





# 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

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#### 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.

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- 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

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Broad Axe Villages that lie in multiple municipalities.

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

