



Date: December 14, 2010

To: Upper Dublin Township Comprehensive Plan Steering Committee

From: Marian Hull, Comprehensive Plan Project Manager

Subject: **December 3, 2009 Community Workshop Summary**

This memo attempts to summarize the feedback received at the December 3, 2009 Comprehensive Plan Community Workshop. To assist in your review, I have attached a copy of the display boards. The purpose of the tally is to show the level of response (i.e. interest and understanding level) for each question. Typically, more people will respond to questions about issues that they feel strongly about and/or feel that they fully understand. Not surprisingly, the questions on commercial centers and the Fort Washington Office Park received the highest level of response.

## **Wise Use of Land**

### **Top Open Space Concerns**

- Trails
- Preservation of open land
- Some concern about historic resource protection “park gaps”
- “Protection of stream corridors” added as a comment

### **Use of Dresher Triangle and Prudential**

Responses to this display were relatively low. The only option that received responses in the double digits was the suggestion of residential/office/retail mix at Dresher Triangle.

### **Open Space Acquisition**

- Nearly all participants want to see the remaining funds in the Open Space Bond go to acquisition of properties on the open space priority list in the UDT Open Space Plan.
- No other undeveloped parcels were identified as more important than those already on the UDT Open Space Plan priority list
- When asked what would make a parcel more important than one already identified in the Open Space Plan, “its importance to the overall ecosystem” was the only suggestion with significant response

### **Additional Funding Needs**

- Only five people indicated that they would be willing to pass another bond measure to purchase remaining land on the open space priority list (above and beyond what the existing bond measure will be able to purchase).



- No one indicated that they would be willing to pass another bond measure to purchase “all remaining vacant land.”

## Housing

### Needs of an Aging Population

When asked where they would like to live when they get older, the most common response was “in my current home,” the next most popular was “outside of the Township because my needs are not being met.”

### Accessory Apartments

Very few participants indicated that they would oppose accessory apartments under any conditions, and few supported them without restrictions. Most felt that one of the dwelling units should be owner occupied.

### Preservation of Historic Resources

- When asked whether they would consider using open space bond funds to help preserve historic homes, very few participants said “no.” The most popular assistance options were:
  - Provision of low-interest loans
  - Design assistance for preservation
- Nearly all would support limited professional office space in historic homes to make needed investments financially feasible.

### Homes on Busy Streets

- Most participants felt that homes on busy streets were less desirable due to traffic conflicts.
- When asked about relaxing home occupation standards for homes on busy streets, most supported relaxing the limitations on size and on daily visitors

## Commercial Centers

### Mixed Use Trade-Offs

- The most appealing elements of mixed use for participants were the opportunity to improve the appearance of our commercial centers and the ability to strengthen the tax base with minimal new investment in services.
- The largest concern was increased traffic.
- When asked about the trade-offs between new tax revenues and potential negative impacts of increased development intensities:
  - Most felt that the new revenues outweigh the negative impacts.
  - Some felt that the additional tax revenues should be used to fix the negative impacts.
  - No one said that the negative impacts outweigh the additional tax revenues no matter what.
- When asked which commercial centers might be appropriate for mixed use development, Dresher Triangle was the most frequent response, though Upper Dublin Shopping Center and “all of them” were also well-represented. No one said “none of them.”



- When asked if there were other areas in the Township that might be more suitable for mixed use development, the Fort Washington Office Park was the most frequent response.
- When asked about the potential for mixed use development to serve a wider range of residents – particularly singles and couples without children – all who responded indicated that they liked this aspect of mixed use development.
- When asked whether they would consider condominiums or apartments in a mixed use development for themselves or an elderly relative, nearly all who responded said yes. One comment was received that senior services would need to be provided in the complex to sustain seniors through health issues.

### Local Commercial Services

- Most felt that it was very important for UDT to have its own retail, restaurant and entertainment options. Only one person felt that it was not at all important.
- When asked why it was important the top three responses were:
  - Tax base contribution reduces pressure on homeowners
  - It provides convenient access to goods and services
  - Commercial centers are an important part of community identity
- Participants are generally concerned about UDT's shopping centers today. For each issue raised, the most frequent response was "concerned" or "very concerned," for issues including:
  - Appearance
  - The range of goods and services offered
  - Vacancy
  - Tenant mix
  - Traffic

### Fort Washington Office Park

#### Moving Development Out of the Floodplain

- When asked about development prohibitions in the most flood-prone areas of the Office Park, most supported prohibitions of new development and expansions of existing development.
- The most significant concern about increased development intensity in the Office Park is the need to buffer adjacent neighborhoods.
- While some concern was expressed over height, it appears that participants are open to considerably taller buildings in the Office Park than exist today if:
  - The views from residential neighborhoods are not affected
  - The neighborhoods are adequately buffered from the taller development
- Most participants would consider varied building heights – up to seven stories.
- Participants were open to permitting more intense development to encourage environmental and open space protections including, more comprehensive stormwater management, green building design and open space connections.



## Retail Uses

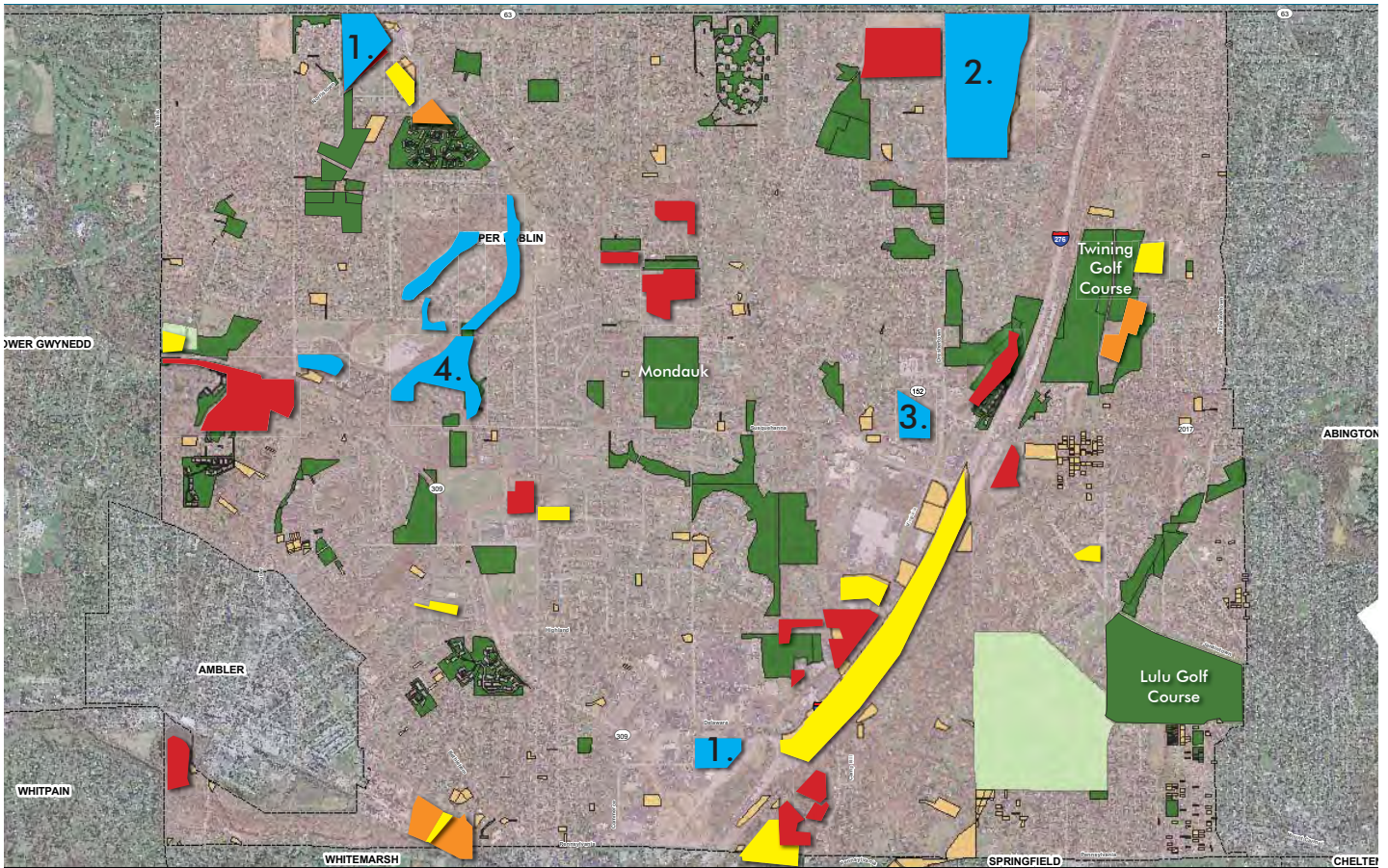
- When asked about appropriate retail development in the Office Park, participants generally were positive about ground floor retail with office upstairs, ground floor retail with residential above and full service restaurants.
- When asked what role retail should play in the Office Park, most participants felt that retail should meet the needs of the Park and surrounding residents. This question also received a considerable response to the “other” category, with comments about enhanced walkability, bike access and “mix of all questions.”.

## Residential Uses

- Responses to residential development in the Office Park were somewhat mixed. When asked what types of residential development would be appropriate, none of the options presented got much response. When asked about the role, location and integration with other uses in the Office Park, however, many responded with ideas for how it could fit in:
  - **Role:** Most felt that it should serve households without children seeking to be close to work, with some interest in housing that serves temporary users. Only a few said that housing should not be in the Office Park
  - **Integration with other uses:** Most who responded said that housing should be located on the upper floors of retail buildings.

# WISE USE OF REMAINING LAND

## OPEN SPACE



**Legend**

- Publicly owned open space and recreation land
- Privately held recreation land and open space
- Vacant land
- Upper Dublin Township
- Municipal Boundaries

Undeveloped Land

1. Undeveloped Parcels
2. Prudential Site
3. Drescher Triangle site
4. Open space at Temple Ambler

**Open Space Plan Priority List**

- Action List
- Interest List
- Watch List

## What are your open space concerns? (select all that apply)

Preservation of open land

PRIORITY

Trails

PRIORITY

Park gaps

PRIORITY

Historic resource protection\*

PRIORITY

\* See Housing station for more information

# WISE USE OF REMAINING LAND

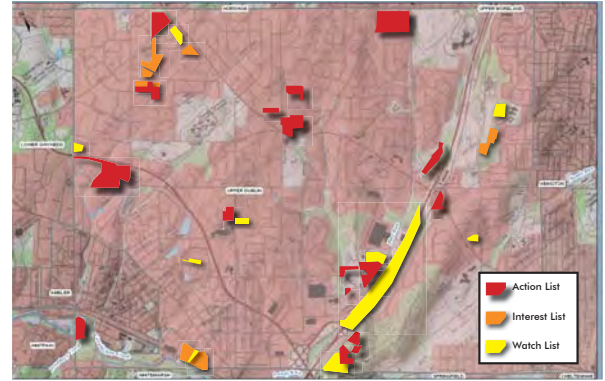
## OPEN SPACE ACQUISITION

Balance Remaining of Open Space Bond = \$19,500,000

Total cost of remaining land on Open Space Priority List = \$49,000,000\*

TAX IMPACT of removing these parcels from the tax base and pay for a \$30 million bond = -\$3,133,686 a year\*\*

Average cost per household = \$250 a year\*\*\*



\*The cost and tax impact if the Township purchased every single parcel on the Open Space Plan's priority list assuming a cost of \$140,000/acre<sup>1</sup> for purchase and \$22,000/acre<sup>2</sup> for conservation easements.

<sup>1</sup> the average cost of open space purchased from 2005-2009

<sup>2</sup> the average cost of conservation easements purchased from 2005-2009

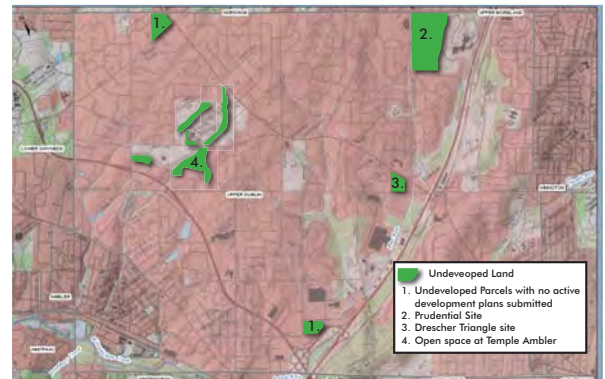
\*\*\$(85,934)/year from the Township, \$(432,752) from the Schools, \$(2,615,000) for bond

\*\*\* Based on approximate cost of \$8 per resident for every \$100,000 in taxes

Total cost of Undeveloped Land NOT on Open Space Priority List = \$22,820,000\*

TAX IMPACT of removing these from the tax base and paying for a \$22.8 million bond = -\$2,221,683/year\*\*

Average cost per household = \$178 a year\*\*\*



\*The cost and tax impact if you purchased all vacant parcels not currently in the development process, undeveloped space at the Temple Ambler campus, plus the Prudential and Drescher Triangle sites, assuming a cost of \$140,000/acre<sup>1</sup> for purchase.

<sup>1</sup> the average cost of open space purchased from 2005-2009

\*\*\$(36,728)/year from the Township, \$(184,955) from the Schools, \$(2,000,000) for bond

\*\*\* Based on approximate cost of \$8 per resident for every \$100,000 in taxes

# WISE USE OF REMAINING LAND

## OPEN SPACE ACQUISITION

Would you like to see the remaining \$19.5 million to continue working through the open space priority list?

  
**YES**  
**NO**

Are some of the undeveloped land parcels **MORE** important than ones currently on the Open Space Plan's priorities list? If so, which ones?

  
**MORE IMPORTANT**


If it is more important to preserve one of the parcels not identified in the Open Space Plan, why is it more important than the parcels in the Open Space Plan?

  
**Its bigger**  
**It is under threat of development**  
**I live next to it**  
**It is important to the overall ecosystem**  
**It offers strong recreation opportunities**  
**OTHER**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If you are concerned that the current bond measure is inadequate to meet current open space needs would you be willing to pass another bond measure?

  
**To complete the Open Space Priority list**

Cost = \$30 million  
Tax implication per household = \$209 per year

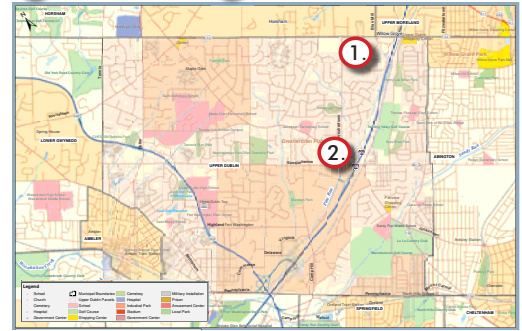
  
**To purchase all remaining vacant land.**

Cost = \$22.8 million  
Tax implication per household = \$160 per year

# WISE USE OF REMAINING LAND

## USE OF UNDEVELOPED LAND

① Prudential site    ② Dresher Triangle



The Dresher Triangle and the Prudential site are the largest and perhaps most influential undeveloped sites in the Township. If these sites are not preserved for open space, what is the most appropriate use of each?



Community Facility

	PRUDENTIAL
	DRESHER TRIANGLE



Housing for Families

	PRUDENTIAL
	DRESHER TRIANGLE



Housing for Singles and Retired

	PRUDENTIAL
	DRESHER TRIANGLE



Office Commercial

	PRUDENTIAL
	DRESHER TRIANGLE



Locally Serving Retail

	PRUDENTIAL
	DRESHER TRIANGLE



Big-box Retail

	PRUDENTIAL
	DRESHER TRIANGLE



Residential/Office/Retail Mix

	PRUDENTIAL
	DRESHER TRIANGLE

	PRUDENTIAL
	DRESHER TRIANGLE

Other

	PRUDENTIAL
	DRESHER TRIANGLE



# HOUSING

## NEIGHBORHOOD CHARACTER

### Why do neighborhoods change over time?

1. Housing stock no longer meets current market needs because it is too big, too small, lacks enough bathrooms, or is just plain “out of style.”



2. Increased traffic along major streets makes houses located there less attractive – noise, access and safety tend to be concerns.



3. Older homes may become expensive to maintain or be of a size or layout or a location that doesn't meet modern residential needs.



4. Homes are torn down and/or vacant lots are developed in a style that is inconsistent with the surrounding neighborhoods.



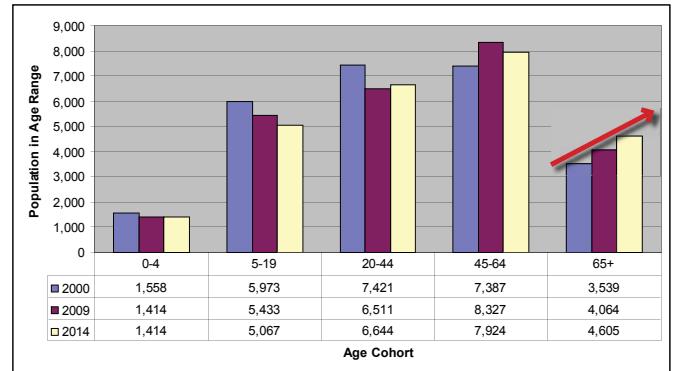
Upper Dublin Township has wonderful residential neighborhoods, but faces all of these issues. Keeping our neighborhoods strong will require effort over the next 10 to 20 years.

# HOUSING

## NEEDS OF AN AGING POPULATION

Over the next five years, the oldest Baby Boomers will turn 65 and the number of Township residents in the aged 65 or more years will continue trending upward. The growth in this age group will continue during the 15-20 year time frame of this Comprehensive Plan.

Understanding the needs of an aging population is important for preserving quality of life: how will our neighborhoods function for our older residents?



### Where would you like to live when you get older?

In my current home

YES

In a condominium somewhere in the Township

YES

In my current home, but it will need modification to provide "one floor living"

YES

In a restricted-age community in the Township

YES

In my current neighborhood, but in a smaller home

YES

Outside the Township, because my needs are not being met

YES

In a ranch (one floor home) somewhere in the Township

YES

Other


YES

# HOUSING

## NEEDS OF AN AGING POPULATION

Accessory apartments, sometimes called “granny flats” can be an opportunity to expand the housing options in the Township. For some home owners, the most attractive aspect of granny flats is the extra space as lodging for elderly family members, or as a guest room with great privacy.

Some of the ways that accessory apartments can help seniors stay in their homes include:

- Provides a place for a caregiver to live.
- Provides a single-level home for seniors to live in while family members move into main house and provide assistance.
- Rental income enables seniors to continue to afford their home

### What do you think about accessory apartments?

I would support if,

At least one extra off-street parking space is provided

YES

One of the units must be owner-occupied

YES

The occupants of the accessory apartment are related to occupants of the main house

YES

The occupants of the accessory apartment are working for the occupants of the main house

YES

The accessory apartment is not visible from the street

YES

Support without restrictions

YES

Do NOT support

YES

Other

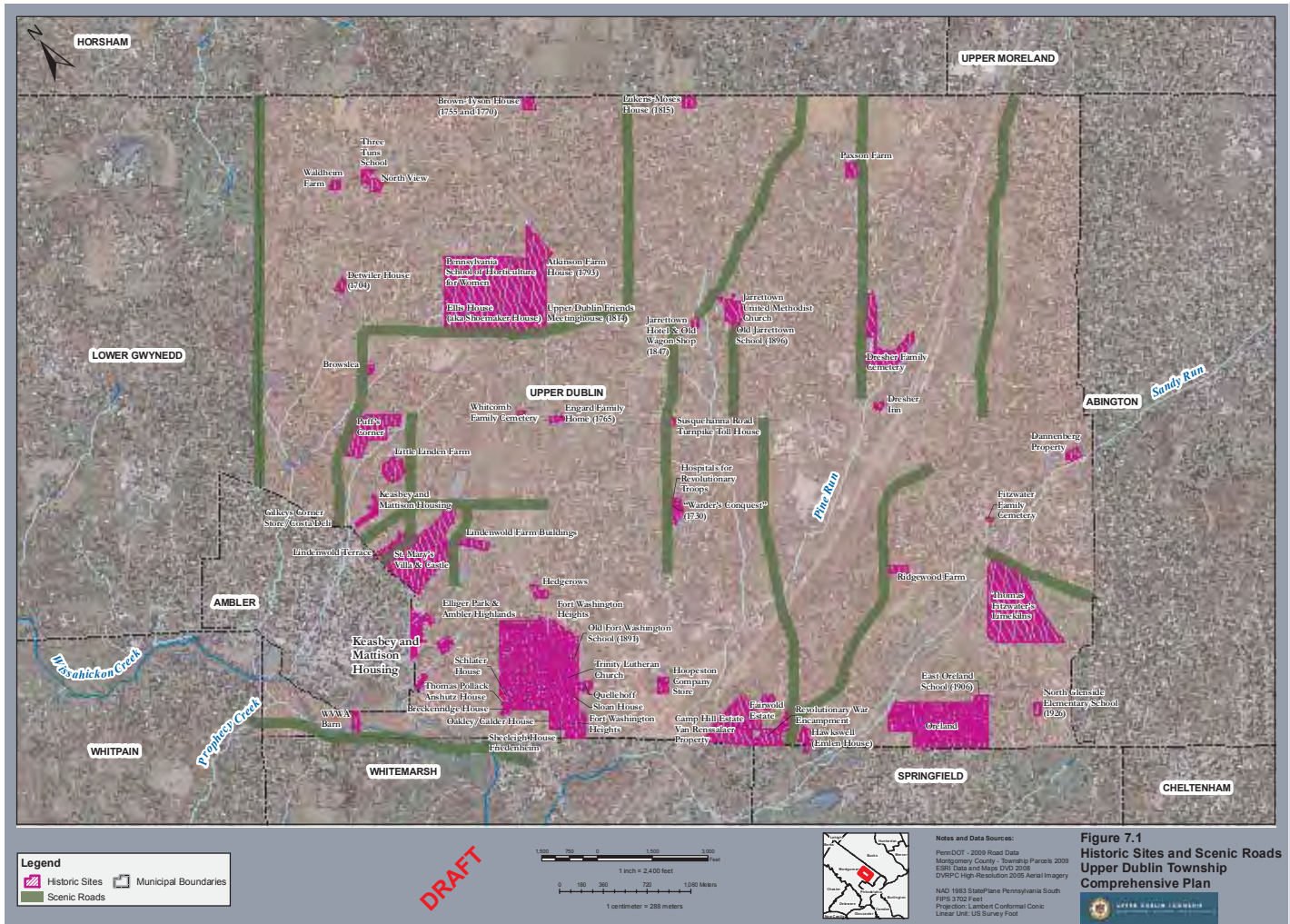
YES

# HOUSING

## PRESERVATION OF HISTORIC RESOURCES

Historic homes are often significant assets in a community as well as treasured homes for their owners. However, due to their age, location and sometimes large size, potential “buyers” may be limited and maintenance costs can be high. Deferred maintenance lessens the value and desirability of both the home and its surrounding neighborhood.

Many communities offer technical and financial assistance in the form of tax credits, or regulatory relief to owners of historic homes to support ongoing investment and ensure that long term maintenance needs are met.



# HOUSING

## PRESERVATION OF HISTORIC RESOURCES

Would you support any of the following tools to preserve historic homes and encourage ongoing investment in them?

Would you consider using any portion of the open space bond funds for any of the following?

Purchasing historic homes for preservation	<input type="checkbox"/> YES	Providing breaks on application or permit fees	<input type="checkbox"/> YES
Providing low interest loans for investment and upkeep	<input type="checkbox"/> YES	Providing design assistance to homeowners for preservation	<input type="checkbox"/> YES
No, I do not want open space funds going toward preserving historic homes	<input type="checkbox"/> NO	Other <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/> YES

Would you support limited professional office space in historic homes to make needed investments financially feasible?

<input type="checkbox"/> YES	<input type="checkbox"/> YES, BUT	<input type="checkbox"/> YES, BUT	<input type="checkbox"/> NO
Yes under most circumstances	Only if the home is located on a busy street	Only if adequate off-street parking is provided	Not under any circumstances

# HOUSING

## HOMES ON BUSY STREETS

Having a home on a busy street can be a challenge. The noise and traffic are sometimes at odds with single family detached homes. One way to maintain the appearance of a home while capitalizing on the traffic is to allow home occupations. Home occupations are businesses that people operate out of their homes, while keeping the appearance of the home intact. The Township has rules that require adequate off-street parking, regulate the size of the business, and limit how many customers can visit per day to make sure that the business use has a minimal impact on surrounding homes.

As long as it looks like a house from the outside, could homes located on busy streets have a home occupation that occupies...

Up to 500  
sq.ft. (current  
regulation)

YES

Up to half of  
the house

YES

As long as it is all  
contained within a  
house, no size limit

YES

Other


YES

How many visitors per day between 9 a.m. and 5 p.m. during the week are appropriate in a home occupation?

KEEP AT 4 (as in current regulation)

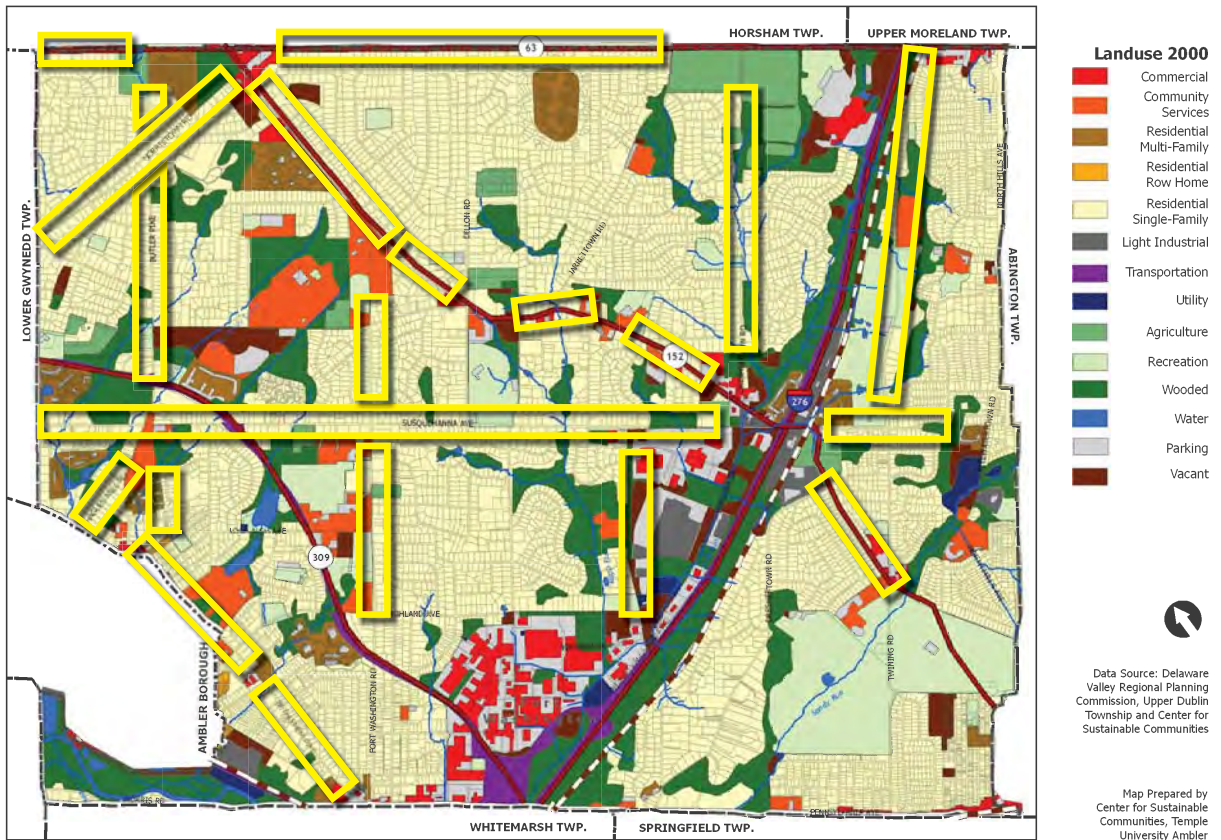
5-10

MORE THAN 10

# HOUSING

## HOMES ON BUSY STREETS

The map below shows where existing homes are located on high traffic streets. Please mark with a dot any places you think might be appropriate for more flexible home occupation standards as described on the adjacent board.



Are any of these areas becoming less desirable for single family homes?

  
**YES**

Because of traffic conflicts

  
**YES**

It is not appropriate for homes to be on major streets

  
**NO**

Their location gives them great access directly onto major streets

  
**NO**

They are still desirable because they are in Upper Dublin

# FORT WASHINGTON OFFICE PARK

## EXISTING CONDITIONS

The Fort Washington Office Park is an important part of Upper Dublin Township. The Office Park occupies 470 acres, which is 6% of the total land area in the Township. It brings in \$1.16 million per year in tax revenues to the Township; however the Office Park faces significant challenges.

## Underperforming

Assesed vaules are 74% of those at Prudential



Twp. Revenue =  
**\$2,496 per acre**

VS.



Twp. Revenue =  
**\$3,368 per acre**

## Flooding

Flooding has resulted in the loss of life and millions of dollars in property damage. Over time, recurrent flooding results in vacant buildings, higher vacancy rates and deteriorated roadways. Recurrent flooding discourages private and public investments, which enables deteriorating physical conditions which ends up reducing the value of the land...and the cycle will continue without intervention.



## The Solution is Complex

- The Township is designing stormwater management and transportation improvements that are recommended in the Temple University Study
- Even if all the improvements were to be implemented, some properties will still flood.



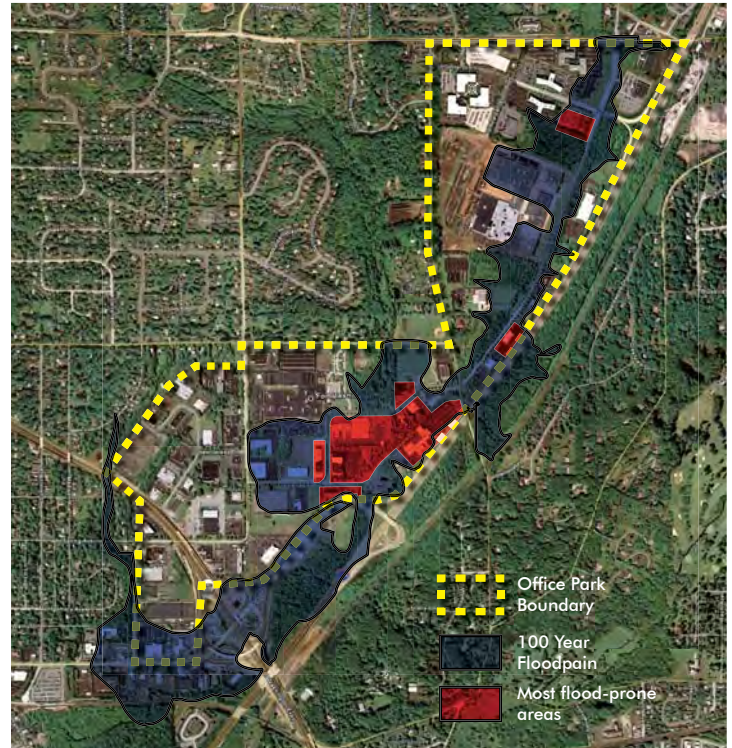
# FORT WASHINGTON OFFICE PARK

## MOVING DEVELOPMENT OUT OF THE FLOODPLAIN

While eliminating all flooding in the Office Park is not possible, moving development out of the most flood prone areas can significantly reduce long term risk and damage. Limiting new investment in the most flooded areas and/or purchasing at-risk properties may be options that Upper Dublin Township can consider.

### Development Restrictions

Development is already regulated within the floodplain, and it is not practical to prohibit all development in the floodplain because 65% of the Office Park is located in the floodplain. See map on the right showing extent of 100-year floodplain and the most flood-prone areas.



Would you support development prohibitions in the most flood-prone areas of the Office Park?

Yes, prohibit new development in the most flood prone areas

  
**YES**

Yes, prohibit any new investment – beyond basic maintenance – of existing development in the most flood prone areas

  
**YES**

Yes, prohibit expansions of existing development in the most flood prone areas

  
**YES**

No, I do not support further limitations to private development rights

  
**NO**

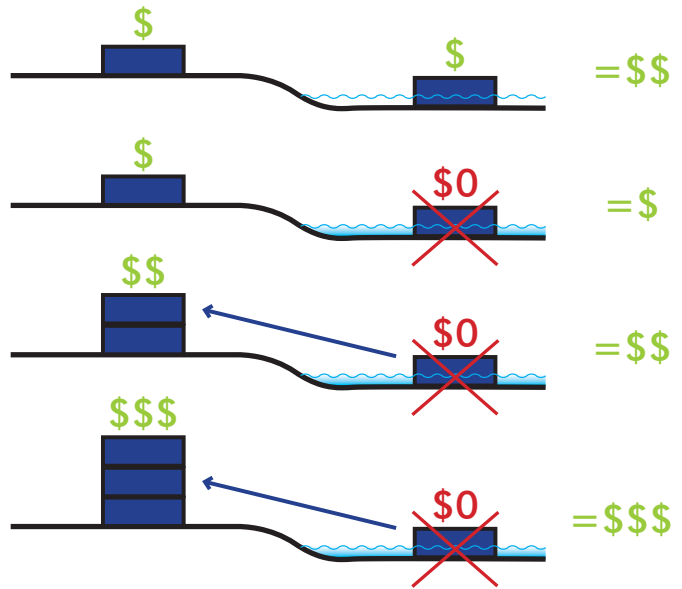
# FORT WASHINGTON OFFICE PARK

## MOVING DEVELOPMENT OUT OF THE FLOODPLAIN

Another way to move development out of the flood hazard areas is to purchase the property or development rights for that property. The simplest approach is simply to buy the affected properties and turn them into open space, but this is expensive. A more complex approach is to purchase only the development rights and transfer those rights to higher ground inside the Office Park.

Regardless of how it is done, if development is moved out of flood hazard areas, "higher ground" will need to be developed more intensely to at least maintain current tax revenue.

- \$ = Tax revenue
- ~ = Floodplain
- = Development



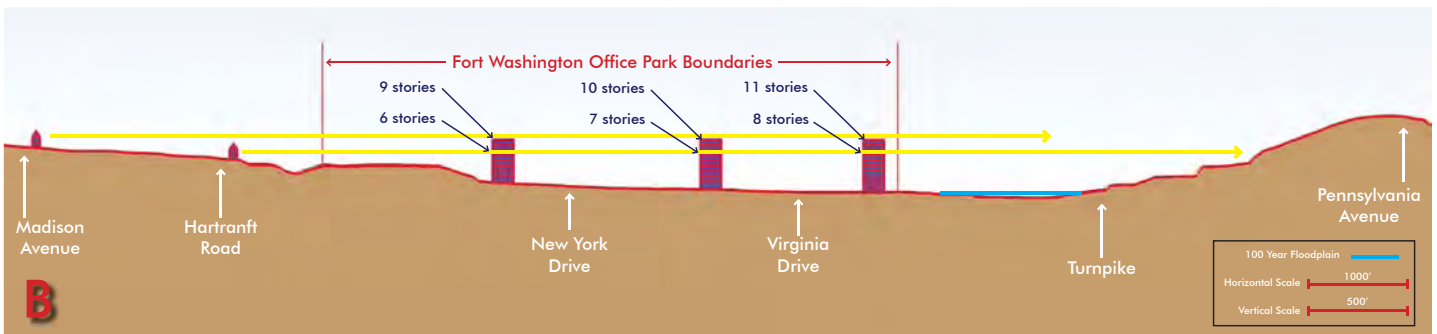
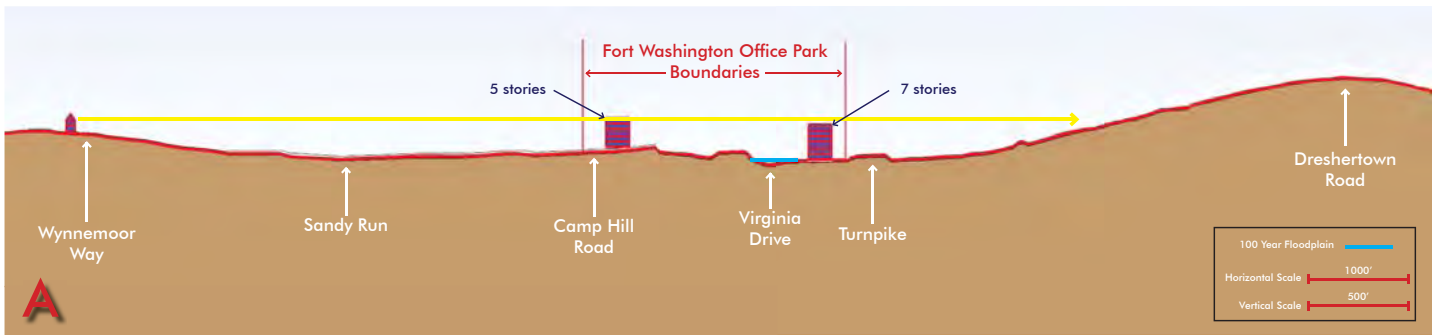
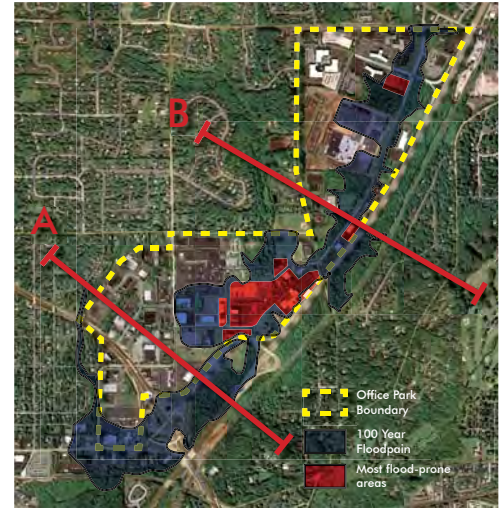
If we develop more intensely on higher ground to maintain the tax revenue, what are the issues you are concerned about?

Building height		Buffering when close to existing neighborhoods	
	CONCERNED		CONCERNED
What the uses are (office, retail, etc.)		Other <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	
	CONCERNED		CONCERNED

# FORT WASHINGTON OFFICE PARK

## MOVING DEVELOPMENT OUT OF THE FLOODPLAIN

Building height is an important issue if development intensity increases as a result of getting buildings out of the floodplain. As the following diagrams illustrate, the Office Park is located in a valley and would be able to support multi-story buildings without disrupting the viewsheds of the adjacent residential neighborhoods.



What should limit the height of buildings in the office park?

No limit on height

NO LIMIT

Distance from residential neighborhoods

LIMIT

Viewshed from residential neighborhoods

LIMIT

Other


# FORT WASHINGTON OFFICE PARK

## MOVING DEVELOPMENT OUT OF THE FLOODPLAIN

What limits to increased development intensity should be considered?

Limit height increases	<input type="checkbox"/>	Limit development to office uses	<input type="checkbox"/>
Require significant buffering from the edge of the Office Park	<input type="checkbox"/>	Prohibit intensification of development adjacent to residential neighborhoods	<input type="checkbox"/>

Would you consider allowing more intense development to encourage construction of the following?

Stormwater management beyond that required by Township Ordinance to further reduce flooding risks	<input type="checkbox"/> YES	"Green" building design	<input type="checkbox"/> YES
Open space connections	<input type="checkbox"/> YES	Other <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/> YES

# FORT WASHINGTON OFFICE PARK

## MOVING DEVELOPMENT OUT OF THE FLOODPLAIN

Are there areas in the Office Park that would be appropriate for a higher intensity of development IF used to get development out of the most flood prone areas?



Put a sticker in the areas you think would be appropriate areas to consider for higher intensity development.

# FORT WASHINGTON OFFICE PARK

## OFFICE DEVELOPMENT

What types of office development would be appropriate in the office park?

  
**YES**

Single-story office

  
**YES**

Low-rise - up to 4 stories (current maximum permitted in the Office Park)

  
**YES**

Mid-rise - 4-6 stories  
(current maximum permitted at Prudential Office site)

  
**YES**

Varied height - up to 7 stories,  
campus feel with structured parking

# FORT WASHINGTON OFFICE PARK

## RETAIL

What type of retail development could be appropriate in the office park?

  
YES

Drive-thru Restaurants

  
YES

Full Service Restaurants

  
YES

Strip malls

  
YES

Retail with residential above

  
YES

Retail with office above

  
YES

Mix with office and residential

## What role should retail play in the Office Park?

Please select all that apply

It shouldn't be in the Office Park

It should serve only the Office Park

It should meet the needs of the Office Park and surrounding residents.

It should be located adjacent the office buildings it serves

It should stand alone

There should be a separate area in the Office Park for retail/service/restaurant uses

Integrate it into the first floor of office buildings

Other


# FORT WASHINGTON OFFICE PARK

## RESIDENTIAL

What type of residential development would be appropriate in the office park?



What role should residential play in the Office Park?

It shouldn't be in the Office Park

YES

It should serve temporary corporate users, with furnished apartments

YES

It should serve young professionals and empty nesters without families trying to live close to work

YES

Other


YES

Should residential be integrated with any other uses?

It should stand alone

YES

It should be next door/ adjacent to office buildings

YES

It should be located on the upper floors of office buildings

YES

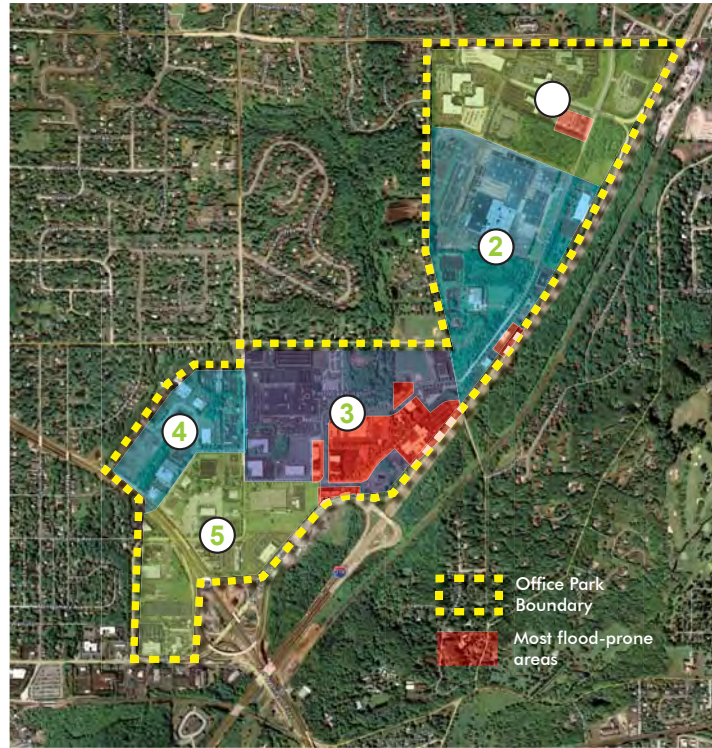
It should be located on the upper floors of retail buildings

YES



# FORT WASHINGTON OFFICE PARK

## FUTURE DEVELOPMENT



Where would office development be appropriate?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ALL	1	2	3	4	5

Where would retail development be appropriate?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ALL	1	2	3	4	5

Are there areas where residential would be appropriate?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ALL	1	2	3	4	5

# COMMERCIAL CENTERS

## WHAT SHOULD THEY BE?

The Township has limited retail, restaurants and entertainment venues, but surrounding communities provide a wide variety of services. Horsham and Upper Moreland offer major shopping venues, including big box retail and national chain restaurants. Ambler offers a small-town downtown environment with theaters, restaurants and boutique shopping.

Many of the commercial centers in the Township need some form of reinvestment to continue to attract tenants, better reflect the character of surrounding residential neighborhoods and enhance the viability of our commercial centers. Reinvestment also means an increase in tax ratables for the Township.

It is certain that some change will take place in the Township's commercial centers over the next 10-15 years:

- No new investment means that the centers will deteriorate and could eventually become blighted.
- Small investments could be made to façades and signage to improve the exterior appearance of the centers.
- Redevelopment, which would entail a major investment, could include a change in use or an increase in intensity of use.

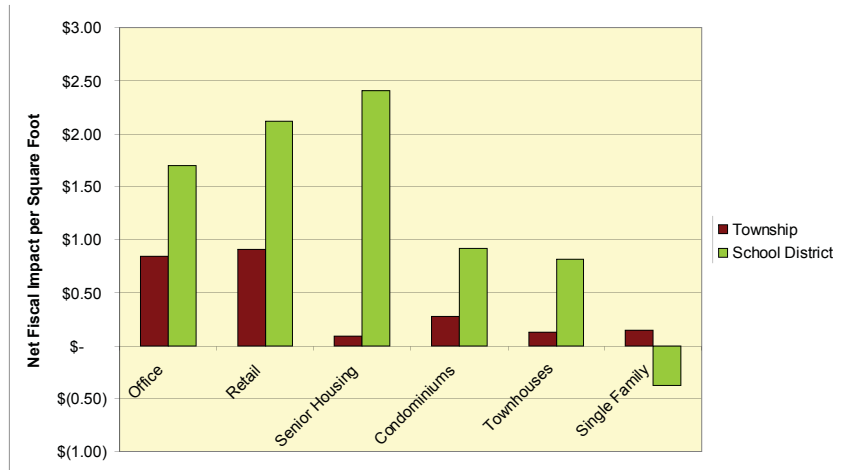


# COMMERCIAL CENTERS

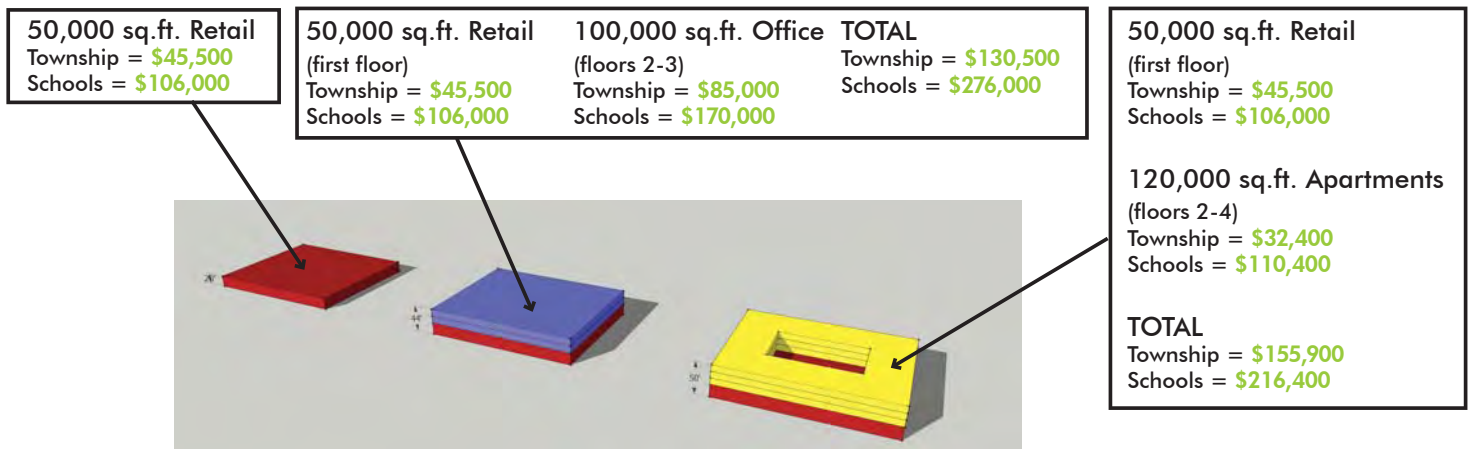
## FINANCIAL IMPACTS TO THE TOWNSHIP

Commercial uses are an important part of the Township's tax base. Commercial uses pay more in taxes than they use in municipal and education services, providing a significant positive cash flow. The more commercial development a community has, the less the cost of municipal services residents bear.

This chart shows the net tax impact (total revenues paid less the cost to provide services) for several commercial and residential development types.



The charts below shows the net tax impact (total revenues paid less the cost to provide services) for several commercial and residential development types.



# COMMERCIAL CENTERS

## LOCAL COMMERCIAL SERVICES

How important is it to you that Upper Dublin have its own retail, restaurant and entertainment options?

VERY IMPORTANT

SOMEWHAT IMPORTANT

NOT IMPORTANT

Why is having retail, restaurants and entertainment in Upper Dublin important to you?

YES, BECAUSE

It creates business opportunities for local residents

YES, BECAUSE

It provides convenient access to goods and services

YES, BECAUSE

Commercial centers are an important part of community identity

YES, BECAUSE

The tax base contribution reduces pressure on homeowners

NO

It is not important to me






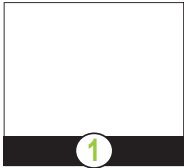
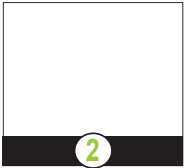



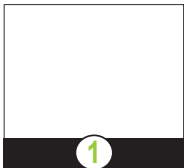

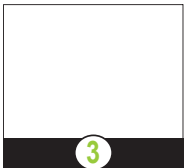
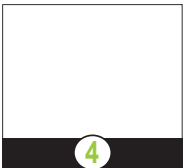

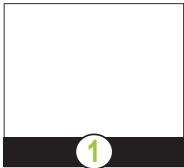
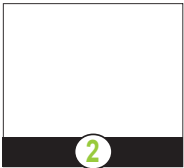




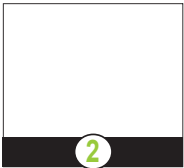



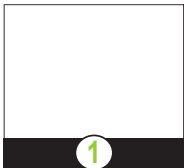
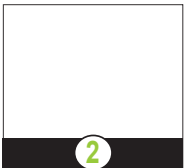
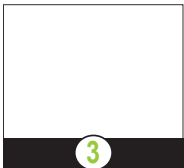
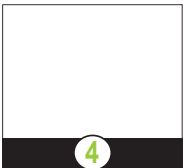
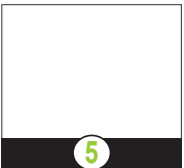
YES, BECAUSE

Other

# COMMERCIAL CENTERS

## LOCAL COMMERCIAL SERVICES

Do you have concerns about Upper Dublin's shopping areas today?  
(scale of 1 to 5, 1-being no concerns to 5-being very concerned)

Range of goods and services offered					
	1	2	3	4	5
	NO CONCERNS	←-----→			VERY CONCERNED
Appearance					
	1	2	3	4	5
	NO CONCERNS	←-----→			VERY CONCERNED
Tenant Mix					
	1	2	3	4	5
	NO CONCERNS	←-----→			VERY CONCERNED
Vacancy					
	1	2	3	4	5
	NO CONCERNS	←-----→			VERY CONCERNED
Traffic					
	1	2	3	4	5
	NO CONCERNS	←-----→			VERY CONCERNED
Other					
	1	2	3	4	5
	NO CONCERNS	←-----→			VERY CONCERNED

# COMMERCIAL CENTERS

## WHY TALK ABOUT THEM?

If our goal is to preserve what we have in Upper Dublin, why talk about changing our commercial centers?

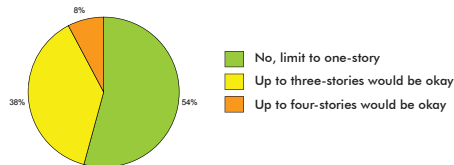
The messages we have received over the last few years on the desired future for our commercial centers have been mixed.

- The Township has adopted “vision plans” for the Maple Glen and Dresher communities that recommend mixed-use development for their commercial centers.
- Survey results from the first Comprehensive Plan community workshop and on-line survey showed that about half of those responding would consider an increase in development intensity to support mixed-use development at the Township’s existing commercial shopping centers. See a summary of the responses below.

### Maple Glen Shopping Center

For the Maple Glen Shopping Center, would you consider increased density to achieve a mix of uses?

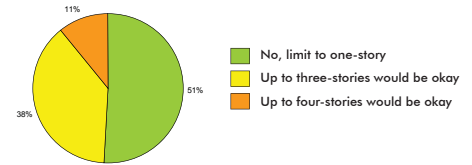
54% Single Story  
46% Multiple Stories



### Dreshertown Plaza Shopping Center

For the Dreshertown Plaza Shopping Center, would you consider increased density to achieve a mix of uses?

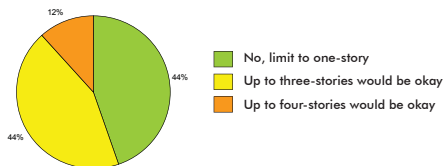
51% Single Story  
49% Multiple Stories



### Upper Dublin Shopping Center

For the Upper Dublin Shopping Center, would you consider increased density to achieve a mix of uses?

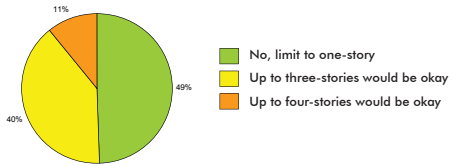
44% Single Story  
56% Multiple Stories



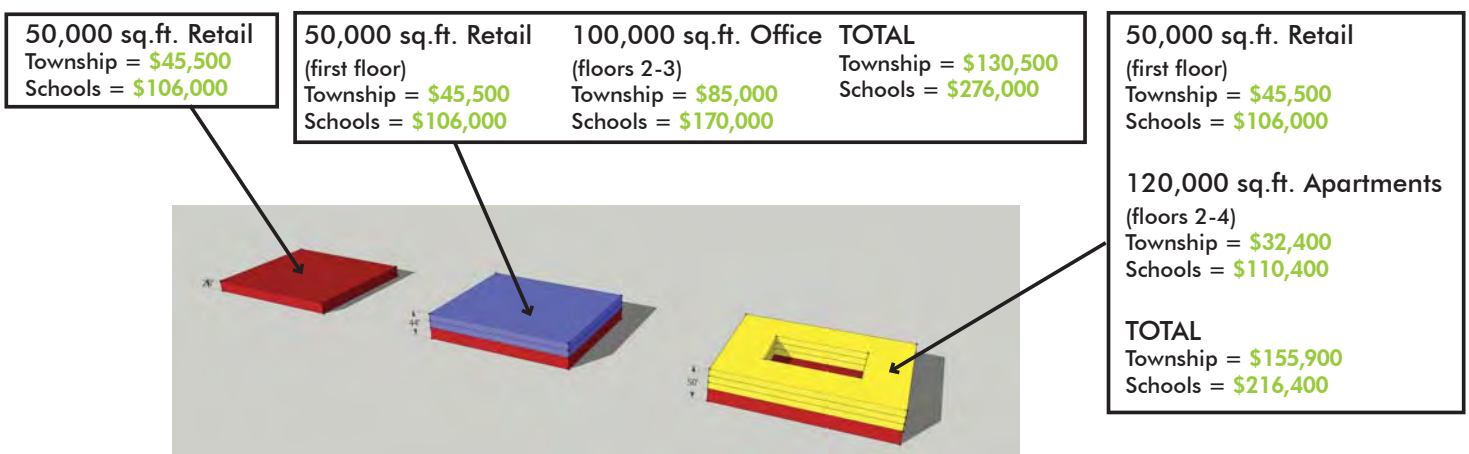
### Fairway Shopping Center

For the Fairway Shopping Center, would you consider increased density to achieve a mix of uses?

49% Single Story  
51% Multiple Stories



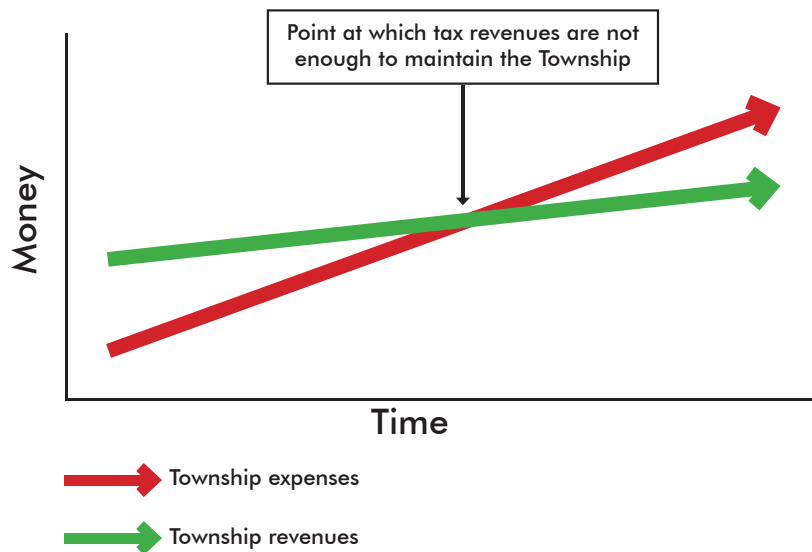
The potential to use new development at commercial centers to generate an increased tax base, is an issue worth looking at in more detail. The charts below shows the net tax impact (total revenues paid less the cost to provide services) for several commercial and residential development types.



# COMMERCIAL CENTERS

## TRADE-OFFS

Mixed use development could offer some significant financial benefits to the Township. It also offers an array of other potential benefits and drawbacks. Please respond to the questions on the TRADE-OFFS displays to express your thoughts on these issues.



Township expenses are increasing approximately 4% each year while tax revenues are lagging. Without intervention, at some point in the not-too-distant future the tax revenues will no longer be able to pay for the growing Township expenses.

Mixed use development creates additional tax revenues, but can result in some negative impacts to the surrounding area, and increased traffic is often a concern. How do you feel about this trade-off?

The negative impacts outweigh the additional tax revenues no matter what

If the additional tax revenues can be used to fix the negative impacts, it would be okay

If the additional tax revenues can be used to partially address the negative impacts, it would be okay

The new tax revenues outweigh the negative impacts

# COMMERCIAL CENTERS

## TRADE-OFFS

Housing in a mixed-use development would serve a wider range of residents, particularly single people, married couples before they have children and empty nesters, who participate in the community and local economy but don't place a burden on our school district.

I like this aspect of mixed-use development

I would like to serve a broader range of residents, but not through mixed-use

I don't think it's important to attract a broader range of residents

Condominiums/apartments located above shops and restaurants can be one element in providing housing options to seniors who want a lower maintenance lifestyle and are concerned about their continued abilities to drive to shops and other services. Would you consider such an option for you or an aging relative?

Yes

It's a nice option to have but not appropriate for Upper Dublin

It's not for us, but I think it's a good option to offer in Upper Dublin

No, I don't think this is a good option for housing for seniors



# COMMERCIAL CENTERS

## TRADE-OFFS

What appeals to you about the concept of mixed-use development in the Township's existing commercial centers?

Boutique retail opportunities

Expanded restaurant choices

New housing choices

Stronger tax base, with minimal investment in new services

Opportunity to improve the appearance of our commercial centers

Other

What concerns you about the concept of mixed use development in the Township's existing commercial centers?

  
**YES**

Increased traffic

  
**YES**

Development is too intense for a suburban community

  
**YES**

Don't like the idea of more condos or apartments

  
**YES**

Impacts to surrounding neighbors

Other

# COMMERCIAL CENTERS

## TRADE-OFFS

Given the potential to increase the tax base, offer new goods and services, increase housing options and encourage reinvestment in our existing commercial centers, are there commercial centers in the Township that could be suitable for mixed use development?

 YES

Dresher Triangle

 YES

Maple Glen

 YES

Upper Dublin Shopping Center

 YES

Fairway Shopping Center

 NO

None of them

 YES

All of them

Other


Are there other areas in the Township that you think might be more suitable for mixed use development?

 YES

1. Prudential site

 YES

2. Temple Campus

 YES

3. Fort Washington Office Park

Other (mark the map with a sticker dot)

