

2019 Comprehensive Plan

Resolution # 11-11-19
NORTH COVENTRY TOWNSHIP

Whereas, North Coventry Township last adopted a full Comprehensive Plan in August 2001;

Whereas, North Coventry Township supports the concepts embodied in the Chester County Comprehensive Plan *Landscapes3*;

Whereas, North Coventry Township is a participant in the Chester County Vision Partnership Program to achieve better Plan alignment with *Landscapes3* and the County Strategic Plan;

Whereas, the North Coventry Township Comprehensive Plan Task Force has prepared a new Comprehensive Plan, including recent information on existing and projected population and other conditions, mapping, and plan recommendations for recreation, open space, and natural resources; connectivity; commercial and economic development; township services; and future land use;

Whereas, the Comprehensive Planning Process included several public events, a public open house and numerous Task Force meetings;

Whereas, the Comprehensive Plan was presented at a public meeting of the North Coventry Township Planning Commission on September 18, 2019 and a public hearing before the North Coventry Township Board of Supervisors on November 11, 2019;

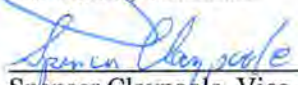
Now, therefore be it resolved on Monday, November 11, 2019, the North Coventry Township Board of Supervisors adopts the North Coventry Township Comprehensive Plan of 2019 as recommended by the North Coventry Township Planning Commission.

ADOPTED THIS 11th DAY OF November, 2019.

**NORTH COVENTRY TOWNSHIP
BOARD OF SUPERVISORS**



Jim Marks, Chairman



Spencer Claypoole, Vice- Chairman

Harvey Greenawalt



Rebekah Elliott



Rick Scheler

ATTEST:



Kevin F. Hennessey, Secretary



North Coventry Township Board of Supervisors

Jim Marks, Chairman
Spencer Claypoole, Vice-Chairman
Harvey Greenawalt
Rebekah Elliott
Rick Scheler

North Coventry Township Planning Commission

Jim White, Chairman
Patricia Washburn
Phyllis Chambers
David Mariano
Bill Soumis
Jeff Ranalli

North Coventry Township Administration

Kevin F. Hennessey, Township Manager

**This plan was prepared by the Township and is a product of the Township.
Technical planning assistance was provided by the Chester County Planning Commission.**

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Funding was provided by North Coventry Township and through the Chester County Vision Partnership Program, sponsored by the Chester County Board of Commissioners.

This Plan has been prepared in conjunction with the principles of Chester County's comprehensive plan policy *Landscapes3*, as a means of achieving greater consistency between local and county planning programs.

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Introduction

Comprehensive Plan Purpose

A comprehensive plan is an adopted policy document that is intended to provide long-range guidance for a municipality regarding topics such as land use, transportation, economic development, housing, public facilities, historic resources, and natural resources. A comprehensive plan provides a community with a framework of policies and actions on which to rely when responding to evolving challenges and opportunities.

This comprehensive plan, created with involvement of residents, business leaders, elected officials, and Township staff, defines a vision for North Coventry Township's future and provides a series of actions to achieve that vision. This plan is an implementable plan, which follows a different process and format than traditional comprehensive plans, and which evolved to be as specific as possible to the Township's goals. An implementable plan focuses on the most pressing challenges and opportunities, allowing the Township to make the most efficient use of resources. The Township's previous comprehensive plan was adopted 2001.

Comprehensive Planning in Pennsylvania

This comprehensive plan was completed in compliance with the Pennsylvania Municipalities Planning Code (MPC), Act 247 of 1968, as reenacted and amended. The MPC enables municipal land use controls in Pennsylvania and provides the framework for developing and implementing comprehensive plans and local land use regulations, such as a zoning ordinance. The MPC calls on municipalities to review comprehensive plans every ten years.

Planning Process

Development of this plan was led by an eight member task force consisting of representatives of the Board of Supervisors, Planning Commission, and Environmental Advisory Committee. In addition to regular monthly meetings of the task force, the process included the following:

- Stakeholder interviews in September and October 2018
- Public survey conducted in October and November 2018
- Public open house in November 2018
- Public meeting in April 2019
- MPC mandated public meeting in September 2019
- MPC mandated public hearing in November 2019

The task force analyzed and evaluated pertinent information affecting land use, housing, transportation, natural resources, historic resources, and community facilities in the Township. Recommendations were developed by the task force to meet the challenges and opportunities identified through the planning process, and then shared with the public for review and endorsement.



At the April 2019 public open house, numerous members of the public offered their thoughts and comments on the draft plan recommendations.



Vision Statement

The Vision Statement is a brief narrative describing desired community characteristics approximately ten years after the adoption of this Comprehensive Plan. It is designed to touch upon the broad set of characteristics that may impact quality of life for residents and businesses.

In 2030, North Coventry Township...

North Coventry is fortunate to be able to offer a diverse residential and commercial environment against a backdrop of rural, historic, and natural preservation areas that are among the best in Chester County. Our vision is to sustain this good fortune by ensuring that the needs of our residents are met by preserving the township's urban and suburban character together with its natural, scenic, and historic resources. We aim to maintain the existing diversity and support a dynamic economy that offers residents opportunity for growth through economic development, education, recreation, and other community services.

How to Use This Comprehensive Plan

This plan is intended to direct Township actions over the next ten years (2030). The Township should conduct an annual review of progress and perform an in-depth assessment at the five year mark (2025).

This Plan is divided into four sections:

Background

Chapters 2–3 define North Coventry Township’s context. This section describes emerging trends and key characteristics that pertain to North Coventry’s region, population and households, economy, environment, and use of land. This background information establishes a foundation from which to measure progress toward this plan’s goals.

Issues and Priorities

Chapters 4-8 address elements that follow the focus and organization of comprehensive plans. These elements fall under topics of concern identified by the community during the planning process. Each topic consists of a broad goal, which is achievable through objectives and specific recommendations. Each recommendation has an explanation of its relevance and the actions necessary for implementation.

Implementation

Chapter 9 consolidates the recommendations into a table which identifies priority level, parties responsible for implementing, and suggested strategies.

Appendices

The appendices include supplemental context information, a summary of the public survey results, and a compilation of maps.

CONTEXT

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Community Profile

This chapter profiles the history, regional setting, and overall population and demographics that significantly impact planning, growth, and resources in the Township. The assessment, in conjunction with that of the existing conditions, provides the foundation for the development of specific recommendations to achieve the goals and objectives for North Coventry Township. Additional detail on existing conditions can be found in Chapter 3.

Local and Regional Setting

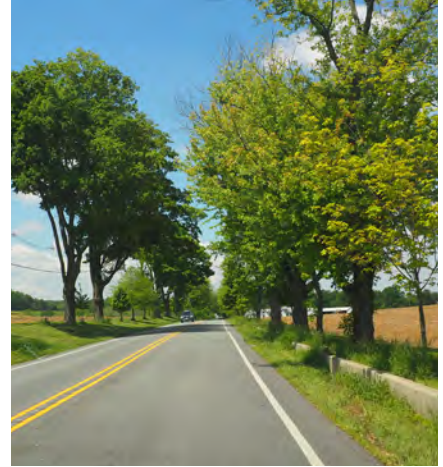
To effectively plan our future, we must first understand the regional context. North Coventry Township is the northernmost municipality in Chester County and located along the Schuylkill River. Because of the Township's adjacency to both Berks and Montgomery counties and relative proximity to both Reading and King of Prussia, a discussion of regional influences extends to those areas.

The township contains both well-developed and very rural areas, adjacent to East Coventry, South Coventry, and Warwick townships in Chester County; Union Township in Berks County; and Lower Pottsgrove and West Pottsgrove Townships and Pottstown Borough across the Schuylkill River in Montgomery County. This broader area has experienced a modest amount of growth since 1960, with the exception of Pottstown which has seen a slight decline. Continued growth overall is expected however, given the proximity to major transportation corridors and employment centers.

The Township is well connected to major highway corridors. Route 422 is a limited access highway, paralleled by PA Route 724, running east-west through the northern end of the Township, while PA Route 100 travels north-south. Both of these roads provide connections to major highways such as Routes 202, 276, 476, and 76 (PA Turnpike). These corridors link North Coventry to the major commercial and employment centers of Limerick, Exton, King of Prussia, and Reading. Bus service is provided by PART in the north-central portion of the Township centered along the PA 100 corridor. SEPTA bus service to the Norristown Transportation Center is available from neighboring Pottstown.

In addition to the Township's parks and historic areas, such as Coventry Woods and Pottstown Landing, there are several significant heritage and recreational attractions within easy traveling distance for Township residents. Valley Forge National Park, Hopewell Furnace National Historic Site, French Creek State Park, Marsh Creek State Park, Crow's Nest Preserve, Warwick County Park, and numerous municipal facilities are all within twenty miles. The City of Philadelphia with its numerous cultural and recreational opportunities is within approximately 40 miles and easily accessible to Township residents.

Community facilities within or in close proximity to North Coventry include the Pottstown YMCA, Pottstown Regional Public Library, Pottstown Hospital, Schuylkill River Trail, Montgomery County Community College – West Campus, and the Owen J. Roberts schools.



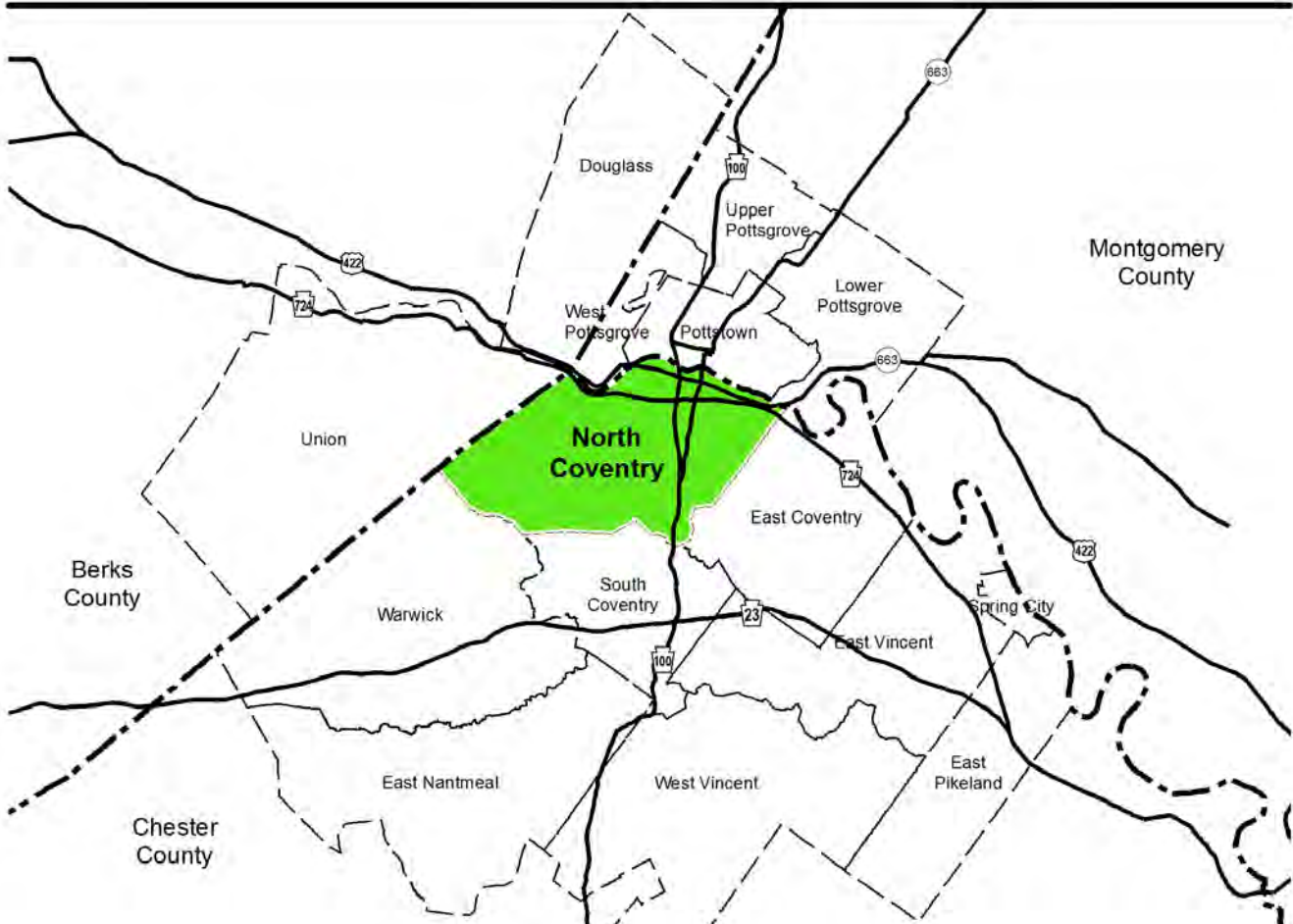
The tree lined segment of Route 724 through the Laurel Locks Farm forms an iconic entrance into the Township from the west.

Regional Context Map

Location in the Region



Location in the County



Located as the northernmost municipality in Chester County, North Coventry has relatively easy access to the rest of the Delaware Valley. See Appendix D, Map 1 for a more detailed Regional Influences map.

A Brief History

The earliest inhabitants of what later became North Coventry were the Leni Lenape, and one of the Township's earliest roads, Laurelwood Road, followed a Lenape trail. The first European settler was Peter Bezelion, who had a dwelling on the bank near the Schuylkill River and Laurelwood Road by 1690. Speculators bought up lands in the Chestnut Hill area about 1713, and Samuel Nutt, owner of the Coventry Forge, named the Township "Coventry" after his homeland in England at about this time.

Two early farm owners were Martine Urner Sr. and Thomas Millard. Urner helped establish the Coventry Church of the Brethern in 1724 on his farm property. Very quickly a group of Brethren bought remaining Township land, not part of the forested Chestnut Hill, but suitable for farming. Part of Thomas Millard's property became the village of Pottstown Landing.

Susanna Wells and her sons, beginning in 1761, developed property along Laurelwood and Cedarville Roads which became the village of Cedarville. A Farmer's Union which became the Grange was established in 1869. In the Kenilworth area of the Township the Swan Tavern was opened in 1744 along the Schuylkill Road. The road serviced travelers en route from Philadelphia to Reading.

Another early village in the Township is Pottstown Landing. This village came into existence after the opening of the Schuylkill Navigation Company's canal in 1824. The village provided vital services to the canal boat men and their mules: veterinary and winter boarding, rooming houses, stores and canal wharfs. On August 25, 2001, Pottstown Landing was listed on the National Register of Historic Places.

Between 1840 and 1860 the Township became the area of settlement for the 'Battle Axes of the Lord' sect. The followers of this group were a non-traditional religious community practicing nudity, free marriage and common ownership of property. The local community viewed member's behavior as scandalous but the movement endured. Their area of influence became known as 'Free Love Valley' and was located in the far western areas of the Township.

Coventry Township had a western portion become part of Berks County in 1752. In 1842 Coventry split into North Coventry to the north and South Coventry in the southern part. In 1844 the eastern side of North Coventry became East Coventry.



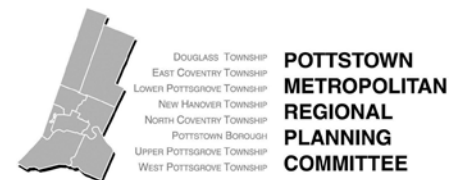
North Coventry has numerous historic structures throughout the Township.

Planning History and Context

Actions since 2001

North Coventry's previous comprehensive plan was adopted in 2001. In the time since its adoption, the Township proceeded with numerous actions to support implementation of the plan. Some of these actions included:

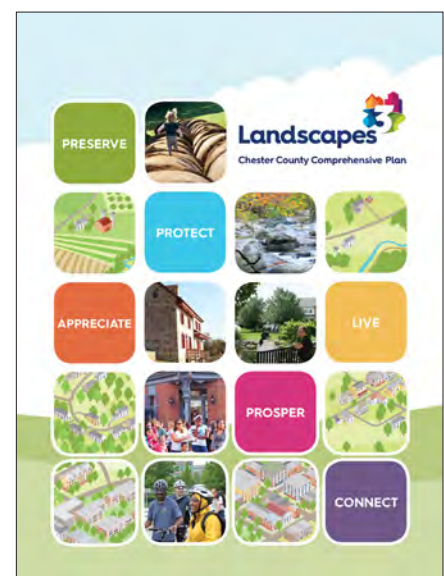
- An Open Space Review Board was established in 2002 to assess and evaluate open space properties for the Township to potentially acquire.
- Significant updates to the Township's zoning and subdivision and land development ordinances were adopted in 2009 for a wellhead protection overlay and in 2014 for traditional neighborhood development.
- The Northern Chester County Gateway Master Plan was adopted in 2009 to create a coordinated approach toward accommodating new development along the Route 100 corridor.
- An Official Map was adopted in 2014 identifying potential areas for the Township to acquire for construction of roads and sidewalks in the vicinity of the three major retail centers and South Pottstown, as well as green preservation enhancement areas along the Route 100 corridor.
- North Coventry has been an active participant in the Federation of Northern Chester County Communities to foster cooperation and collaboration with the other municipalities in the region. As part of the Northern Federation, the Township adopted the Regional Resource Protection Plan in 2006 and the regional Parks, Recreation, and Open Space Plan in 2012.
- The Township has also been an active participant in the Pottstown Metropolitan Regional Planning Committee, established in 2005, under the leadership of the Montgomery County Planning Commission. As part of this committee, the Township supported adoption of the 2015 Pottstown Metropolitan Regional Comprehensive Plan.
- This plan is consistent with the overall vision developed for the Township as part of the 2015 Pottstown Metropolitan Regional Comprehensive Plan. See Appendix B for the 2015 Pottstown Regional Plan Future Land Use Map.



Chester County Planning

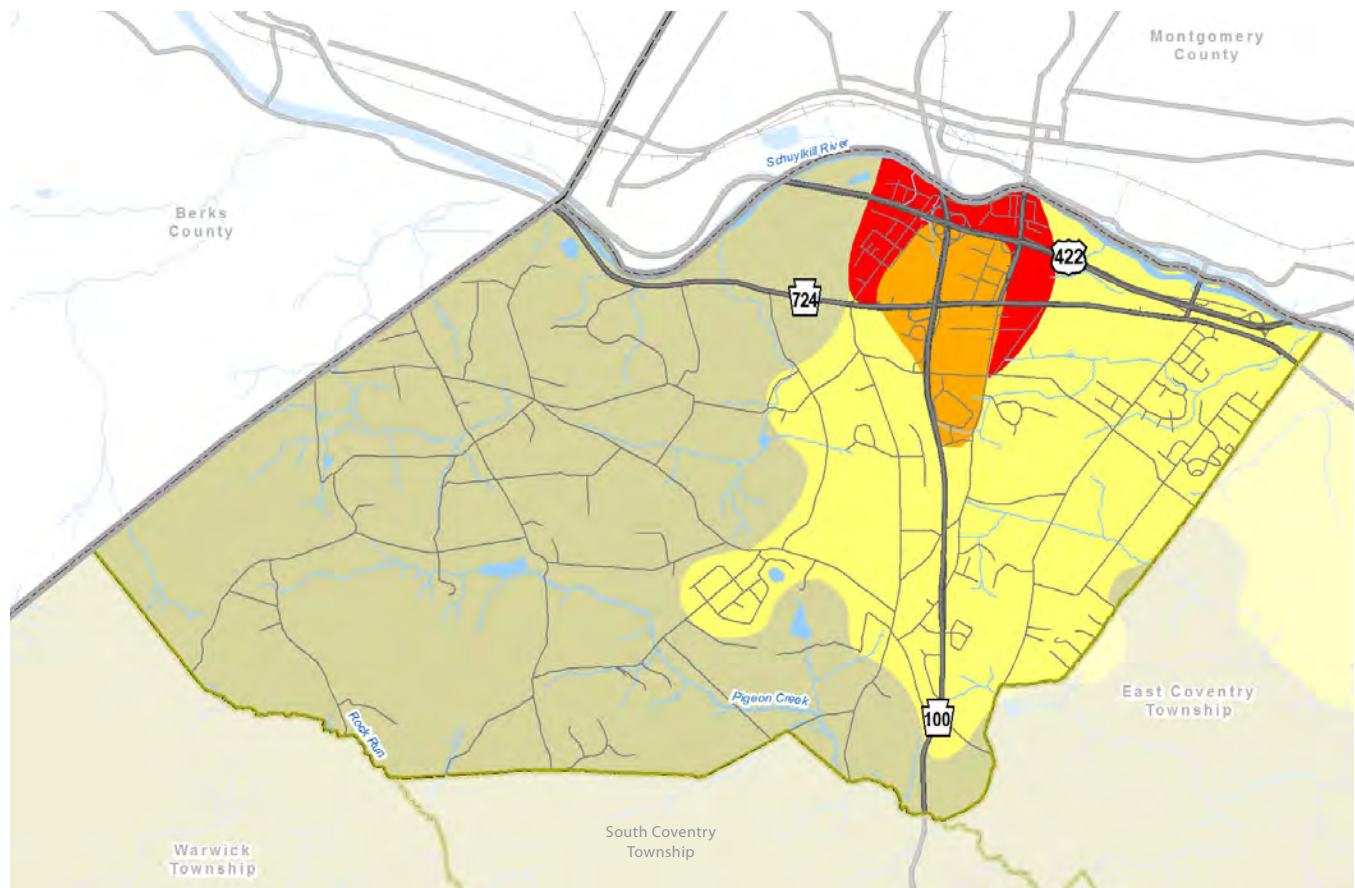
At this time (2019) planning policy at the county level is established by *Landscapes3*, which was adopted by Chester County in November 2018. The vision in *Landscapes3* is guided by the Landscapes Map, which depicts growth and rural resource areas. The Landscapes Map shows three types of growth areas in North Coventry: Urban Center, Suburban Center, and Suburban. One rural resource area is depicted on the map: Rural.

Landscapes3 also identifies significant historic and natural resources through map overlays. North Coventry has large areas of the township identified under the natural overlay, and these areas are generally concentrated along the Schuylkill River and in the vicinity of the Hopewell Big Woods. Areas identified under the historic overlay include the villages of Cedarville and Kenilworth.



Landscapes3 works across municipal boundaries to ensure the County's high quality of life continues to thrive.

Landscapes Map for North Coventry



The geographic diversity of the Township is reflected in its having identified four separate Landscapes designations as part of the County comprehensive plan Landscapes3. See Appendix D, Map 2 for the full size Landscapes3 map.

Chester County's comprehensive plan identifies the following four landscapes in North Coventry:

Urban Center

Urban Center landscapes include historic downtowns and established neighborhoods that serve as civic, economic, and population centers with a traditional town character. Urban Centers will accommodate substantial future growth at a medium to high intensity with a mix of uses, including commercial, institutional, and cultural destinations. Transportation infrastructure and amenities support a walkable community that is integrated into the public transportation and roadway systems.

Suburban Center

Suburban Center landscapes are regional economic, population, and transportation centers with varying land uses. Suburban Centers will accommodate substantial future growth of medium to high intensity with a mix of uses, including commercial, residential, and industrial. As Suburban Centers grow, repurposing obsolete structures and sites and encouraging sustainable development will be critical. Transportation infrastructure and amenities will need to expand with new development to create an integrated multimodal network for a variety of users.

Suburban

Suburban landscapes are predominantly residential communities with locally-oriented commercial uses and community facilities. The Suburban landscapes will accommodate growth at a medium density that retains a focus on residential neighborhoods, with enhancements in housing types and affordability. Neighborhoods are interconnected by roads, sidewalks, and paths with convenient access to parks and community facilities.

Rural

Rural landscapes consist of open and wooded lands, with scattered villages, farms, and residential uses. Very limited development occurs, preserving significant areas of open space and critical natural and cultural resources. Transportation infrastructure and amenities are context sensitive to the rural character and accommodate both residential and farm needs.

Adjoining Communities

North Coventry borders East Coventry, South Coventry, and Warwick townships in Chester County to the south and east.

- East Coventry's adjacent zoning generally compliments that of North Coventry's. In Kenilworth, commercial zoning is adjacent to North Coventry's industrial zone that includes the sewage treatment plant. Between Route 724 and East Cedarville Road, East Coventry has higher density residential zoning that is consistent with that in North Coventry; however, East Coventry does not have similar commercial zoning along the south side of Route 724. The remainder of the adjacent zoning provides for housing at densities consistent with North Coventry's zoning and development in the southeastern areas of the Township.
- South Coventry's adjacent zoning provides for both rural conservation and low density residential. These designations are consistent with the adjacent resource conservation designation in North Coventry in the southern areas of the Township.
- Warwick's adjacent zoning provides for both residential agricultural and institutional development. These designations are generally consistent with the adjacent resource conservation designation in North Coventry in the southwestern areas of the Township. Although unlikely to be constructed, it should be noted the institutional designation does permit construction of larger institutional facilities such as schools, which would be inconsistent with the adjacent resource conservation zoning.

North Coventry also borders the Borough of Pottstown and both Lower Pottsgrove and West Pottsgrove Townships in Montgomery County opposite the Schuylkill River to the north and Union Township in Berks County to the west. The Schuylkill River provides for a significant physical barrier between North Coventry and the Montgomery County municipalities, thus making any potential zoning inconsistencies less significant.

- The majority of Pottstown's adjacent zoning is their park classification overlaying the Schuylkill River Trail, with their easternmost areas zoned heavy industrial. These designations are generally consistent with North Coventry in the areas outside of South Pottstown.
- Lower Pottsgrove's adjacent zoning provides for commercial uses in the vicinity of their 422/Armand Hammer Boulevard interchange and heavy industry adjacent to the river. These designations are generally consistent with industrial properties in North Coventry in this area.
- West Pottsgrove's adjacent zoning provides for industrial zoning, and this is inconsistent with the resource conservation in place on the North Coventry side of the river.
- Union's adjacent zoning provides for both agricultural and open space conservation, and this generally compliments the resource conservation and rural residential designations in place in North Coventry.

See Appendix B for further detail on zoning and planning policy in adjoining communities.



Its location as the northernmost municipality makes North Coventry a prominent gateway into Chester County.

Demographic Characteristics

Understanding the demographic characteristics of North Coventry Township, from simple population counts to population forecasts, as well as other data such as income, age, and education, provides context for what services and facilities are needed now and in the future. Data is primarily derived from the U.S. Census, both the decennial census (which provides counts every ten years) and the American Community Survey, or ACS (which collects data and provides estimates on an annual basis, averaged over five years).

■ Population

Between 1950 and 1970 North Coventry's population grew from just over 3,000 to nearly 7,000. There has been modest growth since then, with the 2016 ACS population estimate being approximately 7,979. Growth between 1990 and 2010 was 4.8 percent. This recent population growth has been significantly lower than that of Chester County as a whole (33 percent between 1990 and 2010). This lower rate in growth is further reflected in that the overall population density of the Township increased only 6.6 percent from 558 to 596 persons per square mile from 2000-2010. This rate is significantly lower than that of the County as a whole and the other adjoining Chester County townships, with the exception of Warwick which saw a slight decrease.

Historical Population

Municipality	1940 Census	1950 Census	1960 Census	1970 Census	1980 Census	1990 Census	2000 Census	2010 Census
North Coventry	3,030	3,242	4,367	6,690	7,164	7,506	7,381	7,866
East Coventry	1,304	1,499	2,183	3,284	4,085	4,450	4,566	6,636
South Coventry	679	863	1,212	1,518	1,556	1,682	1,895	2,604
Warwick	1,125	1,144	1,436	1,667	2,350	2,575	2,556	2,507
Pottstown	20,194	22,589	26,144	25,355	22,729	21,831	21,859	22,377
Lower Pottsgrove	1,226	3,389	3,824	5,157	7,319	8,808	11,213	12,059
West Pottsgrove	2,605	3,007	3,501	4,038	4,208	3,829	3,815	3,874
Union	1,433	1,668	2,046	2,332	2,615	3,440	3,453	3,503
Chester County	135,626	159,141	210,608	278,311	316,660	376,396	433,501	498,886

Source: U.S. Census

Population Density

Municipality	2000 Census	Population per sq. mile	2010 Census	Population per sq. mile	Percent Change
North Coventry	7,381	558	7,866	595	6.6%
East Coventry	4,566	428	6,636	623	45.6%
South Coventry	1,895	251	2,604	345	37.5%
Warwick	2,556	136	2,507	134	-1.5%
Pottstown	21,859	4,479	22,377	4,585	2.4%
Lower Pottsgrove	11,213	1,416	12,059	1,523	7.6%
West Pottsgrove	3,815	1,644	3,874	1,670	1.6%
Union	3,453	149	3,503	151	1.3%
Chester County	433,501	577	498,886	664	15.0%

Source: U.S. Census

Population Forecasts

The Delaware Valley Regional Planning Commission (DVRPC) develops population forecasts for the Philadelphia region. Their most recent forecasts were completed in 2016, and forecast 33 percent growth for North Coventry Township through 2040, and 28 percent growth for Chester County across the same time period. The forecast for North Coventry is similar to that of neighboring East Coventry Township at 32 percent growth between 2015-2040. This projected increase will result in the need for increased public services and infrastructure.

Population Forecasts

Municipality	2000 Census	2010 Census	2015 Estimate	2020 Forecast	2030 Forecast	2040 Forecast
North Coventry	7,381	7,866	8,024	8,397	9,375	10,409
East Coventry	4,566	6,636	6,753	7,173	8,017	8,687
South Coventry	1,895	2,604	2,616	2,721	2,931	3,098
Warwick	2,556	2,507	2,550	2,671	2,732	2,828
Pottstown	21,859	22,377	22,664	22,959	23,809	24,021
Lower Pottsgrove	11,213	12,059	12,174	12,565	13,350	13,973
West Pottsgrove	3,815	3,874	3,884	3,915	3,976	4,025
Union*	3,453	3,503	3,527	3,618	3,748	3,881
Chester County	433,501	498,886	515,939	543,702	599,932	645,562

Sources: DVRPC, 2016; *Reading MPO, 2016

■ Age

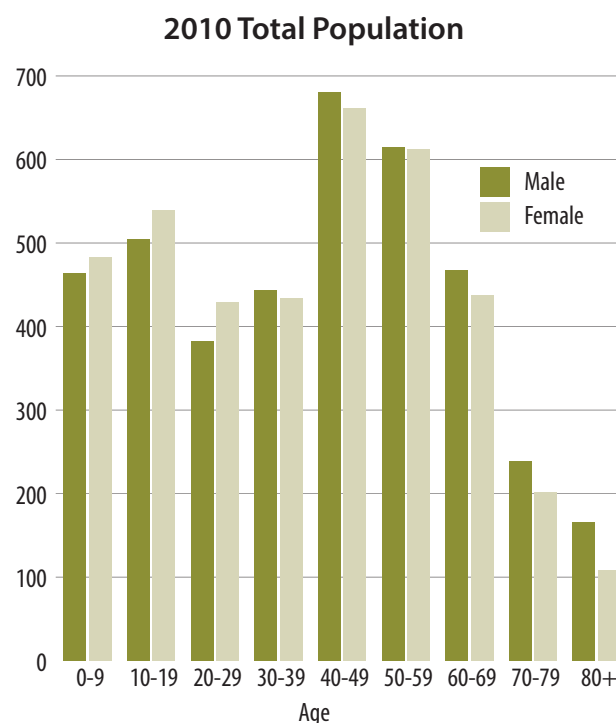
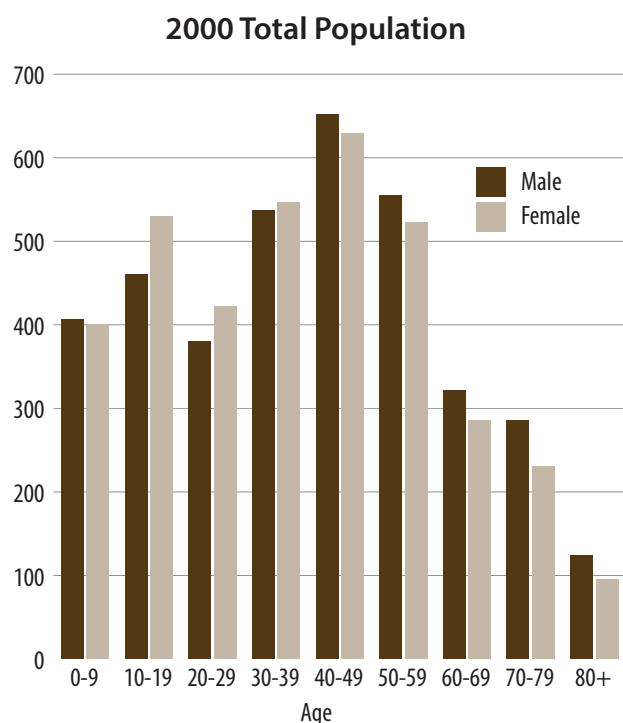
The 2010 Census noted a median age of 45 years old, with just over 20 percent of residents over the age of 60, for North Coventry Township. In comparison, the median age for Chester County was 39 years of age, and 37 years of age for the United States. As the population continues to age, attention will need to be given to evolving services and programs that best serve the needs of a more elderly population. The largest age cohort for the Township was ages 5-19 and the second largest was ages 40-49. This is not unexpected given the draw of a high quality school district.

Population Characteristics by Age

Age	North Coventry		Chester County	
	Number	Percent	Number	Percent
0-5	421	5.4%	31,126	6.2%
5-19	1,569	19.9%	107,047	21.5%
20-29	811	10.3%	57,607	11.6%
30-39	878	11.1%	58,915	11.8%
40-49	1,341	17.1%	78,626	15.8%
50-59	1,227	15.6%	74,115	14.8%
60-69	904	11.5%	47,585	9.5%
70-79	441	5.6%	25,299	5.1%
80+	274	3.5%	18,566	3.7%
Total	7,866	100%	498,886	100%

Source: U.S. Census 2010

Population by Sex

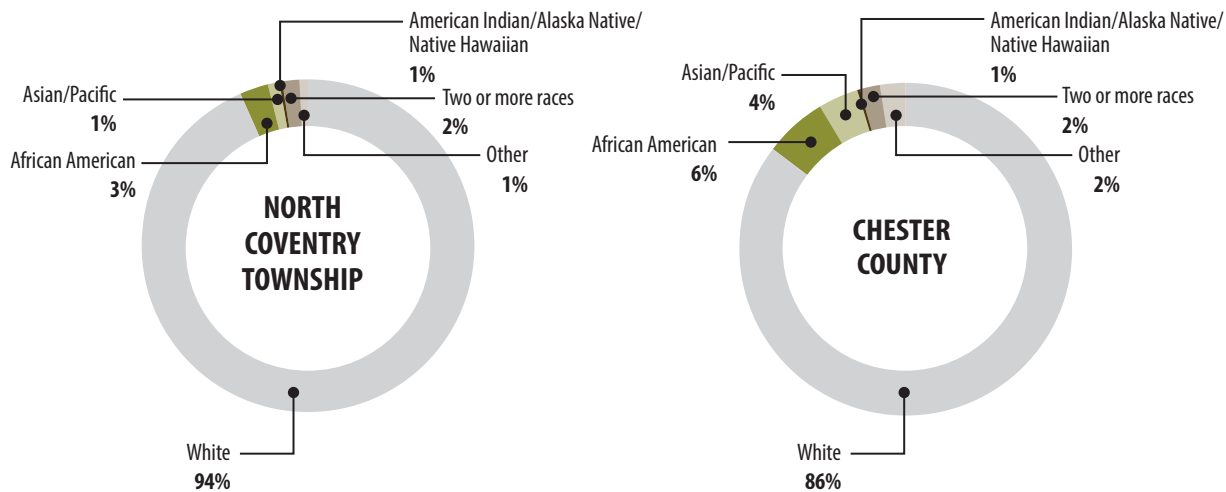


Source: U.S. Census 2010

■ Race and Ethnicity

As reflected in the 2010 Census, North Coventry is not significantly diverse with respect to race and ethnicity. As a whole, Chester County has limited diversity, but diversity has been slowly increasing in both the County and North Coventry overall. Further, 2.3 percent of the total population of the Township identified as Hispanic or Latino of any race, which is less than the Countywide percentage of 6.5.

Population Diversity



Source: U.S. Census Bureau, 2010

■ Education

The educational attainment of North Coventry residents is high, and has increased in recent years. Although education levels are generally less than those of the County as a whole, North Coventry has seen increases in the overall percentages of its residents having completed at least some college as their highest level of educational attainment.

Educational Attainment

Education Level	North Coventry			Chester County		
	2010	2017	Percent Change	2010	2017	Percent Change
Less Than High School	12.9%	6.0%	-6.9%	10.7%	7.1%	-3.6%
High School Graduate	38.6%	32.6%	-6.0%	26.0%	22.0%	-4.0%
Some College or Associate Degree	21.3%	25.0%	3.7%	20.9%	19.9%	-1.0%
Bachelor's Degree	17.6%	23.2%	5.6%	26.6%	30.4%	3.8%
Graduate or Professional Degree	9.6%	13.1%	3.5%	15.9%	20.6%	4.7%
Total	100%	100%		100%	100%	

Sources: U.S. Census 2010; American Community Survey 2017

■ Income

The median household income for residents of North Coventry is generally lower than those for both Chester County and adjacent municipalities, but has seen significant growth across recent years despite the economic recession of 2008-2009. These income levels in part reflect the increased levels of education of Township residents.

A high median income level however, does not fully reflect the economic status of all residents. A limited percentage of the Township's residents currently have incomes below the poverty level. Although this percentage has been rising in recent years, it has been at a much lower rate than its neighboring municipalities.

Median Household Income

Municipality	2000	2017	Percent Change
North Coventry	\$51,954	\$76,667	47.6%
East Coventry	\$58,125	\$82,849	42.5%
South Coventry	\$62,857	\$95,250	51.5%
Warwick	\$56,771	\$81,719	43.9%
Pottstown	\$35,785	\$45,634	27.5%
Lower Pottsgrove	\$52,100	\$73,135	40.4%
West Pottsgrove	\$42,759	\$53,884	26.0%
Union	\$54,205	\$79,583	46.8%
Chester County	\$65,292	\$92,417	41.5%

Sources: U.S. Census 2000; American Community Survey 2017

Percent of Persons below Poverty Level

Municipality	2000	2017	Percent Change
North Coventry	4.5%	5.3%	0.8%
East Coventry	1.9%	4.6%	2.7%
South Coventry	3.7%	3.0%	-0.7%
Warwick	6.1%	9.1%	3.0%
Pottstown	11.3%	22.0%	10.7%
Lower Pottsgrove	7.7%	7.3%	-0.4%
West Pottsgrove	7.7%	14.1%	7.0%
Union	2.8%	2.5%	-0.3%
Chester County	5.2%	6.9%	1.7%

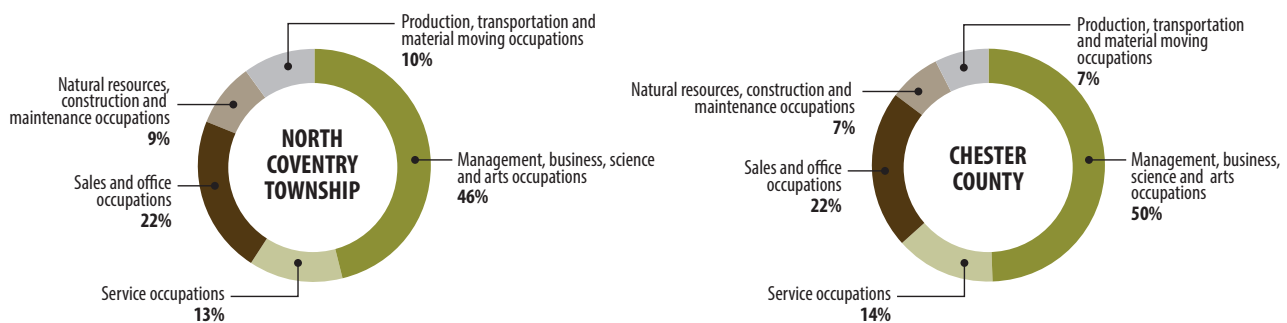
Sources: U.S. Census 2000; American Community Survey 2017

■ Employment

Employment data provide an overview of occupation or type of work – in addition to industry – the types of business in which residents are employed. A high percentage of North Coventry residents have occupations under the category of management, business, science and arts, with sales and office occupations also well represented. Employers of North Coventry residents are relatively well divided among four types of industry: finance and insurance; manufacturing; arts and entertainment; and educational and health care services.

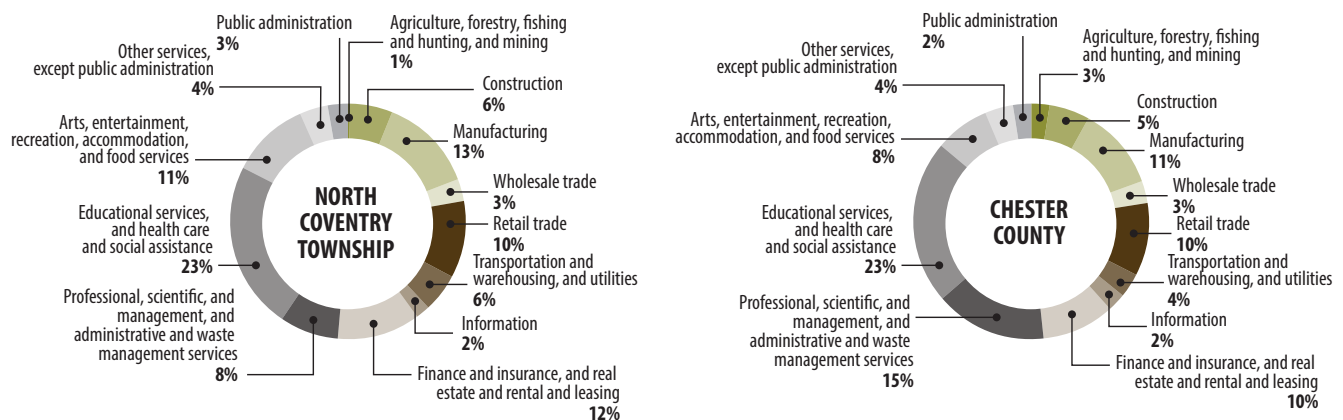
The prime working age population in the United States is defined as ages 25-54, and is a consideration with respect to local business and the tax base. In 2010, the prime working age population of North Coventry was 3,265 or 41.5 percent of the population, which is nearly equal to Chester County's percentage of 41.2 percent. Related to this, 36.2 percent of the Township's population was over the age of 50 in 2010, compared to 33.2 percent in Chester County.

Employment by Occupation



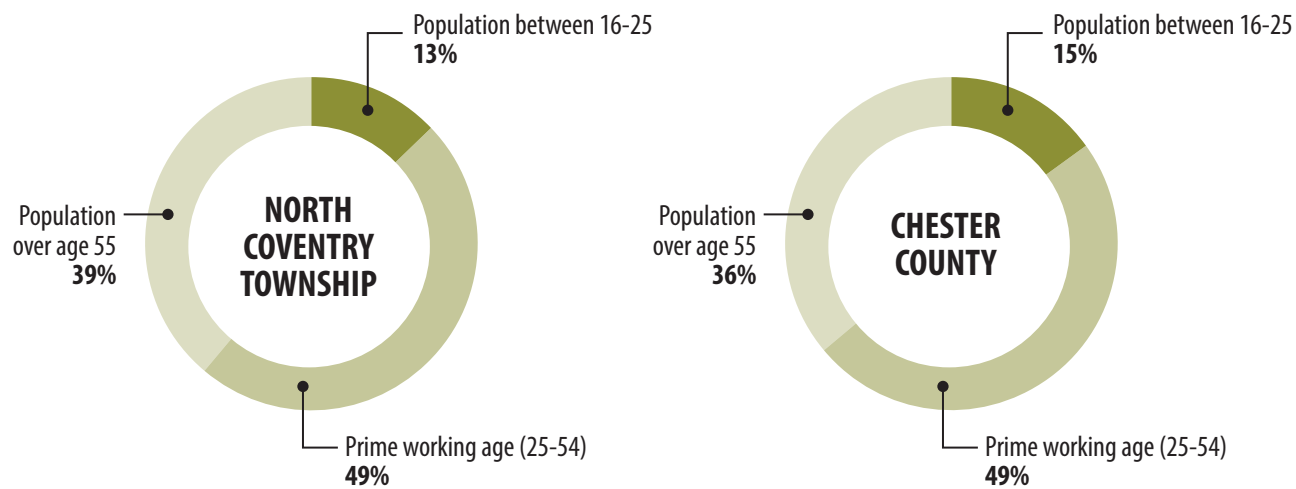
Source: American Community Survey 2017 (Percentage of civilian employed population 16 years and over)

Employment by Industry



Source: American Community Survey 2017 (Percentage of civilian employed population 16 years and over)

Prime Working Age Population



Source: American Community Survey 2017

■ Housing

The vast majority of North Coventry housing stock is made up of single family detached housing units. Based on the 2016 ACS, 78.9 percent of all housing in North Coventry is single family dwellings and just over 20 percent are in buildings with two or more housing units. Just over 40 percent of homes are worth between \$200,000-\$300,000 and over 82 percent were constructed prior to 1990. With a relatively older supply of housing stock below the countywide median average, North Coventry offers a supply of relatively affordable housing available for both first time homebuyers and new families. Further, North Coventry has a slightly higher percentage of renter occupied housing units as compared to the County as a whole.

Housing Units

Unit Type	North Coventry		Chester County	
	Number	Percent	Number	Percent
1-unit, detached	2,416	71.4%	122,064	61.7%
1-unit, attached	198	5.8%	35,187	17.8%
2 units	35	1.0%	3,922	2.0%
3 or 4 units	244	7.2%	5,837	2.9%
5 to 9 units	93	2.7%	6,653	3.4%
10 to 19 units	233	6.9%	8,106	4.1%
20 or more units	158	4.7%	11,035	5.6%
Mobile homes	9	0.3%	5,090	2.3%
Boat, RV, van, etc.	0	0.0%	25	0.0%
Total housing units	3,386	100%	197,919	100%

Source: American Community Survey 2017

Year Structure Built

Year Built	North Coventry		Chester County	
	Number	Percent	Number	Percent
Built 2010 or later*	34	1.0%	5,412	2.7%
Built 2000 to 2009	343	10.1%	31,287	15.8%
Built 1990 to 1999	260	7.6%	30,957	15.6%
Built 1980 to 1989	297	8.7%	31,617	16.0%
Built 1970 to 1979	637	18.7%	27,696	14.0%
Built 1960 to 1969	733	21.6%	19,668	10.0%
Built 1950 to 1959	355	10.4%	17,588	8.9%
Built 1940 to 1949	87	2.6%	5,934	3.0%
Built 1939 or earlier	655	19.3%	27,760	14.0%
Total	3,401	100%	197,919	100%

Source: American Community Survey 2017

* According to Chester County Planning Commission data relevant to new home sales between 2010 and 2017, a total of 34 new homes were sold in North Coventry.

Housing Value

Value	North Coventry		Chester County	
	Number	Percent	Number	Percent
Less than \$50,000	16	0.7%	4,708	3.3%
\$50,000 to \$99,999	10	0.4%	2,440	1.7%
\$100,000 to \$149,999	156	6.7%	4,857	3.4%
\$150,000 to \$199,999	392	16.8%	11,947	8.4%
\$200,000 to \$299,999	996	42.6%	35,226	24.8%
\$300,000 to \$499,999	592	25.3%	51,416	36.3%
\$500,000 to \$999,999	159	6.8%	27,135	19.1%
\$1,000,000 or more	16	0.7%	4,071	2.9%
Total	2,337	100%	141,800	100%
Median value	\$259,800		\$338,200	

Source: American Community Survey 2017

Housing Status

Status	North Coventry		Chester County	
	Number	Percent	Number	Percent
Occupied housing units	3,212	94.9%	188,613	95.3%
Vacant housing units	174	5.1%	9,306	4.7%
Owner-occupied units	2,337	69.0%	141,800	71.6%
Renter-occupied units	875	25.8%	46,813	23.7%
Total	3,386	100%	197,919	100%

Source: American Community Survey 2017



3

Existing Conditions

This chapter describes the current status of factors having significant impacts on planning, growth, and resources in the Township and provides context within the larger region. The assessment of existing conditions helps form policies and develop recommendations to achieve the goals and objectives for North Coventry Township.

Existing Land Use

Land Use in North Coventry is dominated by large wooded areas accompanied by medium sized lot single-family homes, with areas of multifamily, retail, office, and other commercial uses concentrated along Route 100 and Route 422. This section provides an inventory and analysis of current land use that serves as a basis for analyzing future development patterns.

North Coventry's Zoning Ordinance provides guidance and requirements for the development of land within the Township. The vast majority of the Township is encompassed within the two lowest density zones, Resource Conservation and Rural Residential (RC and RR), while the other zoning districts surrounding Route 100 and Route 724 allow for commercial, some residential and mixtures of uses and intensities.

See Appendix A, pp. 103-104 for additional information on zoning in the Township.

Existing Land Use Categories

The data and figures in this section are based upon Chester County Assessment data, adjusted for land use by Chester County Planning Commission (CCPC).

Single Family Detached: 3,822 acres – 47.6%. The single family detached house on an individual lot is the most prevalent, character-defining land use in North Coventry Township.

Multifamily Residential: 33.5 acres – 0.004%. This category includes all properties listed in tax assessment records as multi-family, duplex, apartment, or townhouse.

Agriculture: 862.6 acres – 10.7%. Agricultural land in the Township includes properties where agricultural activities take place.

Open Space: 64.6 acres – 0.008%. These areas include privately preserved open spaces and homeowner's association (HOA) lands.

Recreation: 1,078.5 acres – 13.4%. These areas include all publically owned Township parks and other recreation lands that may be privately owned.

Institutional: 214.6 acres – 2.7%. Private and public schools, churches, County property, hospitals, municipal buildings and other public uses make up the institutional category.

Industrial: 37 acres – 0.005%. There are only two small parcels in the Township with an industrial land use character.

Undeveloped: 1,415.1 acres – 17.6%. This category includes all vacant parcels that are not currently developed (regardless of zoning and developable lands available).

Commercial: 456.7 acres – 5.7%. Commercial uses include retail stores, restaurants, gas stations, commercial garages, car dealers, and warehouses.

Utility/Railroad/R.O.W.: 55.4 acres – 0.006%. This primarily includes road rights-of-way and public utility facilities throughout the Township.



South Pottstown features a diversity of housing options such as these twins on Main Street.

Existing Land Use

Land Use Category	Acres	Percent of Total Acres	# Parcels	Percent of Total Parcels
Residential	3,856.1	48.0%	2,650	77.3%
Single Family Residential	3,822.6	47.6%	2,612	76.2%
Multifamily Residential	33.5	0.004%	38	1.1%
Agriculture	862.6	10.7%	39	1.1%
Open Space (private)	64.6	0.008%	21	0.006%
Recreation	1,078.5	13.4%	226	6.6%
Institutional	214.6	2.7%	40	1.2%
Industrial	37.3	0.005%	2	N/A
Undeveloped	1,415.1	17.6%	293	8.5%
Commercial	456.7	5.7%	98	2.9%
Utility/Railroad/R.O.W.	55.4*	0.006%	51	1.5%
Totals	8,040.9	100%	3,428	100%

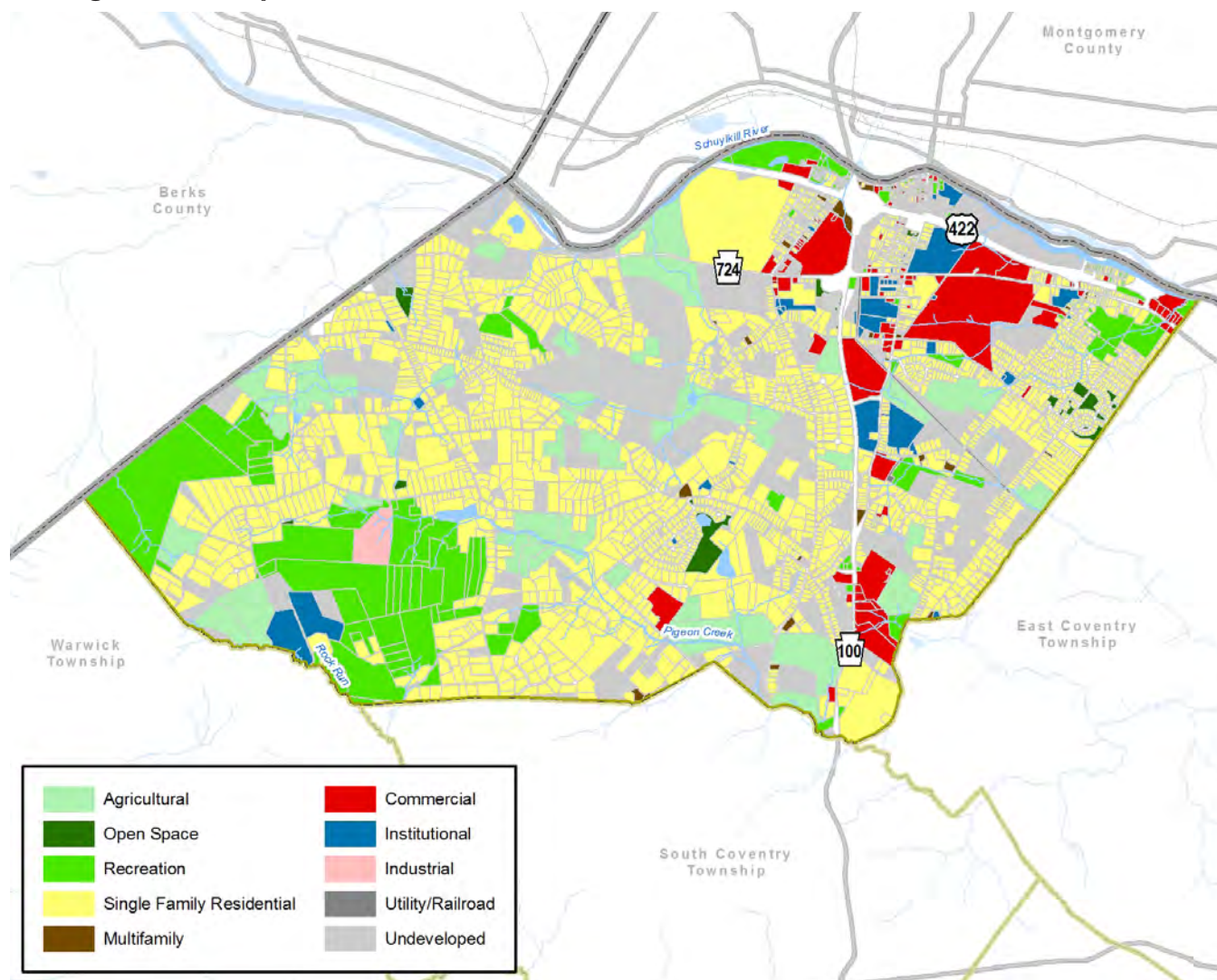
*Right of way acreage is an estimate based on the parcel count. This estimate is not reflected in the total acres.

Source: Data based on Chester County Planning Commission assessment and CCPC land use adjustments.



North Coventry exhibits a wide range of existing uses from large retail to unspoiled woodlands.

Existing Land Use Map



The Existing Land Use mapping illustrates general classifications of current land use throughout the Township at the parcel level. See Appendix D, Map 3 for the full size Existing Land Use map.

Circulation

■ Roadway Network

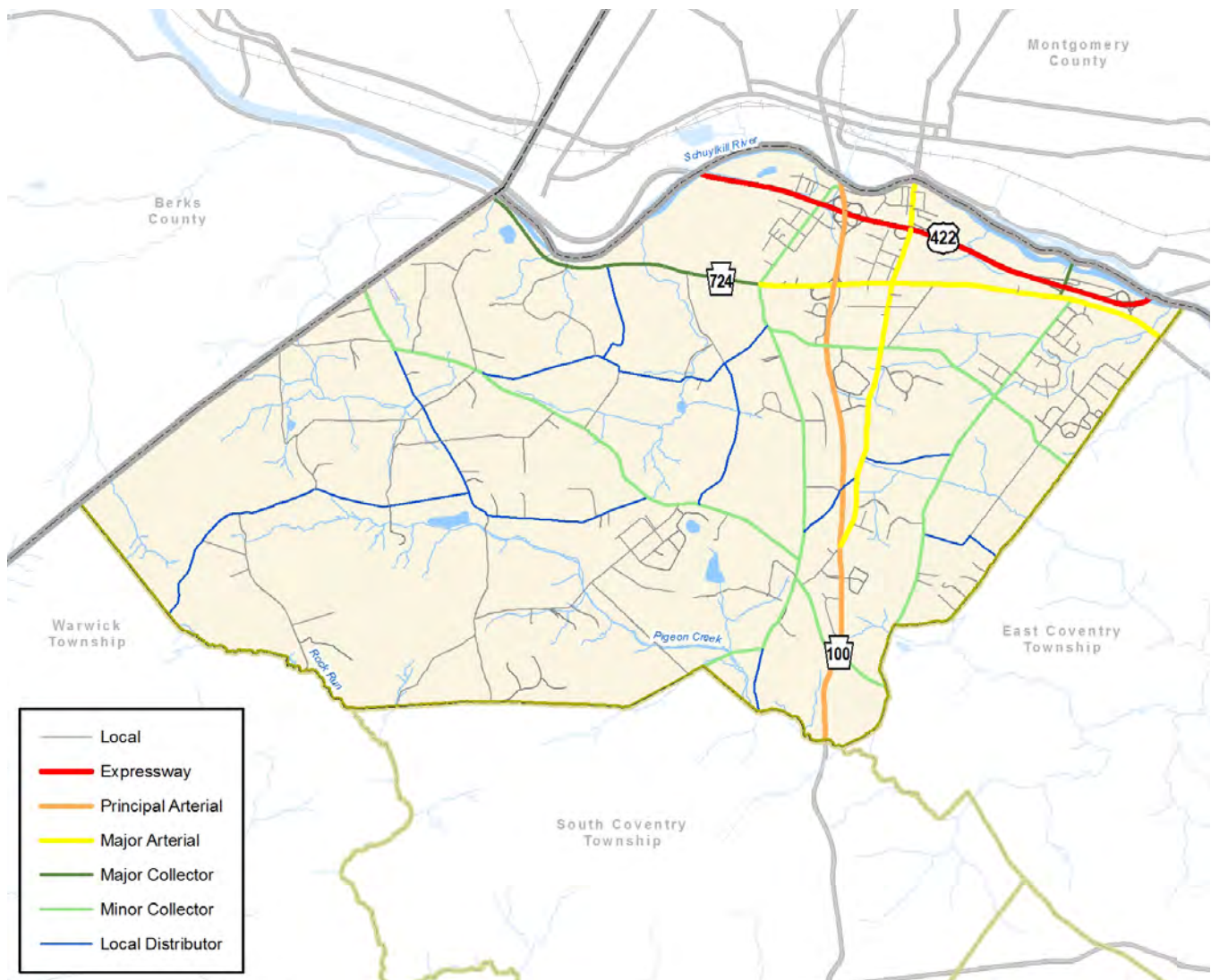
North Coventry Township contains 64.81 miles of roads. PennDOT owns and maintains 21.16 miles, and North Coventry owns and maintains 43.65 miles of the network.

Pennsylvania Route 422 crosses the Township along the Schuylkill River and is the primary transportation corridor along with Routes 100 and 724. Route 422 is a limited access highway and provides direct access to I-76, I-276, and Route 202 serving King of Prussia/Philadelphia to the east and Reading to the west. Route 724 generally parallels Route 422 and serves local traffic in the northern portion of the Township. Route 100 is a major north-south route through the central portion of the Township. It provides access from Routes 422 and 724 to Pottstown and the Lehigh Valley to the north and to Exton to the south.



U.S. Route 422 is a limited access highway providing for direct access to Reading, King of Prussia, and other points beyond.

Roadway Classification Map



Roads serve a range of traffic volumes and speeds, trip lengths, and are designed accordingly. The Road Classification System organizes various roads and road segments in a hierarchy based on the function each serves. See Appendix D, Map 4 for the full size Transportation map; See Appendix A, pp. 105-106 for details on Roadway Functional Classifications.

■ Public Transit

Pottstown Area Rapid Transit (PART) provides bus service between the northern areas of the Township and the Pottstown Transportation Center. There are three stops in the Township on the Stowe-Pottstown-Coventry Mall line at the Town Square Center, Valley View Apartments, and the Coventry Mall. The annual ridership for the Coventry Mall portion of the Stowe/Pottstown Center/Coventry Mall Line was 9,409 passengers for Fiscal Year 2017-18. This does not include seniors in the count.

SEPTA Route 93 operates between Pottstown and Norristown with a stop on High and Hanover Streets in Pottstown that is also a PART connection. In the 2017 Annual Service Plan for Annual Route Performance Review, SEPTA identified over 398,000 passengers annually and an operating ratio of 24 percent for Route 93. Access to the SEPTA bus service allows for connections to the Regional Rail network at the Norristown Transportation Center in Montgomery County. Additional bus services are provided by Chester County Rover and Chester County Paratransit.

■ Pedestrian and Bicycle

Sidewalks are important for both residents and businesses; particularly within urban areas like Pottstown Landing and South Pottstown. They also provide accessibility to parks from nearby uses and neighborhoods. Existing facilities within the Township are located within South Pottstown and Kenilworth in addition to a few residential subdivisions.

In addition to sidewalks, trails also provide for safe pedestrian and bicycle accommodation and recreation. Significant expansions to the Township-wide network are proposed as part of the Northern Federation Parks, Recreation, and Open Space Plan. Further, the Schuylkill River Trail can be accessed across the river in Pottstown, off Hanover Street.

The Schuylkill River Trail (SRT) is a multi-use trail that when completed will span nearly 130 miles from Pottsville to Philadelphia. In 2019, the trail could only be accessed directly from the Township from the Hanover Street Bridge. However during the time horizon of this plan, an access will be developed as part of a rebuilt Keim Street Bridge as well as completion of a short segment of the SRT from East Coventry near Route 724 to the Schuylkill River crossing along the Route 422 Bridge completed in 2018.

There are no formal bicycle routes within North Coventry Township, but residents that are avid cyclists utilize the more scenic roads in the western portion of the Township for recreational cycling.

■ Transportation Funding

Funding for transportation facility maintenance and improvements primarily comes from liquid fuels money from the Commonwealth. Presently there are three projects within North Coventry on the 2017-2020 Delaware Valley Regional Planning Commission's Transportation Improvements Program (TIP). The projects are as follows: two separate phases of US 422 reconstruction and to either renovate or replace the Keim Street Bridge.

See Appendix A, p. 107 for additional information on transportation funding and specific projects listed on the 2019 TIP in the Township.



The Coventry Lake Trail affords residents recreational opportunities within the neighborhood it serves.

Community Facilities and Services

■ Administration and Facilities

The Township Building is located at 845 South Hanover Street. The building includes meeting spaces and offices for Township staff and the Police Department. Maintenance work such as snow removal, mowing, and park maintenance is handled by Township public works. The municipal garage and storage facility was built in 2019 and is located along Lenape Crossing, across from the Town Square Plaza shopping center.

North Coventry Township is governed by five elected officials that form the Board of Supervisors. All members of the Board of Supervisors are elected at-large for six-year terms and do not represent specific geographic areas. The Township has an appointed Township Manager in charge of day-to-day operations in administering all Township business. A variety of Township residents are actively involved in community efforts as part of numerous boards and commissions.

■ Public Outreach

Public outreach is essential to inform residents about Township activities, thereby providing them an opportunity to voice opinions, volunteer, and participate in the Township's future direction. North Coventry regularly updates the Township website and Facebook page with accurate and up-to-date information and disseminates a biannual newsletter to residents via mail.

■ Finance and Budget

Revenues municipalities collect fund the wide variety of community services and facilities provided to residents. Municipal revenue can be generated from taxes, user and administrative fees, licenses, debt service and/or grants. Property taxes are based on assessed value, which is generally not at total value and is expressed in millage (one-tenth of one cent).

According to the 2018 Township operating budget summary, revenue categories include an earned income tax (EIT), real estate taxes, fees/fines/interest, state and county funding, and rents. Local enabling taxes such as the EIT are the highest revenue generators in the Township totaling \$1,375,000 of the roughly \$4.2 million collected in 2018, which is roughly 32 percent of revenues. Real estate taxes were second largest in generating revenue at approximately \$1,217,000, which equates to about 28 percent of Township revenues.

Expenditures generally cover services, salaries, equipment, programs, and operating costs. The 2018 budget for the General Fund is \$691,186, which represents 16 percent of the budget. The two largest expenditures are protection of persons and property, which is 51 percent of the estimated expenditure (roughly \$2.2 million), and public works, which is 21 percent of the estimated expenditure (roughly \$908,000).



The North Coventry Municipal Offices are located in the South Pottstown area of the Township.



North Coventry Township is home to a number of churches and religious organizations which provide community services as well as enhance the quality of life for Township residents.

■ Emergency Management

North Coventry Township is signed onto the Chester County Hazard Mitigation Plan. The Hazard Mitigation Plan includes goals, objectives, and actions to decrease the impact of future disasters, as well as historical data on past events. The Township has appointed an Emergency Management Coordinator who participates in updates to the County Hazard Mitigation Plan.

■ Police/Fire/Ambulance

In 2018 the North Coventry Township Police Department consisted of 11 full time and two part time dedicated sworn officers and one civilian support staff. Officers patrol 24 hours a day, seven days a week. The North Coventry Township Police Department responded to a total of 5,782 calls for service, both dispatched and officer initiated, in 2017. In April 2016, department wide use of the Crimewatch website went live, providing the public access to criminal arrests and investigations.

The Township is served by the Norco Fire Company, which is located in their original building dating back to 1955, situated on Route 724 near the intersection with Route 100. There are approximately 14 volunteer officers and one medical officer that serve the Township and surrounding areas. The fire company is staffed entirely by volunteer firefighters, a critical resource that is increasingly becoming difficult to maintain.

North Coventry is also served by Good Will Steam Fire of Pottstown for ambulance service.

■ Library

The closest Chester County library serving North Coventry residents is the Henrietta Hankin Branch located south of the Township just off of Route 100 in West Vincent Township. Residents also use the nearby Pottstown Regional Public Library located in downtown Pottstown.

■ Education

North Coventry Township is part of the highly regarded Owen J. Roberts School District which operates seven public schools including one high school, one middle school, and five elementary schools. North Coventry Elementary School is located on Kemp Road in the Township; the high school and middle school are located in South Coventry Township. In addition to the public school system, an alternative option for private education is available at the West-Mont Christian Academy on South Hanover Street.

■ Healthcare

Community Healthcare and Dental, located in Coventry Mall, provides family health care services. Hospital care is provided by Pottstown Hospital to the north and Phoenixville Hospital to the east. Patient First, located in Pottstown, provides urgent care for non-life threatening injuries, and the Township is also home to several medical general practitioners and dentists.

■ Services for Older Adults

The TriCounty Active Adult Center located in Pottstown offers North Coventry residents aged fifty or older the opportunity to participate in educational, exercise, social, and recreational programs. The Pottstown YMCA also offers an Active Older Adult program.



The North Coventry Police Department provides law enforcement services for the Township.



North Coventry Elementary is located in the east central part of the Township.

■ Sewage Facilities

Sewage facilities planning in Pennsylvania is governed by Act 537, which requires municipalities to plan for these services. The North Coventry 537 Plan was completed in 1995 and revised in 2004. Current and future capacity needs are within operating proficiency; additional capacity is not needed to serve the long term growth needs. North Coventry Township is responsible for the financing, ownership and operation of its sanitary sewer system through the North Coventry Municipal Authority. Currently, 29 percent of Township residents are served by public sewer, mostly in the northern and eastern areas of the Township, and all other residents are served by individual on-lot systems.

■ Water Facilities

The North Coventry Water Authority serves 13 percent of North Coventry Township's population. Water supply lines are primarily in the northern and eastern part of the Township. Currently they are considered to be adequate and no new water mains are anticipated in the near future. Other residential homes are served by on site wells.

■ Stormwater Management

Stormwater management in North Coventry is critical to protect water quality and minimize flooding.

Stormwater management in North Coventry is critical due to the presence of all high quality streams in the Township, as well as being adjacent to the Schuylkill River. The proximity of the Township to nearby dense urban fabric and ongoing redevelopment in Pottstown is another consideration for employing best practices for stormwater management for the Township. The Township updated its Stormwater Management Ordinance and is implementing ways to alleviate problems caused by water runoff and pollution of streams.

See Appendix A, p. 108 for additional information on stormwater management legislation.

North Coventry Estimated Dwelling Unit/Flow Growth Estimates

Year	EDU	ADF (gpd)
2017	4,208	745,000
2018	4,070	787,000
2019	4,117	795,000
2020	4,149	801,000
2021	4,181	807,000
2022	4,188	809,000

Source: North Coventry Municipal Authority

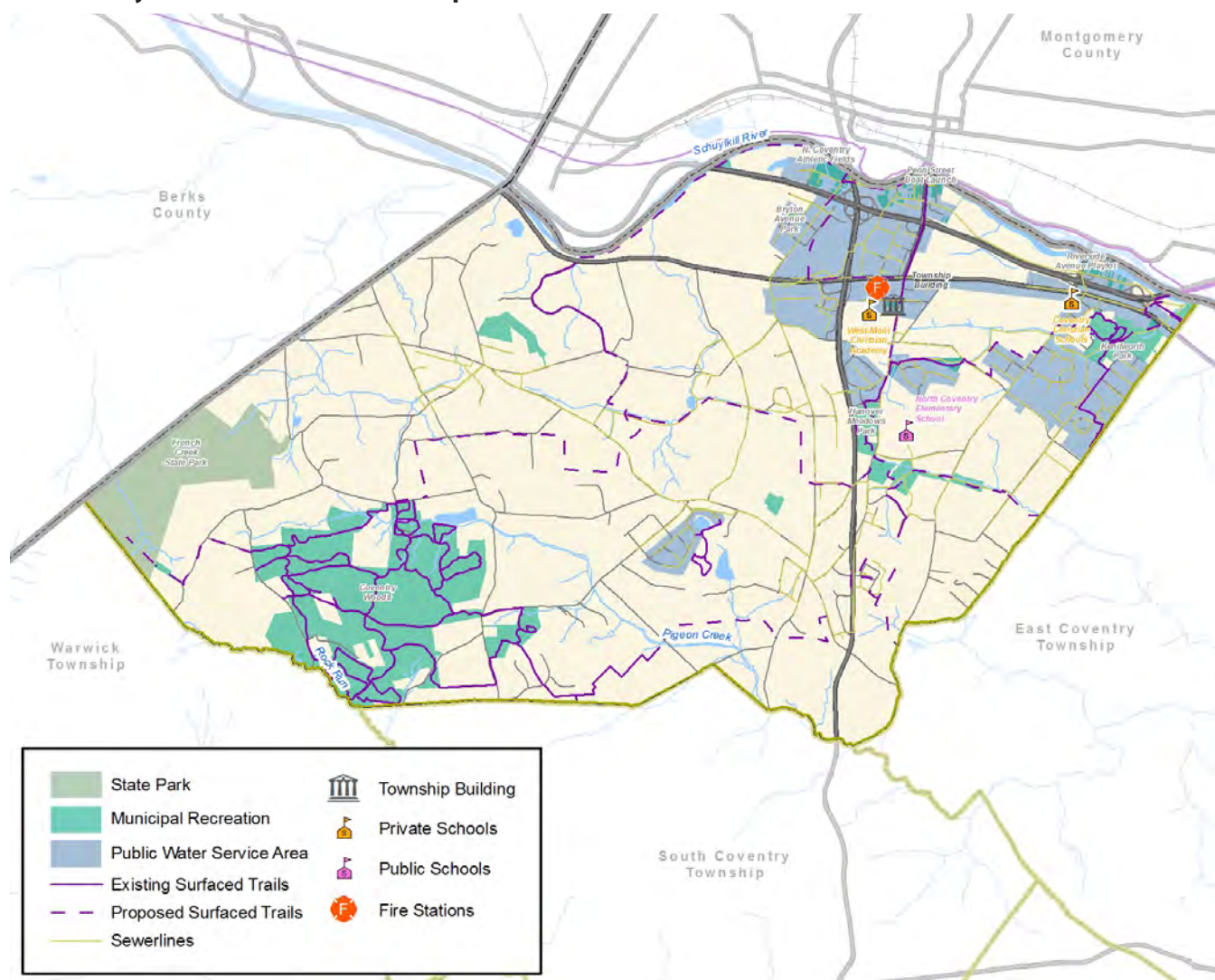
EDU – Estimated Dwelling Unit

ADF – Average Daily Flow

gpd – Gallons Per Day

In 2018, North Coventry had a total of 4,070 EDUs contributing about 787,000 gpd to the wastewater treatment plant. In 2022, North Coventry projects a total of 4,188 EDUs will contribute 809,000 gpd to the system. Capacity at the plant should be sufficient to meet anticipated growth needs for the near future.

Community Facilities and Services Map



Community facilities include public infrastructure such as water and sewer lines as well as other publically owned facilities such as parks and trails. See Appendix D, Map 5 for the full size Community Facilities map.

Natural Resources

■ Water Resources

The creeks, streams, and rivers throughout Chester County have influenced development patterns and quality of life for centuries. Proper management of water resources is necessary to meet growing demands for its use, protect it from degradation, and sustain and/or improve water quality.

Watersheds

All of North Coventry is in the Schuylkill River Basin. The Schuylkill River subwatershed makes up about half of the Township and is located along the Schuylkill River and stretches south to Saint Peters Road. The Pigeon Creek subwatershed comprises the remaining southern portion of the Township.

Stream Designations

The Pennsylvania Department of Environmental Protection (PADEP) has put programs into effect to protect and improve water quality, promote preservation of higher quality streams, and achieve compliance with Chapter 93 of Pennsylvania's Clean Streams Law and Federal water regulations. The following designations apply to streams and watersheds in the Township:

- **Special Protection Waters**

Chapter 93 designates Exceptional Value (EV) and High Quality (HQ) waterways. This designation is used to increase protection measures along a designated watercourse. Watercourses designated as EV and/or HQ include: the Schuylkill River, all unnamed tributaries of the Schuylkill River, and Pigeon Creek.

- **Impaired Streams**

Impaired streams are sections of watercourses that do not meet Chapter 93 use designations for water quality standards. The Schuylkill River and its tributaries that run south into the Township are all designated as impaired (2018 PADEP report).

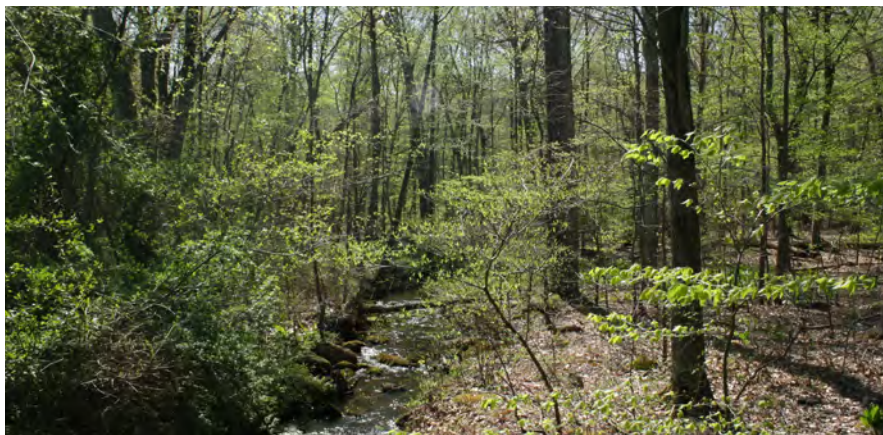
Floodplains

According to FEMA, floodplain is defined as an area subject to a one percent or greater chance of flooding in any given year. Floodplain areas within North Coventry occur along the Schuylkill River and the small tributaries that spread south into the Township, and along Pigeon Creek.



The Schuylkill River forms the northern boundary of the Township and is classified as having Special Protection Waters by the PADEP.

Image courtesy of Jim Marks.



Riparian areas such as this one in Coventry Woods help minimize flooding and provide wildlife habitat.

Natural Resources Map



Natural Resources are inclusive of all critical environmental areas of the Township including forested and flood-prone areas. See Appendix D, Map 6 for the full size Natural Resources map.

■ Land Resources

Land resources should be protected not only for their production value but because inappropriate uses and poor maintenance practices can lead to the degradation of related water and biotic resources. Such degradation impacts the functions of these resources and increases hazards, such as flooding and reduced groundwater recharge.

Geology

The majority of the Township is made up of the Brunswick formation, ranging from Triassic conglomerates, shales, and sandstone. A small section on the western edge of the Township is comprised of Triassic diabase sheet. More generally, the hard shale-like geology lies in the hills of the Township with the less resistant weathered shale in the valleys.

See Appendix A, p. 109 for information on soils in the Township.

Steep Slopes

The Township's Zoning Ordinance defines steep slopes in two categories: precautionary slopes between 15 and 25 percent slope and prohibitive slopes where the slope is 25 percent or greater. Steep slopes are located primarily in the southwestern section of the Township, south of the Pigeon Creek and near the Berks County line.

Woodlands

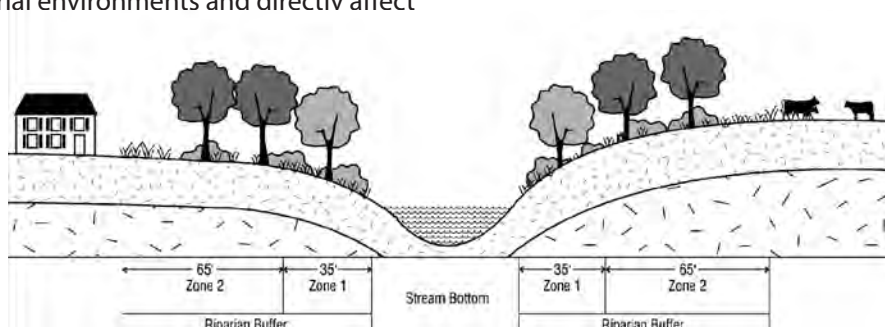
Woodlands refer to larger continuous or contiguous stands of trees, typically on larger parcels of land. Woodlands provide vital habitat for native vegetation and wildlife. Additionally, woodlands provide protective ground cover and stability for soils on steep slopes and contribute to improving water quality.

The most significant areas of woodlands in the Township are found west of Route 100 and form part of the Hopewell Big Woods. Containing over 110 square miles, Hopewell Big Woods encompass nearly half of North Coventry's total land mass, and represent the largest contiguous forested area in southeastern Pennsylvania. Areas of the Big Woods that have been permanently protected include the Coventry Woods under the ownership of the Township and a portion of French Creek State Park.

The Township regulates the amount of woodlands that may be disturbed by new development and requires replacement of disturbed woodlands.

Riparian Buffers

Riparian areas are the lands adjacent to water bodies that serve as a transition between aquatic and terrestrial environments and directly affect or are affected by that body of water. A riparian area that consists of mature vegetation, preferably including forest cover, can create an effective buffer between upland land uses and the receiving water body, reducing the impact of upland sources of pollution. Forested riparian buffers can also serve to slow stormwater runoff, improving flood control.



The Township has regulations protecting the riparian area of streams through a two-zone provision.



The Great Oak along St. Peters Road was identified by the Penn Tree Committee in 1977 as being alive in 1682 when William Penn first arrived in what is now Pennsylvania. Image courtesy of Phyllis Chambers.

Wetlands

The National Wetlands Inventory (NWI) identifies wetland areas based on aerial photography. There are several areas of NWI wetlands identified in the Township, with the greatest concentrations be found in the vicinity of the Schuylkill River and Pigeon Creek. The NWI provides only a preliminary indication of wetlands; site-specific wetland studies are the only reliable method to accurately determine the full extent of wetlands in the Township.

Natural Diversity

Natural diversity is defined as the variety of plants and animals in a given habitat, or the variety of features found in a given population of one type of plant or animal. There are currently no rare, threatened, or endangered species identified within North Coventry.

Native Vegetation

Native or indigenous refers to vegetation that currently or previously inhabited or grew in a specified location, and which was not introduced to that location as a result of human activity. Native species are adapted to environmental conditions of an area such as climate, soils, topography, winds, precipitation, wildlife, and other living organisms.

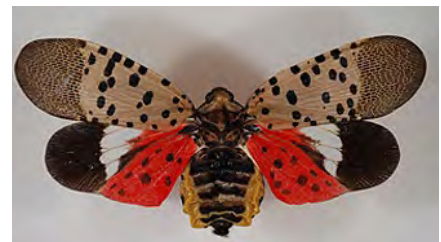
Invasive Species

Across much of Chester County, including North Coventry, woodlands and wetlands are being overrun by invasive species. Within woodlands, riparian areas, meadows, hedgerows, and along roadways, invasive species such as the Norway Maple, Multiflora Rose, Autumn Olive, Oriental Bittersweet, Japanese Honeysuckle, Japanese Knotweed, Tree of Heaven, and Mile-a-Minute Weed are overrunning existing native species and becoming the dominant species. The Spotted Lanternfly and Emerald Ash Borer are a few invasive insects that affect the native woodlands in the Township. Within wetlands, invasive species such as Common Reed, Purple Loosestrife, and Reed Canary Grass can dominant the landscape, impairing the wildlife and filtration functions of the wetland.

Resource Protection Measures

The protection of natural resources is a high priority for municipalities throughout Chester County, not only for their environmental and aesthetic value but to meet state and federal requirements for their conservation and protection. Although North Coventry is primarily suburban in character, there are many acres of natural resources that have not been disturbed by development. These undisturbed lands present an opportunity for conservation and other protective measures.

According to the assessment of current natural resource protection standards, North Coventry has significant and appropriate regulations protecting natural resources, but will need to re-evaluate them as new risks emerge and are identified.



The Spotted Lanternfly is an invasive planthopper that has the potential to greatly impact agricultural crops and hardwoods. Image courtesy of the Pennsylvania Department of Agriculture.

Parks, Recreation, and Open Space

North Coventry Township has six municipally-owned and managed parks: Coventry Woods, Hanover Meadows, Kenilworth Park, Riverbend Park, Riverside Park, and Shenkel Park. The North Coventry Elementary School also provides for recreational opportunities at times school is out of session. Privately held recreational areas in the Township include the Bellewood Country Club.

Recreational Facilities - Township and Regional

Facility Name/Location	Recreation Features and/or Activities (active and passive)
Coventry Woods Park (Township)	Walking, hiking, cycling, pavilions, birdwatching
Hanover Meadows (Township)	Walking trails, meadow, municipal facility, playground and multi-use field
Kenilworth Park (Township)	Athletic fields, tennis courts, disc golf, playground, pavilion, walking trail, pond and creek for nature appreciation
Riverbend Park (Township)	Athletic fields, a pavilion, playground
Riverside Park (Township)	Boat ramp with dock, fishing, picnic table area, basketball courts, volleyball courts, and playground
Bickel Run Park (Township)	Passive park
Shenkel Park (Township)	Passive park
Schuylkill River Trail	Multi-use trail for walking, running, cycling
French Creek State Park	Hiking, equestrian, and mountain bike trails; camping; hunting and fishing.
Hopewell Furnace National Historic Site	Hiking (unpaved trails), historic interpretation
State Game Lands	Hunting, hiking
Crow's Nest Preserve (Natural Lands)	Walking



The open space program has been essential in the permanent preservation of significant areas of the Township.

■ Open Space Program

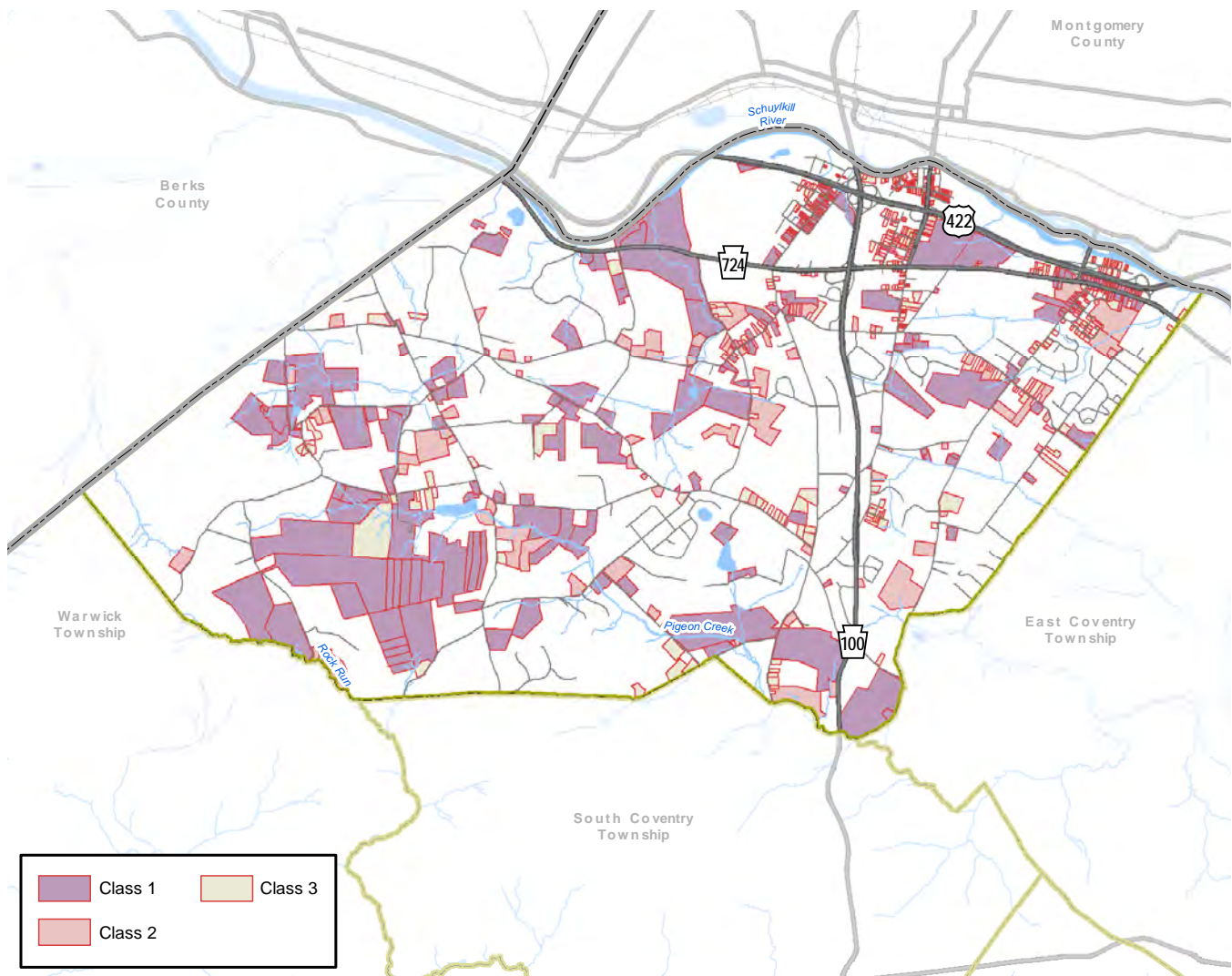
In 2002 North Coventry Township voted to approve an open space referendum that established an Open Space Fund administered by a seven member review board. Over the past fifteen years, the open space initiative has worked directly or in partnership to protect over 1,400 acres of land in the Township. The Open Space Review Board (OSRB) partners and participates in other local and regional initiatives, including the Hopewell Big Woods Partnership, the Schuylkill Highlands Conservation Landscape Initiative, and the Northern Federation Regional Parks, Recreation and Open Space Plan. Since 2002, the Township has received \$11.8 million in grants from the State, County and Federal governments and \$4.8 million through land owner donations or conservation organization assistance. In 2014, the Township authorized use of Open Space Funds to care for improvements and maintenance of existing lands acquired through the Open Space program.

Historic Resources

Historic preservation activities in North Coventry are supported by the North Coventry Township Historical Commission. The Historical Commission was created in 1990 for the purpose of identifying, documenting, and preserving historical resources and creating an awareness of Township history. The Commission also serves as an advisory resource to the Supervisors and owners of historic properties for the rehabilitation, preservation, and/or restoration of historic structures.

Multiple efforts have been undertaken to identify historic resources and help preserve the local heritage and character of North Coventry Township. The Chester County Historic Sites Survey (1979-82) identified 185 historic buildings or groups of buildings in North Coventry. The County Survey is considered a “preliminary” or “reconnaissance” survey, focusing on a listing of sites, primarily residential, and providing general information such as location and owner. The Township has further expanded on the County-led effort to identify many more historic resources as part of their historic resources overlay inventory and map.

Historic Resources Map



As identified by the Historical Commission, Class 1 historic resources are listed or should be considered for inclusion on the National Register of Historic Places; Class 2 resources are considered to be locally significant; and Class 3 are all other identified resources. See Appendix D, Map 7 for the full size Historic Resources map.



Established in 1831, Pottstown Landing developed as an early village along the Schuylkill Canal and has since been listed on the National Register of Historic Places since 2001.

ISSUES AND PRIORITIES

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4

Recreation, Open Space, and Natural Resources

North Coventry is rich in natural resources that stretch across the Township from the Pigeon Creek watershed to Coventry Woods, to the French Creek State Park as well as numerous areas of Township protected lands. Natural resources help define the community's character and are an essential element in maintaining a healthy, safe, and pleasant environment for residents and visitors to North Coventry. Recreation opportunities exist to connect all citizens with open space as well as the beauty of the natural environment.

Recreation, Open Space, and Natural Resources

Goal

Maintain preservation of open space, improve management of parks and recreational facilities, and protect the Township's existing natural resources by repairing or rebuilding ecosystems as needed to ensure public health and quality of life.

Objectives

- A. Enhance Township parks and develop working relationships with privately owned open space and other recreation providers within and beyond the Township.
- B. Continue the Township Open Space program for both acquisition and maintenance of these critical components of community health and character.
- C. Protect ground and surface water quality and quantity through stewardship and conservation efforts by limiting threats to rivers, lakes, streams, and groundwater.
- D. Protect and maintain natural resources and open space by providing and supporting related public education, partnerships with conservation organizations, and other non-regulatory efforts.
- E. Ensure regulatory controls and enforcement continue to preserve and protect natural resources in existing land uses and new development.

Recommendations

- 4-1. **Maintain the Program to preserve additional Open Space resources and expand the Program to include greater stewardship of preserved and conserved land in the Township.**

■ WHY

The preservation of over 1,400 acres of Open Space has demonstrated the need to support appropriate stewardship and ongoing maintenance of these lands, which will also protect the Township's rural character.

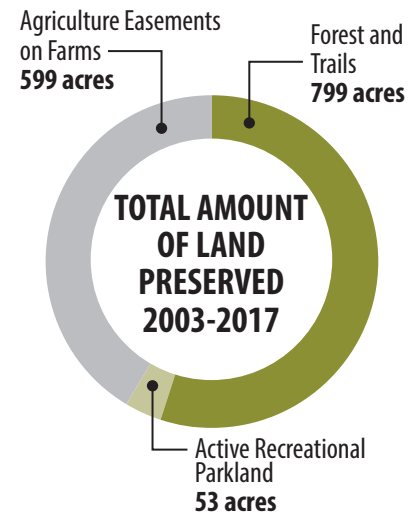
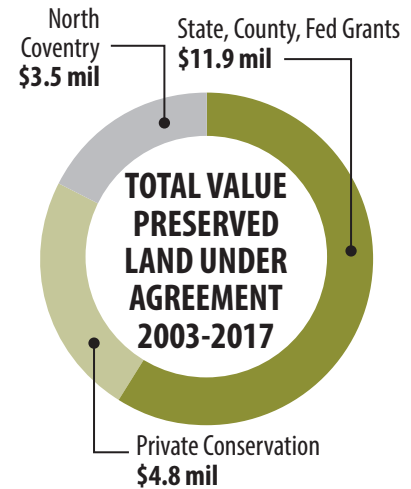
■ HOW

Continue the financial and administrative support for the open space Program, through earned income tax and pursuit of grants from all levels of government. The Open Space Review Board should continue their strategic planning process to advance the stewardship objectives of the Program. The Environmental Advisory Council should also promote greater stewardship of Township Open Space through the promotion and recommendation of policies and groups to both promote conservation and improvement of natural and environmental features.



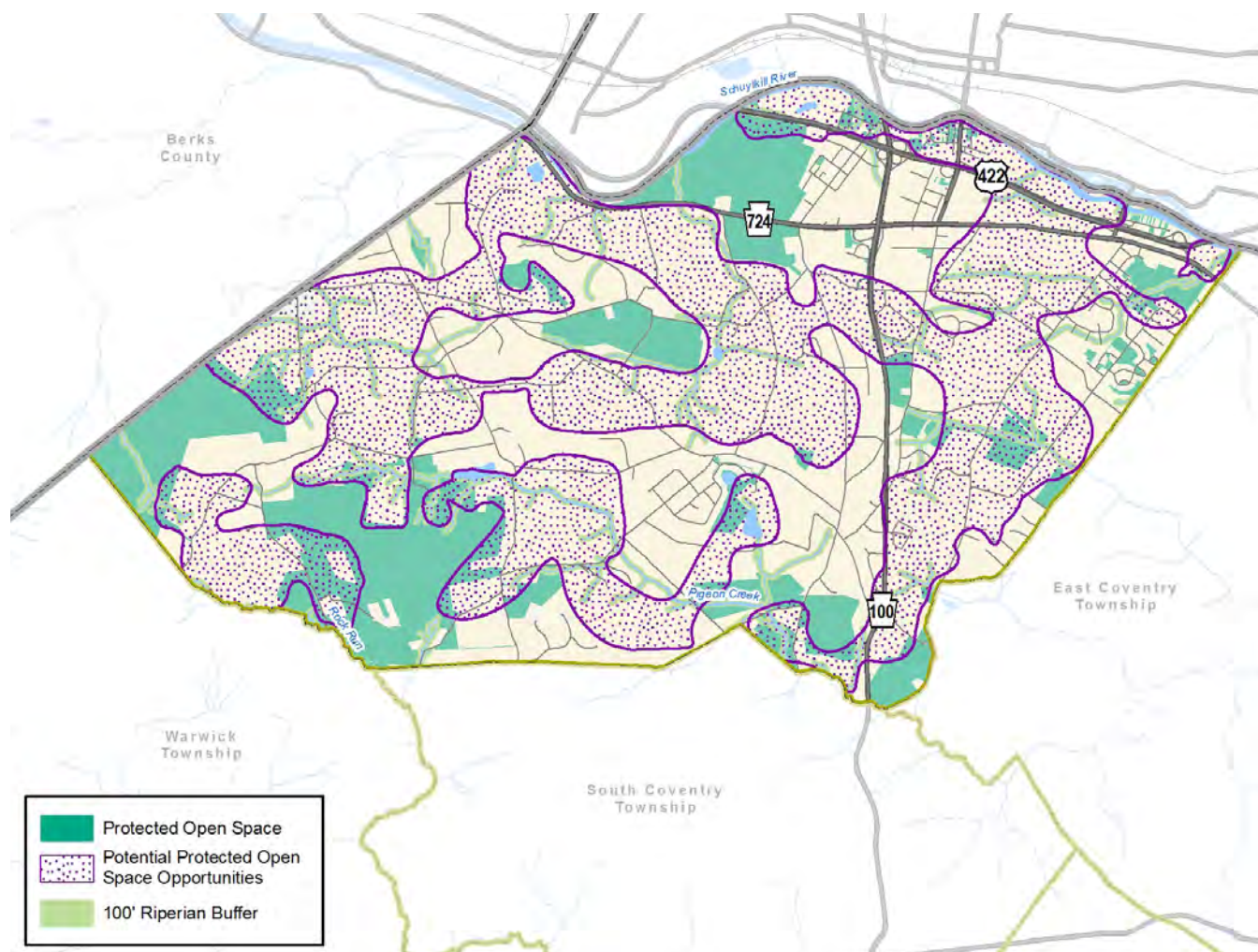
Facilities such as the Pigeon Creek Trail in Coventry Woods incorporate interpretative signage to provide context and educational opportunities to learn more about the land.

Preserved Land in North Coventry



North Coventry has administered a successful open space program since the approval of the open space referendum in 2002 and has since achieved the preservation of over 1,400 acres of land in the Township.

Open Space Opportunities Map



These areas representing opportunities for future areas of open space preservation have been identified by the Township to potentially expand on its existing, preserved areas. See Appendix D, Map 8 for the full size Open Space Opportunities map.

4-2. Connect existing trails to create a comprehensive network of trails that link to parks and other community facilities.

■ **WHY**

Currently the majority of existing publicly accessible trails lies within the Coventry Woods park or are part of the Schuylkill River Trail. There is an opportunity to create an interconnected network on the many parcels of preserved open space land, which is spread throughout the Township.

■ **HOW**

Working to strategically acquire open space land that would benefit trail connections is a priority in undertaking a comprehensive trail network for the Township. As a part of the strategic planning process for the Open Space Review Board, potential trail network connections should be integrated for future prioritization. Explore funding opportunities from places such as DVRPC and PennDOT. Further coordination should occur with the Pottstown Area Regional Recreation Committee for regional trail connections and park-related issues.

19.45 MILES
OF EXISTING TRAILS IN
NORTH COVENTRY



Once complete, the Schuylkill River Trail will provide for a safe bicycle and pedestrian route connecting North Coventry with both Philadelphia and Reading.

4-3. Continue to maintain existing park facilities and explore feasible additions to meet the active and passive recreation needs of current and future residents while still protecting natural resources.

■ **WHY**

The Township will attempt to ensure residents are served by recreational opportunities and that the future needs of the community are met. With many existing park facilities there is opportunity to further develop portions of these lands for both active and passive recreational uses.

■ **HOW**

Improve existing and add park facilities when feasible, within the constraints of existing finances, while identifying locations where opportunities exist to further develop active and passive recreational facilities, whether in existing parks or undeveloped open space. Continue to encourage volunteerism, specifically for parks and recreation maintenance, focusing on park and trail issues and coordinating with the Parks and Recreation Commission, Environmental Advisory Council, Public Works Department, and the Board of Supervisors. Appropriate grant opportunities should be leveraged to supplement existing Township expenditures as it relates to both the long-term maintenance and expansion of parks facilities.

- Add mapping information for the Township owned parks to the website, illustrating and describing available amenities such as playgrounds or trails, condition of facility (such as paved or gravel trails) and parking.
- Update the active recreation amenities at existing parks and incorporate new active recreation amenities to serve the needs of all community members. Consider undertaking master plans for individual parks to ensure amenities are not arbitrarily added and can be maintained in the future. Maintenance and future development of recreation should be context sensitive to residents in the immediate community, sensitive resources, natural resources, and future community needs.



Coventry Woods features a comprehensive trail network open to all residents.

4-4. Ensure safe and secure recreation environments for all residents through integration of physical security design techniques.

■ **WHY**

While open space and recreation facilities are a great asset to the community, the geographic size and potentially isolated nature of these facilities may present issues regarding physical security and policing, especially during nighttime hours or in remote areas. The safest spaces are those that feel accessible to people and their presence on a regular basis deters illegal activity.

■ **HOW**

Work with local law enforcement to optimize patrols of parks and recreational facilities and determine if physical security can be advanced through strategic measures such as increasing lighting in parking areas and facilities, fencing or buffering as appropriate, developing signage regarding hours of operation and associated rules, maintenance of vegetation and enforcing of park and open space policies.



Riverside Park is incorporated into the South Pottstown neighborhood and features playground equipment and passive open space.

4-5. Continue to enforce regulatory standards and work in partnership to advance protection, stewardship, restoration, and interpretation of natural resources.

■ **WHY**

While the Township does have very strong regulatory standards in place, it is critical to regularly review and amend these in an effort to have in place the most contemporary protection and stewardship standards as it relates to natural and environmental resources.

■ **HOW**

The Environmental Advisory Council should regularly evaluate Township regulatory controls for natural and environmental resource protections and provide the Board of Supervisors with recommendations for amendments as needed. Seek grant funding to offset the costs of hiring a professional consultant to assist the Township with any significant ordinance amendments. Provide educational materials to property owners at public events on a variety of relevant topics such as control of invasive species, the importance of riparian buffers for water quality, etc. Seek partnerships with entities such as Natural Lands and the Hopewell Big Woods, to share their expertise on land stewardship and interpretation.



This section of Pigeon Creek in Coventry Woods has been preserved in its natural state.

References and Resources

Further information on recreation, open space, and natural resources can be found through the following:

- Chester County Conservation District – www.chesco.org/205/Conservation-District
- Natural Lands – natlands.org/
- Brandywine Conservancy – www.brandywine.org/conservancy
- Penn State Extension, Chester County – extension.psu.edu/chester-county
- PA DCNR grant opportunities – www.grants.dcnr.state.pa.us/
- Natural Lands' Land for Life: A Handbook for Caring for Nature - natlands.org/what-we-do/caring-for-nature/land-life-handbook-caring-nature/



5

Connectivity

Connectivity for transportation modes is critical to the ability of residents and visitors to travel safely and efficiently within and beyond the Township. There are various means of transportation – bicycle, walking, public transportation, and auto – although the Township and broader region have been heavily dependent on automobiles in recent decades. Improving access to multimodal facilities, including sidewalks, bike lanes, multi-use trails, and public transportation will provide health benefits, reduce traffic congestion, and help maintain convenient access to key Township locales.

Connectivity

Goal

Promote a safe, effective, and diversified transportation and circulation system that addresses current and future needs in coordination with land use planning and resource protection objectives.

Objectives

- A. Improve safety, multimodal circulation, and connections between key destinations within and near the Township.
- B. Support extensions of pedestrian and bicyclist infrastructure to allow more residents to access parks, trails, shopping, and other opportunities.
- C. Ensure roadway functional classification and design standards reflect the values of the Township and protect scenic views.
- D. Promote long range access and capacity planning for the Route 100, Route 422 and Route 724 corridors that assures adequate future capacity on these key roadways.
- E. Support long range planning to integrate expanded mass transportation options in the area to connect residents to major destinations in the region.

Recommendations

5-1. Implement the identified trail connections and other pedestrian facilities between parks, existing neighborhoods, and other community assets.

■ WHY

The Open Space Review Board has worked diligently in North Coventry Township and has preserved an abundance of open space since 2002. This preservation provides the ideal opportunity to connect residents to the open spaces, existing parks, and other community amenities.

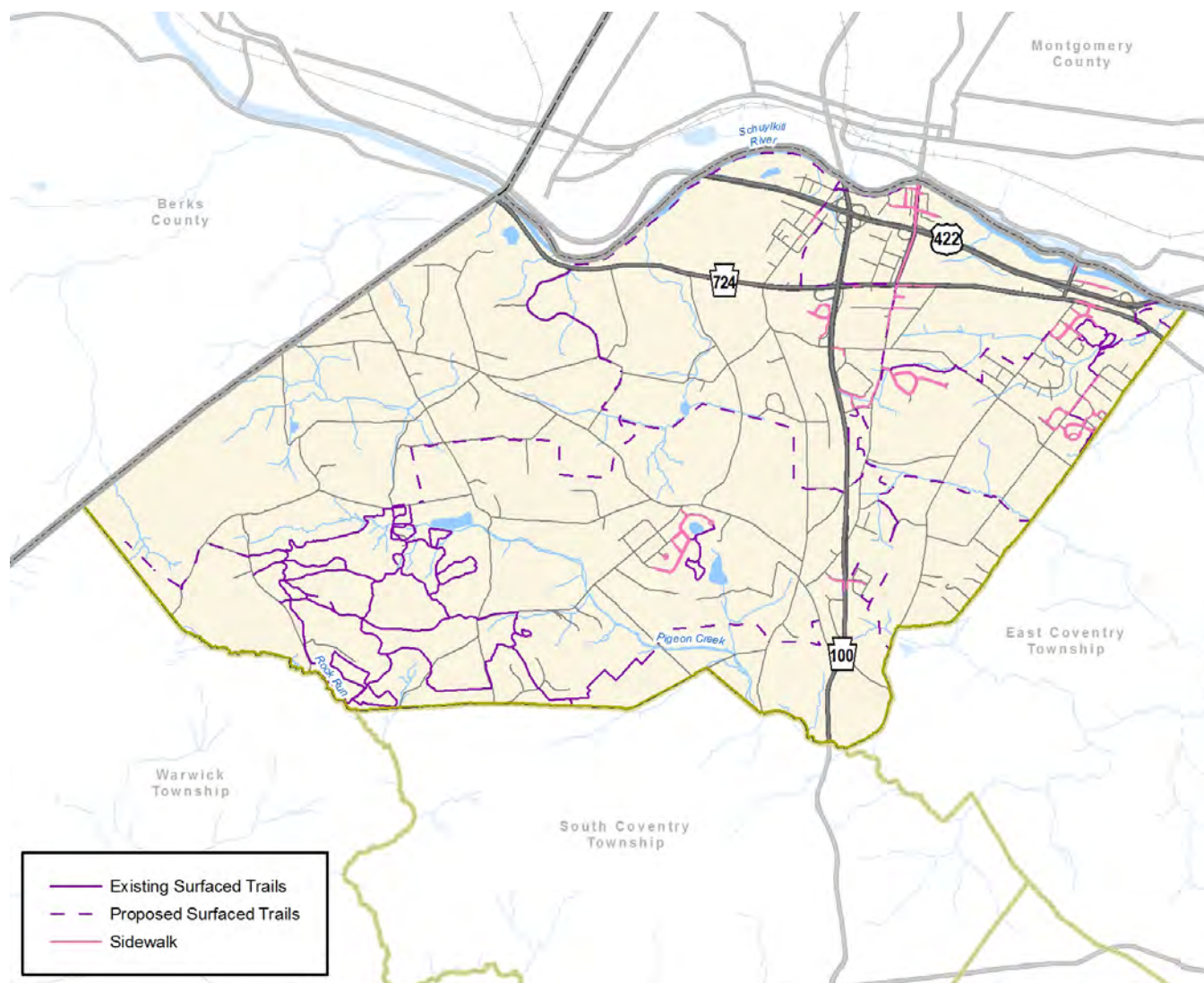
■ HOW

- Periodically review the zoning and subdivision and land development ordinances to ensure standards for sidewalks and trails are up-to-date with best practices.
- Efforts to implement the Northern Chester County Gateway Master Plan along the Route 100 Corridor should continue. As this plan was adopted in 2009, its recommendations should be reevaluated by the Township to determine if they still are consistent with the overall vision for the corridor. If it is determined they are not, consideration should be given to formally updating this plan.
- Annually assess priority connections and consider potential grant opportunities to advance design and construction.
- Investigate funding opportunities for successful implementation such as grants from organizations like the Delaware Valley Regional Planning Commission (DVRPC) or PennDOT, and supplemented with a local Township match as necessary.
- Continue to support efforts to complete the Schuylkill River Trail and other trail connections in the vicinity of the Schuylkill River to provide safe pedestrian passage between the Township, Pottstown, and points beyond.



In Fall 2018, PennDOT installed ADA-accessible ramps and signals along Route 724 that can serve as the start for further pedestrian connections identified by the Township.

Surfaced Trail and Sidewalk Map



Several trails are proposed to connect the existing trail network in Coventry Woods with the areas having sidewalks in the eastern portion of the Township. See Appendix D, Map 9 for the full size Sidewalk Inventory map.

5-2. Support efforts to determine where there is a need for additional transit connections.

■ **WHY**

Additional and alternative transit connections such as pedestrian, bicycle, vehicular, and railway connections promote alternatives to existing vehicular transit options in the Township. Additional transit connections may optimize existing means of transportation while providing alternative options in instances where this may be viable.

■ **HOW**

- Through the land development process, analyze existing and proposed transit connections to optimize transit improvements, whether through amenities such as bus shelters or changes to service schedules or stops.
- Where possible, take part in regional studies concerning rail, corridor, and other transportation efforts including the effort to establish rail connections from Pottstown to King of Prussia.
- Implement a 'Complete Streets' concept through designing and operating streets which enable safe access for all users. Elements that can be found on a complete street include: sidewalks, share the road/wide shoulders, bike opportunities, median islands, accessible pedestrian signals, curb extensions and more. See Recommendation 6.2 for a complete street conceptual diagram.



PARTA bus at North Coventry Mall

5-3. Ensure road standards are up-to-date with contemporary best practices and support corridor studies for key regional roadways (Route 100, Route 422, and Route 724) to identify improvements for safety and traffic congestion.

■ **WHY**

Maintaining road standards and endorsing best practices for road design is critical for supporting vehicular travel. Encouraging and supporting corridor studies may positively affect regional roadways, resulting in better transportation service and future land use and economic development for the Township.

■ **HOW**

- Continue to work with PennDOT regarding applicable regional roadway projects.
- Amend the subdivision ordinance to apply best practices for transportation and traffic studies for all new development and redevelopment.
- Consider leading an effort to seek grant funding for a corridor study.
- Review current road usage under Transportation Demand Management principles to optimize use of existing infrastructure for pedestrians, bicyclists, vehicles, ride sharing, and public transportation.



Routes 422, 724, and 100 are all roadways that provide critical connections to areas within and beyond the Township.

5-4. Improve streetscaping along the Route 724 Corridor through existing ordinances, programs, and policies.

■ **WHY**

Streetscaping can provide a sense of place within the Township and can promote safe transportation access for all users. Appropriate streetscaping may encourage walkability as well as foster economic interests throughout the Township.

■ **HOW**

- Prioritize and encourage development which provides appropriate streetscaping along the Route 724 Corridor. Seeking funding opportunities that will assist with the implementation of streetscaping projects will be beneficial in many ways, and may encourage projects not directly tied to development.
- Consider adopting a complete streets policy in the form of a resolution to show the Township's commitment to complete streets. Consult various materials published by the Chester County Planning Commission which advocate for complete streets.
 - Chester County Public Transportation Plan
 - Baltimore Pike Complete Street Study
 - Chester County Multimodal Handbook
 - Enhancing the Transit Environment



Photo simulation looking west along Route 724 from just east of Keim Street. Given the limited amount of right-of-way in this area, this illustrates a rebuilt roadway centered slightly south of its current alignment to allow for a more appropriately sized sidewalk on its north side. The sharrows shown would give motorists greater awareness to cyclists utilizing the corridor.

5-5. Continue to preserve scenic views from roads while improving overall safety for pedestrian and bicycle users.

■ **WHY**

The rural aesthetic of much of the Township is attributed to the open spaces seen while traveling along scenic roadways. While these roads may offer scenic views, the road itself may not warrant protection to the same degree as those that follow a natural feature, such as a stream or ridgeline.

■ **HOW**

- Establish criteria to identify and designate scenic roads in the Township. Consider linking the functional classification to scenic roads to determine the criteria for protection.
- Amend both the subdivision and zoning ordinances to require installation of pedestrian and bicycle amenities as part of subdivision and/or land development applications.



This farm area along Valley View Road is a “scenic view” preserved with an agricultural conservation easement.

References and Resources

- Chester County Public Transportation Plan – www.chescoplanning.org/transportation/PTP.cfm
- Baltimore Pike Complete Street Study – www.chesco.org/DocumentCenter/View/26887/Baltimore-Pike-for-Everyone?bidId=
- Chester County Multimodal Handbook – www.chesco.org/DocumentCenter/View/26940/Multi-Modal-Circulation-Handbook?bidId=
- Enhancing the Transit Environment – www.chesco.org/DocumentCenter/View/34285/Enhancing-The-Transit-Environment?bidId=
- PennDOT Pedestrian Facilities Pocket Guide – www.dot.state.pa.us/public/Bureaus/design/ADA/PocketGuide.pdf
- DVRPC Bicycle and Pedestrian Planning – www.dvrpc.org/TransitBikePed/
- DVRPC: A Circle of Progress - The Greater Pottstown Trails Feasibility Study – <https://www.dvrpc.org/Reports/17037.pdf>



Commercial and Economic Development

Most commercial needs of residents can be met within the Township at the Coventry Mall, Town Square and Suburbia shopping areas, or other small scale commercial areas located primarily along the Route 100 or Route 724 corridors. Economic changes resulting from the Great Recession, the impact of e-commerce, and changing market preferences have affected the commercial uses and tax base of the Township. Vacancies have risen in the main commercial areas, but most significantly in the Coventry Mall. Innovative, strategic redevelopment is needed to regain vitality.

Commercial and Economic Development

Goal

Encourage redevelopment of the commercial areas to integrate character defining features and incorporate a mixture of uses, that expand beyond retail use, to create a diverse economic base.

Objectives

- A. Diversify the business community through measures to create more flexibility in use and cohesive character in the commercial areas.
- B. Enhance access for all users along the Route 724 Corridor with a focus to connect the mall area with surrounding walkable neighborhoods.
- C. Transition the mall and surrounding area to have a defined identity and sense of place.
- D. Encourage the development and expansion of business and employment opportunities, including within the agricultural sector.

Recommendations

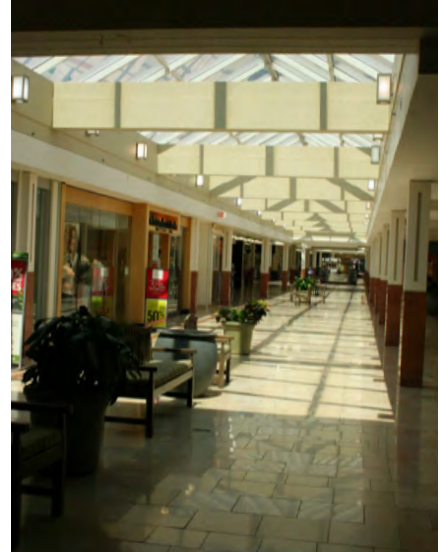
6-1. Work with the Coventry Mall to direct both redevelopment and infill strategies to support its long-term vitality.

■ WHY

Similar to many suburban retail centers, the Coventry Mall has been experiencing rising vacancy rates over the past several years, ranging from approximately 40 percent at its peak to the current (2018) vacancy rate of approximately 18 percent. Revitalization is needed to address tenant vacancies and solidify the tax base as well as improve community perception of the area as a valued community asset. Currently, the Coventry Mall site includes the adjacent strip center and shut-down movie theater located south of the Mall, which combined has a square footage of 800,000 feet of retail space. The International Council of Shopping Centers identified the per capita space to support retail, depending upon the type of location, is anywhere from 9 to 32 SF/per capita; in comparison the Coventry Mall composite site has approximately 102 SF/per capita of retail space. Strategic infill and redevelopment at the mall will keep the site economically viable while providing desired amenities and needed services for current and future residents.

■ HOW

- Coordinate with the owners of the mall regarding future development strategies that will be successful in the local market (see References 6.4 for more detailed market information).
- Analyze and update as needed the current zoning ordinance to ensure that unique and emerging trends in land use are accounted for in commercial zoning districts. Flexibility in land uses or new uses by-right may be appropriate to add to the C-1 Commercial Zoning District with design guidance to ensure that the character of place remains cohesive within the Township.
- Explore funding opportunities and incentives for business development and growth.



Opened in 1967 as The Norco Mall, the since renamed Coventry Mall has seen numerous expansions and continues to serve as the major commercial center of the Township.

6-2. Improve streetscaping and pedestrian, bus and bicycle amenities along the Route 724 Corridor, including the Coventry Mall site, through updating ordinances, programs, and policies.

■ **WHY**

Context sensitive streetscaping can further establish a sense of place and identity, particularly in economic centers. Sidewalks along Route 724 may further define the corridor's commercial presence while streetscape improvements could slow vehicular traffic and provide amenities to transit users.

■ **HOW**

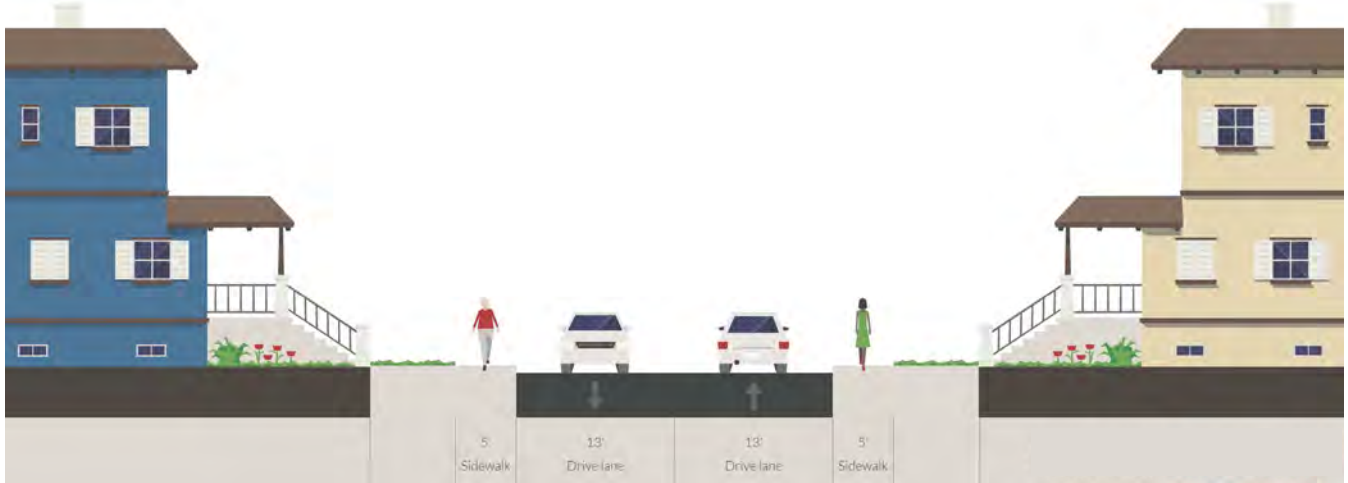
Review existing Township ordinances, programs, and policies to determine incremental, short-term, and easily implementable improvements to the streetscape. These standards can serve as a starting point in determining what amenities should be considered throughout the entirety of the corridor.



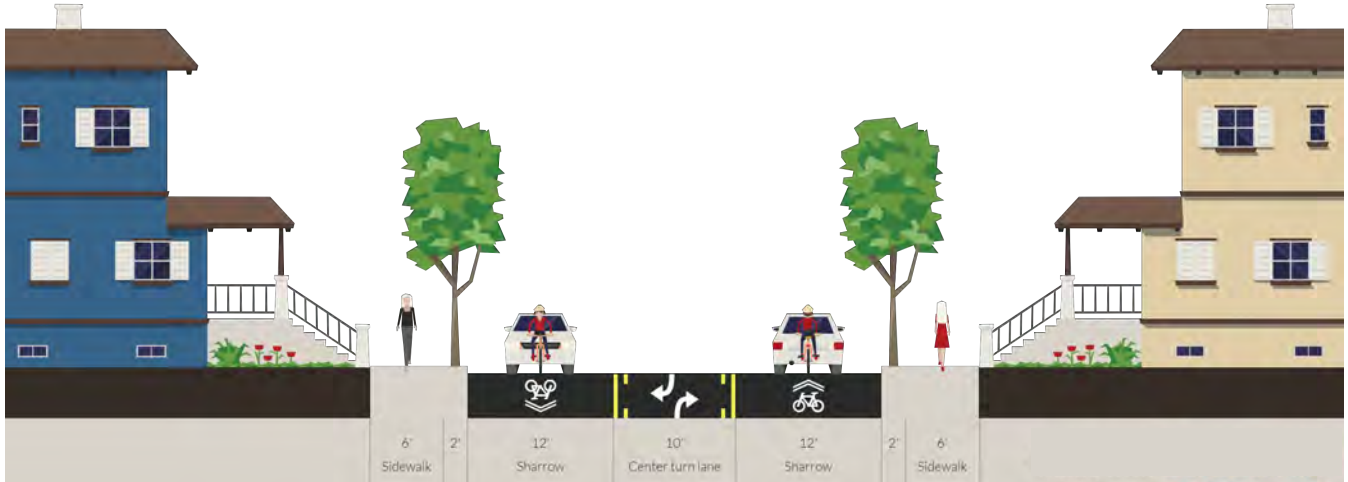
This photo simulation, with the view looking west along Route 724 near Route 100, illustrates improved streetscaping and replace a sidewalk, bicycle lane, and mixed-used infill development in Coventry Mall's frontage area. The scale and brick exterior of the mixed-use building shown, along with the enhanced landscaping and parking behind the buildings are desirable characteristics for potential new development in this area.

Conceptual Route 724 Road Options

Route 724 in Kenilworth – Existing Condition



Route 724 in Kenilworth – Road Diet Example #1



This concepts illustrates a pair of six foot sidewalks, with two foot verges, a pair of 12-foot travel lanes with sharrows and a ten foot center turn lane.

Route 724 in Kenilworth – Road Diet Example #2



This concepts illustrates a pair of six foot sidewalks, with three foot verges, a pair of three foot bicycle lanes and a pair of 11-foot travel lanes.

6-3. Develop and enhance public space.

■ **WHY**

Effective public spaces can enrich and enhance the surrounding area, strengthening commercial and economic development. Integrating functional public spaces into a community can encourage economic development by providing the opportunity for events, temporary or pop-up uses, and informal gatherings.

■ **HOW**

- Enhance the Coventry Mall site to provide space for community events and to elevate the area to become a positive presence in the community.
- Foster public spaces in commercialized areas through regulations or encouraging future development to integrate flexible design standards that are necessary for functional public space.
- Analyze and update as needed the current zoning ordinance to ensure that unique and emerging trends in land use are accounted for in commercial zoning districts.
- Support a variety of uses for these public spaces for citizen benefit such as community outreach, youth education, and public health and safety events.

6-4. Promote Route 100 as a commercial corridor and enhance the overall appearance of the corridor, including creating gateway features.

■ **WHY**

Establishment of modern business and commercial uses may not directly correspond to spaces as permitted in zoning ordinances, creating difficulty in promoting innovative commercial uses where appropriate. Changing market trends are impacting commercial, particularly retail, trends and preferences are evolving to more of a consumption of experiences, rather than goods. For over ten years, since the completion of the Gateway Master Plan in 2008, North Coventry has had a desire to create a distinctive scale, appearance, and environment along Route 100 that is complimentary to the existing uses and also promotes safe pedestrian activity between existing businesses.

■ **HOW**

- Develop a set of design guidelines for the Route 100 corridor that includes gateway entrance features and standards to enhance the appearance and character of the corridor and integrate the pedestrian environment, where feasible.
- Consider expanding the geography of the commercial districts along Route 100 and explore integrating new and more flexible uses, such as entertainment or experienced-based retail or drive-thru commercial uses.
- Conduct an economic development study to identify gaps and opportunities in the types of commercial and entertainment options that have the optimal chance for success in the Township (see 6.4 References for additional details on market information).
- Explore funding opportunities and incentives for business development and growth (see 6.4 References, for additional details).



This photo simulation, with the view looking south along Route 100 just north of Temple Road, illustrates recommendations from the 2009 Gateway Master Plan that would enhance this area and provide a sense of place. Specifically, this illustrates new appropriately scaled development with relatively narrow setbacks, parking behind the buildings, decorative street lights with banners, and substantial landscaping.

References and Resources

Further information on complete streets, business development incentives, and funding opportunities for business growth can be found through the following:

- CCPC Multimodal Handbook – www.chescoplanning.org/MuniCorner/MultiModal/ch1-intro.cfm
- CCPC Commercial Landscapes Series- www.chescoplanning.org/MuniCorner/ComLand/Overview.cfm
- NACTO Urban Street Design Guide – nacto.org/publication/urban-street-design-guide/
- PA Department of Community and Economic Development, Business Assistance Programs – dced.pa.gov/business-assistance/



7

Township Services

The Township's elected officials, volunteers, and staff, together with the services they provide to residents and businesses, are collectively considered Township resources. These resources, along with a strong tax base, are important factors in effective governance. Efficient administration of Township resources, as well as support of and coordination with entities such as the Norco Fire Company are critical for maintaining and improving the quality of life for the community.

Township Services

Goal

Provide services to protect natural and historic resources, enhance safety, improve stormwater management, and enhance Township facilities to meet the needs of Township residents, businesses, and staff.

Objectives

- A. Maintain a fiscally responsible Township budget that is responsive to evolving needs regarding provision of services and facilities.
- B. Support the Police Department and Fire Company to protect the health and safety of Township residents.
- C. Maintain open communication with Township residents and businesses through the Township website, semi-annual newsletter, and other media, and consistently investigate new means of effective communication.
- D. Encourage effective Township boards, commissions, and committees, and encourage resident participation in these entities.
- E. Continue to support public works and code enforcement to facilitate timely and responsive services for Township residents and businesses.
- F. Ensure proper management of stormwater runoff through appropriate practices, regulations that are current with evolving technology, and appropriate training to Township staff.
- G. Continue to support both public and private institutions and their provision of adequate school facilities to serve the Township.

Recommendations

7-1. Annually develop and implement a fiscally responsible Township budget that is responsive to evolving needs regarding provision of services and facilities.

■ WHY

The annual budget serves to identify and provide critical funding for all Township activities. To maximize the provision of Township services and facilities within available revenues, the continued development of a fiscally responsible budget annually is essential.

■ HOW

Staff and elected officials should continue to develop fiscally responsible budgets that reflect the needs of the Township and to implement specific policy goals of the Board of Supervisors. Routine engagement with the police department, emergency providers, and citizen volunteers should also help in its overall development. Specific actions can include:

- Consider development of a Capital Improvements Plan (CIP) to address long-term capital projects and facilities. A CIP would allow the Township to effectively plan for significant expenditures through a dedicated review and approval process that is updated annually.
- Consider periodically providing a public survey for residents to identify priorities as it relates to the budget process. This could be done prior to the budget process commencing, with the results utilized by the Board of Supervisors when developing the budget priorities for the year.



Municipal offices and the police department are located on South Hanover Street in the north, central area of the Township.

7-2. Support the Police Department and Fire Company to protect the health and safety of Township residents.

■ **WHY**

The Township has a responsibility to ensure police, fire, and ambulance services are accessible, effective, and efficient. Provisions of such services are a fundamental component of protecting the well-being of residents, and although not all of these providers are directly tied to the Township, their mission is a municipal responsibility. Greater awareness within the community may positively impact the numbers of volunteers and the level of success of any fundraising programs.

■ **HOW**

Through the Township budget and staff activity, North Coventry should continue to coordinate with these providers on a routine basis, provide leadership in the discussions of funding, provide direct financial support, and engage with the service providers and the community regarding other means to support these services. Specific actions can include:

- Continue to coordinate directly with the Chief of Police to regularly assess Department staffing, equipment, and facilities to most effectively address Department needs as it adapts to effectively serve the residents and businesses of the Township.
- Actively publicize the need for and value of volunteer emergency responders. Through the North Coventry website, social media, newsletter, and other means the Township can help raise the profile of the fire company and ambulance services, and their reliance on volunteers.



The Norco Fire Company has provided fire protection services to the Township since the early 1950s from their headquarters on Route 724.

7-3. Communicate effectively and efficiently with residents and businesses regarding Township business, safety concerns, and other topics that impact community members.

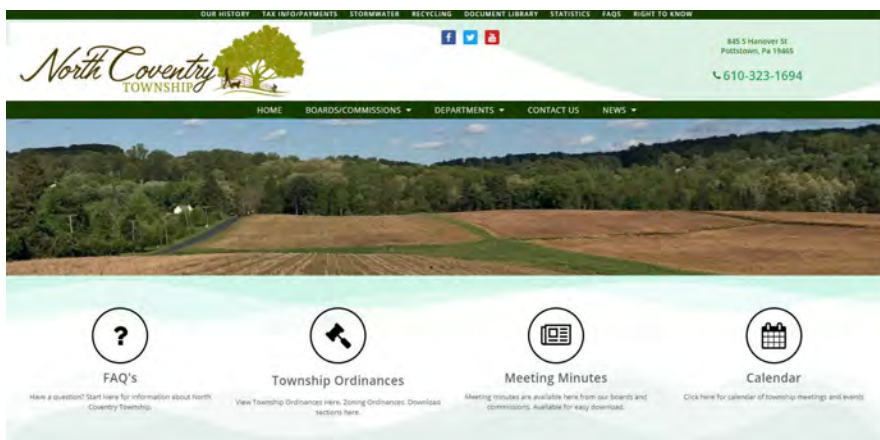
■ **WHY**

The community needs to remain informed regarding Township business. This requires a commitment to reaching the public in a variety of ways.

■ **HOW**

Staff and elected officials should periodically evaluate the methods used to convey information to determine the most effective means of reaching all community members. Specific emphasis should be placed on how to best publicize public meetings and hearings. Further engagement should also be undertaken to determine what information the community desires to receive, and adjust as necessary. Specific actions can include:

- Methods of communication will need to be frequently reevaluated and adapted to remain effective.
- Conduct periodic assessments of the full range of communication methods used by the Township and the information they are providing to the community.
- Evaluate the website periodically to ensure it provides sufficient breadth of information, appropriate communication of resources, and potential for further community interaction, within a user-friendly format.
- Investigate, develop, and implement new technologies as necessary to increase efficiency and provide information and services for residents and businesses (i.e. social media, mobile apps, etc.).
- Develop of a “welcome packet” of materials to distribute to new residents that provides general information about the Township and contact information for a variety of services provided.



Homepage for North Coventry Township's *website*.

7-4. Encourage effective Township boards, commissions, and committees, and encourage resident participation in these entities.

■ **WHY**

North Coventry has numerous volunteer staffed commissions, councils, and boards tasked with furthering the policies of the Township as defined by the Board of Supervisors. These committees need staff support, funding allocations, and current background materials to effectively carry out their duties. Within the Township these groups currently include:

- Township Planning Commission, which makes recommendations regarding land development and subdivisions frequently working in the areas of natural resources, historic resources, and recreation needs.
- Historical Commission, which works specifically in the area of historic resources through preservation and interpretation.
- Open Space Review Board, which makes recommendations on potential properties for the Township to acquire and preserve as permanent open space.
- Environmental Advisory Council (EAC), which makes recommendations and advocates for the conservation of environmental resources.
- Parks and Recreation Commission, which is empowered to equip, supervise, operate and maintain park and recreation facilities and to conduct recreation programs.

■ **HOW**

Maintain regular communication between the volunteer commissions, staff and elected officials to ensure needed resources are in place. There should be a periodic review, perhaps annually, that is broader in nature and discusses resources that may be needed in the annual budget. Specific actions can include:

- Promote and provide Township support to the Parks and Recreation Commission and Friends of the Parks volunteer group in their efforts to enhance and provide programming at the Township's various parks and recreational facilities.
- Continue to provide administrative and funding support to the Open Space Review Board and their efforts to identify appropriate properties for preservation as permanent open space throughout the Township.
- Continue to provide administrative and funding support to the EAC and their efforts to identify environmental issues and make recommendations to best address them. Further coordination with the Open Space Review Board should be encouraged in the review of properties as well as with recommendations for appropriate stewardship of these properties.

- Support the Historical Commission in the periodic review and potential amendment of the historic resource list. An accurate listing of historic resources is essential in protecting the cultural landscapes of the community. Additionally, consideration should be given to investigating ordinance amendments to better protect identified resources.
- Coordinate with the Chester County Heritage Preservation Coordinator in the development and finalization of the mapping as part of Chester County's Municipal Historic Resource Atlas Project.
- Consideration should be given to attaining Certified Local Government (CLG) status as administered through the State Historic Preservation Office (SHPO). This designation provides for exclusive funding incentives and enhanced technical assistance from the SHPO. These funding resources could be utilized to further advance historic preservation goals through projects such as: the development of design guidelines, cultural resource surveys, revitalizations studies, and other public education programs.
- Continue to provide support to the Planning Commission to enable them to deliver thoroughly reviewed and balanced recommendations of ordinance amendments, land development applications, and other commission duties to the Board of Supervisors.



Resident volunteers actively participating on a variety of Township boards, commissions, and committees are essential in maintaining the Township's high quality of life.

7-5. Continue to support public works and code enforcement to facilitate timely and responsive services for Township residents and businesses.

■ **WHY**

Public works is tasked with the responsibility of the long-term and on-going maintenance of Township facilities and infrastructure. Code enforcement is tasked with the responsibility of the enforcement of the Township code and zoning ordinance. Ensuring these functions continue to have adequate resources is essential in their ability to fulfil their responsibilities to residents and businesses alike.

■ **HOW**

Through the Township budget and staff activity, the Township should continue to monitor the levels of and calls for service as it relates to both of these departments. Opened in 2019 is a new public works building/garage at Lenape Crossing that allows for public works to more effectively provide services for the community. Specific actions can include:

- Continue to coordinate with the director of public works to ensure the department has adequate resources.
- Ensure concerns received by code enforcement are both investigated and addressed in a timely manner. If further follow-up is requested from involved parties, ensure all communication is timely and transparent.



The Public Works Department is located at a state-of-the-art facility off Route 100 at Lenape Crossing, completed in 2019. Image courtesy of Jim Marks.

7-6. Address stormwater runoff to protect public safety and ensure full compliance with federal mandates for water quantity and quality.

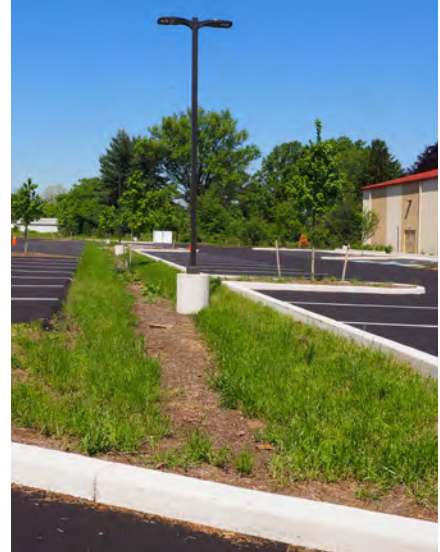
■ **WHY**

Surface and groundwater water quality can be improved, and flooding risk minimized through effective stormwater management. Various regulatory, educational, and infrastructure improvements can minimize the pollutant load of stormwater and properly manage quantity as required through federal and state regulations, including Municipal Separate Storm Sewer Systems (MS4).

■ **HOW**

Taking a proactive role is essential to minimizing negative impacts resulting from stormwater runoff, and requires coordinated effort between Township staff and Engineer, the PADEP, and the Chester County Conservation District. Specific actions can include:

- Consider sponsoring educational programs for Township residents and businesses on voluntary actions that impact water quality and quantity, such as implementation of water quality BMPs, planting trees within riparian buffers, and appropriate woodlands management. Organizations such as Natural Lands and the Chester County Conservation District provide materials and programs on these issues. Coordination with local groups, such as Boy Scouts, the YMCA, or other entities, can effectively reach an expanded audience with minimal effort.
- Evaluate established regulations to determine if what is enacted is the most up-to-date and efficient to meet the requirements of MS4, inclusive of Chapter 194 (Grading, Erosion and Sediment Control; Stormwater Management), Chapter 320 (Subdivision and Land Development) and Chapter 370 (Zoning). Potential considerations for revisions include:
 - i. periodic review to ensure the most up-to-date best management practices (BMPs) are permitted, particularly in Chapter 194;
 - ii. updates to Chapter 194 to require deed notes on property that includes stormwater management infrastructure, to potentially include information on maintenance responsibilities;
 - iii. review and update as necessary to ensure consistency and eliminate conflicts between the three ordinances.
- Identify and prioritize Township-owned properties suitable for new or enhanced/retrofitted stormwater facilities to address current and future management needs. If the Township determines additional properties may be necessary at a future date for MS4 compliance, specific ones should be targeted and included in an update to the Official Map.
- Investigate the feasibility of a stormwater utility fee if one becomes an option to ensure full MS4 compliance.



This bioretention area was created as part of a parking lot expansion at a religious facility in Kenilworth.

7-7. Continue to support both public and private institutions and their provision of high quality school facilities and programming to serve community members.

■ **WHY**

An essential feature of the quality of life experienced by Township residents is the high quality of educational institutions that serve the community.

■ **HOW**

Although the services, facilities and and programing provided by these institutions are not provided by the Township, an open dialogue to understand and plan for their future needs impacting the community is critical. Specific actions can include:

- Coordinate on a routine basis to continue to have a strong partnership with the School District as it relates to facilities planning, code enforcement, and police protection.
- Support partnerships with both the School District and private schools in determining the potential feasibility of Township residents utilizing school-owned recreational facilities during non-school hours.



Located in South Pottstown, the West-Mont Christian Academy is the largest private school located in the Township.

References and Resources

Further information on capital improvements planning, stormwater management, and emergency management can be found through the following:

- Center for Land Use Education, Capital Improvement Plan – www.uwsp.edu/cnr-ap/clue/Pages/publications-resources/PlanImplementation.aspx
- Stormwater PA – www.stormwaterpa.org/
- PADEP Municipal Stormwater – www.dep.pa.gov/Business/Water/CleanWater/StormwaterMgmt/Stormwater/Pages/default.aspx
- CCPC Stormwater Management BMPs – www.chescoplanning.org/MuniCorner/Tools/BMPs.cfm
- CCPC Riparian Buffers – www.chescoplanning.org/MuniCorner/Tools/RiparianBuff.cfm
- Chester County Conservation District – www.chesco.org/205/Conservation-District
- Natural Lands – natlands.org/
- Brandywine Conservancy – www.brandywine.org/conservancy
- Penn State Extension, Chester County – extension.psu.edu/chester-county
- PA DCNR grant opportunities – www.dcnr.pa.gov/Communities/Grants/Pages/default.aspx
- PHMC Certified Local Government program – www.phmc.pa.gov/Preservation/Community-Preservation/Pages/Certified-Local-Government.aspx



8

Future Land Use

The future land use plan provides the policy for balancing growth and preservation in the Township, with an outlook of ten years. A land use plan must address where future population growth can realistically be accommodated. This chapter provides an overall framework for the future land use in the Township, an inventory of developable lands, and recommendations for accommodating projected needs.

Future Land Use

Goal

Maintain the existing integrity of land use patterns while permitting future development that complements these patterns, provides housing options, supports the business community, and enhances recreational and cultural opportunities for residents.

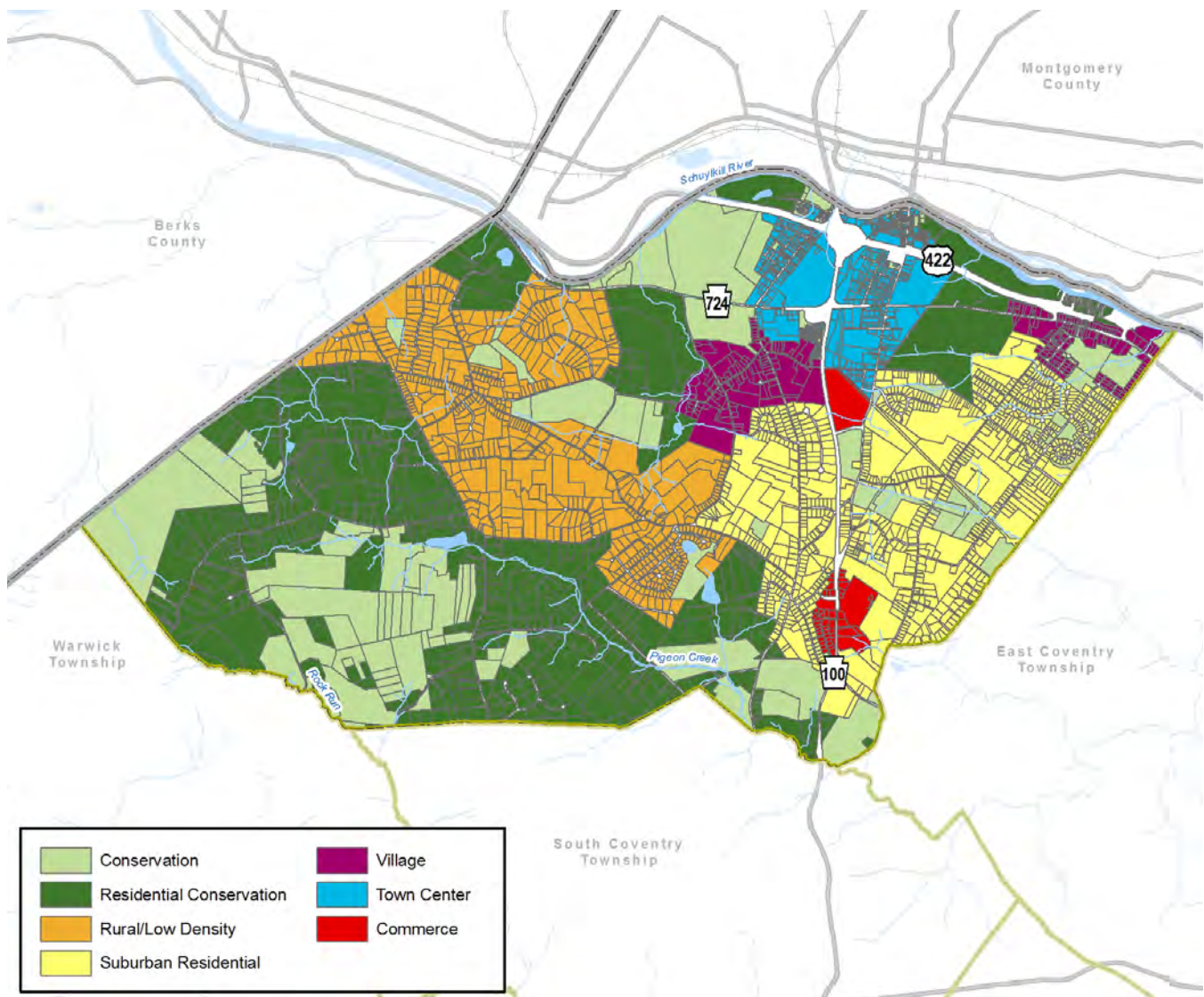
Objectives

- A. Support options for diverse housing types to meet the needs of residents, including emerging professionals, families, empty nesters, and senior citizens.
- B. Enhance and improve the commercial development that occurs along the Route 100 and Route 724 corridors.
- C. Support and participate in multi-municipal planning initiatives to encourage compatible land use patterns in adjoining areas, coordination of infrastructure development, and continuation of natural resource protection.
- D. Ensure that commercial development does not detract from the quality of life in adjacent residential neighborhoods.
- E. Coordinate future land development with the logical and efficient extension of public utilities.

Future Land Use Plan

Projecting the appropriate amount, type, and location of future potential growth is helpful in providing a framework for the future based upon where it can be accommodated. The amount and location of developable lands that remain in the Township are the basis for future land use planning, along with consideration of the potential for redevelopment. The future land use plan recommends an overall land use pattern for the Township. This section designates areas to promote growth based upon where it can be accommodated or where it may continue the existing development pattern.

Future Land Use Map



This map depicts the township's intentions for the future use of land and serves as a guide in making decisions regarding development proposals and zoning updates. See Appendix D, Map 10 for the full size Future Land Use map.

Conservation (C) - 1,861 acres

Agriculture and recreation/open space are and should be the primary uses in the Conservation designation. These areas comprise all properties either under the ownership of the Township, or subject to permanent conservation resulting from easements and/or deed restrictions. These properties are located throughout the Township with larger contiguous areas including Coventry Woods, French Creek State Park, and Laurel Locks Farm.

Strategy: The Conservation designation is intended to protect the unique natural features of the Township and permanently protect and maintain the ecological balance in these areas of the Township. Open space preservation efforts can continue to expand these areas. Public water and sewer should not be extended into areas designated for Conservation. Additional investment in amenities such as parks and trails can enhance the area, and provide locations for community interaction and connections to surrounding neighborhoods. The existing zoning in this area is predominantly the Resource Conservation District and is consistent with this Future Land Use designation.



Significant areas along the Schuylkill River have been permanently preserved and fall under the Conservation designation.

Residential Conservation (RC) - 2,660 acres

Low density residential development, agriculture and recreation/open space are and should be the primary uses in the Residential Conservation designation. The Township has been deliberate in their Act 537 plan to not extend public sewer facilities to areas of the Township regarded as Residential Conservation, which limits the opportunity for large scale residential development. This area comprises a significant portion of the western area of the Township, as well as the Bellewood Golf Club and flood-prone areas along the Schuylkill River in the eastern area.

Strategy: The Residential Conservation designation is intended to protect the unique natural features of the Township and discourage higher intensity growth. A primary consideration is to protect and maintain the ecological balance in this area of the Township, including groundwater and the overall quality of the watershed. Open space preservation efforts and the encouragement of detached, single-family cluster development options as a conditional use would facilitate limited growth and low density development in this area. Public water and sewer should not be extended into areas designated for Residential Conservation. Additional investment in amenities such as parks, sidewalks, and trails can enhance the area, and provide locations for community interaction and connections to surrounding neighborhoods. The existing zoning in this area is predominately the Resource Conservation District and is consistent with this Future Land Use designation.



Areas of the Residential Conservation designation include single-family homes and agriculture uses.

Rural/Low Density Residential (LDR) - 1,265 acres

This area is comprised of a variety of single-family residences, generally on lots of two acres or greater. Located to the west of Sheep Hill Road, these lots have limited access to public sewer and are not located in areas of the Township served by public water. The Township encourages conservation of environmental resources and the preservation of rural landscapes in this area through zoning provisions that offer conservation design or rural lot options, which allocate density bonuses by requiring a minimum percentage of open space preservation.

Strategy: This area is predominantly single-family homes on large lots with some vacant land but no public water access. Preservation efforts and the encouragement of single-family cluster development options have been successful in maintaining a favorable water use balance in this area. Environmental considerations, including sensitive areas such as the Hopewell Big Woods, should be an important consideration with any future development. Stormwater runoff should be a critical consideration with any future development to protect water quality and minimize or mitigate flooding. Additional investment in amenities such as parks, sidewalks, and trails can enhance the area, and provide locations for community interaction and connections to surrounding neighborhoods. The existing zoning in this area is the Rural Residential District, which is consistent with the Future Land Use plan.



Areas of the Rural/Low Density designation include single-family homes and agriculture uses on large lots.

Suburban Residential (SR) - 1,416 acres

The Suburban Residential designation is comprised of an area south of Route 724, mostly to the eastern side of Route 100, but with a portion located west of Route 100 to Sheep Hill Road. This area is generally comprised of a variety of single-family residences, generally on lots of less than one acre and within the public sewer service area and with limited public water access. Limited cultural and institutional uses that are similar in scale and intensity and complementary in character are also found in this designation. Acreage is available in this designation for limited residential development in the future.

Strategy: Much of the area is predominantly existing suburban subdivisions with some vacant parcels where additional residential growth may occur. These areas of the Township should maintain the existing character and density of the established residential uses. Stormwater runoff should be a critical consideration, to protect water quality and minimize flooding. Additional investment in amenities such as parks, sidewalks, and trails can enhance the area, and provide locations for community interaction and connections to surrounding neighborhoods, businesses and services located within the Route 100 or Route 724 corridors. The current zoning is the R-1: Residential District and it is consistent with the Future Land Use plan.



Areas of the Suburban Residential designation include single-family homes on small lots within the public sewer service area.

Village (V) - 323 acres

The Village designation is the land use category encompassing the historic communities of Cedarville and Kenilworth. This area is largely residential with few cultural, institutional or recreational uses included. This area is relatively built-out, but potential for redevelopment and infill that would complement the existing village uses, such as small scale business or home occupations, could be accommodated.

Strategy: All infill and redevelopment proposals should respect the established scale, massing, and aesthetics of existing structures in these distinct historic villages. A mix of uses that serve to complement the traditional village pattern should be encouraged. Consideration of incorporating modern infrastructure and amenities such as establishing a pedestrian network should be incorporated into all projects proposed for the village. The current zoning is the V-1 and V-2 Village Districts, where expansion of by-right uses to include attached residential, medical, and other professional services would better support the Future Land Use plan.



Areas of the Village designation include the historic mixed-use villages of Cedarville and Kenilworth.

Town Center (TC) - 396.30 acres

The Town Center designation encompasses the two most densely urbanized areas of the Township, Pottstown Landing and South Pottstown, including some areas adjacent to these to accommodate future growth and the Coventry Mall. Other than the Mall area, the Town Center features established residential neighborhoods, with a mixture of housing types and some limited commercial or non-residential uses. This area is relatively built out, but may see redevelopment and infill pressure resulting from proximity to Routes 724, 100, and 422.

Strategy: All infill and redevelopment proposals should respect the established scale, massing, and aesthetics of existing structures in this distinct neighborhood. A mix of uses is encouraged, building on the established development pattern and multi-modal transit choices. Proposals along Route 724 should also create a street presence, and those in the Coventry Mall area should include a vertical and horizontal mix of densities and uses that provide a transition between them and adjacent residential areas. Expansions of modern infrastructure and amenities such as green/community gathering space, parking facilities and the pedestrian network should be incorporated into all projects proposed for the Town Center areas. The current zoning is the TC-1 and TC-2: Town Center Districts and C-1: Commercial only in the vicinity of Coventry Mall, where potential changes could better support the future land use plan with the expansion of by-right uses to include attached or detached residential, medical, and other professional services throughout, and additional commercial uses to compliment those existing in and around the Mall area.



Areas of the Town Center designation include the more densely populated areas of South Pottstown and Pottstown Landing.

Commerce (COM) - 113.90 acres

The Commerce land use category includes commercial, office, and industrial uses along the Route 100 corridor. These areas include the existing shopping areas of the Township including the Suburbia Shopping Center and the Town Square Plaza shopping area. These areas are mostly built-out, but may see significant redevelopment and infill pressures resulting from proximity to Routes 724, 100, and 422.

Strategy: All redevelopment proposals should implement complete street principles, incorporate green space, and provide for multi-modal access. Proposals should include a vertical and horizontal mix of densities and uses. Expansions of modern infrastructure such as parking facilities and the pedestrian network should be incorporated into all proposed projects. Uses adjacent to single family residential areas should provide a transition between those residential areas, and the more intense uses adjacent to Route 724 and Route 100. Expanding the commercial zoning districts to include a broader mix of by-right uses, such as residential, retirement facility and supportive services, or educational or daycare facilities would better support the Future Land Use plan.



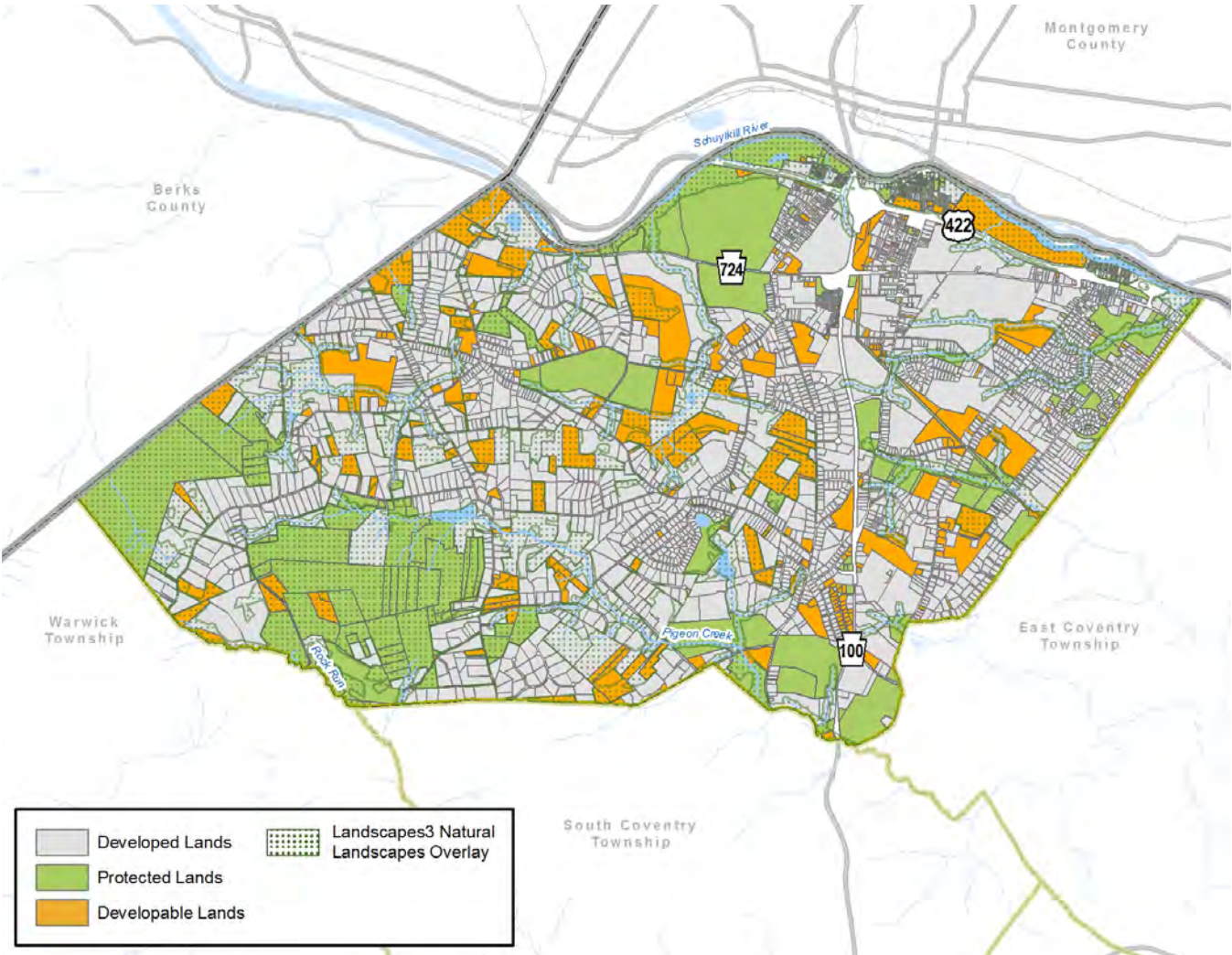
Suburbia Shopping Center and its surrounding commercial areas make up one of the two areas of the Commerce designation along Route 100.

Developable Lands

The amount and location of developable lands that remain in the Township are important to future land use planning. Determining which lands are available for development (developable) is helpful in projecting the amount, type, and location of future growth that could occur in the Township.

Approximately 14 percent of the Township is currently available for development, but this excludes existing areas of development that may be subject to redevelopment pressures.

Developable Lands Map



See Appendix D, Map 11 for the full size Developable Lands map.

Developable Lands Categories

Primary Category	Description	Total Acres
Developed Lands	existing developments	4,926
Protected Lands	parks, easements, open space, utility parcels (may move to dev.)	1,936
Landscapes3 Natural Landscapes Overlay	waterways, wetlands, floodplains, woodlands	2,904
Developable Lands	remaining lands	1,158

Recommendations

8-1. Continue to support housing choices in the developed areas of the Township.

■ WHY

There are existing multiple-family housing opportunities in the Township, and currently almost three-quarters (73 percent) of homes in the Township are single-family detached. In addition, over the next ten years, the residents in the Township aged 55+ will be increasing, as those currently aged 40-59 make up more than 30 percent of the Township. A diversity of housing choices to benefit the aging population and to attract new residents that may want different types of housing choices will be beneficial and effective in utilizing the existing infrastructure and limit the impacts on natural resources.

■ HOW

- Consider encouraging more single-family attached senior housing by adding them to more zoning districts by-right.
- Ensure that zoning regulations allow and encourage a variety of residential units to meet the needs of aging residents and to attract a younger population with diverse housing preferences.



Additional housing choices can provide all age groups more modern and affordable living options, and should be considered for the developed parts of the Township.

- 8-2. Encourage “green” building and alternative energy practices, such as Leadership in Energy and Environmental Design (LEED), Energy Star, alternative energy sources, or other green building standards, to improve the sustainability of development within the Township.**

■ **WHY**

Sustainable buildings are more affordable to the owner over the long term. For some homeowners and renters, costs can become restrictive with the additional cost of heat and other utilities. Incorporating green methods and materials, such as water conserving fixtures, energy star appliances, high efficiency lighting, renewable energy sources (including photovoltaic and geothermal) and green roofs reduces energy costs, making utility costs more manageable.

■ **HOW**

- Similar to the existing regulations in the Traditional Neighborhood Development (TND) Overlay District, consider expanding the incentive for green building to other zoning districts.”
- Consider adding zoning provisions to allow for construction of alternative energy systems as well as encourage energy conservation through requirements for its evaluation as part of conditional use and special exception applications.”

8-3. Consider modifications to current zoning to support adjustments for the Future Land Use plan.

■ WHY

Changing market preferences are affecting commercial industries, as consumers desire more experience-based entertainment rather than traditional retail. Expanding by-right uses in the commercial districts will allow future development to adapt. In addition, aging populations and younger generations are favoring alternative housing choices to the typical single-family detached house. Allowing for more residential, experienced based commercial activities, uses in more zoning districts offers the opportunity for increased housing options and could retain and attract residents for North Coventry.

■ HOW

- Update regulations for the commercial zoning districts to integrate by-right uses that provide a more diverse mixture, such as residential or continuing care facilities.
- Update regulations for the village, town center, and commercial zoning districts to integrate more housing choices, more specifically in the C, V-1, V-2, and TC-1 districts.



Large, underutilized parking areas around Coventry Mall, where public utilities already exist, could be targeted for zoning amendments to allow for additional by-right and diverse use types to support appropriate infill and redevelopment.

References and Resources

Further information on housing choices and green development can be found through the following:

- Chester County Planning Commission, Housing Programs and Projects – chescoplanning.org/housing/housing.cfm
- Chester County Planning Commission, Planning Toolbox: Green Development Codes, Green Roofs, etc. – chescoplanning.org/housing/Trends.cfm
- U.S. Green Building Council, Leadership in Energy and Environmental Design program – leed.usgbc.org/leed.html

IMPLEMENTATION

Chapter 9 - Actions, Priorities, and Strategies 95



9

Actions, Priorities, and Strategies

This chapter presents all of the plan's recommendations, along with pertinent information for implementation. The recommendations are listed in the same order as presented in the preceding chapters. Also included are the corresponding chapter recommendation designation, priority, responsible entities, and additional discussion on method as appropriate.

Implementation table

The components of the implementation table include the following:

Priority

The priority assigned to the recommendations should be interpreted as follows:

High

The recommendation is a high priority item for the Township, and implementation is either on-going or should be commenced within the next one to two years. Typically these types of recommendations can be accomplished relatively quickly, or are the first step in a long-term program. Given the priority of these recommendations, resources and support should be redirected as necessary to support action.

Medium

The recommendation is a medium priority for the Township, and implementation should be commenced within the next three to five years. Various resources will be needed to advance these recommendations, and those resources are not projected to be immediately available.

Low

The recommendation is a lower priority for the Township, and implementation should be commenced within the next five to ten years or as funding or other support becomes available. At times these recommendations can be advanced more quickly, if an opportunity arises from an outside entity.

Who

The group or groups with primary responsibility for implementing a particular recommendation are listed under this heading. Generally, the groups with the most responsibilities assigned are the Planning Commission, Board of Supervisors, or staff.

Groups are identified as follows:

- **BOS:** Board of Supervisors
- **PC:** Planning Commission
- **P&R:** Parks & Recreation Commission
- **OSRB:** Open Space Review Board
- **EAC:** Environmental Advisory Council
- **HC:** Historical Commission
- **Staff:** Township Staff

The leadership of the elected officials of North Coventry in setting priorities and assigning groups to undertake the tasks outlined in this chapter is very important. In the case of ordinances, while it is the Board of Supervisors that must adopt a proposed ordinance, primary responsibility for ordinance development falls to the Planning Commission. If appropriate, a task force can be formed to address specific recommendations.

Additionally, the Township should engage regional partners such as the Pottstown Metropolitan Regional Planning Commission, Pottstown Area Regional Recreation Committee, and Chester County Planning Commission to advance initiatives that have regional impacts and/or serve to implement regional goals.

Suggested Method

Specific implementation methods are noted here, such as ordinance updates or further studies. Further detail is found within the relevant chapter.

Recreation, Open Space, and Natural Resources

#	Action	Priority	Who	Suggested Method
4-1	Maintain the program to preserve additional open space resources and expand the program to include greater stewardship of preserved and conserved land in the Township.	HIGH	BOS, Staff, OSRB, EAC, P&R, PC	<ul style="list-style-type: none"> · Continue financial and administrative support for the open space program · Promote stewardship of Township open space to promote conservation and improvement of natural and environmental features.
4-2	Explore funding opportunities for connection of existing trails and pedestrian facilities to create a network of trails that link to parks and other community facilities.	HIGH	BOS, Staff, OSRB, P&R	<ul style="list-style-type: none"> · Acquire open space to benefit trail connections. · Amend the Official Map to identify planned trail routes.
4-3	Continue to improve and maintain existing park facilities and explore feasible additions to meet the active and passive recreation needs of current and future residents.	HIGH	Staff, P&R	<ul style="list-style-type: none"> · Improve and develop existing park facilities for active and passive recreational uses. · Inclusion of mapping information for parks on Township website; creation of master plans for individual parks.
4-4	Ensure safe and secure recreation environments for all residents through integration of physical security design techniques.	MEDIUM	Staff, P&R	<ul style="list-style-type: none"> · Optimize park patrols; implementation of strategic measures such as increased lighting, fencing, buffering, signage, and maintenance of vegetation.
4-5	Continue to enforce regulatory standards and work in partnership to advance protection, stewardship, restoration, and interpretation of natural resources.	HIGH	BOS, Staff, P&R, OC, EAC, OSRB, P&R	<ul style="list-style-type: none"> · Evaluate Township regulatory controls for natural and environmental resource protections and amend as needed.

#: Corresponds to the chapter and recommendation designation in the chapter, refer to chapter narratives for additional detail.

BOS: Board of Supervisors

PC: Planning Commission

P&R: Parks & Recreation Commission

OSRB: Open Space Review Board

EAC: Environmental Advisory Council

HC: Historical Commission

Staff: Township Staff

Connectivity

#	Action	Priority	Who	Suggested Method
5-1	Explore funding opportunities to implement trail connections or pedestrian facilities between parks, existing neighborhoods, and other community assets.	HIGH	BOS, Staff, PC, OSRB, P&R	<ul style="list-style-type: none"> · Evaluate zoning and subdivision and land development ordinances to ensure standards for sidewalks are up-to-date with best practices. · Amend the official map to show existing and proposed trails. · Conduct annual assessment of priority connections for grant opportunities.
5-2	Support efforts to determine where there is a need for additional transit connections.	LOW	Staff, PC	<ul style="list-style-type: none"> · Analyze existing and proposed transit connections to optimize transit improvements. · Participate in regional transit studies.
5-3	Ensure road standards are up-to-date with contemporary best practices and support corridor studies for key regional roadways (Route 100, Route 422, and Route 724) to identify improvements for safety and traffic congestion.	MEDIUM	BOS, Staff, PC	<ul style="list-style-type: none"> · Continue partnership with PennDOT for regional roadway projects. · Amend the subdivision ordinance to apply best practices regarding transit for all new development and redevelopment. · Consider grant funding for corridor study; analyze total road usage for multimodal transportation.
5-4	Improve streetscaping along the Route 724 Corridor through existing ordinances, programs, and policies.	MEDIUM	BOS, Staff, PC	<ul style="list-style-type: none"> · Prioritize development and application for grant funding which provides streetscaping along the Route 724 corridor. · Adopt a complete streets policy in form of a resolution.
5-5	Continue to preserve scenic views and beauty of natural growth along roadways and trails, while improving overall safety for pedestrian and bicycle users.	MEDIUM	BOS, Staff, PC, OSRB, EAC, P&R	<ul style="list-style-type: none"> · Establish criteria and implement a method to maintain scenic roads and trails. · Amend subdivision and zoning ordinances to require installation of pedestrian and bicycle amenities as part of land development applications.

#: Corresponds to the chapter and recommendation designation in the chapter, refer to chapter narratives for additional detail.

BOS: Board of Supervisors

PC: Planning Commission

P&R: Parks & Recreation Commission

OSRB: Open Space Review Board

EAC: Environmental Advisory Council

HC: Historical Commission

Staff: Township Staff

Commercial and Economic Development

#	Action	Priority	Who	Suggested Method
6-1	Work with the Coventry Mall to direct both redevelopment and infill strategies to support its long-term vitality.	HIGH	BOS, Staff, PC	<ul style="list-style-type: none"> Facilitate coordination with mall owners regarding future development strategies. Analyze current zoning ordinance to ensure unique and emerging trends in land use are accounted for. Explore funding opportunities and incentives for business development and growth.
6-2	Improve streetscaping and pedestrian, bus and bicycle amenities along the Route 724 Corridor, including the Coventry Mall site, through updating ordinances, programs, and policies.	MEDIUM	BOS, Staff, PC	<ul style="list-style-type: none"> Review existing Township ordinances, programs, and policies to determine incremental, short-term, and easily implementable improvements to the streetscape.
6-3	Develop and enhance public space.	MEDIUM	BOS, Staff, PC	<ul style="list-style-type: none"> Support a variety of uses for public spaces. Incentivize measures which incorporate public spaces into commercial attractions. Enhance the Coventry Mall site to become a positive presence in the community.
6-4	Promote Route 100 as a commercial corridor and enhance the overall appearance of the corridor, including creating gateway features.	MEDIUM	BOS, Staff, PC	<ul style="list-style-type: none"> Develop a set of guidelines for the Route 100 corridor that enhances entrance features and appearance standards. Consider expanding the geography of the commercial districts along Route 100. Conduct an economic development study to evaluate commercial needs; explore funding opportunities and incentives for business development.

#: Corresponds to the chapter and recommendation designation in the chapter, refer to chapter narratives for additional detail.

BOS: Board of Supervisors

PC: Planning Commission

P&R: Parks & Recreation Commission

OSRB: Open Space Review Board

EAC: Environmental Advisory Council

HC: Historical Commission

Staff: Township Staff

Township Resources

#	Action	Priority	Who	Suggested Method
7-1	Annually develop and implement a fiscally responsible Township budget that is responsive to evolving needs regarding provision of services and facilities.	HIGH	BOS, Staff	<ul style="list-style-type: none"> • Develop a Capital Improvements Plan to address long-term capital projects and facilities. • Provide the public with opportunities to contribute feedback in the identification of budget priorities.
7-2	Support the Police Department and Fire Company to protect the health and safety of Township residents.	HIGH	BOS, Staff	<ul style="list-style-type: none"> • Coordinate with the Chief of Police to assess Department staffing, equipment, and facilities. • Publicize the need for and value of volunteer emergency responders.
7-3	Communicate effectively and efficiently with residents and businesses regarding Township business, safety concerns, and other topics that impact community members.	HIGH	BOS, Staff	<ul style="list-style-type: none"> • Evaluate communication methods to determine the means most effective for reaching all community members. • Conduct periodic assessments regarding communication methods. • Periodically review the Township website for usability, appearance, and content delivery. • Implement new technologies as necessary to increase efficiency. • Develop a “welcome packet” of materials to distribute to new residents which provides general information about the Township.
7-4	Encourage effective Township boards, commissions, and committees and encourage resident participation in these entities	HIGH	BOS, Staff, PC, P&R, OSRB, EAC, HC	<ul style="list-style-type: none"> • Evaluate communication methods to determine the means most effective for reaching all community members. • Conduct periodic assessments regarding communication methods. • Periodically review the Township website for usability, appearance, and content delivery. • Implement new technologies as necessary to increase efficiency • Develop a “welcome packet” of materials to distribute to new residents which provides general information about the Township.

Township Resources (continued)

#	Action	Priority	Who	Suggested Method
7-5	Continue to support public works and code enforcement to facilitate timely and responsive services for Township residents and businesses.	HIGH	BOS, Staff	<ul style="list-style-type: none"> Coordinate with the director of public works to ensure the department has adequate resources and ensure concerns received by code enforcement are investigated and addressed in a timely manner.
7-6	Address stormwater runoff to protect public safety and ensure full compliance with federal mandates for water quantity and quality.	MEDIUM	BOS, Staff, EAC	<ul style="list-style-type: none"> Sponsor educational programs for residents and businesses regarding water quality and conservation. Evaluate regulations to determine the most efficient response to MS4 requirements. Identify and prioritize Township owned properties suitable for new or enhanced stormwater facilities. Investigate the feasibility of stormwater utility fee.
7-7	Continue to support both public and private institutions and their provision of high quality school facilities and programming to serve community members.	LOW	BOS, Staff	<ul style="list-style-type: none"> Coordinate on a routine basis to continue to have a strong partnership with the School District. Support partnerships with the School District and private schools to utilize school-owned recreation facilities during non-school hours.

#: Corresponds to the chapter and recommendation designation in the chapter, refer to chapter narratives for additional detail.

BOS: Board of Supervisors

PC: Planning Commission

P&R: Parks & Recreation Commission

OSRB: Open Space Review Board

EAC: Environmental Advisory Council

HC: Historical Commission

Staff: Township Staff

Future Land Use

#	Action	Priority	Who	Suggested Method
8-1	Continue to support a diversity of housing choices in the developed and developable areas of the Township.	MEDIUM	BOS, PC	<ul style="list-style-type: none"> Consider encouraging more single-family attached senior housing by adding them to more zoning districts by-right. Ensure that zoning regulations allow and encourage a variety of residential units to meet the needs of aging residents and to attract a younger population with diverse housing preferences.
8-2	Encourage “green” building and alternative energy practices, such as Leadership in Energy and Environmental Design (LEED), Energy Star, alternative energy sources, or other green building standards.	MEDIUM	BOS, PC, EAC	<ul style="list-style-type: none"> Expand incentives for green building to zoning districts such as commercial or town center. Add general provisions to encourage energy conservation through the use of alternative energy.
8-3	Consider modifications to current zoning to support adjustments for the Future Land Use plan.	HIGH	BOS, PC	<ul style="list-style-type: none"> Update regulations in the commercial zoning districts to integrate by-right uses that provide a diverse mixture of housing choices. Update regulations in select zoning districts to integrate more housing choices.

#: Corresponds to the chapter and recommendation designation in the chapter, refer to chapter narratives for additional detail.

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APPENDICES

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Zoning Districts

North Coventry's Zoning Ordinance provides guidance and requirements for the development of land within the Township. The vast majority of the Township is encompassed within the three lowest density zones (RC, RR, and R-1), while the other zoning districts are in the general vicinity of the Route 100, 422, and 724 Corridors and take up a much smaller total acreage within the Township. In 2019, zoning includes the following districts:

RC – Resource Conservation

RC permits agriculture, conservation, recreation, and low-density single-family detached dwellings. This zone also intends to protect open space, protect streams, valleys, vegetation and other natural resource features. The areas zoned RC are primarily located in the southern and western portions of the Township, with a secondary area in the vicinity of Kenilworth. These areas include: Coventry Woods, a portion of the Hopewell Big Woods, the Laurel Locks Farm, and the Bellewood Golf Club. The minimum lot size for this district is generally five acres, but can be three acres for detached single-family homes.

RR – Rural Residential

RR permits agriculture, conservation, recreation, and low-density single-family detached dwellings. This zone also intends to protect open space, protect streams, valleys, vegetation and other natural resource features. The areas zoned RR are located in the west, central areas of the Township and does have limited public infrastructure. The minimum lot size for this district is generally five acres, but can be two acres for detached single-family homes

R-1 – Residential District

R-1 permits low to medium-density single-family residential units and preserves sensitive natural resources. This zone is located in the east, central areas of the Township. The minimum lot size for this district is 30,000 s.f.

V-1 & V-2 – Village Districts

The V-1 (Cedarville) and V-2 (Kenilworth) districts work to preserve the historic character of these village areas while accommodating for their limited expansion. The minimum lot sizes for the V-1 and V-2 districts are 20,000 s.f.

TC-1 – Town Center Residential District

TC-1 works to maintain the existing character if the traditional, established residential areas of Pottstown Landing and the central portion of South Pottstown. It accomplishes this through infill mindful of existing density and uses as well as the preservation of existing historic structures. The minimum lot size for the TC-1 district is generally 10,000 s.f.

TC-2 – Town Center Mixed-Use District

TC-2 works to encourage the development of a more cohesive core area of the Township with a mix of uses and efficient circulation network. This district includes the northern and southern portions of South Pottstown as well as the commercial area south of the Coventry Mall. The minimum lot size for the TC-2 district is generally 15,000 s.f.

C-1 – Commercial District

C-1 works to provide for centralized commercial and retail areas that are easily accessible by the existing transportation network. This district includes the Coventry Mall area and the Suburbia Shopping Center. The minimum lot size for an individual use in the C-1 district is 30,000 s.f.; five acres for a shopping center; and ten acres for a highway commercial development.

C-2 – Commercial Parking District

C-2 works as a buffer to the C-1 district by only allowing for parking in conjunction with an adjoining commercial use. This district includes several properties adjacent to the Coventry Mall. The minimum lot size for an individual use in the C-2 district is 5,000 s.f.

C-3 – Planned Commercial District

C-3 works to provide for larger scale commercial developments that incorporate appropriate areas of open space and blend with the surrounding community. This district includes Town Square Plaza and the large properties immediately to its south. The minimum lot size for an individual use in the C-3 district is sixty acres.

C-4 – Neighborhood Commercial District

C-4 seeks to provide for smaller scale commercial developments that blend with the surrounding community. This district includes the commercial properties west of the Suburbia Shopping Center along Route 100. The minimum lot size for an individual use in the C-4 district is 30,000 s.f.

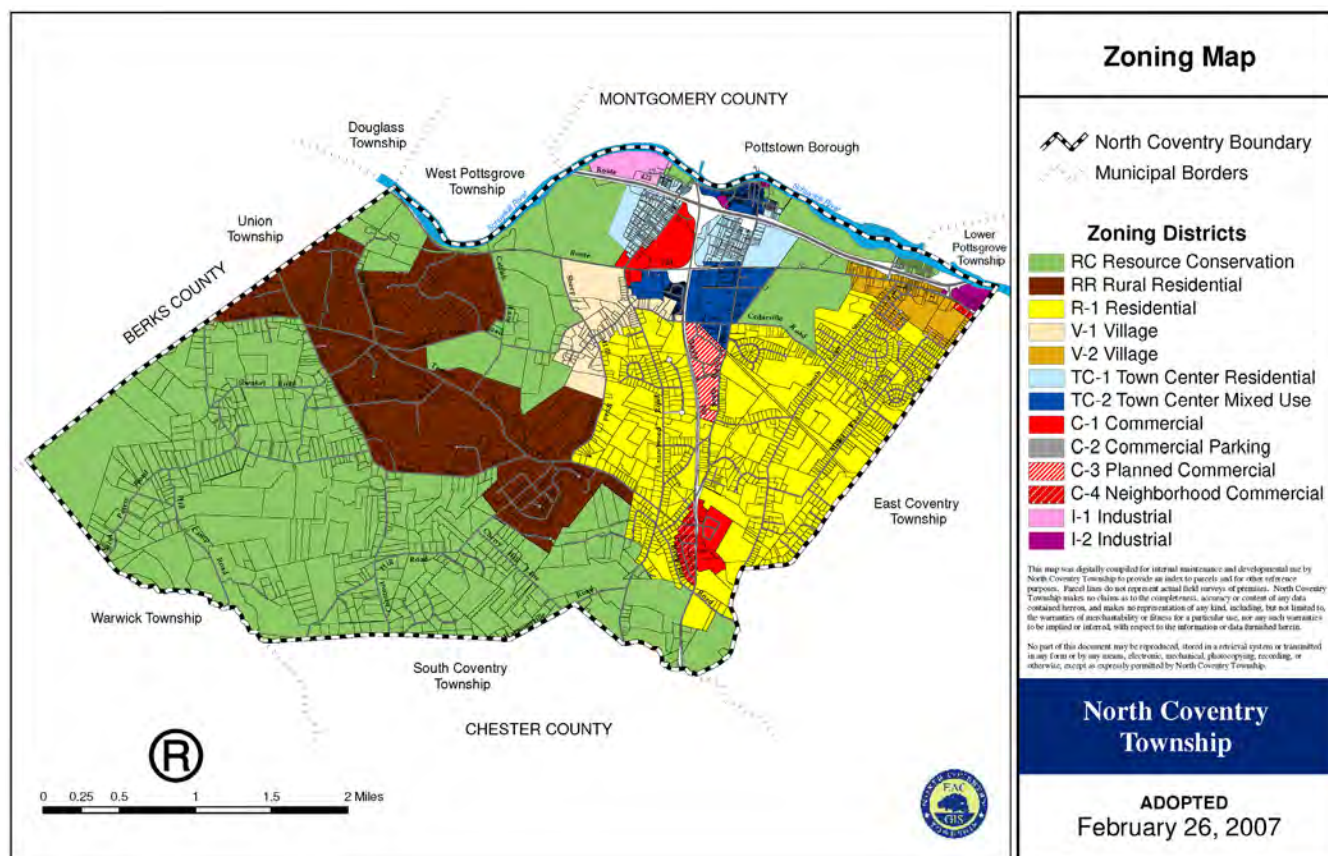
I-1 & I-2 – Industrial Districts

The I-1 and I-2 districts seek to provide areas for industrial uses that are generally accessed from major roads. This district includes the industrial properties in Pottstown Landing, South Pottstown, and Kenilworth. The minimum lot size in the I-1 district is one acre; two acres for the I-2 district.

Overlay Districts

There are eleven Overlay Districts that provide different criteria and requirements, in addition to those prescribed for the underlying district, for a variety of different uses as well as protected areas. Overlays that provide for environmental protections include those for: Flood Plain Conservation, Natural Resource Conservation, Ridgeline Protection, Well Head Protection, and Water Budget Impact Zone. Overlays that provide for cultural preservation include those for Scenic and Historic Preservation. Overlays that provide for additional criteria for specific uses include those for the: Interchange Overlay, Communications Towers, Antenna and Equipment Overlay, Airport Overlay, and TND Overlay.

North Coventry Zoning Map



Roadway Functional Classification

Roads serve a range of traffic volumes and speeds, trip lengths. Purposes and design standards vary with respect to the kinds of traffic the road can safely manage. Roads that function in a manner inconsistent with the intended design may fail from a safety and/or capacity standpoint. To help avoid this, a road classification system and corresponding design standards should be established. The Functional Classification System organizes various roads and road segments in a hierarchy based on the function each serves. Several major transportation corridors are located in or near North Coventry, providing access to the larger region.

Expressway

Route 422, is the only roadway in the Township with a Functional Classification of Expressway. It crosses the northern portion of the Township and includes three separate exits along its path. Route 422 is a major route that connects Reading, King of Prussia and Philadelphia, in addition to the Pennsylvania Turnpike. Route 422 carries roughly 53,000 vehicles per day east of and 36,000 vehicles per day west of Route 100.

Principal Arterial

Route 100 (Pottstown Pike), is the only roadway in the Township with a Functional Classification of Principal Arterial. It bisects the Township in a north/south direction and is limited access north of Cedarville Road. Route 100 is a major route that connects Pottstown, Exton and West Chester, in addition to the Pennsylvania Turnpike at Eagle. Route 100 carries roughly 18,000 vehicles per day.

Major Arterial

Route 724 (Schuylkill Road) from East Coventry to Laurelwood Road and South Hanover Street, are the only two roadways in the Township with a Functional Classification of Major Arterial. Route 724 runs in an east-west direction and connects Kenilworth with the Coventry Mall. South Hanover Street runs in a north-south direction and connects South Pottstown with Pottstown borough in neighboring Montgomery County. Route 724 carries 9,000 vehicles per day from Coventry Mall to Kenilworth; South Hanover Street carries roughly 9,400 in South Pottstown and 4,300 vehicles per day near Route 100.

Major Collector

Route 724 (Schuylkill Road) from Berks County to Laurelwood Road and Keim Street between Route 724 and 422, are the only two roadways in the Township with a Functional Classification of Major Collector. Route 724 runs in an east-west direction and connects Berks County with the Coventry Mall. The identified short segment of Keim Street provides motorists access from an exit off 422 back to 724. Route 724 at this location carries 7,300 vehicles per day; Keim Street carries roughly 8,500 vehicles per day near Route 422.

Minor Collector

The roads with a Functional Classification of Minor Collector include:

- Cedarville Road (Laurelwood Road to East Coventry)
- Harmonyville Road (Laurelwood Road to South Coventry)
- Hoffecker Road (Laurelwood Road to Keim Street)
- Keim Street (Route 724 to East Coventry)
- Laurelwood Road (Harmonyville Road to River Road)
- Temple Road (Unionville Road to Laurelwood Road)
- Unionville Road (Berks County to Temple Road)

Local Distributer

The roads with a Functional Classification of Local Distributer include:

- Catfish Lane (Route 724 to Cedarville Road)
- Cedarville Road (Catfish Lane to Laurelwood Road)
- Hawk Street (South Keim Street to Kulp Road)
- Kemp Road (South Hanover Street to South Keim Street)
- Kulp Road (Hawk Street to East Coventry)
- Neiman Road (Laurelwood Road to South Hanover Street)
- St. Peters Road (Warwick to Temple Road)
- Sheep Hill Road (Cedarville Road to Temple Road)
- Unionville Road (St. Peters Road to Temple Road)
- Valley View Road (Temple Road to Catfish Lane)

Crash (Accident) Data

Crash data from PennDOT is available in a form depicting where crashes occur based upon the number and severity of the crash, providing valuable indicators of intersections or road segments where there may be safety issues. An accident in this case is defined an incident where a vehicle sustained major damage and could not be driven from the site on its own power, or where there were significant injuries to persons which required medical attention.

The top areas where there were accidents occurred in 2017 included:

- Pottstown Pike in the vicinity of Suburbia Shopping Center
- Route 724 at South Hanover Street
- Route 724 at Route 100
- Route 422 at Route 100
- Route 422 at Route 724

Regional Bicycle and Pedestrian Plans

The Delaware Valley Regional Planning Commission (DVRPC) completed the *Greater Pottstown Trails Feasibility Study* in March 2018. In this plan, the DVRPC identified potential alignments of the Coventry Tail that is proposed to ultimately connect French Creek State Park and the SRT. The possible alignments involve a combination of off and on street facilities as well as connections with Kenilworth and Hanover Meadows Park.

Transportation Funding Programs

TII/TIP (Transportation Improvements Inventory/Program)

Identification of desired transportation improvements is an on-going process as priorities change and improvements are achieved. Funding sources change over time, and communities must respond accordingly to move their projects forward. The path from a transportation need to a funded and completed project is typically a long process. The first step should always be identifying the community's transportation needs.

In Chester County, a primary method of identifying transportation needs is the Chester County Planning Commission's Transportation Improvements Inventory (TII), a single inventory of identified transportation improvements submitted by all municipalities. The TII encourages municipalities to plan for and prioritize their transportation needs and is the first step for a project to become listed on the DVRPC's Transportation Improvements Program (TIP).

The TIP is the regionally agreed upon list of priority transportation projects, as required by federal law. The TIP must list all projects that intend to use federal funds, along with all non-federally funded projects that are regionally significant. Projects include bicycle, pedestrian, freight related, and innovative air quality projects, as well as highway and public transit projects. The TIP is approved by the Pennsylvania legislature and Federal Highway Administration every other year.

The following projects were listed in 2019 on the DVRPC TIP:

- **US 422 Reconstruction** – Schuylkill River to Hanover Street
Project will reconstruct approximately 1.5 miles of expressway as well as rebuild bridges over Laurelwood Road, Route 100 and Hanover Street.
- **US 422 Reconstruction** – Keim Street to Route 724 intersection – Project will reconstruct approximately 1 mile of expressway as well as rebuild bridges at Keim Street and the 724 interchange.
- **Keim Street Bridge**
Project will either reconstruct or rebuild the Keim Street Bridge spanning the Schuylkill River.

Project will either reconstruct or rebuild the Keim Street Bridge spanning the Schuylkill River.

The following projects were listed on the 2017 TII:

- **PA 100** – Safety improvements from Font Road (Upper Uwchlan Township) to South Hanover Street.
- **Schuylkill River Trail** – Linfield to Pottstown segment.
- **South Hanover Street** – Bridge and road diet.
- **River Road** – Pedestrian trail.
- **River Park Bridge** – Convert abandoned rail bridge into a pedestrian bridge.
- **North Coventry Pedestrian Project**
- **Harmonyville Road Bridge** – Replace or rehab the bridge spanning Rock Run.
- **Keim Street Bridge** – Replace Keim Street Bridge spanning the Schuylkill River (Montgomery County project).
- **Cedarville Road Bridge** – Replace or rehab the bridge spanning Eckers Run.
- **Bealer Road Bridge** – Replace the bridge spanning Pigeon Creek.
- **Pottstown Closed Loop System** – A PennDOT project to install intelligent traffic light controls to give priority to traffic movements with greater traffic volumes over those with lesser volumes.
- **North Coventry park and ride lot.**
- **PA 100** – Reverse frontage road and turn lanes from Hoffeecker Road to South Hanover Street.
- **Harmonyville Road** – Realignment of the s-curve and drainage improvements.

Additionally, the following projects are noted as "inactive" but are still listed on the 2017 TII:

- **Bridge repair or replacements** – Shekel Road, Temple Road, Coventry Road, Chestnut Hill Road, and Keim Street.
- **PA 724** – Realign approaches and add turn lanes at Laurelwood Road intersection.

Stormwater Management Legislation

Because of the importance of stormwater management in watershed protection and planning, one of the seven major goals of the Chester County Water Resources Plan, Watersheds (2002) is to “reduce stormwater runoff and flooding.” Stormwater management is addressed by three major pieces of legislation:

- **Pennsylvania Stormwater Management Act (Act 167 of 1978)**
Act 167 assigns responsibility for addressing stormwater to the municipal level, in order to control runoff and reduce soil erosion. The Countywide Act 167 Plan was adopted by Chester County and approved by PADEP in 2013, and North Coventry adopted a Stormwater Management Ordinance (Chapter 388) in November 2013 to be compliant with requirements.
- **Pennsylvania Erosion and Sedimentation Control Act, Chapter 102**
Chapter 102 establishes the basic planning and implementation requirements to be followed for any earth disturbance. The Chester County Conservation District has local responsibility for specific Chapter 102 program activities through an agreement with the PADEP. North Coventry has a variety of regulations in various ordinances aimed at regulating, controlling, and processes to mitigate erosion and sedimentation during land development.
- **National Pollutant Discharge Elimination System (NPDES) Phase II regulations, specifically MS4.**
The majority of North Coventry Township is considered an urbanized area by the U.S. Census, and this designation impacts stormwater because the Environmental Protection Agency (EPA), and specifically the NPDES program, designates an urbanized area as “municipal separate storm sewer system” (MS4) and requires compliance with the NPDES MS4 permit program. In Pennsylvania the NPDES MS4 program is administered by PADEP and the Chester County Conservation District. The permit program requires municipalities under its authority to implement several activities, as follows:
 - Provide public education and outreach activities regarding stormwater;
 - Provide public participation and involvement opportunities regarding stormwater management program development and implementation;
 - Develop and implement a plan to detect and eliminate illicit discharges to the storm sewer system;
 - Develop, implement, and enforce an erosion and sediment control program for construction activities that disturb one or more acres of land;
 - Develop, implement, and enforce a program to address discharges of post-construction storm water runoff from new development and redevelopment areas; and
 - Develop and implement a program with the goal of preventing or reducing pollutant runoff from municipal operations.

Soils

Most soils in North Coventry are from the following series: Bowmansville-Knauers, Croton, Gibraltar, Joanna, Penn, Readington, Rowland, and Urban Land. Chart A1-2 below provides all soil types with greater than 50 acres in the Township. The chart below lists all soil types present in the Township that are greater than fifty acres in area.

North Coventry USDA Soil Classifications

Soil Class	Total Acreage	Landform	Depth to Water Table
Bowmansville-Knauers silt loam	107	Floodplains	0 to 18 inches
Croton silt loam (0-3% slopes)	111	Depressions	0 to 6 inches
Croton silt loam (3-8% slopes)	57	Drainageways	10 to 12 inches
Gibraltar silt loam	166	Floodplains	36 to 60 inches
Joanna loam (3-8% slopes)	926	Hillslopes	More than 80 inches
Joanna loam (8-15% slopes)	1,631	Hillslopes	More than 80 inches
Joanna loam (15-25% slopes)	263	Hillslopes	More than 80 inches
Joanna loam (8-25% slopes, extremely stony)	639	Hillslopes	More than 80 inches
Joanna loam (25-50% slopes, extremely stony)	71	Hillslopes	More than 80 inches
Penn silt loam (3-8% slopes)	2,151	Hills, ridges	More than 80 inches
Penn silt loam (8-15% slopes)	564	Hills	More than 80 inches
Penn silt loam (15-25% slopes)	78	Hillslopes	More than 80 inches
Readington silt loam (0-3% slopes)	75	Hillslopes	18 to 36 inches
Readington silt loam (3-8% slopes)	263	Hills	18 to 36 inches
Rowland silt loam	105	Floodplains	12 to 36 inches
Udorthents, shale, and sandstone (0-8% slopes)	69	Ridges	60 inches
Urban land	973	Built areas	N/A

Hydric Soils

Hydric soils contain high amounts of moisture that allow anaerobic processes (those that occur in the absence of oxygen) to thrive within the soil. These soils are typically found in low-lying areas and can serve as an indicator of possible wetland areas. Hydric soils have a shallow depth to the underground water table, making them particularly sensitive to alteration and very susceptible to contamination of groundwater. Hydric soils are predominately found in the vicinity of the Schuylkill River in North Coventry, and development in these areas is generally not appropriate.

Union Township – Berks County

Adjoining zoning

A, Agricultural (area closest to the Schuylkill). This designation abuts the **RC, Resource Conservation** district in North Coventry.
C, Conservation (along the rest of the border from the A to the end of the boundary). This designation abuts both the **RC** and an area of **RR, Rural Residential** in North Coventry.

Purpose for the A, Agricultural District:

The purpose of the A District is to preserve the prime agricultural lands that are present within the Township. Residential land development activity should be limited within the A District in order to preserve the large contiguous tracts of prime agricultural land area within the Township. The goals, objectives and planning policies for agricultural preservation are further outlined within the Southern Berks Regional Comprehensive Plan.

Purpose for the C, Conservation District:

The purpose of the C District is to encourage woodland, agricultural and general open space conservation by preserving natural features and environmentally sensitive lands such as forests, watersheds, and watercourses while perpetuating the rural atmosphere, open space and scenic landscape of the Township. A significant portion of the C District is classified as having limitations for on-lot sewage disposal due to flooding, a high water table and/or steep slopes. Residential and conservation uses are encouraged, provided that sufficient space is available for on-lot sewage disposal which will not create any menace to public health, and natural features are not unduly disturbed.

The purpose of the C District is also to encourage moderate residential development in suitable locations, to retain the rural characteristics of the Township, and to serve as a transition between areas of variable densities.

Adjoining Future Land Use

Agriculture – From the Schuylkill River to Temple Road

Conservation – From Temple Road to French Creek State Park

Public – French Creek State Park

Union Township is included as part of the Southern Berks Regional Joint Comprehensive Plan along with Caernarvon Township, Robeson Township, and Birdsboro Borough.

The description for the **Agriculture** future land use category, states:

In planning for agricultural land, the Southern Berks Region should adopt a philosophy and policy not to consider agricultural land as “undeveloped farmland awaiting another use.” Rather it should be viewed as “developed land” that is being used to produce a valuable product. Farming is a land-intensive, manufacturing process that converts raw materials into a product, comparable to other industrial operations, with occasional accompanying impacts of noise, odor and dust. Therefore, this plan advocates a position that this agricultural area not be considered as a holding zone, but as a zone having a positive purpose of utilizing the Region’s natural and non-renewable resources for the benefit of the entire community and beyond. This agricultural area should be protected by strict zoning regulations that prevent interference by incompatible uses, which weaken the ability to conduct normal farming practices and introduce influences that erode its critical mass.

In an effort to best preserve natural resources and critical environmental features, the plan states for the **Conservation** future land use category:

This Zone should enable the development of detached homes at a rate of one per each 3 to 5 acres.

The description for the **Public** future land use category, states:

Given these uses’ integration within the various settings of the Southern Berks Region it, is recommended that they be specifically permitted in their respective zones as depicted on the Future Land Use Plan.

Warwick Township – Chester County

Adjoining zoning

RA, Residential Agriculture (from approximately St. Peters Road to the jurisdictional boundary with South Coventry Township). This designation abuts the **RC, Resource Conservation** district in North Coventry.

INS, Institutional (from approximately St. Peters Road to the jurisdictional boundary with Berks County). This designation abuts the **RC, Resource Conservation** district in North Coventry.

Purpose for the RA, Residential Agriculture District:

A. The R-A District is designed primarily to:

1. Implement the provisions of the Pennsylvania Municipalities Planning Code, especially:
 - a. Section 603.(b)(5) relating to the “Protection and preservation of natural and historic resources and prime agricultural land and activities”.
 - b. Section 603.(c)(7) relating to the “Provisions to promote and preserve prime agricultural land, environmentally sensitive areas and areas of historic significance”.
 - c. Section 603.(g)(1) relating to the fact that “Zoning ordinances shall protect prime agricultural land and may promote the establishment of agricultural security areas”.
 - d. Section 603.(g)(2) relating to the fact that “Zoning ordinances shall provide for protection of natural and historic features and resources”.
 - e. Section 604.(3) in order “to preserve prime agriculture and farmland considering topography, soil type and classification, and present use”.
 - f. Section 605.(2)(vii) whereby “additional Classifications may be made within any district for the regulation, restriction or prohibition of uses and structures at along or near flood plain areas, agricultural areas, and other places having a special character or use affecting and affected by their surroundings”.
 - g. Section 604.(1) relating to the “preservation of the natural, scenic and historic values in the environment...”
2. Implement the findings and recommendations of the Warwick Township Open Space, Recreation, and Environmental Resources Plan, adopted October 14, 1992.
3. Implement the findings and recommendations of the Warwick Township Comprehensive Plan Update, adopted November 1, 1993, and the Warwick Township Comprehensive Plan Addendum, adopted December 2, 2003.
4. Encourage Open Space Development, whereby natural and historic resources, prime farmland soils, and other environmental amenities are conserved.
5. Discourage Conventional Lot Development, whereby lots consume and degrade the landscape.
6. Promote farming and agriculture as a viable use of land.

Purpose for the INS, Institutional District:

It is the purpose of this Article to recognize uses which are public or semi-public in nature that exist in the Township such as parks and gamelands, and to provide opportunities for uses such as schools and other institutions.

Adjoining Future Land Use

Publicly Owned Land – French Creek State Park

Creative Land Development Opportunity Areas – All other properties at the boundary outside of French Creek State Park

The description for the **Creative Land Development Opportunity Areas** future land use category in the 1993 Comprehensive Plan, states:

This category includes all currently undeveloped land which must respect the various conservation overlay areas (districts) and include well designed and functional development. These lands must be carefully evaluated in order to produce creative and effective forms of development. In addition to the conservation overlay areas, this area includes: groundwater recharge areas (634 acres, or 5.2 percent); regional aquifer areas (2,726 acres, or 22.5 percent); and Pennsylvania Natural Diversity Index (PNDI) sites (193 acres, or 1.3 percent).

Creative options and alternatives such as the traditional village/hamlet, the historic farmstead, lot averaging, or other cluster and open space techniques, which could be density neutral, are recommended within these areas. However, resources such as steep slopes (15-25 percent), woodlands, visually sensitive areas, scenic roads and historic sites, must be treated delicately in order to achieve successful results.

Additionally, in the 2003 Comprehensive Plan Addendum, the entire section of the shared border that is divided by Rock Run was identified as a **Primary Conservation Area**.

Primary Conservation Areas are areas within the Township that contain critical natural resources. Such resources include very steep slopes (25 percent+), seasonally high water tables, wetlands, 100-foot wetland buffer areas, 100-year floodplains, 100-foot riparian forest buffer areas, and PNDI sites.

Primary Conservation Areas closely correspond to the Township's drainage networks. The individual resources are the basic, critical components of watershed systems. Their protection enables groundwater recharge, water quality, safe flood flow conveyance, stream bank stabilization and stream channel migration. The health of both terrestrial and aquatic habitat is also greatly enhanced through such protection. Primary Conservation Areas also form greenways and natural habitat corridors, allowing wildlife to migrate freely between larger open space areas.

Primary Conservation Areas represent the most important yet vulnerable components of the natural system. Their importance to Warwick is elevated by virtue of the fact that all of the Township's streams are designated as Exceptional Value streams. Primary Conservation Areas, therefore, are not appropriate areas for development. They are most suitable for conservation, open space, and passive recreation.

Finally, in the 2015 Comprehensive Plan Supplement, Protection Plan for the Hopewell Big Woods, additional recommendations are made to preserve the wooded areas of the Township, and this included much of its border with North Coventry.

South Coventry Township – Chester County

Adjoining zoning

RC, Rural Conservation (entirety of the boundary except for properties adjacent to Coventry Road). This designation abuts the **RC, Resource Conservation** district in North Coventry.

LR, Low Density Residential (properties adjacent to Coventry Road). This designation abuts the **RC, Resource Conservation** district in North Coventry.

Purpose for the RC, Rural Conservation District:

In addition to the general goals and purposes expressed in the Statement of Community Development Objectives, the RC-Rural Conservation District is established for the following purposes:

- A. To preserve and promote continued agricultural, open space, and conservation uses, perpetuate the rural character of the area and facilitate the conservation of land, water and cultural resources.*
- B. To assure a healthful water supply from on-lot wells and the safe disposal of sewage waste to on-lot systems.*
- C. To provide for low density residential development consistent with existing residential development patterns.*
- D. To provide for alternative residential development patterns through the use of the Open Space Design Option, offering higher net densities of development while affording greater opportunities for preservation of open space ancillary to such development.*

Purpose for the LR, Low Density Residential District:

In addition to the general goals and purposes expressed in the Statement of Community Development Objectives, the LR-Low-Density Residential District is established for the following purposes:

- A. To perpetuate the rural character of the area and to facilitate the conservation of land, water and cultural resources.*
- B. To assure a healthful water supply from on-lot wells and the safe disposal of sewage waste to on-lot systems.*
- C. To provide for low density residential development consistent with existing residential development patterns.*
- D. To provide for alternative residential development patterns through the use of the Open Space Design Option, offering higher net densities of development while affording greater opportunities for preservation of open space ancillary to such development.*

Adjoining Future Land Use

Rural Residential – Entire boundary, less the Route 100 corridor

Highway Mixed Use – The Route 100 corridor

The description for the Rural Residential future land use category in the 2016 Comprehensive Plan, states:

The Rural Residential designation has experienced the highest volume of growth in the Township while continuing to preserve areas of farmland and conservation that provide buffers between uses. Residential development has traditionally been located along road frontage or, more recently, in planned subdivisions such as Woodridge.

While growth is expected in this area, equal priority should be given to preserving agriculture and natural resources. Infill development along roadways should be consistent with existing road frontage and prioritize the preservation of scenic views into adjacent farmland and conservation areas such as Woody's Woods. Where larger parcels are considered for subdivision, the Township should continue to promote the open space design option in order to protect natural resources and provide buffers to agricultural operations. In regard to future land use along Route 100, recommended strategies are included under Highway Mixed Use.

The description for the Highway Mixed Use future land use category in the 2016 Comprehensive Plan, states:

This is a linear designation along Route 100 where a "mix" of land use types has developed during the last couple of decades. These include commercial, residential, and institutional uses primarily developed as road frontage and not shopping centers or planned communities.

This area along Route 100 north of the Village Crossroads is almost entirely built out. New development or redevelopment in this area should follow a similar pattern with a mix of uses at a scale that is consistent with existing uses. Where possible, opportunities for pedestrian connection and circulation should be considered and implemented. In addition, access management should be a priority along Route 100.

East Coventry Township – Chester County

Adjoining zoning

FR, Farm Residential (entirety of the boundary from Cedarville Road to the southwest). This designation abuts the **R-1, Residential** district in North Coventry between Cedarville and Hoffercker Roads, and abuts the **RC, Resource Conservation** district south of Hoffercker to the jurisdictional boundary in North Coventry.

R-3, Residential (properties between Coventry Road and Route 724). This designation abuts the **R-1, Residential** district in North Coventry between Cedarville and Keller Roads; the **V-2, Village** district between Keller Road and the properties abutting Route 724; and the **C-4, Neighborhood Commercial** district with properties directly abutting Route 724 in North Coventry.

C, Commercial (properties between Route 724 and the Schuylkill River). This designation abuts the **I-2, Industrial** district in North Coventry.

Specific intent for the FR, Farm Residential District:

It is the intent of this Part and this zoning district to provide for viable areas for agricultural uses and to protect farming operations from the impact of major residential and other developments. It is further the intent of this Part and this zoning district to ensure that lots are of sufficient net area, as defined in this chapter, to accommodate on-lot water supply and sewage disposal facilities consistent with the Township's Act 537 Plan.

Specific intent for the R-3, Residential District:

It is the intent of this Part and this zoning district to provide for medium density residential development not exceeding three dwelling units per net tract acre, as defined in this chapter, where public sanitary sewage disposal and public water supply systems can be provided. It is also the intent of this Part to provide for, as conditional uses, adult communities and clustered single-family detached residential developments not to exceed three dwelling units per net tract acre, as defined in this chapter.

Specific intent for the C, Commercial District:

It is the intent of this Part and these commercial districts to provide for the retail shopping needs and personal service needs of Township residents and to provide for normal commercial operation not permitted elsewhere within the Township.

The description for the future land use along their border with North Coventry in the 2003 Comprehensive Plan, states:

The Comprehensive Plan proposes that the vast majority of new development in the Township occur north of Pigeon Creek and Bickels Run on parcels located so as to be able to take advantage of the presence or extension of public sewer and water systems. New developments should be designed using cluster techniques that will maximize the efficiency of the infrastructure and create significant amounts of open space. Efforts should be made by developers and Township officials to coordinate open spaces into networks that connect not only various residential developments, but also local services, institutions, and recreational areas.

2015 Pottstown Metropolitan Regional Comprehensive Plan

Adjoining Future Land Use

Primary Growth Area – North of Route 724

Secondary Growth Area – Between Route 724 and Cedarville Road

Conservation Area – South of Cedarville Road

According to the 2015 Regional plan, the **Primary Growth Area** future land use category is:

Most of the Primary Growth Areas are equipped with adequate sewer and water capacity and are easily accessible by the Region's road network. New growth shall be located in areas where this infrastructure already exists or can be easily extended. New residential and non-residential development shall be built to generally reflect the context of the surrounding community and adjacent land uses, and should be planned in a way that provides appropriate transitions between different uses and intensities of development. Whether a new mixed-use development is designed to complement a nearby existing village or industrial opportunities are sought along the Keystone Boulevard in West Pottsgrove to capitalize on the existing infrastructure, these areas present an enormous opportunity for redevelopment and infill. Repurposing abandoned and underutilized sites can help alleviate the pressure for growth in the Region's Conservation Areas and breathe new life back into existing communities. Individual municipalities retain the authority to set appropriate density and intensity standards in order to meet the intent of the Primary Growth Areas.

For the Secondary Growth Area designation, it states:

As population growth continues in the Pottstown Region, there will be increased pressure to develop the Region's prime agricultural lands and rural open spaces for residential and supporting non-residential uses. New residential growth shall therefore be generally directed within the Secondary Growth Area where important infrastructure is already in place or has been identified as a sewer growth area in the municipality's sewer facilities plan. New high-density residential development should be located near supporting land uses, including commercial or mixed-use development. Higher-density residential uses should be developed as a part of a larger community to ensure its long term viability and improved quality of life for residents.

For the Conservation Area designation, it states:

The Conservation Areas of the Plan are intended to preserve important and cultural resources throughout the Region. Development and installation of public sewer and water shall be limited in these areas in order to prevent significant amounts of development and limit further pressures for growth. Most of the Region's preserved farmland, woodlands, and geologically sensitive areas of the Region are located within the Conservation Areas.

West Pottsgrove Township – Montgomery County

Adjoining zoning

I, Industrial (entirety of the boundary opposite the Schuylkill River). This designation abuts the RC, Resource Conservation district in North Coventry for its entirety across the Schuylkill River.

Declaration of legislative intent for the I, Industrial District:
In expansion of the Declaration of Legislative Intent contained in Article I, §102 of this Ordinance and the Community Development Objectives as contained in Article I, §103 of this Ordinance, is hereby declared to be the intent of the I - Industrial District to provide for a variety of non-polluting and smaller scale industrial, research and development, and office facilities within the Township.

2015 Pottstown Metropolitan Regional Comprehensive Plan

Adjoining Future Land Use

Primary Growth Area – The entirety of the border across the Schuylkill

See p. 104, East Coventry Township for **Primary Growth Area** definition.

Lower Pottsgrove Township – Montgomery County

Adjoining zoning

IN, Interchange (Between Route 422 and the jurisdictional boundary to the west). This designation abuts the **RC, Resource Conservation** district in North Coventry across the Schuylkill River.

HI, Heavy Industrial (Between Route 422 and the jurisdictional boundary to the east). This designation abuts the **I-2, Industrial** district in North Coventry across the Schuylkill River.

Declaration of legislative intent for the IN, Interchange District:

In expansion of the legislative intent contained in § 250-3 of this chapter and the community development objectives contained in § 250-5 of this chapter, it is hereby declared to be the intent of this article to provide appropriate locations for commercial and limited industrial usage to serve the Township and region. Further, it is the intent of this article to:

- A. Provide regulations specifically tailored to permit the development of commercial, office, warehouse and limited industrial uses typically found at an interchange area.
- B. Allow for the sharing of services and infrastructure such as parking and accessways.
- C. Prevent excessive curb cuts and regulate the number of ingress and egress points.
- D. Prevent the development of the interchange beyond the capability of the roads to handle the traffic generated by such development.
- E. Provide for the harmonious mixture of uses and the future economic vitality of the interchange area.

Declaration of legislative intent for the HI, Heavy Industrial District:

In expansion of the declaration of legislative intent contained in § 250-3 and the community development objectives contained in § 250-5, it is hereby declared to be the intent of the HI Heavy Industrial District to establish reasonable standards for the provision of major industrial operations and employment centers within Lower Pottsgrove Township.

2015 Pottstown Metropolitan Regional Comprehensive Plan

Adjoining Future Land Use

Primary Growth Area – The entirety of the border across the Schuylkill

See p. 104, East Coventry Township for **Primary Growth Area** definition.

Pottstown Borough – Montgomery County

Adjoining zoning

P, Park (along the Schuylkill River from Washington Street west to the jurisdictional boundary). This designation abuts the **RC, Resource Conservation** district in areas of North Coventry outside of South Pottstown across the Schuylkill River. This designation also abuts both **I-1** and **I-2, Industrial** as well as **TC-1, Town Center Mixed-Use** in the area of South Pottstown.

HM, Heavy Manufacturing (along the Schuylkill River from Washington Street east to the jurisdictional boundary). This designation abuts the **RC, Resource Conservation** district in North Coventry across the Schuylkill River.

Intent for the P, Park District:

To preserve Pottstown's last remaining natural areas, to promote active and passive recreation, and to improve access to the Schuylkill River and the Manatawny Creek.

Intent for the HM, Heavy Manufacturing District:

To establish and preserve areas for necessary industrial and related uses of such a nature that they require isolation from many other kinds of land uses, and to make provision for commercial uses that are located most appropriately near industrial uses or that are necessary to service the immediate needs of people in these areas.

Adjoining Future Land Use

Parks & Open Space – The entirety of the border across the Schuylkill River (this is where the Schuylkill River Tail is and future extensions will be located)

The description for the **Parks & Open Space** future land use category, states it includes:

All existing parks and open space are intended to be maintained as lands for recreational and open space use.

2015 Pottstown Metropolitan Regional Comprehensive Plan

Adjoining Future Land Use

Regional Core – The majority of the border across the Schuylkill

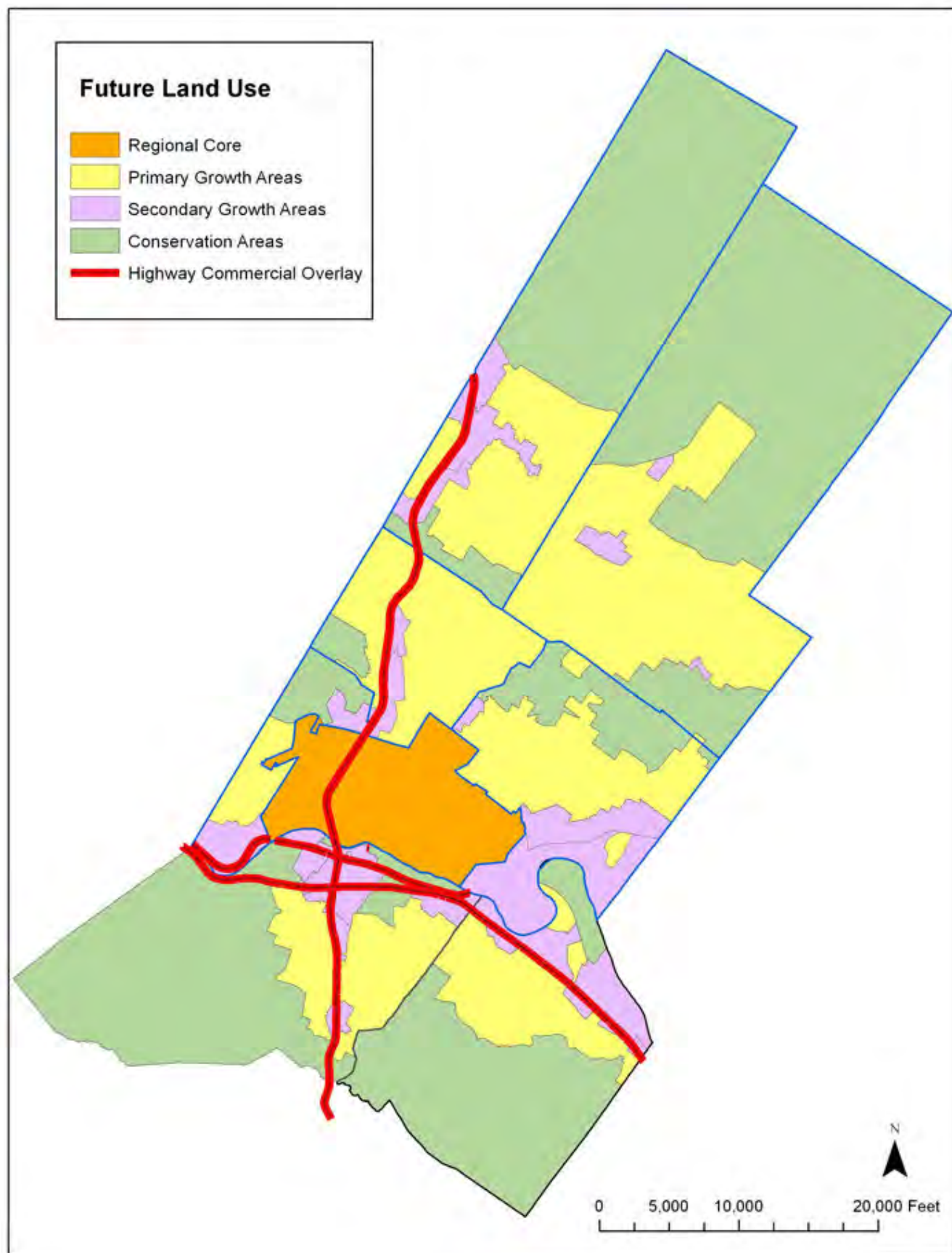
Conservation Area – Small area at the eastern end, across the Schuylkill

According to the 2015 Regional plan, the **Regional Core** future land use category is:

This area has a traditional town character with a diverse mix of housing types and nonresidential land uses, public sewer and water, and a walkable grid road system supported by several major regional roadways and two highways. It is the intent of this Plan to encourage the revitalization of this area as the historic, urban, mixed-use core of the Region. Individual municipalities retain the authority to set appropriate density and intensity standards in order to meet the intent of the Regional Core Areas.

See p. 104, East Coventry Township for **Conservation Area** definition.

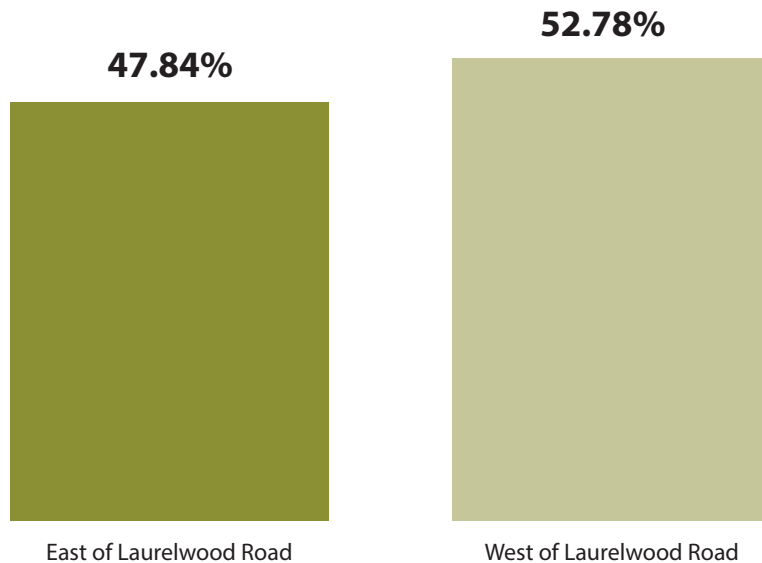
2015 Pottstown Metropolitan Region Future Land Use Map



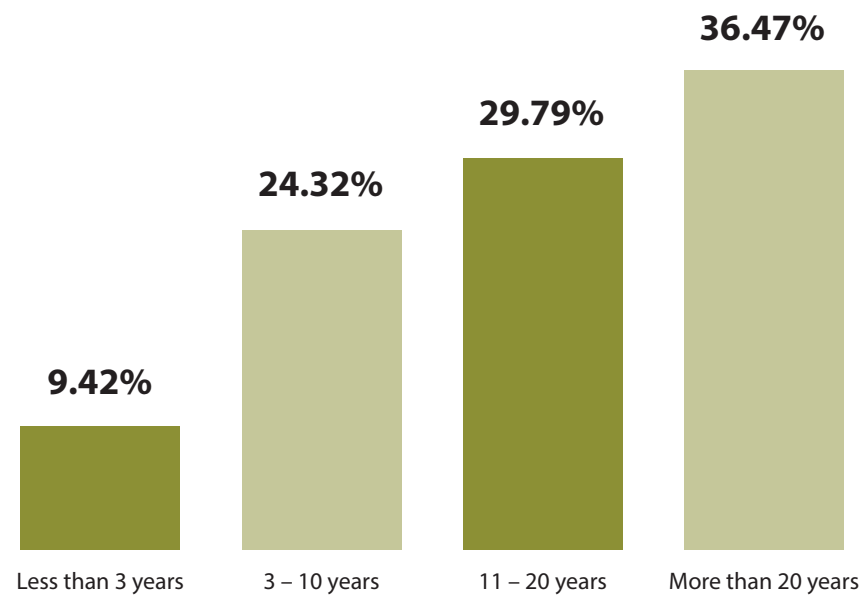
In Fall 2018, a public survey was conducted to ask residents and business owners several questions about their overall satisfaction with the Township as well as their willingness to pay higher taxes to potentially expand and/or introduce new services. For all charts not utilizing percentages, a weighted average was utilized on a scale of 1 to 5 with 1 being the least and 5 being very much satisfied.

Question #1

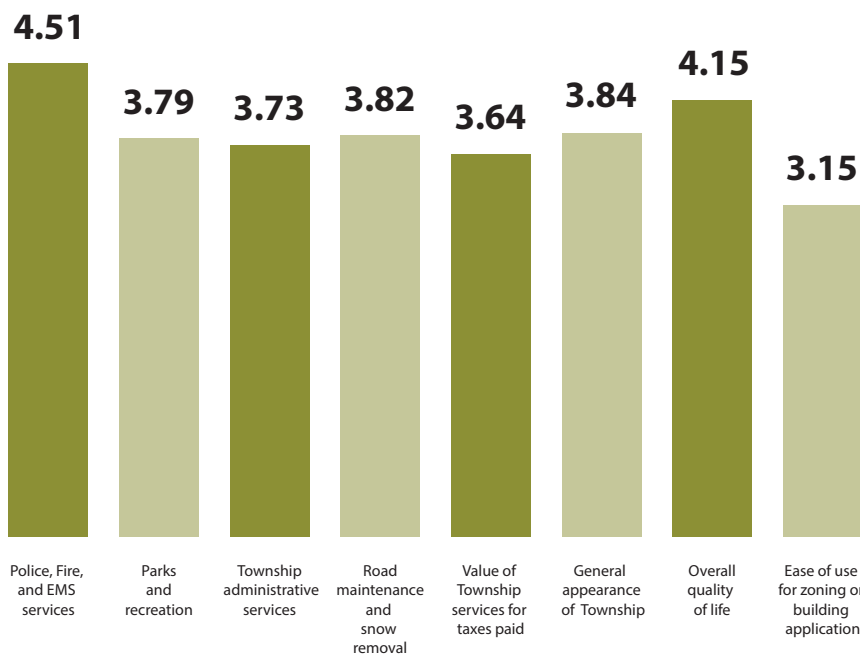
In what part of North Coventry Township do you live, work or own property?



Question #2
How long have you lived in North Coventry Township?

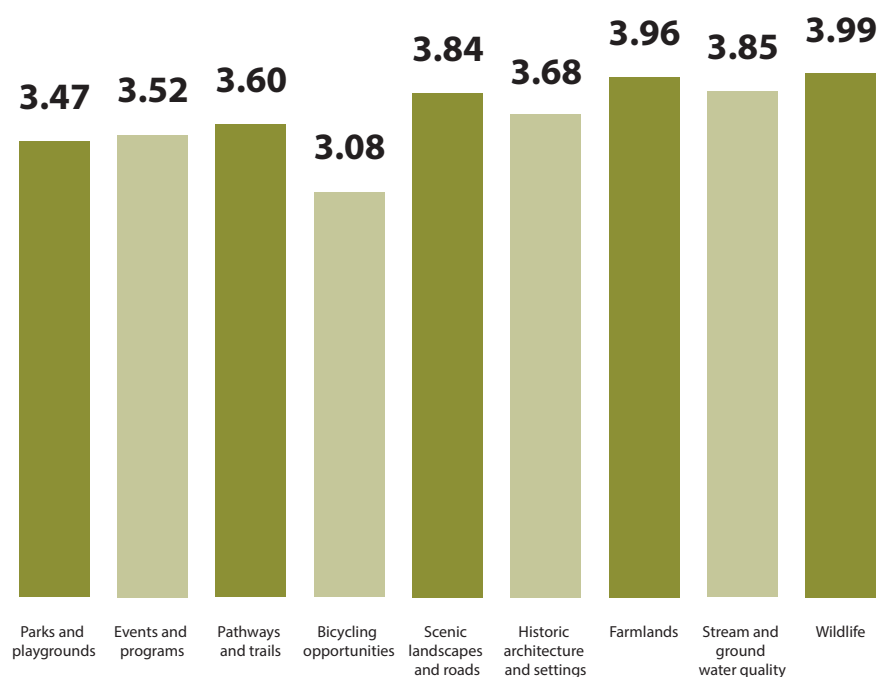


Question #3
How satisfied are you with the following township services?
(weighted average)



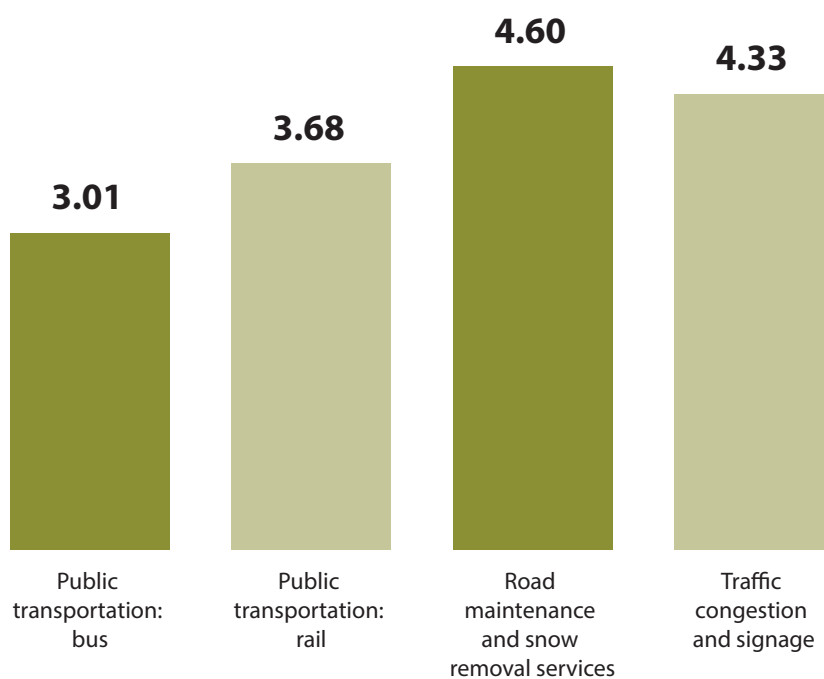
Question #4

Rate your satisfaction with the following recreation and natural features:
(weighted average)



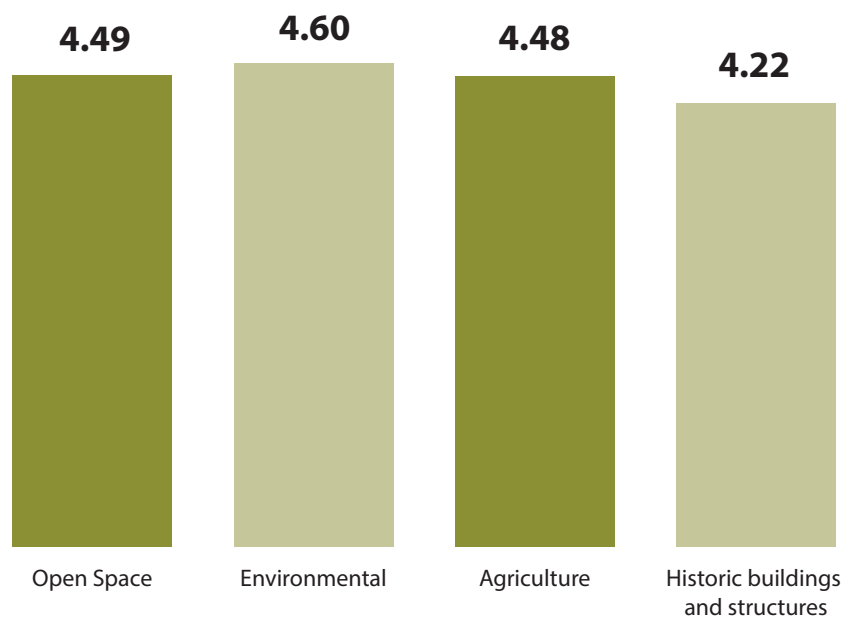
Question #5

What is the importance of implementing the following transportation improvements? (weighted average)



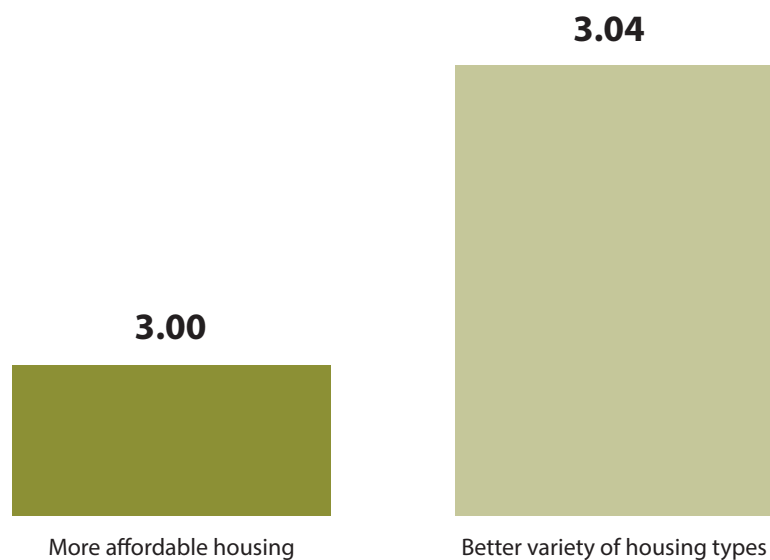
Question #6

How important are the following resource preservation efforts?
(weighted average)



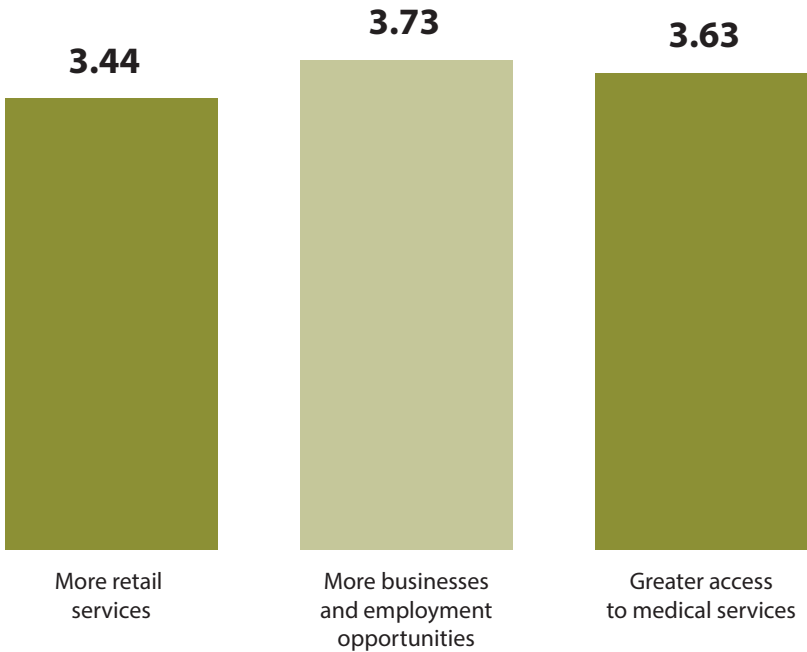
Question #7

Rank the following housing opportunities initiatives:
(weighted average)



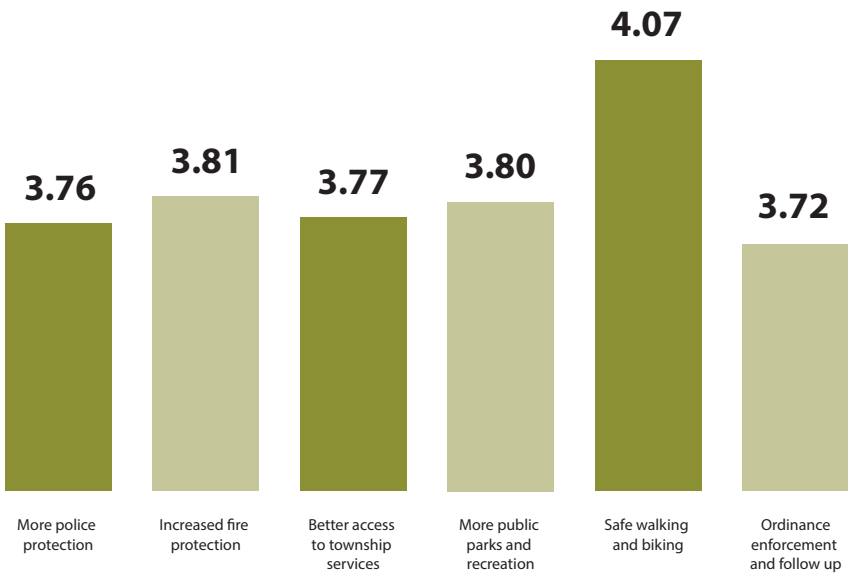
Question #8

What is the importance of the following proposed business and services improvements? (weighted average)



Question #9

How important are improvement to the following services? (weighted average)



Question #10

If you responded "Very Important" or "Important," would you support increased fees or taxes if needed to fund these improvements?

