

Kulpsville Town Center

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COMPREHENSIVE  
MASTER PLAN

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Towamencin Township, PA

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September 12, 1994

Adopted as an amendment to the Towamencin Township's  
Comprehensive Plan by Ordinance 94-11, dated September 21, 1994.

# ACKNOWLEDGMENTS

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**PART ONE**

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**EXISTING CONDITIONS**

## INTRODUCTION

Typical of many suburban communities in southeastern Pennsylvania, the Village of Kulpsville in Towamencin Township, Montgomery County developed as a crossroads community. The community school, bank, small shops and roadside dwellings in and along the crossroads of Sumneytown Pike and Route 63 (Forty Foot Road) gave the village its charm. Over the years, however, this charm has increasingly tarnished with the increased traffic and non-village-oriented development pressures attributed, in part, to the convenience of Interchange 31 of the Northeast Extension of the Pennsylvania Turnpike, which is located approximately one-quarter of a mile to the west of the village.

While still a crossroads community, the dominant crossroad orientation in Kulpsville has changed from Forty Foot Road and Sumneytown Pike to Sumneytown Pike and the Turnpike Interchange. Typical pedestrian-oriented village land uses have also been changing towards more highway-oriented uses including suburban motels, gas stations, highway commercial, and regional office park uses which are typical of a suburban center characterized by an interchange.

The increased development pressure associated with the Turnpike interchange is due in part to the Township's convenient location between the major metropolitan areas of Philadelphia 15 miles to the south and Allentown 25 miles to the north. On a regional scale, Kulpsville has the potential of developing to the magnitude of another King of Prussia. This pending transition has been recognized by the Pennsylvania Turnpike Commission which has recently announced plans to enlarge the interchange from four to ten toll booths. This construction is scheduled to begin in 1994.

The Township's geographic location, combined with its public sewer and water service and convenient access to these major metropolitan areas of the region, has, and will continue to, make Towamencin Township, and in particular the Village of Kulpsville, extremely desirable from a development/redevelopment perspective.

The Township, understanding the history and potential future changes in and along this interchange corridor in Kulpsville, has determined the need to develop an urban designed Comprehensive Master Plan and management action strategy for what is seen to be the new Town Center of Towamencin Township.

## PURPOSE AND INTENT

In 1989, Towamencin Township adopted a Comprehensive Plan for the future land use and development of the township. Within this general development plan, a number of community development objectives were established, and the basis for rational overall community development was outlined.

This Town Center Master Plan is intended to further a number of goals and objectives of the Township's Comprehensive Plan in and around the Village of

Kulpsville. This Master Plan is designed to coordinate the land use and transportation systems within, and affecting, the Kulpsville area in a manner that will transform this generally under-utilized, declining, and congested village into the Township's new Town Center which will be both of regional importance and stature. However, the purpose of this Master Plan is not to encourage additional development in the Kulpsville Town Center, but to manage the development currently permitted under existing zoning.

#### **STATEMENT OF COMMUNITY DEVELOPMENT OBJECTIVES**

The following goals and objectives have been developed to further the Township's Comprehensive Plan, and constitutes the basis for the Kulpsville Town Center Comprehensive Master Plan:

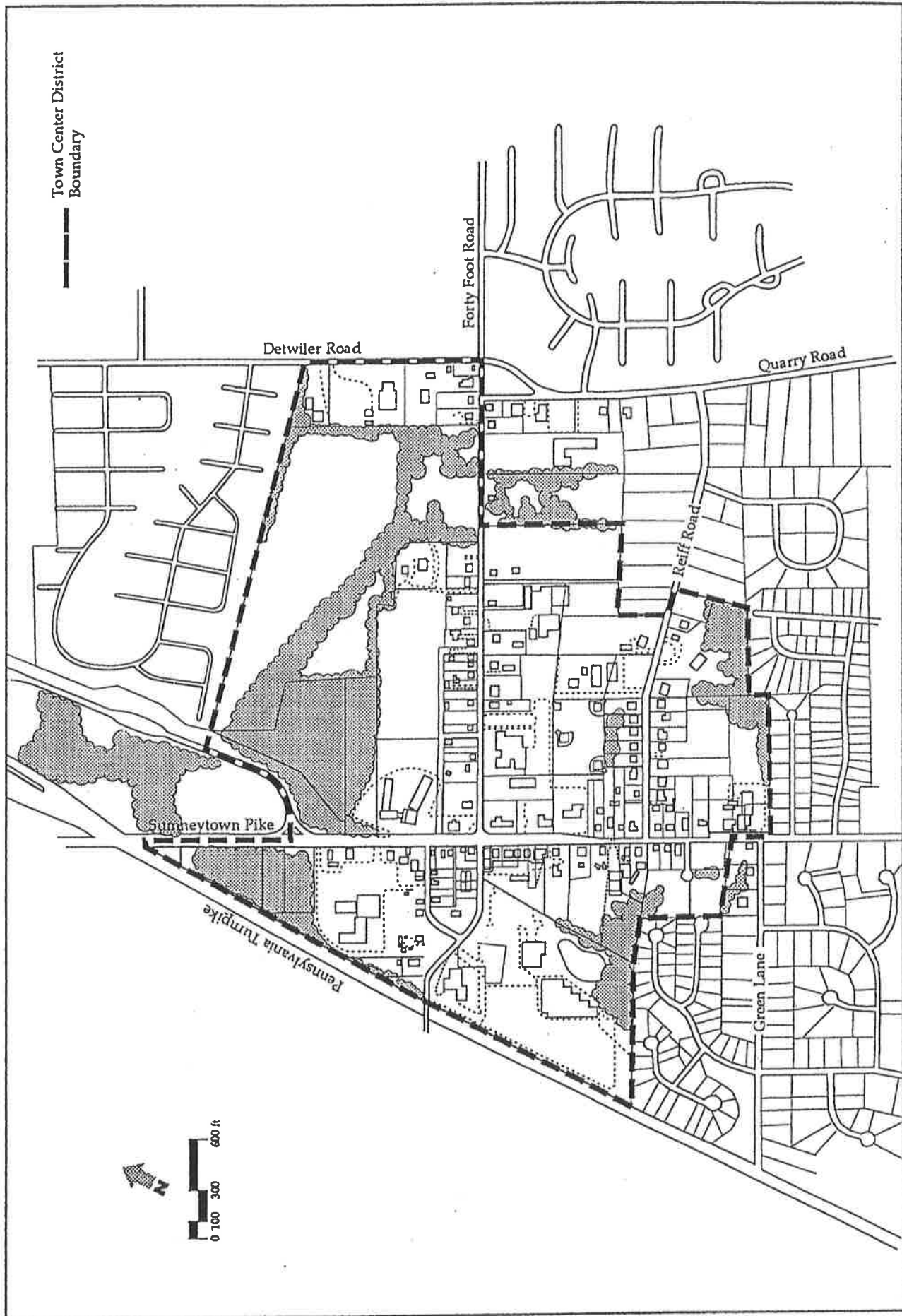
- Goal 1** To plan for and develop a coordinated and comprehensive land use and transportation system for the Kulpsville Town Center;
- Goal 2** To develop a "Community of Place" for the Kulpsville Town Center for which all residents of Towamencin Township and visitors to the Township can readily identify and relate;
- Goal 3** To accommodate the increasing vehicular highway demands of the region;
- Goal 4** To develop a multi-modal transportation system in accordance with new Federal highway and environmental regulations while providing for and encouraging a pedestrian oriented environment and providing a bikeway system that will link the Town Center to the neighborhoods;
- Goal 5** To increase, to the greatest degree practicable, the ratable tax base within the Town Center;
- Goal 6** To provide land use incentives for the desirable development, redevelopment, rehabilitation, historic preservation and/or conversion of vacant and under-utilized properties within the Town Center as required to promote investment in the area;
- Goal 7** To maintain a harmonious relationship between the new Town Center, surrounding land uses, and the Township proper;
- Goal 8** To provide for a mixture of uses and to encourage multi-modal transportation in such a manner that will insure that the proposed plan will not generate greater density or external traffic than would otherwise occur under existing zoning; and

**Goal 9** Develop design standards that will encourage structure parking in order to maximize the opportunities for a village oriented pedestrian friendly environment while maximizing the open space within and surrounding the town center.

### **THE KULPSVILLE TOWN CENTER DISTRICT**

The Kulpsville Town Center District comprises an area of approximately 287 acres and is defined as the area bounded: to the west by the existing Mobile Home Park District near the Eastern Pipeline easement located approximately 800 feet west of Forty Foot Road; to the north by Detwiler and Quarry Roads; to the east by various properties along Reiff Road north of Sunneytown Pike and Green Lane Road to the south of Sunneytown Pike; and to the south by the Northeast Extension of the Pennsylvania Turnpike. The Kulpsville Town Center District is delineated on the Location Map (MP-1) contained herein.





**KULPSVILLE TOWN CENTER MASTER PLAN**  
**EXISTING CONDITIONS**  
**FIGURE MP-1**

Carter van Dyke Associates  
 McMahon Associates, Inc  
 Hans P. Stein Architects, Inc  
 Urban Partners

SEPTEMBER 1994

Towamencin Township  
 Montgomery County, PA

## DEVELOPMENT OPPORTUNITIES AND CONSTRAINTS

The Kulpville Town Center is characterized by numerous development opportunities and constraints. These opportunities and constraints can, in part, be attributed to existing land use, transportation, utility, and environmental conditions within the Center. Since these conditions in concert with the planned market economy of the Center will drive the future land use and development within the Town Center District, they have been analyzed and described below:

### EXISTING LAND USE

Typical of most town and village centers, Kulpville is characterized by a variety of land uses. These uses include single-family residential, commercial, light industrial, governmental, and institutional type uses. The specific type and percentage of existing land uses within the Kulpville Town Center are identified below:

Land Use	Type	No. of Properties	Approx. Bldg. Area or Density	Acres	Percent
Residential	Single-family	65	2.1 du/ac	36.26	12.6
Institutional	Easter-Seals	1	20,000 sf	5.00	1.7
Governmental	Municipal	2	9,000 sf	3.22	1.1
Commercial	Motel	2	237 Rooms	10.19	3.5
	Gas Station	2	-	2.35	0.8
	Office/Retail	21	103,500 sf	14.98	5.2
	Bank	1	3,000 sf	0.58	0.2
	Kulpville Office Park	1	324,000 sf	21.03	7.3
Industrial	Service/Manufacture	6	51,000 sf	17.70	6.2
Underutilized	Specht School Building	1	21,000 sf	6.75	2.4
	Residential Land [1]	9		35.68	12.4
	Municipal (Mont. Ave)	2	6,000 sf	1.19	0.4
	Beer Distributor (rear lot)	1		2.48	0.9
	Motel (side lot)	1		4.23	1.5
Vacant Land	Park	1		3.50	1.2
	Vacant/Agricultural	24		99.17	34.5
<b>TOTAL LAND AREA</b>		<b>140</b>		<b>264.31 Ac.</b>	<b>91.9%</b>
Roadways				<b>23.42</b>	<b>8.1</b>
<b>TOTAL</b>				<b>287.73 Ac.</b>	<b>100.0 %</b>

[1] Land in residential use with a density of less than 1 dwelling unit per acre.

### LAND USE ANALYSIS

An analysis of the existing land use and development patterns in the proposed Town Center District has revealed the following general issues relative to the planning and development of the Kulpville Town Center. These issues are summarized on the following page.

## Land Use Issues

- Approximately 53 percent of the total acreage within the study area is either vacant or underutilized. Since this is a majority of the study area, the ultimate development/redevelopment of the vacant and underutilized area will have a significant overall impact upon the planning, design and eventual character of the Village of Kulpsville.
- Many of the existing residential and commercial uses in the Town Center District are small in scale and exist on relatively small lots. These uses are also very close to the existing highways and appear to pose a physical constraint on road widening.
- While a majority of the existing lots in the District are relatively small in size and may therefore be difficult to assemble into larger, more comprehensively planned developments, there are a few larger parcels consisting of between four and 40 acres which would appear to be better suited to provide for larger scale development opportunities within the District.
- To date, the trend toward commercial development has taken the form of highway oriented uses, such as the new gas station at the intersection of Sumneytown Pike and Forty Foot Road and the new office complex south of Sumneytown Pike. These types of high intensity, highway oriented, uses are generally less desirable from a planning and design perspective for a Town Center than are more pedestrian service oriented uses as identified below.
- The existing land use and development pattern within the District does not generally support a "sense of place" for the community. That is, there are very few restaurants to support office uses, and there are few neighborhood support facilities to reinforce the village center, such as a pharmacy, supermarket, hardware or general store, retail shops, stationers, or a print shop.
- Residences that are located along Sumneytown Pike and Forty Foot Road will become increasingly less desirable as traffic becomes more intense. Alternative, mixed-use types, should be established for these existing residential areas, and new land uses should be developed to enhance property values and the livability in and around these existing residential areas.
- Land uses should be reviewed and design standards should be established to insure compatibility between existing and proposed residential and other uses as required to establish and maintain the desired character of the new Town Center.
- Existing land uses that could potentially be impacted by more intensive land uses should be protected by the use of landscaping and buffering.

## EXISTING ZONING

There are currently six zoning classifications within the proposed Kulpville Town Center District. These classifications include two residential zones, one mixed-used (village center) residential and commercial zone, and one each of commercial, light industrial and business campus zones. The residential zones are located to the south and east of Quarry and Forty Foot Roads respectively; the mixed-use village center zone is located along Sumneytown Pike to the east of Forty Foot Road and west of Green Lane Road; one business campus zone is located adjacent to the village center zone and another to the east of Bustard Road; the commercial zone is located to the west of Bustard Road and south of Sumneytown Pike and along the southwestern portion of Sumneytown Pike and Forty Foot Road; the light industrial zone is located along the western portion of Sumneytown Pike and the Turnpike interchange and along the south side of Detwiler Road; and the other business campus district is located along the northwestern portion of Forty Foot Road behind the light industrial zone, and backs up on the mobile home park zone which is adjacent to the Kulpville Town Center District to the west.

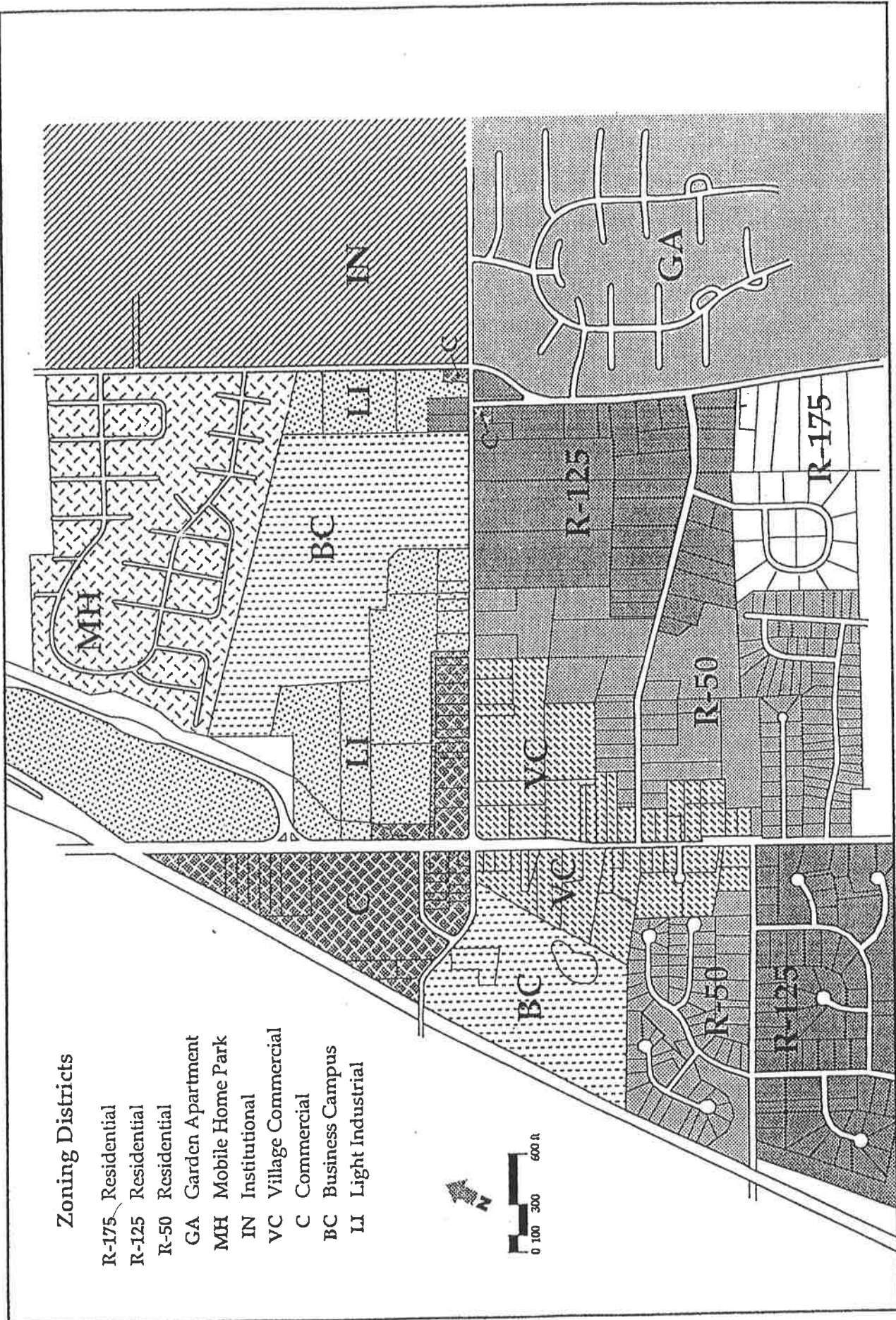
The Table below illustrates the permitted uses and associated lot sizes and densities within the existing Kulpville area zoning districts:

District	Permitted Uses	Lot Size/Width [1]	Approx. Net Density
R-125 Residential	Single-family Detached	20,000 sf/100 ft	1.9 du/ac
	Institutional	"	"
R-50 Residential	Single-family Detached	12,000 sf/80 ft	3.2 du/ac
	Single-family Semi-detached	7,500 sf/50 ft	5.0 du/ac
VC-Village Commercial	Single-family Detached	10,000 sf/65 ft	3.8 du/ac
	Two-family Dwelling	"	"
	Mixed-use Structures	"	"
	Offices/Studios	"	"
	Personal Services Shop	"	"
	Retail Stores and Shops	20,000 sf/100 ft	1.9 use/ac
	Banks	40,000 sf/150 ft	1.0 use/ac
	Nursery School	"	"
	Medical Clinic	"	"
	Drug and Convenience Store	"	"
BC-Business Campus	Business Center	120,000 sf/150 ft	NL
C-Commercial	Residential Uses	Varies: Based	Varies
	Office Use	on yard	"
	Retail	requirements and	"
	Restaurant	adjacent zoning	"
	Most Other Commercial Uses	"	"
LI-Light Industrial	Most Non-nuisance Uses	3 Ac./NL	NL

[1] Provided that both public water and sewer is available  
 NL Not Listed

**Zoning Districts**

- R-175 Residential
- R-125 Residential
- R-50 Residential
- GA Garden Apartment
- MH Mobile Home Park
- IN Institutional
- VC Village Commercial
- C Commercial
- BC Business Campus
- LI Light Industrial



**KULPSVILLE TOWN CENTER MASTER PLAN**

EXISTING ZONING  
FIGURE MP-2

Carter van Dyke Associates  
McMahon Associates, Inc  
Hans P. Stein Architects, Inc  
Urban Partners

Towamencin Township  
Montgomery County, PA

SEPTEMBER 1994



## ZONING ANALYSIS

An analysis of the existing zoning in the proposed Town Center District has identified the following general issues relative to the planning and development of the Kulpville Town Center Master Plan. These issues are summarized below:

1. Current zoning within the Town Center District provides for six basic zoning classifications. No provision currently exists for a mixed-use type of development option. The development of a mixed-use option would be appropriate for the new Town Center District.
2. The Township's existing Zoning Ordinance does not provide zoning incentives for traffic improvements beyond what is required under the Act 209 Traffic Improvement Plan.
3. The current zoning does not provide for the intensity of development that is necessary to create the minimum thresholds of a Town Center in terms of either residential or non-residential development.
4. The current zoning does not provide for bulk and area requirements that would encourage a pedestrian scaled development of the Town Center.
5. Parking standards should be developed to allow for the reuse of existing structures without impacting upon the character of the village and village streetscapes.
6. Lot sizes and setbacks should be flexible in order to permit desirable in-fill type development.

## VACANT AND UNDERUTILIZED LAND INVENTORY

The following Table indicates the amount of land area within the various zoning districts within the designated Kulpville Town Center District, and identifies, by zoning classification, the vacant and underutilized parcels therein. This inventory is necessary to reasonably project the potential for future development within the District under existing zoning:

District	Total Area	Percent Total	Area Vacant/ Underutilized [1]	Percent of Zone Vacant/ Underutilized
R-125 Residential	23.81 Ac.	9.0 %	13.18 Ac.	55.4 %
R-50 Residential	44.33	16.8	24.90 [2]	56.2
VC Village Commercial	41.58	15.7	20.56	49.4
BC Business Campus	60.93	23.1	39.90	65.5

District	Total Area	Percent Total	Area Vacant/ Underutilized [1]	Percent of Zone Vacant/ Underutilized
C Commercial	33.31	12.6	13.48	40.5
LI Limited Industrial	<u>60.35</u>	<u>22.8</u>	<u>40.98</u>	<u>66.9</u>
<b>TOTAL</b>	<b>264.31 Ac.</b>	<b>100.0 %</b>	<b>153 Ac.</b>	<b>57.9 %</b>

[1] Existing residential land with a density of less than 1 DU/AC is considered to be underutilized. Existing residential uses in non-residential zones have not been considered to be underutilized for the purpose of this analysis, primarily because the existing structure could in most instances be converted to a commercial use type.

[2] Includes the Specht School Building, recreation fields and the rear portion of the beer distributor lot.

As noted, over one-half of the existing land use within the Kulpville Town Center District is currently vacant and/or underutilized based upon current zoning. Based upon this analysis, it is reasonable to assume that in the event that the Kulpville Town Center area is developed, under existing zoning, that the total residential density and non-residential intensity of land use within the District could potentially double, with the associated increase in traffic ever burdening the existing transportation system within the District.

Based upon this inventory, anticipated theoretical Development Yields in a "build-out" condition within the District have been prepared as part of the following section. It must be noted that this theoretical analysis assumes that all vacant and underutilized land will be developed to its highest and best use under existing zoning without consideration to market or environmental constraints. In reality, and due to potential new road alignments and various environmental and physical constraints, these estimated maximum development yields could potentially be reduced by as much as 20 to 25 percent.

### DEVELOPMENT YIELDS

Based upon the vacant and underutilized land inventory, the following development yields can be reasonably expected in a "build-out" condition within the Kulpville Town Center under current zoning:

Zoning Classification	Acres of Vacant/Underutilized Land	Existing Density or Floor Area	"Build-out" Density or Floor Area	Projected No. of "Build-out" DU or SF
R-125	13.18	0.23 du/ac	1.9 du/ac	25 du
R-50	24.90	0.23 du/ac	4.1 du/ac	102 du [1]
VC Residential School	10.31 10.25	0.19 du/ac 3,083 sf/ac	3.8 du/ac 10,000 sf/ac	39 du 102,500 sf

Zoning Classification	Acres of Vacant/Underutilized Land	Existing Density or Floor Area	"Build-out" Density or Floor Area	Projected No. of "Build-out" DU or SF
BC	39.90	0 sf/ac	15,000 sf/ac	598,500 sf
C	13.48	450 sf/ac	10,000 sf/ac	134,800 sf
LI	<u>40.98</u>	<u>100 sf/ac</u>	<u>20,000 sf/ac</u>	<u>819,600 sf</u>
<b>TOTAL</b>	<b>153.00</b>	<b>Varies</b>	<b>Varies</b>	<b>166 dwellings 1,655,400 sf</b>

[1] Projected dwelling units in the R-50 zone were based on a equal mix of one and two-family units.

Based upon the existing level of development within the Kulpsville Town Center, and the potential for development as indicated in a build-out condition as indicated above, the Town Center could reasonably expect the following types, densities and intensities of land uses in a developed condition under existing zoning:

Land Use	TOTAL Land Area	EXISTING Dwellings/ Density	POTENTIAL Dwellings/ Density	TOTAL Dwellings/ Density	Percent Increase
Residential [1]	88.93 Ac.	65 Dwellings 0.7 du/ac	166 Dwellings 1.9 du/ac 3.4 du/ac [2]	231 Dwellings 2.6 du/ac	255 %

Land Use	TOTAL Land Area	EXISTING Floor Area/ Intensity	POTENTIAL Floor Area/ Intensity	TOTAL Floor Area/ Intensity	Percent Increase
Non-Residential	175.38 Ac.	537,500 sf 3,065 sf/ac	1,655,400 sf 9,439 sf/ac 15,825 sf/ac [3]	2,192,900 sf 12,500 sf/ac	308%

- [1] Residential land includes the R-125; R-50; and one-half of the VC District.
- [2] Based upon the 48.39 acres vacant/underutilized land only.
- [3] Based upon the 104.61 acres vacant/underutilized land only.

## DEVELOPMENT YIELD ANALYSIS

An analysis of the potential development yields in the proposed Town Center District has identified the following general issues relative to the planning and development of the Kulpsville Town Center Master Plan. These issues are summarized below:



## **Residential**

In a build-out condition under existing zoning, the Town Center District could be anticipated to yield approximately 166 additional dwelling units for a total of 231 dwellings, with a total density of approximately 2.6 dwelling units per acre (Du/Ac) for the land area currently zoned for residential purposes. This density is relatively low compared to densities typical of villages or boroughs of between 4-5 Du/Ac. With this lower than typical density, it is difficult to develop the threshold dwelling units necessary to support neighborhood retail that is normally associated with a mixed-use village or town center. To accomplish this threshold residential density, the Town Center would need to be planned to accommodate approximately 400 dwellings for the existing residentially zoned land, or approximately 1,200 dwellings to support a mixed-use land use pattern within the entire Town Center District.

## **Non-residential**

In a build-out condition under existing zoning, the Town Center District could be anticipated to yield approximately an additional 1,655,400 square feet of non-residential floor area. Therefore, the total amount of non-residential floor area provided under existing land use and zoning is estimated to be approximately 2,192,900 square feet, or 12,500 square feet per acre of properly zoned land. It should be noted that this is a conservative estimate based upon the assumption that no development would incorporate structure parking. While structure parking has been deemed to be an exception in the suburban environment, it is becoming quite common for both retail and office developments as land values increase.

Because the use of on-grade parking for non-residential uses is land consumptive, the use of parking structures within certain portions of the Town Center District may be appropriate. This would be consistent with current market trends.

As noted earlier, these development yields are based upon a total build-out of the Town Center District under existing densities and intensity of uses provided for by municipal zoning. It does not account for actual market demands which may dictate a higher concentration of development using structure parking, which is allowable under current zoning. Nor does it account for physical planning and construction, open space or regulatory constraints which may adversely impact the actual type and intensity of development actually achievable.

## TRANSPORTATION SYSTEM

There are portions of nine roadways including one private alley located within the designated Town Center District. The name, type, length, width of right-of-way, and acreage of each roadway is identified below:

Road	Type	R-O-W Width	Length	Acreage
Sunneystown Pike	Arterial	80-100'	4,000'	9.18 Ac.
Forty Foot Road	Arterial	40'	2,820'	5.18
Quarry Road	Collector	60'	850'	1.72
Detwiler Road	Collector	60'	1,050'	1.45
Franklin Street	Collector	80'	920'	1.69
Montgomery Ave	Local	50'	850'	0.97
Reiff Road	Local	50'	1,500'	1.72
Green Lane Road	Local	50'	450'	0.52
Private Alley	Access	25'	1,720'	0.99
<b>TOTAL</b>			<b>14,160'</b>	<b>23.42 Ac.</b>

## EXISTING TRAFFIC VOLUMES

Based upon the Township's 1991 Act 209, Roadway Sufficiency Analysis prepared by McMahon Associates, as revised in December 1993, existing and projected traffic volumes, under existing zoning are indicated for the following roadways within the Kulpsville Town Center District:

Road	Existing (1991) ADT*	Projected (2001) ADT*	Percent Increase
Sunneystown Pike	23,100	35,250	53 %
Forty Foot Road	15,800	21,850	38%
Quarry Road	2,300	2,450	07%
Detwiler Road	5,100	6,250	23 %
Franklin Street	1,800	NA	NA
Montgomery Avenue	9,300	12,800	38 %
Reiff Road	1,150	1,600	42 %
Green Lane Road	3,200	3,450	07 %

\* Average Daily Traffic Volumes

## EXISTING ROADWAY CONDITIONS

The Functioning of the existing roadways within the Kulpsville Town Center District is best expressed with the afternoon peak hour analysis of the intersections within the Town Center. The following is a listing of the significant intersections within the District which were contained in the Act 209 Roadway Sufficiency Analysis, with their existing and projected peak hour volumes and existing Levels of Service:

## EXISTING ROADWAY ANALYSIS

Intersection	Existing PM Peak Hour		Projected PM Peak Hour	
	Traffic Volumes*	Level of Service	Traffic Volumes*	Percent Increase
Sumneytown Pike & Forty Foot Road/ Bustard Road (S)	2908	F	4,773	64%
Sumneytown Pike & Turnpike Interchange (S)	2449	C	4,886	100%
Forty Foot Road & Detwiler/Quarry Road (S)	1806	C	2,316	28%
Sumneytown Pike & Franklin Street	2211	B	NA	NA -
Sumneytown Pike & Reiff Road	1711	D	2,874	68%
Sumneytown Pike & Green Lane Road	1927	E	3,199	66%

\* Entering (Approach) Volumes  
(S) Signalized Intersection

As shown in the above chart, the most significant traffic volumes occur at the intersection of Sumneytown Pike and Forty Foot Road/Bustard Road, resulting in an existing Level of Service 'F' condition. The non-signalized intersections with Sumneytown Pike also experience deficient Levels of Service during the existing PM Peak Hour due to the high traffic volumes on Sumneytown Pike (based on the threshold level of Service 'D' or better criterion, from the Act 209 Study). While the signalized intersection of Sumneytown Pike and the Turnpike Interchange is currently operating acceptably, this intersection will experience the greatest growth percentage-wise and will be a critical intersection in the future planning and development of the Town Center.

The PM Peak Hour projections for the year 2001 based on the existing zoning, indicate that significant increases in the traffic volumes are expected at the Town Center intersections, ranging from 48 to 94 percent. Much of this increase is traffic to be oriented to/from the Turnpike Intersection using Sumneytown Pike. To accommodate these increases, significant roadway improvements will be required, as detailed in the 1991 Act 209 Roadway Sufficiency Analysis, and outlined below:

## Kulpsville Town Center Act 209 Roadway Improvements

<u>Roadway/Intersection</u>	<u>Improvement</u>
Sunneystown Pike	Widen to four lanes through Kulpsville.
Sunneystown Pike/Bustard Road	Widen Bustard Road approach from one to four lanes.
Forty Foot Road/Sunneystown Pike	Widen Forty Foot Road approach for separate left turn lane.
Forty Foot Road	Widen to six lanes through Kulpsville.
Bustard Road	Widen eastbound Sunneystown Pike for two left turn lanes.
Sunneystown Pike/ Turnpike Interchange	Widen Off-Ramp for two left turn lanes.
Sunneystown Pike/ Green Lane Road	Widen westbound Sunneystown Pike for left turn lane.

The improvements noted above would be necessary to accommodate projected 2001 traffic volumes based on existing land use and zoning.

While not addressed specifically in the Roadway Sufficiency Analysis, there have been preliminary studies done to evaluate the need for a proposed Piedmont Highway through a north/south corridor, approximately parallel to Forty Foot Road. From a regional perspective, these studies further confirm the Act 209 Study's conclusions regarding expected increases in traffic volumes in the Kulpsville Town Center District.

### *TRAFFIC ANALYSIS*

1. Without a creative solution to the existing and projected traffic congestion problem within the Town Center, Sunneystown Pike and Forty Foot Road will become multi-laned regional highways that will bisect the Village of Kulpsville. This will potentially impact upon a pedestrian oriented Town Center.
2. There are a number of right-of-way constraints due to the location of existing buildings. The loss of these buildings will alter the character of the community.

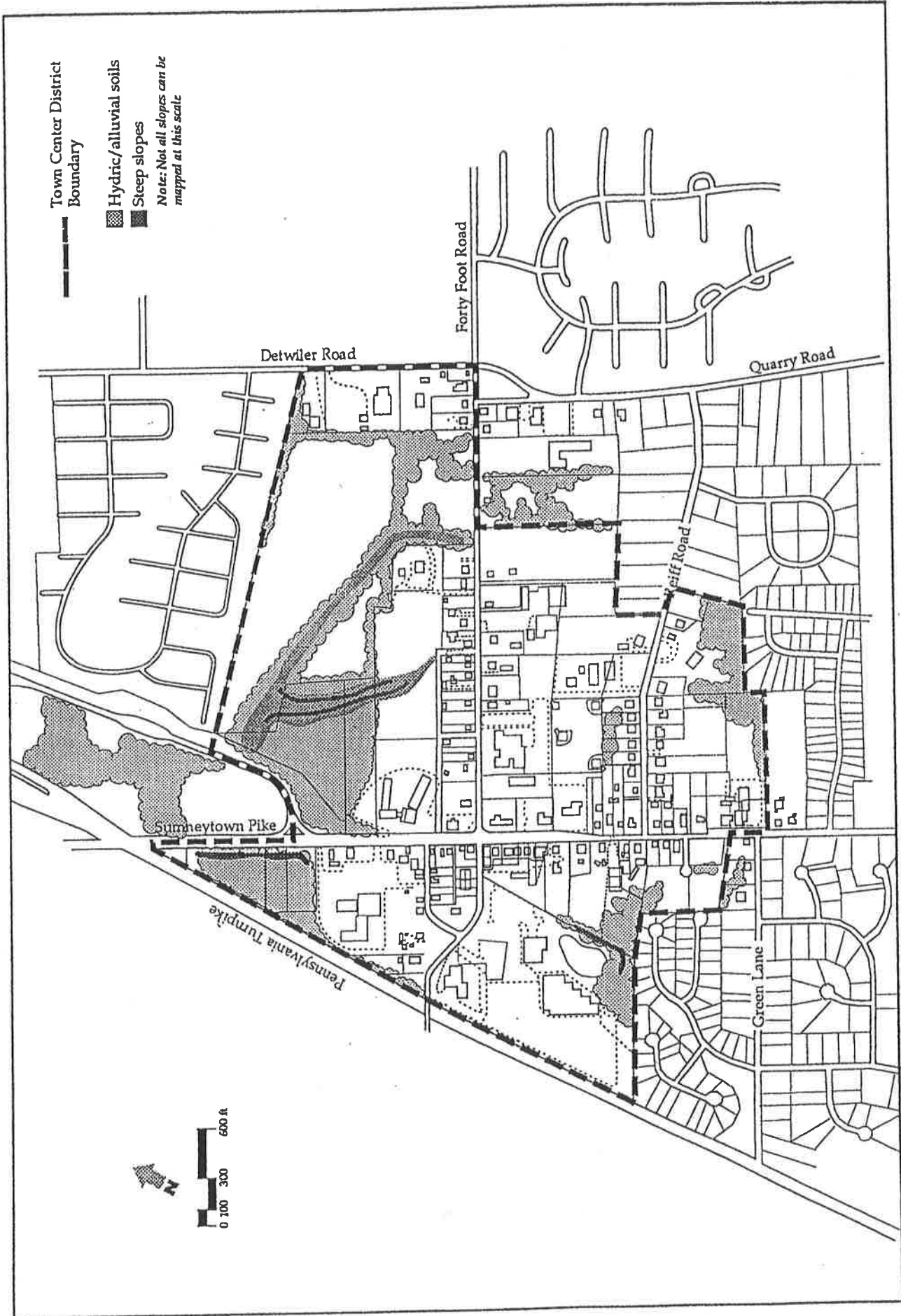
## ENVIRONMENTAL CONSIDERATIONS

Rational land use and development planning requires the knowledge and understanding of the natural environment. This understanding is gained through a process referred to as a natural resources inventory (NRI). The NRI is a technique whereby the environmental features and characteristics of an area are mapped and evaluated to reasonably establish the ability of the natural environment to sustain specific types and intensities of land use and development activities. Features most commonly inventoried include floodplains and wetlands which are generally classified as alluvial and hydric soils, respectively, slopes of over 15 percent, and areas of woodlands.

Areas displaying these sensitive natural resources occur within the southwestern portion of the Town Center District. The areas of alluvial/hydric soils generally occur in two locations. The first area is comprised of an intermittent waterway which originates near an existing pond adjacent to Forty Foot Road and continues southwest to the area near the Turnpike toll booths. A secondary area of wet soils originates behind the alley along Forty Foot Road and also terminates near the Turnpike toll booth area. This wet soil is classified as Bowmansville silt loam and Rowland silt loam on the Soil Survey of Montgomery County which is characterized by a seasonal high water table and flooding. The primary areas of steep slopes and woodlands also occur in this general area of the District.

The location and extent of natural resources with the Town Center District would appear to have little overall impact upon the development of the Center. The steep slopes and woodland areas could be overcome by sensitive site planning and mitigation measures. The area of most significant slopes occur in the southwestern portion of the Center. This area comprises approximately 2.5 acres and is located to the northeast of the Turnpike entrance road. Other areas of steep slope occur along the south side of Sumneytown Pike across from the Turnpike entrance.

Again, the impact upon these resources could be significantly reduced through proper and sensitive site planning and design and mitigation measures. All development activities within delineated floodplains or wetlands would require approval from the Pennsylvania Department of Environmental Resources and/or the US Army Corp of Engineers.



Town Center District  
Boundary

Hydric/alluvial soils  
Steep slopes

Note: Not all slopes can be  
mapped at this scale

0 100 300 600 ft



# KULPSVILLE TOWN CENTER MASTER PLAN

NATURAL RESOURCES

FIGURE MP-3

SEPTEMBER 1994

Carter van Dyke Associates  
McMahon Associates, Inc  
Hans P. Stein Architects, Inc  
Urban Partners

Towamencin Township  
Montgomery County, PA



The natural resources within the Kulpsville Town Center District have been delineated on the Natural Resources Inventory Map MP-3 and are summarized below:

<u>Resource</u>	<u>Development Limitations</u>	<u>Appropriate Use of Land</u>	<u>Approx. Acreage</u>	<u>Percent Land Area</u>
Alluvial/ Hydric Soils	Severe	Open Space	6 Ac.	2.3 %
Steep Slopes	Moderate	Varies	3	1.1
Woodlands	Moderate	Natural Buffers	35	13.2

Sources: USGS Topographic Map,, Lansdale Quadrangle  
Soil Survey of Montgomery County, US. Department of Agriculture,  
1990 Aerial Photographs, DVRPC

## ENVIRONMENTAL ANALYSIS

Wetlands, woodlands and steep slope areas occur in the north and west portion of the study area. These sensitive environmental resources will have an impact upon circulation and development patterns in that area. While these resources do pose some development constraints, they also provide opportunities for scenic greenways for open space and recreational uses and the development of pedestrian and bikeway linkages within the District.

## UTILITIES

Public sewer and water service is currently available to the Kulpsville Town Center area. The present estimated sewer flow for the Kulpsville Town Center is 91,560 gallons per day (gpd) while the ultimate average daily flow under the current zoning is 156,240 gpd. The projected ultimate flow under the proposed Town Center Master Plan is estimated to be approximately 256,200 gpd.

The majority of the flow would be conveyed through an eight inch main along Sumneytown Pike which would be deficient when the village is built to ultimate capacity. It is recommended that the pipe be replaced with a ten inch main. The additional flow which would be contributed by the Kulpsville Town Center would not effect the Towamencin Creek Interceptor. No additional sections of the interceptor would be replaced, except those areas which would require replacement under current zoning. However, portions of Sumneytown Pike as noted above would have to be replaced to convey the expected flows.

Due to existing grades within the Town Center District it will be necessary to collect a portion of the effluent at the swale abutting the Turnpike Interchange. From there it will be necessary to have a pumping station to discharge the sewerage up to Sumneytown Pike. This facility could also serve the expansion of the Turnpike toll booths.

Other essential utilities, including telephone and electric service, are also available to service the proposed Town Center District. There is a major AT&T fiber optic line that exists along Sunneytown Pike.

In addition to local service utilities, a regional transmission pipeline also occurs within the Town Center District. This Eastern Pipeline is located near the western district boundary line, which is also in the area of the sensitive environmental resources as identified earlier.

The development potential of this area is further restricted due to a 75 foot wide Texas Eastern Gas Easement which goes through this area. What remains between the easement and the environmentally sensitive lands are small awkward shaped areas that would be difficult to develop.

## DEVELOPMENT TRENDS

The existing and anticipated future development trends in the Township are of vital concern in the planning and ultimate development of the Kulpsville Town Center. As noted in the existing land use inventory, Kulpsville is comprised of a mix of uses, from single-family dwellings to a large scale office park. The Township anticipates that future development will include new or renovated hotel/motel complexes, moderate to large scale business park uses, and a blend of mixed commercial and residential uses appropriate to a pedestrian-oriented Town Center.

The Town Center District is currently experiencing significant development pressures as evidenced by approved and pending large scale business and flex-office development projects and by initial indications of possible medium to large scale mixed-use and hotel-motel development plans for the area.

The proximity of the Town Center to the Pennsylvania Turnpike Interchange has become of major interest to area developers and large corporate businesses due to the recent Federal legislation that requires developers and businesses to take an initiative in the reduction in air pollution. The close relationship to the Turnpike is a great asset since it affords opportunities for ride sharing, transit, and other modes of transportation that can both reduce trips and air pollutants.



**PART TWO**

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**TOWN CENTER MASTER PLAN**

## THE MASTER PLAN

The Kulpsville Town Center is envisioned as creating the social, cultural, residential, and retail center for the Township and the office and business campus center for the surrounding region.

The Kulpsville Town Center is currently under significant development pressures and has been identified as having an excellent future development, restoration, redevelopment potential based in part upon its available land, both vacant and underutilized; its excellent location and access relative to the Northeast Extension of the Pennsylvania Turnpike and Route 63 (Forty Foot Road); its available infrastructure including electric, gas, water and sanitary sewage disposal; and most importantly, the willingness of the community to recognize and envision the opportunities and benefits that a planned town center will bring to the Township.

## NEED FOR VISION PLAN

The Kulpsville Town Center Plan is driven by the existing and anticipated volumes of traffic that are expected to occur within this corridor, due in part, to the planned expansion of the Turnpike facility along Sunneystown Pike. Without a comprehensive vision plan, Kulpsville is anticipated to develop in the direction of the concentrated circulation plan alternative as identified in the Transportation and Circulation Element of this Plan. Based upon current traffic engineering estimates, it is anticipated that the concentrated circulation plan scenario will require the eventual widening of Sunneystown Pike into a seven lane highway and the widening of Forty Foot Road to six lanes to accommodate the projected volumes of local and through traffic through the existing village. The future planning model for this type of development is car oriented. Examples of this type of development trend includes King of Prussia in Pennsylvania and the more recent Tyson's Corner in Virginia. The adverse effect that this type of concentrated traffic will have upon the future character, livability, pedestrian accessibility, and the quality of life within and surrounding Kulpsville would appear to be severe.

An important element of the Master Plan is to develop a comprehensive circulation and land use plan which will address the severe regional traffic congestion problems anticipated for Kulpsville, and at the same time, will transform the auto-dependent village into a desirable living and working Town Center environment.

Through this planning and design process, the Kulpsville Town Center will also create and significantly enhance the Township's tax and revenue base. The tax base would be enhanced by encouraging businesses and residents to locate in the Town Center which will have commercial, entertainment, and recreational amenities that are typically unavailable in suburban residential, shopping and business developments. This opportunity will be created by allowing the conversion, assemblage, and development /redevelopment of vacant and underutilized properties within the Center according to an overall master development plan.

## PLANNING AND DESIGN CONCEPT

The planning and design style utilized in developing the Kulpville Town Center was modeled after historic urban areas such as Georgetown in Washington DC., Princeton, New Jersey and Charleston, South Carolina. This urban design style is driven by providing various opportunities for access via a variety of transportation modes that will both reduce congestion and will provide added convenience to the traveler. Next, the integrated massing of multi-story mixed-use buildings is to be carefully balanced to create an important threshold of intensity that is necessary to create a viable town center. These two elements have been integrated with parks, open space and public areas to create the fundamental fabric of the Town Center's design. It was recognized that these amenities establish critical image and development values that enable the Town Center to compete within the regional market place.

This historic style of urban planning provides for pedestrian designed and oriented streetscapes, parks, and open space areas in which residents, visitors, and employees have convenient access to the Centers' amenities including store front shopping, restaurants, movie theaters, entertainment, recreational facilities, hotels/motels, and public gathering areas in and along the central portion of the plan, and within easy walking or biking distance to office, and residential uses within the remaining areas of the Town Center.

This type of urban design is seen as an important element necessary to define the Centers' market as a full-service village center; create memorable public spaces to help define the Centers' image and location; and to allow for moderately high density development in order to stimulate the conversion, assemblage and re-development of existing lots, parcels and structures according to the Town Center Master Development Plan.

## TRANSPORTATION AND CIRCULATION ELEMENT

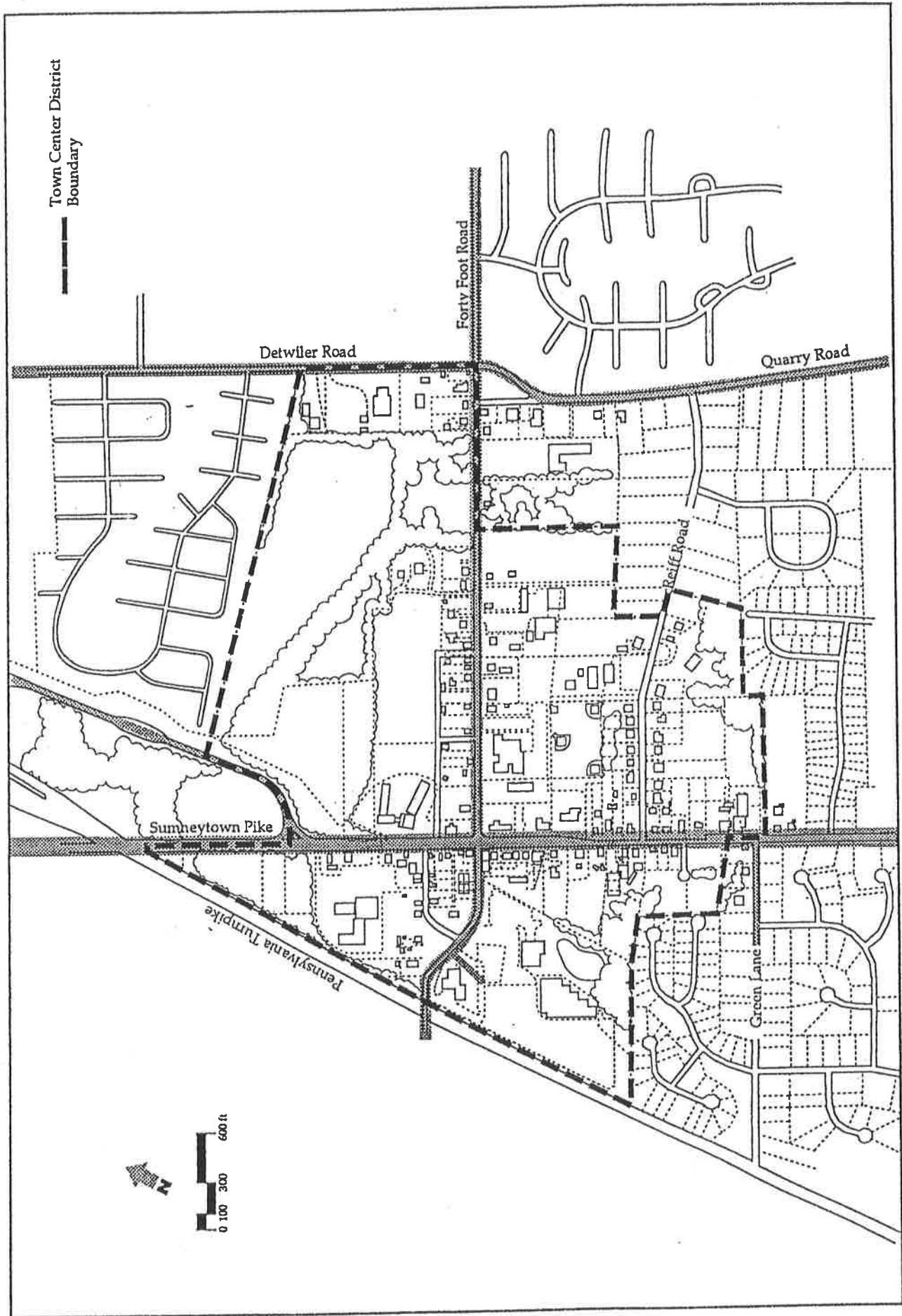
Because the existing and projected traffic volume and congestion issues in and around the Kulpville Town Center was the driving force in the development of the Town Center Master Plan, the alternatives analysis for the Plan was limited to the transportation element and evaluated three comprehensive circulation plan alternatives as described below. The names used in this amendment for future roads are illustrative in nature and are used for purposes of discussion only. The actual name of any street or road to be constructed would be determined during the land development process.

## ALTERNATIVES EVALUATION

The evaluation of the circulation options for the Town Center District included three alternatives. The primary difference between the alternatives is how the system is designed to handle the ever increasing traffic volumes and associated traffic congestion related to those volumes. The concentrated corridor alternative primarily addressed the current and projected traffic volumes under existing land use and zoning. The modified

and dispersed corridor alternatives address the possibility of alternative land use and zoning as would be required to accommodate the Town Center Concept. The three alternatives are illustrated on Maps T-1 , T-2 and T-3 and are briefly described below:

1. *The Concentrated Corridor Alternative. (T-1)* This alternative evaluated the existing traffic volumes and projected the increase in volumes based upon current and proposed land use, development trends, and zoning including the expansion of the Turnpike facility along Sumneytown Pike. This alternative would have severe consequences for the livability and quality of life in and surrounding Kulpsville due to the projected need to expand Sumneytown Pike to a 110-130 foot wide six to seven lane highway, and the expansion of Forty Foot Road to a 100 foot wide six lane arterial road. This highway oriented street plan alternative, if implemented, would fundamentally change the character, marketability, appearance and identity of Kulpsville. This change in character would be caused, in part, by the location of the expanded roadways right up to many existing front doorways and would, in some cases, require the mandatory removal or relocation of a number of the structures within the corridor. In addition to the visual impacts associated with the required roadway widening, the increasing volume of turnpike through traffic confined to these two corridors would also increase the noise and pollutant levels on Sumneytown Pike and Forty Foot Road. These additional nuisances associated with the concentrated corridor alternative would also adversely impact the quality of life and marketability in the Village of Kulpsville, and in particular along those roadways.
2. *The Modified Corridor Alternative. (T-2)* This alternative provides for the design of a pair of one-way parallel roadways to Forty Foot Road to accommodate east-west traffic volumes. The planning of these parallel roadways would significantly increase the total capacity of the east-west transportation network between Detwiler Road and Sumneytown Pike. This alternative would require the widening of Forty Foot Road to four travel lanes within an eighty foot right-of-way. While this alternative provides some relief to traffic currently using Forty Foot Road, and would provide north to south access between the parallel roadways, it generally would not relieve through traffic congestion along Sumneytown Pike, to and from, the Pennsylvania Turnpike nor would it relieve the current access problem at the intersection of Reiff Road and Sumneytown Pike. This alternative would also require Sumneytown Pike to be designed with a right-of-way of approximately 100 feet to accommodate a four to five lane roadway with necessary turning lanes. This alternative would also increase traffic onto Quarry Road south of Forty Foot Road.
3. *The Dispersed Corridor Alternative. (T-3)* This alternative is characterized by a new comprehensive street network. This network includes one new main east-west route located to the north of, and parallel to, Forty Foot Road. Unlike the Modified Corridor Alternative, this new road along with Forty Foot Road are planned as two-way pairs. The existing or East Forty Foot Road is planned to remain the primary through traffic route through the Center with the new or West Forty Foot Road primarily as the east-west retail street. West Forty Foot Road begins opposite



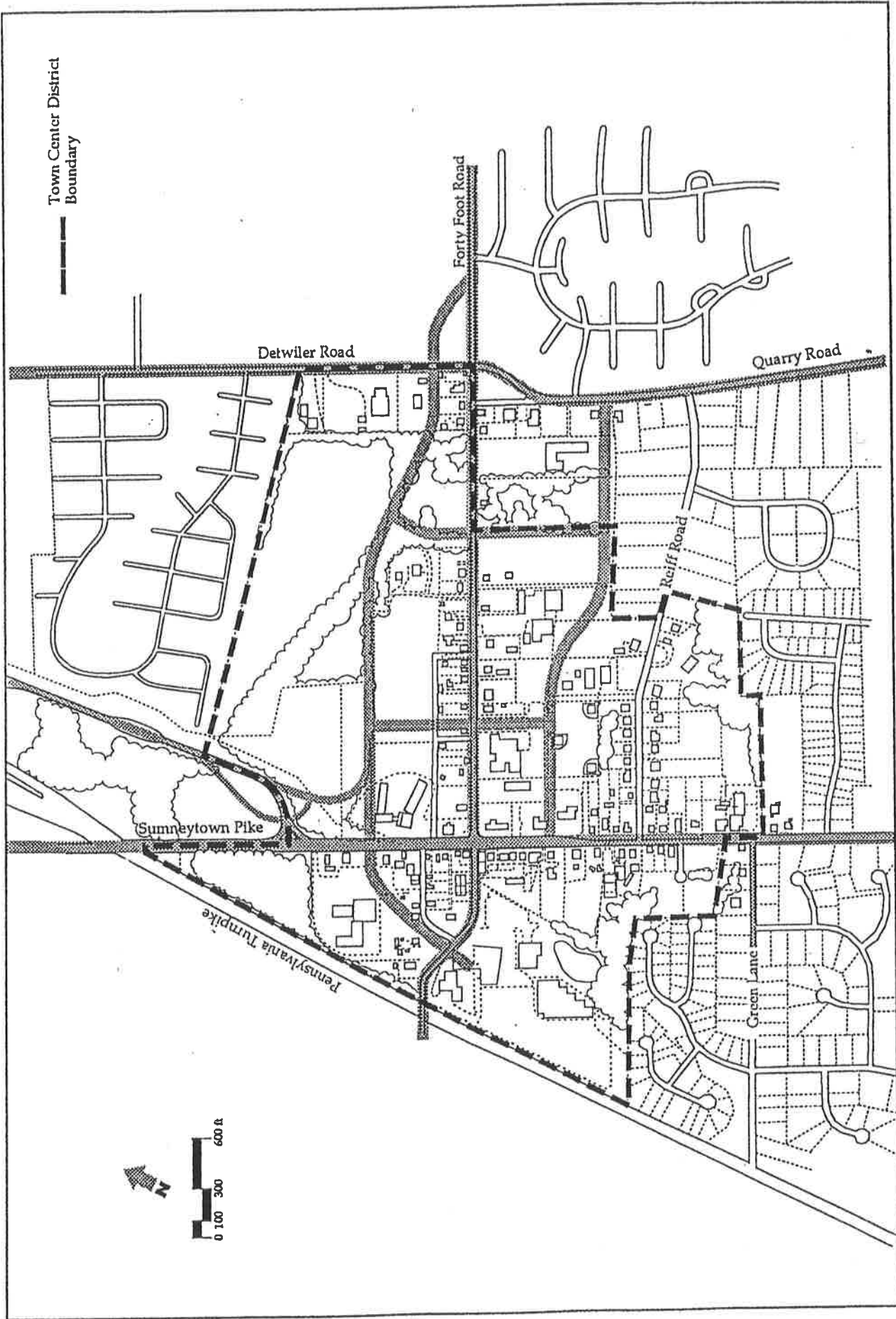
**KULPSVILLE TOWN CENTER MASTER PLAN**  
**CONCENTRATED CORRIDOR**  
**FIGURE T-1**

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 McMahon Associates, Inc  
 Hans P. Stein Architects, Inc  
 Urban Partners

Towamencin Township  
 Montgomery County, PA

SEPTEMBER 1994



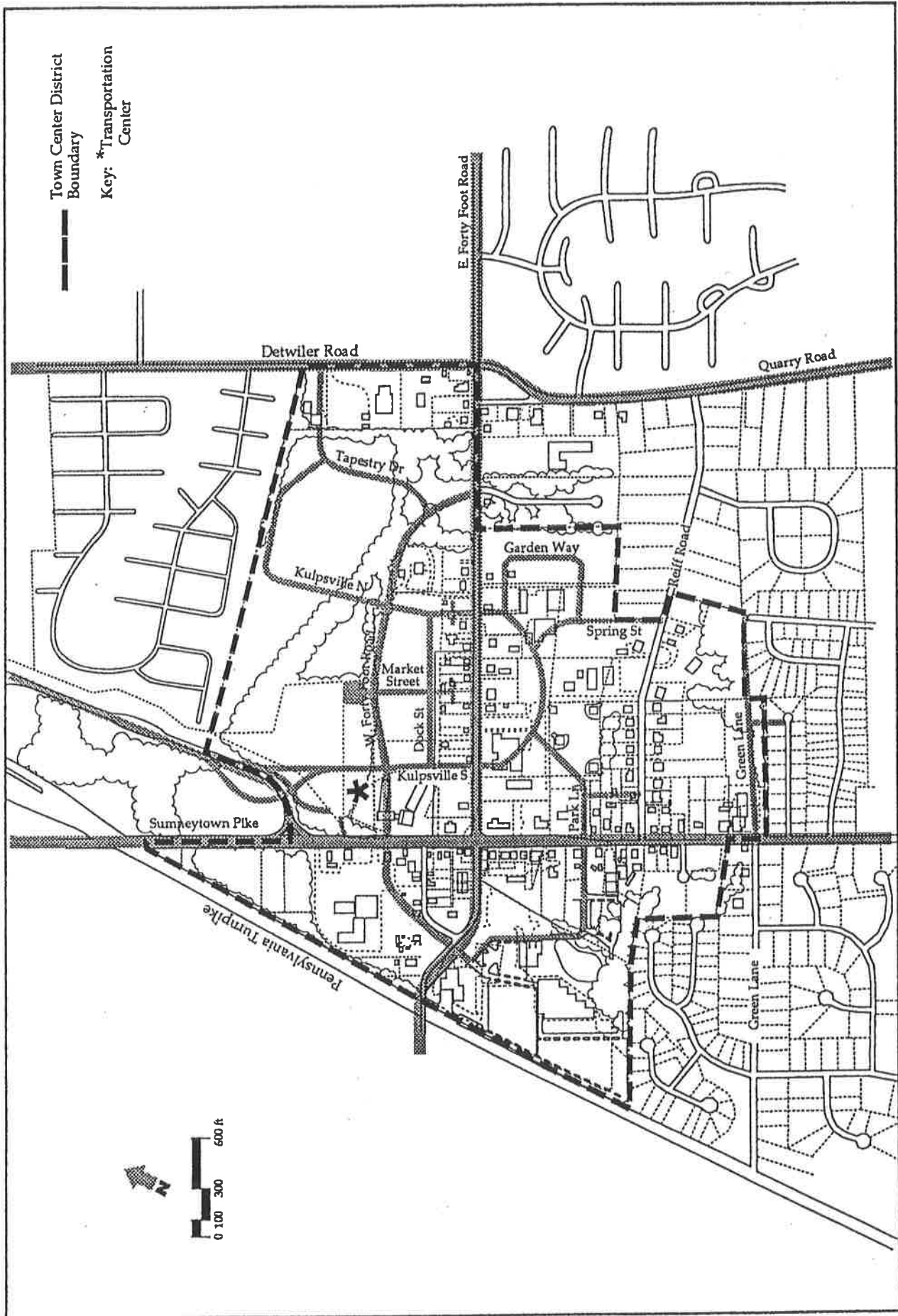


**KULPSVILLE TOWN CENTER MASTER PLAN**  
**MODIFIED CORRIDOR**  
**FIGURE T-2**

Carter van Dyke Associates  
 McMahon Associates, Inc  
 Hans P. Stein Architects, Inc  
 Urban Partners

SEPTEMBER 1994

Towamencin Township  
 Montgomery County, PA



Town Center District  
Boundary

Key: \*Transportation  
Center

**KULPSVILLE TOWN CENTER MASTER PLAN**  
DISPERSED CORRIDOR (PREFERRED PLAN)

FIGURE T-3  
SEPTEMBER 1994

Carter van Dyke Associates  
McMahon Associates, Inc  
Hans P. Stein Architects, Inc  
Urban Partners

Towamencin Township  
Montgomery County, PA

Tapestry Way (approximately 500 feet north of Quarry/Detwiler Road) and connects with Sumneytown Pike approximately 500 feet to the west of East Forty Foot Road. East Forty Foot Road is designed for four lanes, and an approximate 64 foot cartway within a 100 foot right-of-way, with no on-street parking. West Forty Foot Road will be designed as a 60 foot cartway within an 80 foot right-of-way with one traffic lane in each direction with on-street parking provided on both sides of the street for retail customer parking. West Forty Foot Road also continues south of Sumneytown Pike and connects to the existing business campus use located near the Turnpike.

A unique feature of this plan alternative is the integration of a separate turnpike entrance and exit ramp into a regional transit center. This ramp is also designed to exit the transit center and connect with both West and East Forty Foot Roads at at-grade intersections located approximately 450 feet north of Sumneytown Pike. In addition to the functional use of the transit center, the planning of this direct turnpike access, in itself, will significantly reduce south-western bound turnpike traffic from entering Sumneytown Pike.

In addition to these primary east-west routes, the plan also includes a number of north-south and loop roads. Three of these north-south roads are located between East and West Forty Foot Roads and are configured to create blocks ranging in size from 450 to 700 feet. The eastward extension of these cross streets across East Forty Foot Road creates a loop road referred to as Kulpville Boulevard which forms the rear access road to the proposed municipal center and provides north-south circulation continuity between the central retail and governmental portions of the Town Center. The existing Reiff Road and Sumneytown Pike intersection has also been removed. Green Lane is planned to connect to the existing residential properties located to the south of Sumneytown Pike and will extend north from Sumneytown Pike to Dean Drive. The purpose of this road will be to provide access to existing and anticipated neighborhoods in this area and it is anticipated that this portion of Green Lane Road would be developed by the private sector as development takes place within that portion of the Town Center. Spring Street is intended to connect Reiff Road to Kulpville Boulevard. The final set of loop roads, referred to as Kulpville Boulevard North and Tapestry Drive, are intended to connect Quarry and Forty Foot Roads and are planned to service apartment condo residential and commercial/business uses in the northwestern portion of the Town Center District. Again, these roads would be implemented by the private sector as development takes place.

In addition to the planned new street system for the Town Center, one of the most significant features of this alternative is a planned ride-share parking facility and transit center that connects directly with the Turnpike Interchange, and is directly adjacent to the central retail, office and hotel uses within the proposed Town Center. Neither the size nor design of the transportation center has been determined, however, the lands of the Pennsylvania Turnpike Commission, immediately



adjacent to the interchange appears to be the most appropriate location for this center.

### *PREFERRED CIRCULATION ALTERNATIVE*

The Dispersed Corridor Circulation Alternative as shown on the Map No. T-3 best fulfills the intent of this Town Center Master Plan to address the existing and projected regional and local traffic concerns within Kulpville and the Region, while accommodating the planning, design and development of a new Kulpville Town Center. The following Plan Elements including Land Use, Parking, and Pedestrian Circulation have been developed utilizing this preferred circulation alternative.

This new transportation network planned for the Town Center would include the following streets:

#### **Planned Town Center Streets**

<u>Street Type</u>	<u>Linear Feet</u>	<u>Acreage</u>
New Streets	15,650 LF	20.96 Ac.
Reconstructed Streets	<u>7,710 LF</u>	<u>17.20 Ac.*</u>
<b>TOTAL</b>	<b>23,360 LF = 4.42 miles</b>	<b>38.16 Ac.</b>

\* Including existing R.O.W.

All proposed roadways would include sidewalks and/or bikeways, and will be unavailable for non-utility related development purposes.

## LAND USE ELEMENT

The following sections comprise the land use plan element of the Town Center Master Plan and are intended to describe the land use and development precinct concept utilized in the design development of the Town Center.

### DEVELOPMENT AREAS AND CENTERS

In order to accommodate the incremental development anticipated to occur in the Town Center over time, the Town Center District has been divided into Development Areas and Centers. The Center concept is intended as a systematic phasing program in which the master development plan for the Town Center is realized over time through the development of smaller stand alone projects within Town Center.

The Kulpsville Town Center District is comprised of four Centers and associated development areas. The Centers comprise the central development core of the Town Center and contain the Retail, Government, Hotel, and Office Centers. The residential and office development areas are those areas that surround the central development core. These Centers and Development Areas are described below:

#### *RETAIL CENTER*

The Retail Center is comprised of a series of mixed-use development blocks and is intended to be the primary commerce center and pedestrian activity area in the Town Center District. This center has been designed as the core commerce area within the Town Center District and includes the portions of East and West Forty Foot Roads between Kulpsville Boulevard North and South. Market and Dock Streets are intended to function as the "Main Streets" in the Town Center and have been carefully designed to accommodate main street type retail user and on-street parking.

#### *THE MUNICIPAL/PUBLIC CENTER*

The Municipal/Public Center is located to the south of the Retail Center and is designed as the southern visual terminus of Market Street. This development block will act as the primary community gathering area within the Town Center and may include municipal and community facilities. A three-quarter acre town square park is also planned as part of the center. In addition, a planned five acre park is planned to the east of and adjoining the center along Kulpsville Boulevard.

#### *THE HOTEL CONFERENCE CENTER*

The Hotel Conference Center adjoins the Retail Center to the west and is intended to be the entertainment portion of the Town Center. This center is planned to accommodate movie theaters and restaurant type uses as well as an hotel and conference center.

## *THE OFFICE CENTERS*

The Office Centers are designed to frame the entrances into the Town Center along East and West Forty Foot Roads from the north and the south. The southern office center comprises approximately four acres and is located between Sumneytown Pike and South Kulpsville. The northern office center is located at the terminus of Dock Street along Kulpsville Boulevard North, and East and West Forty Foot Roads.

## *PARK SYSTEM*

In addition to the development centers, the Town Center is planned with a comprehensive park system. This system is comprised of open space and areas of natural features including wetlands, woodlands and steep slopes. The park system is primarily situated in two locations. The first area is adjacent to the rear of the hotel conference center and extends from the turnpike exit roads north up to and across North Kulpsville Boulevard, and then to the east crossing both East and West Forty Foot Roads, and along the northeastern corner of East Forty Foot Road and North Kulpsville Boulevard. This planned park comprises approximately 20 acres and in part, will contain the stormwater management system for the Town Center. It is anticipated that this park will be designed as a passive park with walking and biking trails, sitting areas and environmental education areas.

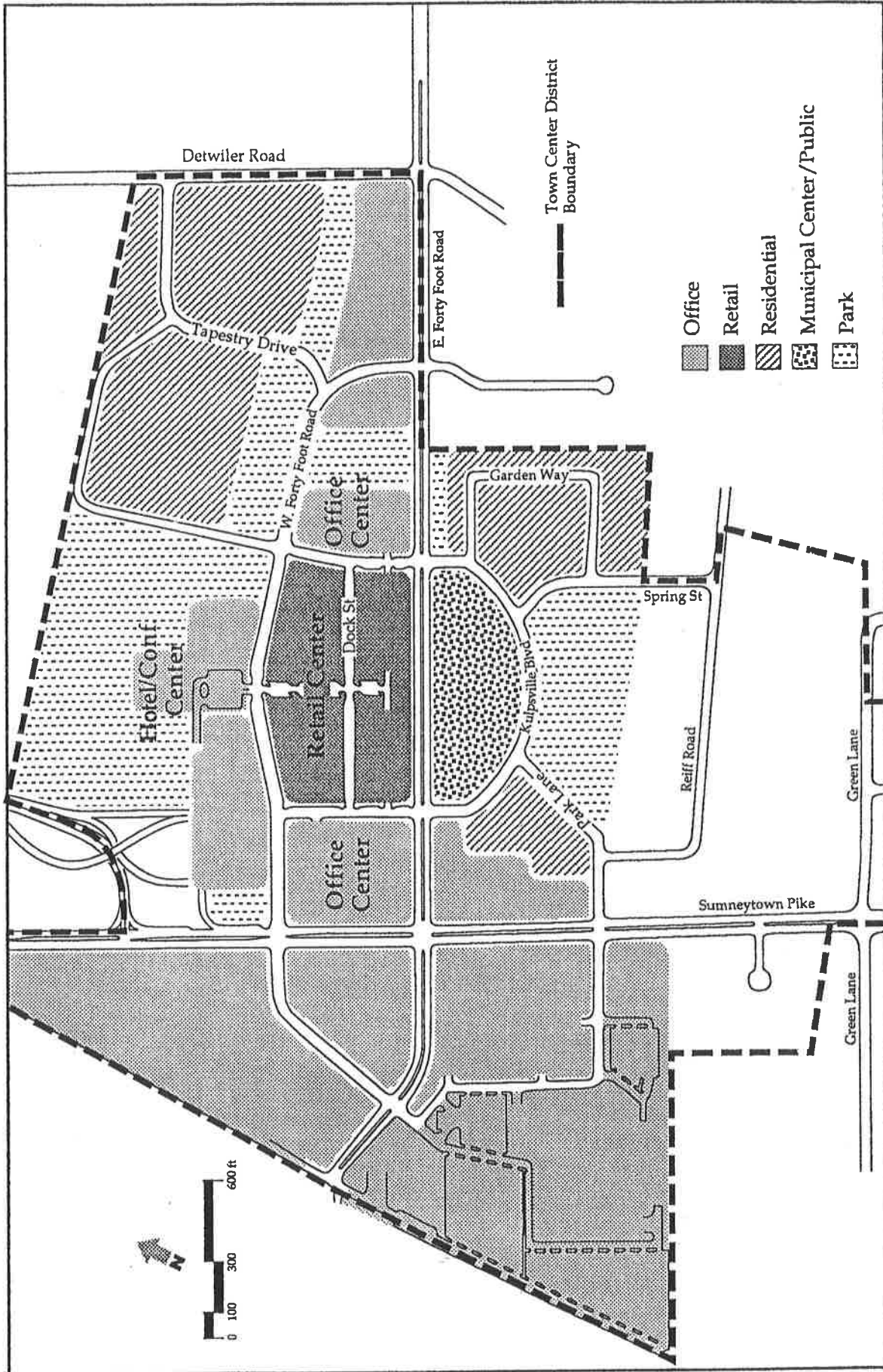
A second park is located along the east side of Kulpsville Boulevard adjacent to the Municipal/Public Center. This park also fronts onto Park Avenue and Green Lane. This five acre park may comprise cultural facilities and is an important terminus to the Market Street axis. This park will also contain a portion of the stormwater management for the Town Center. With the addition of the town square park located as part of the government center, the Town Center as planned includes approximately 27 acres of open space and parkland.

These parks, by design, are intended to create an important greenbelt around the Town Center's core which will help buffer the new development from the adjacent residential development. The parks will also serve as the primary link for the pedestrian circulation network within the Town Center District.

## *RESIDENTIAL AREAS*

The Residential areas are located in two portions of the Town Center. The first area adjoins the eastern Park and the Municipal/Public Center and continues to the southeastern portion of the Town Center. This area primarily includes single-family detached and single-family semi-detached dwellings.

The remaining residential areas are located along Park Avenue and Elbow Lane on the east and along Tapestry Drive, Avenue A, the western extension of Kulpsville Boulevard North and the northern portions of West Forty Foot Road. It is recommended that these areas be multi-family and town home dwelling types.



- Office
- Retail
- Residential
- Municipal Center/Public
- Park

**KULPSVILLE TOWN CENTER MASTER PLAN**

FUTURE LAND USE DIAGRAM  
FIGURE MP-4

Towamencin Township  
Montgomery County, PA

Carter van Dyke Associates  
McMahon Associates, Inc  
Hans P. Stein Architects, Inc  
Urban Partners

SEPTEMBER 1994

## OFFICE PARK AREAS

The Sumneytown Office Park Area is the largest single area in the Town Center and includes the frontage properties along Sumneytown Pike south to the Pennsylvania Turnpike and the adjoining properties to the southwest. This area is primarily designated for office park development including service commercial, retail, restaurant, and hotel/motel uses. A second office park development area is located at the entrance to the Town Center south of Detwiler Road adjacent West Forty Foot Roads.

## PARKING

Parking for the Town Center will be through a combination of on-grade and structure parking. The core retail, hotel, and office centers should be designed with structure parking. The single-family dwellings will provide on-lot parking, and the parking for the multi-family dwellings will be provided through a combination of parking structures and surface parking. Structure parking will also be encouraged in the office park areas.

## PUBLIC SPACES

Public spaces are a key design element in planning a successful urban center. Strategically planned public and private spaces, either open or developed, defines and links neighborhoods and begins to define a familiar human scale to the community. In addition, public spaces provide the image necessary to enhance value of surrounding properties. The Kulpsville Town Center is designed with approximately a dozen public and quasi-public parks reinforced by the, open space parks, linear parks, sidewalks and bikeways.

The public space component of the Kulpsville Master Plan has been designed as an integral part of the Plan. The town square park located in the Government Center is planned as the Town Centers' primary meeting place and could easily accommodate community activities, festivals, and a variety of cultural and civic events. This park is designed in conjunction with Market Street which visually connects the hotel center to the north and the Government Center to the south. Another quasi-public space is located as part of the Kulpsville Business Campus in the Sumneytown Office Park Area. This expanse of open space includes a pond and is planned to connect the transitional and residential uses to the south and east to the town center core.

## PEDESTRIAN CIRCULATION

One of the primary planning and design components of the Kulpsville Town Center is its pedestrian orientation and scale. Greenways and parkways link the various development areas of the Town Center and provide linkages with adjacent neighborhoods. Sidewalks are intended to be wide tree-lined walkways that will be inviting to pedestrians. This attention to the pedestrian will allow residents, employees and visitors to easily walk to the planned shops, stores, restaurants, day care,



government, social and recreational facilities, and to enjoy a variety of public spaces within the Kulpsville Town Center. On street parking will not only provide convenience for shoppers and enhance commercial viability, but it will serve as an important buffer between the pedestrian and adjacent vehicular traffic.

This pedestrian access to the Center's planned amenities, which includes the public areas, shopping, transit center, movie theaters, hotels, restaurants, entertainment, day care facilities and recreational facilities will provide a significant incentive for office and business users to locate in the center rather than in the surrounding auto-dependent suburban commercial centers. This type of pedestrian friendly Town Center will also help market the center to potential users which, in this competitive marketplace, are looking for locations which not only serve their immediate business needs but also the needs of their employees both during and after working hours with convenient shopping, entertainment and housing.

## **UTILITIES**

It is anticipated that all new and relocated utility services including electric, telephone, and cable television within the Town Center District will be located underground. The conversion of existing overhead facilities to underground is seen as a primary urban design issue to be addressed as part of this Plan.

Based upon the level of development proposed by this Plan, it is anticipated that additional municipal sewer and water services will be required to serve the Town Center over and above the projections for the ultimate buildout under the current zoning. The estimated ultimate sewer flow under the current zoning is 156,240 gpd whereas under the proposed Town Center Plan it is anticipated ultimate sewer flow would be 256,200 gpd. It is not anticipated that the increased daily flow projections anticipated by the proposed Town Center Plan would effect the Towamencin Creek Interceptor. No additional sections of the interceptor would be replaced, except those areas that would require replacement under the current zoning. However, portions of the sewer service in and along Sunneytown Pike may need to be increased in order to convey the increased flows anticipated for that area.

## **LAND USE AND DEVELOPMENT ASSESSMENT**

The estimated development yield analysis under the existing zoning will be the basis for zoning densities in the Town Center. Therefore, the net impact of the town center development plan as proposed will not have a greater transportation impact than the development that could occur under the underlying zoning.

**PART THREE**

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**IMPLEMENTATION STRATEGIES**

## IMPLEMENTATION STRATEGIES

The implementation of a plan of this magnitude will require the support, cooperation, and representation of the public, private, business and residential community within the Township. This cooperation will need to begin with the adoption of this Comprehensive Town Center Master Plan and will need to continue towards the development and adoption of the required land use, zoning, development standards, regulations, and ordinances required to permit the actual development of the Kulpsville Town Center as proposed.

## IMPLEMENTATION POLICIES, GOALS AND OBJECTIVES

In order for the Kulpsville Town Center Master Plan to be successfully implemented over time, the Plan must be sensitive to changing market conditions as well as to municipal and community planning and design concerns. Therefore, and in conjunction with the urban design concept and scale of development proposed for the Town Center District, the Plan must:

- Be approved by all applicable regulatory agencies and be endorsed by all interrelated agencies such as the County, Pennsylvania Department of Transportation, Pennsylvania Turnpike Authority, the Delaware Valley Regional Planning Commission, and SEPTA;
- Maintain the necessary design and market incentives to attract new corporate, business, retail, and residential users;
- Have design flexibility to allow for site planning and building envelope modifications within the context of the master plan as may be necessary to allow for changing market conditions and individual tenants, architects and participating developers design input;
- Have public, private and citizen input;
- Create value by developing a new image and vision for the Center;
- Define a new place to which people, businesses and industry will be attracted;
- Work financially. Develop public/private partnerships and maximize the assistance of grants so that the early up-front infrastructure costs will not overwhelm early cash flows required to develop the project;
- Establish use and densities standards that will appropriately reflect land values, and development and market trends;
- Allow for mixed uses in each phase of development to avert the possibility of overwhelming any single market, and to avoid any single area becoming a satellite office park complex; and
- Allow each phase to be complete in themselves, in that their marketability should not depend upon other parcels and the project must avoid appearing to be under construction for the implementation life of the plan which is estimated to be approximately ten years.



## PROJECT PRIORITIES

Once the Town Center Master Plan has been approved and endorsed by all applicable reviewing and approval agencies, the following process should be undertaken:

### *ROLE OF THE TOWNSHIP:*

#### **Obtain Study and Acquisition Grants**

Despite the severe funding limitations and cutbacks at all governmental levels, there remains a number of funding sources that are available to assist in the planning and implementation of this Plan. The following sources of planning and development funding should be pursued on an ongoing basis:

- Pennsylvania Department of Transportation
- Greater North Penn Area Transportation Management Association
- Department of Community Affairs
- Pennsylvania Commerce Department
- Industrial Development Authority
- Private Sources
- County Community Development Program
- Local Match
- Municipal Bond

#### **Plan Implementation**

To implement the Plan it will be necessary to develop a two step process, as allowed under the provisions of the Pennsylvania Municipalities Planning Code. This process is intended to insure that there are the necessary land use, design and development controls in place to monitor the successful development of the Plan. This process will involve applicable zoning amendments, and design guidelines as an addendum to the subdivision and land development ordinance.

This two step process is briefly discussed below:

#### *Zoning Ordinance Amendments*

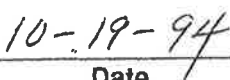
The purpose of the zoning amendments will be to allow for and control the mix of uses, permit performance standards for area, bulk, setbacks, and building heights, establish parking requirements to insure appropriate parking as required within the Plan, and control signage. Bonus incentives will be incorporated into the zoning provisions that will give the land owner or developer a greater density or design flexibility in return for voluntarily contributing toward various public improvements and amenities.

## *Design Guidelines*

The purpose of the Design Guidelines will be to establish common design elements within the Town Center. These guidelines will insure that while a number of developers may develop different areas of the plan over a period of years, all of the design elements within the plan will be uniform. These design standards would include, but may not necessarily be limited to building and streetscape elements such as the type of lighting, sidewalk design, street furniture, street signs, and architectural details and facade materials. In addition, it is important for these standards to incorporate architectural performance standards such as screening of parking facilities, loading areas, and all mechanical equipment; the continuity of store fronts and entrance doorways on specific streets; the massing of buildings to reinforce the design of an urban space; and sign control. These Design Standards would be incorporated as an addendum to the recently amended Subdivision and Land Development Ordinance.

I Julie Geiger, Secretary of the Township of Towamencin, do hereby certify that this is a true and correct copy of Ordinance 94-11.

  
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Julie E. Geiger, Secretary

  
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Date