



Whitemarsh Comprehensive Plan Update: Housing & Land Use

Public Workshop #3: September 20, 2018

Agenda

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





Process Recap

What is a Comprehensive Plan?

A document that...

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



How Do We Get There?

August – November
2017

1

Where Are
We Now?



October 2017 –
January 2018

2

Where Do We
Want to Go?



February – July
2018

3

Future Land
Use Planning



August – Dec 2018

4

How Do We
Get There?

Actions,
Recommendations and
Implementation



Where do you **live** or **work**?



Place a **red** pushpin where you live.

Place a **yellow** pushpin where you work.



What We've Heard



Engagement Recap

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



Visioning – In A Word

Walkable

Welcoming

Open

Sustainable

Bucolic

**A widened
Ridge Pike**

**Slow
development**

Friendlier

Rural

Single Homes

**Bike trails that
connect!**

Solar powered

Sidewalks & handicap ramps that connect

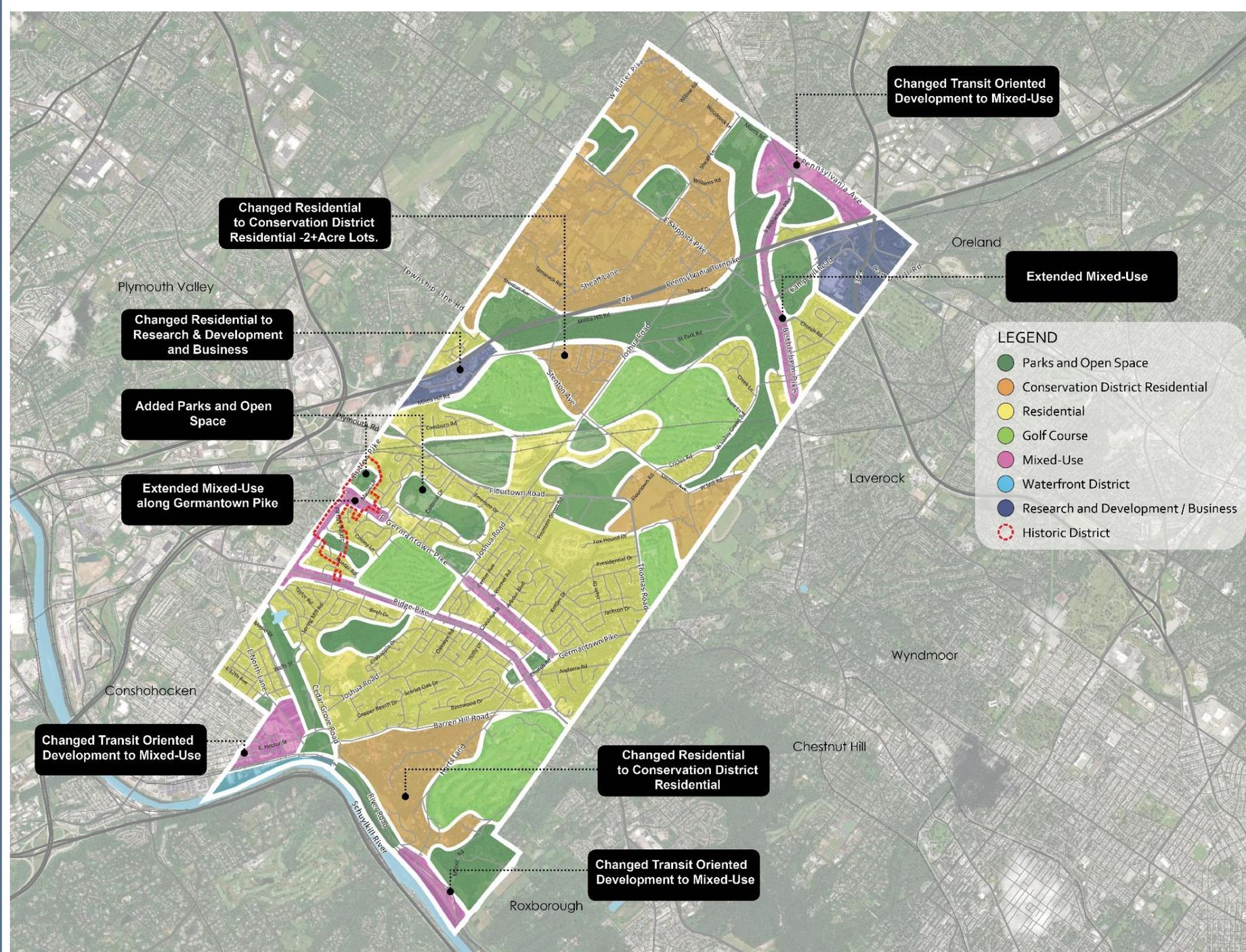
**Accessible business
corridors**



Emerging Themes...

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

We Heard You...



We Heard You... Important Considerations for Policies and Actions

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



The Plan Framework

Components of the Policy Framework

Goals



Land Use



Housing



Circulation



Quality of Life

Policies
(Objectives)

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

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

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

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

Actions

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



Land Use

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

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

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

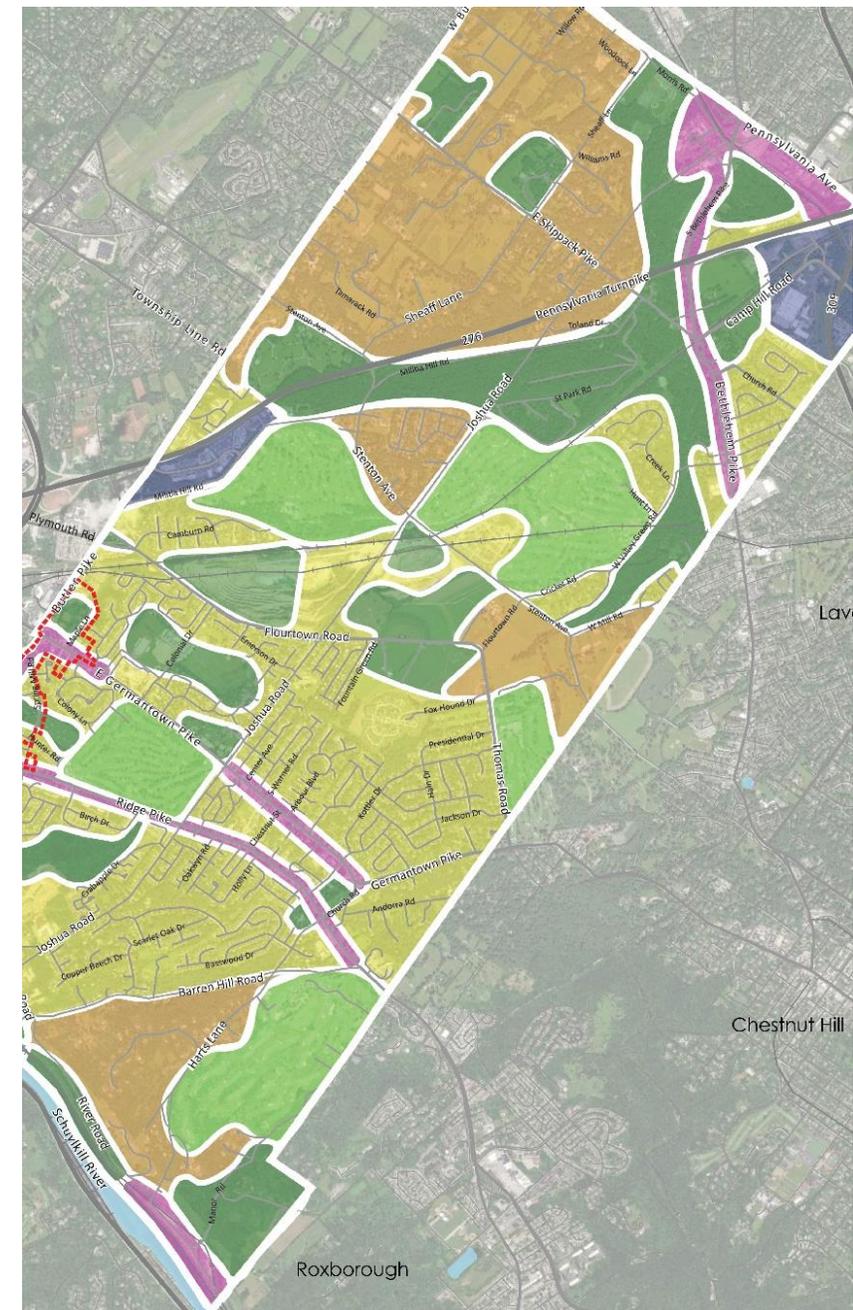
Policy #3 – Viewsheds and Natural Resources: Protect and enhance Whitemarsh's viewsheds and natural resources.

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



Land use and Zoning

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





Commercial Development

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





Commercial Development

- Offer **incentives** to existing business owners to make improvements to their properties. Educate building owners and landlords about the benefits of investing in their property.
- Where parking lots are located between commercial buildings and streets, require a designated **pedestrian path connecting** from the street or sidewalk (where applicable).





Viewsheds and Natural Resources

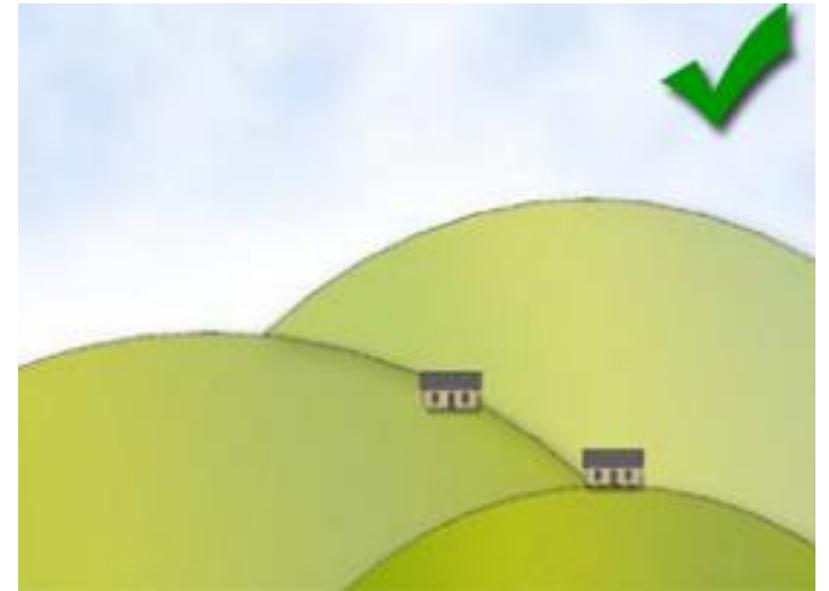
- Develop a **Scenic Resources Inventory** to identify existing resources and ensure key viewsheds and natural areas are identified for future protection.
- **Review and update ordinances** to ensure viewsheds, riparian corridors and hillside development standards are adequately addressed.
- **Strengthen and simplify the existing conservation district overlay**, to facilitate cluster development that protects scenic and natural resources.





Viewsheds and Natural Resources

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





Historic and Cultural Resources

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





Historic and Cultural Resources

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





Housing

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

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

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

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



Infill Residential Development

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



Housing Diversification

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





New Residential Development

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





A Circulation

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

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

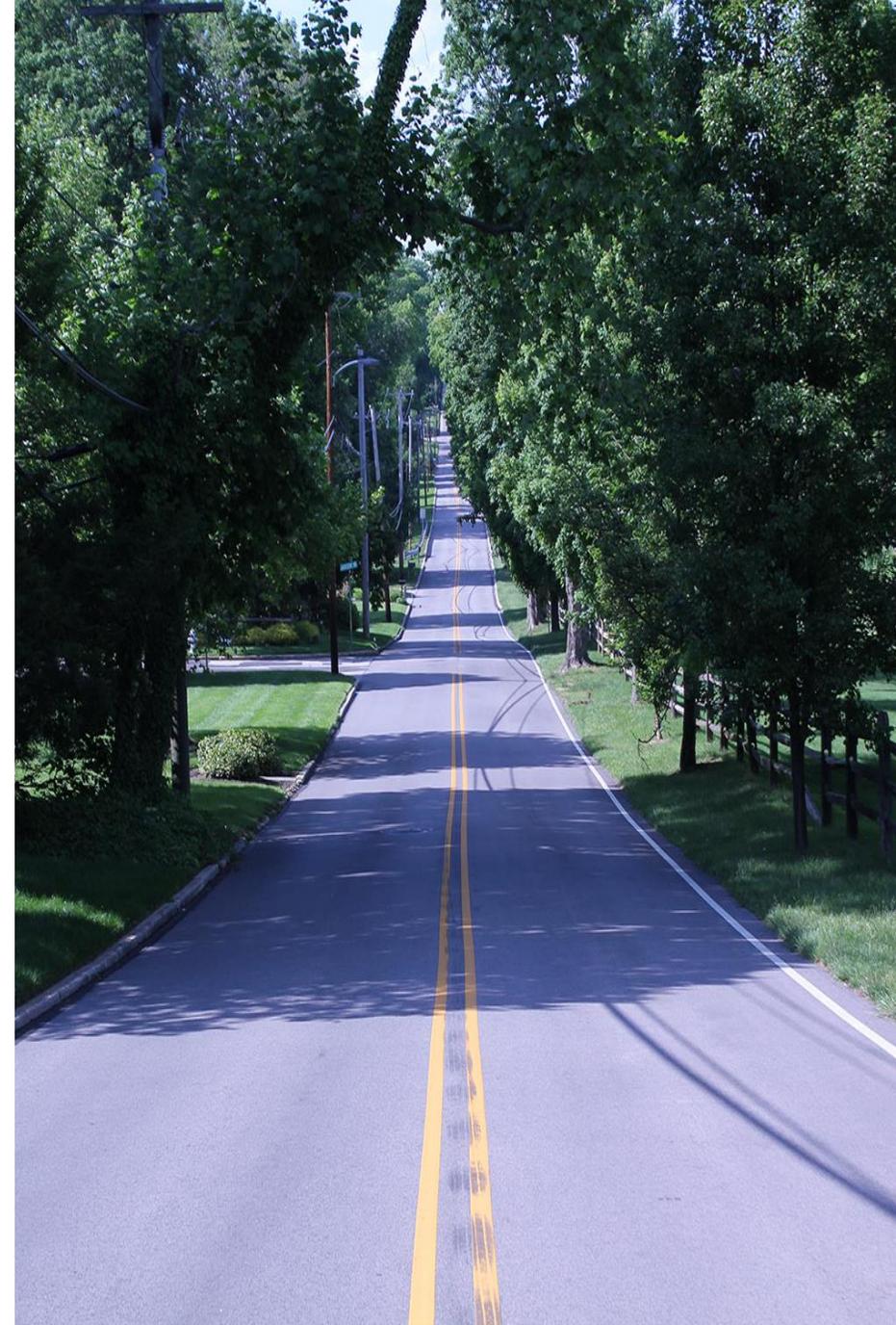
Policy #2 – Complete Streets: Develop and implement a Complete Streets policy.

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

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

Roadway System

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



Complete Streets

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



Complete Streets

- Ensure all new sidewalks are ADA compliant. Upgrade existing sidewalks for **ADA compliance** where possible, beginning along key connector corridors and pedestrian centers, such as Germantown Pike.
- Consider **traffic calming elements** in dense, mixed-use areas in order to promote increased walkability (Germantown Pike).



Streetscape Amenities

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



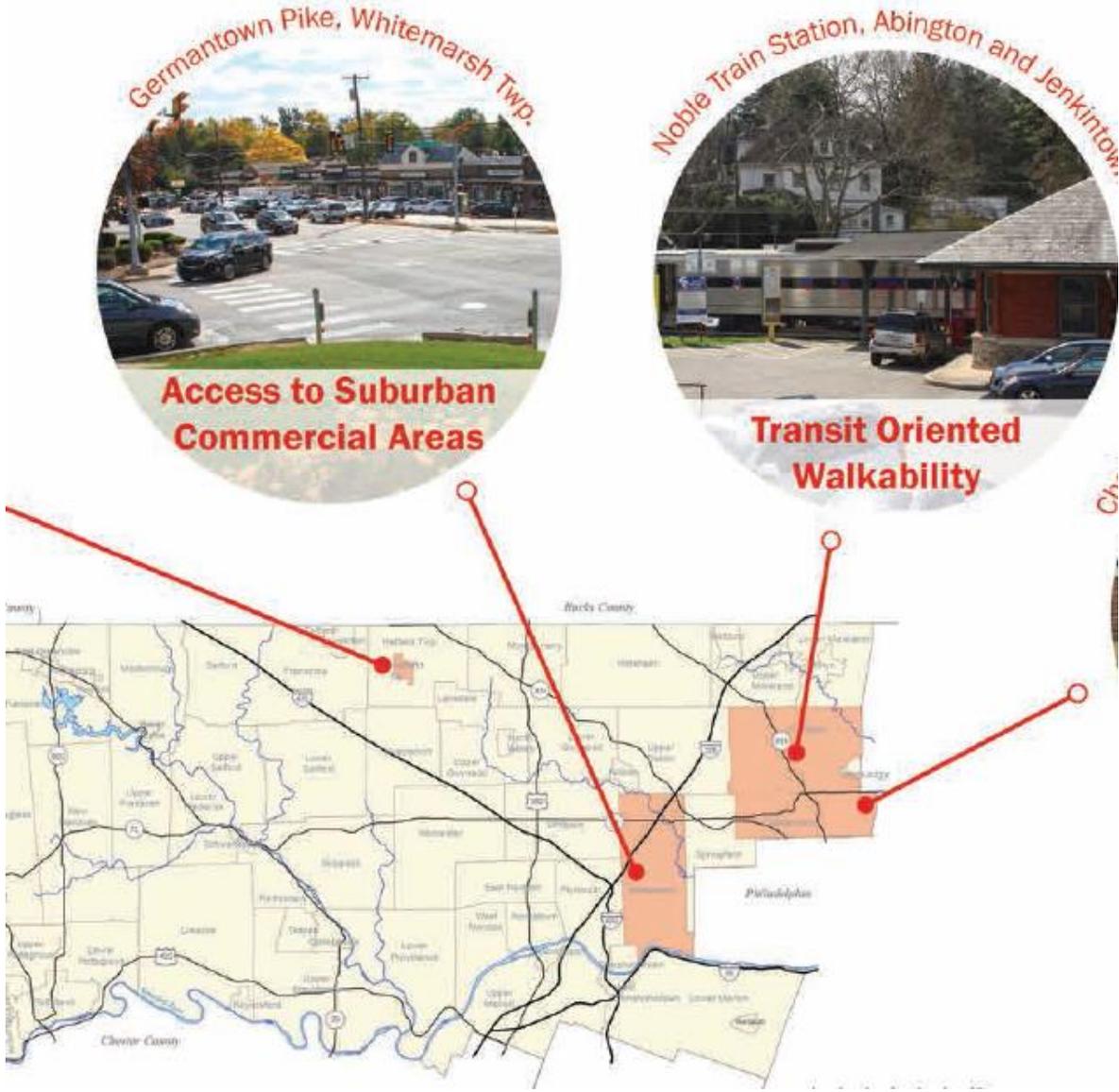
Streetscape Amenities

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



Pedestrian and Bicycle Connectivity

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



Pedestrian and Bicycle Connectivity

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





Quality of Life

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

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

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

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

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

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



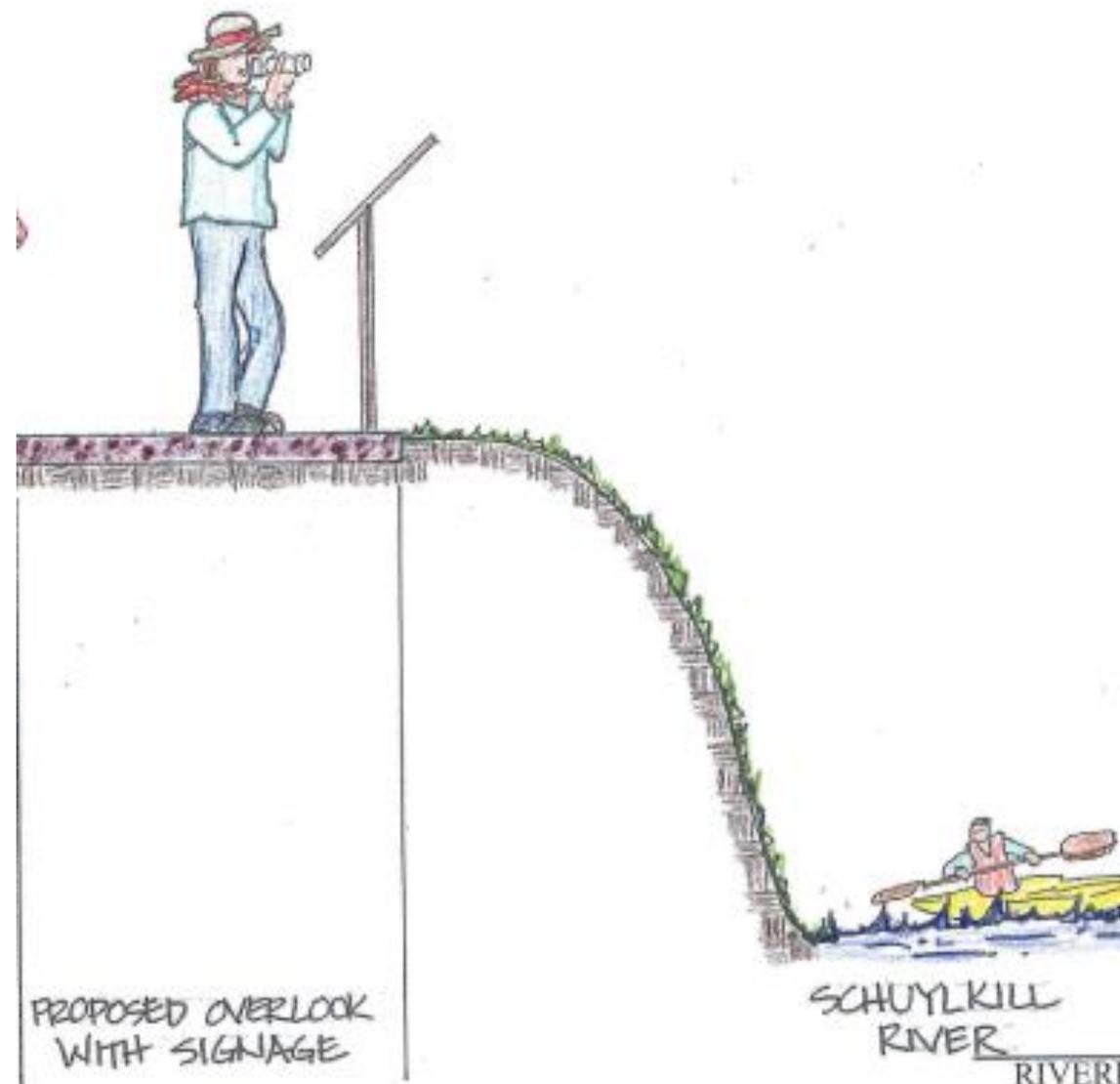
Open Space Network

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



Open Space Network

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





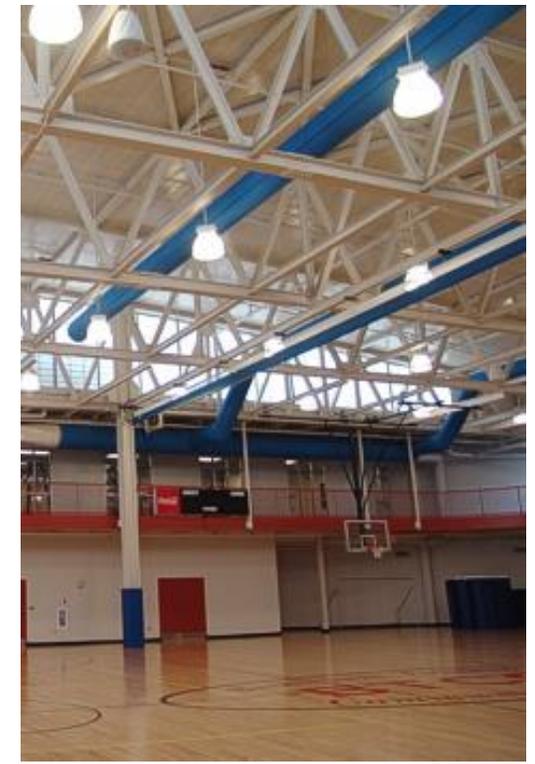
Programming and Facilities

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



Programming and Facilities

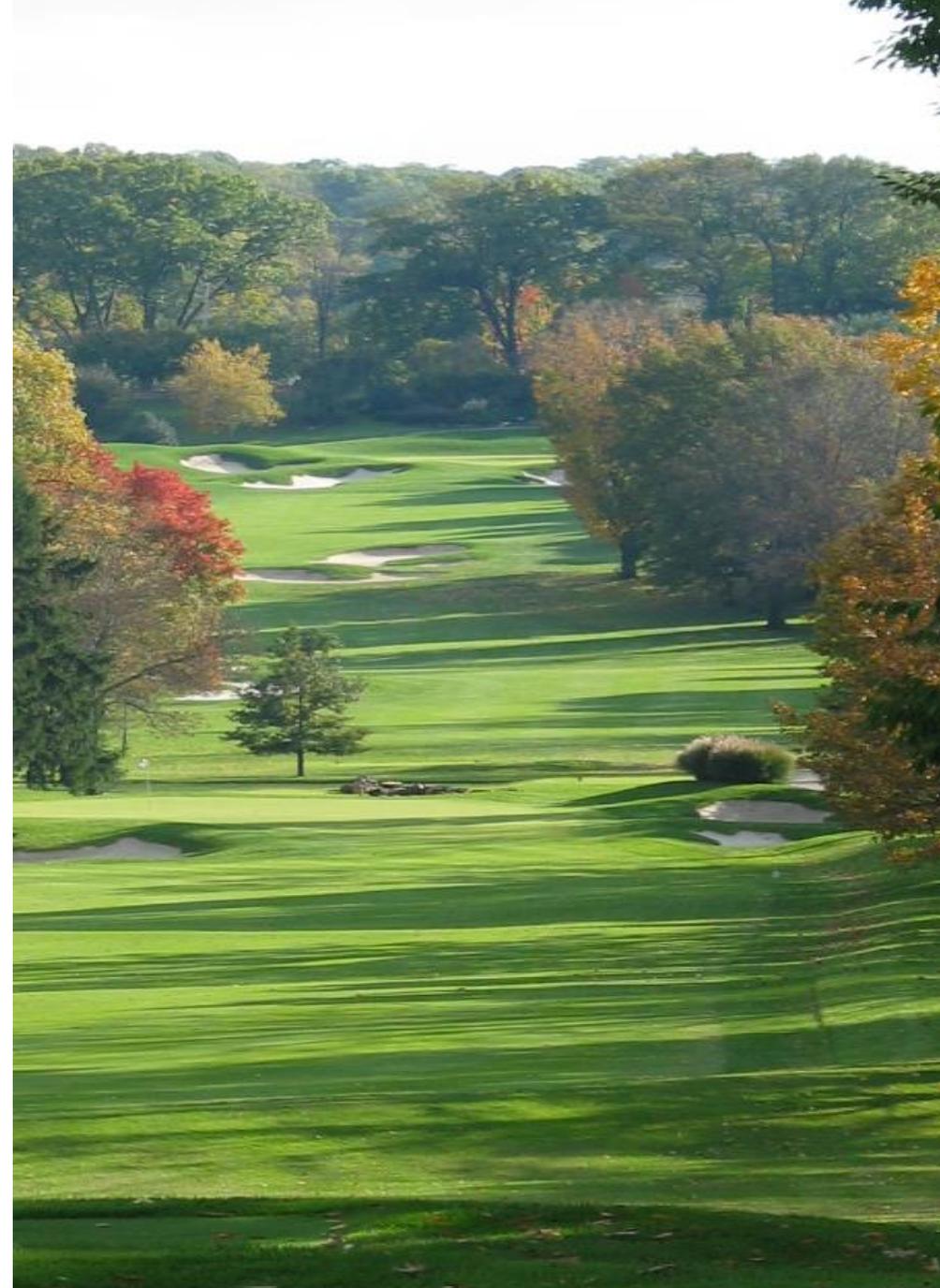
- Consider completing a **Community Center Needs Assessment**.





Open Space Preservation

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





Sustainable Design & Environmental Stewardship

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





Sustainable Design & Environmental Stewardship

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





Sustainable Design and Environmental Stewardship

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





Branding and Identity

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

Harborfest

Harborfest is a four-day admission-free festival during the last week of July and brings over 100,000 people to the City of Oswego each year. Since its founding in 1988, Harborfest has brought to its stages more than 600 national, regional and local performing artists. The small part-time staff and a volunteer board of directors work hard to provide quality entertainment and memorable experiences for people of all ages from the arts and crafts venue at River Walk East, the Jazz and Blues Stage in Washington Square Park (East Park), the Veteran's Stage at River Walk West, the Children's Park in Franklin Square Park (West Park), the Midway on the north end of West First Street, the Lakeview Stage at Breitbeck Park and the world famous Gruzzi Fireworks display in the harbor.

OSWEGOHARBORFEST.COM

FOR ALL

FOR ACTIVE ADVENTURERS

Fishing

In the fishing capital of the Northeast, year-round fishing opportunities abound in the waters of Oswego County. Anglers seeking trout, as well as the ever-popular walleye, bass, perch, carp or other enjoyable fishing experiences, can expect to have an ice fishing opportunities abound on Oneida Lake and Sarcy Pond during the winter months. For a complete list of where to fish, charters and other fishing information, visit VISITOSWEGOCOUNTY.COM.

Waterfront Dining

Be sure to bring your appetite. Along an entire waterfront you will find a wide variety of menus and ambiances - not to mention spectacular views. Whether you seek a sunset on the water over martinis or a cozy dinner indoors, you will find what you are looking for.

Farm Market

shopping and delicious eats at

FOR FOODIES

FOR FAMILIES

Oswego Speedway

The Oswego Speedway is one of the most distinct and exciting features of Oswego. This legendary race track was built in 1951 and hosts numerous car series including Super DIRT Week, a race held every October where DIRTcar modified drivers compete on approximately 6,900 cubic feet of clay. Fun for all ages, the Speedway is a great way to spend an afternoon with family.

OSWEGOSPEEDWAY.COM

The Children's Museum of Oswego (CMOO)

Bring the family together for an afternoon of fun and learning! Children and adults alike will have one-of-a-kind interactive experiences with CMOO's numerous exhibits. Families will find a variety of explorative opportunities, activities and entertainment designed to promote physical and intellectual development.

CMOO.ORG



Branding and Identity

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

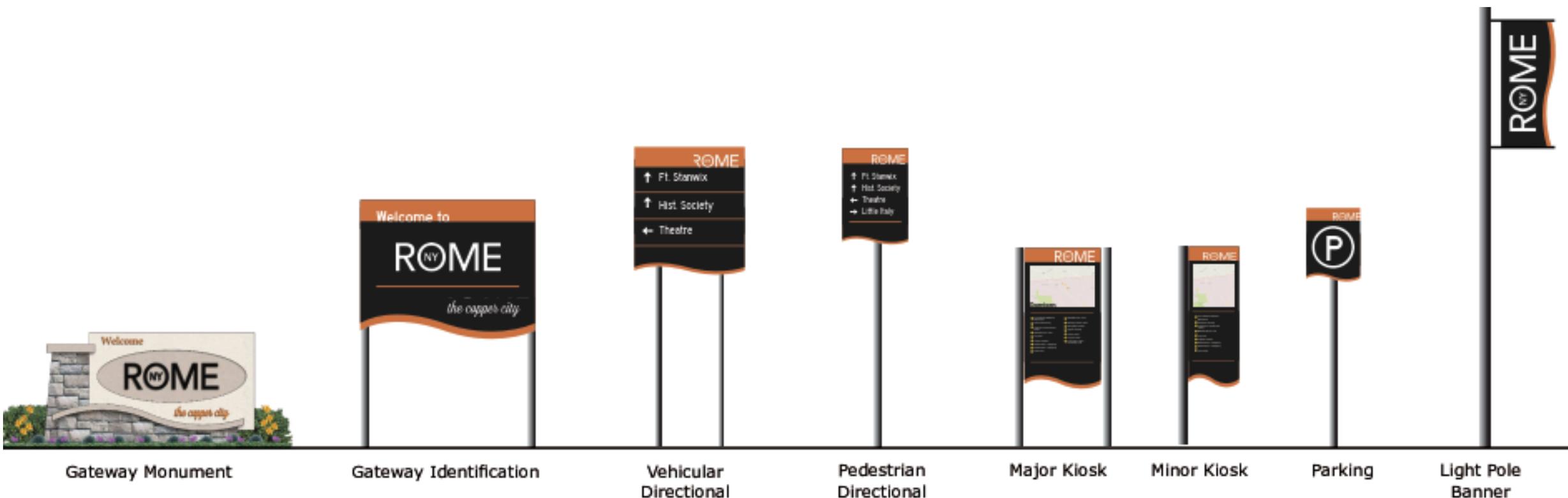
USING
ART to
CREATE
IDENTITY





Branding and Identity

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



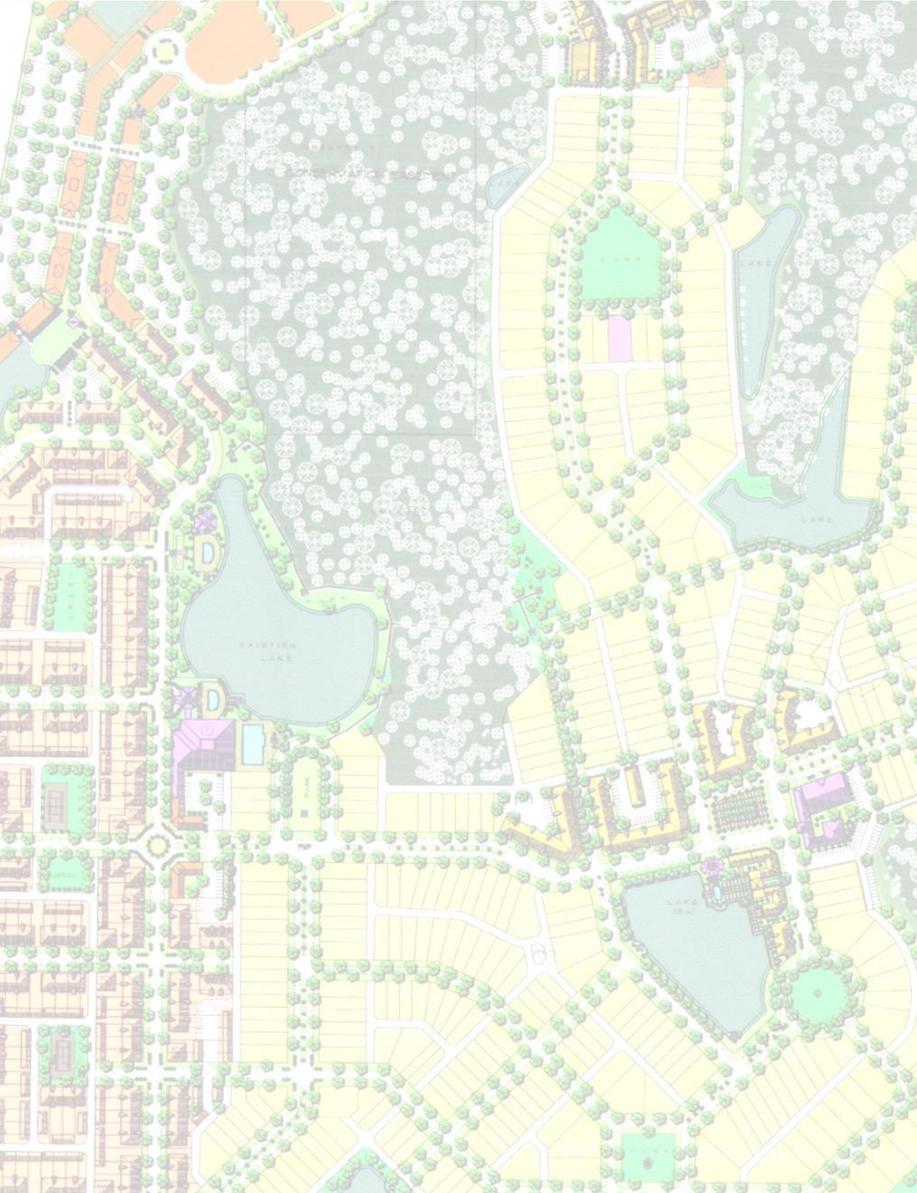
A photograph of a residential street with houses under construction. The houses have grey roofs and some are partially finished with green siding. A semi-transparent grey box is overlaid on the center of the image, containing the text 'Workshop' and a call to action. The background shows a paved road, a sidewalk, and some landscaping.

Workshop

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



Next Steps



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