

## SUMMARY OF ASSETS AND CONCERNS

Bally's and Bechtelsville's strengths and weaknesses are the basis for preparing a plan to guide the two boroughs' future development and preservation. The plan attempts to capitalize upon each community's assets and identify ways to overcome or mitigate concerns. This is a logical approach to planning for the future.

The following summary of assets and concerns reflects the themes most frequently cited by the joint planning committee, municipal staff, community leaders and other residents who participated in the citizen input initiatives undertaken for this plan. Assets and concerns common to both Bally and Bechtelsville are followed by a listing of those specific to each municipality.

### ASSETS

- **Convenient Access** provided by Route 100 is an important competitive advantage for both Bally and Bechtelsville.
- **Industrial Activity** in each borough complements the jobs and tax revenues produced by the local retail and service businesses.
- **Quality of Life** in the Bally and Bechtelsville area is a genuine advantage due to the area's proximity to both rural areas and urban centers.
- **Strong Work Ethic** of local residents provides a highly productive and dependable work force.

- **Unique History** of Bally and Bechtelsville continues to play an important role in each community.
- **Fire Protection and Ambulance Service** are modern and well-funded community services available to both Bally and Bechtelsville residents.
- **Affordable Housing** supplies ample choice and opportunity to prospective homeowners and renters in both municipalities.
- **Community Parks** in both Bally and Bechtelsville feature a range of well-maintained, centrally located recreation facilities.

### CONCERNS

- **Conserving Remaining Open Space**, including sensitive natural features, is a major concern in the two communities.
- **Implementing Selected Transportation Improvements**, including street and sidewalk enhancements is an important concern in each borough.
- **Entrances** to both Bally and Bechtelsville need enhancements to help improve appearances and strengthen community identity.
- **Rising Costs and Stagnant Revenues** are constraining the ability to fund annual operating costs and capital projects in each municipality.

- **Intergovernmental Cooperation** among Bally, Bechtelsville and surrounding municipalities to explore the feasibility of shared municipal services will be needed in the future to reduce the costs and/or improve the quality of local government services and programs.
- **Innovative Business Approaches** to merchandising, hours of operation and marketing are needed to each community's commercial drawing power.

Bally and Bechtelsville each have their own individual assets and concerns, in addition to the ones described above. Bally has a healthy Main Street business corridor and a unique history derived from early settlement of the Borough by Jesuit missionaries. Bechtelsville features a large undeveloped sector and an abandoned rail corridor, each of which could strongly influence the future of local open space preservation efforts. Bally's concerns include a minor public water quality issue and preservation of existing agricultural lands. Bechtelsville still relies on private wells rather than a public water system.

### THE VISION

The main purpose of comprehensive planning is to provide vision for the future. The vision will help direct decisions on growth and preservation issues for the next ten to fifteen years. The current land use pattern must be the basis for this vision in developed communities like Bally and Bechtelsville where the overall pattern of land use is largely set. However, mature communities, such as Bally and Bechtelsville, face challenges and opportunities that do not exist in rural or semi-rural areas

that are focused on planning for the effects of encroaching suburbanization.

Issues such as resource preservation, circulation improvements, and the cost of public services command attention in Bally and Bechtelsville. This comprehensive plan reflects these concerns. The plan's recommendations address a range of topics in addition to the future of remaining developable land. Together, these interrelated recommendations present a vision of how Bally and Bechtelsville can best capitalize on their assets and overcome their constraints throughout the 1990's and beyond.

