

Strengths
<ul style="list-style-type: none"> • Community pool • Low tax rates • Open land/large residential lots <ul style="list-style-type: none"> ○ Residents seek open living/rural residential • Natural features: woodlands, wildlife, streams <ul style="list-style-type: none"> ○ Habitats for fishing, rookery • Parks and Trails (need more connections) • Stormwater controls (governance to manage) • Regional road networks and proximity to Phila/airport • School district (attracts new residents) • Low crime, feeling of safety • Well water • Volunteerism • Varied levels of development/topography <ul style="list-style-type: none"> ○ Options from suburban, farmland, mountains • Historic society, historic preservation
Weaknesses
<ul style="list-style-type: none"> • Zoning plan specific to achieve the future land use goals <ul style="list-style-type: none"> ○ Understanding the potential for development and permitted land uses ○ Planning tools: TDR, conservation/cluster development • Limited incentives for commercial development • No public transportation options • Rising property values • Areas of failing sewers • Walkability (limited to certain neighborhoods) • Communication between township and residents – newsletters, flyers • Stormwater management • Traffic congestion <ul style="list-style-type: none"> ○ Concerns that building commercial development will attract too much outside traffic versus serving the local community • Signage, especially for parks and open space <ul style="list-style-type: none"> ○ People are unaware of park resources, where things are • Speeding on roadways
Opportunity
<ul style="list-style-type: none"> • Innovative zoning options (overlays, corridors) <ul style="list-style-type: none"> ○ Architectural design guidelines, streetscape improvements • Connect to Pottstown Area Rapid Transit (PART) • Housing diversity and affordability, aging in place • Open space – need more of it <ul style="list-style-type: none"> ○ Partnerships with agencies like Natural Lands, Montco • Open space/natural resources/agricultural preservation through legal mechanisms like Act 319 • Selective walkability <ul style="list-style-type: none"> ○ Sidewalk audit/plan • Park usage, connect parks to each other and to neighborhoods

- Redevelopment of YMCA
- Identification of historic resources/properties

Threats

- Environmental – natural resources, tree loss
- Stormwater problems, flooding in homes, lack of stormwater management, downstream effects
- Invasive plants/species as damaging to parks and open space
- Over-development/rapid pace of change and new construction
- Limited infrastructure for senior population
- Hazardous waste site and associated environmental impacts
 - Quarry site – truck traffic, wastewater dumping, air quality, noise pollution
- Sewer capacity, expansion plan (Act 537)