

# Richboro Village Master Plan

MARCH, 2018

**RICHBORO**



**NORTHAMPTON  
TOWNSHIP**







# **RICHBORO VILLAGE**

## **MASTER PLAN**

**March, 2018**

**Prepared by**

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# **RICHBORO VILLAGE MASTER PLAN** **NORTHAMPTON TOWNSHIP**

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# CHAPTER 1. INTRODUCTION

## Plan Purpose

The *Richboro Village Master Plan* is intended to serve as the guiding document for the future of Richboro. Past studies and initiatives have focused on aspects of the village or a greater regional setting, but no one plan has focused solely on revitalizing Richboro itself, taking into account its history, economic and transportation role, and setting in the natural environment. This plan ties together the key recommendations of previous initiatives and explores actions to be taken to strengthen the village's transportation system, physical appearance, and economic structure.

The *Richboro Village Master Plan* provides an inventory and analysis of land use, economic, and transportation data. The Master Plan focuses on the most pressing issues in Richboro as identified through the inventory and analysis, past studies and plans, conversations with Township officials and staff, and public outreach.

The plan's Vision, Principles, and strategies are built on the results of a Town Hall-style meeting, conducted in February of 2015. A market report and analysis, which details local economic and market conditions, supplements the plan and provides possible future avenues for economic development and revitalization.

The plan's recommendations are intended to address the underlying functional issues in the village and offer a way forward in creating a newly revitalized Richboro. The concepts and strategies shown, which are in accordance with the plan Vision and Principles, not only support the continuation of Richboro as the center of Northampton Township, but seek to transform the village into the great place it deserves to be.

## Study Area

The village of Richboro is located in the heart of Northampton Township, Bucks County. Richboro is centered at Richboro Road and Second Street Pike, which bisects the village in a north to south direction. The village and its commercial core are the "downtown" of Northampton Township and accordingly have a mixture of retail, service, institutional, and residential land uses. The village's concentration of retail and service uses extends along Second Street Pike (from Tanyard Road to Manor Drive), Bustleton Pike, and Almshouse Road/Newtown-Richboro Road. Richboro also serves as an important government and institutional center for the Township with municipal offices, police station, library, senior center, elementary and middle school, water and sewer authority, and magisterial district court all located within the village.

There is little left of the historic village of Richboro. Some early- to mid-20th-century residences have been redeveloped into commercial uses, especially along Second Street Pike south of Newtown-Richboro Road and along Bustleton Pike from Second Street Pike to Crossroads Plaza. A few historic buildings remain, but their historic value has been compromised by multiple renovations and expansions and road widening. What exists now are elements of the historic village with a largely dominant auto-oriented landscape.

The primary village study area, as depicted in Map 1, includes all parcels within the boundaries of the Village Overlay zoning district plus contributing adjacent areas.

## History

Richboro traces its history back to the Dutch and English immigrants who lived near the two crossroads communities known as Addisville and Leedomville. In its early years Richboro served as a resting place for travelers from Philadelphia, a meeting place for the volunteer militias during and after the Revolutionary war, and as a meeting place for rival political factions. Also important in its history is the role of religious institutions. The Addisville Reformed Church was built in 1752.

In 1790 Enoch Addis built what was then known as the White Bear Hotel (later known as the Spread Eagle Inn) at Almshouse Road and Second Street Pike. This community became known as Addisville. Farther down Second Street Pike at the intersection of Bustleton Pike was the Black Bear Inn owned and operated by the Leedom family. This community was known as Leedomville.

These communities were collectively called “Beartown” or “the Bears” and locals who frequented one of the inns or the other would either use Addisville or Leedomville when referring to the village. By 1830, population increases and development caused the communities to grow together enough that the need for a post office was apparent. At this time it was decided to choose one name for the village, Richboro. Sources indicate that the village was named after Richard Leedom, Richard Thomas (the first postmaster), or Dr. James Rich (a local physician).

Many changes have occurred since the founding of Richboro. During the 20th century, lower Bucks County developed into a mature community with fully-developed infrastructure and robust economy. As development pressures moved upland from the Delaware River and Philadelphia, Northampton Township began its rapid rise as an idyllic bedroom community, gaining 20,000 new residents from 1970 to 1990. More recently, development has significantly abated due to a lull in the national economy and housing market, as well as the success of local open space preservation programs.



# Richboro Village Master Plan Study Area Map 1



MOHAWK DR

BLUE FOX LN

TEMPERANCE LN

RENEE CR

AUCKLAND DR

# Richboro Village Master Plan Study Area Map 1

TITUS CT

ALMSHOUSE RD

RICHBORO RD

ERICKERING BND

CHESTNUT DR

RUCKER DR

TITUS AVE

EURSAL AVE

WICKERING BND

WELZABETH LN

SECOND STREET PIKE

TOWNSHIP RD

CEDAR DR

BIRCH AVE

DEBORAH RD

ELIZABETH LN

UPPER HOLLAND RD

BUSTLETON PIKE

TORRESDALE DR

QUENFIELD DR

TAN YARD RD

LONG STEEL LN

W WINDROSE DR

E WINDROSE DR

CYNTHIA DR

CARMELITA DR

WISNFOR DR

GREGORY PL

W GEORGIANA DR

CAROL LN

ANDREA DR



0 300 600 900 Feet







## Village Function

A village is generally viewed as a relatively small clustered settlement, often dominated by older homes and other structures. Frequently, the houses are closely spaced on small lots with dwellings set close to the road, establishing the village as an identifiable place. Lots are typically small or narrow and structures have a pre-20th century origin. Although villages contain historic structures, the existing development pattern and village elements are Richboro's most significant characteristics.

Villages in Bucks County can be grouped into three basic categories: hamlets, residential villages, and commercial villages. Hamlets are the smallest type of village, consisting of a few houses located near each other, and having no commercial uses or services. A residential village is the classic type of village: a settlement that is mostly residential but also contains community-related services such as a post office or church.

Richboro can be classified as a commercial village. A commercial village is the 20th century or "motorized" version of a previously residential village. It is a settlement that is originally residential in use, but is characterized by commercial uses or services that draw on a broader region for support (e.g., gas stations, antique and furniture stores, restaurants, inns, and taverns). Richboro's history is strongly tied to commercial establishments that began operating early in its history and to this day the village functions as a commercial node for the surrounding areas.

## Recent Initiatives

### Northampton Township Comprehensive Plan

An update of the Northampton Township Comprehensive Plan has been prepared by the Bucks County Planning Commission. A comprehensive plan is an official public document that provides a foundation for local planning by establishing policies to guide land use decisions in a community. This plan will help shape Northampton's future by guiding the formulation of zoning and land use ordinances and addressing housing location and densities, economic development, transportation improvements, the protection of natural and historic resources, the acquisition of open space and the provision of community resources.

### **Holland Village Master Plan**

The *Holland Village Master Plan* is intended to serve as the guiding document for the future of Holland village. This plan ties together the key recommendations of previous initiatives and explores actions to be taken to strengthen the village's transportation system, physical appearance, and economic structure.

This plan presents concept plans, implementing techniques, and improvements as they apply to identified planning areas and addresses the challenges of Holland's land use and transportation environment through recommended design and planning strategies. A market study and survey results included in the Holland Village Master Plan offer a way forward in mapping out a path toward economic revitalization. Accordingly, the plan also recommends a number of planning and improvement strategies aimed at improving the economic environment.

The plan concludes with a series of maps that illustrate strategies and concept plans that form an actionable plan for improving Holland's transportation, land use, and business environment. Each map focuses on a designated Planning Area as described in the previous chapters by showing concepts, resources, and potential improvements. The maps and images are meant to provide concrete examples but also provide inspiration for more detailed small-scale projects that are in keeping with the plan's principles. The *Holland Village Master Plan* was adopted in August, 2014.

### **Richboro Street Light Implementation Plan**

This plan proposes pedestrian-scale light posts and fixtures along the main corridors of Richboro. Shown on Map 6. Road Network Improvements in Chapter 4. Transportation, proposed locations of street lights are indicated along both sides of Second Street Pike, Bustleton Pike, and Newtown-Richboro Road.

### **Village Banner Installation**

In 2014, Northampton Township installed decorative banners on utility poles in the villages of Holland, Richboro, and Churchville. The banners show the township seal, the village name, and the township name.

### **LERTA**

The Local Economic Redevelopment Tax Assistance Program (LERTA) program permits taxing authorities (municipalities, counties and school districts) to exempt new construction and improvements to nonresidential properties from increased real estate taxes in selected areas of a community to encourage economic development. The tax exemption may be based on the actual improvement cost or a uniform maximum cost as determined by the municipal governing

body for a period of not more than 10 years. Ordinance No. 571 was adopted to implement a LERTA program in the I-1 zoning district along Jacksonville Road, in the Village Overlay Districts in Richboro and Holland, and the Spring Mill Manor properties in accordance with the Local Economic Redevelopment Tax Assistance Act. Both Council Rock School District and Bucks County followed with resolutions to implement the program in the designated areas.

### **Village Overlay District Design Guidelines**

*Design Guidelines for Northampton Township Village Overlay District* was developed to extend the reach of the Holland and Richboro Village master plans by outlining design considerations and standards for development and renovations within Holland and Richboro.

The guidelines have been adopted as an amendment to the township's subdivision and land development ordinance and serve as a reference document for future development within the Village Overlay District, helping potential developers understand the community's design intentions and placing design considerations at the front end of the project review process. They also highlight the importance of patterns of symmetry, form, and other important design details, while addressing diverse elements such as sign placement, lighting, parking, and pedestrian orientation. Implementation of the guidelines should produce a cohesive, aesthetically pleasing development theme that will provide an attractive business environment that exemplifies the traditional character of the community for both customers and residents.

### **Bucks County Comprehensive Plan (2011)**

The *Bucks County Comprehensive Plan* (2011) seeks to coordinate and assist the county's municipalities, agencies, and general public in the planning, development, and management of Bucks County's natural and built environment. The plan places a strong emphasis on sustainability and smart growth development strategies.

The Future Land Use Plan Map provides a framework for Smart Growth planning in Bucks County. Smart Growth is a land use planning strategy which seeks to focus development on existing developed areas, preserve open space and natural resources, and link transportation and land use planning efforts. This map is meant to assist in the coordination and implementation of local and regional planning efforts.

Richboro is shown on the Future Land Use Plan Map as a Secondary Town Center. Secondary Town Centers are similar to Town Centers, but do not have the full range of public services, infrastructure, or the mix of uses found in Town Centers. While most Secondary Town Centers contain (or once contained) elements of traditional towns (e.g., walkable neighborhoods and

downtowns), over the years commercial areas have been developed into land uses that are much more auto-oriented, such as gas stations, fast-food restaurants, or strip shopping centers. Secondary Town Centers include boroughs not identified as Town Centers and other nodes of commercial activity.

Secondary Town Centers are oriented primarily to automobile circulation. Pedestrian access to and within commercial areas is sporadic, with areas of incomplete sidewalks or unsafe pedestrian conditions. Public services are found in the area but are at a smaller scale and are more likely to be local branches of institutional uses (e.g., post offices or libraries).

Secondary Town Centers are expected to continue to function as focal points for the areas that surround them and for future revitalization in accordance with Smart Growth principles. Development techniques, such as Transit Oriented Development and Traditional Neighborhood Developments, will be especially important in the Secondary Town Center areas.

## CHAPTER 2. A VISION FOR THE FUTURE

### What Makes a Place Great?

Richboro Village is widely regarded as the economic and political center of Northampton Township. The village sits at a major crossroads in the township, contains township offices and critical government services, is home to community centers, clubs, and places of worship, and boasts over 200 businesses. But is Richboro a “great place?”

What makes a place great? What is it about prosperous traditional communities, such as Doylestown, Newtown, or New Hope, that makes them so attractive and successful? What can Richboro do to become a more complete and thriving economic, cultural, and social center?

Most great places start with their most important asset: the people who live there. Great places require residents with the vision and commitment to make their communities into better, more livable places. None of the great places of Bucks County, or even the world, would exist were it not for the people who loved their community implicitly, but also understood its capacity to be so much more.

### Public Participation

The *Richboro Village Master Plan* begins by establishing a vision of what Richboro could look like in the future and what will make it a great place to live, work, and do business. Planning efforts must capture the imagination of the public to gain the necessary support to get things done. Two public participation components, a Town Hall meeting and Vision Statement and Plan Principles, were used to determine how to shape the future of Richboro. Continued public engagement will be critical components to the plan’s future success.

### Town Hall Meeting

A “Town Hall Meeting” was held on February 12, 2015 to discuss key issues affecting the village to help understand residents’ concerns and their desires for the future. Two data collection activities occurred at this meeting: a development preference exercise and resident survey. Appendix A contains a full report of the survey results.



## Development Preference Exercise

Attendees were asked to give their opinions on development preferences by placing a sticker on a display board on attributes they thought were most suitable to Richboro's character. The results of this exercise are as follows:

- Display Board 1 asked what types of nonresidential development should be strongly encouraged in Richboro. Attendees chose "Culture and Entertainment" (39 responses), "Locally-Owned Stores" (35 responses), "Restaurants" (25 responses), and "Mixed Use Developments" (18 responses).
- Display Board 2 asked what present or potential attributes residents thought are most important for Richboro. Leading responses included "Walkability" (37 responses), "Entertainment and Tourism" (24 responses), "Streetscape" (17 responses), "Historic Character" (16 responses), and "Retail Destination" (13 Responses).
- Display Board 3 asked what should be done to improve the business environment in Richboro. Popular responses to this question included "Streetscape Improvements" (33 responses), "Enhance Pedestrian Circulation" (32 responses), "Create a Town Commons" (21 responses), and "Encourage Business Diversity" (17 responses).

## Survey Summary

Attendees were also asked to fill out a brief survey to gather the opinions and comments of residents and interested parties on the future of Richboro. The following is a summary of the survey's results.

- 54 people returned surveys from the Town Hall Meeting. Only 4 persons identified themselves as business owners and no respondents identified themselves as a township official.
- "Mixed-Use Walkable Community" best described people's vision for Richboro's future community character with 23 responses. This was followed by "Small Town Character," which had 14 responses. "Retail/Recreation Destination" received 4 responses, "Retail Destination" had 3, and "Status Quo" had none. "Other" received 1 response.
- In response to what people think must be done to promote greater collaboration and cooperation for businesses, residents, and township officials, people think it is most important to establish a common goal or vision (40 responses). This is followed by appointing liaisons for communicating between groups (25 responses) and fostering volunteerism (18 response). "Other" received 8 responses.
- Respondents ranked the most desired businesses in the village. Businesses with the most responses include "Restaurants," "Entertainment/Cultural Attraction," "Boutique Shopping," and "Neighborhood Retail." Businesses with the highest average rankings include "Restaurant," "Boutique Shopping," and "Entertainment/Cultural Attraction."

- Most respondents think that more pedestrian connections within the village are needed (89 percent).
- Most respondents also think that better connections between the village and amenities in the surrounding areas are needed (73 percent).
- “Beautify Street,” “Enhance Pedestrian Circulation,” and “Special Events” are the top answers when asked what the five most important things the township could do to help generate economic development and revitalization in Richboro. The answers with the highest average ranking by participants include “Enhance Pedestrian Circulation,” “Increase Police Presence,” “Bike Paths/Bike Racks,” “Beautify Street,” and “Adjust Village Zoning.”

Survey respondents demonstrated an understanding of the qualities needed in Richboro to make it a great place. Attendees showed a clear preference for a mixed-use, walkable community that functions as a center of activity. Walkability, street improvements, entertainment and cultural opportunities, new stores and restaurants, and periodic special events are important aspects of the future vision of Richboro. These results also illuminate the underlying truth that in order for Richboro to be successful, people must be given a good reason to visit the village.

## Vision and Principles

The goal of the visioning process is to set direction and to create an inspirational image for the future. A Vision Statement exemplifies what Richboro could look like in the future and what will make it a great place. Plan Principles make clear the priorities of the Master Plan, serve to guide future decisions, and exemplify best planning practices for revitalization. They form the basis for the actions of the plan and, when implemented, ensure the plan is carried out in a manner that is consistent with the vision for the Village of Richboro.

The Vision Statement and Principles that follow were developed as an outgrowth of discussions with Northampton Township officials and the results of the Richboro Village Town Hall Survey and Town Hall Meeting land-use preference exercise.

## Richboro Village Vision Statement

*Richboro Village is a great place to live, work, and do business. It is the heart of Northampton Township, bringing together residents, local businesses, and community services. Conveniently accessible and pleasantly walkable, Richboro boasts a vibrant mix of entertainment options, restaurants, shops, residences, and offices and serves as the cultural and social center of the community.*

## Principles

1. **Make It a Place**—Placemaking brings together good design and sound planning to create active and livable public spaces. Richboro Village should be an idea firmly set in the mind of the public, full of entertainment options, restaurants, and cultural events. Public improvements should encourage people to take advantage of retail and service destinations. Residential and commercial uses should be mixed to promote alternatives to driving and create a more diverse community identity and commercial base. Finally, Richboro Village should ensure that the past is honored and recognized, through the preservation and enhancement of older buildings and historic locations.
2. **Improve Mobility, Safety, and Access**—Mobility is the efficient movement of people and goods. Access is the ability to get to a chosen destination. Roadway improvements should be designed for all users, including pedestrians and bicyclists. Efforts should be made to provide pedestrian connections to each distinct area of the village and a safe pedestrian environment should be included in all plans for the village.
3. **Develop the Economy**—Developing a unique identity with a targeted mix of walkable retail will enable the Village of Richboro to distinguish itself from surrounding areas and capture the larger regional market. Richboro’s history, recreational resources, and business environment should be enhanced, promoted, and celebrated to complement economic development efforts. Township officials should continue to support small businesses with local ties and maintain strong relationships with the business community.

Following the descriptions and analyses of the present-day land use, transportation, and economic character of Richboro (Chapters 3–5) this plan provides a path forward in realizing the vision of the plan. Chapter 6. A Master Plan for Richboro details concepts and strategies that are in accordance with the plan Vision and Principles, which not only support the continuation of Richboro as the center of Northampton Township, but serve to transform the village into the great place it deserves to be.

# CHAPTER 3. PRESENT-DAY RICHBORO: CONDITIONS AND CHARACTER

A full description of Richboro’s physical conditions, circulation system, and economic character are important to understand which strategies and policy options will be most effective in revitalizing the village. The following chapter details the present-day conditions of Richboro, including its land use, natural and historic resources, physical conditions, transportation and circulation system, and economic and business environment.

## Land Use

Land use is the purpose for which land or buildings are used. Table 1 provides land use acreages within the Richboro village study area in 2016 and Figure 2 shows 2016 parcel-by-parcel land use.

**Table 1. Richboro Land Use**

Land Use	Acreage	Percentage
Single-Family Residential	2.3	0.9%
Multifamily Residential	3.3	1.3%
Government and Institutional	133.6	53.9%
Park, Recreation, and Open Space	6.1	2.5%
Commercial	94.4	38.1%
Transportation and Utilities	6.4	2.6%
Vacant	1.7	0.7%
<b>Total</b>	<b>259.0</b>	<b>100.0%</b>

Government and institutional land uses make up the largest category of land use within the Richboro Village Study Area, comprising 133.6 acres or 54 percent. Containing 77.2 acres the two schools, Richboro Middle School (37.3 acres) and the Richboro Elementary School (39.9 acres), make up more than half of the land use within this category.

The Richboro Elementary and Middle Schools Council Rock School District are located on Upper Holland Road east of its intersection with Bustleton Pike. The Richboro Elementary school, located on the north side of Upper Holland Road was built in 1989 and is composed of 62,158 square feet on 41 acres. The Richboro Middle School, located on the south side of Holland Road, was built in 1963 and is composed of 88,824 square feet on 39 acres. Both schools also have athletic fields.

The Council Rock School District has undergone a capital planning process to identify improvements to be made at its facilities. As a result of this process the Richboro Middle School is under consideration for possible closure in 2019. According to the presentation given to the School Board by the district's administration in September 2014 a sale of this property is not recommended yet. The plan indicates that the school would be repurposed.

The Township's administrative offices and other municipal services situated on Township Road between Newtown-Richboro Road and Upper Holland Road include a total of 16.6 acres. Individual uses included in this area include the Township administrative offices, the police station, public works department, the Tri-Hampton Rescue Squad, and the Northampton Township Volunteer Fire Company Station 3. Other institutional uses include places of worship comprising 10.6 acres, cemeteries nearly 8 acres, the Northampton Free Library 6.4 acres, and the Council Rock Senior Center 13.1 acres.

The next largest land use category includes commercial land uses with 94.4 acres or 38.1 percent. Commercial land uses are the dominant land use along Almshouse Road/Newtown-Richboro, Second Street Pike, and Bustleton Pike. The Crossroads Plaza shopping center (14.5 acres) at the southern extent of the study area is located between Second Street Pike and Bustleton Pike is the largest commercially-used property within the study area. At the northern end of the study area are the Schoolhouse Center (7.8 acres) and the Richboro Plaza (8.9 acres) shopping centers which are located adjacent to each other along Second Street Pike north of Almshouse Road/Newtown-Richboro Road. At the western end of the study area, along Almshouse Road, is Mallard Creek Village. This development contains a mix of office, retail, and restaurant uses on 6.2 acres.

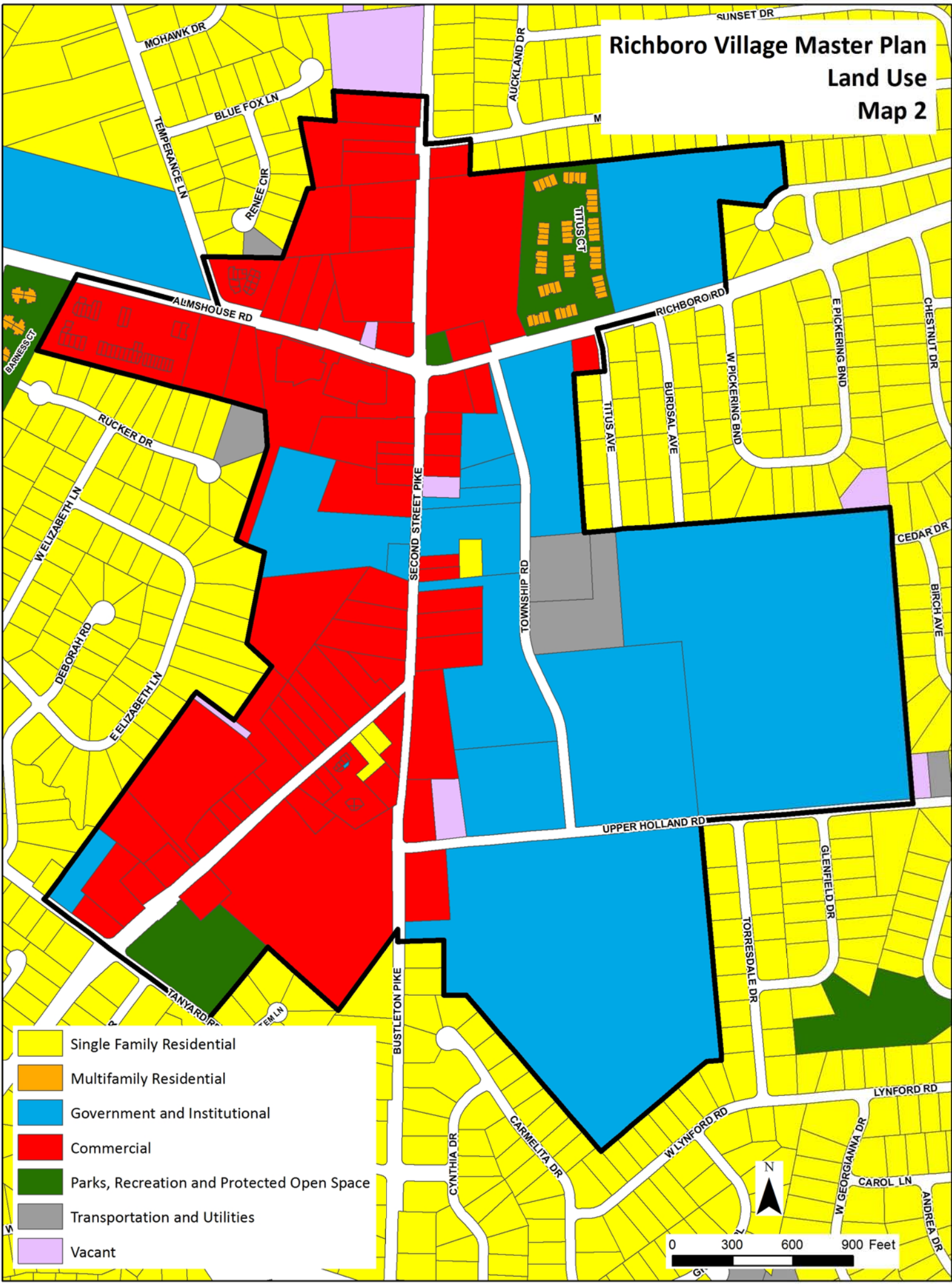
Also included within the commercial land use category is the Addisville Commons development. This site is located at the northwestern corner of Second Street Pike and Bustleton Pike and is composed of 10.7 acres and is the largest vacant parcel within the study area. In June 2014 the township and property owner entered into a stipulation agreement that would end litigation associated with the redevelopment. Land uses within the development include retail, bank, medical offices, a gas station, and restaurants.

The Richboro Swim Club, which is classified as commercial, is a 5.9-acre private swim club, located along 2<sup>nd</sup> Street Pike. The facility features a heated pool, spray pool, competition/dive pool, waterslides, playgrounds, play courts, and picnic areas. Ironworks Creek runs through the east portion of the property.

The largest of the remaining categories is the transportation and utilities land uses of which include the Northampton Bucks County Municipal Authority's property (6.4 acres) on Township Road.



# Richboro Village Master Plan Land Use Map 2



- Single Family Residential
- Multifamily Residential
- Government and Institutional
- Commercial
- Parks, Recreation and Protected Open Space
- Transportation and Utilities
- Vacant

0 300 600 900 Feet



A little over 6 acres, or 2.5 percent, of Richboro's land use is dedicated to Park, Recreation, and Open Space use. This includes the open space at the Villages of Northampton and the Robert H. Dembowski, Jr. Veterans Memorial Park at the intersection of Newtown-Richboro Road and Second Street Pike.

Located at the northeast corner of Tanyard Road and Second Street Pike Road a 5.3-acre township-owned property contains a branch of Ironworks Creek. A park is tentatively planned for the property, which will feature an entrance along Tanyard Road, the restoration of the Ironworks Creek streambanks, a play structure, benches, a gazebo, and a walking path which will connect the Tanyard Road entrance with Second Street Pike.

A few single-family residential uses are located along Second Street Pike. The multifamily residential uses are limited to the Villages of Northampton development. There are three parcels identified as vacant totaling approximately 1.7 acres.

## Natural Resources

Natural resources serve to help maintain the character of a place and enhance the quality of life. Understanding their importance is crucial for helping guide land use planning and future development. This section provides an inventory of the important natural resources in the Richboro study area, which are depicted in Figure 3. Natural Resources.

### Water Resources

Surface water resources in and around the study area include Ironworks Creek, which runs parallel to Second Street Pike, before flowing under Second Street Pike near its intersection with Tanyard Road, and an unnamed tributary to Ironworks Creek running along the eastern property line of Richboro Elementary School.

Ironworks Creek is a small stream that feeds into the nearby Churchville Reservoir from the north, and then flows from the outlet structure of the reservoir south to converge with Mill Creek at Buck Road. The study area is located in the Mill Creek sub-watershed, which is part of the larger Neshaminy Creek watershed.

Ironworks Creek is designated as Migratory and Warm Water Fisheries according to the Chapter 93 Water Quality Standards established by the Pennsylvania Department of Environmental Protection (PA DEP). The stream provides a warm water habitat for the propagation and maintenance of fish that are indigenous to such waters including those migratory species that are born in fresh water, travel to the ocean to mature, and then return to fresh water to

reproduce. According to the *Lower Neshaminy Creek Watershed Conservation Plan*, both the Mill Creek and the Ironworks Creek watersheds are not impaired, indicating that these stream reaches maintain a relatively high percentage of riparian vegetation.

### **Wetlands**

Wetlands are areas that are inundated by surface water or groundwater often enough to support vegetation or aquatic life that requires saturated or seasonally saturated soil conditions, such as swamps, bogs, fens, marshes, and estuaries. Wetlands are among the most important and threatened natural resources in the United States. Wetlands function to filter stormwater runoff, enhance water quality, reduce potential flood damage, increase groundwater recharge, and provide habitat for wildlife. A small wetland area in the study area is located along Township Road north of the Northampton Township Library and south of the Tri-Hampton Rescue Squad.

### **Floodplains**

Floodplains are areas which are subject to periodic flooding and which usually adjoin streams, lakes or ponds. Floodplain soils are those soils which have been identified as being prone to flooding or periodic high water. Floodplain soils in the study are limited to areas along Ironworks Creek.

### **Topography and Geology**

Topography affects development capacity, stormwater runoff, and the potential for soil erosion. Development on steep slopes must be managed to prevent erosion and sedimentation of drainage ways, increased stormwater runoff, and flooding problems. The underlying geology of an area affects the type of soil formed, and in conjunction with the hydrologic cycle, is responsible for topography, slopes, locations of streams, waterbearing capacities of aquifers, plant and animal habitat diversity and vegetation.

The Richboro study area lies within the Gettysburg-Newark Lowland Section of the Piedmont Physiographic Province which is generally characterized by rolling lowlands, gentle ridges and valleys. The topography of the area generally slopes downward from the northeast to the southwest toward Ironworks Creek. One geologic formation can be found in the Richboro study area, Stockton Formation (trs). The Stockton Formation is comprised of layers of arkosic sandstone, siltstone and conglomerate interbedded with layers of red shales as well as fine-grained siliceous sandstones. Because of its ease of erosion, the Stockton Formation forms gently rolling or relatively flat lowlands, as evidenced by the generally flat topography in the study area.



# Richboro Village Master Plan Natural Resources Map 3



- Study Area
- Wetlands
- 100 Year Floodplains

0 300 600 900 Feet





## **Soils**

Soil types are a reflection of the underlying geology of the area. The soils in the study area include Brownsburg, Chalfont, Lansdale, Urban Land-Lansdale and Lawrenceville. Soils along Ironworks Creek are Chalfont, soils along Second Street Pike are predominantly Urban Land-Lansdale, soils along Bustleton Pike and extending over to and including Richboro Middle School are Brownsburg, while soils to the north of Upper Holland Road and to the east of Second Street Pike are a mix of Urban Land-Lansdale and Lawrenceville. These soils are typically deep to very deep, with the exception of Urban-Land Lansdale complexes that have been subject to significant disturbance.

Each soil type has a unique structure that presents specific opportunities or challenges for using the land for a variety of purposes. All soils can be eroded if improperly managed, although some soils are more susceptible to erosion if the vegetative cover is not maintained. Soils located along streams are often poorly drained since they are regularly subjected to flooding conditions and usually contain finer particles that reduce permeability. Groundwater conditions may also create poorly-drained soils due to high water tables or seasonal wetness. Examples of these soils in the study area include the Chalfont complex located along Ironworks Creek. In contrast, soils that have a highly porous structure may drain so quickly that the soil cannot properly filter out pollutants carried in stormwater runoff. The porosity of the soil in combination with the steepness of the slopes also determines the rate of stormwater runoff and the potential impact of runoff on the overall drainage patterns within a watershed. The Urban Land-Lansdale soils are representative of these types of soils.

## **Woodlands**

Woodlands and forested areas play an important role in the ecological balance and well-being of the environment by reducing erosion from runoff, stabilizing stream banks, providing wildlife habitats, creating buffers between the built environment, providing recreational areas, and aesthetically enhancing the environment. In the Richboro study area, vegetated areas are limited to areas along Ironworks Creek, areas adjacent to Township Road, and to a small wooded area along the property line between Richboro Elementary School and Northampton, Bucks County Municipal Authority.

## Greenways and Trails

Northampton Township's 1999 *Recreation, Park and Open Space Plan* shows a "potential greenway" in Richboro on the "Final Recommendations Map." The greenway starts from the intersection of Township Road and Newton-Richboro Road, extends along Township Road, cuts across Upper Holland Road, and terminates at the south border of the Richboro Middle School.

## Historic Resources

In 1988, the then Bucks County Conservancy (now Heritage Conservancy) conducted a township-wide historic resources survey. About 42 resources were identified in Richboro and roughly 25 resources remain today. Only the Campbell and Thomas funeral home (Twin Trees Farm) was deemed by the survey to be "significant" and is the only property listed on the National Register of Historic Places. However, the old cemetery along 2nd Street Pike does not appear as a separate resource on the survey. The cemetery, which is commonly known as the Addisville Cemetery, was established in the early 1750s as part of the Lower Dutch Reformed Church of Northampton. Within the cemetery grounds once stood the early church and chapel house. It contains several early residents of Northampton, Revolutionary War soldiers, and the burial of one of the most notable residents of the Township, Henry Wynkoop, who was a member of the first Continental Congress.

### Former Richboro High School



Historic preservation efforts in Richboro include the saving of both the Spread Eagle Inn and the Richboro High School, both of which were moved from their original sites. The Spread Eagle Inn was moved for intersection improvements and the high school for the construction of the TD Bank. Both of these buildings are considered National Register-eligible properties and registered



as so with the Pennsylvania Historical and Museum Commission (PHMC). Neither has been formally nominated.

**Table 2. Richboro Historic Resources**

TMP#	Address	Year Built	Former Use	Present Use
31-018-001	Second Street Pike	ca. 1930	Residence	Office
31-018-003	Second Street Pike	ca. 1870	Residence	Bank
31-018-004	Second Street Pike	ca. 1930	Residence	Office
31-018-005	Second Street Pike	ca. 1925	Residence	Residence
31-009-015	960 Second Street Pike	ca. 1875	Residence	Hair Stylist
31-009-014	966 Second Street Pike	ca. 1840	Store	Office
31-009-013	970 Second Street Pike	ca. 1820	Store	Office
31-009-010-001	Second Street Pike & Almshouse Rd	ca. 1810/1870	Tavern	Offices
31-009-029-001	Second Street Pike	1828/ ca. 1940/1956	School	Office
31-009-026	Second Street Pike	ca. 1920	Residence	Offices
31-015-140	Bustleton Pike	ca. 1875	Residence	Residence
31-018-015	Second Street Pike	ca. 1870	Residence	Office
31-018-016	841 Second Street Pike	ca. 1860	Residence	Commercial/Office
31-018-017A	853 Second Street Pike	ca. 1800	Residence	Offices
31-018-018	865 Second Street Pike	ca. 1870	Residence	Residence
31-018-020	Second Street Pike	ca. 1910	Twin Residence	Twin Residence
31-018-021	Second Street Pike	ca. 1910	Garage	Garage/Residences
31-015-142	905 Second Street Pike	ca. 1790	Farm	Funeral Home
31-015-147	Second Street Pike	ca. 1935	Residence	Office
31-015-145	Second Street Pike	1812	Residence	Offices/Residence
31-015-148	Second Street Pike	1858	Church	Church
31-009-033	975 Second Street Pike	ca. 1845/1875	Residence	Offices
31-009-034	981 Second Street Pike	ca. 1840/1850/1890	Residence	Offices/Residence
31-009-035	987 Second Street Pike	ca. 1800/ 1850	Residence	Barber
31-009-038	20 Newtown- Richboro Rd	ca. 1860	Residence	Offices

## Physical Conditions

### Building and Lot Configuration

Richboro’s structure as a commercial village was transformed during the 20<sup>th</sup> Century by the rapid suburbanization of the surrounding countryside and growing dependence on the automobile for transportation. Almshouse and Newtown-Richboro roads and Second Street Pike were widened to accommodate through-traffic, losing mature street trees and the pedestrian scale of the village. Many of Richboro’s original buildings were converted to professional offices and local retail. Others have been demolished to accommodate new uses, such as shopping centers, to serve the modern, car-oriented shopper.



Over the years lots have been subdivided and consolidated and buildings have been demolished or reconfigured. Generally, smaller and narrower lots contain older buildings. Many commercial uses have their own parking lot with a corresponding driveway. Since many of the lots are small, variances are required to meet both minimum parking requirements and impervious surface standards.

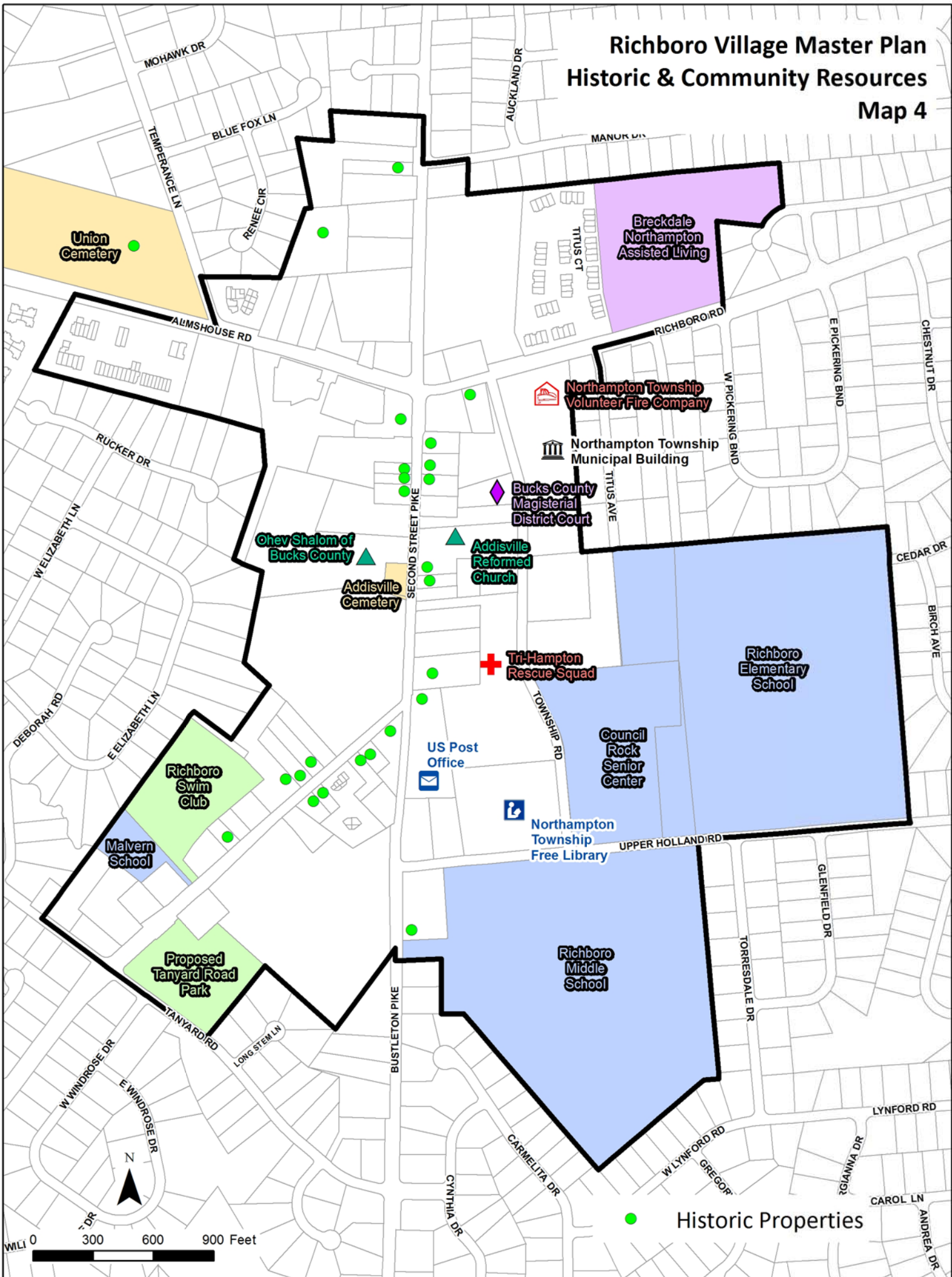
Building age and conditions vary. As noted previously, about 28 buildings with some historic attributes remain in Richboro. Most other buildings in the village were constructed within the last 40 to 50 years, with some as recently as just a few years ago. While older structures tend to sit adjacent to the roadway, giving Richboro its village character, newer buildings are set back from the road, in compliance with zoning requirements designed to accommodate motor vehicle circulation rather than pedestrians.

### **Street Infrastructure**

Electric, cable, and telephone service is delivered via overhead wires on utility poles placed close to the street. Along Bustleton Road and the north stretch of Second Street Pike, utility poles line the west side of the street. Along the southern leg of Second Street Pike, utility poles line both sides of the street.

With the exception of the Crossroads Shopping Center, street trees are largely absent from lot frontages. Where street trees are placed, the arrangement appears informal and sporadic.

# Richboro Village Master Plan Historic & Community Resources Map 4





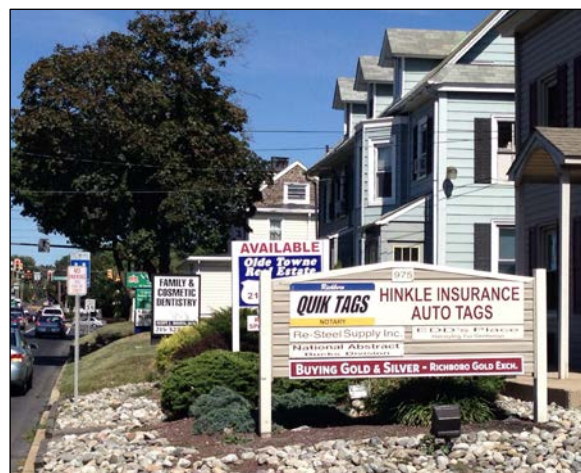




Decorative banners on utility poles show the township seal, the village name, and the township name. Street lighting is delivered at regular intervals via cobra-style overhead lights attached to utility poles. More recently developed shopping centers, such as School House Center and Giuseppe’s Piazza, also provide street lighting via pedestrian-scale decorative lamps, in accordance with township subdivision and land development ordinance requirements.

**Signage**

Signage is important for any business so that location and services are clear to travelers moving in and around the village. However, signage in the village has an inconsistent design and is more oriented toward motor vehicles than the pedestrian.



## Land Use Regulatory Framework

Richboro lies within the Village Overlay District, an overlay zoning district enacted as a revision to the township zoning ordinance in 2008. An overlay district is a zoning district that is applied over one or more existing zoning districts, establishing additional or stricter standards and criteria for properties within the overlay zone. The provisions of the underlying district, however, remains in effect. Communities often use overlay zones to protect special features such as historic buildings and natural resources. Overlay districts can also be used to promote specific development types, such as mixed-use, waterfront, and transit-oriented.

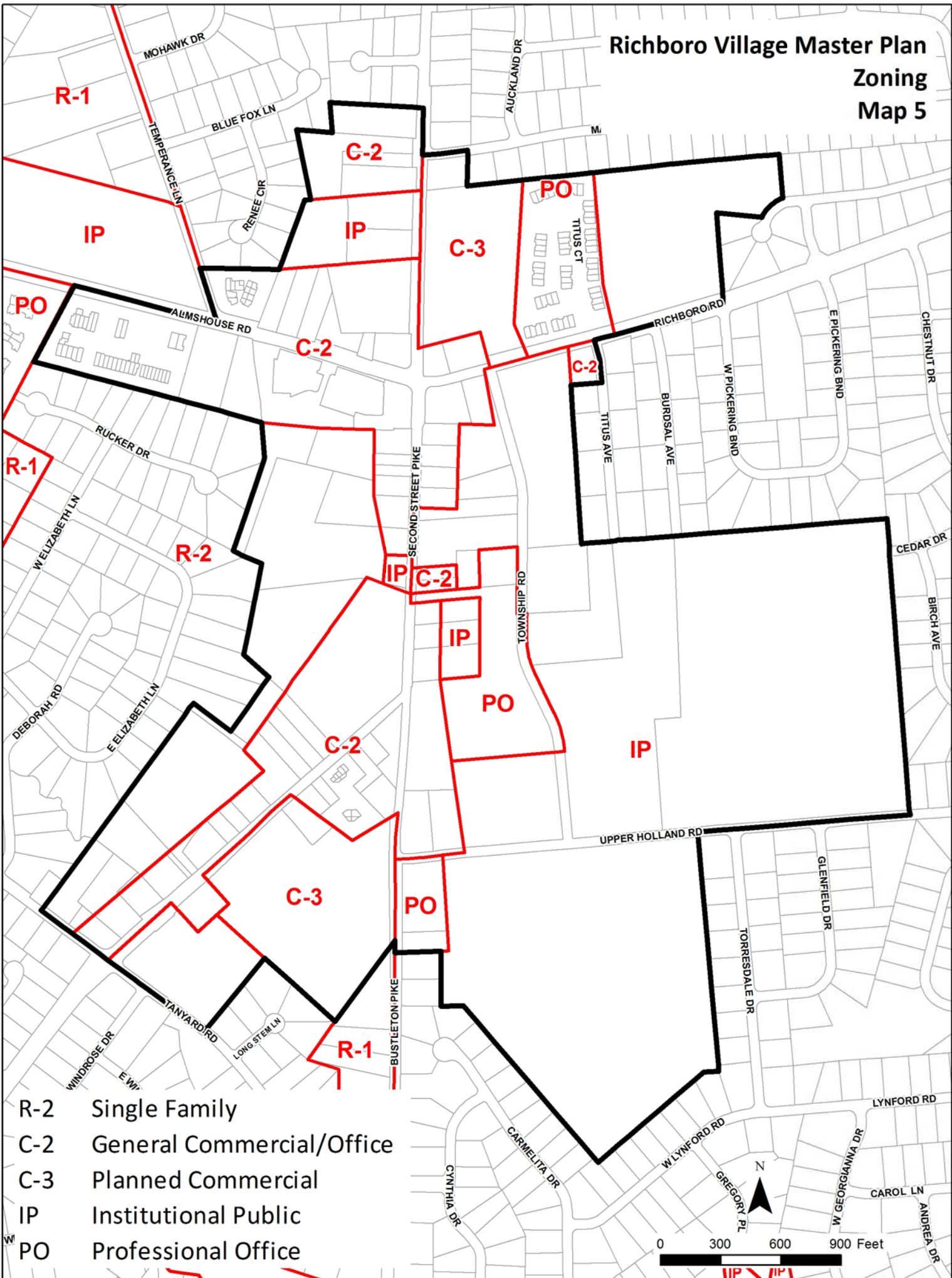
The Richboro Village Overlay District radiates from Second Street Pike and Almshouse Road between Tanyard Road and Manor Drive. The overlay contains the I-P and C-2 districts along with areas of C-3 Planned Commercial and P-O Professional Office districts. The township's zoning ordinance sets forth uses and baseline development standards for the districts subject to the village overlay.

The main permitted uses in the I-P District are government offices, schools, cultural facilities and open space. Lot sizes and other development standards in this district are subject to performance standards that require consistency with adjacent zoning. In the P-O District, the main permitted uses are business and professional offices on lots of at least 30,000 square feet. In the C-2 General Commercial/Office District, the main permitted uses are pedestrian-oriented retail and service establishments, and professional offices on lots of at least 15,000 square feet. The C-3 Planned Commercial District was designated for the specific purpose of providing a planned community shopping center containing retail stores, personal service businesses and offices, and a branch library, on sites between 10 and 15 acres.

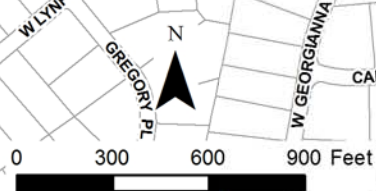
The Village Overlay District builds off of these underlying zoning districts. The purpose of the Village Overlay District is to improve aesthetics, architectural appearance, and streetscape design, establish uniform design standards and improvements, and allow and incentivize adaptive reuse and redevelopment. The Overlay District allows for a combination of uses located on separate lots, common buildings with more than one principal use, or separate building containing more than one use. The district also contains a set of dimensional requirements for lots, including:

- Minimum net lot area: 15,000 square feet
- Front yard setback: at least 20 feet, no more than 40 feet
- Side yard setback: 10 feet for each side
- Rear yard setback: 20 feet
- Maximum building height: 45 feet
- Maximum building coverage: 50 percent
- Maximum lot coverage: 70 percent

# Richboro Village Master Plan Zoning Map 5



- R-2 Single Family
- C-2 General Commercial/Office
- C-3 Planned Commercial
- IP Institutional Public
- PO Professional Office







The township subdivision and land development ordinance was revised to require applicants in the Village Overlay zoning district to meet the design standards of *Design Guidelines for Northampton Township Village Overlay District*. The standards address diverse elements, including building form and symmetry, materials, sign placement, landscaping, lighting, parking, and pedestrian orientation.

### **Sign Regulations**

The township zoning ordinance limits signs to freestanding or ground, wall or parallel, projecting, window, and directional signs in the Village Overlay District. Freestanding and projecting signs may be as high as 16 feet. Wall or parallel signs may be as high as 30 feet or to the permitted building height. The subdivision and land development ordinance requires signs in the overlay district to be constructed out of a durable material such as wood, metal, or stone. The design, material, color, size, location, and illumination of the sign shall be selected considering the architecture of the buildings and streetscape characteristics.



# CHAPTER 4. TRANSPORTATION AND CIRCULATION

## Functional Classification

Four major roads traverse the study area. Second Street Pike (Route 232) runs in a north-south direction from Tanyard Road to Manor Drive for a distance of approximately 0.9 miles through the study area. The section of Route 232 from the Tanyard Road to Route 332 is classified as a Principal Arterial according to PennDOT's Functional Classification Map. The section of Route 232 north of Almshouse Road (Route 332) is classified as a Minor Arterial. Second Street Pike intersects with several roadways in the study area and contains signalized intersections at Tanyard Road, Crossroads Plaza, Bustleton Pike, Almshouse Road and the Richboro Plaza Driveway. Second Street Pike has a cross section of two lanes with shoulders and auxiliary turning lanes from Tanyard Road to Bustleton Pike and from Almshouse Road to Highland Drive. Between Bustleton Pike and Almshouse Road, Second Street Pike contains two lanes in each direction.

Almshouse Road (Route 332) is classified as a Principal Arterial that runs west to east through the study area. The intersection of Almshouse Road and Second Street Pike is one of two signalized intersections along Almshouse Road. This intersection is heavily-congested, even though turning lanes have been added recently. The other signalized intersection along Almshouse Road is at Township Road. Almshouse Road varies from a three-lane cross-section with center turn lane to three travel lanes with right and left turn lanes.

Bustleton Pike is a Minor Arterial according to PennDOT's Functional Classification Map. Its cross-section is two lanes with varying shoulders and intersects with Upper Holland Road and Second Street Pike.

Upper Holland Road is also a Minor Arterial. Its cross-section is two lanes with varying shoulders and intersects with Township Road and Bustleton Pike.

## Traffic Counts

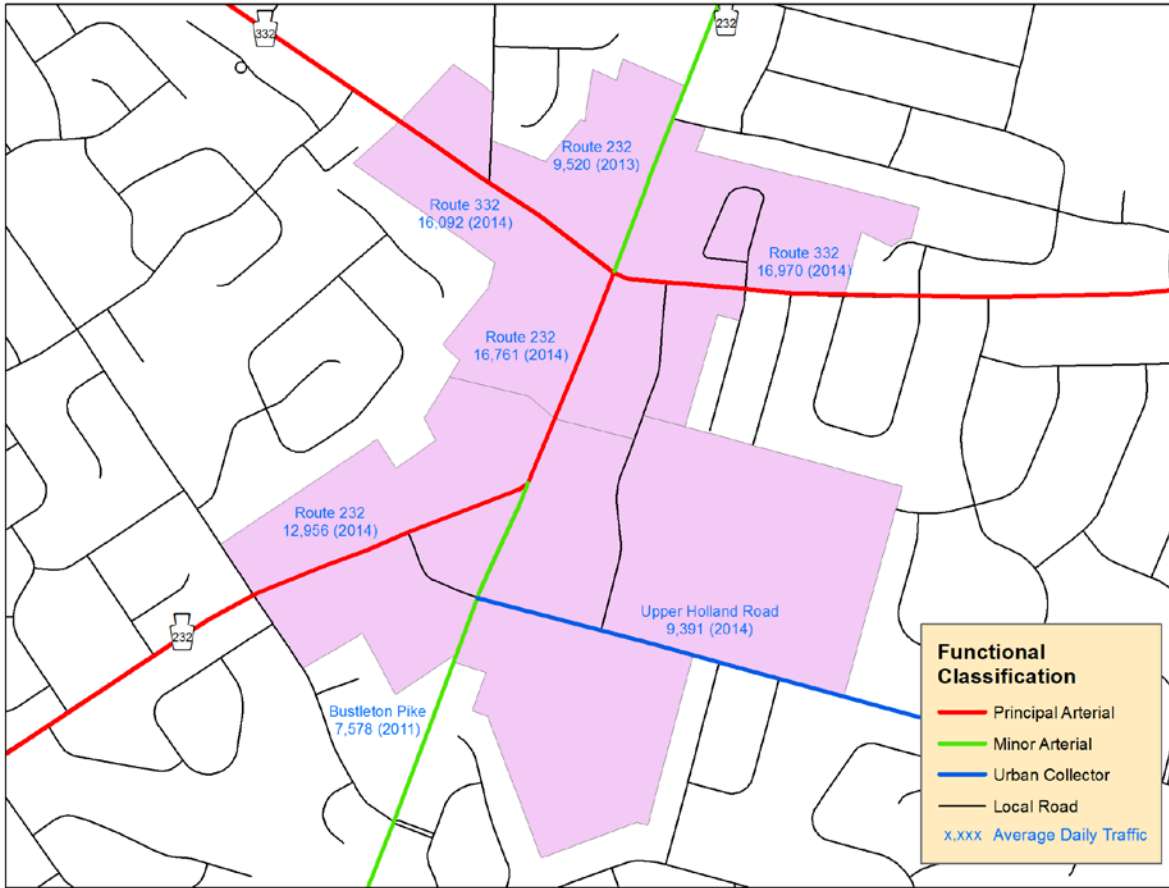
According to PennDOT's Internet Traffic Monitoring System, traffic through this corridor is extremely heavy for both Second Street Pike and Almshouse Road. Each of these roads had an average daily traffic (ADT) of greater than 16,000 vehicles in those segments within the study area. Truck volumes accounted for 3 to 7 percent of this volume. Traffic volumes for all sections of roadways in the study area are shown in the table below.

**Table 3. Traffic Counts**

<b>Second Street Pike (Route 232)</b>				
<b>From</b>	<b>To</b>	<b>ADT</b>	<b>Year</b>	<b>% Trucks</b>
Tanyard Road	Bustleton Pike	12,956	2014	4%
Bustleton Pike	Almshouse Road	16,761	2014	7%
Almshouse Road	Highland Drive	9,520	2013	7%
<b>Almshouse Road (Route 332)</b>				
<b>From</b>	<b>To</b>	<b>ADT</b>	<b>Year</b>	<b>% Trucks</b>
Temperance Lane	Second Street Pike	16,092	2014	4%
Second Street Pike	Township Road	16,970	2014	3%
<b>Bustleton Pike</b>				
<b>From</b>	<b>To</b>	<b>ADT</b>	<b>Year</b>	<b>% Trucks</b>
Upper Holland Road	Second Street Pike	7,578	2011	4%
<b>Upper Holland Road</b>				
<b>From</b>	<b>To</b>	<b>ADT</b>	<b>Year</b>	<b>% Trucks</b>
Bustleton Pike	Township Road	9,391	2014	5%

Source: PennDOT's Internet Traffic Monitoring System

**Figure 1. Functional Classification and Traffic Counts**



Source: PennDOT Functional Classification Map

## Public Transportation

The Southeastern Pennsylvania Transportation Authority (SEPTA) provides public transportation service linking Philadelphia and the surrounding counties with an integrated network of over 200 bus and rail transit routes.

The Village of Richboro is not directly served by SEPTA. However, the Transportation Management Association of Bucks County (TMA Bucks) does provide bus service in the form of the Richboro-Warminster rushbus. The Richboro-Warminster rushbus provides morning and evening peak-hour service between the SEPTA Warminster regional rail line at Warminster Station as well as the SEPTA Route 22 bus to locations in Warminster, Ivyland, Northampton Township and Richboro via Jacksonville and Almshouse Roads with the final bus stop located at the Tri-Hampton Rescue Squad on Township Road.

Currently, SEPTA does not have any plans to extend bus service into the village. If redevelopment occurs within the village, it may prove to be a cost-effective option for employees and customers

of the businesses within the village. At such time that public transportation (most likely bus service) is a feasible option, it is important that proper infrastructure is in place, such as bus turnouts,<sup>1</sup> to allow for the safe pick-up and discharge of passengers.

## Previous Studies

The Richboro area of the township has long suffered from traffic congestion. Several studies have been developed for this area which will provide a basis for recommendations related to transportation enhancements and potential land use recommendations. These studies include the following:

1. Northampton Township Sidewalk Prioritization Study, DVRPC, 2005;
2. Traffic Impact Study, Richboro Comprehensive Traffic Impact Study, Pennoni Associates, 2011;
3. Pedestrian Needs Accommodation at Intersection Study, Richboro Crosswalk Plan Project, Second Street Pike and Crossroads Plaza Access, McMahon Associates, 2015;

### Northampton Township Sidewalk Prioritization Study, 2005

The lack of pedestrian connections in Richboro has been a concern for some time. The Commercial and Industrial Areas Plan of the *Northampton Township Comprehensive Plan, 1999 Update* noted that the area “has developed as a series of small shopping centers, all of which are automobile-oriented and self-contained. There is very little relationship among them. The lack of sidewalks throughout Richboro makes it difficult to move from one shopping center to another.”

In 2005, the Delaware Valley Regional Planning Commission (DVRPC) completed the Northampton Township Sidewalk Prioritization Study. The study documents the methodology and results of a process of prioritizing municipal sidewalk needs through an analysis which utilized a Geographic Information System. Using a methodology adapted from guidance found in the *Pennsylvania State Bicycle and Pedestrian Master Plan* and guidance from the American Association of State and Highway Transportation Officials (AASHTO), street segments were scored according to their functional class, pedestrian trip production density, proximity to pedestrian trip attractions, and proximity to existing sidewalks.

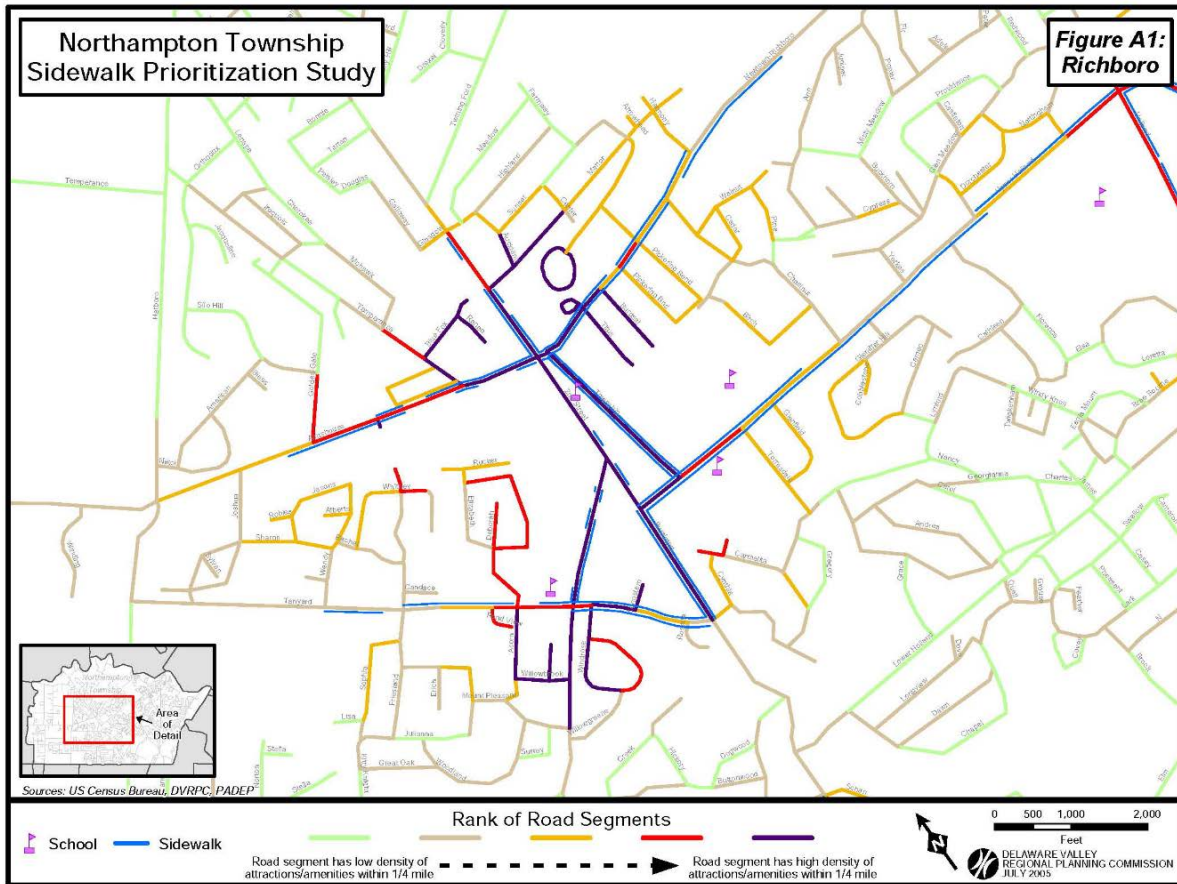
A total priority score was computed for each street segment by adding the street classification points with the pedestrian attractor points. This permitted ranking of street sections by order of importance for installing a sidewalk. Additionally, the segments were divided into quintiles by total priority score. According to the study, most of the road segments found within the Richboro

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<sup>1</sup> A location for buses to pull over and allow the riders to exit or enter the bus safely.

Area Study were recommended as priority routes for sidewalk installation, including sections of Almshouse Road, Second Street Pike, Bustleton Pike, Newtown-Richboro Road, Tanyard Road, Upper Holland Road, and Township Road. Several of the roadways within the study area were also identified as PennDOT Hazardous Walking Routes. Hazardous roadways identified were Almshouse Road, Richboro Road, Second Street Pike, Bustleton Pike, Upper Holland Road, and Tanyard Road (between Hatboro Road and Second Street Pike).

**Figure 2. Rank of Road Segments, Northampton Township Sidewalk Prioritization Study, DVRPC, 2005**



**Traffic Impact Study, Richboro Comprehensive Traffic Impact Study, Pennoni Associates, 2011**

The purpose of the study was to compile and organize the information provided in the previous studies prepared to determine the potential traffic impact of the proposed Addisville Commons, a bank that is part of the Crossroads Plaza Shopping Center, Giuseppe's and Richboro Shopping Center developments. Several recommendations were made in the study based upon an evaluation of the traffic impact studies, observed traffic conditions, and other traffic information. These recommendations included:

1. Consideration of a road diet along Second Street Pike between Almshouse Road and Bustleton Pike;
2. Construction of a connector roadway behind Addisville Commons and Giuseppe's with a signalized intersection at Almshouse Road;
3. Interconnection of traffic signals in the study area;
4. Expansion of the traffic impact studies to include the signalized intersection with Newtown-Richboro Road and Township Road and interconnection of the signal with the proposed system;
5. Implementation of marked on-street parking spaces along Second Street Pike between Almshouse Road and Bustleton Pike upon reduction of the posted speed limit to 25 MPH;
6. Widening of Second Street Pike to allow on-street parking on each side of the roadway, closure/relocation of existing driveways, as well as sidewalk connections and painted crosswalks;
7. Restriction of on-street parking on Bustleton Pike south of Second Street Pike;
8. Reconfiguration of the proposed Giuseppe's parking lot aisles;
9. Future signal installation at Second Street Pike and the northern Addisville Commons site driveway;
10. Installation of left and right deceleration lanes on Second Street Pike at the northern Addisville Commons site driveway. Maintain a southbound right turn lane on Second Street Pike at Bustleton Pike. Install a northeastbound left turn lane on Second Street Pike at connector/southern Addisville Commons site driveway;
11. Installation of left and right turn lanes for the northern site driveway at Second Street Pike;
12. Installation of raised pedestrian crosswalks along the main site frontage drive aisle at Addisville Commons; and
13. Construction of a connection road between Bustleton Pike and Township Road. Install a dedicated left turn lane southbound on Second Street Pike at Bustleton Pike.

This report provided a good synopsis of the potential traffic impacts associated with the four development proposals listed above and the recommendations are still valid for the Richboro area. However, one of the main proposals analyzed (Addisville Commons) has been revised substantially since the report was generated. In addition, there are several new proposals in this area that may impact the corridor. The township should re-evaluate the recommendations of the study in light of recent development activity.



**Pedestrian Needs Accommodation at Intersection Study, Richboro Crosswalk Plan Project, Second Street Pike and Crossroads Plaza Access, McMahon Associates, 2015**

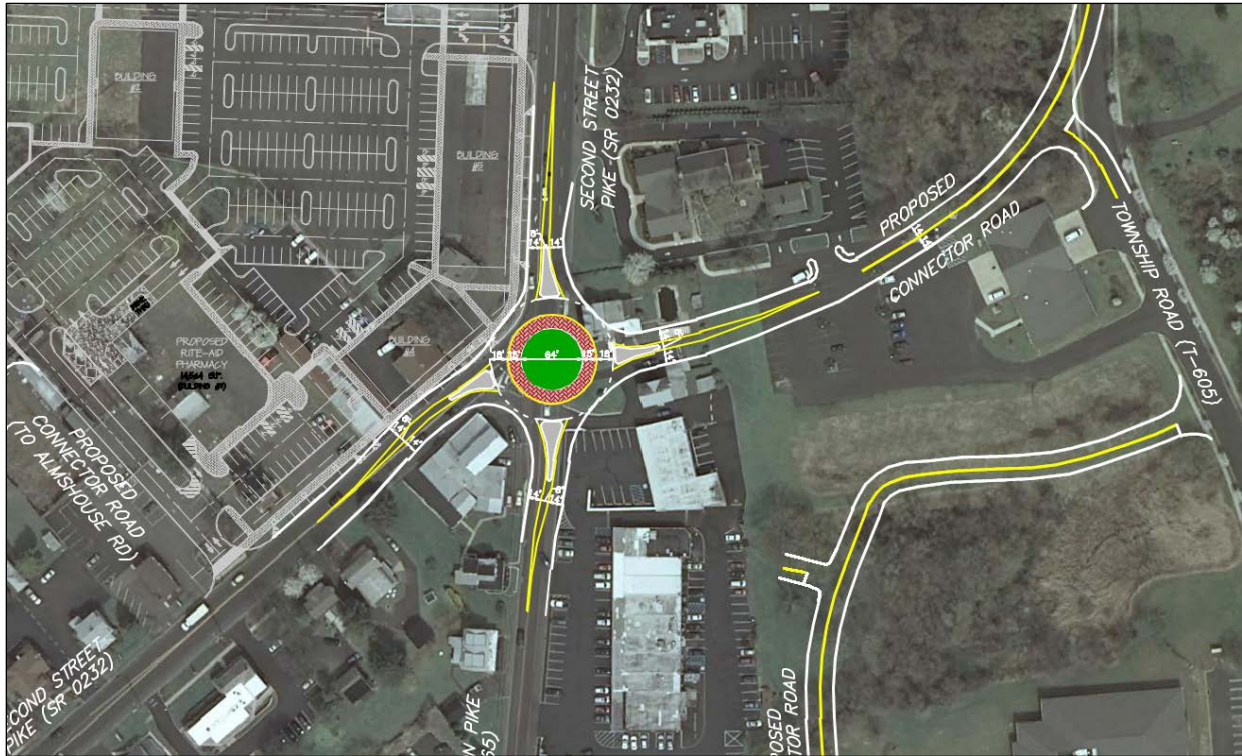
The Richboro Crosswalk Plan Project is being funded by the state Multimodal Transportation Fund (MTF) with a local funding match of 30 percent of the overall project cost. This project proposes improvements to install decorative imprint asphalt crosswalks and upgrading its associated curb ramps, as necessary to be in compliance with the American with Disabilities Act (ADA) at seven intersections located in downtown Richboro. These include:

- Second Street Pike and Richboro Plaza/School House Center (1 crosswalk)
- Almshouse Road and Second Street Pike (4 crosswalks, 7 ramps)
- Bustleton Pike and Upper Holland Road/Crossroads Plaza (4 crosswalks)
- Second Street Pike and Crossroads Plaza (2 crosswalks, 2 ramps)
- Township Road at the Free Library of Northampton Township (1 crosswalk, 2 ramps)
- Township Road – Admin Building to Police Department (1 crosswalk, 2 ramps)

The goal of this project is to establish safe and accessible pedestrian routes throughout downtown Richboro. Construction is scheduled to begin in 2017.

**Road and Intersection Layout and Improvements Evaluation****Bustleton Pike/Second Street Pike Roundabout**

This roadway improvement project proposes to upgrade the intersection of Bustleton Pike/Second Street Pike by constructing a roundabout, resulting in a more traffic-calmed, pedestrian-friendly environment, and encouraging further redevelopment of the Village of Richboro. The project also includes adding a fourth leg to the intersection which will become an extension of re-located Township Road, creating an alternative route for north-south traffic around the Village of Richboro, thereby reducing congestion along the Second Street Pike Corridor and at the intersection of Second Street Pike and Almshouse Road.

**Figure 3. Potential Roundabout at Bustleton Pike and Second Street Pike**

Source: McMahon Transportation Engineers & Planners

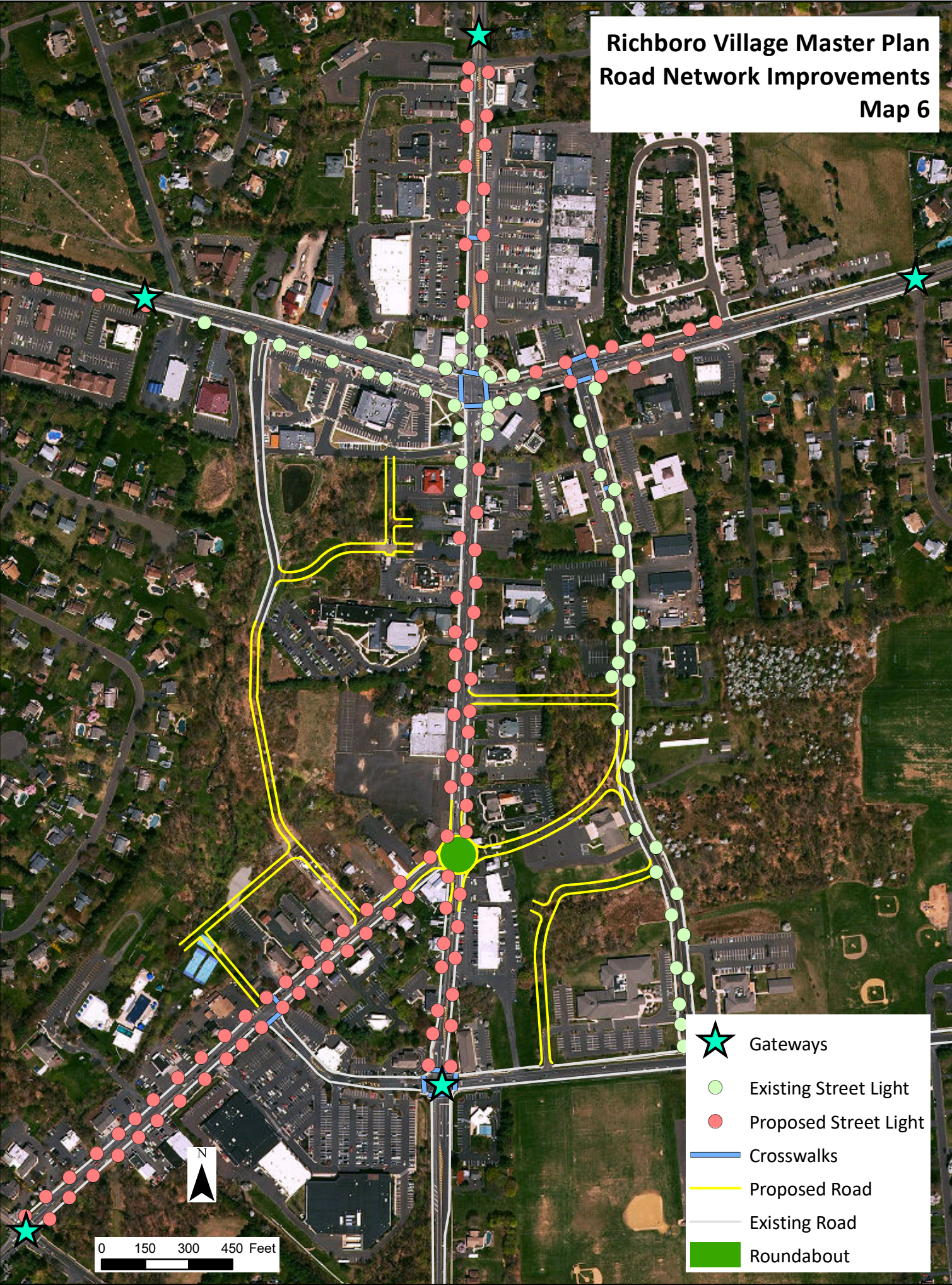
Together the roundabout and Township Road extension represents a major part of Northampton Township's efforts to revitalize the village. The project will also result in a positive economic development impact in the area by enhancing local mobility and encouraging private investment at newly-created street frontages.

### Connector Roads

In addition to the proposed roundabout, several connector roads have been identified which could provide additional support to the transportation network in and around Richboro. The first connector road will provide a connection from Almshouse Road to Second Street Pike. Portions of this roadway have already been constructed as part of the redevelopment of the Giuseppe's/Walgreens site along Almshouse Road. It is envisioned that the remaining portions of this connector road will be constructed as part of the pending redevelopment of the Davis Pontiac site. Another potential connector road would be between the Township Road extension and Upper Holland Road. All of these proposed connector roads would add necessary capacity to the road network, and additional access to local businesses.



# Richboro Village Master Plan Road Network Improvements Map 6



- ★ Gateways
- Existing Street Light
- Proposed Street Light
- Crosswalks
- Proposed Road
- Existing Road
- Roundabout

0 150 300 450 Feet







# CHAPTER 5. ECONOMIC AND BUSINESS ENVIRONMENT

Successful economic and business development requires an approach that understands the local market and business environment, engages business owners and residents, and builds on a community’s strengths. The following analysis takes a closer look at Richboro’s business environment, including business composition, market demographics, consumer spending potential, and marketplace profile.

## Richboro Businesses

While Richboro is regarded as the center of Northampton due to its location, village character, and many commercial and institutional uses, it is useful to fully examine the types of goods and services offered by Richboro businesses and whether such uses are in keeping with the community’s vision of its future. The following table identifies the composition of businesses in Richboro, as identified in a 2015 windshield survey.

**Table 4. Richboro Business Composition**

Business Type	Number	Percentage
Bank	8	3.8%
Professional Office	28	13.3%
Medical Office	40	19.0%
General Office	8	3.8%
Non-Profit Office	3	1.4%
Restaurant	14	6.6%
Fast-Food Restaurant	7	3.3%
Retail Sales	37	17.5%
Service	38	18.0%
Proposed Commercial	8	3.8%
Vacant	20	9.5%
<i>Land</i>	3	1.4%
<i>Office</i>	15	7.1%
<i>Retail Sales</i>	2	0.9%

Richboro has about 208 separate businesses under a variety of ownership and leasing arrangements, including 17 business locations identified as vacant and 8 potential new businesses (Addisville Commons). Over 37 percent of Richboro businesses consist of offices, including general, professional (attorneys and financial advisors), medical (dentists, eye doctors, and family medical practices), and non-profit (charities) offices. Another 3.8 percent of Richboro businesses are banks.

Almost 36 percent of Richboro businesses are retail sales and services, with an almost even split between these two categories. Richboro has 21 restaurants, including 14 sit-down and 7 fast food restaurants.

There are 3 commercially-zoned vacant properties in the village.

With only 17 locations identified as vacant, the overall vacancy rate appears low. However, 15 of the vacant locations consisted of offices, suggesting an oversupply of this type of commercial property.

## Market Analysis

Maintaining and enhancing commercial development is important to the vitality of Richboro. Evaluating the local retail market is useful to identify potential business opportunities in the retail sector. The assessment of local market conditions for Richboro Area begins by gathering relevant population, household, and other demographic data. By drawing on available Census and analysis tools, the boundaries of the Richboro market area can be based on drive times and demographic trends summarized using the 2000, 2010, 2015, and 2020 time periods. Such tools are used to determine consumer expenditures within the market, understand which market segment these consumers occupy, and show areas of potential economic opportunity.

### Market Boundaries

Using the ESRI Business Analyst<sup>2</sup> tool the boundaries of the Richboro Area Market are divided into 0-5, 0-10, and 0-15-minute drive times<sup>3</sup> from the center of the business district. Based on these boundaries, a demographic and market analysis can be developed to show Richboro's potential market (See Figure 4).

### Market Demographics

Market demographics were determined for Richboro based on the three drive times. Demographics and market trends include:

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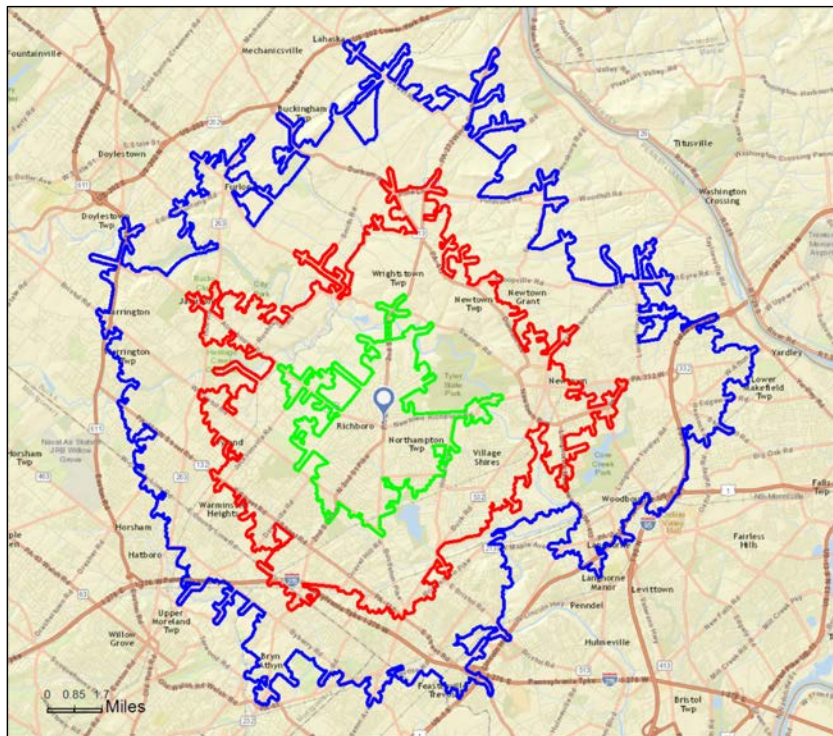
<sup>2</sup> ESRI Business Analyst is a web-based mapping and analytic tool that allows for analysis of demographic, economic, education, and business data.

<sup>3</sup> Drive time intervals are areas defined by distance that can be driven away from a specific location within a specified time (in minutes) assuming posted speed limits for the road network. Barriers such as mountains, rivers, bridges, or highways under normal traffic conditions are taken into account when establishing the boundaries.



- In 2015, about 17,255 people live in the 0-5-minute drive-time market, 79,859 people live within the 0-10-minute drive-time market, and 211,208 people live within the 0-15-minute drive-time market.
- Population in 0-5-minute and 0-10-minute categories will decrease slightly through to the year 2020. Population in the 0-15-minute category will increase slightly.
- Household size will drop to 2.96 persons in the 0-5 minute drive-time category by 2020. Household sizes continue to drop due to an aging population, a decline in the birth rate, and more singles living alone.
- Over 87 percent of households in the 0-5-minute drive-time market are family households, compared to 74.5 percent in the 0-10-minute drive-time market and 74.0 percent in the 0-15 minute drive-time market.
- Residents within a 5-minute drive time out-earn residents in the 0-10-minute and 0-15-minute markets.
- Household incomes within a 5-minute drive in the income brackets over \$100,000 will represent almost 70 percent of the households by 2020.
- The highest median age as of 2015 are residents living within 5 minutes of the Richboro business area (47.0 years), followed by residents living within 10 minutes (46.8 years) and residents living within 10 minutes (45.3 years). The median age for all three markets is projected to increase slightly by 2020.

**Figure 4. Richboro Area – 5-, 10-, & 15-Minute Drive-Time Market Areas**



Source: ESRI Business Analyst, 2016

- Among residents over the age of 25 within a 5-minute drive-time, about 48 percent have a bachelor's or graduate/professional degree. Within a 10-minute drive-time about 46 percent of residents have a bachelor's or graduate/professional degree and within a 15-minute drive-time about 44 percent of residents have a bachelor's or graduate/professional degree.
- The percentage of white collar, services, and blue collar occupations is similar for the three market areas. White collar occupations make up the majority of the occupations (78 percent) in the 5 minute market, and services and blue collar occupations comprise 9 and 13 percent, respectively.
- About 92 percent of housing units in 2015 were owner-occupied in the 0-5-minute drive time area. This percentage reached 78 percent and 77 percent in the 0-10-minute and 0-15-minute areas, respectively.
- Average home value of owner-occupied housing units in 2015 reached \$468,055 in the 5-minute drive-time market, \$415,583 in the 10-minute drive-time market, and \$406,493 in the 15-minute drive-time market.

### **Retail Goods and Expenditures**

A Spending Potential Index (SPI) was developed from the ESRI Business Analyst and represents the amount spent for a product or service relative to a national average of 100. Consumer spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys from the Bureau of Labor Statistics.

The Spending Potential Index shows a significant amount spent on consumer spending categories compared to the national average. The spending index is slightly higher in the 0-5-minute area than the 0-10-minute and 0-15-minute market areas in most of the retail and service expenditure categories. However, overall spending is greater in the larger market areas of 0-10 minute and 0-15-minute drive times. Within the 15-minute drive-time market, potential spending on retail goods and services include:

- Apparel and Services, SPI 152, \$281 million spent.
- Entertainment and Recreation – Fees and Admissions, SPI 175, \$90 million spent.
- Food – Food at Home, SPI 148, \$617 million spent.
- Food – Food Away from Home, SPI 153, \$402 million spent.
- Food – Alcoholic Beverages, SPI 159, \$71 million spent.
- Home – Maintenance and Remodeling Services, SPI 178, \$240 million spent.
- Household Furnishings and Equipment – Furniture, SPI 154, \$64 million spent.

### **Retail Marketplace Profile**

The retail marketplace profile is a snapshot of the supply and demand of retail sales in Richboro village. This analysis can assist in determining whether Richboro is meeting local demand for products in specific industry groups. Demand estimates the expected amount spent by consumers

at retail establishments. A positive value represents “leakage” of retail opportunity outside the trade area.

The profile shows an oversupply of retail sales in the village area for Total Retail Trade and Food and Drink. However, a number of retail categories show leakages and represent lost opportunities for business. Among business types that would help realize the Vision and Principles of the Richboro Master Plan, leakages exist for Furniture & Home Furnishings Stores (\$297,000), Specialty Food Stores (\$228,000), Clothing Stores (\$474,000), Shoe Stores (\$139,000), Book, Periodical and Music Stores (\$121,000), and General Merchandise Stores (\$969,000).

## Summary of Economic and Business Environment

Richboro is blessed with a solid business environment with an upper middle class population in close proximity. The typical area resident is educated, middle-aged, gainfully-employed in a white-collar profession, owns a single-family home valued above the median price for the region, and spends more than the national average on a variety of consumer spending categories.

However, there remains a mismatch between the types of businesses and how the local market spends money. Many retail purchases made by the local consumer market are made outside of the Richboro area. This mismatch between goods and services and consumer demand is exemplified by the amount of service-oriented businesses contained in the village. Service-oriented businesses (offices, banking, and retail service) account for 60 percent of the businesses in Richboro. Retail sales and sit-down restaurants account for only 25 percent of village’s businesses.

Moreover, the type and mix of businesses point to the fact that Richboro functions as a commercial destination for the convenience needs of local residents. An overwhelming majority of the businesses found in Richboro are commonly found in other communities and likely do not draw many customers from the larger regional market. A windshield survey also identified 15 of the vacant locations as offices, suggesting an oversupply of this type of commercial property. Consequently, the business mix of Richboro does not effectively respond to local market needs (beyond convenience needs) and lacks a regional economic identity.



# CHAPTER 6. A MASTER PLAN FOR RICHBORO

## Village Revitalization

Revitalization is the process of organizing, planning, and implementing programs and policies aimed at improving the economic prospects and physical conditions of a specific area. Revitalization involves effort, time, and money. It also involves something many communities find difficult to handle: change. But the benefits of revitalization can be substantial and can include:

- New construction—New construction on vacant lots and new uses for old buildings can help revitalize and provide new energy for a struggling area.
- Employment—New business requires employment that provides opportunities for area residents to work locally.
- Increased sales—New business helps existing business by bringing more people to the area. Shoppers enjoy the convenience of getting goods and services with just one trip.
- Increased municipal revenue—Increased property values and new uses increase municipal revenue.
- Spin-off development—New development can foster reinvestment in surrounding areas and businesses.
- Public improvements and amenities—Public improvements and public amenities can be an outgrowth of municipal and private efforts. Businesses, residents, and local government benefit from the provision of improvements.
- Civic pride—Reinvestment in a community gives people a sense of pride in where they live and do business.

## Concepts and Strategies

The community of Northampton Township residents support the idea of creating a better, more livable Richboro. The *Richboro Village Master Plan* is guided by a Vision of the future village (as stated in Chapter 2. A Vision for the Future), which can only be realized through the application of three basic planning Principles:

1. Make It a Place
2. Improve Mobility, Safety, and Access
3. Develop the Economy

The following recommendations are intended to address the underlying functional issues in the village and offer a way forward in creating a newly revitalized Richboro. The concepts and strategies shown, which are in accordance with the plan Vision and Principles, not only support the continuation of Richboro as the center of Northampton Township, but serve to transform the village into the great place it deserves to be.

## **PRINCIPLE 1. MAKE IT A PLACE**

### **Increase Development Opportunities**

New development can bring employment, increased sales, added tax revenue, and new energy to a struggling area. Public services, including public water and sewerage, and the provision of village zoning regulations are in-place components that are critical to providing new development opportunities in Richboro. By adding new connector roads, traffic will be dispersed throughout the village instead of funneled to one north-south roadway and new street frontages will be opened for future development.

Addisville Commons is the first large project to take advantage of Northampton Township's Village Overlay District zoning requirements. Located at the Davis Pontiac site at Bustleton Road and Second Street Pike, this development consists of a 20,000-square-foot medical/office building, 5,585-square-foot convenience store and gas station, 13,500-square-foot retail/office building, 8,000 square-foot retail building, and 2,600-square-foot bank. In conformance with the village design standards of the subdivision and land development ordinance, Addisville Commons features buildings set close to the road, a plaza, pedestrian connections, and pedestrian-scale amenities and street lighting. Another key aspect of this project is the completion of a connector road that will link Almshouse Road at Giuseppe's to Second Street Pike across from the Brownstone office complex.



**Addisville Commons**

Rendering Credit: Gilmore & Associates

Richboro contains other opportunities for redevelopment, as shown on Map 7. One example is the gasoline service station and auto repair shop at the corner of Manor Drive and Second Street Pike. Auto-oriented uses are generally incompatible with village commercial districts, as they discourage pedestrian traffic. This is one of the first commercial uses seen by southbound traffic; a village-style building at this location would act as a gateway use that would serve notice to vehicles that they are entering a pedestrian-friendly commercial district.

**Figure 5. Second Street Pike and Manor Drive**



Another potential redevelopment site is located at the northwest corner of Almshouse Road and Second Street Pike. This service station could potentially be transformed into a village-style restaurant. Adjacent vacant parcels and automatic teller machine drive-thru to the west could serve to provide parking. Additional parking in the School House Center shopping center could also be shared with the restaurant. Such a use at this site would help “frame” the intersection and add a liveliness and sense of place that is currently missing from this area.

**Figure 6. Second Street Pike and Almshouse Road**



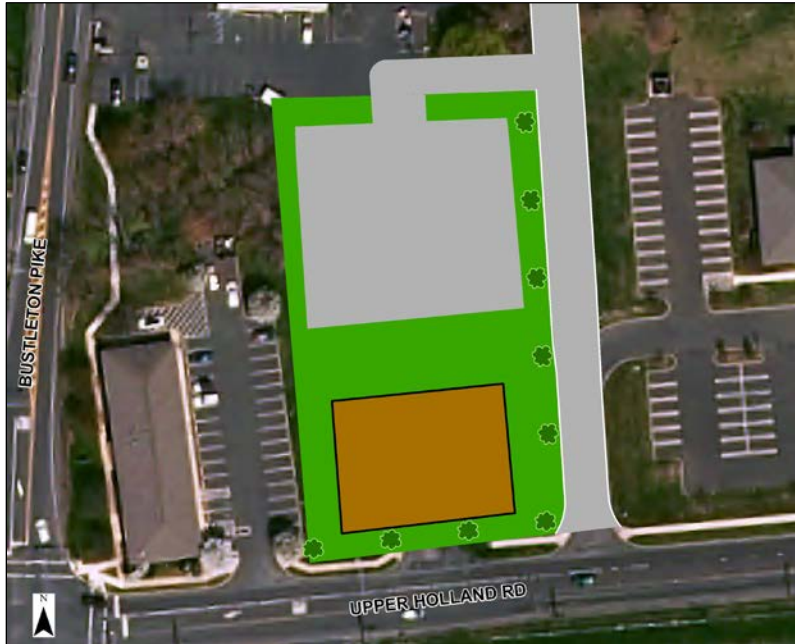






Along Upper Holland Road, adjacent to the 7 Upper Holland Road office building, a one-acre vacant site serves as an access road to the Richboro Shopping Center. A complementary retail or office use could be located on this site and permit the Richboro Shopping Center to be accessed by the proposed connector road, which will extend from Upper Holland Road north and east to Township Road.

**Figure 7. Vacant Parcel, Upper Holland Road**



Redevelopment at each of these locations will also help “fill the holes” in the village tapestry of Richboro that are created by inappropriate uses and vacant land. Streetscaping, including street trees, sidewalks, period lighting, and pedestrian-scale amenities will help provide further village context.

## Promote Mixed Use

Mixed-use development can increase housing options, reduce dependence on personal vehicles, reduce traffic congestion, preserve open space, and help create a sense of place. Usually thought of as apartments above retail, mixed-use projects usually include complementary uses, such as retail-residential, office-residential, or retail-office-residential land uses. However, a residential component is essential to accomplish land use planning and development objectives. A true mixed-use project involves two or more uses in one building, but multiple uses on one site can be classified as mixed-use if the project is clearly designed as a continuous whole with pedestrian connections.

By placing complementary land uses in close proximity to one another, alternatives to driving, such as walking or biking, become viable. Mixed-use development lessens impacts by promoting walking and minimizing the need for parking. It provides a more diverse and sizable population and commercial base for supporting viable public transit. Mixed-use development also helps to establish a community identity by providing a contrast to the predominant single-use zoning and helps keep development concentrated in designated development areas.

### Mixed-Use Building, The Promenade, Newtown Township



Mixed-use development projects can also offer significant cost savings. Mixed-uses are high density projects, which permit developers to reduce unit costs and pass these savings along to residents in the form of lower prices. Mixed-use projects are often located along transit routes, reducing the need for residents to own a car.

Mixed-use projects can also spearhead revitalization and economic development. Mixed-use development can diversify the local housing stock by offering multifamily and live-work units. It can also foster a sense of place when designed well and is effective infill for brownfield, abandoned, and underutilized properties. Local property values generally increase in the neighborhood surrounding mixed-use projects.<sup>4</sup> When successful mixed-use projects are developed, other infill and redevelopment projects follow.

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<sup>4</sup> Delaware Valley Regional Planning Commission. *Financing Mixed-Use Development*. August, 2008.



## Promote Design Guidelines

Quality design and construction not only make individual stores attractive and inviting, but also add to overall attractiveness and marketability of a village. An attractive village area will help increase retail sales, raise property values and tax revenue, create a sense of community pride, and set itself apart from the uninspired commercial districts of many of its suburban neighbors.

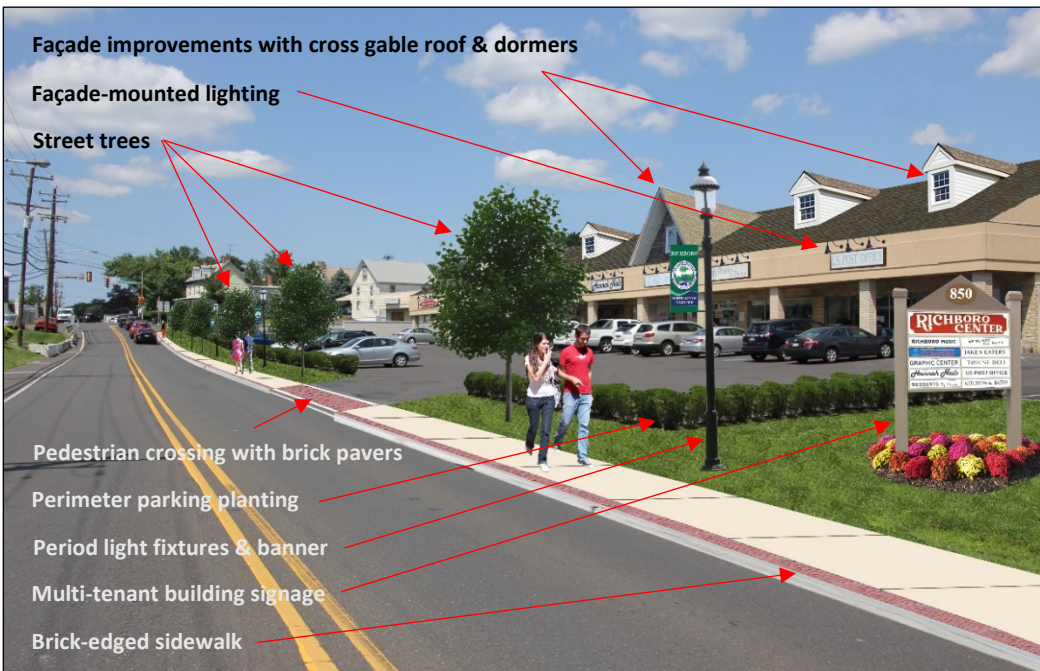
*Design Guidelines for Northampton Township Village Overlay District* was developed to extend the reach of the Holland and Richboro Village master plans by outlining design considerations and recommendations for development and renovations within Holland and Richboro. The guidelines serve as design requirements for development proposed within the Village Overlay District and will assist developers understand the community's design intentions at the front end of the project review process. The guidelines also highlight the importance of patterns of symmetry, form, and other important design details, while addressing diverse elements such as sign placement, lighting, parking, and pedestrian orientation.

Design guidelines for the villages of Richboro and Holland have been drafted by the staff of the Bucks County Planning Commission and adopted as an amendment to the township's subdivision and land development ordinance. The design standards provide guidance for existing and new development to reflect the traditional historic character of the Township. Architectural themes, styles, and construction materials common to Northampton's heritage are presented and serve as a template for developers to consider to realize the Township's goal regarding site design and building form. These design guidelines may have a broader application as they relate to historic preservation and ensuring infill development compatibility with nearby historic resources. Implementation of the guidelines will create a cohesive, aesthetically pleasing development theme that provides an attractive business environment, which exemplifies the traditional character of the community, for both customers and residents.

Figure 8. Design Guidelines, Richboro Shopping Center



(BEFORE)



(AFTER)

## Manage Parking

While the availability of parking does not appear to be an issue in Richboro, the provision and design of parking remain important issues for the village. Parking should be hidden or integrated so that it does not dominate a street or detract from the overall aesthetics and walkability of an area. However, drivers should be able to find parking easily when traveling to Richboro to shop or do business. Wayfinding signage should be adequately provided to direct shoppers, residents, tourists, and workers to designated parking areas.

Well-integrated and managed parking adds to the commercial competitiveness and economic development potential of the village. In addition, parking alternatives, such as walking and bicycling, can be more readily implemented in village areas if such facilities are available.

### Shared Parking, Perkasio Borough



As redevelopment occurs in Richboro, shared and common parking will be important ways of managing the overall supply of parking. Section 22-6191.E of the subdivision and land development ordinance includes several design requirements for parking in the Village Overlay District which are critical to ensuring a walkable, well-designed village atmosphere. Among these requirements are:

- Provisions permitting shared and reduction of off-street parking, upon submission of proof that common or shared off-street parking and loading spaces are capable of accommodating the peak demands for employees and patrons.
- A provision permitting the use of parking at other facilities within 1,000 feet of the principal use in order to satisfy the requirements for off-street parking spaces, provided that the applicant secures an agreement with the owner of the property.

- Design requirements ensuring off-street parking and loading shall not be a dominant design feature of the building or streetscape.
- Consideration of porous paving for the proposed off-street parking and loading spaces.
- Consideration of the use of curbing, bollards, segmental concrete wall blocks, landscaping blocks, concrete retaining walls and other durable materials along the perimeter of the off-street parking and loading areas to protect trees, open space, surface water or other natural areas.
- A provision that bicycle racks and stands be located in a designated area along the sides or rear of the principal building and not interfere with pedestrian or vehicular movements.

## Promote Civic Anchors

Civic and cultural anchors include libraries, post offices, schools, places of worship, art galleries, museums, theaters, municipal buildings, and community centers. Civic and cultural anchors help a district establish an identity and give people a reason to visit other than to shop or do business. Most importantly, such institutions promote a sense of community and inclusion, regardless of an individual's class, religion, ethnicity, income, or social standing.

### Ohev Shalom of Bucks County



Richboro is blessed with a variety of civic anchors, including the township administrative offices, a public library, a church, a synagogue, an elementary school, and a senior center. Civic anchors provide an institutional role to revitalization and ensure that the needs of the public are represented as redevelopment occurs.



## Design Spaces for the Public

Public spaces can complement the retail environment by creating a place for people to learn, reflect, gather, interact, and relax. Pocket parks are small urban parks that can include elements including lawn area with landscaping, water features, and sculptures or monuments. The Robert H. Dembowski, Jr., Veteran's Memorial Park at the intersection of Almshouse Road and Second Street Pike is a public memorial at the center of Richboro. The memorial's landscaping, shade trees, and stone wall and water feature offer a peaceful respite for the public amidst the hustle and bustle of Richboro and serves as an effective reminder of the sacrifices given by the men and women of the armed forces.

**Robert H. Dembowski, Jr., Veteran's Memorial Park**



Commercial areas can also provide space that allows people to enjoy the outdoors. For example, retail uses such as restaurants often include semi-public spaces such as outdoor dining. Planned shopping centers, such as Peddler's Village in Lahaska, offer plazas and gathering spaces for the public to enjoy local artwork and music and often host events to draw new customers. The *Village Overlay District Design Guidelines* require a minimum of 5 percent of the lot area or no less than 500 square feet of public space. Public spaces include village greens, pocket parks, plazas, courtyards, seating areas, and outdoor eating areas. Sidewalk areas that accommodate public gathering and connect to other facilities, which are at least 4 feet wider than the minimum ordinance requirements, may be included as public spaces if approved by the township.

Adjacent to the Spread Eagle Inn is a small public square across from the Robert Dembowski Memorial. This privately-owned area features landscaping and a lawn with sidewalks crossing a central area. However, despite its location adjacent to Northampton's most recognizable historic



resource, the square neither invites the public to use it, nor does it reflect the importance of the space to passing pedestrians and motorists.

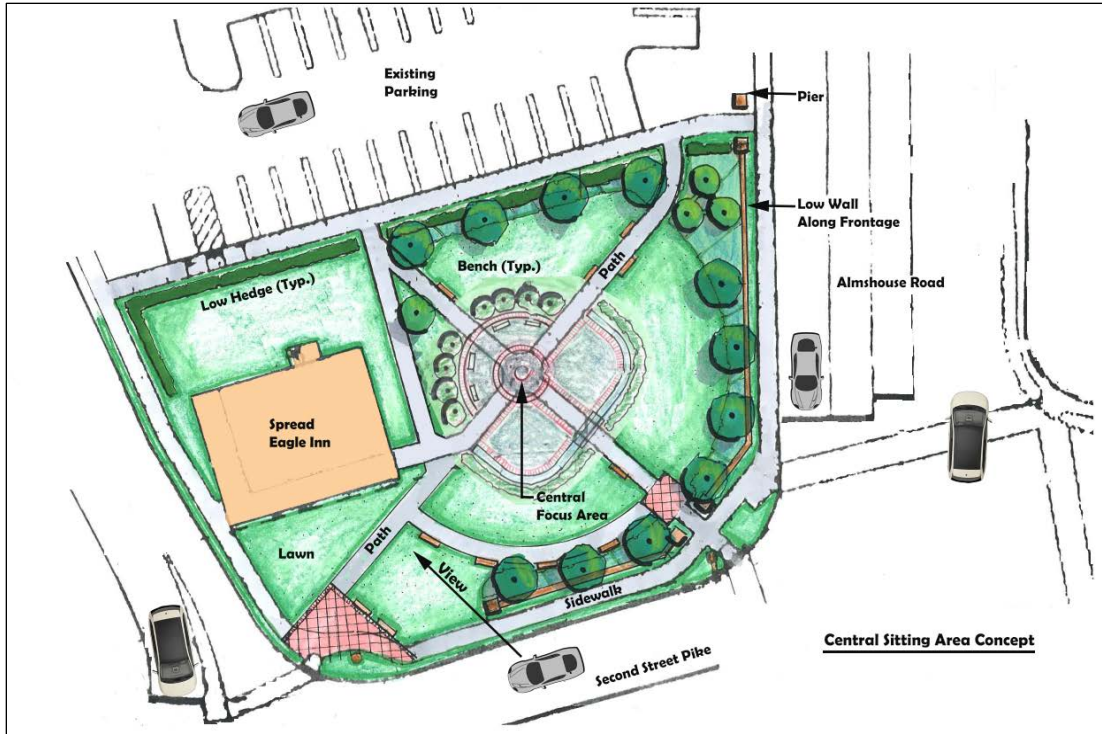
Below are examples of how this space could be redesigned to be more effective as a public space. Figure 9. “Central Green Concept” makes use of the entire site, incorporating elements designed to both invite the public in and create an edge against the street and parking lot. A low wall, which recalls the stone façade of the Addisville Cemetery, extends along Almshouse Road and Second Street Pike. Small hedges provide a separation between the space and parking lot. Shade trees provide a soft visual and noise barrier to the traffic moving along streets. Entry piers provide a gateway that invites the public in to experience the quiet of this pocket park. New pathways further integrate the park into the existing pedestrian network. Other features of the square include benches for sitting and a focal feature (e.g., flagpole, display, or statue).

**Figure 9. Spread Eagle Inn Pocket Park, “Central Green Concept”**



Figure 10. “Central Sitting Area Concept” is a variation on the first concept, but with a central sitting area in addition to a focal feature.

**Figure 10. Spread Eagle Inn Pocket Park, “Central Sitting Area Concept”**



## Preserve Natural and Historic Resources

The preservation and enhancement of historic and natural resources is important for any area undergoing revitalization. The historic resources that remain are reflective of the village’s importance as a meeting point for commerce and social interaction within the local community. They are standing reminders of the ways and values of the people who settled the area and provide a physical and cultural context to the appearance and function of the village.

Future revitalization efforts should ensure the continuation and enhancement of the village’s historic resources so that residents and visitors understand and enjoy Richboro’s setting and role in Northampton Township’s history. Historic resources rehabilitated and preserved in recent years include the Spread Eagle Inn and Richboro High School. Similar preservation efforts could also extend to important resources such as the Addisville Cemetery and other remaining historic buildings.

Natural resources enhance the character of a place and its overall quality of life. Urban development is dependent on the natural environment in which it takes place. Stormwater management, the provision of street trees and landscaping, and the preservation and restoration of natural features will help enhance the community's health and Richboro's setting in the natural environment.

### Ironworks Creek



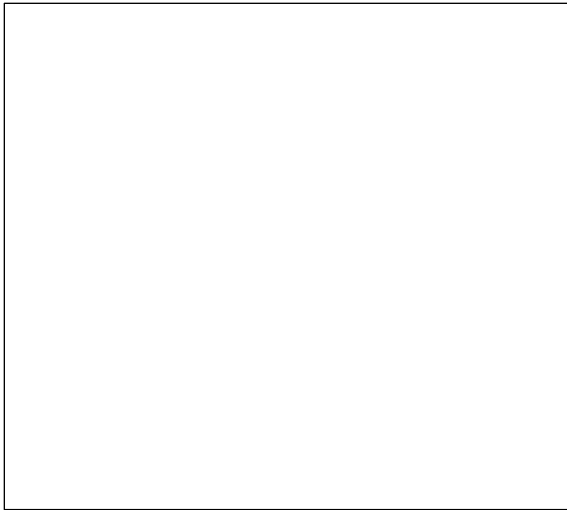
## Coordinate Village-Scale Signage

Signage is important for any business so that location and services are clear to travelers moving in and around the village. Signs link private interests to the public domain and play a central role in wayfinding, providing information, and creating a visually harmonious environment.

Signage in Richboro is inconsistent in its design and is more oriented toward motor vehicles than the pedestrian. Commercial signs are out of scale for a village environment. Many signs are internally illuminated. Richboro also lacks signage along its arterials that would identify the business district and direct vehicles to public resources, such as the township building and district court.

Village-scale signage has been successfully implemented in other communities where the main road handles larger volumes of traffic. An important feature of these signs is a consistent design treatment that is reflective of the area's history and complementary to the streetscape in their height, size, illumination, and materials. Consistent treatment aids legibility and helps develop a unified marketing image in the minds of consumers.

Northampton Township's *Village Overlay District Design Guidelines* provides several design considerations that encourage signs to be designed to achieve visual compatibility with buildings and other surroundings through the use of similar detailing, form, color, texture, lighting and materials. Northampton Township should ensure these standards are followed with all land developments and site rehabilitations. Consideration should also be given to developing public signage that would identify the business district and direct vehicles and pedestrians to public resources.





## **PRINCIPLE 2. IMPROVE MOBILITY, SAFETY, AND ACCESS**

### **Make Connections**

One of the major issues identified through the public outreach process is Richboro's lack of walkability. Many roads within the study area lack sidewalks and the high volume of vehicles creates challenging conditions for pedestrians and bicyclists.

Any future roadway improvements and development in the village should include pedestrian facilities. By striving to provide better connectivity in the village, people would have the option of walking or biking to businesses. This would reduce congestion in the village since fewer vehicles would be used for these trips.

Connectivity also extends to motor vehicle circulation. A well-connected road network has short links, many intersections, and minimal dead-ends. As road connectivity increases, travel distances decrease and route options increase. A road system with high connectivity allows more direct travel between destinations, which makes the transportation system more accessible.

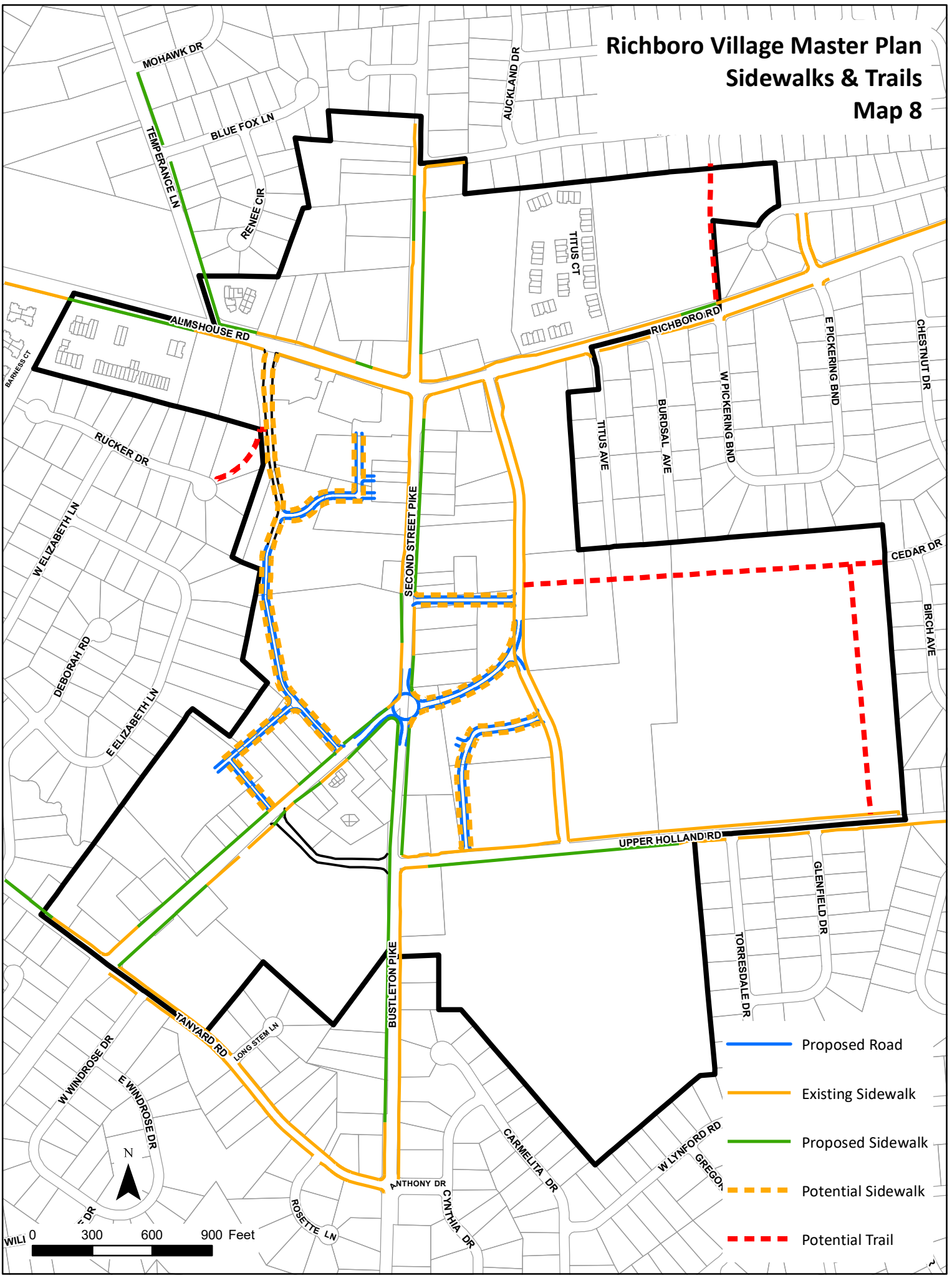
A well-connected road network allows ease of access by dispersing vehicles over more roads. A hierarchical road network strengthens land use accessibility and provides for higher traffic volumes and speeds on a few selected roads. Enhanced roadway connectivity through greater accessibility can provide a variety of benefits including increased route options, improved walkability and reduced vehicle travel. A connected road network also improves emergency response by allowing emergency vehicles more direct access, and reduces the risk that an area will become inaccessible if a particular part of the roadway is blocked by a traffic accident or other unforeseen circumstances.

This plan proposes a connector road network in Chapter 4. Transportation. Map 8. Sidewalks and Trails shows a potential pedestrian network for Richboro upon completion of the connector road network. Connections include sidewalks to be constructed (including along existing roads where there are no sidewalks) and potential future sidewalks and trails. Trail connections will permit the surrounding residential areas to access Richboro without the use of a motor vehicle. Four trails are proposed:

- Rucker Drive cul-de-sac to the Almshouse-Road-to-Second-Street-Pike connector road— This connection would use the stormwater area at the end of the cul-de-sac to provide access; however, a small pedestrian bridge would be required to cross Ironworks Creek.



# Richboro Village Master Plan Sidewalks & Trails Map 8



- Proposed Road
- Existing Sidewalk
- Proposed Sidewalk
- Potential Sidewalk
- Potential Trail

0 300 600 900 Feet





- Manor Drive to Richboro-Newtown Road—This trail would use a stub street off of Manor Drive and connect to Richboro-Newtown Road through the eastern portion of the Brookdale senior living property.
- Cedar Drive to Upper Holland Road and Township Road—Two connections are proposed from Cedar Drive: the first trail would run along the north edge of the Richboro Elementary School to Township Road at the Northampton Municipal Authority. This would also allow residents living on Titus and Burdsal Avenues to access the trail at the stub ends of these streets. The second trail would run from Cedar Drive along the eastern portion of Richboro Elementary School to the existing sidewalk at Upper Holland Road.

## Design for Pedestrians and Bicyclists

Roughly 40 percent of all trips taken by car are less than 2 miles in length.<sup>5</sup> By making some of these short trips on foot or by bicycle, rather than in a car, citizens can have a substantial impact on local traffic and congestion, as well as their physical health.

Walking and bicycling also make a positive environmental impact. By leaving a car at home, gasoline use is reduced, which lessens the volume of pollutants in the air. Other positive environmental impacts include a reduction in neighborhood noise levels and improvements in water quality, as fewer automobile-related discharges end up in local rivers, streams, and lakes.

Through the provisions of the subdivision and land development ordinance, the township is able to ensure that new developments, both residential and nonresidential, have sidewalks. Sidewalks provide alternative methods to make certain needed trips, in addition to their use for exercise and recreation. Northampton Township will continue to evaluate and prioritize sidewalk and trail connections in Richboro Village to increase the village's walkability and community character.

For most people, bicycling is a form of recreation. For others—including some children and workers without a car—bicycling is a transportation necessity. A bike-friendly town is typically associated with a high quality of life and a sense of community. Bicycling improves the quality of community life by increasing the social connections that take place when residents are active and spend time outdoors in their community.

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<sup>5</sup> Federal Highway Administration. *2009 National Household Travel Survey*.

### State Street, Newtown Borough



As redevelopment occurs in the village, the provision of bicycle facilities should be included in any improvements to the roadway system as they are implemented in the township.

## Improve the Streetscape

Streetscape improvements combine roadways with sidewalks, signage, banners, gateways, crosswalks, lighting, landscaping, and other elements in the public right-of-way to create public space for pedestrians, residents, and traffic. Streetscape improvements enhance the physical function of an area and provide a unity of design that helps improve the public image of the commercial district. Streetscape improvements will also help change the context of the area and lessen the impacts of vehicles on the quality of life of the village. Streetscape improvements should be included in any roadway improvements or land developments.

Several areas of Richboro are in need of streetscape improvements. For example, the Richboro Plaza shopping center could benefit from streetscape improvements that are consistent with a village atmosphere. Sidewalks, period street lighting, updated signage, and formal landscaping can enhance the curb appeal of the shopping center's businesses and provide a more competitive balance with School House Center across the street, which already features these types of public improvements.

### Richboro Plaza Shopping Center



Addisville Cemetery is a community resource that also could benefit from the construction of streetscape improvements. In the photosimulation shown on the following page, a new sidewalk provides pedestrians with a comfortable walkway between Addisville Commons to the south and Ohev Shalom of Bucks County to the north. Street trees provide shade and new curbing helps protect pedestrians from passing traffic. Decorative street lights and banners provide an identity to the street and give notice to drivers that they have entered a village environment. A bench adjacent to the cemetery's wall provides a place to pedestrians to rest. In addition to these improvements, the township should also consider installing a historic marker that would provide some historical context to the cemetery and help enhance the identity of Richboro.



**Figure 11. Addisville Cemetery Streetscape Improvements**

**(BEFORE)**



**(AFTER)**

## Manage Access

The basic approach of access management is to minimize the number of conflict points along roads and to provide safe and efficient access to properties along roads. A conflict point is a place where two vehicles come together or their paths cross and one or both drivers must take evasive action to avoid collision.

Access management includes such techniques as shared driveways and parking, providing access to secondary roadways, driveway spacing, planted median strips, protected left turn lanes, and any other access control measures. Access management is both a land use and traffic issue. It calls for land use controls and incentives that are keyed to the development policies of the community and the capabilities of the transportation system. The planning challenge is not merely how to provide driveways or how to design roadways, storage areas, or parking. The challenge is how to not limit new development in order to expedite traffic flow. The township must also take into account the access requirements of businesses that may relocate into the area, as well as those vehicles traveling through the area.

The construction of the new connector road system will greatly improve access management in Richboro. The road will allow establishments located along Second Street Pike to provide rear access to the connector roads and permit vehicles traveling to and from the premises to make use of the lower volume connector road and avoid making turning movements on and off the more heavily-traveled Second Street Pike.

There are other areas in the village that could benefit from access management. For example, there are three individual, disconnected parking lots serving businesses along Almshouse Road that could be provided with a driveway connection to the signalized intersection at the School House Center shopping center. This would allow southbound drivers on Second Street Pike to access the businesses via this intersection. Drivers leaving these businesses could get to Second Street Pike via the same intersection and not have to negotiate a left onto Almshouse Road, thus reducing a conflict point at this location.

**Figure 12. Access Management, Almshouse Road and Second Street Pike**



## Make Complete Streets

Complete Streets are streets designed for everyone. They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, or bicycle to work.

By adopting a Complete Streets policy, communities direct their transportation planners and engineers to routinely design and operate the entire right-of-way to enable safe access for all users, regardless of age, ability, or mode of transportation. This means that every transportation project will make the street network better and safer for drivers, transit users, pedestrians, and bicyclists, which makes our towns a better place to live. Due to the mix of businesses and community amenities, the Route 232 Corridor through the Village of Richboro is a good candidate for the implementation of Complete Streets policies.

The National Complete Streets Coalition has identified ten elements of a comprehensive Complete Streets policy. These elements include the following:



- Includes a vision for how and why the community wants to complete its streets;
- Specifies that “all users” includes pedestrians, bicyclists and transit passengers of all ages and abilities, as well as trucks, buses and automobiles;
- Applies to both new and retrofit projects, including design, planning, maintenance, and operations, for the entire right-of-way;
- Makes any exceptions specific and sets a clear procedure that requires high-level approval of exceptions;
- Encourages street connectivity and aims to create a comprehensive, integrated, connected network for all modes;
- Is adoptable by all agencies to cover all roads;
- Directs the use of the latest and best design criteria and guidelines while recognizing the need for flexibility in balancing user needs;
- Directs that Complete Streets solutions will complement the context of the community;
- Establishes performance standards with measurable outcomes; and
- Includes specific next steps for implementation of the policy.

The ideal result of a Complete Streets policy is that all transportation improvements are viewed as opportunities to create safer, more accessible streets for all users. A strong Complete Streets policy will integrate Complete Streets planning into all projects beyond new construction and reconstruction, and direct application of a Complete Streets approach to rehabilitation, repair, major maintenance, and operations work.

### Complete Street Rendering



Credit: [livehealthykankakeecounty.org](http://livehealthykankakeecounty.org)

Under this approach, even small projects can be an opportunity to make meaningful improvements. In repaving projects, for example, an edge stripe can be shifted to create more room for cyclists or a crosswalk can be added near a bus stop. In routine work on traffic lights, the timing can be changed to better accommodate pedestrians walking at a slower speed.

Complete Streets are achieved over time through single projects and through a series of incremental improvements. Policies should reflect this reality and encourage prioritization of projects to best make changes both big and small.

## **Calm Traffic**

Traffic calming measures are used to address speeding and high cut-through traffic volumes on neighborhood streets. These issues can create an atmosphere in which non-motorists are intimidated, or even endangered by motorized traffic. By addressing high speeds and cut-through volumes, traffic calming can increase both the real and perceived safety of pedestrians and bicyclists and improve the quality of life within the neighborhood.

The role of physical measures in traffic calming is usually emphasized because these measures are self-policing, and motorized vehicles will slow down in absence of a police presence. Traffic calming measures include: speed humps, speed tables, chicanes, planted medians, roundabouts and curb extensions. These techniques should affect driver behavior and improve the safety of the street for all roadway users, including pedestrians and bicyclists. They must be designed so they do not impede emergency access by police, fire, ambulance or rescue personnel.

The plan proposes a roundabout at the intersection of Bustleton and Second Street Pike. Roundabouts are compact, circular intersections in which traffic flows counter-clockwise around a center island. Traffic entering the roundabout yields to traffic inside the roundabout. Roundabouts effectively slow traffic and reduce congestion and vehicle conflicts. Roundabouts are also less costly since there is no signal equipment to install, power, and maintain. Below are several design concepts for the roundabout, which seek to emulate the context of Richboro.



Figure 13. Roundabout Concept 1

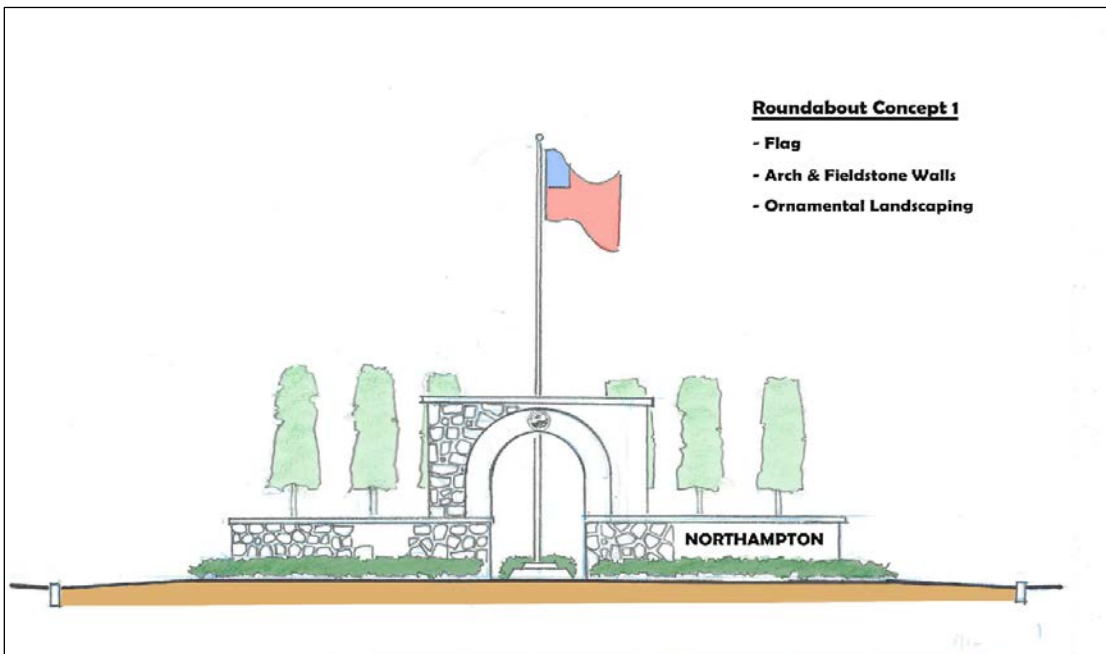
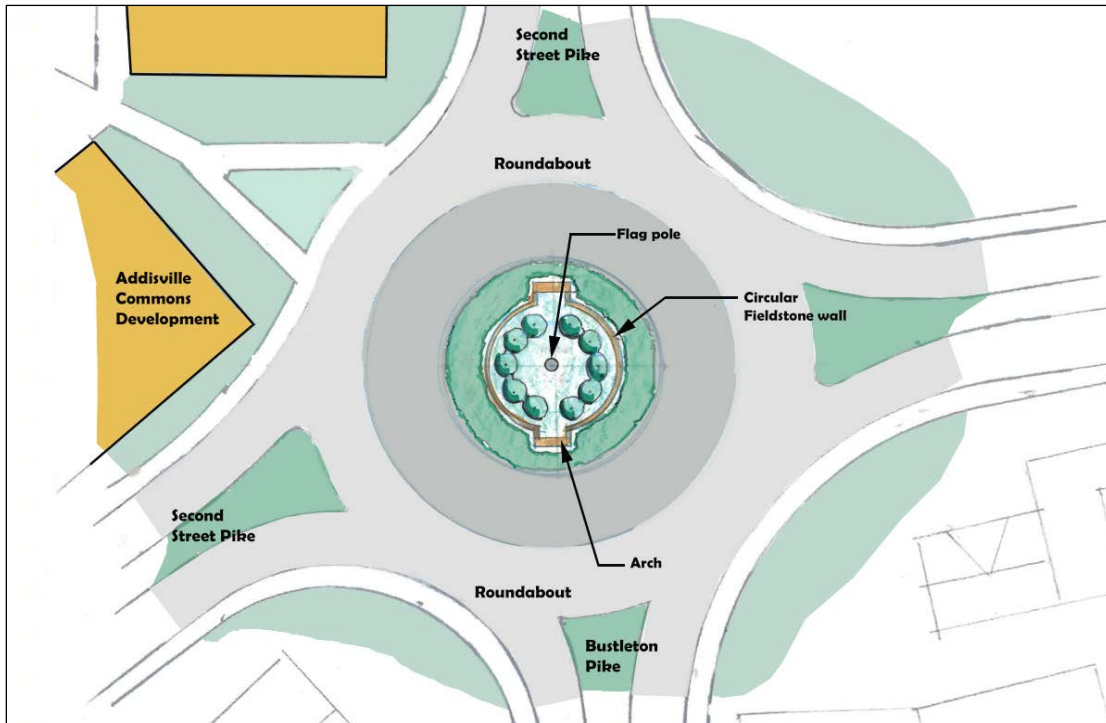
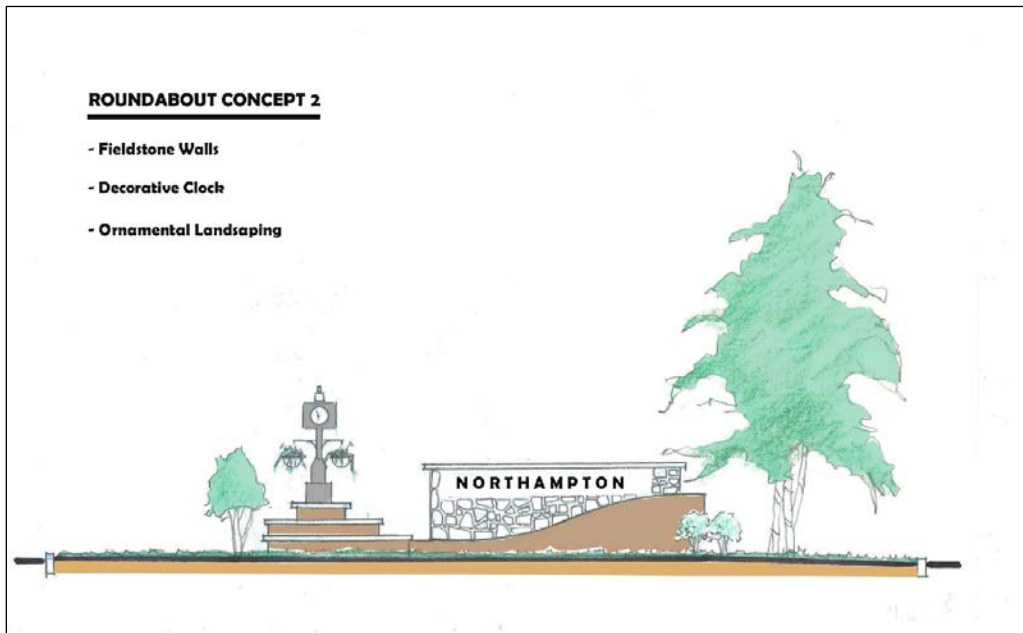
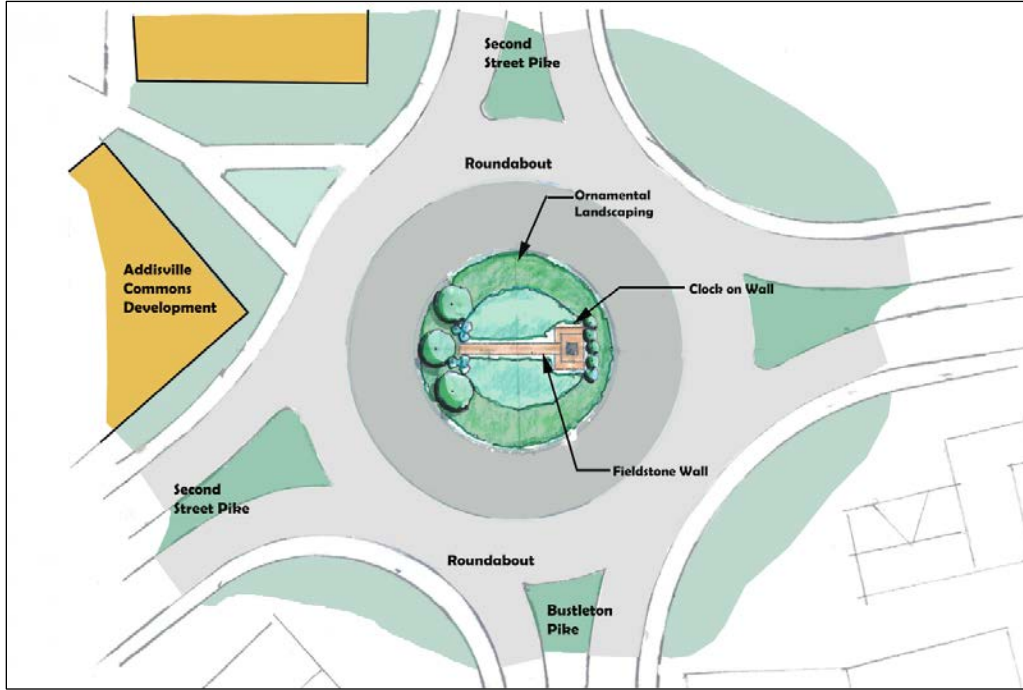
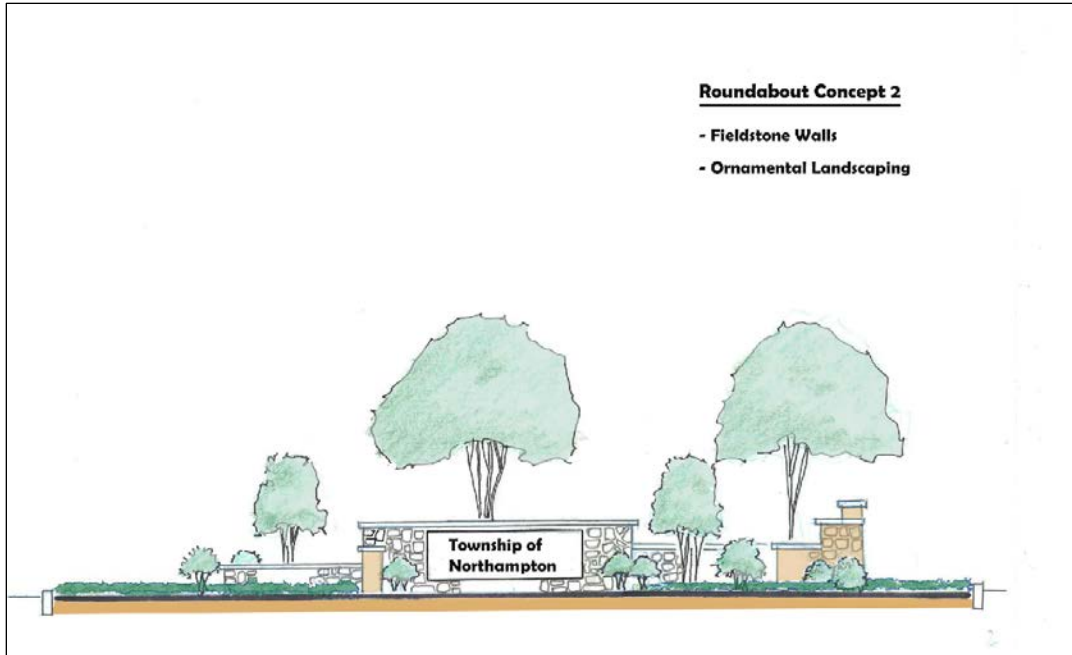


Figure 14. Roundabout Concept 2





## Create Gateways

Another streetscape improvement that should be investigated for the village is a gateway. A gateway is a physical or geometric landmark that indicates a change in environment from a higher speed road to a lower speed residential or commercial district. Gateways send a clear message to motorists that they have reached a specific place and should reduce their speeds.

Gateways often place a higher emphasis on aesthetics and are frequently used to identify neighborhood and commercial areas within a larger urban setting. Gateways may be a combination of street narrowing, medians, signing, archways, planting strips, or other identifiable features. This can help achieve the goal of meeting expectations and preparing motorists for a different driving environment. Landscaped areas with appropriate signage would indicate to drivers that they are entering the village area of the Township. The gateway will encourage motorists to drive more slowly and watch for pedestrians since they are now aware of the fact that they are entering a commercial district. To alert drivers that they are entering the Village of Richboro, gateways should be constructed at the entry points of the village. Figure 15 is a computer-enhanced photograph of a potential gateway design at Tanyard Road and Route 232. Map 6. Roadway Network Improvements, which follows page 30, illustrates potential locations.

**Figure 15. Tanyard Road at Second Street Pike Gateway**



## **PRINCIPLE 3. DEVELOP THE ECONOMY**

### **Engage in the Revitalization Process**

The revitalization process should begin soon after plan adoption. One of the first things that should be done is the designation of a coordinating entity. Coordination activities should ideally be carried out by one entity whose main responsibility is the improvement of the business district.

A coordinating entity is responsible for the following:

- Act as a champion for the village and plan;
- Engage property and business owners to understand their needs (e.g., helping to lower business costs) and develop public-private partnerships;
- Promote the concepts and vision of the plan;
- Promote an identity of the village and attract stores that fit in;
- Develop and coordinate marketing strategies and efforts;
- Secure funding for operating costs and projects; and
- Ensure the activities and recommendations of the plan are carried out in accordance with the principles of the plan.

The coordinating entity must maintain interest and momentum to ensure that Richboro is kept in the minds of potential shoppers and visitors. Funding, project timing, periodic events that raise the profile of the village, and consistent marketing are critical aspects to the revitalization process.

Bucks County has several revitalization success stories, including Doylestown Borough, Perkasie Borough, and Bristol Borough. In all cases, efforts were spearheaded by a coordinating entity and group of volunteers that consistently drove the revitalization process forward.

In Doylestown Borough, the Doylestown Revitalization Board focuses its efforts on design, communications (marketing), and economic development. The Perkasie Olde Towne Association retains the services of an economic development director, who is tasked with promoting the redevelopment of properties, recruiting new businesses to the borough, communicating the goals of the program with residents and business operators, and coordinating with businesses, financial institutions, developers, real estate brokers, and property owners to help broker new business opportunities and partnerships. In Bristol Borough, the non-profit “Raising the Bar” forms partnerships, recruits volunteers, and develops projects to promote tourism, the arts, historic preservation, greening, joint marketing and economic development.



## Understand Both the Opportunities and Challenges

Richboro is blessed with a number of assets that will aid its transformation into a vibrant business district. Among these are:

- The village is the seat of township government and hosts a variety of institutions, including a district court, a library, senior center, elementary school, middle school, church, and synagogue.
- Township residents generally regard Richboro as the center of Northampton Township.
- The village maintains a number of traditional buildings, some of which are historically significant.
- The market profile developed as part of this plan shows a significant leakage in several major retail categories, which represent opportunities for future retail development.
- The area's market reflects an upper middle class population that is on average educated, middle-aged, gainfully-employed in a white-collar profession, owns a single-family home valued above the median price for the region, and spends more than the national average on a variety of consumer spending categories.
- The large volume of traffic moving through the village each day represents a potential uncaptured market.
- Village zoning and subdivision and land development ordinance standards have already been adopted that will help ensure good place-making in the context of Richboro's village atmosphere.
- Residents, business owners and operators, and township officials recognize the importance of Richboro and its potential as one of the next great places in Bucks County.

However, there are certain realities that must be recognized and overcome for Richboro to become more successful as a retail district. Among these are:

- Richboro's current configuration lacks the intensity of uses associated with other centers of Bucks County. It is a village that has been adapted to a car-oriented environment, uses and amenities are further apart, and therefore it is less walkable than more urbanized areas.
- Richboro currently functions as a convenience market and lacks a regional economic identity that could effectively tap into its potential market area.
- With a commercial mix of mostly offices and convenience retail and little in the way of "walkable retail," Richboro's current store mix will not attract interest outside the convenience market.

- Markets are competitive. Every dollar spent in one area will not be spent in another. Richboro faces stiff competition from managed shopping districts throughout Bucks County.
- Richboro currently lacks a coordinating entity and marketing plan that would act as a champion for the village and plan and develop and coordinate marketing strategies and efforts.

## Develop a Marketing Plan

Marketing is the process of informing target markets of the goods, services, and amenities of a business district that are available to potential consumers. Without a coordinated marketing plan and subsequent campaign, lucrative target markets outside of Richboro's current market area will remain untapped and the full potential of Richboro will go unrealized.

Marketing can be carried out by means of retail promotions, image-building promotions, and special events. Retail promotions typically involve sales or some other customer-oriented event. Retail promotions are designed to produce immediate sales and are often store-based rather than districtwide.

Image-building promotions are public relations campaigns aimed at enhancing a commercial district's overall image. Image-building promotions help establish a marketing identity and are a means for promoting revitalization successes. Publicity campaigns should include press releases and outreach designed to encourage write-ups in local newspapers and news-oriented websites.

Special events, such as festivals, are designed to produce eventual sales and establish a long-term relationship with the community and customer base. For example, a common marketing tactic employed by many business districts are festivals promoting a local cultural event. Such events include food festivals, arts and crafts festivals, and car shows. Many communities run weekly farmers' markets and summer concerts that also serve to support long-term sales.

Public improvements can aid marketing efforts, especially in an area that is looking to turn the corner. However, public improvements alone—while important to a district's image and function—will not bring customers to a business district. New amenities, such as sidewalks, streetlights, convenient parking, or benches, give an impression of progress and vibrancy to the district. Ensuring that a project's completion is well-covered in the press and promoted by the community is an important aspect of the marketing campaign.

Marketing plans must understand the demographics and preferences of the target market, the means by which the message will be delivered, and the stores and amenities that will bring the target market to the business district. Further, detailed analysis of the regional market will be required to determine both the market targeted and the message delivered. Marketing plans must also be coordinated with shopping center management companies to ensure amenities, image, mix of stores of individual shopping centers is consistent with the marketing efforts of the village as a whole.

## **Establish a Target Store Mix**

Opportunities exist to capture market leakages through a complementary mix of stores that can establish an identity for the village as a destination shopping area. Shopping centers and managed districts ensure a mix of stores that will meet the expectations and desires of the target market. Thus, it is critical that Richboro attract the types of stores that have been identified as representative of the marketing of the village. For example, fast-service restaurants and convenience-type service stores only reinforce the perception that Richboro is a “get in, get out” type business district.

The economic development analysis, provided in Chapter 5, indicated unmet demand for number of store types that would support a walkable retail environment that would encourage people to stay longer in the village, rather than merely use it as a convenience stop. These include:

- Furniture & Home Furnishings Stores
- Specialty Food Stores
- Clothing Stores
- Shoe Stores
- Book, Periodical and Music Stores
- General Merchandise Stores

When choosing a store mix, the coordinating entity should not feel they need to limit themselves to concentrating on attracting the above store types. A local understanding of the area’s markets and unmet demand for a particular retail category are important aspects to choosing a store mix. However, it can’t be emphasized enough that people need have a reason to visit a district and the store types and mix help establish a marketable image in the minds of current and potential customers. Stores that do not reflect the image the village is attempting to promote are both detrimental to successful marketing and future revitalization efforts.

# APPENDIX A. SUMMARY OF SURVEY RESULTS

## Richboro Village Master Plan – Town Hall Meeting Survey Summary

The purpose of the Town Hall Meeting held on February 12, 2015, was to discuss key issues affecting the village that will help shape a shared community vision for its future. Attendees were asked to fill out a brief survey to help gather the opinions and comments of residents and interested parties. The following is a summary of the survey’s results.

### Question 1.

I am a: (Check all that apply.)		
Answer Options	Response Percent	Responses
Resident	91.7%	49
Business Owner	7.4%	4
Township Official	0%	0
Other	1.9%	1

52 people returned surveys (two persons checked more than one option on Question 1). Only 4 persons identified themselves as business owners and zero respondents identified themselves as a township official. One person identified themselves as “Other.”

### Question 2.

Which BEST describes your vision for Richboro’s future community character? (Select only one.)		
Answer Options	Response Percent	Responses
Small Town Character	30.4%	14
Mixed-Use Walkable Community	50.0%	23
Retail Destination	6.5%	3
Retail/Recreation Destination	8.7%	4
Status Quo	2.2%	1
Other	2.2%	1

“Mixed-Use Walkable Community” best described people's vision for Richboro's future community character with 23 responses out of 46 total. This was followed by “Small Town Character”, which had 14 responses. “Retail/Recreation Destination” received 4 responses, “Retail Destination” had 3, and “Status Quo” had one. “Other” received one response.

**Question 3.**

**In order promote greater collaboration/cooperation for businesses, residents, and township officials, which actions are appropriate? (Select all that apply.)**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Responses</b>
Establish a Common Goal or Vision	44.0%	40
Appoint Liaisons for Communicating Between Groups	27.5%	25
Foster Volunteerism and Stewardship	19.8%	18
Other	8.8%	8

In response to what people think must be done to promote greater collaboration and cooperation for businesses, residents, and township officials, people think it is most important to establish a common goal or vision (40 responses). This is followed by appointing liaisons for communicating between groups (25 responses) and fostering volunteerism (8 responses).

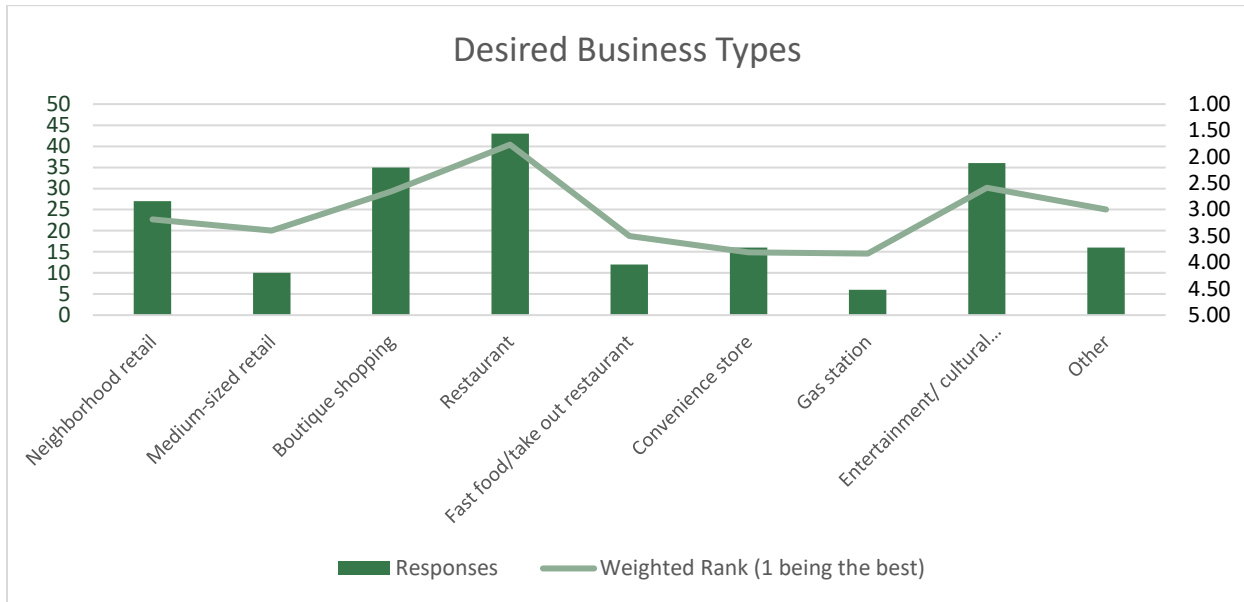
**Question 4.**

**Please rank the following businesses as most needed in the village. (Rank the 5 most needed businesses from 1 to 5, with 1 being the most needed. Rank only five.)**

<b>Answer Options</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Responses</b>	<b>Weighted Rank</b>
Neighborhood retail (greeting card store, dry cleaner, deli)	2	6	7	9	3	27	3.19
Medium-sized retail (pharmacy)	2	1	1	3	3	10	3.40
Boutique shopping (antiques, furniture, clothing)	7	10	9	6	3	35	2.66
Restaurant (sit down, eat in)	23	11	6	2	1	43	1.77
Fast food/take out restaurant	0	3	2	5	2	12	3.50
Convenience store	1	1	5	2	7	16	3.81
Gas station with/ without convenience store	0	0	3	1	2	6	3.83
Entertainment/ cultural attraction (theater, gallery, art/dance studio, museum)	9	12	6	3	6	36	2.58
Other	3	2	4	6	1	16	3.00



Respondents ranked the most desired businesses in the village. Businesses with the most responses include Restaurants, Boutique Shopping, and Entertainment/Cultural Attraction. Businesses with the highest rankings include Restaurants and Entertainment/Cultural Attraction.



**Question 5.**

Should there be stronger pedestrian connections within the village?		
Answer Options	Response Percent	Responses
Yes	88.5%	46
No	11.5%	6

Most respondents think that more pedestrian connections within the village are needed (89 percent).

**Question 6.**

Should there be better connections between the village and amenities in the surrounding areas? (e.g., school, library, park, or senior center)		
Answer Options	Response Percent	Responses
Yes	73.3%	33
No	26.7%	12

Most respondents also think that better connections between the village and amenities in the surrounding areas are needed (73 percent).

**Question 7.**

**What are the most important transportation issues facing Richboro?**

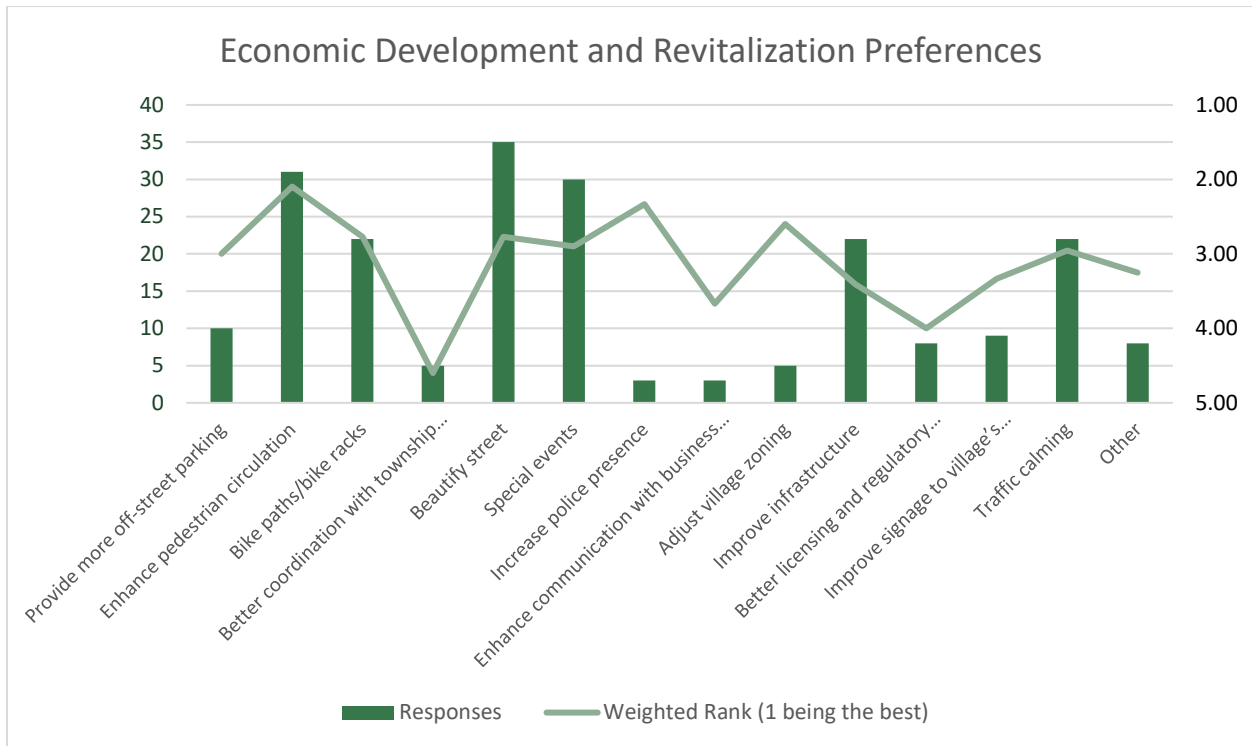
See comments beginning on page 76.

**Question 8.**

**Please rank the five most important things Northampton Township could do to help generate economic development and revitalization in Richboro. (Select the most important things, ranking them from 1 to 5, with 1 being the most important. Rank only five.)**

Answer Options	1	2	3	4	5	Responses	Weighted Rank
Provide more off-street parking	1	3	3	1	2	2	3.00
Enhance pedestrian circulation	13	7	6	5	0	9	2.10
Bike paths/bike racks	6	3	6	4	3	6	2.77
Better coordination with township government	0	0	1	0	4	1	4.60
Beautify street—plantings, street cleaning, lighting	6	10	8	8	3	8	2.77
Special events ( <i>holiday lighting, shopping nights, street festivals, etc.</i> )	4	10	6	5	5	3	2.90
Increase police presence	0	2	1	0	0	2	2.33
Enhance communication with business community	0	0	2	0	1	0	3.67
Adjust village zoning	2	1	0	1	1	2	2.60
Improve infrastructure ( <i>roads, utilities</i> )	2	4	3	9	4	11	3.41
Better licensing and regulatory environment ( <i>e.g., signs, permitting</i> )	0	1	2	1	4	2	4.00
Improve signage to village’s attractions/businesses	2	1	1	2	3	2	3.33
Traffic calming	7	1	4	6	4	8	2.95
Other (Specify)	2	1	1	1	3	3	3.25

Enhance Pedestrian Circulation, Bike Paths/Bike Racks, Beautify Street, Special Events, Improve Infrastructure, and Traffic Calming are the top answers when asked what the five most important things the township could do to help generate economic development and revitalization in Richboro. These answers were also ranked among the highest. Other highly ranked responses include Provide More Off-Street Parking, Increase Police Presence, Adjust Village Zoning, and Traffic Calming.



**Question 9.**

**Would you be interested in being contacted by the township for follow-up on any of your questions or comments from this survey and meeting?**

Answer Options	Response Percent	Responses
Yes	61.9%	26
No	38.1%	16

**COMMENTS**

**Question 2: Which BEST describes your vision for Richboro's future community character?**

Upscale, indigenous businesses. No more big box or pharmacies. If anything, an upscale input such as Trader Joe's. See shopping center at English Village in Montgomery County.

Keep design of Giuseppe's Center for the "Downtown" Richboro area consistent along 2nd Street Pike and Almshouse Roads.

Better architecture of buildings and better landscape architecture. Instill character into our environment.

I would like to see us have a character, an old town charm of the Old Spread Eagle and Old Richboro Schoolhouse. Retail/Recreational and Walkability is a major need!

Better lane markings. Rush hour traffic is like a big city!

**Question 3: In order to promote greater collaboration/cooperation for businesses, residents and township officials, which actions are appropriate?**

Better communication with residents on township efforts.

More open meetings before final vote for projects.

Consult with other local towns who seem to have done it correctly (i.e., Newtown Borough, Doylestown)

More direct emails about happenings/meetings/things to act on.

Long range plan - 20, 50 & 100 year plan

Appointment/Volunteers - No Lobbying/Politics

Richboro is too fragmented, with no main street. It will take more than talking to cause any significant change.

Alternative daytime township meetings in addition to night meetings.

**Question 4 ("Other" Responses): Please rank the following businesses as most needed in the village.**

Diner 24 hours

Hardware Store

Parks/Open Space - Dog Park

Starbucks/other "gathering-type" eateries, i.e. ice cream eat-in shop; pub-type restaurant.

We have most of the above. Where would you put more? Already too congested. Good quality take-out.

No more pharmacies. Local small upscale businesses. No more strip mall mentality. A Trader Joe's or Whole Foods.

Re-develop "Davis Pontiac" site with shopping similar to "The Shops at Valley Square" in Warrington.

Higher end retail, too many pharmacies, massive Walgreens was unnecessary. Smaller restaurants. Gas stations are necessary, but we have plenty of those. Coffee shop/Internet Café/Sporting Goods Store/free standing buildings - fewer strip malls - book/record shop

No more pharmacies, variety of restaurants, healthy options not more of the same. Sports for all. "Trader Joe's" "Starbucks" - Gathering places walkability between town areas.

No fast food

Place for activities family oriented. Batting cages, carousels, amusements, town village - center (Franklin Square as example)

Discount super market, big box, Target

Would like to see a specialty food store such as Wegman's or Altomonte's. Miss the old McCrory's 5 & 10. And a Starbucks.

Wegman's or Whole Foods, (Superfresh & Shop 'n Bag are nasty, disgusting & not worth going to). Quality, upscale restaurants that aren't Italian or Asian because almost all existing restaurants in Richboro are Italian or Asian.

Trader Joe's, Panera, Chipotle, Whole Foods

**Question 5: Should there be stronger pedestrian connections within the village?**

Improve walkability between Richboro Road and 2nd Street Pike (North) and the village center

Around the shopping Centers

Sidewalks

From old Davis Pontiac lot on both sides of street up to Richboro Pub.

232, 332, Bustleton to Gulf Station, 232 Intersection to Civic Center

232, 332

Along Second Street Pike

Along Second Street Pike

Second Street Pike

Pedestrian crossing Second Street Pike

Along 232

Sidewalks throughout

Trail to Tyler Park

From Northampton Township (North Mearns) to Richboro from Richboro to Tyler Park from Tyler Park to Newtown (Main Street)

Addisville Commons we could use a "center of town" walkable type area like Wegman's Center in Warrington. NOT ANOTHER STRIP CENTER.

Almshouse Road

Provide a way to unify now distinct strip shopping centers.

Sidewalks that are continuous/bike racks/cross walks

A town walkability - you take your life into your hands on all our main thoroughfares.

And bike paths!!!! From the old Churchville Train Station up to Richboro with a bike lane especially!!

Davis Pontiac - Park land of some sort.

Tanyard Rd needs sidewalk & 2nd Street Pike (Crosswalks)

Streets and trains

Safe walkways between shopping centers.

Along Bustleton & Second Street Pike.

From Temperance Lane, from North of Manor Drive

This should be a priority, Rt. 232, Rt. 332, Holland Rd, Upper Holland

Provide connection between Township Road and Bustleton & 2nd Street Pike.



Connect behind synagogue, McDonald's, Giuseppe's.

**Question 6: Should there be better connections between the village and amenities in the surrounding areas?**

Bike trail - walking

Shuttles

Richboro Schools

Newtown-Richboro Road needs sidewalks.

Senior Ctr. & Park

Senior Center & Park

Bike paths and walking paths

Sidewalks between library and village.

Library

Park-like gathering centers are a draw - benches, skate paths, concert gazebos. The "park" at the Shop 'n Bag is a bench on a busy street corner!

Public shuttles.

We have sidewalks that don't meet each other between Richboro Elementary and Long Lane Farms on top of fields to school to township building to middle of town.

Bike Lanes!!!

Walkway - bike lanes

Through Crossroads Plaza (up to Library/Schools)

Assume "connections" mean physical (walkability) as opposed to outreach programs.

All schools and parks should be accessible by sidewalks and bike paths!

Sufficient

A better pedestrian connection that would be along west side or Bustleton & 2nd Street Pike.

**Question 7: What are the most important transportation issues facing Richboro?**

"(1.) Pedestrian access (walkability is poor) (2.) Not much public transportation such as a connection to SEPTA bus/trains."

Bicycle lanes where possible.

Bike lanes. Walking trails with distance signage.

Too much traffic.

Congestion from Jamison into Richboro on Almshouse Road.

Dump trucks on 332. School buses cause extreme traffic backups on 332. 332 has too much traffic. Another east-west road should be improved to offer alternatives.

Car traffic

Second Street Pike

If you don't have a car, you are in trouble!

Rush hour traffic

Rush hour traffic

Busy road / police traffic enforcement

Congestion on all arteries coming into downtown Richboro.

Way finding, pedestrian connections to large residential development

Pedestrian and bicycle

Heavy traffic

Turning light is needed at Bustleton & Upper Holland Roads.

Almshouse and 232 always backed up. Difficult getting out of Golden Gate Drive onto Almshouse.

I wish there was SEPTA rail into Philly. Next on wish list is a minibus in the township to Richboro.

The hill on Buck Road. The hill on Newtown-Richboro Road.

No room for walking or riding bikes from the far end of the township to the local stores.

Traffic and lack of good sidewalks.

Widening of Almshouse has helped. Dealing with congestion at Bustleton/232 intersection. Repair roads - safe roads.

No SEPTA, it brings crime to small towns.

Too much traffic on Almshouse Road and 2nd Street Pike. No public transportation of any kind.

Traffic gets pretty heavy where Almshouse meets Second Street Pike. The addition of any large box stores or retail chain will cause an influx of traffic that our roads cannot accommodate.

Walkability is key - ability to walk with stroller, kid on a bike. We do not need SEPTA or the crime rate to change as we were just voted Safest Areas to live - SEPTA would change that.

Lack of bike lanes

Too many stores which cause too many cars. Traffic lights are too close together.

Congestion- needs to be alleviated

Transportation to train station, taxi service, limo service

Streets and traffic.

We need a "Richboro" Bypass

Wells Fargo intersection at Crossroads is unsafe. If you are walking through Richboro, there are no safe ways to get around. Parking lot at Shop 'n Bag shopping center is dangerous. There needs to be directional

signs, and signs for entering and leaving. Getting in and out of Walgreen's parking lot is complicated and dangerous. The Post Office shopping center is also crowded and ill-designed.

Too much congestion.

We need sidewalks (or bicycle lanes) so you don't have to drive everywhere.

1. Too many potholes; 2. Need bike lanes; 3. Reopen Churchville Train Station for access to Philly and Trenton; 4. Charging stations for electric cars.

Safe foot traffic. Northbound traffic approaching downtown area is brutal being squeezed down to one lane.

Northbound backup on 232 as you approach 332.

1. Volume of traffic; 2. Township does not need buses in the village; 3. Township has too many traffic lights.

**Question 8: Please rank the five most important things Northampton Township could do to help generate economic development and revitalization in Richboro.**

Keep small town feeling

Get away from strip mall mentality. Class up the act of the place to really call it a "village". Right now, it's an uncoordinated mess of strip shopping centers.

Better architecture of new buildings – don't just throw boxes up. They need character. Better buildings will attract higher end retail/restaurants. Note how towns like Newtown and Doylestown do not permit illuminated signs for businesses

Adjust village zoning to enhance pedestrian circulation and bike paths. Village up the signs! No more florescent lights. UGH!

Stop building stores!

Fix up dilapidated buildings 2nd Street to Tanyard is an eyesore, uninviting and ugly.

Did not rank. Comment: Pheasant Run (our development) has not been paved in 35 years. A real disgrace.

Create a village atmosphere like Doylestown - make Northampton feel like a place to spend hours wandering around from store to store to restaurant to bar with art galleries & live music.

Better stores, more diversity, locally owned

More open space

Leave open space

**Question 10: General Comments**

"Provide or improve pedestrian and/or bicycle access from adjacent residential streets to the village center.

Keep in mind that the intersection of Almshouse and 2nd Street Pike is not a good place for pedestrians (and probably cannot be made much better due to the heavy vehicle traffic there)

I have seen that there are two kinds of people that use the main roads in Richboro:

1. People who are just driving through on their way to somewhere else;
2. People who live in or near the village and want more than just fast traffic lights and minimal delays.

May I suggest that your plans minimize the conflicts between the above two groups."

Make environmental/recreational use of the creek that goes through Richboro.

Better utilization of empty Davis Pontiac lot. Before development possible uses: 1. Flea market space, 2. Carnival space. I understand that its private property, however, village can create events on that space in partnership.

"My wife and I moved to Richboro from Philadelphia in 2013 and we love it here. My main request would be additional dine-in restaurant options (not pizza places). We love to eat out and unfortunately we usually have to drive 20 minutes or more to do so. I would love to see more options in Richboro.

Also, I would love to see more locally owned stores and retail options."

I like Richboro!

We need to keep the village "local" so it stays unique and not like any other village. Chain stores, department stores and the like, ruin a town and its character. Local people, local village.

We need a parade route.

Doylestown and Phoenixville are good models. Any kind of "college town" feeling that would attract young and old alike.

We would love to see a "down-town" main street type feeling created (as in Stone Harbor, Ambler, etc.) Obviously, we don't have much useable available ground because of development. Although the Addisville ground is smaller than desirable for this purpose, it could, if used wisely, create a smaller version of a town-center gathering place. The shops at Wegman's have created this feeling within a small scale. Places that encourage interaction, such as Starbucks, small pubs, ice cream sweet shops (Sweet Pea) are desirable-versus more banks, dry-cleaners, and "strip center" type stores. A women's clothing store such as Ann Taylor or Banana Republic would be an upscale but much needed amenity. Our area has to go to Newtown or all the way to the mall for shopping. We would love to see a destination created as a go-to place to walk around with the grandchildren. Places you can wander around in, like bookstores (although I know they're a dying breed) as opposed to pulling up to a dry-cleaner. Some communities (Avalon, Sea Isle, Newtown, and Doylestown) offer street-corner type entertainment in warm weather. These venues are usually inexpensive, but promote a sense of community and interaction between our fellow residents. Holland and Richboro can become very isolated non-community-spirited areas, because of a lack of a feeling of a center of town.

"Referring to Richboro as a village is ridiculous. Tax dollars need to work on improving safety, roads and quality of life resources like parks (not Dembowski nominal - who wants to sit and suck in exhaust) Recreation and library.

Richboro will never be Newtown - stop spending money trying to make it so.

Except for the Davis property we don't need more businesses. Traffic is already bad enough. There is too much congestion.

Richboro is a drive to/drive through town. Trying to make it pedestrian friendly is a waste of tax dollars (and that is true for the "village" in Holland too.)"

Richboro currently is a hodge podge of non-planned strip shopping centers. It is mostly low class. It needs to have a cohesive plan and upgraded. The last thing we need is another big box store, another pharmacy or gas station. We don't need any more pizza restaurants or fast food. We need an upscale fix to the area.

"Thank you for allowing us to have a small voice. I love our town. I grew up in Richboro, attending Rolling Hills, Holland Middle & Council Rock North. As a parent in Richboro Elementary, I am proud to be from here. We are no longer a farm town, but a family town. We live close to Northampton Park and Tyler Park and it should be easy to walk or bike to these areas with kids. Our sidewalks don't meet each other, our roads have no sidewalks or path for pedestrians. Our signage is florescent lights and harsh lighting. We have lovely building from our past: The Spread Eagle, The Schoolhouse and our beer distributor has the prettiest building in Richboro. The parking lots are all you see as they are right on the road with the car dealership. The buildings should be on the road - walkable and "village" like. We need more variability in our town: no more pizza or fast food but destination restaurants, meeting coffee shops, restaurants with seating outside to enjoy the town and weather, and healthy options: Whole Foods or Trader Joe's.

We need sporting areas for kids - outdoor soccer, lacrosse, indoor basketball, etc. Sports-plex - our town is built around families and schools not the folks who don't want to support schools - our schools bring families here and sell houses!!"

As you could tell, I am a strong supporter of safe bike lanes that are clearly marked. As the "Baby Boomers" progress they have been taking to Corvettes, Harley's and bicycles more and more each year. Plus, creating bike lanes would expose younger people (parents) to develop good riding skills in their children.

"Maybe it's possible to coordinate the traffic signals a little better, e.g. turning left off Rte. 232 onto Rte. 332 (a very short left turn arrow) and immediately being stopped at Township Rd is very frustrating.

Having developed around the intersection(s) of major routes and lacking a bypass, Richboro is/will continue to be dominated by heavy traffic. The concept of being able to walk/cycle around appeals but I wonder who would elect to undertake a trip from Shop 'n Bag to the Post office, assuming a sidewalk/bike path could be squeezed out of the limited space. Not a pleasant experience.

Richboro is not a walkable town - it is too far between the two main shopping areas and there's too much traffic. Possible a pedestrian route through the Davis site would invite some residents to walk from one end of town to the other but I doubt many would actually do it.

Street beautification would help somewhat but a basic character for the town has not been established. The attractive street lamps and clock look nice but are rather incongruous adjacent to the Shop 'n Bag shopping area.

I attempted to complete the survey but came to the conclusion that Richboro could be best improved by having regulation on architecture. This may well be too late. While Richboro cannot (nor should it try to) be Newtown, the lack of any consistent architectural style has done much harm. Old buildings have haphazard additions and new ones have no sense of character attributable to the history of the area.

Making sure Davis development has "eye appeal" - not necessarily true historic reproductions, but an attractive modern interpretation - would do much to enhance the area and might encourage existing owners to improve their properties."

"Redevelopment of car dealer and dilapidated house and old garden business on 2nd Street Pike.

No one wants a big box store. A small store as Trader Joe's, etc. would be welcomed as I have read comments.



Expand the Richboro Swim Club to more activities for the kids. Like a "Franklin Square" type facility - "Richboro Square" - where events could be held but be big enough to hold a lot more than Dembowski area.

Lowering speed through this area to 25 mph to accommodate walkers and bikers.

Carousels, mini-golf (outdoor & indoor), batting cages - everyone goes elsewhere for these activities (Southampton) & Wrightstown/Newtown.

Village Shoppes would be nice, like Peddler's Village.

The Township is a beautiful bedroom community supported by a highly rated school district and local farms which should be served by retail and medical and upscale restaurants for the local population, developed in the old traditional style of Bucks County.

"What can be done to remove the unsightly Walgreen building? It is ugly.

We need a new P.O. with better parking."

We have been living here for the past 34 years, and the old country feel of Richboro is gone. Richboro remains a congested intersection between Routes 332 and 232 and we do most of our shopping and business outside of Richboro. The addition of the Municipal Park has been the nicest thing that has happened here and yet, that leaves a problem, as there are no trees to give shade in the hot summer days.

"See Survey for full comments (2 pages long with attachment).

It would have been nice if Northampton Twp had preserved more of the older homes near the train station. People love the concept of little towns like Doylestown and Newtown where they can walk the streets to shop and see their neighbors. It really cements a community and provides a center place for people to connect. Here are my suggestions:

Davisville Tract: would like to see it designated on a smaller scale Peddler's Village with park benches, greenery, etc. An old fashioned Pub, ice cream shops and a specialty store like Wegman's. Also a Starbucks. Starbucks increases property values incredibly.

Mallard Creek: Sidewalks connecting Mallard Creek with the new Davisville shopping area. The building with the round window would make a great Starbucks.

Lower Holland Road: Sidewalks along Lower Holland Road to connect with sidewalks on Bustleton Ave going into Richboro. Also, have Lower Holland Rd split at the corner of Bustleton Pike, route behind the little house for those going north.

Street Beautification: Pave Pheasant Run - hasn't been done in 35 years.

Mill Race area: Beautify by the windmill for the entrance to Holland.

There is an attached article to this survey entitled, "Living Near a Starbucks Will Increase Your Home's Value."

A walkable neighborhood makes a community.

"1st: Enough new construction - no more new houses - save open space!

2nd: Something needs to be done to enhance "the village", which feels like its dying. The shopping centers feel mismanaged. The grocery stores are not useable. I drive to Newtown for McCaffrey's, Southampton for Giant and Warrington for Wegman's and I live off of Upper Holland Road, (1 1/2 miles from Superfresh

and 2 miles from Shop 'n Bag). There aren't any local restaurants worth eating in or taking visitors to. It's embarrassing. The only places worth "showing off" are Tyler Park and Churchville Nature Center and the Art Studio in Tyler. Art in the Pod is terrific and Gasper's is interesting. If we eat out, we drive to Philly, Doylestown or New Hope. I've lived here most of my life and wonder what's happening to the area. I'm concerned that we're not far from becoming like N.E. Philly, Bensalem or Warminster with tacky consignment shops and check cashing storefronts. (A local police officer informed me that there is a large Russian Mafia presence in Feasterville, Southampton & Churchville) Thank goodness the school district is one of the best in the country and the police, firefighters and EMTs are terrific. A renaissance, like they had in Doylestown would be wonderful. Thank you."