

# Chapter Eight

## GOALS AND OBJECTIVES

### Introduction

The goals and objectives of the Comprehensive Plan serve as guidelines for directing future growth and planning in the community. These guidelines are broad enough to cover all major planning areas, but are specific enough to guide and evaluate the progress of the plan. Together, the goals and objectives form the Township's planning policies upon which future planning decisions can be based. The plan recommendation chapters provide the specific techniques for how these planning policies will be implemented.

Goals and objectives are defined as follows:

**Goals** establish the general, long-term desired policies that, if implemented, will preserve the positive aspects of the Township and improve those aspects that are less desirable.

**Objectives** are the short-term policies which, if achieved, will collectively serve to implement the long-term goals. Objectives are more specific and measurable than the overall planning goals. The plan's stated objectives should be achievable and politically, legally, and financially feasible.

The goals and objectives for this Comprehensive Plan were derived from three primary sources. First, they reflect the concerns of the Township's residents as identified in the public opinion survey conducted in Fall of 1999. (See Appendix A for complete survey results.) Secondly, the issues and planning implications identified in the Inventory and Analysis chapters of this Comprehensive Plan, along with input from the Comprehensive Plan Task Force, were used to guide the development of the goals and objectives. Finally, the goals and objectives of the Township's 1989 Comprehensive Plan were considered and refined in light of the inventory findings of the current plan update and the public opinion survey results.

The goals and objectives have been organized under the following seven categories:

- Historic Resources
- Natural Resources
- Land Use
- Housing
- Transportation and Circulation
- Community Facilities and Services
- Regional Planning

## Historic Resources

**Goal:** Promote the maintenance and preservation of the historic structures and sites that contribute to the Township's heritage and help to define its character.

### Objectives:

- Encourage the proper maintenance and continued integrity of historic resources including structures, villages, and landscapes.
- Support the Township Historic Commission in their efforts to preserve historic resources in North Coventry.
- Continue to improve adopted historic preservation ordinance standards; consider other ordinance based incentives for promoting preservation and reuse of historic properties.
- Consider other innovative approaches to historic preservation and help provide information to local residents on available federal, state, and county programs.
- Encourage and support the nomination and listing of qualified historic resources on the National Register of Historic Sites.

## Natural Resources

**Goal:** Protect and conserve the natural resources, landscapes, and habitats that are an integral component of the Township's character.

### Objectives:

- Direct growth away from areas with sensitive natural resources and toward those areas most suitable for development in terms of available infrastructure (i.e. sewer, water, transportation), compatible land uses, and least impact on protected resources.
- Enforce existing zoning and subdivision ordinance standards that protect the Township's sensitive environmental resources including: stream corridors, floodplains, woodlands, steep slopes, wetlands, and groundwater. Strengthen existing ordinance standards or adopt additional measures where necessary to ensure that resources are effectively protected, such as groundwater sustainability.
- Protect the remaining wildlife habitat in the Township and strive to enhance the natural diversity of the Township's plants and animals.
- Consider additional scenic roads and landscapes where the Scenic Preservation Overlay District standards of the zoning ordinance might appropriately be applied.
- Promote stormwater management techniques and wastewater disposal methods that emphasize the recharge of groundwater and protect the quality of surface and groundwater.
- Implement both public and private options for preserving the remaining open space, farmland and natural landscapes in the Township including the formation of land trusts, transfer of development

rights, conservation easements, private land conservation approaches, and other innovative approaches to open space preservation.

- Pursue regional solutions for the protection of natural resources, such as streams and groundwater aquifers, that cross municipal boundaries. Consider coordination of ordinance resource protection measures at the regional level to most effectively protect natural resources.

## Land Use

<p><b>Goal:</b> Direct orderly growth and development which preserves the remaining rural areas and villages of the Township, respects the land uses already existing in the Township, and establishes a balance between growth and the protection of natural and cultural resources.</p>
---

### Objectives:

Encourage land uses and land use patterns that are compatible with the Township's character and consistent with the future land use plan.

- Direct growth toward existing centers of development and areas with adequate infrastructure while protecting open space, agriculture, scenic viewsheds, and environmentally sensitive areas. Discourage scattered, unplanned development.
- Integrate commercial, office, industrial, higher density residential development, and open space in appropriate areas, such as the Town Center, consistent with available water and sewer infrastructure, adequate transportation facilities, and compatibility with adjacent land uses.
- Implement regulatory and non-regulatory methods and public and private initiatives for preserving open space and farmland and protecting important or unique natural features.
- Allow for a limited amount of non-residential development in the Township that will provide a more diverse tax base, services for residents, and some local employment opportunities without over-zoning for commercial, office, and industrial uses.
- Recognize the unique characteristics of the Township's rural villages through such methods as specialized zoning districts to maintain village character.
- Monitor the effectiveness of the Zoning and Subdivision Ordinances, maintain a list of potential issues with the ordinances, and revise as needed to address the identified issues.

## Housing

**Goal:** Plan for the housing needs of present and future residents in appropriate areas of the Township.

### Objectives:

- Direct housing development, particularly higher and medium density uses, away from environmentally sensitive areas and into areas consistent with the future land use plan and served by necessary facilities and services.
- Encourage creative site design and flexible land use ordinance standards to accommodate housing that blends into the character of the surrounding landscape.
- Protect the character of existing residential neighborhoods by ensuring land use controls do not allow incompatible uses. Require adequate screening where higher intensity uses are planned.
- Allow for a variety of housing types designed to meet the full range of age, income, and family housing needs of Township residents.
- Encourage the location of a retirement community within the Township to meet the extended care needs of senior Township residents.
- Establish area(s) where neo-traditional village communities with a variety of housing types and limited commercial and service uses could be appropriate to provide another lifestyle option for Township residents.
- Encourage the maintenance and rehabilitation of the Township's existing housing stock to ensure a neat appearance and to maintain safe housing and stable neighborhoods, while preventing decline of property values.

## Transportation and Circulation

**Goal:** Provide for a safe, efficient, and diversified transportation system that addresses both current and future needs of the Township.

### Objectives:

- Prioritize needed road and intersection improvements and create a Township road improvement program to address identified maintenance and safety issues.
- Coordinate and integrate land use development with transportation infrastructure so that higher intensity land uses are located in the vicinity of major transportation facilities. Conversely, plan for needed improvements to major transportation corridors to accommodate the higher intensity land uses.
- Monitor the availability of municipal, state, and federal funding opportunities and take steps to acquire needed funding from these programs.

- Ensure that new and existing roads in the Township are designated, designed, and maintained according to their appropriate functional classification.
- Implement coordinated access management strategies along the Township's major transportation corridors; Discourage strip commercial development that creates multiple access points along these corridors.
- Provide for alternative transportation needs in the Township including a network of, sidewalks, pedestrian and biking paths, trails, and routes that connect major centers of activity and recreation.
- Coordinate transportation needs and improvements with surrounding municipalities, the larger region, PennDOT, and the County.

## **Community Facilities and Services**

**Goal:** Provide community facilities and services that meet the needs of North Coventry residents while staying within the Township's fiscal limits.

### **Objectives:**

- Coordinate land use planning and zoning with water and sewage facilities planning to ensure that adequate infrastructure is provided to areas targeted for growth and not extended to those areas identified for preservation.
- Make the Town Center a focal point for municipal services.
- Monitor population, age, and household trends to better plan for the future facilities and services needs of Township residents.
- Work to improve communication between the Township government and the community to keep residents informed on important local issues.
- Implement a capital improvements program to anticipate and plan for future financial needs.
- Monitor police coverage levels and municipal administrative needs in light of the changing Township population; consider options for addressing the space capacity needs of the police department.
- Explore the use of cooperative agreements with other municipalities for the purchase of materials and provision of services where such agreements would be more efficient and cost effective.
- Evaluate the feasibility and economic benefits of consolidating solid waste collection and recycling services and providing the service on a municipal basis.
- Maintain communication between the Township and Owen J. Roberts School District, particularly in the area of proposed developments so that the School District can better anticipate changes in future enrollments.
- Evaluate the needs of the fire department in terms of providing service to the current and projected Township population. Provide land use and development information and determine if there are

ordinance or code standard revisions that could assist the fire department in better serving the Township.

- Continue to evaluate and monitor the recreation needs and desires of Township residents and consider options for improving existing facilities or providing new recreational opportunities.
- Coordinate recreational facilities and programs with surrounding municipalities to prevent duplication of efforts and to provide a wider range of recreational options for Township residents.
- Continue to explore the implementation of a Township trail network including an evaluation of potential links and destinations, accessibility, and appropriate uses.

## Regional Planning

<p><b>Goal:</b> Promote cooperation with surrounding municipalities and regional planning groups to address issues affecting the larger region.</p>
---

### Objectives:

- Continue to participate in regional planning groups, such as the Federation of Northern Chester County Communities and the Pottstown Area Council of Governments, to stay well informed of regional issues.
- Cooperatively work with adjacent municipalities to address regional issues such as transportation and water resources protection through the creation of joint plans and coordinated ordinance provisions.
- Work with the County to further refine and maintain consistency with the Chester County Policy Plan, Landscapes, and monitor the progress of the DVRPC long range plan update, *Horizons: the Year 2025 Plan for the Delaware Valley*.