

# NAS-JRB Willow Grove Base Reuse Master Plan and Implementation Strategy

## Community Planning Charrette



Horsham Township, PA

June 10-11, 2011



# COMMUNITY DESIGN CHARRETTE

## Agenda

### 1. Review of Community Charrette Process

### 2. Community Input

- Land Use Definitions
- Issues and Concerns

### 3. Preliminary Land Use Ideas

### 4. Next Steps

### 5. Questions and Answers



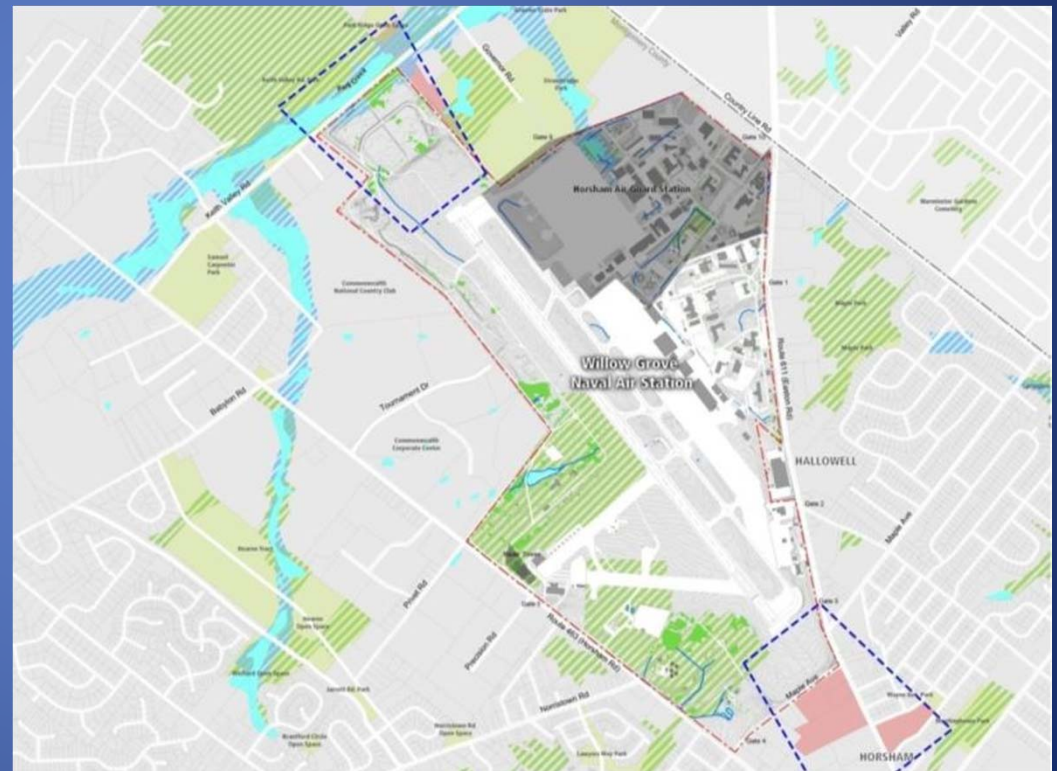
# Review of Community Charrette Process



# Definition of Land Use Elements

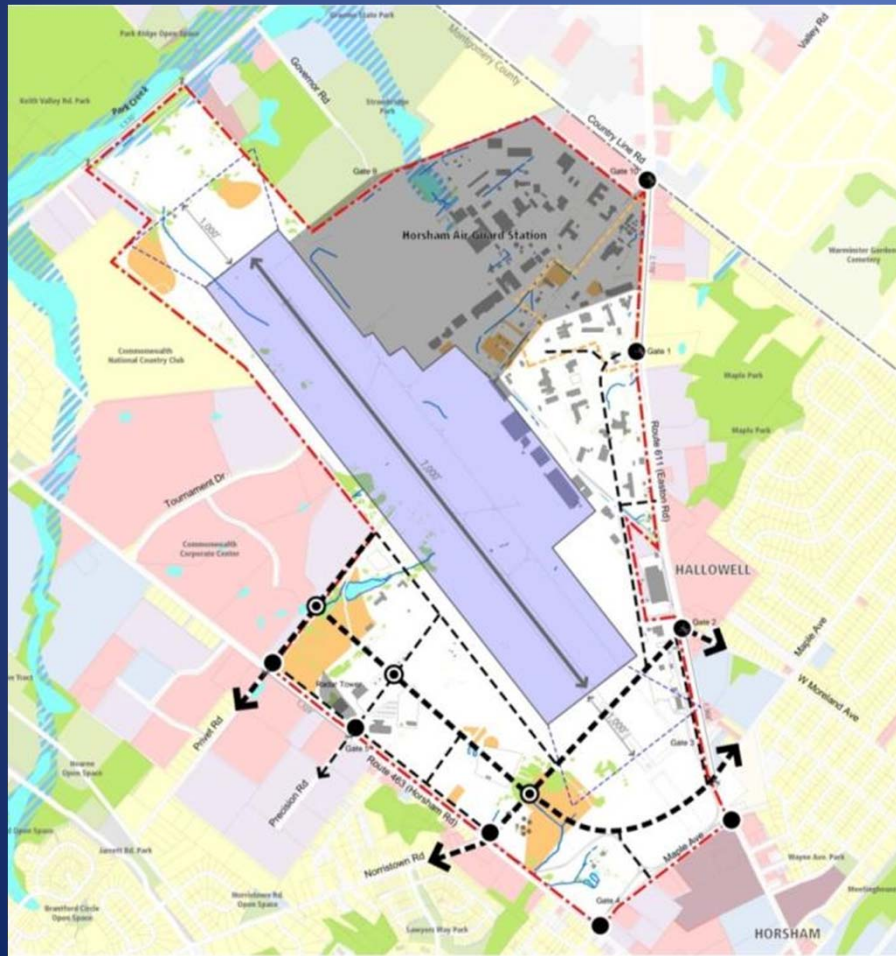
## Breakout Session Agenda

- Review Site Framework & Constraints
- Planning Exercise No. 1 – Define Employment Uses
- Planning Exercise No. 2 – Define Residential Uses
- Planning Exercise No. 3 – Define Other Supportive Uses
- Planning Exercise No. 4 - Define Open Space & Recreation Needs

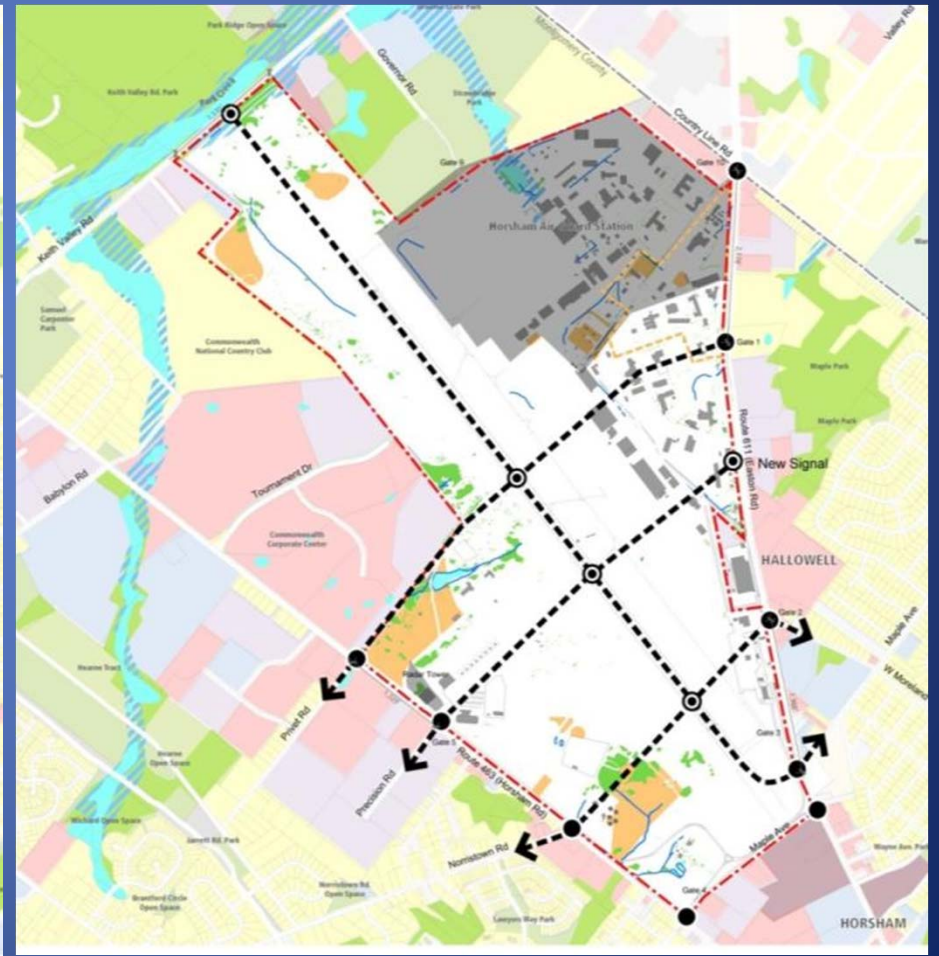




# Airport Plan



# Non-Airport Plan



- 270 people attended the afternoon session
- 248 people attended the night session

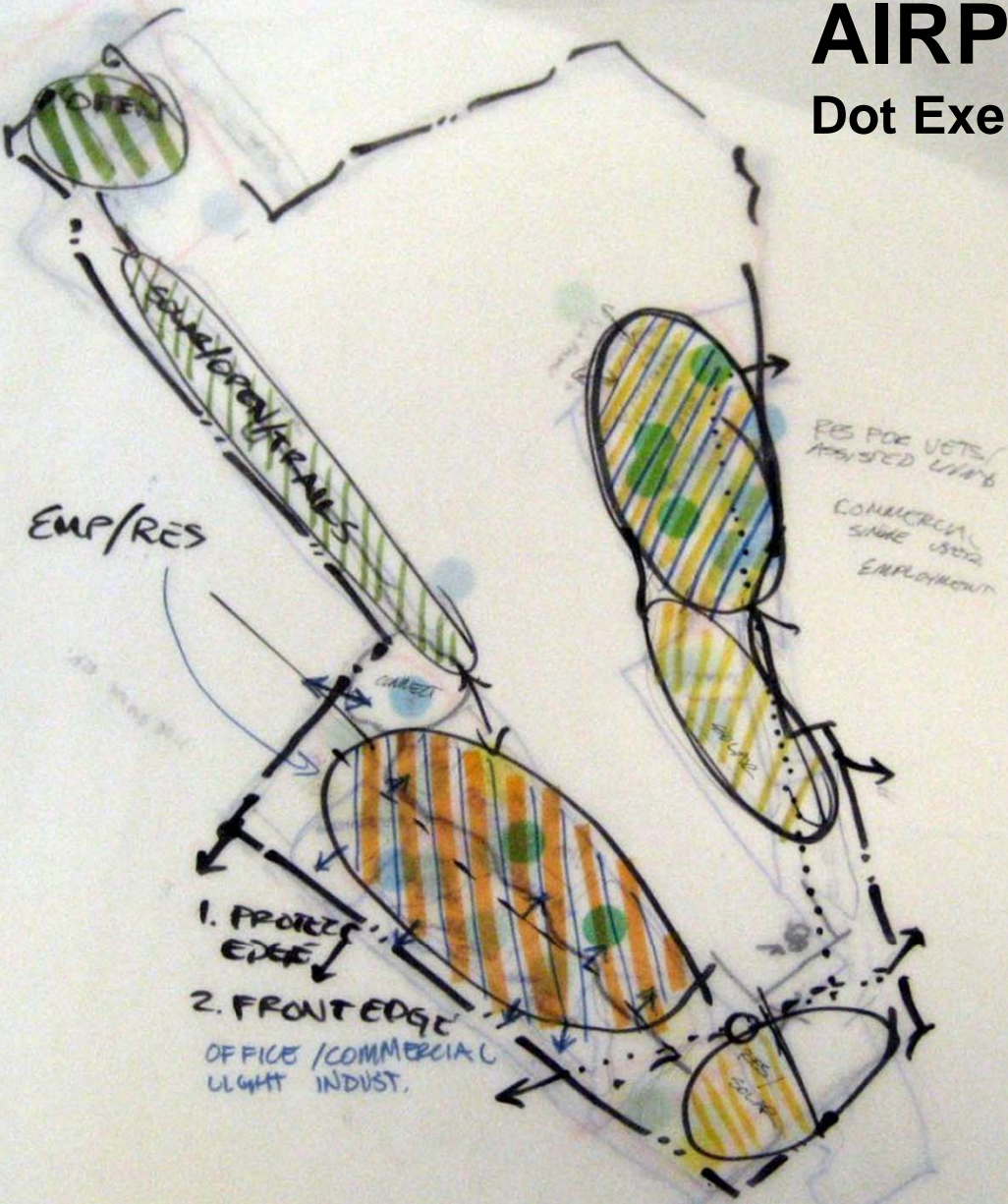
Redevelopment Plan  
Design Charrette Process





# AIRPORT PLAN

## Dot Exercise





# NON-AIRPORT PLAN

Dot Exercise

OFFICE  
OPEN SPACE  
RESIDENTIAL  
ENTERTAINMENT

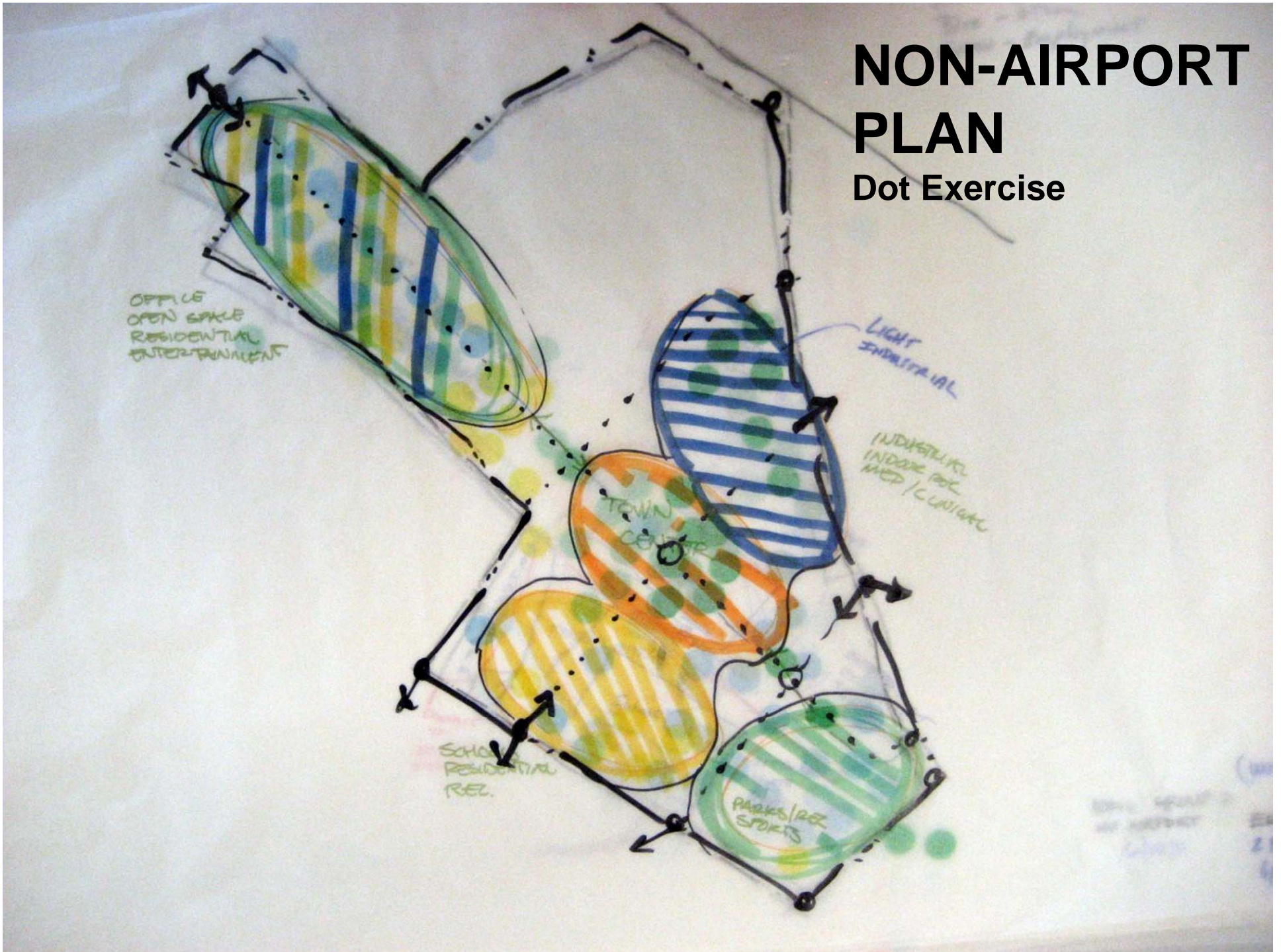
LIGHT  
INDUSTRIAL

INDUSTRIAL  
INDOOR REZ.  
MED / CULTURAL

TOWN  
CENTRE

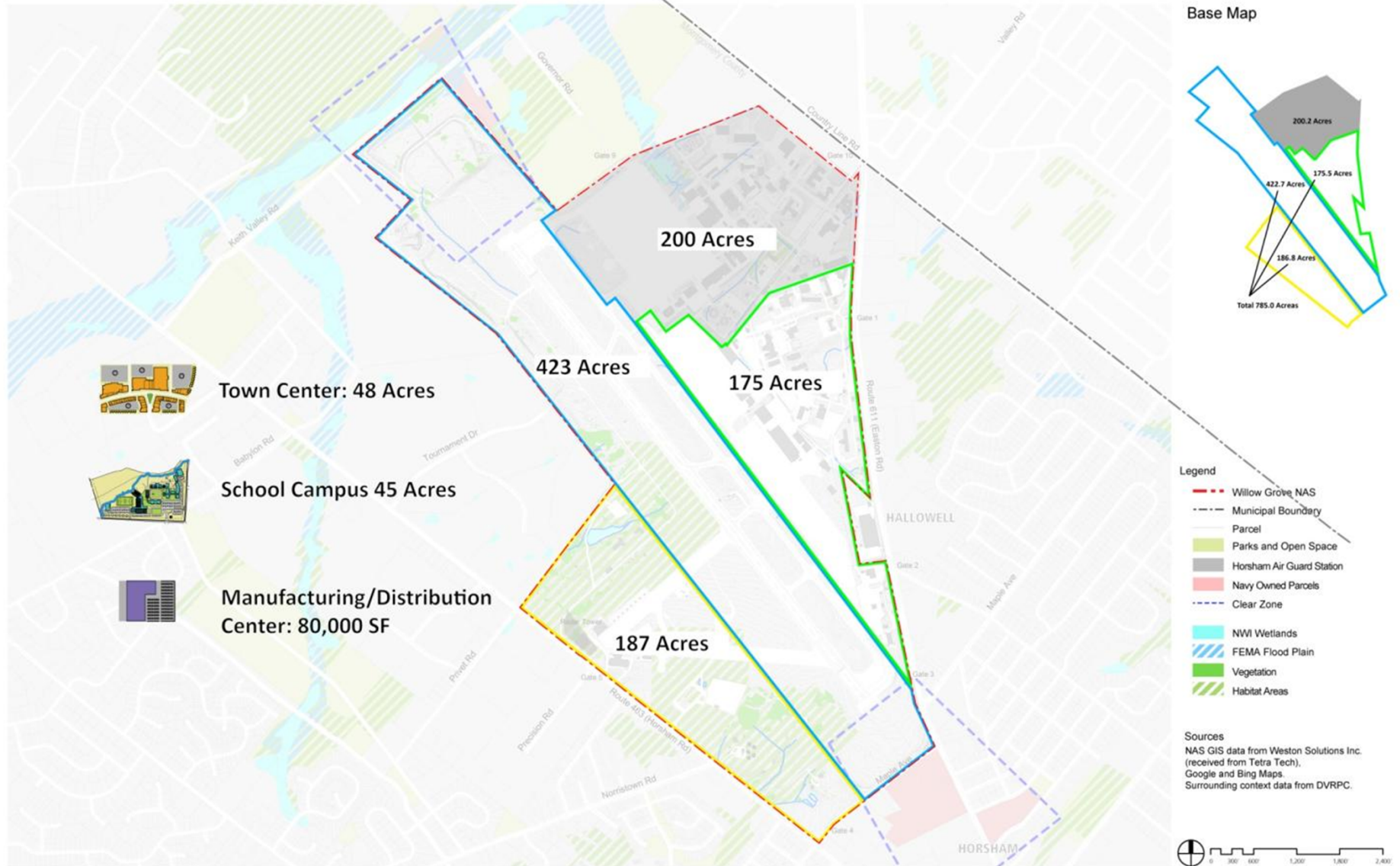
SCHO  
RESIDENTIAL  
REZ.

PARKS/REZ  
SPORTS





# Redevelopment Plan Acreage Comparison



# Community Input





## Town Center:

- ❖ Sense of place and community or Main Street for Horsham
- ❖ Unique identity that draws on Horsham's heritage
- ❖ Mixed uses: retail, residential, entertainment
- ❖ Open space and pedestrian-friendly
- ❖ 2 x 3 block area
- ❖ Limit to 4 stories
- ❖ Compatibility with airport scenario?



## Office Space:

- ❖ Higher-wage jobs
- ❖ Science/technology, green technology
- ❖ Corporate/regional headquarters
- ❖ University partnership with R&D
- ❖ Meeting/conference facilities



Community Input on Land Uses:  
**Employment** (cont'd)

**Commercial / Light Industrial:**

- ❖ Clean manufacturing, 'Green' industries
- ❖ Pharmaceuticals, Cyber, IT, R&D
- ❖ Military/defense contracting
- ❖ Large users
- ❖ Market driven mix/diversity

**Retail:**

- ❖ No strip malls, no big box development
- ❖ Unique and integrated mix of shops, convenience, restaurants, entertainment

**Others:**

- ❖ Medical offices, hospital, clinics, elderly care, social services
- ❖ Satellite university/college campus
- ❖ Expo center/conference center





## **Residential:**

- ❖ Affordable senior housing
- ❖ 55+ communities
- ❖ Subsidized housing for veterans (small scale)
- ❖ Assisted living, CCRCs
- ❖ No high density
- ❖ Mix of single family and other
- ❖ Walkable communities tied to open space
- ❖ Sensitive to the impacts on the school district
- ❖ Low to medium density  
“garden –style” units
- ❖ Limit large-lot estate homes
- ❖ Build traditional neighborhoods
- ❖ Compatibility with airport scenario





## **Other Uses:**

- ❖ Cultural/performing arts center
- ❖ Outdoor amphitheater
- ❖ Museum or memorial:  
Navy/aviation heritage
- ❖ Multi-purpose community center, meeting space
- ❖ Regional athletic, gymnasium, and swimming center
- ❖ Indoor/outdoor theme park or water park
- ❖ Family entertainment center: theater, bowling
- ❖ Elementary/middle schools
- ❖ YMCA and other community recreational uses
- ❖ Police/fire training facilities
- ❖ Renewable energy: Solar, wind, natural gas
- ❖ Minor league baseball stadium
- ❖ Churches
- ❖ Link to train station from Town Center



## **Open Space / Recreation:**

- ❖ Build on Horsham's excellent park system
- ❖ Integrated hiking/biking and exercise trails
- ❖ Lighted athletic fields with parking and seating
- ❖ Preserve natural areas and establish buffers
- ❖ Picnic areas within parks
- ❖ Integrate open space within development toward destinations
- ❖ Township pool
- ❖ Bocce, tennis, frisbee golf, volleyball
- ❖ Manmade reservoir or lake
- ❖ Campgrounds
- ❖ Teen center/skate park
- ❖ Bike lanes within roadway network
- ❖ Community-supported agriculture/farming
- ❖ Storm water management



# ISSUES/CONCERNS

## Land Use

- Who cleans up contaminated land and to what level?
- What are the tax implications of the various land uses?
- What are the traffic implications?
- Will the proposed uses be economically feasible?
- Market analysis/Development phasing
- What will the land cost?



# ISSUES/CONCERNS

## BRAC Process

- Who makes final decision for the land?
- Who will finance, demolish and develop the project?
- What is the timing of the redevelopment?  
When will construction start?
- What control will Horsham have over an airport? Can future airport uses be regulated?
- Can more NOI's be submitted?
- Can the Reuse Plan be changed?
- Can the Navy reject the Reuse Plan?

# OTHER OBSERVATIONS

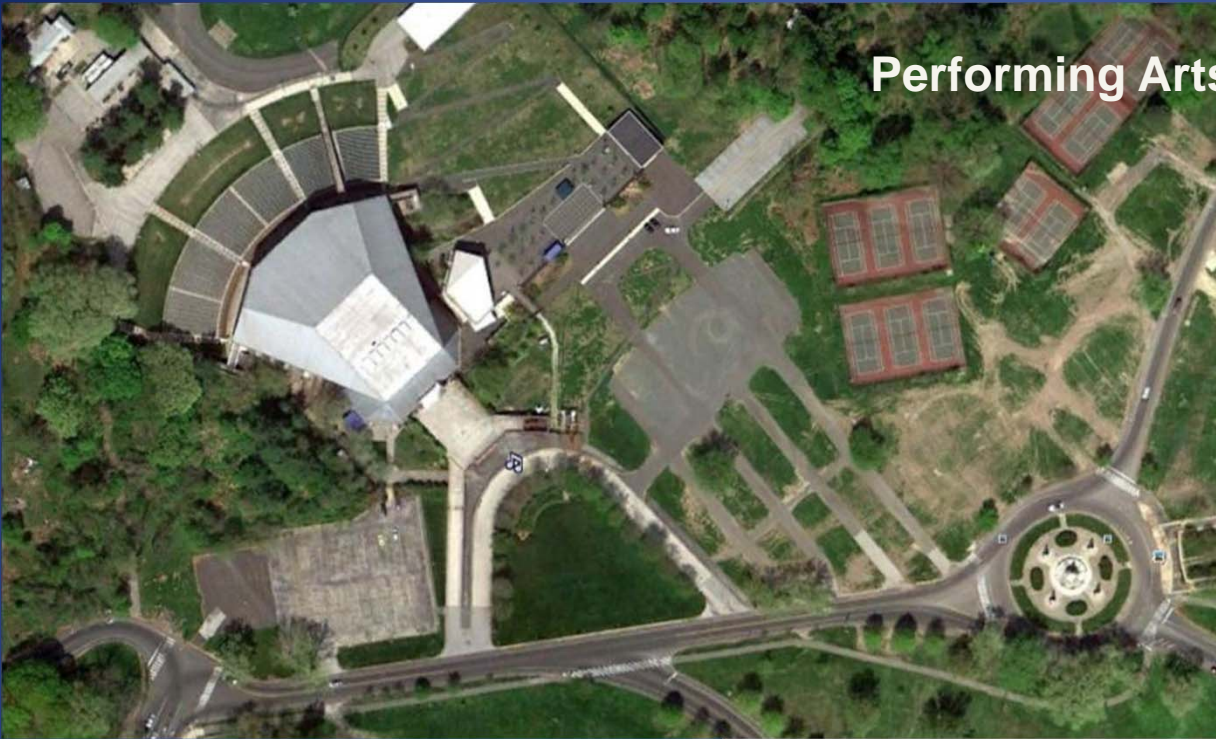
- **Balanced design plan**
- **Be Unique – create a sense of place**
- **Economic diversity is critical**
- **Size and design of Town Center should meet local needs**
- **Plan should reflect the needs of our children**



# Preliminary Land Use Ideas

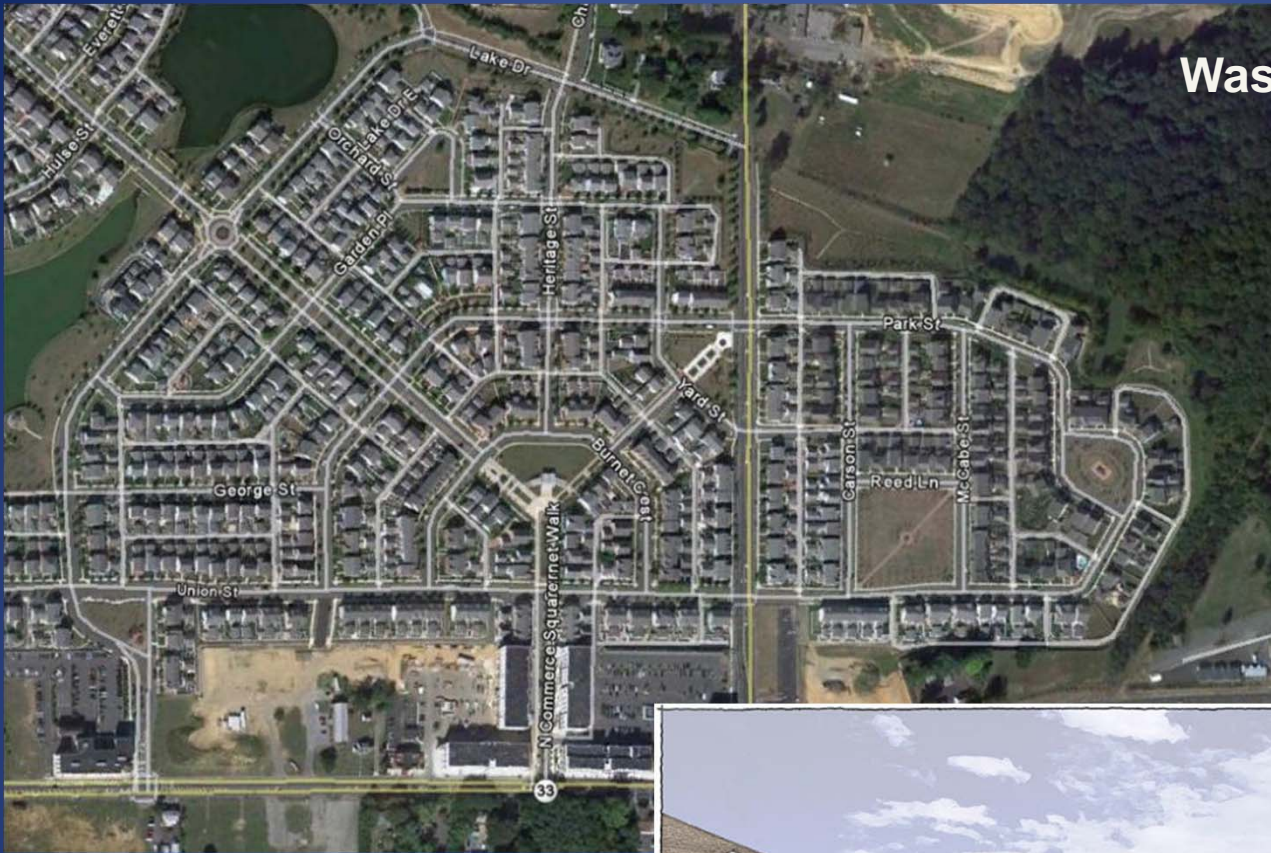


Land Use Ideas: Examples  
**Performing Arts Center (Mann Center)**



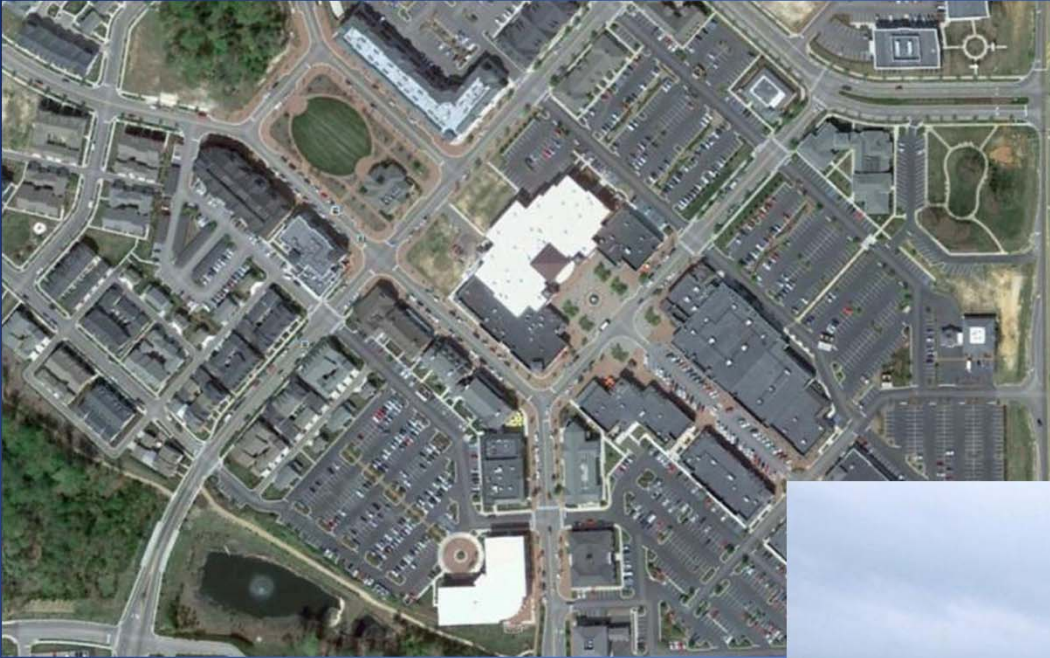


Land Use Ideas: Examples  
**Washington Town Center**





Land Use Ideas: Examples  
**Williamsburg Town Center**





Land Use Ideas: Examples  
**Ann's Choice Senior Living - Warminster**





Land Use Ideas: Examples  
Family Recreation Center - Arnolds

**Black Light MiniGolf**

500 Points Per Person Per Game



Click Here to go to the Mini-Golf Page

**Duck-Pin Bowling**

400 Points Per Person Per Game



combines the elements of fun, large, competitive activity for all and good times

**Laser Tag**

Action-Packed Fun!

Ages 6 and up  
800 Points Per Person Per Game

Phaser Force is our unique, interactive

La  
in



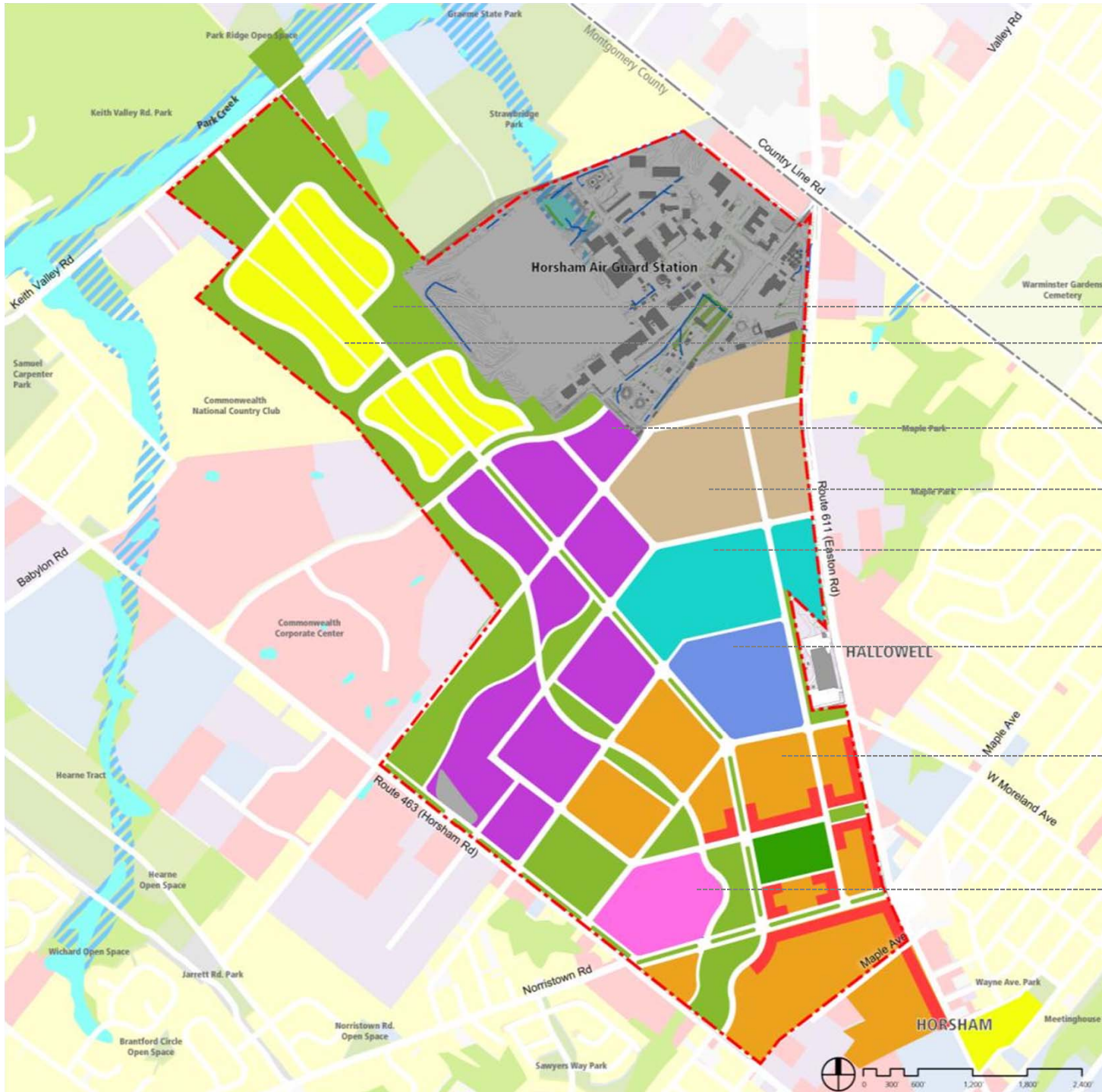
**Bounce**  
800 Points

Arnold's amazing, interactive Bounce Zone features three giant inflatable creative play areas with slides, tunnels, a "rock climb" and an obstacle course, all providing hours of fun.

Ages 3 to 10, Max. Height 54", socks required, closes at 8pm



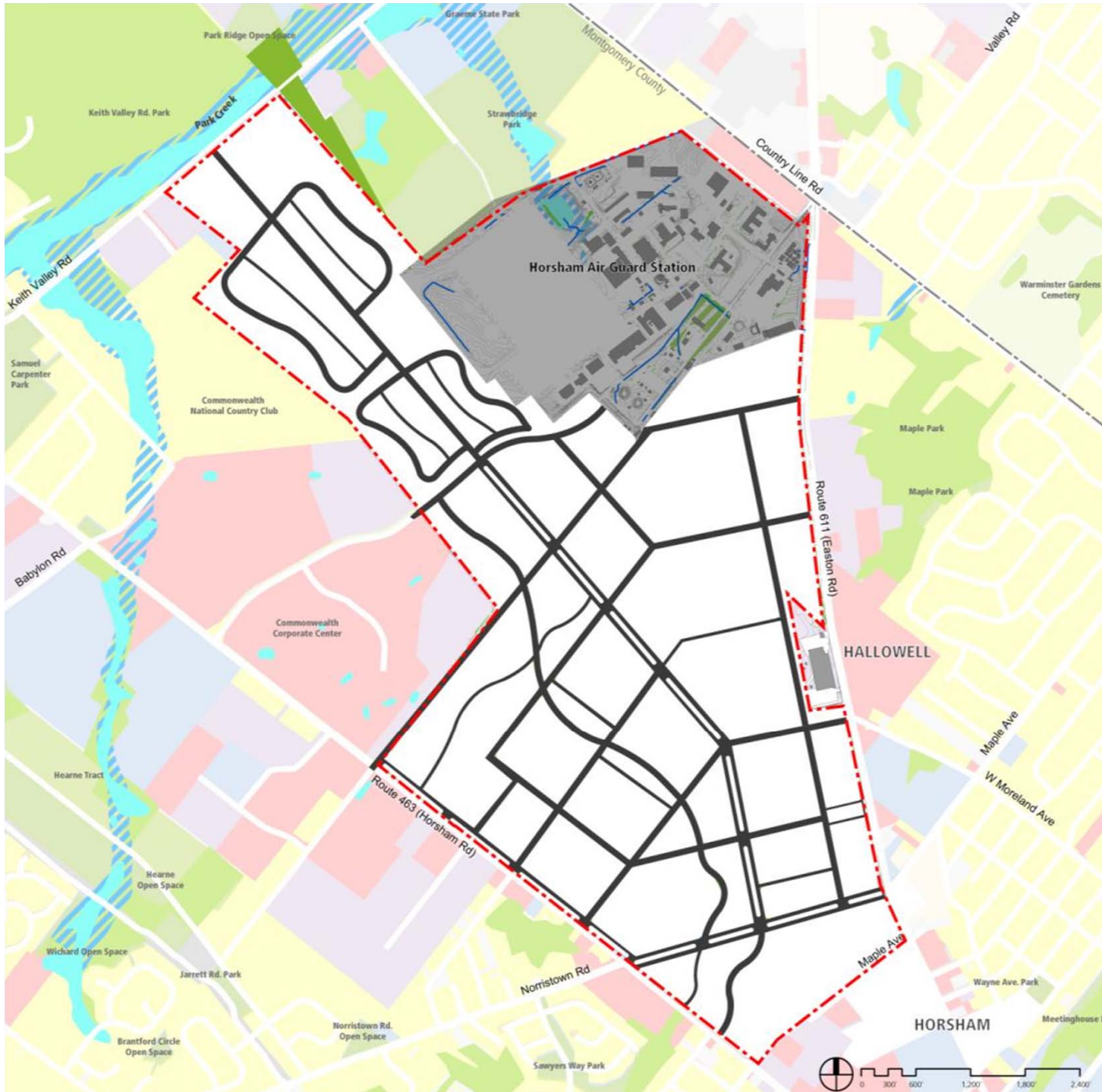




**Preliminary Land Use Idea**

**611 Town Center**

- Open Space
- Residential
- Research & Development
- Green - Light Industrial
- Institutional
- Educational Campus
- Mixed-Use Town Center
- Performing Arts Center



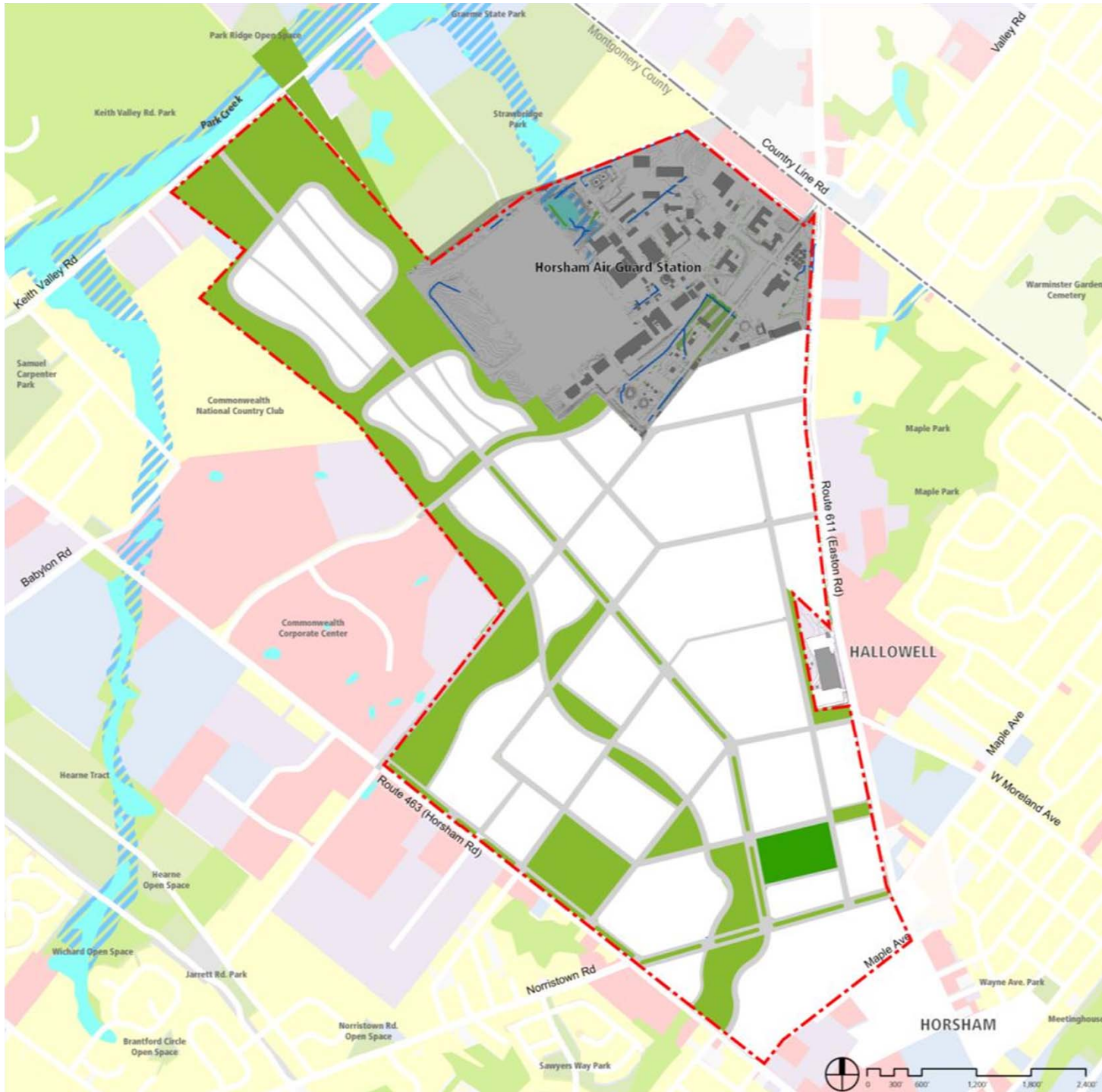
# Preliminary Land Use Idea

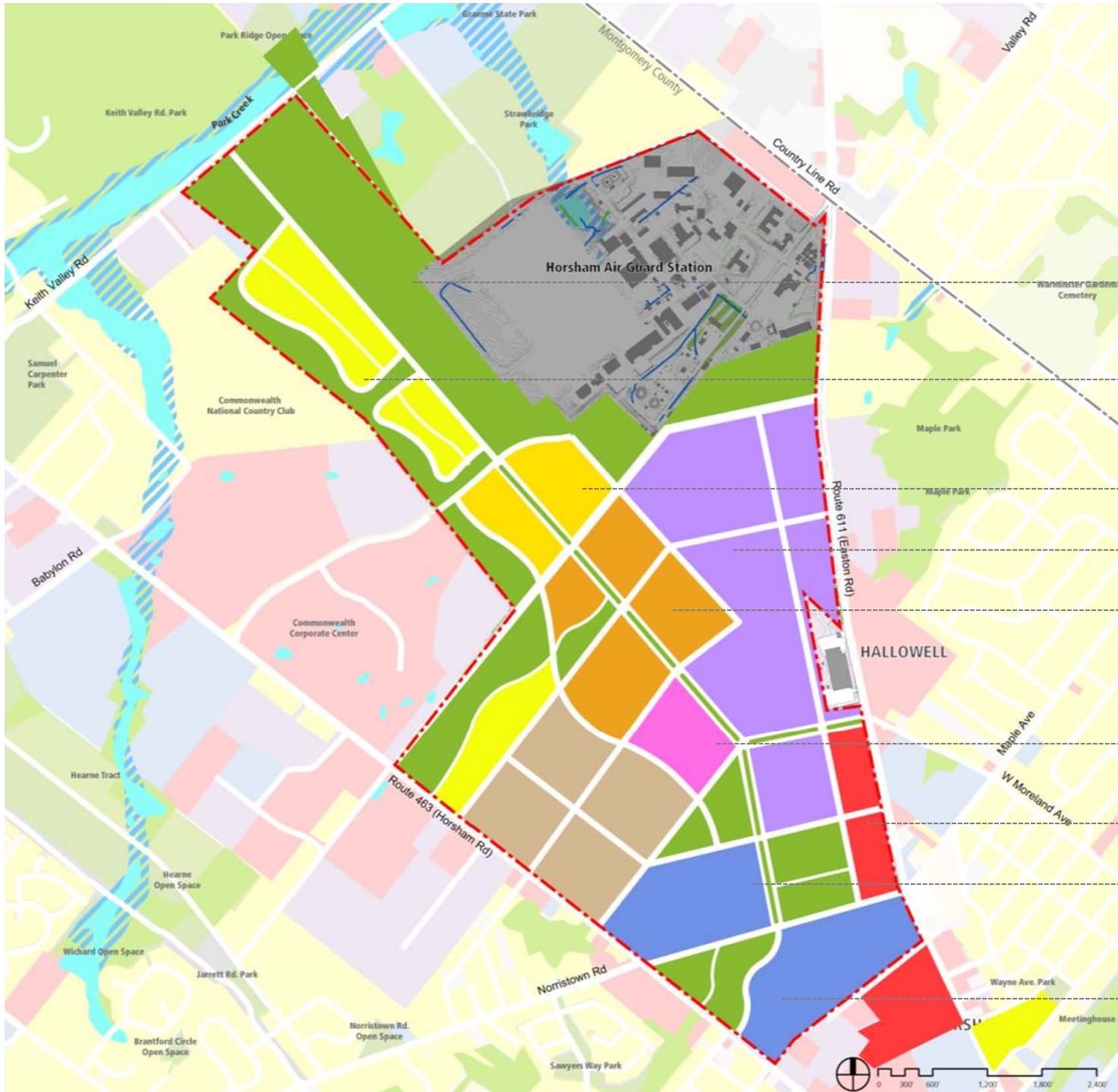
## 611 Town Center Street Network



Preliminary Land Use  
Concept

611  
Town Center  
Open Space  
Network





Preliminary Land Use Idea

**Central Town Center**

Community Agriculture  
Open Space / Supporting  
Uses

Residential

Senior housing

Corporate Headquarters

Mixed-Use Town Center

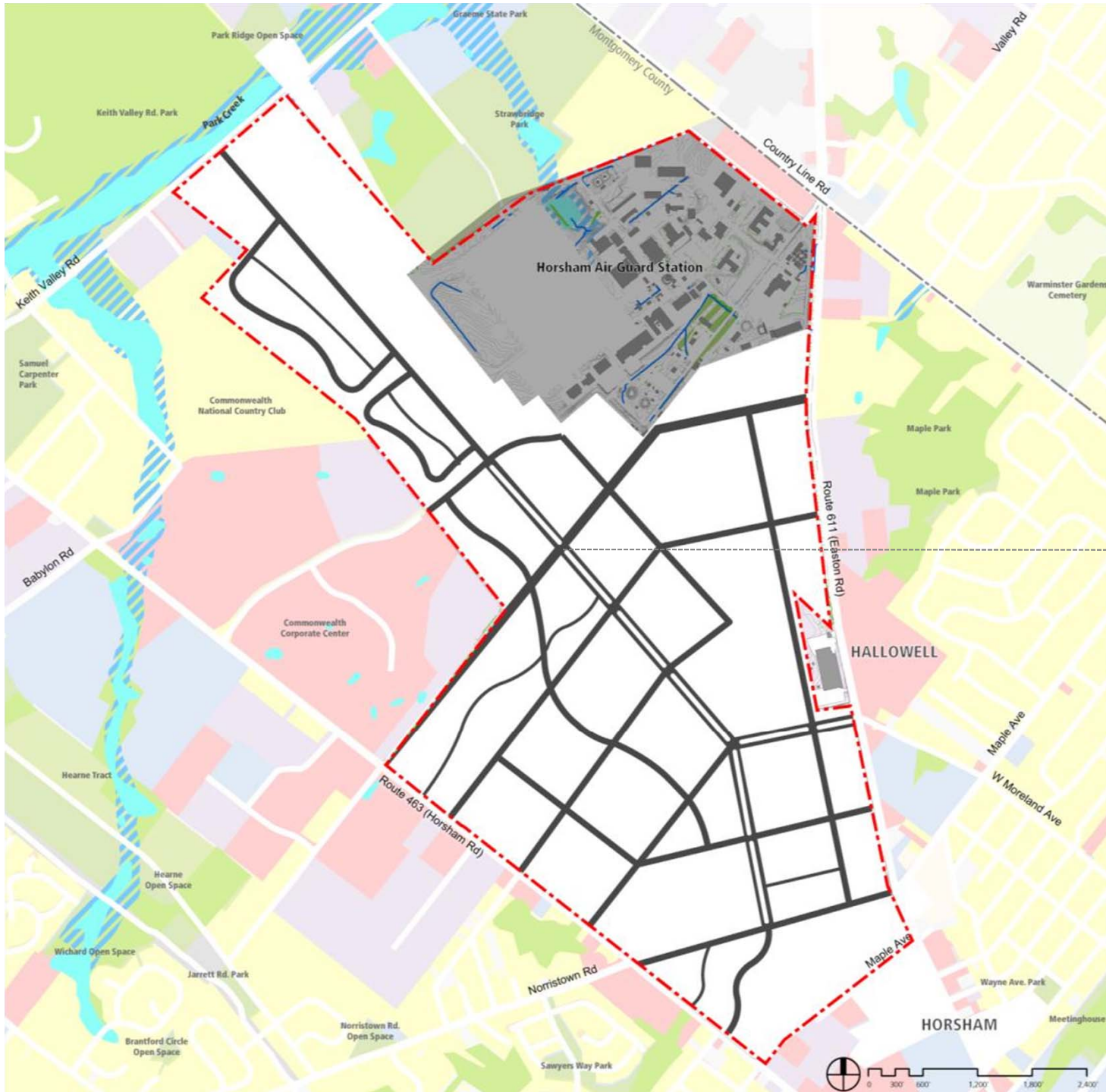
Performing  
Arts Center

Commercial

Educational Campus

Medical Related Office /  
Institutional

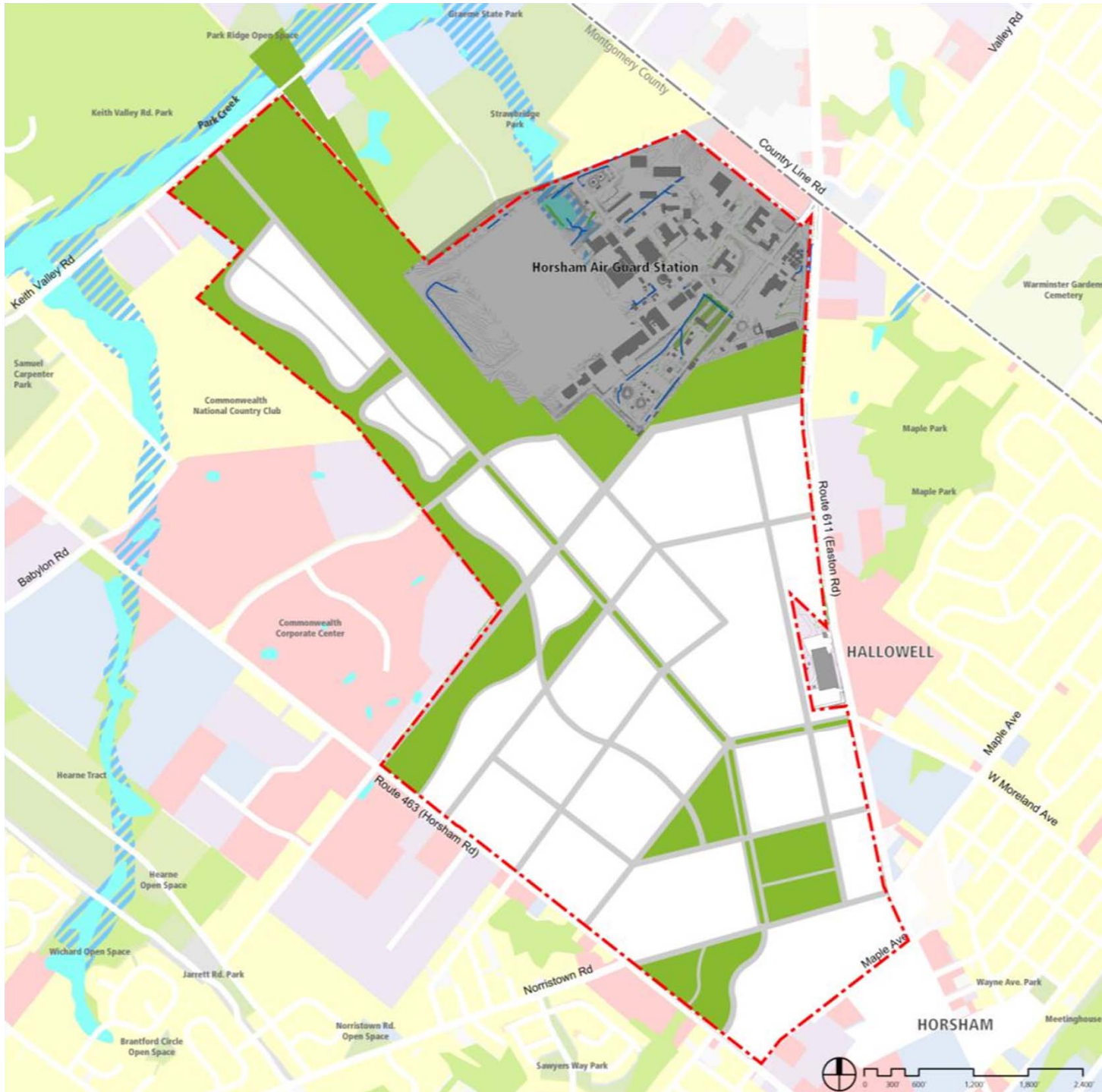




Preliminary Land Use  
Idea

**Central  
Town Center  
Street Network**

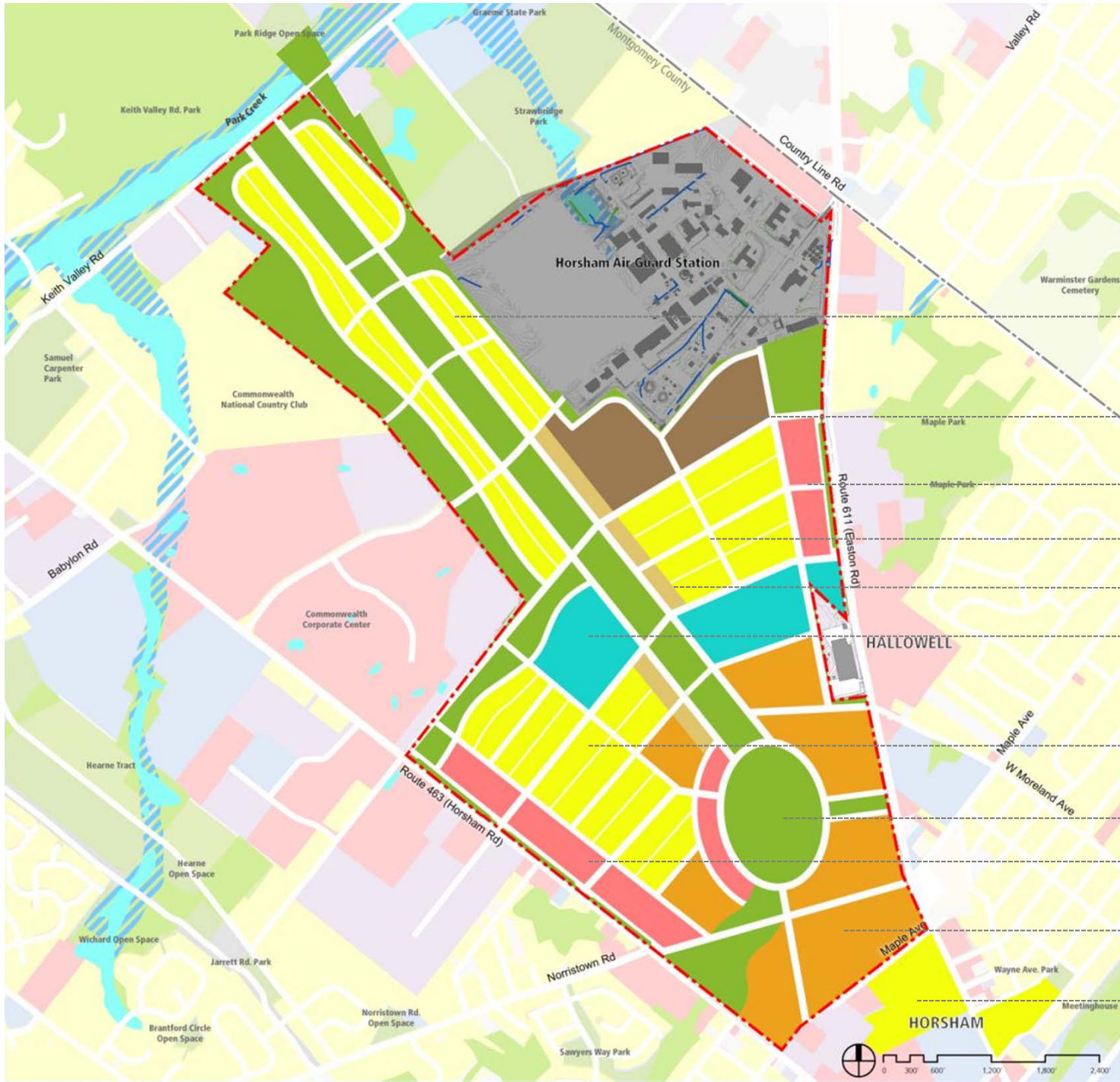
Green Boulevard



Preliminary Land Use  
Idea

**Central  
Town Center  
Open Space  
Network**





Preliminary Land Use Idea

**Central Park Neighborhood**

Residential

Green Innovation

Retail

Residential

Townhomes

Institutional /  
Public Schools

Residential

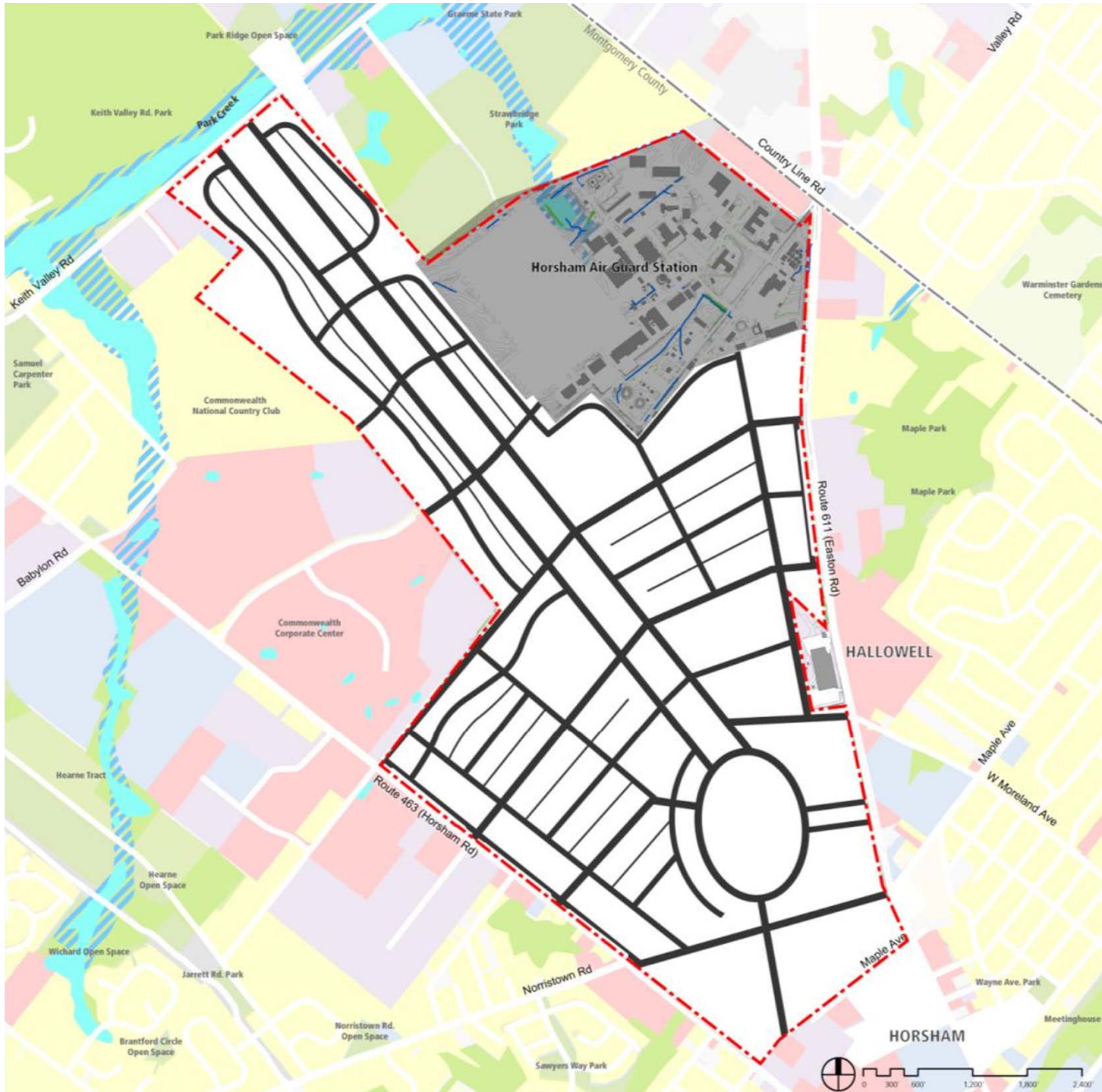
Central Park

Retail

Town Center /  
Senior Housing

Residential



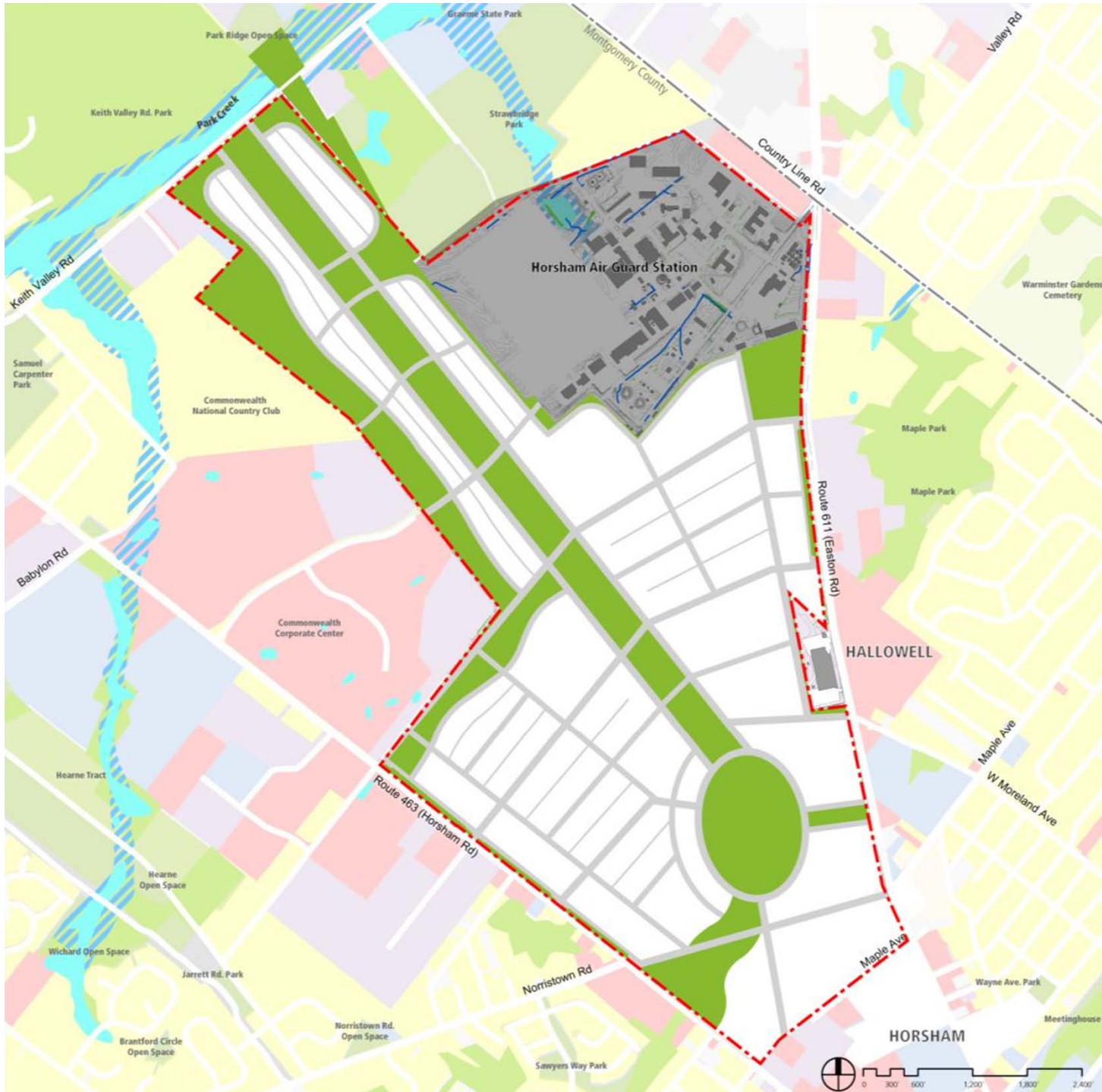


Preliminary Land Use  
Idea

Central  
Park Neighborhood

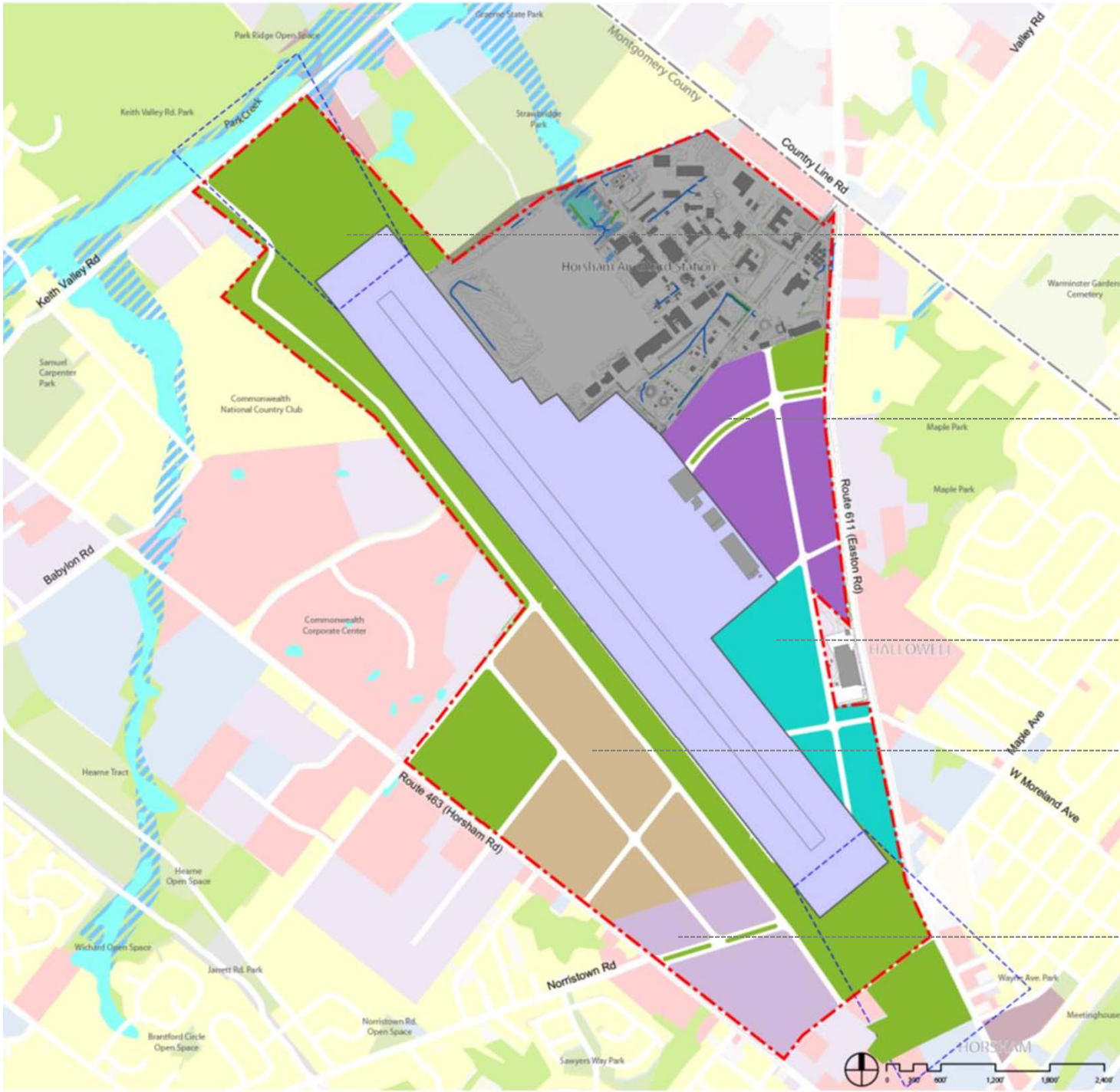
Street Network





Preliminary Land Use  
Idea

**Central  
Park Neighborhood  
Open Space  
Network**



Preliminary Land Use Idea

**Airport Employment**

Open Space

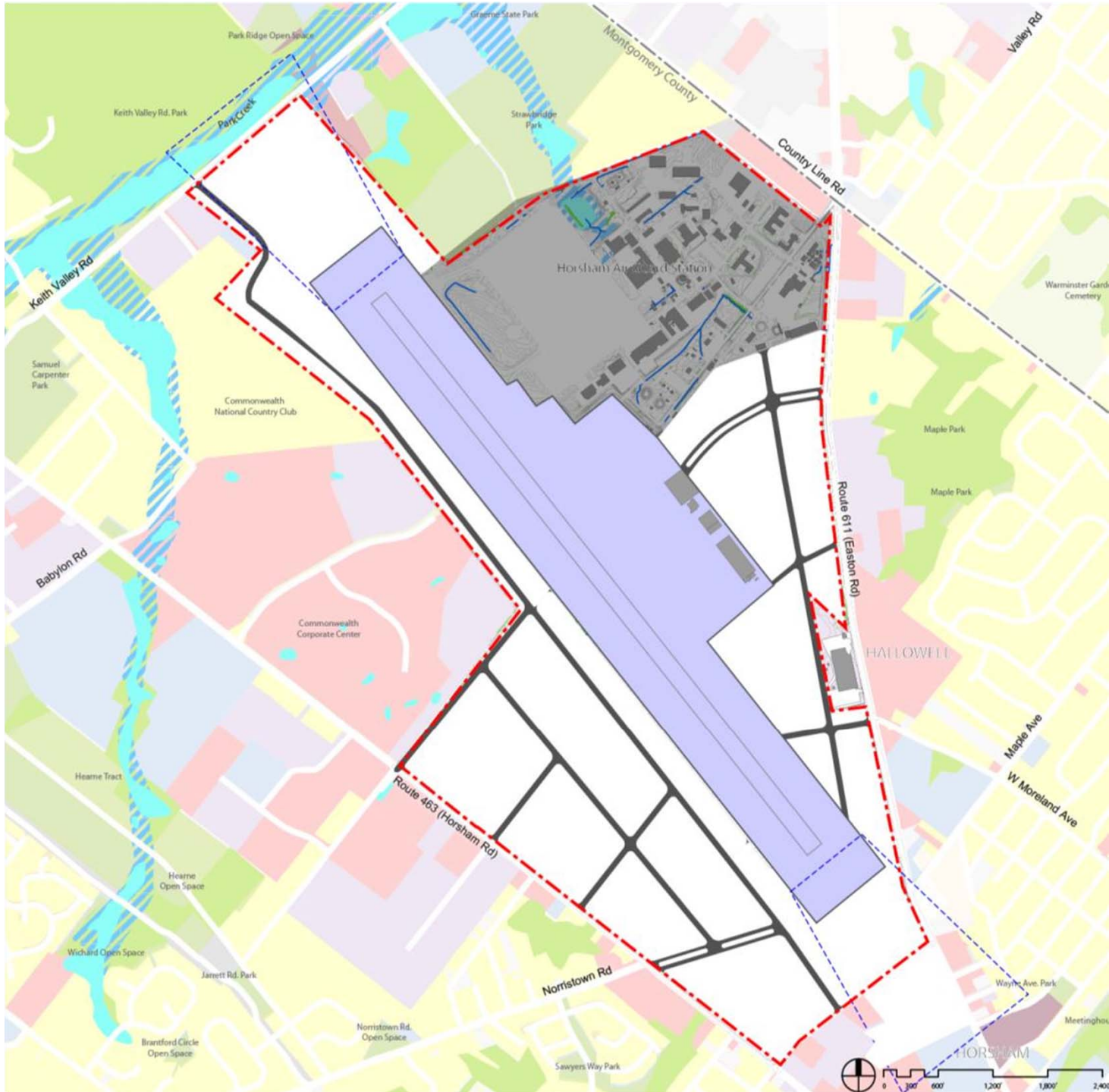
Office Park

Institutional / Medical

Green Innovation Industry

Warehouse / Distribution

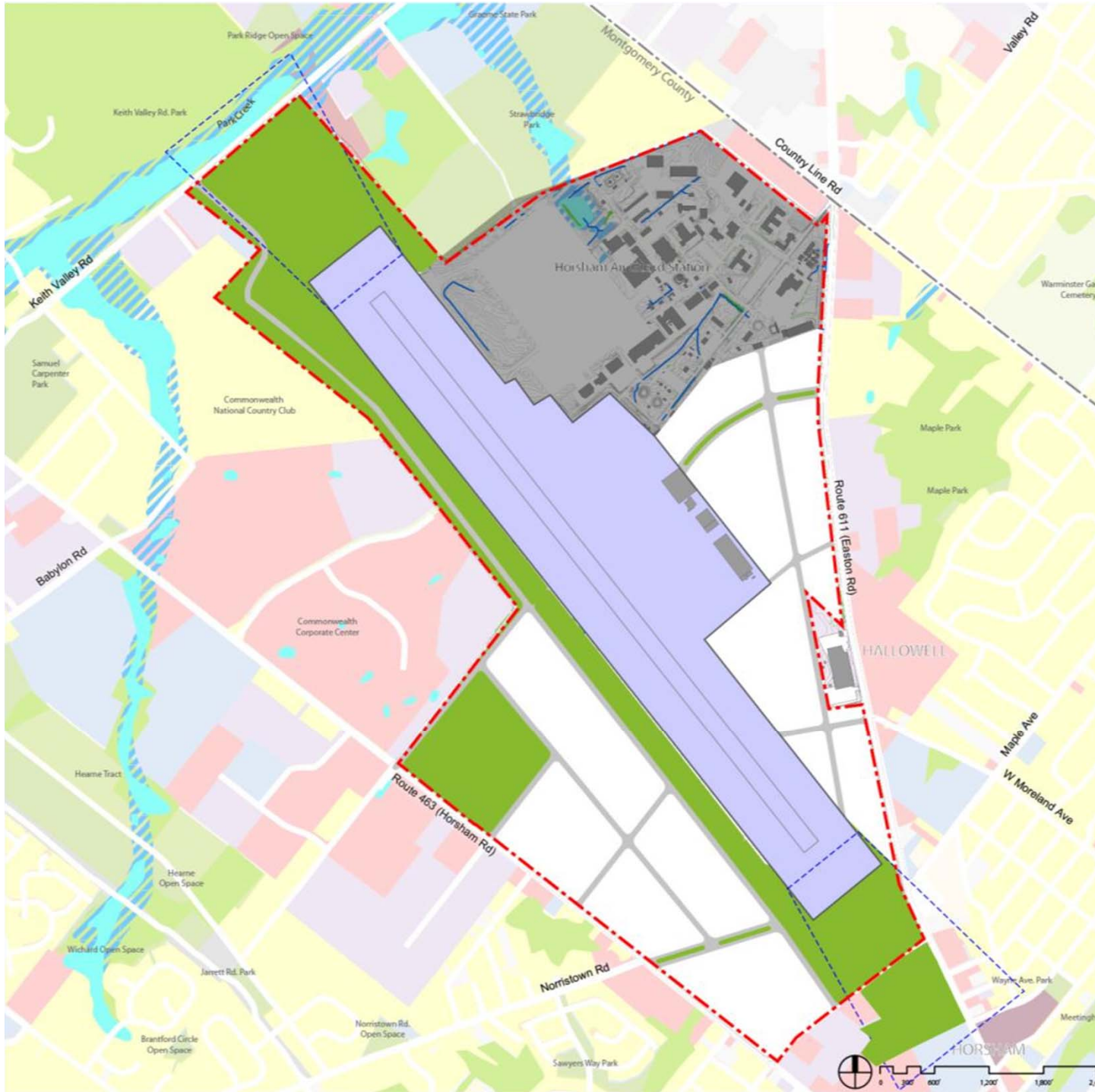




Preliminary Land Use  
Idea

Airport Employment

Street Network

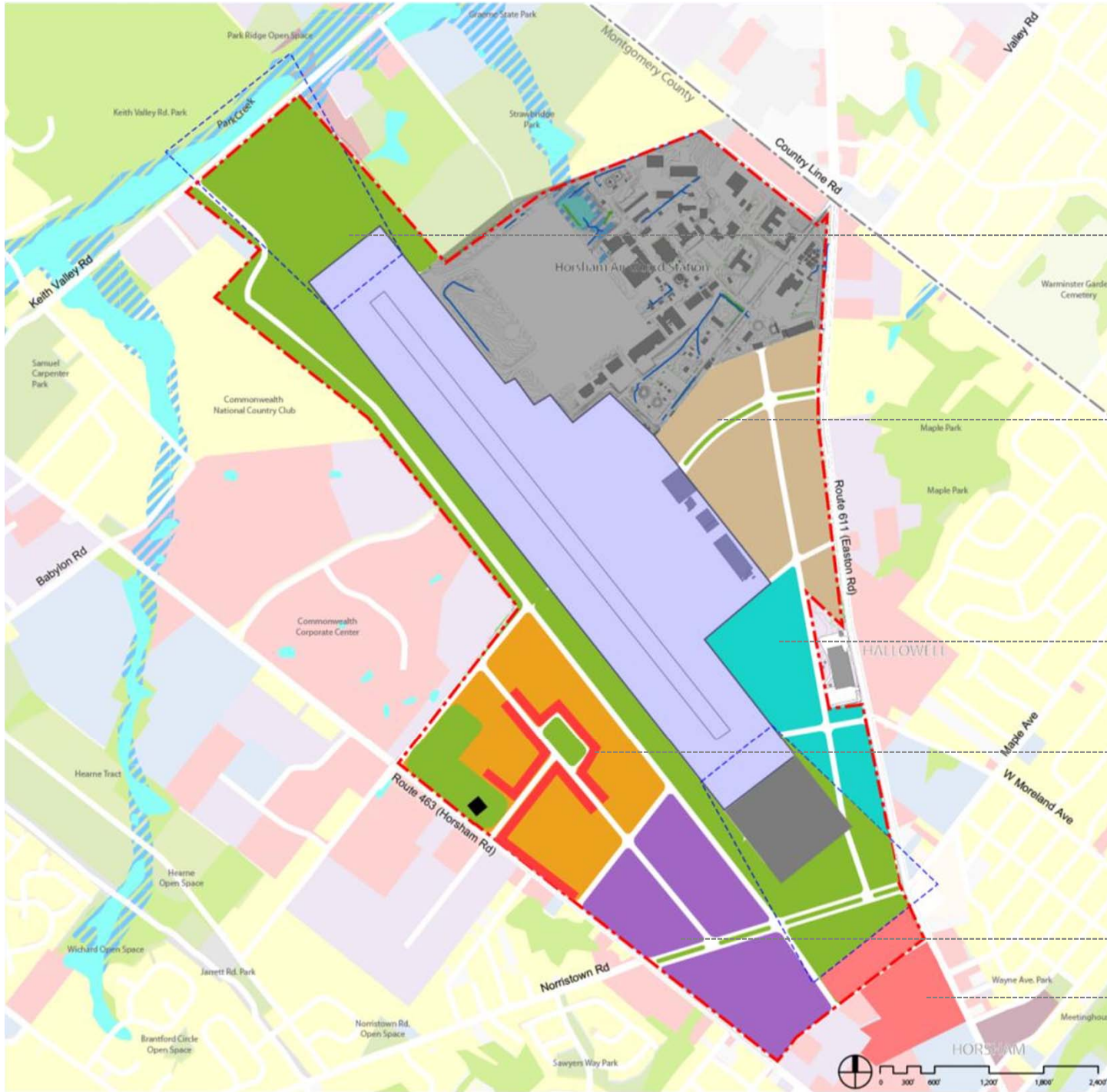


Preliminary Land Use  
Idea

Airport Employment

Open Space  
Network





Preliminary Land Use  
Idea

**Airport Town Center**

Open Space

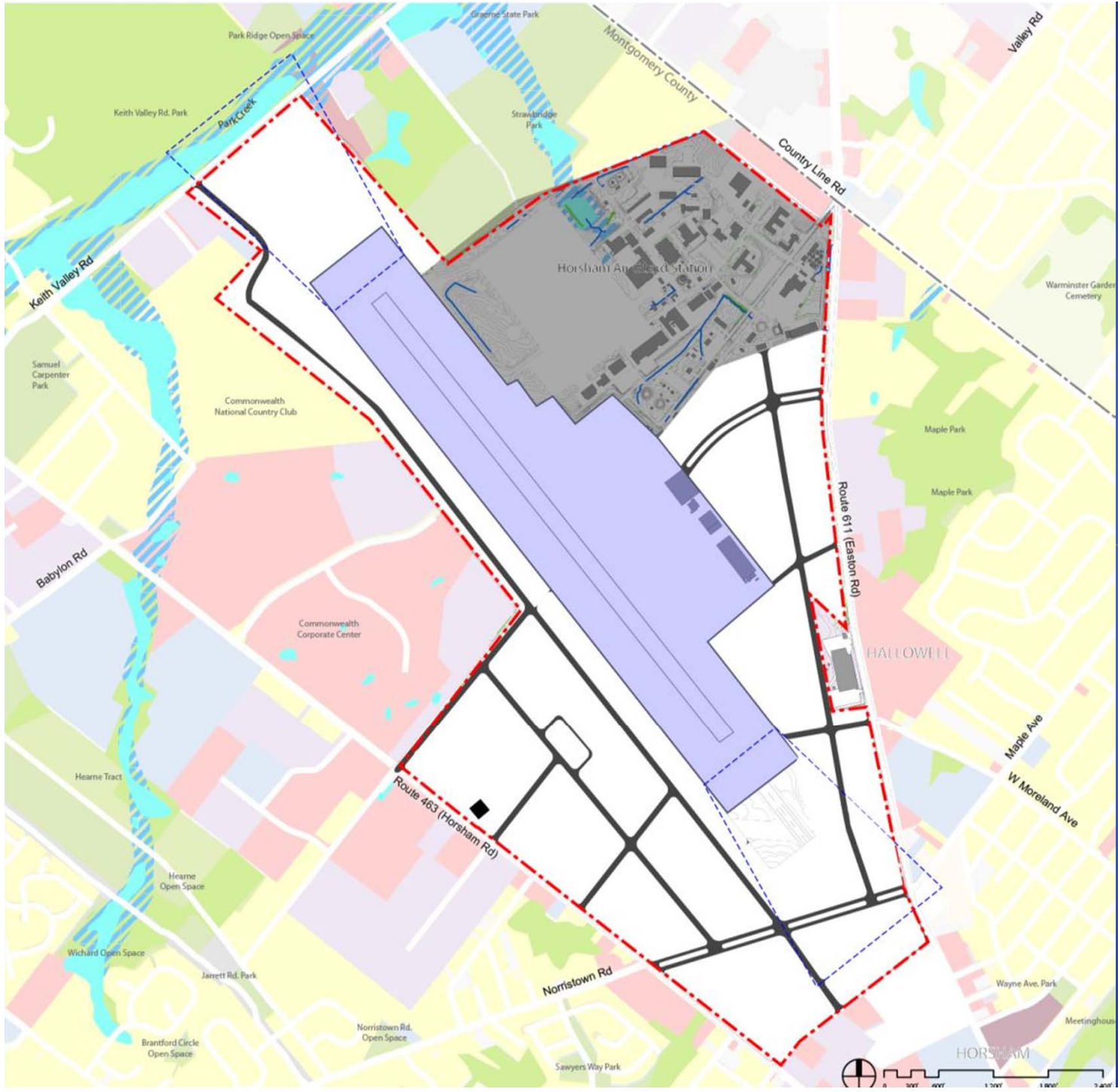
Green Innovation Industry

Institutional /  
Medical

Town Center

Office Park

Commercial

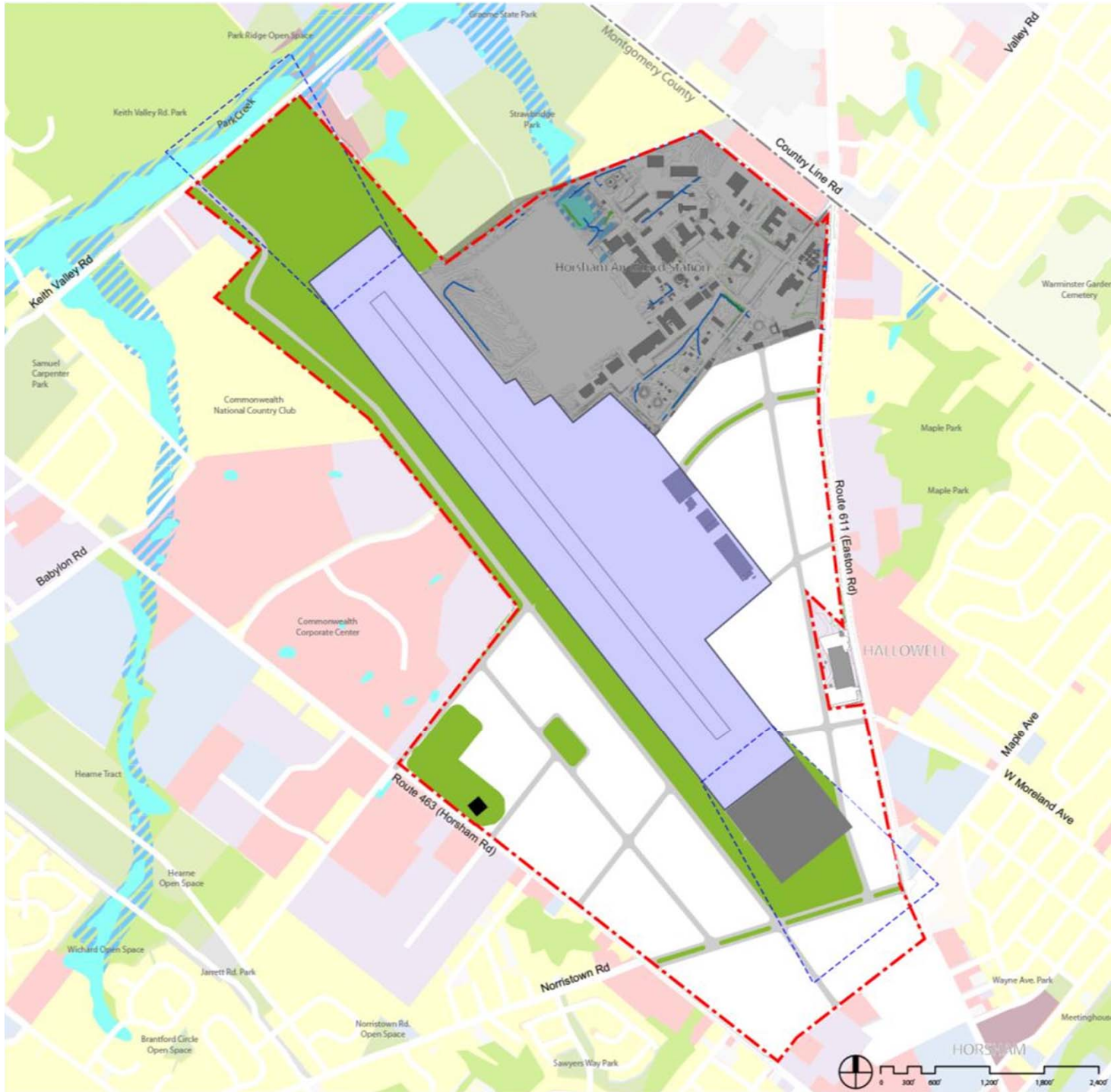


Preliminary Land Use  
Idea

**Airport Town Center**

**Street Network**





Preliminary Land Use  
Idea

**Airport Town Center**

**Open Space  
Network**

# Next Steps





# Next Steps



- **July**                      **Recommendations on NOI Submissions to HLRA**
- **August**                    **Presentation of Three Redevelopment Plan Alternatives for Consideration by the HLRA Board**