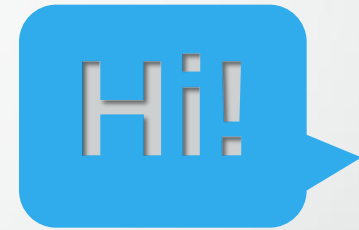


H2O Management +

The Lehigh Valley

Wednesday, November 6, 2013

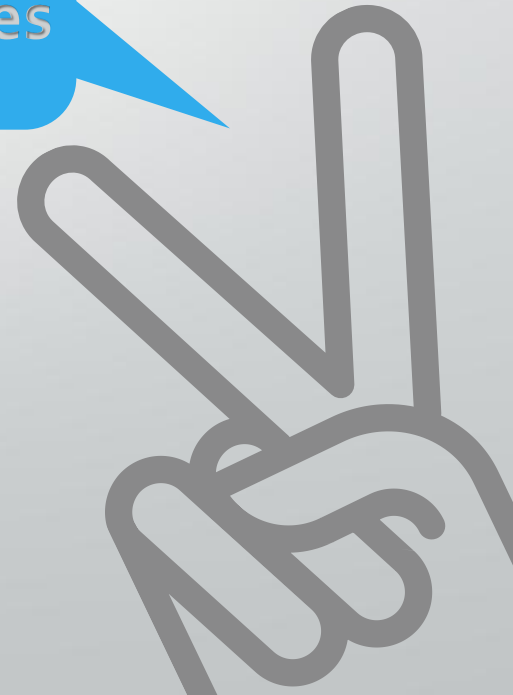


Becky A. Bradley, AICP
Executive Director
Lehigh Valley Planning Commission

Lehigh Valley Planning Commission

- Founded in 1961
- Official Planning Commission of Lehigh + Northampton Counties
- 37 Member Board With *Comprehensive* Representation from the Lehigh Valley
- Professional Staff of Planners, Engineers, Environmental Specialists, Urban Designers, Analysts + Geographic Information Systems Experts
- Primary Work Program:
 - Land Use Planning + Analysis
 - Transportation Planning + Analysis
 - Water + Sewer Planning + Analysis
 - Parks, Recreation + Open Space Planning + Analysis
 - Storm H₂O Planning + Analysis
 - Hazard Mitigation Planning + Analysis
 - Scenario Planning + Analysis
 - Mapping + Information Analysis
 - Community Planning + Analysis

2 Counties +
62 Municipalities





Planning is *Comprehensive + Community-focused*, Enabling *Greater Choices* for Residents

- Helps guide how a community grows and develops
 - U.S. population expected to reach 400 million by 2043
- Considers *all* resident needs
- Looks at the “big picture”
 - What are the community’s current and future needs?
- Examines issues from all angles
 - Social, environmental, hazard, physical

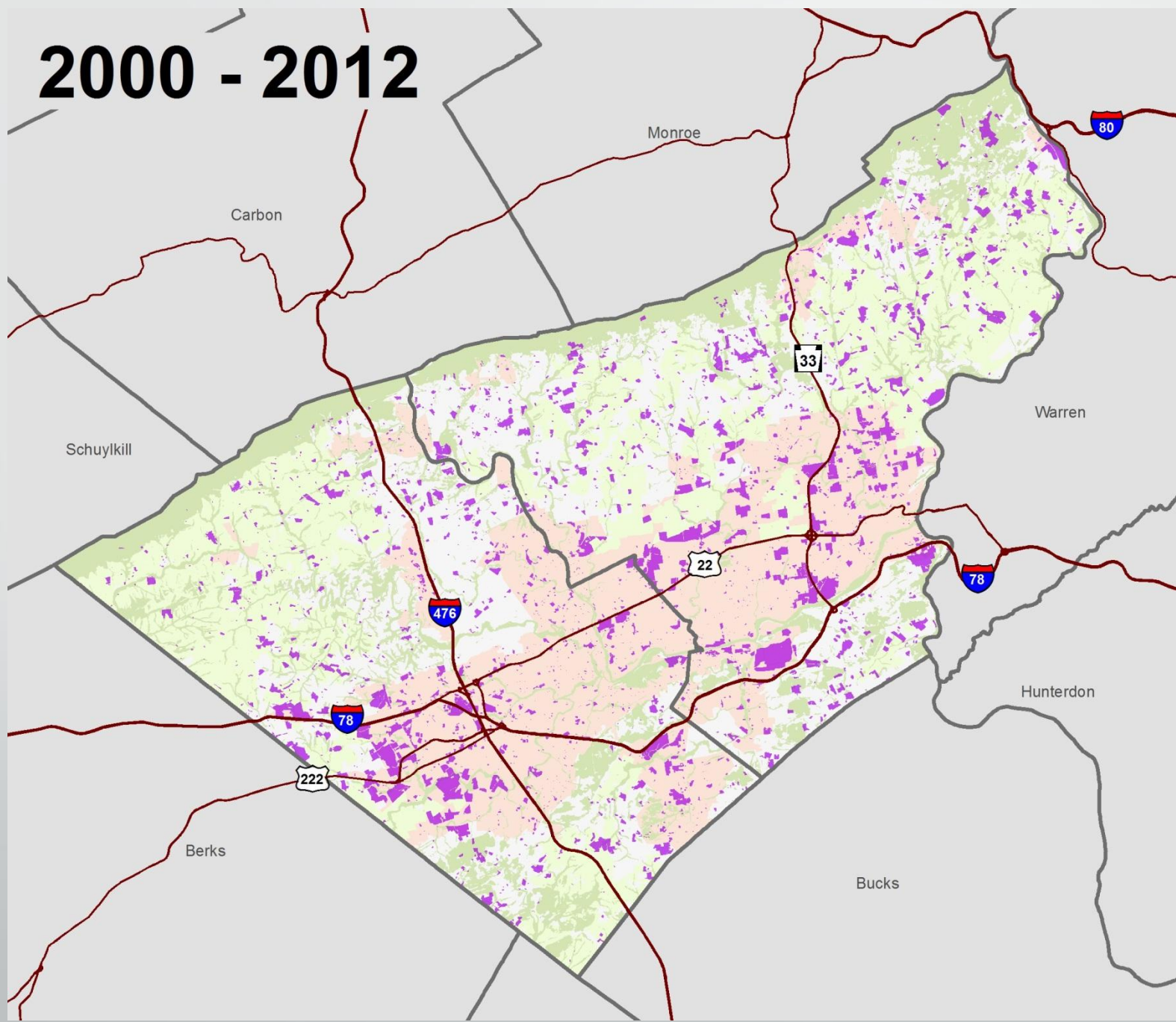
Planning Benefits
the Whole Community

Planners Address
Challenges

- Maintains community character
- Reduces environmental impacts
- Provides protection from natural + man-made disasters
- Preserves parks + open space
- Helps determine where buildings, businesses, homes, + roads will be located



2000 - 2012



Subdivision + Land Development Activity

2000 - 2012

42,820 acres
Subdivided Since
2010



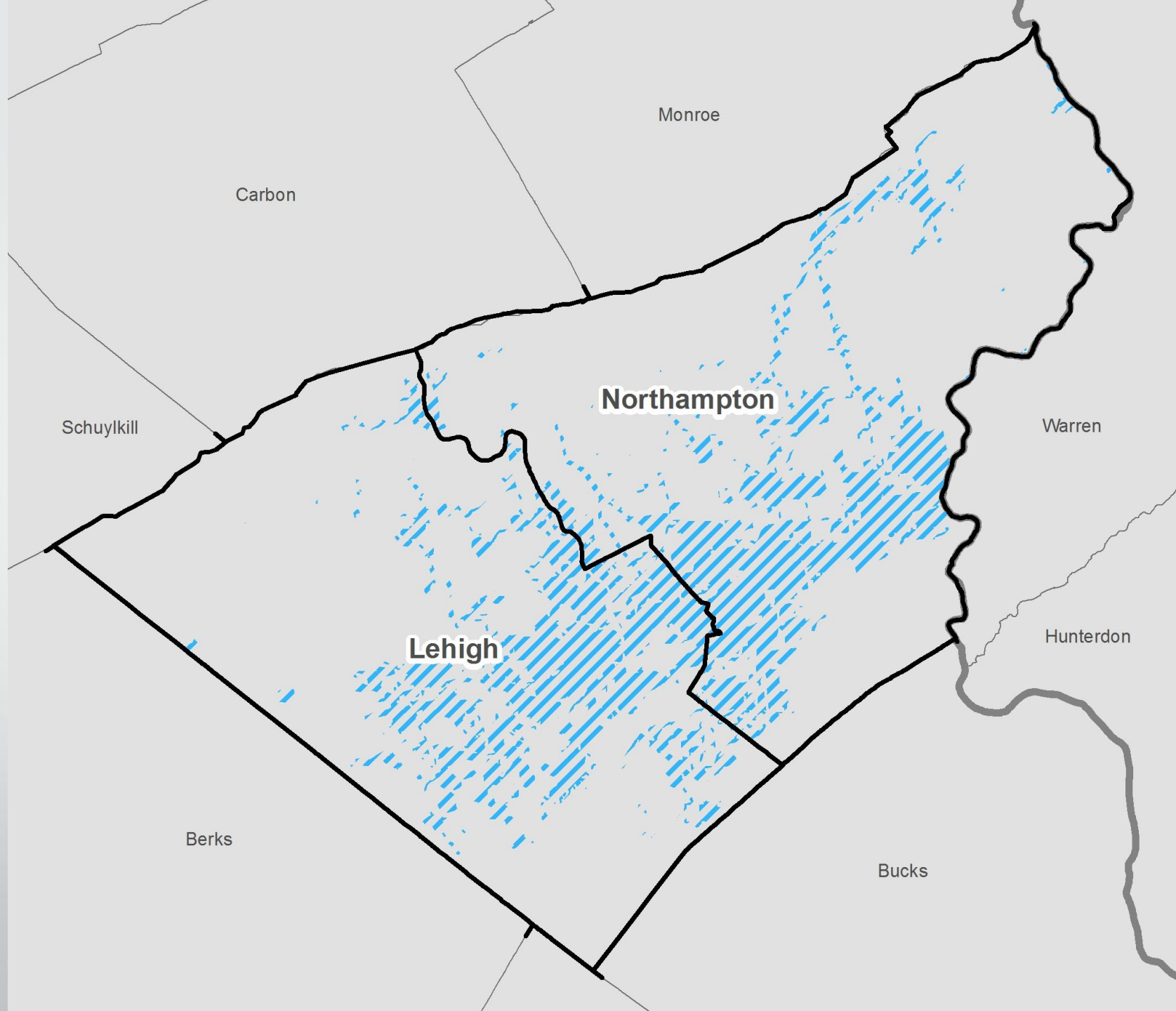
Natural Features

Farmland Preservation

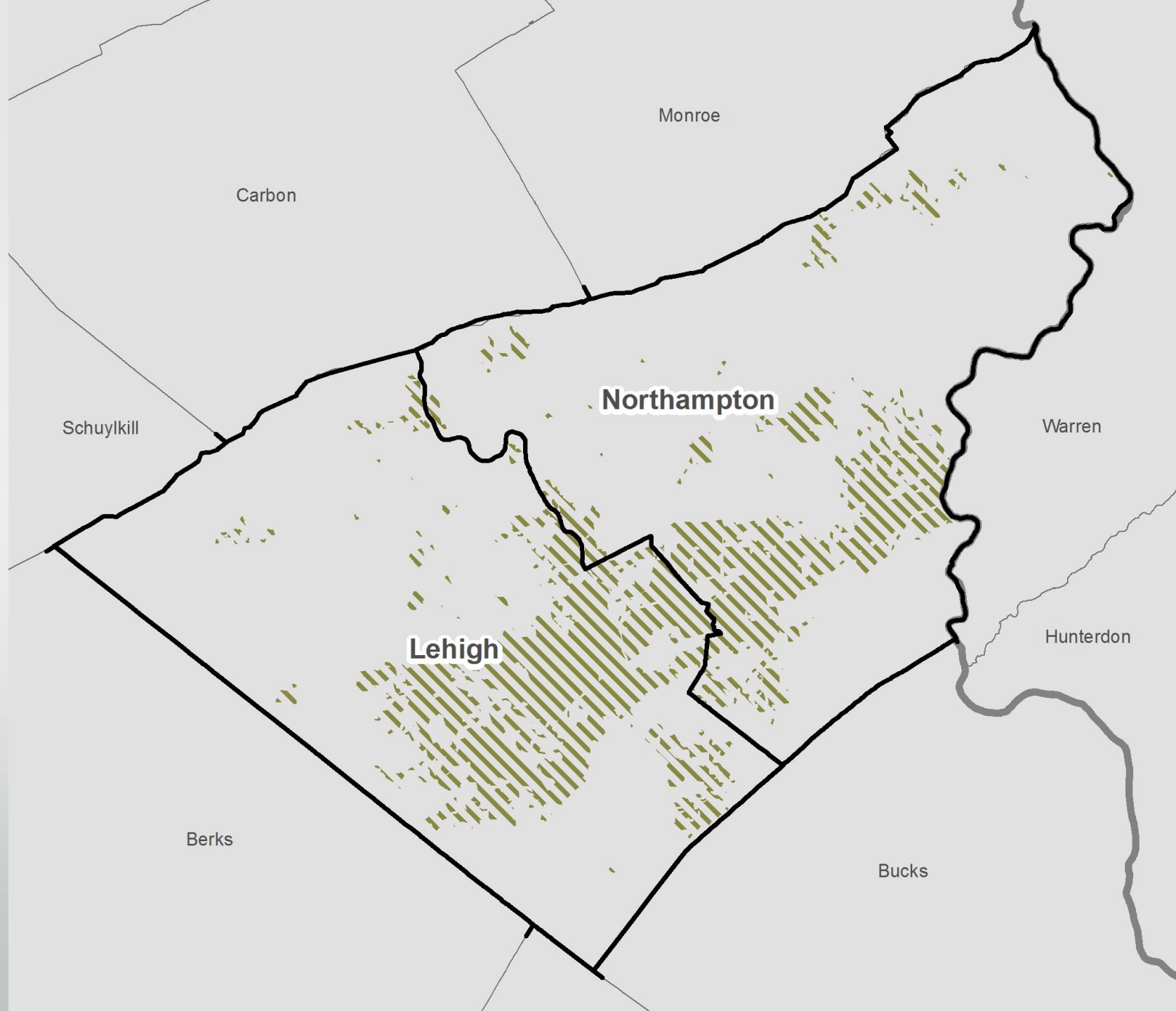
Rural Development

Urban Development

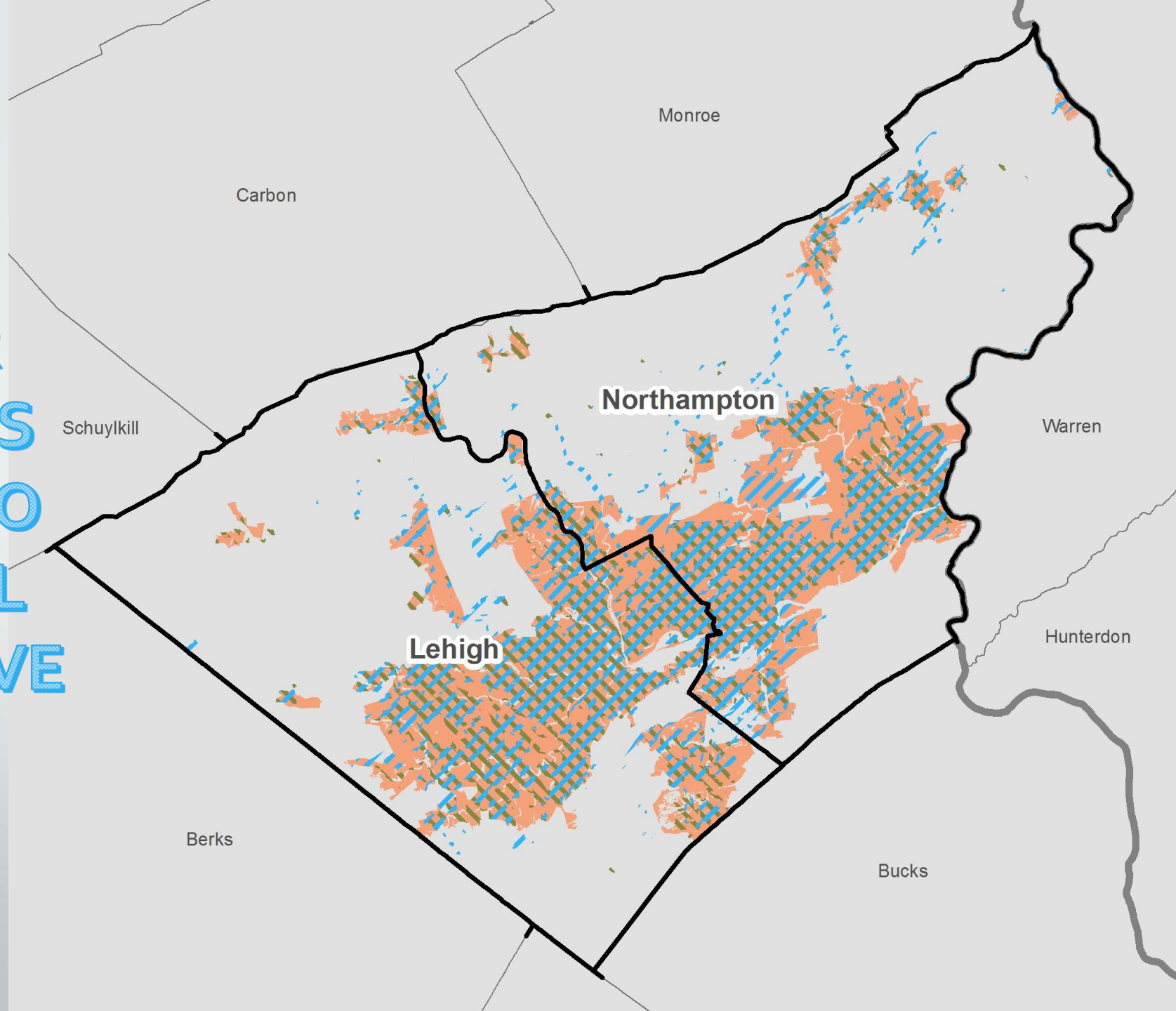
H₂O SERVICE AREAS



SEWER SERVICE AREAS



**H₂O + SEWER
SERVICE AREAS
IN RELATION TO
THE REGIONAL
COMPREHENSIVE
PLAN**



Economic Events 2007 to 2012



- A recession begins as the year comes to a close.
- **Unemployment Rate: 4.4 %**
- Stock Market at lowest level since 1997
- American Recovery and Reinvestment Act of 2009 (\$787 billion)
- Cash for Clunkers
- **Unemployment Rate: 8.5%**
- Occupy Wall Street Movement
- U.S Credit rating downgraded by Standard and Poor's
- **Unemployment Rate: 8.6%**



- World Markets Plunge
- Economic Stimulus refunding taxpayers \$\$
- “Economic Meltdown”
- Financial Crisis leads to Emergency Economic Stabilization Act
- Presidential Election
- Bernie Madoff Scandal
- **Unemployment Rate: 5.6%**

- Jobs Bill Approved
- Homebuyers Tax Credit Expires
- **Unemployment Rate: 9.3%**

- Occupy Movement Expands Across U.S
- Hurricane Sandy
- Presidential Election
- **Unemployment Rate: 8.7%**

Population

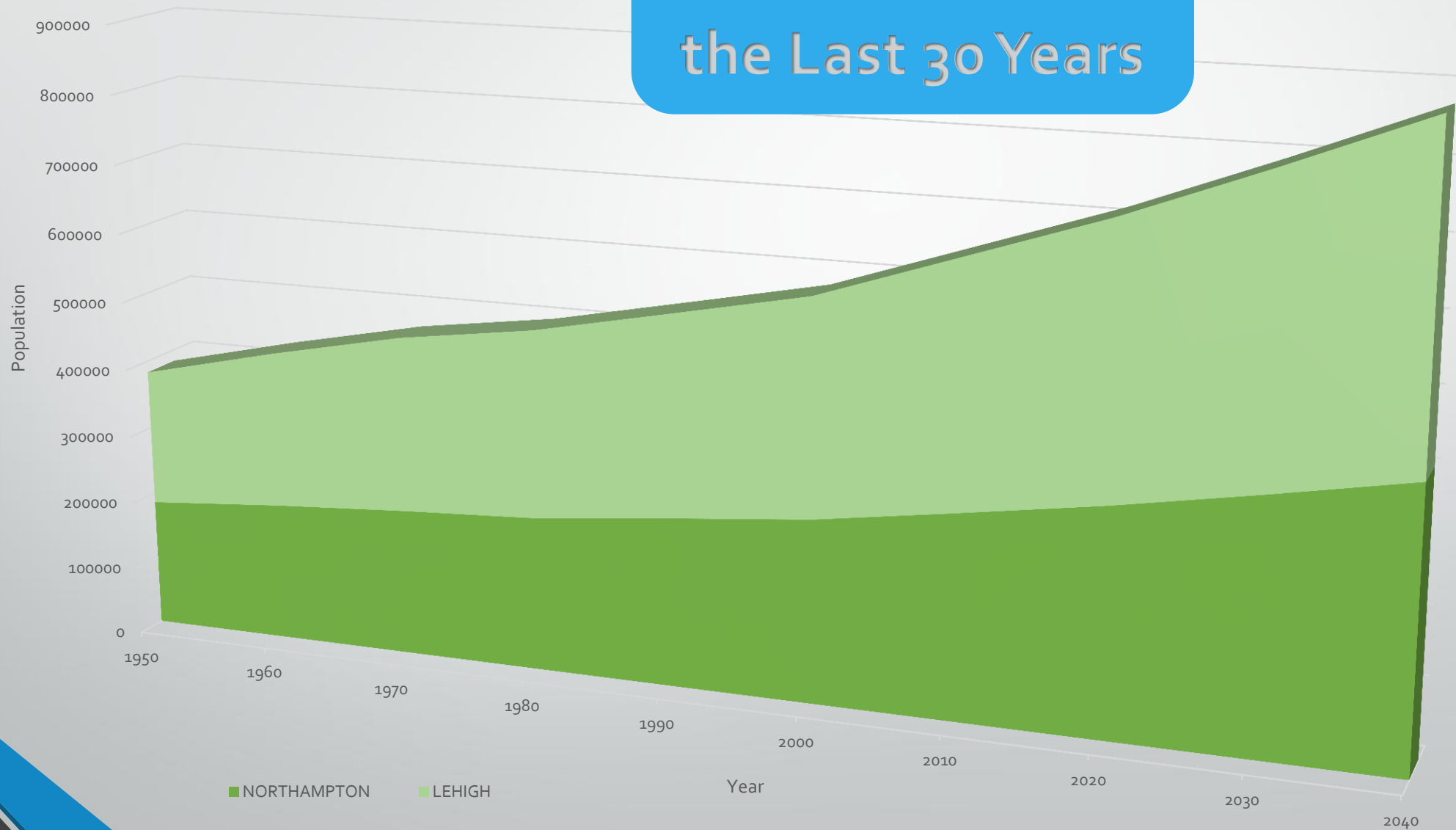
647,232 People
Live in the
Lehigh Valley
Today



- Large increases in migration from 2000-2010
 - Lehigh County: increase of 30,300 from migration
 - Northampton County: increase of 30,100 from migration

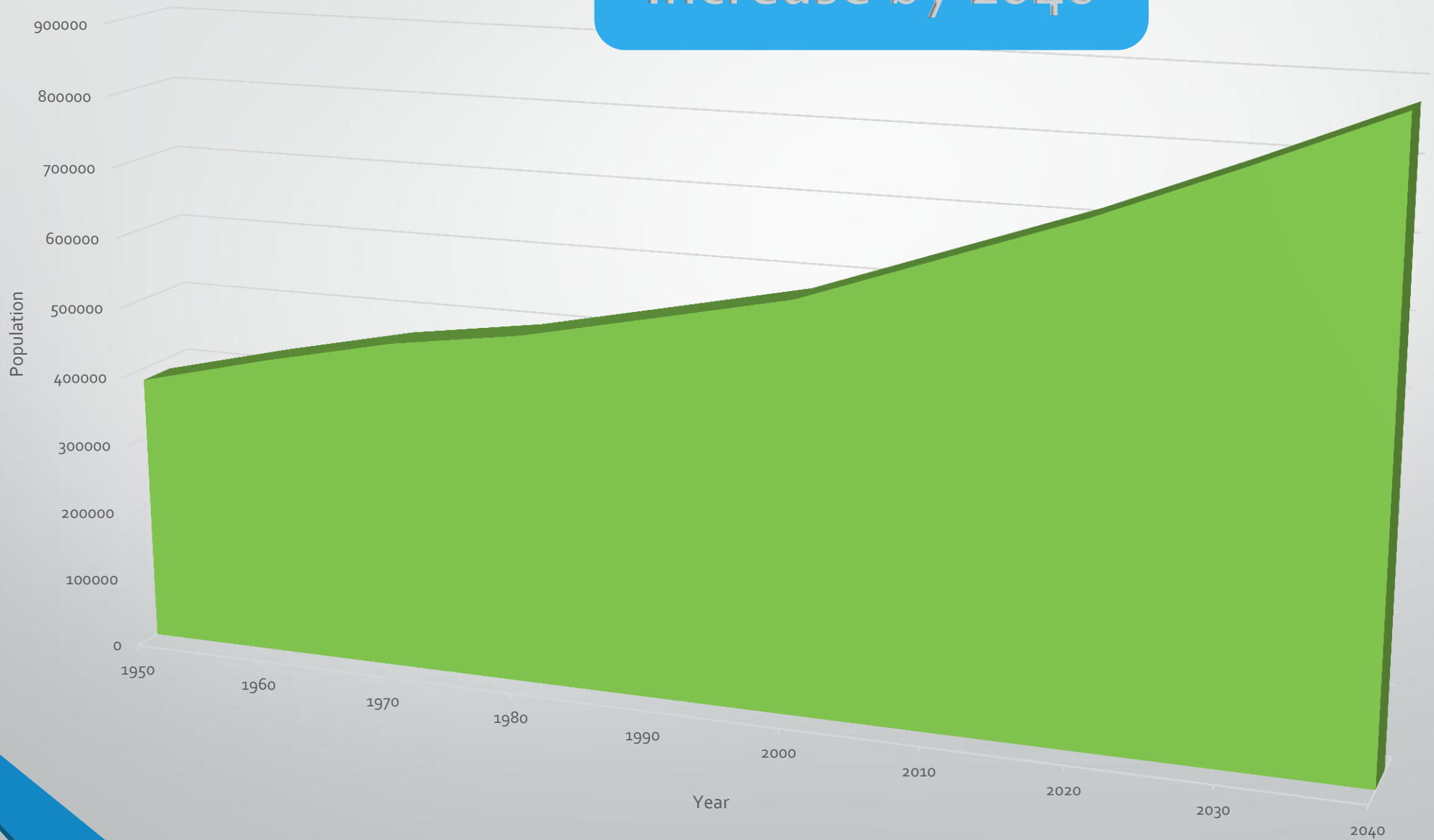
Population

30% Population Increase Over the Last 30 Years



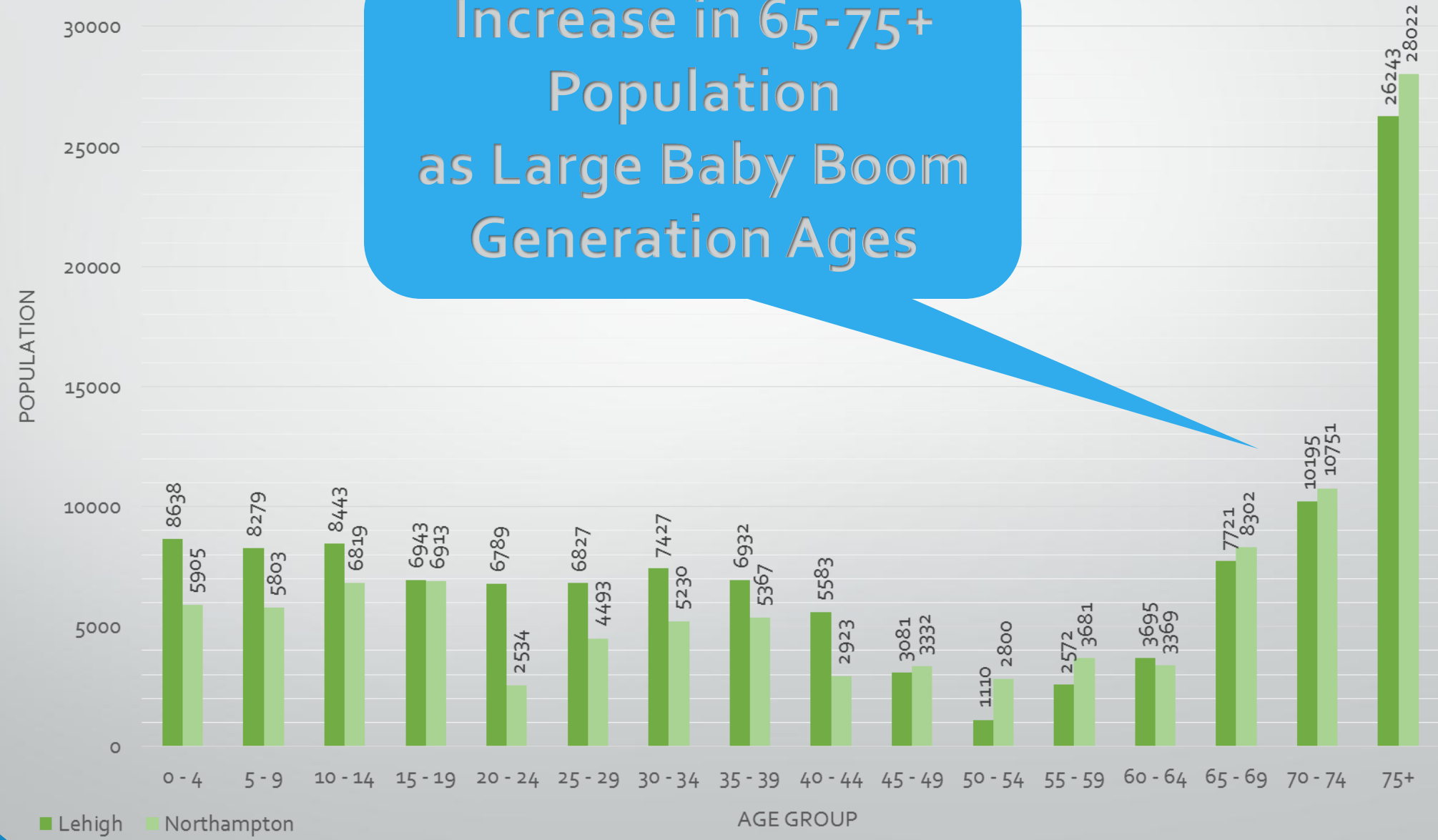
Population

35% Population Increase by 2040



Population Change from 2010 -2040 by Age Group

Increase in 65-75+ Population as Large Baby Boom Generation Ages



Population

Births are a Great Factor in Lehigh County's Future Population Increase



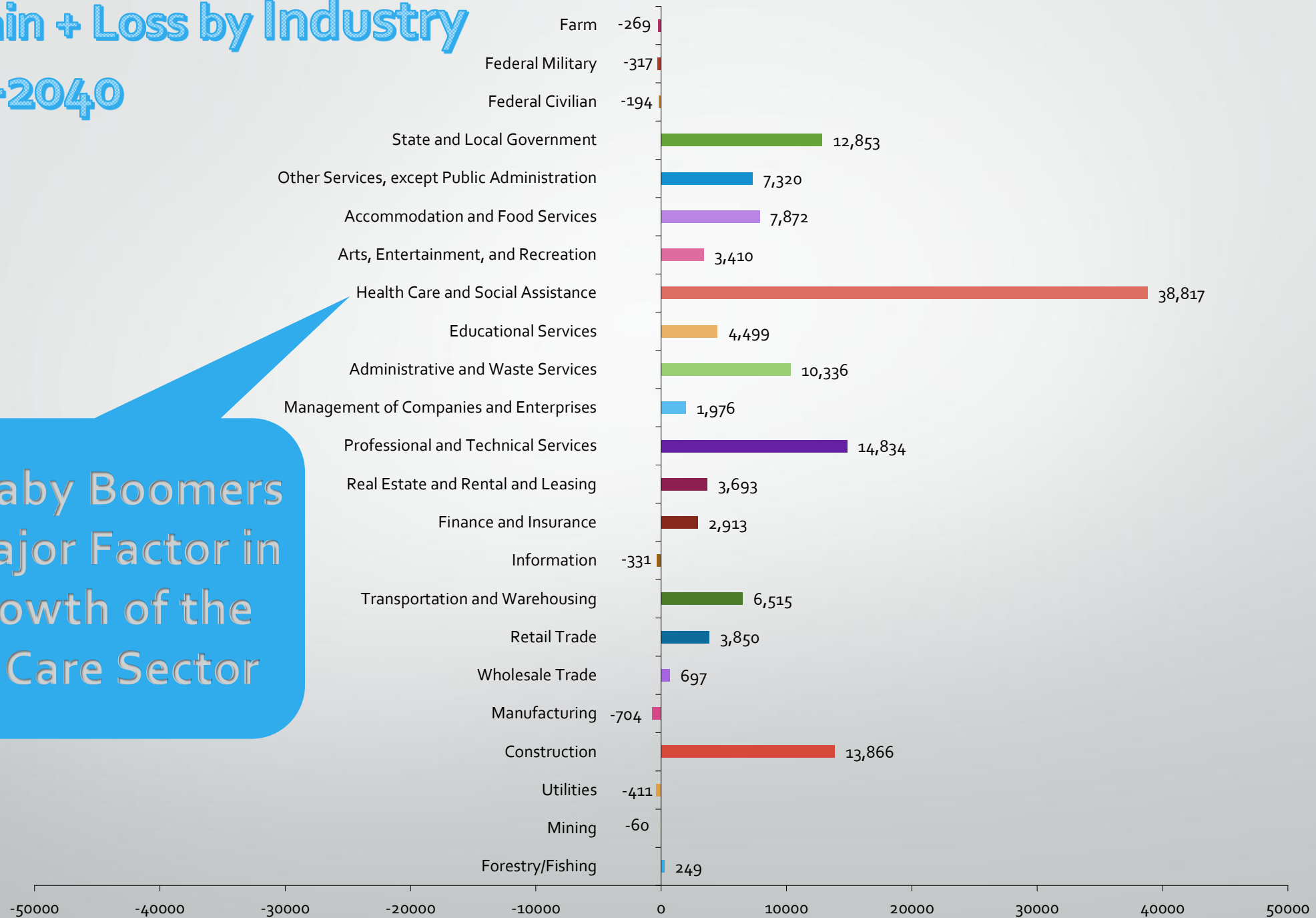
Migration is the Largest Factor in Northampton County's Projected Growth



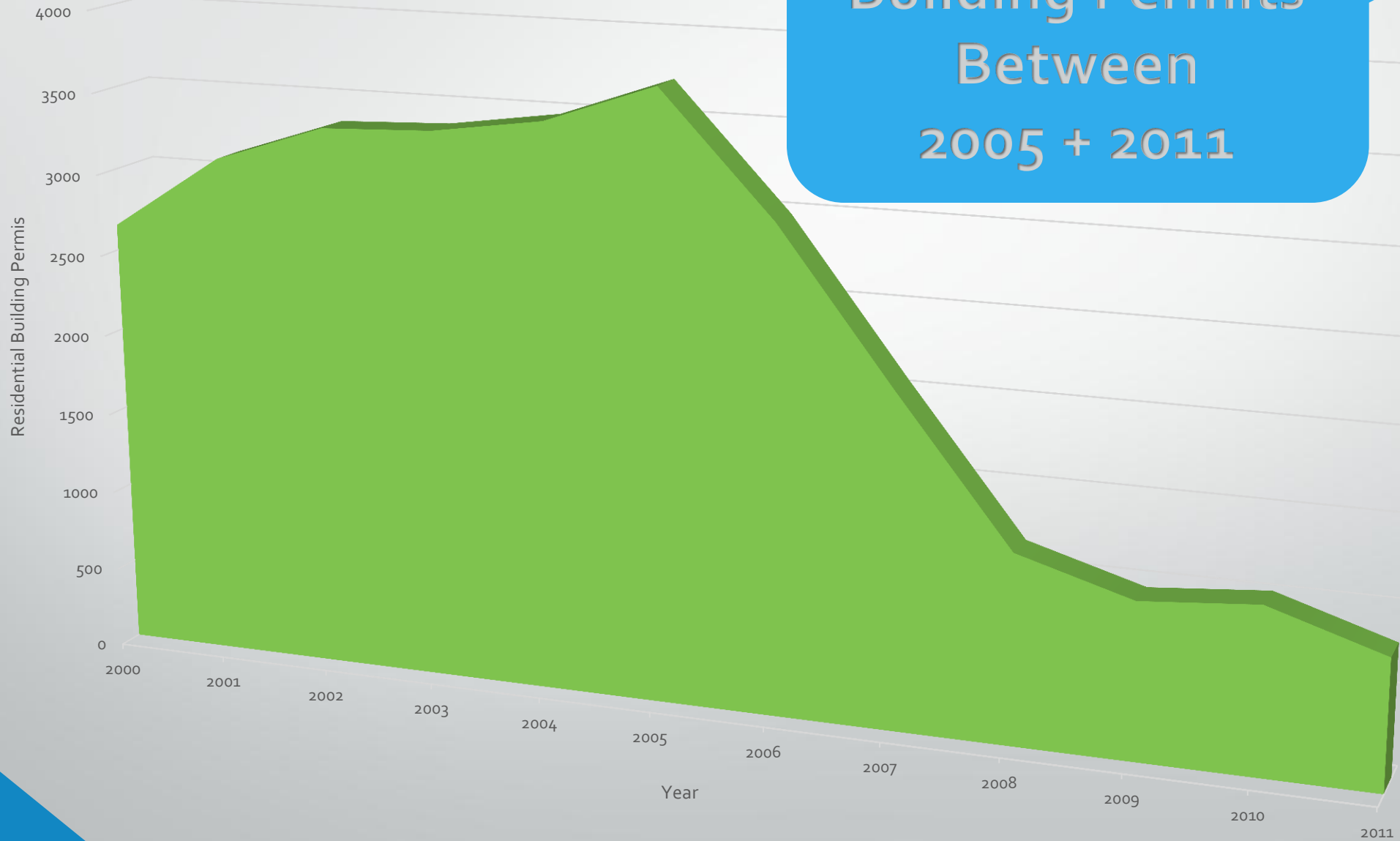
Job Gain + Loss by Industry

2010 -2040

Aging Baby Boomers
Are a Major Factor in
The Growth of the
Health Care Sector



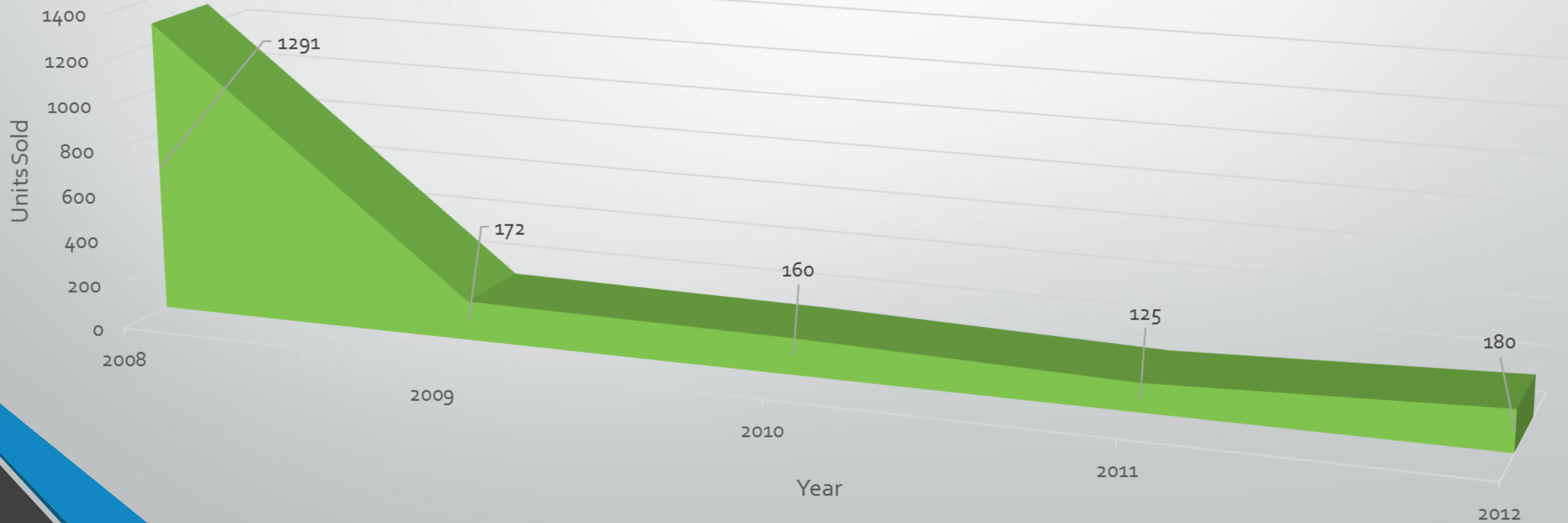
78% Decrease in
Building Permits
Between
2005 + 2011



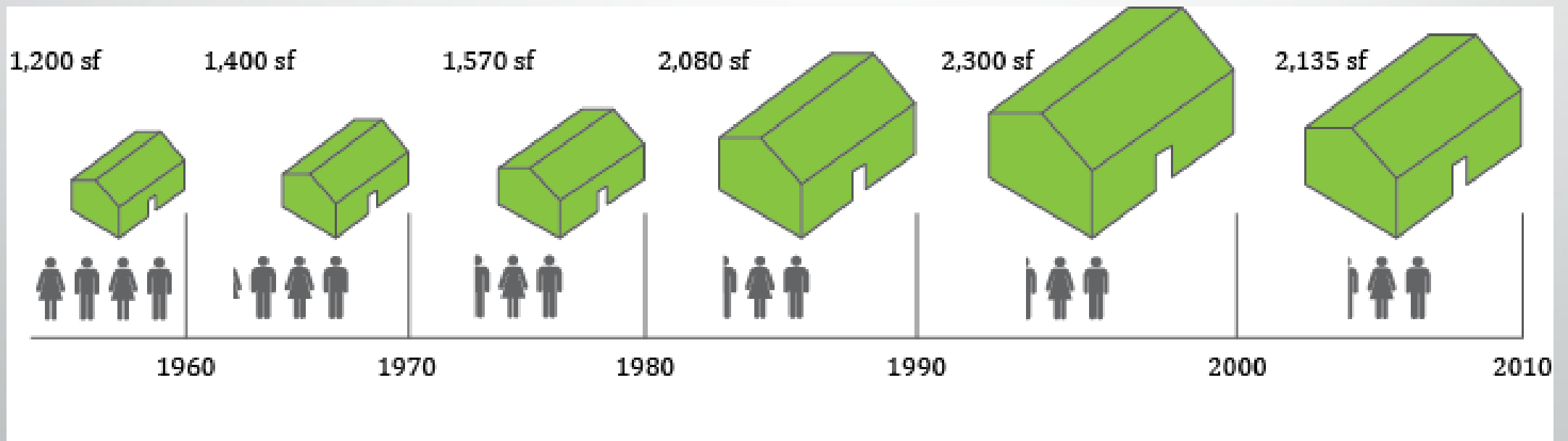
86% Decrease in New Construction Sales Between 2008 + 2012



New Construction Housing Sales




Newly Constructed Homes
Have Nearly Doubled in Size
Since 1960 + People per House
Has Steadily Decreased





The Lehigh Valley has suffered 23 flood events resulting in federal + state disaster declarations since 1950

- Locally, flooding is most significant natural hazard in the Lehigh Valley, with all 62 municipalities prone to flooding
- The region has 2 major rivers + numerous streams within our borders, with nearly 40 square miles of land in the 100 year floodplain

- 
- **Lehigh Valley Planning Commission:**
 - Published the first model floodplain ordinance in 2007
 - Responding to the impact of flood events
 - Implement the policies in the *Lehigh Valley Comprehensive Plan*
 - Implement the policies in the region's 1st *Hazard Mitigation Plan*
 - Since the model ordinance was written:
 - Many flooding events, some severe
 - Significant changes in the National Flood Insurance Program
 - 2014 Floodplain Maps in Northampton County
 - Update of the *Regional Hazard Mitigation Plan*
 - Pennsylvania Department of Community + Economic Development floodplain provisions update



- **Northampton County (1968 – Present)**

- 995 Policies


- 1,261 Claims

- \$41.4 million in Damages

- 185 Repetitive Loss Properties

- 35 Severe Repetitive Loss Properties





- **Lehigh County (1968 – Present)**

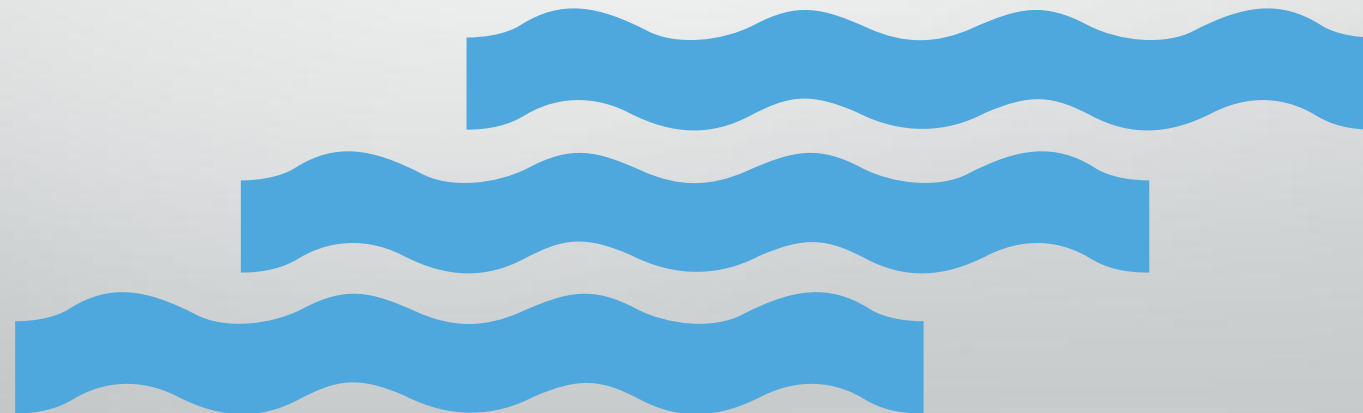
- 835 Policies


- 931 Claims

- \$9.7 million in Damages

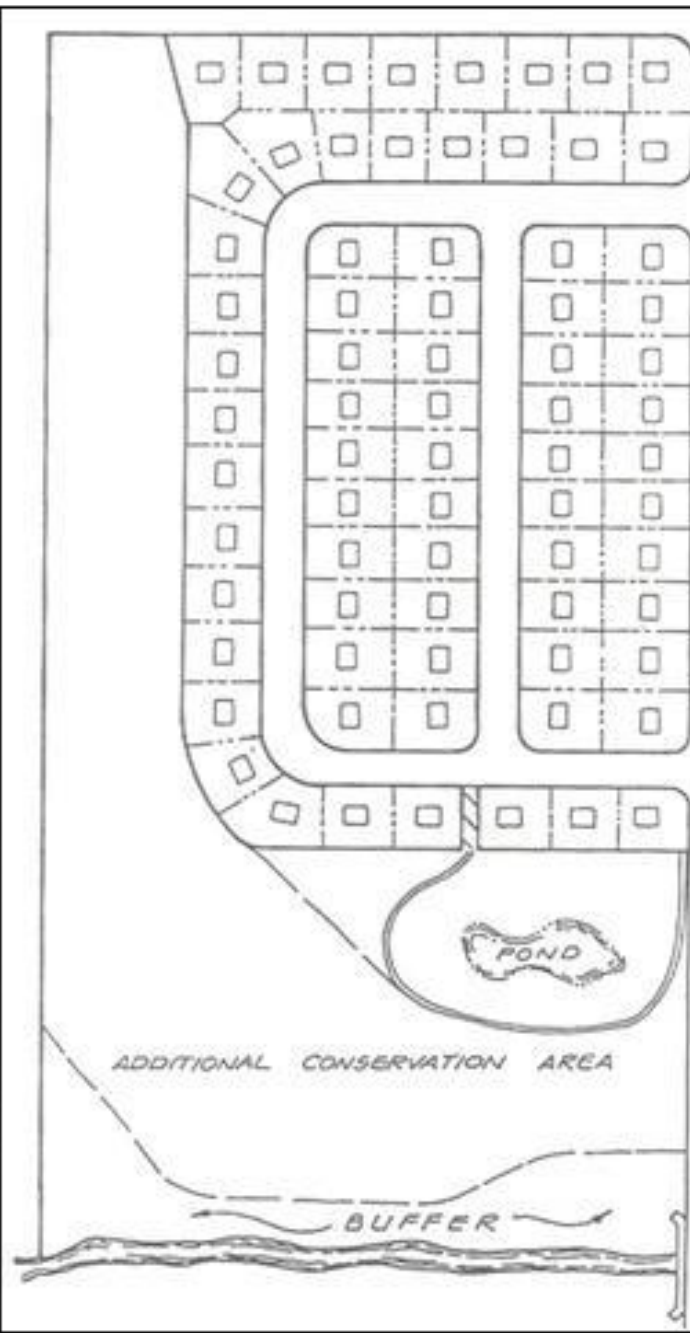
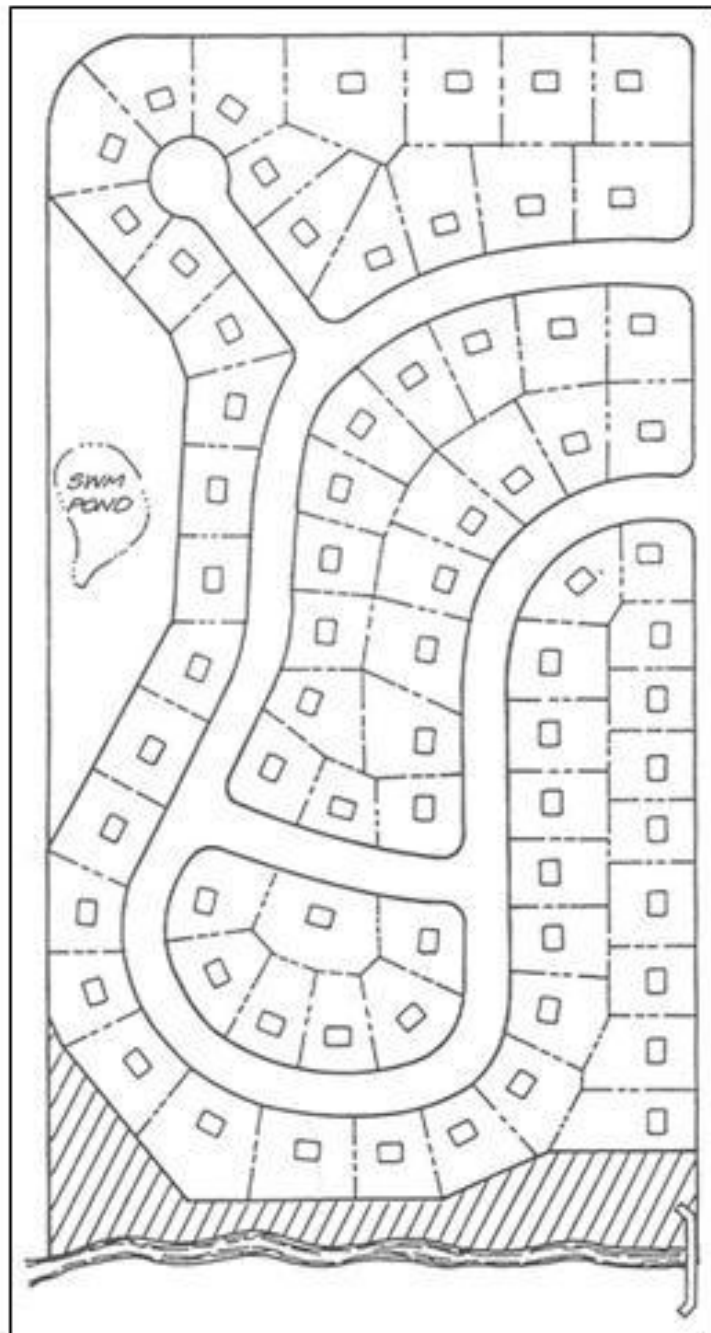
- 50 Repetitive Loss Properties

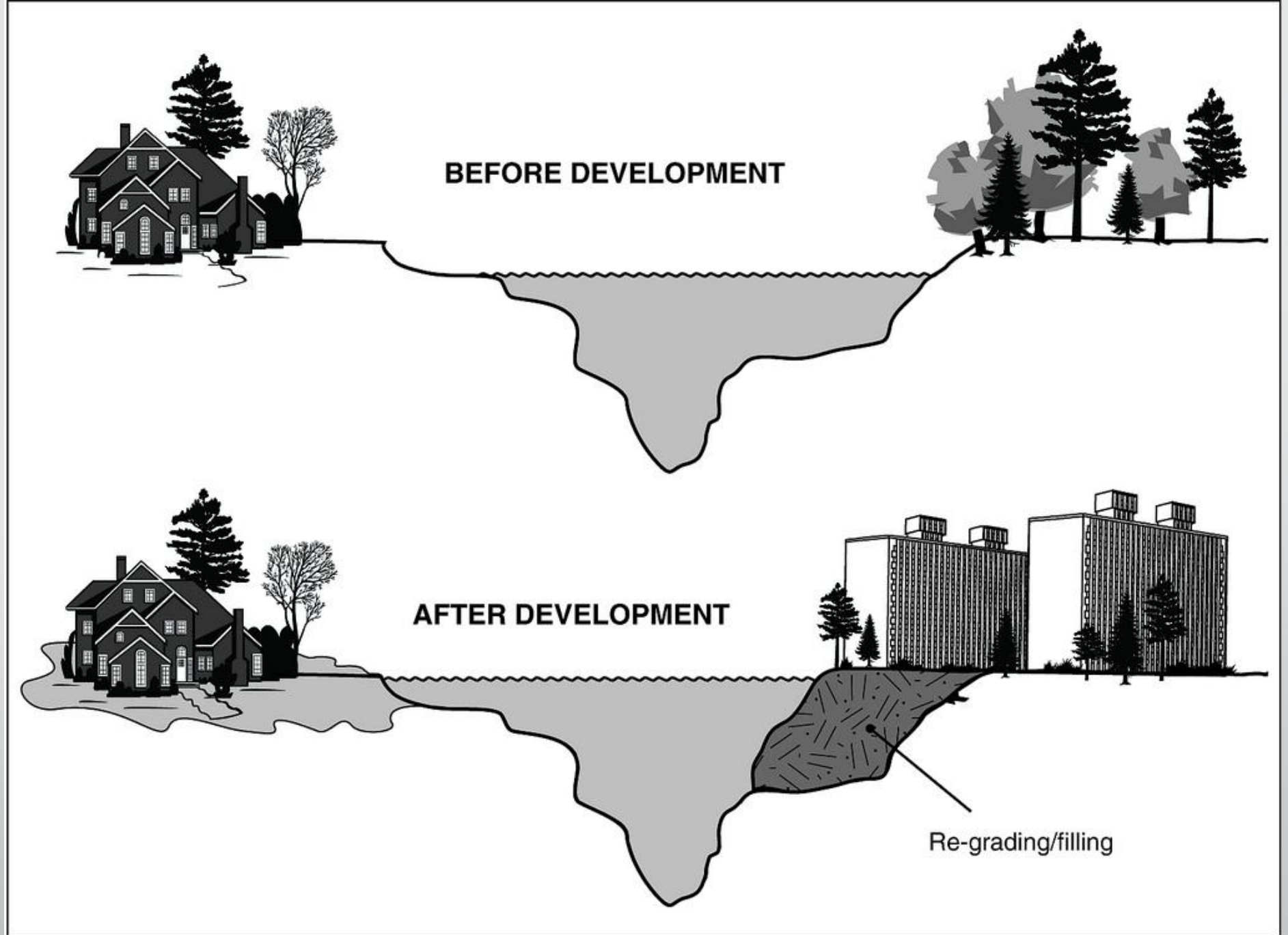
- 11 Severe Repetitive Loss Properties



- 
- **Updated Floodplain Ordinance will assist communities to:**
 - Protect property + people
 - Assure federal flood insurance + disaster assistance are available
 - Save tax dollars
 - Avoid liability + law suits
 - Reduce future flood losses







Sources: GAO analysis of FEMA data; and Art Explosion clipart.



New Model Floodplain Regulations
Are More Stringent than DCED
Suggested Provisions + NFIP

- **Updated Model Floodplain Ordinance:**
 - Prohibits new development in the floodway
 - Significantly restricts new development in other areas of the floodplain
 - Prohibits chemical storage in the floodplain
 - Amount of allowable improvements to existing structures in the floodplain is lower than permissible under NFIP



New Model Floodplain Regulations
Try to Balance the Often Divergent
Needs of Rural + Urban Communities

- **Updated Model Floodplain Ordinance:**
 - In rural communities the focus is on preventing new development in the floodplain + protecting the natural functions of the floodplain
 - In urban communities the need is to address the dilemma between redevelopment + hazard mitigation by permitting reuse by very specific standards + prohibiting critical facilities from the floodplain





CHARACTER BUILDING SINCE 1736



CHARACTER BUILDING



STILL













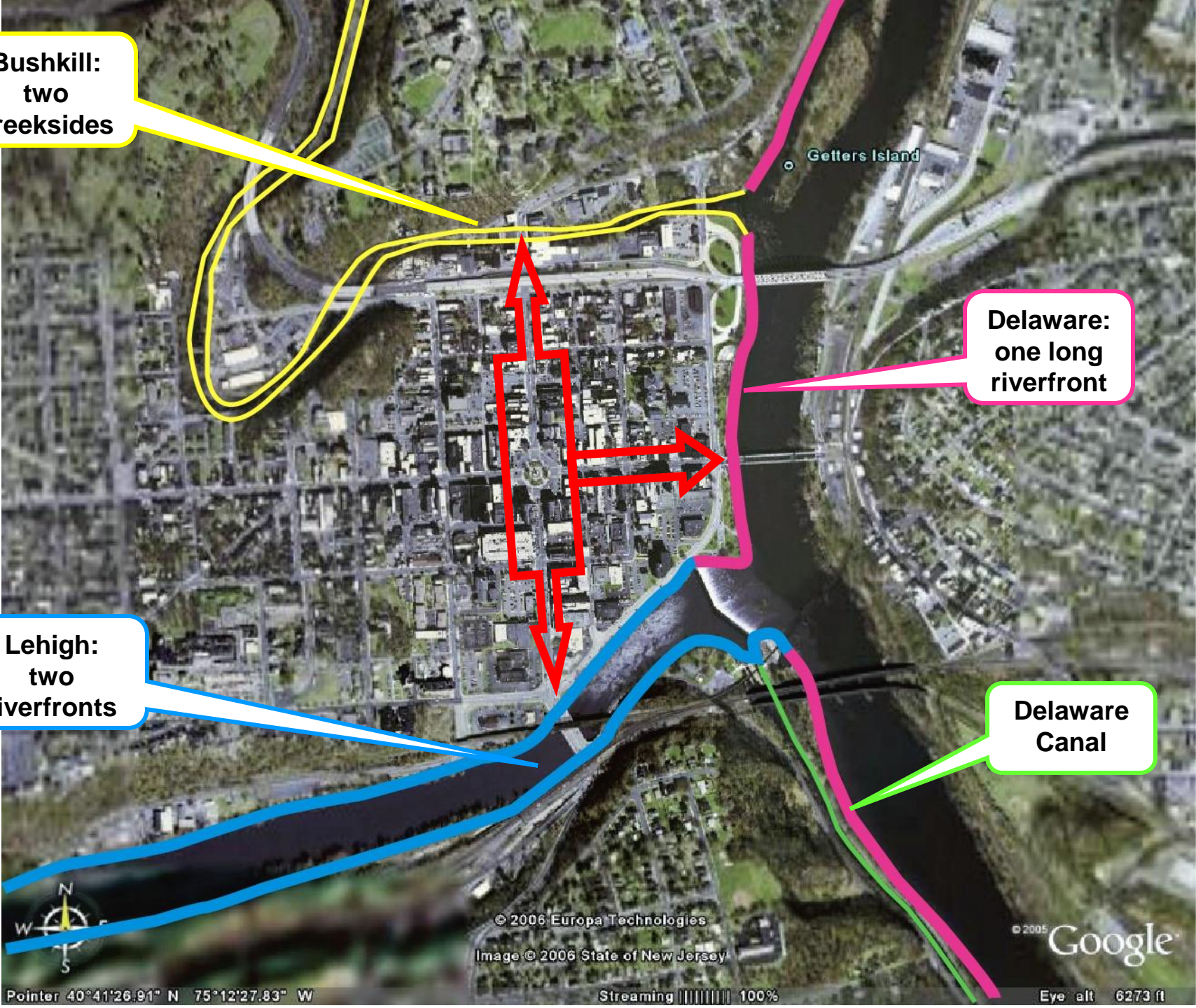
EASTON waterfronts

**Bushkill:
two
creeksides**

**Delaware:
one long
riverfront**

**Lehigh:
two
riverfronts**

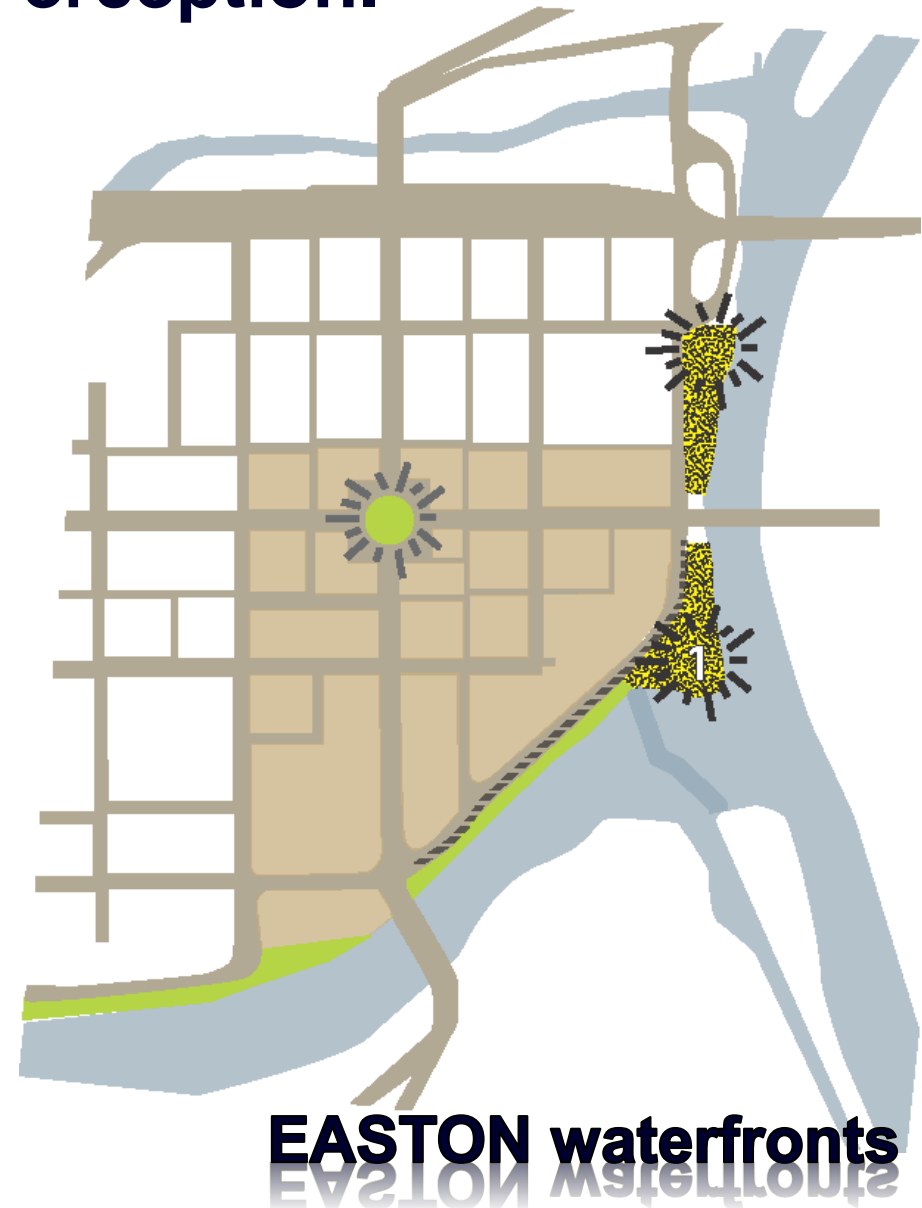
**Delaware
Canal**



Claim the Rivers, Create Awareness, Change the Perception.

Phase 1

1. Develop Immediate Action Plan & Incremental Vision
2. Create a new waterfront destination node that will connect the amphitheater and Center Square encouraging foot traffic between them to enliven the downtown and celebrate the river.



Waterfront Development

Phase 2:

1. Develop sustainable waterfront zone
2. Create sustainable infrastructure
3. Incorporate renewable energy sources
4. Create multiple venues for recreation, events, connections to Bushkill Trail, Delaware Canal & town streets.



Phase 2

Redefining the Edge

The Truckee River Park

Reno, Nevada



EASTON waterfronts

Phase 2

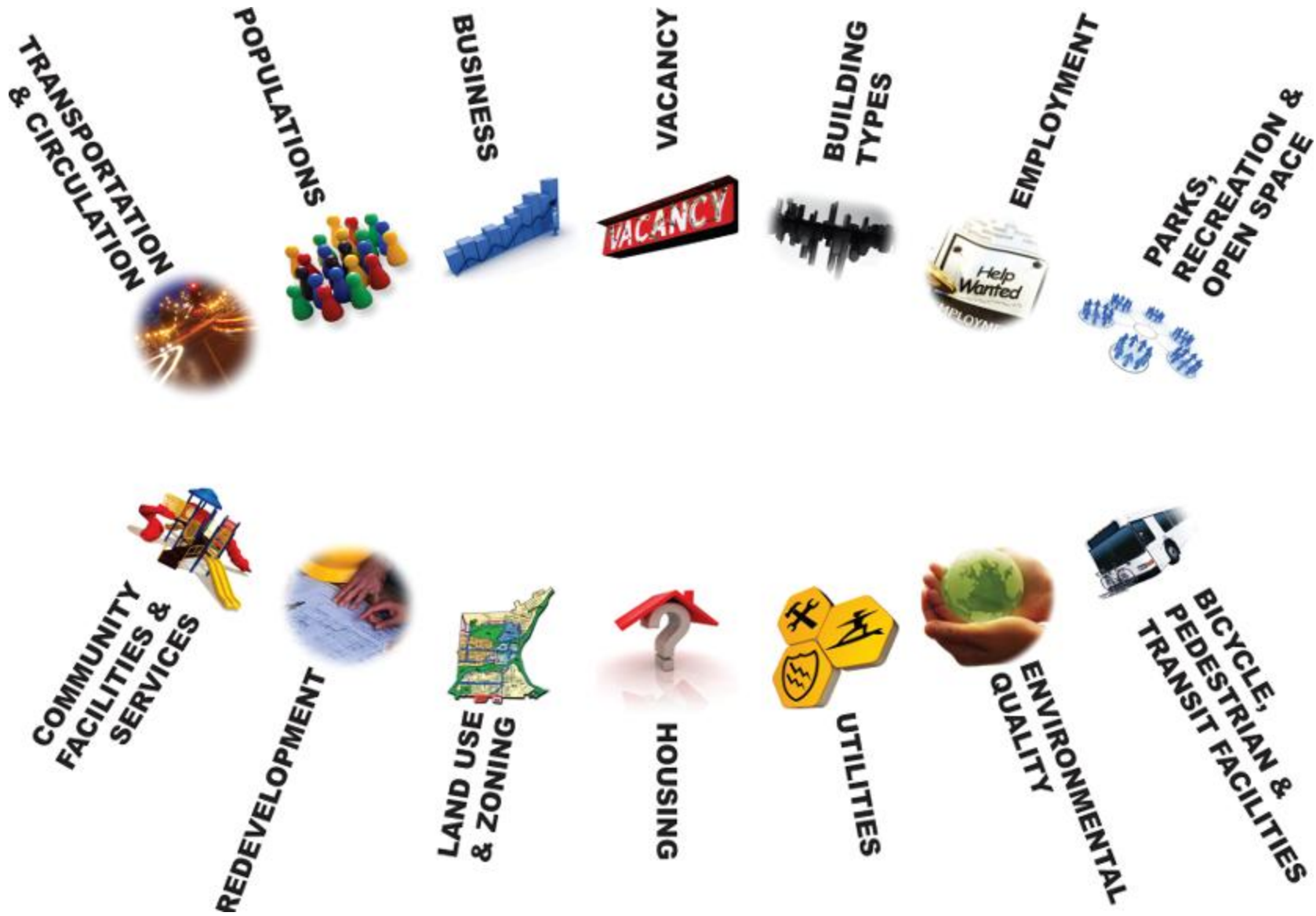


Naturalizing the Lehigh Confluence

Rio Vista Dam

San Marcos, Texas

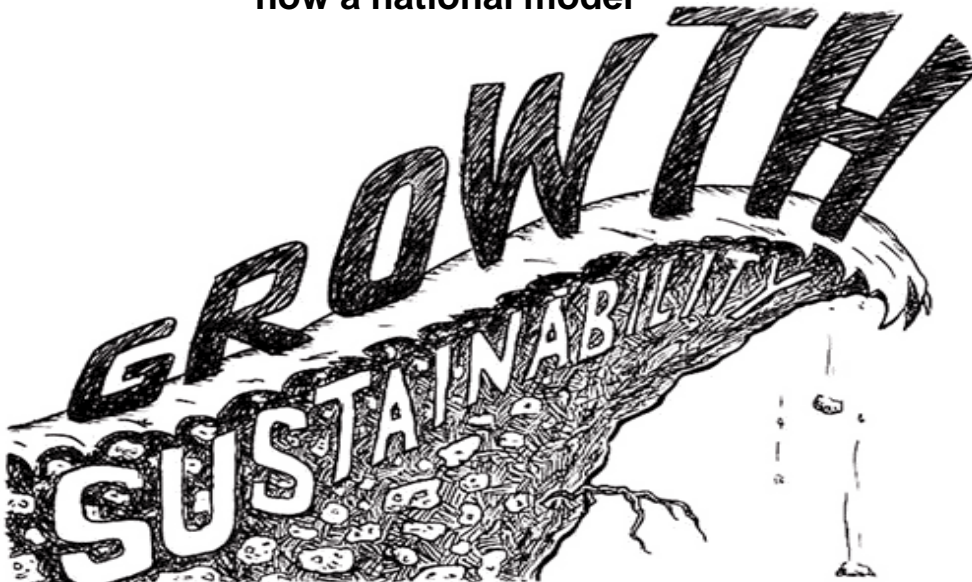




PLANNED · INTEGRATED · CONSISTENT · QUALITY · SUSTAINABLE

SUSTAINABLE REVITALIZATION OVERVIEW

- 2005
 - Local Historic District Ordinance
 - Main Street and West Ward Neighborhood Partnership established
- 2006
 - Expansion of the Local Historic District
 - 1st in Commonwealth authorized by the state beyond National Register District boundaries
 - Telecommunications Ordinance
 - Beginning of Planning and Zoning Code Rewritten
- 2007
 - Comprehensive package of True Urban Land Use and Development Codes adopted
 - 1st in the Commonwealth and one of few in the nation setting the legal tone for Easton's current revitalization
 - 1st floodplain ordinance in the nation to regulate the 100 and 500 year floodplains equally, now a national model



YOU DON'T
HAVE TO
CHOOSE!

SUSTAINABLE REVITALIZATION OVERVIEW

- **2008-2010**
 - Significant reinvestment and development begins as a result of the value-added model Planning and Zoning Code
 - Environmental Advisory Council established
 - City Hall Energy Savings Program Implementation
 - Newsrack ordinance
- **2011-2012**
 - Major public investments in infrastructure and open space to support new development
 - 2 road diets! 1st road diet in the Commonwealth and in partnership with PENNDOT
 - “Billboard” ordinance
 - Comprehensive Plan Rewrite begins
- **2013**
 - Solar ordinance
 - Simon Silk Mill Brownfield Revitalization Project Implementation
 - New City Hall and Intermodal Transportation Center Implementation



**YOUR
IS MY
RECESSION
RENAISSANCE**

EASTON

waterfronts



EASTON

waterfronts
studios



EASTON

waterfront studios





EASTON waterfronts
EASTON waterfronts

BEFORE



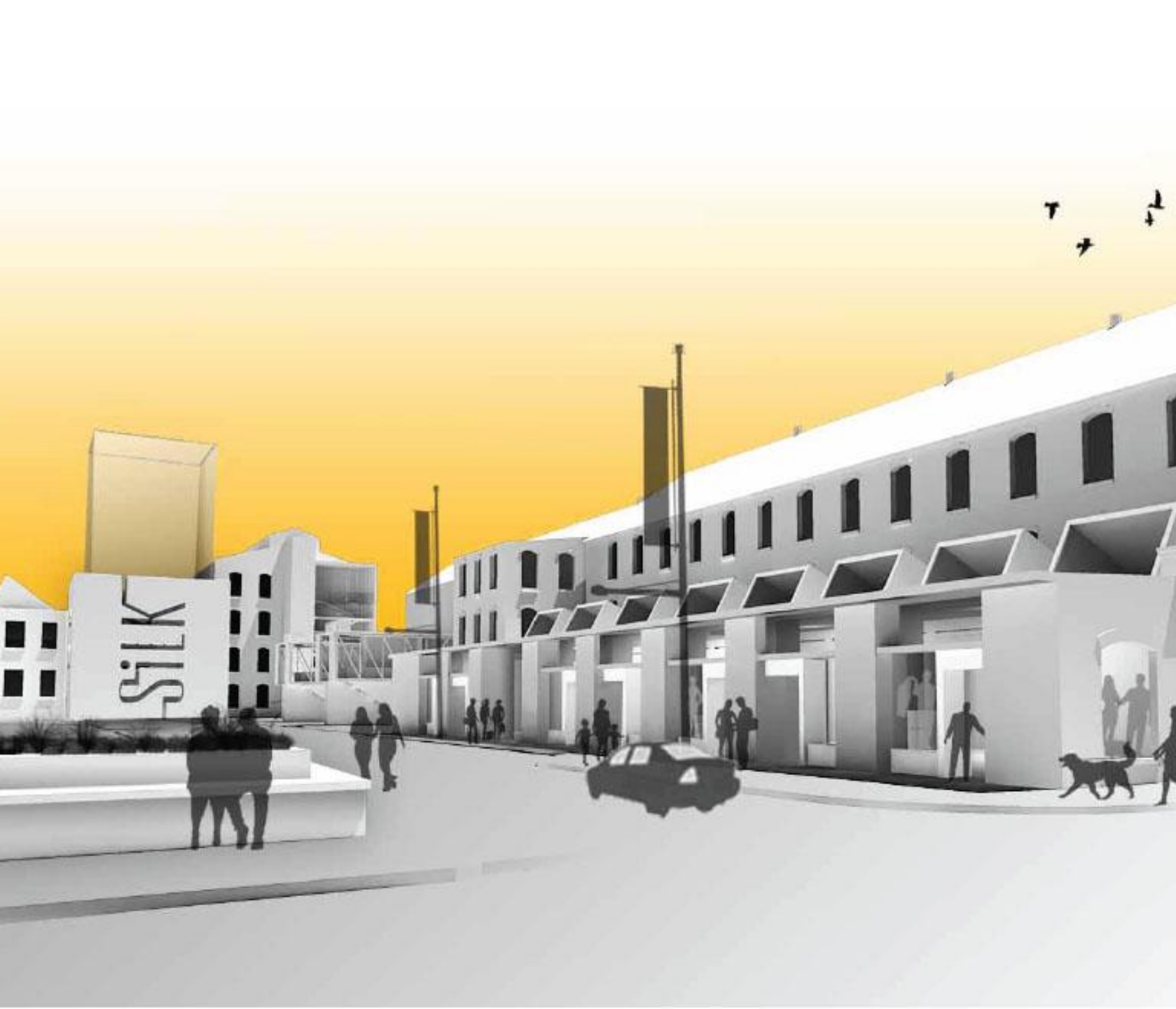
AFTER





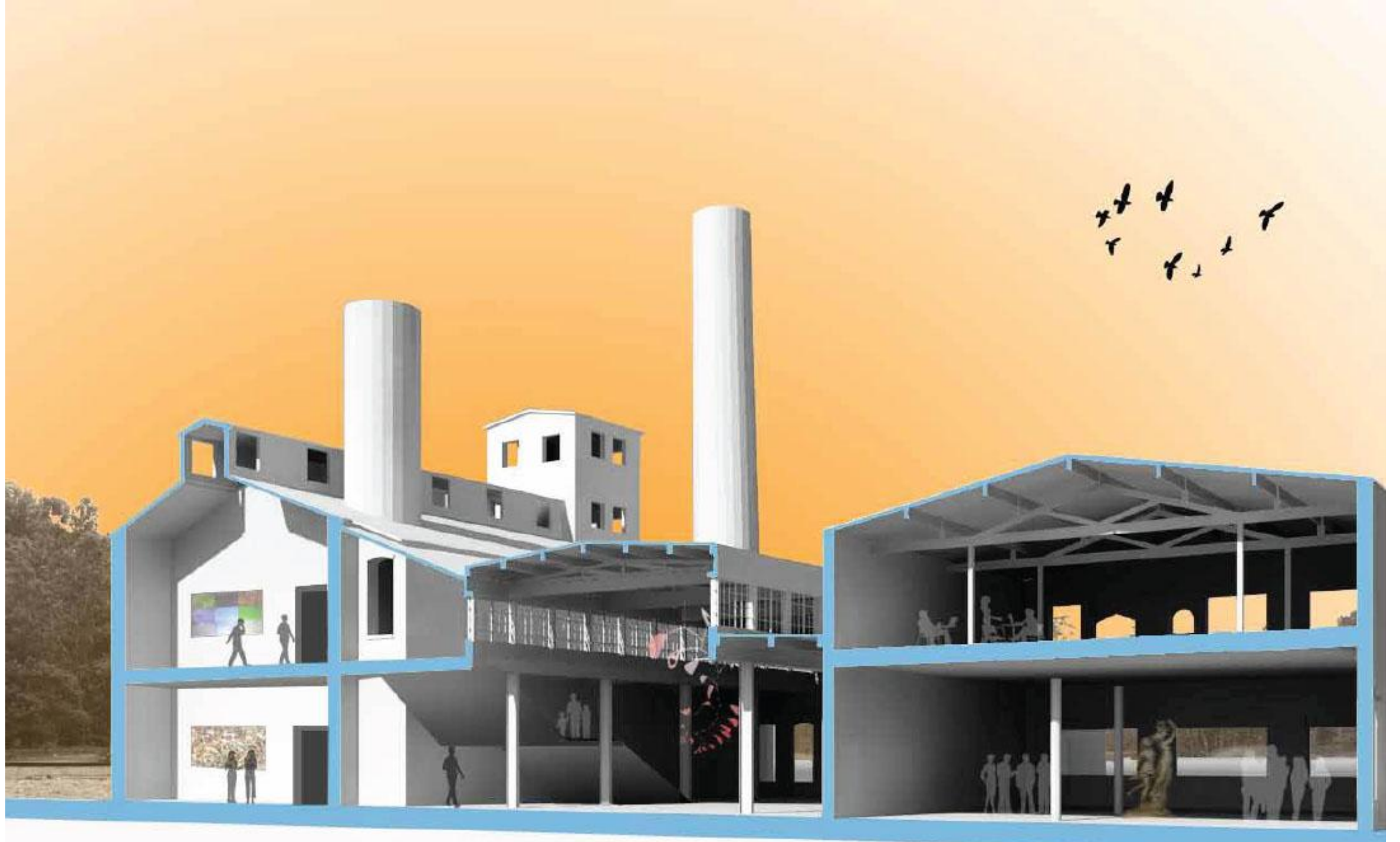






SIMON SILK MILL



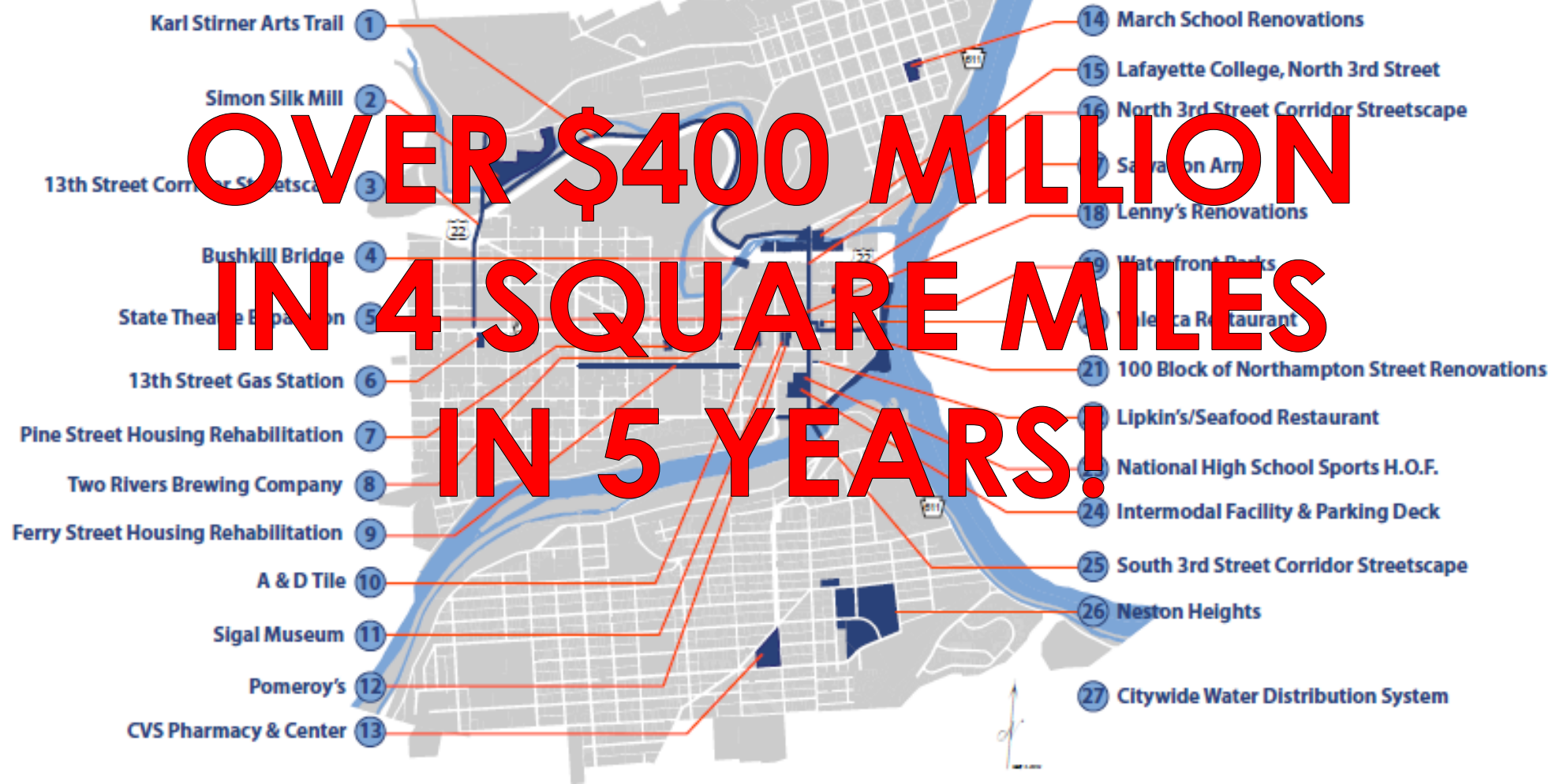




**24.4 ACRES OF FLOODPLAIN PROTECTED
+ 2.4 MILES ART + RECREATION TRAIL**



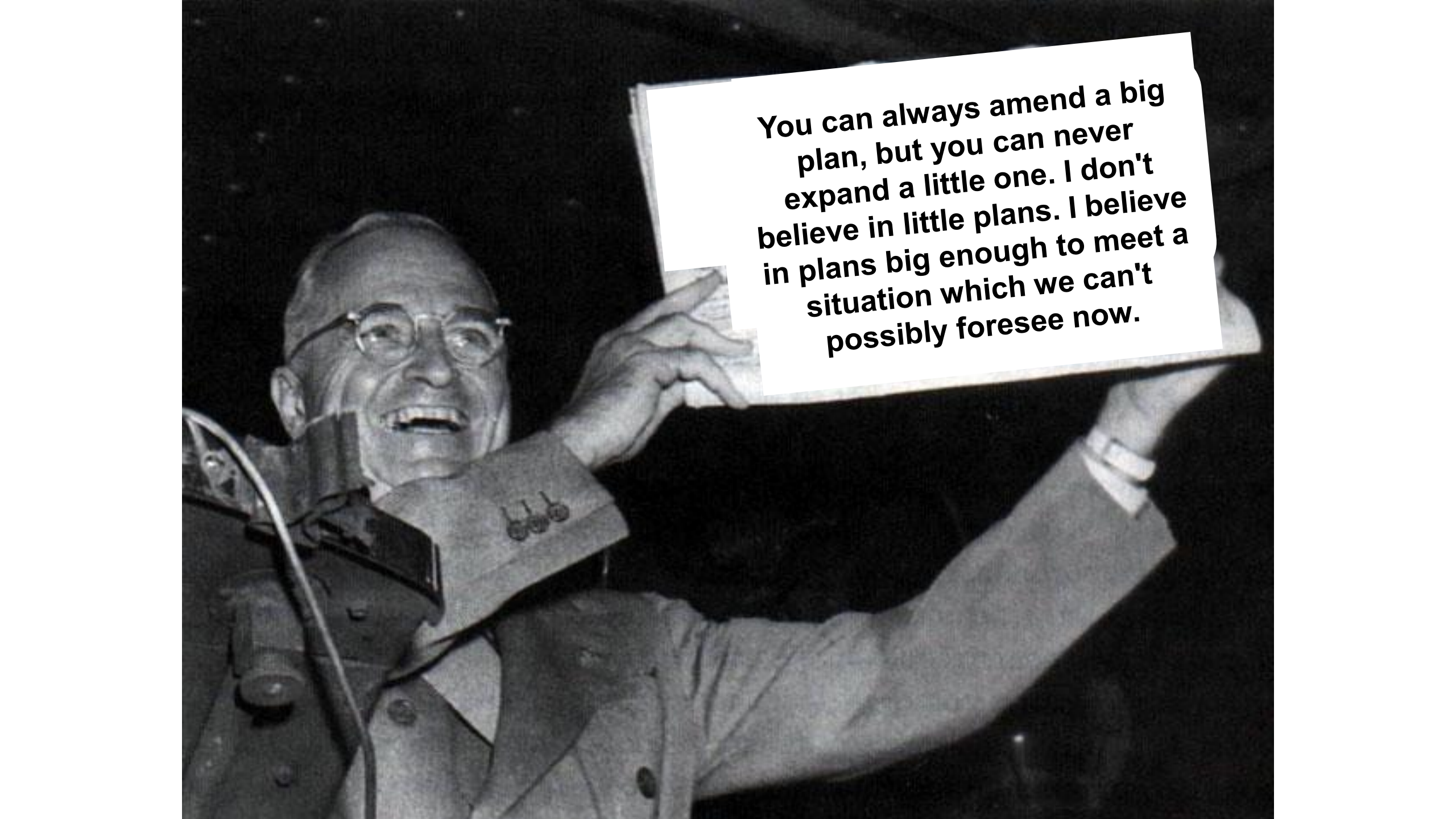
PUBLIC/PRIVATE INVESTMENT



**OVER \$400 MILLION
IN 4 SQUARE MILES
IN 5 YEARS!**

NO GUT, NO GLORY.

- Identify the problems...*ALL* of them
- Address them openly, honestly + comprehensively
- Develop a strong vision, plans + policies + institutionalize them
- Enable + support paid professional staff to implement the plan
- Not everyone will get on board --- you will have to show them = spending money
- Still “enemies” will persist + new ones will develop --- move around them quickly + quietly, while sticking to the plan
- Remind everyone of the vision + plan every chance you get
- Celebrate *ALL* successes, regardless of size --- They *ALL* matter
- Course correct as needed + as you go but, do so quickly while reinforcing the plan

A black and white photograph of Dwight D. Eisenhower. He is wearing glasses and a suit, smiling broadly. He is holding a large white sign with both hands. The sign contains a quote in bold black text. The background is dark.

You can always amend a big plan, but you can never expand a little one. I don't believe in little plans. I believe in plans big enough to meet a situation which we can't possibly foresee now.