


Comprehensive Plan Update

swt

How Should We Grow?

Public Opinion Survey Results, June 1st 2021



Introduction and Methodology

To inform and support

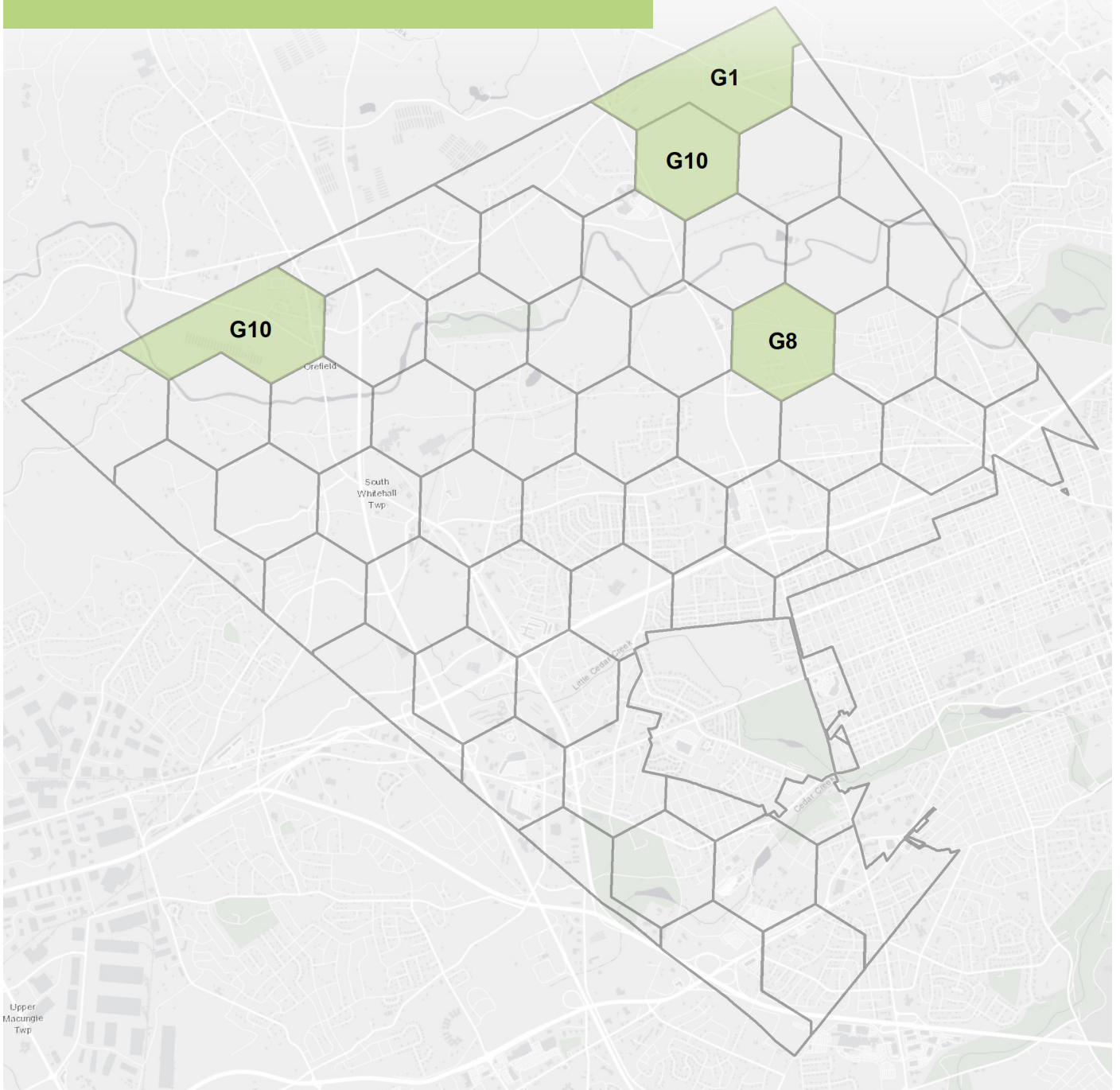
the update of the South Whitehall Township Comprehensive Plan, the Township conducted a web-based visual preference survey, measuring attitudes towards development types across three development categories (Greenfield, Infill and Redevelopment).

This report summarizes data collected between October 30th, 2020 and February 1st, 2021. All households in South Whitehall Township were invited to participate in the survey via a mailed invitation to a web-based survey. In addition, announcements at various individual community meetings within the Township encouraged completion of the survey. This outreach resulted in 605 total respondents, 580 of whom indicated they are Township residents. The following report summarizes analyses based upon the resident survey population.

The number of survey completions results in a margin of error of +/- 4% at the 95% confidence interval. The margin of error for sub groups (i.e. age categories) is larger due to smaller sample size. To increase the precision of estimates and correct for differential coverage by demographic detail, the resulting data were weighted to population parameters provided by the United States Census Bureau (ACS 5-year estimates) for age. All analyses for this report were performed based on these weighted data. Consideration was given to the non-weighted sample, with findings largely mirroring those of the weighted sample.

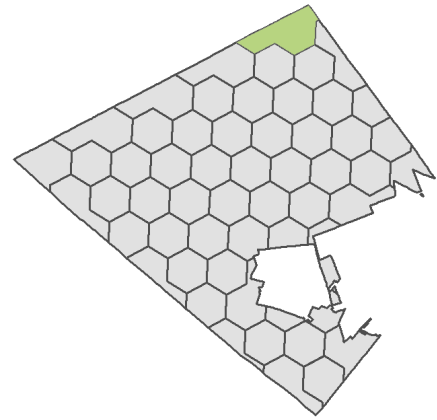
Responses by Development Type

Greenfields



Greenfields

Population Low Employment No



Responses Ranked by Level of Encouragement

Encourage



Indifferent



Discourage



Most Encouraged



Least Encouraged

1. Single-Family Dwellings,
Compact Arrangement,
Central Green,
Open Space Preservation



2. Attached Dwellings,
Cluster Development,
Open Space Preservation



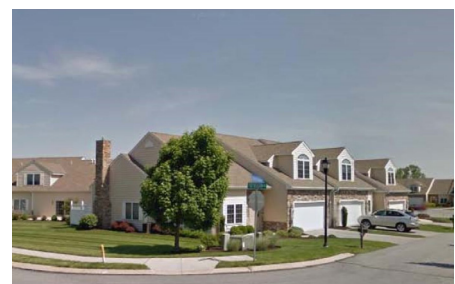
3. Single-Family Detached
& Attached Dwellings,
Central Green,
Alley Access



4. Single-Family Dwellings,
Cul-de-sac Street,
No Central Green/Open Space,
Vehicular Dominance

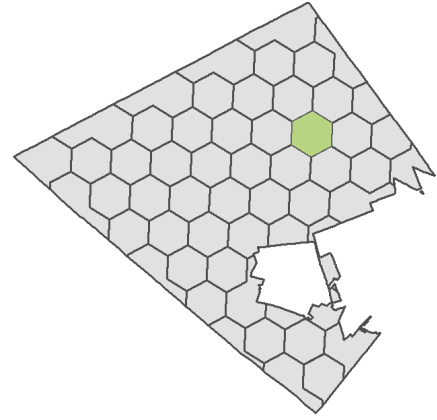


5. Attached Dwellings,
Front Loaded Garages,
Uniform Architecture,
No Central Green/Open Space



Greenfields

Population No Employment Low



Responses Ranked by Level of Encouragement

Encourage



Indifferent



Discourage



Most Encouraged

Least Encouraged

1. Commercial/Retail Use,
Multi-Tenant,
Context-sensitive Architecture,
Village-type setting



2. Commercial/Retail Use,
Context-sensitive Architecture,
Village-type setting



3. Commercial/Retail Use,
Main Street Environment,
Pedestrian Oriented

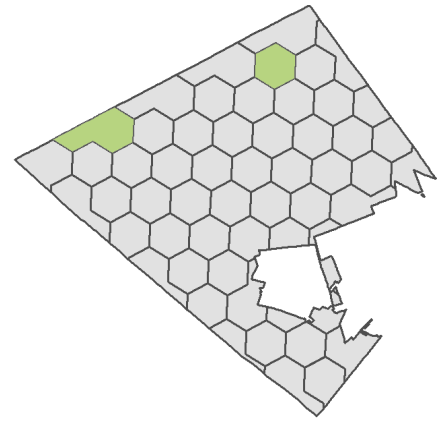


4. Commercial/Retail Use
(Convenience Store),
Single tenant,
Noncontextual Architecture,
Drive-thru,
Vehicular Dominance



Greenfields

Population Low Employment Low



Responses Ranked by Level of Encouragement

Encourage



Indifferent



Discourage



Most Encouraged

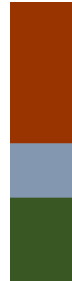


Least Encouraged

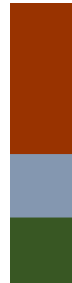
1. Single-Family Dwellings,
Central Green



2. Mixed Use building,
Commercial first story,
apartments above,
Streetscape presence



3. Attached Dwelling Units,
Architectural Variation,
Parking in rear,
Streetscape Presence



4. Single-Family Dwellings,
Cul-de-sac Street,
No Central Green/Open Space,
Vehicular Dominance

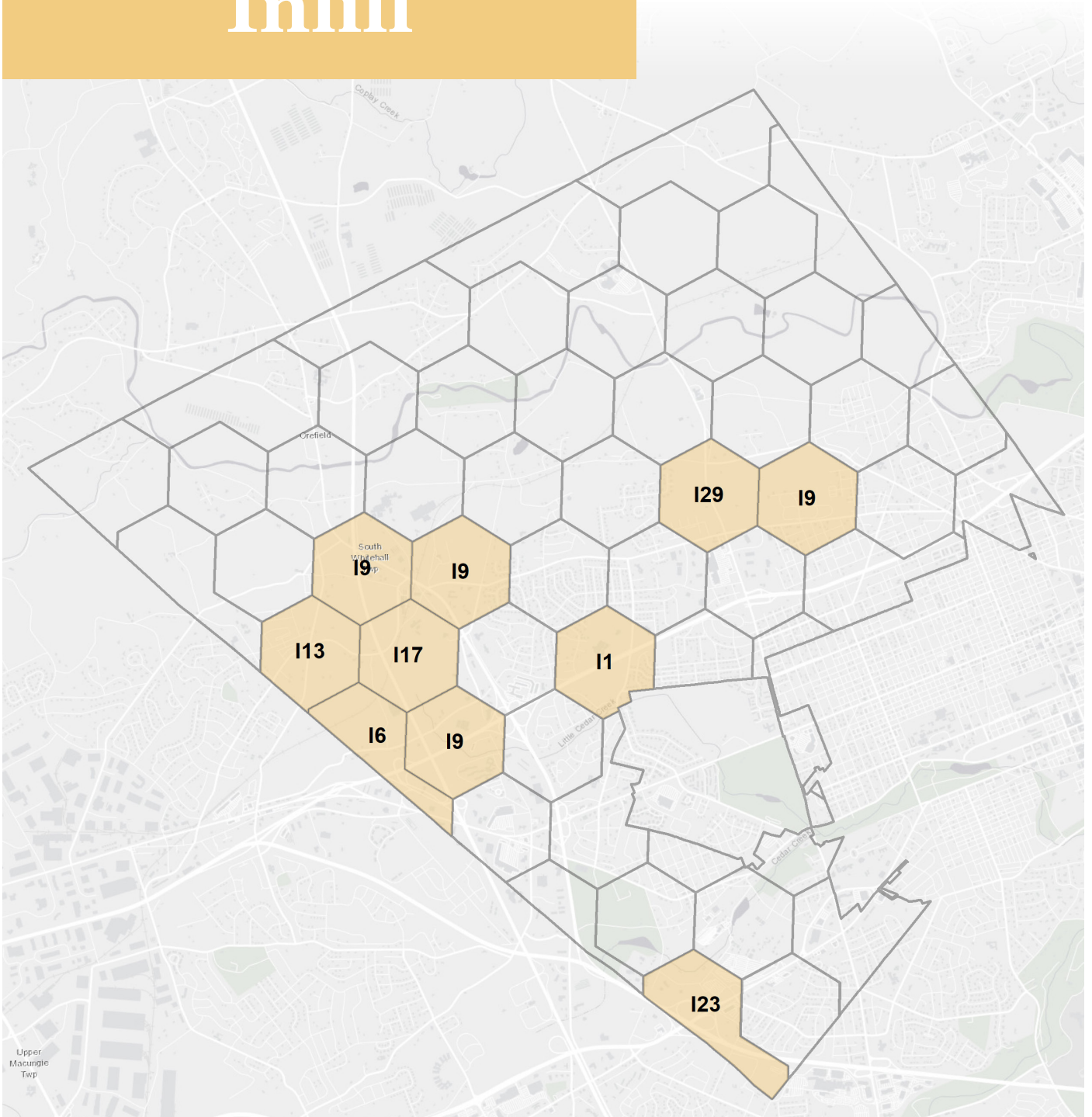


5. Attached Dwelling Units,
Architectural Variation



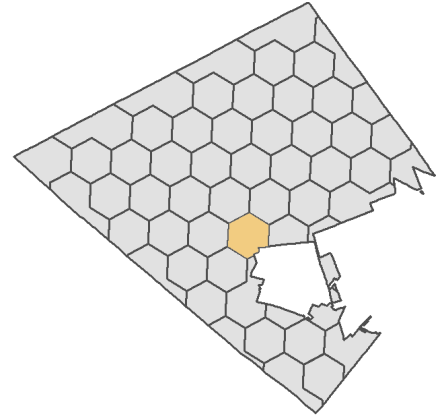
Responses by Development Type

Infill



Infill

Population Low Employment No



Responses Ranked by Level of Encouragement

Encourage



Indifferent



Discourage



Most Encouraged



Least Encouraged



1. Single-Family Dwellings,
Compact Arrangement,
Central Green,
Open Space Preservation



2. Triplex Dwellings,
Cluster Development,
Open Space Preservation



3. Single-Family Detached & Attached
Dwellings,
Central Green,
Alley Access

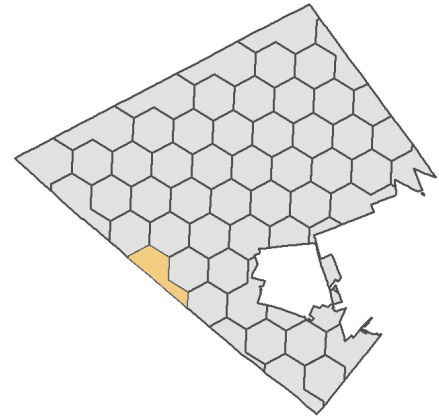


4. Single-Family Dwellings,
Cul-de-sac,
No Central Green/Open Space,
Vehicular Dominance



Infill

Population No Employment Low



Responses Ranked by Level of Encouragement

Encourage



Indifferent



Discourage



Most Encouraged



Least Encouraged

1. Single-Family Dwellings,
Compact Arrangement,
Central Green,
Open Space Preservation



2. Attached Dwellings,
Cluster Development,
Open Space Preservation



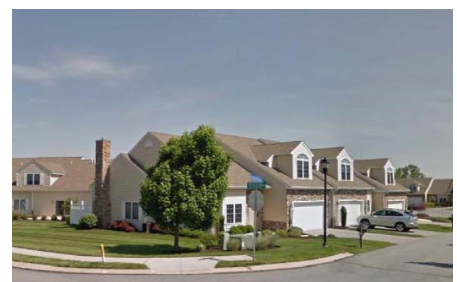
3. Single-Family Detached & At-
tached Dwellings,
Central Green,
Alley Access



4. Single-Family Dwellings,
Cul-de-sac Street,
No Central Green/Open Space,
Vehicular Dominance

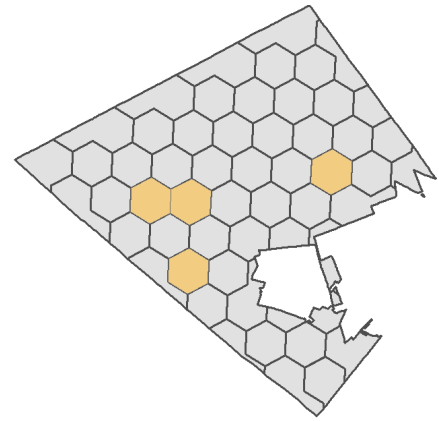


5. Attached Dwellings,
Front Loaded Garages,
Uniform Architecture,
No Central Green/Open Space



Infill

Population Low Employment Low



Responses Ranked by Level of Encouragement

Encourage



Indifferent



Discourage



Most Encouraged

Least Encouraged

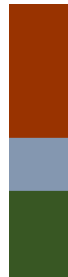
1. Single Family Dwellings,
Central Green,
Pedestrian Connectivity,
Alley Access



2. Variety of Housing Types,
Central Green,
Pedestrian Connectivity,
Alley Access



3. Mixed Use building,
Commercial first story,
apartments above,
Streetscape presence



4. Attached Dwelling Units,
Architectural Variation,
Parking in rear,
Streetscape presence

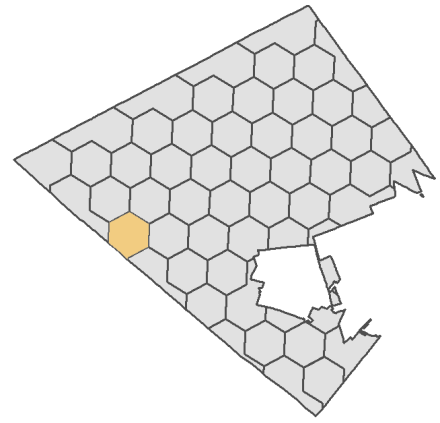


5. Attached Dwellings,
Front Loaded,
Uniform Architecture,
No Central Green/Open Space



Infill

Population Med Employment Low



Responses Ranked by Level of Encouragement

Encourage



Indifferent



Discourage



Most Encouraged



Least Encouraged

1. Multi-dwelling/Apartment, Central Green, Walkable



2. Single-Family Dwellings, Architectural Variation, Alley Access



3. Townhome Dwellings, Central Green, Alley Access

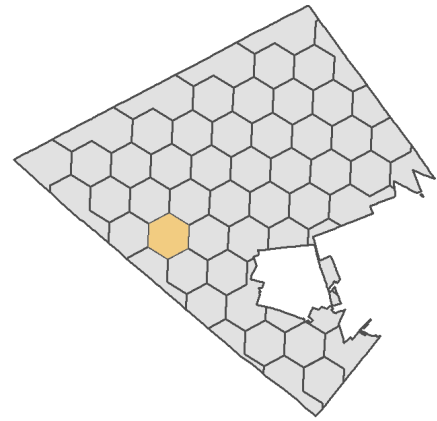


4. Townhome Dwellings, Uniform/Repetitious architecture, Front Loaded, No Central Green



Infill

Population Low Employment Med



Responses Ranked by Level of Encouragement

Encourage Indifferent Discourage



Most Encouraged

Least Encouraged

1. Commercial/Retail Use,
Central Green,
Pedestrian Oriented,
Neighborhood Center



2. Commercial/Retail Use,
Main Street Environment,
Accommodates a variety of uses,
Pedestrian Oriented



3. Commercial/Retail Use,
Central Green,
Enclosed by buildings on 3 sides, "Close"
as an alternative to cul-de-sac,
Pedestrian Oriented



4. Office Use/Flex Space,
Accommodate a Variety of Users,
Uniform/Repetitious architecture



5. Commercial/Retail Uses,
Conventional "StripCommercial",
Multi-Tenant,
Vehicular Dominance,
Noncontextual Architecture



6. Warehouse,
Large footprint,
Nondescript building/architecture



Infill

Population Med Employment Med

Responses Ranked by Level of Encouragement

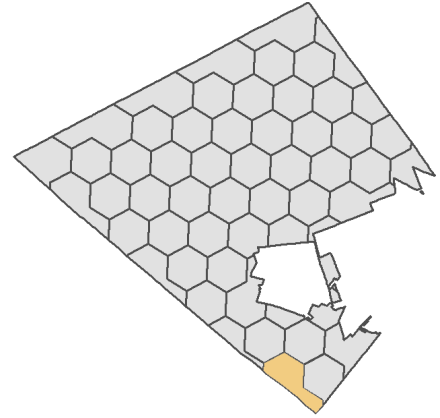
Encourage



Indifferent



Discourage



Most Encouraged
↑
↓
Least Encouraged

1. Mixed Use, Main Street Environment, Outdoor Dining, Architectural Variation



Infill—Medium Population—Medium Employment

2. Commercial/Retail Use, High quality architectural design and materials



Infill—Medium Population—Medium Employment

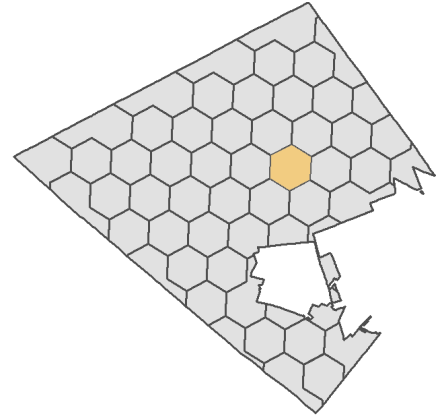
3. Mixed Use, Live-Work Units, Accommodates a variety of uses Central Green, Main Street Environment, On-Street Parking



Infill—Medium Population—Medium Employment

Infill

Population High Employment Med



Responses Ranked by Level of Encouragement

Encourage



Indifferent



Discourage



Most Encouraged



Least Encouraged



1. Mixed Use,
Accommodates a variety of uses,
Main Street Environment,
Outdoor Dining,
Pedestrian Oriented



2. Mixed Use,
Accommodates a variety of uses,
Main Street Environment



3. Multi-dwelling/apartment,
Central Green,
High quality architectural materials

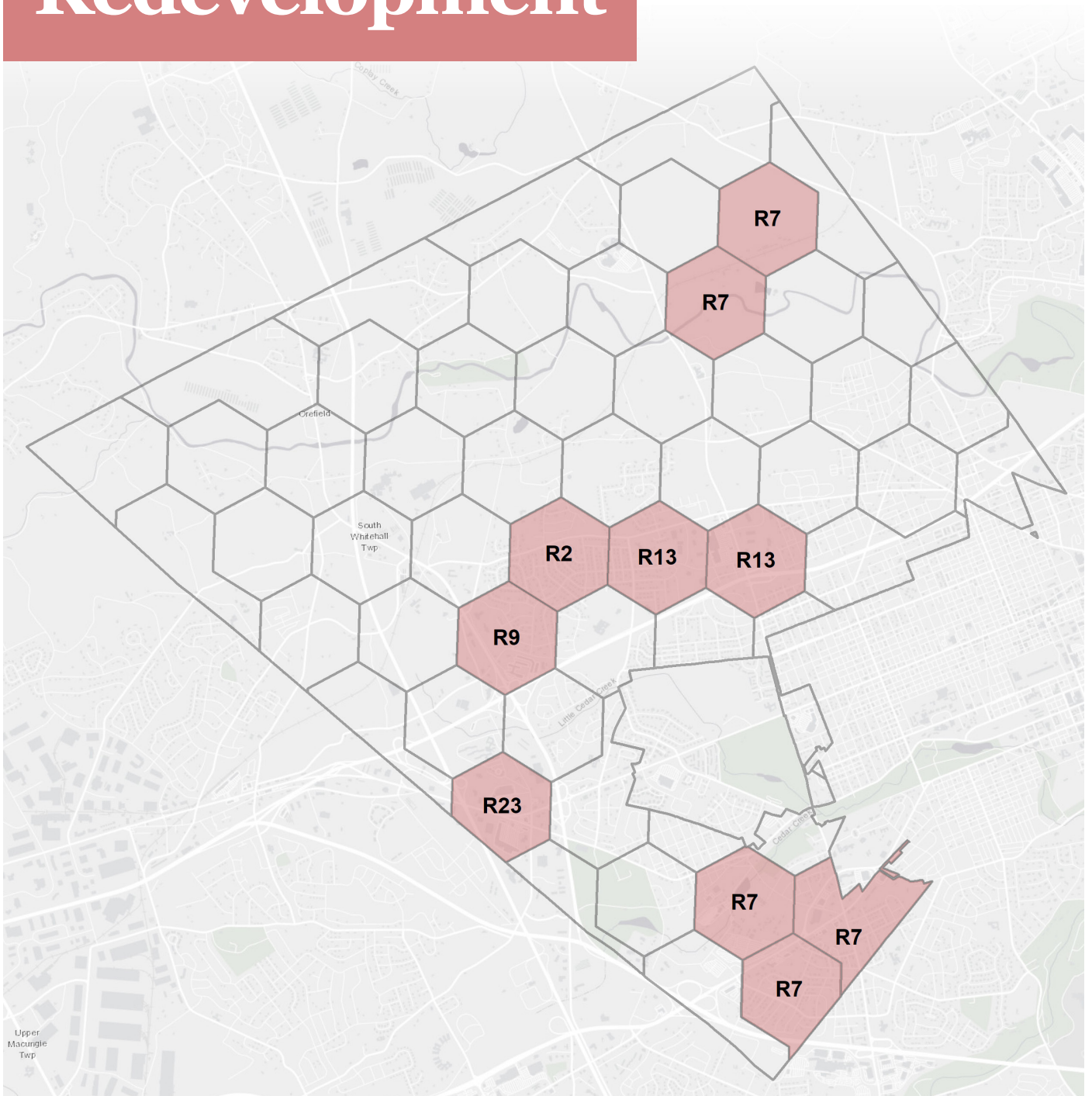


4. Multi-dwelling/apartment, No Cen-
tral Green, Uniform/Repetitious archi-
tecture, Vehicular Dominance



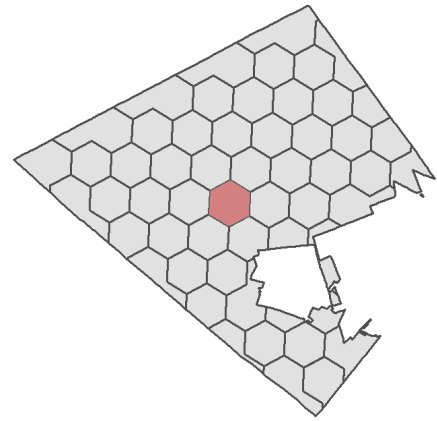
Responses by Development Type

Redevelopment



Redevelopment

Population Low Employment No



Responses Ranked by Level of Encouragement

Encourage



Indifferent



Discourage



Most Encouraged



Least Encouraged



1. Single-Family Dwelling,
Adaptive Reuse



2. Single-Family Dwellings,
Architectural Variation,
Open Space,
Alley Loaded,
Pedestrian Oriented



3. Single-family Dwelling,
Accessory Dwelling Unit

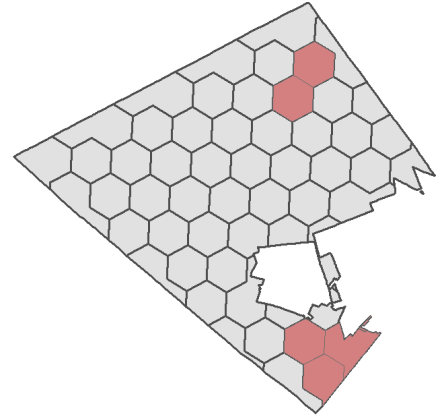


4. Single-family Dwelling,
Accessory Dwelling Unit,
Noncontextual Architecture,
New Infill Building



Redevelopment

Population No Employment Low



Responses Ranked by Level of Encouragement

Encourage



Indifferent



Discourage



Most Encouraged



Least Encouraged

1. Commercial/Retail Use,
Outdoor Dining,
Adaptive Reuse



2. Commercial/Retail Use,
Adaptive Reuse



3. Office Use,
Adaptive Reuse

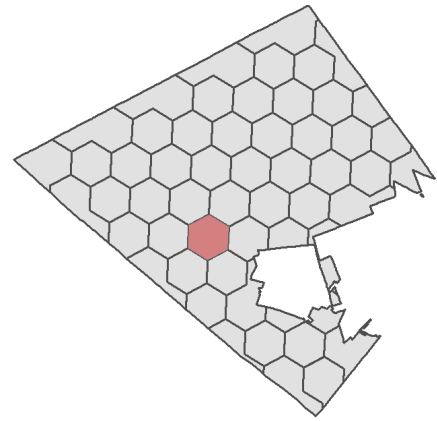


4. Commercial/Retail Use,
Single tenant,
Drive-thru,
Vehicular Dominance



Redevelopment

Population Med Employment Low



Responses Ranked by Level of Encouragement

Encourage



Indifferent



Discourage



Most Encouraged



Least Encouraged

1. Mixed Use,
Adaptive Reuse



2. Multi-tenant/apartment,
Adaptive Reuse,
High quality architectural
design/materials



3. Mixed Use,
Live-Work Unit potential,
Adaptive Reuse

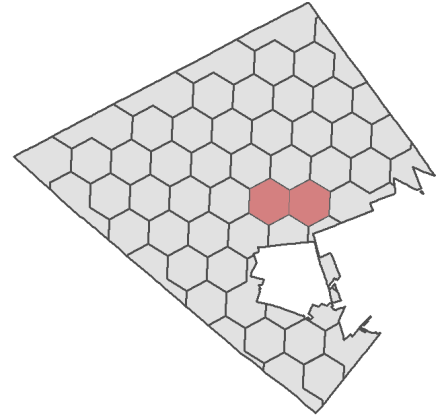


4. Multi-dwelling/apartment,
No Central Green,
Uniform/Repetitious architecture,
Vehicular Dominance



Redevelopment

Population Low Employment Med



Responses Ranked by Level of Encouragement

Encourage



Indifferent



Discourage



Most Encouraged



Least Encouraged

1. Commercial/Retail Uses,
Accommodates a variety of uses, Main
Street Environment, Pedestrian Oriented,
High quality architectural design/materials



2. Commercial/Retail Uses, Mixed Use,
Main Street Environment,
Pedestrian Oriented,
High quality architectural
design/materials



3. Mixed Use,
Main Street Environment,
Pedestrian Oriented, On-Street Parking
Pedestrian Oriented



4. Warehouse/Logistics Center,
High quality architectural design/materials,
Rooftop Solar Panels & Renewable Energy,
High quality/abundant landscaping,
Large perimeter setbacks



5. Office Use/Flex Space,
Multi-Tenant,
Noncontextual Architecture



6. Commercial/Retail Uses,
Conventional "Strip Commercial",
Multi-Tenant,
Vehicular Dominance

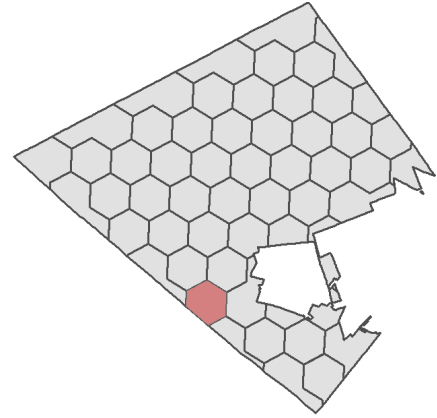


7. Warehouse,
Large footprint,
Noncontextual Architecture



Redevelopment

Population Med Employment High



Responses Ranked by Level of Encouragement

Encourage



Indifferent



Discourage



Most Encouraged



Least Encouraged

1. Mixed Use,
Central Open Space,
Pedestrian Oriented



2. Mixed Use, Multi-Tenant,
Accommodates a variety of uses,
Central Green,
Main Street Environment,
Pedestrian Oriented



3. Mixed Use,
Accommodates a variety of uses,
Main Street Environment,
On-Street Parking



4. Office Park,
No Central Open Space,
Noncontextual Architecture,
Vehicular Dominance



Key Findings

Overall Trends

Of the 67 development types measured via the survey, a majority of respondents encouraged development for 14 development types. By contrast, a majority of respondents discouraged development for 31 of 67 development types. The remaining 22 development types surveyed did not reach a majority consensus encouraging or discouraging that particular development type.

Of those 22 development types, 12 saw residents encourage development more often than they discouraged development. In total, these broad markers generally suggest attitudes encouraging development are not as strong as attitudes discouraging development among residents for the select development types identified in this survey.

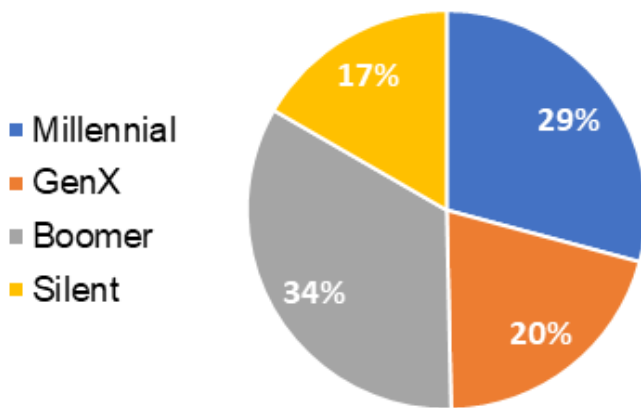
Development Types By Category

An assessment of the surveyed development types by category (i.e. Greenfield, Infill and Redevelopment), shows, in aggregate, redevelopment is the most encouraged of the three categories and infill is the most discouraged category for residents. Of the top ten most encouraged development types, redevelopment accounted for eight of ten response selections. Meanwhile, of the top ten most discouraged development types, infill accounted for six of ten response selections. These trends are supported by the average encourage and discourage frequencies for each development category.

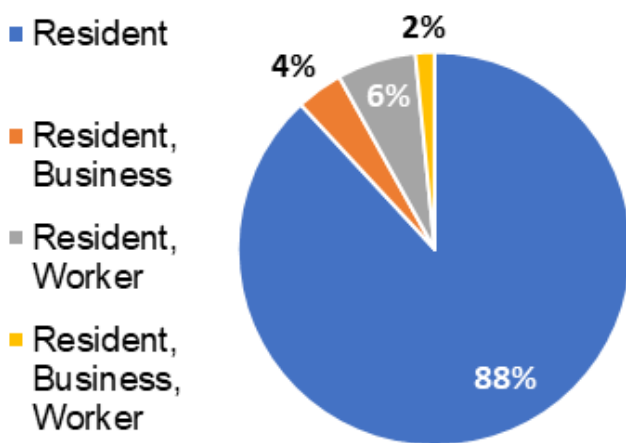
Generational Considerations

When these overall trends are examined by generation, some differences emerge. For example, Millennials are more likely to encourage development, compared to the total resident population, particularly among infill and redevelopment options. GenX is more likely to discourage development, compared to the total resident population, particularly among greenfield and infill options. Boomers generally encourage/discourage development options similarly to the total resident population. Lastly, the Silent generation is more likely to discourage development, compared to the total resident population, particularly among infill and redevelopment options.

Generational Demographics



Respondent Type



Key Development Characteristics

Analyzing the surveyed development types individually, key trends exist regarding the popularity of specific development characteristics. For example, development types including “adaptive reuse”, “pedestrian oriented” or “open space” features are generally encouraged at higher rates compared to other development types among residents. Development types including “vehicular dominant”, “uniform architectural” or “no open space” features are generally discouraged at higher rates compared to other development types among residents. In conjunction with the overall trends of the survey response, these key characteristic considerations can help to inform the ultimate question, “How should we grow?”

Common Characteristics of Development Types

Most encouraged



Adaptive Reuse



Pedestrian Oriented



Open Space

Least Encouraged



Vehicular Dominance



Uniform Architecture



No Open Space