

Comprehensive Plan for Whitpain Township

Township 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 our fellow citizens.

Town Hall Meeting #1
Lifelong Learning
Wednesday, Feb. 4, 2015, 7:00 pm

Joseph T. Steuer

May 21, 1951 – January 31, 2015



Chairman, Whitpain Township Shade Tree Commission

Agenda

1. Welcome – Fred Conner, Supervisor, Whitpain Township
2. Keynote Speaker – Tom Hylton
3. What is a Comprehensive Plan?
4. Whitpain Township – Existing Conditions Snapshot
5. Broad Axe Village – Existing conditions, Characteristics, Challenges
6. Your Comments, Opinions, Ideas, and Suggestions

Project Consultants

Simone Collins Landscape Architecture

Planners and Landscape Architects

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McMahon Associates

Transportation Planning

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Urban Partners

Economic Market Research and Analysis

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Township Contact

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Project Committee Members

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

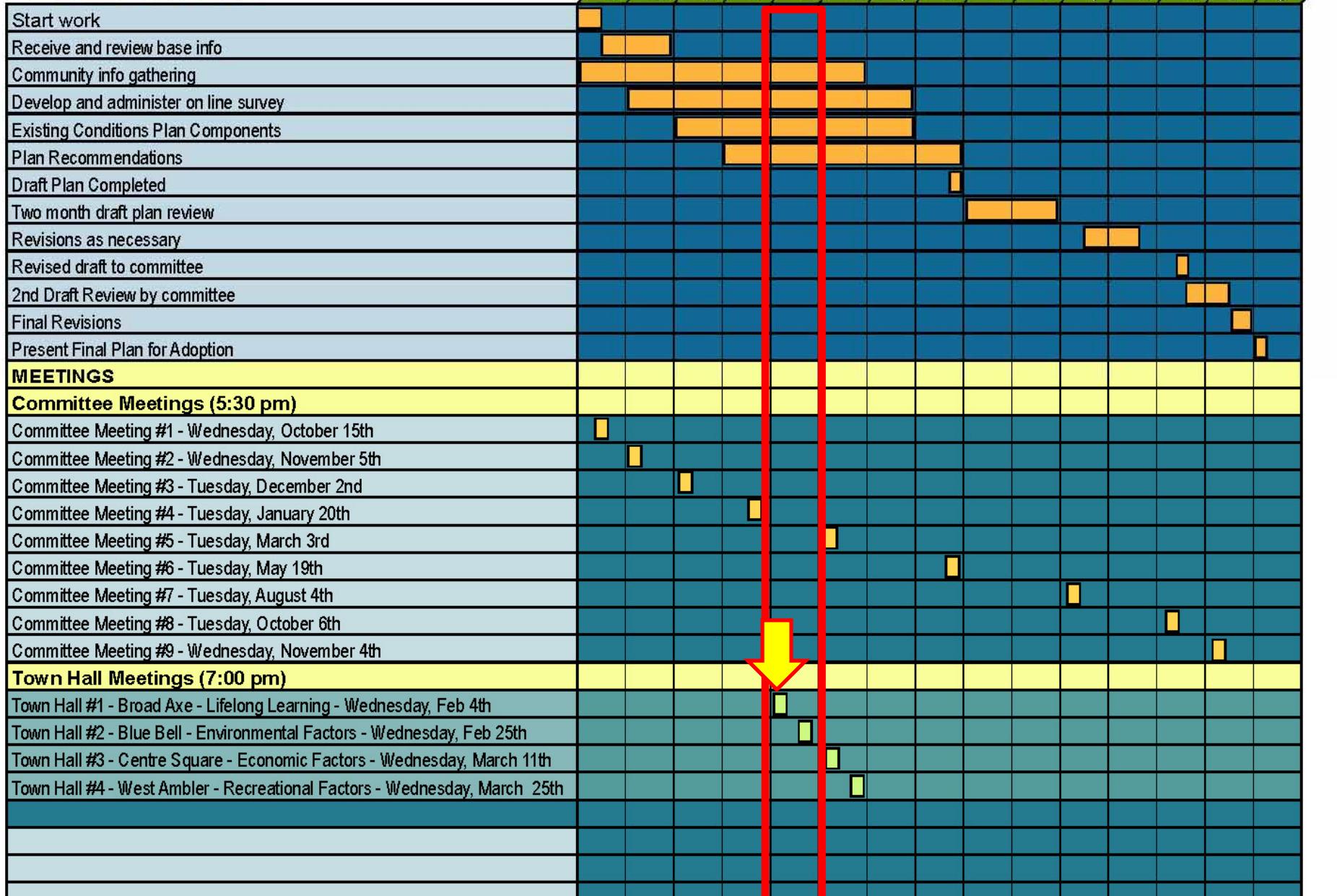
Melissa Murphy Weber

Roman Pronczak

Robert Whittock

Comprehensive Plan for Whitpain Township

Project Schedule



Meeting Schedule

(9) Committee Meetings (All meetings to be held at 5:30pm)

- Wednesday October 15th
- Wednesday, November 5th
- Tuesday, December 2nd
- Tuesday, January 20th
- Tuesday, March 3th
- Tuesday, May 19th
- Tuesday, August 4th
- Tuesday, October 6th
- Wednesday, November 4th

(5) Town Hall Meetings (All meetings to be held at 7:00pm)



- Wednesday, Feb. 4th - Town Hall #1 – Broad Axe – Lifelong Learning
- Wednesday, Feb. 25th – Town Hall #2 – Blue Bell – Environmental Factors
- Wednesday, March 11th – Town Hall #3 – Centre Square – Economic Factors
- Wednesday, March 25th – Town Hall #4 – West Ambler – Recreational Factors
- Wednesday, Oct. 14th – Town Hall #5 – Draft Plan Presentation

Five (5) Town Hall Meetings

Town Hall #1 - February 4th - Lifelong Learning

- Village Focus – Broad Axe Village
- Keynote Speaker – Tom Hylton

Town Hall #2 – February 25th – Environmental Factors (Cultural & Natural Factors)

- Village Focus – Blue Bell Village
- Keynote Speaker - Dr. Jeff Featherstone, Professor of Community & Regional Planning, Temple University – Ambler Campus

Town Hall #3 – March 11th – Economic Factors

- Village Focus – Centre Square Village
- Keynote Speaker – David Niles, Executive Director, Montgomery County Economic Development Corporation

Town Hall #4 – March 25th – Recreational Factors

- Village Focus – West Ambler Village
- Keynote Speaker – Drew Gilchrist, Southeast Regional Advisor, DCNR - Bureau of Recreation and Conservation

Town Hall #5 – Oct. 14th – Present Draft Comprehensive Plan

WHAT IS A COMPREHENSIVE PLAN?

Comprehensive Plan Characteristics

- A blueprint for land use patterns of tomorrow
- A guide for the physical development of a municipality
- An effective basis for the development of land use ordinances
- To provide a framework for change: proactive rather than *reactive* process
- An expression of community-wide values

Common Comprehensive Plan Elements

- A statement of community development goals and objectives that chart the location, character and timing of future development;
- A plan for land use identifying the amount, intensity, character and timing of land use;
- A plan to meet housing needs of present residents and those families anticipated to live in the municipality as well as accommodating new housing in different dwelling types and at appropriate densities for households of all income levels;
- A transportation plan for both vehicular and non-vehicular modes of transportation;

Common Comprehensive Plan Elements

- A community facilities plan: infrastructure, parks, schools, etc.;
- A statement of the interrelationships among the various plan components which estimates the environmental, energy conservation, fiscal, economic development and social consequences on the municipality;
- A discussion of short- and long-range plans implementation strategies;
- Relationship of existing and proposed land use to the proposed land use and plans in contiguous municipalities and county and regional plans; and,
- Energy conservation component



**A COMPREHENSIVE PLAN IS
ADVISORY ONLY
AND
LACKS COMPLIANCE AUTHORITY.**

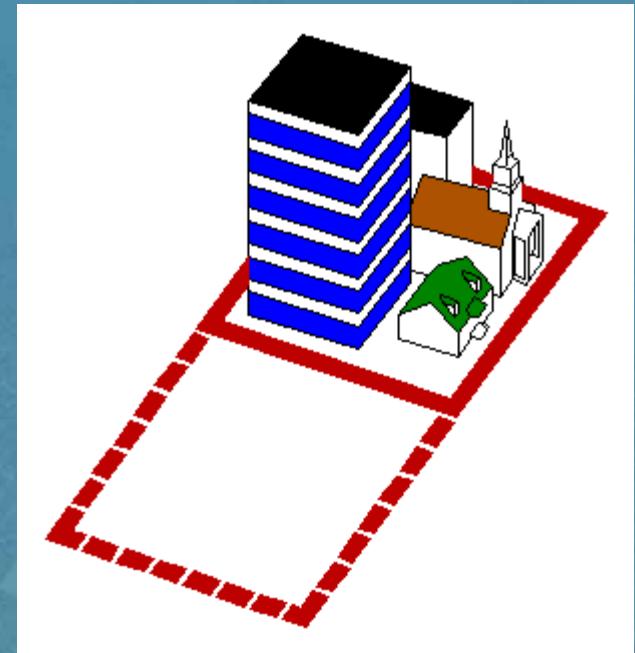
Plan Implementation Tools

The following Township ordinances are utilized to implement the Comprehensive Plan:

1. Zoning Ordinance
2. Subdivision and Land Development Ordinance
3. Official Map

Zoning ordinance

- **Uses of land**
- **Size, height & bulk of structures**
- **Intensity of uses**
- **Protection of natural resources**



Subdivision and Land Development Ordinance

- Procedures for development process
- Design standards



Official Map

- Public streets & pedestrian access
- Public parks & open space
- Public transit rights-of-way
- Flood control areas



DEMOGRAPHICS

DVRPC Population Forecast

- 1,418 population increase (7.5%) by 2040

DVRPC Population Forecasts

Municipality	2010 Census	2040 Estimate	Absolute Change 2010 - 2040	% Change 2010 - 2040
Whitpain Township	18,875	20,293	1,418	7.51%
Ambler	6,417	6,973	556	8.70%
East Norriton	13,590	14,524	934	6.90%
Lower Gwynedd	11,405	12,368	963	8.40%
Plymouth	16,525	17,829	1,304	7.90%
Upper Gwynedd	15,552	16,795	1,243	8.00%
Whitemarsh	17,349	19,286	1,931	11.20%
Worcester	9,750	12,634	2,884	29.60%

Source: DVRPC Regional, County, and Municipal Population Forecasts, 2010-2040

Population by Age & Average Person per Household

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

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
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

Age of Housing Stock

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

Housing Ownership (Whitpain & Montgomery County)

Housing Ownership in Whitpain and Montgomery County (2000-2010)

Housing Units	Whitpain			
	2000	Percent	2010	Percent
Total	7,305		7,937	
Occupied	6,960	95.3%	7,462	94.0%
Vacant	345	4.7%	475	6.0%
Owner Occ	5,456	78.4%	5,768	77.3%
Renter Occ	1,504	21.6%	1,694	22.7%

Source: US Census 2000-2010

Housing Units	Montgomery County			
	2000	Percent	2010	Percent
Total	297,434		325,735	
Occupied	286,098	96.2%	307,750	94.5%
Vacant	11,336	3.8%	17,985	5.5%
Owner Occ	210,233	73.5%	225,001	73.1%
Renter Occ	75,865	26.5%	82,749	26.9%

Source: US Census 2000-2010

Median Housing Price

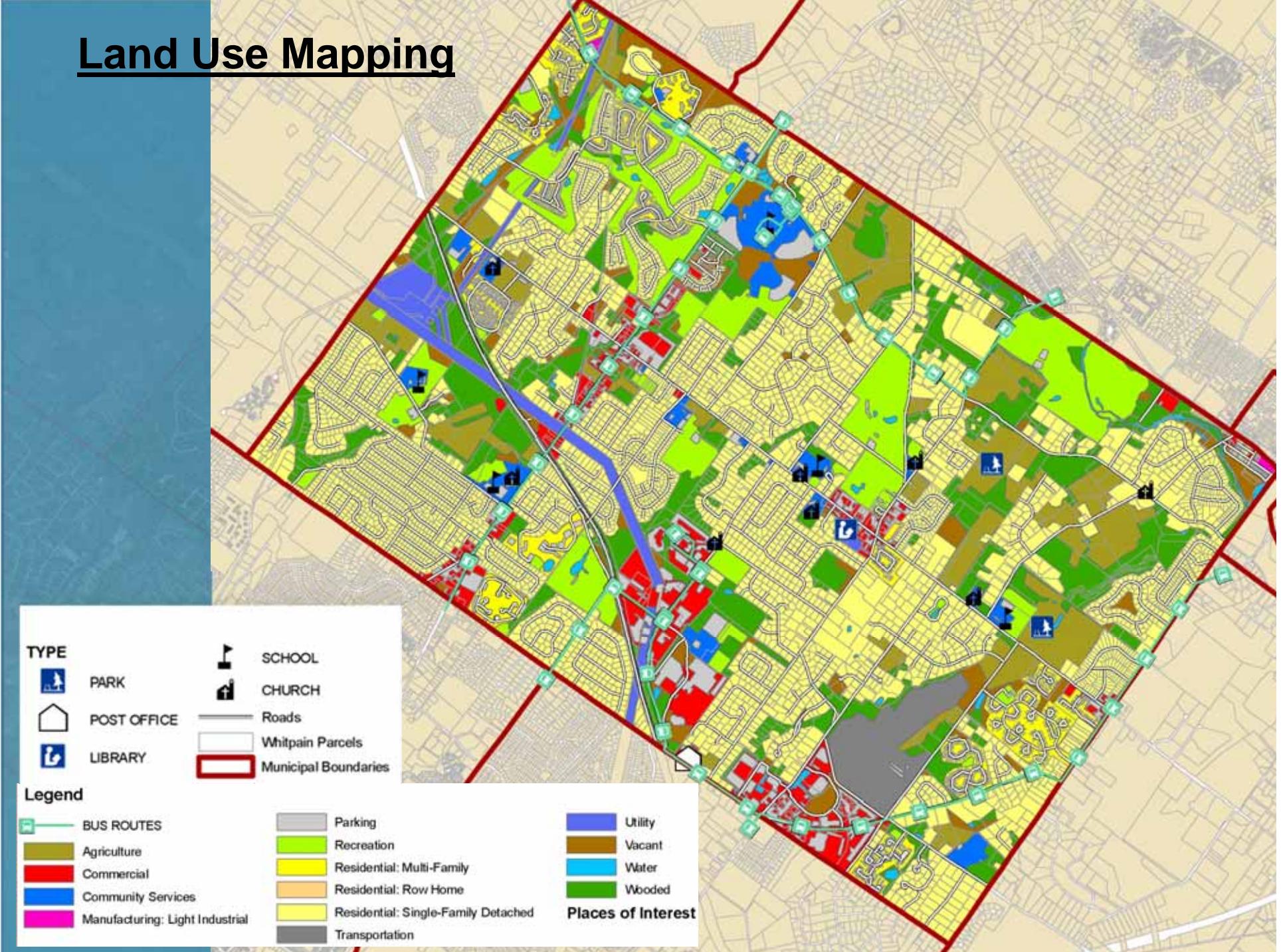
Median Housing Price (Owner-Occupied Estimates)

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

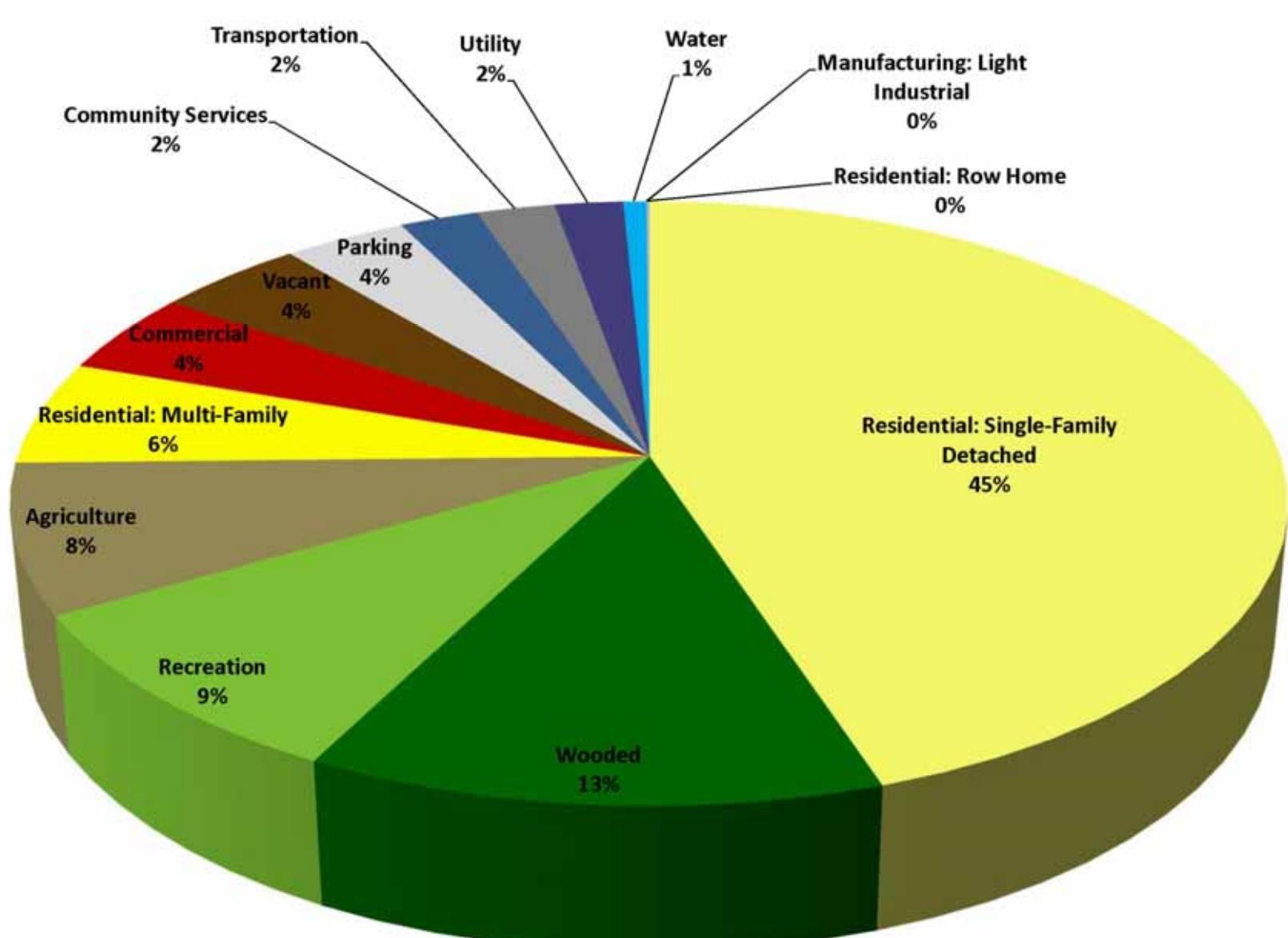
Source: 2008-2012 American Community Survey 5-Year Estimates

EXISTING TOWNSHIP LAND USE

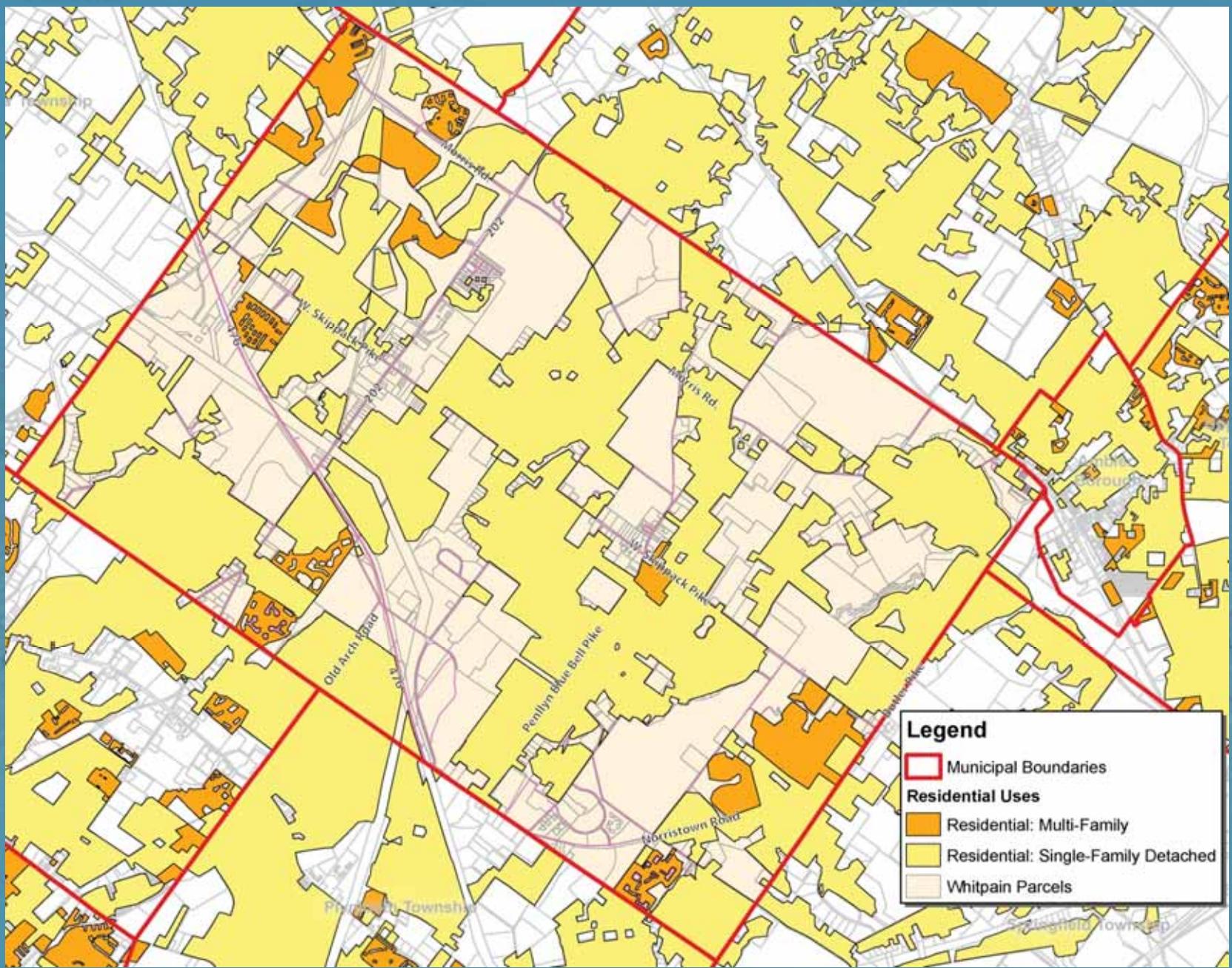
Land Use Mapping



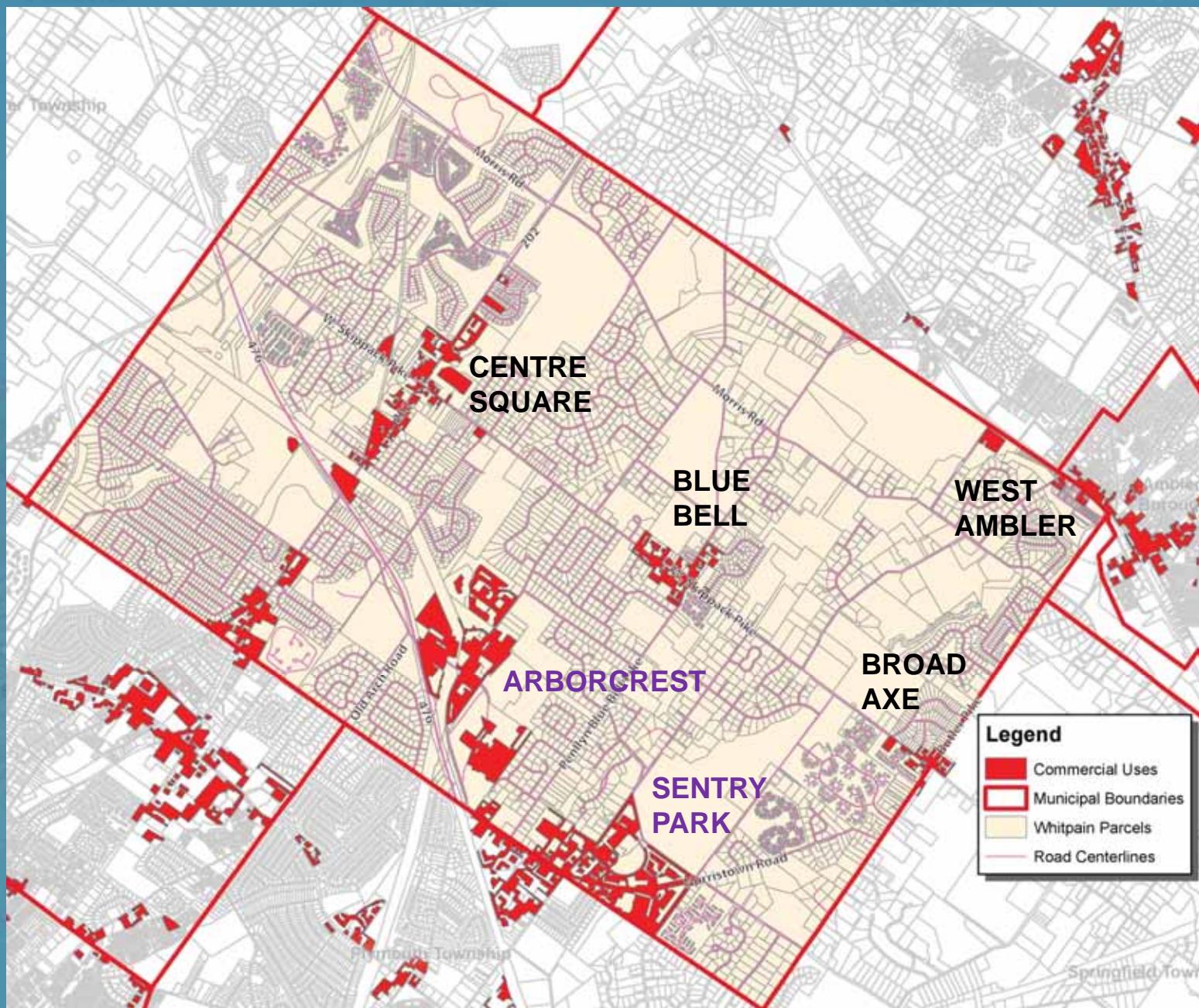
Land Use



Residential Land Use (45%)

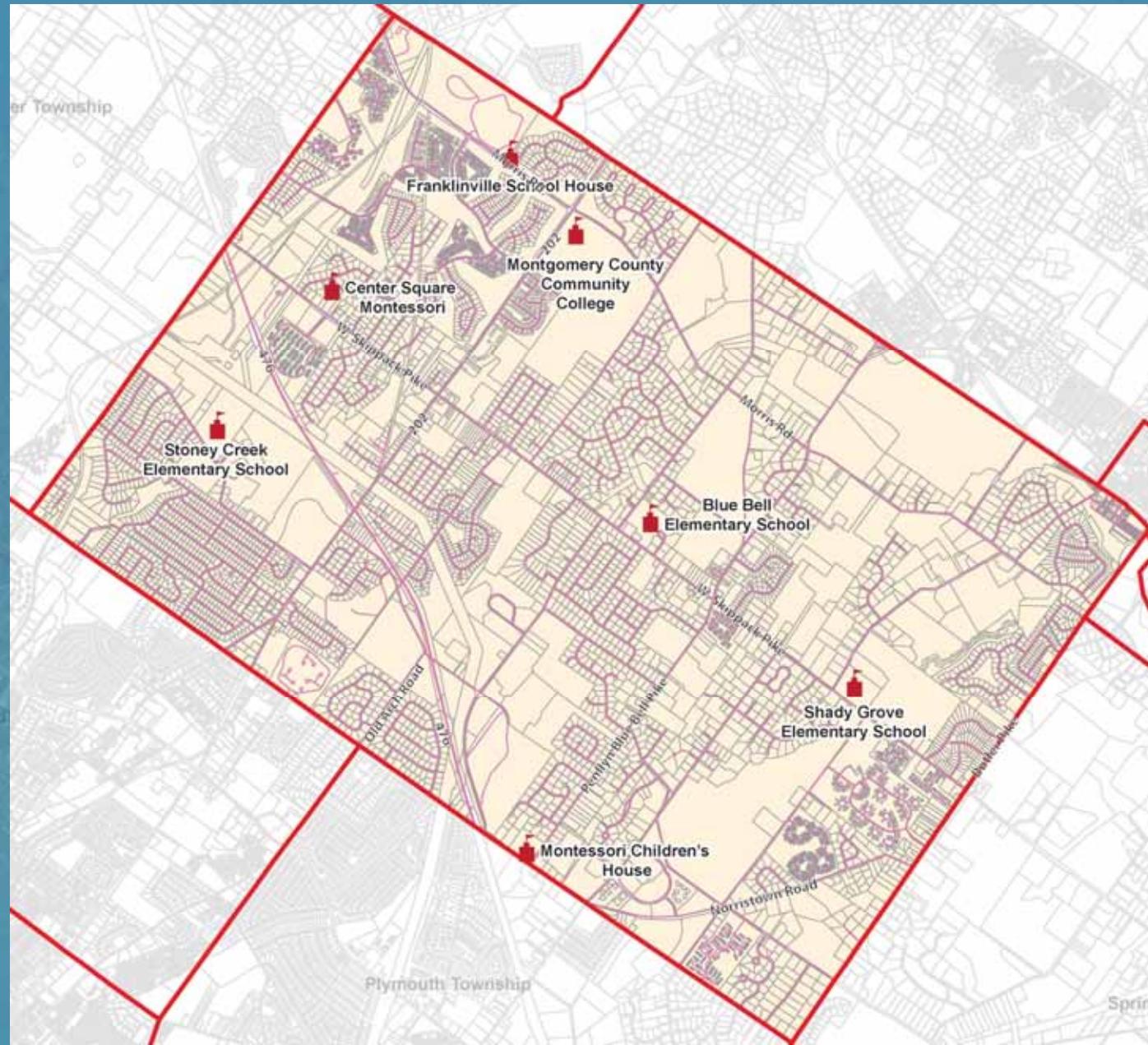


Commercial Land Use (4%)

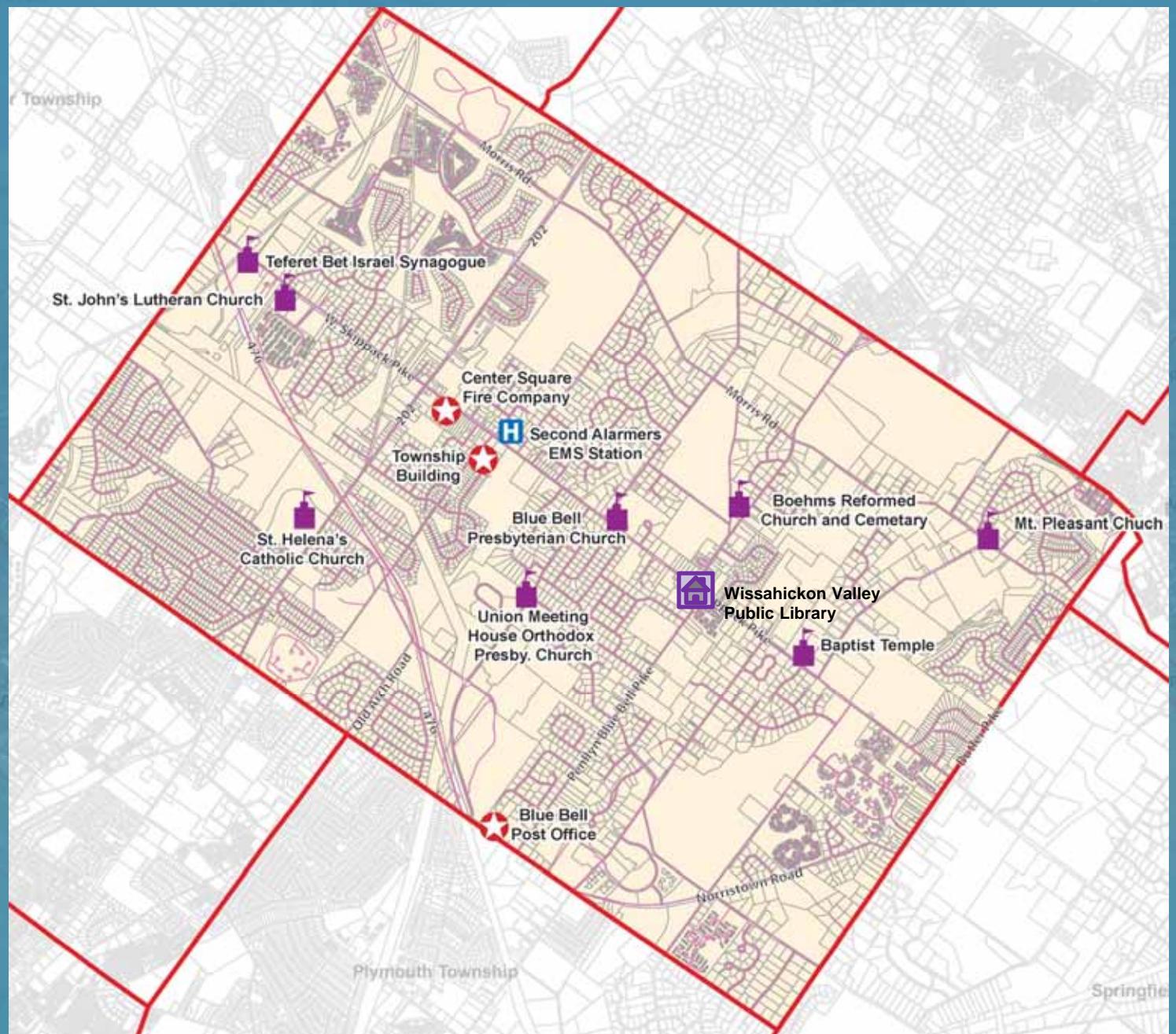


EXISTING TOWNSHIP FEATURES

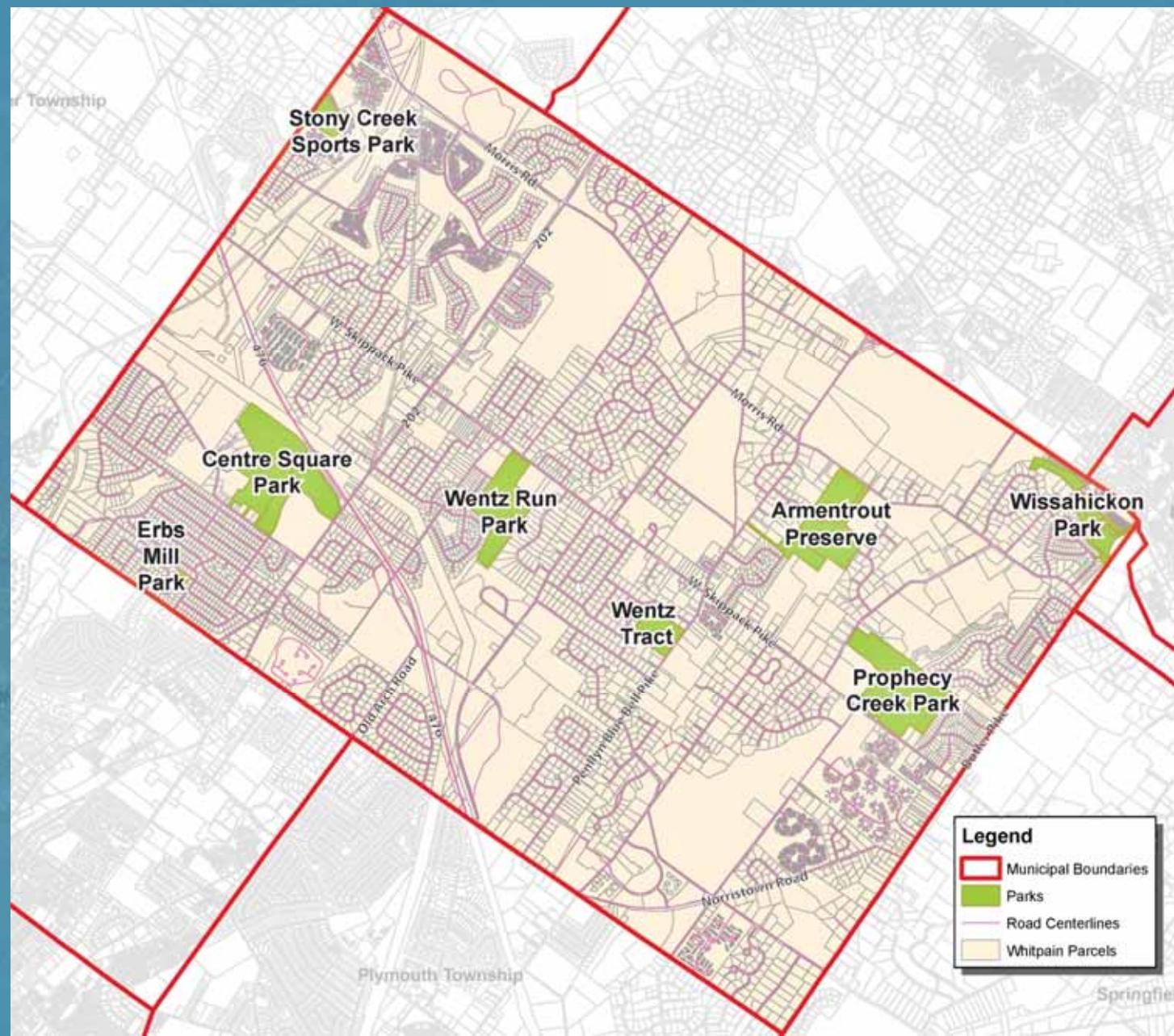
Schools



Community & Emergency Services



Parks



Armentrout Preserve



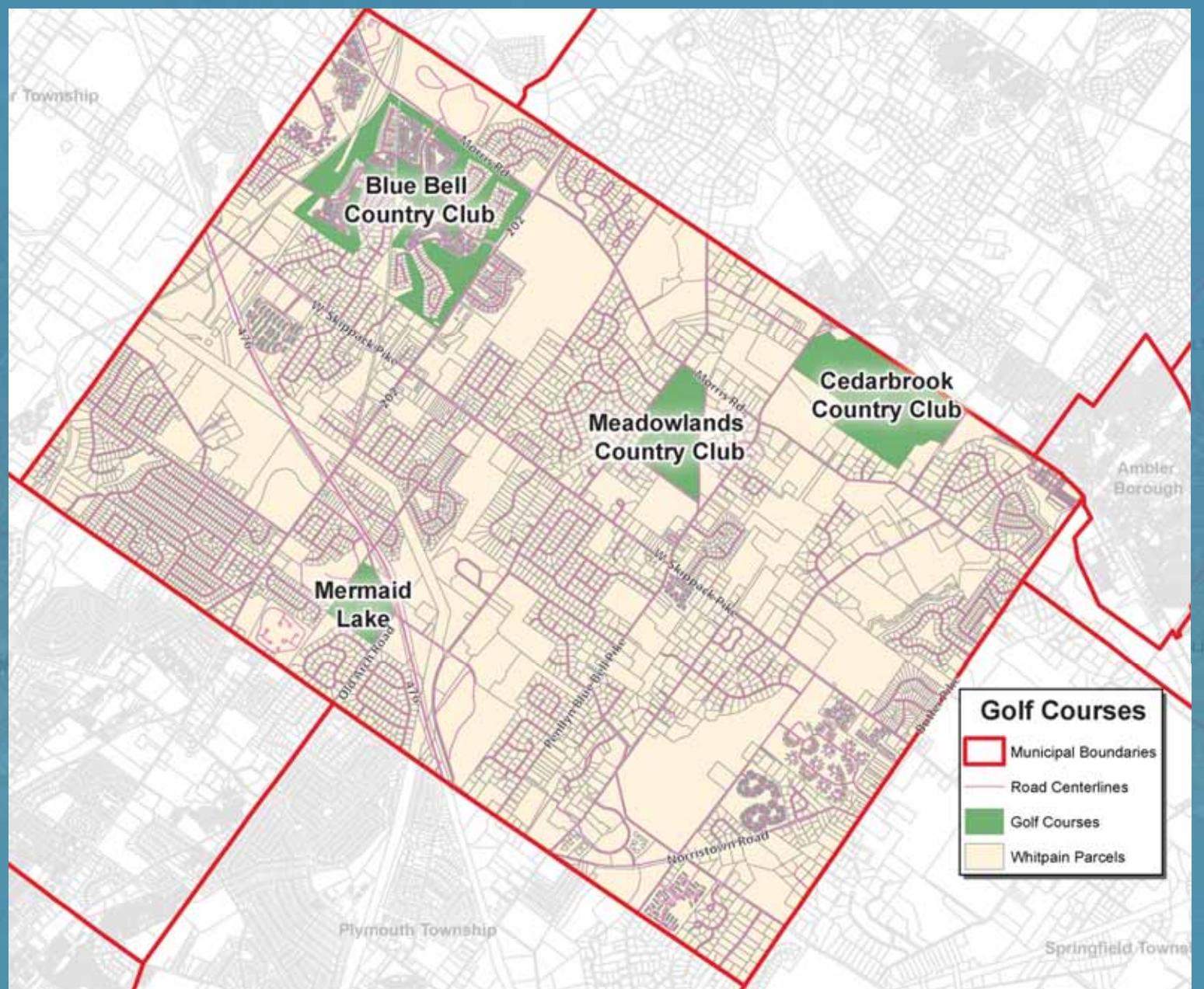
Prophecy Creek Park



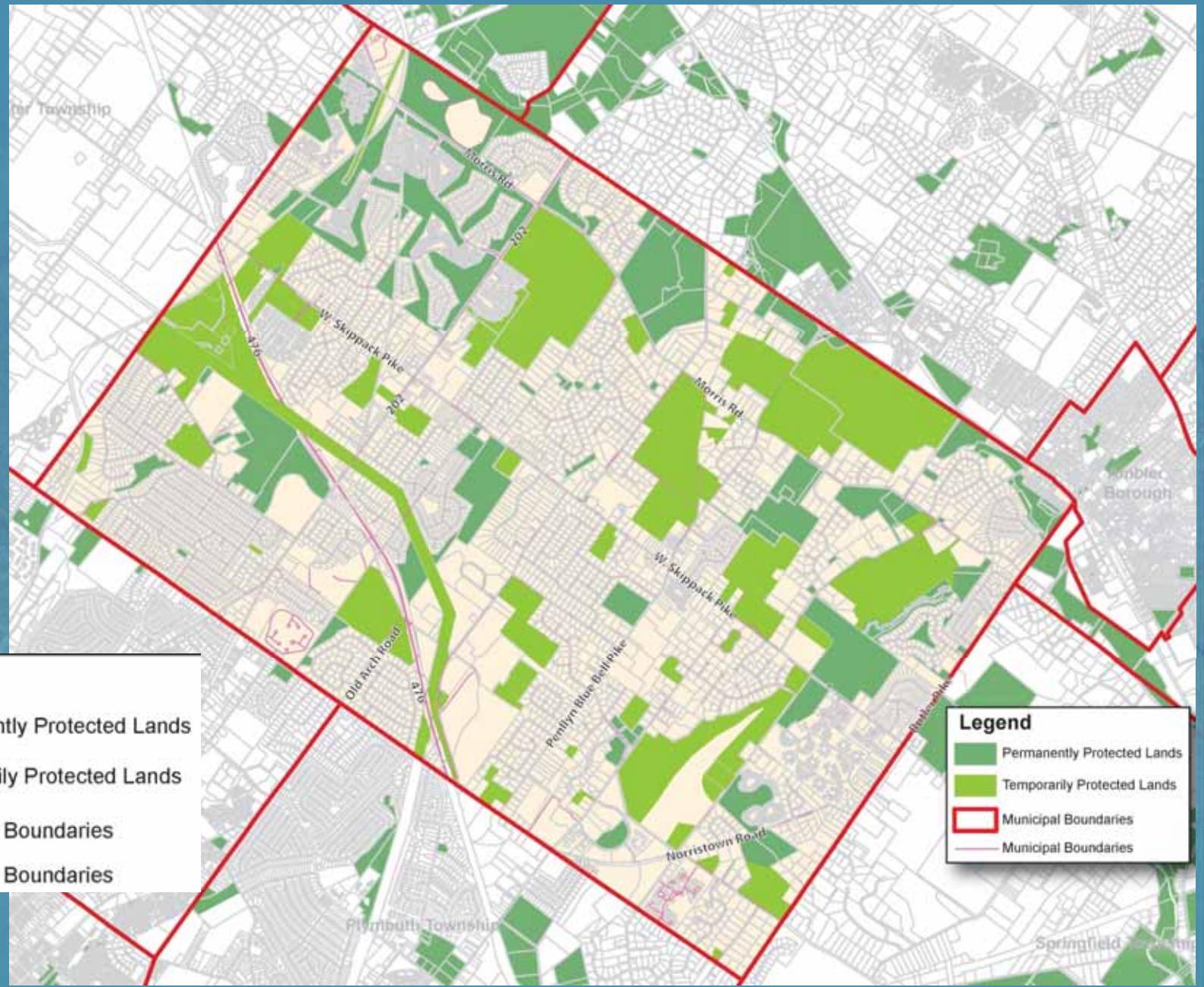
Wentz Run Park



Golf Courses



Temporary & Permanently Preserved Lands

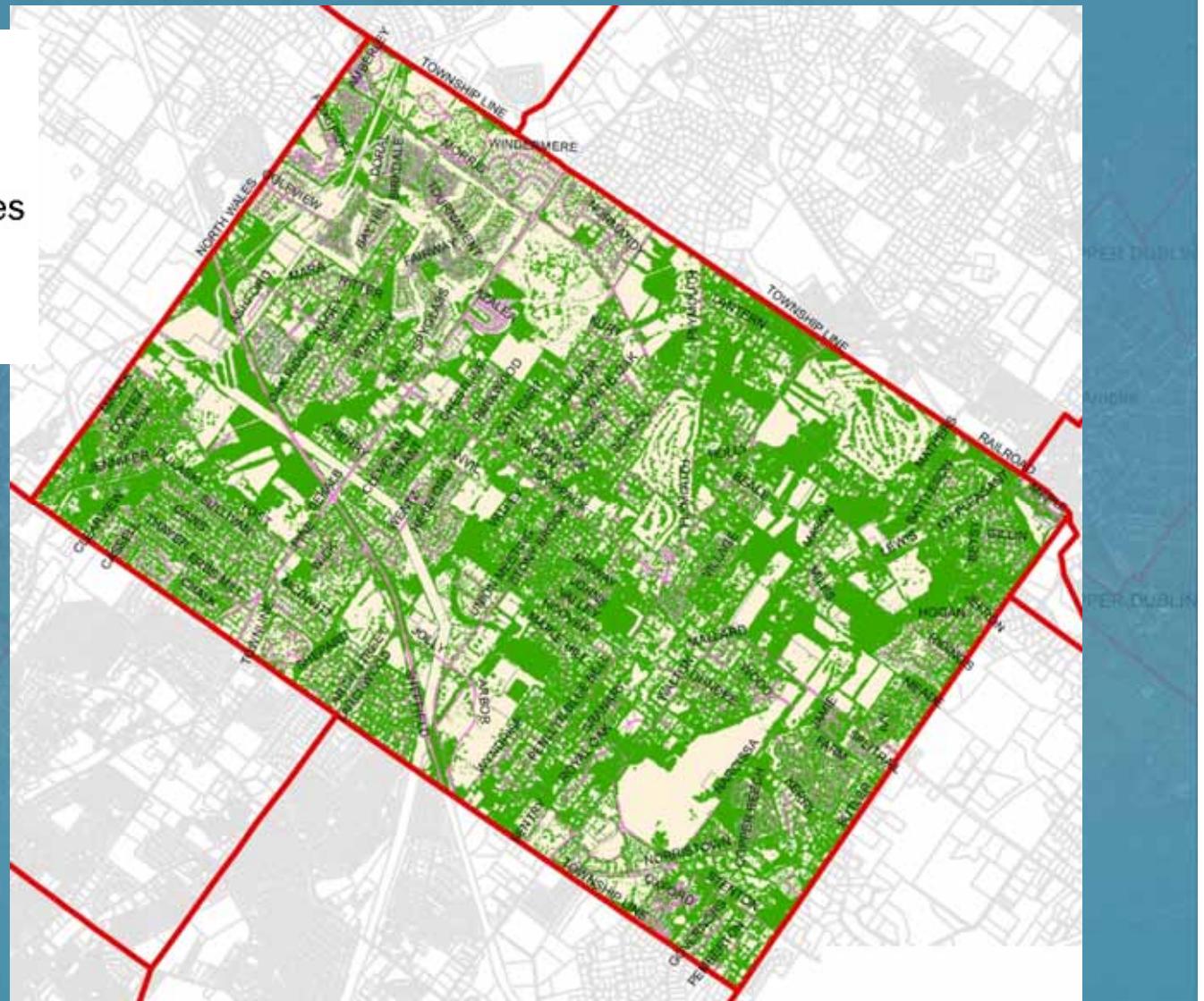


Tree Cover

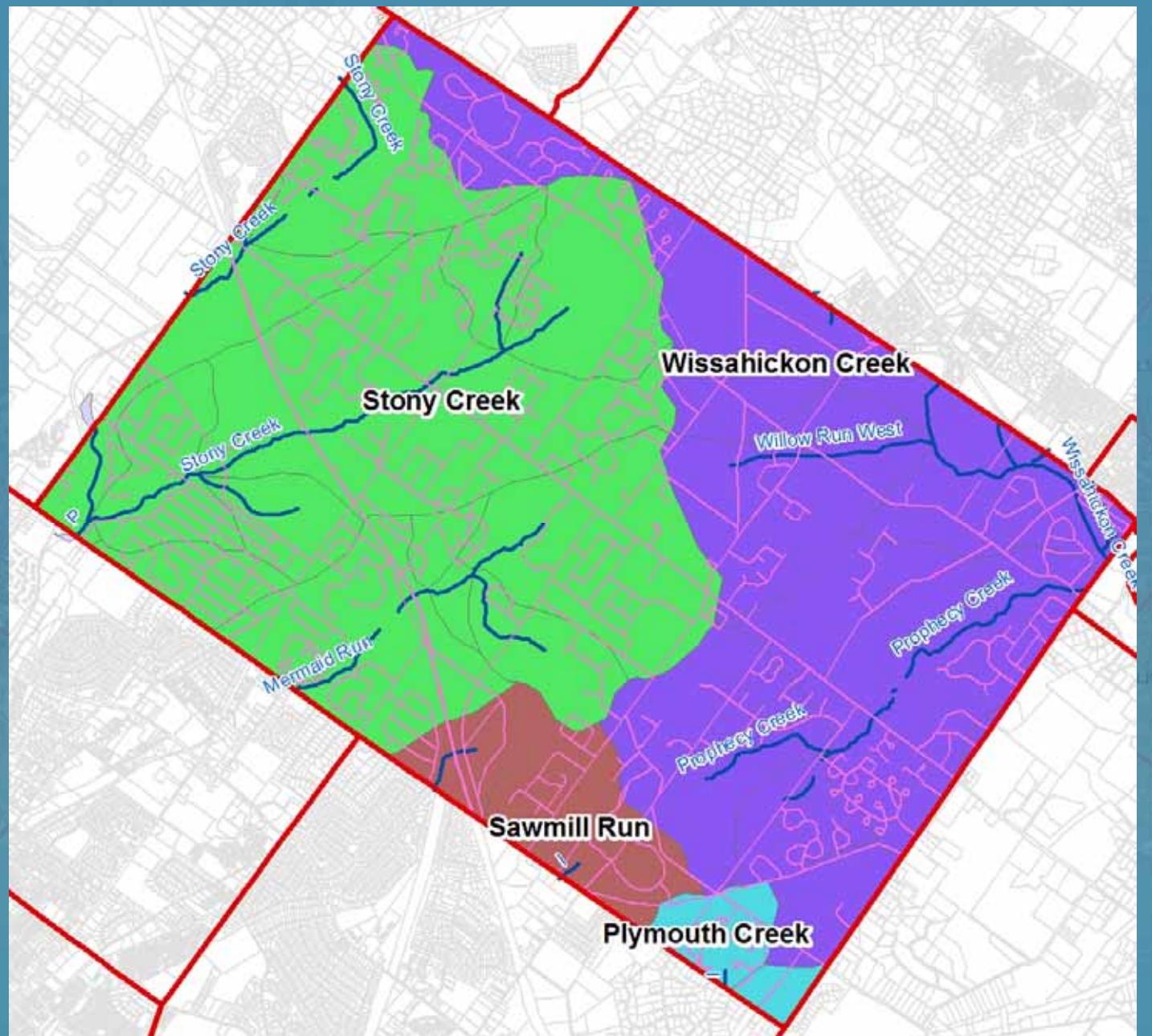
- 3,547 Acres (43%)

Legend

- Tree Canopy
- Municipal Boundaries
- Whitpain Parcels
- Road Centerlines



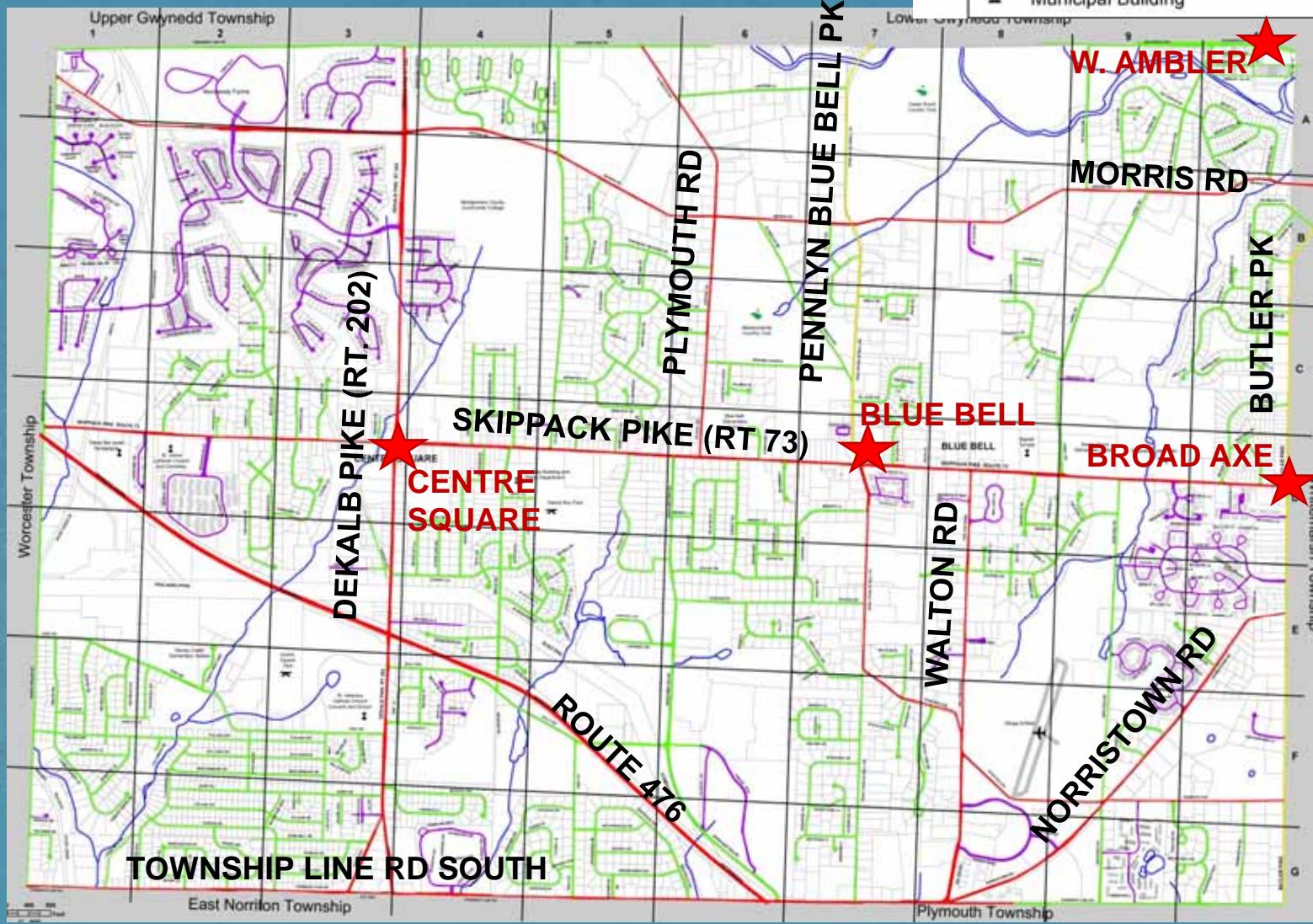
Streams & Watersheds in Whitpain Township



TRANSPORTATION

State, County, Township, & Private Roads

Churches	Streams
Schools	State Roads (21.09 mi.)
Airports	County Roads (3.75 mi.)
Country Clubs	Township Roads (68.43 mi.)
Parks	Private Roads (21.38 mi.)
Municipal Building	

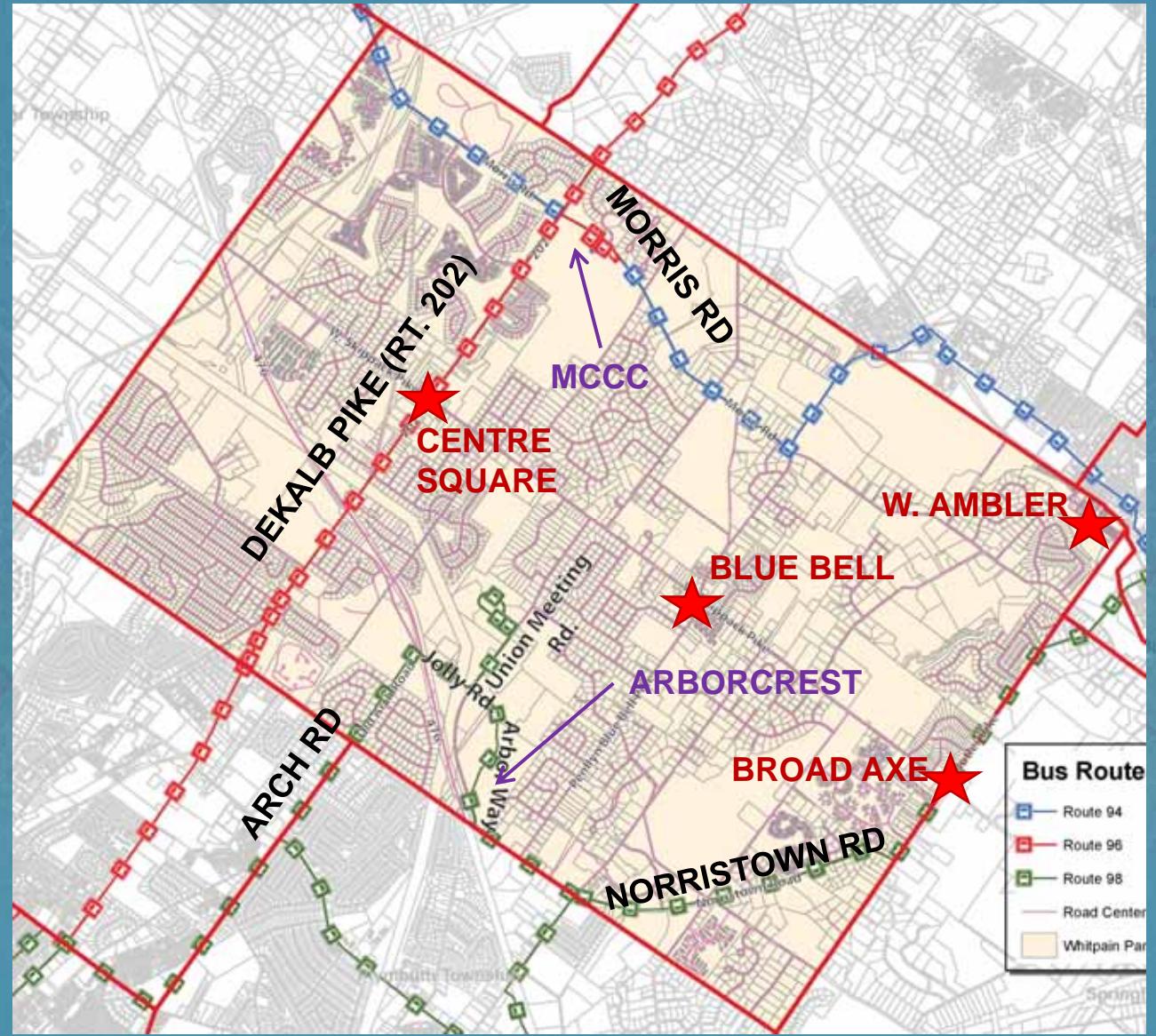


SEPTA Bus Routes in Whitpain

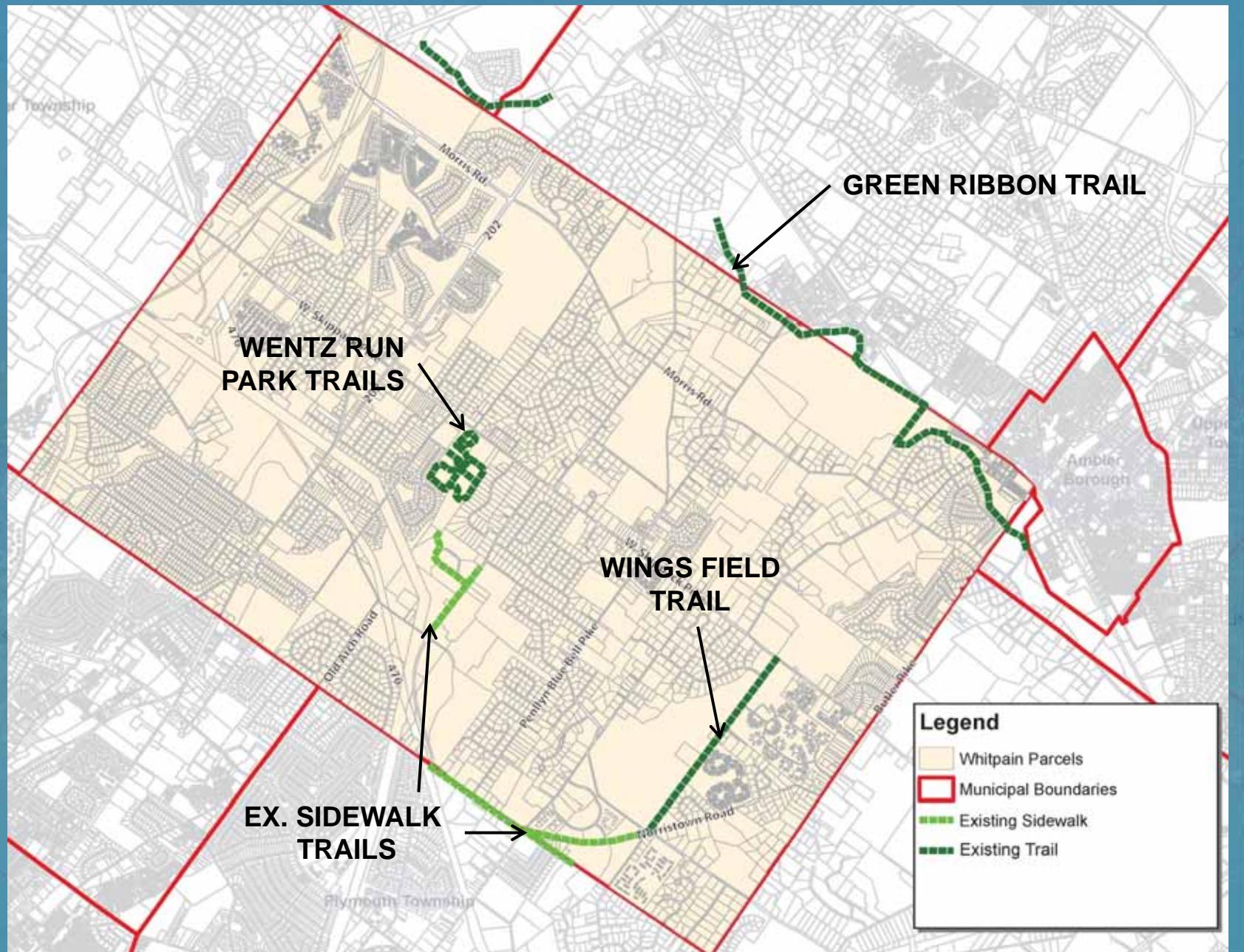
Is there a need for a Route 73
bus route through Blue Bell?

Bus Routes

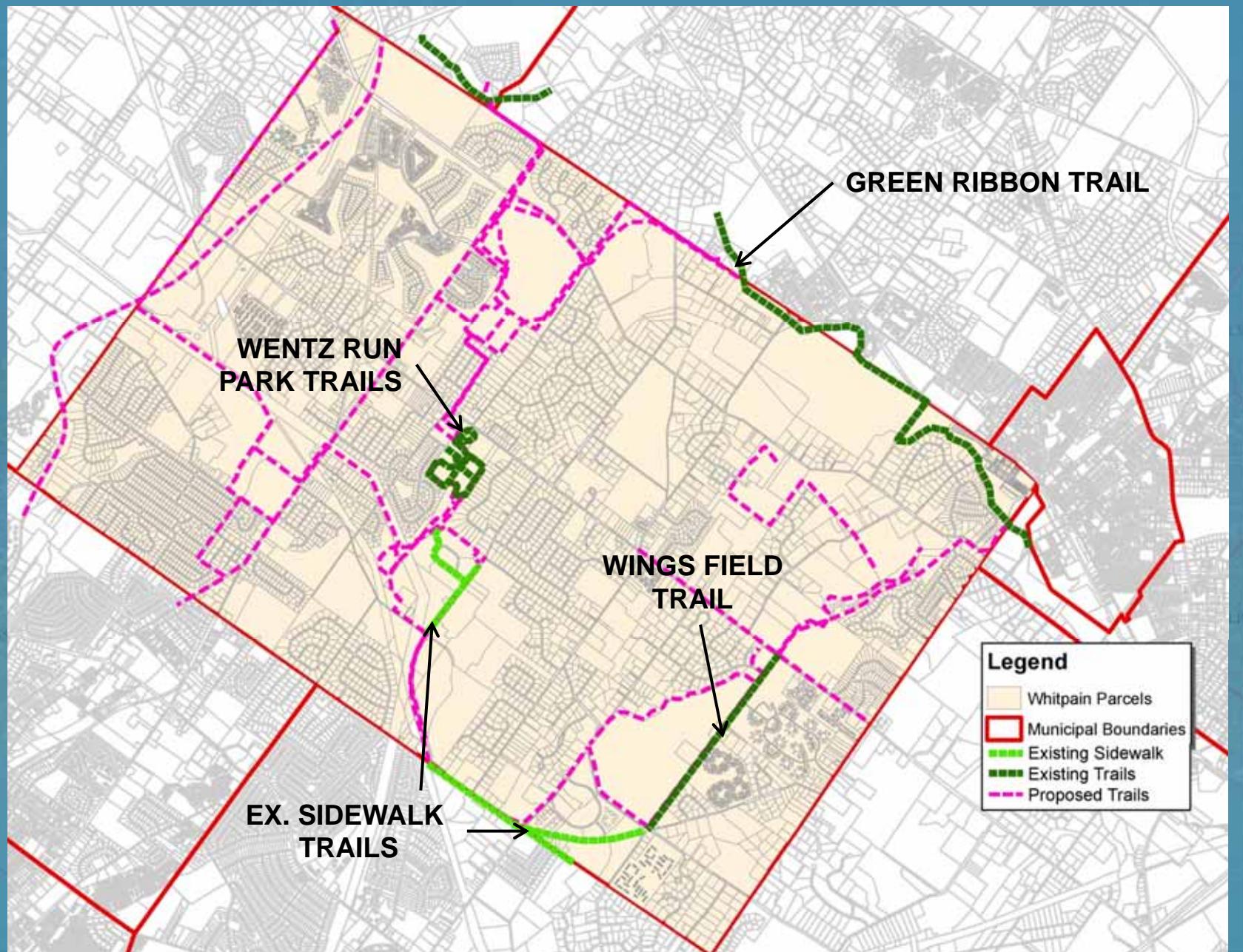
- Route 94
- Route 96
- Route 98
- Road Centerlines
- Whitpain Parcels



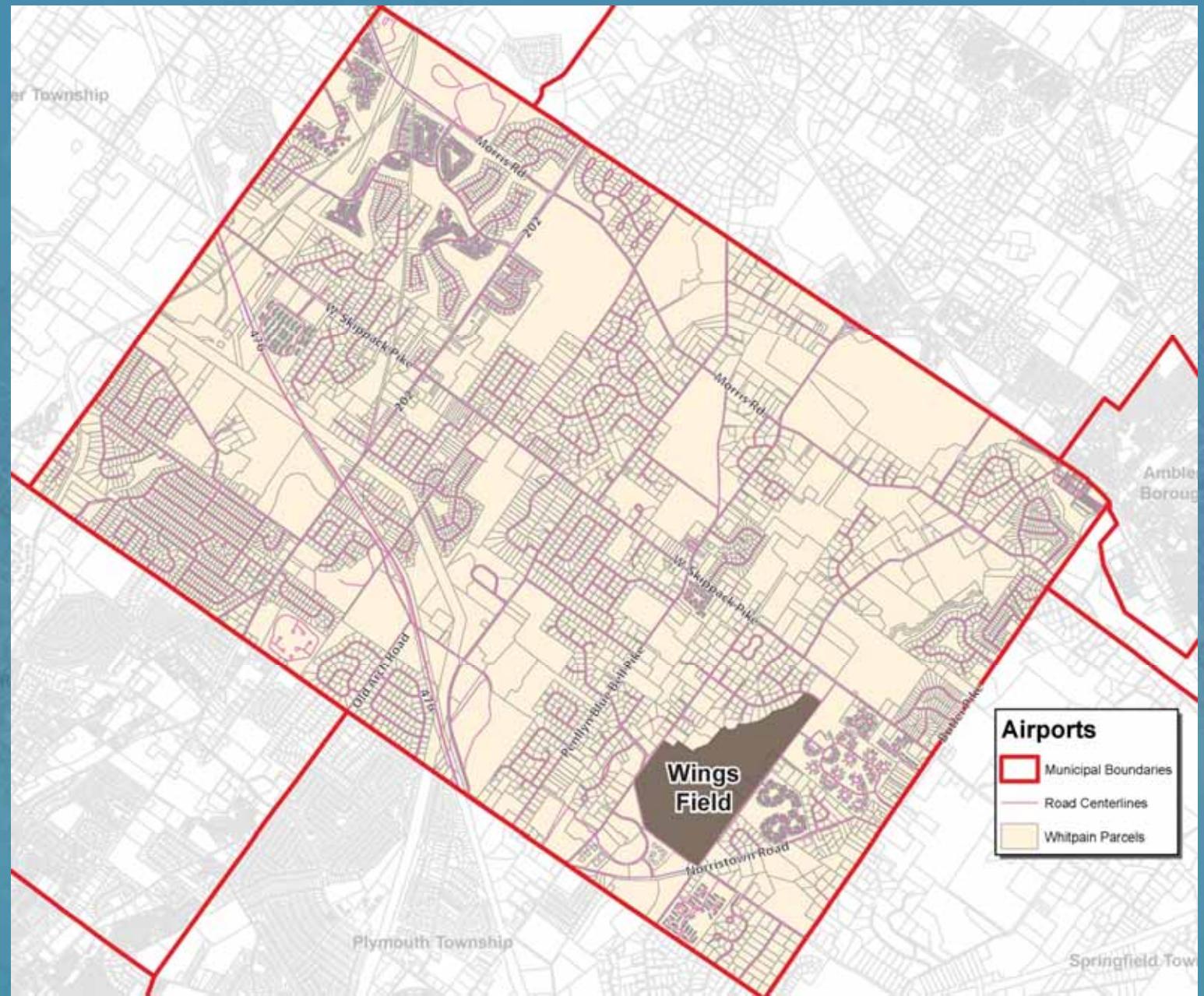
Existing Trails



Proposed Trails

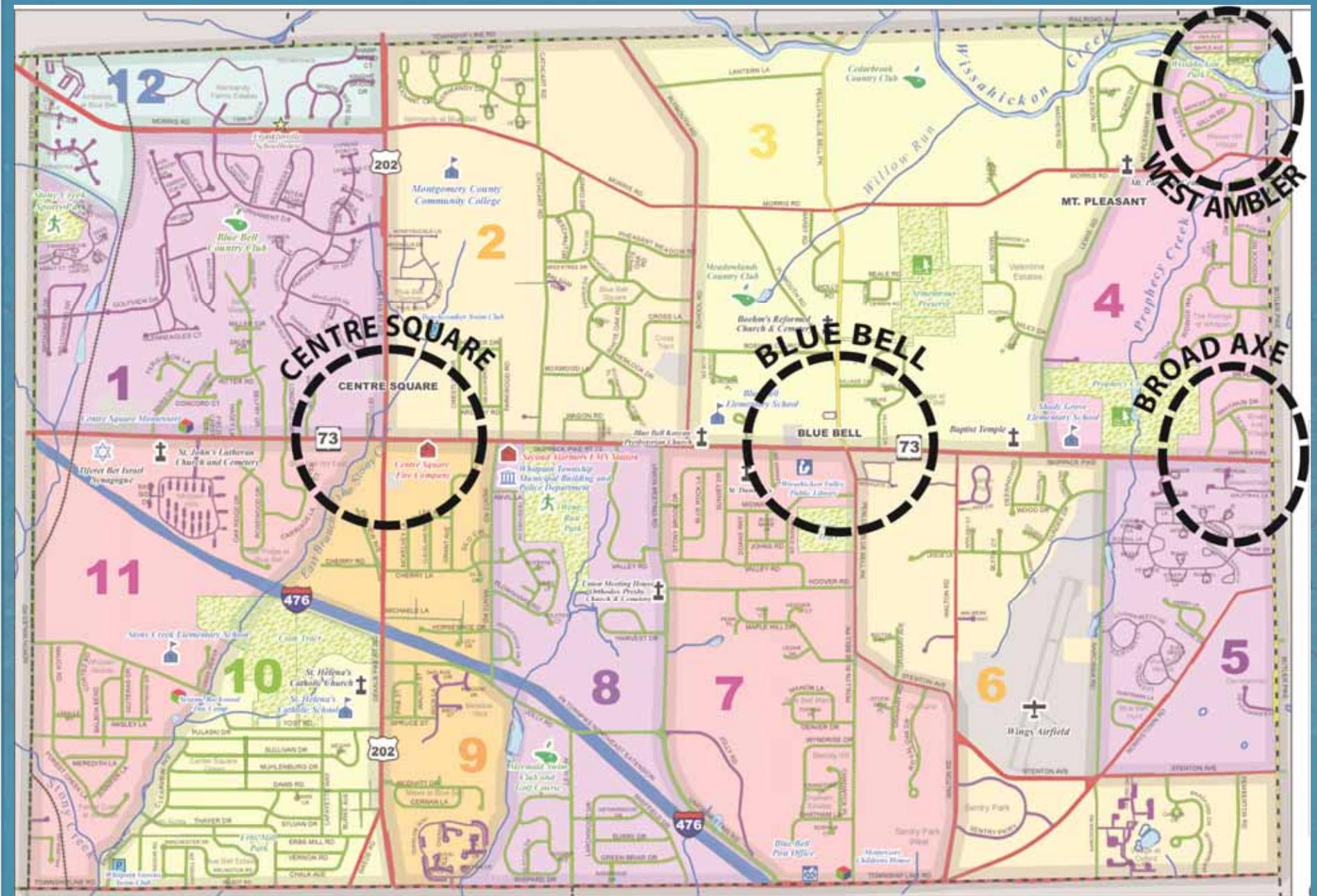


Wings Field



TOWNSHIP VILLAGE AREAS

Whitpain Township's 4 Villages



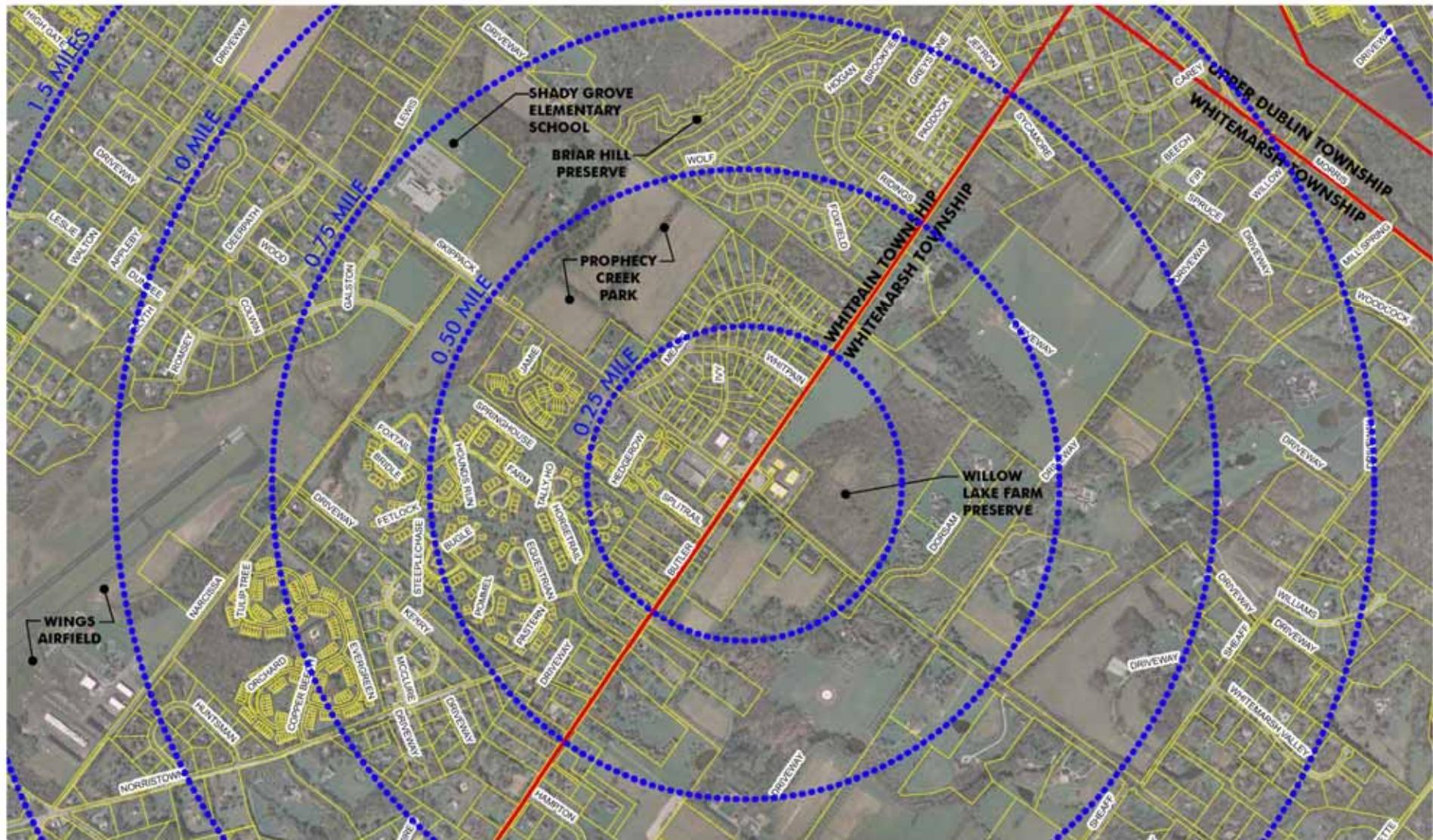
VILLAGE FOCUS: BROAD AXE VILLAGE



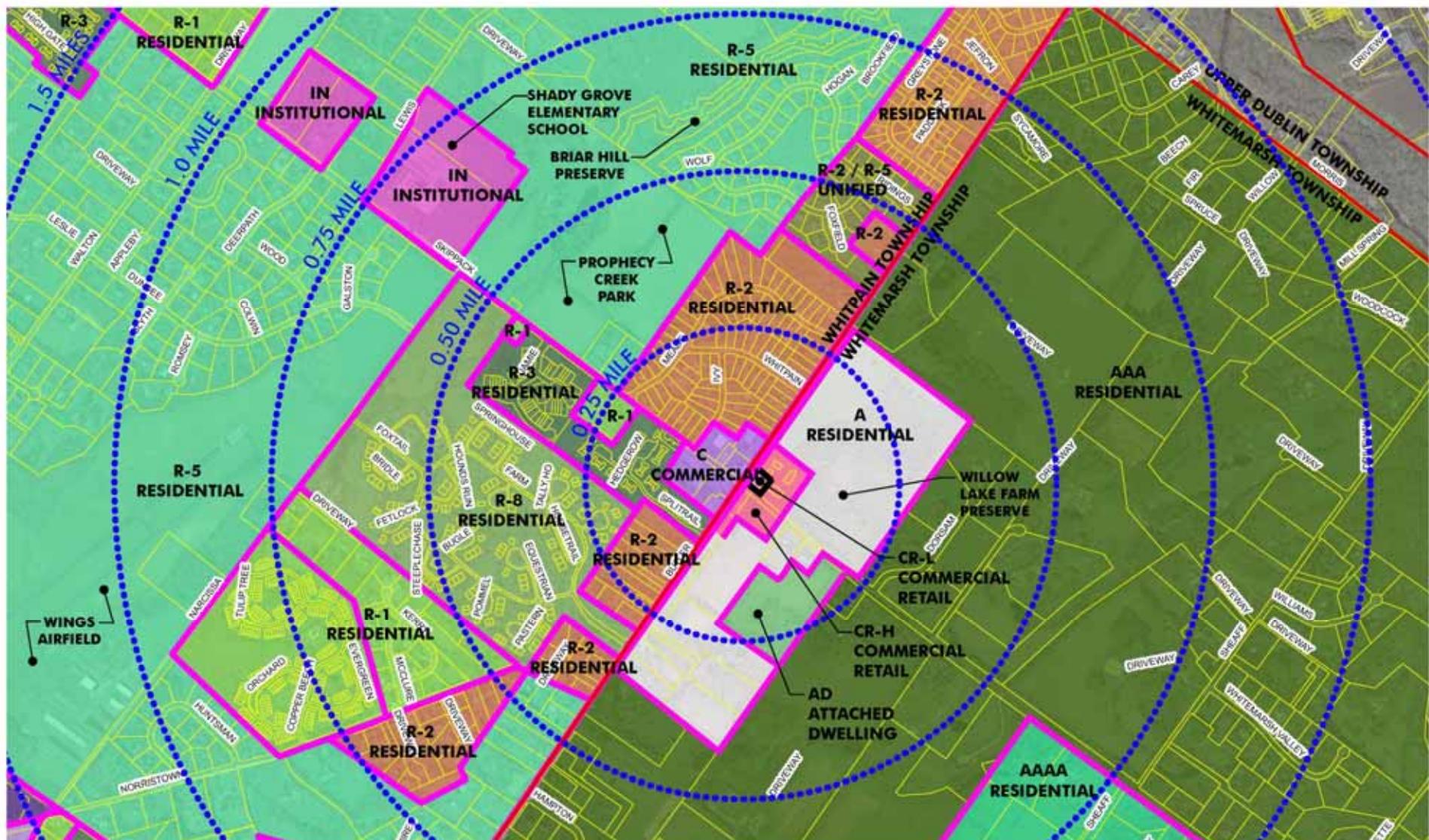
Broad Axe Village



Broad Axe Village - Distances to Village Center



Broad Axe Village - Zoning



Property Lines
Municipal Boundary (Typ.)
Distance to Village Center

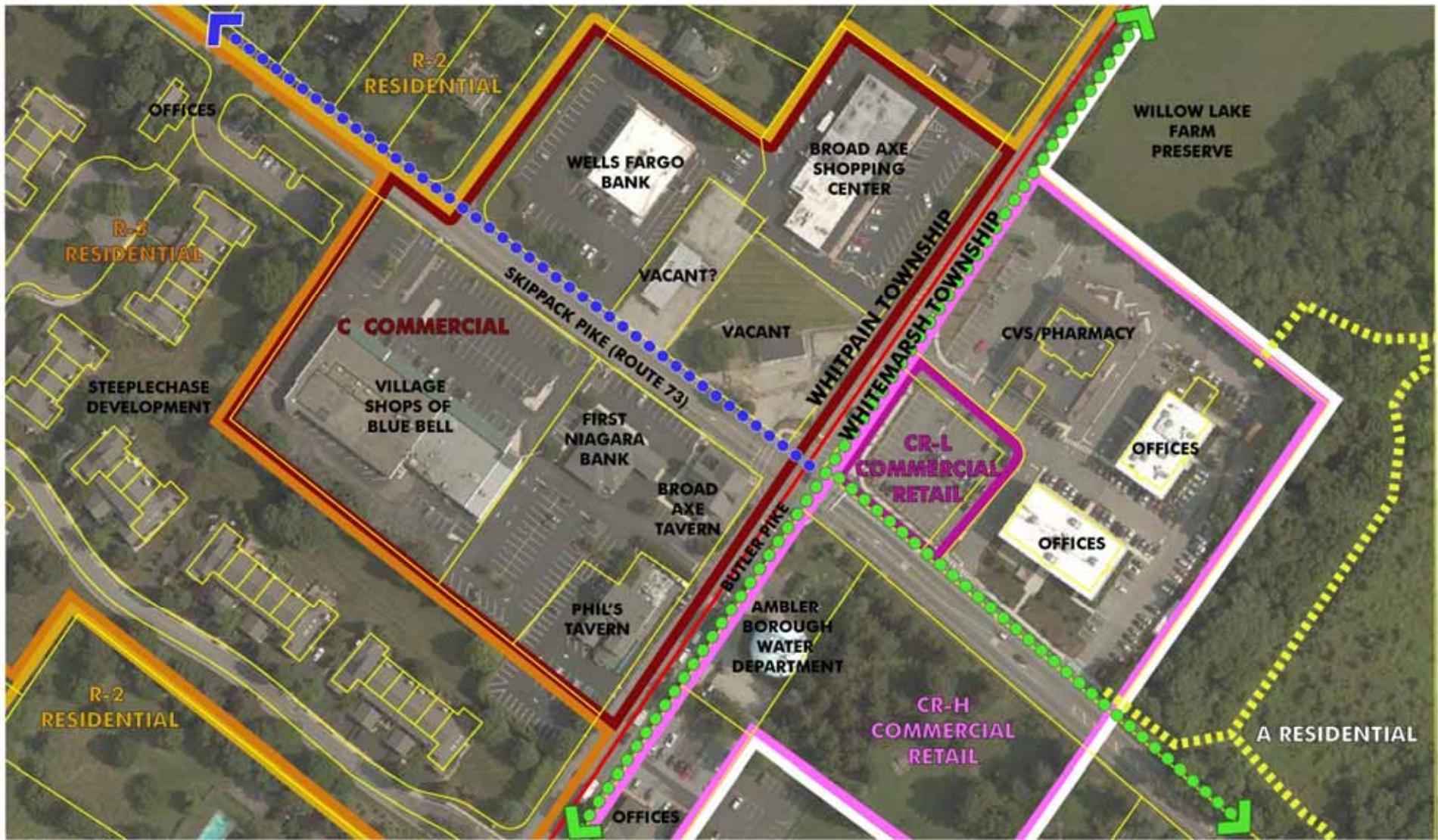
Zoning Boundary

BROAD AXE VILLAGE

Whitpain Township, Pennsylvania

2/4/15

Broad Axe Village



Broad Axe Village



Village Stores of Blue Bell



Wells Fargo Bank & adjacent vacant building

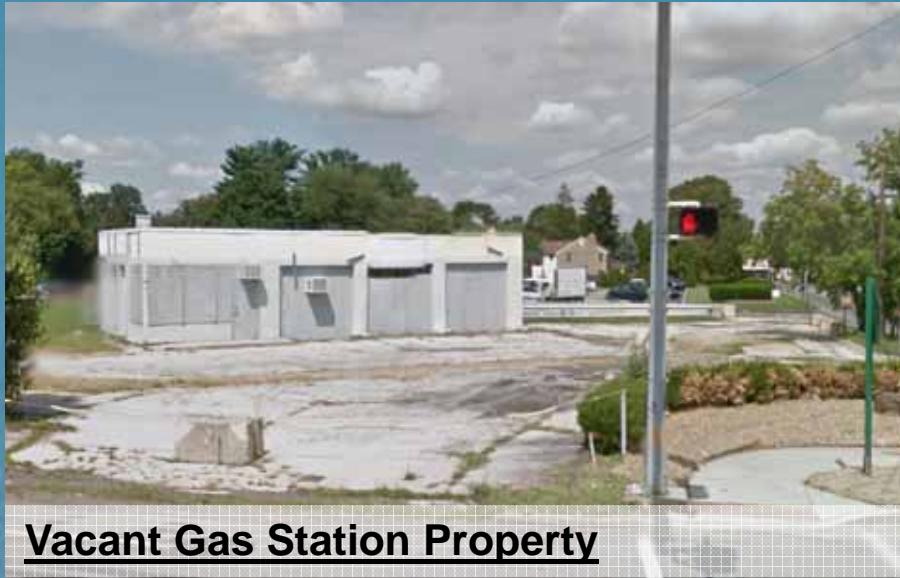


First Niagara Bank

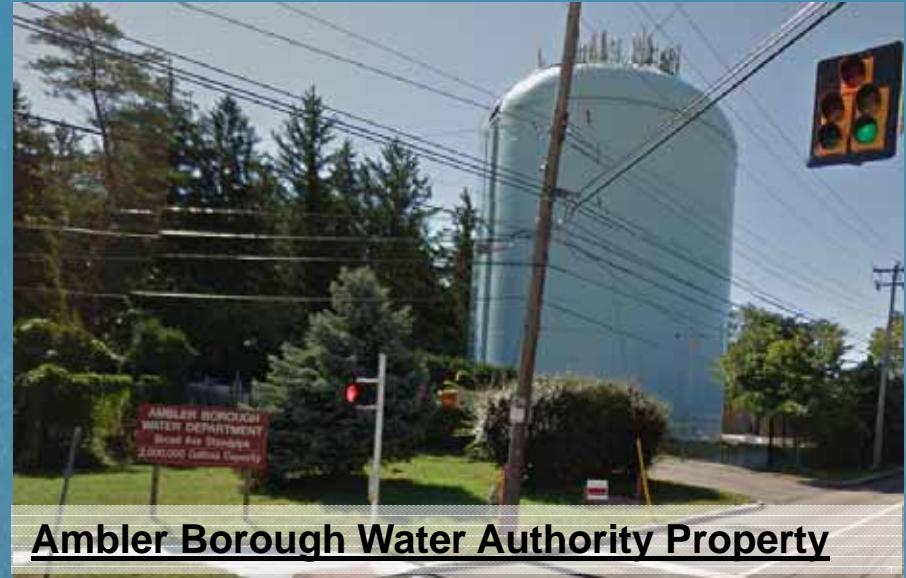


Broad Axe Tavern

Broad Axe Village



Vacant Gas Station Property



Ambler Borough Water Authority Property



CVS/Pharmacy and (2) Office Buildings



Broad Axe Shopping Center

Broad Axe Village



Phil's Tavern



Office Building



Broad Axe Village Opportunities and Challenges

- Walkability, safe pedestrian routes, and trail connections
- Connections to School and Prophecy Creek Park
- Eliminate short vehicular trips to village
- Development of two vacant properties
- Appearance of future development
- Marketing of Broad Axe Village
- Coordination with Whitemarsh Township to strengthen village center
- Streetscape improvements
- Traffic calming measures

Community Survey

Obtaining feedback from the community is vital to the planning process. We would appreciate you taking the time to complete the following 26 question survey. It should take about 10-15 minutes.

To take the online survey, please use the link below:

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

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

Now, your ideas, comments, and suggestions.

Brainstorming – Card Technique

GOALS

Goals and priorities for the project — initially broad, then specific: “Enhance Village Areas” or “Improve Traffic Safety”

Existing land use, roadway conditions, natural resources, Township destinations, development projects, trails, all the various interest groups / Partners involved in the project

FACTS

CONCEPTS

Ideas for attaining project goals — “Create Safe Pedestrian Sidewalks”, “Enhance Marketing of Villages”, or “Enhance Stormwater Management”

Next Town Hall Meeting: Wed. Feb. 25th, 7:00 pm

Topic: Environmental Factors

Village Focus: Blue Bell Village

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

Keynote Speaker: Dr. Jeff Featherstone, Professor of Community & Regional Planning Temple University – Ambler Campus

Next Town Hall Meeting: Wed. Feb. 25th, 7:00 pm

Comprehensive Plan for Whitpain Township

Project Schedule

