



UPPERMORELAND2040 COMPREHENSIVE PLAN



MONTGOMERY COUNTY, PENNSYLVANIA



UPPERMORLAND 2040 COMPREHENSIVE PLAN

MONTGOMERY COUNTY, PENNSYLVANIA

July 6, 2020



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Introduction

Purpose

History of Upper Moreland

Public Participation

Results of Survey

Public Workshop at Township Building

Public Open House and Chamber Breakfast

Vision 2040



This “word cloud” shows the relative importance of traits of Upper Moreland that the *UpperMoreland2040* Task Force feels should be carried forward into its future.



Residential Neighborhoods and Living Options



Robust and Diverse Economy



Arts & Recreation Opportunities



Community Identity



Sustainability

The icons shown in bold, above, represent the plan’s themes that have a strong relationship with this chapter.

Purpose

UPPERMORELAND2040 serves as the township’s long-range community vision and establishes the guidelines, policies, and priorities to achieve this desired vision. According to the Pennsylvania Municipalities Planning Code (MPC, Act 247), a municipality’s zoning ordinance, subdivision and land development ordinance (SALDO), and capital improvements program must all be generally consistent with, and work to implement the vision set forth in, the comprehensive plan. Additionally, the comprehensive plan guides land use planning initiatives such as revitalization and redevelopment plans, and parks and trail plans. As each of these documents and codes greatly influences the daily administration of the township, it is crucial that they are supported by a long-range and comprehensive community vision, as established in the comprehensive plan.

The MPC identifies the required elements of a comprehensive plan. These include many of the physical components of a municipality, such as infrastructure, housing, land use, and the protection of natural and historic resources. The plan needs to analyze existing conditions and how the municipality will meet future needs. The plan needs to demonstrate the interrelationships among the plan’s components, consistency between the plan and the planning of adjacent municipalities and consistency with the county comprehensive plan.

UPPERMORELAND2040 selected the following topics to be addressed, the analysis and recommendations for which take the form of a chapter or section in this plan:

- Demographics
- Resources—Natural and Historic
- Stormwater, Flooding and Infrastructure
- Sustainability
- Community Services
- Housing
- Parks, Trails and Open Space
- Transportation
- Economic Development
- Existing and Future Land Use

The plan provides an introduction addressing history, vision, and public participation. It includes an implementation chapter that reviews the comprehensive set of recommendations and priorities.

LAND USE POLICY

Vision



Implementation Tools

Regulatory (ordinances)

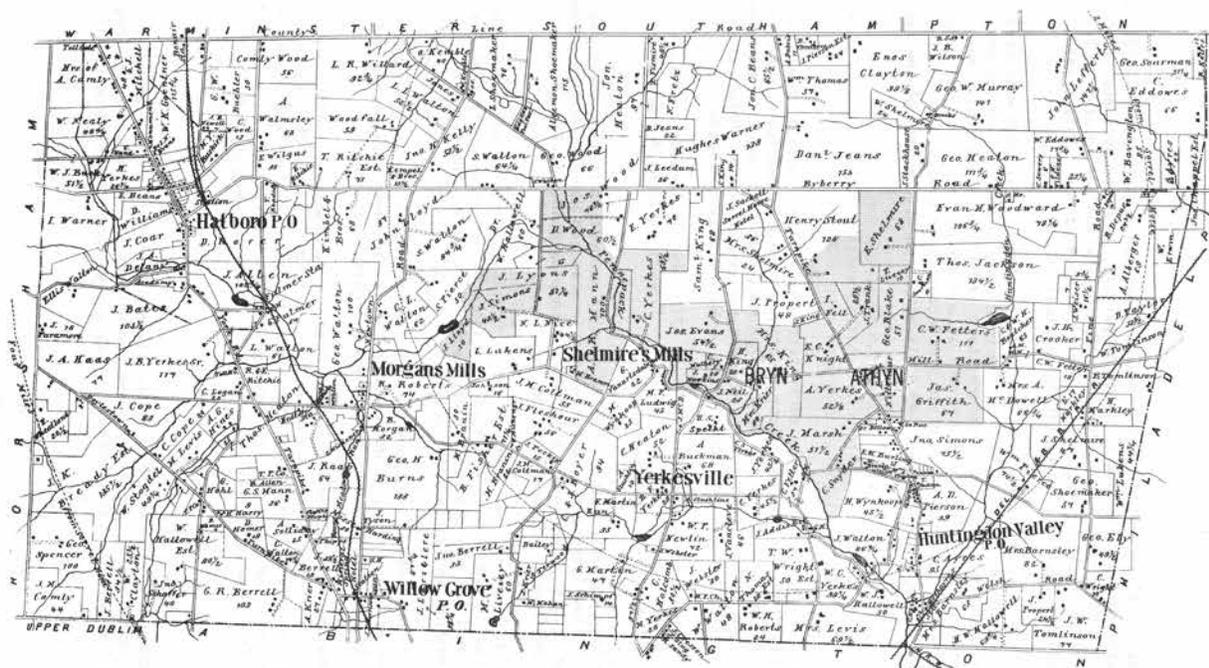
- Zoning
- Subdivision and land development

Policies

Programs

Public investment

MORELAND



From ATLAS OF MONTGOMERY COUNTY by J. D. Scott, 1877

History of Upper Moreland

The development of the area recognized as present-day Upper Moreland began in 1681 with the granting of a roughly 10 acre portion of land from King Charles II to William Penn as a repayment of debt to the Penn family. Penn then granted the land to physician, chairman of the provincial assembly, and first Chief Justice of Pennsylvania, Nicholas More, in 1682 and the area became known as the “Manor of Moreland.” The area later became Moreland Township and Nicolas More’s heirs sold off their land to speculators. Only a day’s ride by horse and carriage from Philadelphia along a route established from a trail formerly traveled by the Lenape to reach New York, the area which is present-day Willow Grove became a small village with inns and shops by the end of the 17th century.

Several mills (including grist, saw and flour) built along the Pennypack Creek and its tributaries generated some of the first development in the township. One of the mills was established at “Morgan’s Mills”, near the intersection of Terwood and Davisville Roads, “Yerkessville”, near the intersection of Terwood and Paper Mill Roads and Shelshire’s Mill, located near where Huntingdon Road meets Masons Mill Road.

In 1697, Nicholas Scull I was appointed to survey York Road from Cheltenham to Moreland. In 1711, York Road was constructed through Willow Grove (then known as “Round Meadow”). The road connected Philadelphia to New Hope and, eventually, New York.

Prior to 1719, Nicholas Scull II surveyed and laid out the road to then-Governor William Keith’s property, which is now known as “Graeme Park”. This road eventually became Easton Road; these two roads formed the crossroads which became known as “Willow Grove”.

In 1711, York Road was constructed through Willow Grove (then known as “Round Meadow”). The road connected Philadelphia to New Hope, and the area of present-day Upper Moreland became more populated with businesses, factories, inns and farms. Stagecoach lines played a major role in the transportation history of Willow Grove and contributed to the development of commerce. Before 1802, a regular stagecoach line from Philadelphia to New York used Old York Road and stopped at the Red Lion Inn in Willow Grove for breakfast. By around 1854, five daily stagecoach lines from Philadelphia stopped in Willow Grove, bound for Doylestown, Easton, New York and Hartsville. Stagecoaches also carried the mail.

In the 19th century, the area became a health destination, centered on the Mineral Springs Inn and spa. By 1850 the township of Moreland’s population reached 2,300 people and present-day Willow Grove was becoming a more thriving regional attraction. Its growth was further assisted by the establishment of the Bucks County Railway’s trolley line in 1889 and the opening of Willow Grove Park in 1896, an attraction owned and operated by the Philadelphia Rapid Transit Company seeking to draw people from the surrounding region traveling on the newly constructed North East Branch of



Mason's Mill, built in 1762 by the Lloyd family, was one of the oldest mills in the area along the Pennypack Creek.

Photo courtesy of Upper Moreland Historical Society.

the Pennsylvania and Reading Rail Road. Over the next 50 years, the area became known as the music capital of the world due to the summer concerts held by John Philip Sousa at Willow Grove Park, attracting up to 50,000 people each day.

In 1912, the boroughs of Hatboro and Bryn Athyn were created out of Moreland Township, and in 1916, the township was divided into Upper and Lower Moreland, with a line drawn along the railroad line running along the Pennypack Valley in the north, and Paper Mill Road in the south. In 1930 Upper Moreland was formally organized as a township of the First Class under the Commonwealth of Pennsylvania. The suburban development boom and construction of the Pennsylvania Turnpike in the middle of the 20th century added to the impetus for population growth.

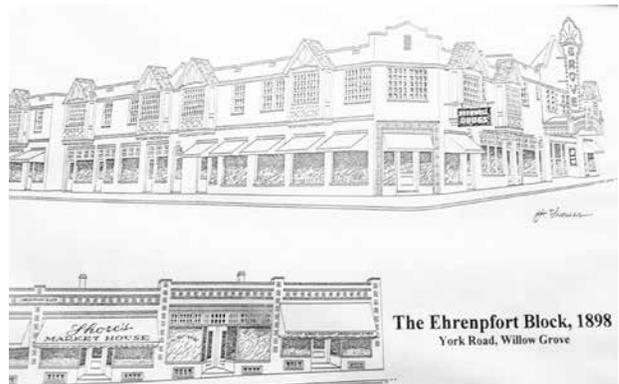
The township's population nearly tripled between 1950 and 1970, growing from approximately 9,000 to 25,000 people. During this period, downtown Willow Grove's retail sector included many small businesses. The portion of Willow Grove Park that was located in Upper Moreland (approximately 13 acres) was purchased by the Hankin family in 1945 and developed into a shopping center (now called Willow Grove Shopping Center). In 1947 the Penn Fruit Supermarket opened on this site, and in 1953 Snellenberg's Department Store (later Lit Brothers) and G.C. Murphy's opened. The site also hosted women's clothing stores in the postwar era (Franklin Simon and Lerner's) a Woolworth, a Horn and Hardart restaurant and retail shop. In later years, Penn Fruit became Kiddie City and Lit Brothers became Marshall's.

In recent decades, Upper Moreland has taken intense interest in planning for revitalization and redevelopment, especially in downtown Willow Grove and in areas of older industrial-office development. With planning efforts such as the Willow Grove Redevelopment Plan



Mineral Springs Inn, at the intersection of York and Easton Roads, offered rooms, a park with trails and gardens, and mineral spring water baths.

Photo courtesy of Upper Moreland Historical Society.



Ehrenfort Block, 1898. From Upper Moreland Historical Association display in Township building



Trolley line at the intersection of York and Davisville Roads, looking North - circa 1910.

Photo courtesy of Upper Moreland Historical Society.

(2014), the township aims to make the Willow Grove area more pedestrian friendly and encourage more mixed-use, transit-oriented design. While commercial development remains mostly concentrated in Willow Grove, in recent years the historically industrial western corner of the township southwest of the Willow Grove Interchange has been significantly redeveloped to become a major employment center with “big box” retail establishments such as Walmart, Sam’s Club, and Lowes.

Upper Moreland is now generally a built-out community. One of the last major tracts of land to develop in the township was the Reiniger tract, located just east of Hatboro, in which approximately 60 homes were built in the early 2000s. Otherwise, new residential development that has occurred or been proposed has generally been multifamily residential redevelopment projects, or scattered single-family infill development.

In the past three centuries, the area that is now Upper Moreland Township transformed from a colonial village into a developed, largely suburban community with strong neighborhoods, suburban shopping centers and an extensive office-industrial-service employment area. At the same time, the town center of Willow Grove has endured and has begun to revitalize. Extensive land near the Pennypack Creek has been preserved, and throughout the township an extensive park system has developed. The rich cultural history of Upper Moreland is evident in the historic structures in places such as Huntingdon Valley and Willow Grove’s neatly arranged residential neighborhoods. Looking to the future, the people and the government of Upper Moreland continue to build on the township’s numerous strengths: its vast system of parks and a nascent trail system, its historic importance in transportation embodied by the various modes and route of transportation available, its network of businesses and industries, and its residential communities which meet the preferences and needs of a wide variety of people and families, young and old.

For extensive historical information on Upper Moreland, see the Upper Moreland Historical Association, (<http://www.umha.com/>) which offers publications for purchase, archives, and programs.

Sources:

- “A Brief history of Willow Grove” by Edward Momorella - <https://www.uppermoreland.org/DocumentCenter/View/144>
- “A Synopsis of Upper Moreland and Willow Grove” written by Joe Thomas - http://www.umha.com/PDFs/Synopsis_of_UM.pdf
- “Comprehensive Plan for Upper Moreland (Draft),” April, 1969.
- “Bulletin of the Historical Society of Montgomery County, Pennsylvania.” Spring 1980. Volume XXII, No.2, pp. 94-96.



Help Shape Upper Moreland's 1st Comprehensive Plan!

At our first public workshop, you helped us create broad Goals. Now, we're thinking about specifics. Please drop by any time between 5:00 – 8:00 PM and help us select Objectives for *Upper Moreland 2040: the Township's Comprehensive Plan!*



LIM Intermediate School



1st Comp. Plan Public Meeting

For more info, contact Karen Houck, Chair of UIM Revitalization Task Force at 215-620-2592

MCPC www.facebook.com/UpperMorelandCompPlan

UPPER MORELAND 2040
Comprehensive Plan

What:
Open House (Creating Plan Objectives)

Where:
Upper Moreland Intermediate School, 3990 Orangemans Rd.

When:
Wednesday
September 26th
5:00-8:00 PM

Light refreshments will be provided



Public Participation

UPPERMORELAND2040's planning process included a significant amount of public outreach and participation.

A variety of public outreach strategies were used throughout the planning process of Upper Moreland 2040 to ensure that the vision, goals and objectives reflect the community as a whole and captured the viewpoints of as many groups and individuals—be they residents, employees or visitors, as possible.

Public outreach took a variety of forms. The *UPPERMORELAND2040* task force is itself comprised of a group of township residents, or leaders of local businesses, that represent various interests, including, but not limited to, the Environmental Advisory Council, developers, the Upper Moreland Historical Association, Willow Grove Chamber of Commerce, Upper Moreland School District, retail sector, and community services. It included:

- Survey. A survey was conducted on the internet using “SurveyMonkey” that received 338 responses.
- Workshop (formal). A public workshop was held at the township building. This included “breakout groups” of multiple discussion tables, with each table hosting a group of people discussing a particular theme.
- Open House (informal). An extensive selection of posters was displayed at Upper Moreland Intermediate School. Visitors used stickers to vote for their highest priorities from a list of preliminary objectives, organized by theme.

- Chamber of Commerce Breakfast (informal). Posters were displayed at the Willow Grove Chamber of Commerce's Breakfast meeting at Willow Grove Park Mall. Attendees from the breakfast who chose to participate again made priority-votes using the poster and sticker technique.

Results of Survey ("A Vision for the Future")

The overwhelming majority of respondents (88%) were residents of the township, but nearly 20% work in the township (numbers do not add to 100% since respondents could choose more than one response). Seven percent of respondents spend time in the township for another reason.

What did respondents like most about living in Upper Moreland?

- #1 Answer: Sense of Community. 103 respondents stated that this was what they liked most about living in the township. Residents used terms like “quiet”, “small-town character”, and “safe” to describe the township. Respondents often cited their neighbors and their neighborhoods as a strength that they value.
- #2 Answer: Convenience and access to many destinations. Approximately 50 respondents valued the township’s location as the trait they appreciate most about the township. Specifically, this was expressed as an appreciation for easy access to highways, roads and transit; parks; shopping districts and workplaces.
- #3 Answer: School District. After sense of community and convenience and access to many destinations, the Upper Moreland School District was cited next most often (by 45 respondents) as an asset that residents value.

Most Important Issues to Address: Respondents felt that the 3 most important issues for the Comprehensive Plan to address are:

- Economic Development
- Trails, Parks, & Open Space
- Community Identity/“Sense of Place”

New Land Uses. Respondents felt that it was most important to accommodate the following new land uses:

- Farmers’ Markets (90%)
- Community Gardens (80%)
- Beekeeping (60%)

For the Interchange Focus Area (the area along Maryland Road, Commerce Avenue, and Computer Road), people felt the following future land uses would be most appropriate:

- Parks (70%)
- Trails (69%)
- Offices (64%)
- Restaurants (62%)
- Light Industrial (52%)
- Research & Development (R&D) (51%)
- Fifty-five percent of respondents felt that there are places where new sidewalks should be constructed. When asked to name the streets that need sidewalks the most, Davisville, York, Warminster, and Byberry Roads were selected most often.
- Welsh Road Interchange. Respondents felt that the township would work with neighboring municipalities to advocate for the Welsh Road interchange (64% “yes” to 24% “no”).
- Survey respondents named “flooding” as the most important environmental issue in the township. Twenty-seven percent (27%) say that their property has been impacted by flooding.
- A substantial majority (83%) feel that it is “absolutely” or “somewhat” important to add new shade trees along streets.

Community Identity. Respondents were asked in which ways they feel that community identity in Upper Moreland could be improved (they could check up to 3 responses). Gateway (welcome) signage was the only answer selected by a majority of respondents: 55%. Better home maintenance (48%) was the second-most selected response. One response (public art) has not been discussed much in recent planning, but it finished in a virtual tie for third.

FIGURE 1.1 MOST IMPORTANT ISSUES TO ADDRESS

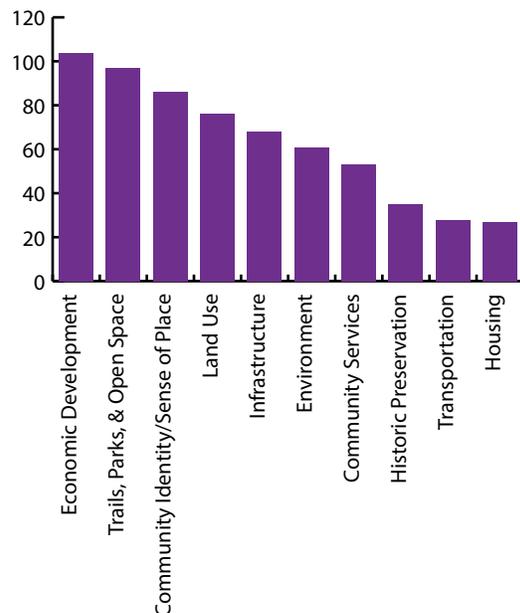


FIGURE 1.2 WHAT IS YOUR CONNECTION WITH UPPER MORELAND?

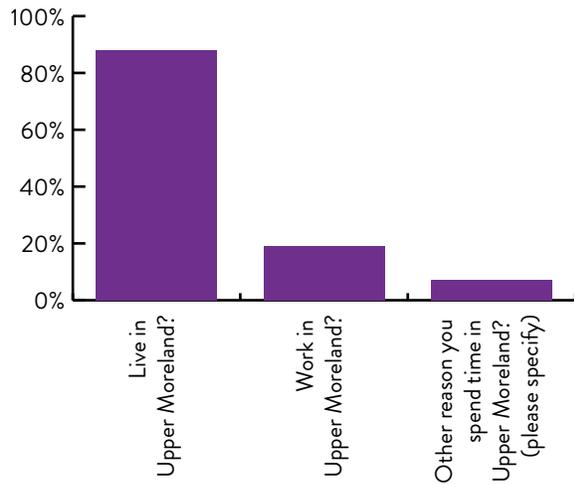


FIGURE 1.3 WHICH NEW LAND USES ARE MOST IMPORTANT TO ACCOMMODATE?

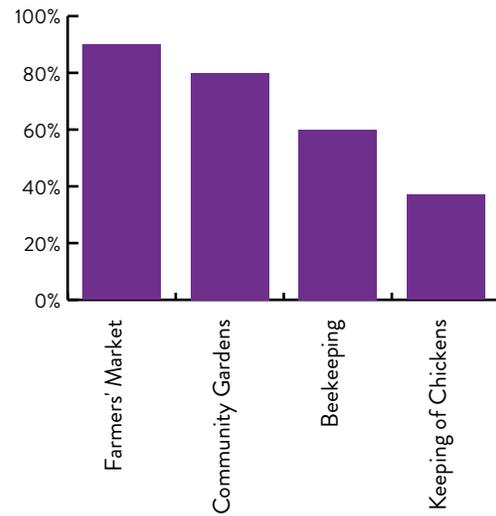


FIGURE 1.4 IN WHICH WAYS DO YOU FEEL THAT COMMUNITY IDENTITY COULD BE IMPROVED?

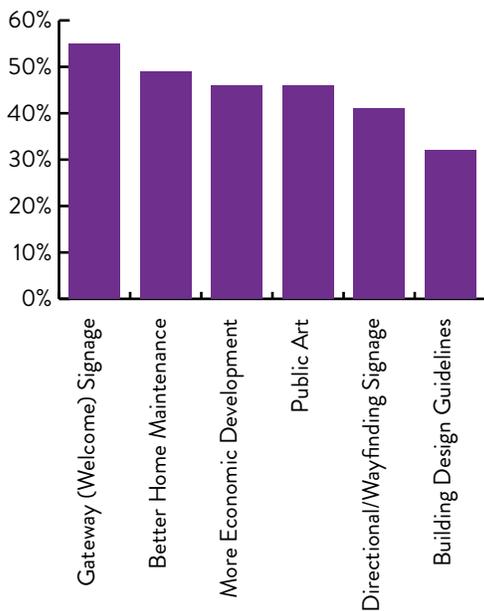
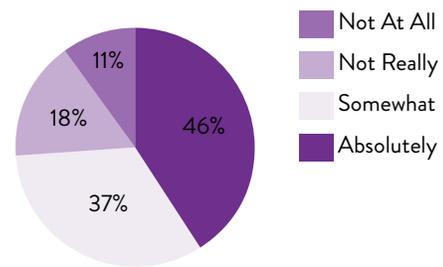


FIGURE 1.5 DO YOU FEEL IT IS IMPORTANT TO ADD NEW SHADE TREES ALONG TOWNSHIP STREETS?



Public Open House at Upper Moreland Intermediate School AND

Willow Grove Chamber of Commerce Breakfast at Willow Grove Park Mall

These two events used similar system for soliciting public feedback. Display boards were set up, with each board focusing on a theme. Respondents used stickers to vote for their priorities within each theme.

Transportation & Infrastructure

- “Crosswalk and pedestrian safety improvements in downtown Willow Grove” was the top priority. At the Willow Grove Chamber of Commerce Breakfast there was strong support expressed for consideration of moving the train station.

Quality of Life

- There was a strong preference for the construction of a community center to serve the township (we note that the new YMCA may serve some of the needs of a community center).
- Also scoring highly were “market the township--to businesses, residents and shoppers/diners” and “gateways”.
- Despite receiving the most votes, a community center also received five “no” votes.

Parks, Recreation, Trails and Healthy Lifestyles

- Trails were the most popular objective, followed by creating a safe walk to school on Terwood Rd.

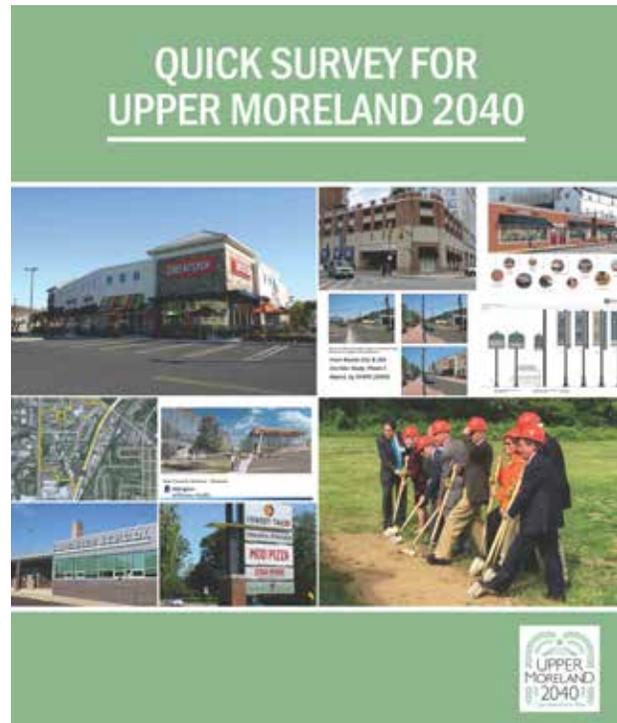
Land Use

- “Farmers’ markets” was the most popular objective, followed by the adoption of an adaptive reuse zoning ordinance and initiatives related to community gardens.

Economic Development (see circle chart)

Housing & Historic Preservation

- Maintaining a neighborhood’s aesthetic and housing values by repairing and enhancing homes is a top priority.
- Providing for accessory dwelling units was the 2nd most popular objective.



Environment, Stormwater & Shade Trees

- Environmentally responsible site design and shade trees were respondents’ highest environmental priorities.
 - Site design related to green infrastructure, Best Management Practices (BMPs) and Leadership in Energy and Environmental Design (LEED) standards.
 - Shade trees included adding shade trees to the downtown and commercial corridors and creating a Shade Tree Commission.

Amenities in the Interchange Vicinity

- With alternative energy and stormwater BMPs having the most support, development at the interchange area could be an opportunity to highlight sustainability in design and construction.
- Public art was not a popular choice (contrast this with the survey results, where public art was a popular choice for creating township identity—that was not specific to the interchange area).

Parks & Open Space in the Interchange Vicinity

- A trail with open space received the most points, with public plaza being the 2nd choice.



One of the public outreach events for Upper Moreland2040 was held at the Chamber of Commerce’s breakfast at Willow Grove Park Mall, and included a “quick survey” to obtain input on key priorities.

Form of Development at Interchange Vicinity

- “Town center” was the most popular form of development. This may reflect the rising demand for vibrant, walkable, mixed-use areas.
- Apartments or condos were the least favorite choice by a significant amount. However, residential uses were mentioned as a possible use within the “town center” objective, so there may be more support for residential so long as they are mixed in with other uses.

Public Workshop at Township Building (Discussion Tables or “Breakout Groups”)

This event had approximately 30 participants. Following are some of the takeaways:

What do you Like Most about Living/Working in Upper Moreland?

- Transportation – Auto access, access to major roads/ Turnpike, lots of transportation options

- Transit Access – (although a problem is the lack of east-west transit options)
- Sense of Community – children growing up in township come back after college
- Great Schools – safe schools and high quality staff

Community Identity

- Need more cultural resources
- Need a theater
- Need a defining destination – maybe an arts resource?

Transit

- Not many township residents use SEPTA bus service, but many workers at township businesses, e.g., Wal-Mart, do use the bus. Increased service could benefit these workers.
- There may be a market for increased bus service to and from the rail station.
- Train Station and surrounding downtown area are assets and future plans and policies should capitalize on them; attract younger residents with transit-oriented development.
- Improve bus stops and access to them, in particular, the especially “sad” one at Maryland and Easton Roads (lacking a bus shelter or bench, not connected to sidewalks and located just feet from a busy highway).

Pedestrian, Bicycle Transportation/Trails

- Several groups mentioned the need to ensure that sidewalks are included in any new development, and that the township should seek opportunities to install missing sidewalk links where possible. Gaps in the sidewalk network include those along County Line Road, Mill Road, and Warminster Road, Computer Road, Maryland Road, as well as within various residential neighborhoods.
- Sidewalks should be extended to areas of Blair Mill Road where they do not exist.
- Pedestrian access along Route 611 under the Norfolk Southern Railroad bridge is constrained and hazardous.

- It was noted that there are pedestrian safety concerns in areas within two miles of schools.
- There are safety concerns regarding bike lanes or trails along busy roads with high traffic speeds. For example, a potential route along Fitzwatertown Road. Any trails would have to be buffered from high-speed traffic.
- New/expanded trails could be located along streams (such as existing Pennypack).
- Paved trails could potentially encourage more recreational cycling.

Parks

- There needs to be better access across busy roads connecting parks to residences or schools.
- Parks are underutilized for events, children’s activities, concerts, movie nights, fairs, art shows, etc.
- Farmstead Park is a potential asset for various reasons:
 - Historic preservation (houses, barn, etc.)
 - Natural area and education
 - It could host a farmers’ market, beekeeping, chickens, etc.

Environmental, Stormwater and Flooding

- Support stormwater BMPs and use BMPs as landscaping features whenever possible
- Could naturalized basins be created at Turnpike interchange(s)? – (i.e. inside ramp circles). Note: this idea was passed on to the MCPC transportation section
- Turnpike ramp area/611 (especially southbound) is “ugly”, “brown”, “dirty”, “embarrassing”. Streetscaping/greening improvements are needed.
- Create greener parking lots, especially at shopping centers
- Tree cover could be better in Downtown Willow Grove. Could planters be used for retail/commercial areas and train station?

Land Use

- Focus multifamily residential with retail/entertainment uses in town center
- In Maryland Road vicinity, nearly all participants wanted to see mix of light industrial and commercial. Most seemed comfortable with buildings up to four stories in height.
- Several groups mentioned the need to improve Wyandotte Road to create a more attractive business location, particularly if the road could be extended to Welsh Road and tie into the future Welsh Road interchange.

New Land Uses

- Farmers’ market
 - A central location is very important; a walkable location is ideal
 - This could take place in any park or available parking area
 - Farmstead Park and Veteran’s Memorial Park are possible locations

Other

- It was suggested to get more input from students because they’re the ones walking and are aware of stormwater management improvements at the Upper Moreland High School and Upper Moreland Middle School.

Note: the following public event was an open house held at Upper Moreland Intermediate School, where students did participate.
- Some felt there is a lack of arts and community services (including for homeless and the elderly).

Vision2040

Upper Moreland’s community has a vision for the way the township will evolve and grow by 2040. This vision emphasizes a “live-work-play” community, cherished for its residential neighborhoods and living options, with a robust and diverse local economy and plentiful opportunities for arts and recreation. The vision emphasizes five themes:



RESIDENTIAL NEIGHBORHOODS AND LIVING OPTIONS.

Upper Moreland will continue to be a wonderful place to live while expanding its residential choices. The township’s quiet, safe, friendly, single-family residential neighborhoods will be substantially supplemented by additional living options in the form of attractive, modern apartments (including transit-oriented development residences) in a vibrant, mixed-use Willow Grove town center, and in the redeveloped Maryland Road center.



ROBUST AND DIVERSE ECONOMY.

Economic development will lead to modernized, intensified employment centers that benefit from upgraded infrastructure (as will the self-employed). The local economy will be robust, with high-paying jobs, and will be diverse, ensuring resilience to changing real estate and economic trends. The township will create a regulatory environment that is flexible and business-friendly.



ARTS & RECREATION OPPORTUNITIES.

Downtown Willow Grove will have undergone extensive revitalization and will once again become a transit-oriented, walkable, mixed-use center. Throughout the township, new entertainment, arts, dining and specialty retail destinations will be complemented by active events and programming for the township’s town center, parks and commercial centers. Trails and a safe pedestrian system will have interconnected the township’s parks, providing new opportunities for healthy lifestyles for all people. New destinations and regular events will have taken root, including entertainment, dining and specialty retail; and community events in public spaces.



COMMUNITY IDENTITY.

Upper Moreland’s community identity (“sense of place”) will become firmly established, supported by branding and communications programs. The township’s population diversity will increase, which the township welcomes. Continually expanding public outreach in planning initiatives, innovative and aesthetically-pleasing design of land developments, greening of the public realm, and new welcome and wayfinding signage will be hallmarks of the township.



SUSTAINABILITY.

- The township’s rich natural environment along the Pennypack Creek and its tributaries will have been preserved and enhanced. A progressive approach to stormwater management will have led to a reduction in frequency and severity of flooding and enhanced water quality. The township and the Upper Moreland School District will be seen as leaders in environmental stewardship and environmental education.
- More of the township’s historic structures will have been added to its historic inventory and adaptive reuse increasingly practiced.
- Housing choices will have been expanded, preserved transportation options enhanced by an extensive trail system and safer pedestrian network; and growing arts, entertainment, dining and retail options will ensure that a wide variety of ages, household types and lifestyles will be and want to be part of the Upper Moreland experience.
- Flexible zoning which encourages a mix of uses while preserving the opportunity for industrial uses such as advanced manufacturing will ensure resilience to economic change.





2

Demographics

Introduction

Population

Population Forecast

Age

Racial and Ethnic Diversity

Conclusion



Residential Neighborhoods and Living Options



Robust and Diverse Economy



Arts & Recreation Opportunities



Community Identity



Sustainability

The icons shown in bold, above, represent the plan's themes that have a strong relationship with this chapter.

Introduction

Analysis of a wide variety of demographic, economic, and housing data shows that Upper Moreland is a stable community. This chapter will review demographic data. Most trends and characteristics show that the township is similar to Montgomery County, the nation, or both. Characteristics similar to the County or national averages include age distribution and diversifying racial composition with a dramatic increase in Asian and Hispanic/Latino populations (the data for Hispanics/Latinos is separate from race).

Population

Like much of eastern Montgomery County, Upper Moreland lost population from 2000 to 2010. In that period, the township's population declined by 3.9%, or 978 people, which was a greater numerical decline than any other municipality in Montgomery County (in percentage terms, its population declined more than any other township, but not all boroughs in the county). However, Upper Moreland is not alone in its population loss. Neighboring Abington and Hatboro each lost population over the same period.



At the June Fete Festival.



Chamber of Commerce Breakfast Event.

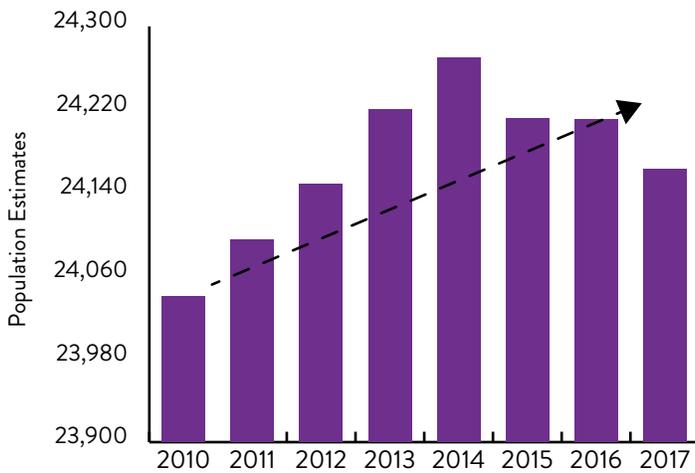
TABLE 2.1 POPULATION

	UPPER MORELAND	ABINGTON	HATBORO
1990	25,313		
2000	24,993	56,103	7,393
2010	24,015	55,310	7,360
Change, 2000 to 2010	-978	-793	-33
% Change	-3.9%	-1.4%	-0.4%
1990 to 2010	-1,273		
2010 Estimate	24,040		
2011 Estimate	24,095		
2012 Estimate	24,148		
2013 Estimate	24,220		
2014 Estimate	24,270		
2015 Estimate	24,211		
2016 Estimate	24,210		
2017 Estimate	24,163		

Sources: 1990, 2000 and 2010 figures are from Decennial Census data. 2010-2016 Estimates are from the Annual Census Estimates.

Note: Decennial Census and Annual Census Estimates data are not directly comparable.

FIGURE 2.1 POPULATION ESTIMATES

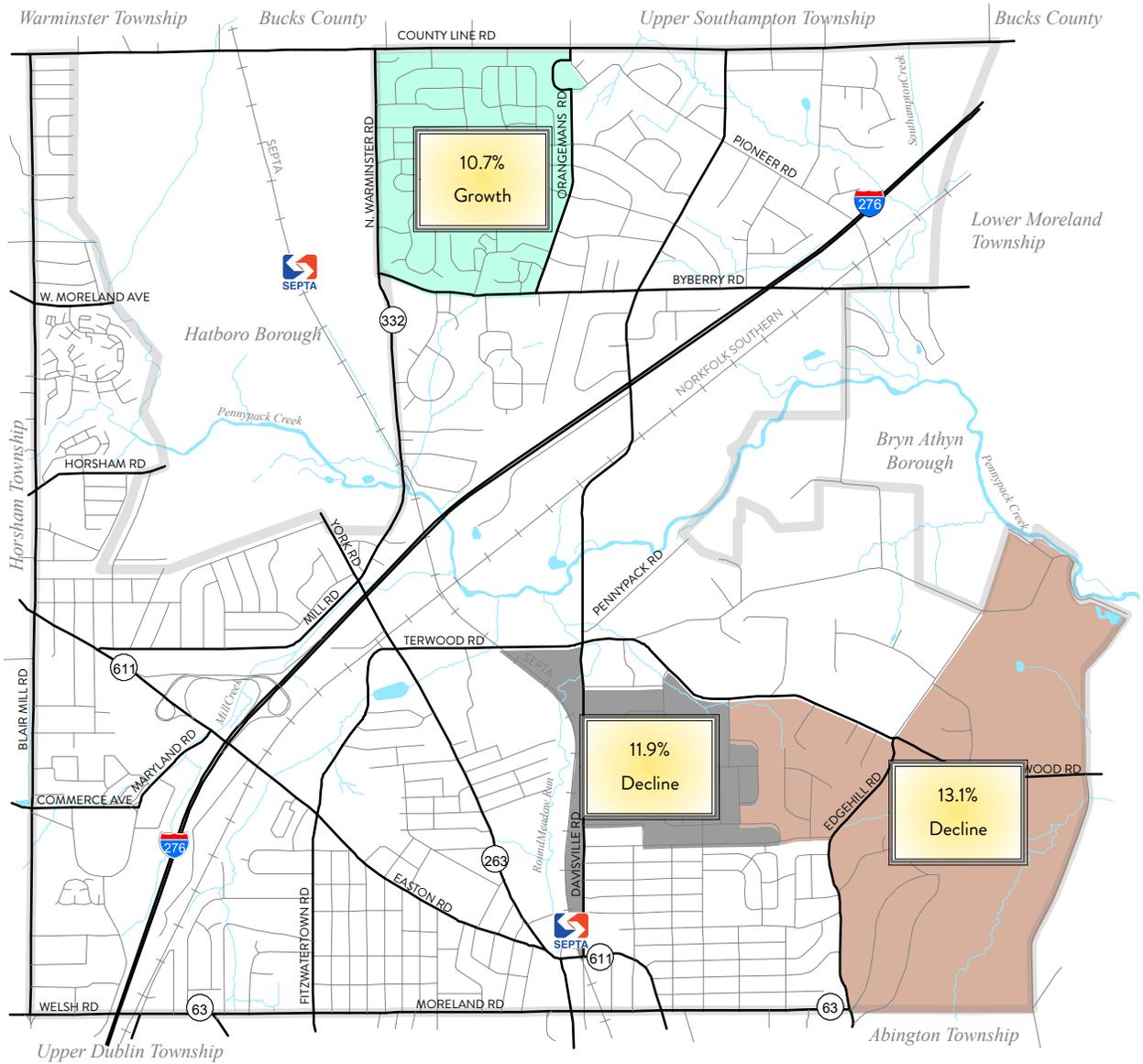


The lack of vacant land in Upper Moreland has limited population growth through traditional “green field” development (development on undeveloped land). Unlike some townships where growth might be primarily on undeveloped land, Upper Moreland is essentially built-out. Of the seven census block groups in the township, the one that grew in size from 2000 to 2010 was the one that had a significant area of undeveloped land that was developed. This was the Reiniger Tract/ Colonial Manor, abutting Hatboro and Bucks County, which was developed for single-family detached homes. This tract also added a senior living development (Wesley Enhanced Living), resulting in the tract’s gain of 233 people, or 11.3% [See Map 2.1 of Population Change by Block Group].

Another factor that likely limited population growth in the period 2000-2010 was the Great Recession’s impact on older people looking to sell their homes. In a healthier economic period, residents looking to sell their homes might have done so relatively easily, and younger people, some with children, might have moved in, leading to a net increase in population. With home sales now resurgent, this factor may vanish.

The township’s population, which declined by nearly 1,000 people from the 2000 to 2010 decennial census (decreasing 978 people), has stabilized, based on the last six Census Annual Population Estimates. The Estimates reveal that after reaching a low of 24,040 in 2010 there has been a slight population gain since in years since, with a 2017 population estimate of 24,163 (see Figure 2.1 Population Estimates).

The population in group quarters declined by half (51%, -333 people) between the two censuses. This decrease comprised one-third of the township’s population loss. Much of this decrease was in the population in nursing homes (-218 people). It is possible that the Great Recession led more people to care for their elderly loved ones at home rather than in a nursing home. One indicator that this may be the case is the fact that the township received an increase in permit applications to renovate homes to accommodate older relatives, despite the fact that the number of township residents aged 65 and older decreased.

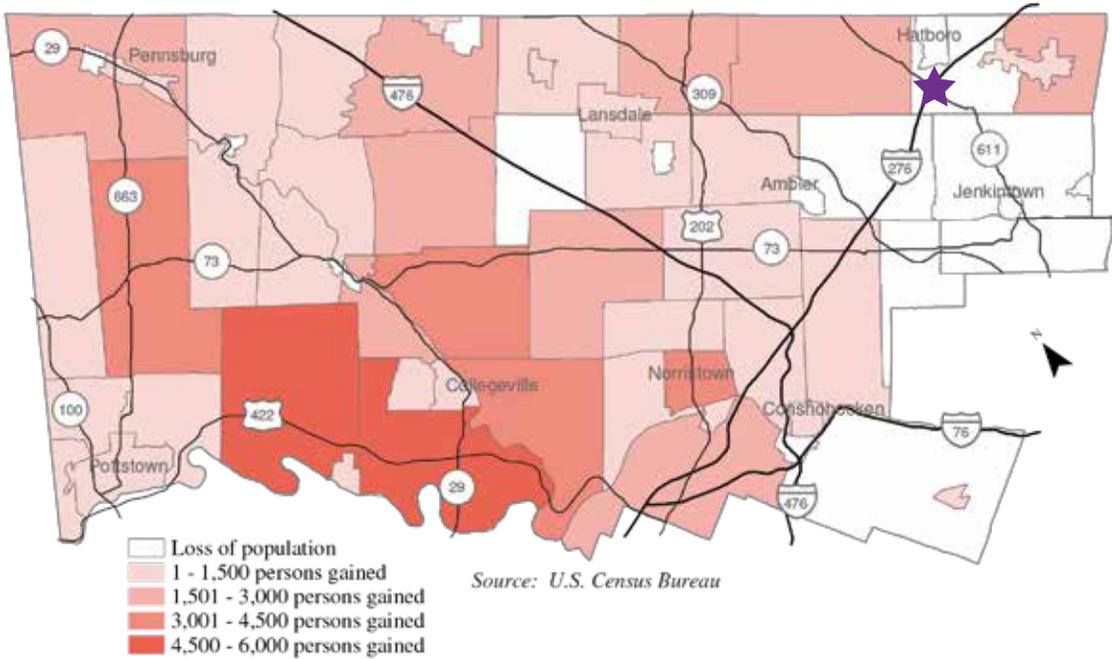


Areas with Change > 10% Shown

Upper Moreland Township
MONTGOMERY COUNTY, PA



MAP 2.2 POPULATION CHANGE BY MUNICIPALITY: 2000-2010



Note: Star on map, above, indicates Upper Moreland's location.

Population Forecast

Forecasts released in 2015 anticipated that Upper Moreland is forecast to grow modestly, at the same rate (6.3%) as neighboring Abington, but at a lower rate than neighboring Hatboro (12.7%). Anticipated revitalization

and transit-oriented development, and the township's recent zoning changes to encourage dense residential development on underutilized former industrial properties are some of the reasons that Upper Moreland's increased level of growth is anticipated.

TABLE 2.2 2015-2045 POPULATION FORECAST

	UPPER MORELAND		
2015	24,231		
2020	24,522		
2025	24,812		
2030	25,107		
2035	25,362		
2040	25,572		
2045	25,749		
		ABINGTON	HATBORO
% Change 2015-2045	6.3%	6.3%	12.7%
2015 to 2045	1,518		

Source: DVRPC.



College Station on York Road is an example of high-density residential development that is likely to continue being constructed on currently underutilized or former industrial sites.

Age

The township age distribution is similar to that of neighboring municipalities and that of the County. Data shows that the population of those aged 0 through 15 years declined by 10% from 2000 to 2010. This might be expected to lead to a decline in school district enrollment. However, the public school district is enjoying a period of growth that has continued over the past several years. This raises the possibility that parents are choosing to send their children to Upper Moreland public schools at a higher rate than they did in the past. The closing of St. John Bosco School in 2010 and mergers of parochial schools may have resulted in more children attending Upper Moreland Public Schools than area parochial schools.

TABLE 2.3 AGE DISTRIBUTION

AGE	UPPER MORELAND	MONTCO
Under 5	5.7%	5.9%
5 to 9	5.5%	6.3%
10 to 14	5.9%	6.6%
15 to 19	5.8%	6.4%
20 to 24	5.8%	5.4%
25 to 29	7.1%	6.1%
30 to 34	6.4%	6.0%
35 to 39	6.2%	6.4%
40 to 44	6.4%	7.2%
45 to 49	8.2%	8.1%
50 to 54	8.1%	8.0%
55 to 59	6.6%	6.8%
60 to 64	5.3%	5.7%
65 to 69	4.1%	4.2%
70 to 74	3.1%	3.1%
75 to 79	3.2%	2.8%
80 to 84	3.1%	2.4%
85+	3.5%	2.6%

Source: Decennial Census, 2010.

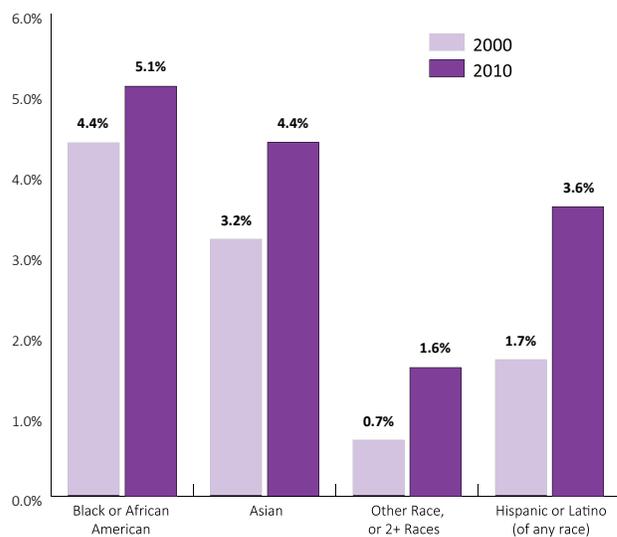
Race And Hispanic Origin

The township is becoming more racially diverse. From 2000 to 2010, the non-white population grew from 9% to 13%. This included the Asian population, which grew by a robust 33%, or 258 people. The Hispanic population, which is not counted as a “race”, grew by over 400 people, which effectively doubled its size. Surprisingly, though growth rates were strong for these two groups and Blacks/African-Americans (13% growth), all three were surpassed by the respective rates of those groups in the County as a whole. Dramatic growth in the Latino population was also seen at the County level, where population grew by nearly 19,000 people.

The largest reported Latino ethnicities in Upper Moreland were Puerto Rican, Mexican, and Uruguayan. Indian and Korean were the largest reported Asian ethnicities in the township.

This diversity could manifest itself in a variety of ways. The township may see a greater variety of, and the birth of, new types of businesses (including but not limited to restaurants and retail shops), the foundation of new places of worship, increased interest in new sporting or recreational activities and a general enriching of culture and life experience.

FIGURE 2.2 TOWNSHIP BECOMES MORE DIVERSE



Census data on “Race and Hispanic Origin” showed that Latinos and Asians were the fastest growing groups in Upper Moreland.

Conclusion

Upper Moreland's population, like that of many older developed suburbs, declined over recent decades. However, recent data shows that this population decline appears to have stabilized and begun to reverse itself. The township is getting more diverse, with Latinos and Asians growing at especially high rates--helping the township's population become more heterogeneous. Looking ahead, the township's population is forecast to grow modestly by 2045. Expected continuing conversion of former industrial buildings to high-density residential developments, transit-oriented development, and revitalization are expected to contribute to growth.



Housing



3

Housing

Existing Conditions

- Housing Types
- Recent Housing Development
- Housing Value
- Housing Age
- Age-Restricted Housing

Housing Issues

- Housing Diversity
- Future Housing Characteristics
- New Housing Potential for I-Limited Industrial District
- Home Maintenance and Residential Aesthetics

Conclusion

Recommendations

Housing Programs and Resources



Residential Neighborhoods and Living Options



Robust and Diverse Economy



Arts & Recreation Opportunities



Community Identity



Sustainability

The icons shown in bold, above, represent the plan's themes that have a strong relationship with this chapter.

Existing Conditions

This chapter looks at Upper Moreland’s housing –how it has evolved over time, especially the last twenty years, what it looks like today, and what housing in the township may look like in the future. Data collected from the U.S. Census Bureau shows how housing development in the township has shifted from predominantly single-family detached housing preferences to more multifamily, townhome, and twin/duplex units. In Upper Moreland, these higher-density housing types are largely concentrated in the more densely developed western half of the township, around major roads and in downtown Willow Grove, an area that has historically provided higher-density residential development on smaller lots.

TABLE 3.1 TOTAL HOUSING UNITS

	2000	2016	2011-2016 Absolute Change	2011-2016 Percent Change
Total Housing Units	10,572	10,673	101	1.0%

Source: Montgomery County Planning Commission, Montgomery County Board of Assessment

Housing Types

The distribution of housing units by type within the municipality differs from that of the county, particularly regarding multifamily and single-family attached (townhome or row home) units. Upper Moreland has a greater share of units in multifamily units than the county does (multifamily is defined as having five or more units). On the other hand, approximately 21% of the county’s residential units are comprised of single-family attached housing, but very few residential units in Upper Moreland are single-family attached (approximately 7%) [Figure 3.1: Housing Type].



Upper Moreland’s residents cherish its many residential neighborhoods, which are typically described as “quiet” and “friendly”.

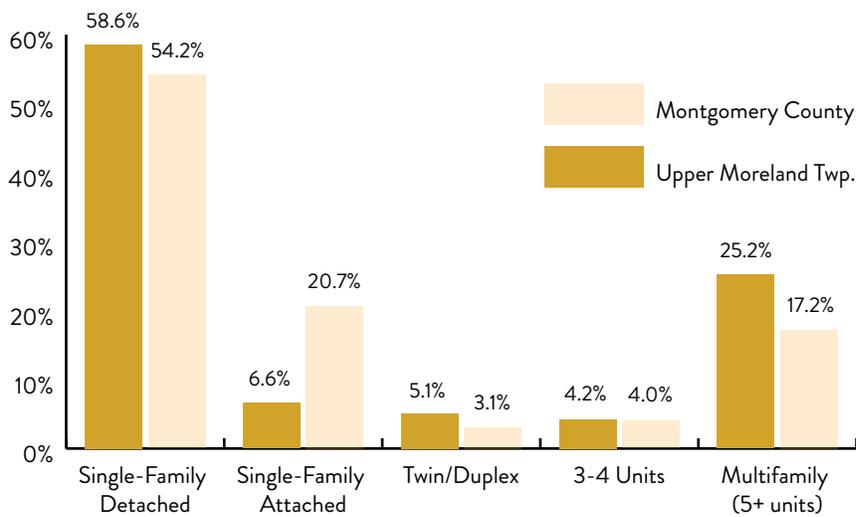


Due to the built-out nature of the township, much of future residential development is likely to consist of site redevelopments or infill.



Single family detached homes make up the majority of homes in the township.

FIGURE 3.1 HOUSING TYPES



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Note: Data for mobile homes and for boat, RV, van, etc. not included due to high margin of error.

Upper Moreland developed rapidly from the late 1800s through the post-WWII era in part because of its desirable location at the crossroads of several popular transportation routes, and the township’s population doubled from 1950-1960 after the opening of the Willow Grove interchange on the Pennsylvania Turnpike. Today, Upper Moreland remains a largely residential suburban community with over 79% of the township’s land developed for residential uses.

The land use map shows that most of the residential land uses in the township are comprised of single-family detached homes, accounting for nearly 47% of the municipality’s total land. Multifamily housing types are the second-most predominant in Upper Moreland at 27% of the total residential land use. Multifamily units are dispersed throughout the western half of the township, often occupying larger parcels near the Pennsylvania Turnpike or other major transportation routes.



High-density housing (Regency Towers), Easton Road.

Prospective residents seeking multifamily housing options commonly cite easy access to highways or public transportation as top priorities when choosing a location based on lifestyle preferences and needs.

Small areas of single-family attached and twin housing types are scattered throughout Upper Moreland, particularly in and around downtown Willow Grove, where density is higher and lot sizes are smaller. Together, these housing types comprise about 13.5% of all residential land use in the township. Indicative of the open spaces and historic homes found in the eastern portion of the township, Upper Moreland's large-lot single-family homes are located near the lands of the Pennypack Ecological Restoration Trust and Bryn Athyn Borough. Several of these homes are featured in the Upper Moreland Historical Inventory and account for less than 1% of the municipality's total residential land use.



The township has a greater share of single-family detached units that is greater than the county average.

Recent Housing Development

Housing data also reveals changes in housing development as a result of the Great Recession and other factors. Residential development slowed from 2006 through about 2016, except for a spike in 2013, and approximately two-thirds of the residential development constructed from 2006-2016 was built in 2013 with 51 multifamily units, 15 single-family attached units, and 3 single-family detached units constructed in that year. This generally reflects national trends of slow development during the Recession, and growth in the industry resuming in 2012 as the economy began to recover. [See Figure 3.2: Residential Development] These disparities in the distribution of multifamily and single-family attached units between the municipality and the county as a whole are likely a result of the specific construction patterns that the township has experienced over time. Row homes are often associated with Montgomery County’s older, denser boroughs, many of which were built out by the 1920s and ‘30s. By contrast, Upper Moreland’s residential development boom years took place later in the 1950s through the 1970s and that development generally reflected the popular suburban-style development of the time. This pattern of suburban development introduced garden apartment and midrise apartment complexes to Upper Moreland. More multifamily units were constructed in 2013 with the development of the College Station apartments for Penn State-Abington students.

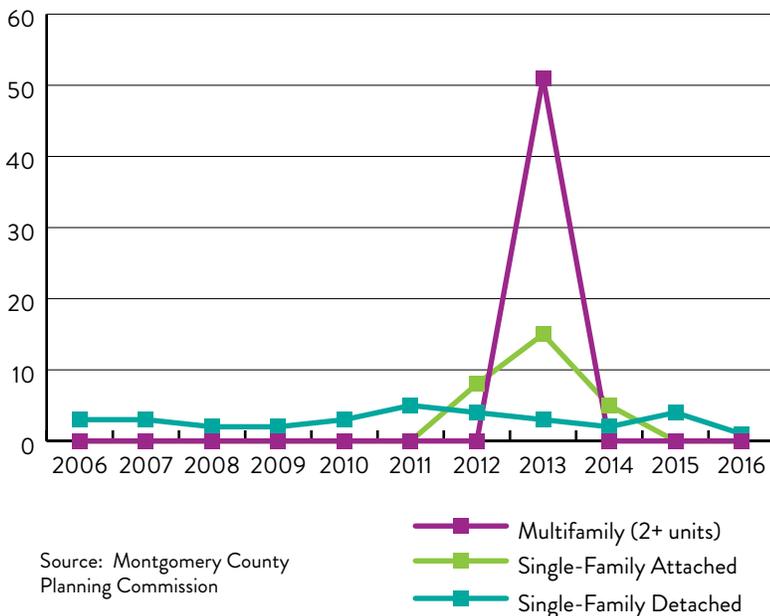
Housing Value

2017 estimates for Upper Moreland’s median housing value ranged from \$215,300 in Census Tract 2003.07 to \$334,100 in Tract 2003.10 [see Map 3.1 Median Housing Value]. (Census data on housing value is based on self-reporting by homeowners) The township median was 11% lower than that of the county. However, in the last five years of data, the county’s median value declined while the township’s increased. The value differential with the county may illustrate the fact that much of the county includes newly-developed areas with larger homes, whereas Upper Moreland is a mature suburban community.

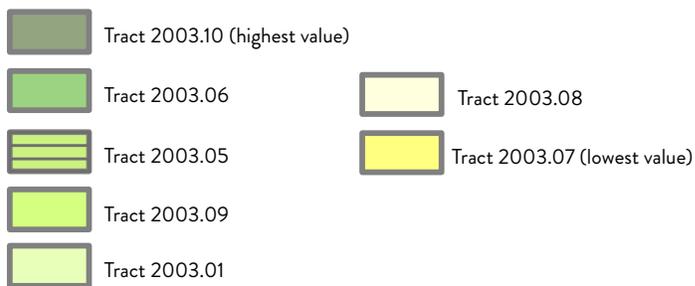
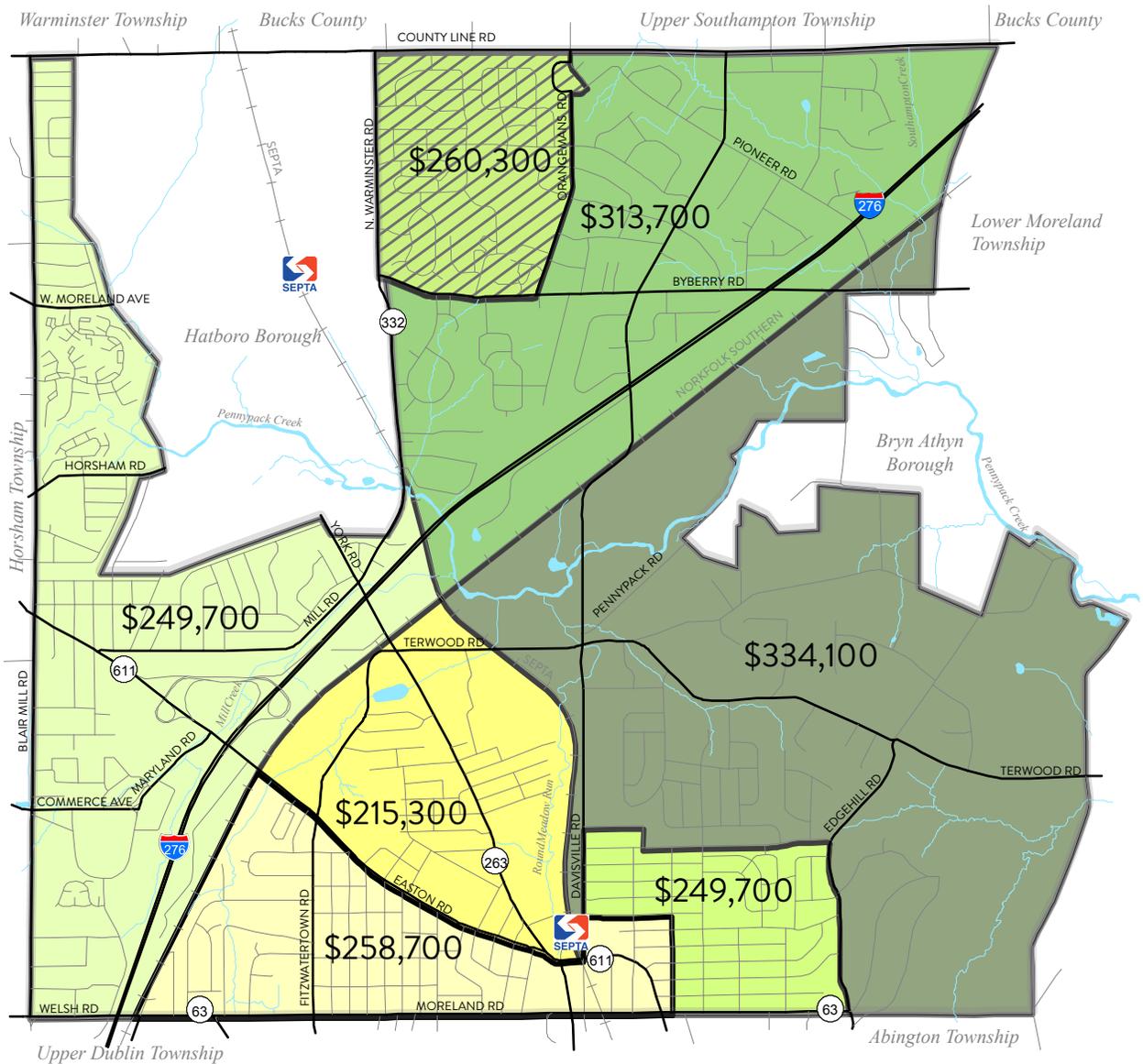


Recent Townhouse Development, Keebler Ct.

FIGURE 3.2 RESIDENTIAL DEVELOPMENT



One example of attractive, affordable housing in the township is the Fulmore Heights co-op development. This 60-acre property, located at Fitch & Byberry Roads, was constructed in the 1940s to house personnel from the Warminster Naval Air Development Center. When residents move in, they purchase a share of the total co-op for an affordable price, and become “members” of the co-op, rather than owners of their respective new residence. The property is well-maintained by the Home Ownership Association.



Upper Moreland Township
MONTGOMERY COUNTY, PA



Nonetheless, Upper Moreland offers a substantial amount of relatively affordable housing in a desirable area, convenient to Philadelphia, shopping areas, employment centers, mass transit, and parks and natural areas. The township was featured in a recent article in the Philadelphia Inquirer which noted the “smaller, more affordable houses on compact lots” which the Willow Grove portion of the township offers.¹

Housing value is affected by numerous factors. The highest median values are in Tracts 2003.10 and 2003.6, where development is less dense and on larger lots, and often larger homes, are more common. The tract with the lowest median value contains numerous multifamily units, which typically have a lower value than single-family homes. Other housing types in this high-density tract are generally situated on the township’s smallest lots, again contributing to its low median housing value.

Recently, median housing value grew the most in Tract 2003.6 (a suburban area north of the Turnpike and east of the SEPTA Regional Rail line), with a 16.3% increase between 2009-2016, while in Tract 2003.8,

located in downtown Willow Grove primarily west of Route 611, median housing value grew by 10.2%. Tract 2003.5 saw the largest decline in value (-6.2%). The rise in value in Tract 2003.8, in downtown Willow Grove, may have been driven in part by larger national trends showing greater demand for walkable, transit-oriented communities.

The lack of significant new construction in the tracts during the 2009-2017 time period may indicate that values changed due to other factors like home maintenance and rehabilitation, or the presence or absence of neighborhood foreclosures.

Housing Age

The 1950s, 60s, and 70s were the decades in which two-thirds of the township’s housing was built.

Census tracts 2003.05, 2003.08, 2003.09, and 2003.10 saw more of their residential development occur during the 1950s than any other decade; during the same period over half of the housing in Tract 2003.09 was built (the portion of downtown Willow Grove east of Davisville Road and generally south of Overlook Avenue) [see Table 3.2: Year Housing Built]. In contrast, the 1970s was the peak construction period for housing

1 “A Town to Flock to,” by Alan J. Heavens, Philadelphia Inquirer, February 21, 2016.



One example of attractive, affordable housing in the township is the Fulmore Heights co-op development. This 60-acre property, located at Fitch & Byberry Roads, was constructed in the 1940s to house personnel from the Warminster Naval Air Development Center. When residents move in, they purchase a share of the total co-op for an affordable price, and become “members” of the co-op, rather than owners of their respective new residence. The property is well-maintained by the Home Ownership Association.

in Tracts 2003.06 and 2003.07; this generally includes land north of the Turnpike and around the Route 263 corridor, likely developed in later years after the downtown Willow Grove core became built out and new development was pushed further out.

The area with the highest percentage of older homes that were built prior to 1940 is the portion of downtown Willow Grove generally west of Easton Road (Tract 2003.08) at 22%. The tract with the greatest distribution of new housing, defined as having been constructed in or after 1990, is Tract 2003.05. This area is located in the northern portion of the township, further away from

regional train stations and other major transportation corridors, where development is generally newer and far less dense than what is found in the older areas of downtown Willow Grove, where residential development was originally concentrated.

Age-Restricted Housing

Upper Moreland's two age-restricted housing developments, Gloria Dei Farms and Wesley Enhanced Living, were built in the 1990s and together provide 157 age-restricted units. Both developments are located in the northern portion of the township and comprise

TABLE 3.2 YEAR HOUSING BUILT

Year Built	Tract 2003.01	Tract 2003.05	Tract 2003.06	Tract 2003.07	Tract 2003.08	Tract 2003.09	Tract 2003.10	Upper Moreland Twp.	Montgomery County
Built 2014 or later	0	0	0	0	0	0	0	0	1,823
Built 2010 to 2013	0	0	0	9	0	0	7	16	4,430
Built 2000 to 2009	0	67	20	10	0	0	24	121	30,945
Built 1990 to 1999	55	133	33	48	76	6	181	532	38,676
Built 1980 to 1989	259	17	273	89	134	4	77	853	37,886
Built 1970 to 1979	744	39	364	485	305	46	131	2,114	42,339
Built 1960 to 1969	540	41	240	295	212	143	203	1,674	40,062
Built 1950 to 1959	1,112	402	221	246	329	502	415	3,227	54,887
Built 1940 to 1949	164	161	222	127	202	145	28	1,049	21,420
Built 1939 or earlier	53	29	34	181	405	113	73	888	58,632
TOTAL	2,927	889	1,407	1,490	1,663	959	1,139	10,474	331,100

Source: American Community Survey, 2013-2017

Note: Tract-Level Data for Year Housing Built in Upper Moreland Has a Relatively Large Margin of Error and Should be Viewed with Caution; However, it May be Reasonable to Use it to Identify Broad Patterns



The area in and around downtown Willow Grove generally developed earlier than the more suburban parts of the Township.

10 acres and 13.4 acres, respectively. Age-restricted housing includes units in age-restricted communities and independent living units in continuing care retirement communities, but it does not include assisted living or nursing home units.

Housing Issues

Housing Diversity

Housing preferences in the U.S. have largely shifted away from the popular single-family detached home on a suburban lot, and people today seem increasingly interested in locating downtown or in urban areas, particularly young adults and older “empty-nesters”. Overall, many homebuyers value things differently than their predecessors did in the 1950s and ‘60s, with access to amenities like walkability, transportation access, trails and open space, and a vibrant downtown becoming top priorities. It is important to shape housing policies and planning decisions around current housing trends and likely projections to ensure that Upper Moreland can meet a diverse range of housing needs and preferences, and to ensure that the township remains competitive in the regional housing market.

Future Housing Characteristics

New residential development in Upper Moreland will likely take the form of multifamily development on underutilized parcels in the Industrial zoning district, like areas on Maryland Road, Computer Road, and other locations along the Turnpike. A public survey used to inform the goals and objectives of this plan indicated that

residents generally support the use of underutilized land along the Turnpike corridor to accommodate multifamily housing, and convenient Turnpike access is another draw for larger multifamily developments.

Transit-oriented development near the train station and scattered infill development are also anticipated as the redevelopment of underutilized parcels is expected to continue. The potential for transit-oriented development is particularly noteworthy because of the redevelopment potential near the downtown Willow Grove SEPTA train station, including the potential for mixed-use residential and office or retail uses.

Also in response to an expected rise in demand, Upper Moreland will likely experience an increase in age-restricted residential development. Large groups of Americans are retiring, particularly the Baby Boomer generation, and over the coming years many of them will require some type of age-restricted housing.

New Housing Potential (“Buildout Analysis”) for I-Limited Industrial Zoning District

A buildout analysis was done to determine the extent to which Upper Moreland’s I-Limited Industrial zoning district could accommodate multifamily housing should it be built-out with residential development [See Map3.2: I District Residential Buildout]. The Limited Industrial district was chosen because it has the greatest potential for new residential development compared to the rest of the township, which is already largely built-out, especially the existing residential areas.



Recent student apartment development (College Station), York Road in downtown Willow Grove.



The Maryland Road vicinity near the power line corridor (pictured) includes areas zoned Industrial that might host future residential development.



This former industrial use on Maryland Road is the site of a planned apartment development.



Zoning was recently modified to allow multifamily development in the Limited Industrial District.

The analysis found that, theoretically, approximately 1,400 new multifamily units could be built in the I Limited Industrial District. These theoretically potential new units are equivalent to 13% of the number of existing housing units in Upper Moreland Township (10,673 existing) as of 2016 (see Table 3.1 Total Housing Units). Realistically, however, 1,400 housing units would

not be constructed any time soon, particularly given relatively low population growth forecasts and resulting real estate market demand, the need for developers to assemble numerous properties, development patterns, and the fact that many of the properties have existing buildings on them now which would require demolition to make way for a multifamily development.

I District Residential Buildout Observations

- If the I-Limited Industrial District gets built-out with residential development based on the assumptions we made, it could accommodate approximately 1,400 multifamily housing units (all new). This number is equivalent to 13% of the units that existed township-wide in 2015 (2010 Census data adjusted for construction/demolition that occurred by 2015).
- The township's forecast population increase is 881 people by 2040 for a total of 24,896 people, derived from a township base (actual) 2010 population of 24,015. Thus, this theoretical growth in housing units in the I District could, by itself, more than accommodate the forecast population growth. Infill development throughout the township and TOD development in downtown Willow Grove will also play a role in accommodating population growth.
- The buildout area included the area shown on the Buildout Map.
- Assumptions. The following assumptions were made in the Residential Buildout Analysis:
 - The study focused on the I District, since that area has the theoretical potential for the most new residential development (about 30 dwelling units to the acre, when using zoning bonuses).
 - Steep slopes were not deducted from the Buildout Analysis since it appeared that their locations would not necessarily preclude development, based on the township's Steep Slope Conservation District regulations.
 - Deductions from Buildout Area. The following areas were deducted from the Residential Buildout Analysis area:
 - Floodplain (shown in green on map).
 - Area that is the site of an approved land development plan (such as the apartments on Maryland Road).
 - Land that did not meet the minimum lot size or frontage requirements for multifamily development in the I District.
 - Land owned by the Turnpike.
 - The PECO Power Line Corridor.
 - Areas to be used for other land use types. 1/3 of the available land was assumed to be developed for office uses, and 1/3 was assumed to be developed for light industrial uses. Therefore, 2/3 of the remaining area was deducted from the analysis.
- An adjustment was also made at the recommendation of the township Engineer, who recommended a further 25% reduction to account for irregularly-shaped parcels, rights-of-way, open space, stormwater management, and the need to develop over multiple properties.

A modest amount of new apartment/multifamily development in the interchange vicinity may be beneficial to the township by providing greater housing choice, strengthening the mixed-use character of the area, and by secondary economic impacts (e.g., spending at Upper Moreland’s businesses). However, the Revitalization Task Force recommends that the township strive for balance to ensure that enough land in the I District remains available for light industrial and office uses that are likely to have a more positive fiscal impact than housing. Specifically, the Task Force suggests that if multifamily development occurs in the I District, it would be most appropriate to locate it on Davisville Road, where it could be transit-oriented, and could form a logical transition zone between commercial or industrial uses and single-family neighborhoods. We recommend that all multifamily units be excluded from the part of the I District between the Turnpike and the Norfolk Southern Railroad (that area seems more appropriate for industrial or office uses, being buffered from residential areas by the Turnpike and railroad embankments).

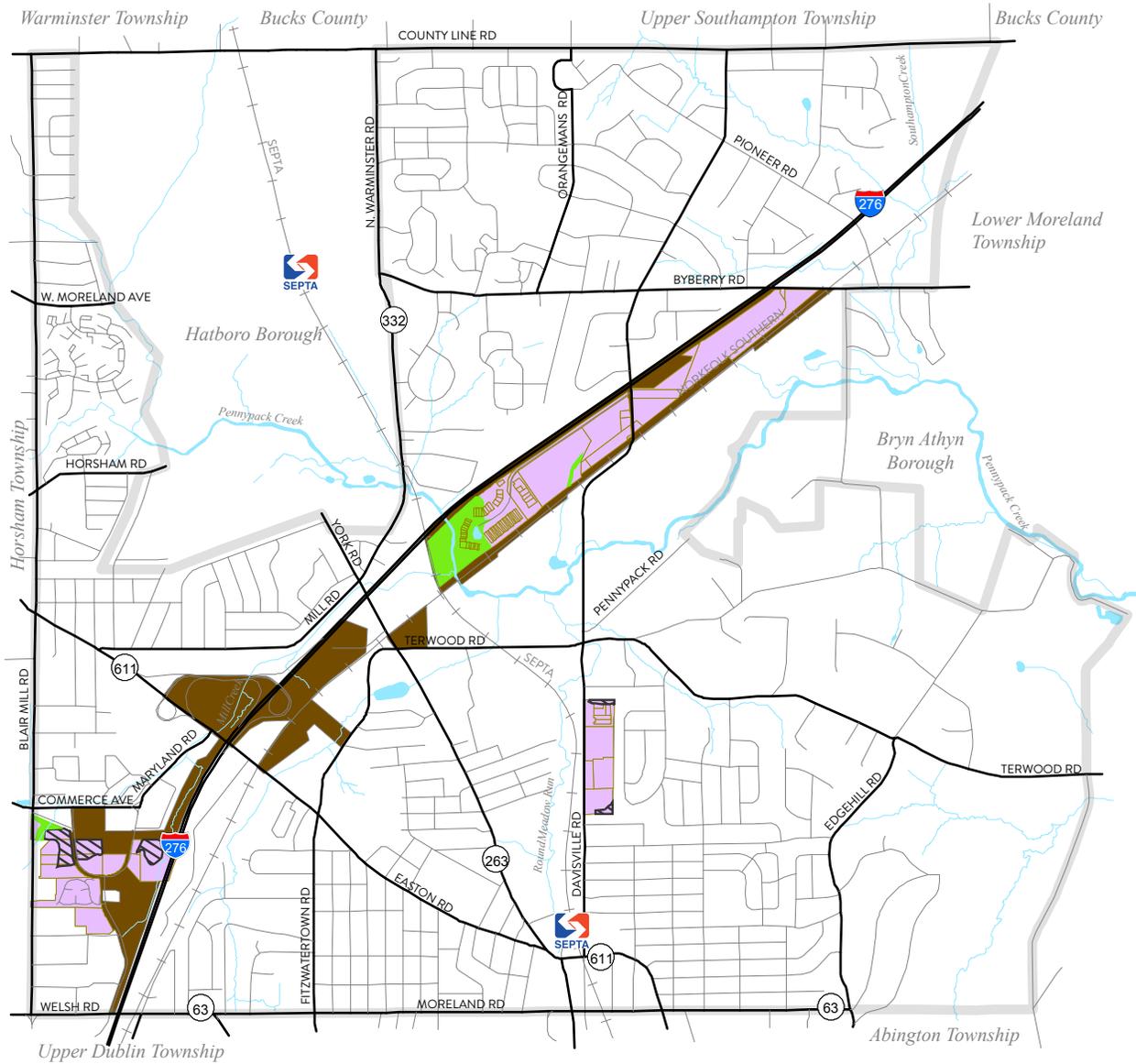
Home Maintenance and Residential Aesthetics

The Task Force and the public feedback it has solicited have shown that there is an interest in investigating ways of boosting home maintenance and improving the appearance of residential properties. This goal could be encouraged by creating incentive programs or by intensifying inspection of residential properties. Each of these ideas would require funding.

Incentive programs could involve loans, revolving funds, or grants to mitigate any additional financial burden these would have on the township’s budget. Home inspections could be intensified by requiring an annual license for rental properties, such as that which Warminster Township requires. However, this would require funding as well. Upper Moreland currently enforces the 2009 International Property Maintenance Code (PMC). The process is complaint-driven, and includes inspection of both internal and external areas.



The township wants to encourage well-maintained, attractive homes, such as the one above, in Willow Grove.



- I District--Not Suitable for Buildout
- I District--Potential Residential Buildout
- Floodplain in Buildout Area
- Steep Slopes (15%+) in Buildout Area

Upper Moreland Township
MONTGOMERY COUNTY, PA



Conclusion

The township's housing is generally suburban in character, marked largely by single-family detached and garden apartment housing types. Other multifamily development and twin units are primarily located in downtown Willow Grove, an area which was developed before the rest of the township. There are relatively few town homes and row homes in Upper Moreland, although some were recently built in Willow Crossing, a new development off of Blair Mill Road.

In the post-war period, housing development intensified, and continued at a brisk pace through the 1970s. Development gradually shifted, from downtown Willow Grove in the south to the more suburban areas to the north. Today, residential development is almost wholly limited to infill and revitalization of older developed areas. Over the past 25 years, housing construction trends and proposals include the creation of age-restricted developments, and a greater proportion of homes that are not single-family detached. This is related to changes in demographics and housing choices of the American population.

The areas with the highest home values are located in the eastern portion of the township, where large lots prevail, located near the Pennypack Ecological Restoration Trust land and the Huntingdon Valley Country Club.

Unlike undeveloped or still-developing areas, Upper Moreland's future residential growth will occur in the form of revitalization (some which may take the form of transit-oriented development or reuse of nonresidential areas) and infill development. Our housing policy recommendations include ensuring that infill development and home expansions fit in well with and complement the surrounding community. We recommend ensuring that township codes facilitate aging-in-place to adapt to demographic trends and allow families to stay together longer. We suggest that the township consider creating incentives for home repair and maintenance to promote neighborhood conservation and protect property values. And we support the township's promotion of new multifamily housing to encourage transit-oriented development, revitalization of underutilized areas (including the downtown and portions of the industrial corridor), and expand housing choice (although we do recommend modifying zoning to limit the amount of multifamily housing in the industrial corridor to ensure that a reasonable amount of land is preserved for office and industrial development). The Upper Moreland community recognizes that its residential areas are an



In the post-war period, development shifted away from downtown Willow Grove (pictured) to more suburban areas to the north.

asset—a place where neighborliness, small-town feel, and quiet streets are cherished. At the same time, the township's housing is adapting in strategic locations to ensure that its residential development flexibly adapts to meet the needs of tomorrow.

Recommendations

- 3A. **Publicize Outside Funding Sources for Home Repairs and Maintenance.** The township should use the township website and any other appropriate techniques for communicating information about funding sources for home repair and maintenance, in an effort to encourage township homeowners to maximize maintenance of their homes.
- 3B. **Put stricter limits on the number of multifamily units that could be constructed in the I Limited Industrial District,** to ensure that sufficient land remains available for office and industrial development (that would likely generate a more positive fiscal impact).
- 3C. **Ensure Compatible Residential Infill and Expansions.** We recommend the township adopt zoning standards regulating residential infill and expansions. These provisions, which are included in the draft comprehensive zoning ordinance,



Some of the most historic residential properties in the township are located in Huntingdon Valley.

Credit: David Robertson, Pennypack Ecological Restoration Trust

allow flexibility in design but ensure the general dimensional standards and building material of infill development and expansions fit in with and help conserve the existing neighborhood.

3D. **Facilitate Aging-in-Place.** The township should adopt the draft zoning ordinance and its provisions for allowing Accessory Dwelling Units in residential zoning districts. This provision allows people the opportunity to live at home or with family longer than might otherwise be possible. As with infill and expansions, development of such units would be regulated to fit in well with the surrounding neighborhood.

3E. **Continue to Allow Sufficient Numbers of Apartments and Condominiums,** in densities to support Transit-Oriented, walkable development and to provide substantial housing choices for prospective residents or tenants. This is especially critical in downtown Willow Grove, where they should be transit-oriented in nature when within walking distance to the train station, and on underutilized former industrial properties in the I District. The possibility of constructing new apartments or condominiums allows developers to provide more diverse housing choices that appeal to homebuyers of a variety of ages, means, and preferences. Allowing such housing in downtown Willow Grove should attract young and old

households, families with children, Millennials, and empty-nesters—all groups which have shown increasing interest in living in more urban, walkable neighborhoods near transit, and who would contribute to neighborhood revitalization.

3F. **Encourage Adaptive Reuse.** Upper Moreland should use its zoning ordinance to make it attractive for developers to reuse abandoned but architecturally significant churches, schools, or other institutional buildings, and use them for housing.

PERFORMANCE INDICATORS:

- Adopt draft zoning ordinance’s residential infill provisions; judge whether future development fits with neighborhood.
- Adopt draft zoning ordinance’s provisions and regulations for Accessory Dwelling Units (ADUs)
- Assess whether home repairs and maintenance increase, and assess whether perceptions of the conditions of neighborhoods homes improves.
- Create zoning incentivizing adaptive reuse.



UpperMoreland2040 Theme: Community Identity

Examples of how these recommendations will support the plan's Community Identity theme include but are not limited to:

- By reinforcing neighborhood character by:
 - Publicizing outside sources of funding for home repairs and maintenance.
 - Ensuring that residential infill development and home expansions fit in with the neighborhood.
 - Encouraging adaptive reuse to conserve historic structures and community landmarks.



UpperMoreland2040 Theme: Sustainability

Examples of how these recommendations will support the plan's Sustainability theme include but are not limited to:

- By facilitating aging-in-place, allowing family members to remain living in the community and close to family as they age.
- By encouraging adaptive reuse, which sustains the township's historic resources and conserves energy and building material as contrasted with new construction.

Housing Programs And Resources

Several regional and federal programs are available to assist residents, particularly low-income individuals or families, regarding a variety of housing issues including homeownership and financing, maintenance and repair, and emergency housing placement.

The Willow Grove Community Development Corporation / www.willowgrovecdc.org

The Willow Grove CDC is a 501(c)3 nonprofit agency. As stated on its web site, it provides 58 quality, affordable rental housing units in Upper Moreland and nearby areas. Services it provides includes:

- Support from management
- Regular inspections
- Preventative maintenance

The CDC was created in 1990 by local bankers, attorneys, religious leaders and realtors to address the need for affordable housing for low-to-moderate income people in the Willow Grove area.

Montgomery County Housing Authority (MCHA) / www.montcoha.org / 610-275-5720

The MCHA administers the federal Housing Choice Voucher Program in addition to coordinating with regional groups and local government agencies to provide assistance for housing and homeownership.

Housing Choice Voucher Program (formerly "Section 8")

This federal program is administered by the Montgomery County Housing Authority and offers financial assistance to families and individuals in need of adequate housing.

Montgomery County Homeowner Rehab Program / genesishousing.org/montgomery-county-homeowner-rehab

The Montgomery County Homeowner Rehab Program provides grants and technical assistance to qualified lower income owners to improve their homes and eliminate housing code violations. Genesis Housing Corporation, a 501(c)3 nonprofit organization, coordinates the program as a Community Housing Development Organization (CHDO) for the Montgomery County Department of Housing and Community Development. For more information and to find out about the county's waiting list, please call Montgomery County at 610-278-3540.

MontCo Department of Housing & Community Development / www.montcopa.org/395/Housing-Community-Development / 610-278-3540

The Department of Housing and Community Development administers funding for programs related to housing in Montgomery County. This funding is received through a combination of federal, state, and local sources. Staff administers eligible activities including:

- Fair housing
- Rehabilitation of owner-occupied housing
- Rental housing
- Assistance to first-time home buyers

The department works with municipalities, local non-profit agencies, other counties, state and federal departments, developers, and the general public. The department typically acts in a grantor or lender capacity. In addition, its staff performs monitoring and compliance functions and offers technical assistance.

Your Way Home Montgomery County / www.yourwayhome.org

Your Way Home Montgomery County is a partnership between the Montgomery County Department of Housing & Community Development and several other homeless prevention organizations. They operate a call center for directing those in need to resources, provide five emergency shelters throughout the county, and run three Housing Resource Centers, centralized locations for helping at-risk families in need.

MontCo Community Action Development Commission (CADCOM) / www.cadcom.org / 610-277-6363

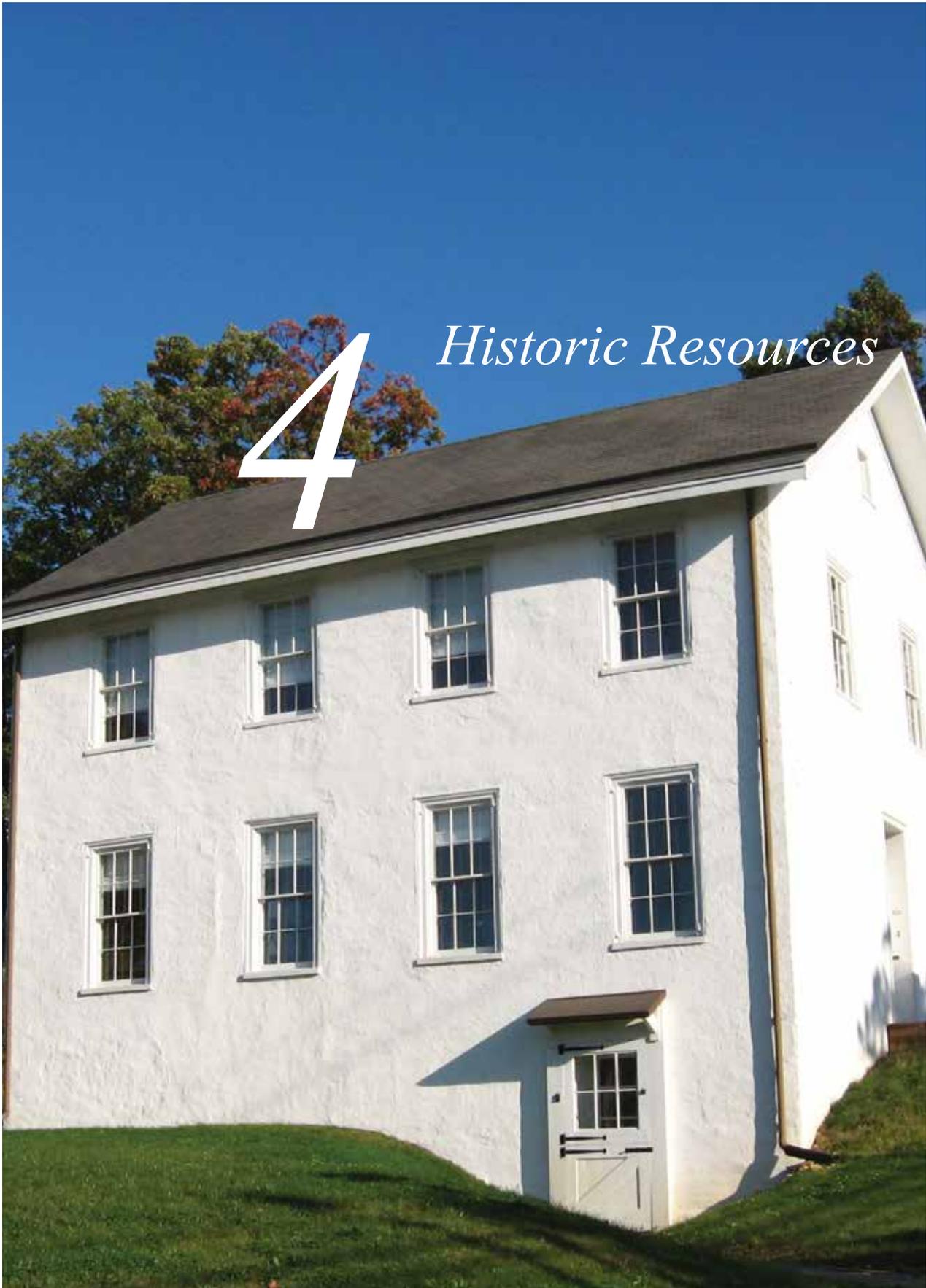
In addition to a broad offering of community services, CADCOM operates a Home Weatherization program and administers the Low-Income Home Energy Assistance program, which provides assistance to residents struggling to heat their homes.

PECO / www.peco.com/WaysToSave/ForYourBusiness / 844-4BIZ-SAVE

Businesses are eligible to take advantage of incentives for energy-efficient design, improvements and equipment upgrades, including:

- Lighting
- HVAC Systems
- Refrigeration Equipment
- Variable speed and frequency drives
- Custom solutions

For more information, please call 1-844-4BIZ-SAVE or email us at pecosmartideas@dnvgl.com.



4

Historic Resources



4

Historic Resources

Introduction

Historic Resources and Preservation Tools

- The National Register
- Zoning Overlay and Historical Commission
- Property Acquisition
- Upper Moreland Historical Association
- Adaptive Reuse Opportunities

Recommendations



Residential Neighborhoods and Living Options



Robust and Diverse Economy



Arts & Recreation Opportunities



Community Identity



Sustainability

The icons shown in bold, above, represent the plan's themes that have a strong relationship with this chapter.

Introduction

The Philadelphia region is one rich with history. Upper Moreland itself retains many historic residential structures, many of which are located in the eastern portion of the township in Huntingdon Valley. The township has an active (governmental) Historic Commission, (independent) Historic Association, a historic preservation overlay zoning district, and the publicly-accessible historic farmstead (maintained by the Friends of Boileau).

Historic Resources And Preservation Tools

The National Register

Upper Moreland currently has no properties listed on the National Register of Historic Places. There are two properties that are recognized as being “certified eligible” for listing, however. These are The Farmstead (that is part of Farmstead Park) on Byberry Road, and



The Farmstead in Farmstead Park is certified eligible for the National Register of Historic Places.



The Sandman/Chamberlain House, at 3209 Blair Mill Road, certified eligible for National Register of Historic Places.

the Sandman/Chamberlain House, at 3209 Blair Mill Road. The Upper Moreland Historical Association is in the process of preparing a nomination for The Farmstead to be “listed” on the Register (see more on the farmstead under “Property Acquisition”, below).

Listing in the National Register is honorary, and makes a property eligible for certain funding opportunities, such as historic preservation grants and tax incentives (both national and state), as well as alternatives in the International Building Code.

Zoning Overlay and Historical Commission

Upper Moreland uses a historic preservation zoning overlay ordinance to protect historic resources. This ordinance, authorized by Act 247 (the Municipalities Planning Code), is a flexible ordinance that is not as restrictive as a Historic Architectural Review Board (“HARB”) Ordinance (Authorized by Act 167, the PA Historic Districts Act). The township’s historic preservation overlay ordinance accomplished the following actions to encourage historic preservation:

- Created a historic inventory
- Created a historical commission (“Township Historical Commission”)
- Created use incentives for preserving historic properties (B&Bs, coffeehouse or tea room, art gallery, etc.)
- Discourages demolition of historic properties and requires documentation of such demolitions.
- Provides for a review process for reconstruction, rehabilitation, alterations, or demolition of historic properties (the historical review is advisory only).

The Upper Moreland Historical Commission www.uppermoreland.org/associations/historical.aspx is charged with maintaining the historic inventory, nominating properties to the National Register, maintaining communications with the Pennsylvania Historical and Museum Commission (PHMC) and National Park Service regarding historic preservation issues, advising the Board of Commissioners on historic preservation, and generally promoting historic preservation in the township.



A few examples of properties on the Historical Inventory, Upper Moreland Historic Commission. Clockwise, from upper left: 2645 Edge Hill Rd., 1420 Creek Rd., 218 Cameron Rd., 407 N. York Rd.



2668 Byberry Road, Owned by Upper Moreland Township *The Farmstead*, at Farmstead Park.



Photo Credit: Friends of Boileau

Property Acquisition

In 2002, Upper Moreland Township purchased the Molloy Tract, in no small part to preserve the historic 18th century Farmstead (which includes a farm house, spring house, carriage house and barn). Friends of Boileau and the township entered into a management agreement in 2009 to stabilize, restore and identify an adaptive reuse. The Friends group raises money and assists in managing the restoration efforts at the Farmstead throughout the year.

More information from the Friends of Boileau can be viewed at www.friendsofboileau.org/

Upper Moreland Historical Association

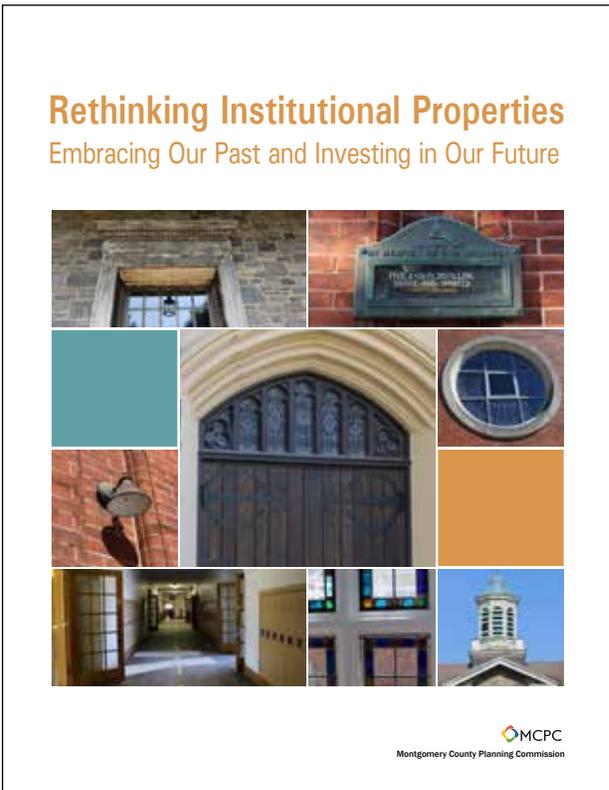
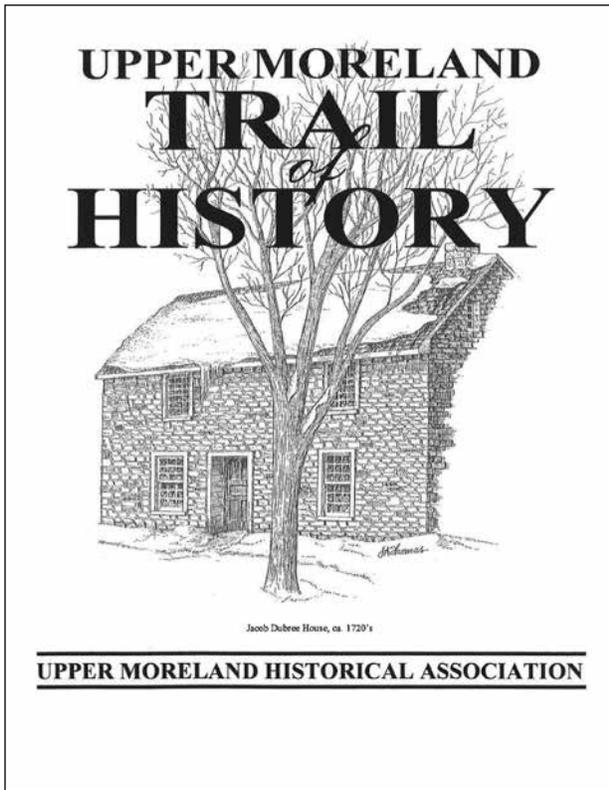
The Upper Moreland Historical Association <http://www.umha.com/> was founded in 1996. The Association undertakes many historic preservation initiatives. For example, the Association:

- Collects and maintains historical information and records, which are available to the public at the township building.
- Maintains a list of historic resources which it shares with the township's Historic Commission
- Curates a display of historic artifacts, which can be seen at the township building.
- Organizes events (including guest speakers) and tours. For example, in 2016, the Association featured speakers who discussed histories of local towns, local revolutionary war events, the local role in training African-American soldiers in the Civil War, and the historical role of the trolley in the area.
- Produces and sells publications, including a self-guided history tour, architectural tour, booklets, maps, and photographs, and histories of places such as the Willow Grove School and the Grove Theater.



Historic home, Paper Mill Road.

Photo Credit: David Robertson, Pennypack Ecological Restoration Trust.



MCPC
Montgomery County Planning Commission

Adaptive Reuse Opportunities

A growing land use trend across the region is adaptive reuse—particularly of institutional properties. For the new MCPC publication that explores the benefits and challenges of adaptive reuse, see the following link: <http://webapp.montcopa.org/planning/publications/RethinkingInstitutionalProperties/index.html>

As older institutional buildings with attractive architectural design and/or historic importance such as schools and churches fall into disuse, the risk of their loss through demolition arises. Many communities are increasingly recognizing the value of these older structures to a town’s character and are taking steps to encourage their reuse. The rehabilitation and reuse of the old Willow Grove School on Davisville Road as an architect’s office is one such example of successful adaptive reuse (see photo, page 41). The farmstead at Farmstead Park is another opportunity for adaptive reuse; it may lend itself to successful reuse as offices, a wedding venue, or as a host for community “pop-up” events.

We recommend the township consider creating an institutional reuse overlay district that would provide incentives for restoration and reuse of selected properties. For example, additional building or impervious coverage, increased residential density, or multiple uses might be permitted. One of the properties that might be considered for any overlay might include the former First Presbyterian Church.

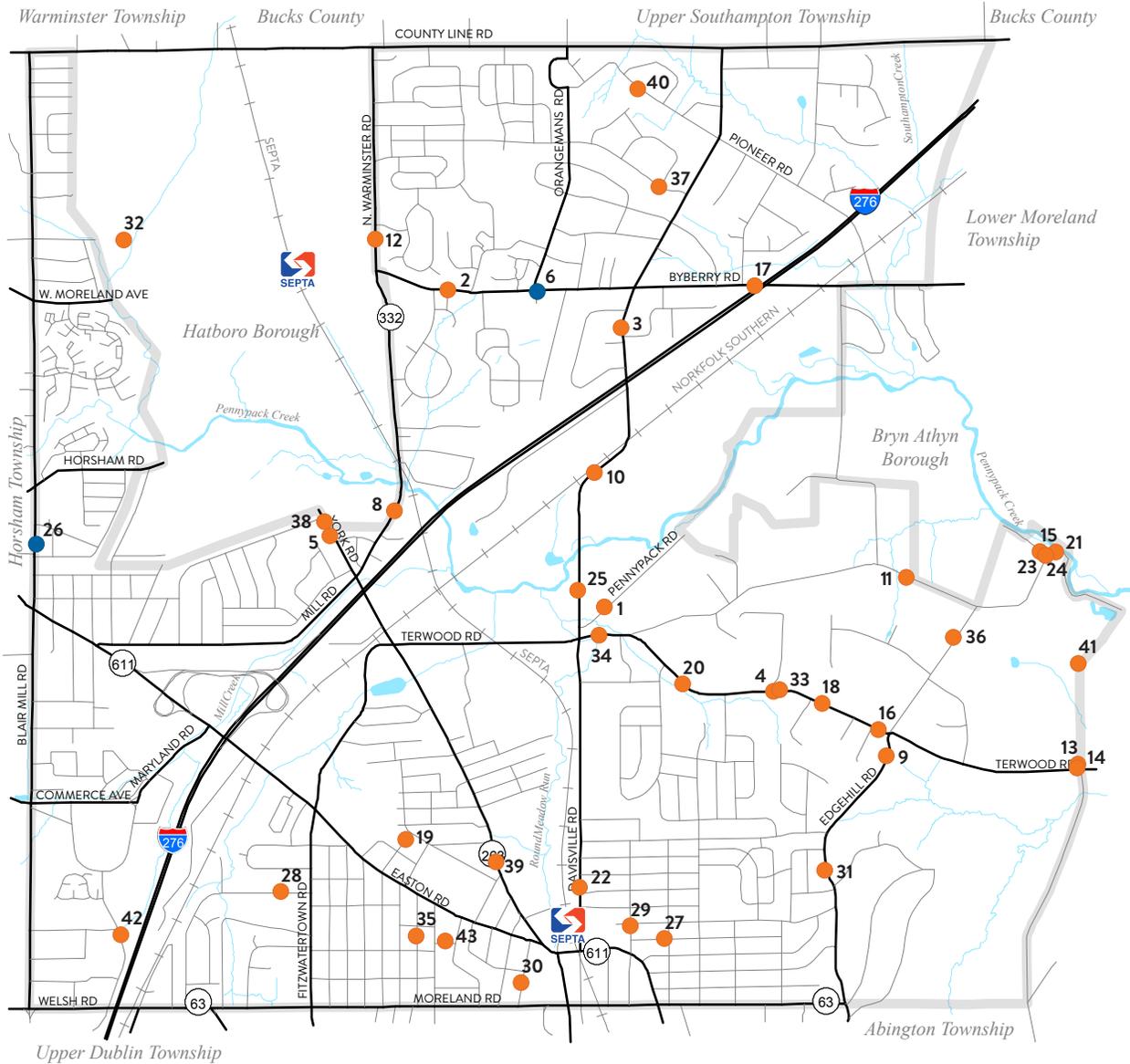


A former school on Byberry Road has been adaptively reused with office, studio and day care uses.

UpperMoreland2040 Theme: Sustainability

Examples of how this chapter relates to the plan’s Sustainability theme include but are not limited to:

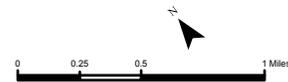
- Historic preservation and adaptive reuse, in lieu of demolition and new construction, conserve building materials and energy while reducing environmental disturbance.



- | | |
|---------------------------------------|---------------------------|
| 1. 3045 Pennypack Road | 19. 701 Ellis Road |
| 2. 3045 Byberry Road | 20. 2318 Terwood Road |
| 3. 3840 Davisville Road | 21. 1420 Creek Road |
| 4. 2100 Terwood Road | 22. 309 Davisville Road |
| 5. 640 Old York Road | 23. 1460 Creek Road |
| 6. 2668 Byberry Road (Farmstead Park) | 24. 1440 Creek Road |
| 8. 531 S Warminster Road | 25. 3110 Davisville Road |
| 9. 2645 Edge Hill Road | 26. 3209 Blair Mill Road |
| 10. 3405 Davisville Road | 27. 122 Krewson Terrace |
| 11. 1806 Huntingdon Road | 28. 3335 Whitehall Drive |
| 12. 105 S Warminster Road | 29. 100 Woodlawn Avenue |
| 13. 2600 Paper Mill Road | 30. 17 Park Avenue |
| 14. 1401 Terwood Road | 31. 2320 Edge Hill Road |
| 15. 1480 Creek Road | 32. 327 W Monument Avenue |
| 16. 1901 Terwood Road | 33. 2045 Terwood Road |
| 17. 2305 Byberry Road | 34. 2540 Terwood Road |
| 18. 2005 Terwood Road | 35. 218 Cameron Road |

- Certified Eligible for National Register
- On Township Historic Inventory

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- | |
|----------------------------|
| 36. 2955 Edge Hill Road |
| 37. 4100 Thistlewood Drive |
| 38. 638 York Road |
| 39. 407 N York Road |
| 40. 2520 Pioneer Road |
| 41. 2760 Paper Mill Road |
| 42. 2305 Computer Road |
| 43. 417 Bartram Road |

Recommendations

We recommend that the following actions be taken, in coordination with the Upper Moreland Historic Commission and Upper Moreland Historical Association, as appropriate:

- 4A. Historic marker or interpretive signage: Maintain, update and expand.
 - a. Historic Interpretive Signage. Update and expand historic interpretive signage to tell the story of historic events, locations, structures, and persons. These signs would be located throughout the township, including in walkable areas such as downtown Willow Grove, parks and trails. This type of signage can strengthen community character or “sense of place”.
 - b. Historic Markers. Create new historic marker program for properties on township’s historic resources inventory. These would update, replace, and add to the historic marker signage network set up by the Upper Moreland Historical Association, and they would supplement the banners hung in Veterans’ Memorial Park by the township and Upper Moreland Historical Commission.
- 4B. Consider nominations of additional properties to the National Register. Any nominations should be coordinated and approved by the property owners.
- 4C. Continue to seek grants and corporate sponsorship to assist with historic preservation efforts. The Farmstead in Farmstead Park, for example, has obtained funding from state government, a utility and a nonprofit foundation.



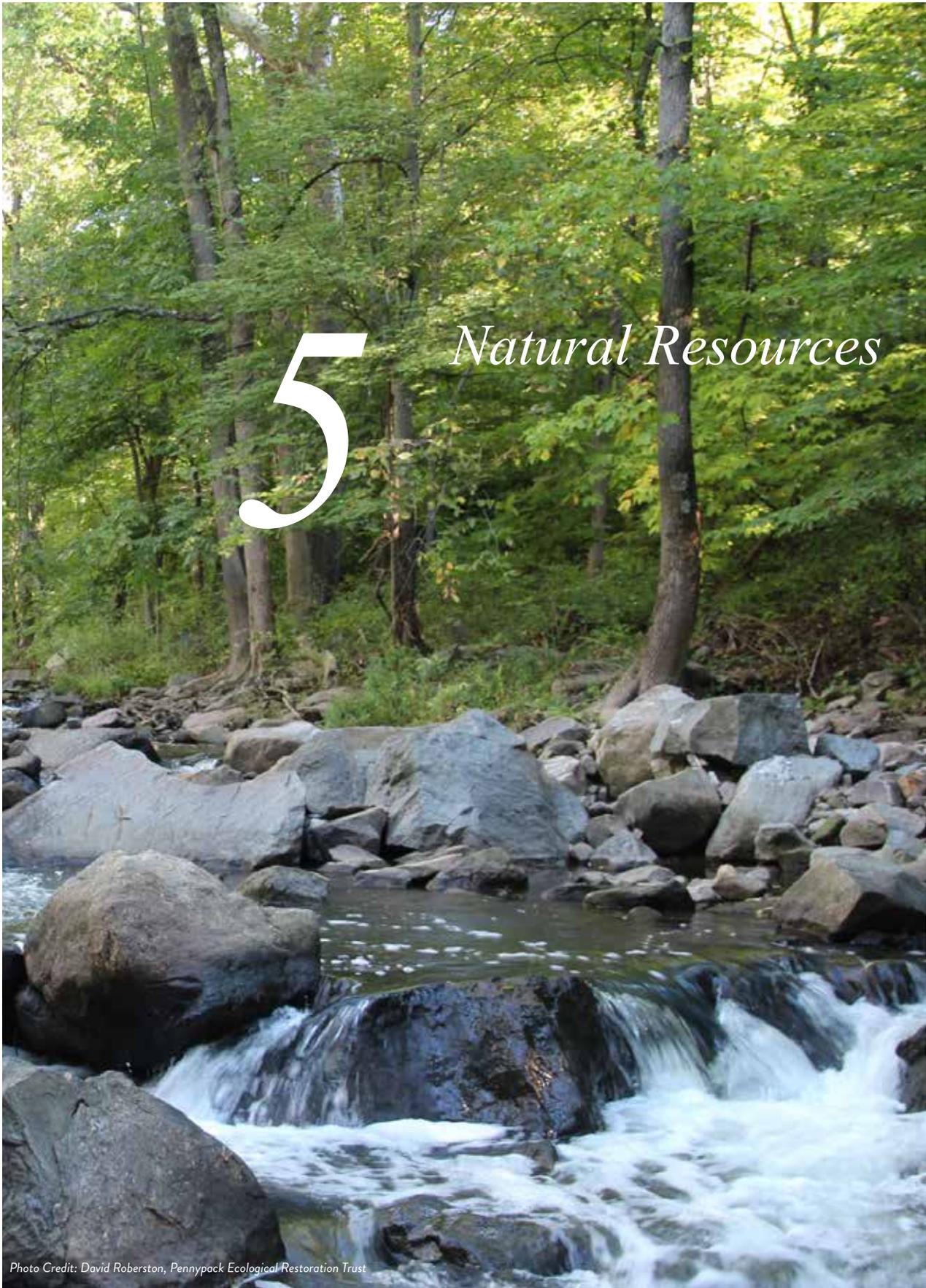
Example of historical interpretive signage (Welsh Rd. trailhead of Pennypack Trail).



UpperMoreland2040 Theme: Community Identity

Examples of how these recommendations will support the plan’s Community Identity theme include but are not limited to:

- By strengthening historic character and awareness of this character through:
 - Historic interpretive signage.
 - Historic markers for individual structures.
 - Continued preservation work on The Farmstead in Farmstead Park.



5 *Natural Resources*

Photo Credit: David Roberston, Pennypack Ecological Restoration Trust



5

Natural Resources

Introduction

Geology

Surface Waters, Hydrology and Wetlands

Riparian Corridors

Floodplains and Flooding

Topography and Steep Slopes

Soils

Woodlands and Tree Cover

Vegetation and Wildlife

Conservation Landscapes

Bird Town

Recommendations



Residential Neighborhoods and Living Options



Robust and Diverse Economy



Arts & Recreation Opportunities



Community Identity



Sustainability

The icons shown in bold, above, represent the plan's themes that have a strong relationship with this chapter.

Introduction

Upper Moreland's natural resources shape the township's character, environmental and public health and quality of life. Some features are more visible than others. Soils and geology, while important, are generally unseen by the public while still having important ramifications; others are more visible in natural areas of the township (woodlands, riparian corridors), while others, such as topography, affect both natural lands and the built environment, shaping the contours of both the commercial corridors leading into Willow Grove and its sloping residential neighborhoods. This chapter reviews the township's natural features by type and makes recommendations in the areas of environmental conservation, education and engagement.

Geology

Bedrock geology is only visible to us in scattered places where it peeks out from below the soil, and is therefore seldom discussed, though it influences our natural and built environments. For billions of years bedrock geology has helped shape the earth's surface and, together with erosion and other forces, has created hills and valleys, steep slopes and waterways. Today, Upper Moreland's bedrock geology influences everything from soil composition to water infiltration and percolation, changes in elevation and steep slopes, groundwater quality and availability; it can even dictate whether basements can be dug below the surface. The influence

that geology has on these environmental factors in turn affects vegetation and wildlife.

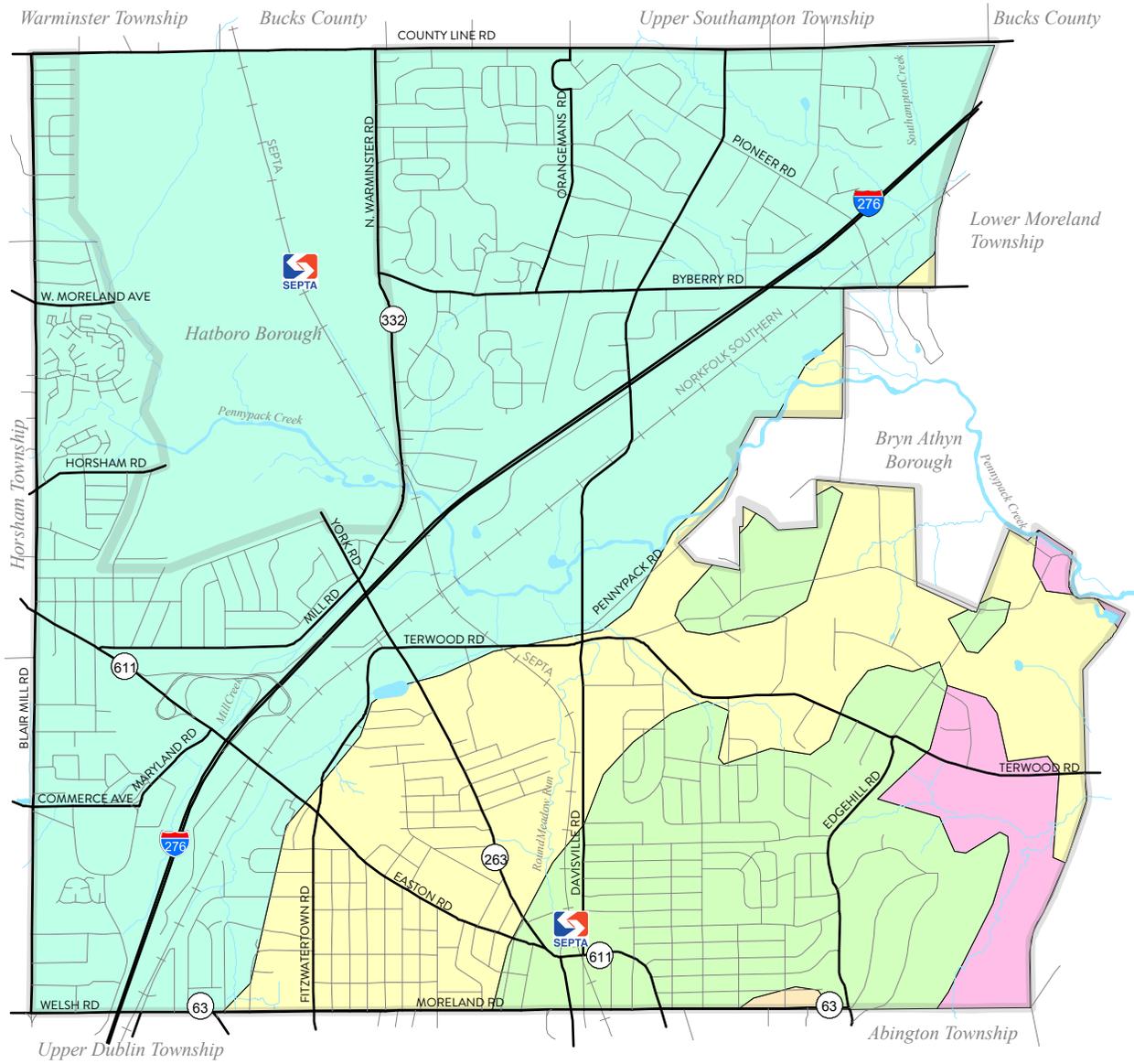
Upper Moreland is split nearly in half between two major geologic areas, with the northwestern portion of the township in the Triassic Lowlands and the rest, mostly south of the PA Turnpike, in the Piedmont Upland region. The Triassic Lowlands are mostly comprised of younger sedimentary rocks like red shale and sandstone, while a range of older metamorphic and igneous rocks characterize the Piedmont Upland region. Groundwater yield from these various formations varies from one to another, although the Stockton formation usually yields moderate to large water supplies; however the majority of Upper Moreland's residents are served by a public water system. Even in built-out communities like Upper Moreland that have an extensive public water system, it is important to preserve areas of open space where groundwater recharge can occur. Upper Moreland's surface waters, public water system, and its industrial water needs are all fed, in part, by groundwater.

Surface Waters, Hydrology, Wetlands

The flow in Upper Moreland's streams is supplied by direct runoff or shallow groundwater, and these features impact vegetation, soils, topography, and water quality in the township. Upper Moreland, along with the rest of Montgomery County and most of the Philadelphia region, is in the Delaware River Basin. Almost the

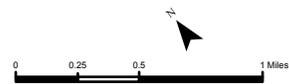


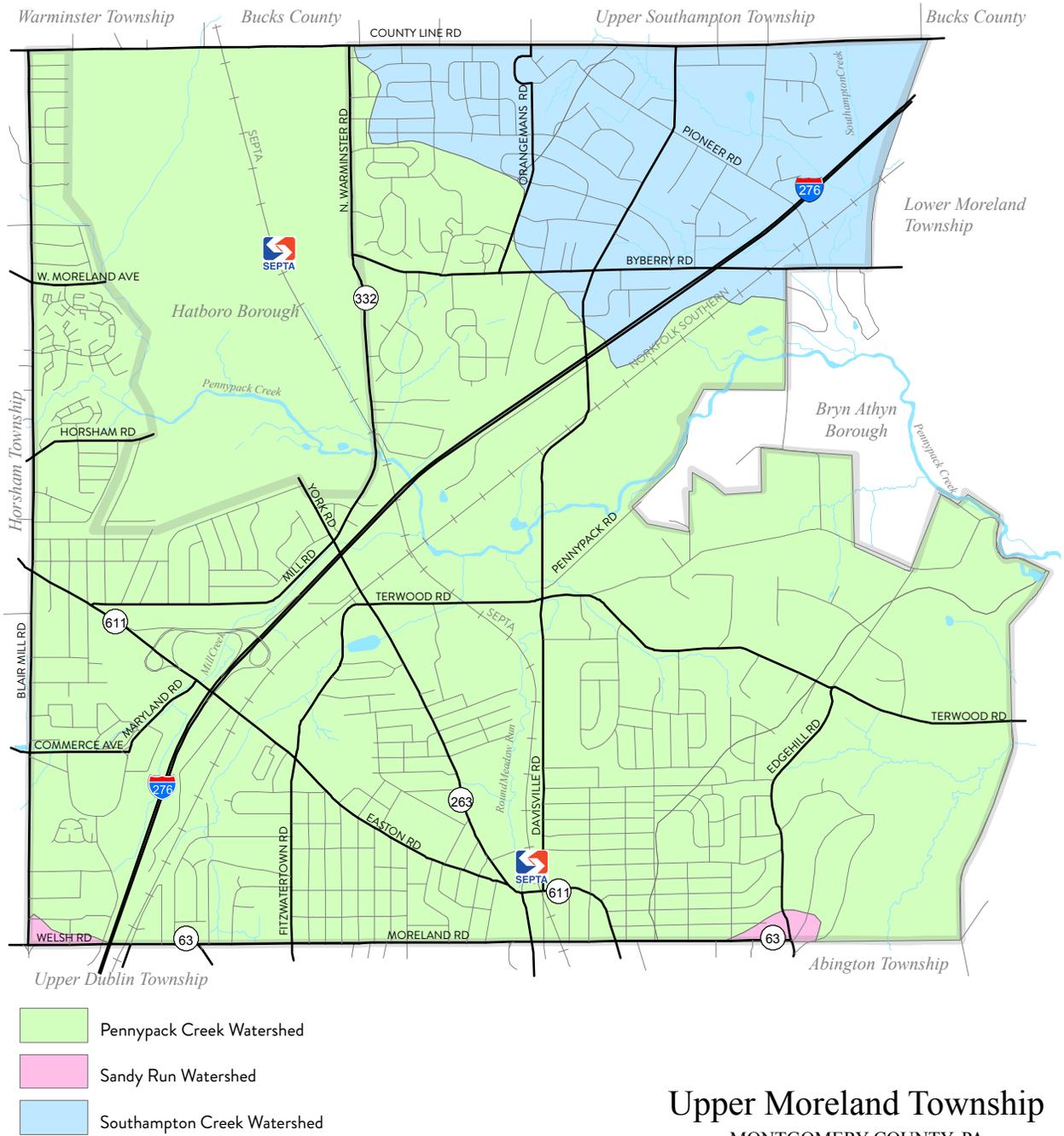
Photo Credit: David Roberston, Pennypack Ecological Restoration Trust



- | | |
|--|---|
| Piedmont Upland Region | Triassic Lowland Region |
| Chickies Formation | Stockton Formation |
| Conestoga Formation | |
| Felsic Gneiss | |
| Mafic Gneiss | |

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Groundwater and Public Health

Groundwater contamination is an important water quality issue that communities need to be aware of, especially in areas with on-lot wells. In recent years groundwater testing has confirmed that contamination exists nearby, on the site of the former Naval Air Station Joint Reserve Base Willow Grove (NASJRB) in Horsham Township. The Environmental Protection Agency (EPA) has tested samples of groundwater and drinking water at the base; these tests confirmed the presence of perfluorooctane sulfonate (PFOS) and perfluorooctanoic acid (PFOA). PFOS and PFOA are types of perfluorinated chemicals (PFCs), a group of compounds that are typically used in repellants for water, oil, grease, and other stains. PFCs are often used in common products like furniture upholstery, carpet, and floor wax, but in the case of the Willow Grove base, these chemicals were stored in large tanks and were used to make firefighting foam.

NASJRB Willow Grove was closed in 2011, but water quality concerns persist as the plume of contaminants has continued to spread away from the base. Since PFOS and PFOA were found at NASJRB Willow Grove, contamination above the EPA's acceptable limits has also been identified in parts of Upper Moreland, Warminster and Warrington, and some wells in the area have been temporarily closed as a result. Upper Moreland Township and county officials should continue to monitor this situation and maintain communication with federal authorities and its congressional representatives to ensure the township's health is protected.

entire township is in the Pennypack Creek watershed; however the northeast portion is located within the Southampton Creek watershed, a sub-watershed of the Pennypack Creek. Small corners of the township are within the Sandy Run watershed at Blair Mill Road and Moreland Road, and near Edge Hill Road and Moreland Road. Surface waters flow into Upper Moreland from the adjacent communities of Horsham, Hatboro, Upper Dublin and Abington, and even from Upper Southampton and Warminster Townships in Bucks County. For this reason it is important that the township communicate and work with those communities in the interest of protecting Upper Moreland's waterways. Most of the drainage area in the township is built-out and suburban in character and pollutants from sediment, various leaks, and lawn chemicals and surface runoff continue to threaten water quality throughout the region.

Riparian buffers and on-site stormwater management facilities are important resources to use to protect or improve water quality. Both can filter pollutants before they reach the township's streams and creeks and help to mitigate impacts from flooding.

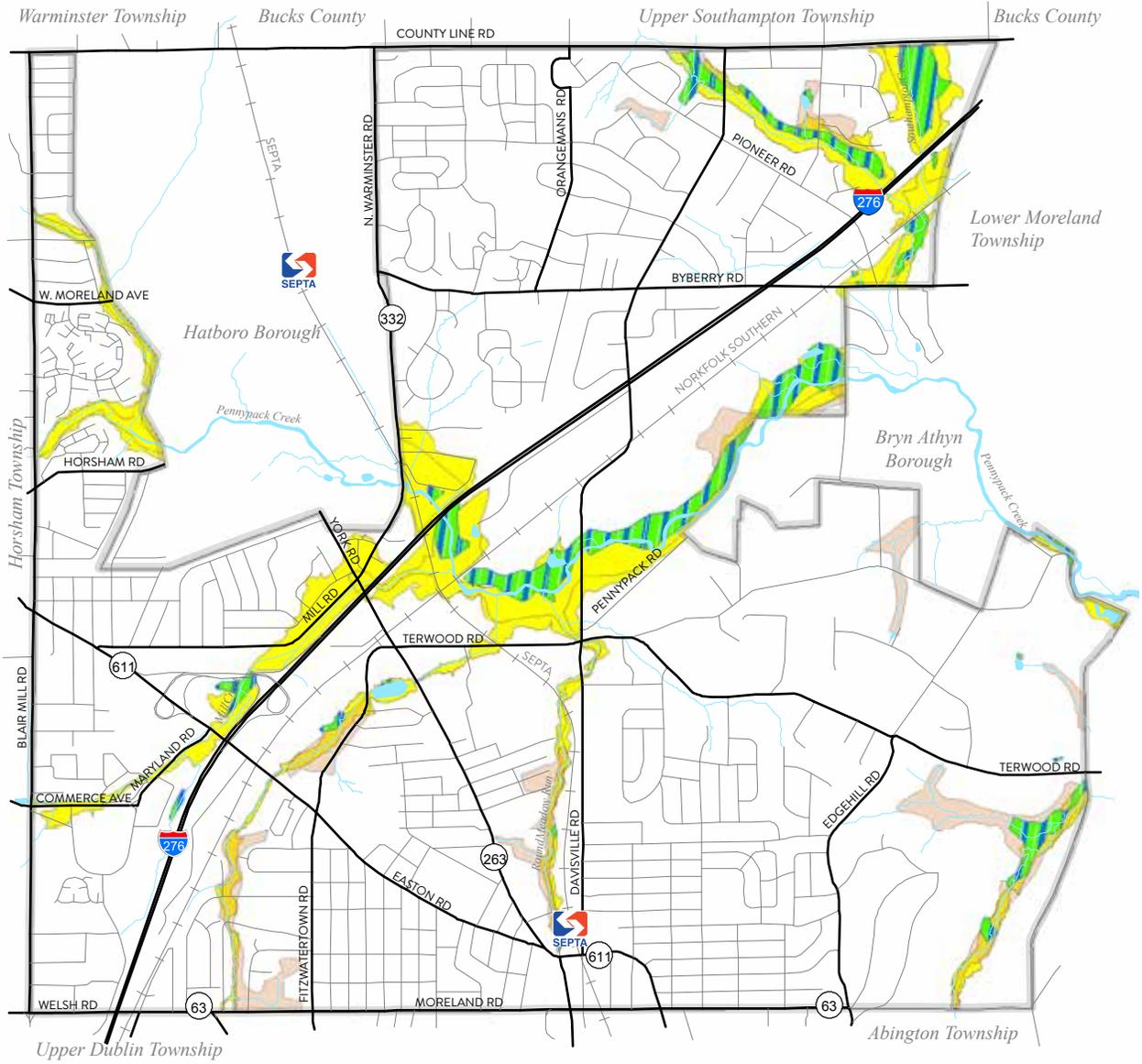
Riparian Corridors

Riparian corridors along streambanks serve multiple important functions. These dense strips of vegetation help to:

- Slow the velocity of surface runoff;
- Limit the potential for streambank erosion;
- Encourage infiltration;
- Filter pollutants out of runoff before it enters the stream;
- Provide habitat for a variety of species;
- Keep surface water temperatures cool; and
- Protect aquatic life and habitat.

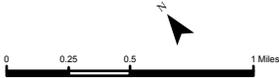
The Montgomery County Planning Commission's model Guidebook for Riparian Corridor Restoration¹ defines **riparian corridors** as "forested or vegetated lands on both sides of a stream." Riparian corridors can be regulated through zoning, by creating a Riparian Corridor Conservation Overlay District. These regulations are meant to restore riparian corridors where they are lacking and protect them from being

1 The guidebook is available online at www.montcopa.org/DocumentCenter/View/4122.

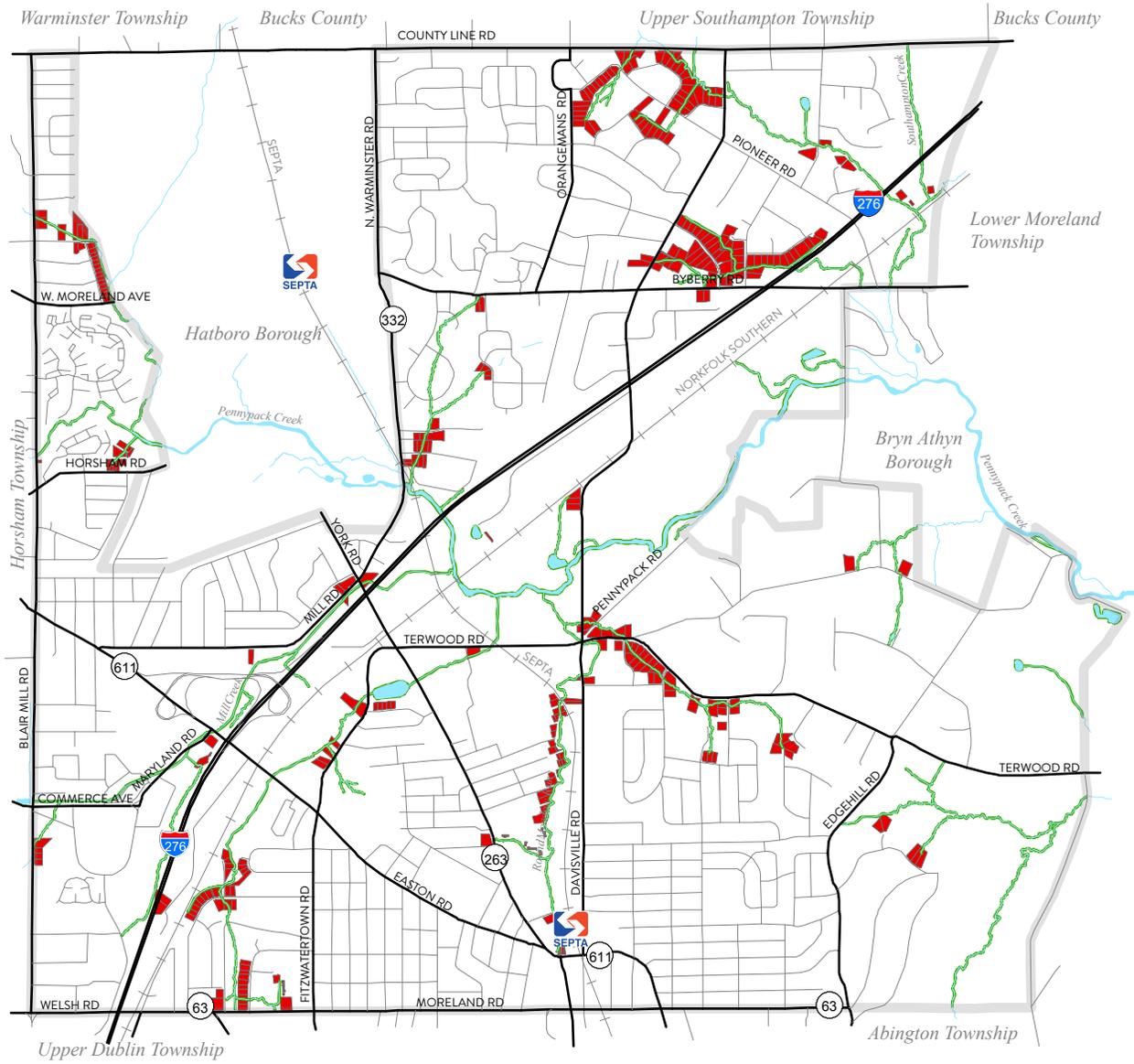


-  Streams
-  Water Bodies
-  Floodplain
-  Wetlands
-  Hydric Soils

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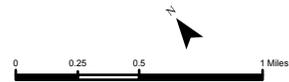


MAP 5.4 POTENTIAL RIPARIAN CORRIDORS



-  Streams
-  Water bodies
-  25' buffer from streambank
(potential riparian buffer corridor)
-  Parcels <1 acre
(could be exempt)

Upper Moreland Township
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Riparian corridor alongside Round Meadow Run, a tributary of Pennypack Creek, Veterans Memorial Park.

Photo Credit: David Robertson, Pennypack Ecological Restoration Trust.

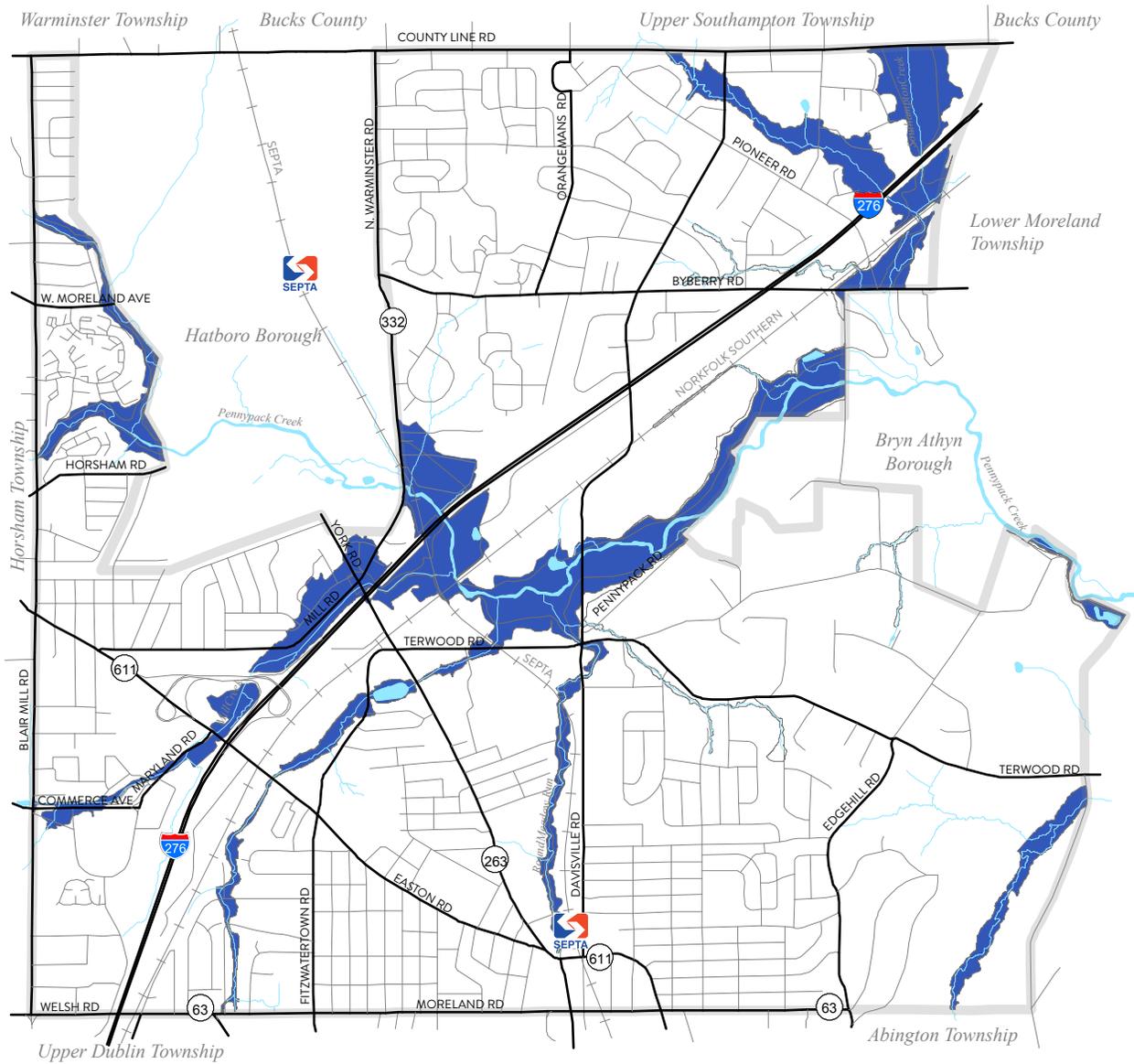
disturbed in the future [See Map 5.4 Potential Riparian Corridors]. MCPC has drafted an ordinance for the township and the township has begun preliminary conversations about such an ordinance. There is a challenge, however, in built-out communities such as those in the eastern part of the county to accommodate such a corridor while ensuring that the regulations do not unduly restrict the rights of property owners—particularly those with small properties or with buildings in or near the corridor. For this reason, the drafted ordinance would not apply to properties smaller than one acre, and/or the width of the regulated corridor would be narrower than those in rural and less built-out areas.

A good example of riparian corridor restoration in a stream corridor constrained by built conditions is located in Veterans Memorial Park along Round Meadow Run,

a tributary of the Pennypack Creek. The width of the buffer is constrained by land developments near the stream; however, the township helped compensate for the narrow corridor width by the intensity of plantings and restoration of the banks.

Floodplains And Flooding

Floodplains and wetlands are also important elements of Upper Moreland's hydrology. About 10%, or 0.75 square miles, of the township is within a FEMA (Federal Emergency Management Agency) flood zone, where there is a 1% annual chance of flooding. These areas are primarily concentrated around lower elevations adjacent to the Pennypack and Southampton Creeks.

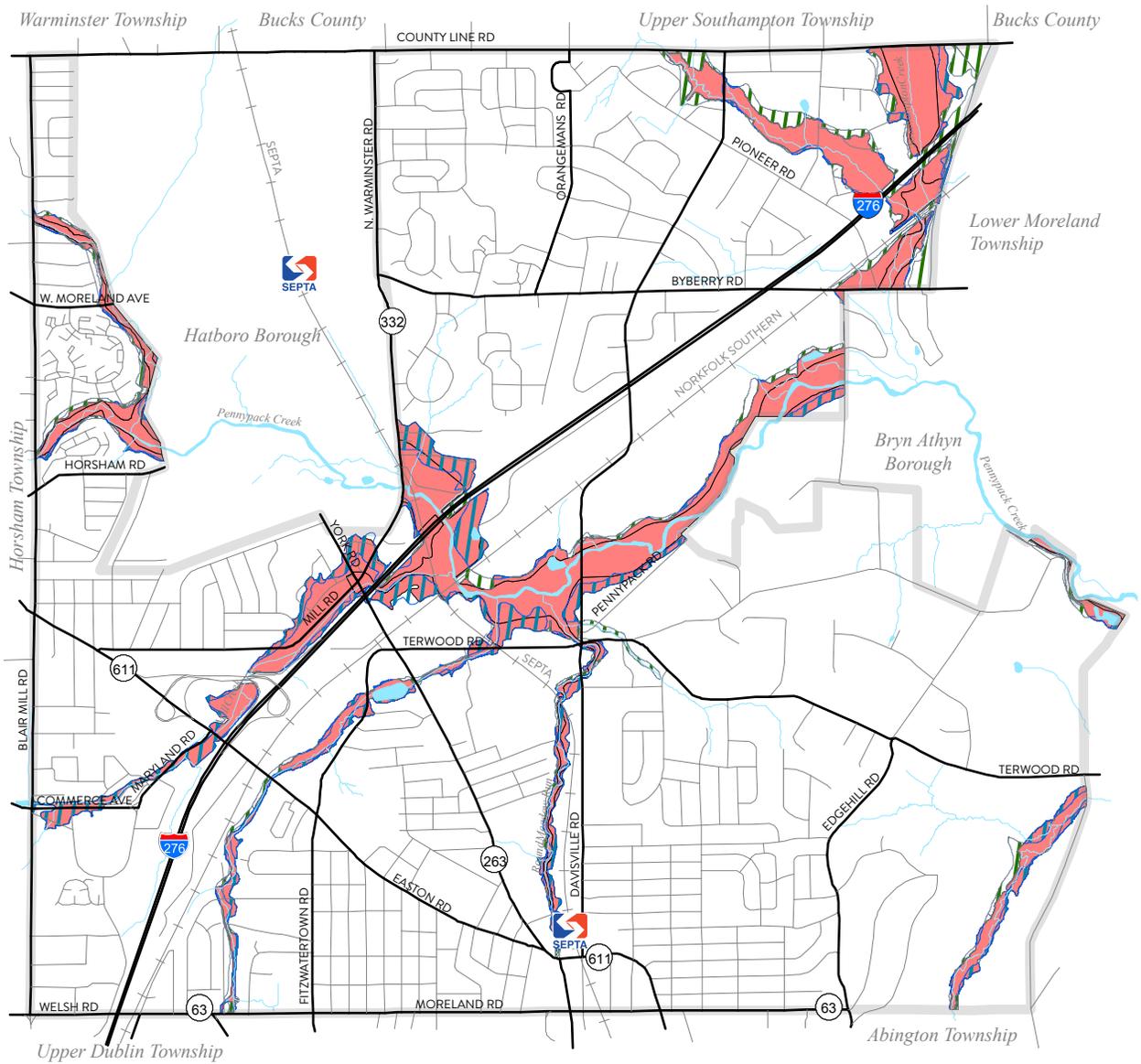


 FEMA Floodplain 2016

Upper Moreland Township
MONTGOMERY COUNTY, PA



MAP 5.6 FEMA 2000-2016 FLOOD ZONE CHANGES



- 2016 Flood Zone
- 2000 Flood Zone Removed in 2016
- New Flood Zone Added in 2016

Upper Moreland Township
MONTGOMERY COUNTY, PA



Flood Zone Mapping

Flood zone maps are periodically updated for all communities across the U.S. that participate in the National Flood Insurance Program (NFIP) as new or improved flood zone mapping data becomes available. Improved data typically comes from a FEMA-led study (or restudy) of flood hazards, or from information collected at the local level that is then submitted to FEMA.

In 2016 all Montgomery Counties adopted updated flood zone maps. Map 5.5 FEMA 2016 Flood Zone shows the flood zone map that the township adopted in 2016. Map 5.6 FEMA 2000-2016 Flood Zone Changes, shows how the 2016 map changed from the year 2000 map. The green hatched areas were considered within the 1%-annual-chance flood zone in 2000 but were removed from the map in 2016, while the blue hatched areas were newly added in 2016.

The flood zone around the Pennypack Creek, near the Turnpike, was expanded in 2016 while several areas around Southampton Creek, near the Bucks County border, were removed.

Flooding is the most common natural hazard in Montgomery County, especially in Upper Moreland where it has led to property damage and even loss of life. It is important that the township regulate development in and around the floodplain to protect public safety, prevent the loss or damage of structures and minimize disruption to peoples' lives.

Many areas of Upper Moreland's floodplains are also designated wetlands, or areas where water covers the soil or is present at or near the soil. Wetlands are also often found where hydric soils exist; see Soils below for more information on soil types. Wetlands support both terrestrial and aquatic species and play an important role in flood mitigation and improving water quality; their preservation is important to Upper Moreland's ecosystem.



Photo Credit: David Robertson, Pennypack Ecological Restoration Trust.

Topography And Steep Slopes

Topography is shaped by environmental influences like geology and erosion, and it is an important physical characteristic of any community. Like other physical environmental factors, changes in elevation can influence both our built and physical environment. Topography is usually expressed as a percentage of slope, or by dividing the vertical elevation change by a specified horizontal distance. Steep slopes are found when there is a dramatic change in elevation over a shorter distance; typically a 15% slope or greater is considered “steep”. Steep slopes are considered environmentally sensitive areas because they are more prone to erosion and landslides. Topsoil depth generally decreases as slope percentage increases, as does the soil’s ability to support structures and vegetation. To protect steep slopes from vegetation removal and other disturbances which may lead to soil loss and even the loss of structures, municipalities often limit development or redevelopment on steep slopes (especially on “very steep slopes”—or slopes of 25% or greater). This is typically done by

regulating the uses and levels of land disturbance that are permitted in these areas. In Upper Moreland, certain activities on slopes of 8% and above are regulated in the township code.

Most steep slopes (covering 818 acres total) in the township are between 15-25%, or “moderate” slopes, though limited areas within the Pennypack Ecological Restoration Trust and the Huntingdon Valley Country Club are steeper at 25-60%. Approximately 16% of the township’s land is covered by steep slopes (see Map 5.8 Steep Slopes). Steep slopes are otherwise most prevalent in a large area northeast of the municipal boundary with Abington Township, southeast of Davisville Road and southwest of Terwood Road. Other concentrations of steep slopes include an area at the Blair Mill Village East apartments off of Blair Mill Road, and another between Pennypack and Huntingdon Roads near Bryn Athyn. One of the most visible steeply-sloped areas can be seen while driving into downtown Willow Grove on Route 611 as it passes Summit Avenue.

Soils

Soils are influenced by environmental factors such as depth to bedrock or groundwater, the types of rocks in the area and mineral composition. These factors can change a soil's color, texture, fertility, permeability and erodibility. In turn, soils directly influence stormwater runoff or infiltration, surface and groundwater quantity and quality, plant and wildlife diversity, erosion rates, and the aesthetics of a landscape.

The map on the right shows where hydric soils exist in the township. These soils can have environmental and development ramifications. **Hydric soils** often indicate the presence of wetlands or semi-wet soils that can be found in low-lying areas; examples of both are found in Upper Moreland. The wetness and poor permeability of

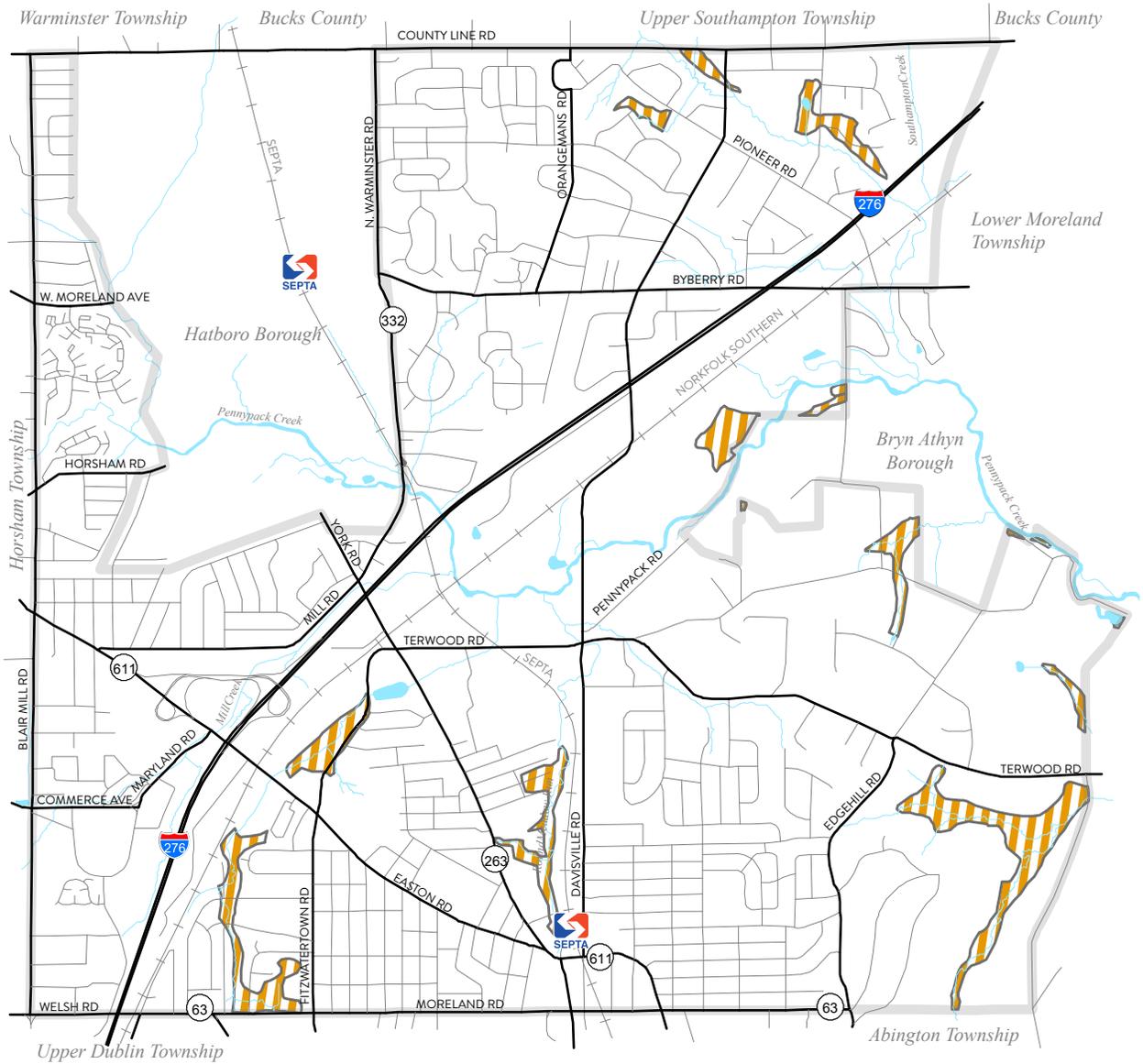
hydric soils often limits development potential and can make on-lot sewage disposal systems a challenge for developers because of the soil's poor drainage. However, the majority of the township is served by a sewer system, so generally this is not an issue.

Woodlands And Tree Cover

The townships' woodlands are shown in Map 5.10. These areas are predominantly located along the Pennypack Creek and its tributaries. Some of these areas were preserved permanently by virtue of being part of a park or land owned by the Pennypack Ecological Restoration Trust. Some are at least temporarily preserved as part of institutional properties, like those at the Huntingdon Valley Country Club. One of the



Photo Credit: David Robertson, Pennypack Ecological Restoration Trust.

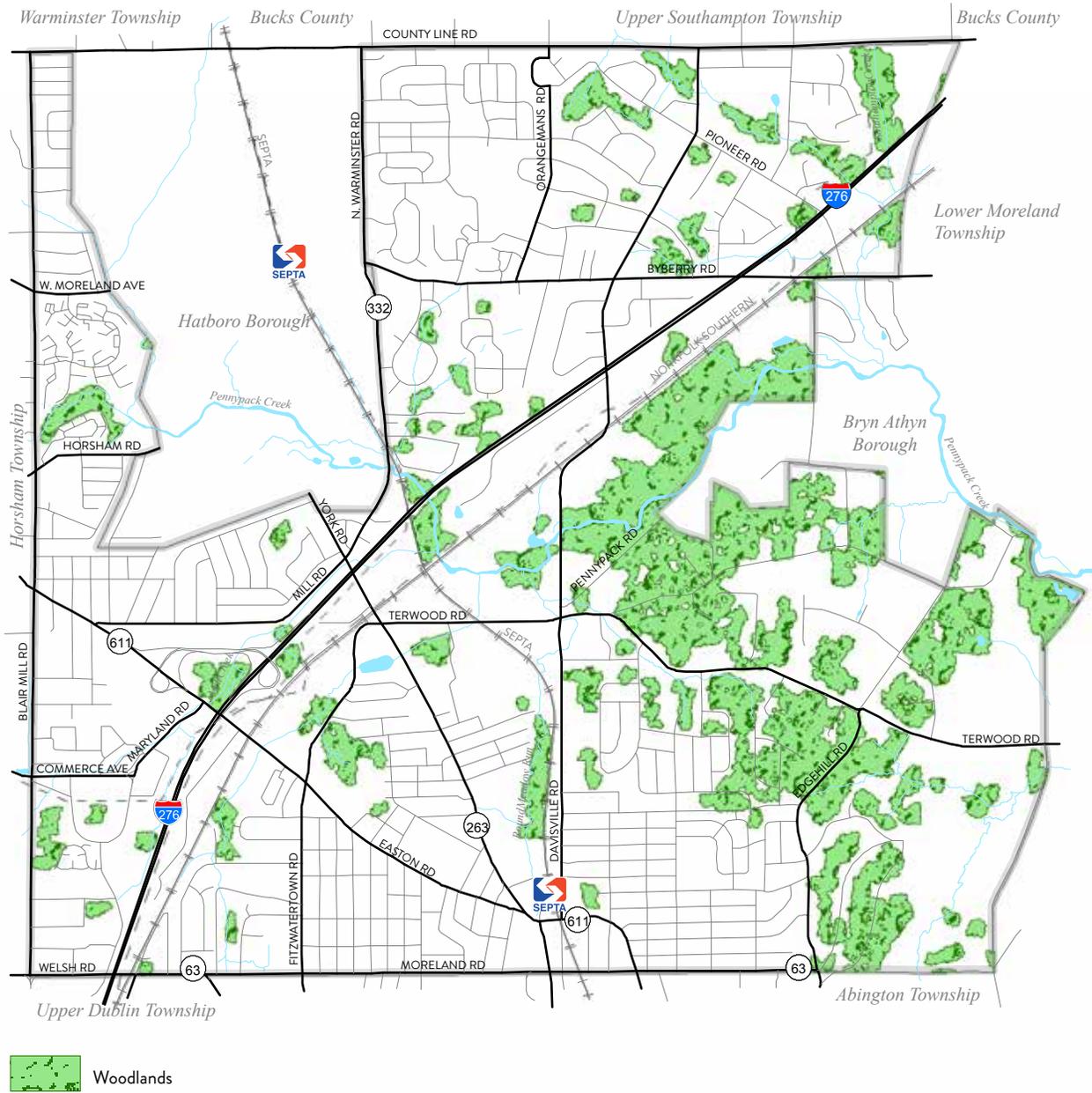


Soils

 Hydric Soils

Upper Moreland Township
MONTGOMERY COUNTY, PA





Upper Moreland Township
 MONTGOMERY COUNTY, PA



largest contiguous areas of woodlands is located along the Pennypack Creek, from the former Willow Grove Day Camp (YMCA site) to the west to Masons Mill Park and the township's boundary with Bryn Athyn Borough to the east. Woodlands are valuable landscapes because they help to:

- Reduce soil erosion;
- Clean the air;
- Serve as wind breaks;
- Provide natural habitat for plants and wildlife (including areas for wildlife to seek cover, forage in and use during migration);
- Filter groundwater runoff to the Pennypack Creek, Southampton Creek, and Sandy Run; and
- Provide areas for recreational trails and help contribute to the scenic beauty of the township.

Map 5.11 Tree Cover shows tree density and height in Upper Moreland. Not surprisingly, areas of greater tree density and height are consistent with the township's woodland areas. Both maps clearly show one of the most important functions of the Pennypack Ecological Restoration Trust – to help protect natural landscapes from threats of development or other disturbances. Some of Upper Moreland's oldest and tallest trees can be found on this protected land. Map 5.11 Tree Cover also shows how tree cover is distributed across Upper Moreland's residential neighborhoods; gaps on the map may indicate areas where future tree plantings should be focused.

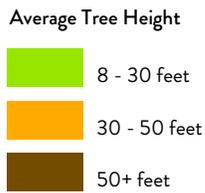
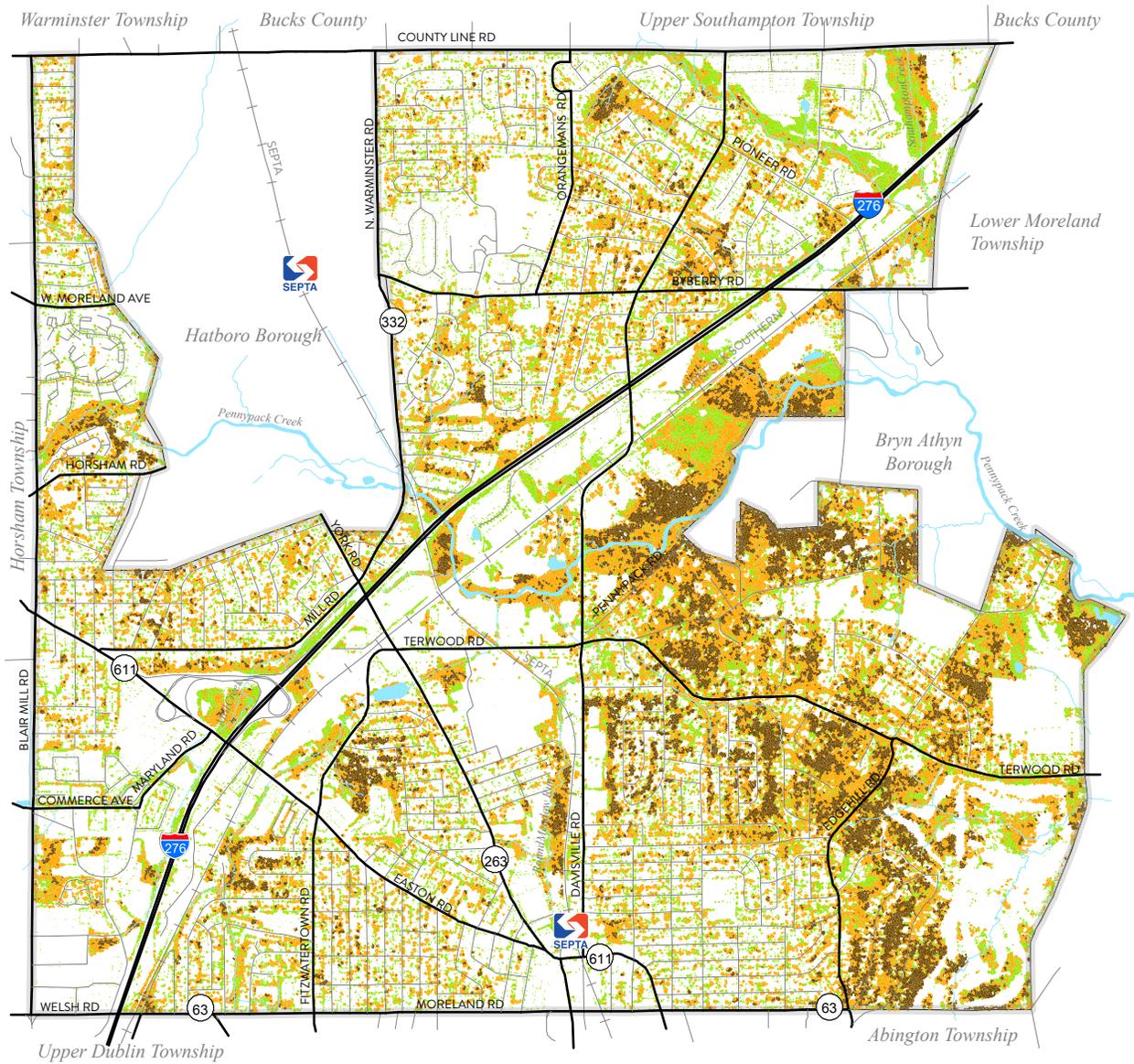
The Emerald Ash Borer

The Emerald Ash Borer, *Agrilus planipennis* Fairmaire, originates from Asia. The larvae of this metallic green beetle feed exclusively on the inner bark of ash trees, damaging the trees to such an extent that most are killed within three to five years after infestation. It was first discovered in Pennsylvania in 2007, first discovered in Montgomery County in 2013, and is now present in Upper Moreland.

Communities across Pennsylvania are losing significant numbers of ash trees to the beetle. Quarantines have been issued in communities across the region as local groups and agencies do their best to educate residents, prevent the spread of the Emerald Ash Borer, and limit the loss of trees as much as possible. The Emerald Ash Borer has been identified in Upper Moreland and has become a more serious problem in densely wooded areas like the Pennypack Ecological Restoration Trust (PERT), where large concentrations of ash trees are vulnerable to infestation.

The extensive damage caused by this pest to a specific species of tree highlights the importance of species diversity in vegetated areas. Many municipalities in the region recognize that greater species diversity helps to protect planted areas from being completely damaged or destroyed when a pest or a disease is introduced and therefore have included minimum plant species diversity requirements in their municipal code accordingly. In Upper Moreland, subdivisions and land developments are subject to planting requirements set forth in the Subdivision and Land Development Ordinance (SALDO). The SALDO currently has some requirements limiting monocultural plantings and thus encouraging diversity of species. These requirements should be made even stronger.

More information about the Emerald Ash Borer in Pennsylvania can be found at www.dcnr.pa.gov, (search for key words "emerald ash borer")



Upper Moreland Township
MONTGOMERY COUNTY, PA



Vegetation And Wildlife

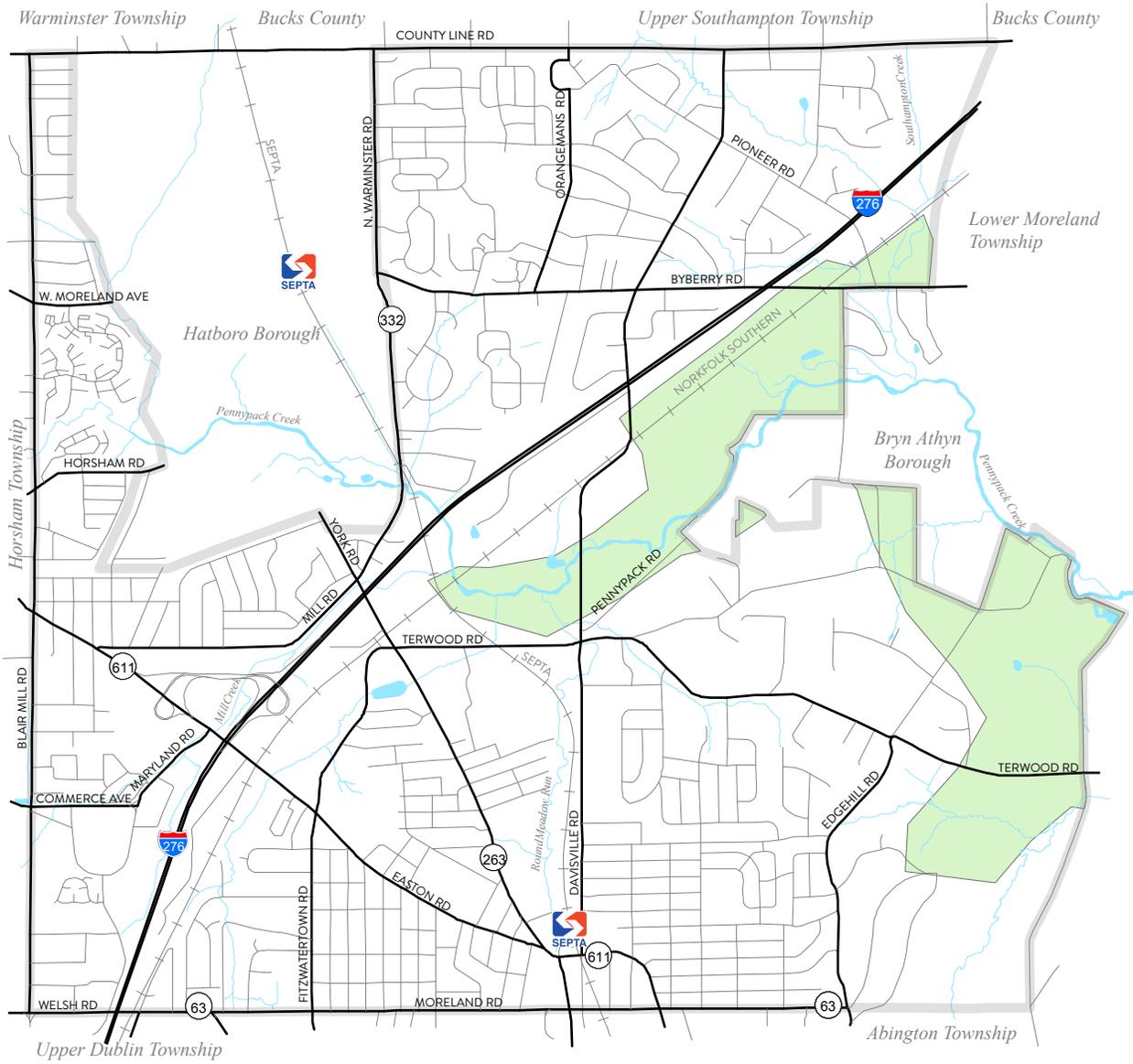
Conservation Landscapes

In the last *Natural Areas Inventory Update*, MCPC identified numerous “conservation landscapes” where significant areas of open space remain. These include large forested tracts, stream corridors, wetlands, known sites of rare plants and animals and areas of high natural biodiversity. The conservation landscape that includes part of Upper Moreland is called the “Pennypack Conservation Landscape” and is located in the eastern portion of the township. This includes lands protected by the Pennypack Ecological Restoration Trust and park land.

This conservation landscape includes numerous valuable resources:

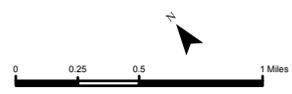
- A recently expanded Important Bird Area (IBA). This is an extension of the “Fairmount Park and Benjamin Rush State Park Important Bird Area,” which includes areas in Fairmount Park in Philadelphia and extends into Montgomery County along the Pennypack. The portions of the IBA in Upper Moreland abut Bryn Athyn and Lower Moreland. In 2007, it was noted that the Pennypack Creek IBA provides important habitat for the Belted Kingfisher, Warbling Vireo and Louisiana Water thrush. It is also the site of a previously unknown population of Log Fern (a proposed PA endangered species).
- The Pennypack Creek and its aquatic habitat.
- Floodplains, critical for attenuating stormwater flows.
- Wetlands critical for amphibian populations.
- Vegetation. Different forest characteristics exist depending on proximity to the creek. Mixed-oak forest predominates in the Conservation Landscape, but species such as sycamore, box elder and others predominate closer to the creek. Shrub species include blueberry, maple-leaf viburnum and others, with Jacob’s Ladder and other species present in the spring.

The full *Natural Areas Inventory Update* can be found here: <http://www.montcopa.org/DocumentCenter/View/3266>



 Pennypack Creek
Conservation Landscape

Upper Moreland Township
MONTGOMERY COUNTY, PA



Bird Town

A few years ago, Upper Moreland became a certified “Audubon Bird Town”. This program, managed by Pennsylvania Audubon, encourages residents to preserve, create and serve as stewards of an environment supportive of the bird population. As of 2014, Upper Moreland was one of only seven municipalities in the county to achieve Bird Town certification.



UpperMoreland2040 Theme: Community Identity

This plan’s Vision defines “Community Identity” by including “greening of the public realm.” Examples of how these recommendations will support this theme and greening include but are not limited to:

- Promoting the Bird Town Program, which encourages creation and preservation of green habitats supportive of birds.
- Ensuring that any future open space acquisitions consider habitat value of the properties.

TABLE 5.1 WILDLIFE DIVERSITY OF THE PENNYPACK CONSERVATION LANDSCAPE.
SPECIES SHOWN HERE ARE PRESENT ON THE LANDS OF PERT.

BREEDING BIRDS OF THE PENNYPACK ECOLOGICAL RESTORATION TRUST			REPTILES & AMPHIBIANS OF THE PENNYPACK ECOLOGICAL RESTORATION TRUST
CONFIRMED BREEDERS	Barn Swallow	PROBABLE BREEDERS	SALAMANDERS
Canada Goose	Carolina Chickadee	Green Heron	Redback salamander
Mute Swan	Tufted Titmouse	Willow Flycatcher	Northern two-lined salamander
Wood Duck	White-breasted Nuthatch	White-eyed Vireo	Spotted salamander
Mallard	Carolina Wren	American Crow	FROGS AND TOADS
Wild Turkey	House Wren	Brown Thrasher	Green frog
Coopers Hawk	Blue-gray gnatcatcher	American Redstart	Bullfrog
Red-tailed Hawk	Eastern Bluebird	Louisiana Waterthrush	American toad
Kestrel	Veery	Hooded Warbler	Spring peeper
Kildeer	Wood Thrush	POSSIBLE BREEDERS	Pickerel frog
Rock Pigeon	Gray Catbird	Ring-necked Pheasant	TURTLES
Mourning Dove	Northern Mockingbird	Great Blue Heron	Eastern painted turtle
Yellow-billed Cuckoo	European Starling	Turkey Vulture	Red-eared slider
Great horned Owl	Cedar Waxwing	American Woodcock	Eastern box turtle
Chimney Swift	Yellow Warbler	Black-billed Cuckoo	Redbelly turtle
Ruby-throated Hummingbird	Ovenbird	Eastern Screech Owl	Snapping turtle
Belted Kingfisher	Common Yellowthroat	Pileated Woodpecker	SNAKES
Red-bellied Woodpecker	Scarlet Tanager	Yellow-throated Vireo	Eastern garter snake
Downy Woodpecker	Eastern Towhee		Northern water snake
Hairy Woodpecker	Chipping Sparrow		Northern brown snake
Northern Flicker	Field Sparrow		Northern ringneck snake
Eastern Wood Peewee	Song Sparrow		
Acadian Flycatcher	Swamp Sparrow		
Eastern Phoebe	Northern Cardinal		
Great-crested Flycatcher	Indigo Bunting		
Eastern Kingbird	Red-wing Blackbird		
Warbling Vireo	Common Grackle		
Red-eyed Vireo	Brown-headed Cowbird		
Blue Jay	Orchard Oriole		
Tree Swallow	Baltimore Oriole		
Northern Rough-winged Swallow	House Finch		

Source: NAI Updated, 2007 (MCPC)



Upper Moreland Township Environmental Advisory Council (EAC).

The Upper Moreland EAC was formed in 2008 by the township Board of Commissioners as an advisory council. The EAC's primary roles are:

- To educate Upper Moreland residents about environmental issues in the township,
- To act as stewards of the township's natural resources and open space areas and to encourage others to do so, and
- To advise the Board of Commissioners on policy decisions relating to the management of open space and environmental resources.

One of the EAC's functions in Upper Moreland is to promote the planting of trees and organize volunteers to help with plantings in specified areas of the township throughout the year. Some members of the EAC receive training from the Pennsylvania Horticultural Society (PHS) on proper tree planting and maintenance through the Tree Tenders program. Participation in the Tree Tenders program enables the EAC to receive trees at a discounted rate from PHS, which helps facilitate more tree plantings throughout the township than would otherwise be financially possible.

Recommendations

Natural resources should be protected through a combination of open space protection (through acquisition or easements—see Parks, Trails & Open Space chapter for more information), regulations (environmental conservation ordinances) and through education and advocacy. Examples of education and advocacy include promoting programs such as Bird Town and holding park or stream cleanups, which the township has done and should continue to do.

- 5A. Promote the existing Bird Town program, sponsored by Audubon's Pennsylvania chapter, to encourage homeowners to join the program and to create environments supportive of birds and bird habitats.
- 5B. Add environmental education signage at appropriate locations throughout the township. Signage along trails and in other parks should be considered as well. Signs would educate park and trail users about the township's environmental resources, threats (such as invasive or nonnative species, suburban sprawl, deer overpopulation and threatened species) and ways that the community can become involved in protecting the natural environment in Upper Moreland.
- 5C. Continue and expand environmental partnerships with students (for stream cleanups, tree plantings, or tree tending) to educate younger generations about environmental issues. The EAC should consider partnering more closely with the environmental education programming that the Upper Moreland Township School District currently offers, like the annual Envirothon.
- 5D. Determine habitat value for potential township acquisitions. When considering potential future land acquisition by the township for parks or open space, the habitat value of the property should be carefully considered.
- 5E. Update the existing Steep Slope Conservation District to:
 - a. Create a limited list of uses to be permitted on steep slopes, such as an outdoor nursery or passive recreation.
 - b. Require conservation easements that will protect steep slopes.

- c. Eliminate the minimum lot area expansion while keeping the limitation on disturbance to be more consistent with steep slope zoning best practices and to be more realistic for landowners.

5F. Enhance requirements for native plant species and biodiversity as part of the township’s current review of planting standards in the Subdivision and Land Development Ordinance (SALDO). This will increase the ecological value of required plantings in the future and will help resist against disease and pests.



Enhancing requirements for native plant species and biodiversity is one of the recommendations



Environmental education is one of the natural resources chapter’s recommendations.

Photo Credit: David Robertson, Pennypack Ecological Restoration Trust

 **UpperMoreland2040**
Theme: Sustainability

Examples of how these recommendations will support the plan’s Sustainability theme include but are not limited to:

- By promoting environmental education. Specifically, the township plans to do this by:
 - Environmental education (adding environmental education signage to sensitive natural areas and areas of environmental restoration).
 - Expanding on its partnership with students for environmental stewardship projects.
 - Promoting native plant species and biodiversity.



Photo Credit: David Robertson, Pennypack Ecological Restoration Trust





6

Infrastructure and Stormwater Management

Introduction

Stormwater Management

Past Plans

Issues

Accomplishments

Other Infrastructure

Water System

Sewage Facilities

Major Utility Corridors

Conclusion

Recommendations



Residential Neighborhoods
and Living Options



Robust and
Diverse Economy



Arts & Recreation
Opportunities



Community Identity



Sustainability

The icons shown in bold, above, represent the plan's themes that have a strong relationship with this chapter.

Introduction

Efficient and dependable stormwater management and infrastructure are vital to public health and safety. Serious flooding can and has occurred in multiple parts of the township. For this reason, the township is closely attuned to the problem, and has completed numerous stormwater management plans in recent years. This chapter will highlight key findings from the studies and review the status of the township's numerous stormwater initiatives. It will also review the public water and sewer infrastructure and planned future expansion.

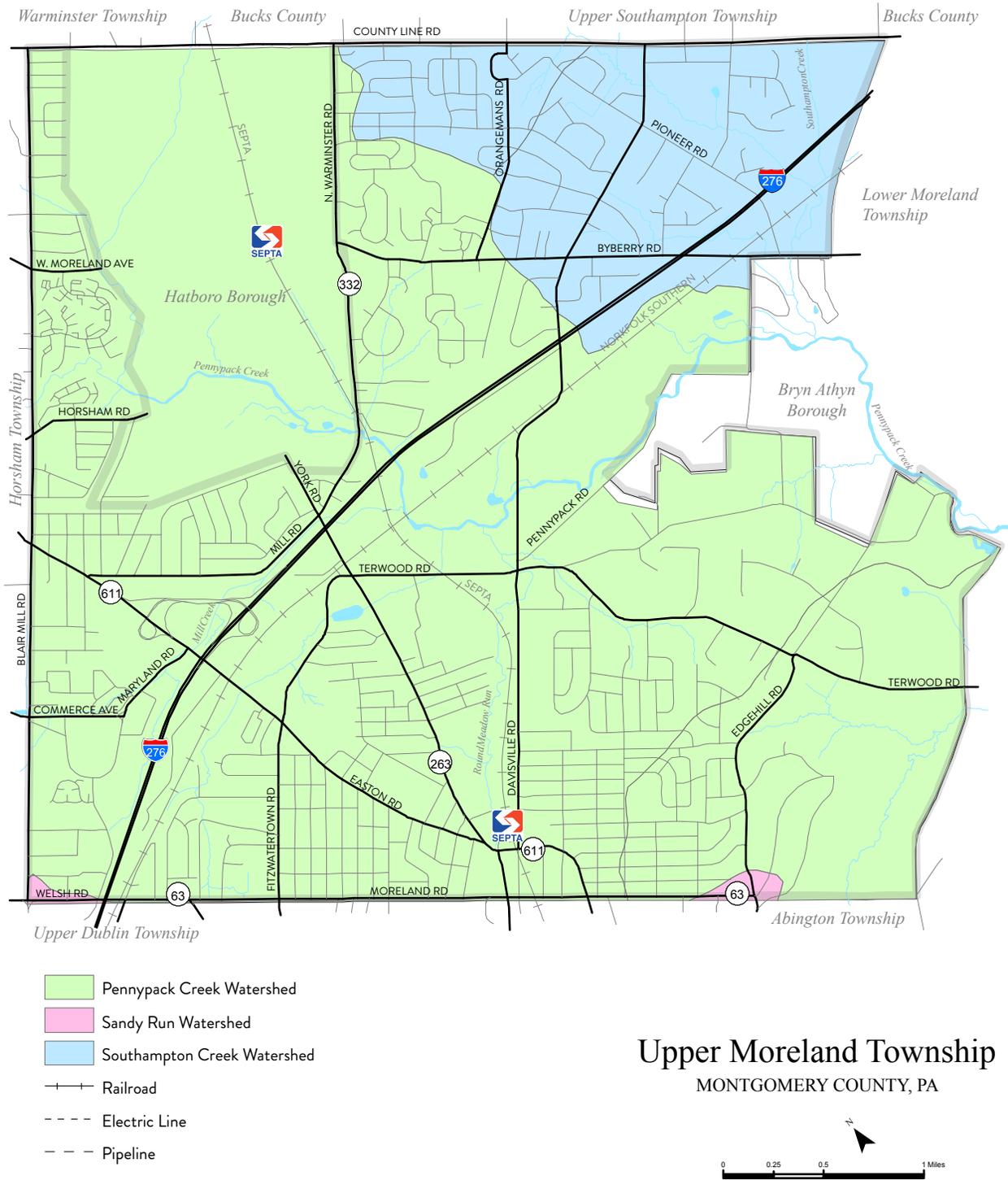
Stormwater Management

Most of the township (99.45%, according to the Pennypack Stormwater Management Plan) is drained by the Pennypack Creek (this includes the Southampton Creek, a tributary of the Pennypack). The remainder is drained by the Sandy Run [see Watershed map].



The township uses the land development process to improve the township's stormwater management techniques. These images show stormwater management measures, including porous pavement, implemented as part of the recent Thompson Lexus land development, winner of the county's Montgomery Award for Environmental Stewardship.

MAP 6.1 WATERSHEDS



Upper Moreland Township
MONTGOMERY COUNTY, PA

Note: Sandy Run is part of the Wissahickon Watershed

Past Plans

The township has completed or contributed to relevant municipal and multimunicipal plans that have addressed stormwater management and flooding. These include:

- The 2006 Open Space Plan: Upper Moreland
- Pennypack Creek Watershed Act 167 Plan (2012)
- Wissahickon Creek Watershed Act 167 Plan (2014)
- MS4 Southampton Creek and Wissahickon Creek TMDL (Total Maximum Daily Load) Strategy
- [Upper Moreland] Stormwater Management Improvement Implementation Plan (2013).

Pennsylvania's Act 167 (the PA Stormwater Management Act of 1978) requires counties to plan for stormwater management for each watershed in the county on a watershed basis. Following is the stormwater management plan for the *Pennypack: (Pennypack Creek Watershed Act 167 Plan (2012))*: www.phillywatersheds.org, keywords: "act 167 pennypack." The study (see "Impervious Cover" on p.84) shows the amount of impervious coverage in the Pennypack Creek Watershed, by sub-basin. Four of the sub-basins

in the eastern part of the township (PERT, Masons Mill Park, Huntingdon Valley C.C. area) have less than 25% impervious coverage, but two (one in downtown Willow Grove and one in the Maryland Road- Computer Drive--Willow Grove Pointe Shopping Center Area) have more than 50% impervious coverage. Another finding of the study was that there are 82 acres of land in Upper Moreland requiring riparian buffers. The areas that would most benefit from the buffers are Round Meadow Run and the Southampton Creek (see also Riparian Buffer Analysis map prepared by MCPC and the Heritage Conservancy in 2012, p.17).

Sandy Run Creek, which drains two small portions of the township along the boundary with Upper Dublin and Abington, is part of the Wissahickon Creek watershed [see *Sandy Run Creek Watershed Conservation Plan* (2001), www.planning.montcopa.org, keywords: "sandy run"]. Following is the *Wissahickon Creek Watershed Stormwater Management Ordinance*: http://www.phillywatersheds.org/sites/default/files2/Introduction_Revised_Nov2014.pdf

Southampton Creek drains some of the northeastern part of the township (generally located to the northeast of Byberry Road). The *MS4 Southampton Creek and Wissahickon Creek TMDL Strategy* establishes a Waste Load Allocation (WLA) for the township (A "TMDL",



Nearly all of the township is located in the Pennypack Creek watershed.

photo credit: David Robertson, Pennypack Ecological Restoration Trust

or “Total Maximum Daily Load”, is the maximum amount of a pollutant allowed in the creek; “MS4” stands for “Municipal Separate Storm Sewer System”). The Strategy also presents a plan to reduce waste loads discharged from the regulated small MS4, consistent with the WLAs in the approved Southampton Creek Watershed TMDL and Wissahickon Creek Watershed TMDL. The plan may be found here: <http://www.uppermoreland.org/inc/documents/12/UMTStrategyPlanDRAFT.pdf>(2016)

A Water Quality Improvement Plan (WQIP) for the Wissahickon watershed is being prepared under the the Environmental Protection Agency’s alternative TMDL policy. Upper Moreland opted out of active participation in the development of the Wissahickon WQIP, due to Upper Moreland having such a minimal portion of that watershed. However, once the plan is approved by the regulatory agencies, the township may have an opportunity to participate in joint stormwater best management practices projects and receive credit towards their MS4 requirements.

In 2013, the Stormwater Subcommittee of the Board of Commissioners, in conjunction with the township Public Works Director and Gilmore & Associates, Inc., the township Engineer, prepared the *Stormwater Management Improvement Implementation Plan*. This plan made numerous recommendations with regards to stormwater management; some of these included identifying and describing areas with stormwater and flooding problems and prioritizing implementation of improvements; identifying priority areas for stormwater management Best Management Practices (BMPs); and identifying partnerships and funding opportunities. The township uses a prioritized list to address flooding problems; these efforts have led to reduced flooding. The Improvement and Implementation Plan can be found here: <http://www.uppermoreland.org/pdf/stormwater/SWM%20Working.pdf>

Key points from the studies listed above are summarized in the “Issues” section that follows.

Issues

Upper Moreland is the site of the Pennypack Creek and several of its tributaries; including many portions of those waterways prone to flooding. Flooding has worsened as development in, and upstream from, the township has intensified. Flooding has been aggravated by climate change, which has led to more severe weather and an increasing frequency of severe storms.



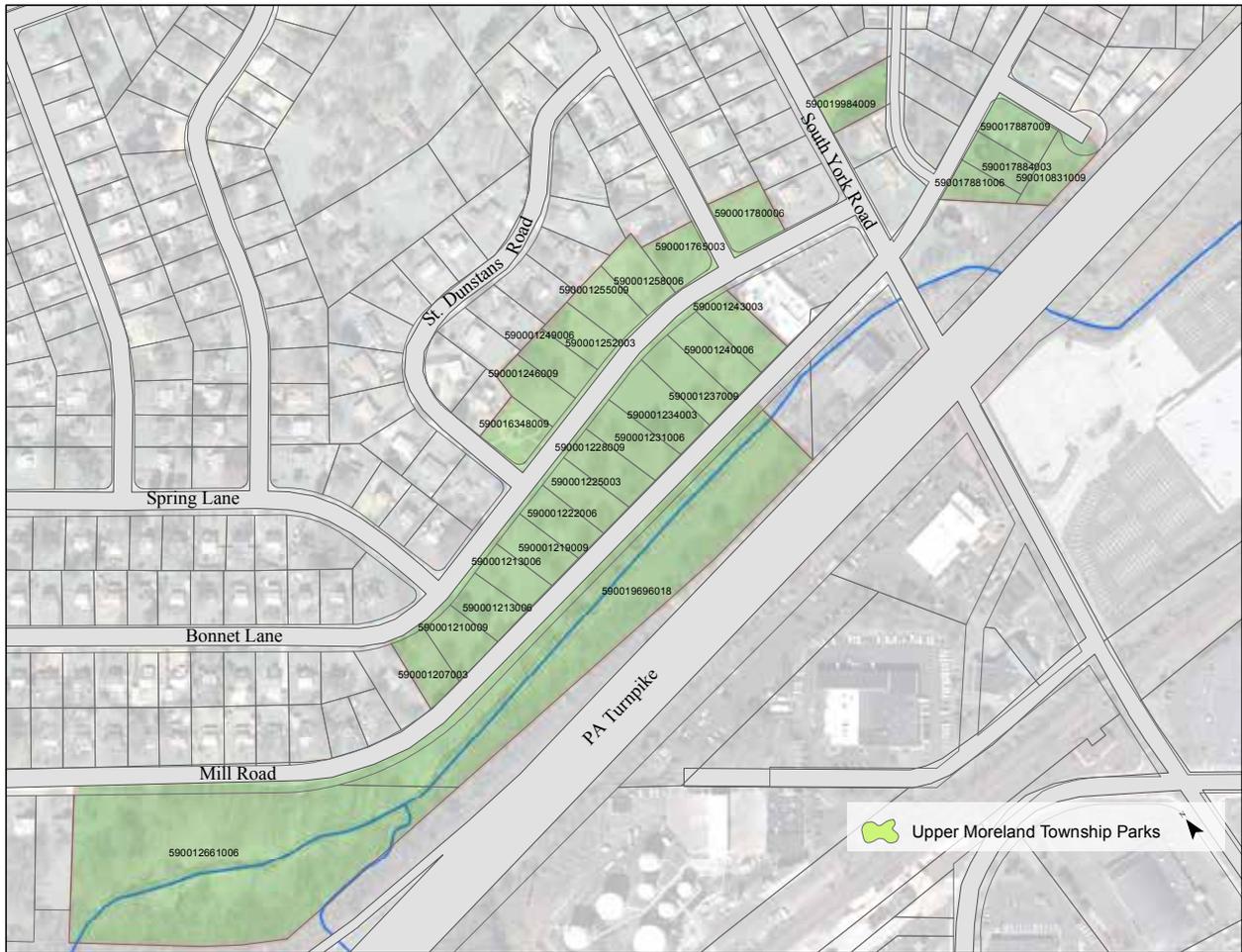
The township used federal funding to acquire land for the preservation of the Mill Creek floodplain.

The township has historically experienced severe flooding problems along Mill Creek. Flooding during Tropical Storm Allison in 2001 was believed to have been the cause of a gas leak and resulting explosion that killed six people at Village Green Apartments off of Warminster Road. The storm resulted in substantial property damage as well. As a result, forty apartments in two buildings near the Pennypack were demolished at Village Green Apartments, with residents relocated to safe accommodations. Numerous other properties were damaged by floodwaters along Mill Creek. As a result, the township used \$7 million in Federal Emergency Management Agency (FEMA) and Army Corps of Engineers funding to purchase over 30 properties along Bonnet and Surrey Lanes within the Mill Creek floodplain and relocate the inhabitants to safe accommodations. After removing the unsafe homes, the township used the land to expand Mill Creek Park.

Based on accounts from township residents and staff, these areas of the township are usually impacted the most by flooding (from most to least severe):

1. Pioneer Road & Byberry Road
2. Davisville Road
3. Wellington Apartments, near Blair Mill Road & Horsham Road
4. Warminster Road & York Road
5. Terwood Road & Davisville Road
6. Warminster Road & Surrey Lane

One area that frequently floods is the Pennypack Creek in the vicinity of Davisville and Terwood Roads, including the site of the former Willow Grove Day Camp and the Upper Moreland YMCA.

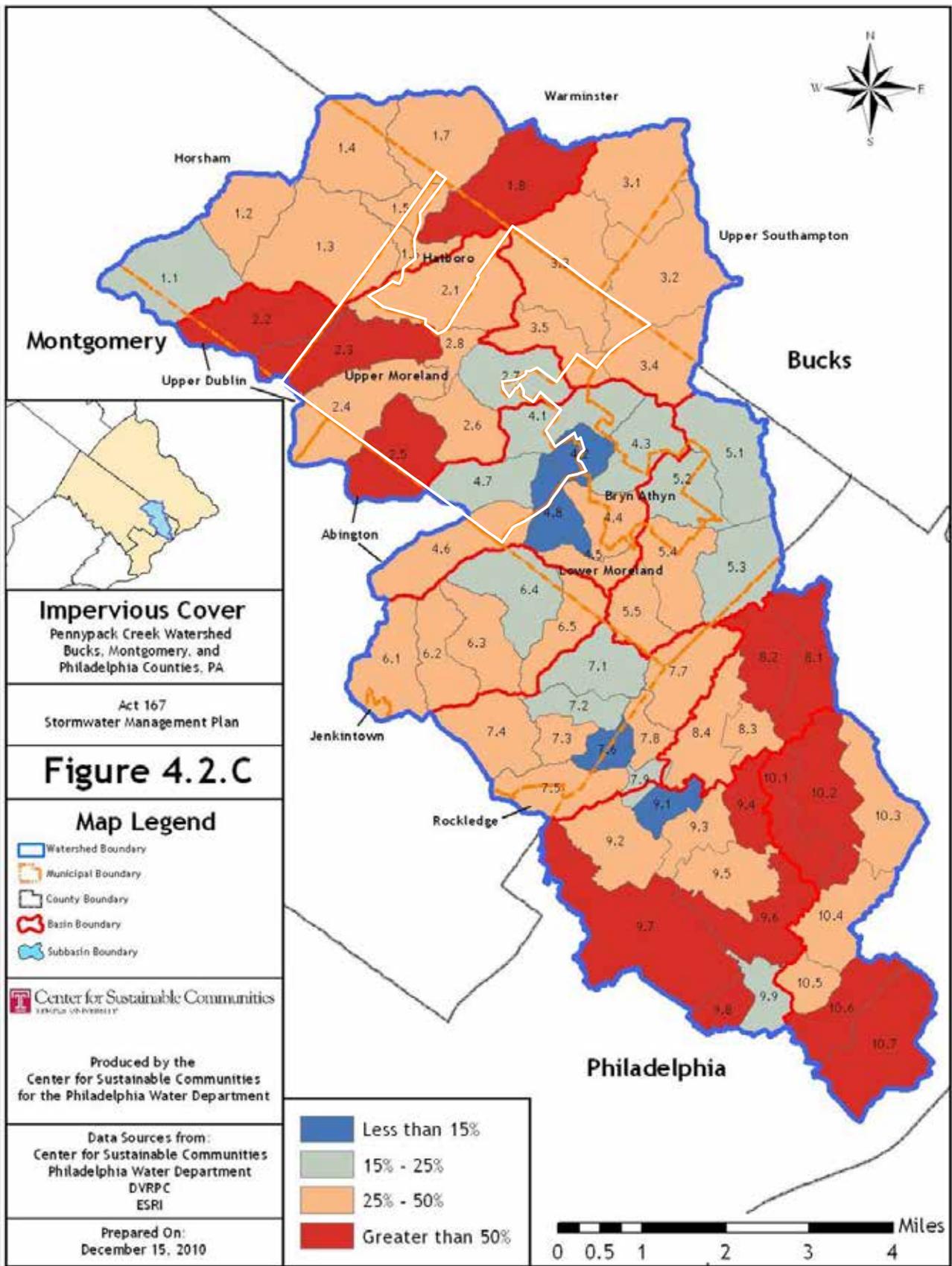


MILL ROAD AND BONNET LANE PARK: Much of the green area shown above was purchased for flood mitigation with funding from the Federal Emergency Management Agency and the U.S. Army Corps of Engineers.



The township's stormwater planning includes a new impoundment basin at Fair Oaks Park.

According to the *Pennypack Creek Watershed Act 167 Plan (2011)*, Upper Moreland had more buildings in the Pennypack Creek floodplain than any other municipality; at the time it had 27 buildings located in the floodway itself. It also had approximately 12 bridges vulnerable to flooding.



Source: Pennypack Creek Watershed Act 167 Plan (2012)

TABLE 6.1 BUILDING FOOTPRINTS IN FLOOD ZONES

Municipality	Building Footprints in Flood Zones		
	Floodway	100-Year	500-Year
Abington	7	22	29
Bryn Athyn	0	5	16
Hatboro	28	80	102
Horsham	17	61	87
Lower Moreland	42	94	117
Upper Dublin	0	4	4
Upper Moreland	27	131	170
Upper Southampton	4	38	54
Warminster	0	8	9
Total	125	443	588

Source: Pennypack Creek Watershed Act 167 Plan (2011)

Accomplishments

In the past 15-20 years the township has been aggressive in making improvements to stormwater management. Many of these efforts involved multimunicipal cooperation, or cooperation with the multimunicipal sewer authority. A few of the more significant accomplishments (as stated in the Stormwater Management Improvement Implementation Plan of 2013) include:

1. Improvements on Public/Utility Land. The township has partnered with the Sewer Authority and Hatboro Borough for streambank stabilization for better filtration of runoff, and to replace a bridge with a wider opening to eliminate localized flooding.



The Pennypack Ecological Restoration Trust owns significant land in eastern Upper Moreland and undertakes tree plantings to improve water quality. On two consecutive days each year, students from Upper Moreland Middle School assist the Trust's staff with tree plantings.

2. Veterans' Memorial Park
 - a. Streambank Restoration. Stabilized about 1,500 feet of streambank, in part with intensive vegetative plantings; acquired Transportation Enhancement grant for funding.
 - b. Created over-size rain garden; Revitalization Grant funding obtained from Montgomery County.
3. Land Development.
 - a. Created Stormwater Management Fund using money raised from land development process.
 - b. Used land development process for streambank restoration and reduction of impervious coverage.
 - c. Created a tree planting fund.
4. Other.
 - a. Ordinances. In 2011 the township enacted numerous changes to its zoning and Subdivision and Land Development (SALDO) Ordinances promoting better stormwater management practices. This was followed by the adoption in 2014 of its stormwater management ordinance and in 2016 of a new floodplain conservation ordinance compliant with newer FEMA standards.
 - b. Tree Planting. The township participated in a committee which planted hundreds of trees upstream of Upper Moreland in Horsham Township; additional tree plantings were completed at Veterans Memorial Park.
 - c. As mentioned previously, the township participated in multimunicipal stormwater management plans resulting in the adoption of Act 167 Stormwater Management Plans for the Pennypack and Wissahickon Creeks.
 - d. The township conducts public education efforts, through numerous means of communication and at its Community Development Committee (CDC) and Environmental Advisory Council (EAC).

Other Infrastructure

Water System

The public water supply in Upper Moreland is provided by Aqua Pennsylvania. As can be seen on the map, most of the township has access to public water. The only areas without access to public water are parks (this includes the farmstead at Farmstead Park), lands of the Pennypack Ecological Restoration Trust (PERT) and low-density residential areas nearby. The Huntingdon Valley Country Club and Huntingdon Valley Christian Academy on Byberry Road are not served by public water as well. Although the north side of Terwood Road is served by public sewer facilities, it does not have access to public water. *MONTCO2040: A Shared Vision*, states that there should be concurrency between public water and public sewer. This prevents what is known as “groundwater mining”, which contributes to depletion of the aquifer by drawing water from the ground which is then sent to sewage treatment plants for treatment and discharge into streams.

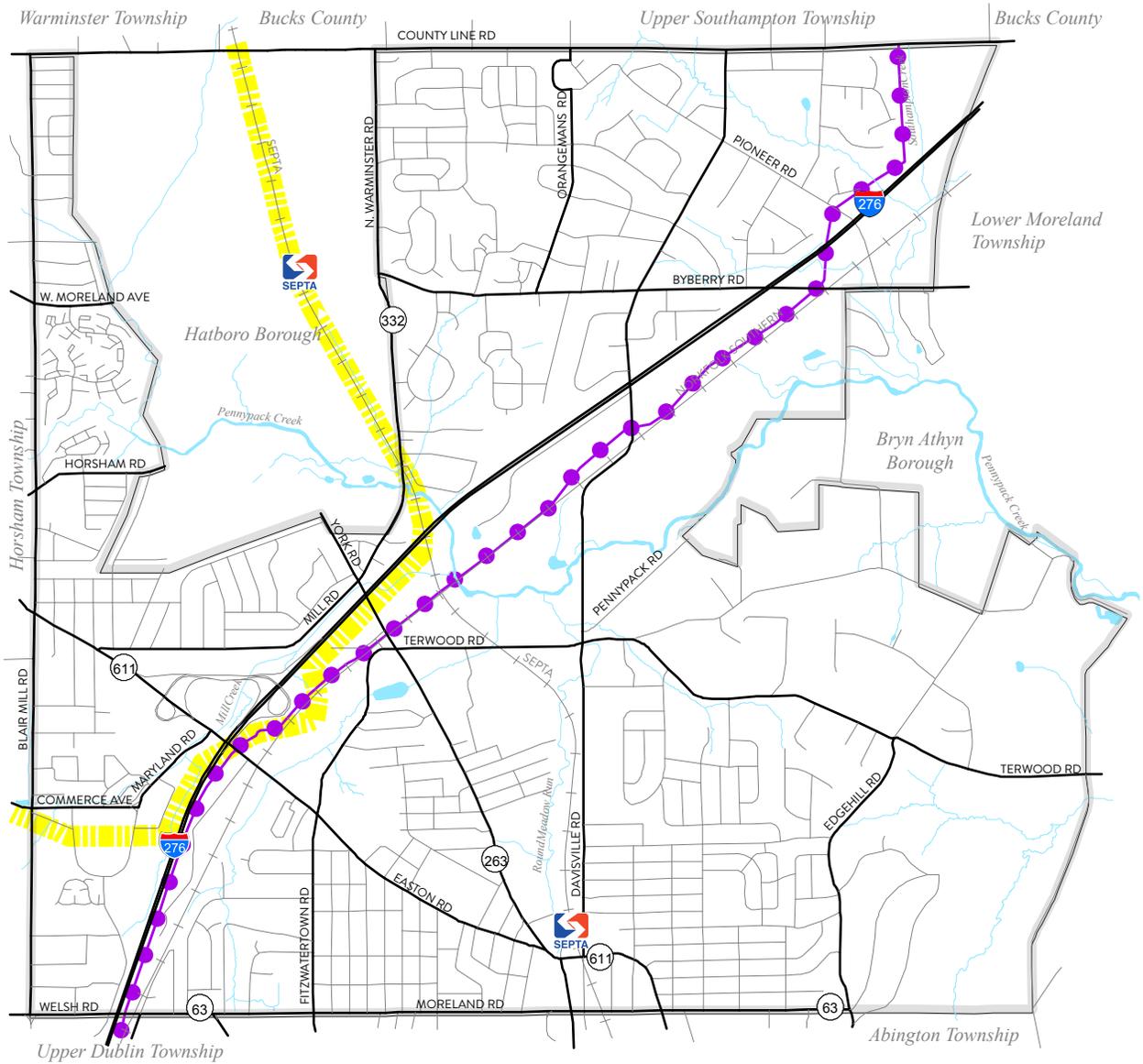
Sewage Facilities

The township’s sewer service is provided by the Upper Moreland-Hatboro Joint Sewer Authority (UMHJSA). The UMHJSA is a good model for a stormwater management authority. In 2016, the Authority announced that it was purchasing new equipment to reduce costs and increase energy efficiency. To learn more about the Authority, see: <http://umhjsa.org/about.html>.



The township worked through the land development process to acquire a declaration of covenant to 365 feet of Round Meadow Run behind the Wawa and Zoe’s Kitchen for the purpose of stream bank stabilization (left).

MAP 6.2 MAJOR POWER LINE AND PIPELINE CORRIDORS

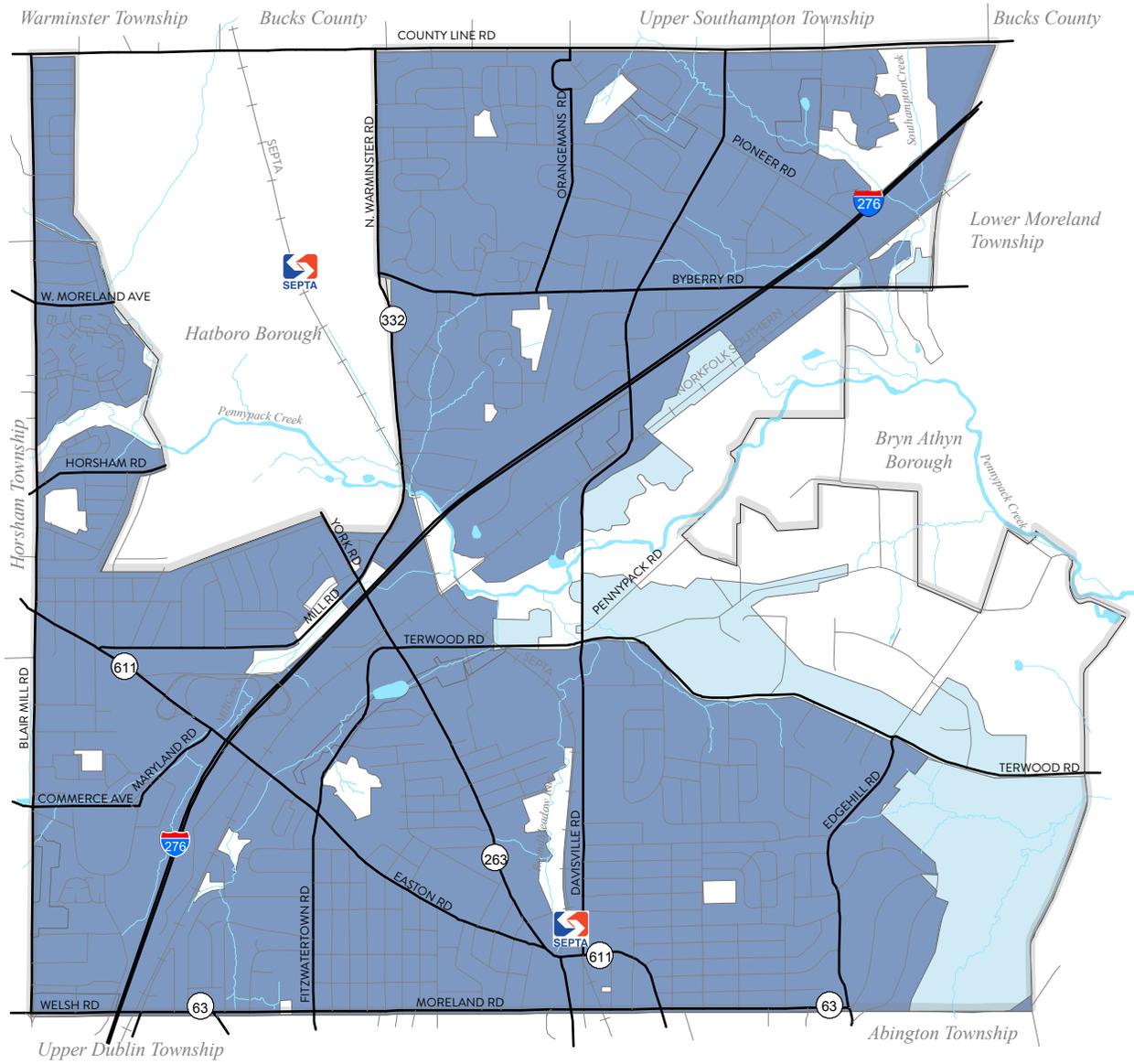


-  Petroleum Pipeline
-  Power Line
-  Railroads

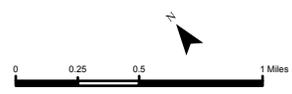
Upper Moreland Township
MONTGOMERY COUNTY, PA



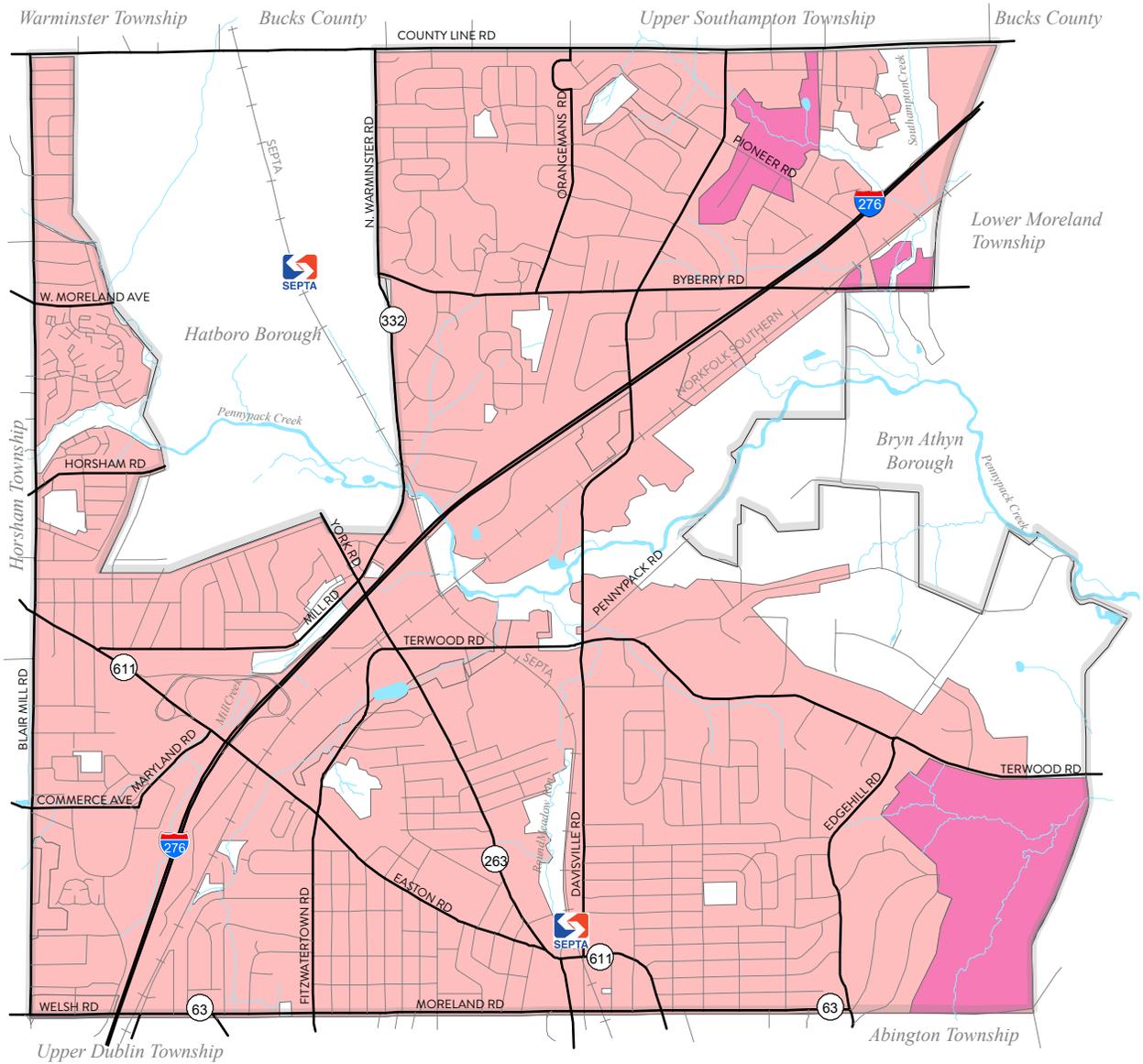
MAP 6.3 EXISTING AND FUTURE WATER SERVICE AREAS



Upper Moreland Township
MONTGOMERY COUNTY, PA

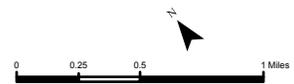


MAP 6.4 EXISTING AND FUTURE SEWER SERVICE AREAS



- Existing Service Area
- Future Service Area

Upper Moreland Township
MONTGOMERY COUNTY, PA





Stormwater management education is one important component of any future Environmental Education Center.

As with access to public water, most of the township has access to public sewer. Exceptions include parks, lands of PERT and low-density residential areas nearby, the Huntingdon Valley Country Club and Huntingdon Valley Christian Academy. There are a small number (approximately five) of homes in the Colony Drive, Pioneer Road and Shoemaker Road area that have access to public water, but do not yet have access to public sewer. Areas along these three roads, Huntingdon Valley Country Club, and the Huntingdon Valley Christian Academy are part of the designated “future service area” for public sewer.

Major Utility Corridors

A major PECO power line corridor traverses the township, running from Horsham Township to Hatboro. Part of the line is located along or near the Turnpike and SEPTA Warminster Regional Rail line. A Sunoco petroleum pipeline also crosses the township. It runs

from Upper Dublin Township to Upper Southampton Township along the Turnpike, the Norfolk Southern Railroad, and Warminster Creek. These provide potential locations for future trails; the township has acquired rights to use a portion of the PECO corridor near Maryland Road for an extension of the existing Power Line Trail.

The public sewer system has adequate capacity to serve development projects in Upper Moreland that are anticipated to be built in the near future. The sewer plant serving Upper Moreland is rated at 7.189 MGD (million gallons per day). 2.15 MGD is allotted to Horsham Township, and the remainder is allocated for service to the collection system servicing Upper Moreland, Hatboro, Bryn Athyn, Warminster, and Upper Dublin (the system serves only small portions of the other townships listed). The average flow over the past two years is approximately 5 MGD.

Conclusion

Upper Moreland has been very active in addressing and managing stormwater issues that have arisen as a result of geography, hydrology and regional development. In the past decade, the township has completed numerous stormwater management studies and plans—from regional stormwater managements and municipal strategies for stream pollution reduction to township stormwater management implementation plans, has upgraded stormwater and related transportation infrastructure, implemented numerous best management practices (BMPs), has used the land development process to achieve stormwater goals, and has modified its ordinances to strengthen environmental and stormwater management regulations. The township can expand its work by adopting a riparian corridor conservation district, creating an environmental education center with a heavy stormwater management component, and expanding some of the excellent work it has done—with streambank restoration, with conversion of built areas back to natural states in strategic areas, and with engaging the township’s youth through education and participatory activities.

Upper Moreland is well-served by public water and sewage systems. Since 1953, it has created and participated in a multimunicipal sewer authority to ensure the greatest possible efficiency and lowest cost.

The township has been a leader in eastern Montgomery County in investigating, initiating and pursuing multimunicipal cooperation in the areas of public utilities and stormwater management. This multimunicipal activity may expand in the future, perhaps through a multimunicipal stormwater management authority, as recommended in previous studies. We urge the township to use this experience as an example for other municipalities in the region, as well as to allow Upper Moreland to expand its experience in multimunicipal cooperation into other areas, such as emergency services, parks & recreation, economic development, and other regional planning initiatives.



The township achieved restoration of the streambank at Round Meadow Run, which flows through Veterans Memorial Park, by obtaining grants and by using the land development process.

Recommendations

- 6A. Streambank Restoration. The township will continue its policy of negotiating intensive streambank restoration through the land development process. Upper Moreland has targeted sites that have flooding issues and/or where development has occurred near the stream. For example, the township accomplished this with the developer of the Wawa and adjacent retail uses to improve the condition of Round Meadow Run in Veterans' Memorial Park, and the township did the same with Abington Jefferson Hospital in the land development process for the Asplundh Cancer Pavilion along Mill Creek.
- 6B. The township will continue to implement the *Upper Moreland Township Stormwater Improvement Implementation Plan* (2013). In this plan, the township recommends numerous implementation actions to improve stormwater management. These include:
- a. Prioritization of future stormwater basin sites. The plan recommends numerous areas for future retention basins. The five potential locations that ranked highest were:
 - Blair Mill Elementary School
 - Fair Oaks Park (In 2018 the township received \$195,000 in funding from the MONTCO2040 Implementation Grant program for this project)
 - Hatboro Little League Fields
 - Hatboro Memorial Park (the location is upstream, in Hatboro; a basin there helps manage stormwater downstream, in Upper Moreland; the park is owned by Horsham Township)
 - North Willow Grove Park

The report suggests that the basins should utilize best management practices (BMPs); at a minimum, they should be naturalized with vegetation to maximize impacts on water quality.

Note: Although it was not ranked highest, one of the locations examined has the potential to enhance the gateway to Upper Moreland. This is the area within the loop created by the PA Turnpike ramp at the Willow Grove interchange along a branch of the Pennypack Creek. The plan notes that the basin could be designed with appropriate native plants. MCPC will ensure that future dialogue with the Turnpike Commission includes discussion of this concept.

The Upper Moreland-Hatboro Joint Sewer Authority: A Multimunicipal Success Story

Source: UMHJSA web page (<http://umhjsa.org/about.html>)

The Upper Moreland-Hatboro Joint Sewer Authority (UMHJSA) has served as a successful example of multimunicipal cooperation for over 60 years. As the UMHJSA web page states, "The Authority was founded through the joint action of the Upper Moreland Board of Commissioners and the Hatboro Borough Council in 1953 to own, construct, and maintain the sanitary sewerage system. The UMHJSA acts under the provisions of the Municipalities Authorities Act of 1945, approved May 2, 1945, P.L. 382, as amended and supplemented, of the Commonwealth of Pennsylvania, pursuant to the ordinances of the Borough of Hatboro Council and the Commissioners of Upper Moreland Township." The plant receives sewage from other municipalities (see below) under the terms of inter-authority agreements.

The UMHJSA also serves the eastern tip of Horsham Township, the northern tip of Upper Dublin Township, the southern tip of Warminster Township and the Masons Mill Business Park in Bryn Athyn Borough. The Abington Township wastewater treatment plant receives a portion of sewage flows from Upper Moreland Township.

- b. Continuing investigation of interest among other municipalities in teaming up with Upper Moreland to create a regional stormwater management authority for addressing stormwater issues in the Pennypack Creek watershed.
 - c. Raising funds for implementing stormwater management projects through a small tax increase dedicated to such projects, borrowing a large sum of money to dedicate to the implementation of these projects, or by instituting a stormwater permit fee that could be attached to building permits.
 - d. Providing bonuses for developers who meet and exceed the stormwater requirements associated with the land development process.
 - e. Working with large land owners in the township (the plan identifies them) on future projects having the potential to significantly address stormwater management and reduce flooding.
 - f. Utilizing land owned by the township for stormwater management improvements. This could be done by converting areas of mowed lawn to low-mow or naturalized areas or by constructing rain gardens or other smaller-scale BMPs, for example.
- 6C. Riparian Corridor Conservation. As recommended in the Environmental Resources Chapter, Recommendations Section, the township will pursue adopting a riparian corridor conservation district and expand partnerships with schools. These recommendations are briefly summarized below [*for more information, see the Environmental Resources Chapter, Recommendations Section, p. ___*]. Riparian buffers are important strategies to restore and strengthen the natural buffers that typically developed along streams, but have been damaged or destroyed in built-out communities such as Upper Moreland. A riparian buffer filters pollutants before they reach the township's streams and creeks, and helps to mitigate impacts from flooding (in addition to having scenic, recreational, and wildlife benefits).
- 6D. Demonstration Projects: Interchange and Maryland Road area. The township will implement stormwater demonstration projects at these locations. Such projects would educate



Parking lot infiltration basin, at Miller's Ale House at the Willow Grove Interchange.

people of the importance of stormwater management, and how to develop stormwater management best practices (BMPs) on their properties.

- a. We recommend the township, working with land owners, use green parking and stormwater BMPs to create a positive and progressive image for the redevelopment opportunity area near the Willow Grove Interchange (Maryland Road, Commerce Avenue, Computer Drive, Blair Mill Road).
- 6E. Open Space Plan. The following steps to mitigate flooding were recommended by the *2006 Open Space Plan: Upper Moreland*, and remain relevant today:
- a. Promote native plantings in floodplains.
 - b. Convert selected areas that frequently flood back to naturalized landscapes.
 - c. Require replacement of native wetland species when destroyed (during the land development process).
- 6F. Partnerships with Youth. We recommend the township work with schools or youth organizations to educate youths of the importance of stormwater management, and mobilize them to participate in streambank restorations. If and when an Environmental Education Center is constructed, education about stormwater management should be made a primary focus of its mission.



Example of restored wetland, Villanova Law School.

- 6G. Demonstration Projects on Municipal Land. In the past the Environmental Advisory Council (EAC) has considered stormwater management demonstration projects, such as a rain garden at the library. Implementation of such projects on municipal (including park) property continue to strengthen Upper Moreland’s image as a modern, environmentally-sustainable place to live, work and play [see also recommendations of *Upper Moreland Township Stormwater Management Improvement Implementation Plan (with regard to projects on municipal property)*]. The township Community Development Committee (CDC) and EAC will continue investigating opportunities for such projects (and recommend their incorporation into land developments through the land development and conditional use process).
- 6H. The township will work with landowners to create a riparian buffer demonstration project. As noted in the *Stormwater Management Improvement Implementation Plan*, below, it would behoove the township to work with large land owners to implement stormwater management projects. It would improve stormwater management, restore the buffer along a creek and improve natural aesthetics, serving as a model to other landowners who might choose to pursue such a project.
- 6I. Education of township employees and contractors will be expanded, as well as visitors to township parks to ensure understanding and use of stormwater management best practices. If necessary, update township procedures for preventing pollution, particularly for vehicle maintenance, fueling and washing, stormwater facility maintenance and storage of materials.

- 6J. Initiate township-wide street cleaning (including cleaning of storm drains and verges). This would reduce the amount of sediment that winds up in the storm sewer system and local waterways, could reduce flooding by lessening the frequency of blocked storm drains and would improve water quality of local waterways.
- 6K. Extend public water service to areas served by public sewer. This would eliminate “groundwater mining”, and disruption to natural hydrology and the water table.

Sources

Elsier, David; Upper Moreland Public Works Director.
 Lindhult, Eric. Upper Moreland Hatboro Joint Sewer Authority (UMHJSA).

 **UpperMoreland2040**
Theme: Sustainability

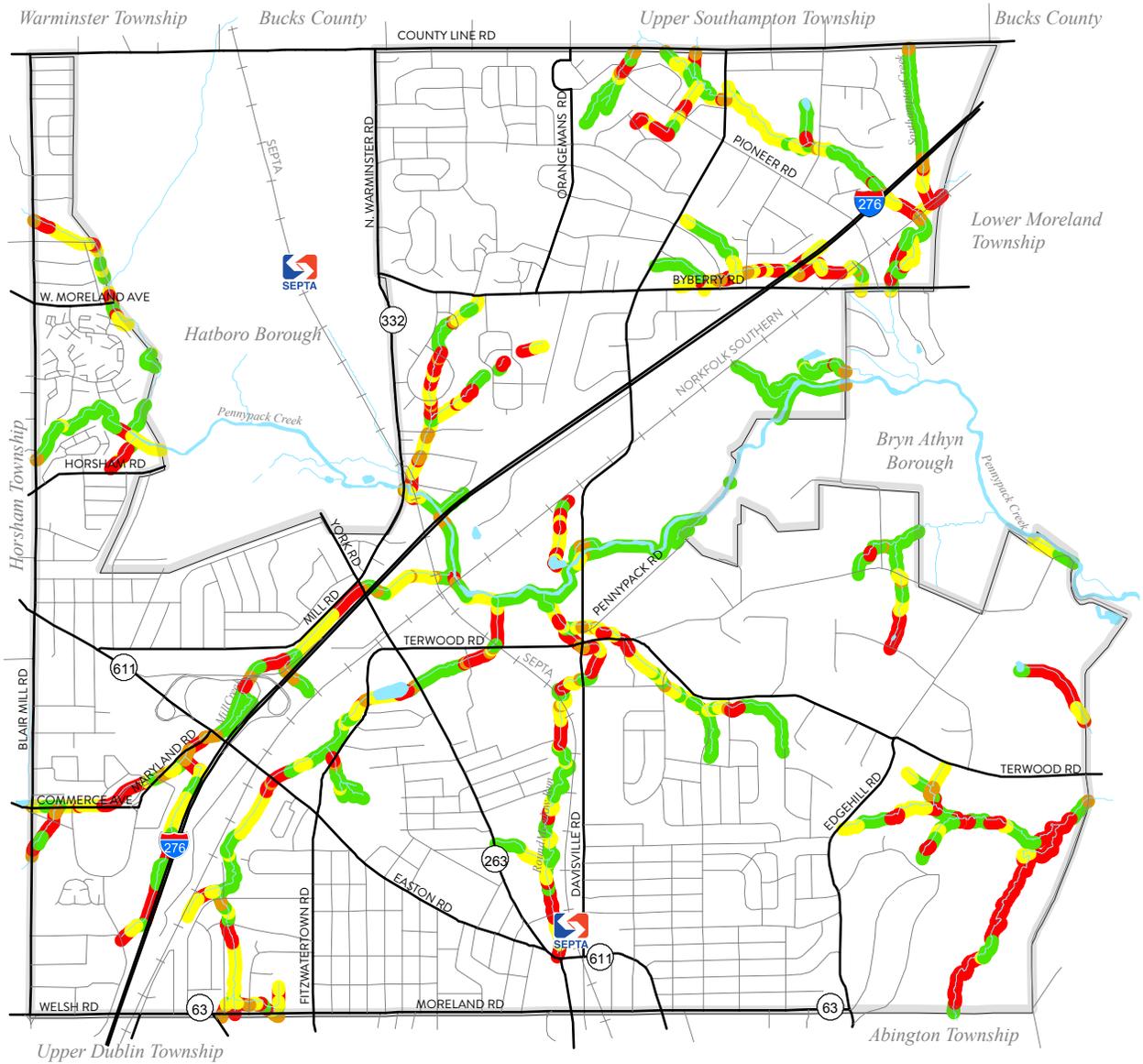
Examples of how these recommendations will support the plan’s Sustainability theme include but are not limited to:

- By promoting environmental conservation by adopting a riparian corridor conservation district, and working with landowners to create a riparian corridor demonstration project.
- By initiating a township-wide streetsweeping program to reduce pollution of local waterways and reduce flooding.

 **UpperMoreland2040**
Theme: Robust and Diverse
Economy

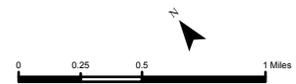
An example of how the township supports the plan’s Robust and Diverse Economy theme is by its existing participation in a multimunicipal sewer authority (Upper Moreland Hatboro Joint Sewer Authority), which leads to greater efficiencies and lower costs—which is attractive to businesses as they weigh the relative costs of locating in different areas.

MAP 6.5 RIPARIAN BUFFER STATUS (2012)



- Full Buffer
- Half Buffer
- No Buffer
- Culvert

Upper Moreland Township
MONTGOMERY COUNTY, PA



7

Environmental Sustainability

Solar energy powers these parking lot lights at Montgomery County Community College while the parking lot is designed to encourage stormwater infiltration



7

Environmental Sustainability

Introduction

Stormwater Infrastructure

Environmental Conservation

Renewable Energy

Solar Energy

Small Wind Energy

Geothermal Heat Pump Systems

Outdoor Wood-Fired Boilers

Recommendations

Note: This chapter addresses environmental sustainability and stormwater management. For related topics, see Chapter 5: Natural Resources.



Residential Neighborhoods and Living Options



Robust and Diverse Economy



Arts & Recreation Opportunities



Community Identity



Sustainability

The icons shown in bold, above, represent the plan's themes that have a strong relationship with this chapter.

Introduction

As Upper Moreland looks to the future, it is vital that the township encourages policies and pursues projects that promote sustainability. The most commonly used definition of sustainable development comes from the Brundtland Report (1987), a report drafted by the UN-established Brundtland Commission, which states that sustainable development is “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” In regard to environmental sustainability, the township has made significant strides in recent years to protect its natural environment and promote sustainable development through regulations, conservation efforts, education and advocacy; however, it remains crucial for Upper Moreland to pursue environmental best practices and remain progressive in this field that is constantly evolving.

Stormwater Infrastructure

Sustainable stormwater infrastructure is critical to public health, by protecting the conditions of local waterways which provide drinking water and support important natural habitat, as well as public safety, by preventing flooding. The Pennypack Creek along with several of its tributaries wind through Upper Moreland. With the combination of intensifying development both within the township and upstream, as well as the effects of

climate change--which include the increasing frequency and severity of storms--flooding within the township has worsened in recent decades.

As serious flooding events have occurred in numerous parts of Upper Moreland, the township has made significant planning and implementation efforts in the past twenty years to improve stormwater management. In 2013, the township prepared the *Stormwater Management Improvement and Implementation Plan*. This plan pinpointed areas prone to stormwater and flooding problems and made numerous recommendations in regard to:

- Prioritizing the implementation of improvements,
- Identifying priority areas for Best Management Practices (BMPs) and
- Outlining partnerships and funding opportunities.



The township will update and expand its renewable energy ordinance.

As detailed in the *Stormwater Management Improvement and Implementation Plan*, the township has made great strides to improve stormwater management through local planning and implementation as well as multimunicipal cooperation and coordination with the Upper Moreland Hatboro Joint Sewer Authority. For additional information on recent stormwater management planning and implementation efforts, see the “Accomplishments” Section of the Infrastructure and Stormwater Management Chapter, (p. 85).

Environmental Conservation

As the built environment of Upper Moreland continues to change, it is crucial that the township protect its natural features through environmental conservation, engagement and education. With a diversity of natural landscapes, including significant woodlands in the western part of the township, and floodplains and wetlands along the Pennypack Creek, it is important for Upper Moreland to regulate development and ensure the well-being of these natural elements in order to protect the environment, public health and safety. In 2008, the Upper Moreland Environmental Advisory

Council (EAC) was formed by the township Board of Commissioners. Its purposes include:

- Educating residents about environmental issues in the township,
- Acting as stewards of the township’s open space areas, and
- Advising the Board of Commissioners on policy decisions related to the management of open space and natural resources.

For additional information on the township’s environmental conservation planning and implementation efforts, see Chapter 5: Natural Resources.

Renewable Energy

Solar Energy

In the past two decades, solar energy has become a more attractive option for energy production due to recent advances that have made solar energy systems more efficient and economical. In addition to significantly



Use of solar energy instead of carbon-based sources reduces pollution and reduces pressure on the electric grid during times of peak demand.

reducing emissions of carbon dioxide to help combat climate change, as well as harmful pollutants such as nitrous oxide and sulfur dioxide from being released into the environment, solar energy systems allow less pressure to be put on the power grid since they produce the most electricity during daylight hours during the summer, when electricity demand is highest. While solar energy systems are still expensive to purchase, state rebate programs as well as federal tax credits can reduce the costs of solar energy systems by 50%. It is important to note that most rebate programs require the consumer to pay the full cost of the system outright before being reimbursed. However, purchasing a solar energy system offers significant return on investment in the form of increased property values, which, according to Appraisal Journal, can increase \$10 to \$20 for every \$1 saved annually in electricity. Also, as required by law in Pennsylvania, owners of solar energy systems can benefit from net metering, which allows them to be financially compensated for any unused excess electricity their solar energy system produces, essentially allowing them to sell their unused energy.

In 2015, Upper Moreland established a Renewable Energy Technologies ordinance which focuses exclusively on solar energy. Upper Moreland's Renewable Energy Technologies ordinance permits various types of solar energy systems by-right in most areas throughout the township, with some restrictions. Roof-mounted accessory solar systems are permitted by right in all zoning districts, except for within the Recreational Conservation (RC) district. As for pole-mounted or rack solar energy systems which are located on the ground, and therefore more visible to passers-by, the township permits these ground systems by-right in commercial, office, industrial and town center districts. The ordinance also permits Principal Solar Energy Systems, or "solar farms" which capture solar energy in order for the electricity to be either used or sold for off-site use. These are permitted by-right within the Small Industrial and Limited Industrial districts.

Small Wind Energy

While Upper Moreland does not currently include small wind turbines within its Renewable Energy Technologies ordinance and does not have any reference to wind energy within its code, small wind turbines are becoming increasingly popular in rural, suburban and urban areas. While most people tend to think of large, hulking turbines and wind farms with multiple turbines when they picture wind power, modern technology has allowed turbines to not only become more durable and efficient, but also smaller and lighter, making them able to be installed on structures the size of a flag pole, or even fit on the roof of a home. One small, residential-scale



Small wind energy system; Montgomery County Community College—Pottstown Campus.

wind turbine alone has the ability to displace the carbon emissions from 1.5 cars. Although a small turbine can be expensive to install, wind energy systems, like solar energy systems, offer a return on investment. As with solar energy systems, net-metering is required under PA law, allowing owners to bank their unused excess energy. Studies generally show increased property values for those who own wind turbines, with no decrease in neighboring property values.

Geothermal Heat Pump Systems

Montgomery County's balanced climate makes geothermal heat pump systems (GHPS) a viable alternative for heating buildings in this region. While the climate of this region fluctuates throughout the year, the temperature ten feet below the earth's surface



Outdoor wood-fired burners can be regulated over and above what state law requires to improve public health and safety.

remains relatively constant, staying between 50 – 60 degrees Fahrenheit. A GHPS, consisting of pipes drilled into the ground, a heat pumping unit, and ductwork throughout the building, is able to extract heat from the ground in the winter, and transfer heat from the building into the relatively cool ground during the summer. While installation costs vary due to factors such as the amount of drilling needed and site conditions, GHPS systems generally have a high installation cost and are usually 50 to 100 percent more expensive to install than conventional heating and cooling systems.

The energy savings, however, offset the high initial cost, as well as the cost of electricity needed to power the system’s fan and heat pumping unit. Savings on heating costs range from 30% to 70% annually, while savings on cooling costs range from 20% - 50% annually, allowing a GHPS system to pay for itself within two to ten years. On average, a GHPS uses 25% to 50% less electricity than a traditional heating system. While used in buildings throughout Montgomery County, restrictions on geothermal heat pump systems are not currently included within Upper Moreland’s code.

Outdoor Wood-Fired Boilers

While outdoor wood-fired boilers (OWB), traditionally referred to as outdoor wood-burning furnaces or outdoor hydronic heaters, offer cost savings, they create numerous environmental and health issues. OWBs consist of a small shed containing a firebox which burns wood, and/or other biofuels, which heat water or antifreeze which is then piped through an adjacent building. This heated liquid is used to heat the building itself, and/or the building’s hot water supply. While wood and biomass fuels are considered renewable resources if managed correctly, and manufacturers claim that heating costs can be reduced by 30% to nearly 100%, the smoke created by OWBs contains high particulate emissions, damaging the environment and posing a nuisance to surrounding properties. This nuisance can be prevented or lessened by requiring greater heights for the chimneys of OWBs. However, the poor management and misuse of an OWB can result in other nuisance and public safety issues such as improper disposal of ash and the risk of being a fire hazard.

While PA state law on OWBs, adopted in 2010, addresses regulations such as minimum setbacks, municipalities can enact ordinances that have stricter standards than that law. While it appears that Upper Moreland residents may not currently use OWBs, and the township does not currently address OWBs in an ordinance, the township could benefit from adding

additional restrictions on OWBs which aim to mitigate harmful effects on public health and the environment.

Recommendations

- 7A. **Solar Energy Ordinance.**¹ The township will update and expand its Renewable Energy Technologies ordinance to ensure that it follows best practices and promotes the use of solar energy systems in line with the township’s vision for community development, without being overly restrictive. Such changes will allow for periodic updates, as technology changes. Such revisions might include provisions for solar hot water systems, solar access easements and Building Integrated Photovoltaic (BIPV) systems (solar systems built into the building’s structure), and allowing ground-mounted solar arrays in residential districts.
- 7B. **Geothermal Energy.**² Upper Moreland will create an ordinance which regulates geothermal systems in order to encourage this renewable energy system. In so doing, it will ensure that the use of geothermal systems does not negatively impact water quality and that any future installation of these systems is performed by a certified installer in accordance with national standards. Many ordinances require Geothermal systems to be located a certain distance from wetlands, drinking water sources, stormwater and wastewater facilities and bodies of water. In crafting this ordinance, the township should refer to the model ordinance that DVRPC wrote alongside Montgomery County Planning Commission.
- 7C. **Small Wind Energy.**³ Upper Moreland will expand upon its solar energy ordinance by adding

- 1 When the township updates its solar energy ordinance it should refer to the model ordinance that Delaware Valley Regional Planning Commission (DVRPC) created alongside Montgomery County Planning Commission. https://www.dvrpc.org/EnergyClimate/ModelOrdinance/Solar/pdf/2016_DVRPC_Solar_REOF_Reformatted_Final.pdf
- 2 When the township updates its geothermal ordinance it should refer to the model ordinance that Delaware Valley Regional Planning Commission (DVRPC) created alongside Montgomery County Planning Commission. https://www.dvrpc.org/EnergyClimate/ModelOrdinance/Geothermal/pdf/2012-11-30_AEOWGGeothermalFrameworkFINAL.pdf
- 3 When the township updates its wind energy ordinance it should refer to the model ordinance that Delaware Valley Regional Planning Commission (DVRPC) created alongside Montgomery County Planning Commission. https://www.dvrpc.org/EnergyClimate/ModelOrdinance/Wind/pdf/2012-11-30_AEOWGWindFrameworkFINAL.pdf



Solar energy demonstration project; Montgomery Township Community Center.

provisions and regulations for small wind energy systems in order to establish standards regarding height, setbacks, aesthetics, and which districts are appropriate for such use. If the township does not include regulations on permitting wind energy systems, it will result in wind energy systems only being allowed through the granting of use variances, which is time consuming and costly for the applicant, and could be interpreted as “spot zoning.” In drafting language for this ordinance, the township should refer to the model ordinance that Delaware Valley Regional Planning Commission (DVRPC) crafted alongside Montgomery County Planning Commission.

As the introduction to the model ordinance points out, wind energy is limited in the region, but residents in several localities have approached their local governments with requests to install such systems.

- 7D. **Renewable Energy Demonstration Project.** The township will lead by example, and will investigate opportunities for establishing a renewable energy demonstration project. This might consist of a solar array or geothermal system in a township park or on a municipal building, supplemented by educational signage to explain how the system works and its benefit. This would help establish an image for the township as modern, progressive, and a good steward of the community’s environment.
- 7E. **Sustainability Policy.** The township will consider performing a sustainability audit and writing a sustainability plan. A sustainability audit would

examine the township’s ordinances to see how well they promote sustainability and would recommend improvements. A sustainability plan often follows an audit, and makes detailed recommendations to ensure a healthy environment and community, well into the future. Such plans may also address sustainability in areas of special interest for a municipality, such as healthy lifestyles, infrastructure, municipal budgeting, economic development or other areas.

- 7F. While the installation and use of outdoor wood-fired boilers are regulated by state law, the township can proactively craft additional restrictions, and will consider adding such restrictions in the interest of protecting the public health, including limitation of such boilers to certain zoning districts, establishing greater setbacks and specifying limitations on disposal of ash.

Note: For sustainability recommendations regarding stormwater management, please refer to the “Recommendations” section of the Infrastructure and Stormwater Chapter.

For sustainability recommendations regarding environmental conservation, please refer to the “Recommendations” section of the Natural Resources Chapter.

PERFORMANCE INDICATORS

- Expansion of solar energy ordinance to provide additional solar energy generation opportunities.
- Adoption of zoning ordinance providing for small wind energy generation structures.
- Increase in the number of properties utilizing renewable energy.
- Completion of renewable energy demonstration project by the township.



8

*Community Services
and Amenities*

Upper Moreland Free Public Library



8

Community Services and Amenities

Introduction

Municipal Services

Township Government

Township Administration

County, State and Federal Government

Nongovernmental Services

Recommendations



Residential Neighborhoods and Living Options



Robust and Diverse Economy



Arts & Recreation Opportunities



Community Identity



Sustainability

The icons shown in bold, above, represent the plan's themes that have a strong relationship with this chapter.

Introduction

Upper Moreland residents have access to a wide variety of community services that support day-to-day municipal and community functions and help to sustain a high quality of life. Many of these essential services are directly provided by the township, including police service, solid waste collection, code enforcement, and access to important forms and information. Other community services are provided by nongovernmental organizations; many of these provide general services for all residents, while others offer social services for residents with special needs. Many of these important services for residents are mapped in Map 8.1 Community Services & Amenities. Together, Upper Moreland's community services support the long-term health and well-being of those who live, work and visit the township.

Municipal Services

Township Government

[www.uppermoreland.org/information/about.aspx]

Upper Moreland Township was formally organized as a First Class Township in 1930; it is served by a seven-member Board of Commissioners. The Board is comprised of one elected member from each of the township's seven wards, and members are elected for a four-year term. As Upper Moreland's governing body, the Board appoints several key municipal positions,

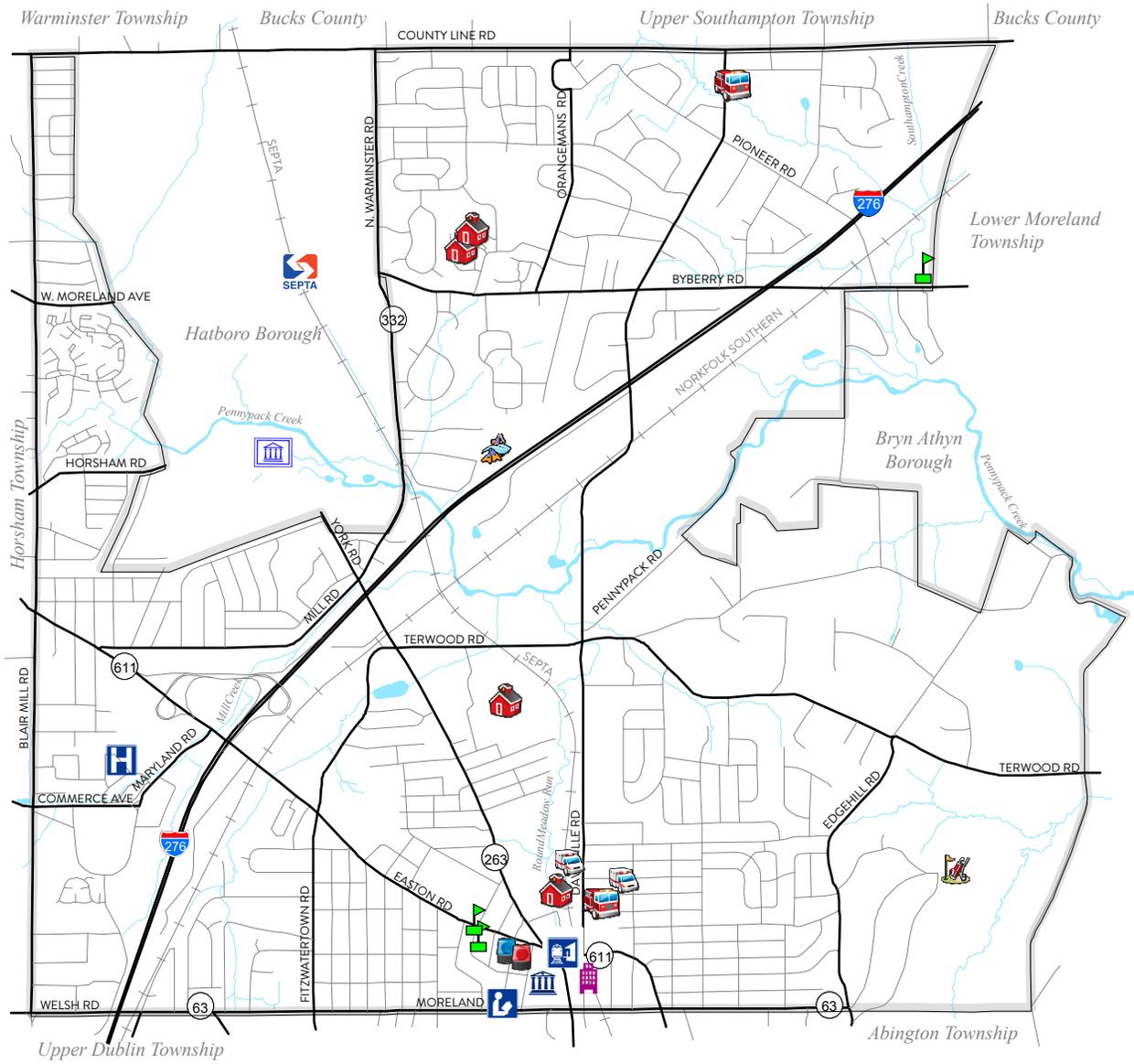


The Upper Moreland Municipal Building includes the police department, administration, and meeting space.



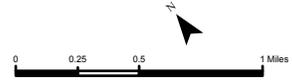
The new Asplundh Cancer Pavilion, Abington Jefferson Health.

MAP 8.1 COMMUNITY SERVICES & AMENITIES



- | | | |
|---|--|--|
|  Municipal Building |  Public School |  Montgomery County District Court |
|  Montgomery Co. Annex |  Private School | |
|  SEPTA Regional Rail Station |  Swim Club (private) | |
|  Library |  Country Club (private) | |
|  Police Station |  Ambulance | |
|  Fire Station |  Hospital | |

Upper Moreland Township
MONTGOMERY COUNTY, PA



including Township Manager and Assistant Township Manager, Chief of Police, the township solicitor and engineer, and directors of each of Upper Moreland's municipal departments (listed below).

Township Administration

Employment/Human Resources

[www.uppermoreland.org/departments/employment]

The Office of Human Resources is responsible for filling open positions within the township and for addressing other typical staffing duties. It also promotes commitment to public service throughout all sections of the township's government.

Finance

[www.uppermoreland.org/departments/finance]

The Finance Department manages taxes at the local level for Upper Moreland residents and businesses. The department includes the township's Finance Officer, Business Tax Officer, and a Tax Hearing Officer. The township's Finance web page includes a variety of useful tax forms and documents, such as those related to the mercantile and business tax.

Parks & Recreation

The Parks and Recreation Department includes three full-time staff members, in addition to maintenance, part-time and seasonal personnel. Together, Parks and Recreation staff manage Upper Moreland's 19 municipal parks and open space areas. The Department's website, www.uppermorelandrec.com, features information such as community athletic leagues and seasonal events. More information about Upper Moreland's parks and open space can be found in Chapter 9: Parks, Trails and Open Space.



The Upper Moreland YMCA was recently built on Davisville Road.

Another significant community facility providing recreation opportunities is the (private) YMCA. The YMCA constructed a new, state-of-the-art regional facility in Upper Moreland. The Y offers recreation, camp, fitness and educational opportunities, and has both an indoor and outdoor swimming pool and walking trail, among other amenities.

Code Enforcement

Upper Moreland's Code Enforcement Department oversees zoning and permits. It provides residents and developers with important information regarding code requirements and permitting, and helps guide applicants through the process when subdivisions or land developments are proposed. Their website, www.uppermoreland.org/departments/codes, includes forms and guidance on zoning, permits and licenses such as a conditional use permit, a change of zoning application; and building, electrical and HVAC (heating, ventilation and air conditioning) permit applications, in addition to information about Upper Moreland's Zoning Hearing Board.

Public Works

One of the Public Works Department's primary roles is to manage and promote the township's trash, recycling, and yard waste programs. Public Works also supervises snow and ice removal from public roads, sidewalks and parking lots. Waste and recycling pickup schedules, "do's-and-don'ts" for recycling, and other information on these topics can be found on the Public Works web page at www.uppermoreland.org/departments/public-works.

Boards and Commissions

In addition to the Board of Commissioners and municipal staff, there are three boards/commissions that provide service and guidance to the township and its residents. Documents pertaining to these groups can be found on the township website at www.uppermoreland.org/associations/documents.aspx, and each group holds monthly meetings at the township building that are open to the public (you can see the township's calendar for current meeting dates at www.uppermoreland.org/resources/calendar.aspx).

Environmental Advisory Council

(www.uppermoreland.org/associations/eac.aspx)

The township's Environmental Advisory Council (EAC) is relatively new, having been formed in 2008. Its

members are appointed by the Board of Commissioners for three-year terms. These advisory councils are common throughout the region. The Upper Moreland EAC's overall mission is to advise and educate residents about local environmental issues, including the protection and preservation of natural resources. They work with municipal staff to act as environmental stewards of the township's open space areas. More information about environmental and conservation topics in Upper Moreland can be found in Chapter 7: Environmental Resources.

Historical Commission

(www.uppermoreland.org/associations/historical.aspx)

The Upper Moreland Historical Commission (UMHC) was created in 2001 to implement the township's Historic Preservation Ordinance, which was passed by the Commissioners that same year to encourage the preservation of sites throughout the community that are important to Upper Moreland's history. The UMHC manages the township's Historic Sites Inventory, available at www.uppermoreland.org/inc/documents/14/UMHCProperties4-27-11.pdf, and works closely with the Upper Moreland Historical Association (a nongovernmental group) to promote historic preservation in the community; the two groups complement one another. Chapter 4 Historic Resources goes into detail about historic preservation efforts in Upper Moreland.

Revitalization Task Force

(<http://www.uppermoreland.org/associations/revittaskforce.aspx>)

In 2010 the Revitalization Task Force (RTF) was created by the Board of Commissioners in response to Montgomery County's Economic Development Program

to further revitalization efforts in Upper Moreland. The first meeting of the Task Force took place in 2011. The Revitalization Task Force served as the steering committee that worked with planners to complete the following initiatives:

- The Upper Moreland Revitalization Plan (2012, which updated the township's 2003 Willow Grove Revitalization Plan) (www.montcopa.org/DocumentCenter/View/4912)
- The Willow Grove Train Station Relocation Feasibility Study (2012) (<https://sites.google.com/a/willowgrovestation.com/willow-grove-station/Home>)
- The Upper Moreland – Willow Grove Signage and Wayfinding Master Plan (2013) (<http://www.uppermoreland.org/inc/documents/14/Placemaking%20Community%20Meeting%20part1.pdf>)
- The Willow Grove Redevelopment Plan (for Expansion Area Phase I, 2014) (<http://www.montcopa.org/DocumentCenter/View/8764>)
- Upper Moreland 2040: the township's Comprehensive Plan (2020) and is now serving as the steering committee for Upper Moreland 2040, the township's Comprehensive Plan.

Advisory Planning Agency (APA)

The APA serves as the planning commission for Upper Moreland Township. Upper Moreland is unusual in Montgomery County because, legally speaking, the township's Board of Commissioners is designated as the planning commission. However, the APA performs the



The Upper Moreland Revitalization Task Force Organizes Regular Opportunities for Public Participation in the Planning Process.

duties of a municipal planning commission for all intents and purposes.

Communications

Upper Moreland operates a township-focused cable television station (UMTV) where useful information regarding municipal news, community events and similar information is shared. The township's website provides extensive information on Upper Moreland government, community events, codes and plans. The site offers downloadable forms including permit applications, meeting minutes, and videos of past township meetings.

Emergency Services

Fire Protection. Upper Moreland's two fire stations (227 Davisville Road and 4355 Davisville Road) are part of both the Willow Grove Volunteer Fire Company (www.tiller10.com), comprised entirely of volunteer firefighters, and the Upper Moreland Township Fire Department, a department of five full-time paid staff (both fire fighters and emergency management technicians). The supervisor of the full-time staff is the Fire Marshall, who reports to the township Manager. These serve all areas of the township, and assistance is provided to Upper Moreland's neighboring communities when needed.

Ambulance. Ambulance service in Upper Moreland is primarily provided by the private Second Alarmer's Rescue Squad, a company with locations across eastern Montgomery County. Second Alarmer's is comprised largely of career staff supplemented by volunteers.



Willow Grove Volunteer Fire Department,
227 Davisville Road.

Township Emergency Response.

The township has designated a police sergeant as its Emergency Management Coordinator (EMC). The EMC is a role established by the state; the EMC coordinates the township's response to declared emergencies (such declarations are made by the state, governor, Township manager or the EMC). When an emergency is declared, the EMC is designated the incident commander. This protocol is consistent with the Upper Moreland Emergency Management Plan, and to satisfy the requirements of the Pennsylvania Emergency Management Services Code.

Library

The Upper Moreland Free Public Library (www.uppermorelandlibrary.org) is an important resource in the community, and its staff prides themselves on the use of innovative methods and technologies to provide all residents with free access to the library's many resources. The library is located directly adjacent to the township building and receives funding primarily from the township and state. The library offers wireless internet (Wi-Fi) access and is a member of the Montgomery County Library & Information Network Consortium (MCLINC), which allows users to access over 75,000 different resources online. Data reveals the library's importance in the community: in 2016 UMFPL had 11,709 registered library card holders and nearly 119,000 visitors who checked out over 200,000 print and digital items. The library also hosts a variety of programs, including courses on computer software, educational programs for those seeking professional certifications, free access to genealogical and other databases and an array of children's activities.



The Upper Moreland Free Public Library is located in downtown Willow Grove, adjacent to the municipal administration and police station.

County, State And Federal Government

Federal

At the federal level, Upper Moreland is represented by U.S. Senators Bob Casey Jr. (D) and Pat Toomey (R). The township is part of the 4th Congressional District of PA, represented by Madeleine Dean (D).

State of Pennsylvania

At the state level, Upper Moreland is part of PA House District 152, represented by Thomas Murt (R); and PA Senate District 12, represented by Maria Collett (D).

Montgomery County

At the county level, Upper Moreland is served by County Commissioners Dr. Valerie A. Arkoosh, MD, MPH, Chair; Kenneth E. Lawrence, Jr., Vice-Chair, and Joseph C. Gale. Montgomery County Commissioners are elected for four-year terms; their primary responsibilities include naming county department heads and appointing all county employees, managing county property and infrastructure, like the Court House and all county-owned roads and bridges; and managing all aspects of financial administration, including adoption and implementation of Montgomery County's annual budget.

The decisions that the Commissioners make and the direction that they give to county departments directly influence the types of county services and funding available to Upper Moreland. The county's multiple departments generally fall under the categories



Montgomery County's government is based in Norristown and supplemented by the Courthouse Annex in Willow Grove.

of County Administration, Judicial, Corrections, Health & General Welfare, Adult & Senior Services, Child Welfare, Law Enforcement & Public Safety, and Veterans Affairs. In addition to providing services through these departments, the county is responsible for the maintenance and management of:

- 75 miles of roadway
- 131 bridges
- 40 buildings
- 6,000 acres of public open space
- 90 miles of trails

Eastern Montgomery County Courthouse Annex

Montgomery County maintains an Annex for Eastern Montgomery County in Willow Grove. This building includes a variety of programs that serve the community and are closer for township residents to reach than those in Norristown. These include Aging & Adult Services, Health, Community Connections (a one-stop shop to help the public find the appropriate county resource(s) for their needs), Mental Health services and the Sheriff's Office, to name a few of the resources offered. A directory to the county departments housed in the Annex can be found at www.montcopa.org/1534/Eastern-Montgomery-County-Willow-Grove-A.

Nongovernmental Services

Hospitals

Upper Moreland is home to Abington-Jefferson Health's Willow Grove location, a forty-acre site that is a major satellite of Abington-Jefferson Health. In addition to housing the Dixon School of Nursing, multiple medical and office buildings on the campus provide:

- Outpatient services;
- Diagnostics and testing;
- Health care programs;
- Conference and educational facilities.

The Asplundh Cancer Pavilion is the newest addition to the medical campus. This resource is a state-of-the-art 86,000 square-foot facility that offers comprehensive cancer care using the latest cancer



Asplundh Cancer Pavilion, Abington-Jefferson Hospital-Willow Grove.



treatment practices and technologies. The Pavilion was designed to include generous landscaping and two healing gardens.

In addition to the large number of hospitals throughout the Philadelphia metropolitan area, residents of Upper Moreland have access to several hospitals in the immediate vicinity (distance given is driving distance from township boundary):

- Abington Memorial Hospital – 1.4 miles
- Holy Redeemer Hospital – 2.6 miles
- Jeanes Hospital – 5.7 miles
- Lansdale Hospital – 9 miles

Upper Moreland Historical Association

The Upper Moreland Historical Association (www.umha.com) is a non-profit organization that was created by residents to collect, preserve, and share stories and artifacts of Upper Moreland’s history and culture. It maintains several collections of historic information and artifacts, and organizes educational programming throughout the year. The Association relies on support from members and volunteers to carry out its many functions and to oversee the organization’s many committees. More information about historic preservation efforts in Upper Moreland can be found in Chapter 4: Historic Resources.

Schools

Public Schools

Upper Moreland is served by the Upper Moreland School District, which is comprised of:

- Upper Moreland High School (grades 9-12)
 - Location: 3000 Terwood Road
 - Enrollment: approximately 1,000 students
 - 125 staff members
- Upper Moreland Intermediate School (grades 3-5)
 - Location: 3990 Orangemans Road
 - Enrollment: approximately 675 students
 - 80 staff members
- Upper Moreland Middle School (grades 6-8)
 - Location: 4000 Orangemans Road
 - Enrollment: approximately 700 students
 - 85 staff members
- Upper Moreland Primary School (grades K-2)
 - Location: 3980 Orangemans Road
 - Enrollment: approximately 650 students
 - 75 staff members

These schools are integral to Upper Moreland’s sense of community. The district works hard to stay involved in the community and to maintain strong relationships with local government and other community groups and services; the district’s policy



Community gardening at Upper Moreland Primary School.



Upper Moreland High School (top and bottom).



Intermediate School.

of sharing athletic fields with community leagues is one example of this. Some of the initiatives being implemented by the school district to ensure students have access to modern amenities and services include:

- Providing each high school student with a Chromebook so they are able to access the technology needed to succeed. The district is currently working to expand this program to middle school students.
- The school district’s Food Services Management Coordinator has been working with the PA Preferred program [www.papreferred.com/program.aspx], which encourages Pennsylvanians and visitors to purchase agricultural products made in Pennsylvania. The Food Services Coordinator has worked to obtain more local produce for the school district.
- Upper Moreland School District was the first in the state to convert an entire bus fleet to propane fuel, a progressive goal that was achieved for both environmental and economic reasons (the vehicles are clean, quiet and inexpensive). This won the governor’s award for environmental excellence.

Private Schools

Private schools in Upper Moreland include Huntingdon Valley Christian Academy (Pre-Kindergarten – Grade 10), Queen of Angels Regional Catholic School (Pre-Kindergarten—Grade 8) and Our Lady of Confidence Catholic Day School, which serves special needs students.



Eastern Center for Arts & Technology.

Eastern Center for Arts and Technology

<https://www.eastech.org/>

The Eastern Center for Arts and Technology is part of the Montgomery County Intermediate Unit and serves nine school districts in eastern Montgomery County. The school offers secondary career programs and adult/continuing education in specific vocations. Secondary career programs are for high school credit, and are primarily for 11th and 12th graders. Eastern is located across Terwood Road from Upper Moreland High School. It also offers online courses, making it a convenient resource for most students in the township. Examples of the fields of study offered include:

- Allied Health
- Automotive Technology
- Business and Technology Professional
- Computer Network Administration
- Construction Technology
- Culinary Arts
- Electrical Technology
- Veterinary Science

Child Care and Adult Day Centers

Conveniently, for residents of, and employees working in Upper Moreland, there are a variety of child day care facilities located in commercial and institutional areas, and within larger institutional uses throughout the township. The township is also home to at least one adult day center, with more available in the surrounding communities.



Glencairn Museum is located in neighboring Bryn Athyn.

Social Services Charities

Willow Grove Charities (www.willowgrovecharity.com) organizes charity events, like an annual golf outing, to raise funds for people in need. Donations are used to provide financial support to people who may have trouble paying their mortgage, medical, utility, grocery, or day care expenses; or to those who may need assistance with home repairs. The group has also purchased equipment for the local ambulance service.

Service Clubs.

Various service clubs have been active in the township for many years. The Rotary Club of Willow Grove was founded in 1952 and offers members meaningful social connections, business networking opportunities and civic services. The club's website provides additional information at <https://portal.clubrunner.ca/6819>. The Kiwanis Club of Old York Road was founded in 1925 and sponsors chapters at the Upper Moreland Intermediate and High Schools. The Kiwanis Club sponsors programs which foster youth leadership and communication skills, and encourages Upper Moreland's youth to become active members of the community. The Bux-Mont Meals on Wheels program has been delivering healthy weekday meals to seniors and disabled residents of Upper Moreland and the surrounding communities since 1977, and residents in need also have access to a Goodwill Store & Donation Center located nearby in Warminster.

Other service groups in the area include, but are not limited to, the Lions Club, Veterans of Foreign Wars (VFW), the American Legion, Scouts USA and Girl Scouts. Upper Moreland is a community where volunteer and service groups overlap, support and reinforce each other. Volunteers often commit their time and energy to more than one organization, which strengthens interpersonal relationships between members of various service groups, and among the groups themselves.

Arts & Culture

Upper Moreland and the surrounding communities are rich with opportunities to absorb the region's arts and culture. Upper Moreland residents of all ages enjoy access to art class at the Abington Art Center and the Scatter Joy Center for the Arts in Horsham; the performing arts, with the Village Players of Hatboro and Bryn Athyn's Mitchell Performing Arts Center; and local history, at the Wings of Freedom Museum near the former Naval Air Station Joint Reserve Base at Willow Grove, or at the Glencairn Museum in Bryn Athyn. Other area resources include music lessons and music shops, martial arts studios, movie theaters, art galleries, dance studios, and more.

Recommendations

- 8A. Assess current modes of communications to see if there are opportunities for introducing new and varied ways of communicating; including using the most modern website tools and apps, social media, and multiple languages to communicate well with all residents, encourage residents to communicate easily with the township's government and administration, and invite all residents to engage in public dialogue and civic life. A convenient help and/or search function should be added to allow visitors to easily find the information that they are looking for. The website should be reviewed regularly to make sure that the information is up-to-date. The township will ensure that services and information are accessible by all residents—whether tech-savvy or from the far side of the “digital divide”. It is important for all population groups in Upper Moreland to feel welcomed and represented by local government and civic groups.
- 8B. Community Gardens and Environmental Restoration. Municipal parks and other municipal or school district properties comprise extensive areas. The township will work and advocate to make residual areas of these lands (i.e., portions of lands not being used for buildings, parking, or athletic fields) into community gardens, where appropriate (there is currently a community garden outside the Upper Moreland Primary School; food grown is served in the cafeteria). The township will initiate partnerships with civic groups that manage and maintain any community gardens created on public lands. Where community gardens are not created, the township will consider revegetating residual areas



The township's website includes a community calendar listing events of interest happening in Upper Moreland.



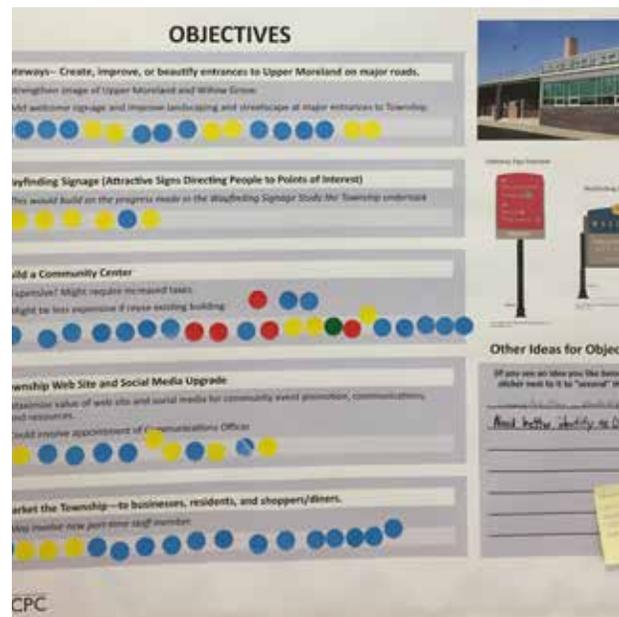
Community garden, Upper Moreland primary school.

- of public lands with native tree, shrub, and other plantings. This would strengthen the ecosystems, stormwater management and visual character of these properties.
- 8C. Environmental Stewardship. The Upper Moreland School District holds an Envirothon each spring, which brings 2nd graders to the high school property to learn about and participate in stream bank restoration, in partnership with students from the high school. The township should support the school district in expanding its annual Envirothon, and opportunities should be sought to combine this program with new efforts to revegetate residual areas of public and school land (see recommendation above) as a way of exposing schoolchildren to environmental education and stewardship.

- 8D. Emphasize Customer Service. The township will review zoning, land development, and the code approval process and emphasize superior customer service.
- 8E. Adaptive Reuse. To prevent the loss of structures of historic, cultural or architectural significance, the township should identify opportunities to promote the adaptive reuse of buildings. Specifically, the township should consider applying an overlay zoning district over significant institutional properties, utilizing façade easements, and modifying zoning to provide additional uses or dimensional relief in exchange for building or façade preservation. A new guidebook on the adaptive reuse of institutional buildings from the Montgomery County Planning Commission can be found at <http://webapp.montcopa.org/planning/publications/RethinkingInstitutionalProperties/files/assets/basic-html/index.html#1>.
- 8F. The township will continue to monitor public sentiment for establishing a community center. Public outreach events for UpperMoreland2040 revealed that public sentiment for creation of a community center remains strong.



This former school on Byberry Road has been adaptively reused as office and studio space.



Public Workshops Revealed Support for a Community Center.

 **UpperMoreland2040**
Theme: Robust and Diverse Economy

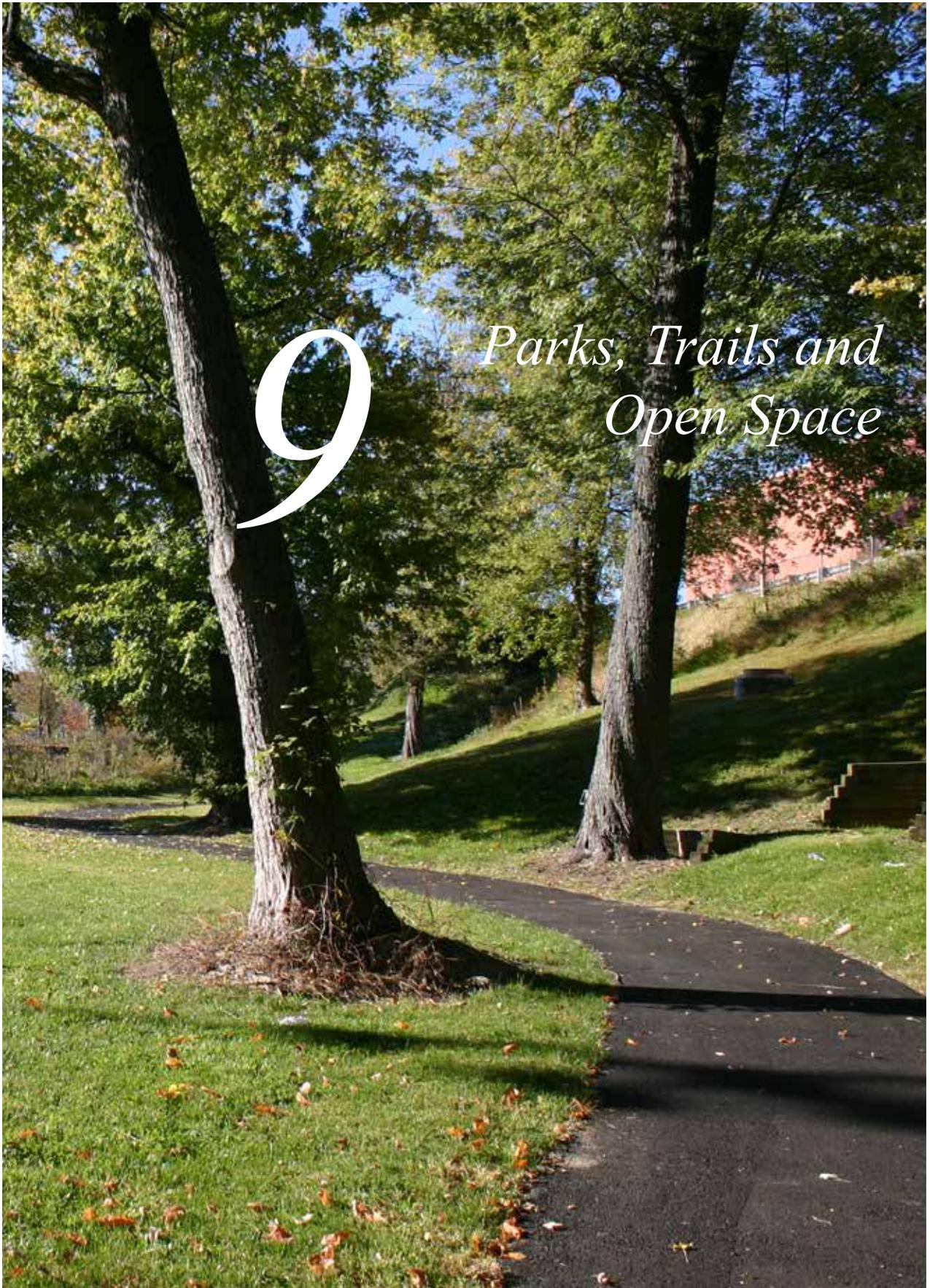
Community Services and Amenities have a strong relationship to the plan's theme of a Robust and Diverse Economy. It is important to businesses that their host community:

- Has ample and reliable municipal services, and
 - Has a pro-business reputation. In Upper Moreland's case, that reputation has been cultivated by prioritizing revitalization and redevelopment, while taking a proactive approach to land use planning.
-

 **UpperMoreland2040**
Theme: Community Identity

Community identity can be reinforced and enhanced by the quality and quantity of community services. For example, Upper Moreland's community identity is influenced by services and amenities that are considered assets to quality of life, such as:

- An extensive park and recreation system.
 - A well-respected public school system.
 - Comprehensive municipal services.
-



9

Parks, Trails and Open Space



9

Parks, Trails and Open Space

Introduction

Completed Plans

Existing Plans

Open Space Plan (2006)

Parks & Recreation Plan (2007)

Veterans' Memorial Park: Natural Areas

Stewardship Report (2011)

Upper Moreland Township Comprehensive Parks and Recreation Plan (June 2007)

UpperMoreland2040 Public Outreach

Trails

Planned Trails in Upper Moreland

Conclusion

Recommendations



Residential Neighborhoods and Living Options



Robust and Diverse Economy



Arts & Recreation Opportunities



Community Identity



Sustainability

The icons shown in bold, above, represent the plan's themes that have a strong relationship with this chapter.

Introduction

Upper Moreland residents and visitors alike are fortunate to have access to the township's extensive parks system, significant natural areas and abundant opportunities for recreation. In addition to those assets, Upper Moreland and the Pennypack Ecological Restoration Trust (PERT) maintain a system of trails in the township and adjacent areas that is planned for expansion.

The township has been proactive in planning for its parks and open space system; it completed various plans for parks, recreation, trails and open space over the last 15 years. These plans:

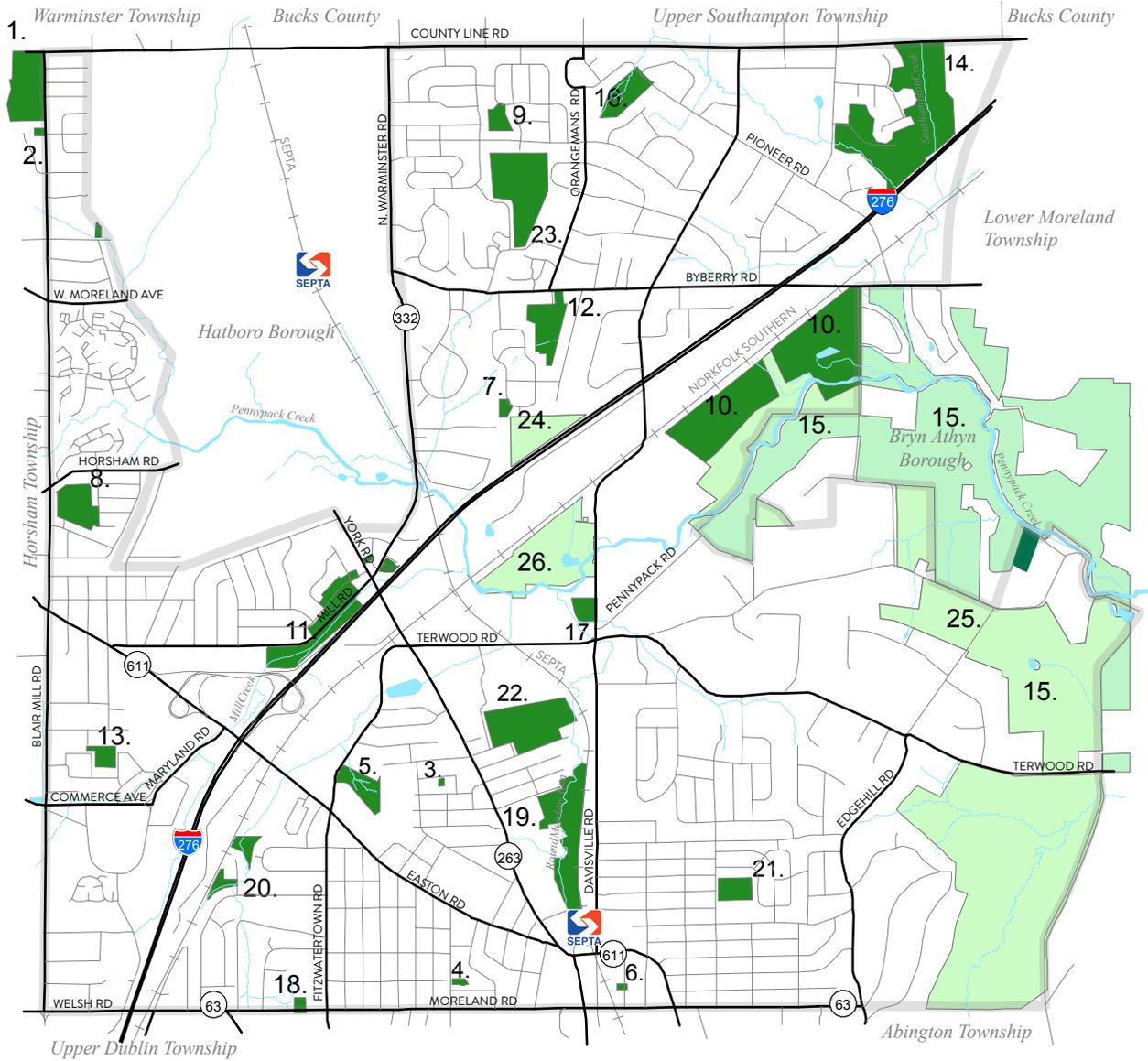
- Evaluated the functioning of the parks, recreation and open space system
- Identified areas needing facility or infrastructure improvements
- Identified priorities for land preservation
- Created master plans with design recommendations for specific parks



Restored streambank and riparian area, Veterans' Memorial Park.

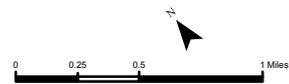


Play equipment, Veterans' Memorial Park.



Upper Moreland Township
MONTGOMERY COUNTY, PA

- Schools/Public Open Space
- Private Open Space



Note: Hatboro Little League Field (#1), located in Horsham Township, is easily accessible by residents of Upper Moreland, but is owned by Hatboro Borough.

TABLE 9.1 UPPER MORELAND TOWNSHIP PARKS AND OPEN SPACE MAP KEY

#	Name	Location
1	Hatboro Little League Fields	Blair Mill Road & County Line Road, Horsham Township
2	Blair Mill Park	Blair Mill Road near County Line Road, Horsham Township
3	Brooks Street Park	Brooks Street
4	Broughton Park	107 Barrett Road
5	Buehler Park Nature Study Area	627 Fitzwatertown Road
6	Cherry Street Park	24 Cherry Street
7	Dawson Manor Park	3630 Lukens Lane
8	Fair Oaks Park	2300 Skrobul Road
9	Fern Village Park	614 High Avenue
10	Masons Mill Park	3500 Masons Mill Road
11	Mill Creek Park	3350 Mill Road
12	Farmstead Park	2668 Byberry Road
13	North Willow Grove Park	1391 Linden Avenue
14	Frank J. Pileggi Park	4255 Shoemaker Road
15	Pennypack Ecological Restoration Trust (PERT)	2955 Edge Hill Road
16	Pioneer Woods	Pioneer Road at Gibson Road
17	Terwood Park	3100 Davisville Road
18	Valley Green Park	3403 Moreland Road
19	Veterans' Memorial Park	220 Mineral Avenue
20	Whitehall Park	2 Hideaway Drive
21	Woodlawn Park	601 Division Avenue
22	Upper Moreland H.S. Fields	3000 Terwood Road
23	Upper Moreland M.S. Fields	4000 Orangemans Road
24	Upper Moreland Swim Club (private)	3505 Moore Road
25	June Fete Property (private)	2990 Edge Hill Road
26	Willow Grove Y	3400 Davisville Road



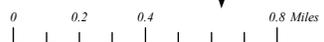
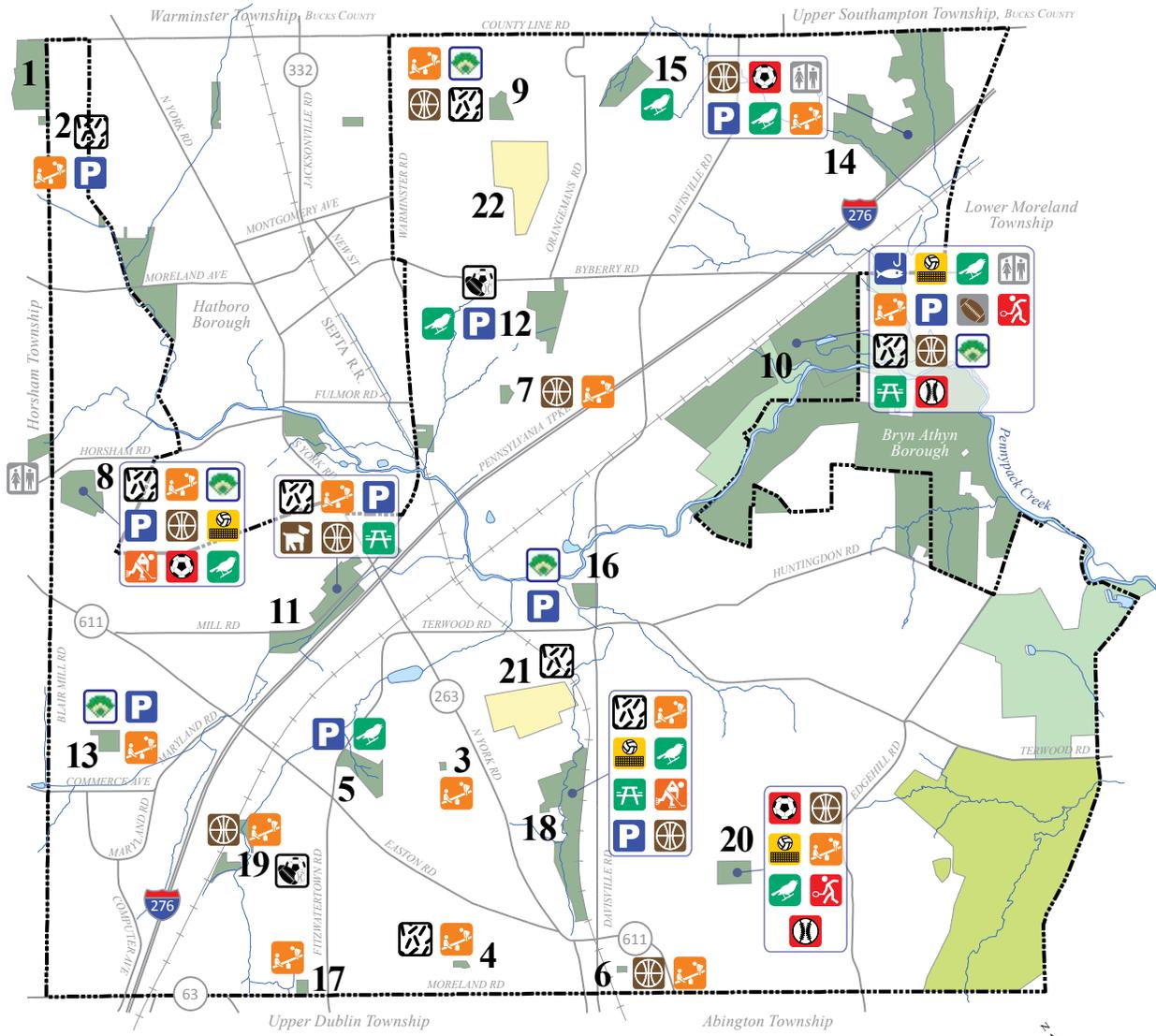
#10 on the Parks and Open Space map indicates the location of Masons Mill Park, which offers a variety of recreation activities.



#15 on the Parks and Open Space map indicates the location of the extensive land area preserved by Pennypack Ecological Restoration Trust.

Photo Credit: David Robertson.

MAP 9.2 RECREATIONAL AMENITIES



- | | | | |
|-----------------------------|------------------|--------------------------|----------------|
| Turf Area | Basketball Court | Softball Field | Dogs Permitted |
| Playground | Soccer Field | Baseball Field | Fishing |
| Parking | Football Field | Volleyball Court | |
| Trail/Nature Area | Tennis Court | Pavilion/Picnic Tables | |
| Multipurpose Athletic Field | Hockey Rink | Restroom/Portable Toilet | |

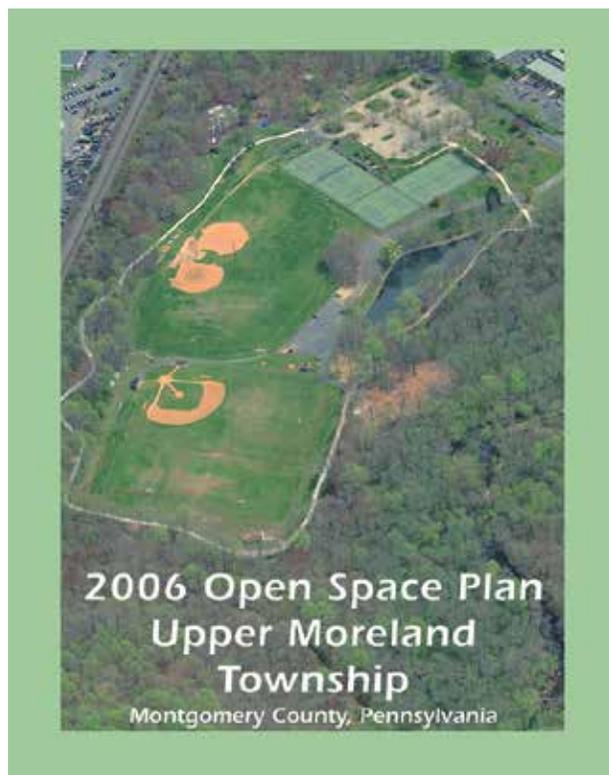
- | | | | |
|-----------------------------------|----------------------|-----------------------------|--------------------------------|
| 1. Hatboro L.L. Field | 7. Dawson Manor Park | 13. North Willow Grove Park | 19. Whitehall Park |
| 2. Blair Mill Park | 8. Fair Oaks Park | 14. Frank J. Pileggi Park | 20. Woodlawn Park |
| 3. Brooks Street Park | 9. Fern Village Park | 15. Pioneer Woods | 21. Upper Moreland H.S. Fields |
| 4. Broughton Park | 10. Masons Mill Park | 16. Terwood Park | 22. Upper Moreland M.S. Fields |
| 5. Buehler Park Nature Study Area | 11. Mill Creek Park | 17. Valley Green Park | |
| 6. Cherry Street Park | 12. Farmstead Park | 18. Veteran's Memorial Park | |

- Planned future trails
- Recommended steps to conserve sensitive natural features
- Suggested other ways to strengthen the parks, recreation and open space system

This chapter will summarize the most important recommendations from recent planning efforts that remain relevant today, and will recommend ways that the township can make its parks and open space system even more appealing.

Completed Plans

Upper Moreland has completed multiple plans for its parks, open space, trails and recreation system. These include township-wide plans, such as the *2006 Open Space Plan: Upper Moreland Township* and the *Upper Moreland Comprehensive Parks and Recreation Plan (2007)*. It also includes park-specific plans, including master plans for Farmstead Park (formerly “Boileau” Park) (2003), Mill Creek Park (2005), Veterans’ Memorial Park (2010), and the *Veterans’ Memorial Park Natural Areas Stewardship Report (2009)*. In addition, public feedback on parks and open space was received through the *Upper Moreland 2040* comprehensive planning process, and MCPC undertook an informal study of potential trail alignments in the township in 2014-2016.



2006 Open Space Plan

This plan, written with the assistance of MCPC, recognized the successful expansion of park, recreation, and open space land from 2.6% to 8.4% of the township’s land from 1995 (when the first Montgomery County Open Space funding program was initiated) to 2005 (during planning for the second county open space funding program). The completion of the 2006 Open Space Plan made the township eligible for county open space funding. The Plan accomplished the following:

- Established goals for protection of open space;
- Inventoried existing protected land and vulnerable environmental, scenic, and historic resources;
- Explored potential trails and open space linkages;
- Evaluated the township’s open space needs; and
- Made specific recommendations and established priorities with regards to acquisition and protection of open space.
- Expansion of Mill Creek Park and flood mitigation – over 30 properties were acquired within the floodplain and purchased to expand Mill Creek Park and other open space areas.

Land Acquisition Recommendations

The Open Space Plan recommended acquisition of numerous properties (see map and table, below). As a result of these recommendations, the following acquisitions were made:

- Ramsey Tract (now Pioneer Woods Park)
- Cardone Tract
- A portion of the Lord’s New Church property (purchased by the Pennypack Ecological Restoration Trust (PERT).

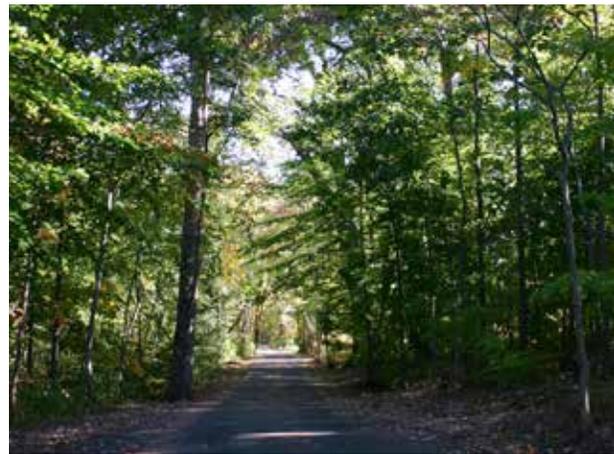
In addition, the township has purchased a number of properties not mentioned in the Open Space Plan. These include:

- Molloy Tract--now Farmstead Park
- Hankin Tract (which extended Veterans’ Memorial Park north to Brooks Street)
- Peracchi Tract--now Brooks Street Park



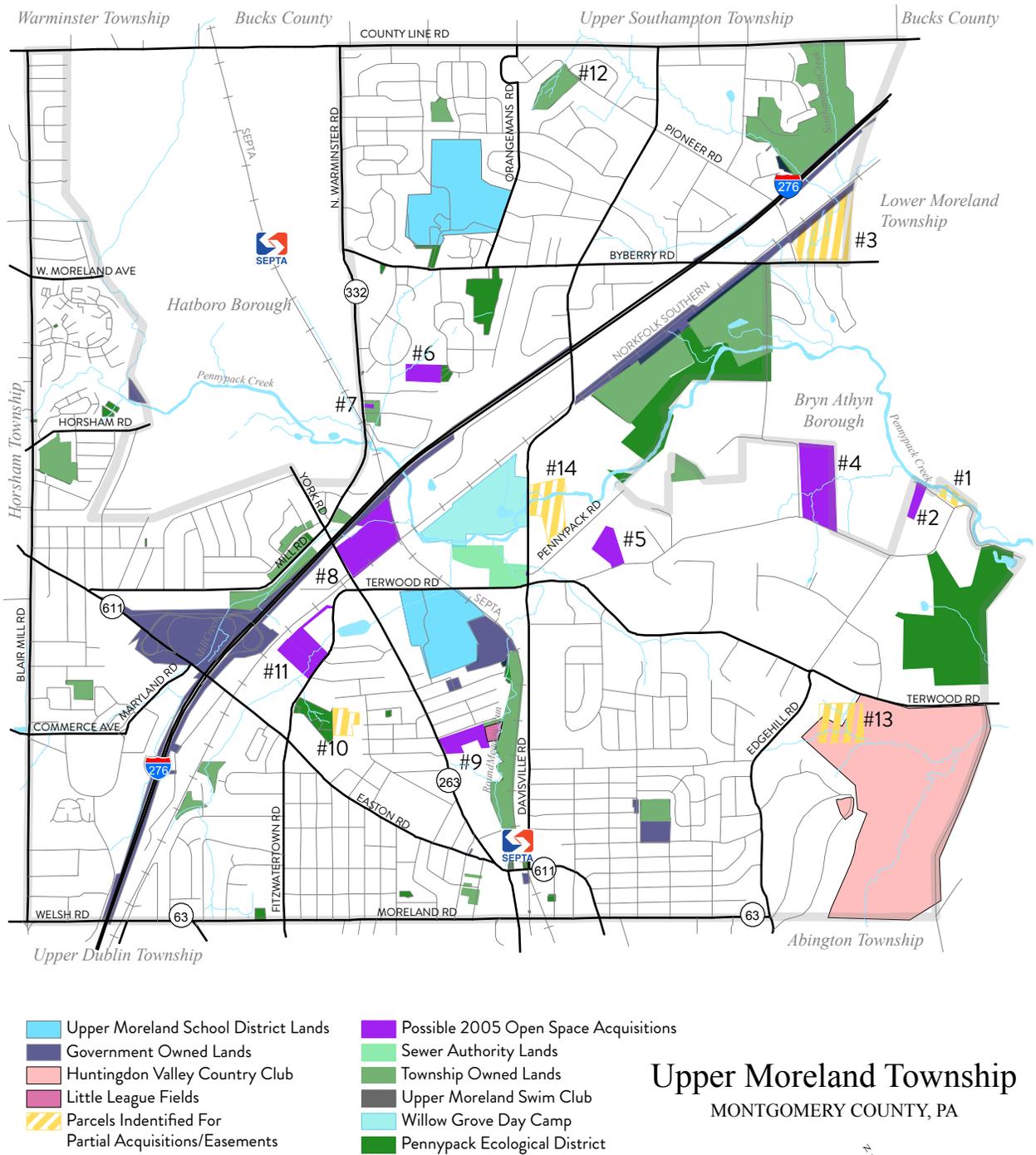
TABLE 9.2 OPEN SPACE PRESERVATION PRIORITY KEY

	Name	Map ID Number	
HIGH	Pioneer Woods Park	12	✓
	Access to War Memorial Park (now Veterans' Memorial Park) via Davisville Road	Multiple locations from Terwood Road to Easton Road	
	Extension of Dawson's Manor Park	6	
	1370 Creek Road (Cardone Tract)	2	✓
	Partial Acquisition/Easement: Creek Road	1	
MEDIUM	Buehler Nature Park Expansion	10	
	Huntingdon Valley Christian Academy	3	
	The Lord's New Church	4	✓
	Fairhill Properties	9	
	Fraiser's Bog	13	
LOW	2405 Huntingdon Road	5	
	PECO Tract	11	
	425 S. Warminster Road	7	
	Sam's Club (now Benjamin Foods)	8	
	Independent Bible Church of Willow Grove	14	



The 2006 Open Space plan recommended the acquisition of land to expand Mill Park and Veterans' Memorial Park.

MAP 9.3 PROPOSED OPEN SPACE PRESERVATION BY PRIORITY



Please Refer to Table 9.2 Open Space Preservation Priority Key on preceding page.



Basketball court, Veterans' Memorial Park



Hockey Rink, Veterans' Memorial Park.

Upper Moreland Township Comprehensive Parks and Recreation Plan (June 2007)

The Parks & Recreation Plan, written with the assistance of Simone Collins, provided a thorough inventory of the township's 19 parks. It analyzed park usage and recreation preferences based on results of a recreation survey of over 500 Upper Moreland residents (315 were contacted by mail sent to township residents, 200 were contacted in a random sampling by phone, and 25 key in-person interviews were conducted). The plan assessed park and recreation needs, and provided recommendations to achieve those goals.

UMT Comprehensive Parks & Recreation Plan: Parks Inventory

The Parks & Recreation plan summarized the parks system as containing 19 parks, about half of which are larger parks that feature athletic courts and fields, playground equipment, and enough space for community events. Other parks in the system are six smaller, neighborhood parks (or "pocket" parks), scattered throughout predominantly residential areas. Three passive parks, Buehler Park Nature Study Area, and Farmstead Park, and Pioneer Woods, enable residents to enjoy recreation in natural settings. These parks emphasize natural landscapes and trails, while the majority of the other parks are generally focused on athletics and play equipment.



UpperMoreland2040 Theme: Sustainability

Parks and Open Space have a relationship with this plan's Arts & Recreation Opportunities theme, and that relationship has the opportunity to grow in the future. As noted above, about half of the township's parks are large enough to host community events, and private open space also hosts regular events. Ongoing examples include:

- Farmstead Park hosts an annual "Spring Festival" with live music, food, sheep shearing, farmstead tours, Colonia interpretations and a livestock display.
- The "June Fete Fair" is held annually on rural land owned by Abington Jefferson Hospital. It features live music, rides, a marketplace, and fireworks. More than 25,000 people attend the three day event.

In addition to parks freely accessible to township residents, there are other recreation opportunities available. For example, the Pennypack Ecological Restoration Trust maintains lands preserved in a natural state for the public's enjoyment. PERT lands comprise

812 acres and include nearly 11 miles of hiking trails. The Upper Moreland School District allows its recreation facilities to be used at certain times, and the Upper Moreland Swim Club offers fee-based private recreation.



Farmstead Park

Amenities

- Multipurpose, irrigated athletic field
- Open turf areas
- Parking lot
- Historic structures (farmhouse, spring house, carriage house, barn; renovations are ongoing)
- Walking trail

Improvements Recommended by Master Plan

- Expansion of walking/hiking trails
- Picnic pavilion
- Restrooms
- Wetland nature boardwalk with educational signage
- Play equipment
- Benches
- Landscaping

Veterans Memorial Park

History

Originally created following World War II, today's active recreation portion of Veterans' Memorial Park was donated to the township in 1974 by the World War II Memorial Association. The park's active recreation amenities are listed below. In 1998 Upper Moreland expanded the park by purchasing the wooded northern portion of the Hankin Tract with Open Space funding from Montgomery County; that area now provides passive recreation opportunities to residents. The township also improved access to the park (County Revitalization funding was used), added parking and created a trail.

Amenities

- Military veterans memorial
- Play equipment
- Parking lot
- Basketball court (lighted)
- Volleyball court (lighted)
- Roller hockey rink (lighted)
- Benches
- Picnic tables
- Walking trail
- Wooded area
- Tot lot

Improvements Made, Consistent with Recommendations of Veterans Memorial Park Master Plan (2010) (see plan)

- Veterans' memorial with helicopter
- Government/military flags
- Additional parking (mostly complete)



Veterans' Memorial Park: Natural Areas Stewardship Report (2009)

In 2009 Natural Lands Trust published a natural areas stewardship report for Veterans' Memorial Park to determine how the park's natural resources can be managed in a way that maximizes the park's dual role as a community recreation area and an ecological asset. The report made certain recommendations that the township addressed (recommendations that are still relevant are listed in the "RECOMMENDATIONS" section at the end of the chapter):

- **Recommendation:** Mark the boundaries of the property (or at least the corners) with signs to discourage dumping.
Action: The township marked selected property boundaries.
- **Recommendation:** Monitor high use areas for hazard trees once each year and following severe storms.
Action: The township Park & Recreation Department monitors these areas.
- **Recommendation:** Remove debris from the forest and creek areas and annually inspect park boundaries for additional debris.
Action: The township Parks & Recreation Department organizes three park clean-ups annually, with the assistance of a church group. Staff notes that debris is always an issue at the park.
- **Recommendation:** Determine whether point or points of active erosion is within the park boundary. If confirmed, contact the Montgomery County Conservation District for recommendations on addressing this. Given the high inputs from upstream, it may be necessary to "armor" the base of these areas with large rocks or a combination of rocks and bioengineering techniques.
Action: Township Parks & Recreation staff applied for multiple grants for this purpose. Some improvements were made and paid for with a grant from the Commonwealth Financing Authority. Township Parks & Recreation Department confirms that erosion occurs within the park itself, and the areas are identified on mapping for Veterans' Memorial Park. Parks & Recreation Department staff plans to continue work on this issue.



Upper Merion Township Comprehensive Parks and Recreation Plan Survey results (survey concluded in 2007)

TABLE 9.3 GREATEST PARTICIPATION IN RECREATIONAL ACTIVITIES

Playground/youth programs	
Phone – 69%	Mail – 68%
Trail activities	
Phone – 66%	Mail – 88%
Warm-weather youth sports leagues	
Phone – 60%	Mail – 89%

Favorite recreational activity:

Walking/hiking	
	Mail – 56%

Most-visited Township parks:

Masons Mill Park	
	Mail – 77%
Woodlawn Park	
	Mail – 35%

Interest in community center facilities:

Cardio room	
Phone – 87%	Mail – 71%
Walking/running track	
Phone – 88%	Mail – 88%
Gymnasium	
Phone – 81%	Mail – 79%



Loop trail and plantings, Veterans' Memorial Park.

Upper Moreland Township Comprehensive Parks and Recreation Plan (June 2007)

Upper Moreland Township Comprehensive Parks & Recreation Plan: Survey Results

The recreation survey found that Masons Mill Park and Woodlawn Park were the most frequently used parks, which suggested that they may be placed high on the priority list for park improvements. Respondents rated trail activities as their favorite recreational activity, which indicated the need for additional trails throughout the township. The use of playgrounds was very popular, showing a demand for updated play equipment. Participation in warm-weather sports leagues was popular as well, and investments in fields and athletic facilities were determined to be important, as interest in sports leagues remains high.

About 80% of residents expressed at least some interest in a community center, primarily for an indoor track and gym/fitness center. Recently, a new YMCA was constructed in Upper Moreland that combines the services provided by the former Abington and Hatboro YMCAs. This may satisfy some of the need for a community center; however it remains unclear to what extent a private, fee-based organization such as that would satisfy the need for a community center serving the general population.



The Parks & Recreation Plan's recreation survey found that Masons Mill Park was one of the two most heavily-used parks.

Uppermoreland2040: Public Outreach

The Comprehensive Planning process included an internet survey, and included public workshops and open houses regarding goals and objectives. These actions, along with input from the Revitalization Task Force, led to the following findings:

- “Trails, Parks, and Open Space” were identified as very important issues for the comprehensive plan to address. There was support for extending the Power Line Trail into Upper Moreland and creating a master trail plan (a joint master trail plan for Upper Moreland has been drafted with Hatboro, paid for with Transportation and Community Development Initiative (TCDI) funding from the Delaware Valley Regional Planning Commission (DVRPC).
- There was support for investigating the feasibility of a new sidewalk on Terwood Road south of Huntingdon Road.
- There is interest in including trails and parks in the business park area along Maryland, Commerce, and Computer Drives; and
- Residents consider the organized athletic leagues in the township to be a great asset.



North Willow Grove Park.

Trails

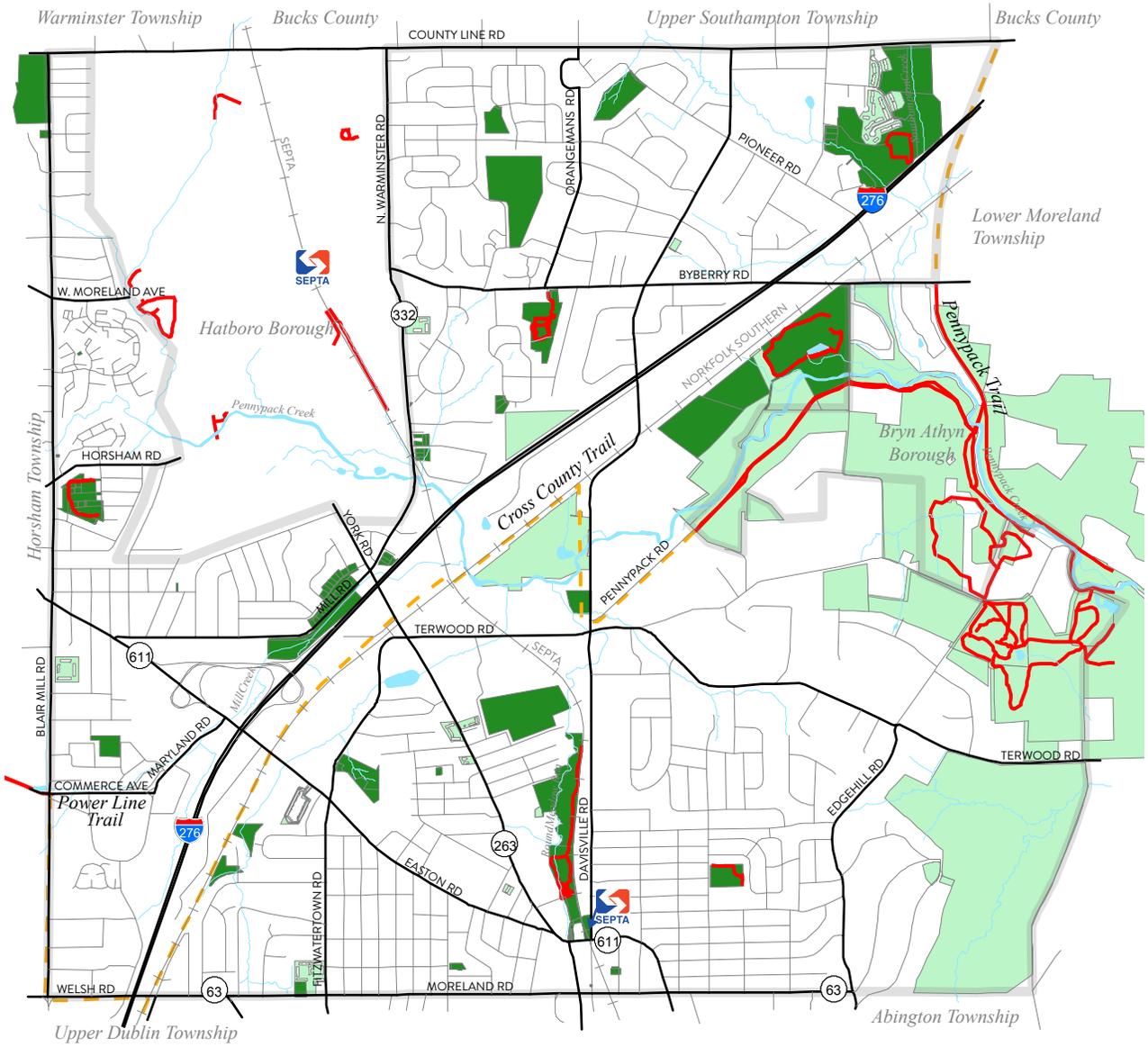
Information gathered from various township planning initiatives over the past decade show that township residents want, and would benefit from, more trails. The public expressed a need for both nature-based hiking trails and paved trails closer to downtown that could connect to public transit.

Trails planned for Upper Moreland will link it to the rest of “The Circuit”, an extensive, 750-mile trail system throughout the Philadelphia metropolitan area (map from DVRPC, 2016). The existing Pennypack and Power Line Trails on the periphery of Upper Moreland are part of the 300+ miles of trails in the Circuit already constructed. The future extensions of the Pennypack, Cross County, and Power Line Trails are part of what will eventually be 800 miles of interconnected trails.

The township has completed walking trails at several parks, including the recent completion of a 0.85-mile trail at Veterans Memorial Park. A complete listing of Upper Moreland’s municipal trails is below:

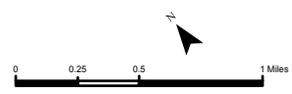
TABLE 9.4 TRAILS KEY

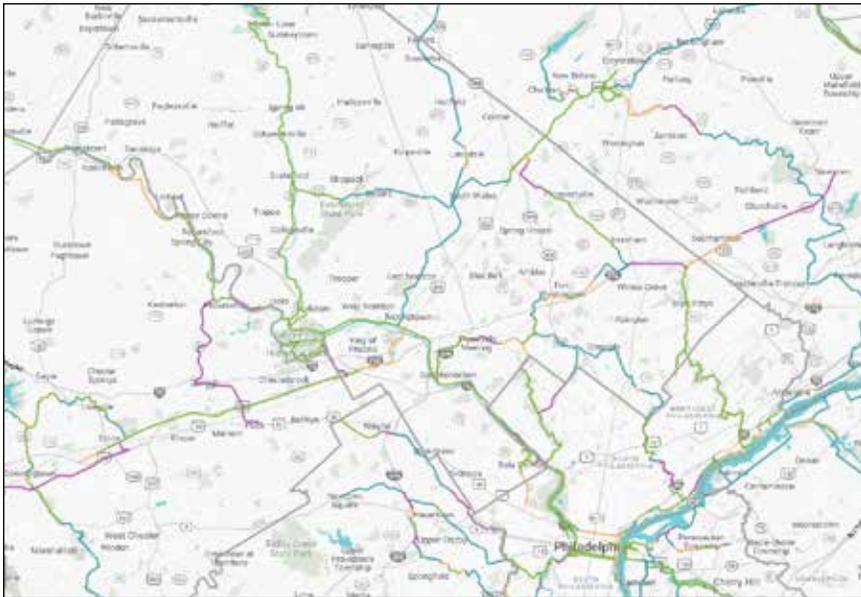
Name/Location	Trail Length (miles)	Trail Surface
Buehler Park Nature Trail	0.32	Wood Chip
F.J. Pileggi Park Walkway	0.52	Paved/Cinder
Fair Oaks Perimeter Trail	0.39	Paved
Masons Mill Park Fitness Trail	0.72	Limestone Grit
Masons Mill Park Nature Trail	1.10	Wood Chip
Farmstead Park Trail	0.30	Limestone Grit
Veterans’ Memorial Park Trail	0.85	Paved
Woodlawn Park Walkway	0.34	Paved/ Limestone



- Completed
- - - Proposed (Specific Alignment TBD)
- Schools/Public Open Space
- Private Open Space

Upper Moreland Township
MONTGOMERY COUNTY, PA





“The Circuit” Trails from interactive map, DVRPC

In 2012, Upper Moreland established a use agreement with PECO, giving the township the rights to an 8’ wide strip through the Power Line corridor. The existing trail currently runs along the PECO right-of-way through Horsham Township. In addition, Upper Moreland and the Montgomery County Planning Commission recently conducted informal trail alignment research to identify other potential trail alignments

throughout the township. The maps below illustrate potential trail alignments in the Welsh Road area in the western portion of the township, the Maryland Road/Willow Grove Interchange area, and around Pennypack Road/Creek Road in the eastern portion of the township (see three images, below).



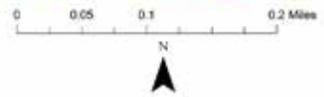
**Possible Trail Routes:
Pennypack Rd. Area**
(Under discussion; no decisions yet made)

	Existing Trail		Municipal Boundary
	Potential Bike Path or Trail		Streams/Water Bodies
	Parcels (Upper Moreland)		Electric Line
	Proposed Cross County Trail (Conceptual)		Pipeline

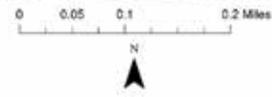
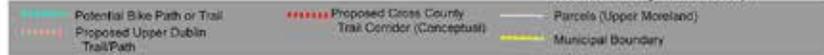




Possible Trail Routes: Maryland Rd/WG Interchange
 (These routes are being discussed; no decisions have been made)



Possible Trail Routes: Welsh Rd. Area (Under discussion; no decisions yet made)



The annotated aerial photographs illustrate some of the various options for trail routes through the township.

Planned County Trails in Upper Moreland

Note: for detailed maps, information such as trail composition and photographs about the County Trail system, see the Montgomery County Trail Asset web site: <http://arcg.is/2chNhHh>

Cross County Trail

The Cross County Trail has been completed from the Schuylkill River Trail in Conshohocken to Germantown Pike in Plymouth Meeting. The trail alignment originally proposed needs to be relocated from its anticipated route following the existing Norfolk Southern rail line, since that is no longer feasible. Though a final decision has not been made, Upper Moreland and MCPC are coordinating to explore various alternative routes. It is expected that the new alignment will instead follow other features, like creeks or power lines, instead of the rail line and will likely meander through the township more than the original alignment, which included long straightaways. Upper Dublin is currently constructing part of the Cross County Trail through the Fort Washington Office Center.

Pennypack Trail

In 2015 the trail was extended north through Lower Moreland and Bryn Athyn, where it runs through the lands of the Pennypack Ecological Restoration Trust (PERT). This portion of the trail ends at a new trailhead parking area at Byberry Road near Masons Mill Park in Upper Moreland, where a short connection to the park could easily be made. Future plans for the Pennypack Trail include an extension further north to County Line Road along the Upper Moreland—Lower Moreland boundary, and then onto Newtown, Bucks County (the “Newtown Rail Trail”). Though the Pennypack Trail does not run directly through Upper Moreland, it follows the municipal boundary at Bryn Athyn and includes a branch connecting to Pennypack Road in Upper Moreland, and includes a connection to the PERT trail system that extends into Upper Moreland.

Power Line Trail

The Power Line Trail has been constructed in Horsham Township, and runs close to five miles, from the Horsham Township Municipal Complex on Horsham Road to the Upper Moreland boundary on Blair Mill Road. The trail is paved asphalt for most of its route, but for several blocks closest to Upper Moreland the trail narrows and consists only of standard sidewalks. Upper Moreland has acquired an eight-foot wide use agreement



Pennypack Trail.



A branch of the Pennypack Trail is accessed from a trailhead on Pennypack Road.

with PECO, and intends to have a trail constructed down the power line corridor, from Blair Mill Road to Maryland Road it will cross the western portion of the horseshoe-shape of Maryland Road before reaching the eastern portion of the horseshoe. The township envisions a parking lot for trail users in this location. The trail would then connect with the Cross County Trail and head east to Easton Road.

In the survey conducted for the Parks and Recreation Plan, respondents indicated that walking and hiking was their favorite activity.

Note: For Bike Routes and Trails, see Chapter 10: Transportation

Conclusion

Upper Moreland offers an impressive network of public and private parks and open space, including a highly-valued public recreation system supported by a Parks & Recreation Department, athletic facilities made available for public use at certain times by the school district, open space and trails owned by the Pennypack Ecological Restoration Trust (PERT), the private Upper Moreland Swim Club, and a trail system poised for growth. We recommend that the township coordinate with MCPC, Bucks County, PERT, and surrounding municipalities to advance its trail planning, and facilitate creation of a trail system interconnected with other trails in Montgomery, Bucks, and Philadelphia Counties and the larger “Circuit” throughout the Metropolitan area.

For over a decade, the township has undertaken significant study and planning of its parks, recreation, and open space system. The *2006 Open Space Plan: Upper Moreland Township* and *Comprehensive Parks and Recreation Plan (2007)* were the most significant of the past plans; they also include master plans and a stewardship plan for specific parks, and some trail planning. Many of the recommendations of those plans remain relevant today (for specific, still-relevant recommendations, see the appropriate section, above).

The recommendations from past plans encompass an array of improvements. They included providing new athletic facilities and improving existing facilities, such as by constructing new athletic fields and potentially developing a community center. Recommendations included land conservation, through acquisition or easements. This would protect high-value land for environmental conservation, scenic views, or passive recreation, such as the land that is now Pioneer Woods Park and land in Upper Moreland that has been added to that administered by PERT. Recommendations included



Veterans' Memorial Park Trail.

the creation of a trail system linking the various parts of the township with one another and the surrounding region.

Upper Moreland should build upon the park and recreation achievements of the past decade by adopting the draft comprehensive zoning ordinance, which incorporates important conservation measures that would strengthen the environmental integrity of open space and other natural areas. The township should make the most important park improvements identified in the Comprehensive Parks and Recreation Plan, and it should round out its past planning for Veterans' Memorial Park by addressing the natural area in the northern section of the park. The township should maximize the value of its parks and open space by creating additional access paths or trails to them from nearby neighborhoods and roads. And it should continually monitor the status of properties identified in the Open Space Plan as important for protection, and when possible, acquire additional land or the easements to protect them. The township will use the park amenities map created for *UpperMoreland2040* to help the public enjoy Upper Moreland's extensive parks and recreation system.

Recommendations

Upper Moreland has completed extensive parks, open space, and trails planning in the past decade. Those plans, reviewed above, made numerous recommendations--most of which are still relevant.

Following are the specific recommendations for the Parks, Open Space and Trails Network

9A. Implement the recommendations of the Veterans Memorial Park Master Plan and the Veterans’ Memorial Park Natural Areas Stewardship Report. Additionally, the township should update the parks master plan, in coordination with the World War II Memorial Association, that builds on past planning efforts for the park while adding new recommendations focusing on the northern section of the park (the “Hankin Tract”). Specific improvements, consistent with the existing Master Plan and Stewardship Report include:

- a. Consider installing nest boxes for wood ducks
- b. Install an interpretive loop trail
- c. Consider installing fenced deer exclusion areas
- d. Consider increasing the width of the riparian forest natural habitat in the active recreation area to extend into the existing lawn and enhance the benefits of a vegetated buffer (it should be noted that the township Parks & Recreation Department is planning to plant trees in that area, and the Environmental Advisory Council (EAC) and the Library, in coordination with the township Parks & Recreation Department, are working on a plan for it).



The Veterans’ Memorial Park Natural Areas Stewardship Report recommended consideration of widening the riparian forest natural habitat along Round Meadow Run.



Site of the future Power Line Trail in Upper Moreland, Maryland Road.

 **UpperMoreland2040**
Theme: Sustainability

Examples of how these Parks, Trails and Open Space recommendations will support the plan’s Sustainability theme include but are not limited to:

- Implementing the recommendations of the Veterans’ Memorial Park Natural Areas Stewardship Report, including improvements to wildlife habitat, riparian corridor and woodland protections and environmental education.
 - Facilitating improvements recommended by the Farmstead Park Master Plan (note: the park was formerly known as “Boileau Park”), including creation of a wetland nature boardwalk with environmental educational signage and landscaping.
-

9B. Pursue extension of the Power Line Trail into Upper Moreland. This will mean communicating with Horsham Township and MCPC and pursuit of funding. Using the use agreement with PECO, the township could extend the trail down the corridor, extending the existing Power Line Trail in Horsham to Easton Road (PA 611). This would connect to the future Cross County Trail in Upper Moreland. The township's Master Trail Planning process, currently underway with Hatboro, should be used to help plan for the Power Line Trail extension.

9C. Implement the township's Parks & Recreation Plan. This means:

- a. Expanding loop trails at parks,
- b. Developing new recreation fields (including a multipurpose lighted turf field),
- c. Conducting a community center feasibility study, and
- d. Increasing the Parks & Recreation budget for field maintenance

9D. Collaborate and coordinate with neighboring municipalities and Montgomery County on regional trail, bicycle and recreation planning. In addition to the Power Line Trail, which is goal 9B, and planning with Hatboro on trail connections, which the two municipalities are actively doing by preparing a joint master trail plan, this means:

- a. Planning with Upper Dublin, Horsham and MCPC to construct the Cross County Trail connection and possibly local trails into Upper Moreland (Upper Dublin and Horsham both either have or have planned local trails near Upper Moreland). The township should continue to plan for its trail system by determining alignments and design, acquiring funding, and undertaking construction in collaboration with the County and adjacent communities. A connection to Hatboro could link Miller Meadow on York Road to the future Cross County Trail.
- b. Collaborating on plans and facilities for bicyclists (for example, Abington recently completed a master bike plan)
- c. Investigating opportunities for a better recreation system through regional cooperation (Lower Moreland is considering writing a recreation plan).



Adding play equipment at Farmstead Park is one of this plan's recommendations.

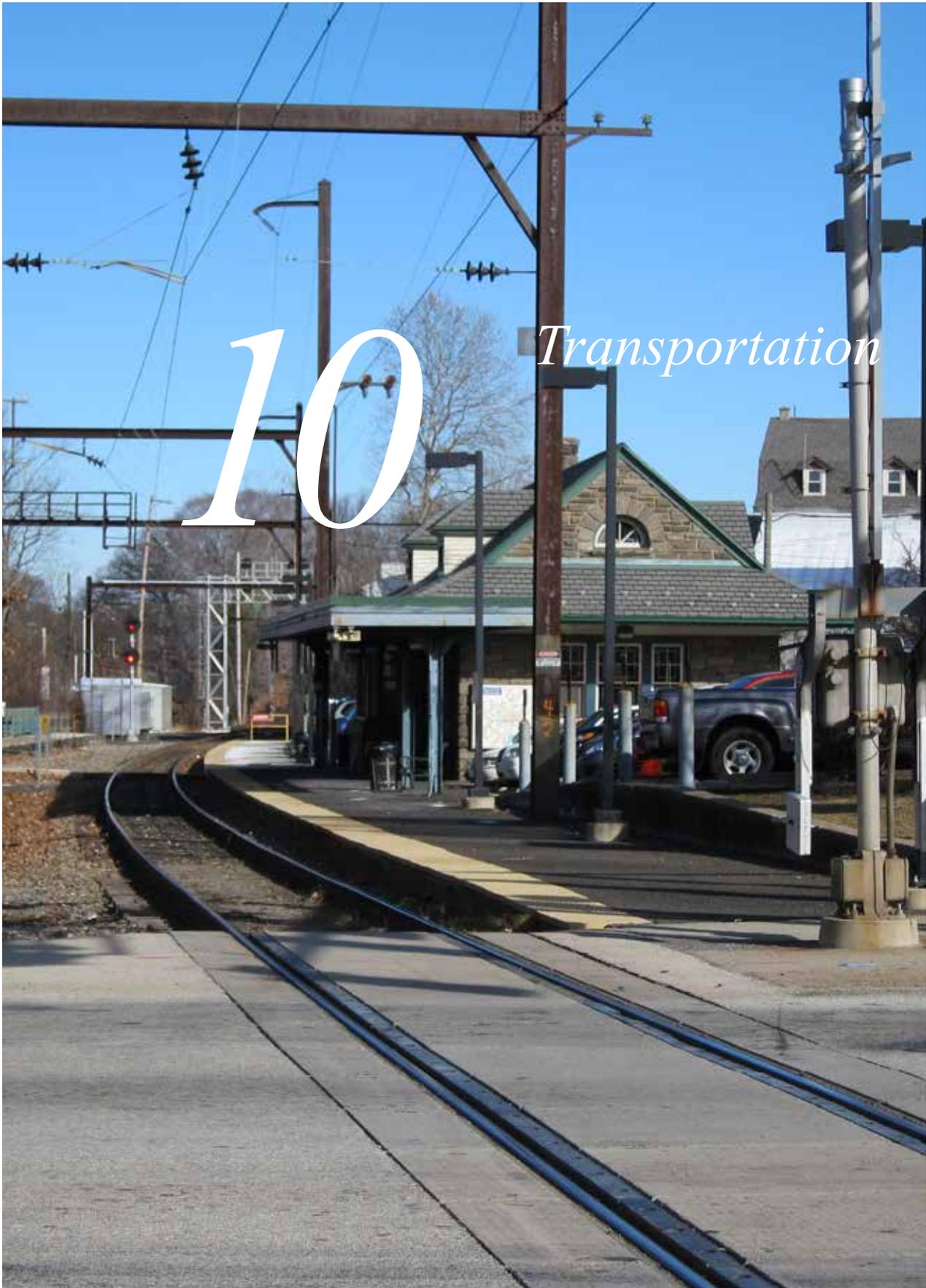
9E. Implement township Open Space Plan. This means:

- a. Adjusting zoning to adjust the minimum required lot size to account for natural features,
- b. Provide a pedestrian/bicycle trail on Byberry Road (Davisville Road to Masons Mill Park), and
- c. Creating multiple connection points from Davisville Road to Veterans' Memorial Park. The planned SEPTA pedestrian bridge over the tracks will create one of these connections; another connection could be established by working with SEPTA to add a pedestrian signal for pedestrians crossing the SEPTA Warminster line.

9F. Facilitate improvements recommended by the Farmstead Park Master Plan. This includes:

- a. Expansion of walking/hiking trails,
- b. Adding a picnic pavilion, restrooms, a wetland nature boardwalk with educational signage, play equipment, benches and landscaping.

9G. Investigate the feasibility of adding a sidewalk on Terwood Road, south of Huntingdon Road. This would improve the safety of the road for pedestrians, including children walking to the high school.



10

Transportation



10

Transportation

Introduction

Commuting Time

Roads and Highways

Road Classification

Parking

Traffic Volume

Transportation Improvement Program (TIP)

The Pennsylvania Turnpike

Transit

SEPTA Regional Rail

Bus Service

Bicycling

The Pedestrian Network

Sidewalks

Crosswalks

Recommendations



Residential Neighborhoods and Living Options



Robust and Diverse Economy



Arts & Recreation Opportunities



Community Identity



Sustainability

The icons shown in bold, above, represent the plan's themes that have a strong relationship with this chapter.

Introduction

What is now Willow Grove was located on what had been a Lenni Lenape trail to New York. Significant dates in the construction of the township's major roads are 1711 (Old York Road was constructed, which linked Philadelphia to New Hope), 1722 (the section of Easton Road from Willow Grove to County Line Road was built), and 1954 (the Willow Grove Interchange opened). The railroad played an important role in the development of Willow Grove and Upper Moreland. In 1872, the North East Pennsylvania Railroad (which would be taken over by the Pennsylvania & Reading Railroad, and eventually SEPTA) opened its line from Glenside through Willow Grove to Hatboro. Numerous trolley lines traveled to Willow Grove. Willow Grove (amusement) Park (which opened in 1896) was constructed to generate more passengers for the Philadelphia Rapid Transit Company trolley (the line from Philadelphia, by way of Keswick, opened in 1895). But by the mid 20th century, automotive travel became dominant. In 1954, the township's transportation system was significantly impacted by the opening of the Willow Grove Interchange of the Pennsylvania Turnpike. And in 1958, indicative of a national trend, the trolley line to Willow Grove Park was replaced by a bus route.

As we contemplate the transportation system in Upper Moreland today and plan for its future, roads remain the most important issue—particularly traffic congestion, “bottlenecks” and better access to the Turnpike. This chapter also addresses transit (train and bus), the pedestrian network, bicycling and commuting to work generally.

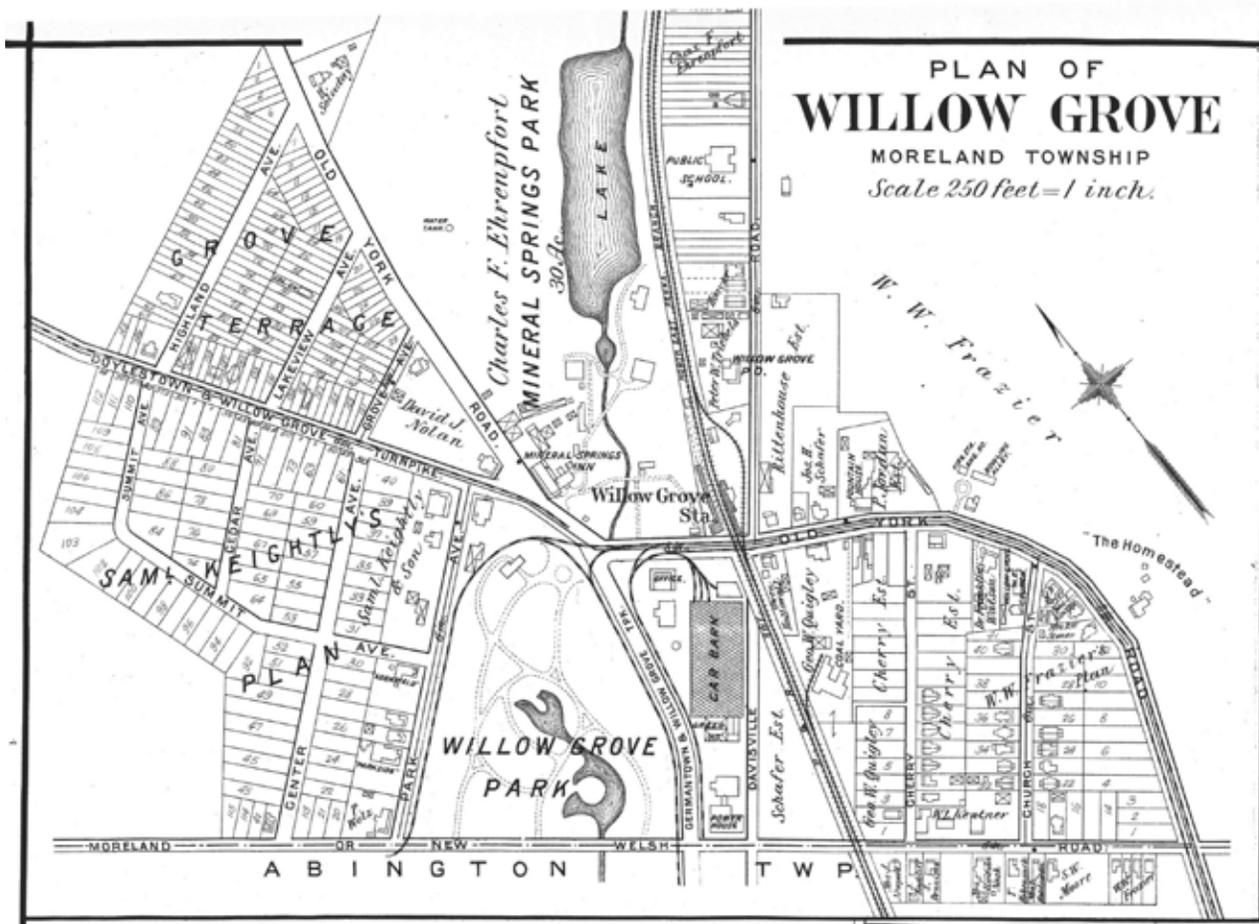
Note: For trails, see Chapter 9: Parks, Trails and Open Space.



Stone arch bridge carrying Byberry Road over the Southampton Creek.



The railroad played an important role in Willow Grove and Upper Moreland's development.

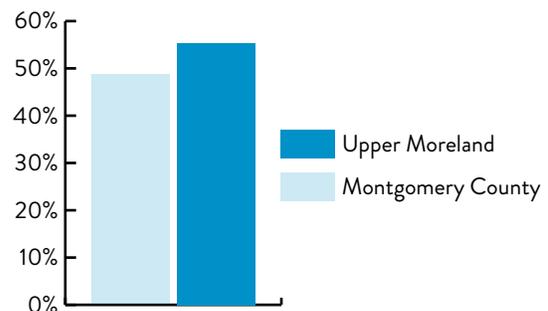


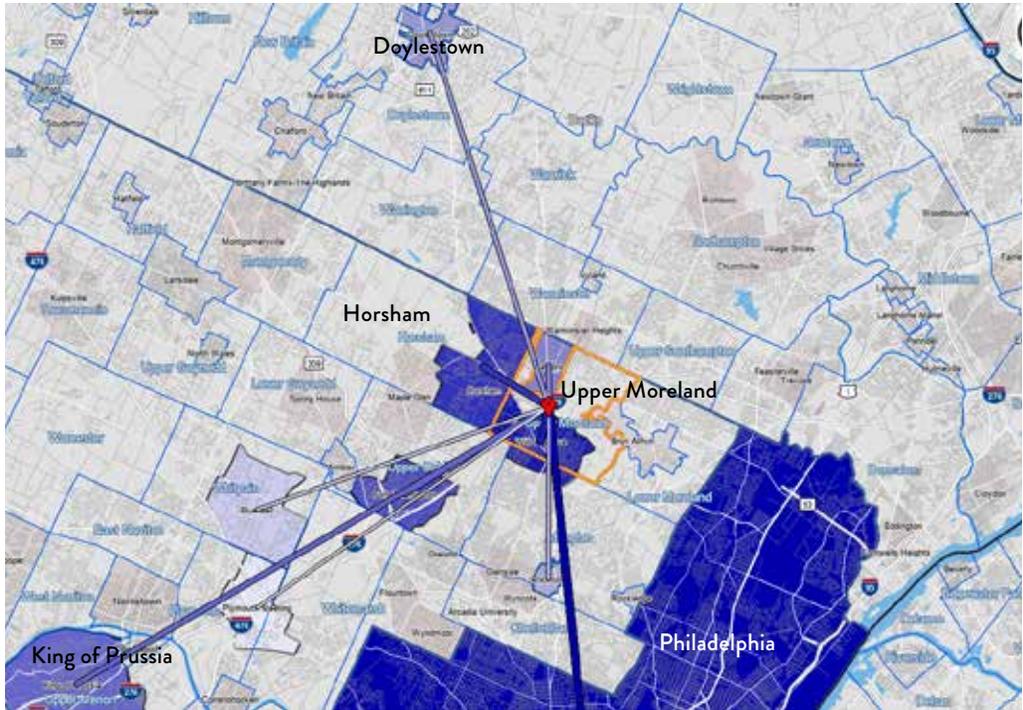
Willow Grove has historically been shaped by transportation—whether Indian trail, coach road, highway, railroad, trolley or recreational trail. From the *A.H. Mueller map (1909)*.

Commuting Time

Residents of Upper Moreland enjoy shorter commutes to work than other county residents; unlike the county as a whole, a majority (55.3%) of Upper Moreland residents enjoy a commute of less than 25 minutes (the county average is 48.7%). Shorter commutes may be a reflection of excellent highway access (including the PA Turnpike and Route 611), a more central location in the metropolitan area, and proximity to Philadelphia, Fort Washington, Plymouth Meeting, and other employment centers. More township residents are working in the city than they used to. The number of township residents commuting to Philadelphia increased by 34% from 2002 (earliest data available) to 2015 (most recent data available).

FIGURE 10.1 COMMUTE TIME LESS THAN 25 MINUTES





The top 10 commuting destinations of Upper Moreland residents.

Source: U.S. Census, “On the Map”, 2015

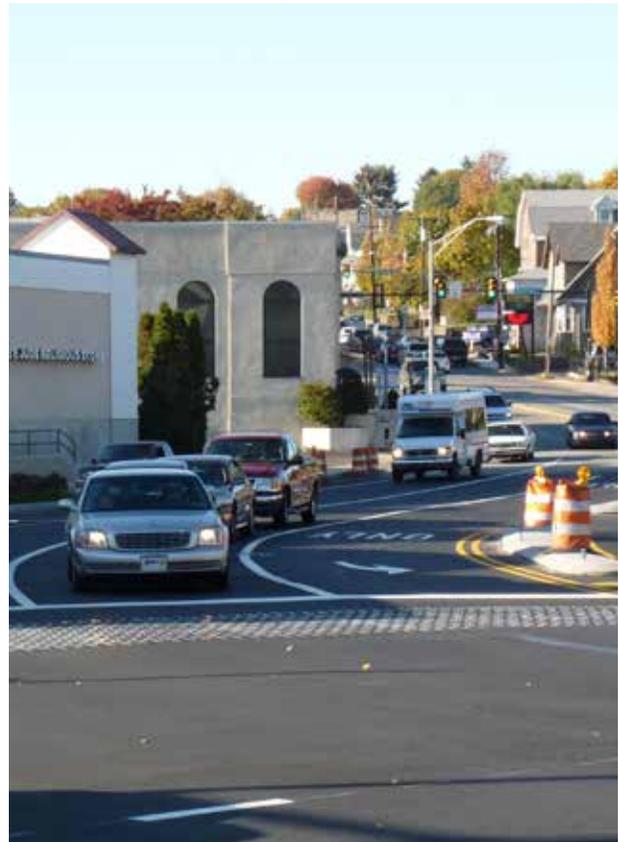
Roads and Highways

Road Classification

The township classifies roads as “Primary”, “Secondary”, and “Local”. This is at odds with PennDOT’s classification scheme of “Expressway”, “Principal Arterial”, “Minor Arterial”, “Collector”, and “Local” (see Classification maps, and proposed reclassification table, on following page). It’s worth noting that the township system governs road width and right-of-way dedication during land development, while PennDOT’s system makes roads eligible for federal and state transportation money (and covers design guidelines during such projects).

Parking

It has long been recognized that parking is a challenge in downtown Willow Grove. *The Upper Moreland Revitalization Plan (2012)* showed that there is a parking shortage of nearly 800 spaces in the downtown area, based on a comparison of zoning parking requirements with existing land uses. Recommendations for improving the parking situation are made in the “Recommendations” section of this chapter; the economic development role of parking will be addressed in Chapter 11: Economic Development & Revitalization.

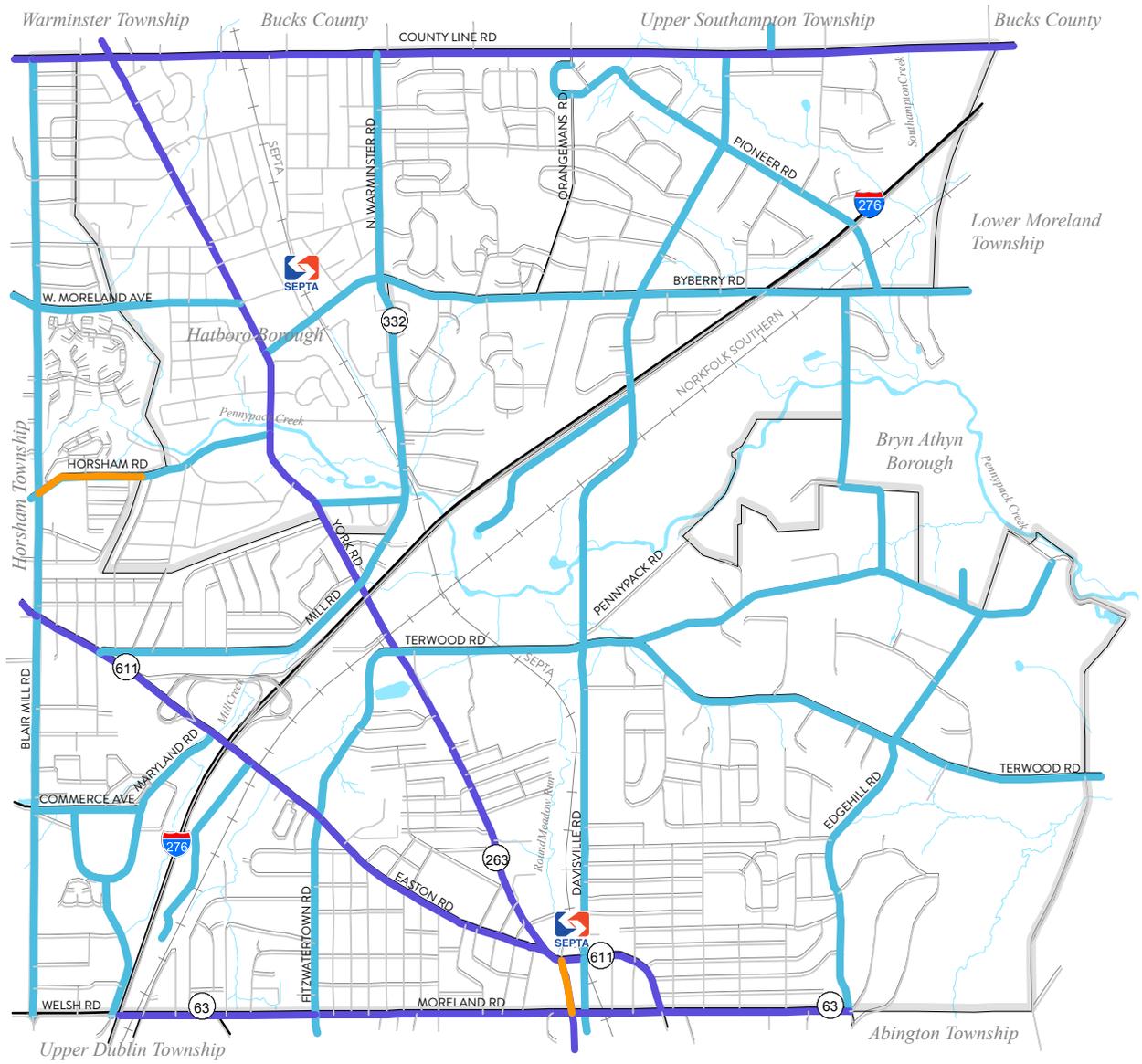


Intersection of Easton and York Roads.

TABLE 10.1 TOWNSHIP ROAD CLASSIFICATION, EXISTING AND PROPOSED

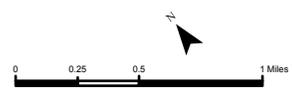
Road Segment	Existing Township Classification	Proposed Township Classification (Existing PennDOT Classification)
Blair Mill Rd	Secondary	Minor Arterial
Byberry Rd	Secondary	Minor Arterial
Centennial Rd	Local	Minor Arterial
Commerce Ave	Secondary	Collector
Computer Ave	Secondary	Local
County Line Rd	Primary	Principal Arterial
Davisville Rd (611 to County Line)	Secondary	Minor Arterial
Davisville Rd (611 to 63)	Secondary	Local
Easton Rd (Blair Mill to York)	Primary	Principal Arterial
Easton Rd (York to Moreland)	Primary	Minor Arterial
Edgehill Rd (Moreland to Terwood)	Secondary	Collector
Edgehill Rd (Terwood to Bryn Athyn Borough)	Secondary	Local
Fitzwatertown Rd	Secondary	Minor Arterial
Horsham Rd	Secondary	Minor Arterial
Huntingdon Rd	Secondary	Local
Maryland Rd (611 to Commerce)	Secondary	Collector
Maryland Rd (Commerce to Commerce)	Secondary	Local
Masons Mill Rd	Secondary	Local
Mill Rd	Secondary	Collector
Moreland Rd	Primary	Principal Arterial
Orangemans Rd	Local	Minor Arterial
Pioneer Rd (Orangemans to Byberry)	Secondary	Local
Pioneer Rd (Orangemans to Centennial)	Secondary	Minor Arterial
Route 263	Primary	Principal Arterial
Route 611	Primary	Principal Arterial
Terwood (remainder)	Secondary	Minor Arterial
Terwood Rd (Davisville to Lower Moreland Township)	Secondary	Collector
Turnpike	?	Expressway
Turnpike Dr	Secondary	Local
W Moreland Ave	Secondary	Collector
Warminster Rd	Secondary	Collector
Welsh Rd	Local	Principal Arterial
Wyandotte Rd	Secondary	Local

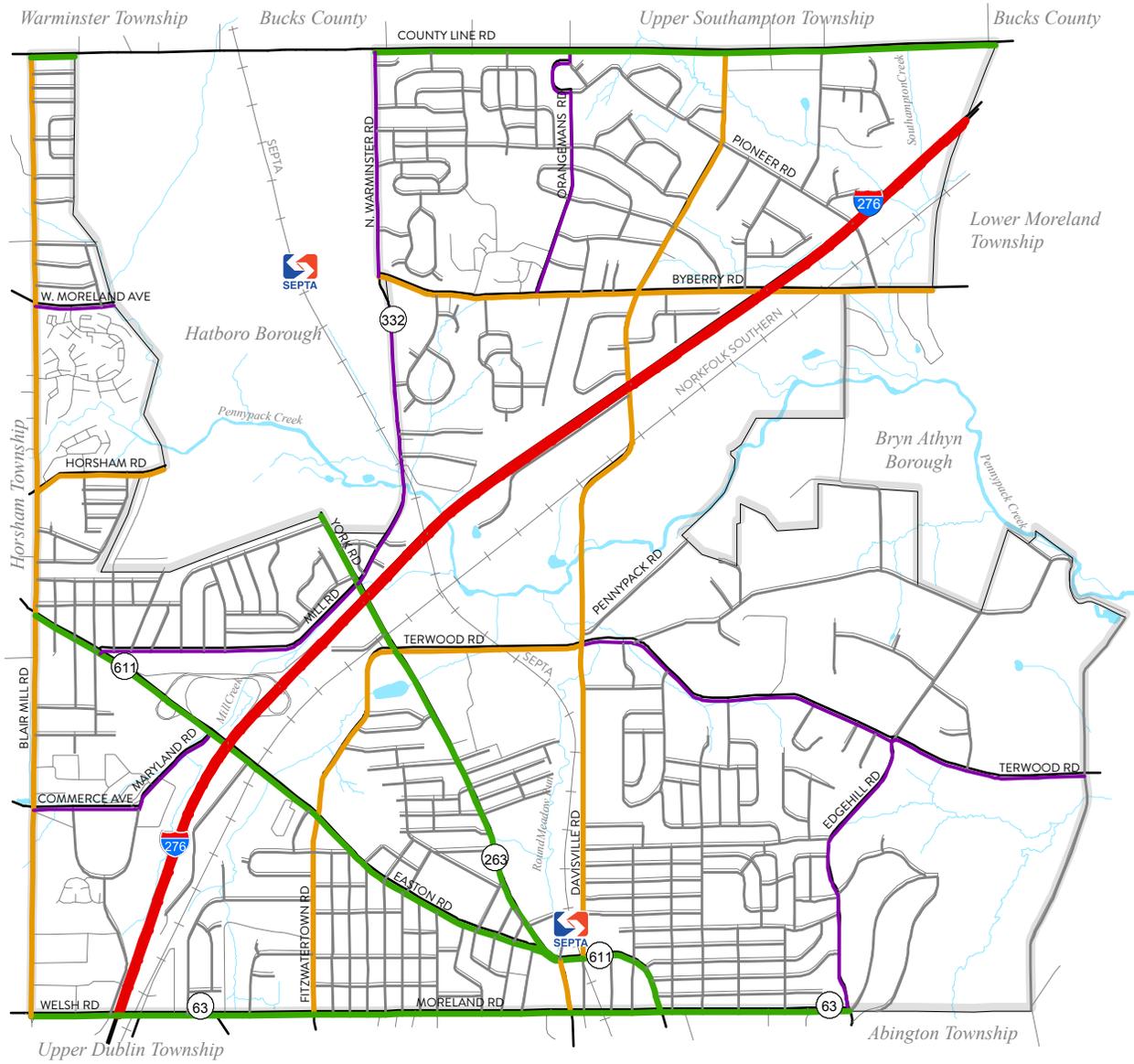
MAP 10.1 CURRENT TOWNSHIP ROAD CLASSIFICATION



- Minor Arterial
- Road Classification**
- Class**
- Local
- Primary
- Secondary

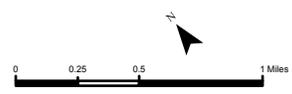
Upper Moreland Township
MONTGOMERY COUNTY, PA





- Road Class**
- Expressway
 - Principal Arterial
 - Minor Arterial
 - Collector
 - Local

Upper Moreland Township
MONTGOMERY COUNTY, PA



Traffic Volume

Traffic volume is measured in Average Annual Daily Traffic (AADT). As explained by PennDOT, AADT is “the typical daily traffic on a road segment for all the days in a week, over a one-year period.” See the Map 10.3 Traffic Volume (AADT) for traffic counts (rounded to the nearest thousand) on the township’s main roads.

Naturally, the Pennsylvania Turnpike (I-276) has far and away the highest traffic volume (111,000). The highest traffic volume that is not on a limited access highway is on Route 611, between the Willow Grove interchange and Horsham Township (39,000). This count was taken in 2017, and is likely to increase significantly after the Willow Grove Naval Air Station is redeveloped. Easton Road, between the Interchange and Fitzwatertown Road is the next busiest highway segment, with a 31,000 AADT. Rounding out the five highest AADTs in Upper Moreland are Route 263, between Terwood and Mill Roads (24,000 AADT); and Blair Mill Road, between Route 63 and Commerce Avenue.

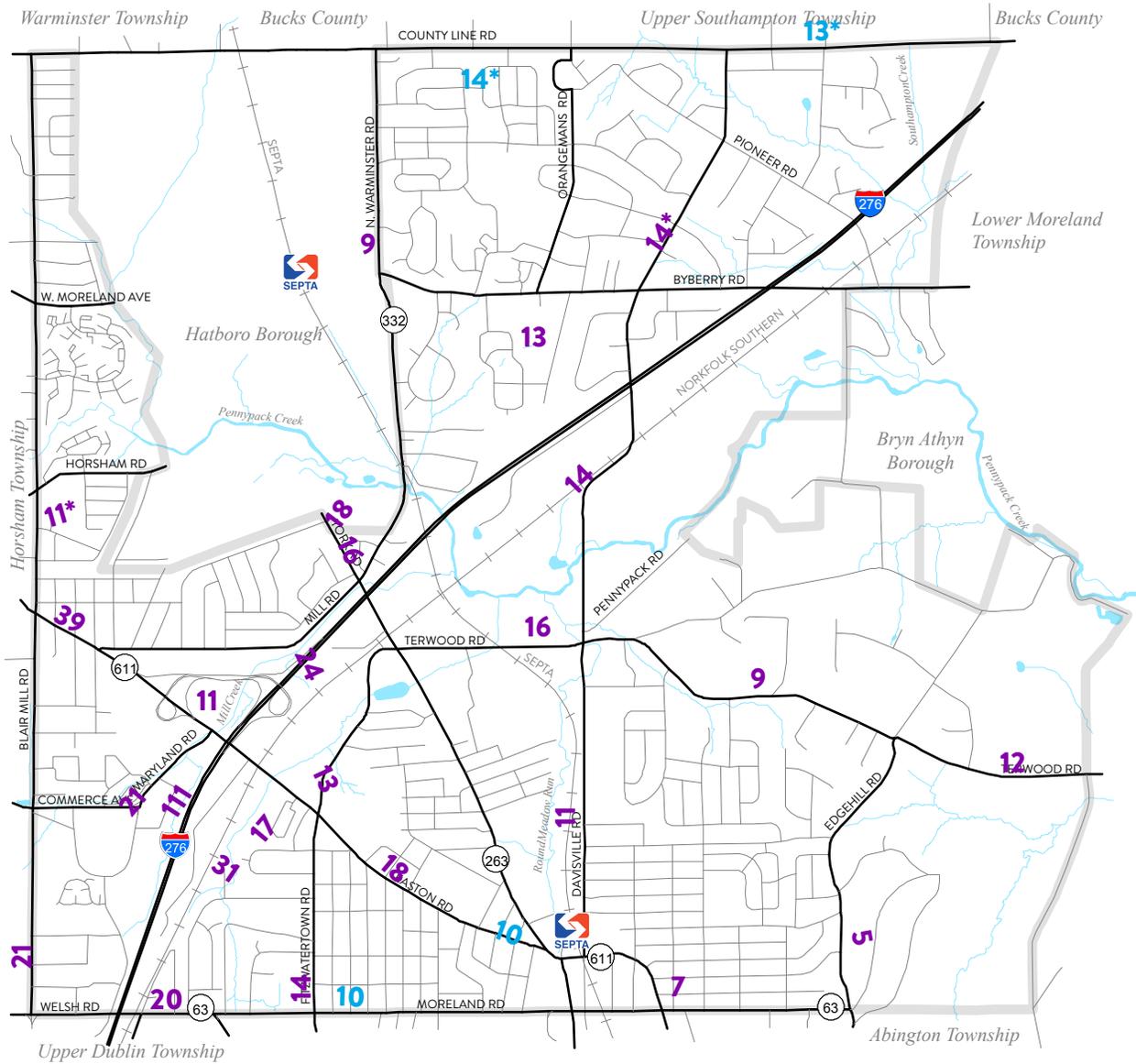


Approximately 31,000 vehicles per day travel along this section of Easton Road.



The Replacement of the Warminster Road Bridge over the Pennypack Creek is on the “TIP”.

MAP 10.3 TRAFFIC VOLUME (AADT)



One-Way AADT Count

Two-Way AADT Count

Counts are in 1,000s of vehicles

Source: DVRPC, 2012-2017,

except * indicates 2009 data

AADT = Average Annual Daily Traffic

Upper Moreland Township MONTGOMERY COUNTY, PA





This segment of PA 611 Easton Road (north of Fitzwatertown Rd) is the 3rd-most heavily traveled road segment in the township.

Transportation Improvement Program (TIP)

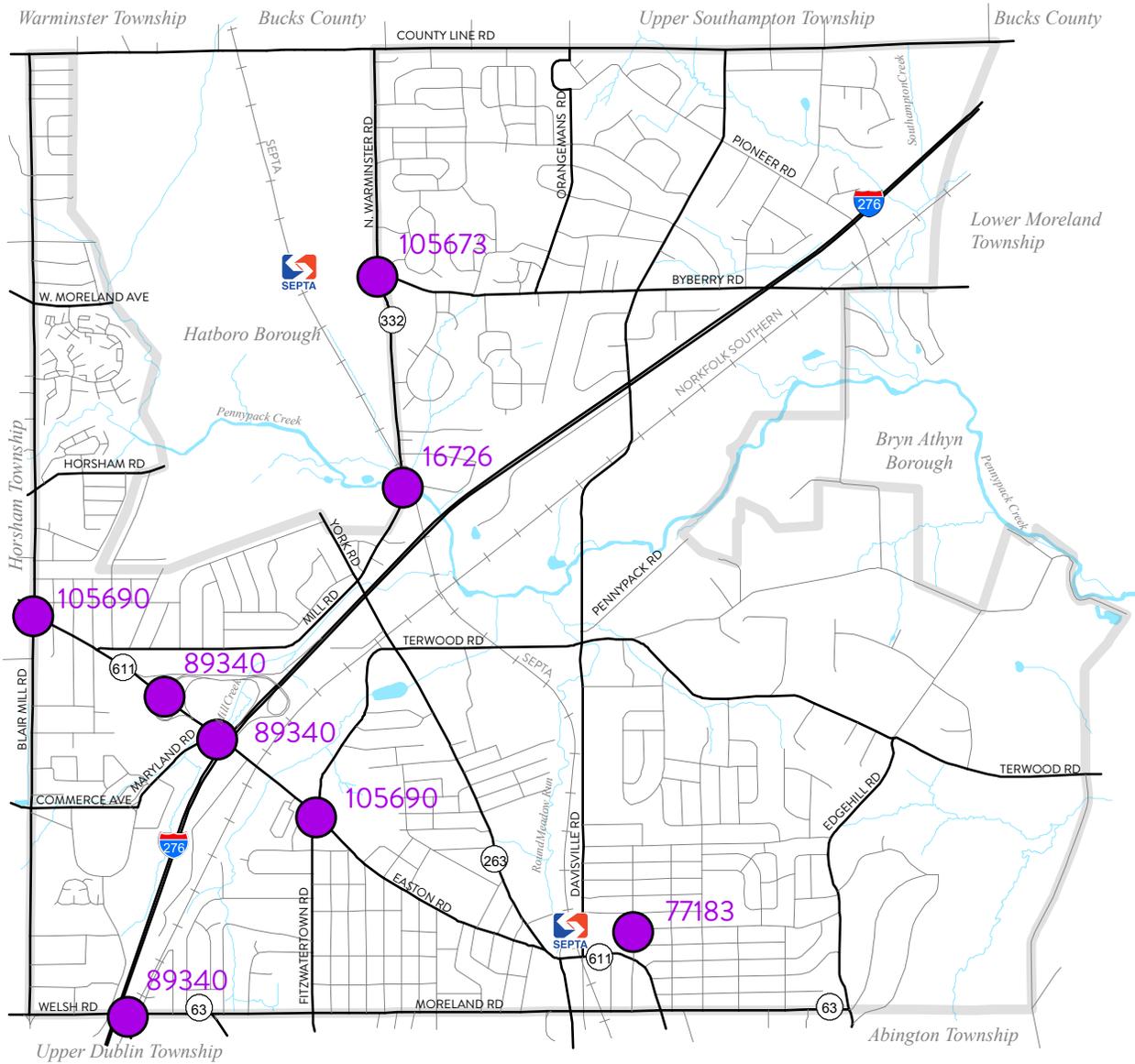
The 12-year Transportation Improvement Program (2017 to 2028, but updated every 2 years) is the region's capital budget for federal and state transportation funds. In 2016, the Delaware Valley Regional Planning Commission Board approved the Fiscal Year 2017 TIP for the five counties in Southeastern Pennsylvania. Montgomery County is scheduled to receive approximately \$1.2 billion over the 12-year period for road, bridge, and trail projects; almost \$400 million will be spent in the first four years. Federal and state legislation requires the TIP in order for regions to receive federal and state transportation money. The TIP allocates funding for all phases of capital projects along interstate highways, state and local roads, and transit systems. All of the Montgomery County projects included in the new FY2017 TIP are contained in a number of local and regional comprehensive plans, including Montgomery County's *Montco 2040: A Shared Vision* and DVRPC's *Connections 2040*.

Currently, Montgomery County is partnering with PennDOT and DVRPC to find ways to fund improvements to roads and bridges leading into the future Welsh Road interchange, and for the area around the Willow Grove interchange. The TIP is one possible solution.



The Willow Grove Train Station Construction/Rehabilitation is on the "TIP".

MAP 10.4 TRANSPORTATION IMPROVEMENT PROGRAM (TIP)



- TIP Project
- 1056 TIP Identification Number

Upper Moreland Township
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TABLE 10.2 "TIP" KEY

TIP	Project Description
16726	Warminster Bridge Replacement Over Pennypack Creek
77183	SEPTA Station Construction/Rehabilitation
89340	MontCo Bridge Rehab Group S (3 Projects)
105673	Byberry Rd/Warminster Rd Signal Replacement
105690	Upper Moreland Video Detection Upgrades (Multiple Locations)



The Pennsylvania Turnpike

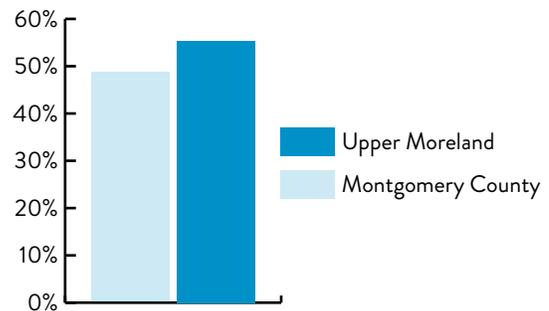
The Turnpike Corridor Reinvestment Project (<http://www.montcopa.org/DocumentCenter/View/7887>) was prepared by MCPC (2015), in cooperation with Upper Moreland Township and numerous other county municipalities, the Pennsylvania Turnpike Commission, PennDOT, and engineering firms Boles Smyth and McCormick Taylor. It analyzed existing land use and transportation conditions, modeled traffic conditions and identified potential turnpike slip ramp interchanges, and proposed land uses and development in the business parks. It recommended a new interchange at Welsh Road and a modernized, more efficient Willow Grove interchange. Montgomery County, PennDOT and DVRPC are working to implement a program of improvements to roads and bridges leading to the existing and proposed future interchange.

A factor influencing the timing of these major projects is the Turnpike Commission's looming debt. This affects their ability to invest in capital projects. As of 2016, the state Auditor General referred to the Turnpike Commission's debt as "potentially unsustainable"; the Commission's debt payments made up about \$600 million of its \$980 million annual budget.

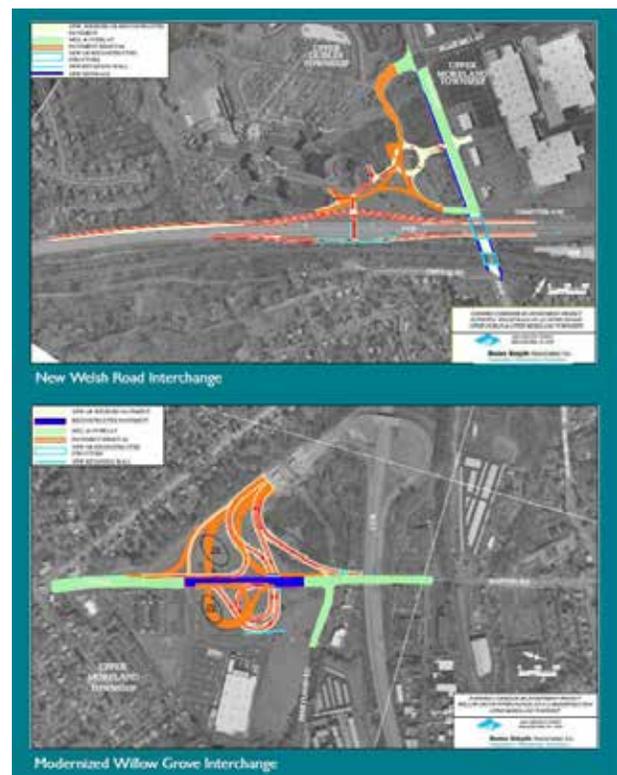
Reconstruction of the Willow Grove interchange is planned. Two concepts exist; one would add lanes to ramps (including making the access to the interchange from Route 611 south two lanes wide) with the goal of reducing congestion on Route 611 [see concept plan, Willow Grove interchange]. Currently, the interchange is affected by backups which occur in the vicinity of Route 611 and Mill Road. The township supports reconstruction and any other projects that would ease congestion near the Willow Grove interchange and on the Turnpike itself.

The study also recommends a potential interchange at Welsh Road [see concept plan, Welsh Road Interchange]. This would require extensive improvements to Welsh Road, and is predicated on cashless tolling (this allows the interchange to fit into a relatively small area). The goal of developing a new interchange at Welsh Road would be to reduce congestion at the Willow Grove and other existing interchanges by spreading traffic volume entering and exiting the Turnpike over a wider area. The Turnpike

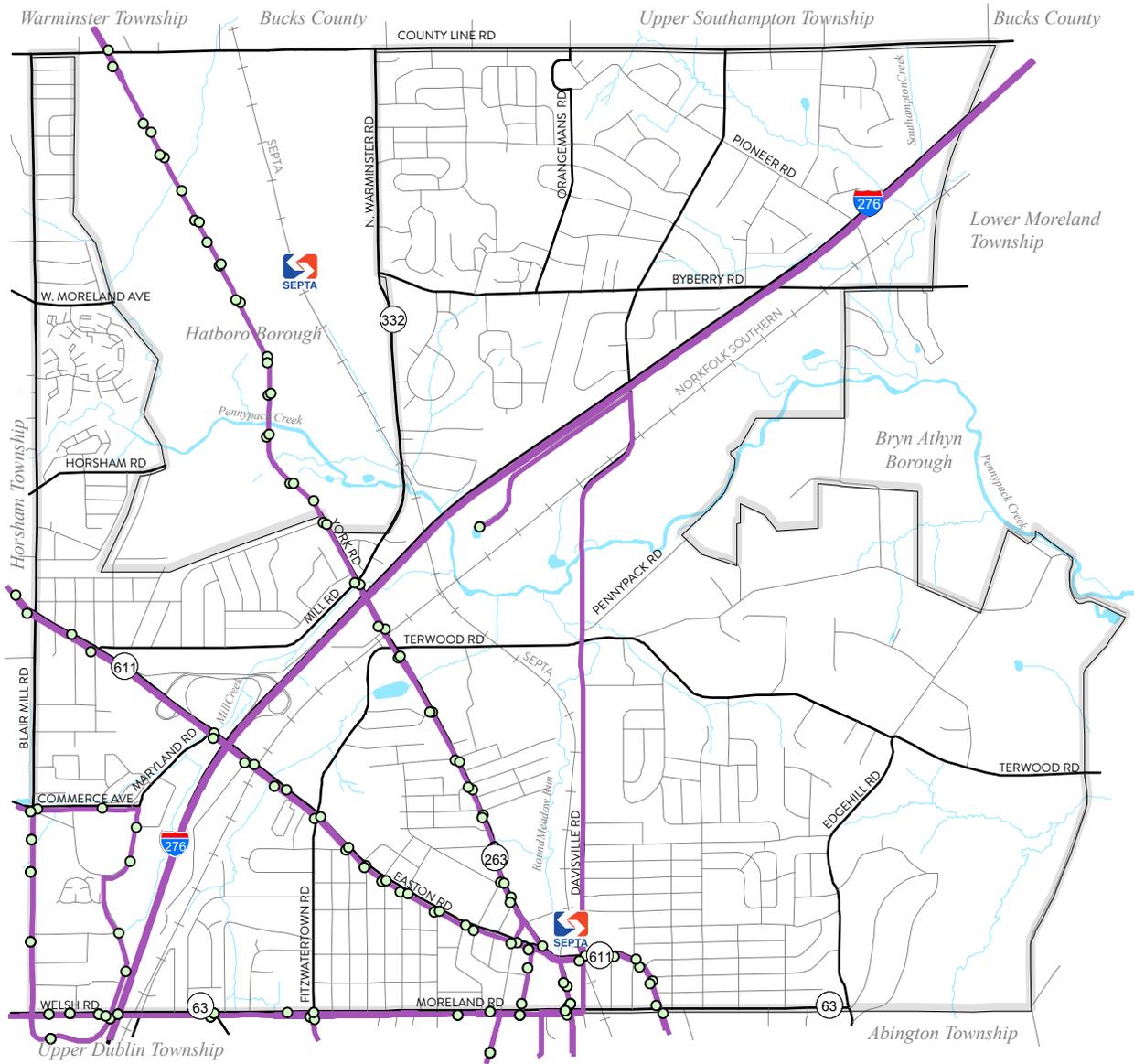
FIGURE 10.2 SHOULD THE TOWNSHIP WORK WITH ITS NEIGHBORING MUNICIPALITIES TO ADVOCATE FOR A NEW INTERCHANGE ON WELSH ROAD?



Results of internet survey for UpperMoreland2040

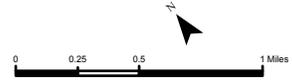


The Turnpike Corridor Reinvestment Study recommends creation of a new interchange on PA 63 and modernization and reconfiguration of the Willow Grove interchange to improve traffic flow and reduce congestion.



- SEPTA**
- Spring_2019_Stops_By_Route
 - Spring_2019_Routes

Upper Moreland Township
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Corridor Reinvestment Project found that construction of such an interchange would reduce future 2040 traffic using the Willow Grove interchange by up to 8,500 vehicles. Another important goal is to strengthen existing area business parks, improving their Turnpike access and making them more competitive. A survey undertaken as part of the UpperMoreland2040 process found that nearly two-thirds of respondents (64%) felt that the township should work with neighboring municipalities to advocate for the development of the Welsh Road interchange.

In addition, the Turnpike Commission is considering the widening of the Turnpike through Montgomery County, including the section running through Upper Moreland. This could involve the addition of multiple through-lanes and an interior shoulder for each direction of traffic. Discussions are in early stages; if the project is pursued, actual construction would likely not occur for several decades.

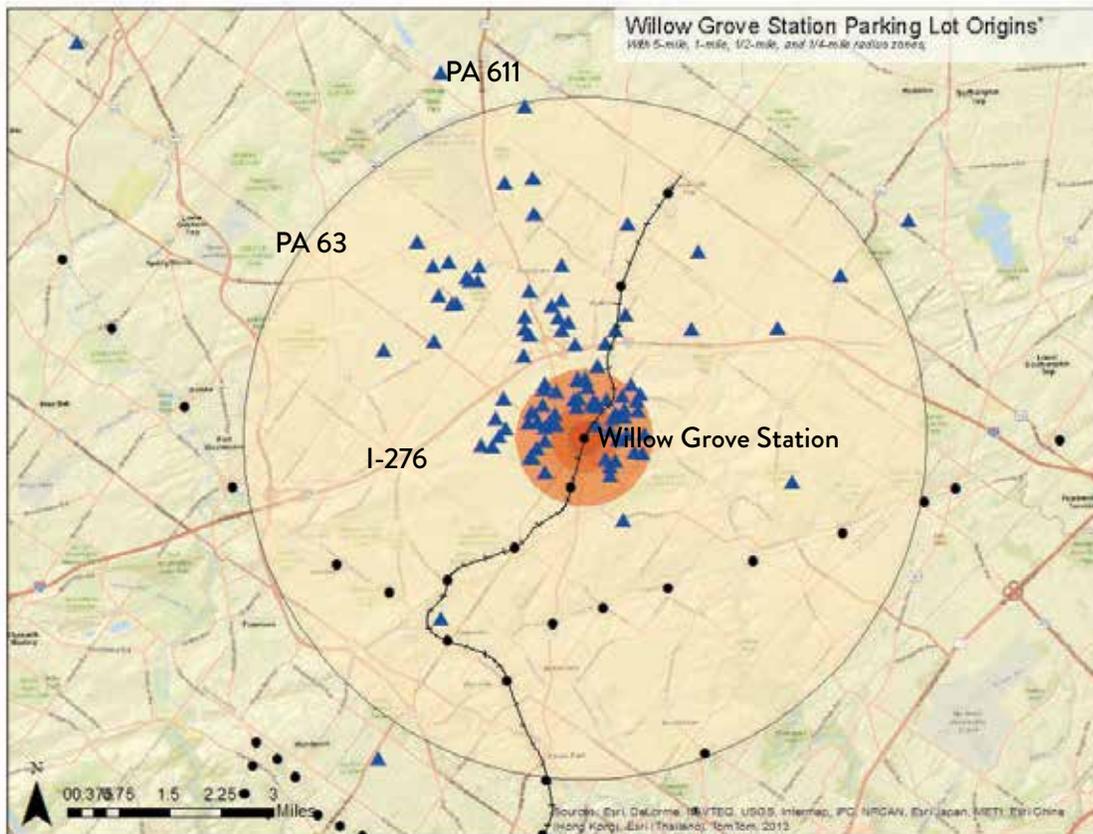
Transit

SEPTA Regional Rail

Upper Moreland is served by SEPTA Regional Rail's Warminster line at the Willow Grove train station, located at the intersection of York and Davisville Roads (see Map 10.5 SEPTA Transit). The last weekday ridership count revealed 448 riders boarded and 429 exited the train in Willow Grove [Source: *Fiscal Year 2018 Annual Service Plan*].

Other nearby stations on the Warminster line that are accessible to Upper Moreland residents include the Crestmont station to the south (in Abington Township), and the Hatboro station to the north.

Many of those who park and ride the train at Willow Grove station come from the immediate area, including Upper Moreland, Abington and Horsham [see "Willow Grove Station Parking Lot Origins" map]. Data shows that many Upper Moreland residents also drive to Hatboro Station to park and ride.



Note: Black dots indicate train stations.

Willow Grove Station Parking:

Daily Rate: \$0.50 to \$1 (depending on location),
Monthly Rate: \$20

Number of Spaces: 223, Utilization Rate: 78%

Source: SEPTA Long-Range Planning Department



Transit-oriented development focused on SEPTA's Willow Grove Regional Rail station has been and will continue to drive downtown development and revitalization into the future.

Transit-Oriented Development

Transit-oriented development (TOD) offers an attractive development and revitalization opportunity for the Willow Grove portion of Upper Moreland. Past and ongoing township plans and zoning support and facilitate TOD; the concept was studied as part of the Train Station Relocation Study (this topic is addressed in the Chapter 13: Future Land Use).

Railroad Crossing and Traffic

At the Willow Grove train station the Warminster Regional Rail line crosses both Davisville and York Roads just before it reaches the station platform. These at-grade crossings are so close to the station that longer trains are occasionally unable to clear the York Road intersection, and the gates remain lowered for the duration of the stop for both inbound and outbound trips, thus causing traffic congestion on both sides of the track. When SEPTA increased service on the Warminster line to hourly service on weekdays (off-peak), the frequency of conflicts between lowered crossing gates and vehicular traffic naturally increased.

Largely as a result of growing concerns over congestion around the train station, the 2012 Upper Moreland Train Station Relocation Feasibility Study examined the physical and financial feasibility of relocating the train station to either Mineral Avenue, north of its current location, or to the south between York and Moreland Roads. The study also considered whether relocation would generally improve transit and spark economic revitalization and redevelopment in the area, and ultimately concluded that moving the station would not further these goals and that it should remain at its current location (please refer to Chapter 16: Summary of Past Plans for more information). However, many still feel that traffic delays and congestion related to the railroad crossing in Willow Grove warrant taking a new look at the feasibility of relocating the station. Frustrations over traffic impacts from the crossing, coupled with a stronger real estate market and growing support for transit-oriented development could mean

that, if the emphasis is on alleviating traffic delays, an updated study may yield different results.

Station Upgrades

SEPTA's Fiscal Year 2018 Capital Budget (FY 2018-2019) includes several planned improvements to the Willow Grove train station at a cost of \$6.5 million with design to be done in 2021-2022 and construction to take place from 2022-2028. These improvements include:

- Upgrades to be fully ADA accessible
- New full-length high-level platform
- New passenger shelters
- Accessible pathways and handrails/guardrails
- New lighting and signage
- Landscaping and stormwater management enhancements

Bus Service

SEPTA provides bus service to Upper Moreland on Routes 22, 55, 80, 310 and 311 (the last two are the "Horsham Breeze" and "Horsham Wind"). It should be noted that the Horsham Wind directly serves township businesses. In addition to train service, residents are able to reach both local and regional destinations by bus. Routes through Upper Moreland connect riders locally to Horsham, Upper Dublin, Abington, Cheltenham, and Warminster. Routes 22, 55 and 80 all bring riders to the Olney Transportation Center in Philadelphia, and Route 55 extends north to provide access to Doylestown in Bucks County before the line ends in Plumstead Township. The Route 55 bus operates frequently at peak hours, with a 12 minute headway. The complete route serves more than 5,000 riders daily [Source: SEPTA Route Statistics 2017].



The Route 55 Bus stopping in downtown Willow Grove.



Bus routes are relatively well-dispersed across Upper Moreland, though there is a concentration in the eastern half of the township along major roads like PA 63/Moreland Road, Blair Mill Road, PA 611/Easton Road, and PA 263/York Road. Stops are frequent along each route, with the exception of the Route 55 spur that travels directly between downtown Willow Grove and the Willow Grove Industrial Commons. SEPTA reevaluates its bus service annually for potential changes to routes or stops; alterations to the system require extensive analysis and public input but can be initiated by municipalities, local groups, or residents themselves.

Schedules and other detailed information about bus Routes 22, 55, 80 and 310 can be found at www.septa.org/schedules/bus.

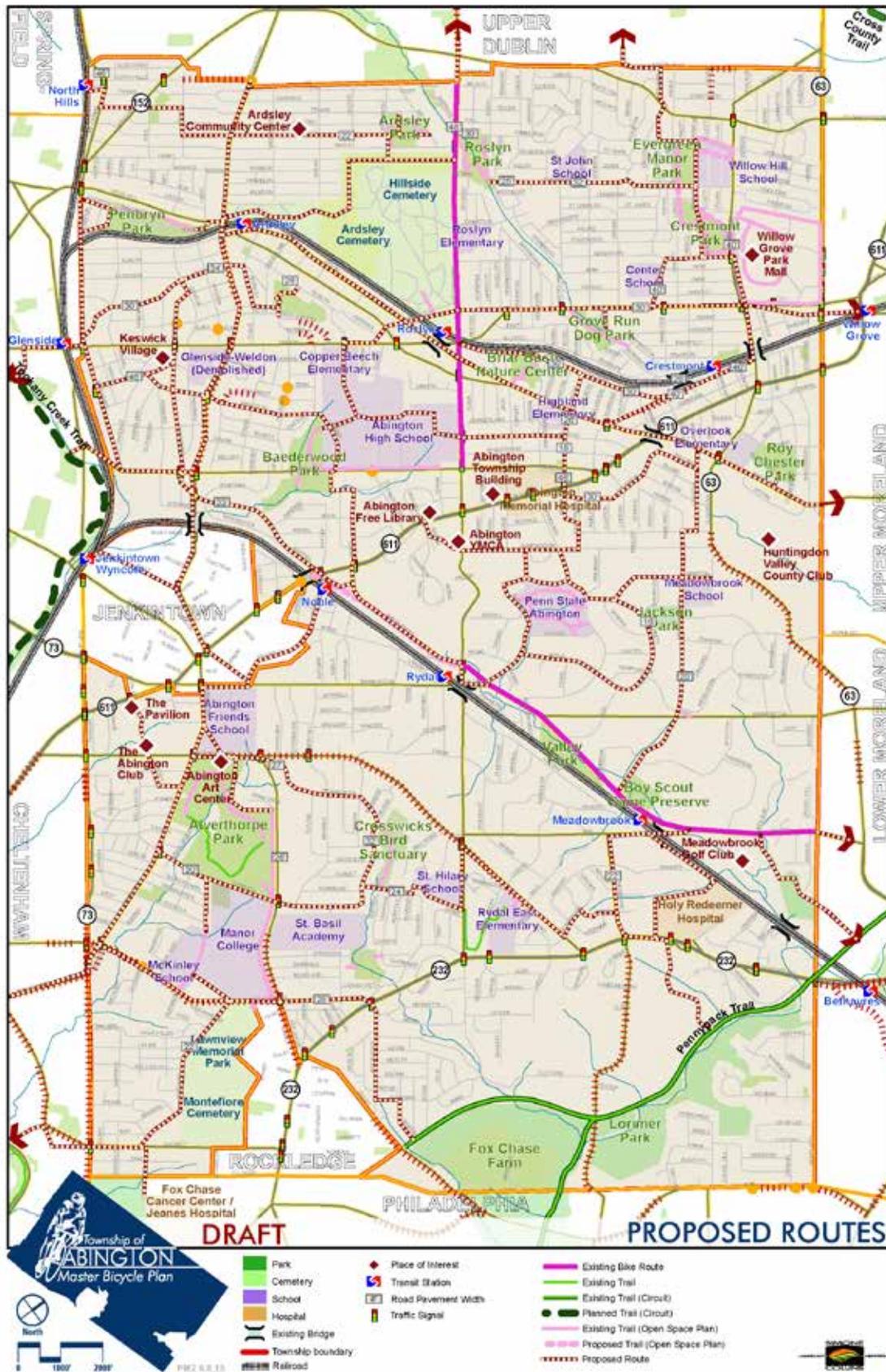
Bicycling

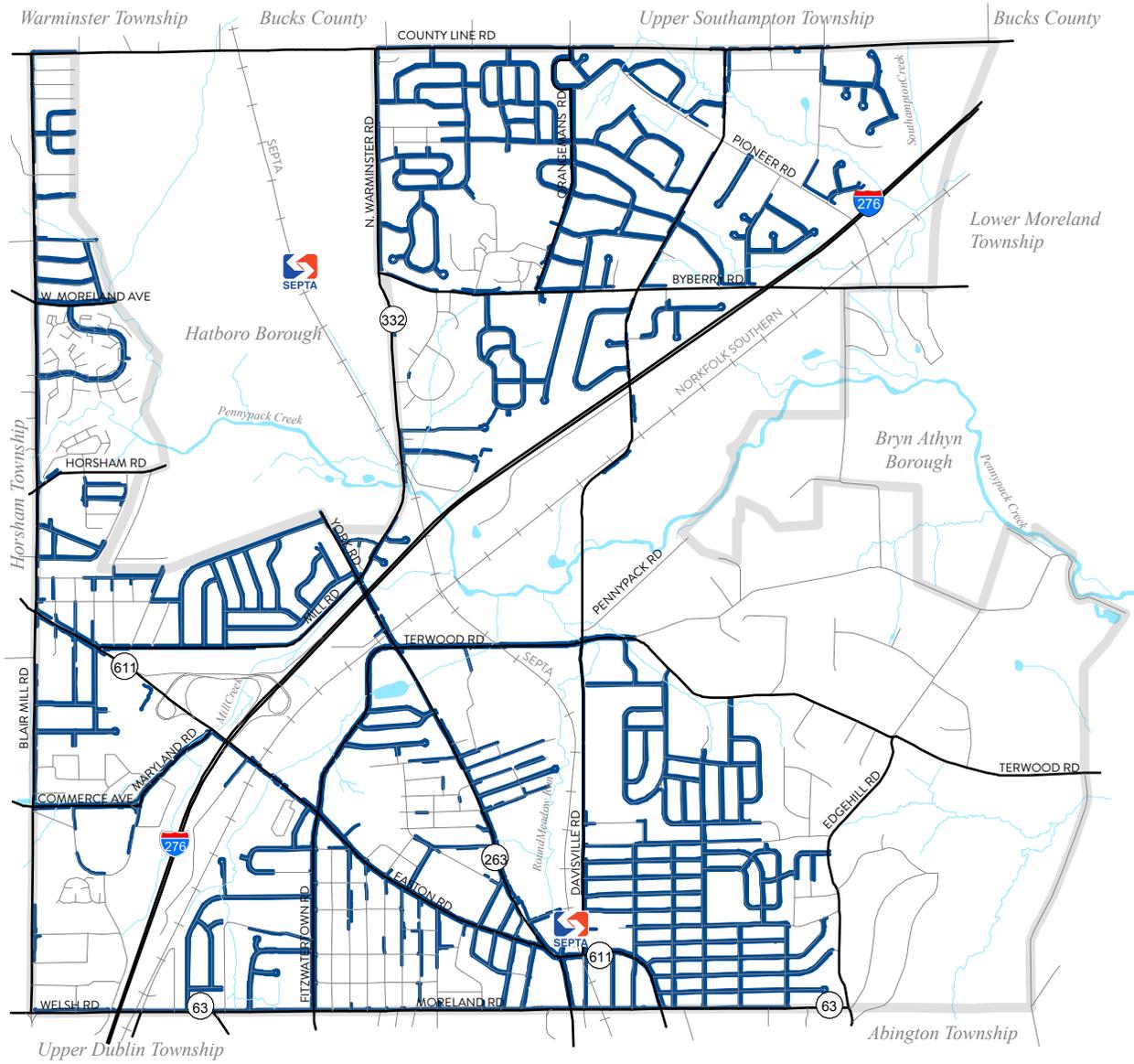
Bike lanes are not currently part of Upper Moreland’s road network; however, support is growing in the community for designated bike paths and improved safety accommodations for bicyclists. Feedback gathered during the public outreach process for this plan, as well as informal input from township officials, indicated that there is interest in investigating Fitzwatertown and Terwood Roads as a possible location for a bike route that would interconnect with the County Trail System. Although restriping the road to accommodate a bike



Bicyclist signage and “Sharrow” share-the-road marker (above).

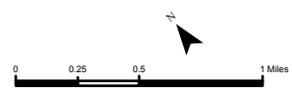
MAP 10.7 THE ABINGTON MASTER BICYCLE PLAN PROPOSES BUS ROUTES EXTENDING INTO UPPER MORELAND ALONG DAVISVILLE AND EDGEHILL ROADS





 Existing Sidewalk

Upper Moreland Township
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lane is not feasible due to the need to preserve the center turn lane, this might take the form of an off-road path or shared bicycle-vehicular route. A shared route would use a “sharrow” pavement marking and be accompanied by “use full lane” or “share the road” signage. Although creating bike lanes on many of the township’s roads would not seem easy, reconfiguration of a road shoulder, narrowing of the cartway, or addition of safety features such as safety pylons could make bike lanes practical in some areas.

The county and neighboring Abington Township both recently completed master bicycle plans (Abington Master Bike Plan: <http://www.abington.org/residents/bicycle-plans>), Bike MONTCO: www.planning.montcopa.org, keywords “bike Montco”). Abington’s plan recommends creation of a bike route extending into Upper Moreland on Davisville Road. BikeMONTCO, the county’s bike plan designates a planned bicycle network for Montgomery County. The roads in Upper Moreland that are on the planned network are shown on the map, and represent the roads for which physical improvements will need to be made to safely accommodate bicyclists. The highest priority routes are highlighted in yellow. It should be noted that this is not a network of easy-to-bicycle-on streets today, but the opposite—these are part of the 40% of the county’s roads that are challenging or unsafe to bicycle on today, and need to be improved to facilitate a comprehensive and safe county bicycle network.

The Pennypack Trail, which runs along portions of the eastern boundary of Upper Moreland, is a multi-use trail and accommodates bicyclists. The Power Line Trail, which currently terminates on Blair Mill Road at the western township boundary, generally accommodates bicyclists, although close to Upper Moreland it takes the form of a sidewalk and is not a suitable bike route. The Veterans’ Memorial Park trail is paved and thus can accommodate bicycles.

Future county trails constructed in Upper Moreland may accommodate bicycles.

The Pedestrian Network

Note: For trails, see Chapter 9: Parks, Trails and Open Space.

Sidewalks

The sidewalk network in Upper Moreland is robust and many areas of the township have complete coverage, especially in downtown Willow Grove and in the most dense residential neighborhoods. Map 10.8 Sidewalks shows where gaps in the network exist in the township; these areas are mostly concentrated

FIGURE 10.3 DO YOU FEEL THAT IT IS IMPORTANT TO ADD NEW SHADE TREES ALONG TOWNSHIP STREETS?



Pedestrian-activated signals have been installed in downtown Willow Grove; these are important for safe and pedestrian-friendly sidewalk and crosswalk.

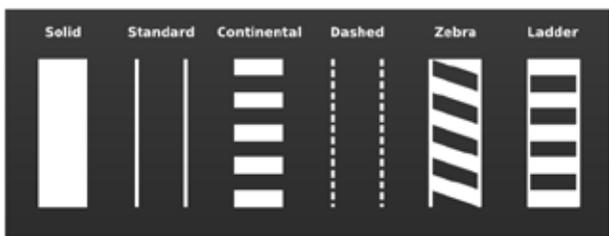
around the Pennypack Ecological Restoration Trust lands, the Huntingdon Valley Country Club, and in the residential neighborhood south of Route 611 between Fitzwatertown Road and downtown Willow Grove.

In an effort to promote walkability and complete the sidewalk network throughout Upper Moreland, the township prioritizes areas for new sidewalks in addition to stretches that need repair, and sidewalks are an important consideration in land development proposals. The township uses the land development process to fill significant gaps in the sidewalk network.

An *Upper Moreland 2040* comprehensive plan public survey echoed the township’s goal of filling sidewalk gaps; over 55% of the responses gathered about sidewalk gaps support filling in missing pieces in the network. In order, the following areas were most commonly identified as needing sidewalks:

- Davisville Road
- York Road
- Warminster Road
- Byberry Road
- Terwood Road

Shading, erosion prevention and stormwater management are all important elements of a healthy sidewalk network. The addition of street trees along sidewalks throughout Upper Moreland will help meet these goals while significantly enhancing the aesthetics of the township’s neighborhoods. A public survey conducted for this plan shows that 83% of participants “absolutely” or “somewhat” support the addition of trees along township streets; downtown Willow Grove, York Road, and Easton Road were identified as high-priority areas.

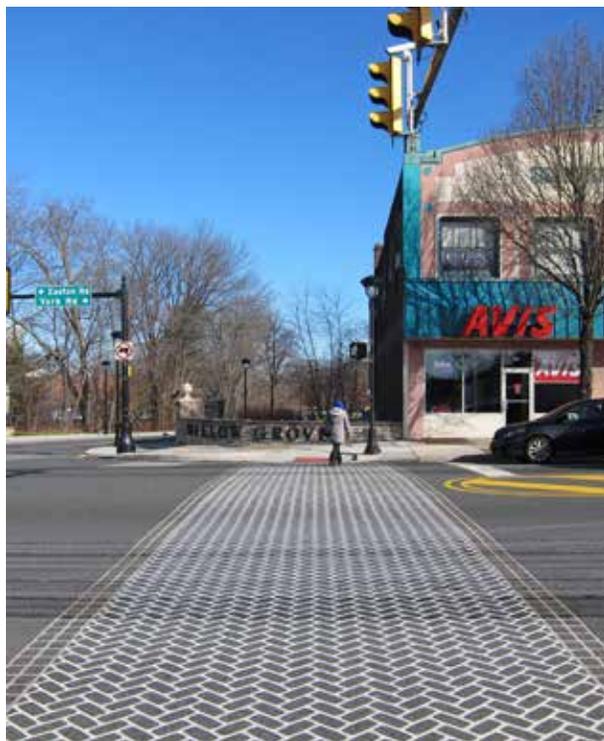


Use of highly visible crosswalks (such as the “Continental” style) are important for pedestrian safety.

Crosswalks

Improvements to the transportation and pedestrian networks in Upper Moreland are essential to improving the township’s walkability and ensuring that people can walk and bike through Upper Moreland safely. Montgomery County encourages municipalities to enhance pedestrian amenities by adding crosswalks where needed, repainting faded crosswalks so that they are highly visible to drivers, and using lights or additional signage if necessary to alert drivers to

a pedestrian crossing. The visibility of a crosswalk is critical to get drivers’ attention and warn them of crossing pedestrians; it also may help encourage pedestrian activity. Decorative paving can be used to enhance visibility and improve an area’s visual character (although deciding to use a decorative crosswalk should be carefully considered since they often have maintenance and noise issues).



Highly-visible crosswalk over York Road at Memorial Park Drive.



The township was awarded a MONTCO 2040 Implementation Grant from Montgomery County to Construct a Crosswalk over PA 611 at Davisville Road (the downtown Willow Grove area was identified by the public in the Upper Moreland 2040 process as that most in need of crosswalks). A lane is being widened and comprehensive intersection improvements are being made in conjunction with the land development for the Station at Willow Grove mixed-use project.

In 2016 the Montgomery County Planning Commission awarded Upper Moreland with funding from the Montco 2040 Implementation Grant Program for the addition of a new crosswalk over Route 611 at Davisville Road adjacent to the Willow Grove train station; this will greatly enhance the pedestrian experience in downtown Willow Grove and is especially beneficial given the proximity to the train station.

PERFORMANCE INDICATORS: PARKING

- Increase in parking wayfinding signage
- Increased number of shared parking agreements
- Creation of municipal parking

Recommendations

- 10A. Identify and prioritize any additional road or bridge improvements that are needed so they can be added to “TIP” (Transportation Improvement Program).
- 10B. Continue to support the Turnpike Commission’s work to explore new configurations of the Willow Grove interchange and study potential interchanges on Welsh Road the township’s priorities are (1) improvements to the Willow Grove Interchange, (2) completion of the Virginia Drive interchange to accommodate traffic to and from east and west, and (3) development of the Welsh Road interchange. The township also recommends conducting a Turnpike interchange study east of the Willow Grove interchange into Bucks County. *Note: the township is holding discussions with Horsham and Upper Dublin Townships about collectively prioritizing the interchange improvements.*

The township will stay engaged with the Turnpike Commission to discuss and advocate for these improvements. The township will continue to advocate through Montgomery County Planning Commission and otherwise for utilizing the open space at the center of the interchange loop as an enhanced gateway to the township and attractive stormwater management feature.

- 10C. Prioritize crosswalk improvements in downtown Willow Grove, near schools, parks and other critical areas.
- 10D. Continue to advocate for expediting improvements to the Willow Grove SEPTA train station and for more frequent service on, and for improvements to, the Warminster Regional Rail Line.
- 10E. Install wayfinding signage to maximize efficiency of existing parking in downtown Willow Grove.
- 10F. Encourage and facilitate additional parking capacity, including shared and structured parking in downtown Willow Grove (Willow Grove Redevelopment Plan).
- 10G. Coordinate with PennDOT and Montgomery County maintenance programs to install minor improvements such as bike lanes. During maintenance projects, there are often opportunities to make minor improvements to roads and sidewalks. The township will seize these opportunities to do so.

PERFORMANCE INDICATORS: TRANSIT

- Increase in ridership (measured as transit trips originating or ending in Upper Moreland)
- Increase in percentage of residents using transit to commute

PERFORMANCE INDICATORS: BICYCLING

- Decrease in accidents involving bicyclists
- Increase in road length accommodating bicyclists
- Increase in proportion of township residents commuting by bike

PERFORMANCE INDICATORS: SIDEWALKS

- Reduction in number of sidewalk gaps
 - Greater use of pedestrian network
- 10H. Consider adopting an official map to facilitate infrastructure improvements and acquiring land for trails; experiment with interactive online maps to get public feedback and recommendations about the transportation network.
- 10I. Make the township’s road classification consistent with that of PennDOT and the Federal Highway Administration, in the interest of obtaining grants and eliminating confusion.
- 10J. Promote more efficient design and layout of properties in downtown Willow Grove (Willow Grove Redevelopment Plan). This includes improved circulation of access drives and parking areas (including shared parking and access), and adequate green and landscaped areas.
- 10K. Systematically fill gaps in the sidewalk network by identifying existing gaps, categorizing gaps in terms of funding sources and approaching property owners to implement a plan.



The Subdivision and Land Development Ordinance (SALDO) should ensure that land developments incorporate highly-visible crosswalks.

- 10L. Upgrade Subdivision and Land Development Ordinance (SALDO) to better provide for crosswalks. Sidewalk patterns and/or decorative crosswalks will be required to continue across driveway aprons. This would eliminate breaks in the network that sometimes occur where curb cuts are present.
 - a. Verge. A few zoning districts require a verge area, such as the Town Center Districts. The SALDO will be amended to add provisions requiring these in all zoning districts (with appropriate variation depending upon the zoning district or area). These would address appropriate width and planting or paving materials, and can greatly affect the appearance and character of a neighborhood or area.
 - b. Crosswalk Specifications. The SALDO requires a minimum crosswalk width, but does not specify design or materials. We recommend the requirements specify a highly-visible design consistent with PennDOT (Federal Highway Administration) recommendations (in the image of crosswalk designs, “continental”, “ladder” and “zebra” would be considered “highly-visible”).
- 10M. Identify needed changes to bus service in the township regarding routes, stops, and service timing. The township would communicate with SEPTA and advocate for any desirable changes.
- 10N. Ensure that the Subdivision and Land Development Ordinance (SALDO) requires adequate bus shelters and pull-offs, where feasible. Standards can ensure that, where appropriate, bus shelters with enhanced design or extra capacity get constructed through the land development process.
- 10O. Determine feasibility of connections to the bicycle route on Davisville Road proposed in Abington’s recently completed Master Bicycle Plan.
- 10P. Consider potential bicycling connections to the Pennypack Trail. The connection along Byberry Road is of particular importance, and is one of the highest priority bicycle routes in the county.
- 10Q. Prepare an Upper Moreland Master Bike Plan. Create a township bike plan. This might focus on identifying roads where bike lanes, sharrows, “use full lane/share the road” signage or even traffic calming would facilitate bicycling, and could have a greater level of detail than Bike MONTCO, and benefit from extensive local knowledge of bicycling opportunities and challenges.

10R. Work with Transportation Management Association (TMA) to reduce individual vehicle trips. The township will partner with the Valley Forge TMA or the Partnership TMA to reduce the number of individual vehicle trips, reduce congestion and improve air quality.

Sources:

“Significant Dates in the History of Moreland Township and Willow Grove,” compiled by Edward Momorella; accessed on UMHA web site 7-21-2017.

“A Brief History of Willow Grove,” by Edward Momorella; from Upper Moreland Township web site, accessed July 21, 2017.

“A Synopsis of the History of Upper Moreland and Willow Grove, by Joe Thomas (2000); from UMHA web site, accessed July 21 2017.



UpperMoreland2040 Theme: Sustainability

Examples of how these Transportation chapter recommendations will support the plan’s Sustainability theme (including economic sustainability and social sustainability) include but are not limited to:

- Working to reduce traffic congestion, including partnering with a Transportation Management Association to reduce individual trips.
- By identifying improvements to bus service needed and ensuring that the SALDO requires adequate bus shelters and pull-offs.

The full list of transportation recommendations generally addresses economic sustainability by improving the transportation network, which benefits employers and their ability to attract employees. These recommendations also generally address social sustainability by researching potential improvements to the bicycling and trail network, thus expanding exercise, recreation and travel options for people who live and work in Upper Moreland.



11

*Economic
Development*

THE MARYLAND ROAD AREA HAS SOME OF THE MOST ECONOMIC DEVELOPMENT POTENTIAL IN THE TOWNSHIP.



11

Economic Development

Introduction

Economic Background

Income and Poverty

Employment

Recent Economic Development Planning

UPPERMORELAND2040: Public Input on

Economic Development

Recommendations



Residential Neighborhoods and Living Options



Robust and Diverse Economy



Arts & Recreation Opportunities



Community Identity



Sustainability

The icons shown in bold, above, represent the plan's themes that have a strong relationship with this chapter.

Introduction

Based on land use and jobs, Upper Moreland's economic landscape includes a substantial amount of retail development, with a moderate amount of light industrial development and scattered offices. Retail uses are generally concentrated in downtown Willow Grove, and along PA 611, 263, 63 and County Line Road; whereas limited industrial uses are generally located near the Pennsylvania Turnpike, and along Maryland and Davisville Roads. Willow Grove has traditionally been a local retail center, due in large part to its location at the nexus of major highways, the railroad and transit (which at one time included trolley routes). Early in the area's development, some of the first industry included mills which located along local creeks. Over time, manufacturers and other industrial uses often located on relatively large tracts, in areas available near the railroad, Pennsylvania Turnpike and other major roads. As suburbanization grew in the mid-to-late 20th century, the health of the downtown business district was impacted by malls, shopping centers and traffic congestion along Route 611. The township's industrial areas were also challenged, as national trends led to a decline in industrial activity. For these reasons the township has undertaken planning for economic development, revitalization and redevelopment.

Economic Background

Income and Poverty

The township's median household income is substantially higher (16.6%) than that of the nation, although lower than that of Montgomery County. Since 2000, income trends for the township tracked similarly to those of both the county and nation (all declined, likely due to the effect of the Great Recession).



The opportunity area along Maryland Road has potential to be the source of much of the township's growth in jobs and tax revenues.



Streetscape and pedestrian improvements will continue to promote economic development in the Township.

TABLE 11.1 MEDIAN HOUSEHOLD INCOME

YEAR	Upper Moreland		Montgomery Co.		United States	
	ESTIMATE	MARGIN OF ERROR	ESTIMATE	MARGIN OF ERROR	ESTIMATE	MARGIN OF ERROR
1999	\$74,361	NA	\$89,653	NA	\$61,893	NA
2017	\$67,228	(+/-) 3,261	\$84,791	(+/-) 968	\$57,652	(+/-) 122
% Change	-9.6%		-5.4%		-6.9%	

Source: 2000 Decennial Census, 2017 ACS 2013-2017 (5 Year Estimate)
 Notes: All numbers adjusted to 2017 \$\$

TABLE 11.2 FAMILIES BELOW POVERTY

	Upper Moreland	Montgomery County	United States
Families Below Poverty	4.8%	4.3%	10.5%
Margin of Error	1.9%	0.3%	0.1%

Source: American Community Survey, 2013-2017

Note: Poverty levels are based on the poverty threshold - this dollar amount is updated annually. The threshold also varies depending on the size of your family, and the number of related children under 18 years of age (in your family). Additionally, thresholds encompass income AND assistance provided by the government or other organization.

The estimated poverty rate for Upper Moreland (4.8%) is substantially lower than that estimated for the nation.

Employment

Employment Projections

Employment in the township is projected to grow by a net 800 jobs by 2045. Centers for job growth in the township are likely to include revitalization of industrial-office park areas near the Turnpike (including but not limited to areas along and near Maryland Road and Turnpike Drive), and transit-oriented development in downtown Willow Grove.

Largest Employers

The township’s ten largest employers represent the health care, retail and education sectors. Although this includes a fair amount of low-paying jobs, it also includes a fair amount of well-paying jobs at Abington Jefferson Hospital’s Willow Grove Campus (doctors, nurses, technicians, administrative), at teaching and administrative jobs throughout the public school district and management positions in the retail sector. Upper Moreland recognizes that the opportunity exists, as it does in many municipalities throughout the metropolitan area, to diversify the industries which its largest employers represent. The area near the Willow Grove and future Welsh Road Interchanges could help do so by attracting industrial, research & development (R & D) and office users.

Payroll by Employment by Industry

The relative size of industries in the township can be approximated by their payrolls (see Table 11.5 Industry Sector by Payroll).

TABLE 11.3 2015-2045 EMPLOYMENT FORECAST

	Upper Moreland
2015	18,160
2020	18,395
2025	18,536
2030	18,650
2035	18,853
2040	19,092
2045	18,977
Absolute Change 2015-2045	817
Percent Change 2015-2045	4.5%

Source: DVRPC / MontCo Planning Data Portal

TABLE 11.4 TOP 10 EMPLOYERS

Employer	Employees	Industry Sector
Abington Jefferson Hospital	852	Health Care
Giant	822	Retail
Bayada Home Health Care	775	Health Care
Walmart	739	Retail
Upper Moreland School District	651	Public/Education
Home Depot	621	Retail
Genesis Health Care (Willow Ridge & Garden Springs Center)	557	Health Care
Sam’s Club	321	Retail
National Medical Services (Labs)	309	Health Care
Lowe’s	238	Retail

- The health care sector payroll surged by 33% from 2002 to 2012 (when adjusted for inflation), reaching \$124 million. Health care maintained its spot as the industry with the highest total payroll in the township. This sector includes doctors' offices, medical labs and clinics. Abington Jefferson Hospital's Willow Grove Campus is home to a major concentration of such jobs in the township. Research showed that the bulk of these jobs were concentrated in the Maryland Road area, followed by downtown Willow Grove.
- The retail sector payroll also expanded by 33%. This growth is likely attributable to new retail development such as that at (and adjacent to) Willow Grove Pointe Shopping Center, in downtown Willow Grove and at the Willow Grove Interchange. Services (excluding public administration) grew by nine percent; the healthy growth in services is a characteristic of national economic trends; many of these jobs were located near Easton Road, just south of the Turnpike.




UpperMoreland2040

Theme: Robust and Diverse Economy, Sustainability

Currently, nine of the ten top employers in the township by workforce are in the health care or retail sectors. The information sector in the township, associated with higher-wage jobs, has grown recently. This chapter's recommendations take steps to diversify the township's employment base, make the local economy more resilient to changes in market conditions, and attract high-wage jobs, particularly with respect to the employment center and opportunity sites along Maryland Road (see Recommendations section, p.175, for more detail).

TABLE 11.5 INDUSTRY SECTOR BY PAYROLL, UPPER MORELAND (2012)

2012 NAICS code	Meaning of 2012 NAICS code	Meaning of Type of operation or tax status code	Annual Payroll (\$1,000), 2002	Annual payroll (\$1,000), 2012	% Change, after Adjusting for Inflation
62	Health care and social assistance	All establishments	\$92,829	\$123,632	33.2%
56	Administrative and support and waste management and remediation services	Total	\$77,605	\$92,065	18.6%
44-45	Retail trade	Total	\$52,123	\$69,165	32.7%
31-33	Manufacturing	Total	\$61,692	\$50,217	-18.6%
42	Wholesale trade	Merchant wholesalers, except manufacturers' sales branches and offices	\$90,935	\$34,225	-62.4%
54	Professional, scientific, and technical services	All establishments	\$43,944	\$23,868	-45.7%
72	Accommodation and food services	Total	\$17,924	\$15,372	-14.2%
81	Other services (except public administration)	All establishments	\$11,415	\$12,396	8.6%
52	Finance and insurance	Total	N/A	\$8,989	N/A
48-49(104)	Transportation and warehousing(104)	Total	N/A	\$7,681	N/A
53	Real estate and rental and leasing	Total	\$5,804	\$7,287	25.6%
51	Information	Total	\$4,777	\$5,804	21.5%
71	Arts, entertainment, and recreation	All establishments		\$4,407	N/A
61	Educational services	All establishments		\$760	N/A
22	Utilities	Total		D	N/A

Source: Economic Census, 2002, 2012

- Although the Information sector is relatively small, it grew by 22%. This sector is associated with relatively high-paying jobs (approximately 40% higher than average). Although there was not sufficient data in the Economic Census to evaluate educational services' payroll, employment as measured by the Census' "On the Map" data showed dramatic growth, from approximately 200 to 700 jobs. This could be a result of an increase in the number of educational/therapy aides employed at Willow Ridge Nursing & Rehabilitation Center and Luther Park Assisted Living, and an increase in teachers' aides throughout the public school system. The increase was especially dramatic from 2012 to 2013 (when these jobs increased from 145 to 736).

Consumer Spending

Data for consumer spending shows that households within a 10 minute drive of downtown Willow Grove are likely to spend more than the national average on live theater, dining and movies (all which would contribute to the revitalization and image of Willow Grove). Specifically, the data showed that households within a 10-minute drive are likely to spend:

- 22% more on live theater,
- 11% more on dining out, and
- 7% more on attending movies

Source: ESRI; Note: each of the figures above is based on a comparison with the national average.

Recent Economic Development Planning

For the numerous economic development plans prepared by and for the township, see Appendix: Summary of Existing Plans.

UPPERMORELAND2040: Public Input On Economic Development

Economic development is viewed by the public as an important issue to address. In fact, the survey conducted for UpperMoreland2040 showed that the respondents felt that economic development was the most important issue to address.

FIGURE 11.1 MOST IMPORTANT ISSUES TO ADDRESS, FROM UPPERMORELAND2040 PLAN SURVEY

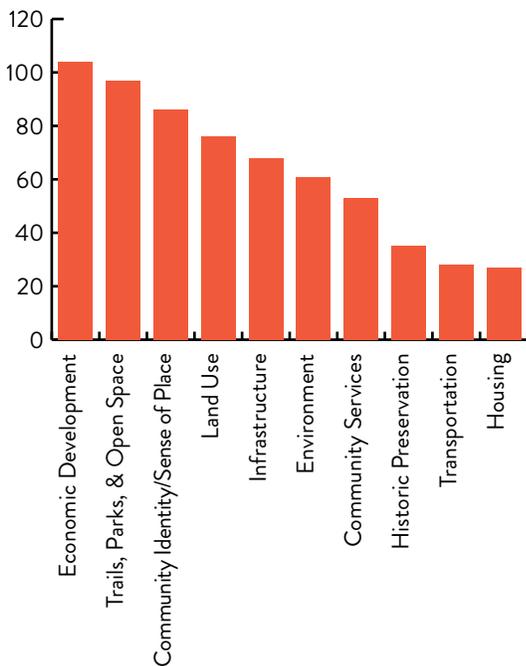
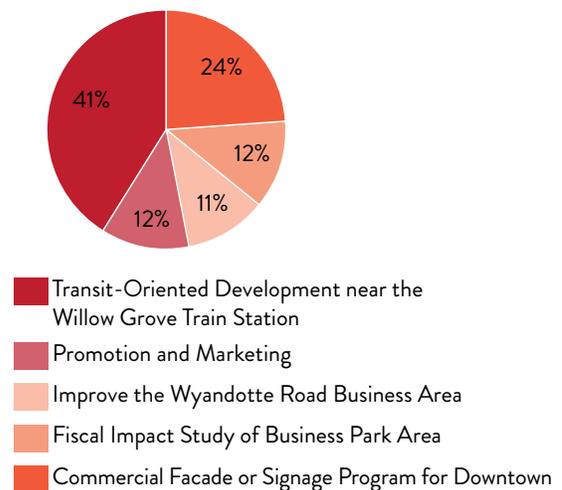
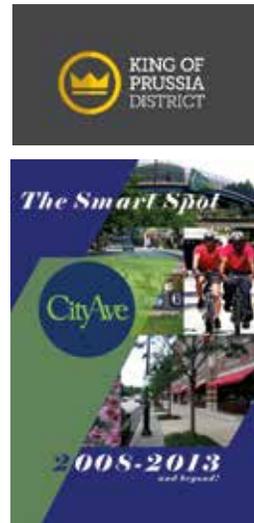


FIGURE 11.2 PUBLIC RECOMMENDATIONS ON ECONOMIC DEVELOPMENT, FROM UPPERMORELAND2040 PLAN SURVEY



When asked for specific economic development suggestions about issues of interest, the public made numerous comments about the need to revitalize downtown Willow Grove (see wheel chart, below). Some touched on the need to improve the appearance of the business district there and draw new and higher-quality retail. At the same time, the public voiced concern over sprawling forms of development.

For the Interchange Opportunity Area (between Willow Grove Interchange and Willow Grove Pointe), survey respondents indicated that they felt that offices and restaurants were the most appropriate land developments (after recreational uses). A slim majority also felt that light industrial development and research & development uses were appropriate.



Recommendations

11A. Hire a communications and economic development consultant who publicizes Upper Moreland’s economic development to attract new businesses and coordinates the creation of a business organization (e.g., business improvement district).

Objective: Business Attraction, Improved Marketing, Strengthen “Sense of Place”, Vibrant Commercial Areas.

This may mean hiring a part-time communications & marketing specialist (see also, “Economic Development Consultant, below”—this may be the same person). This person would use a communications strategy (including internet, social media and print) to emphasize the attraction

of locating a business in Upper Moreland and township accomplishments in the area of revitalization and economic development.

A business organization might take the form of an organization known as a “Business Improvement District (BID)”, “Main Street Program” or “Special Services District”. Many such organizations raise revenue through special assessments. Some are multimunicipal, and thus have an advantage when applying for public financing. The township will pursue partnerships in such efforts with Abington (for Willow Grove) and with Horsham and Upper Dublin (for the business park and interchange areas) .



Photo Rendering 1



Photo Rendering 2

Upper Moreland - Willow Grove Signage and Wayfinding Master Plan | 01.23.13 | © 2013 Cloud Gehlman Associates

Conceptual Rendering from Signage and Wayfinding Master Plan.

- 11B. Implement recommendations in the Signage and Wayfinding Master Plan. Objective: Support Local Businesses, Strengthen “Sense of Place”.

This helps establish a brand for Willow Grove, helping burnish its public image.

- 11C. Increase programming and events to draw people into downtown Willow Grove and other meeting points throughout Upper Moreland. Objective: Improve Marketing, Vibrant Commercial Areas, Strengthen “Sense of Place”.

Such an initiative will draw people into downtown Willow Grove and other meeting points throughout Upper Moreland (e.g., parks and shopping centers). This might include farmers’ markets, festivals, arts & crafts fairs, outdoor movie screenings and concerts. Partnerships with business groups and friends of parks will facilitate this. Doing so will help draw customers to business areas on weeknights and weekends, and will help bring people into, and promote a positive image of, Upper Moreland and downtown Willow Grove. Since the Willow Grove Chamber of Commerce was merged with the Eastern Montgomery County Chamber of Commerce, the township should work with the EMCCOC and/or undertake its own initiatives to ensure Willow Grove is a focus of marketing and programming.

- 11D. Upgrade design provisions for suburban-style commercial development along highways (site, landscaping, streetscape and pedestrian amenities). Objective: Vibrant Commercial Areas, Improve Image. This includes Routes 611, 263 and 63; County Line and Terwood Roads. Consistent with the Future Land Use Chapter, expedite adoption of the draft zoning ordinance’s provisions for improved design and walkability for these corridors. Pursue funding for streetscape and façade improvements.
- 11E. Pursue funding for streetscape and façade improvements throughout the township. Objective: Strengthen “Sense of Place”, Improve Image.
- 11F. Coordinate planning for the business park/interchange areas with Horsham and Upper Dublin Townships (area from Willow Grove interchange to proposed Welsh Road interchange). Objective: Multimunicipal Cooperation; Strategic Planning.



UpperMoreland2040

Theme: Arts & Recreation

Opportunities, Community Identity, Robust and Diverse Economy

By increasing arts & recreation programming and events in strategic settings, the township will build on the success of events such as the June Fete Fair and Farmstead Park Spring Festival. This would supplement the local arts & recreation scene, reinforce Upper Moreland and Willow Grove’s identity, and draw evening and weekend customers to local businesses, thereby helping implement all three of the themes above.

- 11G. Expand Township Redevelopment Area to encompass underutilized and former industrial areas along Maryland Rd., Computer Ave., Commerce Ave. and Blair Mill Rd. Objective: Adaptability. This would consist of “Redevelopment Area Expansion (Phase 2).” As with Redevelopment Expansion Area Phase 1 (along Davisville, York and Easton Roads), the existing Township Redevelopment Area will be expanded to encompass the underutilized and former industrial areas along Maryland Rd., Computer Ave., Commerce Ave. and Blair Mill Road. This would place grants for projects in this area at a competitive advantage, help market the area to developers and help facilitate redevelopment.
- a. Consistent with the draft zoning ordinance, permit a wider variety of uses, greater intensity of development in the Interchange Opportunity Area, and a more transparent zoning map, with the interest of encouraging economic development.
- 11H. In the business park/interchange Opportunity Area (Maryland Road vicinity), permit a wider variety of uses, greater intensity of development, and a more transparent zoning map. Objectives: Adaptability, Business-Friendly Zoning.
- 11I. Consider modifying zoning in downtown Willow Grove to place even greater emphasis on incentivizing provision of public parking through

Core Concept - Witmer Road Perspective



Economic development strategies of *UpperMoreland2040* aim to create synergy with the Horsham Business Park Master Plan (image of Witmer Road, Horsham Business Park Master Plan).

the land development process. Objective: Vibrant Commercial Areas, Support Local Businesses.

- 11J. Pursue a “placemaking” strategy in downtown Willow Grove. This would include:
- a. Providing and strengthening incentives for provision of pedestrian accommodations and amenities, with the foundation for such improvements being created by preparing a “walk audit”, examining and documenting the pedestrian system in downtown Willow Grove on foot, in coordination with MCPC.
 - b. Acquiring or incentivizing the provision of public plazas and parks,
 - c. Multimunicipal Cooperation. Work with Abington Township (and its Economic Development Director) and the Eastern Montgomery County Chamber of Commerce to foster economic development in the neighboring portions of Willow Grove. Coordinate planning for the shared Moreland Road corridor. Areas of cooperation

to explore include land use and form, streetscape, marketing and transportation (including vehicular, pedestrian and transit connections to Willow Grove station, Willow Grove Shopping Center and Willow Grove Park Mall). Pursue joint or coordinated grant applications for the combined Upper Moreland-Abington sections of Willow Grove.

Objective: Strengthen “Sense of Place”, Support Local Businesses.

Note: various recommendations above contribute to this goal.

Much of the vision for the economic development strategy for downtown Willow Grove has been defined by Upper Moreland’s Revitalization, Redevelopment and Signage & Wayfinding plans and its implementation techniques like the Town Center Zoning Districts. The township will move aggressively to pursue additional opportunities to reinvigorate Willow Grove

as a business and town center for Upper Moreland and eastern Montgomery County. This, in turn, will improve the township's image.

- 11K. Modify zoning, where appropriate, to permit transit-oriented development (TOD) (and more viable revitalization projects) in additional locations. This may entail allowing greater height, intensity and density; while requiring higher design standards and more walkable development. Objective: Use density and intensity to promote revitalization and redevelopment.
- 11L. Use Local Economic Revitalization Tax Abatement (LERTA) to attract and encourage business investment in the township's redevelopment areas and other targeted areas.



The Station at Willow Grove, designed under the Town Center zoning provisions.

Business Improvement District (BID)

Local Example: King of Prussia District (KOP-BID). The King of Prussia District BID is a 501(c)3 and takes a leadership role in transportation (for example, it runs a shuttle service linking employers to public transit), the community event series, public space improvements, providing input on municipal tax policy, and updating zoning to make the business park more competitive. <https://visitkop.com/>

Local Example: Fort Washington Office Park Municipal Authority. Oversees planning, design and financing of the park's public improvement projects. Future projects would focus on improvements such as stormwater management; and vehicular, pedestrian and bicycle transportation

http://www.montgomerynews.com/amblergazette/news/municipal-authority-created-for-fort-washington-office-park/article_4ef1bbef-5d0d-57fc-8b7c-16e2a13fff7b.html

<https://www.bizjournals.com/philadelphia/news/2017/11/13/behind-the-scenes-how-the-fort-washington-office.html>

Local Example: City Avenue Special Services District cityave.org is a multimunicipal partnership between Lower Merion Township and the City of Philadelphia. It successfully advocated for a zoning overhaul of the corridor, and now undertakes initiatives in marketing (new series of events, strategic outreach to real estate community), physical improvements (including streetscape, signage, traffic calming, ADA improvements, traffic signal timing), and public safety.

Local Example: Ardmore Initiative's mission is to create and maintain a thriving, economically viable downtown business district for the benefit of merchants, residents, and visitors. Ardmore Initiative achieves this by providing regular sidewalk cleaning, planting seasonal flowers, offering business assistance services, marketing and promoting the downtown, and advocating for the interests of business and property owners, among many other initiatives. Specific examples of its projects include grants for façade improvement, business start-ups and expansion; and events such as Oktoberfest and Taste of Ardmore. destinationardmore.com.

What is a "Main Street Program"? From padowntown.org: As explained by the Pennsylvania Downtown Center, "The Main Street Program is a comprehensive, community-based approach to revitalizing downtowns and central business districts, which has been applied since the early '80s. Pennsylvania Downtown Center serves as the official State Coordinating Program for Main Street, while the Pennsylvania Department of Community and Economic Development (DCED) provides funding and management of Main Street in Pennsylvania."





12

Existing Land Use



12

Existing Land Use

General Characteristics and Trends

Land Use Analysis by Type

- Residential
- Commercial
- Industrial
- Institutional
- Utilities
- Open Space

Recent Development Trends

Conclusion



Residential Neighborhoods and Living Options



Robust and Diverse Economy



Arts & Recreation Opportunities



Community Identity



Sustainability

The icons shown in bold, above, represent the plan's themes that have a strong relationship with this chapter.

General Characteristics and Trends

Upper Moreland includes a more traditional, mixed-use downtown in Willow Grove with transit-supportive development. Elsewhere, its land development is generally suburban in nature—with the majority of the township consisting of residential development (most of which is single-family detached). The residential areas assume a semi-rural character in the portion of the township near Bryn Athyn. Commercial “strip” development extends along major roads and the Willow Grove Interchange, with several retail centers located at major intersections. Industrial land is located in areas near the Pennsylvania Turnpike and the Norfolk Southern Railroad.

In the last half-century, the township became essentially “built-out”, as its developed area increased from 84.0% to 98.5% (see Table 12.2 Upper Moreland Land Use, Change Over Time, and p. 187 “Land Use Over Time” images). Much of the development in this time occurred in the part of the township north of the Norfolk Southern Railroad, especially east of York Road or west of PA 611.

The township’s share of land used for industrial purposes (6.3 percent) is also more than double that of the county’s share of industrial land use (3.9%). The share of industrial land in the township actually increased over the last fifty years, despite nationwide trends. Much of this land is located near the Willow

Grove Interchange, or in the corridor between the Turnpike and the Norfolk Southern Railroad. Upper Moreland has a lower share of agricultural (none), institutional, office, and undeveloped land than the county average.

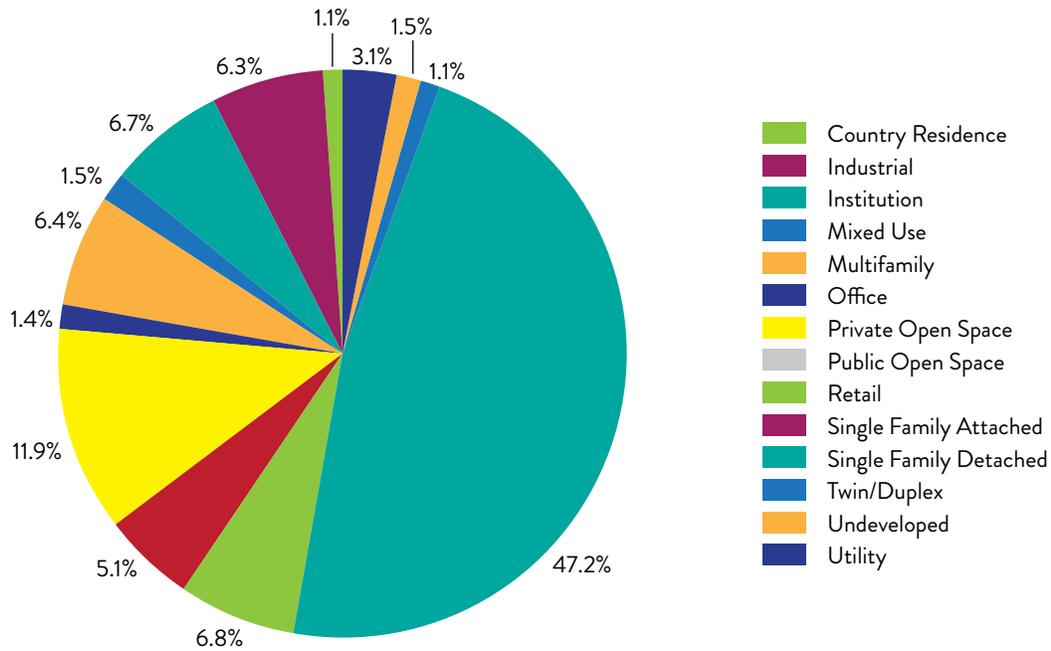


Single-family home in Willow Grove.



Single-family detached development makes up the largest land use component by far in the township.

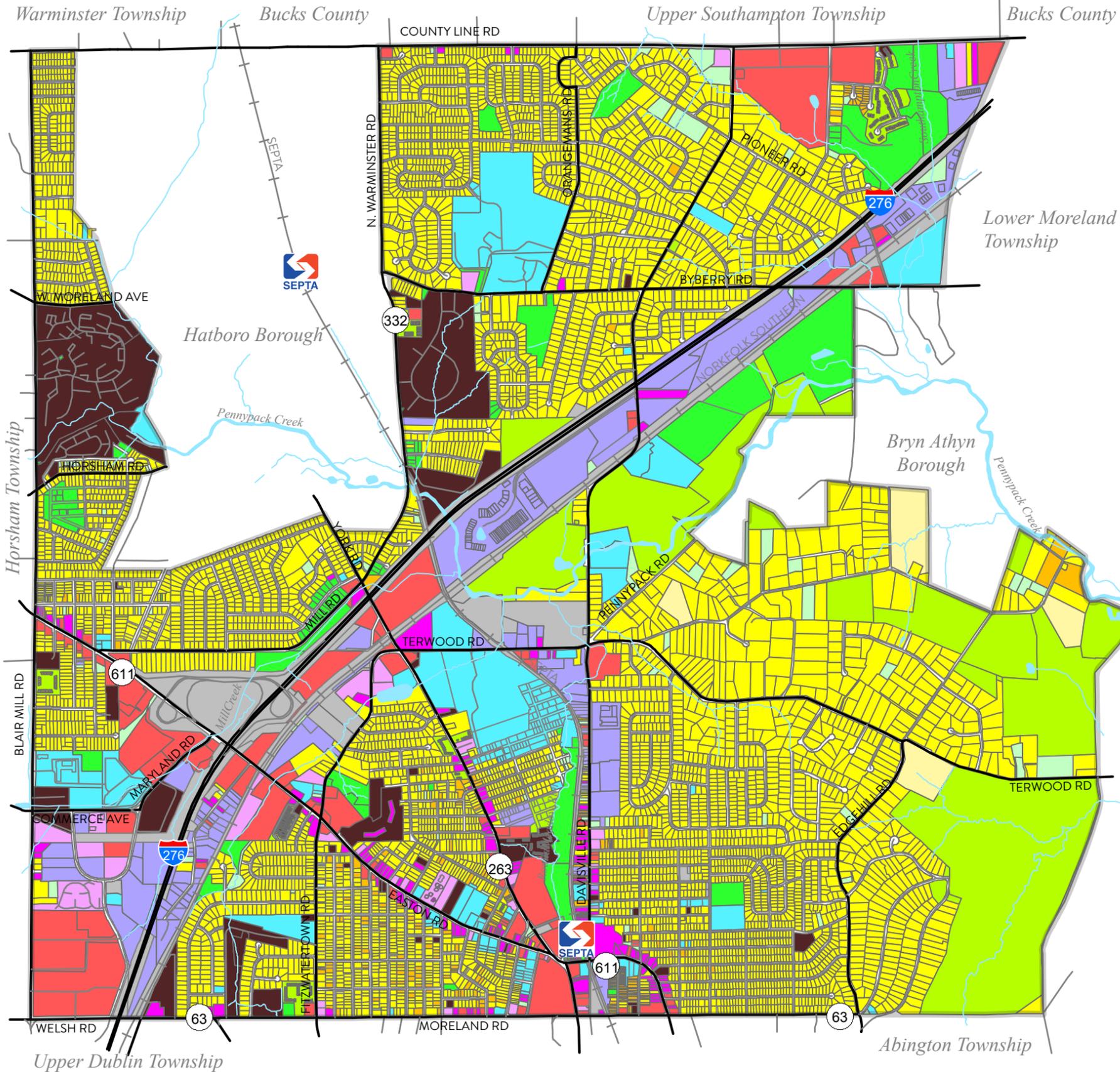
FIGURE 12.1 EXISTING LAND USE, 2018



The township also has a higher share of land used for open space (17%) than the county (14.5%). The share of land used for open space has approximately doubled in the last fifty years, growing by more than 300 acres. This reflects open space planning and preservation by the township, as well as preservation of land by private institutions.

The proportion of institutional land more than doubled since 1967 (some of which is due to the development of continuing care communities; educational institutions and expansion of a medical campus).

The township's share of agricultural land, which was 10% in 1967, has since disappeared, as in many other developed areas of Montgomery County.



Upper Moreland Township

MONTGOMERY COUNTY, PA

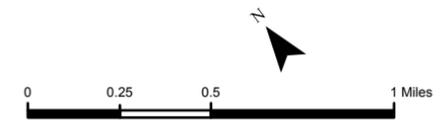
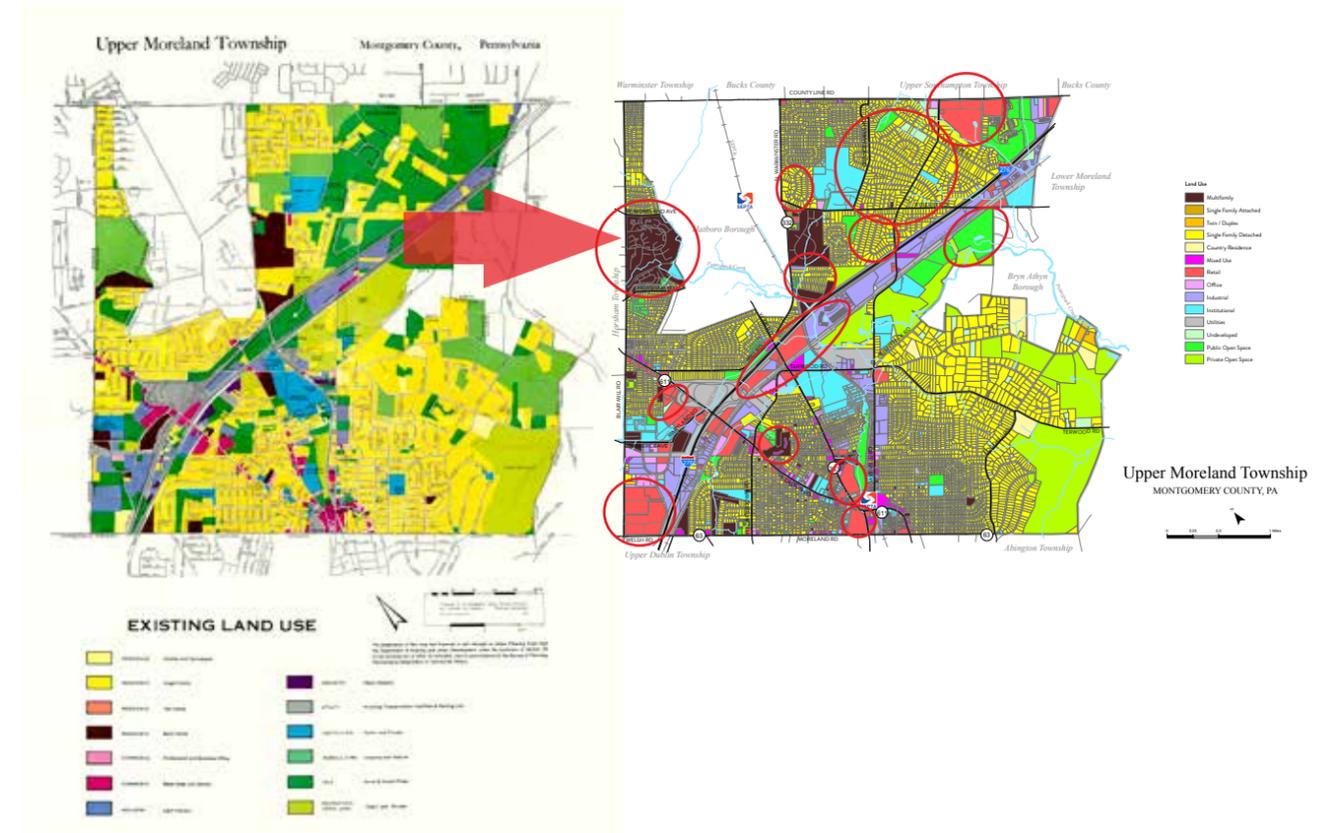


TABLE 12.1 LAND USE, 2018

Land Use	Upper Moreland		Montgomery County *
	Acres	%	%
Agriculture	0.0	0.0%	13.1%
Country Residence	47.3	1.1%	6.6%
Industrial	281.0	6.3%	3.9%
Institution	296.6	6.7%	9.2%
Mixed Use	64.6	1.5%	1.2%
Mobile Home	0.0	0.0%	0.1%
Multifamily	285.1	6.4%	1.3%
Office	59.7	1.4%	1.9%
Private Open Space	525.6	11.9%	6.3%
Public Open Space	226.6	5.1%	8.2%
Retail	301.3	6.8%	2.6%
Single Family Attached	2.7	0.1%	0.8%
Single Family Detached	2,094.4	47.2%	35.8%
Twin/Duplex	47.8	1.1%	1.2%
Undeveloped	66.1	1.5%	4.9%
Utility	138.5	3.1%	3.0%
	4437.4		100.0%
SUBTOTALS			
Commercial (retail + office + mixed-use)	425.7	9.6%	5.6%
Open Space (private + public)	752.3	17.0%	14.5%
Residential (all types except mixed-use)	2,477.3	55.8%	45.8%

* Note: County land use data shown is based on percentage of known land use; no data is available for 4.9% of the county



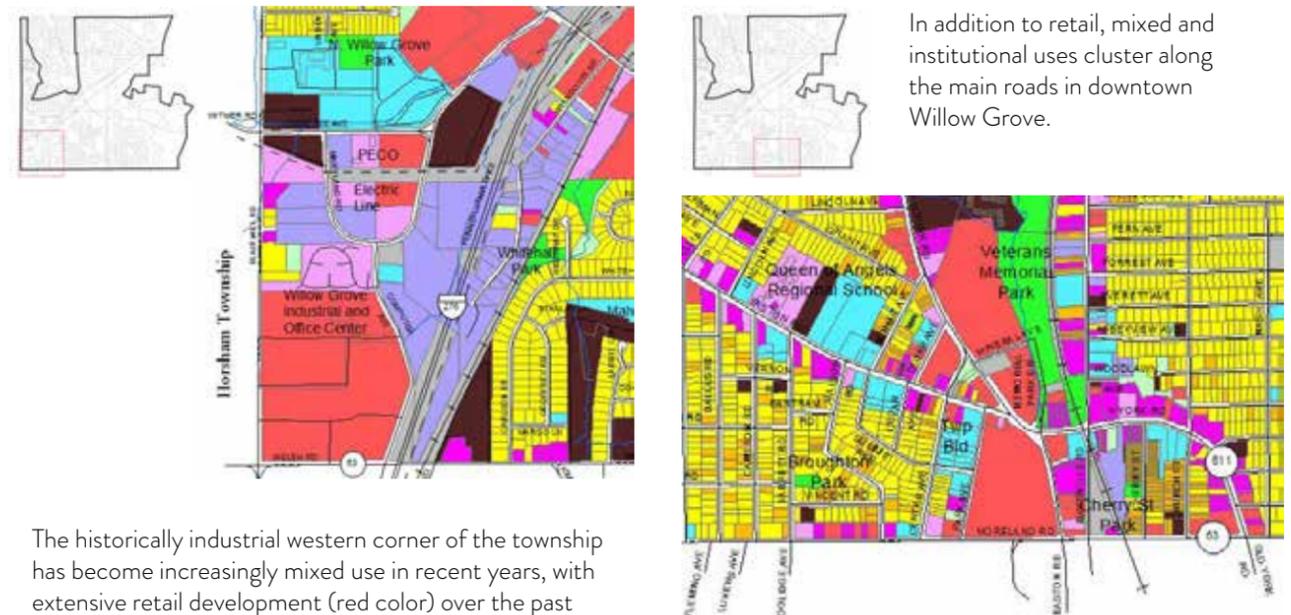
Land Use Over Time. Images show 1967 Land Use (left) and 2018 Land Use (right). Circles on 2018 map highlight areas of significant development or change in land use.

Note: Although specific land use categories used changed over time, the land use categories of the 1967 map are generally comparable to that of 2018. See the legend for each map for the exact category of land use each color represents on each map.

TABLE 12.2 UPPER MORELAND LAND USE, CHANGE OVER TIME *

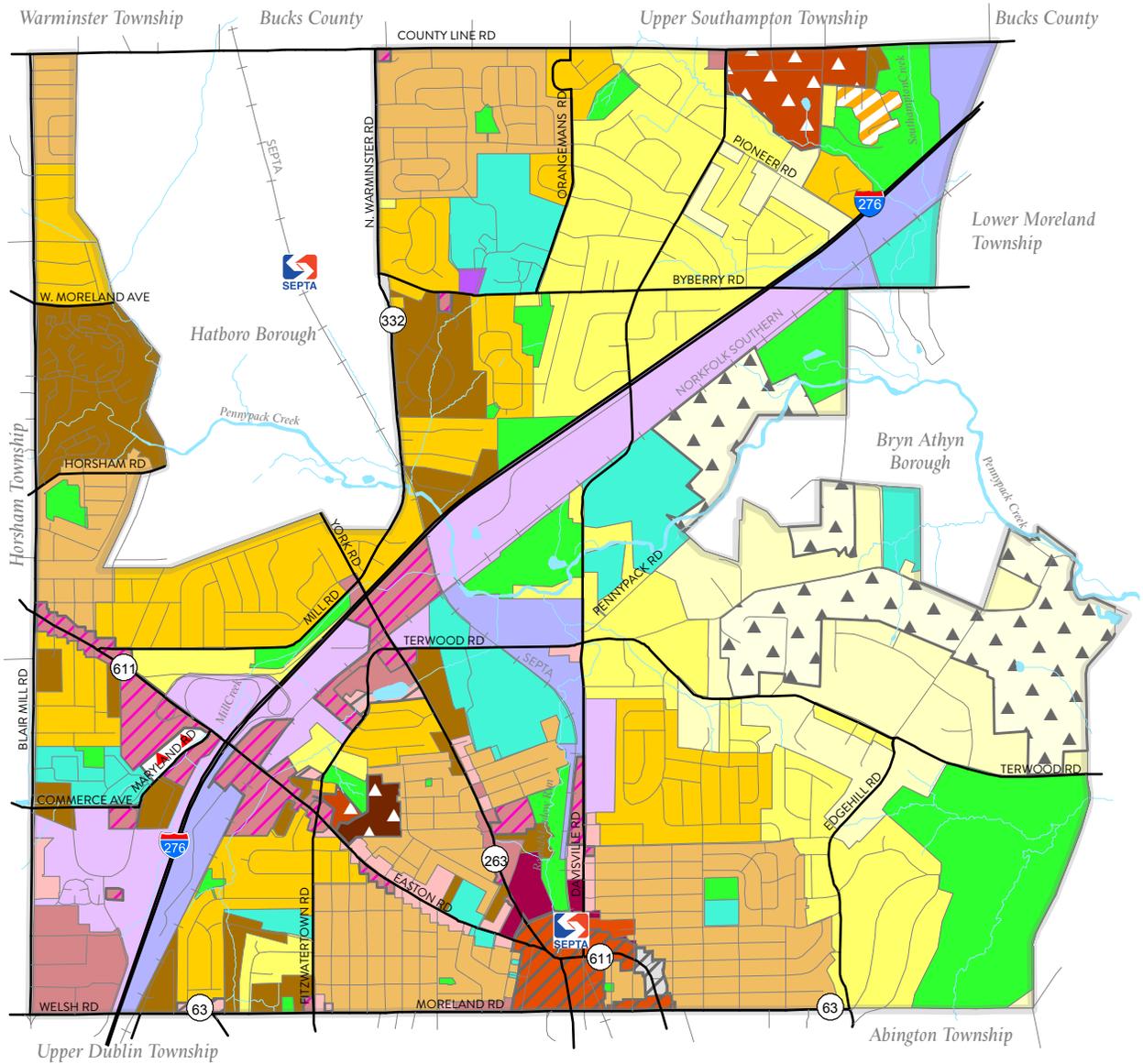
Land Use	1967	2018	Change in % of Total
Agriculture	9.8%	0.0%	-9.8%
Commercial	2.1%	9.6%	7.5%
Industrial	5.1%	6.3%	1.2%
Institutional	2.8%	6.7%	3.9%
Private Open Space	8.1%	11.9%	3.8%
Public Open Space	0.6%	5.1%	4.5%
Undeveloped	16.0%	1.5%	-14.5%
Utility	0.5%	3.1%	2.6%
Single-Family Residential	36.0%	48.3%	12.3%
Other Residential	4.5%	7.5%	3.0%
SUBTOTALS			
Open Space (private + public)	8.7%	17.0%	8.3%
Residential (all types)	40.5%	55.8%	15.3%

* Note: Not all categories were the same in the 1967 and 2018 data; this table only shows the comparable categories



The historically industrial western corner of the township has become increasingly mixed use in recent years, with extensive retail development (red color) over the past twenty years.

MAP 12.2 EXISTING ZONING



- | | | | |
|--|---------------------|--|------------------------------------|
| | R Residential | | C-2 Commercial |
| | R-1 Residential | | SC Shopping Center |
| | R-2 Residential | | M-1 Office and Limited Industrial |
| | R-3 Residential | | I Limited Industrial |
| | R-3A Residential | | S Small Limited Industrial |
| | R-4 Residential | | RC Recreational Conservation |
| | M Multiple Dwelling | | INST Institutional |
| | HR High Rise | | P Professional Office |
| | CC Commercial Core | | TC-1 Town Center |
| | O Office | | TC-2 Town Center |
| | C-1 Commercial | | UDC Unified Development Commercial |
| | | | Transit Management Overlay |

Upper Moreland Township
MONTGOMERY COUNTY, PA



Land Use Analysis by Type

Residential



Residential land uses comprise a majority of land in Upper Moreland, occupying nearly 2,500 acres (56% of the township, significantly greater than the county average of 46%).¹ Residential land use also had the largest increase in acreage of all land use categories between 1967 and 2018, increasing by approximately 500 acres (by 26%). Nearly all of the residential land use area is occupied by single-family detached dwellings, with parcel sizes averaging 15,000 square feet (roughly one-third of an acre). Larger residential properties, up to four acres in size, can be found close to the border of Bryn Athyn, and near lands preserved by the Pennypack Ecological Restoration Trust.

Other residential types have nearly doubled as a proportion of land use, from 4.5 percent of land in 1967 to 8.6 percent in 2018. Upper Moreland’s multifamily residential areas make up 6.4 percent of the township’s land (approximately five times higher proportion of land in the county used for multifamily housing (1.3 percent). Multifamily units tend to be located along the eastern and western edges of Hatboro, in or near downtown Willow Grove, and in the western corner of the township. Townhouses (single-family attached dwellings) are underrepresented (0.1% of land) in Upper Moreland, compared to the county (0.8%). Townhouses were recently built off Blair Mill Road in Upper Moreland, and could be part of future revitalization projects in downtown Willow Grove. The addition of townhouses would help diversify the township’s residential stock and make the local real estate market more flexible to changing market demand and preferences.

¹ County data source: MONTCO2040, which is based on 2010 data from Montgomery County and Delaware Valley Regional Planning Commission)

Commercial

Commercial uses, comprised of the categories of Retail, Office, and Mixed Use, encompass 424 acres, 9.6 percent of Upper Moreland’s total land use. This is more than double the county average of 5.6 percent. The proportion of commercial land has quadrupled in the last fifty years, in part due to the construction of new retail centers (both big box and shopping center format). Between 1967 and 2018, land used for commercial purposes expanded throughout the township by 326 acres, more than quadrupling in size. Commercial uses have remained concentrated in Willow Grove, along major roads, and in several small-to-medium sized retail centers. Some office uses are also located in the Maryland Road vicinity.

Retail uses, a subcategory of commercial uses, consist of 6.8 percent of the township’s land. This is more than double the county average of 2.6 percent. More recently, numerous big box retail establishments such as Walmart, Sam’s Club and Lowe’s have been developed southwest of the Willow Grove Interchange in



Office uses, Maryland Road area



Thompson Lexus, Maryland Road. This commercial development won a 2017 Montgomery Award for Environmental Stewardship from Montgomery County for conservation practices related to stormwater management and water quality.

an area that has historically been largely industrial (see Map 12.2 Major Land Developments of recent years, and Table 12.3 Major Land Developments of Recent Years). The relatively high proportion of retail uses likely reflects Upper Moreland’s location in the eastern portion of Montgomery County, where there is relatively high population density and excellent transportation access.

Mixed use development makes up a low percentage of land in the township (1.5 percent), but it is anticipated that it will rise in the coming decades as a result of real estate trends and land use planning policy. A major mixed-use development is currently under construction in the heart of Willow Grove, directly across the street from the Willow Grove Train Station.

Industrial

Industrial uses in Upper Moreland are concentrated along the two rail lines that run through the township, Norfolk Southern and SEPTA, with some additional industrial areas located along the northern side of the Pennsylvania Turnpike and along Davisville Road. Between 1967 and 2018, the amount of land devoted to industrial uses grew by 79 acres (growing from 5.1 to 6.3% of the township’s land). Although this was a small amount compared with the growth that took place in residential, commercial and institutional land in the township, the share of industrial land in Upper Moreland is significantly higher than that of the county’s 3.9 percent. Recent zoning changes that allow high-density residential development in industrial areas will likely bring reductions in industrial land use area in the coming decades, especially in the large parcels located in the western corner of the township as well as the area between the PA Turnpike and the PA railroad. For this reason the township will regularly evaluate

zoning regulations to ensure a significant area remains available for industrial development and the economic development it brings.

Institutional

Institutional uses occupy 296 acres, 6.7 percent of Upper Moreland’s total land use (this is an increase from 2.8 percent in 1967, but still lower than the county average of 9.2 percent). The four largest blocks of institutional uses consist of:

- Public schools, Byberry Road (Upper Moreland Middle, Intermediate and Primary Schools), just east of Hatboro;
- Carson Simpson Farm Christian Camp and the adjacent Gloria Dei Farms Senior Community (including Luther Park and Willow Ridge) on Davisville Road;
- Upper Moreland Senior High School and the neighboring Eastern Center for Arts and Technology, Terwood Road; and
- Abington-Jefferson Hospital’s Willow Grove Campus; on Blair Mill, Maryland and Commerce Roads.

In the past fifteen years, that Willow Grove Campus and the continuing care Gloria Dei Farms Senior Community have undertaken expansion projects, and the Settlement Music School was constructed in downtown Willow Grove.



Settlement Music School on Davisville Road is one of the newer institutional uses in Upper Moreland.

Utilities

Land used for utilities include 139 acres, or 3.1 percent of the township (very close to the county average of 3.0 percent). This land is largely concentrated in areas along the Pennsylvania Turnpike, and along the Norfolk Southern and SEPTA rail lines. It also includes land owned by the Upper Moreland-Hatboro Joint Sewer Authority and PECO.

Open Space

Seventeen percent (17.0%) of land in the township consists of open space; open space lands have doubled as a percentage of the township's land in the last fifty years, due in part to preservation accomplishments by the township. These open space lands now exceed the proportion of open space in the county (14.5%) These include the establishment of Veteran's Memorial Park

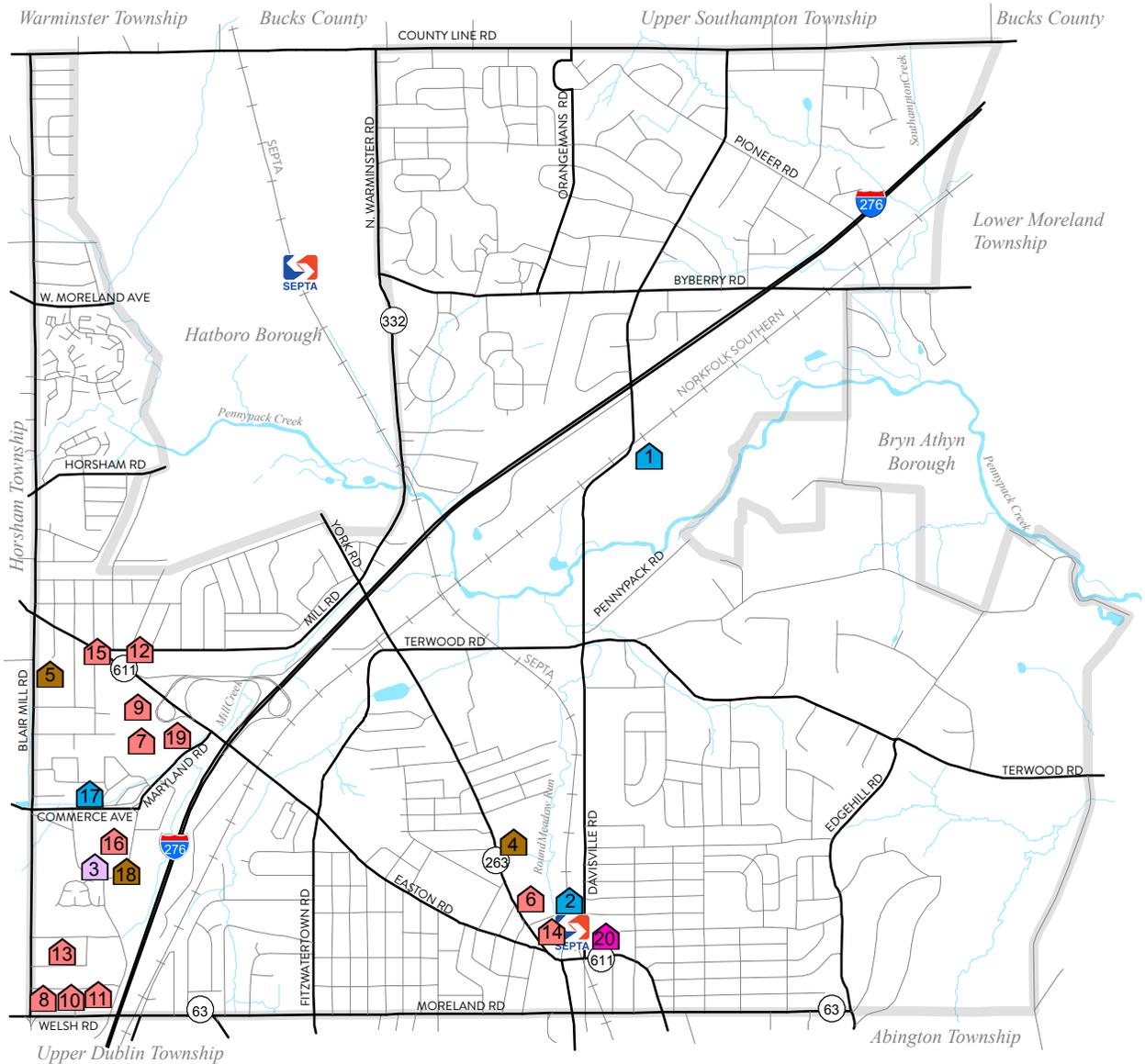
in downtown Willow Grove and Masons Mill Park on the Pennypack Creek, among others. The 227 acres of publicly owned open spaces are scattered throughout the township; the largest sites including Frank J. Pileggi Park and Masons Mill Park.

Two thirds of Upper Moreland's open space, however, is privately owned. Much of the land which became privately preserved in the last 50 years was preserved by the Pennypack Ecological Restoration Trust, which maintains lands along and near the Pennypack Creek (in Upper Moreland, much of this land is located near Bryn Athyn Borough). The largest privately owned areas also include Huntingdon Valley Country Club and the Willow Grove Day Camp (the latter is the site of the Upper Moreland YMCA).



Masons Mill Park is one of the township's largest municipal open space areas.

MAP 12.3 MAJOR LAND DEVELOPMENTS OF RECENT YEARS



Upper Moreland Township
MONTGOMERY COUNTY, PA



TABLE 12.3 MAJOR LAND DEVELOPMENTS OF RECENT YEARS

	Complete	Size	LU
1	Memory Care at the Park, Gloria Dei Farms	13,600 s.f.	Institutional
2	Settlement Music School	24,690 s.f.	Institutional
3	Progressive Insurance	21,419 s.f.	Office
4	College Station Apartments	51 units	Residential
5	Willow Crossing Homes (Keebler Court)	29 units	Residential
6	Giant Supermarket	123,800 s.f.	Retail
7	Home Depot	120,549 s.f.	Retail
8	Lowe's	135,875 s.f.	Retail
9	Miller's Ale House	9,437 s.f.	Retail
10	PetSmart	44,640 s.f.	Retail
11	Sam's Club	134,943 s.f.	Retail
12	Sonic	1,450 s.f.	Retail
13	Walmart	209,417 s.f.	Retail
14	Wawa, Zoe's Kitchen, Barber, Bank	15,535 s.f.	Retail
15	Mixed-Use Retail (2) Easton Rd/Sycamore Ave	9,437 s.f.	Retail
16	Fairfield Inn	54,400 s.f.	Retail
17	Asplundh Cancer Center	88,000 s.f.	Institutional
18	Thompson Lexus and second auto dealer*	95,250 s.f.	Retail
	Under Construction	Size	LU
19	Apartment Complex, Maryland Rd	246 units	Residential
20	The Station at Willow Grove	275 units, 20,350 s.f. nonresidential	Mixed Use

* Second auto dealer not yet built



College Station, transit supportive apartments in Willow Grove.

Recent Development Trends

Significant land development in Upper Moreland over the past fifteen years included numerous retail developments. Much of these were located at Willow Grove Pointe Shopping Center and adjacent “big box” developments, at PA 63 and Blair Mill Road; and at the small shopping center opposite the Willow Grove Turnpike Interchange on PA 611. Residential development differed from past trends by consisting of units other than single-family detached dwellings. These included apartments in a major transit-oriented development (The Station at Willow Grove), apartments built for Penn State-Abington at College Station on PA 263, and the Keebler Court townhome development “Willow Crossing” off of Blair Mill Road.



The Maryland Road area has seen significant development in the past few years. This includes the Asplundh Cancer Pavilion, Miller’s Ale House, Fairfield Inn and the (under construction) Maryland Road Apartments. Keebler Court townhomes and commercial development on Welsh Road (including Petsmart) were constructed nearby as well. Other areas of notable activity include downtown Willow Grove (including the Station at Willow Grove mixed-use development).

Conclusion

Upper Moreland is essentially “built-out”. Plentiful development and redevelopment potential exists, however, in areas such as downtown Willow Grove. This is where zoning encourages intensified, transit-oriented development; in the Maryland Road vicinity—which has great potential for becoming a more intensely-developed employment center supplemented by multifamily residential development and other mixed uses; and in its shopping centers—forms of development which are increasingly being reinvented with dining, entertainment, residential and mixed-use development.

A majority of Upper Moreland’s land is in residential use—particularly single-family detached homes. The township also has significant areas used for commercial (especially retail) and industrial land; its open space has doubled in the last 50 years. Land development trends of the past 15-20 years include a shift from single-family detached residential to other forms of residential units, including midrise apartments (including those part of mixed-use development), apartments built as private housing for a university, and townhomes. Significant development occurred in the retail sector, dominated by numerous “big box” stores and a “super” grocery built on former industrial sites. Institutional development has expanded continuing care and medical facilities.





13

Future Land Use

Future Land Use Plan (by Area)

- Semi-Rural Residential
- Suburban Residential
- Town Residential
- Town Transition
- Town Center
- Commercial-Mixed Use Corridor
- Shopping Center
- Employment Center
- Recreation Conservation

Recommendations



Residential Neighborhoods
and Living Options



Robust and
Diverse Economy



Arts & Recreation
Opportunities



Community Identity



Sustainability

The icons shown in bold, above, represent the plan's themes that have a strong relationship with this chapter.

This chapter, Future Land Use, is the heart of *UpperMoreland2040*: the township’s Comprehensive Plan. It describes the land use policy based on “future land use area” (with a corresponding color indicated on Map 13.1 Future Land Use). Each future land use area has its own character and associated policy recommendations.

Future Land Use Plan (by Area)

The recommended future land use character of the township, by area, is as follows:



The June Fete, located in the Semi-Rural Residential area, is an annual village fair and horse and pony show.



The Employment Center is the future land use area with the potential for the most change.



Residents of the “Semi-Rural Residential” future land use area live near/adjacent to the lands of the Pennypack Ecological Restoration Trust. Photo Credit:David Robertson, Pennypack Ecological Restoration Trust.

Semi-Rural Residential

The future land use map’s “semi-rural residential” category includes the lowest-density, large-lot residential areas of the township. This includes or abuts some of the most sensitive environmental features along the Pennypack Creek and its tributaries, including land preserved by the Pennypack Ecological Restoration Trust (PERT). Many residences in this category are located along scenic roads, and many of the structures on the township’s historic inventory are located in this area.

Development in this area should fit in well with the area’s semi-rural character, natural environmental features and historic resources. Ample portions of a land development will be preserved as green, pervious area. Conservation of these features is important; the design of roads, bridges, pedestrian paths and land developments generally should respect semi-rural residential character. Adoption of the riparian corridor conservation zoning will help preserve sensitive natural features along the Pennypack Creek in this area.

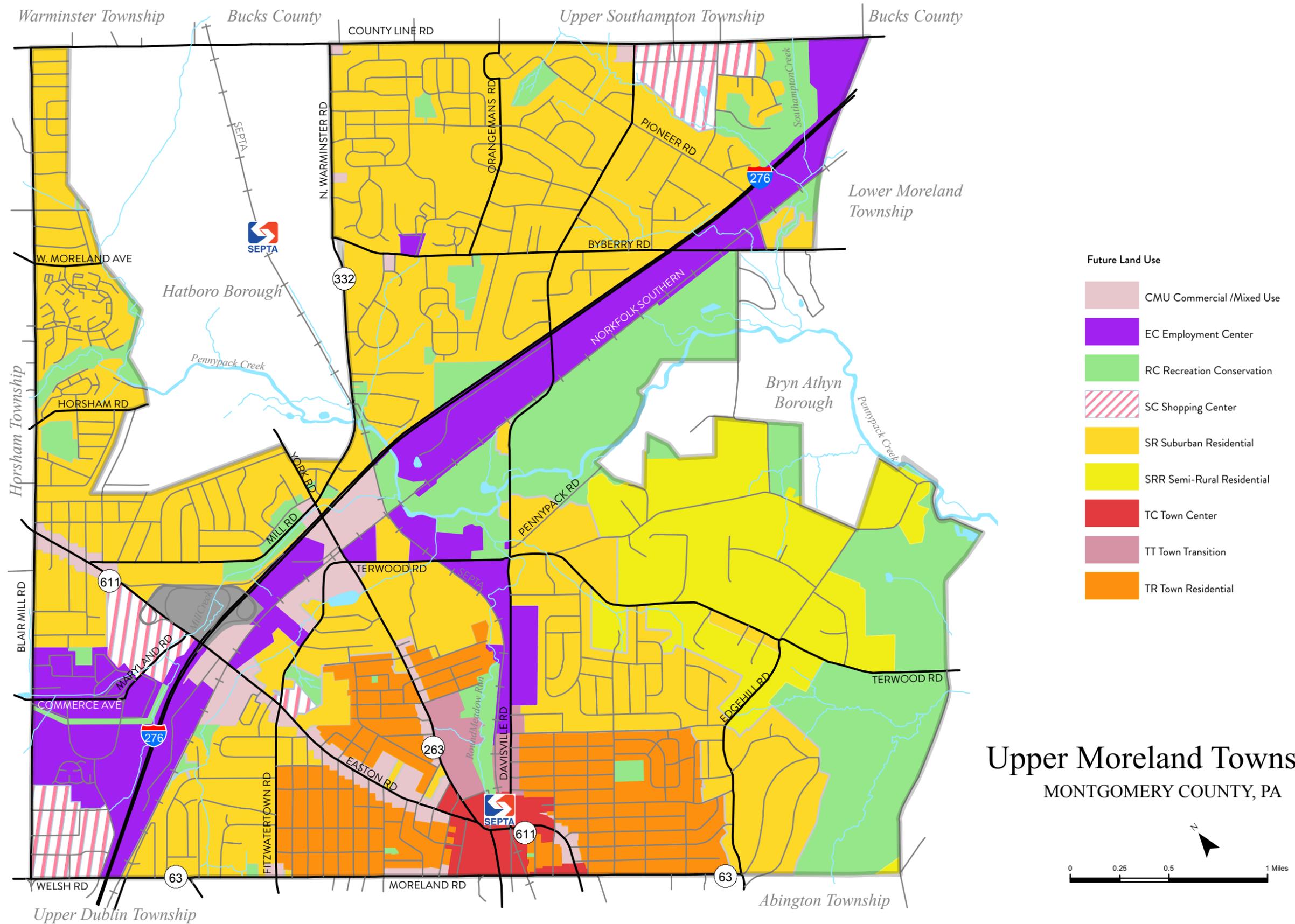
Suburban Residential

This category is predominantly comprised of conventional suburban single-family homes, which are often grouped into subdivisions. Institutional uses such as schools and senior living communities, and higher-density residential uses, such as multifamily units and townhouses are also appropriate here, and are found in various locations throughout this area. This area is generally well-served by sidewalks, with a few exceptions.

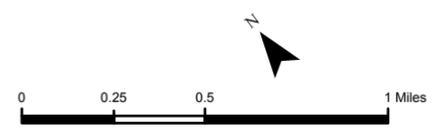
The township will adopt zoning regulating infill and expansion of single-family homes (such as that proposed by the draft comprehensive zoning ordinance) to help new development and expansions fit in well with the existing surrounding neighborhood. New development and subdivisions should construct sidewalks to help expand the sidewalk network to areas not well-served by them and continue existing sidewalks. Over time, the township will work with property owners to create local trail connections to parks and regional trails in the suburban residential future land use area. Neighborhoods near Hatboro could be improved with trail connections, as that borough and Upper Moreland work to add trail connections between the two municipalities.



This home is located in the “Town Residential” future land use area in Willow Grove.



Upper Moreland Township
MONTGOMERY COUNTY, PA





Town Residential

This includes the older, residential neighborhoods in Willow Grove. Many of these residential uses are small-lot single family, but there are also a significant number of twins or duplexes, and a lesser number of small multifamily buildings. This area includes numerous properties on the township’s historic inventory. These neighborhoods are generally quaint, attractive areas with shade trees. The character of much of this area is shaped by the topography that slopes down towards downtown Willow Grove.

Land use policy emphasizes stability in this area, with heights and uses limited so as to preserve neighborhood character. Infill and expansion regulations in this area, as in the Suburban Residential future land use area, will help new homes and expansions fit in with the existing neighborhood. New development in this area should include sidewalks, particularly those which help connect the residential neighborhoods to downtown Willow Grove, parks, trails and the train station. The portion of this area from Davisville Road to the east is well-served by sidewalks; much of the rest is not. The township will use the land development process to gradually construct more sidewalks in these areas over time.



The Willow Grove Redevelopment Plan – Expansion Area, Phase 1, expanded the original Redevelopment Area (shown as “Block 1” by adding the areas shown as “Block 2” and “Block 3.”

Town Center

This land use category applies to downtown Willow Grove, but does not include predominantly residential neighborhoods. It includes the commercial center, train station, community services and high-density multifamily housing. This area is currently zoned “TC-Town Center.”

Land use policy promotes dense, intense transit- and pedestrian-oriented development, exhibiting high-quality design that enhances the area’s image and character. Development in this area should include extensive pedestrian accommodations, including wide sidewalks, highly-visible crosswalks, and safe pedestrian walkways through parking lots. This land use category allows taller building heights than in the township’s other future land use areas (an exception is the High-Rise zoning district which allows tall apartment buildings and is located on Easton Road; this is part of the Commercial-Mixed Use future land use category).

The land use vision for the Town Center future land use category was determined in large part by the planning done for the Willow Grove Revitalization Plan (2003), and the Willow Grove Redevelopment Plans (2003, 2014). The vision outlined by the 2003 plans was implemented, in large part, by the adoption of the Town Center Districts (the Commercial Core District also was influenced by these plans).



Settlement Music School, “Town Transition” future land use area, Willow Grove.



College Station, “Town Transition” future land use area, Willow Grove.

Town Transition

In 2014 the township adopted the Willow Grove Redevelopment Plan -- Expansion Area, Phase 1. This plan expanded the redevelopment area to appropriate areas. The area where zoning implements a land use policy allowing dense, intense development that is transit-oriented, pedestrian-friendly and requires a high level of design should likewise be expanded to appropriate areas, including those that are part of the expanded redevelopment area. These areas are categorized as the “Town Transition” future land use category in this plan.

The land in this land use category serves as a transition zone from the highest-density/highest-intensity Town Center future land use category to the “Commercial-Mixed Use Corridor” and “Town Residential” land use categories. It includes the land currently zoned “Commercial Core”, along with small portions of office, commercial and industrial districts. The Town Transition area includes some of the characteristics of the Town Center land use category (such as mixed-use, pedestrian- and transit-oriented development with high-quality design). However, the permitted intensity and density is in between that allowed by the more intense/more dense Town Center, and the less intense/less dense Commercial-Mixed Use Corridor and Town Residential land use categories. This helps create a hierarchy, so that as one moves toward downtown Willow Grove and the train station, the allowable density/intensity increases gradually in gradations, rather than abruptly. It is important for

zoning changes to implement the Town Transition future land use category to protect the character of the adjacent Town Residential future land use category.

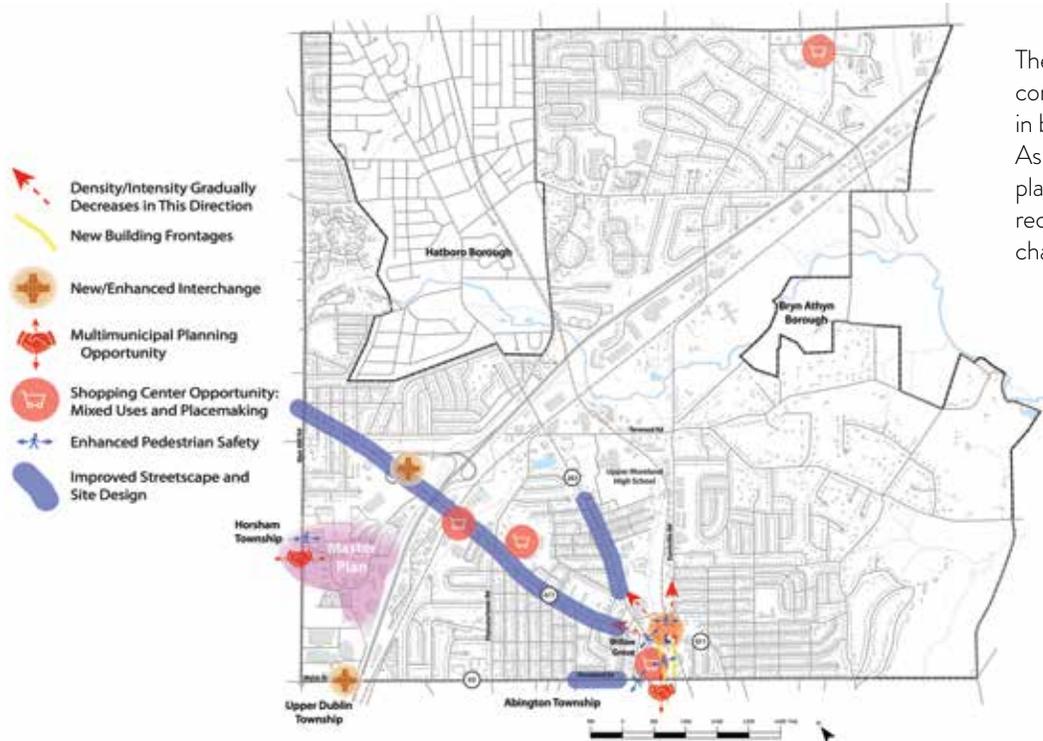
Sidewalks are appropriate for development in the Town Transition area, in part to maintain a strong pedestrian connection to the Town Center future land use area. However, it is recognized that the steep grades that exist in part of the Town Transition area may preclude sidewalks in some parts of this area.

Commercial-Mixed Use Corridor

The Commercial-Mixed Use Corridor consists of land along arterial roads (primarily Easton, York and Davisville) that includes a high proportion of suburban-style “strip commercial” development (primarily retail, service, and professional office uses on relatively small lots). Secondary uses in the corridor include institutional, mixed, and multifamily uses. Over time, traffic has increased, the corridors’ roadways have been widened, and parking and impervious areas have expanded. This has led to challenges regarding pedestrian transportation, aesthetics, landscaping and stormwater.

The Commercial Mixed Use area will have its design upgraded through the implementation tools of zoning (similar to that included in the draft comprehensive zoning ordinance) and the subdivision and land development ordinance (SALDO). Design requirements will not be as strong as those in downtown Willow Grove, nor will they be intended to reinforce standards appropriate for a downtown. They will recognize the area’s suburban character, but “raise the bar”, requiring development meet basic design standards while providing incentives for additional design enhancements.

The Commercial Mixed-Use Corridor and the rest of the township will be subject to new requirements added to the SALDO to clarify that sidewalks and other safe, continuous pedestrian connections will be required. A requirement for building foundation landscaping will also be added to the SALDO, to add greenery and improve stormwater management to an area with a large amount of pavement. Zoning will be used to reduce areas allocated for curb cuts to a reasonable level, while incentivizing shared parking and access, and additional reductions in curb cuts, making this area more pedestrian-friendly. Streetscape standards will be added ensure that the part of the site near the street is attractive to both motorists and pedestrians.



The Commercial-Mixed Use corridors are highlighted in blue on the map, below. As a whole, the map shows place-based initiatives recommended by this chapter.

Shopping Center

The Shopping Center future land use category includes most of the existing major shopping centers and large commercial properties in the township, including:

- Marketplace at Huntingdon Valley
- Shopping area on PA 611 with Best Buy, Pier 1 and an approved future restaurant.
- Regency Square

Note: many of the recommendations here also apply to Willow Grove Shopping Center, but that center is located in the “Town Center” future land area. Willow Grove Pointe and vicinity is a relatively new shopping area, and is less likely to undergo dramatic changes soon, but recommendations of the Shopping Center future land use area also may apply there in the future.



Many shopping centers are undergoing dramatic transformations. This image shows how the Huntingdon Valley Shopping Center could be redeveloped in a “town center” style.



Willow Grove Shopping Center holds potential for introduction of a mix of uses and greater pedestrian orientation.

Older shopping centers today represent extensive redevelopment opportunities. These areas need to flexibly adapt to changing market trends. Various economic, land use, and technology trends have brought challenges to the viability of conventional shopping centers. For this reason, land use regulations will ensure that the Shopping Center areas are zoned to accommodate mixed use development (accommodating the trend of increased location of entertainment, office, residential and service uses in shopping centers) and the increased focus on “lifestyle centers” and leisure activities.

Land use policy for these locations will also include enhanced building, site and landscape design; development that encourages pedestrian, bike and public transportation (sidewalks and crosswalks will be required along streets and access drives, and will be required to interconnect buildings and open space); and adequate provision of common open space or plaza areas. Shopping Center land use areas should take advantage of their opportunities to create areas with a true “sense of place”; a unique identity with a character inviting people to spend time at a variety of activities.

Employment Center

In the past, much of the land in this future land use category was occupied by industrial uses. Land use policy (zoning) for this area was recently changed to allow multifamily development (on large properties), along with industrial and office uses. This area will be



UpperMoreland2040 Theme: Robust and Diverse Economy, Community Identity, Sustainability

The township will adopt zoning that accommodates changing trends in the real estate market for shopping centers. Zoning will allow for these centers to become mixed-use, attractive, well-landscaped, pedestrian-friendly areas with ample common areas. These features will combine to strengthen the center’s image and thus, the Township’s community identity.

the site of the extension of the Power Line and Cross County Trails (*see Parks, Trails and Open Space chapter*), and may undergo infrastructure improvements in the form of the widening of Blair Mill Road.

Sidewalks and other pedestrian connections are important in this area, both along streets and to interconnect buildings and open space areas. The township will support the expansion of the trail network



The Employment Center future land use area incorporates parks, the Power Line Trail, new industrial, research & development, and flex space uses, and will be strengthened by a relatively dense residential component.



The Upper Moreland Employment Center and Horsham Business Park should capitalize on the synergy that joint planning, development and marketing can bring.

into this area and will encourage provision of ample, publicly-accessible open space. Such amenities in this area (especially trails and plazas) were identified by *UpperMoreland2040* public outreach as a strong community desire.

The township will use zoning incentives to promote alternative energy and green building design to help give the business center area a cutting-edge, modern image. At the public open house, the public's top-ranked environmental priority was "Use green infrastructure, environmental BMPs and LEED design standards to create superior environmental reputation for business park/interchange area and the township." It cited "alternative energy" as the most important amenity for the employment center (or "Interchange area").

Appropriate uses for the Employment Center future land use area include:

- Industrial
- Flex space, which is easily adapted to small industrial or office users, co-working space and storage.
- Research & development (R & D)
- The Power Line Trail and Cross County Trail
- Apartments, including midrise and high-rise
- Secondary uses include: retail and restaurants (the public participation process indicated support for these uses; they would also support employees at industrial, office and R & D firms).

- Public parks or gathering places. These would make the area an appealing place for employees, and could host programming such as concerts or festivals, either in support of the Employment Center itself or the wider Upper Moreland community.

Recreation Conservation

The Recreation Conservation area includes land currently zoned by the same name. It includes the Township's extensive park system, along with private recreation areas such as the Huntingdon Valley golf course, YMCA and conservation lands owned by the Pennypack Ecological Restoration Trust (PERT). The Recreation Conservation area also includes the PECO





corridor near Blair Mill Road (symbolizing the corridor for which the township has a use agreement with PECO for the purpose of trail development). Land use policy emphasizes conservation of these areas for their natural and recreational benefits.

Recommendations

- 13A. In Town Transition future land use area, use zoning to create a development hierarchy of development with gradations of height and intensity or density. Intensity and density will gradually decrease as one moves away from train station. Density and intensity will be modestly increased in appropriate locations to support economic development and vitality of the adjacent Town Center.
- 13B. Improve image, enhance walkability of highway corridors. Along commercial-mixed use arterial road corridors, use the zoning and subdivision and land development (SALDO) ordinances to implement design standards; add shade trees and street furniture; add gateway, wayfinding and directional signage.
 - a. The placemaking initiative with the most support from the public survey was gateways/welcome signage.
 - b. Zoning for these commercial, mixed-use areas (and the subdivision and land development ordinance) will be strengthened

to strengthen design standards; add more shade trees; landscaping; street furniture; and gateway, wayfinding and directional signage. A limitation on building heights will be created (currently, there is no height limit in the SC Shopping Center District).

- 13C. Transportation planning for interchange investment areas: make Willow Grove and future Welsh Road interchange focal points of transportation planning. The township will continue to advocate for, in communication with neighboring municipalities and MCPC, reconfiguration and conversion to cashless tolling of the Willow Grove interchange, and the development of the future Welsh Road interchange (see Chapter 10, Transportation).
- 13D. Audit the township’s zoning ordinance to ensure that it has kept pace with planning law and case law.
 - a. Pennsylvania Municipalities Planning Code (Act 247) requires that municipalities provide for every land use. Additionally, the township will promote or encourage selected land uses in appropriate zoning districts. The township will ensure that its zoning generally provides for as wide a range of uses as reasonable, to promote flexibility, ensure regulations are not unduly burdensome, and allow land uses to adapt more rapidly to changing market conditions.



The township will make the interchange and future interchange focal points of transportation planning.

- b. Ensure that any district allowing a place of assembly also allows a religious use.
 - c. Ensure that any district allowing a residential use allows a group home and a no-impact home-based business.
- 13E. User-Friendly Zoning. Adopt a set of “use regulations” to eliminate both inconsistent use regulations that vary by district and redundant text, and expand and clarify the definitions section of the zoning ordinance.
- a. This zoning technique, used by many municipalities, provides a series of use-based regulations that apply no matter which zoning district the use is located in. Consolidating regulations in a “Use Regulations” chapter of zoning eliminates both inconsistent use regulations that vary by district and redundant text.
 - b. Comprehensively defining all major land use types in the “Definitions” section of zoning helps add clarity and reduces confusion over terminology, making it easier to interpret the zoning ordinance.
- 13F. User-Friendly Zoning: adopt a “use matrix” which allows users to easily interpret the code.
- a. Use Matrix. Adopt a “use matrix”. This allows planners and users of the zoning code to use a compact table to easily determine (1) which uses are permitted, by district, (2) how they are permitted (e.g., are they “by-right?”), and (3) all the districts where a certain use may be established.
- 13G. Adaptability: update permitted uses within zoning districts to enhance flexibility and adaptability to market conditions. The draft zoning ordinance proposed broadening the range of uses allowed in districts where there was not a reason to exclude such uses. The township will update its zoning districts accordingly.
- Provide for and regulate student housing in zoning. In the past few years, three major housing developments for university students were constructed or proposed in and near Willow Grove as competition for students in the Philadelphia region has intensified. The township will ensure that future such developments are built in appropriate locations, in a way that fits in well with the community.

Abington Comprehensive Use Matrix Draft

A= Accessory Use, CU= Conditional Use, SE= Special Exception, Y= By-Right, N= Not Permitted
 Permitted Uses: A building may be erected, altered or used, and a lot may be occupied or used, in whole or in part, for any of the following uses and no other, provided that such uses shall comply with the following conditions:

Code	Use	Class (for MS Districts)	AO	BC: Lots < 1 Ac	BC: Abington Towne Center	BC: Foxcroft	BC: Huntingdon Valley	BC: Noble
A Accessory Uses <i>Note: Accessory uses customarily incidental to a permitted principal use shall be permitted unless expressly prohibited below</i>								
A-1	Accessory Dwelling Units (ADUs)	1						N
A-2A	Vertical Antenna	1	Y	N NOTE 14	N NOTE 14	N NOTE 14	N NOTE 14	N NOTE 14
A-2B	Satellite Dish Antenna							
A-2C	Home Reception Antenna							
A-2D	Telecommunications Towers		CU		CU	CU	CU	CU
A-2E	Commercial Antennas		Y	Y	Y	Y	Y	Y
A-2F	Roof- or Structure-Mounted Telecommunications Equipment		Y	Y	Y	Y	Y	Y
A-3	Car Share	1	Y NOTE 17	Y	Y	Y	Y	Y
A-4	Chapel	1						
A-5	Chickens, Limited Keeping of	1		N	N	N	N	N
A-6	Club House	1	Y					
A-7	Commercial Accessory Apartment	1	NOTE 5	N	Y	Y	Y	Y
A-8	Commercial Vehicle Parking	1	Y	Y	Y	Y	Y	Y

Example of “Use Matrix”

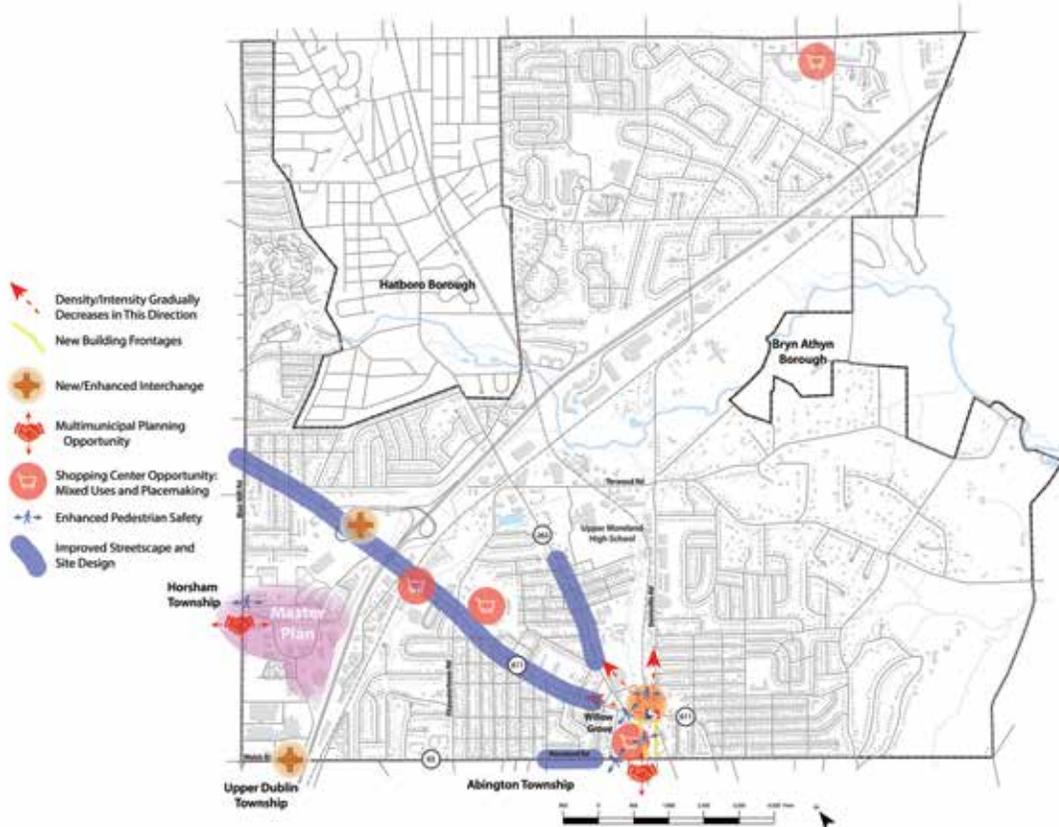
13H. User-Friendly Zoning: simplify zoning map. This recommendation is consistent with those from recent plans and the draft comprehensive zoning ordinance. Simplifying the zoning map will add clarity for land owners, developers and policymakers; and will allow it to serve more effectively as a tool to implement land use policy. It will also make it easier to implement broader land use policies using a coherent strategy.

- a. Specifically, and where feasible, districts will be consolidated, and scattershot, scrambled portions of the zoning map (where geographic distribution of zoning districts is inconsistent with land use policy) will be reconfigured.
- b. As an example of the need to simplify the zoning map, the current zoning map includes three separate industrial zoning districts and two commercial districts. In many cases, the differences between the districts are minimal; some differences may no longer serve a purpose. It may be possible to combine these into one industrial district and one commercial district.

13I. The township will consider various areas of potential multimunicipal planning and cooperation. These might include land use planning for shared downtown areas, trail interconnections and investments in shared roadways, such as

- a. Planning for downtown Willow Grove with Abington Township. This might involve creation of a broad conceptual vision for downtown, discussions about forming a Business Improvement District (BID); streetscape, pedestrian safety and other improvements to PA 63 (similar in some ways to how Philadelphia and Lower Merion created a Special Services District for City Avenue).
- b. Planning for the Maryland Road Employment Center area in conjunction with Horsham Township. This might involve coordinated planning efforts for Blair Mill Road, which is shared between the two townships, and joint marketing, trail, open space and signage initiatives—possibly through the creation of a BID.

Place-Based Initiatives of Future Land Use Chapter



The red icon of shaking hands shows areas of potential multimunicipal cooperation.



This former church in Ardmore was adaptively reused as apartments in a manner that fits well with the surrounding neighborhood.

A growing sustainability trend in land use in Montgomery County and the Philadelphia Metropolitan Area is adaptive reuse. Common examples are former churches, schools, train stations or post offices. Over time, the needs of a community, demographics or lifestyles may change. It is important that land uses be able to undergo adaptive reuse without excessive obstacles—particularly if a land use includes a structure (and its context) that is historic or otherwise contributes to community character. Reuse is also often desirable from an environmental, sustainability or economic standpoint. Building materials are salvaged rather than wasted. Properties are put back into active use, contributing to revitalization and the tax base. In some cases, incentives may be appropriate to encourage such reuse. The Historic Preservation Overlay (zoning) District encourages reuse of historic structures by allowing additional uses in historic structures (e.g., coffee house, B&B, antique store) and by discouraging demolition of historic resources.

13J. Create an adaptive reuse overlay district. See the historic resources chapter for more information. This would offer incentives for preservation and reuse of institutional buildings (such as churches or schools) with historic or architectural significance.

- a. In addition to the provisions of the Historic Preservation Overlay District, the township will encourage adaptive reuse of buildings by creating an adaptive reuse overlay district (see “Adaptive Reuse” section, below). Particular consideration will be given to historic structures, and landmark institutional buildings, such as those related to education, transportation or religious uses. The adaptive

reuse ordinance will provide incentives in the way of additional uses and dimensional relief, in the interest of encouraging preservation and reuse of structures (and their surrounding context) valued by the community.

13K. In Employment Center Area, pursue multiple strategies to achieve growth in development, employment and economic development, including a focused planning initiative (possible “master plan”) for Maryland Road area.

- a. This will lead to provision of ample public spaces, will build upon future transportation infrastructure projects, will plan for

expansion of regional trail network to this area, and will incentivize development features which promote sustainability and establish a modern, progressive image.

- b. The township will consider using tax increment financing here.
- c. Zoning was recently changed to allow high-density residential development in the “I-Limited Industrial” zoning district. These mixed-use planning areas will be examined to establish broader planning goals and potentially master plans that address the relationship between residential and industrial uses, pedestrian and bike connections, parks and open space and small retail-service uses (including restaurants) serving those living and working in the area.
- d. Zoning will be further modified to create a density limit and add design criteria that ensure that residential development is compatible with surrounding development.
- e. Upper Moreland will consider the advantages of planning in cooperation with Horsham, Abington and other neighbors [see Economic Development chapter] in the interest of establishing a planning vision and potential business improvement districts for downtown Willow Grove and the Horsham-Upper Moreland business park area; planning for trails and consequent benefits to public health (in consultation with Abington-Jefferson Willow Grove campus) and bike routes that cross municipal lines; and improvements to shared roadways. Sixty-four percent of UpperMoreland2040 survey respondents felt that the township should work with neighboring municipalities to advocate for the development of the Welsh Road interchange.
- f. The township will explore zoning incentives/ bonuses and other modifications to the zoning and subdivision and land development ordinance (SALDO), to facilitate development of trails and public open space in this area.

13L. In downtown Willow Grove, use “placemaking” to strengthen “sense of place” and image, and draw more residents, visitors and restaurant or entertainment patrons downtown. Continue to

create linkages between the two sides of Route 611 with pedestrian connections, safety measures, signage and development, while using zoning to strengthen mixed-use development on each side of the road.

- a. The township will consider using Tax Increment Financing (TIF) to develop infrastructure and enhancements to in this area. Bonds issued as part of such financing can be used for streetscape and pedestrian enhancements, wayfinding and directional signage (including that for parking) and other improvements that would make downtown an even more inviting place for developers of dining, entertainment and specialty retail establishments.
- b. South of PA 611, Davisville Road and Easton Road would be targeted for development of new, pedestrian-oriented and attractively designed front facades where they do not currently exist (see images from *Routes 611 & 263 Corridor Study*, left).
- c. The public open house indicated strong public support for façade and signage improvements in downtown Willow Grove.

13M. Develop zoning and facilitate transformation of shopping centers. Alter zoning to facilitate transformation of older shopping centers into mixed-use, lifestyle centers that have a greater pedestrian-orientation, higher minimum design standards, more common open space and greater “sense of place”. These areas comprise extensive redevelopment opportunity areas—particularly the older shopping centers, such as:



UpperMoreland2040 Theme: Sustainability, Arts & Recreation Opportunities

Using “placemaking” to strengthen the sense of place and image of downtown Willow Grove can mean pedestrian improvements, façade and streetscaping enhancements or using zoning to make the area more vibrant and attractive. That can, in turn, improve quality of life, draw more arts and recreation businesses and organizations, and make Willow Grove and Upper Moreland more socially sustainable.



Before-and-after images of Davisville Road, showing two stages of redevelopment.



These images appeared in the *Routes 611 & 263 Corridor Study*, and illustrate potential streetscape improvements on Davisville Road, downtown Willow Grove.

Photo Credit: www.DVRPC.org/reports/08045C.pdf

- Marketplace at Huntingdon Valley
- Regency Square Shopping Center
- Route 611 shopping area (where Best Buy, Pier 1 and a future restaurant use are or will be located).

Planning will create the potential for these areas to form mixed-use, lifestyle centers that have a greater pedestrian-orientation, higher minimum design standards, more common open space and greater “sense of place” (unique identity). For example, planning for Regency Square might facilitate a more mixed-use environment, complemented by a stronger connection to the adjacent Regency Towers apartments and Buehler Park. Planning for Huntingdon Valley Shopping Center might accommodate more of a “town center” style popular in today’s market with a small street grid and common areas for concerts and events. These areas will be able to more flexibly adapt to changing trends in shopping and shopping centers. *See also “Shopping Center” future land use section, above.*



Regency Square Shopping Center.

- 13N. Promote transportation alternatives. Explore additional pedestrian and bike connections to Willow Grove station.
 - a. Improvements to the Willow Grove Regional Rail station will have an impact on planning for local land use (including greater transit-oriented development potential), and creation of additional pedestrian and bike connections to the station.

13O. Accommodate farmers’ markets, community gardens and beekeeping. This promotes healthy living and social interaction, and responds to increasing demand throughout the wider region.

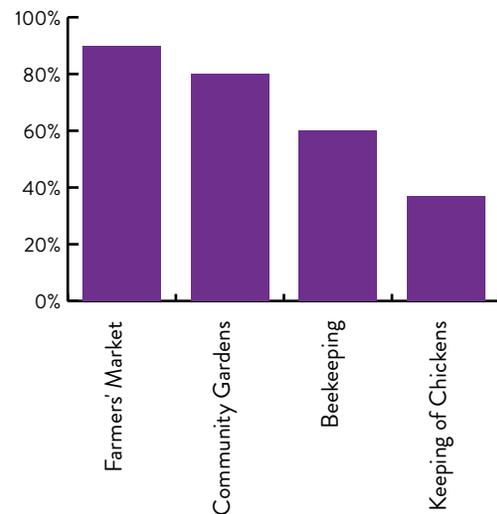
- a. These uses can provide opportunities for recreation and/or socializing, ensure that residents have access to healthy food choices and generally enhance quality of life. A farmers’ market in Willow Grove could enhance the town center’s image, or “sense of place”, and serve as a draw for visitors. The township recently allowed accessory dwelling units; however, those regulations will be expanded to ensure that accessory dwelling units fit seamlessly into the neighborhood, and that limitations on occupancy (currently based on “blood or marriage”) accommodate nontraditional families.
- b. Survey results showed that a majority of respondents felt that it was important to accommodate each of these uses, with farmers’ market (90%) and community gardens (80%) receiving particularly high support [see table]. At the public open house, when given a choice of six land use initiatives, the public ranked creation of a farmers’ market as their top choice.



One of the new land uses that the township will use zoning to provide for and regulate are community gardens.

Photo Credit: Elementary school.

FIGURE 13.1 WHICH NEW LAND USES ARE MOST IMPORTANT TO ACCOMMODATE?





14

*Consistency with
Plans of County
and Neighboring
Municipalities*



14

Consistency with Plans of County and Neighboring Municipalities

Consistency with County

Consistency with Neighboring Municipalities

Abington Township

Bryn Athyn Borough

Hatboro Borough

Horsham Township

Lower Moreland Township

Upper Dublin Township

Upper Southampton Township

Warminster Township

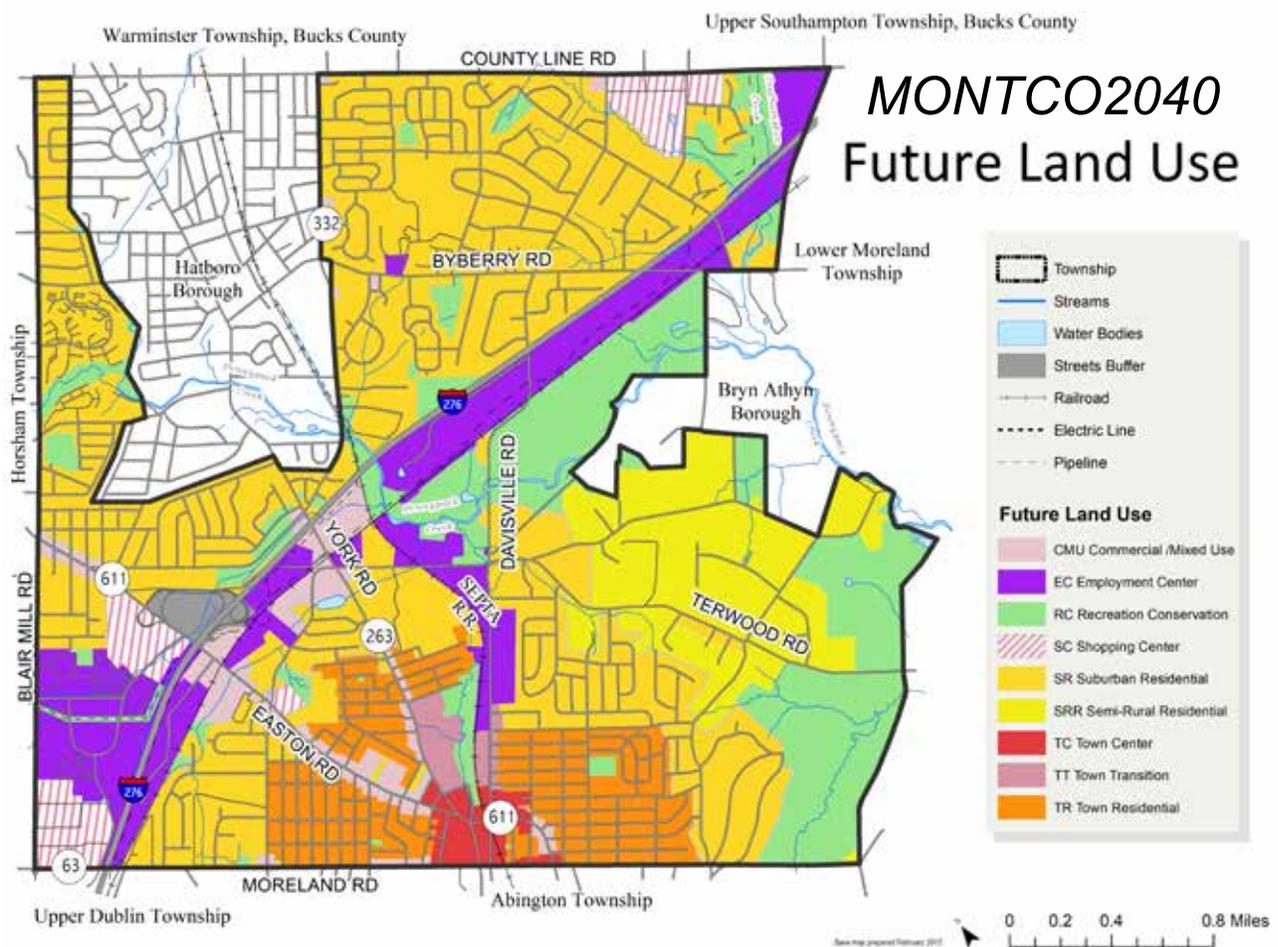
Upper Moreland’s land development and land development policy is generally consistent with that of its neighbors (see sidebar). There are limited areas along the township’s boundary where a modest incompatibility of land uses or land use policy exists. This chapter identifies those areas and makes recommendations for how to ensure that negative impacts on residential areas and parks will not occur.

Consistency with MONTCO2040

UpperMoreland2040 is generally consistent with *MONTCO2040: A Shared Vision*, which is the comprehensive plan that Montgomery County adopted in 2015. Although the future land use areas vary modestly by category and boundaries, the general intent and goals are consistent between the two future land use maps.

Municipalities Planning Code, Section 301. Preparation of Comprehensive Plan

Subsection (a)(5): [The comprehensive plan shall include]...a statement indicating that the existing and proposed development of the municipality is compatible with the existing and proposed development and plans in contiguous portions of neighboring municipalities, or a statement indicating measures which have been taken to provide buffers or other transitional devices between disparate uses, and a statement indicating that the existing and proposed development of the municipality is generally consistent with the objectives and plans of the county comprehensive plan.



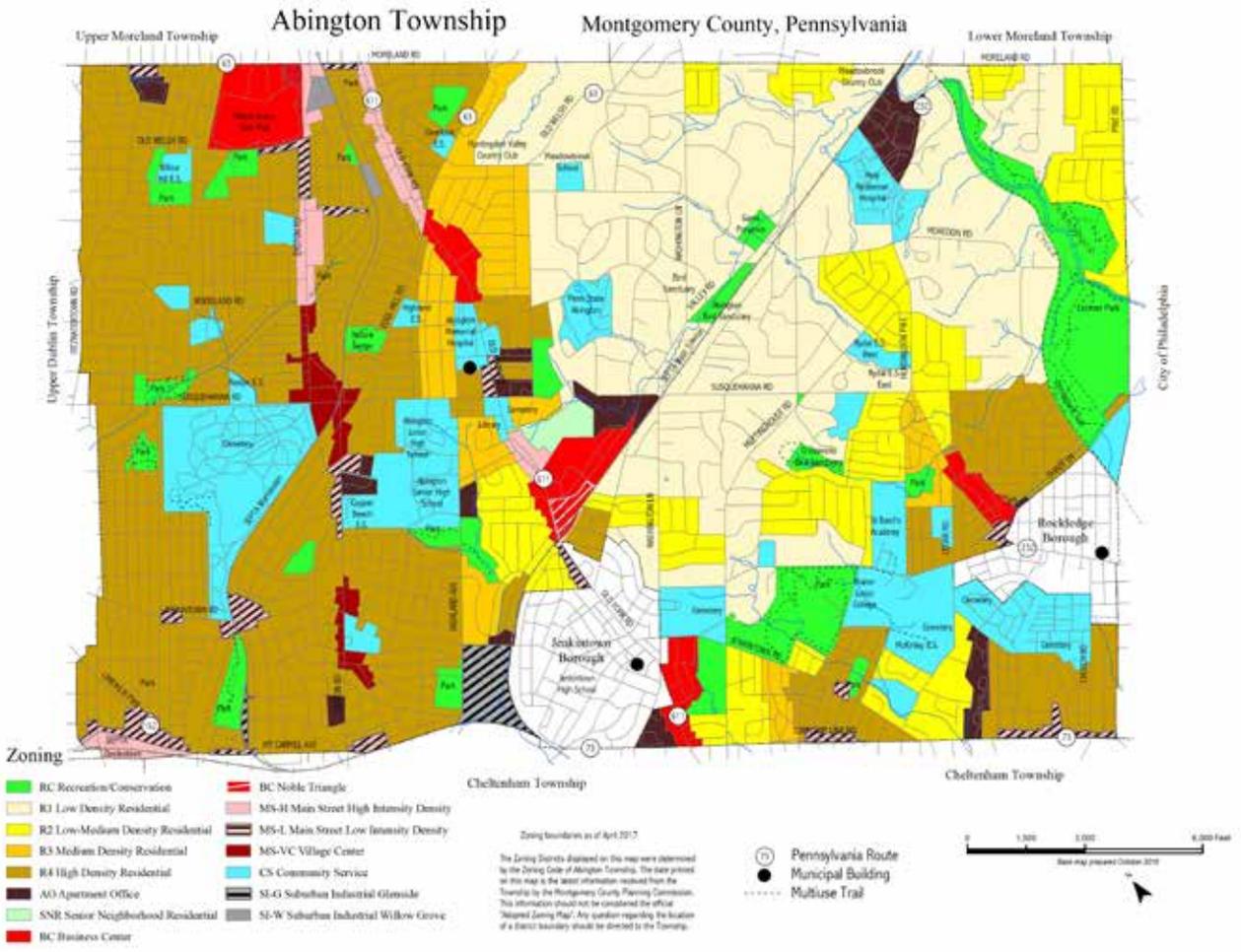
Consistency with Neighboring Municipalities

Abington Township

Abington’s Comprehensive Plan (2007) uses the zoning map as its future land use map. The zoning map reveals that generally, the land use policy of Upper Moreland and Abington is compatible. There are a few limited areas along Moreland/Welsh Roads (PA 63) where commercial-mixed use zoning lies across the street from single-family residential zoning (it should be noted that the width of Moreland Road helps partially mitigate the impact of more intense uses of one side upon the other). And although land use policy for downtown Willow Grove is similar from Abington to Upper Moreland

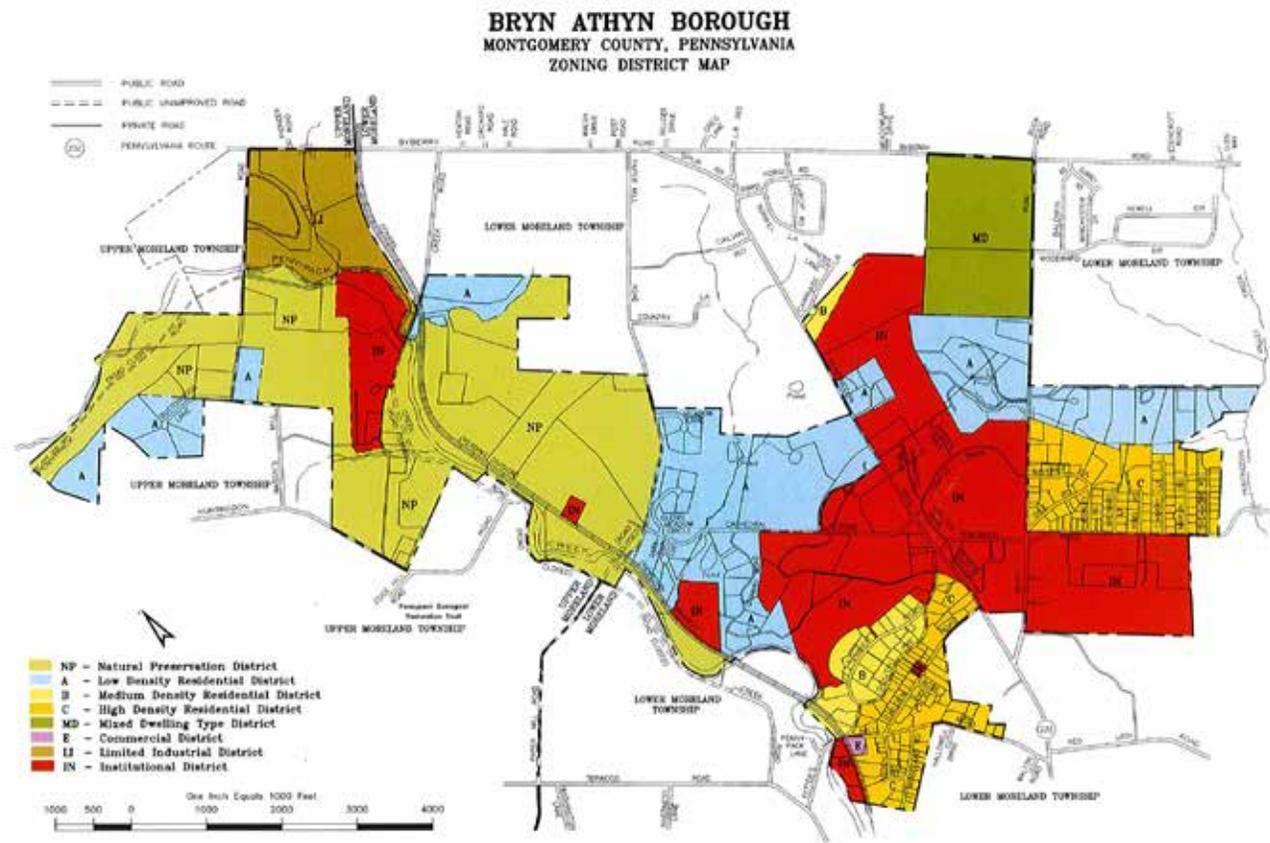
in some ways, Upper Moreland’s TC-1 Town Center District allows much taller buildings than Abington does on its side of the boundary. Therefore, the two communities should communicate when a development proposed along the municipal boundary is more intense or dense than that on the other side of the boundary.

Abington’s Planning Commission agrees with the recommendations of the draft UPPER MORELAND 2040 regarding potential cooperation on land use planning issues where shared interests exist. Since Abington Township is currently writing a new comprehensive plan of its own (“Vision 2035”), the potential exists for Abington’s comp plan to make more recommendations about potential areas of land use cooperation between Abington and Upper Moreland.



Bryn Athyn Borough

Bryn Athyn does not have a current comprehensive plan. Therefore, the zoning map provides the best indication of land use policy. The zoning map indicates that the borough's land use policy is generally compatible with Upper Moreland in most areas where there is a shared boundary (conservation zoning and low-density residential districts abut one another). However, Bryn Athyn's Limited Industrial District lies across Masons Mill Road from Masons Mill Park. Therefore, it is important that the two municipalities communicate when industrial development occurs in that area so in order to ensure that deleterious impacts on Masons Mill Park are prevented.

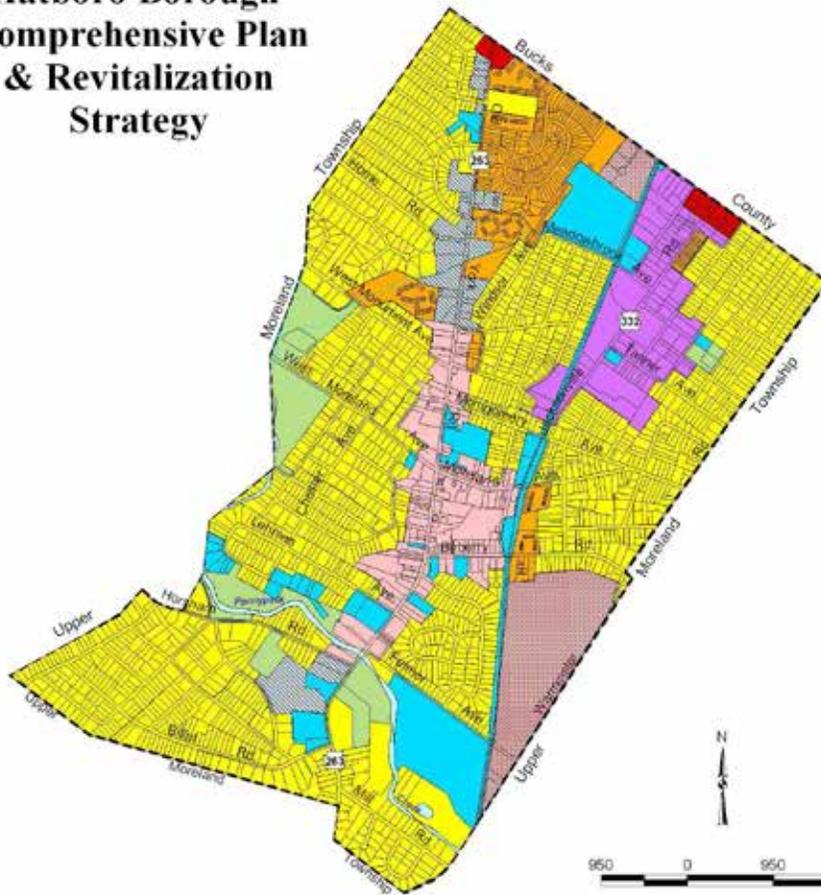


Hatboro Borough

Hatboro adopted a comprehensive plan in 2004, and is currently preparing a comprehensive update with the assistance of MCPC. MCPC planners have coordinated on areas of potential cooperation and mutual interest for both Upper Moreland and Hatboro. A major opportunity for cooperation is planning for trail connections between the two municipalities—most notably, along the Pennypack Creek. Similarly, planning for a greenway with environmental conservation benefits along the creek is also desirable. One portion of the 2004 map which will likely be changed is the westernmost “Community Facilities” area on Lehman Avenue; this will likely be changed to an “open space” category.

As seen on the adopted Future Land Use & Housing map for the Borough, there is an area that was designated as “Campus Business” on the borough’s future land use map; this lies directly across the street from what *UpperMoreland2040* depicts as “suburban residential.” Upper Moreland will communicate and work with Hatboro to ensure that the employment area designated “Campus Business” in the 2004 plan consists of land uses that are compatible with nearby residential areas, and that, if necessary, appropriate setbacks and buffers be used to mitigate impacts on residential areas in Upper Moreland.

Hatboro Borough Comprehensive Plan & Revitalization Strategy



FUTURE LAND USE & HOUSING

- Neighborhood Residential
- General Residential
- Town Center
- Highway Business
- Limited Office/Institutional
- Campus Business
- Industrial
- Community Facilities
- Parks & Public Open Space
- Creek Conservation



URDC Urban Research & Development Corporation
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Horsham Township

The 2011 Horsham Township Comprehensive Plan noted that existing and proposed land uses of Horsham and Upper Moreland are generally compatible. One of the focus areas for Horsham's comprehensive plan is for commercial development along the PA 611 corridor. As with Upper Moreland, planning for this corridor in Horsham recommends more attractive building and site design and streetscape improvements. The Horsham comprehensive plan recommends consideration of a business improvement district for this portion of PA 611; consideration of a business improvement district extending over municipal lines into Horsham is also a recommendation of *UpperMoreland2040*.

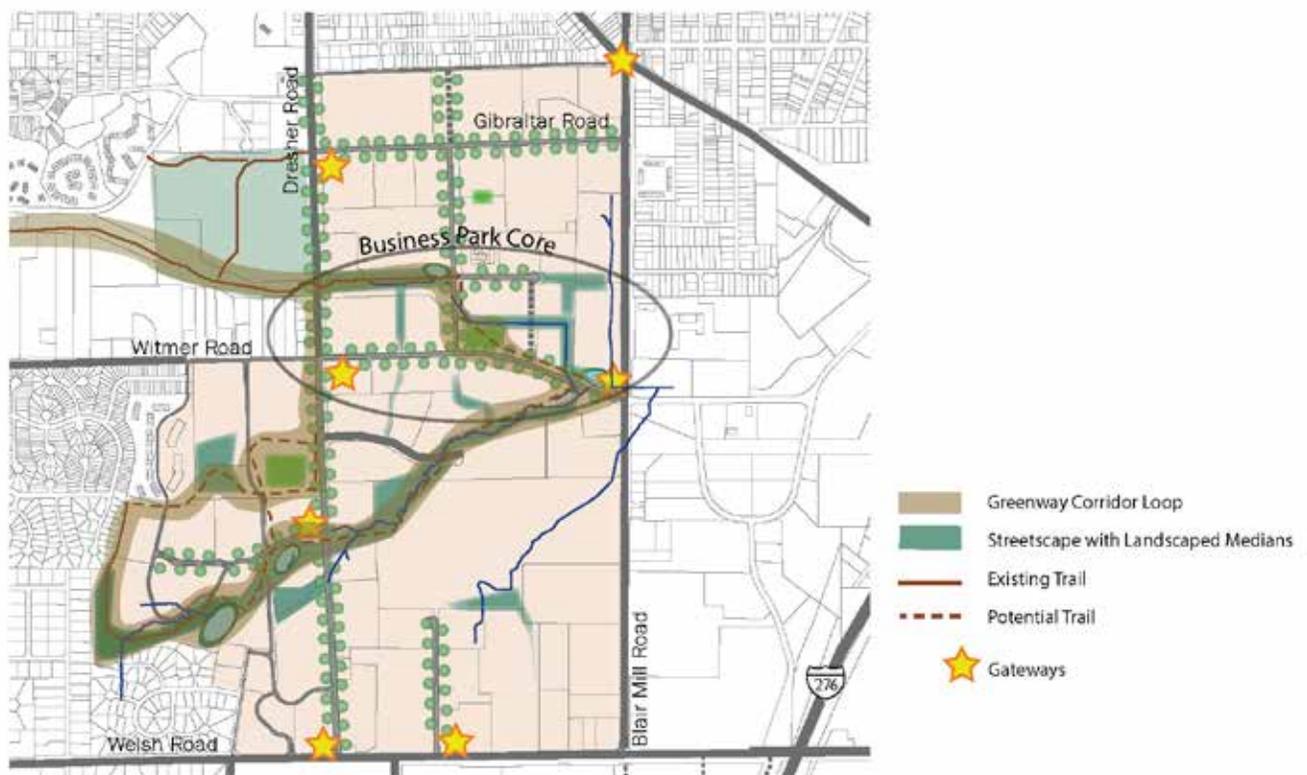
Most of the vision defined by Horsham Township for its land near Upper Moreland was defined by the Horsham Business Parks Master Plan (2016). This plan recommended that the area remain primarily an employment center, but include a mixture of retail, office, apartments and hotel development in the "core area", which is centered on three blocks of Witmer Road closest to Upper Moreland. Continuation of industrial uses throughout the business park is also supported by the plan. The plan calls for attractive public spaces and

landscaped parkways. Similar to the Horsham plan, *UpperMoreland2040*'s future land use recommendations for the Maryland Road- Commerce Avenue area envision intensified development, trail connections focused on the Power Line Trail and an increasing mixture of uses (including residential).

The Master Plan presents an opportunity for Upper Moreland to use its land use policy for its Employment Center future land use area to add trails, small parks, gateways, stormwater best management practices and enhanced streetscapes. Combined with similar improvements to the Horsham Business Park, the two communities would establish a stronger and more attractive identity for the multimunicipal employment area spanning Blair Mill Road. This would help create a more appealing location for employers, employees, residents and trail users.

One area where the two townships' planning vision diverges somewhat is at the intersection of Blair Mill Road and PA 611. Although both municipalities vision for that area includes commercial uses, Horsham has decided to promote an intensification of commercial activity in that area.

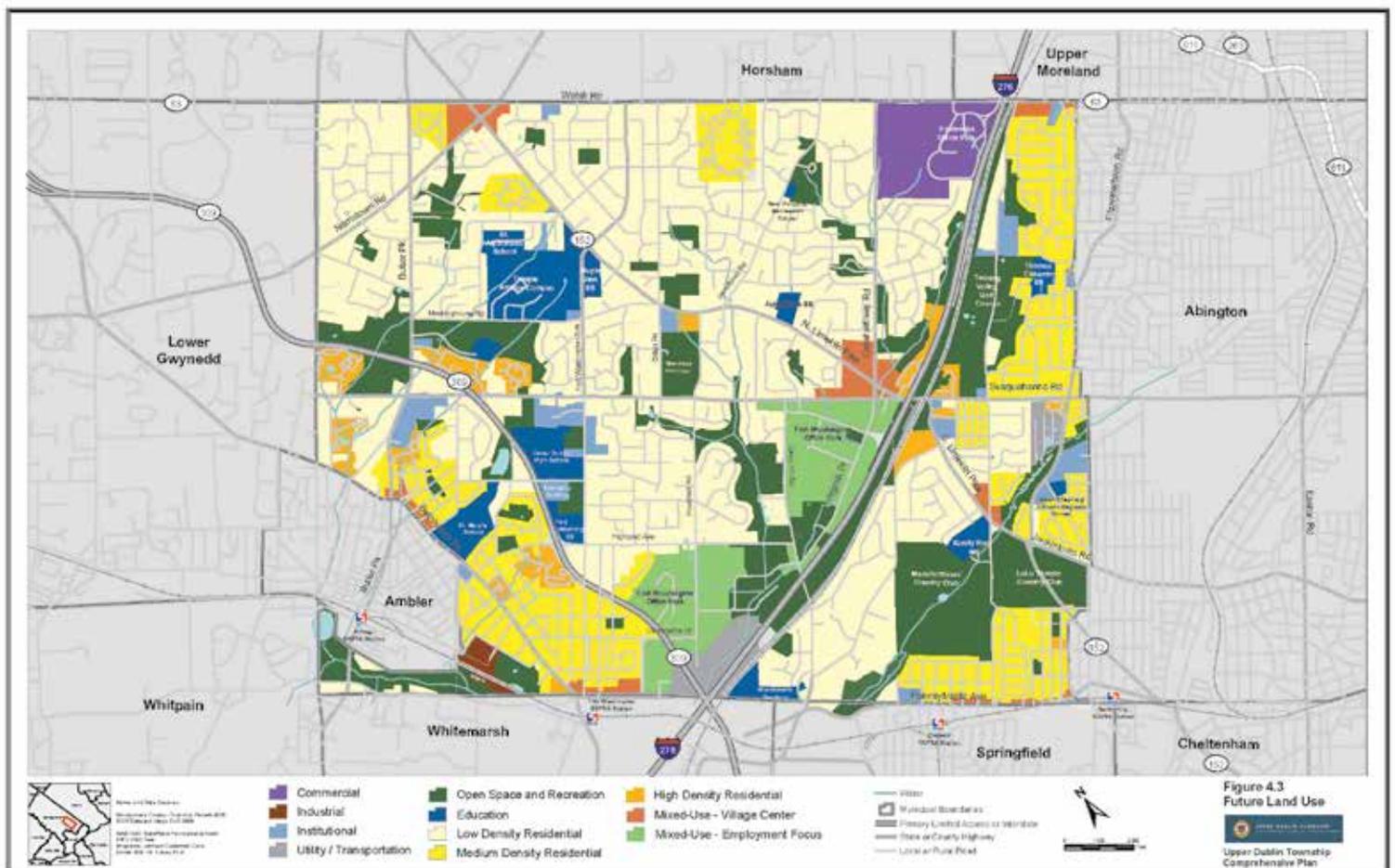
Landscape Plan, Horsham Business Parks Master Plan



Upper Dublin Township

Upper Dublin's Comprehensive Plan (2010) includes a future land use map. Its land use policy for the short stretch of PA 63 bordering Upper Moreland is generally consistent; this is an area primarily characterized by commercial uses (there are also some apartments on the Upper Moreland side).

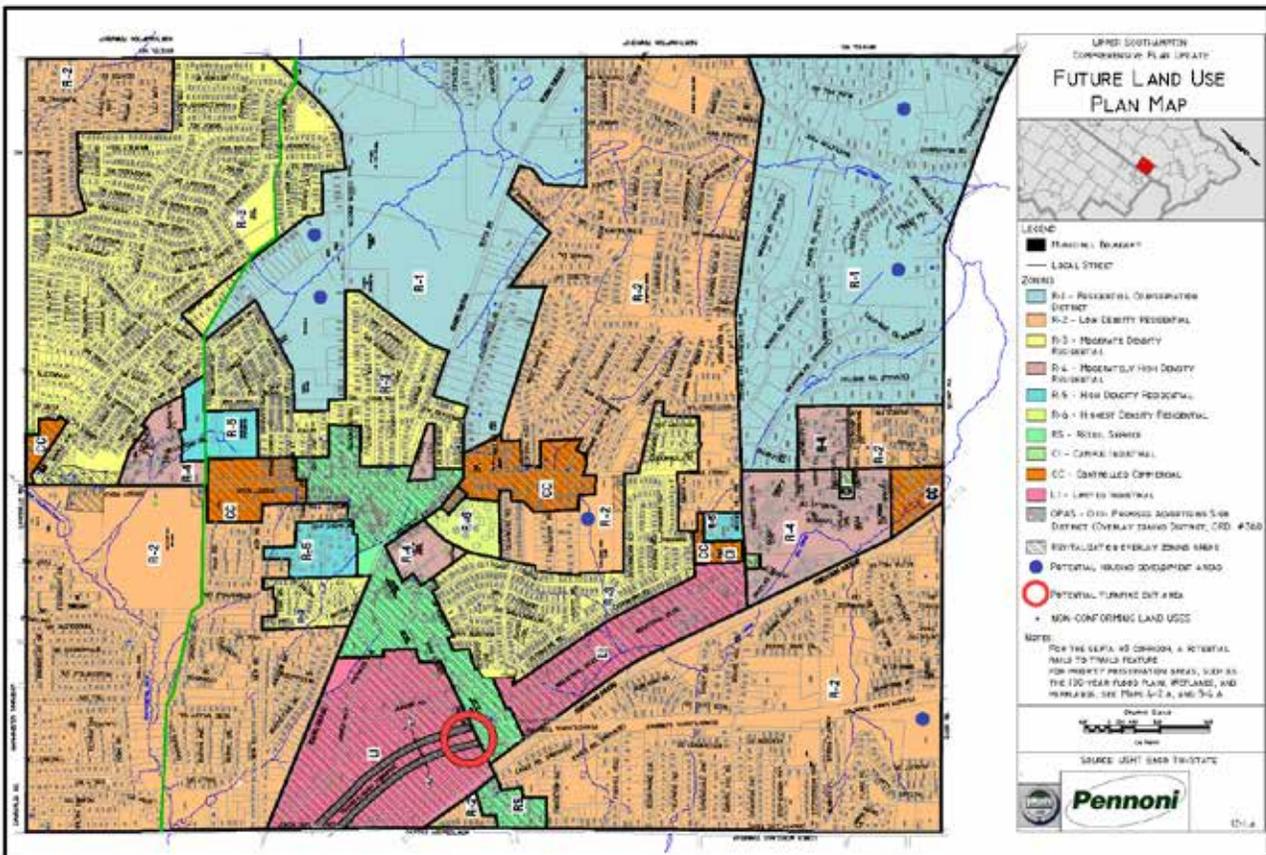
The two Townships should collaborate on planning for the future Cross County Trail, which might cross PA 63 in the vicinity of Computer or Blair Mill Roads (or to the west). Trail connections between the two townships would also provide Upper Moreland residents with access to Upper Dublin's trail system (see map).



Upper Southampton Township

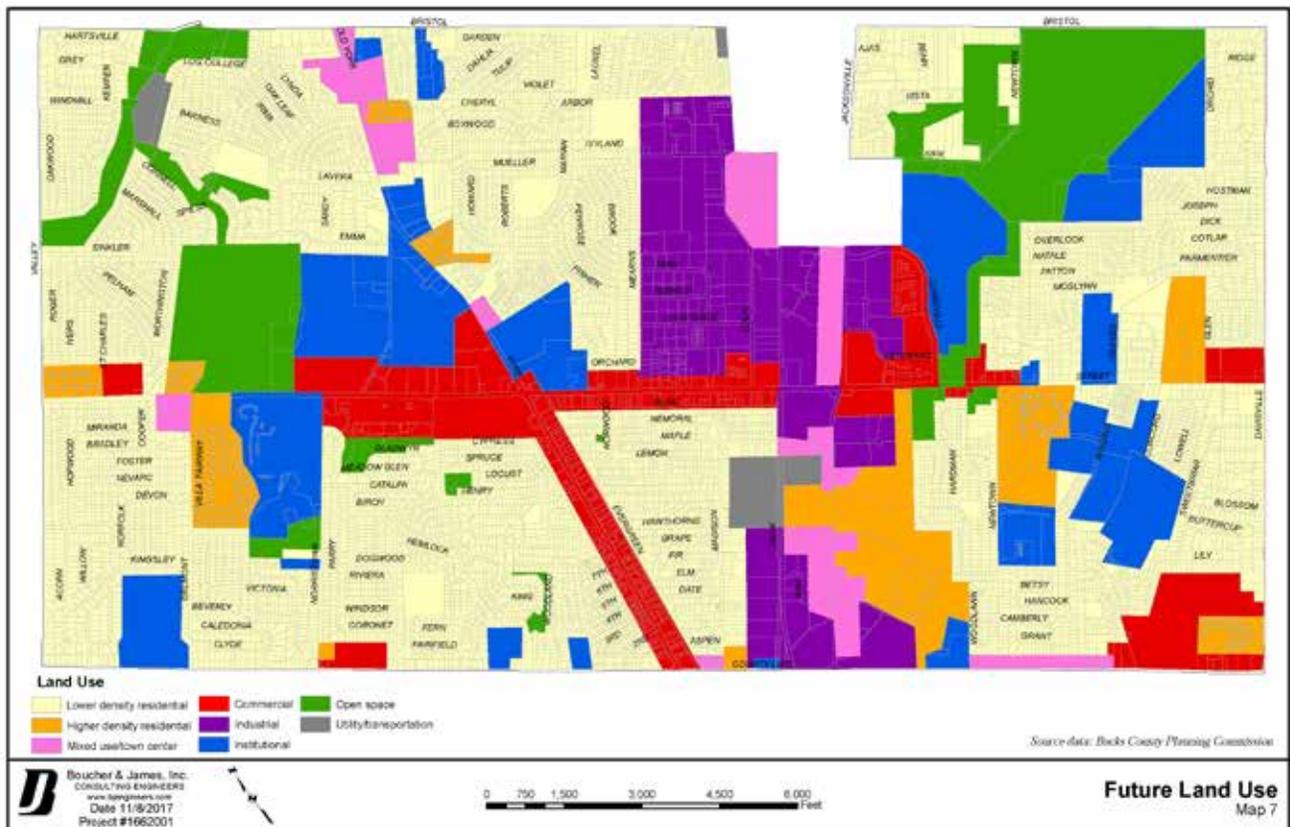
The future land use map from Upper Southampton Township’s Comprehensive Plan (2010) recommended continuing single-family residential zoning for the entire area across County Line Road from Upper Moreland. That plan noted that across the street in Upper Moreland there is a commercial area, which is a “recognized non-compatibility” of land uses with Upper Southampton’s R-2 Residential District lying across County Line Road. The plan noted that, based on the Municipalities Planning Code, Upper Moreland would call attention to Upper Southampton Township if future changes to the commercial area are proposed.

One area of potential cooperation and communication with Upper Southampton and Upper Moreland involves the extension of the Pennypack Trail into Bucks County (where it will be called the “Newtown Rail Trail”. In 2015, Upper Southampton’s Board of Supervisors voted to support the project.



Warminster Township

Much of Warminster Township that abuts Upper Moreland is designated for “commercial” or “mixed-use town center” development. Upper Moreland will communicate and plan with Warminster to ensure that any potential impacts from these areas onto nearby residential areas across County Line Road in Upper Moreland are adequately mitigated through zoning and land development. Since the Marketplace at Huntingdon Valley shopping center is located so close to a portion of Warminster with a commercial future land use area, there are opportunities to investigate expanded pedestrian connections, coordinated wayfinding or directional signage and coordinated marketing or programming.





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Implementation

Groundbreaking for Abington Jefferson's Asplundh Cancer Pavilion.



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Implementation



Residential Neighborhoods and Living Options



Robust and Diverse Economy



Arts & Recreation Opportunities



Community Identity



Sustainability

This chapter summarizes the recommendations of *UpperMoreland2040* by chapter, beginning with Chapter 3: Housing. The preceding chapters of *UpperMoreland2040* address the township’s major planning issues, challenges and opportunities. This section compiles the entire set of plan recommendations into implementation tables. Each table addresses a specific chapter theme, and lists the chapter’s recommendations by goal, specific recommendation or “action step”, priority and potential implementation partners.

Each goal serves to support the community’s overarching vision and is achievable by pursuing the accompanying, specific action steps. The chapters in this comprehensive plan provide data and analysis to support the rationale behind each goal in addition to describing the accompanying action steps in more detail. While each action step identified is a priority for the township and plays an integral role in achieving the township’s goals and vision, each table includes “H: High” priority and/or “VH: Very High” priority action steps. The prioritization of the plan’s action steps results from a synthesis of input from a variety of sources throughout the comprehensive planning process, including members of the public, the Upper Moreland Revitalization Task Force, township staff, the Montgomery County Planning Commission (planning consultant), as well as recommendations made in the township’s numerous topic-specific plans of recent years.

This chapter has an impact on the following UpperMoreland2040 Themes*:

- Residential neighborhoods and living options
- Robust and diverse economy
- Arts and recreation opportunities
- Community identity
- Sustainability

Following are the implementation tables:

Chapter 3: Housing

Code	Goal	Action Step	Priority	Potential Partners
3A	Neighborhood Conservation	Publicize information on funding sources for home repair and maintenance on the township's website	VH	
3B	Balanced Land Use Policy	Put stricter limits on number of multifamily units that could be constructed in the I Limited Industrial District, to ensure that sufficient land remains available for office and industrial development	VH	Montgomery County Planning Commission (MCPC)
3C	Neighborhood Conservation	Adopt zoning standards from draft comprehensive zoning ordinance to ensure compatible residential infill and expansions	H	MCPC
3D	Affordability, Adaptability	Adopt zoning standards from draft comprehensive zoning ordinance allowing accessory dwelling units in residential zoning districts to facilitate aging in place	H	MCPC
3E	Affordability, Housing Choice	Continue to allow sufficient numbers of apartments and condominiums in densities to support transit-oriented, walkable development and provide diverse housing choices		
3F	Adaptability	Provide incentives in zoning encouraging adaptive reuse of architecturally significant buildings		MCPC

Chapter 4: Historic Resources

Code	Goal	Action Step	Priority	Potential Partners
4A	Historic Conservation and Tourism, Strengthen "Sense of Place"	Maintain, update and expand historic interpretive signage when necessary	VH	Upper Moreland Historical Association, Old York Road Historical Society
4B	Historic Conservation and Tourism, Strengthen "Sense of Place"	Consider nominations of additional properties to the National Register		Upper Moreland Historical Commission
4C	Historic Conservation and Tourism, Strengthen "Sense of Place"	Continue to seek grants and corporate sponsorship to assist historic preservation efforts		Friends of Boileau

Chapter 5: Natural Resources

Code	Goal	Action Step	Priority	Potential Partners
5A	Environmental Stewardship	Promote the existing Bird Town program, sponsored by Audubon's PA Chapter	VH	Audubon Pennsylvania
5B	Environmental Education	Add environmental education signage in parks and other appropriate locations. Discuss synchronizing themes with similar signage at Pennypack Ecological Trust.		Environmental Advisory Council (EAC)
5C	Environmental Stewardship and Education	Continue and expand environmental partnerships with residents and students (for stream cleanups, tree plantings or tree tending) to educate all generations about environmental issues; approach Pennypack Ecological Restoration Trust about potential partnerships		Schools, Environmental Advisory Council, Pennypack Ecological Restoration Trust
5D	Environmental Conservation	Determine habitat value for potential township acquisitions		EAC, MCPC
5E	Environmental Conservation	Maintain and update the existing Steep Slope Conservation District		MCPC
5F	Ecology	Enhance requirements for native plant species and biodiversity in the SALDO		EAC, MCPC

Chapter 6: Infrastructure and Stormwater Management

Code	Goal	Action Step	Priority	Potential Partners
6A	Stream Bank Restoration	Continue policy of negotiating intensive stream bank restoration through the land development process	VH	
6B	Implement Existing Plan: Better Stormwater Management	Pursue strategies recommended in the Upper Moreland Township Stormwater Improvement Implementation Plan (2013): pursue regional stormwater management authority, considering stormwater management implementation projects paid for with small tax increase, work with large landowners to reduce flooding, use township land for stormwater improvements, provide bonuses for developers who exceed stormwater requirements	VH	Adjacent municipalities and stormwater authorities
6C	Riparian Corridor Conservation	Adopt a riparian corridor conservation district in zoning	H	MCPC
6D	Demonstration Projects	Use green parking and stormwater BMPs near Willow Grove Interchange/Maryland Road area	H	PA Turnpike Commission
6E	Implement Existing Plan (Open Space Plan): Better Stormwater Management	Promote native plantings in floodplains, convert selected areas that frequently flood back to naturalized landscapes, require replacement of native wetland species when destroyed during land development		EAC, MCPC, large-property owners
6F	Partnerships with Youth	Work with schools and youth organizations to educate youths about the importance of stormwater management		Schools, youth organizations, EAC
6G	Demonstration Projects	Continue to investigate opportunities for stormwater management projects on municipal land (led by CDC and EAC)		EAC
6H	Demonstration Projects, Riparian Corridor Conservation	Work with landowners to create a riparian buffer demonstration project		Landowners, EAC, MCPC
6I	Stormwater Education	Expand education of township employees and contractors, as well as visitors to township parks to ensure understanding and practice of stormwater best management practices		EAC, Parks & Recreation Department
6J	Flood Mitigation, Improved Water Quality	Initiate township-wide street cleaning, including storm drains and verges		
6K	Public Water Extension	Extend public water to properties that have public sewer service		Aqua Pennsylvania

Chapter 7: Environmental Sustainability

Code	Goal	Action Step	Priority	Potential Partners
7A	Promote Renewable Energy	Update and expand renewable energy technologies ordinance to promote use of solar energy systems	VH	MCPC
7B	Promote Renewable Energy	Create an ordinance which regulates geothermal systems	VH	MCPC
7C	Promote Renewable Energy	Add provisions and regulations for small wind energy systems	VH	MCPC
7D	Chapter 7: Promote Renewable Energy	Investigate opportunities for establishing a renewable energy demonstration project	H	EAC, Landowners
7E	Sustainability Policy	Conduct a sustainability audit and consider writing a sustainability plan		MCPC, EAC
7F	Limit Pollution	Consider adding additional restrictions on outdoor wood fired boilers		

Note: For additional Sustainability Action Steps, See Natural Resources and Infrastructure & Stormwater Management Chapters

Chapter 8: Community Services and Amenities

Code	Goal	Action Step	Priority	Potential Partners
8A	Enhance Communication with Community	Assess current modes of communication to ensure services and information are accessible to all residents (i.e.. Use modern website tools, apps and social media; use variety of outreach methods and publish information in multiple languages)	VH	
8B	Keep Encouraging Community Gardens, Thriving Community, Civic Partnerships	Establish community gardens by initiating partnerships with civic groups to manage and maintain gardens and revegetate residual public land with native plantings	H	EAC, Civic groups
8C	Strong Schools, Environmental Stewardship and Education	Support the school district in expanding its annual Envirothon and explore opportunities to combine this program with new efforts to revegetate public and school land.	H	EAC, Upper Moreland School District
8D	Emphasize Customer Service	Review zoning, land development and code approval process and emphasize customer service		
8E	Adaptability, Neighborhood Conservation	Promote adaptive reuse - consider applying an overlay district over significant institutional properties, utilizing façade easements, modifying zoning to provide additional uses, or dimensional relief in exchange for building or façade preservation		MCPC
8F	Thriving Community	Keep abreast of community discussions regarding public sentiment for a community center		Parks & Recreation Department

Chapter 9: Parks, Trails and Open Space

Code	Goal	Action Step	Priority	Potential Partners
9A	Implement Existing Plan: Veterans Memorial Park Master Plan and Stewardship Study	Facilitate remaining improvements recommended by Veterans Memorial Park Master Plan and Natural Lands' Stewardship Study for Veterans Memorial Park; continue to develop and revise master plan for park	VH	Parks & Recreation Department, EAC
9B	Multimunicipal Cooperation, Healthy Lifestyles, Alternative Transportation, Expanded Recreation Opportunities	Pursue the extension of the Power Line Trail into Upper Moreland	VH	MCPC, Horsham Township, Maryland Road property owners
9C	Implement Existing Plan: Parks and Recreation Plan	Actions include expanding loop trails at parks, developing new recreation fields (including multipurpose lighted turf field), conducting community center feasibility study and increasing Parks & Recreation budget for field maintenance	H	Parks & Recreation Department, sports leagues
9D	Healthy Lifestyles, Multimunicipal Cooperation, Expanded Recreation Opportunities, Promote Alternative Transportation	Collaborate and coordinate with neighboring municipalities and Montgomery County on regional trail planning	H	Neighboring municipalities, MCPC
9E	Implement Existing Plan: Open Space Plan	Actions include adjusting minimum required lot size to account for natural features, providing pedestrian/bicycle trail on Byberry Road (Davisville Road to Masons Mill Park) and creating multiple connection points from Davisville Road to Veterans' Memorial Park		EAC, MCPC, PennDOT
9F	Implement Existing Plan: Farmstead Park (formerly Boileau Park) Master Plan	Facilitate improvements recommended by the Farmstead Park Master Plan		EAC, Parks & Recreation Department, Friends of Boileau
9G	Encourage Alternative Transportation, Enhance Walkability	Investigate feasibility of a new sidewalk on Terwood Road, south of Huntingdon Road		PennDOT, property owners

Chapter 10: Transportation

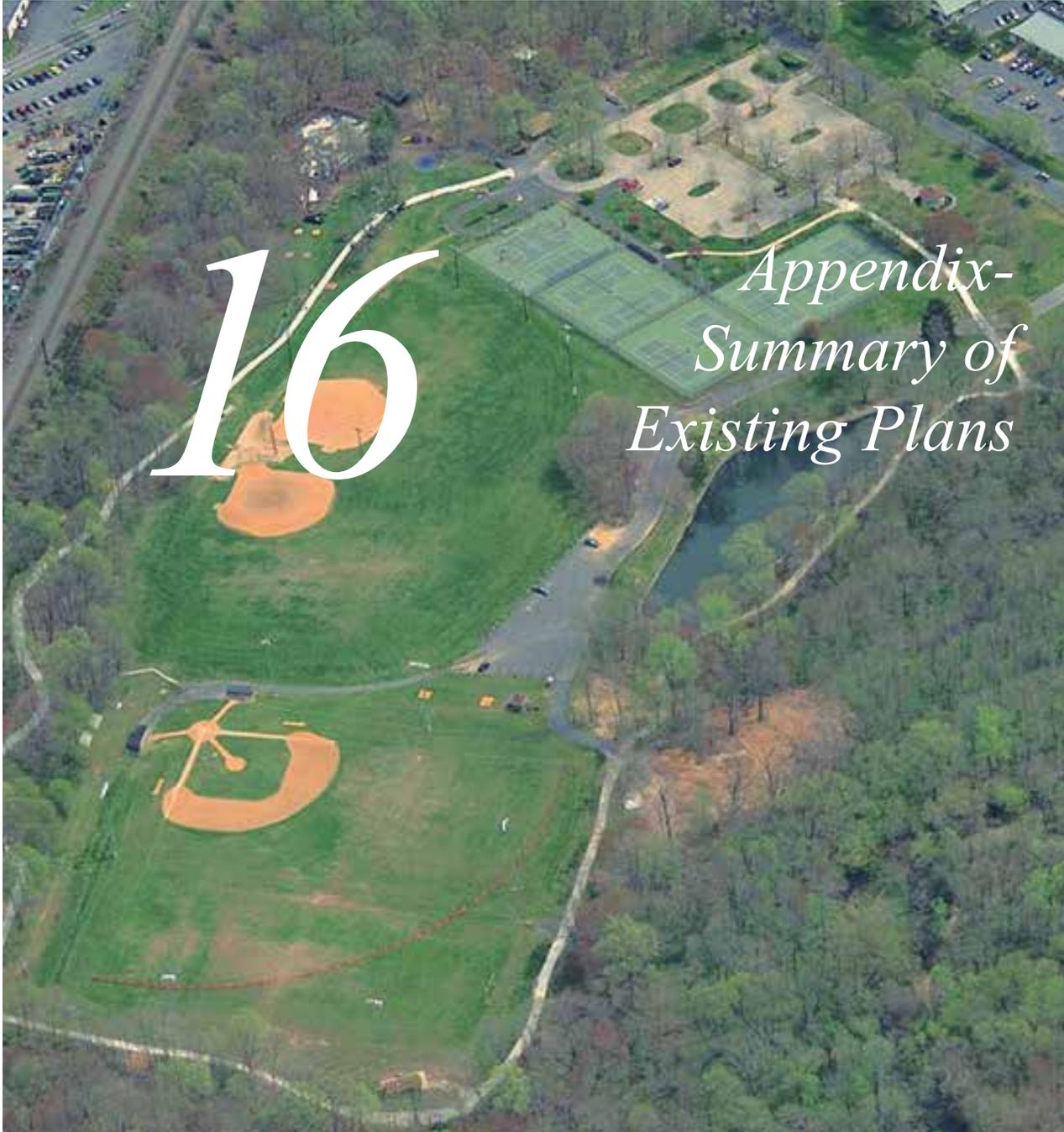
Code	Goal	Action Step	Priority	Potential Partners
10A	More Efficient Road Network	Identify and prioritize any additional roadway or bridge improvements that are needed so they can be added to the TIP	VH	PennDOT, MCPC
10B	More Efficient Road Network, enhance walkability	Continue to support the Turnpike Commission's work to explore new configurations of the Willow Grove interchange and study potential interchanges on Welsh Road (Township prioritizes Willow Grove interchange 1st, Virginia Drive interchange 2nd and Welsh Road interchange 3rd. The township is holding discussions with Horsham and Upper Dublin Townships about collectively prioritizing the interchange improvements. The township recommends conducting a Turnpike interchange study east of the Willow Grove interchange into Bucks County.)	VH	Turnpike Commission, neighboring municipalities
10C	Enhance Walkability	Prioritize crosswalk improvements in downtown Willow Grove, near schools and parks and other critical areas	VH	
10D	Better Transit System, Encourage Transit-Oriented Development	Continue to advocate for expediting improvements to the Willow Grove SEPTA train station and for more frequent service on the Warminster Regional Rail Line	VH	Neighboring municipalities, Eastern Montgomery County Chamber of Commerce
10E	More Efficient Road Network	Install wayfinding signage to maximize efficiency of existing parking in downtown Willow Grove	H	Business community
10F	Increase Parking Supply	Encourage and facilitate additional parking capacity, including shared and structured parking in downtown Willow Grove (Willow Grove Redevelopment Plan)	H	Landowners, MCPC
10G	Advocate for Minor Improvements During Maintenance	Work with PennDOT or Montgomery County during road maintenance projects to achieve minor improvements to roads and their periphery.	H	PennDOT, Montgomery County
10H	Use Additional Planning Tools	Consider adopting an official map to facilitate infrastructure improvements and acquiring land for trails; experiment with interactive online maps to get public feedback and recommendations about the transportation network		MCPC
10I	More Efficient Road Network	Make the township's road classification consistent with that of PennDOT		
10J	More Efficient Road Network, Better Site Access	Promote more efficient design and layout of properties in downtown Willow Grove (Willow Grove Redevelopment Plan)		MCPC
10K	Enhance Walkability	Systematically fill gaps in the sidewalk network by identifying existing gaps, categorizing gaps in terms of funding sources and approaching property owners to implement a plan		Property owners
10L	Enhance Walkability	Update SALDO to better address crosswalks (more locations, better design)		MCPC
10M	Better Transit System	Identify needed changes to bus service in the township regarding routes, stops, and service timing		SEPTA
10N	Better Transit System	Ensure that the Subdivision and Land Development Ordinance (SALDO) requires adequate bus shelters and pull-offs, where feasible		MCPC
10O	Make Bicycle Trips Feasible, Multimunicipal Cooperation	Determine feasibility of connections to the bicycle route on Davisville Road proposed in Abington's recently completed Master Bicycle Plan		
10P	Enhance Recreation Opportunities, Encourage Healthy Lifestyles	Consider potential bicycling connections to the Pennypack Trail		
10Q	Make Bicycle Trips Feasible, Healthy Lifestyles	Create a township bike plan		MCPC
10R	Reduce Congestion	The township will work with a transportation management association (TMA) to reduce individual vehicle trips, reduce congestion and improve air quality.		Valley Forge TMA or Partnership TMA

Chapter 11: Economic Development

Code	Goal	Action Step	Priority	Potential Partners
11A	Business Attraction, Improved Marketing, Strengthen "Sense of Place", Vibrant Commercial Areas	Hire a communications and economic development consultant who publicizes Upper Moreland's economic development to attract new businesses and coordinates the creation of a business organization (e.g., business improvement district)	VH	Business community, commercial/ industrial landowners
11B	Support Local Businesses, Strengthen "Sense of Place"	Implement recommendations in the Signage and Wayfinding Master Plan	VH	Business community
11C	Improve Marketing, Vibrant Commercial Areas, Strengthen "Sense of Place"	Increase programming and events to draw people into downtown Willow Grove and other meeting points throughout Upper Moreland	H	Business community, Friends of Boileau
11D	Vibrant Commercial Areas, Improve Image	Upgrade design provisions for commercial uses along Upper Moreland's highways	H	MCPC
11E	Strengthen "Sense of Place", Improve Image	Pursue funding for streetscape and façade improvements throughout the township	H	Business community
11F	Multimunicipal Cooperation; Strategic Planning	Coordinate multi-municipal collaborative planning for the Willow Grove and Welsh Road Interchange area with Horsham and Upper Dublin Townships	H	Horsham and Upper Dublin Townships, MCPC
11G	Adaptability	Expand Township Redevelopment Area to encompass underutilized and former industrial areas along Maryland Rd., Computer Ave., Commerce Ave. and Blair Mill Road	H	Businesses and property owners, MCPC
11H	Adaptability, Business-Friendly Zoning	In the Interchange Opportunity Area in the Maryland Road--Computer Drive--Commerce Avenue--Blair Mill Road area, permit a wider variety of uses, greater intensity of development, and a more transparent zoning map	H	MCPC
11I	Vibrant Commercial Areas, Support Local Businesses	Consider modifying zoning in downtown Willow Grove to place even greater emphasis on incentivizing provision of public parking through the land development process		MCPC, Business community
11J	Strengthen "Sense of Place", Support Local Businesses	Pursue a "placemaking" strategy to form walkable, attractive town center nodes on both sides of PA 611		MCPC, Business community
11K	Use Density and Intensity to Promote Revitalization and Redevelopment	Modify zoning, where appropriate, to permit transit-oriented development (and more viable revitalization projects) in more locations		MCPC
11L	Business attraction, vibrant commercial areas, support local businesses	Use Local Economic Revitalization Tax Abatement (LERTA) to attract and encourage business investment in the township's redevelopment areas and other targeted areas.		Montgomery County Department of Commerce, Montgomery County Redevelopment Authority

Chapter 13: Future Land Use

Code	Goal	Action Step	Priority	Potential Partners
13A	In Town Transition Area, Develop Hierarchy of Development	Intensity and density will gradually decrease as one moves away from train station. Density and intensity will be modestly increased in appropriate locations to support economic development and vitality of the adjacent Town Center	VH	MCPC
13B	Improve Image, Enhance Walkability of Highway Corridors	Along commercial-mixed use arterial road corridors, implement design standards in zoning; add shade trees and street furniture; add gateway, wayfinding and directional signage	VH	MCPC, property owners
13C	Plan for Interchange Investment Areas	Make Willow Grove and future Welsh Road interchange focal points of transportation planning	VH	MCPC
13D	Adaptability in Zoning	Audit zoning to ensure that it has kept pace with planning law and case law	VH	MCPC, Township Solicitor
13E	User- and Business-Friendly Zoning	Adopt a set of “use regulations” to eliminate both inconsistent use regulations that vary by district and redundant text	VH	MCPC
13F	User-Friendly Zoning	Adopt a “use matrix” which allows users to easily interpret the code	VH	MCPC
13G	Adaptability	Update permitted uses within zoning districts to enhance flexibility and adaptability to market conditions.	VH	MCPC
13H	User-Friendly Zoning	Simplify current zoning map	VH	MCPC
13I	Multimunicipal Cooperation	The township will consider various areas of multimunicipal planning and cooperation in various areas. These might include land use planning for shared areas, trail interconnections and investments in shared roadways.	H	
13J	Adaptability, Community Character	Create an adaptive reuse overlay district	H	MCPC, owners of landmark institutional properties
13K	In Employment Center Area, Conduct Multimunicipal Master Planning	Undertake focused planning initiative for area between interchanges. This will lead to provision of ample public spaces, will build upon future transportation infrastructure projects, will plan for expansion of regional trail network to this area, and will incentivize development features which promote sustainability and establish a modern, progressive image.		MCPC, landowners
13L	Enhance walkability, Strengthen “Sense of Place”	In downtown Willow Grove, continue to create linkages between the two sides of Route 611 with pedestrian connections, safety measures, signage and development, while strengthening self-sustaining nodes of mixed-use development on each side of the road		MCPC, landowners and business owners
13M	Develop Zoning and Facilitate Transformation of Shopping Centers	Alter zoning to facilitate transformation of older shopping centers into mixed-use, lifestyle centers that have a greater pedestrian-orientation, higher minimum design standards, more common open space and greater “sense of place”		MCPC
13N	Promote Alternative Transportation	Explore additional pedestrian and bike connections to Willow Grove station		
13O	Thriving Community, Adaptability, Healthy Living	Accommodate farmers’ markets, community gardens and beekeeping		MCPC



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Appendix- Summary of Existing Plans



16

Appendix- Summary of Existing Plans



Residential Neighborhoods
and Living Options



Robust and
Diverse Economy



Arts & Recreation
Opportunities



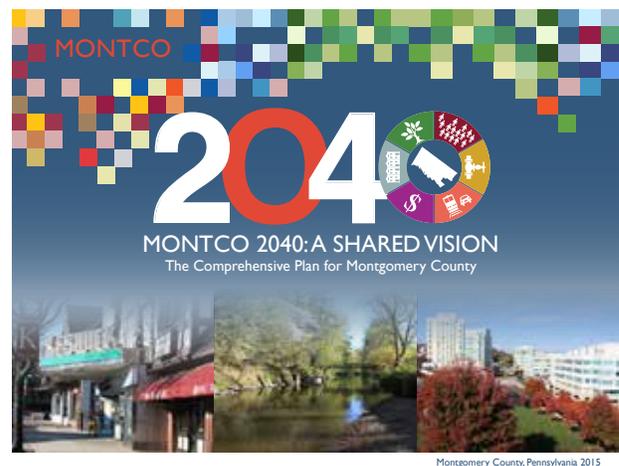
Community Identity



Sustainability

Upper Moreland Township takes a proactive approach to planning and development. As such, it has embarked on numerous planning initiatives and studies in the past 15 years which have yielded valuable data and led to important recommendations regarding land use policy. The following plans' findings and recommendations are still relevant:

- **MONTCO2040: A Shared Vision, the Comprehensive Plan for Montgomery County (2015)**
- Turnpike Corridor Reinvestment Project study (2015) (Numerous authors, including Montgomery County and Upper Moreland Township)
- Willow Grove Redevelopment Plan; Expansion Area, Phase 1 (2014) (and Existing Conditions Report (2014)), by MCPC
- Upper Moreland Township Revitalization Plan (2012), by MCPC
- Willow Grove Train Station Relocation Feasibility Study (2012), by Baker and 4Ward Planning
- Upper Moreland - Willow Grove Signage and Wayfinding Master Plan – Schematic Design (2013), by Cloud Gehshan and Pennoni
- Routes 611 & 263 Corridor Study, Phase 2 Report (2009), by DVRPC
- Comprehensive Parks and Recreation Plan (2007), by Simone Collins and the Reed Group
- Willow Grove Redevelopment Area: Vehicular and Pedestrian Traffic Improvement Feasibility Study (2007), by McMahon and KSK
- Upper Moreland Township Open Space Plan (2006), by MCPC
- Willow Grove Revitalization Plan (2003), by KSK, in Association with Urban Partners and Glatting Jackson
- Willow Grove Redevelopment Plan (2003), by KSK



MONTCO2040: A Shared Vision, the Comprehensive Plan for Montgomery County (2015)

The Montgomery County comprehensive plan, *MONTCO2040*, is an advisory document that provides a land use and growth management framework to guide municipal plans. The themes of *MONTCO2040* are:

- Connected Communities
- Sustainable Places
- Vibrant Economy

For a more in-depth look at *MONTCO2040*, and how it relates to *UpperMoreland2040*, see *Chapter 14: Consistency with Plans of County and Neighboring Municipalities*.



Turnpike Corridor Reinvestment Project Study (2015) (multiple authors)

The Turnpike Corridor Reinvestment Project study was prepared by MCPC (2015), in cooperation with Upper Moreland Township and numerous other County municipalities, the Pennsylvania Turnpike Commission, PennDOT, Boles Smyth and McCormick Taylor. It analyzed existing land use and transportation conditions, modeled traffic conditions, identified potential turnpike slip ramp interchanges, and proposed land uses and development in the business parks. Of special interest to Upper Moreland is that it recommended a new interchange at Welsh Road and a modernized, more efficient Willow Grove interchange. Montgomery County, PennDOT and DVRPC are working to implement a program of improvements to roads and bridges leading to the existing and proposed future interchange.

Willow Grove Redevelopment Plan; Expansion Area, Phase 1 (2014) (and Existing Conditions Report (2014)), by MCPC

The Existing Conditions Report and subsequent Redevelopment Plan for Expansion Area Phase 1 effectively expanded the Willow Grove Redevelopment Area that had been formed in 2003. The original Redevelopment Area was the Willow Grove core downtown area, which includes the area covered by the TC Town Center zoning district (including the train station and Willow Grove Shopping Center, among other



areas). The expansion area runs outward from the core downtown, along Easton, York, and Davisville Roads; it also includes adjacent portions of Terwood, Mineral, Center, Cedar, Summit, and Fairhill Roads.

The Existing Conditions Report inventoried existing land uses, and assessed conditions of properties and public rights-of-way in the proposed expansion area, and noted physical characteristics of the area that would contribute towards the area qualifying as a Redevelopment Area.

The Redevelopment Plan identified a flexible redevelopment strategy for the expansion area, and presented information on properties and infrastructure in the area that may be useful for developers. Some of the principles include a more efficient and attractive design and layout of properties, a wider mix of land uses, intensified development on underutilized parcels, additional parking—including shared and structured, and zoning map and text changes to make it easier to undertake land development in the Redevelopment Area.

The ultimate goal of the Redevelopment Plan is to attract new businesses and grow existing ones, specifically- by improving the chances of obtaining financing for redevelopment projects from public agencies, by creating an additional mechanism for Tax Increment Financing, and by helping market the area to developers. The Plan also urged the township to consider adopting the comprehensive draft zoning ordinance (this Comprehensive Plan will guide the evaluation of the draft zoning).



Upper Moreland Township Revitalization Plan (2012), by MCPC

The Revitalization Plan of 2012 expanded the Revitalization Area created in 2003 from the Willow Grove downtown core area to the part of the township west of the SEPTA regional rail line (approximately ½ the township). The planning process incorporated two public workshops; the resulting Plan serves as a vision for the township’s Revitalization, and will serve as the basis for funding applications for economic development or revitalization funding programs.

The Plan identified two focus areas: the Willow Grove downtown core, and the area near the Turnpike Interchange. The high-priority goals identified for each area were:

- Willow Grove
- Streetscape and Façade Improvements
- Parking Creation and Train Station Expansion and Reconstruction
- Revitalization and Redevelopment Area expansions (now completed)
- Interchange Area
- Feasibility, Fiscal Impact and/or Cost-Benefit Analysis

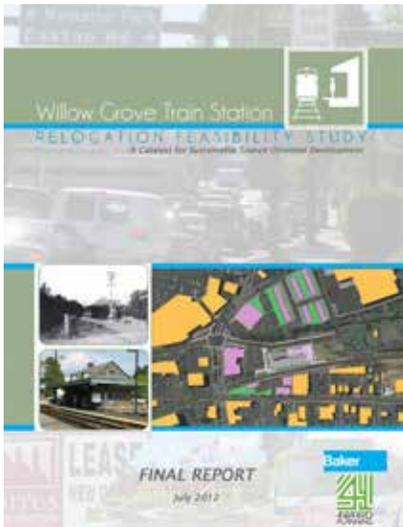
Redevelopment Area Expansion The plan examined parking in the Willow Grove downtown core; specifically, the relationship between parking spaces required by zoning and available parking. It found a supply of approximately 2,600 spaces, and a zoning requirement for approximately 3,400 spaces; therefore there is a shortage of approximately 800 spaces (not factoring in any existing shared parking agreements).

Upper Moreland - Willow Grove Signage and Wayfinding Master Plan – Schematic Design (2013), by Cloud Gehshan and Pennoni Associates

The draft Signage and Wayfinding Master Plan established design guidelines and themes for informational signage in the Willow Grove business district. A series of community workshops were held and information was collected from stakeholders, which ultimately contributed to recommendations for design and locations of wayfinding signs—specifically, gateway signs, banners, vehicular directional, and parking identification signs.



One of the design options presented in the plan.

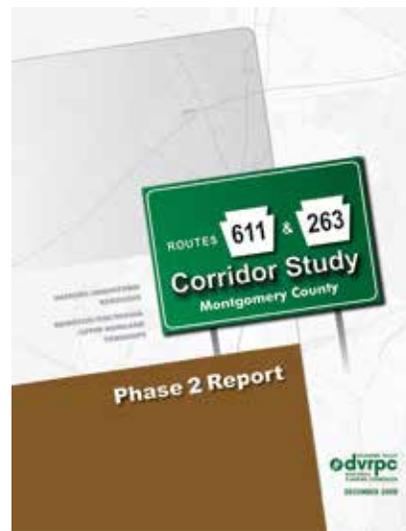


Upper Moreland Train Station Relocation Feasibility Study (2012), by Baker and 4Ward Planning

This plan examined moving the train station to two separate locations: one adjacent Mineral Avenue, to the north of its current location; and one to the south of its current location, between York and Moreland Roads. The goal was to determine if the move to either location was financially and physically feasible, and whether it would spur economic revitalization and redevelopment while contributing to transit and infrastructure improvements.

Three workshops were held to gather feedback from the public. The conclusion was that it would be best if the train station was kept in its current location. Currently the real estate market does not support station relocation without significant public financing, and station relocation would not significantly free up land for development, benefit adjacent development, nor improve the functioning of transit.

The study compiled a wealth of data and undertook extensive analysis of demographic, economic, commuting and real estate trends. The analysis, completed in 2011, found rising demand for apartments, a softening market for overbuilt retail, and an overbuilt office market that is not likely to need additional office space for several more years. Although the retail market was not strong, the authors noted that TOD development generates its own demand for small retail services (10,000 s.f.), and improved pedestrian connections in the downtown could potentially increase demand for existing businesses.



Routes 611 & 263 Corridor Study, Montgomery County – Phase 2 Report (2009), by DVRPC

This study addressed pedestrian connectivity, connections with transit, and improvements to PA 611 and Davisville Road. It recommended the following specific steps to create a safer and more attractive pedestrian experience on PA 611 and Davisville Roads, and establish better connections with transit:

- Improvements to area crosswalks, including those on Moreland Road
- The addition of pedestrian count-down timers at Davisville & 611
- Streetscaping elements on PA 611, including green street concepts
- Installation of continuous sidewalks on both sides of Davisville Road
- Installation of wayfinding signage for pedestrians
- Ensure a minimum four-foot clear zone on all sidewalks
- Installation of a mid-block crosswalk on Easton Road to connect the bus shelter with the shopping center parking lot (near the bakery)
- Study pedestrian improvements associated with bus lines, tracing destination points as a guide for future pedestrian-oriented infrastructure
- Convert Davisville Road to one-way southbound from PA 611 to Moreland Road

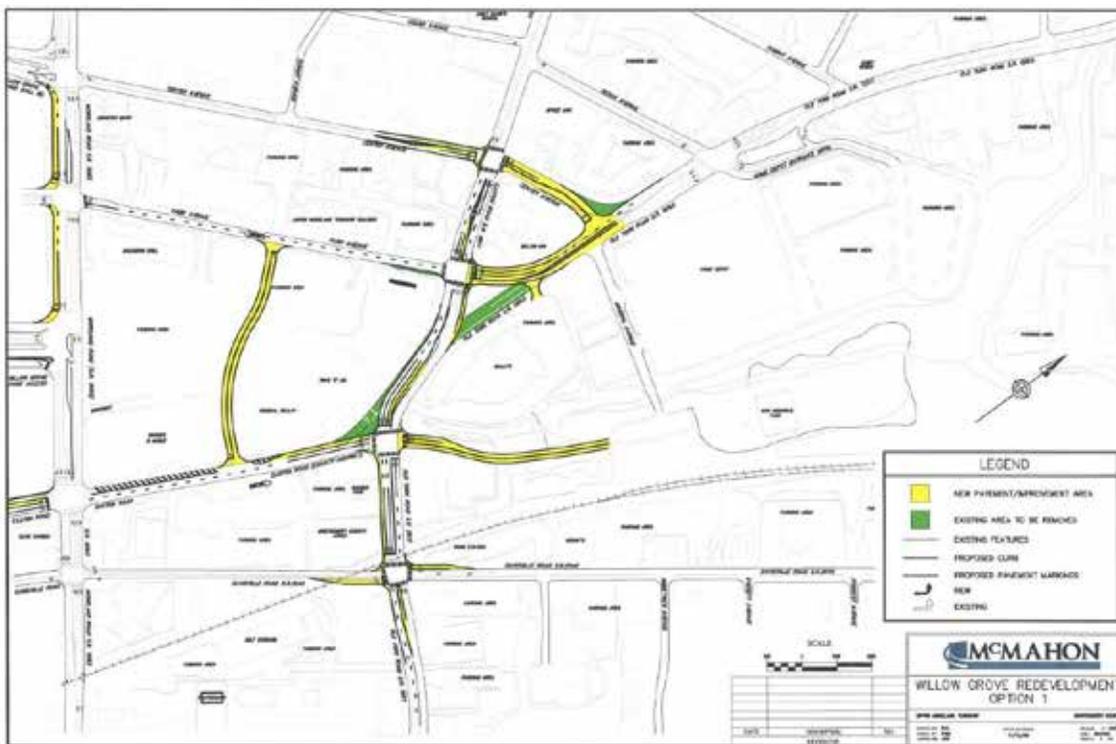
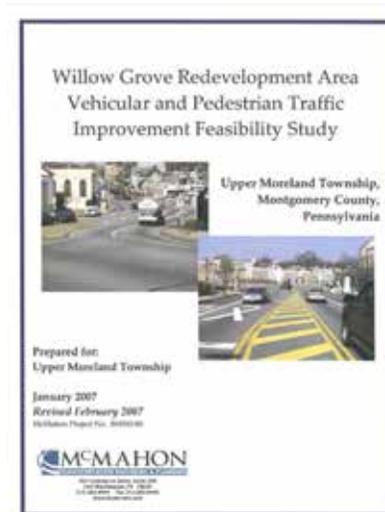
Willow Grove Redevelopment Area: Vehicular and Pedestrian Traffic Improvement Feasibility Study (2007), by McMahon and Kise Straw Kolodner

The study evaluated traffic and transportation needs of the Willow Grove Redevelopment Area. It was based on peak hour traffic counts, factored in the expected level and location of redevelopment, and examined multiple alternatives in order to improve traffic conditions and encourage redevelopment. It made recommendations for vehicular and pedestrian traffic improvements at four intersections, and examined optional roadway/intersection configurations. The study showed that all signalized study area intersections operated at Level D or better at peak hours except for eastbound traffic on Easton Road at York Road during the afternoon peak and westbound traffic on Cedar Avenue at Easton Road at both peak hours.

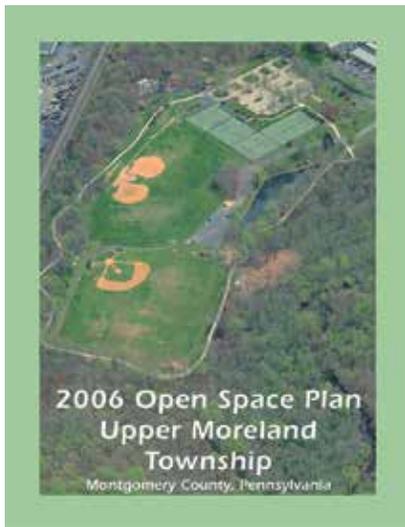
Expected development was found to lead to increased traffic delays in the area; York Road at Davisville Road, York Road at Easton Road, and Easton Road at Park Avenue would experience heavy delays during both peak hours, and Easton Road at Center

Avenue would experience heavy delays during the evening peak hour.

Recommendations for new turn lanes were made to make all movements operate acceptably. One of the alternatives examined traffic impacts of moving the train station south along Davisville Road. This concept was studied in more detail in the aforementioned Train Station Relocation Feasibility Study (2012).



Some of intersection improvement alternatives.



Upper Moreland Township Open Space Plan (2006), by MCPC

The writing of the Open Space Plan made the township eligible for Montgomery County Open Space Program grant funding. It established goals for protection of open space; inventoried existing protected land and vulnerable environmental, scenic, and historic resources; explored potential trails and open space linkages; evaluated the township's open space needs; and made specific recommendations and established priorities with regards to acquisition and protection of open space. Other recommendations included writing a comprehensive plan, updating the zoning, and establishing a riparian corridor conservation district.

The plan noted that park, recreation, or open space land had increased from 2.6% to 8.4% of the township's land from 1995 (when the first open space program was launched) to 2005.

The Open Space Plan recommended trail routes, and mapped public and private open space and potential open space acquisition areas. The township purchased the Ramsey Tract (now Pioneer Park), the Cardone Tract, and the Lord's New Church property (with PERT).

Willow Grove Revitalization Plan (2003), by KSK, in Association with Urban Partners and Glatting Jackson

In addition to creating a strategy for revitalization of the downtown Willow Grove core area, the Revitalization Plan of 2003 made the area eligible for Montgomery County Community Revitalization funding. It examined existing land uses and proposed future ones, and made zoning recommendations to encourage revitalization, pedestrian traffic, enhanced building design and transit-oriented development. Those recommendations were then implemented with the creation of the Town Center and Commercial Core zoning districts and corresponding SALDO regulations. Key recommendations of the Plan that were implemented were the Veterans' Memorial Park entrance drive, gateway and other park improvements; and a streetscape pilot project.

Willow Grove Redevelopment Plan (2003)

This plan and its associated Existing Conditions Report created a Redevelopment Area similar to that of the Revitalization Area (but with the residential blocks on Church and Cherry Streets removed). The Preliminary Site Plan showed conceptual development opportunities by land use type.



**UPPER MORELAND TOWNSHIP
MONTGOMERY COUNTY, PENNSYLVANIA**

RESOLUTION NO. R-2020-26

A RESOLUTION OF THE BOARD OF COMMISSIONERS OF UPPER MORELAND TOWNSHIP, MONTGOMERY COUNTY, PENNSYLVANIA, ADOPTING THE UPPER MORELAND TOWNSHIP 2040 COMPREHENSIVE PLAN.

WHEREAS, Upper Moreland Township is located in Montgomery County, Pennsylvania (the “Township”); and

WHEREAS, pursuant to Article III of the Pennsylvania Municipalities Planning Code, Act 247, municipalities are required from time to time to prepare, adopt and update their comprehensive plan; and

WHEREAS, after careful consideration, the Upper Moreland Township Board of Commissioners, with the assistance of a citizen steering committee and the Montgomery County Planning Commission, has completed a comprehensive plan that will serve as a guide for future growth and development; and

WHEREAS, the comments received from the public at public hearings, and from the Montgomery County Planning Commission, adjacent municipalities, and the Upper Moreland School District have been duly noted; and

WHEREAS, the Township’s Planning Agency and the Upper Moreland Township Community Development Committee have reviewed and recommended the adoption of the comprehensive plan that addresses community objectives, existing and future land uses, infrastructure, the transportation network, environmental protection, and economic development; and

WHEREAS, the Upper Moreland Township 2040 Comprehensive Plan incorporates maps, charts, data, and text with respect to demographics, land uses, environmental characteristics, housing, transportation, public water and sewer infrastructure, open space, and community facilities; and

WHEREAS, the Upper Moreland Township 2040 Comprehensive Plan has been the subject of a duly advertised public hearing held by the Upper Moreland Township Board of Commissioners on July 6, 2020.

NOW THEREFORE, BE IT RESOLVED, that Upper Moreland Township does hereby adopt the Upper Moreland Township 2040 Comprehensive Plan, prepared by the Upper Moreland Township Board of Commissioners with the assistance of a citizen steering committee and the Montgomery County Planning Commission, as the official comprehensive plan of Upper Moreland Township.

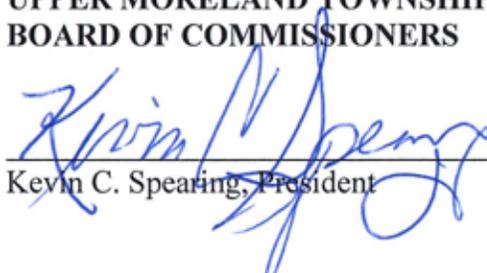
DULY PRESENTED AND ADOPTED by the Board of Commissioners of Upper Moreland Township, Montgomery County, Pennsylvania, this 6th day of July, 2020.

Attest:



Matthew H. Candland, Secretary

**UPPER MORELAND TOWNSHIP
BOARD OF COMMISSIONERS**



Kevin C. Spearing, President



Prepared by:
Montgomery County Planning Commission
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