

SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
WWW.SIMONECOLLINS.COM

MEETING NOTES

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

Location: **Whitpain Township Building** Meeting Date/Time: **10/15/14 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.

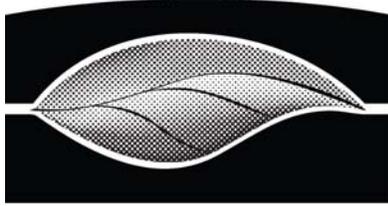
7. The plan should explain and attempt to mitigate traffic concerns in these village areas and throughout the Township. McMahon Associates is the traffic engineer on the consultant team and the Township indicated that they should be present at most, if not all, future committee meetings.
8. Urban Partners 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 Whitpain 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 Whitpain 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
WWW.SIMONECOLLINS.COM

MEETING NOTES

| | | | |
|-----------|---|-----------------------|----------------------------|
| Project: | Comprehensive Plan for Whitpain Township | Project No.: | 14083.10 |
| Location: | Whitpain Township Building | Meeting Date/Time: | 11/4/14 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. Bulter 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.**

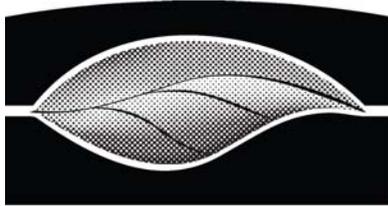
32. Morris Rd / Lewis Ln / Mt. Pleasant Ave – There is concern about the vertical curve on Morris. Two traffic lights are being considered.
33. **SC to check County plan for their desired roadway projects in the area.**
34. **SC to examine any Official Maps of adjoining municipalities.**
35. **Township 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
WWW.SIMONECOLLINS.COM

MEETING NOTES

| | | | |
|-----------|---|-----------------------|----------------------------|
| Project: | Comprehensive Plan for Whitpain Township | Project No.: | 14083.10 |
| Location: | Whitpain Township Building | Meeting Date/Time: | 11/5/14 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



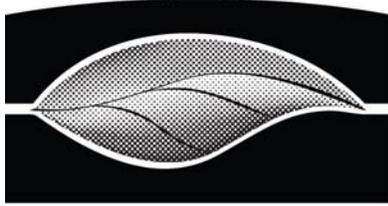
Jared Lowman, RLA
Project Manager

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 Kries | | | |
| David Mrochko | | | |
| GREG KLUGHARICH | | | |
| TIM BLANCH | | | |
| Dillon Horwitz | | | |
| JAIME GARRIDO | | | |
| Ken Corti | | | |
| Susan Mudambi | | | |
| Cathy Mc Gowan | | | |
| Fred Corner | | | |
| Melissa Murphy Weber | | | |
| JARED LOWMAN, SC | | | |
| PETER SIMONE, SC | | | |
| SANDY KOZA, MCMASTER | | | |
| Roman Pronczak | | | |



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
WWW. SIMONECOLLINS.COM

MEETING NOTES

| | | | |
|-----------|--|--------------------|----------------------------|
| Project: | Comprehensive Plan for Whitpain Township | Project No.: | 14083.10 |
| Location: | Whitpain Township Building | Meeting Date/Time: | 12/2/14 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



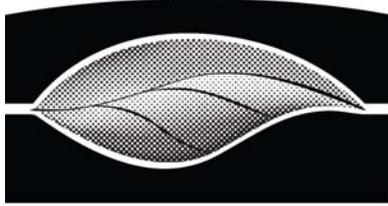
Jared Lowman, RLA
Project Manager

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>1/1 CCE</i> | ✓ | |
| Dillon Horwitz <i>student</i> | ✓ | |
| 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 | ✓ | |



MEETING NOTES

| | | | |
|-----------|--|--------------------|----------------------------|
| Project: | Comprehensive Plan for Whitpain Township | Project No.: | 14083.10 |
| Location: | Whitpain Township Building | Meeting Date/Time: | 1/20/15 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 Whippany 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

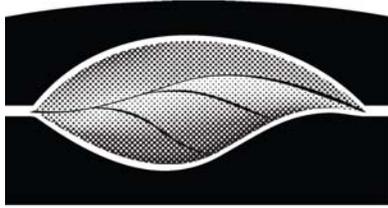
Cc: Committee
Sandy Koza, McMahon Associates
Chris Lankenau, Urban Partners

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 | ✓ | |

Chris LaRocca, Urban Partners ✓



MEETING NOTES

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

Location: Whitpain Township Building Meeting Date/Time: **3/3/15 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



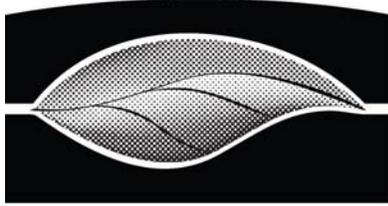
Jared Lowman, RLA
Project Manager

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 | x | |
| Dillon Horwitz | ✓ | |
| Greg Klucharich | ✓ | |
| Joan Knies | | |
| Ed Lane | x | |
| Bill Lutz Jr. | ✓ | |
| Cathy McGowan | x | |
| 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 | ✓ | |



MEETING NOTES

| | | | |
|-----------|--|--------------------|----------------------------|
| Project: | Comprehensive Plan for Whitpain Township | Project No.: | 14083.10 |
| Location: | Whitpain Township Building | Meeting Date/Time: | 5/21/15 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.

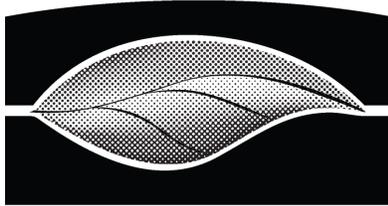
19. Corporate shuttles could also be good for local businesses and could help promote Whitpain. Large employers such as Aetna and COPT could be candidates for this type of service.
20. It was noted that there has been previous attempts to work with Greater Valley Forge TMA to implement shuttle systems 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



MEETING NOTES

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

Location: **Whitpain Township Building** Meeting Date/Time: **8/4/15 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



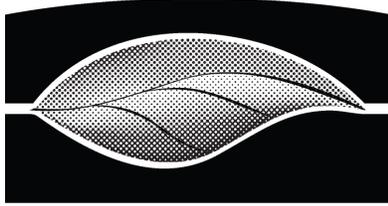
Jared Lowman, RLA
Project Manager

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
WWW. SIMONECOLLINS.COM

MEETING NOTES

| | | | |
|-----------|---|-----------------------|----------------------------------|
| Project: | Comprehensive Plan for Whitpain Township | Project No.: | 14083.10 |
| Location: | Whitpain Township Building | Meeting Date/Time: | 10/6/15 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 Whippain'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?

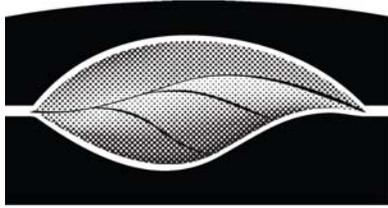
7. Revise transportation recommendations to distinguish between North and South Township Line Roads.

Sincerely,
SIMONE COLLINS, INC.
LANDSCAPE ARCHITECTURE



Peter M. Simone, RLA, FASLA
President

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



MEETING NOTES

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

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

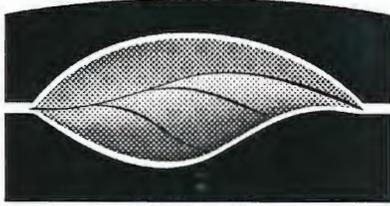
Sincerely,

SIMONE COLLINS, INC.
LANDSCAPE ARCHITECTURE

A handwritten signature in black ink, appearing to read "Jared Lowman". The signature is fluid and cursive, with the first name "Jared" and last name "Lowman" clearly distinguishable.

Jared Lowman, RLA
Project Manager

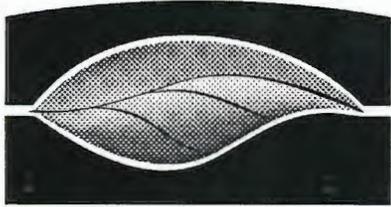
Cc: Committee
Sandy Koza, McMahon Associates
Chris Lankenau, Urban Partners



SIMONE COLLINS LANDSCAPE ARCHITECTURE

119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
 PHONE: 610.239.7601 FAX: 610.239.7606
 WWW. SIMONECOLLINS.COM

| NAME | ADDRESS | EMAIL |
|------------------------|-------------------------------------|-----------------------------------|
| 16. Steven Choyce | 1713 Sheffield Drive, Blue Bell, Pa | schoyce@mc.3.edu |
| 17. William Lutz | 2 Whitpain Dr | |
| 18. Jim Meyer | 16 Springhouse Ln Blue Bell | JRM@MEYERONEAGLE.COM |
| 19. SANDY MEYER | " | SMS@ " |
| 20. Betty Helpa | GRACE Baptist Church Blue Bell | betty-helpe@gmail.com |
| 21. Bob Allmatt | " " " | |
| 22. WARREN L. BARNHART | 53 W. SKIPPOCK PIKE, BROAD AVE | KULBREZE@VERIZON.NET |
| 23. Harry Jenkins | 3964 Forest Dr Doylestown PA | HJenkins11@aol.com |
| 24. Tamson Zucker | 559 Derwin Rd BB | tess1989@verizon.net |
| 25. Pat Mathues | Grace Baptist Church Blue Bell | |
| 26. Harold Mathues | " " " | haldoyoudb@verizon.net |
| 27. Pam Steitz | 951 Cross Lane Blue Bell | plsteitz@comcast.net |
| 28. David Buck | 33 Meade Rd Broad Ave | dbuck@phillies.com |
| 29. Chris Valle | 116 Muirfield Dr. Blue Bell | ChrisV459@yahoo.com |
| 30. Chader Christine | 6307 Turnpike Dr. Blue Bell | peck66@comcast.net |
| 31. Dorothy Christine | 6307 Turnpike Dr. Blue Bell | peck66@comcast.net |
| 32. Henry J. DeStueber | 201 Oakmont Dr. Blue Bell PA | 201mail@comcast.net |
| 33. Kathy Gallagher | 837 Ivy Pl. Ambler, PA | kgallagher@cdssh.org |
| 34. Mark Ebele | 832 Ivy Rd, Ambler, PA | |
| 35. ROMAN PRONCZAK | WHITPAIN TOWNSHIP | RPRONCZAK@WHITPAINTOWNSHIP.PA.GOV |
| 36. Liz Roben | 1 Whitpain Dr. | HAVICAT@gmail.com |
| 37. David Lieberman | 852 Ivy Road Ambler | DLAWLIEB@aol.com |
| 38. CAROL DEWICKI | 22 WHITPAIN DR | CD9033@MSN.COM |
| 39. | | |
| 40. | | |



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
 119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
 PHONE: 610.239.7601 FAX: 610.239.7606
 WWW. SIMONECOLLINS.COM

MEETING SIGN IN SHEET

Project: Whitpain Township
 Comprehensive Plan

Project: SC:14083.10
 No.:

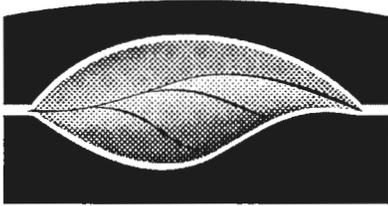
Location: Montgomery County Community College
 College Hall Rm. 144 / 148

Date: 2/04/2015

Topic: Town Hall Meeting #1

Time: 7:00 PM

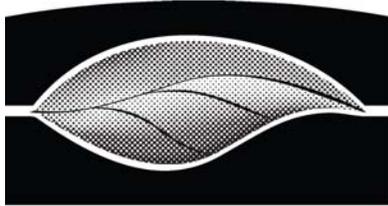
| NAME | ADDRESS | EMAIL |
|----------------------------------|-----------------------------------|------------------------|
| 1. Mr & Mrs. J.H. Raynes | 675 Cathart Rd Blue Bell, PA | raynes@verizon.net |
| 2. Bob Whitlock | 998 Jackson Ave. Center Sq. PA | |
| 3. Tom Messmer | 720 Pennyn Blue Bell Pike B.B. PA | TMessmer@comcast.net |
| 4. DOUGLAS ROUTH | 42 MEADE RD BROAD AXE PA | douglasrouth@gmail.com |
| 5. DRAD TATE | 815 LEWIS LANE AMBLER. PA | |
| 6. MARK PRINCE | 845 IVY RD AMBLER | FOOTSIEM@GMAIL.COM |
| 7. Ellen Codd | 736 Cathart Rd Blue Bell | ellen.codd@verizon.net |
| 8. Alice Rand & Patrick Hennessy | 878 Morris Rd Blue Bell PA | Alice-Rand2@merck.com |
| 9. John Greeley | 39 Meade Rd Ambler | jgreeley1@verizon.net |
| 10. JOSEPH CAMPBELL | 224 CRYSTAL CR BB | CAMPBELL289@YAHOO.COM |
| 11. Julie Decker | 18 Meade Rd Ambler | gostate@comcast.net |
| 12. Betsy Holler | 21 Meade Rd. Ambler | EKH818@comcast.net |
| 13. Bruce Barber | 1069 Walton Rd. BB | BRCEBRNR@gmail.com |
| 14. Jim NUTT | 475 SKORACK PK | |
| 15. Kimberly Zampini | 1198 Grant Ave - | Kim@KimZREALESTATE.COM |



SIMONE COLLINS LANDSCAPE ARCHITECTURE

119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
WWW.SIMONECOLLINS.COM

| | NAME | ADDRESS | EMAIL |
|-----|----------------|---|----------------------|
| 16. | Otis Hightower | 316 RAILROAD AVE, AMBLER PA 19002 | |
| 17. | Alice Wright | PA DEP, 28 MAUN ST, NORRISTOWN PA 19401 | awright@pa.gov |
| 18. | ROBERT TREJO | 48 MEADE RD. BROAD AXE 19002 | ASMB08 e BSA98.com |
| 19. | Ruth Weeks | 1730 N Stillman St Phila 19101 | ruthw1206@gmail.com |
| 20. | Britt Dahlberg | 140 N 21 ST, Apt 6, Phila, PA 19103 | brittd@sas.upenn.edu |
| 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
WWW. SIMONECOLLINS.COM

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.

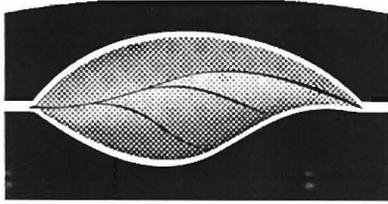
Sincerely,

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
 WWW.SIMONECOLLINS.COM

MEETING SIGN IN SHEET

Project: Whippain Township
 Comprehensive Plan

Project: SC:14083.10
 No.:

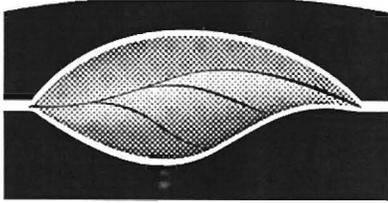
Location: Manor House at Prophecy Creek
 205 W. Skippack Pike, Ambler, PA 19002

Date: 2/25/2015

Topic: Town Hall Meeting #2

Time: 7:00 PM

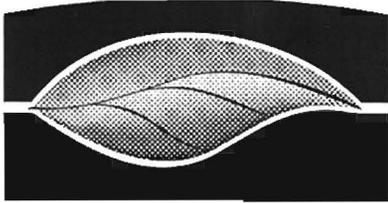
| NAME | ADDRESS | EMAIL |
|-------------------------|------------------------------------|-----------------------------|
| 1. Bob Whitlock | CENTER SQUARE | |
| 2. Bill Lutz | Broad Ave | |
| 3. Andrew MEEHAN | Center Square | |
| 4. Tom Messmer | Pennlyn Blue Bell Pike | tmessmer@comcast.net |
| 5. Carol Christ | Jumper Dr | carolc@knowthis.com |
| 6. Pam Steitz | 951 Cross Lane B B | plsteitz@comcast.net |
| 7. Douglas Rount | 42 Meade Rd Broad Ave | |
| 8. Randy Brock | 229 Heston Ln 19422 | rkb13@comcast.net |
| 9. Duane D Deane | 838 Morris Road Blue Bell PA 19421 | DDDEANE@VERIZON.NET |
| 10. Erin Crump | 1440 Granary Rd BB | ecrump13@gmail.com |
| 11. TAI CHANG | 1120 Blyth Ct | TCHANG@GMAIL.COM |
| 12. CINDY & MIKE BOWMAN | 1021 DOANS WAY BLUE BELL PA | CINDY BOWMAN 80 @ GMAIL.COM |
| 13. Charles Stein | 12 Springhouse Ln | maptd@aol.com |
| 14. Betsy and Jim Nutt | 475 Skippack Pk Blue Bell | betsynutt1@gmail.com |
| 15. Rick Himmer | 1035 Heretford | rich.himmer@verizon.net |
| Ann Hunter | 6 Springhouse Ln. B.B | reggedyas@aol.com |



SIMONE COLLINS LANDSCAPE ARCHITECTURE

119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
WWW.SIMONECOLLINS.COM

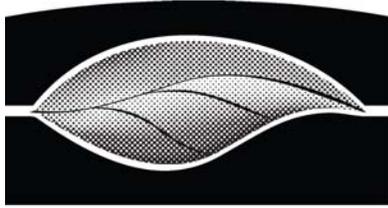
| NAME | ADDRESS | EMAIL |
|------------------------------------|-------------------------------------|---------------------------------|
| 16. JIMIE GARRIDO | MCCC | |
| 17. Mr. and Mrs S.H. Raynes | 675 Cathcart Rd Blue Bell | 610-229-8940 rxynes@verizon.net |
| 18. Mary Ann Messmer | 720 Penlip Blue Bell Pk, Blue bell | namessmer@comcast.net |
| 19. JEFF & ALETA BOSSERT | 813 W. BUTLER BLVD AMBLER | AJBOSSE@AOL.COM |
| 20. Henry & De Stuebel | 201 Oakmont Dr Blue Bell PA 19422 | 201mail@comcast.net |
| 21. John E. Schneider, RLA, ASLA | 1462 Manor Lane, Blue Bell PA 19422 | jericschneider@201.com |
| 22. Alice Paul & Patrick Hennessey | 878 Morris Rd Blue Bell PA 19422 | |
| 23. Julia Tempert | 710 Bunting Ct. Blue Bell, PA 19422 | juliatempert@comcast.net |
| 24. Marie Goldkamp | 1086 Hemlock Dr. Blue Bell, | mariegoldkamp@gmail.com |
| 25. Lee Bau | 300 BARRY ROAD BLUE BELL PA | lab5fb65@msu.com |
| 26. Judy Aahn | 805 Lewis Lane Bk (Ambler 19002) | |
| 27. CRAIG TOEDMAN | 7 HOUNDS RUN LANE BB 19422 | CRAGT@TOEDMAN.COM |
| 28. Penny Gesler | 39 Wingate Ct, Blue Bell 19422 | 209pung@gmail.com |
| 29. CLAIRE CUBBIN | 888A Parkwood Rd. 19422 | CACERW@AOL.COM |
| 30. Mark Eberk | 832 Ivy Rd, Ambler, PA | |
| 31. PAUL CERAGHTY | 898 MURRAY LANE BLUE BELL | PAULCERAGHTY@COMCAST.NET |
| 32. MARY LOUISE FERON | 814 IVY RD BROZDARF | MaryLouiseFeron |
| 33. Steven Choyce | 1713 Sheffield Dr. Blue Bell | Schoyce@mc3.edu |
| 34. Jim Munz | 20 Winston Ct Blue Bell | drkopp@verizon.net |
| 35. Dillon Horwitz | 108 Bay Hill Drive Blue Bell | dh46soccer@gmail.com |
| 36. David Kopp | 206 St. Andrews Blue Bell | davidskopp@gmail.com |
| 37. Judy Chasin | 108 Bay Hill Dr Blue Bell | jccmh@comcast.net |
| 38. Sandra & Tim Meyer | 16 Springhouse Ln Blue Bell | sm5@meyeroeagle.com |
| 39. ANDR WILLIAMS | 520 PLYMOUTH RD B. BEL | ANDR.WILLIAMS@PIADUSORS.NET |
| 40. Bob Mueller | 279 Ridings Way Ambler | bmuel@b2bpulse.com |



SIMONE COLLINS LANDSCAPE ARCHITECTURE

119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
 PHONE: 610.239.7601 FAX: 610.239.7606
 WWW: SIMONECOLLINS.COM

| NAME | ADDRESS | EMAIL |
|---------------------|-----------------------------|---------------------------|
| 16. Frank D' Sandro | 31 Meade | pard1029@gmail.com |
| 17. Sheila Kelly | 38 Meade | smkelly1244@gmail.com |
| 18. Eliza Walbridge | 240 Penlyn Blue Bell Pike | ewalbridge@verizon.net |
| 19. Donna Stockett | 1078 Hemlock Dr Blue Bell | d.stockett@yahoo.com |
| 20. Ronie Scott | 945 Valley Rd, BB | |
| 21. MATT ROBINSON | 981 BLUE ROCK LANE | |
| 22. Chris Valle | 116 Murrfield Dr. Blue Bell | ChrisV459@yahoo.com |
| 23. Alison Deyle | 49 High Gate Lane | doyleali@hotmail.com |
| 24. Doug Leary | 385 Columbia Ct | |
| 25. Edgar David | 740 Penlyn Blue Bell Pike | edgar@SEDdesignSTUDIO.com |
| 26. DAVID BEAVERS | 230 RIDING WAY | w-ebeavers@comcast.net |
| 27. CHARLES R. RYNE | 1598 TRAYER DRIVE | CRPYNE@COMCAST.NET |
| 28. Bruce Banner | 1069 Walton Drive | brbbrnr@gmail.com |
| 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
WWW. SIMONECOLLINS.COM

MEETING NOTES

| | | | |
|-----------|---|-----------------------|----------------------------|
| Project: | Comprehensive Plan for Whitpain Township | Project No.: | 14083.10 |
| Location: | Arborcrest Corporate Campus 721 Arbor Way, Blue Bell, PA | Meeting Date/Time: | 3/11/15 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 sensed 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.

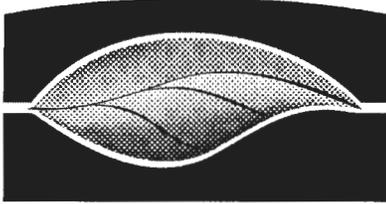
Sincerely,

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
WWW. SIMONECOLLINS.COM

MEETING SIGN IN SHEET

Project: Whitpain Township
Comprehensive Plan

Project: SC:14083.10
No.:

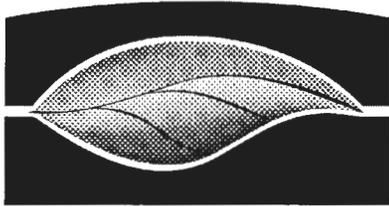
Topic: Town Hall Meeting #3

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. | Tony Neo | | |
| 2. | Bob Whittaker | | |
| 3. | Mr & Mrs SH. Roynes | | |
| 4. | Joanne & Bill Messerschmidt | | |
| 5. | Anthony Litypatreck | | |
| 6. | JAIMIE GARRIDO | | |
| 7. | VIC MEITNER | 564 SKIPPAEK | |
| 8. | Roman Prończak | | |
| 9. | CHRIS LANKOVAN | UKSAN PARTNERS | |
| 10. | TOM MESSMER | Pennsylvania Blue Bell PA | |
| 11. | ED HANE | 1190 UPON M76 RD, | |
| 12. | Randy Brock | 229 Huntman CA | |
| 13. | Dillon Horwitz | 108 Bay Hill Drive Blue Bell | |
| 14. | Judy Chasin + Enckhorwitz | " | |
| 15. | CLAIRE CUBBIN | 888A PARKWOOD RD. | |



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
PHONE: 610.239.7601 FAX: 610.239.7606
WWW.SIMONECOLLINS.COM

MEETING SIGN IN SHEET

Project: Whitpain Township
Comprehensive Plan

Project: SC:14083.10
No.:

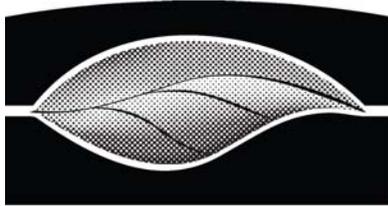
Topic: Town Hall Meeting #3

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 | 6 Springhouse BD | vaggadyas@aol.com |
| 2. | JACK PRUNILLO | 861 Valtier Ln. | |
| 3. | Edgar David | 740 Penilyn Blue Bell Pike | edgar@SEDdesignSTUDIO.COM |
| 4. | Alicia Doyle | 49 High Gate Lane | doyleali@hotmail.com |
| 5. | Theresa Hilbush | 970 Clover Ct | tmhilbush@aol.com |
| 6. | Alice Randall | 878 Morris Rd Blue Bell | |
| 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
WWW. SIMONECOLLINS.COM

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 Date/Time: | 3/25/15 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.

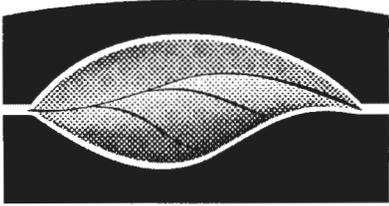
Sincerely,

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
WWW.SIMONECOLLINS.COM

MEETING SIGN IN SHEET

Project: Whitpain Township
Comprehensive Plan

Project: SC:14083.10
No.:

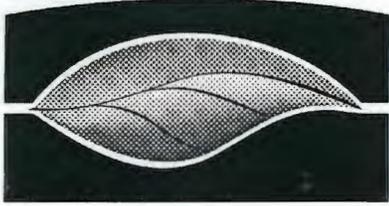
Topic: Town Hall Meeting #4

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 | 615 Juniper Drive Blue Bell | CarolC@knowthis.com |
| 2. Alice Rand | 878 Morris Rd Blue Bell | Alice-Rand2@merck.com |
| 3. JAIME GARRIDO | | JGARRIDO@MC3.EDU |
| 4. Cheryl Taboran | 98 Plymouth RA BTB | fatrolancheryl@comcast.net |
| 5. DVANE D DEANER | 838 MORRIS ROAD BLUE BELL | DDDEANER@VERIZON.NET |
| 6. Jerome J. Reuser | 1642 SYLVAN DR BLUE BELL, | |
| 7. Pam & Bill Deaver | 17 Springhouse Ln Blue Bell | phgarver@verizon.net |
| 8. GREG KLUCHARICH | WHITPAIN TWP. | |
| 9. CLAIRE CUBBIN | 888A PARKWOOD RD - BLUE BELL | CACERN@AOL.COM |
| 10. Dillon Horwitz | 103 Gay Hill Drive Blue Bell | dh46soccer@gmail.com |
| 11. Beverly Pelletier | 1270 Wick Ln, Blue Bell, PA | beyemail@yahoo.com |
| 12. Edgar David | 740 Penitlyn Blue Bell Pike | edgar@SEDdesignSTUDIO.com |
| 13. | | |
| 14. | | |
| 15. | | |



SIMONE COLLINS
LANDSCAPE ARCHITECTURE
 119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
 PHONE: 610.239.7601 FAX: 610.239.7606
 WWW. SIMONECOLLINS.COM

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. Bob Whitlock | Centre Square | |
| 2. Nancy + Jim Munz | 20 Winston Ct | |
| 3. Pam Steitz | 951 Cross Ln. Blue Bell | plsteitz@comcast.net |
| 4. Rich Himmer | 1035 Hereford | rich.himmer@verizon.net |
| 5. Ann Western | 838 Morris Rd. Blue Bell | awestern@verizon.net |
| 6. Herb Raynes | 675 Lethcent Rd Blue Bell | raynes@verizon.net |
| 7. Ann Hunter | 6 Springhouse B B | vaggedyas@aol.com |
| 8. Tom Messmer | Pennyn Blue Bell Alice | tmessmer@calnet.net |
| 9. Jeffrey Dragone | 617 Cochran Rd. Blue Bell | jfdragone@yahoo.com |
| 10. Susan Mudambi | 680 Cedar Dr | |
| 11. ROMAN PRONCZAK | WHITPAIN TOWNSHIP | |
| 12. Alison Doyle | 49 Hunt Camp Lane Blue Bell | doyleali@hotmail.com |
| 13. John Casatui | 1617 Thruway Blue Bell | |
| 14. Judy Chosin / Eric Horvitz | 108 Bayhill Blue Bell | jcemh@comcast.net |
| 15. JIM BLANCH | Whitpain Township | jblanch@whitpaintownship.org |

Whitpain Township Comprehensive Plan

Whitpain Villages Market Assessment

Centre Square
Blue Bell
Broad Axe

Technical Memorandum Prepared by:

Urban Partners

Prepared for:

Simone Collins

May 2015

Table of Contents

| | |
|---|----|
| Introduction | 2 |
| Retail Market..... | 3 |
| Locally-Serving Trade Area | 5 |
| Regionally-Serving Trade Area..... | 10 |
| Office Market | 16 |
| Cultural/Entertainment/Recreation Market..... | 21 |
| Visual Arts Center | 21 |
| Performance Venue..... | 22 |
| Bowling Alley | 23 |
| Dance Studio | 24 |
| Yoga Studio | 26 |
| Overall Market Recommendations | 28 |

DRAFT

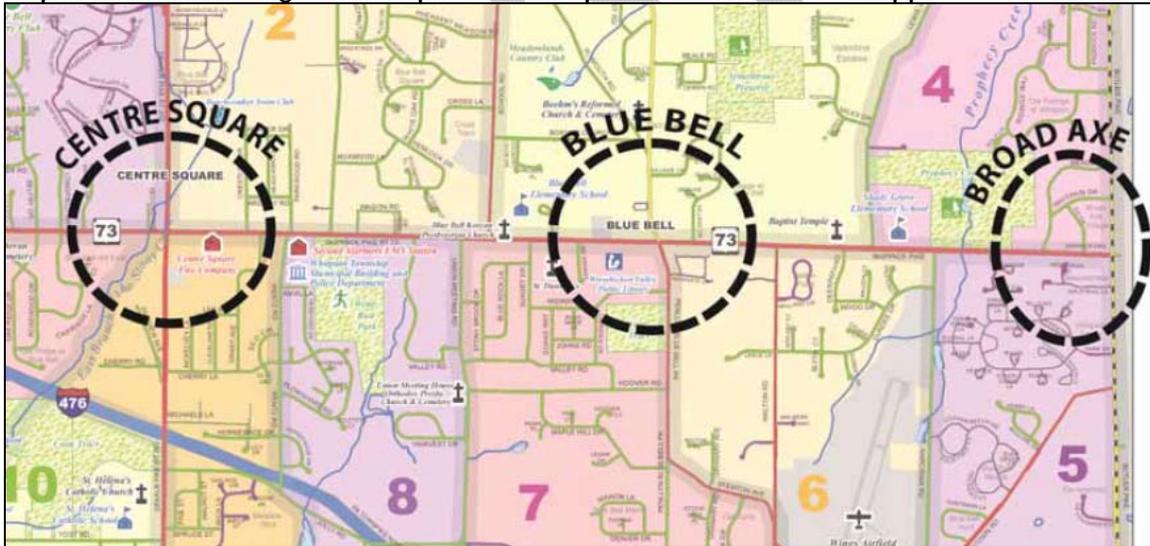
Introduction

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, 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

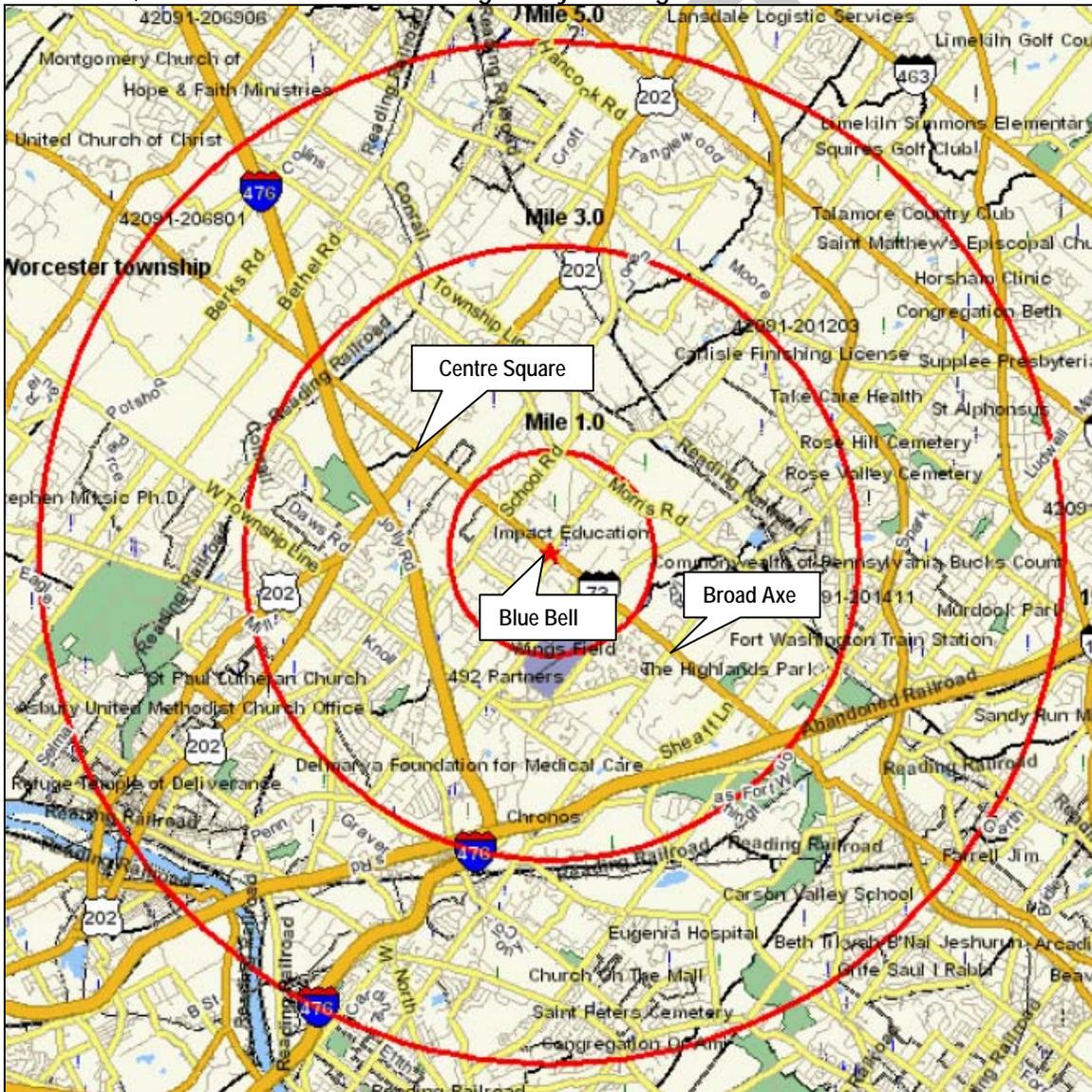


Retail Market

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-442 | \$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 to 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 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/Accsrs, 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.



Also in Blue Bell village is 585 Skippack Pike, located in a single-story office campus called Office Court at Blue Bell. This particular 43,00 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.



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 | Building 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 locatoin 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 buidings. 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.



1179 DeKalb Pike

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. 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

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 telecommuting 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.

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.

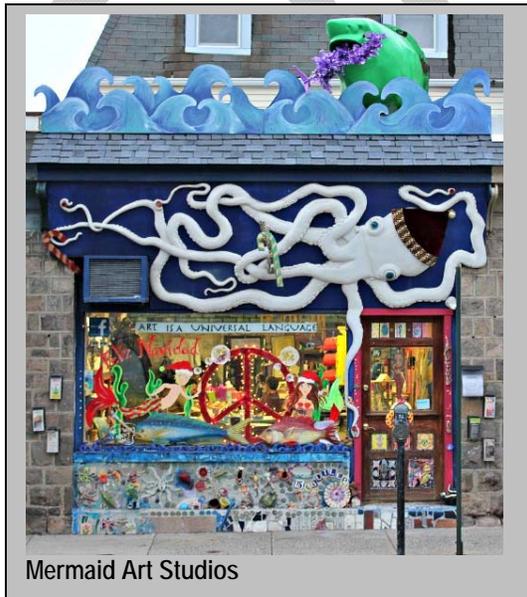
Visual Arts Center

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.



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.



Hi Spot Lanes

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 | Caredeen 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 | Collegetown |
| 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 | Eagleview |
| 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

many studios. However, because of this significant supply in and around Whitpain Township, we do not recommend a dance studio for the villages.

Yoga Studio

We also examined the potential for a yoga studio in one of Whitpain's villages as part of new arts and entertainment offerings. Like the other uses, we identified all such studios within a 10-mile radius of Blue Bell village (see **Table 10**).

Table 10. Yoga Studios Within 10 Miles of Blue Bell Village

| Venue Name | Address | Street | Location |
|---------------------------|---------|----------------------|-----------------|
| Aim High Studio | 827 | Fayette Street | Conshohocken |
| Aim High Studio | 3015 | W. Germantown Pike | Norristown |
| Ammayanni Yoga | 2285 | Cross Road | Glenside |
| Art & Soul Yoga & Pilates | 1690 | S. Valley Forge Road | Eagleville |
| Dana Hot Yoga | 2278 | Mt. Carmel Avenue | Glenside |
| Sol Yoga Studio | 117 | W. Ridge Pike | Conshohocken |
| SSP Yoga | 400 | Commerce Drive | Ft. Washington |
| STAR Pilates and Yoga | 406 | Norristown Road | Horsham |
| Stillpoint Yoga Studios | 217 | W. Church Road | King of Prussia |
| The Yoga Den | 303 | E. Church Road | King of Prussia |
| Twisters Wellness Center | 131 | E. Butler Avenue | Ambler |
| Twisters Wellness Center | 813 | Bethlehem Pike | Erdenheim |
| Whole Body Yoga Studio | 213 | N. Main Street | North Wales |
| Yoga Evolution | 261 | Old York Road | Jenkintown |
| Yoga Home | 424 | E. Elm Street | Conshohocken |
| Yoga on the Ridge | 493 | Domino Lane | Philadelphia |

Source: Google Maps



There are less than 20 yoga studios within 10 miles of Blue Bell village, the closest of which are located in Ambler, Norristown, and North Wales. In addition, there are several more located close-by in Ambler, Plymouth Meeting, and East Norriton. Most studios in the area offer regular classes on a per-class basis or with a studio membership. Studios range from a single room to facilities with several rooms that can accommodate multiple classes simultaneously. Some studios also offer hot yoga and pilates. Most are independently-owned and operated while others are part of a local or national chain.

Yoga Studio Potential

The examination of yoga studios in the Blue Bell area has identified a variety facilities in the region, though none in the immediate area of the three villages. Because yoga studios can be small, and do not require expensive equipment, they can be relatively inexpensive to start up and operate. In addition, they typically complement village and town center environments in terms of use and level of activity. As a result, we would recommend a small yoga studio as a use for one of the three Whitpain villages.

DRAFT

Overall Market Recommendations

Based on the above assessment of retail, office, and entertainment market conditions in the three villages in Whitpain Township examined as part of this analysis, we have summarized the market opportunities and recommendations in the following table.

Table 11. Overall Market Recommendations for the Three 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 | | |

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" data-bbox="787 430 1344 611"> <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><small>Source: Win2Data, Urban Partners</small></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" data-bbox="787 814 1344 995"> <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><small>Source: Win2Data, Urban Partners</small></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" data-bbox="787 1243 1344 1423"> <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><small>Source: Win2Data, Urban Partners</small></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" data-bbox="787 1627 1344 1808"> <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><small>Source: Win2Data, Urban Partners</small></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



Site plan as illustrated in W.B. Homes' marketing brochure



Corner property being temporarily utilized as model home

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 Whitman Township and nearby municipalities are shown below (see **Table 7**):

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

| Community Name (Builder) | Location | Total Units | Type | Size | Listing Price | Listing Price (per SF) |
|--|------------------|-------------|------------------------|------------------|---------------------------|------------------------|
| Newbury (Philomeno & Salamone) | Upper Gwynedd | 24 | Townhomes (3-5 Bed) | 2,700 - 3,850 SF | From \$399,000 | From \$148/SF |
| Enclave (Philomeno & Salamone) | E. Norriton | 66 | Townhomes (2-3 Bed) | 1,525 - 2,140 SF | From \$249,000 | From \$163/SF |
| Horsham Valley Estates I (Toll Brothers) | Horsham | 52 | SFR (4 Bed) | 2914 - 3,890 SF | \$580,000 to \$630,000 | \$162-\$199/SF |
| Cold Point Village (Sal Paone Builder) | Plymouth Meeting | 48 | Townhouse (3 Bed) | 2219 SF | From \$424,900 | From \$191/SF |
| Addison Reserve (Sal Paone Builder) | Blue Bell | 25 | Twins (3 Bed) | 1,762 - 2,114 SF | \$369,900 to \$444,900 | \$210/SF |
| Highview at Montgomery (Ryan Homes) | North Wales | 95 | Townhouse (3 Bed) | 2,000 - 2,200 SF | \$259,900 to \$294,990 | \$130-\$134/SF |
| Montgomery Knoll (David Cutler Group) | North Wales | 26 | SFR (4-5 Bed) | 2,986 - 3,129 SF | \$487,950 to \$522,950 | \$163-\$167/SF |
| Providence Reserve (N. Paone Construction) | North Wales | 52 | Townhomes (2-3 Bed) | 1,824 - 2,184 SF | \$304,900 to \$349,900 | \$160-\$167/SF |
| Montgomery Pointe (Pulte Homes) | 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.

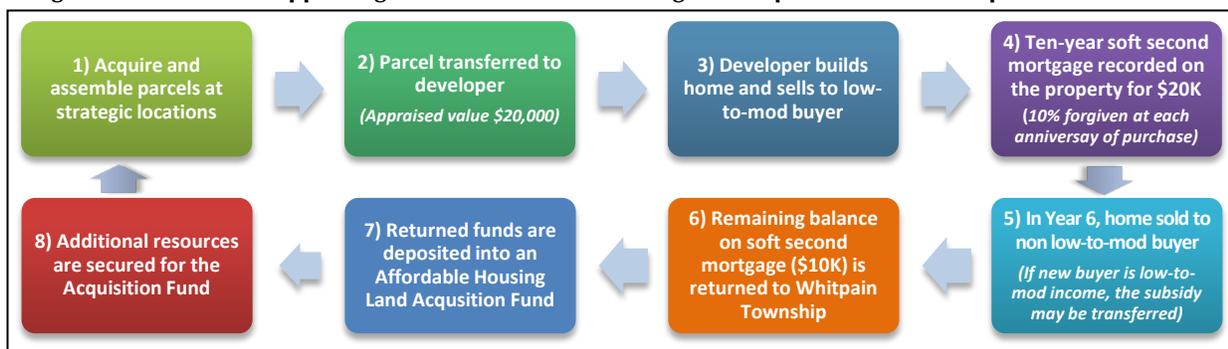
Figure 2: Minimal Salary Required for \$280,000 Home

| | | |
|------------------------------|------------------|--|
| 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 1410 East Butler Pike Ambler, PA | 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 150 N. Bethlehem Pike Ambler, PA | 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 174 S. Bethlehem Pike Ambler, PA | 43 | 1 Bedroom 2 Bedroom | \$845 \$925 | 700 SF 820 SF | \$1.21 \$1.13 | AC | No | Cable and Internet ready |
| Longford 352 Valley Brook Road Ambler, PA | 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 355 Forest Ave. Ambler, PA | 31 | 2 Bedroom | \$1,180 | 1,000 SF | \$1.18 | Water/Sewer | No | AC, Laundry On-Site |
| English Village 700 Lower State Road North Wales, PA | 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 10 Hunt Club Trail North Wales, PA | 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

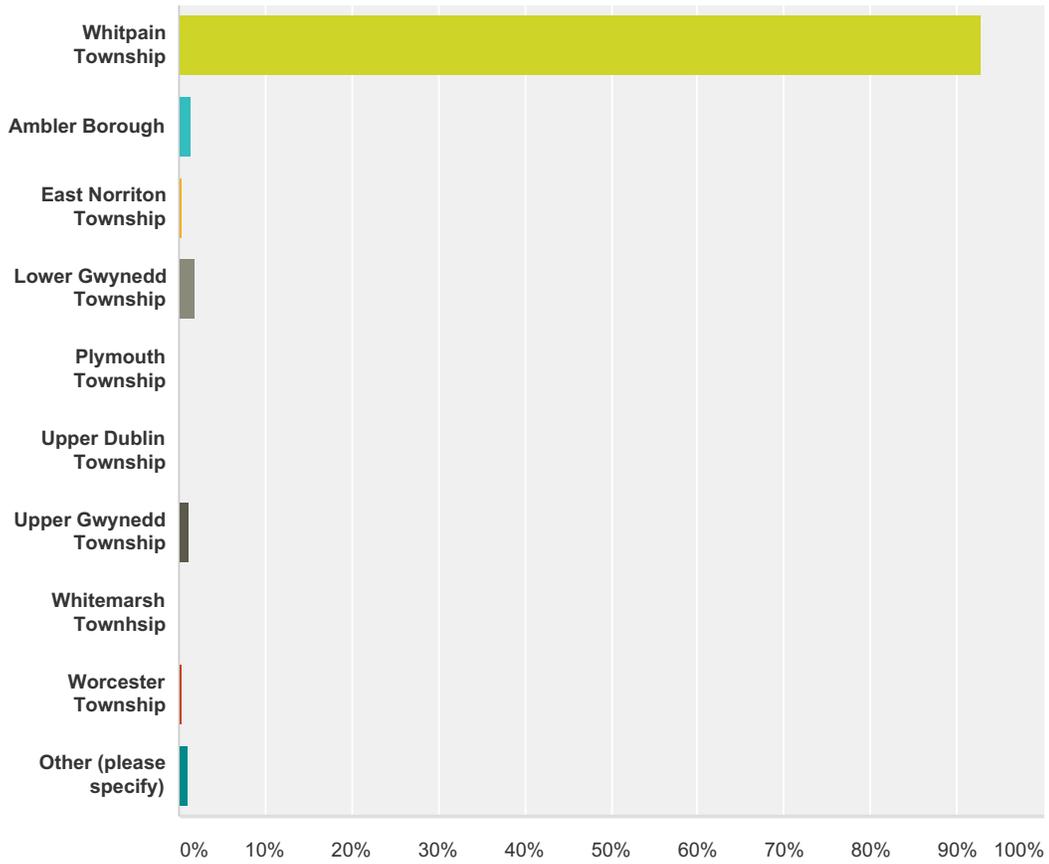
Matrix of Recommendations



| RECOMMENDED IMPROVEMENTS | ACCOUNTABLE ENTITY | APPROXIMATE COST | SHORT (1-2 YRS) | APPROXIMATE DATE | POSSIBLE FUNDING SOURCE | COMMENTS |
|---|--|------------------|--------------------------|------------------|--|---|
| | | | MEDIUM TERM (3-6 YRS) | | | |
| 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 Term | 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 PA DCED (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 Term | 2014-2015 | Whitpain Township PA DCNR | 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, PA DCED (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, PA DCNR PA DCED (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 |

Q1 Where is your place of residence?

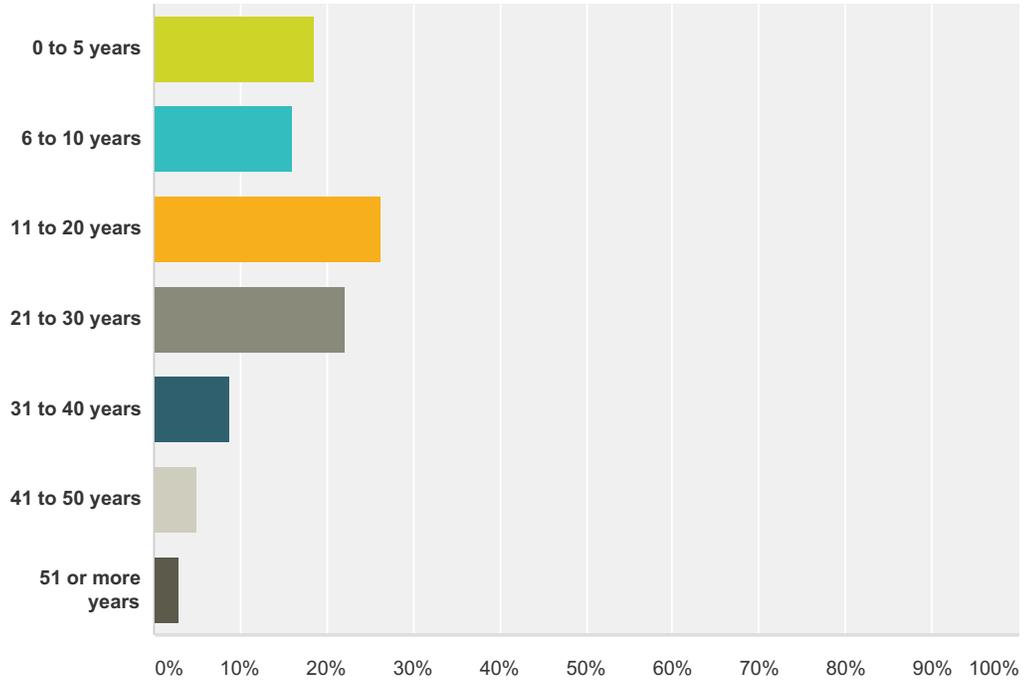
Answered: 460 Skipped: 0



| 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)**

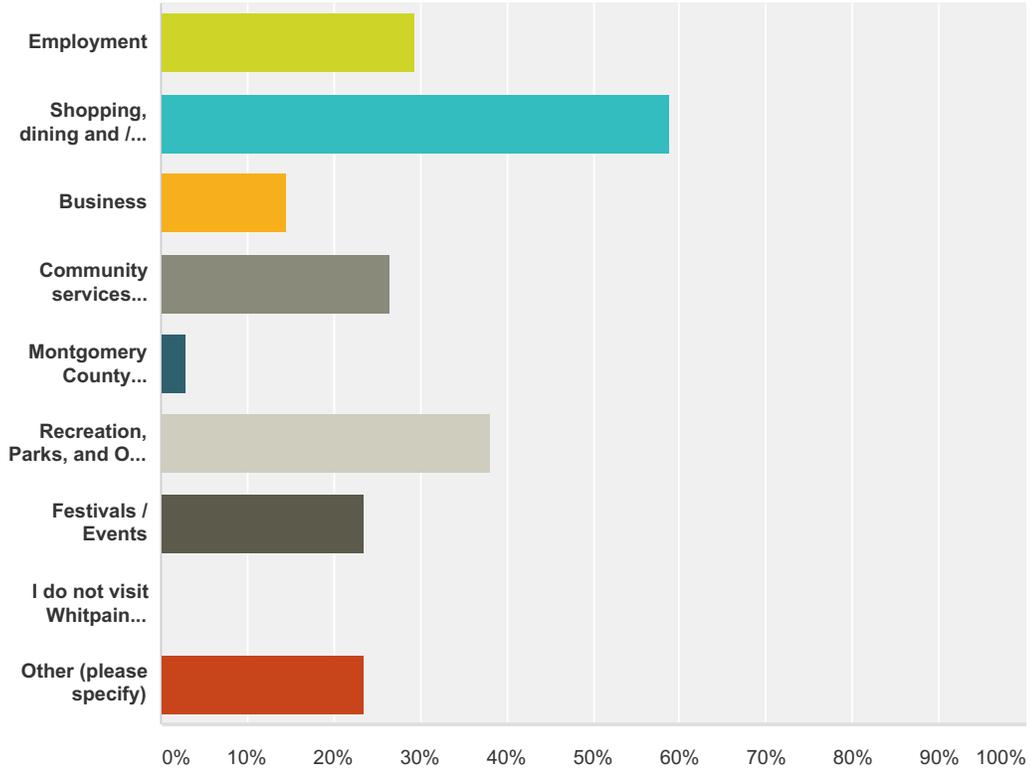
Answered: 432 Skipped: 28



| 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.)

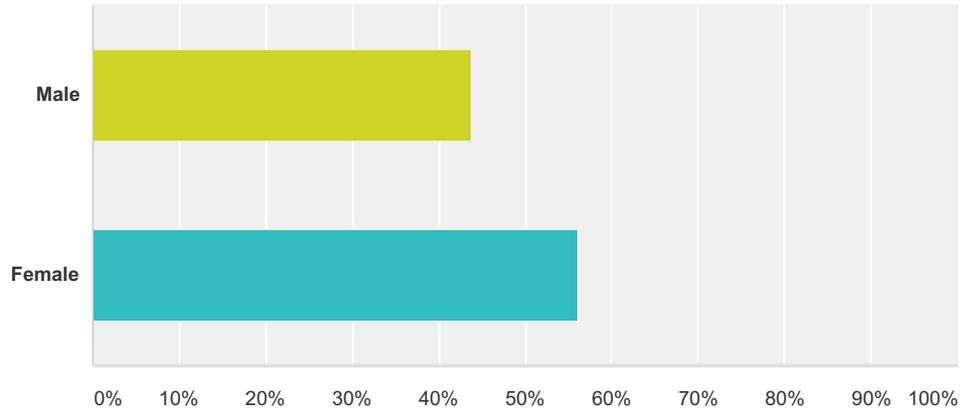
Answered: 34 Skipped: 426



| 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?

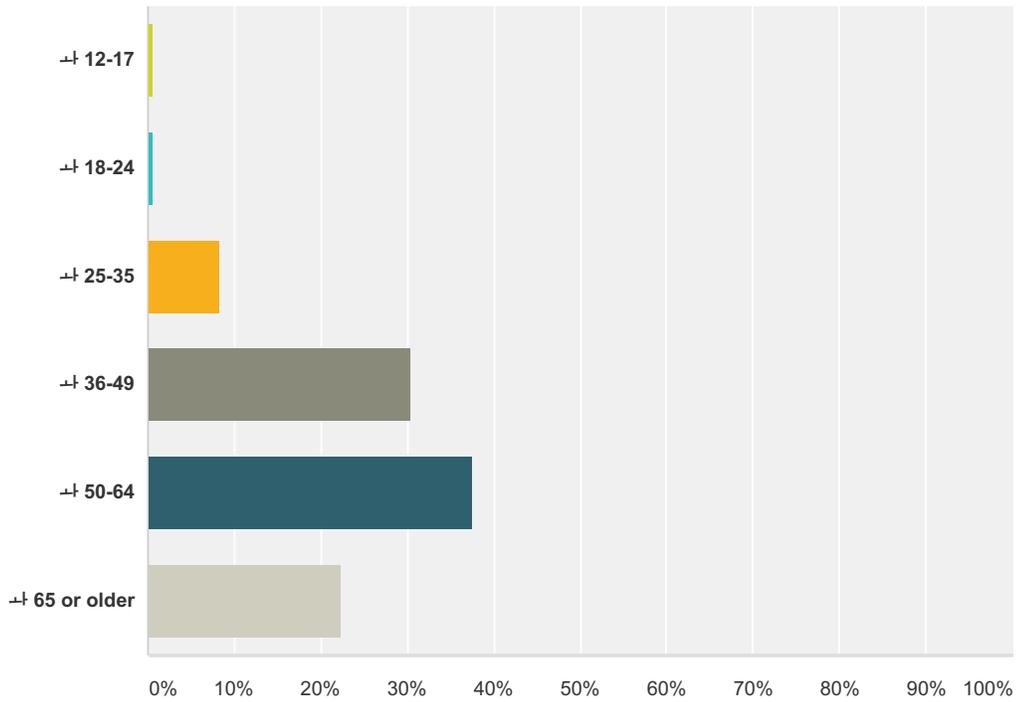
Answered: 459 Skipped: 1



| Answer Choices | Responses | Count |
|----------------|-----------|------------|
| Male | 43.79% | 201 |
| Female | 56.21% | 258 |
| Total | | 459 |

Q5 What category below includes your age?

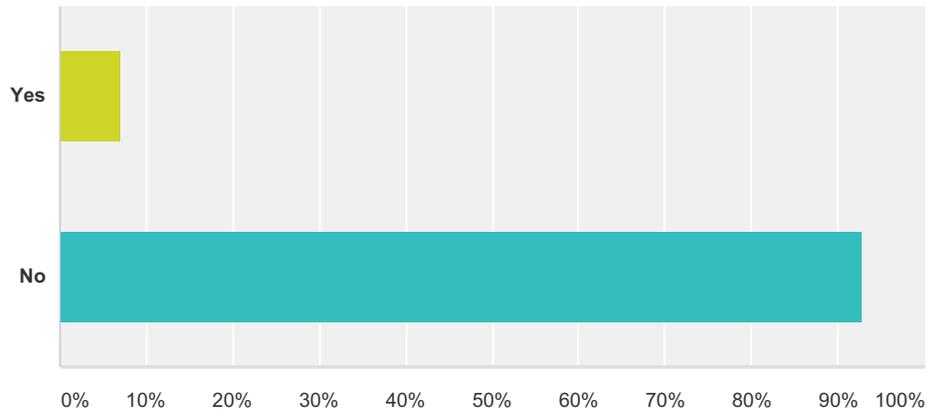
Answered: 457 Skipped: 3



| 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?

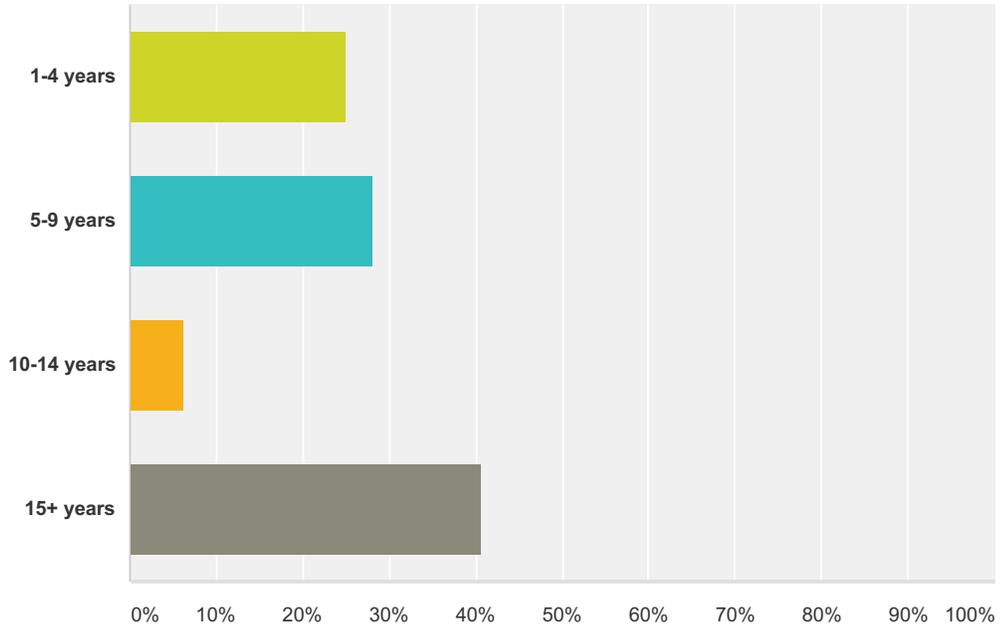
Answered: 459 Skipped: 1



| 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?

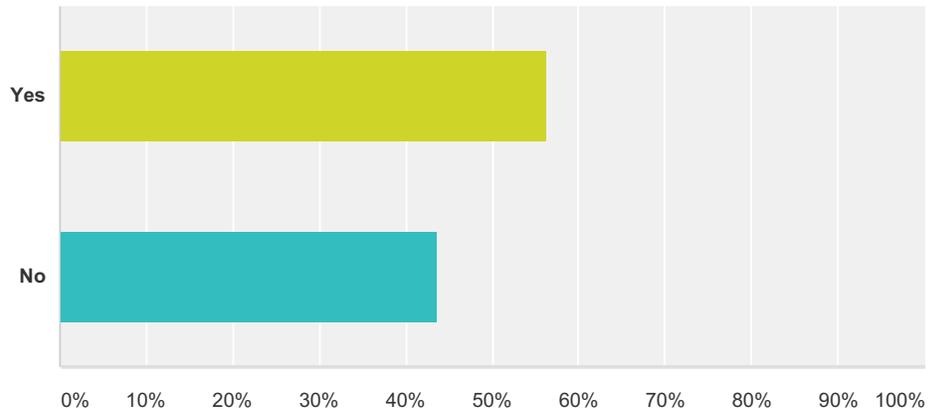
Answered: 32 Skipped: 428



| 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?

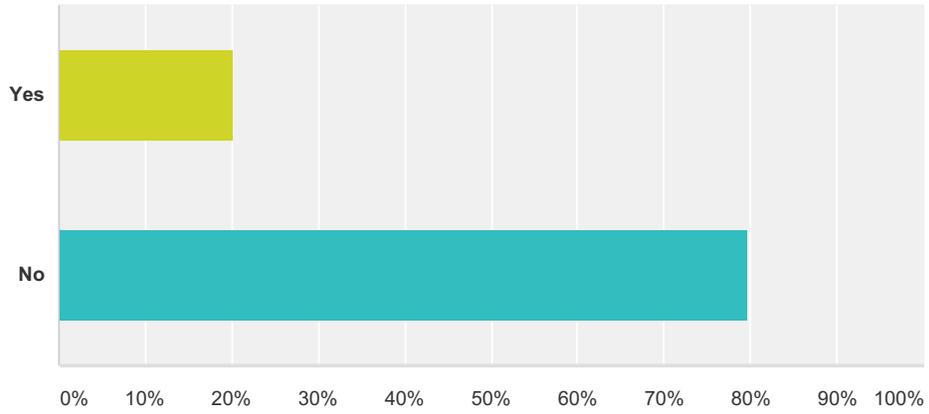
Answered: 39 Skipped: 421



| Answer Choices | Responses |
|----------------|-----------|
| Yes | 56.41% 22 |
| No | 43.59% 17 |
| Total | 39 |

Q9 Do you work in Whitpain Township?

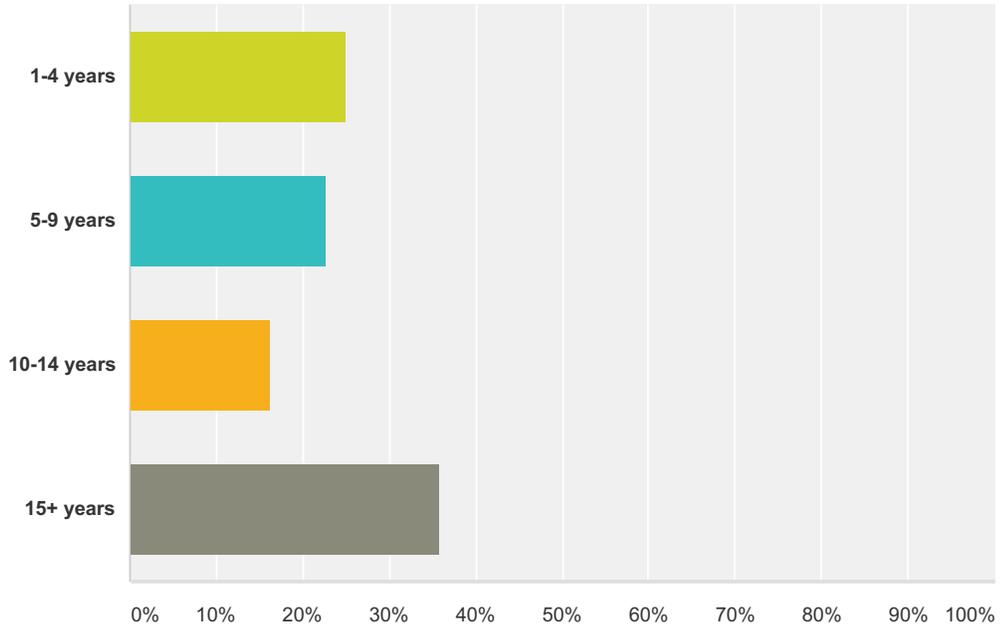
Answered: 449 Skipped: 11



| 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?

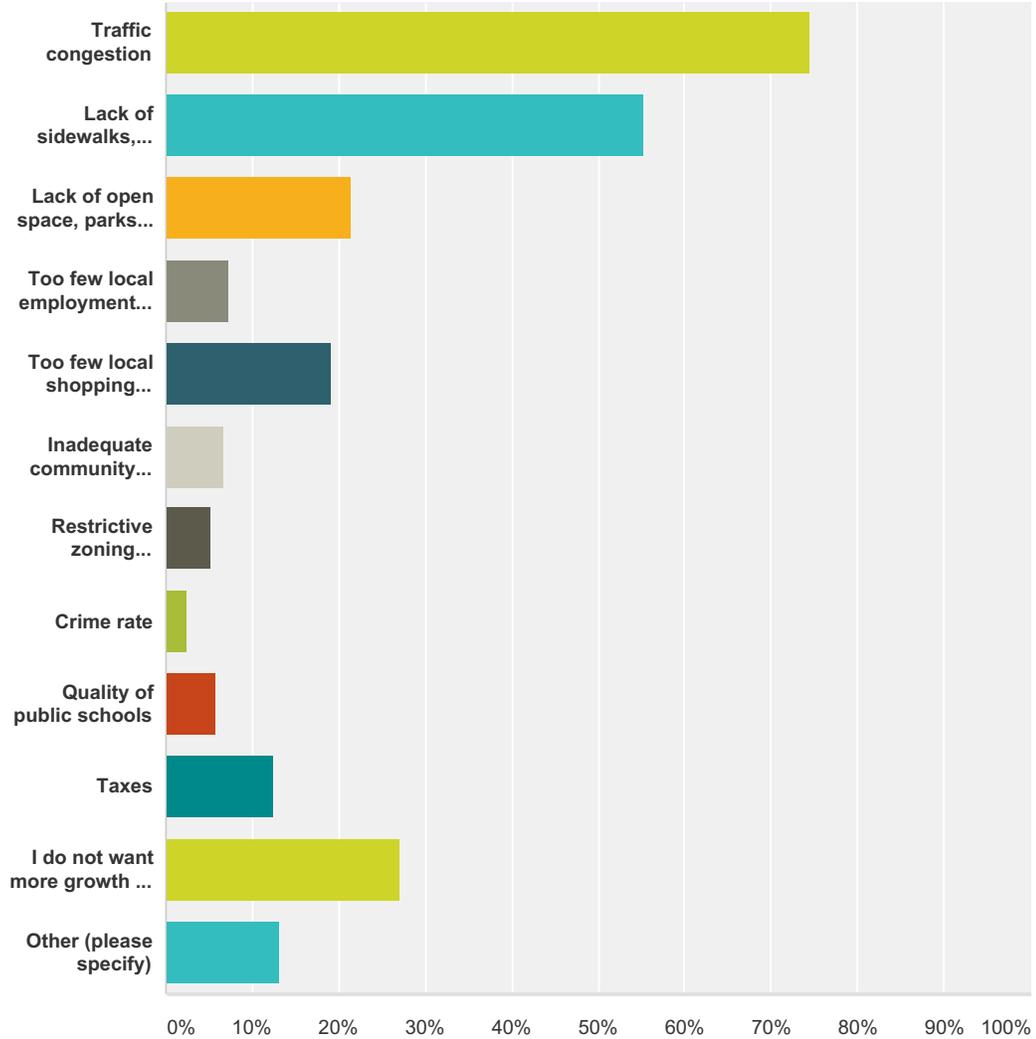
Answered: 92 Skipped: 368



| 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



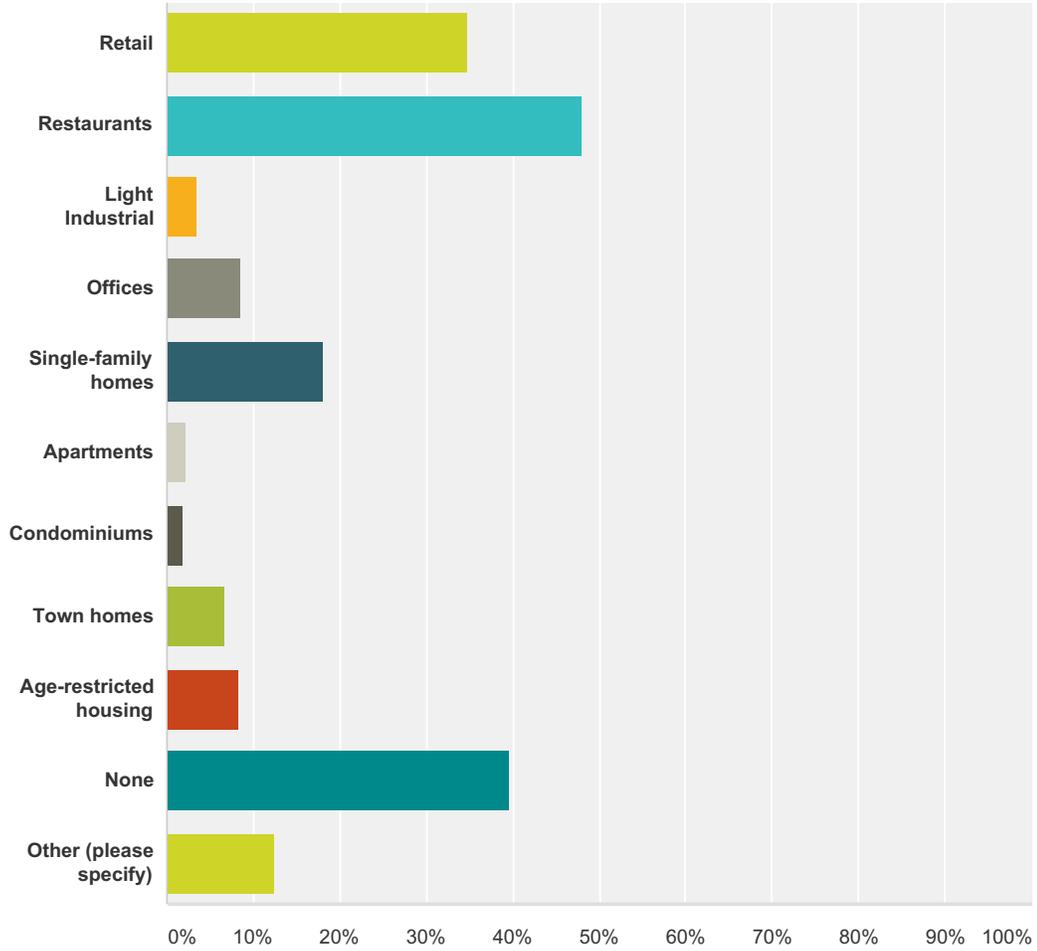
| Answer Choices | Responses |
|---|------------|
| Traffic congestion | 74.43% 326 |
| Lack of sidewalks, trails and a pedestrian friendly environment | 55.25% 242 |
| Lack of open space, parks, and recreational facilities | 21.46% 94 |
| Too few local employment opportunities | 7.31% 32 |
| Too few 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 | | |

Q12 I would like to see more of the following types of development in Whitpain Township (choose 3):

Answered: 433 Skipped: 27



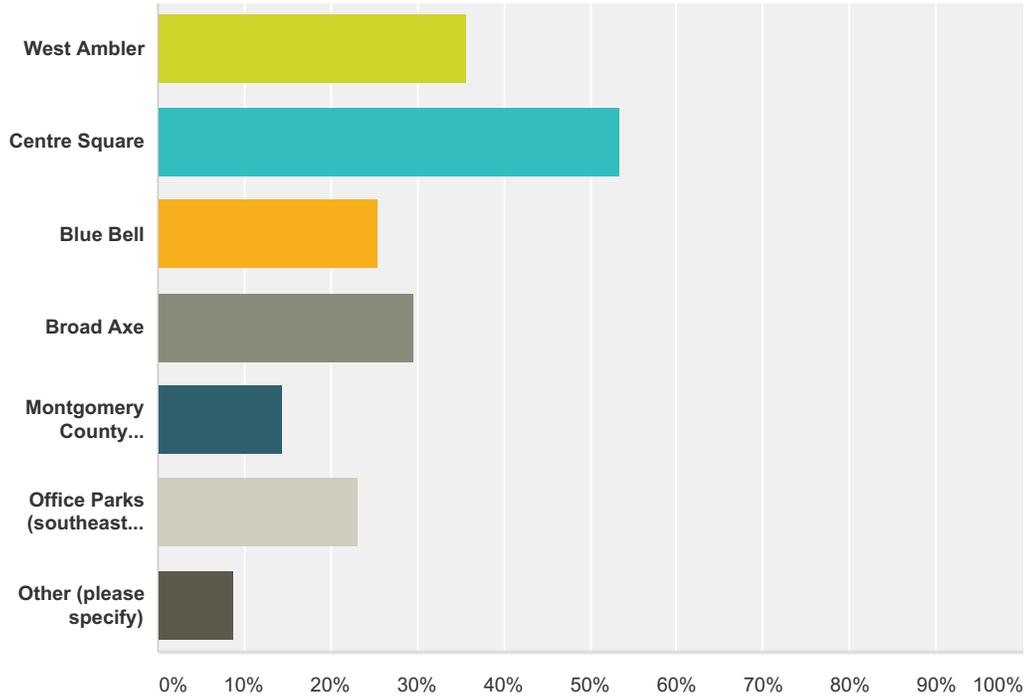
| Answer Choices | Responses | Count |
|------------------------|-----------|-------|
| Retail | 34.87% | 151 |
| Restaurants | 48.04% | 208 |
| Light Industrial | 3.46% | 15 |
| Offices | 8.55% | 37 |
| Single-family homes | 18.24% | 79 |
| Apartments | 2.31% | 10 |
| Condominiums | 1.85% | 8 |
| Town 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)

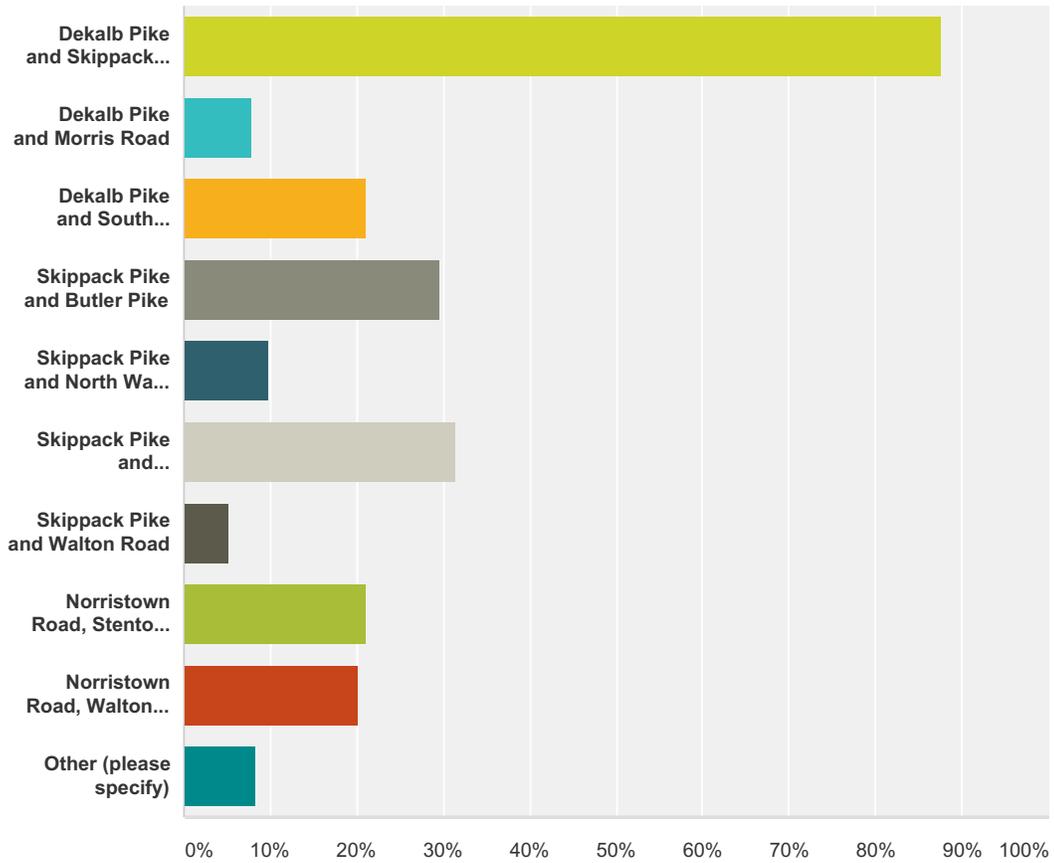
Answered: 397 Skipped: 63



| 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



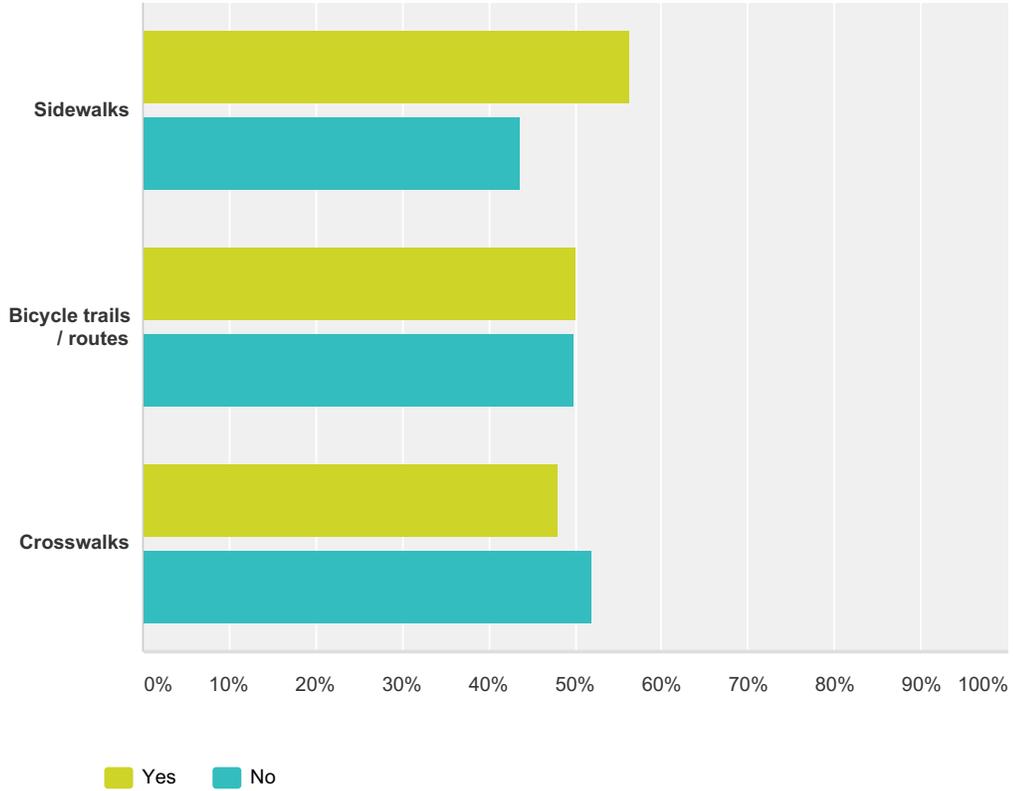
| Answer Choices | Responses |
|---|------------|
| Dekalb Pike and Skippack Pike | 87.65% 369 |
| Dekalb Pike and Morris Road | 7.84% 33 |
| Dekalb Pike and South Township Line Road | 21.14% 89 |
| Skippack Pike and Butler Pike | 29.69% 125 |
| Skippack Pike and North Wales Road | 9.74% 41 |
| Skippack 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?

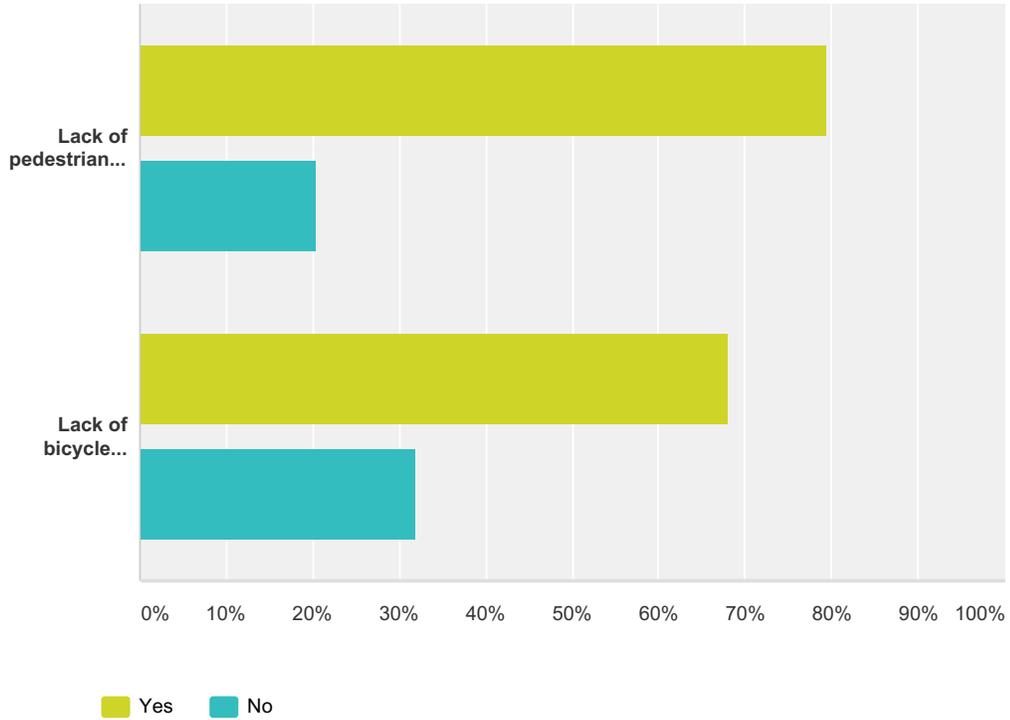
Answered: 409 Skipped: 51



| | 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:

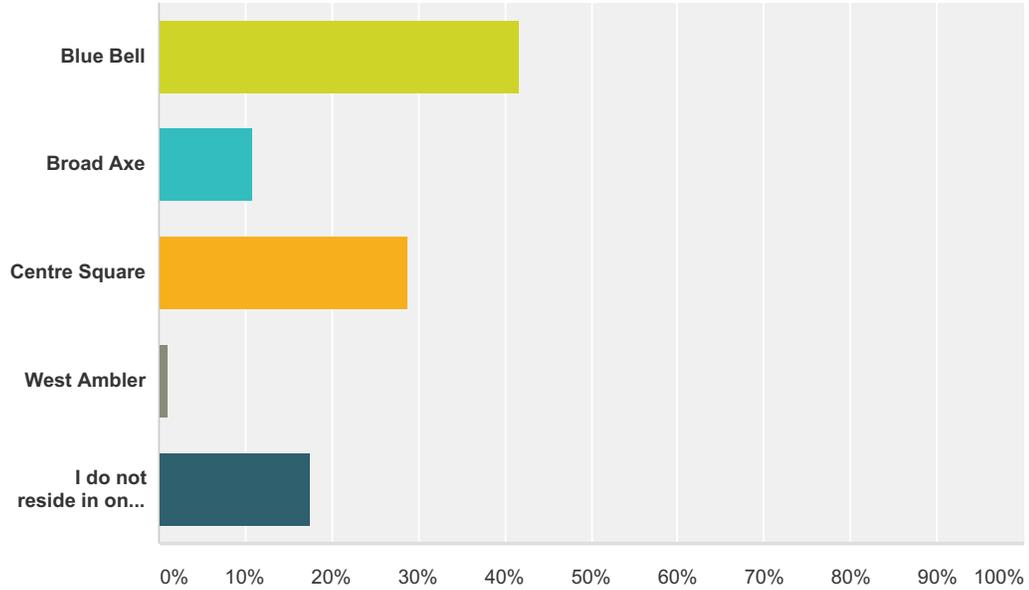
Answered: 407 Skipped: 53



| | 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)

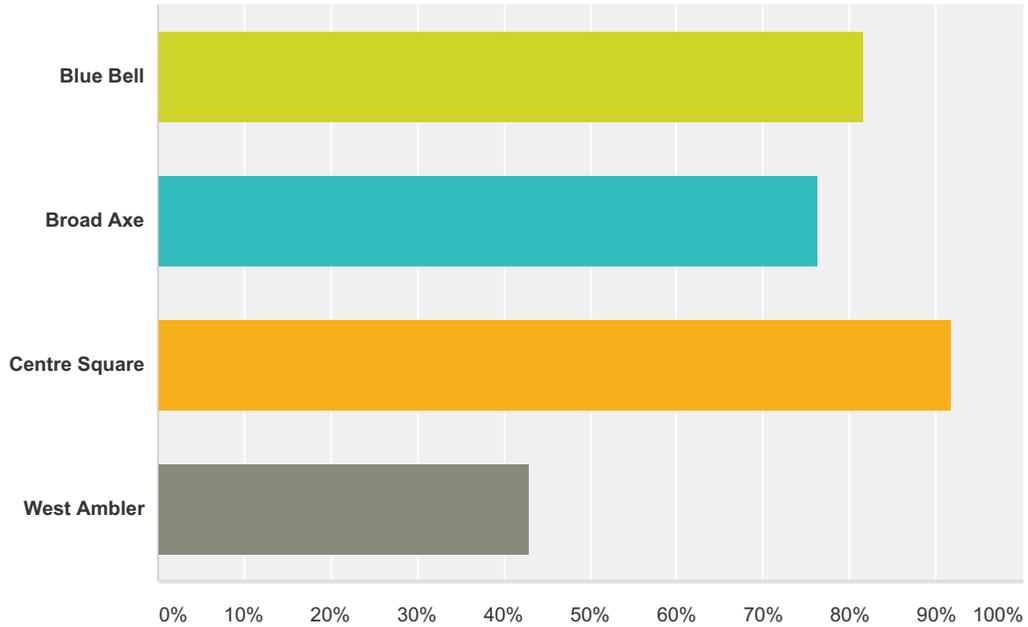
Answered: 411 Skipped: 49



| 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)

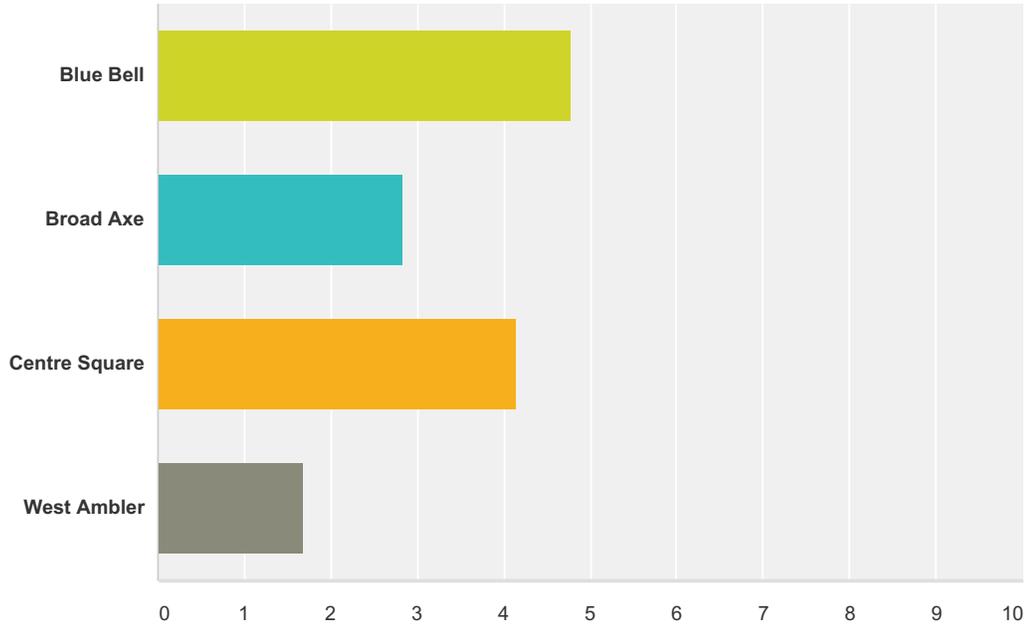
Answered: 404 Skipped: 56



| 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?

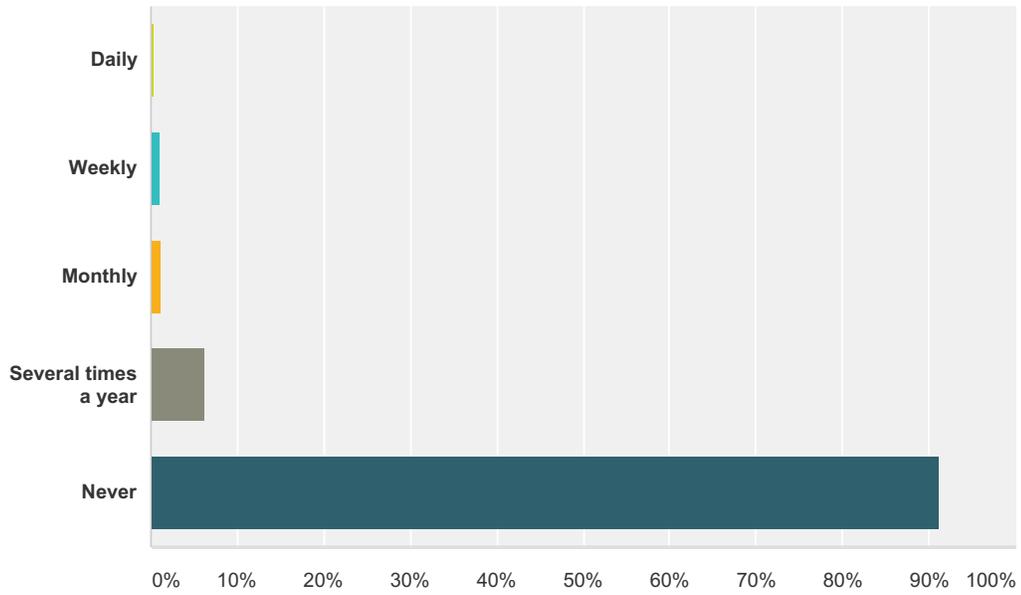
Answered: 351 Skipped: 109



| 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?

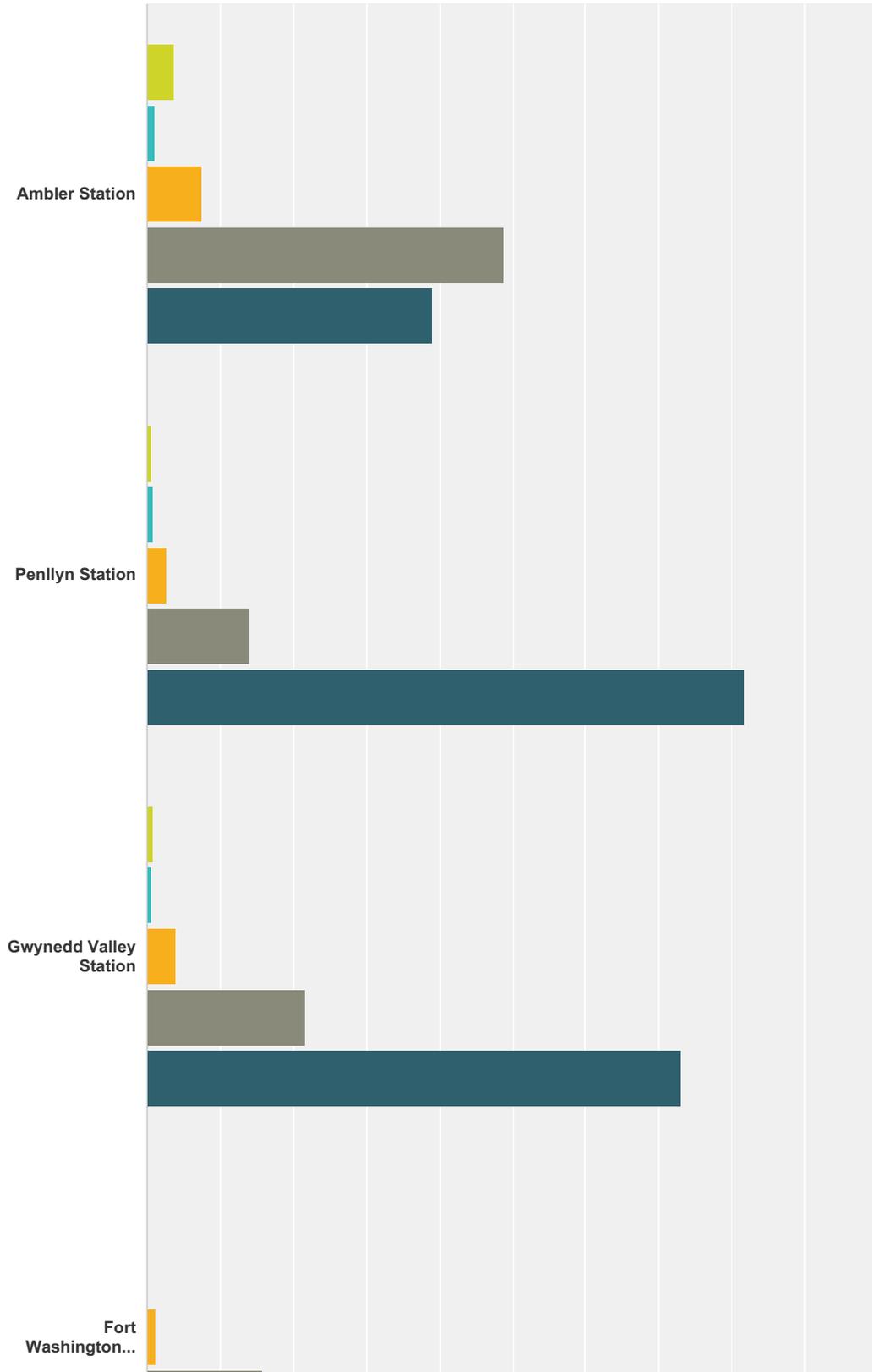
Answered: 422 Skipped: 38



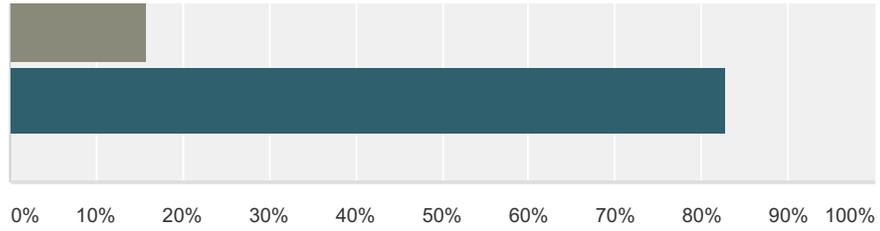
| Answer Choices | Responses | |
|----------------------|-----------|------------|
| Daily | 0.47% | 2 |
| Weekly | 0.95% | 4 |
| Monthly | 1.18% | 5 |
| Several times a year | 6.16% | 26 |
| Never | 91.23% | 385 |
| Total | | 422 |

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

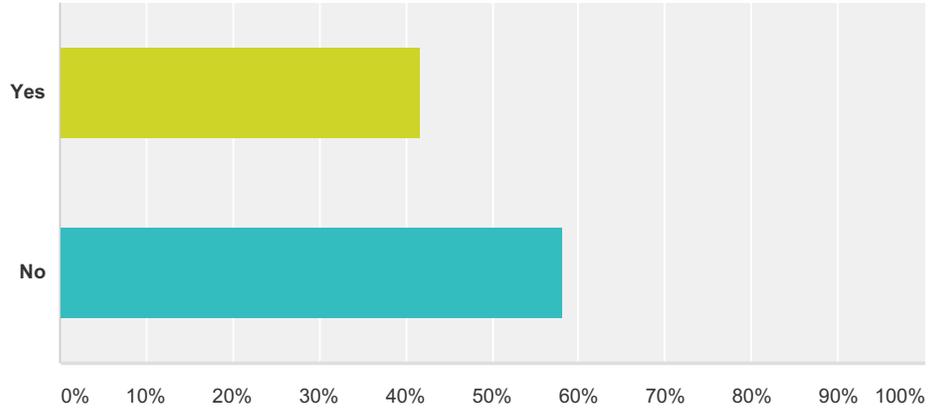


■ Daily
 ■ Weekly
 ■ Monthly
 ■ Several times per year
 ■ Never

| | 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?

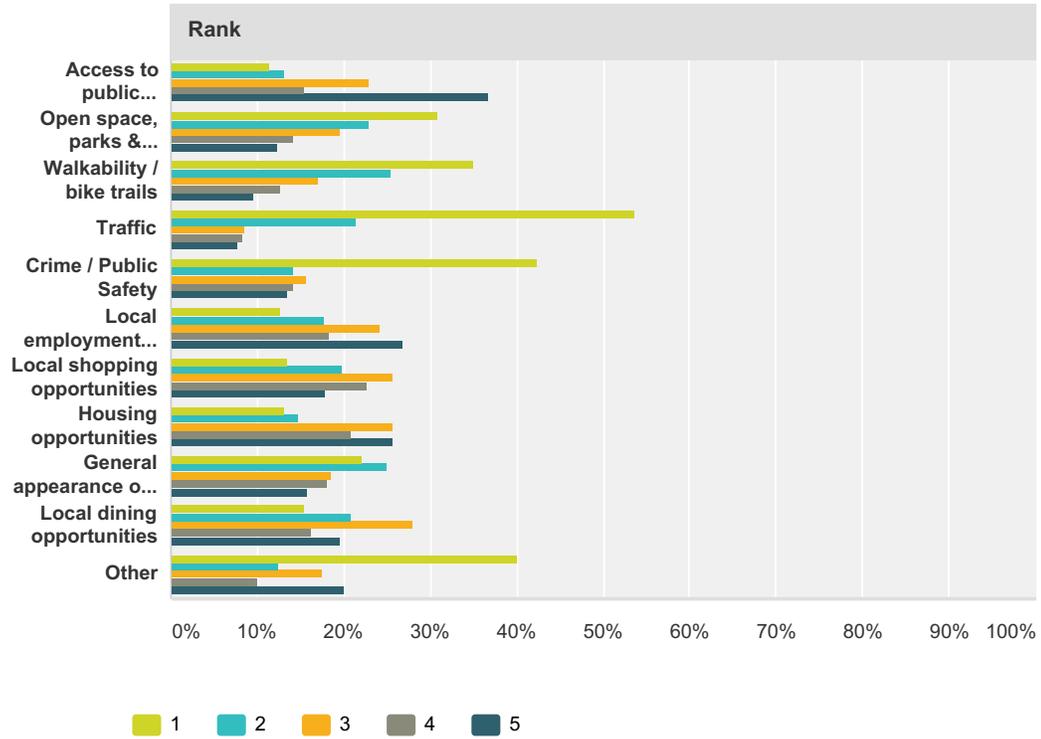
Answered: 404 Skipped: 56



| 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 |

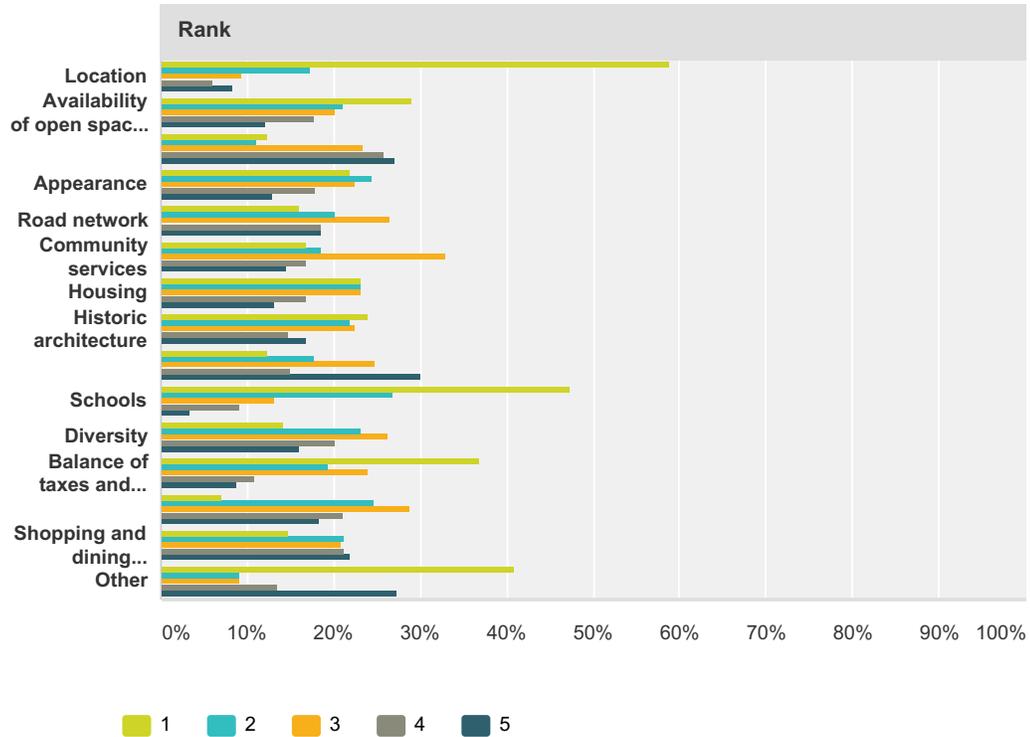
Whitpain Township Comprehensive Plan

| | | | | | | |
|---|---------------------|---------------------|---------------------|---------------------|---------------------|-----|
| General appearance of buildings and streetscape | 22.05% 58 | 25.10% 66 | 18.63% 49 | 18.25% 48 | 15.97% 42 | 263 |
| 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



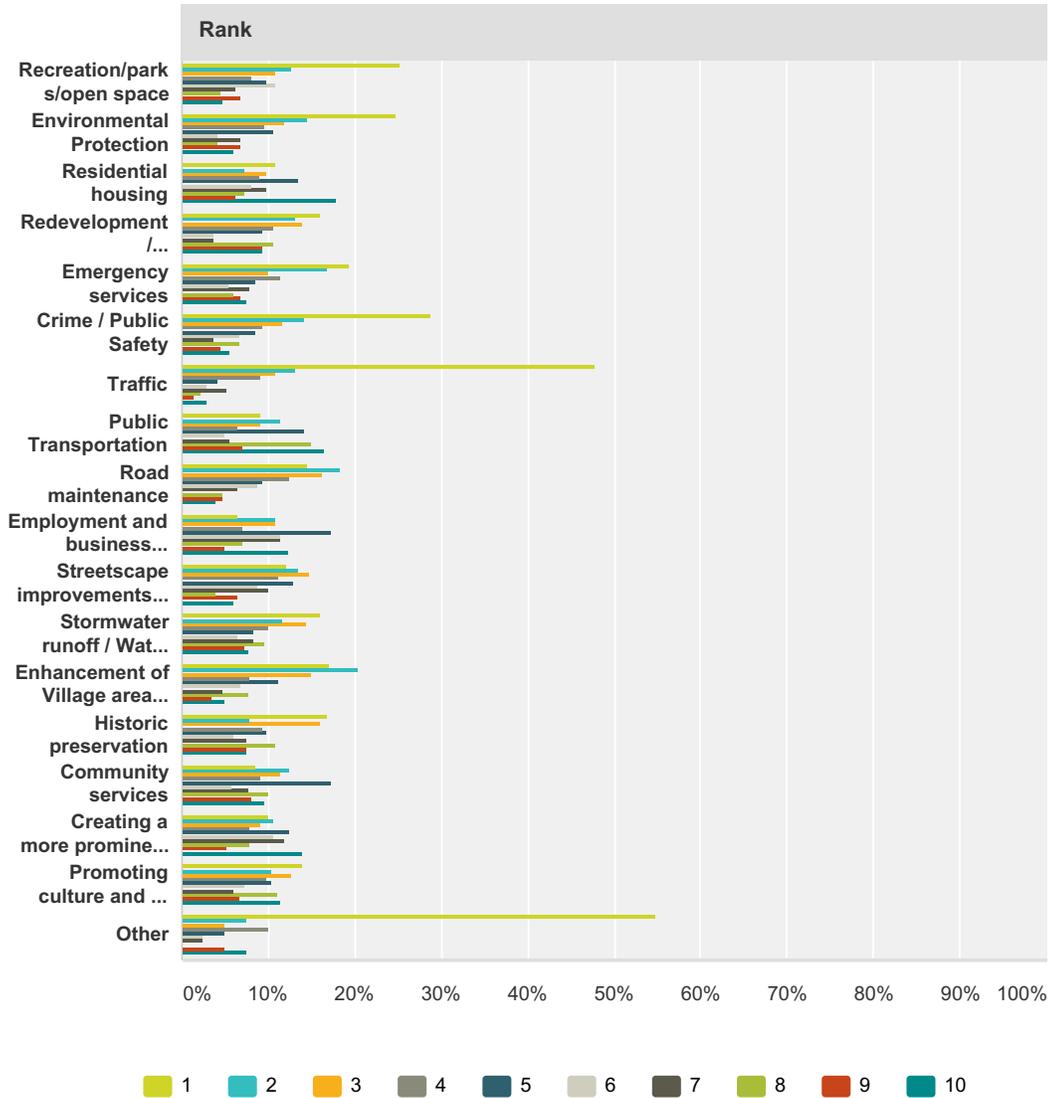
| Rank | | | | | | |
|---|---------------|--------------|--------------|--------------|--------------|-------|
| | 1 | 2 | 3 | 4 | 5 | Total |
| Location | 58.86% 176 | 17.39% 52 | 9.36% 28 | 6.02% 18 | 8.36% 25 | 299 |
| Availability of open space, parks and recreational facilities | 28.99% 69 | 21.01% 50 | 20.17% 48 | 17.65% 42 | 12.18% 29 | 238 |
| Availability of jobs | 12.35% 10 | 11.11% 9 | 23.46% 19 | 25.93% 21 | 27.16% 22 | 81 |
| Appearance | 22.00% 44 | 24.50% 49 | 22.50% 45 | 18.00% 36 | 13.00% 26 | 200 |
| Road network | 16.13% 20 | 20.16% 25 | 26.61% 33 | 18.55% 23 | 18.55% 23 | 124 |
| Community services | 16.94% 21 | 18.55% 23 | 33.06% 41 | 16.94% 21 | 14.52% 18 | 124 |
| Housing | 23.27% 37 | 23.27% 37 | 23.27% 37 | 16.98% 27 | 13.21% 21 | 159 |
| Historic architecture | 23.94% 34 | 21.83% 31 | 22.54% 32 | 14.79% 21 | 16.90% 24 | 142 |
| Access to public transportation | 12.39% 14 | 17.70% 20 | 24.78% 28 | 15.04% 17 | 30.09% 34 | 113 |

Whitpain Township Comprehensive Plan

| | | | | | | |
|-----------------------------------|----------------------|---------------------|---------------------|---------------------|---------------------|-----|
| Schools | 47.43% 129 | 26.84% 73 | 13.24% 36 | 9.19% 25 | 3.31% 9 | 272 |
| 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 |

Q25 Rank the top ten (10) things Whitpain Township officials should focus on (1 = High Priority, 10 = Low Priority):

Answered: 386 Skipped: 74



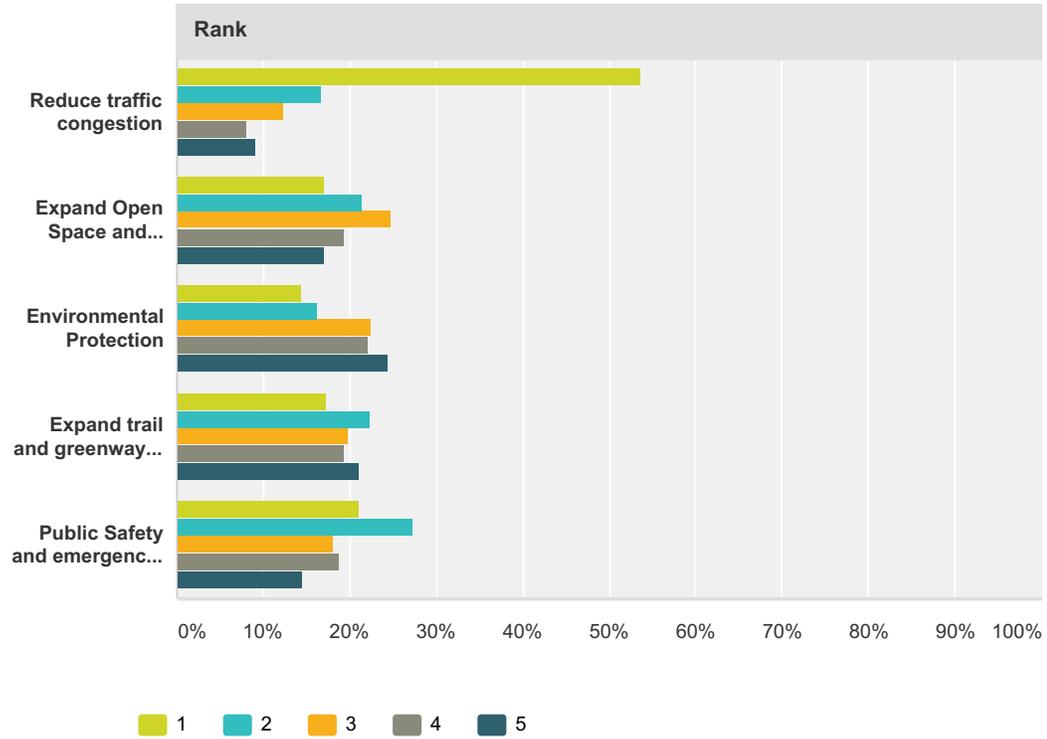
| Rank | | | | | | | | | | | |
|--------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Total |
| Recreation/parks/open space | 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)

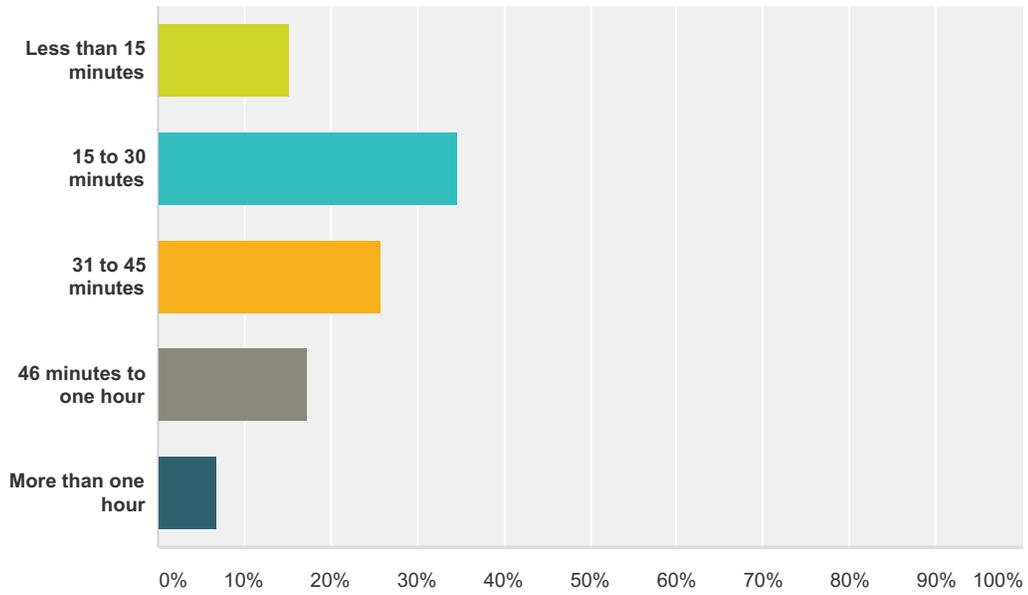
Answered: 389 Skipped: 71



| 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)?

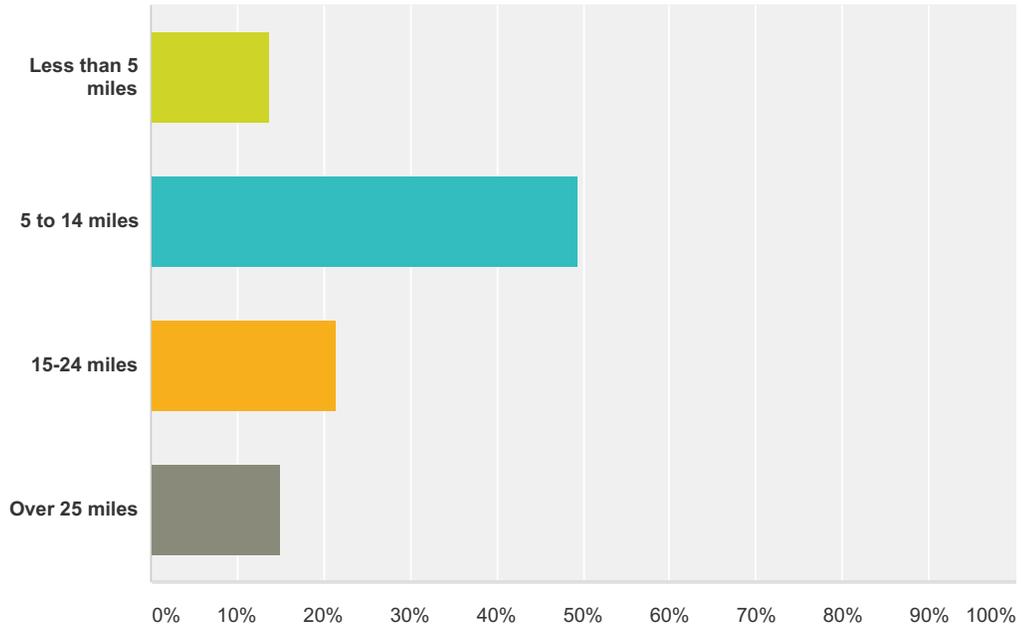
Answered: 542 Skipped: 2



| 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?

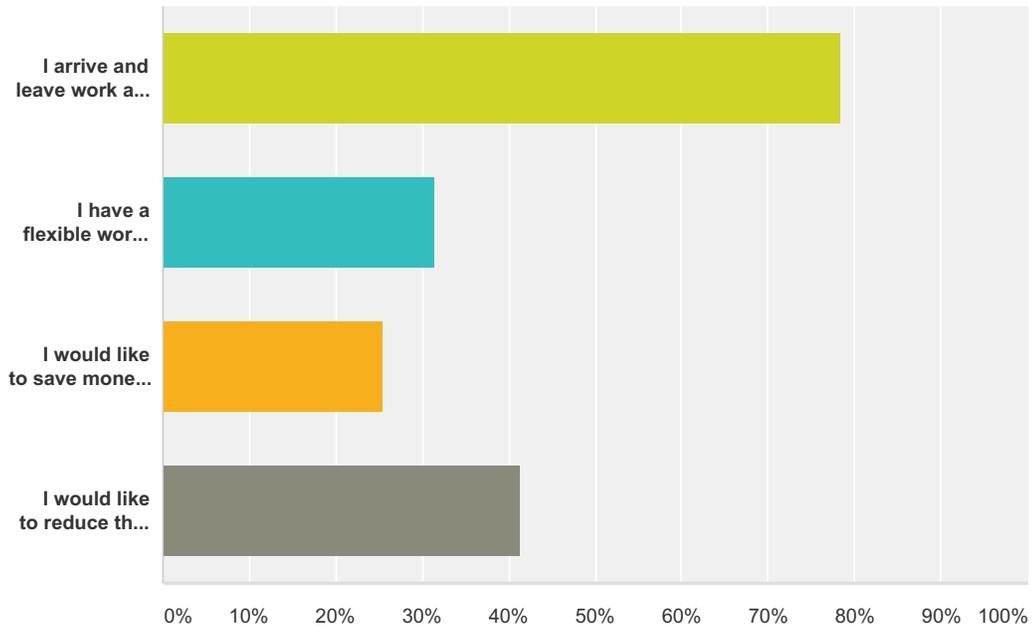
Answered: 543 Skipped: 1



| 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)?

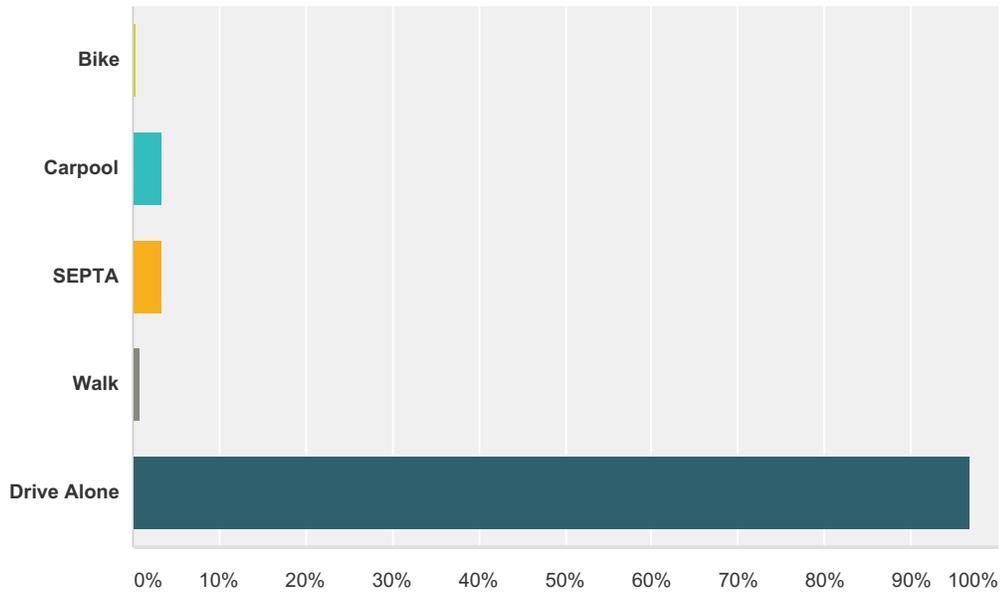
Answered: 540 Skipped: 4



| 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)

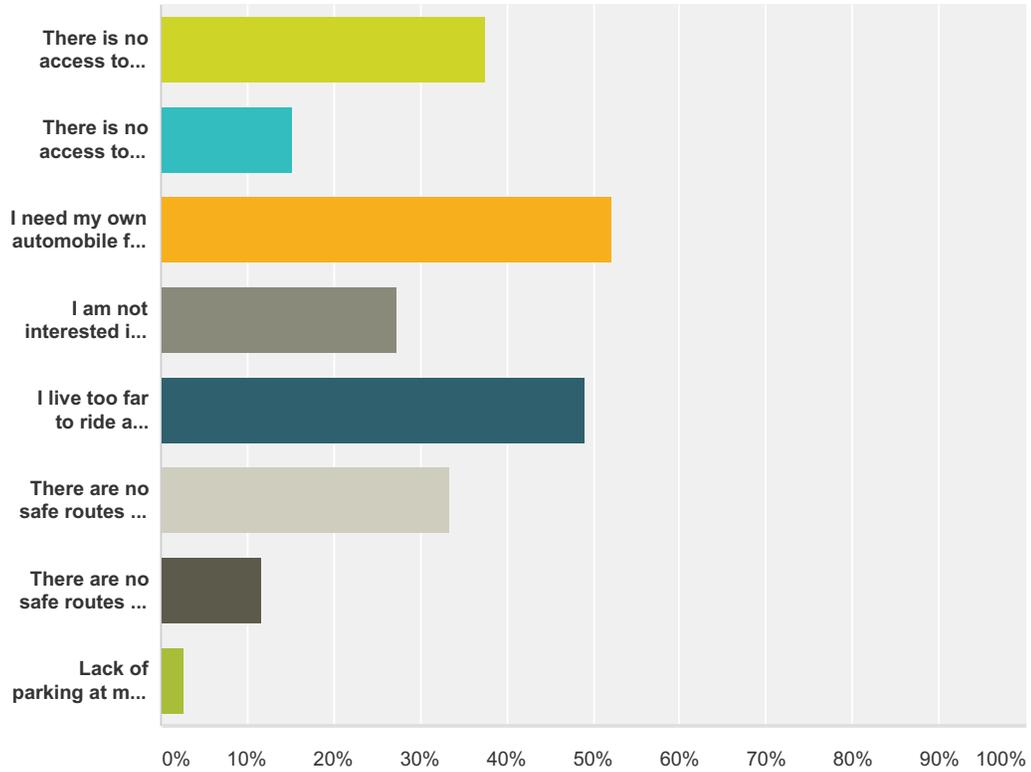
Answered: 539 Skipped: 5



| 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).

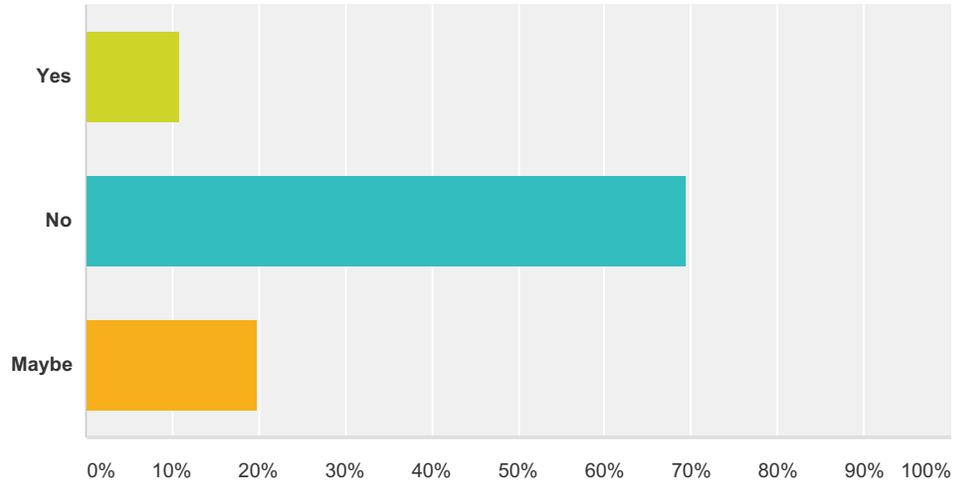
Answered: 507 Skipped: 37



| 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?

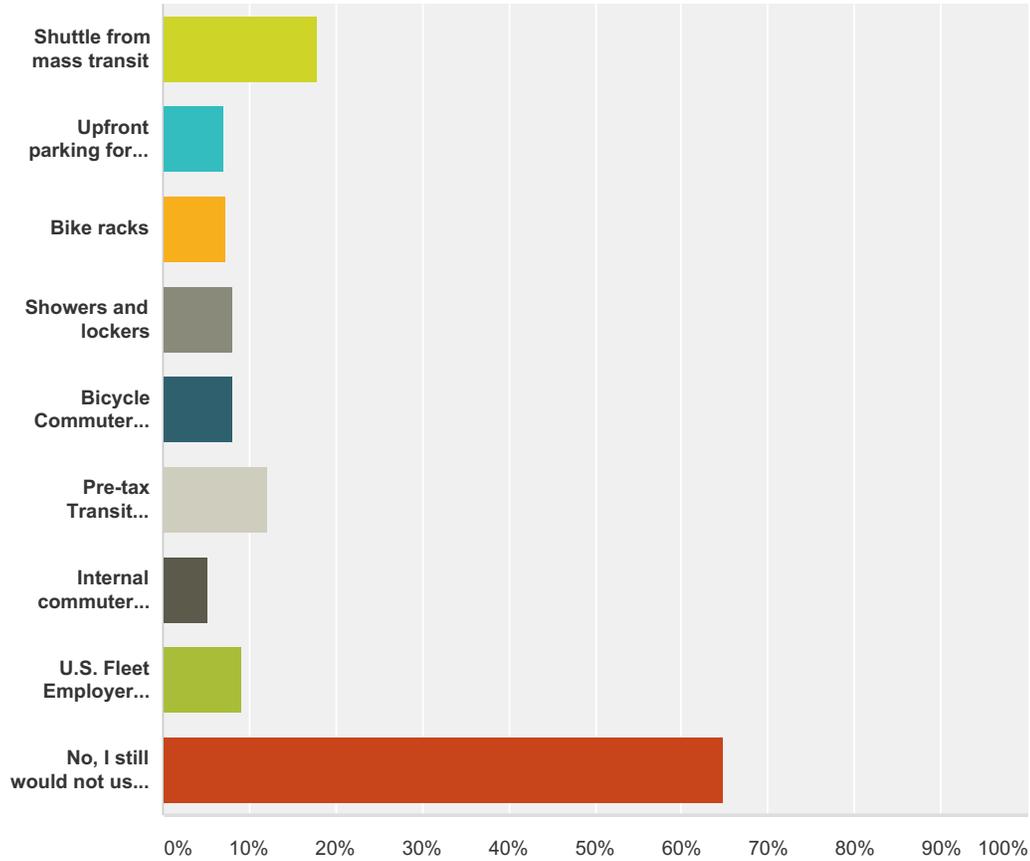
Answered: 530 Skipped: 14



| 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:**

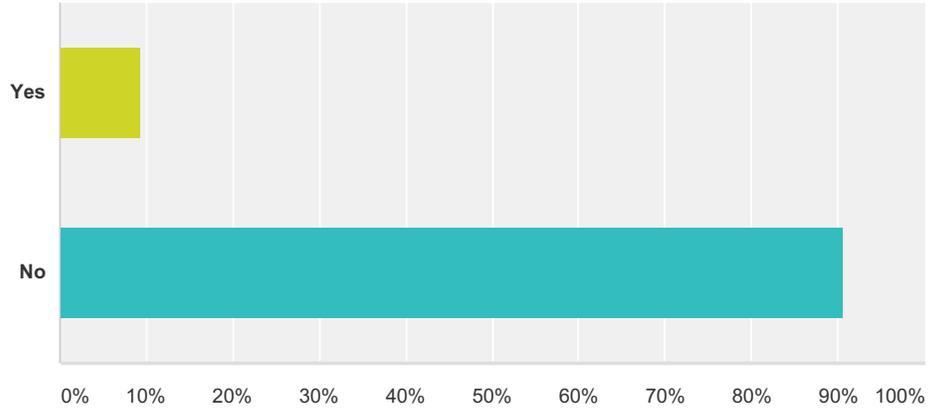
Answered: 500 Skipped: 44



| 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?

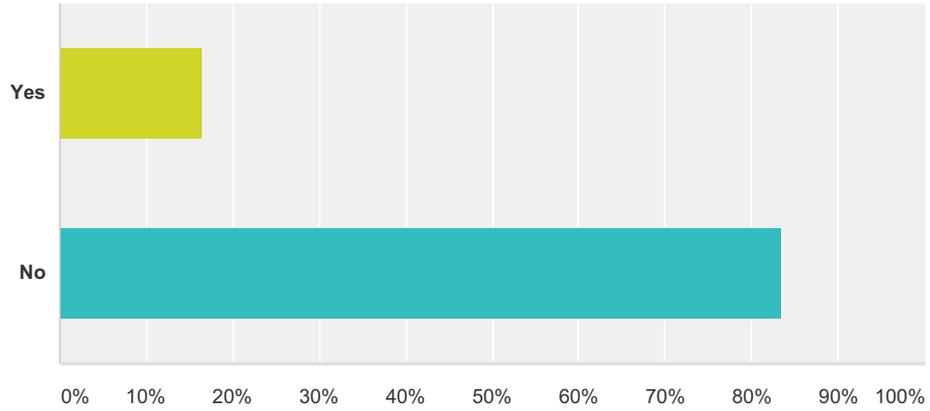
Answered: 532 Skipped: 12



| 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



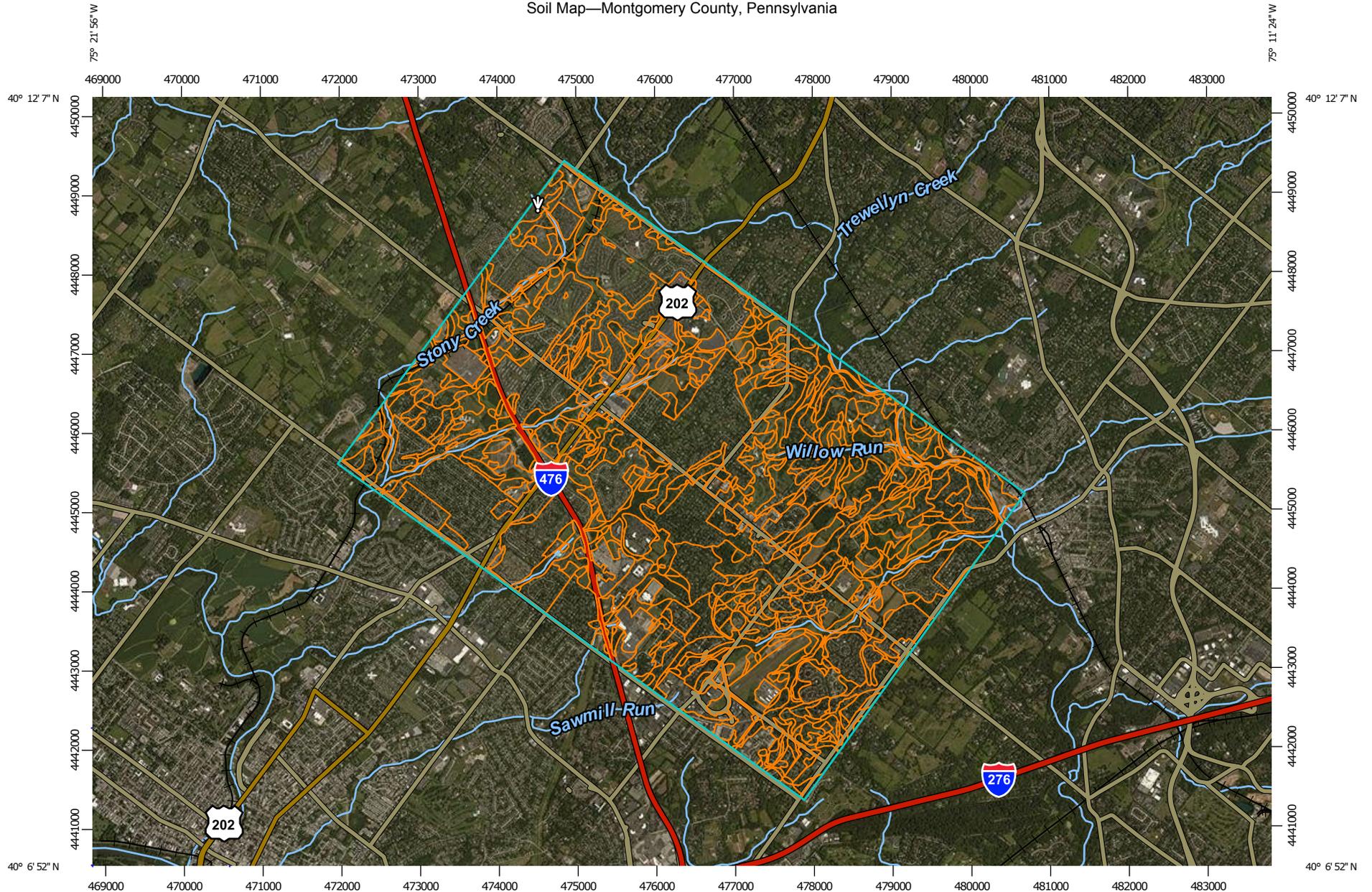
| Answer Choices | Responses |
|----------------|------------|
| Yes | 16.48% 88 |
| No | 83.52% 446 |
| Total | 534 |

Whitpain Townshp Historic Resources

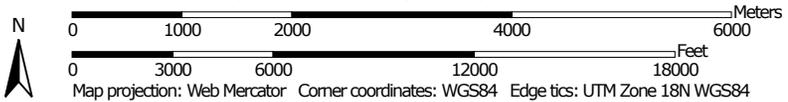
| Key Number | Inventory ID | Address | Municipality | County | Primary Historic Name | ER Number | National Register Status | Tax Parcel | Resource Category | Bridge | Year Built |
|------------|--------------|-----------------------------|-------------------|------------|---|---------------|--------------------------------------|----------------------------|-------------------|--------|-------------|
| 101894 | 101794 | 624 Dekalb Pike | Whitpain Township | Montgomery | Detwiler House | 1991-1019-042 | SHPO: Not Eligible | | Building | N | 1910;1950 |
| 155199 | 133597 | Pennsylvania Tpke. | Whitpain Township | Montgomery | Slatington Maintenance Facility | 1999-1130-042 | | | Building | | 1957 |
| 136919 | 123656 | SR 7046 | Whitpain Township | Montgomery | | | Demolished or 100% Destroyed | | Structure | Y | 1867 |
| 079799 | 79704 | | Whitpain Township | Montgomery | White Horse (Blue Bell) Inn | | SHPO: Not Eligible | | Building | N | 1743 |
| 136921 | 123658 | SR 202 | Whitpain Township | Montgomery | | | SHPO: Not Eligible | | Structure | Y | 1922 |
| 140882 | 127633 | 1940 Skippack Pike | Whitpain Township | Montgomery | Baker, Llewellyn, House | 2002-1494-091 | SHPO: Not Eligible | 66-00-06424-008 | Building | N | c1890 |
| 155708 | 134260 | | Whitpain Township | Montgomery | Philadelphia & Reading Railroad (aggregate file) | | Aggregate File (see comments) | | District | N | |
| 140881 | 127632 | Jolly and Dekaub Rd. | Whitpain Township | Montgomery | | 2002-1494-091 | SHPO: Not Eligible | | District | N | c1947;c1952 |
| 064393 | 64299 | Lewis Ln. | Whitpain Township | Montgomery | Dawesfield | | Listed | | Building | N | c1735 |
| 155199 | 133599 | Pennsylvania Tpke. | Whitpain Township | Montgomery | Hickory Run Service Plaza | 1999-1130-042 | | | Building | | 1957 |
| 136917 | 123654 | SR 73 | Whitpain Township | Montgomery | | | SHPO: Not Eligible | | Structure | Y | 1950 |
| 122249 | 113023 | 299 Norristown Rd. | Whitpain Township | Montgomery | Sandy Hill School | 2002-8038-091 | SHPO: Not Eligible | 660004750008 BLOCK 022-019 | Building | N | 1859 |
| 101896 | 101796 | 1536 Dekalb Pike | Whitpain Township | Montgomery | Bagdis House | 1991-1019-042 | SHPO: Not Eligible | | Building | N | 1900;1950 |
| 110139 | 108086 | 1 Farm Dr. | Whitpain Township | Montgomery | Whitpain, Richard, Farm | 1998-0959-091 | Demolished or 100% Destroyed | | Building | N | 1704 |
| 140879 | 127629 | 1002 Jolly Rd. | Whitpain Township | Montgomery | Jolly/Zimmerman Property | 2002-1494-091 | Insufficient Information to Evaluate | 66-00-02026-005 | Building | N | 1800 |
| 140885 | 127636 | 1999 Skippack Pike | Whitpain Township | Montgomery | Strong House | 2002-1494-091 | SHPO: Not Eligible | 66-00-06751-005 | Building | N | 1880 |
| 140883 | 127634 | 1950 Skippack Pike | Whitpain Township | Montgomery | | 2002-1494-091 | SHPO: Not Eligible | 66-00-06430-002 | Building | N | c1882 |
| 140886 | 127637 | 880 North Wales Rd. | Whitpain Township | Montgomery | Saybolt House | 2002-1494-091 | SHPO: Not Eligible | 66-00-04873-002 | Building | N | 1880 |
| 140866 | 127616 | 713 Township Line Rd. | Whitpain Township | Montgomery | Culp House | 2002-1494-091 | SHPO: Not Eligible | 66-00-07567-008 | Building | N | 1951 |
| 111937 | 109239 | Mathers Rd. | Whitpain Township | Montgomery | County Bridge No. 287 | 1997-8063-091 | SHPO: Not Eligible | | Structure | Y | 1867 |
| 143163 | 130124 | 295 Skippack Pike | Whitpain Township | Montgomery | Woodrow Farm | 2007-6064-091 | SHPO: Not Eligible | | Building | N | c1850;1935 |
| 101885 | 101785 | 1199 Fairview Rd. | Whitpain Township | Montgomery | Lear House | 1991-1019-042 | SHPO: Not Eligible | | Building | N | 1910;1930 |
| 111628 | 109087 | 799 Skippack Pike | Whitpain Township | Montgomery | Whitpain Public School | | Listed | | Building | N | 1895 |
| 121757 | 112881 | 1290 Skippack Pk. | Whitpain Township | Montgomery | | 1991-1019-042 | SHPO: Not Eligible | | Building | N | |
| 102903 | 102802 | 1155 Dekalb Pike | Whitpain Township | Montgomery | Erb, George, House | 1991-1019-042 | Demolished or 100% Destroyed | | Building | | 1865;1871 |
| 101882 | 101782 | | Whitpain Township | Montgomery | Centre Square Historic District | 1991-1019-042 | SHPO: Not Eligible | | District | N | 1750;1940 |
| 101888 | 101788 | 1231 Fairview Rd. | Whitpain Township | Montgomery | Koffel House | 1991-1019-042 | SHPO: Not Eligible | | Building | N | 1910;1940 |
| 106712 | 106323 | 225 Mather Rd. | Whitpain Township | Montgomery | Mather, Charles, Mill & House | 1997-8063-091 | SHPO: Not Eligible | BLOCK 17 PARCEL 5 | Building | N | 1809 |
| 155199 | 133593 | Pennsylvania Tpke. | Whitpain Township | Montgomery | Quakertown Maintenance Facility | 1999-1130-042 | | | Building | | 1957 |
| 122747 | 113175 | 274 Norristown Rd. | Whitpain Township | Montgomery | Lone Star Farm | 2002-8038-091 | SHPO: Eligible | 66-00-04747-00-2 | Building | N | c1800;c1930 |
| 102897 | 102796 | 990 Dekalb Pike | Whitpain Township | Montgomery | Fiegel House | 1991-1019-042 | SHPO: Not Eligible | | Building | N | 1901 |
| 101889 | 101789 | 1410 Dekalb St. | Whitpain Township | Montgomery | Reiff House | 1991-1019-042 | SHPO: Eligible | | Building | | 1860;1890 |
| 101893 | 101793 | 340 Dekalb Pike | Whitpain Township | Montgomery | Greenawald House | 1991-1019-042 | Insufficient Information to Evaluate | | Building | N | 1750;1820 |
| 101886 | 101786 | 1213 Fairview Rd. | Whitpain Township | Montgomery | Turton House | 1991-1019-042 | SHPO: Not Eligible | | Building | N | 1910;1930 |
| 110043 | 108047 | 1662 Dekalb Pike | Whitpain Township | Montgomery | Bult/Thomas Carriage House | 1991-1019-042 | SHPO: Not Eligible | 66-00-02690-008 | Building | N | c1880;c1900 |
| 121761 | 112883 | 1393 Jolly Rd. | Whitpain Township | Montgomery | Keys, Robert, House | 1991-1019-042 | SHPO: Not Eligible | | Building | N | |
| 101895 | 101795 | 1522 Dekalb St. | Whitpain Township | Montgomery | Lin House | 1991-1019-042 | SHPO: Not Eligible | | Building | N | 1900;1930 |
| 101884 | 101784 | 1451 Morris Rd. | Whitpain Township | Montgomery | Normandy Farm | 1991-1019-042 | Listed | | Building | | 1832 |
| 101891 | 101791 | 1651 Dekalb St. | Whitpain Township | Montgomery | McGlathery House | 1991-1019-042 | Demolished or 100% Destroyed | | Building | N | 1840;1880 |
| 102899 | 102798 | 811 Dekalb Pike | Whitpain Township | Montgomery | Frantz House | 1991-1019-042 | SHPO: Eligible | | Building | N | 1870 |
| 079783 | 79688 | Yost Rd. | Whitpain Township | Montgomery | Old Log Cabin | | Insufficient Information to Evaluate | | Building | N | |
| 050905 | 50811 | 580 Penlynn Pike | Whitpain Township | Montgomery | Blythewood | | Insufficient Information to Evaluate | | Building | N | c1868 |
| 121755 | 112880 | 15 W Township Line Rd. | Whitpain Township | Montgomery | Coscia, Lambert, Property | 1991-1019-042 | SHPO: Not Eligible | | | N | |
| 140887 | 127638 | 870 N Wales Rd. | Whitpain Township | Montgomery | Kinchinzer house | 2002-1494-091 | SHPO: Not Eligible | 66-00-04876-008 | Building | N | |
| 155199 | 133595 | Pennsylvania Tpke. | Whitpain Township | Montgomery | Allentown Service Plaza | 1999-1130-042 | | | Building | | 1957 |
| 155199 | 133591 | Pennsylvania Tpke. | Whitpain Township | Montgomery | Pennsylvania Turnpike: Northeast Extension | 1999-1130-042 | SHPO: Not Eligible | | Structure | | |
| 102895 | 102794 | 920 Dekalb Pike | Whitpain Township | Montgomery | Stoops House | 1991-1019-042 | SHPO: Not Eligible | | Building | N | 1911 |
| 096867 | 96768 | 663 Skippack Pike | Whitpain Township | Montgomery | | | SHPO: Not Eligible | | Building | N | |
| 140884 | 127635 | 1951 Skippack Pike | Whitpain Township | Montgomery | Belfry Post Office and Store | 2002-1494-091 | SHPO: Not Eligible | 66-00-06745-002 | Building | N | c1881 |
| 079639 | 79544 | Blue Bell-Penlynn Rd. | Whitpain Township | Montgomery | Boehm's Reformed Church | | Insufficient Information to Evaluate | | Building | N | c1747 |
| 102901 | 102800 | 956 Dekalb Pike | Whitpain Township | Montgomery | Tomlinson House | 1991-1019-042 | SHPO: Eligible | | Building | N | 1853 |
| 103968 | 103867 | | Whitpain Township | Montgomery | North Pennsylvania Railroad (Phila. to Bethlehem) | 2004-6124-017 | SHPO: Eligible | | District | N | 1853;1857 |
| 093447 | 93351 | 50 Skippack Pike | Whitpain Township | Montgomery | Ellendale | | SHPO: Not Eligible | | Building | N | |
| 122745 | 113174 | 1501 Narcissa Rd. | Whitpain Township | Montgomery | Wings Field | 2002-8038-091 | SHPO: Eligible | 66-00-04573--00-5 | Building | N | c1927 |
| 079629 | 79534 | 1400 Blue Bell-Penlynn Pike | Whitpain Township | Montgomery | Cloot, The | | SHPO: Not Eligible | | Building | N | 1711 |
| 143162 | 130123 | 1007 Plymouth Rd. | Whitpain Township | Montgomery | Pomeroy, Berry Farm | 2007-6064-091 | SHPO: Not Eligible | 66-00-06-163-00-8 | Building | N | c1820 |
| 155199 | 133603 | Pennsylvania Tpke. | Whitpain Township | Montgomery | Wyoming Valley Interchange | 1999-1130-042 | | | Structure | | 1957 |
| 155199 | 133602 | Pennsylvania Tpke. | Whitpain Township | Montgomery | Wyoming Valley Maintenance Facility | 1999-1130-042 | | | Building | | 1957 |
| 140877 | 127627 | 721 Township Line Rd. | Whitpain Township | Montgomery | Comley-Conrad House | 2002-1494-091 | SHPO: Not Eligible | 66-00-07570-005 | Building | N | c1828;c1840 |
| 140890 | 127641 | 2541 Skippack Pike | Whitpain Township | Montgomery | Gotwals, Charles, House | 2002-1494-091 | SHPO: Not Eligible | 67-00-03301-007 | Building | N | 1870 |
| 140880 | 127631 | 1387 Jolly Rd. | Whitpain Township | Montgomery | | 2002-1494-091 | SHPO: Not Eligible | | Building | N | c1948 |
| 136918 | 123655 | SR 73 | Whitpain Township | Montgomery | | | SHPO: Not Eligible | | Structure | Y | 1950 |

| | | | | | | | | | | | |
|--------|--------|--------------------------|-------------------|------------|--|---------------|--------------------------------------|-----------------|-----------|---|-------------|
| 110699 | 108441 | 1701 Morris Rd. | Whitpain Township | Montgomery | Franklinville School | 1991-1019-042 | Listed | | Building | | 1858 |
| 136920 | 123657 | SR 7046 | Whitpain Township | Montgomery | | | SHPO: Not Eligible | | Structure | Y | 1991 |
| 140878 | 127628 | 1345 Wentz Rd. | Whitpain Township | Montgomery | Lysinger House | 2002-1494-091 | SHPO: Not Eligible | 66-00-08233-503 | Building | N | c1850;c1871 |
| 102896 | 102795 | 978 Dekalb Pike | Whitpain Township | Montgomery | Beidman House | 1991-1019-042 | SHPO: Not Eligible | | Building | N | 1853 |
| 101890 | 101790 | 1597 Dekalb St. | Whitpain Township | Montgomery | Gormly House | 1991-1019-042 | SHPO: Eligible | | Building | | 1910;1940 |
| 079677 | 79582 | 802 Morris Rd. | Whitpain Township | Montgomery | Tall House | | Insufficient Information to Evaluate | | Building | N | 1795 |
| 121759 | 112882 | 1395 Jolly Rd. | Whitpain Township | Montgomery | Tatnall Property | 1991-1019-042 | SHPO: Not Eligible | | Building | N | |
| 102898 | 102797 | 746 Dekalb Pike | Whitpain Township | Montgomery | Davidson House | 1991-1019-042 | Demolished or 100% Destroyed | | Building | | 1875 |
| 155199 | 133604 | Pennsylvania Tpke. | Whitpain Township | Montgomery | Scranton Interchange | 1999-1130-042 | | | Structure | | 1957 |
| 155199 | 133598 | Pennsylvania Tpke. | Whitpain Township | Montgomery | Lehigh Tunnel | 1999-1130-042 | | | Structure | | 1957 |
| 155199 | 133596 | Pennsylvania Tpke. | Whitpain Township | Montgomery | Lehigh Valley Interchange | 1999-1130-042 | | | Structure | | 1957 |
| 155199 | 133592 | Pennsylvania Tpke. | Whitpain Township | Montgomery | Lansdale Interchange | 1999-1130-042 | | | Structure | | 1955 |
| 127665 | 115681 | 1953 W Township Line Rd. | Whitpain Township | Montgomery | Griffiths, Winfield & Evelyn, House | 1991-1019-042 | SHPO: Not Eligible | 001-002 | Building | N | c1860 |
| 110045 | 108048 | 1664 Dekalb Pike | Whitpain Township | Montgomery | Isaac Ellis Farmhouse | 1991-1019-042 | SHPO: Not Eligible | 66-00-02684-005 | Building | N | c1778;c1800 |
| 102900 | 102799 | 938 Dekalb Pike | Whitpain Township | Montgomery | Whitcomb House | 1991-1019-042 | SHPO: Not Eligible | | Building | N | 1868 |
| 101892 | 101792 | 1648 Dekalb St. | Whitpain Township | Montgomery | Wentz House | 1991-1019-042 | SHPO: Not Eligible | | Building | N | 1840;1880 |
| 079638 | 79543 | | Whitpain Township | Montgomery | Broad Axe Hotel | | Insufficient Information to Evaluate | | Building | N | 1685 |
| 102902 | 102801 | 998 Dekalb Pike | Whitpain Township | Montgomery | Haag House | 1991-1019-042 | SHPO: Not Eligible | | Building | N | 1901 |
| 079641 | 79546 | | Whitpain Township | Montgomery | Black Horse, The | | Insufficient Information to Evaluate | | Building | N | 1774 |
| 155199 | 133601 | Pennsylvania Tpke. | Whitpain Township | Montgomery | Pocono Interchange | 1999-1130-042 | | | Structure | | 1957 |
| 155199 | 133600 | Pennsylvania Tpke. | Whitpain Township | Montgomery | Pocono Maintenance Facility and State Police Station | 1999-1130-042 | | | Building | | 1957 |
| 155199 | 133594 | Pennsylvania Tpke. | Whitpain Township | Montgomery | Quakertown Interchange | 1999-1130-042 | | | | | 1957 |
| 136826 | 123563 | SR 7046 | Whitpain Township | Montgomery | | | SHPO: Not Eligible | | Structure | Y | 1926 |
| 127666 | 115682 | 1999 W Township Line Rd. | Whitpain Township | Montgomery | Roberts, Henry F., House | 1991-1019-042 | SHPO: Not Eligible | 001-001 | Building | N | c1876 |
| 102894 | 102793 | 1358 Skippack Pike | Whitpain Township | Montgomery | Flotte House | 1991-1019-042 | SHPO: Not Eligible | | Building | N | 1928 |

Soil Map—Montgomery County, Pennsylvania



Map Scale: 1:68,400 if printed on A landscape (11" x 8.5") sheet.



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

-  Spoil Area
-  Stony Spot
-  Very Stony Spot
-  Wet Spot
-  Other
-  Special Line Features

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% |