

LANSDALE 2040



The Borough's Comprehensive Plan



Borough Council Members

Mary Fuller, *Ward 1*
Bill Henning, *Ward 1*
BJ Breish, *Ward 1*
Rich DiGregorio, *Ward 2*
Meg Currie Teoh, *Ward 2*
Tom Work, *Ward 2*
Leon Angelichio, *Ward 3*
Denton Burnell, *Ward 3, Council President*
Carrie Hawkins Charlton, *Ward 3*
Garry Herbert, *Mayor*

Acknowledgements:

This plan would not have been possible without the valuable time, effort and dedication of the
[LANSDALE2040 Comprehensive Plan Task Force](#):

Ashaykeen Abedin
Bill Allen, Jr.
Ben Engleman
Megan Boatright
Nate Burns
John Darab
Kristyn DiDominick*
Jennifer Dougherty
John Ernst, AIA*
Carol Farrell
Nancy Frei
Sean Greene
Carrie Hawkins Charlton
Gary Kulp
Chris Kunkel
Mark Ladley
Connie Lezenby*
Maria Lohan
Chris Millheim
Rachael HaileSelasse*

**Also a member of the Diversity Committee.*



LANSDALE2040 Guiding Principles (see Chapter 2: Vision for more detail)

Following are the guiding principles of LANSDALE2040. On the cover page of each chapter, the icons for the guiding principles with a strong connection to the chapter’s recommendations are shown in bold:



Diversity

Borough programs, policies, and communications will adapt to a changing population and promote inclusion.



Connectivity

Viable pedestrian, bicycling, and transit links to regional destinations will be established or expanded; transit-oriented development will continue to be promoted.



Vibrancy

The culturally-rich downtown will continue to grow as a center for dining, entertainment, and unique retail. The Borough will continue its successful series of public events, its branding strategy, and land use policies that will accelerate downtown’s role as a center of activity and excitement.



Sense of Place

The Borough will strike a balance between continued revitalization of its downtown and industrial areas, and preserving its historic, small-town character.



Sustainability

Serve as a model in environmental conservation, stormwater management, energy conservation, and greenhouse gas emissions reduction.

Chapter 1: Introduction

- 3 PURPOSE
- 4 SHORT HISTORY
- 6 PUBLIC OUTREACH

Chapter 2: Vision

- 17 COMMUNITY VALUES
- 18 VISION 2040

Chapter 3: Demographics

- 27 INTRODUCTION
- 33 ANALYSIS RECAP

Chapter 4: Diversity & Inclusion

- 37 INTRODUCTION
- 40 EXISTING DIVERSITY
- 45 RECOMMENDATIONS

Chapter 5: Housing

- 51 HOUSING TYPES
- 52 TENURE, VACANCY, & AFFORDABILITY
- 55 RECENT RESIDENTIAL DEVELOPMENT
- 58 ELDERLY HOUSING
- 59 BUILDOUT ANALYSIS
- 64 RECOMMENDATIONS

Chapter 6: Parks, Open Space, & Trails

- 67 INTRODUCTION
- 68 EXISTING SYSTEMS
- 73 ONGOING PROJECTS
- 77 RECOMMENDATIONS

Chapter 7: Community Services, Infrastructure & Stormwater Management

	81 INTRODUCTION
82	COMMUNITY SERVICES AND FACILITIES
	93 INFRASTRUCTURE
96	STORMWATER MANAGEMENT
	98 RECOMMENDATIONS

Chapter 8: Environmental Management

	105 HYDROLOGY
112	GEOLOGY/SOILS
	114 VEGETATION
117	RECOMMENDATIONS

Chapter 9: Environmental Sustainability

	123 INTRODUCTION
	124 CONTEXT
135	RECOMMENDATIONS

Chapter 10: Historic Resources

	143 INTRODUCTION
	144 RESOURCES
150	PRESERVATION TOOLS
151	RECOMMENDATIONS
	156 CONCLUSION

Chapter 11: Transportation

	159 INTRODUCTION
160	ROADS AND VEHICULAR TRANSPORTATION SYSTEMS
	166 MODE SPLITS AND COMMUTING PATTERNS
167	BUS AND NONVEHICULAR TRANSPORTATION
	175 RECOMMENDATIONS

Chapter 12: Economic Development

	181	INTRODUCTION
	182	ECONOMIC ENVIRONMENT
	194	RECENT PLANS: IMPACT ON ECONOMIC DEVELOPMENT
199		REDEVELOPMENT OF OLDER INDUSTRIAL AREAS (BROWNFIELD REDEVELOPMENT)
	202	RECOMMENDATIONS

Chapter 13: Existing Land Use

	215	INTRODUCTION
216		EXISTING LAND USES
	222	CONCLUSION

Chapter 14: Future Land Use

	225	INTRODUCTION
	226	FUTURE LAND USE
	226	Residential
	228	Mixed-Use Center
	235	Mixed-Use Gateway
	237	Employment-Residential
241		Transit-Oriented Development (TOD)
	243	Parks And Open Space
	243	Transition Area
	244	ZONING MAP AND DISTRICTS
247		COMPATIBILITY OF LAND USE POLICY WITH NEIGHBORING MUNICIPALITIES

Chapter 15: Implementation

	251	INTRODUCTION
252		RECOMMENDATIONS
	265	RESOLUTION

INTRODUCTION



diversity



connectivity



vibrancy



sense of place



sustainability

3 PURPOSE

4 SHORT HISTORY

6 PUBLIC OUTREACH



EMPLOYEES AND FACTORY OF H. C. NOLAN & CO., LANSDALE

THE BUILDING WHICH HOUSED THE H.C. NOLAN & COMPANY CIGAR MANUFACTURERS STILL STANDS TODAY AT 2ND AND WALNUT. THE MAP ON PAGE 5 FROM 1885 HIGHLIGHTS PROMINENT PLACES OF BUSINESS, MANUFACTURING, AND COMMUNITY GATHERING.

PURPOSE

INTRODUCTION



LANSDALE2040, the Borough's Comprehensive Plan, serves as the Borough'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, plans for transportation infrastructure, parks, trails, and land preservation plans, as well as plans to meet future housing needs. As each of these documents and codes greatly influences the daily administration of the Borough, 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 of these specified areas and determine how the municipality will accommodate future needs. Additionally, the plan also 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, *MONTCO 2040, A Shared Vision* [<https://www.montcopa.org/1666/Montco-2040-A-Shared-Vision>].

The MPC requires that a review of the comprehensive plan occur at least every ten years. The Borough's last comprehensive plan, *"Building on Our Past, Celebrating Pride of Place, a Comprehensive Plan for the Borough of Lansdale"* was completed in 2006. Accordingly, Lansdale initiated the planning process for *LANSDALE2040* in 2016.

In addition to the components that typically appear in comprehensive plans, *LANSDALE2040* recognizes as Borough priorities the topics of Diversity and Inclusion, and Environmental Sustainability; these two topics appear as individual chapters in this plan.



During the 18th century through the mid-19th century, the area that is present-day Lansdale consisted mostly of woods, open fields, and farmland. The development of the Borough and the establishment of the land use patterns which still exist today began with the construction of the North Penn Railroad. In the 1850's, the area which today is downtown Lansdale was chosen as the site of a rail junction, a convergence point for the North Penn Railroad's Main Line, which aimed to connect Philadelphia and the coal-rich



LANSDALE'S 9TH STREET STATION IS THE NEWEST STATION IN SEPTA'S REGIONAL RAIL SYSTEM.

northern parts of the state (but ultimately terminated in Bethlehem) and a spur line connecting to Doylestown, ten miles away. This junction, which today remains at the heart of

downtown Lansdale, became a core area of businesses and industry, with feed mills, general stores and lumber yards being constructed, in addition to settlements and boarding houses which were built in the area's immediate vicinity.

In 1872 Lansdale became an incorporated Borough. Two years later it gained another railroad, Stony Creek Railroad, which connected the Borough to Norristown, making Lansdale a regional center for commerce—namely, retail trades. Between 1872 and 1884, Lansdale's population grew from 400 to 1,200 residents and records indicate that the population nearly doubled every 20



THE RAILROAD HAS AND WILL CONTINUE TO PLAY A STRONG ROLE IN THE BOROUGH'S DEVELOPMENT.

years up until 1920, when the population reached 4,728 people. Throughout the first half of the twentieth century, Lansdale

developed a bustling downtown, with first-class department stores, movie theaters, and professional offices. Industry also thrived during this time. The Borough became home to the world's leading ceramic tile manufacturer, Olean, and numerous plants in the Borough manufactured five percent of the world's supply of silk stockings in the 1930s.

Like many other towns in the region, Lansdale's commercial center was hurt by the rise of suburban shopping centers and malls. Beginning in the 1970s, when the Montgomery Mall opened next door in Montgomery Township, Lansdale began losing its status as a commercial center. The Borough's commercial decline, coupled with the decline of industry during the second half of the twentieth century, forced many of Lansdale's manufacturing sites to eventually close. Population dropped as well; it declined by 10% (nearly 2,000 fewer people) between 1970 and 1980 and continued to drop, but at a much slower rate (3%) between 1980 and 2000.

At the beginning of the 21st century, the Borough began to experience a rebound in its fortunes. Revitalization, investment in infrastructure by the public and private sectors, and significant development, in the form of reuse or infill projects, occurred. The adaptive reuse of former industrial buildings as apartments occurred.

¹ Source: "A Town Is Born: A Brief History of Lansdale's Early Years," Lansdale Historical Society <http://www.lansdalehistory.org/articles/Booklet%20Town%20Is%20Born.pdf>.



NEW SEPTA LANSDALE PARKING GARAGE

Major projects were completed at Andale Green, Cannon Square, Williamson Square (townhomes and twins) and Station Square (transit-oriented mixed use). Madison at Lansdale Station, transit-oriented apartments and retail uses, were approved for the former Madison Lot parking area. Another significant development was

North Penn Commons, a multigenerational community center that unites multiple social service organizations under one roof. Dining and drinking establishments have been founded with increasing frequency, adding flavor and vibrancy to the downtown area. These developments benefit from walkable proximity to transit and all

of downtown Lansdale's amenities, thereby accommodating the preferences and needs of a wide variety of individuals and families, young and old.



WILLIAMSON SQUARE AND ANDALE GREEN TOWNHOMES WERE ALL CONSTRUCTED IN RECENT YEARS.

Major residential investments in infrastructure included the 9th Street SEPTA Regional Rail Station construction in 2015, the construction of the SEPTA parking garage at Lansdale station, streetscape projects, the development of the Wood-Vine connector, and the reconstruction of the municipal building. The parks system was expanded with the acquisition of Stoney Creek Park and (ongoing) construction of the Liberty Bell Trail.

Through all the changes, the Lansdale community has preserved and maintained much of what has been cherished by Borough residents for years. While many still appreciate the characteristics of the Borough evocative of



THE RENOVATED AND MODERNIZED BOROUGH HALL AND POLICE DEPARTMENT OPENED IN 2015.

a small-town, such as an architecturally rich and historic building stock, and walkable street grid, Lansdale has grown to embrace the vitality inherent in transit-oriented development, redevelopment of abandoned sites, sophisticated municipal services, a diversifying population, connection to the metro Philadelphia trail "Circuit" and a revitalizing dining and entertainment scene.



Source: Bailey & Co. Lansdale. 1885. Norman B. Leventhal Map Center, <https://collections.leventhalmap.org/search/commonwealth:wd376766k> (accessed May 25, 2018).

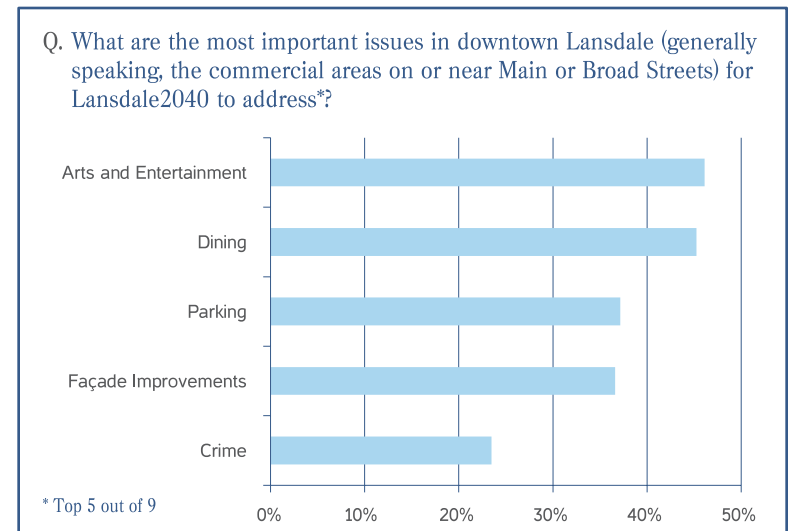
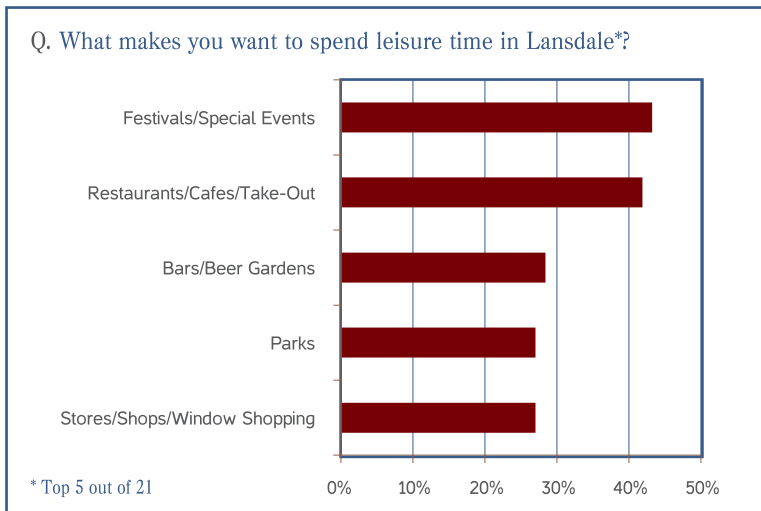
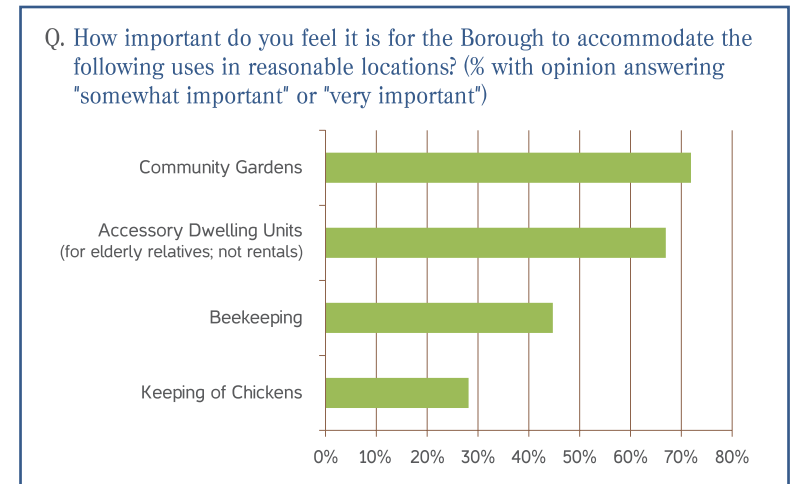
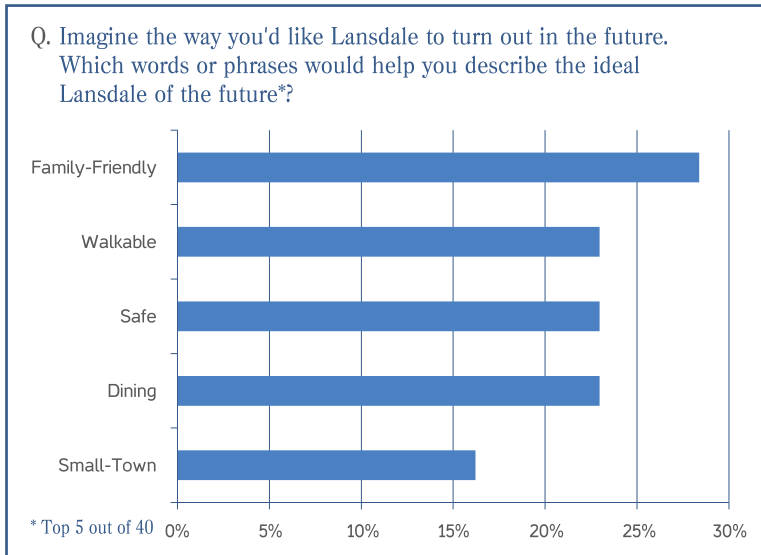
A variety of public outreach strategies were used throughout the planning process of *LANSDALE2040* to ensure that the vision, goals and objectives reflect the community as a whole and captured the viewpoints of as many groups and individuals as possible—be they residents, employees or business owners, or visitors.

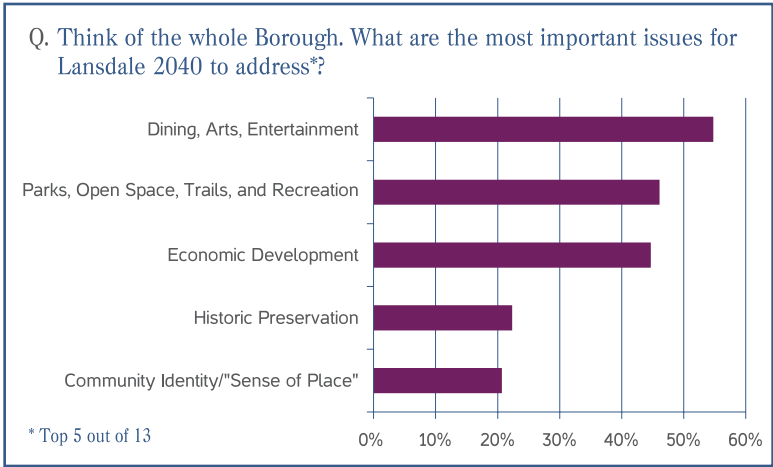
The *LANSDALE2040* task force itself symbolizes public outreach—the group gives a direct voice in the comprehensive planning process to township residents or leaders of local businesses that represent various interests, including, but not limited to, the environmental advisory commission, developers, the historical association, the chamber of commerce, the public school system, the retail sector, and community services.

Public Outreach for *LANSDALE2040* included:

- **Survey.** A total of 638 participants responded to the *LANSDALE2040* public survey which was conducted both online, using SurveyMonkey, and in paper format. Paper copies of the survey were made available at numerous public locations within Lansdale including Borough Hall, North Penn Commons, and Lansdale Public Library. Outreach to the international community was undertaken in part by distributing surveys and links to the online survey to businesses catering to various nationalities. A Spanish version of the survey was distributed to multiple locations including the Lansdale Public Library and Keystone Opportunity Center’s English as a Second Language (ESL) classes, and was also distributed by ArcoNet, a Montgomeryville-based arts and cultural organization. The survey was advertised on posters and on internet sites (including the Borough, County and North Penn Commons Facebook pages), in email blasts, and in flyers distributed with Borough utility bills (which reach all residences in the Borough).
- **Outreach at Founder’s Day** – At Founder’s Day, a display was set up at the Art Market in Memorial Park consisting of information about the planning process, and posters asking the public to indicate their priorities and recommendations for *LANSDALE2040*. Approximately 150 festival-goers used stickers to vote for their highest priorities. Additionally, between 150 and 200 participants used sticky notes to answer open-ended questions regarding their favorite things about the Borough and what they considered to be the most important issues to address in downtown Lansdale. Participants voted “Dining, Arts, and Entertainment” and “Parks, Open Space, Trails and Recreation” as the top two most important issues to address in downtown Lansdale.
- **Outreach at International Spring Festival** – Festival-goers at North Penn High School participated in sticker-voting exercises similar to those conducted at the Founder’s Day, identifying priority areas for *LANSDALE2040* and providing feedback about important issues to address in Lansdale, and identifying their favorite things about the Borough.
- **Open House at North Penn Commons** – Posters outlining the strategies and recommendations provided for five sections of the plan were displayed in the main lobby of the complex. Approximately 100 attendees used stickers to vote on which strategies they considered most important or preferable to pursue. Additionally, a visual preference survey was conducted to gauge public opinion on what design standards should be established on West Main Street between Richardson Avenue and the Village at West Main Street.

FIGURE 1.1 | WHAT WE LEARNED: SELECTED SURVEY RESULTS, IN CHARTS

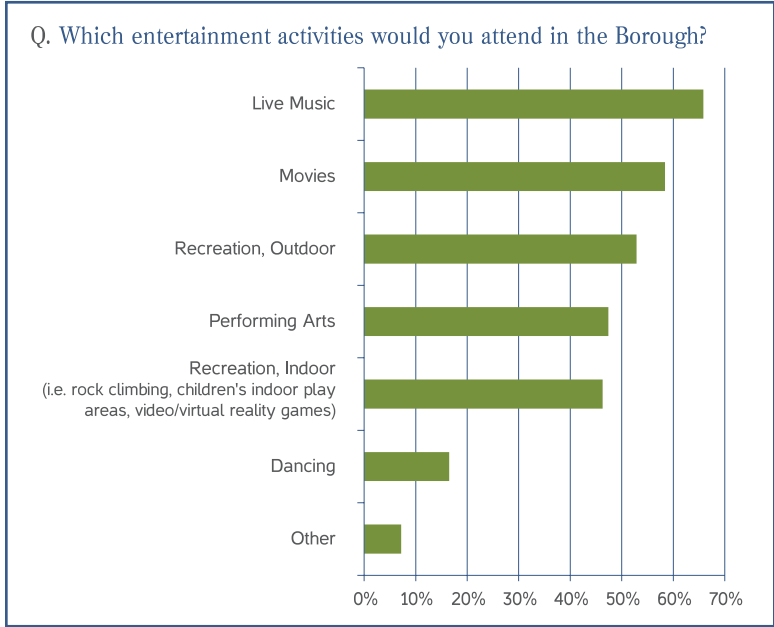
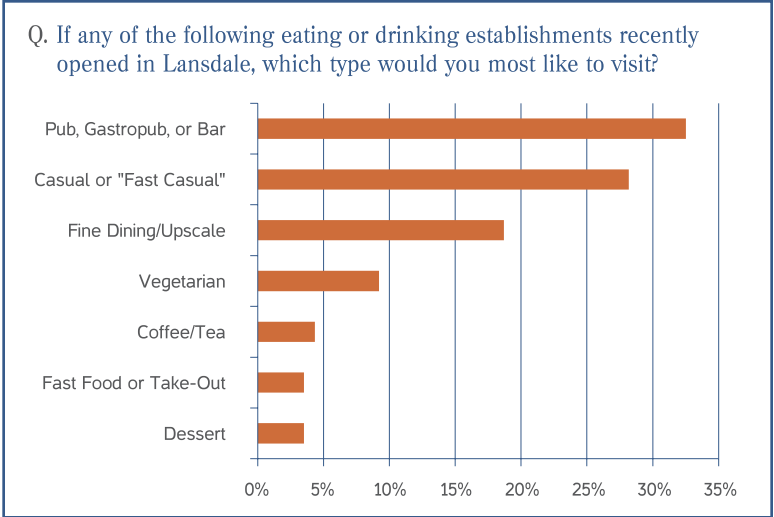




In addition to the responses shown in the graphs provided, respondents identified a wide variety of priorities for *LANSDALE2040* to address. 59% of participants desired that safety improvements for pedestrians and bicyclists be made within the

Borough, especially along Main Street, Broad Street and streets in front of both White's Road Park and Stoney Creek Park. Also, nearly 60% of respondents identified that they'd like the Borough to either add or improve trails as well as bathroom facilities at parks and recreation sites.

It is important to keep in mind while reading *LANSDALE2040's* recommendations that while factors beyond the control of the Borough, including fluctuations of the regional economy and the real estate market, shape what specific types of dining establishments and entertainment venues may open within Lansdale in the future, the Borough can encourage the development of different types of businesses in certain areas through the regulations of the zoning and subdivision and land development ordinances as well as policies and regulations addressing other areas in the Borough's code. It is also important to note that the Borough does not directly determine the decisions of business owners.



Founders Day and International Spring Festival

We asked the public to tell us what they felt should be the top priorities for *LANSDALE2040*. When we added up the results from both events, we found:

- Dining, Arts, and Entertainment got more votes than any other choices.
- Borough-wide top priorities also included “Parks, Open Space, Trails & Recreation,” “Historic Preservation”, and “Economic Development.”
- Priorities for downtown were similar to those Borough-wide, but also included “Facade Improvements.”

Respondents were also asked to write on a sticky-note what they like most about “living, working or playing” in Lansdale.

- Many of the notes celebrated Lansdale’s walkability, including the sidewalks and walking trails.
- Many commenters praised the Borough’s numerous and varied community events, specifically citing music and car shows, the farmers’ market and First Friday, among others.
- Respondents praised Lansdale’s “sense of place” and small-town feel, sense of community, and public safety.
- “Restaurants” is a topic that was raised many times. Many said they appreciate the restaurants the Borough has to offer (“Backyard Beans, Stove and Tap, Round Guys,” etc.). Although not asked to do so, we noted that numerous respondents used the sticky-notes to express their desire for more restaurants.

Open House at North Penn Commons

About 100 participants identified their preferred strategies and recommendations for five sections of the comprehensive plan, as follows:

PARKS, TRAILS, AND OPEN SPACE

The following were identified as the top priorities, all nearly equal in importance as shown by their closeness in votes.

- Creating local connections to the Liberty Bell Trail (44 votes).
- Planning for the future expansion of parks and the open space system (39 votes).
- Working with neighboring municipalities to improve sidewalk and bike connections to the Wissahickon Trail off Sumneytown Pike and Rt. 202 Trail in Montgomery Township (36 votes).

These choices received more support than the other options of “planning of a skate park”, “improving communications efforts surrounding parks information” and “coordinating with Hatfield Township on Schweiker Park.”

Diversity and Equity

Enhancing the Borough’s communication and public outreach strategies to reach diverse groups was identified as far and above the top priority (45 votes). Altogether, voters prioritized strategies that resulted in direct actions or plans such as “Creation of a Diversity and Equity Plan” (34 votes), “Include diverse groups in Borough’s committees” (26 votes), and “Design employee recruitment to reach diverse groups” (20 votes), as opposed to creating forums to discuss issues of concern, as highlighted in the strategy “Create Borough Diversity & Equity Task Force” (7 votes).

Historic Preservation

The top two strategies were as follows:

- Adopting an ordinance to facilitate the preservation or reuse of older institutional buildings (37 votes).
- Partnering with Lansdale Historical Society and PHMC to nominate more properties to the National Register (36 votes).

Although not scoring quite as high as the top two recommendations, the following two strategies were of near equal priority:

- Exploring programs to increase historic markers (31 votes).
- Adopting a historic preservation ordinance (29 votes) also received significant support. Although the strategy of forming a Municipal Historical Commission received only six votes, this could have been due to a confusion over the role of such a commission, given the existence of the Lansdale Historical Society.

Infrastructure, Community Facilities and Stormwater Management

Voters preferred direct actions that had far-reaching, Borough-wide effects. The top three priorities were “working with large landholders to promote native plantings, streamside plantings, and environmental education” (34 votes), “promoting preservation and reuse of historic institutional buildings (30 votes),” and “exploring “green” electricity generation models” (26 votes), which each received a similar level of support.

Environmental Conservation

Respondents expressed strong support for environmental stewardship: “Encouraging and promoting stewardship and cleanup efforts by local groups, students and citizens” was the clear favorite (49 votes), followed by creating a shade tree commission (37 votes).

Visual Preference Survey

Zoning for West Main Street between Richardson Avenue and the Village at West Main Street currently lacks design standards. By showing photos which highlighted certain features or characteristics (i.e. decorative crosswalks, landscaping), and asking participants to rate their responses to each photo on a scale from -2 (very unfavorable) to +2 (very favorable), we gauged public opinion on what features should be prioritized in zoning’s design standards in this focus area.

Twenty-four (24) people participated in the visual response survey. In drawing conclusions from the survey responses, MCPC reviewed each slide and determined the top two visual elements (features or characteristics) highlighted in each slide. After organizing a list of all the visual elements and the scored responses from survey participants, averages were calculated for each visual element. Elements that received the most positive responses included sidewalk dining, attractive signage, decorative crosswalks, window boxes, and landscaping. Elements that received the most negative responses included parking areas without screening, unattractive facades, blank walls, exposed utility meters on the fronts of buildings, and minimal landscaping (or lack thereof).

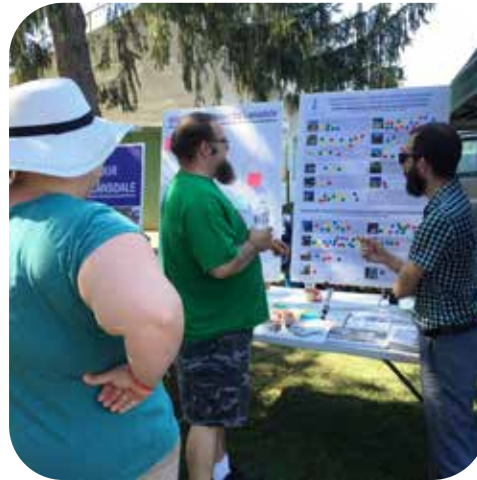
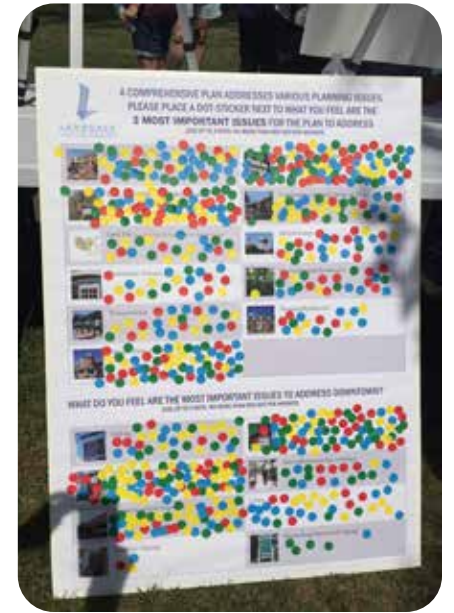
Looking to the Future: Public Outreach

The *LANSDALE2040* planning process made extensive efforts at public outreach, from the representatives of the *LANSDALE2040* Task Force to the variety of methods and advertising used to gather public input. One of the important components of this plan is the Diversity & Equity chapter. That chapter makes recommendations with the goal of ensuring that future Borough policies, procedures, and planning initiatives are intended to maximize participation and

communication with all people, beginning with creating an advisory Diversity & Inclusion Task Force. The Task Force would serve as a forum for discussing issues, challenges, and opportunities for Lansdale's diversifying communities, and advise on and steward initiatives that embrace and promote diversity in the Borough. *See the Diversity & Inclusion chapter for a full discussion and recommendations on this subject.*

Art Market, Founder's Day

At the Founder's Day Arts Market, the public was invited to help broadly identify the most important issues for *LANSDALE2040* to address, and to help create the vision for the plan.





International Spring Fest

At the International Spring Fest, an annual multicultural event organized by the Lansdale Library, the public was also invited to help broadly identify the most important issues for *LANSDALE2040* to address, and to help create the vision for the plan.



Open House, North Penn Commons

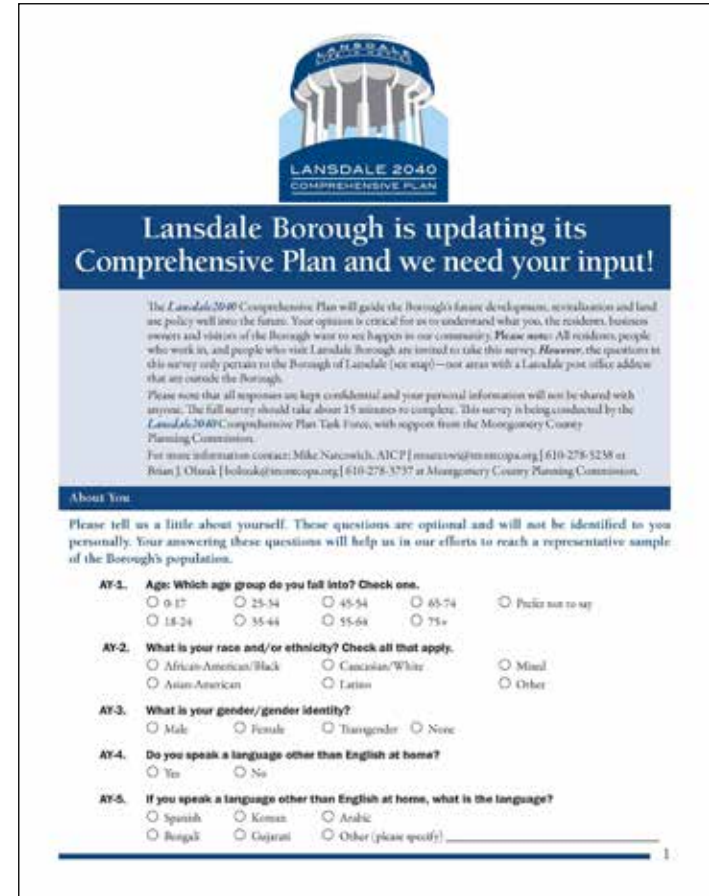
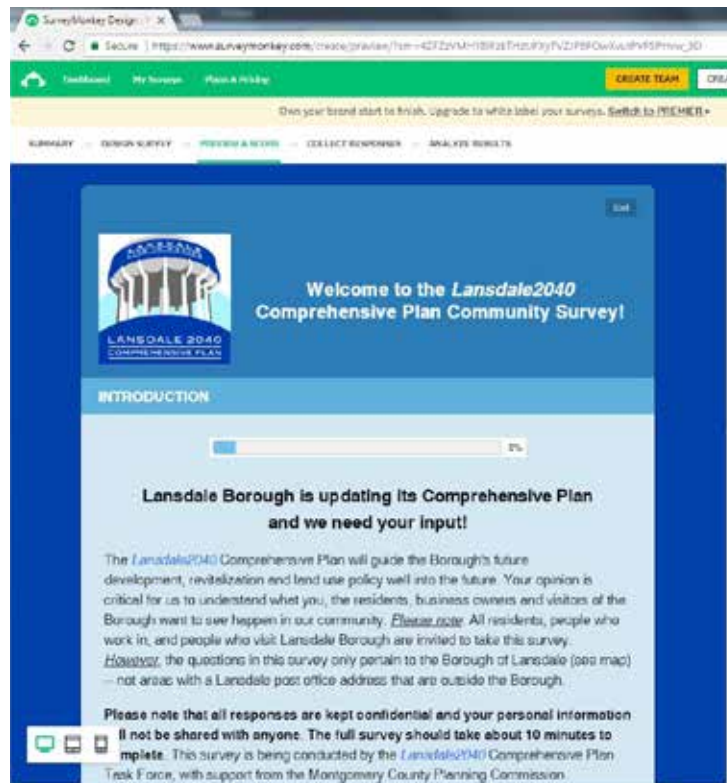
The final public outreach event was held at North Penn Commons. Participants were asked to help prioritize action steps identified earlier in the planning process, and to view and rank design concepts in a visual preference slideshow.



Community Survey



The community survey was distributed in both English and Spanish, and could be taken online or by filling out a hard copy. Flyers advertising the survey were sent to every household in the Borough with utility bills. These included basic information about the survey, the web address for the online survey, and the locations where hard copies could be obtained.





Take the *Lansdale2040* Survey and Help Plan Lansdale's Future!

www.surveymonkey.com/r/Lansdale2040



Or scan QR Code

Lansdale Borough is updating its comprehensive plan, a long-term vision for growth and revitalization. Please take our survey for *Lansdale 2040*, the new plan, to help make choices that will shape the borough for years to come. You can choose from one or more of 5 themes:

- Economic Development
- Transportation
- Parks & Trails
- Quality of Life
- Community Character

The project is being undertaken by the *Lansdale2040* Task Force, with support from the Montgomery County Planning Commission.



VISION



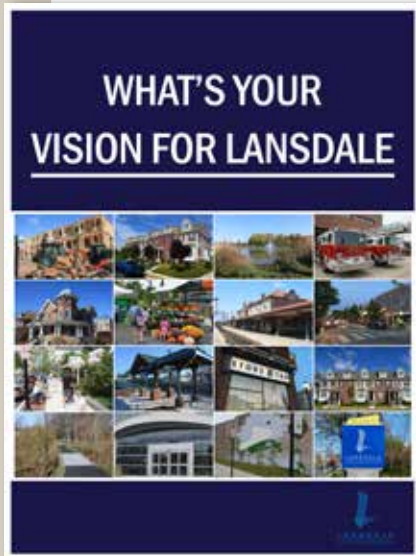
17 COMMUNITY VALUES

18 VISION 2040



The vision for *LANSDALE2040* was formulated from a variety of sources. These include the following:

- The *LANSDALE2040* Task Force and Community outreach conducted for the plan. This included a survey, open house, and outreach at public events.
- Existing Borough plans, including the Borough’s 2006 Comprehensive Plan and the 2013 Lansdale Brandprint Report.



As part of the *LANSDALE2040* public outreach, community members identified the characteristics that they would like the Borough to be associated with in the future and what they currently value most about the Borough, and they highlighted which focus areas they wanted the plan to address. The Vision:2040 Guiding Principles, which serves to guide *LANSDALE2040* goals and recommendations, synthesize the values and aspirations voiced by

community and task force members throughout the comprehensive planning process; and represent, to the extent it is still true, the vision and public expression elucidated by past plans.

Community Values

Lansdale embraces the vibrancy of a growing and revitalizing borough while cherishing and protecting its pleasant, small-town qualities. The Borough’s welcoming sense of community and diversity is reflected by its rich variety of neighborhoods: its



WORD CLOUD WAS DERIVED FROM SURVEY QUESTION “WHICH WORDS OR PHRASES WOULD HELP YOU DESCRIBE THE IDEAL LANSDALE OF THE FUTURE?”

neighborly single-family residential areas, its walkable townhouse and aging-supportive communities, and its mixed-use developments close to thriving downtown destinations and transit. The Borough strikes a desirable balance between its revitalizing, transit-oriented downtown with abundant arts and cultural activities, and its well-preserved, historic built environment: these produce a charming “sense of place.”

The Borough’s commitment to ecological sustainability and resiliency is reflected by the environmentally-focused design of new developments, the ample greenery found in its parks and private spaces, and the health and stewardship of the Borough’s natural areas and waterways. The people of Lansdale lead active and healthy lifestyles by utilizing its increasingly interconnected network of parks, trails, and open spaces, participating in active community-based organizations and attending the Borough’s numerous festivals and events.

Vision:2040 – Guiding Principles

Looking ahead to the year 2040, Lansdale’s vision is comprised of the following guiding principles:

Sense of Place

The Borough will continue to grow through transit-oriented development, reuse of former industrial areas, and continued popularity of walkable town centers offering a genuine identity with plentiful arts and entertainment opportunities.

The Borough will strike a balance by simultaneously conserving its “small-town feel”; its quiet, safe, friendly and family-supportive residential neighborhoods; and its historic character, including unique and architecturally significant buildings exhibiting a variety of styles.

ARTS, ENTERTAINMENT, AND RECREATION ARE IMPORTANT COMPONENTS OF THE BOROUGH’S SENSE OF PLACE





HISTORIC CHARACTER AND RESIDENTIAL NEIGHBORHOODS DESCRIBED AS "FRIENDLY, SAFE, AND QUIET" ARE OTHER IMPORTANT COMPONENTS OF THE BOROUGH'S SENSE OF PLACE.



Connectivity

Lansdale will preserve its outstanding walkability while adding safe bicycling routes; completing its segments of the Liberty Bell

Trail and creating connecting trails; and welcoming new, mixed-use, transit-oriented development around its three regional rail stations. In so doing, it will develop a stronger multimodal transportation network that allows users to choose from various transportation options within the Borough, and which provides easy access to regional destinations. Additional mixed-use, downtown developments will further support the Borough's walkability and use of alternative transportation options.

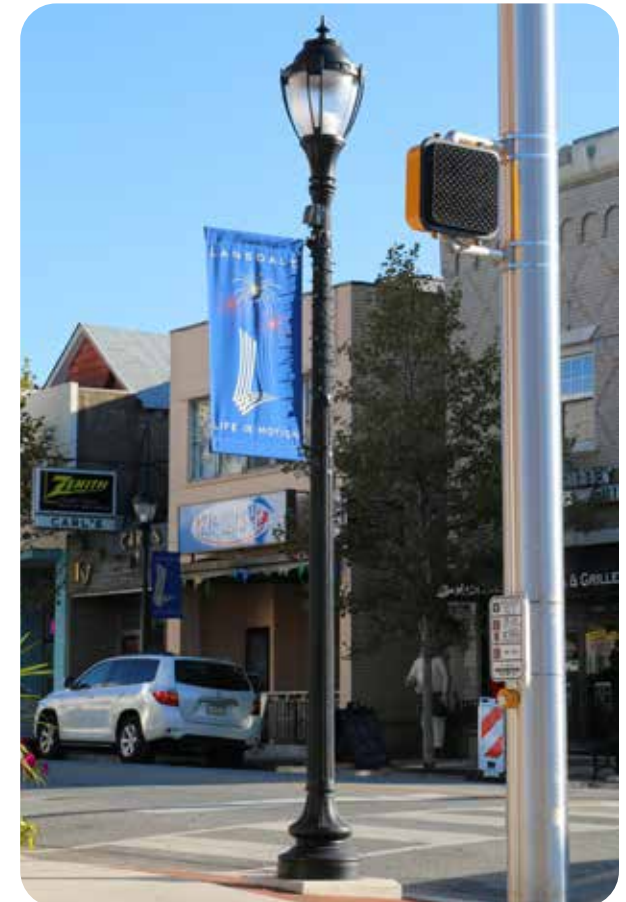




Vibrancy

The Borough's culturally-rich downtown will continue to grow as a destination for dining, entertainment, and unique retail offerings. The Borough will extend its branding and streetscape strategies into the future, ensuring a distinctive and attractive downtown supplemented by extensive greenery. The Borough's support for mixed-use, transit-oriented development and preservation of attractive, historic buildings will reinforce activity and excitement downtown for residents and visitors alike.

The Borough will also continue to offer its popular series of public events and festivals, and will continue to maintain high-quality parks and public spaces. These all support welcoming gatherings spaces and a shared sense of community amongst Lansdale's residents.





Diversity and Inclusion

As Lansdale becomes increasingly diverse, the Borough will ensure that its programs, policies, and communications serve all individuals and families throughout the Borough. When drafting, designing, communicating, and implementing policy changes, inclusion efforts will consider how to reach all people in the Borough.





Sustainability

The Borough's policies, operations, and projects will build on past efforts to reflect a collective commitment to sustainability and will serve as a model for municipalities and local governments throughout the region. The Borough's sustainability priorities include, but are not limited to, environmental conservation, stormwater management, energy conservation, and greenhouse gas emissions reduction.



DEMOGRAPHICS



27

INTRODUCTION

33

ANALYSIS RECAP



The demographics of a community consist of data and information which describe population, housing, and economic trends. These data can include age, race, occupation,



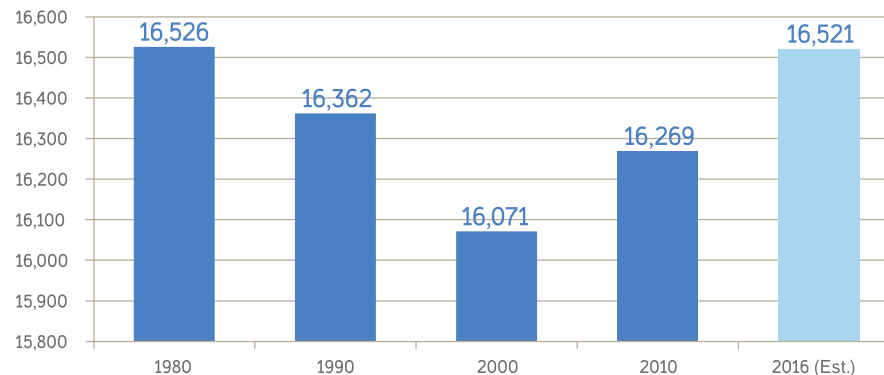
PARTICIPATING IN THE COMPREHENSIVE PLAN AT FOUNDERS DAY.

household income, whether someone rents or owns their home, mobility patterns, commuting, and consumer spending preferences. Demographics characteristics can provide insight into how a community has changed over time, help identify any unmet needs or gaps in impacts on many policy areas, including housing, economic development, and transportation. The U.S. Census Bureau and the Delaware Valley Regional Planning Commission are the main sources of data used in this chapter.

Population

The Borough's population declined in the 1990s, but has rebounded since 2000. The most recent Census Annual Population Estimate, however, is still lower than the borough's historical peak population of nearly 18,500 residents, reached in the 1970s. The Borough is forecasted to grow by more than 2,600 people over the period from 2016 to 2045—a nearly 16% increase, which is greater than the

FIGURE 3.1 | REBOUNDED POPULATION



Note: Data represented by the dark blue columns (Decennial Census) is not directly comparable with the data represented by the lighter blue column (American Community Survey 5-year estimate), but there is reason to conclude that the trend shown is generally accurate (the 2010 Census and 2010 Estimate only diverged by 13 people).

FIGURE 3.2 | POPULATION

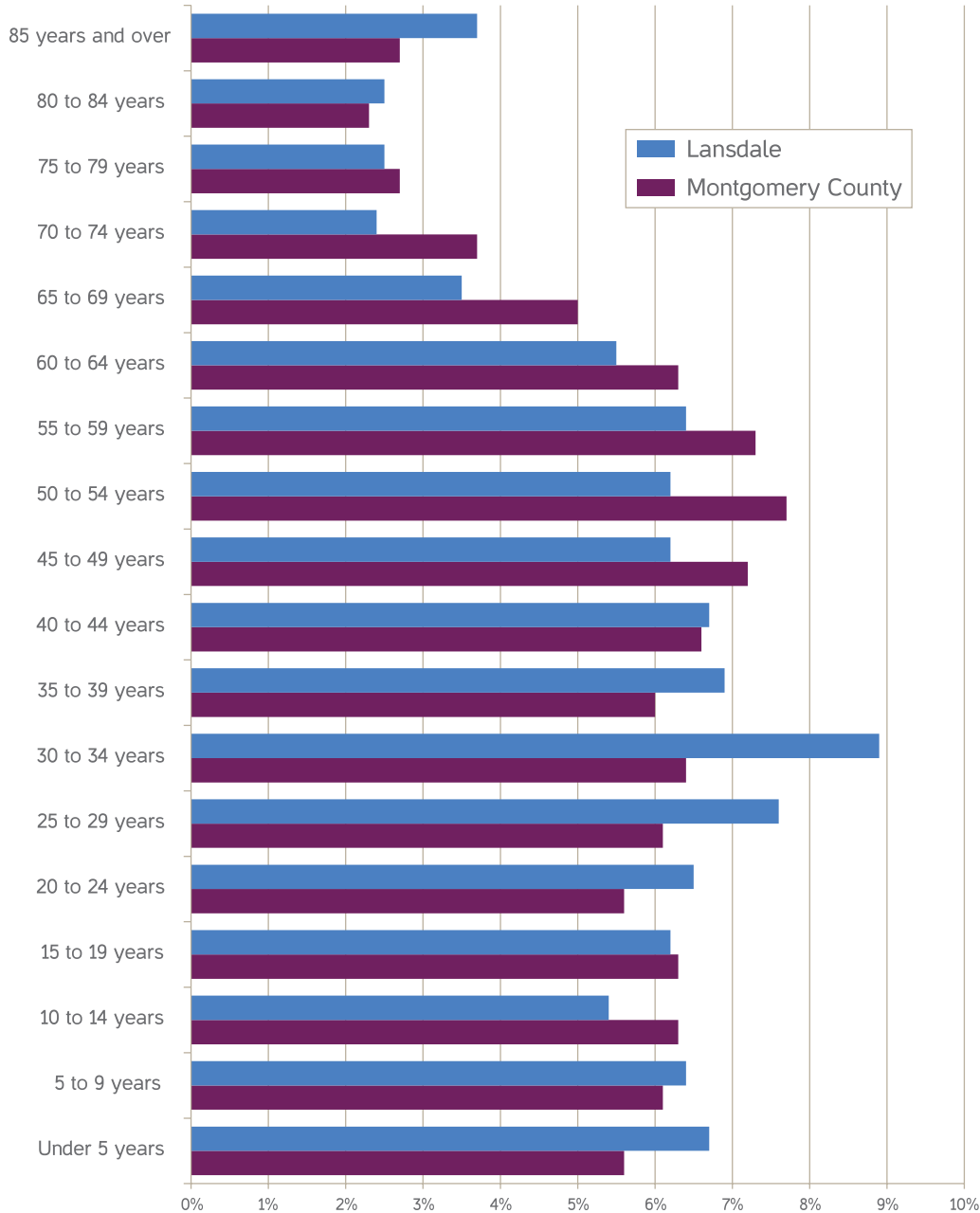
	DECENNIAL CENSUS			EST.	FORECASTS							
	1990	2000	2010	2016	2020	2025	2030	2035	2040	2045	Change 2016-2045	% Change 2016-2045
Population	16,362	16,071	16,269	16,521	17,019	17,523	18,035	18,479	18,843	19,152	2,631	15.9%
Change from Previous Census		-291	198									
		-1.8%	1.2%									
Decennial Census	2010 Number	2016 Number	Change 2010-2016									
			Number	Percent								
Annual Population Estimate	16,282	16,521	239	1.5%								

Source: U.S. Decennial Census (1990-2010), U.S. Census Annual Population Estimate (2016), DVRPC Forecasts (2015-2045).



County's forecasted growth of 13.5% over the same period. This forecasted growth may reflect infill development and increased interest in living in walkable, transit-oriented cities and boroughs compared to that of suburban residences. This forecast, however, is based on current Borough policies and trends, and may be revised upward to reflect significant Borough policy changes, such as the recent adoption of the zoning amendment to permit residential development in the industrial area. It could also be adjusted to reflect ongoing or future changes to the real estate market, such as more transit-oriented development or increased revitalization.

FIGURE 3.3 | AGE DISTRIBUTION – LANSDALE VS. MONTGOMERY COUNTY



Age

The previous Lansdale Comprehensive Plan (2006) observed growth in the age group of residents 45-54 years old, reflecting Baby Boomers entering middle age and the corresponding increase in the size of the 45-54 group. That age group comprised a greater percentage of residents than most other age groups. Today, that nationwide trend continues with Baby Boomers now moving into retirement age. However, unlike many boroughs and older suburbs where the populations are dramatically aging, the proportion of those over 54 years old in Lansdale has only risen slightly since 1990 (25.7% in 1990 vs. 30% in 2016). Also, the percentage of residents aged from 20-34 is also worth noting, indicating the prominence of the “Millennial” generation (“Millennials” are sometimes defined as those born 1980-2000). In fact, the proportion of Lansdale’s Millennial population is *greater* than that of the County’s, suggesting that Millennials will continue to prefer the lifestyle in Lansdale, in part due to the affordability and variety of Lansdale’s housing options, which the Borough can integrate into its overall planning for future development.



Increasing Diversity

Lansdale is getting more diverse. From 2000 to 2010, the non-white population grew from 15% to 24%. In that time, the Hispanic/Latino population grew by 73% (340 people); although dramatic, this growth rate was actually lower than the rest of the County (the County's Hispanic/Latino population grew by 125%).

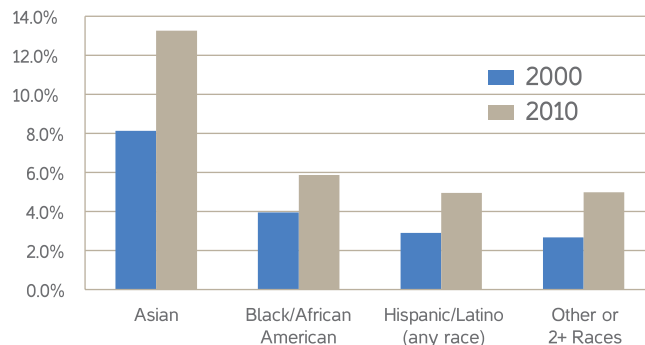


The Borough's Asian population grew by approximately two-thirds (851 people), and represents the largest population gain by race. Asians now make up twice the share of the Borough population (13%) as they do within the County population. The Census provides information on the ethnicities of the Asian population. In Lansdale, Indian, Bangladeshi and Korean are the largest Asian ethnicities represented.

Growth in a variety of racial and ethnic groups may manifest itself in many ways, such as by enriching cultural life, adding new and diversifying dining and retail uses, or new businesses or organizations which provide services in foreign languages. There

are numerous benefits and strengths which diversity brings to the Borough. Simultaneously, however, diversity brings new challenges. Language barriers may need to be overcome, and economic or social values that new groups bring with them may initially be difficult for others to understand or get used to. Thus, enhanced communication and efforts at cross-cultural understanding can be important to help the Borough adapt to a changing population.

FIGURE 3.4 | GROWTH IN THE NON-WHITE POPULATION



Residents Are Geographically Mobile

The American Community Survey (ACS) found that there was a higher mobility rate (14.6%) for Lansdale residents that moved “in the past year” (the question was asked during the rolling, five-year ACS survey) than those in the County as a whole (10.9%) that did so.

The Borough residents that moved most compared to the County average were

“1 to 4 years” old (26% vs. 13%, respectively). One could speculate that the 1-to-4 years-of-age group included those whose parents moved them into homes or into an area more suitable for raising children, or who moved so their children could attend area schools.

FIGURE 3.5 | GEOGRAPHIC MOBILITY BY AGE

	MOVED IN THE PAST YEAR	
	Lansdale	Montgomery County
TOTAL	14.6%	10.9%
1 to 4 years	26.3%	13.3%
5 to 17 years	10.7%	8.6%
18 to 24 years	20.1%	20.8%
25 to 34 years	24.3%	23.3%
35 to 44 years	12.4%	11.8%
45 to 54 years	10.4%	6.8%
55 to 64 years	9.4%	5.0%
65 to 74 years	8.3%	4.3%
75 years and over	11.4%	7.4%

Source: 2012-2016 American Community Survey.

FIGURE 3.6 | COMMUTING MODE (SEE ILLUSTRATION ON RIGHT)

	LANSDALE	MONTGOMERY COUNTY
Drove Alone	78.3%	78.8%
Carpooled	10.8%	7.3%
Public transportation (excluding taxicab)	4.1%	5.1%
Walked	3.1%	3.0%
Bicycle	0.4%	0.2%
Taxicab, motorcycle, or other means	1.6%	0.6%
Worked at home	2.6%	4.5%

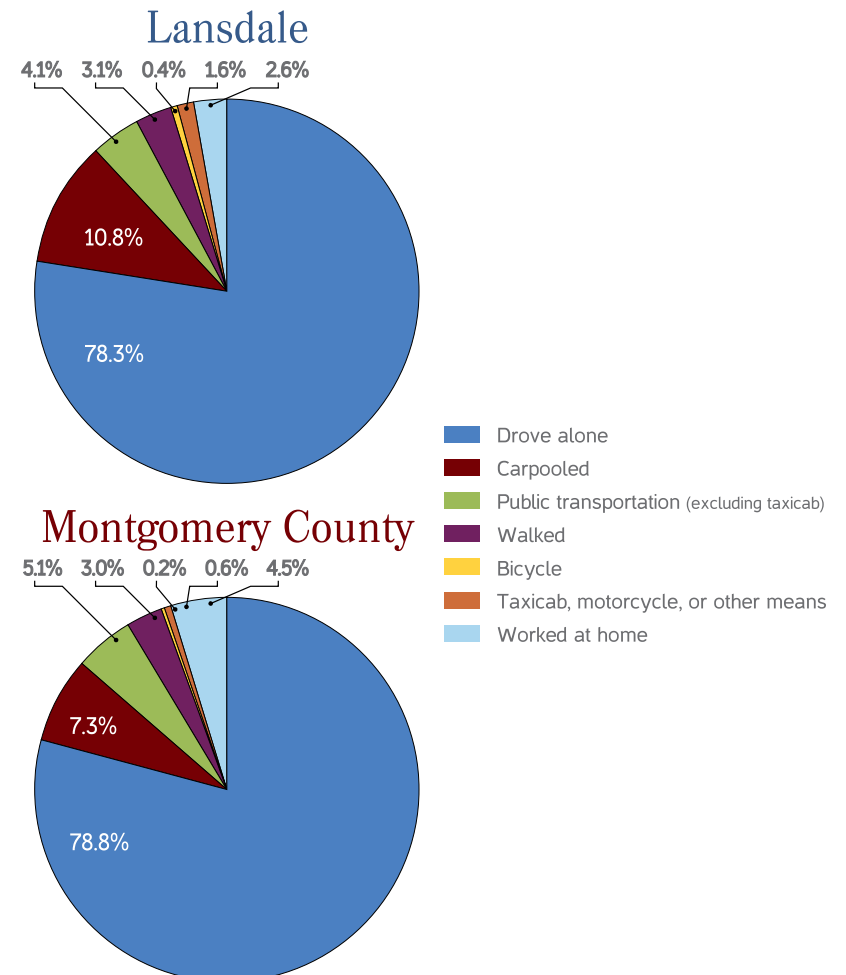
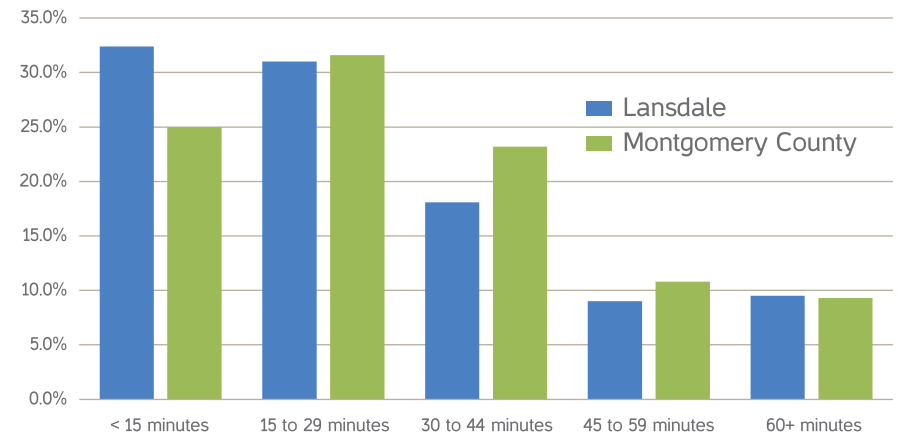




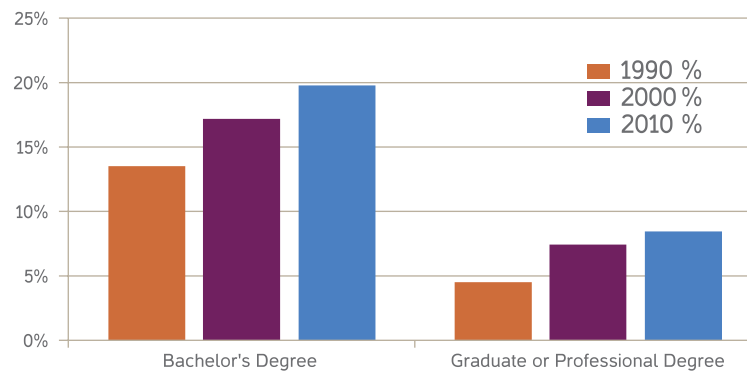
FIGURE 3.7 | TRAVEL TIME TO WORK

	LANSDALE	MONTGOMERY COUNTY
< 15 minutes	32.4%	5.8%
15 to 29 minutes	31.0%	31.6%
30 to 44 minutes	18.1%	23.2%
45 to 59 minutes	9.0%	10.8%
60+ minutes	9.5%	9.3%



Source: American Community Survey, 2012-2016.

FIGURE 3.8 | MINIMUM EDUCATION LEVEL ATTAINED



Source: U.S. Census, 1990, 2000, 2010.

Education

The Borough's population continues to be more educated over time. The percentage of high school graduates increased from 77% to 86% from 1990 to 2010; and those with a college, graduate or professional degree increased from 18% to 28% over the same time period. Although these figures have risen, they trail the County figures of 93% high school graduates and 44% with a college, graduate or professional degree.

Demographic analysis shows that the Borough is growing and diversifying, while becoming more educated. These are qualities which the “Millennial” generation places a premium on. It is thus not surprising that the Borough already has a greater share of “Millennials” than the County as a whole. It seems reasonable to conclude that the Borough will continue to draw Millennials, as

well as “empty-nesters”. The diversifying Lansdale population will bring both challenges and opportunities. Continued respect for communication, tolerance, appreciation of the needs and values of all people would benefit the Borough in the years to come.



Performance Indicators

- Growth in the Borough’s population continues (according to the 2020 Census).
- Borough’s share of 20- and 30-somethings remains strong (and greater than that of county average), helping to support transit-oriented development and patronize dining and entertainment sectors.

DIVERSITY & INCLUSION



37 INTRODUCTION

40 EXISTING DIVERSITY

45 RECOMMENDATIONS



LANSDALE IS AN INCREASINGLY DIVERSIFYING COMMUNITY THAT PLACES A PREMIUM ON ITS DIVERSE POPULATION AND ITS INCLUSIVENESS. "DIVERSITY AND INCLUSION" IS A MAJOR COMPONENT OF *LANSDALE2040*.

Lansdale is a community that values and nurtures its increasing diversity. We see this at the Lansdale Public Library, which serves as a welcoming place for various populations. The Library, Trinity Lutheran Church, and Montgomery County Bible Fellowship Church are a few examples of where English as a Second Language (ESL) classes are taught. We also see diversity at new businesses, such as the brewery and performing arts venue that welcome and celebrate the LGBTQ+ community. We also see this in North Penn Commons, a new, vibrant public center designed for every generation to learn, volunteer and thrive together—socially, physically, intellectually, and spiritually. At North Penn Commons, community members have easy access to programs, services, and facilities that foster inter-generational connections and promote the health and wellness of every member of the North Penn community.



AT NORTH PENN COMMONS, INCLUSIVENESS IS EMPHASIZED, AND PEOPLE OF DIVERSE BACKGROUNDS LIVE, LEARN, DINE, WORK, WORKOUT, AND PLAY TOGETHER.

At this location, we might see someone using one of the publicly-accessible computers, younger generations leading physical fitness classes for the elderly, and those in need of social or medical services receiving them. We can see interaction, communication,

and understanding among different populations. The Borough supported the development of this facility through a streamlined development process and continues to support it by holding public events and activities there.

DIVERSITY AND EQUITY: KEY TERMS AND CONCEPTS

The following are concepts that can be examined and explored in a Diversity & Equity Plan [these particular concepts are excerpts from “Advancing Equity and Inclusion: A Guide for Municipalities,” 2015, City for All Women Initiative, Ottawa].

ASSUMPTIONS: Something we presuppose or take for granted without questioning. We accept these beliefs to be true and use them to interpret the world around us.

ACCESSIBILITY: Accessibility involves removing the barriers faced by individuals with a variety of disabilities (which can include, but is not limited to: physical, sensory, cognitive, learning, mental health) and the various barriers (including attitudinal and systemic) that impede an individual’s ability to participate in social, cultural, political, and economic life. Disabilities can be temporary or permanent. As we age our abilities change and therefore an accessible society is one designed to include everybody, both people with disabilities and people who self-identify as non-disabled.

ALLY: A person who supports an individual or group to be treated equitably and fairly. This often grows out of the self-awareness of inequities or privileges we have experienced. Action is taken individually or collectively to create conditions that enable everyone to have equal access to resources and benefits.

INCLUSION: Acknowledging and valuing people’s differences so as to enrich social planning, decision-making, and quality of life for everyone. In an inclusive municipality, we each have a sense of belonging, acceptance, and are recognized as valued and contributing members of society. Real inclusion takes place when those already included in the “mainstream” learn from those who are excluded and initiate change.

INTERSECTIONALITY: The intersection, or crossover, of our many identities affects how each of us experiences the municipality. These intersections occur within a context of connected systems and structures of power (e.g., laws, policies, state governments, other political and economic

unions, religious institutions, media).

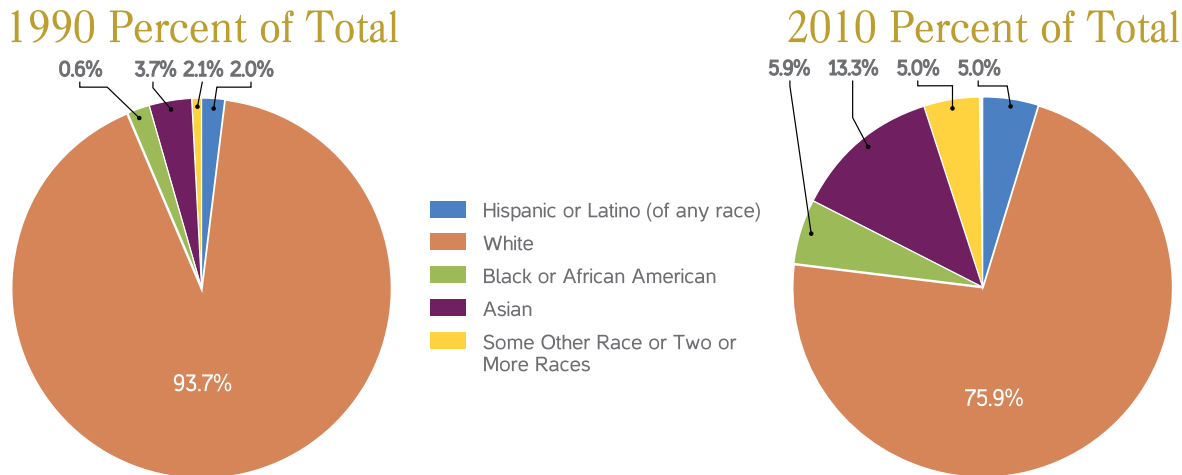
PRIVILEGE: The experience of freedoms, rights, benefits, advantages, access and/or opportunities afforded to members of a dominant group in a society or in a given context.

STAKEHOLDERS: Residents or groups who use, or are affected by, a municipality’s services, policies, and procedures.

STEREOTYPES: Assumptions that generalize how all people in a particular group are the same, without considering individual differences. Stereotypes are often based on misconceptions or incomplete information.

SYSTEMIC BARRIERS: Obstacles that exclude groups or communities of people from full participation in, and the benefits of, social, economic, and political life. They may be hidden or unintentional, but are built into the way society works. Existing policies, practices and procedures, as well as assumptions and stereotypes, reinforce them.

FIGURE 4.1 | RACE AND HISPANIC ORIGIN: 1990 & 2010



The Borough's *Lansdale2040: Comprehensive Plan* Task Force recognizes the opportunity to begin addressing diversity and inclusion¹ issues in Borough planning in a more intentional manner than had been done in the past. The task force formed a committee focused on diversity and inclusion. The initial goal was to broaden participation in the comprehensive planning effort. More fundamentally, the goal is for the plan to consider diversity and inclusion in a substantive way, and influence the way public policy in the Borough is undertaken so as to promote these concepts. The overriding goal is to ensure that no stakeholders² are excluded from Borough planning.

In the interest of broadening public participation in the comprehensive planning process, the Lansdale2040 Diversity Committee targeted a variety of populations by holding public events, and did this not in the traditional way of holding a formal weekday meeting at Borough Hall, but by holding public events at various locations in the community. For example, one event

FIGURE 4.2 | MAJOR ASIAN ETHNICITIES

ETHNICITY	2010
Asian Indian	757
Bangladeshi	524
Korean	260
Vietnamese	165
Chinese (except Taiwanese)	127
Cambodian	100
Other Asian, Not Specified	47
Filipino	46

FIGURE 4.3 | MAJOR LATINO ETHNICITIES

ETHNICITY	2010
Puerto Rican	253
Mexican	196

Source: Decennial Censuses

was held where the international and youth community is well represented (International Spring Fest) and one was held at North Penn Commons and the PEAK Senior Center. Another was held at Founder's Day. Targeted outreach was undertaken by hand delivering and emailing English and Spanish surveys to business, religious, and community leaders. The survey was translated into Spanish and surveys were distributed to locations likely to reach less affluent populations to promote more diverse socioeconomic participation (using the North Penn Commons lobby and the Lansdale public library). The Borough's communications resources and electric company bill mailing were used to achieve blanket coverage of the Borough, and invite as many people as possible to participate in the comprehensive survey.

¹ & ² See DIVERSITY AND EQUITY: KEY TERMS AND CONCEPTS, p. 2

The figure on the page to the right is a 2012 map of the diversity index of Lansdale and the surrounding area. The diversity index is devised to show how diverse the population of a geographic area is—specifically, as defined by ESRI, the Diversity Index is “the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups.” Census data shows that Lansdale includes more diverse areas than the surrounding townships. This is especially true in the northernmost corner between the SEPTA Doylestown line, the freight railroad line to Souderton, and Hatfield Township; and in the south central part of the Borough, between East Main Street and South Broad Street. There is also a relatively more diverse area bordering the eastern edge of Lansdale in neighboring Montgomery Township. Following are some, but not all, of the diversity indicators that Lansdale Borough needs to take into consideration when drafting, designing, communicating, and implementing policy changes. Inclusion efforts should consider, but are not limited to, identities including the following:

- Age
- Ethnicity
- Gender
- Socioeconomic status
- Residential/nonresidential status
- Sexual orientation
- Religious expression
- Level of ability or disability
- Neighborhood

When considering the numerous identities above, it is important to appreciate that each of us experiences the municipality in a different way, because we each have a combination of identities that intersect in a unique way (the concept of “intersectionality³”).

³ See DIVERSITY AND EQUITY: KEY TERMS AND CONCEPTS, p. 2

Racial and Ethnic

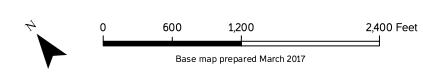
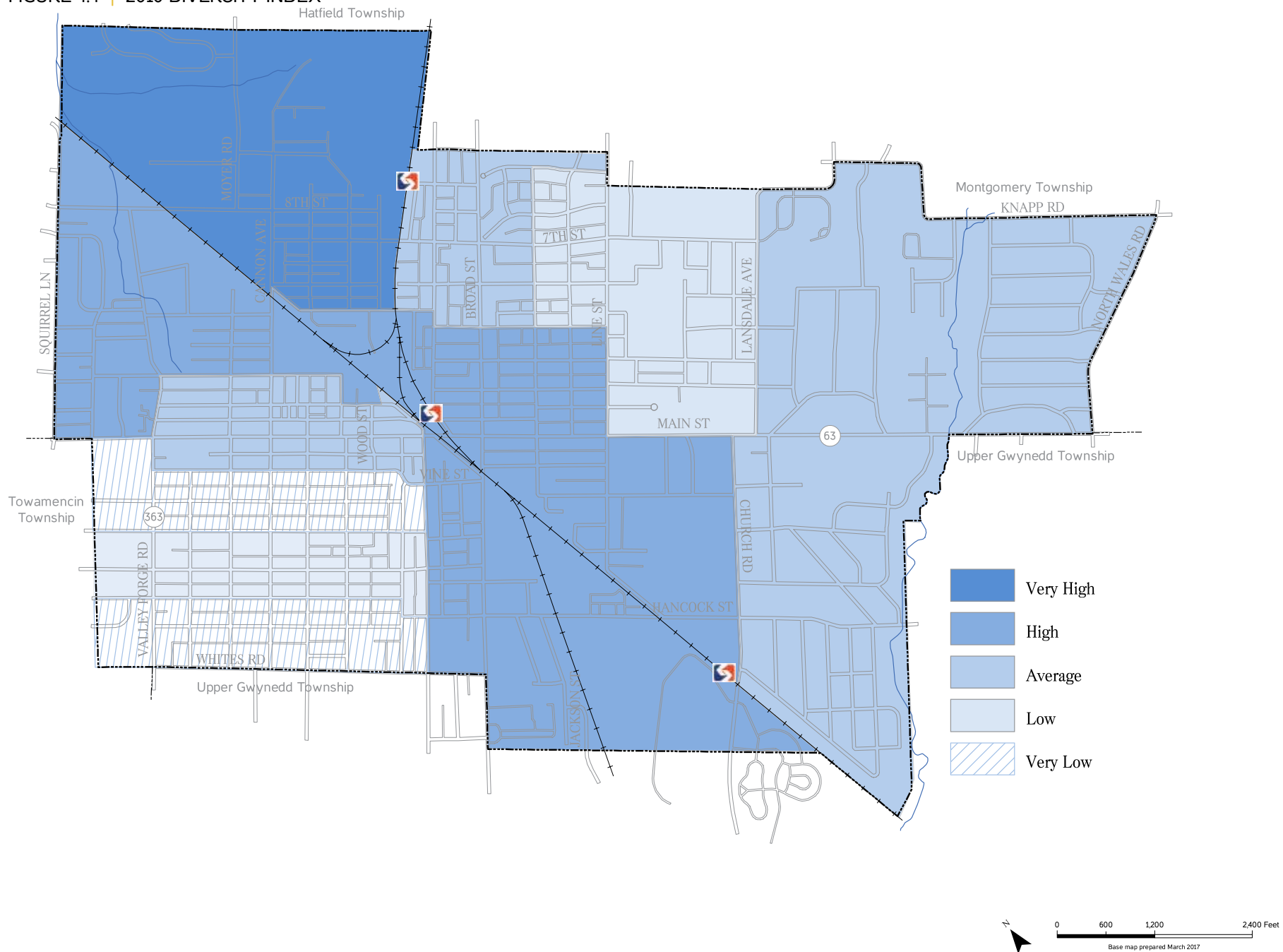
The Borough’s Asian-American, Latino, and African-American populations all increased steadily from 1990 to 2010: the Hispanic or Latino population grew from 2.0% to 5.0% of the Borough’s population, the Black or African-American grew from 2.1% to 5.9%, and the Asian population grew from 3.7% to 13.3%. According to the Decennial Census, Lansdale’s Asian population makes up double (13.3%) the share of the Borough’s population, compared to what it comprises (6.4%) of the Montgomery County population. Indeed, even within racial groupings, great diversity has developed. For example, within the Asian racial group in Lansdale, there are at least 100 people from each of six different Asian nations. As Lansdale Borough continues to attract people of all identities, its diversity is increasing and is manifesting itself in new, business, service, dining, and retail uses.

Consider:



INCLUSION EFFORTS NEED TO BE CONSIDERED FOR, BUT ARE NOT LIMITED TO THE IDENTITIES REPRESENTED IN THE GRAPHIC ABOVE.

FIGURE 4.4 | 2010 DIVERSITY INDEX

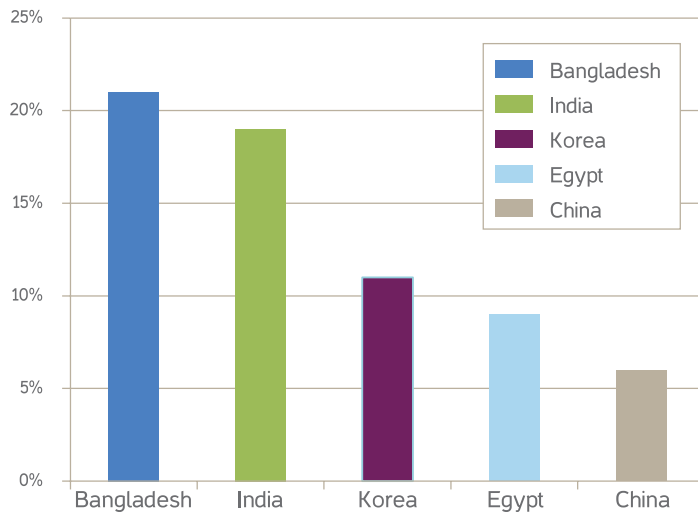


Linguistic

Linguistic diversity has grown recently in the Borough, particularly for Asians and Latinos. For example, in the North Penn School District, which Lansdale is a part of, 19% of District students have a primary home language other than English (within those 19%, see the wheel chart for a breakdown of the languages spoken). Although North Penn includes numerous other communities, we know from the Diversity Index and other data and anecdotal information that it is not unreasonable to assume that the Borough itself has at least a similar (if not higher) proportion of school age students who speak a language other than English at home.

Eight percent of North Penn students have a birth country other than the United States or its territories. For the distribution of country of birth, see the accompanying chart.

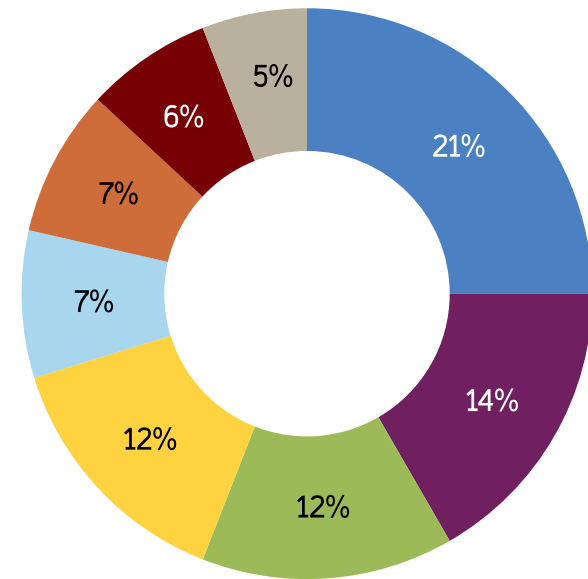
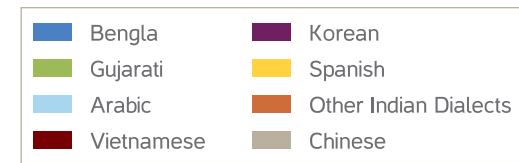
FIGURE 4.5 | COUNTRY OF BIRTH OF THOSE BORN OUTSIDE U.S. IN THE NORTH PENN SCHOOL DISTRICT



Source: North Penn School District, 2017.

Growth in linguistic diversity may be illustrated by increase in the number of businesses which provide services in selected foreign languages, as has occurred elsewhere in the county.

FIGURE 4.6 | LANGUAGES OTHER THAN ENGLISH SPOKEN AT HOME IN THE NORTH PENN SCHOOL DISTRICT



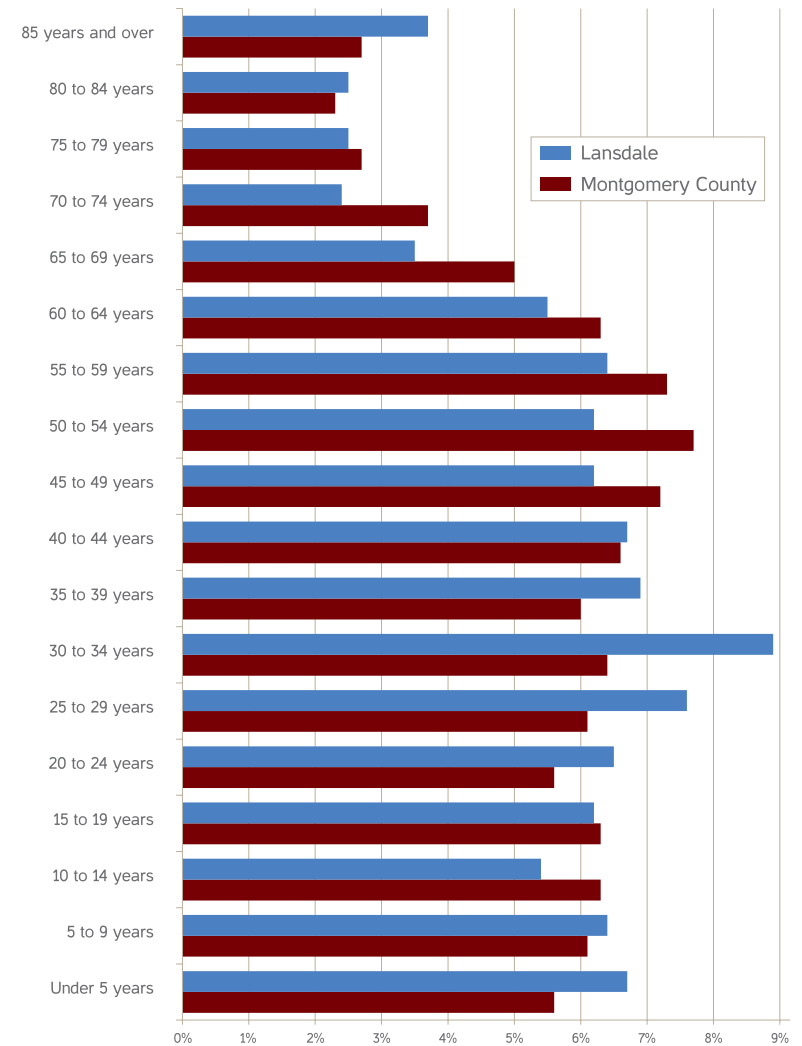
INDICATOR OF DIVERSITY, NORTH PENN SCHOOL DISTRICT: LANGUAGE SPOKEN AT HOME (IF OTHER THAN ENGLISH).

Age

The Borough is about as diverse as the county with respect to age group distribution [see chart from American Community Survey, 2012-2016]. Thus, planning for services will need to consider a variety of age-based interests and needs. For example, youth are driving the demand for a skateboarding park. Older people (with a declining number of drivers) may provide increased demand for transit, and young adults are likely contribute to the demand for nightlife.



FIGURE 4.7 | AGE DISTRIBUTION - LANSDALE VS. MONTCO



Religious Diversity

Lansdale is home to a variety of places of worship. Numerous congregations offer services in multiple languages, including but not limited to Spanish and American Sign Language. The diversity of religious congregations has been further enriched in recent years by the opening of mosques, as the growing south Asian population has brought with it religious traditions of its own.

Economic

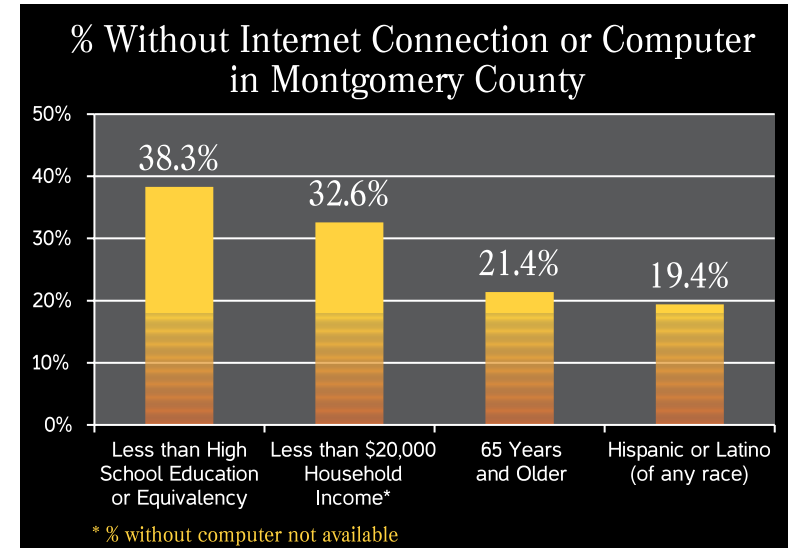
The Borough includes households with a range of incomes and standard of living. It is important to consider and plan for the needs of lower-income families. Within the Borough, there is housing that is affordable by Montgomery County standards. However, gentrification is always a potential threat in a revitalizing community such as Lansdale.

The goals and action steps listed below address encouraging household and community economic stability. That, in turn, might include communications strategies, coordinated with nonprofits and public agencies, to ensure that these households are informed about available financial or housing assistance programs. It might include preserving zoning that allows for a variety of housing unit types [see also *Housing chapter*] affordable to variety of populations.

Economic inclusion issues extend to access to healthy food; this includes planning for farmers' market and community gardens, and transit connections to nearby grocery stores.

Other Diversity

Ability/disability, gender, gender identity, sexual orientation, and neighborhood of residence are other important diversity and inclusion factors that need to be considered in planning and policy.



AMERICAN COMMUNITY SURVEY 2016, 1-YEAR SAMPLE.

The Borough has implemented numerous infrastructure and revitalization projects over recent years, promoting accessibility (and which are compliant with the Americans with Disability (ADA) Act). Lansdale now has a café and music venue catering to the LGBTQ+ community. Gender identity should be considered as part of Borough planning and policy. Gender identity should be considered when forming municipal commissions and task forces. The *Lansdale2040* Task Force has a relatively even gender composition, but traditionally, municipal commissions around Montgomery County have often been greatly overrepresented by men (the *Lansdale2040* survey showed that women in Lansdale are very interested in planning; 60% of the 600+ respondents were women). All neighborhoods should also be served equitably, so that one neighborhood isn't well served by parks or emergency services but others are not, for example. As the industrial area in the northernmost corner of the Borough redevelops, for example, planning for parks and public open space will be critical since that portion of the Borough has a low proportion of such land.

Goal (Top Priority): 4A-D (Priority Level 1). Following are the goals and actions steps for the Diversity & Inclusion Chapter. These include goals, action steps, and priority levels. Create an advisory Diversity & Inclusion Task Force to serve as a forum for issues and opportunities related to Lansdale’s richly diverse communities. The Task Force would advise on, and steward efforts that embrace and promote diversity in the Borough.

Action Step: 4A (Priority Level 1). Identify issues of concern to the Borough’s many intersecting identities, including systemic barriers⁵, and provide a forum for their discussion.

Action Step: 4B (Priority Level 1). Consider diversity among but not limited to the following: age, race, ethnicity, gender identity, socioeconomic status, religion or nonreligion, sexual orientation, physical ability, residents/ employees/ visitors to the Borough, and residents of various neighborhoods.

Action Step: 4D (Priority Level 1). Serve as advisor on and/or steward efforts to promote diversity on the goals listed below.

Goal: Nurture diversity, capitalizing on it to reinforce the Borough’s identity, and to strengthen its image and attractiveness to residents, employers, and visitors.

Goal: Analyze communications networks and channels used by all residents. Recognize that people use different ways of communicating, and connect with those networks to ensure communication reaches the most people .

Action Step: 4J (Priority Level 2). Identify community leaders. Partner with these leaders to establish and maintain “bridges” among communities to enlist their support in advancing the goals of this chapter.

Action Step: 4I (Priority Level 3). When conducting public outreach, and when updating communications strategies, strive to include communications networks used by all people in Lansdale Borough.

Goal: Identify issues that impact both the needs and opportunities for all Borough communities. Target systemic barriers, and ensure planning and policies address the concerns of all people comprising the Lansdale community, while giving those a voice in planning and policy formulation.

Action Step: 4C (Priority Level 1). Work to make the Borough’s commissions, task forces, and other appointed bodies more diverse, so they more closely represent the diversity of the Lansdale community.

Action Step: 4F (Priority Level 2). When recruiting, strive to include members that represent the increasingly diversifying Lansdale community

Action Step: 4G (Priority Level 2). Assess how equitable the Borough’s policies, programs, and procedures are, by considering their impact on all communities.

Diversity Committee



⁴ 4A, 4B, etc., correspond to the summary tables in Chapter 15

⁵ See DIVERSITY AND EQUITY: KEY TERMS AND CONCEPTS, p. 2

Action Step: 4H (Priority Level 2). Create a Diversity & Inclusion Plan that embraces diversity and inclusion more comprehensively.

- Would set goals for Borough policies, procedures, and practices.
- Would recommend ways to promote diversity.
- Would highlight major issues, challenges, and opportunities impacting all Borough residents.

Action Step: 4K (Priority Level 3). Have guest speakers make presentations on diversity issues to Borough staff.

Diversity Task Force

Develop a permanent task force to advise and steward efforts that embrace and promote diversity in the Lansdale community. This task force will partner with Borough staff to accomplish selected action areas, as well as respond and adapt to Borough needs that arise throughout the 2040 planning process.

Work to make Borough committees as diverse as the community

Make extensive public outreach routine

Create inclusive brand

Identify "bridges" -- leaders of diverse groups, and work with them to improve group communication with Borough

Once created, the Diversity & Inclusion Task Force would serve as a launchpad for additional action steps promoting diversity and inclusion.

One example of a diversity and inclusion plan is the Eugene, OR Diversity & Equity Strategic Plan (2009-2014): "Who We Are, How We Learn, How We Lead; How We Interact," [available at www.eugene-or.gov]. The City of Eugene has created a Diversity Advisory Council; the plan includes proposals for training staff in cultural and diversity issues and public outreach techniques. One of its goals is the attainment of diversity awards from national and regional organizations.

Performance Indicators

- Establishment of permanent Borough Diversity & Inclusion Task Force
- Creation of Diversity & Inclusion Plan

A few specific examples of how the Borough might implement planning for diversity and inclusion include:

Different Incomes, Different Generations. *Planning should continue to support a variety of housing which accommodates a variety of household sizes (large families, empty-nesters, Millennials, those aging-in-place).*

Different Languages. *Borough communications might routinely include translations, based on the most common languages of immigrant groups in the community.*

Anti-discrimination campaigns, such as “No Place for Hate” might be undertaken.



THE AMERICAN INSTITUTE OF CERTIFIED PLANNERS’ “PRINCIPLES TO WHICH WE ASPIRE” CLEARLY STATES THE IMPORTANCE OF RESPECTING DIVERSITY AND INCLUSION IN PLANNING EFFORTS. FOR EXAMPLE,

1.e. states: “We shall give people the opportunity to have a meaningful impact on the development of plans and programs that may affect them. Participation should be broad enough to include those who lack formal organization or influence.”

1.f. states: “We shall seek social justice by working to expand choice and opportunity for all persons, recognizing a special responsibility to plan for the needs of the disadvantaged and to promote racial and economic integration. We shall urge the alteration of policies, institutions, and decisions that oppose such needs.”

HOUSING



51 HOUSING TYPES

52 TENURE, VACANCY, & AFFORDABILITY

55 RECENT RESIDENTIAL DEVELOPMENT

58 ELDERLY HOUSING

59 BUILDOUT ANALYSIS

64 RECOMMENDATIONS

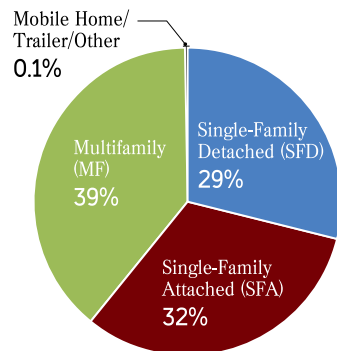


MIXED-USE (RESIDENTIAL OVER RETAIL) DOWNTOWN.

The Borough's housing policy has been to promote revitalization downtown and near train stations, while conserving the character of Lansdale's existing residential neighborhoods that are located further away from those locations. The assortment of housing types offered within the Borough, coupled with the close proximity to walkable, downtown amenities and transit access, makes Lansdale an attractive place to rent or purchase a home for a wide variety of families and individuals.

Lansdale's housing stock offers a diverse array of housing types, catering to the wide range of needs and preferences of individuals and families, young and old, throughout the Borough. In Montgomery County, single-family detached units make up the single most-common housing unit type by far (54% of all units). Lansdale has a more even distribution of single-family and multifamily housing, as shown in the "Housing Units by Type" chart.

Housing Units by Type



Source: 2012-2016 American Community Survey

Lansdale's housing stock offers detached single-family homes along quiet residential streets, as well as attached single-family homes scattered throughout the Borough. Multifamily condos and apartments tend to be concentrated closer to mixed-use and commercial areas and near the train station.



SILK FACTORY LOFTS (COMPLETED IN 2009) OFFERS 115 APARTMENTS.



ANDALE GREEN, IN DEVELOPMENT, CONTAINS 174 TOWNHOMES.



LANSDALE SEEKS TO PRESERVE THE CHARMING CHARACTER OF EXISTING RESIDENTIAL NEIGHBORHOODS.

High Demand for Homeownership and A Rise in Renters

The rise in the percentage of renters in the Borough and the recent increase in the development of rentable properties is generally consistent with county, state and national trends, and can be attributed to a multitude of factors, including those arising from the housing crisis, such as stricter loan standards for potential homeowners and rising foreclosure rates. The rise of renters, along with the uptick in development of multifamily housing, illustrates the increasing appeal of higher density, walkable Boroughs, such as Lansdale, which provide more flexible renting options for the workforce, and those not ready to settle down and purchase homes.

Although there has been a rise in the percentage of renters, the demand for single-family housing remains strong. Lansdale has maintained a low vacancy rate over the past two decades, with the homeowner vacancy rate hovering around 1%, illustrating the high demand for homeownership in the Borough.

It is likely that the rise in the percentage of renters between 2000 and 2016 can mostly be attributed to a shift in the regional population's preference to rent rather than own homes, and is less the result of a change in the availability of housing stock. This trend is illustrated by the fact that the percentage of renters grew during a period when fewer multifamily units were built (which tend to be rented) than single-family detached and single-family attached units (which tend to be owned).

FIGURE 5.1 | PERCENTAGE OF RENTER-OCCUPIED UNITS

NAME	2000	2010	2016
Lansdale	42.5%	44.1%	46.4%
MontCo	26.5%	26.9%	27.8%

Sources: 2000 and 2010 U.S. Census; 2012-2016 American Community Survey

FIGURE 5.2 | HOUSING UNITS BUILT 2000 - 2016

	SINGLE-FAMILY DETACHED	SINGLE-FAMILY ATTACHED	MULTIFAMILY
2000	5	0	31
2001	18	3	1
2002	1	3	0
2003	0	3	0
2004	0	0	0
2005	1	0	0
2006	2	0	0
2007	1	0	0
2008	0	0	0
2009	2	4	20
2010	2	0	24
2011	1	0	4
2012	0	30	0
2013	1	27	12
2014	1	0	0
2015	2	33	0
2016	3	23	60
Total	17	123	120

Sources: Montgomery County Board of Assessment Appeals; Montgomery County Planning Commission.

Your Dollar Goes Farther in Lansdale

Despite high demand for homeownership, as reflected in its low vacancy rate, Lansdale continues to offer relatively affordable home ownership opportunities compared to surrounding areas. In 2016, homes in Lansdale sold for a lower median price than in the county overall. This lower median price can be attributed to the smaller lot sizes of homes in the Borough and a smaller proportion of new



LANSDALES NEIGHBORHOODS OFFER A DIVERSE RANGE OF HOUSING TYPES.

FIGURE 5.3 | MEDIAN PRICE OF HOUSING UNITS

		LANSDALE		MONTCO
		Median Price	#Sold	Median Price
ALL UNITS	2014	\$195,000	168	\$269,900
	2015	\$218,500	223	\$270,350
	2016	\$215,000	222	\$278,500
SFD	2016 Median Price	\$255,550	84	\$330,000
SFA	2016 Median Price	\$186,500	132	\$225,000
MF	2016 Median Price	\$262,500	6	\$154,000

Sources: Montgomery County Planning Commission; Montgomery County Board of Assessment Appeals.
 SFD (Single-Family Detached) – Stand-alone dwelling units not attached to any other dwelling unit.
 SFA (Single-Family Attached) – Units including rowhomes, 3-4 unit homes, twins and townhouses, provided the units are attached to other units and are separated by one or more walls extending from ground to roof.
 MF (Multifamily) – Condominiums found in buildings having two or more units with entrances that share a common hallway.

FIGURE 5.4 | MEDIAN RENT

	2000	2010	2016
Lansdale	\$943	\$983	\$1,094
MontCo	\$1,062	\$1,124	\$1,181

Sources: 2000 U.S. Census; 2006-2010 ACS; 2012-2016 ACS.
 Note: Median rents are adjusted for inflation and are expressed in 2016 dollars.

homes. The median prices for single-family detached and attached homes in the Borough sold for significantly lower amounts than the corresponding County medians: -23% & -17%, respectively. Housing value data suggests that Lansdale is an attractive community for young adults, new parents, and first-time homebuyers.

Additionally, the Borough’s rental stock remains relatively affordable compared to surrounding areas. The median rent within the Borough is 7% lower than the county overall. The Borough is home to privately-owned apartment developments where rents have been reduced due to the use of federal subsidies and tax incentives. The privately-owned Oakwood Gardens apartment complex (48 units) receives federal subsidies through the Department of Housing and Urban Development (HUD) to reduce rent for low-income families and individuals. Additionally, Advanced Living Communities, located within North Penn Commons, contains 50 units where rents remain affordable due to the development’s attainment of over \$11 million of Low-Income Housing Tax Credits (LIHTC), awarded by the Pennsylvania Housing Finance Agency. *For additional information on North Penn Commons, see the section Housing for Aging Populations within this chapter.*

Lansdale has more than enough land zoned to adequately provide for what has become known as “fair share” housing types, as required by the Municipalities Planning Code. This includes various dwelling types, “all basic forms,” “single-family and two-family dwellings,” “a reasonable range of multifamily dwellings in various arrangements,” and mobile homes.

More Higher-Density Development in Select Areas

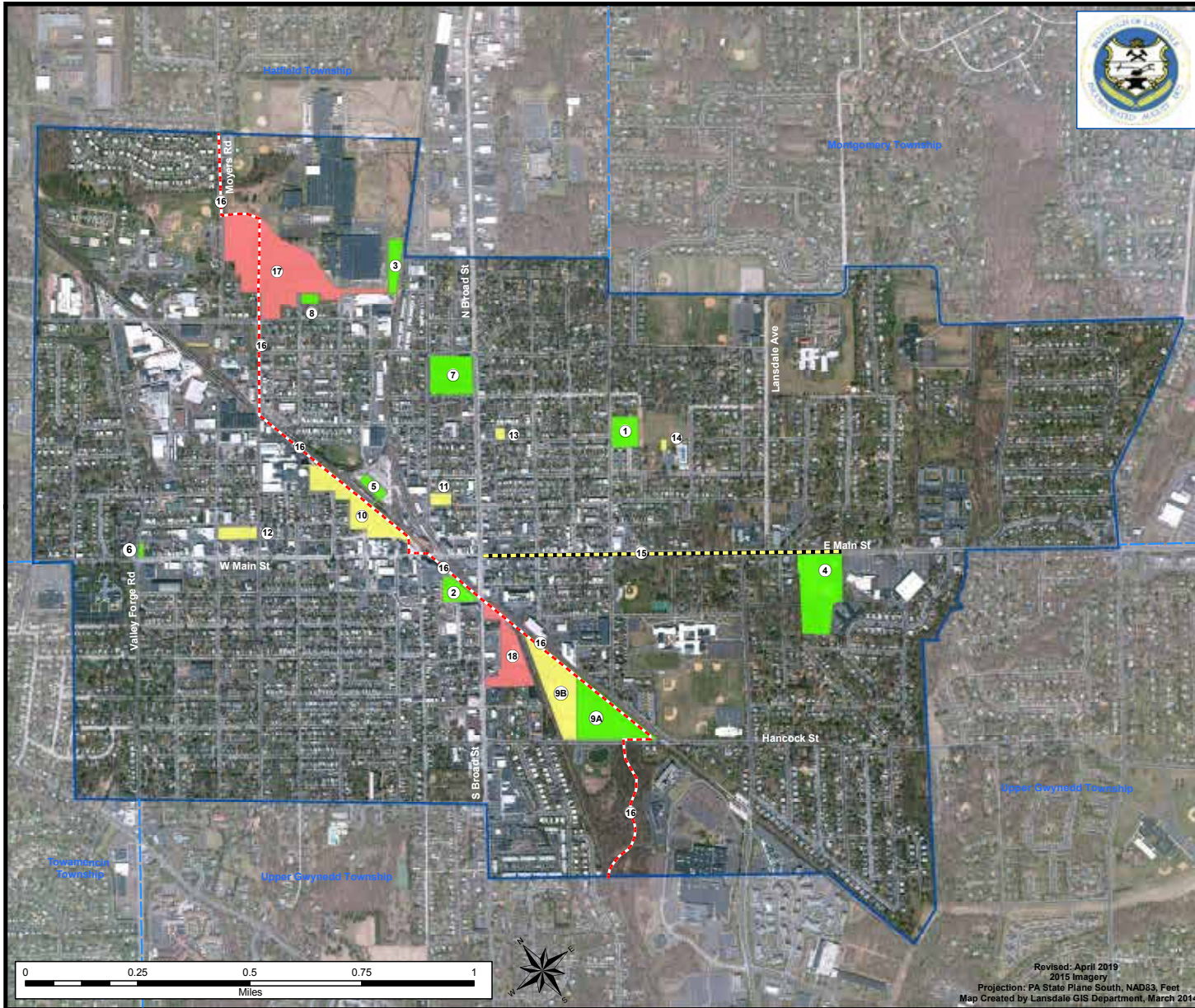
Although a lull in residential development predates the recession and housing crisis of the late 2000s, there has been a recent uptick in the development of single-family attached (SFA) and multifamily homes. Zoning changes in downtown Lansdale such as the TOD overlay as well as the Downtown Business Overlay District have enabled the development of numerous single-family attached and multifamily housing developments in the downtown area and close to the train station. This rise in the development of higher-density housing types reflects recent, post-recession, countywide trends of increased single-family attached and multifamily residential development and a slowing of single-family detached residential development.

Recently Completed Developments

Recently completed single-family attached developments include the 28 townhomes of Cannon Square, completed in 2011, and the 58 housing units comprised of townhomes and twins in Williamson Square, completed in 2015. Recently completed multifamily developments include the 45 condo units of Turbo Lofts (completed 2008), 115 apartments of Silk Factory Lofts (completed 2009) and the 60 units of senior and affordable independent living units for seniors at North Penn Commons (completed 2016). All of these developments were major redevelopments of whole or partial block sites, including former brownfields.



THE TURBO LOFTS (COMPLETED IN 2008) TRANSFORMED AN UNDERUSED INDUSTRIAL BUILDING INTO FORTY-FIVE CONDO UNITS.



Borough of Lansdale Land Development 2019

- 1 Williamson Square II: 437 N Line St**
 Developer: W.B. Homes
 Approved: 2014
 Product: 30 Twin Homes
- 2 Lansdale Borough Hall: 1 Vine St**
 Developer: Borough of Lansdale
 Approved: 2013
 Product: Municipal Complex
- 3 Septa 9th St Station: 141 W 9th St**
 Developer: Septa
 Approved: 2014
 Product: Platform Station
- 4 North Penn Commons: 606-608 E Main St**
 Developer: North Penn YMCA
 Approved: 2012
 Product: Mixed Use - 60 Apartments/ 23,000 SF Commercial
- 5 Septa Parking Garage: Lansdale Station**
 Developer: Septa
 Approved: 2014
 Product: Parking Garage: 681 Spaces
- 6 Unique Aid: 859-861 W Main St**
 Developer: Andlia L.L.C.
 Approved: 2012
 Product: Mixed Use - 3 Apartments / 13,000 SF Commercial
- 7 Elm Terrace Gardens: 660 N Broad St**
 Developer: Elm Terrace Gardens
 Approved: 2015
 Product: 44 Units
- 8 Temple Equity Partners, LLC: 815 N Towamencin Ave**
 Developer: TBD
 Approved: 2012
 Product: 5 Townhomes/ 1 Twin Home
- 9A Andale Green: 135 E Hancock St**
 Developer: Jim Moulton/ Ryan Homes
 Approved: 2012
 Product: 87 Townhomes (total) Phases 1 and 2
- 9B Andale Green: 135 E Hancock St**
 Developer: Jim Moulton/ Ryan Homes
 Approved: 2012
 Product: 87 Townhomes (total) Phases 3 and 4
- 10 Madison Lansdale Station: Madison St**
 Developer: Equus Partners
 Approved: 2017
 Product: Mixed Use: 181 Apartments; 23,000 SF Commercial
- 11 Walnut St Apartments: 43 W Third St**
 Developer: Bennett Properties LLC
 Approved: TBD: New Construction
 Product: 206 Dwelling Units
- 12 Penn Square: 20 N Cannon Ave**
 Developer: W.B. Homes
 Approved: 2017
 Product: 40 Townhomes
- 13 Timinski Subdivision: 22-24 Fairview Ave**
 Developer: Mark Timinski
 Approved: 2016
 Product: 5 Townhomes
- 14 Fourth St Skatepark: Fourth St Park**
 Developer: Borough of Lansdale
 Approved: 2018
 Product: Skatepark
- 15 Streetscape Project: - - - - -**
- 16 Liberty Bell Trail: - - - - -**
- 17 North Penn Park View: 1000 N Cannon Ave**
 Developer: TBD
 Approved: 2008/ Needs Current Review
 Product: 175 Townhomes
- 18 LUXOR at Lansdale: S Broad St**
 Developer: Westrum Development Company
 Approved: TBD
 Product: Approximately 200 Units

Completed Projects

Ongoing Projects

Future Projects



PENN SQUARE, LOCATED JUST OFF OF MAIN STREET, OFFERS FORTY TOWNHOMES.

Ongoing and Future Developments

Numerous multifamily and single-family attached developments concentrated in the downtown area are currently in the pipeline and are expected to be completed in the coming years. These developments focus higher densities within the downtown area and close to transit centers. Madison Lansdale Station Apartments, a mixed use development at the former Madison Ave Parking lot, will include 181 apartments with easy access to the Lansdale station. Other major developments include the 174 townhomes at Andale Green, which will have walkable access to Lansdale station via the Liberty Bell Trail; 40 townhomes at Penn Square; approximately 160 apartments at the proposed Luxor apartments; and over 200 apartments within the proposed Walnut Crossing development. Additionally, plans have been discussed for residential development at the former industrial site, the Olean Tile Factory.

Preserving Neighborhood Character and Supporting Aging In Place

Alongside zoning changes which have facilitated the development of denser housing types, Lansdale has taken regulatory measures to preserve the character of the existing single-family detached housing stock throughout the Borough. Within the zoning districts “Class B Residential” and “Class C Residential”, the conversion of single-family detached dwellings to other uses is not permitted, protecting the Borough’s traditional neighborhood character and single-family detached housing stock. Under current zoning restrictions, the single-family detached housing stock has continued to incrementally grow in the past two decades, though at a much slower rate than single-family attached and multifamily housing. In 2010, the Borough released the Residential Design Review Manual, which helps homeowners and builders more easily understand the required design standards, and the suggested guidelines, for new construction and major renovations.

The Borough recently received additions to its age-restricted housing stock, which will help it meet the needs of aging residents of the Borough. Constructed in 2016, North Penn Commons is a vibrant public center offering an array of services surrounding affordable senior housing, health, and nutrition. Within the site, Advanced Living Communities provides 60 affordable independent living units for seniors, who not only benefit from the location's walkable access to downtown and transit options, but also have easy access to the services provided by neighboring organizations located within the complex. For example, North Penn Commons also houses the PEAK Center, a senior center run by Greater Harleysville and North Penn Senior Services (GHNPS), as well as the headquarters for the nonprofit Manna on Main Street, which provides an abundance of social services. North Penn Commons also hosts the newly expanded Lansdale Area Family YMCA, which includes two pools, a gym, and space for childcare and family fitness programming.

Additionally, Elm Terrace Gardens, a continuing care retirement community, recently completed a 44-unit addition to its facility. Elm Terrace Gardens offers a variety of independent living arrangements with medical and nursing services, in addition to educational, social and recreational activities.

One of the challenges faced in towns throughout the nation is how to ensure that homes can flexibly adapt to the needs of aging populations to allow individuals to grow older at home with their families and loved ones. In order to accommodate this need, the Borough recently enacted legislation for accessory dwelling units, permitting suites with separate cooking facilities to be contained within, or attached to, the principal dwelling unit on a lot.

BUILT-OUT POTENTIAL ANALYSIS

According to the Delaware Valley Regional Planning Commission (DVRPC), Lansdale’s population is projected to increase by approximately 2,600 individuals between now and 2045, reaching 19,152 people total. In order to determine the relative capacity of Lansdale’s zoning districts to accommodate the increased development necessary to meet this population projection, a buildout analysis was conducted. In addition to analyzing the potential for undeveloped land throughout the Borough to host

future residential units, the buildout analyzed the potential future increase in residential units for two zoning districts that are generally built-out, but have zoning regulations which allow for the greatest increase in residential development. These are the Downtown Business Overlay District, adopted in 2009, and the Industrial District, which underwent a significant modification in 2015 that allowed unlotted multifamily development when constructed as part of a mixed-use development.

FIGURE 5.5 | CURRENT VS. FORECASTED POPULATION

2016 POPULATION	2045 POPULATION FORECAST
16,521	19,152

Sources: 2016 Census Population Estimate; DVRPC

FIGURE 5.6 | CURRENT POPULATION VS. TOTAL POPULATION WHICH CAN BE ACCOMMODATED UNDER EXISTING ZONING

ZONING DISTRICTS AND AREAS WITH MOST DEVELOPMENT POTENTIAL	CURRENT POPULATION	ADDITIONAL POPULATION WHICH CAN BE ACCOMMODATED UNDER EXISTING ZONING	TOTAL POPULATION WHICH CAN BE ACCOMMODATED UNDER EXISTING ZONING (CURRENT POPULATION AND ADDITIONAL POPULATION)
Undeveloped Land	0	825	825
Industrial District	780 ¹	9,305	10,085
Downtown Business Overlay	614 ¹	12,634	13,248
Lansdale Overall	16,521	22,764	39,285

Sources: Esri; Census Bureau; DVRPC

¹ This current population estimate is derived from ESRI [an international supplier of geographic information systems software]. ESRI takes Census data and uses a data allocation method to extrapolate data for custom areas.

Undeveloped Land

If all of the undeveloped land which can accommodate residential use is developed under current zoning, a total of 825 residents could live within this area. While this projection accounts for undeveloped land in all zoning districts, the only usable undeveloped parcels are within the Residential A, B and C Districts and the Business District.

Based on a comparison of minimum lot sizes to the available land, a total of 338 dwelling units could be accommodated on these parcels. It is assumed that single-family attached units will be developed within all the districts in order to show the maximum buildout possible under current zoning. Although the Business District allows apartments to be developed, single-family attached units were used for this projection because the amount of developable land was so small that the difference is negligible. As noted above, DVRPC's future population projection for Lansdale in 2045 estimates that 2,600 more

people will reside in the Borough (a total of 19,152 people). Currently, undeveloped land alone cannot accommodate the additional growth anticipated by DVRPC's estimates. The Borough will also need to become more densely populated within already developed areas.



MADISON LANSDALE STATION APARTMENTS, SHOWN ABOVE, WILL ACCOMMODATE 181 APARTMENTS AND 15,000 SQ. FT. OF RETAIL SPACE.

Assumptions:

- The parcel for Andale Green will accommodate 174 units, as planned, and not the maximum number of units possible
- Average Household Size of multifamily units is 1.64 Individuals, based on MCPC Analysis and 2010 Census Data

Downtown Business District Overlay

If we assume that the Downtown Business Overlay District is developed to the highest density permitted by zoning, the area, which currently contains an estimated 614 residents, could accommodate a total population of 13,248 people. This assumes that existing development is two stories, and additional development would add four new stories, for a total of six stories. The density was calculated based on a maximum height of eighty-five feet (based on attaining zoning bonuses), and in part on Walnut Crossing, an existing development proposal for the Downtown Business Overlay District. The projection also assumes that parking needs would be accommodated similar to the way parking would be addressed by Walnut Crossing (in which a portion of built space is allocated to structured parking, and other parking is provided on-street).

It should be emphasized that it is highly unlikely that in the year 2045 Lansdale's population in the Downtown Business District Overlay will reach anywhere near the amount that can be ultimately accommodated under existing zoning regulations (the zoning district can accommodate over 12,600 additional people), since DVRPC forecasts that the entire Borough will only grow by approximately 2,600 people, and infrastructure would limit such explosive growth. Therefore, zoning for the Downtown Business Overlay alone easily accommodates the Borough's forecast population growth of 2,600 people by 2045.

Downtown Business Overlay: 79.8 Acres

Maximum height in DB Overlay: 85 feet (*with attainment of zoning bonuses*)

Assumptions:

- Density: High (based in part on an approved conditional use plan for a mid-rise apartment development with structured parking in the Downtown Business Overlay).
- New development would be six stories in height.
- The first 2 stories would consist of nonresidential development and parking; floors 3 through 6 would be residential.
- Some parking would be shared, on-street, or in municipal lots.
- Average Household Size of multifamily units is 1.64 Individuals, based on MCPC Analysis and 2010 Census Data.

Industrial District

If we assume that the Industrial District is developed to the highest density permitted by zoning by the year 2045, the area, which currently contains an estimated 780 residents according to ESRI, could accommodate a total population of 10,085 people. This assumes that the density would be 15 dwelling units per acre, and that 20% of units would be in high-rise buildings, 20% of units would be in midrise buildings, and 60% of units would be in townhomes or stacked townhomes. The projection also assumes that 20% of the site would be allocated for roads and residual land, 40% is allocated for buildings and required equivalent lot area, and 40% of the site is allocated for parking (a combination of structured, on-street, and on-lot). Thus, zoning for the Industrial District alone, like the Downtown Business Overlay, could easily accommodate the Borough's forecast population growth of 2,600 people by 2045.

Developable Land for Housing In Industrial District: 343.0 Acres

Density: 15 Dwelling Units (DU)/Acre

As with the Downtown Business Overlay District Buildout Analysis, it should be noted that although the analysis above explains the large growth in population allowed by zoning, in reality population growth would be more limited—not only by demographic factors, but also by limits placed on growth by existing infrastructure (such as utilities and transportation).

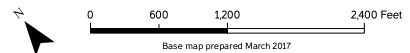
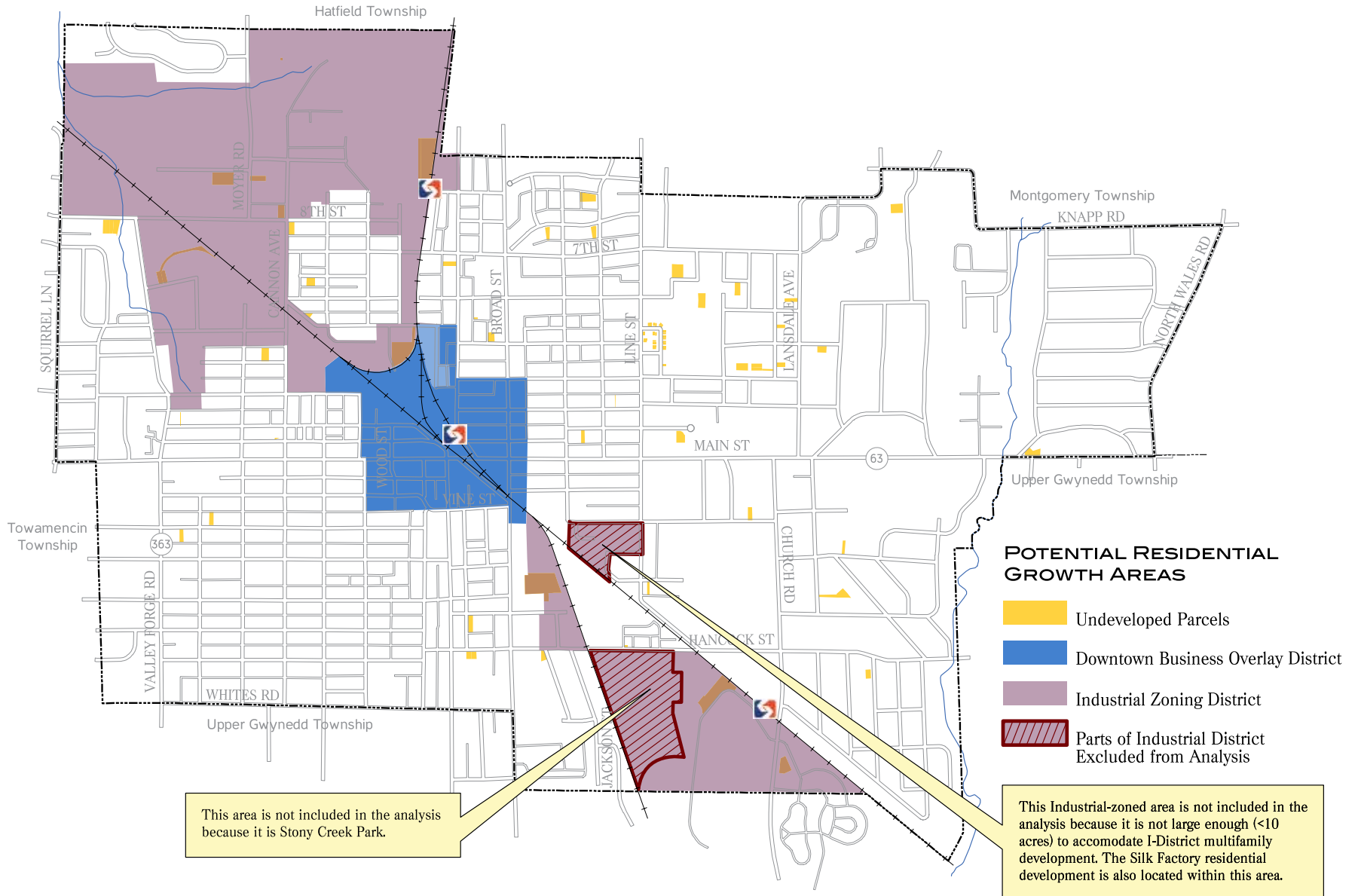
Assumptions:

- Density: 15 DU/Acre
 - 20% of units in a high-rise building(s)
 - 20% of units in a midrise building(s)
 - 60% of units are townhomes or stacked townhomes
- 20% of the site is allocated for roads and residual land
- 40% of the site is allocated for buildings and required equivalent lot area
- 40% of the site is allocated for parking (some parking may be structured, on-street or on-lot)
- Average Household Size of multifamily units is 1.64 Individuals, and of townhomes is 2.44 Individuals, based on MCPC Analysis and 2010 Census Data



THE INDUSTRIAL DISTRICT ALLOWS UNLOTTED MULTIFAMILY DEVELOPMENT WHEN CONSTRUCTED AS PART OF A MIXED-USE DEVELOPMENT.

FIGURE 5.7 | RESIDENTIAL BUILDOUT ANALYSIS STUDY AREAS



- **5A (Priority Level 1). Improve Design, Mixed-Use and Transit-Oriented Provisions of Unlotted Residential Development in Industrial District:** While Lansdale’s zoning allows unlotted multifamily development in Industrial Districts, under specific conditions, to encourage revitalization and residential growth, the zoning would benefit from stricter and more detailed design standards which will guide the overall character and layout of the unlotted development.
- **5B (Priority Level 1). Modify Zoning to Create a More Gradual Hierarchy From High-Density/High-Intensity to Low-Density Zoning Districts:** The Borough will explore modifying its zoning to create a more gradual hierarchy from high to low density zoning districts (see the Future Land Use Chapter recommendations). This will prevent incompatible land uses next to one another and will help preserve the character of lower density neighborhoods.
- **5C (Priority Level 2). Improve Communication of Code Enforcement Policies and Procedures and Code Updates to Non- or Limited-English Speaking Populations:** When enforcing and updating code policies and procedures, the Borough will consider the impacts on diverse populations. The Borough will also continue to refine the communication tools and strategies needed to clearly convey code updates to non- or limited-English speaking households.
- **5D (Priority Level 3). Ensure Zoning Continues to Allow for Wide Variety of Dwelling Types:** In addition to meeting fair share requirements, the Borough shall continue to provide a wide variety of dwelling types for diverse population groups. Communities such as Lansdale often find that their successful revitalization can lead to gentrification. It is important to make sure that housing costs and the distribution of housing types in Lansdale do not preclude groups from being able to afford living in the Borough. The Borough should work to ensure that regulations don’t lead to housing that is unaffordable, which can be a negative

consequence of overly strict design standards or disproportionate development of a certain housing type.



ACCESSORY DWELLING UNITS PROVIDE AN AFFORDABLE ALTERNATIVE FOR SENIOR HOUSING AND SUPPORT AGING IN PLACE.

- **5E (Priority Level 3). Allow Detached Accessory Dwelling Units (ADUs):** While the Borough recently adopted an ordinance allowing Accessory Dwelling Units within or attached to Single-Family Detached homes, we recommend that the Borough revisit this ordinance to consider allowing ADUs to be detached from single-family homes as well, provided that there are adequate provisions to ensure that the ADU fits well into the surrounding neighborhood (adequate lot size, setbacks and screening would be required). Typically, municipal ordinances that permit ADUs provide for detached ADUs. This action would further support the creation of housing for senior populations and allow more flexible options for aging in place.

Performance Indicators

- A substantial percent of new residential development consists of:
 - Redeveloped brownfields and other site reuse.
 - Transit-Oriented Development (by proximity to transit and development design).
- Zoning revisions create more gradual hierarchy of residential densities.

¹ 5A, 5B, etc., correspond to the summary tables in Chapter 15.

PARKS, OPEN SPACE, & TRAILS



67 INTRODUCTION

68 EXISTING SYSTEMS

73 ONGOING PROJECTS

77 RECOMMENDATIONS



This chapter provides an overview of the existing system of parks, open space, and trails and plans for the future. The chapter addresses the following topics:

- Provide a concise summary of two past plans addressing parks, open space, and trails in Lansdale: the 2006 Comprehensive Plan pa-lansdaleborough.civicplus.com/documentcenter/view/201 (see Chapter 10: Open Space) and the 2005 Open

Space Plan www.montcopa.org/DocumentCenter/View/2094.

- Discuss how parks and open space function in the Borough, and what type of ownership (public or non-public) applies to each.
- Review ongoing park and trail projects.
- Make recommendations for improvements to the existing parks, open space, and trail network.

DEFINITIONS

Open Space. Public or private lands designated for the use and enjoyment of residents of a development and/or the general public, incorporating natural features such as woodlands, streams, or meadows, and including state, county or Lansdale Borough parks, trails, and other recreational facilities. Also includes Common Open Space as defined below, and other private lands which are available for the use of Lansdale Borough residents (i.e., through access easements).

Common Open Space. Open space consisting of a parcel or parcels of land, an area of water or a combination of land and water within a development site designed and intended for the use and enjoyment of Lansdale Borough residents or occupants of the development or community or for the protection of natural or historic resources, not including streets, off-street parking areas, and areas set aside for public facilities. Common open space shall not be part of individual residential lots, and shall be substantially free of structures but may contain recreational facilities (including tennis courts, playgrounds, golf courses, swimming pools or other like uses) for park users or historic buildings as are shown in the approved development plan.

Active Recreation refers to athletic activities and exercise, including but not limited to organized sports.

Passive Recreation refers to leisure activities of a more relaxing nature, such as picnicking, photography, bird watching, socializing, or sitting. Walking and hiking are sometimes considered passive recreation.



FOURTH STREET POOL



ARTS FESTIVAL, MEMORIAL PARK

Parks, Open Space, and Trails

The Lansdale parks, open space, and trails system is extensive and serves as a tremendous amenity for residents of and visitors to the Borough. This section of the chapter reviews the existing parks, passive open space areas, and trails found in the Borough today (in addition to White’s Road Park, which is owned by the Borough but located just outside its border in Upper Gwynedd).

Parks and open space in the Borough can be categorized by ownership: public, private, or school/institutional. See Figure 6.1: Public Open Space, Figure 6.3: Private Open Space, and Figure 6.4: School Open Space.

They can be categorized by function. Functionally, “community parks” is the term sometimes used to describe larger parks (perhaps those at least five acres in size in the Borough, see Figure 6.1: Public Open Space) serving wider areas, and typically having a variety of activity areas and amenities, with sports facilities. “Neighborhood parks” is the term used for smaller parks that are visited most by those living or working in the immediate neighborhood. Neighborhood parks might have a playground, benches, a short path, and/or landscaping; these are sometimes called “pocket parks”.

Parks and open space can also be categorized by the type of recreation they support: active or passive. See Figure 6.1: Public Open Space, Figure 6.3: Private Open Space, and Figure 6.4: School Open Space.

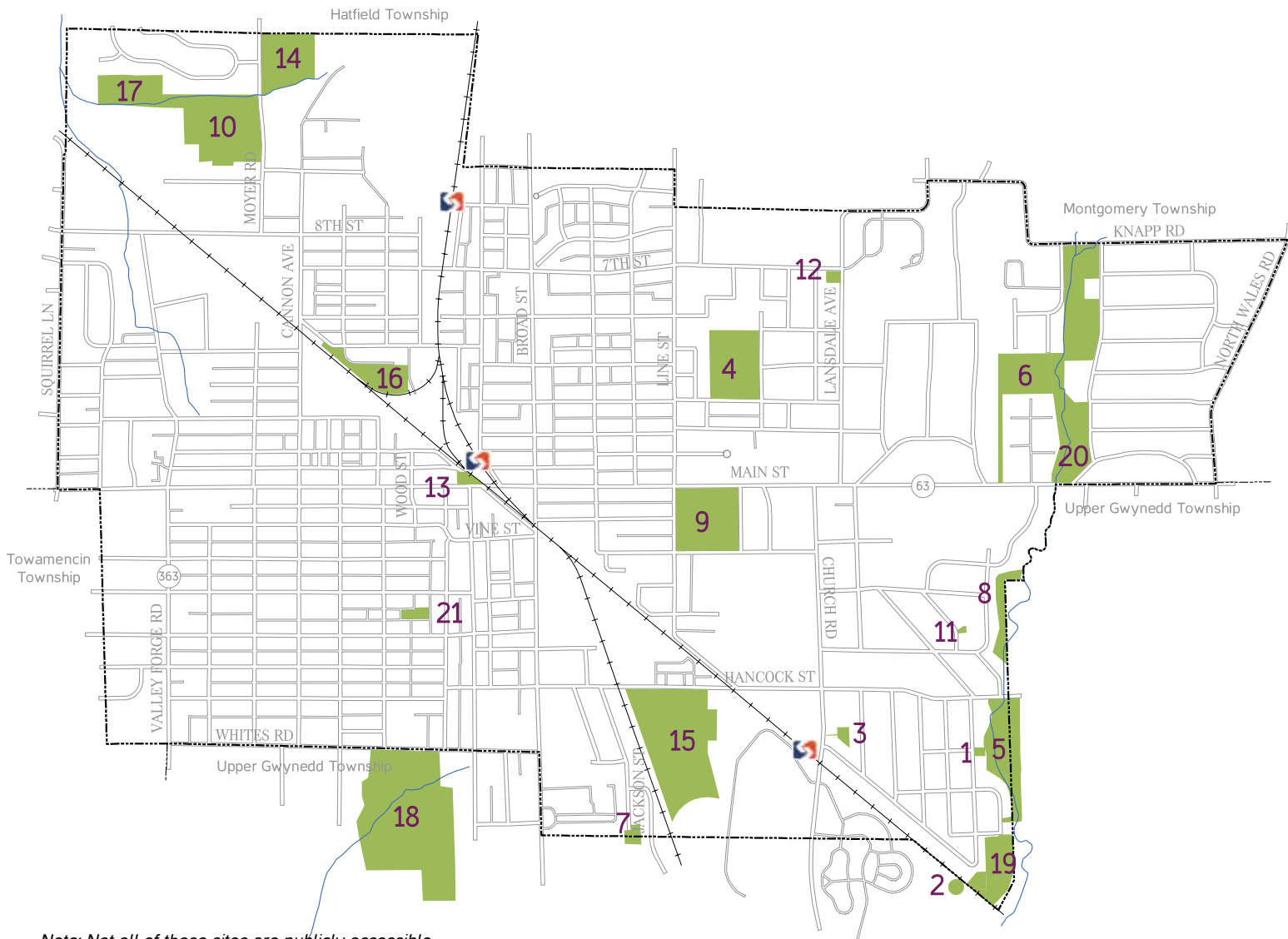
FIGURE 6.1 | PUBLIC OPEN SPACE

NAME	CLASS	ACREAGE*	LOCATION	RECREATION TYPE
White’s Road Park	Community	33.3	Whites Road	Active
Moyer’s Road Park	Community	20.9	Moyer Road	Active
Stony Creek Park	Community	19.9	Hancock Street	Passive
Wissahickon Valley Park	Neighborhood	18.0	Norway Drive	Passive
Schweiker Park	Community	12.5	Moyer Road	Active
Fourth Street Park	Community	11.6	4th Street	Active
Memorial Park	Community	11.1	Main Street	Active
Hidden Valley Park	Neighborhood	8.7	Main Street	Passive
West Fifth Street Park	Neighborhood	5.9	West 5th Street	Active
Hancock Street Park	Neighborhood	5.5	Hancock Street	Passive
Willow Street Park	Neighborhood	2.2	Willow Street	Passive
Cherry Street/ Pennbrook Avenue Park	Neighborhood	0.9	Cherry Street	Passive
York & Susquehanna Park	Neighborhood	0.9	York Avenue	Active
Jackson Street Park	Neighborhood	0.5	Jackson Street	Passive
Church Road Park	Neighborhood	0.5	Church Road & Cherry Street	Passive
Railroad Plaza	Neighborhood	0.4	Main Street	Active **
Laurel Lane Park	Neighborhood	0.3	Laurel Lane.	Passive
Wedgewood Park	Neighborhood	9.5	Tremont Drive	Active
Total Acreage	–	153.2		

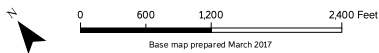
* Acreage includes full open space property, not just areas used for recreation.

** Listed as “Passive” in 2006 Comp Plan.

FIGURE 6.2 | PARKS, RECREATION, AND OPEN SPACES



Note: Not all of these sites are publicly accessible.



MAP #	SITE
1	Adams Avenue Park
2	Cherry Street & Pennbook Avenue Park
3	Church Road Park
4	Fourth Street Park & Pool
5	Hancock Street Park
6	Hidden Valley Park
7	Jackson Street Park
8	Laurel Lane Park
9	Memorial Park
10	Moyer's Road Park
11	Note 1
12	Parks & Recreation Office
13	Railroad Plaza
14	Schweiker Park
15	Stony Creek Park
16	West Fifth Street Park
17	Wedgewood Park
18	White's Road Park
19	Willow Street Park
20	Wissahickon Park
21	York & Susquehanna Park

Note 1: This tiny site at Laurel & Oakland does not appear on some Borough maps.

Parks and Open Space by Category

Community Parks are larger and serve a wider area. They usually include a strong active recreation element (such as sports fields or swimming pools). These parks can draw visitors from Lansdale and surrounding townships for concerts, community events such as Founder’s Day, concerts and arts festivals, swimming, and sports leagues.

A few examples include:

- Memorial Park, which includes lighted tennis courts and baseball field with grandstand;



CENTRALLY-LOCATED MEMORIAL PARK OFFERS ACTIVE RECREATION OPPORTUNITIES.

FIGURE 6.3 | PRIVATE OPEN SPACE

NAME	ACREAGE	LOCATION	RECREATION TYPE
St. Mary’s Manor	27.9	Lansdale Avenue	Passive
North Penn Educational Center	5.2	Hancock Street	Active
Park Side	2.1	Willow & Clay Avenues	Passive
Landacq Associates	0.8	Mitchell Avenue & 7th Street	Passive
Bloomberg Property	0.3	Broad & 9th Streets	Passive
Total Acreage	36.3		

FIGURE 6.4 | SCHOOL OPEN SPACE

NAME	ACREAGE	LOCATION	RECREATION TYPE
Penndale Middle	35.5	Penn Street	Active
Knapp Elementary	20.0	Knapp Road	Active
Lansdale Catholic	19.6	7th Street	Active
York Avenue Elementary	2.2	York Avenue	Active
Total Acreage	77.3		

- Fourth Street Park, which includes a basketball court, tennis court, swimming pool, T-ball fields and open space; and
- White’s Road Park, which includes a band shell, amphitheater, swimming pool, tot lot, picnic area, tennis court, basketball court, and open space.

Neighborhood Parks tend to be smaller, serving local neighborhoods (the smallest of these may be referred to as “pocket parks”). Their small size allows them to bring greenery and park land to neighborhoods farther from larger, community parks. These parks often include a small number of amenities such as playgrounds and benches, walking paths, shade trees, and landscaping; they are typically too small for a significant active recreation component, and rather can be categorized as having a passive recreation role.

Natural Areas exist along the Wissahickon Creek and portions of White’s Road and Stony Creek Park. Natural areas in the Borough (and in portions of White’s Road Park) are generally undeveloped areas where natural resource conservation and passive recreation in the form of trails are primary features. The parks along the Wissahickon Creek are part of the Wissahickon Green Ribbon Preserve [see page 10-6 of 2006 Comprehensive Plan, <https://pa-lansdaleborough.civicplus.com/documentcenter/view/201>], a combination of public open space, private institutional lands, and trail access easements that together form a greenway helping to conserve the Wissahickon Creek and the adjacent riparian corridor. Over time, the County’s Wissahickon Trail has been extended west from the Philadelphia boundary near Morris Arboretum to a point west of North Wales Borough.

Park Access

No matter where someone lives, works, or visits in the Borough, a park or open space area is located within a short walking distance. As shown on Figure 6.5: Park Accessibility, most of the Borough is located within a ten minute walk of a major park (a park having large area or many amenities), within a five minute walk of a minor park (a smaller park, or one with a few amenities), or both (the walking distance shown on the map was calculated based on walking distance using street side sidewalks).

Nonetheless, there are areas in the Borough that would benefit from additional access to parks or open space because currently they are located more than ten minutes walk from a community park and more than five minutes walk from a neighborhood park. These include:

- The area bounded by the freight railroad to Souderton, the municipal boundary with Towamencin, Mt. Vernon Street and Cannon Avenue,
- The area near the 9th Street SEPTA Station between Maple Avenue and Ridge Street,
- A small residential area which includes Greenwood, Frederick, and Clear Spring Roads, where park accessibility could be improved by adding pedestrian connections to Hidden Valley and Wissahickon Valley Parks.

Existing Trails

The Borough has constructed trails within numerous parks, including Wissahickon Valley Park, Stony Creek Park, White's Road Park, Hancock Street Park, and Memorial Park. This section runs south from Main Street to Hancock Street, along the railroad line. For future plans for this trail's extension, see the "Planned Trails" section of this chapter.

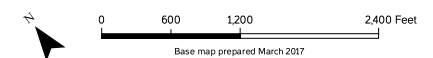
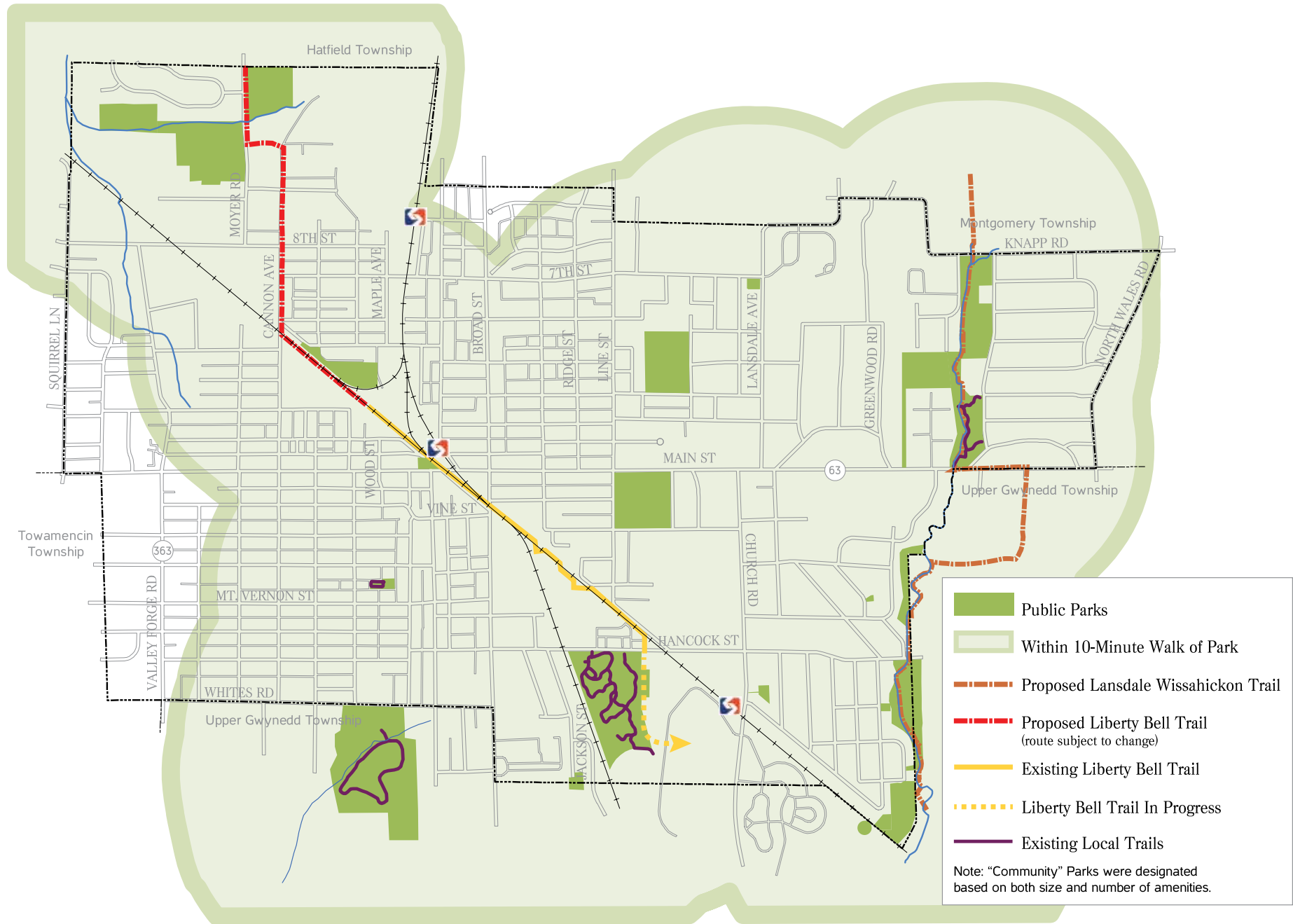


STONY CREEK PARK OFFERS ACTIVE AND PASSIVE RECREATIONAL OPPORTUNITIES.



TRAIL IN WISSAHICKON VALLEY PARK.

FIGURE 6.5 | PROXIMITY TO PARKS



Liberty Bell Trail

Planned to roughly follow the old trolley line of the same name, the Liberty Bell Trail will eventually span from Norristown to Quakertown. From 2017 through 2019, the Borough opened a 2/3-mile section of the trail. The Lansdale segment of this trail has been in planning for many years, and is now in varying stages of design, funding, and construction. To see how this trail fits into the County trail system, see Figure 6.7: Montgomery County Primary Trail Network, below. The Liberty Bell Trail is also part of “The Circuit”, a planned 800+ mile trail system throughout the Philadelphia metropolitan area, of which more than 320 miles have already been built [see Figure 6.6: “The Circuit” trail system, Lansdale vicinity <https://circuittrails.org>.]

- The segment spanning from the northern edge of the Madison Lot development to the connection with Hatfield Township received TCDI funding to fully study and design the future alignment by the end of 2017.
- Running south, the segment along the railroad adjacent to the Madison Lot redevelopment down to Main Street was constructed by the Madison Lot developer, Equus Capital Partners.
- Below Main Street, through funding from the Transportation Alternatives Program (TAP) and other funding from DVRPC, the Borough completed design and construction of the portion running south along the rail line down to the Andale Green

FIGURE 6.6 | “THE CIRCUIT” TRAIL SYSTEM, LANSDALE VICINITY



townhouse development that is currently being constructed above Hancock Street.

- In 2019, the trail adjacent to the Andale Green development was opened. At Hancock Street, rapid flashing beacons at the street crossing were installed.
- The Borough will then continue the last leg of the trail through Stony Creek Park to Lower Gwynedd Township at a future date, which will be funded by DCNR’s Community Conservation Partnerships Program (C2P2).

White's Road Park

There are plans to improve the playground area at White's Road Park, including separating the area into two age-appropriate play areas. Funding for this project is currently being sought by the Borough. Another proposal being evaluated for the site is a riparian buffer planting project. Lansdale and Upper Gwynedd have coordinated the provision of a trail providing access from the new Gwynedd Ridge residential development in Upper Gwynedd into the park.

Fourth Street Skate Park

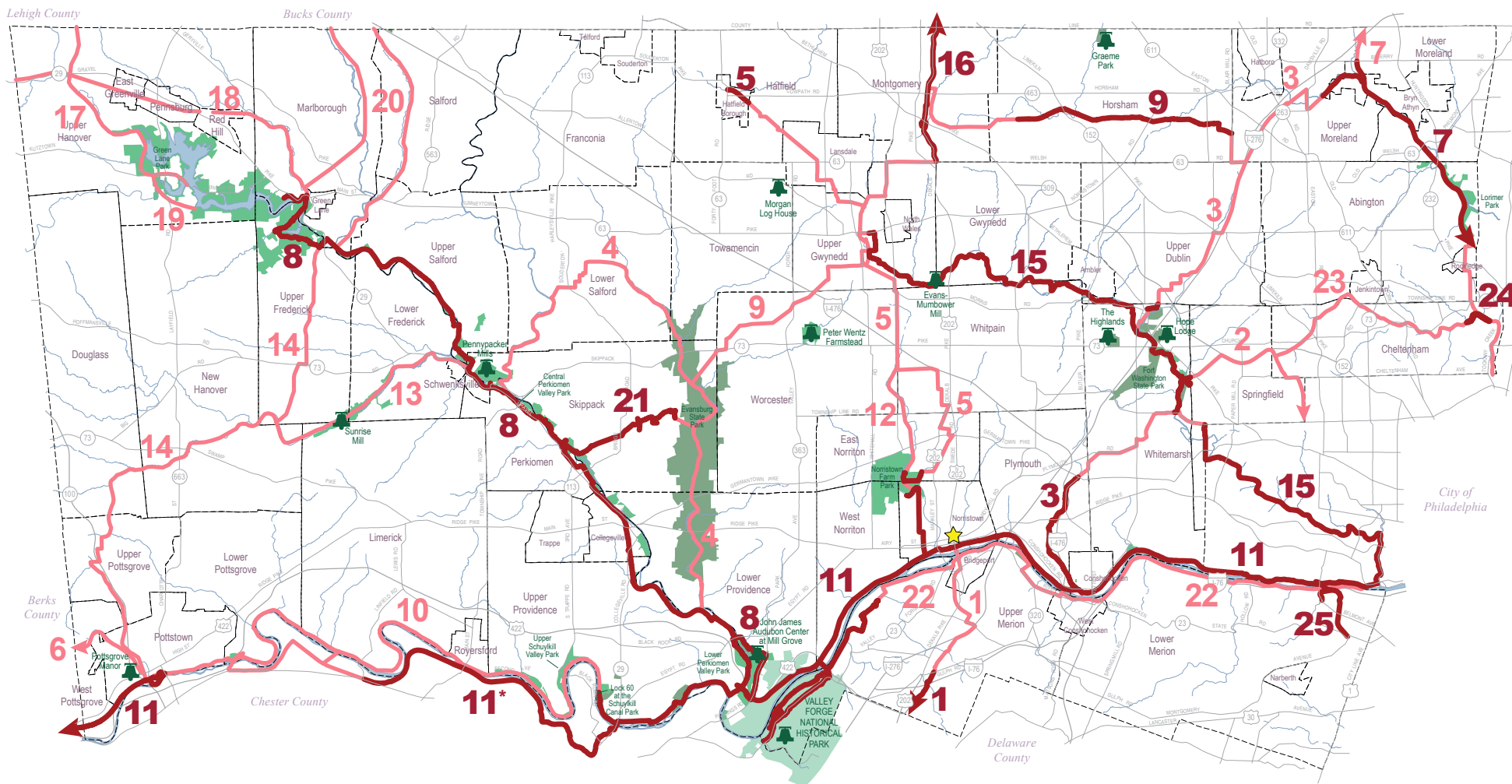
The Borough plans to complete the construction of a skate park

within Fourth Street Park in the near future. The skate park will be constructed in what was previously the grassy, open space area adjacent to the parking lot. To blend in with the park's existing amenities, which include a swimming pool, a basketball court, a tot lot, and a tennis court, the skate park's proposed layout includes elaborate landscaping, with an earthen berm and flowering trees. The site's plans also incorporate stormwater management features, including a rain garden and a stormwater detention area adjacent to skate park. The development of the Fourth Street Skate Park will be funded in part by a grant from DCNR and matched by the Borough's Parking Authority and capital reserve funds.



FOURTH STREET SHATE PARK PRELIMINARY DESIGN (EXTENSIVE LANDSCAPING IS PLANNED).

FIGURE 6.7 | MONTGOMERY COUNTY PRIMARY TRAIL NETWORK



- Completed Trail
 - Proposed Trail
 - ★ Freight Station
 - County-Owned Land
 - State-Owned Land
 - Valley Forge National Historical Park
 - 🌲 Historic Sites
- | | | |
|---|--|---|
| <ul style="list-style-type: none"> 1. Chester Valley Trail 2. Cresheim Trail 3. Cross County Trail 4. Evansburg Trail 5. Liberty Bell Trail 6. Manatawny Trail 7. Pennypack Trail 8. Perkiomen Trail 9. Power Line Trail | <ul style="list-style-type: none"> 10. Schuylkill East Trail 11. Schuylkill River Trail 11*. Schuylkill River Trail (Chester County) 12. Stony Creek Trail 13. Sunrise Trail 14. West County Trail 15. Wissahickon Green Ribbon Trail 16. 202 Trail 17. Mill Hill Trail | <ul style="list-style-type: none"> 18. Perkiomen Trail Extension 19. Green Lane Park 20. Highlands Trail 21. Skippack Trail 22. Schuylkill West Trail 23. Tookany Creek Trail 24. Rockledge Trail 25. Cwynyd Heritage Trail |
|---|--|---|

Montgomery County Planning Commission
 P.O. Box 311, Norristown, PA 19404-0311
 (p) 610.278.3722 • (f) 610.278.3941
www.planning.montcopa.org
 Map updated as of July 2017

Click on any red trail number/name or green park/historic site name for a link to the individual websites.

See individual trail brochures for trailhead access to parking, public transit, restrooms, water, and other information.

FIGURE 6.8 | PARKS, TRAILS, AND OPEN SPACE



RECOMMENDATIONS

- **6A** Fourth Street Skate Park. Complete planning for, and build the Fourth Street Skate Park.
- **6B** Continue coordination with Montgomery County Planning Commission, Upper Gwynedd Township, Hatfield Township, SEPTA, and funding agencies (including DCNR and DVRPC) on the continued construction of the Liberty Bell Trail, including connections with the adjacent Townships. Continue negotiating with developers to facilitate trail construction through the land development process, as was done with Andale Green and Lansdale Apartments.
- **6C** Investigate expanded pedestrian connections or bike routes to the existing Borough park and open space system, and to parks and trails in neighboring municipalities, including those that are part of the County Trail system and the Philadelphia metro area “Circuit”. This includes the existing County 202 Trail at Route 63 in Montgomery Township, and the future Power Line Trail section in Upper Gwynedd (which would connect to the existing Wissahickon County Trail). As part of the outreach conducted for this plan, Upper Gwynedd expressly endorsed these proposed bicycling and trail connections.
- **6D** Continue coordination with Hatfield Township on the development of Schweiker Park, which extends into both municipalities.
- **6E** Create or Update Master Plans for all Major Parks. These plans should recommend how to revitalize and reimagine the parks with new, modern or innovative amenities, such as “natural playgrounds”, and spray parks; encourage creativity

by playground design and components and plan for general maintenance and upkeep of parks.

- **6F** Promote the parks by creating a brochure featuring the park and recreation system and a map such as shown in Figure 6.8 Parks, Trails, and Open Space.
- **6G** Plan for future expansion of the parks, open space and trails system, and expand access to underserved areas.

Performance Indicators

- Build Fourth Street Skate Park
- Establish pedestrian and bike connections to county trails, including to the Wissahickon Trail and to the Route 202 Trail
- Create pedestrian and bike connections from multiple neighborhoods to Borough parks

¹ 6A, 6B, etc., correspond to the summary tables in Chapter 15.

COMMUNITY SERVICES, INFRASTRUCTURE, & STORMWATER MANAGEMENT



81 INTRODUCTION

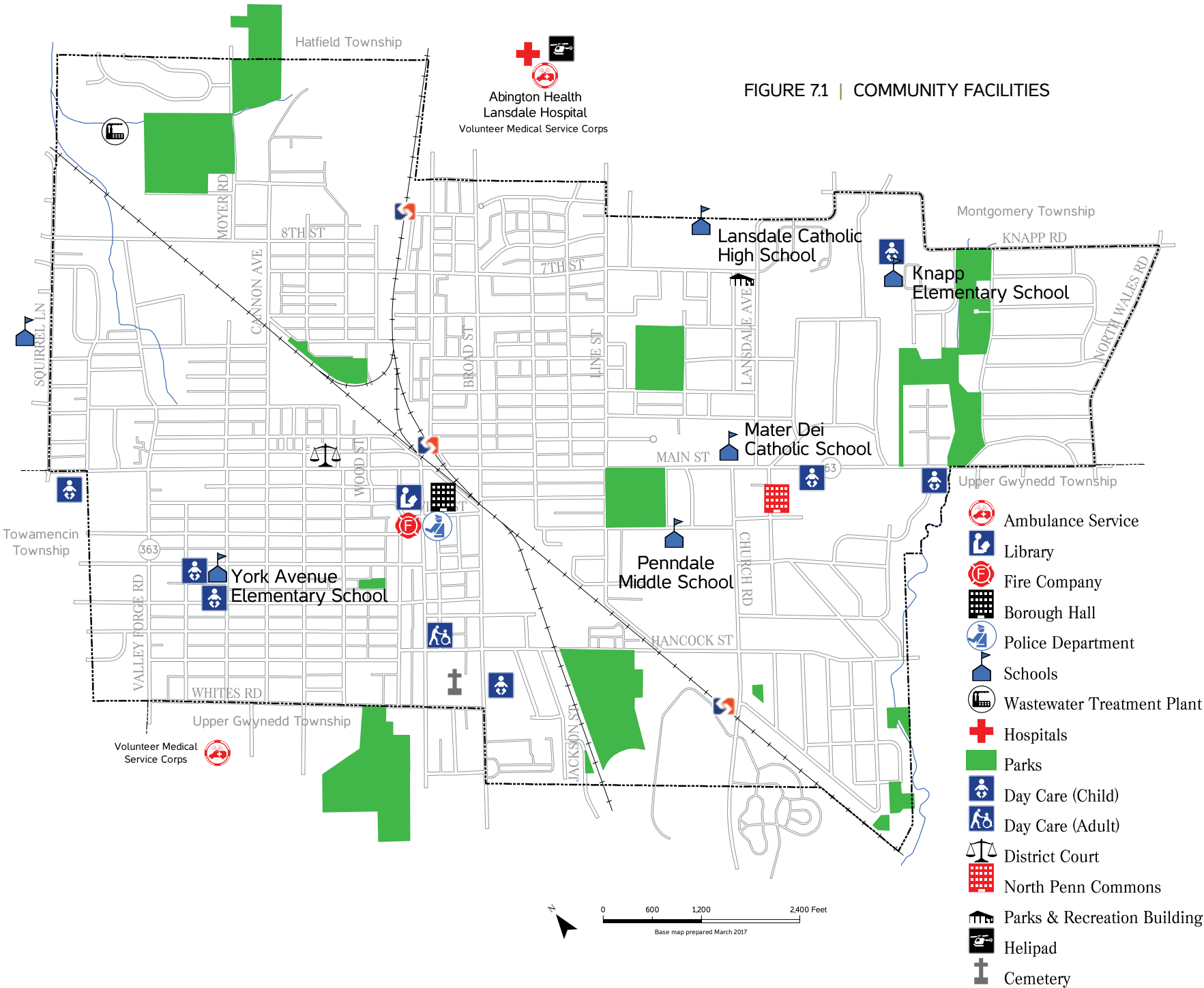
82 COMMUNITY SERVICES AND FACILITIES

93 INFRASTRUCTURE

96 STORMWATER MANAGEMENT

98 RECOMMENDATIONS

FIGURE 7.1 | COMMUNITY FACILITIES



COMMUNITY SERVICES, INFRASTRUCTURE, & STORMWATER MANAGEMENT



Lansdale's community services and infrastructure are strong, and help sustain a high quality of life. Infrastructure, including stormwater management, is efficient and reliable. The core of the community services available in Lansdale are provided by the Borough. These services are ample; they keep the community safe, offer abundant information resources while emphasizing transparency, maintain an extensive parks & recreation system, coordinate cultural events and resources, acquire outside funding for economic and community development, and initiate long-term planning for the Borough's future development and continued revitalization.



THE LANSDALE PUBLIC LIBRARY RECEIVES MUCH OF ITS FUNDING FROM THE BOROUGH.



LANSDALE HAS COMPLETED STORMWATER MANAGEMENT PLANS AND IMPLEMENTED STORMWATER MANAGEMENT IMPROVEMENTS IN AREAS INCLUDING PARKS AND AT THE MUNICIPAL BUILDING.



NONPROFIT ORGANIZATIONS, SUCH AS THOSE AT NORTH PENN COMMONS, SUPPLEMENT THE MANY SERVICES PROVIDED BY LANSDALE BOROUGH.

Emergency Services

Police

The Borough's police station was renovated as part of the major renovations and expansion of the municipal building, and is now state-of-the-art (tours are available). In addition to its regular duties, the Borough Police Department is involved in several community programs and events. D.A.R.E., or the Drug Abuse Resistance Education program, is taught by a Lansdale police officer in community schools in an effort to reduce drug use and violence involving community youth; the department also conducts outreach with religious institutions for the same purpose. The department has instituted a Ride-Along program to allow citizens the opportunity to interface with local police officers and learn about their daily activities. Additionally, the department has established the Holiday Food Drive Program and is responsible for the annual Project KidCare event and Fingerprint Identification program. The police station's web site is <https://www.lansdale.org/154/Police>.



THE POLICE DEPARTMENT IS LOCATED IN THE MODERN, AWARD-WINNING MUNICIPAL BUILDING.

Ambulance

The Volunteer Medical Service Corps of Lansdale (VMSC) is an independent organization which has been supplying the greater Lansdale region with emergency medical care and rescue services since 1944. The VMSC uses a combination of career staff and volunteers, and operates the following vehicles:

- 9 Advanced life support ambulances
- 3 Rescue vehicles
- 1 Marine unit
- 3 Command vehicles
- 1 Special service unit
- 6 Advanced life support/basic life support mountain bikes
- 1 Montgomery County mass casualty incident trailer

The Corps staffs 3 stations (the two closest to Lansdale are at Abington – Lansdale Hospital, located just outside the Borough in Hatfield Township and on Allentown Road in Upper Gwynedd Township) with advanced life support coverage 24 hours a day, 7 days a week and 365 days a year. The VMSC's web site is: www.vmsclansdale.org/.

Ambulance service is also provided by the Abington – Lansdale Hospital.



THE FAIRMOUNT VOLUNTEER FIRE COMPANY IS LOCATED IN A MODERN STATION, JUST TWO BLOCKS WEST OF THE MUNICIPAL COMPLEX.

Fire Protection

Fairmount Fire Company was established in 1889; Borough tax revenue provides part (approximately \$180,000 annually) of the company's budget. The fire company is located at Vine Street and Susquehanna Avenue. The fire company continues to be staffed by more than 60 volunteers who use seven pieces of equipment, including:

- One engine
- One 108' ladder

- One "squirt" with a 1,500 gallons per minute pump
- One rescue engine with a 1,500 gallons per minute pump
- One personnel carrier
- One utility truck

The Borough is considering how it might avail itself of PA Act 172 of 2016 ("Local Tax Credits for Volunteer Firefighters and EMS"), and thus be able to provide local tax credits for volunteer firefighters.

The fire company's web site is: <https://fairmountfireco.com/>.

Hospital

Although the Borough does not have its own hospital, all residents of the North Penn area are served by Abington – Lansdale Hospital, which is now a part of the Abington Jefferson Health System. The hospital is a 135-bed facility, providing inpatient and outpatient care. It employs over 700 people and more than 300 active physicians. It includes a helipad. The hospital's web site is: www.abingtonhealth.org/our-locations/abington-lansdale-hospital/

Solid Waste Management

Each Borough household selects a trash hauler of his or her choosing. The hauler is responsible for including recycling pickup as part of its contract. This requirement applies to nonresidential properties as well.

Municipal Services

Administration

<https://www.lansdale.org/129/Administration>

Lansdale Borough was incorporated in 1872 and has a Council/Manager form of government. There are nine elected Council members (each elected to represent one of three wards), elected to serve four-year terms. Each Council member also maintains a position on one or more of the eight Borough Council Committees. As Council members, their main job is the creation of new legislation; adoption of the ordinances, resolutions and motions; and approval of the yearly budget. The primary goal of Council is to serve his or her constituents not only for the present, but to prepare the community for the future.

The position of Mayor is also filled by election. By Pennsylvania Law, the Mayor is responsible for overseeing the Police Department. In the event Borough Council reaches a tie when voting on legislation, the Mayor is permitted to vote to break the tie.

Borough Council appoints the Borough Manager. It is the manager's responsibility to direct the business operations of the Borough. The manager works closely with all department heads to insure the health and welfare of the Borough residents. Lansdale Borough takes great pride in being a full service government operation, which provides a wide variety of services to its residents, those working in the Borough, and other visitors. Examples of such services include:



LANSDALES BOROUGH HALL AND POLICE STATION ARE LOCATED IN A RENOVATED AND EXPANDED FORMER POST OFFICE.

- Access to meeting facilities
- Code enforcement
- Community & economic development
- Customer service and communications
(including information disseminated by its modern web site).
- Electric
- Parks & recreation
- Police
- Public works
- Organization of community events and festivals

The community events and festivals organized by the Borough are a tremendous asset to those living in or visiting the Borough, and seem to have a very positive impact on quality of life. These events include, but are not limited to the following:

- International Spring Festival (April)
- First Friday (May – November)
- Lansdale Farmers' Market (May - November)
- Memorial Day Parade (May)
- Beer Tasting Festival (June)
- Lansdale Day (June)
- Founders Day (August)
- Bike Night (September)

- Lansdale Cruise Night (September)
- Mardi Gras Parade (November)
- Christmas Tree Lighting (December)
- Tuba Christmas Concert (December)

Authorities, boards and commissions include volunteer members. These include:

- Building Code Board of Appeals
- Civil Service Commission
- Communication Commission
- Economic Development Committee
- Parking Authority
- Planning Commission
- Police Pension Board of Trustees
- Zoning Hearing Board

There are also regional authorities that Lansdale works with or which Lansdale citizens serve on, such as the North Penn Water Authority, North Penn School Board, and Montgomery County Redevelopment Authority.

The Borough Hall and police station are located in a former U.S. Post Office building (their location there is a successful example of adaptive reuse). In 2011 the Borough completed a Facilities Study/Master Plan.

The plan¹ rated the Borough's facilities by condition, as being "good" (recently renovated), "fair", or "poor" (needing renovations). The Borough Hall and police station both fell into the "poor" category. Since then, the Borough renovated and expanded its municipal building (including municipal services and the police station), while preserving its historic façade. The new, modern facility re-opened to the public in 2016. The plan noted that the Borough maintains twenty buildings or structures and over 25 acres of land. Its 11 parks and open sites include 162 acres.



In 2017 the Municipal Complex won a Montgomery Award, for Excellence in Planning and Design, from Montgomery County Planning Commission. The land development was cited as utilizing "creative planning and vision, exceptional redevelopment and successful community engagement." It noted that the project achieved LEED Silver Certification, and successfully blended a "stunning, contemporary complex" with the well-preserved historic façade.



The Borough's annual budget is over \$40 million. For the most recent budget, see the following: <https://www.lansdale.org/227/Borough-Budget>.

The Borough has approximately one hundred full-time employees and 16 seasonal, part-time employees (summer help).

¹ pa-lansdaleborough.civicplus.com/documentcenter/view/227.

Borough Communications

The Borough places a premium on effective communications and transparency. Borough Council chambers are equipped with cameras linked to televised public access channels. The Borough's web site www.lansdale.org/ is one of the most informative, sophisticated, municipal web sites in Montgomery County. The web site has a wealth of useful information for Borough residents, workers, and visitors. It includes information on the Borough's services, resources, schedule of events, government, administration, plans, and business resources. It also includes a transparency portal, which includes minutes, agendas, videos and presentations from public meetings, and budget information: www.lansdale.org/305/Transparency-Portal.

The Borough hired a Communications Officer to coordinate its public relations strategy and implement it through various media (website, social media, cable channels, monthly print newsletters, weekly email blasts, flyers and other promotional pieces). The Communications Officer also drafts and distributes press releases and media advisories for the Borough, and coordinates with the Borough Police on their releases (which are distributed through their Public Information Officer). Recent work includes updating the web site for optimal viewing by mobile devices.

Lansdale Cemetery

The Borough acquired the Lansdale Cemetery in 2013 and leases it to a corporation (Lansdale Cemetery Inc.) that maintains it. The cemetery occupies a prominent location on South Broad Street at Whites Road. Understandably, the cemetery holds great meaning for many people, and the land which it occupies is cherished by many Borough residents.



THE LANSDALE CEMETERY, LOCATED ON SOUTH BROAD STREET, SERVES AS AN ATTRACTIVE OPEN SPACE AREA WITH SHADE TREES AND LANDSCAPING.

Lansdale Public Library

The Lansdale Public library is funded entirely by the Borough and by membership fees and donations. The mission of the library is “to enrich our community through the encouragement of early literacy, the fostering of life-long learning, and the celebration of the cultural diversity in our area.” Membership to the library is free for Borough residents; there is a nominal annual fee for non-residents. The library is located at 301 Vine Street. As noted on the library’s web site, the library is located in a renovated building that used to serve as a supermarket. The most recent renovations to the building were undertaken in 1997 to add a children’s and teens’

section. The library offers rental of e-books and DVDs. It also rents bicycles, in coordination with the Partnership Transportation Management Agency (TMA). *For more information on the library, see: www.lansdalelibrary.org/.*



THE LANSDALE PUBLIC LIBRARY IS A VALUABLE RESOURCE FOR THE COMMUNITY. IN ADDITION TO THE ABUNDANT MULTIMEDIA RESOURCES IT MAKES AVAILABLE TO THE PUBLIC, IT PROVIDES MEETING ROOMS WHICH HOST REGULAR HEALTH AND EDUCATIONAL CLASSES, AND MEETINGS OF VARIOUS CLUBS AND INTEREST GROUPS.

Lansdale Historical Society

The Lansdale Historical Society preserves the history of Lansdale and the North Penn area and shares its resources with the community. Its headquarters is in the historic Jenkins Homestead on Jenkins Street in Lansdale, which is owned by the Borough. *For more information on the Lansdale Historical Society, see the Historic Resources chapter and lansdalehistory.org/.*

Montgomery County

For a wide variety of services provided by Montgomery County, please see the Montgomery County web site at: www.montcopa.org or call (610)278-3000. These include everything from Parks, Trails and Historic Sites to Health to Planning to Housing & Community Development to Aging & Adult Services to the Recorder of Deeds and to Commerce.

Office of State Senator

The state senator for the 24th District represents part of Berks, Bucks, and Montgomery Counties. The Office of Senator Mensch is located in Borough Hall (Borough Hall has the space to provide additional valuable services to the community by hosting additional legislators' offices). The web site for the senator's office is: <https://www.senatormensch.com/>.

U.S. Post Office

The Lansdale U.S. Post Office is located at 20 Vine Street. *For hours and more information, see: www.uspspostoffices.com/pa/lansdale/lansdale.*

Religious Institutions

Lansdale is home to numerous and diverse places of religious worship representing many faiths. The structures that many of



UCC CHURCH/ST. JOHN'S REFORMED CHURCH

these congregations inhabit are some of most impressive, historic, and architecturally-impressive buildings in the Borough. Several places of worship also provide community and social services. They accommodate many faiths and all are welcome.

Schools

Public Schools

The Borough of Lansdale is served by the North Penn School District, named one of the best school districts in the country by *Newsweek* in 2016. Approximately 13,000 students attended district schools in the 2015-2016 school year. The school district includes the Boroughs of Hatfield, Lansdale, and North Wales; the townships of Hatfield, Montgomery, Towamencin and Upper Gwynedd; and the village of Line Lexington. The web site for the district is <https://www.npenn.org/>.

The North Penn School District consists of 13 elementary schools (grades K-6), three middle schools (grades 7-9) and one high school (grades 10-12). Four of the district's facilities lie within the Borough:

- North Penn School District Administration Office–Hancock Street
- Knapp Elementary School–Knapp Road
- York Avenue Elementary School–York Avenue
- Penn Dale Middle School–Penn Street

The preservation of these schools is extremely important, as they represent the “neighborhood” school. As the trend is to build large schools on large campuses, neighborhood schools are becoming increasingly rare and must be valued for the important role they play in creating a true sense of community. They serve as a central community meeting place and also offer many children the opportunity to walk to school.



PENNDALE MIDDLE SCHOOL

Private Schools

Lansdale is served by numerous private schools as well. One of the largest is Lansdale Catholic High School, located at 7th Street and Lansdale Avenue. Another is the Mater Dei Catholic School, which educates children through the eighth grade.

Social Services

Child and Adult Day Centers

Lansdale has long been served by numerous day care centers; these services are offered at the YMCA, places of worship, and independent centers. In recent years, driven by national demographic trends, there has been a rising demand for adult day services. Adult day services are now provided by North Penn VNA at 51 Medical Campus Drive, located just north of the Borough in Hatfield Township.

Other Social Services

Social service agencies in the Borough contribute to society’s health and well-being. In 2016, two social service agencies (Manna on Main Street and the PEAK Center), an independent senior living center (Advanced Living Communities), and the YMCA collaborated on the creation of North Penn Commons on Main Street. This innovative center allows the various nonprofits to share a client base, while creating an environment which fosters intergenerational relationships and promotes health and wellness. Below is more information on social service agencies at North Penn Commons:

Advanced Living Communities is a need-based organization for those aged 62 and over. It provides 60 affordable and independent living units for seniors and adults with a disability. The web site for the organization is: <https://advancedliving.org/>.

Manna on Main Street serves those who suffer from hunger. As part of this effort, it provides education, counseling, food service training, referrals, and emergency financial aid. It was founded in 1981 by representatives of local churches and individuals. The agency has moved twice, most recently in 2016 to an expanded space at North Penn Commons. It has a staff of 16 and a volunteer force of more than 3,000. To learn more, see: mannaonmain.org/about-us/.

The Peak Center in North Penn Commons has a mission of providing access to programs and resources that help older adults live independently and remain active. It is operated by Greater Harleysville and North Penn Senior Services, using both paid employees and volunteers. It offers health screenings, fitness and wellness programs, financial counseling, tax assistance, nutritious and social lunches, and computer classes. The web site for the Peak Center is https://www.ghnpss.org/peak_center/.



MANNA ON MAIN STREET AND THE PEAK CENTER ARE TWO SOCIAL SERVICE AGENCIES THAT RECENTLY MOVED TO THE NEW NORTH PENN COMMONS ON MAIN STREET. THE COMMUNITY SERVICES CENTER OFFERS A LARGE OPEN AREA WHERE A LANSDALE2040 OPEN HOUSE WAS HELD IN 2018.

The Bucks-Mont Collaborative is a health and human services network that encourages information-sharing, networking, and advocacy in Bucks County and most of Montgomery County (all of the county except the Norristown and Pottstown areas). A multitude of social services organizations participate in the information sharing, networking, and leadership training provided by the Collaborative (www.bucksmontcollab.org/).

The federal Women, Infant and Children (WIC) Nutrition Center has a location on North Broad Street. The WIC program is available to low to moderate income pregnant women, recently delivered women, breastfeeding women, infants, and children up to age 5 who are at nutrition risk. Fathers can also bring their children to apply for WIC. The web site for WIC in Lansdale is: https://www.wicprograms.org/li/pa_19446_wic-office-lansdale.

Merakey Innovative Care and Education Solutions is located on North Broad Street in the Borough. It provides developmental, behavioral health, and education services in a holistic manner.

I
N
F
R
A
S
T
R
U
C
T
U
R
E

Infrastructure

Lansdale Electric Department

Lansdale Borough is one of only 35 municipalities in Pennsylvania which services its residents with power through a publicly owned and operated Electric Department (Hatfield Borough is the only other in Montgomery County). This affords the Borough tools to promote economic development by using power rates to incentivize new and expanded businesses [for more information, see the Economic Development chapter]. Having its own electric department also allows it to have the capability to implement recommendations of a sustainability plan more effectively, if and when a plan is created.

The Lansdale Electric Department purchases power from a consortium of several energy sources. The Department is seeking to encourage its “green” power and supply, possibly through solar-



LANSDALE IS ONE OF ONLY TWO MUNICIPALITIES IN MONTGOMERY COUNTY WHICH HAS ITS OWN ELECTRIC DEPARTMENT.



THE BOROUGH PARTICIPATES IN DVRPC'S REGIONAL STREETLIGHT PROCUREMENT PROGRAM, LEADING TO ENERGY AND COST SAVINGS.

generated electricity. Also notable is the Borough’s participation in DVRPC’s Regional Streetlight Procurement Program. This program is replacing conventional bulbs with high-quality LED bulbs, resulting in energy and cost savings. The web site for the Electric Department is: <https://www.lansdale.org/216/Electric>.

Public Water System

The Borough is almost entirely served by public water service, with the exception of Borough parks and portions of stream corridors (all residences, workplaces and other occupied buildings have public water service). Lansdale's water is supplied by the North Penn Water Authority (NPWA). The NPWA has been serving customers in the region since 1965. Currently, it uses 560 miles of water mains to serve over 34,000 residents in twenty-one municipalities. Approximately 90 percent of the water NPWA delivers to its customers originates at Lake Galena in Bucks County, and is treated at the Forest Park Water Treatment Plant (FPWTP), located in Chalfont Borough. Expansion of the plant provided a total capacity of 40 million gallons per day (mgd). Simultaneous retrofitting of the plant updated treatment technologies. The NPWA completed a wellhead protection study in 2010, for which it received a Certificate of Approval by the Pennsylvania Department of Environmental Protection. The web site for NPWA is <https://npwa.org/>.

The North Penn Water Tank near Frederick and Clear Spring Roads is scheduled to be replaced in the near future. The new tank will better help the Authority meet more stringent water quality standards.

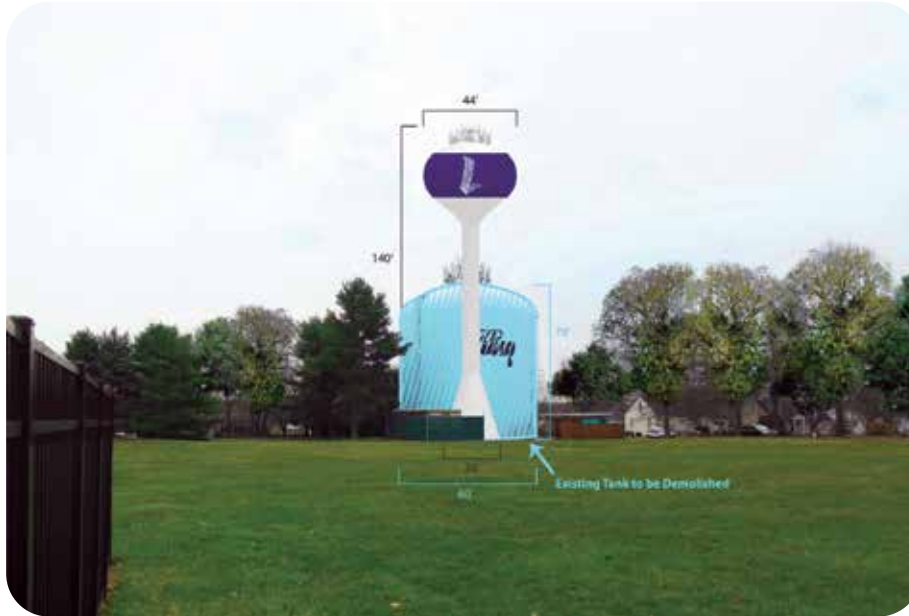
Public Sewer Facilities

The Borough is almost entirely served by public sewer service, with the exception of Borough parks and portions of stream corridors (all residences, workplaces and other occupied buildings have public sewer service).

Lansdale's sewage facilities are managed by the Borough's Public Works Department, working in conjunction with the Borough's Wastewater Treatment Plant (WWTP). The current Wastewater Treatment Plant was built in 1978, and serves Lansdale Borough and small portions of surrounding townships. Today, the plant has the capacity to treat 4.5 (MGD) million gallons per day (including a reserve capacity of 1.3 MGD). The plant discharges treated sewage into the West Branch of the Neshaminy Creek. The system includes over forty-five miles of sanitary sewers, three major pumping stations, one pneumatic pumping ejector station, and one submersible pumping station. In addition to being a secondary treatment plant, the WWTP is



THE NORTH PENN WATER TANK NEAR FREDERICK AND CLEAR SPRING ROADS IS SCHEDULED TO BE REPLACED IN THE NEAR FUTURE. THE NEW TANK WILL BETTER HELP THE AUTHORITY MEET MORE STRINGENT WATER QUALITY STANDARDS.



RENDERING OF FUTURE WATER TANK COMPARED TO EXISTING TANK, PREPARED BY ENTECH ENGINEERING.

equipped to remove ammonia using a nitrification system, and nitrates using a denitrification system, from the effluent.

The Borough is in the process of finishing an upgrade to the WWTP, which should serve the Borough into the 2040s. It now can accept flow from Merck, and receives payments that accompany it (see next paragraph). The Borough's last comprehensive Act 537 Sewage Facilities plan was completed in 1995. More recently, a special study was completed in 2010 and an update in 2011.

The revisions were based on discussions among Lansdale Borough, Upper Gwynedd Township, Merck, and the Pennsylvania Department of Environmental Protection (DEP). These discussions facilitated Merck's purchase of capacity at the Lansdale Borough WWTP to accommodate diverted sewage flow of up to 1/2 million gallons

per day (GPD) from the company. This allows Merck to balance its environmental footprint between municipal WWTPs, provide Merck with a backup alternative in case of need, and divert flow in the event of an emergency at one of the WWTPs to the other.

Stormwater and Sanitary Sewer Systems

The Borough Public Works Department is charged with the installation and maintenance of the municipal storm drainage systems. Specifically, there are over 20 miles of storm sewer pipe, catch basins, inlets, and drainage ways. In addition, the Public Works Department working in conjunction with the Wastewater Treatment Plant, maintains the sanitary sewer piping system in the Borough. The sanitary sewer system contains approximately 45 miles of various size pipes and manholes. The Borough does work and will continue to work with developers to improve the sewer system surrounding land developments.

PECO Natural Gas

As part of PECO's ongoing efforts to provide customers with safe and reliable natural gas service, the company is investing more than \$2 million during the next two years to enhance the local natural gas distribution system in the Borough of Lansdale. The work includes replacing existing bare steel natural gas service lines with new plastic pipe. This enhances safety, is more durable, and improves service reliability. You can learn more about the work at: www.peco.com/gasinvestments.

Introduction

Stormwater runoff is precipitation which runs over the surface during or after a storm event, which is unable to infiltrate into the soil but is captured by the storm sewer drain system, and is then discharged into a waterway. Managing the volume and intensity of stormwater reduces flooding, while also keeping non-point source pollution, such as sediment, from damaging the health and quality of streams and other waterways.

Regulatory Requirements

Act 167 Stormwater Management Plans

According to the Pennsylvania Stormwater Management Act of 1978, also known as Act 167, every county government in Pennsylvania is required to prepare and adopt stormwater management plans (“Act 167 plans”) for each watershed located within their boundaries. Municipalities which contain watersheds for which Act 167 plans have been written must also have stormwater management ordinances complying with and implementing those plans. Currently, two out of the three watersheds in Lansdale have Act 167 plans:

- Wissahickon Creek Watershed: www.montcopa.org/2264/Wissahickon-Creek-Watershed-Act-167-Plan
- Neshaminy Creek Watershed²
- No plan yet: Skippack Creek Watershed

Wissahickon Creek Watershed Act 167 Plan. The plan noted that in 2014, eight of the 14 municipalities had riparian corridor



STORMWATER IMPROVEMENT PROJECT: WISSAHICKON PARK

conservation districts. Lansdale was one of the municipalities that do not have such an ordinance.

The Plan showed that municipalities farther up the watershed along the headwaters generally did not have such ordinances. However, Lansdale 2040 recognizes that riparian buffers along headwater streams have been found to provide exceptionally high ecological value (*source: Pennsylvania Lands Trust Association*). These streams provide critical benefits, partly due to the extent of headwater areas and partly due to their relative vulnerability to the effects of degraded or eliminated vegetation. For these reasons, *LANSDALE2040* recommends that it is important to the Borough as well as to municipalities along the entire Wissahickon Creek watershed to establish such a buffer (*see Recommendations section*).

² www.buckscounty.org/docs/default-source/government-documents/neshaminyplanfinal.pdf?sfvrsn=2.

Other Past Plans Addressing Stormwater

The 2005 Lansdale Open Space Plan observes that streams and stream banks are important natural resources and green infrastructure which are worthy of protection for a number of reasons, not the least of which is because of the stormwater management capabilities of riparian buffers and wetlands. The Plan identified and recommended a number of opportunities to restore stream banks and riparian buffers, as well as increase the tree canopy, which aids in evapotranspiration and infiltration of stormwater.

MS4/NPDES Permit Programs

Because the Borough's storm sewer system discharges into US- and Pennsylvania-regulated waters, Lansdale's system must meet the requirements of the Municipal Separate Storm Sewer System (MS4) Permit program, which is issued and maintained by the Pennsylvania Department of Environmental Protection (PA DEP).

As a part of its obligations to the MS4 Program, the Borough is drafting an MS4 TMDL (Total Maximum Daily Load) Strategy Report. In this document, the Borough outlines how it must meet its targets regarding sediment reduction through the implementation of Best Management Practices (BMPs). These BMPs involve several projects, including control measures to improve water quality such as filtration, detention and infiltration. The full document can be found here: www.lansdale.org/ (type "MS4 TMDL" in the search box).

Existing Stormwater Facilities

The Borough maintains a comprehensive website and series of maps dedicated to stormwater management: www.lansdale.org/427/Borough-Maps (after navigating to the URL, select "Stormwater"). Included in these maps are inventories of stormwater control sites in the Borough, outfall inspections, as well as existing green spaces and undeveloped lands, which include both public parkland as well as private undeveloped space.



STORMWATER BASIN; MADISON AVENUE

Priority Level 1

1. **7A: Riparian Corridor Conservation and Restoration.** The Borough will continue its efforts to improve the condition of riparian corridors, such as the recent initiative to add plantings to the corridor along the Wissahickon Creek in Wissahickon Park. The Environmental Management chapter of *LANSDALE2040* recommends including the creation of a riparian corridor conservation zoning overlay district. That could play a significant role in restoring natural conditions in stream corridors by ensuring that development and activities along the corridor do not worsen stream pollution, siltation, erosion, or destroy what greenway exists, while promoting restoration of the corridor—piece by piece, through the land development process.



RIPARIAN PLANTINGS AT WHITE'S ROAD PARK.

2. **7B. Diversity, Communication and Engagement.** The Borough's population is becoming increasingly diverse (recent changes have included significant growth in the Latino and south Asian populations, along with increasing religious diversity). *For more information, see the Diversity & Equity chapter and Demographics Chapter.* The Borough recognizes the importance

³ 7A, 7B, etc., correspond to the summary tables in Chapter 15.

of engaging in special efforts to communicate with, conduct outreach with, and engage groups or communities that are underrepresented in Borough affairs or civic groups. As the Borough's municipal services continue to change, the Borough will ensure that they be designed to hear the concerns, and respond to residents and visitors of all ages, genders, Borough neighborhoods, ethnicities, races, religions, the LGBTQ+ community, and all people.

Performance Indicators

- At start of future planning initiatives, identify public outreach strategies that ensure that public participation is as diverse as possible.
- Broaden communications options for speakers of foreign languages, and for the visually—or hearing impaired.



LANSDALE RECOGNIZES THE IMPORTANCE OF PROTECTING THE HEADWATERS OF TRIBUTARIES OF THE TOWAMENCIN CREEK, WHICH IS LOCATED IN THE BOROUGH'S WHITE'S ROAD PARK IN TOWAMENCIN.

Priority Level 2

- **7C. Stormwater Management Advocacy.** The Borough will utilize its website and newsletter to promote effective stormwater management. Communications could share messages such as “don’t dump oil in storm drains”, and could share instructive graphics from the Montgomery County Planning Commission’s guidebook, *Green Sustainable Parking Lots*, which describes how parking lots can implement greater and “greener” stormwater management, among other environmental benefits. The plan can be found here: montcopa.org/DocumentCenter/View/9735.
- **7D. Community Gardens.** Community gardens have exploded in popularity in urban areas in recent years. The Borough highly values public health, community interaction, and reinforcing the Borough as a community with a strong “sense of place”. Simultaneously, the popularity of locally-grown and organic produce has risen. And although the Borough is not a city, there are numerous apartments, condominiums, senior living residences, and other residential areas in the Borough with limited space for gardens of their own. For all of these reasons, the Borough will consider allocating a lesser-used but convenient portion of a Borough-owned property for a community garden (such an endeavor would be initiated, organized, and maintained by members of the public and a grass roots organization). The Borough will also support schools, religious institutions and large land owners in future efforts to create community gardens on their properties.
- **7E. Headwaters Preservation.** The Borough will approach private foundations or corporations to discuss potential future funding for headwaters preservation. This may take the form of initiatives to reduce impervious coverage and increase infiltration near headwaters.

The Borough encourages large institutional properties to consider allowing parts of their properties to be used for community gardens. The Borough itself will consider allocating portions of municipal land for community gardens, provided an organizing entity steps forward.

Performance Indicators

- Designate Borough land for use by community organization, leading to successful creation of community garden.



EXAMPLE OF COMMUNITY GARDEN.

Priority Level 3

- **7F. Adaptive Reuse.** The Borough will consider adopting an adaptive reuse ordinance and plan proactively for potential future vacancies at architecturally significant schools, places of worship, and other institutional use buildings. This will include consideration of zoning amendments to offer use or dimensional incentives and require façade easements to preserve and encourage reuse of landmark buildings. For the MCPC Guidebook “Rethinking Institutional Properties,” see: www.montcopa.org/1459/Publications. For the interactive “story map” for this publication, see: <http://bit.ly/rethinkinginstitutionalproperties>.
- **7G. Development Bonuses for Enhanced Stormwater Management.** The Borough will provide incentives or “bonuses” in the zoning ordinance for land development that leads to stormwater volume reduction or water quality improvements that exceed the stormwater requirements associated with a land development or earth disturbance. This might mean offering a bonus for providing 20% more green and pervious area in a land development than the minimum otherwise required by zoning. Or, it might mean offering a bonus for land developments that capture and infiltrate more stormwater runoff than otherwise required by law. In return, the proposed development could be allowed to build to a building height 10% greater than otherwise allowed by zoning, or sewage equivalent dwelling unit (EDU) fees could be reduced.
- **7H. Green Energy.** The Borough will continue exploring how the Electric Department can expand local and “green” electricity generation models, including that which is solar-generated.
- **7I. LED Streetlights.** The Borough will continue updating streetlights with LED lights which conserve energy, in



THE FREIGHT STATION, LOCATED ACROSS THE STREET FROM BOROUGH HALL, REPRESENTS AN EXCELLENT ADAPTIVE REUSE OPPORTUNITY.

Performance Indicators

- Adopt zoning amendments offering bonuses and incentives for adaptive reuse of buildings.
- Adopt zoning amendments offering bonuses for stormwater management even better than that required by ordinance or regulations.

coordination with the Delaware Valley Regional Planning Commission's LED street light program.

For sustainability recommendations (which do affect infrastructure), see the Environmental Sustainability chapter.

- **7J. Incorporate Stormwater Best Management Practices into Infrastructure Projects.** The Borough will explore opportunities to incorporate stormwater management into streetscape redesign efforts and other projects handled by the Public Works Department. The Borough will also work alongside the North Penn School District and quasi-public organizations to explore opportunities for, and eventually implement, future green stormwater infrastructure projects.



ENHANCED STORMWATER MANAGEMENT FEATURE, GWYNEDD MERCY COLLEGE.

- 3. **7K. Environmental Opportunity Sites.** Due to demand for sports fields, many schools have large open areas dedicated to athletic fields and courts. There is often residual land (due to spatial configuration of sports fields, or the presence of a stream, or the allowance for buffers between sport fields). *LANSDALE2040* urges schools to promote re-planting of native trees, gardens, or riparian buffers in these areas in the interest of becoming even better environmental stewards of the land. In addition to the benefits to the environment, these types of projects could afford environmental education opportunities for a biology class or environmental club. In lieu of that, landowners should consider use of any appropriate residual land for community gardens (Recommendation 7D on page 99).



TREE PLANTINGS, SUCH AS THIS ONE AT NEARBY GWYNEDD PRESERVE, CAN SERVE AS ENVIRONMENTAL EDUCATION OPPORTUNITIES.

Sources

Abington – Lansdale Hospital, Abington Jefferson Health.

(Web Site www.abingtonhealth.org/our-locations/abington-lansdale-hospital/#.WMbXv2cpCUl), accessed 3/13/17).

Borough of Lansdale MS4 TMDL Strategy Report. Prepared by AKRF. 2016.

pa-lansdaleborough.civicplus.com/documentcenter/view/2505.

Environmental Protection Agency (EPA) Program Overview: Total Maximum Daily Loads (TMDL). www.epa.gov/tmdl.

EPA. Green Infrastructure. <https://www.epa.gov/green-infrastructure>. Accessed 4/7/2017.

Lansdale Borough web site: www.lansdale.org/281/Fairmount-Fire-Company.

Manna on Main Street web site mannaonmain.org/about-us/.

North Penn Water Authority (Web Site northpennwater.org/n-2-About-NPWA, accessed 3/10/17).

VNA Foundation of Greater North Penn (Web Site www.npynafoundation.org/about-us/, accessed 3/13/17).

Volunteer Medical Service Corps of Lansdale web site: www.vmsclansdale.org.

ENVIRONMENTAL MANAGEMENT



105 HYDROLOGY

112 GEOLOGY/SOILS

114 VEGETATION

117 RECOMMENDATIONS



STONY CREEK PARK CONTAINS A VARIETY OF ENVIRONMENTAL RESOURCE TYPES, INCLUDING MEADOW AREAS, TREE CANOPIES, AND PONDS.

This chapter will give an overview of the Borough’s natural and environmental resources. These include hydrology, vegetation, and habitat resources. The chapter examines how they impact the Borough’s quality of life. Lastly and most importantly, the chapter will provide recommendations for how the Borough can further the management, conservation, and restoration of these resources, both through policy and ordinance changes and environmental restoration projects.

Watersheds and Stream Corridors

The Borough is found near the upper end of three watersheds, including the headwaters of both the West Branch Neshaminy Creek and the Towamencin Creek (a tributary of the Skippack Creek) and the Wissahickon Creek, which flows through the Borough; its headwaters lie just outside the Borough, in Montgomery Township.

Wissahickon Creek

The Wissahickon Creek is the Borough’s largest stream and flows in the shallow creek valley along the southeastern border of the Borough. A portion of the creek in Lansdale is preserved, as it runs through existing preserved open space. The



WATER QUALITY IMPROVEMENTS AT WISSAHICKON VALLEY PARK.

Wissahickon then flows through eastern Montgomery County before entering Philadelphia, where it joins the Schuylkill River opposite City Avenue.

Multiple groups work alongside municipal governments to protect the health of the Wissahickon Creek. The Wissahickon Valley Watershed Association (WVWA), a non-profit land trust, works to restore natural areas, enhance water quality, and preserve land that provides vital habitat throughout the watershed area. Additionally, Temple University’s Center for Sustainable Communities (CSC) has conducted numerous sophisticated studies of the Wissahickon Watershed. Through their modeling and analysis, the CSC developed floodplain maps that are more detailed than those created by the Federal Emergency Management Agency (FEMA), and prepared an “Act 167” Stormwater Management Plan for the watershed.

For more information on Act 167 plans, see Chapter 7: Community Services, Infrastructure, and Stormwater Management.

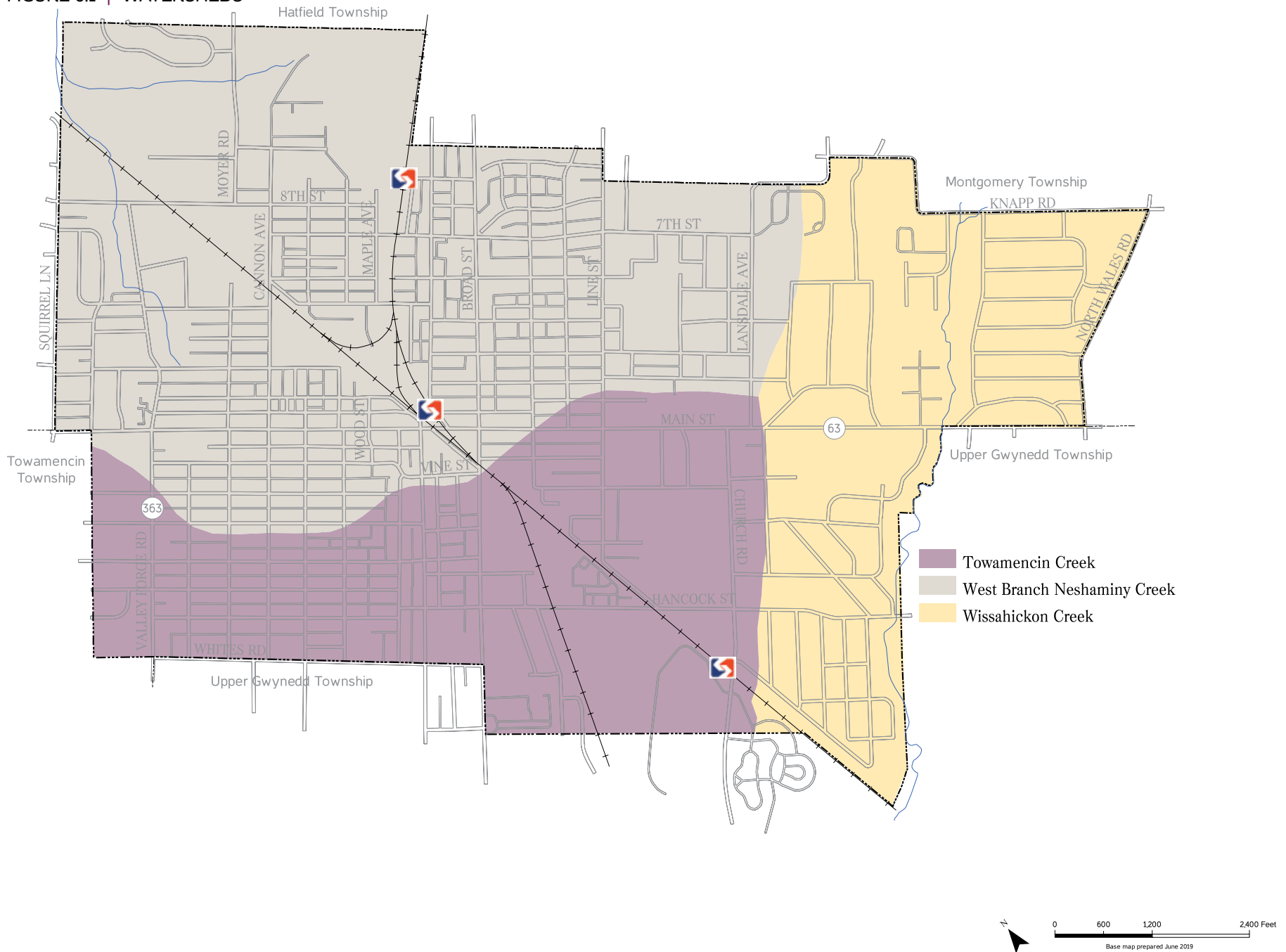
West Branch Neshaminy Creek

A tributary of the West Branch of the Neshaminy Creek is the second largest stream flowing in the Borough. Two branches drain the northern neighborhoods; one is conducted underground under a former industrial site, and the other is the discharge location for the sewage treatment plant. The Neshaminy runs through Hatfield Township and into Bucks County, where it eventually reaches the Delaware River.

Towamencin Creek

The watershed for a third stream, the Towamencin Creek, begins just inside the southwestern border of the Borough. The beginning of a stream can be seen in the Borough-owned White’s Road Park in Upper Gwynedd Township. The Towamencin Creek enters the Skippack Creek within Evansburg State Park.

FIGURE 8.1 | WATERSHEDS



Riparian Corridors

The stewardship of streams and streambanks themselves should be a priority for the Borough, as the vegetation and land area adjacent to streams have a significant impact on stream and watershed health. This area, known as the “riparian corridor,” maintains the health of the stream by providing a vegetative buffer between the stream and other adjacent land uses. The vegetative buffer, including trees and other plants, improves water quality by filtering surface runoff, decreases the impact of streambank erosion, cools the stream through shading, and preserves wildlife habitat. If vegetation is preserved along the banks of smaller tributaries as well as the main stem, pollutant loads are greatly reduced. Much of the riparian corridor also contains floodplains, which carry and temporarily store floodwaters.

In Lansdale, many riparian areas within Borough parks already contain healthy riparian buffers, but corridors in some neighborhoods and other areas have diminished or are completely lacking in vegetation. Some of the most notable waterway segments without vegetated buffers include properties along the Neshaminy Creek on North Valley Forge Road and West Fifth Street.

Municipalities like Lansdale can protect and enhance these corridors through ordinances called “Riparian Corridor Conservation Districts,” which require setbacks from the stream and restrict disturbance in the area along a stream. Corridor setbacks from a stream are usually comprised of two zones: a smaller but more restrictive zone (Zone 1), next to the creek, and a larger but less restrictive zone (Zone 2), beyond zone one.

Missing buffers can be addressed either through Borough efforts to promote beneficial practices like allowing taller vegetation or tree planting, or by adding riparian provisions in the zoning and



THE VEGETATION HAS BEEN ALLOWED TO GROW TALLER ALONG A TRIBUTARY OF WISSAHICHOX CREEK AT WISSAHICHOX VALLEY PARK.



TREE PLANTINGS IN THE RIPARIAN CORRIDOR AT WHITE'S ROAD PARK PROVIDE NUMEROUS ECOLOGICAL BENEFITS INCLUDING FILTERING SURFACE RUNOFF AND REDUCING STREAMBANK EROSION.



WOODED RIPARIAN BUFFER ALONG WISSAHICKON CREEK NEAR BUTLER PIKE.

land development process. Missing buffers along the West Branch of the Neshaminy Creek towards the northern edge of the Borough, for instance, could be reestablished and deed restricted as part of the potential North Penn Business Park redevelopment. Vegetated buffers could be planted on adjacent park parcels being filled in by the Borough. The Borough can also work alongside the Wissahickon Valley Watershed Association (WVWA) to implement tree planting and resident education initiatives.

The Riparian Buffer Analysis map on the next page can be used to identify gaps in the streamside vegetation. This information could be used in support of tree planting and restoration grant applications.

In 2017, the Borough was awarded a \$100,000 grant from the Commonwealth Financing Agency (as part of the state's Watershed Restoration and Protection Program) for a restoration-retrofit project within four acres of White's Road Park along a tributary of Towamencin Creek—a headwaters area of the Skippack Watershed. Its purpose was to stabilize 900 linear feet of eroded streambank, improve connectivity between the stream and its floodplain and create a new stormwater management capacity, using infiltration/bioretention impoundments to provide water quality and quantity controls for runoff from an adjacent 44-acre drainage area.—[Source: Press statement from Representative Bob Godshall's office.]

FIGURE 8.2 | RIPARIAN BUFFER ANALYSIS



Floodplains

The floodplain, or the area adjacent to a stream which will be inundated by a 1% frequency flood (also referred to as the 100-year floodplain), is a feature that will affect the health, safety, and welfare of Lansdale residents. Much of the time, it is dry. During storms, however, the floodplain stores and conveys floodwater downstream. Development within the floodplain reduces the carrying capacity of the floodplain and increases the height and destructive force of floodwaters.

In March 2016, the revised Federal Emergency Management Agency (FEMA) Floodplain maps were finalized, and the Borough adopted a new floodplain ordinance to meet the new floodplain management requirements and guidelines. As Figure 8.3 illustrates, there were only minor changes to the regulated floodplains between the 2000 and 2016 maps, however there were some moderate increases in the floodplain area of the Neshaminy Creek. The widest area of floodplain exists along the Wissahickon Creek at Main Street between Oakland Avenue and Lakeview Drive—an area where the mapped floodplain was expanded as part of the 2016 FEMA floodplain map revisions. More recently, as extreme weather events have increased in frequency, municipalities have begun considering the .2% frequency floodplain (also referred to as the 500-year floodplain) for planning purposes. While the .2% frequency floodplain does not affect any regulatory floodplain management requirements in the Borough, it can be used to plan for future change.



FLOODPLAIN WISSAHICKON PARK

FIGURE 8.3 | FLOODPLAIN



Geology

Except for surface outcrops bedrock, geology is unseen, and as a result its influence is not always acknowledged. However, groundwater yields are greatly influenced by geology. Most of Lansdale Borough is built on the Brunswick geologic formation, which also underlies most of the northwestern half of the county. This very fine-grained rock formation is a combination of reddish-brown shale, mudstone, and siltstone that results in a landscape of rolling hills with moderate and stable slopes. Groundwater yields within the Brunswick formation are highly variable, although fractured areas and joints generally yield adequate flows. The Brunswick formation in southeastern Lansdale is cut in a fingerlike pattern by the Lockatong formation, a geologic formation that consists of dark grey to black argillite interspersed with black shale. Resistant to weathering, these rocks form the prominent ridge which runs through central Montgomery County and generally are a poor source of groundwater.

Soils

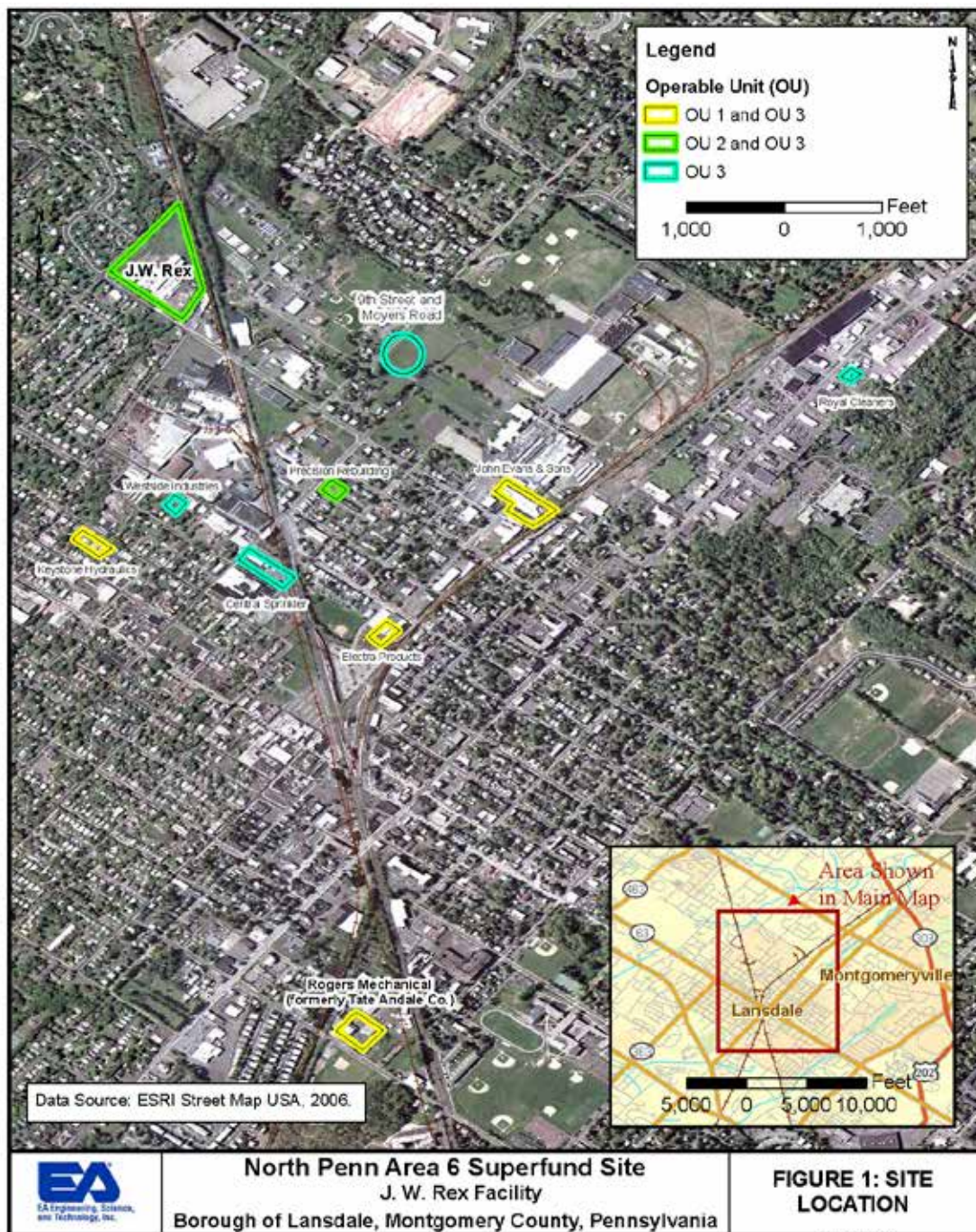
Since the vast majority of the Borough has been developed, most of the soils in Lansdale would be considered “urban soils,” which are soils which have been manipulated or disturbed by earth moving or other development activity. Alluvial soils are found along stream corridors, which have resulted from silt deposits from streams or flooding. These soils often form aquifer recharge areas, which are important for the replenishment of groundwater. Groundwater is often the source for public water supplies, so the protection of those aquifer recharge areas is important.

Environmental Remediation: North Penn Area 6 Superfund Site

The North Penn – Area 6 Site is largely related to groundwater contamination with trichloroethylene (TCE) first discovered in wells in the Lansdale area in 1979. The site was added to the Superfund National Priorities List in 1989. It encompasses an area in and around the Borough. The contamination has been addressed through numerous actions since 1998. The US Environmental Protection Agency (EPA) completed construction of five groundwater extraction and treatment systems at these locations:

- The former Keystone Hydraulics at 834 West Third Street
- Royal Cleaners at 1315 North Broad Street
- Westside Industries at 5th & Mitchell Streets
- The former Electra Products at 200 West Fifth Street
- The former Rogers Mechanical Company at 135 East Hancock Street.

Construction of the most recent system at the former Rogers Mechanical Company finished in May 2011. In addition, since the contamination had been discovered, private wells in the area have been tested, and homes that were affected were connected to public water supplies. Contaminated soil has also been removed or remediated from many of the sites listed above. The Rogers Mechanical Company site is now part of the Andale Green residential development—an example of a successful redevelopment of a former Superfund site. In 2018, the EPA announced the deletion of the “Administrative Parcel”—the six and a half acre portion of Superfund site that is now used for that development—from the Superfund National Priorities List.



ALL OF THE SITES OUTLINED IN GREEN OR YELLOW ARE UNDERGOING REMEDIATION OR HAVE BEEN STUDIED BY THE EPA FOR SOIL REMEDIATION.

AR301405

Habitats

Since the Borough is largely built-out, there are limited opportunities to preserve or conserve habitats for wildlife. However, some of the most intact existing habitats for wildlife in the Borough are in Borough parks, such as Stony Creek Park and Wissahickon Valley Park, which include maturing forests and riparian corridors. Efforts to enhance these existing habitat areas can take many forms. The removal of invasive plant species, and the reestablishment of native species of plants, can restore the ecological balance in an area and provide for a greater diversity of both plant and animal life. Restoration of streambanks and waterways can also diversify the aquatic ecosystem.

Woodlands and Tree Cover

Existing contiguous woodlands in the Borough exist in White's



MATURE TREE GROWTH AND MEADOW AREA AT STONY CREEK PARK.

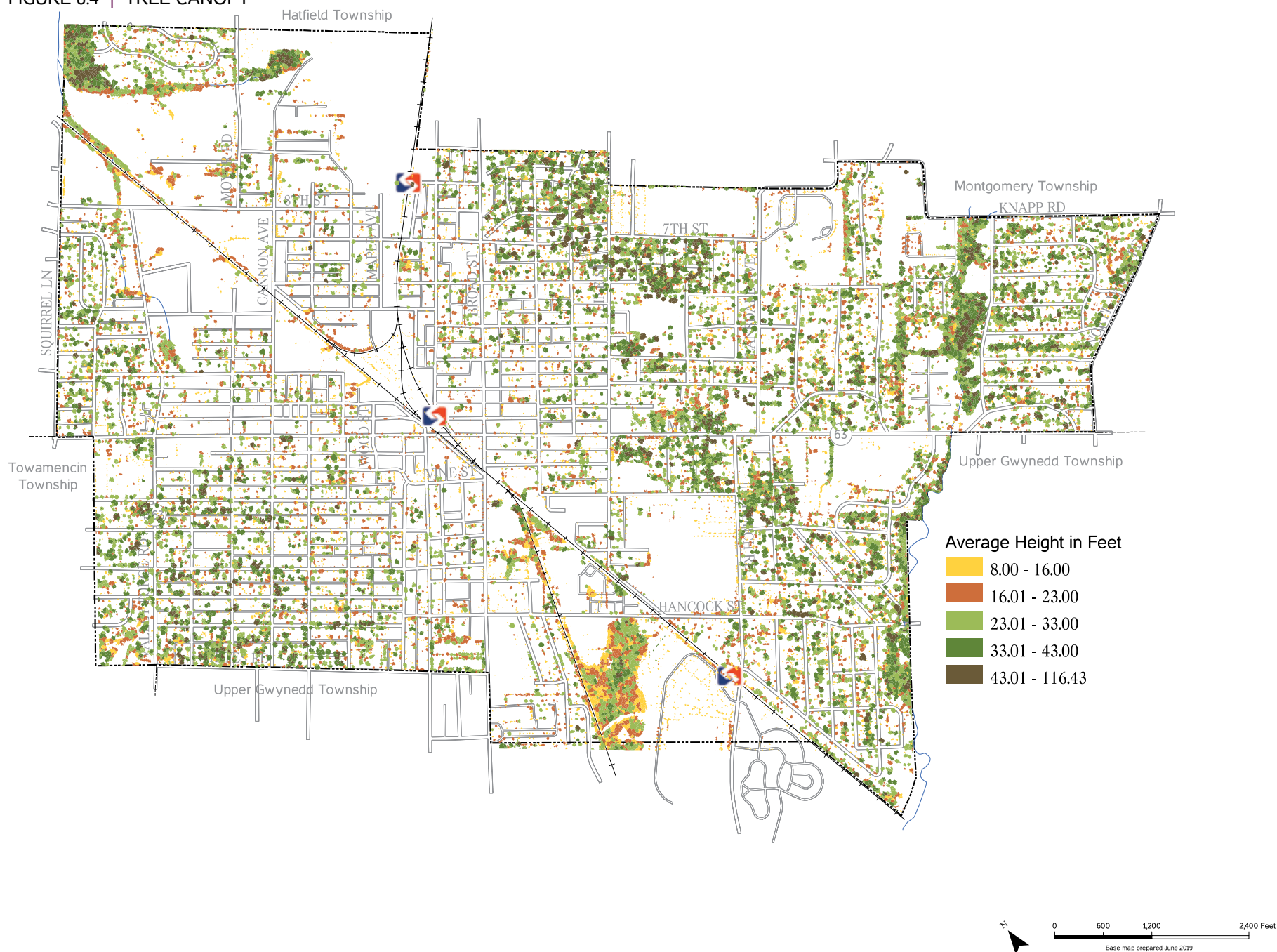
Road Park, the area in the northern corner of the Borough that is north of the wastewater treatment plant, and along the Wissahickon Creek. While none of the original woodlands of Montgomery County remain, tree cover and other vegetation still play an important environmental and cultural role in the area.

Trees provide habitat for numerous birds and other wildlife; clean the air and mitigate noise; provide a cooling effect through transpiration; aid in stormwater management and water quality improvements; contribute to building energy conservation; provide shade for pedestrians, parking lots, and buildings; and have even been shown to increase property values, among other benefits. Figure 8.4 illustrates the existing tree canopy in the Borough, as well as the average heights of trees, which can be used as a measure for the relative age of the tree cover in the Borough. While it is probably not a surprise that many of the larger and older clusters of trees are located in Borough parks and open space, there are also many



MATURE TREE GROWTH AT WISSAHICKON PARK.

FIGURE 8.4 | TREE CANOPY



older stands of trees in some of the established neighborhoods of Lansdale, especially those in those neighborhoods west of Lansdale Catholic High School. However there are a number of neighborhoods which have less of a tree canopy. In these areas, Borough policies could be developed and other efforts could be made to restore and increase tree cover.

Many larger properties in the Borough also have gaps in tree canopy. The Borough can work with these individual property owners, many of which account for the majority of gaps in tree coverage. Some of these properties include larger institutional properties, such as Penndale Middle School, St. Mary's Manor, and Lansdale Catholic High School. Since these are large properties under control of a few landlords, it may be easier to work to increase the tree canopy in these locations, since it requires coordinating with fewer parties.

Wissahickon Green Ribbon Trail

While not within the Borough itself, one of the most intact natural areas in the vicinity is the Wissahickon Green Ribbon Trail, a series of connected trails, preserves, and natural areas maintained by the Wissahickon Valley Watershed Association. Stretching for 12.6 miles, these areas include a diverse array of natural landscape types, including meadows, wetlands, and woodlands. Forging connections to this and other existing nearby natural areas can enhance Borough residents' experience of the natural environment. *(For additional information on parks and trails, see Chapter 6: Parks, Open Space, and Trails).*



Wissahickon Valley Watershed Association

The Wissahickon Valley Watershed Association (WVWA) was founded in 1957 to protect the beauty and quality of the Wissahickon Creek and the natural lands and open space in the watershed. As a nonprofit land trust, WVWA stewards and restores natural areas, offers educational and outreach opportunities on wildlife and watershed conservation, and preserves historic and cultural sites related to the Wissahickon Creek. For more information on the WVWA, visit www.wvwa.org.

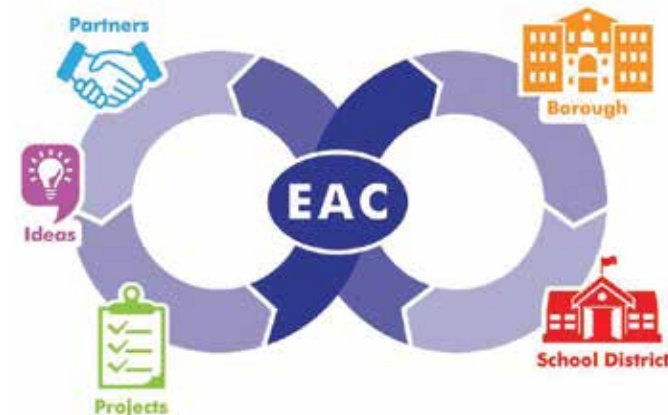
RECOMMENDATION 1

Priority Level 1

- **8A.** Adopt a Riparian Corridor Conservation Overlay District. There are provisions for riparian corridor conservation in the draft SALDO, regarding conservation and provision of new vegetation. The Borough should also consider a Riparian Corridor Conservation zoning overlay, which would protect the riparian corridor by regulating land uses and their intensity within the corridor. This ordinance would be calibrated carefully to accommodate Lansdale’s built-out nature.
- **8B.** Create an Environmental Advisory Council (EAC). An EAC is a group or government body, composed of residents appointed by elected officials, which advises the municipality regarding the protection, conservation, use and management of the environment and natural resources. Their activities can include recommending local ordinances to further environmental protection and sustainability, sponsoring public education programs, leading a campaign to raise awareness of a local environmental issue or threat, or participating in stewardship projects. For additional information regarding EACs, the Borough can refer to the EAC Handbook, published by the EAC Network (a project of the Pennsylvania Land Trust Association).
- The EAC will coordinate with the EPA to communicate updates to the community regarding the remediation of the North Penn – Area 6 Superfund site.

Priority Level 2

- **8C.** Create Shade Tree Commission (STC). An STC is also a group of residents, appointed by elected officials, whose main



THE ENVIRONMENTAL ADVISORY COMMITTEE SERVES AS A LIAISON AMONG THE LOCAL GOVERNMENT, THE SCHOOL DISTRICT, AND LOCAL PARTNERS TO PLAN AND IMPLEMENT PROJECTS.

duty is to advise the municipality regarding the planting, removal, maintenance, and protection of shade trees. The jurisdiction over shade trees for STCs is usually limited to those trees or other woody vegetation within the public right-of-way. In other municipalities, STCs may also review land development applications and landscaping plans, submitting comments or



STREET TREES ALONG MAIN STREET AT MEMORIAL PARK.

¹ 8A, 8B, etc., correspond to the summary tables in Chapter 15.

making suggestions regarding plans to the planning commission or governing body.

- **8D.** Increase tree cover in strategic locations. This would be an activity that the Shade Tree Commission would work to achieve. Plantings at gateways to the Borough, such as (but not limited to) the Hillcrest Shopping Center, the Pavilion, or Station Square, would enhance the Borough's image and add shade and greenery.

Priority Level 3

- **8E.** Use community events to encourage volunteerism for environmental conservation. Riparian buffer plantings, other tree plantings, tree tenders, other stewardship opportunities, and stream and park cleanups. These can often be organized by an EAC, STC, or the Parks and Recreation department.
- **8F.** Work with schools for environmental education, and encourage volunteers for stream or park cleanups, and similar events. This would be a great opportunity to add to the Borough's many community events.
- **8G.** Add environmental education signage, and consider environmental education center. Parks, trails, schools, and areas of significant pedestrian traffic would benefit from such signage, and would spread awareness of environmental issues and strengthen an environmental ethic.

Performance Indicators

- Establish environmental Advisory Council.
- Increase tree canopy at Borough gateways.
- Adopt Riparian Corridor Conservation overlay ordinance.



RIPARIAN BUFFER OR OTHER TREE PLANTINGS CAN BE ORGANIZED AS PART OF COMMUNITY EVENTS.

Sources

Environmental Protection Agency. "Site Information for NORTH PENN – AREA 6." <https://cumulis.epa.gov/>.

Wissahickon Valley Watershed Association. "Green Ribbon Trail." <http://www.wvwa.org/greenribbontrail/>.

ENVIRONMENTAL SUSTAINABILITY



123 INTRODUCTION

124 CONTEXT

135 RECOMMENDATIONS

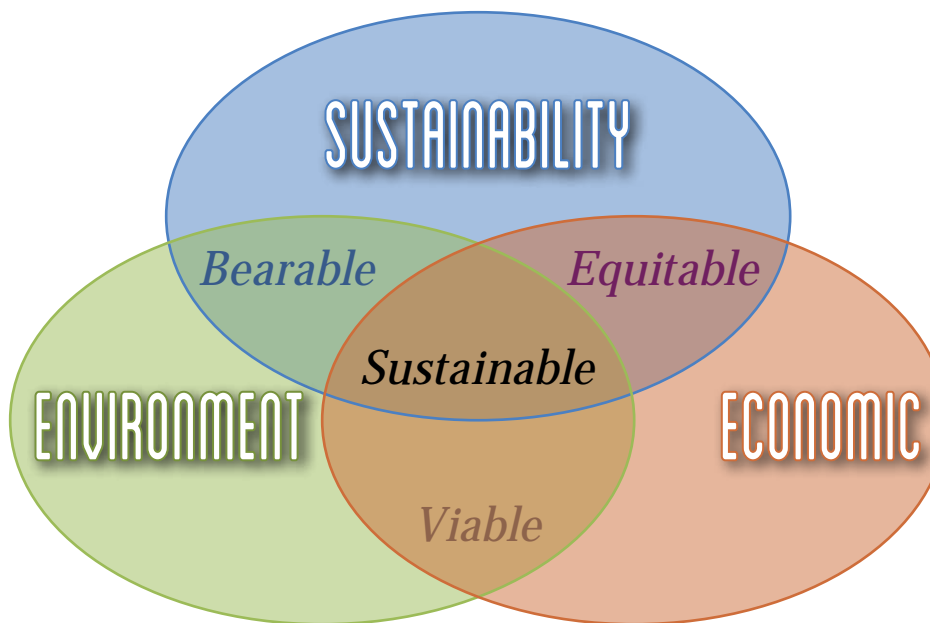


THE RAIN GARDEN IN THE PARKING LOT OF LANSDALE'S MUNICIPAL COMPLEX FILTERS POLLUTANTS AND SUPPORTS STORMWATER INFILTRATION.

Looking to the future, the Borough recognizes the need to support policies, projects, and regulations that promote sustainability. The most widely used definition of sustainable development comes from the Brundtland Report, a report drafted by the UN-established Brundtland Commission, which states that sustainable development “meets the needs of the present without compromising the ability of future generations to meet their own needs.” A common framework for conceptualizing the principles of sustainability is the “three pillars” model used by the EPA, which visualizes sustainability as the overlap of economic, social, and environmental dimensions.

Although the pursuance of sustainable growth and development encompasses an array of social, economic and environmental issues,

this chapter focuses primarily on the areas that are most frequently associated with the word “sustainability” as it is commonly used— environmental resources, stormwater management, energy – while also touching on alternative transportation, waste reduction and “green” design. The Borough will determine specific additional sustainability priorities which may then be addressed in a future sustainability audit or plan. Lansdale has made great strides in recent years to protect its natural environment and promote sustainable development. The Borough highly values participation in sustainability initiatives and wishes to enhance its leadership in this area. In so doing it will enhance its image and remain progressive in a field that is constantly expanding and evolving.



THE COMMONLY USED 'THREE-PILLAR' FRAMEWORK FOR SUSTAINABLE DEVELOPMENT.
Source: Wikicommons

Environmental Resources and Stormwater Management

Some of the ways in which Lansdale has promoted sustainability include stormwater management and efforts to protect environmental resources.

Following are some of the measures taken by the Borough to promote sustainability with respect to environmental resources and stormwater:

- Adopted a new floodplain ordinance (2016) to meet new standards of FEMA.
- Completed an MS4 (Municipal Separate Storm Sewer) TMDL (Total Maximum Daily Load) Strategy Report (2016), which



THE BOROUGH'S PARK SYSTEM, INCLUDING WISSAHICKON PARK SHOWN ABOVE, PROVIDES A WEALTH OF SOCIAL, ECONOMIC, AND ENVIRONMENTAL BENEFITS.

outlines how the Borough will meet sediment reduction targets by implementing stormwater management projects.

- Installed natural streambank stabilization products and plantings along the streambank in Whites Road Park (2017).

Following are steps taken by the Environmental Protection Agency (EPA) to address groundwater contamination within the Borough:

- Completed construction of five groundwater extraction and treatment systems within the North Penn Area 6 Superfund Site.
- Connected homes with private wells located within the Superfund's area affected by groundwater contamination to public water supplies.
- Removed or remediated contaminated soils from properties within the Superfund area.

The implementation of green stormwater infrastructure and stormwater best management practices (BMPs) provide a variety of overlapping environmental, social and economic benefits. By continuing to maintain healthy parks and greenspaces, which are vital resources for stormwater management, the Borough not only supports the health of natural habitats and the ecosystem, but also creates welcoming areas for recreation, encouraging active and healthy lifestyles for residents. Supporting well-maintained, easily accessible green spaces also strengthens the local economy by attracting new residents and visitors who value the quality of the Borough's park system.



STONY CREEK PARK'S LOW-IMPACT PARKING LOT IS DESIGNED TO DETAIN AND INFILTRATE STORMWATER.

Similarly, the implementation of green stormwater infrastructure in downtown areas, such as tree plantings and rain gardens, has overlapping social, economic, and environmental benefits. Trees in developed areas, such as downtown Lansdale, play a vital role in reducing the urban heat island effect by providing valuable shade. The cooling effect provided by street trees not only makes the area a more pleasant place to visit and invites foot-traffic to local businesses, but also reduces reliance on air conditioning, which significantly contributes to energy demands and strains energy resources in the summer. Furthermore, during storms, street trees and plantings in downtown areas act as sponges, absorbing

stormwater and reducing runoff which would otherwise pollute local waterways.

For more details regarding Lansdale's stormwater management and implementation efforts, see the "Stormwater Management" section of the Community Services, Infrastructure, and Stormwater Management chapter.



THE SEPTA GARAGE AT LANSDALE STATION INTEGRATES STORMWATER MANAGEMENT BEST PRACTICES WITHIN ITS SURFACE PARKING AREA.

Energy Conservation and Greenhouse Gas Emissions Reduction

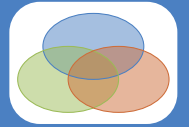
The use of energy efficient technologies and the promotion of policies which promote reductions in energy usage and greenhouse gas emissions play a critical role in supporting a sustainable environment and economy. The Delaware Valley Regional Planning Commission's (DVRPC) report *Energy Use and Greenhouse Gas Emissions in Greater Philadelphia, 2010*, reveals that although Lansdale contributes more to greenhouse gas emissions and energy use compared to surrounding municipalities, its per-capita greenhouse gas emissions and energy usage is amongst the lowest of all municipalities within the region, which encompasses nine counties. By continuing to implement sound policies and regulations in regard to energy conservation, as well as renewable energy, the Borough will play an active role in conserving natural resources, reducing waste, lowering carbon emissions, and providing long-term cost-savings to residents.

LED Streetlights and Traffic Lights

In 2017, Lansdale joined 35 municipalities participating in DVRPC's Regional Streetlight Procurement Program, which provides municipalities access to financing, reduced purchasing costs, and technical assistance in implementing LED replacement projects. Recently, the Borough replaced all of the streetlights in municipal lots as well as Borough-owned facility lots with LED lighting. The benefits of replacing traditional streetlights with LED lights include lower energy consumption, less heat production, and longer bulb-life. By upgrading the streetlights and traffic signals to LED lighting, the Borough will benefit from extensive cost savings while reducing energy usage and material waste. A 2016 report prepared by Johnson Controls estimated that the LED replacement program will save the Borough over \$3 million in energy costs and operations and maintenance expenses.

IT'S INTERCONNECTED! IMPACTS OF SUSTAINABLE PRACTICES...

Conversion to LED Street Lights



Social

Improves public safety by making public areas more visible.

Economic

Reduces energy costs due to energy efficiency. Lowers maintenance costs due to longer bulb lifespans.

Environmental

Reduces energy usage and greenhouse gas emissions. Decreases material waste compared to conventional street light bulbs.



LANSDALE PUBLIC LIBRARY AND NORTH PENN COMMONS ARE BOTH HUBS FOR A FREE BIKE SHARE PROGRAM MADE POSSIBLE BY THE BOROUGH'S PARTNERSHIP WITH THE GREATER NORTH PENN AREA TRANSPORTATION MANAGEMENT ASSOCIATION.

Alternative Transportation

With a pedestrian-friendly downtown, a highly-interconnected street network, a Borough-wide sidewalk network, and three regional rail stations, Lansdale has the opportunity to establish a truly multi-modal transportation network. The anticipated completion of the Liberty Bell Trail will allow pedestrians and cyclists in the Borough to reach regional destinations more easily and efficiently. There is an opportunity for the Borough to promote more bike usage. With the completion of *BIKE MONTCO*, the region is more supportive of accommodating bicycle mobility than ever before. Lansdale has the opportunity to capitalize on the growing popularity of bicycling by exploring safe bike route connections to its three regional rail stations as well as to the regional trail system.

In 2017, the Borough began a free bike share program through a partnership with the Greater North Penn Area Transportation Management Association (The Partnership TMA). Through the free bike share program, anyone with a valid state-issued photo ID can borrow a bike for free from the bike-share pod located at the Lansdale Public Library.

DVRPC’s Energy and Emissions profile for Lansdale, which shows on data from 2010, reveals that automobile use (“Mobile Highway)

is highest contributor to greenhouse gas emissions in the municipality (See Figure 9.1). The data from this profile illustrates how supporting safe and accessible bicycle and pedestrian networks, and promoting transit use through promoting transit-oriented development, will have resounding impacts in lowering greenhouse gas emissions by reducing reliance on automobiles.

FIGURE 9.1 | GREENHOUSE GAS (GHG) EMISSIONS BY SECTOR

SECTOR	EMISSIONS (MTCO ₂ e)	PERCENT
Residential	53,097	28%
Commercial	38,940	20%
Industrial	28,882	15%
Mobile-Highway (Automobile)	57,026	30%
Mobile-Transit	510	<1%
Non-Energy GHG	12,057	6%
Total	190,521	100%

Source: Delaware Valley Regional Planning Commission, 2010.



BIKE RACKS ARE LOCATED AT EACH OF THE BOROUGH’S REGIONAL RAIL STATIONS. THE BOROUGH WILL CONTINUE TO BUILD ON ITS BIKE NETWORK AND IMPROVE ACCESS TO RAIL STATIONS.

For more information Lansdale’s public transportation, bicycle and pedestrian infrastructure, see the Transportation chapter.

IT’S INTERCONNECTED! IMPACTS OF SUSTAINABLE PRACTICES...

Alternative Transportation



Social

Encourages regular exercise, supporting active and healthy lifestyles. Improves safety for bikers and walkers.

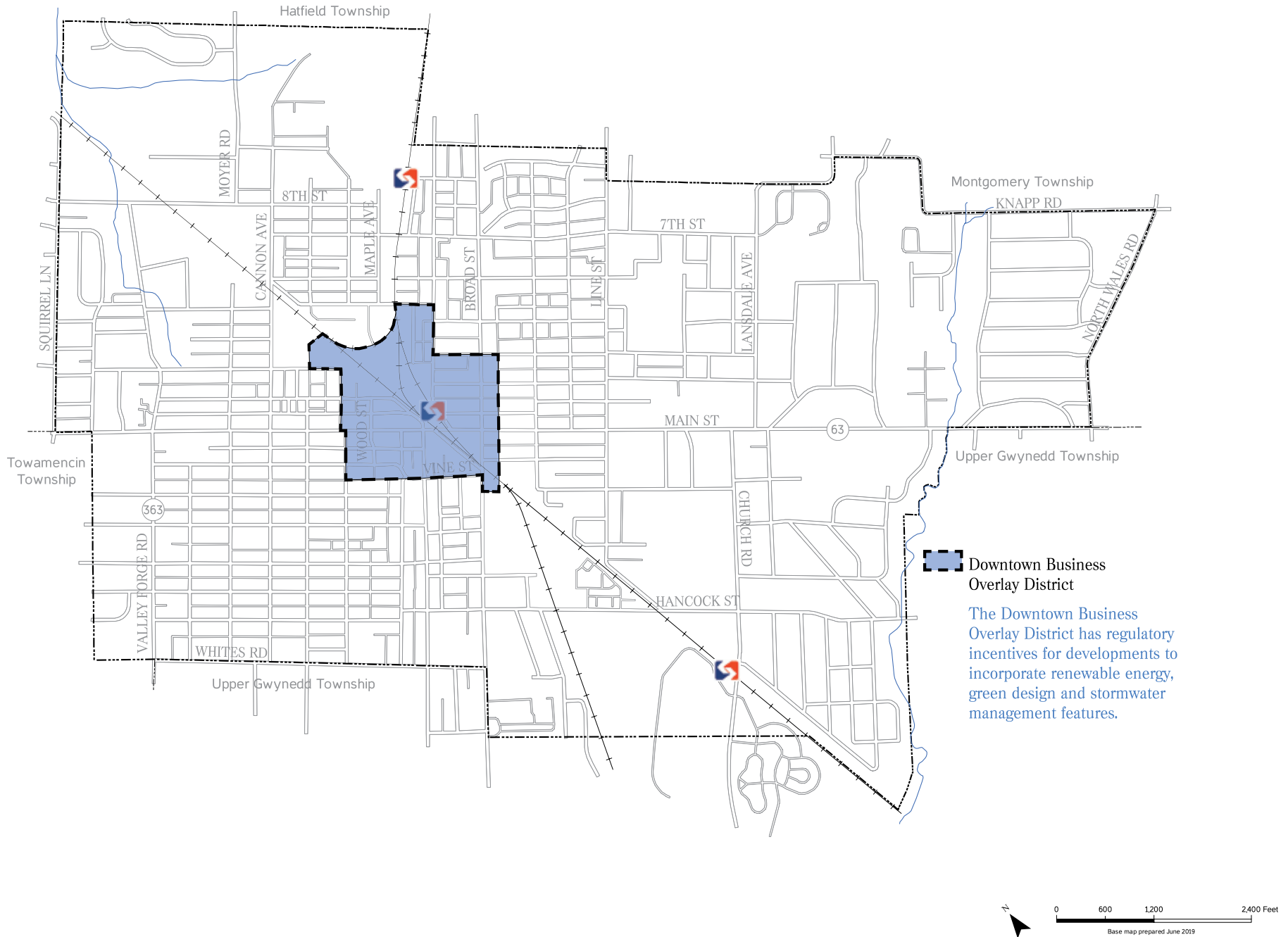
Environmental

Saves energy. Reduces greenhouse gas emissions. Improves air quality.

Economic

Reduces traffic congestion, resulting in travel cost savings for homes and businesses. Improves accessibility, increasing the potential labor force. Encourages residents and visitors to bike or walk downtown and frequent local businesses.

FIGURE 9.2 | DOWNTOWN BUSINESS OVERLAY DISTRICT



Renewable Energy

In addition to energy conservation, supporting the use of renewable energy systems plays an important role in a sustainable environment and economy, as well as in public health. By encouraging appropriate and efficient use of viable renewable energy systems, Lansdale will play a leading role in the regional effort to reduce greenhouse gas emissions, improve air quality, prevent groundwater contamination, and help support the regional “green economy” and the creation of jobs tied to the production and implementation of renewable energy systems. Furthermore, since residential energy use is the second-highest contributing sector to greenhouse gas emissions in the Borough (see Figure 9.1), promoting education initiatives that teach residents about the environmental and cost-saving benefits of renewable energy systems and supporting regulations and policies that encourage best practices in renewable energy use could significantly reduce the Borough’s rate of harmful emissions.

Electric Department Initiatives

In Pennsylvania, owners of renewable energy systems interconnected with the Borough’s energy grid can benefit from net metering, which allows owners to be compensated for any unused excess electricity their energy generation system produces. Lansdale fulfills this legal requirement by providing owners who generate more power than utilized with a credit for the excess amount that may last up to twelve months.

The Borough’s publicly owned electric supply company, Lansdale Electric, receives power through the energy supplier American Municipal Power (AMP). Lansdale Electric is currently exploring ways to support the proliferation of renewable energy systems while providing customers with a cost effective and reliable power supply. One alternative Lansdale Electric is considering is participating in AMP’s EcoSmart Choice program which offers a voluntary green pricing program for customers who wish to sign

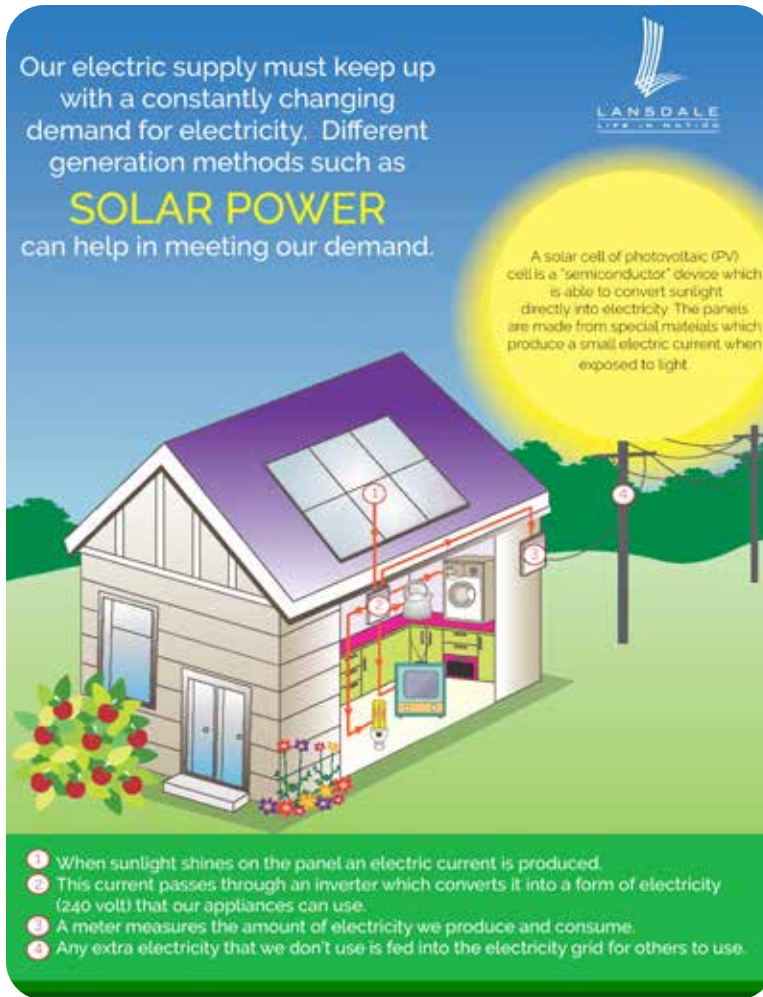
up. Rather than purchasing power produced by renewable energy systems, the EcoSmart Choice program purchases Renewable Energy Credits (RECs) which dedicates 100% of the funds to the construction of new green energy plants.

Solar

Over 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 affordable. In addition to significantly reducing emissions of CO₂ and harmful particulates, solar energy systems put less pressure on the power grid since they produce the most electricity during daylight hours during the summer, when electricity demand is highest. Purchasing a solar energy system also offers significant return on investment in the form of raised property values. Additionally, as a legal requirement in Pennsylvania, owners of solar energy systems can benefit from net metering, which allows them to be compensated for any unused excess electricity their solar energy system produces.

Lansdale has included incentives in its zoning ordinance to encourage the installation of solar energy systems within the Downtown Business Overlay District. A building can earn a 20 foot height bonus if a solar power facility is installed that provides at least 15% of the expected energy use for the building.

The Borough plans to install solar panels at the Borough’s wastewater treatment plant on Ninth Street, which was selected as an appropriate site due to its high use of electricity. To help meet the \$1.4 million total cost of the project, the Borough received half of its funding from a grant through the Commonwealth Financing Authority’s Solar Energy Program which is administered jointly by the PA Department of Community and Economic Development and the Department of Environmental Protection. While the Borough will pay for half the project, it estimates it will save \$100,000 a year,



THE BOROUGH WEBSITE PROVIDES EDUCATIONAL RESOURCES ON THE ENVIRONMENTAL AND FINANCIAL BENEFITS OF SOLAR ENERGY SYSTEMS.

meaning the project will pay for itself after seven years. After seven years, the solar energy systems will continue to provide energy and cost savings to the Borough.

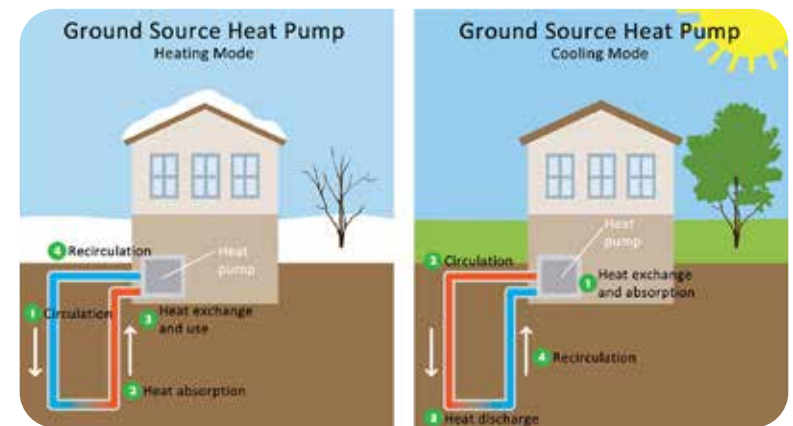
In addition to providing valuable information on the Borough website which highlights the benefits of solar energy systems and addresses frequently asked questions, Lansdale facilitates events to educate community members about how to install solar energy

systems on their own properties. At the 2018 Founders Day Festival, the Borough hosted solar energy system demonstrations at Borough Hall, where providers and solar equipment companies were on hand to answer questions and distribute information to community members.

The Borough provides information about solar energy systems on its web site to help electric customers understand the associated environmental benefits and potential cost savings.

Geothermal

Montgomery County's balanced climate makes geothermal heat pump systems (GHPS) a viable alternative for heating buildings in this region. 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. Although GHPS systems are more expensive than conventional systems, savings on heating costs and cooling costs can allow a GHPS system to pay for itself within two to ten years.



THE HEATING AND COOLING PROCESS OF A GEOTHERMAL HEAT PUMP SYSTEM. DUE TO ITS BALANCED CLIMATE, MONTGOMERY COUNTY IS SUITABLE REGION FOR GEOTHERMAL HEAT PUMP SYSTEMS.

Source: EPA

As with solar energy, Lansdale incentivizes the installation of geothermal energy systems within the Downtown Business Overlay District by providing a height bonus. The Turbo Lofts in downtown Lansdale, which hosts 45 condo units (completed 2008), uses a geothermal heat pump system.

Small Wind

Small wind turbines are becoming increasingly popular. With recent advances in technology, small wind turbines have 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. While the use of large turbines and wind farms, such as those seen in central or western PA, may not be viable in the Lansdale area due to wind patterns, smaller turbines are more appropriate for the Borough and could be an asset for reducing carbon emissions. Although a small turbine can be expensive to install, wind energy systems offer a return on investment. Net-metering, which is required under PA law, allows owners to bank their unused excess energy, and studies generally show increased property values for those who own wind turbines, with no decrease in neighboring property values.

As with solar and geothermal energy, Lansdale currently encourages wind energy systems within the Downtown Business Overlay District by providing a height bonus.

Green Design

Green design, also known as sustainable building or high performance building, is defined by the EPA¹ as “the practice of creating structures and using processes that are environmentally responsible and resource-efficient throughout a building’s life-



WITH A RANGE OF DESIGN AND SCALE OPTIONS, SMALL WIND ENERGY SYSTEMS CAN BE INTEGRATED INTO A VARIETY OF SITES. THESE VERTICAL AXIS WIND TURBINES POWER THE LED LIGHTS OF THE PARKING LOT AT MONTGOMERY COUNTY COMMUNITY COLLEGE-WEST CAMPUS IN POTTSTOWN.

cycle from siting to design, construction, operation, maintenance, renovation and deconstruction.” Lansdale’s promotion of green design is clearly evident in numerous recently completed large-scale developments throughout the Borough.

The recent developments of the SEPTA Lansdale Parking Garage, the SEPTA 9th Street Station, and the Borough Municipal Complex support environmental sustainability not only through their functions, but also through their designs and features. While the recent expansion of the Municipal Complex supports sustainability by efficiently centralizing municipal services within a reused building and a modern and flexible space close to transit, the updated site also contains an assortment of sustainable design features. The Municipal Complex’s sustainable design features include a wealth of street trees, decorative sidewalks, and a rain

¹ EPA <https://archive.epa.gov/greenbyukdung/web/html/about.html>.

garden planted with native vegetation within the parking lot to promote stormwater infiltration and improve water quality. The development's focus on sustainability allowed the project to earn LEED Silver Certification.

The Lansdale Parking Garage and the completion of 9th Street Station both support the Borough's vision of encouraging transit-oriented and mixed-use development while incorporating numerous design features with environmental and stormwater management benefits. The SEPTA Parking Garage received Green Garage Certification, ensuring that its building materials are locally sourced, that the garage is energy efficient and that the site integrates stormwater management best practices. The garage also features designated parking for fuel-efficient vehicles and electric vehicle charging spaces. The 9th Street Station also integrates numerous green elements, including four bioretention areas with native plants, covered bicycle shelters and LED lighting.



THE LANSDALE PARKING GARAGE RECEIVED GREEN GARAGE CERTIFICATION AND HAS DESIGNATED PARKING FOR FUEL-EFFICIENT AND ELECTRIC VEHICLES.

Lansdale currently encourages green building design systems within the Downtown Business Overlay District by providing a height bonus. A building can earn the 20 foot height bonus if a building achieves a LEED Silver Rating, or a similar standard.



THE LANSDALE MUNICIPAL COMPLEX WAS AWARDED LEED SILVER CERTIFICATION.

Recycling and Waste Reduction

Although the Borough’s recycling rate has improved in recent years, thanks in part to a significant increase in commercial recycling rates, it still lags behind Montgomery County’s overall recycling rate. In Lansdale, each household selects a waste hauler of his or her choosing, which also provides recycling pickup as part of its contract. This requirement applies to nonresidential properties as well. The Borough provides a monthly yard waste collection, where residents must drop off branches, leaves and shrubbery at a designated location during specific hours. Borough Council is considering whether it is viable to change from the current system where each household selects its own hauler to a single-hauler system, where one waste management company services the entire Borough.

IT’S INTERCONNECTED! IMPACTS OF SUSTAINABLE PRACTICES...

Recycling and Waste Reduction



Environmental

Reduces pollution of land and water. Lowers greenhouse gases released by decomposition of material. Conserves natural resources. Saves energy.

Economic

Reduces costs associated with hauling waste. Supports businesses which transport, process and sell recovered materials. Supports.

Social

Less material consumption = more personal financial savings.

FIGURE 9.3 | MUNICIPAL VS. COUNTYWIDE RECYCLING RATES

AREA	2013	2014	2015	2016	2017
Lansdale Recycling Rate	15%	19%	22%	30%	24%
Countywide Recycling Rate	32%	34%	34%	40%	37%

*Trash tonnage estimated from known countywide total based on population.

Source: Montgomery County Planning Commission.

Sustainability and Public Health

Lansdale recognizes the strong connections between sustainability and public health and understands that pursuing sustainable practices supports improved health outcomes for individuals within Lansdale and across the region. The linkages between the sustainability topic areas explored above and public health may in some instances be easily discernable, while at other times they may be less readily apparent. For example, clear connections can be drawn between promoting alternative modes of transportation and fostering improved public health. Promoting safe and convenient bicycle and pedestrian networks encourages individuals to exercise regularly, while supporting the use of public transit reduces the amount of vehicular emissions from automobiles, thereby positively impacting air quality. The health and safety benefits of stormwater management are also clearly discernable, since these efforts reduce the risk of harmful flooding as well as preserve the quality of drinking water for the area.

Other health benefits tied to sustainability are not as obvious. Less outwardly apparent, a wealth of academic research supports “biophilia,” the concept that interaction with nature, even just the visual impact of plants and greenery, can relieve stress,

which in turn reinforces mental and physical health and well-being.² Furthermore, numerous studies conducted in urban areas provide evidence that maintaining well-managed greenspaces and implementing green stormwater infrastructure contributes to reduced crime rates within the surrounding area, which positively impacts public safety and health.³ As the Borough continues to pursue and implement the sustainability initiatives outlined in the recommendations of this

chapter, as well as the recommendations provided throughout *LANSADALE2040*, it will work to ensure that the positive environmental impacts of these efforts reinforce positive public health and public safety outcomes.



NORTH PENN COMMONS OFFERS A VARIETY OF RESOURCES FOR PUBLIC HEALTH.

² Grinde, B., & Patil, G. G. (2009). Biophilia: Does Visual Contact with Nature Impact on Health and Well-Being? *International Journal of Environmental Research and Public Health*. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2760412/>.

³ Kondo, M. C., Low, S. C., Henning, J., & Branas, C. C. (2015). The Impact of Green Stormwater Infrastructure Installation on Surrounding Health and Safety. *American Journal of Public Health*. Retrieved from https://www.fs.fed.us/nrs/pubs/jrnl/2015/nrs_2015_kondo_001.pdf; Kondo, M., Hohl, B., Han, S., & Branas, C. (2016). Effects of greening and community reuse of vacant lots on crime. *Urban Studies*. Retrieved from https://www.fs.fed.us/nrs/pubs/jrnl/2015/nrs_2015_kondo_004.pdf.

Priority Level 1

Renewable Energy *(for Geothermal and Small Wind Energy Ordinances, see "Priority Level 2")*

The Borough will continue to update its website with educational resources which provide general information about renewable energy systems and outline the benefits of installing these systems. The Borough will also explore providing additional features to the solar power section of the Borough website, including adding a dashboard which calculates the cost-savings property owners can achieve through installing solar energy systems. The Borough will also consider regularly updating its website to display the amount of savings the Borough has generated through the solar energy systems which have been installed on public buildings.

Solar Energy Ordinance

- 9A. Building upon existing incentives for renewable energy which are available to developments in the Downtown Business Overlay District, Lansdale will create a solar ordinance with provisions and regulations to encourage the use of solar energy systems within suitable districts and in line with the Borough's vision for community development, without being overly restrictive. In crafting an ordinance, the Borough should refer to the model ordinance that Delaware Valley Regional Planning Commission (DVRPC) created alongside Montgomery County Planning Commission⁵.



SOLAR PANELS ON THE ROOF OF A SMALL BUSINESS IN HARLEYSVILLE.

Renewable Energy Demonstration Projects

- 9C. Building on the momentum of the planned solar panel installations at the wastewater treatment plant on 9th street, the Borough will continue to lead by example and investigate opportunities to establish renewable energy demonstration projects. These might consist of a solar, small wind, or geothermal system in a Borough park or on a municipal building, supplemented by educational signage to explain how the system works and its benefits. Lansdale will also continue to explore opportunities to install stormwater management projects in highly-visible public spaces, as it did with the rain garden installation at Borough Hall. The Borough will also add signage

⁴ 9A, 9B, etc., correspond to the summary tables in Chapter 15.

⁵ Renewable Energy Ordinance Framework – Solar PV. https://www.dvrpc.org/EnergyClimate/ModelOrdinance/Solar/pdf/2016_DVRPC_Solar_REOF_Reformatted_Final.pdf.

to all existing and future demonstration projects providing educational information on the environmental, economic and social benefits of the project. These projects will not only educate property owners and visitors about the advantages of renewable energy and stormwater management, but also help publicly establish the Borough as a responsible steward of the community's environment.

Green Building Design



DEMONSTRATION PROJECTS, LIKE THE MUNICIPAL COMPLEX'S RAIN GARDEN, NOT ONLY PROVIDE SUSTAINABILITY BENEFITS TO THE BOROUGH, BUT ALSO SERVE AS EDUCATIONAL MODELS FOR PROPERTY OWNERS.

- **9B.** The Borough will expand its use of the zoning, subdivision and land Development, and other ordinances to promote a variety of green building design principles, including mixed use and transit-oriented development, provision of bicyclist accommodations, use of alternative energy systems and other integration of sustainable design principles into future developments.

Priority Level 2

Stormwater Management

For the complete set of sustainability recommendations regarding stormwater management, please refer to the “Recommendations” section of the Community Services, Infrastructure, and Stormwater Management Chapter (see page 98), as well as the “Recommendations” section of the Environmental Management Chapter (see page 117).

LANSDALE2040's recommendations for stormwater management that promote sustainability include regulatory strategies, such as adopting a riparian corridor overlay district which will regulate land use intensity and protect the natural conditions of the stream, as well as providing bonuses to incentivize developers to exceed stormwater management requirements. Recommendations also include advocacy and mobilization strategies. A newly established Environmental Advisory Council would raise awareness of local



THE RETENTION BASIN BEHIND THE ANDALE GREEN TOWNHOUSE DEVELOPMENT CAPTURES, CONTROLS AND FILTERS STORMWATER RUNOFF.

environmental issues and help facilitate the adoption of ordinances to support sustainable development. Additionally, a Shade Tree Commission would be a great asset to the Borough by advising the municipality regarding the planting, removal, maintenance, and protection of shade trees.

Additionally, the Borough will explore opportunities to incorporate stormwater management into streetscape redesign efforts and other projects handled by public works. The Borough will also work alongside the North Penn School District and quasi-public organizations to explore opportunities for, and eventually implement, future green stormwater infrastructure projects.

Small Wind Energy

- 9D. The Borough will establish an ordinance which regulates small wind energy systems to create standards regarding setback, height, aesthetics, while determining which districts are appropriate for such use. If the Borough 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 unpredictable and costly for the applicant. In drafting language for this ordinance, the Borough should refer to the model ordinance that Delaware Valley Regional Planning Commission (DVRPC) crafted alongside Montgomery County Planning Commission⁶. As the introduction to the model ordinance points out, wind energy is limited in the region, but residents in several municipalities have approached their local governments with requests to install such systems.

⁶ Renewable Energy Ordinance Framework – Small Wind. https://www.dvrpc.org/EnergyClimate/ModelOrdinance/Wind/pdf/2012-11-30_AEOWGWindFrameworkFINAL.pdf.

⁷ DVRPC. Renewable Energy Ordinance Framework – Geothermal https://www.dvrpc.org/EnergyClimate/ModelOrdinance/Geothermal/pdf/2012-11-30_AEOWGGeothermal-FrameworkFINAL.pdf.

Geothermal Energy

- 9E. Lansdale will create a geothermal energy ordinance to encourage the use of this valuable renewable energy system. In so doing, the Borough will ensure the use of geothermal systems does not negatively impact water quality and make certain 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. While the Montgomery County Health Department has regulations which guide the proper siting and construction and of geothermal wells, the Borough's own geothermal energy ordinance could provide additional regulations. In crafting this ordinance, the Borough should refer to the model ordinance that DVRPC wrote alongside Montgomery County Planning Commission⁷.

Electric Department

By supporting the future development and use of renewable energy systems, the Borough will continue to act as a regional leader by promoting environmental sustainability while providing a reliable and cost-efficient energy supply.

Energy Efficient Buildings (promoting “green buildings”)

- 9F. Lansdale will explore policies and resolutions that require future Borough owned, or currently owned buildings proposed for renovation, to incorporate energy conservation measures,

such as EnergyStar certification. In pursuing this measure, the Borough will build on the momentum from the completion of the LEED Certified Municipal complex and will lead by example in the regional efforts to encourage green design and energy conservation. The Borough's buildings will also serve as models that can be observed by home and business owners, educating them on the environmental and cost-saving benefits of energy efficient building features, as well as renewable energy systems.

Fuel-Efficient/Low Emission Borough-Owned Vehicles

- 9G. When replacing aging vehicles within its fleet, the Borough will consider purchasing more fuel-efficient, lower emission, and electric vehicle models. Vehicle emissions can contribute to health issues including asthma and other respiratory conditions. Lansdale has made great strides in the past year to promote efficiency and sustainability in managing its fleet of vehicles, launching a new fleet management system which tracks each vehicle's use, location, maintenance and incident history. Taking the sustainable fleet management one step further, the Borough will explore replacing obsolete vehicles with vehicles that use hybrid technology or alternative fuels, contributing to cost savings and improved air quality.

It is worth noting that some municipal vehicles, such as police cars and the heavy-duty trucks, may not make good candidates for replacing with newer models that use alternative technologies. For instance, electric vehicles can have a more limited range and long charge times, which would not be effective for police patrol shifts.



THE MONTGOMERY COUNTY SHERIFF'S OFFICE PURCHASED PLUG-IN HYBRID ELECTRIC VEHICLES FOR ITS FLEET IN 2015 AND ORGANIZED A PUBLIC DEMONSTRATION TO EDUCATE AND INFORM THE PUBLIC.

Sustainability Audit and Plan

- 9H. Lansdale will conduct a sustainability audit and consider writing a sustainability plan. A sustainability audit will examine the municipal ordinances to see how well they promote sustainability and will 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. See "Three-Pillar Framework" image on p.1. A sustainability plan might be undertaken in conjunction with the North Penn School District.

Priority Level 3

Recycling

- 9I. Lansdale will improve recycling volumes by identifying opportunities to expand the availability of recycling receptacles in public spaces. The Borough will conduct an audit of its existing recycling receptacles and identify where recycling opportunities are lacking at highly frequented public spaces.
- 9J. The Borough will also promote recycling education at public buildings and facilities by posting flyers at waste disposal locations, in hallways and in breakrooms, which provide tips on proper recycling methods.
- 9K. Lansdale will also continue to partner with Montgomery County's Recycling Coordinator to determine additional ways to promote recycling and increase recycling rates/volumes.



THE BICYCLE SHELTER AT NINTH STREET STATION ENCOURAGES TRANSIT RIDERS TO BIKE, RATHER THAN DRIVE TO THE STATION.

Performance Indicators

- Adopt solar, wind, and geothermal energy ordinances.
- Introduce hybrid electric vehicles into Borough's vehicle fleet.
- Complete renewable energy demonstration project.
- Obtain Energy Star certification of one or more Borough owned buildings.
- Increase the Lansdale Electric Company's sourcing of renewable energy to 20% of all sources.
- Complete sustainability audit.

Note: Alternative transportation has an impact on environmental sustainability. For the complete set of recommendations regarding Transportation, please refer to the Recommendations section of the Transportation Chapter. LANSDALE2040 supports establishing a balanced, multi-modal transportation system in Lansdale. The recommendations made within the Transportation Chapter regarding alternative transportation include enhancing pedestrian circulation and infrastructure through improved signalization, narrowing roadways, adding signage highlighting pedestrian safety, as well as supporting other traffic calming measures. The recommendations also highlight the need to make Lansdale more bike friendly by examining potential bike route connections to the regional rail and trail systems and adding bicycle infrastructure within the downtown area and at major destinations.

HISTORIC RESOURCES



143 INTRODUCTION

144 RESOURCES

150 PRESERVATION TOOLS

151 RECOMMENDATIONS

156 CONCLUSION



NOW KNOWN AS THE TURBO LOFTS, THIS FORMER INDUSTRIAL STRUCTURE HAS BEEN REUSED AS A RESIDENTIAL STRUCTURE (#39 ON HISTORIC RESOURCES TABLE/MAP).

HISTORIC RESOURCES



Lansdale’s historic resources add character to the built environment, provide a link to its origins and development, and help make the Borough the attractive community with a “sense of place” that it is today. Interest in historic preservation has been encouraged in large part by the very active Lansdale Historical Society. Recently, excitement for historic preservation and adaptive reuse has been spurred by Discover Lansdale’s purchase of the former (railroad) freight house, which is planned to be used as a combination welcome center, rail and local history museum, and public meeting space. This chapter will review historic resources in Lansdale Borough, discuss tools currently used in the Borough for historic preservation, and make recommendations for strengthening preservation of the Borough’s historic resources.



LANSDALE HAS AN AMPLE SUPPLY OF HISTORIC STRUCTURES, INCLUDING RESIDENTIAL AND NONRESIDENTIAL.

Lansdale Historical Society

The Lansdale Historical Society and Historical Research Center is located at the Jenkins Homestead (owned by the Borough). Portions of the Homestead have been restored and are open to the public for tours. The Society's mission, as stated on its web site, is to share its collection with the community, particularly the youth. The Society maintains historic records and artifacts (including documents, maps, photos and relics) for Lansdale and the North Penn area. It performs an educational role, scheduling historic tours, walks and lectures, and producing books and videos. The society has more than 200 members, including a staff of 35 volunteers who regularly participate in outreach programs and local research projects. The society has a presence on social media to appeal to younger generations, and has attracted 1.9 million views in less than two years. For more information about the society, see: <http://www.lansdalehistory.org/>

Inventory of Historic Structures

The Borough's historic buildings represent a variety of styles. The Vernacular style is dominant, but Greek Revival (exemplified by the Masonic Temple), Art Deco, Second Empire, Queen Anne, Late Gothic Revival, Colonial Revival, Mission/Spanish Colonial, and Federal (exemplified by the Jenkins Homestead) styles are all represented.

The *LANSDALE2040* Comprehensive Plan Task Force updated the historic inventory prepared for the 2006 Comprehensive Plan. This is just a sampling of the historic structures and neighborhoods located throughout the Borough, and is not all-inclusive. The Task Force expanded that list by adding the properties from "10 Buildings to Preserve," a newsletter reviewing some notable historic commercial structures by Dick Shearer for the Lansdale Historical Society. The inventory includes 46 sites, including residential, commercial and religious structures. It includes the name of the



JENKINS HOMESTEAD AND HISTORICAL RESEARCH CENTER.



BOROUGH HALL'S FAÇADE IS AN EXAMPLE OF THE COLONIAL REVIVAL STYLE.



THE MASONIC TEMPLE IS AN EXAMPLE OF THE GREEK REVIVAL STYLE (#5 ON HISTORIC RESOURCES TABLE AND MAP).

historic resource, address, the year constructed, architectural style, and National Register of Historic Properties status. The Jenkins Homestead is listed on the National Register, while the Train Station, Bell Telephone Exchange, Moore Farmstead, and A.C. Mott House are certified as “eligible” (when a property is certified to be “eligible” for the register, it has met the “National Register’s Criteria for Evaluation.” Age (a structure at least 50 years old), historic integrity and significance are considered in determining eligibility.

Lansdale’s historic properties exemplify a diverse range of architectural styles, including early styles such as Federal (Jenkins

Homestead, 1729) to 20th century styles such as Art Deco (Hager & Schultz Building, 1927). Many of the Borough’s historic structures were constructed using styles popular in the 19th and early 20th

centuries, such as the Vernacular (Moore Farmstead), Victorian (First Baptist Church), Greek Revival (Masonic Temple), Gothic Revival (Schwenkfelder Church) and Queen Anne.

Some of the more prominent historic nonresidential buildings were constructed in the early part of the 20th



QUEEN ANNE HOME, LANSDALE.



LANSDALE TRAIN STATION, #2 ON HISTORIC RESOURCES TABLE AND MAP.



ST. JOHN'S REFORMED/UCC CHURCH (#11 ON HISTORIC RESOURCES TABLE AND MAP).

century, such as the Lansdale Train Station (1902, Classical Revival), the aforementioned Masonic Temple (1912), National Bank of Lansdale (1925, Modern Classicism), and Bell Telephone Exchange (Classical Revival, 1929).

The churches of Lansdale include some of the grandest, most interesting historic buildings in the Borough. A few were

constructed in the Gothic Revival style, including St. John's Reformed/UCC Church (1926) at 500 West Main, the First Baptist Church (1884) at 301 North Broad, and the Lansdale Schwenkfelder Church, at 601 West Main (1917). Lansdale Methodist Episcopal Church (300 N. Broad) is an example of Romanesque Revival, built in 1920.

In addition to the properties highlighted by the inventory, above, there are numerous structures that are not currently suitable for

the inventory but are of special historic interest. These structures have had their historic integrity compromised by incompatible renovations or lack of maintenance, but are excellent candidates for historic restoration. These structures include:

- Nolan Cigar Company factory, 2nd & Walnut Streets (c.1890s) –see image below. This “flatiron” building is prominently located in the acute angle where two streets split, plainly visible from the train station.

The Lansdale architect Milton B. Bean designed an extensive number and variety of homes in the Borough. Researcher Leopoldo Montoya has concluded that Bean designed several thousand homes, businesses and churches in Bucks and Montgomery counties between 1885 and 1925. Dozens of Bean-designed homes are still standing throughout Lansdale and are worthy of preservation. The Music Hall Theater Block and the William D. Heebner House, across Broad Street from Borough Hall, are examples of his work. Unfortunately, some of the public buildings he designed—like the Hotel Tremont, the Broad Street School, Trinity Lutheran Church and the original St. John's Reformed Church—were not preserved.



FIGURE 10.1 | HISTORIC RESOURCES TABLE

ID	NAME	YEAR BUILT	STYLE	NATIONAL REGISTER LISTED?	ADDRESS	CITY	STATE
1	Jenkins Homestead	1770 (house begun)	Federal	Yes	137 Jenkins Ave	Lansdale	PA
2	Lansdale Railroad Station	1902	Classical Revival	Eligible	80 W. Main St.	Lansdale	PA
3	Schwenksfelder Church	1917	Gothic Revival	No	601 W. Main St.	Lansdale	PA
4	Row Homes	1900	Vernacular Victorian	No	733-739 W. 3rd St.	Lansdale	PA
5	Masonic Temple	1912	Greek Revival	No	309-311 W. Main St.	Lansdale	PA
6	Hager and Shultz Building	1927	Art Deco	No	325-331 W. Main St.	Lansdale	PA
7	Victorian Double House	1895	Vernacular Victorian	No	41-43 E. Main St.	Lansdale	PA
8	Residence	1930	Colonial Revival	No	17 Park Drive	Lansdale	PA
9	Double Residence	1900	Eclectic	No	534-5346 Columbia Ave.	Lansdale	PA
10	Residence	1905	Late Queen Anne	No	500 Columbia Ave.	Lansdale	PA
11	St. John's Reformed/UCC Church	1951 ⁶	Gothic Revival	No	500 W. Main Street	Lansdale	PA
12	Double Residence	1905	Late Queen Anne	No	328-330 Columbia Ave.	Lansdale	PA
13	Borough Hall Façade (former Post Office)	1933	Colonial Revival	No	1 Vine St.	Lansdale	PA
14	National Bank of Lansdale	1925	Modern Classicism	No	210 W. Main St.	Lansdale	PA
15	Residence	1890	Queen Anne	No	516 N. Broad St.	Lansdale	PA
16	First Baptist Church	1884	Victorian Gothic Revival	No	301 N. Broad St.	Lansdale	PA
17	Rowhomes with gambrels and grocers alley	1895	Vernacular Victorian	No	101-125 E. 3rd St.	Lansdale	PA
18	St. Mary's Manor Chapel	1922	Spanish Eclectic	No	701 Lansdale Ave.	Lansdale	PA
19	Residence	1890	Queen Anne	No	337 N. Broad. St.	Lansdale	PA
20	Lansdale Methodist Episcopal Church	1920	Romanesque Revival	No	300 N. Broad. St.	Lansdale	PA
21	Residence	1910	American Four Square Colonial	No	417 N. Broad. St.	Lansdale	PA
22	Workers' Rowhouses	1900	Vernacular Victorian	No	316-344 W. 5th St.	Lansdale	PA
23	Double Residence	1900	Vernacular Victorian	No	221-223 W. 7th St.	Lansdale	PA
24	Factory Building	1915	Utilitarian	No	416 Pierce St.	Lansdale	PA
25	Moore Farmstead	c.1820	Vernacular	Eligible	309 North Wales Rd.	Lansdale	PA
26	Lansdale Silk Hosiery Company	1922, 1932 ¹	20th Century Commercial	Yes	200 S. Line St.	Lansdale	PA

27	A.C. Mott House	1902		Eligible	485 E. Main St	Lansdale	PA
28	Freight Station ⁵	1902		No	111 S. Broad. St.	Lansdale	PA
29	Memorial Park Grandstands	1927		No	101 S. Line St.	Lansdale	PA
30	Music Hall Block	1888		No	201 N. Broad. St.	Lansdale	PA
31	Moyer Building	1898		No	101 Walnut St.	Lansdale	PA
32	Geller's Grand Emporium Building	1885 ²	Victorian/Commercial Eclectic	No	215 W. Main St.	Lansdale	PA
33	Dresher Arcade	c.1925 ³		No	319 W. Main St.	Lansdale	PA
34	Butler Buick	1928	Spanish Eclectic	No	810-812 W. Main St.	Lansdale	PA
35	The Old Reporter Building	1880s ⁴		No	7 W. Main St.	Lansdale	PA
36	Slifer's Store	1870		No	1 W. Main St.	Lansdale	PA
37	Bell Telephone Exchange	1929 (1951, 1958)	Classical Revival	Eligible	108 S. Broad St.	Lansdale	PA
38	701 Walnut St.	1831		No	701 Walnut St.	Lansdale	PA
39	Dexdale Hosiery Mill (Turbo Lofts)	c.1920		No	Valley Forge Rd. & Derstine Ave.	Lansdale	PA
40	William D. Heebner House	c.1930		No	S. Broad St. & Jenkins Ave.	Lansdale	PA
41	Freed Hall	1921-1922		No	1000 W. Main St.	Lansdale	PA
42	Grace Christian Church (former Farmhouse)	1875		No	30 Mt. Vernon St.	Lansdale	PA
43	Lauchmen Building (former print shop)	c.1929		No	324 W. Main St.	Lansdale	PA
44	152 S. Broad St.	unkown		No	152 S. Broad St.	Lansdale	PA
45	307 N. Valley Forge Rd.	c.1860	Vernacular Italianate	No	307 N. Valley Forge Rd.	Lansdale	PA
46	Farmhouse	c.1800		No	705 Pennbrook Ave.	Lansdale	PA

Notes:

1 Source: National Register Nomination Form.

2 Source: Clio Survey.

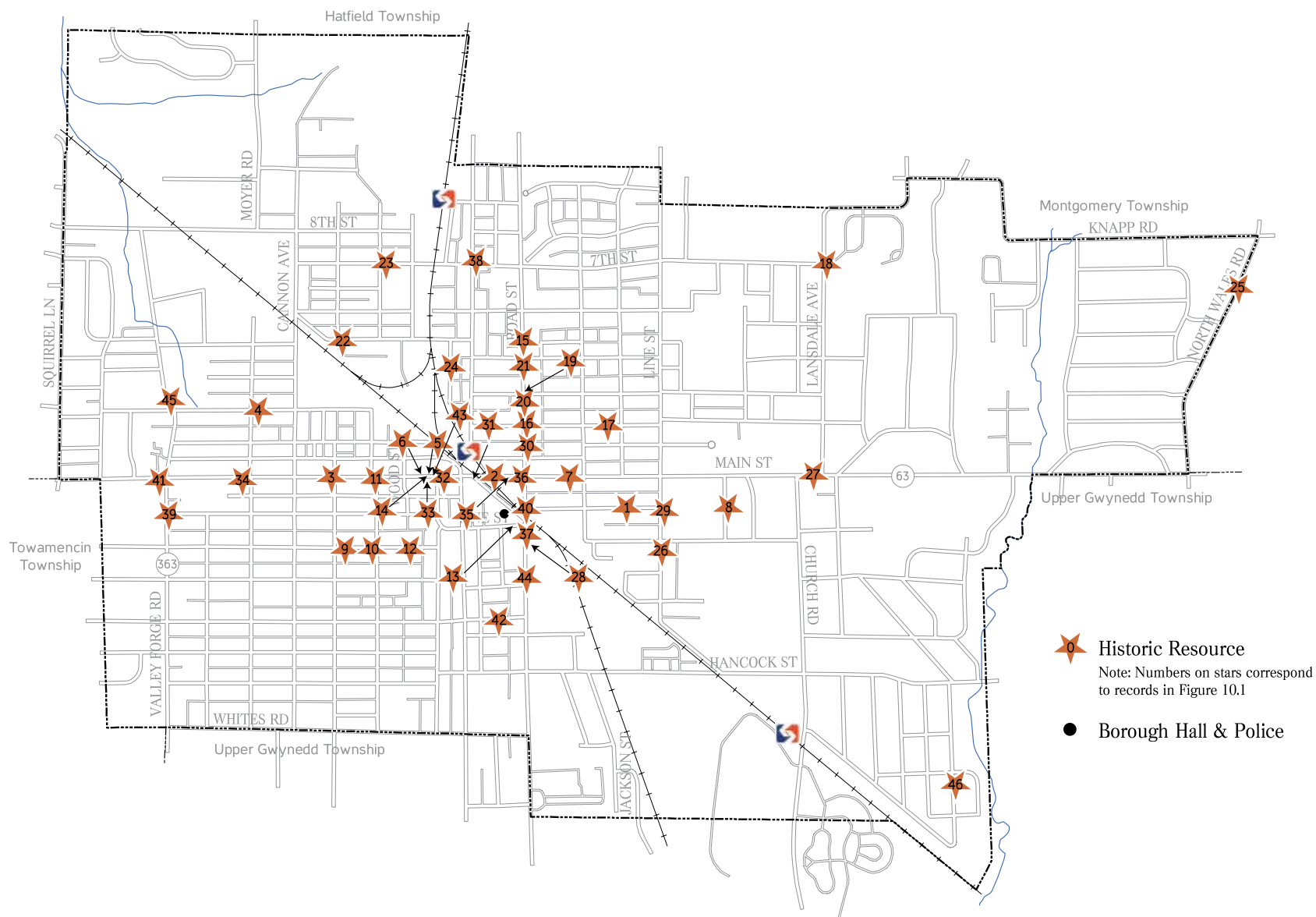
3 Source: Montgomery County Board of Assessment.



4 Source: Lansdale Historical Society.

5 The Freight Station was referred to as "Eligible" in the 2006 Comprehensive Plan, but no information from PHMC could corroborate this.

6 Per R. Shearer of Lansdale Historical Society, foundation and basement were built earlier. The original church, on the east side of Richardson Avenue, was razed when the new church was completed.

FIGURE 10.2 | HISTORIC RESOURCES



-  Historic Resource
Note: Numbers on stars correspond to records in Figure 10.1
-  Borough Hall & Police



Property Acquisition

In 1972, the Lansdale Historical Society and the Borough of Lansdale used acquisition—one of the simplest and most effective historic preservation tools—to purchase and preserve the oldest dwelling in the Borough—the Jenkins Homestead. Doing so saved the home from demolition, and opened portions of it to the public for tours. It also enabled the site to serve as the headquarters for the Lansdale Historical Society and its historic collections, and serve as a historical research center. The Borough and Historical Society received \$200,000 in funding, secured by the former State Senator Edwin Holl, to reconstruct the Research Center.

Education

As mentioned above, the Lansdale Historical Society plays an important role in collecting and maintaining historical materials, resources, and information. It makes them available to the public at its research center, through numerous publications, media, and web site; and through talks, walks, lectures, and tours. This helps Borough residents appreciate the importance of preserving the past, and serves as a central repository for donations of historic Borough and area resources.

Zoning

The Historic Rehabilitation Overlay District establishes standards (such as architectural, lighting, parking, and coverage limits) to ensure that development adjacent to the Jenkins Homestead (which may include midrise apartments), be undertaken with a design and scale compatible with that of the Jenkins historic site.



A VERNACULAR ITALIANATE HOME (#45 ON HISTORIC RESOURCES TABLE AND MAP).

To protect the historic resources of the Borough, we recommend the Borough undertake the following measures:

- **10A (Priority Level 1). Creating a formal Historical Commission.** A formal historical commission would serve as the official Borough entity responsible for maintaining and expanding a historic inventory, and fulfilling the responsibilities described in a future historic preservation ordinance. This might include review and comment on alterations to historic properties or review of proposed demolition of historic properties and making suggestions for alternatives. The Borough could create a new body to fulfill this role, or could designate an existing group to serve as the Historical Commission, such as the Planning Commission or Historical Society (or a new group drawn from those).
- **10B (Priority Level 1). Adopting a historic preservation ordinance.** Specifically, we recommend that the Borough use an ordinance to:
 - ~ **Inventory.** Formalize an inventory of structures historically significant to the Borough. This might use the inventory from this chapter (drawn from the inventory created for the 2006 Comprehensive Plan, with additions of structures highlighted by the Lansdale Historical Society in its newsletters). Additional structures could be added, as appropriate.
 - ~ **Discourage Demolition.** This would create a waiting period before a demolition permit for a historic building could be issued, enabling the Historical Society, and/or a future Historical Commission or other parties to suggest alternatives to demolition, recommend that certain architectural features or materials be salvaged, and require

¹ 10A, 10B, etc., correspond to the summary tables in Chapter 15.

Funding Programs

(FOR NATIONAL REGISTER PROPERTIES)

- The Federal Historic Preservation Tax Credit program offers a 20% credit on rehabilitation of income-producing buildings, and is administered by the National Park Service and IRS.
- The Pennsylvania Tax Credit program offers a 25% credit on rehabilitation, and is funded through DCED. Credits are available up to \$500,000 per taxpayer.
- Tax benefits for Historic Preservation Easements. The Keystone Historic Preservation Grant. This is offered by PHMC, and funds construction for preservation, rehabilitation or restoration. It is awarded in levels from \$5,000 to \$100,000, and requires a 50% match. For more information, contact the Pennsylvania Historical and Museum Commission (PHMC) www.phmc.pa.gov. PHMC's regional office is located at Graeme Park in Horsham.

the applicant to document, through written narrative and photographs, the historic features of the property prior to demolition. Discouraging historic demolition was a recommendation of the 2006 Comprehensive Plan as well.

- ~ Preservation Incentives. Provide use and dimensional incentives for preservation of historic structures. More uses could be permitted and less restrictive dimensional requirements could apply when a historic building is preserved.
- ~ Conditional Use Criteria. Even aside from a historic preservation zoning ordinance, zoning can be used to incentivize preservation and reuse of historic structures, or restore historic facades by making them criteria for qualifying for a conditional use.

a. Although not an immediate goal, if and when a basic



THE BELL TELEPHONE EXCHANGE, A CLASSICAL REVIVAL STRUCTURE ACROSS THE STREET FROM BOROUGH HALL, HAS BEEN CERTIFIED AS ELIGIBLE FOR THE NATIONAL REGISTER (#37 ON HISTORIC RESOURCES TABLE AND MAP).



THE SILK HOSEYRY CO. IS ONE OF ONLY TWO LANSDALE PROPERTIES CURRENTLY ON THE NATIONAL REGISTER.

historic preservation ordinance such as those described above is adopted, the Borough should begin considering the desirability of creating a Historic Architectural Review Board (HARB). This is the highest level of historic preservation ordinance in Pennsylvania. The HARB would review proposed construction, demolition and significant alterations to historic properties.



LANSDALE'S HISTORIC FREIGHT STATION IS AN EXCELLENT CANDIDATE FOR NOMINATION TO THE NATIONAL REGISTER OF HISTORIC PLACES.

- **10C (Priority Level 2). Nominations to the National Register of Historic Properties.** We recommend the Borough work in conjunction with the Lansdale Historical Society and Pennsylvania Historical & Museum Commission (PHMC) to nominate more properties to the National Register (currently the Jenkins Homestead and Silk Factory are listed), and work to get properties which are “Certified Eligible” (Train Station, Bell Telephone Exchange and A.C. Mott House) for the Register formally listed. We recommend the Borough nominate more properties that are of special historic significance to the National Register. Doing so would have significant benefits, such as:
 - ~ Making the structures eligible for tax credits (20% of rehabilitation) and federal and state grants (certified eligible properties are also eligible for PA Keystone Historic Preservation Grants).

- ~ Fostering heritage tourism, increasing awareness of important historic structures, and honoring the landowners for preserving and maintaining the historic structures.

Two structures that should be considered are train stations: the main Lansdale passenger train station (currently “Certified Eligible”) and the Lansdale freight station. The latter is a well-preserved and attractive historic structure located across the street from Borough Hall. The freight station, an excellent adaptive reuse opportunity, was recently acquired by Discover Lansdale (which also acquired a 99-year lease on the land from the Borough Parking Authority). The building sits on the Liberty Bell Trail, is highly visible from South Broad Street and the train, and recently became the site of pop-up beer gardens.

- **10D (Priority Level 2). Historical Signage.**

- ~ Historical Interpretive Signage. These signs could be erected at strategic locations around the Borough that would tell many of the stories that the Lansdale Historical Society tells in books, newsletters, and on its web site. These could tell the story of the Borough's initial settlement and development, the importance of industry and agriculture to its development, the role of the railroad, and the history of the commercial district, to name but a few examples. They could call attention to existing historic buildings, tell the story of a person or event, or show historic images of what the site looked like in the past.

One recommendation would be a centralized master sign located at a site like Railroad Plaza Park that would give an overall introduction to the Borough's history, and map historic sites of interest that could be visited on foot.

- ~ Historical Markers. Honorary plaques or signs denoting buildings and other structures as historic could be provided to property owners to denote the historical importance of the building or structure on their property. The Lansdale Historical Society is currently conducting a survey of all residential properties in the Borough that were constructed prior to 1915; these properties could be some of those highlighted by such a program.

Both interpretive signage and historical markers should use the latest technology (additional information could be obtained about a site, for example, by using one's smart phone or tablet to scan a QR code linking the user to web-based audio, video and historic imagery, for example). Additionally, the Borough will pursue involving North Penn High School in such initiatives, as there are



HISTORICAL INTERPRETIVE SIGN.

opportunities for students to assist by volunteering or through class projects with research, design or integration of recent technology in the signage program.

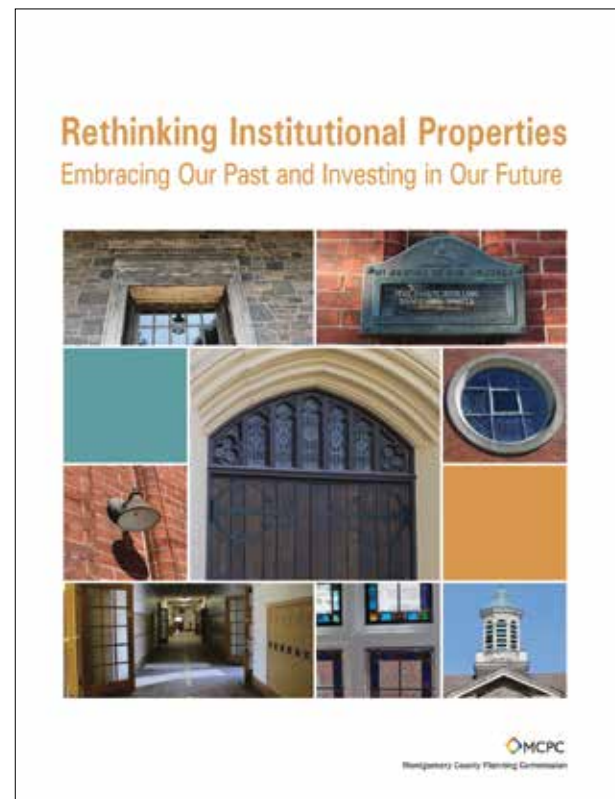
- **10E (Priority Level 3). Adaptive Reuse Overlay.** In recent years, changing demographics and religious behavior around the nation has led to a spate of institutional buildings such as schools and churches falling into disuse. In order to increase the likelihood that grand, architecturally-significant and often sizeable structures are preserved and reused, we recommend the Borough create an Adaptive Reuse ordinance. Permitting additional uses as an incentive to adapt and save these buildings is one technique which could be undertaken. For example, they might allow even more additional uses than a historic preservation ordinance would, accommodating multifamily or small-scale office or retail development, while maintaining standards of

design. This can help retain the architectural character of a neighborhood while limiting the impact of new development upon existing residential neighborhoods. This process can help to preserve open space which may be part of the properties as well.

For more information, see MCPC's Publication, "Rethinking Institutional Properties: Embracing our Past and Investing in our Future": <http://webapp.montcopa.org/planning/publications/RethinkingInstitutionalProperties/index.html>



LANSDALE'S HISTORIC FIRST BAPTIST CHURCH WAS SUCCESSFULLY REUSED AS AN ARCHITECT'S OFFICE, AND IS HIGHLIGHTED IN THE "RETHINKING INSTITUTIONAL PROPERTIES" GUIDE AND STORY MAP. THE BUILDING IS PRESENTLY BEING CONVERTED BACK TO A RELIGIOUS USE.



THIS MCPC GUIDE AND STORY MAP EMPHASIZES THE BENEFITS OF INSTITUTIONAL PROPERTY USE AND RECOMMENDS TECHNIQUES FOR THEIR PRESERVATION.

Performance Indicators

- Form an official Borough Historic Commission.
- Complete and submit a nomination for the Nation Register of Historic Properties.

Lansdale’s historic resources are great assets that help define the Borough’s identity. They add visual interest, help create a cherished “sense of place,” important for attracting residents, shoppers, diners, and employers. The recommendations above would strengthen the protections for historic resources in the Borough of Lansdale. Historic preservation ordinances, an expansion in the number of properties on the National Register, and tax incentives and grant programs would encourage restoration and rehabilitation of historic resources, facilitate heritage tourism, and have spinoff economic development benefits for Borough restaurants, shops, and services.

Sources

Lansdale Historical Society, 2017, <http://lansdalehistory.org/>, and “Saving Historic Lansdale: 10 Buildings to Preserve,” by Dick Shearer.

Pennsylvania Historical and Museum Commission, 2017, including Cory Kegerise, Community Preservation Coordinator (Eastern Region).

The Reporter, “Historical Research Center to be Dedicated Saturday,” by Beth Cohen, 8/26/04.



#39 ON THE HISTORIC RESOURCES TABLE/MAP IS THE HISTORIC DEXDALE HOSEIERY MILL (NOW THE “TURBO LOFTS”).

TRANSPORTATION



159 INTRODUCTION

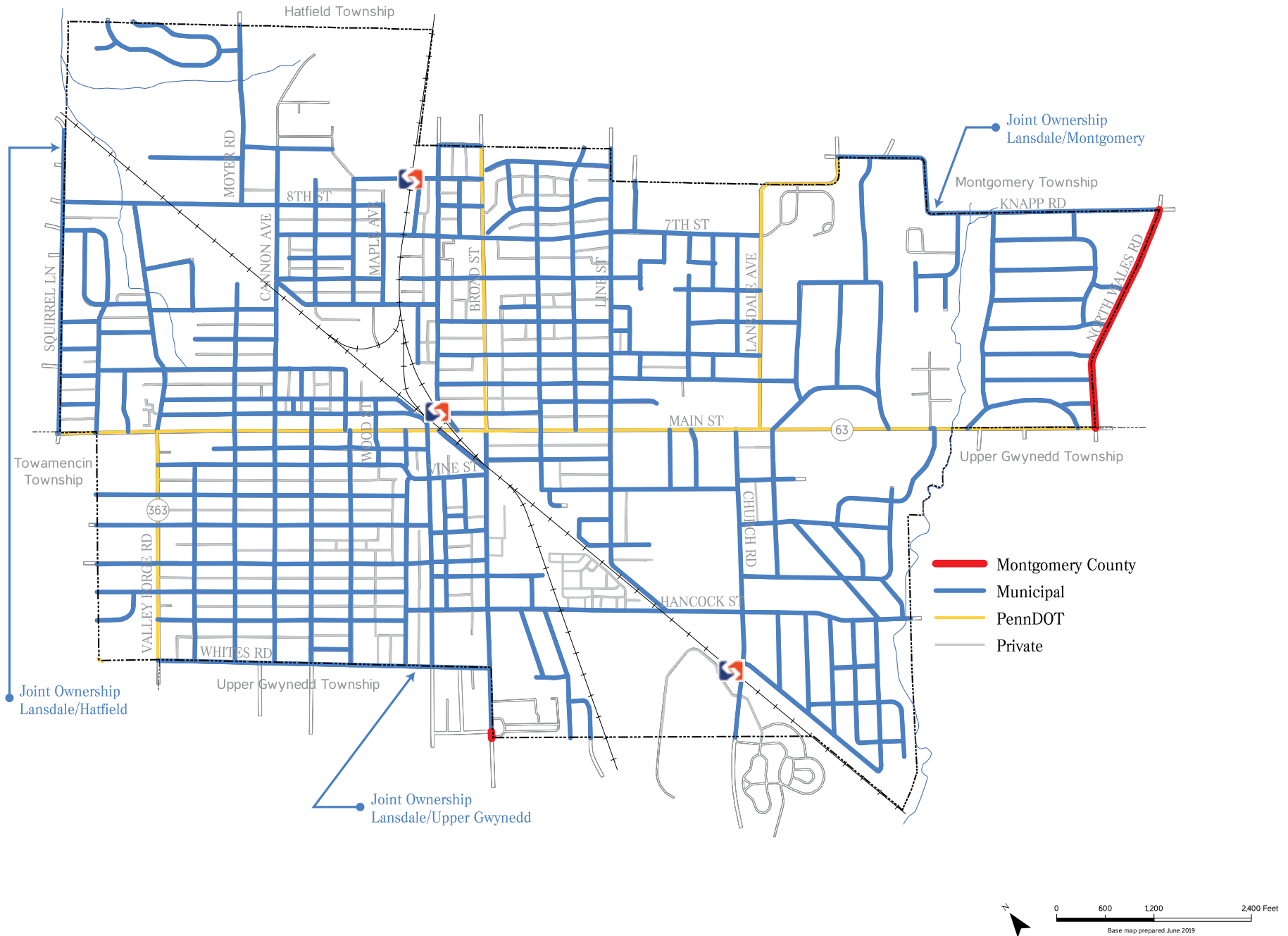
160 ROADS AND VEHICULAR TRANSPORTATION SYSTEMS

166 MODE SPLITS AND COMMUTING PATTERNS

167 BUS AND NONVEHICULAR TRANSPORTATION

175 RECOMMENDATIONS

FIGURE 11.1 | ROAD OWNERSHIP



The role of Lansdale’s transportation network is integral to both the founding and future development of the Borough. Built at the intersection of multiple railroad lines, the Borough’s growth and prosperity have been driven by the convenience and reliability of those railroad lines and, later, the nearby expressways of PA Route 309, US 202, and the I-476 Northeast Extension, for growth and prosperity. The changes in the dominant modes of transportation utilized have likewise influenced the Borough’s land use. This chapter reviews the ways Lansdale’s residents, employees and visitors get to where they’re going, as well as how the Borough’s transportation networks can continue to improve.



A TRAIN PULLS INTO 9TH STREET STATION, SEPTA'S NEWEST REGIONAL RAIL STATION.

An interconnected, well-maintained road network with multiple route choices reduces congestion and provides alternate ways around accidents and other incidents. As the Borough continues to grow, it will plan for the necessary expansion and continued maintenance of its streets to facilitate a safe and efficient road network.

Roadway Ownership, Classification, and Traffic Volume

While the majority of Lansdale's roads are owned and maintained by the Borough, Lansdale is crossed by state-owned roads, as shown in Figure 11.1. Lansdale also contains an intricate network of privately-owned alleys, which property owners are responsible for maintaining.

Each street segment within the Borough is classified by PennDOT based on the function that the street serves within the roadway

network. The Roadway Classification Figure 11.2 illustrates the functionality of each of Lansdale's roads. Most of the Borough's roads are classified as local roads, which provide access to individual properties and are not intended for long-distance or thru-traffic. Collector roads, such as Hancock Street, Lansdale Avenue, and Moyer Road, collect traffic from local roads and provide connections to arterial roads. Arterial roads, such as Main Street, Broad Street, and Church Road serve longer-distance travel needs and accommodate higher volumes of traffic.

Traffic volumes illustrate how reliant commuters, residents, and all other motorists are on certain roads. Traffic volumes are measured by Average Annual Daily Traffic (AADT), which is, as explained by PennDOT, "the typical daily traffic on a road segment for all days in a week, over a one-year period." According to the Delaware Valley Regional Planning Commission's (DVRPC) traffic counts, Main



THE WOOD-VINE CONNECTOR*ALLOWS MOTORISTS TO BYPASS THE RAILROAD CROSSINGS OF MAIN AND BROAD STREETS. LEFT: INTERSECTION OF VINE STREET AND SUSQUEHANNA AVENUE; RIGHT: TRAFFIC SIGNAL AT SOUTH WOOD AND MAIN STREETS.

FIGURE 11.2 | ROAD CLASSIFICATION





ALLEYS PROVIDE ALTERNATIVE ROUTES FOR PEDESTRIANS AND IMPROVE TRAFFIC CIRCULATION BY REMOVING PARKING AND TRASH COLLECTION FROM STREETS.

Street, Broad Street, Valley Forge Road, and North Wales Road have the highest traffic volumes in the Borough. An interesting trend worth noting is the increase in traffic on Wood and Vine Streets. This is likely the result of the completed “Wood-Vine Connector” project. Other roads showed drops in traffic volume. A number of factors may have contributed to this decline, such as more walking trips, additional transit use, ongoing construction, or the impact of the economic recession and declining employment rates, which caused a reduction in the number of daily commuters¹.

Alleys

The grid-like street design of the Borough, which was laid out well before dominant use of the automobile, allowed for the creation of rear alleys for many of Borough’s residential and commercial blocks. In addition to providing primary or secondary vehicular access locations for homes or businesses, these alleys improve circulation by reducing the burdens of loading areas, trash collection trips, and on-street parking from streets. Certain alleys with low traffic-volume can also provide convenient, alternative routes for pedestrian circulation.

¹ Another possible factor that could contribute to the change in traffic volumes would be if DVRPC changed the methodology of AADT calculations, which could lead to inflation or deflation, or if construction was taking place during the vehicle counts.

Transportation Improvement Program

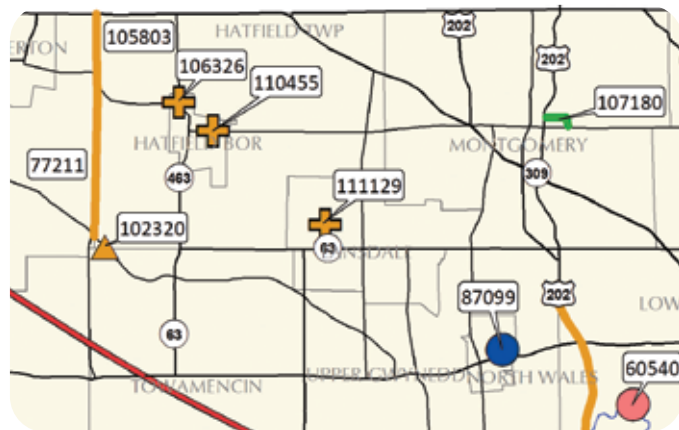
The 12-year Transportation Improvement Program, or TIP, is the region's capital budget for federal and state transportation funds (updated every two years). In 2018, the Delaware Valley Regional Planning Commission Board approved the Fiscal Year 2019 TIP for the five counties in Southeastern Pennsylvania, identifying capital projects which will take place between 2019 and 2030. Montgomery County is scheduled to receive approximately \$1.04 billion over the 12-year period for road, bridge, and trail projects; almost \$500 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 FY2019 TIP are contained in a number of local and regional comprehensive plans, including Montgomery County's *Montco2040: A Shared Vision*

and DVRPC's *Connections 2045*.

The Cannon Avenue Grading project, which will upgrade the warning lights and gates at the rail crossing on Cannon Avenue, is Lansdale's only transportation improvement project included on the most current 12-year TIP (FY2019). Construction will begin in the 2021 and will be completed in 2022. Numerous other projects in the area surrounding Lansdale are included on the most current 12-year TIP. Two railroad-grade crossing improvement projects will take place in Hatfield Borough and a bridge on Allentown Road that crosses a branch of Skippack Creek will be rehabilitated. Additionally, The PA 63/PA 309 Connector Project will provide an improved connection between PA 63 (near the Lansdale Interchange of I-476) and PA 309 (near the southern terminus of the Sellersville Bypass) in Bucks County. Other projects included within the FY2019-FY2030 TIP are shown in Figure 11.3 below.

FIGURE 11.3 | FY2019-FY2030 TRANSPORTATION IMPROVEMENT PROGRAM PROJECTS WITHIN AND SURROUNDING LANSDALE



Source: Montgomery County Planning Commission.

MPMS #	PROJECT DESCRIPTION	YEARS OF FUNDING ACTIVITY
60540	Expansion of parking at Gwynned Valley Station.	2019
77211	Phase 2 of the PA 63/PA 309 Connector Project.	2020-2025
87099	Installation of curbing, sidewalk, and traffic-calming measures within a half-mile radius of the St. Rose of Lima and North Wales Elementary Schools.	2019
102320	Rehabilitate bridge along Allentown Road over Branch of Skippack Creek.	2019-2022
105803	Phase 3 of the PA 63/PA 309 Connector Project.	2019-2030
106326	Installation of upgraded railroad warning devices along Union Street between Penn Avenue and Maple Avenue in Hatfield Borough.	2020
107180	Construction of the Powerline Trail, multi-use trail connecting US 202 Parkway Trail with the Montgomery Township Building, and the Community and Recreation Center.	N/A*
110455	Installation of new railroad warning devices in Hatfield Borough between Towamencin Avenue and Vine Street.	2021-2022
111129	Upgrade warning lights and gates at limited sight distance railroad crossing in Lansdale Borough.	2021-2022

*Years of funding activity are not provided for this project.

Past and Current Transportation Projects

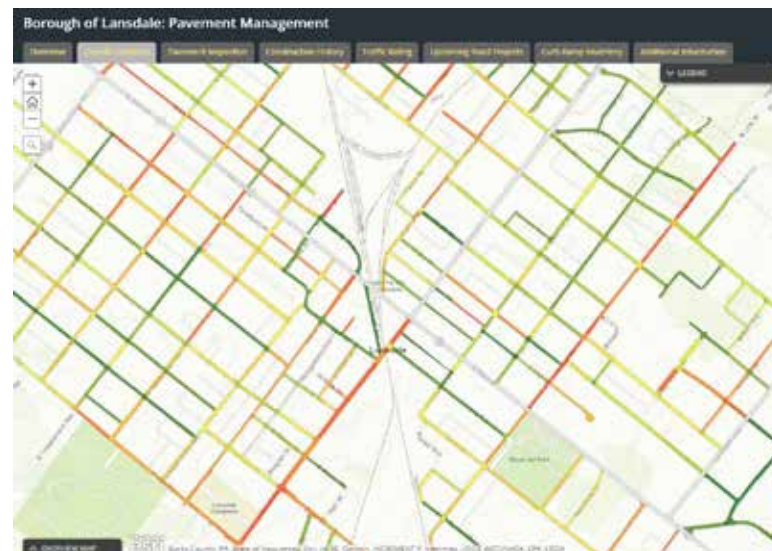
In addition to the Cannon Avenue Grading Project, mentioned in the previous section, the Borough has undertaken numerous projects enhancing the transportation system in recent years, including:

- The Wood-Vine connector project, which created a bypass of the railroad crossings of Main and Broad Streets, reducing traffic bottlenecks
- Adding signalization of Vine Street
- Adding a right-turn lane on westbound Main Street at Main and Church Road, and creating a widened intersection
- Upgrading the signalized intersection at Main and Broad Streets to preempt traffic signals for train crossings
- Allowing for preemption of traffic signals by emergency service vehicles
- Initiating a Computerized Integrated Signalization System to coordinate traffic signals.

Other ongoing road infrastructure projects in the Borough include:

- Building the 9th St. Connector, which will create a more direct route from Moyer Road to the 9th Street SEPTA Station.
- DVRPC's streetlight project, upgrading street lights with high-intensity discharge lamps, which provides more efficient lighting, and saves energy and money.

The Borough has also developed a "Pavement Management" database and map series which can be found on the Borough website. This series inventories the conditions of road pavement as well as sidewalk curb ramps throughout the Borough.



BOROUGH MAINTAINS A "PAVEMENT MANAGEMENT" DATABASE, WHICH IS PUBLICLY ACCESSIBLE ON THE BOROUGH'S WEBSITE.



THE 9TH STREET CONNECTOR WILL EXTEND WEST FROM THE 9TH STREET SEPTA STATION TO MOYER ROAD.

Parking

The successful provision of parking can have significant impacts on economic activity and quality of life. In the Borough, the Lansdale Parking Authority is in charge of managing municipal parking lots, setting parking pricing, and enforcing parking regulations across the Borough. The downtown area contains a significant amount of public parking opportunities, with on-street parking spaces, public lots, and over 400 metered spaces. A comprehensive parking study was performed in 2012, which found that the available parking in downtown Lansdale may not be utilized to its full potential, and

that a variety of on- and off-street parking facility regulations make enforcement and management challenging. Since the completion of the study, which noted that parking demand at Lansdale Station exceeded its existing capacity, the SEPTA Lansdale Station Garage, with 660 parking spaces (and which accommodates some public parking), opened in 2017.

For a broader commentary on Parking in general, see the Economic Development chapter.



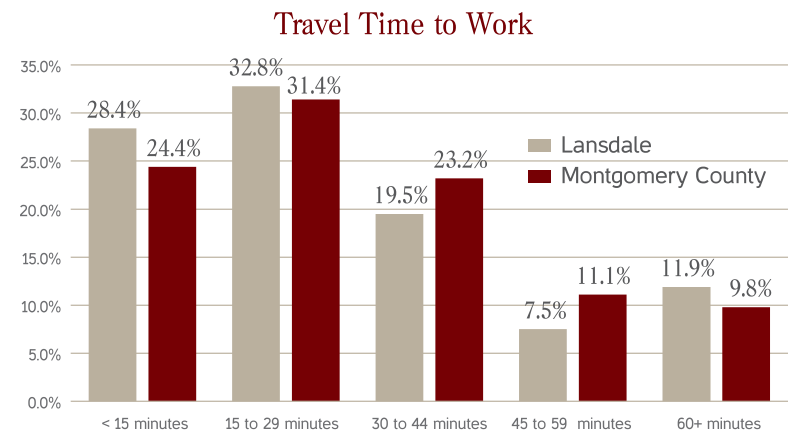
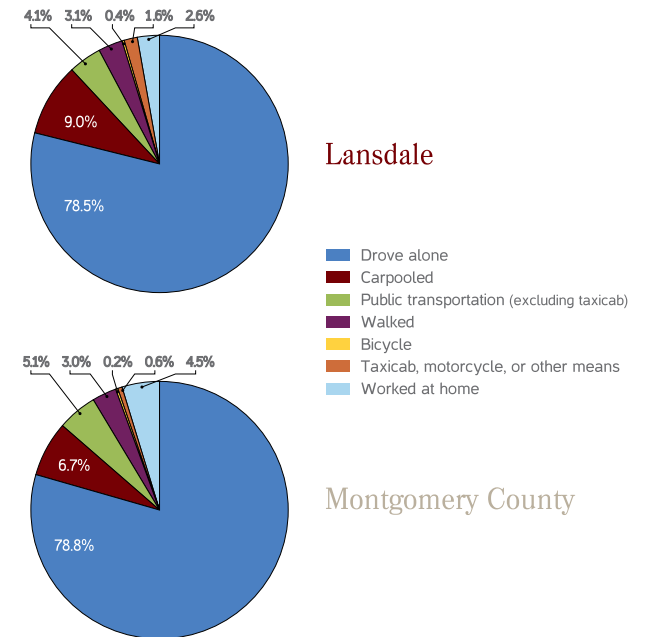
SEPTA LANSDALE STATION GARAGE OPENED IN 2017.

P A T T E R N S

According to the 2012-2016 American Community Survey (ACS), the percentage of Lansdale residents that drive to work alone is virtually identical to the county overall, while carpooling is somewhat more popular in Lansdale than in the County as a whole. At the time the 2012-2016 ACS survey was performed, 4% of people within the Borough reported taking public transportation as their primary mode of commuting. Although this number is relatively low when compared to average of Montgomery County, where 5.1% of people commute by public transportation, the Borough is a significant regional destination for people driving to public transportation from outside the Borough. Furthermore, it is worth noting only two of Lansdale's three regional rail stations were operating between 2012 and 2016, when this ACS data was collected, and the recent completion of SEPTA's parking garage at Lansdale Station only reinforces the Borough's role as a regional hub for transit. Current residential and mixed-use developments close to regional rail stations, such as Andale Green, Walnut Crossing, and the Madison Lansdale Station Apartments will spur additional transit use by future residents.

According to the 2012-2016 ACS, residents of Lansdale tend to have shorter commutes to work than other residents in the county. The higher proportion of workers having commutes 15 minutes or less may reflect the location of numerous employers within a short distance such as Merck, business and industrial parks, Montgomery Mall, and Jefferson Health's Abington – Lansdale Hospital.

FIGURE 11.4 | COMMUTING MODES AND TRAVEL TIMES: LANSDALE VS. MONTGOMERY COUNTY



Source: ACS 2012-2016 5-year estimates.

Lansdale’s walkability and its access to commuter rail continue to be two key components of Lansdale’s identity. As a Borough initially developed at the intersection of multiple rail lines, Lansdale will continue to be influenced by the capitalization of its rail assets. The Borough currently has multiple transit-oriented development projects underway that will increase public transit ridership once completed. As for pedestrian and bicycle infrastructure, the Borough continues to fill existing gaps within its sidewalk and crosswalk network, as well as build upon its bicycle and trail network.

Regional Rail

There are three Regional Rail stations within the Borough: Lansdale Station, Pennbrook Station, and the new 9th Street Station, which is the first new station added by SEPTA to an existing line in almost 40 years. The Lansdale/Doylestown Line of SEPTA’s Regional Rail system provides easy access to both Center City and Doylestown. As of 2016, Lansdale Station has the third highest daily ridership of any station outside Philadelphia, and the 8th highest daily ridership in the whole Regional Rail system, with an average of 1,490 riders boarding daily.

While commuter data for the recently opened 9th Street Station was not yet available at the time of this plan’s publication, data collected for Lansdale and Pennbrook stations reveal that they truly support multi-modal connectivity; over 50% of Lansdale and Pennbrook station’s riders walk, or are dropped off by a carpool, to the stations. Additionally, only 6% of riders who drive and park at Lansdale Station live within one mile of the station and only 5% of riders who drive and park at Pennbrook Station live within a half mile of the station, which emphasizes the walkable nature of the Borough. Although these stations are surrounded by local road networks conducive to short bicycling trips, the percentages of



PENNBROOK STATION IS ONE OF THREE REGIONAL RAIL STATIONS IN THE BOROUGH.

riders accessing these stations by bicycle are very low. To encourage ridership and reduce vehicular congestion as Lansdale continues to grow, the Borough’s bicycle network should be enhanced to provide safe and convenient access between transit stations, the downtown area, bus stations, and the trail network. It is reasonable to expect that once certain transit-oriented development projects

FIGURE 11.5 | MEANS OF ACCESSING REGIONAL RAIL STATIONS BY TRANSIT RIDERS

	LANSDALE STATION (2017)	PENNBROOK STATION (2011)
Walking and Drop-Offs	62%	51%
Biking	<1%	0%
Bus (Transfer)	6%	1%
Drive and Park at Station	32%	48%

Source: DVRPC; SEPTA.

FIGURE 11.6 | SEPTA BUS ROUTES



are completed, such as the Madison Lot Redevelopment (“Madison Lansdale Station”) and the Walnut Crossing multifamily development (pending land development approval), the Borough’s share of transit use will measurably increase.

SEPTA is in the process of studying the feasibility of expanding commuter rail service to Pennridge, Bucks County, which would resume passenger service on the rail line from Lansdale to Quakertown. The potential reactivation of this line would be yet another boon to the Borough, as more commuters and visitors could reach the area through public transit.

Bus

SEPTA maintains three bus lines that make stops in the Borough: the 94, 96, and 132. Of the three routes, Route 96 sees the highest ridership activity within the Borough. On Route 96, the intersection of Green Street and Main Street, which is the intersection closest to Lansdale Station, has the highest rates of boards and leaves of any stop in the Borough. This data indicates

that Lansdale Station is a major destination and connection for SEPTA bus riders in the region and in the Borough.

A bus layover area and station, along with part of the Liberty Bell Trail, was constructed on Railroad Avenue south of the Lansdale SEPTA Station. Simultaneously, the Borough converted this street segment to bus-only. This station and layover area increases the connectivity opportunities for bus riders to use the Lansdale trail network, and for pedestrians from other parts of the Borough to connect to buses more easily.

Paratransit, transit provided to individuals with disabilities or seniors, is provided in Montgomery County by contract carrier TransNet. The Shared Ride Program provides reduced-rate transportation, funded in part by the PA Lottery, in which County resident riders pre-arrange pick-ups and drop-offs within the County or the City of Philadelphia. More information can be found at www.suburbantransit.org.



LEFT: OPENING OF SEPTA RAILROAD AVENUE BUS STATION; RIGHT: BUSES AT NEW SHELTERS ALONG THE LIBERTY BELL TRAIL.

Bicycling

Bicycling is becoming more popular than ever—not only for recreation, but also for commuting to work or school, or running errands. While there is still much being developed regarding best practices for bicycle route planning implementation, Lansdale is in a good position to benefit and further promote cycling in the Borough. DVRPC has maintained “bicycle counters” on Main Street at Green Street in the past three years, which have measured between 30 and 50 average annual daily bikes trips on this street. This number is one of the highest for a non-trail area outside of Philadelphia and suggests that the conditions exist in the Borough to promote growth in bike usage in the area.

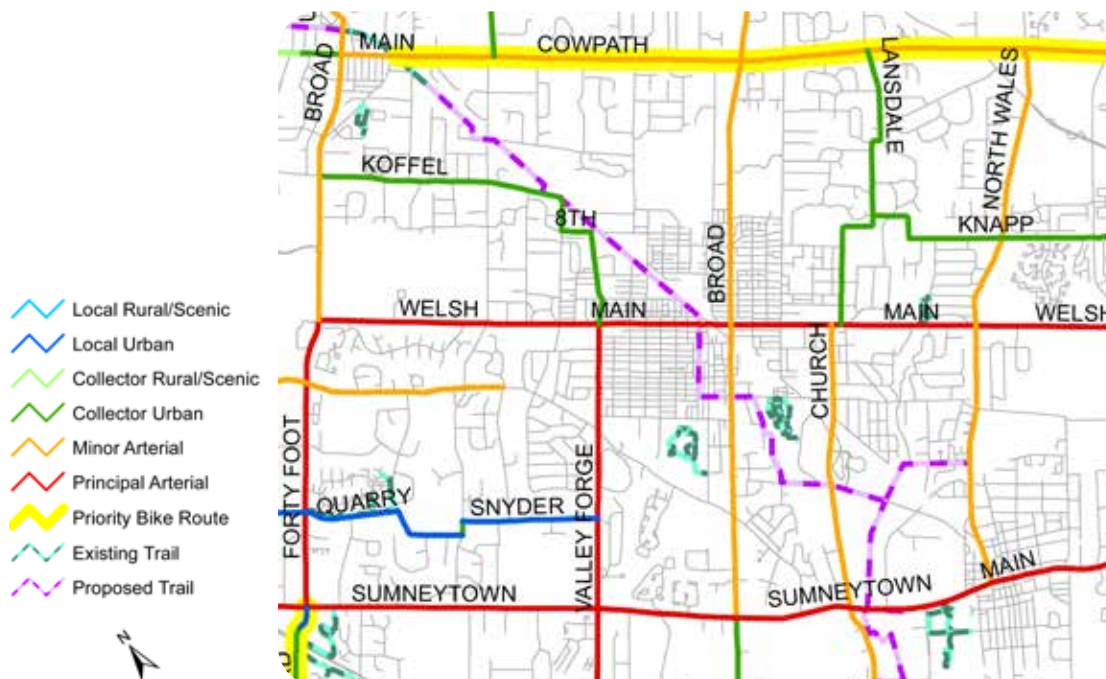
Additionally, the Lansdale Station has been rated by DVRPC with a high “RideScore”, a metric which measures favorable conditions near transit stations which indicate that there is a demand for more and improved bicycle facilities and amenities. Lansdale Station’s RideScore of 6.1 is among the highest for a transit station outside of Philadelphia.

Moving forward, the Borough’s bike network improvements will build upon the momentum of the County’s adoption of *Bike Montco: The Bicycle Plan for Montgomery County* in 2018. *Bike Montco’s* Planned Bicycle Network, the heart of the plan, synthesizes PennDOT road classifications and traffic stress data to develop a regional bicycle network of on-street bike facilities and trails. Municipalities can

FIGURE 11.7 | LANSDALE’S PLANNED BICYCLE NETWORK PER BIKE MONTCO



BIKE SHARE AT LANSDALE PUBLIC LIBRARY.



Average Daily Trips (ADT)	Roadway Type	SPEED LIMIT		
		25 MPH	35 MPH	40-55 MPH
Least   Most	Local Rural/Scenic	Marked shared lane Shared lane (no provisions)	Paved shoulder Marked shared lane Shared lane (no provisions)	
	Local Urban	Bicycle lane Bicycle boulevard Marked shared lane	Buffered bicycle lane Bicycle lane Marked shared lane	
	Collector Rural/Scenic	Buffered bicycle lane Bicycle lane Paved shoulder Wide outside lane	Buffered bicycle lane Bicycle lane Paved shoulder Wide outside lane	
	Collector Urban	Protected bicycle lane Buffered bicycle lane Bicycle lane Paved shoulder Wide outside lane	Protected bicycle lane Buffered bicycle lane Bicycle lane Paved shoulder Wide outside lane	
	Minor Arterial	Protected bicycle lane Buffered bicycle lane Bicycle lane Paved shoulder* Wide outside lane	Protected bicycle lane Buffered bicycle lane Bicycle lane Paved shoulder* Wide outside lane	Protected bicycle lane Buffered bicycle lane Paved shoulder*
	Principal Arterial		Protected bicycle lane Buffered bicycle lane Paved shoulder*	Protected bicycle lane Buffered bicycle lane Paved shoulder*
Shared-use Paths are suitable for all roadway types and speeds but need to be considered carefully as they can create other potential conflicts when located adjacent to streets.				

*Paved shoulders on arterial roads should be at least 6 feet wide.

NOTE: This table lists the suggested bicycle facilities in order of most protection to least protection. Whenever possible, the facility that provides the most protection should be utilized.

help establish this network by establishing the appropriate types of on-street bicycle facilities as well as by developing the designated trails. *Bike Montco's* Planned Bicycle Network targets multiple roads in Lansdale where on-street bicycle facilities can be improved or installed. For example, Main Street, classified by PennDOT as a principal arterial, is identified as appropriate for a protected or buffered bike lane, or a paved shoulder that is at least 6 ft. wide. Figure 11.7, shows the Lansdale area within *Bike Montco's* Planned Bicycle Network, along with the table of recommended bicycle

facilities for each road classification. The plan also provides case studies, which demonstrate how local governments can pursue practical and achievable solutions to improve bike routes to local destinations such as transit centers, trail connections, and downtown destinations. The Borough can utilize *Bike Montco's* case studies and its Planned Bicycle Network to improve bike access to transit, schools, trails, and other local destinations, as well as coordinate with other municipalities and stakeholders in the region to enhance connectivity throughout the region's growing bicycle network.

FIGURE 11.8 | EXISTING SIDEWALKS



Walking

During the public outreach for *Lansdale2040*, people identified “walkability” as what they liked most about the Borough more than any other issue. The Borough’s walkability is supported by its relatively dense development, the high connectivity of its street network, and its near-complete inventory of streets with sidewalks on at least one side. Being walkable, or “pedestrian-friendly,” has numerous benefits including reduced automobile traffic, increased mobility options for residents of all ages, and increased “foot traffic” to Borough businesses. On this solid foundation, Lansdale can continue to build upon its friendliness to pedestrians and bicyclist alike.



THE LIBERTY BELL TRAIL BEHIND ANDALE GREEN

Walk Score, a widely-used metric which provides a walkability index for any location based on the distance to nearby amenities, rated Downtown Lansdale (as measured from the intersection of W. Main Street and Broad Street) with a walk score of 84, indicating the area is “very walkable”, and “most errands can be accomplished on foot.” While Walk Score’s walkability index accounts for the proximity of various amenities, block length, and the density of intersections, it does not account for other urban design features that greatly affect pedestrian access and safety, such as the presence or absence of sidewalks or crosswalks. Lansdale’s high walk score indicates the Borough’s land use patterns and built environment accommodate a wide variety of amenities in close proximity and that pedestrian enhancements, such as greening and sidewalk and crosswalk maintenance and improvements will allow the Borough to fulfill its high potential for walkability.

The Borough is fortunate to have its near-complete sidewalk network, especially downtown. While much of the Borough has sidewalk connections, there are still some gaps in the sidewalk network which can be seen in the map in Figure 11.8. Sidewalks are typically located within the public right-of-way; however, property owners are responsible for the maintenance and replacement of sidewalks that abut their property.

Trails

The continued development of the Liberty Bell Trail in Lansdale will be a priority for connecting both pedestrians and cyclists to regional destinations. In 2014, Lansdale received \$635,000 in Federal Transportation Alternatives Program (TAP) funding for the completion of a portion of the trail running through the Borough. The Borough was also awarded \$206,000 for trail rehabilitation and construction to connect Hancock Street, Stony Creek Park, and

Pennbrook Parkway. This grant also provided funding to construct a trailhead, install lighting and landscaping, and provide ADA accessibility features. Construction for this portion of the trail is scheduled to begin in 2020. *For more information on this and other trails, see the Parks, Open Space, and Trails chapter.*

Freight Rail

Lansdale is the home of a vital freight rail yard. The warehouse center and industrial area along the Doylestown and Bethlehem branches of the railroad have been identified as a regional freight center (see DVRPC's Freight Mapping and Data System: <https://www.dvrpc.org/webmaps/phillyfreightfinder/#map>).

In the Philadelphia region freight movement from ports is expected to grow significantly. Much of this growth is expected to be directed inland for further distribution. Lansdale and the contiguous areas in Hatfield have a great amount of industrially-zoned space that, with continued access to freight rail, and if managed properly, may serve as efficient connections to PA Route 309 and/or the Pennsylvania Turnpike.



ACCESS TO FREIGHT RAIL AND THE FREIGHT RAIL YARD LOCATED IN THE BOROUGH ARE TRANSPORTATION AND ECONOMIC DEVELOPMENT ASSETS.

Respondents to various public outreach efforts throughout the *Lansdale2040* planning process identified Lansdale's transportation system, both for its access to rail transit and its walkability, as among the Borough's strongest assets. To build upon the progress made to improve Lansdale's multi-modal transportation network, the Borough will undertake the following measures:

Priority Level 1

- **11A.** Examine potential bike path or bike route connections to the regional trail system.
- **11B.** Implement recommendations of the Lansdale Comprehensive Parking Study (2012) including the following:
 - ~ Implement a comprehensive wayfinding scheme for parking.
 - ~ Implement demand response pricing.
- **11C.** Pursue recommendations regarding Transit-Oriented Development (TOD) identified within LANSDALE2040's Future Land Use Chapter, which include the following:
 - ~ Expand the Transit-Oriented Design Overlay zoning district to include industrial-zoned land near Pennbrook Station, west of Church Road.
 - ~ Revisit zoning affecting the area surrounding 9th Street Station to facilitate attractive and convenient pedestrian-friendly connections between the station and surrounding development.

- ~ Modify zoning along Main Street and Broad Street in the downtown area to facilitate transit-oriented, pedestrian-friendly uses and design standards.

For additional details regarding recommendations for Transit-Oriented Development, see the Future Land Use Chapter.

- **11D.** Evaluate pedestrian and bicycle network interconnections to stations, especially to Lansdale Station. Pedestrian and bicycle networks should provide safe and convenient access between transit stations, the downtown area, bus stops, and the trail network. One priority project identified is adding a pedestrian path across the tracks between Lansdale Station and Walnut Street.

Priority Level 2

- **11E.** Adopt zoning regulations to incentivize the provision of electric vehicle charging stations in new developments.
- **11F.** Support, advocate for and explore initiatives to provide bike infrastructure, including but not limited to bike racks (including covered bike racks), bike lockers and shower rooms for bicyclists at municipal facilities, and bicycle repair stations.
- **11G.** Explore the feasibility of adding pop-up bike lanes in key areas. These pop-up bike lanes would encourage bicycling, increase awareness on the part of motorists of the presence of bicyclists, and demonstrate how the addition of a bike lane might impact local roadways.
- **11H.** Make additional improvements to intersections to enhance

¹ 11A, 11B, etc., correspond to the summary tables in Chapter 15.

CHURCH ROAD AND PENNBROOK PARKWAY - IMPROVED CROSSWALK



RENDERING OF POTENTIAL CROSSWALK IMPROVEMENTS AT THE INTERSECTION OF CHURCH ROAD AND PENNBROOK PARKWAY.

pedestrian transportation and safety. Examples of improvements include signalization, narrowing the cartway (such as by using bulbouts), signage, and/or other traffic calming methods. The Borough will capitalize on its walkability to burnish its image. The intersection of Church Road and Pennbrook Parkway is one priority area which would benefit from pedestrian safety improvements; another is for pedestrians traveling between North Penn Commons and the local SEPTA bus stop.

For connections to Regional Rail, see “Regional Rail”, below.

- **11I.** Work with SEPTA to form recommendations on SEPTA service through the Annual Service Plan survey. Such feedback can influence changes to bus routes and can include adding ridership goals or service recommendations to the Plan.
- **11J.** Coordinate with SEPTA and other stakeholders to restore passenger rail service along the existing Quakertown line, connecting Lansdale to Hatfield, Soudertown, Telford, and Pennridge, in West Rockhill. This proposed regional rail service extension is highlighted in Montgomery County’s *MONTCO2040: A Shared Vision* and SEPTA’s *2019 Capital Budget* as a long-term project, however it has not yet secured a dedicated source of funding. The rail extension is estimated to cost \$250 million.
- **11K.** Promote freight rail as an asset for retention and attraction of light industrial or other businesses. Advocate for the preservation of existing freight rail, including the freight rail yard and related infrastructure. As explained in the Economic Development and Future Land Use chapters, the Borough will preserve zoning for industrial uses to ensure a balanced economic base, maximize economic development opportunities, and leverage the excellent access to freight rail. For additional details on preserving zoning for industrial uses, see the Future Land Use chapter.
- **11L.** Pursue TCDI (Transportation and Community Development Initiative) or other funding for the study of the freight rail and road connection between Lansdale’s freight yard and the

industrial warehouse corridor that leads from the Borough into Hatfield Township (in the vicinity of the Lansdale Warehouse Company on Broad Street). The study will address management of truck traffic to minimize disruption and safety hazards to residential neighborhoods while promoting maximized route efficiency and reduced congestion.

- **11M.** Prioritize starting an educational campaign to alert homeowners as to their responsibilities/rights over alleys. Create advisory booklet suggesting landscaping and fencing appropriate near alleys.
- **11N.** Update the Lansdale parking study to reflect changes that have occurred in Borough since it was implemented, including:
 - ~ Redevelopment of the Madison Lot, which induces new demand and reduced the available parking supply.
 - ~ Acquisition of the Freight Station lot, increasing parking supply.
 - ~ Opening of the SEPTA Parking Garage, increasing parking supply.
- **11O.** Amend standards in the SALDO to require large parking lots to provide parking spaces for electric or low emission vehicles in locations convenient to the front doors of buildings.

Priority Level 3

- **11P.** Encourage property owners to maintain and improve alleys. This may entail launching an educational campaign to alert homeowners as to their responsibilities/rights over alleys.

Sources

SEPTA. Fiscal Year 2018 Annual Service Plan. SEPTA Service Planning Department: June 2017.

American Community Survey, 2012-2016.

Delaware Valley Regional Planning Commission. www.dvrpc.org.

East Penn Railroad, LLC. <https://www.eastpennrr.com/>.

Pennsylvania Northeastern Railroad, LLC.

TransNet. www.suburbantransit.org.

Performance Indicators

- Implement Lansdale Comprehensive Parking Study recommendations.
- Improve pedestrian crossing at Church Road and Pennbrook Parkway.
- Incentivize electric vehicle charging stations with zoning.
- Add bike infrastructure and improved bike routes connecting Borough to regional trail system.

ECONOMIC DEVELOPMENT



181 INTRODUCTION

182 ECONOMIC ENVIRONMENT

194 RECENT PLANS: IMPACT ON ECONOMIC DEVELOPMENT

199 REDEVELOPMENT OF OLDER INDUSTRIAL AREAS
(BROWNFIELD REDEVELOPMENT)

202 RECOMMENDATIONS



MAIN STREET IN LANSDALE

“Our little community is developing as a place where you can get unique, eclectic and interesting things that aren’t available at every interstate interchange in America,” said Wister, who now lives in the borough. “Lansdale was the economic hub of this region back in the day, but it had hard times because 309 popped up, and there was all the development along 309 that killed our downtown. But our downtown is coming back because people are coming up with interesting ideas that aren’t the same thing you get on 309 or in King of Prussia. Lansdale is changing in a very positive way. It’s the same kind of change that is happening in cities and towns all around, not just the Philadelphia area. It’s happening in Georgia too. So, yes, if I had all the tools that I have in my tool box, without the name recognition, I’d still take a chance on Lansdale,” he added, “because Lansdale has a future.”

From “Smoke Daddy’s Home Grown Barbecue to open in Lansdale”, by Gary Puleo, Nov 1, 2017 Updated Nov 3, 2017

Since it was founded in 1872, Lansdale Borough has historically served as an economic hub for the surrounding region. Like many Boroughs, trends of the 2nd half of the 20th century led to challenges for Lansdale’s economy, such as malls, suburban development and national economic trends led to losses of jobs and businesses. However, planning for revitalization has accelerated over the past 10-15 years, with extensive planning and infrastructure development projects undertaken.



COMMERCIAL DEVELOPMENT OF THE PAST FIFTEEN YEARS HAS INCLUDED REUSE OF THE FORMER TURBO LOFTS INDUSTRIAL SITE AS WELL AS UPGRADES.

Early Economic Environment

Lansdale's economic history stretches back into the 19th century and was tied to its strategic location for industry and commerce along the North Pennsylvania Railroad. By the time the Borough was incorporated in 1872, the Doylestown and Stony Creek Railroads had joined the North Penn Railroad. These rail lines connected the Borough to Doylestown, Norristown, and the City of Philadelphia.

Between 1872 and 1884, the Borough's population grew from 400 to 1,200 residents. Records indicate that the population nearly doubled every 20 years until 1920. During the late 1800's Lansdale became a center for commerce, specifically the retail trades, for residents as well as those living outside of the Borough. In 1884 there were 15 convenience stores selling food, tobacco, lumber, hardware and drugs and 13 durable

goods stores selling such items as stoves, clothing, jewelry, agricultural implements and dry goods.

In the 19th century, Lansdale's commercial and industrial establishments drew their employees from the surrounding agricultural communities. At the turn of the century, employment opportunities decreased as the commuter trend began, with many residents traveling to Philadelphia for work. During the early decades of the 20th century, Philadelphia firms brought much of their labor force with them as they relocated to Lansdale. This pattern continued until after World War II.

Even with the coming of the automobile, downtown Lansdale remained the commercial hub of the



THE RAILROAD MADE LANSDALE A CENTER FOR COMMERCE, BEGINNING IN THE 19TH CENTURY.

region until the 1960s. The train and Liberty Bell trolley kept retail business humming. General stores gave way to grocery stores, including the original Main Street Clemens Market. Clothing stores, luncheonettes and diners, five and dimes, and furniture stores gave residents and visitors plenty of retail opportunities. On a typical Friday or Saturday, the sidewalks of Lansdale were packed with shoppers, many of them traveling from other expanding railroad towns.

Like many other towns, Lansdale began losing its status as a commercial center shortly after World War II. With widespread adoption of the automobile and the construction of larger roadways through the area, including the Northeast Extension of the Pennsylvania Turnpike and PA Route 309, the North Penn region around Lansdale saw increased population growth. Lansdale tried to adapt to automobile-oriented consumers by building the Madison Parking Lot in the mid-1950s. But downtown traffic congestion and frequent delays caused by trains passing through eventually proved too much.

In the 1960s, the Borough demolished about 60 older downtown buildings as part of a redevelopment project intended to spark mid-rise development in downtown. The only viable project that resulted from this action was the Century Plaza building; no other midrise structures followed.



POPULATION GROWTH IS PROJECTED TO GROW BY 2,600 RESIDENTS BY 2045, WHICH WOULD PROVIDE ADDITIONAL CUSTOMERS FOR LOCAL RESTAURANTS AND OTHER BUSINESSES.

Grocery stores were among the first to leave, moving to stand-alone buildings or strip shopping centers. But, the biggest blow came in the late 1970s when Montgomery Mall opened only three miles from downtown Lansdale. Soon after, most of the remaining chain stores as well as many long-established independent stores closed or relocated.

Historically, industrial uses played a major role in Lansdale's economy. However, many of those uses ceased operations or moved out of the Borough by the end of the 20th century. Much of the former industrial area is now an opportunity area, representing future potential development sites proximate to the new SEPTA 9th Street Station and future Liberty Bell Trail.

Today's Economic Environment

The Borough of Lansdale is located in one of the region's most affluent and rapidly growing counties [for a detailed demographic analysis of the Borough, see the Demographics chapter]. According to the Census' Annual Population Estimates, Montgomery County's population was 821,725 in 2016. Projections indicate that the population in Montgomery County will grow to 932,820 by 2045, an

increase of 111,095 residents (a 13.5% growth rate). Lansdale lies in the North Penn region of Montgomery County. The region consists of the Townships of Hatfield, Montgomery, Towamencin, and Upper Gwynedd and the Boroughs of Hatfield, Lansdale, and North Wales. In 2045, the projected population for the North Penn Region is 112,769 which represents an overall increase of 11,658 residents,



TRANSPORTATION INFRASTRUCTURE HAS ACCELERATED THE BOROUGH'S ECONOMIC DEVELOPMENT IN THE PAST AND WILL CONTINUE TO DO SO IN THE FUTURE.

or 11.5%. Lansdale Borough's population growth rate, however, is projected to surpass that of both the region and the County, growing by a projected 16% (by over 2,600 residents).

The projected population growth represents great opportunity for the Borough's economic development. New residents will spend money on housing, dining, entertainment, retail and services. They will have employment needs. The Borough has the potential to provide many of these needs, not only for its residents but those of the entire region.

Economic development and revitalization have long been priorities of Borough Council, the Borough's residents and its business community. As a sign of this emphasis, the Borough has completed numerous important plans that address these goals, including revitalization, downtown, parking, gateway and branding plans; similarly, it has updated zoning to encourage economic development. It has obtained funding and implemented streetscape projects, road and pedestrian improvements to make the downtown more attractive as a destination. Borough Council, the administration, the Economic Development Commission, and the (nonprofit) Discover Lansdale Foundation have worked to assist and promote development projects that advance the Borough's goals of revitalization, transit-oriented development, and placemaking.

Some of the County's largest employers are located within minutes of the Borough. These include Merck, the North Penn School District and Abington Jefferson Hospital. It is anticipated that in addition to new companies locating in the area, these companies will

continue to provide a substantial employment base in the Region.

The most recently published Economic Census (2012) shows that manufacturing generated the most sales in the Borough (\$383 million) in the five year period ending in 2012. Despite the national downturn in manufacturing's fortunes in the last several decades, it retains a strong presence in Lansdale's economy. It also was one of the industries with the highest annual payroll per employee, at \$52,000 (transportation and warehousing ranked highest, at \$56,000). In fact, more recent data (2017) from the Bureau of Labor Statistics shows that the average manufacturing salary countywide is now \$84,000, suggesting that if the Borough attracts additional manufacturing jobs, there is a potential to bring in higher paid workers (additional data shows that manufacturing jobs in southeastern Pennsylvania pay much more than the state average).

Many manufacturing spaces of today and tomorrow only need small spaces, such as:

- Small storefronts for retail and production space,
- Shared kitchens,
- Industrial co-working buildings,
- Incubators or co-ops for industry-specific buildings. Lansdale could work well because people could live in Lansdale's attractive residential neighborhoods and walk to work at their start-up business, and
- Mixed-use production space.

Transportation Promotes Economic Development

Lansdale's economic environment benefits from excellent access by highway and mass transit. The Borough is 25 miles (about a 50 minute drive) from Center City Philadelphia, and is easily accessed from the Lansdale exit on the Pennsylvania Turnpike Northeast Extension, as well as U.S. Route 202 and PA Route 309. PA Routes

363 and 63 traverse the Borough. There are three SEPTA regional rail stations in Lansdale (one which is brand new and one which has a brand new parking garage). The Borough is also served by three SEPTA bus lines.

FIGURE 12.1 | ECONOMIC CENSUS 2012

2012 NAICS CODE	MEANING OF 2012 NAICS CODE	VALUE OF SALES, SHIPMENTS, RECEIPTS, REVENUE, OR BUSINESS DONE (\$1,000)	ANNUAL PAYROLL PER EMPLOYEE (\$1,000)*
31-33	Manufacturing	\$382,934	\$382,934
44-45	Retail trade	\$225,326	\$225,326
62	Health care and social assistance	\$100,016	\$100,016
81	Other services (except public administration)	\$30,419	\$30,419
53	Real estate and rental and leasing	\$29,139	\$29,139
72	Accommodation and food services	\$27,786	\$27,786
54	Professional, scientific, and technical services	\$25,814	\$25,814
56	Administrative and support and waste management and remediation services	\$17,552	\$17,552
48-49(104)	Transportation and warehousing(104)	\$6,955	\$6,955
61	Educational services	\$1,641	\$1,641
51	Information	N	N
52	Finance and insurance	N	N
42	Wholesale trade	W	W
71	Arts, entertainment, and recreation	W	W

N = Not Available or Not Comparable

W = Withheld to avoid disclosing data for individual companies

** Calculated based on Economic Census Data*

Source: 2012 Economic Census

Employment

Jobs in the Borough

The number of primary jobs (a “primary job” is an individual’s job that earns him/her the most money) in Lansdale fell from 7,950 jobs in 2002 to 6,355 jobs in 2015, a decrease of nearly 1,600 (comparing the earliest and most recent years for which data is available from the Census “On the Map” resource). Ninety-one percent of these workers lived outside of the Borough, while nine percent (558) worked and lived in the Borough. The reduction in jobs can be partly attributed to the loss of industrial operations previously based in the northern section of the Borough.

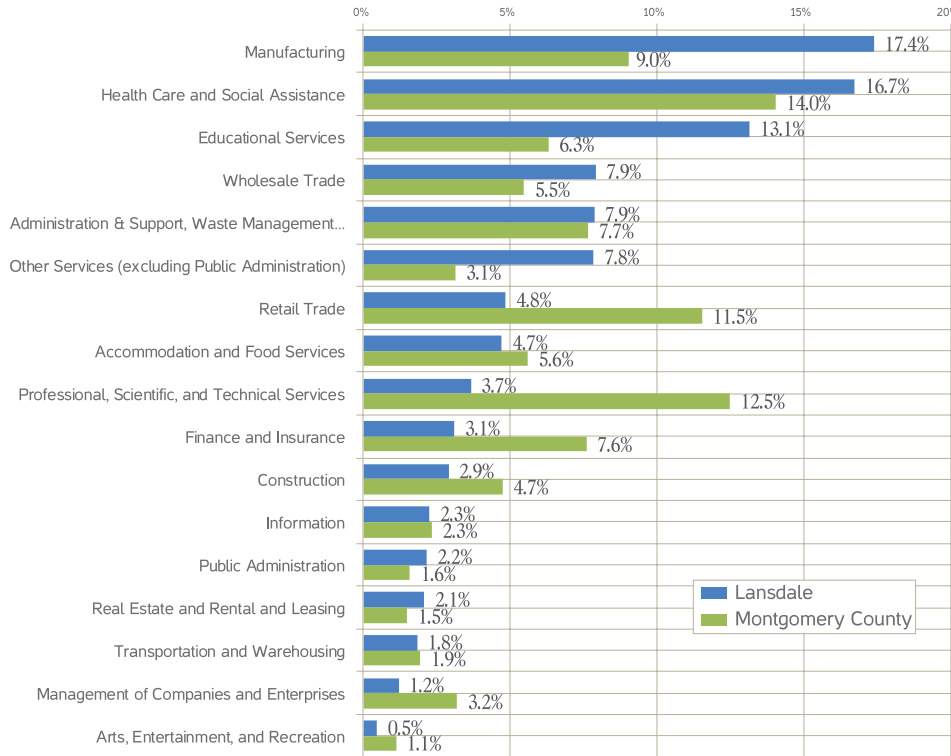


MORE WORK IN THE MANUFACTURING SECTOR THAN ANY OTHER SECTOR IN THE BOROUGH.

FIGURE 12.2 | JOBS BY NAICS INDUSTRY SECTOR, 2015

WORKING IN BOROUGH	WORK IN BOROUGH		WORK IN MONTCO
	Count	Share	Share
Manufacturing	1,104	17.4%	9.0%
Health Care and Social Assistance	1,062	16.7%	14.0%
Educational Services	835	13.1%	6.3%
Wholesale Trade	502	7.9%	5.5%
Administration & Support, Waste Management and Remediation	499	7.9%	7.7%
Other Services (excluding Public Administration)	498	7.8%	3.1%
Retail Trade	308	4.8%	11.5%
Accommodation and Food Services	300	4.7%	5.6%
Professional, Scientific, and Technical Services	232	3.7%	12.5%
Finance and Insurance	197	3.1%	7.6%
Construction	184	2.9%	4.7%
Information	143	2.3%	2.3%
Public Administration	137	2.2%	1.6%
Real Estate and Rental and Leasing	132	2.1%	1.5%
Transportation and Warehousing	116	1.8%	1.9%
Management of Companies and Enterprises	76	1.2%	3.2%
Arts, Entertainment, and Recreation	30	0.5%	1.1%
Agriculture, Forestry, Fishing and Hunting	0	0.0%	0.1%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%	0.0%
Utilities	0	0.0%	0.7%

FIGURE 12.3 | INDUSTRY OF EMPLOYMENT, EMPLOYEES WORKING IN BOROUGH/COUNTY



Note: Industries with less than 1% of employment in Borough and County not shown.

However, much as the population living in the Borough dropped before rebounding recently, employment forecasts prepared by the Delaware Valley Regional Planning Commission (DVRPC) envision the Borough's job loss to turn in recent years into a job gain in the future by adding over 600 jobs (a growth of 7.9%) over the period from 2015 to 2045. This figure is revised periodically, and could well be revised upward if momentum builds for significant mixed-use, retail, office, or industrial revitalization or transit-oriented development.

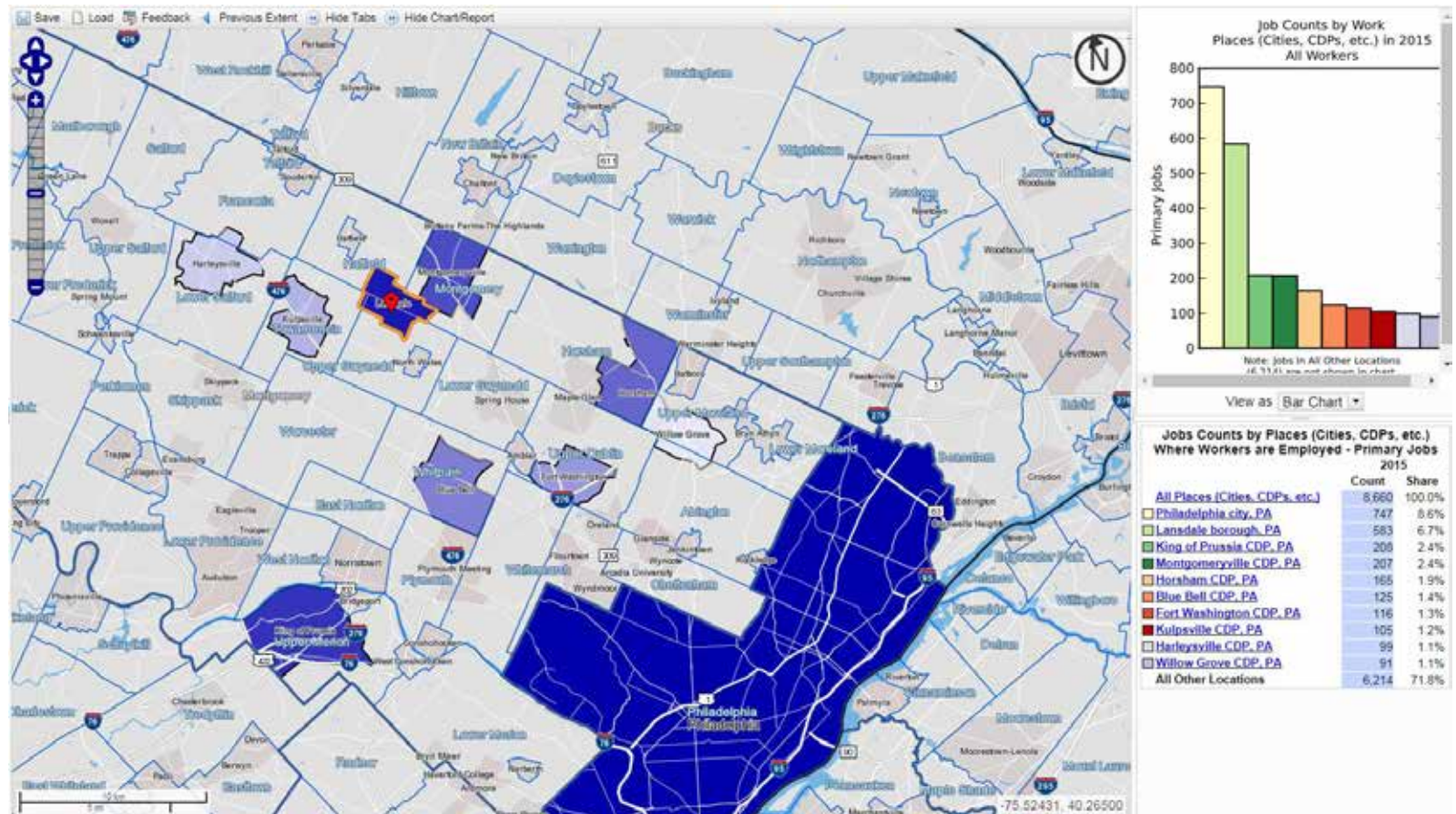
The Borough was not immune to the national trend of losing manufacturing jobs in recent decades. Lansdale lost half of

its manufacturing jobs in only thirteen years (from over 2,200 jobs in 2002 to about 1,100 in 2015). Despite the significant loss of manufacturing jobs, however, more people still work in manufacturing in the Borough than in any other sector. In the last Economic Census for which data is available (from the year 2012), 37 manufacturing firms operated in the Borough. Many of these were small firms, employing fewer than five employees. However, two of the firms were relatively large, employing between 100 and 249 employees, and one employed between 50 and 99 employees. Whereas nine percent of Montgomery County's jobs are in the manufacturing sector, 17.4% of Lansdale's jobs remain in this sector.

Jobs of Borough Residents

Seventy percent of Lansdale residents aged 16 and above participated in the labor force (2012-2016 American Community Survey Estimates). Residents' places of employment are greatly dispersed. In 2015, 8,077 people lived in the Borough but worked at primary jobs outside the Borough. The only places accounting for more than three percent of workplace destinations in 2015 were

Philadelphia (8.6%) and the Borough itself (6.7%). About 40% of Lansdale residents work outside of Montgomery County (of these, the most work in Bucks County (12.5%) and in Philadelphia County (8.6%). More Lansdale residents work in the industry of “educational services, and health care and social assistance,” than any other. The Borough also has a much higher percentage of residents employed in



MAP SHOWING WHERE MOST LANSDALE RESIDENTS WORK.

FIGURE 12.4 | INDUSTRY OF EMPLOYMENT OF RESIDENTS, 2012-2016 ACS

INDUSTRY OF EMPLOYMENT OF RESIDENTS, 2012-2016 ACS	LANSDALE	MONTCO	PERCENTILE DIFFERENCE
Educational services, and health care and social assistance	21.50%	25.40%	-3.90%
Manufacturing	16.60%	11.60%	4.90%
Retail trade	16.00%	10.30%	5.70%
Professional, scientific, and management, and administrative and waste management services	11.10%	14.90%	-3.80%
Arts, entertainment, and recreation, and accommodation and food services	8.40%	6.90%	1.40%
Finance and insurance, and real estate and rental and leasing	6.00%	9.50%	-3.50%
Construction	5.40%	5.40%	0.10%
Transportation and warehousing, and utilities	4.30%	3.30%	0.90%
Other services, except public administration	4.10%	4.60%	-0.40%
Public administration	2.20%	2.40%	-0.30%
Wholesale trade	2.10%	2.90%	-0.80%
Information	1.60%	2.30%	-0.80%
Agriculture, forestry, fishing and hunting, and mining	0.90%	0.30%	0.50%

the manufacturing sector (16.6%) than the County average (11.6%).

Sixteen percent of Borough residents work in the retail sector, which is the third largest industry in which Borough residents work (this counts jobs held by Borough residents, whether the jobs are based at Montgomery Mall, other shopping centers or in the Borough itself). By comparison, the retail sector only employs the seventh-highest number of jobs based in the Borough.

The Borough has smaller shares than the County of residents working in the Finance, Insurance and Real Estate sector and Information. There is therefore an opportunity to attract more residents working in these sectors. These workers tend to have relatively high salaries, so attracting them to Borough residences could have positive effects on spending at Borough restaurants and businesses.

Income, Poverty, and Spending Habits

When adjusted for inflation, median household incomes for Lansdale residents appear to have fallen over the past twenty-five years (from approximately \$66,000 (2000 Census, inflation-adjusted) to \$61,000 (ACS, 2012-2016). However, this was still 10% higher than the U.S. median household income of \$55,000. Incomes had been trending downward at the County and national levels, due in part to the effects of the recent Great Recession (2007 to 2009, according to the National Bureau of Economic Research, although economic effects were felt for a longer period of time).

The number of people who are below the Federal poverty level in Lansdale has risen over the past 15 years. Although available data is not directly comparable, the 2012-2016 ACS estimated the Borough's poverty rate as 9.0%, higher than the 2000 Census poverty level of 5.5%—thus indicating that the rate likely did increase.

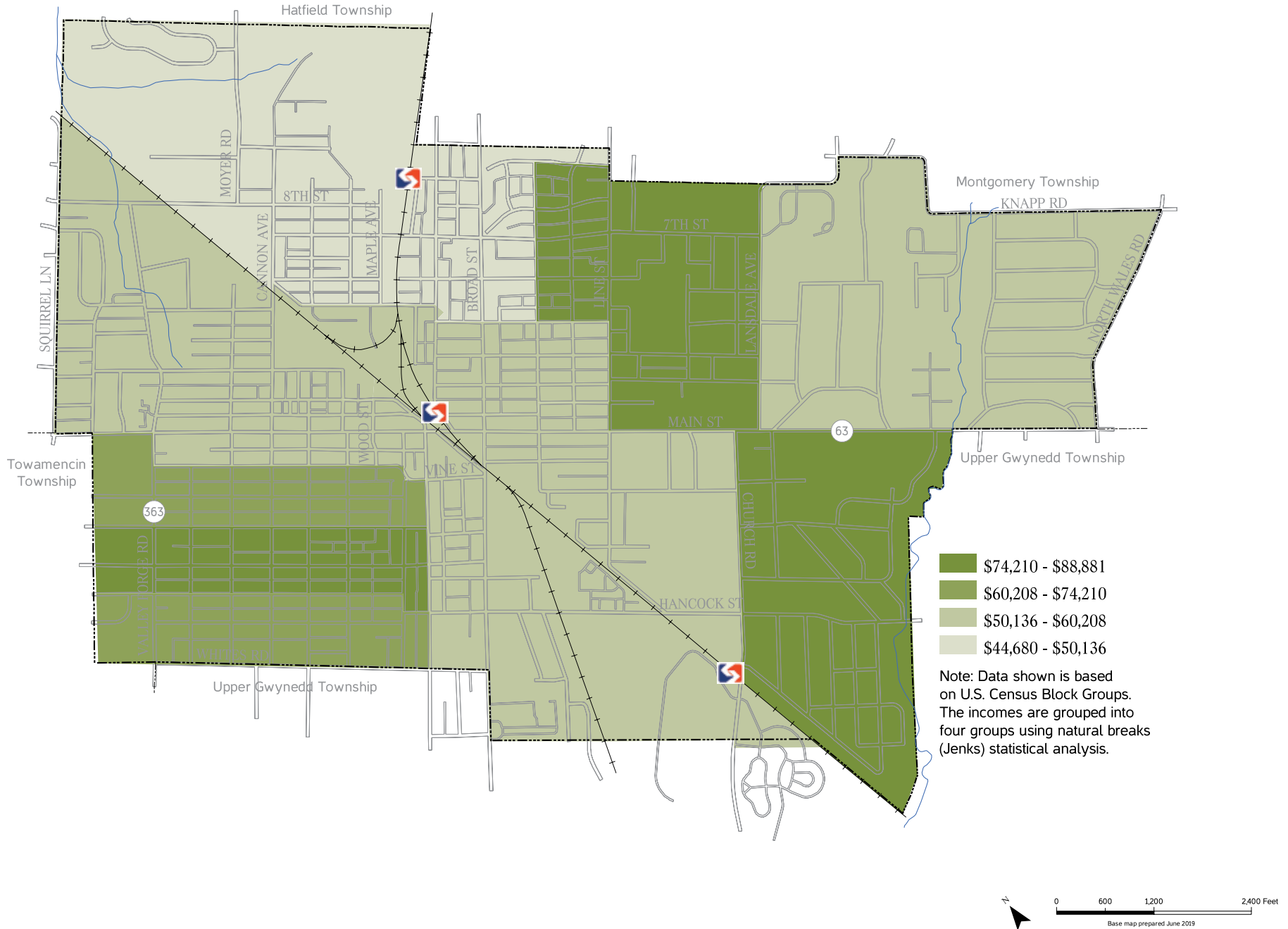
Median household incomes vary across Lansdale's different neighborhoods (measured using Census block groups). The areas of the Borough adjacent to the northern portion of the Borough with a historically industrial character include households with lower median incomes, while the neighborhoods to the west and south of the Borough have the highest [see Figure 12.5].

Numerous municipalities in the Philadelphia region, including several in Montgomery, Bucks and Chester Counties have been very successful over the past 10-20 years revitalizing their downtowns. These vibrant downtowns include places such as Ambler, Phoenixville, Doylestown and Skippack, where businesses no longer focus on large retail stores or uses requiring seas of parking, but

rather on dining, drinking, live music, performing arts, small movie theaters, specialty retail and indoor recreation. *The Revitalization Plan Update (2009)* made similar findings, and determined that the most significant retail opportunities for the Borough were for food service and for drinking and specialty food stores. It should be noted that it also recognized that Lansdale would be an ideal location for users of small office space (500 to 5,000 s.f.).

Lansdale is located in an affluent portion of the Philadelphia Metropolitan Area. When spending potential of Lansdale's local "market area" on dining, entertainment and (specialty) retail is examined and compared to similar areas near the successfully revitalized downtowns mentioned, it indicates that the Borough and surrounding area have spending habits that should support and sustain revitalization based on dining, entertainment, the arts and retail (in the case of a Borough, this is likely to be specialty or "niche" retail). The analysis, which extrapolates the likelihood of spending by the residents of the "market area" on dining, entertainment, arts and retail, was based on ESRI's "Business Analyst" application (2017) (ESRI is a private supplier of Geographic Information Systems (GIS) software). For this targeted analysis, each downtown's "market area" was defined by the area in which a person can drive to the corresponding downtown in 10 minutes or sooner (see Figure 12.6).

FIGURE 12.5 | MEDIAN HOUSEHOLD INCOME BY CENSUS BLOCK GROUP



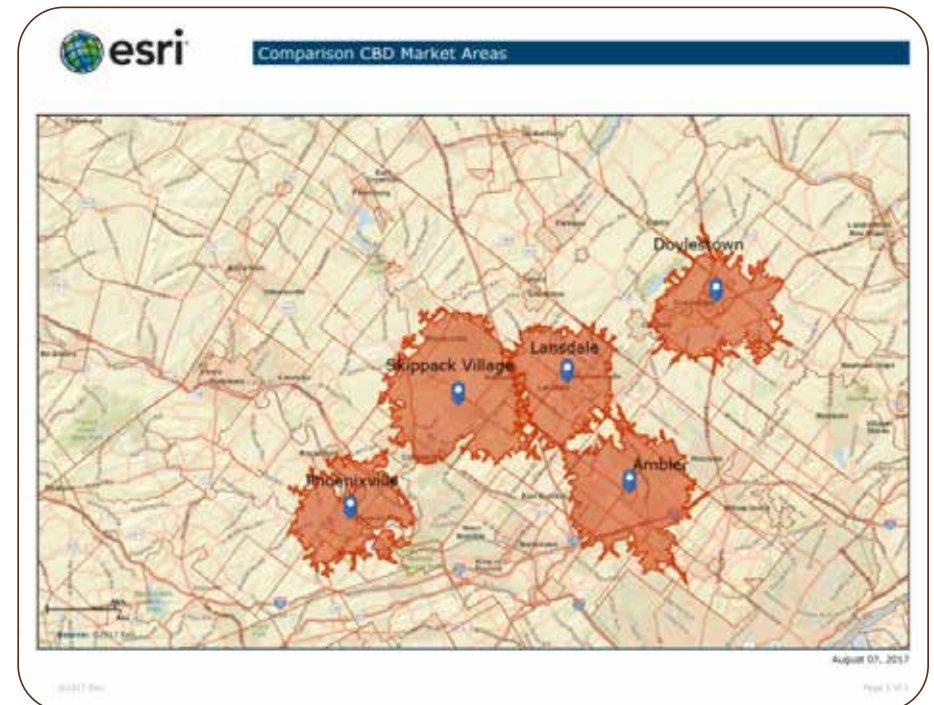
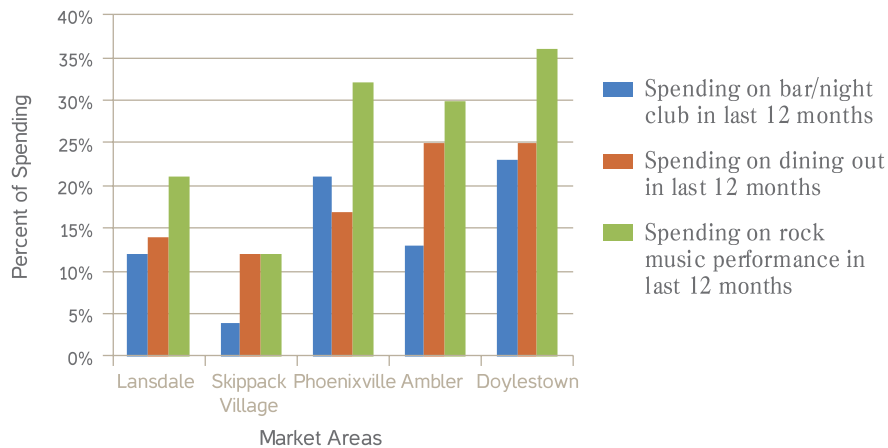
The data found that residents of Lansdale’s market area, like residents of the market areas of the four vibrant downtowns mentioned above, spend more than the national average on the following:

- Bars/nightclubs
- Dining out
- Rock music performances

Residents of the Lansdale market area spend more on these three categories than those living in the Skippack Village market area.

The spending on bars/nightclubs was virtually the same as for residents of the Ambler market area, and the spending on dining out was very close to that of residents of the Phoenixville market area. Spending on total expenditures on food away from home and retail goods by people living in Lansdale’s market area was higher than that for the market areas of Phoenixville, Doylestown or Skippack. These factors indicate that there is spending potential and spending habits of residents of Lansdale’s market area that seem likely to support continued revitalization based on dining, entertainment, the arts and retail uses appropriate for a Borough the size of Lansdale (likely specialty or “niche” retail).

FIGURE 12.6 | PERCENT GREATER SPENDING THAN NATIONAL AVERAGE



Lansdale Borough Wayfinding Program (2013/2014)

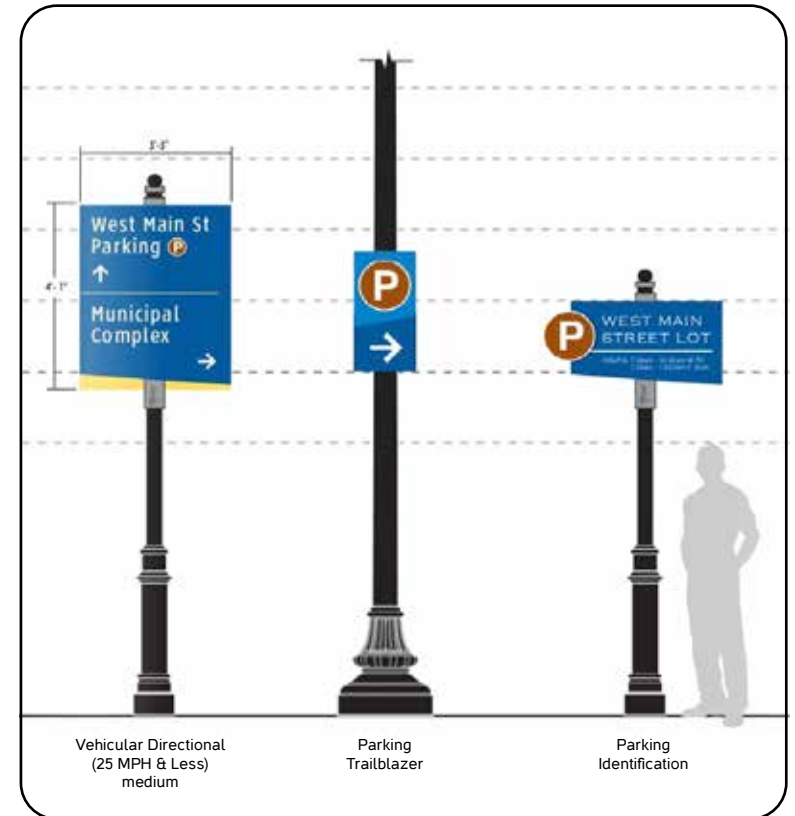
The Wayfinding Program provided a cohesive series of complementary sign designs for use across various media and disciplines. The program is a “pedestrian focused plan,” and showcases examples of how the Borough can visually connect pedestrians to desired destinations, including points of interest as well as functional spaces such as parking lots and transit facilities. Some of the recommendations included creating memorable Gateways, promoting multimodal transportation, and developing a single overriding theme which can be replicated or adapted according to scale and use.

As part of this program, the Borough developed a design and colors for graphics branding (including a logo). These are used to establish an iconic image and colors that are associated with and used to promote Lansdale. The Borough has used the graphics brand on banners, signage, the Borough web site and publications. Creating an attractive logo with a positive message helps the Borough market its downtown and business areas.

Lansdale BrandPrint Report (2013)

For the full report, navigate to www.lansdale.org and search for keyword “Brandprint”.

This report, by North Star Destination Strategies, studied Lansdale’s brand position (including perceptions, strengths, weaknesses, and opportunities). The goal was to make recommendations to help the Borough stand out in the marketplace. As part of this process, it developed the Lansdale logo (right). The BrandPrint report included a survey of 91 community stakeholders.



FROM LANSDALE BOROUGH WAYFINDING PROGRAM (2013)

The report asked which community stakeholders felt that Lansdale competed with the most. For visitors, the top three answers were:

- Ambler
- Doylestown
- Skippack

It is interesting to note that when asked to rank walkable town areas, Lansdale was ranked 2nd, ahead of places like Phoenixville, Ambler, Skippack, and North Wales, and behind only Doylestown.

For business & industry, the top answers were the same, except that they included Montgomeryville rather than Skippack. Competing town centers will be addressed more in the “Recommendations” section.

When asked what they thought was most likely to draw visitors to Lansdale, answers focused on dining, entertainment and retail. Desirable retail for the Borough sometimes (but not always) was described as “specialty” or “boutique” stores, and respondents expressed strong support for greater variety of, and higher-quality retail.

When asked what would attract businesses and industry to town, incentives, tax breaks, and a business-friendly climate were the top answers. Respondents with experience dealing with the business attributes of the Borough especially appreciated tax incentives/ programs, strong community leadership and the business-friendly nature of the community.

Top strengths identified included:

- Small-town feel, neighborliness
- Distinct downtown
- Train station
- Walkability
- Schools
- Place to raise a family
- Location/accessibility
- Healthy community

- Affordable cost of living

“Support for Community Events” received the highest rating in the “civic affairs” question.

Areas of improvement identified included:

- Appearance (respondents cited a “run-down” or “dirty” look to town)
- Lack of leisure options—particularly for the Millennial generation
- Retail mix (respondents would like to see fewer thrift stores or stores selling low-quality merchandise)

The Brandprint Report made important recommendations, which are addressed by the Recommendations section of this chapter.

Comprehensive Parking Study (2012)

For the full report, navigate to www.lansdale.org and enter “parking study” in the search box.

The *Lansdale Comprehensive Parking Study* was completed in 2012 by Nelson Nygaard and McMahon. It determined how to more effectively manage parking demand, supply, and policy downtown and near Main and Broad Streets and the Lansdale and Pennbrook regional rail stations. The study found that the total parking supply in the Borough well exceeded demand (even at peak demand, total parking in the study area is less than 50% occupied). It found that there are always parking spaces available one block away from busy on-street segments, even at peak demand. It made recommendations for better managing parking; these are included in the Recommendations section of this chapter. It made significant



recommendations for parking improvements. These included:

- Demand Responsive Pricing
- Eliminating time limits (to let price drive turnover and availability)
- Simplifying signage and other regulations across the various different locations and kinds of parking available
- Lowering parking requirements and encouraging shared parking arrangements in the downtown business area
- Reorienting governance of the various aspects of parking management, with the Parking Authority at the top of the hierarchy

Revitalization Plan Update (2009)

For the full report, navigate to www.lansdale.org and enter “revitalization” in the search box.

The Revitalization Plan Update identified numerous strengths of the Borough encouraging economic development:

- Excellent rail service
- Inexpensive electricity
- A business-friendly climate
- Good access to regional highways
- A major international corporation just next door
- A sense of place

The Revitalization Plan Update identified Strategic Investment Areas [see map]. These are similar to future land use areas identified in a comprehensive plan. Most of these are still relevant: the downtown area, the mixed-use corridors that Main and Broad Streets form, neighborhood gateway (commercial) areas, including those at Routes 63 & 363, the Pavilion Shopping Center area, and the Hillcrest



PARKING ON MAIN STREET WAS ONE OF THE AREAS EXAMINED BY THE PARKING STUDY.



STRATEGIC INVESTMENT AREAS, 2009 REVITALIZATION PLAN UPDATE.

Shopping Center area. It designates the area in the northern portion of the Borough near what became the 9th Street Station, and the area near the Pennbrook station as “Employment Centers”. Since this map was produced, changes of significance include the employment

center in the northern portion of the Borough taking on a transit-oriented, residential & employment focus. Also, the downtown area would be in the direction of North Broad Street. It is also worth noting that although four mixed-use corridors are shown, the corridor along Main Street is considered to have a somewhat different character than that on Broad Street (more walkable). It would also be appropriate to consider the Moyer Road/Olean Tile site area as a neighborhood gateway.

The list of recommendations in *The Revitalization Plan Update* was extensive; these are discussed in the “Recommendations” section. The actions recommended that have been accomplished or undertaken by the Borough since 2009 include:

- Development of a branding and wayfinding initiative (Phase 1 of 3 of this was completed)
- Creation of a new mixed use zoning district, accommodating more intense commercial uses along Main and Broad Streets (this was achieved in the Borough’s adopted Downtown Business Overlay District) and provide for more density downtown and in transit-oriented development (TOD) areas
- Redevelopment of the Madison Lot and construct parking structures (SEPTA built the garage, and apartments and accompanying retail are underway)
- Development of a restaurant cluster along Main Street (progress has been made, with well-received new restaurants and brewpubs—it should be noted that coffee shops and a distillery have opened as well)
- Addition of traffic light at Wood & Main
- Support of a new SEPTA station at 9th St and implement TOD zoning (station constructed; TOD zoning implemented)



THE NEW SEPTA PARKING GARAGE AT LANSDALE STATION WAS A CATALYST FOR A MAJOR MIXED-USE DEVELOPMENT PROJECT.



THE REVITALIZATION PLAN RECOMMENDED DEVELOPMENT OF A RESTAURANT CLUSTER ALONG MAIN STREET. IN THE LAST COUPLE YEARS, NEW BUSINESSES HAVE INCLUDED A PUB, A COFFEE SHOP WITH LIVE MUSIC, A BREWERY AND A DISTILLERY.

- Adopt zoning incentives to encourage green building, green infrastructure and historic preservation
- Add density bonuses to zoning (The adopted Downtown Business Overlay District includes a building height bonus)

Lansdale Comprehensive Plan (“Building on our Past; Celebrating a Pride of Place,” 2006)

For the full report, navigate to www.lansdale.org and search for “comp plan 2006”

The 2006 Lansdale Comprehensive Plan’s goals for economic development and revitalization were to “improve and enhance the downtown to recreate a strong business district that serves as an attractive hub for Lansdale Borough and a viable destination for the surrounding region.” Specific objectives were aimed at “conserving, maintaining and strengthening the streetscape character of downtown Lansdale to promote a vibrant small town community.” Objectives that have been accomplished (in whole or in part) include:

- “Upgrade facades, storefronts and the streetscape.” Phase 1 of 3 of a Wayfinding Signage Study has been completed.
- “Improve signage to make the downtown more attractive”–(in progress; the updated sign ordinance with high-quality design standards has been completed and is under review by the Planning Commission).
- “Improve street lighting downtown and in other locations where needed”–(This has been addressed; street lights will be updated soon).



REDEVELOPMENT OF THE FORMER INTERSTATE HOSIERY MILL AND SANTAERIAN DEPARTMENT STORE AS THE SILK FACTORY LOFTS ADDED A STYLISH RESIDENTIAL COMMUNITY TO THE BOROUGH.

Benefits of Redeveloping Brownfields

As developers and investors continue to explore older developed communities such as Lansdale for (re)development opportunities, brownfield sites will continue drawing their interest. Brownfields, as defined by the Environmental Protection Agency (EPA), “...are real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.” Development of these lands is extremely beneficial to society as a whole. Development of brownfields aids in removing development pressures from greenfields; cleans up lands that are hazardous or potentially hazardous to both people and the environment; and brings new economic benefits to older communities.

To better address the unique issues that surround brownfield redevelopment, the Borough has taken a proactive role. It has made numerous changes and updates to zoning in recent years that encourage revitalization of these older industrial sites. It has encouraged mixed-use development (including residential), transit-



MADISON AT LANSDALE APARTMENTS WILL BE CONSTRUCTED ON A FORMER BROWNFIELD SITE ON THE FAR SIDE OF THIS PEDESTRIAN BRIDGE.

oriented development with relaxed height restrictions to help revitalize older industrial areas, updated standards for urban design and pedestrian and trail connections and updated standards for new roads and blocks. It has also completed a comprehensive draft of the Subdivision and Land Development Ordinance (SALDO), ensuring land development regulations include the most modern standards. The Borough has obtained funding for infrastructure improvements to trails and other infrastructure that establish a more appealing condition for investors considering brownfield development. It has worked with SEPTA on the rapid, successful development of the 9th Street Station, and the SEPTA parking garage at the Lansdale station.

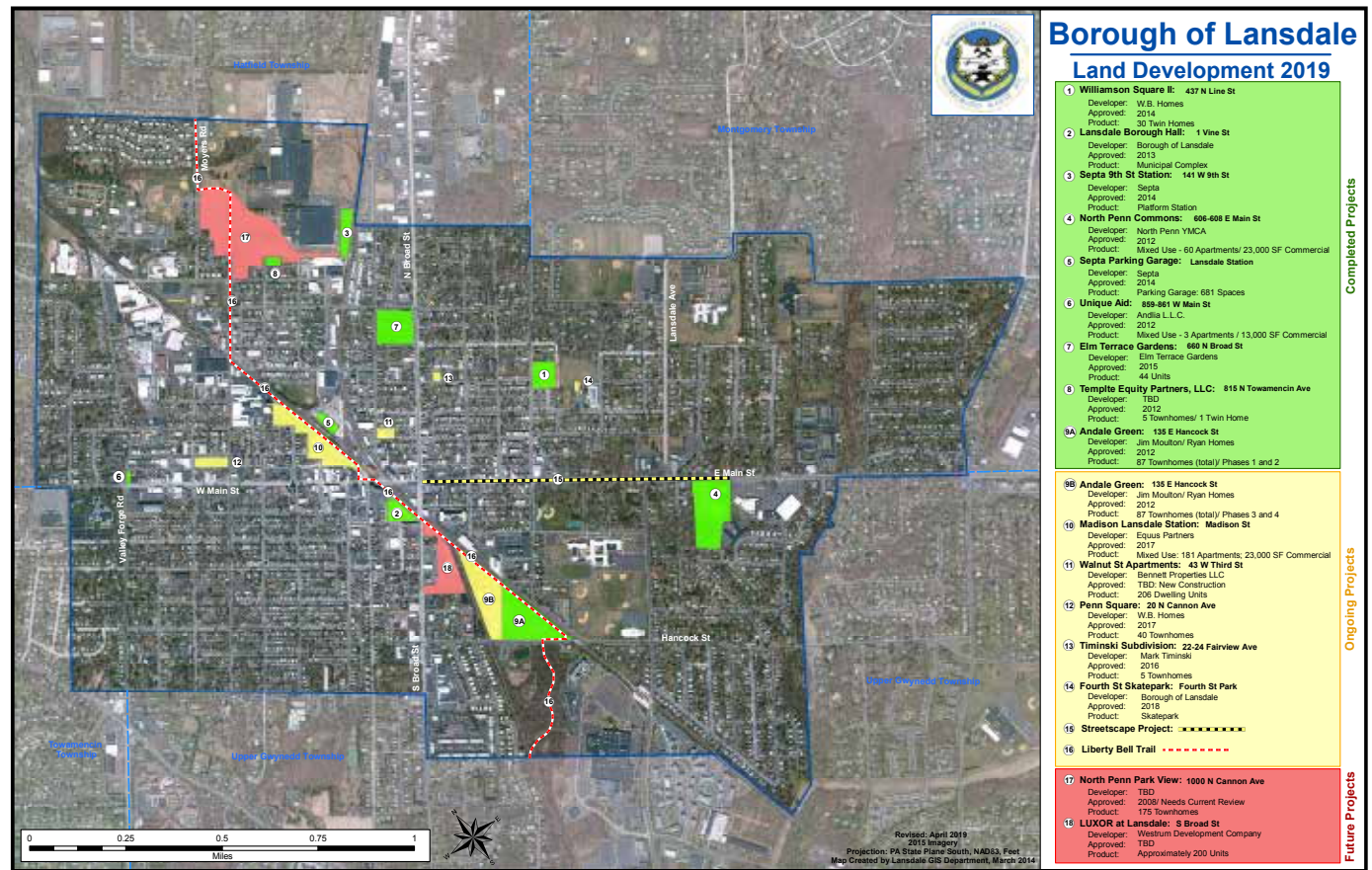
Lansdale's proactive approach with redevelopment on brownfield and former industrial sites generally has paid off. In the past decade, numerous developments that will bring employment, housing, and commercial opportunities to the Borough have been built or proposed. These include:

- Andale Green (174 townhomes), former Superfund site
- Cannon Square (townhomes) 28 townhomes, Phase 1, 40 stacked townhomes, Phase 2 (brownfield)
- Madison Lansdale Station (“Madison Lot”), 181 apartments, 22,000 s.f. retail (remediated)
- Liberty Bell Trail (brownfield)
- Penn Square (40 townhomes) (remediated)
- Station Square, portion in Lansdale Borough (brownfield)
- Future: North Penn Park View (175 Townhomes), former Superfund site

Developers continue to express interest in additional redevelopment opportunity sites in Lansdale. Opportunity sites remain, particularly in the northern section of the Borough, including land near the new 9th Street SEPTA station.

Funding Reuse of Industrial Sites

The Borough has utilized a number of past and current funding streams available to local governments, many of which come from County, State and Federal funding programs. Funding sources are ever-changing and are oftentimes restricted to certain categories of spending, such as parks and open space, or transportation improvements.



THE PACE OF DEVELOPMENT IN LANSDALE HAS BEEN BRISK IN RECENT YEARS.

The following funding programs were used to help make the redevelopment projects listed in the last section possible:

- Transportation and Community Development Initiative (TCDI)
- Keystone Communities, from PA Department of Community and Economic Development (DCED)
- Montgomery County Open Space Program
- Montgomery County Revitalization Program
- Community Development Block Grants (CDBG)

The various public financing programs that the Borough has successfully utilized to invest in infrastructure and make redevelopment projects possible is discussed in more detail in the next section.

In terms of funding from Montgomery County, Lansdale was awarded more than \$2 million in the time the County's Revitalization Program was active (2002-2012). These funds financed, in part, transportation and infrastructure projects, including the Wood Street realignment and pedestrian connections to Main Street. The Borough has used other county funding for a number of other quality of life improvements, including for parks, open space and stream bank improvements.

State and Federal funding has also been used in Lansdale to finance the building of the Liberty Bell Trail, sewer improvements, sidewalk and ADA improvements, and streetscaping improvements along Main Street. The particular sources of funding used have included, but are not limited to, the following:

- Department of Community and Economic Development (DCED)/ Commonwealth Financing Authority and the Pennsylvania Department of Transportation's (PennDOT's) Multimodal Transportation Fund
- Transportation and Community Development Initiative (TCDI) (combination of state and federal funds), via Delaware Valley Regional Planning Commission
- Keystone Communities, from DCED
- Redevelopment Assistance Capital Program (RACP)
- Community Conservation Partnerships Program (C2P2), and Keystone Funding, from DCNR
- Community Development Block Grants (CDBG)
- Montgomery County Open Space Program
- Montgomery County Revitalization Program

Zoning to Promote Economic Development and Revitalization

- **12B. (Priority Level 1). Sign Ordinance.** The Borough is moving to adopt the updated sign ordinance. This ordinance, based on Montgomery County Planning Commission's model sign ordinance, would upgrade design of signage, reduce sign clutter and bring standards into compliance with current case law. Along with facades and streetscape, signage has the potential to greatly affect the image of a dining, entertainment and shopping district.
- **12F. (Priority Level 2). Zoning Map.** See recommendations in the Future Land Use chapter. One of the recommendations in the Future Land Use chapter is to simplify the zoning map to make it easier to interpret, and reduce the high number of districts (many which overlap). Making the zoning map less confusing would make the Borough even more developer-friendly.
- **Historic Preservation.** The recommendations of the Historic Resources chapter would strengthen the Borough's strong architectural character, enhancing the appeal of its business district to visitors.
- **Adaptive Reuse of Historic Buildings.** The Historic Preservation chapter recommends adopting an adaptive reuse ordinance to encourage preservation while expanding the economic options available to business and property owners. Older and historic buildings can be seen as difficult to maintain or reuse because of unforeseen costs, or because they may have more maintenance issues than a new building may have. Borough policies and its zoning ordinance should seek to incentivize the reuse and rehabilitation of these buildings through offering incentives such as flexible provisions for parking, density, and setbacks.
- **12K (Priority Level 3). Zoning Audit.** The Borough will periodically revisit its zoning regulations addressing commercial, mixed use and transit-oriented development to ensure they are effectively facilitating its economic development and revitalization goals. Some goals which directly affect economic development potential include:
 - ~ **Density and Intensity.** Some zoning districts offer a height bonus; the Borough should consider expanding this to other districts and adding a density bonus to allow more intense use of land in appropriate locations.
 - ~ **Flexibility.** The zoning should promote and clearly explain development criteria for mixed-use development. It should also strive to allow as many uses as are reasonable, and not interfere with the fluctuations of the real estate market



AN ADAPTIVE REUSE ORDINANCE WOULD ENCOURAGE REUSE OF ARCHITECTURALLY SIGNIFICANT BUILDINGS WHILE PROVIDING INCENTIVES TO BUSINESSES.

¹ 12A, 12B, etc., correspond to the summary tables in Chapter 15.

unless there is a sound land use planning reason to do so. The creation of additional “bonus” options would allow the Borough to incentivize the provision of amenities of value to the Borough, while ensuring that zoning is flexible enough to allow developers and architects to choose from a range of bonus options, depending which fits best with their particular site and development.

- ~ Downtown Commercial/Mixed-Use Design. Zoning promoting attractive, walkable development with strong architectural character is important to draw customers to downtown businesses and draw residents to the Borough that will support those businesses. Currently, some parts of the business district are located in zoning districts with strong design standards. However, some areas, such as portions of West Main and South Broad Streets, do not have adequate design standards. The Downtown Business Overlay should either be expanded directly to these areas, or similar standards promoting mixed-use, walkable, high-design development should be introduced to those areas.
- ~ Industrial Redevelopment. The unlotted mixed-use development standards that were adopted for the Industrial District recently are intended to foster attractive, transit-oriented redevelopment. However, it is important to refine the initial zoning standards for this area with more detail for building and park design and site configuration to ensure that the Borough’s goals are realized.
- Preserve Industrial Base. The Borough will ensure a resilient local economy by preserving the right to conduct industrial uses in appropriate locations. There has been demand for small site industrial development with good rail and highway access in the

region. The industry is changing to use more technology; this will lead to more opportunities in areas such as 3D printing, robotics, digital manufacturing (this uses information technology to cut costs and increase efficiencies; the customization potential may lead manufacturers to locate closer to consumers, such as in Lansdale, in the midst of the Philadelphia Metropolitan Area) and use of advanced sensing (sensor-based product tracking using GPS). Much of the region’s industrial land has been converted to or rezoned for other uses, meaning that the land that is preserved for industrial uses only becomes more desirable for industrial users. Anecdotal evidence indicates that industrial users are placing an even greater premium on access to freight railroads, which Lansdale can offer.

- ~ Therefore, retention of a reasonable level of light industrial or research & development (R & D) activity in the Borough that is compatible with nearby residential uses could produce



ZONING WITH STRONG DESIGN STANDARDS WILL BE EXPANDED TO MORE AREAS, AND THE BOROUGH WILL ADOPT THE SIGN ORDINANCE TO ENSURE HIGH-QUALITY DEVELOPMENT THROUGHOUT DOWNTOWN.

significant fiscal and employment benefits, and preserve as diverse of an economic base as possible.

Better Leverage Existing Resources

- **12A (Priority Level 1). Business Organization.** One of the most important steps that the Borough will take to promote revitalization is to participate actively in promoting an organized business community. The Borough recognizes that this will require strong cooperation and leadership from within the business community. Business associations can advance economic development, encourage investment in local businesses and create conditions that will draw even more businesses to the downtown and other commercial and employment areas. An organization can take the form of a Business Improvement District (BID), which King of Prussia and Upper Merion Township have successfully utilized; a Main Street organization, like Ambler and Souderton have used; or a special services district, which Lower Merion has used along City Line Avenue. Issues that such an organization might coordinate action on include regular cleaning, themed or coordinated shopping or dining events or infrastructure improvements.
- **Downtown: Emphasis on Dining, Arts & Entertainment**
The Borough will use varied strategies and resources, including coordination with a future business organization discussed in the paragraph above, to facilitate and promote dining, arts, entertainment and specialty “niche” retail in the downtown business district. The analysis of spending habits in the “Income, Poverty and Spending Habits,” section, provides support for the idea that there is substantial population in and near Lansdale that would support dining, arts, entertainment and retail. Trends throughout the Philadelphia Metropolitan Area in Boroughs



IN ARDMORE, THE ARDMORE INITIATIVE (A MAIN STREET ORGANIZATION) HAS ACTIVELY PROMOTED THE DOWNTOWN AREA THROUGH MARKETING, FACADE GRANTS, PROMOTIONS AND EVENTS.

Destinationardmore.com

Performance Indicators

- A Business Improvement District (BID), Special Services District or Main Street Organization is established.
- 10 new dining/drinking establishments choose to locate in the Borough.
- 10 more restaurants or shops stay open after 6:00pm.

and village areas that have successfully revitalized reinforce the notion that these businesses (especially when mixed with residential uses) are the types of economic activity that is downtown Lansdale’s best bet for revitalization, prosperity and vibrancy. *LANSDALE2040* survey respondents underscored the importance of these activities downtown. Respondents identified “arts and entertainment” and “dining” as the two most important issues downtown for the comprehensive plan to address (specifically, the survey revealed that the most desired entertainment activities that respondents would like to see downtown are live music and movies).

The Borough cannot force these types (or more of these types) of businesses to located downtown, of course. But it can use certain tools to facilitate and encourage such developments. It will use the tools it does have to facilitate and encourage those who might locate

a restaurant, bar, movie theater, performance venue, or specialty retail downtown to do so. Such tools include:



NEW BUSINESSES SUCH AS THIS DISTILLERY AND BREWERY ARE THE SEEDS FROM WHICH A THRIVING DOWNTOWN ENTERTAINMENT DISTRICT WILL GROW.

- Using zoning. Existing zoning encourages attractive, walkable development. Future amendments will ensure that high design standards are applied to more of Main and Broad Streets, will ensure that the zoning map and text is easy to understand, and will permit as wide a range of appropriate uses as possible.
- Using marketing and communications. The Borough’s active marketing and communications activities will continue to be used to promote downtown Lansdale as an exciting place to dine, shop and attend community events (also see below).
- Parking. The Borough’s parking strategy and investments will be carefully calibrated to maximize parking efficiency (see below), ensuring that parking downtown remains ample, and that the perception and ease of finding parking is maximized.



DIRECTIONAL SIGNAGE TO PARKING AREAS WILL BE SUPPLEMENTED WITH ADDITIONAL WAYFINDING SIGNAGE, AS RECOMMENDED BY THE WAYFINDING PROGRAM.

- **12M (Priority Level 3). Streetscape Improvements.** Streetscape improvements help create a more appealing environment for shoppers, and an improved downtown or commercial area

image. The Borough has been implementing streetscape improvement projects for years, and the results are impressive. The Borough will continue its initiative to improve the East Main Street streetscape (Broad to Greenwood). This project is in the design phase. It includes safety improvements, brick sidewalks, pavers, benches, bike racks, waste receptacles and street lights. *The Revitalization Plan Update* also recommended that additional street trees be planted on Main Street.

- **12N (Priority Level 3). Electric Department.** The Borough is rare in Pennsylvania, in that it owns and operates its own electric utility (Lansdale Electric Department). This gives the Borough the relatively unique ability to use electric rates as an economic development tool. The Borough already offers an electric rate reduction incentive to attract new businesses to Lansdale (5% to 10% discount on electric rates for periods of two to ten years).
- **12P (Priority Level 3). Community Events.** Lansdale's lively community events schedule will continue to draw people downtown on a regular basis that would support businesses in the dining, arts, leisure and specialty retail categories (also see below).
- **12Q (Priority Level 3). Promote community facilities as assets.** Lansdale will make space available at Borough Hall or parks whenever appropriate to facilitate meetings or events sponsored by the business community (see below).

Community Event Programming

The Borough has done a tremendous job organizing frequent community events throughout the year. These include (but are not limited to) arts festivals, concert series, movies in parks, car shows, zombie crawls, distance races and Mardi Gras celebrations. These events bring people downtown or cause them to visit the Borough's parks, encourage people to spend money at Borough

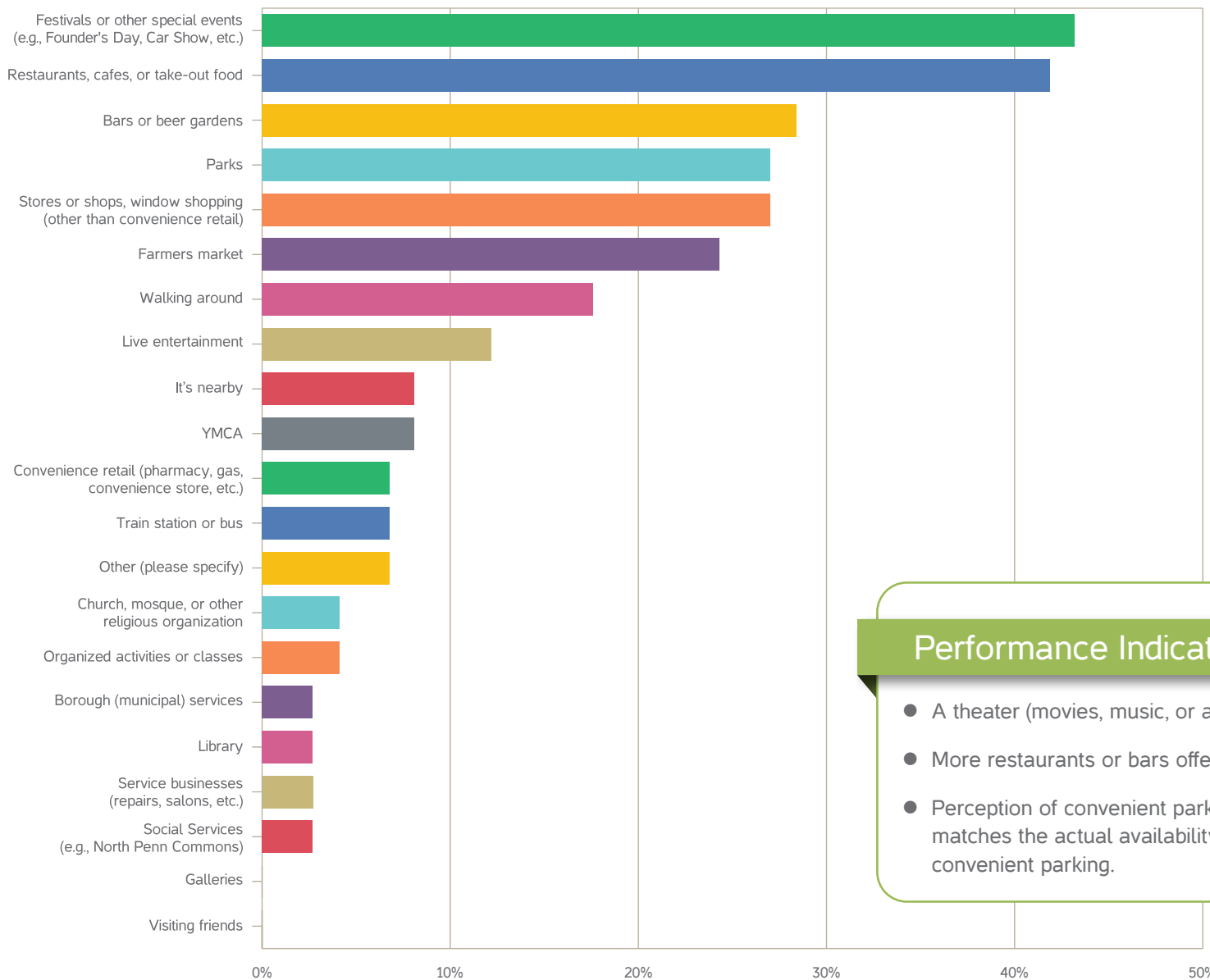


LANSDALE IS LAUDED BY THE PUBLIC FOR ITS NUMEROUS AND YEAR-ROUND COMMUNITY EVENTS.

businesses and strengthen Lansdale's image as a fun and social place to visit. It reinforces its "sense of place"—something critical for the Borough's revitalization to continue and for its businesses to thrive. Thus, it is essential that this successful, rigorous level of event programming continue. New areas of programming for the Borough to consider promoting are pop-up businesses and food trucks. Any such promotion should be done in coordination with the existing established Lansdale business community and any future organization of Borough businesses.

- **12C (Priority Level 1). Transportation Official Map.** As recommended by *The Revitalization Plan Update*, the Borough will create an "official map" (as defined by the Municipalities Planning Code). The official map designates important future street, trail, park and other infrastructure improvements envisioned by the Borough, and provides valuable information for developers. It helps the Borough achieve its infrastructure goals, while saving developers time and money; it also puts the Borough at a competitive advantage when applying for certain funding programs.

FIGURE 12.7 | WHAT MAKES YOU WANT TO SPEND LEISURE TIME IN LANSDALE? (SURVEYMONKEY)



Performance Indicators

- A theater (movies, music, or arts) opens.
- More restaurants or bars offer live music.
- Perception of convenient parking matches the actual availability of convenient parking.

- **12D (Priority Level 2). Parking.** The Borough will implement the recommendations of the 2012 Parking Study that are still relevant and update the study to consider how conditions have changed since construction of the SEPTA Parking Garage and approval of the Madison Lansdale Station (transit-oriented apartments and retail) land development. For additional information on the original report, please refer to the Lansdale Comprehensive Parking Study (Final Report, September 2012) <http://pa-lansdaleborough.civicplus.com/documentcenter/view/228>. In addition to pursuing the objectives of the parking study and any updates, the Borough should maximize use of parking areas through wayfinding (see next paragraph).
- **12E (Priority Level 2). Marketing & Communications.** The Borough will periodically review its marketing and communications strategy to ensure that it is effectively facilitating its economic development and revitalization goals. The Borough will consider establishing an Economic Development Coordinator position to oversee economic development programs and strategies. In addition to the various economic development undertakings that the Borough already manages, this person could establish communications and marketing strategies designed to promote economic development. The Coordinator could work to leverage existing local activities (e.g., Farmers' Market, the numerous outdoor events and festivals the Borough sponsors, and future pop-up businesses or food trucks) to generate activity and encourage new business development. The coordinator could support the business organization recommended above by publicizing special events organized by the business organization, or by featuring selected businesses (such as by expanding publicity about the existing "business of the month" program overseen by the Borough's Economic Development Committee).
- **12G (Priority Level 2). Branding & Wayfinding.** The Borough completed the "Lansdale Borough Wayfinding Program", by Merje Design, in 2013. The Borough has implemented Phase 1, which have included the Borough Gateway signs, as well as parking identification and directional signage. The Borough will proceed with Phases 2 (park identification signage) and 3 (other directional signage) of the program's recommendations; these will further strengthen Lansdale's image and "sense of place", both important for economic development and revitalization.
- **12M (Priority Level 3). Streetscape Improvements.** Streetscape improvements help create a more appealing environment for shoppers, and an improved downtown or commercial area image. The Borough has been implementing streetscape improvement projects for years, and the results are impressive. The Borough will continue its initiative to improve the East Main Street streetscape (Broad to Greenwood). This project is in the design phase. It includes safety improvements, brick sidewalks, pavers, benches, bike racks, waste receptacles and street lights. *The Revitalization Plan Update* also recommended that additional street trees be planted on Main Street.
- **12N (Priority Level 3). Electric Department.** The Borough is rare in Pennsylvania, in that it owns and operates its own electric utility (Lansdale Electric Department). This gives the Borough the relatively unique ability to use electric rates as an economic development tool. The Borough already offers an electric rate reduction incentive to attract new businesses to Lansdale (5% to 10% discount on electric rates for periods of two to ten years).

- **12Q (Priority Level 3). Promote community facilities as assets.** Lansdale will make space available at Borough Hall or parks whenever appropriate to facilitate meetings or events sponsored by the business community (see below).
- Using zoning. Existing zoning encourages attractive, walkable development. Future amendments will ensure that high design standards are applied to more of Main and Broad Streets, will ensure that the zoning map and text is easy to understand, and will permit as wide a range of appropriate uses as possible.
- Using marketing and communications. The Borough's active marketing and communications activities will continue to be used to promote downtown Lansdale as an exciting place to dine, shop and attend community events (also see below).
- Parking. The Borough's parking strategy and investments will be carefully calibrated to maximize parking efficiency (see below), ensuring that parking downtown remains ample, and that the perception and ease of finding parking is maximized.

Current/Former Industrial Areas

- **12I (Priority Level 2). Encourage TOD and Mixed-Use Employment-Residential Focus.** The Borough will continue to encourage transit-oriented development in former industrial areas to make the most of proximity to regional rail stations and expand the range of redevelopment options. While doing so, the Borough should ensure that zoning and land use policy create a reasonable transition between more intense nonresidential development and lower-density residential uses.
- **12O (Priority Level 3). Preserve Zoning for Industrial Uses.** Regional real estate trends have led many brownfield sites to



THE BOROUGH WILL PROTECT ITS TAX BASE BY CONTINUING TO ALLOW LIGHT INDUSTRIAL OR RESEARCH & DEVELOPMENT USES IN APPROPRIATE LOCATIONS.

be redeveloped for residential and other non-industrial uses. Many communities throughout the region are changing zoning laws to make it more difficult to develop industrial uses. While the Borough supports reuse of former industrial properties for apartments, offices and other land uses, it recognizes the importance of ensuring that a diverse economic base, and the opportunity for light industrial or research & development uses be preserved. By continuing to allow such uses in appropriate locations, the Borough supports its tax base by maximizing its economic opportunities and making its economy more adaptable to changing real estate markets and technological developments.

Performance Indicators

- Decline in industrial presence stabilizes, and new light industrial or R & D uses are attracted.



THE NEWLY-RENOVATED BOROUGH HALL SERVES AS A VENUE FOR SPECIAL EVENTS AND EDUCATION WHEN NOT USED FOR BOROUGH FUNCTIONS.

Promote Community Facilities as Regional Assets

In many cases the physical assets of a municipality are some of its most valuable resources. The Borough should leverage its community facilities, such as its new, state-of-the-art Borough Hall, as assets which are relevant and available to not just the Borough itself but to the North Penn region as a whole. The Borough is already doing this, by allowing Borough Council chambers to be used for meetings and seminars, which raise the profile of the Borough. More opportunities exist to grow this effort. The Borough can also encourage the co-location of other events and programs, either one-time, special event or recurring programming opportunities, such as film series and art shows, which can contribute to the Borough's economic development. This sort of co-location maximizes space that may otherwise be underutilized, and can delay or totally avoid the need for large

investments for dedicated facilities which may be difficult to justify. A regional example of a successful, re-positioned community facility is the Phillip L. Pittore Justice Center in Lambertville, NJ. The Justice Center acts as the municipal meeting chambers and courtroom during the week and, on the weekends, houses the ACME Screening Room, a theatre specializing in showing independent and documentary films with additional film-themed programming.

Funding and County Resources

- **12J (Priority Level 2).** The Borough will consider using Local Economic Revitalization Tax Assistance (LERTA) to abate taxes in strategic areas in order to stimulate economic development and revitalization. LERTA is a state law that allows local taxing authorities to provide for tax exemptions for a limited time for

improvements to deteriorated business property and for new construction in deteriorated areas.”

- **12L (Priority Level 3). Lansdale will continue to pursue economic development and revitalization grant opportunities from County, State and Federal sources.** Additionally, the Borough can look to the Montgomery County Commerce Department, which has constituent agencies dedicated to the economic development of the County as a whole. These agencies can coordinate with Lansdale to share information about available low-interest loan and grant programs which can be made available the Borough or to businesses wishing to locate in the Borough. These agencies include:
 - Montgomery County Redevelopment Authority (From their website: <http://www.montcopa.org/1014/Redevelopment-Authority>)
 - ~ The Authority’s principal purposes are assisting the County’s townships and Boroughs in stimulating economic revitalization and aiding in the provision of affordable housing through applications to state and federal sources. The Redevelopment Authority’s activities are funded primarily through State and Federal Grant programs, reimbursements from municipalities and private sector entities for services provided to them by the Authority.
 - Montgomery County Development Corporation (From their website: <http://www.montcopa.org/1327/Montgomery-County-Development-Corporatio>)
 - ~ MCDC is Montgomery County’s Certified Economic Development Organization (CEDO) accredited by the PA Department of Community and Economic Development (DCED) to administer State financing programs. Professional MCDC staff provide assistance by structuring
- loan packages that blend a variety of available programs, including State and Federal loan programs, to meet the individual needs of each business borrower. The MCDC is intensely involved in site selection assistance, both for relocating businesses and for current County firms seeking to sell or expand their business.
- Montgomery County Industrial Development Authority (From their website: <http://www.montcopa.org/1015/Industrial-Development-Authority>)
 - ~ The Industrial Development Authority (IDA) has assisted manufacturing firms, nonprofit (501(c)(3)) organizations, educational institutions and health care organizations, as well as water treatment plants and pollution control facilities. The IDA aims to maintain a high level of employment and create and maintain business opportunities. The IDA borrows money from private sector financing institutions, loans this money to County companies to finance projects, and secures below-market interest rates on loans that are tax-exempt to the lender.
- MontcoWorks, the Montgomery County Workforce Development Board (From their website: <http://www.montcopa.org/1569/MontcoWorks>)
 - ~ MontcoWorks’ mission is to function as the keystone for Montgomery County’s workforce and economic development system providing regionally planned, locally directed, easily accessible, market-driven information and services that are considerate of the abilities and support the needs of our diverse population. MontcoWorks’ services will empower our customers to make informed choices, while providing a strategic advantage for Montgomery County.

EXISTING LAND USE

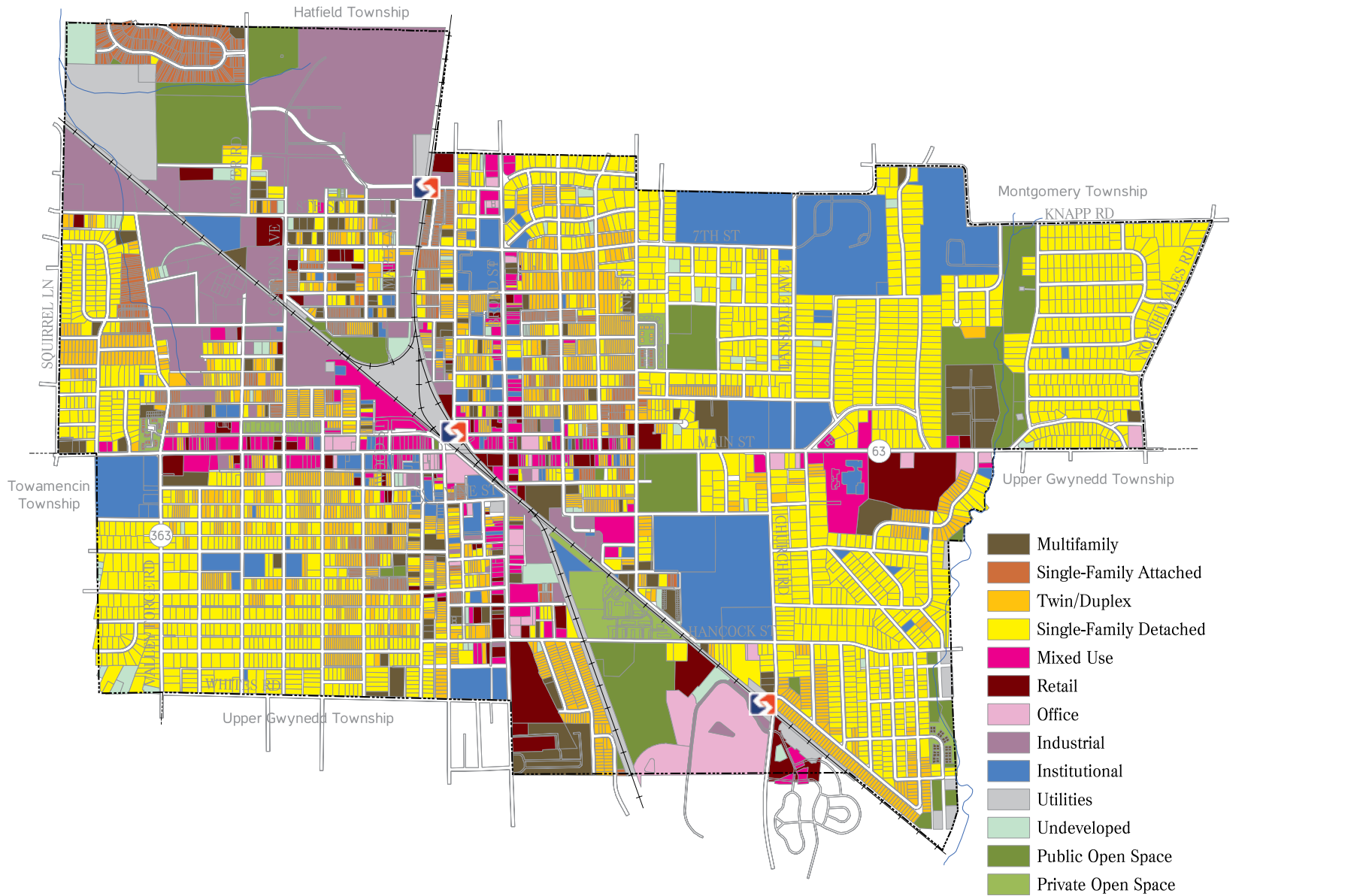


215 INTRODUCTION

216 EXISTING LAND USES

222 CONCLUSION

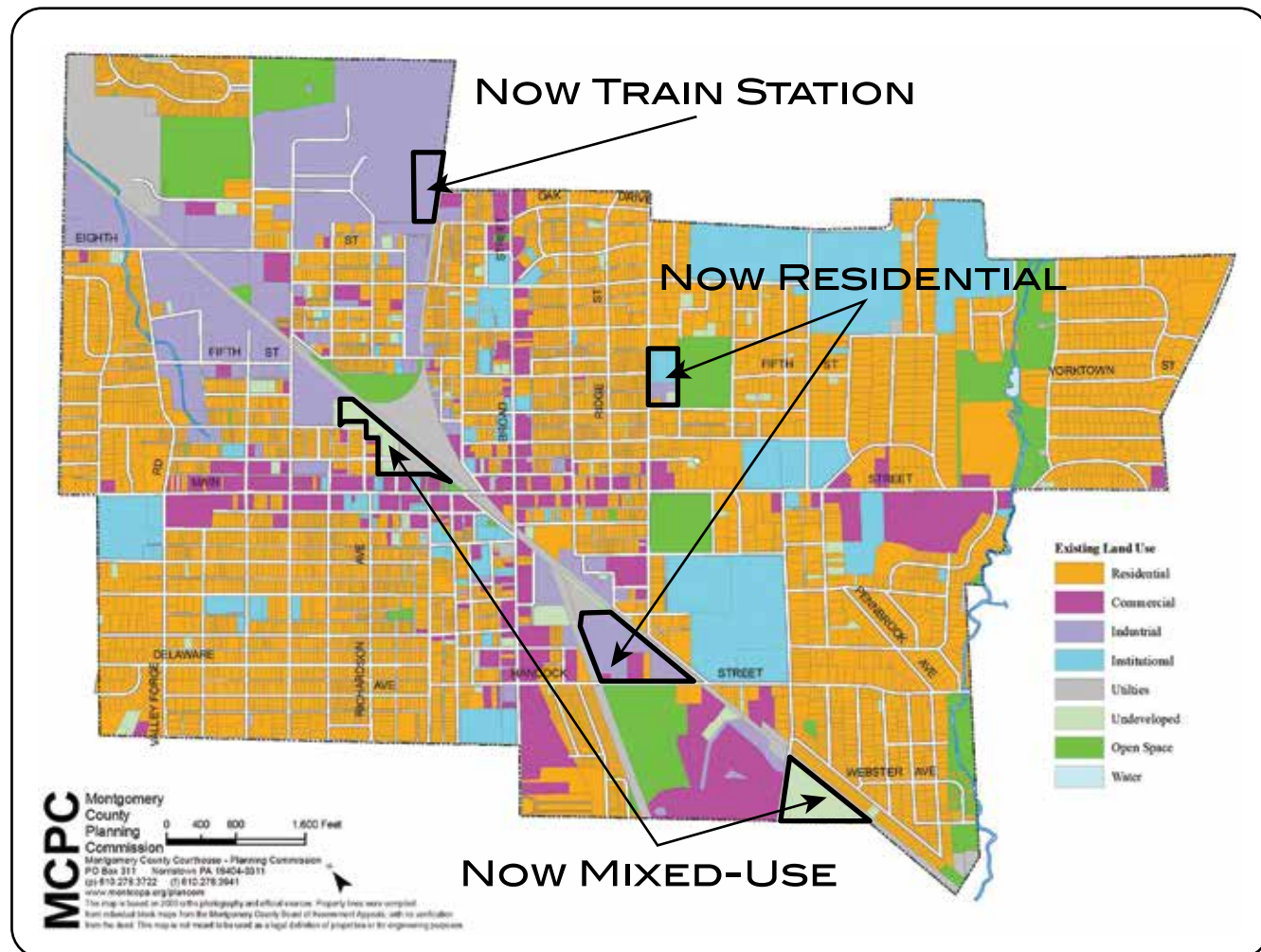
FIGURE 13.1 | EXISTING LAND USE



As Lansdale prepares for continued growth and revitalization, it recognizes the importance of ensuring that land uses remain balanced, and making certain that new development is compatible with the surrounding natural and built environments. This chapter

provides an overview of the Borough's existing land uses as well as changes in land use since 2004, when land use data was collected for the Borough's previous comprehensive plan.

FIGURE 13.2 | 2006 COMPREHENSIVE PLAN EXISTING LAND USE MAP



Residential

A significant portion of land in Lansdale Borough consists of residential land (44%, or 839 acres). The sizes of residential lots tend to get larger as one travels from downtown towards the eastern and western corners of the Borough. Single-family detached residential uses, which account for 28% of Lansdale’s total land area, occupy the greatest amount of land of all residential land use types. Single-family attached residential (townhome) and twin/duplex housing tends to be located within the neighborhoods surrounding Main Street and Broad Street. In more recent years, the Borough experienced an influx of townhouse, stacked townhouse, and twin home developments with the construction of Andale Green, Williamson Square, and Cannon Square, among others (see the



ANDALE GREEN, LIKE OTHER RECENTLY CONSTRUCTED TOWNHOME DEVELOPMENTS IN THE BOROUGH, IS CLOSE TO DOWNTOWN AMENITIES AND NEAR A RAIL STATION. ANDALE GREEN ALSO LIES DIRECTLY NEXT TO THE NEW SEGMENT OF THE LIBERTY BELL TRAIL.



LANSDALE FEATURES A VARIETY OF DWELLING TYPES IN TREE-LINED, QUIET, SAFE, AND FRIENDLY RESIDENTIAL NEIGHBORHOODS.

Housing Chapter for additional information on recent residential development activity by type and year).

Lansdale’s multifamily housing (rental apartments and/or multifamily condominiums) is scattered throughout the Borough, but remains primarily concentrated in the areas surrounding Main Street and Broad Street. The largest multifamily housing developments include two garden-style apartment developments: Wissahickon Park Apartments, located on Main Street, and the Broadmore Apartments, located on Broad Street. Since the Borough is essentially built-out, the overwhelming majority of new residential development

opportunities that include a relatively large number of units consist of infill multifamily development. For a future potential residential build-out analysis, see the housing chapter. It is worth noting that since the Borough has grown in population since 2004 and there hasn't been any extensive conversions of residential properties to

other uses, the slight decline in residential land use between 2004 and 2018 indicated in Figure 3 may have resulted from a shift in the classifications of parcels by the Montgomery County Board of Assessment, which catalogues each parcel's land use type, rather than actual changes in use.

FIGURE 13.3 | EXISTING LAND USE

LAND USE CATEGORY	2004		2018		% CHANGE
	Acreage	% of Total	Acreage	% of Total	2004-2018
Residential	859	45%	839	44%	-2%
Single-Family Detached			533	28%	
Single-Family Attached			72	4%	
Duplex/Twin			162	8%	
Multi-Family			72	4%	
Commercial/Office*	162	8%	97	5%	-40%
Mixed Use			63	3%	
Industrial	201	11%	187	10%	-7%
Institutional	182	10%	192	10%	6%
Utilities	82	4%	75	4%	-8%
Parks and Open Space**	131	7%	131	7%	0%
Roads***	266	14%	306	16%	15%
Total Developed	1,883	98%	1,890	99%	0%
Total Undeveloped	30	2%	24	1%	-20%
Total Borough Acreage	1,914		1,914		

[^] The 2004 data was used in Lansdale's previous Comprehensive Plan which was released in 2006.

* For 2004, the Mixed Use category was included within Commercial/Office, accounting for categories the drop in 2018.

** For 2018, the Parks and Open Space category includes both public open space and private, deed-restricted open space.

*** For 2018, Roads includes sidewalk and accounts for all remaining unaccounted acreage in Borough.

Commercial/Office and Mixed-Use

Since 2006, 69,000 square feet of commercial (retail) development and 29,000 square feet of office development were constructed in the Borough. The Village at West Main Street and Station Square each contributed to the significant amount of commercial development which took place in 2006, prior to the lull in new development between 2008 and 2014 (during the Great Recession). Approximately half of the office development was constructed in 2006-2007 (at Station Square) and half in 2016 (at North Penn Commons).

Hillcrest Shopping Center and The Pavilion remain the largest commercial properties in the Borough, just as they were in 2004 when the existing land use analysis for the last comprehensive plan was completed. Although the combined total of commercial and mixed-use land (8% of land in the Borough) mirrors the data analyzed in 2004, there has been new development of both commercial and mixed-use development in recent years. The mixed-use Madison at Lansdale Station development, which includes 181 apartment units and 15,000 square feet of retail space, capitalizes on the proximity to the Borough's walkable

downtown area and the train station, and further contributes to the revitalization of the downtown area. Mixed-Use and commercial (retail and office) land uses are primarily concentrated along Main and Broad Streets; a significant amount of office uses also exist by the Pennbrook Regional Rail Station.



STATION SQUARE, COMPLETED IN 2006, OFFERS A VARIETY OF RETAIL USES AS PART OF A LARGER, MIXED-USE DEVELOPMENT.



Industrial

The Borough's industrial land use accounts for 10% (187 acres) of the Borough's land area and is mainly located along railroad lines, largely concentrated in the Borough's northwest corner. 27,000 square feet of industrial development was built since 2006—all in the year 2017. The slight drop in total existing industrial land use between 2004 and 2018 could partially be due to a continuation of a trend Lansdale has experienced over the previous decades, as a number of former industrial uses have ceased operations or been converted to residential use. Due to zoning changes made in 2015, large properties in the Industrial District (those over 10 acres) may accommodate unlotted mixed-use developments under specific conditions. With this zoning change, land in the industrial district, such as the former site of the Olean Tile Factory, could undergo redevelopment and convert to residential use in the future, which would contribute to a further decline in industrial land use. However, properties in the industrial district also retain their potential to be used as industrial uses; these uses will continue to be allowed and encouraged on properties—large and small—in the Industrial District.



THE SITE OF THE FORMER OLEAN TILE FACTORY, THE BOROUGH'S LARGEST INDUSTRIAL PROPERTY, IS A PRIME REDEVELOPMENT OPPORTUNITY (IN ADDITION TO LAND USES HISTORICALLY FOUND IN THE AREA, ZONING NOW ALLOWS MIXED-USE, TRANSIT-ORIENTED DEVELOPMENT ON THE SITE).



SITES WITH ACCESS TO FREIGHT RAIL IN THE COUNTY ARE INCREASINGLY IN DEMAND FOR INDUSTRIAL USES. SMALL SITES IN INDUSTRIAL AREAS CAN BE USED AS BUSINESS INCUBATORS OR COWORKING SPACES.

FIGURE 13.4 | NONRESIDENTIAL DEVELOPMENT (SQ. FT.)

YEAR	COMMERCIAL	INDUSTRIAL	INSTITUTIONAL ELDERLY	INSTITUTIONAL	MUNICIPAL	OFFICE	RECREATION	TRANSPORTATION	UTILITY	TOTAL
2006	64,177	0	0	0	0	12,743	0	0	0	76,920
2007	0	0	0	0	0	2,010	0	0	0	2,010
2008 to 2014	No nonresidential development completed									
2015	0	0	0	0	34,193	0	0	0	0	34,193
2016	4,780	0	0	0	0	14,203	0	0	0	18,983
2017	0	26,600	0	0	0	0	0	226,000	0	252,600
Total	68,957	26,600	0	0	34,193	28,956	0	226,000	0	384,706

Note: Categories of land use in the Nonresidential Development table, above, vary from that of the Existing Land Use table and map that appear earlier in this chapter.

"Municipal" in the Nonresidential Development table is included in "Institutional" category in the Existing Land Use table and map.

"Transportation" in the Nonresidential Development table is typically included in "Utility" in Existing Land Use table and map.

Institutional

Institutional land uses comprise 10% of Lansdale’s total land area and are scattered throughout the Borough in a variety of forms. These include, but are not limited to, schools, religious uses, public offices, the library, and the cemetery. 34,000 square feet of institutional (municipal) development occurred in the Borough since 2006—all in 2015 with the redevelopment of the municipal complex and police station. Some of the largest institutional properties include Lansdale Catholic High School, Penndale Middle School, and Knapp Elementary School (all of which include athletic fields), and the assisted living center of St. Mary Manor.

Parks and Open Space

Lansdale’s parks and open space areas, which constitute 7% of land in the Borough, have remained unchanged as a percentage of Borough land since 2004. Since Lansdale is largely built-out, with only one percent of its area consisting of undeveloped land, the Borough



PENNDALE MIDDLE SCHOOL, LIKE OTHER SCHOOLS AND INSTITUTIONAL USES IN THE BOROUGH, OFFERS A LARGE AMOUNT OF GREENSPACE.

has focused on making improvements to existing parks rather than acquiring additional park space. Parks are distributed throughout the Borough and vary greatly in size, and provide a wide variety of passive and active recreational opportunities to support active and healthy lifestyles for all Borough residents. For more information, see the Parks, Open Space, & Trails Chapter.

Utilities

The portion of the Borough's land that is categorized as "Utilities" comprises four percent of its area. Among other uses, this land includes that used by the Borough's electric department (the Borough is fairly unique in that it is one of only two municipalities in Montgomery County to operate its own such department). Much of the rest of the utility land largely consists of the rail line and the Borough's three regional rail stations and their parking areas. The Borough's wastewater treatment facility in the northwest corner of the Borough constitutes the largest non-rail utility site. There was a large addition of transportation/utility uses built in 2017 (226,000 square feet, consisting of the SEPTA parking garage at Lansdale station and the construction of the new 9th Street SEPTA station). While data indicates that there was a small decline in land categorized as "utilities" between 2004 and 2018, this could be in part due to changes made for the land use classification of certain properties by the Montgomery County Board of Adjustment, rather than actual changes in land use. In addition to the rail facilities, smaller utility land use sites which handle telecommunications and parking are scattered throughout the Borough, and public wells are located near the Wissahickon Creek.



THE 18-ACRE WISSAHICKON PARK OFFERS WALKING TRAILS AND OPEN AREAS FOR RECREATION AND RELAXATION.



THE LANSDALE WATER TOWERS SIGNAGE TRANSFORMS THIS UTILITY USE INTO A LANDMARK.

Lansdale’s present-day land use pattern reflects the Borough’s historic pattern of settlement, with higher-density housing types, commercial and mixed-use development concentrated within a half-mile of the Lansdale Regional Rail Station or in the Main and Broad Street corridors, and industrial land uses situated along its rail lines—the last which is located particularly in the northwestern quadrant of the Borough. Lower-density, single-family detached residential land uses and large institutional uses are generally located further from the center of the Borough and its rail lines.

Over the past two decades the Borough did not experience any major shifts in distribution of land uses. This resulted in part due to the lack of new development in the late 2000s and early 2010s, a period coinciding with the Great Recession and lack of new development throughout the region. Although the Borough is largely “built-out”, as illustrated by the Borough’s percentage of undeveloped land area declining from 1.6% to 1.3% between 2004 and 2018, there has been a significant amount of redevelopment in recent years, with a special focus on transit-oriented, higher density residential development in the downtown and on former industrial sites.

FUTURE LAND USE



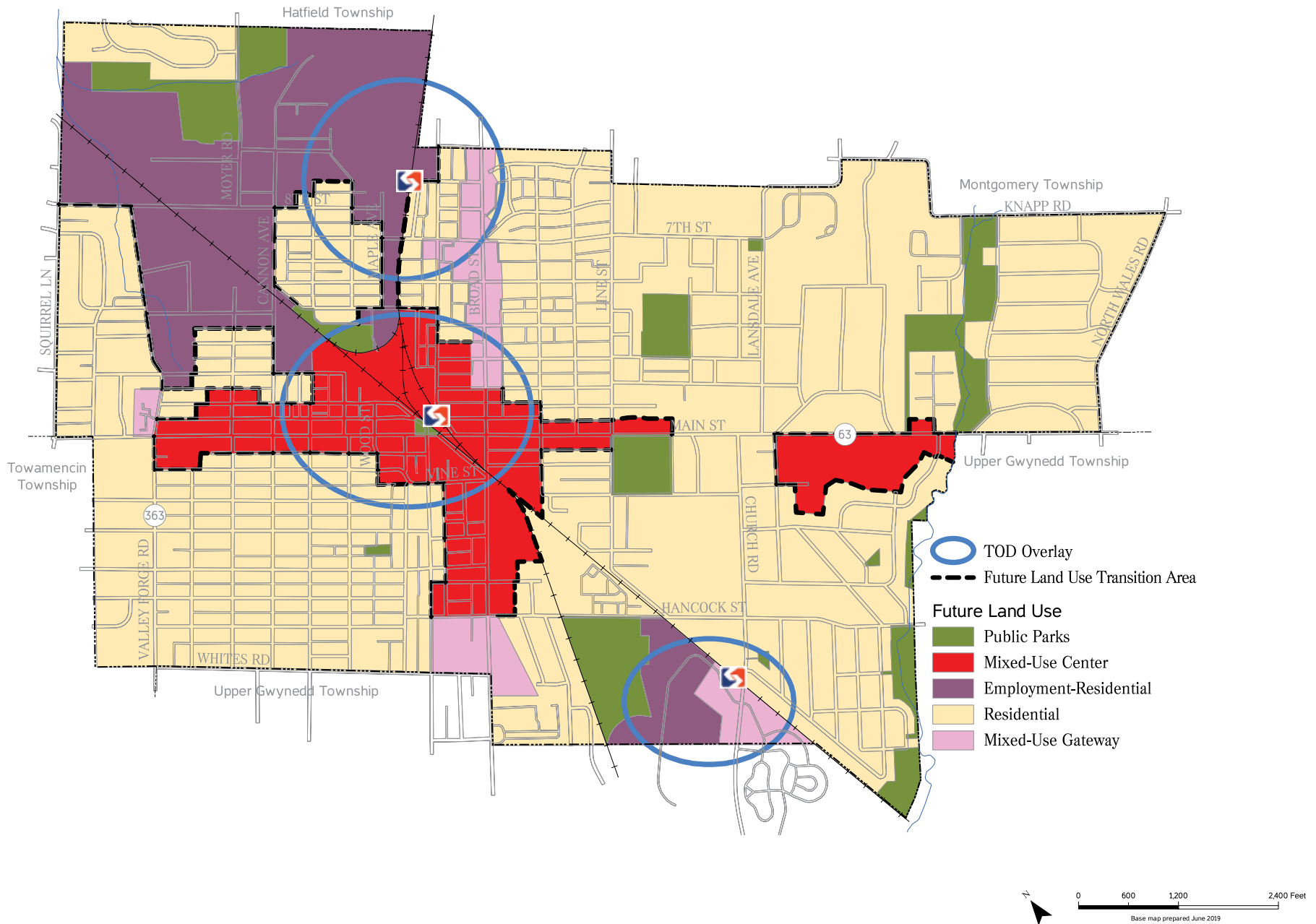
225 INTRODUCTION

226 FUTURE LAND USE

244 ZONING MAP AND DISTRICTS

247 COMPATIBILITY OF LAND USE POLICY
WITH NEIGHBORING MUNICIPALITIES

FIGURE 14.1 | FUTURE LAND USE



The Future Land Use chapter is the heart of a comprehensive plan, containing *LANSDALE2040's* major land use policy recommendations. These recommendations will be implemented with steps taken subsequent to adoption of this comprehensive plan, such as adoption of, or amendments to, zoning or subdivision and land development (SALDO) ordinances. This chapter will make future land use recommendations for key planning opportunity areas.

The Borough of Lansdale is effectively “built out”, and very little undeveloped land remains (1.3 percent of the Borough). However, this does not mean that opportunities for development are limited. There is tremendous potential for redevelopment and infill development. Some of the development will likely be similar to that which has occurred over the past 15 years (*see Housing and Existing Land Use chapters for more discussion*). However, some redevelopment will likely occur in parts of the Borough where redevelopment has not yet taken root—such as in the northern, industrial portion of the Borough—or may occur at heights and densities hitherto not seen. Regional development trends have led to strong interest in walkable, transit-oriented towns, and planning policies seek to conserve rural areas and reinvest in Boroughs and urban areas. Lansdale’s land use policy is compatible with these trends. Therefore, revitalization and redevelopment in the Borough is likely to continue well into the future.



MUCH OF FUTURE RESIDENTIAL DEVELOPMENT IN LANSDALE IS LIKELY TO CONSIST OF REUSED SITES OR INFILL SINCE THE BOROUGH IS VIRTUALLY BUILT-OUT. THE TOWNHOMES AND APARTMENTS (WITH PLANNED GROUND-FLOOR RETAIL SPACE) PICTURED WERE BOTH CONSTRUCTED IN RECENT YEARS.



The future land use recommendations below are organized by future land use category. Although it may appear similar to a zoning map, unlike a zoning map, it does not reflect the zoning regulations currently in effect. Rather, it represents the Borough's endorsed land use policy for the future. To implement this vision, some zoning map and text amendments will be necessary. For geographic or thematic areas requiring additional detailed analysis, special studies may be undertaken to elaborate on these future land use recommendations.

Residential

The Residential Future Land Use category is primarily intended for areas of relatively low-density dwelling types, such as single-family detached, twin, duplex, townhome/townhouse/row home and stacked townhome units. It also includes apartments, typically in low-rise garden apartments and at a relatively low scale; parks and open

space; and institutional uses such as schools or religious uses.

Generally the intent of the Residential Land Use category is to maintain and enhance the character of the Borough's charming residential neighborhoods. Lansdale's last comprehensive plan (2006) made substantial recommendations for ensuring that the architectural character of its charming residential neighborhoods is preserved. These recommendations were implemented with zoning amendments and the creations of a Residential Design Review Manual, a design review process and a Design Review Board. These changes regulated infill development to ensure that new development is designed to fit in with existing residential building and lot characteristics. Factors considered included building setbacks and materials, window-to-wall ratios, and location of new additions and garages, among others.



THE RESIDENTIAL FUTURE LAND USE CATEGORY IS PRIMARILY FOR LOW-DENSITY RESIDENTIAL DEVELOPMENT, ALTHOUGH LIMITED OTHER USES (INCLUDING INSTITUTIONAL) ARE ALSO APPROPRIATE HERE.

Looking forward, new residential land use recommendations will focus on apartment and multifamily design standards, since they may well be a significant part of redevelopment in industrial or shopping center areas, or infill developments downtown. Lansdale will take the following steps to refine its residential land use policies:

- **14A¹ (Priority Level 1).** Redevelopment in Industrial District (Employment-Residential Future Land Use area). Additional design, mixed-use and transit-oriented development standards will be created for residential development in the Industrial District (as of 2015, zoning allowed for unlotted mixed-use developments with high residential densities in the Industrial District). For more information, see Employment-Residential Future Land Use category, below.

Performance Indicators

- When redevelopment including multifamily development occurs, it is built with an attractive building design, at a density sufficient to promote redevelopment and transit-oriented development, but which is not out-of-scale with adjacent low-density residential neighborhoods.

Multifamily Design and Density.

- **14B (Priority Level 1).** Most zoning districts allowing multifamily development currently have no maximum density. Density limits will be added to ensure that residential densities of new development is not out of character with the

surrounding neighborhood.

- **14C (Priority Level 1). Smooth Transitions.** Zoning will be modified to create a more gradual hierarchy of building heights and residential densities (each going from high to medium to low as one travels away from the densest areas), thus creating a smoother transition from high densities to low. These transitions will mitigate the impact that a high-density residential development has on a low-density residential neighborhood. For an illustration of areas that will be addressed, see the black dashed line designating the areas where the residential future land use category (where low densities and shorter buildings are appropriate) directly abuts the Mixed-Use Center or Employment-Residential Land Use categories (where high densities and taller buildings are allowed) on the Future Land Use map.
- **14E (Priority Level 1).** New zoning provisions will be added to ensure that apartments built as part of a shopping center reuse or infill project are designed and configured in a reasonable manner.
- **14I (Priority Level 2).** The Borough will ensure that zoning treats the design of future multifamily development throughout the Borough with the same importance that it treats the design of single-family and two-family development. Different zoning districts currently include varying levels of design requirements for multifamily development. New zoning amendments will lead to creation of minimum design requirements or strengthening of design requirements for multifamily developments, and the addition of design review for multifamily buildings. These provisions will apply to multifamily units, whether or not they are

¹ 14A, 14B, etc., correspond to the summary tables in Chapter 15.

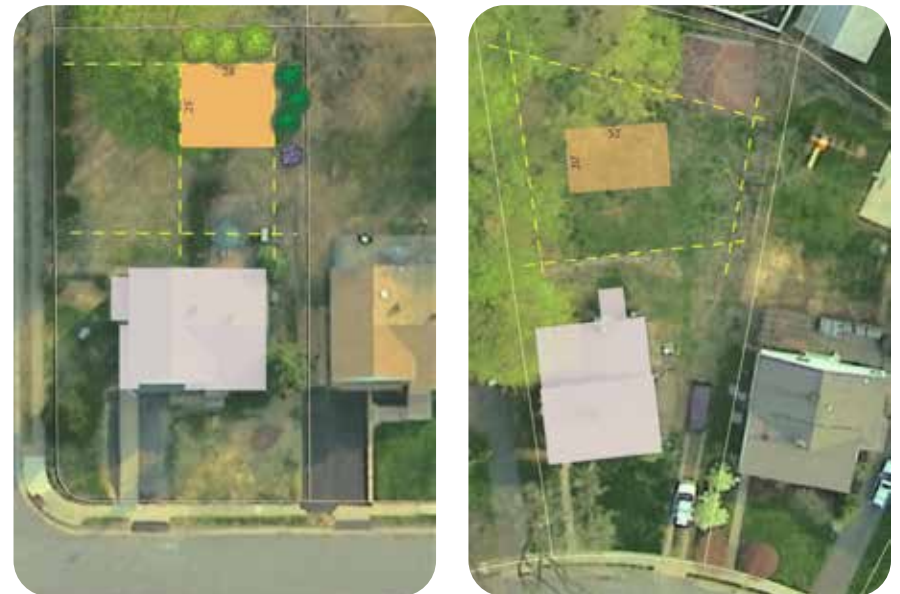
part of a mixed-use building. Zoning for multifamily development will incorporate requirements to ensure ample green space, common areas and street furniture.

- **14J (Priority Level 2). Detached Accessory Dwelling Units (ADUs).** Lansdale recently adopted a zoning amendment providing for accessory dwelling units for family members. This change enhances housing choice for families, allowing them to adapt to changing life circumstances as residents age, helping a family stay together. The amendment allowed attached dwelling units; the Borough will expand the provisions to allow detached ADUs, provided strict conditions are met to ensure that the ADU is of a limited size and fits well into the neighborhood. Such provisions will include setbacks, landscape screening, size limitation, and use of compatible building materials.
- **Wide Variety of Housing Types.** Lansdale has long provided for a wide variety of housing types, and these accommodations only expanded in recent years, when zoning amendments were adopted allowing unlotted development, stacked townhomes, and accessory dwelling units. The variety of housing types in the Borough amply provides for a range of household types, housing choices, family sizes, and household incomes that comprise the diverse and vibrant Lansdale community. Lansdale will continue to provide for a variety of housing types in the future.

Mixed-Use Center

The Mixed-Use Center Future Land Use category applies to the downtown area (see red zone on Future Land Use map). This includes Main Street (from Valley Forge Road to Line Street) and Broad Street (from 3rd to Hancock Streets); it also includes nearby blocks. It includes the traditional, walkable area around the train station. It is intended to include a mixture of complimentary uses including retail (shops, restaurants, and entertainment), office, and institutional/community service uses. Residential uses should consist of apartments located above other uses, at medium-to-high-densities. It also may include small shopping or mixed-use development centers, and parks

FIGURE 14.2 | EXAMPLE OF TYPICAL APPROPRIATE LOCATIONS FOR DETACHED ACCESSORY DWELLING UNITS



TWO EXAMPLES SHOWING CONCEPTUAL DETACHED ACCESSORY DWELLING UNIT (BROWN RECTANGLE) BEHIND HOUSE (GRAY).

and open space (including but not limited to landscaped plazas). Buildings in this area may attain heights of five-to-six stories. The Hillcrest Shopping Center is one of the shopping centers included in this future land use category. The shopping center represents the largest opportunity site on Main Street. The changing face of the retail sector in the United States has led many shopping centers to reinvent themselves as mixed-use centers of their own. These tend to include a greater emphasis on dining and entertainment than on traditional shopping; and the addition of apartments, medical, and/or office uses.



IMAGES FROM THE "MIXED-USE CENTER" FUTURE LAND USE CATEGORY.



FIGURE 14.3 | EXAMPLE OF REDEVELOPMENT IN THE MIXED-USE CENTER FUTURE LAND USE AREA



THIS VISUALIZATION SHOWS HOW THE ONE-STORY, AUTOMOBILE-RELATED USE WITH PARKING IN FRONT MIGHT LOOK IF IT IS REDEVELOPED, CONSISTENT WITH ZONING RECOMMENDED BY THIS PLAN. IT IS AN EXAMPLE OF A MIXED-USE, PEDESTRIAN-FRIENDLY, TRANSIT-SUPPORTIVE AND ARCHITECTURALLY INTERESTING BUILDING WITH AN ACTIVE STREET FRONT.

FIGURE 14.4 | TYPICAL STREETSCAPE IN MIXED-USE CENTER LAND USE



THE IMAGE SHOWS ADDED STREET TREES AND CROSSWALKS, AND THE EXISTING PENN SQUARE NEIGHBORHOOD IN THE BACKGROUND.

Development in the Mixed-Use Center is intended to be walkable and make use of strong architectural and attractive site design that contributes to Lansdale’s image and “sense of place”. Uses here should have a synergy with one another, contributing business and activity to the other uses and downtown area as a whole. They should utilize ample landscaping and shade trees for aesthetics, for increased pedestrian activity and property values and for improved

air quality and summer cooling effect. Over time, the retail sector will continue its transition to one based on dining, entertainment, niche and convenience retail. This mixed-use district will grow in intensity and regional importance over time. The number of residents supporting those uses will increase as well, helping establish more of a “24-7” character in Lansdale’s downtown.

FIGURE 14.5 | EXAMPLE OF FACADE UPGRADES, ADAPTIVE REUSE, AND “STEPPED-BACK” FIFTH STORY IN MIXED-USE CENTER LAND USE



In this view, the building on the left is shown illustrating how it might look if it undergoes adaptive reuse. The illustration shows its appearance after façade upgrades, especially as related to doors, windows, signage and screening of the flat roof. It includes a brewpub, representing an active ground floor use. We can imagine that the building in the center availed itself of use or dimensional incentives that encouraged its preservation.

For the building on the right, a fifth story has been added but is “stepped-back”. This is one mechanism that could be added to new zoning for this area, helping taller buildings on Main Street fit in with surrounding development, reducing the building’s perceived mass and limiting obstruction of sunlight onto Main Street.

Lansdale has strong design, transit- and pedestrian-oriented standards that apply in many of its commercial and mixed-use areas. Some of the most important standards are in:

- The Downtown Business Overlay District, adopted in 2009, which applies to the heart of downtown, including the area near Lansdale train station;
- The Mixed-Use Overlay District, which applies to the area where the Village at West Main Residential-Commercial area is located (2005); and
- The Business Center Overlay District, which includes the Pavilion, located on South Broad Street (2005).

However, some commercial and mixed-use areas in the downtown do not have design requirements. Unless changes are made, they could be developed in a manner typical of an unattractive, suburban, automobile-oriented strip, rather than one consistent with the vision for downtown Lansdale.

Following are recommendations for the Mixed-Use Center Future Land Use category:

- **14D (Priority Level 1). West Main Street: Design Standards.** The portion of West Main Street generally located between Richardson Avenue and the Village at West Main Street (zoned “Business”), and the portion of South Broad Street generally located between Hancock and Vine Streets (zoned “Commercial”) are not currently subject to any basic design requirements in the zoning ordinance. Zoning will be amended, either by text or map, to ensure that new development and redevelopment on West Main Street on these blocks is attractive, high-quality, pedestrian- and transit-oriented style of development that promotes mixed-use development and enriches the Borough. The Borough will consider expanding the Downtown Business Overlay District to do so.

Performance Indicators

- After the Borough amends zoning, redevelopment or infill projects are constructed on West Main and South Broad Streets that are designed in an attractive, pedestrian- and transit-oriented manner that contribute to a vibrant downtown.

- **Shopping Center: Future Potential.** The narrative above discussed the real estate and technological trends changing the way shopping centers position themselves in the market. The Hillcrest Shopping Center represents an opportunity for future adaption to a greater mix of uses. With such a transformation comes the need to plan for site configuration, for building heights that “step down” near adjacent residential neighborhoods, for better transit and bicycle facilities, for pedestrian connections to the surrounding neighborhoods, and for landscaping that fully addresses green parking and sustainable sites.
- **14E (Priority Level 1). Zoning will be modified for this area to achieve several objectives.**
 - ~ Create a more walkable development. Buildings, landscaping, shade trees and plazas or greens should dominate the view, rather than parking lots.
 - ~ Improve site and building design. Ensure that zoning requires attractively designed, pedestrian-supportive buildings. Ensure site design incorporates substantial landscaping, shade trees, and pedestrian connections, facilities for bicyclists and transit users, green parking lots,

sustainable site design, and limits impacts on abutting land in the Residential Future Land Use category.

Performance Indicators

- When shopping centers are redeveloped for shopping or mixed-use development; zoning is responsive to market demand, and the resulting redevelopment has strong pedestrian links, uses attractive building design, is well-configured, and protects adjacent low-density residential neighborhoods.

- ~ Allow introduction of a greater mixture of uses. At the same time, standards and rules for how mixed-use development should occur will be clarified.
- ~ De-emphasize low-density development. New single-family residential development will no longer be permitted. The emphasis in this area is for adequate residential density to support downtown businesses and regional rail.
- **14F (Priority Level 1). Place greater emphasis on provision of high-quality parks, plazas and open space.** The Downtown Business Overlay zoning district uses the bonus mechanism to encourage provision of “a public park, public plaza, or open space in excess of 11,000 square feet.”
- ~ Zoning throughout the Mixed-Use Center future land use area will be modified to expand the geographic area where this incentive is used.

- ~ For very large developments in the Mixed-Use Center, green area in the form of a park, plaza, or open space will be required.
- ~ Criteria will be added to zoning to ensure that parks, plazas, and open space provided to meet zoning requirements or qualify for a bonus have appropriate characteristics, and provide adequate landscaping, features and amenities.

Performance Indicators

- Railroad Plaza and existing private gardens are joined by new public and green spaces that add to downtown’s character and “sense of place”.



ZONING'S DESIGN STANDARDS WILL BE STRENGTHENED FOR WEST MAIN STREET.

- **14N (Priority Level 3) Density Bonuses.** Zoning will be modified to add density (and potentially other) bonuses to those districts in the Mixed-Use Center future land use area not currently offering them. Bonuses are a tool that the Borough uses to make a zoning ordinance more development-friendly (by adding flexibility) while obtaining significant amenities from developers that are consistent with the Borough’s development goals. The bonuses are carefully designed so that even the maximum density allowed when a bonus is achieved is a reasonable density for the area.

Mixed-Use Gateway

The Mixed-Use Gateway Future Land Use category is similar in some ways to the Mixed-Use Center Future Land Use category. However, the “Gateway” envisions a lesser residential density and



Performance Indicators

- Developers are attracted to and use the flexible bonus mechanism, and in exchange, the Borough achieves significant land development goals while maintaining a development-friendly reputation.

Performance Indicators

- The BrandPrint Report’s Gateway recommendations for signage, landscaping and lighting are steadily implemented, with the help of zoning.

commercial intensity than for the Mixed-Use Center, and buildings not as tall as those in the “Center”. In effect, the “Gateway” serves as a transition zone from high density-intensity and height to low

density-intensity and height (with the “Center” being at the highest end and “Residential” category being at the low end). In addition to the differences noted above, the “Gateway” allows a more restricted range of uses than the “Center”. In some parts of the “Gateway”, residential or most retail uses are not permitted, for example. The Gateway areas include major entrances to the Borough on North and South Broad, and at Pennbrook Regional Rail station, among others.

RECOMMENDED GATEWAY LOCATIONS,
LANSDALE BRANDPRINT REPORT (2013).

Following are recommendations for the Mixed-Use Gateway Future Land Use category:

- **14K (Priority Level 2).** Zoning will require or incentivize the provision of Lansdale gateway enhancements for specified areas on Broad and Main Streets. Where it does not already exist, a welcome sign consisting of signage provided by the Borough and landscaping provided by the land developer would be provided. Additionally, a landscaping garden or other landscape elements complementary to a welcome sign may be required or incentivized. For areas in this land use category, gateways were recommended by the previous comprehensive plan for the area where Broad Street leaves the Borough (2 locations), where West Main Street leaves the Borough, and on East Main Street at Wissahickon Valley Park.
- **14O (Priority Level 3).** An audit will be conducted of zoning districts in the Mixed-Use Gateway Future Land Use category to ensure the range of uses is sufficient. For example, some zoning districts in this category permit no retail uses except banks; it may be appropriate to allow additional retail uses or mixed uses.

Performance Indicators

- Development in the Mixed-Use Gateway area is responsive to market demand for all reasonable uses.



Employment-Residential

The Employment-Residential Future Land Use category applies to the traditional industrial portion of the Borough, in the northern corner between downtown and the municipal boundary with Hatfield Township, and a smaller area near Pennbrook Regional Rail Station, abutting Upper Gwynedd Township. These areas have long permitted industrial and office uses. In 2015, the Borough made zoning for this area more flexible by allowing for high-rise apartments (within 1,000 feet of a train station) and other uses throughout the industrial district, as part of mixed-use developments on lots of 10 acres or more.

Industrial, office research & development (R&D), and residential uses are the primary use categories appropriate for the Employment-Residential category. Institutional uses and parks and open space uses are also appropriate in this category. Although industrial uses have declined nationally, and dropped from 11% of the Borough's land in 2004 to 9% today, they remain an important potential employment generator that could have a substantially positive fiscal impact. As metropolitan areas have grown, many suburban areas have modified their zoning to prohibit industrial uses in order to encourage other uses. However, preserving land



zoned for industrial uses allows municipalities additional potential for revenue and jobs, while preserving the potential for land uses to adapt to changing technologies and real estate markets to ensure a sustainable economy.

Additional features of manufacturing and other industrial uses are attractive to the Borough:

- Manufacturing jobs pay well. The average manufacturing job in Montgomery County currently pays \$84,000, or 25% higher than the average for all jobs [Source: Bureau of Labor Statistics, 2017]. This contributes to the Borough's tax base and draws workers likely to spend more at downtown businesses. In fact, workers in this industry have been found to increasingly seek interesting places to live near their jobs—thus, workers at such firms may well seek to purchase or rent homes in the Borough, spend money at its businesses, and become active members of the community.
- The Borough can leverage its excellent access to freight rail to maximize industrial opportunities. There are indications that locations with access to freight rail in the midst of a large regional population center are becoming even more highly valued by industrial operations than before.
- Lansdale and the North Penn area are one of the four largest manufacturing clusters in Montgomery County [Source: U.S. Census Bureau, *On the Map application, 2017*]. Manufacturers may be attracted to land in Lansdale in part due to economies of scale.
- Demand for industrial space in Montgomery County is strong; the amount of industrial space formally proposed for land development has climbed substantially since 2010, reaching 1.4 million square feet in 2017.
- Changing trends in the industrial sector are leading to new

opportunities for manufacturing and other industrial uses. These include reshoring, the innovation economy (e.g., 3D printing), Pennsylvania's energy infrastructure and trade policy.

Lansdale intends to retain the possibility for industrial uses to locate in and grow in the Borough, provided they are light industrial or they conform to performance zoning standards ensuring that any deleterious effects on surrounding residential areas are prevented. The Borough's access to multiple rail lines in industrial areas, and an adjacent similar area in Hatfield Township, are worth examining more closely. This is an area where highway access improvements for trucks that preserve pedestrian safety could have a positive impact on industry in the two municipalities.

Other goals of the Employment-Residential category are to make high- or medium-density housing and office development an attractive option for redevelopment of former industrial sites. Such residential development has successfully occurred at Turbo Lofts, Andale Green, and other sites in the Borough. When the office market rebounds, this area has room to host significant office space, providing more balance to the Borough's economic base (although the Borough has many scattered professional offices, this would provide an opportunity to introduce larger, Class A office space catering to corporate users). Residential or office development would occur as part of a mixed-use development also allowing office or retail development. Such development would lead to site cleanup, add common open space and shade trees to Lansdale neighborhoods and extend the trail network. When a large vacant or underutilized property is reused, it can have a tremendous benefit to a community's image. However, the Borough recognizes the need to ensure through zoning that nonindustrial uses do not expand to a level that limits the potential for industrial uses in the Industrial zoning district.

FIGURE 14.6 | CONCEPTUAL TOD DEVELOPMENT PATTERN UNDER EXISTING ZONING



This conceptual buildout visualization shows transit-oriented, mixed-use development at 9th Street Station, consistent with existing zoning. The exercise (which does not show details such as required landscaping) shows that there are opportunities for modifying the zoning to require more green and civic space, greater spacing of buildings and limiting building heights and residential densities to ensure that new development is an appropriate fit for Lansdale.

Following are recommendations for the Employment Residential Future Land Use category:

- **14G (Priority Level 1).** Provide additional design standards for the large lot, unlotted mixed-use development option. The design standards that currently exist will be supplemented with others to ensure a development provides attractive buildings (especially high-rise buildings), regulates the characteristics and configuration of mixed uses, requires greater levels of usable, publicly-accessible green space or pocket parks, lowers maximum building height and allowable residential density, and strengthens transit-oriented development standards, and connections of development to the train stations. Setbacks of residential uses from existing industrial uses will be established. See Transit-Oriented Development Future Land Use category.
- **14H (Priority Level 1).** Modify zoning to ensure that the development of residential, office, and other uses in the Industrial District do not excessively limit the potential for developing manufacturing, and other industrial uses. This might mean limiting large, mixed-use developments permitted under the unlotted development option (with no industrial uses) to areas within a limited distance of a train station (much like high-rises in the Industrial District are currently limited to areas within 1,000 feet of a train station).
- **14L (Priority Level 2).** Pursue grant funding for a highway access study of rail-served industry in the larger Lansdale-Hatfield Township vicinity.

- **14P (Priority Level 3).** As explained in the Transit-Oriented Development Future Land Use section, expand the Transit-Oriented Design provisions in the Transit-Oriented Development Overlay District to more of the Employment-Residential category land near Pennbrook Station.

Performance Indicators

- One or more large, mixed-use developments in the Employment Residential area occur which are well-designed, well-configured, have generous green space and trail connections, and fit in well in the Borough.
- New manufacturing or other industrial space users develop new locations in the Borough. Additional industrial growth is not prevented by the spread of large residential-mixed use developments.

Transit-Oriented Development (TOD)

Much like a zoning overlay district, the Transit-Oriented Development (TOD) Future Land Use category overlaps the underlying future land uses categories on the Future Land Use map. The TOD category constitutes an area surrounding the Borough's three regional rail stations. The shape of each area (an approximation) has a radius of approximately 1/4 mile, but the area that this category is depicted as occupying on the Future Land Use map varies depending on existing land use character, future land use policy, and other features, including streets and railroads.



Transit-Oriented Development (TOD) emphasizes mixed-use, pedestrian-friendly development that is supportive and oriented-to SEPTA Regional Rail stations. It serves as a focal point of residential density and nonresidential intensity, allows relatively tall buildings, includes common open space, and has a strong design component that supports an area's character and unique sense-of-place. These areas tend to cater to professionals and "empty-nester" households seeking to downsize and relocate to an exciting, vibrant community that offers multiple transportation options.

Following are recommendations for the Transit-Oriented Development (TOD) Future Land Use category:

- **14P (Priority Level 3). Pennbrook Station.** Through a zoning map amendment, expand the Transit-Oriented Design zoning overlay district, or otherwise expand TOD provisions in the vicinity of Pennbrook station, so that it applies to the rest of the land bounded by the Stoney Creek Freight Railroad line, Hancock Street, and the municipal boundary with Upper Gwynedd. This land is currently zoned "Industrial". The function of this area, whether future development consists of industrial, office or other uses, would benefit from TOD requirements, such as linking that development to the Pennbrook Station and other development with attractive, wide and well-lit pedestrian connections; providing common open space; and meeting design standards.
- **14Q (Priority Level 3). 9th Street Station.** The zoning for the area near the 9th Street Station will have its transit-oriented development requirements expanded. This may be done by modifying the unlotted, mixed-use development option for the Industrial District, so that new development has stronger standards for attractive, wide, well-lit and landscaped

pedestrian connections to the train station; and it would consider the ideal siting of nearby building to maximize the visual and functional connection to the station. As with the Pennbrook Station, the Transit-Oriented Design zoning overlay district could be applied so that other development (not opting for the unlotted development option) would also be developed in a transit-oriented manner.

Performance Indicators

- Transit-oriented development near the 9th Street station is well-connected, functionally and visibly, with the station.



MADISON AT LANSDALE STATION, ON THE RIGHT, IS A GOOD EXAMPLE OF TRANSIT-ORIENTED DEVELOPMENT (TOD). ZONING CHANGES WILL ENSURE THAT TOD NEAR PENNBROOK AND 9TH STREET STATIONS IS ALSO EFFECTIVELY DESIGNED.

Parks and Open Space

Parks and Open Space are not considered a mapped future land use category, but existing parks and open space locations are shown on the Future Land Use map for reference. For analysis and detailed recommendations on Parks and Open space, see the Parks, Trails, and Open Space chapter.

Transition Area

The Future Land Use map, Figure 14.1, identifies a “Transition Area”, symbolized by a wide black dashed line between the Mixed-Use Center and the Residential categories, and also between the Employment-Residential and Residential categories. The Transition Areas identified are locations where zoning needs to be fine-tuned, in the interest of ensuring smooth transitions in development character, as one moves from one Future Land Use category to another. This is especially important where there is no buffer or road between them and care must be taken to prevent incompatible land uses or development intensities or densities from being located directly next to one another.

- Following are recommendations for the **Transition Areas 14C** (*Priority Level 1*).
 - ~ Smooth Transitions. Maximum heights permitted by zoning will be designed so that they “step-down” as they move from zoning districts permitting tall buildings to zoning districts predominantly single-family residential in character. On the Future Land Use Map, the focus of these “transition areas” is generally indicated by a white line. The goal of this modification is to prevent an eighty-five foot tall building from being constructed next to single-family homes, for

example. Zoning amendments might establish a new height limit (perhaps 50 feet) for buildings or portions of buildings within 100 feet of single-family residential zoning districts, or alternately, require an increased building setback from single-family districts or uses.

- ~ Compatible Land Uses. A review of land uses permitted in Transition Areas will be undertaken to ensure that any nonresidential uses are compatible with an abutting single-family residential zoning district or existing single-family residential uses. Any uses deemed inappropriate by virtue of traffic-generation, noise produced, or other characteristic will be prohibited from being established within a set distance (perhaps 100 feet) of a single-family residential district.

The zoning map consists of eleven districts and eight overlay districts (19 in all). Some areas lie in locations subject to the regulations of a base zoning district and two overlay districts.

Performance Indicators

- When new development occurs, height and use transitions with low-density residential neighborhoods are moderate, not extreme.

Other zoning districts have become irrelevant with the passing of time (e.g., the B-2 Business and the Retirement Village Overlay), as land for which they were once intended was developed for another purpose. The Borough recognizes the opportunity to streamline the ordinance and map, thereby making it easier to read and interpret by developers and residents.

The *LANSDALE2040* planning and public outreach process identified certain land uses that do not currently have special zoning provisions which would be desirable to provide for and regulate. These include farmers' markets, community gardens, beekeeping, and detached accessory dwelling units. The process also led to the recommendation to create a new zoning district: the Riparian Corridor Conservation Overlay District.

Following are recommendations addressing the Borough's zoning map, districts and the zoning ordinance in general:

- **14M (Priority Level 2). Simplify the zoning map by combining or otherwise reducing the number of zoning districts and overlays, while using the Future Land Use map (four future land use categories and one overlay category) to give**

Performance Indicators

- The zoning map becomes easier to read and use as a planning document. The zoning ordinance and map add clarity.

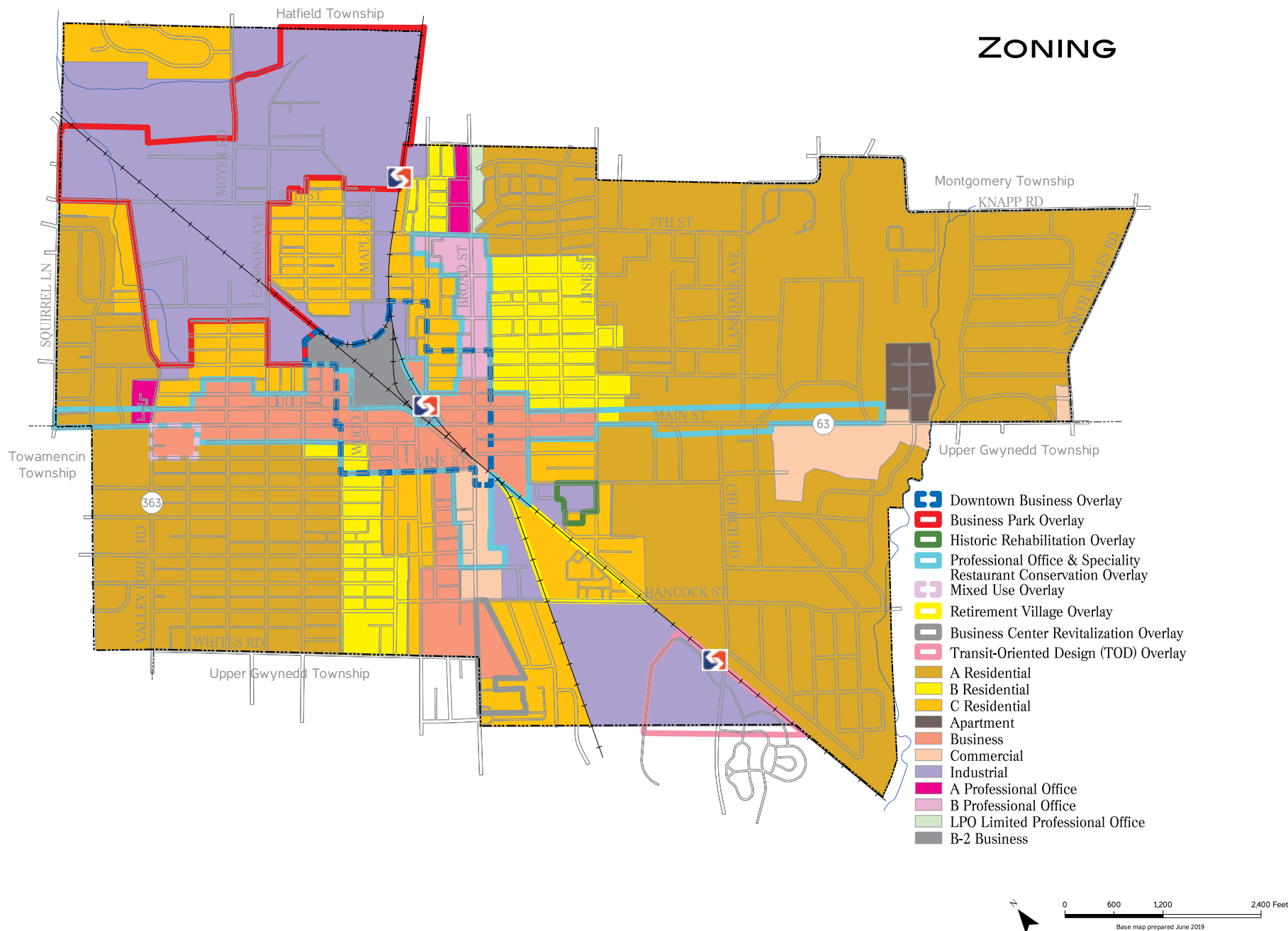
direction to the map and ordinance's refinement (naturally, some districts will not be combined with others because of circumstances unique to a specific area).

- **14R (Priority Level 3). Use-Based Regulations will be created.** Regulations related to each land use will be developed and coded to each referenced use throughout the zoning ordinance, for the sake of thorough and consistent standards across zoning districts.

A Use Matrix will be developed for ease in planning of land uses and comprehension of where every single use is allowed (it will become easy to instantly see all districts which permit a given use, and whether it is permitted by-right, by conditional use, or by special exception).

- **Promote and Clarify "Mixed Uses".** The zoning ordinance will allow, define, and place reasonable regulations on mixed-use development in as many zoning districts as appropriate.
- **Expand and add Detail to Zoning Definitions.** These will be expanded and made more detailed, to add clarity and consistency.
- **Enhanced Illustrations.** Some types of zoning ordinances, such as form-based codes and hybrid codes, include generous explanatory illustrations. The Borough's zoning ordinance will incorporate generous illustrations, helping communicate zoning concepts to people with varying levels of expertise, and producing a more-reader friendly document.

FIGURE 14.7 | ZONING



Performance Indicators

- When newer uses are proposed, they are appropriately regulated, and don't need a use variance.

- Use and Zoning District Creation. The zoning ordinance will now address land uses not comprehensively addressed before (e.g., farmers' market, community garden, beekeeping, and detached accessory dwelling unit uses); and will address protection of riparian corridors by creating a Riparian Corridor Conservation Overlay District.



COMMUNITY GARDENS CAN BE ADDRESSED THROUGH NEW ZONING REGULATIONS (IMAGE: COMMUNITY GARDEN, CONSHOHOCKEN BOROUGH).

COMPATIBILITY

The Future Land Use policy in *LANSDALE2040* is generally compatible with the existing and proposed development and plans in contiguous portions of neighboring municipalities, and the future land use policy of *LANSDALE2040* is generally consistent with the objectives and plans of *MONTCO2040: A Shared Vision*, the Montgomery County Comprehensive Plan. Following is an analysis of the compatibility of the land use policy of each of Lansdale's neighbors.

Montgomery Township

The Future Land Use map in Montgomery Township's Comprehensive Plan Update, which was adopted in 2008, reveals that the township will maintain the existing low-density residential land use along its border with Lansdale. Montgomery Township's Future Land Use Map shows two trail connection opportunities connecting to Lansdale: one along Welsh Road (part of the planned Cross County Trail) and one along Wissahickon Valley Park (there is also a trail planned along Lansdale's boundary on Knapp Road). Lansdale will continue to work alongside Montgomery Township to establish these trail connections. *LANSDALE2040* does propose trails that would connect to the proposed County and Township trails shown on Montgomery Township's trail map.

Hatfield Township

Since Hatfield Township's current Comprehensive Plan was adopted in 1970, Hatfield's zoning may be looked to as a better indicator of land use policy. Hatfield Township's zoning districts along the border of Lansdale either mirror, or are highly compatible, with the uses highlighted in *LANSDALE2040*'s Future Land Use map. It is worth noting, however, that there is currently a sharp transition of uses from the industrial northwest portion of Lansdale into the residential neighborhoods of Hatfield Township, just across Squirrel

Lane. While there are no foreseen developments or proposed changes along this border area, Lansdale shall work with Hatfield to ensure that any future changes do not negatively impact neighboring residential areas in Hatfield. Should redevelopment or expansion of the industrial use in this location occur, the Borough's newly-adopted Subdivision and Land Development ordinance has buffering requirements that would mitigate the industrial uses' impact on the adjacent residential development.

Towamencin Township

Since Towamencin's Comprehensive Plan was adopted in 1978, its existing zoning can be observed as a more current indicator of intended future land use. Towamencin's zoning reveals that the Township will remain residential in the areas bordering the Borough. The only nonresidential use bordering Lansdale is the Acme Supermarket, zoned as a Shopping Center, along Welsh Road. This abuts Lansdale's Trinity Evangelical Lutheran Church on Main Street. Towamencin's residential and nonresidential uses bordering Lansdale are compatible with the proposed uses in Lansdale's Future Land Use map.

Upper Gwynedd Township

Upper Gwynedd's latest comprehensive plan update was completed in 2004. The plan's future land use map along the boundary of Lansdale is generally compatible with Lansdale's Future Land Use Map.

As part of the outreach conducted for this plan, Upper Gwynedd expressed an interest in Lansdale keeping the township informed of any new facilities or programming planned for White's Road Park that could impact the properties contiguous to the park (approximately 40 properties, including existing development and sites with development occurring).

The portion of Upper Gwynedd containing Station Square is within a Transit-Oriented Development Overlay District, illustrating that Lansdale and Upper Gwynedd share a unified vision for the future land use within this area. There are relatively small areas where Lansdale and Upper Gwynedd should communicate if land development occurs. These include:

- The vacant land in Upper Gwynedd that is part of the “Industrial” future land use category that abuts (across two railroad tracks) an existing single-family neighborhood in the “Residential” future land use category in Lansdale.
- The land in Lansdale’s “Commercial” future land use category with existing two-story commercial uses (on Oakland Avenue) bordering an existing single-family residential neighborhood in Upper Gwynedd in the “Residential” future land use category.



IMAGE SHOWING LAND IN RESIDENTIAL FUTURE LAND USE CATEGORY IN LANSDALE (FOREGROUND) AND INDUSTRIAL FUTURE LAND USE CATEGORY IN UPPER GWYNEDD (WOODED AREA, CENTER-LEFT)

IMPLEMENTATION



251 INTRODUCTION

252 RECOMMENDATIONS



RECENT CONSTRUCTION OF LANSDALE SEPTA GARAGE AND PEDESTRIAN BRIDGE.



The preceding chapters of LANSDALE2040 addressed the Borough’s major planning issues, challenges, and opportunities by theme. At the end of each chapter, the recommendations section is organized by broad goals and specific action steps. This section shows the combined list of goals and actions steps for the entire plan, while prioritizing them.

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 Borough and plays an integral

role in achieving the Borough’s goals and vision, the plan’s action steps have been assigned levels to organize their prioritization, with Level 1 action steps receiving the highest priority, followed by Levels 2 and 3. 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 community members, Lansdale Borough staff members, the LANSDALE2040 Comprehensive Plan Task Force, the consultants of the Montgomery County Planning Commission, as well as recommendations made in past plans that remain applicable. Lastly, potential implementation partners have been identified for selected Action Steps, to make implementation of the action steps as successful as possible.

FIGURE 15.1 | CHAPTER 4: DIVERSITY AND INCLUSION

CODE	GOAL	ACTION STEPS	PRIORITY LEVEL (LEVEL 1=HIGHEST)	POTENTIAL IMPLEMENTATION PARTNERS
4A	Create Diversity & Inclusion Task Force	Use task force to identify diversity & inclusion issues of concern to all the borough's people	1	
4B	Create Diversity & Inclusion Task Force	Use task force to consider diversity as manifested in many ways	1	
4C	Create Diversity & Inclusion Task Force	Use task force to make the Borough's appointed bodies more diverse	1	
4D	Create Diversity & Inclusion Task Force	Task force to serve as an advisor on and/or steward efforts to promote diversity & inclusion	1	
4E	Capitalize on Diversity	Use diversity to strengthen Borough identity and image	2	
4F	Ensure policy addresses needs of all communities	When recruiting, strive to include members that represent the increasingly-diversifying Lansdale community	2	Diversity & Inclusion Task Force
4G	Ensure policy addresses needs of all communities	Assess how equitable the Borough's policies, programs, and procedures are by considering their impact on all communities	2	Diversity & Inclusion Task Force
4H	Ensure policy addresses needs of all communities	Create a Diversity & Inclusion Plan that embraces diversity and inclusion more comprehensively	2	Diversity & Inclusion Task Force
4I	Analyze communications channels used by all residents	When conducting public outreach, and when updating communications strategies, strive to include communications networks used by all people in Lansdale Borough	2	Diversity & Inclusion Task Force
4J	Analyze communications channels used by all residents	Partner with leaders of diverse community groups to enhance Borough's communications	3	Leaders of diverse community groups
4K	Ensure policy addresses needs of all communities	Have guest speakers make presentations on diversity issues to Borough staff	3	Diversity advocacy consultants

FIGURE 15.2 | CHAPTER 5: HOUSING

CODE	GOAL	ACTION STEPS	PRIORITY LEVEL (LEVEL 1=HIGHEST)	POTENTIAL IMPLEMENTATION PARTNERS
5A	Design	Improve design, mixed-use and transit-oriented provisions of unlotted residential development in the industrial districts	1	Montgomery County Planning Commission (MCPC)
5B	Compatible uses	Modify zoning to create a more gradual hierarchy from high-density/high-intensity to low-density zoning districts	1	MCPC
5C	Equity; Maintenance	Improve communication of code enforcement policies and procedures and code updates to non- or limited-English speaking populations	2	Diversity & Inclusion Task Force
5D	Equity; Flexibility	Ensure zoning continues to allow for wide variety of dwelling types	3	
5E	Adaptability	Allow detached accessory dwelling units	3	MCPC

FIGURE 15.3 | CHAPTER 6: PARKS, OPEN SPACE AND TRAILS

CODE	GOAL	ACTION STEPS	PRIORITY LEVEL (LEVEL 1=HIGHEST)	POTENTIAL IMPLEMENTATION PARTNERS
6A	Park Development	Complete planning for, and build Fourth Street Skate Park	1	
6B	Extend County Trails	Continue coordination with Montgomery County Planning Commission, Upper Gwynedd Township, Hatfield Township, SEPTA, and funding agencies (including DCNR and DVRPC) on the continued construction of the Liberty Bell Trail, including connections with the adjacent townships	2	Montgomery County Planning Commission, Upper Gwynedd Township, Hatfield Township, SEPTA
6C	New Connections to Parks and Trails	Investigate expanded pedestrian connections or bike routes to the existing Borough park and open space system, and to parks and trails in neighboring municipalities, including those that are part of the county trail system and the Philadelphia metro area "Circuit"	2	Neighboring municipalities
6D	Park Development	Continue coordination with Hatfield Township on the development of Schweiker Park, which extends into both municipalities	2	Hatfield Township
6E	Park Improvements	Create or update master plans for all major parks, recommending how to revitalize and reimagine the parks with new, modern, or innovative amenities and plan for general maintenance and upkeep of parks	2	
6F	Promotion	Create a detailed glossy brochure featuring the Borough's parks and recreation system, including the parks locator map, icon-based park asset information, and web site information	3	
6G	Park System Expansion	Plan for future expansion of system of parks, open space, and trails	3	

FIGURE 15.4 | CHAPTER 7: COMMUNITY INFRASTRUCTURE, SERVICES AND STORMWATER MANAGEMENT

CODE	GOAL	ACTION STEPS	PRIORITY LEVEL (LEVEL 1=HIGHEST)	POTENTIAL IMPLEMENTATION PARTNERS
7A	Environmental Conservation	Continue efforts to improve the condition of riparian corridors; adopt riparian corridor conservation district	1	Owners of properties including riparian corridors
7B	Diversity & Inclusion	Ensure that Borough's municipal services adapt with the community to hear the concerns, and respond to residents and visitors of all ages, genders, Borough neighborhoods, ethnicities, races, religions, the LGBTQ+ community, and all people	1	Diversity & Inclusion Task Force
7C	Better Stormwater Management, Education	Use the Borough website and newsletter to promote effective stormwater management	2	Property owners
7D	Public Health, Equity	Consider allocating a lesser-used, but convenient portion of a borough-owned property for a community garden	2	
7E	Public Health, Environmental Conservation	The Borough will approach private foundations or corporations to discuss potential future funding for headwaters preservation	2	Private foundations, corporations
7F	Historic Preservation, Sustainability	The Borough will adopt an adaptive reuse ordinance and plan proactively for potential future vacancies at architecturally significant schools, places of worship, and other institutional use buildings	3	Institutional land uses
7G	Better Stormwater Management	Provide incentives or "bonuses" in the zoning ordinance for land developments with stormwater management that leads to stormwater volume reduction or water quality improvements which exceeds existing stormwater management standards	3	MCPC; Borough Engineer
7H	Promote Renewables	Continue exploring how the Electric Department can expand local and "green" electricity generation models, including that which is solar-generated	3	
7I	Energy Conservation	Continue updating street lights with LED lights, which conserve energy, in coordination with the Delaware Valley Regional Planning Commission's LED street light program	3	Delaware Valley Regional Planning Commission
7J	Better Stormwater Management	Incorporate Stormwater Best Management Practices into Infrastructure Projects	3	Township Engineer
7K	Environmental Conservation, Community Character	LANSDALE2040 urges schools to promote re-planting of native trees, gardens, or riparian buffers in these areas in the interest of becoming even better environmental stewards of the land	3	Schools

FIGURE 15.5 | CHAPTER 8: ENVIRONMENTAL MANAGEMENT

CODE	GOAL	ACTION STEPS	PRIORITY LEVEL (LEVEL 1=HIGHEST)	POTENTIAL IMPLEMENTATION PARTNERS
8A	Conservation and Restoration	Adopt a Riparian Corridor Conservation Overlay District	1	MCPC
8B	Advocacy, Education	Create an Environmental Advisory Council (EAC)	1	
8C	Advocacy, Education	Create a Shade Tree Commission	2	
8D	Restoration	Increase tree cover in strategic locations in the Borough	2	Property owners
8E	Activism	Use community events to encourage volunteerism for environmental conservation	3	Owners of large properties, religious institutions other local organizations
8F	Education, Activism	Work with schools, major landowners, and other potential partner organizations to promote environmental education and engage volunteers for stream or park cleanups and similar events	3	Schools
8G	Education	Add environmental education signage at parks, trails, schools, and areas of significant pedestrian traffic and consider an environmental education center	3	Schools

FIGURE 15.6 | CHAPTER 9: ENVIRONMENTAL SUSTAINABILITY

CODE	GOAL	ACTION STEPS	PRIORITY LEVEL (LEVEL 1=HIGHEST)	POTENTIAL IMPLEMENTATION PARTNERS
9A	Promote Renewables	Create a solar energy ordinance, providing for and regulating solar energy in suitable locations	1	MCPC
9B	Promote Green Building	Promote green building design principles, using zoning, subdivision and land development, and other ordinances	1	MCPC
9C	Promote Renewables	Investigate opportunities to establish renewable energy demonstration projects	1	Nonresidential and multifamily residential properties
9D	Promote Renewables	Create a small wind energy ordinance, providing for and regulating such systems	2	MCPC
9E	Promote Renewables	Create a geothermal energy ordinance, providing for and regulating such systems	2	MCPC
9F	Promote Green Building	Explore policies and resolutions that require Borough-owned buildings that are proposed for renovation to incorporate energy conservation measures, such as EnergyStar certification	2	
9G	Sustainable Transportation	When replacing aging vehicles within its fleet, the Borough will consider purchasing more fuel-efficient, lower emission, and electric vehicle models	2	
9H	Borough Planning & Policy	Conduct a sustainability audit and consider writing a sustainability plan	2	North Penn School District, MCPC
9I	Reduce, Reuse, Recycle	Conduct an audit of its existing recycling receptacles and identify where recycling opportunities are lacking at highly-frequented public spaces	3	
9J	Reduce, Reuse, Recycle	Promote recycling education at public buildings and facilities by posting flyers at waste disposal locations	3	
9K	Reduce, Reuse, Recycle	Continue to partner with Montgomery County's Recycling Coordinator to determine additional ways to promote recycling and increase recycling rates/volumes	3	Montgomery County Recycling Coordinator

FIGURE 15.7 | CHAPTER 10: HISTORIC RESOURCES

CODE	GOAL	ACTION STEPS	PRIORITY LEVEL (LEVEL 1=HIGHEST)	POTENTIAL IMPLEMENTATION PARTNERS
10A	Planning & Policy	Create a formal Historical Commission to serve as the official Borough entity responsible for maintaining and expanding a historic inventory, and fulfilling the responsibilities described in a future historic preservation ordinance	1	Lansdale Historical Society
10B	Historic Conservation	Adopt a historic preservation ordinance	1	MCPC; Lansdale Historical Society, PHMC
10C	Historic Conservation and Tourism	Nominate more properties to the National Register, working in conjunction with the Lansdale Historical Society and Pennsylvania Historical & Museum Commission (PHMC)	2	Lansdale Historical Society, Pennsylvania Historical & Museum Commission (PHMC)
10D	Historic Tourism	Install historical interpretive signage as well as historic markers which use the latest technology to communicate the historic significance of sites and buildings	2	Lansdale Historical Society
10E	Adaptive Reuse	Create an adaptive reuse ordinance permitting additional uses as an incentive to adapt and save architecturally significant buildings	3	MCPC

FIGURE 15.8 | CHAPTER 11: TRANSPORTATION

CODE	GOAL	ACTION STEPS	PRIORITY LEVEL (LEVEL 1=HIGHEST)	POTENTIAL IMPLEMENTATION PARTNERS
11A	Make Bicycling More Feasible	Examine potential bike path or bike route connections to regional trail system	1	MCPC; Circuit Coalition; Lansdale Parking Authority
11B	Parking Improvements	Implement recommendations of the Lansdale Comprehensive Parking Study	1	
11C	Encourage Transit-Oriented Development	Continue to promote and expand transit-oriented development	1	MCPC
11D	Work to Improve Access to Transit	Evaluate pedestrian and bicycle interconnections to rail and bus transit. Focus areas include Church Road and Pennbrook Parkway intersection, connection from Walnut Street to Lansdale SEPTA station, and pedestrian safety for pedestrians traveling between North Penn Commons and local bus stop	1	
11E	Sustainability	Use zoning to incentivize the provision of electric vehicle charging stations	1	MCPC
11F	Make Bicycling More Feasible	Install bike infrastructure, in part to make bicycling a more feasible way of accessing transit	2	
11G	Make Bicycling More Feasible	Explore feasibility of adding pop-up bike lanes as demonstration project	2	
11H	Enhance Pedestrian Safety and Access	Make additional improvements to intersections to enhance pedestrian transportation and safety	2	PennDOT
11I	Enhance Rail Transit Service	Work with SEPTA to form recommendations on SEPTA service through the Annual Service Plan survey	2	SEPTA
11J	Enhance Rail Transit Service	Coordinate with SEPTA and other stakeholders to advocate for restoration of passenger rail service from Lansdale to Pennridge, Bucks County (on former Quakertown rail line)	2	MCPC; SEPTA; Hatfield Township and Borough, Souderton, Telford, and nearby municipalities
11K	Promote Freight Rail as Asset	Promote freight rail as an asset for retention and attraction of light industrial or other businesses	2	Pennsylvania Northeastern Railroad, CSX Railroad
11L	Promote Freight Rail as Asset	Pursue funding for study of freight rail and truck connection from the Lansdale freight yard to the industrial and warehouse center in Hatfield Township	2	Pennsylvania Northeastern Railroad, CSX Railroad
11M	Enhanced Communication, Alley Maintenance	Prioritize starting an educational campaign to alert homeowners as to their responsibilities/rights over alleys. Create advisory booklet suggesting landscaping and fencing appropriate near alleys	2	
11N	Update Parking Study	Update the Lansdale Comprehensive Parking Study to reflect changes that have occurred in Borough since its release	2	Lansdale Parking Authority
11O	Sustainability	Use Subdivision and Land Development Ordinance to require large parking lots to reserve parking spaces for electric or low-emission vehicles	2	
11P	Alley Maintenance	Encourage property owners to maintain and improve alleys	3	

FIGURE 15.9 | CHAPTER 12: ECONOMIC DEVELOPMENT

CODE	GOAL	ACTION STEPS	PRIORITY LEVEL (LEVEL 1=HIGHEST)	POTENTIAL IMPLEMENTATION PARTNERS
12A	Explore Business Organization	Explore the costs and benefits of forming an organized business community	1	Business owners
12B	Better Design	Adopt an updated sign ordinance to improve the design of signage, reduce sign clutter, and bring standards into compliance with current case law	1	MCPC
12C	Be Developer-Friendly, Invest in Infrastructure	Create an official map, as defined by the Municipalities Planning Code (MPC). This helps the Borough achieve its infrastructure goals, provides valuable information for developers, and helps the Borough obtain financing	1	
12D	Better Utilize and/or Expand Parking Supply	Implement recommendations of Parking Study (2012) and update study	2	Lansdale Parking Authority
12E	Designate Economic Development Coordinator	Consider establishing an Economic Development Coordinator position to oversee economic development programs and strategies	2	
12F	Be Developer-Friendly	Simplify the zoning map to make it easier to interpret	2	MCPC
12G	Add Wayfinding Signage	Proceed with Phases 2 (park identification signage) and 3 (other directional signage) of the "Lansdale Borough Wayfinding Program" recommendations	2	Business and institutional property owners
12H	Revitalization, Economic Development Strategy	Facilitate and promote dining, arts, entertainment, and specialty "niche" retail in the downtown business district (using zoning, coordination with business organization, communications, and other strategies)	2	Business owners
12I	Encourage Transit-Oriented and Mixed-Use Development	Encourage transit-oriented residential and mixed-use development to make the most of proximity to regional rail stations and expand the range of redevelopment options	2	MCPC
12J	Use Economic Development Incentives	Use LERTA (Local Economic Revitalization Tax Assistance) to encourage private sector investment in appropriate locations	2	MCPC, MontCo Commerce Department
12K	Revitalization and Transit-Oriented Development	Audit of zoning to promote economic development, periodically revisit zoning regulations to ensure they are effectively facilitating its revitalization, and transit-oriented development goals	3	Business owners
12L	Pursue Public Financing	Continue to pursue grant opportunities from County, State and Federal sources to enact Borough's priorities regarding investments in infrastructure and economic development initiatives, while exploring alternative ways to fund certain initiatives and projects	3	

12M	Streetscape Improvements	Continue ongoing initiative to improve the East Main Street streetscape (Broad to Greenwood)	3	
12N	Use Economic Incentives	Market competitive electric rates to attract new residents	3	
12O	Diverse Economic Base	Continue to allow industrial uses that contribute to the borough's economic and employment base (including research & development and advanced manufacturing)	3	
12P	Expand Event Programming	Continue public event programming and explore new opportunities for public events with the established Lansdale business community	3	Business owners
12Q	Support Economic Development with Borough Resources, Quality of Life Enhancements	Allow use of Borough facilities to organizations in the Borough and within the North Penn region to encourage the co-location of activities, programs, and events	3	Community organizations, business community

FIGURE 15.10 | CHAPTER 14: FUTURE LAND USE

CODE	GOAL	ACTION STEPS	PRIORITY LEVEL (LEVEL 1=HIGHEST)	POTENTIAL IMPLEMENTATION PARTNERS
14A	Residential	Create additional design, mixed-use, and transit-oriented development standards for residential development in the Industrial District	1	MCPC
14B	Residential	Density limits will be created in districts that currently have no limit to ensure that new development is not out of character with the surrounding neighborhood	1	MCPC
14C	Transition Area, Residential	Maximum heights permitted by zoning will be designed so that they “step-down” as they move from zoning districts permitting tall buildings to zoning districts predominantly single-family residential in character. A review of permitted land uses will be conducted to ensure that incompatible uses do not exist side-by-side	1	MCPC
14D	Mixed-Use Center	Zoning will eliminate gaps downtown where standards for attractive, pedestrian-oriented, transit-oriented development do not yet exist	1	MCPC
14E	Mixed-Use Center	Zoning for shopping centers will emphasize walkability, attractive site and buildings, allow greater mix of uses, and prohibit single-family residential	1	MCPC, Commercial property owners
14F	Mixed-Use Center	Use zoning to ensure greater provision of plazas, parklets, green space, and landscaping downtown	1	MCPC
14G	Employment-Residential	Provide additional design standards for the large lot, unlotted mixed-use development option to ensure an attractive development, the form of which fits well in the Borough	1	MCPC
14H	Employment-Residential	Modify zoning to ensure that the development of residential, office, and other uses in the Industrial District do not excessively limit the potential for developing manufacturing and other industrial uses	1	MCPC
14I	Residential	For multifamily buildings, create or strengthen design requirements, ensure ample green space common areas and street furniture are provided and add design review	2	MCPC
14J	Residential	The Borough will explore modifying accessory dwelling unit (ADU) zoning to consider allowing detached ADUs under certain conditions and in appropriate locations	2	MCPC
14K	Mixed-Use Gateway	Use zoning to require or incentivize the provision of Lansdale gateway enhancements for specified areas on Broad and Main Streets	2	MCPC
14L	Employment-Residential	Pursue grant funding for a highway access study of rail-served industry in the larger Lansdale-Hatfield Township vicinity	2	Pennsylvania Northeastern Railroad, CSX Railroad, DVRPC
14M	Zoning (General)	Simplify the zoning map by combining or otherwise reducing the number of zoning districts and overlays	2	MCPC
14N	Mixed-Use Center	Greater use of density/intensity bonuses will be made, increasing flexibility in development while incentivizing a developer to provide amenities of worth to the Borough	3	MCPC

14O	Mixed-Use Gateway	Conduct zoning audit of districts in the Mixed-Use Gateway Future Land Use category to ensure the range of uses is sufficient	3	MCPC
14P	Employment-Residential and Transit-Oriented Development	Expand the Transit-Oriented Design provisions in the Transit-Oriented Development Overlay District to more of the Employment-Residential category land near Pennbrook Station	3	MCPC
14Q	Transit-Oriented Development	The zoning for the area near the 9th Street Station will have its transit-oriented development requirements expanded to additional uses, and standards for connecting development to the station will be strengthened	3	MCPC
14R	Zoning (General)	Create use-based regulations, generally making regulations for individual uses consistent across districts	3	MCPC

LANSDALE BOROUGH
MONTGOMERY COUNTY, PENNSYLVANIA

RESOLUTION NO. 2020-16

A RESOLUTION OF THE BOROUGH OF LANSDALE, MONTGOMERY COUNTY,
PENNSYLVANIA, ADOPTING AND APPROVING THE “LANSDALE 2040: THE BOROUGH’S
COMPREHENSIVE PLAN.”

WHEREAS, Lansdale Borough is authorized by the Municipalities Planning Code, 53 P. S. § 10302 et seq., to adopt and amend its comprehensive plan in whole or in parts; and

WHEREAS, the Borough has prepared a new comprehensive plan titled “Lansdale 2040: the Borough’s Comprehensive Plan” (hereafter referred to as the “Lansdale 2040 Plan”) to replace its existing 2006 comprehensive plan; and

WHEREAS, the Lansdale 2040 Plan was prepared with the assistance of a task force that was formed in or about 2016 and comprised of members representing Lansdale Borough elected and appointed officials, the Montgomery County Conservation District, Delaware Valley Regional Planning Commission, SEPTA, Manna on Main Street, Natural Lands Trust, a landscape architect, a North Penn School District student and residents generally; and

WHEREAS, the Montgomery County Planning Commission and the Lansdale Borough Planning Commission reviewed the Lansdale 2040 Plan and recommended its adoption; and

WHEREAS, in addition to notice and comments by the Montgomery County Planning Commission and the Lansdale Borough Planning Commission, the Borough gave notice of the Lansdale 2040 Plan to all contiguous municipalities and the North Penn School District, and the Borough also gathered input during the comprehensive planning process through various outreach activities and events including at Founder’s Day, the International Spring Festival, an open house at North Penn Commons, and an internet and printed survey;

WHEREAS, the Borough held a public hearing on the Lansdale 2040 Plan at its regular business meeting on July 15, 2020 at 7:00 p.m. prior to the consideration of this Resolution; and


WHEREAS, after consideration of the public input and comments referenced above, Borough Council now desires to adopt and approve the Lansdale 2040 Plan to serve as the current comprehensive plan for the Borough unless or until otherwise amended or replaced; and


NOW, THEREFORE, BE IT, AND IT IS HEREBY RESOLVED by the Lansdale Borough Council that the attached “Lansdale 2040: the Borough Comprehensive Plan” including all maps, charts, textual matter and other matter contained or referenced therein as the official comprehensive plan for Lansdale Borough.

ADOPTED and RESOLVED this 15th day of July, 2020.

ATTEST:

LANSDALE BOROUGH:


John J. Ernst
Borough Secretary


Denton Burnell
Council President



LANSDALE BOROUGH

One Vine Street, Suite 201
Lansdale, PA 19446
Phone: 215.368.1691
<https://www.lansdale.org/>

