

**WORCESTER TOWNSHIP PLANNING COMMISSION MEETING  
WORCESTER TOWNSHIP COMMUNITY HALL  
1031 VALLEY FORGE ROAD, WORCESTER, PA 19490  
THURSDAY, JUNE 22, 2017, 7:30 PM**

**CALL TO ORDER** by Ms. Quigley at 7:33 PM

**ATTENDANCE**

PRESENT:	PAT QUIGLEY	[X]
	CHRIS DAVID	[X]
	DOUG ROTONDO	[X]
	TONY SHERR	[X]
	RICK DELELLO	[X]

1. May 25, 2017 Meeting Minutes – Ms. David motioned to approve the May 25, 2017 Meeting Minutes, second by Mr. Sherr. There was no public comment. By unanimous vote the motion was approved.
2. Center Point Village Zoning Ordinance – Mr. Ryan noted the Township had received a subdivision plan for the Palmer property. As such the Board of Supervisors requested a copy of this subdivision plan be forwarded to the six firms that responded to the planning services RFP, so that each could incorporate this potential subdivision in their scope of work, and amend their proposals, as needed. Mr. Ryan noted the Board of Supervisors will consider a contract award at the July 19 Business Meeting.
3. Wireless Communication Facilities Ordinance – Mr. Ryan provided an overview of revisions made to this ordinance since the Planning Commission’s last review, and he noted the status of litigation between Crown Castle and the Pennsylvania Public Utility Commission.

Mr. Sherr motioned to recommend the Board of Supervisors approve the proposed Wireless Communication Facilities ordinance, second by Mr. Rotondo.

Michelle Greenawalt, Worcester, commented on litigation between Crown Castle and the Pennsylvania Public Utility Commission.

By unanimous vote the motion was approved.

4. July 27, Meeting Agenda – At its July 27, 2017 meeting the Planning Commission will discuss the Center Point Village Zoning Ordinance, the Palmer subdivision (LD 2017-02) and a possible land development to be submitted by Meadowood.

5. Other Business – The Planning Commission received an invitation to tour that portion of the Stony Creek Farms property upon which the proposed sanitary sewer main for the Whitehall Estates development will be installed. A tentative meeting was scheduled at this location on Thursday, July 13 at 7:00 PM. Mr. Ryan will advertise this public meeting when the date and time are confirmed.

**PUBLIC COMMENT**

- There was no public comment at this evening’s meeting.

**ADJOURNMENT**

There being no further business before the Planning Commission, Mr. Todd adjourned the meeting at 7:52 PM.

Respectfully Submitted:

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Tommy Ryan  
Township Manager



CKS Engineers, Inc.  
88 South Main Street  
Doylestown, PA 18901  
215-340-0600 • FAX 215-340-1655

Joseph J. Nolan, P.E.  
Thomas F. Zarko, P.E.  
James F. Weiss  
Patrick P. DiGangi, P.E.  
Ruth Cunnane  
Michele A. Fountain, P.E.

July 12, 2017  
Ref: #7515

Township of Worcester  
1721 Valley Forge Road  
P.O. Box 767  
Worcester, PA 19490-0767

Attention: Tommy Ryan, Township Manager

Reference: Palmer Tract; Preliminary Subdivision Plan  
Skippack Pike and Valley Forge Road

Dear Mr. Ryan:

CKS Engineers, Inc. is in receipt of a Preliminary Subdivision Plan prepared by Bohler Engineering, for the property at the northeast corner of Skippack Pike and Valley Forge Road in Worcester Township. The preliminary subdivision plan submission consists of a plan set containing four (4) sheets, dated June 16, 2017, with no revisions.

The plan proposes the subdivision of the existing 50 acre (approximate) parcel into eight (8) lots. The subject parcel is in two zoning districts, with a portion of the tract in the C - Commercial District and a portion in the LPD - Land Preservation District. There appears to be no construction proposed at this time.

CKS Engineers, Inc. has reviewed the plan submission and also the accompanying documents for conformance with the Code of the Township of Worcester. Based on our review of this plan set, we offer the following comments:

1. The "Site Design Requirements" tabulation on sheet 2 does not identify the natural resource areas that affect the lot area. However, the "Exclusions from Lot Area Calculations" tabulations does itemize the respective resources and their subtraction from the proposed lot areas. For consistency, the exclusions should also be included in the "Site Design Requirements" tabulation.(150-9)
2. The plan proposes a single lot in the LPD district, with no improvements shown. We note that there are significant criteria that the Township may wish to consider discussing with the applicant regarding this lot, such as intended use, i.e. single family dwellings, multifamily dwellings, open space, density and street layout, etc. (150-110.24, 150-110.26).

July 12, 2017

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3. The plan does not include a tabulation of the respective dimensional requirements of the LPD district. In addition, the yard setbacks shown for Lot 8 do not appear to be consistent with the requirements of the district, specifically the "Neighborhood Setbacks"(150-26.A, 150-26.B, 150-110.26.C, 150-199)
4. Zoning Ordinance Section 150-110.26.A.1 requires a yield plan for the LPD lot. We note that no such plan has been submitted.
5. The submission does not include a proposed street and lot layout, which would specifically apply to the parcel/lot proposed in the LPD District. (130-33.E)
6. The plan should be revised to indicate how the water supply and sanitary sewer requirements of the subdivision will be addressed. (130-26, 130-27, 130-31, 150-110.27)
7. The plan should be revised to identify the required parking setback from a single family residential district for the Commercial District lots. (150-117.B)
8. The plan does not identify any landscape buffers on the Commercial District lots. (150-118.C)
9. The submission does not include the requisite Landscape Plan. Included with the landscaping requirements are buffer requirements. As noted above, buffers have not been identified on the plan. (130-28.B, 130-28.E, 130-28.G)
10. The submission does not include an Existing Resources and Site Analysis plan, which includes the requirement to provide a scenic view shed analysis. (130-33.C, 130-33.G)
11. The plan does not propose any frontage improvements, i.e. road widening, curbing or sidewalk along Skippack Pike and Valley Forge Road. These improvements should be discussed further with the Township and PennDOT.(130-16.A.6, 130-16.C, 130-18, 130-33.F)
12. Although the plan does not currently propose any construction, we remind the applicant of the Steep Slope Conservation District, ZO Sections 150-146.1 – 150-46.4.
13. The plan does not propose any stormwater management facilities, nor indicate conceptual areas where such facilities could be located. Although we recognize that there is no construction proposed at this time, the natural features of the parcel would result in the stormwater management facilities along the front of each of the proposed commercial lots, which may not be desirable. (130-24.A.6, 130-24.B.4.a, 130-33.H, 150-203, 150-203)

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14. The submission does not include a lighting plan. (130-33.J)
15. The proposed driveways will ultimately require a permit from the Pennsylvania Department of Transportation (PennDOT). In addition, any frontage improvements proposed should be coordinated between the Township and PennDOT. (130-14.J)
16. General observations:
  - A. Given the high traffic volumes on Skippack Pike, it would be advisable to limit the number of driveway access points. We acknowledge the 30 ft. cross access easement proposed for the commercial lots, however consideration should be given to providing a more specific site layout for both the commercial and residentially zoned parcels to allow for a conversation about access points, potential traffic signal upgrade(s), road widening, etc.
  - B. The plan provides a 20 ft. access easement over proposed Lot 3 to permit continuous access for the existing driveway serving the residence and outbuildings on proposed Lot 8. The applicant should discuss the intentions of this easement in the long term. We recommend that any further subdivision of Lot 8 require the easement to be extinguished, and access to any buildings that remain to be provided via anticipated internal roadways, to access Skippack Pike, Valley Forge Road or both.
  - C. Future plans should consider a proposed access to Skippack Pike that aligns with the existing commercial driveway on the south side of Skippack Pike.
  - D. The Township may wish to consider requiring a Traffic Impact Study for development of these parcels. (130-52, 130-54)
  - E. It may be beneficial to connect an access road/driveway from the residential portion of the site to the anticipated commercial parking lot(s), to provide a secondary means of accessing Skippack Pike.
  - F. It may be advisable to utilize the area at the southwest corner of the property, between the wetland area and Skippack Pike, as a location for an enhanced stormwater management facilities. Such facilities could provide storage and/or water quality measures while expanding the existing wetland area that is restricted from disturbance.
  - G. Any site layout/circulation issues referenced above should include proposed uses, for both the commercial and residential lots.

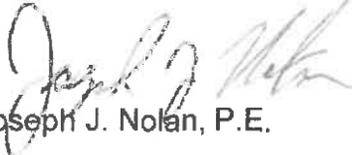
July 12, 2017

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The above represents our comments on this preliminary subdivision plan submission. The applicant's consultant should address the above items and revise the plans accordingly for future submission and review. Please contact this office if you have any questions or need any additional assistance on this project.

Very truly yours,  
CKS ENGINEERS, INC.  
Township Engineers



Joseph J. Nolan, P.E.

JJN/paf

cc: Robert Brant, Esq., Township Solicitor  
J. Edwin Mullin, Esq., HRMM & L  
Bohler Engineering, Inc.  
Bryan McAdam, CKS  
File



McMAHON ASSOCIATES, INC.  
425 Commerce Drive, Suite 200  
Fort Washington, PA 19034  
p 215-283-9444 | f 215-283-9446

June 30, 2017

Mr. Tommy Ryan  
Township Manager  
Worcester Township  
1721 Valley Forge Road  
P.O. Box 767  
Worcester, PA 19490

PRINCIPALS  
Joseph W. McMahon, P.E.  
Joseph J. DeSantis, P.E., PTOE  
John S. DePalma  
William T. Steffens  
Casey A. Moore, P.E.  
Gary R. McNaughton, P.E., PTOE  
  
ASSOCIATES  
John J. Mitchell, P.E.  
Christopher J. Williams, P.E.  
R. Trent Ebersole, P.E.  
Matthew M. Kozsuch, P.E.  
Maureen Chlebek, P.E., PTOE  
Dean A. Carr, P.E.

RE: **Traffic Review #1**  
Palmer Tract – Preliminary Subdivision  
Worcester Township, Montgomery County, PA  
McMahon Project No. 817467.11

Dear Tommy:

Per the request of the Township, McMahon Associates, Inc. (McMahon) has prepared this comment letter, which summarizes our initial review of the proposed subdivision to be located in the northeast corner of the intersection of Skippack Pike (S.R. 0073) and Valley Forge Road (S.R. 0363) in Worcester Township, Montgomery County, PA. The subdivision is proposed to consist of 8 lots, with our understanding that the smaller Lots 1 through 7 will be developed as commercial properties, and the larger remaining lot (Lot 8) will be submitted as a residential subdivision. However, at this time there is currently no specific development plans proposed on any of the lots.

The following document was reviewed and/or referenced in preparation of our traffic review:

1. Subdivision Plans for the Palmer Tract, prepared by Bohler Engineering, dated June 16, 2017.

Upon review of the subdivision plans for anticipated or existing transportation access, impacts, and mobility, McMahon offers the following comments for consideration by the Township and action by the applicant:

1. The subdivision for proposed future development is in close proximity to the intersection of Skippack Pike (S.R. 0073) and Valley Forge Road (S.R. 0363), which currently experiences congestion during the weekday morning and weekday afternoon commuter peak periods. The applicant should be aware that in order to alleviate the congestion currently experienced by vehicles at this intersection, long-term roadway improvements at this intersection are likely necessary with any development of the properties. These improvements could include an



additional through lane on one or more approaches, as well as optimizing, improving, or adding auxiliary turn lanes, as stated in the Township Roadway Sufficiency Analysis (Act 209). A detailed transportation impact study of any proposed development of these properties will be required and must be scoped with our office and PennDOT.

2. The applicant and the Township must consider the future access for any potential development on the main portion of this site, Lot #8, as well as the smaller commercial lots that abut Skippack Pike (S.R. 0073). While the plan depicts a 30-foot cross-access easement across the proposed Lots 1 through 7, this area abuts the ultimate right of way along Skippack Pike (S.R. 0073). This close spacing with Skippack Pike (S.R. 0073) would make it difficult to design a connection that could access all of these lots and accommodate vehicle queuing adequately. It is recommended that, at a minimum, that prior to subdivision approval, the applicant/developer, in coordination with the Township, identify one or two future access locations along the Skippack Road frontage for future access points, and more importantly it is recommended to provide the 30-foot cross-access easement at the rear of the lots to provide proper intersection spacing to/from Skippack Pike (S.R. 0073) in order to accommodate vehicle queues and turning movements.
3. The access easement shown for lot #8, which is identified as 20-feet in width on the plan and 25-feet in width in note 3, does not appear wide enough to accommodate an access needed to accommodate potential future traffic volumes. It is recommended that the access easement be wide enough to accommodate a driveway width similar to that directly opposite Skippack Pike (S.R. 0073), which provides a single ingress lane and two egress lanes. That driveway width is approximately 50 feet wide.
4. It is recommended that Lots 3 and 4 be further separated for the possibility of an access onto Skippack Pike (S.R. 0073) that would be opposite the commercial driveway on the south side, and allow for shared access to all lots.
5. If traffic signalization is expected to be utilized at an access intersection, it should be located as far from the intersection of Skippack Pike (S.R. 0073) and Valley Forge Road (S.R. 0363) as possible, since PennDOT generally prefers to maintain at least 1,000 feet between traffic signals.
6. According to the Township's Roadway Sufficiency Analysis, the proposed development is located in Transportation Service Area North, which has a corresponding impact fee of \$3,977 per "new" weekday afternoon peak hour trip and the applicant will be required to pay a Transportation Impact Fee in accordance with the Township's Transportation Impact Fee Ordinance. Any future development of this property will be subject to the Transportation Impact Fee based on the number of vehicular trips anticipated to be generated during the weekday afternoon peak hour.
7. A more detailed review of the site and all transportation-related elements on the plans will be conducted once specific development and land uses are proposed for any of the lots and

Mr. Tommy Ryan

June 30, 2017

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submitted for review. Additional comments could be raised at that point. The applicant/property owner(s) are encouraged to meet with Township staff and consultants in advance of any formal submissions to gain guidance and inputs on what will be needed for review and approvals.

We trust that this review letter responds to your request. If you or the Township have any questions, or require clarification, please contact me.

Sincerely,



Kenneth D. O'Brien, P.E, PTP  
Senior Project Manager

BMJ/lsw

**MONTGOMERY COUNTY  
BOARD OF COMMISSIONERS**  
VALERIE A. ARKOOSH, MD, MPH, CHAIR,  
KENNETH E. LAWRENCE, VICE CHAIR  
JOSEPH C. GALE, COMMISSIONER



**MONTGOMERY COUNTY  
PLANNING COMMISSION**  
MONTGOMERY COUNTY COURTHOUSE • PO Box 311  
NORRISTOWN, PA 19404-0311  
610-278-3722  
FAX: 610-278-3941 • TDD: 610-631-1211  
WWW.MONTCOPA.ORG

JODY L. HOLTON, AICP  
EXECUTIVE DIRECTOR

July 7, 2017

Mr. Tommy Ryan, Manager  
Worcester Township  
1721 Valley Forge Road—Box 767  
Worcester, Pennsylvania 19490

Re: MCPC #17-0144-001  
Plan Name: Palmer Tract  
(8 lots on 46.86 acres)  
Situate: Skippack Pike (N)/Valley Forge Road (E)  
Worcester Township

Dear Mr. Ryan:

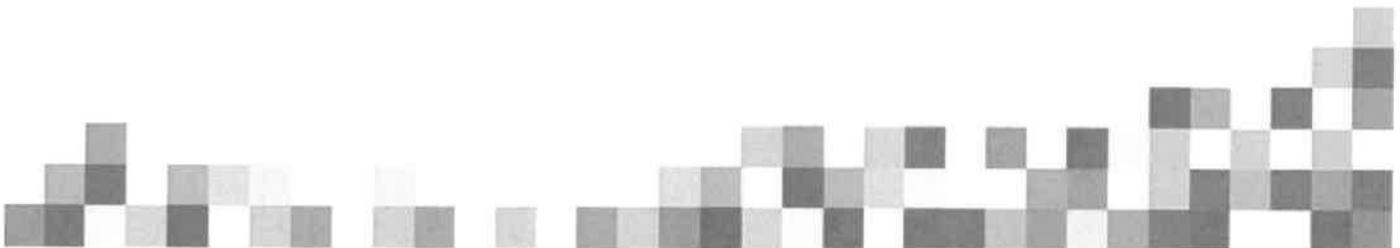
We have reviewed the above-referenced subdivision plan in accordance with Section 502 of Act 247, "The Pennsylvania Municipalities Planning Code," as requested on June 26, 2017. This letter is submitted as a report of our review and recommendations.

## BACKGROUND

The applicant, Nancy Palmer, is proposing an eight lot subdivision, including seven new lots along the frontage of Skippack Pike and a residential lot that contains the existing dwelling and other structures. The proposal is located in the C-Commercial and the LPD-Land Preservation District, with the lots along the frontage falling within the C-Commercial District and the large residential lot primarily in the LPD-Land Preservation District. The lots along the frontage would range from about 30,000 square feet to just over three acres. No improvements are proposed at this time.

## RECOMMENDATION

The Montgomery County Planning Commission (MCPC) generally supports the applicant's proposal. However, in the course of our review we have identified the following comments for your review:



**COMMENTS****ZONING**

- A. Dimensional Requirements - It appears that the proposed lots meet all of the dimensional requirements in their respective zoning districts. This includes a minimum lot size of 25,000 square feet and minimum lot width of 100 feet in the C-Commercial District.
- B. Current Zoning vs Proposed Zoning - Over the past several years MCPC has been working with the Township on a new Center Point Village Zoning Ordinance. Under the current zoning, the applicant would be able to build typical suburban-style commercial uses either by-right, or in some cases, by special exception. We feel that the proposed Center Point Village Zoning District would better serve the community by promoting a better-designed and more connected site with higher quality commercial development and village housing, while preserving the view shed and open space on the rear of this property. We encourage the Township to work quickly to pass the new Center Point Village Zoning Ordinance and work with the applicant to come up with a development that will create the best outcome for everyone involved. Here are some examples of improvements that the new zoning district would create:
1. The frontage along Skippack Pike would be more inviting and attractive by requiring that most parking be placed behind the commercial structures.
  2. The number of driveways along Skippack Pike would be decreased by requiring that shared parking and access agreements be used for the separate commercial structures.
  3. The Township would ensure that buildings are attractive and fit with the surrounding vernacular architecture through the architectural design standards included in the new ordinance.
  4. The Township would ensure that the corner of Valley Forge and Skippack Pike be preserved as a community park that will attract people to the area and create a more pleasant atmosphere at this important corner.
  5. The development would include trail connections to help build out the Township trail system and connect this area to the surrounding trails and sites such as Heebner Park and Peter Wentz Farmstead. There would also be potential for offsite trail connections if the applicant chose to utilize the density bonus for those improvements.
  6. Any new residential development on the site would include a mix of housing types that are all within a short distance of some sort of neighborhood park, which would be distributed throughout the development. This would be in addition to the preservation of the rear of the property.

**ROADWAYS AND TRAFFIC**

- A. Future Considerations - Even though no improvements are currently being proposed, it may be in the best interest of the applicant to begin a dialogue with PennDOT now if future development is being

considered. Both roads are PennDOT roads and Highway Occupancy Permits will be necessary for access to the new lots. It is unlikely that PennDOT will approve driveways from each lot onto Skippack Pike.

**MISCELLANEOUS**

- A. Access Easement - The access easement containing the existing driveway that is proposed across lot three to allow access to the residential lot crosses lot three at an awkward angle and would make it hard to develop it in the future. The Township should discuss alternative solutions with the applicant, such as moving the existing driveway.

**CONCLUSION**

We wish to reiterate that MCPC generally supports the applicant's proposal provided that it meets the requirements of all local ordinances and provided that our comments have been addressed to the satisfaction of the Township. However, we wish to also reiterate that we feel the newly proposed Center Point Village Zoning Ordinance provides a better alternative to what can be done under current zoning regulations.

Please note that the review comments and recommendations in this report are advisory to the municipality and final disposition for the approval of any proposal will be made by the municipality.

Should the governing body approve a final plat of this proposal, the applicant must present the plan to our office for seal and signature prior to recording with the Recorder of Deeds office. A paper copy bearing the municipal seal and signature of approval must be supplied for our files.

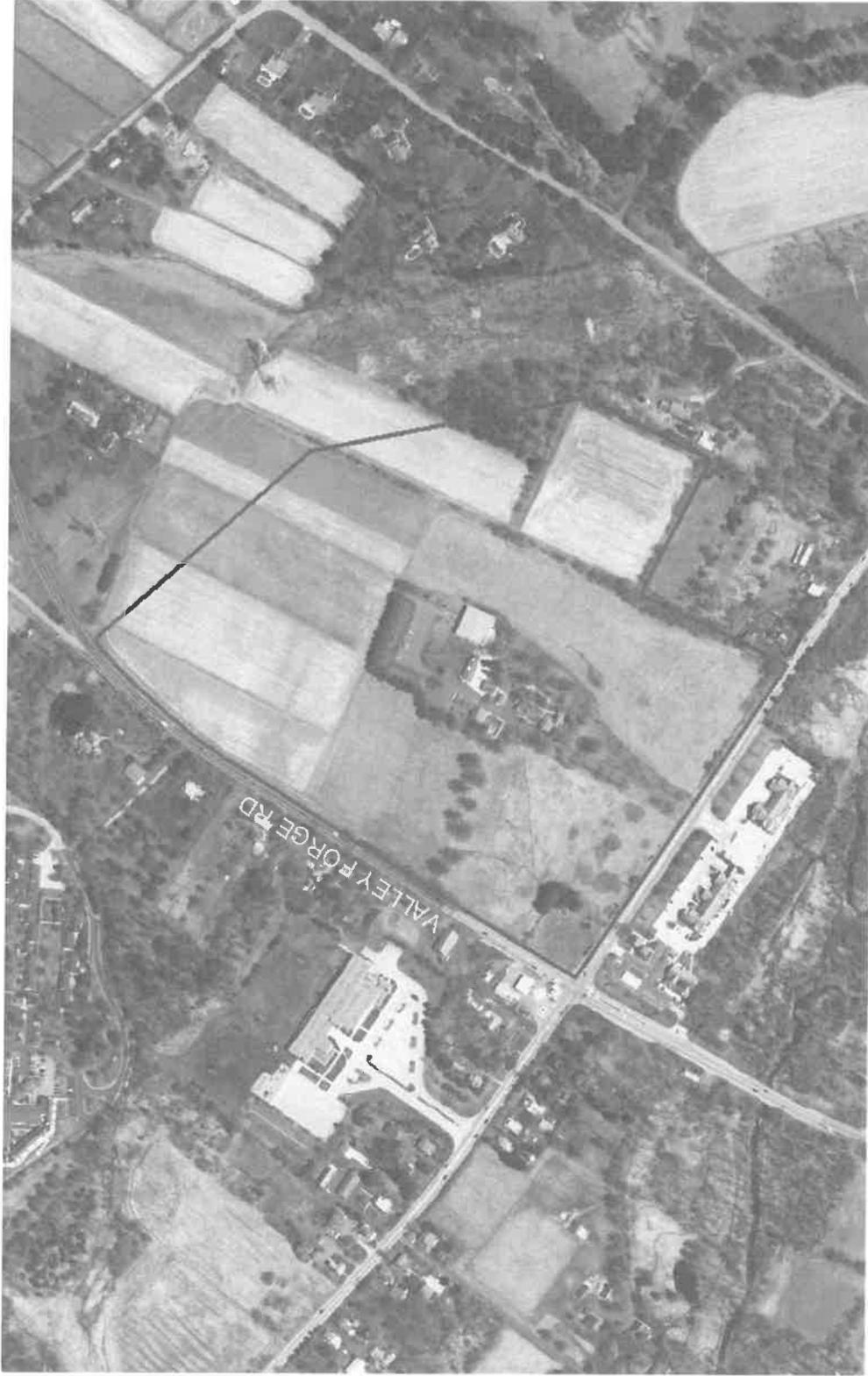
Sincerely,



Brandon Rudd, Senior Planner  
610-278-3748 - [brudd@montcopa.org](mailto:brudd@montcopa.org)

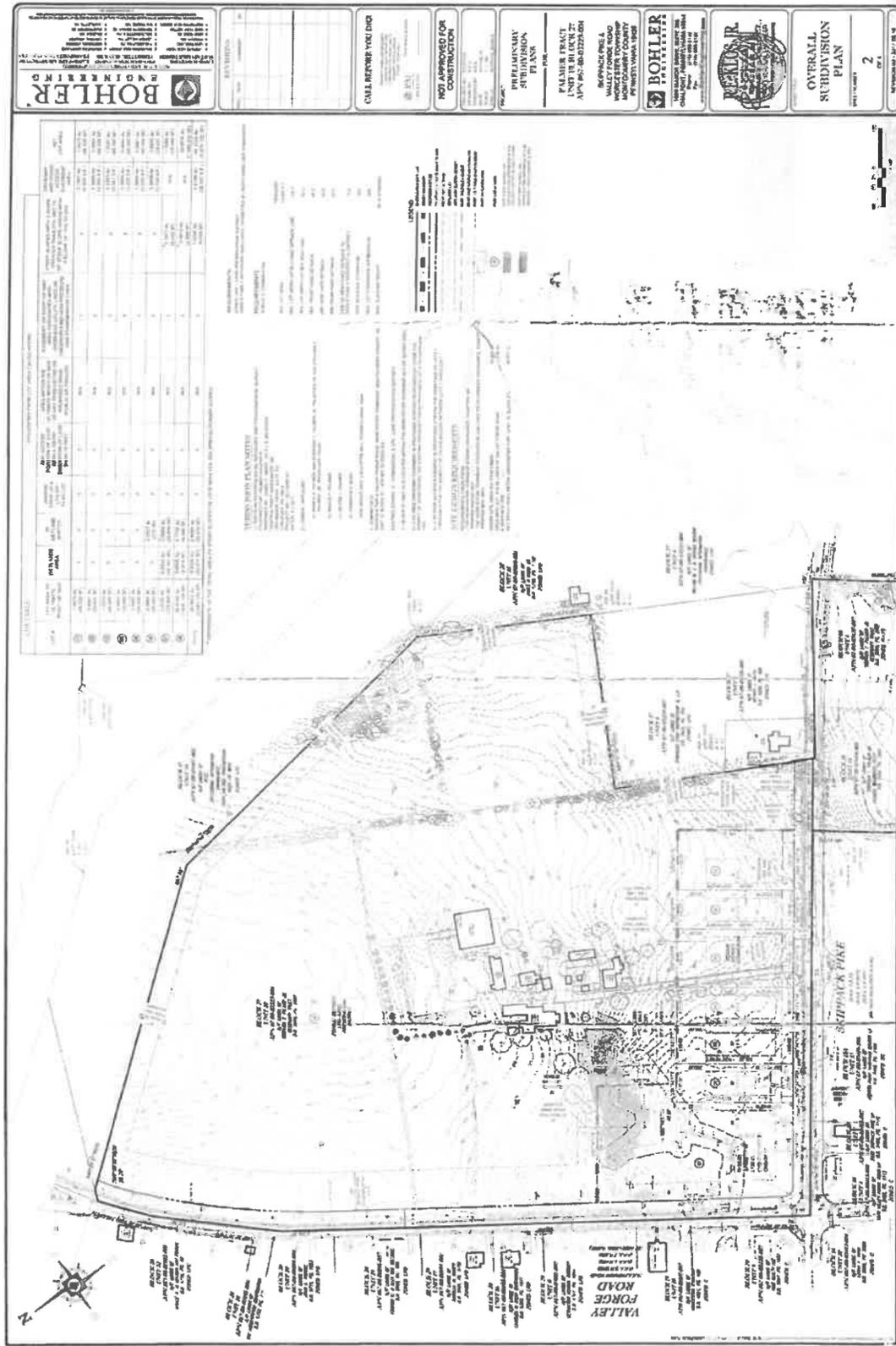
- c: Nancy Palmer, Applicant
- Ronald Klos, Applicant's Representative
- Gordon Todd, Chrm., Township Planning Commission

Attachments: Aerial Photo  
Reduced Site Plan



Palmer Tract  
170144001

Montgomery  
County  
Planning  
Commission  
Montgomery County, Courthouse - Planning Commission  
PO Box 311 • Northtown PA 19101-0311  
P: 610.278.3722 • F: 610.278.3941  
www.montco.org/plncom  
Year: 2015 aerial photography courtesy of the  
Delaware Valley Regional Planning Commission



**Proposal To Prepare The**

**Worcester Township**  
**Center Point Village**  
**Zoning Ordinance Assessment**

Submitted By

**Urban Research & Development Corporation**  
**28 West Broad Street**  
**Bethlehem, Pennsylvania 18018**

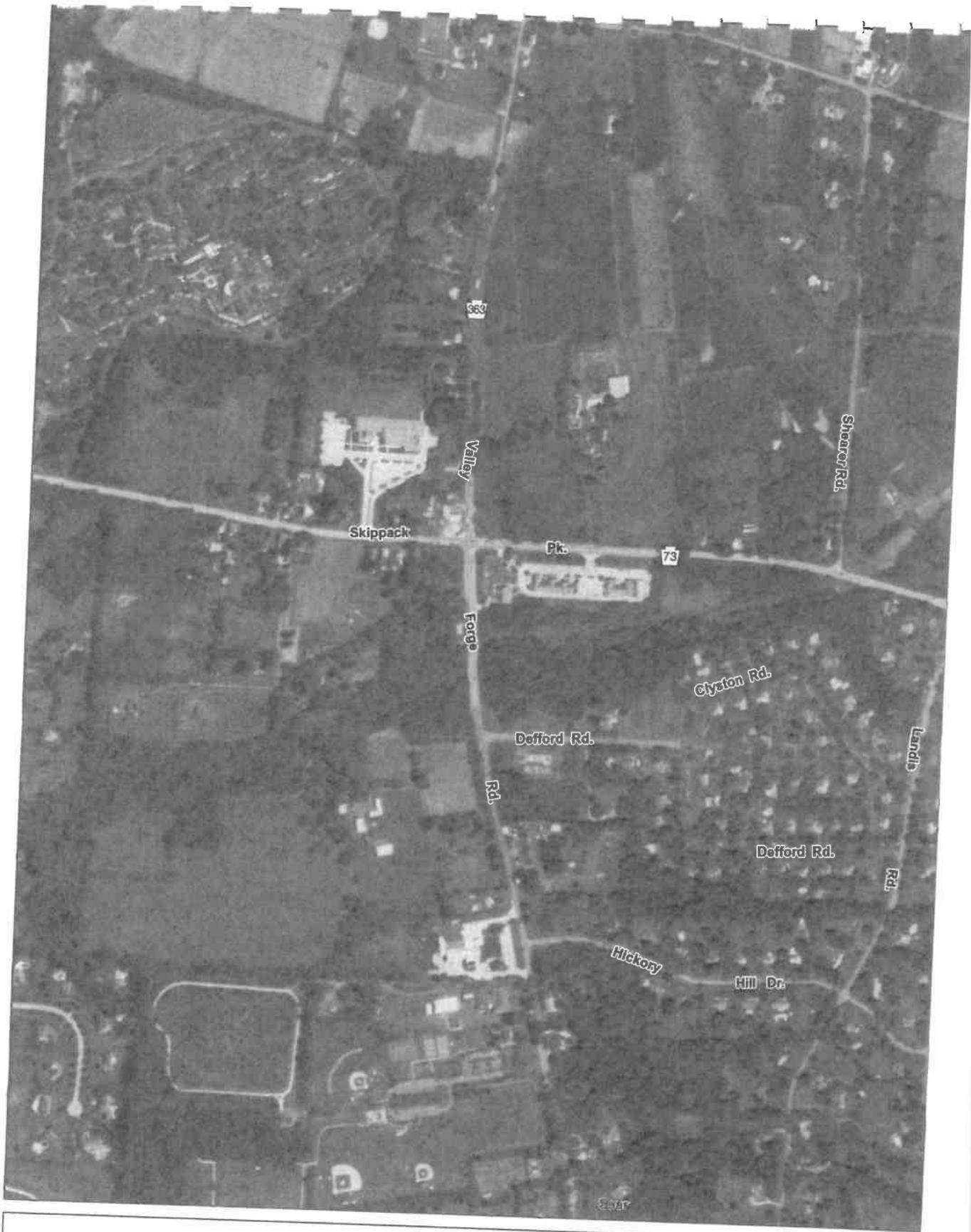
May 2017

# Scenes of Worcester Township



# Scenes of Worcester Township





**WORCESTER TOWNSHIP CENTER POINT VILLAGE**

SOURCE:



**AERIAL**

**Urban Research & Development Corporation**  
URDC  
28 West Broad St. • Bethlehem, PA 18016 • 610-865-0701



## Urban Research & Development Corporation

28 West Broad Street • Bethlehem, Pennsylvania 18018 • 610-865-0701 • Fax 610-868-7613 • [www.urdc.com](http://www.urdc.com)

May 26, 2017

Worcester Township Board of Supervisors, Planning Commissioners and Staff  
c/o Mr. Tommy Ryan, Township Manager  
1721 Valley Forge Road  
Post Office Box 767  
Worcester, PA 19490-0767

Dear Worcester Township Officials:

We are pleased to submit our proposal for preparing an assessment of the proposed Center Point Village Zoning and SALDO Amendments. URDC has specialized in zoning since our firm was founded in 1968. We appreciated the opportunity in the past to assist Worcester Township with the Heebner Park Master Plan.

Our proposed Project Manager (Charlie Schmehl) has been with the firm since 1985, and has managed over 65 zoning ordinance projects for URDC, as well as multiple reviews of proposed major developments. If the Township selects our firm, Mr. Schmehl will attend all of the meetings. In addition to experience in writing development regulations, Mr. Schmehl also regularly provides expert testimony regarding legal challenges of development regulations.

We have enclosed a CD with examples of our work on zoning ordinances and related projects.

URDC has extensive experience in preparing zoning ordinances in eastern Pennsylvania. In addition to our work for many rural and suburban townships, we prepared new Zoning Ordinances for Reading, Allentown, Bethlehem, Lancaster and Scranton. We prepared neighborhood plans for two areas in Harrisburg, three neighborhoods in Bethlehem, and Comprehensive Plans for Bethlehem and Altoona. We also prepared the bulk of the zoning ordinances for Carlisle, Bridgeport, Camp Hill, Emmaus, Millersville and many other municipalities. We recently completed a Comprehensive Plan and zoning amendments for Royersford. We also wrote the Comprehensive Plan and Revitalization Plan for Hatboro and Revitalization Plans for Malvern, Spring City, Oxford and Royersford.

URDC emphasizes citizen participation as the best way to formulate a consensus around zoning policies. We will fully utilize the results of citizen input obtained in the previous planning processes.

URDC looks forward to discussing our experience and suggested approach with Worcester officials.

Sincerely,

URBAN RESEARCH AND DEVELOPMENT CORPORATION

Charlie Schmehl, Vice-President

[cschmehl@urdc.com](mailto:cschmehl@urdc.com)

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 <b>Example Development Regulations and Projects</b> - A set of example zoning ordinances and a SALDO prepared by URDC and related materials are included on the attached CD.	

## Introduction and Summary

We recognize that Worcester Township is a community of uncommon scenic beauty, with a wealth of historic buildings. We also appreciate the fact that Center Point Village is a highly sensitive area, with the Worcester Elementary School, the Meadowood Senior Living development, many other nearby homes, historic buildings, the Zacharias Creek, Heebner Park, the Peter Wentz Farmstead, mature woodlands, and substantial amounts of through-traffic.

The area has the potential of being highly walkable, particularly with the presence of the Elementary School. New roads can be designed to be interconnected, but in a way that discourages speeding and through-traffic. A stronger sense of place can be created, which will also provide a more prominent identity for Worcester Township.

A great amount of work has been put into the proposals over a number of years. This has included a significant amount of public input, including many meetings and the Character Survey. The objective is to now make sure that all of that critical thinking and planning makes it into the development regulations in the most effective manner. The goal is to make sure that critical features of the area remain protected, while compatible new development is allowed in the most responsible manner.

We fully agree with the intent to use Transfer of Development Rights (TDR) to result in compact development that is offset by developers paying to preserve surrounding lands. When designing a TDR program, it is easy to find lands that should be preserved, but a much greater challenge to find locations that should be allowed to receive the higher density. This Plan helps to meet that need. One of the many things that makes Center Point special is that it is surrounded by woods and farmland, as opposed to being absorbed by suburbia. Also, TDR may allow the Township to add land to Heebner Park in an affordable manner, if the Township if the adjacent land becomes restricted from development and therefore has a lower market price.

The TDR system can be used not only to shift the location of housing from farmland to the village, but can also be used to allow bonuses in business development in return for preservation of outlying areas.

To most effectively carry out the Center Point Plan, in this case, it may make sense to require that the land that is being preserved be located within a maximum distance of the location that will receive the higher density.

Instead of having unused "scrub land" preserved, the Plan calls for preservation of useful recreation land, forested areas along waterways, and attractive central greens, with new houses facing onto those central greens. The sense of place will also be enhanced through attractive signs at gateways to the villages and potentially landscaped medians. The Township could also specify certain designs of street lights, that could be used both within road rights-of-ways, as well as being encouraged to be used by developers.

A maximum size of retail establishments can be used, as well as requiring that larger commercial buildings have the appearance of two or more attached buildings. Architectural variety can be required within larger buildings.

We also agree that the draft amendments should take advantage of authority in the Traditional Neighborhood Development provisions of the State Municipalities Planning Code (MPC). The MPC was amended so that those provisions can be used for new development areas. The Township may also wish to use authority to adopt an "Official Map" to reserve land for road connections and trail links, and to designate intended open space areas.

Moreover, it may be worth investigating whether the authority under the “Specific Plans” section of the MPC should also be used. That would be the most effective way of tying new development to the Vision for Center Point Plan. Otherwise, there is not direct authority in the MPC for requiring compliance with specific development layouts.

Where the Township does not have the legal authority to require certain features, those amenities and features can be achieved through incentives and bonuses, including density bonuses.

If the current predominate 80,000 square feet minimum lot sizes and standard “Commercial” and “Shopping Center” zoning is left in place, it will not preserve the most important features of the land, and will not result in a special sense of place.

URDC has written many zoning provisions to address preserving the character of villages and the downtowns of small towns. For instance, we wrote zoning provisions for the village of Linglestown (northwest of Hershey), Carlisle, Camp Hill, Millersville, Emmaus, for Macungie, and for Downtown Hatfield. We also wrote a Village Plan for Fogelsville west of Allentown, as well as Revitalization Plans for Malvern, Royersford, Spring City, Pennsburg, East Greenville and many other historic small downtowns.

**URDC Staffing** – Our staff of 13 includes community planners, landscape architects, and GIS/computerized mapping staff. Our landscape architects primarily complete land planning of new development. This practical experience is particularly useful to make sure that the zoning provisions will be well-grounded and will be practical to implement. The landscape architects will also provide valuable input regarding streetscape improvements, landscaping and urban design issues.

**Organization** – Our organization for this project will be simple. Charlie Schmehl will be URDC’s Project Manager. Mr. Schmehl will report directly to the Township staff and officials. He will attend all meetings and will prepare both the ordinance text and the draft map recommendations. He will be assisted on site design, historic preservation, streetscape, urban design and landscaping issues by Drew Sonntag of URDC. Mr. Sonntag will also assist with meetings, as needed. Computerized mapping and GIS work will be completed by Conni Jones of URDC. Sue Ann Alleger of URDC will prepare graphics.

## Proposed Scope of Work

### **Task 1 – Zoning Ordinance Recommendations**

URDC will review and compare the Center Point Village Vision Plan and draft Amendments to the current Township Zoning Ordinance and Subdivision and Land Development Ordinance (SALDO). URDC will prepare a written memorandum that will:

- Detail the extent to which the draft Zoning Amendment does and does not satisfy the objectives in the Vision Plan,
- Include a list of recommended amendments to the draft Zoning Amendment and any other relevant parts of the existing Zoning Ordinance to best align the provisions with the Vision Plan, and
- Analyze consistency and effectiveness of the draft Amendment with the Township’s current Transfer of Development Rights zoning provisions.

The memorandum will be a maximum of 10 pages long.

## **Task 2 – SALDO Recommendations**

URDC will review and compare the Center Point Village Vision Plan and draft Amendments to the current Township SALDO. We will prepare a written memorandum that will:

- Detail the extent to which the SALDO and the draft SALDO amendment does and does not satisfy the objectives in the Vision Plan, and
- Include a list of recommended amendments to the SALDO and the draft SALDO amendment to best align the SALDO with the Vision Plan.

The memorandum will be a maximum of 10 pages long.

## **Task 3 – Recommended Approach**

URDC will recommend an approach to most closely realize the objectives of the Vision Plan. This recommended approach is expected to include changes to the zoning ordinance and SALDO. URDC may also recommend adoption of Official Map provisions, such as to provide additional support for trail links, road connections and open space preservation. URDC will explain our recommended approach in detail in a written memorandum to the Township.

The Task 3 memorandum will be no more than 3 pages in length.

## **Task 4 – Recommendations Regarding Specific Issues**

URDC will provide a written discussion of the issues and a recommendation (maximum one page each) regarding the following three issues identified in the RFP:

- 1) URDC will address whether the Township should permit a convenience store with gas pumps on a specific site in the Township. This discussion will address a recommended number of gas pumps and size of canopy over the pumping area. Our response will balance the need for a reasonable development opportunity on the property, current marketplace conditions, and the need to maintain the rural character of Center Point Village. We will include sample graphics and photographs illustrating various sizes of the proposed use in other locations. URDC will also include photos of ways design features can be used to best incorporate gasoline sales into a rural village.

However, it should be realized that most townships do not allow any gasoline sales and do not allow any drive-through uses other than for banks within areas planned as a rural village center.

- 2) URDC will recommend appropriate minimum open space requirements and maximum permitted residential densities to provide realistic development opportunities, while maintaining the rural character of Center Point Village.
- 3) URDC will recommend an appropriate scale of non-residential development in Center Point Village. This section will address maximum building size, height, maximum and minimum setbacks, and massing, as well as the design of any potential gasoline canopy and any potential drive-through facilities that may be allowed. The intent is to balance the desire to offer realistic development opportunities with the need to preserve the rural character of Center Point Village.

## **Task 5 – Meetings**

This scope of work includes the following four meetings, as follows:

- An initial workshop meeting with the Township Staff and other Township officials as appropriate, to gain a better understanding of the issues, after URDC has completed reading of the written

materials and draft ordinances that have been prepared. This meeting is intended to provide an appreciation of issues and concerns that may not have been previously expressed in full in writing.

- Planning Commission (PC) meeting #1 – The first meeting with the Planning Commission will include a discussion of project history and a dialogue between URDC and the PC regarding questions and areas of concern about the project and other issues regarding the Village.
- PC meeting #2 – At the second meeting of the PC, URDC will present a draft of the Assessment for discussion.
- Supervisors’ meeting – URDC will present the Assessment, revised according to PC comments, at a meeting of the Board of Supervisors.

**Task 6 – Deliverables**

URDC will provide the following deliverables to Worcester Township:

- 10 paper copies and a PDF copy of the draft Assessment for presentation at the second Planning Commission meeting.
- 10 paper copies and a PDF copy of the revised draft Assessment for presentation at the Board of Supervisors meeting.
- 10 paper copies and a PDF and MS Word copy of the final Assessment, including all revisions made as a result of comments received throughout the review process.

**Project Completion Schedule**

URDC will provide all of the requested revisions and materials so that the Board of Supervisors vote to approve the report could be held within 4 months.

URDC will provide the following materials within the following months after the signing of a contract:

Initial staff meeting held, completion of field work, and review of previously prepared materials	1st month
Draft of Zoning and SALDO Assessment	2 <sup>nd</sup> month
First Planning Commission meeting (one week after receiving the draft)	2 <sup>nd</sup> month
Revised draft of the Ordinance Assessment and 2 <sup>nd</sup> Planning Commission meeting	3 <sup>rd</sup> month
Board of Supervisors meeting	4 <sup>th</sup> month
Final version of Ordinance Assessment and Memos	2 weeks after final comments are received

## Qualifications and Experience

URDC is well-qualified for the Center Point Village project for several reasons:

- We are a community planning and landscape architecture firm, not an engineering firm. URDC has specialized in preparing zoning and subdivision ordinances since the firm was founded 49 years ago, in 1968. In addition to community planners, URDC includes landscape architects, who regularly complete detailed site engineering of various types of projects. Our practical experience allows us to thoroughly understand how ordinances can encourage or inhibit good design.
- We are experts in land use planning, computerized mapping/GIS, historic preservation, natural resource protection, site planning, economic development and citizen participation.
- URDC has prepared new zoning ordinances or major zoning amendments for over 100 municipalities in Pennsylvania.
- URDC also prepared new zoning ordinances or major amendments for Allentown, Reading, Scranton, Williamsport and Bethlehem. We provided four rounds of zoning ordinance assistance to the City of Lancaster.
- We prepared ordinances for many municipalities experiencing strong development pressures in the Philadelphia, Lehigh Valley, Harrisburg, Lancaster, York and Poconos areas.
- We completed a new zoning ordinance and provided revised zoning maps for 32 municipalities in Schuylkill County.
- We offer experience from “lessons learned” in our zoning work throughout eastern and central Pennsylvania, Maryland and Delaware.
- URDC has prepared new subdivision (SALDO) and stormwater ordinances for over 45 municipalities, including Chester, Riverside, Reading (pending adoption), Scranton, Bethlehem Township and Spring Township (outside of Reading). In many cases, our SALDOs also included the preparation of new stormwater regulations.

The following information summarizes additional relevant URDC experience:

**Project Manager** – Charlie Schmehl will be the Project Manager for this work, and will attend all meetings. Mr. Schmehl has 32 years of experience with URDC and has always specialized in zoning.

**Expert Testimony** – URDC regularly provides expert testimony on complex zoning challenges. For example, we successfully defended Forks Township north of Easton from a series of zoning challenges involving 600 acres of prime farmland, which culminated in a recent landmark Commonwealth Court decision. The challenges were against a zoning ordinance that we wrote. This type of work has provided us with an excellent understanding of the vulnerabilities that municipalities face from development regulations that are not carefully drafted. Our expert testimony has provided us with the opportunity to work with many of the leading land use attorneys in Pennsylvania.

**Urban Design and Site Planning** – Royersford, Gettysburg, Pennsburg, Bethlehem and Spring Township are among the many municipalities for whom URDC has provided urban design services. We have done conceptual plans, detailed engineering and construction monitoring for many streetscape improvements, urban plazas, pedestrian enhancements and similar projects. Our site engineering and

landscape architecture work for private developers provides us with a solid foundation of knowledge about the practicalities of development.

**Economic Development** – Economic development entities have retained URDC for site design and development assistance with business parks in the Lehigh Valley, Lock Haven, Adams County, the Township of Nanticoke, Union County and elsewhere. For three decades, URDC has provided assistance to the Lehigh Valley Industrial Parks, a non-profit that has developed 1,500 acres of land in seven high-quality major business parks in the Allentown and Bethlehem areas. We also assisted the Stabler Center at Routes 309 and I-78 with several phases of new office, research and lifestyle retail development.

**Citizen Participation and Information Programs** – In addition to our citizen involvement work for local municipalities, URDC has been involved in larger regional efforts. URDC was part of the public information/public involvement team for the reconstruction of Route 22 through the Lehigh Valley. URDC developed a task force of municipalities, community leaders, and citizens and conducted meetings to inform affected parties of progress on the project. The program won two national honors (Best Overall Program and Best Website) at a competition sponsored by the American Association of State Highway and Transportation Officials (AASHTO).

**Geographic Information Systems (GIS) and Computer-aided Design (CAD)** – URDC has full in-house capabilities in working with ArcView GIS programs, as well as computer-aided design for site engineering work.

### **Lack of Conflicts of Interest**

We believe it is important to avoid conflicts of interest when writing municipal ordinances. URDC has no current, recent or prospective private sector or institutional clients within Worcester Township.

### **Staffing**

The URDC team for the Center Point project will consist of the following personnel:

- **Charlie Schmehl, Vice President and Project Manager** – In his 32 years with URDC, Mr. Schmehl has written over 60 new zoning ordinances in Pennsylvania and Maryland. He has written the bulk of the Zoning Ordinances for Allentown, Reading, Bethlehem, Lancaster, Scranton, Millersville, Mount Joy, Bridgeport, Camp Hill, Emmaus, Carlisle, and Macungie, as well for as many townships experiencing strong development pressures. For 15 years, he served on a statewide committee of the Pennsylvania Planning Association that recommended and reviewed revisions to the Municipalities Planning Code. He now serves on a Pennsylvania Planning Association statewide committee that is addressing impacts from shale gas development. Mr. Schmehl has frequently provided expert testimony and has been a regular speaker at Pennsylvania Planning Association conferences and seminars.
- **Drew Sonntag, Senior Urban Designer and Landscape Architect** – Mr. Sonntag has 31 years of professional experience in the land planning and engineering of all types of development projects. He also has expertise in the design of streetscape improvements and in historic preservation matters. He will be involved in the technical standards for the ordinance, as well as urban design and streetscape matters.

The project team will be assisted by other members of URDC's 13-person staff, as needed, including professionals in grants applications and administration, computerized mapping, development regulations, site planning, greenways, open space preservation, economic development, design, graphics and community development. More detailed resumes follow.

**CHARLIE SCHMEHL**  
**Vice President/Proposed Project Manager**

Mr. Schmehl directs URDC's zoning and subdivision regulation projects. Mr. Schmehl's work with URDC since 1984 includes preparing comprehensive plans and ordinances for communities throughout eastern and central Pennsylvania.

Mr. Schmehl recently wrote new Zoning Ordinances for the cities of Reading, Allentown and Bethlehem. He also wrote new zoning provisions to allow the mixed use redevelopment of each of those cities - an area along the Schuylkill Riverfront in Reading, along the Lehigh Riverfront in Allentown, and around the former Bethlehem Steel high-rise headquarters in Bethlehem. He revised most of the Township of Lancaster zoning ordinance during four zoning updates over the last 20 years. Each of these ordinances also included provisions to require that many new types of development be designed with buildings close to the street, with most parking located to the rear or side of buildings.

Mr. Schmehl recently completed a new zoning ordinance and zoning maps for 32 townships and boroughs in Schuylkill County. He also wrote the bulk of the zoning ordinances of Scranton and Carlisle.

His projects have included the development of new, up-to-date zoning ordinances for:

- Township of Lancaster
- Palmer Township (Northampton)
- Upper Macungie Township (Lehigh)
- Lower Nazareth Township (Northampton)
- Bethlehem Township (Northampton)
- Township of Reading
- Township of Scranton
- Township of Williamsport
- Emmaus Borough (Lehigh)
- Spring Township (Berks)
- Bushkill Township (Northampton)
- Swatara Township (Dauphin)
- Lower Paxton Township (Dauphin)
- Columbia Borough (Lancaster)
- Tatamy Borough (Northampton)
- Mount Joy Township (Lancaster)
- Beaver Meadows Borough (Carbon)
- Forks Township (Northampton)
- Mount Joy Borough (Lancaster)
- Bridgeport Borough (Montgomery)
- Bowmanstown Borough (Carbon)
- Deep Creek Watershed (Garrett, MD)
- Lenhartsville Borough (Berks)

Mr. Schmehl was a speaker at the 1995, 1997, 2005, 2006, 2010 and 2011 Statewide Pennsylvania Planning Association conferences, and also provided a presentation at the 2009 conference. He has served for many years on a statewide committee of the Pennsylvania Planning Association that recommended proposed changes to the state's Municipalities Planning Code. Mr. Schmehl is also recognized as an expert in community planning and zoning through testimony he provided in many matters throughout eastern Pennsylvania.

Mr. Schmehl earned a Bachelor of Community Planning degree from the University of Virginia and a Master of Community Planning degree from the University of Pennsylvania.

Mr. Schmehl has also provided officially recognized expert testimony in over 30 different zoning cases. This work included successfully defending the Forks Township Zoning Ordinance, which he wrote, from multiple challenges. That work culminated in a recent major Commonwealth Court decision that extensively quoted Mr. Schmehl's testimony.

**DREW SONNTAG**  
**Urban Designer and Site Planner**

Mr. Sonntag has over 30 years in urban design, streetscape, urban revitalization planning, landscape architecture, and related neighborhood planning experience. His experience in the engineering of new land developments is particularly useful to provide expertise in writing specific development standards.

Mr. Sonntag has special insights and interests in projects related to site design. He was a long-time board member and past Co-Chairperson of the Allentown Historic Architectural Review Board. He also served on the Board of Directors for the Old Allentown Preservation Association, where he served as Board President. He has also served as a Board member of the Allentown Neighborhood Housing Services for four years.

Mr. Sonntag has been involved in many of URDC's Comprehensive Planning and Zoning projects, including the preparation of the Comprehensive Plan and various zoning amendments for Royersford Borough (along the Route 422 corridor northwest of King of Prussia). He led URDC's completion of a new Comprehensive Plan for Downingtown and a Revitalization Plan for Birdsboro in Berks County. He completed a new Revitalization Plan for the historic town of Coultersport.

Mr. Sonntag brings significant experience in urban design and streetscape enhancement projects to our team. He played the leading role in the streetscape design, pedestrian plaza and park plans for small historic boroughs, such as the thematic Lincoln Square streetscape design project in the center of Gettysburg, and the State Street Enhancement Plan and Union Street Streetscape/ Parking Project in Kennett Square.

He has prepared revitalization plans for Pennsburg, East Greenville, Malvern, Hatboro, Royersford, Spring Borough and Lock Haven. He also led URDC's work on the following projects:

- Township of Bethlehem, Third Avenue and Broad Street Gateway Enhancement Project – Preparation of streetscape enhancement concepts, cost estimates and final construction documents for bidding of the project.
- Township of Bethlehem, Four Block International Neighborhood Improvement Project – Preparation of conceptual plans for the enhancement of this Bethlehem, south side, mixed commercial / residential use area.
- Township of Bethlehem, North Side and West Side Neighborhood Elm Street Plan – One of two lead URDC staffpersons who completed this Plan.
- Township of Easton, West Ward Elm Street Plan – Completion of a combined Elm Street and Neighborhood Partnership Program Revitalization Plan.
- Borough of East Greenville – Preparation of master urban design and streetscape plan and funding program, including construction plans and documents for streetscape improvements.
- Borough of Pennsburg – Preparation of master urban design and streetscape plan and funding program. Preparation of construction plans and documents for streetscape improvements.
- Borough of Bath – Streetscape Enhancement and Town Center Plan currently underway calls for pedestrian and streetscape improvements and the development of a greenway connection through the Borough along the Monocacy Creek.

Mr. Sonntag obtained his Bachelor of Science Degree in Landscape Architecture from Kansas State University.

# Urban Research & Development Corporation

## Comprehensive Planning & Zoning

Urban Research and Development Corporation has specialized in comprehensive planning, zoning and land development regulations since the firm originated in 1968. We have prepared over 120 comprehensive plans and zoning ordinances.

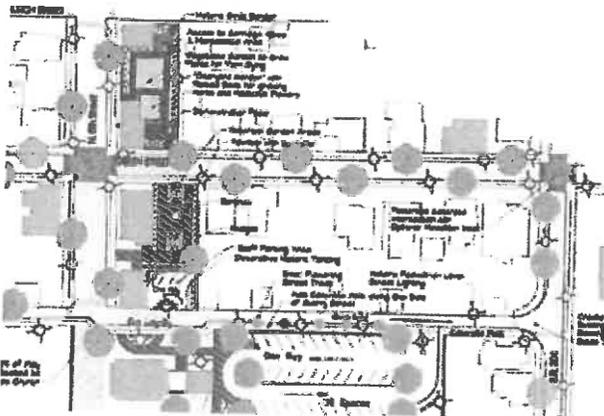
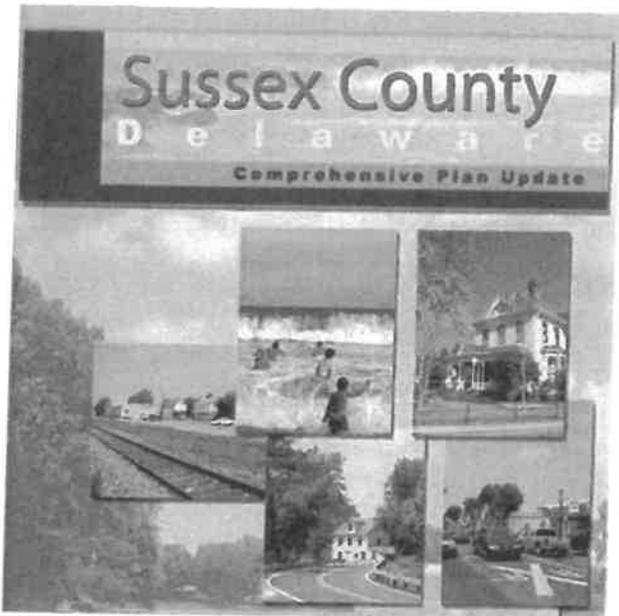
## Community Development & Revitalization

URDC has considerable experience in assisting communities under the Community Development Block Grant (CDBG) program. In Pennsylvania, we assist in grant writing for CDBG programs in Slatington Borough, Plainfield Township, and Upper Nazareth Township. We have also provided community revitalization assistance to a variety of municipalities including Bath, Honey Brook, Hatfield, Hatboro, Slatington, Coatesville, and others.

## Revitalization Strategies

URDC has completed revitalization plans for areas of Bethlehem, Easton, Harrisburg, Lock Haven, Wilkes-Barre, Lancaster, Norristown, Pottstown, and many other urbanized areas. In addition, we have prepared comprehensive economic development strategies for numerous Pennsylvania communities.

For example, the Southeast Lancaster Commercial and Industrial Revitalization Program involved the collection and analysis of information on sites available for redevelopment. Four sites were used to create new employment opportunities for local residents in addition to meeting commercial, manufacturing, retail, and service needs. Based upon various factors including market potential and financial feasibility, URDC proposed the following four projects: a manufacturing and merchandising complex, a neighborhood and office industrial block, a neighborhood commerce center, and a construction and maintenance trade center.



# Urban Research & Development Corporation

## Urban Design & Streetscape Services

URDC has designed detailed streetscape improvements for Norristown, Gettysburg, Royersford, Spring City, Pennsburg, and many other communities. Our streetscape and design work has involved designs and detailed engineering for decorative crosswalks, street trees, street furniture, urban plazas, urban walkways, and similar projects.



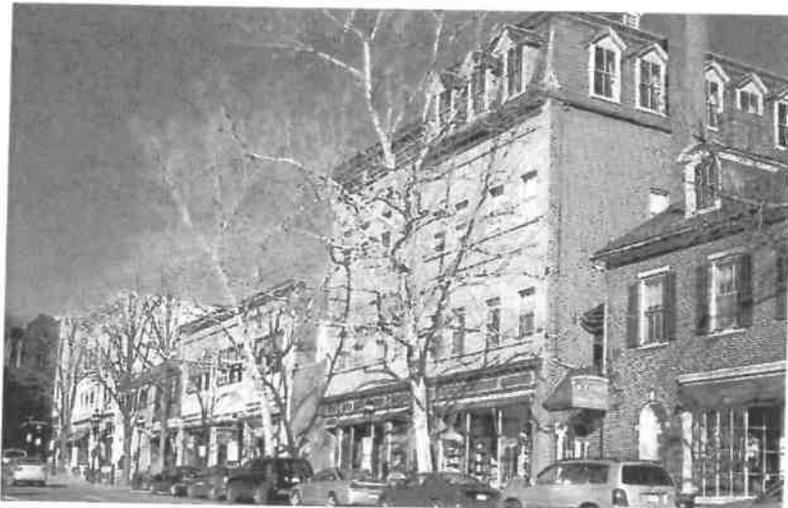
## Site Planning & Design

URDC has applied its professional site planning and design expertise on behalf of both public sector and private sector clients—Cities of Bethlehem, Cumberland (MD) and Hagerstown (MD) and the boroughs of Norristown, Kennett Square, Bath, Honey Brook, and Hatfield. Many other municipalities have hired URDC to prepare site plans and urban designs for sub-areas and strategic places. On the private sector side, URDC has worked on behalf of selected land developers to design and secure approvals for both residential and non-residential projects. Our team conducted the analysis and site planning of the new hockey arena, hotel and other businesses in downtown Allentown.



## Historic Preservation

URDC has prepared zoning regulations to control the demolition of historic buildings and have completed numerous urban design, streetscape design, and pedestrian plaza plans for historic places, such as the Perkasio Town Center Streetscape Improvements Project, the thematic Lincoln Square streetscape design project in Gettysburg, and the State Street Enhancement Plan and Union Street Streetscape/Parking Project in Kennett Square.



# Urban Research & Development Corporation

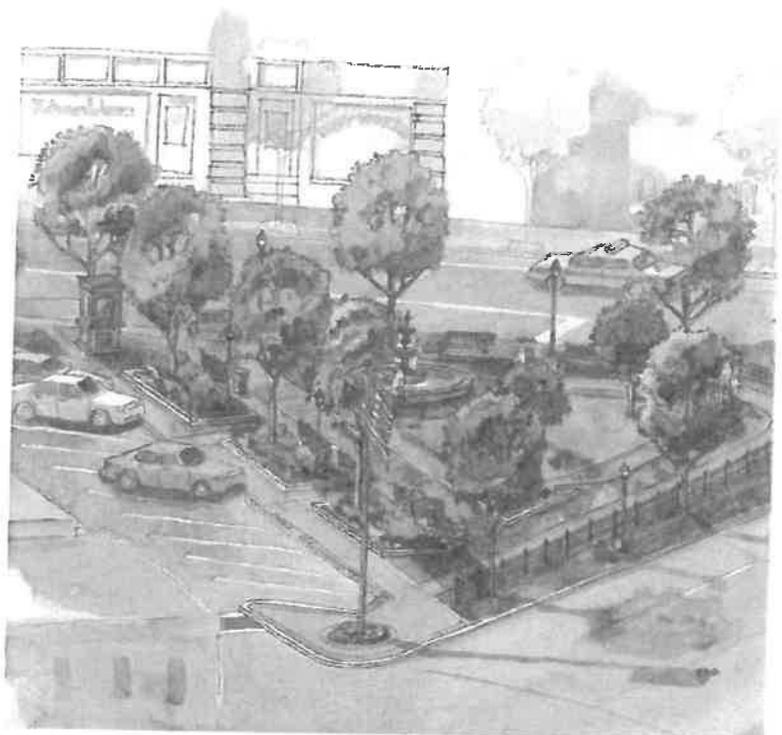


## Park and Trail Master Plans, Engineering and Construction Monitoring

URDC has prepared master plans, construction plans and specifications for over 100 parks and many trails in several states. Subject sites have ranged from county and regional facilities, community athletic complexes and nature preserves to neighborhood parks and urban pocket parks. URDC has been instrumental in establishing numerous bikeway and multi-use trails in connection with our park master plan work.

## Park, Recreation, Open Space and Greenway Plans, Including Trail Planning

URDC has prepared parks, recreation and open space plans for several large counties in Pennsylvania, Maryland and Delaware. We completed studies for the U.S. Department of Interior and the Maryland Department of Planning. URDC authored the Pennsylvania Department of Community Affairs publication, Recreation Close-to-Home. At the municipal level, we have prepared park, recreation, and open space plans (including several multi-municipal plans) for numerous townships and boroughs in many Pennsylvania counties. Virtually all of these plans feature extensive recommendations on trail corridor delineation, planning, and pre-design.



# Urban Research & Development Corporation

## Economic Development

Urban Research and Development Corporation (URDC) has 40 years experience in all aspects of economic development, including:

- Site planning and design.
- Economic development strategies.
- Real estate marketing.
- Fiscal impact studies.
- Adaptive reuse.
- Business recruitment and retention.
- Financial feasibility.
- Downtown revitalization planning and design.

Throughout Pennsylvania and Maryland, we have completed economic development studies for municipalities, counties, and numerous non-profit economic development entities. URDC has also been retained by private developers, institutional investors, and public-private partnerships.

## Expertise with the Pennsylvania Municipalities Planning Code

URDC has provided expert testimony on landmark zoning cases that were decided before the Commonwealth Court. We are experts on the Pennsylvania State Municipalities Planning Code (MPC) and have a staff member who serves on a statewide committee of the Pennsylvania Planning Association that has recommended revisions to the MPC. Our public and private sector experience has provided an added depth of knowledge to the governmental side of our planning and zoning expertise. We are up-to-date regarding all aspects of the MPC as well as planning and zoning case law in Pennsylvania.

## Expertise in Development Regulations

URDC has prepared well over 150 new zoning ordinances and over 50 new subdivision and land development ordinances. Our Ordinance work involved a mix of older communities as well as municipalities that were experiencing high rates of new land development. URDC planners regularly provide expert testimony on complex zoning matters. Most recently, we wrote a new zoning ordinance for Forks Township and then successfully defended that ordinance against a series of substantive and procedural challenges. As a result, court decisions have upheld the township's ordinance.



# Urban Research & Development Corporation

## Grants & Funding

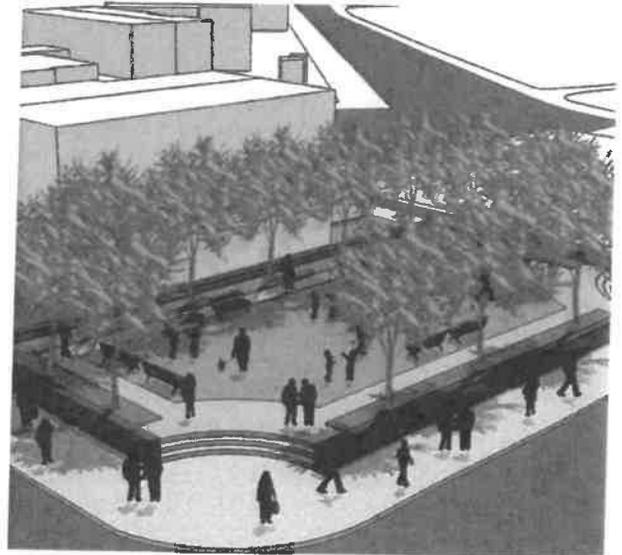
URDC emphasizes implementation. Our firm has obtained numerous federal and state grant funds (including Community and Economic Development, Business / Industrial development grants and loans, Sites in Business, CDBG, Enterprise Zone, Community Conservation, PennVEST, Multi-Modal, and Municipal Assistance among many others) for a variety of community development, recreation, conservation, and private development projects. We have obtained over \$50 million in grants for our client communities.

## Graphic Design

URDC's design, engineering, and mapping are done with computer-aided drafting (CAD) and geographical information systems (GIS) software programs. Our software capabilities allow us to convert computer files from all major CAD and GIS programs. We also have the capabilities to produce artistic renderings using Photoshop, SketchUp, and Adobe Illustrator.

## Citizen Participation

URDC has extensive experience in citizen participation. Graphics, maps, illustrations, information posters, news releases, public workshops, visioning sessions, questionnaires, community and neighborhood surveys, focus groups, key person/agency interviews and other techniques are used to obtain public input. URDC works closely with clients to review various public participation options that are available for use.





# City of Bethlehem Comprehensive Plan & Zoning Ordinance

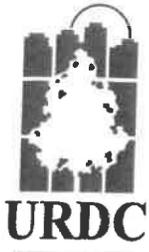
**U**RDC authored the latest city-wide comprehensive plan for this historic Lehigh Valley city of nearly 75,000 residents. Bethlehem's previous comprehensive plan was adopted in 1991. At that time, Bethlehem Steel was the City's largest employer and land owner. Since the steel plant closed in 1998, the city has attracted millions of dollars of commercial and residential development. Bethlehem was a recent Money Magazine choice for one of America's most livable cities.

The 2008 comprehensive plan focuses on how to continue Bethlehem's economic renaissance, including business park development of brownfield sites formerly part of Bethlehem Steel. Strategies featured in the plan deal with how best to sustain the emergence of Bethlehem as a cultural center, how to protect neighborhoods, and how to accommodate the growth of the community's major educational institutions, including Lehigh University and Moravian College. Recommendations to promote affordable housing, preserve open space, and make the City more pedestrian friendly are also important components of this comprehensive plan.

Bethlehem hired URDC to follow up the comprehensive plan with a complete zoning update. This contract was the latest in a long list of assignments URDC has completed for Bethlehem, including streetscape planning, park design along the Lehigh River, an "Elm Street" neighborhood revitalization plan and preparation of the City's current parks and recreation plan.

## City of **Bethlehem** Comprehensive Plan





# Revitalization Plans and Plan Updates in Chester County and Montgomery County

**B**oth Chester County and Montgomery County required its municipalities to prepare revitalization strategies prior to becoming eligible for grants to urbanized areas. URDC was retained by Coatesville, Spring City, Honeybrook, Malvern and Oxford in Chester County, and by Hatboro, Hatfield, Royersford, East Greenville, and Pennsburg in Montgomery County. These plans show how these municipalities should combine development, conservation and renovation into a workable strategy for stimulating revitalization in four important areas:

- *Economic Development and Redevelopment*
- *Public Infrastructure*
- *Circulation*
- *Housing and Public Safety*

Revitalization task forces were formed in each municipality, public surveys were conducted, key person interviews carried out and public meetings held. These activities led to recommendations on streetscape improvements, pedestrian linkages, facade improvements, and building reuse possibilities now being implemented.

URDC is currently updating revitalization plans for two Chester County communities: Malvern Borough and South Coatesville Borough.





# Four Blocks International

City of Bethlehem, Pennsylvania

The Conceptual Streetscape Design Plan for Four Blocks International was developed to its fullest potential using a logical design process.

By compiling background information about the neighborhood and studying existing conditions in the Four Blocks International corridor, a list of proposed improvements was developed. Each of these improvements was classified as either a low or high priority. The list of high priority items was then taken a step further helping to form two conceptual streetscape design alternatives for the area. The Four Blocks International Committee Members held a meeting to voice their opinion on each alternative, and different ideas were selected from each design to reach a final streetscape design scheme.

There are several different design elements in the final plan. Each element plays a role in the overall design scheme and helps to complete the plan as a whole.



Artisit rendering of the Four Blocks International Gateway at 4th Street and Hayes Street



Artisit rendering of a proposed pocket park to be located along 4th Street between Monroe Street and Buchannan Street





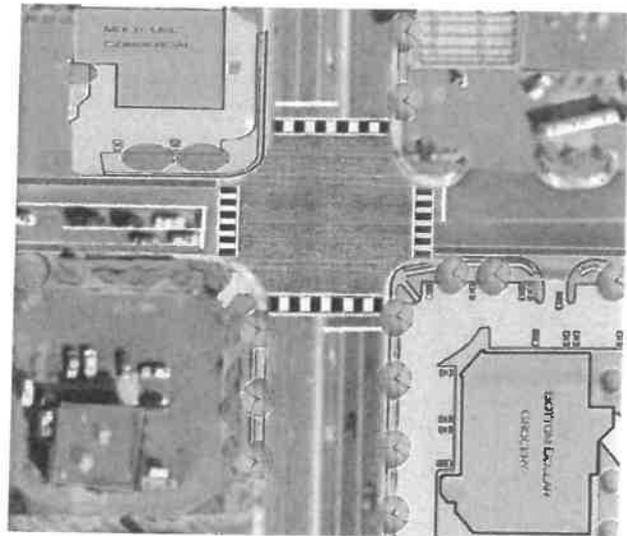
# MacArthur Parkway- A Historic Revitalization Plan for Southern MacArthur Road

Whitehall Township, Pennsylvania

**T**MacArthur Parkway-A Historic Revitalization Plan for Southern MacArthur Road was created to curtail blight and revitalize the Lehigh Valley's first commercial corridor. The corridor, which borders the City of Allentown and Route 22, has an estimated 18,000 residents within a 1/4 mile and an average daily traffic count of 35,400 vehicles. The highly traveled corridor is one of the major gateways to Pennsylvania's third largest city.

Major goals for the plan are:

- help establish a new image and identity
- create an attractive gateway
- create new street alignments
- pedestrian and bicycle safety improvements
- establish a connection to the Jordan Creek Greenway Trail
- install access management techniques
- create viable and long-lasting redevelopment scenarios through adopting a new zoning area
- support the revitalization of the corridor through sustainable design and development techniques and various economic techniques.

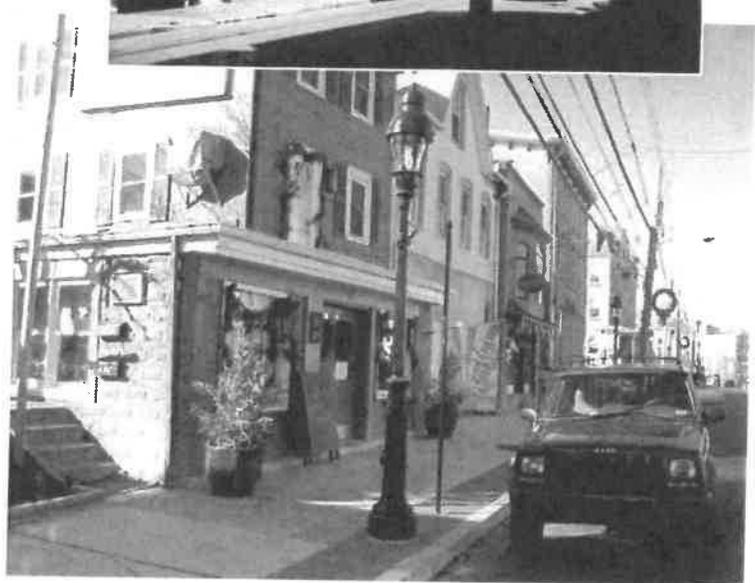




# Spring City Borough Streetscape Enhancement Project

Chester County, Pennsylvania

**U**RDC prepared a revitalization plan for the Borough of Spring City in Chester County. This plan identified utility and streetscape needs along Main Street and Bridge Street. URDC then secured Chester County grant funds for infrastructure and streetscape improvements totaling \$999,770. URDC designed Phase I stormwater drainage improvements, decorative sidewalks, period lighting, street trees and tree grates, decorative crosswalks and new signs. URDC also secured Chester County grant funds totaling \$680,000 for Phase II Improvements. Phase II Improvements will continue Phase I Improvements along Main Street and Yost Avenue. URDC was also retained for all construction monitoring on both Phases.





# Darby Creek Stream Valley Greenway Park and Trail Master Plan

Delaware County, Pennsylvania

**D**arby Creek flows into the Delaware River through Delaware County (PA), the county bordering the City of Philadelphia to the west. The county retained URDC to develop a master plan for a park along a three-mile section of the creek from Upper Darby Township to Darby Borough. URDC met with various stakeholders and municipal officials to develop important ideas for the plan.

The park was also the subject of a previous study of the corridor, 20 years earlier, which was not developed because of a change in funding priorities. However, the 1987 study did result in the county obtaining key lands along the creek. As a result, the current study allows for a trail through the entire corridor with a minimum of land acquisition.

URDC examined land ownership, desired activities and facilities, and various trail development standards. The master plan includes:

- *Details on a total of 47 different segments of the park/trail.*
- *Alternative alignments for five segments where choices are available.*
- *Information on miscellaneous park elements and support facilities.*

Detailed mapping for the entire length of the corridor uses aerial photography to allow the reader a greater understanding of the proposals. The plan also includes implementation elements, including:

- *An action plan that identifies key property, construction, and phasing issues and needed actions for each segment*
- *Cost estimates by segment*
- *Recommendations for maintenance and management of the park and trail*
- *Trail design guidelines*

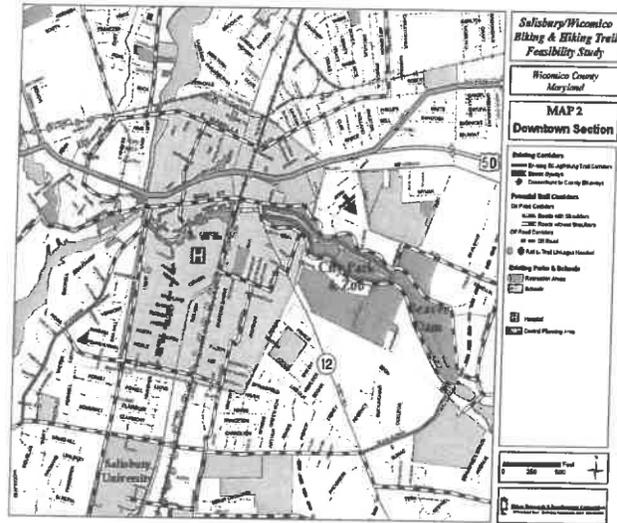




# Biking & Hiking Functional Master Plan

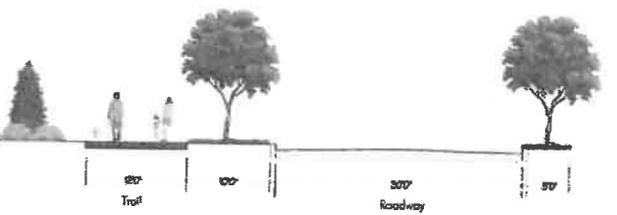
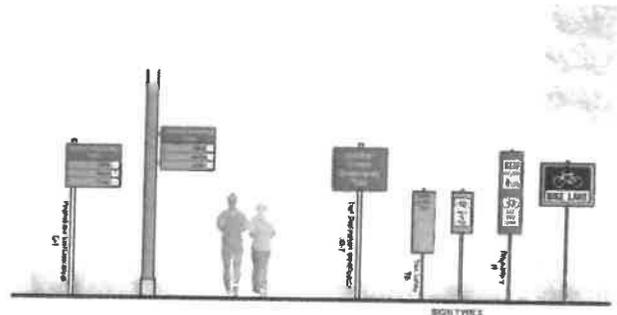
Salisbury / Wicomico, MD Metropolitan Area

The Biking & Hiking Functional Master Plan analyzes the potential for developing a network of biking and hiking trails in the Salisbury/Wicomico metropolitan area. Located on the Eastern Shore of Maryland, the study area consisted of creating a future safe biking and pedestrian network throughout the metropolitan area. The plan capitalizes on the urbanized area of Salisbury and the adjacent rural outlying areas of Wicomico County. The proposed network connects the residential neighborhoods to major entities, such as, Salisbury University, Wor-Wic Community College, Wicomico County Visitors Center, Ward Museum of Waterfowl Art, Peninsula Regional Medical Center, major shopping and employment centers, public schools and county parks.



The Plan outlines:

- An overview of existing biking and hiking trails
- A conceptual plan that identifies potential trail corridors
- Recommended guidelines and specifications for designing and constructing different trail types
- An Implementation and Funding section that suggests next steps and funding opportunities for future implementation.





## Wayne A. Grube Memorial Park (formerly known as Weaversville Park) Northampton County, Pennsylvania

The Northampton County Department of Parks and Recreation retained Urban Research & Development Corporation as the Landscape Architectural and Site Plan member of the Consulting Team to prepare the Final Design and Construction Plans for two phases of the Wayne A. Grube Memorial Park development.

The two phases consisted of an initial phase related to site grading, the installation of water, sanitary and electrical service, sports fields, volleyball court, two entrance areas, internal drives and parking areas, extensive pathway / trail system. An extensive "Reforestation Plan" was undertaken for approximately 15 acres of the site to expand the forested area along the park stream area. In addition, two pedestrian bridges across the stream, a roadway underpass for the trail system and linkages to the Nor-Bath Trail system were constructed.

The second phase consisted of two major picnic pavilions, two restroom facilities, a park maintenance building, entrance signage, two playground areas for two separate age groups, a tricycle track and other related recreational facilities.



**URBAN RESEARCH & DEVELOPMENT CORPORATION**  
**Representative Zoning and**  
**Subdivision and Land Development Clients**

Adams County

Gettysburg Borough ✓  
Bonneauville Borough ✓  
Mount Pleasant Township

Berks County

Boyertown Borough ✓  
Colebrookdale Township  
Township of Reading ✓  
Heidelberg Township  
Jefferson Township  
North Heidelberg Township  
Robesonia Borough  
Spring Township  
Womelsdorf Borough

Bucks County

Bridgeton Borough ✓  
Quakertown Borough ✓

Carbon County

Beaver Meadows Borough  
Bowmanstown Borough ✓  
Palmerton Borough

Chester County

East Goshen Township  
Westtown Township

Cumberland County

Camp Hill Borough ✓  
Carlisle Borough ✓  
Silver Spring Township

Dauphin County

Township of Harrisburg ✓  
Hummelstown Borough  
East Hanover Township  
Londonderry Township  
Lower Paxton Township  
Swatara Township

Delaware County

Township of Chester ✓

Franklin County

Franklin County  
Mercersburg Borough ✓

Lackawanna County

Township of Scranton ✓

Lancaster County

East Petersburg Borough ✓  
Mt. Joy Borough ✓  
Mt. Joy Township  
Township of Lancaster ✓  
Columbia Borough ✓  
West Lampeter Township  
Millersville Borough ✓

Lebanon County

Myerstown Borough ✓

Lehigh County

Township of Allentown  
Coplay Borough ✓  
Upper Macungie Township  
North Whitehall Township  
Emmaus Borough  
Macungie Borough ✓  
Slatington Borough ✓

Luzerne County

Fairview Township

Monroe County

Chestnuthill Township  
East Stroudsburg Borough ✓  
Middle Smithfield Township  
Ross Township  
Stroudsburg Borough ✓

Montgomery County

Bridgeport Borough ✓  
Hatboro Borough ✓  
Royersford Borough ✓

Northampton County

Township of Bethlehem  
Forks Township  
Palmer Township  
Plainfield Township  
Tatamy Borough ✓  
Williams Township ✓  
Wind Gap Borough ✓

Pike County

Lehman Township  
Westfall Township

Schuylkill County

Township of Pottsville  
Schuylkill County  
(35 municipalities) ✓

York County

Jacobus Borough ✓  
Manchester Township  
North Cordorus Township  
North York Borough  
Yoe Borough

Other Selected Governments

Franklin County, PA  
Township of Frostburg, MD  
Garrett County, MD  
Somerset County, MD  
Mineral County, WV  
Sussex County, MD

## Example Projects and References

The following projects are examples of recent URDC zoning projects. All documents/ordinances were written by URDC's proposed Project Manager for this project, Charlie Schmehl.

### **City of Chester New Zoning Ordinance, New Zoning Map and Subdivision and Land Development Ordinance (SALDO)**

The Chester project involved the preparation of an entirely new zoning ordinance and map for this economically distressed city along the I-95 corridor southwest of Philadelphia. An emphasis was placed upon promoting business development and new housing, while protecting the stable and historic neighborhoods in the Borough. The zoning ordinance featured a number of design standards, some of which were mandatory in selected areas, while others were advisory guidelines. URDC then completed a new SALDO for the Township.

W. Paul Fritz, Former Project Manager for the Township Planning Office, 610-751-8711  
[wpfritz@oakvalleydesign.com](mailto:wpfritz@oakvalleydesign.com)

Latifah Griffin, Former Director of Planning [griffin.latifah@gmail.com](mailto:griffin.latifah@gmail.com), 610-930-8774

### **City of Lancaster Zoning Ordinance - Assistance in Four Sets of Revisions, Including a Comprehensive Revision in 2012**

Paula Jackson, Chief of Bureau of Planning 717-291-4754 [pjackson@cityoflancasterpa.com](mailto:pjackson@cityoflancasterpa.com)

First, URDC was engaged to prepare a zoning amendment to promote sensitive infill development in older neighborhoods. Then, URDC assisted the City staff in preparing two major sets of zoning revisions. More recently, in 2012, URDC prepared a comprehensive revision of the entire zoning ordinance. The project involved a web-based citizen survey and focus groups that discussed key zoning issues. A series of public meetings were also held. In a previous update by URDC, 15 key persons were interviewed to gain their input into the process, including developers and representatives of neighborhood organizations.

### **City of Bethlehem Comprehensive Plan, New Zoning Ordinance, Two Neighborhood Plans and Streetscape Improvements**

Darlene Heller, Director, Planning and Zoning or Tracy Samuelson, Assistant Director, 610-865-7088

This project involved a new zoning ordinance for this city of more than 80,000 residents. The project involved protecting various types of residential areas from incompatible development, while promoting new economic development. The ordinance stresses redevelopment of the former Bethlehem Steel lands, as well design standards for redevelopment of older commercial areas. A major emphasis was placed upon allowing businesses that would be compatible with the historic buildings and the residential areas that are inter-mixed with businesses. Design standards were enacted for neighborhood commercial corridors.

Bethlehem also engaged URDC to prepare a plan for two neighborhoods in the City, as well as a historic mixed-use area in South Bethlehem. URDC also prepared design standards for redevelopment of the major gateway corridor into Bethlehem from I-78.

### **Schuylkill County New Zoning Ordinance**

Susan Smith, Planning and Zoning Director, Schuylkill County, 570-628-1415  
[ssmith@co.schuylkill.pa.us](mailto:ssmith@co.schuylkill.pa.us)

URDC prepared a completely new zoning ordinance and updated zoning maps for 35 municipalities in Schuylkill County. The project involved extensive field work throughout the County, and direct input from most of the municipalities. URDC also provided expert testimony to successfully defend

the ordinance against a substantive challenge concerning a strip club. Additionally, URDC was engaged by the County to successfully defend challenges to the County's issuance of group home permits.

**City of Reading Comprehensive Plan and Zoning Ordinance**

Craig Peiffer, Former Director of Planning, Zoning and Preservation, now Assistant Planning and Zoning Director for Lower Macungie Township, [Cpeiffer@Lowermac.com](mailto:Cpeiffer@Lowermac.com), 610-966-4343

The Comprehensive Plan for Reading recommended many strategies to strengthen older neighborhoods and to revitalize Center City. The Plan emphasized neighborhood-oriented commercial areas within walking distance of all residents. URDC also prepared a new Zoning Ordinance for the City.

### Proposed Fees

URDC's fee for completing the Scope of Work is **\$12,400, including all expenses.**

Field Work, Photography and Analysis of Previous Plans and Existing Development Regulations	\$ 1,700
Preparation of Initial Draft of Memos	\$ 3,300
Preparation of Revised Drafts of Memos	\$ 1,500
Preparation of Final Draft of Memos	\$ 900
Preparation of Mapping and Graphics	\$ 1,900
Meetings	\$ 2,400
Expenses, including Mileage, Tolls, Photocopying and Map Reproduction	\$ 700
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Total Not to Exceed Costs, including consultant expenses	\$12,400

Payment is expected within 45 days after the successful completion of work described in this Scope.

The Township's RFP requested hourly rates, although we recommend that the project be invoiced based upon percentage completion of each task, using a fixed fee for each task. The standard hourly rate for both Charlie Schmehl and Drew Sonntag is \$96 an hour, who are each principals of the firm. The hourly rate for Sue Anne Alleger or a similar senior professional level staff-person is \$72 an hour. The hourly rate for URDC's GIS staff is \$55, and the hourly rate for clerical staff is \$38.

URDC will not use any sub-consultants.

#### Meetings

Our fee includes URDC attending a maximum of 4 workshops, meetings and hearings with Township staff, committees, the Planning Commission, or the Board of Supervisors. This is expected to include one meeting with the Township staff, two with the Planning Commission and one with the Board of Supervisors.

If the Township directs URDC to attend additional meetings, we will invoice an additional \$450 for each additional meeting, plus \$0.50 per mile. This additional fee is to cover the costs of additional time for the meeting, meeting preparation and travel.

#### Invoicing and Sample Agreement

URDC will invoice no more frequently than once per month. We have included a sample invoice, along with a sample agreement on the attached CD.

Before the project is invoiced for more than 75 percent of the total approved cost, URDC will submit written certification to the Township stating that URDC will complete the work described in the Contract with the remaining funds within the not-to-exceed cost.

# REQUEST FOR PROPOSALS

## Worcester Township, Montgomery County

### Center Point Village Zoning Ordinance Assessment

#### Summary

Worcester Township is soliciting proposals from Professional Planning Consultants to prepare an assessment of the proposed Center Point Village Zoning Ordinance.

#### Proposals

All proposals must be received at the Township Building not later than 4:30pm on Friday, May 26, 2017. Proposals may be delivered to the Township Building at 1721 Valley Forge Road, Monday to Friday, from 7:00am to 4:30pm, or proposals may be mailed to Township Building at:

Worcester Township  
Attn: Tommy Ryan, Township Manager  
1721 Valley Forge Road  
Post Office Box 767  
Worcester, PA 19490-0767

Consultants must submit six hard copies and one electronic copy of the proposal. With the proposal the Consultant shall provide (a) a sample contract for services, (b) a sample invoice, and confirmation that the project will be billed on a frequency not greater than a monthly basis, (c) proposed project schedule, (d) a not-to-exceed cost for the project, not including out-of-pocket expenses, which shall be reimbursed at actual cost; (e) a statement noting that when the project is billed at 75% the Consultant will submit written certification to the Township stating the Consultant will complete the contract obligations with the remaining funds in the not-to-exceed cost; and, (f) three municipal references for similar projects completed during the previous five years. The Consultant shall also identify the person(s) assigned to work on the project, submit a resume/CV for each individual, and designate one person who shall serve as the project liaison to the Township.

All questions regarding this RFP shall be submitted in writing (by mail or e-mail) to the above address, or to [tryan@worcestertwp.com](mailto:tryan@worcestertwp.com). All updates and amendments to this RFP will be posted on the Township website, [worcestertwp.com](http://worcestertwp.com). Notification of these postings will be e-mailed to those Consultants that request same and provide an e-mail address to [tryan@worcestertwp.com](mailto:tryan@worcestertwp.com).

#### Schedule of Events

The proposed schedule for the RFP process is as follows:

- April 24, 2017 – Request for Proposals issued
- May 19, 2017, 4:30pm – deadline to submit written questions
- May 26, 2017, 4:30pm – deadline to submit proposal
- *to be determined, if necessary* – review and select interviewees
- *to be determined, if necessary* – conduct interviews
- June 21, 2017 – contract awarded

#### Scope of Assessment

1. General. The Worcester Township Board of Supervisors is soliciting proposals from Professional Planning Consultants to prepare an assessment of the proposed Center Point Village Zoning Ordinance.
2. Specifications. The Center Point Village Zoning Ordinance Assessment shall include the following four components:

- a. Component 1 – The Consultant shall review and compare the Center Point Village Vision Plan (“Vision Plan”) to current Township Zoning Ordinance and Subdivision and Land Development Ordinances (“Code”), insofar as the Code relates to those properties located in Center Point Village. The Consultant shall provide a written summary that details the extent to which the Code does and does not satisfy the objectives set forth in the Vision Plan. This narrative shall also include a list of recommended amendments to the Code that will serve to best align the Code and the Vision Plan. Component 1 shall be no more than 10 pages in length.
- b. Component 2 – The Consultant shall review and compare the Vision Plan to the draft zoning ordinance for Center Point Village (“Ordinance”). The Consultant shall provide a written summary that details the extent to which the Ordinance does and does not satisfy the objectives set forth in the Vision Plan. This narrative shall also include a list of recommended revisions to the Ordinance that will serve to better align the Ordinance to the Vision Plan. Component 2 shall be no more than 10 pages in length.
- c. Component 3 – The Consultant shall recommend which approach the Township should pursue so to better realize the objectives of the Vision Plan – in specific, should the Township amend the Code or should the Township revise the Ordinance? The Consultant shall provide rationale for the recommendation made. Component 3 shall be no more than 3 pages in length.
- d. Component 4 – The Consultant shall provide a one-page response to each of the three issues, not including any graphics or photographs.
  1. A Village Property Owner has expressed interest in developing a convenience store with gasoline pumps in this property. The Township is undecided as to whether to permit this use in the Ordinance. To what extent can the Township limit or otherwise regulate this use, in specific the number of filling stations and the size of the canopy atop the filling stations, while (a) providing a realistic development opportunity that meets current marketplace requirements, and (b) protecting the “rural feel” of the Village? Submit graphics or photographs that depict various sized uses of this type.
  2. Recommend an appropriate minimum open space requirement and maximum permitted residential density in the Village. As noted above, the recommended provisions must provide a realistic development opportunity while protecting the “rural feel” of the Village.
  3. Recommend an appropriate scale for non-residential development in the Village. In specific identify an appropriate maximum building size, building height and massing. As noted above, the recommended provisions must provide a realistic development opportunity while protecting the “rural feel” of the Village.

### **Meetings & Deliverables**

1. The Consultant shall attend two meetings with the Planning Commission (PC) and one meeting with the Board of Supervisors (BoS), as noted below:
  - PC meeting #1 – discuss project history, Consultant asks questions on areas of concern to PC;
  - PC meeting #2 – present Assessment; and,
  - BoS meeting #1 – present Assessment, revised to include Planning Commission comments.
2. The Consultant shall deliver:
  - ten copies plus one electronic copy of the Assessment to be presented at the PC meeting #2;
  - ten copies plus one electronic copy of the Assessment to be presented at the BoS meeting #1; and,
  - ten copies plus one electronic copy of the Assessment in its final form, which shall include any revisions made per comments received at the BoS meeting #1.

### **Other**

1. Worcester Township reserves the right to waive any technicalities and/or deficiencies in the proposal submissions, and the Township may select the proposal which it deems, at its sole discretion, to be best suited for the intended purpose, and which best serves the interests of Worcester Township and its residents.
2. Consultants who chose to participate in this RFP process will receive no compensation from Worcester Township for their submissions.