



Guiding Principles

Transportation

1. Expand street network for greater local travel connectivity and travel choices beyond the major North-South and East-West collectors.
2. Establish a pedestrian-friendly environment through the establishment of pedestrian accommodations and continuity of facilities. Provide pedestrian interconnection with local residential neighborhoods.
3. Provide a roadway network that safely accommodates bicycle traffic along the corridor.
4. Create a “transit-friendly” corridor with enhanced bus stops and rider amenities.
5. Provide proper access management techniques to increase the safety for vehicles and pedestrians.
6. Identify changes to the roadway system to efficiently move traffic within the corridor between varying land uses. Balance the need to accommodate through traffic with the need to provide access to side streets.
7. Design roadway improvements in a manner to create a sense of arrival, which results in slower vehicle speeds and increased awareness for pedestrians.

Economic Development.

1. Capitalize on the corridor’s and region’s existing residential, commercial and industrial uses and employee base.
2. Cluster, revitalize and strengthen the corridor’s retail service offerings.
3. Provide new employment opportunities within and adjacent to the corridor.
4. Take a proactive (versus reactive) approach to economic development initiatives.
5. Create an integrated and sustainable land plan to strengthen the township’s tax base.
6. Create linkages between existing and future redevelopment areas.
7. Integrate open space and recreational uses into the corridor.



Guiding Principles (Cont.)

Urban/Corridor Design

1. Establish a sense of place for Muhlenberg Township in one or more locations along the corridor.
2. Optimize the natural amenities, parks and open spaces along the corridor; i.e. The Quarry, Laurel Run, Laureldale Cemetery Grounds, Muhlenberg School Campus
3. Build upon the success of key destinations along the corridor, new and old; i.e. Unique Pretzel, Temple Diner, Schells Restaurant, the Farmer's Market etc.
4. Considering clustering auto and truck sales and service uses to reduce their visual impact on the corridor.
5. Locate retail requiring outdoor storage yards to industrial fringe areas along North Reading Railway tracks, West Bellevue Road, Route 61 corridor frontage and the 5th Street Highway near the Mushroom Farm.
6. Optimize the quarry as a natural water resource as well as a passive amenity for the Muhlenberg community. Incorporate environmental enhancements and environmental education for the Community.
7. Consolidate and reduce parcels dedicated to commercial development. Consider alternate complementary uses for old commercial sites rather than focusing on maintaining retail uses everywhere it currently exists.
8. Reduce the overlap of land uses that are permitted in the current commercial, industrial and residential zoning districts.
9. Don't limit the corridor vision to individual parcel/property boundaries. Look to join and blend parcels to realize larger opportunities where possible.
10. Reduce off-site signage (billboards) and temporary signage along the corridor.
11. Establish and reinforce site design guidelines regarding: parking, interior landscape, perimeter landscape/screening, lighting, servicing trash and loading, building orientations, etc.