. The Comprehensive Plan defines a community's vision and goals for the future, recommends strategies and specific action items necessary to achieve these goals and sets forth a plan to implement these recommendations. Comprehensive Plans address many facets of the community including land use, housing, transportation, economic development, community services, natural resources, historic resources, agricultural preservation, energy conservation, and interactions with adjacent municipalities. It is intended that this plan guide future decisions by the Township staff and Board of Supervisors concerning development and redevelopment, as well as a guide for implementing ordinances and community programs.

The Pennsylvania Municipalities Code (MPC) requires Comprehensive Plans to include a statement of the community's future development goals and objectives. Comprehensive plans in Pennsylvania are advisory only and are designed to act as guides for future policies, decisions and actions. As only an advisory document, no action of the Whitpain Township Board of Supervisors may be declared invalid, challenged or appealed on the grounds that it might be inconsistent with any provisions of the comprehensive plan.



1.4 Community Guidance / Public Participation

The Township engaged in a nearly two year planning process to complete this Comprehensive Plan update. The process began in April, 2014 with the formation of a project committee. The planning consultant team of Simone Collins Landscape Architecture (land planning and landscape architecture), McMahon Associates (traffic planning), and Urban Partners (community and economic development) was retained in September, 2014. The Comprehensive Plan process lasted from October, 2014 until completion in December, 2015 and the adoption of the plan occurred in the early part of 2016. The information and recommendations of this plan were compiled through an extensive public participation process that included five public "Town Hall" meetings. Information and suggestions received at the Town Hall meetings were instrumental in developing the goals and future direction of the Township as presented in this plan. The planning process was driven by a dedicated 15 member project committee that included representatives from across the Township.

Project committee members included:

- Jim Blanch, Township Engineer
- Fred Conner, Board of Supervisors
- Ken Corti, Chairman, Planning Commission
- Jaime Garrido, Associate Vice President of Facilities and Construction, Montgomery County Community College
- Dillon Horwitz, Wissahickon High School student
- Greg Klucharich, Assistant Engineer, Sustainability Coordinator
- S. Edgar David, Chairman, Shade Tree Commission

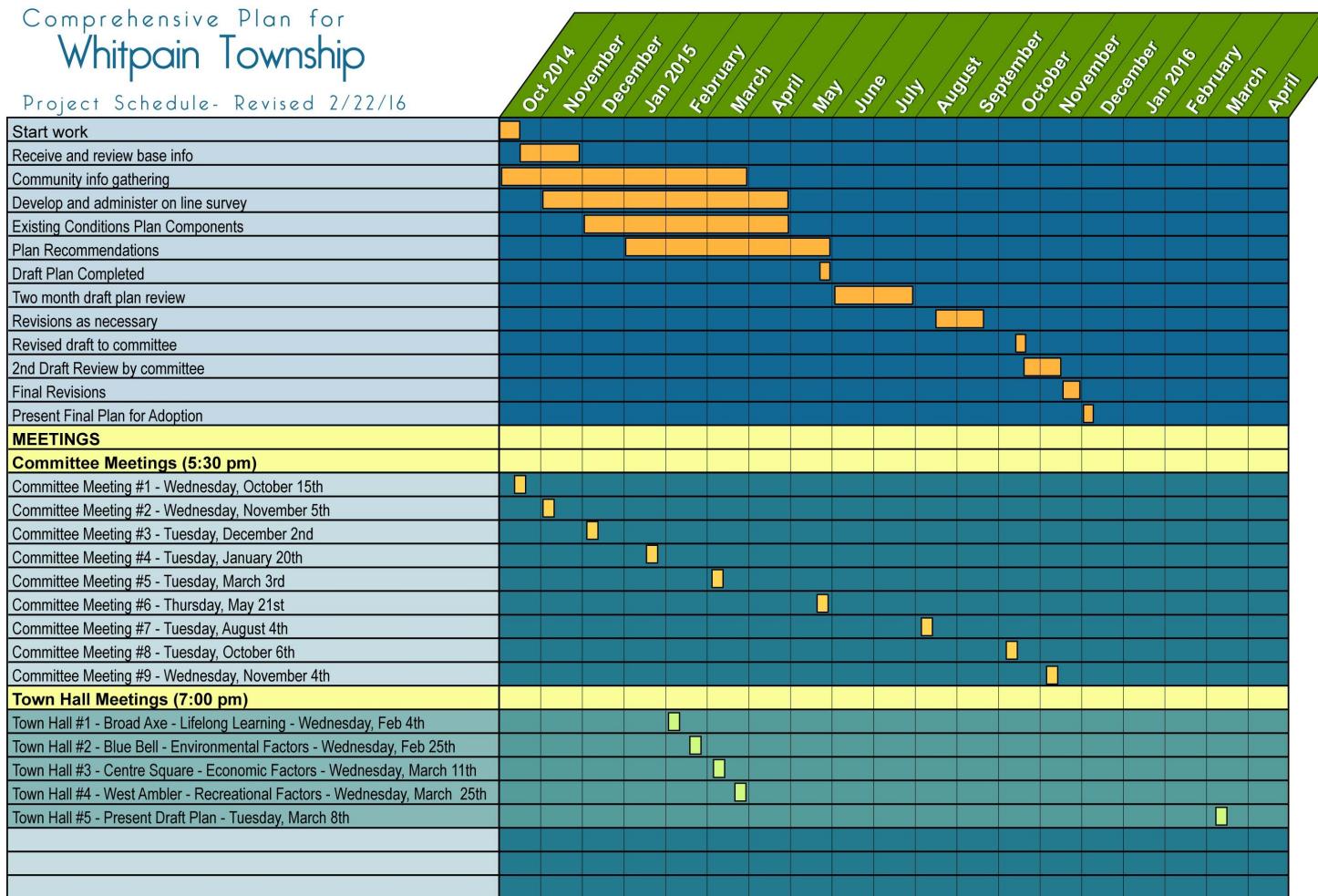


- Ed Lane, Chairman, Zoning Hearing Board
- Bill Lutz, Jr., Chairman, Board of Appeals
- Cathy McGowan, Business Community Perspective
- David Mrochko, Assistant Township Manager
- Susan Mudambi, Chairperson, Park and Open Space Board
- Melissa Murphy Weber, Board of Supervisor
- Roman Pronczak, Township Manager
- Robert Whittock, Township Historian (unofficial)

Figure 1-2: Project Schedule

**Comprehensive Plan for
Whitpain Township**

Project Schedule- Revised 2/22/16



1. Introduction

The committee held nine meetings throughout the planning process. All committee meetings were also open to the public, as shown on the project schedule (Figure 1-2). Notes and other information from all the meetings and the public participation process can also be found in the appendix of this report.

Town Hall Meetings

Five public Town Hall meetings were held over the duration of the project. These meetings were vital part of the planning process as it is extremely important to gather information from the residents about the current state and future direction of the Township. Each of the first four Town Hall meetings were focused around a specific discussion topic and one of the four Township villages. Each of the first four town hall meetings also had a keynote speaker who spoke about the specific topic of the meeting. The fifth Town Hall presented a draft Comprehensive Plan in order to receive comments from the community. Each of these five town hall meetings are described below.

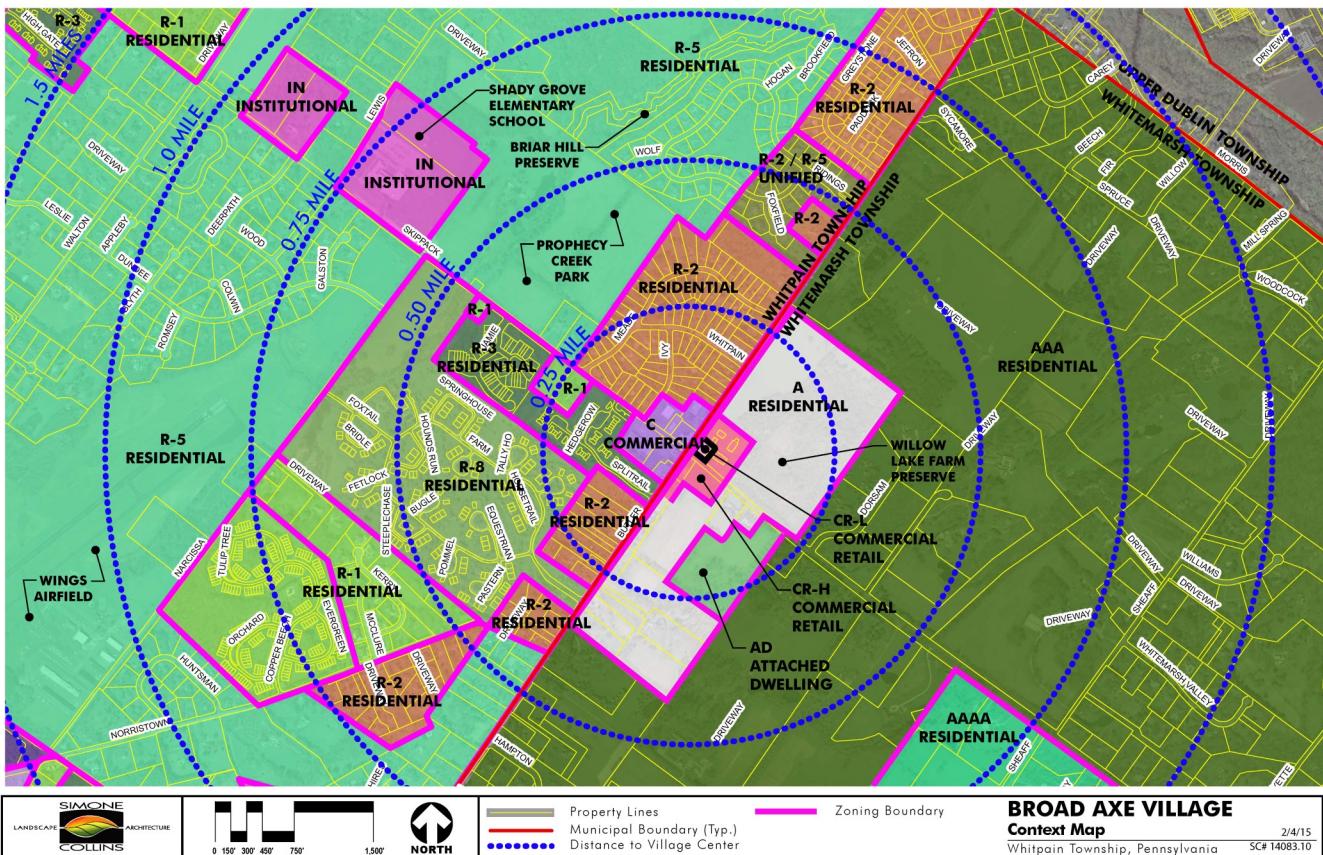
Town Hall Meeting #1

The first Town Hall meeting was held on Wednesday, February 4th, 2015 at Montgomery County Community College, College Hall, Room 144/148. The meeting had approximately 70 attendees. The meeting began with a presentation by the keynote speaker, Tom Hylton, a Pulitzer Prize-winning journalist, author of *Save Our Land, Save Our Towns*, and president of *Save Our Land, Save Our Towns, Inc.* The overall topic of the meeting was “Lifelong Learning” which included an introduction to Comprehensive Planning and an overview of some of the Township’s existing features, and important Comprehensive Plan elements. The village focus for the meeting was the Broad Axe Village. Items discussed included the existing conditions of the village as well as potential challenges, and opportunities. The meeting was then opened up for public comment. A summary of some of

TOWN HALL MEETING #1 COMMUNITY COMMENTS

- Nearby SEPTA rail lines only run hourly at night.
- Penllyn SEPTA rail station is very dark, not safe, and has limited parking.
- There are no trails in Prophecy Creek Park.
- The gas station at Butler Pike and Skippack Pike has been vacant for around 10 years.
- Important to maintain their character of villages.
- W. Ambler superfund site was recently part of a revitalization effort.
- The Belfry Station was a train station in Whitpain on the former Stony Creek Branch.
- There are no true boundaries to the villages.
- More regular rail service to Ambler
- Connect Broad Axe Village to Ambler with a trail and sidewalks.
- Connect Broad Axe to Prophecy Creek Park and Blue Bell.
- Walkability in the Township is an issue. Getting to existing trails is difficult.
- Options for trails include narrowing vehicular travel lanes or using PECO ROW.
- Build trails within Prophecy Creek Park.
- Create a design plan/guidelines for future development.
- Create more attractive architecture and streetscapes in the villages.
- Route 202 and Route 73 is a prominent location that needs improvements.
- Remedy traffic along with gas station development.
- Redevelopment of properties in Whitpain will be needed since it is mostly built out.
- Connect currently preserved open space
- Prioritize stormwater and green infrastructure improvements.

Figure 1-3: Broad Axe Village Context Map



TOWN HALL MEETING #2 COMMUNITY COMMENTS

- Install solar systems on area shopping centers.
- Can the Township require that native species are planted?
- Certain stormwater requirements will be mandated by the State to mitigate impacts of Centre Square Commons.
- Prophecy Creek is healthy because much of it is surrounded by protected open space.
- Bump-outs with curbs and trees could help calm traffic.
- There will be two new traffic signals installed as part of the Centre Square Commons development.
- Walkability and traffic are an issue in the Township, particularly in Blue Bell Village.
- Bus and commuter traffic near the Community College creates traffic issues on Morris Rd.
- The Township's historic preservation ordinance is important and should be considered as part of the Comprehensive Plan.
- Large jets at Wings Field are an issue.

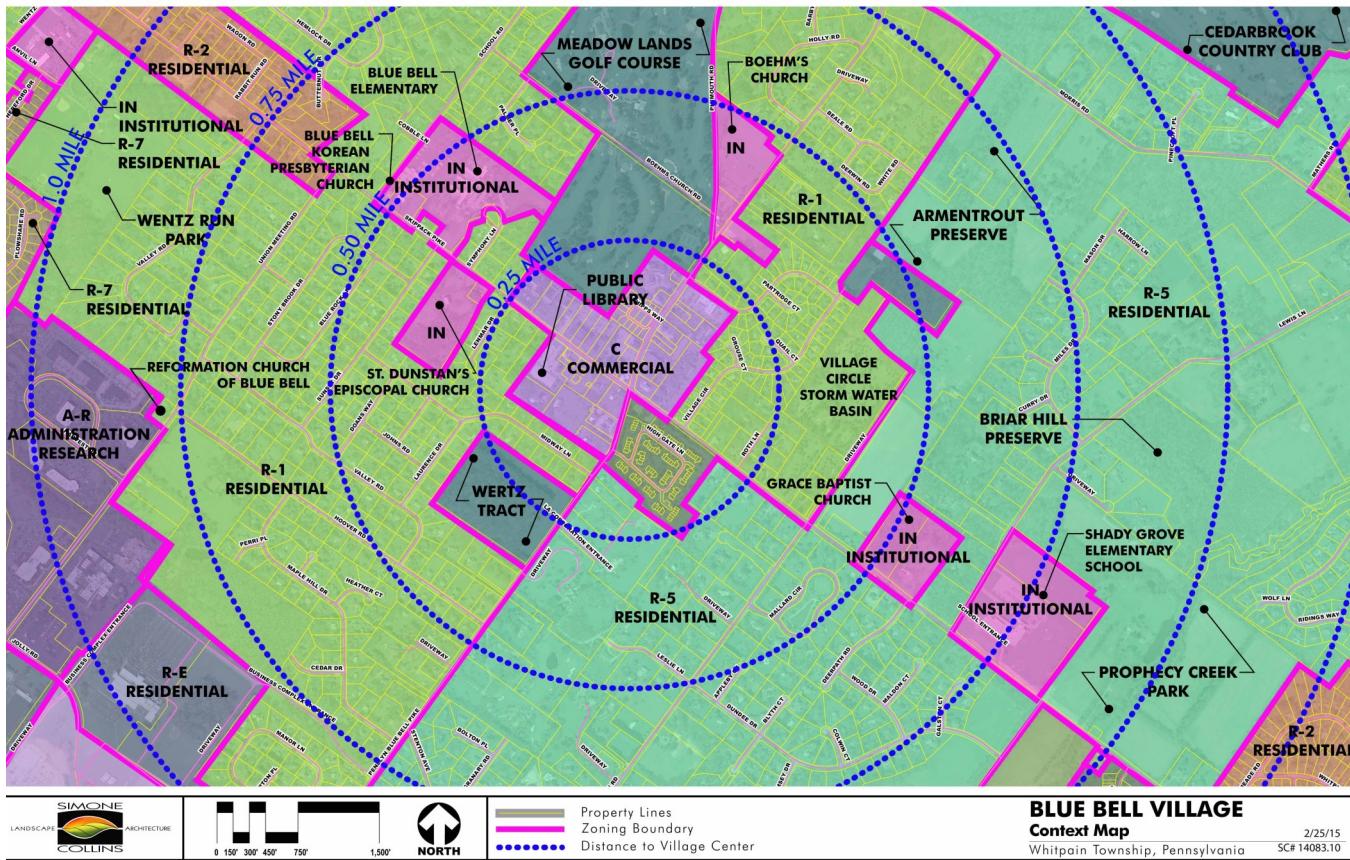
the comments received at this meeting are listed herein. The entire list of comments and notes from the meeting can be found in the appendix of this report.

Town Hall Meeting #2

The second Town Hall gathering took place on Wednesday, February 25th, 2015 at the Manor House at Prophecy Creek. Over 53 citizens attended. The topic for the meeting was the environmental factors of Whitpain Township. The meeting began by a presentation by Dr. Jeffrey Featherstone, Director of the Temple University Center for Sustainable Communities. Dr. Featherstone discussed drivers of sustainability, climate change, existing sustainable practices in Whitpain, and strategies for improving local sustainability. Following Dr. Featherstone's presentation, the planning consultants discussed the purpose of the Comprehensive Plan, gave a brief overview of the Township's environmental features, and discussed existing conditions,

1. Introduction

Figure 1-4: Blue Bell Village Context Map



challenges, and opportunities of the Blue Bell Village. The meeting was then opened for public discussion.

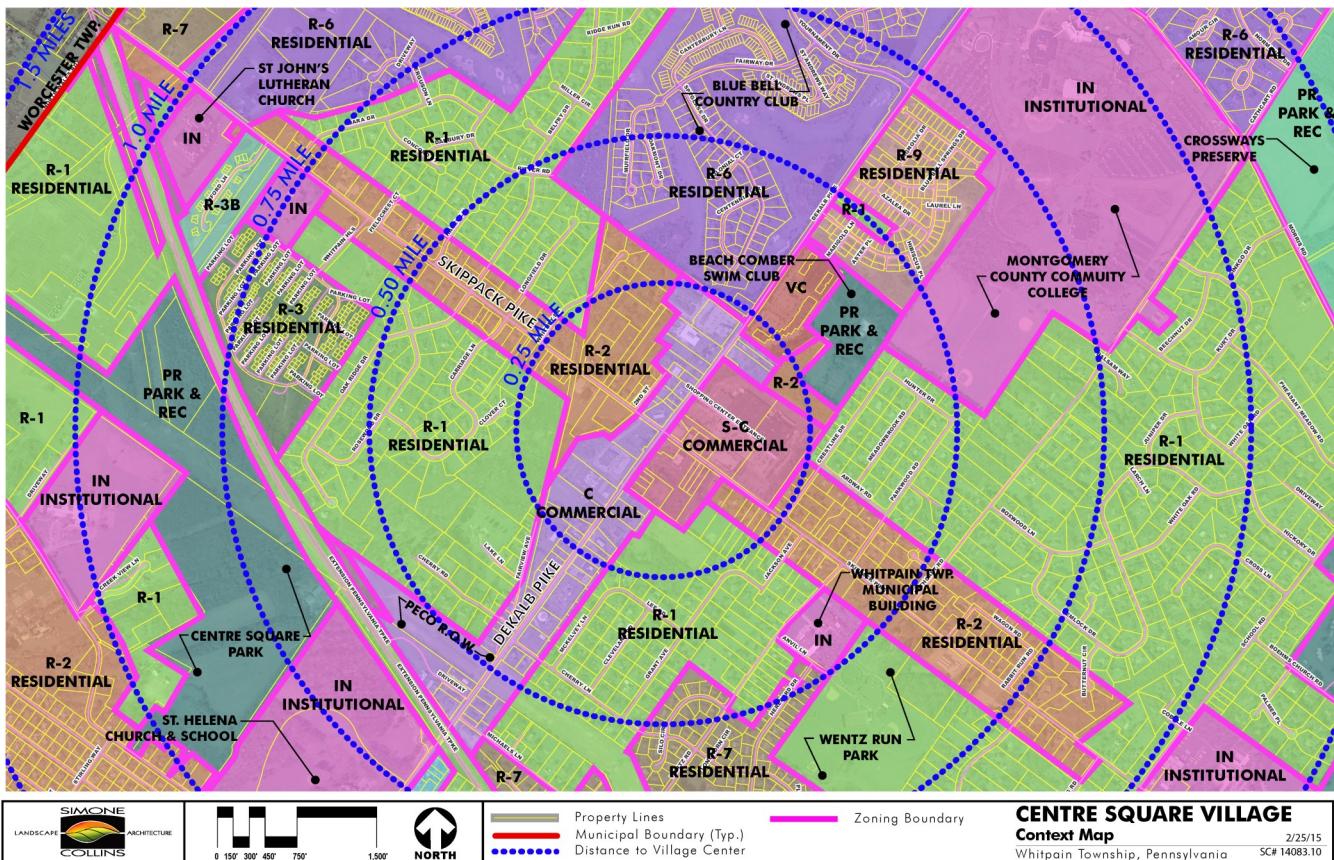
Town Hall Meeting #3

The third Town Hall meeting was held on Wednesday, March 11, 2015 at the Arborcrest Corporate Campus, Hillcrest II building located at 721 Arbor Way in Blue Bell. The meeting was attended by over 21 people. The topic for the meeting was economic factors. The meeting began with presentations and discussion with the keynote panel which included area land developers, John Zaharchuk of Summit Realty Advisors and Victor Meitner, PC of Meitner Homes and Victory Builders. Mr. Zaharchuk discussed his redevelopment work at the Ambler Boiler House and then Mr. Meitner discussed his redevelopment work at 564 Skippack Pike and the Broad Axe Tavern. The village focus for the evening was the Centre Square Village and included a presenta-

TOWN HALL MEETING #3 COMMUNITY COMMENTS

- Mixed use development at Centre Square Village could be a good idea.
- Motion sensor lights on timers within local banks can create safety issues.
- Shared parking is an option to reduce traffic congestion and improve efficiency of parking areas.
- The Route 202 widening project is funded and is expected to be completed by 2020.
- Pedestrian safety at Centre Square will be a concern.
- The timing of redevelopment in the villages will be driven by the private sector.
- Proposed trails and road improvements are two types of improvements that should be included on the Township's Official Map.
- The Township should evaluate their signage requirements in order to adequately control the size and appearance of commercial signage in certain areas such as the villages.

Figure 1-5: Centre Square Village Context Map



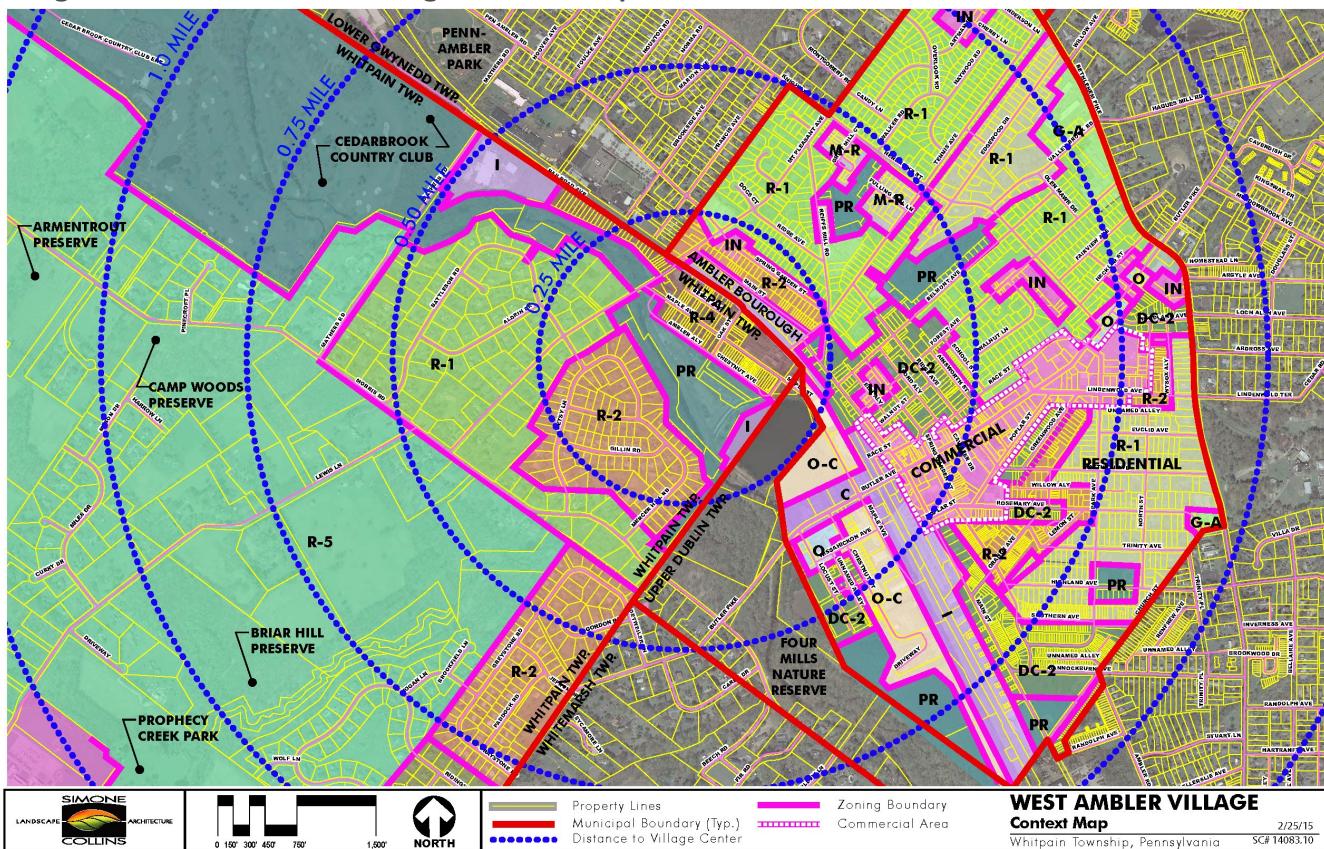
tion of the existing conditions, challenges and opportunities. Following the presentations, the meeting was opened for public discussion and comment.

Town Hall Meeting #4

The fourth Town Hall meeting was the last in the information gathering phase of the project. Over 26 people attended. The topic of the meeting was recreational factors and the village focus was the West Ambler Village, which had recently been the subject of a neighborhood revitalization plan in 2013. The meeting began with a presentation by Drew Gilchrist, Regional Advisor, Department of Conservation and Natural Resources. Mr. Gilchrist discussed some of the findings of the 2014-2019 Statewide Comprehensive Outdoor Recreation Plan, the value of community recreation facilities, and recommendations for successful planning of recreational elements within communities.

1. Introduction

Figure 1-6: West Ambler Village Context Map



The planning consultants then briefly discussed the West Ambler Revitalization & Action Plan completed in 2013. The consultants updated the meeting attendees on the progress and status of the plan's recommended action items. Following discussion of the West Ambler village, the meeting was opened for public question and comment.

Town Hall Meeting #5

The fifth and final Town Hall meeting was held on Tuesday, March 8th, 2016. At this meeting, the planning consultants presented the Draft Comprehensive Plan in order to receive comments from the community. The Draft Plan was made available for review on the Township website.

Meeting notes and attendance lists for all the public meetings can be found in the appendix of this report.

TOWN HALL MEETING #4

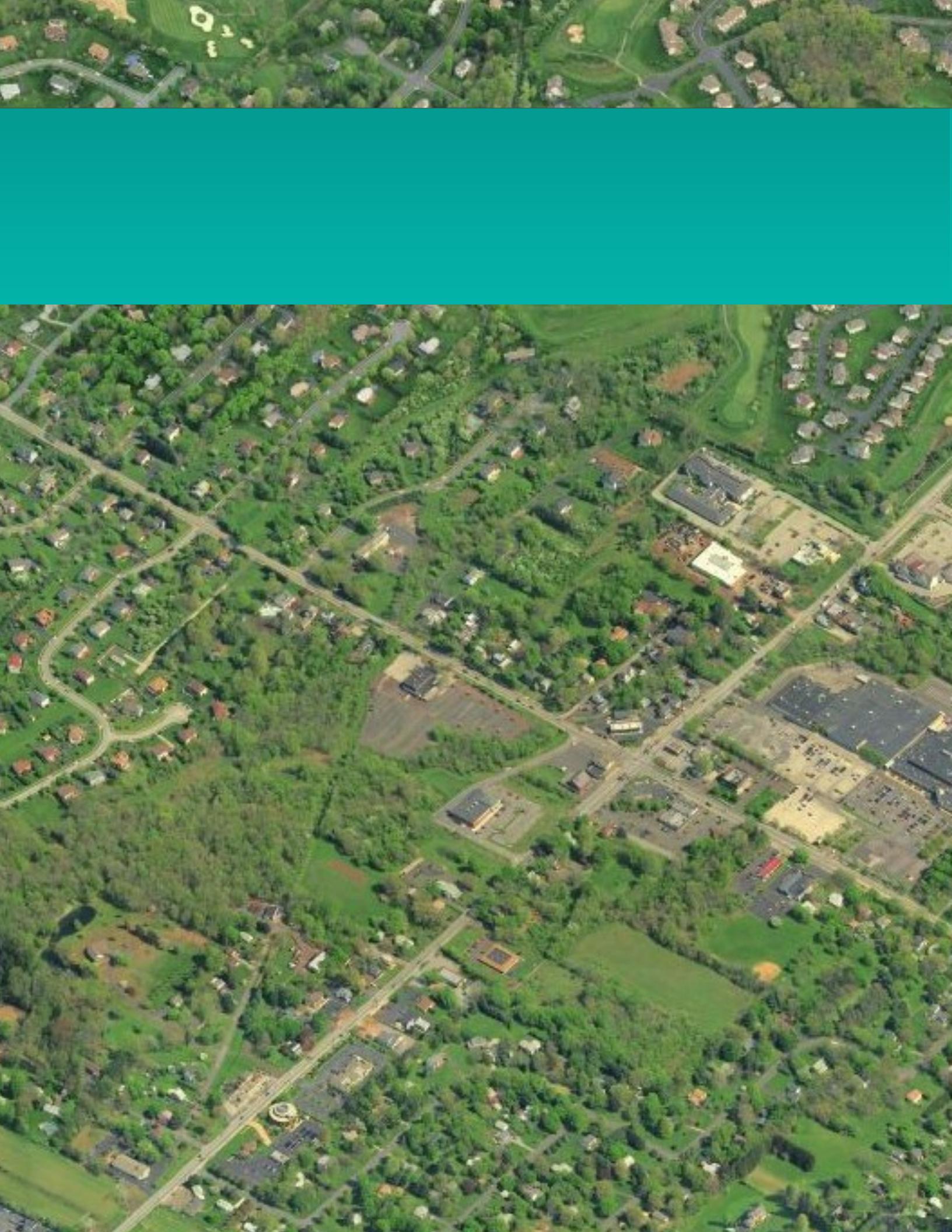
COMMUNITY COMMENTS

- Healthcare facilities may be a good source of funding for recreational facility development.
- The former firehouse that was constructed in Broad Axe was repurposed because anticipated housing was not constructed.
- Whitpain Township does not have its own sewage treatment facility.
- There are existing trails within the Crossways Preserve, Briar Hill Preserve, and Camp Woods Preserve
- The Township should focus on creating a Township-wide trail map to inform the public of where they can go for recreation / trail use.
- Plastic netting at Armentrout Preserve prevents horse traffic through the area and also creating difficulties for dogs.
- There are proposed trails through and around Montgomery County Community College. These trails will link the College to The Whitpain Township building and Wentz Run Park.
- The Route 202 improvements will include sidewalks and bike lanes across the entire length of the Township.
- The proposed trails at the Montgomery County Community College will extend north through the Crossways Preserve and link to Lower Gwynedd Township.
- It is anticipated that the College parking lot will serve as a trail-head. The MCCC trail project is expected to start this summer.
- The Township trail plan also includes a proposed trail from Wentz Run Park to South Township Line Road.
- There is a dog park proposed at Centre Square Park. The dog park is expected to open in September, 2015 at the time Centre Square Park opens.
- There are issues with debris at the Jolly Road and Township Line Road intersection that makes it difficult for pedestrians. It was noted this area will be part of a future widening project that will include pedestrian facilities.
- There is a stormwater drainage issue at the Ginkgo Drive and Morris Road intersection.

1.5 Plan Implementation

It is extremely important to make this plan accessible in order to ensure the implementation of the recommendations presented herein. This plan is divided into sections, with the Implementation Plan, serving as a guide for taking action on plan recommendations. The recommendations chapter provides clear guidance on individual actions, while the Implementation Plan coordinates the recommendations by priority, responsibility, cost, and funding. Both of these sections should be referenced repeatedly by Township officials, the Planning Commission, and citizens as they consider revisions to ordinances.

The Implementation Action Plan should be used as a stand-alone document by the Township manager, Township Board of Supervisors, and others to prioritize changes to ordinances, and for capital improvements.



Planning Context

2.1 Historic Overview & Regional Influences on Development

Whitpain Township, founded in 1701 is one of the oldest townships in Montgomery County. In 1777, George Washington spent time in the Township during the Revolutionary War when he stayed at the Dawesfield estate on Lewis Lane. Dawesfield is now listed on the National Register for Historic Places and is the most historically significant site in the Township. By 1800, Whitpain had grown to a population of 771 people. As Whitpain grew, several smaller communities within the larger Township were settled and prospered. These villages included West Ambler, Centre Square, Blue Bell, Broad Axe, Custer, Franklinville, Washington Square, and Belfry. As the Township evolved to where it is today, home to almost 19,000 residents, some of these villages flourished more than others. Today the Village of West Ambler, Blue Bell, Broad Axe, and Centre Square remain as significant communities in the Township.

The Township's population grew at its highest rate during the 1950's and continued to see consistent growth until the year 2000 when it became nearly built-out. Over this time, Broad Axe Village, Blue Bell Village, and Centre Square Village developed into commercial and retail hubs that provide a good mix of businesses, community services, and recreational opportunities that have attracted residents and visitors to Whitpain. West Ambler is a historically industrial community with a mix of high

2. Planning Context

density residential properties, low use industrial sites, unique natural resources and remnants of its industrial past. The West Ambler neighborhood is close in proximity to downtown Ambler, which is a popular location for shopping, dining, and entertainment located in Ambler Borough.

The Township's strategic location in the Philadelphia metropolitan area has influenced its extensive development over the past decade. The Township is located several miles from the western border of Philadelphia and has nearby access to area highways such as the Pennsylvania Turnpike and Route 476 making access via automobile to Center City Philadelphia relatively easy.

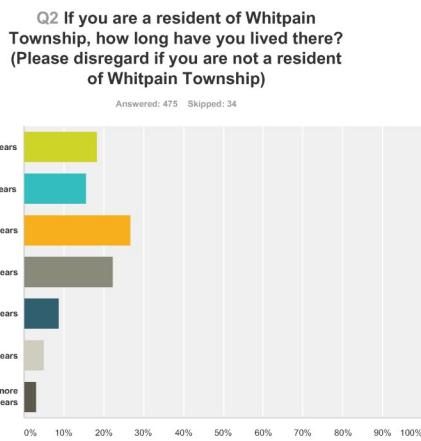
Additionally, the Wissahickon School District has become known as one of the top public school districts in the state, which has added to the appeal of Whitpain and attracted residents and businesses to the area. Whitpain has developed into a residential community with over 50% of its land use residential.

Understanding the history, community, economy, physical features, and other prominent elements of Whitpain Township is important when planning for its future needs and growth. The remainder of this chapter discusses important trends and characteristics of the Township, factors that influenced the recommendations and implementation strategies of this plan.

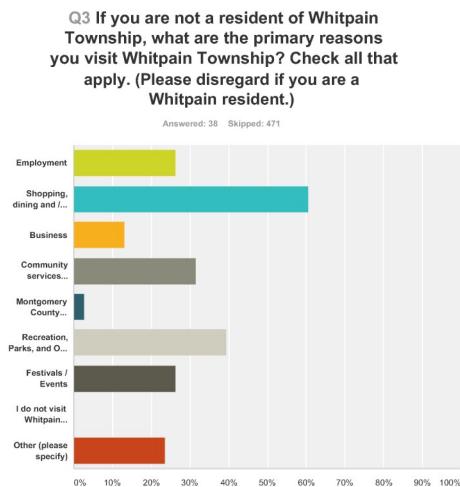
2.2 Community Internet Survey

Online Community Survey

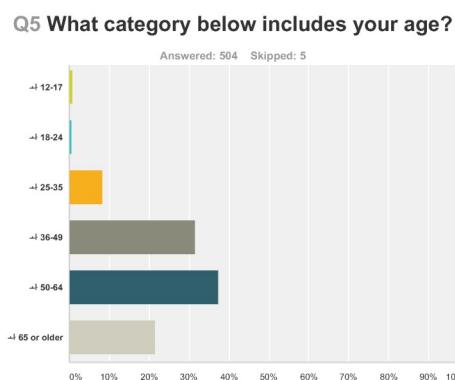
Whitpain residents and surrounding residents, and people employed by Whitpain were asked to participate in an online community survey about their perception of the existing state of the Township and their vision for the future of Whitpain. The survey was open to the public from January 2015 through



Refer to Appendix for full sized survey results



Refer to Appendix for full sized survey results



Refer to Appendix for full sized survey results

August 2015. The survey received 509 total responses. Results of the community survey are summarized below. Complete results of the survey are located in the appendix of this report.

Survey Respondent Demographics

Of the 509 respondents, nearly 92% were Whitpain residents. The next highest residencies of those that responded include Ambler Borough (2.0%) and Upper Gwynedd Township (1.2%). Of the respondents that are Whitpain residents, 27% have lived in the Township for 11 to 20 years. 22% of residents that responded to the survey have lived in the Township for 21 to 30 years.

Those respondents that are not Whitpain residents were asked to select primary reasons that they visit Whitpain Township. Of those respondents, 61% selected shopping, dining and / or retail, 39% selected recreation, parks and open space, and 26% selected employment. These responses help identify the main attractions of Whitpain to those who do not live there.

Regarding the ages of those who responded to the survey, 37% were in the 50-64 range while 32% were in the 36-49 range.

Transportation

Regarding public transportation use, over 90% of the survey respondents indicated that they never use the SEPTA public bus system. In terms of the nearby regional rail system, the most frequently used station is the Ambler Station where 60% of the respondents use the station to some extent. The other nearby stations are the Penllyn Station, Gwynedd Valley Station, and Fort Washington Station which all received a very low percentage of respondents who use these stations. The results indicate that there is much room to enhance the public transportation ridership in the Township. Improved trail linkages

2. Planning Context

to transit centers and bus stops, community shuttles to mass transit, and coordination with SEPTA to improve bus routes and transit facilities are just some of the things that the Township should consider. Additional data about commuting by workers of Whitpain are discussed later in this chapter.

When asked about the most congested intersections in the Township, over 87% of respondents felt that the DeKalb Pike and Skippack Pike intersection is the most congested. Other intersections receiving a high amount of responses include Skippack Pike and Penllyn-Blue Bell Pike (33%) and the Skippack Pike and Butler Pike intersection (30%). The Township has many potential transportation improvement projects that are part of its Act 209 Plan. These improvements are discussed later in this report.

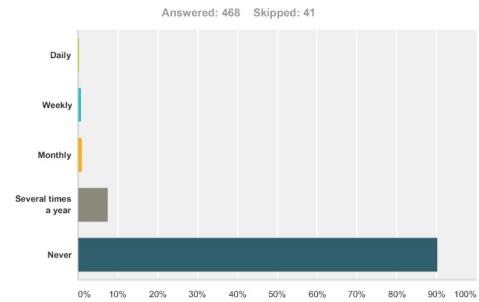
In terms of bicycle and pedestrian mobility, over 80% of respondents indicated that there are destinations they would like to walk to but cannot do so due to a lack of pedestrian facilities. 70% of the respondents reported the same about bicycle facilities in the Township. The results indicate that there is a desire for improved bicycle and pedestrian facilities in the Township.

Resident Satisfaction and Future Priorities

When asked about the top five things that respondents like most about Whitpain Township, responses are follows:

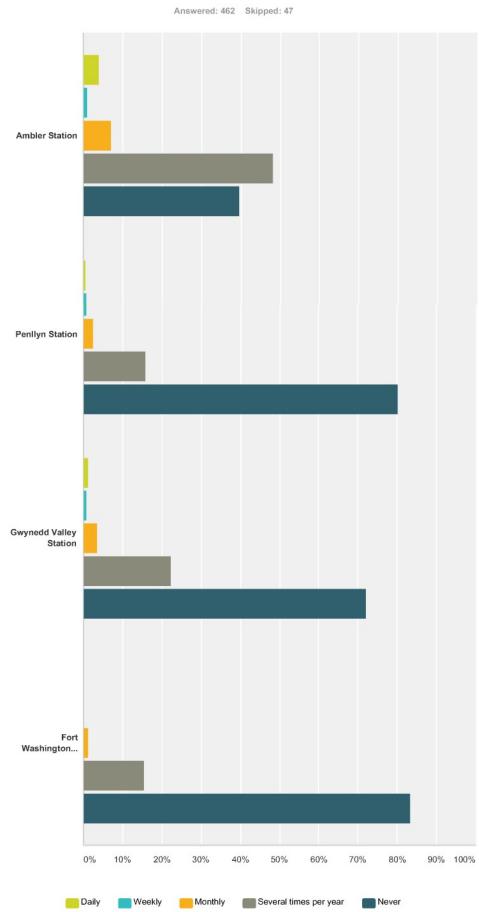
1. Location
2. Schools
3. Shopping and dining opportunities
4. Balance of taxes and services
5. Availability of open space, parks, and recreational facilities

Q20 How often do you utilize the SEPTA public bus system in Whitpain Township?



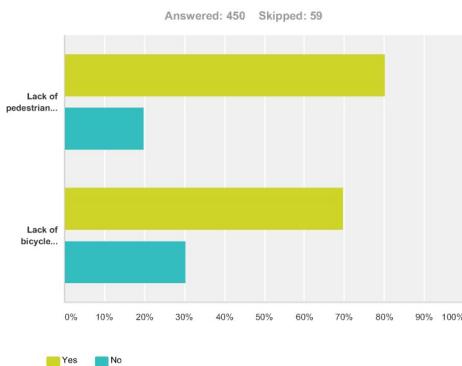
Refer to Appendix for full sized survey results

Q21 How often do you utilize the SEPTA regional rail system near Whitpain and which station(s) do you use?



Refer to Appendix for full sized survey results

Q16 Are there destinations in Whitpain Township that you would like to walk or bike to but feel you cannot safely do so because of a:



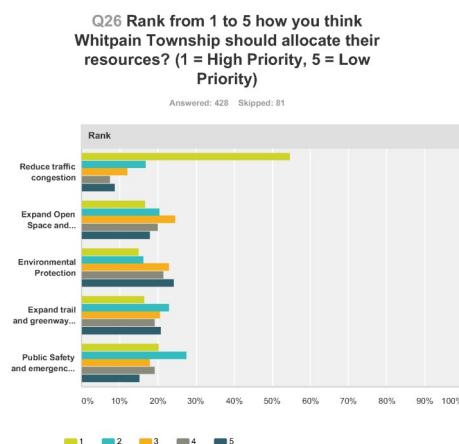
Refer to Appendix for full sized survey results

When asked about the top five most important issues affecting the quality of life, the survey respondents indicated that the five highest priorities are as follows:

1. Traffic
2. Crime / Public Safety
3. Walkability / Bike Trails
4. Open space, parks, & recreational Facilities
5. General Appearance of Buildings and Streetscapes

Similarly, when asked how Township officials should allocate their resources, the order of responses was:

1. Traffic
2. Crime / Public Safety
3. Recreation / Parks / Open Space
4. Environmental Protection
5. Redevelopment / Revitalization



Refer to Appendix for full sized survey results

2.3 Population, Employment & Housing

The most current data available from the US Census, the Delaware Valley Regional Planning Commission (DVRPC), and other sources are used in this analysis. In certain cases, data from the 2010 US Census is used to provide a comparison to 2000 figures. Census, estimate and projection data used in this plan have been collected from the past few years, creating a “snapshot” of existing conditions in the Township.

2. Planning Context

Population

Like other suburban communities, Whitpain saw tremendous population growth in the post-World War II years, increasing by almost 140% between 1950 and 1960. The population continued to grow by at least 25% per decade between 1960 and 1990. This trend then shifted as the population grew by 18% between 1990 and 2000 to 18,562 and by only 2% between 2000 and 2010 to 18,875. Population projections show single digit growth per decade between 2010 and 2040 (Table 2-1). This is in line with Countywide projections as Montgomery County is expected to grow by single digits per decade as well.

Looking at the surrounding municipalities, Upper and Lower Gwynedd, like Whitpain, experienced a lower level of population growth between 1990 and 2000 than in the previous decade. Other townships, like Plymouth and Whitemarsh, went from a decline in population throughout the 1980s to a population increase in the subsequent decade. East Norriton and Ambler experienced a decline in population between 1990 and 2000 and Worcester saw population jump over 66% in the same decade. Like Whitpain, the majority of adjacent townships saw single

Table 2-1
Population Trends and Forecasts: 1940-2040

	Whitpain Township		Montgomery County	
Year	Population	% Change	Population	% Change
1940	2,451		289,247	
1950	3,063	25.0%	353,068	22.1%
1960	7,331	139.3%	516,682	46.3%
1970	9,295	26.8%	623,799	20.7%
1980	11,772	26.6%	643,621	3.2%
1990	15,673	33.1%	678,111	5.4%
2000	18,562	18.4%	750,097	10.6%
2010	18,875	1.7%	799,874	6.6%
2020	19,134	1.4%	823,564	3.0%
2030	20,034	4.7%	873,361	6.0%
2040	20,293	1.3%	894,486	2.4%

Sources: US Census, DVRPC (forecasts)

digit population growth between 2000 and 2010. Exceptions were Upper Dublin, which saw population decrease by 1% and Worcester, whose population increased by 25%. Table 2-2 shows actual population comparisons across the region between 1980 and 2010.

Population Characteristics

In the decade between 2000 and 2010, Whitpain's population became more diverse (Table 2-3). The African-American population increased by 0.5%, the Asian population went up by almost 3% and the population of other (Non-White) races increased by 0.5%. The White population went down by 4%. This mirrors population changes in the County as a whole as Montgomery County has become more diversified in the first decade of the 21st Century.

Table 2-2
Regional Population Comparison: 1980-2010

	1980	1990	2000	2010
Upper Gwynedd	9,487	12,197	14,243	15,552
Lower Gwynedd	6,902	9,958	10,422	11,405
Ambler	6,628	6,609	6,426	6,417
Upper Dublin	22,348	24,028	25,878	25,569
Whitemarsh	14,985	14,863	16,702	17,349
Plymouth	17,168	15,958	16,045	16,525
East Norriton	12,711	13,324	13,211	13,590
Worcester	4,661	4,686	7,789	9,750
Whitpain	11,772	15,673	18,562	18,875
Montgomery County	643,621	678,111	750,097	799,874

Sources: US Census, DVRPC

In the years between 2000 and 2010, the population of Whitpain has become older, with the median age going up by 4 years from 41 to 45. Much of this increase in median age can be attributed to the increase in residents aged 45 and

Table 2-3
Racial and Ethnic Composition: 2000-2010

Race/Ethnicity	Whitpain Township				Montgomery County			
	2000 Pop	%	2010 Pop	%	2000 Pop	%	2010 Pop	%
White	16,021	86.3%	15,450	81.9%	648,510	86.5%	649,021	81.1%
African-American	870	4.7%	982	5.2%	55,969	7.5%	69,351	8.7%
American Indian and Alaskan Native	12	0.1%	10	0.1%	848	0.1%	1,174	0.1%
Asian	1,452	7.8%	2,049	10.9%	30,191	4.0%	51,565	6.4%
Native Hawaiian and Other Pacific Islander	0	0.0%	6	0.0%	255	0.0%	296	0.0%
Other	42	0.2%	133	0.7%	5,598	0.7%	12,947	1.6%
Two or More Races	165	0.9%	245	1.3%	8,726	1.2%	15,520	1.9%
TOTAL	18,562		18,875		750,097		799,874	

Sources: US Census

older. Residents aged 45 to 54 are the largest age group, consisting of 17% of the population. This is followed by residents aged 55 to 64, who make up almost 15% of the population. The elderly population has also increased, with the number of residents aged 65 to 74 going up 1.5% between 2000 and 2010 and residents aged 75 and up increasing by 2%. See Table 2-4 for Whitpain's Age Distribution.

Table 2-5 shows that Whitpain has the highest median household income compared to the surrounding townships at \$108,000 (in 2010). This is followed by Upper Dublin, which a median household income at \$107,300 and Worcester at \$106,000. Whitpain has a higher median household income than Montgomery County as a whole, which is at \$76,400. Most of the surrounding townships saw poverty levels rise between 2000 and 2010, most likely as a result of the economic recession, but Whitpain's poverty level decreased by about 1% in that time frame.

The educational attainment of Whitpain is comparable to most of the surrounding townships, that of a highly educated

Table 2-4
Population by Age - Whitpain

Age Group	2000	2010
Under 5 Years	6.1%	4.8%
5 to 14	14.8%	13.5%
15 to 24	9.2%	10.0%
25 to 34	10.0%	9.3%
35 to 44	17.1%	12.5%
45 to 54	16.7%	16.9%
55 to 64	11.3%	14.6%
65 to 74	7.6%	9.1%
Over 75 Years	7.3%	9.4%
Median Age	41.1	45

Source: US Census

Table 2-5
Median Household Income/Poverty Comparison

	Med Household Income		% of Pop. Below Poverty Level			
	2000^	2010	1980	1990	2000	2010
Upper Gwynedd	\$93,031	\$94,613	2.3%	1.3%	1.9%	2.5%
Lower Gwynedd	\$97,315	\$96,513	2.8%	3.1%	2.7%	3.7%
Ambler	\$61,535	\$57,340	5.5%	2.8%	5.5%	8.1%
Upper Dublin	\$104,830	\$107,285	3.4%	3.3%	3.0%	3.5%
Whitemarsh	\$102,916	\$102,316	3.2%	1.5%	2.9%	6.5%
Plymouth	\$70,769	\$68,598	3.5%	2.9%	4.3%	4.2%
East Norriton	\$79,233	\$73,019	1.8%	1.8%	2.9%	6.2%
Worcester	\$101,044	\$105,930	3.5%	2.5%	1.7%	1.7%
Whitpain	\$116,401	\$108,180	3.7%	1.9%	3.1%	2.2%
Montgomery County	\$79,617	\$76,380	4.7%	3.6%	4.4%	5.6%

Sources: US Census, 2006-10 American Community Survey 5-Year Estimates

[^]Income from 2000 Census adjusted to 2010 dollars using CPI via Social Explorer

2. Planning Context

residential base (Table 2-6). Almost 59% of residents have at least a Bachelor's. Only Lower Gwynedd, Upper Dublin and Whitemarsh have more residents with at least a Bachelor's degree. Moreover, only Lower Gwynedd and Upper Dublin have more residents with Graduate degrees. 28% of Whitpain residents have graduate or professional degrees.

Employment

According to the 2007 Economic Census, the highest grossing industries in Whitpain are Professional, Scientific and Technical Services with revenues of \$791.7 million and 222 establishments; Wholesale Trade with revenues of \$238

Table 2-6
Educational Attainment for Residents Over 25 Years of Age (2012)

Educational Attainment	Whitpain	Upper Gwynedd	Lower Gwynedd	Ambler	Upper Dublin	White-marsh	Plymouth	East Norriton	Worcester
No High School Diploma	4.0%	5.0%	2.2%	9.0%	3.2%	3.1%	8.3%	7.3%	3.4%
High School Graduate	18.5%	21.0%	16.9%	26.7%	15.7%	16.4%	26.5%	28.7%	18.4%
Some College, No Degree	13.1%	14.0%	15.3%	22.9%	12.2%	13.7%	17.9%	17.3%	14.1%
Associate's Degree	5.7%	7.8%	4.3%	5.6%	4.5%	6.1%	6.1%	7.6%	8.2%
Bachelor's Degree	30.9%	32.8%	31.4%	21.0%	34.5%	34.2%	24.5%	24.8%	30.0%
Graduate or Prof. Degree	27.9%	19.4%	29.9%	14.8%	29.9%	26.5%	16.6%	14.3%	25.8%
Residents with at least High School Diploma	96.0%	95.0%	97.8%	91.0%	96.8%	96.9%	91.7%	92.7%	96.6%
Residents with at least Bachelor's Degree	58.7%	52.2%	61.3%	35.8%	64.4%	60.7%	41.1%	39.1%	55.9%

Source: 2008-2012 American Community Survey 5-Year Estimates

million and 37 establishments; Retail Trade with \$211.1 million in revenues and 60 establishments; and Administrative and Support and Waste Management and Remediation Services with \$191.4 million in revenues and 81 establishments. Professional, Scientific and Technical Services also employs the largest number of workers with 2,800 paid employees in this industry (Table 2-7).

Also according to the 2007 Economic Census, Whitpain has the

Table 2-7
Top Industries-2007

NAICS Classification	No of Employer Establishments	Employer Value of Revenues/Receipts	Annual Pay-roll	No. of Paid Employees
Professional, scientific and technical services	222	\$791,733,000	\$248,047,000	2824
Wholesale Trade	37	\$238,037,000	\$22,096,000	326
Retail Trade	60	\$211,083,000	\$23,612,000	882
Administrative and support and waste management and remediation services	81	\$191,383,000	\$88,840,000	2378
Health care and social assistance	73	\$162,791,000	\$67,147,000	1969
Real estate and rental and leasing	42	\$93,856,000	\$24,668,000	581
Accommodation and food services	57	\$40,467,000	\$11,422,000	844
Other services (except public admin)	52	\$29,631,000	\$8,677,000	384

Source: US Census - 2007 Economic Census

Note: Complete data on the Information industry not available

Table 2-8
Business Comparison (2007)

NAICS	Whitpain	Upper Gwynedd	Lower Gwynedd	Ambler	Upper Dublin	White marsh	Plymouth	East Norriton	Worcester
Total	676	285	309	202	694	464	752	364	168
Professional, scientific and technical services	222	62	78	53	196	106	169	54	38
Percent of Total	32.8%	21.8%	25.2%	26.2%	28.2%	22.8%	22.5%	14.8%	22.6%
Health care and social assistance	73	45	45	23	108	51	81	57	17
Percent of Total	10.8%	15.8%	14.6%	11.4%	15.6%	11.0%	10.8%	15.7%	10.1%

Source: US Census - 2007 Economic Census

2. Planning Context

third largest number of establishments (676) among its adjacent townships (Table 2-8). Only Plymouth (752) and Upper Dublin (694) have more establishments. Whitpain has more establishments in its leading industry, Professional, Scientific and Technical Services (222) than any of the adjacent municipalities. Moreover, this industry makes up 33% of all establishments in the Township. Looking at another top tier industry, Health Care and Social Assistance, Whitpain is third (73) among nearby townships in terms of number of establishments. Only Upper Dublin (108) and Plymouth (81) have more health care establishments.

Most likely as a result of the economic downturn, Whitpain lost 791 jobs between 2000 and 2010 after growing by 14% between 1990 and 2000. DVRPC forecasts show jobs rebounding between 2010 and 2040 (up 7.5%) but not to the degree that they grew between 1990 and 2010 (up 9.4%) as shown in Table 2-9.

Whitpain has the highest percentage of residents working within their place of residence compared to its adjacent townships. 18%, or 1,717 out of 9,652 workers living in Whitpain work within

Table 2-9
Employment in Whitpain (1990-2040)

Data	Year	Employment
DVRPC Counts	1990	17,316
	2000	19,731
	2010	18,940
Forecasts	2020	19,200
	2030	20,103
	2040	20,363
Change 1990-2010		9.4%
Change 2010-2040		7.5%

Source: 1990-2010 data were acquired from the US Census via DVRPC (2000, 2007 & 2013, respectively), while 2020-2040 forecasts were acquired from DVRPC (2013)

Note: Data from 2010 and forecasts from 2020-2040 were compiled by DVRPC using the National Establishment Time-Series (NETS), which provides numbers that differ from the US Census

the Township (Table 2-10). These resident workers are mostly employed in Management, Business, Science and Arts occupations (59%), followed by Sales and Office jobs (26%) and Service related jobs (7%). When looking at other townships where a significant percentage of residents work within their place of residence, we see trends based on these municipalities being seats of local government or centers of high employment that help their numbers surpass Whitpain's resident worker figure. Doylestown and Norristown, for example, have 29% and 24% of their residents, respectively, working in their places of

Table 2-10
Place of Employment for Workers Over 16 Years of Age (2012)

	Total # of Workers Living in a Location	Worked in Place of Residence	Worked Outside Place of Residence	% of Residents Working in Place
Whitpain	9,652	1,717	7,935	17.8%
Upper Gwynedd	7,832	1,281	6,551	16.4%
Lower Gwynedd	5,071	727	4,344	14.3%
Ambler	3,280	556	2,724	17.0%
Upper Dublin	12,789	2,024	10,765	15.8%
Whitemarsh	8,759	1,251	7,508	14.3%
Plymouth	8,293	1,402	6,891	16.9%
East Norriton	7,089	684	6,405	9.6%
Worcester	4,848	763	4,085	15.7%
Tredyffrin	14,790	3,301	11,489	22.3%
Warminster	15,197	3,047	12,150	20.1%
Norristown	16,525	3,897	12,628	23.6%
Doylestown	4,241	1,214	3,027	28.6%

Source: 2008-2012 American Community Survey 5-Year Estimates

Table 2-11
Daytime Population (2012)

Population*	18913
# of Jobs in Township*	16458
Daytime Population^	25719

Source: 2008-2012 American Community Survey 5-Year Estimates

* Data taken from ACS and differs from data taken from 2010 Census and DVRPC estimates, respectively

^Calculation prepared using formula created by US Census (<https://www.census.gov/hhes/commuting/data/calculations.html>).

2. Planning Context

residence. This could be attributable to these municipalities being the county seats for Bucks and Montgomery Counties, respectively.

Looking at all workers, not just those living in the Township, Whitpain attracts a population of employees that is 1.4 times the Township population. According to calculations for daytime population provided by the U.S. Census, Whitpain attracts a daytime population of 25,719 on an average weekday as shown in Table 2-11.

Commuters in Whitpain overwhelmingly use their car, truck or van to get to work (Table 2-12). 83% of commuters travel by this means, which is line with Montgomery County as a whole (80%). 5% of commuters use public transportation, also in line with County figures (5%). One reason more commuters don't use public transit is probably due to the presence of Skippack and DeKalb Pikes, principal arterials that traverse the Township and provide accessibility to nearby municipalities. Moreover, the I-276 and I-476 Interchanges are right outside the Township, providing commuters access to points across the region and beyond.

Table 2-12
Commuting to Work (2012)

Transportation Mode	Percentage of Workforce	
	Whitpain	Montgomery Co
Car, truck or van-drove alone	83.2%	79.6%
Car, truck or van-carpooled	6.1%	7.4%
Public transportation	5.0%	4.9%
Worked at home	5.0%	4.3%
Other means (taxi, bike, motorcycle)	0.4%	0.8%
Walked	0.4%	3.0%

Source: 2008-2012 American Community Survey 5-Year Estimates

Both Whitpain and Montgomery County have about the same

percentage of commuters who have a 10-19 minute commute to work (24.5% and 25% respectively). Montgomery County also has about 4.4% more commuters with a 10 minute or less travel time. On the flip side, Whitpain has 1% more commuters with a 90 minute or more work travel time (Table 2-13).

Table 2-13
Travel Time to Work (2012)

Travel Time	Percentage of Workforce	
	Whitpain	Montgomery Co
Less than 10 minutes	7.2%	11.6%
10-19 Minutes	24.5%	24.9%
20-29 Minutes	20.7%	18.1%
30-39 Minutes	17.8%	17.0%
40-59 Minutes	15.7%	15.4%
60-89 Minutes	6.0%	6.6%
90 Minutes or more	3.1%	2.1%

Source: 2008-2012 American Community Survey 5-Year Estimates

With regards to vehicle ownership, 5% of Whitpain households don't own an automobile. Of the 362 households without a car, 58% are in renter-occupied units. Most of the households in the Township, however, own a car, and a majority of those own 2 vehicles (51% of households). Of the 3,764 households with 2

Table 2-14
Vehicles Available by Household/Housing Unit (Estimate)

	Total		Owner-Occ Units		Renter-Occ Units	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Total	7,440		6,031	81.1%	1,409	18.9%
No Vehicle	362	4.9%	153	2.1%	209	2.8%
1 Vehicle	1,676	22.6%	1,047	14.1%	629	8.5%
2 Vehicles	3,764	50.6%	3,303	44.4%	461	6.2%
3 or More Vehicles	1,638	22.1%	1,528	20.6%	110	1.5%

Source: 2008-2012 American Community Survey 5-Year Estimates

Table 2-15
Owner-Occupied Units vs. Rental Units

Housing Units	Whitpain				Montgomery County			
	2000	Percent	2010	Percent	2000	Percent	2010	Percent
Total	7,305		7,937		297,434		325,735	
Occupied	6,960	95.3%	7,462	94.0%	286,098	96.2%	307,750	94.5%
Vacant	345	4.7%	475	6.0%	11,336	3.8%	17,985	5.5%
Owner Occ	5,456	78.4%	5,768	77.3%	210,233	73.5%	225,001	73.1%
Renter Occ	1,504	21.6%	1,694	22.7%	75,865	26.5%	82,749	26.9%

Source: US Census 2000-2010

Table 2-16
Average Person Per Household

	All Units	Owner-Occ Units	Renter-Occ Units
Whitpain	2.53	2.67	1.93
Upper Gwynedd	2.49	2.65	2.02
Lower Gwynedd	2.28	2.56	1.60
Ambler	2.34	2.58	2.06
Upper Dublin	2.72	2.78	2.23
Whitemarsh	2.59	2.70	2.09
Plymouth	2.46	2.69	1.88
East Norriton	2.38	2.51	1.94
Worcester	2.68	2.89	1.39
Montgomery County	2.53	2.71	2.04

Source: 2008-2012 American Community Survey 5-Year Estimates

Table 2-17
Year Householder Moved Into Unit

	2010 or later	2000-2009	1990-1999	1980-1989	1970-1979	Before 1970
Whitpain	5.2%	47.5%	23.0%	12.1%	6.2%	6.0%
Upper Gwynedd	9.3%	50.7%	19.5%	10.7%	5.6%	4.2%
Lower Gwynedd	7.6%	48.9%	21.8%	12.2%	4.3%	5.1%
Ambler	6.9%	52.2%	16.0%	10.7%	5.0%	9.3%
Upper Dublin	4.7%	37.6%	27.2%	15.2%	8.9%	6.3%
Whitemarsh	4.4%	44.4%	24.3%	12.2%	6.7%	7.9%
Plymouth	7.4%	43.5%	20.3%	11.4%	6.5%	10.9%
East Norriton	6.2%	46.4%	16.6%	12.4%	7.8%	10.5%
Worcester	3.7%	49.2%	27.7%	7.5%	5.1%	6.8%
Montgomery County	7.3%	48.5%	20.4%	11.0%	6.3%	6.5%

Source: 2008-2012 American Community Survey 5-Year Estimates

Table 2-18
Age of Housing Stock

Period Built	Whitpain	Montgomery Co
2010 or later	0.5%	0.2%
2000-2009	8.6%	8.9%
1990-1999	19.0%	11.2%
1980-1989	25.4%	11.3%
1970-1979	15.2%	13.1%
1960-1969	9.0%	12.5%
1950-1959	13.8%	17.0%
1940-1949	2.9%	7.0%
Pre 1940	5.5%	18.8%

Source: 2008-2012 American Community Survey 5-Year Estimates

Table 2-19
Median Housing Price (Owner-Occupied Estimates)

	Median Price
Whitpain	\$426,500
Upper Gwynedd	\$323,900
Lower Gwynedd	\$455,600
Ambler	\$250,000
Upper Dublin	\$394,200
Whitemarsh	\$372,100
Plymouth	\$309,700
East Norriton	\$269,400
Worcester	\$424,300
Montgomery County	\$296,000

Source: 2008-2012 American Community Survey 5-Year Estimates

Table 2-20
Median Housing Rent

	Rent
Whitpain	\$1,740
Upper Gwynedd	\$1,478
Lower Gwynedd	\$1,808
Ambler	\$980
Upper Dublin	\$1,374
Whitemarsh	\$1,368
Plymouth	\$1,147
East Norriton	\$1,248
Worcester	\$1,003
Montgomery Co	\$1,102

Source: 2008-2012 American Community Survey 5-Year

Estimates

2. Planning Context

vehicles, 88% live in owner-occupied units (Table 2-14).

Housing

Table 2-15 shows that most of the housing units in Whitpain are owner-occupied, owing to the identity of the Township as being more auto-oriented. In 2010, 77.3% of units were owner-occupied while 22.7% were renter-occupied. This rental figure is up 1% from 2000, while the owner figure went down the same amount. This could be due to the housing crisis and subsequent recession in the late 2000s.

Looking at available housing data, we can surmise that the average household in Whitpain is about the same size (2.5 persons per household) as households in Montgomery County in general (Table 2-16). Moreover, most of the householders in Whitpain moved into their units between 2000-2009 (47.5%), which is also in line with the County in general (48.5%) as shown in Table 2-17. One notable difference between Whitpain and the County as a whole is that the majority of housing stock was built between 1980-1989 (Table 2-18), whereas for Montgomery County, the majority was built before 1940, owing to the fact of a populated region outside of Philadelphia that then became a growing suburb of the city.

The median housing price in Whitpain is \$426,500, which is the

Table 2-21
Units in Structure

Units	Number	Percent
1-unit, detached	4,695	59.0%
1-unit, attached	2,090	26.2%
2 units	39	0.5%
3 or 4 units	60	0.8%
5 to 9 units	178	2.2%
10 to 19 units	334	4.2%
20 or more units	553	6.9%
Mobile home	15	0.2%
Total housing units	7,964	

Source: 2008-2012 American Community Survey 5-Year Estimates

second highest among adjacent townships after Lower Gwynedd, which has a median housing price of \$455,600. Whitpain's median housing price is also higher than the County as a whole, which has a median housing price of \$296,000 (Table 2-19). Median rents follow a similar pattern. Whitpain has the second highest among adjacent townships at \$1,740/month, with Lower Gwynedd having the highest at \$1,808/month. Whitpain's median rent is also highest than the County as a whole, which has a median rent of \$1,102/month (Table 2-20).

The bulk of housing units in Whitpain are made up of 1-unit detached (59% of units) and 1-unit, attached (26.2%) structures. This is about 85% of all housing units. Multi-unit structures make up less than 15% of all housing units with structures of 20 or more units making up the majority at 7% (Table 2-21).

2.4 Recent Growth

Between 2011 and 2013, there were 90 residential units proposed for Whitpain. Even though this was the fourth highest number of proposed units among surrounding municipalities, it was far smaller than the top two, Whitemarsh and Plymouth, with 710 and 484 proposed residential units, respectively, owing to those municipalities' higher densities, business and retail centers and proximity to I-276 and I-476. Ambler was the third

Table 2-22
Proposed Residential Units (2011-2013)

	Whitpain	Upper Gwynedd	Lower Gwynedd	Ambler	Upper Dublin	White marsh	Plymouth	East Norriton	Worcester	Montgomery County
2011	60	24	2	0	1	385	70	0	3	1,924
2012	2	2	0	36	6	67	410	0	4	2,027
2013	28	3	3	120	25	258	4	0	39	3,702
Total	90	29	5	156	32	710	484	0	46	7,653

Source: Montgomery County Planning Commission

Table 2-23
Proposed Nonresidential Square Footage (2011-2013)

	Whitpain	Upper Gwynedd	Lower Gwynedd	Ambler	Upper Dublin	White marsh	Plymouth	East Norriton	Worcester	Montgomery County
2011	10,017	41,524	52,596	21,360	0	2,500	15,130	0	0	1,561,335
2012	5,487	48,360	0	532	13,850	4,275	0	0	0	637,192
2013	46,030	0	15,086	0	25,944	161,825	83,978	0	9,427	2,019,609
Total	61,534	89,884	67,682	21,892	39,794	168,600	99,108	0	9,427	4,218,136

Source: Montgomery County Planning Commission

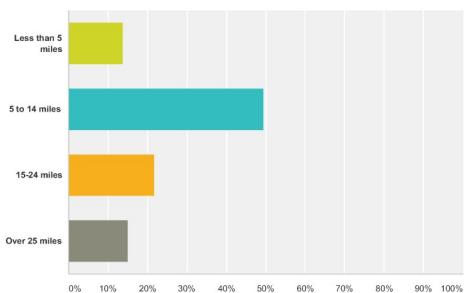
highest with 156 proposed units (Table 2-22). Also between 2011 and 2013, there was 61,534 square feet of nonresidential space proposed for Whitpain, which is in the middle among adjacent townships. Whitemarsh had the highest amount of proposed nonresidential space at 168,600 square feet (Table 2-23).

The former Unisys campus at Union Meeting Road and Penllyn Blue Bell Pike in Blue Bell was redeveloped as a multi-office complex called Arborcrest. Designed as a contemporary workspace with attention given to views, public space, green technologies and fitness facilities, it is positioned to attract a Millennial workforce. Three buildings were redeveloped by 2013: Lakeside I and Hillcrest I and II. Hillcrest III was scheduled to be completed by Spring 2015, and with its completion, occupancy will be at 100% for the four redeveloped properties. Lakeside I has achieved Gold LEED certification and Hillcrest I and II are certified Silver LEED. The next phase is the redevelopment of Woodlands I, a structure that will build on the new and emerging technologies.

The Sentry Park West office complex in Blue Bell, located near Wings Field Airport was redeveloped as VEVA in 2014, as a renovated business park that included new landscaping, fitness

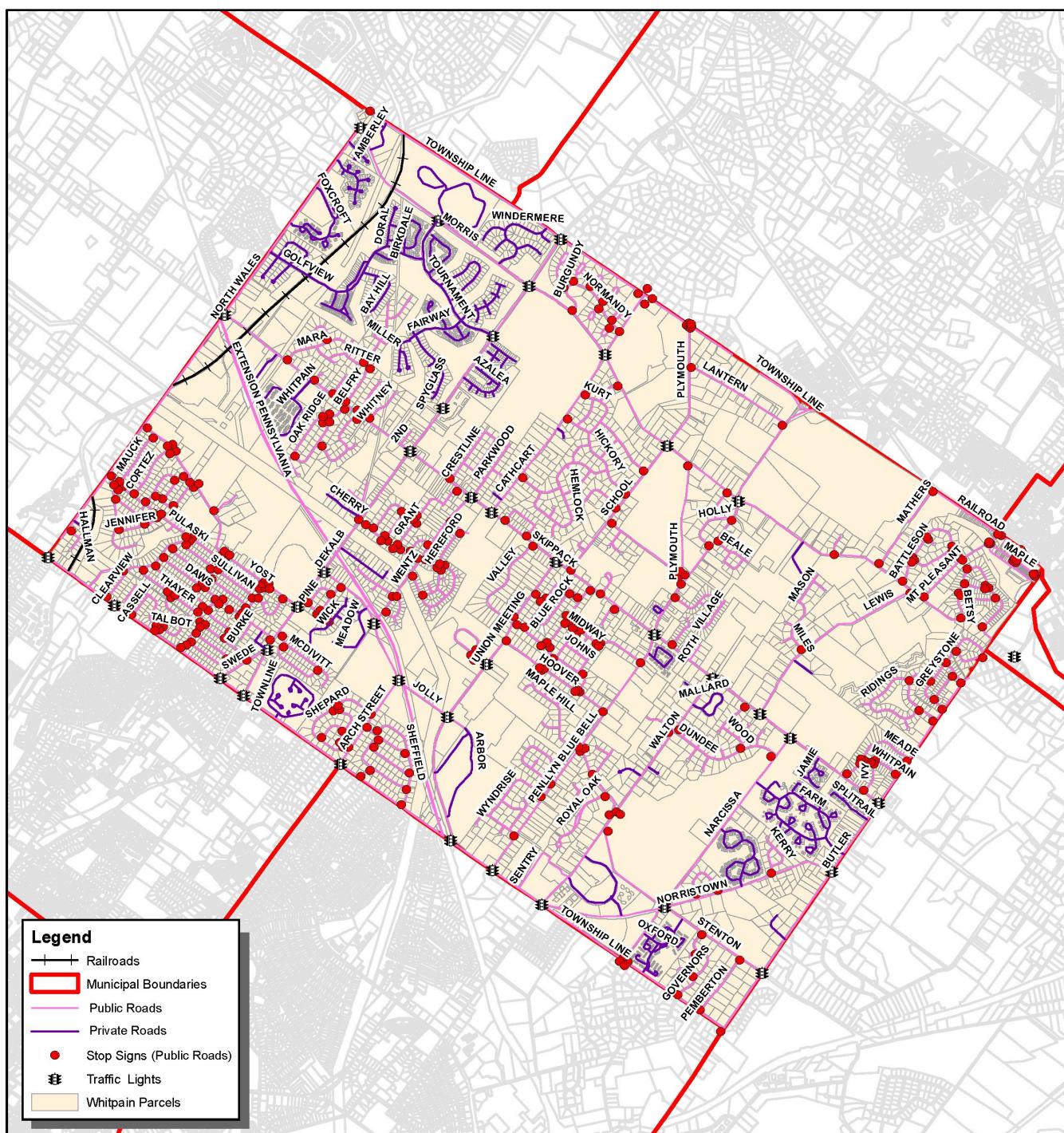
Q5 How far is your commute?

Answered: 555 Skipped: 1



Refer to Appendix for full sized survey results

Figure 2-0: Whitpain Roadway Infrastructure



ROADWAY INFRASTRUCTURE

WHITPAIN TOWNSHIP COMPREHENSIVE PLAN

MONTGOMERY COUNTY PENNSYLVANIA

SC# 14083.10

0 0.25 0.5 1 Miles

SIMONE
COLLINS
LANDSCAPE
ARCHITECTURE
119 EAST LAFAYETTE STREET
NORRISTOWN, PA 19401
www.simoncollins.com

2. Planning Context

facilities, lounges and outdoor work spaces that, like Arborcrest, is meant to attract a younger workforce who value unique work spaces and office amenities. The site consists of seven renovated buildings situated around a pond on Sentry Parkway West, which was renamed VEVA Boulevard. By the beginning of 2015, occupancy at VEVA was at 83%.

Both of these office parks are significant employment centers for Whitpain Township.

2.5 Transportation

Online Commuting Habits Survey

A separate online survey regarding commuting habits was also made available to employees in Whitpain Township. The survey sought to get a general idea of where employees in Whitpain Township commute from, how they commute, and whether they would consider alternative means of commuting. Employees from the following local businesses received the survey.

- Wissahickon School District
- Montgomery County Community College
- Aetna
- Unisys
- Normandy Farms
- Sunrise at Blue Bell
- Blue Bell Place

The survey received 556 responses. Of the respondents, the majority (35%) indicated that their commute is between 15 and 30 minutes. A large majority of the respondents travel less than

Q9 Which of these barriers prevent you from considering an alternative mode of commuting (select all that apply).

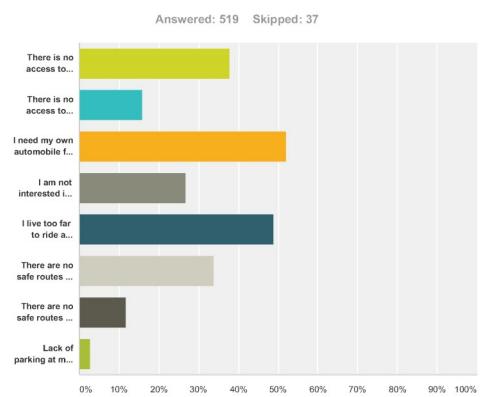


Table 2-24
Residency of Whitpain Workers (by Zip Code)

Zip Code	Total Respondents	Location
19422	45	Blue Bell
19446	41	Lansdale
19002	28	Ambler
19454	26	North Wales
19403	25	Norristown
19438	20	Harleysville
19462	17	Plymouth Meeting
19426	16	Collegeville
19038	15	Glenside
19401	12	Norristown
19406	12	King of Prussia
18974	10	Warminster
19090	10	Willow Grove
18914	8	Chalfont
19473	7	Schwenksville

Table 2-25
State Roads in Whitpain

Road	Route Number
Township Line Rd. (southern border)	State Route 3001
DeKalb Pike	U.S. Route 202
Swede Road	State Route 3008
Skippack Pike	State Route 0073
Morris Road	State Route 2001
Plymouth Road/ School Road	State Route 2016
Penllyn Blue Bell Pike	State Route 3003
Stenton Avenue	State Route 3003
Walton Road	State Route 3012
Norristown Road	State Route 3001

Sources: PennDOT, Penn State University

25 miles to work indicating that most workers are relatively local. Nearly 50% of the respondents travel between 5 and 14 miles to work in Whitpain. 22% of the respondents travel 15-24 miles. In terms of the specific areas that workers are commuting from, Table 2-24 lists the top 15 residencies by zip code.

Regarding commuting alternatives, nearly 97% of respondents indicated that they drive alone. When asked what barriers prevent them from using alternative transportation, the highest response (52%) was that respondents need their automobile for work or other purposes. 49% of respondents indicated that they live too far away to ride a bike, 38% indicated that there is no access to transit near their homes, and 34% indicated that there are no safe routes to bike or walk between their home and place of employment. While some of these challenges will be difficult to overcome, Whitpain should seek to improve opportunities for alternative transportation in the Township as well as to educate workers to the benefits of alternative

2. Planning Context

transportation. Additionally, working with adjacent municipalities to develop regional trail networks and pedestrian facilities will help influence those who may not otherwise use alternative transportation.

Roadway Functional Classification / Ownership / Bicycling

There are ten primary state-owned roads within Whitpain (Table 2-25). State-owned roads are owned and maintained by the Pennsylvania Department of Transportation (PennDOT). PennDOT is responsible for repairing potholes and maintaining signs and pavement markings on these roads. PennDOT also resurfaces these roads on a regular cycle, typically every seven to ten years.

Whitpain is also served by one limited access highway- Interstate 476 (PA Turnpike Northeast Extension) which traverses the Township and is generally oriented to serve north-south traffic.

I-476 is a major north-south roadway in Philadelphia's western and northern suburbs and is also a major road to points in Northeastern PA like Allentown, Wilkes-Barre and Scranton and further north into New York. I-476 has one full service interchange that serves Whitpain immediately south of the Township in Plymouth Meeting. This interchange also provides access to I-276 (PA Turnpike) and the Blue Route segment of I-476, which traverses the western suburbs.

In addition to these state-owned roads, Whitpain owns and maintains a network of local streets. A sampling of roadway types shows that Whitpain contains roads comprised of many classifications. DeKalb Pike and Skippack Pike, for example, are principal arterials. Arterials are roads which provide the highest level of service at the highest speed for long distances. Another type of arterial is a minor arterial and examples of

these are Morris Road and Township Line Road (south). Plymouth Road/School Road and Walton Road from Skippack to Stenton Avenue are major collectors. Collectors are roads that provide a lower level of service than arterials at a lower speed for a shorter distance. They “collect” traffic from local roads and help to channel them to arterials. A bulk of Whitpain’s roadways are composed of local roads which connect the different neighborhoods of the Township and provide movement within these communities.

Traffic Volumes

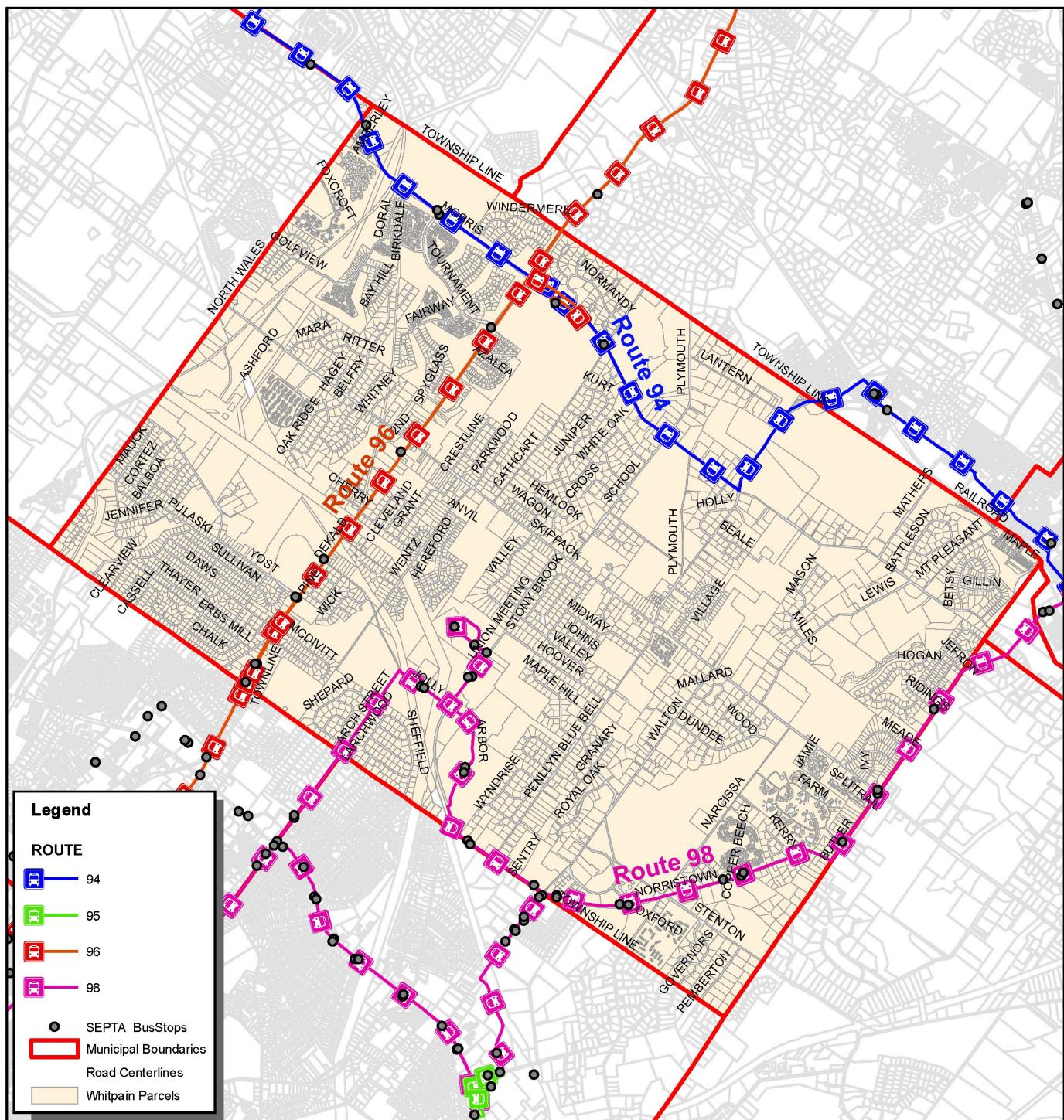
Traffic volumes vary greatly throughout the Township. As expected, the highest volumes occur on the roads with the highest functional classification: Certain sections of Skippack Pike see between 12,000-16,000 vehicles in average annual daily traffic and certain segments of DeKalb Pike see about 24,000 vehicles in daily traffic. Minor arterials can also see heavy volumes as well as smaller loads. For example, Penllyn Blue Bell Pike between Township Line Road (south) and Stenton Avenue sees about 3,000 vehicles in daily traffic and between Hoover Road and Skippack Pike, sees 11,000 vehicles. Looking at other roads, North Wales Road between Township Line Road (south) and Skippack Pike sees 7,000 vehicles in daily traffic and Township Line Road (south) between Swede Road and Winchester Drive sees 14,000 vehicles in daily volume.

Public Transit Service and Facilities

Public transit provides an environmentally friendly and reasonably priced means for Whitpain residents to reach many destinations in Montgomery County and beyond. The Southeastern Pennsylvania Transportation Authority (SEPTA), the transit provider in the Philadelphia region, serves Whitpain through two distinct modes of transit: bus (Routes 94, 95, 96 and

2. Planning Context

Figure 2-1: Whitpain Bus Routes



BUS ROUTES

WHITPAIN TOWNSHIP COMPREHENSIVE PLAN

MONTGOMERY COUNTY PENNSYLVANIA

SC# 14083.10

0 0.25 0.5



SIMONE
COLLINS
LANDSCAPE
ARCHITECTURE
119 EAST LAFAYETTE STREET

98) and Regional Rail (Lansdale/Doylestown Line) via stations immediately outside Whitpain to the north.

These routes connect with the City of Philadelphia to the southeast, Conshohocken to the south, Norristown to the west, Lansdale and Doylestown to the north and Willow Grove to the east, all with various destinations along each route.

Bus

SEPTA provides bus service to Whitpain via 4 routes. The 94 bus is a north-south route originating from the Chestnut Hill West station in Philadelphia, continuing north along Bethlehem Pike through Flourtown and Ambler, continuing along Pen Ambler Road and entering Whitpain on Penllyn Blue Bell Pike and Morris Road, heading north on West Point Pike into Lansdale and terminating at the Montgomery Mall. Major destinations along the route include Chestnut Hill Hospital, Chestnut Hill College, Morris Arboretum, Flourtown Shopping Center, Fort Washington State Park, Northwestern Institute of Psychiatry, Germantown Academy, Montgomery County Community College, Merck, Montgomery Commons Shopping Center, Sandy Brooks Plaza Shopping Center and Montgomery

Table 2-26
Ridership for Public Transportation Routes Serving Whitpain*

Route	Peak Vehicles	Weekday Passengers	Annual Passengers	Weekday AM Peak Freq (Min)	Weekday PM Peak Freq (Min)	Rank for Weekday Ridership^
94	3	634	187,660	30	60/90	31/46
95	6	656	185,650	60	60	30/46
96	6	1,686	499,060	30	30	13/46
98	3	1,096	324,420	30	30	23/46
Lansdale/Doylestown Line	40	16,343	4,657,647	15	15	2/13

Source: SEPTA FY 2015 Annual Service Plan; SEPTA Route Statistics 2014

*Passenger number represent total ridership for the entire service line and include areas inside and outside Whitpain

[^]Bus ranks are for all Suburban Transit routes and Rail rank is for all Regional Rail routes

2. Planning Context

Mall. Connections available along Route 94 include 8 bus lines and the Chestnut Hill West Line at Chestnut Hill West Station, the Chestnut Hill East Line at Chestnut Hill East Station and the Lansdale/Doylestown Line at Fort Washington, Ambler, Penllyn and Pennbrook Stations.

Route 94 has a peak fleet of 3 vehicles. It serves 634 weekday passengers and 187,660 annual passengers. The weekday AM peak frequency is a bus every 30 minutes and PM frequency is every 60-90 minutes. Route 94 is ranked 31st out of SEPTA's 46 Suburban Transit routes in terms of daily ridership.

Route 95 is a north-south route that originates at Gulph Mills Station in Gulph Mills, travels along Swedeland Road, passes through the Conshohockens along Route 23 and Fayette Street, turns along Ridge Pike and Germantown Pike passing Plymouth Meeting Mall, going up Walton Road and entering Whitpain along Norristown Road, continuing up along Butler Pike, passing through Ambler down Bethlehem Pike and traversing Fort Washington via Pennsylvania Avenue, then going north along Fitzwatertown Road terminating at Willow Grove Park Mall. Major destinations along the route include Glaxo Smith-Kline, Renaissance at Gulph Mills, the *Inquirer* Plant, PECO Gas Operations, Whitemarsh Plaza Shopping Center, Plymouth Square Shopping Center, Market Place at Plymouth Shopping Center, Metroplex Shopping Center, Plymouth Meeting Mall, Plymouth Meeting Executive Campus, Sentry Park Office Center, Wings Field, Fort Washington Office Center and Willow Grove Park Mall. Connections available along Route 95 include 13 bus routes, the Norristown High Speed Line at Gulph Mills Station, the Manayunk/Norristown Line at Conshohocken Station and the Lansdale/Doylestown Line at Ambler, Fort Washington, Oreland and North Hills Stations.

Route 95 has a peak fleet of 6 vehicles. It serves 656 weekday passengers and 185,650 annual passengers. The weekday AM

peak frequency is a bus every 60 minutes and PM frequency is also every 60 minutes. Route 95 is ranked 30th out of SEPTA's 46 Suburban Transit routes in terms of daily ridership.

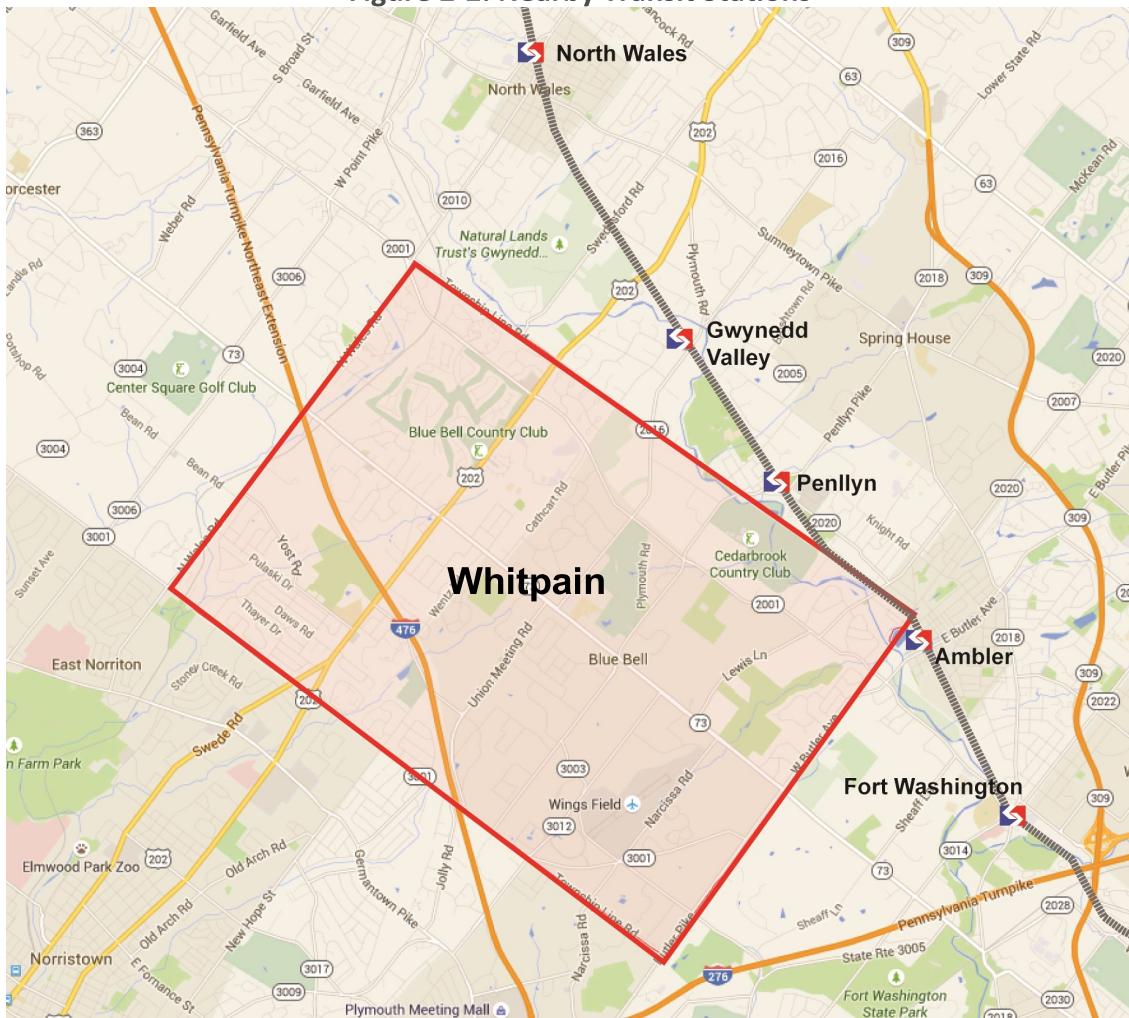
Route 96 is a north-south route that originates at the Norristown Transportation Center, travels north along Pine Street and DeKalb Pike, entering Whitpain at DeKalb and Township Line Road, continuing north through the Township, turning left at Sumneytown Pike, turning north on North Wales Road and traversing Montgomery Mall before coming back south and terminating at Lansdale Station. Major destinations along the line include Norristown State Hospital, Elmwood Park Zoo, Astor Shopping Center, Northtowne Plaza Shopping Center, Mercy Suburban Hospital, Norriton Square Shopping Center, East Norriton Crossing Shopping Center, Whitpain Shopping Center, Center Square Plaza, Montgomery County Community College, Gwynedd Mercy University, Gwynedd Mercy Academy and High School, Montgomery Plaza, Montgomery Mall and DeSales University. Connections available along Route 96 include 9 bus lines, the Norristown High Speed Line, the Manayunk/Norristown Line at Norristown Transportation Center and the Lansdale/Doylestown Line at North Wales and Lansdale Stations.

Route 96 has a peak fleet of 6 vehicles. It serves 1,686 weekday passengers and 499,060 annual passengers. The weekday AM peak frequency is a bus every 30 minutes and PM frequency is also every 30 minutes. Route 96 is ranked 13th out of SEPTA's 46 Suburban Transit routes in terms of daily ridership.

Route 98 is an east-west route that originates at the Norristown Transportation Center, travels north through Norristown, turns right on Johnson Highway, then continues north along New Hope Street and enters Whitpain along Arch Road and turns on Jolly Road to meet up with Union Meeting Road, traveling east along Township Line Road, then moving south on Walton Road

2. Planning Context

Figure 2-2: Nearby Transit Stations



and terminating at Plymouth Meeting Mall. Major destinations along the route include Norristown State Hospital, Elmwood Park Zoo, Astor Shopping Center, Northtowne Plaza Shopping Center, Henkles & McCoy, Unisys, Sentry Park Office Center, Plymouth Meeting Executive Campus and the Plymouth Meeting Mall. Connections available along Route 98 include 12 bus lines, the Norristown High Speed Line and the Manayunk/Norristown Line at Norristown Transportation Center.

Route 98 has a peak fleet of 3 vehicles. It serves 1,096 weekday passengers and 324,420 annual passengers. The weekday AM peak frequency is a bus every 30 minutes and PM frequency is also every 30 minutes. Route 98 is ranked 23rd out of SEPTA's 46 Suburban Transit routes in terms of daily ridership.

Regional Rail

The closest rail stations to Whitpain include the Ambler Station in Ambler Borough, the Penllyn Station and Gwynedd Valley Station in Lower Gwynedd Township, and the Fort Washington Station in Whitemarsh Township. These stations provide the Township with direct passenger rail access to Philadelphia via the Lansdale/Doylestown Line.

In terms of daily average weekday ridership, the Lansdale/Doylestown Line ranks 2nd out of SEPTA's 13 regional rail lines with an average of 16,343 weekday riders and 4,657,647 annual passengers. Annual vehicle hours traveled is 119,376 hours and annual vehicle miles traveled is 3,167,589. The line has a fleet of 40 vehicles during peak hours with trains running every 15 minutes during the AM and PM peaks on weekdays and every 60 minutes on weekends.

Ambler Station

Ambler Station has 619 parking spaces, with the permit spaces usually full to capacity. The station also has 2 bike racks that can handle 10 bicycles. The station is handicap accessible. Ambler Station ranks 17 of 153 SEPTA regional rail stations in terms of ridership. The station has approximately 1,017 boardings and 816 alightings every weekday. SEPTA serves Ambler with 37 inbound trips to Center City on weekdays and 37 outbound to Ambler trips. On weekend and major holidays, SEPTA serves Ambler Station with 17 inbound and outbound trips on an hourly basis.

Penllyn Station

Penllyn Station has 55 parking spaces, which are usually full to capacity, as well as 2 bike racks that can accommodate 4 bicycles. The station is not handicap accessible. Penllyn Station ranks 107 of 153 SEPTA regional rail stations in terms of

2. Planning Context

ridership. The station has approximately 216 boardings and 182 alightings every weekday. SEPTA serves Penllyn with 33 inbound trips to Center City on weekdays and 34 outbound to Penllyn trips. On weekend and major holidays, SEPTA serves Penllyn Station with 17 inbound and outbound trips on an hourly basis.

Gwynedd Valley Station

Gwynedd Valley Station has 118 parking spaces, which are usually full to capacity, as well as 3 bike racks that can handle 6 bicycles. The station is not handicap accessible. Gwynedd Valley Station ranks 109 of 153 SEPTA regional rail stations in terms of ridership. The station has approximately 210 boardings and 237 alightings every weekday. SEPTA serves Gwynedd Valley with 37 inbound trips to Center City on weekdays and 36 outbound to Gwynedd Valley trips. On weekend and major holidays, SEPTA serves Gwynedd Valley Station with 17 inbound and outbound trips on an hourly basis.

Fort Washington Station

Fort Washington Station has 369 daily parking spaces and 205 permit spaces, which are usually full to capacity. The station also has 3 bike racks that can accommodate 5 bicycles. This station is a handicap accessible station. Fort Washington Station ranks 13 of 153 SEPTA regional rail stations in terms of ridership. The station has approximately 1,108 boardings and 945 alightings every weekday. SEPTA serves Fort Washington with 38 inbound trips to Center City on weekdays and 37 outbound trips from Center City to Fort Washington. On weekend and major holidays, SEPTA serves Fort Washington Station with 17 inbound and outbound trips on an hourly basis.

Airport

Wings Field is a privately-owned general aviation airfield located

Figure 2-3: Circuit Map



on Narcissa Road. It has been in operation since the 1930s and provides charter plane services, pilot training, aircraft rentals and sales, freight and ambulance services and cargo services. 100 single-engine aircrafts are kept at the field along with 6 multi-engine aircraft, 3 jet aircrafts and 2 helicopters. Wings Field has one runway and in the 12 month period ending in March 2014, it had approximately 30,500 general aviation operations, which includes takeoffs and landings. Wings field is categorized as a reliever airport regulated by the FAA to relieve congestion at commercial service airports like Philadelphia International.

According to the Montgomery County Comprehensive Plan, Wings Field is the only airport in the County in which the total number of operations has not dropped since 1995. In general,

2. Planning Context

aviation plays an important role in the economy of Montgomery County and Whitpain should continue to support the operations at Wings Field. Airports in the county serve as locations for flight training, recreation, transport of corporate business travelers, and emergency medical transportation operations.

Bicycle and Pedestrian Facilities

Whitpain Township has a proposed trail system as outlined in Whitpain's Trail Network Plan/Core Connector Plan. This trail plan identifies several of the existing trails in the Township and proposes others such as the Route 202 trail, Liberty Bell Trail, Core Connector Trail, Prophecy Creek Trail, and a trail along the PECO right of way. The existing trails in the Township include the Green Ribbon Trail and Wings Field Trail. Several other local trails in the Township are not shown in the trail plan. These include trails within Wentz Run Park, Crossways Preserve, Briar Hill Preserve, Prophecy Creek Park, and Camp Woods Preserve.

The Green Ribbon Trail begins at Parkside Place Park in Upper Gwynedd Township and ends at Stenton Avenue in Whitemarsh Township covering a length of 12.6 miles. The trail enters Whitpain in the northeastern corner of the Township as it passes from Lower Gwynedd to Whitemarsh. The trail provides access to many parks and natural areas. Portions of the trail are managed and maintained by the Wissahickon Valley Watershed Association.

In 2013 Whitpain Township opened the Wings Field Trail along Narcissa Road. This one mile multi-use trail extends from Skippack Pike to the intersection with Stenton Avenue and Norristown Road and provides a path for bikers, walkers and runners along the edge of Wings Field. It also provides a connection to Prophecy Creek Park at the north end of the trail.

The Route 202 trail is to be constructed as part of the Route 202 roadway improvement project to be completed by PennDOT. This project includes widening of Route 202 throughout its entire length of in Whitpain Township along with necessary traffic signal upgrades, bicycle lanes, and sidewalks. The route 202 trail will connect Whitpain to its neighbors, Lower Gwynedd and East Norriton. The trail will also link important destinations along the corridor such as Montgomery County Community College, Centre Square Village, Blue Bell Country Club, and Centre Square Park. It is anticipated that the project will be completed by the year 2020.

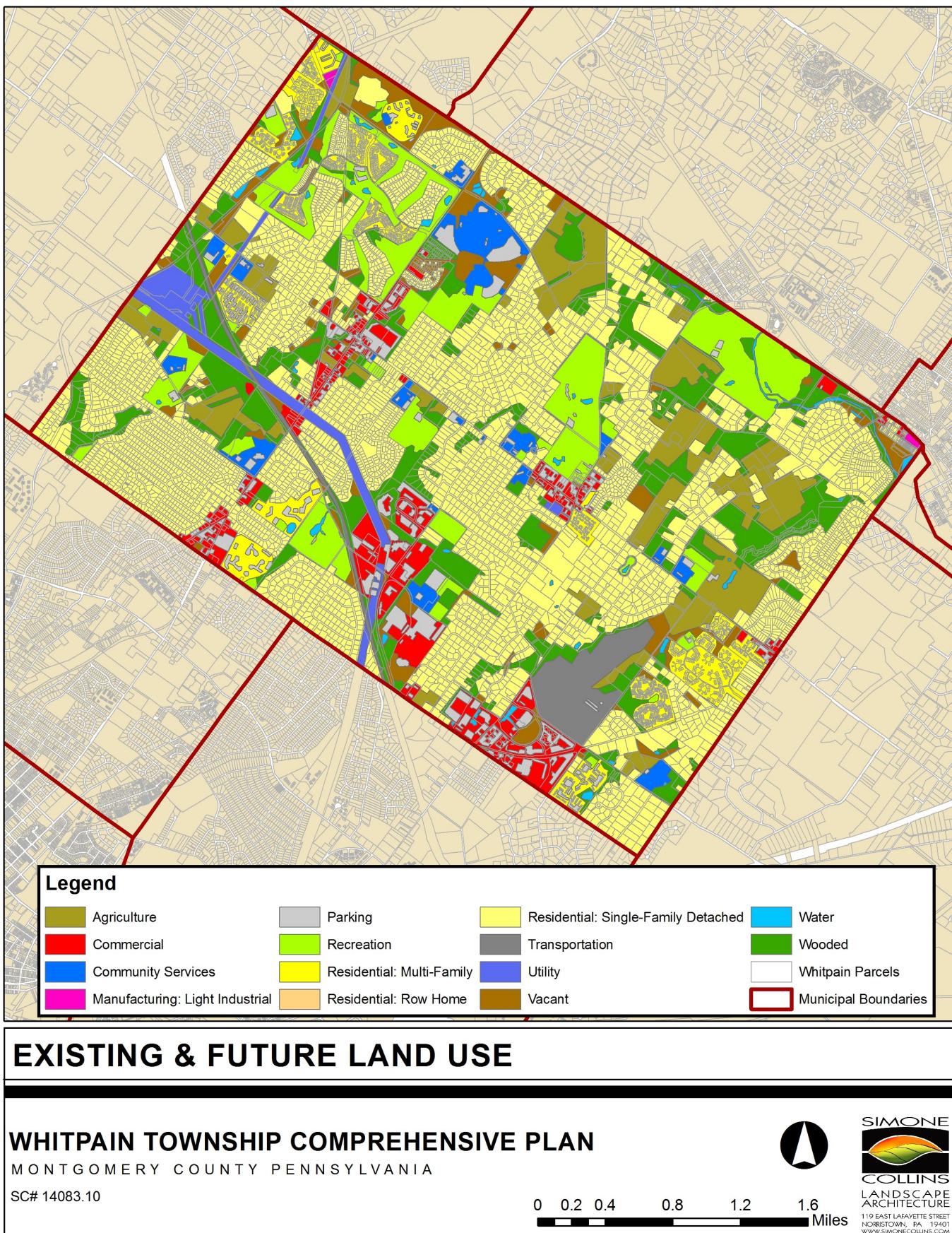
The Liberty Bell Trail is a multi—county proposed regional trail that, when complete, will link the Schuylkill River Trail in Norristown to the Saucon Rail Trail in the Borough of Coopersburg, Lehigh County. The trail is proposed to run through the western side of Whitpain Township along the former Liberty Bell Trolley line. The Liberty Bell Trail is part of “The Circuit” which is a 750 mile network of existing and planned trails in the Philadelphia region. Trails identified as part of “The Circuit” receive priority in terms of funding opportunities.

The Core Connector Trail is a Township proposed trail that would connect the Green Ribbon Trail and Lower Gwynedd Township to Township Line Road South and Plymouth Township. The trail would also link several important Township destinations such as Crossways Preserve, Montgomery County Community College, Wentz Run Park, the Whitpain Township Municipal building, and Arborcrest Corporate Campus. It is anticipated that construction of the core connector trail will begin in 2015.

Other trails shown on the Township trail plan include the Prophecy Creek trail which is proposed to connect Prophecy Creek Park and Briar Hill Preserve to the Green Ribbon Trail. The PECO Trail is proposed along the existing PECO right of

2. Planning Context

Figure 2-4: Whitpain Existing & Future Land Use Map



way to link the Core Connector Trail to the Liberty Bell Trail.

When completed, these proposed trails in conjunction with those that already exist would provide the Township with a good core trail system. The trail plan, however, does not provide direct connections between the four villages and does not provide links to some recreational areas, open spaces, and historic sites throughout the Township. Additionally, much of the Township lacks sidewalks which will make it difficult for residents to access these proposed trails. Safe pedestrian connections from residential areas should be further examined as well as on-road bicycle routes.

Scenic Roadways

Scenic township roads are important township resources worthy of preservation. Scenic roads are identified by the aesthetic views they provide and the unique character of adjacent elements including but not limited to unique and interesting vegetation, historic buildings and bridges, unique natural features and water features, significant woodlands, and village streetscapes. Scenic roads in Whitpain Township as identified in the Whitpain Township Open Space Preservation Plan 2005 Update are separated into first priority and second priority roadways. These scenic roadways are listed below.

First Priority Scenic Roads (Low volume roads with little or no improvements)

- Plymouth Road (south of Morris Road)
- Lewis Lane
- Penllyn-Blue Bell Pike (Township Line Road South to Stenton Avenue)
- Lantern Lane

2. Planning Context

Figure 2-5: Whitpain Land Use Percentages

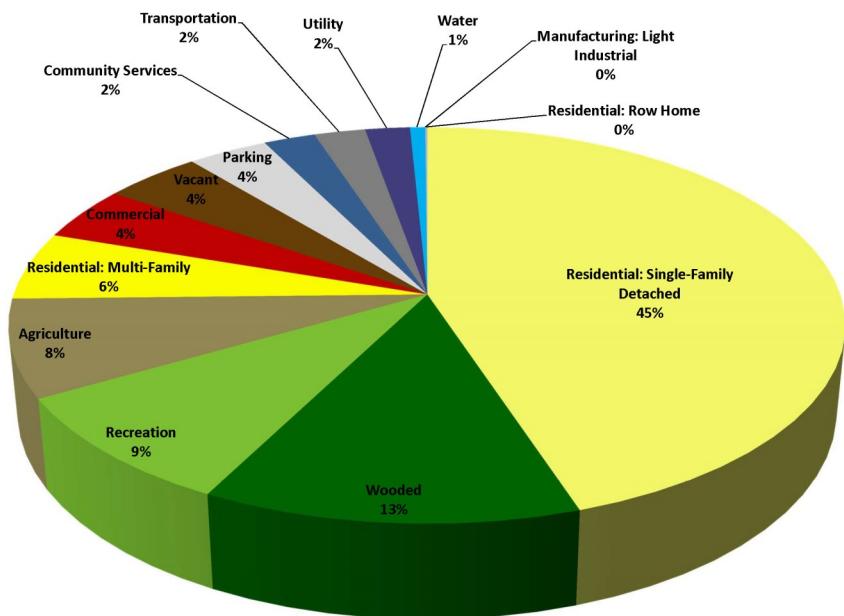


Figure 2-6: Broad Axe Valley Existing Conditions

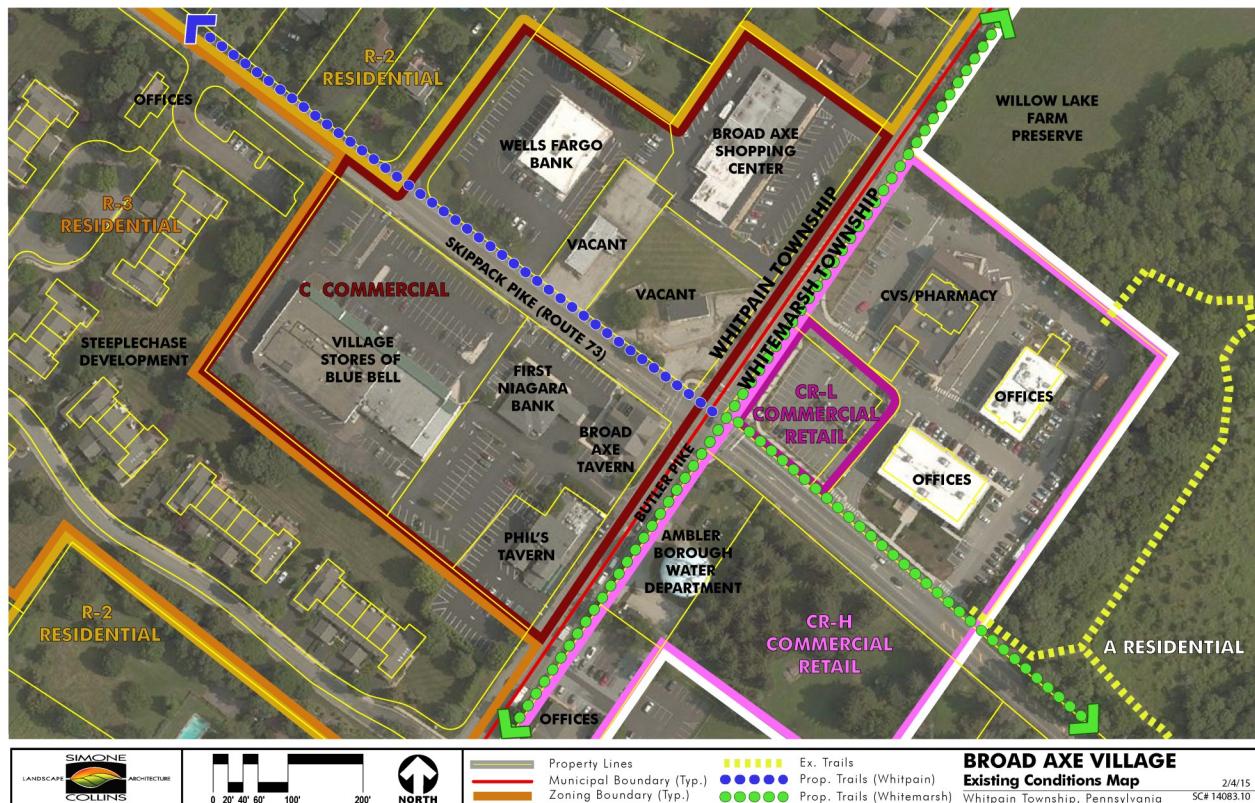
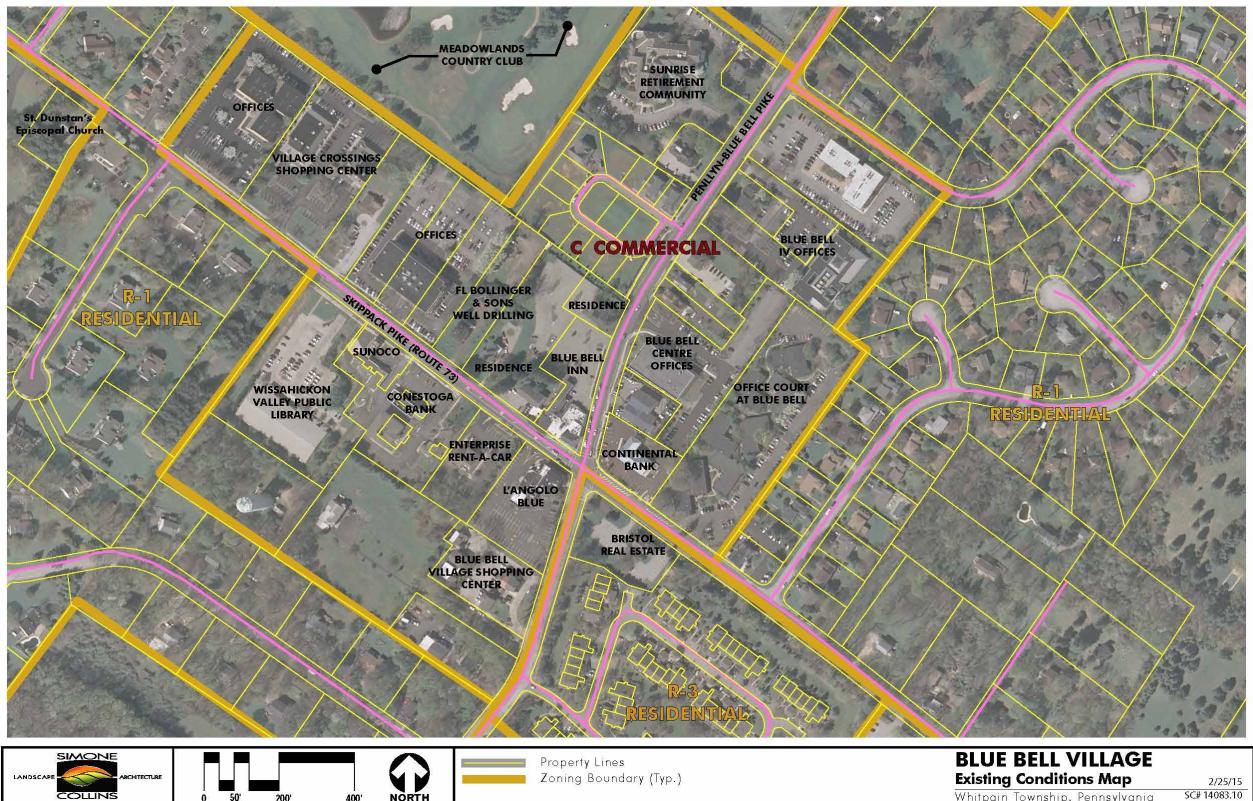


Figure 2-7: Blue Bell Village Existing Conditions

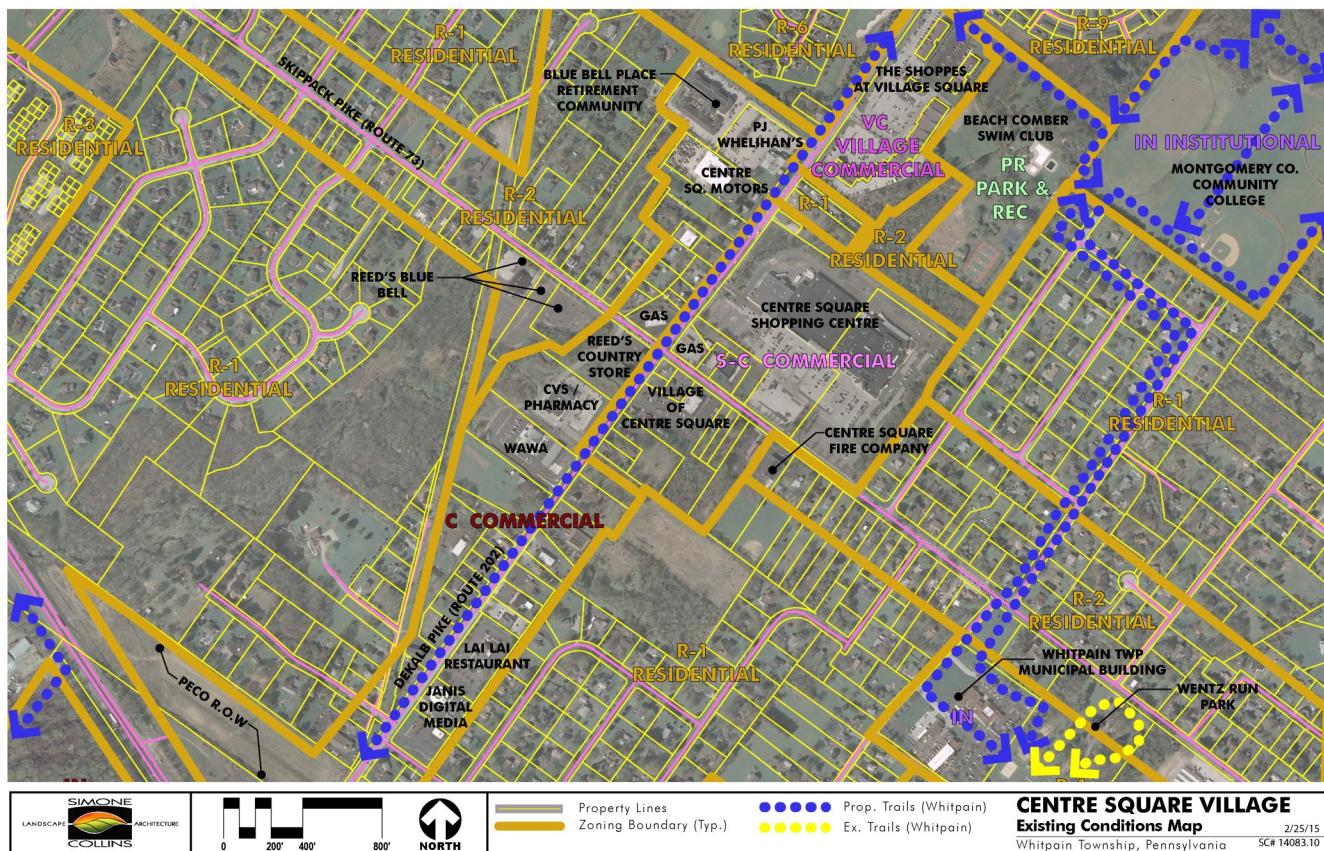


- Boehm's Church Road

Second Priority Scenic Roads (Medium to high volume roads with limited improvements)

- Morris Road (from westerly edge of Normandy Farm wall to Butler Pike)
- Plymouth Road (north of Morris Road)
- Penllyn-Blue Bell Pike (Stenton Avenue to Butler Pike)
- Skippack Pike (School Lane to Butler Pike)
- School Lane

Figure 2-8: Centre Square Existing Conditions



2.6 Land Use

Figures 2-4 and 2-5 show the distributions and locations of Whitpain's various land uses. The most prevalent land use is Residential: Single-Family Detached, which comprises 45% of the Township. Single-family neighborhoods and developments are scattered throughout Whitpain and abut most of the other uses. This use is followed by Wooded, Recreational and Agricultural lands, which together make up 30% of Township land use. This owes to the desire of the Township to provide parks and recreational space for active and passive uses and the importance of preserving existing farming. Commercial use makes up 4% of Township land use and is mainly concentrated along the DeKalb Pike corridor, the village centers of Center Square, Blue Bell and Broad Axe and the businesses along Union Meeting Road and Norristown Road.



Figure 2-9: West Ambler Existing Conditions

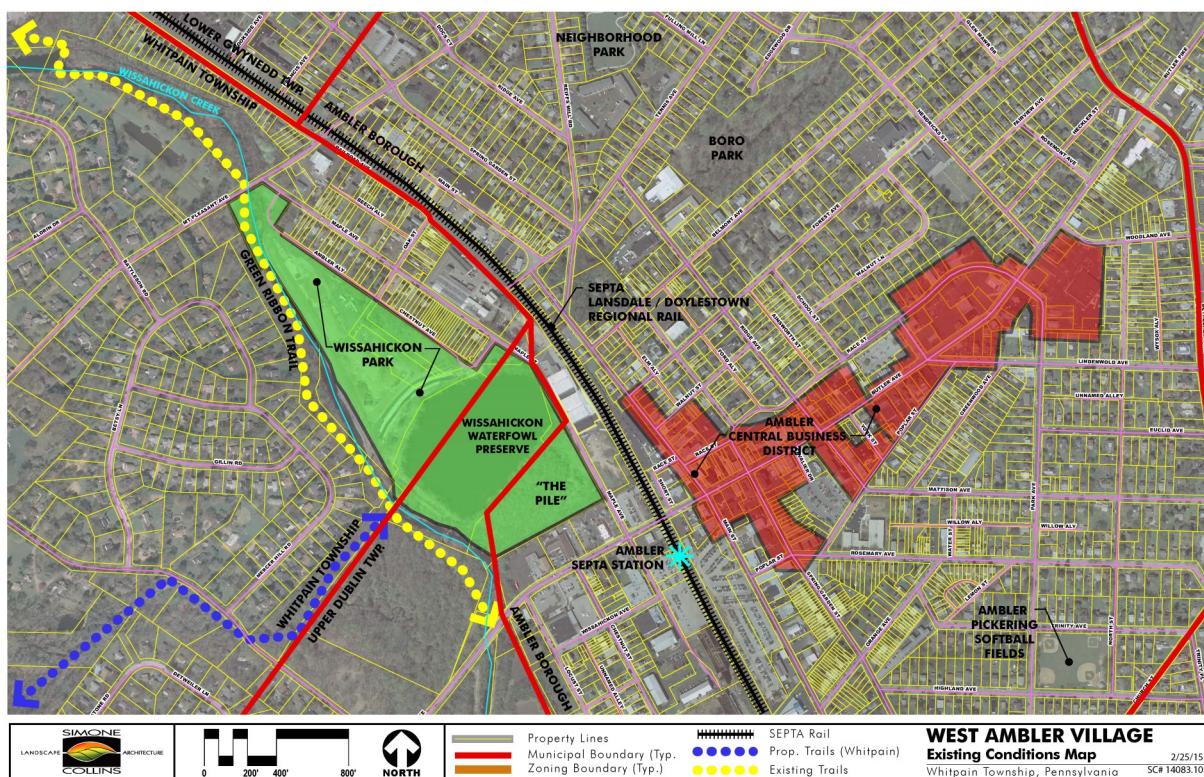


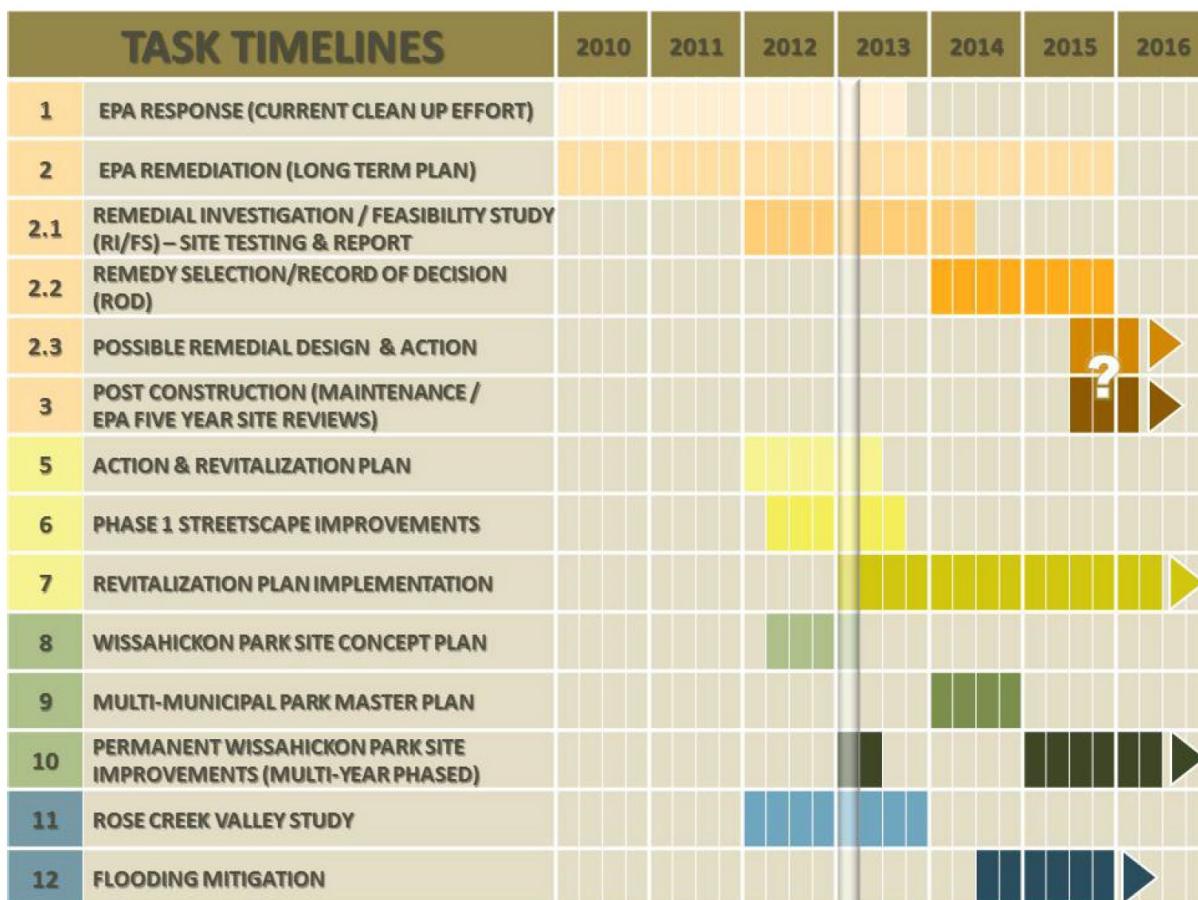
Figure 2-5 indicates that 45% of the township is single family detached residential. This number is unchanged from the previous comprehensive plan in 2006. Wooded, recreation, and agricultural lands make up 30% of the township. These lands make up most of the township open space which was calculated to be 28% of the township in 2006. The remaining 25% of the township is composed of primarily high density residential, commercial, utilities, parking, vacant lands, transportation facilities, community services, and water.

The Comprehensive Plan does not recommend any major changes to land use. Accordingly, Figure 2-4 is titled Existing & Future Land Use.

There are some future land use recommendations for the four villages. These are illustrated in Figures 2-6, 2-7, 2-8 and 2-9.

2. Planning Context

Figure 2-10: West Ambler Implementation Timeline



Broad Axe Village

Broad Axe Village is located at the intersection of Skippack Pike (Route 73) and Butler Pike in the far eastern portion of the Township. The municipal boundary runs along Butler Pike effectively bisecting the village. Properties on the eastern side of Butler Pike are part of Whitemarsh Township and properties west of Butler Pike lie in Whitpain. The center of the village is defined by two small strip retail centers and the recently renovated Broad Axe Tavern which sits directly on the corner of Skippack Pike and Butler Pike. The tavern dates back 1681 and its historical significance is reflected in its architecture. The Broad Axe Village serves as a prominent gateway to Whitpain Township from municipalities to the east. The Township should capitalize on this prominent location by implementing gateway elements. Please also refer to the existing conditions map,

Figure 2-6.

Blue Bell Village

Blue Bell is actually considered a census designated place having an approximate population of 6,067 according to the 2010 census. The village was originally named Pigeontown until it was renamed Blue Bell in 1840. The center of the village is zoned as a commercial district and is located at the intersection of Skippack Pike (Route 73) and Penllyn Blue Bell Pike. The central village includes a mix of office and retail uses and is characterized by several historically significant buildings that sit very close to the adjacent roadways leaving little room for pedestrian travel around them. These buildings are occupied by the Costello's restaurant and the Blue Bell Inn restaurant, which was established in 1743. Other uses in the central village area include several banks and stand alone retail buildings, Blue Bell Shopping Center, Village Crossings Shopping Center, several office buildings, the Wissahickon Valley Public Library, and the Sunrise Retirement Community. Surrounding the central business area of Blue Bell are primarily residential developments as well as the Meadowlands Country Club. The Township should make efforts to improve walkability from the surrounding residences to the central business district. Existing sidewalks and pedestrian facilities in the village are sporadic and not continuous. Please also refer to the existing conditions map, Figure 2-7.

Centre Square Village

The Centre Square Village is located at the Skippack Pike (Route 73) and DeKalb Pike (Route 202) intersection one of the most prominent and heavily traveled intersections in Whitpain. The village is Whitpain's primary commercial hub with several large shopping centers and many stand alone retail uses (Figure 2-8).

2. Planning Context

There are currently redevelopment plans in progress for The Village of Centre Square Shopping Center which is located at the southeast corner of the intersection. It is anticipated that this new development will utilize approximately 22 acres and will include over 115,000 square feet of building space. The plan includes large and small retail, restaurant, and bank uses, and about 5 acres of permanent open space to buffer it from the surrounding residential areas. Associated with this development is a proposed Community Shopping Center Overlay zoning district.

Other important uses in close proximity to the village include the Blue Bell Retirement Community, Beach Comber Swim Club, Montgomery County Community College (MCCC), the Whitpain Township Municipal Building, Wentz Run Park, Blue Bell Country Club, and Centre Square Park. The Township should focus on pedestrian connections from these locations to the commercial center of the village. Additionally, it is recommended that the Township encourage future village uses that would serve the MCCC students and faculty. There are several underutilized parcels in the village where the Township should focus its redevelopment efforts. Please also refer to the existing conditions map, Figure 2-8.

West Ambler Village

West Ambler Village is located in the far northeastern corner of the Township adjacent to Ambler Borough, Upper Dublin Township, and Lower Gwynedd Township, and the Wissahickon Creek. The village primarily consists of high density single family residential properties with a mix of industrial and recreational uses. The neighborhood has been subject to major environmental contamination due to a history of asbestos manufacturing, flooding, and aging infrastructure which has depressed property values of the area.

The primary contributor to West Ambler's environmental contamination issues is the 37.64 acre Bo-Rit Superfund site which lies on the Wissahickon Creek. The site, which is currently subject to an EPA emergency response in order to cleanup the contamination, consists of three areas: Wissahickon Park (17.73 ac), Wissahickon Waterfowl Preserve reservoir (14.0 ac), and the "pile" site (5.91 ac) in Ambler Borough. In 2012, the Township completed a Revitalization and Action Plan for the village. The timeline below updates the status and anticipated completion for the action items recommended in the report. Please also refer to the existing conditions map, Figure 2-9.

EPA remediation efforts are expected to be completed in 2016 with any needed post remedial action to follow. Five year reviews will be conducted to identify any needed maintenance and to monitor the site for any signs of reemerging contamination. Implementation of the Revitalization and Action Plan including permanent improvements at the Wissahickon Park site are anticipated to continue beyond 2016. Specific recommended improvements of the Revitalization and Action are listed in the chart on the facing page.

The Township has already begun to make progress toward implementing these recommendations. The traffic and stop sign improvements have been completed as have portions of the recommended streetscape and roadway improvements. Additionally, a development of four townhomes has been proposed in the village by a private developer.

2.7 Community Facilities & Services

Education

All of Whitpain Township is located in the Wissahickon School

2. Planning Context

Table 2-27
Wissahickon School District Enrollment (2007-2014)

School Year	Elementary	Middle School	High School	Total
2007-08	1,979	1,085	1,476	4,540
2008-09	1,946	1,087	1,474	4,507
2009-10	1,922	1,082	1,477	4,481
2010-11	1,965	1,051	1,456	4,472
2011-12	1,932	1,038	1,458	4,428
2012-13	1,972	1,011	1,453	4,436
2013-14	1,997	1,028	1,412	4,437

Source: PA Department of Education

Table 2-28
Comparison with Neighboring School Districts (2012-13)

District	Total Education Spending	Spending P/ Student	Instruction as % of Total Expenditures	Enrollment
Wissahickon	\$82,205,348	\$18,531	63%	4,436
North Penn	\$202,851,806	\$16,036	63%	12,650
Upper Dublin	\$80,692,404	\$18,788	57%	4,295
Colonial	\$91,936,079	\$19,603	64%	4,690
Norristown Area	\$123,904,173	\$17,550	63%	7,060
Methacton	\$91,855,132	\$18,064	58%	5,085

Source: OpenPAGov.org

District. Whitpain residents of grade school age attend the schools of the Wissahickon School District along with students from Lower Gwynedd Township and Ambler Borough. Also located in the township is the Archdiocese of Philadelphia's St. Helena School located at DeKalb Pike and Yost Road that serves Pre-K to 8th Grade students. The public elementary schools in Whitpain include Stony Creek Elementary School located at Yost Road and Creek View Lane, Blue Bell Elementary School at Skippack Pike and Symphony Lane and Shady Grove Elementary School at Skippack Pike and Lewis Lane. All Wissahickon students attend Wissahickon Middle School and Wissahickon High School in Lower Gwynedd. Enrollment in the School District has declined slightly since

2007-08, from 4,540 students to 4,437 students in 2013-14 (Table 2-27).

The Wissahickon School District is ranked among the top 25 districts in the state based on state test scores, graduation rates and student attendance. In addition, Wissahickon High School is ranked among the top 10 high schools in the state. Compared to neighboring school districts, Wissahickon is third in spending at \$18,531 per student (Table 2-28).

Montgomery County Community College (MCCC) has its main campus in Whitpain on DeKalb Pike. MCCC offers 5 associate degrees in over 100 programs as well as certificate of completion programs. MCCC has 190 full-time faculty and enrolled 13,122 full time undergraduate students in 2013. In addition to being home to 4 grade schools and MCCC, Whitpain also has numerous preschools, nursery schools and early childhood learning centers.

Township Administration

Whitpain Township administrative offices are located at 960 Wentz Road. The Township is governed by a 5-member Board of Supervisors who are elected at-large and hold their positions for 6-year terms. The Supervisors designate resident volunteers to the Township's boards and commissions and also appoint the Township Manager.

Administration in Whitpain runs under the Council-Manager format with the appointed Township Manager being the chief administrative officer of the Township. He/she enforces the policies set forth by the Board of Supervisors and is responsible for the administration of the departments that perform the day-to-day Township operations. In addition, the Manager prepares and presents the preliminary budget to the Board of Supervisors.



West Side Court, West Ambler

2. Planning Context

Other elements of Township administration include boards and commissions made up of resident volunteers who advise the Supervisors and numerous departments that carry out daily functions. Whitpain's boards and commissions are the Board of Appeals, Parks & Open Space Board, Planning Commission, Shade Tree Commission and Zoning Hearing Board. The departments consist of Code Enforcement, Engineering, Finance, Fire Prevention, Parks and Recreation, Police and Public Works.

Public Safety And Emergency Services

The Police Department is staffed by 30 full-time officers, 8 non-uniform and 1 part-time employees. The department is split into 3 divisions: Patrol, Investigative and Administrative. The Patrol Division consists of 1 lieutenant, 4 sergeants, 4 officers-in-charge, 11 patrol officers (1 spot is currently vacant), 4 traffic officers and 1 part-time crossing guard. The Investigative Division consists of 1 supervisor and 2 detectives and the Administrative Division consists of 1 lieutenant, a dispatch supervisor, 5 dispatchers, a file clerk and public relations officer. The department is run by a police chief and also employs an administrative assistant/network administrator.

The Centre Square Fire Company provides the primary fire and rescue services for Whitpain. The Fire Company was founded in 1913 and currently operates out of a station at 1298 Skippack Pike near the intersection with Route 202. The Fire Company remains mostly volunteers with three full time employees.

Emergency Medical services in Whitpain are provided by The Second Alarmers Rescue Squad and Association of Montgomery County. The Second Alarmers operate out of a building adjacent to the Whitpain Township Administration building.

The primary issue affecting Township's emergency services is traffic congestion. Heavy traffic in Whitpain greatly hampers the response times of the Township's emergency services during peak travel hours.

Library

The Wissahickon Valley Public Library is located at 650 Skippack Pike. The library serves Whitpain Township, Lower Gwynedd Township and Ambler Borough. The library Board of Trustees is comprised of nine members, two trustees appointed by each municipality and three members appointed by the Wissahickon School Board. The Wissahickon Valley Public Library also has a second branch that is located in Ambler Borough.

Recreation

Whitpain Township has a good system of park and recreation facilities. The Township maintains five active recreation parks including Wentz Run Park, West Side Park, West Side Courts, Stony Creek Sports Park, and Centre Square Park. The Township also maintains several more passive recreation parks. These include the Armentrout Preserve, Erbs Mills Park, and Prophecy Creek Park. There are also many more privately owned recreation facilities in the Township. The Township park system and other recreation areas are discussed in detail in the Protected Lands section of this chapter.

Public Sanitary Sewage Services

All developments in the Township are required to have adequate sewage disposal and treatment, either by an individual on-lot sewage treatment system or through the public sewer system. The Pennsylvania Sewage Facilities Act (Act 537), enacted on

2. Planning Context

January 24th 1966 (revised in 1974), is intended to prevent future sewage disposal issues by ensuring municipalities have adequate sewer service to meet present and future demands. Act 537 requires municipalities to develop comprehensive plans that address existing sewage disposal issues, plan for future needs of the community. In Montgomery County, multiple regulatory agencies are involved in Act 537 process including DEP, Delaware River Basin Commission, Montgomery County Planning Commission, and the Montgomery County Health Department.

A large majority of Whitpain Township is serviced by a public sewer system. Approximately half of the Township is serviced by the East Norriton—Plymouth—Whitpain Treatment Plant owned and operated by the East Norriton—Plymouth—Whitpain Joint Sewer Authority. The treatment facility is located on Ross Street in Plymouth Township just east of the East Norriton border. The treatment plant's capacity is currently 8.1 million gallons per day. A large area in the northern and eastern portion of the Township is serviced by the Ambler Wastewater Treatment Plant operated by Ambler Borough. This treatment plant has capacity of 6.5 million gallons per day. Other smaller areas of the Township are serviced by the Upper Gwynedd Township, Whitemarsh Township, and Plymouth Township systems. Properties in the Township not serviced by public treatment plants are few. These properties are serviced by on-lot treatment facilities such as a drip irrigation field or aerobic tanks.

Within the Township, the Whitpain Public Works department manages and maintains infrastructure that includes 113 miles of sanitary sewer piping, 2,568 manholes, 7 pumping stations, and 3 meter facilities. The Township is constantly monitoring this aging infrastructure as many facilities are reaching the end of their expected lifespan.

Public Water Service

Whitpain Township is serviced by three public water service providers each with specific service areas delineated. North Wales Water Authority primarily serves the northern and eastern portions of the Township. Ambler Water Authority services a small area in the eastern corner of the Township and Pennsylvania American Water services the western and southern areas of the Township.

Other Utilities

A large overhead electric transmission line owned by the Philadelphia Electric Company (PECO) runs through Whitpain's southwestern corner from Plymouth Township to Worcester Township. The linear property is approximately 300' in width across its entire length which provides opportunities for future secondary uses such as off road trail connections to adjacent municipalities, residential areas and other planned trails. A proposed trail alignment along the PECO property has already been proposed in the Township's current trail plan. Design and implementation of this trail link will need to be coordinated and agreed upon with PECO.

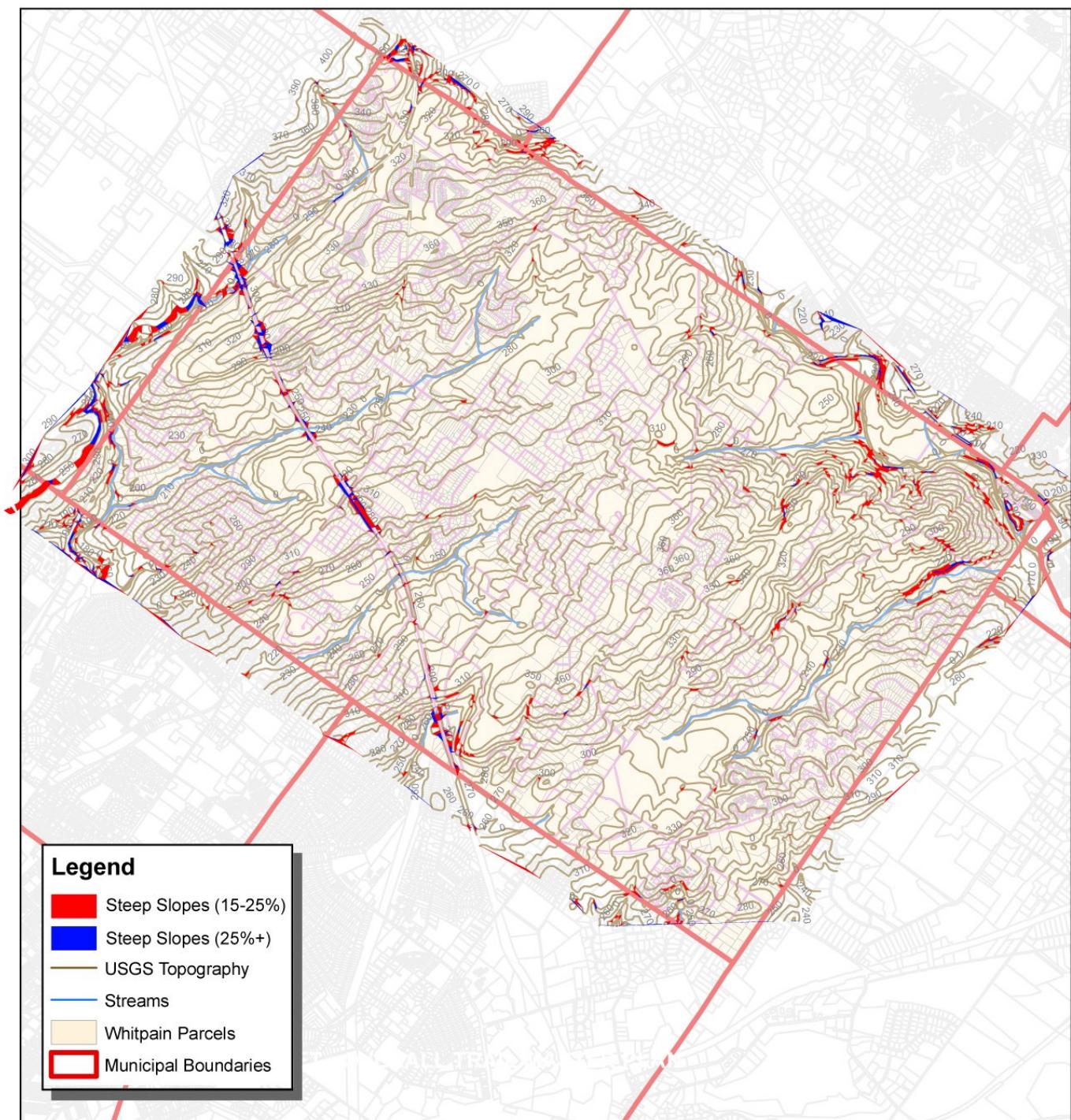
A petroleum gas transmission pipeline also traverses the Township. The pipeline runs from Lower Gwynedd Township to the north, through Montgomery County Community College property, across Route 202 and Route 476 and then southwest into East Norriton Township.

2.8 Natural Features

Topography

Elevations in Whitpain Township range from approximately

Figure 2-11: Whitpain Steep Slopes



STEEP SLOPES

WHITPAIN TOWNSHIP COMPREHENSIVE PLAN

MONTGOMERY COUNTY PENNSYLVANIA

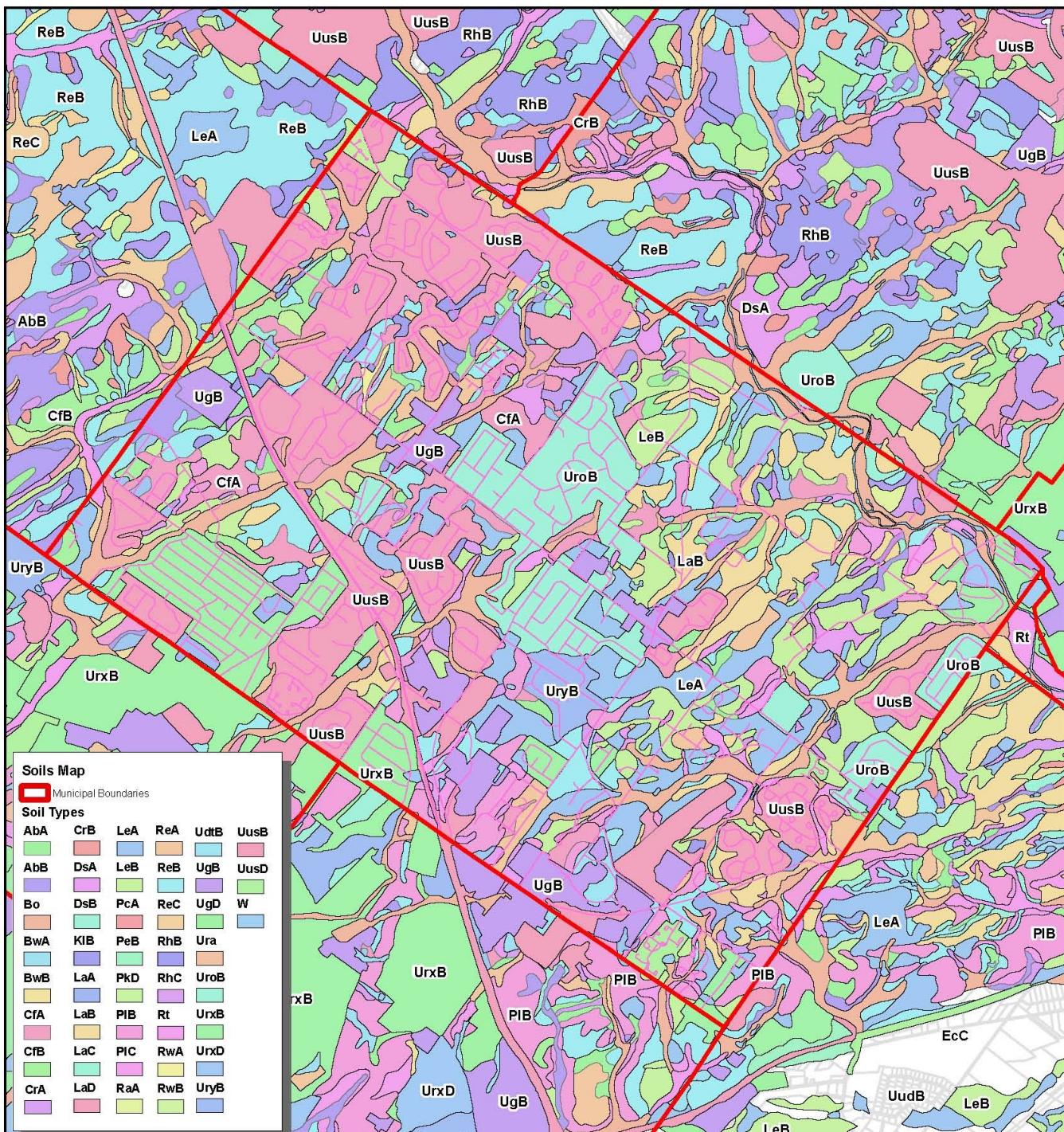
SC# 14083.10

0 0.2 0.4 0.8 1.2 1.6 Miles



SIMONE
COLLINS
LANDSCAPE
ARCHITECTURE
119 EAST LAFAYETTE STREET
NORRISTOWN, PA 19401
WWW.SIMONECOLLINS.COM

Figure 2-12: Whitpain Soils Map



SOILS MAP

WHITPAIN TOWNSHIP COMPREHENSIVE PLAN

MONTGOMERY COUNTY PENNSYLVANIA

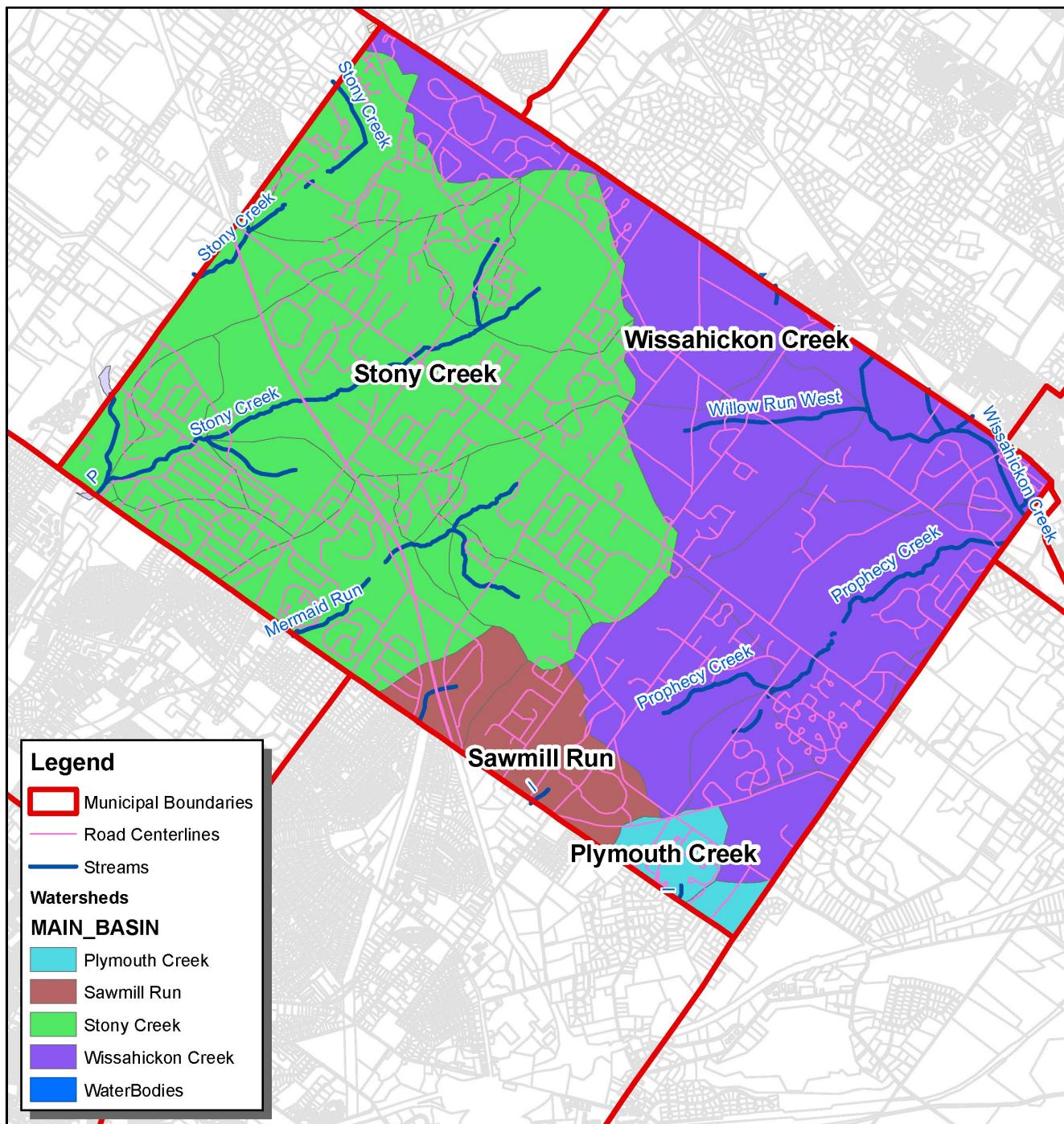
SC# 14083.10

0 0.25 0.5 1 Miles



SIMONE
COLLINS
LANDSCAPE
ARCHITECTURE
19 EAST LAFAYETTE STREET
NORRISTOWN, PA 19401
www.simonecollins.com

Figure 2-13: Whitpain Watersheds



WATERSHEDS

WHITPAIN TOWNSHIP COMPREHENSIVE PLAN

MONTGOMERY COUNTY PENNSYLVANIA

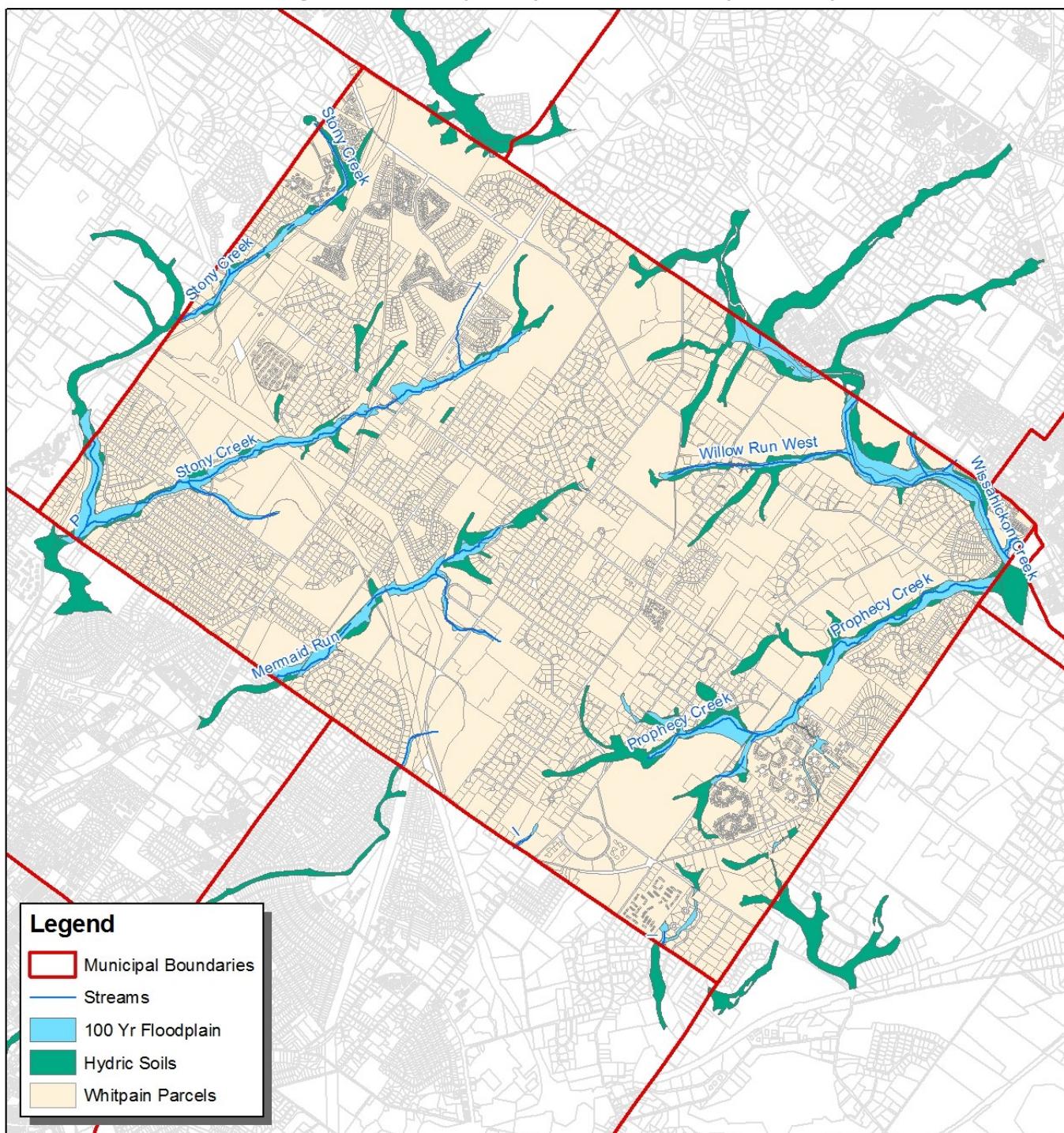
SC# 14083.10

0 0.25 0.5 1 1.5 2 Miles



SIMONE
COLLINS
LANDSCAPE
ARCHITECTURE
119 EAST LAFAYETTE STREET
NORRISTOWN, PA 19401
www.simeonecollins.com

Figure 2-14: Whitpain Hydric Soils & Floodplains Map



HYDRIC SOILS & FLOODPLAINS

WHITPAIN TOWNSHIP COMPREHENSIVE PLAN

MONTGOMERY COUNTY PENNSYLVANIA

SC# 14083.10

0 0.2 0.4 0.8 1.2 1.6 Miles



SIMONE
COLLINS
LANDSCAPE
ARCHITECTURE
119 EAST LAFAYETTE STREET
NORRISTOWN, PA 19401
www.smc-arch.com

2. Planning Context

elevation 180 to approximately elevation 360. The land in the Township generally drains to one of the four major streams in the Township. Stony Creek and Mermaid Run lie in the western portion of the Township and Prophecy Creek and the Wissahickon Creek lie in the eastern portions of the Township. The lowest elevations of the Township are in the far western corner in the area of Stony Creek and the far eastern corner of the Township in the area of the Wissahickon Creek. The highest elevations are generally located in the central portions of the Township near the Skippack Pike and Penllyn Blue Bell Pike intersection and in the northern corner of the Township near Normandy Farm and the Blue Bell Country Club. The steepest slopes are in the eastern corner near the Wissahickon Creek.

Soils

According to the US Department of Agriculture, Natural Resource Conservation Service, the dominant soil type is Urban land-Udorthents, shale sandstone complex, 0 to 8 percent slopes (UusB). This soil type makes up 20.6% of Whitpain's soils and is primarily found on uplands and ridges. This soil is comprised of sandstone and shale and is not considered a hydric soil. This soil is found sporadically throughout the Township with the largest contiguous areas located in the northern and western portions of the Whitpain. The next most dominant soil type is Lawrenceville silt loam, 3 to 8 percent slopes (LeB) which makes up 8.5% of the Township. This soil type is also found on uplands. The soil is found in small pockets throughout the entire Township. Other prominent soil types in the Township include Lawrenceville silt loam, 0 to 3 percent slopes (8.2%) and Urban Land-Lawrenceville complex, 0 to 8 percent slopes (7.8%). The most limiting soils in terms of development are located primarily around streams and in the eastern portion of the Township where soils have steeper slopes, shallow depth to bedrock and a shallow depth to water



Wissahickon Creek

table. Please refer to Figure 2-12 for soil types in Whitpain Township. Descriptions of soil types are shown in the appendix of this report.

Hydrology

The major streams within the Township are Stony Creek, a tributary to Stony Creek, and Mermaid Run which drain to the west and Prophecy Creek, Willow Run West and the Wissahickon Creek which drain to the east. Plymouth Creek and Sawmill Run lie in the far southern corner of the Township and drain to the south. These streams make up the four main watersheds in the Township which are the Stony Creek watershed, Wissahickon Creek watershed, Sawmill Run watershed, and the Plymouth Creek watershed (Figure 2-13).

Wissahickon Creek

The headwaters of the Wissahickon Creek are located north of Whitpain in north central Montgomery County. The stream runs approximately 23 miles to its confluence with the Schuylkill River in northwest Philadelphia. The final 7 miles has been named the Wissahickon Gorge as the creek drops approximately 100 feet in elevation over this length. The Wissahickon Gorge is preserved within Philadelphia's Fairmont Park and has become an attraction for its geography, recreational trail opportunities, and historic mill dams.

While much of the Wissahickon Creek lies within or adjacent to parkland, recent urban development has begun to cause strain on the stream from increased stormwater runoff and wastewater discharge. The Wissahickon Creek watershed consists of approximately 64 square miles covering 15 municipalities in both Montgomery and Philadelphia Counties. The watershed area hosts approximately 160,000 residents. The Wissahickon Creek is classified by PADEP as a trout stocking fishery / migratory fishery (TSF/MF).

2. Planning Context

Within the watershed there are multiple organizations and volunteer groups involved in protection and enhancement of the creek. One of the major contributors is the Wissahickon Valley Watershed Association (WVWA) which is a non-profit land trust founded in 1957 to protect the quality and beauty of the creek. Several of the WVWA priorities include land preservation and protection, water quality enhancement, preservation and restoration of suburban wildernes, and the creation of awareness and education of the watershed. Within Whitpain Township, WVWA owns and manages multiple properties in the vicinity of Wissahickon Creek and its tributaries, Prophecy Creek and Willow Run.

Prophecy Creek

Prophecy Creek is a tributary of the Wissahickon Creek. The headwaters of Prophecy Creek are located south of the Wissahickon Creek adjacent to Wings Field. North of Wings Field, the creek is surrounded by Prophecy Creek Park and Briar Hill Preserve. Because these areas are preserved open space, Prophecy Creek is known to have some of the best water quality in the Wissahickon watershed. The water quality of Prophecy Creek is monitored by the WVWA. The Manor House at Prophecy Creek Park is a popular wedding venue located on the creek. The venue provides picturesque views of the creek and is a symbol of the area's history. Prophecy Creek empties into the Wissahickon Creek in Upper Dublin Township just beyond Whitpain's northeastern border.



Stony Creek

Stony Creek is located in the Schuylkill River watershed. The creek begins just beyond the northwestern border of Whitpain Township and flows south through Calvert Hurdle Park, East Norriton Township Park, and Norristown Farm Park in East Norriton and West Norriton Townships before emptying into the Schuylkill River in Norristown. A tributary to Stony Creek begins

near the intersection of Route 202 and Route 73 and flows south through Centre Square Park until it empties into Stony Creek in the southeastern corner of the Township. Stony Creek is classified by PADEP as a trout stocking fishery / migratory fishery (TSF/MF). Mermaid Run is a tributary of Stony Creek and originates in the center of Whitpain Township. Mermaid Run flows south through Mermaid Lake and empties into Stony Creek just east of Norristown Farm Park.

Sawmill Run

Sawmill Run originates near the southern border between Whitpain Township and Plymouth Township. The stream flows south through Plymouth Township and empties into the Schuylkill River in Norristown. A small portion of Whitpain's southeastern corner is located in the Sawmill Run watershed.

Plymouth Creek

Plymouth Creek originates just south of Whitpain Township. The creek flows south through Plymouth Township and empties into the Schuylkill River in Conshohocken. A small drainage area in the far southeastern corner of Whitpain Township lies in the Plymouth Creek watershed.

Floodplains and Hydric Soils

Floodplains and hydric soils are found along the above mentioned streams in the Township (Figure 2-14). Hydric soils are typically unsuitable for development. These soils have a shallow depth to saturated soils limiting the ability for stormwater infiltration and increasing the possibilities of flooding. Within Whitpain Township hydric soils are primarily located around riparian corridors. These areas are primarily recommended for open space, passive recreation, and wildlife habitats.

A 100-year flood is a flood that statistically has a 1% chance of

2. Planning Context

occurring in any given year. The 100-year floodplain as identified by the Federal Emergency Management Agency (FEMA) represents the area of land in that would become inundated by the 100-year flood. FEMA utilizes the 100-year floodplain line to implement the National Flood Insurance Program which is intended to reduce the impact of flooding on private and public structures.

The Whitpain Township Floodplain Conservation District ordinance regulates development within floodplains. Ideally riparian corridors and floodplains should be kept in their natural state to increase groundwater infiltration and filter pollutants. Stormwater management best practices and riparian corridor enhancements can also reduce potential dangers to public health by enhancing the quality and reducing quantity of the water. The importance of proper stormwater management and some of these best management practices are discussed below.

Stormwater Management

Stormwater is water that originates from a precipitation event or snow and ice melt. Some of this water is absorbed into the ground where it filters out pollutants and is returned to aquifers or streams. In developed areas, impervious surfaces such as parking lots, sidewalks, building rooftops, and driveways prevent stormwater from being absorbed into the ground. Stormwater management is the process by which this runoff is collected through various facilities such as inlets pipes, basins, rain gardens, cisterns, swales, and infiltration systems.

Stormwater management compensates for flooding that may occur due to the addition of impervious surfaces found in developed areas. Stormwater management mitigates pollution that may be collected from impervious surfaces such as parking lots or driveways. By mitigating possible flooding, stormwater management facilities also reduce the potential erosion and

sedimentation issues and damage to structures such as buildings, roads, or bridges.

Whitpain Twp. is considered to be a Municipal Separate Storm Sewer System (MS4) which is a system of stormwater conveyances including but not limited to streets, ditches and pipes. Municipal Separate Storm Sewer systems are:

- owned by a municipality having jurisdiction over disposal of sewage, industrial wastes, stormwater or other wastes;
- designed or used for collecting or conveying stormwater;
- not a combined sewer (i.e., not intended for both sewage and stormwater); AND
- not part of a publicly owned treatment works (POTW).

Municipal Separate Storm Sewer Systems are subject to National Pollutant Discharge Elimination System (NPDES) requirements. NPDES Permits for MS4s requires implementation of a stormwater management program of Best Management Practices (BMP's) to reduce the discharge of pollutants to water resources. Minimum control measures include:

- Public education and outreach
- Public involvement and participation
- Illicit discharge detection and elimination
- Construction site runoff control
- Post-construction stormwater management in new development /redevelopment
- Pollution prevention & good housekeeping for municipal operations /maintenance

Stormwater management has become one of the major sustainability efforts in the Township. The Township has implemented a storm drain stenciling program that marks all

2. Planning Context

stormwater inlets with a “No Dumping Drains to Creek” stencil. The stencils are in place to educate the public about the need to prevent trash from entering the storm inlets in order to reduce pollution of the local streams and water supply.

Additionally the Township has retrofitted several stormwater basins to help improve the water quality of the Township’s watersheds. The basins’ outlet structures and flow channels were modified and appropriate vegetation such as grasses shrubs and trees planted to improve pollution reduction and provide a more natural appearance.

Total Maximum Daily Load (TMDL)

The United States Environmental Protection Agency defines a TMDL as “a calculation of the maximum amount of a pollutant that a waterbody can receive and still meet water quality standards, and an allocation of that load among the various sources of that pollutant.” Whitpain Township is currently in the process of updating its strategic plan for the Wissahickon Creek TMDL in order to comply with Federal regulations. The TMDL plan will include the installation of stormwater BMP’s including but are not limited to storm water basin retrofits, streambank rehabilitation and street sweeping to address the sediment loadings on the Wissahickon Creek. It is anticipated that the overall program to take between 15 to 25 years to fully implement with an overall cost estimated to be at least several million dollars.

Woodlands and Vegetation

Wooded areas and tree cover can have many benefits to a community as they can serve as a means of stormwater management, support important animal habitats and can provide excellent recreational opportunities for the local community.



Wentz Run Park

Urban Tree Canopy Report

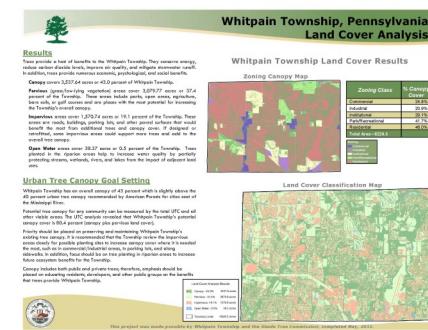
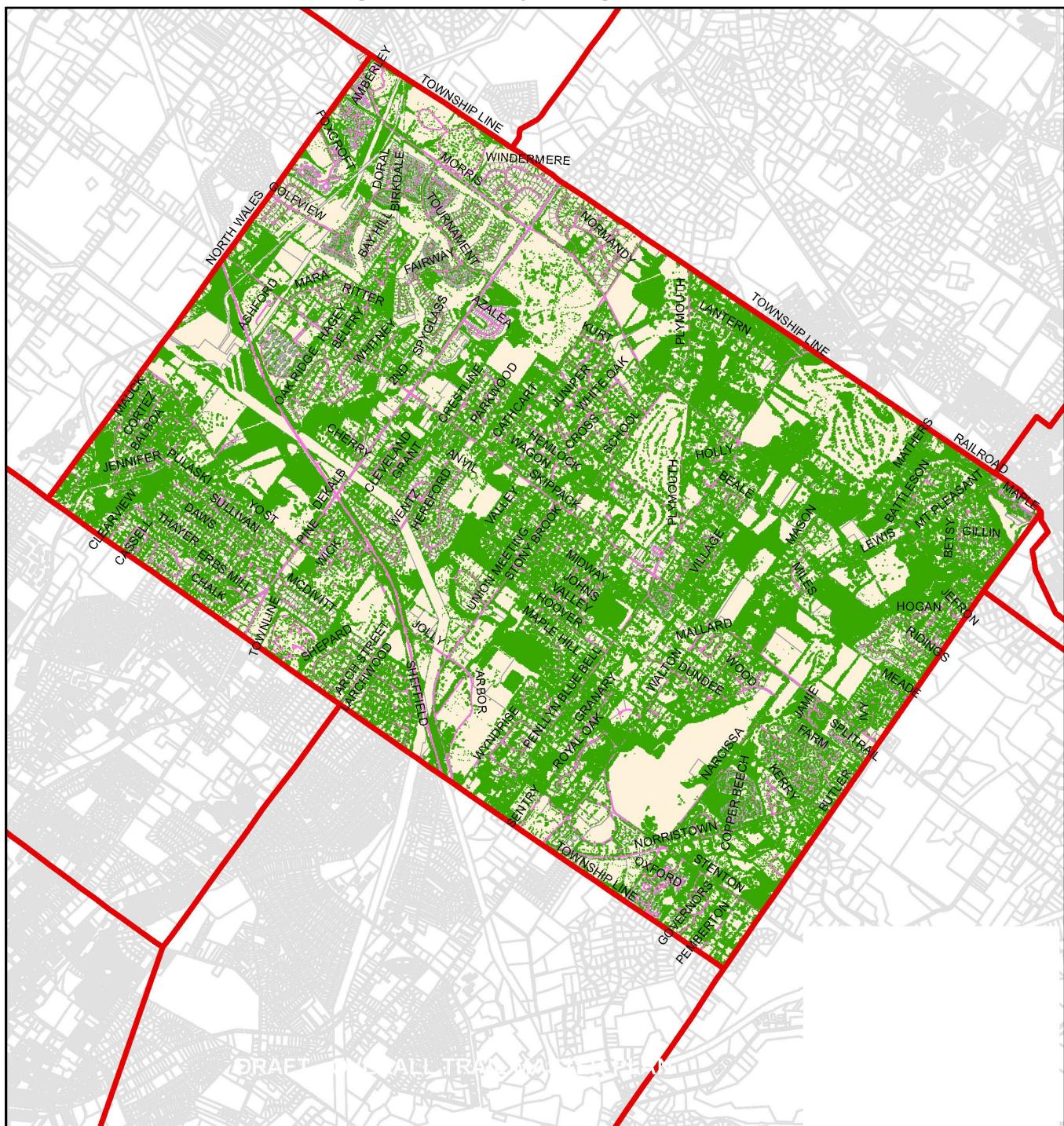


Figure 2-15: Whitpain Vegetative Cover



VEGETATION

WHITPAIN TOWNSHIP COMPREHENSIVE PLAN

MONTGOMERY COUNTY PENNSYLVANIA

SC# 14083.10

0 0.2 0.4 0.8 1.2 1.6 Miles



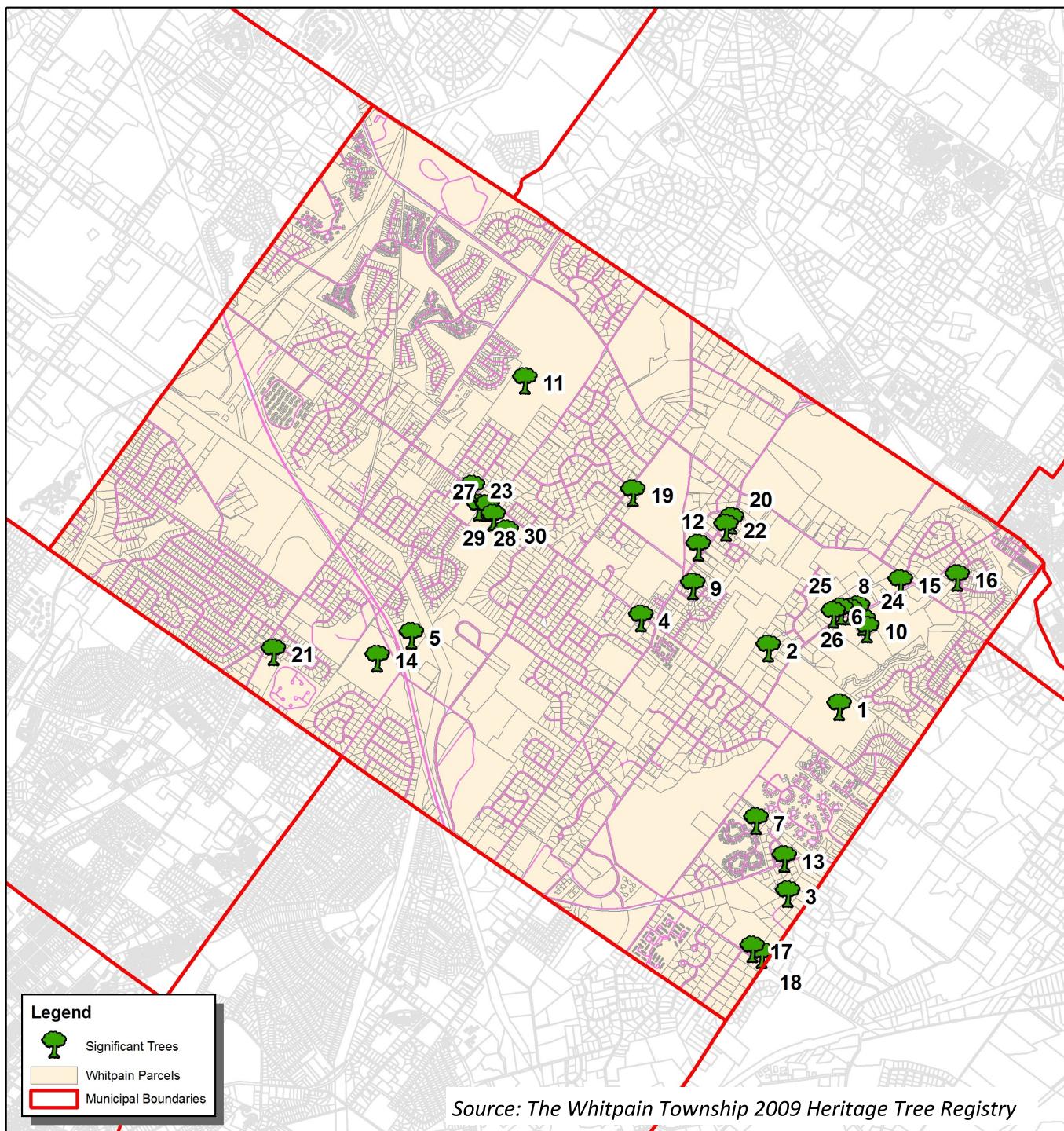
SIMONE
COLLINS
LANDSCAPE
ARCHITECTURE
119 EAST LAFAYETTE STREET
NORRISTOWN, PA 19401
WWW.SIMONECOLLINS.COM

Table 2-29
Significant Trees

Key	Tree Species	Location
1	Sycamore	Prophecy Creek Park
2	Red Oak	795 Lewis Lane
3	White Oak	1301 Butler Pike
4	Sycamore	630 Skippack Pike
5	Pignut Hickory	Wentz Run Park
6	Osage Orange	525 Lewis Lane
7	White Oak	1200 Narcissa Road
8	Copper Beech	525 Lewis Lane
9	Sycamore	760 Penllyn-Blue Bell Pike
10	Sycamore	560 Lewis Lane
11	Pin Oak	Montgomery Co. Community College
12	Ash	515 Penllyn-Blue Bell Pike
13	Black Cherry	225 Kerry Lane
14	Norway Spruce	Mermaid Lake
15	American Elm	353 Lewis Lane
16	Butternut	19 Betsy Lane
17	River Birch	Oak Lane Day School
18	Sycamore	Oak Lane Day School
19	Copper Beech	510 School Road
20	Red Oak	560 Penllyn-Blue Bell Pike
21	Sycamore	1664 DeKalb Pike
22	White Oak	590 Penllyn-Blue Bell Pike
23	Ash	Skippack Pike & Wentz Road
24	Eastern Hemlock	560 Lewis Lane
25	Tulip Poplar	525 Lewis Lane
26	Swamp Maple	525 Lewis Lane
27	Shagbark Hickory	Wentz Run Park
28	Red Oak	Wentz Run Park
29	Ironwood	Wentz Run Park
30	Silver Maple	905 Valley Road

Source: The Whitpain Township 2009 Heritage Tree Registry

Figure 2-16: Whitpain Significant Trees



SIGNIFICANT TREES

WHITPAIN TOWNSHIP COMPREHENSIVE PLAN

MONTGOMERY COUNTY PENNSYLVANIA

SC# 14083.10

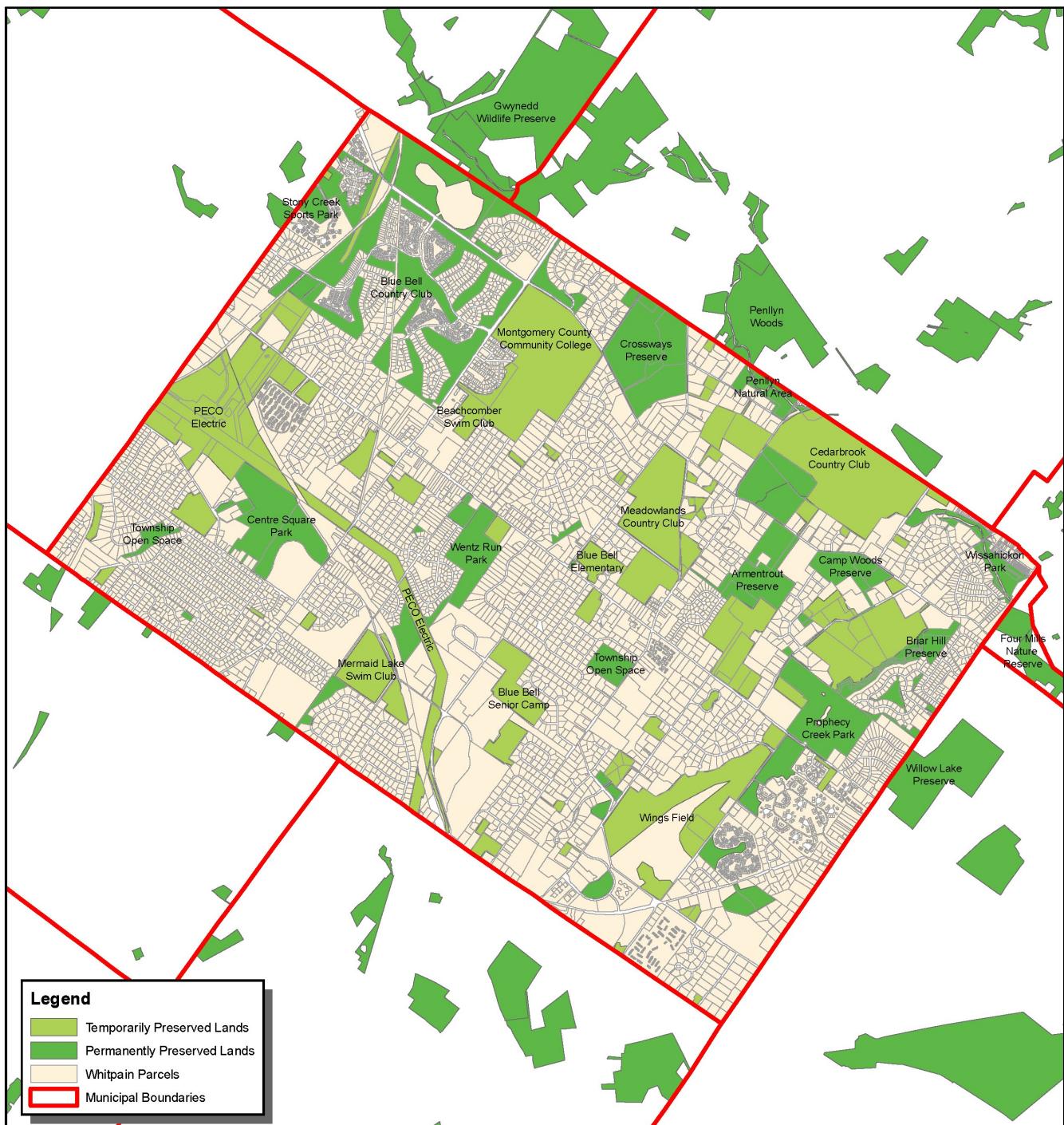
0 0.25 0.5 1 Miles



SIMONE
COLLINS
LANDSCAPE
ARCHITECTURE
119 EAST LAFAYETTE STREET
NORRISTOWN, PA 19401
www.simonecollins.com

2. Planning Context

Figure 2-17: Whitpain Protected Resource Map



PROTECTED LANDS

WHITPAIN TOWNSHIP COMPREHENSIVE PLAN

MONTGOMERY COUNTY PENNSYLVANIA

SC# 14083.10



SIMONE
COLLINS
LANDSCAPE
ARCHITECTURE
119 EAST LAFAYETTE STREET
NORRISTOWN, PA 19401
www.simonecollins.com

0 0.3 0.6 1.2 Miles

Tree cover around riparian areas help improve water quality by cooling water, filtering sediments, and preventing erosion. Wooded lands make up approximately 13% of the Township, the second highest land cover behind only single family detached residential. Much of the existing wooded land in the Township is located within stream corridors. Other pockets of wooded areas exist in the areas of Route 476, Wentz Run Park, Armentrout Preserve, Crossways Preserve, Cedarbrook Country Club, Briar Hill Preserve, Centre Square Park, as well as other smaller clusters throughout the Township (Figure 2-15).

The Township's total Urban Tree Canopy (UTC) was recently calculated by Davey Resource Group in 2012. The UTC includes tree canopy coverage from wooded lands as well as individual trees on both public and private lands in the Township was recently calculated to be 43.0% (3,537.64 acres). The average UTC for metropolitan areas as recommended by American Forests for cities east of the Mississippi River is 40.0%. The potential UTC for Whitpain Township was calculated to be 80.4%. This area is a sum of the current Township canopy tree canopy plus its previous land cover. This potential UTC is as an ambitious goal for the Township. The report recommends that the township prioritize the protection of its existing tree canopy, look for opportunities to correct imperious surface to tree planting area, and increase the planting of riparian areas. For more information on the study please visit www.whitpaintownship.net/pds/tree.canopt.pdf

In 2009 the Whitpain Township Shade Tree Commission developed a heritage tree registry that identifies 30 trees in the Township that are considered highly important and a priority for preservation. These trees are either Pennsylvania Champion trees, Pennsylvania Champion candidates, or identified as having significant size, age or being a rare and unusual species.

2. Planning Context

The general location of these significant trees are identified in Figure 2-16 and are described in Table 2-29.

Whitpain was also recently named a 2014 tree city by the Arbor Day Foundation. The designation recognizes Whitpain's commitment to urban forest management, environmental improvement, and a high level of tree care. The Township has held this prestigious designation for 20 consecutive years.

2.9 Protected Lands

The 2005 Open Space Preservation Plan for Whitpain Township identifies the many permanently and temporarily preserved lands in the Township. These land include Township owned parks and open space as well as lands permanently preserved by the Wissahickon Valley Watershed Association, lands protected through restrictive covenants, utility owned lands, schools, and other recreation facilities.

Township Lands

Wentz Run Park

Wentz Run Park is located directly adjacent to the Whitpain Township building. The park is 50 acres in size and has many athletic facilities and park amenities including three baseball/softball fields, two soccer fields, two basketball courts, four tennis courts, a 1.75 mile walking trail, one sand volleyball court, two horseshoe pits, a tot lot, a gazebo, a concession stand with restrooms, a picnic pavilion, and parking areas. The park is home to many of the Township's youth and adult recreation leagues.

Centre Square Park

Centre Square Park opened in September of 2015. The park is 96.3 acres and includes seven sports fields, a dog park, walking trails, a sophisticated above and below ground stormwater management system, a state of the art irrigation system, and parking facilities. The Township is currently in the process of applying for funding to design and construct a series of nature based playgrounds throughout the park.



Trails at Centre Square Park

Stony Creek Sports Park

The Stony Creek Sports Park is 11.65 acres in size and is located on North Wales Road in the northwestern portion of the Township. The park features a full sized roller hockey rink, a basketball court, a playground, one full sized multi-purpose athletic field, and associated parking facilities. The hockey rink, basketball courts, and multi-purpose field all contain lighting to accommodate evening activities.

West Side Park

This park, opened in 1995, is located in the West Ambler neighborhood at the intersection of West Maple Street and Oak Street. The small 0.12 acre park is a tot lot that contains a multiuse play structure, swings, and two spring riders for children up to age 10.

West Side Courts

The West Side basketball courts are also located in the West Ambler neighborhood at the intersection of West Maple Avenue and Mount Pleasant Avenue. The small facility contains two basketball hoops.

The Township parks department also maintains several other open spaces primarily used for passive recreation. These

2. Planning Context

include Armentrout Preserve, Erbs Mill Park, Prophecy Creek Park.

Armentrout Preserve

Armentrout preserve is a 66 acre natural area located on Beale Road off of Penllyn Blue Bell Pike. The land was acquired in 1997 through a grant from the Montgomery County Open Space program. 20 acres of the tract are owned by the Wissahickon Valley Watershed Association while the remainder is preserved by Whitpain Township. Whitpain Township takes responsibility for maintenance of the preserve which contains Willow Run, a small tributary to the Wissahickon Creek. The land includes both woodland and farm features that serve as a habitat for many important plant and wildlife species. The preserve also contains several unpaved loop trails for walkers and horseback riders. The trails link to other trails within the nearby Camp Woods Preserve. Picnic tables, interpretive signage, and a gravel parking area are also features of the park. Armentrout Preserve is adjacent to Camp Woods Preserve and just northwest of Prophecy Creek Park and Briar Hill Preserve.

Erbs Mills Park

Erbs Mill Park is a small 2.1 acre park located at the intersection of Erbs Mill Road and Thayer Drive. The park is a neighborhood park that features a large open lawn area for multipurpose activities, several benches, trash receptacles, and a mowed stormwater management detention basin. The park is surrounded by several type of shade and evergreen trees and is surrounded entirely by residences.

Prophecy Creek Park

The primary access to the 82.4 acre Prophecy Creek Park is located at the intersection of Skippack Pike and Narcissa Road. The access road leads to a parking area utilized by the Manor



Armentrout Preserve

House at Prophecy Creek Park which uses the natural beauty of the park to create a picturesque setting for weddings and events. The Manor House estate and barn serve as a symbol of the Township's history. The Manor House is located just adjacent to a pond that is fed by the Prophecy Creek, which meanders through the park before it connects to the Wissahickon Creek. The remainder of the 82.5 acre property is meadow and successional fields which are maintained by the Township as needed. Prophecy Creek Park also contains the largest sycamore tree in Whitpain. The tree was planted in 1736 and was recognized in 2009 as a Pennsylvania Champion Tree.



Prophecy Creek Park

Prophecy Creek Park is open to residents from dawn to dusk however it does not currently provide any trails for visitors. Trails have been proposed throughout the park as part of the park master plan completed in 2009. The Township trails master plan completed in 2013 also proposes a connection through Prophecy Creek Park from the Wings Field Trail to Briar Hill Preserve and the Green Ribbon Trail. The park also includes a portable toilet and a water fountain near the parking area. The park is directly south of Briar Hill Preserve.



Pedestrian Bridge at Prophecy Creek Park

Wissahickon Valley Watershed Association (WVWA) Lands

Briar Hill Preserve

Briar Hill Preserve is made up of several pieces of land totaling approximately 48.1 acres in size. The preserve, owned and maintained by the WVWA contains mostly wooded uplands along with meadow, wetlands, and floodplain. Prophecy Creek runs through the preserve providing important plant and wildlife habitats. The visitor access to the preserve is from Prophecy Creek Park to the south. The preserve contains two compact earth loop trails for visitors. Visitors must use restroom and parking facilities at the adjacent Prophecy Creek Park.

2. Planning Context

Camp Woods Preserve

Camp Woods Preserve is a 68 acre area of land located off of Morris Road just west of Lewis Lane. The land is entirely wooded and is one of the largest remnant of northern deciduous forest in the region. The preserve home to many native plant species and has great natural beauty and contains several loop trails for visitors. Access to the preserve is via a parking area on Mason Drive and also from trails within the adjacent Armentrout Preserve. Camp Woods preserve is also historically significant as it was given its name during the Revolutionary War following the Battle of Germantown in 1777 when the Continental Army encamped in the area. The nearby Dawesfield estate (Camp Morris) served as George Washington's headquarters and is listed on the National Register of Historic Places.

Crossways Preserve

This 57 acre property was acquired by WVWA in 1997. The preserve is located off of Cathcart Road between Morris Road and Township Line Road North. Crossways Preserve contains one of the highest number of native plant species of all the WVWA preserves and is home to many species of birds, insects, amphibians, and other wildlife. The property includes a 1.5 mile walking and equestrian trail for visitors. A small parking area is located at the end of the preserve's access road located off of Cathcart Road. Crossways preserve is just west of Penllyn Woods in Lower Gwynedd Township and north of the Meadowlands Country Club.

Penllyn Natural Area

Penllyn Natural Area is a 25.6 acre area of land that is primarily wooded and riparian habitat. The preserve is located on the Wissahickon Creek on the northern boundary of the Township adjacent to Penllyn Woods in Lower Gwynedd Township. The only available visitor parking is along the shoulder of Penllyn

Blue Bell Pike across from Cedarbrook Country Club. The preserve contains a loop trail and a short section of the Green Ribbon Trail.

Blue Bell Country Club

Blue Bell Country Club is an 18 hole golf course with a driving range and full service club house. The golf course was developed as required deed restricted open space as part of the surrounding gated community development. The surrounding residential community consists of 849 town, carriage, and single family homes. Residents of the community have access to Homeowner's association land consisting of the golf course dining facilities, as well as six tennis courts, a fitness center, a 25 meter swimming pool, and a community center. The club's homeowner's association is currently in the process of building a new recreation facility for private use by residents of the gated community.

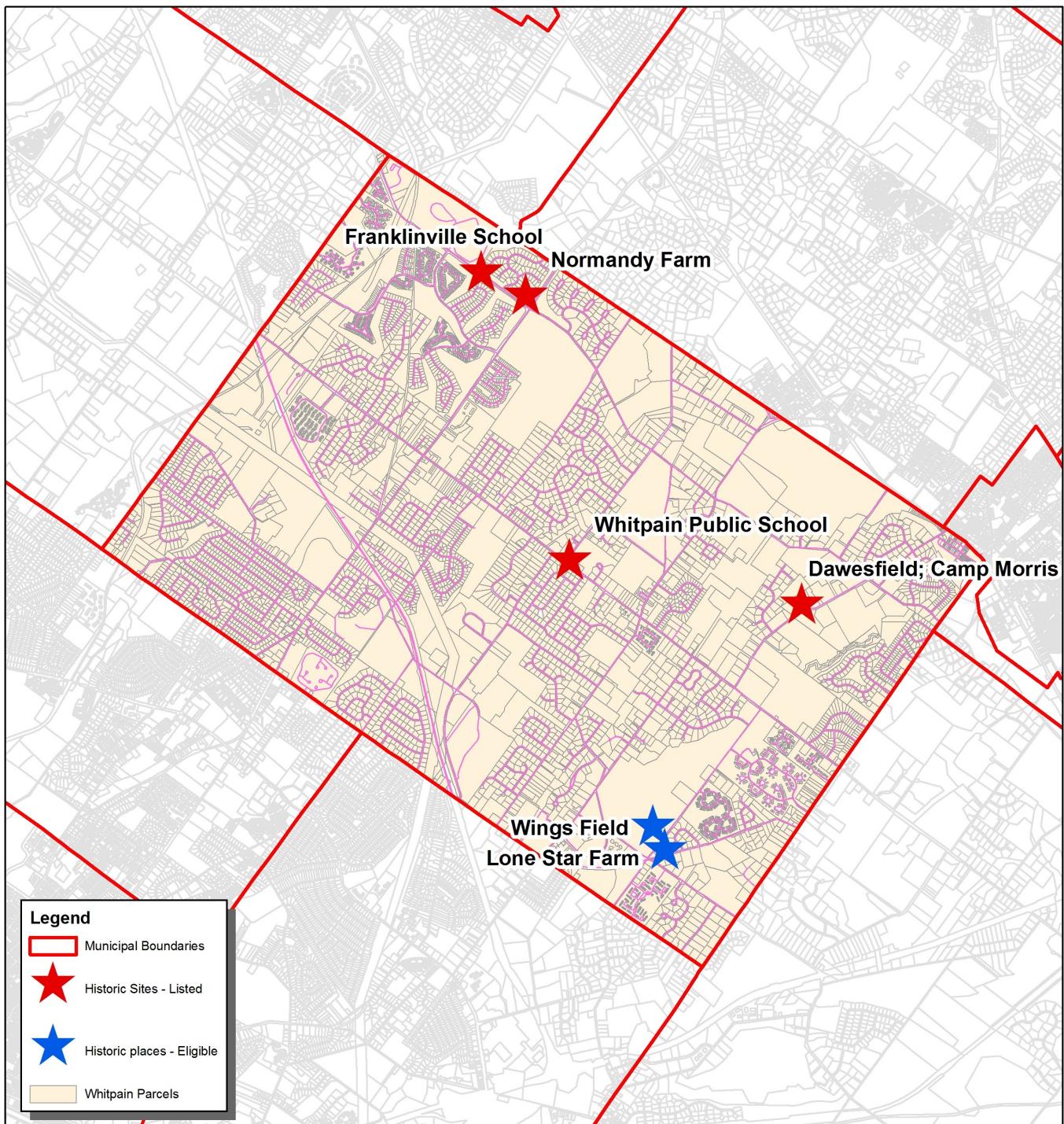
Meadowlands Country Club

Founded in 1950, Meadowlands is an 18 hole golf course on approximately 125 acres off of Plymouth Road, Morris Road, Boehms Church Road, and School Road. Other amenities include tennis courts, dining facilities, a swimming pool, and a playground. The Meadowlands property provides a scenic woodland habitat, attractive viewsheds, as well as the headwaters of Willow Run, a tributary to the Wissahickon Creek. The property provides an important piece of open space within the Township

Homeowners Association Lands

Some land in the Township has been permanently dedicated by developers to meet open space requirements for residential subdivisions. This common open space is intended to be shared by owners of the residential community. In these cases,

Figure 2-18: Whitpain Historic Resources



HISTORIC SITES

WHITPAIN TOWNSHIP COMPREHENSIVE PLAN

MONTGOMERY COUNTY PENNSYLVANIA

SC# 14083.10

0 0.4 0.8 1.6 Miles



SIMONE
COLLINS
LANDSCAPE
ARCHITECTURE
119 EAST LAFAYETTE STREET
NORRISTOWN, PA 19401
www.SimoneCollins.com

homeowner's associations (HOA's) are established to maintain and oversee the common space.

Temporarily Protected Lands

Temporarily protected lands are lands that currently serve as open space but could be developed in the future due to a change in property ownership or other circumstances that Whitpain Township cannot control. Examples of temporarily protected lands in Whitpain include golf courses, private recreation facilities, Wings Field, school properties, and utility owned lands.

Private Recreation Facilities

In addition to the Meadowlands Country Club and Blue Bell Country Club, Whitpain Township has two other golf courses: Cedarbrook Country Club (188 acres) and the Mermaid Lake Golf Club which is a 9 hole, par 3 course. The Cedarbrook and Mermaid Lake are currently zoned as Park and Recreation.

Other private recreation facilities in Whitpain include swim clubs, day camps, senior camps, and private sports fields. Many of these facilities provide some undeveloped open space are also zoned park and recreation.

School properties

While not technically open space, schools do provide informal "open space". Wissahickon School District properties in Whitpain include Blue Bell Elementary School (19.97 Ac.), Shady Grove Elementary School (25.48), and Stony Creek Elementary School (22.93 Ac.). Private Schools include St. Helena's (35.0 Ac.), Centre Square Montessori Schoolhouse (1.33 Ac.), and Montgomery County Community College (183.75 Ac.). All of these schools have some open space and recreation facilities available to the community.

2. Planning Context

Wings Field

Wings Field is located on approximately 217 acres with a portion of the property utilized for aviation facilities and much of the remaining land undeveloped. The air field is privately owned and operated. While the undeveloped lands are not publically accessible, they do provide open land “benefits” to residents.

Table 2-30
Resources Listed on National Register

Resource	Address	Year Built
Franklinville School	1701 Morris Road	1858
Whitpain Public School	799 Skippack Pike	1895
Normandy Farm	1451 Morris Road	1832
Dawesfield; Camp Morris	Lewis Lane	c1735

Source: National Register of Historic Places

Table 2-31
Resources Eligible for National Register

Resource	Address	Year Built
Lone Star Farm	234 Norristown Road	C1800; c1930
Wings Field	1501 Narcissa Road	c1927

Source: National Register of Historic Places

PECO owned lands

As mentioned earlier in this report, PECO owns a large stretch of property in the southwestern side of the Township that accommodates their overhead transmission lines and associated substation. This land could provide opportunities for the Township to incorporate trail connections from the nearby residences to adjacent municipalities other trails in the area. Again, while not official open space, the PECO expanses do provide green areas with long views across the Township.

2.10 Historic Resources

Whitpain Township is one of the oldest municipalities in Montgomery County and its' history is symbolized by the four remaining villages of Broad Axe, Blue Bell, Centre Square, and West Ambler. These villages have thrived for many years and represent the foundation of the community's character.

Aside from the rich history of the Township's four villages, Whitpain also has four individual properties listed on the National Register, which is an official list of the Nation's historic places worth preserving. These properties are listed in Table 2-30.

The Township also has two properties identified as eligible for the National Register. These properties are listed in Table 2-31. Franz House, Tomlinson House and Gormly House, which were all located on Dekalb Pike, were eligible for the National Register, but these structures were recently demolished. Locations of listed properties and eligible properties are shown on the Whitpain Historic Resources Map, Figure 2-18.

In all, Whitpain has 186 historically significant resources. The complete list of these historic resources in the Township, as compiled by the Comprehensive Plan Committee, can be found in the appendix of this report. The Township should continue to

2. Planning Context

protect the remaining resources and encourage adaptive reuse of these facilities where feasible. Where these historic resources cannot be saved, the Township should make efforts to look for and record date stones during demolition.

2.11 Energy and Resource Conservation / Sustainability

Whitpain Township has strived to be a leader of sustainability and energy conservation. The Township has recently appointed their first ever sustainability coordinator who will continue to lead the efforts to find ways the Township and its residents can reduce energy consumption and costs while it protects the environment. The Township received a sustainability award from the Greater Valley Forge Transportation Management Association (GVFTMA) in September, 2014. Whitpain Township was one of only four municipalities to receive the award. The award recognizes Whitpain Township for its efforts in transportation demand management. The Township once again received this award in September, 2015 when it was one of seven municipalities to receive this recognition.

Stormwater management represents one of the other major sustainability efforts in the Township. Recent stormwater management efforts such as basin retrofitting and stormdrain stenciling are discussed in the stormwater management section of this report.

Light emitting diodes (LED) have become a standard in the lighting industry as they provide longer life and higher energy efficiency than traditional incandescent lighting. The Township has begun to gradually upgrade their traffic signals to LED bulbs to capitalize on their energy saving

benefits.

The Township should evaluate their zoning ordinances to ensure that they promote and encourage future development that utilizes sustainable and energy saving practices such as Leadership in Energy Efficient Design (LEED) criteria. The Township should also enhance their community outreach and education of residents about energy saving and sustainable practices.

Despite these achievements and efforts towards a sustainable community, the Township currently does not have a formalized sustainability plan that would document its sustainability goals and objectives and make them available to the community.

2.12 Municipal Government / Finance

Whitpain Township funds its services and government through the use of a General Fund and a capital reserve fund. Revenue for the general fund is derived from four major sources: earned income tax, real estate tax, local services tax (EMS), and deed transfer tax. The Township does not assess a business or mercantile tax. In terms of property tax rates, Whitpain Township charges a total millage of 3.20 which, based on the average residential assessment of \$226,000 equates to an average township tax bill of \$723 or \$60.25 per month. The Township uses this revenue to fund services such as police and fire protection, emergency medical services, road maintenance, emergency management and response, engineering services, code enforcement, land use/planning/zoning control, environmental protection, staff counselling, and parks and open space management. Whitpain Township's millage rate is the 5th lowest in Montgomery County.

2. Planning Context

The total local tax bill, based on an average residential assessment of \$226,000 is broken down in Table 2-32.

Regarding Whitpain's General Fund budget, the projected gross revenue for 2015 is \$13,089,682 which is consistent with the 2014 revenue of \$13,179,167. The Township's Capital Reserve Fund had a 2015 beginning balance of \$7,147,194. Budgeted capital expenditures for 2015 equaled \$6,640,900 and include \$2,050,000 worth of bridge and road construction projects as well as sidewalk improvements in West Ambler and regional water quality enhancements.

Table 2-32
Total Local Tax Bill

Entity	Millage	Dollar Amount
Wissahickon School District	17.925	\$4,051
Whitpain Township	3.20	\$723
Montgomery County	3.152	\$712
Total		\$5,486

Source: Whitpain Township



Vision and Goals

3.1 Vision Statement

Whitpain is a community that embraces the future while cherishing our heritage. We will continue to be recognized for our diversity, fiscal responsibility, and leadership in resource conservation. We shall never waver in our collective commitment to ensuring public safety and enhancing the quality of life of all our fellow citizens.

The Vision of Whitpain Township serves as the basis for this plan. This Comprehensive Plan strives to serve as a guide toward maintaining this vision and enhancing the quality of life in the Township .

3.2 Goals

To realize this vision, Goals were established under the following categories:

1. Transportation
2. Land Use
3. Parks and Open Space
4. Energy and Resource Conservation
5. Economic Development
6. Community Facilities and Services

3. Vision and Goals

7. Historic Preservation
8. Compatibility with Adjacent Municipalities

Goals were developed and listed under each category below to inform the recommendations of this plan. These goals generally reflect the desires of the community as was represented by the project committee, Township officials, and residents as expressed throughout the planning process.

1. Transportation

- Implement traffic safety, operational, and capacity improvements throughout the Township.
- Enhance pedestrian and bicycle mobility and connectivity throughout the Township.
- Encourage the use of alternative means of transportation.
- Improve access to and use of public transportation.
- Minimize vehicular access points on major roadways.
- Pursue private, municipal, state, and federal funding opportunities to implement required transportation improvement projects.
- Continue to coordinate regional improvements with PennDOT, DVRPC, Montgomery County, and surrounding municipalities and update residents to the status of these projects.

2. Land Use

- Promote and enhance the Township's four village areas through a program of thoughtful redevelopment that includes performance and design standards.
- Promote multi-family housing and mixed uses in and around

the villages.

- Redevelop vacant or underutilized properties near village areas.
- Create guidelines / design plan for future development in village areas and other potential redevelopment areas.
- Review zoning ordinances to ensure they accommodate development scenarios desired in Village areas.
- Coordinate and plan with adjacent municipalities and regional planning agencies.

3. Parks and Open Space

- Protect and enhance Whitpain's natural resources.
- Continue to expand / enhance the Township park and open space system to meet the recreational needs of residents.
- Continue to monitor the status of at-risk open space parcels and develop strategies for acquisition and/or preservation.
- Promote park, open space and trail facilities to inform residents of recreational opportunities in the Township.

4. Energy and Resource Conservation

- Develop a Township-wide sustainability program.
- Promote and implement alternative means of transportation and other Transportation Demand Management (TDM) strategies where possible.
- Promote utilization of energy conservation strategies and sustainable practices.
- Continue Township infrastructure upgrades that conserve energy and valuable Township resources.

3. Vision and Goals

- Educate residents about sustainability and energy saving opportunities and strategies.
- Work with MCCC to develop joint sustainability initiatives.
- Promote water conservation strategies and best management practices.
- Continue to develop stormwater management and TMDL strategies to plan for a changing environment including changes in temperature, flooding, and plant species changes.

5. Economic Development

- Maintain a high quality of life in the Township to attract visitors and retain employees and residents.
- Continue to enhance and maintain the Township's four village areas.
- Seek to diversify the Township's economy to provide a wide range of businesses, retail, and entertainment opportunities for residents and visitors.
- Promote and encourage development of retail and entertainment uses that capture local and regional market gaps.
- Develop a marketing plan for the Township's four villages.
- Create gateway improvements at Broad Axe Village and West Ambler Village.

6. Community Facilities and Services

- Continue to expand and enhance the mix of services and facilities to meet the current and future needs of residents.
- Continue to monitor and upgrade infrastructure systems to

ensure they do not negatively impact the community.

- Provide a wide variety recreational opportunities and facilities to residents.
- Offer high quality public safety and emergency services to meet and exceed the demand of the community.
- Increase public safety as needed to account for increased pedestrian activity in areas of new development.

7. Historic Preservation

- Embrace the future of the Township while cherishing its heritage.
- Preserve historic character of Whitpain's village areas.
- Protect and preserve important historic structures and facilities throughout the Township.
- Promote redevelopment that is compatible with Whitpain's historic and cultural resources.
- Develop an on-site and web based interpretive signage system highlighting the Township's historic resources and sites.

8. Compatibility with Adjacent Municipalities

- Work closely with adjacent municipalities to consistently plan transportation improvements including both roadways infrastructure and pedestrian / bicycle trails.
- Work with adjacent municipalities to ensure any development in adjacent communities does not negatively impact Whitpain.
- Work closely with adjacent municipalities to promote and enhance Whitpain's villages, specifically the West Ambler and

3. Vision and Goals

Broad Axe Villages that lie in multiple municipalities.

- Coordinate the Township's efforts with the Montgomery County Comprehensive Plan—Montco 2040: A Shared Vision.



Recommendations



The recommendations are intended as a guide toward achieving the vision and goals of this plan. The recommendations are a direct result of ideas generated by the project committee and through the public participation process. These summary recommendations are expanded upon and prioritized as individual action items in Chapter 5.



It is recommended that the comprehensive plan committee meet twice a year to monitor the progress of the of the plan recommendations and continually reassess the plan's implementation priorities in light of changing conditions and emerging issues.

4.1 Transportation

- 4.1.1 Implement traffic safety, operational, and capacity improvements throughout the Township.
- 4.1.2 North Wales Road/Skippack Pike – Widen and provide left turn lanes on all four approaches with additional widening along the North Wales Road and restriping of Skippack Pike. Signal upgrades are also recommended.
- 4.1.3 Centre Square Development – Two new signals, one along Skippack Pike and one along DeKalb Pike with associated frontage and intersection improvements in addition to, or in conjunction with associated PennDOT projects.

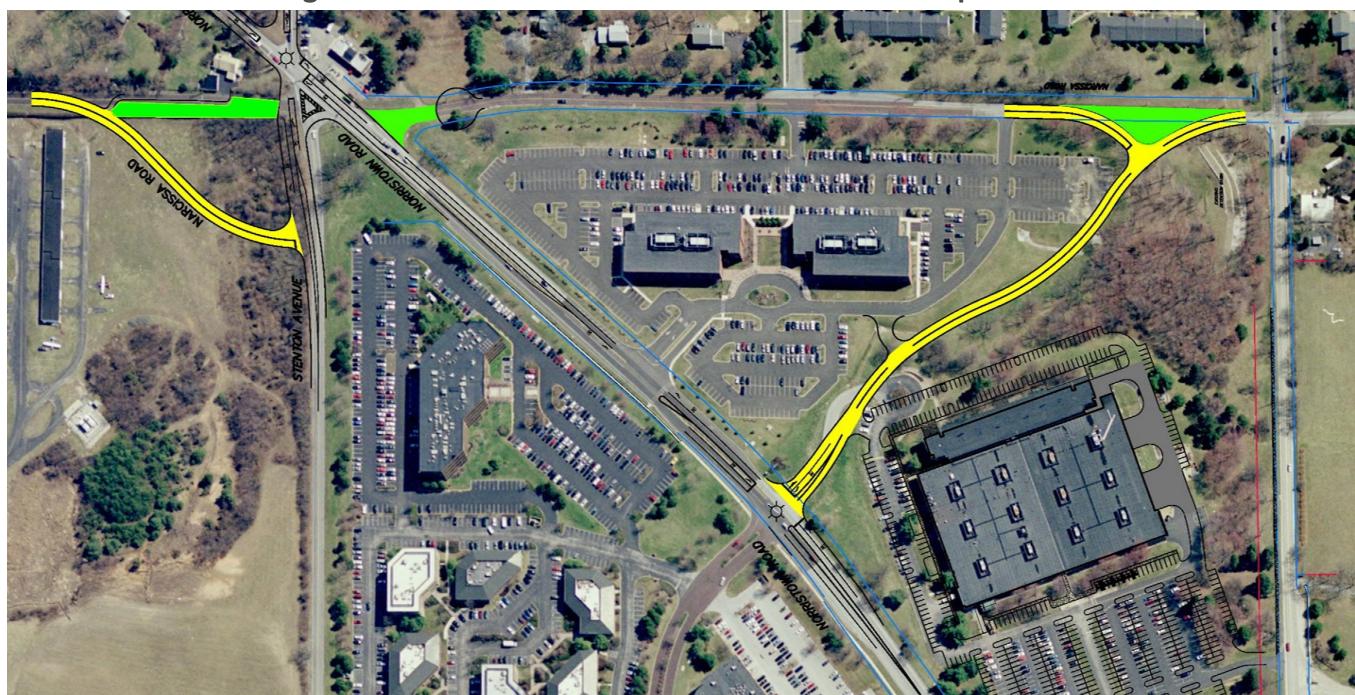
4. Recommendations

- 4.1.4 Skippack Pike and Butler Pike—Provide separate right-turn lane on the southbound approach of Butler Pike and widening along the western side of Skippack Pike.
- 4.1.5 Township Line Road, west of Swedesford Road—Provide safety and drainage improvements.
- 4.1.6 Township Line Road and Union Meeting/Jolly Road – Township Line Road realignment, side by side left turn lanes on Township Line Road, extension of right turn lane on Jolly Road, and dual left turn lanes from Union Meeting.
- 4.1.7 Skippack Pike and Union Meeting Road/School Road – Widening Skippack Pike, lane configuration changes, and signal expansion to include School Road intersection.
- 4.1.8 Jolly Road and Arch Street Road – Construction of a left turn lane for westbound Jolly Road and construction of a right turn lane for northbound Arch Street Road. Possible intersection realignment at Mermaid Swim Club property.
- 4.1.9 5-Points: Township Line Road (South)/Walton Road/Norristown Road – Revise the alignment to remove the eastern leg of Township Line Road from the intersection, resulting in a conventional four-legged intersection. A new signal will then be installed at the new intersection between Norristown Road and realigned Township Line Road (Figure 4-0).
- 4.1.10 6-Points: Norristown Road/Stenton Avenue/Narcissa Road – Revise the alignment to create a four-legged intersection that will remain signalized or become a roundabout. T-intersections will then be created with the Narcissa Road approaches that will be realigned away from the main intersection. As part of this process, a new signal will be installed at the Norristown Road/Narcissa Road intersection that will intersect with Sentry Parkway West (Figure 4-1).

Figure 4-0: 5 Points Intersection Recommended Improvements



Figure 4-1: 6 Points Intersection Recommended Improvements



4. Recommendations

4.1.11 Township Line Road South – Widen Township Line Road to provide a multi-lane cross-section between Union Meeting Road and 5-Points intersection at Walton Road for additional through and auxiliary lanes.

4.1.12 Walton Road/Stenton Avenue – Realignment of the western leg of Walton Avenue should be investigated along with the potential installation of a traffic control signal. The eastern leg of Stenton Avenue should be reevaluated as part of the 6-Points project.

4.1.13 Skippack Pike from Centre Square Shopping Centre to School Road/Union Meeting Road – Continuation of a three to four lane cross-section from the shopping center where the US 202 improvements are to terminate, easterly through the Wentz Road/Parkwood Road intersection realignment, easterly to tie into the Skippack Pike and Union Meeting Road/School Road improvements.

4.1.14 Union Meeting and Jolly Roads – Extension of right turn lane for westbound Jolly Road turning on to northbound Union Meeting Road.

4.1.15 Morris Road/Lewis Lane/Mt. Pleasant Avenue – Potential realignment of the intersection to improve area traffic flow including installation of a traffic control signal and dedicated left turn lanes along Morris Road.

4.1.16 Morris Road and Plymouth Road/School Road – Provide separate left-turn lanes along the Morris Road approaches.

4.1.17 Meadowlands Area – Roadway and drainage improvements to Plymouth Road intersections with Boehms Church Road and Penllyn Blue Bell Pike.

4.1.18 Montgomery County Community College – Proposed signal at the Morris Road access.

4.1.19 West Ambler Revitalization Project—Extension of Tennis Avenue from Railroad Avenue to Maple Avenue, widening of Ambler Alley, and removal of the northern section of Ambler Avenue with Maple Avenue. Restrict Railroad Avenue between Mt. Pleasant Avenue and Oak Street to one-way eastbound due to sight distance concerns at the intersection of Railroad Avenue and Mt. Pleasant Avenue.

4.1.20 Pulaski Drive Bridge (over central branch of Stony Creek) improvements.

4.1.21 Yost Road Bridge (over central branch of Stony Creek) replacement.

4.1.22 Jolly Road Bridge (over Mermaid Run) improvements.

The locations of all the above traffic improvement projects are shown on Figure 4-2.

4.1.23 Enhance pedestrian and bicycle mobility and connectivity throughout the Township.

Whitpain Township should continue to update its trail plan to examine opportunities for on-road bicycle routes, sidewalk improvements, and additional connections to areas in the Township that are not being served by the current trail plan. Examples of important connections and improvements within the Township that should be further examined include:

- Connections from Broad Axe Village to West Ambler, the Ambler rail station, Wings Trail, Prophecy Creek Park, and Blue Bell village.
- Connections from Centre Square Village to MCCC, Whitpain Township building, Wentz Run Park, Centre Square Park, and Beach Comber Swim Club.
- Connections to Camp Woods Preserve.

4. Recommendations

- Connections to residential neighborhoods.
- Additional connections to adjacent municipalities.
- Important on-road commuter and recreational bicycle routes.
- Lighted trails for commuters.
- Development of a wayfinding system to safely and efficiently direct trail users and pedestrians throughout the Township.
- Identification of important trail details such alignment locations, user types, anticipated user volume, trail surface types, trail widths, access points, trailheads, trail amenities, and implementation priorities and strategies.
- Identification of possible improvements to enhance ADA accessibility throughout the Township to the greatest extent possible.
- Include crosswalks, curb ramps, pedestrian signals, bicycle lanes and other means to improve pedestrian mobility wherever possible.

The Township should also examine its ordinances to ensure that all new development and redevelopment include sidewalks to enhance the overall pedestrian network in the Township.

4.1.24 Encourage the use of alternative means of transportation.

4.1.25 Improve access to and use of public transportation.

Whitpain officials should initiate discussions with SEPTA to explore a bus route along Skippack Pike. This route would accommodate an underserved area in the center of the Township and would also help link Centre Square, Blue Bell, and Broad Axe Villages. The route would also benefit Montgomery County Community College. Beyond Whitpain Township, this route could connect to two popular business districts nearby: Bethlehem Pike in Flourtown (Springfield

Recommended Traffic Improvements Map



MCM A HON

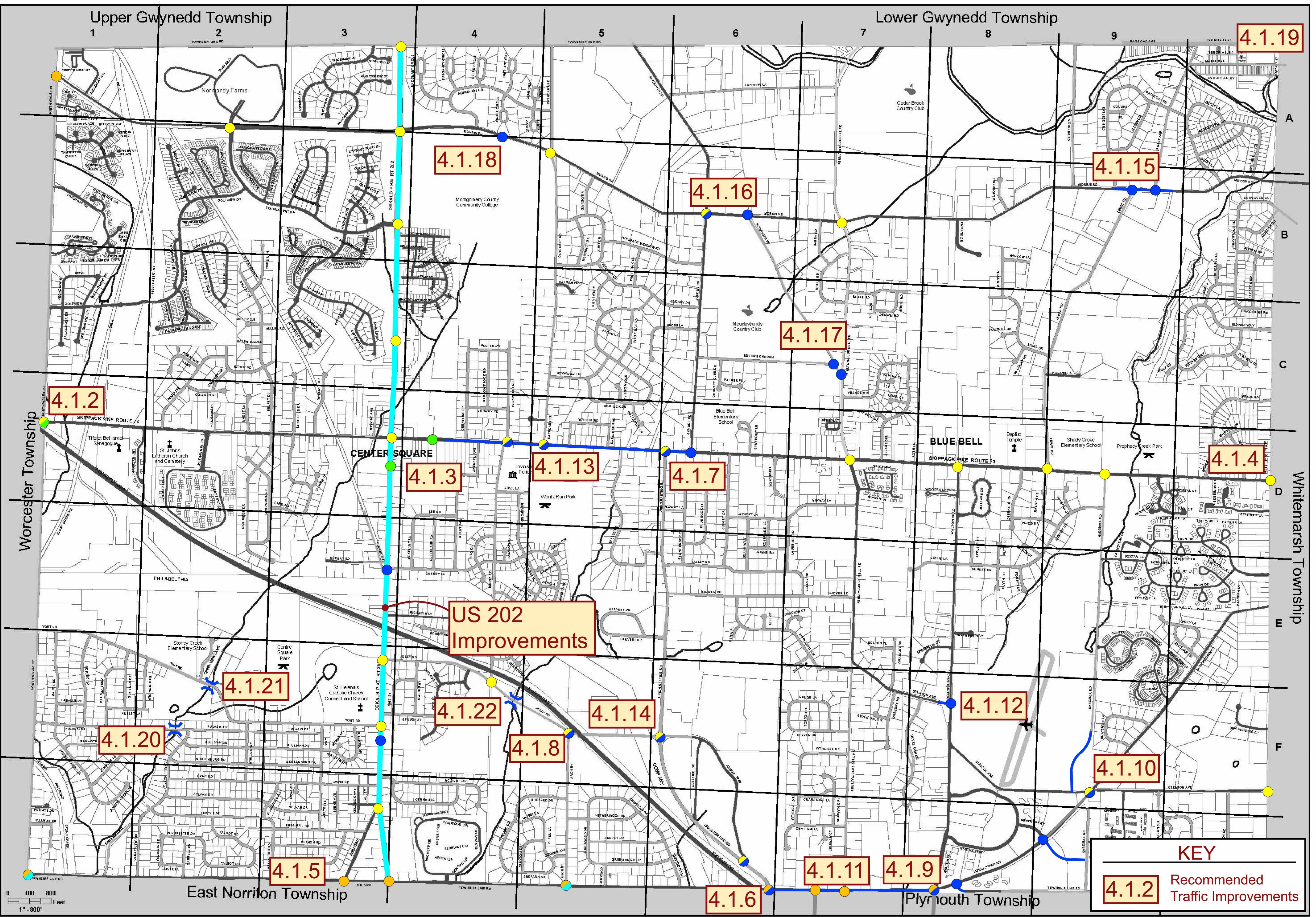


Legend

- Churches
- Schools
- Airports
- Country Clubs
- Parks
- Municipal Building
- Whitpain Township Signals (27)
- Signals Maintained by Others (9)
- TIP Projects
- "Other" Current Projects
- Planned Future Projects (includes 3 local bridges)

Note: Base data shown from Whitpain Township Street Map prepared by:

ARRO
649 North Lewis Road
Limerick, PA 19468
(610) 495-1206



4. Recommendations

Township) and Germantown Avenue in the Chestnut Hill (City of Philadelphia).

- 4.1.26 Minimize vehicular access points on major roadways.
- 4.1.27 Pursue private, municipal, state, and federal funding opportunities to implement required transportation improvement projects.
- 4.1.28 Continue to coordinate regional improvements with PennDOT, DVRPC, Montgomery County, and surrounding municipalities and update residents to the status of these projects.
- 4.1.29 Continue to strongly support the on-going construction of the US 202-600 project by PennDOT.

4.2 Land Use

Because Whitpain Township is almost completely built out, future development focused on the redevelopment of underutilized properties. Much of this redevelopment will be focused around the Township's four villages where underutilized and older properties or older developments have been identified, old office locations will also likely see redevelopment. The Township has identified these areas as having a potential to be redeveloped to include mixed uses such as medium to high density residential and retail to promote more walkable, neighborhood type villages. To achieve this, the Township should develop Master Plans for the Broad Axe, Blue Bell, and Centre Square villages in order to set specific design and redevelopment goals such as mixed uses. It will also be important for the Township to develop design guidelines for the villages to help shape the appearance and style of future development and notify potential developers and stakeholders of the Township's intentions in these areas.

Reexamination of the Township's zoning ordinances will also be

needed for these areas and make any revisions necessary to allow developments that are consistent with village redevelopment the goals. Strategies to achieve these goals could be to include various building incentives or implementation of more restrictive zoning measures in these areas such as requirements for pedestrian facilities common use areas adjacent to roadways and allowance of mixed uses such as medium to high density residential along with retail in the village centers. In reevaluating applicable ordinances, the Township should consider development strategies that reduce driveway curb cuts within commercial areas to reduce traffic conflicts and congestion. Additionally, the Township could consider shared parking placed in the rear of the building to enhance appearances from the street and maximize land use efficiency.

The Township has already begun to implement the recommendations of the West Ambler Revitalization and Action Plan. These recommendations should continue to be implemented and should be reevaluated frequently to keep track of progress and set new evolving objectives in the neighborhood.

Specific land use recommendations of this plan are:

- 4.2.1 Promote and enhance the Township's four village areas through a program of thoughtful redevelopment that includes performance and design standards.
- 4.2.2 Review zoning ordinances to ensure they accommodate development scenarios desired in Village areas.
- 4.2.3 Coordinate and plan with adjacent municipalities and regional planning agencies.
- 4.2.4 Create guidelines / design plan for future development in village areas and other potential redevelopment areas.
- 4.2.5 Redevelop vacant or underutilized properties near the villages and in older office locations.

4. Recommendations

- 4.2.6 Permit and promote efficient and environmentally friendly mixed use redevelopment in the village areas and throughout the Township.
- 4.2.7 Consider development strategies that reduce driveway curb cuts in commercial areas and maximize land use efficiency through shared parking.

4.3 Parks and Open Space

Approximately 25% Whitpain's land is temporary or protected park and open space. This percentage has slightly decreased since the completion of the Township's 2006 Open Space Plan. Several parcels formerly identified as temporarily preserved are currently in the process of being developed. The Township will need to continue to monitor its temporarily protected open space and identify strategies for acquisition or permanent protection should these parcels become available. The Township has a good core park system but should look for opportunities for expansion in order to preserve its valuable open space and meet the recreational demands of the community.

- 4.3.1 Protect and enhance Whitpain's natural resources.
- 4.3.2 Continue to expand / enhance the Township park and open space system to meet the recreational needs of residents.
- 4.3.3 Continue to monitor the status of at-risk open space parcels and develop strategies for acquisition and/or preservation.
- 4.3.4 Promote park, open space and trail facilities to inform residents of recreational opportunities in the Township.
- 4.3.5 The Township should also encourage the development of small civic spaces in villages and throughout the Township where residents are not being served by neighborhood

parks. The area south of Route 73 and east Route 202 is somewhat lacking in local park space as is the area of the Township north of Route 73 and west of School Road.

4.3.6 Whitpain should enhance public outreach to inform and educate the community about the importance of open space and recreation. This outreach should also include a partnership with the three elementary schools in the Township to educate students about the importance of open space, parks, and recreation through. This could involve the use the Township parks and open space for field trips or after school programs, or outdoor classrooms. This public outreach should also include the development of a map that designates existing and proposed Township open space, parks, and trails available to residents and visitors.

4.4 Energy and Resource Conservation / Sustainability

Whitpain Township has recently been very proactive in sustainability and energy conservation initiatives. The Township should continue this leadership by further enhancing the means by which sustainability is achieved in the Township.

The Township should first develop a formal sustainability initiative or sustainability plan that defines its energy conservation goals and provides an action plan to achieve these goals. A sustainability plan would help the township set a framework for sustainability measures such as:

- Maximizing energy efficiency
- Reduction of vehicular travel and emissions
- Waste reduction

4. Recommendations

- Improved environmental and ecological stewardship
- Sustainable development
- Water conservation and management
- Healthy living and communities
- Economic benefits
- Community outreach and engagement

The Sustainability Plan should clearly identify the Township's goals and develop a specific action plan to achieve these goals.

The plan will help develop specific methods to enhance its public outreach to inform residents of the benefits of energy conservation as well as strategies for implementation. Montgomery County Community College (MCCC) has also been recognized as a leader in sustainability initiatives as they have received several sustainability awards and begun to implement energy saving measures throughout the campus. This presents an opportunity for the Township and the College to work as partners to develop strategies for sustainability that provide benefits for both entities.

The plan should further analyze strategies for improved sustainability through development including the implementation of energy conservation and sustainable design incentives in the Township zoning and land development ordinances. Incentives could include specific development bonuses for height or residential density in exchange for inclusion of green building measures such as those required by LEED standards. As the Township takes steps towards redeveloping its villages, incorporating environmentally friendly development will be critical to the long term success of these neighborhoods.

The Township has recently taken an important step towards improving its sustainability by appointing a Township sustainability coordi-

nator to help oversee energy conservation initiatives in the Township and to keep the Board of Supervisors attuned to the various strategies being implemented. The Township recently passed a resolution to authorize an inter-municipal agreement with other Montgomery and Philadelphia County municipalities and wastewater treatment plant operators for the development of a plan for an alternate total maximum daily load for the Wissahickon Creek Watershed. The Township could further consider the addition of a sustainability committee to assist in public outreach dealing with energy conservation measures in the community. Sustainability recommendations include:

- 4.4.1 Develop a Township-wide sustainability master plan with specific benchmarks for township-wide sustainability enhancements.
- 4.4.2 Promote and implement alternative means of transportation and other Transportation Demand Management (TDM) strategies where possible.
- 4.4.3 Promote utilization of energy conservation strategies and sustainable practices.
- 4.4.4 Promote water conservation strategies and best management practices
- 4.4.5 Continue Township infrastructure upgrades that conserve energy and valuable Township resources.
- 4.4.6 Educate residents about sustainability and energy saving opportunities and strategies.
- 4.4.7 Work with MCCC to develop joint sustainability initiatives.
- 4.4.8 Examine opportunities to promote shared parking with associated stormwater management facilities and other environmentally friendly infrastructure.

4. Recommendations

Table 4-1. Overall Market Recommendations for Centre Square, Broad Axe, and Blue Bell Villages

Market	Demand?	# of Stores	Store Space (SF)
Retail - Locally-Serving	Yes		
Hardware Store	Yes	1	4,000
Specialty Food Store	Yes	5/6	24,000
Beer/Wine/Liquor Store	Yes	2/3	10,000
Cosmetics/BeautySupply Store	Yes	1	2,000
Optical Goods Store	Yes	1	1,300
Gift/Novelty/Souvenir Store	Yes	2/3	6,000
Laundromats	Yes	2	4,000
Dry Cleaners	Yes	3	6,000
Retail - Regionally-Serving	Yes		
Furniture Stores	Yes	1/2	8,000
Home Furnishing Stores	Yes	4/5	15,000
Garden Center	Yes	1	10,000
Jewelry Stores	Yes	2	4,000
Specialty Sporting Goods Stores	Yes	3/4	10,000
Hobby Store	Yes	3/4	10,000
Sewing Stores	Yes	1	2,000
Musical Instrument Stores	Yes	1/2	4,000
Full-Service Restaurants	Yes	4/5	30,000
Drinking Places serving Food	Yes	2/3	14,000
Office	No		
Entertainment	Yes		
Visual Arts Center (with Studios)	Yes		
Performance Venue	No		
Bowling Alley (Small)	Yes		
Dance Studio	No		
Yoga Studio	Yes		

4.4.9 Develop a riparian buffer ordinance and tree protection / replacement ordinance to help protect Township watersheds.

4.4.10 Continue to work with adjacent and nearby municipalities to positively affect stormwater management issues.

4.5 Economic Development

As a basis for understanding the economic forces at work in the Township's 4 villages, an economic analysis was undertaken of the village areas. Three villages (Centre Square, Broad Axe and Blue Bell) were examined in 2015 as a part of the Comprehensive Plan Study. West Ambler Village as analyzed in 2012 as a part of the West Ambler Revitalization and Action Plan. Major recommendations of that plan are included in the appendix of this report. The entire West Ambler Revitalization and Action Plan was previously adopted as a part of the Whitpain Comprehensive Plan. Those economic development recommendations focus on redevelopment and new development of residential units.

Whitpain's economy has benefited from its prominent location just northwest of Philadelphia and with its' close proximity major area highways. The Route 202 corridor and Route 73 corridor serve as the Township's main commercial areas. Because of Whitpain's location, healthy commercial corridors, and array of community facilities, the median housing value in Whitpain has risen to \$426,000 which is \$130,500 higher than the County median and higher than all of its neighboring municipalities except Lower Gwynedd Township. These high housing costs can make home ownership in Whitpain difficult to achieve for some lower income families. In order to serve these families, Whitpain could consider the addition of higher density rental units in or near its four villages. The best opportunities for new housing in the villages exists in West Ambler Village. Its largely residential character and its proximity to downtown Ambler make it a strong residential redevelopment area.

4. Recommendations

In Broad Axe, Blue Bell, and Centre Square Villages, the addition of retail facilities that fill gaps in both the local and regional markets as identified by the Market Assessment for these three villages should be explored by the Township. Retail uses identified by the study that would fill gaps in the local market in Whitpain include:

- Small hardware store
- Specialty food store
- Beer, wine, and liquor store
- Cosmetics and beauty store
- Optical goods store
- Gift, novelty, and souvenir store, and
- Laundromat

Retail uses identified by the study that would fill gaps in the regional market include:

- Furniture stores
- Computer and software store
- Garden center
- Specialty sporting goods store
- Hobby stores
- Musical instrument store
- Sewing store
- Full-service restaurants
- Drinking places serving food

The Township should promote the development of these types of businesses types to fill the gaps in the markets to expand on the variety of retail services offered to the community. The summary table for Centre Square, Blue Bell, and Broad Axe Villages can be found in Table 4-1. The complete Market Assessment for these three villages can be found in the appendix of this report. Summary

recommendations for West Ambler Village are also found in the Appendix of this report.

The Township should also consider developing a marketing plan for the villages. The marketing plan could encourage area residents to “shop and dine locally” at the walkable locations. For West Ambler Village, marketing efforts should focus on single family and multi-family residential developers. The West Ambler effort should be a multi-municipal effort with Ambler Borough and perhaps Upper Dublin, which cover a small part of the redevelopment area. Additionally, both Broad Axe Village and West Ambler Village serve as “gateways” to Whitpain. This should be considered when evaluating potential signage, landscaping, and streetscape improvements.

- 4.5.1 Maintain a high quality of life in the Township to attract visitors and retain employees and residents.
- 4.5.2 Continue to enhance and maintain the Township’s four village areas.
- 4.5.3 Seek to diversify the Township’s economy to provide to provide a wide range of businesses, retail, and entertainment opportunities for residents and visitors.
- 4.5.4 Promote and encourage development of retail and entertainment uses that capture local and regional market gaps.
- 4.5.5 Develop a marketing plan for the Township’s four villages.
- 4.5.6 Create gateway improvements at Broad Axe Village and West Ambler Village.

4.6 Community Facilities and Services

- 4.6.1 Continue to expand and enhance the mix of services and facilities to meet the current and future needs of residents.

4. Recommendations

Community services are an important for maintaining residents and attracting visitors. These facilities should remain consistent with the needs of the community as it changes over time. The Township should evaluate its community services to respond to the current and future needs of the Township.

4.6.2 Continue to monitor and upgrade infrastructure systems to ensure they do not negatively impact the community.

As Whitpain's utility infrastructure continues to age and reach the end of its expected life span, the Township will need to allocate funds to account for replacement of these facilities. Township officials should continue to monitor the effectiveness of these facilities and budget as appropriate for future repairs.

4.6.3 Provide a wide variety recreational opportunities and facilities to residents.

Recreational trends are constantly evolving. The Township should continuously evaluate its recreational facility supply and community demand to determine where gaps exist in both quantity and types of facilities. Over time some facilities may become less desirable and others will become more desirable. The Township should attempt to stay ahead of these trends. The Township should look at locations of recreational facilities to ensure that all neighborhoods in the Township have safe access to local recreational areas.

4.6.4 Offer high quality public safety and emergency services to meet and exceed the demand of the community.

The ability of the Township's emergency services to respond efficiently and effectively to emergencies is critical to the well being of those in the community. The Township will need to allocate funding for equipment upgrades and replacement as these existing resources become less effective.

4.6.5 Increase public safety as needed to account for increased

pedestrian activity in areas of new development.

As redevelopment occurs, the Township will need to evaluate its public safety to meet the changing demand. Areas such as Centre Square Village are expected to see considerable redevelopment that will increase activity and ultimately create a need for increased police monitoring.

4.6.6 Enhance public outreach of the Township's emergency services to further strengthen their relationship with the community.

Public outreach by the Township's emergency services is extremely important as it can help educate residents on how these services operate and how residents can help them run more efficiently and effectively and maximize safety within the Township. Public outreach is already an important part of these services. A focus should be to enhance the outreach where possible including additional sponsored events, school programs, informational booths, educational seminars, and partnerships with other Township organizations and employers.

4.6.7 Examine the opportunities to reduce the number of trash haulers in the Township to improve efficiency and help reduce pollution and noise in residential neighborhoods.

4.7 Historic Preservation

The Pennsylvania Historical and Museum Commission identifies 186 historically significant resources in Whitpain. The Township should seek to maintain and enhance these resources where possible through necessary renovation or adaptive reuse. Any design guidelines developed for the four village areas should be sensitive to historic resources in those areas.

4. Recommendations

The Township should also consider interpretive signage where feasible to educate the community about the Township's history and its remaining historic resources. The Township should continue to collaborate with the Wissahickon Valley Historical Society and other community groups to organize tours of Whitpain's historically significant resources and events that celebrate the Township's history. The Township should also partner with local schools to educate students about the important history of their community. This partnership could include school projects or research assignments that mutually benefit the schools, students, and the Township.

- 4.7.1 Embrace the future of the Township while cherishing its heritage.
- 4.7.2 Preserve historic character of Whitpain's village areas.
- 4.7.3 Protect and preserve important historic structures and facilities throughout the Township.
- 4.7.4 Promote redevelopment that is compatible with Whitpain's historic and cultural resources.
- 4.7.5 Develop an on-site and web based interpretive signage system highlighting the Township's historic resources and sites.
- 4.7.6 Partner with local schools to educate students about Whitpain's rich local history.
- 4.7.7 Examine standards to preserve existing neighborhood character to enhance their desirability.

4.8 Compatibility with Adjacent Municipalities

- 4.8.1 Work closely with adjacent municipalities to consistently plan transportation improvements including both roadways infra-

structure and pedestrian / bicycle trails.

- 4.8.2 Work with adjacent municipalities to ensure any development in adjacent communities does not negatively impact Whitpain.
- 4.8.3 Work closely with adjacent municipalities to promote and enhance Whitpain's villages, specifically the West Ambler and Broad Axe Villages that lie in multiple municipalities.
- 4.8.4 Coordinate the Township's efforts with the Montgomery County Comprehensive Plan—Montco 2040: A Shared Vision.

MONTCO 2040: A SHARED VISION, The Comprehensive Plan for Montgomery County

The new Montgomery County Comprehensive Plan outlines a multitude of goals to be achieved over the next 25 years. Many of these goals that are consistent with the goals of Whitpain Township include:

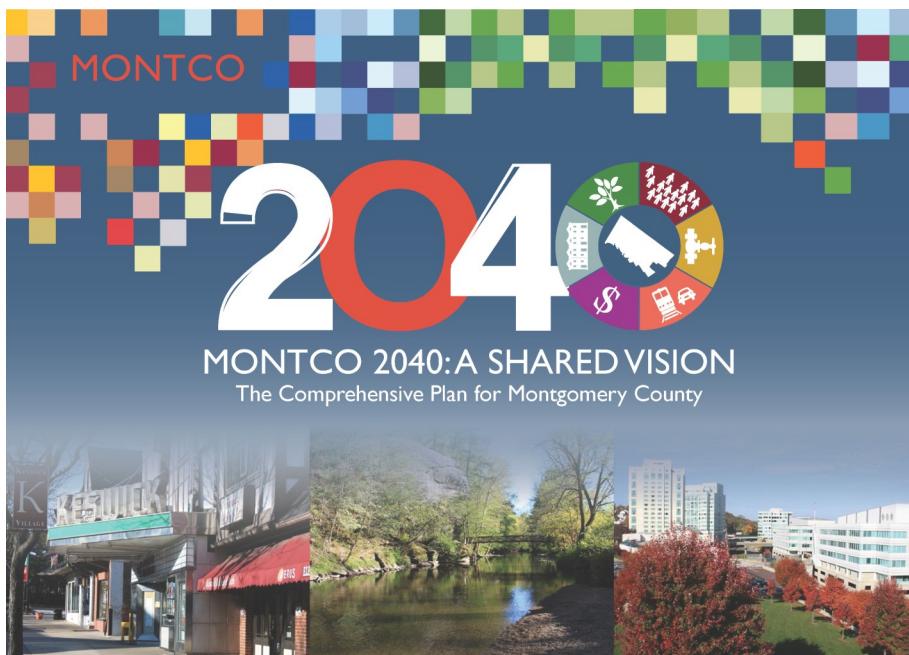
- Opportunities of for healthy lifestyles
- Diverse housing choices
- Strong downtowns and destinations
- Enhanced Community Character
- Focused Development
- Connected Trails and Greenways
- Conserved Natural Resources
- Improved Transportation Choices
- Modernized Infrastructure Network
- Improved Transportation Access
- Improved Stormwater Management

4. Recommendations

- Marketing of Assets

As part of the plan's overall vision, several specific improvement projects in and around Whitpain are identified. These projects include the Route 202 widening project, the 476 and Route 202 interchange, and improvements to the Gwynedd Valley rail station consisting of an expanded parking area, signage, lights, landscaping, and stormwater controls. The plan identifies just 9% of the county as future growth area that is currently undeveloped. 51% of the land in the county is identified as future growth area that is already developed. Much of Whitpain's land falls into the second category of developed land with potential for future redevelopment.

Major coordination items with the municipalities adjacent to Whitpain include transportation improvements and improvements at Broad Axe and West Ambler Village. The Township should work with its adjacent municipalities to ensure consistent transportation improvements and to ensure that ant development in adjacent municipalities does not negatively impact Whitpain. Additionally, Whitpain should partner with its neighbors to develop a multi-municipal trail network and discuss other pedestrian improvements needed to better link the municipalities.



Montgomery County, Pennsylvania 2015

Armentrout Preserve

OPEN SPACE PROTECTED FOR PUBLIC USE

*Funded by the Montgomery County
Open Space Program
and Whitpain Township*

PRESERVE OPEN SUNRISE TO SUNSET

Whitpain Township Park System

Implementation

5.1 Action Plan

The Action Plan provides a program for Whitpain Township and other stakeholders to utilize toward achieving the vision and goals of the Comprehensive Plan. The action plan is organized into 4 implementation tables with priorities, and responsibilities for action. Some recommendations can be achieved easily with little cost while others require extensive coordination, planning, and funding. It is expected that over time, priorities will change and some recommendations may become more important while others will become less important.

The Implementation Table includes a 'Time Frame' that can be used as a guide to assist the Township in making decisions about the prioritizing capital investments for the implementation of these recommendations.

The Comprehensive Plan Committee has decided that it should continue as a standing advisory committee of the Township to periodically review the progress of Comprehensive Plan implementation and advise the Board of Supervisors in writing in this regard. The committee should meet twice a year in April and October. The committee should keep the Board of Supervisors advised as to funding opportunities that are available that may help to fund plan recommendations. Also, in order to maintain a youthful presence on the committee, it is recommended that two (2) high school students, a junior and senior be full members of this committee. The Board of

5. Implementation

Supervisors should appoint new members / replacement members to the committee as necessary.

'Potential Funding Sources' are also identified in the Implementation Table. These sources include numerous county, state, and federal programs, which are competitive and require careful planning for success. The Township and other potential applicants should be-

5.1. Transportation

Recommendations		Time Frame: Short, Medium, Long term)	Responsible Entity	Possible Funding Source	Costs: Low: < \$100k Medium: <\$500k High: >\$500k
5.1.1	Implement traffic safety, operational, and capacity improvements throughout the Township.	On going	Whitpain Township, PennDOT, Private Sector	Whitpain Township, FHWA, DVRPC, PennDOT	High
5.1.2	North Wales Road/Skippack Pike	Short Term	Whitpain Township, PennDOT	Funded	Medium
5.1.3	Centre Square Development	Short Term	Private Sector	Funded	High
5.1.4	Skippack Pike/Butler Pike	Short Term	Whitpain Township	Funded	High
5.1.5	Township Line Road, west of Swedesford Road	Short Term	Whitpain Township	Funded	Medium
5.1.6	Township Line Road and Union Meeting/Jolly Road	Medium Term	Whitpain Township, Private Sector	Act 209 Impact Fee, Multi-Modal Transportation Fund, Congestion Mitigation and Air Quality	Medium
5.1.7	Skippack Pike and Union Meeting Road/School Road	Medium Term	Whitpain Township, Private Sector	Act 209 Impact Fees, Multi-Modal Transportation Fund, Congestion Mitigation and Air Quality	High
5.1.8	Jolly Road and Arch Street Road	Long Term	Whitpain Township, Private Sector	Act 209 Impact Fees, Multi-Modal Transportation Fund, Congestion Mitigation and Air Quality	Medium
5.1.9	5-Points: Township Line Road (South)/Walton Road/Norristown Road	Long Term	Whitpain Township, Private Sector, PennDOT	Act 209 Impact Fees, Multi-Modal Transportation Fund, Congestion Mitigation and Air Quality	High
5.1.10	6-Points: Norristown Road/Stenton Avenue/Narcissa Road	Long Term	Whitpain Township, PennDOT	Act 209 Impact Fees, Multi-Modal Transportation Fund, Congestion Mitigation and Air Quality, Transportation Alternatives Program	High

5.1. Transportation

Recommendations		Time Frame: Short, Medium, Long term)	Responsible Entity	Possible Funding Source	Costs: Low: < \$100k Medium: <\$500k High: >\$500k
5.1.11	Township Line Road South	Long Term	Whitpain Township, Private Sector	Act 209 Impact Fees, Multi- Modal Transportation Fund, Congestion Mitigation and Air Quality	High
5.1.12	Walton Road and Stenton Avenue	Long Term	Whitpain Township, PennDOT	Act 209 Impact Fees, Multi- Modal Transportation Fund, Congestion Mitigation and Air Quality	High
5.1.13	Skippack Pike Corridor from Center Square Shopping Center to Union Meeting Road/School Road	Long Term	Whitpain Township, PennDOT	Act 209 Impact Fees, Multi- Modal Transportation Fund, Congestion Mitigation and Air Quality	High
5.1.14	Union Meeting and Jolly Roads	Medium	Whitpain Township, Private Sector	Private Sector	Medium
5.1.15	Morris Road/Lewis Lane/Mt. Pleasant Avenue	Long Term	Whitpain Township, PennDOT	Act 209 Impact Fees, Multi- Modal Transportation Fund, Congestion Mitigation and Air Quality	High
5.1.16	Morris Road and Plymouth Road/School Road	Medium Term	Whitpain Township, PennDOT	Act 209 Impact Fees, Multi- Modal Transportation Fund, Congestion Mitigation and Air Quality	Medium
5.1.17	Meadowlands Areas	Long Term	Whitpain Township, Private Sector	Multi-Modal Transportation Fund, Congestion Mitigation and Air Quality	Medium
5.1.18	Montgomery County Community College Access on Morris Road	Short Term	Whitpain Township, Private Sector	ARLE Grant by MCCC	Medium
5.1.19	West Ambler Revitalization Project	On going	Whitpain Township, Private Sector	Multi-Modal Transportation Fund, Congestion Mitigation and Air Quality, Community Conservation Partnerships Program	Medium
5.1.20	Pulaski Drive Bridge (over central branch of Stony Creek)	Short & Medium Term	Whitpain Township, PennDOT	Whitpain Township, PennDOT	High
5.1.21	Yost Road Bridge (over central branch of Stony Creek)	Short & Medium Term	Whitpain Township	Whitpain Township, PennDOT	High
5.1.22	Jolly Road Bridge (over Mermaid Run)	Short & Medium Term	Whitpain Township, PennDOT	Whitpain Township, PennDOT	High
5.1.23	Enhance pedestrian and bicycle mobility and connectivity throughout the Township	Short & Medium Term	Whitpain Township, DCNR, DVRPC	Whitpain Township, DCNR, DVRPC-TCDI, CFA, PennDOT, SEPTA, CFA	Medium
5.1.24	Encourage the use of alternative means of transportation	Medium Term	Whitpain Township, Local Employers	Whitpain Township, DCNR, DVRPC-TCDI, CFA, PennDOT, SEPTA, CFA	Medium
5.1.25	Improve access to and use of public transportation	Medium Term	Whitpain Township, SEPTA, Local Employers	Whitpain Township, DVRPC- TCDI, Private Sector, SEPTA, CFA	High
5.1.26	Minimize vehicular access points on major roadways	On going	Whitpain Township, PennDOT, Private Sector	Whitpain Township, Private Sector	High

5. Implementation

5.1. Transportation

Recommendations		Time Frame: Short, Medium, Long term)	Responsible Entity	Possible Funding Source	Costs: Low: < \$100k Medium: <\$500k High: >\$500k
5.1.27	Pursue private, municipal, state, and federal funding opportunities to implement required transportation improvement projects.	On going	Whitpain Township	Whitpain Township, FHWA, DVRPC, PennDOT	High
5.1.28	Continue to coordinate regional improvements with PennDOT, DVRPC, Montgomery County, and surrounding municipalities and update residents to the status of these projects.	Short, Medium, & Long Term	Whitpain Township, PennDOT, DVRPC, Montgomery County, neighboring municipalities	Whitpain Township, FHWA, DVRPC, PennDOT	Low
5.1.29	Continue to strongly support the on-going construction of the US 202-600 project by PennDOT.	On going	Whitpain Township, PennDOT	PennDOT	High

5.2. Land Use

Recommendations		Time Frame: Short, Medium, Long term)	Responsible Entity	Possible Funding Source	Costs: Low: < \$100k Medium: <\$500k High: >\$500k
5.2.1	Promote and enhance the Township's four village areas through a program of thoughtful redevelopment that includes performance and design standards.	On going	Whitpain Township	Whitpain Township, Private Sector	NA
5.2.2	Review zoning ordinances to ensure they accommodate development scenarios desired in Village areas.	Short Term	Whitpain Township	Whitpain Township	Low
5.2.3	Coordinate and plan with adjacent municipalities and regional planning agencies.	On going	Whitpain Township, DVRPC, Montgomery County, neighboring municipalities	Whitpain Township	Low
5.2.4	Create guidelines / design plan for future development in village areas and other potential redevelopment areas.	Short Term	Whitpain Township	Whitpain Township, DVRPC - TCDI	Low
5.2.5	Redevelop vacant or underutilized properties near village areas.	Medium Term	Whitpain Township, Private Sector	Whitpain Township, Private Sector	High
5.2.6	Permit efficient and environmentally friendly mixed-use development.	Short Term	Whitpain Township	Whitpain Township	Low
5.2.7	Consider development strategies that reduce curb cuts and promote shared parking.	Short Term	Whitpain Township	Whitpain Township	Low

5.3. Parks and Open Space

Recommendations		Time Frame: Short, Medium, Long term)	Responsible Entity	Possible Funding Source	Costs: Low: < \$100k Medium: <\$500k High: >\$500k
5.3.1	Protect and enhance Whitpain's natural resources.	On going	Whitpain Township, Private Sector	Whitpain Township	NA
5.3.2	Continue to expand / enhance the Township park and open space system to meet the recreational needs of residents.	On going	Whitpain Township	Whitpain Township, DCNR, PECO, DVRPC	High
5.3.3	Continue to monitor the status of at-risk open space parcels and develop strategies for acquisition and/or preservation.	On going	Whitpain Township	Whitpain Township, DCNR, PECO	High

5.3. Parks and Open Space

Recommendations		Time Frame: Short, Medium, Long term)	Responsible Entity	Possible Funding Source	Costs: Low: < \$100k Medium: <\$500k High: >\$500k
5.3.4	Promote park, open space and trail facilities to inform residents of recreational opportunities in the Township.	Short Term	Whitpain Township	Whitpain Township	Low
5.3.5	Township should also encourage the development of small civic spaces in villages and throughout the Township where residents are not being served by public parks.	Ongoing	Whitpain Township	Whitpain Township	High
5.3.6	Whitpain should enhance public outreach to inform and educate the community about the importance of open space and recreation.	Short Term	Whitpain Township	Whitpain Township	Low

5.4. Energy and Resource Conservation / Sustainability

Recommendations		Time Frame: Short, Medium, Long term)	Responsible Entity	Possible Funding Source	Costs: Low: < \$100k Medium: <\$500k High: >\$500k
5.4.1	Develop a Township-wide sustainability program.	Short Term	Whitpain Township	Whitpain Township	Low
5.4.2	Promote and implement alternative means of transportation and other Transportation Demand Management (TDM) strategies where possible.	On going	Whitpain Township, PennDOT, SEPTA	Whitpain Township, FHWA, DVRPC, PennDOT, PennVEST	Medium
5.4.3	Promote utilization of energy conservation strategies and sustainable practices.	Medium Term	Whitpain Township, Private Sector	Whitpain Township, PECO, PennVEST	Low
5.4.4	Promote water conservation strategies and best management practices.	On going	Whitpain Township	Whitpain Township, PennVEST	High
5.4.5	Continue Township infrastructure upgrades that conserve energy and valuable Township resources.	On going	Whitpain Township	Whitpain Township, PennVEST	High
5.4.6	Educate residents about sustainability and energy saving opportunities and strategies.	Short Term	Whitpain Township	Whitpain Township	Low
5.4.7	Work with MCCC to develop joint sustainability initiatives.	Short Term	Whitpain Township, Montgomery County Community College	Whitpain Township, Montgomery County Community College	Medium
5.4.8	Examine opportunities to promote shared parking with associated stormwater management facilities and other environmentally friendly infrastructure.	On going	Whitpain Township	Whitpain Township	Medium
5.4.9	Develop a riparian buffer ordinance and tree protection / replacement ordinance to help protect Township watersheds.	Short Term	Whitpain Township	Whitpain Township	Low
5.4.10	Continue to work with adjacent and nearby municipalities to positively affect stormwater management issues.	On going	Whitpain Township, neighboring municipalities	Whitpain Township, DVRPC, William Penn Foundation, PENNVEST, Temple University	High

5. Implementation

5.5. Economic Development

Recommendations		Time Frame: Short, Medium, Long term)	Responsible Entity	Possible Funding Source	Costs: Low: < \$100k Medium: <\$500k High: >\$500k
5.5.1	Maintain a high quality of life in the Township to attract visitors and retain employees and residents.	On going	Whitpain Township	Whitpain Township	NA
5.5.2	Continue to enhance and maintain the Township's four village areas.	On going	Whitpain Township, Private Sector	Whitpain Township, Private Sector	High
5.5.3	Seek to diversify the Township's economy to provide to provide a wide range of businesses, retail, and entertainment opportunities for residents and visitors.	Short Term	Whitpain Township, Private Sector	Whitpain Township, Private Sector	High
5.5.4	Promote and encourage development of retail and entertainment uses that capture local and regional market gaps.	On going	Whitpain Township, Private Sector	Whitpain Township, Private Sector	High
5.5.5	Develop a marketing plan for the Township's four villages.	Short Term	Whitpain Township	Whitpain Township	Medium
5.5.6	Create gateway improvements at Broad Axe Village and West Ambler Village.	Medium Term	Whitpain Township, Private Sector	Whitpain Township, Private Sector, DVRPC-TCDI	Medium

5.6. Community Facilities and Services

Recommendations		Time Frame: Short, Medium, Long term)	Responsible Entity	Possible Funding Source	Costs: Low: < \$100k Medium: <\$500k High: >\$500k
5.6.1	Continue to expand and enhance the mix of services and facilities to meet the current and future needs of residents.	On going	Whitpain Township	Whitpain Township	High
5.6.2	Continue to monitor and upgrade infrastructure systems to ensure they do no negatively impact the community.	On going	Whitpain Township	Whitpain Township, PennVEST	High
5.6.3	Provide a wide variety recreational opportunities and facilities to residents.	On going	Whitpain Township	Whitpain Township	High
5.6.4	Offer high quality public safety and emergency services to meet and exceed the demand of the community.	On going	Whitpain Township	Whitpain Township, Second Alarmers	High
5.6.5	Increase public safety as needed to account for increased pedestrian activity in areas of new development.	On going	Whitpain Township	Whitpain Township	Medium
5.6.6	Enhance public outreach of the Township's emergency services to further strengthen their relationship with the community.	On going	Whitpain Township	Whitpain Township	Low
5.6.7	Examine the opportunities to reduce the number of trash haulers in the Township to improve efficiency and help reduce pollution and noise in residential neighborhoods.	Short Term	Whitpain Township	Whitpain Township	Low

5.7. Historic Preservation

Recommendations		Time Frame: Short, Medium, Long term)	Responsible Entity	Possible Funding Source	Costs: Low: < \$100k Medium: <\$500k High: >\$500k
5.7.1	Embrace the future of the Township while cherishing its heritage.	On going	Whitpain Township, Wissahickon Valley Historical Society, Private Sector	Whitpain Township	NA
5.7.2	Preserve historic character of Whitpain's village areas.	On going	Whitpain Township, Wissahickon Valley Historical Society, Private Sector	Whitpain Township	NA
5.7.3	Protect and preserve important historic structures and facilities throughout the Township.	On going	Whitpain Township, Wissahickon Valley Historical Society, Private Sector	Whitpain Township	High
5.7.4	Promote redevelopment that is compatible with Whitpain's historic and cultural resources.	On going	Whitpain Township, Wissahickon Valley Historical Society, Private Sector	Whitpain Township	Low
5.7.5	Develop an on-site and web based interpretive signage system highlighting the Township's historic resources and sites.	Medium Term	Whitpain Township, Wissahickon Valley Historical Society	Whitpain Township	Low
5.7.6	Partner with local schools to educate students about Whitpain's rich local history.	Short Term	Whitpain Township, Wissahickon Valley Historical Society	Whitpain Township	Low
5.7.7	Examine standards to preserve existing neighborhood character to enhance their desirability.	Short Term	Whitpain Township	Whitpain Township	Low

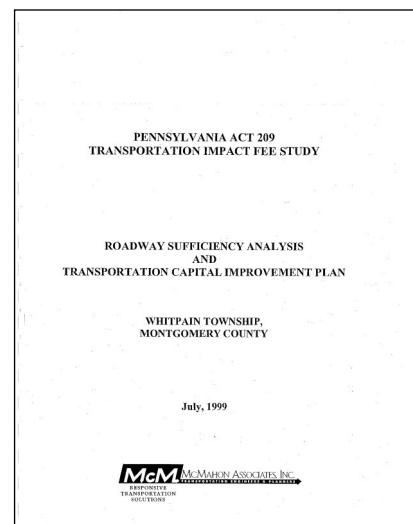
5.8. Compatibility with Adjacent Municipalities

Recommendations		Time Frame: Short, Medium, Long term)	Responsible Entity	Possible Funding Source	Costs: Low: < \$100k Medium: <\$500k High: >\$500k
5.8.1	Work closely with adjacent municipalities to consistently plan transportation improvements including both roadways infrastructure and pedestrian / bicycle trails.	On going	Whitpain Township, PennDOT, neighboring municipalities	Whitpain Township, FHWA, DVRPC, PennDOT	Low
5.8.2	Work with adjacent municipalities to ensure any development in adjacent communities does not negatively impact Whitpain.	On going	Whitpain Township, PennDOT, neighboring municipalities	Whitpain Township, PennDOT, Private Sector, neighboring municipalities	Low
5.8.3	Work closely with adjacent municipalities to promote and enhance Whitpain's villages, specifically the West Ambler and Broad Axe Villages that lie in multiple municipalities.	Short Term	Whitpain Township, PennDOT, neighboring municipalities	Whitpain Township, Ambler Borough, Whitemarsh Township, Upper Dublin Township	Low
5.8.4	Coordinate the Township's efforts with the Montgomery County Comprehensive Plan—Montco 2040: A Shared Vision.	On going	Whitpain Township, Montgomery County Planning Commission	Whitpain Township	Low

come familiar with each program's requirements. Each program is summarized in this chapter. In many cases, the Township's consultants will have experience applying for these programs and can be of assistance. The Implementation Table suggests utilizing several different funding sources for a project, where appropriate.

5. Implementation

General 'Costs' (minimal, low, medium, high) for each recommendation are estimated. These cost estimates are intended to serve as an order-of-magnitude cost estimate guideline for planning purposes. More detailed cost estimates should be prepared when the township is prepared to schedule a project. Some recommendations can be implemented using existing Township staff time and resources. Costs noted as 'minimal' might also be accomplished through a private sector land development at a particular site.



5.2 Implementation Strategies

Whitpain Township will not fund all recommended improvements and action items with local funds only. Some of the recommended improvements may be accomplished via the land development processes where improvements funded are by the private sector as off site improvements. Recommendations can be also funded through grants to the Township and its partners, leveraging funds to maximize Township improvements. State agencies such as DCNR and DCED will be important sources for design/engineering and construction funding. PennDOT should be involved with the improvement projects on state roadways.

Act 209 Transportation Impact Fee Study

Whitpain Township has conducted an Act 209 Study in the past, which complies with the requirements of the Pennsylvania Municipalities Planning Code. The Act 209 allows the Township to equitably allocate the costs associated with transportation capital improvements to provide for necessary capacity improvements between developers, the Township, and PennDOT. The Act 209 Study consists of the following three components:

- *Land Use Assumptions Report (LUAR)* that identifies areas of the Township where development can occur along with the type and size of potential development projects based on zoning dis-

tricts and regulations;

- *Roadway Sufficiency Analyses Report (RSAR)* that determines the operational capacity of selected roadway segments and intersections within the Township both without and with the potential development anticipated from the LUAR along with recommendations to meet capacity thresholds; and
- *Transportation Capital Improvement Plan (TCIP)* that summarizes the anticipated construction costs for the projects identified within the RSAR to improve capacity.

The Act 209 Study was completed in July of 1999. Since then, the Township has been working to complete various improvement projects based on a combination of fees collected by development projects along with available grants to provide for the contributions associated with the fair-share of the projects attributed to the Township and PennDOT. It is recommended that the Township update the existing study to document completed projects, modify the analyses to reflect current guidelines and regulations, and to identify new projects that would benefit the Township in the future at new intersections, which are currently not incorporated within the study, or recommendations that were not available when the study was originally conducted, such as roundabouts.

5.3 Potential Funding Sources

The Township will need to seek project partners and review opportunities for outside funding of proposed comprehensive plan projects. There are multiple funding sources from State, County, Federal, and local sources that provide grants for improvements like those identified in this plan. Examples of such sources are as follows.

Transportation Alternatives Program (TAP)

The Transportation Alternatives Program (TAP) is a Federal highway

5. Implementation

and transit funds set-aside under the Surface Transportation Program (STP) for community-based “non-traditional” projects designed to strengthen the cultural, aesthetic, and environmental aspects of the nation’s intermodal transportation system. The Transportation Enhancements (TE) funding category, which has historically funded many pedestrian and bicycle supportive projects such as streetscape improvements, was originally established by Congress in 1991 under the IS-TEA transportation authorization legislation, and was most recently affirmed as TAP under the Moving Ahead for Progress in the 21st Century Act (MAP-21).

The program seeks to provide funding for projects such as construction, planning, and design of on-road and off-road trail facilities for pedestrians, bicyclists, and other non-motorized forms of transportation. Non-motorized forms of transportation include sidewalks, bicycle infrastructure, pedestrian and bicycle signals, traffic calming techniques, lighting and other safety-related infrastructure, and transportation projects to achieve compliance with the Americans with Disabilities Act of 1990.

The application period for the most recent round of funding closed in April 2014. The next round of TAP funding has not yet been determined. The Township should continue to monitor the program as future rounds of funding are anticipated. For more information on the PA Transportation Alternative Program, visit the DVRPC website at <http://www.dvRPC.org/TA/>

Congestion Mitigation and Air Quality Improvement Program (CMAQ)

The DVRPC Congestion Mitigation and Air Quality Improvement Program (CMAQ) is another potential source for funding. Eligible projects must produce a reduction of harmful emissions related to transportation. Some examples of eligible projects for this program include congestion reduction and traffic flow improvements, bicycle and pedestrian facilities and programs, travel demand management,

carpooling and vanpooling, and public education and outreach activities. Ineligible projects include highway or transit maintenance and reconstruction projects and the construction of Single Occupancy Vehicle capacity. DVRPC has recently set aside CMAQ funds available to select counties in New Jersey starting in 2016. The Township should continue to monitor the program for future funding rounds in Pennsylvania. For more information please visit: http://www.dvRPC.org/CMAQ/pdf/DVRPC_2015_CMAQ_Program_Guidance.pdf

Delaware Valley Regional Planning Commission (DVRPC)

The DVRPC Regional Trails program with funding from the William Penn Foundation aims to capitalize upon opportunities for trail development by providing funding for targeted, priority trail design, construction, and planning projects that will promote a truly connected, regional network of multi-use trails with Philadelphia and Camden as its hub. Any Whitpain Township trail segments that are added to the Circuit would receive a priority in funding. Previous grants administered through this program required a 20% match. For information contact the DVRPC grant administrator or visit the program's website at: <http://www.dvRPC.org/RegionalTrailsProgram/>

The DVRPC Transportation and Community Development Initiative (TCDI) is intended to support growth in individual municipalities through initiatives that promote the region's long range plan, *Connections 2040 Plan for Greater Philadelphia*. The program's goals include:

- Supporting local planning projects that will lead to more residential, employment or commercial opportunities in areas designated for growth or redevelopment;
- Improving the overall character and quality of life within the region to retain and attract business and residents;
- Enhancing and utilizing the existing transportation infrastructure

5. Implementation

capacity to reduce demands on the region's transportation network;

- Reducing congestion and improving the transportation system's efficiency by promoting the use of transit, bike, and pedestrian transportation modes;
- Building capacity in our older suburbs and neighborhoods;
- Reinforcing and implementing improvements in designated Centers; and;
- Protecting our environment through growth management and land preservation.

Through fiscal years 2002-2015, DVRPC has distributed \$14.6 million to over 120 different municipalities, county governments, and nonprofits throughout the region for TCDI planning grants. The Township should continue to monitor the program for future funding rounds. For more information please visit: <http://www.dvRPC.org/TCDI/>

Pennsylvania Department of Conservation and Natural Resources (PA DCNR) - Community Conservation Partnership Program (C2P2)

The Community Recreation and Conservation Program through the PA DCNR Community Conservation Partnership Program (C2P2) provides funding to municipalities and authorized nonprofit organizations for recreation, park, trail and conservation projects. These include planning for feasibility studies, trail studies, conservation plans, master site development plans, and comprehensive recreation park and open space and greenway plans; land acquisition for active or passive parks, trails and conservation purposes; and construction and rehabilitation of parks, trails, and recreation facilities. Most of these projects require a 50% match, which can include a combination of cash and/or non-cash values.

The Pennsylvania Recreational Trails Program, also through the

C2P2 Program, awards grants to federal and state agencies, local governments, non-profit and for-profit organizations to assist with the construction, renovation and maintenance of trails and related facilities for both motorized and non-motorized recreational trail use, the purchase or lease of equipment for trail maintenance and construction and the development of educational materials and programs. These grants require a minimum 20% match, which can include a combination of cash and/or non-cash values.

Grant applications for the C2P2 program are accepted annually—usually in April. More information on this program can be found at the DCNR website: <http://www.dcnr.state.pa.us/brc/grants/indexgrantsinstruct.aspx>

Commonwealth Financing Agency (CFA) - Greenways, Trails and Recreation Program (GTRP)

Administered through the PA Department of Community and Economic Development (DCED), the Greenways, Trails and Recreation Program (GTRP) provides funding for planning, acquisition, development, rehabilitation and repair of greenways, recreational trails, open space, parks and beautification projects. The program awards up to \$250,000 per project to eligible applicants and required a local match of 15% of the total project cost. Additional information on the Greenways, Trails, and Recreation Program can be found at <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/greenways-trails-and-recreation-program-gtrp>

Department of Community and Economic Development (DCED) Multimodal Transportation Fund

The Multimodal Transportation Fund provides grants to encourage economic development and ensure that a safe and reliable system of transportation is available to the residents of the commonwealth. Funds may be used for the development, rehabilitation and enhancement of transportation assets to existing communities, streetscape,

5. Implementation

lighting, sidewalk enhancement, pedestrian safety, connectivity of transportation assets and transit-oriented development. Grants are available for projects with a total cost of \$100,000 or more and grants shall not exceed \$3,000,000 for any project. For more information please visit <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/multimodal-transportation-fund>

PennDOT Multimodal Fund

PennDOT's multimodal program seeks to improve freight and passenger mobility options, maximize benefits of capital investment in all modes of transportation, promote safety on all modes of transportation, use transportation improvements to spur economic development, and improve the effectiveness and efficiency of the transportation network. Projects eligible for funding include:

- projects that coordinate local land use with transportation assets to enhance existing communities including but not limited to: sidewalk/crosswalk safety improvements, bicycle lanes/route designation, greenways, etc.
- projects related to streetscape, sidewalk enhancement, pedestrian safety
- transit oriented development projects
- projects related to connectivity improvements

The PennDOT Multimodal fund is separate from the Multimodal Transportation Fund administered by the Pennsylvania DCED. A local match of at least 30% of the non-federal project costs is required. Upcoming deadlines and more information on the program can be found at <http://www.dot.state.pa.us/internet/web.nsf/Multimodal?OpenFrameSet>

The PennDOT Multimodal fund is separate from the Multimodal Transportation Fund administered by the Pennsylvania DCED.

Safe Routes To School (SRTS)

Administered through PennDOT, Pennsylvania's Safe Routes to School (SRTS) program makes federal-aid highway funds available to school districts, schools, municipalities, county government, and planning partners to address infrastructure projects that provide safer walking and bicycling routes. These funds are intended to benefit elementary and middle school children in kindergarten through the eighth grade.

SRTS funding is only available to municipalities, school districts, individual schools county government, and planning partners. Funding may only be used for infrastructure projects that physically exist within the public right-of-way.

Eligible projects include the planning, design, and construction of infrastructure-related projects that will substantially improve the ability of students to walk and bicycle to school, including:

- sidewalk improvements
- traffic calming and speed reduction improvements
- pedestrian and bicycle crossing improvements
- on-street bicycle facilities
- off-street bicycle and pedestrian facilities
- secure bicycle parking facilities
- traffic diversion improvements in the vicinity of schools

The next round of SRTS funding has not yet been determined. For projects that may qualify for this type of funding, the Township should coordinate with the Wissahickon School District and other private schools as needed. For more information on the PA SRTS program, please visit <http://www.saferoutespa.org/Funding/>

5. Implementation

Infrastructure-Funding/

PECO Green Region Grants (PECO)

PECO's environmental grants support organizations and initiatives whose mission is to improve the quality of our environment by promoting environmental education and conservation; preserving open spaces; protecting endangered species; and encouraging individual and organizational energy efficient efforts. Green Region grants are available to municipalities in amounts up to \$10,000. The grants can be used with other funding sources to cover a wide variety of planning and direct expenses associated with developing and implementing open space programs, including consulting fees, surveys, environmental assessments, habitat improvement, and capital improvements for passive recreation, including trails.

For additional information contact Holly Harper, Green Region program administrator, at 610-353-5587 or visit <https://www.peco.com/Community/CharitableGiving/GreenRegion/Pages/GrantDetails.aspx>.

PennVEST (Pennsylvania Infrastructure Investment Authority)

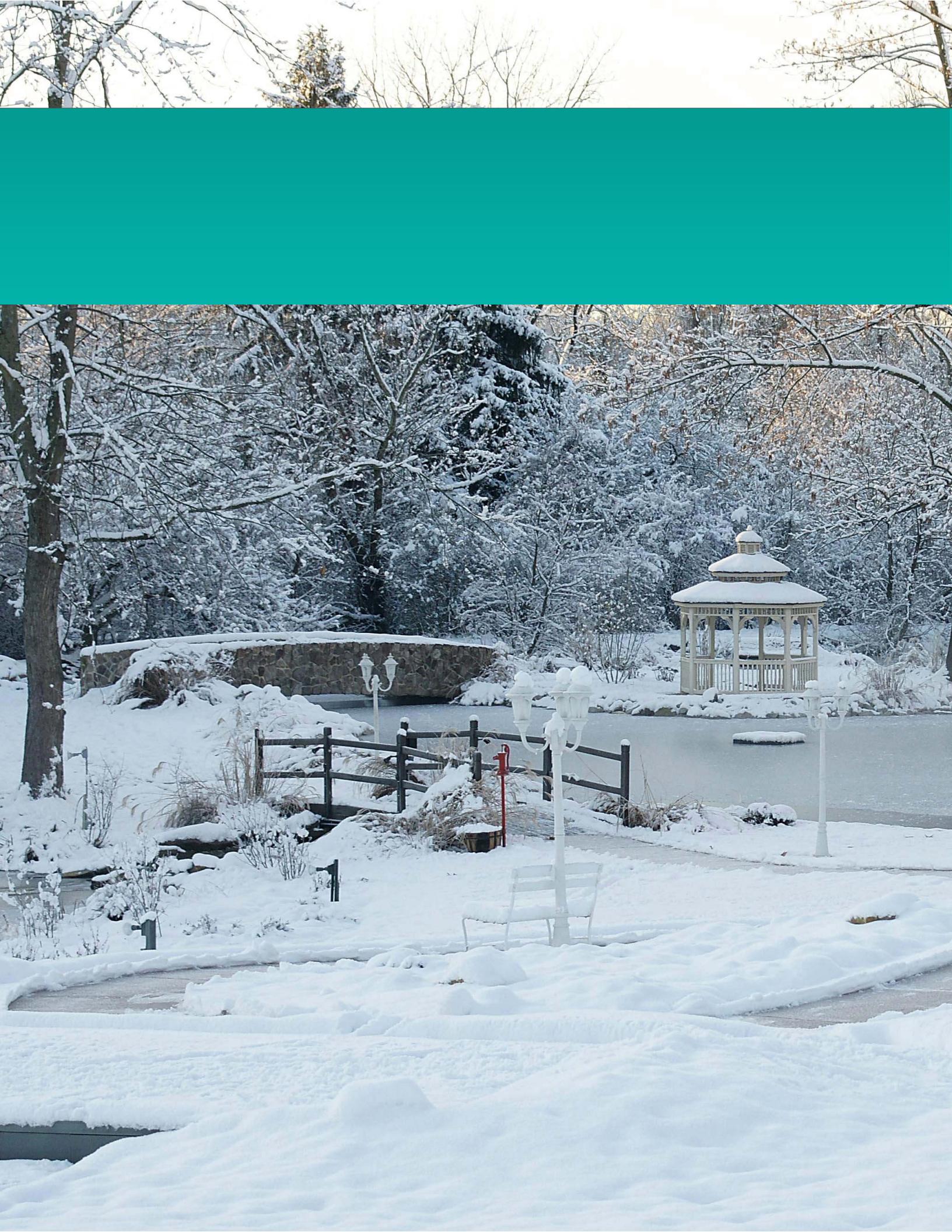
PennVEST offers both grants and low interest loans for projects that help to manage stormwater and improve water quality. Trails and bicycle routes may also be of interest to PennVEST if they include associated stormwater infiltration areas / BMPs.

Legislative Funding

State and federal elected officials can often include items into legislation for worthy projects in their districts. A conversation between municipal officials and legislators is the way to begin this process. This type of funding should be targeted toward capital improvement projects.

Local Schools and Institutions

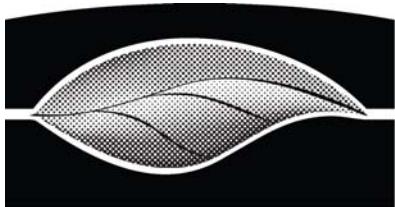
Local schools and institutions could also be potential funding sources. Trails on or near school property, trails that improve transportation alternatives for students, or trails that provide a recreational amenity to the institution could be excellent candidates for this kind of funding. Partnerships with local schools and institutions could also result in funding opportunities for maintenance or cleanup of facilities as part of an educational program or volunteer groups. While the amount of funds raised may be relatively small, these partnerships are valuable and create a feeling of “ownership” of these facilities which is an important part of their long-term success.



Appendix



- Committee Meeting Notes and Sign-In Sheets
- Public Meeting Notes and Sign-In Sheets
- Whitpain Villages Market Assessment—Blue Bell, Broad Axe, & Centre Square Villages (by Urban Partners)
- Residential Market Analysis—West Ambler Village (by Urban Partners)
- Public Community Survey Results
- Commuting Habits Survey Results
- List of Historic Resources
- Soil Type Descriptions



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING NOTES

Project: **Comprehensive Plan for Whitpain Township**

Project No.: **14083.10**

Location: **Whitpain Township Building**

Meeting **10/15/14**
Date/Time: **10:00 am**

Topic: **Committee Meeting #1**

Issue Date: **10/23/2014**

ATTENDEES:

Roman Pronczak, Township Manager, Whitpain Township
Dave Mrochko, Assistant Township Manager, Whitpain Township
Fred Conner, Township Supervisor, Whitpain Township
Jim Blanch, Township Engineer, Whitpain Township
Melissa Murphy Weber, Township Supervisor, Whitpain Township
Peter Simone, Simone Collins
Jared Lowman, Simone Collins

NOTES:

1. Two major Comprehensive Plan issues are traffic and diminishing open space.
2. The existing Meadowlands Country Club may be at a risk of becoming developed in the future. The land is zoned as park and recreation. At this point there is not a land development application filed for this property.
3. The Township would like to adopt an Official Map by year end. This may not be possible since the plan needs to be reviewed by Montgomery County. Pete suggested that, in addition to "actual" facilities (i.e. open space), proposed facilities also should be placed on the map at the time of adoption. The Official Map is NOT a map that inventories existing public facilities.
4. The Township would like the Comprehensive Plan to be a guide for the Township but also a document that allows the public to understand the Township's future goals.
5. A main focus of the Comprehensive Plan should be the four villages in the Township (Broad Axe, West Ambler, Blue Bell, and Center Square). These villages represent the heritage of the Township and could also serve as a focus for "marketing" and creating an identity for the Township.
6. Three road improvement projects that have been initiated by the Township include Route 202 widening, 6 points intersection improvements (Narcissa Rd, Norristown Rd, and Stenton Ave), and Skippack Road improvements. Only the Route 202 project is funded at this point.

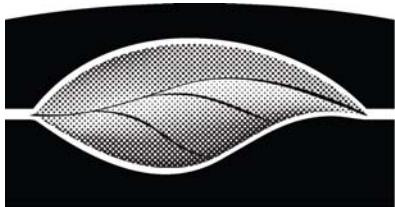
7. The plan should explain and attempt to mitigate traffic concerns in these village areas and throughout the Township. McMahon Associates is the traffic engineer on the consultant team and the Township indicated that they should be present at most, if not all, future committee meetings.
8. Urban Partners is the Community and Economic Development planner on the consultant team. It was mentioned that market studies for the three villages (West Ambler has already been completed) could help identify and clarify the Whitemarsh Township identity. The Township should advise as to whether they wish to utilize these services.
9. A goal of the Comprehensive Plan is to develop public/private partnerships. Potential partners include Montgomery County Community College and the Whitemarsh Township Recreation Association.
10. Another area of focus for the Comprehensive Plan will be the southeast quadrant in the area of Wings Airfield.
11. An additional focus may be in the area of disaster management in order to plan for anticipated climate changes.
12. Transportation to and from MCCC may also be an important topic. It was mentioned that the MCCC is a hub for buses and this sometimes leads to theft and nuisance crimes at the college. There is currently a shuttle service to the college from Pottstown where student residences are to be constructed.
13. **The next committee meeting will be on Wednesday, November 5th at 5:30pm.** Meeting topics will include a draft community survey and discussion of the Official Map.
14. **The third committee meeting will be on Tuesday, December 2nd and the fourth will be on Tuesday, January 20th. All committee meetings will be from 5:30pm-7:00pm.**
15. One topic for the January 20th meeting will be preparation and discussion of the first town hall meeting to be held early in February. **Township to suggest a date, time, and location for the first town hall meeting.** This meeting should include a presentation of the West Ambler Revitalization Plan.
16. Township will extend an invite to Montgomery County Community College to have a representative on the committee.
17. SC will be in contact about getting Township GIS data for use on this project.
18. SC will coordinate with Roman, Dave, & Jim to set up a tour of the Township.
This tour has been scheduled for Monday, October 27th at noon.

Sincerely,
 SIMONE COLLINS, INC.
 LANDSCAPE ARCHITECTURE



Jared Lowman, RLA
 Project Manager

Cc: Committee



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING NOTES

Project: **Comprehensive Plan for Whitpain Township**

Project No.: **14083.10**

Location: **Whitpain Township Building**

Meeting **11/4/14**
Date/Time: **2:30 pm**

Topic: **Traffic Discussion**

Issue Date: **11/19/2014**

ATTENDEES:

Roman Pronczak, Township Manager, Whitpain Township
Dave Mrochko, Assistant Township Manager, Whitpain Township
Jim Blanch, Township Engineer, Whitpain Township
Casey Moore, McMahon Associates
Sandy Koza, McMahon Associates
Peter Simone, Simone Collins
Jared Lowman, Simone Collins

NOTES:

1. Generally, most of the traffic in the Township in AM peak hours travels east and south while PM peak traffic travels west and north.
2. **McMahon Associates will send SC a copy of the Act 209 Study.** Received.
3. It was mentioned that, Whitpain has two Township Line Roads (Township Line Rd South and Township Line Road North). This sometimes poses a problem for emergency services etc. Can Township Line Road North be renamed as there are few residents in Whitpain with addresses on this road? More residents in Upper Gwynedd would be affected by this change.
4. Township Line Road North and South should be also clarified on the draft public survey.
5. Walton Rd and Stenton Ave – Possible realignment of Stenton Ave. to create a 4-way intersection. Realignment would utilize a portion of Wings Field property.

6. N. Wales Rd and Skippack Pike - There is a concept plan that will widen the road under the Turnpike. The improvements are expected in Spring 2015. ROW acquisition is currently holding up the process.
7. N. Wales Rd and Morris Rd – There has been a recent realignment to this intersection. A signal to the north in Worcester Township needs retiming to reduce the traffic backup into Whitpain. Whitpain to coordinate with Worcester Township.
8. Township Line Rd North and North Wales Rd - in Upper Gwynedd has a sight distance issue that affects traffic in Whitpain. One method to potentially get action on the issue is for Whitpain Township to submit comments about this location on the on 2040 County Plan.
9. Yost Rd and North Wales Rd – There is a minor site distance issue due to existing vegetation.
10. N. Wales and Township Line Rd South – Some improvements have been completed with development in Worcester. Left turn lanes to be added to Township Line Road in Worcester.
11. Blue Bell Springs development - does not have access light for left turns onto Route 202. Is it possible to extend a road from the development to the adjacent Community College for access to a light? The developer has indicated that they will not construct this connection. Whitpain Township could put this connection on an Official Map.
12. The Route 202 widening project - is expected to begin sometime between 2017 and 2020. Improvements will include share the road accommodations, sidewalks, medians, and reduced curb cuts. PennDOT / AECOM (Bill Ruling) may be able to provide development plans.
13. Route 202 & Skippack Pike - The development at Centre Square proposes two new signals, one on Rt. 202 and one on Skippack Pk to allow lefts out of the development. The Township is concerned with lighting at this intersection
14. Cherry Lane and Rt. 202 – should be monitored and considered for possible signalization.
15. Jolly Rd and Rt. 202 – Will be improved under the 202 project. Center Square Park Road opposite Jolly Road will become two-way. (The road is currently one way.)
16. Rt. 202 near Pine St / Walnut St / Spruce St - A 16' high sound wall may be installed along Route 202 adjacent to this residential development. The community previously voted in favor of wall being installed. The two residences immediately adjacent to the proposed wall voted against it. The Township has indicated that they are not in favor of the wall. Due to a time lapse since the previous vote, there may be a revote in the future.
17. A traffic signal is desired on Route 202 at the Shops at Blue Bell.
18. Township Line Rd South / Roland Dr / Clearview Ave – A left turn lane into E. Norriton Middle School is needed. Is it possible to realign Roland Dr. to the west (E. Norriton) to align with Clearview Ave? The land is currently wooded could possibly accommodate this realignment.

19. Township Line Rd South - from Route 202 to Jolly would benefit from being three lanes. Jolly Rd to Union Meeting Road should be 4 lanes and 5 lanes from Union Meeting Rd to Walton Rd.
McMahon to provide SC with sketches of these Township Line Road sections/concepts.
20. 5 points intersection (Township Line Rd South / Norristown Rd / Walton Rd) is currently signed for no pedestrians. There is an adjacent Bus stop in front of the office park on Township Line Road. Township would like to remove one point from the intersection and add crosswalks to eliminate mid-block crossings by pedestrians. Discussions with SEPTA indicated that they will not move the bus stop. Township to contact PennDOT about temporary pedestrian crossing improvements. Plymouth Township would also have to be in agreement.
21. Should traffic calming be installed on Pemberton Rd? This road is used to bypass the Butler Pike/ Township Line Road intersection (poor sight distance due to vegetation).
22. Butler Pike - traveling north at Stenton Ave needs a “no turn on red” sign.
23. A concept plan for realignment of the 6 points intersection (Stenton Ave / Norristown Rd / Narcissa Rd) has been developed by McMahon Associates. This intersection has been removed from the TIP and is not mentioned in the County plan.
24. Butler Ave and Skippack Rd - there are concept and partial plans that include a right turn lane onto Skippack Pike from southbound Butler Ave.
25. The Township has considered several options for a connection from Green Ribbon Trail to Prophecy Creek Park and Narcissa Road Trail. This trail would connect many residents in the area. One option is along the north side of Skippack Pike, the second is along the south side of Skippack Pike, and the third option (preferred by the Township) is through existing Whitpain Farm lands adjacent to Narcissa Road and the existing senior housing development. The HOA has not approved this option. This trail concept could be shown on an Official Map when the Township adopts one.
26. Penllyn-Blue Bell Pike and Skippack Pike - intersection is narrow due to two existing historic buildings constructed close to the roadway.
27. School Road /Union Meeting / Skippack Pike – is a concern for the Township. Two signals have been proposed. One of several improvements the Township has requested by COPT (Corporate Office Properties Trust).
28. Recent traffic calming on Wentz Rd has slightly reduced speeding.
29. A traffic signal is proposed at MCCC (Morris Rd and Route 202).
30. Plymouth Rd and Morris Rd - There are current drainage issues. Turn lanes are also needed at this intersection.
31. Pinecroft Rd and Morris Rd – has a high accident occurrence due to road topography. Is a multi-way stop warranted? **SC to review accident reports for the Township.**

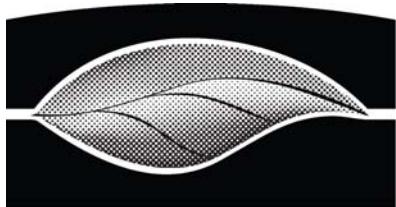
32. Morris Rd / Lewis Ln / Mt. Pleasant Ave – There is concern about the vertical curve on Morris. Two traffic lights are being considered.
33. **SC to check County plan for their desired roadway projects in the area.**
34. **SC to examine any Official Maps of adjoining municipalities.**
35. **Township should examine the road/trail improvements discussed at this meeting to determine which would make sense to add to an Official Map.**
36. **McMahon Associates to submit a proposal for attending meetings and providing transportation oversight throughout the Comprehensive Plan process.**

Sincerely,
SIMONE COLLINS, INC.
LANDSCAPE ARCHITECTURE



Jared Lowman, RLA
Project Manager

Cc: attendees



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING NOTES

Project: **Comprehensive Plan for Whitpain Township**

Project No.: **14083.10**

Location: **Whitpain Township Building**

Meeting **11/5/14**
Date/Time: **5:30 pm**

Topic: **Committee Meeting #2**

Issue Date: **11/19/2014**

ATTENDEES:

See attached Attendance List

NOTES:

1. Urban Partners is the Community and Economic Development planner on the consultant team and has developed a proposal to complete market studies for the Centre Square, Blue Bell and Broad Axe Villages. A market study for the W. Ambler neighborhood has already been completed for the W. Ambler revitalization project. The proposal from Urban Partners was delivered to Roman Pronczak for review.
2. The Draft Comprehensive Plan is scheduled to be completed in May, 2015 and the final plan in December, 2015.
3. For each Village focus, SC has suggested presenting a site analysis of that specific village that would include existing conditions, characteristics, and future challenges.
4. How will the Township get the word out to community about the Town Hall meetings and public survey? Township email Newsletter, public access channel, school newspaper, etc.
5. One demographic that will be important to examine is the number of Whitpain residents that also work in Whitpain?
6. It was asked whether the Township should pursue a statistically valid survey? SC noted that this could be done at a later phase of the project and recommends that the survey be completed by a professional. **Township should advise as to whether SC should obtain a proposal for this work later in the process.**

7. **Prior to next meeting on Dec. 2, the committee is to review and comment on the draft public survey.** SC would like to post the survey shortly after the next meeting. Written comments should be emailed to SC or Jim Blanch.
8. How many people are anticipated at the town hall meetings? The committee would like the first meeting to be large (100+ people) to build interest in the project. Tom Hylton would be a good keynote speaker that would draw MCCC student interest. *Tom Hylton has been confirmed for the February 4th meeting.*
9. Should transportation be included as a topic for a town hall meeting? Traffic will be a topic of discussion for all town hall meetings, so it was agreed that we do not need to make it a specific focus of one meeting.
10. The Township's traffic congestion may be a deterrent to potential businesses coming into the Township.
11. The Comprehensive Plan should discuss traffic mitigation possibilities and also the limits of what can be done to mitigate traffic to help inform residents about current traffic problems and the Township's efforts to address them. Many traffic solutions will be multi-municipal and cooperation with Whitpain's neighbors will be critical to reaching solutions.
12. The plan should clearly define road ownership in the Township so this can be relayed to residents.
13. The town hall meetings should include a recap of previous meetings so residents do not feel they have missed anything if they were unable to attend a previous meeting. Also, attendees can be referred to the Township web site that will contain all meeting minutes.
14. What Village should be the focus at the first meeting? One idea is to focus on Centre Square since there is development slated here and this would attract more people to the meeting. The second idea is to focus on West Ambler. Since some redevelopment has already occurred there, it would be a good example for the public.
15. The focus of the meetings should be to obtain resident feedback. The first meeting should be approximately 2 hours (speaker, project presentation, resident feedback, and refreshments). SC to suggest an agenda.
16. **Committee to review and comment on the suggested topics/village focus/speakers for discussion at the (4) town hall meetings.**
17. Simone Collins has suggested two town hall meetings dates in February and two dates in March. It is important to hold these meetings early in the Comprehensive Plan process in order to gather information from the public.
18. **Township should confirm the town hall meeting dates and locations in the next two weeks. Jaime Garrido to check room availability at MCCC for the Feb. 4th meeting and inform Jim Blanch and Simone Collins. A room at MCCC has been confirmed for the Feb. 4th meeting.**

19. The Township would like to develop an Official Map early in 2015.
20. The goal would be to develop the Official Map now and then revise it based upon findings of this Comprehensive Plan.
21. The Official Map should include target properties for open space and acquisition as well as proposed trail improvements and road improvements that the Township is comfortable with at this point. The map also needs to be available to public. The public will need to be educated about the purpose of the map. Public education is critical.
22. Would historical preservations be put on the Official Map? The PA Municipal Planning Code does not address historic sites/structures. These are typically identified on a separate document.
23. A topic for the next committee meeting should be to discuss trail and road improvements that the Township is comfortable putting on the Official Map. McMahon will have major input into this discussion.
24. It was noted that the County would likely be willing to come speak about Whitpain specifically and how it relates to their Comprehensive Plan. Township to determine whether this should be scheduled for a future committee meeting.
25. **The next committee meeting is scheduled for Tuesday, December 2nd at 5:30 pm.**
26. Additional information on the Official Map can be located at:

The Official Map: A Handbook for Preserving and Providing Public Lands and Facilities
http://conservationtools.org/libraries/1/library_items/931

Pennsylvania Municipalities Planning Code, 2014 Edition
http://www.newpa.com/sites/default/files/uploads/Local_Gov/publications/MunicipalitiesPlanningCode-2014.pdf

Sincerely,
SIMONE COLLINS, INC.
LANDSCAPE ARCHITECTURE



Jared Lowman, RLA
Project Manager

Cc: Committee

Comprehensive Plan for Whitpain Township

Sign In Sheet
Committee Meeting 2
November 5, 2014

Name	Address	Phone	Email
ROBERT WHITLOCK Bill Lutz Jr.			
ED LAHE Joan Knes			
David Mrochko			
GREG KLUCHARICH			
Jim Blanch			
Dillon Horwitz			
JAYME GARRIDO Ken Clark			
Susan Mudambi			
Cathy McGowan			
Fred Corner			
Melissa Murphy Weber			
JAREN LOWMYER, SC			
PETER SIMONE, SC			
SANDY KORA, MCMLXIX			
Roman Pronczak			



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING NOTES

Project: **Comprehensive Plan for Whitpain Township**

Project No.: **14083.10**

Location: **Whitpain Township Building**

Meeting **12/2/14**
Date/Time: **5:30 pm**

Topic: **Committee Meeting #3**

Issue Date: **12/11/2014**

ATTENDEES:

See attached Attendance List

NOTES:

1. Tom Hylton is confirmed as the speaker for the first Town Hall Meeting on Feb 4th. This meeting will include a general discussion topic of “lifelong learning” and focus on the existing conditions of Broad Axe Village . Traffic will also be discussed at all Town Hall meetings.
2. SC suggested that the West Ambler village should be paired with the recreational factors discussion, as per the agenda.
3. Speakers for other Town Hall meetings need to be confirmed. **Fred Conner will contact Lynn Mandarano of the Temple Community and Regional Planning Department about being a speaker for the Environmental discussion for the February 25 meeting.**
4. **Roman Pronczak will contact Greater Valley Forge TMA to inquire about a speaker for the economic factors discussion at the March 11 meeting.** Other speakers may be possible.
5. **Simone Collins will contact Jeff Knowles of DCNR about being a potential speaker for the recreational factors discussion at the March 25 meeting.**
6. **Survey Comments:**
 - a. Question #13 through #16 of the public survey should ask respondents to rank or prioritize their answers rather than just selecting them.
 - b. “Village center” should be changed to “village area” throughout the survey.
 - c. In question #13, “walkability” should be changed to “walkability / bike trails”.

7. The survey will be advertised in the Spring newsletter in March. It should also be advertised by other methods sooner (school newsletters, websites, emails). The survey will be available through June.
8. **The committee should review and comment on the *Commuting Habits* survey by the next committee meeting.** SC may develop a second version for distribution to MCCC. How will the survey be distributed to businesses and MCCC? *A pdf copy of this survey was emailed to the committee on 12/3/14.*
9. **Jaime Garrido will attempt to obtain any existing commuting data at MCCC and forward to Simone Collins if available.** This may preclude the need for a commuting study at MCCC.
10. The limits of the proposed open space parcel adjacent to MCCC as identified in the Whitpain Township Open Space Plan (2005) should be examined more closely prior to consideration for placement on Official Map.
11. Blue Bell Country Club is preserved through deed restrictions. Cedarbrook, Mermaid, and Meadowlands golf clubs should all be considered for inclusion on the Official Map as open space.
12. Cedarbrook, Mermaid, and Meadowlands golf clubs are all zoned “Parks and Recreation”. A developer would have to rezone these properties in order to develop them. If these properties were placed on an Official Map it would give the Township more leverage to keep them as open space.
13. The Township trail plan should also be considered for placement on the Official Map as well as other proposed trails not on this plan. **Committee / Township to provide locations of any other proposed trails not shown on the trail map.**
14. Route 202 improvements are planned and will be 5 to 10 years for the entire corridor to be completed. These improvements will extend from Norristown to Lower Gwynedd. The project is currently funded.
15. The Township would like the improvements at Skippack Pike and North Wales Road and the Center Square development to be put on the Official Map because it is possible that funding for these projects could be advanced.
16. Some of the “Planned Future Projects” have partial funding available. The Township should seek additional funding for these projects through grants. Some of these are in the Act 209 study which developers are required to reference. “Planned Future Projects” should be changed to “Required Future Projects”.
17. Several of the required future projects such as 5 points, 6 points, and Jolly / Arch intersection include significant roadway realignments. These proposed realignments should be shown on Official Map so developers are aware of the plans.

18. The Official Map can also have an appendix that references other details, cross sections etc., so that the design intent of the improvements is fully detailed.
19. The Stenton Ave / Pennlyn Blue Bell Pike intersection and Skippack Pike / Butler Pike intersection should be added to the list of required future projects.
20. Future bridge improvements should also be added to the Official Map. **Jim Blanch to provide this list.**
21. This Comprehensive Plan should respond to proposals and recommendations made in the Montgomery County Comprehensive Plan that affect Whitpain Township.
22. Jim Blanch stated that the Turnpike Slip Ramps improvement project is currently in the planning phase by the County.
23. Next committee meeting is on January 20th and will discuss the format for the first Town Hall meeting (Feb. 4th) and also land use, energy, and housing in the Township. Urban Partners will also speak at next Committee meeting to discuss their services and the value they could add to the Comprehensive Plan.
24. An additional town hall meeting should be added to the schedule in the fall to present draft plan. This should take place in late September or early October. **SC will suggest some dates for this meeting.**

Sincerely,
SIMONE COLLINS, INC.
LANDSCAPE ARCHITECTURE



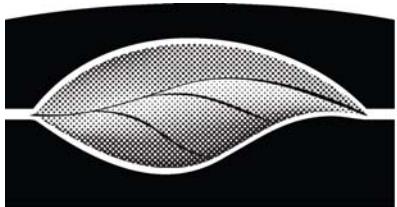
Jared Lowman, RLA
Project Manager

Cc: Committee
Sandy Koza, McMahon Associates

Comprehensive Plan for Whitpain Township

Sign In Sheet
Committee Meeting 3
December 2, 2014

Name	Attendance (Please check) ✓
Jim Blanch	✓
Fred Conner	✓
Ken Corti <i>PC</i>	✓
Jaime Garrido <i>WCC</i>	✓
Dillon Horwitz <i>present</i>	✓
Greg Klucharich	✓
Joan Kries	✓
Ed Lane	✓
Bill Lutz Jr.	✓
Cathy McGowan	✓
David Mrochko	✓
Susan Mudambi	✓
Melissa Murphy Weber	✓
Roman Pronczak	✓
Robert Whittock	✓
Sandy Koza, McMahon Associates	✓
Jared Lowman, Simone Collins	✓
Peter Simone, Simone Collins	✓



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING NOTES

Project: **Comprehensive Plan for Whitpain Township**

Project No.: **14083.10**

Location: **Whitpain Township Building**

Meeting **1/20/15**
Date/Time: **5:30 pm**

Topic: **Committee Meeting #4**

Issue Date: **1/22/2015**

ATTENDEES:

See attached Attendance List

NOTES:

1. Dr. Jeff Featherstone, professor of Community and Regional Planning at Temple University - Ambler will most likely be the speaker for Town Hall #2. Jeff should speak about a wide variety of environmental factors affecting the Township. **The Township should confirm with Jeff in the next several days and inform SC when confirmed.**
2. **Peter will contact David Niles, Executive Director of the Montgomery County Development Corporation about being the speaker for the Town Hall #3 (Economics).** Another option for a speaker could be Jim Hartling of Urban Partners.
3. **Dave Mrochko will speak to Jody Holton of Montgomery County about using the County email blast to advertise each Town Hall meeting.**
4. SC will upload the Commuter Habits survey to the web and provide the Township with a link. **The link should be distributed to employers in the Township. The Township will determine how to distribute this survey to Township places of employment.**
5. Tom Hylton should speak about best management practices related to saving towns and villages. The presentation should include lots of photos and visuals and be inspirational. Several key items that may be discussed are the traffic congestion and transportation network, the four village areas, and a lack of bicycle and pedestrian facilities in the Township.
6. SC may include historic tree locations in the Comprehensive Plan. The Township has an interactive map online that includes these locations along with trail locations.

7. Chris Lankenau of Urban Partners discussed his firm's work and how it could be beneficial to the Whitpain Comprehensive Plan. Urban Partners would perform qualitative research in addition to inventory and analysis of village data to look for gaps and opportunities for retail and commercial redevelopment/expansion in these areas.
8. As part of the Comprehensive Plan, SC will examine the possibility of higher density housing close to village centers.
9. Dillon Horwitz will be presenting to the Wissahickon School Board on February 9th. He will distribute copies of the surveys and the Comprehensive Plan flyer produced by the Township. SC will provide Dillon with PDF copies of the presentations and any other information needed. An item that would be beneficial for Dillon to present is an explanation of what the Comprehensive Plan is and how it is beneficial to the Township.
10. An idea for the Town Hall meetings is to video record the speakers for future Township use.
11. Can the Township advertise the Town Hall meetings and public survey as part of the real estate bills or sewer bills that get mailed to residents? These bills reach many more people than the Township emails alone. **The Township should consider this method of advertisement. The Sewer bills appear the most appropriate.**
12. Question #8 of the commuting survey should add an answer choice for "people who need a car during the day" and change "office" to "place of employment".
13. The surveys may confirm the suspicion that the infrastructure in Whitpain does not adequately allow for biking / walking. This could become a major implementation recommendation of the Comprehensive Plan.
14. What is reason that population growth in the Township is expected to be minimal by 2040? It is likely that this is due to the fact that the Township is already built out considerably. Could the existing zoning also be a factor? SC will examine this further.
15. There is a proposal in Worcester Township to convert a golf course into 400 residential units. This would increase traffic considerably on Route 73 in Whitpain.
16. Total maximum daily load (TMDL) is additional requirement on top of MS4. The stormwater regulations for TMDL are not yet solidified by EPA and DEP. These regulations will demand more Township resources than MS4.
17. SC will examine the Montgomery County Plan regarding statistics on employees in the County and where they are coming from. **SC will contact MCPC for more detailed information.**
18. Regarding sustainability, is there an opportunity for a partnership between MCCC and Whitpain? **This should be further examined by the Township and MCCC.**
19. One idea is to develop a table of current home assessment rates and change of assessment rates over last 10 years. SC will examine this further.

20. MCCC has a shuttle service to connect the Ambler rail station to the Central campus. The shuttle is totally funded by the College. A MCCC ID card is required to use the shuttle. The shuttle has wifi and there is a mobile application available that displays the location of the shuttle in real time.
21. The three biggest employers in Whitpain Township are MCCC, Aetna, and Henkels & McCoy.
22. **The next committee meeting is on Tuesday, March 3rd. The first Town Hall meeting is on Wednesday, February 4th at MCCC. The second Town Hall meeting is on Wednesday, February 25th at the Manor House at Prophecy Creek.**

Sincerely,
SIMONE COLLINS, INC.
LANDSCAPE ARCHITECTURE



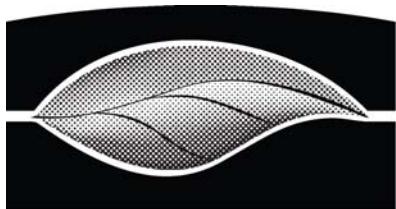
Jared Lowman, RLA
Project Manager

Cc: Committee
Sandy Koza, McMahon Associates
Chris Lankenau, Urban Partners

Comprehensive Plan for Whitpain Township

Sign In Sheet
Committee Meeting 4
January 20, 2014

Name	Attendance (Please check) ✓
Jim Blanch	✓
Fred Conner	
Ken Corti	✓
Jaime Garrido	✓
Dillon Horwitz	✓
Greg Klucharich	✓
Joan Knies	
Ed Lane	✓
Bill Lutz Jr.	✓
Cathy McGowan	
David Mrochko	✓
Susan Mudambi	✓
Melissa Murphy Weber	✓
Roman Pronczak	✓
Robert Whittock	✓
Sandy Koza, McMahon Associates	✓
Jared Lowman, Simone Collins	✓
Peter Simone, Simone Collins	✓



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING NOTES

Project: **Comprehensive Plan for Whitpain Township**

Project No.: **14083.10**

Location: **Whitpain Township Building**

Meeting **3/3/15**
Date/Time: **5:30 pm**

Topic: **Committee Meeting #5**

Issue Date: **3/27/2015**

ATTENDEES:

See attached Attendance List

NOTES:

1. The keynote panel at the third Town Hall meeting will include John Zaharchuk of Summit Realty Advisors and Victor Meitner, Jr. P.C.
2. Trails and walkability are a priority of the Comprehensive Plan. Drew Gilchrist will speak at the fourth Town Hall meeting about why trails and recreation are important.
3. Encouraging parents to allow their children to take buses to school would reduce some traffic in the Township.
4. Preliminary results of the community survey indicated that nearly 93% of those who responded never use the SEPTA bus system. Is there an opportunity to increase bus service in the Township? There is currently no bus service through the Villages on Skippack Pike.
5. Public transportation from the Ambler rail station or the Norristown rail station to Whitpain office parks could be one solution to reduce traffic.
6. It was noted that Berkheimer tax administrator may have data on commuters in Whitpain. **The Township will speak with John Nagel about this.**
7. The Township will reach out to the Police Department and other departments about distributing the commuter survey to local businesses. Dillon to will also distribute the survey to school staff.
8. **SC will seek out SEPTA ridership information for bus service in the Township as well as the local regional rail.**

9. There are 27 signals in Whitpain that are owned and maintained by the Township. Several bordering signals maintained by adjacent Townships.
10. The Route 202 improvements and several along Township Line Road are part of the Transportation Improvement Program (TIP) and are to be completed by PennDOT.
11. The traffic signal at MCCC was approved by PennDOT several weeks ago. The College needs funding for the project and will apply for a grant through ARLE.
12. New turn lanes at North Wales Road and Skippack Pike is funded and will happen soon.
13. The Board will likely approve a turn right turn lanes and drainage improvements at Skippack Pike and Butler Pike.
14. Three local bridges currently require upgrades or replacement. Two of these bridges meet PennDOT minimum standards of a 20' span and can go through the standard funding application process for state funds. One bridge does not the minimum standards and will require other funds for repairs or replacement.
15. After the Turnpike widening project is complete there will be a potential for turn lanes under the Turnpike at Jolly Road and Arch Road.
16. The potential 5 points realignment needs coordination with adjacent townships. The schematics for both the 5 points and 6 points alignments should be shown as attachments to the Official Map. The schematics also should show parcel lines.
17. The Township recently applied for funding of 5 signal upgrades through the Greenlight Go program.
18. The multimodal funding grants could provide an opportunity to work with SEPTA in creating new bus routes in the Township?
19. The DVRPC Congestion Mitigation and Air Quality Improvement Program (CMAQ) is another potential source for funding. *Eligible projects must produce a reduction of harmful emissions related to transportation. Some examples of eligible projects for this program include congestion reduction and traffic flow improvements, bicycle and pedestrian facilities and programs, travel demand management, carpooling and vanpooling, and public education and outreach activities. Ineligible projects include highway or transit maintenance and reconstruction projects and the construction of Single Occupancy Vehicle capacity. For more information please visit:*
http://www.dvRPC.org/CMAQ/pdf/DVRPC_2015_CMAQ_Program_Guidance.pdf
(Revised 3/27/15)
20. Wings Field has agreed to the 6 points realignment? A potential option would be for Wings to Field to sell or dedicate to the Township the corner piece of property that would be cut off by the proposed road alignment.

21. *One of the Township's priorities is to provide pedestrian connections from the Village of Oxford Condominiums and Governor's Way development to the Narcissa Road trail. (Revised 3/27/15)*
22. Road improvements are part of the Township's Act 209 and will dependent on future development projects and traffic impact fees.
23. The Official Map should note the possibility for roundabouts in certain locations.
24. There was discussion about the timing of when the Board of Supervisors should move the Official Map forward. General consensus that the BOS should move forward with the Official Map now and not wait for the completion of the Comprehensive Plan.
25. **SC will coordinate with Jim for roadway improvement priorities to be added to Comprehensive Plan.**
26. The extension of Tennis Avenue in West Ambler should put on the Official Map.
27. **The next committee meeting is on Thursday, May 21st. The next Town Hall meeting is on Wednesday, March 11th at the Arborcrest Corporate Campus, Hillcrest II building, conference rooms 1 & 2, 721 Arbor Way, Blue Bell, PA 19422. The fourth Town Hall meeting is on Wednesday, March 25th at the Centre Square Fire Company, 1298 Skippack Pike, Blue Bell, PA.**

Sincerely,
SIMONE COLLINS, INC.
LANDSCAPE ARCHITECTURE



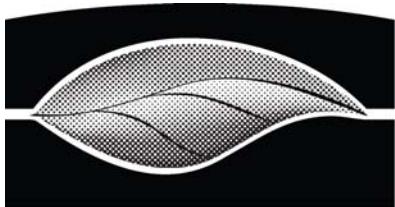
Jared Lowman, RLA
Project Manager

Cc: Committee
Sandy Koza, McMahon Associates
Chris Lankenau, Urban Partners

Comprehensive Plan for Whitpain Township

Sign In Sheet
Committee Meeting 5
March 3, 2015

Name	Attendance (Please check) ✓
Jim Blanch	✓
Fred Conner	✓
Ken Corti	✓
Jaime Garrido	✗
Dillon Horwitz	✓
Greg Klucharich	✓
Joan Knies	
Ed Lane	✗
Bill Lutz Jr.	✓
Cathy McGowan	✗
David Mrochko	✓
Susan Mudambi	✓
Melissa Murphy Weber	
Roman Pronczak	✓
Robert Whittock	
Sandy Koza, McMahon Associates	✓
Chris Lankenau, Urban Partners	
Jared Lowman, Simone Collins	✓
Peter Simone, Simone Collins	✓



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING NOTES

Project: **Comprehensive Plan for Whitpain Township**

Project No.: **14083.10**

Location: **Whitpain Township Building**

Meeting **5/21/15**
Date/Time: **5:30 pm**

Topic: **Committee Meeting #6**

Issue Date: **5/29/2015**

ATTENDEES:

See attached Attendance List

NOTES:

1. The next committee meeting is on August 4th. This meeting will include a discussion of comments or questions on the draft plan. It may be necessary to start the next meeting at 5:00 pm to ensure adequate time to discuss the comments.
2. The Market Study for the three commercial villages indicated that the existing office buildings in these areas have vacancies of 8 to 58%. The market study looks at Class A and B office buildings. Industrial parks / flex space was not included in the study as there is not enough infrastructure to support these facilities.
3. One option to fill office vacancies is to convert some of these buildings to mixed use. Examples are Great Valley Corporate Center and the Fort Washington office complex. Also, the new buildings being constructed at Arborcrest Corporate Campus are “mixed use” (in that they have gyms and cafeterias integral to the buildings).
4. **SC will look at the zoning of Whitpain’s office parks to identify any opportunities for mixed use conversions.**
5. According to 2011 US Census data, Whitpain has about twice as many people coming into the Township for work (14,329) as those that leave the Township for work (7,407). About 603 people live and work in Whitpain.
6. One possibility for the villages could be artist’s studios in partnership with the MCCC art program.

7. The local market for small performance venues is saturated. One option that may work in the villages is a more casual performance venue in combination with a food and drink establishment.
8. A small bowling alley similar to Hi Spot Lanes in Roxborough or Lucky Strike Bowling in Center City Philadelphia may be feasible in Whitpain.
9. Some small exercise facilities such as yoga studios or personal trainer gyms could also be transitional uses to occupy underutilized office space for short periods of time.

10. SC will look more closely at the villages for underutilized parcels that could be potential for redevelopment, rezoning or overlay zoning districts in these areas.

11. Other considerations include fitness centers and daycare / preschool facilities. The fitness market is extremely saturated in the area. The market study did not examine daycare or school facilities. It was mentioned that the Whitpain population may not be young enough to support this use. The daycare at MCCC is for only student and employee use. **Urban Partners will further examine the market for daycare facilities in the villages.**
12. The full market study by Urban Partners is included in the Appendix of the draft Comprehensive Plan.
13. West Ambler Village is primarily residential. Some larger industrial properties in the village could be repurposed for housing. The market study that was performed for West Ambler in 2012 is included in the appendix of the draft Comprehensive Plan.
14. The Skippack / Union Meeting Road intersection is a congested intersection that was not listed in the survey.
15. The committee made a determination to attempt to gather more results on the internet community survey rather than perform an additional phone survey. In SC's experience, results of the phone survey are usually very close to the internet survey.

16. The Committee should implement more strategies to get additional responses to community internet survey. Some options include:

- **putting the survey link on the electronic sign outside municipal building**
- **passing out physical surveys or flyers at the carnival and/or concert / movie series**
- **sewer bills**
- **Township newsletter**
- **flyers at the Township mulch bin**

17. The commuter survey results to date indicated that there was not much use of alternative transportation. Alternative transportation will likely be a generational change that will require a lot of outreach and education of the public by the Township.
18. One option to increase transit use could be to encourage implementation of shuttles from transit stations to major employment areas in the Township. Examples include the King of

Prussia business improvement district shuttle which is very heavily used and also the shuttle from the Vanguard campus in Malvern to the Paoli SEPTA rail station.

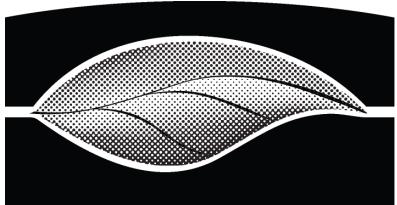
19. Corporate shuttles could also be good for local businesses and could help promote Whitpain. Large employers such as Aetna and COPT could be candidates for this type of service.
20. It was noted that there have been previous attempts to work with Greater Valley Forge TMA to implement shuttle systems but there wasn't enough demand.
- 21. SC will examine potential funding sources for shuttle systems and similar alternative transportation improvements.**
22. SC will begin to draft the Official Map that will include transportation improvements, open space priorities, park and recreation zoned parcels, and proposed trails. It is expected that the Official Map and ordinance would be ready to adopt by late fall.
23. It was noted that historic resources are not permitted to be included on the Official Map. These resources are preserved through a different process.
- 24. All comments from the committee on the Draft Report are to be provided to Jim Blanch by July 27th.** Comments should be provided in an email, or Microsoft word format and should include the associated chapter and page numbers. The Committee should include comments / suggestions on recommendation priorities.

Sincerely,
SIMONE COLLINS, INC.
LANDSCAPE ARCHITECTURE



Jared Lowman, RLA
Project Manager

Cc: Committee
Sandy Koza, McMahon Associates
Chris Lankenau, Urban Partners



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING NOTES

Project: **Comprehensive Plan for Whitpain Township**

Project No.: **14083.10**

Location: **Whitpain Township Building**

Meeting **8/4/15**
Date/Time: **5:30 pm**

Topic: **Committee Meeting #7**

Issue Date: **10/7/2015**

ATTENDEES:

See attached Attendance List

NOTES:

1. The next committee meeting is on October 6, 5:30. This meeting will include a discussion 2nd Draft Plan along with any additional comments or questions from the committee.
2. SC will provide a revised draft to the committee in September so there is adequate time for the committee to review the changes prior to the public meeting on October 14th.
3. The Boards and Commissions Reception will include a short (several slides) summary presentation of the Comprehensive Plan Draft.
4. SC will add the entire chart of the largest Township employers to the appendix of the plan. SC to confirm the chart is the most current version.
5. Jim and Greg to provide a short write up regarding TMDL (total maximum daily load) program. SC will include this in the plan as it will have a large impact on how the Township addresses development in the coming years.
6. It was mentioned that in regards to the Township's emergency services, traffic congestion is a major issue as response times are hampered during peak travel hours.
7. It was suggested that Sustainability should have its own section in the report as this is an important aspect of the plan. Additionally, environmental resources in general should be covered more in the plan.

8. The Township has a historic resources inventory that should also be referenced in the plan. The inventory is around 15 years old and is in need of updating.
9. The Township does not have a steep slope ordinance or riparian buffer ordinance. In general the Township does not have many steep slopes, but developing a riparian buffer ordinance should be a recommendation of the plan.
10. Mixed use development was considered for the Centre Square Commons redevelopment however the developer indicated that mixed use would only work on a larger scale.
11. It was mentioned that the existing Centre Square Plaza Shopping Center at Centre Square could potentially be a future area of redevelopment.
12. It was mentioned that future mixed use and high density multi-family housing should be emphasized in the plan as a direction the Township would like to pursue.
13. The introduction to the plan should better emphasize plan purpose, key items, and major takeaways. An executive summary should also be created to summarize where the Township wants to go, key plan items, and major purpose of the plan. The executive summary should be a marketing document to inform stakeholders of Whitpain's future. **SC will start to draft the executive summary.**
14. The Township Vision should be moved closer to the front of the document.
15. The plan should provide a clear vision for the villages to inform developers of Township's intentions and direction.
16. Montgomery County Community College's focus is on reducing student car trips, sustainability, connecting to adjacent trails, and reducing carbon footprint.
17. A SEPTA bus route down Skippack Pike would also benefit MCCC. The College should look to connect to nearby rail stations.
18. The Township should consider ways to encourage LEED development. One method to achieve this could be through zoning.
19. The Township needs to improve bicycle infrastructure.
20. The section of the plan regarding tree cover should also discuss opportunities to expand such as area around the Turnpike. Additionally, improving the health of Township forests should be mentioned as well as the benefits of tree cover. Additional street trees should also be considered.
21. The plan should identify and discuss scenic roadways. The Whitpain Open Space Plan has a map that designates the scenic roadways in the Township.
22. The Township should use its property to set examples for sustainability and best management practices.

23. Village overlays or design guidelines in Centre Square, Blue Bell, and Broad Axe could be one way to identify the Township's goals in these areas and promote mixed use.
24. Improved walkability for those with disabilities should also be addressed in the plan.
25. The Township will begin to publicize the next public meeting after the Labor Day holiday. Further discussions will also be needed as to how to publicize the plan once complete.
26. Economic / business development should be more of a focus of the plan. Redevelopment should be emphasized more.
27. The Blue Bell Village offices property (921 Penllyn Blue Bell Pike) should also be considered for future redevelopment.
28. More parking is needed for businesses in the Blue Bell Village area.
29. Incentives should be created as an attempt to get the entire northern side of Broad Axe Village redeveloped.

Sincerely,
SIMONE COLLINS, INC.
LANDSCAPE ARCHITECTURE



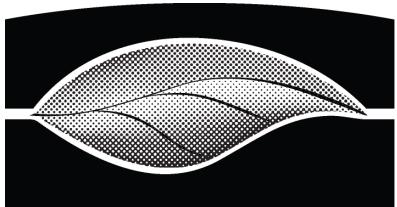
Jared Lowman, RLA
Project Manager

Cc: Committee
Sandy Koza, McMahon Associates
Chris Lankenau, Urban Partners

Comprehensive Plan for Whitpain Township

Sign In Sheet
Committee Meeting 7
August 4, 2015

Name	Attendance (Please check) ✓
Jim Blanch	✓
Fred Conner	✓
Ken Corti	✓
Edgar David	✓
Jaime Garrido	✓
Dillon Horwitz	✓
Greg Klucharich	✓
Ed Lane	✓
Bill Lutz Jr.	✓
Cathy McGowan	✓
David Mrochko	✓
Susan Mudambi	✓
Melissa Murphy Weber	✓
Roman Pronczak	✓
Robert Whittock	✓
Sandy Koza, McMahon Associates	✓
Chris Lankenau, Urban Partners	
Jared Lowman, Simone Collins	✓
Peter Simone, Simone Collins	



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING NOTES

Project: **Comprehensive Plan for Whitpain Township**

Project No.: **14083.10**

Location: **Whitpain Township Building**

Meeting **10/6/15**
Date/Time: **5:30 pm**

Topic: **Committee Meeting #8**

Issue Date: **10/7/2015**

ATTENDEES:

Jim Blanch
Fred Conner
Ken Corti
Jaime Garrido
Dillon Horwitz
Greg Klucharich
Ed Lane
Bill Lutz, Jr.
Cathy McGowan
Susan Mudami
Roman Pronczak
Robert Whittock

NOTES:

1. Roman P. suggested that the Oct 14, 2015 Town Hall meeting be postponed - due to a recent flurry of meetings on various topics. The committee agreed. The township will suggest a new meeting date in January for a presentation of the pre-adopted plan. A formal hearing will be advertised with adoption in February or March.
2. The Township will communicate the postponed meeting via the weekly electronic newsletter "The Wire".
3. SC will distribute electronic copies of the revised Comp Plan as the formal draft early next week (Oct 12 & 13). SC will deliver 3 print copies to the Township (one for Mr. Whittock).
4. Committee members were asked to review plan and submit comments by November 1. Next Committee meeting is November 4 at which time review comments will be shared and revisions discussed.

4. The Township will send electronic copies to Montgomery County Planning Commission, the Township Planning Commission and Whitpain's 8 adjacent municipalities with request for review.

5. The Township prepared a one page Comp Plan summary. SC prepared a 4 panel Comp Plan executive summary. Committee members were asked to review each and offer comments for revision. Discussion & questions about the summary included:

Best format?

Emphasis of summary?

Prime audience - attracting businesses?

What should map show? (major office complexes, MCCC, Wings Field, other?)

For now, the Township one page summary should be posted on the web page along with the full document.

6. Jaime Garrido mentioned recent activity with the MCCC shuttle operated by GVF TMA. Question and discussion whether or not the MCCC shuttle service could be expanded to include office / corporate participation?

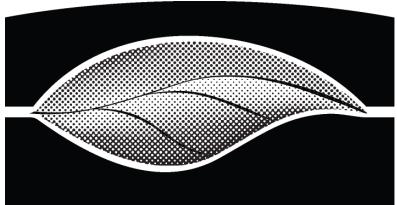
7. Revise transportation recommendations to distinguish between North and South Township Line Roads.

Sincerely,
SIMONE COLLINS, INC.
LANDSCAPE ARCHITECTURE



Peter M. Simone, RLA, FASLA
President

Cc: Committee
Sandy Koza, McMahon Associates
Chris Lankenau, Urban Partners



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING NOTES

Project: **Comprehensive Plan for Whitpain Township**

Project No.: **14083.10**

Location : **Whitpain Township Building**

Meeting Date/Time: **2/16/16
5:00 pm**

Topic: **Committee Meeting #9**

Issue Date: **2/18/2016**

ATTENDEES:

Jim Blanch
Fred Conner
Ken Corti
Jaime Garrido
Dillon Horwitz
Greg Klucharich
Ed Lane
Edgar David
Roman Pronczak
David Mrochko
Sandy Koza
Peter Simone

NOTES:

1. Fred Conner thanked everyone for attending and their efforts throughout the project.
2. The 5th and final Town Hall meeting combined with the Planning Commission meeting will be held on March 8 at 7 pm at the Township. The meeting will feature a presentation of the final Comprehensive plan (presentation of 15 to 20 minutes) followed by Q & A.
3. The Township staff is still discussing the possibility of a guest speaker for this meeting. The staff will handle the final details on this. Likely topic will be historic preservation.
4. Simone Collins will have copies of the executive summary at this meeting for distribution. SC is presently working through final edits with staff.

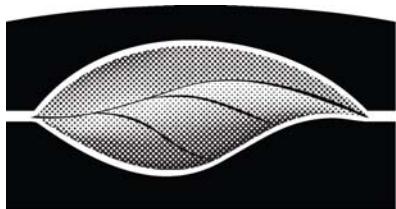
5. The Hearing for plan adoption is scheduled for April 19, 2016 at 7 PM. Advertisement by the Township must occur by March 4, 2016. SC to get a pdf copy of the report to the township for distribution to the planning commission by February 29th.
6. Acknowledgement of the great work by Ed Lane and Robert Wittock on compiling an updated list of 180+ historic properties in the Township. Great effort and much appreciated by the Township.
7. SC reviewed the last round of comments received on the draft plan. All were resolved to the satisfaction of the committee. SC will make appropriate changes to the plan.
8. SC will respond to Montgomery County Planning Commission comment letter.
9. Township IT staff will take final Comprehensive Plan document and make necessary adjustments to it so that it is searchable on-line.
- 10 Discussion about the best way to try and make sure that the recommendations of the Comp Plan are implemented. It was agreed that the plan will recommend that the Comp Plan committee meet twice a year, in April and October, to monitor progress and to advise the Board of Supervisors of on-going priorities, monitor available grants, etc.
11. Suggestion to maintain youth presence on the Committee. Plan recommends that two (2) high school students be appointed to the committee. One being a junior and one being a senior so as to help maintain continuity from year to year.
12. Meeting adjourned at approximately 5:45.

Sincerely,
SIMONE COLLINS, INC.
LANDSCAPE ARCHITECTURE



Peter M. Simone, RLA, FASLA
President

Cc: Committee
Sandy Koza, McMahon Associates



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING NOTES

Project: **Comprehensive Plan for Whitpain Township** Project No.: **14083.10**

Location: **Montgomery County Community College – College Hall Rm 144** Meeting **2/4/15**
Date/Time: **7:00 pm**

Topic: **Town Hall Meeting #1** Issue Date: **2/13/2015**

ATTENDEES:

See attached Attendance List

BACKGROUND:

Fred Connor, Whitpain Township Supervisor, began the meeting by welcoming those in attendance and introducing the project committee and planning consultants. Fred also honored the memory of Whitpain resident and longtime Chairman of the Shade Tree Commission, Joseph Steur, who recently passed away. Fred then introduced the keynote speaker, Tom Hylton, a Pulitzer-prize winning journalist and author of *Save Our Land, Save Our Towns*. Following Tom Hylton's presentation, the planning consultants discussed the purpose of the Comprehensive Plan, gave a brief overview Whitpain Township's demographics and existing features, and discussed existing conditions, challenges, and opportunities of the Broad Axe Village. Those in attendance were encouraged to take the online citizen survey. Comments can also be mailed, emailed, or discussed via telephone with the planning consultants, Simone Collins.

NOTES:

Following the presentation by the planning consultants, the meeting was opened up for public questions and comments. The notes below summarize responses and discussion from the meeting attendees.

Goals

- Update Comprehensive Plan
- Enhance Quality of Life for Residents
- Protect the Health & Safety of those who enjoy Whitpain
- Preserve Natural & Cultural resources of the Township

- Embrace the Future while Cherishing Township heritage

Facts

- 4 Village Areas in Township
- Heavy traffic is a reality.
- Nearby SEPTA rail lines only run hourly at night.

- Pennlyn SEPTA rail station is very dark, not safe, and has limited parking.
- Trash collection is an issue. Too many collectors in the Township.
- There are no trails in Prophecy Creek Park.
- The gas station at Butler Pike and Skippack Pike has been vacant for around 10 years.
- The current zoning near Centre Square has restrictive requirements.
- There are about 100 houses built around 1950 near Broad Axe Village. Important to maintain their character.
- There are 14 empty lots in W. Ambler Village area.
- W. Ambler superfund site was recently part of a revitalization effort.
- The Belfry Station was a train station in Whitpain on the former Stony Creek Branch. No longer active.
- Over 90% of water supply in Whitpain is public water service.
- Vacant property near Prophecy Creek Park and Broad Axe Village.
- County Open Space fund has been exhausted.
- Geese are an issue at parks and open space.
- There are no true boundaries to the villages.
- Walkability in the Township is an issue. Getting to existing trails is difficult.
- Township will need to seek funding for new trails.
- Options for trails include narrowing vehicular travel lanes or using PECO ROW.
- Build trails within Prophecy Creek Park.
- Create a design plan/guidelines for future development.
- Create more attractive architecture and streetscapes in the villages.
- Are there plans for Route 73, Butler Pike, or other main arterial roadways in the Twp?
- Incentivize owners of vacant buildings to demolish the buildings and plant grass to improve appearance.
- Route 202 and Route 73 is a prominent location that needs improvements.
- Remedy traffic along with gas station development.
- Redevelopment of properties in Whitpain will be needed since it is mostly built out.
- More restrictive zoning and less incentive based zoning has worked in the past and could be implemented in Broad Axe.
- West Ambler Village and the superfund site should be addressed in the Comprehensive Plan.
- Connect currently preserved open space
- Two potential funding agencies are DCNR and Commonwealth Financing Authority.
- Prioritize stormwater and green infrastructure improvements.
- Are there other villages in Whitpain that should be studied? Where are the boundaries?
- PENNVEST is an option for stormwater funding.
- Need to manage geese at existing and new parks and open space.

Concepts

- Enhance the village area appearances
- Enhance pedestrian networks connections
- Enhance stormwater management
- Traffic calming
- Connections to mass transit / bus network
- Recreational opportunities
- More regular rail service to Ambler
- Connect Broad Axe Village to Ambler with a trail and sidewalks.
- Connect Broad Axe to Prophecy Creek Park and Blue Bell.

The presentation from this meeting will be made available on the Township website. The next Town Hall meeting will be held on February 25th, 2015, 7:00 pm at the Manor House at Prophecy Creek, 205 W. Skippack Pike, Ambler, PA 19002. This meeting will discuss Environmental Factors and the Blue Bell Village. The keynote speaker will be Dr. Jeff Featherstone, Professor of Community & Regional Planning, Temple University - Ambler. Residents are also invited to take the 26 question online survey available at the following link:

<http://www.surveymonkey.com/s/WhitpainCompPlan>

or go to <http://www.whitpaintownship.net/>

This report represents the Professional's summation of the proceedings and is not a transcript. Unless written notice of any correction or clarification is received by the Professional from the Committee within ten days of issue, the report shall be considered factually correct and shall become part of the official project record.

Sincerely,

SIMONE COLLINS, INC.
LANDSCAPE ARCHITECTURE



Jared Lowman, RLA
Project Manager

Cc: Committee
Sandy Koza, McMahon Associates
Chris Lankenau, Urban Partners



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

NAME	ADDRESS	EMAIL
16. Steven Cheyce		
17. William Lutz		
18. Jim Meyer		
19. Sandy Meyer		
20. Betty Gefter		
21. Bob Altmann		
22. Warren L. Birkhauser		
23. Harry Jenkins		
24. Thomson Zucker		
25. Pat Mathews		
26. Harold Mathews		
27. Pam Steitz		
28. David Buck		
29. Chris Valle		
30. Charler Christine		
31. Dorothy Christine		
32. Henry DeStyber		
33. Kathy Gallagher		
34. Mark Elsey		
35. Roman Pravozek		
36. Liz Roben		
37. David Lieberman		
38. Carol Dallach		
39.		
40.		



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING SIGN IN SHEET

Project: Whitpain Township
Comprehensive Plan

Project:
No.: SC:14083.10

Location: Montgomery County Community College
College Hall Rm. 144 / 148

Date: 2/04/2015

Topic: Town Hall Meeting #1

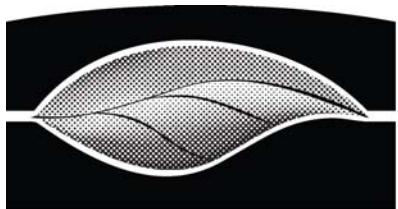
Time: 7:00 PM

NAME	ADDRESS	EMAIL
1. Mr and Mrs. J.H. Rayner		
2. Bob Whitlock		
3. Tom Messmer		
4. Douglas Rount		
5. Brad Tate		
6. Mark Prince		
7. Ellen Cobb		
8. Alice Rand & Patrick Hennessy		
9. John Greer		
10. Joseph Campbell		
11. Julie Decker		
12. Betsy Holler		
13. Bruce Barner		
14. Tim Murt		
15. Kimberly Zampieri		



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

	NAME	ADDRESS	EMAIL
16.	Otis Hightower		
17.	Alice Wright		
18.	ROBERT TREJO		
19.	Ruth Weeks		
20.	Britt Dahlberg		
21.			
22.			
23.			
24.			
25.			
26.			
27.			
28.			
29.			
30.			
31.			
32.			
33.			
34.			
35.			
36.			
37.			
38.			
39.			
40.			



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING NOTES

Project: **Comprehensive Plan for Whitpain Township** Project No.: **14083.10**

Location: **Manor House at Prophecy Creek
205 W. Skippack Pike, Ambler, PA** Meeting Date/Time: **2/25/15
7:00 pm**

Topic: **Town Hall Meeting #2** Issue Date: **3/20/2015**

ATTENDEES:

See attached Attendance List

BACKGROUND:

Fred Connor, Whitpain Township Supervisor, began the meeting by welcoming those in attendance and introducing the project committee and planning consultants. Fred then introduced the keynote speaker, Jeffrey Featherstone, Ph.D., Director of Temple University Center for Sustainable Communities. Dr. Featherstone discussed drivers of sustainability, existing sustainable practices in Whitpain, and strategies for improving local sustainability. Following Dr. Featherstone's presentation, the planning consultants discussed the purpose of the Comprehensive Plan, gave a brief overview of the Township's environmental features, and discussed existing conditions, challenges, and opportunities of the Blue Bell Village. Those in attendance were encouraged to take the online citizen survey. Comments can also be mailed, emailed, or discussed via telephone with the planning consultants, Simone Collins (SC).

NOTES:

Following the presentation by the planning consultants, the meeting was opened up for public questions and comments. The notes below summarize responses and discussion from the meeting attendees.

1. Dr. Featherstone explained that a detached single family home consumes more BTU's than an urban home through different transportation patterns (cars vs. mass transit) and different means of energy consumption.
2. About 5% of the Township is protected open space.

3. Regarding native plantings, the Township SALDO encourages but does not mandate certain native trees and shrubs. Native plantings will be encouraged at Centre Square Commons.
4. As a way to reduce invasive species, can the Township require that native species are planted? SC and the Township will examine this idea.
5. Will Centre Square Commons have an impact on Stony Creek into Norristown? Certain stormwater requirements will be mandated by the State to mitigate impacts.
6. Prophecy Creek is healthy because much of it is surrounded by protected open space.
7. Whitpain has multiple trash collection servicers. Would reducing this to one trash collector reduce CO2 emissions and traffic? SC will investigate.
8. An idea for energy reduction is to install solar systems on area shopping centers.
9. Bump-outs with curbs and trees could help calm traffic. Funding for road improvements such as these is starting to become more available at the State and Federal level.
10. Walkability and traffic are an issue in the Township, particularly in Blue Bell Village. This should be prioritized as it could be a catalyst for more businesses. Safe trail and sidewalk connections to Township schools are also important.
11. There will be two new traffic signals installed as part of the Centre Square Commons development. One of these signals will be at Route 73 and Kohl's/Centre Square Fire Company and the other on Route 202.
12. As part of the Comprehensive Plan, the traffic engineers on the consultant team, McMahon Associates, will provide an overview of traffic issues and potential improvement projects in the Township.
13. Bus and commuter traffic near the Community College creates traffic issues on Morris Rd. An idea is for MCCC to stagger its schedules to improve traffic.
14. The Township should continue to preserve open space. Are there requirements for a developer to preserve open space? This varies based on the zoning district. The Township Engineer, Jim Blanch, should be contacted for more specific information regarding zoning requirements. An Official Map could also be helpful in preserving open space.
15. The community should be more accessible for people with disabilities in terms of trails, sidewalks, handicapped parking, street crossings, etc.
16. The Township's historic preservation ordinance is important and should be considered as part of the Comprehensive Plan. The ordinance provides certain incentives to preserve buildings in the Township, but it does not protect buildings from everything.
17. Education of the public about the benefits of sidewalks and trails takes time. The Township should be sure to hear the concerns of residents and work with them through the process.

18. Roads in Whitpain are difficult for cyclists and horse riders. As part of the Comprehensive Plan, SC will provide suggestions on how to make roads more bicycle and pedestrian friendly.
19. It was noted that large jets at Wings Field are an issue. This type of activity is controlled by the FAA.
20. The Township should take a more active stand on the types of businesses in the villages. The Township should leverage and highlight village area to encourage business in these areas.
21. Regarding sewer service in the Township, only a small percentage of people are not connected to public sewer.
22. Damaged trees and deer on Morris Road are a problem. The Township Shade Tree Commission is working on a master plan. Addressing damaged trees in the Township is important and ongoing. The issue of deer is a large problem that must be addressed at a regional level. Having connected open spaces and trails may reduce deer on roadways.
23. Open space acquisition is important, important to the Township, but expensive. There is currently not any County money available for open space acquisition.

The presentation from this meeting will be made available on the Township website. The next Town Hall meeting will be held on March 11th, 2015, 7:00 pm at the Arborcrest Corporate Campus, Hillcrest II building, conference rooms 1 & 2, 721 Arbor Way, Blue Bell, PA 19422. This meeting will discuss Economic Factors and the Centre Square Village. The keynote panel will include John Zaharchuk of Summit Realty Advisors, Christopher Canavan of WB Homes, and Victor Meitner, Jr. P.C. Residents are also invited to take the 26 question online survey available at the following link:

<http://www.surveymonkey.com/s/WhitpainCompPlan>
 or go to **<http://www.whitpaintownship.net/>**

This report represents the Professional's summation of the proceedings and is not a transcript. Unless written notice of any correction or clarification is received by the Professional from the Committee within ten days of issue, the report shall be considered factually correct and shall become part of the official project record.

Sincerely,

SIMONE COLLINS, INC.
 LANDSCAPE ARCHITECTURE



Peter Simone, RLA, FASLA
 President

Cc: Committee
 Sandy Koza, McMahon Associates
 Chris Lankenau, Urban Partners



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING SIGN IN SHEET

Project: Whitpain Township
Comprehensive Plan

Project: SC:14083.10
No.:

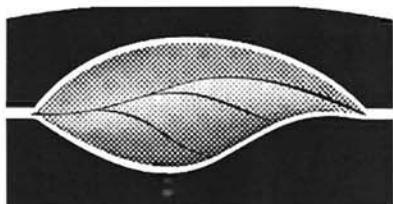
Location: Manor House at Prophecy Creek
205 W. Skippack Pike, Ambler, PA 19002

Date: 9/25/2015

Topic: Town Hall Meeting #2

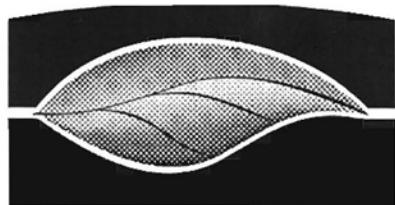
Time: 7:00 PM

NAME	ADDRESS	EMAIL
1. Bob Whittack		
2. Bill Lutz		
3. Andrew Mehan		
4. Tom Messmer		
5. Carol Christ		
6. Pam Steitz		
7. Douglas Routh		
8. Randy Brock		
9. Duane D Deane		
10. Erin Crump		
11. TAI CHANG		
12. CINDY & MIKE BOWMAN		
13. Charles Bernstein		
14. Betsy and Jim Nutt		
15. Rick Himmer		
Ann Hunter		



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

NAME	ADDRESS	EMAIL
16. JAHIR GARRIDO		
17. Mr. and Mrs. S. H. Raynes		
18. Mary Ann Messmer		
19. JEFF & ALETA BOSSERT		
20. Henry & De Stuebel		
21. John E. Schneider, RLA ASLA		
22. Alice Raud & Patrick Hennessy		
23. Lydia Temnyak		
24. Marie Gold Kamp		
25. Lee Baum		
26. Judy Kahn		
27. CRAIG TOEDMAN		
28. Penny Gester		
29. CLAYRE CUBBIN		
30. Mark Eberle		
31. PAUL CERAGHTY		
32. MARY Louise Feron		
33. Steven Choyce		
34. Jim Munz		
35. Dillon Horwitz		
36. DAVID Kopp		
37. Judy Chasin		
38. Sandra & Jim Meyer		
39. ANDY WILLIAMS		
40. Bob Mueller		



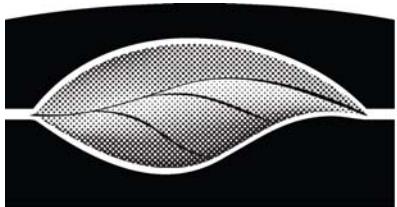
SIMONE COLLINS LANDSCAPE ARCHITECTURE

119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401

PHONE: 610.239.7601 FAX: 610.239.7606

W W W . S I M O N E C O L L I N S . C O M

NAME	ADDRESS	EMAIL
16. Trish DiSandro		
17. Sheila Willey		
18. Elizabeth Ridge		
19. Donna Stockett		
20. Rosalie Scott		
21. MATT ROBINSONS		
22. Chris Valle		
23. Alison Doyle		
24. DOUG LEATH		
25. Edgar David		
26. DAVID BEAVERS		
27. CAROLE R. RYNE		
28. Bruce Banner		
29.		
30.		
31.		
32.		
33.		
34.		
35.		
36.		
37.		
38.		
39.		
40.		



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING NOTES

Project: **Comprehensive Plan for Whitpain Township** Project No.: **14083.10**

Location: **Arborcrest Corporate Campus
721 Arbor Way, Blue Bell, PA** Meeting **3/11/15**
Date/Time: **7:00 pm**

Topic: **Town Hall Meeting #3** Issue Date: **3/20/2015**

ATTENDEES:

See attached Attendance List

BACKGROUND:

Fred Connor, Whitpain Township Supervisor, began the meeting by welcoming those in attendance and introducing the project committee and planning consultants. Fred then introduced the keynote panel, John Zaharchuk of Summit Realty Advisors and Victor Meitner, PC of Meitner Homes and Victory Builders. John Zaharchuk discussed his redevelopment work at the Ambler Boiler House and then Victor Meitner discussed his redevelopment work at 564 Skippack Pike and the Broad Axe Tavern. Both the panel speakers then answered questions from the consultants and meeting attendees. Following the panel discussion, the planning consultants discussed the purpose of the Comprehensive Plan and discussed existing conditions, challenges, and opportunities of the Centre Square Village. Those in attendance were encouraged to take the online citizen survey. Comments can also be mailed, emailed, or discussed via telephone with the planning consultants, Simone Collins (SC).

NOTES:

Following the presentation by the planning consultants, the meeting was opened up for public questions and comments. The notes below summarize responses and discussion from the meeting attendees.

1. Mixed use development at Centre Square Village could be a good idea. One example of a successful mixed use development is Station Square development in Lansdale.
2. Motion censored lights on timers within local banks are mandated by the state building code. After a certain hour the lights sometimes turn off even if the building is not closed creating a safety issue. The requirement could be appealed through the State by the building landlord.

3. Generally parking requirements for banks and other uses are trending down nationally as more customers utilize online banking services. The township should evaluate their requirement for bank parking.
4. Shared parking is an option to reduce traffic congestion and improve efficiency of parking areas.
5. Pedestrian safety at Centre Square will be a concern. With the redevelopment of Centre Square Commons, increased activity will likely create a need for increased public safety / police in the area.
6. Increased activity on pedestrian facilities such as trails and sidewalks will often become self-policing by deterring vandalism and crime in these areas.
7. The Route 202 widening project is funded and is expected to be completed by 2020. The project includes road widening, sidewalks, bike lanes, and traffic signal upgrades.
8. The sidewalks associated with the Route 202 widening will improve the walkability of Centre Square and connect Centre Square to Montgomery County Community College.
9. The timing of redevelopment in the villages will be driven by the private sector. The Township will need to set the agenda and act as a catalyst for redevelopment.
10. Development of the Official Map will be an important tool for the Township guide and promote certain improvements desired by the Township.
11. Proposed trails and road improvements are two types of improvements that should be included on the Township's Official Map.
12. The Township should evaluate their signage requirements in order to adequately control the size and appearance of commercial signage in certain areas such as the villages.
13. Design guidelines for the villages should be developed to control future redevelopment.
14. The Township should consider less incentive based zoning and more restrictive zoning which has worked well in the past.
15. Can there be a process within the Township to expedite certain development projects? This would have to be evaluated by the Township.

The presentation from this meeting will be made available on the Township website. The next Town Hall meeting will be held on March 25th, 2015, 7:00 pm at the Centre Square Fire Company, 1298 Skippack Pike, Blue Bell, PA 19422. This meeting will discuss Recreational Factors and the West Ambler Village. The keynote speaker will be Drew Gilchrist, Southeast Regional Advisor, DCNR Bureau of Recreation and Conservation. Residents are also invited to take the 26 question online survey available at the following link:

<http://www.surveymonkey.com/s/WhitpainCompPlan>
or go to <http://www.whitpaintownship.net/>

This report represents the Professional's summation of the proceedings and is not a transcript. Unless written notice of any correction or clarification is received by the Professional from the Committee within ten days of issue, the report shall be considered factually correct and shall become part of the official project record.

Sincerely,

SIMONE COLLINS, INC.
LANDSCAPE ARCHITECTURE



Jared Lowman, RLA
Project Manager

Cc: Committee
Sandy Koza, McMahon Associates
Chris Lankenau, Urban Partners



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING SIGN IN SHEET

Project: Whitpain Township
Comprehensive Plan

Project: SC:14083.10
No.:

Topic: Town Hall Meeting #3

Time: 7:00 PM

Location: Arborcrest Corporate Campus
Hillcrest II building, Conference Rooms 1 & 2
Blue Bell, PA, 19422

Date: 3/11/2015

NAME
1. Tom Nease
2. Bob Whittrock
3. Mr & Mrs. S.H. Raynes
4. Joanne & Bill Messerschmidt
5. Anthony Litwak
6. JAMES GARCIA
7. Vic MEINER
8. Roman Pronczak
9. CHRIS LANKFORD
10. Tom Messmer
11. ED LANE
12. Randy Brock
13. Dillon Horwitz
14. Judy Chasin + Encorowitz
15. CLAIRE CUBBIN



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING SIGN IN SHEET

Project: Whitpain Township
Comprehensive Plan

Project: SC:14083.10
No.:

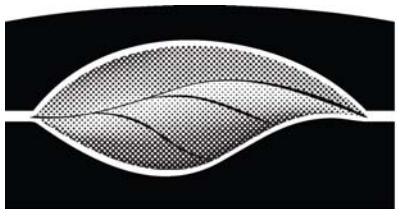
Topic: Town Hall Meeting #3

Time: 7:00 PM

Location: Arborcrest Corporate Campus
Hillcrest II building, Conference Rooms 1 & 2
Blue Bell, PA, 19422

Date: 3/11/2015

	NAME	ADDRESS	EMAIL
1.	Ann Hunter		
2.	JACK PRUNILCO		
3.	Edgar David		
4.	Alison Doyle		
5.	Theresa Hilbush		
6.	Alice Rand		
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING NOTES

Project: **Comprehensive Plan for Whitpain Township** Project No.: **14083.10**

Location: **Centre Square Fire Company
1298 W. Skippack Pike
Blue Bell, PA 19422** Meeting **3/25/15**
Date/Time: **7:00 pm**

Topic: **Town Hall Meeting #4** Issue Date: **4/7/2015**

ATTENDEES:

See attached Attendance List

BACKGROUND:

Fred Connor, Whitpain Township Supervisor, began the meeting by welcoming those in attendance. Fred then introduced the keynote Speaker, Drew Gilchrist, Regional Advisor, Department of Conservation and Natural Resources. Mr. Gilchrist discussed some of the findings of the 2014-2019 Statewide Comprehensive Outdoor Recreation Plan, the value of community recreation facilities, and recommendations for successful planning of recreational elements within communities. Following Mr. Gilchrist's presentation, the planning consultants discussed basic elements of recreation as it relates to the Whitpain Township Comprehensive Plan and also discussed the existing conditions, challenges, and opportunities of the West Ambler Village. Those in attendance were encouraged to take the online citizen survey. Comments can also be mailed, emailed, or discussed via telephone with the planning consultants, Simone Collins (SC).

NOTES:

Following the presentation by the planning consultants, the meeting was opened up for public questions and comments. The notes below summarize responses and discussion from the meeting attendees.

1. Healthcare facilities may be a good source of funding for recreational facility development. SC will examine this idea as part of the Whitpain Township Comprehensive Plan.
2. Mr. Gilchrist mentioned the Pennsylvania Act 115 of 2013 which states that, in addition to acquiring land and easements, dedicated open space taxes may now be used to develop, improve, design, engineer, and maintain open space acquired with dedicated open space taxes in order to provide open space benefits. (Up to 25% of open space taxes may be used for this purpose.)

3. The survey administered as part of the 2014-2019 PA Outdoor Recreation Plan indicated that on-road bike lanes, natural and wild areas, and dog parks rank #2, #3, and #4 in terms of recreation facilities that are most desired by the public. (The #1 desired facility was rental cabins.)
4. The former firehouse that was constructed in Broad Axe was repurposed because anticipated housing was not constructed. The Centre Square fire company is in need of a new firehouse.
5. Whitpain Township does not have its own sewage treatment facility.
6. There are existing trails within the Crossways Preserve, Briar Hill Preserve, and Camp Woods Preserve; however these are not shown on the community map. The Township should focus on creating a Township-wide trail map to inform the public of where they can go for recreation / trail use.
7. Many of the small trails in Whitpain are private trails developed by Township partners which creates a difficulty in developing a Township wide trails map.
8. One of the access points to Armentrout Preserve was recently repaired. Plastic netting remains preventing horse traffic through the area and also creating difficulties for dogs. Can portions of the netting be removed to allow better access?
9. A detention basin within Armentrout Preserve has recently been retrofitted slow the flow of stormwater through the basin in order to reduce sediment and pollutants that get carried to the nearby streams and provide a better wildlife habitat.
10. Future trails should be multi-use trails to allow for many different activities such as bicycling, and horseback riding. The compatibility of horses and bicycles on trails will need to be considered for future multi-use trails in the Township. The trails should also be ADA accessible to allow use by people of all abilities.
11. There are proposed trails through and around Montgomery County Community College. These trails will link the College to The Whitpain Township building and Wentz Run Park. *Rev. 4/7/15*
12. The Route 202 improvements will include sidewalks and bike lanes across the entire length of the Township. The proposed trails around Montgomery County Community College will connect to these sidewalks and bike lanes to provide pedestrian and bike access to Centre Square Village. *Revised 4/7/15*
13. The proposed trails at the Montgomery County Community College will extend north through the Crossways Preserve and link to Lower Gwynedd Township. These trails will likely be a combination of different surface materials including asphalt, mulch, and boardwalks.
14. It is also anticipated that the College parking lot will serve as a trailhead. The MCCC trail project is expected to start this summer.

15. The Township trail plan also includes a proposed trail from Wentz Run Park to South Township Line Road.
16. There is a dog park proposed at Centre Square Park. The dog park is expected to open in September, 2015 at the time Centre Square Park opens. This park will be the only dog park in the Township.
17. Along with the Route 202 widening, improvements to the road access to Centre Square Park and the dog park will also be made. This will also include storm water management improvements. *Revised 4/7/15*
18. The Route 202 improvement project will include improvements to the access to Centre Square Park for both pedestrians and vehicles from Route 202.
19. There is a stormwater drainage issue at the Ginkgo Drive and Morris Road intersection. It was mentioned that this issue will be solved as part of a storm sewer extension project along Morris Road to Cathcart Road.
20. There are issues with debris at the Jolly Road and Township Line Road intersection that makes it difficult for pedestrians. It was noted this area will be part of a future widening project that will include pedestrian facilities.

The presentation from this meeting will be made available on the Township website. The next Town Hall meeting will be held on October 14th, 2015, 7:00 pm at the Montgomery County Community College, College Hall Room 144/148, 340 Dekalb Pike, Blue Bell, PA 19422. The draft Comprehensive Plan will be presented at this meeting. Residents are also invited to take the 26 question online survey available at the following link:

<http://www.surveymonkey.com/s/WhitpainCompPlan>
or go to <http://www.whitpaintownship.net/>

This report represents the Professional's summation of the proceedings and is not a transcript. Unless written notice of any correction or clarification is received by the Professional from the Committee within ten days of issue, the report shall be considered factually correct and shall become part of the official project record.

Sincerely,

SIMONE COLLINS, INC.
LANDSCAPE ARCHITECTURE



Jared Lowman, RLA
Project Manager

Cc: Committee
Sandy Koza, McMahon Associates
Chris Lankenau, Urban Partners



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING SIGN IN SHEET

Project: Whitpain Township
Comprehensive Plan

Project: SC:14083.10
No.:

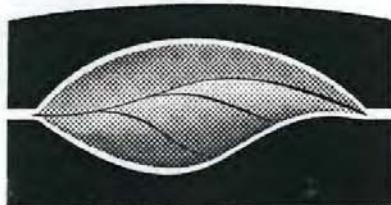
Topic: Town Hall Meeting #4

Time: 7:00 PM

Location: Centre Square Fire Company
1298 W. Skippack Pike, Blue Bell, PA 19422

Date: 3/25/2015

NAME	ADDRESS	EMAIL
1. Carol Christ		
2. Alice Raus		
3. JAIME GARRIDO		
4. Charyl Tatryan		
5. Duane D Danner		
6. Jerome St. Resser		
7. Pam & Bill Graw		
8. GREG KUCHARICK		
9. CLAIRE CUBBIN		
10. Dillon Horwitz		
11. Beverly Pelletier		
12. Edgar David		
13.		
14.		
15.		



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
W W W . S I M O N E C O L L I N S . C O M

MEETING SIGN IN SHEET

Project: Whitpain Township
Comprehensive Plan

Project: SC:14083.10
No.:

Topic: Town Hall Meeting #4

Time: 7:00 PM

Location: Centre Square Fire Company
1998 W. Skippack Pike, Blue Bell, PA 19422

Date: 3/25/2015

NAME	ADDRESS	EMAIL
1. Bob Whitlock		
2. Nancy + Jim Munz		
3. Pam Stertz		
4. Rich Himmer		
5. Ann Western		
6. Herb Raynes		
7. Ann Hunter		
8. Tom Messmer		
9. Jeffrey Dragone		
10. Susan Mudambi		
11. ROMAN PONCZEK		
12. Alison Doyle		
13. John Catzani		
14. Judy Chasan/Eric Horwitz		
15. JIM BLANCH		

Whitpain Township Comprehensive Plan

Whitpain Villages Market Assessment

Centre Square
Blue Bell
Broad Axe

Technical Memorandum Prepared by:
Urban Partners

Prepared for:
Simone Collins

August 2015

Table of Contents

Introduction	2
Retail Market.....	3
Office Market	16
Day Care Market.....	21
Cultural/Entertainment/Recreation Market.....	24
Visual Arts Center	24
Performance Venue.....	25
Bowling Alley	26
Dance Studio	27
Yoga Studio	29
Overall Market Recommendations	31

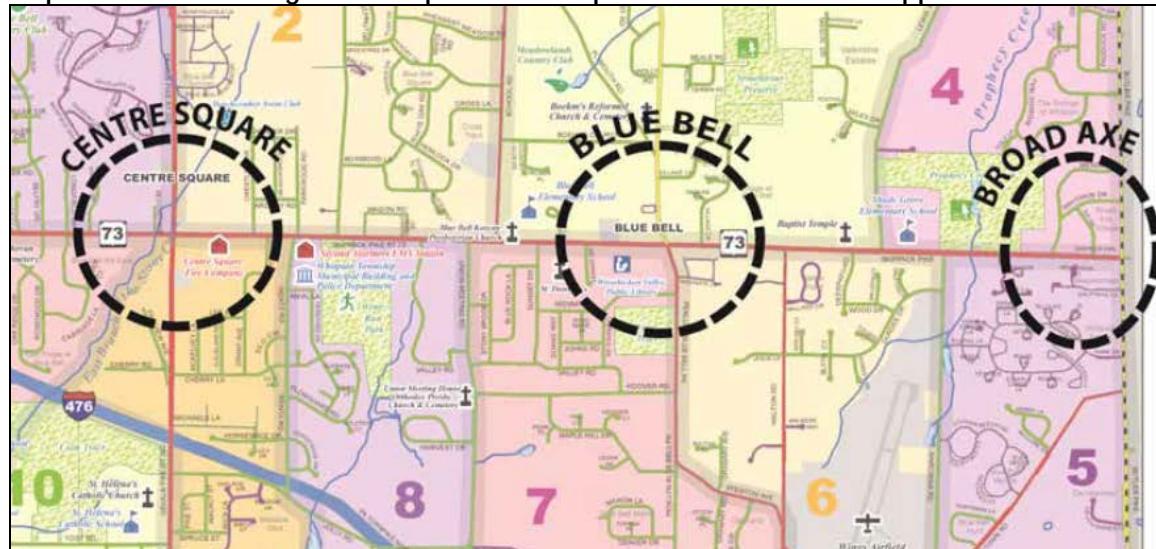
Introduction

Whitpain Township has retained a multi-disciplinary professional planning team led by Simone Collins to prepare a Comprehensive Plan for the Township. The Plan is intended to provide the Township with a blueprint for future land use patterns, be a guide for the municipality's physical development, be an effective basis for the development of land use ordinances, and provide a framework for change so the Township can be proactive toward development.

As part of this effort, Urban Partners has been retained to conduct a market assessment of three historic villages in Whitpain Township along Route 73, Skippack Pike - Broad Axe, Blue Bell, and Centre Square (see **Map 1**). A fourth village center in the Township - West Ambler - lies to the north of the Skippack Pike corridor adjacent to Ambler Borough. Urban Partners conducted a market analysis for West Ambler village in 2009, as part of a plan for the area prepared by Simone Collins, to identify opportunities for residential growth associated with the revitalization of downtown Ambler.

This assessment evaluates the retail, office/commercial, daycare, and entertainment markets for Whitpain Township in the vicinity of the three villages. This analysis serves as a baseline for existing economic and market conditions, and identifies the Township's potential for expanded market opportunities in these areas that can serve its residents, employees, and visitors alike.

Map 1. The Three Villages in Whitpain Township Examined for Market Opportunities

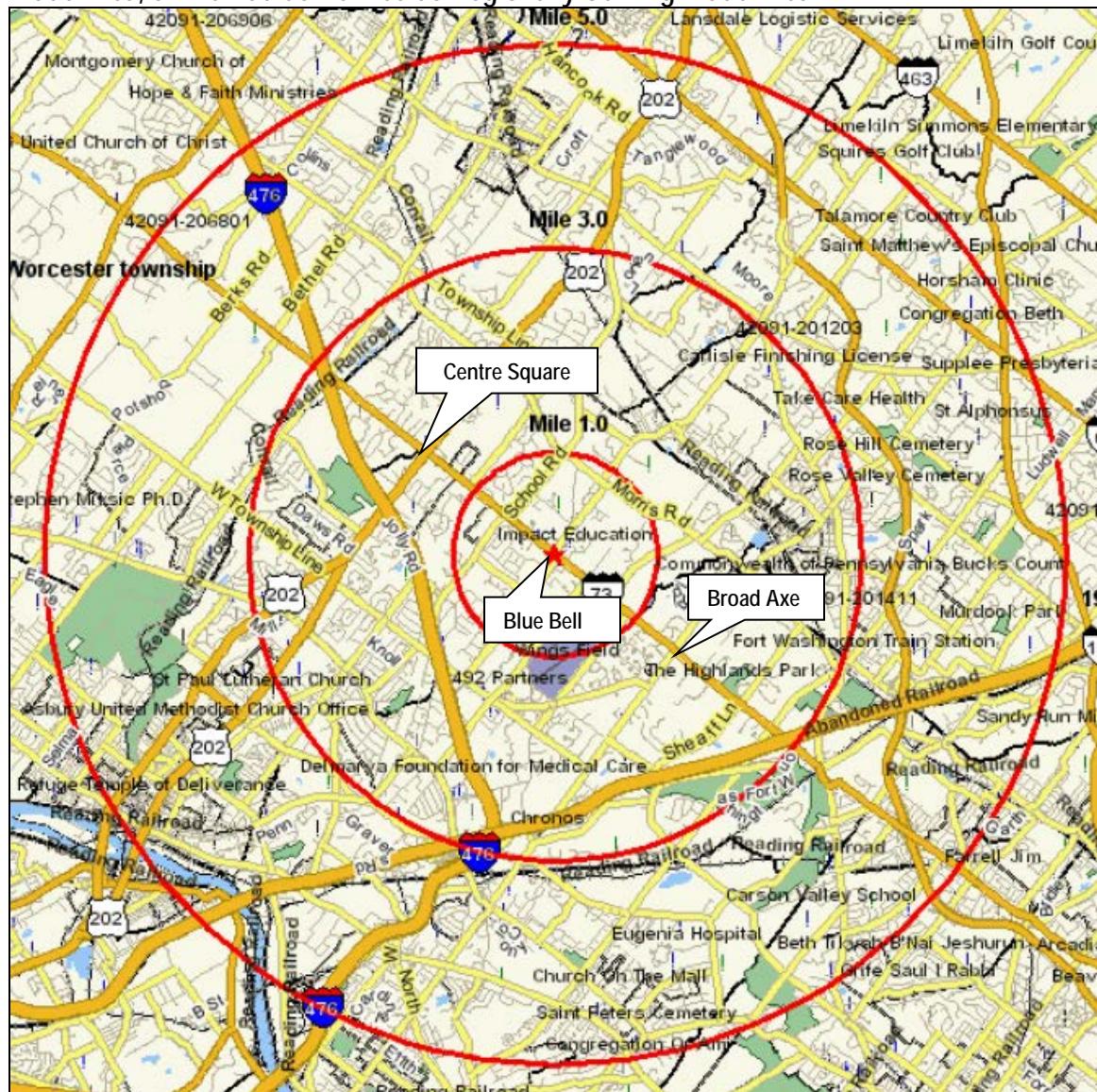


Retail Market

Retail Trade Area Definition

Urban Partners conducted a retail market analysis to characterize the performance of existing retailers in the three villages in Whitpain Township examined for market opportunities - Broad Axe, Blue Bell, and Centre Square - as well as identify gaps and opportunities for potential additional retailing in these village centers. In order to examine the entire range of retailers potentially feasible for the sites, we have defined a retail trade area of one, three, and five miles from the center-most village - Blue Bell - an area which incorporates the other two villages (see Map 2).

Map 2. Whitpain Village Retail Market Trade Area: 3-Mile Radius Defined as Locally-Serving Trade Area, 5-Mile Radius Defined as Regionally-Serving Trade Area



Source: The Nielsen Company

Examining retail supply and demand within a one- and three-mile radius allows us to identify potential smaller-scale locally-serving retail opportunities for the villages, particularly basic goods and services purchased most frequently. Broadening out to a larger trade area - encompassing the three to five-mile radius - allows us to identify potential retail opportunities for the villages serving a larger and more regional population. Both types of retailers could operate together and could be designed to fit an urban or suburban scale, depending on the specific type of development desired for the villages. To examine both levels of opportunity, we have identified two retail trade areas for this analysis - the Locally-Serving Trade Area and the Regionally-Serving Trade Area.

Retail Supply

For the retail market analysis, we are focused chiefly on retail stores engaged in selling merchandise for personal and/or household consumption and on establishments that render services incidental to the sale of these goods. Selected service establishments are also included, especially those businesses primarily providing personal services to individuals and households, such as hair and nail salons and laundry and dry cleaning establishments. All retail establishments in the area were classified by type of business according to the principal lines of merchandise sold and the usual trade designation. In general, this classification follows the numeric system established for both government and industry practice – the NAICS.

The term "retail store sales" in this analysis includes sales by establishments that are normally found in pedestrian-oriented retail shopping areas. This definition excludes the sales of automobile dealerships and repair facilities, service stations, fuel oil dealers, and non-store retailing. Banks and other financial establishments are also excluded from this assessment because banking activities – deposits, loans, etc. – cannot be added to sales volume data for other types of retail establishments. Unlike many secondary data sources, such as the Bureau of the Census, however and as noted above, this definition does include the sales of service establishments such as barber shops, hair and nail salons, and dry cleaners.

Consumer shopping patterns vary depending on the types of goods being purchased. For convenience goods purchased frequently, such as groceries, drugs, and prepared foods, shoppers typically make purchases at stores close to their home or place of work. For larger-ticket, rarely purchased items – such as automobiles, electronics and large appliances – shoppers may travel anywhere within the metropolitan area or beyond to obtain the right item at the right price. For apparel, household furnishings, and other shopping goods, consumers generally establish shopping patterns between these two extremes, trading at a number of shopping areas within a 30 minute commute of their homes.

Retail Demand

In analyzing the retail market demand within a portion of a larger metropolitan area, these behavioral observations translate into a series of analytical rules-of-thumb:

- Shopping for community-serving goods and services is generally confined to the primary trade area.

- Expenditures made at full-service restaurants will occur chiefly within the primary trade area, but some restaurant expenditures made by the primary trade area population will be lost to established restaurants located outside the primary trade area. Similarly, some restaurant sales in the primary trade area will be attracted from residents who live elsewhere in the region.
- Expenditures made by primary trade area residents for shopping good items (department stores, apparel, most specialty goods) will more likely occur within the area, but a substantial proportion of these sales will occur outside the area. Similarly, significant sales will be attracted from residents outside the primary trade area to any large, well-known stores located within the trade area.
- Specific high-quality stores within the primary trade area may attract significant clientele from well beyond the primary trade area for highly-targeted, single destination trips for specialized purchases.

Locally-Serving Trade Area

Supply and Demand Characteristics

Based on the rationale discussed above, we are defining the three-mile radius from the center of Blue Bell village (the corner of Skippack Pike and Penllyn Blue Bell Pike) as the Locally-Serving Trade Area. Within this trade area exist retailers in each of the three subject villages in Whitpain Township, including locally-owned shops, boutiques, and restaurants. In addition, this trade area includes the larger shopping centers of Centre Square, including Center Square Plaza, home to such larger chains as Kohl's, Home Goods, and Super Fresh, along with several other chains including Subway and Great Clips; as well as the Shoppes at Village Square, housing more upscale local retailers; and the smaller Village of Centre Square. Center Square Commons, a proposed new shopping center at the corner of Route 202 and Skippack Pike, will replace the existing Village of Centre Square with 52,000 SF of new retail space. Stores will include a small food market, restaurants, and other smaller stores such as a pet store, card and stationery store, shoe store, and salon. Because of this concentration of retailers, this three-mile-radius Locally-Serving Trade Area draws customers from outside the area for various retail goods and services.

In this section, we describe the current supply and demand for all retail goods and services by residents of this Locally-Serving Trade Area. To determine the supply and demand, we acquired information about the retail spending behavior of market study area residents from the Nielsen Company. **Table 1** outlines the supply and demand characteristics of the Trade Area.

Table 1. Locally-Serving Trade Area Retail Supply and Demand Characteristics, 2015

	2015 Demand Expenditures	2015 Supply Sales	Opportunity Gap/Surplus
Total Retail Sales	\$701,024,148	\$498,145,822	\$202,878,326
Motor Vehicle and Parts Dealers-441	\$16,135,366	\$4,510,901	\$11,624,465
Automotive Parts/Accsrs, Tire Stores-4413	\$16,135,366	\$4,510,901	\$11,624,465
Furniture and Home Furnishings Stores-442	\$22,628,521	\$12,592,656	\$10,035,865
Furniture Stores-4421	\$12,184,711	\$5,201,995	\$6,982,716

Home Furnishing Stores-4422	\$10,443,810	\$7,390,661	\$3,053,149
Electronics and Appliance Stores-443	\$19,394,615	\$8,773,652	\$10,620,963
Appliances, TVs, Electronics Stores-44311	\$14,968,584	\$7,533,676	\$7,434,908
Household Appliances Stores-443111	\$2,579,377	\$1,947,942	\$631,435
Radio, Television, Electronics Stores-443112	\$12,389,207	\$5,585,734	\$6,803,473
Computer and Software Stores-44312	\$3,979,960	\$1,239,976	\$2,739,984
Camera and Photographic Equipment Stores-44313	\$446,071	0	\$446,071
Building Material, Garden Equip Stores -444	\$113,279,565	\$25,484,032	\$87,795,533
Building Material and Supply Dealers-4441	\$97,920,401	\$24,272,027	\$73,648,374
Home Centers-44411	\$39,664,556	\$8,142,204	\$31,522,352
Paint and Wallpaper Stores-44412	\$1,733,582	\$3,439,680	(\$1,706,098)
Hardware Stores-44413	\$9,377,977	\$5,087,672	\$4,290,305
Other Building Materials Dealers-44419	\$47,144,286	\$7,602,471	\$39,541,815
Building Materials, Lumberyards-444191	\$17,526,683	\$2,843,354	\$14,683,329
Lawn, Garden Equipment, Supplies Stores-4442	\$15,359,164	\$1,212,005	\$14,147,159
Outdoor Power Equipment Stores-44421	\$4,520,428	0	\$4,520,428
Nursery and Garden Centers-44422	\$10,838,736	\$1,212,005	\$9,626,731
Food and Beverage Stores-445	\$121,854,751	\$90,969,408	\$30,885,343
Grocery Stores-4451	\$78,682,229	\$77,159,388	\$1,522,841
Supermarkets, Grocery (Ex Conv) Stores-44511	\$73,791,651	\$70,421,335	\$3,370,316
Convenience Stores-44512	\$4,890,578	\$6,738,053	(\$1,847,475)
Specialty Food Stores-4452	\$9,678,194	\$1,527,119	\$8,151,075
Beer, Wine and Liquor Stores-4453	\$33,494,328	\$12,282,901	\$21,211,427
Health and Personal Care Stores-446	\$54,176,199	\$49,625,933	\$4,550,266
Pharmacies and Drug Stores-44611	\$43,057,381	\$42,242,099	\$815,282
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$3,747,877	\$2,426,802	\$1,321,075
Optical Goods Stores-44613	\$2,581,528	\$2,248,919	\$332,609
Other Health and Personal Care Stores-44619	\$4,789,413	\$2,708,113	\$2,081,300
Clothing and Clothing Accessories Stores-448	\$53,360,900	\$41,629,799	\$11,731,101
Clothing Stores-4481	\$26,082,685	\$29,084,777	(\$3,002,092)
Men's Clothing Stores-44811	\$1,319,706	\$963,141	\$356,565
Women's Clothing Stores-44812	\$5,686,446	\$7,404,495	(\$1,718,049)
Children's, Infants Clothing Stores-44813	\$1,377,960	\$1,488,075	(\$110,115)
Family Clothing Stores-44814	\$13,673,847	\$16,020,174	(\$2,346,327)
Clothing Accessories Stores-44815	\$1,818,311	\$1,311,641	\$506,670
Other Clothing Stores-44819	\$2,206,415	\$1,897,251	\$309,164
Shoe Stores-4482	\$3,447,601	\$7,884,942	(\$4,437,341)
Jewelry, Luggage, Leather Goods Stores-4483	\$23,830,614	\$4,660,080	\$19,170,534
Jewelry Stores-44831	\$21,897,348	\$4,660,080	\$17,237,268
Luggage and Leather Goods Stores-44832	\$1,933,266	0	\$1,933,266
Sporting Goods, Hobby, Book, Music Stores-451	\$19,057,962	\$5,979,145	\$13,078,817
Sporting Goods, Hobby, Musical Inst Stores-4511	\$16,304,197	\$5,379,359	\$10,924,838
Sporting Goods Stores-45111	\$8,352,636	\$3,519,753	\$4,832,883
Hobby, Toys and Games Stores-45112	\$4,627,406	\$954,779	\$3,672,627
Sew/Needlework/Piece Goods Stores-45113	\$1,414,624	\$348,227	\$1,066,397

Musical Instrument and Supplies Stores-45114	\$1,909,531	\$556,600	\$1,352,931
Book, Periodical and Music Stores-4512	\$2,753,765	\$599,786	\$2,153,979
Book Stores and News Dealers-45121	\$2,359,338	\$118,014	\$2,241,324
Book Stores-451211	\$2,109,884	\$118,014	\$1,991,870
News Dealers and Newsstands-451212	\$249,454	0	\$249,454
Prerecorded Tapes, CDs, Record Stores-45122	\$394,427	\$481,772	(\$87,345)
General Merchandise Stores-452	\$115,038,408	\$124,237,575	(\$9,199,167)
Department Stores Excl Leased Depts-4521	\$49,743,065	\$106,637,891	(\$56,894,826)
Other General Merchandise Stores-4529	\$65,295,343	\$17,599,684	\$47,695,659
Miscellaneous Store Retailers-453	\$26,983,687	\$14,091,109	\$12,892,578
Florists-4531	\$1,106,706	\$982,375	\$124,331
Office Supplies, Stationery, Gift Stores-4532	\$13,613,583	\$8,113,417	\$5,500,166
Office Supplies and Stationery Stores-45321	\$6,769,219	\$5,902,955	\$866,264
Gift, Novelty and Souvenir Stores-45322	\$6,844,364	\$2,210,462	\$4,633,902
Used Merchandise Stores-4533	\$2,172,686	\$839,324	\$1,333,362
Other Miscellaneous Store Retailers-4539	\$10,090,712	\$4,155,993	\$5,934,719
Foodservice and Drinking Places-722	\$110,006,829	\$116,375,612	(\$6,368,783)
Full-Service Restaurants-7221	\$50,082,832	\$60,725,704	(\$10,642,872)
Limited-Service Eating Places-7222	\$43,466,808	\$35,186,006	\$8,280,802
Special Foodservices-7223	\$11,989,620	\$17,483,290	(\$5,493,670)
Drinking Places -Alcoholic Beverages-7224	\$4,467,569	\$2,980,612	\$1,486,957
Personal Services	\$29,107,345	\$3,876,000	\$25,231,345
Hair Salons, Barbers, Nail Salons	\$12,936,598	\$2,316,000	\$10,620,598
Laundries/Dry Cleaners	\$16,170,747	\$1,560,000	\$14,610,747

Source: The Nielsen Company, Urban Partners

According to this information about the retail spending behavior of market study area residents as compiled by the Nielsen Company, stores within the Locally-Serving Trade Area sell more than **\$498 million** worth of retail goods annually, while the trade area's population spends approximately **\$701 million** on retail goods annually. This retail spending includes:

- \$121.9 million in Food and Beverage Stores,
- \$115.0 million in General Merchandise Stores,
- \$113.3 million in Building Material and Garden Stores,
- \$110.0 million in Eating and Drinking Establishments,
- \$54.2 million in Health and Personal Care Stores,
- \$53.4 million in Clothing and Accessories Stores,
- \$30.0 million in Miscellaneous Store Retailers,
- \$29.1 million in Personal Services,
- \$22.6 million in Furniture and Home Furnishings Stores,
- \$19.4 million in Electronics and Appliance Stores, and
- \$19.1 million in Sporting Goods, Hobby, Book, and Music Stores
- \$16.1 million in Auto Parts Stores.

Retail Market Potential

A comparison of retail supply and demand for the 3-mile radius/Locally-Serving Trade Area (shown in Table 1 above) reveals the retail surplus or gap/potential for additional retail that is currently missing and being met elsewhere in the region. When comparing 2015 retail supply with 2015 adjusted demand in the Locally-Serving Trade Area, the data suggests more than a **\$203 million gap** in total retail supply for the demand being generated.

Among all retail categories listed in Table 1, several are geared specifically toward local markets/residents within the trade area. **Table 2** lists these categories. While some show a surplus in supply, including convenience stores and full-service restaurants, others do not have enough demand to support additional store space, such as florists. The remaining locally-serving retail categories exhibit opportunities for additional stores in the trade area, but not all are desirable for village centers such as those in Whitpain (e.g. general merchandise or dollar stores).

Table 2. Categories of Retail Serving Local Markets/Residents

	2015 Demand Expenditures	2015 Supply Sales	Opportunity Gap/Surplus
Hardware Stores-44413	\$9,377,977	\$5,087,672	\$4,290,305
Supermarkets, Grocery (Ex Conv) Stores-44511	\$73,791,651	\$70,421,335	\$3,370,316
Convenience Stores-44512	\$4,890,578	\$6,738,053	\$(1,847,475)
Specialty Food Stores-4452	\$9,678,194	\$1,527,119	\$8,151,075
Beer, Wine and Liquor Stores-4453	\$33,494,328	\$12,282,901	\$21,211,427
Pharmacies and Drug Stores-44611	\$43,057,381	\$42,242,099	\$815,282
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$3,747,877	\$2,426,802	\$1,321,075
Optical Goods Stores-44613	\$2,581,528	\$2,248,919	\$332,609
Other Health and Personal Care Stores-44619	\$4,789,413	\$2,708,113	\$2,081,300
Other General Merchandise Stores-4529	\$65,295,343	\$17,599,684	\$47,695,659
Florists-4531	\$1,106,706	\$982,375	\$124,331
Gift, Novelty and Souvenir Stores-45322	\$6,844,364	\$2,210,462	\$4,633,902
Full-Service Restaurants-7221	\$50,082,832	\$60,725,704	\$(10,642,872)
Limited-Service Eating Places-7222	\$43,466,808	\$35,186,006	\$8,280,802
Drinking Places -Alcoholic Beverages-7224	\$4,467,569	\$2,980,612	\$1,486,957
Hair Salons, Barbers, Nail Salons	\$12,936,598	\$2,316,000	\$10,620,598
Laundries/Dry Cleaners	\$16,170,747	\$1,560,000	\$14,610,747

Source: The Nielsen Company, Urban Partners

There are, however, select retail categories (where demand exceeds supply) that show potential for expanding locally-serving retailing opportunities appropriate in type and scale for the three villages. These include a hardware store, beer and wine stores, cosmetics/beauty supply store, optical store, gift stores, and personal services including salons/spas and dry cleaners/laundromats. In most cases, the demand for additional retail space far exceeds the store sizes that the villages could accommodate. We therefore recommend specific store sizes and quantities for each opportunity.

Hardware Stores

While a hardware store exists in the trade area - a True Value store in Ambler - as well as various other larger stores in or around the area that sell hardware, the local population is creating a \$4.3 million surplus in sales, according the Nielsen data, and an opportunity to support additional stores that could serve the local population. This demand could likely support hardware store space totaling approximately 19,000 SF, which could exist in the form of multiple smaller stores. We would recommend a store of 4,000 SF for one of the three villages.

Specialty Food Stores

A gap also exists in specialty food stores, amounting to \$8.2 million. This excess demand within a 3-mile radius of Blue Bell village is sufficient to support an additional 24,000 SF of store space of this type, such as a bakery, meat store, produce store, gourmet food store, and ethnic food store. While a new food store planned as part of the Center Square Commons development would likely satisfy a small portion of this demand, the opportunity for specialty foods could be in the form of five or six smaller stores of these types, each occupying approximately 2,000 SF of space scattered among the three villages.

Beer, Wine and Liquor Stores

A small Wine and Spirits store exists in Center Square Plaza, but it is located in the mall portion of the shopping center with limited visibility. In addition, two beer distributors are located just outside the Locally-Serving Trade Area. Despite the significant supply of this type of retailer, the Nielsen data reveals a \$21.2 million gap in beer, wine and liquor stores. This demand is sufficient to support over 70,000 SF of store space. While this likely exceeds what the three villages could accommodate in terms of appropriate building footprints, we would recommend an additional Wine and Spirits store of approximately 2,000 SF, an expanded and improved Wine and Spirits store in Center Square Plaza of up to 4,000 SF, and a beer store of up to 4,000 SF.

Cosmetics, Beauty Supplies, Perfume Stores

The Nielsen data suggests that \$1.3 million in cosmetics, beauty supplies, and perfume expenditures is leaking from the Locally-Serving Trade Area. The demand from the area's population is sufficient to support up to an additional 4,000 SF of store space. For one of the villages, this opportunity would likely take the form of a smaller 2,000 SF store.

Optical Goods Stores

The data also suggests that \$333,000 in optical goods is leaving the Locally-Serving Trade Area, enough to support a store of about 1,300 SF. The area demand could support a store of this size.

Gift, Novelty and Souvenir Stores

Another significant gap in retail expenditures in the Locally-Serving Trade Area occurs in the gift, novelty and souvenir stores category. The Nielsen data identifies reveals a \$4.6 million gap, which could support 19,000 SF of stores. The villages could likely accommodate up to three gift-related stores of 2,000 SF each, for a total of 6,000 SF.

Personal Services

The secondary data also suggests significant gaps in hair salons (\$10.6 million) and laundries/dry cleaners (\$14.6 million). Our field research revealed surprisingly few salons and just a handful of dry cleaners within the Locally-Serving Trade Area. Hair salon supply may be understated since "informal" home-based businesses may exist in the area. Nonetheless, this data suggests the potential for more than 19,000 SF of additional successful hair salons and over 10,000 SF in laundries/dry cleaners. A new salon planned as part of the Center Square Commons development would likely satisfy a portion of this demand. For laundries/dry cleaners, we would recommend two smaller laundromats (perhaps, 2,000 SF each), and three additional dry cleaners totaling 6,000 SF for the three villages.

Overall Potential

Taken together, the strongest of these near-term opportunities for capturing unmet needs of area residents of the Locally-Serving Trade Area include:

- a 4,000 SF hardware store (demand for which totals 19,000 SF);
- 12,000 SF of specialty food store space - five or six stores (demand for which totals 24,000 SF);
- 10,000 SF of beer, wine, and liquor store space - two or three stores (demand for which totals 70,000 SF);
- a 2,000 SF cosmetics and beauty supply store (demand for which totals 4,000 SF);
- a 1,300 SF optical goods store;
- 6,000 SF of gift, novelty and souvenir store space - two or three stores (demand for which totals 19,000 SF);
- 4,000 SF of laundromats and 6,000 SF of dry cleaners (demand for which totals 29,000).

Together, these strongest opportunities would add about 45,000 SF of retailing to the three villages of Whitpain (of the 166,000 SF of total demand within those same categories) to serve local residents.

Regionally-Serving Trade Area

As with the three-mile radius Locally-Serving Trade Area, Urban Partners also conducted a retail market analysis to identify additional gaps and opportunities for the development of more specialty retailing in the three villages based on the capture of area retail purchases within a five-mile radius. Using this geography, we have established a Regionally-Serving Trade Area (also shown in **Map 2** above).

Supply and Demand Characteristics

Within five miles of the center of Blue Bell village, the Regionally-Serving Trade Area contains all retailers in the Locally-Serving Trade Area with the addition of stores found in such locations as Plymouth Meeting (including Plymouth Meeting Mall), the denser Boroughs of Norristown and North Wales, and the shopping centers of the suburban townships in between. The retailers and residents within this Regionally-Serving Trade Area significantly increase the retail supply and

demand over the Locally-Serving Trade Area. Table 3 outlines the supply and demand characteristics of this trade area using data from the Nielsen Company.

Table 3. Regionally-Serving Trade Area Retail Supply and Demand Characteristics, 2015

	2015 Demand Expenditures	2015 Supply Sales	Opportunity Gap/Surplus
Total Retail Sales	\$2,108,238,281	\$1,377,564,465	\$642,369,762
Motor Vehicle and Parts Dealers-441	\$47,517,903	\$17,632,809	\$29,885,094
Automotive Parts/Accrs, Tire Stores-4413	\$47,517,903	\$17,632,809	\$29,885,094
Furniture and Home Furnishings Stores-442	\$66,604,329	\$47,821,152	\$18,783,177
Furniture Stores-4421	\$35,818,294	\$32,292,980	\$3,525,314
Home Furnishing Stores-4422	\$30,786,035	\$15,528,172	\$15,257,863
Electronics and Appliance Stores-443	\$58,289,339	\$27,275,906	\$31,013,433
Appliances, TVs, Electronics Stores-44311	\$45,031,987	\$21,283,919	\$23,748,068
Household Appliances Stores-443111	\$7,741,172	\$4,890,470	\$2,850,702
Radio, Television, Electronics Stores-443112	\$37,290,815	\$16,393,449	\$20,897,366
Computer and Software Stores-44312	\$11,921,644	\$5,981,796	\$5,939,848
Camera and Photographic Equipment Stores-44313	\$1,335,708	\$10,191	\$1,325,517
Building Material, Garden Equip Stores -444	\$333,417,087	\$163,168,699	\$170,248,388
Building Material and Supply Dealers-4441	\$287,920,264	\$155,367,608	\$132,552,656
Home Centers-44411	\$116,892,841	\$62,307,497	\$54,585,344
Paint and Wallpaper Stores-44412	\$5,037,270	\$6,726,351	(\$1,689,081)
Hardware Stores-44413	\$28,027,385	\$14,506,090	\$13,521,295
Other Building Materials Dealers-44419	\$137,962,768	\$71,827,670	\$66,135,098
Building Materials, Lumberyards-444191	\$51,396,233	\$26,863,846	\$24,532,387
Lawn, Garden Equipment, Supplies Stores-4442	\$45,496,823	\$7,801,091	\$37,695,732
Outdoor Power Equipment Stores-44421	\$13,198,652	\$1,817,516	\$11,381,136
Nursery and Garden Centers-44422	\$32,298,171	\$5,983,575	\$26,314,596
Food and Beverage Stores-445	\$373,514,616	\$236,436,501	\$137,078,115
Grocery Stores-4451	\$241,977,714	\$209,231,225	\$32,746,489
Supermarkets, Grocery (Ex Conv) Stores-44511	\$226,796,201	\$179,075,853	\$47,720,348
Convenience Stores-44512	\$15,181,513	\$30,155,372	(\$14,973,859)
Specialty Food Stores-4452	\$29,896,817	\$4,973,031	\$24,923,786
Beer, Wine and Liquor Stores-4453	\$101,640,085	\$22,232,245	\$79,407,840
Health and Personal Care Stores-446	\$160,076,616	\$178,375,625	(\$18,299,009)
Pharmacies and Drug Stores-44611	\$127,118,927	\$159,292,981	(\$32,174,054)
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$11,032,593	\$5,870,134	\$5,162,459
Optical Goods Stores-44613	\$7,754,216	\$6,662,597	\$1,091,619
Other Health and Personal Care Stores-44619	\$14,170,880	\$6,549,913	\$7,620,967
Clothing and Clothing Accessories Stores-448	\$157,344,680	\$123,731,387	\$33,613,293
Clothing Stores-4481	\$78,020,064	\$78,087,985	(\$67,921)
Men's Clothing Stores-44811	\$4,031,516	\$3,566,699	\$464,817
Women's Clothing Stores-44812	\$17,345,563	\$27,293,765	(\$9,948,202)
Children's, Infants Clothing Stores-44813	\$4,386,548	\$3,748,823	\$637,725
Family Clothing Stores-44814	\$42,086,498	\$35,288,052	\$6,798,446

Clothing Accessories Stores-44815	\$3,448,315	\$4,145,358	\$(697,043)
Other Clothing Stores-44819	\$6,721,624	\$4,045,288	\$2,676,336
Shoe Stores-4482	\$10,848,366	\$32,217,741	\$(21,369,375)
Jewelry, Luggage, Leather Goods Stores-4483	\$68,476,250	\$13,425,661	\$55,050,589
Jewelry Stores-44831	\$62,612,945	\$13,425,661	\$49,187,284
Luggage and Leather Goods Stores-44832	\$5,863,305	0	\$5,863,305
Sporting Goods, Hobby, Book, Music Stores-451	\$57,474,081	\$32,161,169	\$25,312,912
Sporting Goods, Hobby, Musical Inst Stores-4511	\$49,300,187	\$20,427,340	\$28,872,847
Sporting Goods Stores-45111	\$25,462,245	\$13,175,767	\$12,286,478
Hobby, Toys and Games Stores-45112	\$14,024,615	\$3,821,776	\$10,202,839
Sew/Needlework/Piece Goods Stores-45113	\$4,162,677	\$466,295	\$3,696,382
Musical Instrument and Supplies Stores-45114	\$5,650,650	\$2,963,502	\$2,687,148
Book, Periodical and Music Stores-4512	\$8,173,894	\$11,733,829	\$(3,559,935)
Book Stores and News Dealers-45121	\$6,996,885	\$11,149,627	\$(4,152,742)
Book Stores-451211	\$6,242,679	\$10,384,407	\$(4,141,728)
News Dealers and Newsstands-451212	\$754,206	\$765,220	\$(11,014)
Prerecorded Tapes, CDs, Record Stores-45122	\$1,177,009	\$584,202	\$592,807
General Merchandise Stores-452	\$351,137,729	\$249,930,300	\$101,207,429
Department Stores Excl Leased Depts-4521	\$151,958,692	\$171,698,959	\$(19,740,267)
Other General Merchandise Stores-4529	\$199,179,037	\$78,231,341	\$120,947,696
Miscellaneous Store Retailers-453	\$80,992,699	\$36,131,707	\$44,860,992
Florists-4531	\$3,264,584	\$3,102,394	\$162,190
Office Supplies, Stationery, Gift Stores-4532	\$40,593,210	\$18,546,123	\$22,047,087
Office Supplies and Stationery Stores-45321	\$19,999,192	\$12,035,806	\$7,963,386
Gift, Novelty and Souvenir Stores-45322	\$20,594,018	\$6,510,317	\$14,083,701
Used Merchandise Stores-4533	\$6,568,618	\$1,661,956	\$4,906,662
Other Miscellaneous Store Retailers-4539	\$30,566,287	\$12,821,234	\$17,745,053
Foodservice and Drinking Places-722	\$333,565,148	\$264,899,210	\$68,665,938
Full-Service Restaurants-7221	\$151,672,244	\$120,499,606	\$31,172,638
Limited-Service Eating Places-7222	\$132,033,613	\$83,755,634	\$48,277,979
Special Foodservices-7223	\$36,373,364	\$52,242,886	\$(15,869,522)
Drinking Places -Alcoholic Beverages-7224	\$13,485,927	\$8,401,084	\$5,084,843
Personal Services	\$88,304,054	0	N/A
Hair Salons, Barbers, Nail Salons	\$39,246,246	N/A	N/A
Laundries/Dry Cleaners	\$49,057,808	N/A	N/A

Source: Urban Partners

According to this information in Table 3 about the retail spending behavior of market study area residents as compiled by the Nielsen Company, stores within the Regionally-Serving Trade Area sell more than **\$1.4 billion** worth of retail goods annually, while the trade area's population spends approximately **\$2.1 billion** on retail goods annually. This retail spending includes:

- \$373.5 million in Food and Beverage Stores,
- \$351.1 million in General Merchandise Stores,
- \$333.6 million in Eating and Drinking Establishments,

- \$333.4 million in Building Material and Garden Stores,
- \$160.1 million in Health and Personal Care Stores,
- \$157.3 million in Clothing and Accessories Stores,
- \$88.3 million in Personal Services,
- \$81.0 million in Miscellaneous Store Retailers,
- \$66.6 million in Furniture and Home Furnishings Stores,
- \$58.3 million in Electronics and Appliance Stores, and
- \$57.5 million in Sporting Goods, Hobby, Book, and Music Stores,
- \$47.5 million in Auto Parts Stores.

Retail Market Potential

A comparison of retail supply and demand for the Regionally-Serving Trade Area (shown in Table 3 above) reveals the retail gap or potential for additional retail in the three villages that is currently missing and being met elsewhere in the region beyond the trade area. When comparing 2015 retail supply with 2015 demand in the Regionally-Serving Trade Area, the data suggests more than a **\$642 million gap** in total retail supply. This figure confirms that the five-mile radius trade area has substantial opportunities for adding retail.

Among the retail categories listed in Table 3, several capture a regional market, whether they are shoppers living within the five-mile trade area or from beyond. Some of these categories have substantial demand and opportunity, including auto parts store, home centers, lumber yards, and appliance stores, but would not necessarily be desirable for the three villages in Whitpain. However, several other categories show potential for expanding regionally-serving retailing opportunities appropriate in type and scale for the three villages (see **Table 4**).

Table 4. Village Retail Opportunities Serving a Regional Market

	2015 Demand Expenditures	2015 Supply Sales	Opportunity Gap/Surplus
Furniture Stores-4421	\$35,818,294	\$32,292,980	\$3,525,314
Home Furnishing Stores-4422	\$30,786,035	\$15,528,172	\$15,257,863
Computer and Software Stores-44312	\$11,921,644	\$5,981,796	\$5,939,848
Nursery and Garden Centers-44422	\$32,298,171	\$5,983,575	\$26,314,596
Jewelry Stores-44831	\$62,612,945	\$13,425,661	\$49,187,284
Sporting Goods Stores-45111	\$25,462,245	\$13,175,767	\$12,286,478
Hobby, Toys and Games Stores-45112	\$14,024,615	\$3,821,776	\$10,202,839
Sew/Needlework/Piece Goods Stores-45113	\$4,162,677	\$466,295	\$3,696,382
Musical Instrument and Supplies Stores-45114	\$5,650,650	\$2,963,502	\$2,687,148
Full-Service Restaurants-7221	\$151,672,244	\$120,499,606	\$31,172,638
Drinking Places -Alcoholic Beverages-7224	\$13,485,927	\$8,401,084	\$5,084,843

Source: The Nielsen Company, Urban Partners

As the table shows, these more village-appropriate categories with opportunities include furniture and home furnishing stores, a computer and software store, nursery and garden center, jewelry stores, sporting good stores, toy and hobby store, sewing store, musical instrument store, full-

service restaurants, and specialty bars. As with retail opportunities in the Locally-Serving Trade Area, in most cases the demand for additional retail space far exceeds the store sizes that the villages could accommodate. We therefore recommend specific store sizes and quantities for each opportunity.

Furniture and Home Furnishing Stores

According to the Nielsen data, gaps in retail supply exist in furniture stores and home furnishing stores. The \$3.5 million gap in furniture stores translates to almost 25,000 SF while the \$15.3 million gap in home furnishing stores could support approximately 64,000 SF of store space. For the three villages, we would recommend two smaller furniture stores totaling 8,000 SF, and four or five small home furnishing stores of up to 3,000 SF each.

Computer and Software Stores

The supply of computer and software stores in the Regionally-Serving Trade Area is not satisfying the significant demand, leaving a \$6 million gap. This could support almost 20,000 SF of store space. A store of 4,000 SF in one of the three villages would be an appropriate scale for this type of retailer in a village environment.

Nursery and Garden Centers

The retail gap in nursery and garden centers is \$9.6 million. This excess demand within the Locally-Serving Trade Area is sufficient to support 40,000 SF of store space of this type, which could also exist in the form of multiple stores. For one of the three villages, we would recommend a fairly modest-size garden center of approximately 10,000 SF.

Jewelry Stores

Opportunity exists for additional related stores in the "Clothing and Clothing Accessory Stores" category, particularly jewelry stores. The Nielsen data identifies a significant \$49.2 million in jewelry store expenditures leaking from the trade area, which could support almost 100,000 SF of stores. The villages could accommodate at least two jewelry stores of 2,000 SF each, making a minor dent in the overall demand for jewelry stores in the area.

Sporting Goods, Hobby, Book, Music Stores

The secondary data also suggests significant gaps in several store types within this sports and hobby-related retail category. A gap of \$12.3 million within this larger trade area could support about 45,000 SF of additional sporting goods stores. A \$10.2 million gap in hobby, toy, and game stores could translate to store space of about 37,000 SF of space. The trade area could also support an additional 13,000 SF of sewing/yarn stores, and 8,000 SF of musical instrument stores. For the three villages, we would recommend one or two smaller specialty sporting goods stores, such as a running or golf shop, totaling up to 10,000 SF. This could be complemented by one or two toy and hobby stores also totaling 10,000 SF, as well as a 2,000 SF yarn shop and 4,000 SF musical instrument store.

Full-Service Restaurants

The above analysis for the one-mile Locally-Serving Trade Area identified a significant surplus in full-service restaurants for the local population, indicating that that trade area's restaurants serve residents from beyond. Examination of the Regionally-Serving Trade Area shows that there is actually a gap in full-service restaurant expenditures of \$31.2 million. This suggests that this larger trade area's population could support an additional 125,000 SF in full-service restaurants. While several new restaurants are planned as part of the Center Square Commons development that would likely satisfy a portion of this demand, the three villages could accommodate several additional restaurants that would serve this larger region. We would recommend a total of 30,000 SF of this demand in full-service restaurants distributed among four or five businesses.

Bars, Drinking Places

The Nielsen data reveals a \$5 million gap in drinking places, which translates to demand for about 31,000 SF of space. The three villages could likely accommodate half of this space in the form of two or three smaller venues. We would recommend bars that serve food in a pub style, or a venue that offers live entertainment and/or pool tables in addition to food and drink. This could also capture a portion of the full-service restaurant demand.

Overall Potential

Taken together, the strongest of these near-term opportunities for capturing unmet needs of area residents of the Regionally-Serving Trade Area include:

- one or two furniture stores totaling 8,000 SF (demand for which totals 25,000 SF) and four or five small home furnishing stores totaling 15,000 SF (demand for which totals 64,000 SF);
- a 4,000 SF computer and software store (demand for which totals 20,000 SF);
- a 10,000 SF garden center (demand for which totals 40,000 SF);
- two 2,000 SF jewelry stores totaling 4,000 SF (demand for which totals 100,000 SF);
- 10,000 SF of specialty sporting goods stores (demand for which totals 45,000 SF); 10,000 SF of hobby stores (demand for which totals 37,000 SF); one 2,000 SF sewing store (demand for which totals 13,000 SF); and a 4,000 SF musical instrument stores (demand for which totals 8,000 SF);
- 30,000 SF in full-service restaurants - four or five (demand for which totals 125,000 SF); and
- 14,000 SF of drinking places serving food - two or three (demand for which totals 31,000 SF).

Together, these strongest opportunities could add another 111,000 SF of retailing to the three villages of Whitpain (of the 508,000 SF of total demand within those same categories) to serve both local and regional residents.

Office Market

The Blue Bell office submarket of the Northern/Western Philadelphia suburbs contains a variety of office buildings of various sizes, rents, and levels of quality, including the highest quality - Class A. To identify the potential for new office development in the three villages of Whitpain Township, Urban Partners evaluated current property listings and assessed the market conditions for multi-tenant office space in the area.

According to City Feet and Loop Net, commercial real estate search companies, several properties in and around Blue Bell had office space vacancies as of March 2015, including both Class A and Class B buildings. **Table 5** lists these availabilities by proximity to Blue Bell village.

Within Blue Bell village itself is 794 Penllyn Blue Bell Pike, located across from Sunrise of Blue Bell. This 31,000 SF Class A building has just over 10,000 SF available for \$12.50 to \$15.50 with a triple net lease. As table 3 shows, this listing offers one of the lowest rents in the Blue Bell area. The building offers a newly renovated lobby with koi pond and ample parking. It is currently 31% vacant.



794 Penllyn Blue Bell Pike

Also in Blue Bell village is 585 Skippack Pike, located in a single-story office campus called Office Court at Blue Bell. This particular 43,000 SF building offers almost 17,000 SF of space with such features as casement windows and roof overhangs for shade, as well as self-contained suites and in-suite restrooms. Ample parking is available in the park-like campus surrounded by landscaping.

Rent for this space is listed at \$19.00 per SF for a full-service lease. The building is 40% vacant.



653 Skippack Pike

Another building in Blue Bell village with available Class A space is 653 Skippack Pike, known as Blue Bell West. This 59,000 SF building has almost 34,000 SF of space for lease, with a listed rent of \$18.00 to \$19.50 (lease terms not available). This three-story property offers eight different office spaces. The building has recently undergone an extensive renovation that includes new restrooms, new elevator, and renovated common areas. It is 58% vacant.

Table 5. Office Listings in the Blue Bell Area, 3/2015

Address	Class	Total Available SF	Buiding Size SF	Min Div. SF	Max Contig. SF	Listed Rent	Lease Type	% Building Occupied	Description
794 Penllyn Blue Bell Pike	A	10,400	31,012	1,000	7,400	\$12.50-\$15.50	NNN	69.0%	Beautiful, spacious Class A office space in the heart of Blue Bell. Entrance with koi pond and open lobby. Ample parking. Convenient to Route 202 and 309.
585 Skippack Pike Office Court at Blue Bell	A	16,984	42,600	1,126	11,048	\$19.00	Full Service	60.0%	Class A, single-story, free-standing "green" brick building with efficient floor plans. Includes working casement windows, earth berming, and roof overhangs. Self-contained suites. Ample parking in park-like campus setting surrounded by lush landscaping. Contains private entrances, in-suite restrooms, and sound privacy measures.
653 Skippack Pike Blue Bell West	A	33,748	58,500	1,320	18,000	\$18.00-\$19.50	N/A	42.0%	Eight spaces available in three-story office building in Blue Bell. The building has just undergone an extensive renovation that includes new restrooms, newly decorated entrance lobby, new elevator, and renovated other common areas of the building.
676 DeKalb Pike Village Square Professional Office	A	4,982	24,000	2,671	2,311	\$18.00	Modified Gross	92.0%	Two-story class A office building. Adjoins a 60,000 SF retail center on Route 202. Two spaces are available immediately.
1179 DeKalb Pike	A	750	6,000	750	750	\$19.20	NNN	88.0%	New office building with Route 202 frontage, perfect for start-up or small business. Space is a first floor suite with separate entrance. Good location for all professional services (medical, dental, legal, engineering, etc.). Private parking lot.
1217 Fairview Road	B	1,100	2,200	1,100	1,100	\$16.36	Full Service	50.0%	Located just off DeKalb Pike, this office space is ideal for a small company seeking a professional office. Building includes five parking spaces. Signage on Route 202 is possible.
960 Harvest Drive	A	62,950	129,432	5,000	27,255	\$19.75-\$20.75	Modified Gross	53.0%	Renovations underway (new restrooms, lobby, and HVAC) in 3-building office complex in the Union Meeting Corporate Center. Spaces available in 2-story and single-story buildings. Multiple suites available. In the heart of Blue Bell with easy access to the PA Turnpike, I-476, Route 202, and Route 73, as well as the Plymouth Meeting Mall.
480 Norristown Road Blue Bell Corporate Center	B	20,000	170,000	20,000	6,000	\$10.50	NNN	88.0%	Situated in superb location with significant potential for redevelopment. Located less than 1.5 miles from the PA Turnpike, I-476, Route 202, Route 309, and Route 73. New renovations include new roof, new HVAC, and new 725-space parking lot.
484 Norristown Road Office Court at Walton Point	A	18,735	56,000	1,048	17,541	\$19.00	Modified Gross	67.0%	Five class A, two-story, free-standing brick office buildings. Ample parking in park-like setting surrounded by serene pond views and lush landscaping. Private entrances with in-suite restrooms. Efficient floor plans, working casement windows, earth berming, and roof overhangs. Public transportation at entrance to park, and located near PA Turnpike and Route 309.

731 Arbor Way Arborcrest Corporate Campus	A	105,000	105,000	10,000	N/A	\$25.00-\$28.00	Full Service	0.0%	Part of the spectacular renovation in progress at Arborcrest Corporate Campus. Designed to LEED Silver standards, the site enjoys a full range of amenities (café, fitness center, tenant conferencing center) and onsite professional property management. Located near PA Turnpike and Blue Route with easy access from all directions, and public transportation.
721 Arbor Way Arborcrest Corporate Campus	A	59,521	183,000	6,025	6,025	\$25.00-\$28.00	Full Service	67.0%	Part of the spectacular renovation in progress at Arborcrest Corporate Campus. Designed to LEED Silver standards, the site enjoys a full range of amenities (café, fitness center, tenant conferencing center) and onsite professional property management. Located near PA Turnpike and Blue Route with easy access from all directions, and public transportation.
751 Arbor Way Arborcrest Corporate Center	A	62,428	113,800	1,499	19,614	\$25.00-\$28.00	Full Service	45.0%	Part of the spectacular renovation in progress at Arborcrest Corporate Campus. Designed to LEED Silver standards, the site enjoys a full range of amenities (café, fitness center, tenant conferencing center) and onsite professional property management. Located near PA Turnpike and Blue Route with easy access from all directions, and public transportation.
325 Sentry Parkway West	A	5,000	135,000	100	5,000	N/A	N/A	89.0%	Part of a three-story, two-building complex in a convenient suburban location. The buildings have recently undergone many interior and exterior renovations, including lobby, ceilings, lighting, restrooms, common areas, exterior lighting, and signage. Other improvements include upgraded building systems, and new pavers and landscaping.
470 Sentry Parkway East	A	2,000	15,000	2,000	2,000	\$18.00	NNN	87.0%	One-story office building with 2,000 SF space available. Malvern School day care onsite.

Source: Cityfeet.com, loopnet.com



676 DeKalb Pike

In the Centre Square village area is 676 DeKalb Pike, known as the Village Square Professional Office, located adjacent to the Shoppes at Village Square and across from the Blue Bell Country Club. This 24,000 SF building has just under 5,000 SF of Class A available for \$18.00 per SF with a modified gross lease, and is located on Route 202 for high visibility. The building is just 8% vacant.

On the southern end of the Center Square village area is 1179 DeKalb Pike, which is a new office building with Route 202 frontage. This 6,000 SF building has just 750 SF available, offered at \$19.20 per SF with a triple net lease, and is 12% vacant. The space is a first floor suite, ideal for a small professional office, with a separate entrance and private parking lot.

Also on the southern end of Centre Square village is 1217 Fairview Road, one of the few Class B spaces advertised in the area. This listing is a 2,200 SF two-story space with one 1,100 SF floor available at \$16.36 per SF for a full-service lease. Also ideal for a small professional office, this building includes five parking spaces and is 50% vacant.

Beyond the immediate village areas are many additional Class A office buildings, mostly centered around the Walton Road/Township Line

Road area of the Township. While it is not quite the same submarket as the Skippack Pike corridor, we examined this area to identify supply and demand characteristics for the newest and highest quality office product in the area. Such space is available at the Arborcrest Corporate Campus, located just off Union Meeting Road.



1179 DeKalb Pike

Arborcrest, which is the former Unisys headquarters site, is being redeveloped into a series of high-end office buildings designed to LEED Silver standards that contain modern amenities and conveniences including a cafe, fitness center, and tenant conferencing center.



721 Arbor Way

Arborcrest buildings include 721, 731, and 751 Arbor Way, totaling 402,000 SF of Class A space. Rents range from \$25.00 to \$28.00 per SF for a full-service lease. Currently, 721 Arbor Way has 60,000 SF of space available, and is 33% vacant; 731 Arbor Way has its full 105,000

SF available (the building is currently vacant); and 751 Arbor Way has 62,000 SF available and is 55% vacant. The total available space at Arborcrest totals 227,000 SF.

Office Market Potential

Among the advertised office spaces for rent in and around Blue Bell shown in Table 5, there is a total of almost 67,000 SF of vacant Class A space available in Blue Bell and Centre Square villages. Vacancy rates for these buildings range from 8% to 58%. The table shows an additional 337,000 SF of vacant space in other areas of the Blue Bell office submarket, including the brand new Arborcrest Corporate Campus, a building of which is entirely vacant.

Office brokers familiar with the Blue Bell market suggest that overall, the office market has been slower to rebound since the recession than some other segments such as retail. Some reasons that contribute to the slower rebound include many start-up businesses opting to be home-based or leasing executive suite space instead of traditional office space. Also, employers who downsized during the recession may have downsized their office needs and offered their employees tele-commuting opportunities.

According to one broker, the Blue Bell/Plymouth Meeting market has one of the higher vacancy rates compared to other markets in the Philadelphia area. The current vacancy rate is around 18% which represents a decrease over the five-year average of around 20%. The average number of months for office space on the market in the Blue Bell area is around two years, which is higher than the five-year average of 19 months.

Based on these current market conditions, the addition of new office space to the market in any of the three villages is not recommended at this time.

Day Care Market

Another potential market opportunity examined for the Broad Axe, Blue Bell, and Centre Square villages is day care centers, considering the large number of employees in the vicinity. To analyze the potential for expanding daycare facilities in the area, we have assessed the supply and demand of day care centers and preschools focused on a 5-mile radius of Blue Bell village. **Table 6** provides a list of all state-licensed day care centers in that area.

Table 6. PA Licensed Day Care Centers within a 5-Mile Radius of Blue Bell Village

Facility	Address	Location	Capacity
Abundant Life Academy	201 Church Road	North Wales	6
Ambler Area YMCA Maple Glen Elementary School	1581 Fort Washington Avenue	Ambler	N/A
Ambler Area YMCA Mattison Ave. Elementary School	131 Rosemary Avenue	Ambler	N/A
Ambler Area YMCA Shady Grove Elementary School	351 W. Skippack Pike	Ambler	N/A
Blue Bell Elementary School	801 Symphony Lane	Blue Bell	N/A
Blue Bell KinderCare	1010 Dekalb Pike	Blue Bell	110
Cavalry Baptist Children Learning Center	801 W. Marshall Street	Norristown	88
Central Montgomery County MH/MR Center	First Presbyterian Church	Norristown	99
Centre Square Montessori School House	1765 Skippack Pike	Blue Bell	185
Chesterbrook Academy	112 Dickerson Road	North Wales	106
Crayon Kids	800 W. Marshall Street	Norristown	44
Creative Care Childcare	370 E. Airy Street	Norristown	81
Creative Childcare Center	3037 Walton Road	Plymouth Meeting	122
Dekalb Day School I	1315 Dekalb Street	Norristown	30
Dekalb Day School II	1321 Dekalb Street	Norristown	13
Dekalb Day School III	1215 Dekalb Street	Norristown	70
East Norriton KinderCare	451 E. Germantown Pike	Norristown	156
Extended School Day Children's Center - Cole Manor	2350 Springview Road	Norristown	N/A
Extended School Day Children's Center - Hancock	Hancock School	Norristown	N/A
Flanagan's Preschool	2914 Walton Road	Plymouth Meeting	118
Goddard School	450 Dekalb Pike	Blue Bell	117
Growing Together Daycare Services	1225 Pine Street	Norristown	26
Gwyn-Nor Elementary School	139 Hancock Road	North Wales	N/A
Hatboro-Horsham S.D. - Simmons Limekiln	1125 Limekiln Pike	Ambler	N/A
Ken-Crest Artman II	250 N. Bethlehem Pike	Ambler	45
Kid-Doodles Learning Center	16 E. Park Avenue	Ambler	85
Lakeside Girls Academy	111 Chestnut Lane	Ambler	15
Lokoff Early Learning Center	7002 W. Butler Pike	Ambler	94
Lower Gwynedd Elementary School	571 Houston Road	Ambler	N/A
Miss Joan's Little School	1411 Erbs Mill Road	Blue Bell	52
Montgomery County Community College	340 Dekalb Pike	Blue Bell	108
Montgomery County Court Care	1 Montgomery Plaza	Norristown	21
Montgomery County OIC	1101 Arch Street	Norristown	24
Montgomery Early Learning Center - Colonial	230 Flourtown Road	Plymouth Meeting	N/A
Montgomery Early Learning Center - Plymouth Center	542 Plymouth Road	Plymouth Meeting	N/A
Montgomery Early Learning Centers - Norristown	1117 Arch Street	Norristown	141
North Wales Elementary School	201 Summit Street	North Wales	N/A
North Wales KinderCare	425 N. Sumneytown Pike	North Wales	199

P.F.V.Y. Ambler Generation Y Afterschool	1325 McKEAN Road	Ambler	78
Play and Learn Center - Blue Bell	6024 Butler Pike	Blue Bell	100
Precious Life Ministries	3 E. Marshall Street	Norristown	81
Spring House Early Learning	809 N. Bethlehem Pike	Ambler	42
St. Anthony Preschool & Childcare	260 Forest Avenue	Ambler	130
St. Francis Early Learning Center	636 Hamilton Street	Norristown	120
Stony Creek Elementary School	1721 Yost Road	Blue Bell	N/A
Storehouse Church	1090 Germantown Pike	Plymouth Meeting	123
Teen Parent Day Care Center	1161 Markley Street	Norristown	36
The Holland School	1408 Plymouth Road	Plymouth Meeting	91
The Malvern School	1258 Welsh Road	North Wales	137
The Malvern School	294 Wissahickon Avenue	North Wales	137
The Malvern School of Horsham	101 Lower State Road	Ambler	144
The Willow School	401 Dekalb Street	Norristown	132
Tiferet Bet Israel Preschool	1920 Skippack Pike	Blue Bell	126
Tomorrow's Leaders Christian Day Care Center	1001 Swede Street	Norristown	147
Tot-Time Child Development Center	1430 Dekalb Street	Norristown	84
Tot-Time Child Development Center	3031 Walton Road	Plymouth Meeting	123
Twin Spring Farm Toddler Center	1632 E. Butler Pike	Ambler	49
Whitemarsh Montessori Day Care	6024 Butler Pike	Blue Bell	33
Wonderkey Learning Center	1702 Yost Road	Blue Bell	111
Zipporah S. Abramson Preschool	239 E. Welsh Road	Ambler	279

Source: childcarecenter.us, daycare.com

As shown in Table 6, there are over 60 day care centers in the greater Blue Bell vicinity (within five miles), and that is likely not an exhaustive list since others may not be licensed by the Commonwealth. This list does not include home-based daycare facilities, also making the number higher. The centers in Table 6 can be found in communities stretching from North Wales to Plymouth Meeting. Of these included communities, Norristown (and vicinity) has the greatest number of day care centers - 20, followed by 15 in Ambler. Blue Bell itself has 12 licensed day care centers. These centers are found in a variety of settings, including churches, office parks, schools, and athletic clubs.



Table 6 also reveals that among the licensed daycare centers within the study area with available data, the capacity exists for more than 4,500 children. Likely this number is higher, particularly with larger spaces for day care centers at the area elementary schools where specific capacity information was unavailable. Among listed centers, enrollment capacities range from 6 to several hundred. Centers with larger capacities include Zipporah S. Abramson Preschool in Ambler (279), North Wales KinderCare in North Wales (199), Centre Square Montessori School in Blue Bell (185), and East Norriton KinderCare in Norristown (156). Blue Bell's facilities can accommodate almost 1,000 children, not including the two elementary schools with unidentified capacities.

Montessori School in Blue Bell (185), and East Norriton KinderCare in Norristown (156). Blue Bell's facilities can accommodate almost 1,000 children, not including the two elementary schools with unidentified capacities.

Day Care Expansion Potential

While the area day care center supply is significant, the demand is substantial as well. Area day care operators contacted generally reported full capacities for their centers for the upcoming season into next year, indicating the potential for additional capacity in the Blue Bell area. The Goddard School, for example, mentioned that all of its age-group capacities are full in its Blue Bell facility until 2016, with a waiting list for infants. Several other centers revealed a similar situation of full capacities and wait lists. The Goddard School's second facility in Blue Bell closed recently due to an expired lease, but plans to reopen. This would relieve some of the current demand in the area. However it appears that the opportunity exists within the market to add another facility of modest size in the near-term, particularly as demographic trends indicate a growing infant population since 2010.

Cultural/Entertainment/Recreation Market

Urban Partners also examined the potential for the market in Broad Axe, Blue Bell, and Centre Square villages to support the addition of smaller cultural, entertainment, and recreation venues. For this exercise, we researched venues in the area, including visual arts centers, performing arts venues, bowling alleys, dance studios, and yoga studios currently providing potential competition for new facilities in Whitpain.

Visual Arts Center

A potential arts and cultural concept for one of the villages in Whitpain Township is a visual arts center. These facilities typically house gallery, studio, and classroom space for visual arts, which includes such genres as painting, sculpting, printing, ceramics, and woodworking. To evaluate the visual arts center market, we identified all such centers within a 10-mile radius of Blue Bell village, an area encompassing portions of Northwest Philadelphia (see **Table 6**).

Table 6. Visual Arts Venues Within 10 Miles of Blue Bell Village

Venue Name	Address	Street	Location
Abington Art Center	515	Meetinghouse Road	Jenkintown
ACPPA Community Art Center	506	Haws Avenue	Norristown
Allens Lane Art Center	601	W. Allens Lane	Philadelphia
Main Line Art Center	746	Panmure Road	Haverford
Manayunk Art Center	419	Green Lane	Philadelphia
Mermaid Art Studios	15	E. Butler Avenue	Ambler
Montgomery County Community College	340	DeKalb Pike	Blue Bell
The Mud Shack	515	Stump Road	North Wales
Wayne Art Center	413	Maplewood Avenue	Wayne
Whitmarsh Community Art Center	100	Cedar Grive Road	Conshohocken

Source: Google Maps



As the table indicates, there are numerous facilities in and around Whitpain, all in a variety of sizes offering a range of amenities. Each offers space for art classes and workshops, while others contain gallery space for exhibiting art work, studio space for ceramics, woodworking, and painting. Many arts centers have spaces that can be rented for parties and other events. In most communities, art centers are considered a valuable asset and contribute significantly to its quality of life. The closest center is the Mermaid Art Studios in Ambler. Montgomery County Community College (MCCC) has a 26,000 SF state-of-the-art art facility, but it is mostly intended for its students. However, some events and exhibitions are open to the public.

Visual Arts Center Potential

The examination of the visual arts venue market in the Blue Bell area has revealed several examples. The smallest venues tend to serve a fairly local population, while the larger facilities that offer more amenities can attract artists and art-seekers from further distances. None, in the Blue Bell area, however, offers artist studios for rent.

Because no such facility exists in the area, a small arts center that rents studios to artists is a recommended cultural amenity for one of the three villages in Whitpain, particularly Bad Axe or Blue Bell. With Montgomery County Community College's strong art program nearby, the college could potentially support or sponsor the studios as an incubator for its graduates.



Heron Studios in Aston Township

A fairly local example is Heron Crest Studios, located in Aston, Delaware County. Heron Crest is housed in a historic former stone industrial building, and contains a series of studios rented by individual artists on a monthly basis. Downstairs in Heron Studios is additional studio space where a collective of artists prepare their work and hold periodic gallery events open to the public.

Performance Venue

Performance venues were also examined in the area to identify any potential for a new facility in one of Whitpain's villages as part of new arts and entertainment offerings. Similar to visual arts venues, we identified all such centers within a 10-mile radius of Blue Bell village (see Table 7).

Table 7. Performing Arts Venues Within 10 Miles of Blue Bell Village

Venue Name	Address	Street	City
Act II Playhouse	56	E. Butler Avenue	Ambler
Arcadia University Theater	450	S. Easton Road	Glenside
Barn Playhouse	100	Rittenhouse Boulevard	Eagleville
Centre Theater	208	DeKalb Street	Norristown
Dutch Country Players Theater	795	Ridge Road	Telford
Keswick Theatre	291	N. Keswick Avenue	Glenside
Montgomery County Community College	340	DeKalb Pike	Blue Bell
Montgomery Theater	124	N. Main Street	Souderton
Narberth Community Theatre	6376	City Avenue	Philadelphia
Playcrafters, Inc.	2011	Store Road	Skippack
Stagecrafters Theater	8130	Germantown Avenue	Philadelphia
Village Players of Hatboro	401	Jefferson Avenue	Hatboro
Villanova Theatre	800	E. Lancaster Avenue	Villanova

Source: Google Maps

As the table shows, there are more than 10 public venues of varying sizes within 10 miles of Blue Bell village, the closest of which are located in Ambler and Norristown. The Act II Playhouse in

Ambler is an intimate 130-seat theater that offers regular programming and seasonal calendar of events, including six plays, a children's theater, and summer activities. The Centre Theater in Norristown is even smaller, with just 75 seats. The Centre

produces a three-show main stage season plus smaller studio works, an annual theater festival, and two children's theater productions.



Montgomery County Community College in Centre Square has a small black box theater used as a classroom and studio for students of its Theater Arts program, but is generally not open to the public for regular performances.

In addition to these very close venues, there are nearby theaters in Eagleville, Souderton and Telford, Hatboro, and two in Glenside, one of which is the 1,300-seat Keswick Theatre. Even the smallest theaters on the list have regular programming and are quite popular in their respective communities.

Performance Venue Potential

The examination of the performance venue market in the Blue Bell area has revealed a significant number of facilities, including one in Centre Square at MCCC, covering all ranges of sizes and event types. The Keswick Theatre even hosts national acts. Operations of this magnitude tend to be the most profitable, however a venue of this size would be too large for the setting of the three villages in Whitpain. On the other hand, smaller community theaters tend to struggle operationally without significant subsidies. With the existence of several nearby, it would be particularly difficult for such a theater to successfully operate independently in the Blue Bell area. Because of these factors, we do not recommend a new performance venue for the villages. However, the opportunity exists for the Township/community to collaborate with MCCC for smaller, local performances and events.

Bowling Alley

As part of the cultural/entertainment market analysis, we also examined the potential for a small bowling alley in one of the three villages. Within 10 miles of Blue Bell village there are 5 bowling centers containing a total of 142 lanes (see **Table 8**). The largest - Facenda Whitaker Lanes - is located close-by in East Norriton. Two of these are actually located in Bucks County - Thunderbird Lanes in Warminster, and Happy Tymes in Warrington.

Table 8. Bowling Centers Located Within 10 miles of Blue Bell Village

Bowling Center Name	Address	Street	City	# of Lanes
Facenda Whitaker Lanes	2912	Swede Road	East Norriton	50
Thunderbird Lanes	1475	W. Street Road	Warminster	36
Happy Tymes	2071	County Line Road	Warrington	16
Thunderbird Lanes	1130	York Road	Willow Grove	32
Hi Spot Lanes	3857	Pechin Street	Philadelphia	8

Source: Google Maps

According to study conducted by Hansell & Associates, experts in the bowling industry, there were approximately 4,800 bowling centers with about 100,000 lanes operating in the United States in 2012. Based on U.S. population, this amounts to a standard of approximately 1 bowling lane per 3,150 people. According to the Census, Montgomery County's 2010 population was 801,071. In Montgomery County, there are a total of 218 bowling lanes. Under the bowling lane per capita standard, the County would provide sufficient demand to support 254 lanes, 36 more than the current supply.

Bowling Alley Potential

Based on this analysis, it appears that Montgomery County could support another bowling center of 36 lanes. However, this is much larger of a facility than would be desirable for one of the three Whitpain villages. A more appropriate model would be a facility like Hi Spot Lanes in Manayunk, Philadelphia, with just eight lanes. Such a venue could contain a restaurant and bar, and perhaps offer live entertainment.



Dance Studio

Another entertainment submarket examined for potential in one of Whitpain's villages as part of new arts and entertainment offerings is dance studios. Similar to visual and performing arts venues, we identified all such studios within a 10-mile radius of Blue Bell village (see Table 9).

Table 9. Dance Studios Within 10 Miles of Blue Bell Village

Venue Name	Address	Street	Location
Addicted 2 Dance	15	Cavalier Drive	Ambler
Arthur Murray Dance Studio	2943	Swede Road	East Norriton
Awakenings Pole Dance Fitness	217	W. Church Road	King of Prussia
Babylon School of Dance	1	Highpoint Drive	Chalfont
Beth Jacobson School of Dance	1320	Bruce Road	Oreland
Blue Bell School of Dance	921	Penllyn Blue Bell Pk	Blue Bell
Bowman Dance Co & School	107	DeKalb Street	Bridgeport
Cassidy Dance Studio	2278	Mt. Carmel Road	Glenside
Center Stage Dance Academy	321	W. County Line Road	Hatboro
Conservatory of Music & Dance	125	S. Main Street	North Wales
Conservatory of Music & Dance	3355	Ridge Pike	Eagleville
Conservatory of Music & Dance	298	Main Street	Harleysville
ContempraDANCE Theatre Company	375	Lancaster Avenue	Wayne
Coyle School of Irish Dance	1617	Dogwood Road	Flourtown
Dance 360	230	Fairhill Street	Willow Grove
Dance Elite	405	Careden Drive	Horsham
Dance to the Music	400	Horsham Road	Horsham
Dansarts Studio	2830	Audubon Village Dr	Norristown

Delaware Valley Dance Academy	515	Bethlehem Pike	Colmar
Denise Gucwa's School of Dance	656	Harleysville Road	Harleysville
Edge Dance Company	325	Old York Road	Jenkintown
Elite Dance Force	1015	Bridge Road	Collegeville
Freestyle Dance Academy	341	Lower State Road	Chalfont
Institute of Dance Artistry	625	Ridge Pike	Plymouth Mtg
Institute of Dance Artistry	400	Commerce Drive	Fort Washington
Jane Lopoten School of Dance	526	N. Broad Street	Lansdale
LA Dance Galaxy	2541	W. Main Street	Eagleville
Le Roux School of the Arts	200	Ridge Pike	Conshohocken
Lesinski School of Dance	432	W. Elm Street	Norristown
Marlyn Abramson's Dance Workshops	805	N. Bethlehem Pike	Spring House
Marlyn Abramson's Dance Workshops	1801	N. Broad Street	Lansdale
On Edge Movement Dance Studio	122	Mill Road	Oaks
Philadelphia Dance Theatre	7500	Germantown Avenue	Philadelphia
Philadelphia School	2100	E. Washinton Lane	Philadelphia
Pointe Dance Studio	7800	Ogontz Avenue	Philadelphia
Pole Jam Factory LLC	161	Boro Line Road	King of Prussia
Professional Dance Academy	706	Lincoln Avenue	Willow Grove
Pulse Dance Center	1610	Bethlehem Pike	Flourtown
Rubi First dance	29	E. Gravers Lane	Philadelphia
Socialsport Dance Club	1634	Old York Road	Abington
Stars Dance Center	123	York Road	Willow Grove
Step in Time School of Dance	366	Easton Road	Warrington
Swing Kat Entertainment	608	E. Main Street	Lansdale
Swinger's Dance Studio	176	DeKalb Pike	King of Prussia
Synergy Dance Center	500	Horizon Drive	Chalfont
Upper Merion Dance & Gymnastics Ctr	530	Hertzog Road	King of Prussia
Urban Elegance	110	Fayette Street	Conshohocken
Valley Forge Dance Schools	216	W. Beidler Road	King of Prussia
Wayne Ballet & Center-Dance Art	205	Lancaster Avenue	Wayne
Zero Gravity Dance Company	8080	Old York Road	Elkins Park

Source: Google Maps

As the table shows, there are at least 50 dance studios within 10 miles of Blue Bell village, including Blue Bell School of Dance on Penllyn Blue Bell Pike. In addition, there are several more located close-by in Ambler, Plymouth Meeting, and East Norriton. In most cases, the studios offer classes and training to enrolled students, or provide space for independent practice. In some instances, the studios can be rented for parties, corporate meetings, and athletic events, exhibiting more of a role of a community center.

Dance Venue Potential

The examination of dance venues in the Blue Bell area has revealed a substantial number of facilities of many sizes. It is evident that dance is popular in this area due to the existence of so

WEST AMBLER NEIGHBORHOOD REVITALIZATION AND ACTION PLAN

Residential Market Analysis

DRAFT

Prepared for:
WHITPAIN TOWNSHIP

Prepared by:
Urban Partners

October 2012

BACKGROUND

The Study Area's housing market was analyzed to identify trends in residential real estate and to determine the potential for new development and its associated pricing. For the purpose of this analysis, the primary housing market area is comprised of the following six census tracts: Tract 2032.05 (portions of Whitpain Township); Tract 2012.04 (portions of Lower Gwynedd Township); Tract 2013.01/Tract 2013.02 (Ambler Borough); and Tract 2014.10/Tract 2014.11 (portions of Upper Dublin Township).

The most reliable data for the age of housing stock comes from the 2006-2010 American Community Survey, which reports that 83% of the primary market area's homes were built prior to 1960 and only three percent were added since 2000. In comparison, the 69% of the county's housing stock was built prior to 1960 and eight percent was built after 2000 (see **Table 1**).

Table 1: Year Structure Built

	Built 2000 or later	Built 1980 to 1999	Built 1960 to 1979	Built 1940 to 1959	Built 1939 or earlier
2032.05	5%	18%	27%	39%	11%
2012.04	6%	10%	47%	28%	9%
2013.01	1%	5%	33%	26%	36%
2013.02	4%	5%	4%	39%	47%
2014.10	1%	25%	32%	19%	22%
2014.11	4%	33%	13%	20%	30%
Primary Market Area Total	3%	15%	25%	29%	29%
Montgomery County	8%	23%	26%	24%	19%

Source: U.S. Census Bureau

The six census tracts added 309 housing units between 2000 and 2010, which is equivalent to a 4.8% increase. In comparison, the total number of units in the county as a whole increased by 9.5% (see **Table 2**).

Table 2: Number of Housing Units, 2000 and 2010

	2000	2010	Change in Units 2000-2010	% Change in Units 2000-2010
Tract 2032.05	828	823	-5	-0.6%
Tract 2012.04	928	1,008	80	8.6%
Tract 2013.01	1,351	1,457	106	7.8%
Tract 2013.02	1,254	1,310	56	4.5%
Tract 2014.10	1,034	1,053	19	1.8%
Tract 2014.11	1,063	1,086	23	2.2%
Primary Market Area Total	6,458	6,767	309	4.8%
Montgomery County	297,434	325,735	28,301	9.5%

Source: U.S. Census Bureau

The rates of vacancy and homeownership for the primary market area in 2010 were 5% and 72%, respectively, which were both comparable to the county as a whole (see **Table 3**). The two tracts that comprise the Borough of Ambler, Tract 2013.01 and Tract 2013.02, had significantly lower homeownership rates (54%) than the rest of the primary market area.

Table 3: Vacancy and Housing Tenure, 2010

	Vacant Units	% Vacant	Owner Occupied	% Owner Occupied
Tract 2032.05	33	4.0%	703	89%
Tract 2012.04	62	6.2%	813	86%
Tract 2013.01	61	4.2%	750	54%
Tract 2013.02	102	7.8%	652	54%
Tract 2014.10	38	3.6%	843	83%
Tract 2014.11	39	4.0%	827	79%
Primary Market Area Total	335	5.0%	4,588	72%
Montgomery County	17,985	5.5%	225,001	73%

Source: U.S. Census Bureau

FOR SALE HOUSING MARKET

The Consultant Team analyzed the home sales records in the primary market area between August 2010 and July 2012. According to Win2Data, which is a real estate database service that was utilized for this study, there were a total of 301 residential sales during that period. Of these, 256 were recorded as single family residential sales and 45 were recorded as condominiums (see **Table 4**).

Table 4: Recent Home Sales by Census Tract, August 2010 – July 2012

	All Residential Sales	Single Family Residential	Condominiums
Tract 2032.05	40	40	-
Tract 2012.04	66	31	35
Tract 2013.01	34	34	-
Tract 2013.02	53	53	-
Tract 2014.10	58	49	9
Tract 2014.11	50	49	1
Primary Market Area Total	301	256	45

Source: Win2Data, Urban Partners

These sales ranged from \$37,000 to \$970,000, with a median price of \$245,000. The average size of the homes being sold was 1,815 SF and the average sale price per SF was \$159 (see **Table 5**).

Table 5: Recent Home Sale Prices by Census Tract, August 2010 – July 2012

	# of Sales	Median Sales Price	Average \$/SF	Average Size of Home Being Sold
Tract 2032.05	40	\$271,500	\$168/SF	2,238 SF
Tract 2012.04	66	\$241,500	\$152/SF	1,561 SF
Tract 2013.01	34	\$250,000	\$145/SF	1,700 SF
Tract 2013.02	53	\$260,000	\$143/SF	1,568 SF
Tract 2014.10	58	\$253,000	\$156/SF	1,964 SF
Tract 2014.11	50	\$297,750	\$180/SF	1,978 SF
Primary Market Area Total/Average	301	\$245,000	\$159/SF	1,815 SF

Source: Win2Data, Urban Partners

The primary market area is a predominantly single family residential zone, as evidenced by the large percentage of SFR sales (256 of 301, or 85%) within the last two years. The average size of the condominium units being sold was 1,165 SF, and the median sale price was \$170,000. In comparison, the SFR units averaged 1,928 SF in size and the median sale price was \$245,000 (see **Table 6**).

Table 6: Recent Home Sale Prices by Home Type, August 2010 – July 2012

	# of Sales	Median Sales Price	Average \$/SF	Average Size of Home Being Sold
Condominiums	45	\$170,000	\$138/SF	1,165 SF
Single Family Residential	256	\$245,000	\$161/SF	1,928 SF

Source: Win2Data, Urban Partners

Condominium Sales

There are four notable condominium communities that are located within the primary market area – the Georgetown of Philadelphia and the Meadows in Lower Gwynedd, and the Butler Park Condos and the Somerset House in Upper Dublin. On the average, recent sales of 3-bedroom units have average \$180,000 or \$125/SF; 2-bedroom units \$159,000 or \$140/SF; and 1-bedroom units \$122,000 or \$148/SF. **Figure 1** shown below contains descriptions of each of the condominium communities and five most recent sales according to Win2Data.

Figure 1: Condominium Communities in the Primary Market Area

<p><u>The Georgetown of Philadelphia</u></p> 	<ul style="list-style-type: none"> Location: Rappahanock Dr. & Old Penllyn Pike, Lower Gwynedd Originally Built: 1980 Total Units in Complex: 270 Five Most Recent Sales: <table border="1"> <thead> <tr> <th>Type</th><th>SF</th><th>Date</th><th>Price</th><th>Price/SF</th></tr> </thead> <tbody> <tr> <td>3Bed/2Bath</td><td>1,468</td><td>2/24/12</td><td>\$235,000</td><td>\$160</td></tr> <tr> <td>3Bed/2Bath</td><td>1,455</td><td>4/12/12</td><td>\$160,000</td><td>\$110</td></tr> <tr> <td>2Bed/1.5Bath</td><td>1,088</td><td>5/18/12</td><td>\$175,000</td><td>\$161</td></tr> <tr> <td>1Bed/1.5Bath</td><td>780</td><td>5/31/12</td><td>\$130,000</td><td>\$167</td></tr> <tr> <td>2Bed/1.5Bath</td><td>1,088</td><td>7/31/12</td><td>\$175,000</td><td>\$161</td></tr> </tbody> </table> <p>Source: Win2Data, Urban Partners</p>	Type	SF	Date	Price	Price/SF	3Bed/2Bath	1,468	2/24/12	\$235,000	\$160	3Bed/2Bath	1,455	4/12/12	\$160,000	\$110	2Bed/1.5Bath	1,088	5/18/12	\$175,000	\$161	1Bed/1.5Bath	780	5/31/12	\$130,000	\$167	2Bed/1.5Bath	1,088	7/31/12	\$175,000	\$161
Type	SF	Date	Price	Price/SF																											
3Bed/2Bath	1,468	2/24/12	\$235,000	\$160																											
3Bed/2Bath	1,455	4/12/12	\$160,000	\$110																											
2Bed/1.5Bath	1,088	5/18/12	\$175,000	\$161																											
1Bed/1.5Bath	780	5/31/12	\$130,000	\$167																											
2Bed/1.5Bath	1,088	7/31/12	\$175,000	\$161																											
<p><u>The Meadows at Lower Gwynedd</u></p> 	<ul style="list-style-type: none"> Location: 501 N. Bethlehem Pike, Lower Gwynedd Originally Built: 1971 Total Units in Complex: 104 Five Most Recent Sales: <table border="1"> <thead> <tr> <th>Type</th><th>SF</th><th>Date</th><th>Price</th><th>Price/SF</th></tr> </thead> <tbody> <tr> <td>3Bed/2Bath</td><td>1,335</td><td>4/28/12</td><td>\$178,000</td><td>\$133</td></tr> <tr> <td>2Bed/1Bath</td><td>1,122</td><td>5/04/12</td><td>\$157,000</td><td>\$140</td></tr> <tr> <td>2Bed/1Bath</td><td>1,122</td><td>5/15/12</td><td>\$152,500</td><td>\$136</td></tr> <tr> <td>2Bed/1Bath</td><td>1,071</td><td>6/14/12</td><td>\$155,000</td><td>\$145</td></tr> <tr> <td>1Bed/1Bath</td><td>880</td><td>7/25/12</td><td>\$140,000</td><td>\$159</td></tr> </tbody> </table> <p>Source: Win2Data, Urban Partners</p>	Type	SF	Date	Price	Price/SF	3Bed/2Bath	1,335	4/28/12	\$178,000	\$133	2Bed/1Bath	1,122	5/04/12	\$157,000	\$140	2Bed/1Bath	1,122	5/15/12	\$152,500	\$136	2Bed/1Bath	1,071	6/14/12	\$155,000	\$145	1Bed/1Bath	880	7/25/12	\$140,000	\$159
Type	SF	Date	Price	Price/SF																											
3Bed/2Bath	1,335	4/28/12	\$178,000	\$133																											
2Bed/1Bath	1,122	5/04/12	\$157,000	\$140																											
2Bed/1Bath	1,122	5/15/12	\$152,500	\$136																											
2Bed/1Bath	1,071	6/14/12	\$155,000	\$145																											
1Bed/1Bath	880	7/25/12	\$140,000	\$159																											
<p><u>Butler Park Condos</u></p> 	<ul style="list-style-type: none"> Location: Cavendish Dr. @ Belle Aire Rd., Upper Dublin Originally Built: 1982 Total Units in Complex: 124 Five Most Recent Sales: <table border="1"> <thead> <tr> <th>Type</th><th>SF</th><th>Date</th><th>Price</th><th>Price/SF</th></tr> </thead> <tbody> <tr> <td>1Bed/1Bath</td><td>920</td><td>7/11/11</td><td>\$120,000</td><td>\$130</td></tr> <tr> <td>1Bed/1Bath</td><td>890</td><td>7/13/11</td><td>\$132,000</td><td>\$148</td></tr> <tr> <td>3Bed/2.5Bath</td><td>1,520</td><td>8/23/11</td><td>\$148,000</td><td>\$97</td></tr> <tr> <td>2Bed/2.5Bath</td><td>1,296</td><td>3/9/12</td><td>\$164,000</td><td>\$127</td></tr> <tr> <td>2Bed/2Bath</td><td>1,350</td><td>6/5/12</td><td>\$150,000</td><td>\$111</td></tr> </tbody> </table> <p>Source: Win2Data, Urban Partners</p>	Type	SF	Date	Price	Price/SF	1Bed/1Bath	920	7/11/11	\$120,000	\$130	1Bed/1Bath	890	7/13/11	\$132,000	\$148	3Bed/2.5Bath	1,520	8/23/11	\$148,000	\$97	2Bed/2.5Bath	1,296	3/9/12	\$164,000	\$127	2Bed/2Bath	1,350	6/5/12	\$150,000	\$111
Type	SF	Date	Price	Price/SF																											
1Bed/1Bath	920	7/11/11	\$120,000	\$130																											
1Bed/1Bath	890	7/13/11	\$132,000	\$148																											
3Bed/2.5Bath	1,520	8/23/11	\$148,000	\$97																											
2Bed/2.5Bath	1,296	3/9/12	\$164,000	\$127																											
2Bed/2Bath	1,350	6/5/12	\$150,000	\$111																											
<p><u>Somerset House</u></p> 	<ul style="list-style-type: none"> Location: 120 Bethlehem Pike, Upper Dublin Originally Built: 1976 Total Units in Complex: 73 Five Most Recent Sales: <table border="1"> <thead> <tr> <th>Type</th><th>SF</th><th>Date</th><th>Price</th><th>Price/SF</th></tr> </thead> <tbody> <tr> <td>1Bed/1Bath</td><td>759</td><td>4/28/12</td><td>\$123,900</td><td>\$163</td></tr> <tr> <td>1Bed/1Bath</td><td>759</td><td>5/04/12</td><td>\$120,000</td><td>\$158</td></tr> <tr> <td>2Bed/1Bath</td><td>943</td><td>5/15/12</td><td>\$137,500</td><td>\$146</td></tr> <tr> <td>1Bed/1Bath</td><td>759</td><td>6/14/12</td><td>\$117,500</td><td>\$155</td></tr> <tr> <td>1Bed/1Bath</td><td>759</td><td>7/25/12</td><td>\$90,000</td><td>\$119</td></tr> </tbody> </table> <p>Source: Win2Data, Urban Partners</p>	Type	SF	Date	Price	Price/SF	1Bed/1Bath	759	4/28/12	\$123,900	\$163	1Bed/1Bath	759	5/04/12	\$120,000	\$158	2Bed/1Bath	943	5/15/12	\$137,500	\$146	1Bed/1Bath	759	6/14/12	\$117,500	\$155	1Bed/1Bath	759	7/25/12	\$90,000	\$119
Type	SF	Date	Price	Price/SF																											
1Bed/1Bath	759	4/28/12	\$123,900	\$163																											
1Bed/1Bath	759	5/04/12	\$120,000	\$158																											
2Bed/1Bath	943	5/15/12	\$137,500	\$146																											
1Bed/1Bath	759	6/14/12	\$117,500	\$155																											
1Bed/1Bath	759	7/25/12	\$90,000	\$119																											

New Construction

The area near the Ambler Train Station is showing signs of reinvestment in the housing market, as evidenced by the success of the Station Square development which was completed by W.B. Homes in 2010. This project, built just south of the Ambler Station on SEPTA's Regional Rail Line, consisted of 58 3-story townhomes arranged along a series of new roads that intersect with Main Street. Unit sizes ranged from 2,150 to 2,596 SF, and the sale prices averaged \$346,000 (or \$150/SF). Each home features a two-car garage.

Figure 2: The Station Square



It is also noteworthy to mention that Westrum Development Co. was planning to build a 288-unit village style community named The Crossings at Ambler on a 9.4 acre brownfield site located immediately west of the train tracks. As the project progressed, the housing market experienced a major downturn and Westrum adjusted the unit size and pricing accordingly. As of 2008, the projected sale price for the large units was reduced to upper \$300,000's (or approximately \$260/SF) and \$250,000 for the smaller units (or \$330/SF). Ultimately, Westrum has pulled out of the deal and the site remains undeveloped as of this report.

Other new homes for sale in Whitpain Township and nearby municipalities are shown below (see **Table 7**):

Table 7: New For-Sale Developments in Whitpain Township and Nearby Municipalities

Community Name (<i>Builder</i>)	Location	Total Units	Type	Size	Listing Price	Listing Price (per SF)
Newbury (<i>Philomeno & Salamone</i>)	Upper Gwynedd	24	Townhomes (3-5 Bed)	2,700 - 3,850 SF	From \$399,000	From \$148/SF
Enclave (<i>Philomeno & Salamone</i>)	E. Norriton	66	Townhomes (2-3 Bed)	1,525 - 2,140 SF	From \$249,000	From \$163/SF
Horsham Valley Estates I (<i>Toll Brothers</i>)	Horsham	52	SFR (4 Bed)	2914 - 3,890 SF	\$580,000 to \$630,000	\$162-\$199/SF
Cold Point Village (<i>Sal Paone Builder</i>)	Plymouth Meeting	48	Townhouse (3 Bed)	2219 SF	From \$424,900	From \$191/SF
Addison Reserve (<i>Sal Paone Builder</i>)	Blue Bell	25	Twins (3 Bed)	1,762 - 2,114 SF	\$369,900 to \$444,900	\$210/SF
Highview at Montgomery (<i>Ryan Homes</i>)	North Wales	95	Townhouse (3 Bed)	2,000 - 2,200 SF	\$259,900 to \$294,990	\$130-\$134/SF
Montgomery Knoll (<i>David Cutler Group</i>)	North Wales	26	SFR (4-5 Bed)	2,986 - 3,129 SF	\$487,950 to \$522,950	\$163-\$167/SF
Providence Reserve (<i>N. Paone Construction</i>)	North Wales	52	Townhomes (2-3 Bed)	1,824 - 2,184 SF	\$304,900 to \$349,900	\$160-\$167/SF
Montgomery Pointe (<i>Pulte Homes</i>)	North Wales	109	Townhouse (3 Bed)	1,997 SF	From \$319,900	From \$160/SF

Active Adult Communities

Currently, there are no new active adult communities for sale (restricted to 55+ residents) in Whitpain Township in Whitpain Township or in the primary market area, but several developments are currently being marketed in nearby municipalities: They include:

Legacy at Stony Creek Farms in Worcester

- Developed by Ryan Homes
- Prices range from \$299,900 - \$379,900 (or \$174 - \$184/SF)

Jefferson Crossing in E. Norriton

- Developed by Philomeno & Salamone
- Prices range from \$249,000 - \$269,000 (or \$143 - \$158/SF)

Terraces at Montgomery Walk in North Wales

- Developed by David Cutler Group
- Prices range from \$329,950 - \$429,950 (or \$159 - \$226/SF)

The Reserve at Gwynedd Garden in North Wales

- Developed by Del Webb Corporation
- Prices range from \$201,990 - \$264,990 (or \$135 - \$137/SF)

Potential for New For-Sale Housing

As the housing market continues to recover, pent up demand for new homes will likely rekindle developer interest in the Ambler Station area. As was the case for the Station Square development, close proximity to public transit and main street retail/entertainment amenities along Butler Avenue will be desirable selling points for future residential projects.

The types of for-sale housing that would work the best in West Ambler neighborhood in the next 3-5 years are townhomes and condominiums. The size of these units may range from 1,100 SF to 1,800 SF and sale prices may start at \$155 per SF and reach \$190 per SF for smaller units. Judging from the pace at which Station Square was sold even in a down economy, the absorption rate for a townhouse product may be in the range of 3 to 5 units per month. As for age-restricted housing, developer may demonstrate reluctance to designate a product as senior housing for the fear of shrinking the potential pool of homebuyers during the recovery period.

RENTAL HOUSING MARKET

According to the 2006-2010 American Community Survey, rental housing represented 27 percent of the housing market in the primary market area in 2010. This housing stock is relatively old, with 84% of the units being built prior to 1979 (see **Table 8**).

Table 8: Year Renter Occupied Structure Built

Year Built	Primary Market Area	Primary Market Area (%)	Montgomery County	Montgomery County (%)
Built 2005 or later	44	2.5%	44	2.5%
Built 2000 to 2004	44	2.5%	44	2.5%
Built 1980 to 1999	193	11.0%	193	11.0%
Built 1960 to 1979	480	27.4%	480	27.4%
Built 1940 to 1959	394	22.5%	394	22.5%
Built 1939 or earlier	599	34.2%	599	34.2%

Source: U.S. Census Bureau

Furthermore, renter occupied structures are relatively small. A majority of the renter occupied units (77%) are located in structures that have less than 10 units, with only 15% of the units being in structures larger than 20 units (see **Table 9**).

Table 9: Number of Units in Renter Occupied Structures

Number of Units	Primary Market Area	Primary Market Area (%)	Montgomery County	Montgomery County (%)
Less than 10	1,351	77%	46,487	59%
10 to 19	133	8%	10,250	13%
20 to 49	110	6%	6,703	8%
50 or more	160	9%	15,251	19%
Other (i.e. Mobile Homes)	0	0%	343	0%
TOTAL	1,754		79,034	100%

Source: U.S. Census Bureau

Within the primary market area, there are five major apartment complexes:

- *The Woods Apartments* is a two-story, garden-style apartment complex. The complex has 321 units with amenities such as tennis and basketball courts, pool, and clubhouse. One-bedroom units range from \$999 to \$1,207 per month (\$1.48 to \$1.78 per SF) and two-bedroom units rent from \$1,249 to \$1,499 (\$1.51 to \$1.76 per SF). Air conditioning and heating is included in these rents. At the time this report was written, there were both types of units available.
- *Edgewood Apartments* is a three-story complex that has 116 units with amenities such as pool and FiOS Internet access. One-bedroom units rent for \$800 per month (\$0.96 per SF); two-bedroom units rent for \$1,025 (\$1.08 per SF); and three-bedroom units rent for \$1,350 (\$1.30 per SF). Heating and hot water is included in these rents. At the time this report was written, only a single one-bedroom unit was available.
- *Mattison House* is a three-story complex that has 43 units with amenities such as cable and Internet access. One-bedroom units rent for \$845 per month (\$1.21 per SF); and two-bedroom units rent for \$925 (\$1.13 per SF). Air conditioning is included in these rents. At the time this report was written, there were no vacancies.
- *Longford Apartments* is a two-story complex that has 36 units with amenities such as cable access. One-bedroom units rent from \$890 to \$945 per month (\$1.24 to \$1.32 per SF); and two-bedroom units rent from \$1,020 to \$1,130 per month (\$1.13 to \$1.26 per SF). Air conditioning is included in these rents. At the time this report was written, only a single one-bedroom unit was available.

- *Valley Brooke* is two-story garden style apartment complex that has 31 units with amenities such as individual climate control, private balcony, washer/dryer hookup, and granite countertops in select units. Two-bedroom units rent for \$1,180 per month (\$1.18 per month). Water and sewer are included in these rents. At the time this report was written, there were no vacancies.

There are several other large apartment complexes located within five miles of the West Ambler neighborhood, including:

- *English Village Apartments* in North Wales is a large complex that has 596 units with amenities such as clubhouse, fitness center, pool, and tennis courts. One-bedroom units rent for \$920 per month (\$1.15 per SF) and two-bedroom units rent from \$1,145 to \$1,350 (\$1.27 to \$1.35 per SF). Cold water is included in these rents. At the time this report was written, all three types of units were available.
- *Madison Hunt Club* in North Wales is another large complex that has 320 units with amenities such as washer and dryer in each unit, clubhouse, fitness center, playground, pool, and tennis courts. One-bedroom units rent from \$1,249 to \$1,489 per month (\$1.84 to \$1.87 per SF); two-bedroom units rent from \$1,677 to \$1,967 per month (\$1.85 to \$2.00 per SF); and three-bedroom units rent for \$2,150 per month (\$1.94 per SF). Cold water is included in these rents. At the time this report was written, all three types of units were available.

Potential for New Rental Housing

The community amenities that are attractive to Ambler Station area home buyers (e.g. proximity to transit, retail services, and entertainment venues) are equally attractive to renters. Given the relative strength of the rental housing market compared to that of homeownership, we estimate that current market demand can support new rental housing.

As indicated in our research, there is a strong market for higher quality apartment complexes that feature amenities such as a swimming pool, air conditioning, a fitness center, a clubhouse, a tennis/basketball court, and parking. We estimate that newly built apartment complexes with one and two-bedroom units (750 SF to 1,050 SF) can be rented at \$1.55 to \$1.90 per SF per month.

AFFORDABLE HOUSING DEVELOPMENT

In the interest of preserving affordability for low-to-moderate income residents in the West Ambler neighborhood, the Steering Committee and Township officials have expressed interest in producing a roadmap for affordable housing development in the Study Area. Described in previous sections of this report, the potential for new housing development is based on a premise that the private market is capable of absorbing all project costs. In other words, government subsidies in the form of homebuyer grants and developer incentives are not expected to be required.

In the current market, the types of for-sale housing that would work the best in West Ambler neighborhood are townhomes and condominiums. The larger of these homes will be the 3-bedroom models that are approximately 1,800 SF in living space, with the projected sale price of \$280,000 (or \$155/SF). As indicated in **Figure 2**, the minimum household income required to purchase a home at that price is \$64,433, which is just under the income limit for the low-to-moderate income designation¹.

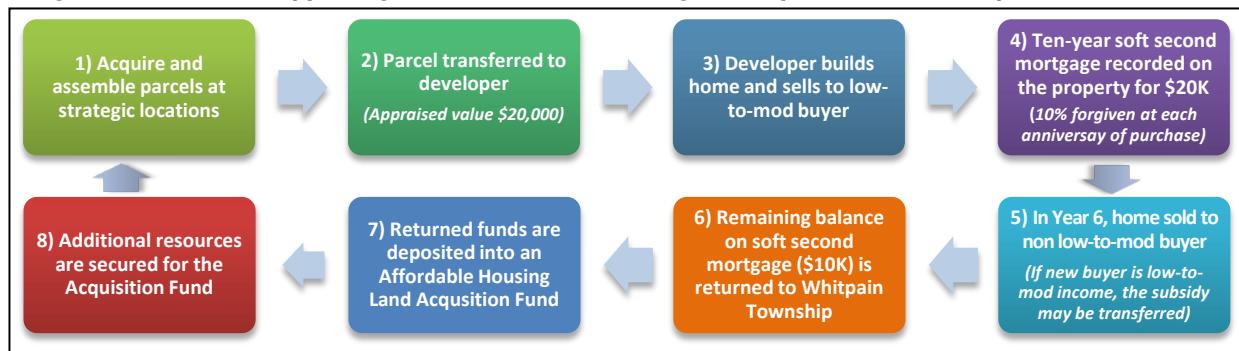
Figure 2: Minimal Salary Required for \$280,000 Home

Sale Price	\$280,000	3-bed townhome (1,800 SF)
Down Payment	\$9,800	3.5% per FHA requirement
Loan Amount	\$270,200	
 Monthly Payments		
Principal/Interest	\$1,176	FHA 30 Year fixed at 3.25%
RE Taxes	\$298	
Property Insurance	\$117	
Mortgage Insurance Premium	\$270	Per FHA requirement
 Total Mortgage Payment	\$1,859	
Other Debt	\$450	Car payment, student loans, etc.
Total Month Debt	\$2,309	
 Minimum Annual Salary	\$64,433	Household debt not to exceed 43% of salary (based on FHA guidelines)

Efforts to further discount the sale price, and thereby expanding the pool of households that can purchase new homes in the West Ambler neighborhood, will require public intervention in the form of buyer subsidies and/or developer incentives. For parcels that are already owned or will be acquired by Whitpain Township, one of the most efficient ways to incentivize the development of affordable housing is to transfer those parcels for free or at a deep discount to private developers. In exchange, the home builder will be required to sign a covenant that mandates the newly built homes be sold exclusively to low-to-moderate income buyers. To preserve long-term affordability and to guard against opportunistic purchasers who may flip the home for a quick profit, deed restrictions

or soft second (forgivable) mortgages equivalent to the original value of the parcel can be recorded on the homes. **Figure 3** below illustrates an example of this model:

Figure 3: Model for Supporting Affordable Sales Housing Development on Township Owned Parcels



¹ This scenario assumes that such a household will be able to pay \$9,800 (3.5%) in down payment, and be able to qualify for a 30-year FHA mortgage at a fixed rate of 3.25%. For the Philadelphia Metropolitan Statistical Area, which includes all of Montgomery County, the median annual household income for a family of four is \$81,500. In order to qualify as low-to-moderate income for most federal/state affordable housing programs, a household must earn less than 80% of the Area Median Income, or \$65,200 for a household of four.

We estimate that by simply eliminating acquisition costs from the development budget, it may be possible to reduce the sale price of the home by 4% (i.e. to \$268,800 for the aforementioned home type). The minimal household income required to purchase a townhome at that price is \$62,358, which is 76.5% of the AMI.

Figure 4: Minimal Salary Required for \$240,000 Home

Sale Price	\$240,000	3-bed townhome (1,500 SF)
Down Payment	\$8,400	3.5% per FHA requirement
Loan Amount	\$231,600	
 Monthly Payments		
Principal/Interest	\$1,008	FHA 30 Year fixed at 3.25%
RE Taxes	\$254	
Property Insurance	\$100	
Mortgage Insurance Premium	\$232	Per FHA requirement
 Total Mortgage Payment	\$1,593	
Other Debt	\$450	Car payment, student loans, etc.
Total Month Debt	\$2,043	
 Minimum Annual Salary	\$57,022	Household debt not to exceed 43% of salary (based on FHA guidelines)

A strategy to further discount the home prices so that they're within reach of households earning less than 70% of the AMI may involve reducing the living space of the townhomes to 1,500 SF. Although some of the luxury selling features such as large walk-in closets and multiple living spaces may no longer be viable, the 1,500 SF of living space is large enough to accommodate a family of four that require three bedrooms and two bathrooms.

In the current market, a 1,500 SF townhome in West Ambler would sell for approximately \$240,000, or \$160/SF. As indicated in **Figure 4**, the minimum household income required to purchase a 1,500 SF townhome at \$240,000 townhome is \$57,022, which is just under 70% of the AMI. Furthermore, if Whitpain

Township is able to offer the land for free to the developer, the sale price of this home may be further reduced to \$230,400. The household income required to purchase a townhome at this price is \$55,244, or 68% of the AMI.

Lastly, for-sale developments that are targeting households under 60% of the AMI will most likely require additional government subsidies, including federal CDBG/HOME funding and state funding such as Pennsylvania Housing Finance Agency's *Homeownership Construction Initiative*. Similarly, affordable rental developments, including low-income senior housing, will require substantial government subsidies in order to make such projects financially feasible. Commonly used rental subsidy programs are Low Income Housing Tax Credits (administered by the Pennsylvania Housing Finance Agency) and the Section 202 Supportive Housing for the Elderly Program, which is administered by the U.S. Department of Housing and Urban Development.

Appendix 1: Rental Market Inventory

Name	Total Units	Type	Price	Size (SF)	\$/SF	Utilities	Avail?	Amenities
The Woods <i>1410 East Butler Pike Ambler, PA</i>	321	1 Bedroom 2 Bedroom	\$999-\$1,207 \$1,249-\$1,499	677-677 SF 828-850 SF	\$1.48 to \$1.78 \$1.51 to \$1.76	AC and Heating	Yes	Tennis, Basketball, Clubhouse, Pool
Edgewood <i>150 N. Bethlehem Pike Ambler, PA</i>	116	1 Bedroom 2 Bedroom 3 Bedroom	\$800 \$1,025 \$1,350	835 SF 950 SF 1,040 SF	\$0.96 \$1.08 \$1.30	Heat, hot water	Yes (1 unit)	Pool, FiOS ready,
Mattison House <i>174 S. Bethlehem Pike Ambler, PA</i>	43	1 Bedroom 2 Bedroom	\$845 \$925	700 SF 820 SF	\$1.21 \$1.13	AC	No	Cable and Internet ready
Longford <i>352 Valley Brook Road Ambler, PA</i>	36	1 Bedroom 2 Bedroom	\$890-\$945 \$1,020-\$1,130	715 SF 900 SF	\$1.24 to \$1.32 \$1.13 to \$1.26	AC	Yes (1 unit)	Cable ready
Valley Brooke <i>355 Forest Ave. Ambler, PA</i>	31	2 Bedroom	\$1,180	1,000 SF	\$1.18	Water/Sewer	No	AC, Laundry On-Site
English Village <i>700 Lower State Road North Wales, PA</i>	596	1 Bedroom 2 Bedroom	\$920 \$1,145-\$1,350	800 SF 900-1,000 SF	\$1.15 \$1.27 to \$1.35	Water/Sewer	Yes	Clubhouse, Fitness Center, Pool, Tennis, Controlled Access.
Madison Hunt Club <i>10 Hunt Club Trail North Wales, PA</i>	320	1 Bedroom 2 Bedroom 3 Bedroom	\$1,249-\$1,489 \$1,677-\$1,937 \$2,150	680-798 SF 837-1,048 SF 1,107 SF	\$1.84 to \$1.87 \$1.85 to \$2.00 \$1.94	Water/Sewer	Yes	Washer/Dryer in Unit, Clubhouse, Fitness Center, Playground, Pool, Tennis

Source: Rent.com, Urban Partner



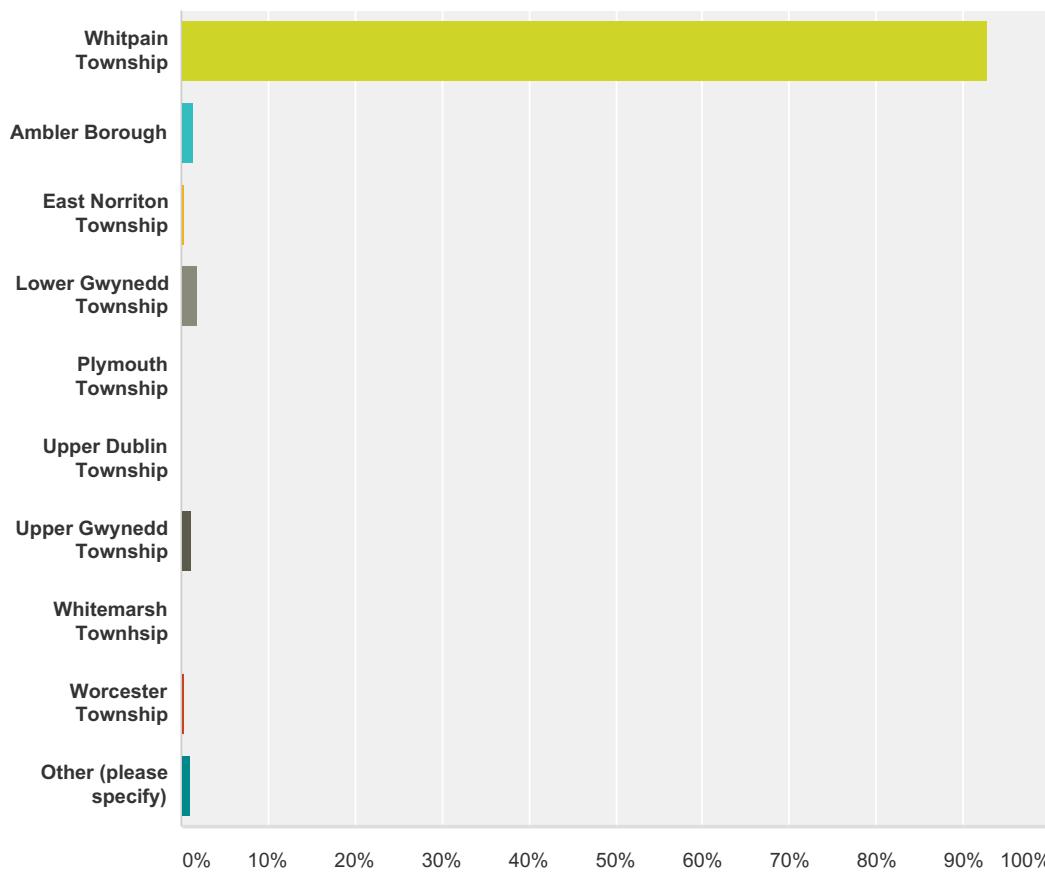
Matrix of Recommendations

RECOMMENDED IMPROVEMENTS	ACCOUNTABLE ENTITY	APPROXIMATE COST	SHORT (1-2 YRS)	APPROXIMATE DATE	POSSIBLE FUNDING SOURCE	COMMENTS
			MEDIUM TERM (3-6 YRS)			
			LONG TERM (7-10 YRS)			
Traffic and Stop Signs	Whitpain Township	\$12,000	Short Term	2013	Whitpain Township	Requires ordinance(s), staff time - Completed
Add Road, Trail , Stormwater Management and Infrastructure Improvements to Township Official Map	Whitpain Township	\$2,000	Short Term	2013-2014	Whitpain Township	Staff Time, map preparation, legal
Possible Temporary Park Improvements	Whitpain Township	\$200,000	Short Team	2014-2015	Whitpain Township / DCNR / CFA	These improvements depend on when access to Wissahickon park is opened, and determination of FEMA Flood mapping
Evaluate and Revise Zoning	Whitpain Township	\$5,000.00	Short Term	2013-2014	Whitpain Township	Discussion with private sector real estate developers will yield suggestions. Consider TRID district similar to the Borough of Ambler
Streetscape Improvements	Whitpain Township	\$2.0 million	Short, Medium, Long Term	2013-2020	Whitpain Township PADCED (CFA)	First phase to be constructed in 2013 - Phase 1 Complete
Beech Alley Extension	Whitpain Township	TBD	Medium & Long Term	2015-2022	DCED, CFA, Whitpain Township, Public Private Partnership	Cost does not include possible acquisition costs.
Park Master Plan for Entire Superfund Site	Whitpain Township	\$50,000	Short Team	2014-2015	Whitpain Township PADCNR	Possible partners include WA, Montgomery County, Ambler Borough
Roadway Directional and other changes (some part of streetscape)	Whitpain Township	\$10,000	Short & Medium Term	2014-2017	Whitpain Township	Some of these improvements include in streetscape costs - Complete
Storm sewer Infrastructure	Whitpain Township	\$246,900	Medium Term	2015-2018	Whitpain Township PENNVEST, PADCED (CFA)	First phase to be constructed in 2013
Additional Earthen embankments around reservoir perimeters for long-term tree replanting	EPA, Wissahickon Waterfowl Association	TBD	Medium to Long Term	2015-2022	EPA US Army Corps of Engineers	Should be determined during mitigation phase. - In Process
Wissahickon Park Improvements (approximate cost includes community building)	Whitpain Township	\$2.6 million	Medium Term & Long Term	2015-2022	Whitpain Township, PADCNR PADCED (CFA), PENNVEST, PA DEP Public / Private Partnerships	Multi phase project
Wildlife Preserve Improvements	Wissahickon Waterfowl Association,	\$82,000	Medium & Long Term	2015-2020	Wissahickon Waterfowl Association William Penn Foundation	Possible EPA work during remedial phase on pond embankments
Flood Mitigation & Flood Claims Assistance	Whitpain Township, FEMA, PEMA,	TBD	Medium & Long Term	2016-2020	FEMA PEMA	Possible actions include buy-out of properties located in floodway, assistance to homeowner with floor-related repairs, creation of stormwater / flood mitigation areas near Rose Valley Creek.
Residential Infill Development	Private Sector Whitpain Township	Unknown	Medium & Long Term	2016-2022	Private Sector , PA DE (Brownfields), PA DCED (HOME) Whitpain Twp. (Infrastructure)	- New Project Started at 319 W. Maple Street 4 Townhouse Units
Improvements at The Pile	TBD	\$323,000	Medium & Long Term	2018-2022	Future owner, Montgomery County PA DCNR, PA DCED, PENNVEST	
Boys and Girls Club (possible)	Ambler Area Boys & Girls Club Committee	\$5 million	Long Term	2018-2022	Community fund-raising, Public-Private Partnerships	- Alternate location selected

Whitpain Township Comprehensive Plan

Q1 Where is your place of residence?

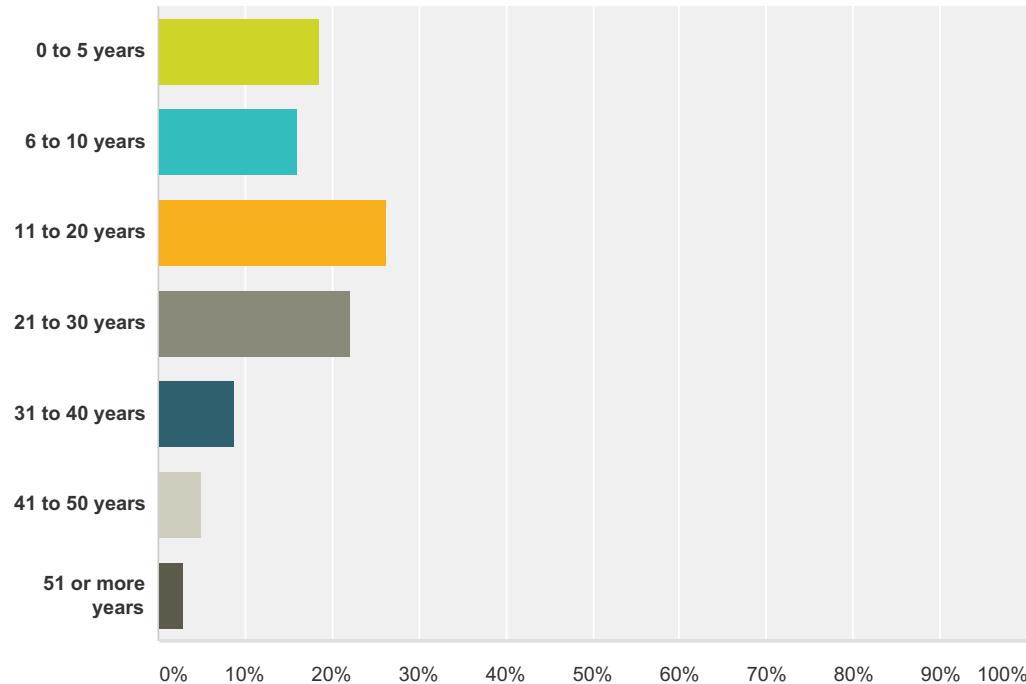
Answered: 460 Skipped: 0



Answer Choices	Responses
Whitpain Township	92.83% 427
Ambler Borough	1.52% 7
East Norriton Township	0.43% 2
Lower Gwynedd Township	1.96% 9
Plymouth Township	0.22% 1
Upper Dublin Township	0.00% 0
Upper Gwynedd Township	1.30% 6
Whitemarsh Township	0.22% 1
Worcester Township	0.43% 2
Other (please specify)	1.09% 5
Total	460

Q2 If you are a resident of Whitpain Township, how long have you lived there? (Please disregard if you are not a resident of Whitpain Township)

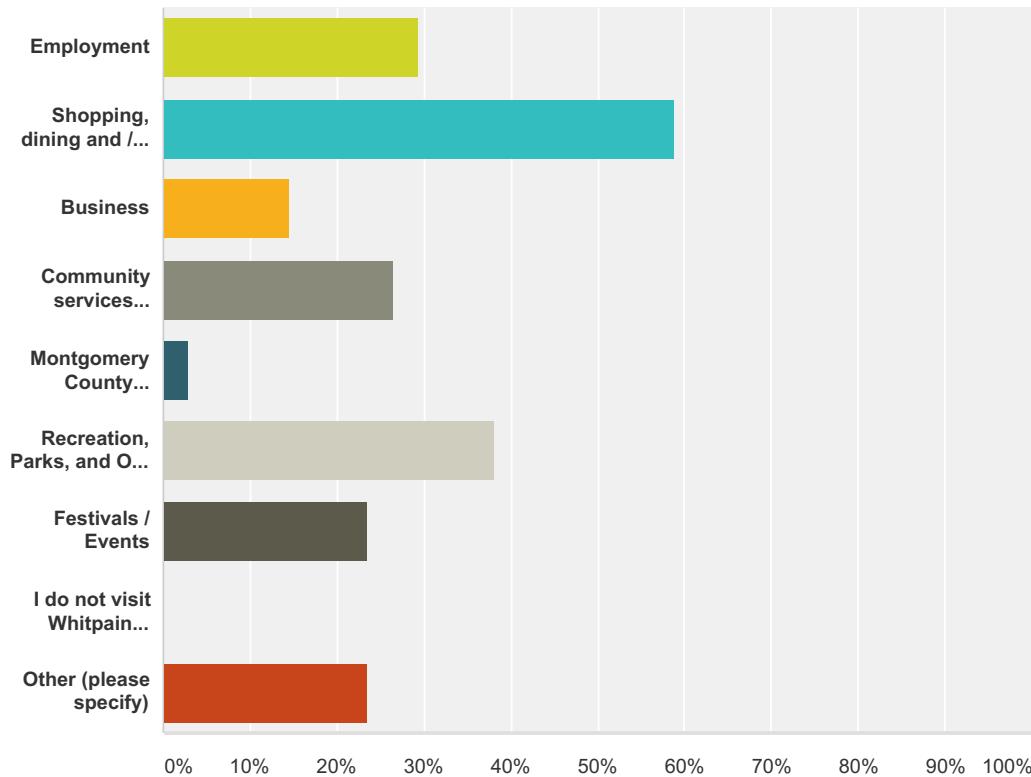
Answered: 432 Skipped: 28



Answer Choices	Responses	
0 to 5 years	18.52%	80
6 to 10 years	15.97%	69
11 to 20 years	26.39%	114
21 to 30 years	22.22%	96
31 to 40 years	8.80%	38
41 to 50 years	5.09%	22
51 or more years	3.01%	13
Total		432

Q3 If you are not a resident of Whitpain Township, what are the primary reasons you visit Whitpain Township? Check all that apply. (Please disregard if you are a Whitpain resident.)

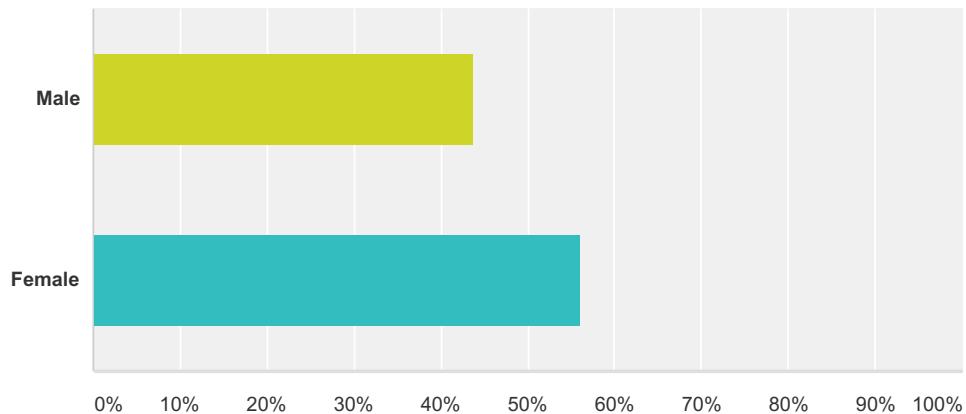
Answered: 34 Skipped: 426



Answer Choices	Responses
Employment	29.41% 10
Shopping, dining and / or retail services	58.82% 20
Business	14.71% 5
Community services (library, etc.)	26.47% 9
Montgomery County Community College	2.94% 1
Recreation, Parks, and Open Space	38.24% 13
Festivals / Events	23.53% 8
I do not visit Whitpain Township	0.00% 0
Other (please specify)	23.53% 8
Total Respondents: 34	

Q4 What is your gender?

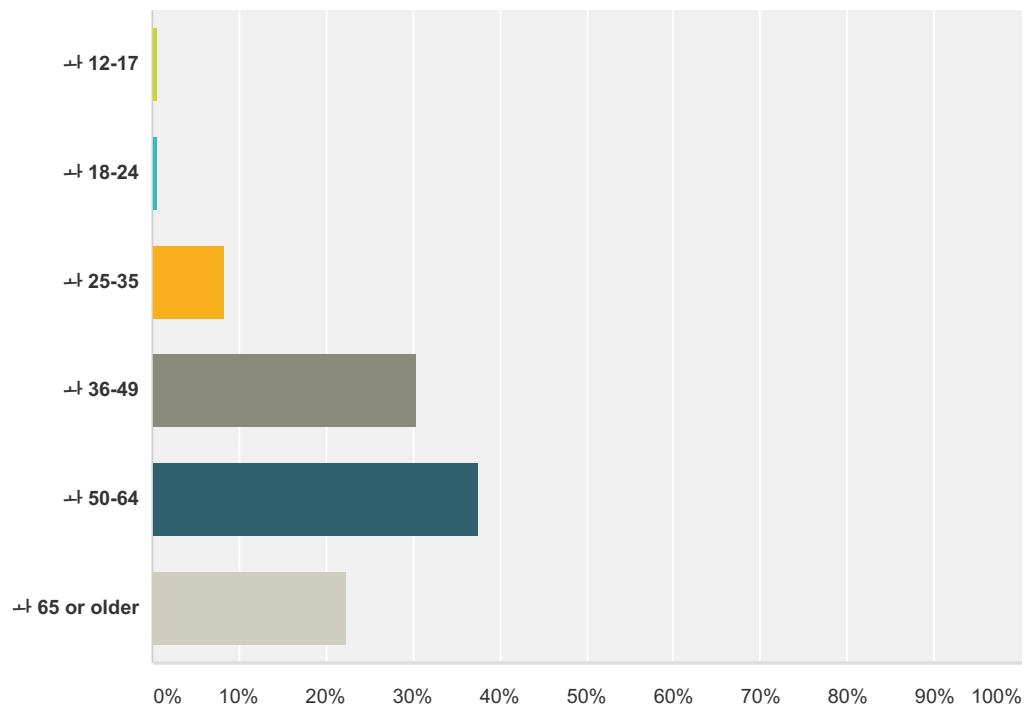
Answered: 459 Skipped: 1



Answer Choices	Responses	
Male	43.79%	201
Female	56.21%	258
Total		459

Q5 What category below includes your age?

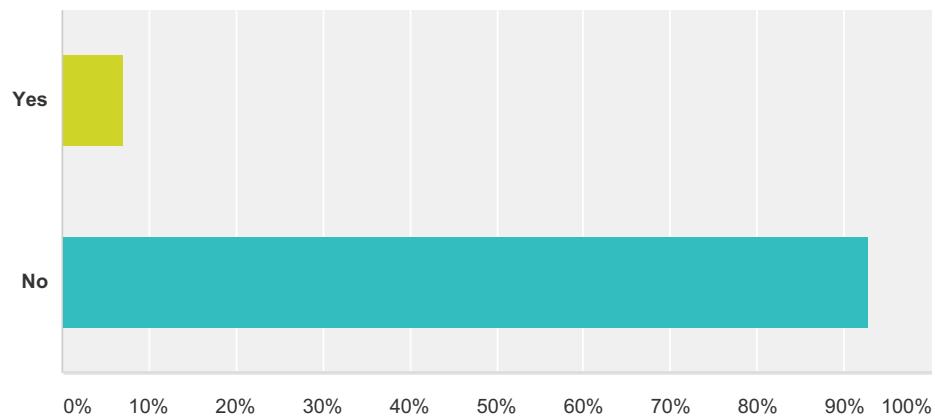
Answered: 457 Skipped: 3



Answer Choices	Responses	
12-17	0.66%	3
18-24	0.66%	3
25-35	8.32%	38
36-49	30.42%	139
50-64	37.64%	172
65 or older	22.32%	102
Total		457

Q6 Do you own a business in Whitpain Township?

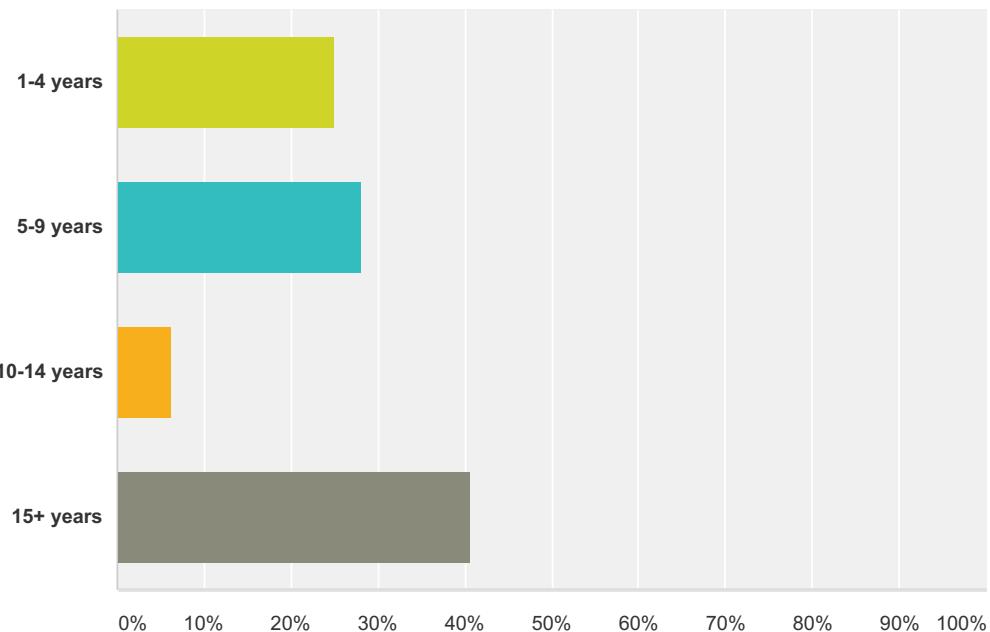
Answered: 459 Skipped: 1



Answer Choices	Responses	
Yes	7.19%	33
No	92.81%	426
Total		459

Q7 If you answered yes to question 6, how long have you owned your business in Whitpain Township?

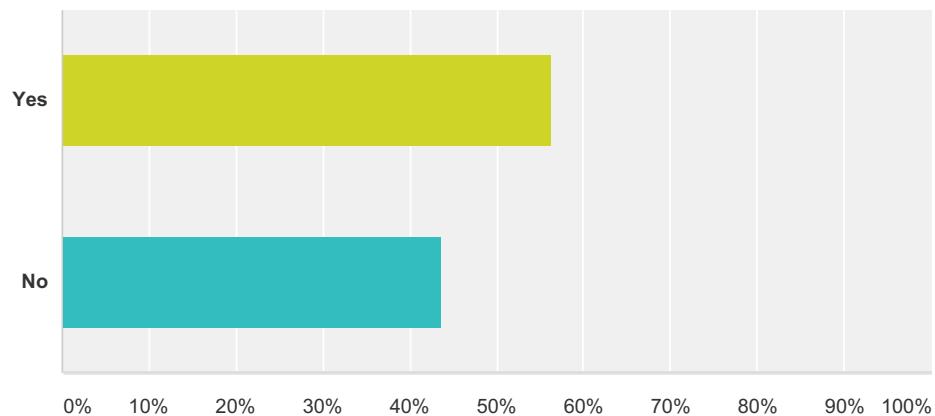
Answered: 32 Skipped: 428



Answer Choices	Responses	
1-4 years	25.00%	8
5-9 years	28.13%	9
10-14 years	6.25%	2
15+ years	40.63%	13
Total		32

Q8 If you answered yes to question 6, do you own your own building?

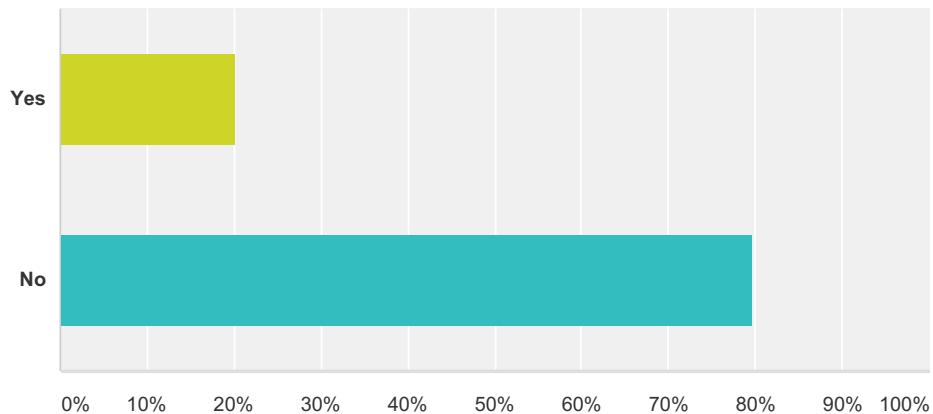
Answered: 39 Skipped: 421



Answer Choices	Responses	
Yes	56.41%	22
No	43.59%	17
Total		39

Q9 Do you work in Whitpain Township?

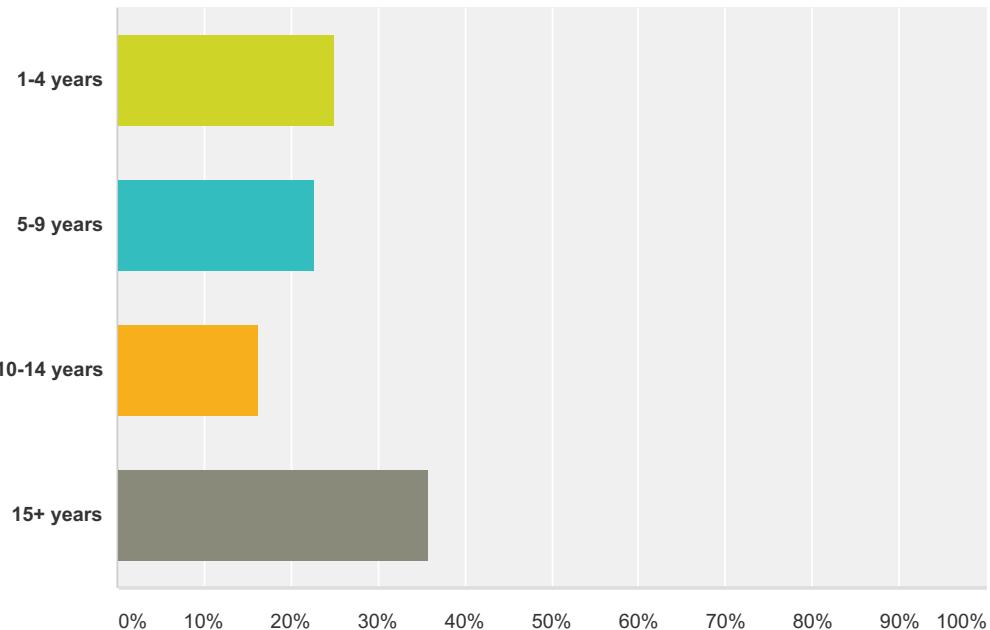
Answered: 449 Skipped: 11



Answer Choices	Responses	
Yes	20.27%	91
No	79.73%	358
Total		449

Q10 If you answered yes to question 9, how long have you worked in Whitpain Township?

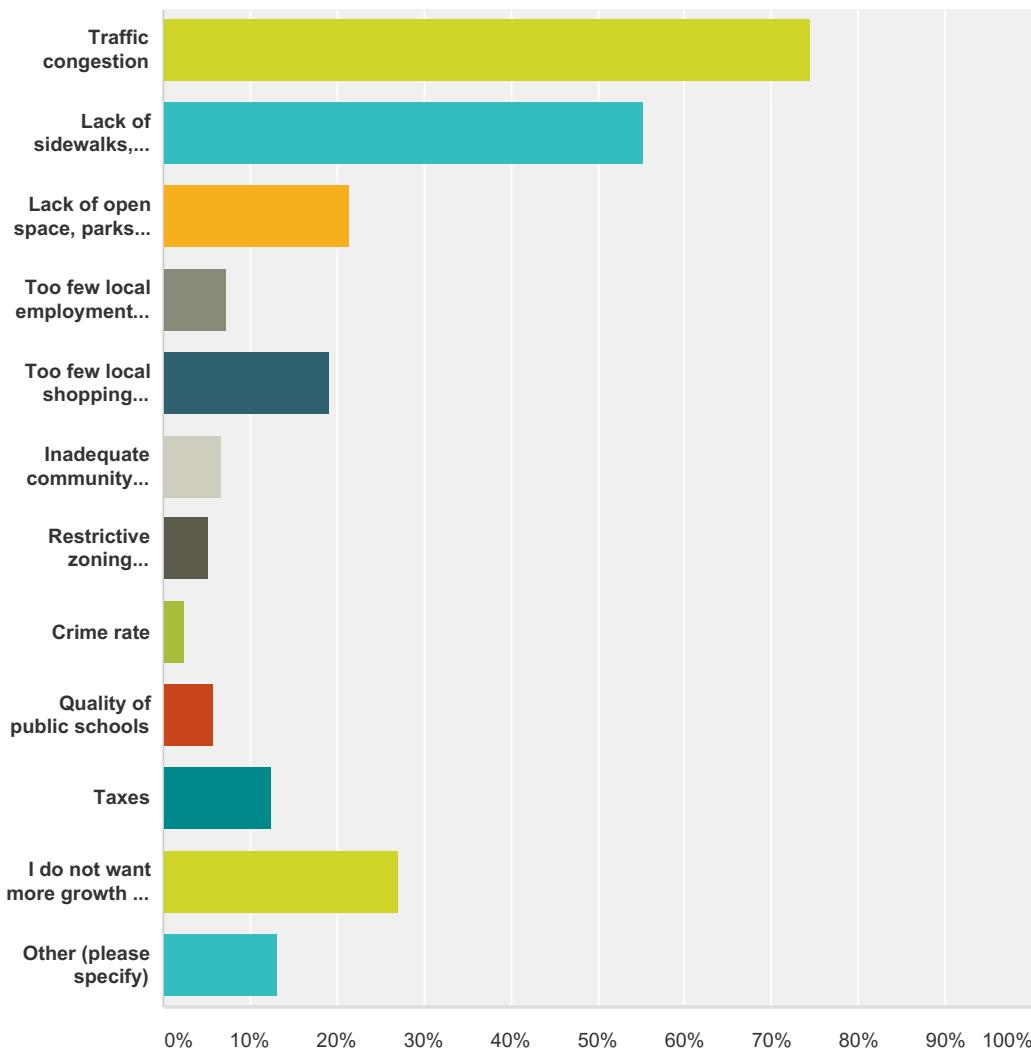
Answered: 92 Skipped: 368



Answer Choices	Responses	
1-4 years	25.00%	23
5-9 years	22.83%	21
10-14 years	16.30%	15
15+ years	35.87%	33
Total		92

Q11 What are the three (3) biggest challenges to continued economic growth in Whitpain Township?

Answered: 438 Skipped: 22



Answer Choices	Responses	
Traffic congestion	74.43%	326
Lack of sidewalks, trails and a pedestrian friendly environment	55.25%	242
Lack of open space, parks, and recreational facilities	21.46%	94
Too few local employment opportunities	7.31%	32
Too few local shopping opportunities	19.18%	84
Inadequate community services	6.62%	29
Restrictive zoning regulations	5.25%	23

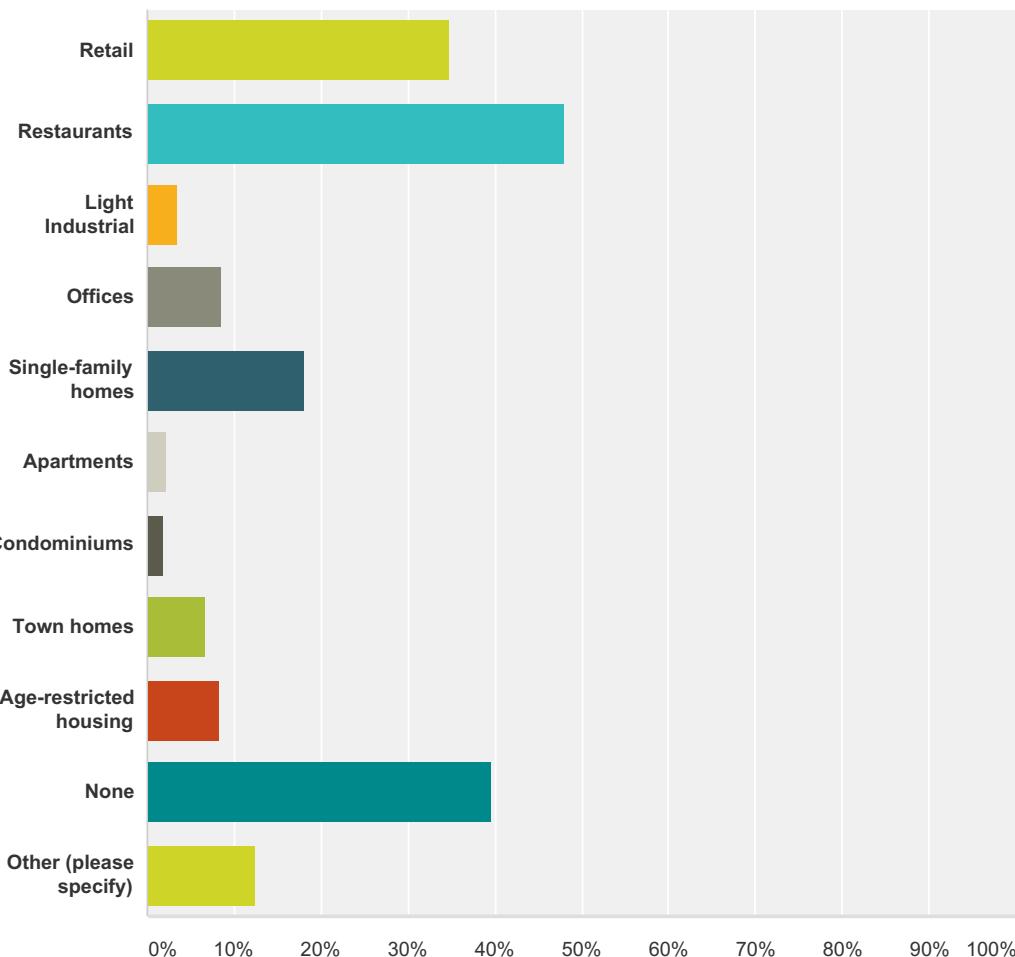
Whitpain Township Comprehensive Plan

Crime rate	2.51%	11
Quality of public schools	5.94%	26
Taxes	12.56%	55
I do not want more growth in the Township	27.17%	119
Other (please specify)	13.24%	58
Total Respondents: 438		

Whitpain Township Comprehensive Plan

Q12 I would like to see more of the following types of development in Whitpain Township (choose 3):

Answered: 433 Skipped: 27



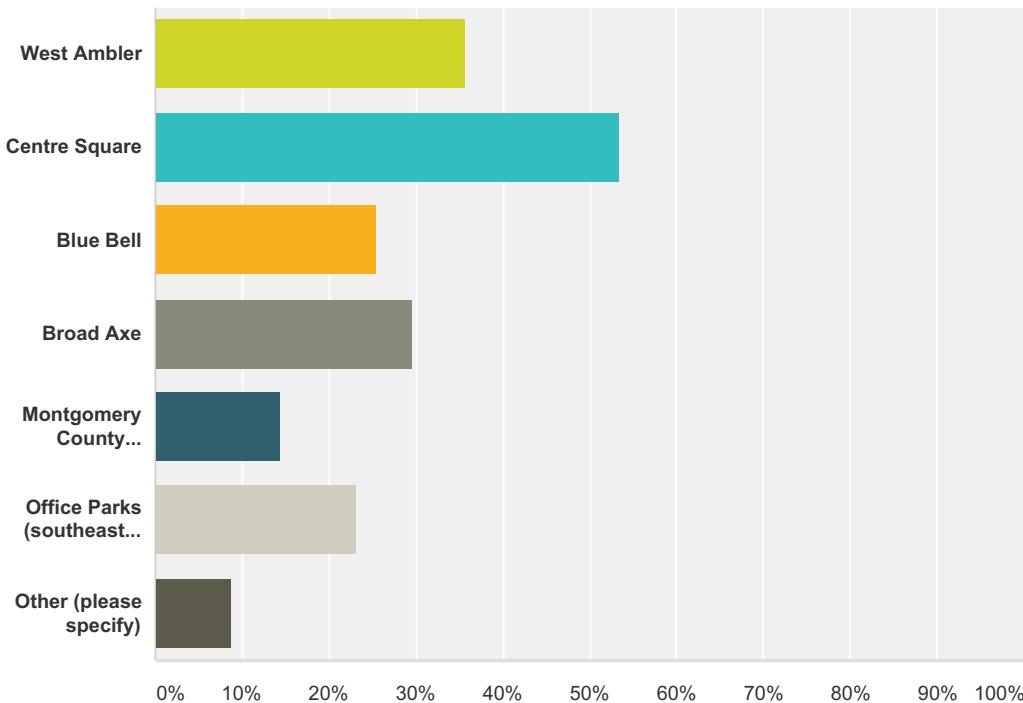
Answer Choices	Responses
Retail	34.87% 151
Restaurants	48.04% 208
Light Industrial	3.46% 15
Offices	8.55% 37
Single-family homes	18.24% 79
Apartments	2.31% 10
Condominiums	1.85% 8
Town homes	6.70% 29
Age-restricted housing	8.31% 36

Whitpain Township Comprehensive Plan

None	39.72%	172
Other (please specify)	12.47%	54
Total Respondents: 433		

Q13 What areas of the Township would you most like to see development / redevelopment occur in the next two decades? (Please select all that apply)(See Key Map)

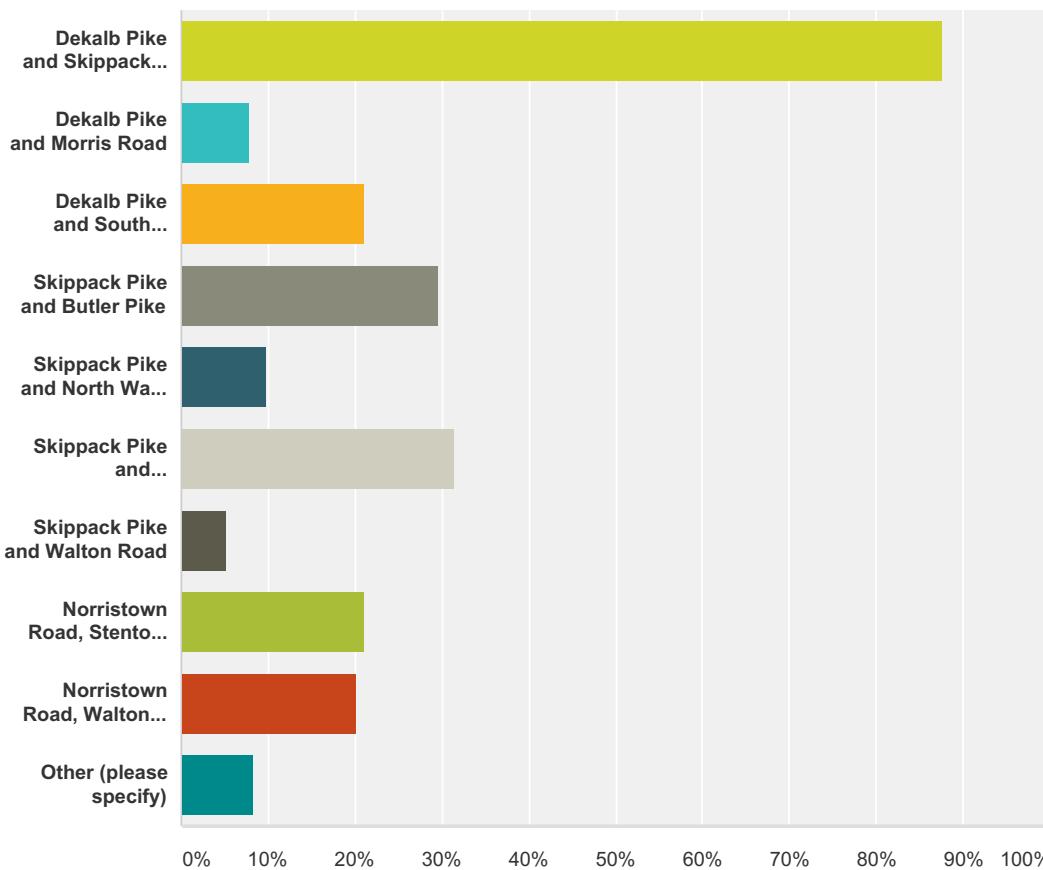
Answered: 397 Skipped: 63



Answer Choices	Responses	
West Ambler	35.77%	142
Centre Square	53.40%	212
Blue Bell	25.44%	101
Broad Axe	29.72%	118
Montgomery County Community College	14.36%	57
Office Parks (southeast quadrant of township)	23.17%	92
Other (please specify)	8.82%	35
Total Respondents: 397		

Q14 Which intersections would you consider to be the most congested or problematic intersections in Whitpain Township? (Choose up to 3)

Answered: 421 Skipped: 39



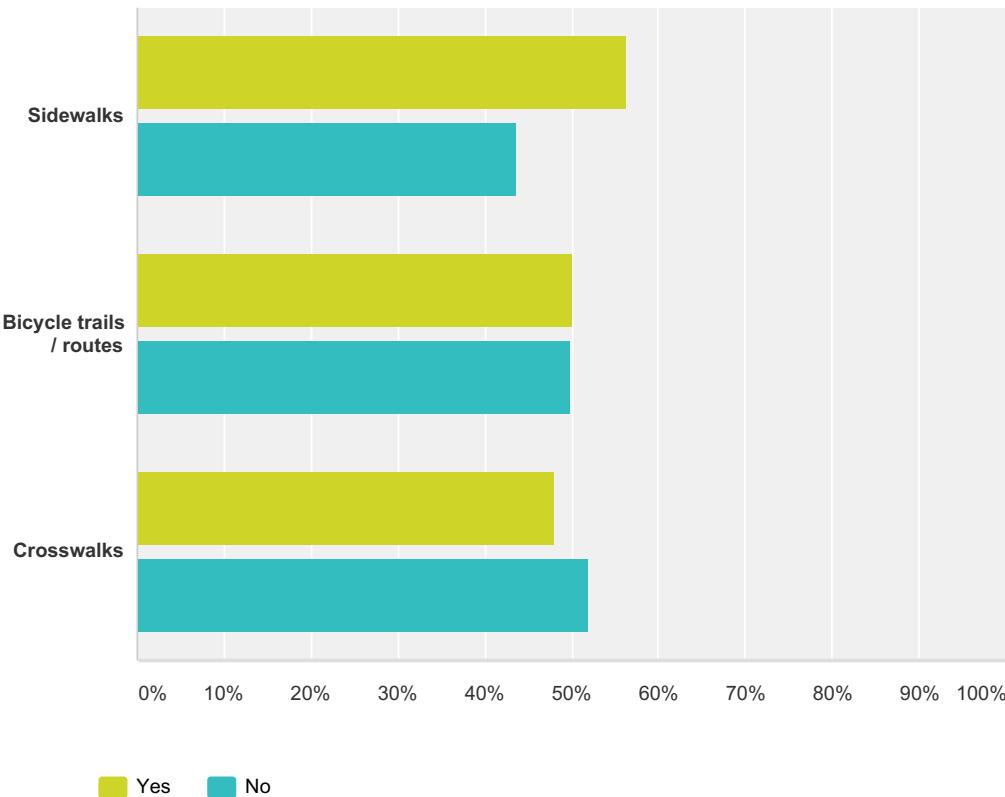
Answer Choices	Responses
Dekalb Pike and Skippack Pike	87.65% 369
Dekalb Pike and Morris Road	7.84% 33
Dekalb Pike and South Township Line Road	21.14% 89
Skippack Pike and Butler Pike	29.69% 125
Skippack Pike and North Wales Road	9.74% 41
Skippack Pike and Penllyn-Blue Bell Pike	31.59% 133
Skippack Pike and Walton Road	5.23% 22
Norristown Road, Stenton Ave, and Narcissa Road (6 points)	21.14% 89
Norristown Road, Walton Road, and South Township Line Road (5 points)	20.19% 85

Whitpain Township Comprehensive Plan

Other (please specify)	8.31%	35
Total Respondents: 421		

Q15 Which of the following transportation facilities other than roadways do you and / or your family use in Whitpain Township?

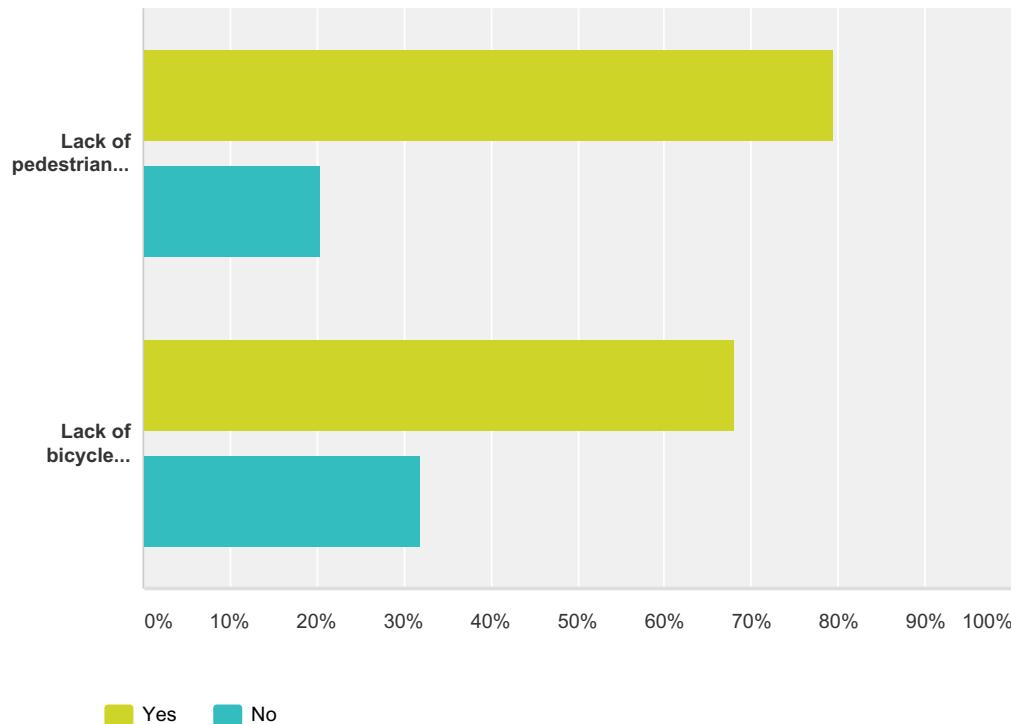
Answered: 409 Skipped: 51



	Yes	No	Total
Sidewalks	56.33% 218	43.67% 169	387
Bicycle trails / routes	50.14% 185	49.86% 184	369
Crosswalks	47.97% 177	52.03% 192	369

Q16 Are there destinations in Whitpain Township that you would like to walk or bike to but feel you cannot safely do so because of a:

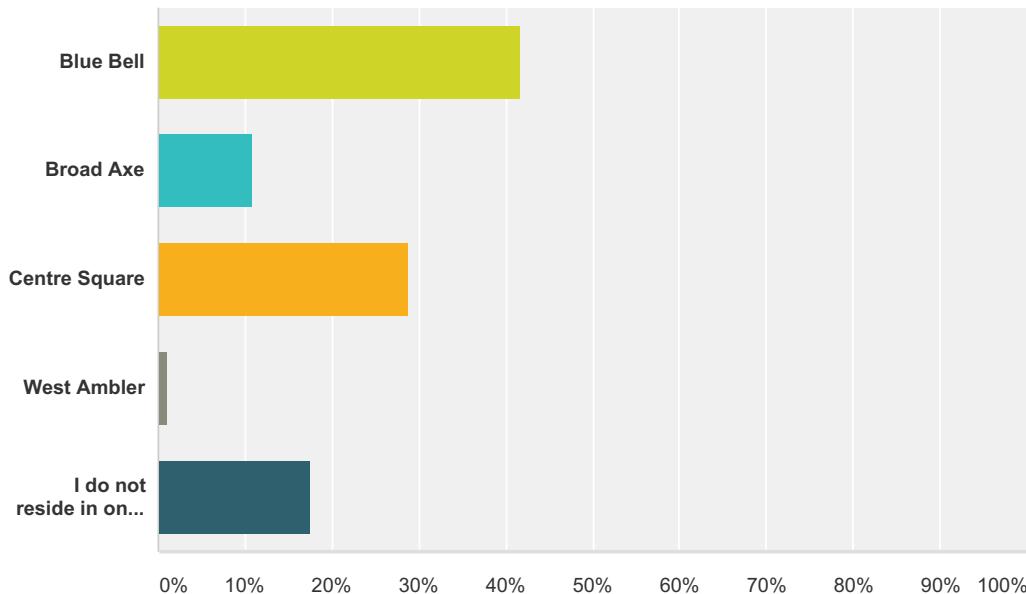
Answered: 407 Skipped: 53



	Yes	No	Total
Lack of pedestrian facilities (e.g. sidewalks, trails, crosswalks):	79.44% 313	20.56% 81	394
Lack of bicycle facilities (e.g. trails, bike lanes, bike parking):	68.00% 238	32.00% 112	350

Q17 If you reside in one of the four village areas in Whitpain Township listed below, please check which one. (See Key Map)

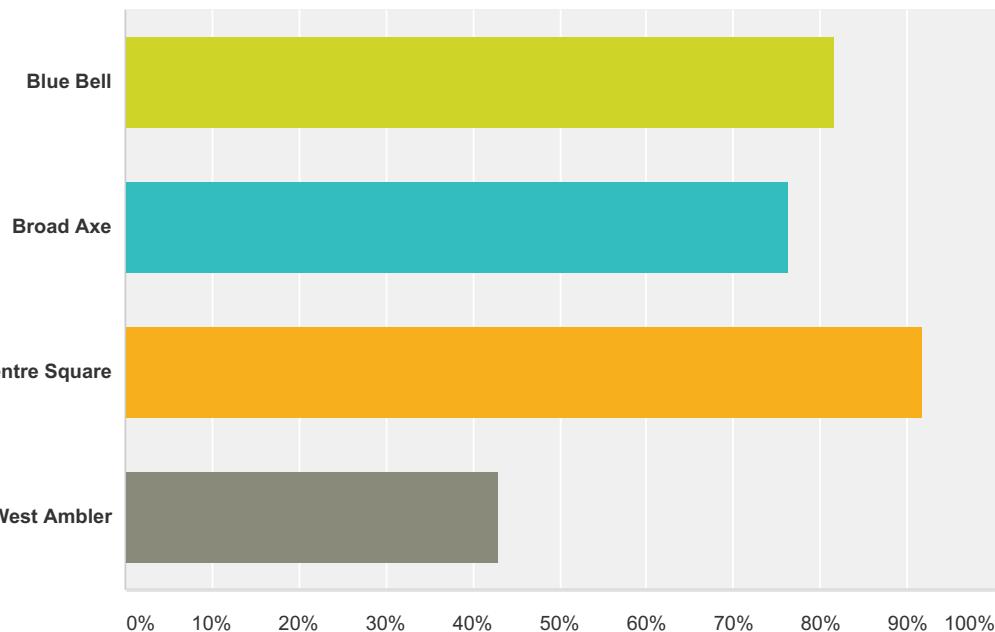
Answered: 411 Skipped: 49



Answer Choices	Responses
Blue Bell	41.85% 172
Broad Axe	10.95% 45
Centre Square	28.71% 118
West Ambler	0.97% 4
I do not reside in one of the four village areas	17.52% 72
Total	411

**Q18 Do you visit any of the four village areas in Whitpain Township listed below?
(please check all those that apply)**

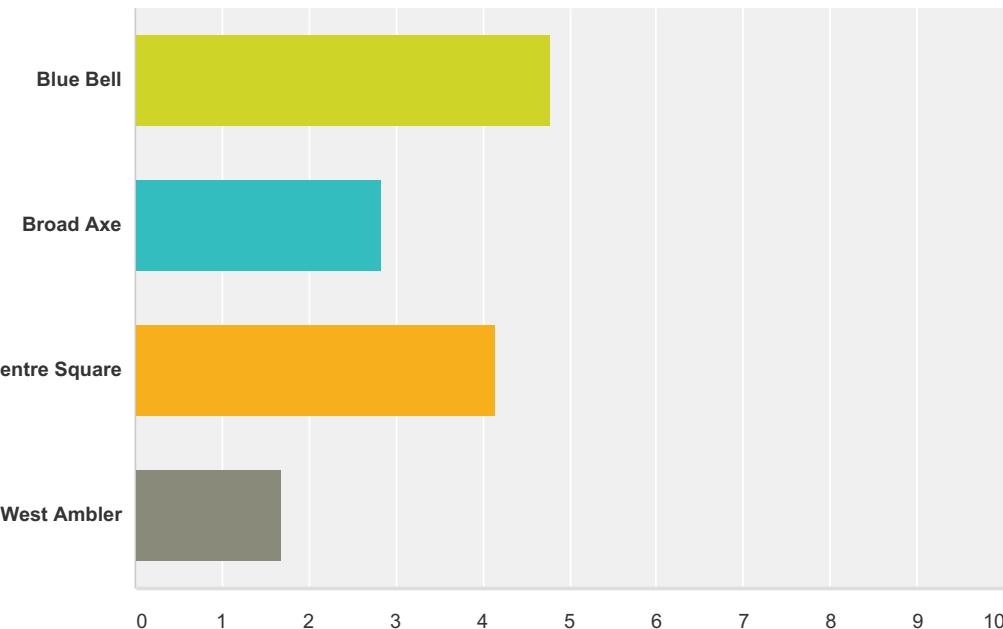
Answered: 404 Skipped: 56



Answer Choices	Responses	
Blue Bell	81.68%	330
Broad Axe	76.49%	309
Centre Square	91.83%	371
West Ambler	43.07%	174
Total Respondents: 404		

Q19 If you do visit any of the four village areas in Whitpain Township listed below, approximately how often do you visit them per week?

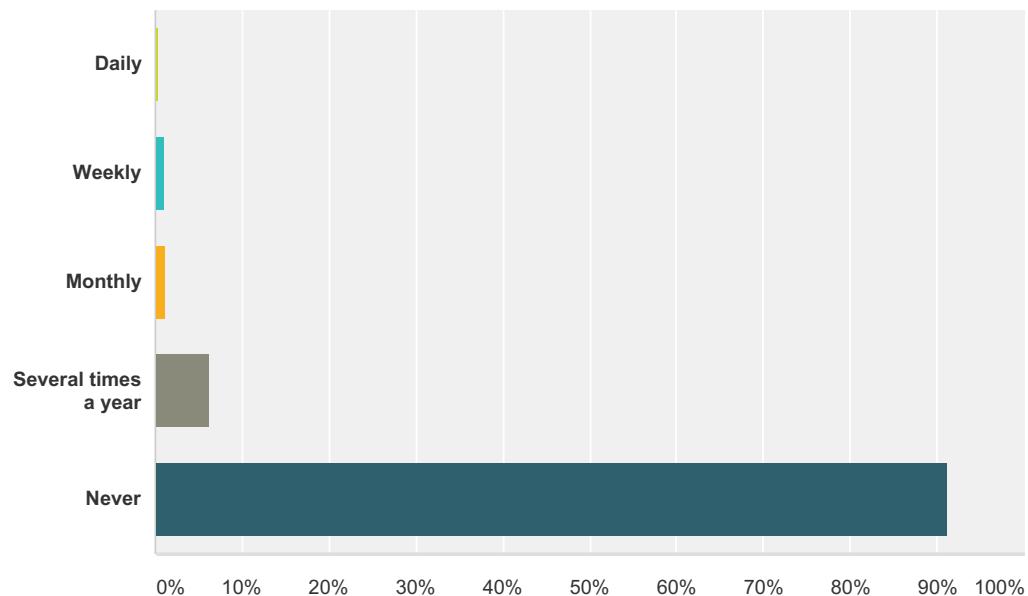
Answered: 351 Skipped: 109



Answer Choices	Average Number	Total Number	Responses
Blue Bell	5	1,350	282
Broad Axe	3	762	269
Centre Square	4	1,341	322
West Ambler	2	330	194
Total Respondents: 351			

Q20 How often do you utilize the SEPTA public bus system in Whitpain Township?

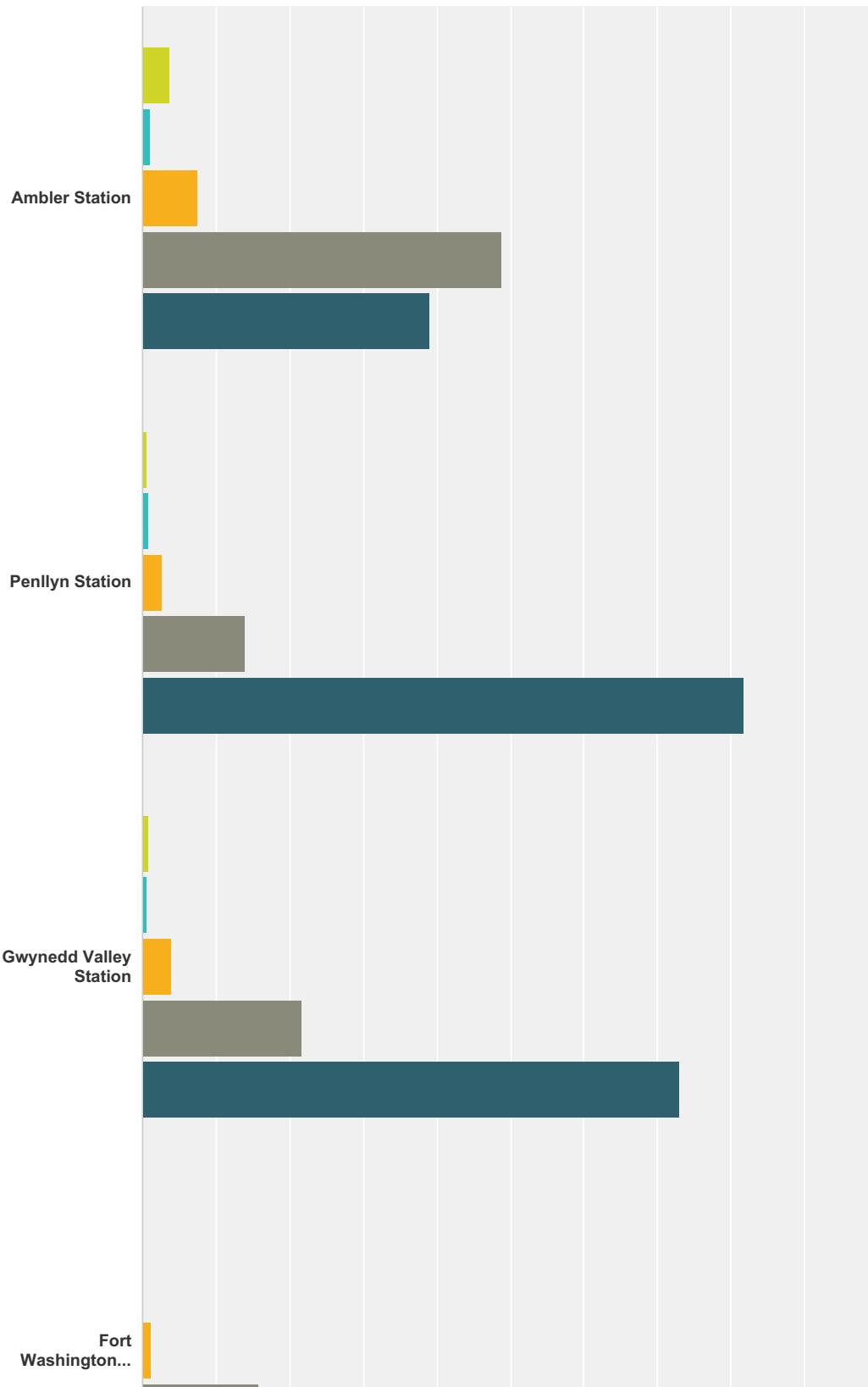
Answered: 422 Skipped: 38



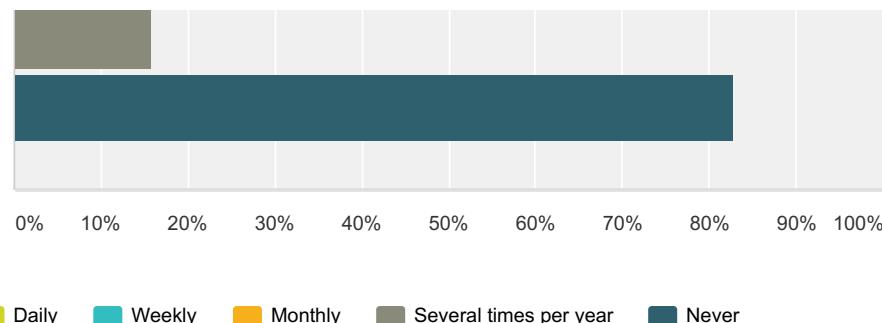
Answer Choices	Responses	
Daily	0.47%	2
Weekly	0.95%	4
Monthly	1.18%	5
Several times a year	6.16%	26
Never	91.23%	385
Total		422

Q21 How often do you utilize the SEPTA regional rail system near Whitpain and which station(s) do you use?

Answered: 418 Skipped: 42



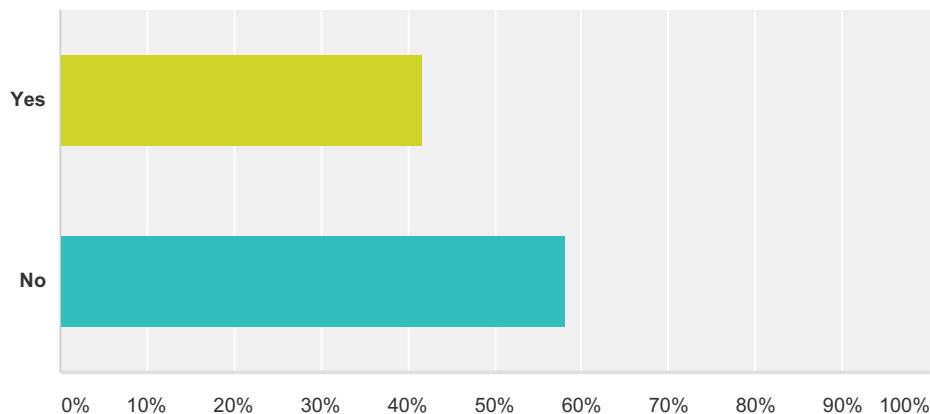
Whitpain Township Comprehensive Plan



	Daily	Weekly	Monthly	Several times per year	Never	Total	
Ambler Station	3.71% 14	1.06% 4	7.43% 28		48.81% 184	38.99% 147	377
Penllyn Station	0.62% 2	0.93% 3	2.78% 9		13.89% 45	81.79% 265	324
Gwynedd Valley Station	0.90% 3	0.60% 2	3.90% 13		21.62% 72	72.97% 243	333
Fort Washington Station	0.00% 0	0.00% 0	1.29% 4		15.81% 49	82.90% 257	310

Q22 Would you use any of the previously mentioned regional rail stations more if additional parking was available?

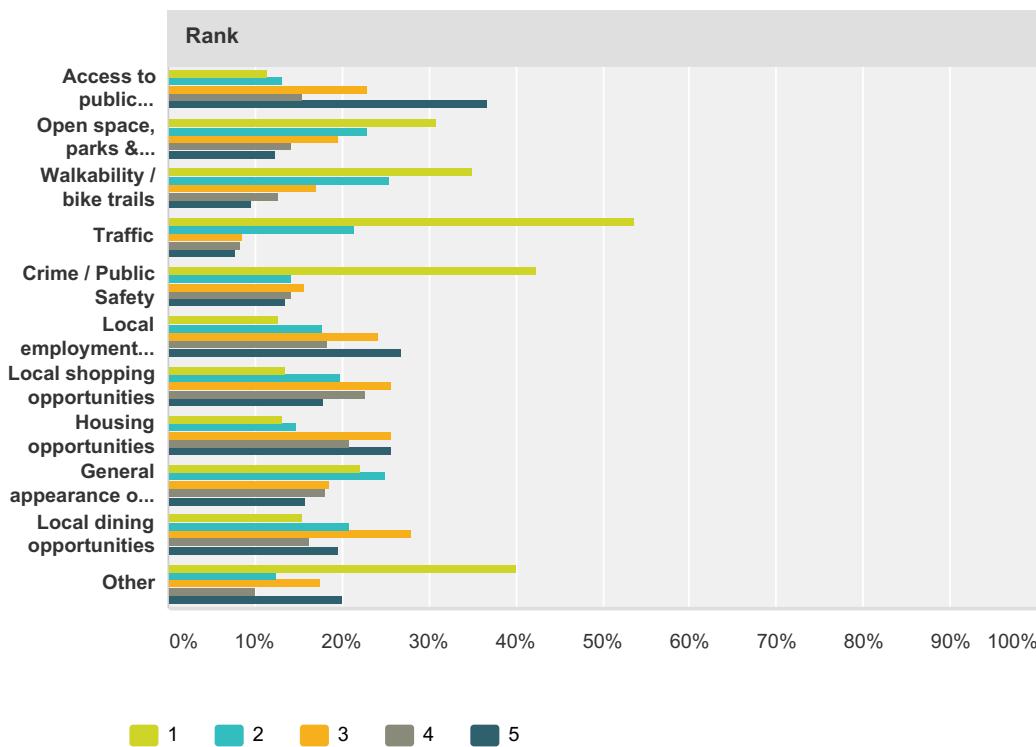
Answered: 404 Skipped: 56



Answer Choices	Responses	
Yes	41.83%	169
No	58.17%	235
Total		404

Q23 Rank the five (5) most important issues affecting quality of life in Whitpain Township? (1 = High Priority, 5 = Low Priority)

Answered: 390 Skipped: 70



Rank	1	2	3	4	5	Total
Access to public transportation	11.49% 20	13.22% 23	22.99% 40	15.52% 27	36.78% 64	174
Open space, parks & recreational facilities	30.86% 83	23.05% 62	19.70% 53	14.13% 38	12.27% 33	269
Walkability / bike trails	35.12% 105	25.42% 76	17.06% 51	12.71% 38	9.70% 29	299
Traffic	53.74% 187	21.55% 75	8.62% 30	8.33% 29	7.76% 27	348
Crime / Public Safety	42.44% 87	14.15% 29	15.61% 32	14.15% 29	13.66% 28	205
Local employment opportunities	12.77% 18	17.73% 25	24.11% 34	18.44% 26	26.95% 38	141
Local shopping opportunities	13.59% 28	19.90% 41	25.73% 53	22.82% 47	17.96% 37	206
Housing opportunities	13.18% 17	14.73% 19	25.58% 33	20.93% 27	25.58% 33	129

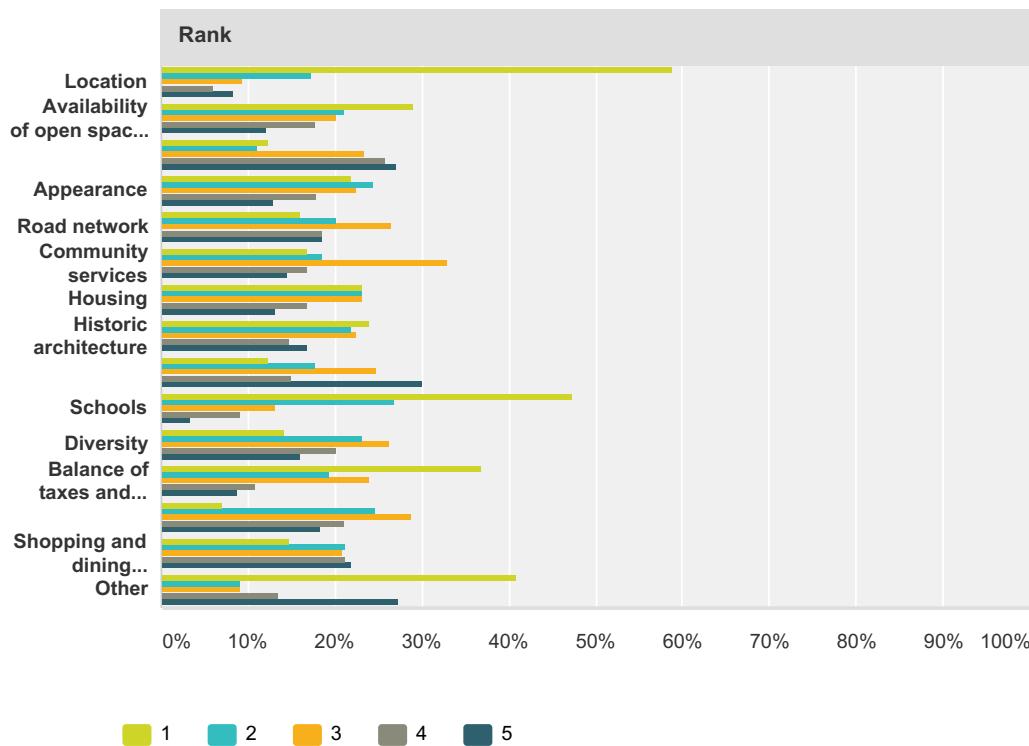
Whitpain Township Comprehensive Plan

General appearance of buildings and streetscape	22.05% 58	25.10% 66	18.63% 49	18.25% 48	15.97% 42	
Local dining opportunities	15.42% 37	20.83% 50	27.92% 67	16.25% 39	19.58% 47	240
Other	40.00% 16	12.50% 5	17.50% 7	10.00% 4	20.00% 8	40

Whitpain Township Comprehensive Plan

Q24 Rank the top five (5) things you like most about Whitpain Township (1 = High Priority, 5 = Low Priority):

Answered: 384 Skipped: 76



Rank	1	2	3	4	5	Total
Location	58.86%	17.39%	9.36%	6.02%	8.36%	299
Availability of open space, parks and recreational facilities	28.99%	21.01%	20.17%	17.65%	12.18%	238
Availability of jobs	12.35%	11.11%	23.46%	25.93%	27.16%	81
Appearance	22.00%	24.50%	22.50%	18.00%	13.00%	200
Road network	16.13%	20.16%	26.61%	18.55%	18.55%	124
Community services	16.94%	18.55%	33.06%	16.94%	14.52%	124
Housing	23.27%	23.27%	23.27%	16.98%	13.21%	159
Historic architecture	23.94%	21.83%	22.54%	14.79%	16.90%	142
Access to public transportation	12.39%	17.70%	24.78%	15.04%	30.09%	113

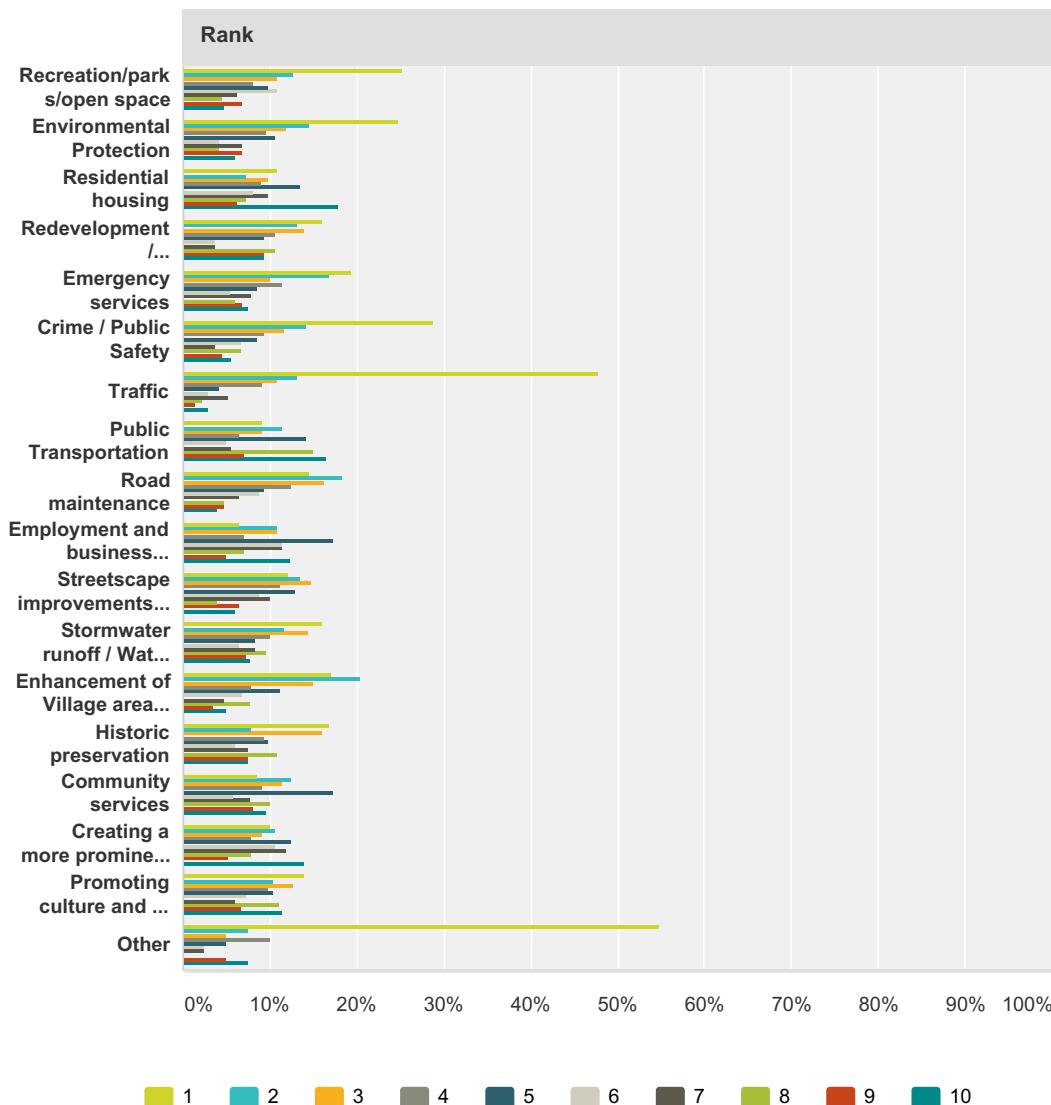
Whitpain Township Comprehensive Plan

Schools	47.43% 129	26.84% 73	13.24% 36	9.19% 25	3.31% 9	
Diversity	14.14% 14	23.23% 23	26.26% 26	20.20% 20	16.16% 16	99
Balance of taxes and services	36.93% 89	19.50% 47	24.07% 58	10.79% 26	8.71% 21	241
Community events	7.04% 10	24.65% 35	28.87% 41	21.13% 30	18.31% 26	142
Shopping and dining opportunities	14.72% 29	21.32% 42	20.81% 41	21.32% 42	21.83% 43	197
Other	40.91% 9	9.09% 2	9.09% 2	13.64% 3	27.27% 6	22

Whitpain Township Comprehensive Plan

Q25 Rank the top ten (10) things Whitpain Township officials should focus on (1 = High Priority, 10 = Low Priority):

Answered: 386 Skipped: 74



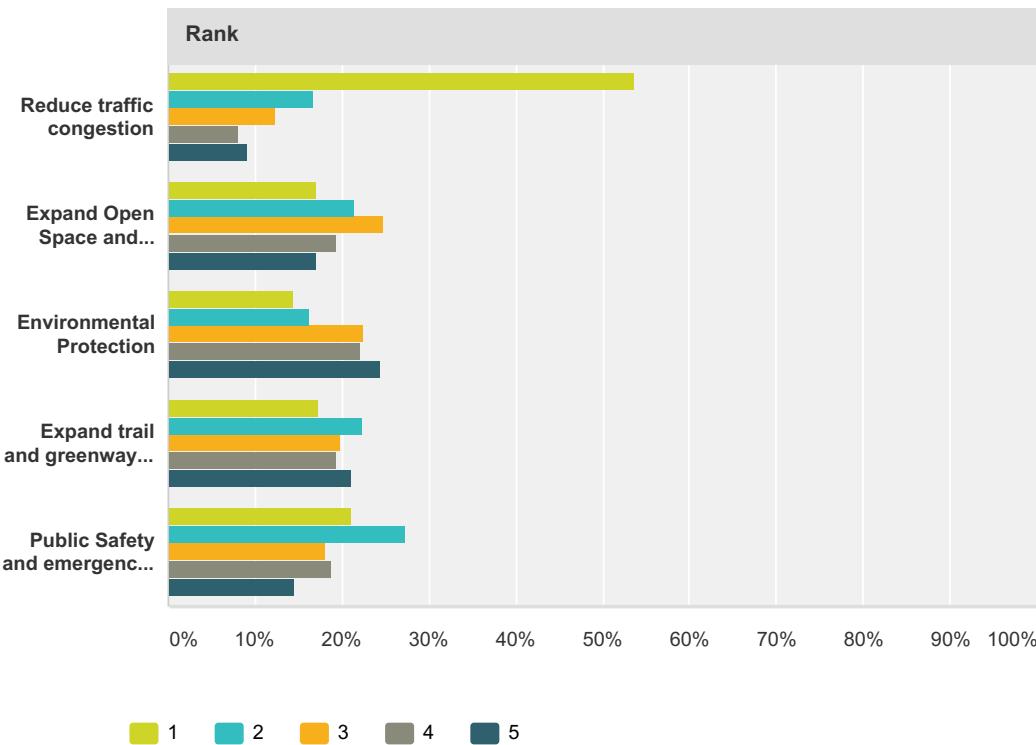
Rank											
	1	2	3	4	5	6	7	8	9	10	Total
Recreation/parks/open space	25.16% 77	12.75% 39	10.78% 33	8.17% 25	9.80% 30	10.78% 33	6.21% 19	4.58% 14	6.86% 21	4.90% 15	306
Environmental Protection	24.90% 65	14.56% 38	11.88% 31	9.58% 25	10.73% 28	4.21% 11	6.90% 18	4.21% 11	6.90% 18	6.13% 16	261
Residential housing	10.81% 12	7.21% 8	9.91% 11	9.01% 10	13.51% 15	8.11% 9	9.91% 11	7.21% 8	6.31% 7	18.02% 20	111
Redevelopment / Revitalization	15.98% 39	13.11% 32	13.93% 34	10.66% 26	9.43% 23	3.69% 9	3.69% 9	10.66% 26	9.43% 23	9.43% 23	244

Whitpain Township Comprehensive Plan

Emergency services	19.40% 39	16.92% 34	9.95% 20	11.44% 23	8.46% 17	5.47% 11	7.96% 16	5.97% 12	6.97% 14	7.46% 15	201
Crime / Public Safety	28.84% 77	14.23% 38	11.61% 31	9.36% 25	8.61% 23	6.74% 18	3.75% 10	6.74% 18	4.49% 12	5.62% 15	267
Traffic	47.80% 163	13.20% 45	10.85% 37	9.09% 31	4.11% 14	2.93% 10	5.28% 18	2.35% 8	1.47% 5	2.93% 10	341
Public Transportation	9.29% 13	11.43% 16	9.29% 13	6.43% 9	14.29% 20	5.00% 7	5.71% 8	15.00% 21	7.14% 10	16.43% 23	140
Road maintenance	14.58% 43	18.31% 54	16.27% 48	12.54% 37	9.49% 28	8.81% 26	6.44% 19	4.75% 14	4.75% 14	4.07% 12	295
Employment and business opportunities	6.47% 9	10.79% 15	10.79% 15	7.19% 10	17.27% 24	11.51% 16	11.51% 16	7.19% 10	5.04% 7	12.23% 17	139
Streetscape improvements and building facades	12.05% 30	13.65% 34	14.86% 37	11.24% 28	12.85% 32	8.84% 22	10.04% 25	4.02% 10	6.43% 16	6.02% 15	249
Stormwater runoff / Water Quality Improvements	16.06% 40	11.65% 29	14.46% 36	10.04% 25	8.43% 21	6.43% 16	8.43% 21	9.64% 24	7.23% 18	7.63% 19	249
Enhancement of Village areas (Blue Bell, Broad Axe, Center Square, West Ambler)	17.15% 47	20.44% 56	14.96% 41	8.03% 22	11.31% 31	6.93% 19	4.74% 13	7.66% 21	3.65% 10	5.11% 14	274
Historic preservation	16.98% 36	8.02% 17	16.04% 34	9.43% 20	9.91% 21	6.13% 13	7.55% 16	10.85% 23	7.55% 16	7.55% 16	212
Community services	8.61% 18	12.44% 26	11.48% 24	9.09% 19	17.22% 36	5.74% 12	7.66% 16	10.05% 21	8.13% 17	9.57% 20	209
Creating a more prominent identity for Whitpain Township	9.93% 15	10.60% 16	9.27% 14	7.95% 12	12.58% 19	10.60% 16	11.92% 18	7.95% 12	5.30% 8	13.91% 21	151
Promoting culture and the arts	14.02% 23	10.37% 17	12.80% 21	9.76% 16	10.37% 17	7.32% 12	6.10% 10	10.98% 18	6.71% 11	11.59% 19	164
Other	55.00% 22	7.50% 3	5.00% 2	10.00% 4	5.00% 2	2.50% 1	2.50% 1	0.00% 0	5.00% 2	7.50% 3	40

Q26 Rank from 1 to 5 how you think Whitpain Township should allocate their resources? (1 = High Priority, 5 = Low Priority)

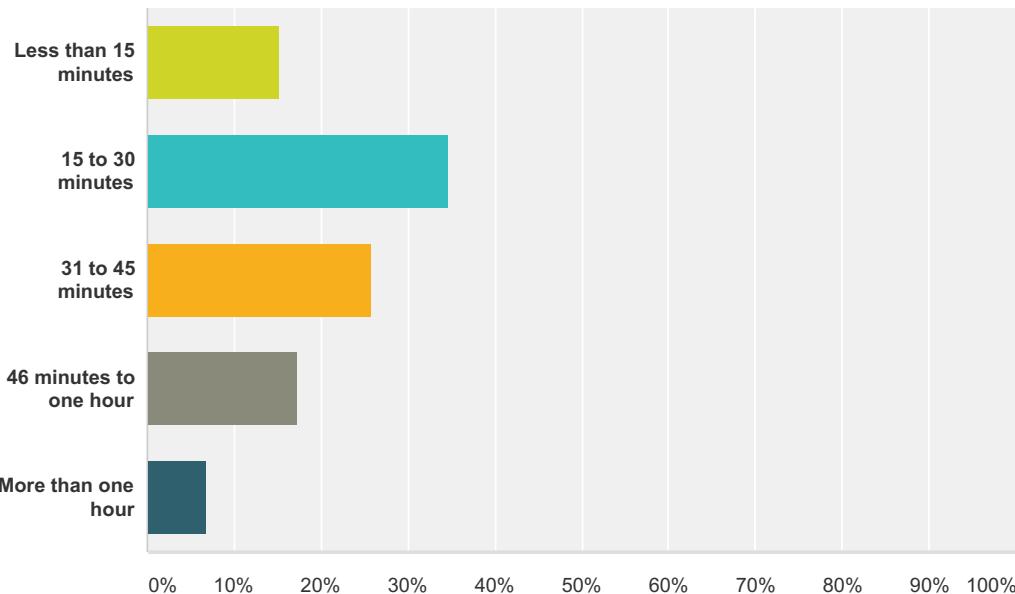
Answered: 389 Skipped: 71



Rank	1	2	3	4	5	Total
Reduce traffic congestion	53.66% 205	16.75% 64	12.30% 47	8.12% 31	9.16% 35	382
Expand Open Space and Recreation Opportunities	17.17% 63	21.53% 79	24.80% 91	19.35% 71	17.17% 63	367
Environmental Protection	14.44% 53	16.35% 60	22.62% 83	22.07% 81	24.52% 90	367
Expand trail and greenway infrastructure	17.30% 64	22.43% 83	19.73% 73	19.46% 72	21.08% 78	370
Public Safety and emergency services	21.14% 78	27.37% 101	18.16% 67	18.70% 69	14.63% 54	369

Q4 How long is your typical commute (one way)?

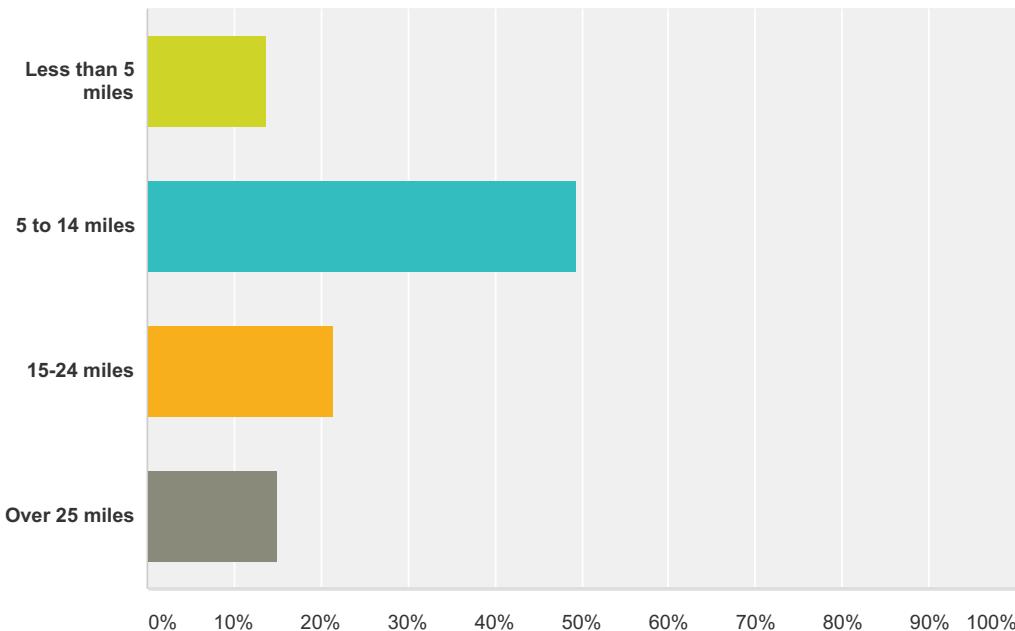
Answered: 542 Skipped: 2



Answer Choices	Responses	
Less than 15 minutes	15.31%	83
15 to 30 minutes	34.69%	188
31 to 45 minutes	25.83%	140
46 minutes to one hour	17.34%	94
More than one hour	6.83%	37
Total		542

Q5 How far is your commute?

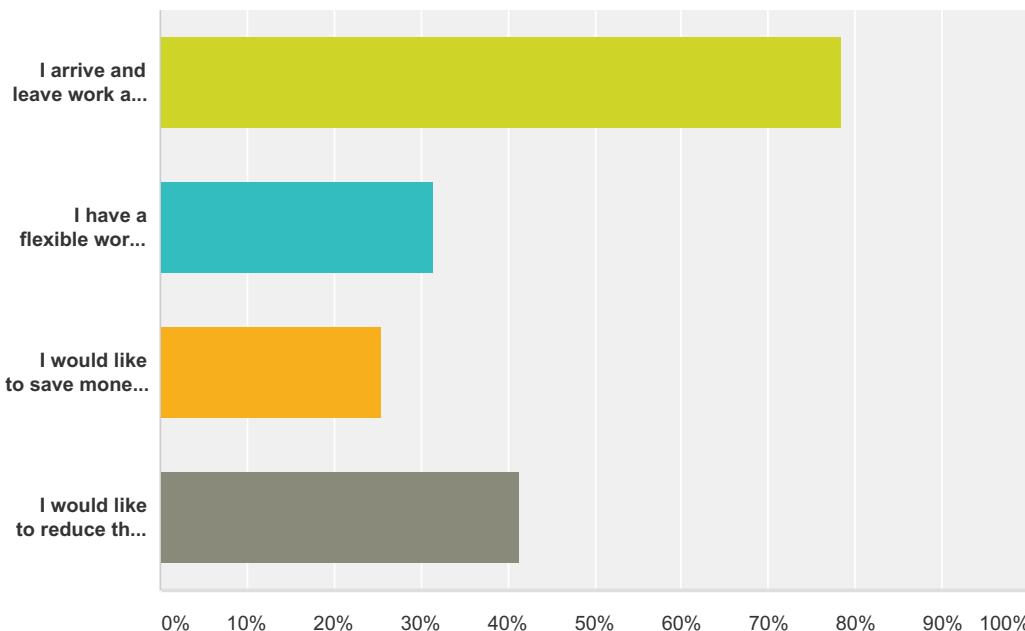
Answered: 543 Skipped: 1



Answer Choices	Responses	
Less than 5 miles	13.81%	75
5 to 14 miles	49.54%	269
15-24 miles	21.55%	117
Over 25 miles	15.10%	82
Total		543

Q6 Do any of the following describe your commute (select all that apply)?

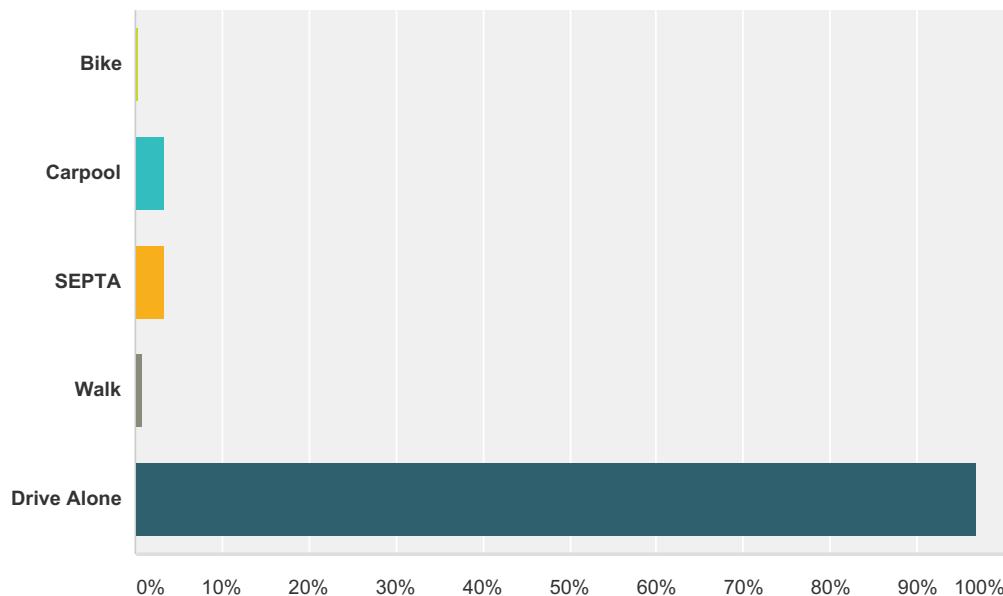
Answered: 540 Skipped: 4



Answer Choices	Responses
I arrive and leave work at about the same time most days	78.52% 424
I have a flexible work schedule	31.48% 170
I would like to save money on my commuting costs	25.56% 138
I would like to reduce the time spent commuting	41.30% 223
Total Respondents: 540	

Q7 Which of these modes do you use to commute? (Select all that apply)

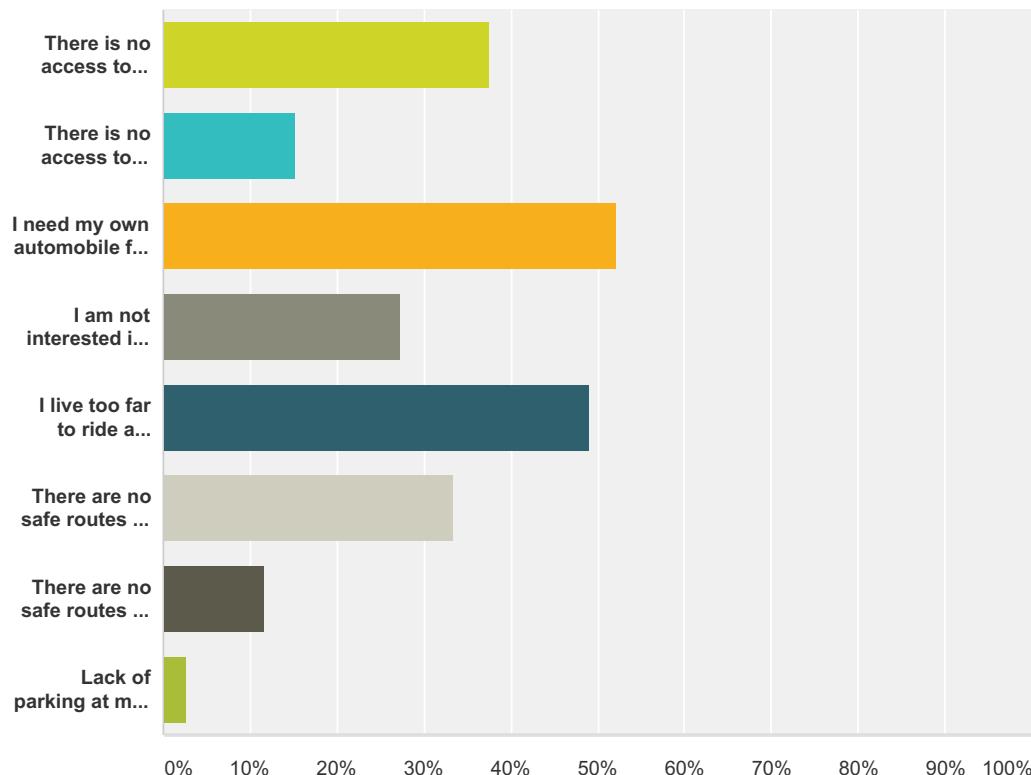
Answered: 539 Skipped: 5



Answer Choices	Responses	
Bike	0.37%	2
Carpool	3.34%	18
SEPTA	3.34%	18
Walk	0.74%	4
Drive Alone	96.85%	522
Total Respondents: 539		

Q9 Which of these barriers prevent you from considering and alternative mode of commuting (select all that apply).

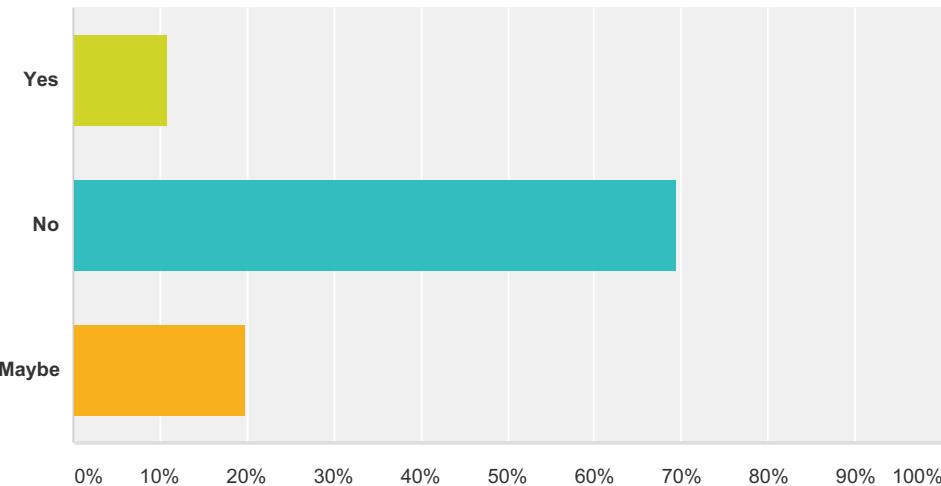
Answered: 507 Skipped: 37



Answer Choices	Responses	
There is no access to transit near my home	37.67%	191
There is no access to transit near my place of employment	15.19%	77
I need my own automobile for work or other reasons	52.27%	265
I am not interested in carpooling with co-workers	27.42%	139
I live too far to ride a bicycle	49.11%	249
There are no safe routes to bicycle or walk between my home and my place of employment	33.33%	169
There are no safe routes to bicycle or walk between from a public transit station to my place of employment	11.64%	59
Lack of parking at mass transit stations	2.76%	14
Total Respondents: 507		

Q10 If your employer provided a shuttle from SEPTA Regional Rail Stations, would you utilize it?

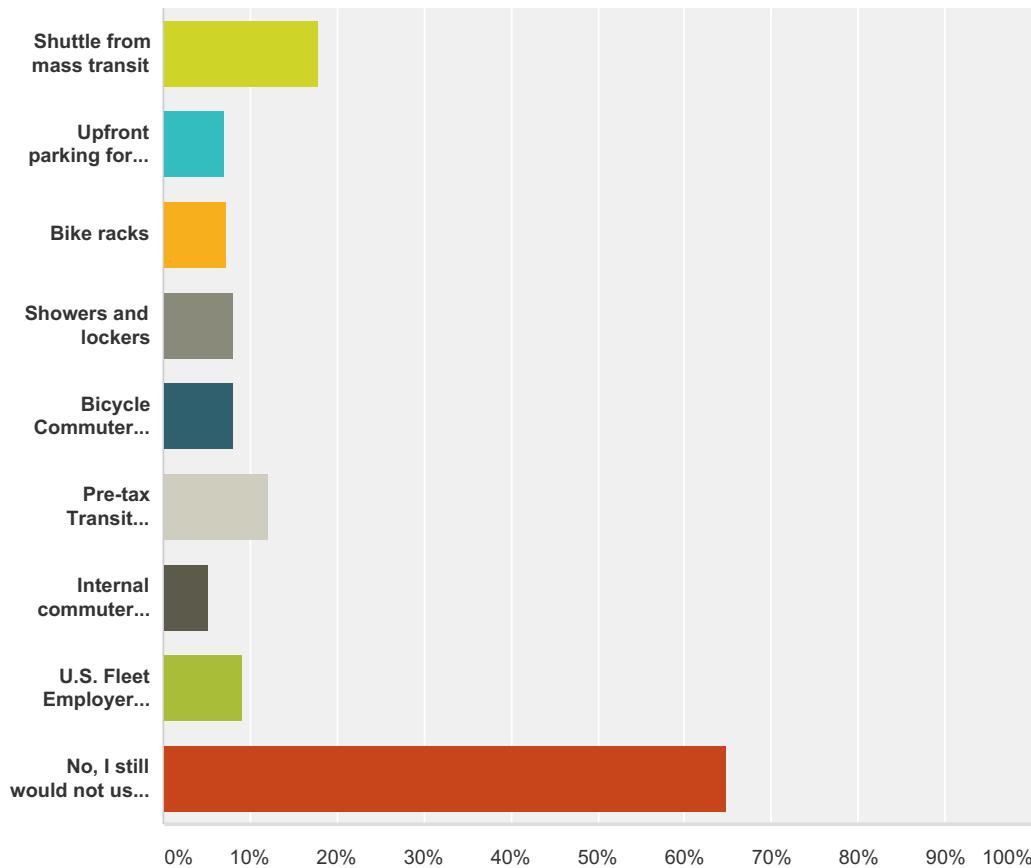
Answered: 530 Skipped: 14



Answer Choices	Responses	
Yes	10.75%	57
No	69.43%	368
Maybe	19.81%	105
Total		530

**Q11 If your employer offered amenities to ease your commute, would you be more willing to use alternative transportation?
Please check all that apply:**

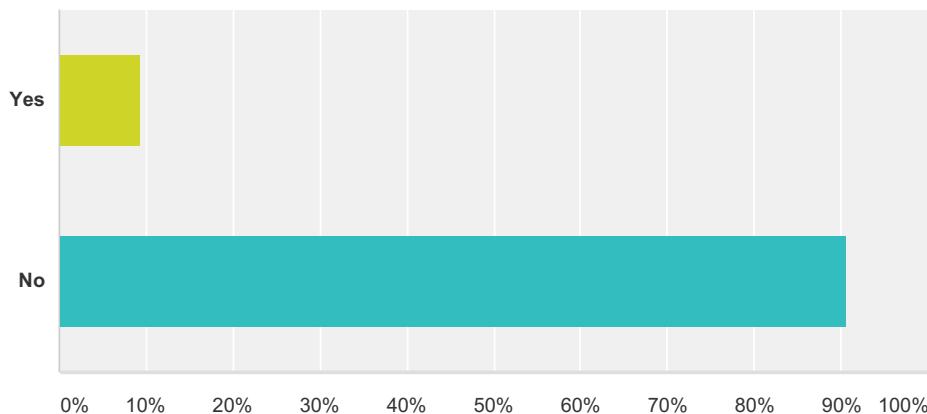
Answered: 500 Skipped: 44



Answer Choices	Responses
Shuttle from mass transit	18.00% 90
Upfront parking for those participating in a carpool	7.20% 36
Bike racks	7.40% 37
Showers and lockers	8.20% 41
Bicycle Commuter Benefit	8.20% 41
Pre-tax Transit Commuter Benefit	12.20% 61
Internal commuter resource website	5.20% 26
U.S. Fleet Employer Purchase Plan (rebate to purchase a vehicle)	9.20% 46
No, I still would not use alternative transportation	65.00% 325

Q12 If Whitpain Township were to implement a bike share program, would you participate?

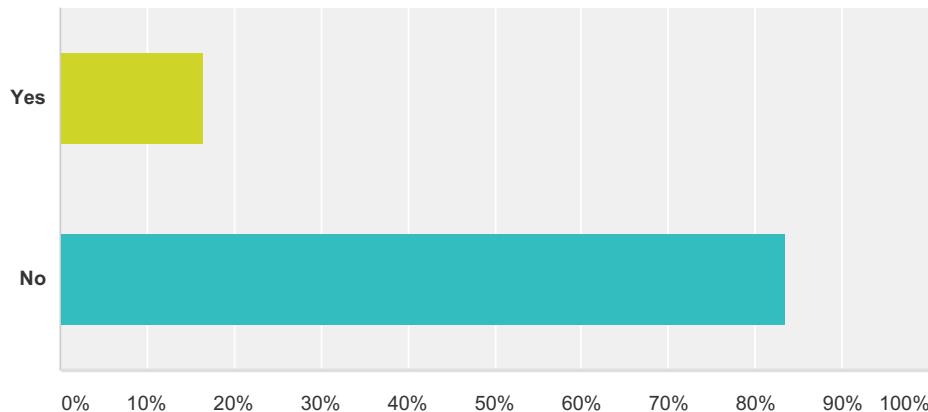
Answered: 532 Skipped: 12



Answer Choices	Responses	
Yes	9.40%	50
No	90.60%	482
Total		532

Q13 Would you be interested in attending an event/workshop to find more information on commuting alternatives and resources, such as vanpooling, carpooling, biking, transit benefits, bike workshop, etc.?

Answered: 534 Skipped: 10



Answer Choices	Responses	
Yes	16.48%	88
No	83.52%	446
Total		534

Whitpain Township Historic Property Survey List

HP #	Address	Street	Year	Block/Unit	Parcel No.	NR/DOE	#R	Resource Description	Class
001	281		1852	B24/U45	66-00-00152-03-4		1	House	II
002	711	Boehms Church Road	1880	B15/U01	66-00-00475-00-8		3	House, Garage, Pro-Shop	II
003	543	Butler Pike	1870	B23/U19	66-00-00700-00-8		1	House	I
004	701	Butler Pike	1700	B23D/U72	66-00-00685-00-5		2	House, Carriage House	II
005	901	Butler Pike	1685 > 1850	B22/U04	66-00-00646-00-8		1	House	I
006	931	Butler Pike		B22/U05	66-00-00643-00-2		1	House	II
007	983	Butler Pike		B22/U33	66-00-00634-00-2		4	Hse, Grg, Gate Post, Gazebo	II
008	1301	Butler Pike	1895	B21/U08	66-00-00568-00-5		1	House	II
009	1351	Butler Pike	1750	B21/U09	66-00-00565-00-8		1	House	II
010	482	Cathcart Road	1880	B11B/U36	66-00-00847-00-5		2	Hse, Double Corn Crib	II
011	1645	Chadwyck Place	1870						
012	625	Cranstone Lane	1828	B14G/U17	66-00-01175-04-6		2	House, Shed	II
013	676	DeKalb Pike	1870	B10/U06	66-00-01825-00-8		1	House	II
014	778	DeKalb Pike	1890	B10/U17	66-00-01810-00-5		1	House	II
015	788	DeKalb Pike	1890	B10/U09	66-00-01807-00-8		1	House	II
016	799	DeKalb Pike	1850	B09/U38	66-00-01648-00-5		1	House	II
017	825	DeKalb Pike		B09/U48	66-00-01639-00-5		1	House	II
018	853	DeKalb Pike		B09/U33	66-00-01630-00-5	CS 125	1	House	II
019	875	DeKalb Pike	1880	B09/U50	66-00-01624-00-2	CS 123	1	House	II
020	901	DeKalb Pike	1850	B06/U18	66-00-01621-00-5	CS 112	2	House, Barn	I
021	978	DeKalb Pike	1872	B05/U01	66-00-01783-00-5		1	House	II
022	1662	DeKalb Pike	1880-1900	B03/U23	66-00-01684-00-5		1	House, Carriage House	II
023	1664	DeKalb Pike	1778-1800	B03/U22	66-00-01681-00-8		1	House	II
024	737	Hoover Road	1790	B14F/U26	66-00-02764-00-5		1	House	I
025	830	Hoover Road	1800	B14/U17	66-00-02812-00-5		5	Hse, Barn, Knl, Ten Hse, Shed, Gar	II
026	1002	Jolly Road	1860 - Barn 1800	B03/U19&B 12/U7	66-00-02926-00-5		4	House, Barn, Tenant House, Carriage House, Pavilion	II

Whitpain Township Historic Property Survey List

HP #	Address	Street	Year	Block/Unit	Parcel No.	NR/DOE	#R	Resource Description	Class
027	225	Kerry Lane	1850	B22D/U13	66-00-03011-02-8		1	House	II
028	300	Lewis Lane	1890 - Log Cabin 1688-1798	B23/U01	66-00-04321-00-5		3	House, Log Cabin, Carriage House	II
028	353	Lewis Lane		B18/U07	66-00-03286-00-5		2	House, Garage	I
030	485	Lewis Lane		B18/U08	66-00-03280-00-2		3	House, Garage, Stone Bldg	I
031	501	Lewis Lane	1890						
032	525	Lewis Lane		B18/U91	66-00-03277-01-4	NR91	1	House, Greenhouse	I
033	555	Lewis Lane	1736	B18/U91	66-00-03277-01-4		5	House, 2 Barns, Shed, Corn Crib	I
034	560	Lewis Lane	1845	B23/U19	66-00-03293-00-7		2	House, Spring House	I
035	585	Lewis Lane	1801	B18/U43	66-00-03277-00-5		1	House	II
036	675	Lewis Lane	1819	B18/U66	66-00-03271-00-2		1	House	II
037	860	Longfield Drive	1801	B09D/U15	66-00-03299-09-1		1	House	II
038	430	Mallard Circle	1800	B19/U23	66-00-06169-00-2		1	House	II
039	225	Mathers Road	1809	B17/U05	66-00-03550-00-2		3	House, Mill, Spr Hse	I
040	230	Mathers Road		B24/U31	66-00-03538-00-5		1	House	II
041	299	Mathers Road		B17/U06	66-00-04183-00-8		1	House	II
042	146	Morris Road	1790	B23/U24	66-00-04333-00-2		1	House	II
044	222	Morris Road	1770	B23/U15	66-00-04327-00-8		2	House, Garage	II
045	480	Morris Road		B18/U05	66-00-04309-00-8		3	House, Barn, Spare House	I
046	775	Morris Road	1701	B16/U38	66-00-04142-00-4		2	House, Barn	II
047	802	Morris Road	1795	B11/U21	66-00-04291-00-8		1	House	II
048	900	Morris Road	1768	B11E/U04	66-00-04282-53-9		1	House	II
049	956	Morris Road		B11/U03	66-00-04276-00-5		3	House, Barn, Gar.	II
050	1098	Morris Road	1800	B11B/U01	66-00-04264-00-8		1	House	II
051	1102	Morris Road		B10/U43	66-00-01849-00-2		2	House, Rear Bldg	II
052	1411	Morris Road		B10C/U80	66-00-04112-11-5	D93	11	Carriage House, Barn, 4 Houses, 5 misc bldgs.	I
053	1701	Morris Road	1858	B10C/U85	66-00-04112-02-5	D98	1	House	I

Whitpain Township Historic Property Survey List

HP #	Address	Street	Year	Block/Unit	Parcel No.	NR/DOE	#R	Resource Description	Class
054	1925	Morris Road	1870	B09A/U18	66-00-04093-00-8		1	House	II
055	1201	Narcissa Road	1800	B19/U52	66-00-04568-00-1		3	Hse, Spr Hse, Shed	II
056	1204	Narcissa Road	1890	B22/U36	66-00-04582-00-5		1	House	II
057	1501	Narcissa Road	1927	B19/U19	66-00-04573-00-5		5	House, 4 Hangars	II
058	25	Norristown Road		B22/U29	66-00-04732-00-8		1	House	II
059	31	Norristown Road		B22/U15	66-00-04729-00-2		2	House, Garage	II
060	118	Norristown Road	1825	B21/U36	66-00-04684-00-2		1	House	II
061	234	Norristown Road	1800				3	House, Barn, Spr, House	ii
062	275	Norristown Road	1870	B22/U38	66-00-04747-00-2		5	House, Garage, Barn, Shed, Corn Crib	I
063	299	Norristown Road	1859	B22/U19	66-00-04750-00-8		2	House, Garage	II
064	398	North Wales Road	1727	B09Z/U93	66-00-04894-00-8		3	House, Spr Hse, Barn	II
065	870	North Wales Road	1890	B09/U03	66-00-04876-00-8		1	House	II
066	880	North Wales Road	1880	B09/U02	66-00-04873-00-2		1	House	II
066	1618	North Wales Road	1790	B01/U69	66-00-04795-50-3		1	House	II
067	1620	North Wales Road		B01/U06	66-00-04795-00-8		2	House, Barn	II
068	191	Penllyn Blue Bell Pike		B16/U08	66-00-05218-00-8		1	House	II
069	230	Penllyn Blue Bell Pike	1740 (+1813)	B17/U01	66-00-05410-00-5		7	3 House, 2 Barn, Shed, S/H	I
070	490	Penllyn Blue Bell Pike	1823	B18/U52	66-00-05401-00-5		4	House, Barn, Carrige House, Chick House	II
071	515	Penllyn Blue Bell Pike	1840	B15/U24	66-00-05191-00-8		1	House	II
072	571	Penllyn Blue Bell Pike	1818	B15/U22	66-00-05188-00-2		1	House	II
073	580	Penllyn Blue Bell Pike	1868						
074	740	Penllyn Blue Bell Pike	1890	B18/U39	66-00-05368-00-2		3	House, Barn, Gar.	II
075	760	Penllyn Blue Bell Pike	1765	B18/U30	66-00-05365-00-5		3	House, Spare House, Garage	II
076	805	Penllyn Blue Bell Pike		B15/U33	66-00-05185-00-5		1	House	II
077	830	Penllyn Blue Bell Pike	1890						
078	855	Penllyn Blue Bell Pike		B15/U18	66-00-05176-00-5		1	House	II
079	865	Penllyn Blue Bell Pike	1870	B15/U17	66-00-05173-00-8		1	House	II
080	1150	Penllyn Blue Bell Pike	1750						
081	1175	Penllyn Blue Bell Pike	1742	B14/U22	66-00-05143-00-2		2	House, Carrige House	II
082	1198	Penllyn Blue Bell Pike	1872	B19/U05	66-00-05317-00-8		1	House	II
083	1224	Penllyn Blue Bell Pike	1772	B19/U31	66-00-05311-00-5		2	House, Barn	II

Whitpain Township Historic Property Survey List

HP #	Address	Street	Year	Block/Unit	Parcel No.	NR/DOE	#R	Resource Description	Class
084	1235	Penllyn Blue Bell Pike	1800	B14/U19	66-00-05140-00-5		2	House, Barn	II
085	1399	Penllyn Blue Bell Pike		B14/U18	66-00-05134-00-2		2	House, Spare House	I
086	1400	Penllyn Blue Bell Pike	1711	B20/U14	66-00-06832-00-5		1	House	II
087	1405	Penllyn Blue Bell Pike	1800	B14/U87	66-00-05131-00-5		1	House	II
088	1406	Penllyn Blue Bell Pike		B14/U67	66-00-05299-00-8		1	House	II
089	1799	Penllyn Blue Bell Pike	1850	B14/U35	66-00-05089-00-2		1	House	II
090	99	Plymouth Road		B11/U17	66-00-05531-00-1		3	House, Barn, Shed	II
091	520	Plymouth Road	1850	B15/U34	66-00-05479-00-8		2	House, Barn	II
092	334	Railroad Avenue		B26/U32	66-00-05830-00-8		1	House	II
093	336	Railroad Avenue	1889	B26/U31	66-00-05833-00-5		1	House	II
094	1400	Royal Oak Drive		B20A/U26	66-00-06814-00-5		3	House, Barn, Spr Hse	II
095	451	School Road	1800	B11/U35	66-00-06022-00-5		1	House	II
096	510	School Road	1830	B15/U02	66-00-06058-00-5		1	House	II
097	580	School Road		B11/U78	66-00-06001-00-8		1	House	I
098	625	School Road	1739						
099	843	Second Avenue		B09/U27	66-00-06064-00-8	CS 413	1	House	II
100	851	Second Avenue	1870	B09/U56	66-00-06061-00-2	CS 412	2	2 Houses	II
101	854	Second Avenue	1878	B09/U28	66-00-06073-00-8	CS 411	1	House	II
102	885B	Second Avenue		B26/U 09	66-00-06673-00-2		1	House	II
103	876	Second Avenue	1870	B09/U29	66-00-06070-00-2	CS 410	1	House	II
104	295	Skippack Pike	1850						
105	350	Skippack Pike	1898	B19/U48	66-00-06163-00-8		2	House, Barn	I
106	440	Skippack Pike	1820	B19B/U01	66-00-06166-00-5		3	House, Barn, Retaining Wall	II
107	453	Skippack Pike	1802	B18/U21	66-00-06481-00-5		1	House	II
108	475	Skippack Pike		B18/U49	66-00-06475-00-2		2	House, Barn	I
109	481	Skippack Pike	1860	B18/U33	66-00-06484-00-2		2	House, Spr Hse	I
110	501	Skippack Pike		B19/U33	66-00-06172-00-8		2	House, Barn	II
111	523	Skippack Pike	1795	B18/U44	66-00-06490-00-5		1	House	II
112	564	Skippack Pike	1820	B19/U45	66-00-06181-00-8		2	House, Barn	I
113	571	Skippack Pike		B18/U28	66-00-06511-00-2		1	House	II
114	581	Skippack Pike		B18B/U02,03	66-00-06523-00-8		2	House, Crg Hse	II
115	598	Skippack Pike		B19D/U84	66-00-06188-00-1		1	House	I

Whitpain Township Historic Property Survey List

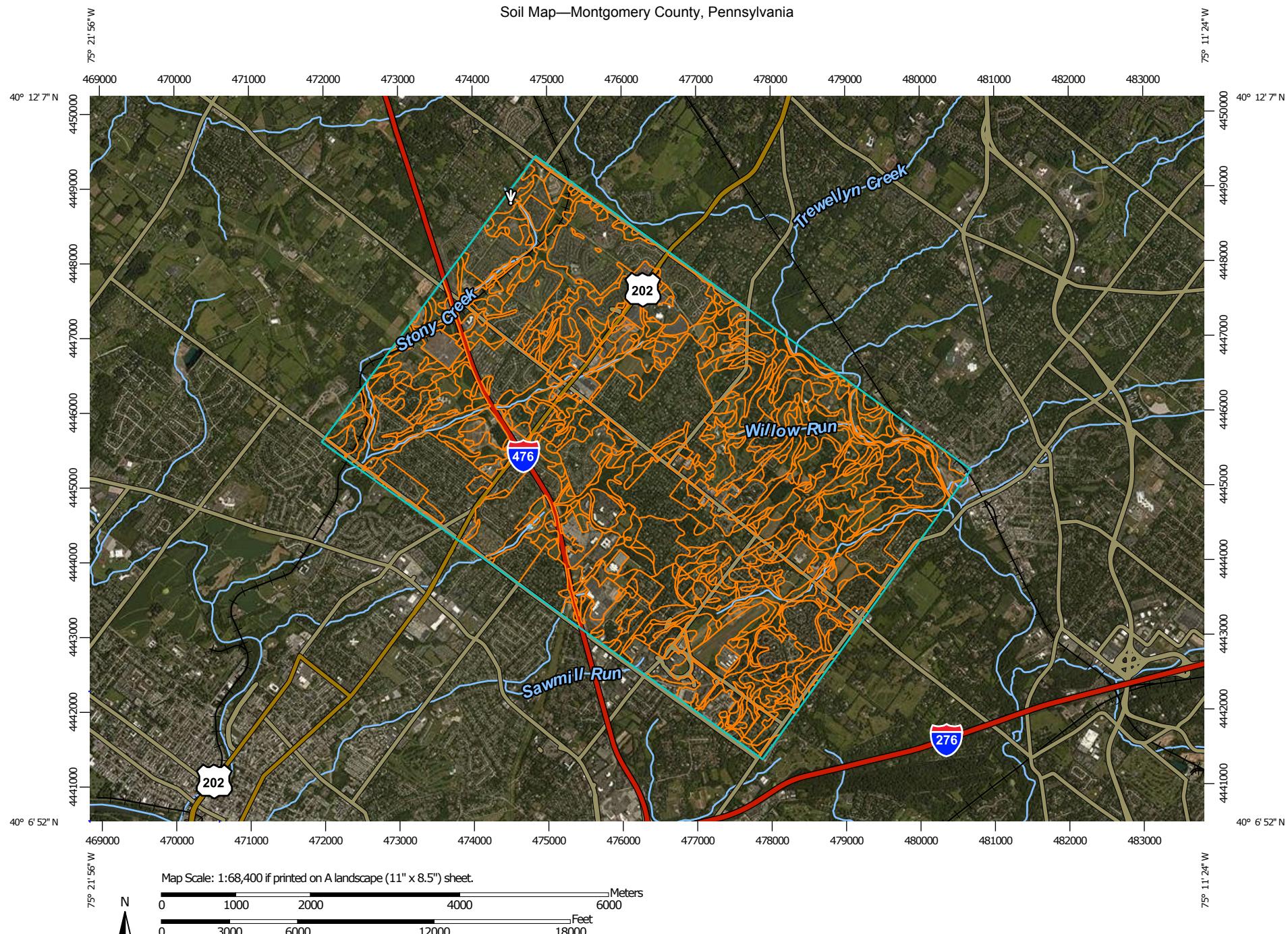
HP #	Address	Street	Year	Block/Unit	Parcel No.	NR/DOE	#R	Resource Description	Class
116	601	Skippack Pike	1743	B15/U16	66-00-06535-00-5		1	House	I
117	602	Skippack Pike	1771	B14/U27	66-00-06190-00-8		1	House	I
118	637	Skippack Pike		B15/U14,15	66-00-06538-00-2		2	House, Crg Hse	II
119	731	Skippack Pike		B15/U65	66-00-06565-00-2		1	House	I
120	765	Skippack Pike	1890	B15/U37	66-00-06577-00-8		2	House, Barn	II
121	799	Skippack Pike	1895	B15/U05	66-00-06578-50-2	D80	1	School House, Garages	I
122	901	Skippack Pike	1800	B11/U10	66-00-06583-00-2		2	House, Gar.	II
123	951	Skippack Pike	1870	B11/U08	66-00-06589-00-5		2	House, Barn	II
124	997	Skippack Pike	1872	B11/U22	66-00-06595-00-8		1	House	II
125	1002	Skippack Pike	1870	B12/U14	66-00-06259-00-2		1	House	II
126	1030	Skippack Pike		B12/U71	66-00-06262-00-8		1	House	II
127	1098	Skippack Pike	1730	B12/U11	66-00-06268-00-2		2	House, Barn	I
128	1099	Skippack Pike	1810	B11/U05	66-00-06634-00-5		2	House, Barn	I
129	1149	Skippack Pike	1850	B10/U14	66-00-06637-00-2		2	House, Barn	I
130	1150	Skippack Pike	1790	B12/U10	66-00-06271-00-8		2	House, Gar.	II
132	1205	Skippack Pike	1752	B10A/U05	66-00-06643-00-5		1	House	I
133	1433	Skippack Pike		B09/U26	66-00-06673-00-2	CS 118	1	House	II
134	1445	Skippack Pike	1880	B09/U25	66-00-06676-00-8	CS 119	2	House, Barn	II
135	1451	Skippack Pike	1880	B09/U24	66-00-06679-00-5	CS 120	2	House, Barn	I
136	1463	Skippack Pike	1880	B09/U23	66-00-06682-00-2	CS 121	2	House, Barn	II
137	1475	Skippack Pike	1830	B09/U22	66-00-06685-00-8	CS 122	2	House, Gar.	I
138	1487	Skippack Pike	1870	B09/U21	66-00-06688-00-5	CS 401	2	House, Barn	II
139	1499	Skippack Pike	1880	B09/U63	66-00-06692-00-1	CS 402	2	House, Carriage House	II
140	1510	Skippack Pike	1890	B06/U13	66-00-06346-00-5	CS 404	1	House	I
141	1520	Skippack Pike		B06/U12	66-00-06349-00-2	CS 405	2	House, Barn	I
142	1530	Skippack Pike	1875	B06/U11	66-00-06352-00-8	CS 406	1	House	I
143	1533	Skippack Pike		B09/U57	66-00-06700-00-2	CS 403	2	House, Barn	II
144	1540	Skippack Pike	1875	B06/U10	66-00-06355-00-5	CS 407	2	House, Gar	I
145	1550	Skippack Pike		B06/U09	66-00-06358-00-2	CS 408	2	House, Gar.	II
146	1580	Skippack Pike		B06A/U95	66-00-06370-00-8	CS 409	1	House	II
147	1673	Skippack Pike	1825	B09/U15	66-00-06712-00-8		3	House, Garage., Play House	II
148	1687	Skippack Pike	1750	B09B/U34	66-00-06715-00-5		1	House	II
149	1690	Skippack Pike		B06A/U86	66-00-06397-00-8		1	House	I
151	1692	Skippack Pike	1850	B07/U13	66-00-06400-00-5		2	House, Garage, Play House	II
152	1802	Skippack Pike	1834					Rector's House 1883 Parsonage 1892	II
153	1810	Skippack Pike	1884	B06/U10	66-00-06411-00-3		4	Church, 2 Houses, Barn	I

Whitpain Township Historic Property Survey List

HP #	Address	Street	Year	Block/Unit	Parcel No.	NR/DOE	#R	Resource Description	Class
154	1895	Skippack Pike	1880	B09/U07, 66	66-00-06739-00-8		2	House, Barn	II
155	1898	Skippack Pike		B07/U06	66-00-06418-00-5		2	House, Barn	II
157	1940	Skippack Pike	1890	B07/U04	66-00-06424-00-8		2	House, Barn	II
158	1961	Skippack Pike	1865	B09/U05	66-00-06748-00-8		1	House	II
159	1999	Skippack Pike	1880	B09/U01	66-00-06751-00-5		2	House, Crg Hse	I
160	598	Stenton Avenue	1745				1	House	II
161	1198	Union Meeting Road	1714	B14/U38	66-00-07777-00-5		1	House	II
162	1215	Union Meeting Road	1814	B12/U03	66-00-07729-00-8		3	Church, Cemetary, Stone Wall	I
163	1051	Walton Road	1790	B19/U54	66-00-08197-20-6		1	House	II
164	1069	Walton Road	1815	B19/U55	66-00-08196-40-5		1	House	II
165	1218	Walton Road	1880	B19/U38	66-00-08227-00-5		2	House, Carriage House	II
166	1330	Walton Road		B19/U17	66-00-08221-00-2		2	House, Garage	II
167	1451	Walton Road	1830	B19/U01	66-00-08176-00-2		2	House, Carriage House	II
168	1533	Walton Road	1895	B20/U57	66-00-08173-00-5		2	House, Carriage House	II
169	1620	Walton Road	1835						II
170	1220	Wentz Road	1800	B13/U84	66-00-08278-00-8		4	House, 2 Barns (1804), Quonset Hut	I
171	1345	Wentz Road	1850-1871						II
172	211	West Mount Pleasant Ave.	1859	B24/U10	66-00-04366-00-5		2	House, Barn	II
173	264	West Mount Pleasant Ave.	1885				1	House	I
174	276	West Mount Pleasant Ave.		B24/U12	66-00-04378-00-2		2	House	I
175	285	West Mount Pleasant Ave.		B24/U32	66-00-04351-00-2		2	House, Garage	II
176	299	West Mount Pleasant Ave.	1786	B24/U41	66-00-04345-50-3		3	House, Carrige House, Root Cellar	I
177	1795	West Township Line Road	1764	B01/U61	66-00-07699-01-1		1	House	II
178	1925	West Township Line Road		B01/U04	66-00-07705-00-5		1	House	II
179	1939	West Township Line Road	1830	B01/U03	66-00-07708-00-2		2	House, Shed	II
180	1953	West Township Line Road	1860	B01/U02	66-00-07711-00-8		2	House, Shed	II
181	1999	West Township Line Road	1870	B01/U01	66-00-07714-00-5		2	House, Gar.	II
182	1623	Yost Road	1834	B08/U06	66-00-08554-00-2		6	House, Barn, 2 Garages, 2 Sheds	II

Whitpain Township Historic Property Survey List

Soil Map—Montgomery County, Pennsylvania



Natural Resources
Conservation Service

Web Soil Survey
National Cooperative Soil Survey

1/7/2015
Page 1 of 5

MAP LEGEND

Area of Interest (AOI)	
	Area of Interest (AOI)
Soils	
	Soil Map Unit Polygons
	Soil Map Unit Lines
	Soil Map Unit Points
Special Point Features	
	Blowout
	Borrow Pit
	Clay Spot
	Closed Depression
	Gravel Pit
	Gravelly Spot
	Landfill
	Lava Flow
	Marsh or swamp
	Mine or Quarry
	Miscellaneous Water
	Perennial Water
	Rock Outcrop
	Saline Spot
	Sandy Spot
	Severely Eroded Spot
	Sinkhole
	Slide or Slip
	Sodic Spot
Water Features	
	Streams and Canals
Transportation	
	Rails
	Interstate Highways
	US Routes
	Major Roads
	Local Roads
Background	
	Aerial Photography

MAP INFORMATION

The soil surveys that comprise your AOI were mapped at 1:12,000.

Please rely on the bar scale on each map sheet for map measurements.

Source of Map: Natural Resources Conservation Service

Web Soil Survey URL: <http://websoilsurvey.nrcs.usda.gov>

Coordinate System: Web Mercator (EPSG:3857)

Maps from the Web Soil Survey are based on the Web Mercator projection, which preserves direction and shape but distorts distance and area. A projection that preserves area, such as the Albers equal-area conic projection, should be used if more accurate calculations of distance or area are required.

This product is generated from the USDA-NRCS certified data as of the version date(s) listed below.

Soil Survey Area: Montgomery County, Pennsylvania

Survey Area Data: Version 7, Sep 19, 2014

Soil map units are labeled (as space allows) for map scales 1:50,000 or larger.

Date(s) aerial images were photographed: Mar 19, 2011—Aug 14, 2014

The orthophoto or other base map on which the soil lines were compiled and digitized probably differs from the background imagery displayed on these maps. As a result, some minor shifting of map unit boundaries may be evident.

Map Unit Legend

Montgomery County, Pennsylvania (PA091)			
Map Unit Symbol	Map Unit Name	Acres in AOI	Percent of AOI
AbA	Abbottstown silt loam, 0 to 3 percent slopes	94.3	1.1%
AbB	Abbottstown silt loam, 3 to 8 percent slopes	118.4	1.4%
Bo	Bowmansville-Knauers silt loams	544.1	6.3%
BwA	Buckingham silt loam, 0 to 3 percent slopes	20.3	0.2%
BwB	Buckingham silt loam, 3 to 8 percent slopes	24.3	0.3%
CfA	Chalfont silt loam, 0 to 3 percent slopes	485.5	5.6%
CfB	Chalfont silt loam, 3 to 8 percent slopes	151.2	1.8%
CrA	Croton silt loam, 0 to 3 percent slopes	39.6	0.5%
CrB	Croton silt loam, 3 to 8 percent slopes	10.3	0.1%
DsA	Doylestown silt loam, 0 to 3 percent slopes	109.9	1.3%
DsB	Doylestown silt loam, 3 to 8 percent slopes	5.7	0.1%
KIB	Klinesville channery silt loam, 3 to 8 percent slopes	0.7	0.0%
LaA	Lansdale loam, 0 to 3 percent slopes	16.6	0.2%
LaB	Lansdale loam, 3 to 8 percent slopes	394.7	4.6%
LaC	Lansdale loam, 8 to 15 percent slopes	48.1	0.6%
LaD	Lansdale loam, 15 to 25 percent slopes	11.5	0.1%
LeA	Lawrenceville silt loam, 0 to 3 percent slopes	708.7	8.2%
LeB	Lawrenceville silt loam, 3 to 8 percent slopes	726.8	8.5%
PcA	Penn channery silt loam, 0 to 3 percent slopes	1.5	0.0%
PeB	Penn silt loam, 3 to 8 percent slopes	11.5	0.1%
PkD	Penn-Klinesville channery silt loams, 15 to 25 percent slopes	4.0	0.0%

Montgomery County, Pennsylvania (PA091)			
Map Unit Symbol	Map Unit Name	Acres in AOI	Percent of AOI
PIB	Penn-Lansdale complex, 3 to 8 percent slopes	268.8	3.1%
PIC	Penn-Lansdale complex, 8 to 15 percent slopes	87.5	1.0%
RaA	Raritan silt loam, 0 to 3 percent slopes	10.4	0.1%
ReA	Readington silt loam, 0 to 3 percent slopes	222.6	2.6%
ReB	Readington silt loam, 3 to 8 percent slopes	511.2	5.9%
ReC	Readington silt loam, 8 to 15 percent slopes	42.4	0.5%
RhB	Reaville silt loam, 3 to 8 percent slopes	120.6	1.4%
RhC	Reaville silt loam, 8 to 15 percent slopes	23.1	0.3%
Rt	Rowland silt loam, terrace	68.0	0.8%
RwA	Rowland silt loam, 0 to 3 percent slopes	7.2	0.1%
RwB	Rowland silt loam, 3 to 8 percent slopes	3.8	0.0%
UdtB	Udorthents, shale and sandstone, 0 to 8 percent slopes	31.7	0.4%
UgB	Urban land, 0 to 8 percent slopes	458.9	5.3%
UgD	Urban land, 8 to 25 percent slopes	2.4	0.0%
Ura	Urban land, occasionally flooded	4.6	0.1%
UroB	Urban land-Lawrenceville complex, 0 to 8 percent slopes	668.6	7.8%
UrxB	Urban land-Penn complex, 0 to 8 percent slopes	510.6	5.9%
UrxD	Urban land-Penn complex, 8 to 25 percent slopes	51.4	0.6%
UryB	Urban land-Readington complex, 0 to 8 percent slopes	119.0	1.4%
UusB	Urban land-Udorthents, shale and sandstone complex, 0 to 8 percent slopes	1,771.8	20.6%
UusD	Urban land-Udorthents, shale and sandstone complex, 8 to 25 percent slopes	40.0	0.5%
W	Water	42.9	0.5%
Totals for Area of Interest		8,595.4	100.0%