

# 3. VISION AND GOALS

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## VISION STATEMENT

*Upper Dublin Township seeks to preserve and enhance its residential quality of life, excellent community, recreational and educational services and strong tax base within the community's expressed goals to:*

- Incorporate sustainable principles into all municipal decision making.
- Enhance economic vitality and strengthen the Township's tax base by reinvesting in existing commercial centers and strategically developing vacant land.
- Facilitate redevelopment of the Fort Washington Office Park as a state-of-the-art mixed-use "green" employment and commercial center.
- Provide a wide variety of housing choices to meet the needs of residents in all phases of their lives.
- Facilitate ongoing reinvestment and compatible infill in established residential neighborhoods.
- Proactively plan, obtain funding for and implement needed stormwater, transportation and infrastructure improvements.
- Conserve natural resources and energy in all forms through Township initiatives and development policies.
- Preserve and enhance priority open spaces, natural and historic resources and stabilize previously damaged resources.
- Maintain and enhance pedestrian and vehicular transportation systems, increasing opportunities to connect to public transit, walk and bicycle throughout the Township.
- Promote enhancement of the Township's cultural, recreational and community resources and facilities.

# GOALS AND OBJECTIVES

## LAND USE

### GOAL

**Protect and enhance the physical character and economic vitality of Upper Dublin by using remaining vacant land wisely, preserving priority open spaces as identified in the Open Space and Environmental Resource Protection Plan and maximizing the economic potential of new development and redevelopment.**



### OBJECTIVES

- Protect important open spaces by acquiring land or development easements for priority parcels as identified in the Open Space and Environmental Resource Protection Plan (Open Space Plan).
- Capitalize on the economic potential of vacant land that is targeted for new development in order to expand the Township's tax base.
- Preserve and create community identity and a sense of place.
- Create and support a clear and easy to understand development process that supports support new development and redevelopment types identified in the Comprehensive Plan.

## ECONOMIC DEVELOPMENT

### GOAL

**Diversify the Township's economy through redevelopment and revitalization of the Fort Washington Office Park and other existing commercial centers.**



### OBJECTIVES

- Diversify the Township's tax base.
- Provide new economic opportunities and increase the diversity of housing options available in the Township by permitting mixed-use development in a manner that preserves and enhances desired community character.
- Ensure that new and existing retail and/or mixed-use development is pedestrian-oriented and supportive of the desired character of Upper Dublin Township.
- Cultivate a development atmosphere that creates economic opportunities that accommodate business and development needs in a manner that is supportive to the overall health, welfare and character of the community.

## HOUSING

### GOAL

**Sustain strong and diverse neighborhoods by providing high-quality housing opportunities to meet the needs of current and future Township residents.**



### OBJECTIVES

- Stabilize older residential housing stock through effective code enforcement, consistent zoning regulations and programs that encourage ongoing reinvestment.
- Promote residential diversity by encouraging innovation in site design and in lot sizes, lot widths and building types, providing for a diverse selection of single- and multi-family housing options.
- Provide affordable housing options for residents of all ages and income levels to meet the needs of current residents and to ensure that the Township is able to attract diverse populations in the future.
- Provide a range of housing options for aging residents that will enable them to age in place in current homes or move to other locations within the Township.

## SUSTAINABILITY

### GOAL

**Promote a better quality of life for current and future generations by ensuring that our economy, our society and our environment develop in a balanced way.**



### OBJECTIVES

- Achieve long-term economic and social security.
- Recognize the intrinsic value of natural ecosystems, and protect and restore them.
- Enable residents and businesses to minimize their ecological footprint
- Support and enable cooperative networks to work towards a common sustainable future.
- Promote sustainable production and consumption, through appropriate use of environmentally sound technologies and effective demand management.
- Promote sustainable development by encouraging incorporation of “green” development standards in site design and building systems.
- Enable continual improvement, based on accountability, transparency and good governance

## TRANSPORTATION

### GOAL

**Expand travel options and improve traffic flow by making strategic new connections and improving management of the existing network to better serve the needs of pedestrians, bicyclists, drivers and transit users.**



### OBJECTIVES

- Make connections within the existing local roadway network to improve traffic flow through the Township.
- Improve traffic flow on existing roads without degrading the community's built environment.
- Leverage limited Township resources with Commonwealth, federal and private funds to make maintain the Township's streets and make needed improvements.
- Develop and implement a comprehensive pedestrian, bicycle and transit plan that will offer residents realistic options to driving.
- Implement urban design standards and guidelines that encourage bicycling and walking to reduce the number of short trips on the local transportation network.
- Increase sidewalk and pedestrian trail connections and bicycle routes.

## NATURAL, HISTORIC AND CULTURAL RESOURCES

### GOAL

Conserve and enhance Upper Dublin's natural, historic and cultural resources.



### OBJECTIVES

- Integrate protection of natural resources including wetlands, streams, steep slopes, woodlands and natural habitats into Upper Dublin's land use and development policies and regulations.
- Implement an integrated approach to stormwater management that includes land management, structural best management practices and non-structural strategies, such as rain gardens, bio-swales, stream setbacks and others to reduce flooding and protect water quality.
- Protect historic and cultural resources.
- Protect stream corridors and water quality and reduce flooding by enhancing stormwater management.
- Promote energy conservation in new and existing buildings.
- Work with neighboring municipalities on watershed and other environmental issues that are most effectively managed on a regional basis.

## RECREATION AND COMMUNITY FACILITIES

### GOAL

**Continue to provide excellent and cost-effective community and recreation facilities and services for residents with a broad range of interests and ages, including the elderly, children and families.**



### OBJECTIVES

- Use trails and greenways to link parks, schools, neighborhoods, natural areas and other community centers into a continuous network of open space resources.
- Provide safe pedestrian access to at least one neighborhood or community park to satisfy both active and passive recreation needs.
- Coordinate facility needs between parks, recreation programs, library and school district.
- Develop a community, civic and arts center for the Township.

## INFRASTRUCTURE AND COMMUNITY SERVICES

### GOAL

**Maintain and enhance high-quality and cost-effective infrastructure and community services that will enable the Township to attract and retain a diverse population while ensuring long-term financial stability as the Township approaches development build-out.**



### OBJECTIVES

- Continue to provide high-quality public safety services.
- Pursue technological innovation to improve the quality and reduce the cost of providing municipal services, increase communication between the Township and its residents and create a forum for community interaction.
- Foster high-quality emergency services and health facilities.
- Work with surrounding municipalities to identify and pursue opportunities to coordinate service provision, pursue economic opportunities and protect natural resources