



Excellence in Planning and Design

2009 Land Development Award



WOODMONT Lower Moreland Township

Woodmont, a residential community in Lower Moreland Township, earned a 2009 Land Development Award for collaborative effort and creative site design. The site design for Woodmont uses traditional neighborhood design principles to create a pedestrian-friendly community. Through successful collaboration of the township and developer, innovative zoning was created to allow this project to become a reality.

Background

This project evolved over several years. The developer and township successfully collaborated to craft zoning to permit the concept of a traditional neighborhood design in the existing M-Residential District. This collaboration involved extensive public input, resulting in the township adopting a Traditional Neighborhood Development



option in the existing residential district. The new regulations allowed for smaller lots and additional requirements for streetscape improvements, home design, landscaping, and open space.

Design Concept

The traditional neighborhood design of Woodmont was inspired by older neighborhoods with homes on tree-lined streets, parks, and corner stores within walking distance. Woodmont embraces traditional neighborhood design principles such as the placement of homes close to the street, a grid-like street layout with alleys, small integrated neighborhood open spaces, and traditional architecture. The careful placement of homes on smaller lots with well-defined front yards and porches facing the street contributes to the pedestrian orientation of the community. Rear alleys provide automobile access so garages and driveways do not dominate the streetscape. Sidewalks with street trees are found throughout the development, connecting homes with neighborhood open spaces and a small corner store. Design details, including front porches, stoops, walls, fencing, landscaping, ornamental lighting, and street furniture, enhance the streetscape experience.





Design Features

Woodmont is one of few new traditional neighborhood developments in Montgomery County. Many of its design characteristics are typical of traditional neighborhoods yet are innovative for new development. Woodmont's emphasis on providing public spaces while still offering homeowners privacy is unique to the suburban environment. This well-designed community of 120 single-family homes is located on 48 acres. At a density of 2.46 units per acre, Woodmont is more compact than other developments, but its design creates a pedestrian-friendly and cohesive community. By placing homes on smaller lots, over 17 acres (35 percent of the overall site) were preserved in open space including a large area of woodlands. Small neighborhood open spaces found throughout the community encourage neighbor interaction. The corner store is integrated into the site design and provides a destination for pedestrians and a community gathering area. Homes in Woodmont vary in architectural style. A design manual for builders carefully prescribes a mix of architectural styles and details that reinforces the vision of a traditional neighborhood.

Woodmont is an excellent example of how new development can use traditional design principles to create an attractive, pedestrian-oriented, and enduring community. This successful development also demonstrates the importance of perseverance and collaboration between citizens, developers, and municipalities to create regulations that allow innovative design concepts.

Location

Intersection of Byberry and Heaton Roads
Lower Moreland Township
Montgomery County

Project Data

Land Use

Traditional Neighborhood Residential

Tract Size

48.81 acres

Zoning

M – Residential District with
Traditional Neighborhood option

Number of Lots

120

Density

2.46 dwelling units per acre

Open Space

17.18 acres

Commercial Building Area

10,000 square feet total

Parking

79 spaces for commercial use

Key Features

- Traditional neighborhood design
- Collaborative efforts
- Pedestrian-friendly community
- Open space preservation and integration

Owner/Developer

Arcadia Land Company
355 Lancaster Avenue, Building C1
Haverford, PA 19041

Architects

C. O'Brien Architects, Inc.
18 Rock Hill Road
Bala Cynwyd, PA 19004

Looney Ricks Kiss

182 Nassau Street, Suite 302
Princeton, NJ 08542

Engineer

Boucher & James, Inc.
1456 Ferry Road
Building 500
Doylestown, PA 18901

Land Planner

Torti Gallas and Partners, Inc.
523 West 6th Street, Suite 212
Los Angeles, CA 90014

Landscape Architect

Jonathan Alderson Landscape Architects, Inc.
P.O. Box 661
Wayne, PA 19087

Home Builders

NVHomes
893 South Matlack Street, 2nd floor
West Chester, PA 19382

Gigliotti Group Inc.
P.O. Box 270
Newtown, PA 18940

The Montgomery County Planning Commission acknowledges outstanding land developments and revitalization achievements in Montgomery County through The Montgomery Awards. These annual awards are dedicated to raising planning and design awareness in our communities. They honor the developers, consultants, organizations, and municipalities for their commitment and contribution in shaping and enhancing Montgomery County.

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