

Wednesday, June 10, 2020
Joint Board of Commissioners & Planning Commission Workshop - 6:00 p.m.

Meeting Held Via "GoTo Meeting" (See SWT Website Link)

***Agenda Packet, Recordings, & Minutes Location: www.boarddocs.com**

USERNAME: swhitehall

PASSWORD: swtpublic

1. CALL TO ORDER

A. Roll Call Vote

2. PLEDGE OF ALLEGIANCE

3. NOTIFICATION

A. All public sessions of the South Whitehall Township Board of Commissioners are electronically recorded. The electronic record is kept until the minutes of the meeting are approved and destroyed if a request is not made to retain the electronic version at that time.

4. INFORMATIONAL AND/OR DISCUSSION ITEMS

A. Consideration of Township Response Letter to PennDOT Regarding Transportation Improvement Plan Update

5. Comprehensive Plan Update

A. Presentation of Phase 2 Results - Dave Manhardt

B. Presentation from Traffic Engineer - Scott Pasterski, Civil Engineer/Project Manager, Keystone Consulting Engineers

C. Presentation from Land Use Economist - Todd Poole, President, Founder, and Managing Principal of 4Ward Planning Inc.

6. COURTESY OF THE FLOOR

7. EXECUTIVE SESSION

A. Scheduled Accordingly.

8. ADJOURNMENT

A. Motion to Adjourn.

SOUTH WHITEHALL TOWNSHIP

4444 Walbert Avenue, Allentown, PA 18104-1699
www.southwhitehall.com • 610-398-0401

June 10, 2020

Mr. Mike Rebert, Chair
Lehigh Valley Transportation Study
PennDOT, District 5
1712 Lehigh Street
Allentown, PA 18103

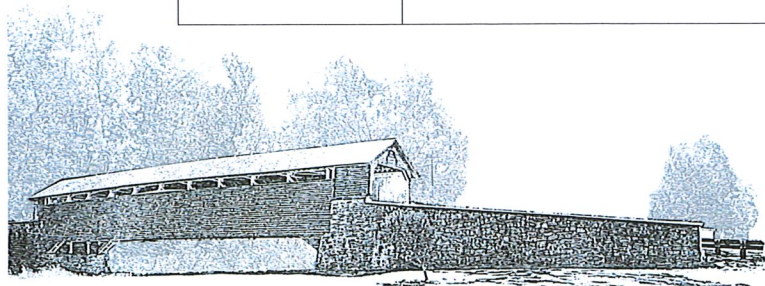
Ms. Becky Bradley, AICP, Executive Director
Lehigh Valley Planning Commission
961 Marcon Boulevard - Suite 310
Allentown, PA 18109

RE: TIP Plan Comments

Dear Mr. Rebert and Ms. Bradley:

The South Whitehall Township Board of Commissioners and Planning Commission offer the following comments on the 2021-2024 Transportation Improvement Program. South Whitehall Township is in the process of updating our Comprehensive Plan. Therefore, we are very interested in coordinating our plans with the LVTS/LVPC. We observe that there are a number of projects that are in or very close to our township:

Project Number	Description	Comments
1	State Rt 309 and Tilghman Street	Key project in a rapidly developing area. One of 3 North/South Routes in South Whitehall.
12	Rt 22 resurfacing from Rt 309 to 178 Split	Major East/West Route
13	Rt 22 resurfacing from 15th Street to MacArthur Road	Major East/West Route
15	Rt 22 resurfacing from 15th Street to Rt 309	Major East/West Route
16	Cedar Crest Boulevard Signal Improvements	In Salisbury Township. Second of 3 key North/South Routes in South Whitehall.
32	Mauch Chunk Road Signal Upgrades	Third of 3 North/South Routes in South Whitehall.



50	Kernsville Road Bridge	In North Whitehall Township. Key minor East/West Route.
N/A	309 Betterment North of Rt 22	Was on most recent TIP. Continues key project in a rapidly developing area. One of 3 North/South Routes in South Whitehall.
N/A	Covered Bridge on Lapp Road	Was on TIP several years ago. Project shut down bridge. Helps keep local traffic off Cedar Crest Boulevard and Rt 309.

South Whitehall Township would appreciate the opportunity to work with LVTS/LVPC and PennDOT planners as these projects develop. There are often small adjustments to these project scopes that can have a big effect on local communities.

If you have any questions on the impact of these projects on South Whitehall Township, we invite you to contact our Community Development Department at South Whitehall Township.

Sincerely,



CHRISTINA "TORI" MORGAN
President, SWT Board of Commissioners

Sincerely,



WILLIAM H. MACNAIR
Chairman, SWT Planning Commission

Cc: Renee Bickel, Township Manager
George Kinney, Community Development

Comprehensive Plan Update

swt

**Where should
we grow?**

Results Summary

Joint Meeting
SWT Commission
SWT Planning Commission

June 10, 2020

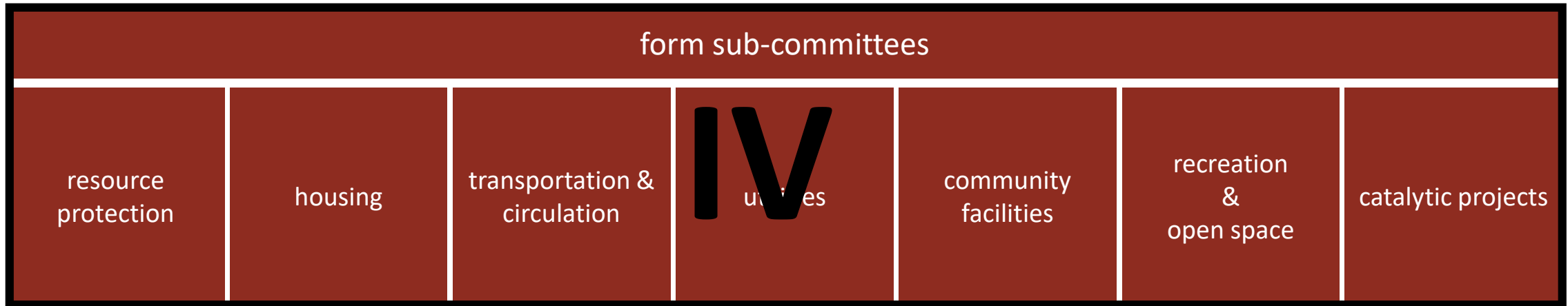
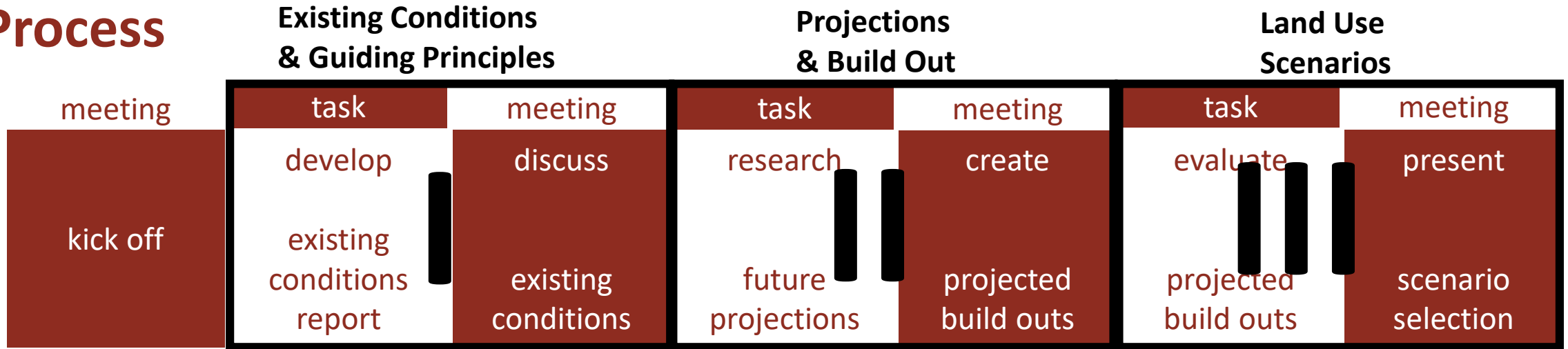
swtcompplan.org

Joint Meeting

June 10, 2020

swt

Process



Phase I: Guiding Principles

June 10, 2020



Protect natural, historical, recreational, scenic, open space, and agricultural, amenities, resources, and assets.



Coordinate future land use, development, and redevelopment, in sync with the capacity of the road network and utilities to absorb changes.



Promote an effective continuation of opportunities, facilities and services for open space, parks, recreation, education, public safety, and wellness.



Promote techniques to limit the sprawling pattern of development, by advocating for land use with more effective smart growth attributes.



Coordinate with PennDOT, LVPC, and adjoining Municipalities, in order to alleviate existing problems and to avoid future conflicts, and to promote opportunities for alternative transportation such as bus service, ride sharing, bicycling, and walking.

Phase II: Where should we grow?

June 10, 2020

“Where should we grow?” Exercises

90 participants

- 4 Public Stakeholder Meetings
- 2 Focus Group Meetings:
 - Muhlenberg College
 - Greenawalds UCC
- Joint BOC/PC Meeting
- 26 completed maps



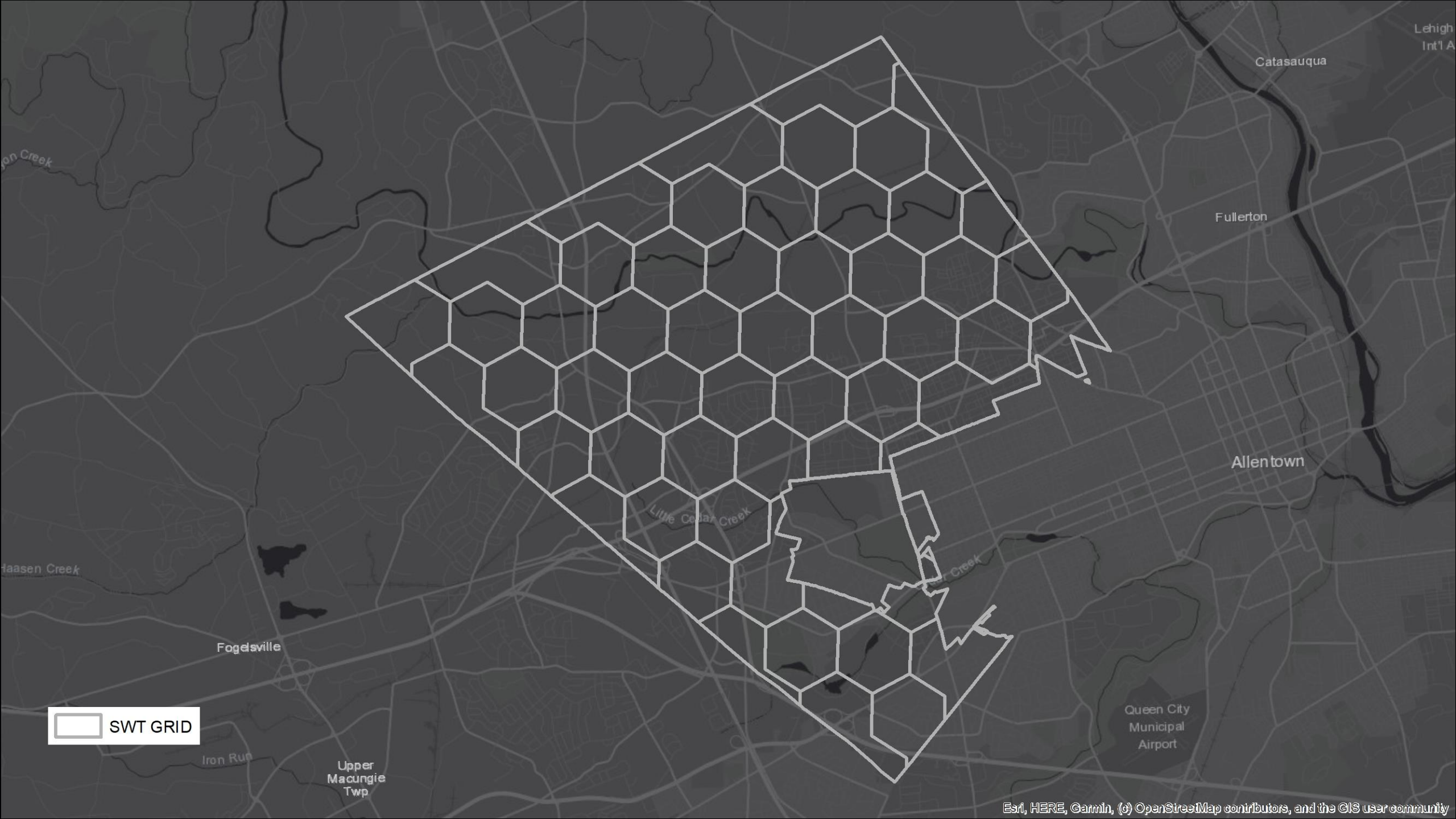
Phase II: Where should we grow?

June 10, 2020

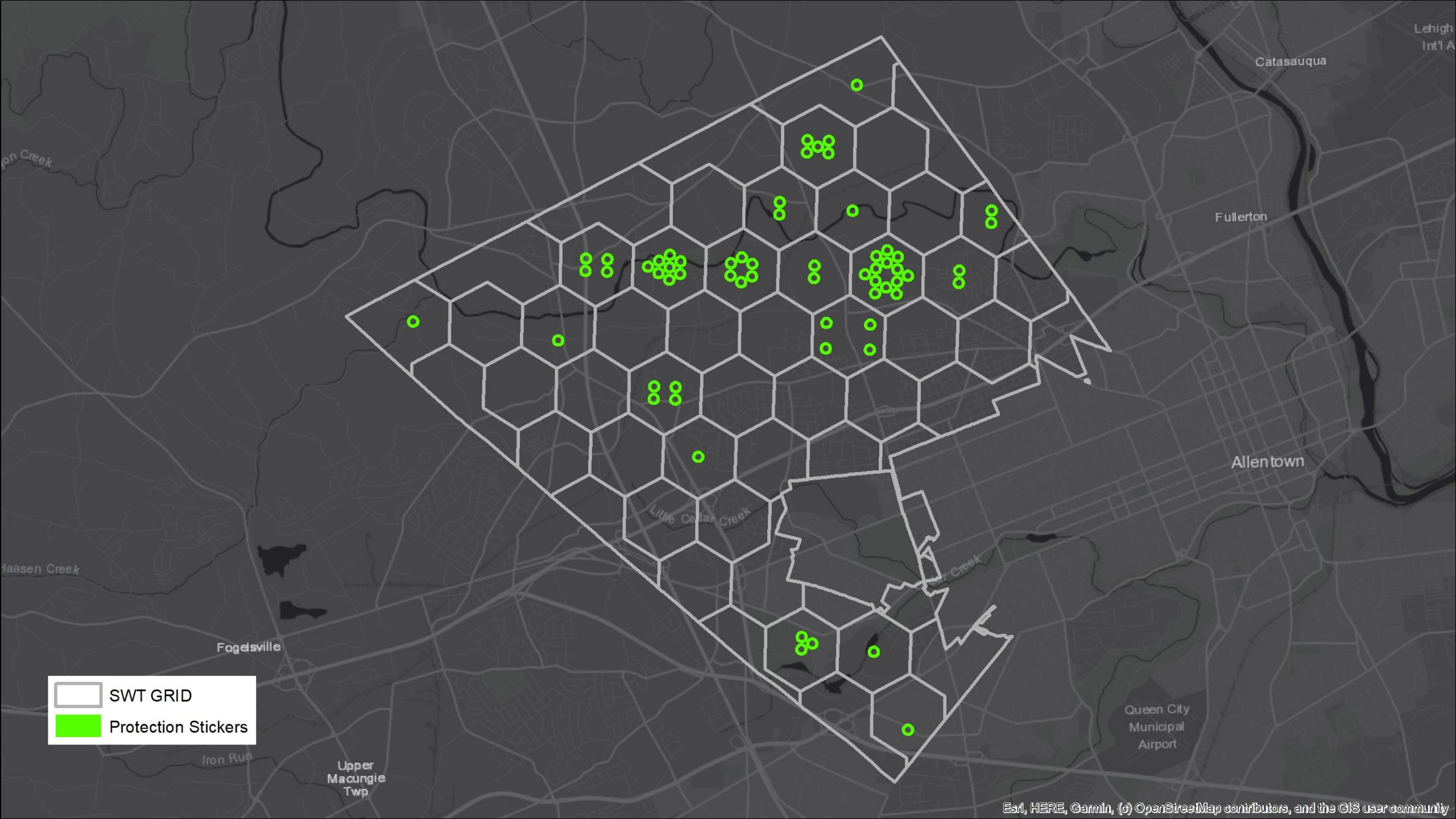
“Where should we grow?” Exercises

**PROTECT
&
IMPROVE**

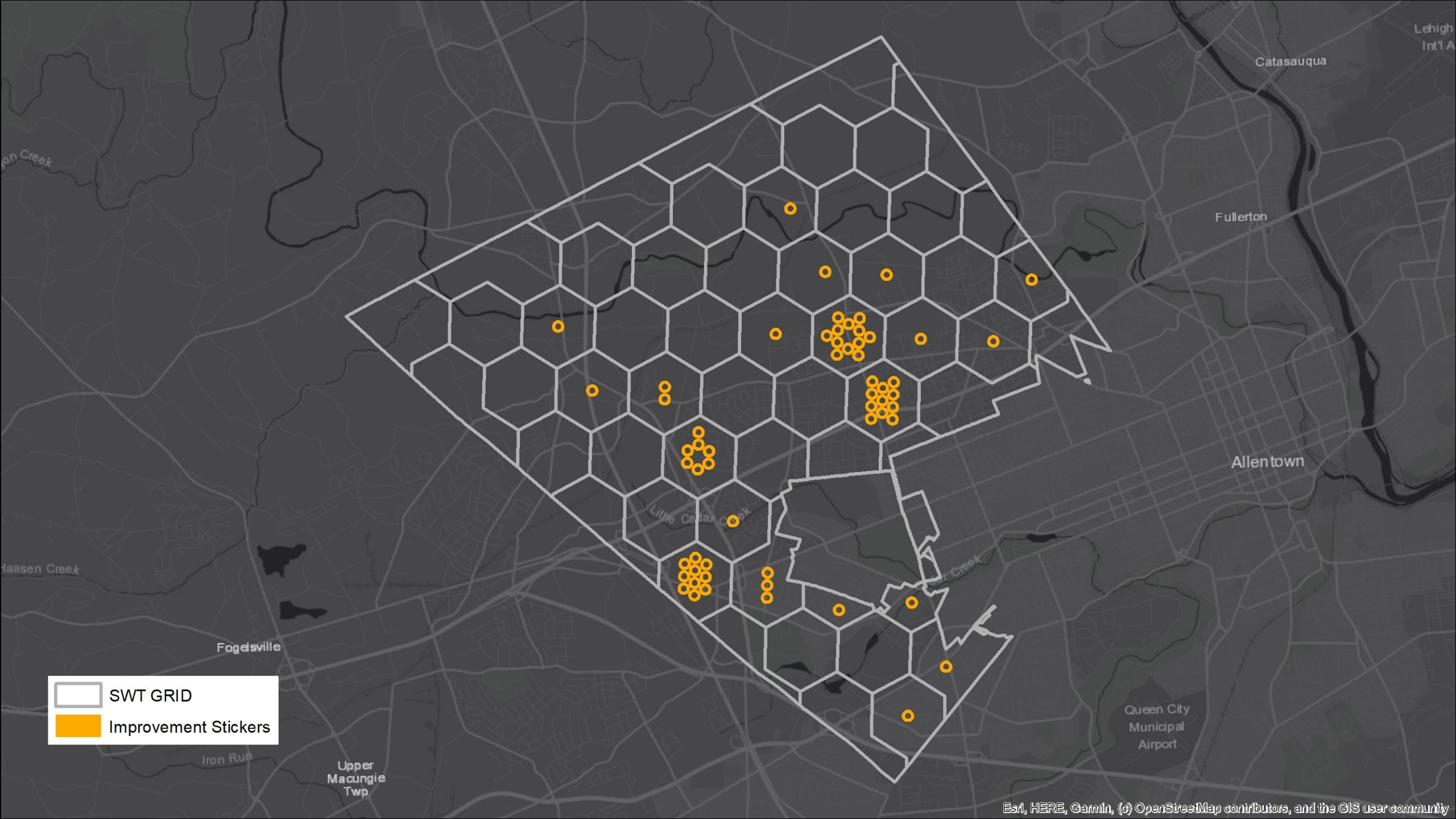




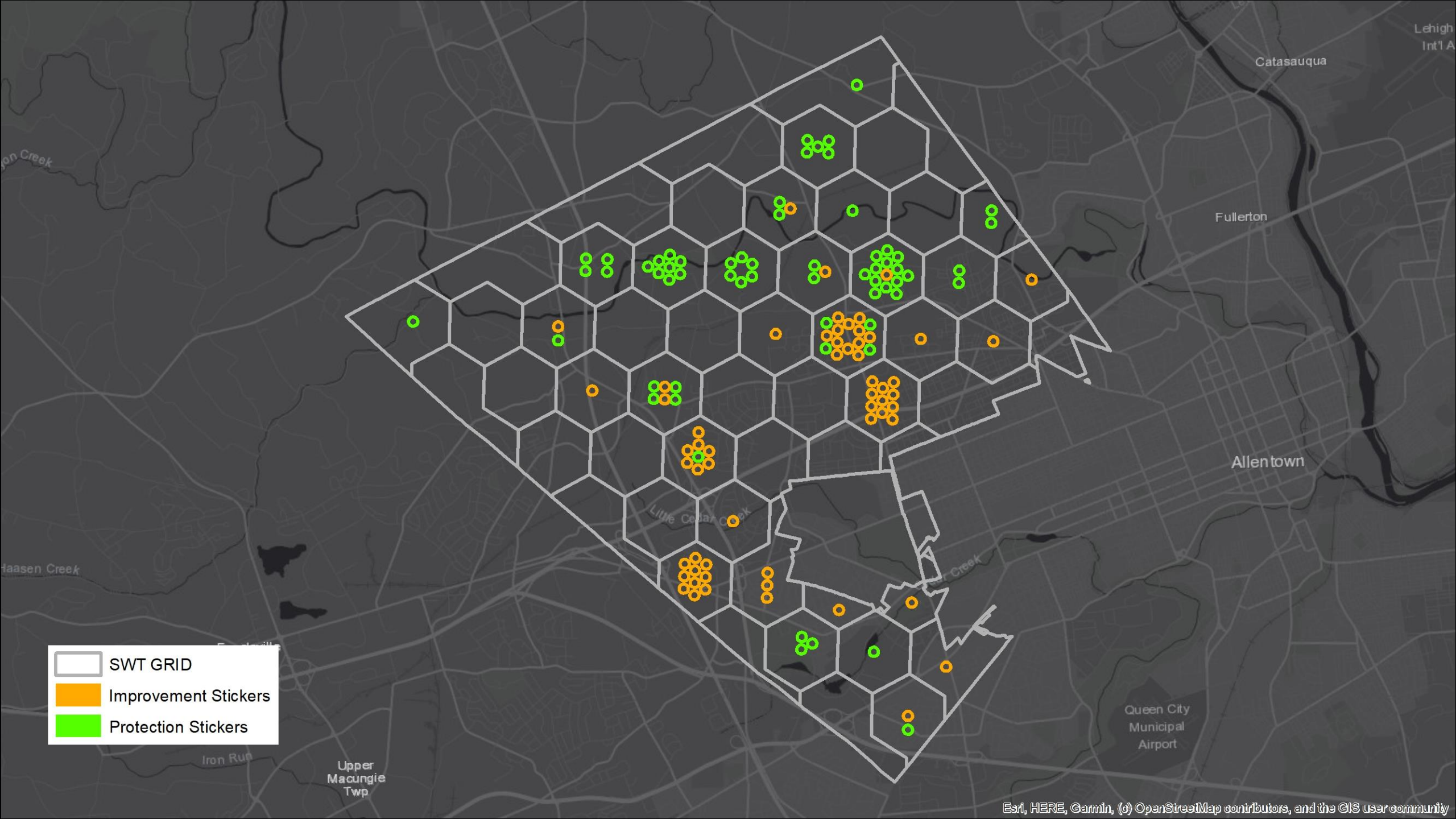
 SWT GRID



SWT GRID
Protection Stickers



SWT GRID
Improvement Stickers



- SWT GRID
- Improvement Stickers
- Protection Stickers

Phase II: Where should we grow?

June 10, 2020

“Where should we grow?” Exercises

POPULATION & EMPLOYMENT



Phase II: Where should we grow?

June 10, 2020

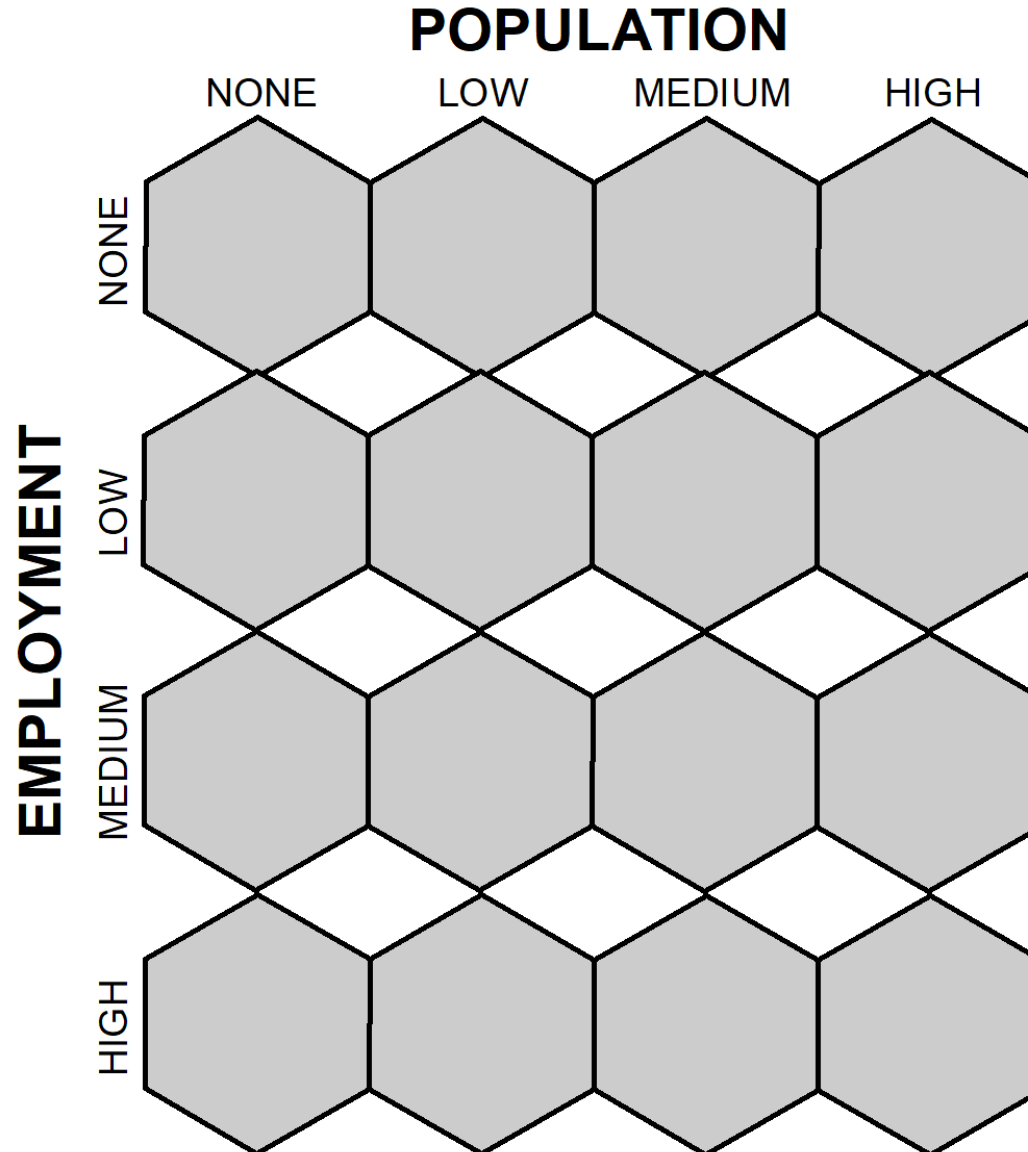
Categorized:

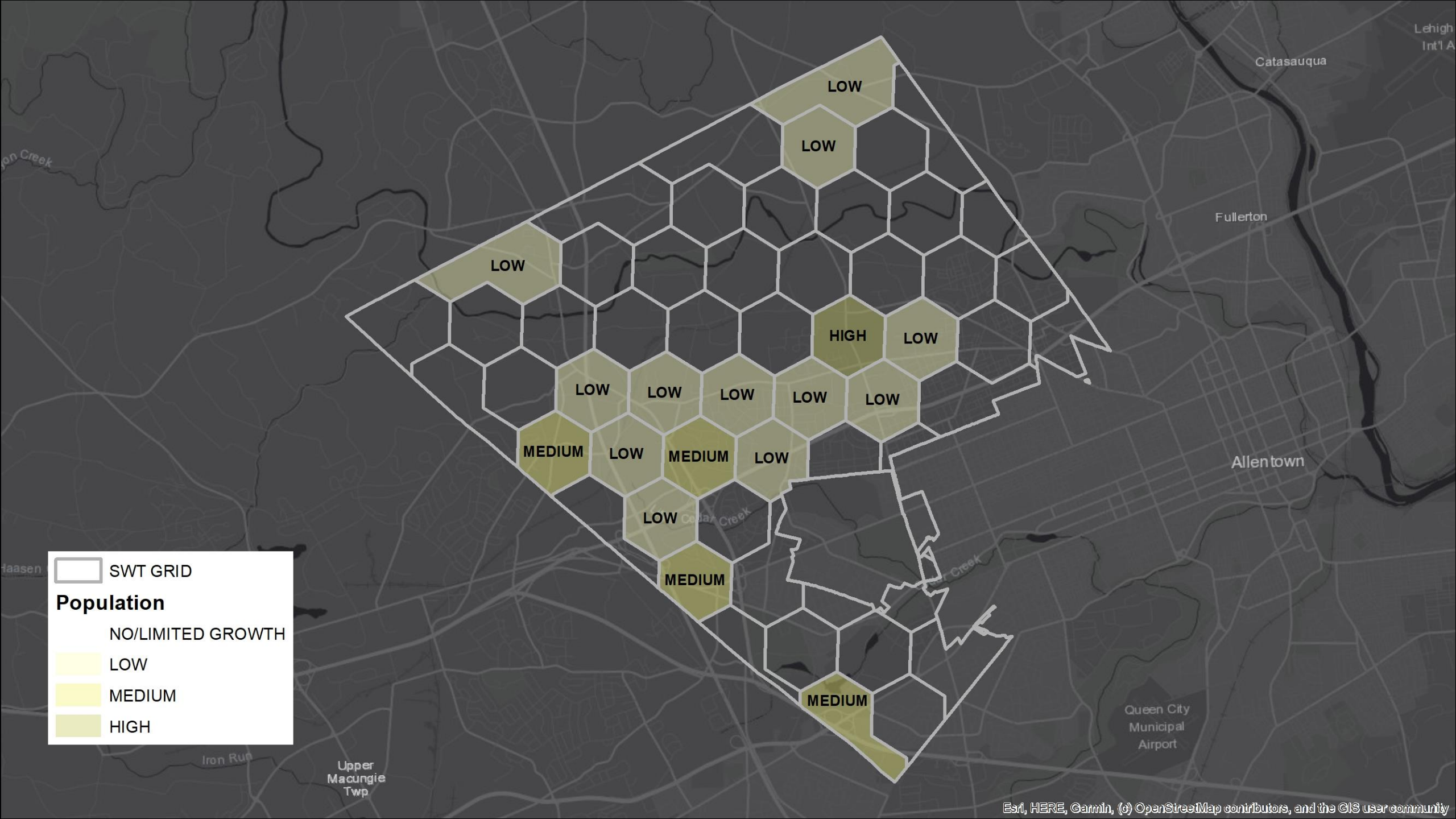
HIGH

MEDIUM

LOW

NONE

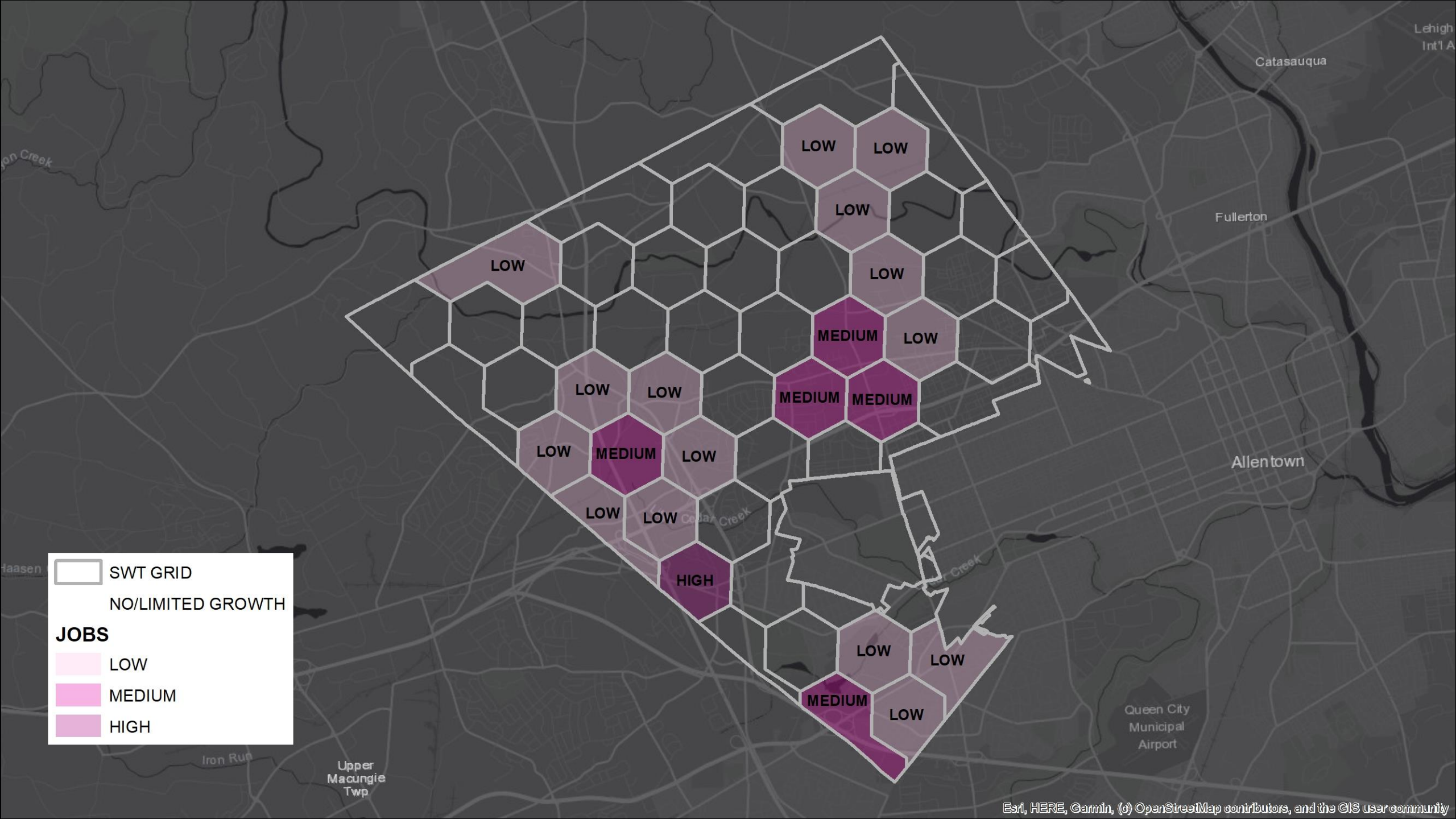




SWT GRID

Population

- NO/LIMITED GROWTH
- LOW
- MEDIUM
- HIGH



SWT GRID

NO/LIMITED GROWTH

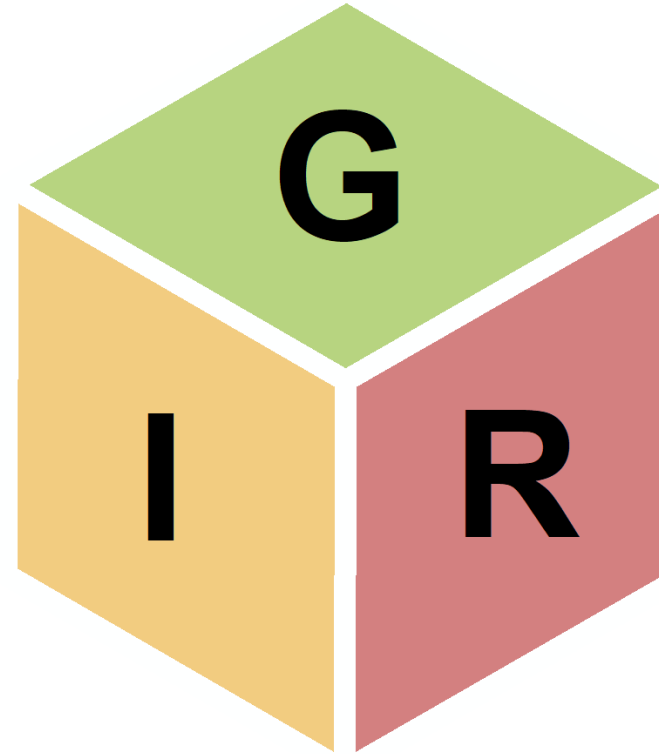
JOBS

- LOW
- MEDIUM
- HIGH

Phase II: Where should we grow?

June 10, 2020

Development Types



G = Greenfield

I = Infill

R = Redevelopment

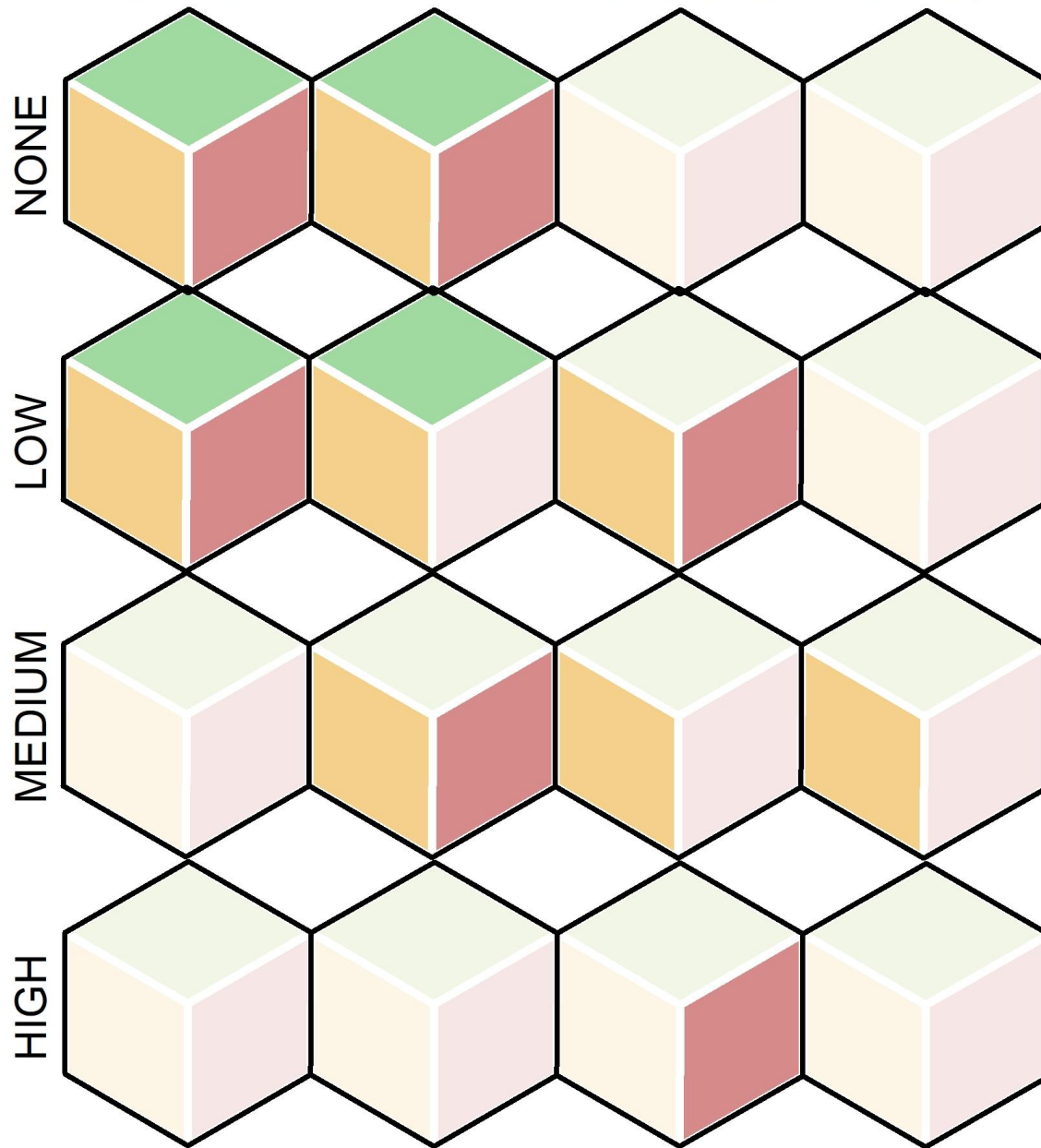
POPULATION

NONE

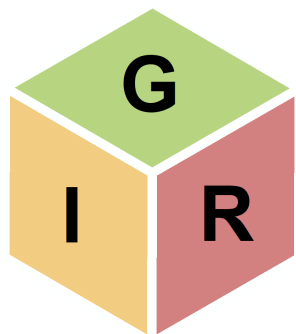
LOW

MEDIUM

HIGH



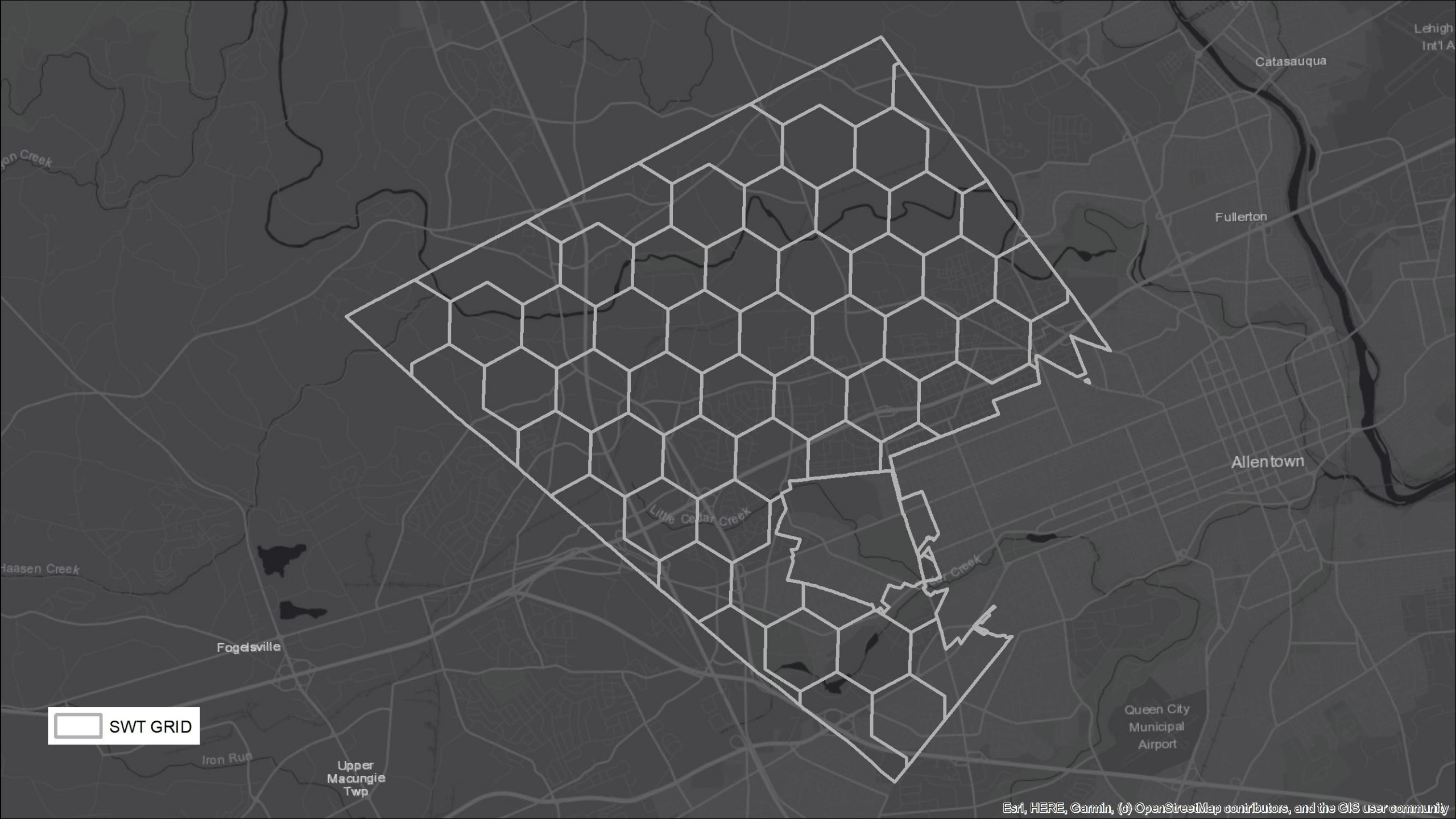
Combinations



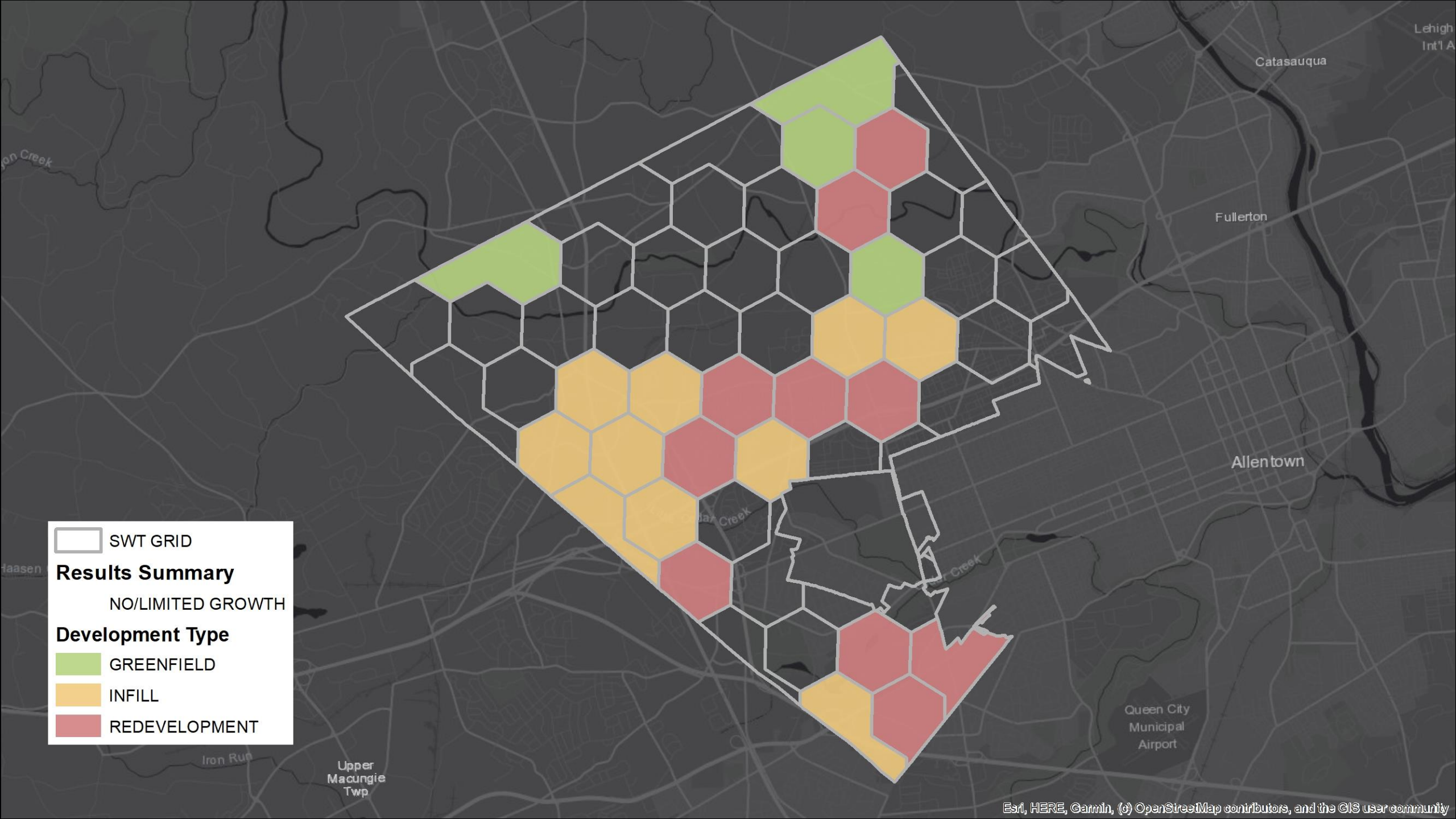
G = Greenfield
I = Infill
R = Redevelopment

HIGH
MEDIUM
LOW
NONE

18
"SCENARIOS"



SWT GRID







SWT GRID

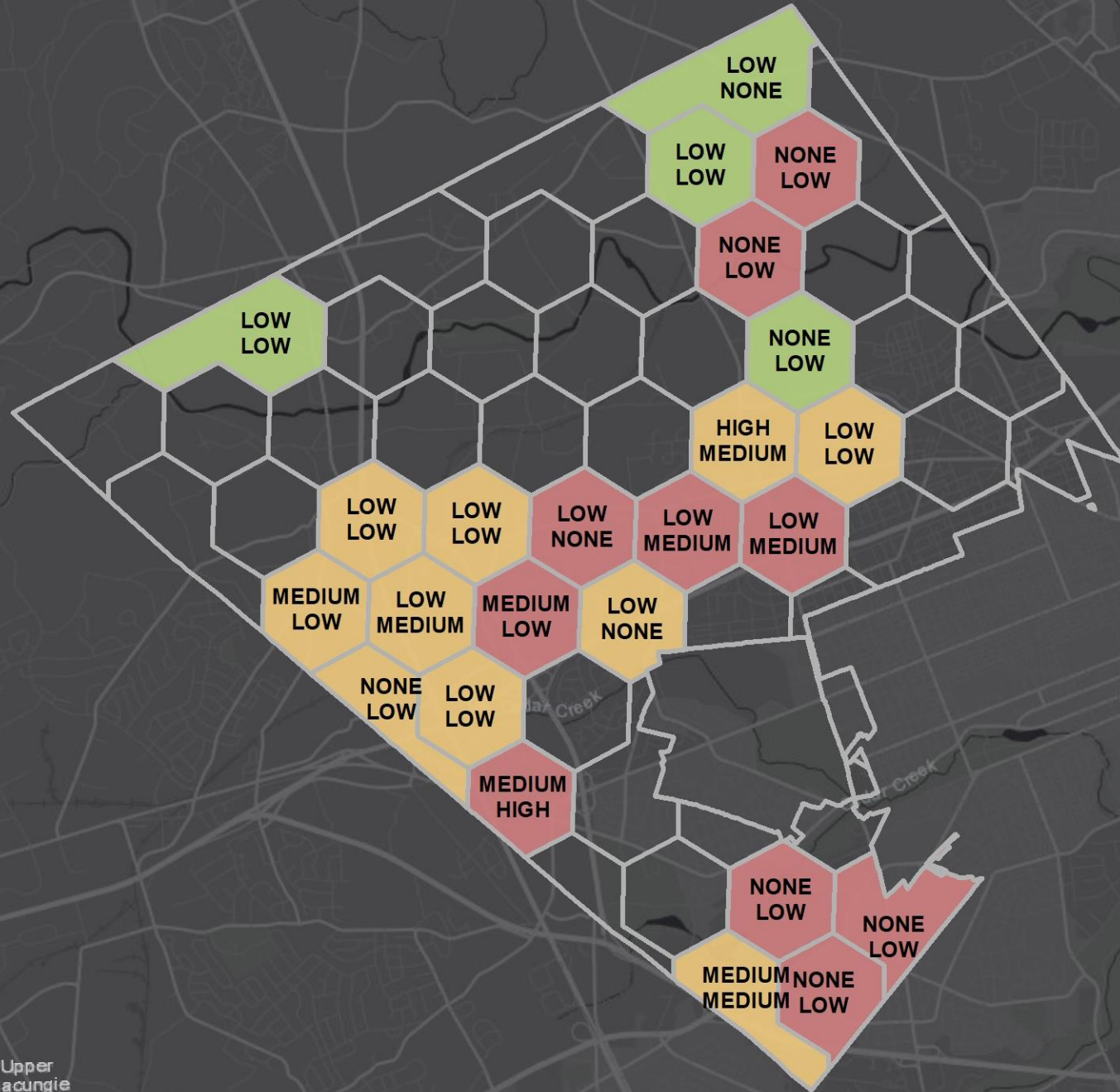
Results Summary

NO/LIMITED GROWTH

Development Type

- GREENFIELD
- INFILL
- REDEVELOPMENT

 SWT GRID
Results Summary
 NO/LIMITED GROWTH
Development Type
 GREENFIELD
 INFILL
 REDEVELOPMENT



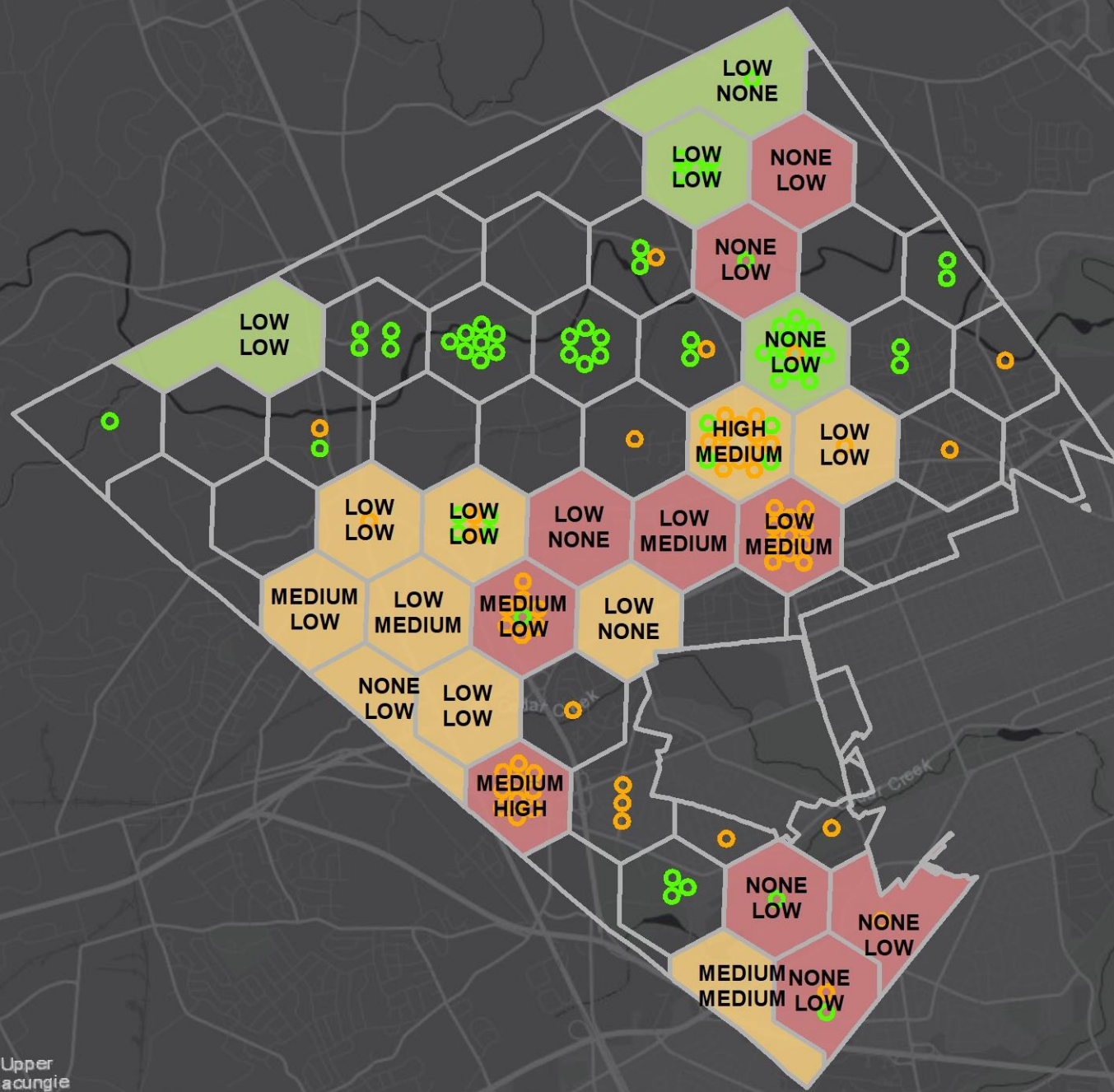
SWT GRID
 Improvement Stickers
 Protection Stickers

Results Summary

NO/LIMITED GROWTH

Development Type

GREENFIELD
 INFILL
 REDEVELOPMENT



Next Steps:

- Story Maps for Results of Phase II
- Opportunity for additional public comments

Phase III: How should we grow?

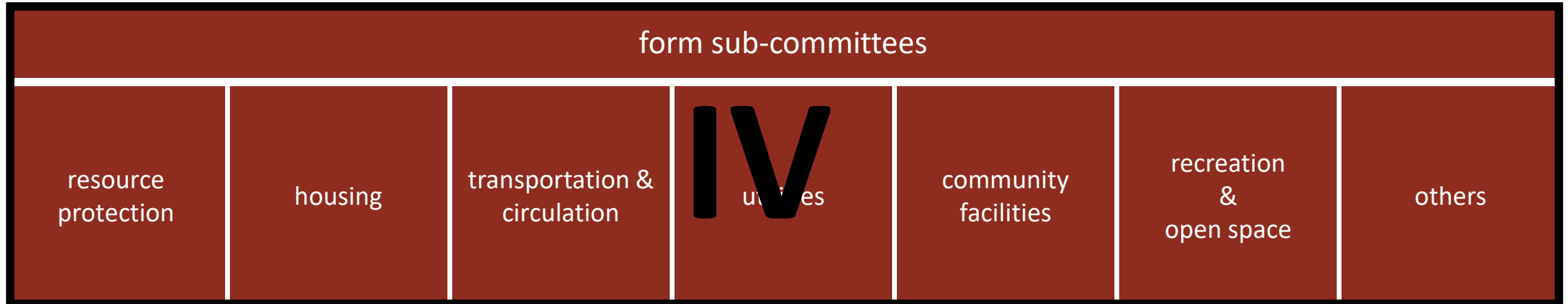
- Visual Preference Surveys
- Photo Submissions

June – September 2020



Phase IV Kick-Off Meeting

Sub-Committee/Subject Matter Expert Meetings

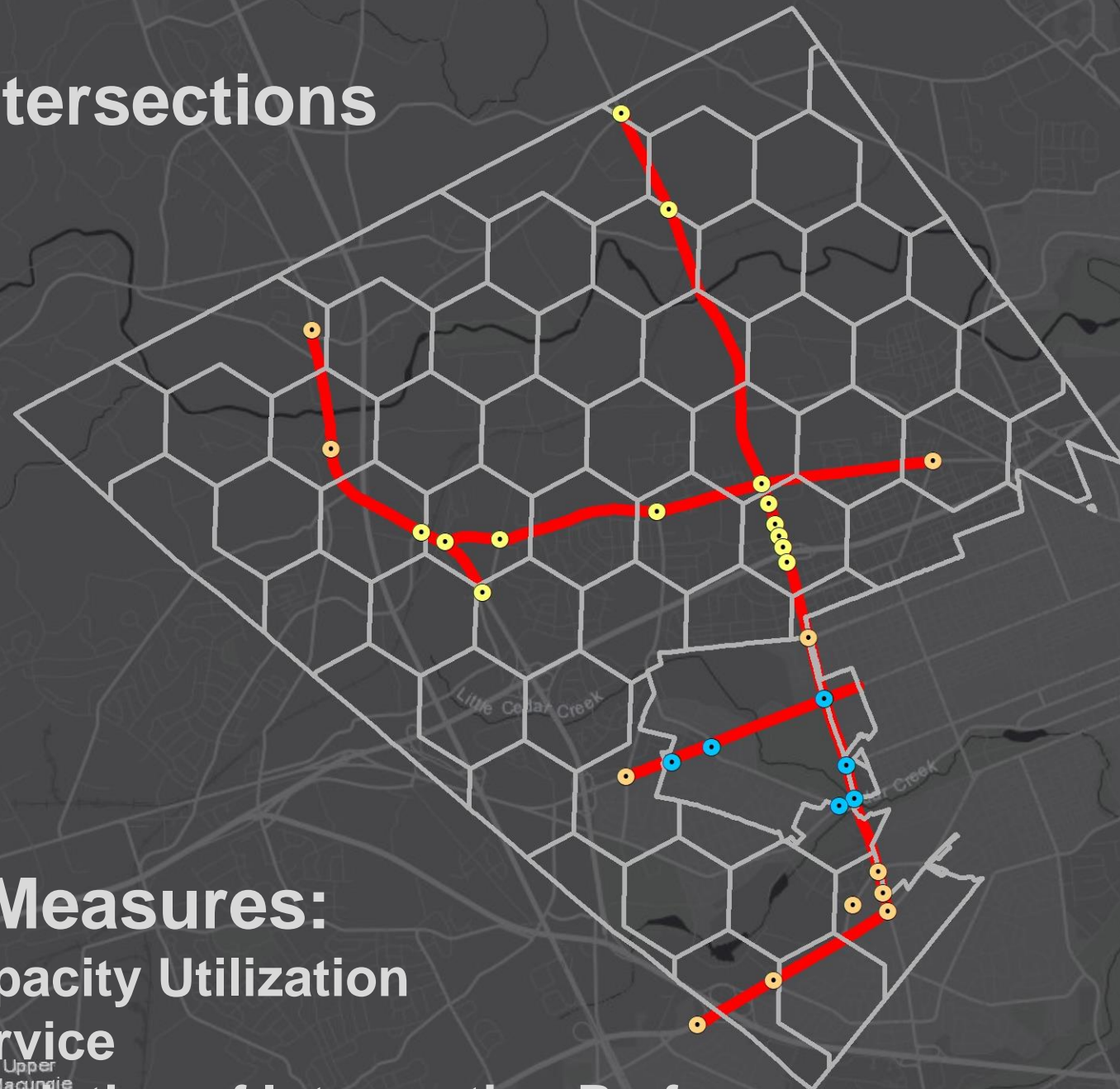


Traffic Engineer

Traffic Evaluations

Scott Pasterski, KCE

Traffic Model: Corridors & Intersections



Traffic Model Measures:

- Intersection Capacity Utilization
- ICU Level of Service
- Qualitative Description of Intersection Performance

Traffic Planning Handbook

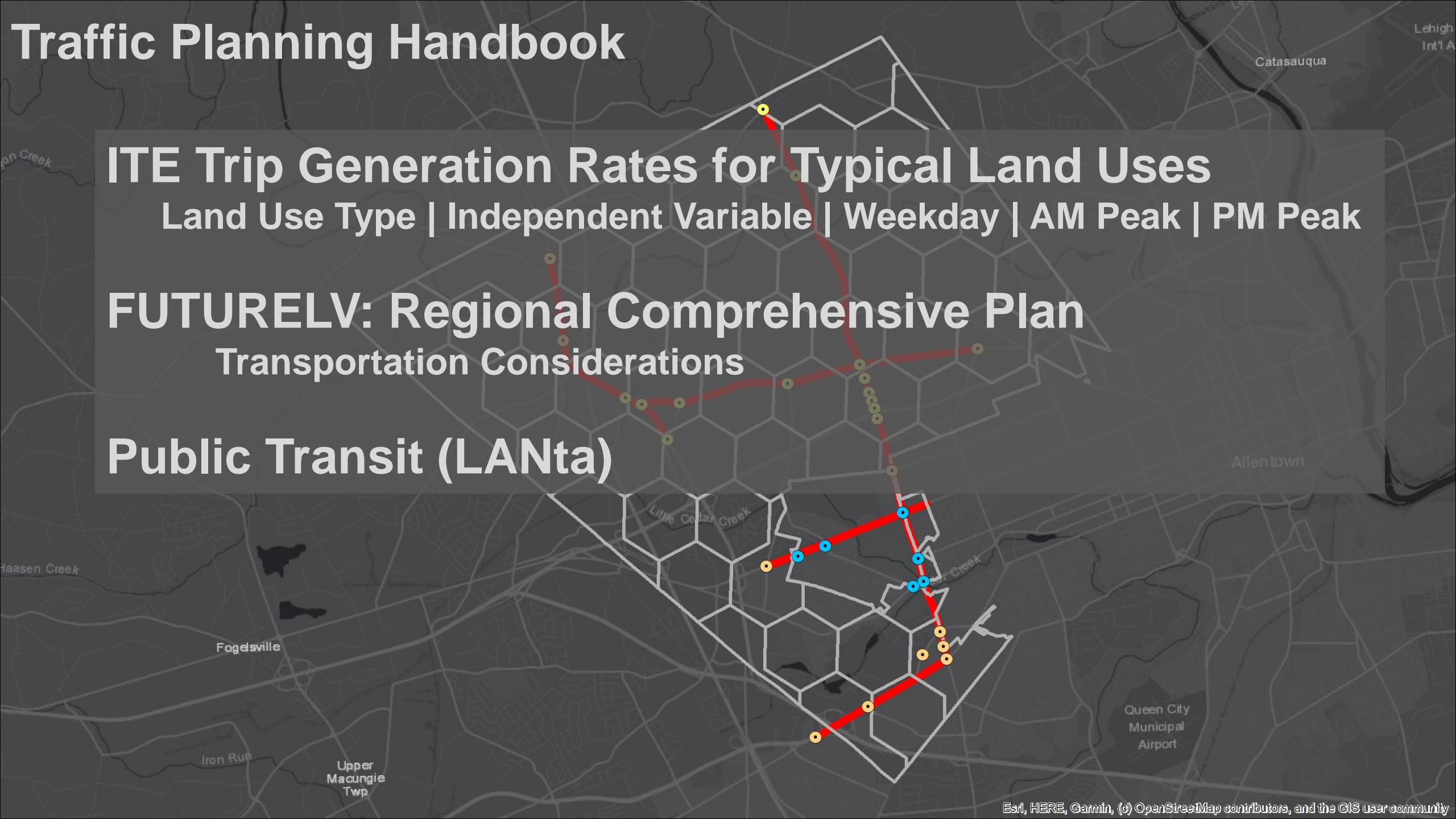
ITE Trip Generation Rates for Typical Land Uses

Land Use Type | Independent Variable | Weekday | AM Peak | PM Peak

FUTURELV: Regional Comprehensive Plan

Transportation Considerations

Public Transit (LANta)



Land Use Economist

Land-Use Impacts Post Covid-19: *Preparing the Comp Plan for Near- and Long-term Trends*

Todd Poole, 4ward Planning

Land-Use Impacts Post Covid-19:

Preparing the Comp Plan for Near- and Long-term Trends



ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES™

What We'll Cover

How are major land-uses, likely, to fundamentally change over the near- and long-term:

- Housing
- Retail
- Restaurants and Entertainment Venues
- Office
- Light Industrial
- Recreation

ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES™

PHILADELPHIA

PITTSBURGH

NEW YORK



Pre-pandemic Trends



Housing: The housing market had been quite robust over the past eight years, led by the development of multi-family rental in core urban areas and first ring suburbs.

- Recovery in prices for single-family homes
- Development of luxury apartments and townhomes
- An increase in rental versus owner-occupied units
- Studios, one- and two-bedroom units
- Housing near transit and in walking distance to amenities

Pre-pandemic Trends

Retail: Major sectors in retail (comparison category, specifically) were already struggling and many were on the precipice of bankruptcy.

- The oversupply correction was still underway
- “Clicks” challenged “Bricks”
- Boomer’s influence on shopping culture has been waning
- Younger Gen Xers and Millennials are experience oriented

Pre-pandemic Trends

Restaurants & Entertainment Venues: Since just before the Great Recession of 2007 to 2009, restaurants, bars and certain entertainment venues (dance clubs and bowling alleys) were the drivers of non-residential development and adaptive reuse activity in the U.S.



- “Eat your way to revitalization”
- Rise of the “Third Place”
- Discretionary income spending drove the movement

ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES™

PHILADELPHIA

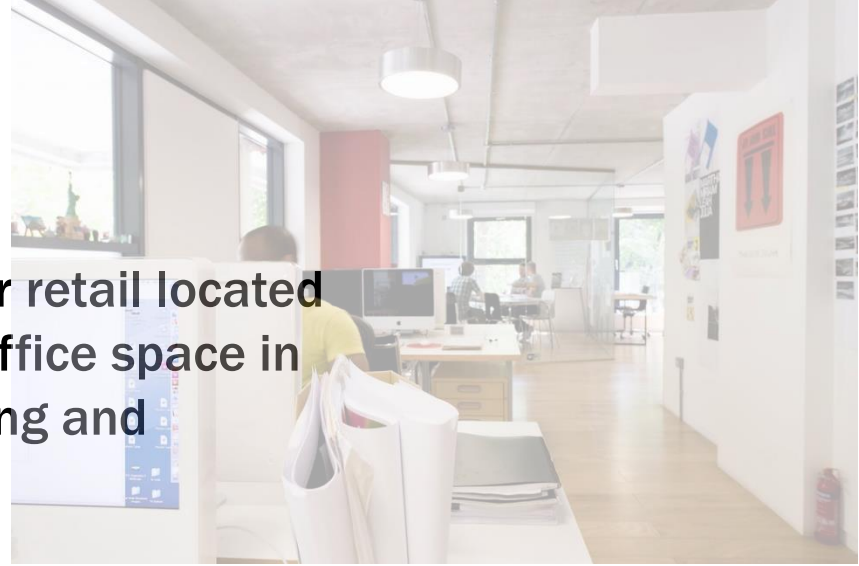
PITTSBURGH

NEW YORK



Pre-pandemic Trends

Office: Like much of the brick and mortar retail located in major shopping centers, demand for office space in suburban settings, specifically, was waning and vacancies markedly rising.



- Millennials “the talent” wants an urban work environment
- Technology and remote work has influenced softening demand
- More workers per 1,000 s.f. has meant less space needed
- Medical office space has exhibited dramatic growth due to the rise an expanded healthcare delivery system

Pre-pandemic Trends

Light Industrial: Perhaps the strongest performing real estate class over the past dozen years, due in large measure to the growing demands of e-commerce and one- to two-day delivery expectations.

- Amazon and Walmart have driven the demand
- Sites within 50- to 100-miles of major population centers
- Highly mechanized facilities have required less labor



Pre-pandemic Trends

Recreation: A consumer culture shift has been underway since the last recession and it continues to tilt, increasingly, towards the consumption of experiences and not things.



- Outdoor recreation has seen explosive growth
- Biking, hiking, birding and camping are increasingly popular
- Cultural and heritage tourism driven by Baby Boomers

LIKELY NEAR-TERM LAND-USE IMPACTS – NEXT 36 MONTHS



Next 36 Months



Housing: Demand and values within this land-use class will be uneven, based on location and housing type (renter- vs. owner-occupied; luxury vs. “affordable”).

- Market areas dominated by retail and restaurant employment will see depressed residential values
- Homes in first ring suburban communities are likely to see rising values
- Bank foreclosures will rise, but may not be as severe as 2007-2009 recession
- Reduced demand for studios and one-bedrooms rentals

Next 36 Months

Retail: Marginally performing retailers will shutter permanently and those which are more financially sound will reduce their physical footprint.

- Anchor retailers such as J.C. Penney's, Nordstrom's, Macy's and Sears have or are about to go dark
- Perhaps as much as 50 percent of the mom and pop retailers will permanently close their doors
- Uncertainty regarding long-term employment will reduce discretionary retail spending, further challenging the viability of brick and mortar retail
- Tax appeal activity will dramatically rise for shopping center properties

ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES™

PHILADELPHIA

PITTSBURGH

NEW YORK



Next 36 Months

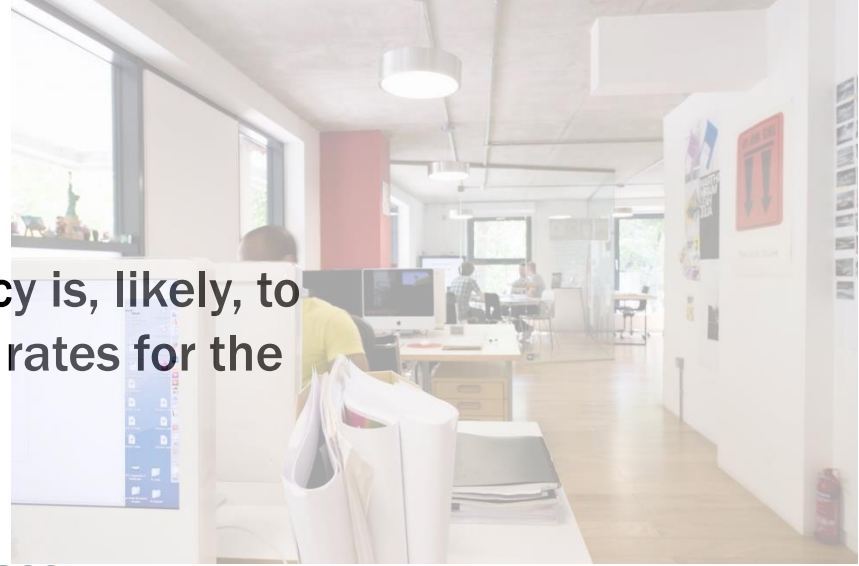
Restaurants & Entertainment Venues: Chain restaurants will experience dramatically reduced sales but are expected to weather the storm; small independent restaurants having little cash cushion will be decimated.

- Urban downtowns will feel the greatest pain
- Suburban shopping centers will see a dramatic rise in restaurant related vacancies
- Permanent closures for bowling alleys and cinemas will be dramatic and will impact suburban areas, in particular
- Dining establishments, which offer outside seating and/or are conducive to take out service, will fare better than establishments that lack these offerings



Next 36 Months

Office: Suburban and urban office vacancy is, likely, to rise dramatically and remain at elevated rates for the foreseeable future.



- The exception will be for medical office space
- Tax appeals for this asset class will rise
- Based on the location and type of office building, some developers will look to adaptively reuse the property for multi-family rental

Next 36 Months

Light Industrial: The performance of the consumer goods industry will have the greatest influence over this sector (inclusive of retail and auto sector).

- Lease demand for new space in the near-term will likely be weak
- However, applications for the development of new space will likely continue, if not increase, in anticipation of strong demand
- Owners of small office parks may seek zoning variances to redevelop these sites as light industrial parks



Next 36 Months

Recreation: As Covid-19 and related employment uncertainties persists, and consumers pull back on discretionary retail spending, demand for free and low-cost outdoor recreational activities will markedly increase.



- Municipal, county and state park recreational facilities will see a spike in users
- Purveyors of outdoor sports and exercise equipment will also experience a spike in demand

LIKELY LONG-TERM LAND-USE IMPACTS – BEYOND 36 MONTHS



Beyond 36 Months



Housing: Demand for two- and four-family housing units, and rental units containing three- and four-bedrooms, will likely rise.

- First ring suburban communities which offer urban style amenities (coffee shops, restaurants, personal service and boutique retail businesses in walking distance to clusters of housing) will see strong demand
- A range of affordable (read: “Missing Middle”) housing types will be well received in urban and suburban areas
- Local zoning will need to recognize the increased shift of work-from-home arrangements

Beyond 36 Months

Retail: Well capitalized and savvy developers and entrepreneurs will acquire shuttered or underperforming shopping center sites and retail buildings for redevelopment.

- Property owners will petition planning boards for overlay and form-based code zoning, to permit market receptive redevelopment of economically obsolescent retail sites
- Some former retail anchors will become fulfillment centers for on-line retail purchases
- Developers will look to create mixed-use residential development on former community shopping center sites, preserving key retail businesses such as grocery and liquor stores

ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES™

PHILADELPHIA

PITTSBURGH

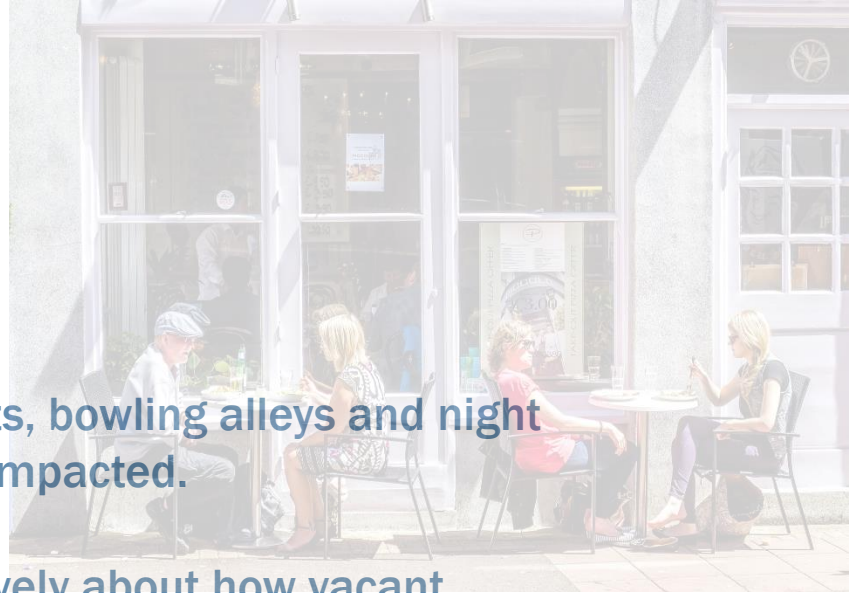
NEW YORK



Beyond 36 Months

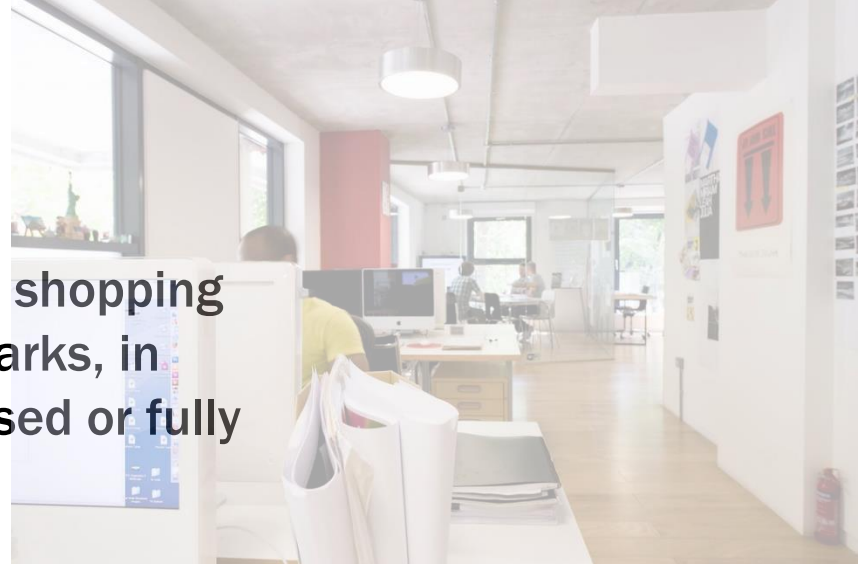
Restaurants & Entertainment Venues:

- There will be fewer independent restaurants, bowling alleys and night clubs, with urban areas most significantly impacted.
- Land-use planners will need to think creatively about how vacant restaurant and entertainment venue spaces will be adaptively reused
- “Pop-Up” restaurant activity, similar to “Pop-Up” retail, may come into vogue, where former chefs and restaurateurs offer a periodic dining experience in one or more shuttered dining establishments



Beyond 36 Months

Office: Like many regional mall and local shopping center sites, office buildings and office parks, in particular, will need to be adaptively re-used or fully redeveloped.

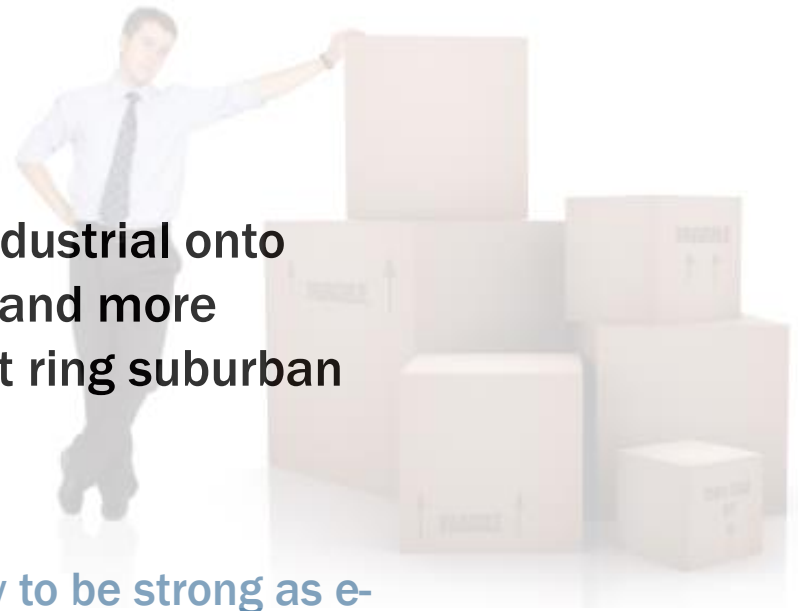


- Adaptive re-use activities (mostly converting from office to residential) will continue to be an attractive alternative for property owners
- Wholesale redevelopment of office sites and parks will occur, where a smaller footprint of professional and medical office space will remain

Beyond 36 Months

Light Industrial: The expansion of light industrial onto former office building sites will increase and more warehousing space will be located in first ring suburban communities.

- Development and leasing demand is likely to be strong as e-commerce related activity increases
- Communities within close proximity to two or more interstates will see the greatest demand for light industrial development and leasing
- Vacant shopping center sites will be eyed for storage and distribution space



Beyond 36 Months

Recreation: The increase in public space patronage during the first three-years is likely to remain for the foreseeable future

- Municipal, county and state park recreational facilities will, likely, remain in popular demand and require larger operating and maintenance budgets
- New forms of outdoor recreation and entertainment that can be accommodated in municipal and county open spaces will emerge – creating opportunity for public-private partnerships



Takeaways for South Whitehall Twp.



Takeaways

Housing

- Zoning for “Missing Middle” housing typology should be anticipated
- Zone to facilitate live/work housing arrangements
- Consider permitting accessory dwelling units

Takeaways

Retail

- Create overlay zoning for economically obsolescent shopping center sites
- Revisit use restrictions within existing retail zoning districts
- Identify the retail locations that would best be suited for either light industrial conversion or mixed-use residential conversion

Takeaways

Restaurants & Entertainment Venues

- Allow for more outside seating in the near-term and revisit this zoning change 36 months out
- Permit commercial kitchen operations for shuttered restaurants
- Permit and encourage pop-up drive ins in the parking lots of large vacant shopping plazas

Takeaways

Office

- Identify office park sites which are best suited to be converted to light industrial or mixed-use residential (including institutional residential, such as assisted living and skilled nursing facilities).
- Create a streamlined variance process in advance of a wholesale zoning change.

Takeaways

Light Industrial

- Identify economically obsolescent shopping center properties as potential adaptive reuse or redevelopment sites for light industrial purposes
- Review existing parking requirements for light industrial zoning areas, as these businesses require far less labor than in years past

Takeaways

Recreation

- **As more households hold back on consumer spending, they will seek relatively low-cost recreational activities, such as local and regional parks and trails. This will offer opportunities for revenue generation (and public/private partnerships) in support of park maintenance and capital improvements**
- **Municipally sponsored outdoor ice rinks, rock climbing walls and mountain bike trails will, likely, be well received.**



thank you

For more information, please contact:

Todd Poole

267.480.7133

tpoole@landuseimpacts.com

Is Your Land Use Strategy “*4ward Tested?*”TM