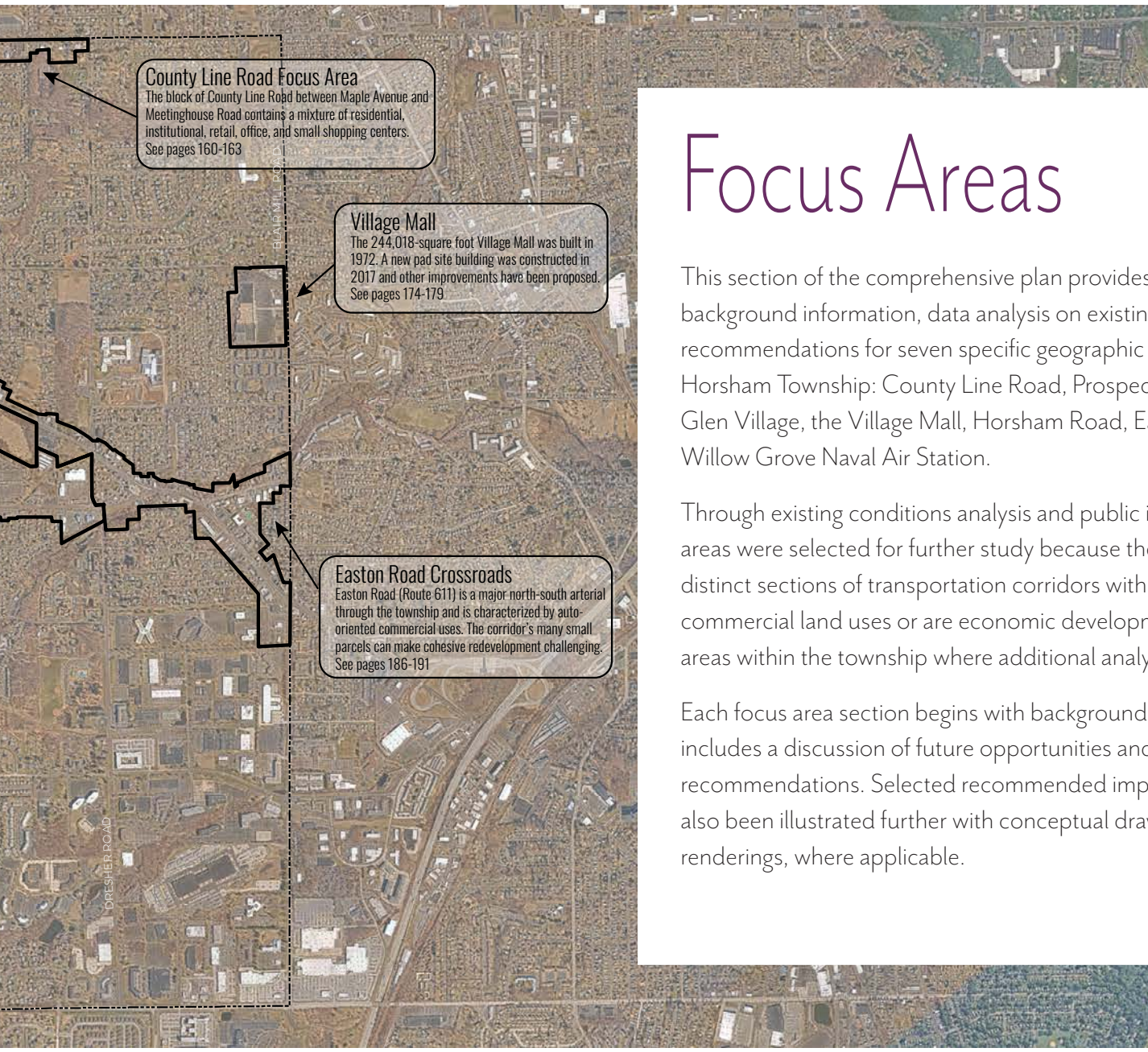


Former Willow Grove Naval Air Station
 The redevelopment plans for the former Willow Grove Naval Air Station and Hankin Tract show new road connections between Horsham road, Easton Road, and County Line Road. See pages 192-199

Prospectville Village
 The crossroads of Horsham Road and Limekiln Pike has historically been known as Prospectville. Today, this area is characterized as a small neighborhood center with convenience uses and restaurant. See pages 164-168

Horsham Road
 Horsham Road is an important east-west arterial that crosses the entire township. The stretch between Dresher Road and Norristown Road has a concentration of commercial uses including three shopping centers. See pages 180-185

Maple Glen Village
 A grouping of neighborhood-oriented commercial uses is located in the Maple Glen Triangle area of Horsham and Upper Dublin townships. Recent developments have included two banks. See pages 169-173



County Line Road Focus Area
The block of County Line Road between Maple Avenue and Meetinghouse Road contains a mixture of residential, institutional, retail, office, and small shopping centers. See pages 160-163

Village Mall
The 244,018-square foot Village Mall was built in 1972. A new pad site building was constructed in 2017 and other improvements have been proposed. See pages 174-179.

Easton Road Crossroads
Easton Road (Route 611) is a major north-south arterial through the township and is characterized by auto-oriented commercial uses. The corridor's many small parcels can make cohesive redevelopment challenging. See pages 186-191

Focus Areas

This section of the comprehensive plan provides additional background information, data analysis on existing conditions, and recommendations for seven specific geographic focus areas within Horsham Township: County Line Road, Prospectville Village, Maple Glen Village, the Village Mall, Horsham Road, Easton Road, and the Willow Grove Naval Air Station.

Through existing conditions analysis and public input, these seven areas were selected for further study because they are either distinct sections of transportation corridors with concentrations of commercial land uses or are economic development opportunity areas within the township where additional analysis was warranted.

Each focus area section begins with background information and includes a discussion of future opportunities and more specific recommendations. Selected recommended improvements have also been illustrated further with conceptual drawings and photo renderings, where applicable.

County Line Road Focus Area

The County Line Road focus area is a stretch of commercial and residential properties fronting approximately 3,000 linear feet of County Line Road, which forms the northern boundary of Horsham Township with Warminster Township in Bucks County. This focus area encompasses approximately 19 acres of land between Maple Avenue and Meetinghouse Road. County Line Road appears on historic PennDOT maps going back to 1940 and some residential development remains from that time period, although the majority of the commercial development along the corridor dates to the 1950s and 1960s.

Existing Conditions & Observations

Recent Developments

In 2022, a veterinary hospital within the focus area started to redevelop their property to create a larger, 6,016 square foot veterinary hospital with 22 parking spaces. Additional improvements will include a stormwater management facilities, internal pedestrian pathways, landscaping, and streetscape improvements along County Line Road.

Natural Resources

The County Line Road focus area is mostly flat, with few areas of slopes greater than 8% and only sporadic tree coverage. There are no water bodies, floodplains, or wetlands within the focus area, although a tributary of the Pennypack Creek runs parallel to and just south of the focus area.

Parks & Open Space

Most of the focus area is within a half-mile of a township park, either Maple Park to the west or Clearbrook Park to the east, with sidewalks connecting to them. In addition, Hideaway Swim Club is a private swim club on County Line Road that provides recreational opportunities.

Transportation

Vehicular Traffic

County Line Road is classified as a principal arterial road and is owned and maintained by PennDOT. Through the focus area, County Line Road has a five-lane cross-section, with two lanes in each direction plus a center turn lane. This area of County Line Road has an annual average daily traffic (AADT) of over 20,200 vehicles per day, with westbound traffic being slightly heavier than eastbound.¹ From 2018 to 2022, there were over 90 reportable crashes within the County Line Road focus area, including one that involved a pedestrian.²

Pedestrian Access & Circulation

A sidewalk runs along the length of the County Line Road frontage within the focus area; however, the sidewalk's narrow width and placement close to a busy, multi-lane road can contribute to an uncomfortable pedestrian experience. Towards the eastern side of the focus area, a land use pattern of narrower parcels with separate vehicular entrances is common, which can also reduce the sense of comfort and safety for those using the sidewalk. The sidewalk



County Line Road is primarily a five lane road, with two lanes each way and a center turning lane.



The County Line Road focus area contains a number of small commercial establishments, including convenience stores and auto repair/retail.



The Rosemore Center Shopping Center in adjacent Warminster Township contributes to the focus area as-a-whole with a large specialty food store and multiple restaurants and retail shops.

¹ DVRPC, 2019.

² PennDOT, Pennsylvania Crash Information Tool (PCIT). <https://crashinfo.penndot.gov/PCIT/queryTool.html>



Some areas for potential tree planting within existing lawn areas exist within the focus area.



Among the smaller lots with various commercial uses are several single-family residential properties.



Lynrose Plaza contains several design elements ideal for development in this focus area, including a single vehicle access point, a buffer with trees and natural resources, a specific design aesthetic, good commercial density, and no parking between the building and the sidewalk.

network extends to several nearby residential neighborhoods, Keith Valley Middle School, and to Easton Road.

Existing Land Use & Zoning

The 26 parcels within the focus area are a variety of commercial and residential uses, including several single-family residential dwellings, retail establishments, various personal service uses and offices, auto repair centers, a gas station, an exercise club, a convenience store, and restaurants. Several larger institutions are also located within the focus area including the Luther Woods Nursing & Rehabilitation Center, the Bux-Mont Baptist Church, and the entrance to the Hideaway Swim Club.

There are several multi-use properties within the focus area. Lynrose Plaza, which was built in 1975 and renovated in 2018, contains 15,840 square feet of commercial space. 409 County Line Road, consists of several buildings built in 1986 containing retail, warehousing, and an apartment. Horsham Center at 295-303 W. County Line Road consists of one building split into four parcels under common ownership containing 5,980 square feet of personal services and retail uses.

Directly across the street in Warminster Township is the Rosemore Center Shopping Center, a strip mall that was built in 1959 and contains 81,000 square feet of gross leasable space.

The County Line Road focus area is within the C-2 General Commercial zoning district, which is intended to provide for the special requirements of retail and convenience type commercial establishments, and is surrounded by the R-4 Medium Density Residential zoning district.

Public Engagement Feedback

42% of community survey respondents answered that improving road conditions or traffic concerns should be a top three priority for the township over the next 20 years. County Line Road was specifically mentioned by 30 survey respondents when asked which roads are most concerning with regards to transportation safety, with vehicular speed and crashes specifically mentioned as concerns.

Future Opportunities

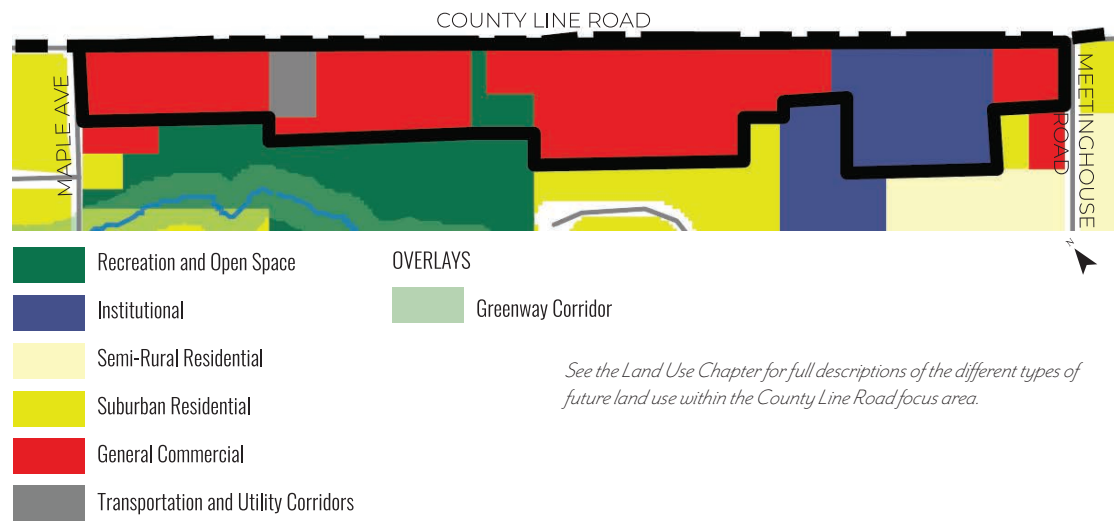
See Figure 16 on page 161 for a map of existing conditions and recommendations

Overall Development Vision & Future Land Use

This area is a small-scale commercial corridor located both within walking distance to a number of Horsham and Warminster neighborhoods, and along a busy arterial road used frequently as a commuter route to employment centers. The continued use of these properties as retail and other similar uses is desired; however, well-designed redevelopment within the focus area could also contribute to incremental improvements along the corridor, including walkability and stormwater management improvements.

Map 30 on the following page shows the proposed future land use for the County Line Road focus area.

MAP 30. COUNTY LINE ROAD FOCUS AREA FUTURE LAND USE



Zoning Provisions and Design Standards

The C-2 General Commercial zoning district provides basic standards for retail and convenience type commercial establishments. Updated zoning provisions and design standards can be utilized to create the commercial development that best suits the corridor. These provisions may use Lynrose Plaza as inspiration to encourage good design for County Line Road. Some of the plaza’s positive elements to be replicated are buildings located in the front of the property but setback to allow for a buffer with trees and landscaping, a single vehicular access point, a cohesive building and signage design aesthetic, good commercial density, and no parking between the building and the sidewalk. Zoning revisions can also encourage lot consolidation so that as redevelopment occurs, streetscape improvements such as driveway consolidation can be implemented.

Streetscape improvements along County Line Road can transform the area and build interconnectivity between a number of destinations. An enhanced grass verge and continuous and wider sidewalks could enhance pedestrian comfort. Individual properties could incorporate street trees and additional on-site landscaping. Additionally, distinctive Horsham Township pedestrian-scale lampposts and banners could help brand the corridor and create a sense of place.



FIGURE 16. COUNTY LINE ROAD FOCUS AREA EXISTING CONDITIONS AND RECOMMENDATIONS



1 Explore driveway consolidation and increased landscaping areas for street trees, pedestrian street lights

2 Explore creating a mid-block signalized pedestrian crossing to Rosemore Center shopping center to Hideaway Swim Club

3 Enhance gateway and connections to Hideaway Swim Club

County Line Road Recommendations

RECOMMENDATION CLR1

Amend zoning regulations to encourage neighborhood-scale commercial uses and small shopping centers.

RECOMMENDATION CLR2

Establish design guidelines for commercial areas related to streetscaping, parking lot greening, and building design.

RECOMMENDATION CLR3

Pursue streetscape improvements to create a cohesive and walkable street frontage along County Line Road..

RECOMMENDATION CLR4

Explore driveway consolidation opportunities, as redevelopment occurs.

RECOMMENDATION CLR5

Explore the development of a mid-block pedestrian crossing to connect to the Rosemore Shopping Center.

RECOMMENDATION CLR6

Enhance gateway design and access to Hideaway Swim Club, including potential new pedestrian access from residential neighborhoods to the south.

Conceptual Streetscape Improvements

Specific feedback from community members on this focus area suggested an opportunity to view the Hideaway Swim Club (just south of the focus area) as the center of the commercial area. The swim club is positioned so as to potentially help increase pedestrian connections between the County Line Road commercial properties and the residential neighborhoods to the south.



Prospectville Village Focus Area

The Prospectville Village focus area is a combination of commercial and residential uses at the intersection of Limekiln Pike (State Route 152) and Horsham Road (State Route 463) between Limekiln Pike and the municipal complex. Prospectville is one of the earliest areas to be developed in Horsham Township. Originally known as Cashtown, it was notable for the tavern that served those traveling along either Limekiln Pike or Horsham Road in the 18th and 19th Centuries. This portion of Limekiln Pike was an extension of the original segment established in 1693 to provide a thoroughfare between Old York Road and the limekilns of Thomas Fitzwater in Upper Dublin Township. Throughout the years, Limekiln Pike and Horsham Road have remained high-volume roadways through the region. The existing structures within the focus area were developed throughout the 20th-Century.

Existing Conditions & Observations

Recent Developments

Recently, a former tavern at 1011 Horsham Road was expanded and renovated into the Los Sarapes Mexican Restaurant. Lot consolidation with smaller adjacent properties and additional site improvements were proposed at the time of the expansion but have not been implemented yet.

Natural Resources

Park Creek, a tributary of the Little Neshaminy Creek, and its associated floodplain runs near

the southeast boundary of the focus area. Areas of steep slope are concentrated to the rear of the development on the south side of Horsham Road and on the church site on the corner of Horsham Road and Davis Grove Road, with other areas of moderate steep slope appearing throughout some other properties.

In 2017, an environmental covenant was executed for the gas station at 1146 Limekiln Pike, due to chemicals of concern found in the soil and groundwater.³ Groundwater use is not permitted on the property with the exception of the installation and use of groundwater monitoring wells and closed-loop wells associated with heat-pump systems.

In 2018, an environmental covenant was executed for 1116 Horsham Road, Horsham Road Center, due to hazardous substances disposed of on the property. While the source of the substances was terminated, groundwater use is not permitted on the property, which may affect future redevelopment. The property is connected to public water and must remain so by municipal ordinance.

Parks & Open Space

There are no parks, trails, or open space within the focus area; however, there is access to parks and trails within walking distance. Sidewalks connect Prospectville Village to Kohler Park, Deep Meadow Park, and Samuel Carpenter Park just east of the focus area on Horsham Road. Despite a Power Line Trail access point just south of the focus area on Limekiln Pike, a lack of sidewalks on the majority of Limekiln Pike makes a pedestrian connection between the focus



Whitemarsh Memorial Park is located just to the west of the focus area at the intersection of Limekiln Pike and Horsham Road.



A multi-tenant office building (above) and a small shopping center are located on the north side of Horsham Road.



An existing tavern was expanded and renovated recently into the Los Sarapes Mexican Restaurant, which has quickly become a popular neighborhood destination.

³ Pennsylvania Department of Environmental Protection. "PA Activity and Use Limitations Registry." <https://gis.dep.pa.gov/pa-aui/AulMap.html>

area and the Power Line Trail less feasible. An informal, off-street trail connects Horsham Road to the Balmoral Way neighborhood which has sidewalk that connect to the Kohler Park fields and Power Line Trail.

Transportation

Vehicular Traffic

Limekiln Pike and Horsham Road are both owned and maintained by PennDOT. Horsham Road (with traffic volumes of over 13,500 cars per day⁴) is classified by the township as a major arterial and Limekiln Pike (with traffic volumes of just under 10,000 cars per day⁵) is classified as a minor arterial. Horsham Road is primarily a three lane road with a center turning lane. At the intersection with Limekiln Pike, westbound Horsham Road expands to have both left and right turning lanes.

Intersection improvements to provide additional capacity, including road widening for Horsham Road and Limekiln Pike, are scheduled to start in the fall of 2024. Additional improvements planned include the installation of a new traffic signal at Horsham Road and Davis Grove Road, sidewalks, ADA curb ramps, and a new signalized pedestrian crossing west of the intersection of Limekiln Pike and Horsham Road (see Figure 17 above). Many of these improvements were recommended in the Route 611 Transportation Study. Project funding includes \$1 million from the Commonwealth Financing Authority and \$3 million from the PennDOT Multimodal Transportation Fund.⁶

Between 2018 and 2022, there were 25 reportable crashes in the focus area, including

FIGURE 17. INTERSECTION IMPROVEMENTS PLAN



Source: Horsham Township

12 at the intersection of Horsham Road and Limekiln Pike and another 5 within close proximity of the intersection.⁷

Pedestrian Access & Circulation

Sidewalks are located consistently along both sides of Horsham Road throughout the focus area, except for a small number of properties. However, the only pedestrian crossing across Horsham Road within the focus area currently is at the intersection with Limekiln Pike. An



As part of the planned intersection and roadway improvements the southeast corner of Horsham Road and Limekiln Pike will be greened and have a continuous sidewalk connecting the two frontages of the adjacent Wawa property.

⁴ DVRPC, 2024

⁵ DVRPC, 2019

⁶ PennDOT Multimodal Transportation Fund Awards: <https://content.pahouselink.com/wp-content/uploads/2018-19-PennDOT-Multimodal-Transportation-Fund-Awards.pdf>

⁷ PennDOT, Pennsylvania Crash Information Tool (PCIT). <https://crashinfo.pennndot.gov/PCIT/queryTool.html>



Currently, a mixture of commercial uses are located within the focus area, including restaurants, offices, and auto-related uses.



Redevelopment of the undeveloped land on the south side of Horsham Road could present a unique opportunity to enhance the village character of the focus area.

additional traffic signal with signalized pedestrian crossing is proposed at the intersection of Horsham Road and Davis Grove Road as part of the planned roadway improvements. In addition, a mid-block pedestrian crossing is proposed west of the intersection of Horsham Road and Limekiln Pike.

Bikeability

Limekiln Pike is identified as part of the Priority Bike Route in Bike Montco. Some bicycle infrastructure has been installed on Limekiln Pike through the PennDOT Bicycle-Friendly Resurfacing Program. Just south of the focus area, an existing sharrow connects bicyclists along Limekiln Pike to a Power Line Trail access point at Kohler Park.

Existing Land Use & Zoning

The parcels within the focus area are a variety of commercial and residential uses, including several single-family residential dwellings, various personal service and medical/dental offices, auto repair, two gas stations with convenience stores, a car wash, restaurants, and a church.

There are several multi-use properties within the focus area. Horsham Road Center was built in 1986 and contains 14,800 square feet of commercial space in two buildings. 1126 Horsham Road is comprised of two commercial buildings, constructed in 2002 and 2003, and contains 29,448 square feet of primarily office space.

A majority of the focus area is zoned GC-2 General Commercial and Highway Commercial, which provides for a broad range of commercial uses. The rest of the focus area and the entire surrounding area is within the R-2 Low Density Residential zoning district. Some properties are split between the two zoning districts.

Public Engagement Feedback

In the community survey, respondents indicated “revitalizing villages and neighborhood centers” such as Prospectville should be a priority for the township’s economy and commercial land uses. Additionally on the survey, respondents chose Horsham Road as the 2nd most concerning road corridor with regards to traffic safety and Limekiln Pike as the 4th most concerning.]

Future Opportunities

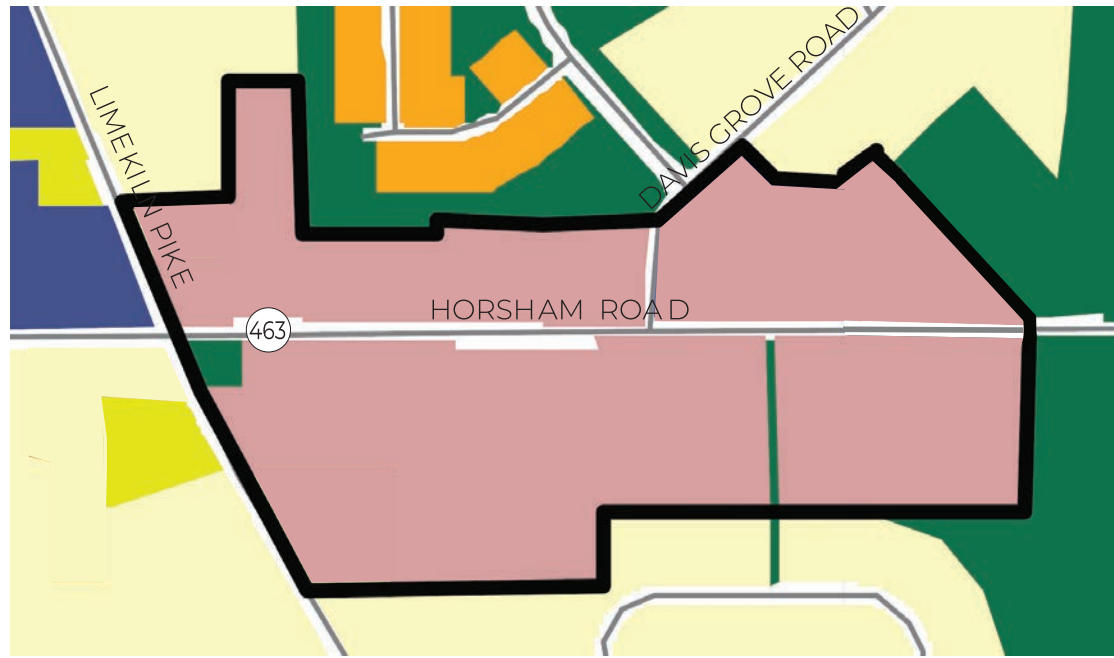
See Figure 18 on page 166 for a map of existing conditions and recommendations







Overall Development Vision & Future Land Use

Given the site’s location adjacent to residential neighborhoods and several parks, as well as certain desirable commercial properties, increasing walkability in the areas connecting to Prospectville will allow safer access to the village’s amenities for nearby residents and users of the Power Line Trail. This can incentivize redevelopment or other improvements to underutilized properties within the focus area to take advantage of the increased attention, and thus can create a more attractive village area.

Map 31 on the following page shows the proposed future land use for the Prospectville Village focus area.

MAP 31. PROSPECTVILLE VILLAGE FOCUS AREA FUTURE LAND USE

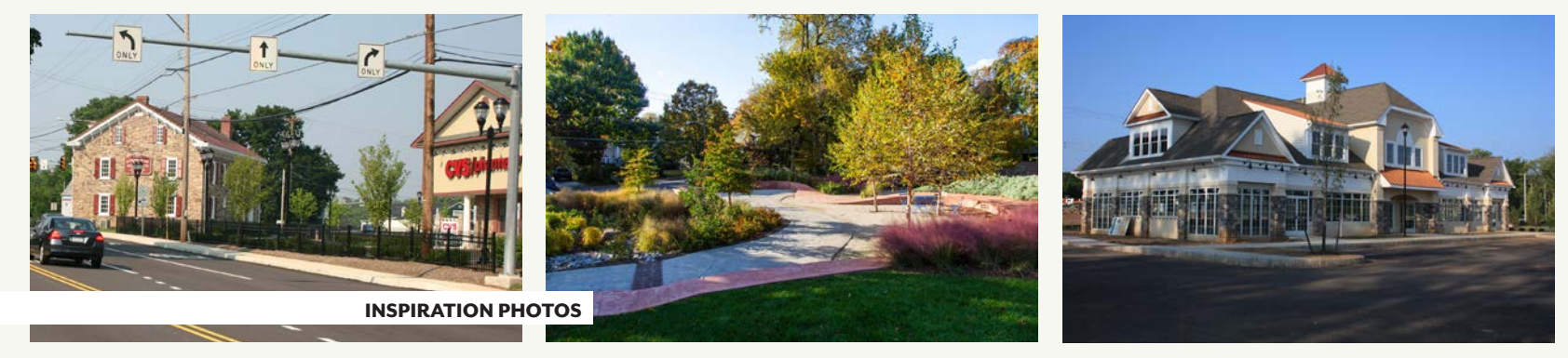


- | | |
|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
|  Recreation and Open Space |  Town Residential |
|  Institutional |  Village Mixed Use |
|  Semi-Rural Residential | |
|  Suburban Residential | |

See the Land Use Chapter for full descriptions of the different types of future land use within the Prospectville Village focus area.

Zoning Provisions and Design Standards

Updated zoning provisions and design standards can be utilized to encourage redevelopment in a way that will achieve some of the desired improvements within the Prospectville Village focus area. In particular, several properties to the south and east of the Wawa at the intersection of Horsham Road and Limekiln Pike are underutilized and could be redeveloped to contribute to a village commercial atmosphere. Having zoning criteria and design standards in-place prior to any land development proposals ensures that potential developers are aware of the township’s expectations and vision for future development, including permitted land uses, building heights, streetscaping, and pedestrian connections.



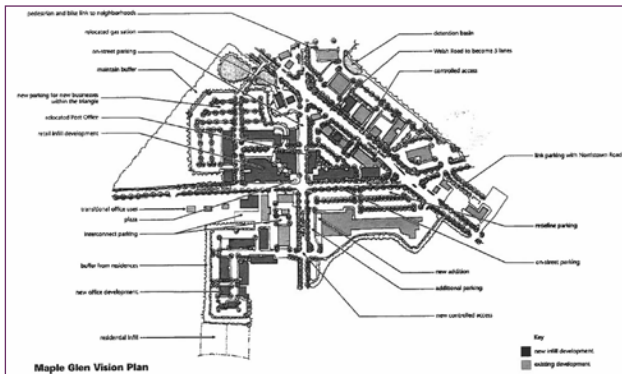
INSPIRATION PHOTOS



A small shopping center off of Limekiln Pike contains several popular neighborhood restaurants.



The Welsh Road frontage through the focus area does not currently have continuous sidewalks, reducing the walkability of the area.



The 2000 Maple Glen Action Plan created a vision plan for the entire village area, including across Welsh Road in Upper Dublin.

Source: Maple Glen Action Plan

Maple Glen Village Focus Area

The Maple Glen Village focus area consists of just over 16 acres of commercial properties along the southern boundary of Horsham Township with Upper Dublin Township in the area around the triangular crossroads of Limekiln Pike (State Route 152), Welsh Road (State Route 63), and Norristown Road (State Route 2007). Although these roads all date back to before 1725, Maple Glen didn't develop into the neighborhood commercial center that it is today until the mid-1900s when Horsham and the surrounding townships began to grow into suburban residential communities.

This focus area will discuss the Horsham Township section of Maple Glen; however, the Maple Glen Village commercial area extends south of Welsh Road into Upper Dublin Township and includes the Maple Glen Shopping Center which was built in 1970. In 2000, the *Maple Glen Action Plan* (see image to left) evaluated the existing conditions and provided recommendations for the entire multi-municipal commercial area. Some of these recommendations, such as intersection improvements with signalized pedestrian crossings and street trees, have been completed as individual properties have redeveloped; however, area-wide recommendations such as consolidating curb cuts and implementing building design standards, have not been fully implemented.

Existing Conditions & Observations

Recent Developments

Several individual properties have been redeveloped since the last comprehensive plan. A gas station on the northeast corner of Norristown Road and Welsh Road was redeveloped as a bank in 2011.

Similarly, in 2014, a shuttered gas station on the northwest corner of Welsh Road and Limekiln Pike was demolished and replaced with a bank, incorporating vacant land behind the old gas building to add 34 parking spaces, a drive-thru area, and an underground stormwater basin. This project included widening both Welsh Road and Limekiln Pike along the frontage of the property in anticipation of future PennDOT improvements to the intersection, as well as sidewalks, a gateway installation, and landscaping.

In late 2023, a 53-unit townhome development was proposed adjacent to the focus area under the township's Commercial Transition Community option in the R-3 Residential



The buildings within the focus area are a range of sizes and ages, many on narrow lots.

zoning district. The land development proposal shows sidewalks and road widening along Norristown Road, as well as a trail connection from the townhomes to the CVS property near Limekiln Pike.

Natural & Cultural Resources

There are no water bodies or floodplains within the Maple Glen Village focus area. The topography of the focus area is relatively flat. There is minimal tree cover within the focus area. A large wooded area to the north of the focus area was significantly impacted by a tornado in September of 2021 which resulted in the loss of many existing trees.

Transportation

Vehicular Traffic

Limekiln Pike, Welsh Road, and Norristown Road are all owned and maintained by PennDOT. Welsh Road is classified as a principal arterial road while Norristown Road and Limekiln Pike are minor arterial roads. All three are primarily two lane roads but expand at both intersections to have turning lanes. Traffic count data for the section of Welsh Road within the focus area shows average traffic of over 9,700 vehicles per day. Traffic counts for the section of Norristown Road approaching the focus area show average traffic of approximately 12,800 vehicles per day.⁸

There were multiple crashes at both intersections in the focus area between 2018 and 2022,⁹ including six at the intersection of Norristown and Welsh Roads and three at the intersection of Limekiln Pike and Welsh Road.

⁸ DVRPC, 2019.

⁹ PennDOT, Pennsylvania Crash Information Tool (PCIT). <https://crashinfo.penndot.gov/PCIT/queryTool.html>

Pedestrian Access & Circulation

Sidewalks are located sporadically within the focus area, with the longest continuous stretch of sidewalks connecting the Misty Hollow Road neighborhood to the north of the focus area along Limekiln Pike, to Welsh Road. There are crosswalks with pedestrian signals on at least two sides of the two signalized intersections within the focus area.

Bikeability

Both Norristown Road and Limekiln Pike are identified as part of the Priority Bike Route in *Bike Montco*; however, no section of the focus area currently has bicycle infrastructure.

Existing Land Use & Zoning

The 14 parcels within the focus area are a variety of commercial uses, including multiple banks, professional offices, personal services, pharmacies, restaurants, and a martial arts center. Many of these uses are clustered together, such as personal services in the Maple Glen Professional Center.



The intersection at Limekiln Pike and Welsh Road near the western end of the focus area.

The Maple Glen Village focus area is primarily zoned C-2 General Commercial, which is intended to provide for the special requirements of retail and convenience type commercial establishments. Several properties are split-zoned between the C-2 zoning district and either the R-2 or R-3 Low Density Residential zoning districts.

Future Opportunities

See Figure 19 on page 170 for a map of existing conditions and recommendations

Overall Development Vision & Future Land Use

Given the focus area's location at the crossroads of three significant thoroughways at the border of Horsham Township and Upper Dublin Township, an appropriately-scaled and walkable commercial corridor is desirable in this location, while still providing for adequate vehicular traffic flow. Reorienting the buildings closer to the sidewalk, providing attractive streetscaping, reducing the number of individual curb cuts, and maintaining a clean exterior aesthetic can help create a distinctive and walkable commercial district to serve as a destination for this area of the township.



The intersection at Norristown Road and Welsh Road near the eastern end of the focus area.

Public Engagement Feedback

In the community survey, 38% of respondents indicated that “revitalizing villages and neighborhood centers” such as Maple Glen should be a high priority for the township’s economy and commercial land uses.

When prompted to list the top two roads regarding transportation safety concerns, 16% of respondents selected Norristown Road, 15% selected Limekiln Pike, and 14% selected Welsh Road.

“Maple Glen need[s] a place for lunch and breakfast. Nice to get the wine store back. Maple Glen ‘downtown’ is stale and in need of a remake. Needs collaboration with Upper Dublin for a total re-orientation and remake.”

– Community Survey Respondent –

Map 32 to the right shows the proposed future land use for the Maple Glen Village focus area.

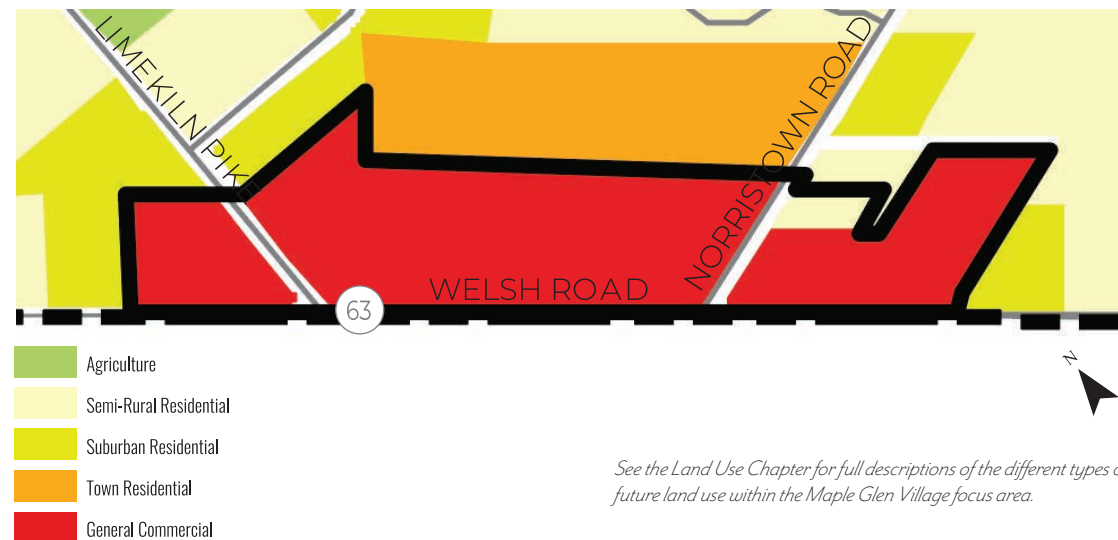
Zoning Provisions and Design Standards

Updated zoning provisions and design standards can be utilized to encourage redevelopment as a way of achieving some of the desired improvements. The C-2 General Commercial zoning district provides standards for retail and convenience type commercial establishments, but does not allow for the creative development that could establish a village feel. Updates to the dimensional standards would provide more flexibility for creative building layouts. The addition of design standards can ensure the addition of key elements to contribute to creating a village corridor, including improved pedestrian amenities, streetscape and building design, and the aesthetics of public places between buildings.



INSPIRATION PHOTOS

MAP 32. MAPLE GLEN VILLAGE FOCUS AREA FUTURE LAND USE



See the Land Use Chapter for full descriptions of the different types of future land use within the Maple Glen Village focus area.

Conceptual Design Improvements

The images below show conceptual improvements such as parking lot greening, streetscaping, and driveway consolidation that could potentially be implemented while maintaining the existing buildings (left). In the long-term, if there is an opportunity, an integrated redevelopment of the focus area as a village commercial area (right) could enhance Maple Glen as a neighborhood destination.



FIGURE 19. MAPLE GLEN VILLAGE FOCUS AREA EXISTING CONDITIONS AND RECOMMENDATIONS



- 1 Sidewalks with street trees, grass verge, ADA curb ramps, pedestrian street lights
- 2 Explore shared driveway options and place shared parking behind buildings
- 3 Consider neighborhood commercial redevelopment, as opportunities arise
- 4 Pedestrian interconnections to adjacent developments
- 5 Collaborate with Upper Dublin Township on ordinance changes to encourage a cohesive and walkable neighborhood center, as redevelopment occurs

Maple Glen Village Recommendations

RECOMMENDATION MG1

Collaborate with Upper Dublin Township to establish a common vision for the redevelopment of the Maple Glen Village areas as-a-whole. Common goals related to land uses, building scale, and streetscape design should be identified.

RECOMMENDATION MG2

Amend zoning regulations to encourage neighborhood-scale commercial uses and small shopping centers.

RECOMMENDATION MG3

Establish design guidelines for commercial areas related to streetscaping, parking lot greening, and building design.

RECOMMENDATION MG4

Pursue streetscape improvements to create a cohesive and walkable street frontage along Welsh Road.

RECOMMENDATION MG5

Explore driveway consolidation opportunities, as redevelopment occurs.

RECOMMENDATION MG6

Work with Upper Dublin Township and PennDOT to improve pedestrian safety and vehicular circulation at the intersections of Welsh Road and Limekiln Pike and Welsh Road and Norristown Road.

Village Mall Focus Area

The Village Mall focus area makes up 24.4 acres of land at the intersection of Blair Mill Road and West Moreland Avenue on the eastern edge of Horsham Township, bordering on Upper Moreland Township. The primary building on the site is the 244,018 sq. ft. “Village Mall” structure (now referred to as “The Village”) that was built in 1972 as an indoor mall and has since been converted to individual, outward-facing tenant spaces over the years (i.e., a strip mall).

Two drive-through sites are also located within the focus area: a 3,261 sq. ft. Wells Fargo bank, also built in 1972 on the mall site, and a 3,836 sq. ft. Burger King built in 1987 (originally a Hardees) on a separate parcel (but with vehicular access from the mall site) at the corner of Blair Mill Road and West Moreland Avenue.

This focus area also includes two retail parcels on a triangle of land across West Moreland Avenue from the larger mall site. A small 7-Eleven convenience store located on the corner was built in 1968 and The Shoppes at Blair Mill with six tenant spaces dates back to 1960.

Existing Conditions & Observations

Recent Developments

Although a large indoor mall that has been reformatted into a strip mall can be a challenging retail format to lease, The Village is currently mostly leased-out with traditional “big box” type stores (Acme Markets, Ollie’s Bargain Outlet, Habitat for Humanity ReStore) and a 106,552-square foot Speed Raceway indoor electric kart racing center.

In 2010, an expansion was proposed consisting of two new pad sites along Blair Mill Road and an expansion off of the Acme side of the mall. To date, only the 7,700 sq. ft. pad site building along the driveway from Blair Mill Road was added in 2017.

Natural Resources

There are no water bodies, floodplains, or wetlands within the focus area. The only steep slopes are located along the southern property boundary. The focus area sites are currently approximately 85-90% impervious with very little tree cover or green space. A stormwater retention basin was added to the southeastern corner of the main site along Blair Mill Road as part of the circa-2017 site improvements.

Transportation

Vehicular Traffic

This focus area has significant street frontage on Blair Mill Road, which is a State road with an average daily traffic volume of nearly 12,000 cars.¹⁰ There are dedicated left and right turn lanes into the mall site at an unsignalized driveway off of Blair Mill Road. The focus area also has street frontage along West Moreland Avenue, which is a township-owned road with an average daily traffic volume of approximately 6,400 cars.¹¹ There is one signalized intersection within the focus area at Blair Mill Road and West Moreland Avenue.

During the 5-year period of 2018-2022, there were 11 reportable crashes within the focus area, one of which involved a pedestrian that was hit at the intersection of Blair Mill Road and West Moreland Avenue.¹²

¹⁰ DVRPC, 2024

¹¹ DVRPC, 2023

¹² PennDOT, Pennsylvania Crash Information Tool (PCIT). <https://crashinfo.penn-dot.gov/PCIT/queryTool.html>



The central driveway and pedestrian pathway from Blair Mill Road originally led to the primary entrance to the Village Mall. Source: “Village Mall Nostalgia” Facebook Group



The same central driveway and pedestrian pathway shown in the top photo as seen from Blair Mill Road today.



The Shoppes at Blair Mill contains several restaurants and shops that serve the local neighborhood.



A new multi-tenant building near Blair Mill Road was added in 2017.



Much of the current parking lot lacks tree cover or pedestrian connections.



A large stormwater basin was added to the site as part of the most recent improvements.

Bikeability

Blair Mill Road is shown as a minor arterial and West Moreland Avenue is shown as an urban collector in the *Bike Montco* recommended bike network. Bicycle facilities on Blair Mill Road could connect to the existing Power Line Trail and planned Cross County East Trail further south. *Bike Montco* recommends bicycle facilities, including the Priority Bike Network Route along sections of Horsham Road and Easton Road to connect Norristown Road to Blair Mill Road. However, keeping bicycle traffic off of Easton Road going forward is desirable and, once a direct connection between Norristown Road and Maple Avenue is constructed as part of the redevelopment of the WGNAS, West Moreland Avenue could potentially be an alternative bicycle route across the northeastern section of the township.

Pedestrian Access & Circulation

Sidewalks are present along all street frontages within the focus area. A single, 4-foot wide pedestrian pathway extends from the Blair Mill Road driveway, to the mall building itself. In general, the sidewalks are narrow and crossings of driveway entrances and internal drive aisles are unmarked. Most pedestrian pathways lack shade trees. In addition to a signalized pedestrian crossing at the Blair Mill Road and West Moreland Avenue intersection, a pedestrian crossing is located at West Moreland Avenue and Bender Road, which is marked as a school crossing. This marked crossing also helps connect the residential neighborhood to the north with the Village Mall site.

Existing Land Use & Zoning

The four parcels within the focus area are all currently used for retail shops and restaurants. The majority of the focus area is devoted to surface parking lots accessory to the retail and restaurant uses.

The mall and Burger King sites are zoned SC-1 Shopping Center. In this district, the development of a shopping center on a tract of 10 or more acres is considered a “community-scale shopping center,” which is permitted by conditional use and requires a market area study. The smaller retail sites north of West Moreland Avenue are zoned GC-2 General Commercial and Highway Commercial.

The mall site is slightly nonconforming to maximum building area and therefore has no room for expansion without rezoning or removal of a portion of the existing building.

Public Engagement Feedback

88% of community survey respondents stated that “revitalizing older shopping centers” was a high or medium economic development priority. In terms of overall economic development, the community has expressed a desire for more destination retail, small businesses, and a “Main Street” or “Town Center” area to meander and go to for community events. Specific outreach related to this focus area identified safety concerns within the focus areas due to the underutilized parking lot and lack of mall security.



The main entrance to the Village Mall site is currently along Blair Mill Road.



The Acme grocery store on the northern end of the mall building is seen as an important neighborhood food store and amenity.

Future Opportunities

See Figure 20 on the following page and Figure 21 on page 176 for maps of existing conditions and recommendations

Overall Development Vision & Future Land Use

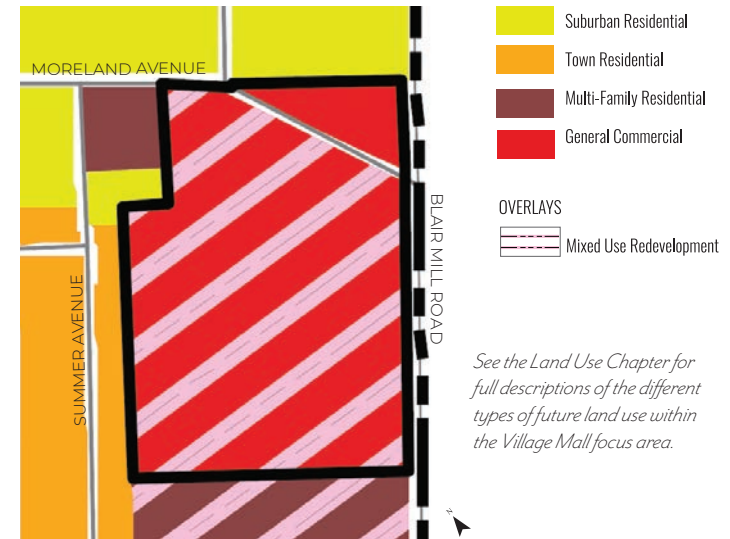
Village Mall was identified as an economic development focus area as it is the oldest of the township’s shopping centers and has the most potential for significant design enhancements to reflect market changes, create more green space, and expand pedestrian connections. Given the site’s location along a busy arterial road adjacent to a large apartment complex, the continued use of these sites as primarily retail and employment-generating uses is desired; however, the redevelopment of the sites in the longer-term could have many benefits.

Map 33 to the right shows the proposed future land use for the Village Mall focus area.

Zoning Provisions and Design Standards

Updated zoning language for the Village Mall and adjacent sites could encourage improvements through strategic incentives and creative design standards. Specific design standards that could be incorporated include parking lot greening, internal and external pedestrian circulation, landscape buffering where adjacent to single-family residential, and building design.

MAP 33. VILLAGE MALL FOCUS AREA FUTURE LAND USE



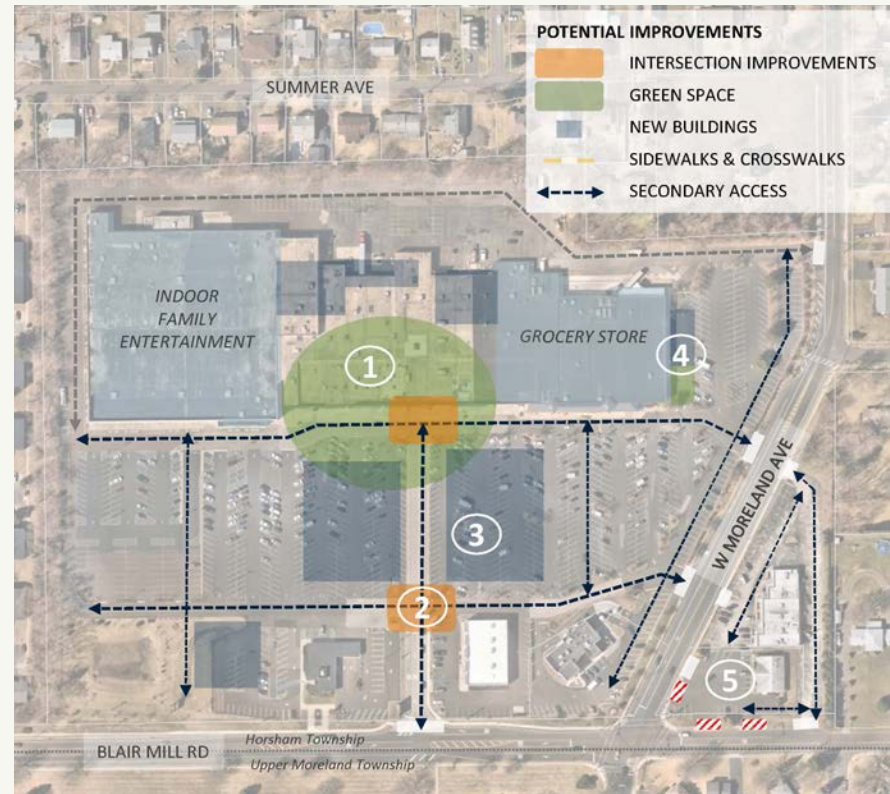
See the Land Use Chapter for full descriptions of the different types of future land use within the Village Mall focus area.



Conceptual Design Improvements – Mall Site

The conceptual layout below suggests some ways the existing mall site could be partially redeveloped to redistribute the commercial space, create a central green space, and increase internal walkability.

FIGURE 20. VILLAGE MALL FOCUS AREA EXISTING CONDITIONS AND RECOMMENDATIONS (MALL SITE)



- ① Central plaza space with design features and restaurants
- ② Traffic calming treatments of major internal intersections
- ③ Infill commercial buildings along central driveway with sidewalk and landscaping improvements
- ④ Café with outdoor dining space and bicycle parking
- ⑤ Encourage driveway consolidation and internal circulation improvements

Conceptual Design Improvements – Full Site

This concept plan shows one potential way the Village Mall site and the adjacent Blair Mill Village Apartments complex properties could potentially redevelop together as part of a coordinated, mixed-use, master-planned development. An internal street grid with small roundabouts at key intersections and sidewalks would improve internal walkability and encourage live-work-play activity between the residential and commercial areas of the site. The current number of residential units and amount of commercial square footage could be replaced on-site in a range of strategically-placed commercial and residential buildings. Residential uses could range from apartments to townhomes to live-work units and senior cottages.

FIGURE 21. VILLAGE MALL FOCUS AREA EXISTING CONDITIONS AND RECOMMENDATIONS (FULL SITE)



- ① Central green space activated by community-oriented uses such as a movie theater
- ② Roundabouts and boulevards provide traffic calming and placemaking along internal roads
- ③ Smaller footprint retail buildings increase storefront area and walkability
- ④ Some mixed-use buildings could take the form of live-work townhomes with offices or small stores on the ground floor
- ⑤ More auto-oriented retail, such as a drive-thru restaurant, could be located along Blair Mill Road
- ⑥ Open space areas buffer single-family residential from commercial
- ⑦ Modern, low-rise apartments along Blair Mill Road
- ⑧ Cottages targeted to seniors are grouped to the rear of the site and connected to amenities by sidewalks
- ⑨ Residential transition area consisting of twins, townhomes, or small multifamily buildings

Village Mall Recommendations

RECOMMENDATION VM1

Amend zoning regulations to encourage the partial or full redevelopment of the mall site, and potentially including the adjacent multi-family residential properties, into an integrated, mixed-use development.

RECOMMENDATION VM2

Establish design guidelines for parking lot greening, internal and external pedestrian circulation, landscape buffering, public gathering space, streetscape design, and building design.

RECOMMENDATION VM3

Explore driveway consolidation opportunities, as redevelopment occurs on smaller commercial properties.

Horsham Road Corridor Focus Area

The Horsham Road Corridor focus area includes the properties located along Horsham Road (State Route 463) between Norristown Road and Dresher Road, excluding the Willow Grove Naval Air Station (see focus area section starting on page 192). The 59 parcels within the focus area total approximately 86 acres and currently contain over 645,000 square feet of commercial space.

Horsham Road dates back to 1735 and historically connected Stump Road in Montgomery Township to Norristown Road. Norristown Road dates back slightly further to 1723 and originally connected the Horsham Meeting House to Welsh Road and points south. The land along this section of Horsham Road remained residential and farmland until the mid-to-late-1900s, when the roadways were widened to accommodate the several large commercial developments and regional traffic patterns.

Existing Conditions & Observations

Recent Developments

The three shopping centers within the focus area were constructed in the 1980s-1990s and they have each been subject to small expansions, parking lot reconfigurations, and façade enhancements in the last decade. In addition, three new commercial properties were constructed within the focus area in the last decade: a 1,972 square foot cell phone store that replaced a house, a 5,143 square foot bank that

replaced a former bank, and a 8,686 square foot medical office that was built on vacant land.

Natural Resources

A tributary of the Pennypack Creek and associated floodplain runs through the western section of the focus area, just west of Walnut Avenue, while the main stem of the Pennypack Creek runs adjacent to the far eastern edge of the focus area where a small section of floodplain is located along Dresher Road. Areas of steep slope are primarily limited to the creek bed and the edges of a large stormwater basin behind the Wawa.

Transportation

Vehicular Traffic

Horsham Road is a State road with an average daily traffic volume of approximately 23,800 cars.¹³ Dresher Road is a local road with average traffic volumes of over 15,000 cars.¹⁴ The most recent traffic counts for Maple Avenue (north of Horsham Road), a local street within the focus area, were approximately 8,700 cars (north of Horsham Road)¹⁵ and just under 1,000 (south of Horsham Road)¹⁶. Currently there are three signalized intersections within the focus area, all of which include some level of pedestrian facilities.

During the 5-year time period between 2018 and 2022, there were 81 reportable crashes within the Horsham Road Corridor focus area, with the most (25) occurring in 2021. The majority of the crashes (83%) listed aggressive driving as a factor. None of the crashes resulted in fatalities, and only one crash involved hitting a pedestrian, which was at the intersection of Dresher Road and



The signalized intersections within the focus area have upgraded pedestrian facilities including high-visibility crosswalks and pedestrian signals.



Horsham Road widens to five lanes near Dresher Road where both the Horsham Point and Elements at Horsham shopping centers are located.



The Horsham Corner shopping center at the corner of Horsham Road and Norristown Road is located across from the former Willow Grove Naval Air Station.

Central Avenue. Although several community survey respondents commented on speeding being an issue along Horsham Road, only 6% of the reportable crashes within this focus area between 2018 and 2022 were attributed to speeding. In addition to clusters of crashes at the three signalized intersections, six crashes occurred at the Wawa driveway(s) and four crashes occurred at the Giant driveway.¹⁷

Several intersections within this focus area have been studied by recent transportation studies. The *Route 611 Transportation Study* in 2016 did not take into consideration the proposed new road network through the WGNAS, therefore the recommendations from the *2022 Willow Grove Naval Air Station Road Network Traffic Study* are considered more up-to-date. Widening of all approaches of the intersection of Norristown Road and Horsham Road is recommended to connect to an extension of Norristown Road through the WGNAS redevelopment site. In addition, new sidewalk is shown along the north side of Horsham Road.

No widening is recommended at the intersection of Horsham Road and Maple Avenue in the 2022 study, except to extend the right turn lane for southbound Maple Avenue. The 2022 study also shows converting the hatched area on the north side of the intersection to a raised median and adding sidewalk along the north side of Horsham Road extending west of Maple Avenue.

¹³ DVRPC, 2024

¹⁴ DVRPC, 2024

¹⁵ DVRPC, 2021

¹⁶ DVRPC, 2024

¹⁷ PennDOT. Pennsylvania Crash Information Tool (PCIT). <https://crashinfo.pennndot.gov/PCIT/queryTool.html>

Slight road widening to create a right turn only lane for eastbound Horsham Road is recommended at the intersection of Horsham Road and Dresher Road in the 2022 study. Sidewalk relocations on either side of Horsham Road are also shown.

Bikeability

Horsham Road, Norristown Road south of Horsham Road, and Dresher Road through the focus area are shown as minor arterials in the *Bike Montco* recommended bike network. Bicycle facilities on Norristown Road south of Horsham Road could connect to the existing Power Line Trail further south. *Bike Montco* recommends bicycle facilities, including the Priority Bike Network Route along Norristown Road south of Horsham Road and Horsham Road, to connect to Easton Road and Blair Mill Road to continue east. However, the township has expressed concerns with this route and feels that, once a direct connection between Norristown Road and Maple Avenue is constructed as part of the redevelopment of the WGNAS, that the Norristown Road extension connecting to West Moreland Avenue may be the preferred bicycle route across the northeastern section of the township.

Pedestrian Access & Circulation

Sidewalks are present continuously along the north side of Horsham Road between Maple Avenue and Dresher Road. On the south side of Horsham Road, sidewalks are present between Norristown Road and Highland Avenue, between Avenue B and Avenue C, and between Avenue E and Dresher Road. Sidewalk on the western side

of Dresher Road connects from Easton Road, south to Sawmill Lane. Sidewalk width, physical condition, and placement relative to the curbline of the street varies along the corridor.

Existing Land Use & Zoning

The current land uses within the focus area include a mixture of retail (including three shopping centers that were constructed in the 1980s-1990s and many smaller retail properties), two large office buildings, and several industrial properties (including a self-storage facility, a truck rental company, and a forklift dealer). The south side of Horsham Road between Walnut Avenue and Avenue E is characterized by smaller, shallower parcels with no distinct land use pattern. This stretch includes retail, mixed-use, office, industrial, and residential land uses.

There are two significant undeveloped parcels within the focus area: 401 Norristown Road, which is a 1.5-acre former gas station site in front of the Horsham Corner Shopping Center, and a 0.52-acre parcel on Norristown Road north of Horsham Road that appears to be used for overflow parking for the adjacent commercial property fronting on Horsham Road.

South of Horsham Road, the majority of the focus area is zoned C-2 General Commercial, except the Elements Horsham shopping center, which is zoned SC-1 Shopping Center. The north side of Horsham Road within the focus area is zoned a combination of I-3 Industrial, GC-2 General Commercial and Highway Commercial, and C-1 Shopping Center.



Deep landscaped setbacks, multi-story buildings, and traditional building materials make the Elements at Horsham shopping center unique.



The Horsham Point Shopping Center is one of the three shopping centers within the focus area.



The corner parcel at Horsham Road and Norristown Road is currently vacant.

Public Engagement Feedback

88% of community survey respondents stated that “revitalizing older shopping centers” was a high or medium economic development priority. The three shopping centers within the focus area are relatively newer and/or have been recently renovated. One resident specifically commented on the need to do something with the vacant parcel at Norristown Road and Horsham Road.

The majority of comments specific to Horsham Road in the community survey related to traffic safety, including eight comments regarding excessive speed and three comments on the intersection of Horsham Road and Maple Avenue:

- “Getting out of parking lots and onto Horsham road never feels safe or easy. Specifically the Wawa near Norristown.”
- “As a resident of the avenues, I would love more lights along Horsham Road so that it was safer for us to exit our subdivision on to Horsham Road.”
- “Horsham Road needs sidewalks.”
- “Maple and Horsham roads numerous accidents. No turn on red should apply!!!”
- “The widening of Horsham Road has resulted in the creation of a speedway. Many current intersections which have turn lanes need to have arrows on the traffic signal.”

Future Opportunities

See Figure 22 on page 182 for a map of existing conditions and recommendations

Overall Development Vision & Future Land Use

Given the corridor’s role as a minor arterial for the township and region, as well as the established neighborhood commercial character and potential connections to the WGNAS redevelopment, maintaining this section of Horsham Road as a commercial corridor is recommended with continued emphasis on creating a cohesive streetscape and supporting multimodal connections between commercial properties and to adjacent residential neighborhoods.

Map 34 on the following page shows the proposed future land use for the Horsham Road Corridor focus area.

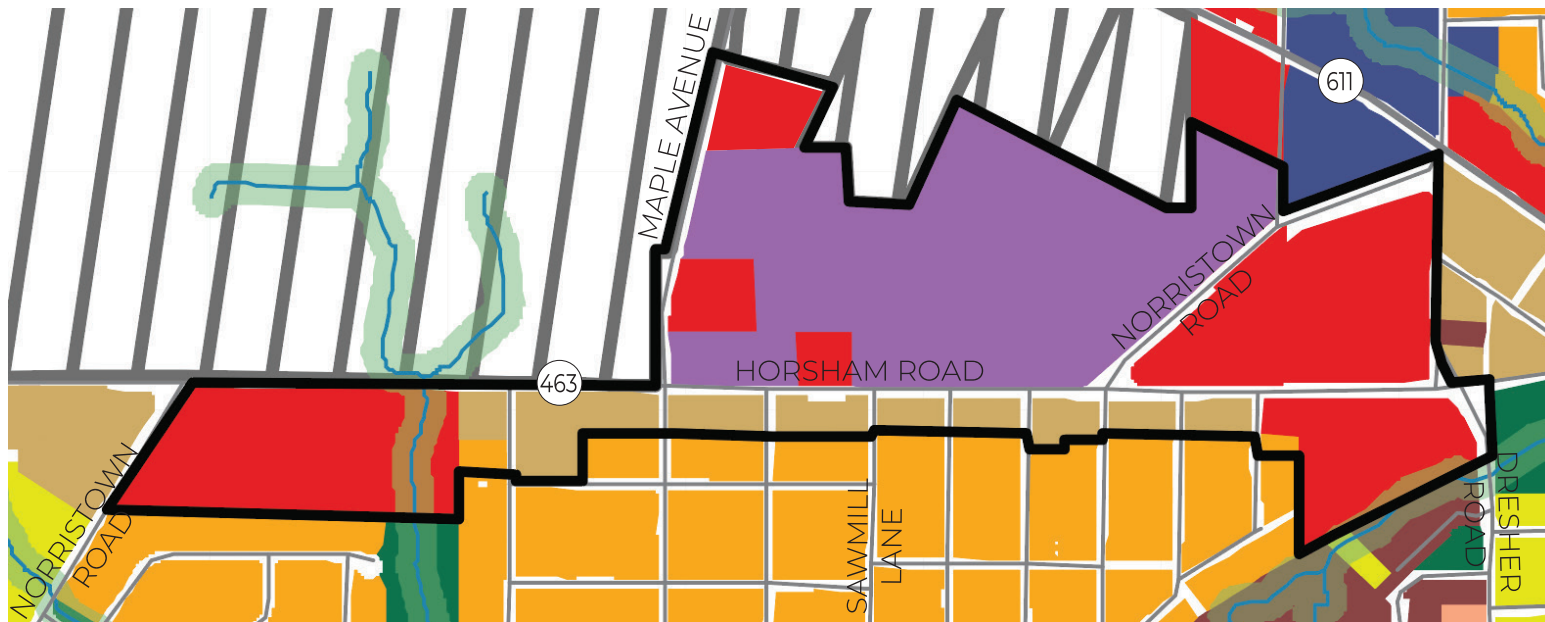
Zoning Provisions and Design Standards










The Horsham Road corridor’s established neighborhood-scale commercial land use pattern should be maintained and enhanced. Zoning revisions could help ensure new commercial development is of an appropriate scale that transitions to the adjacent residential neighborhoods. Design standards could be incorporated to require new development to contribute to a cohesive streetscape and pedestrian-friendly environment. Zoning and design standard revisions should also be coordinated with the planned redevelopment of the former Willow Grove Naval Air Station that has significant frontage along Horsham Road within this focus area (see the Willow Grove Naval Air Station Focus Area section beginning on page 192).



INSPIRATION PHOTOS

MAP 34. HORSHAM ROAD CORRIDOR FOCUS AREA FUTURE LAND USE



- | | |
|---------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
|  Recreation and Open Space |  Neighborhood Commercial Residential |
|  Institutional |  General Commercial |
|  Suburban Residential |  General Office |
|  Town Residential |  Office Light Industrial |
|  Multi-Family Residential | |

- OVERLAYS**
-  Greenway Corridor
 -  Master Plan

See the Land Use Chapter for full descriptions of the different types of future land use within the Horsham Road Corridor focus area.

Conceptual Design Improvements

The conceptual rendering above shows a potential reconfiguration of the parking lot at the Horsham Corner Shopping Center to incorporate the vacant corner parcel. Internal parking lot circulation and landscaping enhancements could be achieved. In addition to creating a landscaped gateway at the corner, usable plaza space could serve as a gathering space for events such as “Food Truck Friday.”



FIGURE 22. HORSHAM ROAD CORRIDOR FOCUS AREA EXISTING CONDITIONS AND RECOMMENDATIONS



- 1** Incorporate vacant corner parcel into shopping center with green space and gateway at the corner
- 2** If property redevelops, tie-in to circulation with Wawa and protect riparian buffer around the creek
- 3** Explore potential mid-block pedestrian crossing or other pedestrian safety enhancements
- 4** Create logical gateways and interconnections to WGNAS site, as redevelopment occurs

Horsham Road Corridor Recommendations

RECOMMENDATION HR1

Evaluate zoning revisions to ensure new commercial development in the area identified as Neighborhood Commercial Residential is of an appropriate scale that transitions to adjacent residential neighborhoods.

RECOMMENDATION HR2

Establish design guidelines for commercial areas related to streetscaping, parking lot greening, and building design.

RECOMMENDATION HR3

Encourage the transformation of the vacant parcel at the corner of Norristown Road and Horsham Road into an attractive community space. Potential improvements could combine a redesign of the adjacent shopping center's parking lot with increased landscaping and a usable plaza space.

RECOMMENDATION HR4

Implement intersection and roadway improvements to create logical gateways and interconnections with the WGNAS site, as redevelopment occurs.

RECOMMENDATION HR5

Pursue streetscape improvements to create a cohesive and walkable street frontage along Horsham Road.

RECOMMENDATION HR6

Explore the development of a new pedestrian crossing to improve access between the Avenues neighborhood and the GIANT grocery store.

RECOMMENDATION HR7

Explore sidewalk or trail construction to connect the Horsham Corner Shopping Center to the Sawyers Way neighborhood.

Easton Road Crossroads Focus Area

The Easton Road Crossroads focus area looks at the interrelated stretches of Easton Road (State Route 611) between Blair Mill Road (the municipal boundary with Upper Moreland Township) and Maple Avenue, and Horsham Road (State Route 463) between Dresher Road and Blair Mill Road. This focus area does not include the former Willow Grove Naval Air Station (see focus area section starting on page 192). Overall, the Easton Road Crossroads focus area includes 1.8 miles of street frontage on either Easton Road or Horsham Road and 130 acres of land.

Easton Road through Horsham dates back to the 1720s and was formerly known as the Willow Grove-Doylestown Turnpike. Several structures remain from this time period, primarily clustered near Meetinghouse Road.

Existing Conditions & Observations

Recent Developments

The largest redevelopment within the focus area in the last ten years transformed the western corner of the intersection of Easton Road and Blair Mill Road. The almost 8-acre development tract changed the alignment of this key intersection while also creating a cohesive development of a Wawa, CVS pharmacy, and restaurant.

In 2022, a 5,068 square foot automatic car wash was proposed next to the Comfort Inn to replace the Otto's Restaurant. In addition, within the last ten years, the township has acquired several properties within the focus area for public open space.

Natural Resources

The Pennypack Creek and associated floodplain runs through the eastern section of the focus area, paralleling Horsham Road and dividing it from the residential neighborhoods to the north. The Pennypack Creek splits just west of Johnson Avenue with a portion of the tributary extending north, just east of Easton Road, and another portion crossing under Easton Road and extending southwest. Areas of steep slope are primarily located along the creek bed and in the vicinity of the Comfort Inn.

An environmental covenant has been applied to the gas station at 496 Easton Road since 2012.¹⁸ A benzene and MTBE underground plume has migrated to adjacent residential properties on Westmont Avenue. Groundwater use is not permitted on the gas station site or affected adjacent properties.

Transportation

Vehicular Traffic

Easton Road (a PennDOT road) is one of the busiest roadways in the township with average traffic volumes of nearly 36,000 near Horsham Road,¹⁹ which decreases slightly as you travel north through the focus area. Horsham Road (also a PennDOT road) experiences average daily traffic volumes of approximately 17,600 cars on the stretch west of Easton Road.²⁰ Meetinghouse Road is a local road with average traffic volumes of over 11,300 cars.²¹ The most recent traffic counts for Maple Avenue, a local street, were approximately 8,700 cars.²²

¹⁸ Pennsylvania Department of Environmental Protection. "PA Activity and Use Limitations Registry." <https://gis.dep.pa.gov/pa-aul/AulMap.html>



Easton Road widens to six lanes as it approaches Blair Mill Road, the southern end of the focus area.



Easton Road looking north towards Maple Avenue, the northern end of the focus area.



This multi-use redevelopment reconfigured the intersection of Easton Road and Blair Mill Road from a 5-point intersection to a more standard, 4-point intersection.

During the 5-year time period between 2018 and 2022, there were 193 reportable crashes within the Easton Road Crossroads focus area. The majority of the crashes (61%) listed aggressive driving as a factor. None of the crashes resulted in fatalities; however, six of the crashes involved hitting a pedestrian, including two at the northern intersection of Horsham Road and Easton Road. Crashes are generally concentrated at intersections (both signalized and unsignalized) along the full-length of the corridor. Fewer mid-block crashes occurred along stretches of Easton Road where there is a raised center median.²³

There are currently six signalized intersections within the focus area, all of which include some level of pedestrian facilities. Several of these intersections within this focus area have been studied by recent transportation studies, including the *Route 611 Transportation Study* in 2016 and the *2022 Willow Grove Naval Air Station Road Network Traffic Study*. In addition, the township is currently working on a *Route 611 Improvement Plan* that will evaluate multimodal transportation needs in light of recent and planned developments.

Bikeability

Horsham Road, Dresher Road, and Blair Mill Road are shown as minor arterials in the *Bike Montco* recommended bike network, as well as the portion of Easton Road connecting the two sections of Horsham Road, which is shown as

a principal arterial. Bicycle facilities on Dresher Road and Blair Mill Road could connect to the existing Power Line Trail and planned Cross County Trail East further south. *Bike Montco* recommends bicycle facilities, including the Priority Bike Network Route along Horsham Road and a small section of Easton Road; however, the township has expressed concerns with this route and feels that, once a direct connection between Norristown Road and Maple Avenue is constructed as part of the redevelopment of the WGNAS, that the Norristown Road extension connecting to West Moreland Avenue may be the preferred bicycle route across the northeastern section of the township.

Pedestrian Access & Circulation

Sidewalks are present only sporadically within the focus area because right-of-way behind the curb is constrained and large paved parking areas are common in front of buildings. Sidewalk width, physical condition, and placement relative to the curbline of the street varies along the corridor.

Public Transit

The SEPTA Route 55 bus runs along Easton Road with several designated stops within the township. None of the bus stops along Easton Road have shelters and the stop locations vary in terms of pedestrian and ADA accessibility. Based on recent ridership data, the busiest bus stops within the focus area are located along the stretch of Easton Road between Blair Mill Road and Meetinghouse Road.



Some stretches of road within the focus area currently lack sidewalks.



All of the signalized intersections within the focus area include some upgraded pedestrian amenities.

Existing Land Use & Zoning

The current land uses within the focus area are primarily retail and mixed-use properties. The Horsham Friends Meeting House (built in 1803), and the associated cemetery, occupy the block between Meetinghouse Road and Girard Avenue. Commercial land uses, including industrial, extend along Horsham Road east of Easton Road, but this does not correspond to commercial property in adjacent Upper Moreland. Commercial land uses extend along Easton Road south in to Upper Moreland; however parcel sizes are smaller. Several parcels of township open

¹⁹ DVRPC, 2024

²⁰ DVRPC, 2023

²¹ DVRPC, 2024

²² DVRPC,

²³ PennDOT. Pennsylvania Crash Information Tool (PCIT). <https://crashinfo.penndot.gov/PCIT/queryTool.html>



Many of the older properties within the focus area are on smaller parcels that can make redevelopment of individual parcels challenging.



Easton Road looking south from Birch Avenue towards Horsham Road.

space are located within the focus area; however none of them are currently improved as parks.

Very few single-family homes are located along this stretch of Easton Road; however, two multifamily properties, including the 143-unit Fair Oaks garden apartments (built 1958-1964) are located on Easton Road near Blair Mill Road.

There is only one undeveloped parcel in the focus area, a 1.1-acre property at the corner of Easton Road and Birch Avenue where an auto-related facility was demolished in 2017.

Most of the focus area is zoned GC-2 General Commercial and Highway Commercial. The cemetery is zoned C-1 Shopping Center and the Fair Oaks Apartments complex is zoned R-7 Residential. The east side of Easton Road between Girard Avenue and Meetinghouse Road is zoned R-4 Medium-Density Residential, making the commercial properties between Columbia Avenue and Homestead Lane non-conforming uses.

Future Opportunities

See Figure 23 on page 188 for a map of existing conditions and recommendations

Overall Development Vision & Future Land Use

Given the corridor’s role as a principal arterial for the township and region, as well as the established commercial character, potential connections to the WGNAS redevelopment, and the need to buffer nearby residential communities, maintaining this section of Easton Road as a commercial corridor is recommended.

Map 35 on the next page shows the proposed future land use for the Easton Road Crossroads focus area.

Zoning Provisions and Design Standards

Zoning ordinance revisions should focus on strategies to encourage a cohesive commercial corridor through redevelopment of vacant and underutilized sites. Ordinance revisions and design standards should include a continued emphasis on creating a cohesive streetscape, encouraging property enhancement through redevelopment, and supporting multimodal connections between commercial properties and to adjacent residential neighborhoods.

Public Engagement Feedback

46% of community survey respondents selected Easton Road/Route 611 as one of their top two priorities regarding traffic safety. Specific comments mentioned the volume of traffic, aggressive driving/speeding, challenging turning movements, and lack of sidewalks as concerns. Survey respondents also commented on the rundown appearance of businesses along the corridor.

- “There have been multiple pedestrian and vehicular deaths on 611. Not sure how to make that safer unless there is a pedestrian overpass somewhere?”
- “611 is horrid! Speeding and volume are big concerns. I can’t and don’t make lefts out of my neighborhood onto 611 unless it’s early morning or late night.”
- “Route 611 is too much of an expressway like feel given the layout of the road and speed of the drivers.”
- “It is difficult to cross 611 as a pedestrian.”
- “I love riding my bike but have to drive to power line trail because I don’t like crossing 611 on bike.”
- “Get rid of all the blight on 611” – “611 corridor is very ugly” – “A lot of businesses look run down/closed on Easton road.” – “Right now it’s kind of blah.”

MAP 35. EASTON ROAD CROSSROADS FOCUS AREA FUTURE LAND USE



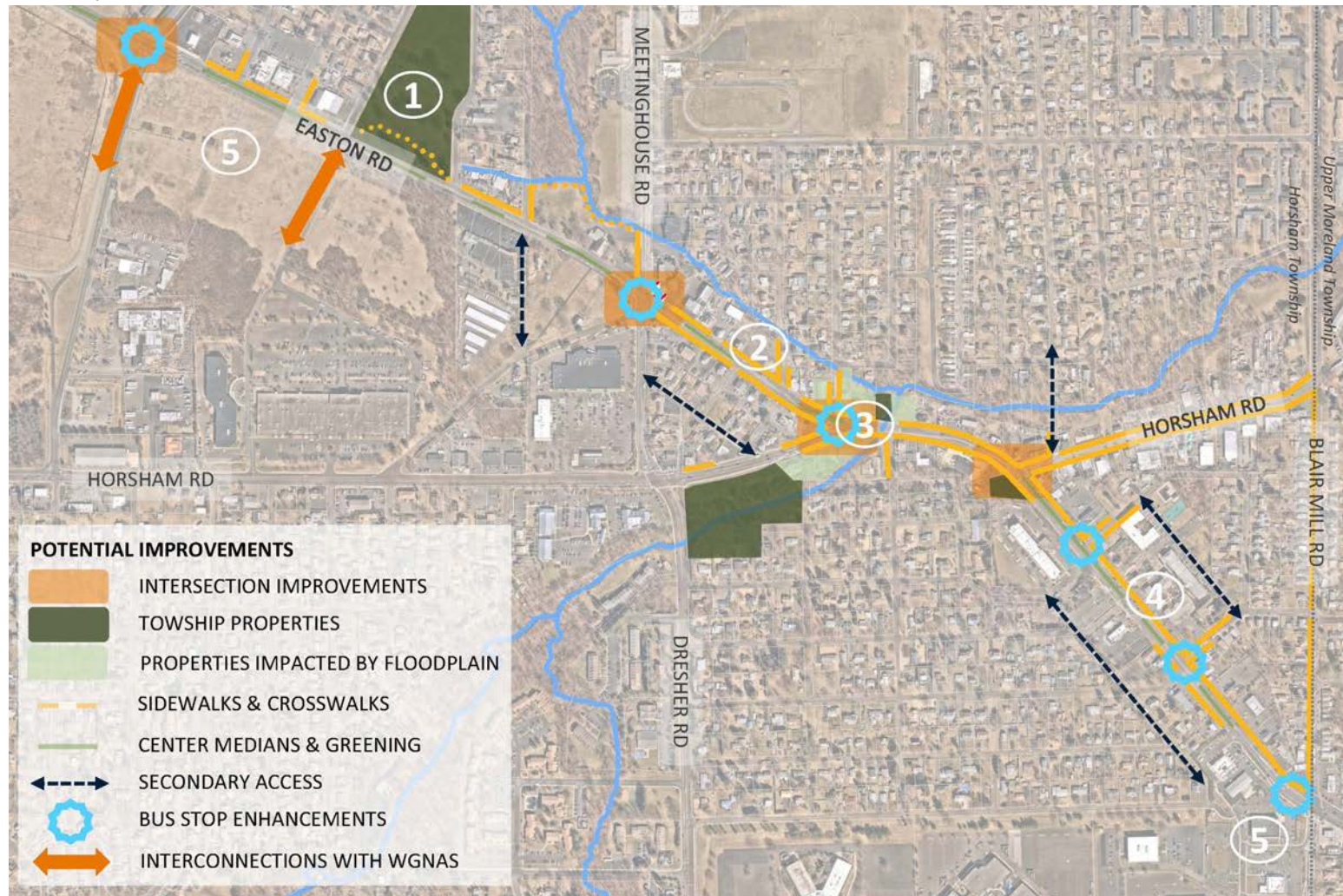
- Recreation and Open Space
 - Institutional
 - Semi-Rural Residential
 - Suburban Residential
 - Town Residential
 - Multifamily Residential
 - Neighborhood Commercial Residential
 - General Commercial
 - General Office
 - Office Light Industrial
 - Transportation and Utility Corridors
- OVERLAYS
- Greenway Corridor
 - Mixed Use Redevelopment
 - Master Plan

See the Land Use Chapter for full descriptions of the different types of future land use within the Easton Road Crossroads focus area.



INSPIRATION PHOTOS

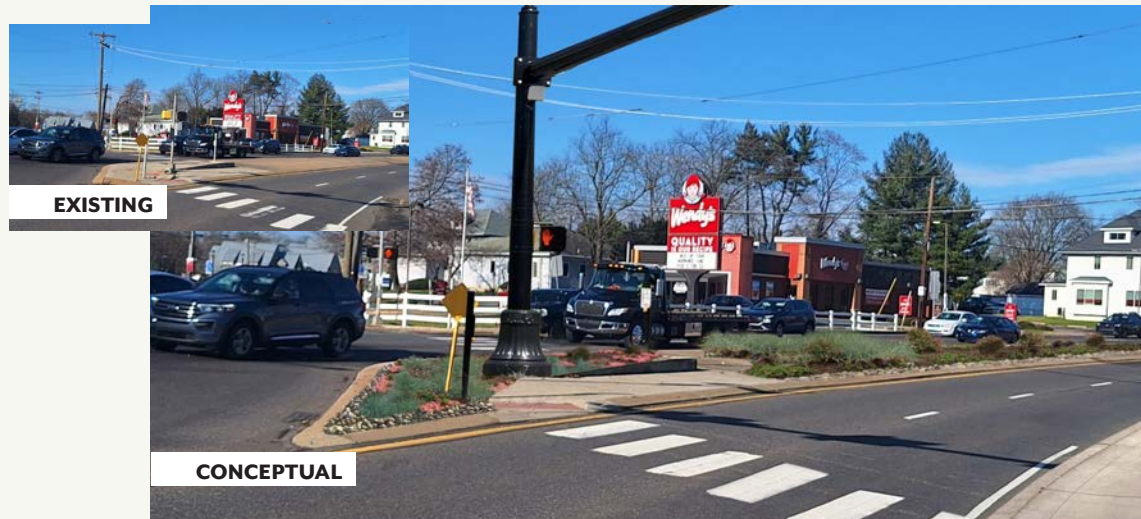
FIGURE 23. EASTON ROAD CROSSROADS FOCUS AREA EXISTING CONDITIONS AND RECOMMENDATIONS



- ① Improve pedestrian accessibility through sidewalk development. Consider creative placement of alternative pedestrian path around historic meeting house and through park space.
- ② Encourage redevelopment of vacant or underutilized sites
- ③ Pursue strategic placement of additional center medians with greening, wherever possible
- ④ Enhance walkability and transit access around multifamily and commercial developments
- ⑤ Implement corridor-wide multi-modal improvements and develop interconnections with and gateways to the WGNAS site, as redevelopment occurs

Conceptual Design Improvements

The conceptual rendering to the right illustrates potential improvements to the existing concrete medians in Easton Road near Horsham Road. The stretches of Easton Road with existing concrete medians have fewer angle crashes due to fewer turning movements; however, the visual appearance of these stretches could be improved by recapturing some of this space for attractive landscaping and pedestrian crossing enhancements.



Easton Road Crossroads Recommendations

RECOMMENDATION ER1

Consider ordinance revisions to encourage redevelopment of vacant or underutilized sites.

RECOMMENDATION ER2

Establish design guidelines for commercial areas related to streetscaping, parking lot greening, and building design.

RECOMMENDATION ER3

Complete the *Route 611 Corridor Improvement Plan* to identify multi-modal transportation needs for the corridor and pursue implementation of priority recommendations.

RECOMMENDATION ER4

Implement intersection and roadway improvements to create logical gateways and interconnections with the WGNAS site, as redevelopment occurs.

RECOMMENDATION ER5

Explore ways to improve bus shelters along Easton Road including pedestrian access, signage, and shelters, with a focus on areas around multifamily and commercial developments.

RECOMMENDATION ER6

Pursue strategic placement of additional center medians and greening of existing center medians, wherever possible.

RECOMMENDATION ER7

Ensure all new development includes sidewalks and other streetscaping to improve pedestrian accessibility and the visual appeal of the corridor.

RECOMMENDATION ER8

Explore sidewalk or trail development through the township-owned land that fronts Easton Road between Columbia Avenue and Girard Avenue and around the historic meeting house.

Willow Grove Naval Air Station Focus Area

In 1926, aviation pioneer, Harold F. Pitcairn, purchased a large section of farmland on the west side of Doylestown Pike (now Route 611) and constructed a hangar and a grass airstrip for air shows and to design, construct, and test a number of aircraft. In 1942, the United States Navy purchased what became known as Naval Air Station-Joint Reserve Base (NAS-JRB) Willow Grove (also referred to as the Willow Grove Naval Air Station, or WGNAS, for short), which evolved into a home for aircraft and personnel from every branch of the United States Armed Forces.

In 2005, NAS-JRB Willow Grove was selected for closure by the Base Realignment and Closure Commission. In late 2006, the Horsham Township Authority for NAS-JRB Willow Grove (known as the Horsham Land Redevelopment Authority or HLRA) was selected as the Local Redevelopment Authority and was charged with preparing the required reuse planning documents. In 2011, NAS-JRB Willow Grove was officially closed.

On April 27, 2012, the HLRA submitted the NAS-JRB Willow Grove Redevelopment Plan and Homeless Assistance Submission to the U.S. Department of Housing and Urban Development (HUD) and the Navy outlining a plan for the redevelopment of the 862-acres of surplus property at the former base. The *NAS-JRB Willow Grove Redevelopment Plan* (referred to as the “2012 Redevelopment Plan” henceforth) details the existing conditions, issues and opportunities,

and recommendations that will guide the HLRA, as the implementing authority, in the redevelopment process (see Figure 24 on page 192 for the existing master plan).

The 111th Fighter Wing of the PA Air National Guard, Army Reserve, and Army National Guard units remain on site at the Horsham Air Guard Station, now the Biddle Air National Guard Base, located on the northern portion of the site near the intersection of County Line Road and Easton Road.

Existing Conditions & Observations

Recent Developments

Since the redevelopment plan was adopted in 2012, only two properties have been transferred: the approximately 11.3-acre Horsham Memorial Army Reserve Center property was transferred to the Hatboro-Horsham School District for the development of Hallowell Elementary School, and an approximately 9.6-acre parcel known as the Southeast Clear Zone was transferred to Horsham Township as open space and functions as an expansion of Wayne Avenue Park. The bulk of the property is still owned by the Navy, which is conducting ongoing site clean-up activities related to groundwater and soil contamination.

Natural Resources

The majority of floodplain area within the focus area is located around the headwaters of a tributary of the Pennypack Creek along the southern edge of the focus area, west of Maple Avenue. Floodplain associated with Park Creek is also located along the Keith Valley Road frontage of the focus area. The focus area is largely flat, having been historically used as an



View of WGNAS lands from the intersection of Easton Road and Maple Avenue (north), looking south.



View of WGNAS lands from the intersection of Easton Road and Maple Avenue (north), looking north.



View of WGNAS lands along Horsham Road near Norristown Road.

airfield; however, isolated areas of steep slope are located closer to Keith Valley Road, along the southern boundary of the focus area border with Commonwealth Country Club, and along the Maple Avenue frontages.

Relationship to 2012 Redevelopment Plan

The final preferred land use plan avoids development near the floodplain areas and instead dedicates those areas to open space. The parks and open space areas are also planned to be utilized as a part of a comprehensive stormwater management system.

Cultural Resources

The Wings of Freedom Aviation Museum is located on Easton Road within the former WGNAS site. The museum is dedicated to preserving the aviation history of the Greater Delaware Valley and is home to one of the largest collections of statically-displayed aircraft in the country.



The Delaware Valley Historical Aircraft Association and Harold F. Pitcairn Wings of Freedom Aviation Museum help maintain the important aviation history of the WGNAS site.

Relationship to 2012 Redevelopment Plan

There are plans to develop a larger museum on 17 acres of the former WGNAS as part of the overall base redevelopment and the Wings of Freedom Aviation Museum has begun securing funding from private donors towards this goal.

Parks & Open Space

This focus area encompasses vacant, Federally-owned properties, therefore no public open space or trails are currently located within the focus area. However, the township owns several adjacent open space properties including the 101-acre Penrose Strawbridge House property and 1.4-acre Wayne Avenue Park which was expanded in 2021 with the transfer of 9.6-acres from open space from the WGNAS.

Relationship to 2012 Redevelopment Plan

A total of 204.8 acres (or approximately 24% of the total tract area) of parks and open space are included in the redevelopment plan. The proposed open space includes neighborhood parks, community parks, a golf course, green corridors, and planned open space. In addition, pedestrian and bicycle trails would connect the redeveloped area with existing local and regional trails within Horsham Township, such as Samuel Carpenter Park Trail and Power Line Trail.

Transportation

Vehicular Traffic

The WGNAS focus area is bordered by several significant roads, including Easton Road, Horsham Road, Keith Valley Road, and Maple Avenue. Easton Road and Horsham Road are PennDOT roads, while Keith Valley Road and Maple Avenue are township-owned. Easton Road experiences traffic volumes of 23,000-26,000 cars per day on the stretch along the WGNAS site.²⁴ Horsham Road has average traffic volumes of nearly 18,000 cars per day in the vicinity of the WGNAS site.²⁵

²⁴ DVRPC, 2024

²⁵ DVRPC, 2024

Relationship to 2012 Redevelopment Plan

The plan includes a number of new roadways through the redevelopment area with connections to existing roadways. Norristown Road would connect up to Maple Avenue, Moreland Avenue would connect through to Precision Road, Privet Road would reach and intersect with Easton Road, and Keith Valley Road and Horsham Road would be connected near Maple Avenue via a major new roadway. Additionally, the Willow Grove Naval Air Station Road Network Traffic Study shows widened existing intersections with additional turning lanes, new signalized intersections, and four roundabouts, all lined with five foot sidewalks.

Crash Data

There were approximately 138 crashes on the streets bordering the WGNAS focus area between 2018 and 2022. 90 of these crashes occurred on Easton Road, the other 48 occurred on Horsham Road. One crash on Easton Road resulted in multiple fatalities.

Public Transit

SEPTA Bus Route 55 runs along Route 611 in Horsham Township, including along the border of the focus area. There are a number of bus stops along this stretch, including at the intersections of County Line Road, Moreland Avenue, Maple Avenue, and at the entrance to the base, Hallowell Elementary School, and the Wings of Freedom Museum, among others.

Pedestrian Access & Circulation

There are no sidewalks located along street frontages within the actual focus area; however, sidewalks are located on the opposite side of Horsham Road along that frontage and sporadically on the opposite side of Easton Road along that frontage.

Bikeability

Horsham Road between Norristown Road and Blair Mill Road is shown as a minor arterial in the *Bike Montco* recommended bike network, with the recommended bike network including a small section of Easton Road (a principal arterial) connecting the two sections of Horsham Road. This entire stretch is also shown on the *Bike Montco* Priority Bike Network Route. The township has expressed concerns with a bike route that utilizes Easton Road and feels that, once a direct connection between Norristown

Road and Maple Avenue is constructed as part of the redevelopment of the WGNAS, that West Moreland Avenue (which is shown as an Urban Collector on the *Bike Montco* recommended network) may be the preferred bicycle route across the northeastern section of the township.

Existing Land Use & Zoning

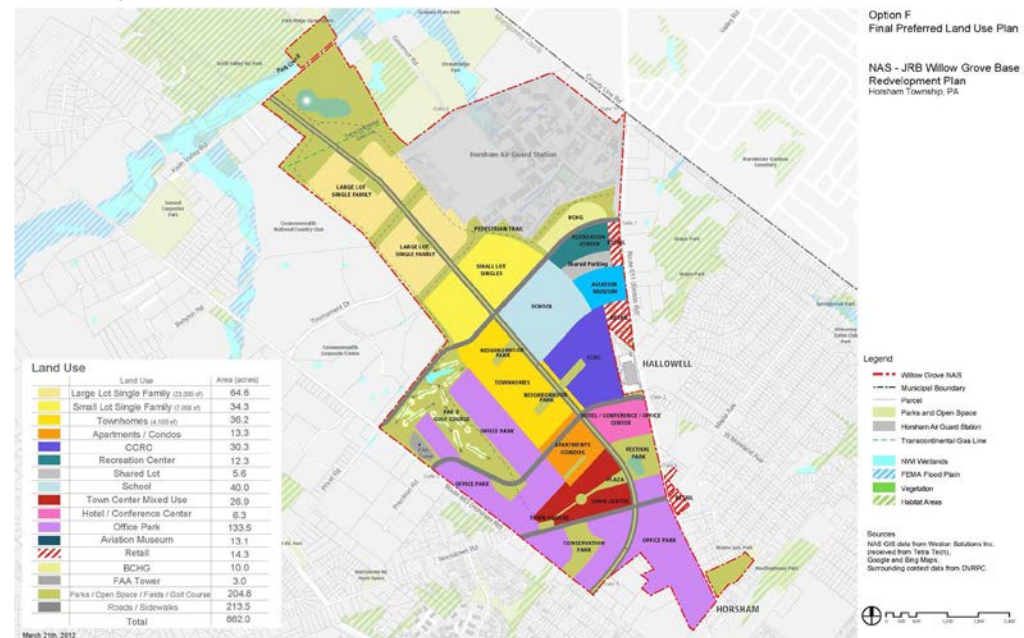
Currently, the 1,006-acre former WGNAS is a single parcel owned by the Department of the Navy. Overall, 862 acres of the former Willow Grove Naval Air Station (WGNAS) is considered undeveloped and vacant. An adjacent 144-acre portion of the air base near County Line Road is still actively used as the Horsham Air Guard Station (now the Biddle Air National Guard Base); however, no runways are actively being used.

Relationship to 2012 Redevelopment Plan

Overall, the 2012 redevelopment plan includes a total of 1,416 new residential units of varying types and over 2.3 million square feet of retail, office, entertainment, and hotel space, as well as a regional recreation center, a school, and an expanded aviation museum.

Currently, because the parcel is Federally-owned, although it is assessed at over \$158 Million, it is exempt from all local taxes. It is reasonable to assume that the assessed value of the property would likely increase with any completed commercial or residential redevelopment of the site; however, the municipal real estate tax revenue on just the

FIGURE 24. EXISTING MASTER PLAN



Source: NAS-JRB Willow Grove Redevelopment Plan (2012)

Public Engagement Feedback

Although this township-wide comprehensive plan will not change the adopted redevelopment plan for the former Willow Grove Naval Air Station, the current condition and future plans for “the Base” were understandably a common conversation topic throughout the engagement process for this comprehensive plan.

Utilize & Beautify the Base Generally

- “Do something with Air Base property, is becoming overgrown, decaying buildings... a major eye sore and waste of land.”
- “Get the base property to become a tax asset to lessen ours.”
- “Provide comprehensive plan options for the Willow Grove Air Base for citizens to review and consider. What is the timeline for this land? When will it be environmentally safe and ready for a future vision?”
- “We need to finally resolve all of the issues related to NAS Willow Grove. I’m not necessarily looking forward to what development of the base will do as to traffic, population growth, etc. But it’s going to happen and I think that is the biggest challenge for the Township over the next 20 years.”
- “I really believe in taking back the unused land from the base and building up Horsham there.

We could have recreational space, commercial space, and residential, I understand that the groundwater contamination is an issue, but I assume that this has been being taken care of for years now.”

Town Center Vision

- “I would love to see the former WGAB developed into a community attraction. [...] I favor a “Peddler’s Village” like attraction, not additional residencies.”
- “Eventually, would love to see a portion of the former Navy base developed into a town center, or large plaza space where people can walk, shop, dine with no cars/traffic allowed similar to European towns and cities. That would be awesome!”
- “My biggest wish would be for the Naval base project to happen so we could create some type of “Town Center” with unique shops and restaurants (a modern Ambler?)”

Open Space Preservation

- “Do not develop the air base!! Keep as open space, or a park!! WE DO NOT NEED ANY MORE DEVELOPMENT!! REUSE VACANT COMMERCIAL PROPERTIES!!”
- “The air base should be one big park with bike/hike trails, athletic fields and a lake”

- “I would not develop the air base. Call it a day and keep as open space or a park. We do not need any more development of treasured open land!!”

Transportation Network Improvements

- “The former Willow Grove Air station Cuts the township in half and you have to go around the base.”
- “I feel it’s getting too congested. We need the air base cleaned up so we can open up more roadways!!”
- “I would like to see Norristown and Privet Roads crossing through to Rt 611 while decisions are made for the land use.”

Water Quality Concerns

- “Continue working on eliminating PFAS and PFOS in our water supply. And push for remediation of the ground water on the old Naval Base to prevent any more contamination.”

current assessed value would be over \$234,000 and the school district real estate tax revenue would be nearly \$5 Million annually.²⁶

The majority of the former WGNAS site is currently zoned I-1 Industrial, south of Maple Avenue the WGNAS lands are zoned C-5 Limited Commercial, and a small parcel of WGNAS lands on the east side of Easton Road is zoned R-7 Residential. In order to facilitate the mixed-use redevelopment of the site envisioned in the 2012 Redevelopment Plan, ordinance changes would be needed.

Future Opportunities

See Figure 25 on page 196 for a map of existing conditions and recommendations

Overall Development Vision & Future Land Use

Given the site’s location and size, its redevelopment presents a key opportunity to physically reconnect the township’s transportation network and contribute to the township’s and school district’s long-term economic stability, the former Willow Grove Naval Air Station site should be redeveloped as the “Town Center” of Horsham with a balance of commercial, office, residential, institutional, and open space uses. New roads will strategically interconnect between the established arterials of Easton Road and Horsham Road and multi-modal improvements will enhance walking, bicycling, and transit access to the “Town Center” from adjacent residential areas.

Map 36 to the right shows the proposed future land use for the Willow Grove Naval Air Station focus area.

²⁶ Real estate tax revenue estimates based on 2023 tax rates of 1.48 mills for Horsham Township and 31.49 mills for the Hatboro-Horsham School District.

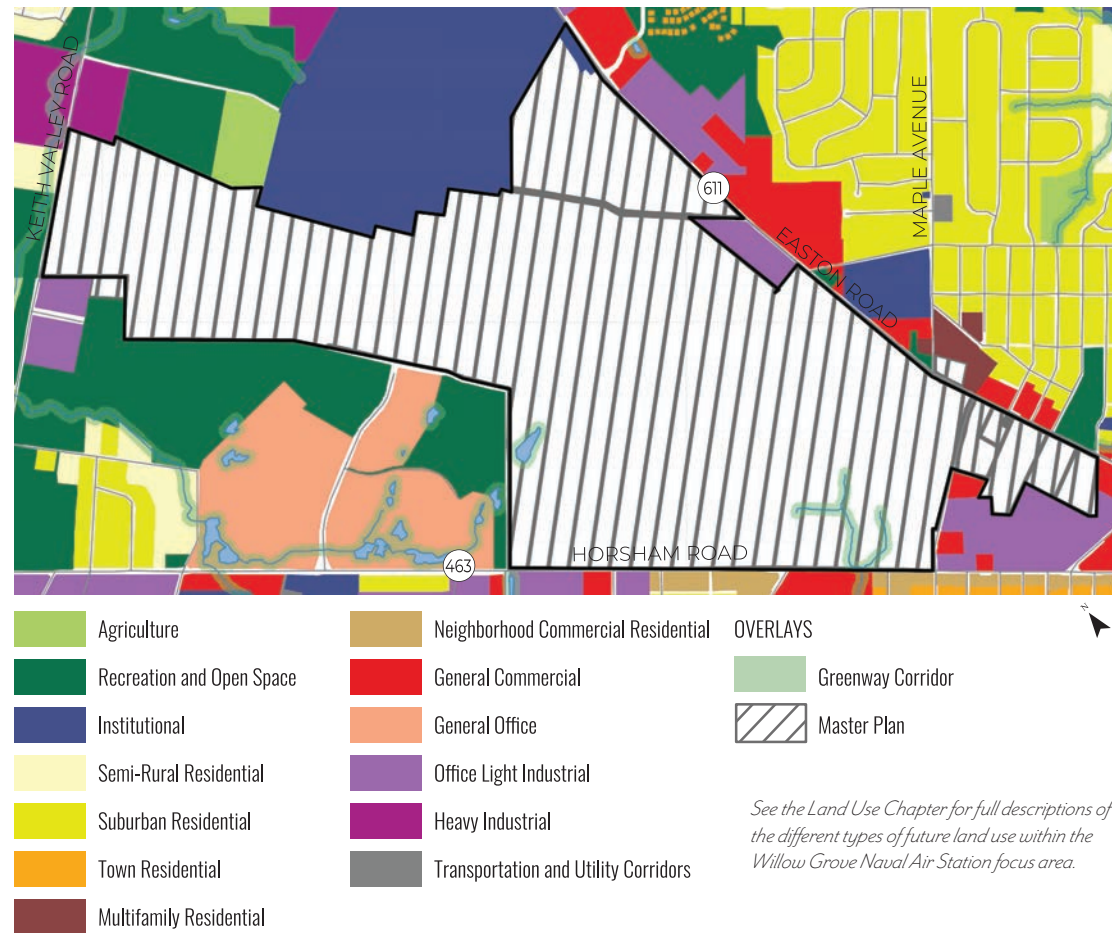
Zoning Provisions and Design Standards

The former Willow Grove Naval Air Station site has immense potential to contribute to the economic and social vitality of Horsham Township if it is redeveloped with a balanced mix of retail commercial, office, residential, institutional, and open space uses. New roads will interconnect between the established arterials

of Easton Road and Horsham Road, and multi-modal transportation infrastructure will enhance walking and bicycling access to the Town Center from adjacent residential areas.

One or more new zoning districts and design standards will need to be adopted in order to facilitate the type of development envisioned. Special consideration should be given to

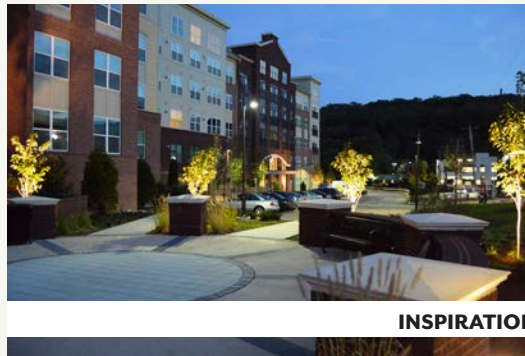
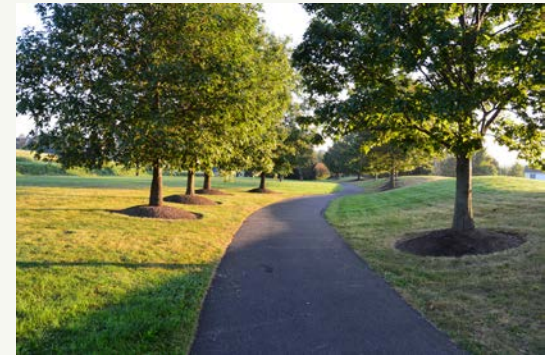
MAP 36. WILLOW GROVE NAVAL AIR STATION FOCUS AREA FUTURE LAND USE



streetscape design, shared parking, building design, and buffers. The impacts of the proposed development on existing intersections and frontages along Easton Road and Horsham Road will need to be coordinated.

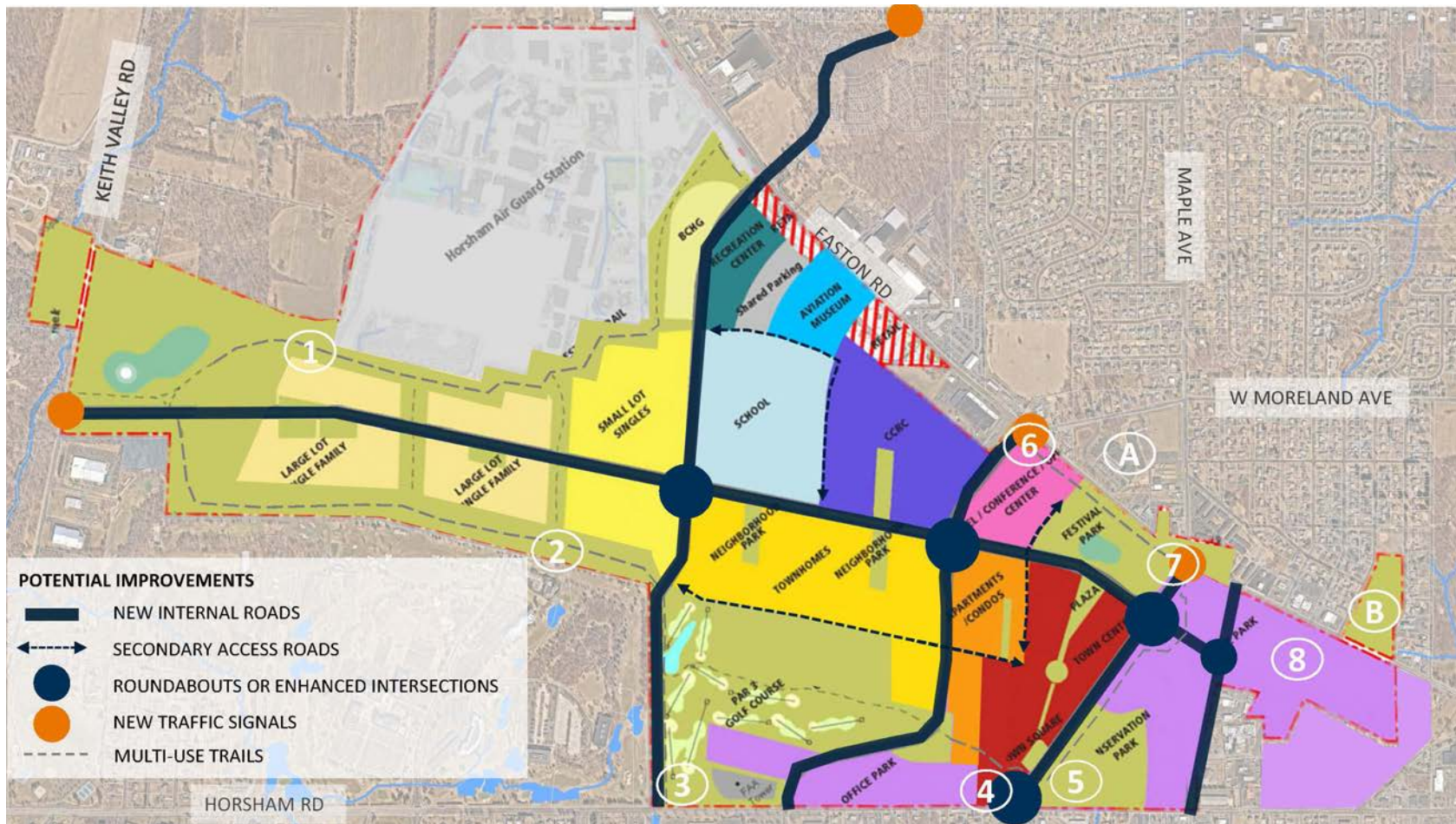
In addition, an official map could be adopted as part of the ordinance amendments to codify the proposed street network, public trails, and open spaces.

Any future zoning for the WGNAS site could be calibrated to only allow the maximum number of housing units shown in the master plan if additional public improvements are implemented by the developer. Another tool that could be explored is a transfer of development rights (TDR) program whereby the developer would be required to purchase development rights from other portions of the township where preservation is desired (e.g., farmland, open space) in order to be able to develop the number of housing units shown in the master plan on the WGNAS site



INSPIRATION PHOTOS

FIGURE 25. WILLOW GROVE NAVAL AIR STATION FOCUS AREA EXISTING CONDITIONS AND RECOMMENDATIONS



1 Expand landscape buffer along gas pipeline and between Air Guard Station and residential

2 Preserve established tree canopy between golf course and residential

3 Connection to Power Line Trail along Privet Road

4 Intersection improvements and greening to connect Town Center to Horsham Road

5 Expand Conservation Park in order to protect headwaters of tributary and create green gateway

6 Planned traffic signal at Easton Road and West Moreland Avenue

7 Potential pedestrian bridge and green gateway location enhancing the connection into the Town Center

8 Combine developable land south of Maple Avenue to attract major office development

Properties Transferred

A 11.3 acres of land for Hallowell Elementary School construction

B 9.6 acres of land for Wayne Avenue Park expansion

Willow Grove Naval Air Station (WGNAS) Recommendations

RECOMMENDATION WGNAS1

Consider revisions to the WGNAS master plan to reflect additional information discovered about site conditions and changing market conditions and community preferences. A revised master plan or supplementary plan should also provide additional information regarding the external corridors of Horsham Road and Easton Road and identify logical gateways and interconnections, factoring in intersection and multi-modal transportation improvements identified in other studies.

RECOMMENDATION WGNAS2

Consider rezoning the WGNAS property consistent with the types of uses, building scale, open space, and other factors identified in the master plan. As part of the rezoning, consider whether a system of bonuses and/or a transfer of development rights program would be beneficial.

RECOMMENDATION WGNAS3

Continue conversations regarding the eventual transfer of the WGNAS property for reuse and/or redevelopment, once contamination and other site-specific issues are fully resolved.

RECOMMENDATION WGNAS4

Complete the Route 611 Corridor Improvement Plan to identify multi-modal transportation needs for the corridor and pursue implementation of priority recommendations.

RECOMMENDATION WGNAS5

Continue to pursue opportunities to advance the design and engineering of essential infrastructure such as roads, as opportunities arise.

RECOMMENDATION WGNAS6

Complete a trail feasibility study to identify the best route to connect the WGNAS site to the Power Line Trail to the south.