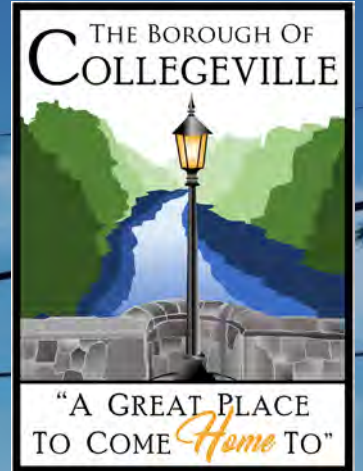


# Collegeville Main Street Revitalization Plan



Priority Projects Meeting  
June 17 2024

DERCK & EDSON EST. 1940  
CAMPUSES DOWNTOWNS ATHLETICS



# Agenda

- 4:30pm Introductions
- 4:35pm Main Street Survey Highlights
- 4:40pm The Vision for Main Street – How high do we aim?
- 5:00pm Design & Zoning Recommendations
- 5:15pm Revitalization & Redevelopment
- 5:30pm Civic Space Recommendations
- 5:40pm Implementation Plan & Funding Strategy
- 5:50pm Next Steps
- 6:00pm Adjourn

## If Time Permits....

- Transportation & Streetscape Recommendations
- Trail Recommendations

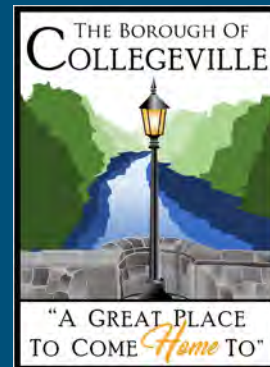
# INTRODUCTIONS

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# MAIN STREET SURVEY HIGHLIGHTS

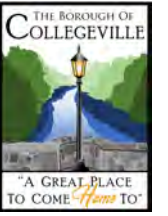


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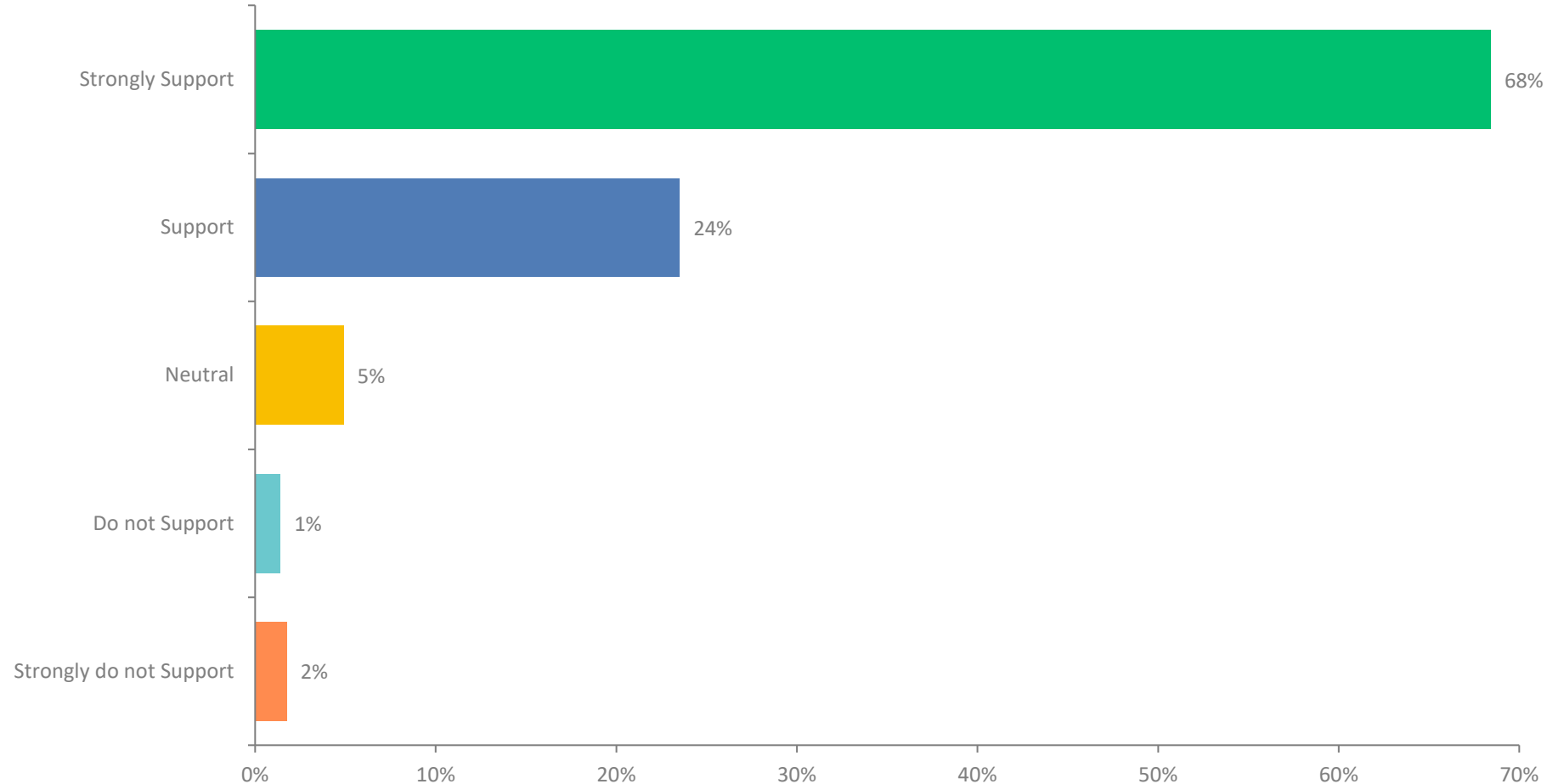
# Q5: Do you support the idea of expanding Collegeville's business district along both sides of Main Street between 5th Avenue and 4th Avenue?

Answered: 285 Skipped: 148

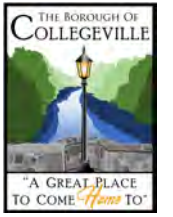


# 92%

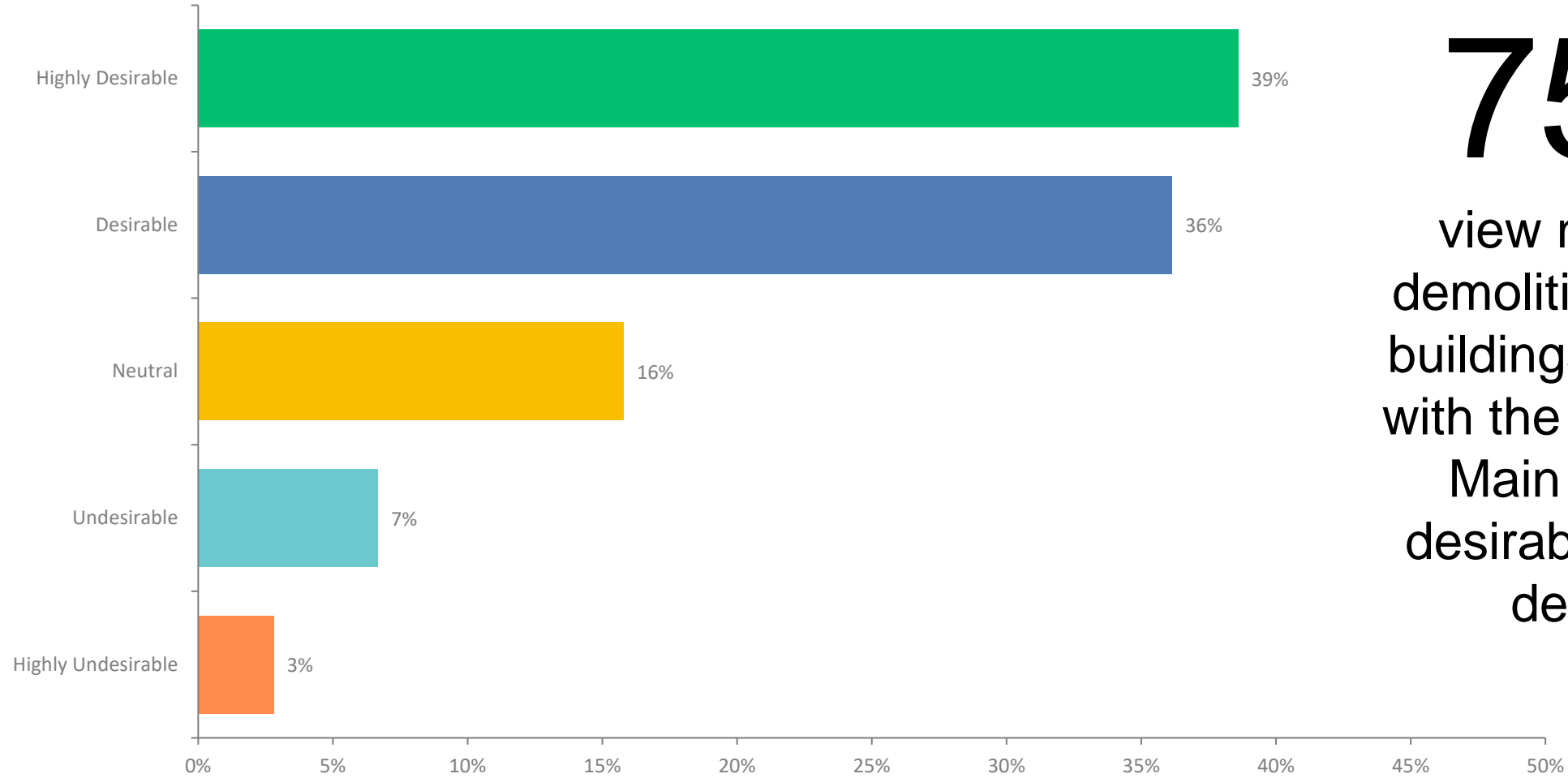
support or strongly support expanding the business district on Main Street



# Q7: To permit new businesses that will enhance Collegeville's Main Street, how desirable is it to allow for the demolition of buildings not designated as historically-significant, as long as new buildings are in keeping with the character of the neighborhood?



Answered: 285 Skipped: 148



**75%**  
view necessary  
demolition and new  
buildings in keeping  
with the character of  
Main Street as  
desirable or highly  
desirable

# THE VISION FOR MAIN STREET



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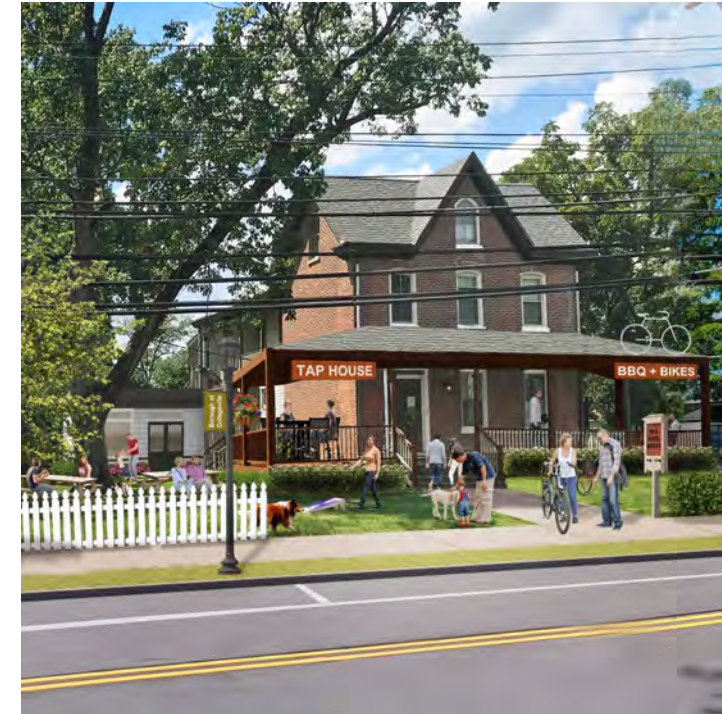






# Strategies for Main Street Revitalization

1. **ENHANCE STREETSAPES:** Enhance the sidewalks, crosswalks, lighting, signage, and street trees along the 400 Block of Main Street
2. **BUILD PARKING:** Build on-street parking, parking lots, rear access lanes, and reduce the number of driveways. Extend Walnut Street to connect with Clamer Avenue and build an expanded parking lot
3. **UPDATE ZONING:** Modify zoning to allow for and promote renovation buildings along Main Street to encourage new private investment and new businesses and upgraded residences
4. **BUILD TRAILS:** Build trails to better connect Main Street to the Ursinus College campus and the Perkiomen Trail by connecting 5<sup>th</sup> Avenue to Bum Hollow and the Perkiomen Trail to Clamer Avenue
5. **BUILD CIVIC SPACE:** Design and build a central civic space, at the southeast corner of Clamer Hall site, to host events and support businesses along Main Street



# Strategies for Main Street Revitalization

- 6. MAKE IT EASY TO OPEN A BUSINESS:** Create incentives for and remove administrative barriers for the expansion of existing businesses and recruitment of new businesses
- 7. RECRUIT BUSINESSES AND OFFER GRANTS:** Create a coordinated strategy for attracting new businesses and securing grants to support the growth of the Collegeville business district
- 8. ENCOURAGE MIXED USE DEVELOPMENT:** Encourage the redevelopment of underutilized sites into mixed use development in keeping with Main Street Design Standards.
- 9. ENCOURAGE ADAPTIVE REUSE:** Promote the adaptive reuse of Main Street buildings to attract and retain community serving businesses along Main Street
- 10. PLAN FOR MAIN STREET INFRASTRUCTURE:** Adopt an Official Map to designate the locations for new streets, parking areas and trails parallel to Main Street on both the north and south sides of the street.





# How high should Collegeville aim in its vision for Main Street revitalization?

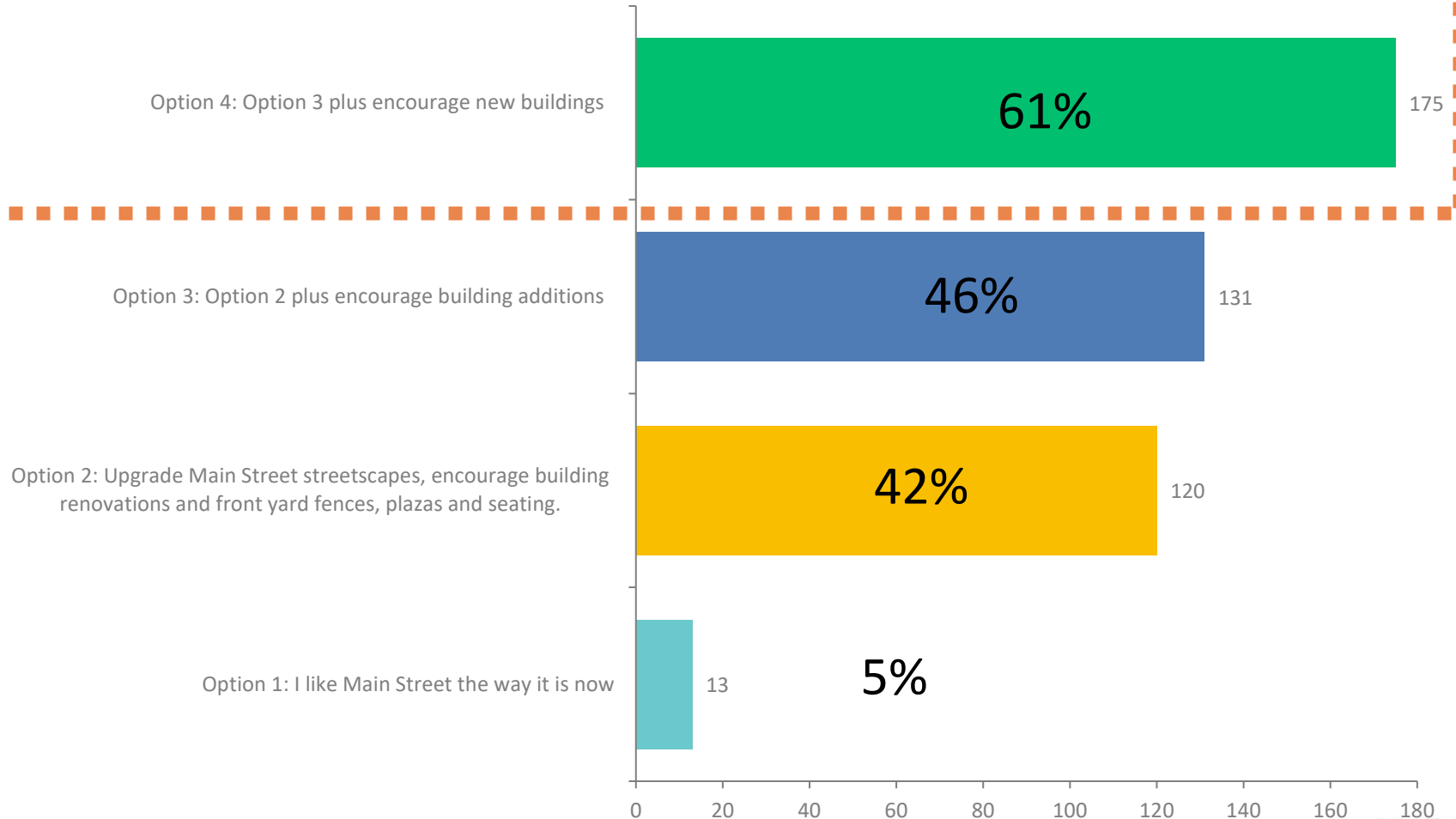
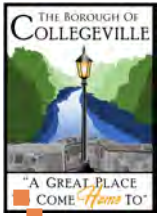
1. Façade Enhancements of Existing Buildings
  2. Streetscape Enhancement
  3. Limited Zoning Changes
  4. Rear Parking & Lanes
- +
4. Promote infill of new businesses
  5. Upper floor conversions to residential/ office
  6. Permit commercial uses throughout Main Street
- +
7. New Mixed-Use Development at 2 to 3 infill sites
  8. New commercial anchor businesses w/ architectural standards
  9. Zoning to allow mixed use development, apartments, require civic spaces





# Q13: Which revitalization options seem most appropriate for the future of Collegeville's Main Street? (choose all that are appropriate)

Answered: 285 Skipped: 148



**61%** of respondents felt that upgrades to streetscapes, renovations to existing buildings, building additions and encouraging new buildings is the most appropriate option for the revitalization of Main Street

# How high should Collegeville aim in its vision for Main Street revitalization?

1. Façade Enhancements of Existing Buildings
2. Streetscape Enhancement
3. Limited Zoning Changes
4. Rear Parking & Lanes
4. Promote infill of new businesses
5. Upper floor conversions to residential/ office
6. Permit commercial uses throughout Main Street
7. New Mixed-Use Development at 2 to 3 infill sites
8. New commercial anchor businesses w/ architectural standards
9. Zoning to allow mixed use development, apartments, require civic spaces

Does the Borough concur that the Option 4 Vision for Main Street should be the recommended vision for the revitalization of Main Street?





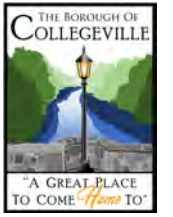


## The Main Street Revitalization Survey addressed:

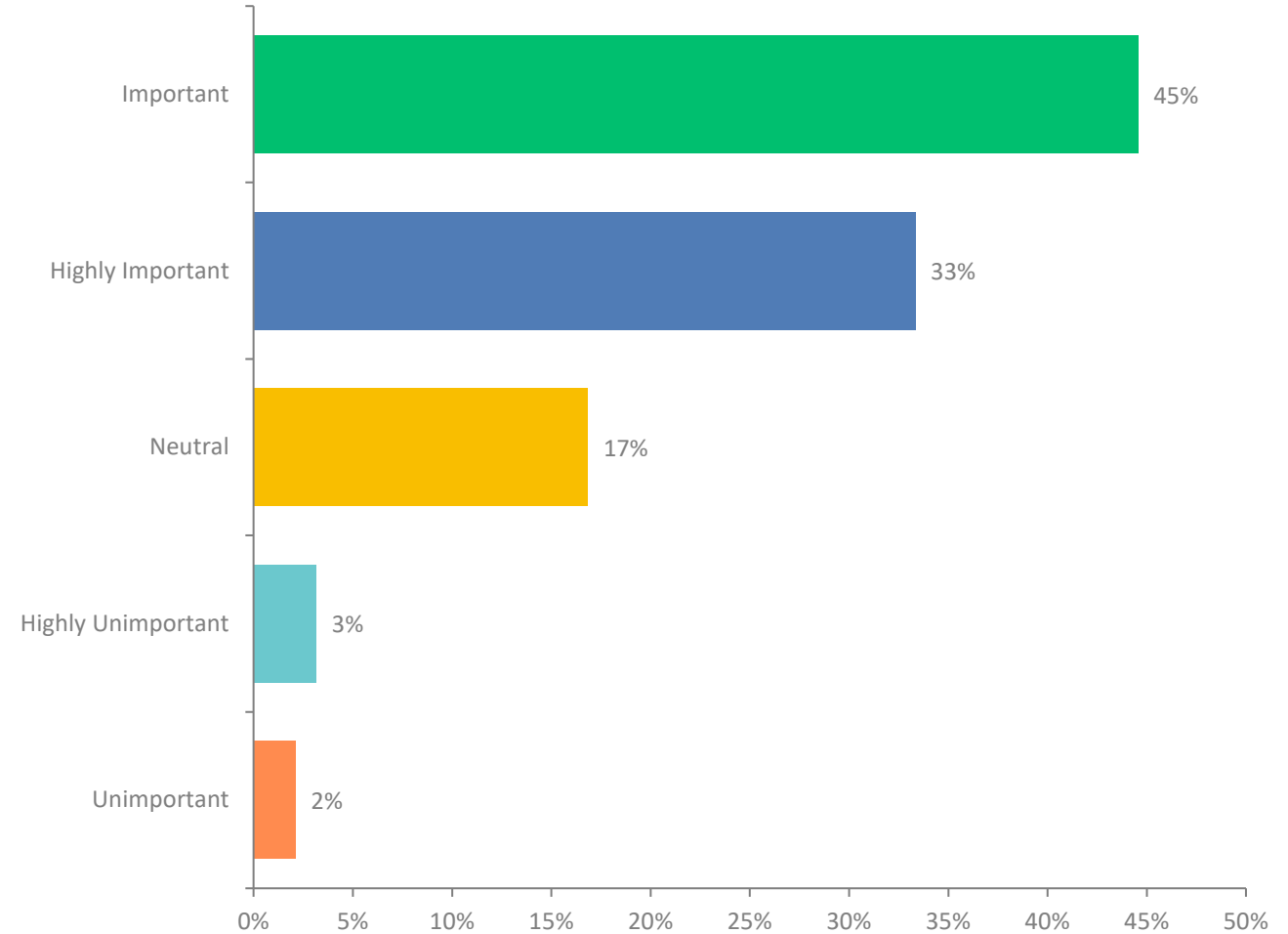
- Building additions
- Infill development
- Larger additions
  
- What is the maximum height that should be allowed on the 400 block?
- What height is necessary to support the costs of redevelopment?
- What height is right for Collegeville?



# Q11: How important is it for Collegeville Borough zoning standards to allow for one to three story additions at existing buildings along Main Street to make it economically viable to renovate these buildings?



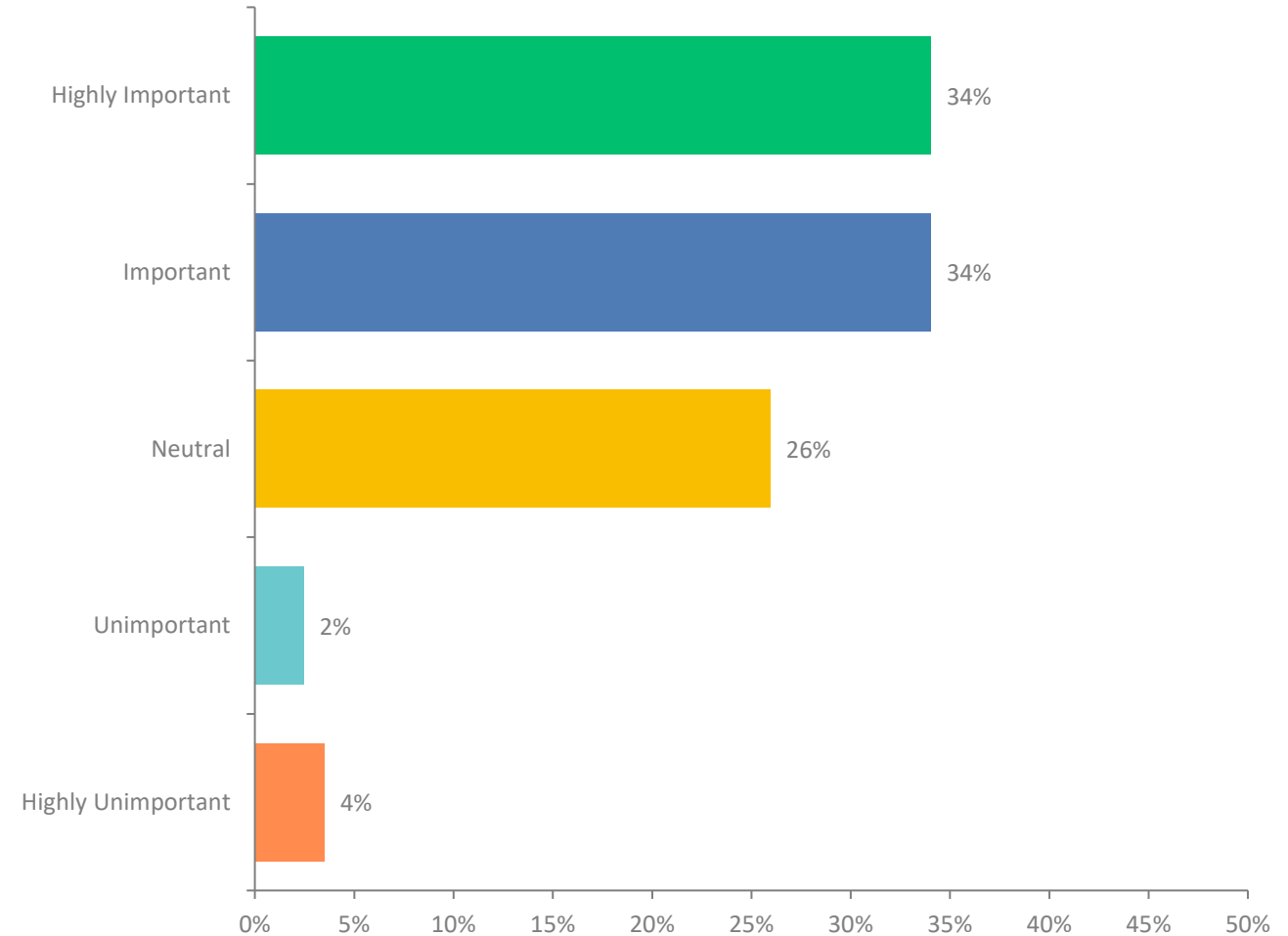
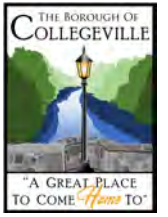
Answered: 285 Skipped: 148



**78%** of respondents feel that allowing one to three story additions are either important or highly important

# Q6: How important is it to allow one or two-story additions to existing buildings for new businesses along Main Street?

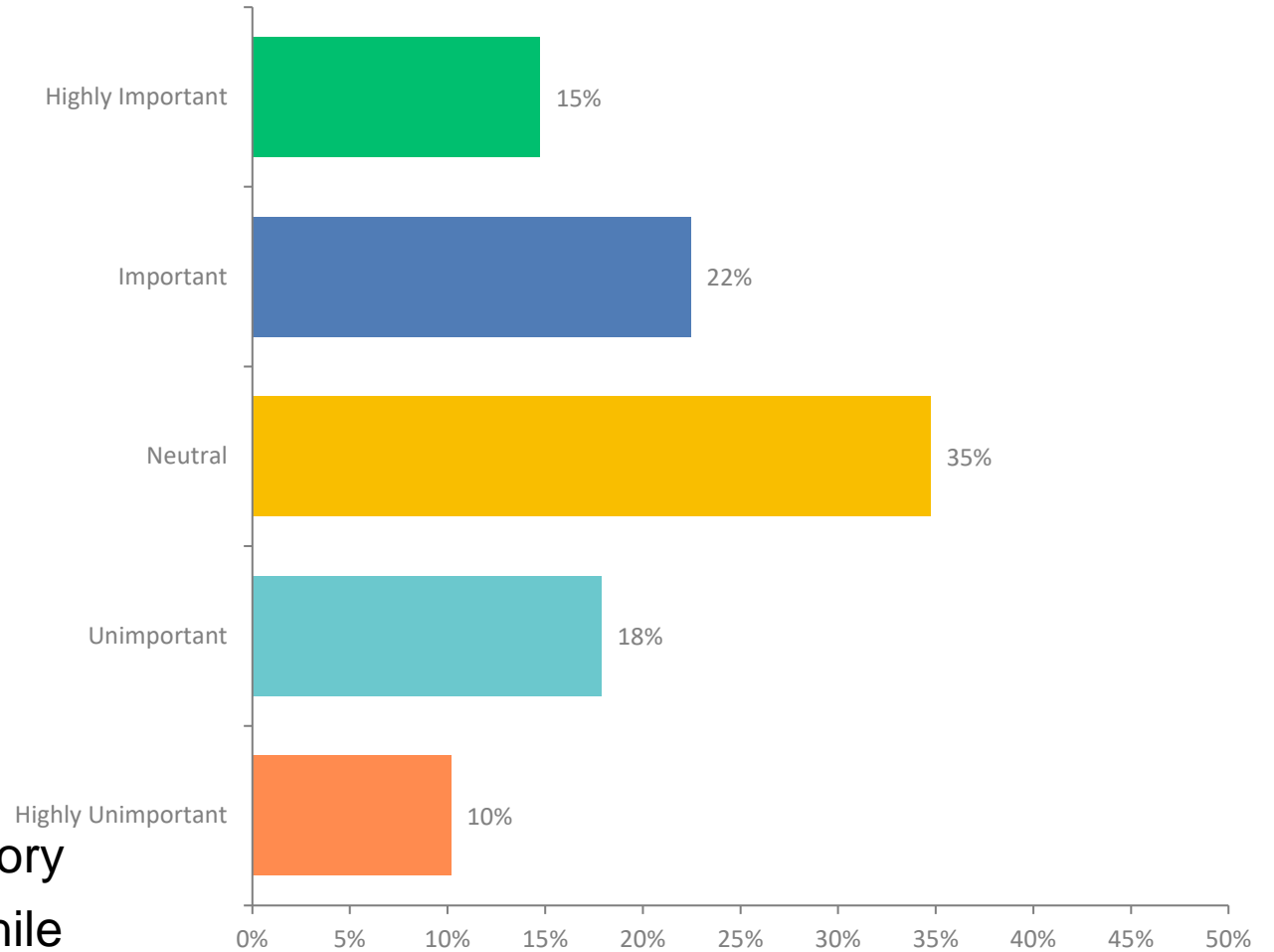
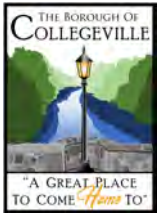
Answered: 285 Skipped: 148



**68%** view it as important or highly important to allow one and two-story additions to buildings on Main Street

# Q12: To make it economically viable for property owners to renovate their buildings, how important is it to allow four story buildings within the rear yards of Main Street properties?

Answered: 285 Skipped: 148



**37%** of respondents feel that allowing four story buildings are either important or highly important while **28%** feel this is unimportant or highly unimportant





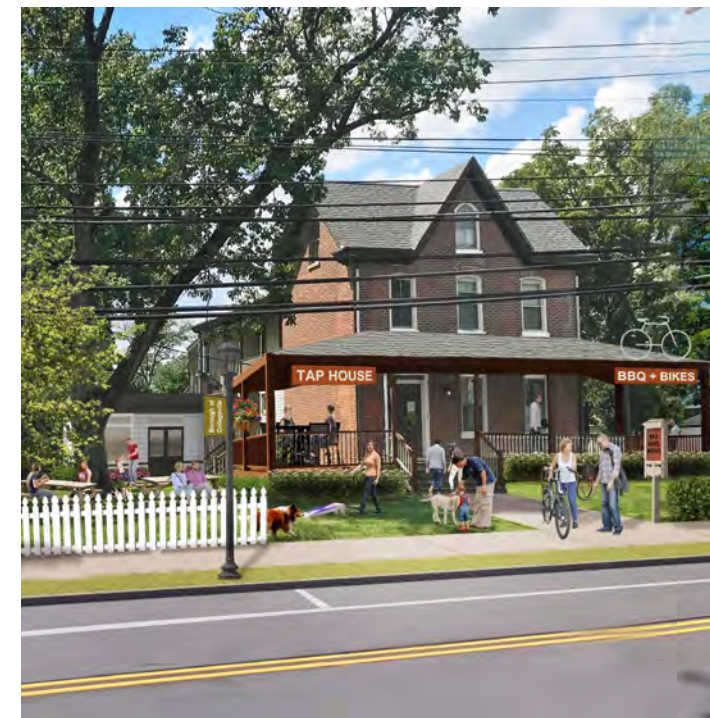
## Permitted Building Height

- Current zoning allows 35 feet
- Draft Main Street ordinance would allow 42 feet
- Gateway overlay at the four corner properties on 5<sup>th</sup> Avenue allows 50 feet

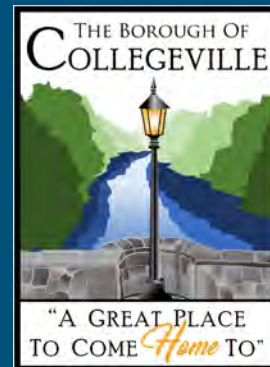


# Borough and College support for the Revitalization Plan

- Is the Borough prepared to fully support this revitalization vision through its zoning changes, grants and infrastructure investments?
  - Main Street streetscape, crosswalks, on-street parking
  - Zoning to allow commercial uses, mixed use development
  - Grants to support new parking
- Is the College prepared to encourage the redevelopment of the 400 block of Main Street in support of these goals and strategies through its:
  - Commercial leasing?
  - Capital improvements to its properties on Main Street?
  - Recruitment of developers, investors and tenants?
  - Sale of properties to investor/ developers?



# DESIGN & ZONING RECOMMENDATIONS



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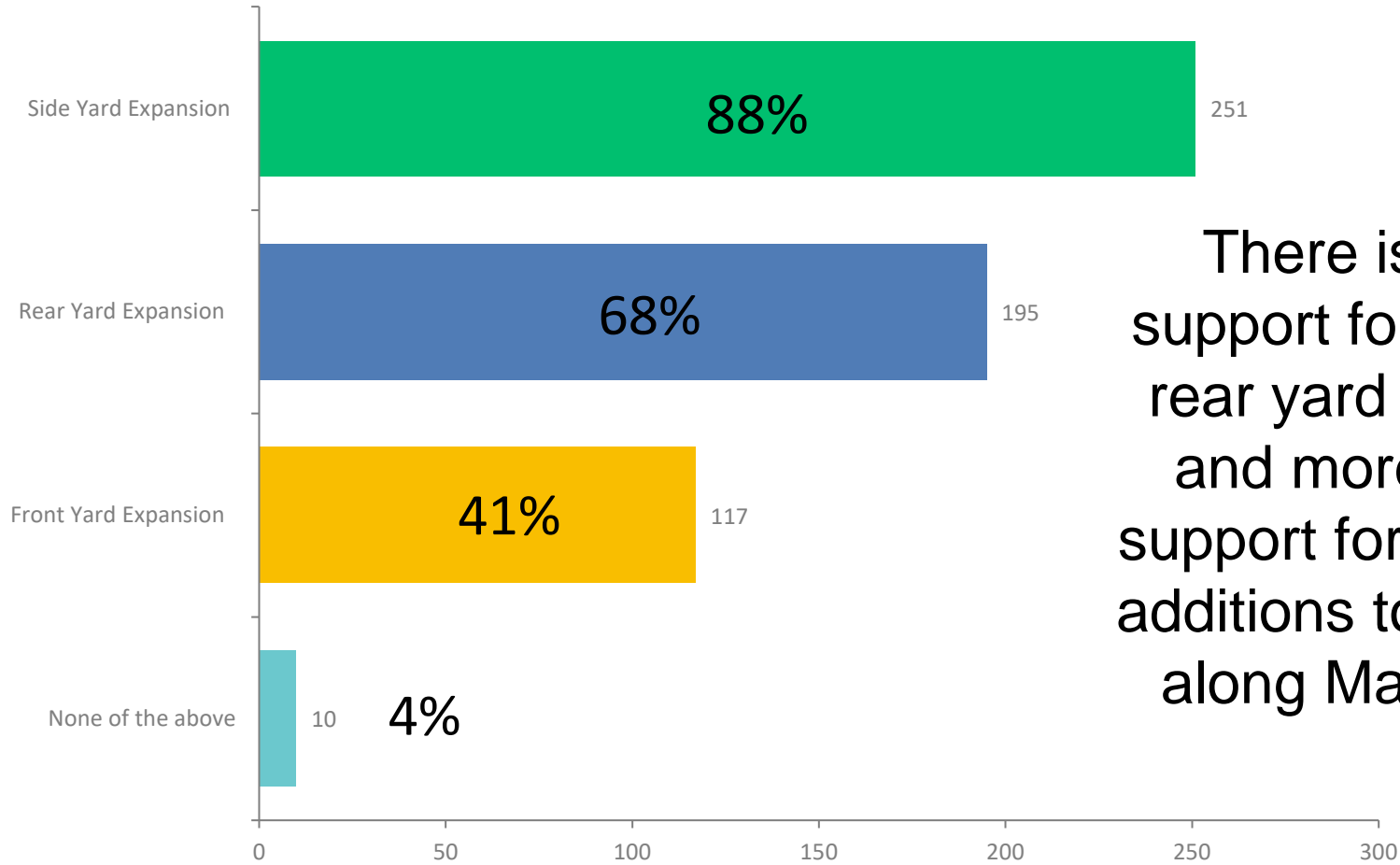




# Q10: To provide the necessary incentives for renovation of single family homes into commercial uses or upper floor apartment uses along Collegeville's Main Street, it may be necessary to allow buildings to expand into the rear yard, side yard or front yard. Which of the proposed additions, shown in blue, would be desirable for buildings facing Main Street in Collegeville? (check all that apply)



Answered: 285 Skipped: 148



There is broad support for side and rear yard additions and more limited support for front yard additions to buildings along Main Street

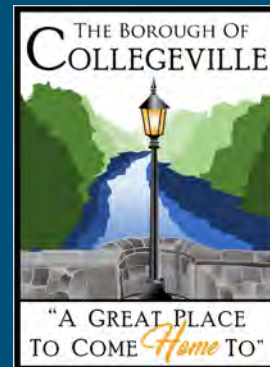


# Zoning Updates to the 400 block of Main Street

- The draft Main Street zoning proposes to:
  - A) Modify the Residential–Office (RO) District to allow mixed use retail, dining, professional office, & multifamily uses.
  - B) Maximum building heights of 42 feet.
  - C) Front yard minimum of 14 feet and maximum of 20 feet.
- To respond to the 41% support for front yard additions, MCPC and D&E could draft revised standards to allow larger front yards while requiring storefronts.
- To ensure that new development is in keeping with the character of Main Street, it may be necessary to establish massing standards and maximum building footprint standards.
- **Is the Borough prepared to support these changes to the zoning?**
- **Should Derck & Edson prepare a rendering to demonstrate the massing standards and maximum building footprint standards?**



# REVITALIZATION AND REDEVELOPMENT



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# Revitalization & Adaptive Reuse of Main Street



**Are the Borough and College prepared to support the adaptive reuse of Main Street buildings?**



# Are the Borough and College prepared to support infill development to realize the revitalization of Main Street?



Warren Lodge Site



Clamer Hall Site



Marzella's and Tait Site



# College support for the Infill & Redevelopment

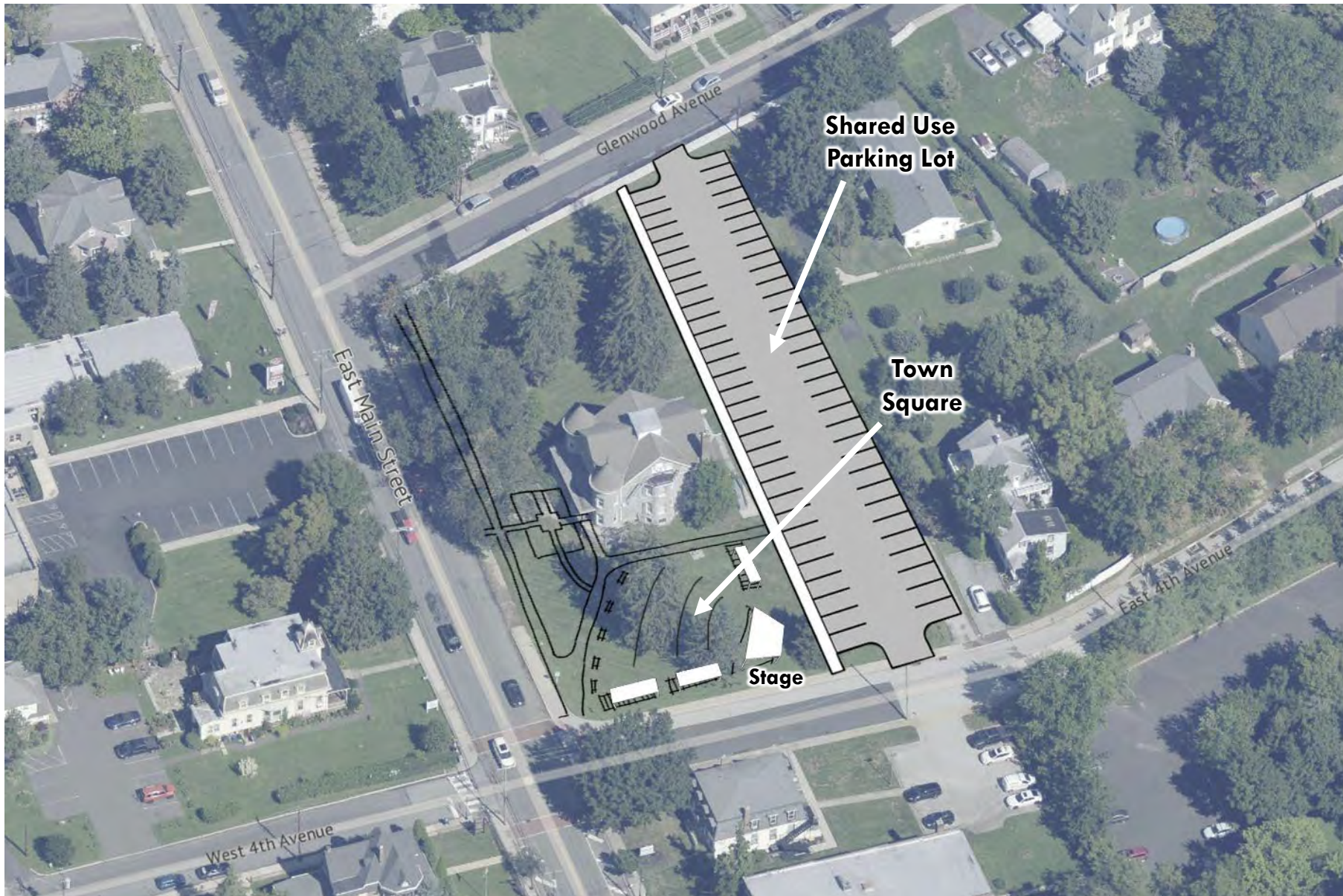
- To achieve the adaptive reuse of 424 to 476 E Main Street, what infrastructure and zoning relief does Silverback Investments need from the the College and Borough?
- What types of capital improvements are needed to support the leasing and redevelopment of College-owned sites?
- Which other College-owned sites is the College planning on pursuing partners for development?
- Is the College planning to encourage development proposals for the Marzella's and Tait Hall Site?

# CIVIC SPACE RECOMMENDATIONS



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## Proposed Town Square Site

Build a new Town Square at the southwest corner of the Clamer Hall Site for:

- Concerts
- Farmer's Markets
- Civic Events & Festivals
- Vendors

Build a shared use parking lot to support:

- Ongoing College use of Clamer Hall
- Town Square use
- Lease agreements with Main Street businesses



## Borough and College support for the Civic Space Plan

- **Is the Borough prepared to fully support this civic space plan through its:**
  - Securing funds to build the Town Square?
  - Designing, constructing and operating the Town Square?
- **Is the College prepared to fully support this civic space plan through its:**
  - Willingness to enter into a long-term lease or sale of the Town Square site to the Borough?
  - Forming a public private partnership to build and lease the parking lot?
- If yes, Derck & Edson will prepare a color perspective rendering of the Town Square.



# IMPLEMENTATION & FUNDING STRATEGY



Collegeville Main Street Revitalization Plan





# Current and future funding sources

## Current Grants Secured

- \$3M RACP Grants
- \$1M Federal Infrastructure Grant
- \$250K Montco Trail Grant

## Future Grants/ Funding Required

- Streetscape Grant for Main Street
- Town Square Grant for Clamer Hall Site
- Façade Enhancement Matching Grant for Main Street Property Owners
- Developer to Fund Redevelopment of Opportunity Sites/ match \$\$ for RACP

**Derck & Edson is prepared to provide an estimate of probable cost for future design and construction costs of public improvements identified in this plan.**

# NEXT STEPS

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## Renderings

- Town Square Rendering
  - Clamer Hall Site
- Mixed Use Redevelopment Rendering & Design Standards – Which site?
  - Using the current 3D model or
  - Marzella's Site
- **Meeting with Steering Committee**

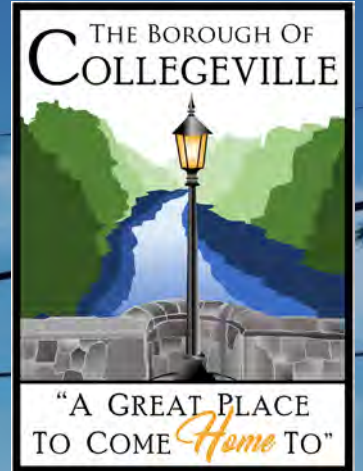
## Final Report

- Revitalization Strategies
- Survey Results
- Streetscape & Trail Plan
- Town Square Plan
- Zoning Recommendations
- Implementation & Funding

**Community Meeting – When?**



# Collegeville Main Street Revitalization Plan



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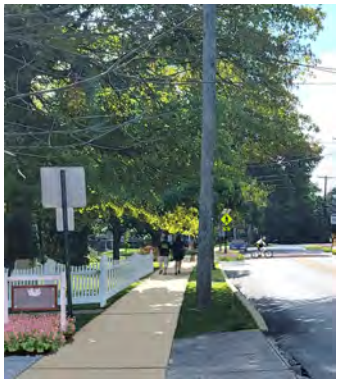


# TRANSPORTATION & STREETScape PLAN

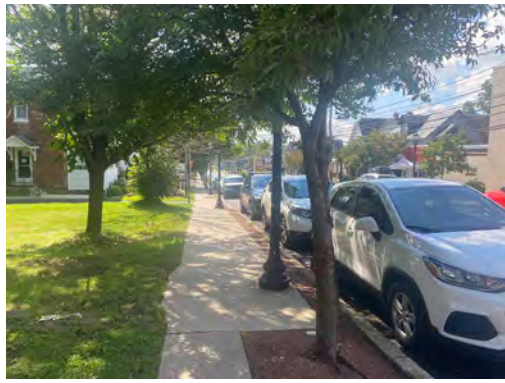


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New sidewalks



New trees, curbs & brick



New lights



New crosswalks & parking

**LEGEND**

- EXISTING TREES
- PROPOSED STREET TREES
- \* EXISTING PEDESTRIAN LIGHTS
- \* PROPOSED PEDESTRIAN LIGHTS
- ▬ EXISTING WIDE SIDEWALKS
- ▬ PROPOSED WIDE SIDEWALKS
- ▬ EXISTING TRAIL
- ▬ PROPOSED TRAIL
- ▬ PROPOSED CROSSWALK
- ▬ MATCHLINE

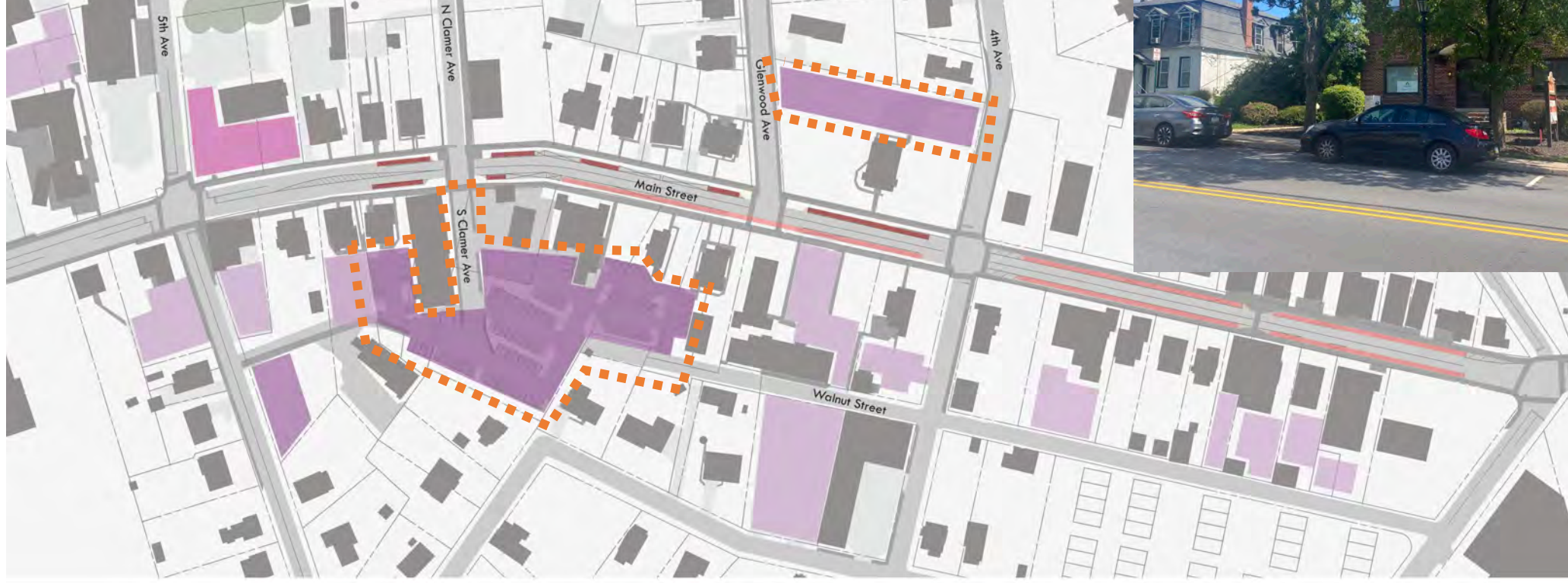


400 Block





LEGEND	
	EXISTING ON STREET PARKING
	PROPOSED ON STREET PARKING
	EXISTING OFF STREET PARKING - PUBLIC
	EXISTING OFF STREET PARKING - PRIVATE
	PROPOSED OFF STREET PARKING - PRIVATE







**Public Infrastructure (typ.)**

**Private Investment (typ.)**

- **Parking at back of lots**
- **Curb bump outs**
- **On-street parking**
- **Crosswalks**
- **Remove driveways**
- **Grass verge**
- **Wider sidewalks**
- **Banners**
- **Street trees**
- **Pedestrian lights**
- **Signage**
- **Landscaping**
- **Plazas & Seating**
- **Fencing**
- **Building additions**
- **Infill development**
- **Larger additions**

# Borough and College support for the Streetscape Plan

- **Is the Borough prepared to fully support this streetscape plan?**
  - Build the Main Street streetscape on the 400 block?
  - Build the Walnut St Parking Lot?
  - Official Map to extend Walnut St north to 5<sup>th</sup> Ave?
- **Is the College prepared to redevelop its properties on the 400 block of Main Street in support of this streetscape plan to:**
  - Build the Main Street streetscape on the 400 block?
  - Build the Walnut St Parking Lot?
  - Extend Walnut St on the Marzella and Tait sites near 5<sup>th</sup> Ave?

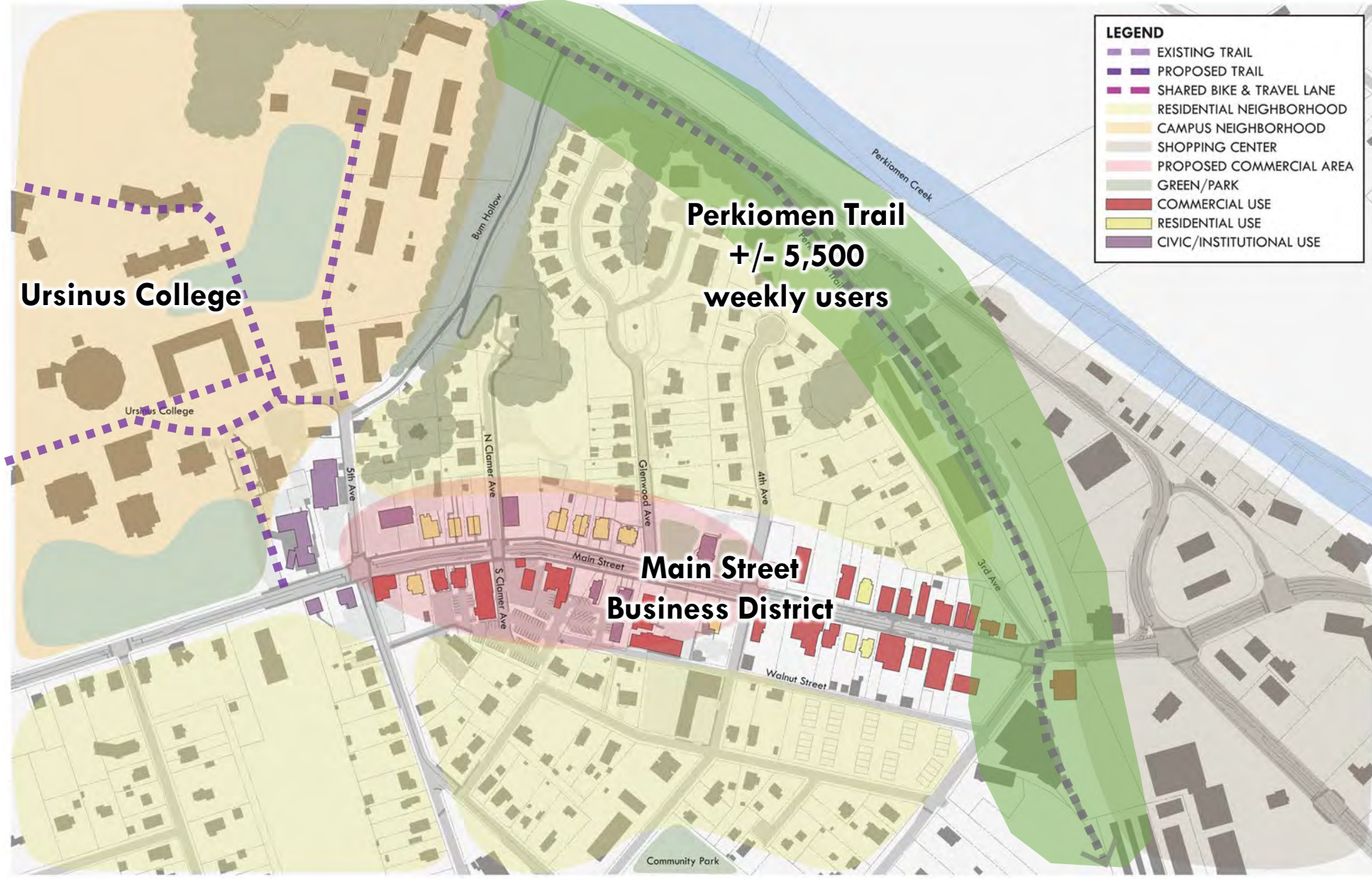


# TRAIL PLAN

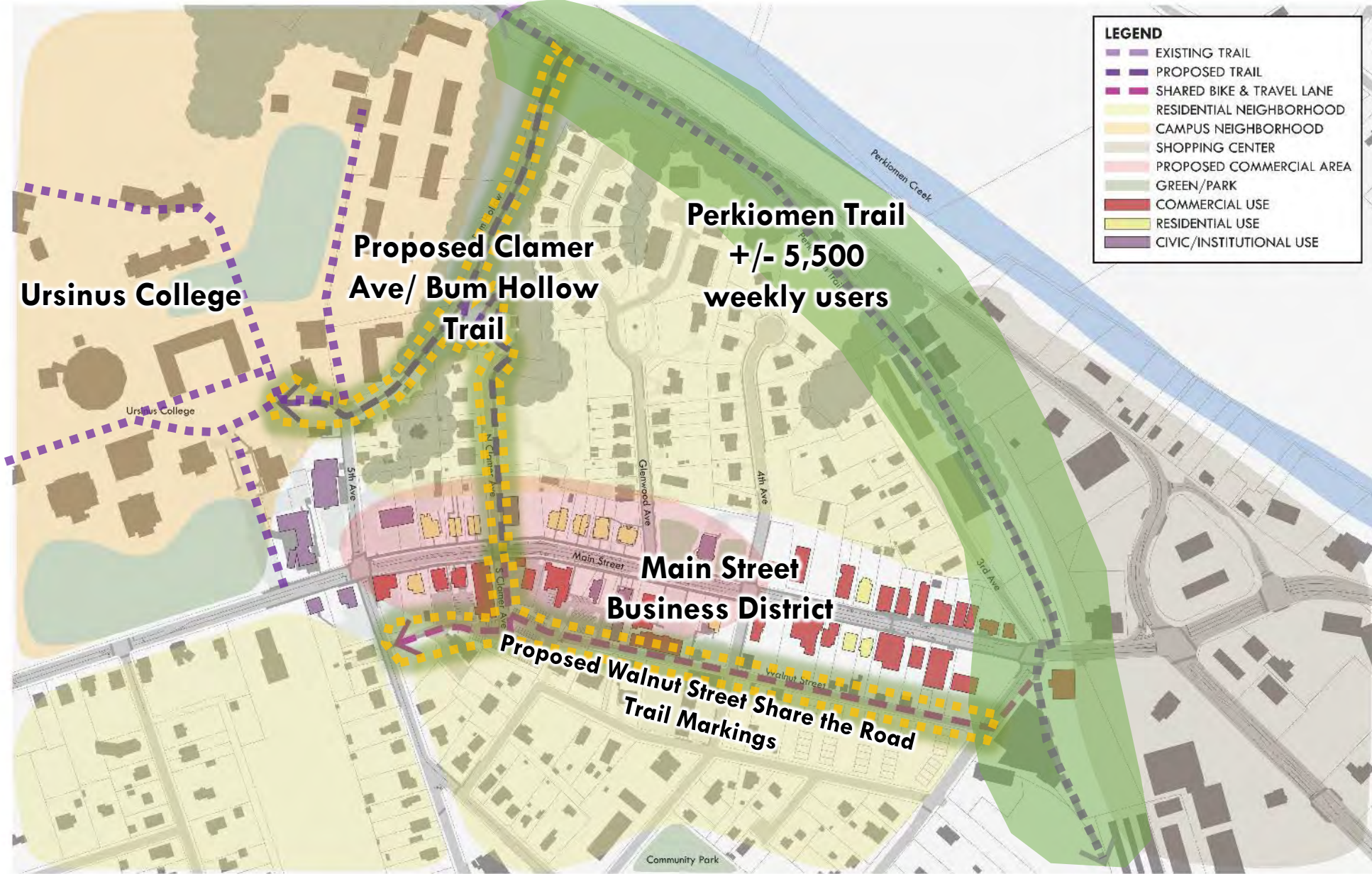
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# Borough and College support for the Trail Plan

## Is the Borough prepared to fully support this trail plan through its:

- Design and construction of the Bum Hollow/ Clamer Ave Trail?
- Share the road striping and signage on Walnut

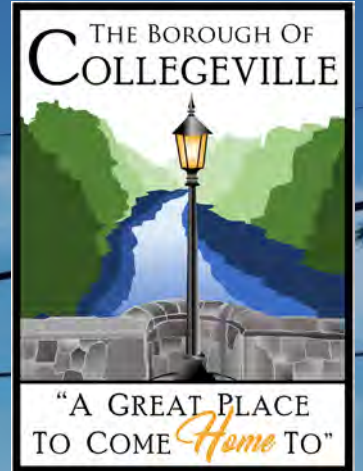
## Is the College prepared to fully support this trail plan through its:

- Construction of the Walnut St Parking Lot?
- Extension of a trail on Clamer Ave south of Main to Walnut St?
- Construction to extend Walnut St to 5<sup>th</sup> Ave?





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