

EXETER TOWNSHIP TOWN CENTER AND WATERFRONT MASTER PLAN



September 12th, 2016
8:00 PM
Exeter Township Building



URBAN PARTNERS



Draft Master Plan (process)

- Work through revisions toward a final master plan.
- Engage in multiple work sessions and conversations with Township officials and committees over the next 3 months.
- Maintain flexibility toward incorporating better ideas in the future.
- Stretch the creative envelope while remaining grounded in economic reality.
- Adopt final plan as an amendment to the Comprehensive Plan
- Next - Create overlay zoning to create new and additional opportunities for development and redevelopment. Add infrastructure improvements to the Official Map.
- Aggressively seek funding for public sector improvement that will serve as catalysts to private sector investments.
- Information meeting with Berks County Planning was very positive. County Staff expressed enthusiasm and support for this initiative.



Master Plan Goals

1. Identify market gaps and development potential. The Town Center and Waterfront Master Plan should focus on short-term market opportunities while planning for long-term possibilities in both areas.



Master Plan Goals

2. Create a vision for the Town Center and Waterfront. This vision should incorporate:

- sustainability;
- green infrastructure;
- high-quality design;
- multi- modal transportation enhancements within and outside of the Township;
- and, quality-of-life amenities intended to keep existing businesses and residents in Exeter while attracting new enterprises and citizens to the Township.



Master Plan Goals

3. *Maintain the character and integrity of existing neighborhoods.* New development should be sensitive to existing residences and businesses while introducing new opportunities for existing and future stakeholders.



Master Plan Goals

4. Respect, maintain and enhance sensitive environmental lands. These include floodways and floodplains, riparian areas, wetlands, steep slopes, and woodlands. New development should treat stormwater runoff as a resource toward compliance with MS4 requirements and regulations.



Master Plan Goals

5. Enhance the aesthetic character of Exeter Township. Create design guidelines for architecture, streetscape, civic spaces and parks that enhance the spiritual, mental and physical well-being of residents and the Township workforce.



Master Plan Goals

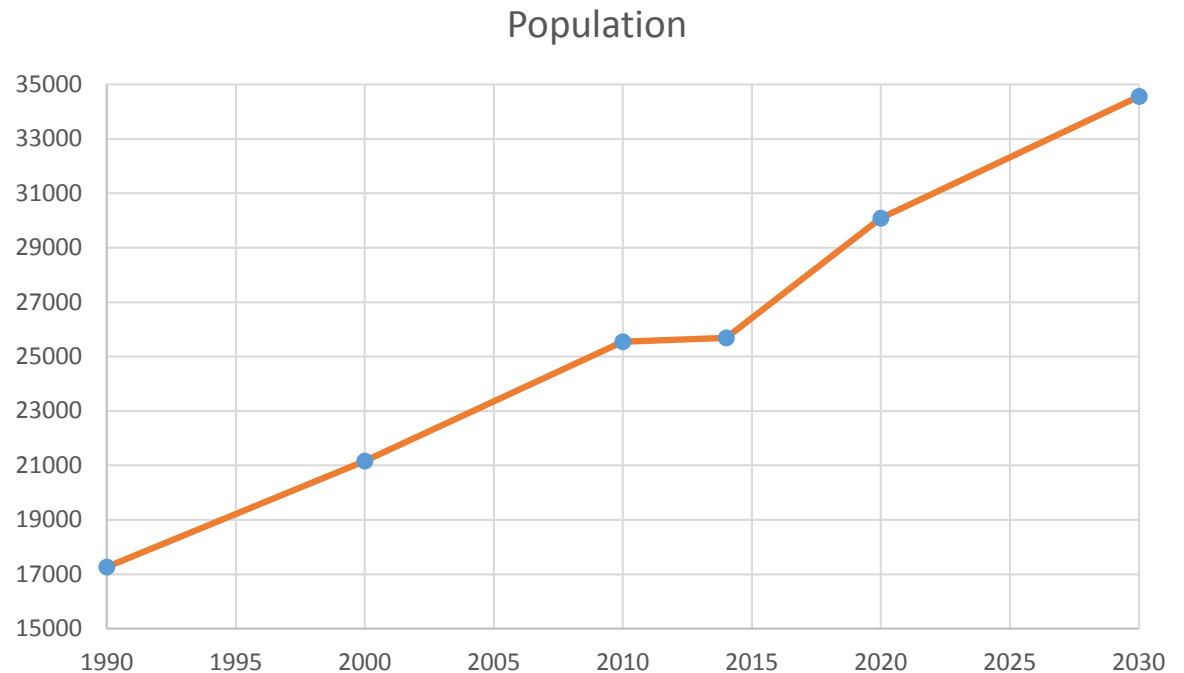
6. Establish Exeter's brand as a "Live, Work, Play" community. The Town Center and Waterfront will be catalysts for economic growth over the next two decades. Enhance the Township's attractiveness to families, millennials and empty nesters through development that provides a wide range of employment opportunities, services, entertainment, recreational opportunities and quality of life amenities .



Township Background

Population

- 1990: 17,260
- 2000: 21,161 (+23%)
- 2010: 25,550 (+20%)
- 2014: 25,684 (+0.5%)
- 2020: 30,090
- 2030: 34,560



Median Age: 41.8

Growing Township - Rising Expectations



Township Background

Household

Median Household Income (2014 5-Year Estimate): \$74,689

Educational Attainment (2014 5-Year Estimate)

- Percent high school degree or higher: 92.3%
- Percent bachelor's degree or higher: 34.2%

Increasing Affluence & Educational Attainment



Township Background

Worker Profile

Total Primary Jobs (2014): *Exeter* - 7,933; *Berks County* – 164,123

Top 5 Industries by Employment (2014)

Exeter

- Retail: 23.4%
- Manufacturing: 15.0%
- Health Care and Social Assistance: 12.6%
- Accommodation and Food Services: 8.8%
- Educational Services: 6.0%

Berks County

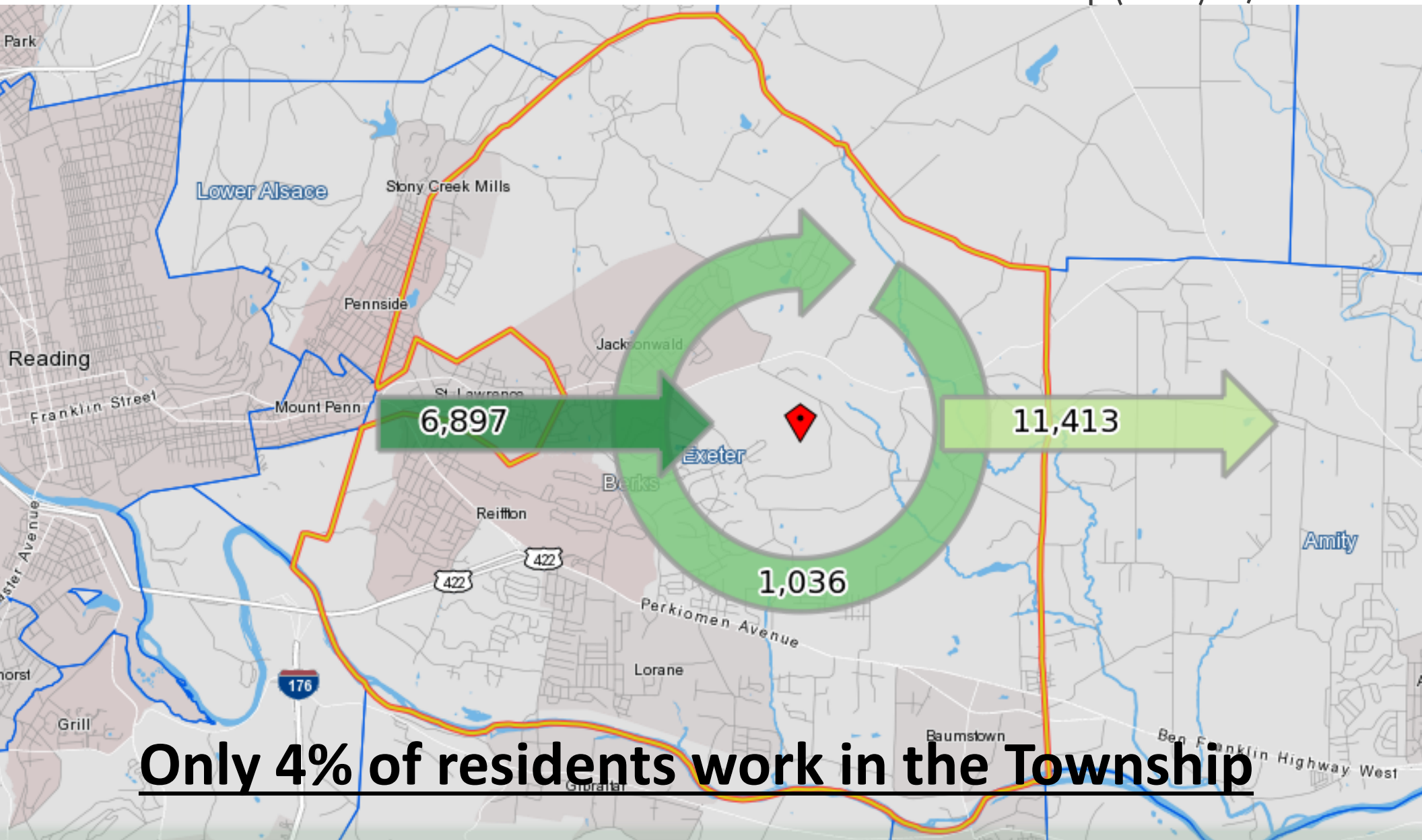
- Retail: 11.1%
- Manufacturing: 19.4%
- Health Care and Social Assistance: 15.9%
- Accommodation and Food Services: 6.3%
- Educational Services: 8.6%

Reasonable Industry Diversity



Township Background

Job Deficit in Exeter Township (2014): 4,516 Jobs





MARKETS EXAMINED

- Retail
- Sales Housing
- Rental Housing
- Commercial/Office
- Entertainment
- Hotel





SUMMARY of MARKET OPPORTUNITIES

- Retail – locally-serving (approx.)
 - 40,000 SF Grocery store
 - 15,000 SF Pharmacy
 - 28,000 SF of full-service Restaurants – could serve Waterfront
 - 16,000 SF of limited-serving Restaurants
 - 3,000 SF Gift store
- Retail – regionally-serving: “mini-box stores” (approx.)
 - “Mini-box” stores that gravitate toward big box
 - 36,000 SF Furniture store
 - Two 20,000 SF Home furnishing stores
 - 31,000 SF Electronics store
 - 58,000 SF of Family clothing stores
 - 17,000 SF Sporting goods store
 - 150,000 SF Warehouse club
 - 72,000 SF of Full-service Restaurants – could serve Waterfront
- **Total 435,000 SF of retail for the Town Center**



SUMMARY of MARKET OPPORTUNITIES

- Sales Housing – Town Center or Waterfront
 - **Single-family: Not recommended for emphasis**
 - Condominiums: \$175-\$200K; **5 to 10 units per year** over ten+ years
 - Townhouses: \$200-\$225K; **15 to 20 units per year** over ten+ years
- Rental Housing – Town Center or Waterfront
 - Higher-end with luxury amenities; **50 to 75 units per year over five+ years**
 - 1 Bedroom: \$1,200 to \$1,400 per month for 800 SF to 1,000 SF
 - 2 Bedroom: \$1,400 to \$1,600 per month for 1,000 SF to 1,200 SF
- Office – Town Center
 - Focused on medical office with outpatient services; rents up to \$15/SF
- Hotel – Town Center
 - **New “upper midscale” hotel of 100 to 120 rooms every four years**
- Movie Theater – Town Center
 - Limited potential; not recommended
- Bowling Center – Town Center
 - Could be potential if Bowl-O-Rama is redeveloped



Township Background

Historic Aerial - 1937



Organic Development



Township Background

Historic Aerial - 1958



Organic Development



Township Background

Historic Aerial - 1971

Organic Development

EXETER TOWNSHIP TOWN CENTER
AND WATERFRONT MASTER PLAN

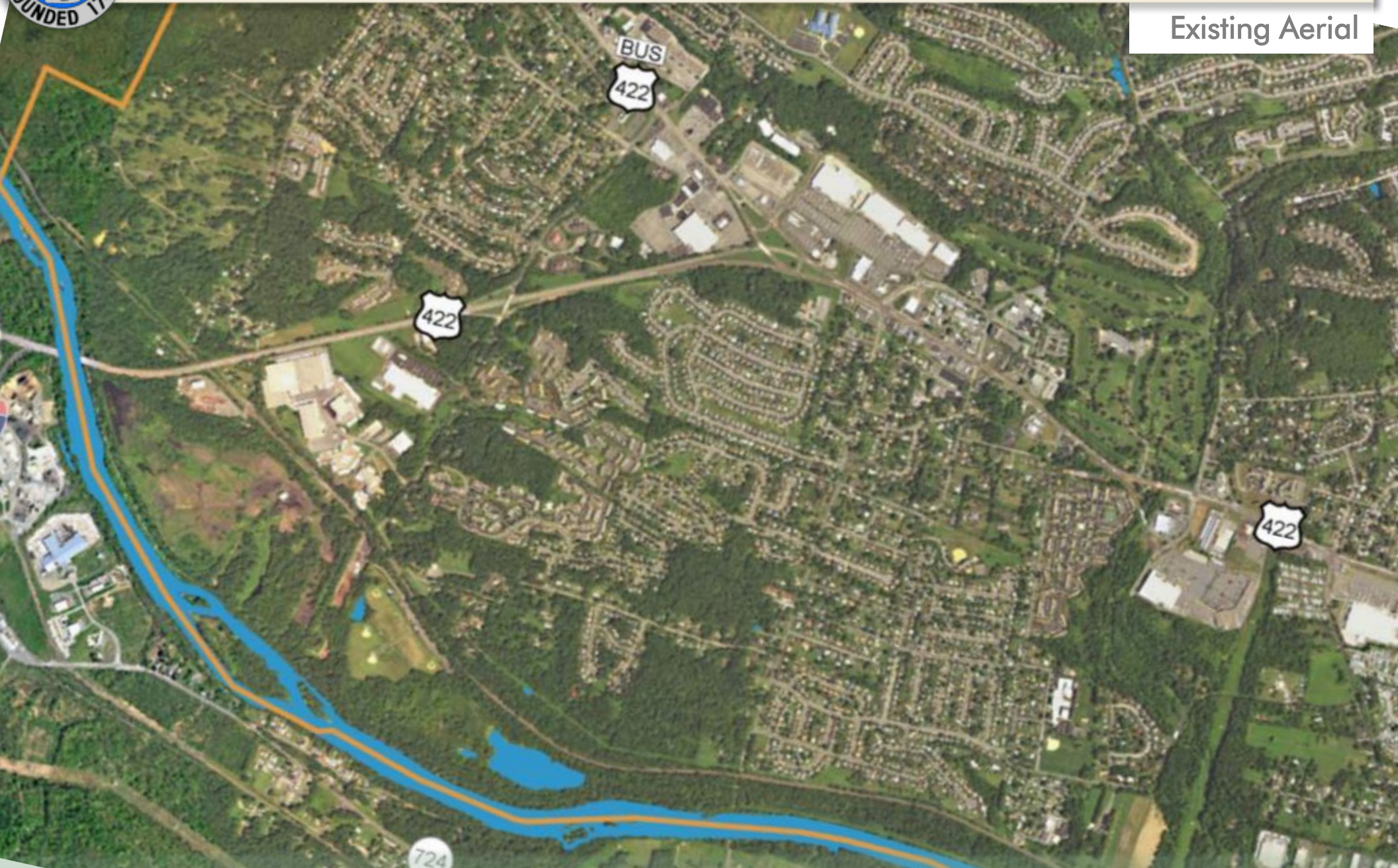


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COMMUNITY & ECONOMIC DEVELOPMENT



Township Background

Existing Aerial



**EXETER TOWNSHIP TOWN CENTER
AND WATERFRONT MASTER PLAN**

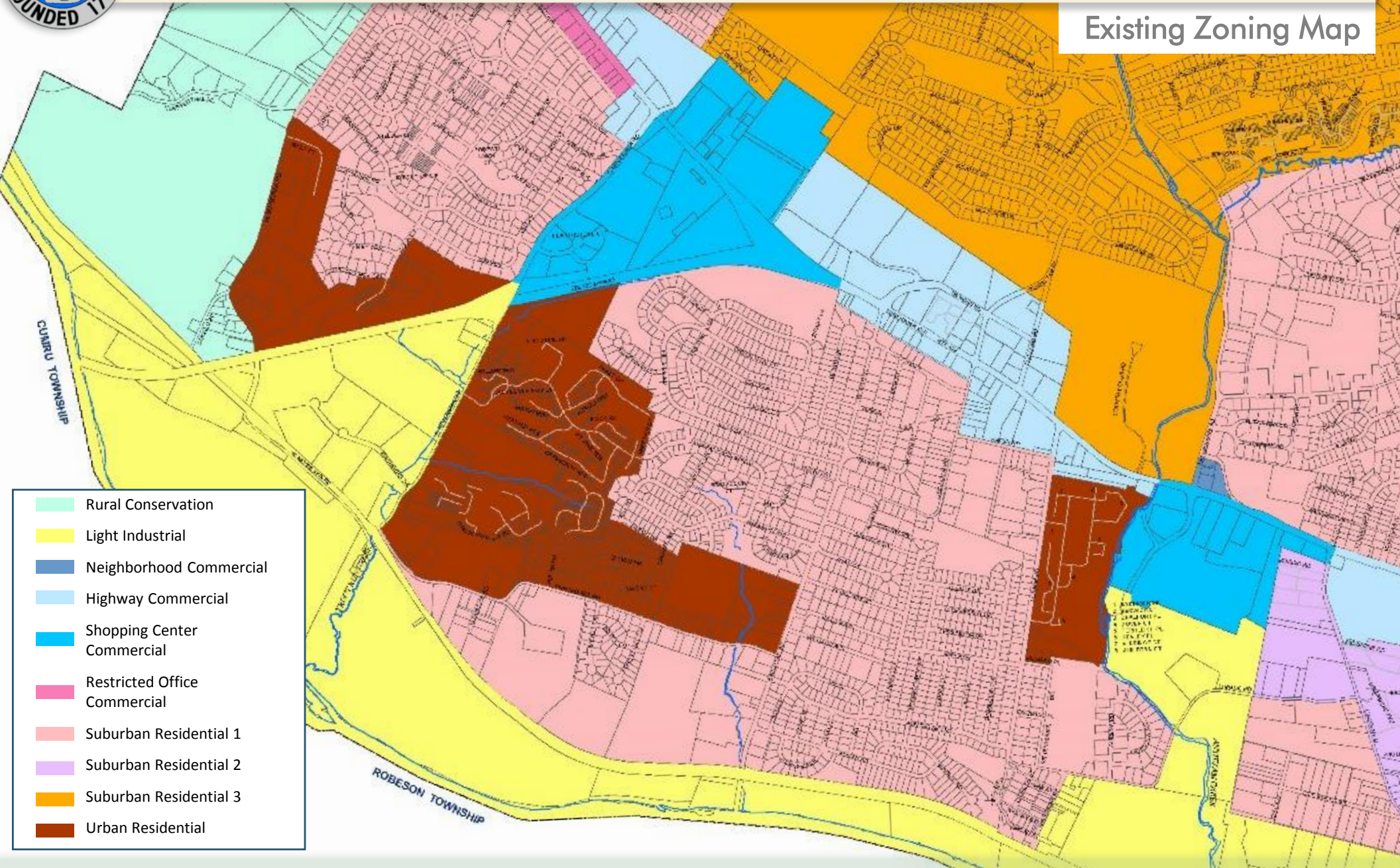


URBAN PARTNERS
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Zoning

Existing Zoning Map



EXETER TOWNSHIP TOWN CENTER AND WATERFRONT MASTER PLAN

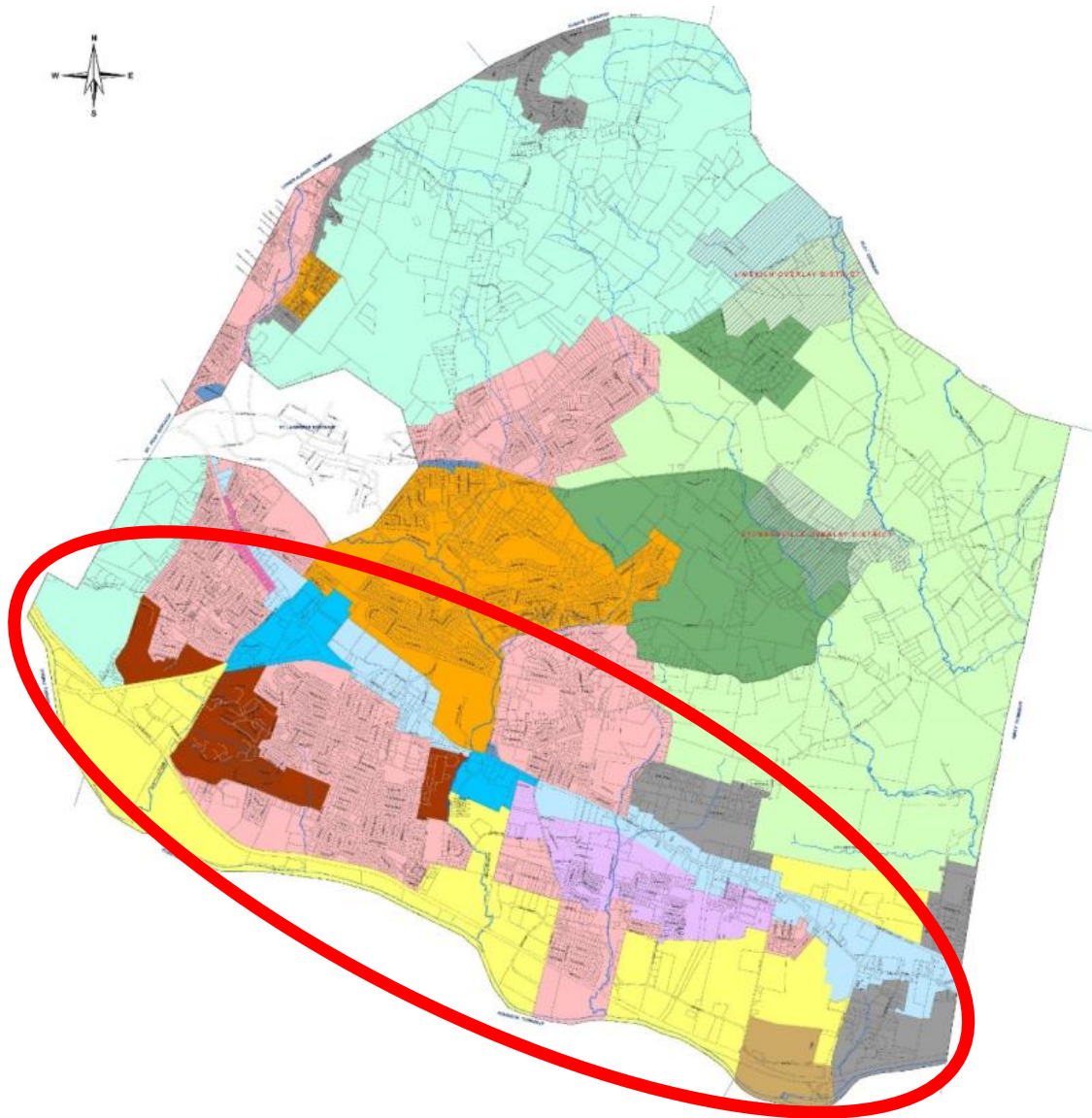


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COMMUNITY & ECONOMIC DEVELOPMENT



Zoning

Township Zoning Map

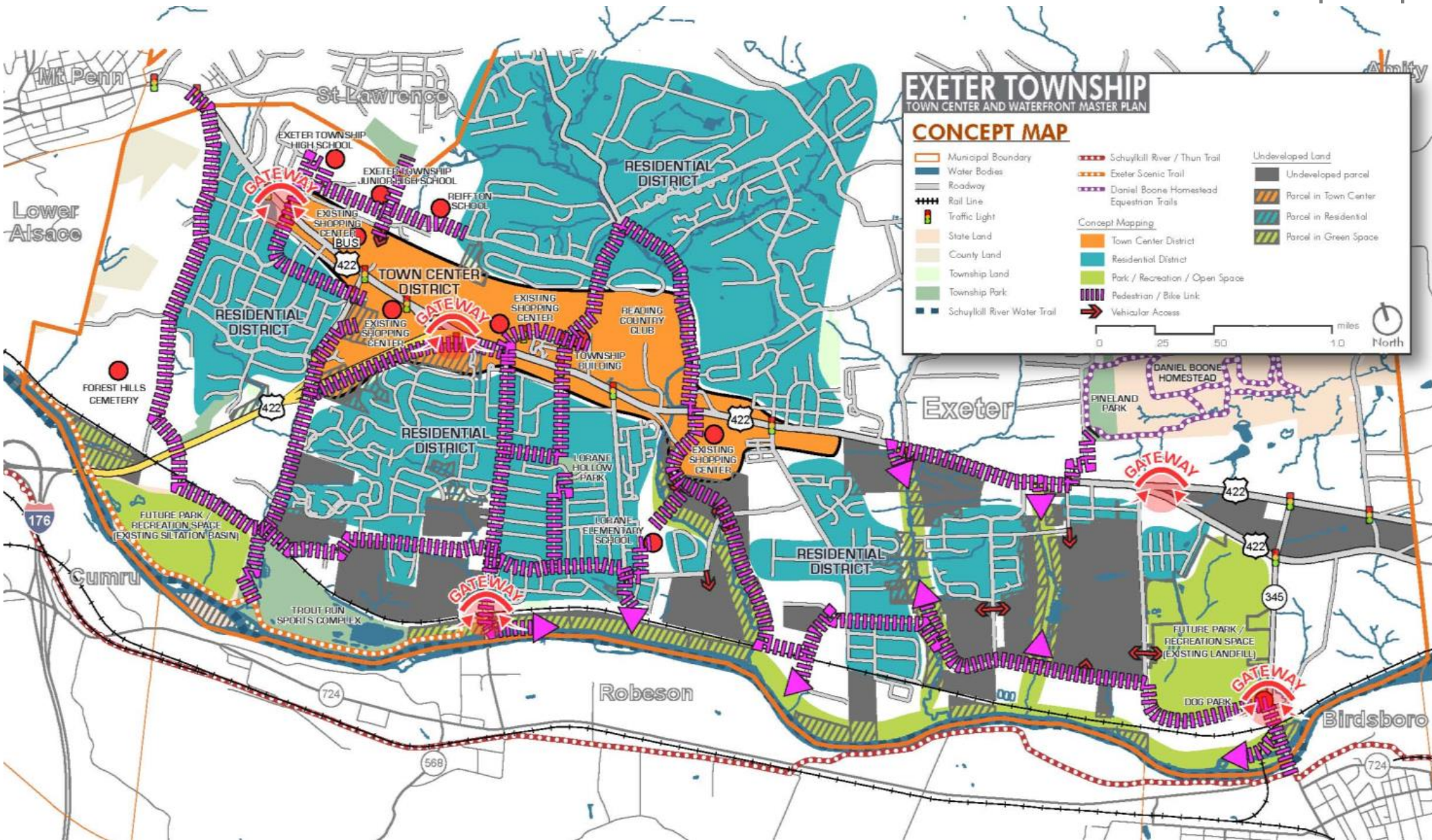


LEGEND	
Zone	
	AGRICULTURAL PRESERVATION
	RURAL CONSERVATION
	RURAL
	LIGHT INDUSTRIAL
	GENERAL INDUSTRIAL
	NEIGHBORHOOD COMMERCIAL
	HIGHWAY COMMERCIAL
	SHOPPING CENTER COMMERCIAL
	RESTRICTED OFFICE COMMERCIAL
	SUBURBAN RESIDENTIAL 0
	SUBURBAN RESIDENTIAL 1
	SUBURBAN RESIDENTIAL 2
	SUBURBAN RESIDENTIAL 3
	URBAN RESIDENTIAL
	twp_extent
	Zoning Overlay Districts
	Private Roads



Site Analysis – Town Center and Waterfront

Concept Map



EXETER TOWNSHIP TOWN CENTER
AND WATERFRONT MASTER PLAN

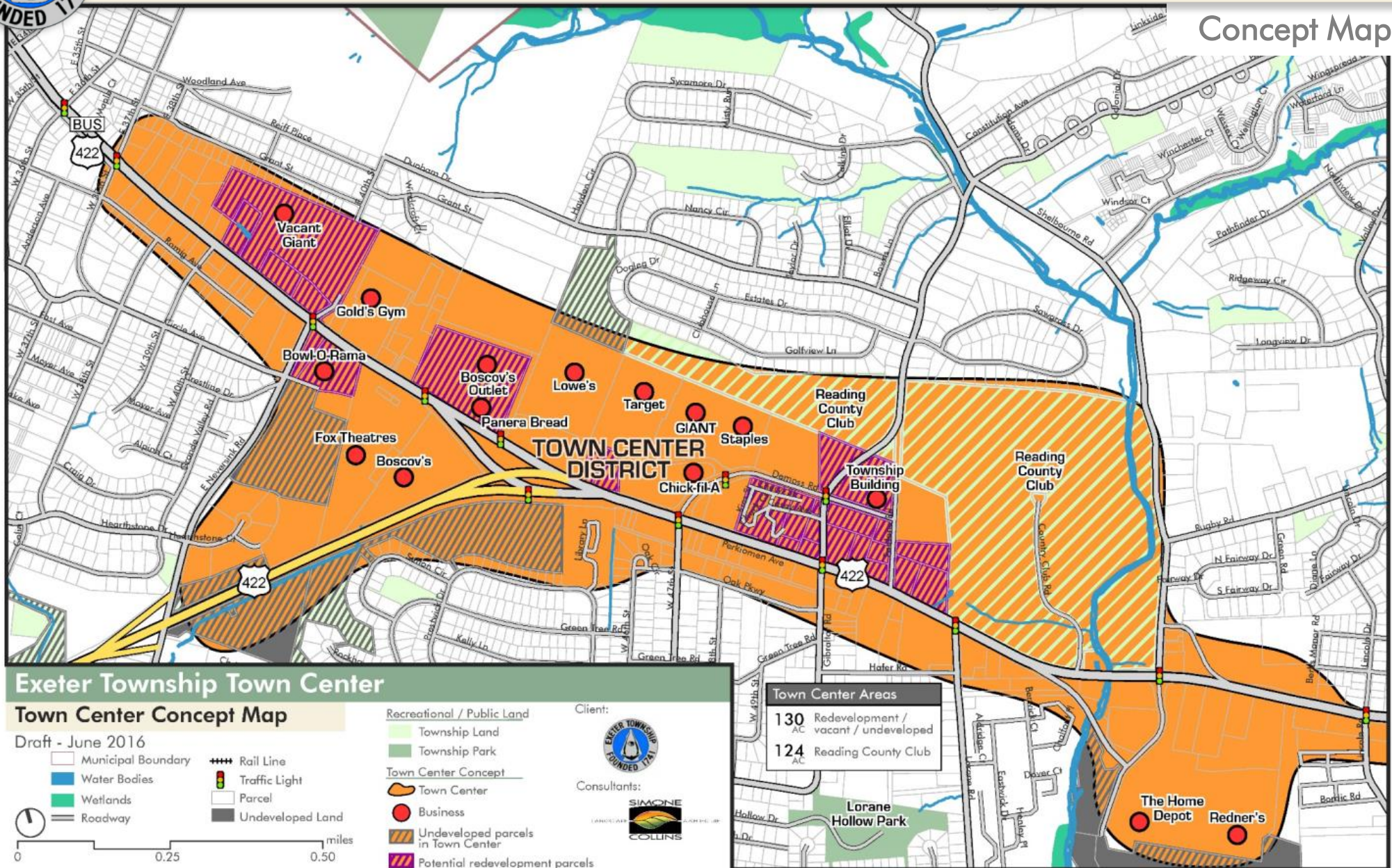


URBAN PARTNERS
COMMUNITY & ECONOMIC DEVELOPMENT



Site Analysis – Town Center District

Concept Map





Conclusions

Master Plan Concept for the Riverfront and Town Center

Site Analysis Conclusions

1. The establishment of new walking and bicycling trails between the town center and waterfront is possible. They will enhance the vitality of each area and enrich the quality of life in surrounding residential areas by creating non-vehicular transportation alternatives.
2. There are numerous undeveloped parcels in the project area with access to existing sanitary sewer lines. There are at least 1,000 acres of undeveloped or vacant land in the project area.
3. In the future, two green anchors will be “bookends” in the waterfront:
 1. the siltation basin in the west and 2. landfill in the east. They will be connected by a greenway / trail along the Schuylkill River. This network will be an important amenity that will increase property values and the desirability to locate residences and certain types of businesses near the river.
4. The town center has excellent roadway access. The Waterfront has serviceable roadway access that will need improvements.



Conclusions

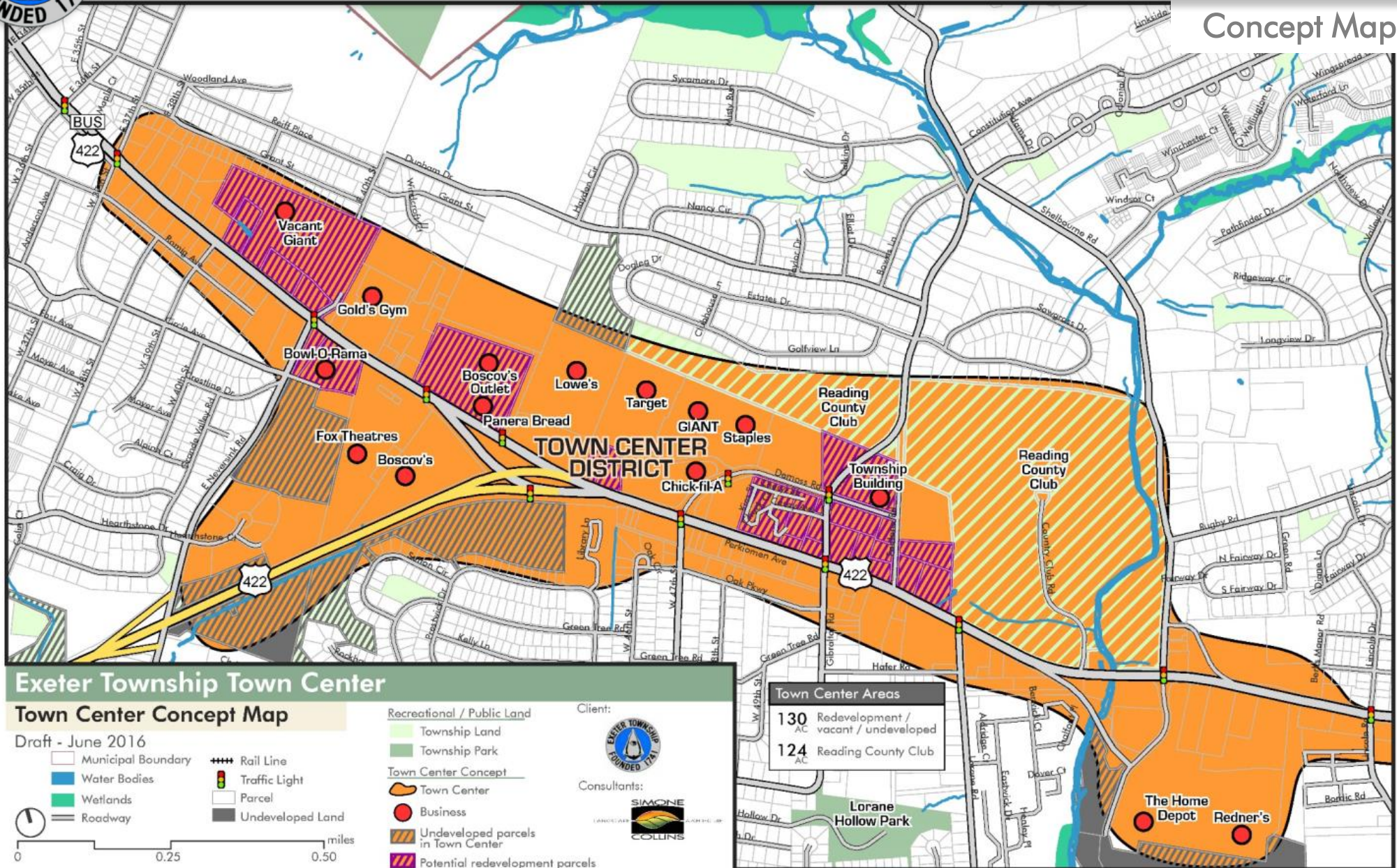
Site Analysis Conclusions

5. There are dense, residential areas within walking distance of both the town center and waterfront
6. In the town center, there are approximately 225 acres of potential redevelopment sites spread out over the district. There are 5 or 6 underutilized or vacant parcels. If the entire 125 acres of the golf course is included, there are 350 acres of potential redevelopment land in the town center. Pedestrian connectivity should be incorporated into the planning of these sites and into the entire town center.
7. There is the potential for five (5) gateways into Exeter:
 - Business route 422 (from the north)
 - Route 422 expressway (from the north)
 - Business Route 422 (from the south)
 - Gibraltar Road (from the south – river)
 - South Center Road (from the south – river)



Site Analysis – Town Center District

Concept Map



Exeter Township Town Center

Town Center Concept Map

Draft - June 2016

- Municipal Boundary
 - Water Bodies
 - Wetlands
 - Roadway
 - Rail Line
 - Traffic Light
 - Parcel
 - Undeveloped Land
- 0 0.25 0.50 miles

Recreational / Public Land

- Township Land
- Township Park

Town Center Concept

- Town Center
- Business
- Undeveloped parcels in Town Center
- Potential redevelopment parcels

Client:



Consultants:



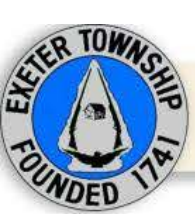
Town Center Areas

- 130 AC Redevelopment / vacant / undeveloped
- 124 AC Reading County Club

Lorane Hollow Park

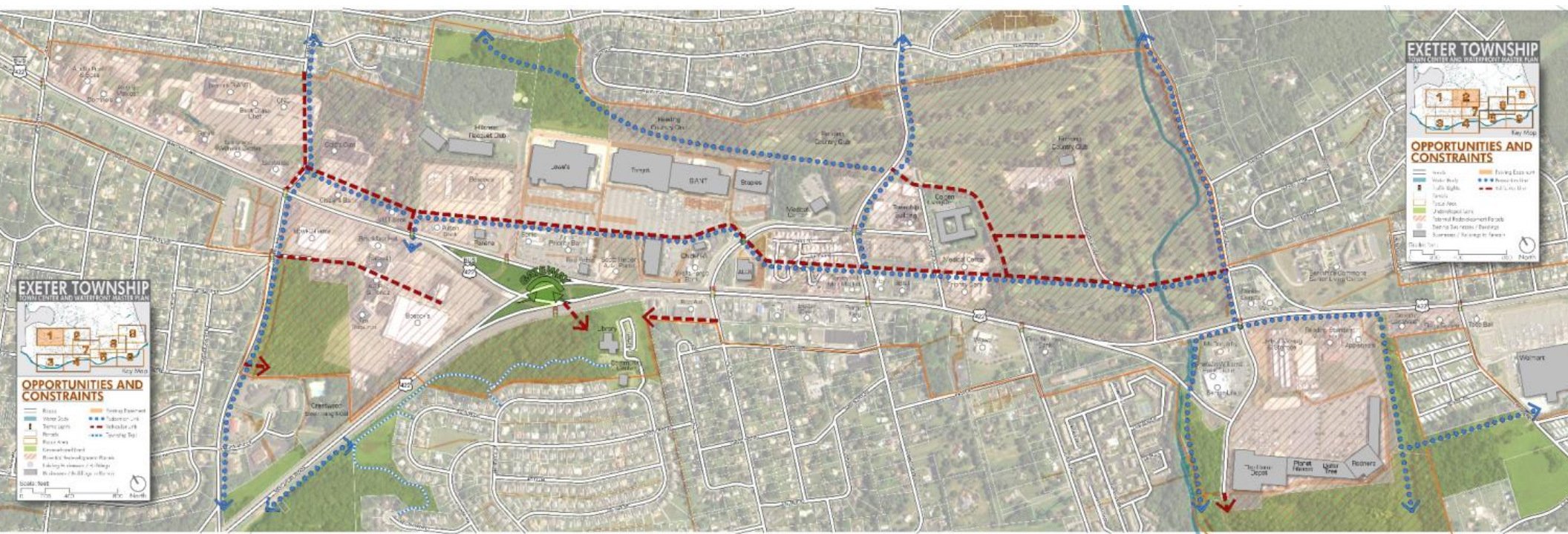
The Home Depot

Redner's



Town Center

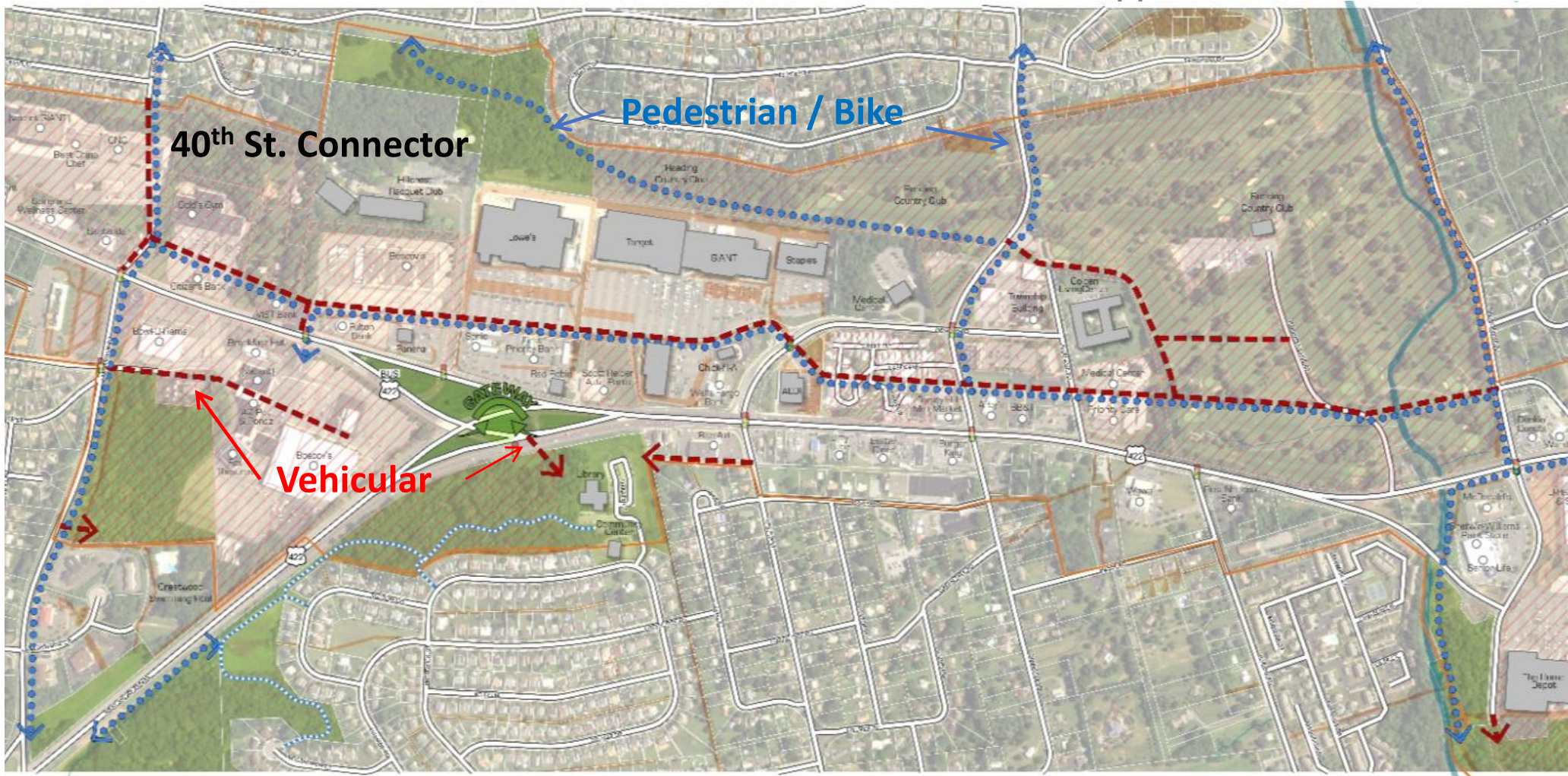
Opportunities and Constraints





Town Center

Opportunities and Constraints



New and Enhanced Circulation routes



Town Center

Existing

Exeter Commons Shopping Center





Town Center

Pedestrian / Bike Corridor

Exeter Commons Shopping Center

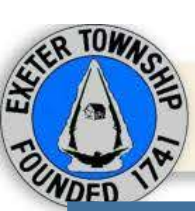


Ex. Parking

Ex. Drive Aisle

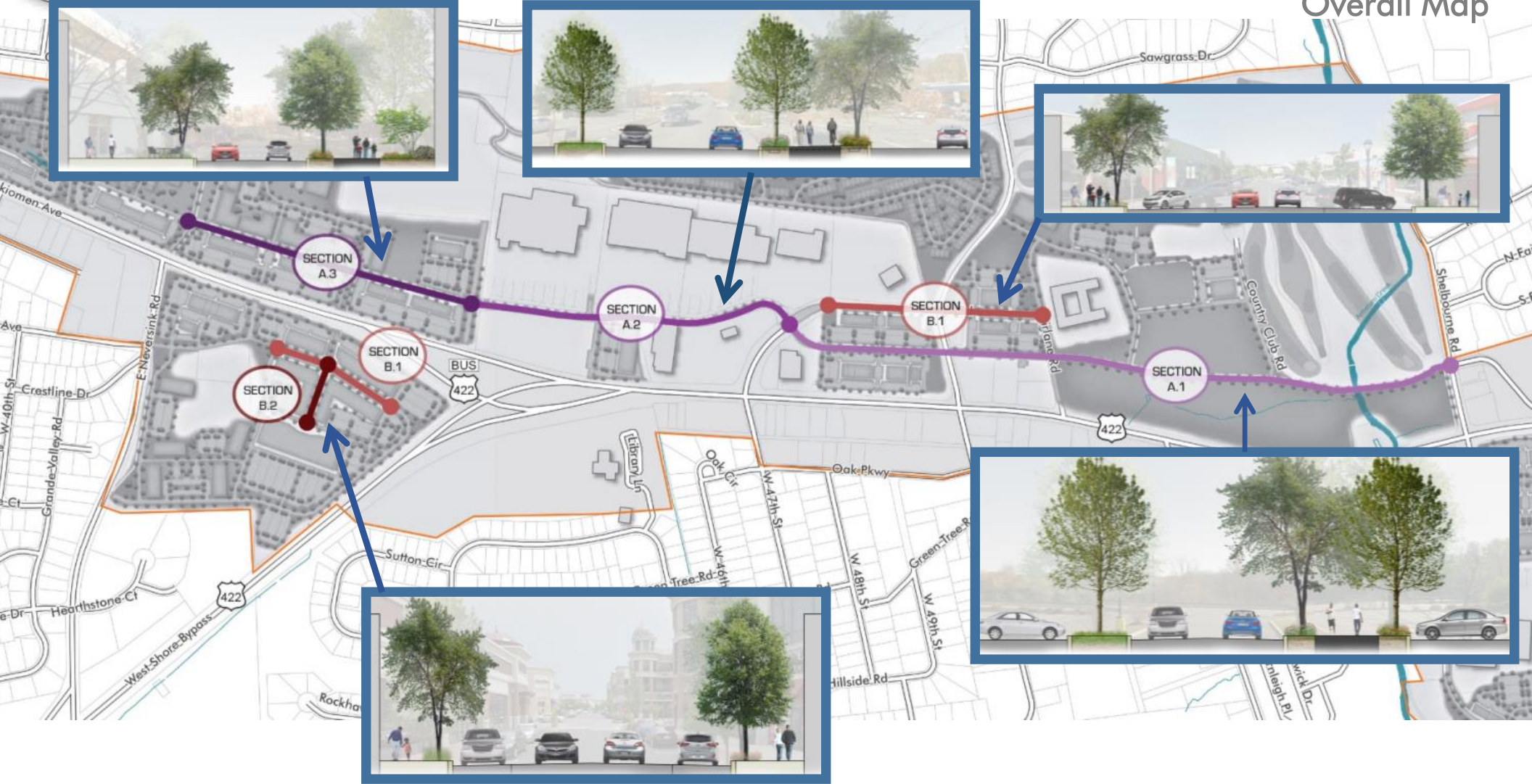
Protected Ped/Bike lane

Ex. Parking



Road Typology

Overall Map





EXETER TOWNSHIP TOWN CENTER AND WATERFRONT MASTER PLAN

DEVELOPMENT AREA INVENTORY

Site #	Total Area (AC)	SF / # of Units	Use
1	56.45	108,830 SF	Retail
		57,330 SF	Office
		15,000 SF	Hotel
		303 Units	Apartment
		100 Units	Townhomes

EXETER TOWNSHIP TOWN CENTER AND WATERFRONT MASTER PLAN



Town Center

Concept Plan

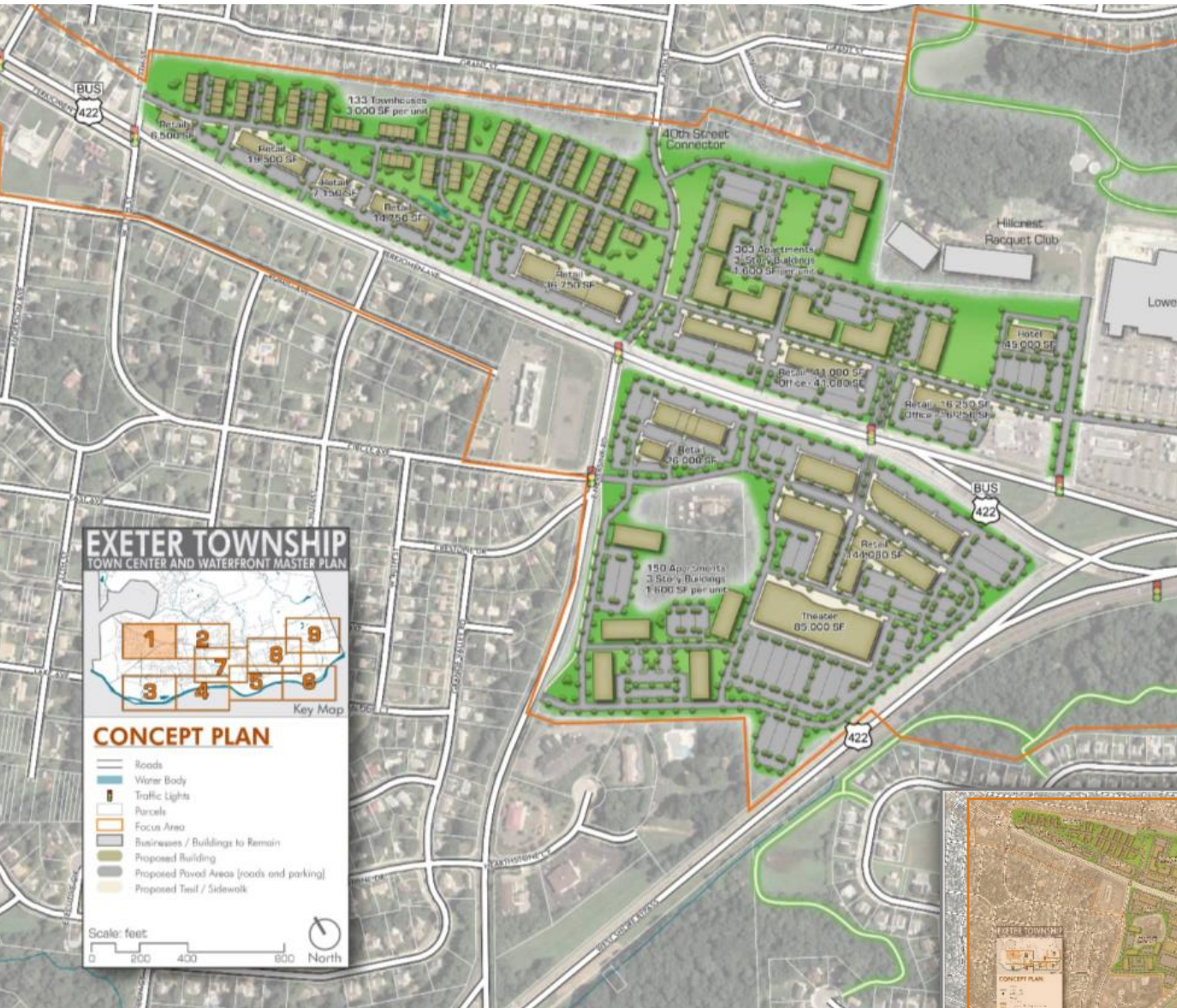


Town Center Concept Plan:

- 682,210 SF Retail (replace 621,000 SF vacant / underutilized retail)
- 109,230 SF Office
- 603 Apartment Units
- 287 Townhouse Units
- 30,000 SF Hotel (two 120 room hotels)
- 40,000 SF Community Center
- 85,000 SF Movie Theater (Fox Theater replaced)



Town Center - West



North of Rt. 422 Concept Plan

- Commercial fronting Highway with townhouse /apartments residential buffer behind.
- Interior “town center” road parallel to Rt. 422.
- 40th Street Connector
- Hotel site – east end.

South of Rt. 422

- Redeveloped retail center, movie complex, “main street” promenade.
- Gateway





Town Center

Design Precedents - Streetscapes



Valley Square – Warrington, PA

Alexander Place – Raleigh, NC





Town Center - West

Design Precedents – Civic Spaces

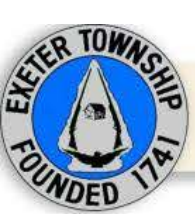


Valley Square – Warrington, PA

Town Center –
King of Prussia,

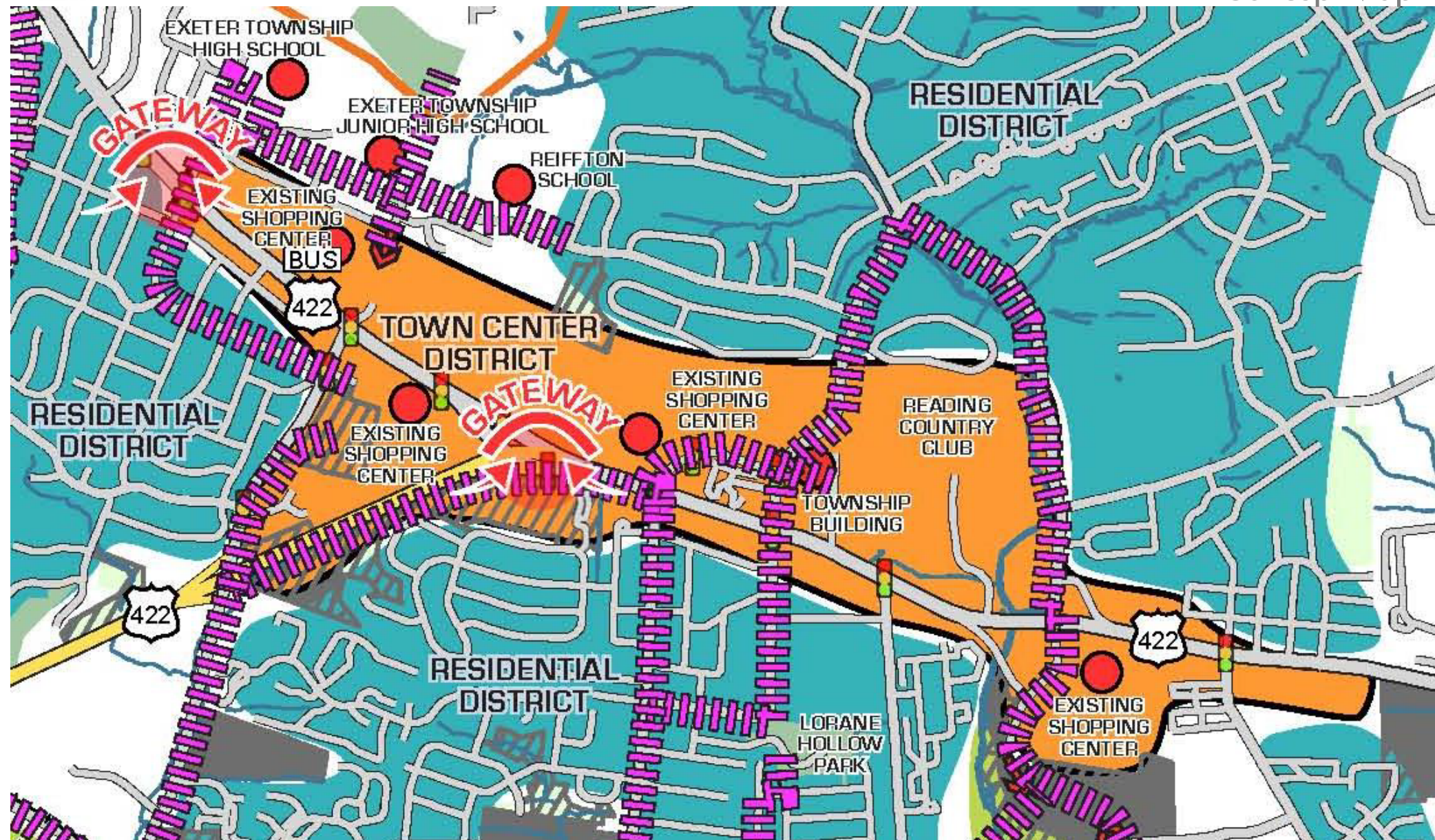


*rendering not done by Simone Collins



Town Center

Concept Map



EXETER TOWNSHIP TOWN CENTER
AND WATERFRONT MASTER PLAN



URBAN PARTNERS
planning & design



Town Center

Gateway



**EXETER TOWNSHIP TOWN CENTER
AND WATERFRONT MASTER PLAN**



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Town Center

Design Precedents – Gateway





Town Center

Design Precedents – Gateway





Town Center

Design Precedents – Gateway



Towamencin, PA



Town Center

Design Precedents – Gateway



Towamencin, PA



Town Center

Design Precedents – Gateway



Towamencin, PA



Town Center - Central

Concept Plan

- Protected Ped / Bikeway through ex. Center
- Maintain food pad sites along highway.
- DeMoss / Connector Road Town Center
- Redeveloped Golf Course
 - Residential
 - Hotel
 - Community Center
 - Restaurants
 - Open Space





Town Center - Central

Design Precedents – Hotels



Holiday Inn – Wyomissing, PA

Courtyard Marriott





Town Center - Central

Design Precedents – Community Centers

Plymouth Meeting
Community Center –
Plymouth Meeting, PA



Charles Chrin Community Center – Palmer Township, PA





Town Center - East

Concept Plan

- Antietam Creek Greenway
- Connector road through to Shellbourne Road
- Highway pads and retail village along Rt. 422 in front of Home Depot site.



**EXETER TOWNSHIP TOWN CENTER
AND WATERFRONT MASTER PLAN**



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PLANNING & DESIGN



Town Center - East

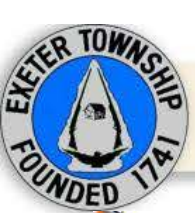
Design Precedents - Streetscapes



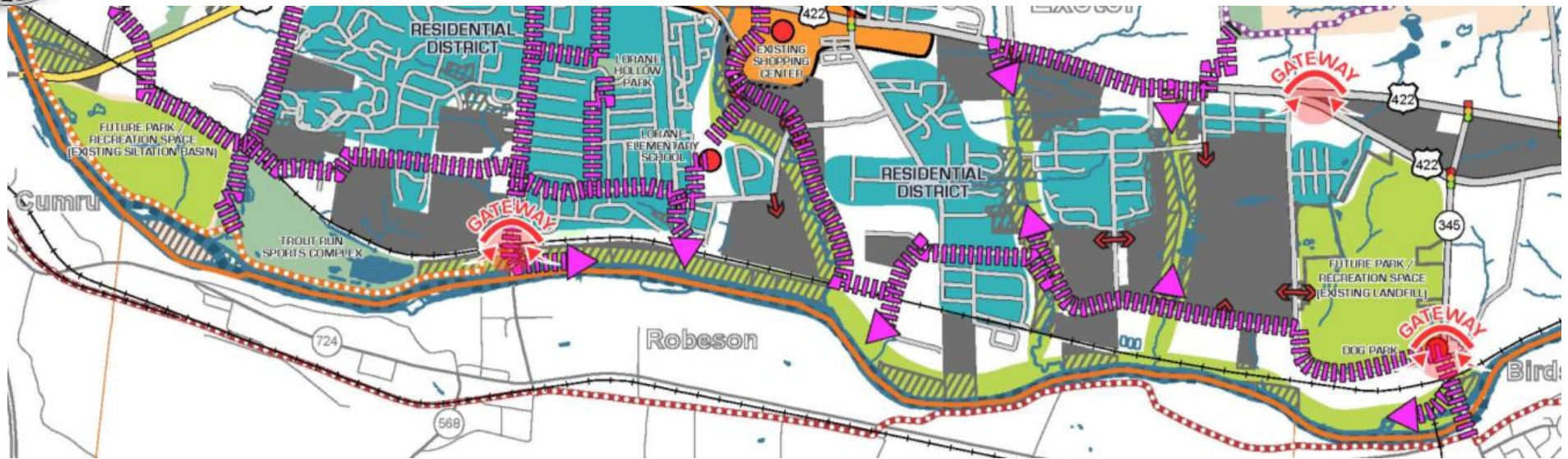
Promenade Shops – Saucon Valley, PA

Towne Place – Cherry Hill, NJ





Waterfront



Unique Challenges and Opportunities



Unique Challenges and Opportunities

Opportunities

- Waterfront access and views
- Large tracts of undeveloped / underutilized land
- Existing and future green Infrastructure resources
 - Silt Basin / Trout Run and Landfill open space “Anchors”
 - Informal off-road trails exist in many locations
- Close proximity to existing residential users
- Growing desirability for waterfront development
- Industrial zoning both an asset and placeholder



Unique Challenges and Opportunities

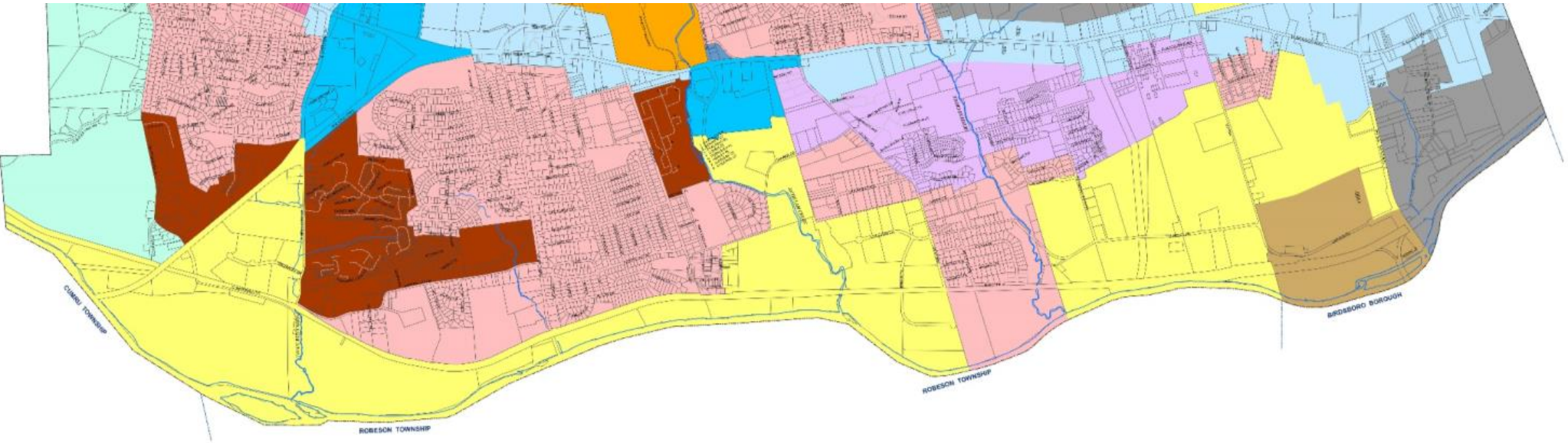
Challenges

- Most development opportunities long-term
- Serviceable road access will need improvements
- Temptation to accept short-term uses that are not the highest and best use.
- Development near or in floodplain will be an issue.
- Audacity to consider catalyst projects now as a means to activate the waterfront for the future.
- Work with active RR line (Norfolk Southern)



Waterfront

Zoning



Light industrial zoning (yellow) in eastern half of waterfront is both a continued opportunity for industrial use and a placeholder for possible future zoning changes (high density / cluster residential development)



- Future open space reuse of siltation basin and Trout Run Sports Complex creates a regionally- sized recreation resource
- Nearby residential users
- Land north of the RR has potential as cluster /multi-family residential.
- Near-term trail development
- Water trail boat launch / landing

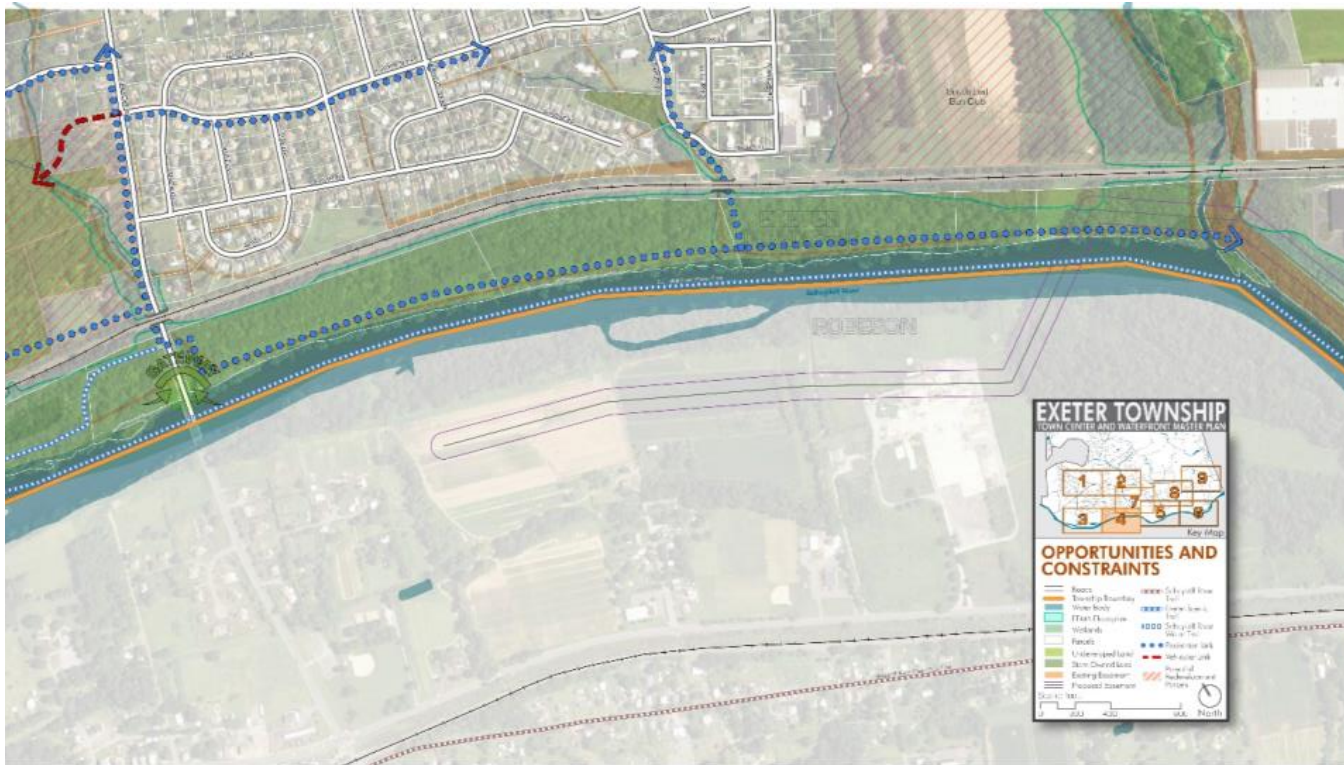




Waterfront

Opportunities

- Near-term trail development along waterfront
- Open space and Riparian zone preservation
- Trail connections north to Antietam Creek Greenway





Waterfront

Opportunities



- Maintain and protect existing light industrial uses.
- Allow for future sewer plant expansion?
- Trail connections north via Heisters Creek Greenway
- LI zoned lands north dual opportunity.

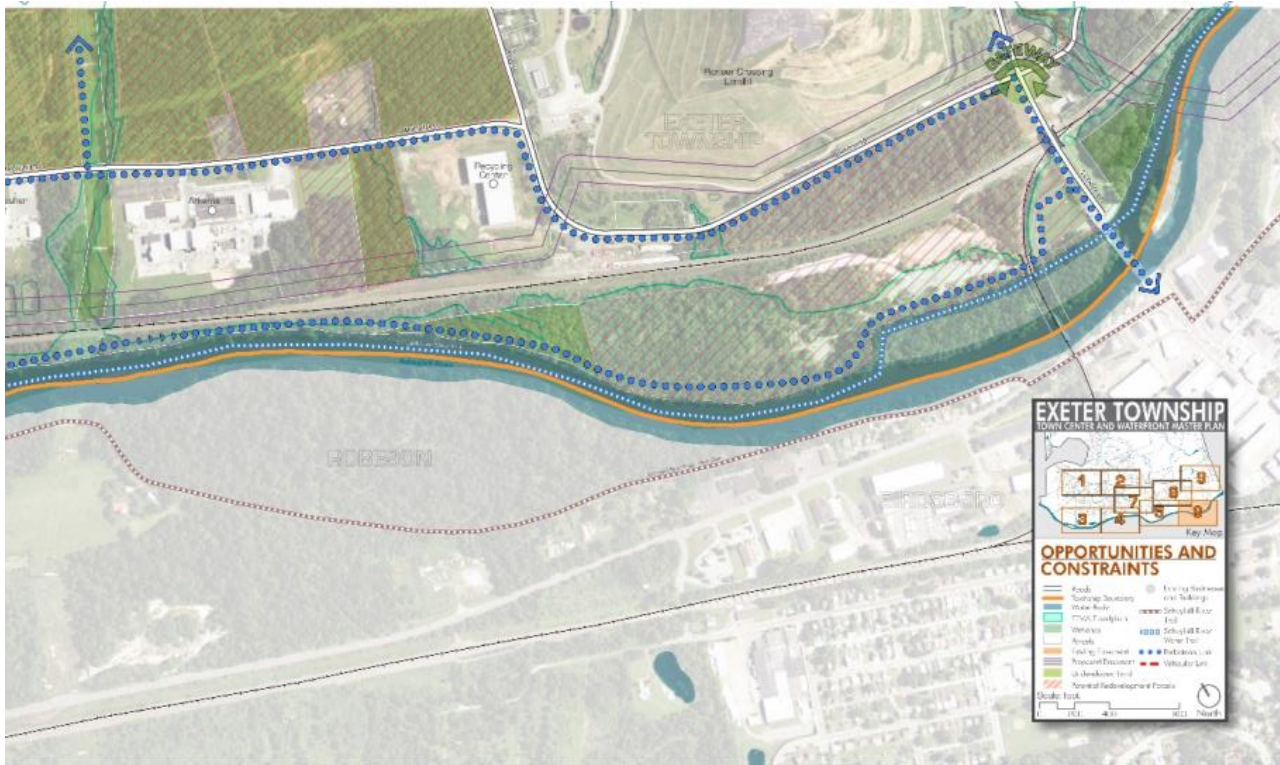




Waterfront

Opportunities

- Riverfront south of future passive open space (landfill).
- Some land south of RR out of 100 year flood plain.
- Gateway to a re-emerging Birdsboro





Waterfront

Concept Plan

- Potential for mid-rise residential use.
- Good roadway access
- Desirable residential location
- Willing landowner
- May be near term project.



EXETER TOWNSHIP TOWN CENTER AND WATERFRONT MASTER PLAN





Waterfront

Design Precedents – Mid-Rise Waterfront Apartments

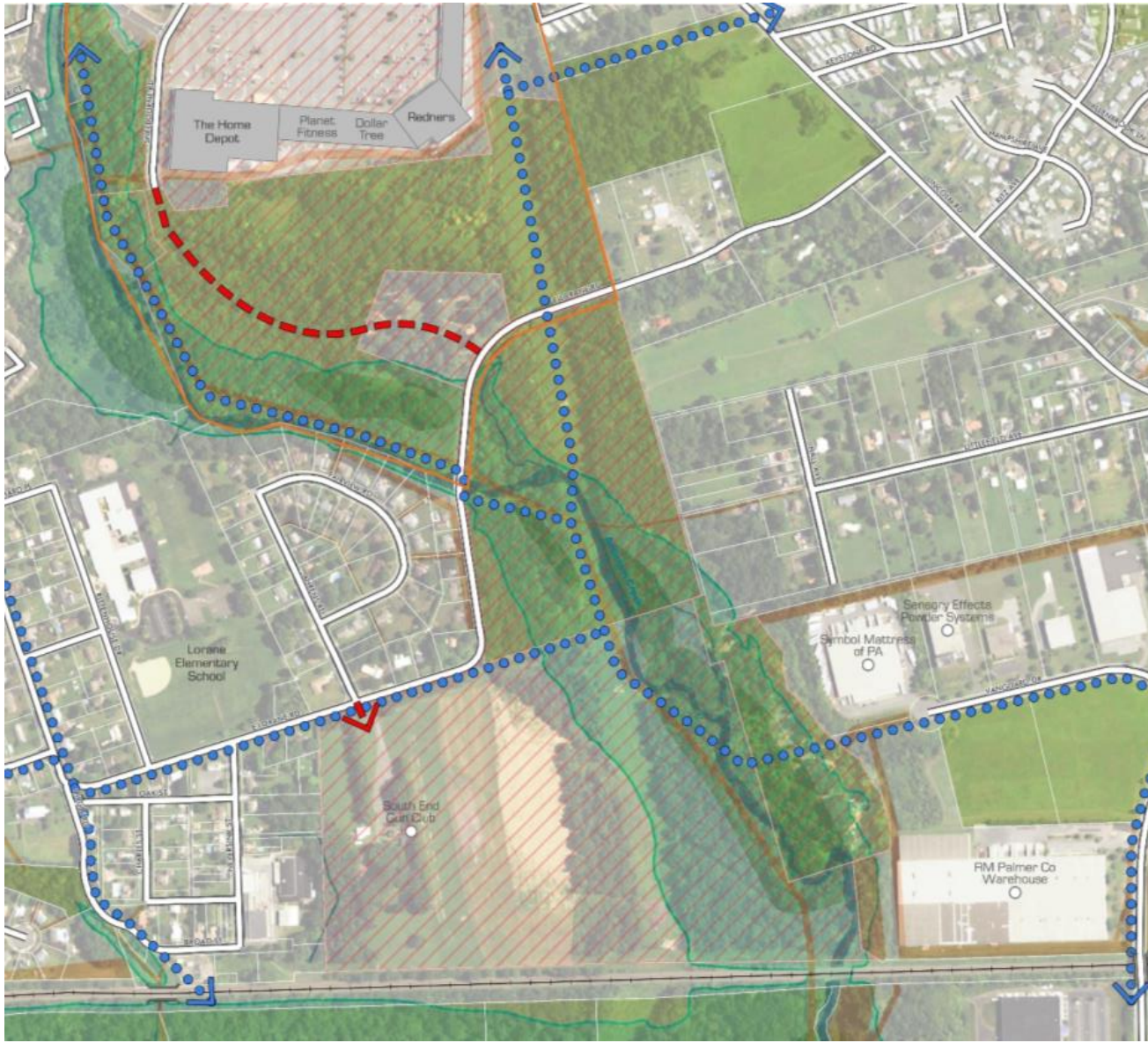


Waterfront District – Allentown, PA



Waterfront Connector

Opportunities



- Retail possibilities behind Home Depot / Redners
- Antietam Creek Greenway connection to Town Center
- Opportunities for multifamily residential with creekside access and views.
- Utility R.O.W. trail connector link



Waterfront Connector

Opportunities

- Retail outlet (120,000 SF)
- 150 apartments— Four 3 story buildings.
- Parking buffer between commercial and residential uses.
- Through road connection to East Lorane Road





Waterfront Connector

Design Precedents – Residential Apartments



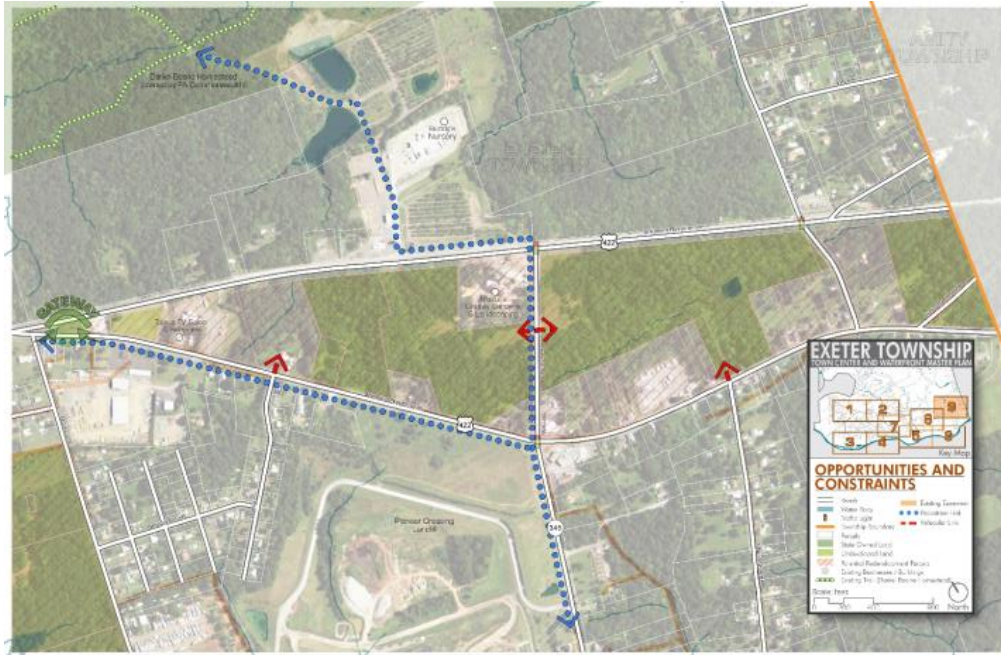
Conshohocken, PA





US 422 Split

Opportunities



- Limited development despite good location and access.
- Northern Montgomery County perception of proximity.
- 90 acre area
- Some topographic and drainage way constraints
- Western end good location for 422 / Exeter Gateway.
- Zoned Highway Commercial
- Near to mid-term potential



US 422 Split

Design Precedents – Waterpark



- Potential indoor / outdoor sports complex potential (private sector)
- Ability to accommodate crowds without disruption to residential areas
- Zoned Highway Commercial
- Pursue zoning changes that will encourage this use.



Jurupa Valley, CA



US 422 Split

Design Precedents – Waterpark



Outdoor Waterparks

Kalahari Indoor Waterpark





US 422 Split

Design Precedents – Spooky Nook Indoor Recreation Complex



Lancaster, PA





US 422 Split

Design Precedents – Indoor Recreation Complex



Body Zone – Reading, PA

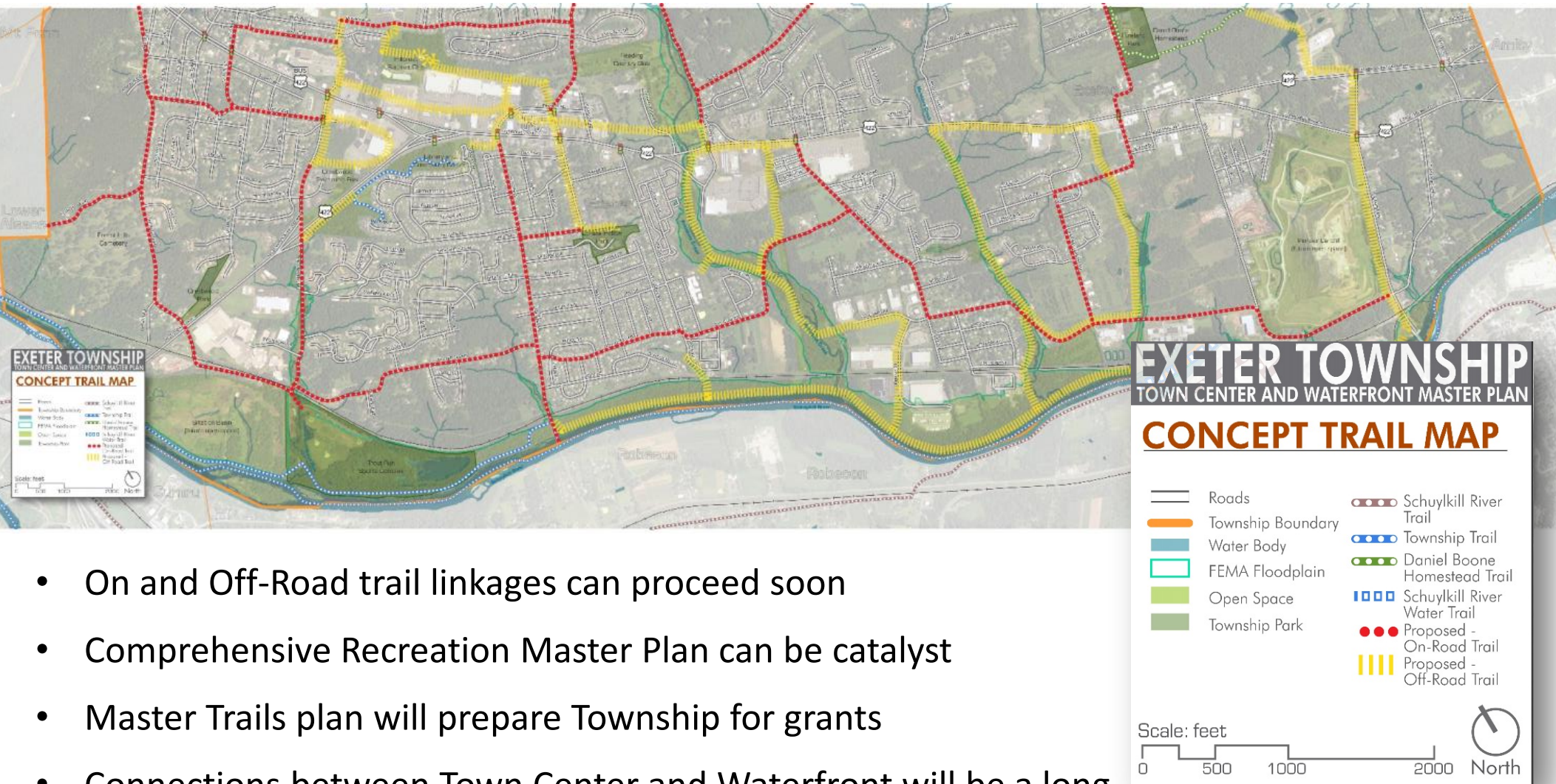
YSC Sports Complex – Malvern, PA





Town Center and Waterfront Connections

Conceptual Trail Map



- On and Off-Road trail linkages can proceed soon
- Comprehensive Recreation Master Plan can be catalyst
- Master Trails plan will prepare Township for grants
- Connections between Town Center and Waterfront will be a long term key to success



Draft Master Plan – Next Steps

- Work through revisions toward a final master plan.
- Narrative report delivered in a 7 to 10 days.
- Work sessions and conversations with Township officials and committees over the next 3 months.
- Berks County Planning Commission Review.
- Adopt final plan as an amendment to the Comprehensive Plan
- Create overlay zoning to create new and additional opportunities for development and redevelopment. Add infrastructure improvements to the Official Map.
- Aggressively seek funding for public sector improvement that will serve as catalysts to private sector investments.
- Conduct conversations with interested private sector entrepreneurs about all aspects of the master plan.



Master Plan Report Format

September
2016



Exeter Township
Berks County, Pennsylvania

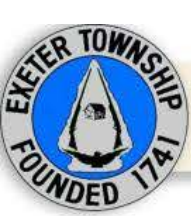
Prepared by:
Simone Collins Landscape Architecture
Urban Partners

Town Center and Waterfront Master Plan

EXETER TOWNSHIP TOWN CENTER
AND WATERFRONT MASTER PLAN



URBAN PARTNERS
PLANNING & DESIGN



Master Plan Report Format

CHAPTER 1

Introduction

Overall Plan Goals

The following set of goals will help guide the development of the Town Center and Waterfront Plan.



Create a vision for an attractive Town Center and Waterfront

These new areas will be built to the pedestrian-scale, with a dense, mix of uses that positions commercial spaces next to residential ones.



Identify market demands for economic and residential growth

Over the long-term, the Town Center and Waterfront districts must concentrate on economic and residential growth. Exeter Township and its partners can actively market these areas to new businesses, industries and developers in order to create sustained work and living opportunities.



Protect floodplain areas

Development in the Waterfront district will refrain from the FEMA floodplain as much as possible so as to avoid the potential of flooding and damages attributable to severe weather events. If development does occur in the floodplain, it will follow regulations as outlined in the Exeter Floodplain and Riparian Buffer Area Management Ordinance.



Calculate development potential through yield analyses



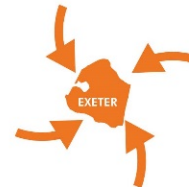
Determine long-term and short-term development potential

The Plan will help to guide the phasing of new developments, so that uses that are in high demand will be built first, whether to meet market needs for residential or commercial growth or to provide an infrastructure foundation in order to establish new connections.



Promote multimodal means of transportation and local and regional connections

The development of the Town Center and Waterfront will provide an opportunity to introduce new pedestrian and bike trails in Exeter that will connect river points and areas along 422 to each other and to the surrounding communities. This network will provide the residents who live near the trails alternate means to travel to their places of work and shopping destinations, thereby reducing traffic congestion in heavily traveled areas and promoting a healthy lifestyle at the same time.



Make Exeter Township a regional destination



Enhance the road network to alleviate current traffic conditions and provide additional development opportunities

In order to help auto traffic move through the new Town Center and Waterfront developments, new roads will be built in these areas that will connect to existing roads and also help curtail congestion.



Maintain the character of existing neighborhoods

The residents of Exeter appreciate and value the rural nature of their home. Future development plans in the Town Center and Waterfront will strive to preserve this established character in areas where they exist, while working to build the Town Center and Waterfront brand in the context of Exeter's existing overall community character.



Create local and regional connections



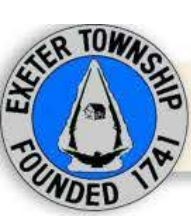
Enhance the aesthetics of Exeter Township through strategic planning, architecture, and landscape elements

The composition of buildings and elements in the Town Center and Waterfront will be oriented to the pedestrian and their design, scale, positioning, massing and relationship to each other will work to create a walkable and inviting destination.



Establish a brand for Exeter based on the Live, Work, Play model

The Town Center and Waterfront will be a catalyst for residential and economic growth, based on the brand of Live, Work, Play. Today, more and more people, especially younger professionals, want to live close to where they work and avoid long commutes and the banality of traditional home and work development patterns. These new districts in Exeter will strive to capture these markets, creating new tax and customer bases, as well as create a destination where people from the region can come to work, dine and be entertained.



Master Plan Report Format

Township Background

Population

The population of the Township increased by 23% between 1990 and 2000 and by 20% between 2000 and 2010. It has continued to grow during the past 5 years and is projected to be approximately 30,000 by 2020 and 35,000 by 2030. The question that needs to be answered is how can Exeter accommodate projected population increases?

The current median age is 41.8, on par with the County median of 39.7.

Income and Education

The median household income is \$74,689, higher than the County median of \$55,798.

This higher median income is in line with a higher percentage of residents with a bachelor's degree or higher: 34% for Exeter vs. 23% for the County.

Commuting to Work

As is typical in most suburban communities, most of Exeter's employed residents commute alone by car.

Jobs and Employment (people working in Exeter; not necessarily living here)

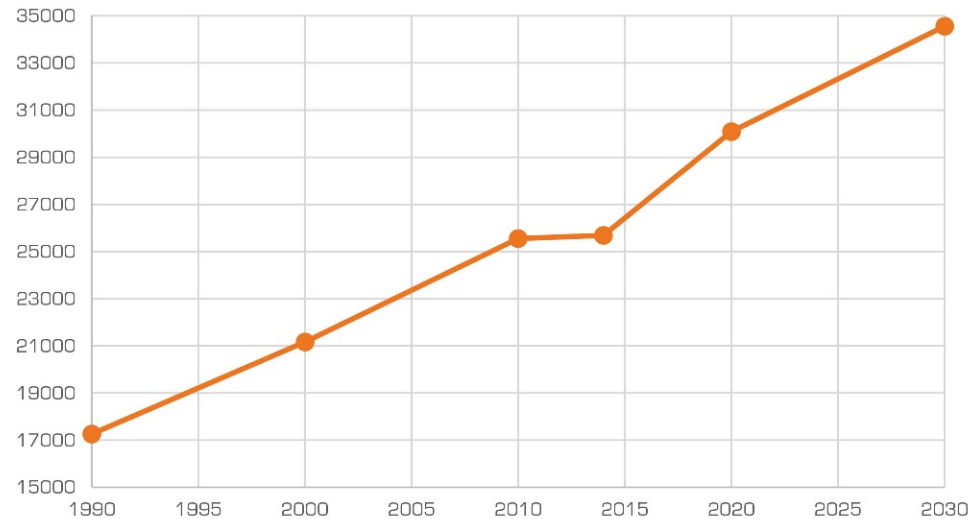
The total number of primary jobs in Exeter Township, that is the highest paying job for an individual worker, is 7,933.

Retail is the top industry by employment. Retail establishments are concentrated on and along the Route 422 corridor and vary from small independent shops to large chains, many located within four shopping centers on 422.

Manufacturing is the industry with the second highest levels of employment and reflects the presence of the large manufacturing facilities near the waterfront.

The top 3 industries in Exeter are also the top 3 industries in the County, albeit with different rankings. Manufacturing and Health Care are the County leaders, with Retail being third.

Population

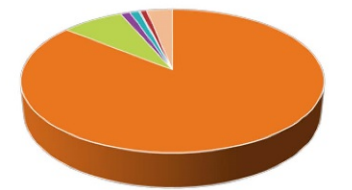


25,684
2014 Population

85.80%
Commuted via Automobile

41.80
Median Age

0.20%
Commuted via Bicycle



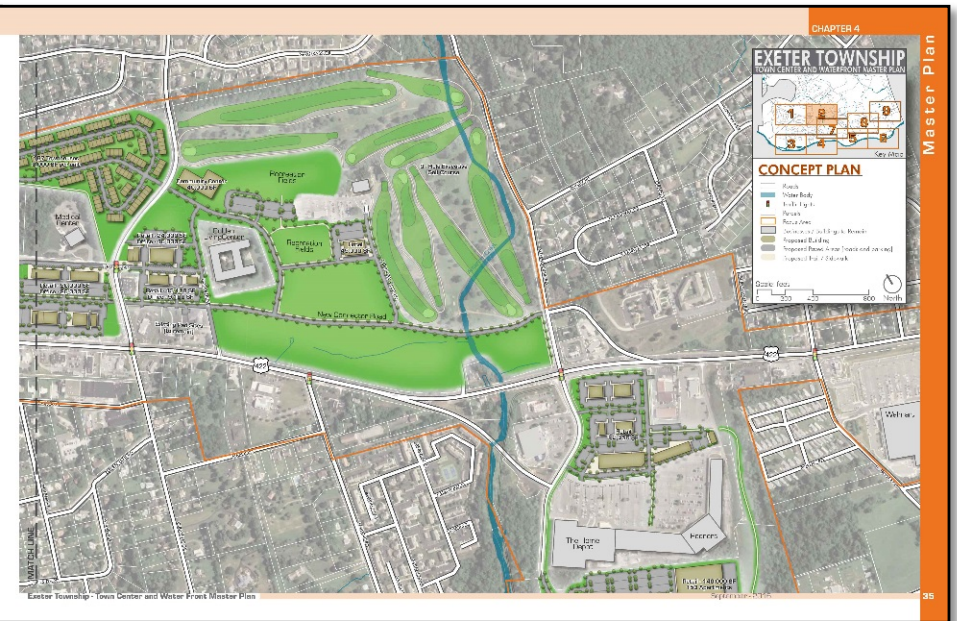
■ Drove Alone
■ Carpooled
■ Public Transportation
■ Walked
■ Bicycle
■ Taxicab, motorcycle, other
■ Worked at home

Worker Profile - Means of Commuting to Work [U.S. Census]

U.S. Census Data



Master Plan Report Format



THANK YOU ANY QUESTIONS?

