

NEW HANOVER COMPREHENSIVE PLAN

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October 9, 2019

Agenda

- Review of topic: Economic Development
- Preliminary goals and recommendations
 - Based on our topics to date, summary of initial goals, recommendations, and implementation strategies
- Survey update
- Community Workshop
- Next steps

Comp Plan Topic Schedule

2019

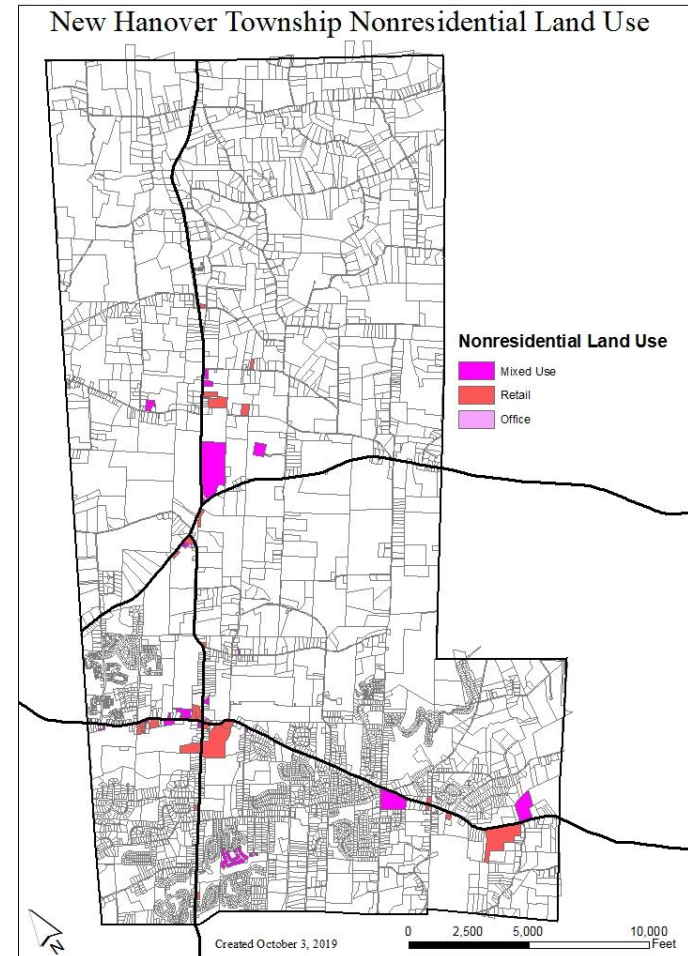
- May
 - Preliminary issues identification
 - Survey development
- June
 - Housing and Population
 - Survey development
- July
 - Parks and open space
 - Survey development
- August
 - Transportation
 - Survey finalization
- September (Survey launch)
 - Natural and historic resources
- **October**
 - **Economic development**
- November (Community Workshop)
 - Workshop preparation
- December
 - Future land use

2020

- January
 - Community facilities and utilities
- February
 - Government
- March
 - Strategies development
- April
 - Implementation chart development
- May (Open House)
 - Open House preparation
- June
 - Open House feedback review
- July – October
 - Review of draft plan

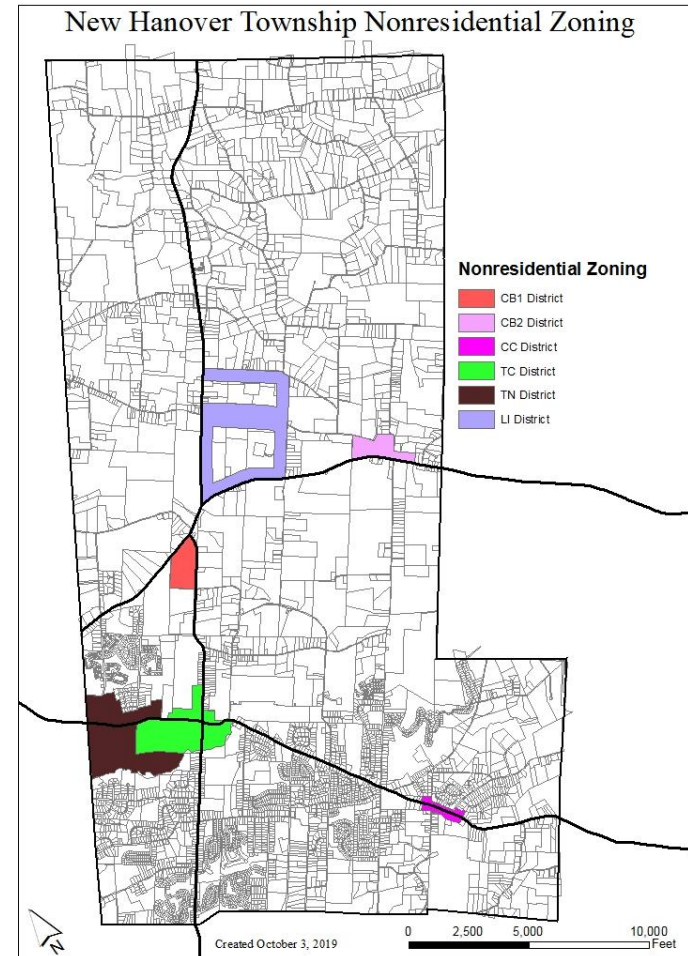
Nonresidential Land Use

- Less than 2% of the township's total land area is used for office, retail, or mixed-use purposes.



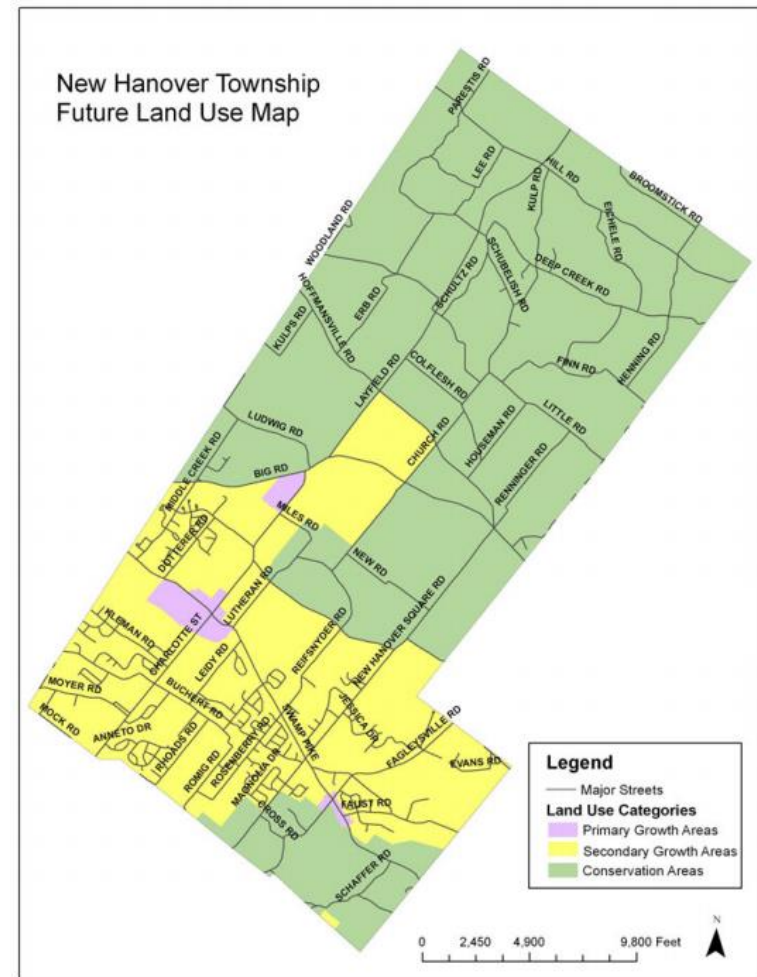
Nonresidential Zoning

- Zoning districts where office use and retail are allowed by-right.
- Minimal land area limits the opportunity for large-scale nonresidential investment outside the Town Center project.



Nonresidential Growth

- PMRPC future land use map.
- DVRPC employment projections anticipate 495 new jobs by 2045.
- Land Use Assumptions Report anticipates 95,454 square feet of new nonresidential development by 2030.



Household Characteristics

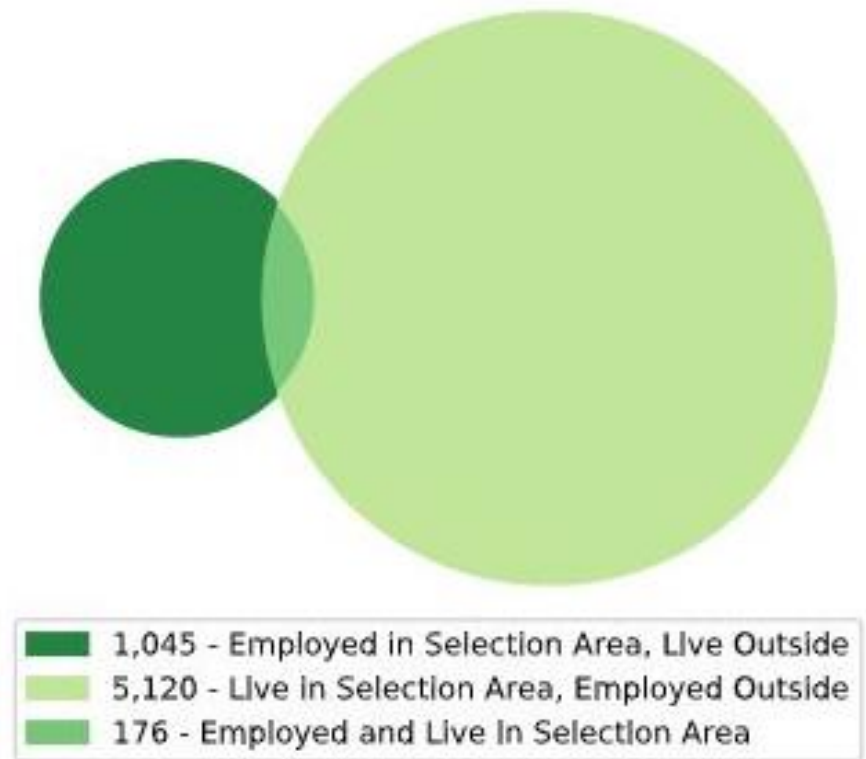
- Median household income: \$89,653
 - County: \$84,791
- Mean household income: \$102,697
 - County: \$116,196

	Total	Labor Force Participation Rate
Population 16 years and over	9,653	71%
AGE		
16 to 19 years	707	42%
20 to 24 years	483	81%
25 to 29 years	445	85%
30 to 34 years	738	83%
35 to 44 years	1,808	89%
45 to 54 years	2,043	90%
55 to 59 years	982	93%
60 to 64 years	752	62%
65 to 74 years	1,019	31%
75 years and over	676	4%

Economic Inflow/Outflow

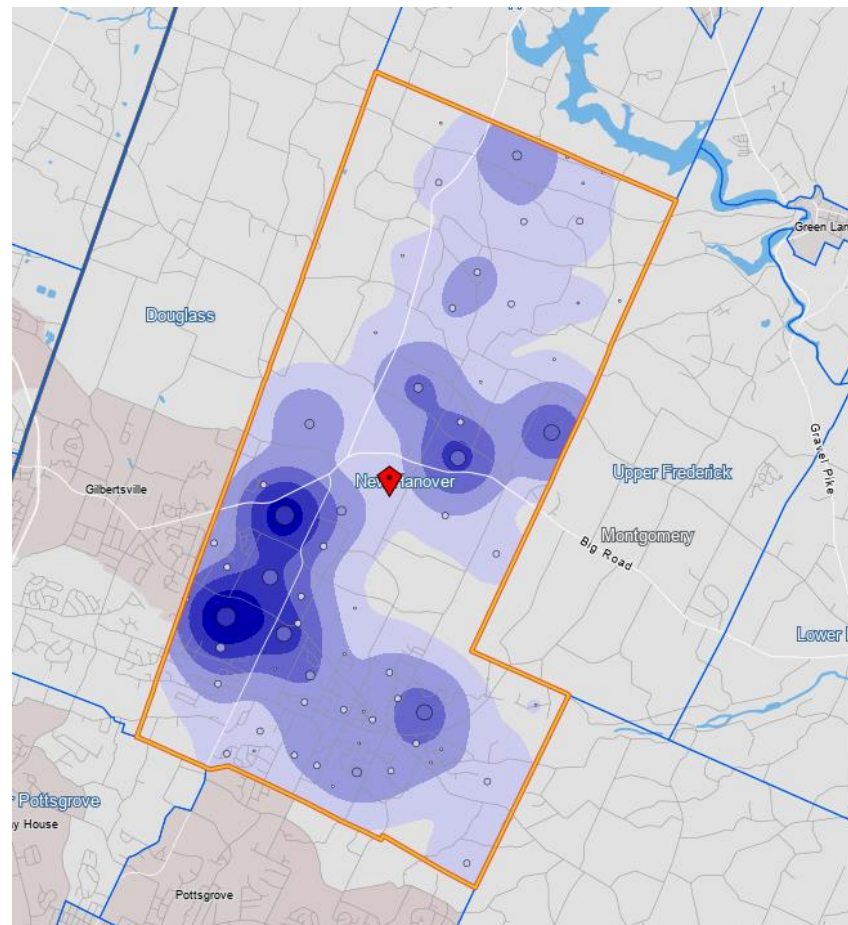
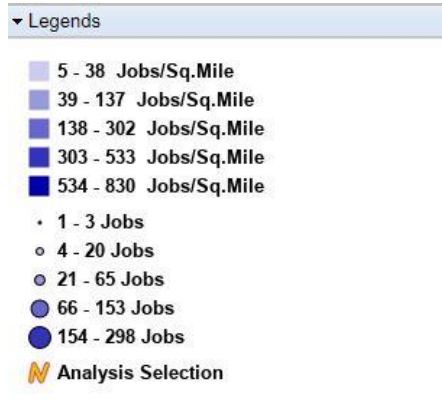
- Majority of residents work in places outside the township
 - Top three employment centers for NHT residents:
 - Philadelphia
 - KOP
 - Pottstown Borough
- Majority of employees who work in the township live elsewhere

Inflow/Outflow Job Counts in 2015



Employment

- Top three sectors of employment:
 - Educational Services
 - Retail Trade
 - Construction

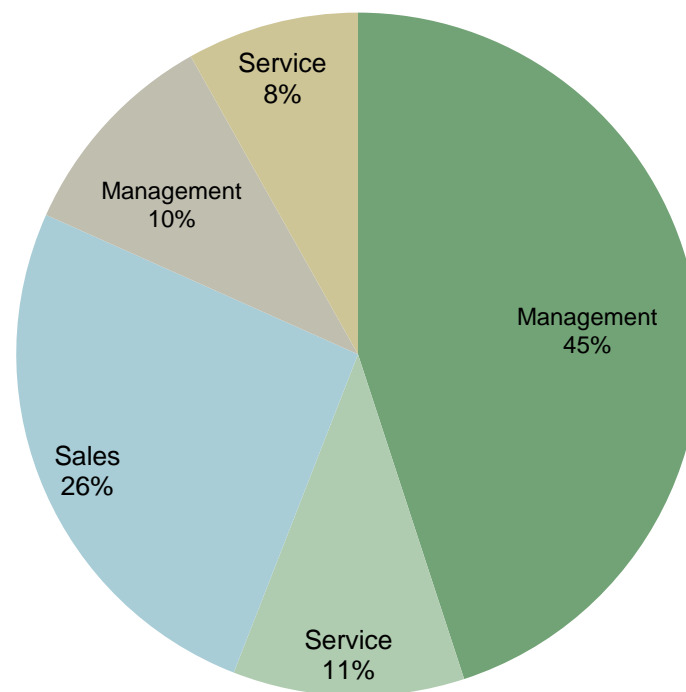


Source: U.S. Census Bureau, *On the Map, 2017 Jobs*

Labor

- Top three industries in which residents work:
 - Health Care
 - Retail Trade
 - Manufacturing

2010 Labor Occupations



Retail Gap Analysis

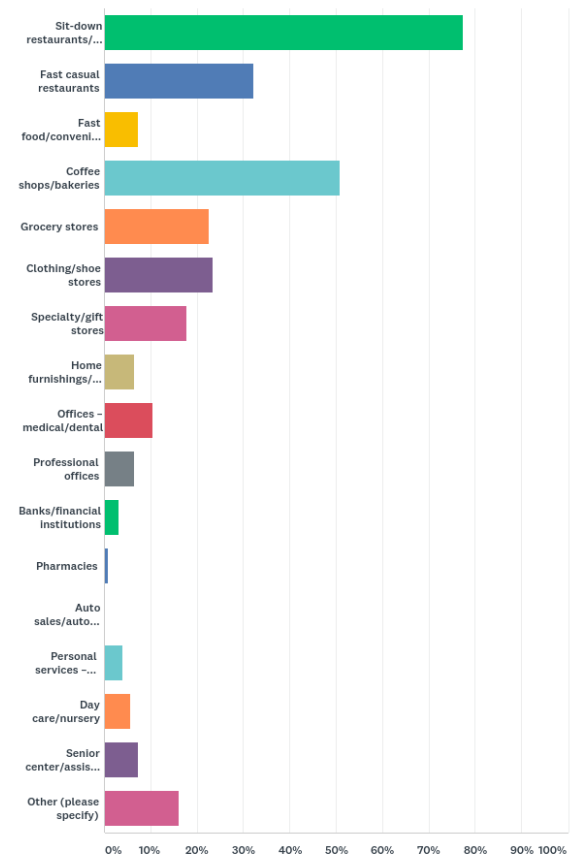
2017 Leakage/Surplus Factor by Industry Group




Survey To Date

- Launched September 3
- 124 responses as of 10/4
- Respondents are split on if they support development of new businesses.
 - Strongly Support – 34.6%
 - Support – 26.7%
 - Neutral – 17.3%
 - Not Support – 8.6%
 - Strongly Not Support – 12.6%


Q17 What types of restaurants, retail, services, and businesses would be most valuable to meet your household's needs and interests? Select up to five.



Values Identification

- 
- New residents may demand greater availability of services, but limited land zoned for nonresidential uses serves as a limiting factor.
 - What kind of business growth do you envision? What industry sectors would you want to see developed?
 - Where could these businesses go based on what their needs are, and is the zoning/are the zoning districts able to accommodate those needs?

Values Identification

- 
- PMRPC Comp Plan identifies NHT as a priority area for the development of retail, agri-tourism, and recreational opportunities.
 - What kind of agri-tourism is already happening, and where could it expand?
 - What recreational opportunities could be further developed?
 - What retail opportunities are most suitable for the township's rural areas?

Community Workshop

- November 6, 2019 6:00 pm
- Set up beginning at 4:00 pm
- Registration desk
- Table captains
- Interactive posters
- Sessions:
 - Residential and business development
 - Traffic/Transportation
 - Recreation/Open Space/Agriculture
- Refreshments
- Advertising

Next Steps...

- Submission to PC of background materials on upcoming topics
 - November: Workshop preparation
 - December: Future Land Use and initial goals/recommendations
- MCPC will:
 - Continue to administer online and paper survey
 - Survey officially launched September 3

Questions or comments?

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