

Sellersville

Comprehensive Plan Update

September, 2019



Prepared by



BCPC

Bucks County Planning Commission

SELLERSVILLE BOROUGH

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PLANNING CONSULTANT



The Almshouse Neshaminy Manor Center 1260 Almshouse Road
Doylestown, Pennsylvania 18901 215.345.3400 FAX 215.345.3886
E-mail: bcpc@buckscounty.org

TABLE OF CONTENTS

- Introduction and Plan Summary1**
 - Pennsylvania Municipalities Planning Code 1
 - Public Participation..... 1
 - Building upon Foundations..... 1
 - Short Term Priority Actions 2

- Chapter 1 - Vision and Guiding Principles5**
 - Vision 5
 - Guiding Principles 5
 - Comprehensive Plan as a Decision Making Guide..... 6

- Chapter 2 - Principle I. Promote Economic Vitality.....7**
 - Economic Vitality and Growth..... 7
 - Consumer and Business Demographics 8
 - Market Analysis 10
 - Business and Resident Survey 15
 - Zoning Districts..... 16
 - Current Revitalization Opportunity 18
 - Borough Housing 21

- Chapter 3 - Principle II. Build and Maintain a Livable Community23**
 - Community Facilities and Services 23
 - Public Service Facilities..... 24
 - Utility Service Facilities..... 31

- Chapter 4 - Principle III. Protect the Borough’s Natural, Historic and Cultural Resources 37**
 - A. Protect and Conserve the Borough’s Natural Resources 37**
 - Existing Natural Features..... 38
 - Natural Resource Conservation and Protection Measures 42
 - B. Protect the Borough’s Historic, and Cultural Resources 46**
 - Historic Preservation 46
 - Historic Preservation Implementation Strategies 47

- Chapter 5 - Principle IV. Provide for Mobility and Connections51**
 - Transportation System 51
 - Street Classification 51
 - DVRPC Transportation Improvement Program 52
 - Public Transportation 53
 - Access Management 53
 - Pedestrians and Bicyclists..... 54
 - Traffic Calming..... 55
 - Streetscape Improvements 55
 - Transportation Strategies..... 56

Chapter 6 - Principle V. Promote Smart Growth57

A. Existing Land Use57

- Borough Perspective 57
- Residential 58
- Commercial..... 59
- Industrial..... 59
- Government and Institutional 59
- Parks, Recreation, and Protected Open Space..... 60
- Transportation and Utilities 60
- Vacant Land 60

B. Future Land Use61

- Smart Growth 62
- Residential 63
- Commercial..... 65
- Borough Core..... 65
- Main Street Approach 66
- Revitalization: Borough Core Issues 67
- Industrial..... 70
- Parks, Recreation, and Protected Open Space..... 71

Chapter 7 - Implementation Action Plan73

- Plan Implementation..... 73
- Action Plan Matrix..... 75

Appendices

Appendix A: Detailed Demographic Data - Population and Housing85

- Population 85
- Housing..... 91
- Summary..... 94

Appendix B - Compatibility with Surrounding Area and Region.....97

- Surrounding Municipalities 97
- Transportation and Traffic..... 99
- Local, County, and State Planning 99
- Bucks County Comprehensive Plan 99
- DVRPC: Connections 2040: Plan for Greater Philadelphia 100
- Commonwealth of Pennsylvania Keystone Principles 100

Appendix C - Revitalization Resident Survey 2016 103

Appendix D – Sellersville Growth Analysis 107

Figures

- Figure 1. Sellersville Drive Time Market Areas 11
- Figure 2. Sellersville Retail Surplus/Leakage Factors (0 to 10 Minute Drive Time) 14
- Figure 3. Age Cohorts..... 89
- Figure 4. Sellersville Borough Population Growth Projections 90
- Figure 5. Housing Forecasts, 1970 to 2040..... 94

Maps

Map 1 Natural Resources..... after page 108
 Map 2 Community Facilities..... after page 108
 Map 3 Existing Land Use after page 108
 Map 4 Future Land Use after page 108
 Map 5 Zoning and Land Use..... after page 108
 Map 6 Growth Analysis after page 108

Tables

Table 1. Occupation and Industry, 2013-2017..... 9
 Table 2. Public Schools..... 27
 Table 3. Borough Parks 29
 Table 4. Existing Land Use..... 57
 Table 5. Sellersville Population Change, 1930 to 2010..... 86
 Table 6. Regional Population Change, 1980 to 2010 87
 Table 7. Regional Population Characteristics, 2012 to 2016 88
 Table 8. Dwelling Unit Change, 1970 to 2016..... 91
 Table 9. Housing Unit Characteristics, 2016 92
 Table 10. Regional Housing Unit Change, 2000 to 2010..... 93
 Table 11. Housing Cost Data - Sellersville, 2010 to 2016..... 94
 Table 12. Capacity for Residential Growth 95
 Table 13. Zoning in Adjacent Municipalities 98
 Table 14. Capacity for Residential Growth 108

INTRODUCTION AND PLAN SUMMARY

A comprehensive plan is a public document that provides a foundation for local planning by establishing principles to guide land use decisions in a community. It can help shape a municipality's future by guiding the formulation of zoning and land use policy and addressing economic development, community resources, housing types and densities, transportation improvements, and nonresidential development. It provides a summary of a community's planning and development issues and develops strategies and recommendations to carry out its desired vision for the future. This plan sets forth principles aimed at addressing the physical, social, and economic development of the borough. Through the assessment of existing conditions and local and regional development trends, this plan investigates how change is occurring and provides recommendations on where and how future development and redevelopment can occur. All recommended actions are compiled and listed in Chapter 7, Implementation Action Plan.

PENNSYLVANIA MUNICIPALITIES PLANNING CODE (MPC)

The update to the Sellersville Comprehensive Plan (1995) fulfills all of the requirements of the Pennsylvania Municipalities Planning Code (MPC), addressing community planning issues such as housing, parks and open space, water supply and wastewater, historical and cultural resources, natural resources, nonresidential development, and transportation and circulation. Most importantly, this plan sets out a preferred vision for the future of Sellersville Borough. The plan was developed with the full knowledge that today's decisions will affect land use outcomes in the future.

PUBLIC PARTICIPATION

Public participation was an important part of the process in the development of this plan. Members of the Planning Commission, Borough Council, and borough administration oversaw the development of the plan update, ensuring that its scope and direction reflected the values of the borough. Public meetings and hearings were held to ensure that residents were given an opportunity to participate in the planning process. In addition, a revitalization survey was sent to business owners in the borough to gather opinions on a variety of planning and community service issues. These recommendations and opinions were directly incorporated into the plan.

BUILDING UPON FOUNDATIONS

The plan builds upon the foundations established in the 1995 Comprehensive Plan and utilizes five new guiding principles to provide an overall strategy for the borough. The plan is formatted and organized around the five main principles. The main principle objectives encompass promoting economic revitalization initiatives, maintaining community character and public services, protection of natural, cultural, and historic resources, providing for overall vehicular and pedestrian mobility and connections, and smart management and monitoring of growth. In short, the principles touch upon the changing needs of the borough and establish recommendations and strategies to maintain and manage future challenges to sustain a high quality of life for borough residents.

The five principles that the borough will use to guide actions and decisions include:

- I. Promote Economic Vitality
- II. Build and Maintain a Livable Community
- III. Protect the Borough's Natural, Historic, and Cultural Resources
- IV. Provide for Mobility and Connections
- V. Promote Smart Growth

This update has been prepared to act as a continually-accessed resource for Borough Council, the Planning Commission, and other groups within Sellersville to guide their actions in attaining the objectives of this plan. It presents a strategy to guide public officials and the private sector in making decisions that will assure that the borough will continue to be an attractive place in which to live, work, visit, and recreate. This comprehensive plan is not an ordinance or regulation, but is a basis for proposing regulations and undertaking specific functional studies and plans designed to implement the recommendations established within it. Planning is an ongoing process and this comprehensive plan must be continually reviewed in light of development trends, the state of the economy, unforeseen influences, changes in community goals, and the continued appropriateness of this plan's principles, objectives, and implementation strategies.

SHORT TERM PRIORITY ACTIONS

One of the biggest difficulties with most comprehensive plans is that they are often forgotten. Once the plan is completed, the recommendations presented can be easy to ignore because the plan is no longer on the minds of local officials and residents until it becomes time to develop a new plan. New initiatives, which could make a real difference, are essentially wasted.

One way to keep this plan relevant is to periodically distribute a report detailing the plan's progress and tasks yet to be completed. This report will keep the plan on the minds of both decision makers and residents, publicize the accomplishments of the plan, and provide the necessary adjustments that need to be made to carry out the remaining tasks. Another means of ensuring relevance is to refer to the plan whenever a decision must be made about capital investments and amending regulating tools, such as the zoning and subdivision and land development ordinances. Any decision should be predicated on the question: Is this action consistent with the comprehensive plan?

Chapter 7, Implementation Action Plan, contains a comprehensive list of action items that are recommended to realize the vision of this plan. What follows is a list of recommendations that are short term priorities with measurable outcomes (i.e., can be evaluated as completed or not). Each recommended action has been summarized and is listed with a short term timeline which is defined as 0-2 years for completion. This list can form the basis of future progress reports and be the catalyst to implementing the overall plan.

LIST OF SHORT TERM PRIORITY ACTION ITEMS

ACTION RECOMMENDATION	COMPLETED
1. Amend the zoning ordinance to permit new commercial uses, such as business incubator, community shared kitchen, artisanal manufacturing, and brewery, winery, or distillery.	<input type="checkbox"/>
2. Coordinate with local businesses to develop a marketing plan to promote the business district.	<input type="checkbox"/>
3. Place the <i>Comprehensive Plan Update</i> on the borough website.	<input type="checkbox"/>
4. Develop and adopt a Capital Improvement Program, which will link with implementation of comprehensive plan update objectives.	<input type="checkbox"/>
5. Consider the preparation of a management plan for the removal of invasive plant species, and existing plant species, affected by disease and invasive pests.	<input type="checkbox"/>
6. Permit Use Modifications for flexible use of older buildings.	<input type="checkbox"/>
7. Evaluate zoning classification of lots along Winard Circle as the zoning and land use classifications is inconsistent.	<input type="checkbox"/>
8. Remove split zoning of parcels along west side of Lawn Avenue, zoned MR and LR districts.	<input type="checkbox"/>
9. Encourage development that provides for a variety of dwelling types and is an efficient and innovative in the use of land.	<input type="checkbox"/>
10. Revise the zoning for the area west of Silver Street to the existing MR Medium Density Residential District boundary from PR Planned Residential to MR Medium Density Residential.	<input type="checkbox"/>
11. Revise the zoning for the residential and open space uses south of Pine Street from I Industrial to MR Medium Density Residential.	<input type="checkbox"/>
12. Determine strategies to help revitalize and enhance the borough core area.	<input type="checkbox"/>
13. Work with existing businesses to accommodate their needs and coordinate with other agencies to attract new industry to the Sellersville Business Campus.	<input type="checkbox"/>
14. Conduct Parking Study and evaluate parking requirement in the zoning ordinance.	<input type="checkbox"/>

CHAPTER 1: VISION AND GUIDING PRINCIPLES

VISION

The Sellersville Borough Comprehensive Plan Update strives to accommodate continued development and improvement strategies to enrich the community and quality of life for those who reside in, work, or visit the borough. The plan wishes to maintain and enhance the established qualities and characteristics that give the borough its unique identity. The borough has traditionally performed multiple roles – a place of work, a place of residence, a place of entertainment, a place to recreate, and a place of trade. The first step in the development of this plan was to determine the overall guiding principles to achieve the vision.

GUIDING PRINCIPLES

The guiding principles help serve as the framework and foundation for land use controls with the primary goal of responsibly managing community change and protecting the borough's character and assets and protecting the economic and social well-being of its residents. They provide the borough with a guide for desired land use patterns and a means to measure and evaluate development proposals. The guiding principles have been formulated through community input and are the basis for both the zoning and the subdivision and land development ordinances.

I. Guiding Principle: Promote Economic Vitality

Encourage a balance of residential, commercial, office, and light industrial uses in the borough through innovative land use planning and revitalization efforts to create a vibrant place to live, shop, and work. A vital community has a varied housing stock which provides choices for residents of all income levels. Amenities, such as parks and nearby shopping, also contribute to a strong community. A dynamic downtown experience and adaptive reuse and revitalization of underutilized buildings and vacant sites will create a sustainable balanced mix of land uses within the borough. The borough will promote economic vitality by creating more dynamic shopping, dining, cultural, and entertainment experiences in the borough core and encourage industrial development, redevelopment, and reuse of vacant buildings throughout the borough.

II. Guiding Principle: Build and Maintain a Livable Community

Community services and facilities such as police, schools, parks, and community institutions make a community appealing to new and existing residents and serve as important community assets. Maintaining a safe and adequate supply of water, the proper treatment and disposal of wastewater, and the management of stormwater runoff continues to be a high priority. These amenities must be adequate to meet the needs of the community. The borough must also maintain responsible fiscal practices by carefully monitoring revenues and expenses. The potential impacts of natural and manmade disasters must be monitored to minimize impacts upon public services and community facilities.

III. Guiding Principle: Protect the Borough's Natural, Historic, and Cultural Resources

The borough will work to encourage the protection of the existing natural, historic, and cultural resources and processes that contribute to its health and character. These resources should continue to be protected with existing ordinances and enhanced where necessary to ensure their integrity. Sustainable

use of resources will be promoted in all development and activities, including energy efficiency and renewable energy production. Sellersville’s cultural and historic resources provide a distinct character and sense of place. These resources should be protected with land use and design controls to enhance the quality of life in the present and to maintain it for future generations.

IV. Guiding Principle: Provide for Mobility and Connections

The efficient movement of people and goods is necessary for a healthy community. The borough’s transportation system should be enhanced to accommodate vehicular, pedestrian, and bicycle traffic in a safe and efficient manner that meets the needs of the general public and property owners, respects the historic character of the borough, and supports the borough’s economic development efforts.

V. Guiding Principle: Promote Smart Growth

New growth should be sensitive to its surroundings and make effective use of existing infrastructure such as water, sewer, and roadways. Existing structures should be adapted to new uses where possible to preserve resources and to minimize impact on the adjoining parcels. The borough will promote smart development patterns and practices that foster a sustainable economic and social climate that meets the needs of present residents and businesses, without compromising the ability of future generations to do the same.

COMPREHENSIVE PLAN AS A DECISION-MAKING GUIDE

The village development pattern, established more than 200 years ago, serves the borough well. The natural setting, historic resources, roadways and rail line that have shaped the borough will continue to make the borough an attractive place to live and do business. The borough has little vacant land left for new development, therefore, the major focus of planning for the next 10 years will be to enhance what Sellersville already has. This plan reinforces and augments the existing development patterns. The existing land use pattern should be enhanced by efforts to revitalize the borough core and improve the Main Street commercial corridor. Other means of improving the quality of life for residents should be pursued such as ensuring that new growth meets the principles of Smart Growth, providing more trails and sidewalks, and improving the existing roadways.

Smart growth will not happen unless the comprehensive plan is followed. To ensure that future growth follows smart growth guidelines, this plan should be consulted by officials, borough staff and property owners. The plan should be used as a guide for borough operations and making decisions regarding physical development and as the basis of evaluating proposed actions affecting physical development. The plan should be the primary means of communicating borough policy to concerned organizations and individuals.

The comprehensive plan should be implemented through strong management of borough government. Borough officials should ensure that the zoning and subdivision and land development ordinances are consistent with the comprehensive plan. The comprehensive plan should be promoted by making it available at the local library at the borough hall, and on the borough website.

An effective means of implementing the plan is promotion among the borough’s boards, departments, authorities, and commissions on an annual basis. Borough council should have an annual meeting with leaders of all these groups to review the goals and objectives included in the comprehensive plan. Council can discuss accomplishments of the previous year and assign new program tasks to the appropriate groups. This effort will continually orient new members to the plan’s goals and objectives.

CHAPTER 2: PRINCIPLE I

PROMOTE ECONOMIC ACTIVITY

Objectives:

- a. Create a more dynamic shopping, dining, cultural, and entertainment experience***
- b. Encourage and guide new growth to adaptive reuse and revitalization of underutilized buildings and property***
- c. Create a sustainable balance and mix of land uses***
- d. Enhance borough character and build upon existing strengths***

ECONOMIC VITALITY AND GROWTH

ECONOMIC VITALITY

Sellersville may enhance its economy by not only programs and improvements, but also by promoting and investing in its residents, businesses, and institutions. Borough officials desire to maintain and enhance a strong economy by retaining established businesses and encouraging the growth of new small- and medium-sized businesses. By retaining and building productive partnerships with the business community, officials may foster and enhance sustainable business development.

The borough promotes economic development in a number of ways, through zoning, through public improvements, and by providing assistance to business owners. County and state programs may also assist business owners. An evaluation of land uses and current zoning illuminates the opportunities for revisions which may in turn open up opportunities for new firms to locate in the borough and existing businesses to expand.

The borough has an active revitalization committee that is comprised of residents and current business owners that live and work in the community. Their mission statement is: “To enhance the quality of life and overall appearance in Sellersville Borough through the combined efforts and resources of Citizens, Business, and Government.”

A review of retail markets provides information about the borough’s strengths and weakness and what businesses may be successful and serve unmet needs for Sellersville residents. The borough and its residents should also invest in itself. Promotion of local businesses and local spending and providing support to local schools is necessary for a healthy economy. A successful local economy doesn’t happen by itself, it takes coordinated action between the borough, its residents, and local businesses.

ECONOMIC DEVELOPMENT

In the broadest sense, economic development is the result of the critical use of a community’s fiscal, social, and physical resources in a long-term planning process aimed at preserving and improving life and livelihood in a community. Economic development focuses on important aspects of a community that are provided by the private sector—employment opportunities, businesses serving residents, a stable and growing tax base, and business involvement as corporate citizens in a community’s activities and decision-making.

This chapter includes an up-close analysis and examination of various factors, including economic conditions and characteristics of the local retail market, to identify potential opportunities. The analysis conducted within this chapter is intended to establish a clear economic development vision for the borough's future.

REGIONAL ECONOMIC CONDITIONS

Like any community, Sellersville's economic well-being is tied to that of the larger national, state, and regional trends. National economic conditions are complex and not readily altered at the local level. Given these realities, it is important for a community like Sellersville to be aware of the economic conditions within its reach and to be proactive in its approach to economic development.

BOROUGH ECONOMIC CONDITIONS

The characteristics of the local workforce and general business makeup of a community are key economic variables. A skilled workforce and diverse local economy can adapt better to changes or shifts in trends than an economy based on one or a few similar industries. The subsequent sections explore the topics of the occupation and industry in which borough residents are employed, their education and income levels, nonresidential land uses, zoning characteristics, and retail market analysis.

CONSUMER AND BUSINESS DEMOGRAPHICS

AGE COHORTS

An analysis of demographics assists in understanding the market for both the consumers and the employees. The predominant age cohort is now Generation X, those residents born between 1965 and 1981, who are now aged 38 to 54. Generation Xers have likely purchased a home to settle down and raise a family. National data suggests that this generation is entering their prime working and spending years. This cohort is known to be technologically savvy and does extensive online research before purchasing a product.

Millennials, born between 1982 and 2000 and aged 19 to 37, are the second largest adult cohort. Many within this cohort are children of the Baby Boom generation. This cohort is characterized as living away from home, is in college, or starting a career and a family. This generation is starting families later in life. Millennials have grown up with technology and it is woven into their everyday life. Like Generation X, they prefer online shopping more than previous generations, but are more likely to purchase in a store.

OCCUPATION AND INDUSTRY

Occupation and industry types, much like educational attainment, are factors that determine which types of employers and businesses will be attracted to the borough as a place to locate. Occupation is the kind of work a person does to earn a living. According to the 2013-2017 American Community Survey 5-year estimates, most borough residents have white-collar occupations, with a total of 58.4 percent employed in Managerial, Professional, Sales, or Office work. Another 17.6 percent worked in Service occupations, followed by 12.3 percent in Construction, Extraction, or Maintenance, and 11.7 percent in Production or Transportation. Compared to the county over the same period, Sellersville's residents were employed at an approximate 10 percent lower rate in the white-collar occupations and a congruent 10 percent higher rate in the service, construction, extraction, or maintenance occupations. A comparison to the 2000

Census shows that the percentages of borough residents engaged in white-collar and service occupations has increased while the percentage in the other categories has decreased.

Industry is the type of activity at a person's place of work or the sector of the economy to which a particular occupation belongs. According to the 2013-2017 American Community Survey (ACS) 5-year estimates, the largest share of borough residents, 24.8 percent, worked in Educational Services and Health Care and Social Assistance, followed by 14.1 percent in Retail Trade, and 13.9 percent in Manufacturing. Sellersville's residents were employed in these industries at about the same rate as Bucks County as a whole. When comparing 2013-2017 ACS 5-year estimates to 2000 Census figures, there has been an 11 percent decrease in the number of residents employed in the Manufacturing industry and a 7.5 percent increase in Educational Services and Health Care and Social Assistance industry employment. Table 1 shows occupation and industry data from the 2013-2017 ACS 5-year estimates.

Table 1. Occupation and Industry, 2013-2017

OCCUPATION	Number	Percent
Civilian employed population 16 years and over	2,523	100.0
Management, business, science, and arts occupations	747	29.6
Service occupations	445	17.6
Sales and office occupations	727	28.8
Natural resources, construction, and maintenance occupations	310	12.3
Production, transportation, and material moving occupations	294	11.7
INDUSTRY		
Agriculture, forestry, fishing and hunting, and mining	23	0.9
Construction	318	12.6
Manufacturing	350	13.9
Wholesale trade	102	4.0
Retail trade	356	14.1
Transportation and warehousing, and utilities	63	2.5
Information	6	0.2
Finance and insurance, and real estate and rental and leasing	114	4.5
Professional, scientific and management, and administrative and waste management services	215	8.5
Educational services, and health care and social assistance	625	24.8
Arts, entertainment, and recreation, and accommodation and food services	175	6.9
Other services, except public administration	160	6.3
Public administration	16	0.6
CLASS OF WORKER		
Private wage and salary workers	2,199	87.2
Government workers	170	6.7
Self-employed in own not incorporated business workers	154	6.1
Unpaid family workers	0	0.0

Source: US Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

INCOME AND EDUCATIONAL ATTAINMENT

Income and poverty statistics show the relative wealth of individuals and households and, in the aggregate, the affluence of a community. The 2010 Census showed that 5.2 percent of all residents and 5.7 of children under the age of 18 were below the poverty threshold. It appears that the borough's residents are less affluent than the county as a whole. The 2012 to 2016 median household income for Bucks County was \$79,599 and \$66,490 in Sellersville. The borough's rate of poverty between 2012 and 2016 was 8.5 percent, higher than that of the county, at 5.9 percent.

In general, a higher education level equates to a higher median household income. Borough residents' educational level is near the middle of Upper Bucks boroughs, but is lower than that of the county as a whole. Within Sellersville, the percentage of high school graduates is 93.3 percent. Residents with a bachelor's degree or higher is 23.5 percent. The lower levels of educational attainment and income, as compared to Bucks County, suggests a need for employment opportunities which may require vocational training but not academic degrees. Such employment opportunities could be found in manufacturing and the skilled trades, where pay is generally greater than retail and low-skill industries.

Education and the economy are closely related, so there must be a commitment to building and sustaining a first class education system for citizens of all ages. Good schools provide an educated workforce and attract both families and businesses that seek quality employees.

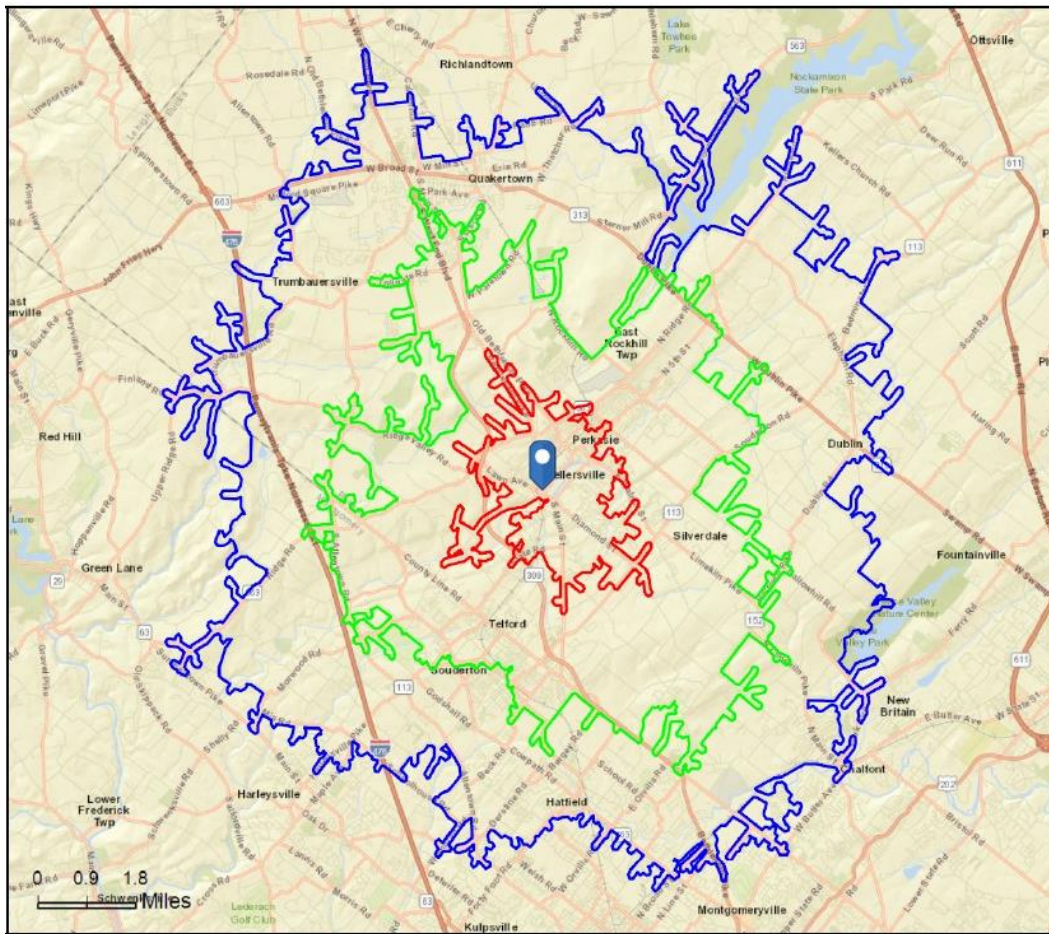
MARKET ANALYSIS

RETAIL MARKET ANALYSIS

Retail development will be an important part of the revitalization efforts of the borough, especially within the borough core. In order to identify potential economic development opportunities in the retail sector, it is useful to evaluate the local retail market.

The assessment of local retail market conditions began by gathering relevant population, household, and other demographic data. By drawing on available Census and market analysis tools, an approximation of the boundaries of the Sellersville market have been determined. Such tools can be used to determine consumer expenditures within the market, understand which market segment these consumers occupy, and show areas of potential economic opportunity. Many of the demographic topics are covered in Appendix A: Detailed Demographic Data – Population and Housing; this retail market analysis is focused on the market potential of the borough and serves as a guide for future decisions on economic development.

Using the ESRI Business Analyst tool, the boundaries of the Sellersville market were divided into 0-5, 0-10, and 0-15-minute drive times of vehicles driving towards the approximate center of the borough (intersection of North Main Street and Maple Avenue). After review of the resulting map and data produced for these intervals, it was concluded that the 0-10-minute drive time (See Figure 1) would be used to establish the local retail market for Sellersville. The main factor in choosing this interval was that its boundaries were generally outside of other, more established retail-oriented areas including Souderton, Quakertown, and Doylestown. Spending potential, market supply, and market demand were evaluated for the established market area and are discussed below.

FIGURE 1. SELLERSVILLE DRIVE TIME MARKET AREAS

Source: ESRI

RETAIL GOODS AND SERVICES EXPENDITURES

Analyzing the consumer spending habits of a community can be useful when conducting a market analysis. These spending habits, or average household expenditures on retail goods and services, were examined utilizing ESRI Business Analyst software. A Spending Potential Index (SPI) used in this analysis represents the amount spent for a product or service relative to a national average of 100. The data presented here is developed from ESRI forecasts for 2018 and 2023 and the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

The analysis indicates that, with the exception of Rental and Repair of TV/Radio (92 SPI), all categories of retail goods and services expenditures are above the national average (over 100 SPI) within the target market area. This means that Sellersville residents generally spend more than the national average on almost all consumer categories.

There are a number of categories for which spending in the 10-minute driving times exceeds the national average more than others. Major categories of particular interest for the Sellersville market with the SPI and amount spent on the category include the following:

- Entertainment and Recreation, SPI of 112, \$69.3 million
- Entertainment and Recreation Tickets for Theater/Opera/Concerts, SPI 124 and \$1.6 million.

Comprehensive Plan Update

- Entertainment and Recreation, Installation of Televisions, 121 SPI, \$21,219
- Financial, Value of stocks/bonds /mutual funds, SPI 126, \$121.3 million
- Financial, Retirement plan value, SPI 125. \$555.1 million
- Home Expenses, Maintenance and Remodeling Services, 122 SPI \$47.6 million
- Home, Mortgage Payment and Basics, SPI 123 \$202.6 million
- Home Maintenance and Remodeling Services, SPI 122, \$47.6 million;
- Household Furnishings and Equipment category, Rugs, SPI 12, \$575 thousand
- Household operations, Childcare SPI 120, \$11.8 million
- Life/Other Insurance, 120 SPI \$9.5 million.
- Travel, Airline Fares, 119 SPI, \$12 million

Caution should be exercised in using these SPI and total spending estimates because consumer tastes and desires can change quickly in today's retail environment. However, these data can still provide a glimpse of retail market spending potential in the Sellersville area.

RETAIL MARKETPLACE POTENTIAL

The final piece of the retail market analysis was to determine potential retail opportunities from the evaluation of market supply and demand. The market supply, or retail sales, consists of the sales receipts, as determined by data from the US Census Bureau Census of Retail Trade and proprietary business data available through the ESRI Business Analyst, for businesses that are primarily engaged in the retailing of merchandise. The market demand, or retail potential, is calculated by estimates of consumer spending from the Bureau of Labor Statistics' annual Consumer Expenditure Surveys that provide consumer spending information for hundreds of goods and services by households.

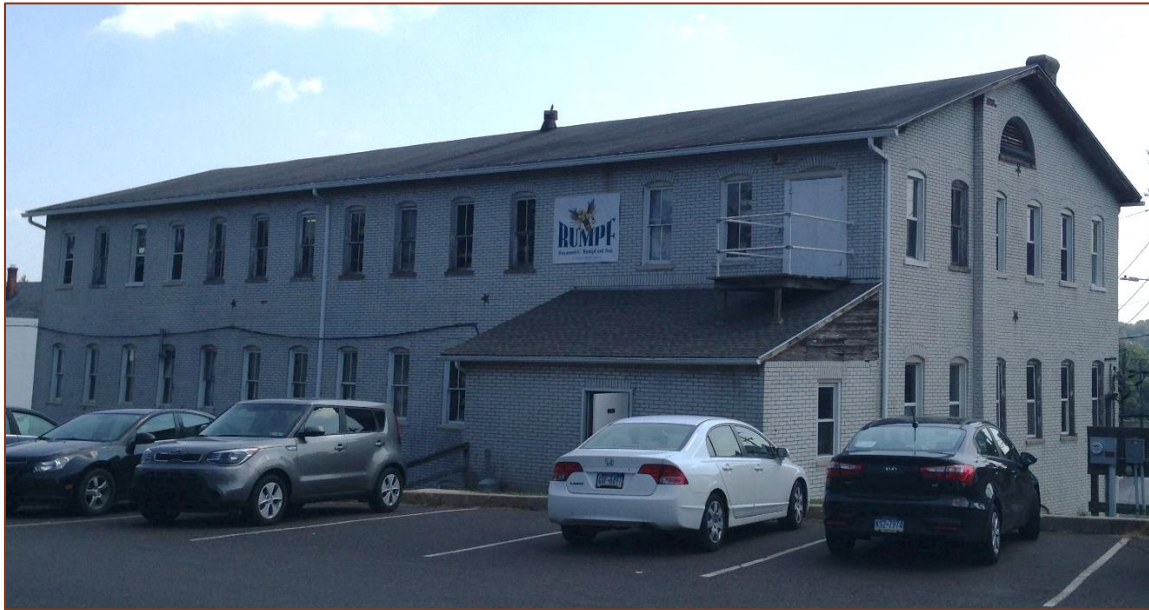
Once market supply and demand are determined, the next step is to determine whether there is a leakage or a surplus. A leakage occurs when the demand is greater than the market's supply. When this situation occurs retailers outside of the market area are fulfilling the demand for retail products demanded by residents. Therefore, consumer dollars are being spent elsewhere.

A surplus occurs when the market's supply exceeds the demand. In this case retailers are attracting shoppers that reside outside the market area and additional consumer dollars are therefore being brought into the market.

Figure 2 identifies the leakage/surplus factors for the retail trade sector as classified by the North American Industry Classification System (NAICS) and the number of businesses within the borough's market area (as determined above, 0-10-minute drive time). The measure of leakage/surplus ranges from +100 (total leakage) to -100 (total surplus). Retail industry groups with a leakage/surplus factor of 0 or greater indicates that a leakage is occurring and a potential retail opportunity exists. Those retail groups with a leakage/surplus factor of -1 to -10 are showing a surplus but a potential retail opportunity may still be present. If the leakage/surplus factor is -11 or lower, there is a surplus in the study area.

Local examples provide for a better understanding of the Leakage/Surplus factors. The borough has no Book, Periodicals, and Music Stores, accordingly the data shows a total leakage for this category. Thus, borough residents must leave the market area to buy goods sold in these type of stores. Conversely, the borough is home to Ray Rumpf, a wholesale distributor and manufacturer of fly-fishing equipment and accessories, which does a significant business through mail order and online retail sales. The

leakage/surplus factor for Electronic Shopping and Mail Order houses is -96 which suggests that Ray Rumpf is capturing sales from consumers outside the community.



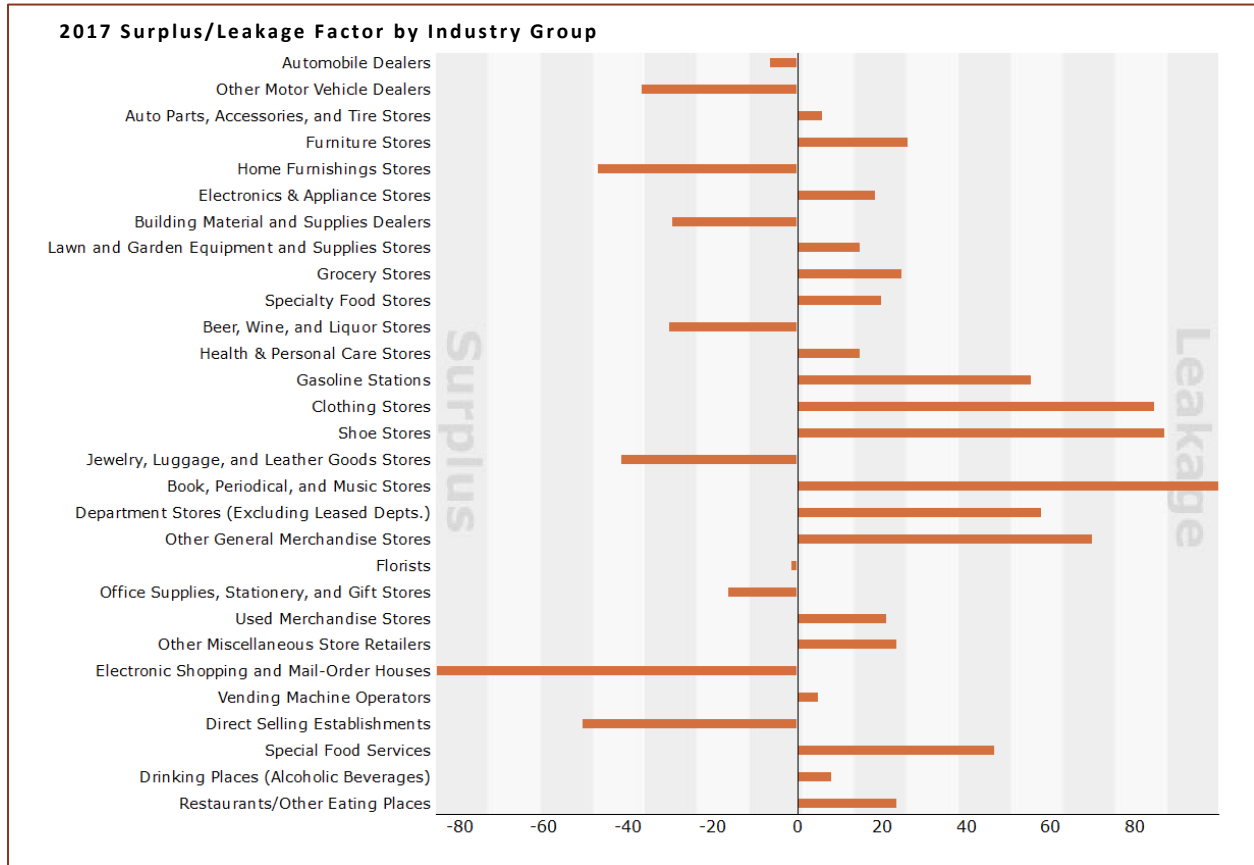
RAYMOND C. RUMPF AND SON, MAPLE AVENUE

There are several categories (Figure 2) that show a significant amount of leakage and bear further investigation to determine if these types of businesses would benefit the borough. These include Book, Periodicals & Music Stores; Shoe Stores; Clothing Stores; Department Store; and Gasoline Stations.

It would also be prudent to investigate some of the business types that show a surplus. The success of these businesses may allow the borough to create a niche market in that business category. Businesses in this category include the following: Home Furnishing Stores; Office Supplies, Stationery and Gift Stores; Jewelry, Luggage, Leather Goods; and, Building Material and Supplies Dealers.

Figure 2. SELLERSVILLE’S RETAIL SURPLUS/LEAKAGE FACTORS

(0 TO 10 MINUE DRIVE TIME)



Source: ESRI

Borough officials can use this data to formulate strategies to attract or retain certain retail businesses. However, care should be taken when undertaking efforts to attract retail uses in a landscape that is rapidly evolving. Providing a unique, small-scale retail environment, rather than encouraging large-scale retail establishments would most likely be more successful. Large “big-box” retailers offer a variety of goods, including groceries, at low prices but they often undercut locally-owned businesses. This type of store also affects local tax revenue since they often pay less tax per acre than a “Main Street” type store. Caution should also be taken when attracting discount retailers, like Dollar Store, since they have similar impact on the local business community.



NORTH MAIN STREET

Borough officials should also be aware that efforts undertaken in some of the county's popular destinations like Doylestown and New Hope won't necessarily work in Sellersville. Those communities are tourist destinations with unique scenic and historic attractions. Sellersville must find its own strengths and build upon them. The borough's history as a manufacturing center for products such as sports equipment, cigars, sweaters, and gauges may provide such an opportunity. This manufacturing heritage could be built upon to enhance the borough's unique character.

Encouraging residents and businesses to spend money locally may also assist in keeping the local economy healthy and maintaining investments in the local community. Local businesses generate more local economic activity per square foot than big box stores and they have a greater stake in the community. Local retailers return three times as much to the local economy than corporate retailers. Buying goods at a big box store or online benefits a company with headquarters which are very often far away and little money stays in the local community.



BUSINESS AND RESIDENT SURVEY

REVITALIZATION SURVEY

In the Fall of 2016, a survey was sent out to businesses and residents of Sellersville Borough as part of this comprehensive planning process. The purpose was to solicit their opinions on problems and opportunities affecting the borough's existing and future businesses.

The responses provide guidance for improving and enhancing the borough's business environment. (See Appendix C for full survey results). Overall, the responses indicate a desire for improvements to be made in the downtown area. Improvements include building maintenance and maintenance of public facilities, such as streets and sidewalks. Many respondents also indicated a desire for new restaurants and specialty shops. The survey suggests that residents do not find the downtown attractive and do not have many reasons to venture there.

As a result of this survey, it is apparent that an ongoing dialogue with the business community would be insightful. A regular forum will not only provide an avenue for Borough officials to keep in touch with the pulse of business owners, but also educate business owners as to the basis of business taxes and service costs.

A revitalization plan must account for more than just public improvements such as trees and lighting. Programs must be developed to support existing and potential businesses. These efforts should include counseling, fostering of partnerships, and marketing. The Pennsylvania Downtown Center (PDC) offers outreach, technical assistance, and educational services to local communities undertaking downtown revitalization. The PDC utilizes the National Main Street Center Four Point Approach, which has proven successful in a number of Pennsylvania communities, as a basis for its programs. The borough should consider partnering with the PDC as it begins its revitalization efforts. Participation in the Main Street Program would also allow the borough to network with similar communities across the state. This program and additional steps to improve the borough core are described further in the Future Land Use section in Chapter 6.

ZONING DISTRICTS

NONRESIDENTIAL CHARACTERISTICS AND ZONING

In order to revitalize and expand the borough's retail business community, it is necessary to evaluate the existing nonresidential uses within the community and the zoning regulations that control nonresidential development. Nonresidential areas are where economic development will occur to increase jobs and tax revenue.

In addition to market conditions, zoning determines where nonresidential uses will be located and at what level of intensity. The borough's zoning ordinance was last updated in 2018 to incorporate a zoning map change to the I Industrial and NC Neighborhood Commercial districts. This rezoning involved the former Ametek site which was rezoned to permit an age-restricted housing development. This change reflects a shift in land use policy by reducing the amount of land available for industrial uses.

There are three zoning districts within the borough that permit commercial, office, and industrial. A brief description of these districts along with their locations is provided below.

BC BOROUGH CORE DISTRICT

The BC Borough Core District functions as the hub of retail, service, and institutional uses and is the center of social activity in Sellersville. The district consists of the central area of the borough, radiating one half to two blocks outward from the intersection of Main Street, and Walnut and Temple avenues. The variety of uses and structures found within the district creates a distinct focal point for the community. Offices, service establishments, personal service, retail stores, manufacturing, research labs, warehousing and hotel are all permitted within the district. No minimum lot size is specified, but buildings may not exceed 75 percent of lot area and the floor area ratio (FAR) may not exceed 300 percent.

Existing land uses along Main Street include small retail and service uses. Small light industrial, manufacturing, and wholesale firms are found in older buildings in the BC district. A number of these uses are located in older manufacturing buildings which have been adapted for contemporary uses. Existing retail and wholesale uses include the following: Parkside Graphics, Diamond Tropical Hardwoods, Zohf

Design, Gage It Inc., Ray Rumpf & Son, American Safety Clothing, J&M Fabrications, Tohickon Glass Tiles, and Exida Information and Systems Engineering Services. There are also several restaurants and stores, including the Washington House hotel and the Sellersville Theater.



WASHINGTON HOUSE HOTEL

I INDUSTRIAL DISTRICT

Areas designated Industrial are those appropriate for industrial development or are already occupied by existing industry. Industrial land uses are located in the area north of the intersection of Clymer and Park avenues, between Clymer and Fairview avenues. The I Industrial district permits business service, offices, manufacturing, research, warehousing, and contractor offices on lot areas of 20,000 square feet or more. This district incorporates the former Ametek landholdings, except for the area between South Main and several parcels on the east side of West Park Avenue, one of which is occupied by Penn Polishing and Plating. The Ametek land east of Diamond Street has been redeveloped as the Sellersville Business Campus. At the completion of this plan, Solar Manufacturing is constructing a manufacturing plant on this site. The Sellersville Business Campus is eligible for LERTA and tax abatements. In anticipation of attracting a new business to the campus, borough council amended the zoning ordinance to permit indoor recreation in the I Industrial District.

NC NEIGHBORHOOD COMMERCIAL DISTRICT

The Neighborhood Commercial area is defined by the NC Neighborhood Commercial District zones and characterized by a mix of medium density residential and small scale retail and service uses.

There are three areas in the borough which are zoned NC Neighborhood Commercial: along South Main Street between Clymer and Pine Street; at the intersection of South Main and Park Avenue; and at the north end of the borough at North Main and Lehigh Street, including the Park Ten parcels. Lands between Diamond, South Main and Fairview were recently rezoned to NC Neighborhood Commercial from I Industrial.

This district provides mainly convenience services such as a bank, small convenience market, auto repair shop, restaurant and bar. The district also permits offices, business services, personal services, retail store, and restaurants, on lot sizes specific to the use regulations. A single-family dwelling



OLD MILL

is permitted on lots of 7,000 square feet. The district was amended in 2018 to permit age-restricted multiple dwellings.

The Park Ten site (10.17 acres) at the northern edge of the borough has been cleaned up after use as a landfill. A land development plan was submitted, for townhouses and single-family detached dwellings, but never constructed. The site is owned by the Bucks County Redevelopment Authority.

ZONING RECOMMENDATIONS

There may be additional uses that should be considered in the commercial and industrial districts. Additional commercial uses to be considered include business incubators, community shared kitchens, microbrewery/distillery, and artisanal manufacturing. These small scale manufacturing uses may include retail sales and are compatible with the borough core and other commercial areas.

Artisanal manufacturing is the production of quality goods in small volumes with value added work in small spaces that allow them to produce and display. These uses may fit within a downtown where they can sell goods and allow consumers to also visit the production area. Storefront manufacturing may draw pedestrian traffic benefitting all uses in the area. This use is at a human scale that is compatible with small scale uses in the borough core and other commercial areas. Such a mix of uses would be a mix of retail and manufacturing which may require development of a new zoning classification. The use takes advantage of shifts in technology such as, online marketplaces, and mobile phone sales, and tool access for small production runs. These spaces may serve as an incubators and promote growth of small businesses that may grow and later relocate into a traditional industrial space.

The current zoning for the I Industrial district lists specific uses that are permitted. If a proposed use doesn't fit into a permitted use category, it is not permitted. However, in 2018 the borough amended the zoning ordinance to permit indoor recreation uses in the Industrial District in the Sellersville Business campus as a means to accommodate a proposed use.

The borough should continue to work with prospective developers for projects within the commercial and industrial districts.

CURRENT REVITALIZATION OPPORTUNITY

UNDERUTILIZED PROPERTIES

The borough's business community is relatively strong as most commercial and industrial properties are being used for business purposes. However, there are several sites within the borough where properties are either vacant or underutilized. As these sites are redeveloped, they will provide the borough with opportunities for economic development.

Sellersville's downtown revitalization efforts may take place in existing structures, through adaptive reuse or conversion, or on vacant land where available. Identification of underutilized properties is crucial to the future success of revitalization efforts so that development is guided to appropriate locations. The following sites have been identified as underutilized and potentially suitable for redevelopment due to current vacancy status, business relocation or closure, or site characteristics. A site's present use(s) or site

layout may also not lend itself to optimizing the characteristics and potential success of the borough's revitalization vision.

Ametek Site

Located between South Main, Diamond streets and Fairview Avenue. These parcels were rezoned from I Industrial to NC Neighborhood Commercial in 2018 to provide for senior housing and commercial uses, creating more opportunity for housing and small-scale retail south of the borough core. A plan has not been submitted.

Park Ten Site

Located at North Main and 12th Street. The site is encumbered by woodlands, wetlands, and steep slopes. A plan for the Park Ten site was approved for 30 townhouses and 8 twins (38 total units) and a small commercial area on 9.61 acres in the 1990s. The Bucks County Redevelopment Authority purchased the site and intends to develop the site in compliance with the approved plan.

BOROUGH CORE REVITALIZATION

A specific focus of economic development in the borough is revitalization of the borough core. The Future Land Use Plan Section of Chapter 6 also examines the borough core and provides possible solutions to the issues of parking, traffic calming/pedestrian safety, and residential uses on Main Street. Revitalization of the borough core has benefits for different stakeholders: Residents will see increased property values, more jobs, a healthier downtown with more shopping and entertainment opportunities, and greater pride. Businesses will see opportunities for greater profit, synergies with other businesses, new business startups, and a healthier business climate. The borough government will see an improved tax base, opportunities for more partnerships between businesses and government, and opportunity to make public improvements.

BOROUGH WIDE ECONOMIC DEVELOPMENT

The previous sections have explored how economic development will take place in specific areas of the borough. There is also a need to provide an overview of how the economic development vision will be carried out on a broader scale.

The borough has an important role to play in local economic development. As the local governing body, its policies and regulations affect businesses and their ability to compete in local and national markets. The borough can assist local business by providing streamlined processes for approval of permits and assistance with locating property and buildings, and by providing an attractive tax environment.

Small business startups often need assistance with understanding local zoning, licensing, and permitting regulations. The borough office is one of the first places a startup business owner will visit. Helpful, knowledgeable assistance at the borough offices can make it easier for a small business to start with a minimum of roadblocks. The borough may provide information about local real estate, taxes, business assistance and programs.

Borough officials are often aware of property vacancies and can link business owners with building owners. Borough officials, such as the manager, may know of a business seeking to relocate and can steer it to another facility within the borough or direct the business owner to other economic development agencies for further assistance.

At the county level, the Bucks County Economic Development Corporation (BCEDC) and the Bucks County Department of Community and Economic Development (DCED) for further assistance.

The BCEDC is a nonprofit corporation that offers a wide variety of financial services, site selection assistance, and other programs including training and coordination with local governments. Among the site selection assistance offered is an on-line database of all vacant office and industrial space available throughout the county.

The DCED promotes revitalization of communities and neighborhoods, development of physical facilities, provision of community services, and access to housing by all income groups.

Economic Development Programs

The borough is involved with several economic development programs. One program involves county and state agencies with designation of areas as an Enterprise Zone. The borough also offers tax deferment through the LERTA program. A third program that the borough should consider is the Keystone Opportunity Zone.

Enterprise Zone

The Bucks County Enterprise Zone provides benefits including grants, job training, tax credits, and minority business development offered by the Pennsylvania Department of Community and Economic Development Authority.

The Enterprise Zone Program is designed to increase the quantity and quality of the available job opportunities within an Enterprise Zone area. Enterprise Zone areas in Sellersville Borough include Sellersville Business Park. Designated Enterprise Zones are given priority consideration to facilitate business investment and job creation. The business development strategy is designed to maximize new private sector investment by optimally utilizing public sector resources.

A primary mission of the Enterprise Zone is to provide the coordination and communication between the business community and the public sector. The Bucks County Enterprise Zone can be effective in coordinating business needs (financial or technical) with the correct public sector agency and providing the business community with access to existing and new resources (financial and technical) available for business growth and expansion. The Enterprise Zone Program places a priority on assistance to businesses involved in industrial, manufacturing, and export services.

Local Economic Revitalization Tax Assistance

The Local Economic Revitalization Tax Assistance (LERTA) program allows a company constructing a new facility or a major expansion to defer the increase in real estate taxes on the value of the construction over a period of five years. Chapter 143 Taxation, Article VII Local Economic Revitalization Tax Assistance Act Designation of the Borough Code outlines the current requirements and regulations of the borough's LERTA program.

Keystone Opportunity Zone

The Keystone Opportunity Zone (KOZ) was established to attract investment by offering greatly reduced or no tax burden for property owners, residents, and businesses. The zones have been designated by local communities, approved by the state and are a partnership between each community and region among the state and local taxing bodies, school districts, economic development agencies, and community-based organizations.

An area must meet several qualifications to be designated a KOZ. For instance, the area must display evidence of adverse economic and socioeconomic conditions within the proposed zone, such as percentage of abandoned or underutilized property or population loss. School districts and county and municipal governments must have passed binding legislation forgoing certain taxes. There must also be coordination with other regional community and economic development activities.

Land Recycling

Pennsylvania law encourages cleanup and redevelopment of brownfields through the Commonwealth's Land Recycling Program (Act 2). Brownfields are sites that have been contaminated by previous commercial and industrial uses. Act 2 provides incentives to promote voluntary site remediation and is composed of four cornerstones: uniform cleanup standards, liability relief, standardized reviews and time limits, and financial assistance that help promote remediation and break down redevelopment obstacles. Site cleanup which attains compliance with one or any combination of the three environmental standards, may take advantage of liability protection provided in Act 2 which protects site owners from future legal action.

Brownfield sites are a liability to the borough, not only because they may contain substances hazardous to human health, but are also resources which do not bring in tax revenue. Cleaning up brownfields eliminates health hazards and returns valuable land to productive use. Brownfield sites are complicated to redevelop without funding and technical assistance from federal and state government. Sources of assistance include the U.S. Environmental Protection Agency, United States Department of Housing and Urban Development, the Pennsylvania Department of Environmental Protection, and the Pennsylvania Department of Community and Economic Development.

BOROUGH HOUSING

MAINTAIN THE VITALITY OF EXISTING BOROUGH NEIGHBORHOODS

Quality housing and amenities lead to strong property values. Proximity to parks, schools and shopping make communities livable. Without these attributes, a community cannot be vital and healthy. Sellersville has issues in common with other older communities that should be addressed. Residents serve as customers and employees for local businesses. Without local residents and customers, business must often draw customers from outside the community and pay more for salaries and wages.

Maintaining the housing stock may be undertaken by the enforcement of housing and property maintenance codes. Amenities that make neighborhoods attractive such as open space, street trees, and low traffic volumes, must also be maintained.

Convenient access to consumer goods and services within the borough must be provided. New commercial uses should have design compatibility with buildings in the immediate neighborhood and have minimal interference with ongoing residential activities, yet be conveniently accessible to a maximum number of borough residents.

PROVIDE A VARIETY OF HOUSING OPPORTUNITIES

Many communities with a variety of housing types have a stable population made by providing for varying housing needs. Only by providing multi-family as well as single-family homes with a range of price levels can a community provide for an individual family's changing needs plus housing for all income groups.

Sellersville pledges itself to do its share as part of the Pennridge area in providing new housing opportunities for prospective borough residents by evaluating to the following:

1. Flexible building standards may encourage innovative site design. Flexible standards allow for denser and more diverse development and more economical use of available land. The cost savings realized from lower land, infrastructure and other development outlays can translate into development costs.
2. The borough has large former industrial buildings and larger, older single-family homes, which may not be economical for their former uses. With proper standards these buildings may be converted to apartments provided that parking requirements are met.
3. Moderate and low income households must be provided for as they provide employees for local businesses and contribute to the variety of a community. The private housing market does not always provide for these households. County, state, and federal agencies may assist with funding for these types of households.
4. Healthy neighborhoods are attractive for families but also for institutions seeking environments for treating neighborhood based health care. These health care uses must be regulated so they do not detract from the residential atmosphere. Maintenance and numbers of these facilities must be monitored. Effective zoning and building maintenance standards must be administered to ensure that healthcare facilities do not detract from residential environments.

CHAPTER 3: PRINCIPLE II

BUILD AND MAINTAIN A LIVABLE COMMUNITY

Objectives:

- a. Maintain high-quality public services and facilities**
- b. Maintain and enhance park and recreation resources and opportunities**
- c. Maintain fiscal responsibility**

COMMUNITY FACILITIES AND SERVICES

Community facilities and services are key components in determining the quality of life within the borough. These facilities include utilities, schools, parks and recreation, hospitals, fire protection, police, and emergency services, etc. and are necessary to maintain the health, safety and social needs of the community. In addition, they can be considered an economic development tool, since businesses often evaluate these attributes within a community prior to locating within an area. Issues concerning community facilities and services generally include staffing, funding, and ongoing maintenance to ensure that adequate services are provided well into the future. Planning for these various facilities and services, whether provided by public, private or nonprofit entities, should be interrelated and consistent with land use planning goals and objectives as identified within the comprehensive plan.

The Pennsylvania Municipalities Planning Code requires that comprehensive plans include a plan for community facilities and utilities. This comprehensive plan update surveys the general adequacy of the existing community facilities and services which serve Sellersville Borough. However, if the borough or other organization intend to expand or increase the use of a facility or service, it is recommended that a comprehensive feasibility study be conducted to determine projected needs and extent of potential improvements.

The following sections of the chapter deal with the facilities and services provided by or for the borough:

Public Service Facilities

Borough administration management
 Public works
 Police services
 Fire protection services
 Emergency medical services
 Emergency communications/9-1-1 service
 Healthcare facilities
 Library facilities
 Educational facilities
 Parks and recreation
 Capital improvement program

Utility Service Facilities

Solid waste management
 Hazard mitigation
 Wastewater
 Water
 Stormwater management
 Telecommunications

In general, the existing facilities and services within the borough are currently adequate to serve the existing needs and anticipated short-term growth of the borough. Sellersville is almost fully developed

and any large land development projects, whether residential, commercial, or industrial may have impacts on the public and utility service facilities. The Sellersville Community Facilities Map identifies the locations of various community facilities within the borough.

PUBLIC SERVICE FACILITIES

BOROUGH ADMINISTRATION

The borough's administration building is located at 140 East Church Street and houses the offices of the manager and zoning officer, treasurer, public works director, and tax collection office. The borough administration oversees the daily operations of the local government. The building was constructed in 1909 as an elementary school and converted into the borough hall in 1965 and remodeled in 1988. The first floor is leased to a commercial tenant and the borough offices are on the second floor. The third floor serves as storage space.

The present building appears to be adequate for the borough's present needs. Because Sellersville's growth is slowing and only limited future growth is anticipated, there is little need for the expansion of administrative services or buildings. Currently, the third floor of the borough hall is available for expansion if more space is needed. The borough's website (www.sellersvilleboro.org) provides information on borough policies, facilities, services, and activities.

PUBLIC WORKS

The Public Works Department is responsible for maintaining the borough's streets, stormwater facilities, and parks and open space areas. The borough contains 11.62 miles of both borough and state-owned roadways. Main Street, East Park and Lawn avenues, and Diamond and Noble streets between Lawn Avenue and North Main Street are state routes, which are owned and maintained by Pennsylvania Department of Transportation. However, an agreement has been made for the borough to remove snow and ice on the state roads for which costs are reimbursed.

The balance of the streets in Sellersville are owned and maintained by the borough. Presently, the borough is engaged in a paving program which results in paving two or three streets per year. In addition to paving, the borough road maintenance responsibilities include maintaining traffic signals, striping, and borough road signs as well as snow plowing and ice control.

In addition to roads, the Public Works Department is responsible for maintaining stormwater facilities and parks. The stormwater facilities in Sellersville Borough primarily consist of storm sewers which must be kept free of obstructions. Parks and open space areas require ongoing maintenance to pathways, landscape areas, and various amenities.

POLICE SERVICES

The Perkasio Borough Police Department serves Sellersville and Perkasio boroughs. The department is staffed by eighteen full-time officers who provide 24-hour protection to the combined borough residents. The department is assisted by the Central Bucks Special Response Team and the Major Incident Response Team. Bomb squads from the City of Philadelphia, Montgomery County, and the City of Allentown also assist when necessary.

The borough pays Perkasio one-third of the costs to operate the Police Department. The cooperation agreement has allowed the department to add officers and equipment and has enhanced overall operations.

Training is essential to maintenance of a professional department responsive to new forms of crime and the needs of the community. The police officers serving the borough have exceeded the state mandated requirements for training in firearms, first aid, and CPR. The officers also receive ongoing instruction in other areas related to professional development.

The department participates in training activities at the Bucks County Police Training Center. This participation aids in enhancing coordination between the Perkasio Police Department and other nearby departments. Several officers attend a monthly meeting of the Upper Bucks Crime Unit, a regional crime prevention forum, which further enhances coordination efforts.

A growing significant issue that the department has faced in the last decade has been drug abuse. Local opioid abuse has led to increased property vandalism, crimes, and overdoses. The number of overdose deaths has declined since officers started to carry the opioid blocker Narcan which is used to treat overdose victims. However, according to the Perkasio Borough Police Department, the levels of addiction have not declined within the local jurisdiction.

FIRE PROTECTION SERVICES

The Sellersville Fire Department responds to fire calls in the borough and is located at 2 North Main Street. The all-volunteer department is aided by other nearby companies for multiple alarm calls and likewise assists other companies when necessary. The department's equipment consists of two pumpers, a ladder (Tower) truck, utility vehicle, and a fire police traffic unit. The staff consists of 40 volunteer firefighters, a Chief, Deputy Chief, Assistant Chief, Battalion Chief, a Captain and two Lieutenants.



SELLERSVILLE FIRE DEPARTMENT

The fire department's central location in the borough places it in good favor to meet the Insurance Service Office (ISO) standards for fire protection. This national insurance industry service group recommends that suburban areas be within a 2.5-mile radius of a fire station with a first response engine. The entire borough falls within a 2.5-mile radius of the fire station.

The department is supported by fundraising projects (administered by the volunteer firefighters) and donations from the borough. The borough's fire protection facilities are adequate; however, two operating issues were noted and should be addressed to ensure adequate fire protection: (1) funding; and (2) staffing. To meet the costs of operation, the fire department must raise a large amount of money each year through events that include, but are not limited to, breakfasts, dinners, a carnival, and regular bingo games. Additional efforts are necessary for equipment acquisition. A great deal of effort is required to raise such funds, all of which detract from firefighting priorities and training. Volunteers balance time between regular jobs, and volunteer duties, and training. Adequate funding would eliminate the necessity

for continuous fundraising needed to meet operating expenses. A number of communities assist their local fire companies by levying a fire tax which is a dedicated funding source that can defray the ever-increasing costs of equipment as well as the general operating expenses associated with the fire department.

Since 1995, the number of volunteers has decreased by one-half. There are fewer new volunteers joining the fire department and older members are no longer actively engaged in firefighting or fundraising. In addition to levying a fire tax, there may be several other solutions to ease the burdens on the fire department caused by the decreasing number of volunteers. Establishing a paid team of full time firefighters during weekdays while community firefighters are working has been effective for some communities. Volunteers continue to provide coverage in the evening, at night and on weekends.

EMERGENCY MEDICAL SERVICES

The Grand View Hospital Paramedic Service provides emergency medical services to residents of Sellersville Borough, 24 hours a day, and is based at Grand View Hospital in West Rockhill Township. Transport services are also provided. The staff totals 41 with 31 full time staff members and the number of calls is approximately 300 per week.

The squad is obligated under state law to transport a patient to the nearest hospital, unless a waiver is signed. Trauma cases, however, must be taken to the closest trauma centers at the Lehigh Valley Hospital Center near Allentown, St. Luke's Bethlehem, or Abington Hospital. Trauma cases are transported by Medevac helicopter or ambulance, whichever is most expeditious.

The Grand View paramedic squad is equipped to provide Basic Life Support (BLS) and Advanced Life Support (ALS). BLS service includes first aid and basic pre-hospital patient care and transport. ALS service includes enhanced pre-hospital care including cardiac arrest and trauma calls. Emergency medical technicians provide basic life support services, while paramedics provide advanced life support and may perform medical procedures under the direction of a doctor. Adequacy of this service is evaluated by response time because the time interval between the initial call and arrival of service can make the difference between life and death. The benchmark response time is eight minutes or less because it ensures the highest level of survival for the patient. The average response time for BLS was 6.17 minutes as reported by The Bucks County Emergency Services Department which collects the data annually. Response times have trended upward slightly since 2007. Consequently, the borough appears to be adequately served by both Basic and Advanced Life Support service.

The Grand View squad has sufficient staffing and funding. Many squads face shortfalls because they cannot effectively collect insurance reimbursements. The Grandview Hospital has an outside bill collection company that manages insurance billings. One particular issue, as mentioned prior, is the growing opioid crises. A collaborative, community wide effort may be more effective at proactively addressing the opioid epidemic occurring throughout the county and region.

EMERGENCY COMMUNICATIONS/9-1-1 SERVICE

Anyone dialing "9-1-1" from anywhere in the county will reach a county dispatcher in the Ivyland Emergency Management Center who will then contact the closest emergency service provider for response. The local fire and police departments and ambulance squad participate in this service.

HEALTH CARE/ELDER CARE FACILITIES

Hospitals serve the immediate health care needs of a community by providing inpatient and outpatient medical and health care services. Long-term care facilities serve elderly patients who can no longer function independently or who have a condition requiring skilled nursing care.

Two general hospitals and three long-term care facilities serve the health care needs of the residents of Sellersville Borough. Grand View Hospital, just outside the borough is the closest facility and Quakertown Hospital in nearby Quakertown Borough is within 5 miles of Sellersville. Long-term health care for the elderly is available at the skilled nursing facilities at Grand View Hospital, the Lutheran Home in Telford, and The Community at Rockhill in West Rockhill Township.

The aging of the baby boom generation will be a major factor in the need for long-term health care in the upcoming years. This group, born between 1946 and 1964, started to turn 65 in 2011. Although an increase in the elderly population is projected, the need for long-term care may be addressed through less costly and more appropriate alternative care methods to meet the medical and personal needs of many members of this population. These alternatives include in-home services, adult day care, personal care facilities, and continuing life care facilities.

LIBRARY FACILITIES

The Samuel Pierce Library, located in Perkasie Borough, is the closest branch of the Bucks County Free Library System. In addition to borrowing books, borough residents can participate in educational programs offered at the library. The library receives funding from the county as well as individual donations and gifts.

The American Library Association and State Library of Pennsylvania utilize a standard of 1.5 volumes per person to determine the adequacy of a library's collection. The Samuel Pierce Library, serving the Pennridge area with a population of 51,110 people in 2011 to 2016, has 40,647 volumes. Thus, the area's ratio of books per person (0.8) is slightly less than the recommended standard. As part of the county library system, Sam Pierce library patrons also have access to the county's 461,075 total volumes, and those of the eleven other community libraries. In addition, the county public library system has 50,000 e-books and 37,000 e-audio titles.

EDUCATIONAL FACILITIES

The schools serving Sellersville Borough are part of the Pennridge School District which also serve Perkasie, Silverdale, and Dublin boroughs, and Bedminster, Hilltown, and East and West Rockhill townships. Two elementary schools, a junior high school, and a high school serve Sellersville Borough. These schools, their enrollments, and capacities are shown in Table 2.

Table 2. Public Schools

Current School (construction date)	Capacity	Enrollment
Elementary Grades K-6 Sellersville (1964-1988)	443	529
Middle School Grades 7-8 Pennridge South (1929, 1990)	461	731
High School Grades 9-12 Pennridge 2007	2,339	2,723

Enrollments have been steady over the past several years and projections also indicate no significant enrollment growth is expected. It appears that projected enrollments can be accommodated in the existing elementary and middle schools which have additional capacity to accommodate larger enrollments.

The Pennridge School District is funded primarily by local taxes. Real estate and earned income taxes are collected in the district and are augmented by state subsidies for special education and vocational technical training.

Schools have several important community functions. They serve not only as places for academic instruction but also provide opportunities for social and physical development. School facilities serving Sellersville Borough provide indoor and outdoor recreation facilities, classroom space, and auditoriums which are available for use by borough residents after school hours. As needs change, facilities may be expanded, rehabilitated, closed, or sold. Because of the important role schools play, the community must be aware of these facilities and the factors affecting them.

Act 97 of 2012 amended the Municipalities Planning Code to require that municipalities provide school district superintendents with written notice of residential development plans that have received final approval. The notice shall include, but not be limited to the location of the development, the number and types of units, and its expected construction schedule.

PARKS, RECREATION, AND OPEN SPACE RESOURCES

Park, recreation, and open space resources are an important part of a community's identity and overall quality of life. Open space and parks contribute to the borough's small town character and preserves the natural ecosystems upon which the borough depends, and provides an attractive setting in which to live and work. Park and recreation facilities provide an avenue for residents to interact and recreate and help create a sense of place. They are an underlying strength of Sellersville and should be a key component of future revitalization efforts.

In 1999, the borough adopted the Sellersville Borough Open Space Preservation Plan. The plan discussed open space needs and performed an analysis of the parks in the borough following the National Recreation and Park Association (NRPA) standards. A similar analysis was performed in the Community Facilities chapter in the 1995 Sellersville Borough Comprehensive Plan Update. Both analyses showed that the borough is well supplied with neighborhood (Druckenmiller Park) and community (Lake Lenape Park) parks, but has a shortfall of miniparks (Temple & Walnut). These standards were a guideline and the NRPA has recently moved away from publishing a national standard. The philosophy of parks and recreational development has evolved from a national checklist into a series of guidelines catered to individual agencies at the local level. The NRPA cites the reason for the shift simply because no two parks are the same and different agencies serve different residents with unique needs, desires, and challenges. The national standard approach waned in popularity because different communities that consulted the national standard may be similar in park acreage but differ in funding or demographic makeup. In lieu of the standard, the NRPA recommends agencies survey their communities to identify the demographic build of the service area and cater to their needs.

In addition, the Sellersville Borough Open Space Preservation Plan discusses in detail the importance and need for municipal open space. It identifies the criteria and priorities in identifying potential open space property as well as identifying specific targeted properties to create a connected open space/greenway

system throughout the borough. Because the study is 20 years old, the borough may wish to update their open space plan to re-evaluate priorities and perform a post-evaluation to determine if they have achieved the goals and objectives outlined in the plan.

MUNICIPAL PARKS AND SCHOOL FACILITIES

Sellersville Borough contains a mix of public and private recreational facilities and parks. County and state parks are within a short drive. Borough parks and local school facilities are included in this section, because neighborhood and community parks are the borough’s responsibility and schools provide facilities for community recreation. Holiday House Recreation Center is a joint recreation site located in West Rockhill Township and operated by the West Rockhill-Sellersville Joint Recreation Commission. The park is 14.5 acres and provides indoor and outdoor activities and contains a pool, outdoor fields, and hardcourt areas and is not included in the park analysis due to its location.

The public parks and school acreage in Sellersville borough are shown in Table 3. There is also about 12 acres of open space along a tributary to Branch Creek which is owned by the borough.



DOUGLAS SMITH CLOCK PARK

Table 3. Borough Parks

Park	Acreage	General Park Type
Lake Lenape	67.00	Community
E. B. Druckenmiller	18.10	Neighborhood
Sellersville Elementary School**	5.90 (9.90)	Neighborhood with Minipark
Penridge South Junior High School	6.00 (12.00)	Neighborhood
Temple & Walnut	0.10	Minipark
Douglas Smith Clock Park	0.09	Minipark

RECREATION NEEDS

The majority of facilities and activities in the borough parks provide for both active and passive recreation opportunities for youth and adults. Between the local school sites and Lake Lenape and E.B. Druckenmiller parks, a variety of recreational activities are available. These recreational activities include, and are not limited to:

- Bike paths and walking trails
- Ballfields and hardcourt areas for all sports
- Frisbee golf
- Playgrounds
- Picnic areas

Park facilities and needs for all population groups should be explored in an update of the open space and park and recreation plans or by the park and recreation board. To promote the cooperative use of its park facilities, the borough makes recreational fields and equipment available to local user groups (e.g., residents and family groups, local nonprofit agencies, local sports groups, adjoining municipalities, and the local school district).

As the borough residents mature, there may be a need to serve additional groups, such as the seniors' age-cohort. Seniors can be accommodated by other additional types of recreation facilities, such as pickleball and shuffleboard courts, chess tables, and horseshoe pits. The needs of a growing and aging population can be met with existing parks to some degree, but new parkland and funding will be needed for new residents. Parkland and funding for new parks can be provided through the mandatory dedication of parkland or the provision of fees in lieu of required recreation land and open space, as required by the subdivision and land development ordinance for new residential developments.



BIKE TRAIL - LAKE LENAPE PARK

TRAILS, GREENWAYS, AND OTHER OPEN SPACE

RESOURCES

The borough's inventory of parks, recreation, and open space areas is predominately located in the northwest half of the borough. Creating a network of links through sidewalks, trails, and greenways that connect residents to parks and open spaces can provide a number of benefits, including protection of natural areas, recreational opportunities, and alternate paths for transportation.

As a member in the Pennridge Area Coordinating Committee (PACC), Sellersville Borough is among the eight municipalities that developed the Pennridge Area Greenway Plan (2000). The plan evaluated the feasibility of developing a linear park throughout the Pennridge Area. Recommended greenway routes within the plan incorporate streams, existing trails, floodplains, on-road bike routes, and off-road linkages. Lake Lenape Park has walking trails which are consistent with the greenway routes identified in the Pennridge Area Greenway Plan. These designated greenway routes are located along the floodplain of the East Branch Perkiomen Creek. Due to their proximity, a collaborative relationship should be nurtured between Sellersville and Perkasio boroughs, enhancing linear parks connections, as well as access to a wide-range of park and recreation facilities. Greenways, in general, are intended to function as open space corridors that protect the inherent natural resources along these watercourses and provide access for trails.

The following is a brief summary of the trails and greenways that have been proposed in Sellersville Borough and local vicinity as well as other lands that can be considered as open space. The proposed trails may require property acquisitions either through direct purchase of the property or easements along much of their proposed routes, but if implemented could help to connect all of the open space, parklands, and various destinations within the borough and beyond.

East Branch Perkiomen Greenway

The East Branch Perkiomen Greenway extends from Bedminster Township, where Deep Run branches from the Tohickon Creek to along the East Branch of the Perkiomen Creek, to townships in Montgomery County. A significant portion of the borough's existing trail network is located within the East Branch Perkiomen Greenway, providing connections to the trail networks in Perkasio to the northeast and West Rockhill Township to the northwest. This asphalt multiuse trail accommodates bicycles, pedestrians, and joggers.

Liberty Bell Trail

The proposed full Liberty Bell Trail (LBT) would loosely follow the historic path that was taken by the Liberty Bell during the Revolutionary War when it was moved from Philadelphia to Allentown for safe

keeping. The project includes a recreational trail system along the trolley path, linking Bucks and Montgomery County communities to Norristown. The completed study recommends that each municipality within the study area implement their own segment of the designated greenway route. Within Sellersville, the proposed alignment of the LBT corresponds to the existing trail within Lenape Park and continues into both Perkasio Borough and West Rockhill Township.

Open Space: Cemeteries

Cemeteries not only function as burial grounds, but can serve as a passive open space in a park-like setting. Many cemeteries contain the graves of many of the original settlers and may also be considered historically significant. There appears to be two cemeteries in the borough. The St. Michaels Lutheran Church and cemetery (15 acres) is located on East Church Street and borders the existing railroad tracks to the east. The St. Agnes Roman Catholic Church, located on South Ninth Street contains a small fenced in cemetery area (0.26-acre) that is connected to the church grounds and adjacent to borough owned land. The St. Michaels Lutheran Church cemetery is very scenic with established drives and landscaping.

CAPITAL IMPROVEMENT PROGRAM (CIP)

Because the borough has limited financial resources to meet the public service needs of a mature community, little is left for major capital improvements. An effective method of coordinating and planning expenditures is through capital improvement programming, which also facilitates implementation of the comprehensive plan.

A CIP is an annual process that involves the multiyear scheduling of public physical improvements. The scheduling is predicated on the availability of fiscal resources and the selection of specific improvements to be constructed over a span of 5 to 6 years into the future. These improvements only include those expenditures for physical facilities, which are permanent and have relatively long-term usefulness such as roads, parks, equipment, and similar facilities.



NEW MAIN STREET BRIDGE

Currently, the borough has an annual project list and a capital improvement fund that finances road and building improvements and other ongoing projects. The annual list is prepared by the borough manager and other internal departments and adopted by the council. Public expenditures called for in a capital improvements program play an important role in establishing priorities of the comprehensive plan. Borough expenditures for targeted capital improvements can encourage or discourage growth in different parts of the borough. Investments in infrastructure and amenities such as water, sewer, parks, signage, and roads can encourage economic development, improve property values, and enhance the quality of life within the borough.

UTILITY SERVICE FACILITIES

SOLID WASTE MANAGEMENT

Municipalities are responsible for ensuring proper and adequate storage, collection, and transportation of municipal waste, and for implementing recycling programs as mandated. The Pennsylvania Municipal

Waste Planning, Recycling and Waste Reduction Act of 1988 (Act 101) empowers counties and municipalities to adopt resolutions, ordinances, regulations, and standards to carry out the required responsibilities.

The “Sellersville Borough Refuse Storage, Collection and Disposal Ordinance of 1971” (with updates through 2015) addresses illegal dumping, littering, storage of solid waste, residential collection of solid waste, responsibilities of commercial and industrial owners/occupants, and the handling of construction and demolition waste. Furthermore, the borough has enacted waste management ordinances and resolutions which license haulers and designate plan-approved processing and disposal facilities, in accordance with the PA DEP and the Bucks County Municipal Waste Management Plan. In addition, Sellersville Borough reports recyclable tonnage collected from within its municipal boundaries to the Bucks County Recycling Office each year, as required by Act 101.

Trash Collection

The borough contracts with one waste hauler for residential collection of both municipal waste and recycling. Trash is collected twice per week from homes, and bulky waste is limited to one item per week. Commercial establishments contract privately for trash and recycling services.

Recycling

Act 101 requires municipalities with populations between 5,000 and 10,000 and a density of 300 or more persons per square mile to develop a curbside recycling program. The borough has a population density greater than 300 persons per square mile; however, its population is under 5,000 (4,226 in 2016, according to 2012-2016 American Community Survey, 5-Year Estimates). It is still projected to be under 5,000 in the year 2040 (DVRPC forecast). Therefore, Sellersville is not required by DEP to develop a curbside recycling program currently or perhaps even in the near future. Also, it does not have its own local mandatory recycling ordinance, so recycling is voluntary. The borough contracts for curbside residential collection service with the same hauler who collects trash. Many types of paper (newspaper, magazines, catalogs, phone books, cardboard and paperboard), glass bottles and jars, metal food and beverage cans, and plastic bottles of types 1 through 7 are collected single stream from residents once per week. There is no drop off facility.

Residents are encouraged to voluntarily recycle in the community. The borough’s website clearly communicates recycling and trash collection information, and includes links to Bucks County’s programs for household hazardous waste events and the Recycling from A to Z Guide. Using the links to county information ensures that residents have the most updated county information. Despite having a voluntary recycling program, Sellersville reported 583 tons of residential, curbside recyclables for 2017. This is a significant increase from the years 2014, 2015, and 2016. There was no commercial tonnage reported for 2017, although it was reported for 2016.

All of the recyclable materials listed above in the residential curbside collection service are eligible for reimbursement in DEP’s annual “904” tonnage grant. The borough applied for, and received, revenue from this grant for 2014 (\$2,058) and 2016 (\$1,776). Although these funds are unrestricted in use by the municipality, they could be used to help educate residents and businesses to recycle, purchase backyard composting bins, or otherwise promote reuse and waste reduction programs.

Sellersville Borough does not, at this time, have any program that addresses yard waste, such as leaves, Christmas trees, and grass clippings. Estimates indicate that this type of waste amounts to an average of

14 percent of the total waste stream. The incorporation of a yard waste program in the borough could affect a significant reduction in waste production and related trash collection costs.

Because Sellersville has no mandatory collection of recyclables and yard waste, and does not facilitate a commercial recycling program, a portion of solid waste is landfilled when it could be processed into new products. Mandatory collections of recyclables and composting of leaves and yard waste would likely reduce the waste stream and maintain or lower the cost of trash collection and landfilling. With Sellersville’s commitment to parks, historic landmarks, and scenic areas, emphasizing the conservation of natural resources through waste reduction and recycling could advance residents’ participation in the voluntary recycling program.

HAZARD MITIGATION

Bucks County adopted its Hazard Mitigation Plan Update (HMPU) in 2016 to identify areas of risk and vulnerability in municipalities, and determine how to best minimize those risks. Sellersville Borough had two representatives who actively participated in the planning process, attending meetings, completing assessment surveys, and submitting comments. The Borough Council of Sellersville adopted this plan in October, 2016. The Federal Emergency Management Agency (FEMA) approved it for Sellersville in August, 2017, allowing the borough to apply for federal disaster assistance if needed. FEMA listed ten “Recommendations for Future Improvements” specific to Sellersville and the general planning process.

Sellersville was noted to have a greater risk factor compared to the county as a whole for several high hazards: (1) flood, flash flood, ice jam; (2) winter storm; (3) environmental hazards; and (4) hurricane, tropical storm, nor’easter. For moderate hazards, the borough was deemed higher in risk factors for the following: (1) transportation accidents; (2) urban fire and explosion; and (3) tornado/wind storm. The HMPU identifies Sellersville as a participant in the National Flood Insurance Program with local floodplain management regulations.

Of all the mitigation actions listed for the 2016 Hazard Mitigation Plan Update, Sellersville is identified for the following general actions:

Priority	Action	Implementation Schedule
High	Proceed with grant applications for flooding	Within 2 years (2018)
High	Evaluate and perform mitigation projects including acquisition, elevation, foundation and building stabilization, securing access to generator power to protect properties, critical facilities and infrastructure from 1 percent annual chance floodplain hazards	Continuously for next 5 years (2021)
Medium	Provide public outreach/education strategies for property owners in the 1 percent annual chance floodplain	Continuously for next 5 years (2021)
High	Identify all storage of hazardous materials in floodplains	Within 3 years (2019)
Medium	Provide adequate and consistent enforcement of ordinances and codes	Continuously for next 5 years (2021)
Medium	Increase awareness by residents of actions to take before, during and after an emergency	Continuously for next 5 years (2021)

The HMPU is a living document, and it requires continuous monitoring. Like all of the municipalities in Bucks County, Sellersville Borough should have a designated representative from the community, such as

the local emergency management coordinator, to check mitigation activities and hazard events. This person will be integral to the future planning process when the HMPU is again updated. That process should begin in 2019.

WASTEWATER

Most of Sellersville Borough is served by public wastewater facilities, except for approximately six residences which have on-site systems. Sewage generated in the borough is collected by the borough's collection system and conveyed to the Pennridge Wastewater Treatment Authority (PWTA) treatment plant on Maple Avenue.

The PWTA plant was expanded in 2003 to provide additional capacity to Sellersville and other nearby municipalities. The plant is rated for 5.34 million gallons per day (mgd) but only 2.5 mgd are treated daily. The borough had 2,827 connections and 491 available future connections as of December 31, 2017.

Although wastewater facilities in Sellersville Borough are adequate for the population served, several issues must be addressed to ensure adequacy into the future. Water conservation and inflow and infiltration are factors affecting public wastewater facilities.

Water Conservation

Water conservation is an important issue in wastewater facilities planning because most water used in a household or business becomes sewage, which must be treated. Any water that is not used presents a savings in treatment costs. Encouraging the use of water conservation devices such as low flow toilets, faucet aerators, and providing educational information goes a long way in the effort to reduce water usage and the related wastewater treatment costs.

Inflow and Infiltration

As the sub-surface sewerage system ages, groundwater infiltrates the lines through cracks and seams. During storms, runoff enters the system through manholes and basement drains. All flows in a sewer line are treated at the treatment plant; therefore, this extra flow which does not necessarily need to be treated is processed, resulting in unnecessary costs for borough residents. Consequently, in order to reduce treatment costs, reducing infiltration and inflow should be done on a continuing basis. This effort not only reduces costs, but has the added benefit of providing additional capacity in the collection system for new development.

WATER

Most residences and businesses in Sellersville Borough are served by public water facilities. The borough sold its water system to the North Penn Water Authority which provides water to all borough residents. The water comes from the Forest Park water treatment plant in Chalfont Borough. The Forest Park plant receives raw water from the Point Pleasant Pump Station on the Delaware River. The borough's water supply is sufficient for its needs and projected growth.

Protection of water resources involves management of the demand and supply for water. The use of water conservation devices, changes in water use habits, and changes in individual water consumption processes will extend the life of existing water supplies and alleviate the need for the development of new sources. The North Penn Water Authority provides educational resources on its website which promote conservation.

STORMWATER MANAGEMENT

Municipalities require the use of stormwater management facilities to reduce the potential downstream impacts that could be caused by the increased volume and rate of runoff from development. Sellersville Borough has a network of storm sewers that drain stormwater into nearby creeks. Newer developments have designed detention facilities from which storm overflows enter into the storm sewer system where connections have been made. Most of the borough's stormwater is collected by stormwater management facilities and little of that collected water infiltrates into the ground to recharge the subsurface groundwater reserves.

The present storm sewer system channels water into pipes which discharge directly into the Branch Creek. This water often contains pollutants contained in the first flush flows that travel over the ground surfaces and pick up materials such as oil, chemicals, and silt. The storm sewer system has no filtering capabilities and therefore, this water enters the stream untreated. This problem can be ameliorated by the installation of water quality improvements to the system such as oil/grit separators over inlets, regular street sweeping, and salt-free roadway deicing.

The borough MS4 Stormwater Management Plan provides specific standards for stormwater management facilities. New development that is not near storm sewers and pipe conveyance systems creates stormwater runoff that must be addressed. Failure to properly manage runoff results in stormwater problems such as flooding, greater stream channel erosion, water quality impairments, and a reduction in groundwater recharge.

The Pennsylvania Department of Environmental Resources, under Act 167 of 1978, requires that counties prepare watershed stormwater management plans. The stormwater management plan for the East Branch of the Perkiomen Creek Watershed, in which Sellersville Borough lies, was adopted in 2004. The DEP requires that stormwater management criteria in the plan be instituted by the borough within their adopted municipal regulations.

The adopted stormwater management provisions regulate stormwater management for new development based on hydrologic and water quality criteria. The hydrologic criteria are based on the rate of flow from a site before development. Runoff release rate volumes are established according to these flow rates. Water quality criteria are intended to reduce the detrimental effects of polluted stormwater runoff. Water must be detained so that sediment is released and pollutants are filtered out before water leaves a site. Best Management Practices and established stormwater management techniques are required to maintain water quality and maintain groundwater levels and base flow of streams.

The National Pollution Discharge Elimination System (NPDES) II regulations require municipalities to develop a stormwater management program that meets state permit requirements and includes six minimum control measures: (1) public education and outreach; (2) public participation; (3) illicit discharge detection and elimination; (4) construction site runoff control; (5) post-construction runoff control; and (6) pollution prevention. Annual reports must be submitted to DEP to signify how the municipality is meeting the incremental elements of the program.

Thus far, Sellersville Borough has submitted the requisite annual reports in accordance with the NPDES II program. The borough is engaged in public education and outreach and providing educational materials to borough residents.

Other required control measures, such as illicit discharge detection and elimination and the operation, maintenance, and inspection of municipally-owned stormwater facilities, are not the major issues that are typical in a small borough, as there are few stormwater management facilities in the borough. Nevertheless, facilities and infrastructure will be inspected on an ongoing basis and the borough will continue to comply with applicable program requirements.

Maintenance and monitoring of BMPs and stormwater basins is an important borough function as development continues. Narrative information on proposed and constructed stormwater management facilities that explains short- and long-term operation and maintenance tasks and the projected life span of the facility should be provided, approved, and recorded by the borough. Ensuring proper long-term operation and maintenance will allow the borough to comply with federal and state requirements of the National Pollutant Discharge Elimination System and stormwater management act. Projected scheduling also allows budgeting time and funds to inspect and repair facilities as necessary.

The borough may wish to consider the reduction of mowing large expanses of lawn areas to reduce maintenance costs and enhance the environment. Naturalized meadows and “no mow” areas require minimal maintenance and potentially increase water infiltration, also improves water quality and provides wildlife habitat. In addition, the borough should consider encouraging retrofitting and naturalizing its existing detention basins with native plants and grasses.

TELECOMMUNICATIONS

Telecommunication is the transmission of voice, video, or data between two points and has become a significant part of our information based economy and culture. Growth of the telecommunications industry has been driven by increasing advancement of technology and has resulted in greater business and consumer demand. The Centers for Disease Control and Prevention’s National Center for Health Statistics has traced the decline of landlines as part of their ongoing studies of the health of Americans. As of 2017, 50.8 percent of US households had only cell phones. The number of households with only land lines is steadily decreasing and in 2017 stood at only 6.5 percent.

Many communities have started to realize that telecommunications will be an integral part of the municipal infrastructure just as water, sewer, and electric are now. Planning for telecommunication systems allows for control of the right-of-way, public property, aesthetics, and enhanced quality of life. Effective telecommunications infrastructure promotes economic development, household use, and broader emergency and municipal communications.

Telecommunication facilities and equipment are located throughout the borough. Wireless communications are provided by antenna co-located on the water tower on East Ridge Avenue. Other antenna are located on towers outside the borough. Verizon has installed fiber optic cables for telephone, television and internet within Sellersville in order to provide service.

As the telecommunications environment matures and technology changes and service needs increase, more antennae and cables may be needed to meet resident and business demand. Because wireless communications facilities are not considered standard utilities, the borough has authority to regulate their location, whether collocating on existing structures or within public right-of-way or on municipal land. The borough has updated its telecommunications regulations in the zoning ordinance and should continue to be proactive in oversight of emerging technologies and legislation.

CHAPTER 4: PRINCIPLE III

PROTECT THE BOROUGH'S NATURAL, HISTORIC, AND CULTURAL RESOURCES

Objectives:

- a. Continue policies to conserve natural resources**
- b. Preserve historic and cultural resources**

A. PROTECT AND CONSERVE THE BOROUGH'S NATURAL RESOURCES

A high quality environment is an important goal for the borough because it promotes improved air and water quality. Development without concern for the natural limitations and amenities of the land can be costly for people, as individuals and as taxpayers in the community. Development on floodplains and alluvial soils, and filling of watercourses can result in property damage and the loss of life due to increased flooding. The overuse of steep slopes and the stripping of woodland and vegetative cover can cause undue soil erosion and excessive sedimentation in natural drainage systems.

As a mature community, Sellersville Borough has little vacant land left for new development. However, many natural resources have remained or been preserved that should continue to be properly managed by ecologically sound approaches for the benefit of future generations. Having an understanding of the natural resources of the borough is crucial for making decisions concerning all land use planning and development. Conservation of natural resources helps to maintain the character of a place and enhances the municipality overall.

The natural features found in the borough help to make it a desirable place to live. The 1980 Comprehensive Plan for Sellersville Borough and subsequent 1995 Plan addressed the importance of protection of natural resources in a general manner. The borough has adopted zoning ordinance provisions to implement protection of many natural features including floodplains and steep slopes. The comprehensive plan update continues to emphasize a strong protection policy of natural resources. This policy is based on the Constitution of the Commonwealth; in particular, Article I, Section 27, which states:

The people have a right to clean air, pure water, and to the preservation of the natural, scenic, historic and aesthetic values of the environment. Pennsylvania's public natural resources are the common property of all the people including generations yet to come.

The borough's natural resource protection policy is also reinforced by Article VI of the Pennsylvania Municipalities Planning Code (MPC) which authorizes "provisions for the protection and preservation of natural resources and agricultural land and activities." The MPC has charged local governing bodies with the responsibility of protecting the citizens' health, safety, and welfare through comprehensive planning and land use ordinances. The MPC permits local governing bodies to regulate the use of land, watercourses, and bodies of water not only by area requirements and lot sizes, but also by the

determination of densities and the location and amount of open space. In addition, Section 605(2) specifically authorizes local officials to regulate, restrict or protect land uses and structures at or near “(ii) natural or artificial bodies of water, (iii) places of relatively steep slope or grade, (vii) floodplain areas and other places having a special character or use affecting or affected by their surroundings.” Through comprehensive planning, the borough can adopt conservation goals and development guidelines which protect environmentally sensitive areas. The natural features of the borough are discussed below and shown on the Natural Resources Map.

EXISTING NATURAL FEATURES

GEOLOGY

Sellersville Borough is underlain by the Brunswick Formation which is composed of red shales and sandstone. The borough is bisected by three thin bands of the Lockatong Formation which is composed of gray to black argillite and grades gradually to the Brunswick lithofacies. The Lockatong Formation is found running in an east-west direction with one thin band in the northern area of the borough and the other two thin bands in the southern area of the borough. The approximate water yields from the Brunswick lithofacies yield 50 to 200 gpm (gallons per minute) and the Lockatong lithofacies yield 20 to 100 gpm.

STEEP SLOPES

Sellersville is situated in the Piedmont Province, which is typified by gentle hills and slopes. With the exception of the steep grades near the borough’s southern boundary, the rise in elevation south of the East Branch Perkiomen Creek is very gradual. North of the creek, the land is more irregular with areas that are fairly level to areas of sharply rising topography where the grades average 8.5 percent. The center of Sellersville Borough is the lowest area with the ground sloping upward to the north and south of the creek.

Most of the steeper areas are already developed. The Bucks County Natural Resources Plan (1986), lists slopes which range from 8 to 15 percent as moderate slopes. Construction activity will produce moderate rates of erosion and sediment loading if not controlled. For slopes in the 8 to 15 percent range, construction employing proper engineering methods is possible. However, areas with grades exceeding 15 percent should be considered as sites more suitable for less intrusive or limited development which disturbs less soil and leaves more land open and undisturbed.

Slopes of 15 to 25 percent grades are considered steep and disturbed areas will yield heavy sediment loads, while very steep slopes over 25 percent grade produce heavy erosion and sediment loading when disturbed. Development of such areas could lead to many problems including building foundation instability, accelerated erosion and runoff. Sellersville does not have any large areas of very steep slopes. However, as each site is developed, a slope analysis should be conducted to ensure proper grading and construction. The zoning ordinance contains protection standards in place to minimize the impacts to slopes 15 percent or greater. The protection standards should be maintained.

SOILS

The primary soil group found in the borough is the Abbottstown-Doylestown-Reaville Association according to the Soil Survey of Bucks and Philadelphia Counties (1975), as amended. This association is typified by nearly level and gently sloping, moderately deep and deep, poorly drained to moderately well drained soils on uplands. Low ridges and valleys are oriented east–west within the borough.

Abbottstown soils are deep and somewhat poorly drained and are restricted in permeability. They have a compact subsoil and a seasonal high water table. Abbottstown soils are at the base of slopes, on side slopes, and on broad ridgetops. Doylestown soils are deep and poorly drained. They have a very compact subsoil and restricted permeability. These soils are located on depressions at the base of slopes and on broad upland flats. Reaville soils are moderately deep, are moderately well drained to somewhat poorly drained, and have a seasonal high water table. Reaville soils are on the tops and sides of ridges. Sellersville also has areas of Urban land soil. Urban land is highly built up, with the original soil material highly disturbed or filled over. In Sellersville, the urban land is underlain by shale bedrock. Minor soils include Bowmansville and Rowland soils along streams and floodplain areas; and Bedington, Klinsville, Penn, and Readington soils on upland areas. Floodplain soils are protected and should remain that way.

WOODLANDS AND TREES

The woodlands that exist in Sellersville add to the visual attractiveness of the borough and provide habitat for wildlife. The larger areas of woodlands in the borough are mainly located on undeveloped parcels or are located where there are other natural resource restrictions which limit development. Sellersville Borough has acknowledged the importance of woodland protection standards in the current zoning ordinance. No more than 20 percent of woodlands located in environmentally sensitive areas can be altered or cleared and no more than 50 percent of woodlands, which are not located in environmentally sensitive areas can be altered. As with many urbanized municipalities, there are scattered areas of the borough in or near woodlands, where infill development may occur on vacant parcels. In the borough, loss of woodlands could impact other environmentally sensitive areas, particularly along the East Branch Perkiomen Creek and other areas of floodplain or wetlands.

Street trees are another element related to woodland resources in urbanized areas. Trees planted along streets and in parks are valued for aesthetic and recreational purposes. Furthermore, they screen out noise and aid in pollution abatement. The borough should consider implementing tree protection standards in the subdivision and land development ordinance. Tree protection standards are necessary to protect a tree or woodlands intended to be preserved during construction. The borough could also form a shade tree commission that reviews plans of proposed street tree plantings and those marked for removal.

WETLANDS

The National Wetlands Inventory Map delineates the wetland areas (larger than two acres in size) in the central area of the borough along the East Branch Perkiomen Creek, two areas in the northwestern, and two areas in the northeastern sections of the borough. Where it is deemed necessary by the borough, wetlands are identified through field surveys by professionals, such as hydrologists and soil scientists, who determine their existence by analyzing vegetation, soils, and hydrology. The borough requires wetlands delineations to be validated by the Pennsylvania Department of Environmental Resources and the U.S. Army Corps of Engineers.

Typically, wetlands occur as marshes, swamps, and bogs. Often, they are saturated lands or areas that display a seasonal high water table. Some of the wetland areas in Sellersville Borough are along creeks or coincide with streams. Even in built out and urbanized areas wetlands are important. They help to improve water quality by filtering toxins. In addition, wetlands assist with groundwater recharge and act as natural retention basins for stormwater after a rain/storm event. Following a storm, the slow release of water helps to reduce the amount of flooding for the surrounding areas. The borough's zoning ordinance requires 100 percent protection of wetlands.

WATERSHEDS

The East Branch Perkiomen Creek flows through the borough. The large majority of the borough is drained by this primary watershed, measuring approximately 1.25 square miles. A very small area at the southern portion of the borough is drained by the secondary watershed, the Mill Creek Watershed.



PERKIOMEN CREEK

FLOODPLAINS

Floodplains are areas adjoining streams that accommodate floodwater. The floodplain is defined by the 100-year or base flood which has a 1 percent chance of being equaled or exceeded in a given year. The floodplain includes floodways and flood fringes. The latest update of the Flood Insurance Rate Map for Sellersville was March 16, 2015.

Floodway is defined as the watercourse channel and adjacent lands reserved to carry the base flood without cumulatively increasing the base flood elevation more than a designated height. Communities must regulate development in these floodways to ensure that there are no increases in upstream flood elevations.

The flood fringe is part of the base floodplain outside of the floodway. Under the National Flood Insurance Program (NFIP), obstructions causing any rise in the base flood elevations are prohibited. The flood fringe, on the other hand, may be developed under federal guidelines. However, structures must be elevated or flood proofed up to the base flood elevation.

Floodplain soils or alluvial soils indicate where flooding has occurred in the past. Sometimes, these soils appear in areas that have not been mapped under the NFIP. However, areas where alluvial soils exist should be considered as part of the floodplain when the floodplain has not been mapped, in accordance with Section 160-25.A. of the zoning ordinance.

The current Sellersville Borough Zoning Ordinance does not permit encroachment or impervious coverage in streams, rivers, watercourses, ponds, flood hazard areas, or floodplain soils. The borough's Flood Hazard Area Map is based on land delineated by the Flood Insurance Study for Sellersville Borough as performed by the Federal Emergency Management Agency/Federal Insurance Administration.

RIPARIAN BUFFERS

Stream protection can be increased by identifying valuable stream corridors and assessing the degree of protection currently offered. Stream corridor protection, in the form of riparian buffers, should be broad enough to offer real protection to the stream from sediment runoff. Riparian corridors are vegetated areas (trees and other plant materials) adjacent to streams, lakes, and wetlands. Vegetation stabilizes banks and protects against erosion, which helps to control flooding, filters sediments and pollutants, and prevents them from entering adjoining waterways. The vegetation also provides habitat for birds and animals and provides shade that cools the water and improves aquatic systems.

Municipalities can adopt ordinances that include riparian buffer protection standards and conservation districts or zones that prohibit the removal of vegetation or the encroachment into the riparian buffer in specific areas. At present, Sellersville Borough does not have riparian buffer requirements. The borough should discuss the need to conduct an assessment of existing riparian areas to identify the protection needs necessary to maintain and enhance water quality and habitat. Consideration should also be given to adopting riparian buffer requirements that would be applied to any proposed disturbance activity.

WATER QUALITY

As an urban/suburban area, Sellersville Borough's streams may exhibit the types of water quality problems that are generally associated with automobile dependent residentially and industrially developed communities. Sidewalks, driveways, and other impervious surfaces cause stormwater runoff which carries pollutants such as oil and grease. Residential yard surfaces runoff contains herbicides, pesticides, and fertilizers. Pollutants from both of these sources flow into storm drains which in turn may impact existing streams and waterbodies.

Furthermore, construction sites contribute to stream pollution by allowing erosion and sedimentation to runoff into storm drains. The runoff transports suspended solids and other toxins that may harm organic and aquatic life in streams. Therefore, Sellersville Borough like any urbanized community, must plan for water quality and remediation to address stream maintenance and stormwater collection systems.

AIR QUALITY

Sellersville Borough lies within the Philadelphia Consolidated Metropolitan Statistical Area (CMSA), which has been characterized as a severe nonattainment area because of unacceptable levels of ozone. The Environmental Protection Agency (EPA) requires that the region attain an acceptable standard by 2021. Typical pollution that is experienced in the area may be attributed to regional industrial activity and motor vehicle emissions.

Subsequently, the borough should address how air pollution affects public health, plant, and animal life. Although Sellersville Borough is an automobile dependent suburb, it will be important to plan future development to reduce pollution and improve air quality. It is important to plan future development and support outside efforts to reduce pollution and improve air quality. The borough should also encourage residents and employees to use transit and carpool.

Air quality in Bucks County is threatened by three air pollution sources that affect both indoor and outdoor air quality: point, area and mobile source emissions. A point source of pollution is a single, identifiable, localized source of air, water, thermal, and noise or light pollution. Point source air pollution is the introduction into the atmosphere of chemicals, particulate matter, or biological materials from sources such as factories, and manufacturing processes. Area source emissions are sources of pollution that emit a substance or radiation from a specified area such as multiple flue gas stacks within a single industrial plant, open burning, wood fired boilers, and the evaporation losses from large spills of volatile liquids. Mobile emissions are the exhaust from motor vehicles and small gasoline-powered equipment (e.g., lawn mowers) and are the principal cause of ozone and carbon monoxide pollution. Both ozone and carbon monoxide levels in Bucks County are among the highest in the state and occasionally exceed federal standards.

Air quality has significant effects on the environment. Poor air quality limits the growth and vitality of vegetation, degrades the water quality of lakes and streams and decreases the ability of the upper

atmosphere to filter incoming ultraviolet radiation from the sun. Ground-level ozone (smog) is a result of volatile organic compounds (VOCs) from vehicles and other sources, and nitrogen oxides from industrial sources, reacting with sunlight. Smog is primarily responsible for below-standard air quality (ozone alert) days experienced in urban areas.

Acidic precipitation (acid rain) levels in Pennsylvania and Bucks County were among the highest in the nation in 1995. Acid rain is detrimental to water quality, contributes to fish kills and the encouragement of specific undesirable plant growth. The generation of electric power by burning coal cause acid rain regionally. The use of wood and coal stoves in high density areas can contribute to acid rain and cause locally unhealthful air quality conditions. Coal burning for energy generation has diminished so acid rain has decreased.

The overall air quality of most of Bucks County and the larger Delaware Valley region does not meet federal health based air quality standards 14-20 days per year on average. Most of those days occur in the summer when weather conditions favor the generation of ground level ozone.

GREENHOUSE GAS EMISSIONS

The Delaware Valley Regional Planning Commission (DVRPC) has inventoried greenhouse gas (GHG) emissions in the region. This effort supports regional efforts to quantify and ultimately reduce emissions associated with climate change. This effort was accompanied by the allocation of the inventory to each of the region's nine counties and 352 municipalities.

Greenhouse gas emissions, measured in metric tons of carbon dioxide equivalent (MTCO₂E), are calculated for energy used in the residential, commercial, and industrial sectors, as well as the transportation sector, which includes on-road transportation, passenger and freight rail, aviation, marine transportation, and off-road vehicles. Emissions resulting from waste management (solid waste and wastewater), agriculture processes (both animal and plant related), non-energy-related emissions from industrial processes, and fugitive emissions from fuel systems (natural gas systems and petroleum systems) are also included. Sellersville Borough is estimated to contribute 9-10 metric tons of carbon dioxide equivalent (MTCO₂E) per population employment annually.

Within the DVRPC region, 75 percent of these emissions resulted from energy consumption, including stationary energy consumption by the residential, commercial, and industrial sectors, and mobile energy consumption from the transportation sector. Waste management and industrial processes accounted for an additional 3.8 percent of total emissions. The GHG decreased from 94.5 in 2005 to 83.0 in 2010 a drop of almost 14 percent. The DVRPC has set a target of reducing regional GHG by 50 percent by 2035.

NATURAL RESOURCE CONSERVATION AND PROTECTION MEASURES

NATIVE PLANTS

Native plants are suited to the local climate and form an important part of the local ecosystem. Nonnative plants require more water and nutrients and compete with natives. The borough will encourage the use of native vegetation and replanting native plants when removal has taken place during the development process. An approved list of native plants can be found in the borough ordinance and requires native plants to be used in all new developments. This ordinance also encourages residences to replace nonnative trees and shrubs with native vegetation. Planting native plants can have a profound impact on

the diversity of life around us. This will result in the ability of birds and insects, especially humming birds, bees, and pollinators and other species to continue their life cycle. When we replace our native plants with non-natives, cultivators, and insist on large expanses of green lawn with no weeds, we are adversely affecting our environment. The borough will continue to encourage the use of native vegetation and replanting native plants when removal has taken place during the development process.

HABITAT PROTECTION PROGRAMS

Plants and animals need environments which provide sufficient food, shelter and protection from predators. Land development often diminishes or destroys these environments and leads to loss of habitat and species. Critical habitats can be preserved by reducing development intensity and density and increasing resource protection standards. The borough should act to preserve and protect critical habitats that support native, rare, threatened and endangered plants and animals.

RESOURCE PROTECTION AND DEVELOPMENT

There are land development techniques and measures that municipalities can use to preserve natural resources and accommodate environmentally sound development practices. One such development technique is Low Impact Development (LID). The purpose of LID practices is to incorporate a land planning and engineering design approach to manage stormwater runoff and preserve natural resources. LID practices emphasize conservation and the use of on-site natural features to protect water quality. This approach implements engineered small-scale hydrologic controls to replicate the pre-development hydrologic regime of watersheds through infiltration, storage, and detaining runoff close to its source.

Another technique municipalities can utilize is performance development. The purpose of the performance development option is to preserve important natural resources while still allowing responsible development. When determining the layout of this type of development, the environmental features to be preserved are delineated first, followed by strategic siting of dwelling or structure locations, and then followed by the road layout. Easements are then placed on the natural areas to ensure that the site will not be disturbed. The borough should seek to protect natural resources in areas that are not currently developed.

A site analysis and resource conservation plan requirements which combine elements from standard subdivision ordinance requirements with conservation design principles for natural resources. These requirements may not affect the development potential of a site, but would encourage better site planning essential to ensuring the preservation of important resources. The purpose of a site analysis and resource conservation plan is to ensure that all development occurs in a manner that respects the natural environment that is important to the site, the surrounding area, and the borough. With such an analysis and plan, the applicant and borough officials would have a complete understanding of the conditions around the site that provide the context for a proposed development. This analysis could be used in conjunction with an environmental impact assessment (EIA), but unlike an EIA, the analysis would address how valuable resources could be preserved, particularly those that relate to larger habitats and ecosystems, as opposed to identifying what impacts would result after the development is built.

An existing resources inventory should provide a comprehensive analysis of conditions on the proposed development site and areas within 500 feet, showing topography, natural drainage patterns, vegetative cover, soils and geology, view sheds/scenic views, for example, as identified by the Pennsylvania Natural Diversity Inventory, solar access and orientation, and other features on and off the site.

The resource conservation plan requires that the layout of the lots or development occur so that the areas identified as being important in the site analysis are preserved, and the areas of secondary importance are used for development. Limits on site disturbance, use of natural drainage patterns, preservation of scenic views, protection of natural areas, and protection of groundwater resources would all be required considerations. Applicants should be encouraged to schedule pre-application meetings and site visits with the borough officials before full-scale engineering work is started.

Sellersville Borough's zoning ordinance requires site capacity calculations for all resource protection land within the base site area to be mapped and measured for the purpose of determining the amount of open space needed to protect natural resources. Site capacity is important in determining the appropriate intensity of use for a specific tract.

ENERGY CONSERVATION

Energy, mostly from non-renewable fossil fuels, is used for heating and cooling homes and business, powering vehicles, appliances, and other equipment, and thus sustains a community's standard of living. However, energy use has the negative side-effect of greenhouse gas (primarily carbon dioxide) production. Continued reliance on nonrenewable sources of energy and not reducing the rapid rate of consumption of resources may not sustain adequate energy availability for future generations of borough residents.

Although complex, energy planning for more sustainable communities is essential. The nation, as a whole, should be moving toward a reduced-carbon economy which will require the utilization of alternate energy resources such as wind, solar, and biomass. Moving toward such a goal, communities need to: change their approach to the ways buildings are designed and constructed; develop land with more nature-friendly techniques; reduce the solid waste stream, increase recycling, and recover energy from waste; and implement alternative approaches to the current transportation system. Sellersville Borough encourages the exploration and appropriate implementation of new methods and technologies to provide energy solutions for the future. Energy conservation and alternative energy initiatives are part of the solution and should be implemented at the local level by municipalities, businesses and residents.

Regarding the issue of climate change, individuals and families need to rethink the way they live and make conscious choices and appropriate changes before reaching the point of an unsustainable energy future. Borough residents, businesses, and government need to begin by investigating ways to reduce the community's collective carbon footprint. Currently, the main way of measuring carbon footprint is by the level of CO₂ emissions. Other indicators include:

- Number of sites utilizing energy-conserving design such as mixed-use, compact development. (Inherently, the borough's land use composition and characteristics lends itself to these forms of development);
- Number of remediated and redeveloped brownfield and greyfield sites, and number of existing buildings with adaptive reuse;
- Number and percentage of locally-owned businesses;
- Average commuting distances out of and into Sellersville;
- Percentage of energy produced locally;
- Quantity of renewable building materials;
- Percentage of food grown locally;
- Proportion of essential goods being manufactured within the borough; and
- Proportion of compostable waste that is actually composted.

Reducing carbon footprint with regard to power generation will require the use of alternative energy sources such as solar, wind, geothermal, and other renewable energy sources. Municipal ordinances that permit alternative energy devices at the residential and local business level will need to be updated. A comprehensive energy audit of borough facilities could be the first step toward significant cost savings to the community. An incentive program could be established for greyfield and brownfield sites, by rewarding applicants with a reduction in permit fees or an expedited approval process.

Sustainable building methods such as LEED (Leaders in Energy and Environmental Design) should be part of a green building incentive program that, similar to that mentioned above for greyfields and brownfields, rewards applicants with permit fee reductions or expedited approval process. Consistency with the Pennsylvania Uniform Construction Code and the Pennsylvania Municipalities Planning Code will be necessary. Many public and private entities have already begun to institute a host of energy conservation practices which contribute to reduction of the borough's carbon footprint (e.g., turning off lights and computers, installation of adjustable/programmable thermostats, and the use of energy efficient LED signs, traffic signals, street lights, and compact fluorescent light bulbs).

Green building technologies for historic resources should be applied in the borough's historic area and design guidelines could be established in conjunction with historic buildings. While wind energy devices or solar panels are effective in reducing a building's energy consumption, such devices on historic structures or in the historic district may infringe on the historic integrity. Design guidelines for green building technology could encourage/enable the careful placement of energy-efficient systems as new applications emerge while ensuring that the historic integrity of structures and the historic district remains intact. Recommendations/specifications for location, size, or bulk thresholds for green building construction as well as the required kind of green devices permitted (i.e., building integrated devices, solar roof shingles, a small wind device that looks like a weathervane, etc.) should be implemented through ordinance requirements.

With regard to landscaping, EPA's GreenScapes program provides cost-efficient and environmentally friendly solutions for landscaping. Designed to help save energy, preserve natural resources, and prevent waste and pollution, GreenScapes encourages homeowners, businesses, governmental agencies, and others to make more holistic decisions regarding waste generation and disposal and the associated impacts on land, water, air, and energy use. For example, location-appropriate landscaping can moderate climate, improve air quality, and conserve water. Planting trees in the proper locations will provide shade that can reduce summer cooling costs. Establishing low- or no-mow practices reduces the amount of energy (typically gasoline) needed to maintain open areas. An integrated pest management (IPM) program can provide environmentally friendly alternatives to pesticides and fertilizers. Collectively, the implementation of water conservation techniques including rain barrels, rain gardens, and water-saving faucets, and low-flow or waterless toilets can have a significant impact on water infiltration and usage. When such practices are implemented on public areas such as parks and governmental buildings, opportunities arise to educate residents and visitors on how these practices can be implemented on individual properties.

Transportation conservation alternatives may include the use of hybrid or alternative-fuel municipal vehicles (e.g., compressed natural gas, hybrid engines) and the use of bicycles by police for patrolling the community. Providing facilities such as public recharging stations for electric vehicles and bicycle racks will also help to reduce emissions. The ongoing planning and implementation of a regional trail network, and promoting the restoration of rail service to Philadelphia can help reduce reliance on the automobile and vehicle miles traveled.

B. PROTECT THE BOROUGH'S HISTORIC, AND CULTURAL RESOURCES

If historic resources are to be retained, conserved, and protected it is essential to develop an effective means to preserve the borough's historic heritage. Local historic resources, most of which are privately owned and maintained, are at risk unless residents are properly educated about the historic importance of their properties and are encouraged to cooperate with the borough's preservation agenda. Community-wide events that emphasize preservation and cultural and heritage protection are instrumental to inform the public about the issues.

Changes in land use and infill development can alter or obscure the context of a historical resource. Therefore, consideration should be given to strengthening and enhancing the preservation and zoning mechanisms that can be used to document, protect, and showcase the borough's cultural and historical resources. In Pennsylvania, the legal foundation for protecting historic resources comprises the Historic District Act (Act 167) and the Pennsylvania Municipalities Planning Code (MPC, Act 247.) Act 167 allows municipalities to designate local historic districts and regulate the alteration of buildings based upon historic context. The MPC enables municipalities to protect historic resources through zoning ordinances.

HISTORIC PRESERVATION

Sellersville was founded in the early 18th century by German settlers and incorporated more than 100 years later in 1874. The borough is named after Samuel Sellers, a German immigrant who established the Sellers Tavern in the center of the borough. The town was a principal stagecoach stop on the Bethlehem Road corridor and was the midpoint of the Liberty Bell's journey between the cities of Philadelphia and Allentown during the Revolutionary War. The borough later served as a manufacturing center for cigars and apparel.

Today Sellersville is a compact, mature borough. It has a distinct character due to its development pattern, topography, and the presence of historic buildings and structures. The borough started near the intersection of Main and Walnut streets. It grew outward radially and became interspersed with streets that form a grid pattern. The borough's location in the Branch Creek valley provides a setting framed by ridges on two sides which distinguishes it from the surrounding countryside. However, the historic small town character is the most salient feature of the borough's identity.

The borough has several historic buildings of state or national significance that include:

- Teller Cigar Factory (National Register of Historic Places)
- Washington House also known as Sellers Tavern
- Old Fire House
- Baum House (Pennsylvania Register of Historic Places)
- Scheetz House (Pennsylvania Register of Historic Places)

These and other undocumented historic resources in Sellersville have value for a number of reasons. They give the borough a special cultural character. Older buildings are frequently better built, with craftsmanship and materials that are rarely duplicated today. Each historic building represents a past investment for future generations. Maintenance and rehabilitation of historic buildings and neighborhoods also represent a savings in terms of energy and materials. Well maintained historic buildings contribute to the vitality of a community and strengthen property values. Neglect or loss of historic buildings and structures would pose a significant threat to the identity of the borough.

Although historic resources are valuable, they are often taken for granted until they are endangered. The borough zoning ordinance contains no provisions protecting historic resources. Preservation planning can lessen the threat and should occur before historic elements are imperiled. The historic preservation process fosters civic pride and appreciation for historic values. Appropriate preservation and restoration projects even enhance and improve surrounding non-historic property values. Historic preservation generates tourism, construction, and rehabilitation activity that creates jobs and income. Therefore, the need for continued protection of historic resources is a crucial concern for a borough such as Sellersville.

One group that has been a proponent for historical preservation is the Sellersville Borough Historic and Achievement Authority. They were established in 1974 in anticipation of the centennial of the borough's incorporation. The authority consists of seven members appointed by borough council. Its responsibility is to generate and disseminate information about the borough's history. One of the major functions of the authority is the operation of a museum which depicts the history of the borough. In the past, the authority published a comprehensive local history of the borough and sponsored open house tours of historic homes. Presently, the authority sponsors special events at the museum, which are open to both the borough residents and public.

HISTORIC PRESERVATION IMPLEMENTATION STRATEGIES

The borough should consider various options to protect, re-purpose, conserve, restore, and retain its historic resources. There are many implementation tools that can be developed to make a preservation plan work. These tools take the form of zoning provisions, historic district ordinances, design guidelines and others. In most cases, the primary responsibility for protecting historic resources falls to the property owner. However, communities can enact regulations and laws to preserve historic resources. The Pennsylvania Municipalities Planning Code, Section 605(2)(vi) enables municipalities to devise zoning for regulation, restriction, or prohibition of uses and structures at or near places having unique historical, architectural, or patriotic interest or value. Various implementation strategies include:

Certified Local Government

A local government that fulfills program standards administered by the Pennsylvania Historical & Museum Commission (PMHC) can eventually receive designation as a Certified Local Government (CLG) under the



WASHINGTON HOUSE



ROEDER BUILDING AT MAIN STREET AND TEMPLE AVENUE

provision of the National Historic Preservation Act. Membership in this program allows municipalities to apply for grants under the CLG Program. Such grants can be used for cultural resource surveys, technical planning and assistance, educational and interpretive programs, and other preservation activities.

To participate in this program, municipalities need to meet certain other criteria, including effective enforcement of an Act 167 historic district ordinance or a historic zoning overlay, and to comply with appointment, training, and reporting requirements. Consideration should be given to applying for CLG status should the borough enact historic protection regulations in the future.

Federal Rehabilitation Investment Tax Credit (RITC)

In 2017, a federal program was enacted that provides tax credit for the rehabilitation of certified historic structures and provides a 20 percent state tax credit for the rehabilitation of qualified income-producing buildings. Eligibility requirements include listing on the National Register or be a contributing building within a National Register Historic District.

Historic Marker Program

Historic resources can be commemorated with a marker through the Pennsylvania Historical Marker Program of the PHMC. Any individual or group may nominate a structure or site for such a marker, subject to approval through the PHMC. A historic survey could help in identifying additional resources of local importance.

Historic Survey

A draft 1980 comprehensive plan contained a list of 43 structures deemed historic architecturally important buildings or meeting places/landmarks. However, the borough has not undertaken a formal historic survey. A formal professional survey should be considered to determine conditions of these resources and to reflect any loss of significance due to building modifications, deterioration, additions, demolitions, or other changes. An updated historic survey will provide a current and succinct inventory of historic properties that can be used as a reference for planning and zoning purposes as described below.

Overlay Zoning

The zoning ordinance can contain provisions to encourage owners of historically significant properties to use and maintain significant historic structures in order to protect individual historic resources throughout the municipality. Historic preservation overlay zoning is especially useful in protecting such dispersed resources.

In a historic overlay zoning district, the underlying zoning remains in force, while regulations or incentives are attached to the overlay in order to protect the resources within the district. For example, expanded use or conversion opportunities can be made available to historic properties within the overlay district. An overlay district may also permit additional uses in historic buildings such as a bed and breakfast or museum use that may not be permitted in the underlying district. Also, by allowing nonresidential uses in a historic building, it may provide funding for renovation and upkeep, which may be expensive for an older building.

Preservation Incentives

The use of preservation incentives may also encourage adaptive reuse of historic structures. Adaptive reuse is the conversion of a historic property for a purpose other than the one for which it was originally built, which ordinarily involves interior renovations that leave intact the building's exterior appearance, accompanied by a change of use.

Incentives to encourage adaptive reuse and rehabilitation of underutilized historic buildings could be explored. Bonuses could be awarded for preserving structures and incorporating them into new development. One example would be allowing a density bonus of one unit in a residential project if a preserved historic structure serves as the additional unit. Incentives for preserving historic structures within nonresidential development might include bonus provisions for building coverage, impervious surface, or reduction in required parking. A historic survey could be used to reference properties that are suitable for preservation incentives.

Use Modifications

Use modifications, perhaps the most common form of adaptive reuse, can be an effective approach to protecting and encouraging continued use of historic structures. However, the zoning ordinance should provide standards for conversion from one use to another within an historic structure. Some uses suited to historic conversions include libraries, bed-and-breakfasts, art galleries, small retail shops, and professional offices, as well as mixed-use conversions. The borough should consider reviewing the zoning ordinance to determine whether additional use opportunities should be provided for historic properties, which can be designated by means of an overlay district.

Similarly, the zoning ordinance should be reviewed to consider whether it is appropriate to provide additional uses to promote adaptive reuse in zoning districts where historic structures are most concentrated. Such measures may enable adaptive reuse of structures that may otherwise be lost, by providing flexibility to property owners for the continued use of their properties. Additionally, review of the zoning ordinance to confirm allowance of appropriate setbacks and buffer yards surrounding historic resources may enhance their value and protection, while minimizing potential land use conflicts from adjacent properties.

Design Guidelines

Design guidelines are a tool used to encourage retention, authenticity, and appropriateness of scale, style, materials, colors, architectural features, and other elements of visual appearance in historic districts and individual properties as structures are restored or built. Such guidelines are typically advisory, rather than mandatory.

Guidelines may be incorporated into a historic district ordinance, if one exists, or prepared as a standalone booklet. Sellersville may also consider establishing a Historic Architectural Review Board to consider adherence to the guidelines when making recommendations to the governing body on exterior changes to historic structures.

Delay of Demolition

Many communities use delay of demolition ordinances to discourage the demolition of historic properties, typically those located in historic districts or identified through a historic survey. Delay of demolition regulations may be inserted into the zoning ordinance or the historic district ordinance or enacted as a stand-alone ordinance. The demolition permit procedure usually sets a review process for applications to demolish historic structures and establishes a waiting period before demolition can take place. The delay period is intended to provide time to find a purchaser for a threatened historic resource, consider alternative uses, or at least to document it before it is razed.

CHAPTER 5: PRINCIPLE IV – PROVIDE FOR MOBILITY AND CONNECTIONS

Objectives:

- a. Foster and enhance a safe, efficient, and comprehensive transportation system*
- b. Accommodate vehicular, pedestrian, and bicycle travel to all destinations within the borough*

TRANSPORTATION SYSTEM

A transportation system is made up of a network of roads, highways, rail lines, airports, bikeways, and pedestrian paths that facilitate the movement of people and goods from one place to another. It is one of the vital pieces of infrastructure that allows for personal mobility and access to housing, employment, and all other aspects of daily life. The fundamental make up of this system within a region can significantly impact land use decisions as the connections to a particular property can either facilitate or hinder its use as a residential, commercial, or industrial property. The transportation network also significantly impacts the environment, economy, and general quality of life within a municipality.

STREET CLASSIFICATION

All road based transportation systems are a hierarchical network of local roads feeding highways. The borough's Subdivision and Land Development Ordinance (SALDO) classifies each of the streets within Sellersville Borough into one of five functional hierarchical categories: arterial, collector, primary local street, secondary local street, and alley. Each of these categories of roads is intended to provide a different level of service, and is required to be designed for a different carrying capacity of traffic and vehicles.

ARTERIAL

Main Street

Arterial highways are roads that are designed to carry larger volumes of traffic to serve inter-municipal traffic movement. These roads provide direct links between major highways and destinations outside the borough. Access to these roads is managed by limiting the number intersections and driveways that directly open onto the road. Only Main Street is classified as an Arterial Street. The SALDO requires an overall right-of-way width of 80 to 120 feet for Arterial streets.

Collector

- Branch Road
- Lawn Avenue (north of Noble Street)
- Maple Avenue
- Noble Street (East of Lawn Avenue)
- Temple Avenue
- Diamond Street
- East Park Avenue
- Walnut Street

The function of collector roads is to carry moderate volumes of traffic between arterial streets and local access streets with limited access to abutting properties. They function as inter-neighborhood and are designed for through traffic. The required overall right-of-way width for a collector street according to the SALDO is 80 feet and must have a minimum cartway width of 40 feet.

Primary Local Streets

- Church Street
- Clymer Avenue
- Eyre Avenue
- Farmers Lane
- Lawn Avenue (south of Noble Street)
- Twelfth Street
- Ninth Street
- Ridge Avenue
- Silver Street
- Old State Road
- Washington Avenue
- West Park Avenue
- Winard Avenue/Longwood Avenue

Secondary Local Street

- All other roads other than alleys

Primary and Secondary Local streets provide access to abutting properties and connect with Collector streets. These include streets within residential subdivisions. The required overall right-of-way width for a Primary Local Street according to the SALDO is 60 feet and must have a minimum cartway width of 36 feet. The required right-of-way width for Secondary Local Streets varies depending upon the type of development served.

Alleys

Alleys provide access from the local streets to backyards and garages at the rear of the lots. Depending upon whether or not the Alley serves one side or both sides, Alleys are required by the SALDO to have a minimum right-of-way width of 20 to 26 feet, and a minimum cartway width of 12 to 22 feet depending upon whether they serve one or both sides of the Alley.

DVRPC TRANSPORTATION IMPROVEMENT PROGRAM

The Delaware Valley Regional Planning Commission (DVRPC) produced the FY 2019 Transportation Improvement Program (TIP) for Pennsylvania for Bucks, Montgomery, Chester, Delaware and Philadelphia counties. All projects that intend to use federal funds, along with all non-federally funded projects that are regionally significant must be listed on TIP. DVRPC and its member governments that responds to transportation needs



MAIN STREET BRIDGE

of the region prepare the TIP program by and ensure they comply with federal and state policies. Projects can be multi-modal; that is, they include bicycle, pedestrian, Intelligent Transportation Systems (ITS), and freight related projects, as well as traditional highway and public transit improvement projects.

In the southeastern Pennsylvania region, the TIP contains over 400 projects totaling more than \$5.5 billion over the four-year span of the program. The list of transportation priorities are financially constrained by the Fixing America's Surface Transportation Act (FAST Act).

At this time, there are two projects on the current DVRPC TIP within Sellersville Borough:

1. **Lawn Avenue Reconstruction**
 Location: Maple Avenue to Farmers Lane
 Proposed Work: Reconstruct road, curbs, and sidewalks. Install new drainage facilities. Provide sidewalk from Grandview Health to Sellersville Borough center.
2. **Main Street Bridge Replacement**
 Location: Main Street over SEPTA rail line, between Noble and East Church Streets
 Proposed Work: Bridge replacement

PUBLIC TRANSPORTATION

There is currently no passenger rail service or bus transit lines in Sellersville Borough, or any of the surrounding municipalities. There is one railroad line, which is owned by SEPTA, which runs through the borough and has not been active for passenger service in over 30 years. This line is an extension of the SEPTA commuter rail line which runs from Center City, Philadelphia to Lansdale in Montgomery County, and continues north and ends in Richland Township. This line was active up until 1981, and provided full service from Bethlehem to Philadelphia, stopping in Perkasio, Sellersville, and Telford boroughs. The line is still used to provide freight service, but not passenger rail service.

There have been a couple of proposals and feasibility studies to restore passenger rail service along this existing rail corridor. However, due to the significant cost of upgrading rails and unclear ridership levels, passenger rail service in the foreseeable future is uncertain.

As growth pressures increase and new residential and nonresidential development continue to expand in the Upper Bucks County area and along the Route 476 corridor, the borough should consider partnering with surrounding municipalities to determine the local and regional feasibility of public transportation to and within the borough. It may help to establish public transportation connections with links to the local communities, employment centers, and other targeted destinations.

ACCESS MANAGEMENT

Access Management, as defined by the Institute of Transportation Engineers, is the process or development of a program intended to ensure that the major arterials, intersections and commercial strips serving a community or region will operate safely and efficiently while adequately meeting the access needs of the abutting land uses along the roadway. Controlling the number of access points allows roads to perform their intended function.

Traffic operations and transportation systems management recognize the inherent conflict between providing efficient traffic movement on roads and safe access to abutting properties. When numerous, excessively wide and separate access ways occur along a street to serve individual properties, roadway capacity and speed are affected, and congestion problems generally rise, causing more accidents.

A basic approach of access management is to minimize the number of conflict points along these types of roadways and to provide safe and efficient access to properties and businesses located along the roadways. Access management may include such techniques as shared driveways and parking, providing access to secondary roadways, driveway spacing, planted median strips, protected left turn lanes, and any other appropriate access control measures. Access management is both a land use and traffic issue that calls for land use controls and incentives to improve the capabilities of the transportation system. The access needs of residents and businesses along such road should be balanced with the convenience of vehicles traveling through the area.

To help address access management and other traffic-related issues, including pedestrians, bicyclists, motorists and transit riders, the National Complete Streets Coalition identifies elements of a comprehensive Complete Streets policy. The policy uses design and operation elements to enable safe access for all users, regardless of age, ability, or mode of transportation to make the street network better and a safer better place to live.

Most roads within Sellersville Borough are both through-travel routes and a means of local access to businesses and local destinations. Main and Diamond streets, and Park and Maple avenues, carry large volumes of commuter, residential, and commercial vehicles. Traffic congestion is evident along those particular thoroughfares. As a result, the development and implementation of access management improvements would be an important strategy for the borough officials to consider as a means to maintain the efficiency of these roads.

PEDESTRIANS AND BICYCLISTS

About 40 percent of all trips taken by car are less than 2 miles in length. By making some of these short trips on foot or by bicycle, rather than in a car, citizens can make an impact on reducing local traffic and congestion, while potentially improving their own physical health. In addition to those who bicycle for recreation or by choice, there are residents, including children and some low-income workers, who must rely on bikes as a transportation necessity.

Fortunately, the core of the borough is within reasonable walking or bicycling distance from every neighborhood, and activity centers outside the borough are close to residential areas as well. At present, it appears that the greatest amount of pedestrian activity occurs in the center of the borough.

Currently in Sellersville Borough, sidewalks exist along most of the roads. However, conducting an inventory and evaluating the condition of these sidewalks is an important consideration for accessibility and safety. Moreover, the subdivision and land development ordinance requires sidewalks to be built for all new residential development. Therefore, there is a firm foundation on which to expand the pedestrian system, when possible.

When people choose to leave their cars at home and make their trips on foot or bicycles, they also make a positive environmental impact. They reduce their use of gasoline, which in turn, reduces the volume of pollutants in the air. Other positive environmental impacts can be a reduction in neighborhood noise

levels and improvements in local water quality, as fewer automobile-related discharges end up in the local rivers, streams, and lakes. The opportunity to travel by foot and bicycle is important both for recreational purposes and for members of the community who do not drive. These modes of transportation also provide an alternative to the automobile.

TRAFFIC CALMING

Speeding and high cut-through traffic volumes on neighborhood streets can create an atmosphere in which non-motorists are intimidated or even endangered by motorized traffic. Traffic calming measures are typically used to address high speeds and cut-through volumes. Some potential traffic calming measures that could be implemented in the borough include: speed humps, speed tables, chicanes, planted medians, roundabouts, and curb extensions. These measures 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. In other words, measures such as speed humps or traffic roundabouts slow motorized vehicles in the absence of a police presence.

Traffic calming may be provided in downtown districts and commercial areas where speed limits are less than 40 mph. PennDOT approval is required for measures along state roads such as Main Street if supported by a traffic calming study.

Traffic calming techniques should affect driver behavior and improve the safety of the streets for all roadway users, including pedestrians and bicyclists. The techniques must be designed so they do not impede emergency access by police, fire, ambulance, or rescue personnel. Finally, allowing for public participation during the design of traffic calming facilities will help to ensure their acceptance. In order to initiate traffic calming, Sellersville Borough should develop traffic calming policies. Some of the goals of a traffic calming program should include:

1. Ensuring that all traffic calming decisions involve the participation of any neighborhood that could be affected by traffic calming measures;
2. Achieving safe, slow speeds for all vehicles;
3. Improving the safety and the perception of safety for non-motorized users of local roads;
4. Increasing roadway safety by reducing crash frequency and severity;
5. Increasing the compatibility of all modes of transportation, specifically with pedestrians and bicyclists;
6. Reducing cut-through vehicle traffic on local roads; and
7. Reducing the need for violation enforcement on local roads.

STREETSCAPE IMPROVEMENTS

In conjunction with the addition of sidewalks to aid pedestrian safety, streetscape improvements should be included in any roadway improvements or land developments. Aesthetic issues such as lighting, signage, and pedestrian amenities are important components of streetscape planning within the community. Streetscape improvements are an integral part of downtown revitalization. Streetscape improvements combine roadways with sidewalks, signage, lighting, landscaping and other elements in the public right-of-way to create public space for pedestrians, residents, and traffic.

One such streetscape improvement that should be investigated as redevelopment occurs 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 a “downtown” area of the borough. 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 business district.

TRANSPORTATION STRATEGIES

The function of the transportation system is to provide for the movement of people and goods between places. The adequacy of this system is directly influenced by the type and size of the population growth and land development that occur along the network.

Proper land use planning is critical to prevent adverse effects to the transportation network due to improper development. Conversely, when transportation improvements are designed, it is important to address the needs of the general public, individual property owners, and neighborhoods. Where appropriate, transportation improvements should be designed as multiple-use facilities that provide for pedestrians, bicycles, public transit, and motor vehicles. As the borough maintains and upgrades its roads, a balance among parking needs, local vehicle movements, and emergency vehicle movements must be upheld. The livability of neighborhoods and the historic character of each area of the borough should also be considered as improvements are made to the road network.

The continued development and redevelopment of the borough depends on the advantages that a well-functioning transportation system provides. Maintaining and enhancing the quality and efficiency of the system will support the borough’s economic development efforts. Several recommendations to improve the overall transportation system are included in Chapter 7, Implementation Action Plan. However, the following are general overall strategy enhancements that apply to the borough:

- Improving the pedestrian circulation system through improvements to the sidewalk system and pedestrian crossings at street intersections;
- Ensure that access management and streetscape and traffic calming techniques are implemented; and
- Ensuring that bike and trail connections to schools, parks, and community facilities are part of the long-term planning objectives of the borough.

CHAPTER 6: PRINCIPLE V

PROMOTE SMART GROWTH

Objectives:

- a. Encourage revitalization and infill growth**
- b. Focus on human-scale street-level urbanism, interconnected streets, and promote walking and biking**
- c. Encourage a balanced mix of uses and a diversity of housing types**

A. EXISTING LAND USE

Growth and development in the Upper Bucks Area has historically concentrated in the boroughs and villages. Located at key transportation nodes, these communities absorbed the majority of residential, industrial, and commercial development. However, during the latter part of the 20th century traditional centers diminished as a variety of factors encouraged lower density growth in adjacent agricultural lands. With the advantages inherent in its existing traditional development pattern, Sellersville can maintain and improve its competitive advantage and attractiveness as a place to live.

The evaluation of existing land use is an important part of a comprehensive planning effort. Before beginning to plan for the future, it is crucial to know what land use patterns exist in the present. Environmental and fiscal impacts of housing, infrastructure, or transportation alternatives can be better evaluated after understanding existing land use patterns. Existing land use patterns show both opportunities and constraints for future planning efforts.

BOROUGH PERSPECTIVE

The center of the borough is at the intersection of its main arteries—Main and Maple streets. Historically growth of the borough has radiated outward along these main arteries. Since 1980, growth has filled in much of the area between the main arteries. Most of the growth has been residential and has occurred as infill and planned residential developments. The Existing Land Use map and Table 4 highlight the location and distribution of 2018 land uses in Sellersville Borough.

Table 4. Existing Land Use

Land Use	2018 Acreage	Percent
Single-family Residential	270.4	36.9
Multifamily	45.8	6.2
Commercial	13.7	1.8
Industrial	12.0	1.6
Government and Institutional	63.4	8.7
Parks, Recreation, and Protected Open Space	124.0	17.0
Transportation and Utilities	114.0	15.6
Vacant	89.6	12.2
Total	732.9	100.0

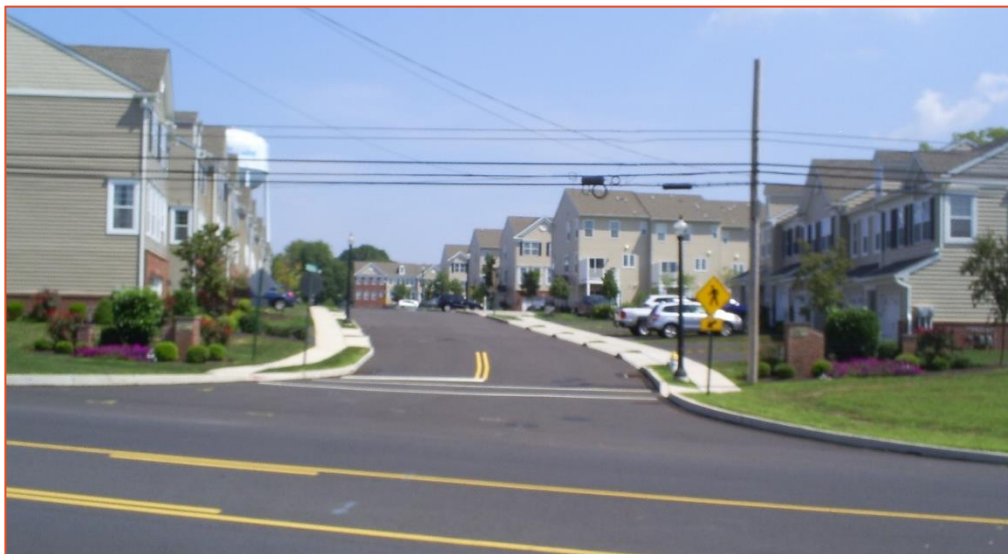
RESIDENTIAL

The predominant land use in the borough is residential which provides for a variety of housing types. In 2018, residential land uses covered approximately 44 percent of borough land (317 acres). Compared to the 1995 Comprehensive Plan, there is a slight increase in Residential land use, mainly due to the construction of the Carillon Hill townhouses. The majority of residential land is occupied by single-family detached that cover 36.9 percent (270.4 acres) of the borough's land. While most of the older homes in Sellersville are located along streets that form the traditional grid pattern, many of the recently built dwellings are in more modern suburban type developments. These developments are primarily located in the borough's northern and southeastern fringes and identifiable by curvilinear street patterns with cul-de-sacs and a mix of dwelling types on smaller lot sizes. Neighborhoods, such as Carillon Hill, Hickory Ridge and Wyckford Commons are examples of such development, whereas Pennridge Crossing is a suburban-style residential subdivision with single-family houses on larger lots.



CIGAR HOUSE LAWN AVENUE

Multifamily residential land use (properties with more than three attached housing units) comprise 6.2 percent (45.8 acres) of the borough's acreage. This type of housing occurs not only in the borough's older single-family homes that have been converted to apartments, but also in newer complexes such as Wyckford Commons and Hickory Ridge. A 54-unit single-family attached development was constructed on the site of the former Schulmerich Carillon factory. The development contains 36 townhouses and 18 twin dwellings on 5.86 acres.



CARILLON HILL

COMMERCIAL

Commercial land uses include businesses that serve the needs of a community and provide both goods and services. Commercial establishments compose only 1.8 percent (13.7 acres) of the land use in Sellersville. The commercial uses in the borough are located almost exclusively within the Main Street corridor or within a block or two of it. Professional services, restaurants, banks, and small retail stores characterize the commercial uses in the borough.



TERRA VIDA

INDUSTRIAL

Sellersville has 1.6 percent (12 acres) of its land utilized for industrial land uses which provide for manufacturing, warehousing to serve businesses which bring income from outside the community. The industrial land uses are located along the

SEPTA property and adjacent to Main and Diamond streets in the southern portion of the borough. The industrial uses include two small manufacturing firms: North Penn Polishing and Plating and American Safety Clothing. The industrial land uses are generally surrounded by residential land uses and roadways.

This land use category has changed the most due to the redevelopment of the Schulmerich Carillons site and closure of Ametek. The former Schulmerich Carillon factory (5.68 acres) was razed and rezoned to residential and developed for single-family attached residential uses.

The former Ametek plant has been redeveloped into the currently vacant 42-acre Sellersville Business Campus owned by the Bucks County Industrial Development Authority. The campus contains 6 industrial lots ranging in size from 3.72 to 10.38 acres. Ametek still owns 9.4 acres of vacant land between Diamond and North Main streets and Fairview Avenue. This particular site is being evaluated to be rezoned to permit residential and commercial uses.



ST. MICHAEL'S CHURCH

GOVERNMENT AND INSTITUTIONAL

Institutional land uses serve a community's social, educational, health, cultural and recreational needs. They include government owned and operated facilities as well as privately owned and operated. Government and institutional land uses occupy 8.7 percent (63.4 acres) of the borough's land area. These land uses are located primarily north of the Branch Creek and are typified by houses of worship and municipal and U.S. Government functions. The 15-acre St. Michael's Cemetery is located on Church Road across from

the municipal building and borough museum. The only significant institutional uses south of East Branch Perkiomen Creek are the Pennsylvania National Guard Armory on Park Avenue and Sellersville Commons. This land use category has seen an increase, due to the reclassification of several community based institutional health care facilities and government owned housing.

PARKS, RECREATION, AND PROTECTED OPEN SPACE

Parks, recreation, and protected open space (includes deed-restricted land or common open space or homeowners association lands) compose 17 percent or 124 acres of land area. These uses provide for the needs of residents for recreation and for the protection of environmental resources. The borough has used the floodplain area of East Branch Perkiomen Creek to their advantage by creating Lake Lenape Park that links up with another park in the adjacent Perkasio Borough. The other recreation area is the B.E. Druckenmiller playground on Maple Street. Additional open space has been purchased at 12th Street and Franklin Avenue and the Penn Pants building on Maple Avenue. Also, open space has been provided as part of several residential development along Silver street. Several notable existing parks and recreation areas within the borough include:

- Lake Lenape
- E.B. Druckenmiller
- Clock Park (Main & Walnut)

TRANSPORTATION AND UTILITIES

The transportation and utility land uses within the borough compose 114 acres or 15.4 percent of the land area. The predominant land uses in this category are the existing street network (including right-of-way) and the SEPTA line holdings which extend through the borough, as well as municipal utility facilities.



SELLERSVILLE TRAIN STATION

VACANT LAND

Although 88 percent of the borough is developed, almost 12.1 percent (89.6 acres) remain vacant. The vacant acreage includes parcels in the northern portion of the borough at the intersection of Main and Lehigh streets and near the intersection of Lawn and Maple streets. Much of the former Ametek site between South Main, Diamond and Fairview Avenue (9.9 acres) remains vacant.

Two areas south of East Branch Perkiomen Creek have been subdivided in the past and contain paper streets but have never been developed. A 42-acre area surrounding the Ametek plant between Ridge and Park avenues and Diamond Street is vacant. This area is composed of approximately 180 vacant lots of varying sizes. The majority of these lots are less than 10,000 square feet in size and are held by a number of different owners. The lots are part of Sellersville Estates which was subdivided in 1921.

Although surrounded by residential and a few commercial uses, a small area of several acres located between Main Street and Park and Clymer avenues remains undeveloped. This vacant land is composed of 26 lots averaging about 4,000 square feet. However, at present, there are only a few different property owners of the 26 lots.

CONCLUSION

A large percentage of land area in Sellersville Borough is devoted to residential use. The existing land use analysis indicates that 88 percent of the borough's land is occupied, which means that Sellersville Borough is approaching build out. With this in mind, the borough faces two issues in the future that must be addressed. These issues are:

1. The retention of appropriate and viable land uses; and
2. Ensuring that development of the remaining vacant land conforms to the goals of the borough and is compatible with the character of the surrounding area.

B. FUTURE LAND USE

The Future Land Use Plan for Sellersville is a generalized outline for managing future development in the borough. As indicated in Appendix A: Detailed Demographic Data, Population and Housing, a rate of growth slower than previous decades is projected for the next two decades which translates into smaller population and housing increases than in the past. The plan provides a blueprint for land use planning and aims to preserve the positive aspects of the borough and provide a strong diversity of land uses necessary to sustain a sufficient tax base. The plan considers the interrelationships among various plan components that include future population growth, existing land use, natural resources, community facilities, neighboring community development, and stated community principles. This plan serves as land use policy to help manage change and protect the borough's character and assets.

The Future Land Use Section provides a framework for Sellersville's Guiding Principles and establishes a foundation for the borough's land use and planning policies through 2029 and beyond. The plan should be used as a means of coordinating and implementing local planning, preservation, and development initiatives, and for evaluating future subdivision and land development proposals.

Guiding Principles:

- ***Principle I: Promote Economic Vitality***
- ***Principle II: Build and Maintain a Livable Community***
- ***Principle III: Protect the Borough's Natural, Historic, and Cultural Resources***
- ***Principle IV: Provide for Mobility and Connections***
- ***Principle V: Promote Smart Growth***

SMART GROWTH

Smart growth advocates to guide development to minimize impacts, effectively use community assets, and conserve natural resources. More detailed Smart Growth objectives include:

- a. **Create Range of Housing Opportunities and Choices:** An integral component of any smart growth strategy is to provide quality housing for people of all income levels.
- b. **Create Walkable Neighborhoods:** Walkable communities are desirable places to live, work, learn, worship and play, and therefore a key component of smart growth.
- c. **Encourage Community and Stakeholder Collaboration:** Growth can create great places to live, work and play, if it responds to a community's own sense of how and where it wants to grow.
- d. **Foster Distinctive, Attractive Communities with a Strong Sense of Place:** Smart growth encourages communities to craft a vision and set standards for development and construction which respond to community values of architectural beauty and distinctiveness, as well as expanded choices in housing and transportation.
- e. **Make Development Decisions Predictable, Fair, and Cost Effective:** For a community to be successful in implementing smart growth, it must be embraced by the private sector.
- f. **Mix Land Uses:** Smart growth supports the integration of mixed land uses (i.e., different compatible land uses such as residential and commercial development) into communities as a critical component of achieving better places to live.
- g. **Preserve Open Space, Natural Beauty, and Critical Environmental Areas:** Open space preservation supports smart growth goals by bolstering local economies, preserving critical environmental areas, improving our communities' quality of life, and guiding new growth into existing communities.
- h. **Provide a Variety of Transportation Choices:** Providing people with more choices in housing, shopping, communities, and transportation is a key aim of smart growth.
- i. **Promote Compact Building Design:** Smart growth provides a means for communities to incorporate more compact building design and more efficient use of land as an alternative to conventional, land consumptive development.

Many of the strategies of smart growth have already been incorporated into development in Sellersville Borough. The borough was developed as a small village with rail access. The original buildings had a mix of uses and were located close to each other. New development such as Carillon Hill was designed to be a compact, walkable neighborhood with a uniform character and sense of place. The borough's open space preservation and park and recreation development efforts help protect critical natural resources and provide additional amenities to both residents and visitors.

PENNSYLVANIA MUNICIPALITIES PLANNING CODE

The Pennsylvania Municipalities Planning Code requires a municipal comprehensive plan to include a plan for land use, "which may include provisions for the amount, intensity, character and timing of land use proposed for residence, industry, business, agriculture, major traffic and transit facilities, utilities, community facilities, public grounds, parks and recreation, preservation of prime agricultural lands, flood plains and other areas of special hazards and other similar uses." The Future Land Use map is meant to assist in the coordination and implementation of local and regional planning efforts. Borough officials will use the map as a guide to land use planning decisions such as rezoning. Each future land use category attempts to create an overall land use pattern that is both balanced and diverse with minimal negative impacts upon surrounding areas. Descriptions of each future land use category and its recommended policies are presented below.

In general, the denser, more intensive land uses in Sellersville are located near the center of the borough and less intensive land uses are found toward the borough's periphery. Typically, the older development near the borough's interior is denser and more compact, with small lots and shallow yard setbacks. Newer, suburban-style residential development on larger lots is located outside the borough core. In light of these conditions, Sellersville has been divided into seven future land use categories: Low Density Residential, Medium Density Residential, High Density Residential, Neighborhood Commercial, Borough Core, Industrial, and Parks, Recreation, and Protected Open Space. These land use categories generally reflect the established existing zoning districts.

RESIDENTIAL

LOW DENSITY RESIDENTIAL

Low Density Residential is the classification for the neighborhoods in the borough with a density of one to three dwelling units per acre. This category generally correlates with the LR Low Density Residential District and is predominately located in peripheral border areas of the borough, except for the area that borders the northeastern portion of East Branch Perkiomen Creek. These areas are characterized by single-family detached houses with an average lot size of approximately 20,000 square feet. The purpose of this land use category is to retain the lower density residential character as it now exists. There are several vacant lots in different locations throughout the borough that have potential to be subdivided. The tract sizes vary from one acre to ten acres. No changes are recommended to the Low Density Residential land use category and LR District areas.

MEDIUM DENSITY RESIDENTIAL

Medium Density Residential is the classification for the neighborhoods with average densities of three to twelve dwelling units per acre. For the most part, this area coincides with the MR Medium Density Residential District and is primarily the transition area between the LR District and the center of the borough (BC Borough Core District.) In addition, there are some areas that border land along Branch Creek. The ring of development just outside the borough core is composed of mainly older single-family and row homes built on a grid street system. Commonly, the houses in this area are on smaller lots with less yard space than in the Low Density Residential area.

The purpose of this future land use category is to retain and maintain the character and density of the existing development pattern where a variety of housing types are permitted. This was demonstrated with the rezoning of the former Schulmerich Carillons site. It was reclassified from the I Industrial District to the MR-1 Medium Density Residential District to accommodate twins and townhouses. The borough should encourage future development in the form of conversions or infill developed parts of this land use category.

Almost ten acres of vacant land exists in the area southeast of the intersection of Park and Hughes avenues abutting the northwest side of the former Ametek U.S. Gauge plant. The area was subdivided by land speculators in 1921 into small lots averaging just over 6,000 square feet per lot. Most of the small lots remain wooded and undeveloped at this time, as well as the paper streets which have never been dedicated. However, many of these lots have been assembled and consolidated privately under common ownership and have been the subject of several land development proposals within the borough. The current land development is under litigation.

The land use classification for the majority of these lots is Medium Density Residential within this plan, but the zoning is PR Planned Residential District on the current zoning map. The land use policy and zoning for this area are inconsistent. The High Density Residential zoning classification permits higher densities than the Medium Residential classification. If development occurs at a higher density on the subject lots, it would be incompatible with the surrounding uses, which include the Sellersville Business Campus and other surrounding single-family detached and townhouse developments. The PR Planned Residential zoning district potential maximum residential build-out density is one dwelling unit per each 1,000 square feet of site area on a minimum site of two acres, and permits a building height of 65 feet or six stories. The borough performed a build-out analysis using MR Medium Density Residential zoning requirements and it indicated that 12 single-family detached or 24 duplex units may be built with a density of one unit per 3,000 square feet. In addition, traffic generated by lower density development will have fewer impacts on nearby roadways and neighborhoods. This plan recommends rezoning the area from PR Planned Residential District to MR Medium Density Residential District.

In order to be consistent with existing development, the Medium Density Residential classification has been extended east and west from Herbert Street to Silver Street and now contains the Pine Street townhouses and several single-family detached units along Elmhurst/East Ridge Avenue. This existing development was built at densities consistent with the MR Land use classification.

Also, several of the townhouses and a portion of open space on the south side of Pine Street are classified as PR High Density Residential and zoned I Industrial. This area classification and zoning is inconsistent with the current use. This area is reclassified as Medium Density Residential land use and this plan recommends rezoning the area from PR Planned Residential District to MR Medium Density Residential District.

Land development review for the PR Planned Residential District is guided by, and provided under, Article VII of the Planned Residential Development provision of the Pennsylvania Municipalities Planning Code, which requires only tentative and final plan approval. As noted, land development proposals have been submitted in this area and are currently under litigation. The land use classification and zoning provisions and standards have been evaluated for this specific area and revised to better reflect current land use and policy.

In addition, a number of parcels on the west side of Lawn Avenue are classified on the future land use plan as MR Medium Density Residential but the rear third of these parcels is zoned LR Low Density Residential. The borough should determine if there are any issues created by the split zoning.



HUGHES AVENUE NEAR CLYMER

HIGH DENSITY RESIDENTIAL

High Density Residential is the classification for the neighborhoods with a density of 12 or more dwelling units per acre and coincides with the PR Planned Residential District. The purpose of this land use category

is to retain and maintain the character and higher density associated with the existing development patterns in the borough and provide a variety of housing types.

There are two areas of the borough which are classified High Density Residential. One area is the Hickory Ridge development located south of Winard Avenue. The other area is in the southeast corner of the borough surrounding the former Ametek U.S. Gauge plant. Wyckford Commons is within this area. These developments contain a variety of housing types including single-family detached, twin family dwellings, townhouses, and multiplexes (buildings with three or more dwelling units).

On the Future Land Use Plan, the 6-acre area around Herbert and Silver streets is recommended to be changed from High Density Residential to Medium Density residential, because development is currently consistent with the MR District as discussed previously in the Medium Density Residential Section. As noted prior, this plan recommends rezoning the area from PR Planned Residential to MR Medium Density Residential.

COMMERCIAL

NEIGHBORHOOD COMMERCIAL



SOUTH MAIN STREET

The Neighborhood Commercial area is defined by the NC Neighborhood Commercial District zones and characterized by a mix of medium-density residential and small-scale retail and service uses. The intent of this land use category is to encourage innovation in development design that reflects the character of the borough and provides a balanced mix of commercial and residential uses to serve the local population. These areas are at the intersections of South Main Street and Clymer Avenue, Main Street and Park Avenue, and North Main and 12th streets.

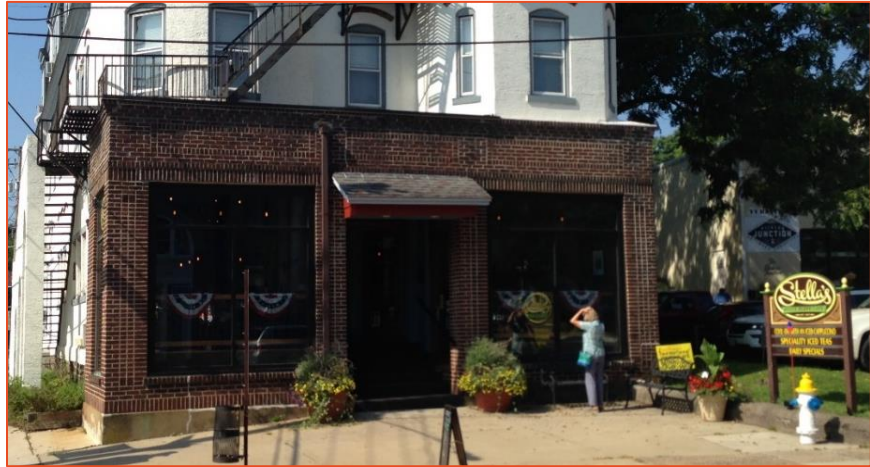
The Neighborhood Commercial area has been enlarged with the recent rezoning of several former Ametek U.S. Gauge plant parcels between South Main and Diamond streets and Fairview Avenue. They were reclassified to provide for senior housing and commercial uses, creating more opportunity for small-scale retail and housing south of the borough core.

BOROUGH CORE

The Borough Core functions as the hub of retail, service, and institutional uses and is the social center of activity in Sellersville. It consists of the central area of the borough which radiates one half to two blocks outward from the intersection of North Main Street, and Walnut and Temple avenues. The variety of uses and structures found there creates a distinct focal point for the community. The post office, fire department, theater, restaurants, train station, and banks in the core serve residents of the borough and the adjacent communities as well.

As the Pennridge area grows, the borough core can capture some of the growth in commercial trade that will occur. These new businesses can be accommodated in existing buildings and new infill development. The borough has built a parking lot at the western end of Temple Avenue to accommodate parking for the borough businesses. However, more parking facilities may be needed to accommodate future growth.

A number of buildings in the core have a mix of uses with commercial retail or offices on the first floor. Other buildings have residential uses on the first floor, which create little pedestrian or business activity. A main destination that attracts nightlife activity in the borough is the Sellersville Theater ST94 and the Washington House restaurant. Otherwise, few businesses are open in the evening.



STELLA'S

MAIN STREET APPROACH

Revitalization of the borough core should follow an approach which can bring about positive change. The Main Street Approach of the National Trust for Historic Place's Main Street Center is a downtown revitalization model that has been successfully used in downtowns across the United States. This program utilizes the following principles:

- **Identify the Community Vision for Success:** Provides a foundation for outlining the community's own identity, expectations, and ideals while confirming real and perceived perceptions, needs and opportunities. A 2016 Downtown Revitalization Survey administered by the Revitalization Committee provides a basis for this vision, as residents generally agree on the following challenges facing the borough core:
 - A perception of blight
 - Buildings should be better maintained
 - Additional and improved shops and restaurants are needed
 - Incorporate period lighting fixtures along Main Street

The results of the survey also revealed that Sellersville residents are genuinely concerned and willing to invest in revitalization. Almost 70 percent of respondents indicated that they would offer time and/or financial assistance to improve the borough. Further information regarding the survey are contained in Appendix C: Summary of Results – Revitalization Resident Survey.

- **Create Community Transformation Strategies:** Will provide a clear sense of priorities and direction for the revitalization efforts and align with four key areas: Economic Vitality, Promotion and Marketing, Design, and Organization, known collectively as the Main Street Four Points.

- Economic vitality can be achieved by assisting businesses to be more competitive through recruiting new business and adding new uses. While it is unrealistic to expect interest from national retailers in Sellersville, there remains tremendous opportunity to work with and develop local businesses to form a marketable stable of stores that offer a different way of engaging the customer. This can include offering evening hours, developing attractive and engaging store design, providing outdoor seating, providing unique or hard to find products, and offering more personal customer service.
- Promotion and marketing can help reflect a positive image for Sellersville’s unique qualities and to rejuvenate the borough core and bring back patrons. A common marketing tactic employed by many business districts are festivals promoting a local cultural event, such as food festivals, arts and crafts festivals, farmers' markets, and car shows.
- Design of downtowns can be improved by coordinated signage, renovations, and zoning ordinance provisions that promotes “walkable retail” and reflects existing lot and building dimensions. Design guidelines, which outline design considerations and recommendations for development and renovations within a specific district, can also help create a cohesive, aesthetically pleasing business environment which exemplifies the traditional character of the community.
- Organization begins by establishing partnerships to create consensus and cooperation among all stakeholders. Organization activities should ideally be carried out by one entity whose sole responsibility is the improvement of the business district. This can take the form of a municipally-designated entity or independent nonprofit.
- **Impact and Measurement:** To succeed, Main Street must show visible results that can only come from completing projects, with both short and long-term objectives, that add up to meaningful change. New amenities, such as sidewalks, streetlights, convenient parking, or benches, can give an impression of progress and vibrancy to the district, but are just one part of the downtown revitalization process. However, it is important to note that public improvements alone—while important to a district’s image and function—will not bring customers to a business district.

The Pennsylvania Downtown Center (PDC) serves as the official State Coordinating Program for Main Street, while the Pennsylvania Department of Community and Economic Development (DCED) provides funding and management of Main Street in Pennsylvania. The Pennsylvania Downtown Center provides outreach, technical assistance, and educational services in order to assist communities in revitalizing their central business districts and surrounding residential neighborhoods.

REVITALIZATION: BOROUGH CORE ISSUES

ISSUE 1: PARKING

The 2016 resident survey noted that parking was not an issue at this time, however, as revitalization of the core continues, additional parking to serve residents, business owners, and visitors and patrons may be required.

Sellersville has parking along the east side of Main Street which provides spaces for visitors and residents. The borough has constructed a public parking lot adjacent to the train tracks west of the Sellersville Theater. Several times a year, the public lot overflows due to parking demand from Sellersville Theater events. Another public lot is behind 90 North Main Street.

There are numerous private parking lots behind buildings along Main Street which serve the property owners and tenants. These lots vary in size from a few spaces to large lots serving the fire company and the American Legion. Parking easements to provide parking on private property during evening hours may be an option to meet demand.



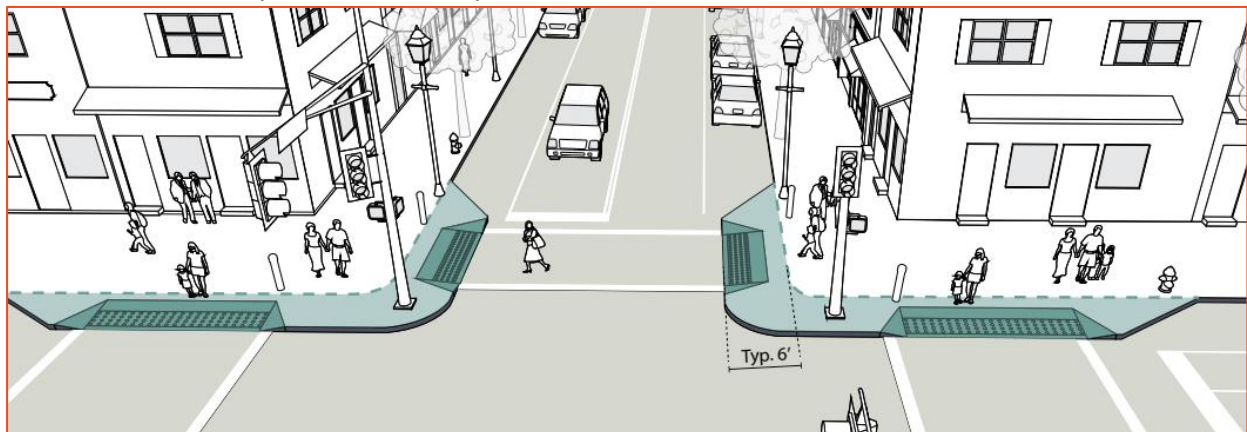
WASHINGTON HOUSE

To promote revitalization of the borough core, adequate parking should be provided. A parking study inventorying all parking, both public and private should be conducted. An analysis of the parking requirements in the zoning and subdivision and land development ordinances should be completed to determine if the requirements are appropriate for all various types of land uses contained within the borough. High parking requirements may burden businesses and property owners and low requirements may cause a shortage of needed parking to adequately serve the downtown businesses.

ISSUE 2: TRAFFIC CALMING/PEDESTRIAN SAFETY

The parking along Main Street provides spaces for visitors and residents and also serves as a traffic calming device. Drivers often slow down when parked cars line a roadway. The parked cars, however, allow for pedestrians crossing the street to cross between the cars, creating a safety hazard. Pedestrian crossings are provided at Main Street intersections with Temple Avenue, Walnut Street, and the Lenape Park pedestrian trail. Many of the crosswalk painted lines have worn out within the borough and should be upgraded, such as the Walnut Street crossing, which has been improved with new striping and coated asphalt.

To better control and promote pedestrian crossings, curb extensions or bump-outs may be considered. These extensions into the roadway would shorten the distance a walker has to travel across the road and may provide space for landscaping or stormwater facilities. Replacing older crosswalks with newer, more visible crosswalks may also be necessary.



BUMPOUTS (SOURCE: CITY OF ALEXANDRIA, VIRGINIA)

Another option to enhance pedestrian safety is to eliminate Main Street parking and widen the sidewalks or create bike lanes. Widened sidewalks would narrow the Main Street cartway width, and allow for more use of the public realm, that includes sidewalks for outdoor seating and dining and enhanced streetscape improvements. A parking study would provide insight into viable options for traffic calming as well as an understanding of the needs of the business community along Main Street. Additional safety measures to promote pedestrian accessibility and safety include medians, providing frequent crosswalks and adding signs to discourage jaywalking.

ISSUE 3: RESIDENTIAL USES ON MAIN STREET

Several larger buildings along Main Street near Walnut Street have residential uses on the first floor uses, which suggest that commercial uses are not marketable for the landowner. The front doors of these buildings open directly to the sidewalk with little, if any, landscaping and separation from the public realm area.

The BC Borough Core District permits conversion apartments and apartments combined with a commercial use. The Conversion Apartment use is permitted in the MR, NC and BC districts and is intended to target large buildings that have little economic usefulness as single-family dwellings or are partially vacant. All the commercial buildings in the borough core appear to be commercially viable but some appear to be used mainly for residential uses.

Apartments are permitted as an accessory use to commercial use in the NC and BC Districts. Some of the commercial buildings in the BC district along Main Street appear to have few commercial uses, so residential use appears to be the primary use and not the accessory use. Residential uses do not contribute to the commerce or street life along Main Street.



EAST SIDE OF MAIN STREET



WEST SIDE OF MAIN STREET

It appears that the existing residential uses may be considered nonconforming uses and they may continue that way into the future. However, if the use is changed to a conforming use, the nonconforming use may not be reestablished. The borough should determine if these residential uses are consistent with zoning. If they are not, strategies to promote conversion to commercial uses should be explored.

With revitalization and increased attractiveness for commercial uses along the street, rents may increase and residential uses may be displaced providing additional space for commercial uses.

INDUSTRIAL

Areas designated Industrial are those appropriate for industrial development or are already occupied by existing industry. Industrial land uses are located in the area north of the intersection of Clymer and Park avenues, between Clymer and Fairview avenues. The North Penn Railroad right-of-way, except for the train station, is also classified as Industrial.

Property Details

LOCATION
 State: Pennsylvania
 County: Bucks County
 Municipality: Sellersville Borough

FINANCING OFFERS
 Bucks County Industrial Development Authority
 11 Weldon Drive
 Doylestown, Pennsylvania 18901
 T: 267-680-6071
 F: 267-680-6564

SITE DETAILS
 Shovel Ready
 Approved Buildable Lots: 4-10 acres in size (can be combined for larger lots)
 Proposed Building Size: 30,000 - 200,000 square feet
 Zoning: Industrial

Public Utilities
 Gas & Electric: UGI Natural Gas & PPL Electric
 Water: North Penn Water Authority
 Sewer: Sellersville Borough/Pennridge Waste Water Treatment Plant
 Cable/Internet: Verizon & Comcast
 Trash Removal: Waste Management, Inc.

Loan Programs available for land acquisition and building, working capital, and machinery and equipment.

Tax Exempt Financing available for Manufacturers

BUCKS2INVEST

About Sellersville Borough

Real Estate & Occupational Taxes

Taxing District	Millage Rate
Sellersville Borough	18.00
Bucks County	23.20
Pennridge School District	129.6227

Occupation Tax

Sellersville Borough Earned Income	0.5%
Pennridge School District Earned Income	1.0%
Sellersville Borough Occupational Privilege Tax	\$5.00/y
Pennridge School District Occupational Privilege Tax	\$5.00/y

2008-2012 American Community Survey 5-Year Estimates

Population	Value
Census 2010 Total Population	4,248
2012 ACS 5-Year Population Estimate	4,266
Median Age	37.8
Educational Attainment: Percent high school graduate or higher	80.3%
Median Household Income	66,523
Total housing units	1,692
Median Home Value	\$202,800

SELLERSVILLE BUSINESS CAMPUS LAYOUT

The former site of the main Ametek U.S. Gauge site, east of Diamond Street, has been redeveloped as the Sellersville Business Campus. The 44-acre business campus was developed by the Bucks County Industrial Development Authority (BCIDA) to clean up the brownfield site and attract new industry. Roads and utilities were built and tax incentives were offered to attract Solar Manufacturing, Inc., which is constructing a plant on two of the six tracts.

The borough changed land use classification and zoning district for the former site of Schulmerich Carillons from Industrial to the Medium Density Residential future land use category and rezoned from I Industrial to MR-1 Medium Density Residential 1. The site has been redeveloped for townhouses. The borough also changed a portion of the Ametek land between Fairview Avenue and Diamond and South Main streets from Industrial to Neighborhood Commercial land use and changed the zoning from I Industrial District to NC Neighborhood Commercial District to accommodate multifamily housing and commercial development.



SELLERSVILLE BUSINESS CAMPUS - FOR SALE

Industrial uses produce goods and services that are critical to other sectors of the economy. The amount of industrial zoned land is shrinking due to recent rezoning. Sellersville has a history as a manufacturing center; however, present trends indicate that the industry of the future will involve services and high technology. The industrial land uses are surrounded by residential land uses and the size of the industrial sites may limit the scale of future industrial development. Industrial land use in any form is important to the borough because of the employment and tax revenue that it generates.

There are two additional properties, 340 North Main Street (Tohickon Tile), and 95 East Old State Road (Elkay Manufacturing), classified as industrial, which are currently occupied by industrial uses but are

surrounded by residential uses. The Tohickon Tile site is zoned BC Borough Core District, which permits manufacturing uses. The Elkay Manufacturing site is presently nonconforming under the current LR Low Density Residential District, which does not permit industrial uses. The use may continue and only be expanded by special exception. The special exception process would provide greater scrutiny for any expansion and help protect adjacent residential uses from undue impacts.

PARKS, RECREATION, AND PROTECTED OPEN SPACE

The Parks, Recreation, and Protected Open Space area contains natural resources, such as a floodplain and wetlands, which should be protected from development. The stream valley of the East Branch Perkiomen Creek and a tributary which parallels the border with Perkasio Borough is designated Parks, Recreation, and Protected Open Space. These waterways present constraints to development due to flooding, the presence of wetlands, alluvial soils, and woodlands. These areas are displayed on the Future Land Use Map.

Much of the floodplain along the creek is open space and recreation land owned by the borough. Because the watershed of the creek extends beyond Sellersville Borough, development in the watershed outside Sellersville will also impact the creek and the floodplain. Uses should be limited to park and recreation, open space and riparian buffer uses in these areas.

The Saint Michaels and Saint Agnes Church cemeteries are classified under the Parks, Recreation, and Protected Open Space land use category. These uses are currently private and protected and provide the borough with additional passive open space. The cemeteries contain walking paths for both residents and church members to utilize for recreation and reflection.

Other private open space area classified as Parks, Recreation, and Protected Open Space land use include developments that have private space with access restricted to only their residents. They include several townhouse and multifamily residential developments, such as the Mews at Wyckford Commons, Hickory Ridge and Carillon Hill. The open space for these developments contain amenities such as sidewalks and paths, benches and children's play equipment. This private open space was required by provisions within the zoning and subdivision and land development ordinance to provide for recreational and the protection of natural resources.



ST. AGNES' PARISH CEMETERY

CHAPTER 7: IMPLEMENTATION:

ACTION PLAN

While many things change over time, some things remain the same. The borough has continued to remain a vital community, due in part to its unique character and strong institutions. It has not seen pressure to remove historic resources, or be subject to suburban development found in many surrounding communities. However, it is recovering from the loss of industry and a weak retail environment in the borough core.

It is important to maintain Sellersville’s uniqueness, and to do that, residents, businesses and borough government must work together to put the common interest of the borough first. There are long-time borough residents, newcomers occupying new housing, business owners who live in the community, and non-resident business owners, who may contribute to the borough’s revitalization. As it exists, the borough core retail environment does not adequately meet the needs of existing residents for many retail goods. However, there are future opportunities for developing a viable market for new business. The borough should strive to build off the energy of existing successful uses, such as the Sellersville Theater. New business investment can serve, not only relocating firms, but provide space for small startups and new uses.

Members of the community must follow the Principles defined in this plan based on the context of the natural, physical and historic features, and traditions that make the borough unique, and that cannot be replaced. Based on the strength of borough institutions such as churches and the fire company, residents have affirmed that such a sense of community is an important part of life in Sellersville.

The tasks facing borough officials and other residents as the community approaches its third century are to craft public policy to attract new businesses to strengthen its tax base, employment opportunities, and household incomes. Preservation of existing high-quality services and facilities, the small-town nature of the borough’s built environment, its historic character, and its environmental resources is the focus of this comprehensive plan.

PLAN IMPLEMENTATION

The comprehensive plan sets a vision for the future, provides information on trends affecting the borough, and makes recommendations for implementation and action. Our goal is to manage community change and protect community character and assets; preserve the natural environment; improve mobility; provide adequate borough services and public facilities efficiently and equitably; and promote the economic and social well-being of the community. Recommendations are derived from the five Principles and land use and transportation discussions throughout the entire plan.

Successful implementation of this plan requires that specific measures, actions, programs, and techniques be employed in a timely and cost-effective manner. The action plan at the end of this chapter prioritizes the tasks to be completed in order to carry out the comprehensive plan’s vision. These tasks are presented in matrix form to be user friendly. The matrix is organized by Principle and a corresponding list of tasks.

Comprehensive Plan Update

Each action may be the responsibility of one or more entities and should be implemented within a given period of time. Time frames shown in the action plan are ongoing, short-term, medium-term, and long-term.

Ongoing efforts are those currently being undertaken and that should continue into the future. A short-term effort should continue soon after plan adoption (within the first 3 years). Medium-term efforts should start 3 to 5 years after plan adoption. Groundwork laid by short- and medium-term efforts must take place before many of the long-term efforts can be implemented 5 to 10 years after plan adoption.

Issues may arise to change the priority and timing of implementation activities. The time frames given in the action plan should be used as a guide and provide some flexibility, depending on local circumstances. The record of action column is intended for officials to check off when the implementation action is completed.

ACTION PLAN MATRIX

BC = Sellersville Borough Council

PC = Sellersville Borough Planning Commission

BA = Sellersville Borough Administration

PW = Sellersville Borough Public Works

PRINCIPLE I - PROMOTE ECONOMIC VITALITY				
	Recommended Action	Entity Responsible	Time Frame	Record of Action
1.	Amend the zoning ordinance to permit new commercial uses such as business incubator, community shared kitchen, artisanal manufacturing, and brewery, winery, or distillery.	BC, PC	Short Term	
2.	Amend the I Industrial District to include performance zoning standards.	BC, PC	Medium Term	
3.	Evaluate impact of existing business taxes on local businesses and industry.	BC	Ongoing	
4.	Coordinate local economic development activities with the Bucks County Economic Development Corporation and Bucks County Department of Community and Economic Development.	BC, BA	Ongoing	
5.	Promote use of Enterprise Zone, KOZ, LERTA, and Land Recycling programs.	BC, BA	Ongoing	
6.	Establish a forum between the business community and Borough officials to provide an open dialogue and promote an improved business environment.	BC, BA	Short Term	
7.	Support the Pennridge School District to maintain and enhance high-quality schools.	BC	Ongoing	
8.	Finance infrastructure in a fair and predictable manner such that no business bears an undue burden and such that Sellersville maintains high quality public facilities for all who work and live here.	BC	Ongoing	
9.	Build partnerships with the business, non-profit, and other communities to foster the Borough's economic vitality.	BC, BA	Ongoing	
10.	Work with Pennsylvania Downtown Center and local businesses to develop plan for revitalization.	BC, PC	Ongoing	
11.	Encourage local businesses to meet market needs for Leakage retail goods categories.	BC	Ongoing	
12.	Coordinate with local businesses to develop a marketing plan to promote the business district.	BC	Short Term	

PRINCIPLE II – BUILD AND MAINTAIN A LIVABLE COMMUNITY				
Recommended Action		Entity Responsible	Time Frame	Record of Action
BOROUGH ADMINISTRATION				
1.	Monitor and periodically review building space programming to address various office, parking, and storage space needs among departments and emergency services (administration, police, and fire).	BC, BA	Ongoing	
2.	Continue to maintain the borough’s official web site to provide up-to-date information to residents, businesses, and visitors.	BA	Ongoing	
3.	Reevaluate administrative office procedures and record storage to make the most of available technologies and improve efficiency.	BA	Short Term	
4.	Place the Comprehensive Plan on borough website.	BA	Short Term	
5.	Ensure that provisions of the zoning and subdivision and land development ordinance are consistent with the comprehensive plan.	BC, PC	Ongoing	
6.	Enact riparian buffer requirements to protect stream banks and manage stormwater.	BC, PC	Medium Term	
7.	Conduct an annual meeting with leaders of all borough boards and authorities to review the goals and objectives included in the comprehensive plan, discuss accomplishments of the previous year and assign new program tasks to the appropriate boards.	BC, PC, BA	Ongoing	
PUBLIC WORKS				
8.	Continue to monitor equipment and material needs pertaining to public works operations.	BC, BA, PW	Ongoing	
9.	Make sure public works staffing is adequate to meet the workload responsibilities.	BC, BA, PW	Ongoing	
POLICE SERVICES				
10.	Continue to coordinate with Perkasio Borough to strengthen local policing programs to protect the residents of Sellersville.	BC	Ongoing	
11.	Ensure training and equipment is consistently upgraded to meet the demands and needs for policing operations and efforts within the borough.	BC	Ongoing	
12.	Ensure proper staffing and continue cooperation with police departments of neighboring municipalities.	BC	Ongoing	
FIRE PROTECTION SERVICES				
13.	Evaluate the option of paid firefighters and cross training public works staff to serve as fire fighters during weekdays.	BC	Short Term	
14.	Continue to seek new funding sources to meet potential future financial challenges and needs regarding maintaining and upgrading equipment and facilities.	BC	Ongoing	
15.	Maintain communication and cooperation with adjacent police and fire departments and emergency communication responders.	BC	Ongoing	
16.	Ensure training and equipment is consistently upgraded to meet the demands and needs for fire protection operations and efforts within the borough.	BC	Ongoing	

PRINCIPLE II – BUILD AND MAINTAIN A LIVABLE COMMUNITY (CONTINUED)				
Recommended Action		Entity Responsible	Time Frame	Record of Action
EMERGENCY MEDICAL SERVICES				
17.	Continue to coordinate with local emergency providers and the Grand View Health paramedic team to ensure the provision of emergency services in the most efficient and expedient manner possible.	BC	Ongoing	
EMERGENCY COMMUNICATIONS/9-1-1 SERVICE				
18.	Continue to promote the emergency alert service on the website, newsletter, and other means.	BA	Ongoing	
HEALTH CARE/ELDER CARE FACILITIES				
19.	Continue to review population trends and evaluate changes needed to the support programs that enhance public health to better serve seniors, such as transportation services and the development of a system to aid elderly residents during emergencies (storms, power outages, etc.).	BC,PC	Ongoing	
20.	Monitor health needs of population to plan for future needs.	BC	Ongoing	
EDUCATIONAL FACILITIES				
21.	Monitor and stay informed on school enrollments and demographic trends to plan for future educational needs.	BC, PC	Ongoing	
22.	Continue communication with school district to make sure borough and school grounds are meeting the recreational and educational needs of the borough residents.	BC	Ongoing	
PARKS, RECREATION, AND OPEN SPACE RESOURCES				
23.	Continue to provide and expand both active and passive recreation facilities that meet borough resident preferences.	BC, PW	Ongoing	
24.	Locate outdoor structures such as benches throughout the borough and its parks and open space to encourage gathering and social interaction.	BC, PW	Medium Term	
25.	Preserve areas that provide linkages (trails, sidewalks, and greenways) to borough destinations, adjacent communities, and with other public open space areas to provide a continuous connection within and beyond the borough's borders.	BC	Ongoing	
26.	Continue to pursue open space and park and recreation plan priorities as well as consider updating the plan.	BC, PC	Ongoing	
27.	Continue to seek funding sources to expand parks and open space and pursue inter-municipal cooperation and funding opportunities with neighboring municipalities to meet recreation and open space needs.	BC, PC	Ongoing	
28.	Continue planning events and activities, such as holiday celebrations, parades, and festivals, to involve all members of the community.	BC, BA	Ongoing	
29.	Encourage more coordination of programs and joint programs among the many groups in the borough, and with neighboring Perkasi Borough.	BC, BA	Ongoing	

PRINCIPLE II – BUILD AND MAINTAIN A LIVABLE COMMUNITY (CONTINUED)				
Recommended Action		Entity Responsible	Time Frame	Record of Action
CAPITAL IMPROVEMENT PROGRAM				
30.	Develop and adopt a Capital Improvement Program, which will link and facilitate implementation of comprehensive plan update objectives.	BC	Short Term	
31.	Seek to coordinate capital improvements with utilities serving the borough to minimize cost and disruption.	BC	Ongoing	
UTILITY SERVICE FACILITIES				
32.	Encourage voluntary recycling in the community to reduce waste stream and educate borough residents on recycling and recycling events.	BC	Ongoing	
33.	Continue to follow recommendations of the adopted Bucks County Hazard Mitigation Plan Update, (2016).	BC, PC	Ongoing	
34.	Continue cooperation with the Pennridge Wastewater Treatment Authority to reduce inflow and increase infiltration and efforts to conserve water.	BC	Ongoing	
35.	Encourage and inform the public about ways and means to conserve water.	BC, BA	Short Term	
36.	Continue to maintain and monitor municipal stormwater management facilities.	BC, PW	Ongoing	
37.	Continue to ensure compliance with NPDES program and file program reports.	BC, BA	Ongoing	
38.	Identify flood-prone areas within the borough and determine if mitigation is possible.	BC, PC	Short Term	
39.	Coordinate the provision of telecommunications facilities which will provide for a desired level of service.	BC	Ongoing	
40.	Maintain existing telecommunication regulations and be proactive in oversight of emerging technologies and legislation.	BC	Ongoing	

PRINCIPLE III - PROTECT THE BOROUGH'S NATURAL, HISTORIC, AND CULTURAL RESOURCES

Recommended Action	Entity Responsible	Time Frame	Record of Action
STEEP SLOPES			
1. Continue to promote site development practices that are sensitive to the natural topography and minimize the disturbance to slopes.	BC, PC	Ongoing	
SOILS			
2. Continue to require applicants to prepare an existing resource and site analysis map showing environmentally sensitive areas that prevent increases in stormwater management and impacts to water quality.	BC, PC	Ongoing	
WOODLANDS AND TREES			
3. Include model tree protection and replacement standards in the subdivision and land development ordinance to protect trees and woodlands on development sites.	BC, PC	Medium Term	
4. Review the borough's plant list on a periodic basis in order to add plants that are native and resilient and remove plants that are found to be invasive or disease-prone	BC, PC	Medium Term	
5. Consider the preparation of a management plan for the removal of invasive plant species and existing plant species affected by disease and invasive pests.	BC, PW	Short Term	
FLOODPLAINS			
6. Review Floodplain District (FP) boundaries and revise as needed to comply with the FEMA Bucks County Flood Maps.	BC, PC	Ongoing	
RIPARIAN BUFFERS			
7. Conduct an assessment of existing riparian areas and establish appropriate standards to protect water quality and habitat of the borough's streams.	BC	Ongoing	
8. Enact riparian buffer requirements to protect stream banks and manage stormwater.	BC, PC	Medium Term	
WATER QUALITY			
9. Continue to protect surface water and groundwater from nonpoint source pollution through land use regulation, soil conservation practices, and enforcement of erosion and sedimentation control on construction sites.	BC	Ongoing	

**PRINCIPLE III - PROTECT THE BOROUGH’S NATURAL, HISTORIC, AND CULTURAL RESOURCES
(CONTINUED)**

	Recommended Action	Entity Responsible	Time Frame	Record of Action
NATURAL RESOURCE PROTECTION AND DEVELOPMENT				
10.	Continue to enforce existing regulations providing natural resource protection.	BC, BA, PC	Ongoing	
11.	Encourage conservation design standards, which offer flexible and innovative approaches to site development, enhance environmental features of the site, and minimize impacts on natural resources.	BC, PC, PW	Medium Term	
12.	Preserve and protect native, rare, threatened and endangered plant and animal habitats.	BC, PC	Ongoing	
13.	Ensure that a variety of native plant species are planted in new developments to ensure survivability and diversity.	BC, PC	Ongoing	
14.	Promote the use of Low Impact Development (LID) design and Best Management Practices (BMPs) to infiltrate, evapotranspire, or capture and reuse as much stormwater runoff on-site as reasonably possible.	BC, PC	Ongoing	
15.	Continue to promote site development practices that are sensitive to the natural topography and minimize the disturbance to slopes.	BC, PC	Ongoing	
16.	Maintain natural resources protection standards; high standards for stormwater management; and continued participation with all state and federal programs for stormwater and environmental protection.	BC, PC	Ongoing	
17.	Review, monitor and enforce the performance of stormwater management facilities following completion of construction.	BA, PW	Ongoing	
18.	Continue to encourage flexible and innovative approaches to site development such as reductions of unnecessary impervious coverage and replacement with open space, landscaping, or pervious materials.	BC, PC	Ongoing	
ENERGY CONSERVATION				
19.	Promote energy conservation and efficiency practices to residents and businesses through educational material and social media.	BC, BA	Short Term	
20.	Implement practices that reduce energy consumption, increase efficiency, and increase use of alternative and renewable energy sources.	BA	Short Term	
21.	Provide local incentives, such as density bonuses and permit fee waivers/reductions, to encourage remediation and redevelopment of brownfield and grayfield sites and adaptive reuse of existing buildings.	BC, PC	Medium Term	
22.	Promote utilization of renewable energy resources by modifying ordinance language to enable innovative on-site energy sources, individual property solar access provisions, and energy-conserving site design.	BC, PC	Medium Term	
23.	Promote green building technologies and energy efficient standards such as Leadership in Energy and Environmental Design (LEED) and Energy Star certification by offering incentives such as permit fee waivers/reductions and/or expediting the plan approval process.	BC	Ongoing	
24.	Consider conducting a comprehensive energy audit of all borough facilities.	BA	Medium Term	

PRINCIPLE III - PROTECT THE BOROUGH'S NATURAL, HISTORIC, AND CULTURAL RESOURCES (CONTINUED)

	Recommended Action	Entity Responsible	Time Frame	Record of Action
ENERGY CONSERVATION (CONTINUED)				
25.	Incorporate green practices in borough facilities, including energy conservation and recycling initiatives.	BA	Ongoing	
26.	Encourage residents and businesses to research EPA's GreenScapes landscaping program and seize opportunities to implement cost-efficient and environmentally friendly solutions for landscaping.	BA	Medium Term	
27.	Consider the purchase of hybrid and/or compressed natural gas fueled borough vehicles and bicycles for use by the Police Department.	BC, BA	Medium Term	
28.	Continue efforts to reduce energy usage and become more energy-efficient.	BA	Ongoing	
HISTORIC PRESERVATION				
29.	Apply for Certified Local Government status to gain access to CLG grants.	BC	Short Term	
30.	Encourage rehabilitation of historic buildings with Federal Rehabilitation Investment Tax Credit.	BC	Ongoing	
32.	Commemorate historic resources with Historic Marker Program.	BC	Medium Term	
33.	Survey the Historic resources to provide complete list.	BC, PC	Medium Term	
34.	Consider Overlay Zoning to protect historic resources.	BC, PC	Medium Term	
35.	Permit Use Modifications for flexible use of older buildings.	BC	Short Term	
36.	Adopt Design Guidelines to improve appearance of signs and buildings.	BC	Medium Term	
37.	Adopt Delay of Demolition ordinance to discourage demolition of historic properties.	BC, PC	Medium Term	

PRINCIPLE IV - PROVIDE FOR MOBILITY AND CONNECTIONS

	Recommended Action	Entity Responsible	Time Frame	Record of Action
1.	Maintain and improve streets to ensure the safety of residents, pedestrians, and motorists and the livability of neighborhoods, while maintaining the high level of connectivity of the borough's street pattern.	BC, PW	Ongoing	
2.	Improve the pedestrian circulation system through improvements to the sidewalk system and pedestrian crossings at street intersections;	BC, PW	Ongoing	
3.	Ensure that access management techniques are implemented as development occurs within the borough;	BC, BA, PW	Ongoing	
4.	Ensure that streetscape and traffic calming techniques are implemented as development occurs within the borough.	BC, BA, PW	Ongoing	
5.	Provide and enhance bike trail connections to schools, parks, and community facilities.	BC, PW	Ongoing	

PRINCIPLE V - PROMOTE SMART GROWTH				
Recommended Action		Entity Responsible	Time Frame	Record of Action
LOW DENSITY RESIDENTIAL				
1.	Retain the existing character and encourage the provision of open space in the Low Density Residential areas.	BC, PC	Ongoing	
2.	Evaluate zoning classification of lots along Winard Circle.	BC, PC	Short Term	
MEDIUM DENSITY RESIDENTIAL				
3.	Encourage new development and appropriate infill development that conforms to the character of the Medium Density Residential areas.	BC, PC	Ongoing	
4.	Revise the zoning for the area west of Silver Street to the existing MR Medium Density Residential District boundary from the PR Planned Residential to the MR Medium Density Residential District.	BC, PC	Short Term	
5.	Remove split zoning of parcels along west side of Lawn Avenue, zoned MR and LR districts.	BC, PC	Short Term	
HIGH DENSITY RESIDENTIAL				
6.	Encourage development that provides for a variety of dwelling types and is efficient and innovative in the use of land.	BC, PC	Ongoing	
7.	Ensure that new development fits in with the character of existing adjacent neighborhoods and is buffered from adjacent industrial uses.	BC, PC	Ongoing	
COMMERCIAL (NEIGHBORHOOD COMMERCIAL AND BOROUGH CORE)				
8.	Encourage the retention of existing commercial uses and the development of the existing vacant parcels with an appropriate mix of commercial and residential uses.	BC, BA	Ongoing	
9.	Work with the Pennsylvania Downtown Center to enhance the character and vitality of the core of the borough so that it effectively serves the residents of the borough and region.	BA	Ongoing	
10.	Determine strategies to help revitalize and enhance the borough core area.	BC, PC	Short Term	
11.	Conduct a parking study and evaluate parking requirements in zoning ordinance.	BC, PC	Medium Term	
12.	Study need for traffic calming measures and additional crosswalks.	BC, PC	Medium Term	
13.	Update and improve existing crosswalks.	PW	Ongoing	
14.	Encourage village-scale retail to provide shopping opportunities within the borough.	BC, PC	Ongoing	
15.	Provide incentives for adaptive reuse of existing buildings such as fee reductions.	BC, PC	Medium Term	

PRINCIPLE V - PROMOTE SMART GROWTH (CONTINUED)**INDUSTRIAL**

16.	Encourage the location of industrial uses in areas where the nucleus of industry already exists and ensure that sufficient land is zoned for industrial use.	BC, PC	Ongoing	
17.	Work with existing businesses to accommodate their needs and coordinate with other agencies to attract new industry to the Sellersville Business Campus.	BC, BA	Ongoing	
18.	Ensure that the impacts of industrial and utility land uses upon residential neighborhoods are minimized.	BC, PC	Ongoing	
19.	Revise the zoning for the residential and open space uses south of Pine Street from I Industrial to MR medium Density Residential. (TMPS #39-8-469, -470, -471, -472, -473, and -482)	BC, PC	Short Term	

PARKS, RECREATION, AND PROTECTED OPEN SPACE

20.	Continue to enforce wetland, forest protection, and flood plain restrictions.	BC, PC, BA	Ongoing	
21.	Maintain and update parks as needed to meet the recreation needs of residents.	BC, PW	Ongoing	

APPENDIX A: DETAILED DEMOGRAPHIC DATA POPULATION AND HOUSING

POPULATION

Sellersville's population has remained fairly stable since 1990 (4,300 plus) with a slight downward trend of losing residents since 2000. It is hard to pinpoint a cause for the reduction in population but it is similar to losses in the adjacent boroughs of Perkasie and Silverdale. Basic demographic measures of population and housing conditions both past and present, can provide some sense of the key characteristics and trends of Sellersville Borough and an indication of where it is headed.

A function of a comprehensive plan is to anticipate and plan for the future growth of that municipality. Growth is defined as the increase in population, the number of dwelling units, and nonresidential development. To plan for this growth, Sellersville Borough must have an estimate of the amount of growth that has occurred in the past and understand future trends that will impact future growth. This section includes past trends as well as projections of the probable population and housing changes. Estimates of nonresidential growth have been made and will be presented later in this chapter. Demographic information of adjacent municipalities has also been included to evaluate the surrounding pressures of growth and the impact they may have on Sellersville Borough.

The information sources used for this chapter are the 2010 Census, American Community Survey (ACS), Delaware Valley Regional Planning Commission (DVRPC) and Penn State Data Center (PSDC), and borough building permits. Census data is based on information from both the 2010 U.S. Census and the 2012-2016 American Community Survey (ACS) 5-year estimate. The 2010 Census did not record the same data that had been solicited in earlier nationwide decennial censuses. For analysis of information not available in the 2010 Census, such as housing and household characteristics, ACS data was used. ACS provides estimates based on a sample of 3 million households every year, along with a margin of error, for the specific information it addresses. Since ACS estimates are based on a smaller survey sample, they may be less accurate or reliable than those of the full census but they are used when suitable. The population growth estimates are from DVRPC and U.S. Census counts. Growth models were applied to PSDC and DVRPC data to generate projections for housing growth.¹

POPULATION TRENDS

Population growth is an important consideration in updating the comprehensive plan. With a study of recent population growth and a basic understanding of the elements of population change, reasonable projections for the foreseeable future can be developed. The analysis of demographic changes provides an understanding of past trends in the borough and provides the mechanisms for developing various

¹ The population and housing projections included in this section are not, nor should they be viewed as, a goal or a target to achieve. Rather, the projections are an estimate of the population and housing increase Sellersville Borough can anticipate until the year 2040 based on current indicators and assumptions. Since these projections are only estimates, they must be used in that context. The projections are not absolute and should be used only as a guideline of possible growth within the borough. These projections will be used in conjunction with other aspects of this plan, in order to develop a future land use plan for Sellersville Borough.

planning alternatives. The population analysis provided is an attempt to determine the present and future population characteristics of Sellersville Borough and its relationship to surrounding municipalities.

In the 10-year period between 2000 and 2010, the decennial Census indicated that the population of Sellersville decreased by 315 people from 4,564 to 4,249 and was estimated to have declined to 4,226 by 2016. This contrasts with a growth of 85 persons between 1990 and 2000. However, a review of borough records indicates that in the 2000 to 2010 period, 51 building permits were issued for the construction of a residential dwelling, which differs from the 23 unit decrease described and noted by the 2010 Census (Table 5). This suggests a possible overrepresentation of population in the 2010 Census.

The population of the borough first exceeded 4,000 after 1980 but has hovered at or below 4,500 for the past three decades. The population has stabilized and will not change significantly unless dwelling units are vacated or converted to a different use or large new development occurs. Table 5 shows the population trend for Sellersville Borough over the past 80 years.

Table 5. Sellersville Borough Population Change, 1930 TO 2010

Year	Population	Number Change	Percent Change
1930	2,063	-	-
1940	2,115	52	2.5
1950	2,373	258	12.2
1960	2,497	124	5.2
1970	2,829	332	13.3
1980	3,143	314	11.1
1990	4,479	1,336	42.5
2000	4,564	85	1.9
2010	4,249	-315	-6.9
2016*	4,226	-23	-0.5

Sources; U.S. Census Bureau,
 *2012-2016 American Community Survey (ACS) 5-Year
 Estimates

More than half of the boroughs in the county have lost population between the years 2000 to 2010. Also, the percentage of borough residents compared to overall county population has been declining over the past several decades. These losses indicate that the boroughs may be losing their share of the county’s population as growth in the adjoining townships increases.

Most boroughs in the vicinity of Sellersville experienced population losses, with the exception of Dublin and Quakertown boroughs which have increased slightly. The townships in upper Bucks grew at a faster pace than the county as a whole. The county’s population as a whole grew by 4.6 percent between 2000 and 2010. Table 6 below compares Sellersville’s population change to nearby area municipalities.

Table 6. Regional Population Change, 1980 to 2010

MUNICIPALITY	1980	1990	2000	2010	2000 TO 2010	
					AMOUNT CHANGE	PERCENT CHANGE
DUBLIN BOROUGH	1,565	1,985	2,083	2,158	75	3.6
EAST ROCKHILL TOWNSHIP	2,971	3,753	5,199	5,706	507	9.8
HILLTOWN TOWNSHIP	9,326	10,582	12,102	15,029	2,927	24.2
PERKASIE BOROUGH	5,241	7,878	8,828	8,511	-317	-3.6
QUAKERTOWN BOROUGH	8,867	8,982	8,931	8,979	48	0.5
SELLERSVILLE BOROUGH	3,143	4,479	4,564	4,249	-315	-6.9
SILVERDALE BOROUGH	499	881	1,001	871	-130	-13.0
TRUMBAUERSVILLE BOROUGH	781	894	1,059	974	-85	-8.0
WEST ROCKHILL TOWNSHIP	3,776	4,518	4,233	5,256	1,023	24.2
BUCKS COUNTY TOTAL	479,180	541,224	597,635	625,249	27,614	4.6

SOURCE: U.S. CENSUS

POPULATION CHARACTERISTICS

Sellersville Borough's population is 93 percent white and the median age is 40.9 years old. The ethnicity and median age is comparable with the surrounding municipalities and the county. The percentage of high school graduates is 93.3 percent and 23.5 percent of Sellersville residents have a bachelor's degree or higher. The borough resident's educational level is near the middle of Upper Bucks boroughs but lower than that of the county. In general, a higher education level equates to a higher median household income. Other demographic information in the U.S. Census shows that 98 percent of the borough's residents were born in the United States and 78 percent were born in Pennsylvania. Tables 6 and 7 indicates general population characteristics for Sellersville, surrounding municipalities, and the county.

It appears that the borough's residents are less affluent than the county as a whole. The 2012 to 2016 median household income for Bucks County was \$79,599 and \$66,490 in Sellersville. The borough's rate of poverty between 2012 to 2016 was 8.5 percent, higher than that of the county, at 5.9 percent.

Table 7. Regional Population Characteristics, 2012 to 2016

Municipality	Percent White	Median Age	Percent High School Diploma	Percent Bachelor's Degree or Higher	2012 to 2016 Median Household Income
Dublin Borough	88.8	42.9	86.0	30.0	\$53,182
East Rockhill Township	96.8	44.1	94.6	34.0	\$87,508
Hilltown Township	93.7	42.9	93.4	37.2	\$88,455
Perkasie Borough	96.6	41.8	94.6	32.9	\$67,700
Quakertown Borough	92.5	39.3	88.4	21.2	\$53,278
Sellersville Borough	93.3	40.9	93.0	23.5	\$66,490
Silverdale Borough	97.5	42.4	97.0	27.6	\$71,500
Trumbauersville Borough	96.6	37.0	93.6	29.3	\$72,700
West Rockhill Township	95.1	51.6	91.0	26.5	\$77,283
Bucks County Total	88.8	43.3	93.5	37.4	\$79,599

Sources: U.S. Census, 2012-2016 American Community Survey (ACS) 5-Year Estimates

PERSONS PER HOUSEHOLD

The number of persons per household in Sellersville Borough declined between 2000 and 2010. Census figures indicate that there were 1,619 households in the borough in 2010 (U.S. Census). This translates into 2.45 persons per household in 2010 which declined from 2.56 in 2000. This decrease in household size is consistent with the county's decline from 2.69 persons per household in 2000 to 2.63 in 2010.

According to the ACS, between 2010 and 2016, the number of households increased from 1,619 to 1,677. The persons per household increased from 2.45 to 2.49. Also, ACS indicated that 171 of the 1,677 households (10.2 percent) in the borough consisted of one person living alone. Of these 171 households, 106 consisted of a single person, 65 years of age or older. The ACS (2012-2016) indicated there were 2,073 males and 2,153 females in the borough. Slightly more than 10 percent of the population was over 65 years of age and 23.3 percent below the age of 19.

INDUSTRY

According to the United States Census, the industry in which borough residents' work has shifted over the past few decades. In 1990, 36.9 percent of the workforce was in manufacturing and 24.8 in service industries. Between 2012 to 2016, the percentage of the workforce in manufacturing had decreased to 11.8 percent with 36.3 percent working in services, and 12.6 percent in retail trade.

The occupation of borough residents is predominantly management of business, sciences, and arts, which comprise 42.6 percent of workers. Sales and office occupations constitute 25.7 percent of all occupations.

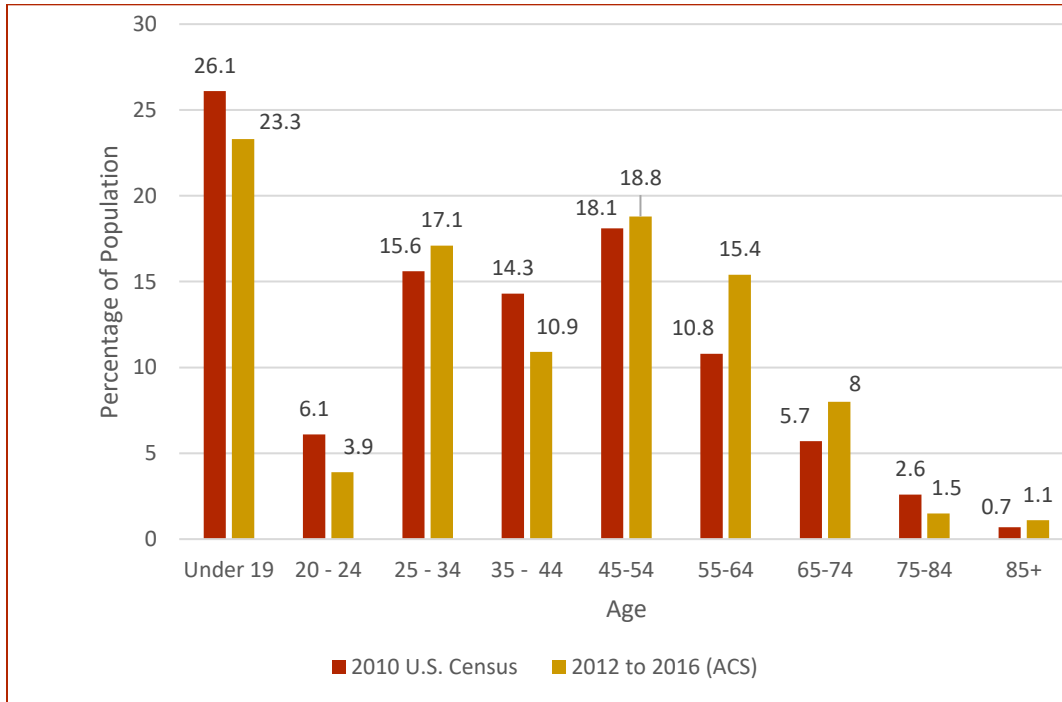
AGE COHORT ANALYSIS

To gain a better understanding of the age distribution of the borough's population, the population has been evaluated by age groups or cohorts as displayed in Figure 3.

The 2012 to 2016 cohorts shows the largest adult cohort has remained ages 45 to 54 since 2010. Significant growth took place in the 55 to 64 cohort, and a slight increase in the number of those aged 65

to 74. More than a third (34.2 percent) of the boroughs population is aged 45 to 64. Although the ACS figures are estimates and may be skewed due to a smaller sample size, the comparison is helpful to show that younger households are moving into the borough and the Baby Boomers are declining.

Figure 3. Age Cohorts



Sources: U.S. Census 2010, 2012-2016 American Community Survey (ACS)

A comparison of the population of Sellersville and Bucks County (2012-2016 ACS) shows that the Baby Boomer population age 54 to 70 (which generally aligns with age cohorts 55 to 64 and 65 to 74) is dominant at the county scale, but not in Sellersville. Overall, the percentage of those over 65 is greater in the county and the percentage of those under 19 is smaller than in Sellersville.

Nationally, the majority of the Baby Boomers have entered or are near retirement and the predominant cohort is now the Generation X, born between 1965 and 1981, aged 37 to 53 (which generally aligns with the 35 to 44 and 45 to 54 cohorts) on Figure 3 Age Cohorts. Generation Xers have likely started family households with small children and have purchased a home to settle down and raise a family. National data suggests that this generation is entering their prime working and spending years. Also, national trends among Baby Boomer seniors indicate that many of them wish to stay in their homes and age in place as long as possible. With seniors living longer they may be living in the borough later than their predecessors and demanding services catering to their needs.

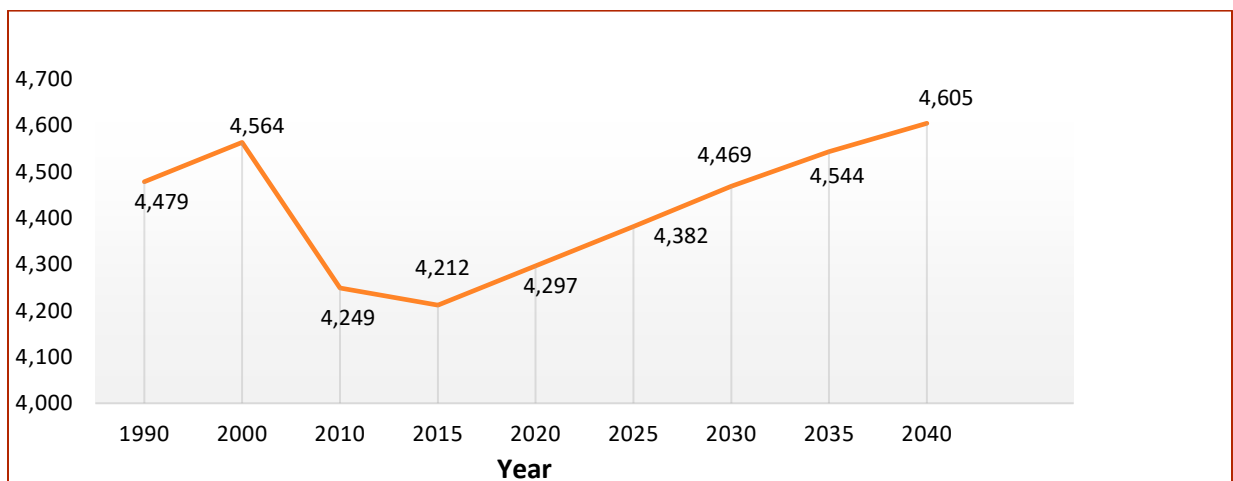
Millennials born between 1982 and 2000, age 18 to 36, (which generally aligns with cohort 25 to 34) are the second largest adult cohort and many of them are children of the boomers. At the nationwide scale, this generation has surpassed the Baby Boomers in terms of total population but will not likely be the largest group in the borough for another 20 years.

POPULATION GROWTH

Growth in population is influenced by various factors such as the economy, changes in the housing market, the availability of support facilities (water and sewer), and the expansion of employment opportunities. The population in the borough decreased by 37 people between 2010 and 2015, but is projected to grow minimally for the next 20 years. Population growth can be expected to level off due to build-out of the borough as vacant tracts are developed and infill occurs. The population will likely rise and fall as growth stabilizes.

As shown in Figure 4, Sellersville Borough Population Growth projections are given for the years 1990 through 2040.

Figure 4. Sellersville Borough Population Growth Projections



Sources: U.S. Census, Delaware Valley Regional Planning Commission

POPULATION FORECASTS

The methodology used to forecast the population for the years 2015 to 2040 for the Delaware Valley region by the DVRPC involved an age cohort survival model. This methodology applies birth (fertility), death, and migration rates to a starting population (2015 Estimate). While the near term forecasts are reasonably valid, caution is recommended when assessing the use of the 2040 projections since many significant changes can occur to the assumptions used to develop these figures during this extended time period. Forecasts, when based on sound methodology and assumptions, tend to produce a fairly good picture of the general direction and magnitude of future growth.

However, any forecast of future growth is tentative and subject to a given set of assumptions holding true for a defined period of time and constraints of the projection model employed. In addition, the forecast methodology does not include an analysis of the availability of land to act as a final adjustment to the projections. A residential growth analysis based on available vacant land was examined and is found in the Housing Forecasts Section. This analysis is based on available land irrespective of past or future growth trends.

HOUSING

The significant residential developments constructed in Sellersville Borough in the past decade were located in the southern parts of the borough. Sellersville Court (20 attached units) and Carillon Hill (55 dwelling units: 36 townhouses and 19 twins) were two significant residential developments completed. Other residential development that has occurred in the borough, include small subdivisions with 2 and 6 lots. The following examines existing and past housing trends in the borough. Projections were made to estimate the future housing needs of the borough.

HOUSING TRENDS

Growth since the 1990s has stabilized with small declines and gains. During the 1980s and 1990s, the housing growth rate increased significantly. The 1990 Census figures indicate that the borough's housing stock increased by 550 dwelling units for a 47.7 percent change between 1980 and 1990. This high growth rate can be attributed to the expansion of sewer service, available land, and improved economy during the mid to late 1980s. After 2000, the growth rate has slowed and most new units were part of the Carillon Hill development. Table 8 indicates the total number of dwelling units in the borough between 1970 and 2016.

Table 8. Dwelling Unit Change, 1970 to 2016

Year	Dwelling Units	Number Change	Percent Change
1970	909		
1980	1,153	244	26.8
1990	1,703	550	47.7
2000	1,827	124	7.3
2010	1,804	-23	-1.3
2016	1,780	-24	-1.3

Sources: U.S. Census, 2012-2016 American Community Survey (ACS) 5-Year Estimates

Single-family detached and single-family attached (townhouse) are the major housing types in the borough. The 2010-2016 ACS figures indicated that of the 1,780 dwelling units in the borough in 2016, 745 were single-family detached and 654 single-family attached. This was 78.6 percent of the total 2016 housing stock.

The median household income has increased from \$46,500 in 2000 to \$66,490 in 2012 to 2016 (43 percent increase). However, the median value of owner-occupied housing units has increased by over 61.2 percent, from \$122,600 per unit in 2000 to \$197,600 in 2012-2016. For rental units, the last decade showed that rents have grown by 48.9 percent from the monthly rate of \$668 in 2000 to \$995 in 2012-2016 (ACS).

The U.S. Census has classified dwelling units into the following types: single-family detached, single-family attached, multifamily of two to four units, multifamily of five or more units and mobile homes. In the 1980 Census, condominiums were included in the "other" category. The housing unit types and characteristics for 2016 are listed in Table 9.

Table 9. Housing Unit Characteristics, 2016

Characteristic	
Number of Housing Units	1,780
Single-family Detached	745
Single-family Attached	654
2-4 Unit Structure	195
5 Plus Unit Structure	196
Manufactured Home	0
20 Plus Unit Structure	0
Vacant Units	113
Renter-Occupied	362
Owner-Occupied	1,315
Units with 3 or more bedrooms (Percent)	64
Vacancy Rate Percentage	
Owner-Occupied	0
Renter-Occupied	11.9

Source: 2012-2016 American Community Survey (ACS) 5-Year Estimates

The 2012-16 ACS indicates that 34.5 percent of the borough’s housing stock was built before 1939. The balance of the units, 45.6 percent have been built since 1970, according to both Census and borough building permit data.

The borough’s housing stock declined by 1.3 percent between 2000 and 2010 while all other municipalities, except Silverdale, grew. Hilltown Township, East Rockhill and Dublin boroughs have experienced relatively significant housing growth in recent years because they are part of a rapidly urbanizing area and have adequate public sewer and water capacity and tracts of undeveloped land remaining.

The majority of housing units within Sellersville are owner occupied and less than a quarter are renter occupied. The vacancy rate for owner-occupied housing was 0 percent from 2012 to 2016, while the rental unit vacancy was almost 12 percent.

Table 10 provides a comparison of the total dwelling units for Sellersville and area municipalities for 2000 and 2010.

Table 10. Regional Housing Unit Change, 2000-2010

Municipality	Housing Units			
	2000	2010	Number Change	Percent Change
Dublin Borough	869	959	90	10.4
East Rockhill Township	1,883	2,120	237	12.6
Hilltown Township	4,370	5,574	1,204	27.6
Perkasie Borough	3,378	3,396	18	0.5
Quakertown Borough	3,631	3,876	245	6.7
Sellersville Borough	1,827	1,804	-23	-1.3
Silverdale Borough	329	327	-2	-0.6
Trumbauersville Borough	382	385	3	0.8
West Rockhill Township	1,701	2,267	566	33.3
Bucks County Total	225,498	245,956	20,458	9.1

Source: U.S. Census

The borough's permit records were reviewed to obtain the actual number of dwelling units being constructed. Past subdivision proposals were compared to the number of building permits issued. Between January 2000 and 2018, there were 114 building occupancy permits issued for 114 new dwellings and only one single demolition. Carillon Hill, which contains 55 single-family attached units (both townhouses and twins) was completed in 2017.

In the 2000 to 2018 time period, there were also plans submitted for residential development which were not completed. Elmhurst Gardens proposed 115 multifamily units on 7.39 acres between the Sellersville Business Campus and Park Avenue. Park Ten was approved for 30 townhouses and 8 twins (38 total units) on 9.61 acres east of North Main Street and south of 12th Street. With the potential completion of these developments, 153 additional units would be provided. This would add 374 people to the borough population based on 2.45 people per household.

HOUSING COSTS AND AFFORDABILITY

The cost of housing in Sellersville reflects a number of factors, including the convenient location relative to regional employment centers, the desirable character of the community and its school system, and the housing market. The following text and Table 11 provides a summary of housing cost information for owner-occupied housing and renter-occupied housing.

Owner-Occupied Housing

Of all the units in the borough in 2012 to 2016, 78.4 percent were owner-occupied. The median value of owner-occupied housing in the borough as determined by the 2010 Census was \$187,000. More recent data on the cost of homes sold in 2016 reflect a median price of \$208,450. Prices have been rising area-wide.

Table 11. Housing Cost Data - Sellersville, 2010-2016

	2010	2012-2016
Total Units Sold	35	100
Median Price	\$187,000	\$208,450

Sources: Berkshire Hathaway Home Services, Fox & Roach Home Expert Market Report, 2012-2016 American Community Survey (ACS)

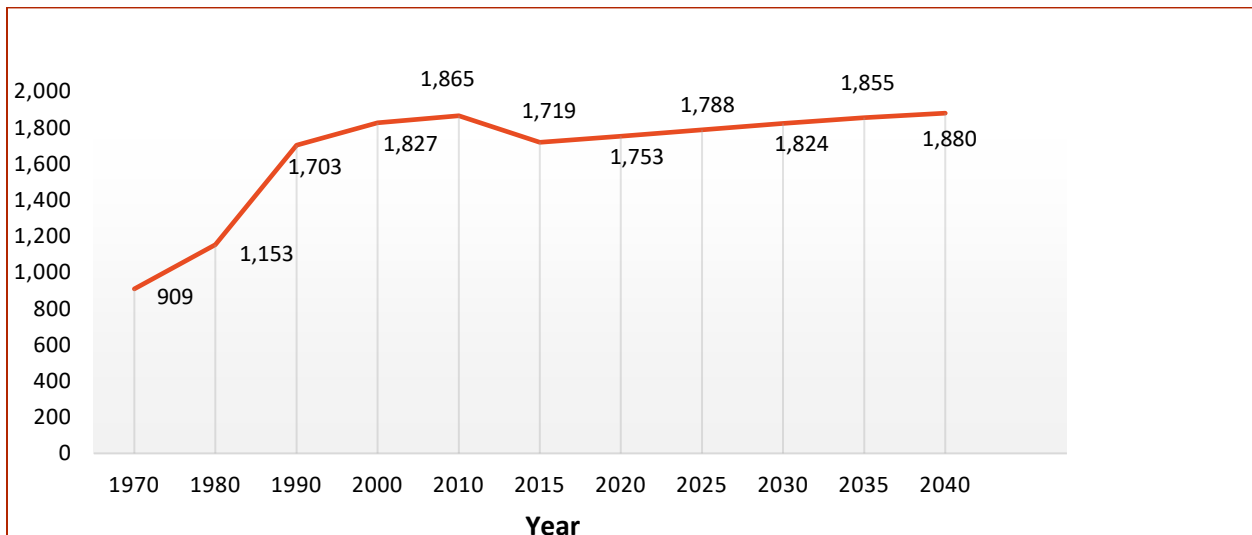
Renter-Occupied Housing

Housing occupied by renters accounted for 21.6 percent of all Sellersville’s housing units in 2012 to 2016. That figure represents a decline from the 2010 figure of 29.3 percent. According to the ACS, about 386 units were renter-occupied, and the median gross rent was \$995 per month from 2012 to 2016, up from \$668 in 2000. Rents in the borough were lower than most of the adjacent townships, and lower than the countywide median. The rental vacancy rates in Sellersville (11.9 percent), are over 5 percent which is considered “normal” to allow for market activity.

HOUSING FORECASTS

Housing projections were developed using the Delaware Valley Planning Commission (DVRPC) population forecasts as discussed in the sections regarding population growth and population forecasts. The projected population for the given year was divided by the persons per dwelling unit from 2010 (2.45) to attain the housing projection. The projections are shown below in Figure 5.

Figure 5. Housing Forecasts, 1970 to 2040



Source: Delaware Valley Regional Planning Commission

Both the population and housing projections indicate that growth has slowed and will take place at a slower steadier rate. This is due to the declining amount of vacant land and changing household characteristics. However, the borough has looked at vacant and underutilized parcels as potential opportunity areas for future development. Proposed rezoning of select parcels may create areas for more residential and nonresidential growth, which may cause additional future spikes in growth.

Since the housing projections were based on population forecasts, a loss of units between 2000 and 2010 appears to be an anomaly. Because of this variation, the number of units forecasted in the future may be lower because the 2015 forecast started with a lower base than what may have actually existed.

The capacity analysis indicates that under current zoning standards, 108 dwelling units can be accommodated throughout the borough.

Table 12. Capacity for Residential Growth

District	Total Acres per Zoning District	Vacant Developable Acres	Permitted Density (Dwelling Units per Acre)	Potential Dwelling Units (Capacity)
MR	241.8	3.36	12.4	42
LR	266.6	2.5	3.5	9
NC	36.5	4.6	12.4	57
Total				108

The future residential capacity under current zoning reflected in Table 12, Capacity for Residential Growth, is 108 additional units. The Park Ten and Grace Inspired Ministries development proposals would add an additional 88 units to yield a potential total of 196 future residential housing units within the borough.

See Appendix D. Sellersville Growth Analysis.

SUMMARY

In conclusion, when several population and housing statistics are examined together, certain patterns emerge. These patterns further define the character of the borough and present a clearer picture of how the population size will grow in the future.

Sellersville's population grew quite rapidly between 1980 and 1990. However, since 1990, growth has stabilized with small increases and decreases. While it is debatable whether the borough actually lost approximately 300 residents and 146 dwelling units between 2000 and 2010 (based upon Census data methodology), it is evident that the borough is growing again, but slow growth is projected until 2040.

The borough's population is slightly younger (average age—40.9) than that of the county (average age—43.3) and almost 30 percent of the residents are age 35 to 54. The number of Baby Boomers born after World War II is decreasing and being replaced by Generation X, who are forming households and raising children. According to the U.S. Census, Generation X is the most populous cohort in Sellersville, surpassing the Baby Boomers. On a nationwide level, Millennials have surpassed the Baby Boomers in terms of total adult population. Therefore, the needs of both Generation X and Millennials should be considered in terms of housing accommodations, employment, recreation preferences, public services, and activities. The lower housing prices within the borough may help retain both Generation X and Millennials as borough residents.

Generation X is the largest group in the borough and is likely living in households with children with needs for borough services, education, jobs and consumer goods. Other groups, including the aging population and Baby Boomers will have their own specific needs for housing and health care that the borough should understand and plan for.

Although the percentage of persons employed in manufacturing industries declined from 49 to 11.8 percent between 1980 and 2010, service employment has grown in the same period from 22.3 to 29.6 percent. The borough median household income is slightly lower than the county's, which is due in part to the predominance of employment in the service and manufacturing sectors and the average age of the residents. As the residents age, their incomes will undoubtedly increase, providing higher median household incomes.

The level of education and household income levels suggest a need for higher paid jobs in the borough which do not require academic degrees. A focus on economic development that would provide jobs for those with less academic training in the trades and industry may be important.

The median 2016 housing sales price within the borough was the second lowest of nearby communities and indicates that Sellersville may contain more affordable housing prices than surrounding municipalities. Rents were lower than surrounding communities and the county, but rental vacancy rates were higher. Lower housing prices and high rental vacancy rates suggest that the housing market is affordable and new units may not be needed to increase the housing supply and thus lower prices.

The borough has challenges ahead and the population and demographic trends discussed will have impacts and implications for future land use planning such as housing unit preferences, business and employment accommodations, and demand for specific types of community facilities and community services.

APPENDIX B: COMPATIBILITY WITH SURROUNDING AREA AND REGION

Sellersville Borough is part of the Bucks County community and the communities of southeastern Pennsylvania, linked by transportation corridors, stream corridors, common history, and regional trends. While safeguarding the interests of its own residents, Sellersville must also take into account what is happening around it and how outside forces affect its future planning.

Common local and regional issues that affect the borough include:

- Environmental issues: water supply and quality, stormwater management, and flooding concerns on the East Branch Perkiomen Creek;
- Development in surrounding communities;
- Transportation and traffic;
- Population changes in the region and state; and
- County and regional plans.

How neighboring communities have planned and zoned for future development affects what happens in Sellersville. Zoning districts within a community should complement each other. However, zoning and land use between communities are not always complementary. The first step in an effort to enhance compatibility between communities is to understand the land uses and zoning along municipal borders. A map of adjacent land uses and zoning, titled Sellersville Zoning and Land Use map, visually displays the surrounding land use.

Sellersville borough is surrounded by East Rockhill Township to the north, Perkasio Borough to the east, Hilltown Township to the south, and West Rockhill Township to the west. The predominant land use that abuts Sellersville is residential, which varies in density. Although much land in the adjacent townships is vacant, the areas that abut Sellersville including most of Perkasio borough, are substantially built out. The surrounding land uses will be presented in the following text. Zoning for Sellersville and bordering municipalities is noted in Table 13. Zoning in Adjacent Municipalities.

SURROUNDING MUNICIPALITIES

EAST ROCKHILL TOWNSHIP

East Rockhill Township abuts Sellersville to the north, adjacent to Old Bethlehem Pike. The East Rockhill Township Zoning Ordinance (2016) and Comprehensive Plan (2005) designate the area that abuts Sellersville as a development area. A comprehensive plan update is currently in progress aiming for a 2019 adoption date. The zoning is R-1 Residential that permits single-family homes with a minimum lot size of 22,000 square feet. The Sellersville Faith Baptist Church and a small commercial use are located in East Rockhill just across from Sellersville. These uses abut a multifamily residential, commercial, and institutional use in Sellersville.

Table 13. Zoning in Adjacent Municipalities

Municipality/District	Permitted Uses/Minimum Lot Size (Square Feet)	Density (Dwelling Units per Acre)
East Rockhill Township		
R-1 Residential	Single-family detached (22,000)	2
Perkasie Borough		
R1A Residential	Single-family detached (13,500)	3
R1B Residential	Single-family detached (13,500)	3
R-2 Residential	Single-family detached (7,000)	6
I-2 Light Industrial	Office, Retail (20,000)	
	Planned Commercial (2 acres)	
Hilltown Township		
CR-2 Country Residential	Single-family detached (50,000)	0.75
	Single-family detached cluster (30,000)	1.25
	Single-family detached cluster (20,000)	2.15
West Rockhill Township		
SR Suburban Residential	Single-family detached (20,000)	2
	Conservation subdivision (10,000)	4
REC Recreational Service	Public Recreation (20 acres)	
IS Institutional Service	General & Medical Office (20,000)	

PERKASIE BOROUGH

Perkasie's most recent zoning code, revised in 2013, is consistent with its 2014 comprehensive plan. Where Perkasie Borough adjoins Sellersville the land uses are primarily residential. The zoning permits single-family homes in the R-1A, and R-1B districts on lots of 13,500 square feet and the R-2 district on 7,000 square feet. However, within this residential area of both boroughs are three major nonresidential uses—the Penridge Middle School South, Lenape Park, and the Perkasie Shopping Center, located next to Sellersville on Park Avenue and is zoned I-2.

HILLTOWN TOWNSHIP

Hilltown Township abuts Sellersville's southern boundary for approximately 800 feet just west of the intersections of Branch and Diamond streets. Both the township's zoning ordinance (2013) and the comprehensive plan (2003) designate the area for Rural Residential development. The minimum lot size is 50,000 square feet, and 20,000 and 30,000 square feet for the cluster option. This area is occupied by single-family homes which front on Diamond Street and vacant land. These residential uses in Hilltown abut similar uses in Sellersville.

WEST ROCKHILL TOWNSHIP

West Rockhill Township adopted a new comprehensive plan in 2019. Although the adjoining land uses in West Rockhill Township are primarily residential, there is also a mix of park, institutional, and industrial uses. Many of the institutional land uses in the township, such as the Holiday House Recreation Center, Grand View Hospital, and Sellersville Elementary School, also serve Sellersville residents. A number of medical office buildings surround Grand View Hospital north of the borough. This area is zoned Institutional Service (IS). The area between Lawn Avenue and Old Bethlehem Pike is intended to be mainly residential with office uses around Grand View Hospital. The remaining land uses are single-family

residential and agricultural except for a townhouse development north of Clymer Avenue; this area is zoned SR Suburban Residential. The Pennridge Wastewater Treatment Plant, abuts the borough along East Branch Perkiomen Creek.

Generally, the permitted density of adjacent residential development is complementary as the densities parallel those permitted in the borough. Several small areas of nonresidential uses adjoin the borough, such as the shopping center on Walnut Street in Perkasio which abuts a residential zone in Sellersville. Some of the medical office uses near the hospital abut residential land uses and zoning in Sellersville. These uses are complementary also because they serve the borough and provide for daily needs. The land uses adjacent to Sellersville Borough do not present any significant negative impacts.

In the newly adopted comprehensive plan, the majority of land that borders Sellersville is designated as Development Area. The Development Area is intended to accommodate the bulk of future development and infrastructure expansion and encourages infill development and adaptive reuse opportunities.

TRANSPORTATION AND TRAFFIC

The borough recognizes the regional nature of the transportation system and participates with all relevant transportation and traffic studies. The borough understands that cooperative efforts between municipal government and businesses is necessary to develop transportation strategies to help decrease overall traffic and congestion along the major corridors.

LOCAL, COUNTY, AND STATE PLANNING

Coordinated efforts with neighboring municipalities are essential to address issues that extend beyond the municipal boundary lines. These issues include, but are not limited to, traffic-related problems, watershed-based resource protection, creation of regional trails and open space networks, and facilities such as schools, library, emergency services, and utilities. Sellersville is making a concerted effort to work with surrounding communities and other applicable agencies on land use issues that transcend the borough's boundaries.

BUCKS COUNTY COMPREHENSIVE PLAN

The Bucks County Comprehensive Plan (2011) provides policy recommendations and guidelines to assist municipalities with managing growth, developing comprehensive plans, and evaluating development proposals. It classifies Sellersville Borough, as well as Perkasio Borough as "Town Centers." The "Town Centers" area is characterized as having a unique history with a sense of place and are typified by high-density land uses and mixed-use building types. They are pedestrian-oriented with public services that include hospitals, schools, and social services. The residential areas are traditional neighborhoods and the primary commercial areas are typical of a "Main Street."

"Town Centers" are identified as areas with a full range of existing infrastructure, including public water and sewerage and are considered vital areas for development and redevelopment. They should encourage the following smart growth development principles:

- Promote a mixture of uses:
- Provide a variety of transportation choices; and
- Encourage walkable neighborhoods and a range of housing types.

There is a multi-use greenway corridor located within the borough and noted in the Bucks County Comprehensive Plan (2011) and the Bucks County Open Space and Greenways Plan (2011). It is designated the East Branch Perkiomen-Three Mile Run-Tohickon-Deer Run Greenway. It is 13 miles long and connects to Montgomery County, Nockamixon State Park, the proposed Liberty Bell Trail, and the Tohickon Creek Greenway. These corridors and natural features are important in maintaining a high quality of life for the residents of the county by providing recreation and by protecting sensitive natural resource areas.

DVRPC: CONNECTIONS 2040: PLAN FOR GREATER PHILADELPHIA

The Delaware Valley Regional Planning Commission (DVRPC) developed Connections 2040: Plan for Greater Philadelphia (2013) as an update to Connections 2035: The Regional Plan for a Sustainable Future. The purpose of the plan is to carry out DVRPC's defined mission, which is to plan for the orderly growth and development of the region. The four core principles are:

1. Manage Growth and Protect the Environment.
2. Create Livable Communities.
3. Build the Economy.
4. Establish a Modern, Multimodal Transportation System.

The Land Use Vision chapter of the plan identifies both Sellersville and Perkasio boroughs as a "Town Center." The plan suggests directing development and investment to the already established areas in the region and advocates for:

- Creating business-friendly town centers;
- Preservation of unique community and architectural features;
- Improve safety and security through stronger community connections; and
- Increase and diversify the region's housing stock that is located near employment opportunities and public transit.

COMMONWEALTH OF PENNSYLVANIA KEYSTONE PRINCIPLES

The Commonwealth's Economic Development Cabinet adopted the Keystone Principles and Criteria for Growth, Investment and Resource Conservation on May 31, 2005. The Keystone Principles and Criteria represent a coordinated interagency approach to foster sustainable economic development and conservation of resources through the state's investments in Pennsylvania's diverse communities.

The Keystone Principles and Criteria lay out general goals and objectives for economic development and resource conservation, and are designed to encourage multifaceted project development that will integrate programs and funding sources from a variety of state agencies into a comprehensive strategy to address issues affecting whole communities. The ten principles outlined by the state's Keystone Principles and Criteria listed below were considered in the development of Sellersville's comprehensive plan update and are concepts that the land use plan will strive to implement. They include the following:

1. **Redevelop First**—Support revitalization of Pennsylvania's many cities and towns. Give funding preference to reuse and redevelopment of "brownfield" and previously developed sites in urban, suburban, and rural communities for economic activity that creates jobs, housing, mixed-use development, and recreational assets. Conserve Pennsylvania's exceptional heritage resources. Support rehabilitation of historic buildings and neighborhoods for compatible contemporary uses.

2. **Provide Efficient Infrastructure**—Fix it first. Use and improve existing infrastructure. Make highway and public transportation investments that use context-sensitive design to improve existing developed areas and attract residents and visitors to these places. Provide transportation choice and intermodal connections for air travel, driving, public transit, bicycling, and walking. Increase rail freight. Provide public water and sewer service for dense development in designated growth areas. Use on-lot and community systems in rural areas. Require private and public expansions of service to be consistent with approved comprehensive plans and consistent implementing ordinances.
3. **Concentrate Development**—Support infill and “greenfield” development that is compact, conserves land, and is integrated with existing or planned transportation, water and sewer services, and schools. Foster creation of well-designed developments and walkable, bikeable neighborhoods that offer healthy lifestyle opportunities for Pennsylvania residents. Recognize the importance of projects that can document measurable impacts and are deemed ‘most ready’ to move to successful completion.
4. **Increase Job Opportunities**—Retain and attract a diverse, educated workforce through the quality of economic opportunity and quality of life offered in Pennsylvania’s varied communities. Integrate educational and job training opportunities for workers of all ages with the workforce needs of businesses. Invest in businesses that offer good paying, high quality jobs, and that are located near existing or planned water and sewer infrastructure, housing, existing workforce, and transportation access (highway or transit).
5. **Foster Sustainable Businesses**—Strengthen natural resource-based businesses that use sustainable practices in energy production and use, agriculture, forestry, fisheries, recreation, and tourism. Increase our supply of renewable energy. Reduce consumption of water, energy and materials to reduce foreign energy dependence and address climate change. Lead by example: support conservation strategies, clean power, and innovative industries. Construct and promote green buildings and infrastructure that use land, energy, water, and materials efficiently. Support economic development that increases or replenishes knowledge-based employment or builds on existing industry clusters.
6. **Restore and Enhance the Environment**—Maintain and expand our land, air, and water protection and conservation programs. Conserve and restore environmentally-sensitive lands and natural areas for ecological health, biodiversity and wildlife habitat. Promote development that respects and enhances the state’s natural lands and resources.
7. **Enhance Recreational and Heritage Resources**—Maintain and improve recreational and heritage assets and infrastructure throughout the Commonwealth, including parks and forests, greenways and trails, heritage parks, historic sites and resources, fishing and boating areas, and game lands offering recreational and cultural opportunities to Pennsylvanians and visitors.
8. **Expand Housing Opportunities**—Support the construction and rehabilitation of housing of all types to meet the needs of people of all incomes and abilities. Support local projects that are based on a comprehensive vision or plan, have significant potential impact (e.g., increased tax base, private investment), and demonstrate local capacity, technical ability, and leadership to implement the project. Coordinate the provision of housing with the location of jobs, public transit, services, schools, and other existing infrastructure. Foster the development of housing, home partnerships, and rental housing opportunities that are compatible with county and local plans and community character.
9. **Plan Regionally; Implement Locally**—Support multi-municipal, county, and local government planning and implementation that have broad public input and support and are consistent with these principles. Provide education, training, technical assistance, and funding for such planning and for

transportation, infrastructure, economic development, housing, mixed-use, and conservation projects that implement such plans.

10. **Be Fair**—Support equitable sharing of the benefits and burdens of development. Provide technical and strategic support for inclusive community planning to ensure that social, economic, and environmental goals are met. Ensure that in applying the principles and criteria, fair consideration is given to rural projects that may have less existing infrastructure, workforce, and jobs than urban and suburban areas, but that offer sustainable development benefits to a defined rural community.

FUTURE REGIONAL IMPACT ISSUES

The future of Sellersville Borough will be affected by what happens around it on the local and regional level. Issues and recommendations that should be considered in planning for the future include:

- Continued cooperation between municipalities on land use and transportation issues.
- Monitor water supply and quality issues to maintain safe and uninterrupted service to borough citizens
- Monitor local and regional traffic patterns between boroughs and stemming from routes 309, 152, and 563.
- Follow regional environmental concerns with flooding and stormwater management and trends to mitigate impacts, such as BMP utilization and Low Impact Development.
- Continue strategic trail/walkway/greenway planning to seek connections within the borough and with neighboring communities.

APPENDIX C: SUMMARY OF RESULTS SELLERSVILLE BOROUGH DOWNTOWN REVITALIZATION SURVEY FALL 2016

In the fall of 2016, the Sellersville Borough Revitalization committee administered a resident survey to determine perspectives about the borough core. The survey was mailed out to all borough residents and also offered as a SurveyMonkey.com questionnaire. More than 200 responses were received for the survey. 95 responses were provided electronically. About 150 written responses were received but not evaluated. The survey contained 6 questions with open ended responses. The open ended questions provided a wealth of information.

The responses for question one were evaluated from an Excel spreadsheet provided by the borough which contained only digital responses. The responses for questions 2 to 6 were evaluated by the Revitalization Committee. It is not clear if the responses were electronic or mail-in.

QUESTION 1: WHY DO YOU LIVE IN SELLERSVILLE?

No analysis of responses to this question was provided. The Bucks County Planning Commission noted the following digital responses as the most prevalent:

Response	Times Used
Small town	20
Born/grew up	8
Cost/affordable/inexpensive	7
School district	7
Work	6

QUESTION 2: WHAT IS YOUR PERCEPTION OF THE DOWNTOWN AREA?

An analysis of the responses was completed by the borough president. The analysis indicated that responses to Question 2 Perception of the Downtown Area in particular, were most commonly was "blight". However the term blight was not found in the digital responses.

Response	Times Used
Blight	75
Parking	9
Improved shops	20
Police presence	7
Other	27

Comprehensive Plan Update

Ninety five digital responses for Question 2 were evaluated by the BCPC to determine the prevalence of specific keywords and count their occurrences. Many of the keywords were defined by adjectives or verbs but only the keyword was counted (e.g. the downtown “needs” _____).

The most frequently used keywords were “Nice” and “Ok” which were found in almost 40 percent of the responses. The most prevalent negative term was “Rundown” which was used in 13.6 percent of the responses. The responses evaluated are shown below:

Response	Times Used	Percent
Nice	19	20
Ok	18	19
Washington	16	16.8
Rundown	13	13.6
Stella’s	8	8.4
Theater	8	8.4
Clean	7	
Needs	7	
New	6	
Quaint	5	
Drugs	4	
New business	3	
Updated	3	
Cute	3	
Garbage	1	

QUESTION 3: WHAT ADDITIONAL BUSINESS AND OR RECREATION WOULD YOU LIKE TO SEE IN SELLERSVILLE?

Response	Times Used
Restaurants	52
Boutiques	19
Bakery	13
Specialty shops	23
Park/Holiday improvements	20

QUESTION 4: DO YOU SUPPORT ADDING PERIOD LIGHTING ON MAIN STREET TO BEAUTIFY AS WELL AS INCREASE FOOT TRAFFIC AND HOME VALUES IN OUR TOWN?

Response	Times Used
Yes	141
No	37

QUESTION 5: WHAT DO YOU BELIEVE TO BE THE PRIMARY AREAS FOR IMPROVEMENT IN SELLERSVILLE?

Response	Times Used
Private building maintenance	58
Street maintenance	23
Sidewalks	25
Parking	9
Other	16

QUESTION 6: WOULD YOU BE WILLING TO CONTRIBUTE TIME AND/OR FINANCIAL ASSISTANCE TO MAKE IMPROVEMENTS TO THE BOROUGH AND IF SO, HOW?

Response	Times Used
Yes	93
No	39

The responses overall indicate a desire for improvements to downtown and maintenance of buildings and public facilities such as streets and sidewalks. Many respondents also indicated a desire for new businesses such as restaurants and specialty shops.

APPENDIX D: SELLERSVILLE GROWTH ANALYSIS

NATURAL RESOURCE PROTECTION STANDARDS (ZO SECTION 160-25)

STREAMS

100 percent protected within 50 foot buffer

WETLANDS

100percent protected

SLOPES

Areas with 25percent or greater slopes: 85 percent protected

Areas with slopes between 15 percent and 25 percent: 70 percent protected

Zoning Ordinance Section 160-25.C.3: "Areas of steep slope that are less than 3,000 square feet shall be exempted from these standards."

FORESTED AREAS

If a woodland is not associated with another environmentally sensitive resource, it is 50 percent protected. If a woodland is associated with another environmentally sensitive resource, it is 80 percent protected.

ASSESSMENT

Assessing the availability and the amount of developable land for future land use is determined by measuring vacant parcels that are conforming and have access to a dedicated street. The following districts were evaluated: Low Density Residential District, Medium Density Residential District, Planned Residential District, and Neighborhood Commercial District. 15 percent of the land was subtracted to reflect space necessary for infrastructure, such as streets, sidewalks, and area for sewer and storm water. The total acreage of each parcel was measured electronically using Geographic Information System software and applications, and was totaled for each applicable zoning district. Natural resource areas such as woodlands, wetlands, steep slopes, and watercourses were mapped, measured, and removed from gross buildable area in accordance with the resource protection standards in the borough zoning ordinance.

No parcels within the PR District meet the minimum lot requirement of 2 acres per zoning ordinance Section 160-21.C.(1). The Growth Analysis Map displays all current vacant land, even though many parcels are not currently developable due to not being located on a dedicated street or they are landlocked.

Table 14. Capacity for Residential Growth

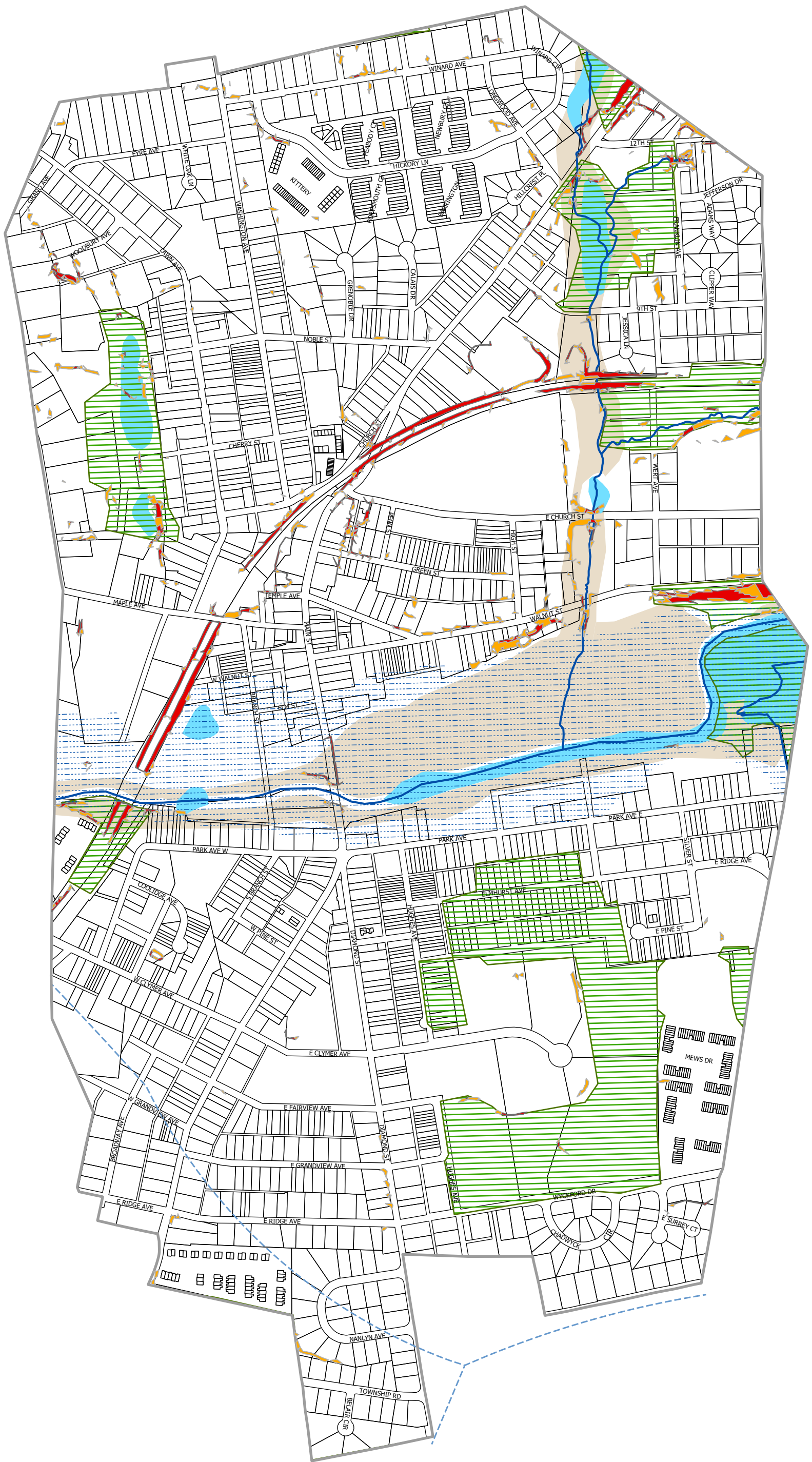
Districts	Medium Density Residential MR	Low Density Residential LR	Neighborhood Commercial NC	Planned Residential PR ¹	Totals
Total Acres	241.8	266.6	36.5	94.3	639.2
Developable Acres	7.41	9.14	8.25	3.5	24.5
Developable Acres: Dedicated Street Conforming lot²	3.36	2.5	4.6	---	11
Permitted Density (Dwelling units/AC)	12.4 ³	3.5	24.2 MF (Multifamily) 12.4 TH (Townhouse) ³	---	---
Potential Dwelling Units (Capacity)	42	9	57 TH (+88 proposed units) ⁴	---	108 (196)

¹ The area zoned PR contains no parcels which meet the minimum 2-acre lot size. This comprehensive plan recommends an evaluation of the site east of Hughes Avenue and south of Park Avenue within the PR site for reclassification to Medium Density land use classification and rezoning to MR Medium Density Residential. The plan also recommends a site analysis to determine the growth potential for the site under MR zoning district. A plan submitted under PR Planned Residential District zoning is currently under litigation.

² Developable land was classified according to capabilities for development. Only land with frontage on a dedicated public street has been evaluated. Land accessible to non-dedicated streets and landlocked has not been evaluated.

³ Zoning ordinance Section 160-29 restricts density of townhouses to 12.4 dwelling units per acre in the MR and NC districts.

⁴ Park Ten, North Main and 12th streets; (38 units) Grace Inspired Ministries, West Clymer and Diamond streets (50 units).



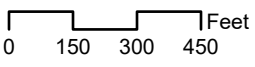


Sellersville Elementary School

Saint Agnes

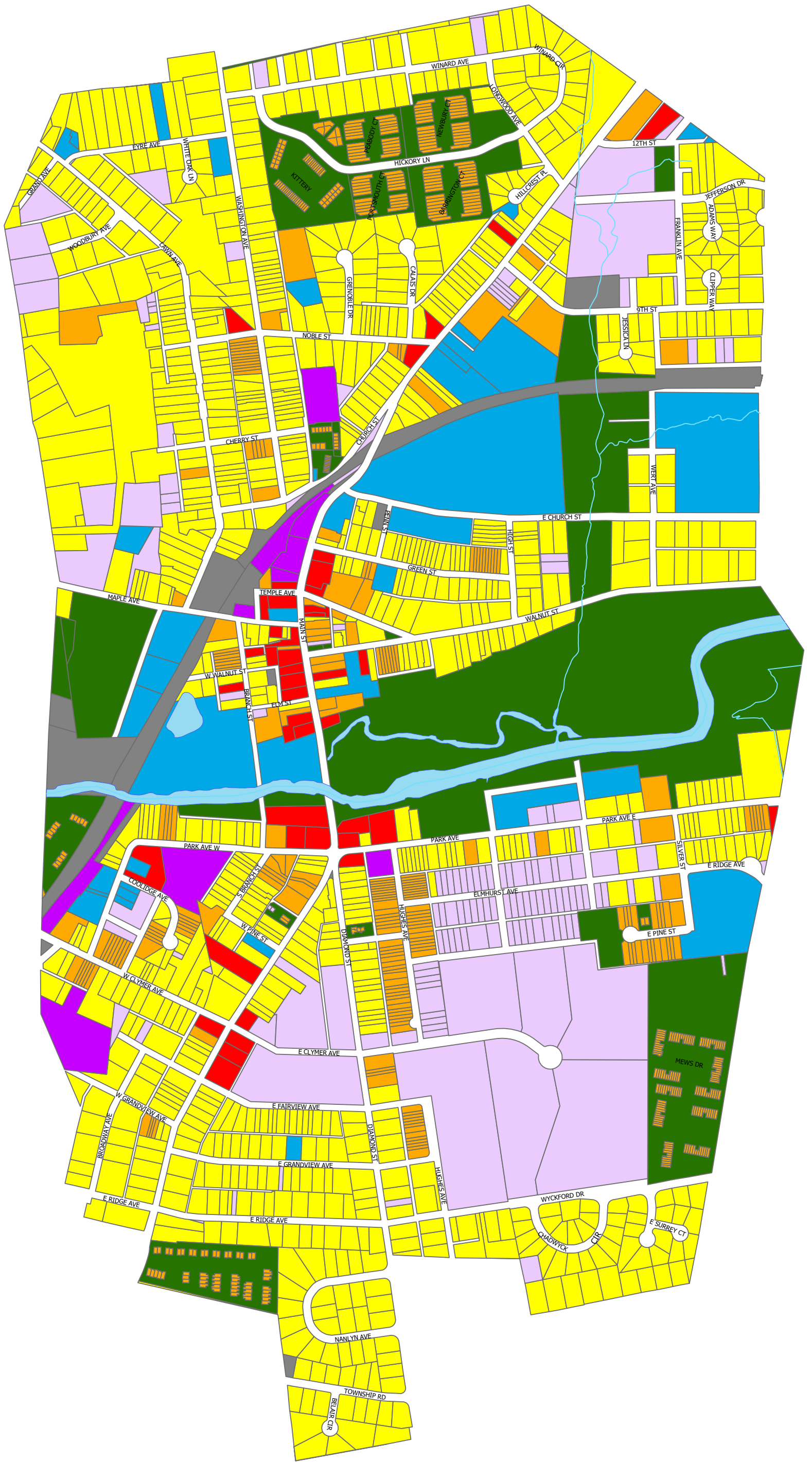
Pennridge South Middle School

Mews Dr



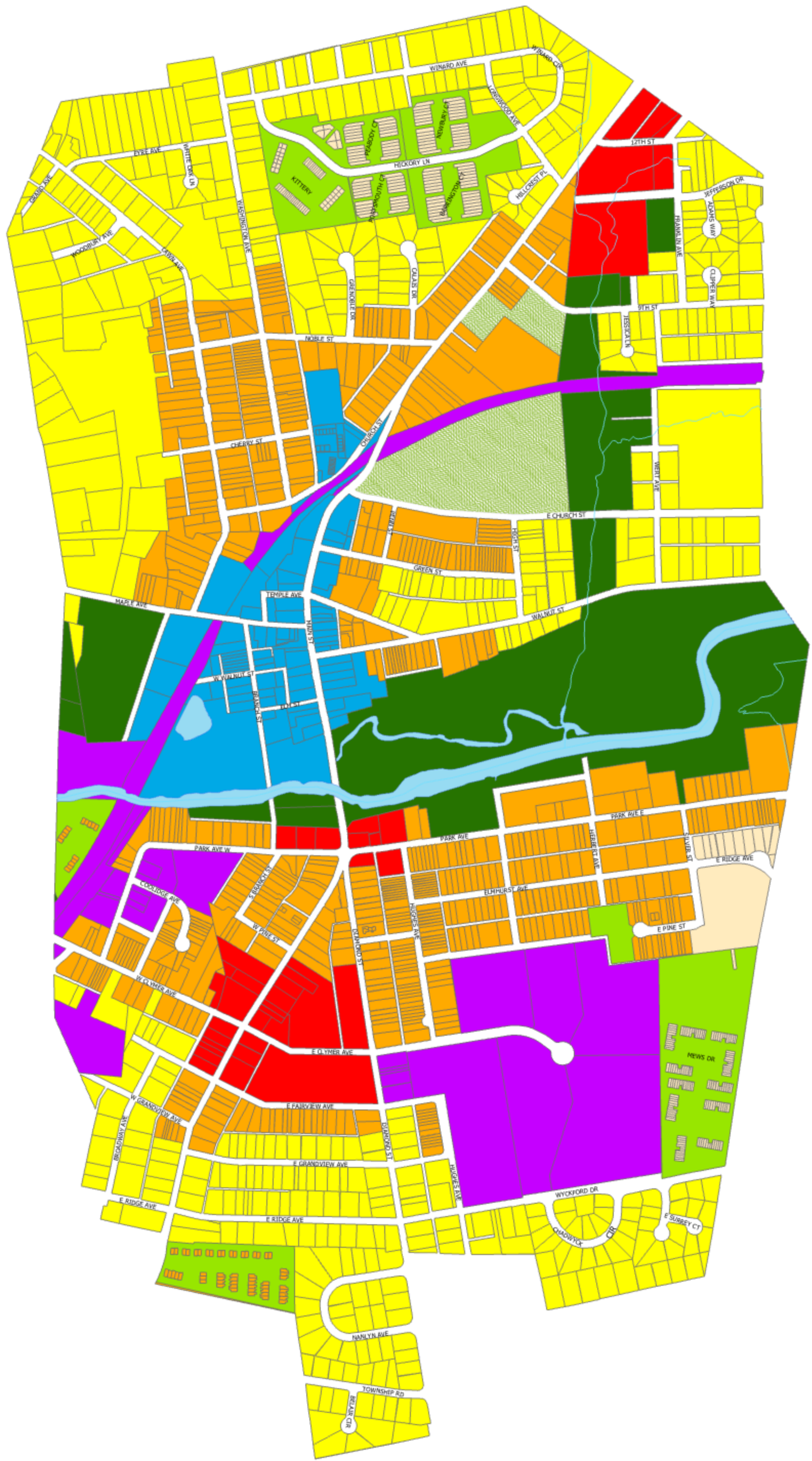
- Schools
- Grand View Hospital
- Public Works
- Pennridge Waster Water Treatment Plant
- Volunteer Fire Department
- Police Station
- Post Office
- Place of Worship
- Borough Office
- Government and Institutional
- Transportation
- Parks, Recreation and Protected Open Space

Sellersville Community Facilities Map 2



0 150 300 450 Feet

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

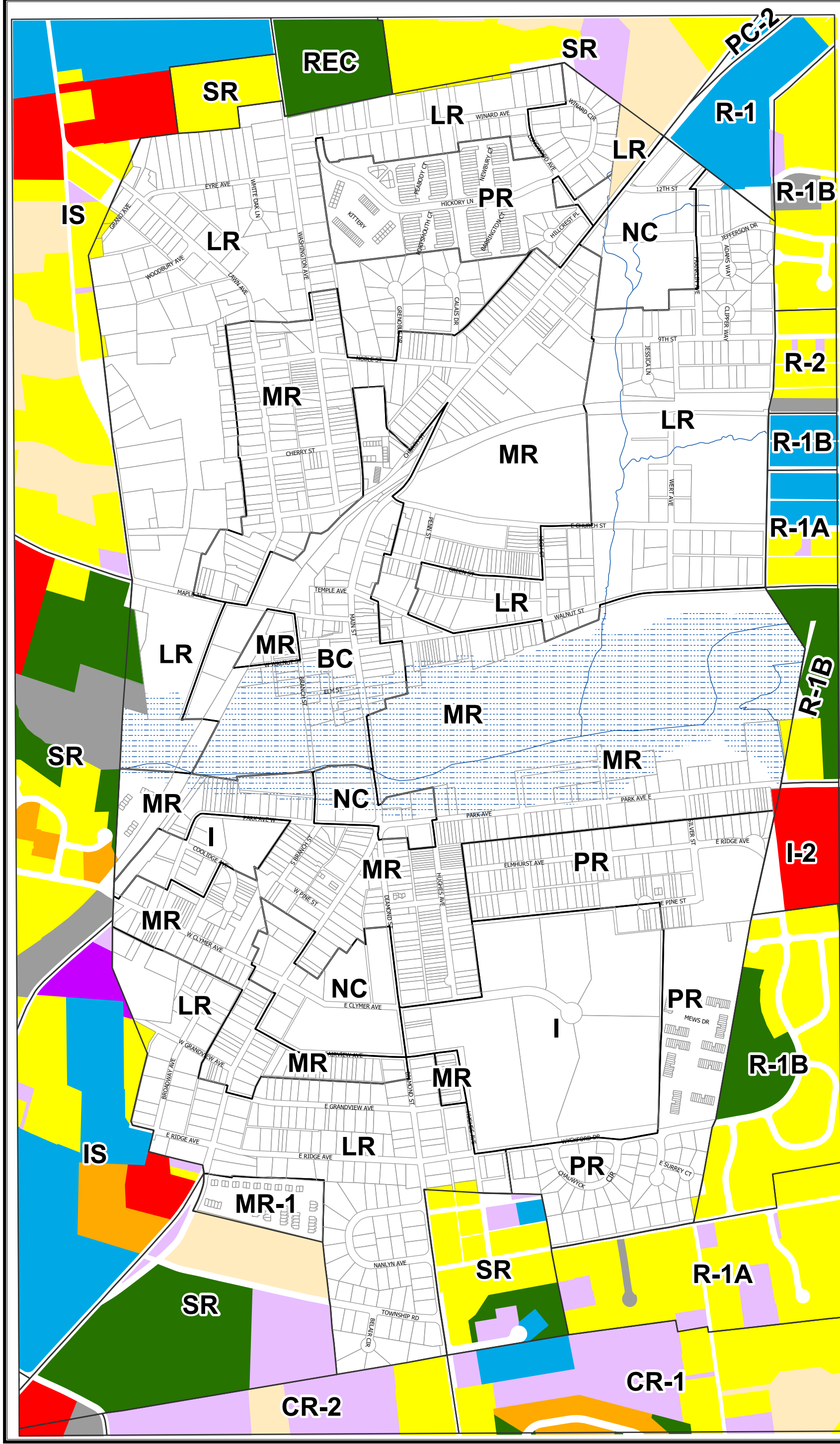


Future Land Use

Residential

- Low Density Residential
- Medium Density Residential
- High Density Residential

- Neighborhood Commercial
- Borough Core
- Industrial
- Parks, Recreation, and Protected Open Space
- Public
- Private
- Cemeteries (Private)



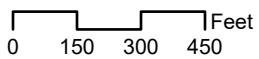
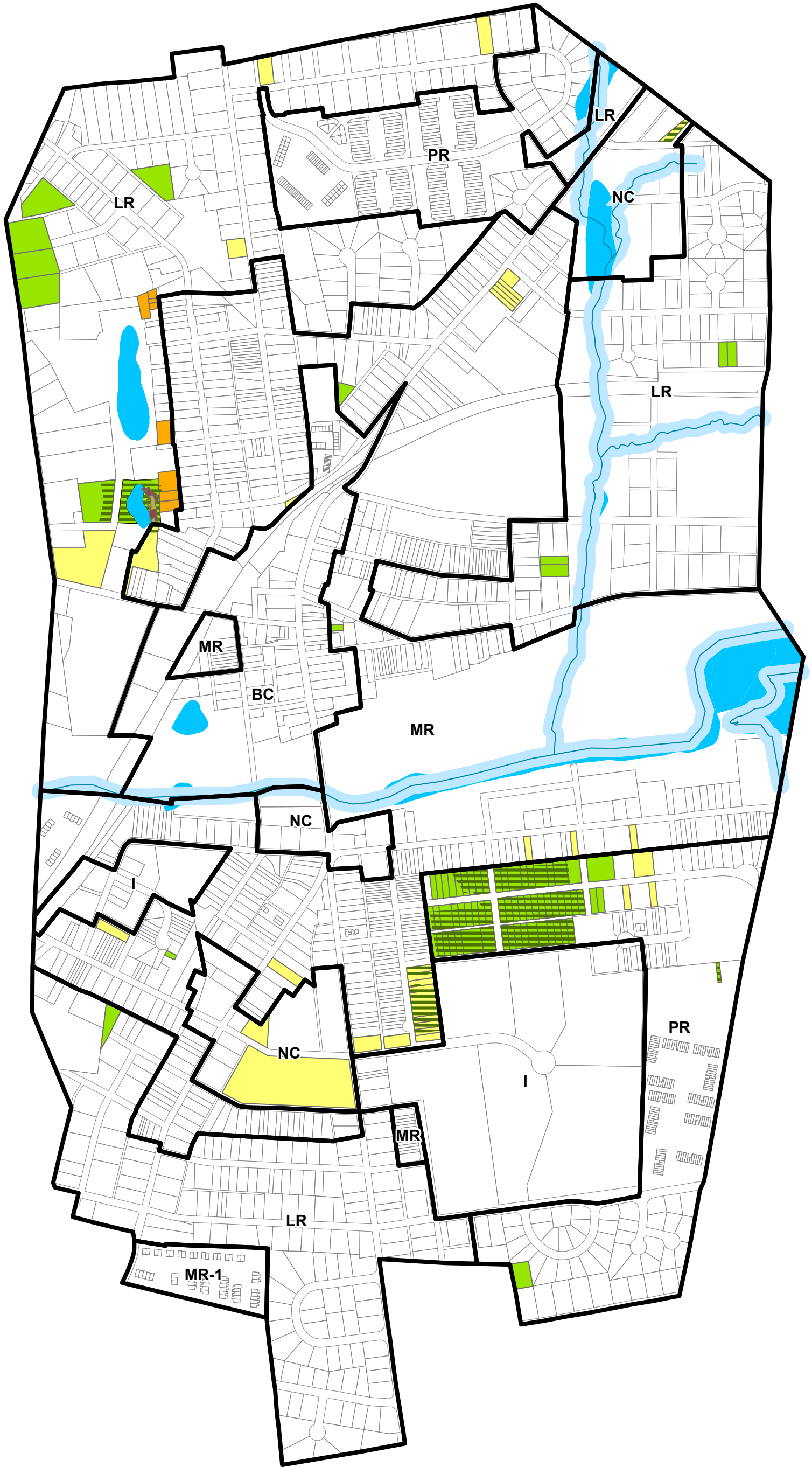
- Adjacent Zoning Districts:**
- East Rockhill Township**
 - R1 Residential
- Perkasie Borough**
- R1-A Single Family Residential
 - R1-B Single Family Residential
 - R-2 Two Family Residential
 - I2 Light Industrial
- West Rockhill Township**
- SR Suburban Residential
 - IS Institutional Service
 - REC Recreational Service
 - PC-2 Planned Commercial
- Hilltown Township**
- CR-1 Country Residential
 - CR-2 Country Residential

BCPC
Bucks County Planning Commission

0 150 300 450 Feet

Existing Land Use	Government and Institutional	FEMA 100 Year Floodplain
Single Family Residential	Commercial	Sellersville Zoning
Multifamily Residential	Transportation and Utilities	PR Planned Residential
Rural Residential	Vacant	MR Medium Density Residential
Agricultural	Parks, Recreation, and Protected Open Space	NC Neighborhood Commercial
Industrial		BC Borough Core
		LR Low Density Residential
		I Industrial
		MR-1 Multi-Family Residential

Sellersville Zoning & Land Use Map 5



- | | | |
|----------------------|---------------------|---------------------|
| Dedicated Street | Sellersville Zoning | Woodlands |
| Vacant | Streams | Slopes > 3,000 SqFt |
| Non-Dedicated Street | 50 ft buffer | 15-25 |
| Vacant | Wetland | 25+ |
| Landlocked | | |
| Vacant | | |

Sellersville Growth Analysis Map 6

