



West Norriton Township
 Montgomery County, Pennsylvania

**Comprehensive Plan
 Update 2010**
 Adopted: December ##, 2010 Resolution ##



PLANNING FOR THE FUTURE

Elements of a desirable Comprehensive Plan are outlined in the Pennsylvania Municipalities Planning Code, Article III. Many elements of the Comprehensive Plan are identified in the Open Space Preservation Plan, 2006 Update for West Norriton Township. The purpose of this Comprehensive Plan brochure is to highlight the historical trends that have occurred within West Norriton Township, identify and evaluate the conditions that currently exist, and suggest land use and other actions which will establish strategies to enhance West Norriton's future.

West Norriton's last Comprehensive Plan was prepared in 1963. At that time the Township was just beginning its transformation from an agricultural past and consisted of a population of about 8,400. Only 41% of the Township was developed. It was a time before the Norristown Area High School and Whitehall Elementary School had moved into the Township. It was before the Township's two industrial parks and before the development of Westover Golf Course and the numerous Westover residential communities adjacent to the golf course. Agriculture was still a predominant use and there were six active farmsteads within the Township – the largest were Markley and Oakland farms. Taylor Fiber Company was the Township's only major industry and was listed as 541 employees.

The Township is traversed by major roads including Main Street which becomes Ridge Pike west of the Township in an east/west direction and Trooper Road (Route 363) along its entire westerly boundary line adjacent to Lower Providence Township. See Regional Connection Map. West Norriton is estimated to have a population of approximately 16,000 and is approximately 94% developed, including over 750 acres of permanent park and institutional lands. The Comprehensive Plan looks to identify key planning issues and strategies that will enhance the quality of life for residents, workers, and the environment.

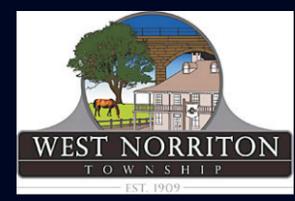
REPORT
Comprehensive Plans report (on history, past trends, accomplishments, and current conditions within the municipality)

EVALUATE
Comprehensive Plans evaluate (interpret and assess existing conditions and forecast future trends apparent from both internal and outside of the municipality)

RECOMMEND
Comprehensive Plans recommend (suggest future desirable patterns in land use, both in-fill uses for vacant properties, and ways to rejuvenate or revitalize under-utilized or underperforming land uses; improvement of the movement of people and goods through the municipality and focus on providing a policy framework and specific strategies for carrying out the plan.)



The municipality of West Norriton is a small township consisting of only 5.9 square miles in size and is located adjacent to the municipality of Norristown in the central portion of Montgomery County. West Norriton Township is a member of the Norristown Area School District. The Township is adjacent to Montgomery County's most important waterway, the Schuylkill River, which flows along the entire southerly border of the Township.



West Norriton Township
 Montgomery County, Pennsylvania

Township Board of Commissioners
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 Paul C. Piantone, Vice President
 Brian J. Kennedy
 Ralph J. Panzullo
 George J. Stojanovich

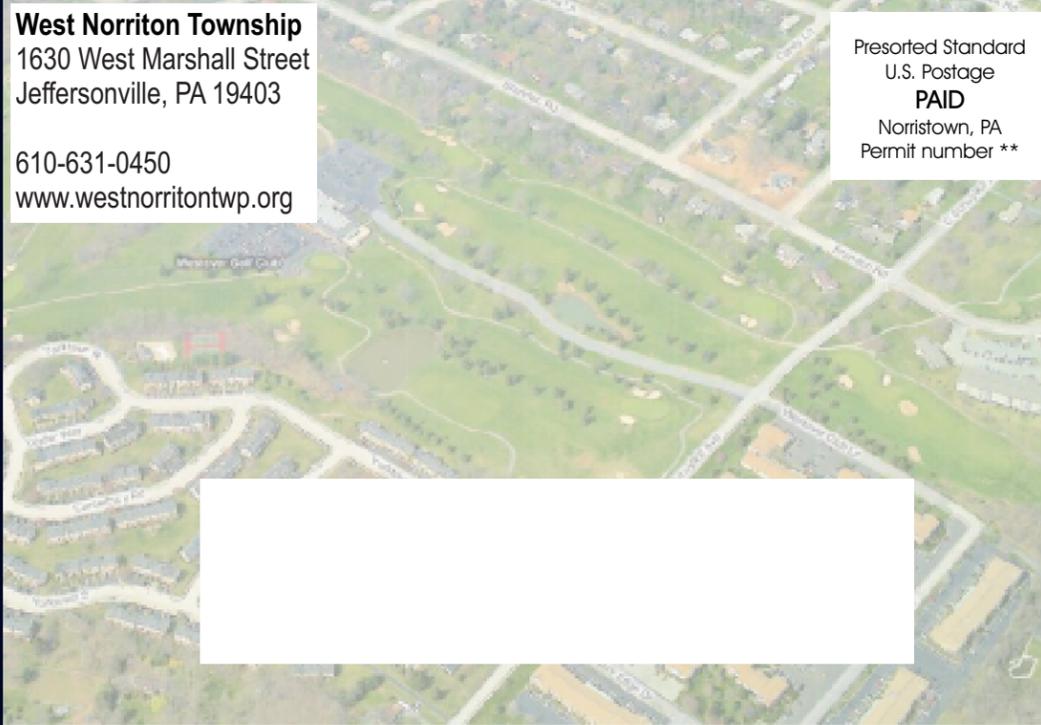
Township Manager
 Karen E. Madden

Township Planning Commission
 Bruce Shoupe, Chair
 Kevin McArdle, Secretary
 William Lowry
 Dennis Mundy
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HISTORY & REGIONAL CONNECTION

When William Penn governed the province of Pennsylvania, the area that is now West Norriton Township was part of the manor of Williamstadt, an estate Penn presented to his son and namesake on October 2, 1704. Subsequently the area was acquired by Philadelphia merchants Isaac Norris and William Trent.

The Township of Norriton was created in January 1730 and named in honor of the Norris family, whose members had played prominent roles in public affairs. The original area of Norriton Township consisted of what is now West Norriton, East Norriton and Norristown.

In 1829 the village of Jeffersonville was established. Ridge Road, the main road through Jeffersonville, originated at 10th and Vine streets in Philadelphia and traversed what today is West Norriton Township then on to the Perkiomen Creek.

Norriton Township was divided into East and West Norriton Township in 1909. On November 15, 1924 the Court of Quarter Sessions granted a petition to elevate West Norriton to a first class township, based on a population density in excess of 300 persons per square mile.

Jeffersonville - Named for the Jefferson Inn (which was named after Thomas Jefferson), once located at the corner of Egypt Road and Main Street, Jeffersonville has become synonymous with West Norriton. West Norriton's first commercial area centered around the Jefferson Inn, with early stores reported to be dated from 1827, and a branch of the United States Post Office was established at the same location on January 1, 1829.



Schrack's Corner - The area was named for a family which, for several generations, lived at a farm known as Norris Hall which comprised several hundred acres on the north side of the Schuylkill River east of Trooper Road and extending to Port Indian and was originally part of Williamstadt. Evolving from an intersection of two-lane roads whose traffic was controlled by stop signs to a network of five-lane highways, Schrack's Corner has emerged into the Township's largest commercial center which includes the Valley Forge Marketplace consisting of over 424,000 square feet.



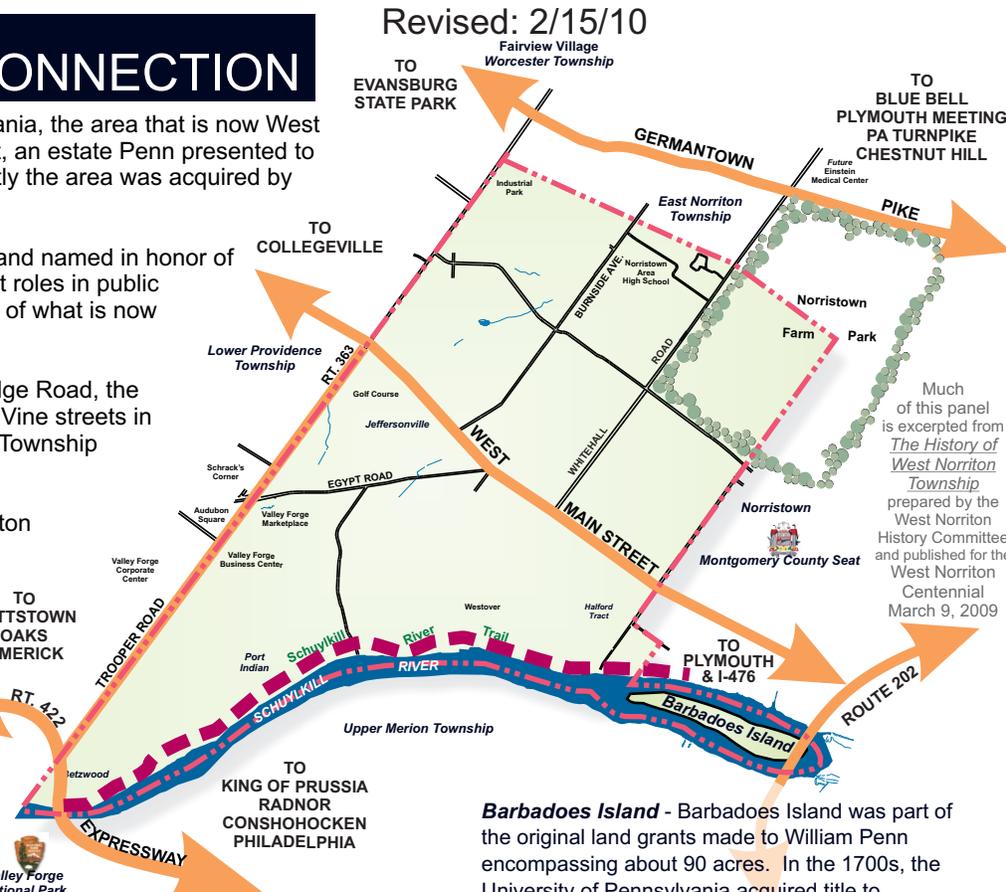
Halford Tract - Carved out of a section of the former Rittenhouse land, the tract is named for John Halford. It consisted of about 30 acres on the south side of West Main Street and had been a part of the John F. Hartranft estate, a decorated Civil War veteran who later served as Governor of Pennsylvania. Halford donated land for a memorial to West Norriton men and women who served in World War I which is located at the intersection of Lincoln Terrace and West Main Street. Over the years, the Halford tract designation extended from Main Street to the elevated banks overlooking the Schuylkill River and consists of a custom residential community of more than 100 acres.

Port Indian - Named for Indian Creek, which flows into the Schuylkill River, Port Indian was once the site of a huge encampment of Native Americans. Archeological evidence suggests that the original inhabitants of Port Indian lived in cliffs overlooking the river. Subsequently, increasing number of white settlers moved into Port Indian and the Rittenhouse family featured prominently in the development of Port Indian circa 1773 to the 1840s. Initial transport was via a canal including a ferry service. In 1882, rail service was inaugurated by the Pennsylvania Railroad with a train stop at Port Indian. Business centers sprang up on roads throughout West Norriton Township. Around the same time Port Indian became a vacation community dotted with small cottages and rowboats, and then subsequently evolved into a year-round residential community. Beginning in 1953 and continuing until recently, power boat racers from throughout the world competed in the Port Indian Regatta.



Betzwood - Betzwood is named for John Betz, a brewer who apprenticed in Germany and made his fortune producing beer, port and ale, lived with his family in Gothic splendor across the Schuylkill River from George Washington's encampment at Valley Forge. Variousy described as consisting of between 400 and 1,000 acres, Betz's magnificent mansion featured stained glass windows, a hand carved German mantle, fountains, and tile verandas as well as a 50 acre deer park. When Betz died in 1912, the property was purchased by Siegmund Lubin. Lubin invented movie-making and projection equipment that transformed his experimental hobby into what many film historians regard as the first major silent film studio which began making movies in 1897. Lubin moved his film studio from North Philadelphia to the property that lay between the Pennsylvania Railroad and the Schuylkill River. On the present site of the Riverview Landing apartment complex, Lubin built a processing plant whose air conditioning and humidity control were unrivaled in the industry. As competition increased, film production gravitated toward the West Coast. By 1916 Lubin had declared bankruptcy. Movies and cartoons continued to be made until the studio closed permanently in 1924. The Lubin studios have been retrofitted for offices and remain to this day.

Barbadoes Island - Barbadoes Island was part of the original land grants made to William Penn encompassing about 90 acres. In the 1700s, the University of Pennsylvania acquired title to Barbadoes Island. The name of Barbadoes Island may reflect a trade relationship between Philadelphia and Barbadoes, an island in the West Indies that was also under British control at one time. Wealthy planters from Barbadoes sent their children to Philadelphia to be educated. In the early 1800s John Markley purchased Barbadoes Island, where he farmed the land and built a farm house. Between 1840 and 1910 pleasure steamboats carried excursionists to the island and up to Phoenixville from a wharf in Norristown. The island was purchased in 1922 by Counties Gas and Electric Company, which later merged with Philadelphia Electric Company (PECO). Power plants fueled by gas, coal and oil occupied the island in post-World War II era until recently.

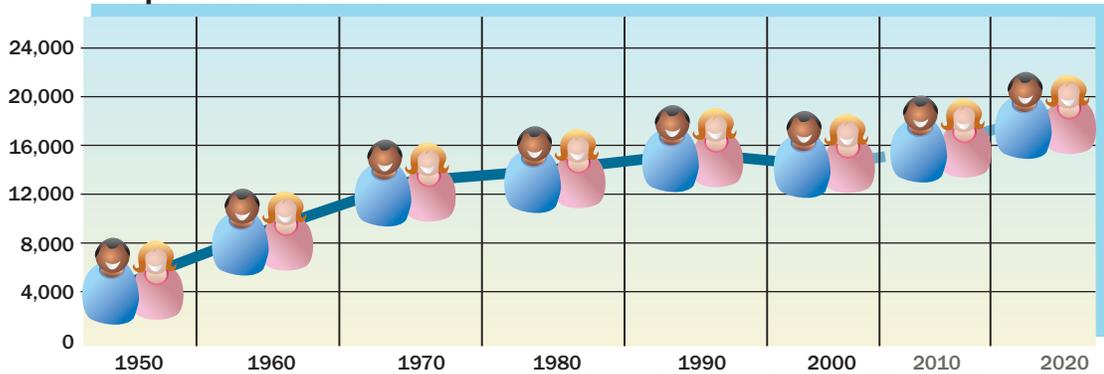


Much of this panel is excerpted from *The History of West Norriton Township* prepared by the West Norriton History Committee and published for the West Norriton Centennial March 9, 2009

DEMOGRAPHICS

The Township saw its greatest increases in population during the period from 1960 to 1980, when the population increased by 5,692 people or 68.2%. In 1990 the percentage of population change from 1980 grew at a rate of 8.4%, which was higher than any adjoining municipality and higher than the County average of 5.4%. Between 1990 and 2000, the Township saw a slight decrease in population of 2%. However, this reflects an overall decrease in size of household. During the same period, the Township added 322 housing units which was an increase of 4.8%.

Population Growth



Source: U.S. Bureau of the Census, 1950-2000 and 2035 Population Forecast prepared by Delaware Valley Regional Planning Commission

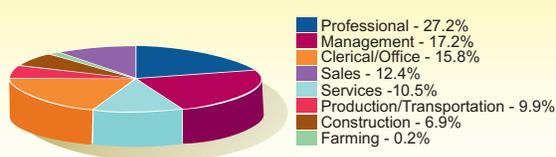
West Norriton Township Resident Labor Force by Occupation 2000



Source: U.S. Bureau of the Census, 2000

In 2000, there were 8,513 Township residents (age 16 and over) in the labor force. Township employment characteristics match the County in the top and bottom three categories but differ from the total for the County in the categories of Clerical/Office; Management; Services; and Sales.

Montgomery County Resident Labor Force by Occupation 2000



Source: U.S. Bureau of the Census, 2000

The greatest employment differences are in the categories of clerical/office (much higher in West Norriton) and production/transportation (much lower in West Norriton) than the averages for the County.

Forecasts estimate that the population for West Norriton Township will increase from 14,901 in 2000 to 16,170 in 2010. Residential development currently proposed or under construction supports a projected increase to about 16,700 by 2020. Average household sizes continue to shrink both nationally and locally. The average for West Norriton was 2.23 in 2000.

This figure presents the dwelling types in West Norriton. Single family detached is by far the largest dwelling type. When coupled with single family attached (mostly townhouses as there are few twins in West Norriton), a total of 73.1% are single family homes. 20% of all dwelling units are situated in apartment style buildings and this percent has likely increased based on the high number of apartment units developed since 2000, estimated at over 800.

West Norriton Township Units in Structure 2000

73.1% are single family homes

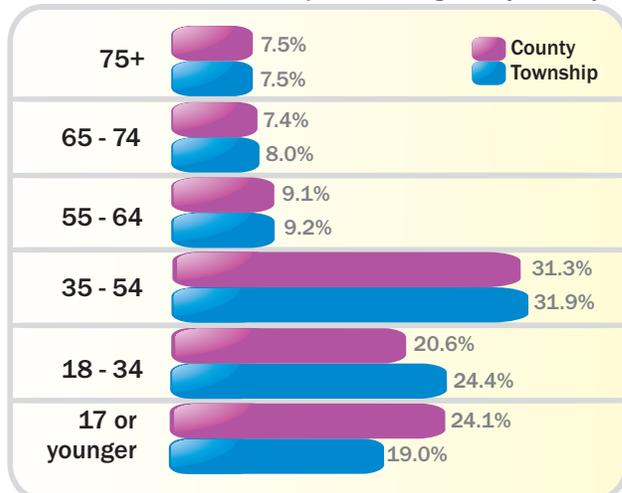


Structure	Percentage
Mobile Home	0.1%
Other	0.1%
2-4 Unit Structure	6.7%
5 or More Unit Structure	20.0%
Single Family Attached	28.5%
Single Family Detached	44.6%

Source: U.S. Bureau of the Census, 2000

Age Cohorts

West Norriton Township and Montgomery County

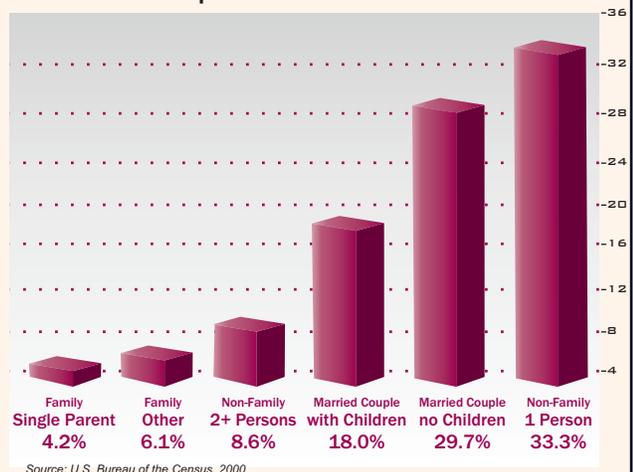


Source: U.S. Bureau of the Census, 2000

In the age cohorts over 35, West Norriton is virtually identical to the average for Montgomery County. In the younger age brackets, West Norriton is well below the County in under 17 but well over in the 18-34 category. This may be explained by the large number of one-person households in the Township.

Household Composition

West Norriton had the highest percentage of single (1-person) households than any other township in Montgomery County. This is likely due to the high numbers of townhouse and apartment communities (including the Greens at Westover) which appeal to single person households. Married couples total 47.7% of all households, whereas for Montgomery County the total is considerably higher at over 57%.



Source: U.S. Bureau of the Census, 2000

In 2007 West Norriton identified the need to establish a special corridor for properties along West Main Street (west of Schuylkill Avenue and a second group east of Montgomery Avenue), as well as those properties located along Trooper Road north of Jeffersonville Golf Course.

The purpose of this Special Corridor was to:

- **Eliminate blight and improve overall appearance;**
- **Improve traffic safety and reduce congestion by reducing access points and providing incentives for shared access;**
- **Increase pedestrian and vehicular connections and encourage complimentary and coordinated development of adjacent properties;**
- **Establish a walkable streetscape by promoting pedestrian orientation of streets, new buildings with a safe and interconnected sidewalk; and**
- **Provide that new buildings and development enhance the surrounding streetscape, limit the type and height of signage and add new landscaping and attractive lighting along streets and in parking lots.**

A new district titled the Revitalization and Traffic Management Overlay District was added to the Township Zoning Ordinance. Examples of new development/revitalization pursuant to goals of the Special Overlay are: Wynn Volvo upgrade; the Public Storage facility at the corner of School Lane; Gino's and the Elite Fitness Center across from Jeffersonville Golf Club entrance; Chap's and the adjacent Wine and Spirits Store; Greco Roman Restaurant; the Auto Zone; and the new Rite Aid Pharmacy at Forrest Avenue and West Main Street.



Photos on this page provided by McCloskey & Faber, P.C.

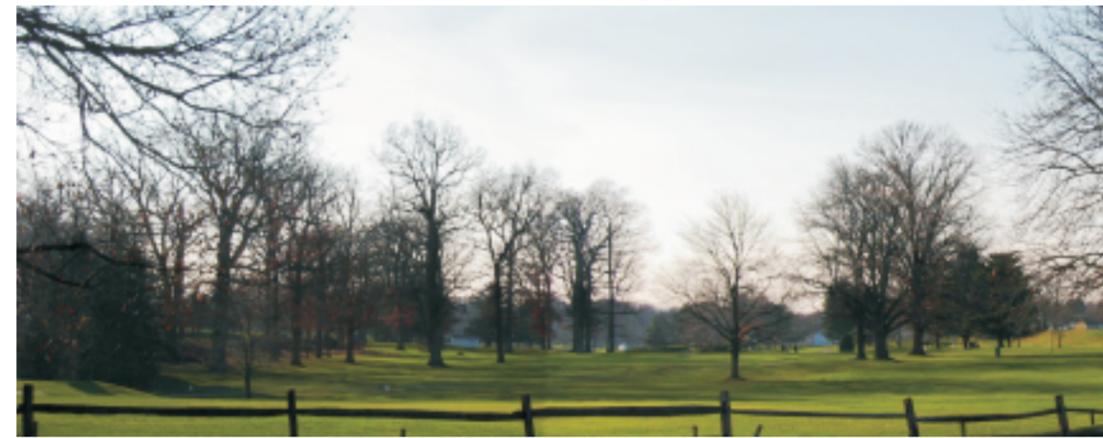
Busy streetscapes should be provided with safe and attractive pedestrian walks, landscaped buffers along parking lots and street trees and street lights. Smaller attractive signs also reduce visual clutter to driving public.



Remove dangerous center lanes and replace with landscaped medians. These landscapes eliminate left turn movements while also creating protected left turn lanes at signalized intersections.



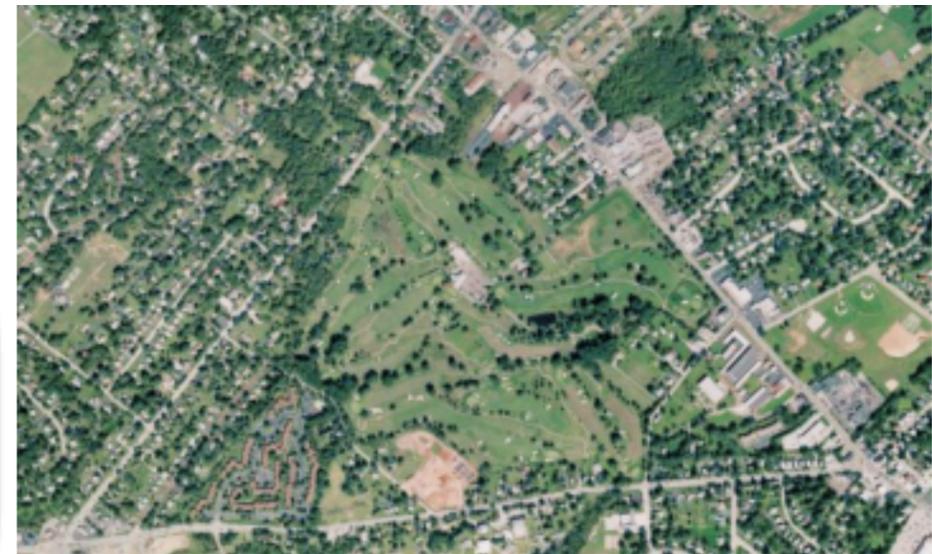
Shortly after West Norriton adopted an official recreation policy, the Jeffersonville Golf Course was put up for sale. A farm prior to becoming a golf course, the 135-acre property had once been a racetrack. In the early 1900s, an oval half-mile steeplechase was located behind what became the 14th green and left of the 17th fairway. The track, which evolved into the Montgomery Riding Academy, was purchased in 1919 by Anson B. Evans. The track was closed by the late 1920s and Evans, a former Norristown burgess, converted the property into an 18-hole golf course. The course was designed by Donald Ross in 1931, a native of Scotland who immigrated to the United States in 1898. Between the early 1900s and the late 1940s, the renowned golf course architect designed 416 courses. In 1998, the Jeffersonville Golf Course was said to be one of only ten Donald Ross-designed courses owned by a municipality.



Jeffersonville Golf Club has been selected to be the host site of the USGA Men's Amateur Public Links Sectional Qualifier in 2010. In addition, Jeffersonville will host the 2010 Philadelphia Public Golf Links Championship – winners go on to the U.S. Championship.

In 1972, the West Norriton Municipal Authority paid \$131,000 for the property, which was to be leased to West Norriton Township for 35 years. At the fulfillment of the lease, full ownership of the property passed to the Township. Acquisition of the Jeffersonville Golf Course guarantees preservation of open space amid heavily developed areas. Funded by a \$3 million bond issue and supervised by Ron Pritchard (a locally based golf course architect who specializes in restoring the works of Donald Ross), renovations to realign, restore, and modernize the course were completed in 2002. Tees were restored, bunkers were installed, trees and obstacles were removed, and a new irrigation system was created to provide optimal playing conditions. Golf clinics are offered for children and adults. Local high school teams from Norristown and Perkiomen Valley practice and play at Jeffersonville.

Currently, more than 35,000 rounds of golf are played annually. At present, the Board of Commissioners are evaluating a master plan to further improve the golf experience; relocate the maintenance building; develop an improved club house, banquet facilities and pro shop; improve or relocate picnic pavilion; add parking; and generally beautify the property.



In 1998, the Jeffersonville Golf Course was said to be one of only ten Donald Ross-designed courses owned by a municipality.



OPEN SPACE Revised: 2/15/10

WATERSHEDS

West Norriton lies within the headwaters area of two separate subbasins. The eastern two-thirds of the Township via Kepner Creek and its tributaries drains to the Stony Creek. The western one-third drains into Indian Creek. Stony Creek and Indian Creek each drain directly into the Schuylkill River.

Stony Creek Subbasin

The Stony Creek Subbasin is classified as "TSF", meaning that it is of sufficient quality for the maintenance of a trout-stocking fishery from winter through spring. Trout stocking actually is performed by the PA Fish and Boat Commission. Other year-round water uses protected by Title 25, Chapter 93 include potable water supply, wildlife water supply, fishing, water contact sports, and esthetics.

More than 5 miles along the main stem and almost 17 miles of tributaries have been classified as significantly impaired. The sources of impairment as shown on the 303(d) list are turbidity, water/flow variability, habitat modification, and siltation from urban runoff/storm sewers, vegetation removal, channelization and residential development. A few stream segments were classified as unimpaired. Recently, PADEP has identified four new overall priorities for this watershed: (1) mitigate stormwater impacts; (2) reduce stream impairments; (3) collect and interpret water supply data; and (4) reduce waste and increase recycling and reuse. A special stormwater management program pursuant to Act 167 has been adopted by West Norriton.

Much of the Stony Creek Subbasin flows through open space areas such as: Markley Farm, Oakland/Padden Park, Norristown Area High School, VanLandeghem Park, and Norristown Farm Park.

Indian Creek Subbasin

Indian Creek is classified as "WWF". This means that theoretically the stream can only support a warm water fishery. Other basic water uses protected by Title 25, Chapter 93 include potable water supply, wildlife water supply, fishing, water contact sports, and esthetics. Almost 3 miles of the stream and its tributary have been classified as impaired.

FARMS

Two farming operations remain in West Norriton: The private farm currently known as **Markley Farm**, which began as 55 acres along Chestnut Avenue in 1871. Currently, 30 acres are used to grow hay, while the balance of the property is used as the **Markley Farm Swim Club & Recreation Center**, which includes four pools, three tennis courts, playgrounds and a wooded picnic area.



GOLF COURSES

There are two regulation 18-hole golf courses open to the public in West Norriton. The Westover Country Club is an 18-hole Fazio-designed golf course, privately owned but open to the public. The facility includes banquet operations, casual dining, and a small pro shop and locker room for members and visitors.

In 1972 the West Norriton Municipal Authority purchased the Jeffersonville Golf Course. The golf course is now owned by West Norriton, is open to the public, and currently more than 35,000 rounds are played annually on this Donald Ross-designed golf course (see separate panel on Jeffersonville Golf Course).



CEMETERIES

Two large contiguous cemeteries (Riverside and Montgomery Cemeteries) occupy approximately 80 acres in the southeasterly corner of the Township on a bluff overlooking the Schuylkill River (see discussion under Historic Preservation).

The most extensive farming operation in the area continues to be run by the Commonwealth of Pennsylvania, which was part of the **Norristown State Hospital** and is now called the **Norristown Farm Park**. Approximately 300 acres are located in West Norriton Township. The entire **Farm Park/Hospital** property consists of 690 acres. Montgomery County has assumed the responsibility for the improvement, maintenance, operation and administration of the Farm Park through a lease with an option to buy from the Commonwealth of Pennsylvania. Two branches of the Stony Creek converge at the site and a long paved loop trail with trail heads is located at the park headquarters and along Whitehall Road across from the Norristown Area High School. Fishing ponds and wetlands are interspersed among agricultural fields. A stewardship organization, the **Farm Park Preservation Association**, sponsors events and raises funds, and is generally an advocate for permanent protection of the landscape in its current form. **The current Master Plan prepared by the County has proposed the Farm Park would blend recreation opportunities and agricultural activities on one site, as a regional park in a pastoral setting.** Facilities will be provided for typical passive activities, including walking, jogging, biking, picnicking, fishing, nature study, bird watching, and other recreational pursuits. In 2006, the relocation of the P.A.L. ball field was constructed along Sterigere Street opposite Colonial Avenue. This is a 6 acre site with parking for 70 cars, a small club house, and bleachers. This field has been renamed the Kevin W. Walsh Memorial Field.

TOWNSHIP PARKS & RECREATION

Land that is owned and used by West Norriton Township or one of its authorities consists of developed and vacant park land, a municipal golf course, as well as small pockets of open space. These properties include:

Betzwood/Wenzel Park – 1.1 acres along Hillside Drive. Consists of playground equipment to serve local neighborhood.

Fire House Recreation Site – 3.5 acres to the rear of the Jefferson Fire House on School Lane just south of Egypt Road. Facilities include tennis courts, play and picnic areas.

Oakland/Padden Park – 8.5 acres at the intersection of Oakland Drive and Burnside Avenue. Current facilities include: Softball field, walking track, newly renovated playground area, pavilion with storage and bathrooms, and a parking lot.

Municipal Building Complex – 4 acres, net of buildings and parking. Consists of administrative offices, public works, public meeting rooms, police department (27 persons), and Veterans Memorial.

Jeffersonville Golf Club – Regulation 18-hole Donald Ross designed golf course on 135 acres which includes protected riparian corridors of the Indian Creek along the southwesterly edges of the property.

Squire Croft – This 1.0 acre park is located on West James Street.

Burnside Playfields (now known as Centennial Park) – 13.5 acres. This Priority I acquisition (approximately 9.0 acres) recommended in the 2006 Round II Open Space Plan has been completed by the Township. Centennial Park is contiguous with the former Grow property (4.5 acres), which was also acquired using the County open space funds from Round I in 1995. Current facilities include: 3 Little League baseball fields, 2 youth softball fields, batting cages, 2 parking lots, and storage sheds.

VanLandeghem Property – 15.1 acres used as passive park acquired pursuant to the 1995 Round I Open Space grants. This area joins 19.53 acres in East Norriton Township, also permanently preserved via a joint acquisition. A joint Master Plan for the future use of this park has not yet been prepared.

PRIVATE OPEN SPACE

The two largest private open space properties presently used for recreation are **Westover Golf Club** and **Markley Farm**. These properties provide natural open space backdrop to adjoining residential neighborhoods.



There are four historic cemeteries in West Norriton. The oldest is believed to be **Norris Hall Cemetery**, built in 1809 and located in the middle of the Trent Manor townhouses.

The **Montgomery Cemetery** was established in 1848 as a public, non-sectarian cemetery. Montgomery Cemetery was founded before the concept of perpetual care, and parts of the cemetery, including the mausoleum of General Winfield S. Hancock, had become overgrown. The cemetery contains about 30 acres and has mausoleums and grave sites with stone markers. Among five Civil War generals buried there are Winfield S. Hancock and John F. Hartranft, who died in 1886 and 1889 respectively. Both generals were active in national and state politics after the war. Hartranft was elected Governor of the Commonwealth of Pennsylvania for two terms.

Riverside Cemetery, located on approximately 50 acres at the end of South Montgomery Avenue, initiated the practice of perpetual care of burial plots in 1894 and is situated adjacent to Montgomery Cemetery on a bluff overlooking the Schuylkill River.

Jeffersonville Presbyterian Church Cemetery is adjacent to the church and along Schuylkill Avenue. The current cemetery was established in 1876.

HISTORIC JEFFERSONVILLE

The blocks along both sides of West Main Street generally between Colonial Avenue and Jefferson Avenue consist of many buildings built before 1930. The uses immediately adjacent to West Main Street tend to be commercial in nature, while most other buildings are residential. This area exhibits a traditional style neighborhood which is compact, consists of shallow setbacks and front porches, on street parking, and sidewalks which permit walking to nearby parks and stores. Garages are often either rear entry or located behind the main residence. There is a high connectivity of street patterns and sidewalks. The streets are lined with large street trees which have become so dense that they create a micro-climate. These side streets are rich with architectural excellence, consisting of a mix of historic styles and motifs such as: Victorian, Dutch Colonial, Second Empire, Craftsman and New Federal Styles. Pre-Civil War Colonial farm houses also remain in West Norriton, such as those along Chestnut Avenue or those existing in the Norristown Farm Park.





RETAIL & SERVICES
Stimulate Valley Forge Business Center & Valley Forge Marketplace to perform at full potential.



PRIVATE OPEN SPACE
Look for techniques to preserve all or portions of Markley Farm and Westover Golf Club.



OPEN SPACE
Continue development and improvement of Township Parks.



REDEVELOPMENT
Transform heavy rail dependent industries to modern residential complexes adjacent to active and passive recreation.



ENVIRONMENTAL
Protect and enhance riparian corridors.



JEFFERSONVILLE GOLF COURSE
Continue to improve and upgrade one of the finest golf courses within Montgomery County.



OFFICE and INDUSTRIAL
Renovate, convert and expand underutilized industrial and office buildings.



CONNECTIVITY
Continue to increase and improve trails, paths, bikeways and sidewalks that connect destinations.



PRESERVATION
Continue to study and improve the Schuylkill River quality and waterfront assets.



NORRISTOWN FARM PARK
Assist in achieving a Master Plan of passive recreation and agricultural pursuits.



NEIGHBORHOOD CONSERVATION
Preserve historic neighborhoods; buffer homes from commerce; eliminate non-conforming uses and manage traffic from passing through residential streets.



REVITALIZATION
Renovate older shopping centers with architectural upgrades, improved parking and landscaping with controlled access along busy streets.



HISTORIC PRESERVATION
Identify and preserve period buildings and find ways to help revitalization.



MASTER PLAN
Create Master Plan of Barbadoes Island for use after PECO.

MASS TRANSIT OPPORTUNITIES

Mini mass transit bus service should be established in a closed loop (such as Horsham Breeze) which would provide regular service between the employment centers in the Township and retail and residential sections – include in the service loop the following: Audubon Square in Lower Providence, Riverview, Metro Area businesses, Main Street, Jeffersonville Golf Course, Farm Park, and the future Einstein Medical Center nearby in East Norriton Township; and SEPTA train stations nearby such as the R-6 stations and Route 100 Light Rail Transit Center in Norristown.

New generations of Township residents will be environmentally conscious and highly educated, small households and attracted by the availability of suburban mass transit.

POPULATION FORCASTS

In 2025, the population is projected to increase slightly to 16,720.

Using the 2000 average household size of 2.23 persons for West Norriton Township, the projected population expansion of 1,819 persons would require the addition of approximately 816 dwelling units (or more if age restricted units are factored into the mix).

It must also be remembered that the continuing decline in family size could result in a change to the dwelling units to population correlation.

Virtually all areas of the Township are accessible to public sewer and public water. Therefore, land use decisions in the future will deal more with select in-fill issues rather than solely with the consideration of density which is a function of available utility service.

In-fill issues will focus on land use decisions such as whether to allow small sites with extensive road frontage along major roads to be converted from residential to low impact office uses or whether or not to sustain the moderate density single family approach in the broad central and northern sections of the Township. Techniques could consider selected cluster housing options such as small lot singles, twins or townhouses.

NON-RESIDENTIAL GROWTH

The most likely areas for development/redevelopment will consist of either BP - Business Professional or Commercial in-fill and the LC-I Limited Industrial Zoning Districts. While there is no certainty how these properties will actually be developed, assumptions for floor area ratios can be utilized to project a distribution from the BP and Commercial Districts using a .20 floor area ratio and from the LC-I District utilizing a .30 floor area ratio.

Using DVPRC statistics on employment yield per thousand square feet of office/industrial development (2.4 employees/1,000 square feet gross floor area), this yields the potential for an additional 3,200 employees to be added to the work force in West Norriton Township during the next twenty year period from 2005 to 2025.

MAIN STREET REVITALIZATION

Provide a continuous pedestrian link from Norristown Borough to Lower Providence Township.

Rebuild/construct new sidewalks at safe locations along Main Street and Egypt Road.

Encourage the revitalization of obsolete and underused properties to stimulate the modernization of existing businesses and growth of new businesses.

Install street trees, pedestrian furniture, and crosswalks along Main Street. Protect those buildings having historical and noteworthy period architecture.

Develop improved parking areas by improving interior circulation, encouraging shared access from Main Street and secondary access between adjacent businesses, and enhancing the environmental quality of retail properties through additional landscaping and the use of best management practices for stormwater management.

JEFFERSONVILLE GOLF CLUB

Continue to operate as a first tier municipal golf course.

Focus on developing Jeffersonville Golf Club as a social/civic center of the community.

Look to grants or municipal financing to implement elements of the 2009 Conceptual Master Plan for development such as a new club house, pro shop, improved parking, new picnic pavilion, new entrance drive with attractive signage, and relocated maintenance building.

PARKS AND RECREATION

Ensure an adequate system of open space for public use.

Develop a diversified system of parks which are intended to satisfy the needs and interests of all sectors of the citizen population and to select park sites based on land suitability and proximity to areas of greatest existing and future population.

Continue to provide new improvements to satisfy immediate needs identified by the Director of Parks & Recreation for: Burnside Fields; Oakland/Padden Park, Betzwood/Wenzel Park, and for other parks that may rise over the next ten year period.

OPEN SPACE

Continue to monitor and update the Township Open Space Plan.

Important Priority I and Priority II properties should be evaluated in order to encourage their preservation through public and/or private partnerships.

Promote creative development having good, responsible design and preservation techniques, such as “cluster development” and “form based zoning”.

Continue to support passive recreation and encourage continued agricultural use of the Norristown Farm Park.

REGIONAL TRAILS

Establish a system of inter-connecting open space areas with trail opportunities for pedestrians and bicyclists.

Provide links to regional trails (such as the Schuylkill River Trail and the Farm Park Perimeter Trail) and with neighboring municipalities, where practicable.

HISTORIC PRESERVATION

The Board of Commissioners may consider the adoption of an Historic Preservation Overlay which would encourage preservation of noteworthy buildings and sites.

Consider establishing a Residential Neighborhood Conservation District that would protect the qualities of older pre-World War II streets lined with authentic period style residences.

Conduct an historic resources survey to prioritize future preservation efforts.

Build a partnership with volunteers to help preserve and enhance historic and culturally important resources.

HOUSING AND RESIDENTIAL COMMUNITIES

Demand. The Township population is diverse in age, family size, and income of residents, which results in demand for many different housing types – which are provided.

Neighborhood compatibility. Most of the housing in West Norriton is composed of distinctive neighborhoods (both old and new). In some neighborhoods where lots are small, it should be determined whether building additions and expanded impervious surfaces can fit in with the surrounding neighborhood.

Residential conversions. Dwelling units which are situated along busy highways or which are historic in nature could be carefully converted to office use provided adequate parking is provided and period rich architectural characteristics are preserved.

Screening. Protect communities from encroachment by incompatible non-residential uses. Parking, loading and storage areas shall be screened and set back from residential neighborhoods. Establish lighting standards to prevent spill over into residential neighborhoods.

Housing standards. Older homes should be inspected to preserve their quality and safety by ensuring compliance with building and safety codes.

ENVIRONMENTAL

Maintain/improve the quality of watersheds.

Adopt and maintain “riparian corridor” standards to prohibit development and land use intrusions into sensitive areas along the Township's first and second order streams and along the Schuylkill River.

Adopt a policy of energy efficient upgrades for all municipal operations.

Address land use codes to be proactive for solar energy and geo-thermal systems for heating and cooling.

Learn environmentally friendly methods of caring for municipal owned lands.

Utilize non-structural stormwater best management practices where practicable.

Continue Township program of recycling Christmas trees and yard waste for Township residents.

LAND USE RELATIONSHIPS WITH CONTIGUOUS PORTIONS OF NEIGHBORING MUNICIPALITIES

East Norriton Township. The existing and proposed development patterns along the northerly boundary with that of East Norriton are virtually identical and thus compatible. In the one instance of a disparate relationship between Stonybrook condominiums in West Norriton and single family residential zoning in East Norriton, the two land uses are buffered by the presence of the Kepner Creek. The Farm Park, VanLandeghem Park, and the West/East Norriton Industrial Park traverse across boundary lines and are compatible in terms of use and zoning.

Lower Providence Township. The long westerly boundary along Lower Providence Township is compatible for virtually its entire length. Where uses are not identical they are buffered by the presence of Trooper Road/Route 363.

Norristown. The boundary along the municipality of Norristown is also virtually identical given the cross-municipal boundary uses of the Farm Park, medium to high density residential zoning along Forrest Avenue, and the relationship of commercial and limited industrial uses south of Main Street. The Riverside/Montgomery Cemetery property, which is basically institutional open space, causes no transitional issues.

Upper Merion Township. The long southerly boundary is bordered by the Schuylkill River, which in itself provides a very significant transition or buffer from disparate uses on the opposite side of the Schuylkill River in Upper Merion Township. In the Betzwood area the presence of existing and proposed medium to high density residential and the employment center of Riverview along with the Valley Forge National Park represents a virtually identical relationship which is mirrored on the south side of the Schuylkill River.

Montgomery County. Existing and proposed development scheme of West Norriton is generally consistent with the objectives and plans of the Montgomery County Comprehensive Plan in those areas where the County Comprehensive Plan makes specific land use or preservation recommendations.



Single family detached homes account for the largest dwelling type in West Norriton. They represent some of the oldest and most recent development patterns in the Township. Single family homes are diverse, consisting of older period-rich and architecturally attractive homes along both sides of Main Street, and along other major roads such as Chestnut Avenue and Whitehall Road; larger manor style homes in the Halford tract section; beautiful subdivisions such as Westover and Betzwood areas; and smaller well kept cape cod and bungalow style masonry homes such as those between Marshall Street and Sterigere Street.

There are eight townhouse communities. All have been built in the last 30 years (there is one pending construction, the Reserve at Stony Creek and one near completion, the Fairways). Until recently, this form has been the fastest growing sector – consistent with trends Countywide.

There are four existing apartment communities. A fifth community – the Greens at Westover – is a just completed owner occupied age qualified community overlooking golf holes of the Westover Golf Club.



Riverview along the Schuylkill River in the Betzwood area consists of 610 units of both rental and condominiums in two new communities known as the Lofts and Riverview Landing at Valley Forge. These are 3 and 4 story buildings with first floor garage parking along with pools and fitness centers that represent the newest of the apartment communities within the Township.



The large percentage of single person households in the Township is likely to continue. Manufactured and mobile homes are virtually non-existent in West Norriton, and none are proposed at this time. Approximately 72% of all housing units in 2000 were owner occupied. The vacancy rate was slightly higher than the County average, while the median value of an owner occupied unit of \$132,900 was substantially lower than the median value for Montgomery County. In the last few years, rental units have been added to the Township housing supply at a rate three times greater than for sale units. The median age of housing stock in West Norriton was constructed in 1971, which is twelve years newer than the County average. Since 2000, approximately 900 new residential units have been added to the housing supply in West Norriton.



As the Valley Forge Marketplace nears completion, it exceeds 424,000 square feet and is one of the larger retail centers west of Norristown in Montgomery County and features two big box retailers: Walmart and Home Depot, numerous retail stores, and five free-standing retail pads along Valley Forge and Egypt Roads.

Listed below are excerpts from the publication The Long-Range Plan for the Greater Philadelphia Region prepared and printed by the Delaware Valley Regional Planning Commission.

West Norriton Township is identified as a "developed community/mature suburb which have already experienced their population and employment growth. Strategies should focus on stabilizing housing prices, diversifying populations, and developing local economies."

Generally at Shannondell Boulevard and Trooper Road an area defined as a "metropolitan sub-center" has been identified and these areas "offer a mix of commercial, retail, institutional, and residential activities that reflect a region-wide significance".

The metro area identified for West Norriton includes the Valley Forge Marketplace, the Valley Forge Business Center, Quest Diagnostics and medium density townhouse communities of Trent Manor and the Mews in West Norriton, as well as the business and commercial development along the westerly side of Trooper Road in Lower Providence Township.



Three of the largest employers in West Norriton are situated in the 'Metro Area'. These companies and their 2009 employees are:

- Quest Diagnostics – 400**
- Walmart Superstore – 365**
- Globus Medical – 352**

These three businesses are examples of the dynamics of new business growth in the region – none of these three companies existed in the Township 22 years ago. Now they are preminent in their fields of: medical testing, value big box retail, and spinal technology products.



TRAFFIC AND TRANSPORTATION

West Norriton has enacted an Act 209 Impact Fee Ordinance which permits the collection of fees to help offset capital improvements required to upgrade major intersections in West Norriton.

Intersection improvements are largely engaged in adding turning lanes, improving signal timing, and other improvements that will improve both safety and level of operation of the intersections.

No new major highways or bypass roads are planned for West Norriton. The best option for future transportation will be the introduction of alternate forms of mass transit opportunities for future use and convenience of residents and employees of Township businesses. (See Vision Plan for explanation.) Road closures or realignments could be considered in order to reduce conflicts at intersections.

The southern tip of the Township is traversed by the Route 422 Expressway and associated bridge over the Schuylkill River. The on/off ramp system situated at Route 363 is currently under study for a new and expanded interchange (mostly located in Lower Providence) which would increase the capacity and direction of exit/entrance ramps along Route 422. Construction is estimated to start in 2012. Impact on the motoring public will be beneficial and enhance the utility of the expressway. Impact on future land use in West Norriton should be negligible as non-residential zoning has been applied to nearby properties and the residential neighborhoods of Riverview and Betzwood are built out. In addition, a trail bridge is planned at the location of the old Betzwood Bridge to connect the Schuylkill River multi-use trail (on the north side of the River) with the Valley Forge Park trail in Upper Merion on the south side of the Schuylkill River. Installation is planned for 2011.



NON-RESIDENTIAL TRENDS

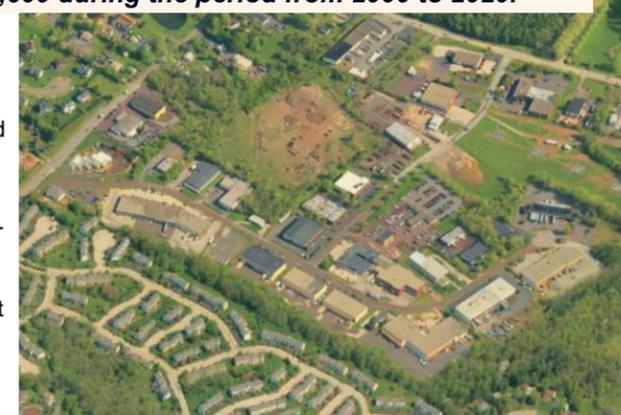


In addition to numerous businesses, West Norriton is the home of a number of public sector employers, including the Norristown Area High School, administration and two elementary schools; Norristown State Hospital along Sterigere Street; the Pathway School; and the Montgomery County Youth Center.

In 1973, Norristown Area High School opened its new high school complex which now includes sports fields, administration building, and the Whitehall Elementary School. This complex is approximately 90 acres. Upon completion of the Whitehall Elementary School, the old Burnside Elementary School at West Main Street was closed and demolished. The Burnside fields were acquired by the Township (now known as Centennial Park) and the balance of the property was rezoned commercial.

The number of jobs is forecast to slightly increase to 7,600 during the period from 2000 to 2020.

Industrial zoning is shrinking and being replaced by either residential and mixed use development (as in the case of the Riverview development on the site of the former Synthane Taylor) or major retail complexes such as the Valley Forge Marketplace. Barbadoes Island also zoned industrial has until recently been used by PECO for power generation and transmission. The West/East Norriton Industrial Park has been developing for over 30 years and is now virtually built out. The most recent development in the Park was the Malvern School adjacent to Trooper Road. Applications for infill and reuse of older buildings are typical of current applications. The Valley Forge Business Center (consisting of the Boulevard of the Generals and General Armistead Avenue) is largely built out but also has experienced modest building expansions in the recent past. At approximately 150 acres this continues as the largest industrial and employer center in West Norriton.



OVERVIEW

Before 1920 West Norriton Township was primarily agricultural with the exception of a strip of commercial and residential development along Main Street between Burnside and Schuylkill Avenues. Until the end of World War II, most people moving into West Norriton migrated from Norristown and nearly all of its residents worked in the immediate Norristown area. The first significant residential neighborhood, which grew up adjacent to Norristown Borough, is known as Jeffersonville.

West Norriton is largely residential today, due in part to the fact that the Schuylkill River had steep slopes which rendered this section of the river unusable for industry. Thus, when nearby communities in Norristown, Bridgeport, Plymouth, Conshohocken, and West Conshohocken were evolving into a strong industrial base in the nineteenth century, much of the area in West Norriton remained agricultural with the exception of the Betzwood area. At one time farms, including agricultural produce and livestock, flourished in West Norriton Township. Most of the larger farms have been developed for residential subdivisions or industrial parks. Only one farm remains, and is currently known as the Markley Farm, which began as 55 acres along Chestnut Avenue in 1871. From the turn of the century through the 1950s, three large dairy farms provided both wholesale and retail milk businesses which served the greater Norristown area with milk delivery. At one time, the Middleton & Sons pigeon farm became the third largest pigeon farm in the world, selling as many as 100,000 squabs a year. This farm was situated at Whitehall Road and Marshall Street. The largest and most spectacular farm was the Lucerne Farm which occupied 350 acres on South Schuylkill Avenue below Ridge Pike. This land was gradually sold off in the 1950s and became known as the Westover area, which included single family and townhouse subdivisions as well as the Westover Golf Club which remains to this day. The most extensive farming operation in the area continues to be run by the Commonwealth of Pennsylvania and is now known as the Norristown Farm Park.

More recently, since 1995 infill development has consisted of single family development and townhouses on small sites. Two noteworthy large new developments have occurred in the southerly section of the Township:

1. **Valley Forge Marketplace, consisting of more than 400,000 square feet of retail space at the intersection of Egypt Road and Trooper Road (Route 363); and**
2. **Riverview, a major mixed use development partially complete and comprised of more than 600 residential apartment units and the reclaimed Lubin Studios for office use. This development is currently under construction and constitutes a revitalization/redevelopment of a site previously used for industrial purposes (a.k.a. Synthane Taylor). Future uses may include office/retail space, a hotel and additional residential use.**

The Norristown Area School District Campus (originally constructed in the early 1970s) has expanded its facilities with the recent construction of the Whitehall Elementary School.

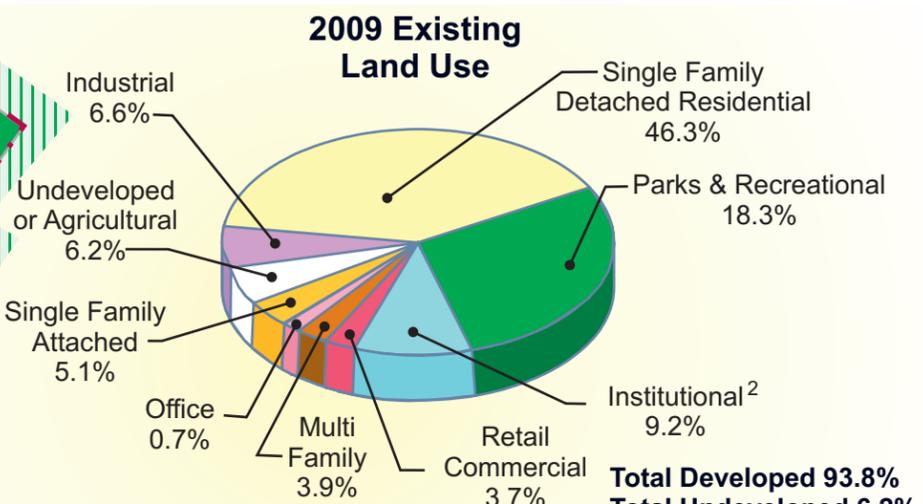
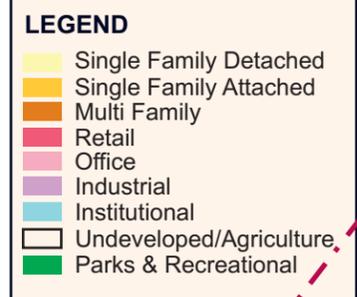
UTILITY SERVICES

West Norriton is in the enviable position of having virtually all of the land areas accessible to public sewer and water.

⇒ **Pennsylvania American Water has water supply rights throughout West Norriton Township and will supply adequate and reliable water to meet supply needs for the foreseeable future.**

⇒ **Major priorities for sanitary sewer are as follows:**

- **I & I remediation within Township – the repair of leaking sewers mains, laterals and manholes to free up flow capacity within the NMWA treatment facility.**
- **Pump Station replacement of Rittenhouse and Whitehall – to allow for future construction within the Township and to replace aging existing infrastructure.**
- **New wastewater treatment facility – with Norristown, stand alone or with another municipality to replace the current NMWA plant.**



- Notes:**
1. % of acreage, Total Acres = 3,776.0
 2. Institutional includes churches (C), cemeteries (CEM), schools (S) and 40 acres of Norristown State Hospital.
 3. Road rights-of-way are proportionately allocated to each land use.
 4. Undeveloped lots which have approved development plans are shown as having developed land use.

EXISTING LAND USE

The color Land Use pie chart lists the major land use categories followed by the percent of the Township devoted to each. Single family detached accounts for the largest single category at 46.3%. All sections of the Township feature single family neighborhoods at generally a medium density. The Halford tract consists of the lowest density neighborhood in West Norriton. Older neighborhoods are in Betzwood and on side streets along Main Street. Newer development for both single family and townhouses has occurred in the westerly sections of the Township along Valley Forge Road, Chestnut Avenue, and in the Westover section.

The second largest land use category is park and recreational land use, which accounts for 18.3% of the total Township. This category is largely influenced by the Farm Park portion (260 acres) of the State Hospital grounds and the two 18-hole golf courses (Jeffersonville Golf Club which is a public course owned by West Norriton Township and Westover Country Club which is privately owned but is open

to the public while maintaining private membership play as well). All other categories of land use are single digit percentages, with institutional land uses ranking as the third largest land use group. The vacant, agricultural and conservation category has been reduced by 87 acres since the 1995 Open Space Plan, of which 19.6 acres has been preserved for public open space.

As can be seen from the land use analysis, very little of the Township can be characterized as vacant or agricultural land use. West Norriton Township is a largely built out community with a well established land use base. The greatest recent change in percentage from the 1995 Open Space Plan, however, indicates a reduction in vacant, agricultural and conservation land use which now equals 6.2% of the total. However, during the same time there was a slight increase in park and recreational land use and West Norriton boasts a very high 18.3% due to the acquisition of three properties for permanent park and recreation purposes. Development trends include rehabilitation/redevelopment of the commercial corridor along West Main Street, although this particular change is not reflected in land use statistics. However, the Valley Forge Marketplace has been largely completed since 1995 and has resulted in a significant increase in acreage within the Township devoted to commercial/retail. During the same time, industrial land use and zoning have significantly been reduced: **First, in part due to the conversion of industrial zoning to the aforementioned Valley Forge Marketplace; and secondly, due to the conversion of industrial zoning for the Riverview community currently under construction in the Betzwood area. It should be noted the plan for Riverview has included the preservation of a "river walk" adjacent to the Schuylkill River and links to the scenic Schuylkill Bike Trail.**

Since 1995, Industrial Land Use and Zoning have been significantly reduced, replaced by commercial and residential land uses.

Parks and recreational is the second largest land use category, after single family detached residential.

Over half of the land area of West Norriton Township is now devoted to residential categories of land use (55.3%)