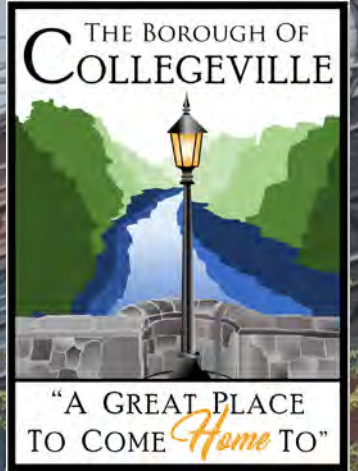


Collegeville Main Street Revitalization Plan



Public Presentation
October 21, 2024

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CAMPUSES DOWNTOWNS ATHLETICS

Acknowledgements

■ Steering Committee

- Alex Tweedie
- Annette Parker
- Brenna Sowers
- Cathy Kernen
- Joe Greenwald
- John Zvarick
- Matt Wrigley
- Phil Sapovits
- Rich Hall
- Rowan Keenan
- Tamara Twardowski
- Tara Rose Nulty
- Terri Albertson

■ Borough Council

- Dr. Aidsand F. Wright-Riggins, Mayor
 - Cathy Kernen
 - Gary Hoffmann
 - Craig Farr
 - Valarie Beckius
 - Marion McKinney
 - Kathy Costello
 - Damien Brewster
- Funding for this project has been provided by a Pennsylvania Department of Community and Economic Development Local Share Account Grant



THE VISION FOR MAIN STREET



Collegeville Main Street Revitalization Plan

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Main Street Business District



Project Study Area

Goals for Main Street Revitalization

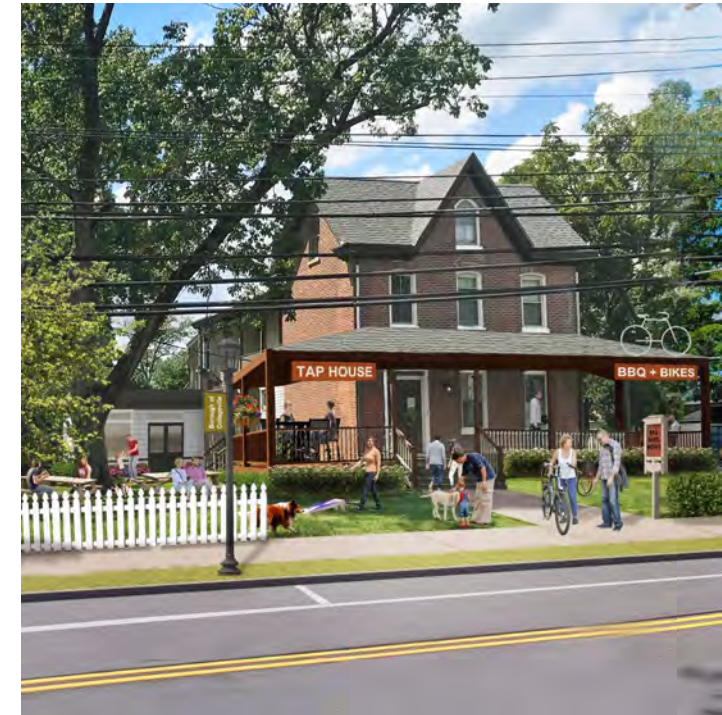


Proposed Enhancements to Main Street Collegeville facing south on Main Street at Clamer Avenue

1. Protect & enhance the character of Main Street.
2. Encourage renovations, additions and new buildings that reflect the existing architecture.
3. Promote expansion of existing businesses as well as new businesses.
4. Encourage pedestrian activity on the sidewalks and trails.
5. Support the addition to pocket parks and community gathering places.
6. Set design standards to ensure that landscaping, streetscapes, and architecture are attractive and consistent with the character of Main Street.

Strategies for Main Street Revitalization

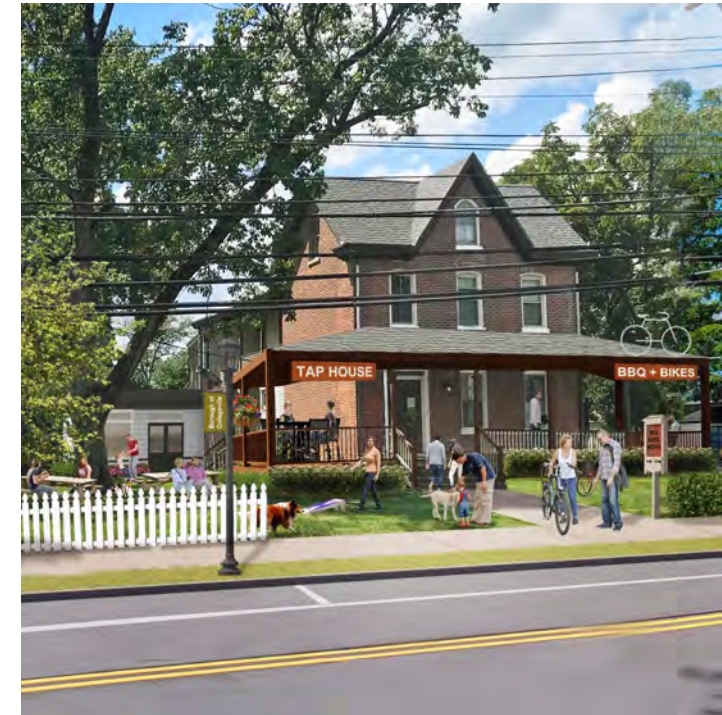
1. **ENHANCE STREETSCAPES:** Enhance the sidewalks, crosswalks, lighting, signage, and street trees.
2. **BUILD PARKING:** Build on-street parking, parking lots, rear access lanes, and reduce the number of driveways.
3. **UPDATE ZONING:** Modify zoning to allow for and promote renovation buildings along Main Street
4. **BUILD TRAILS:** Build trails to better connect Main Street to the Ursinus College campus and the Perkiomen Trail
5. **BUILD CIVIC SPACE:** Build a central civic space to host events and support businesses



Proposed enhancements to sidewalks, lighting, signage, lighting and the building at 444 E Main Street

Strategies for Main Street Revitalization

- 6. RECRUIT BUSINESSES AND OFFER GRANTS:** Create a coordinated strategy for attracting new businesses
- 7. ENCOURAGE MIXED USE DEVELOPMENT:** Modify zoning to encourage the redevelopment of underutilized sites into mixed use development
- 8. ENCOURAGE ADAPTIVE REUSE:** Modify zoning and subdivision standards to promote the adaptive reuse of buildings
- 9. PLAN FOR MAIN STREET INFRASTRUCTURE:** Adopt an Official Map to designate the locations for new streets, parking areas and trails



Proposed enhancements to sidewalks, lighting, signage, lighting and the building at 444 E Main Street



- **Existing Collegeville**
- 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



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EXISTING CONDITIONS



Collegeville Main Street Revitalization Plan

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Commercial Uses

Challenges

- Having large gaps between restaurants, businesses, and institutional uses does not promote walkability in a vibrant shopping and dining district.

Map of Retail Locations



Map of Restaurant Locations

Ursinus College



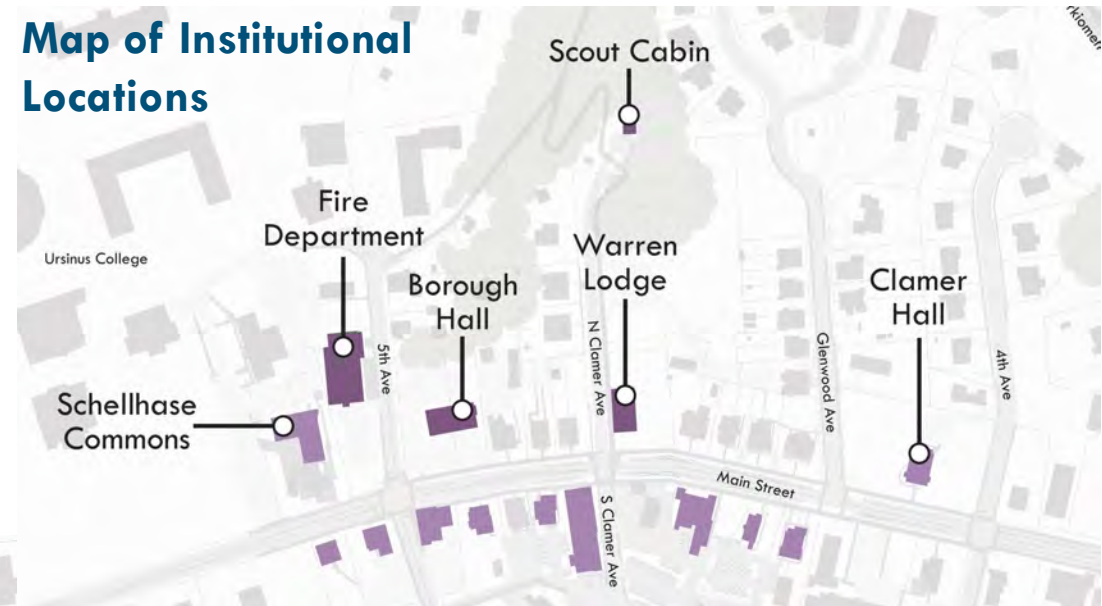
Chow Bistro

Residential & Institutional Uses

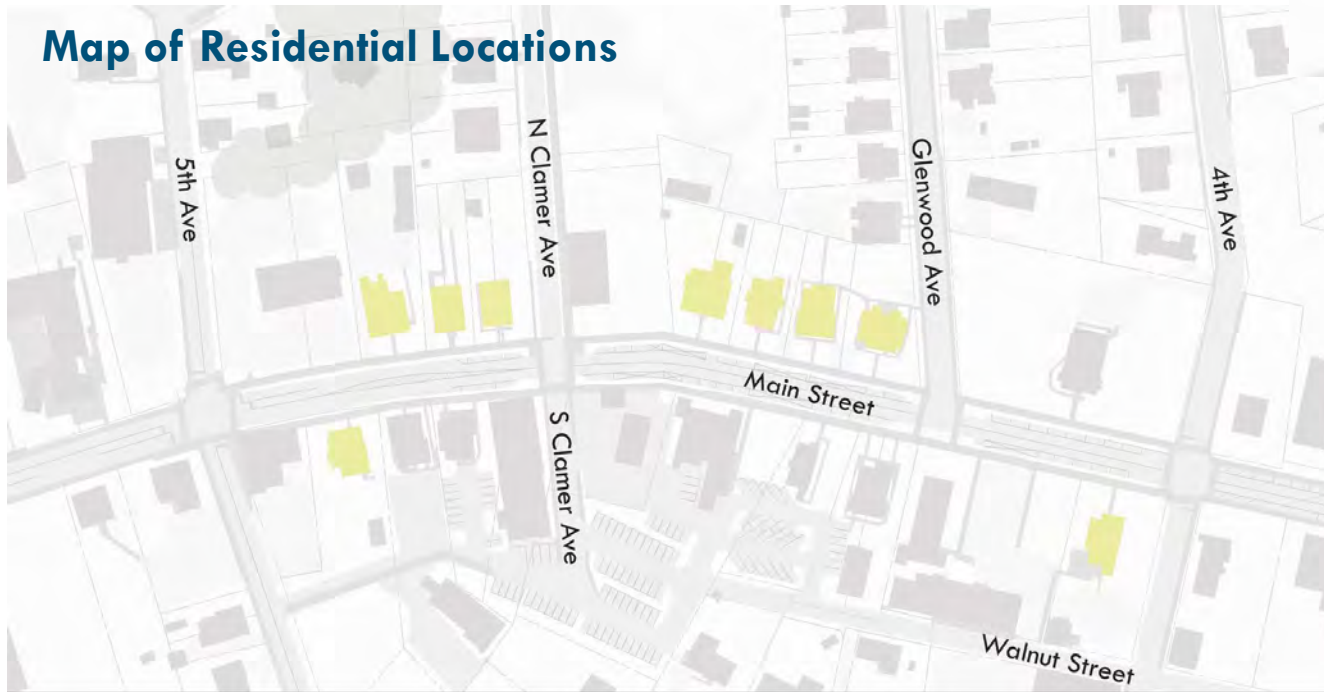
Challenges

- Having multiple residential and non-commercial properties along Main Street creates large gaps between shopping and dining destinations making it unlikely people will continue walking down the street.

Map of Institutional Locations



Map of Residential Locations



Warren Lodge and Residential Properties

Streetscape & Sidewalks

Challenges

- 400 block of Main Street is the missing link between Ursinus College and the 300 block of Main Street.
- Sidewalks are currently immediately adjacent to the road, narrow and in poor condition
- There is limited on street parking, and missing street lights.



Street Trees Challenges

- There are few street trees and no grass verge along the 400 block of Main Street. The healthy and mature trees on the north side of Main Street should be protected where possible.



400 Block of Main Street



300 Block of Main Street

On the North Side of Main Street, due to the lack of overhead utility wires, there can be trees with larger canopies



On the South Side of Main Street there need to be smaller trees because of the existing overhead power lines

COMMUNITY ENGAGEMENT



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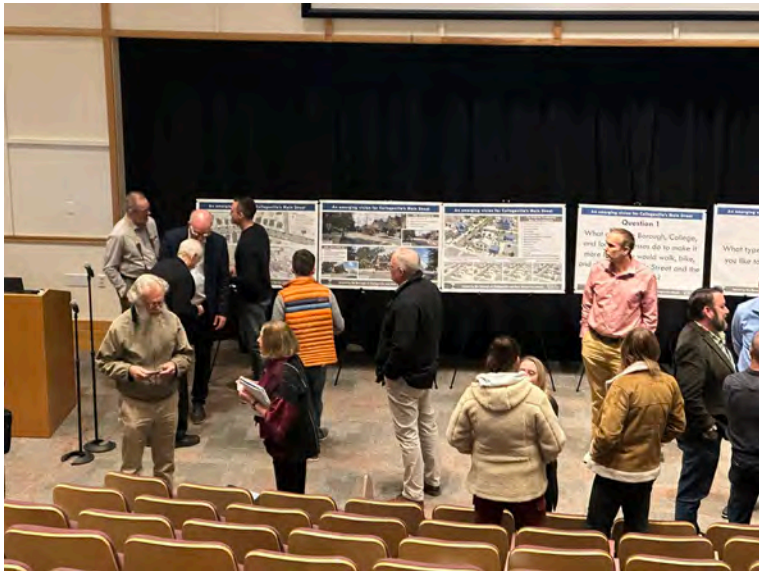
Community Meetings & Community Survey

Community Meetings & Steering Committee

- 5 steering committee meetings
- 2 community meetings held at Ursinus College
- 1 community presentation

Community Survey

- 433 responses



Q1: What could the Borough, College, and local businesses do to make it more likely you would walk, bike, and shop along Main Street and the nearby trails?

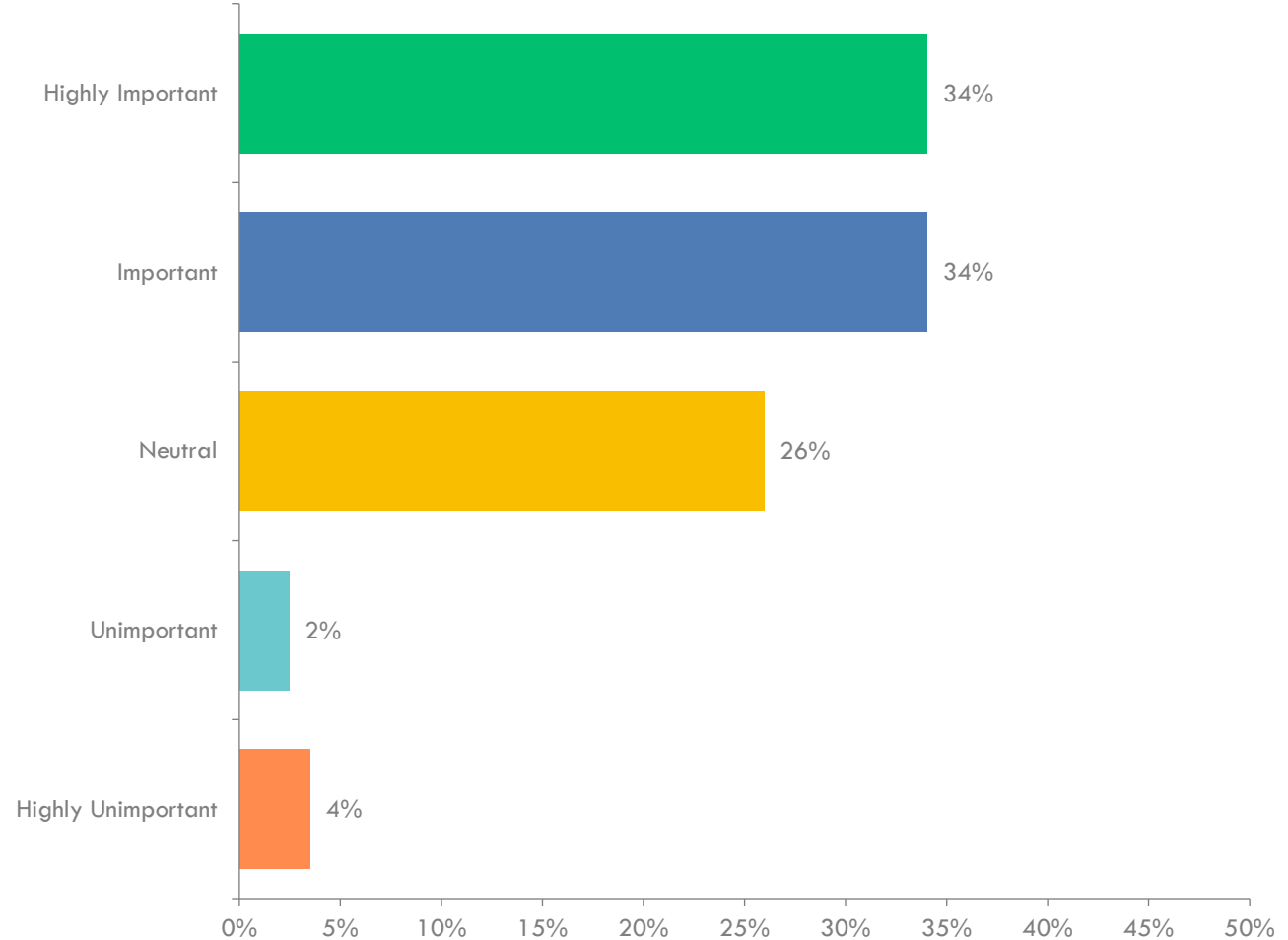
Street Trees
Crosswalks
Better Lighting
Walkability
Pleasant Landscapes
Improved Sidewalks
Variety of Businesses
Traffic Calming
Parking
More Restaurants
Better Trail Access

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

92% support or strongly support expanding the business district on Main Street

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

Answered: 285



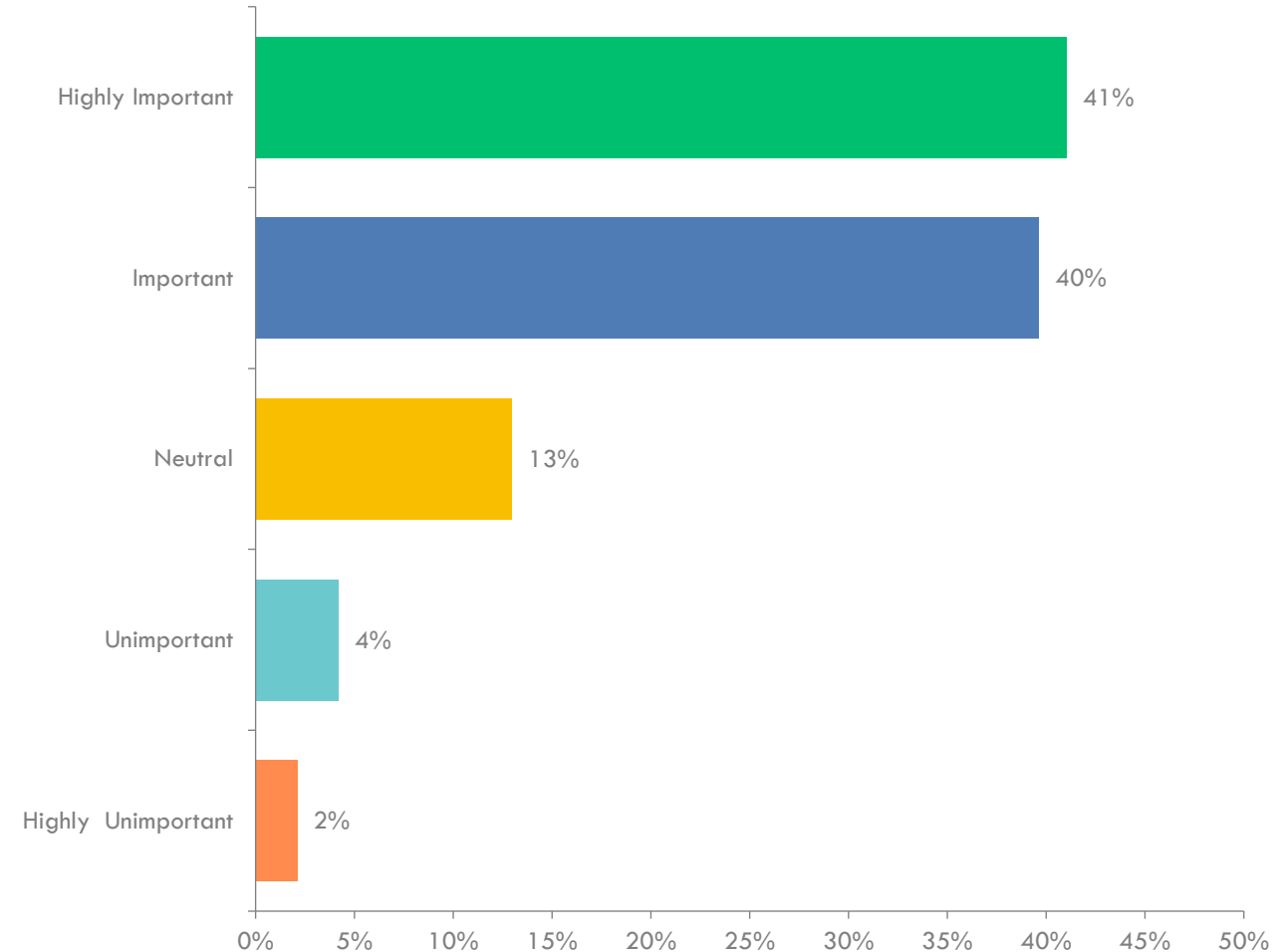
68% view it as important or highly important to allow one and two-story additions to buildings on Main Street

Q9: How important is it that standards be set for commercial property owners to add low walls, ornamental fences, courtyards, plazas, seating area, landscaping, and lighting to the front yards of Collegeville's Main Street?

Answered: 285

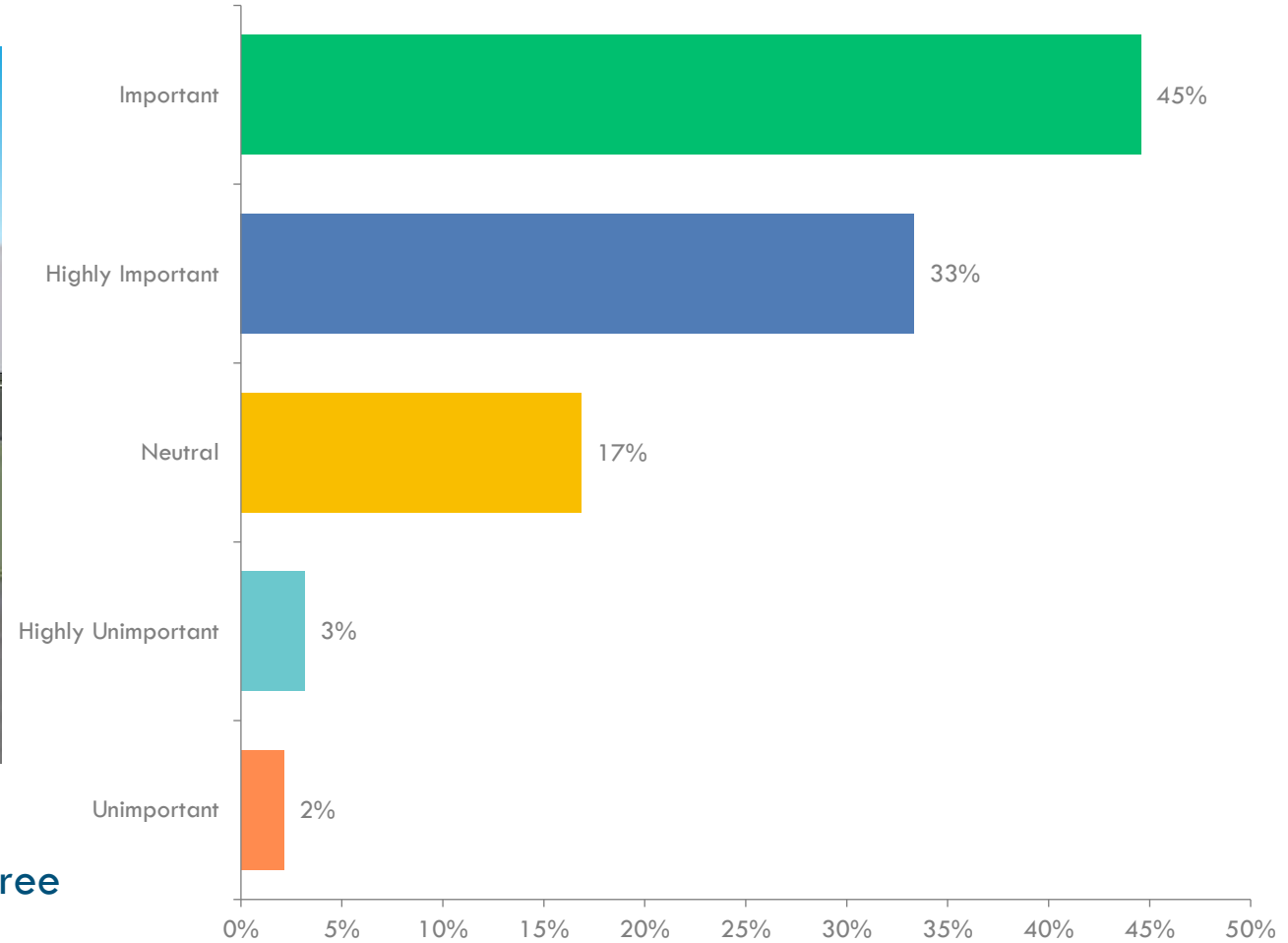


81% support the need for front yard design standards for commercial properties on Main Street



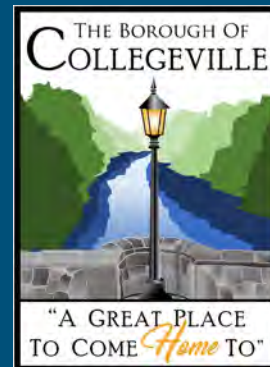
Q11: How important is it for Colleeville Borough zoning standards to allow for one to three story additions at existing buildings along Main Street to make it economically viable to renovate these buildings?

Answered: 285



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

TRANSFORMING MAIN STREET

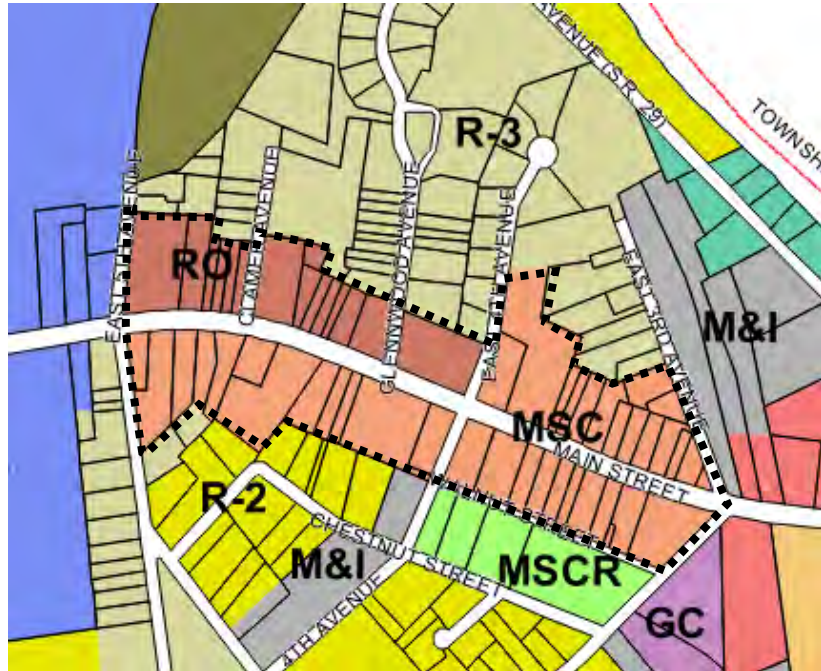


Collegeville Main Street Revitalization Plan

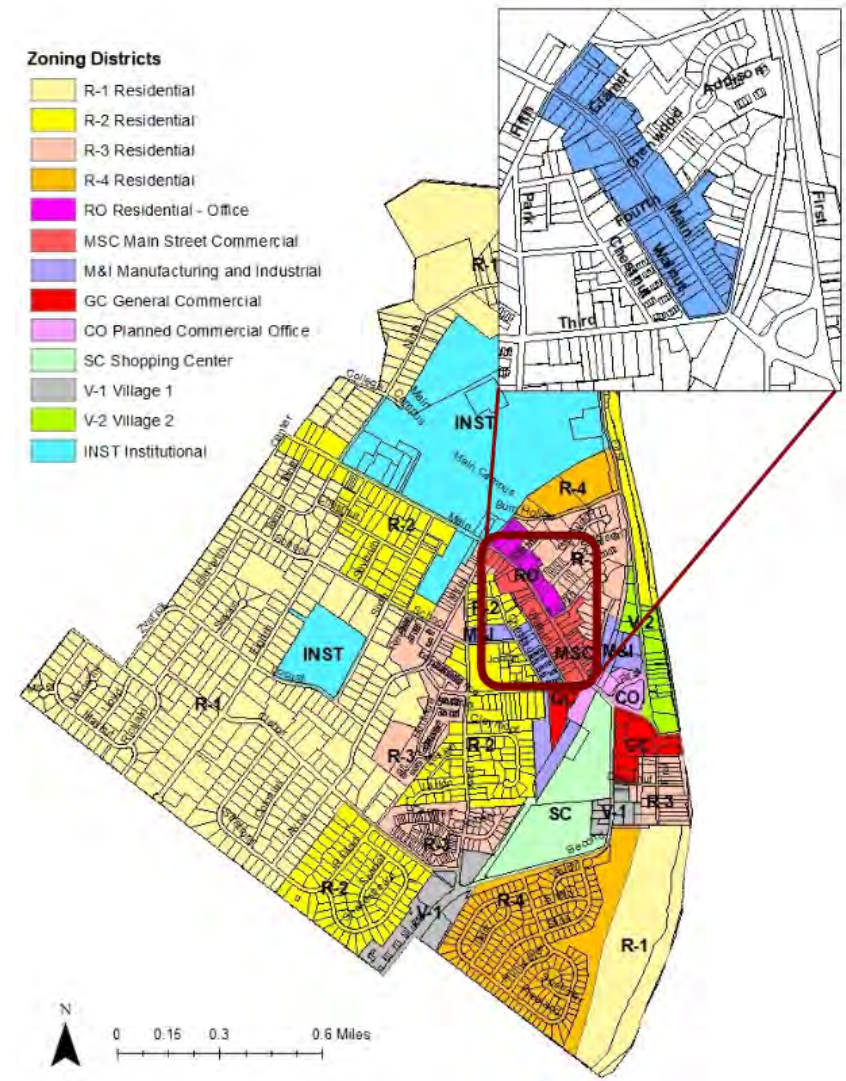
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Project 1: Proposed Zoning Changes for Main Street

Map of Existing Zoning



Map of Proposed MSD District



- The existing zoning within the study area is a mix of RO Residential – Office and MSC Mains Street Commercial.
- The proposed zoning would replace those two districts and make them the new Main Street District.

Proposed zoning changes to permit the transformation of Main Street

Existing



Proposed Improvements



White: existing buildings Blue: building additions

Front yard
plazas and
patios

One story
additions in front
of buildings

14' grass
verge and
sidewalk

Max 42'
building in
the rear

2 to 3 story
side addition



Proposed zoning changes to permit the transformation of Main Street

Front yard
plazas and
patios

Two story additions in
front without covering
existing building

14' grass
verge and
sidewalk

Max 42' H
building in
the rear

One story
additions in front
of buildings

Existing



Proposed Improvements



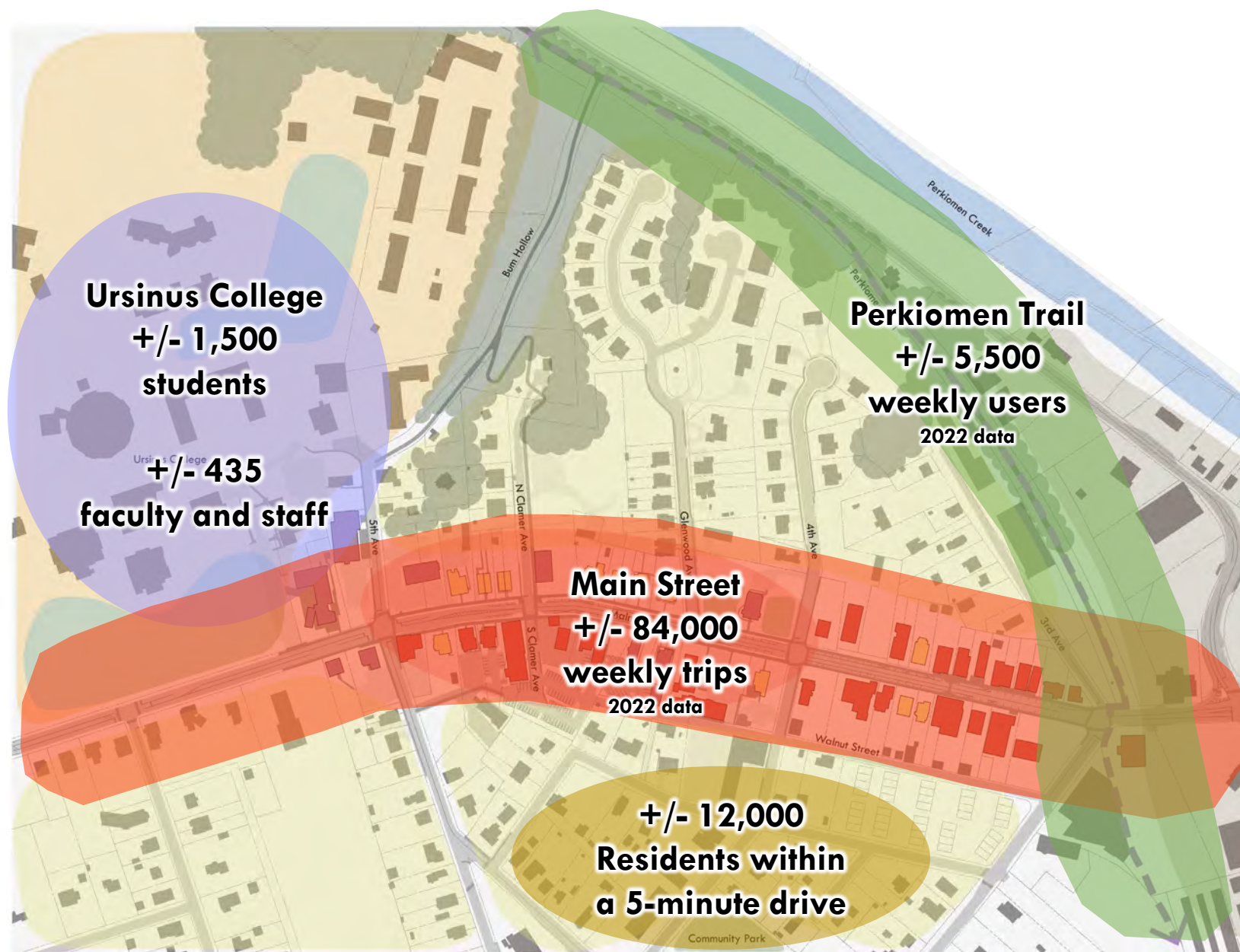
Connectivity

Opportunities

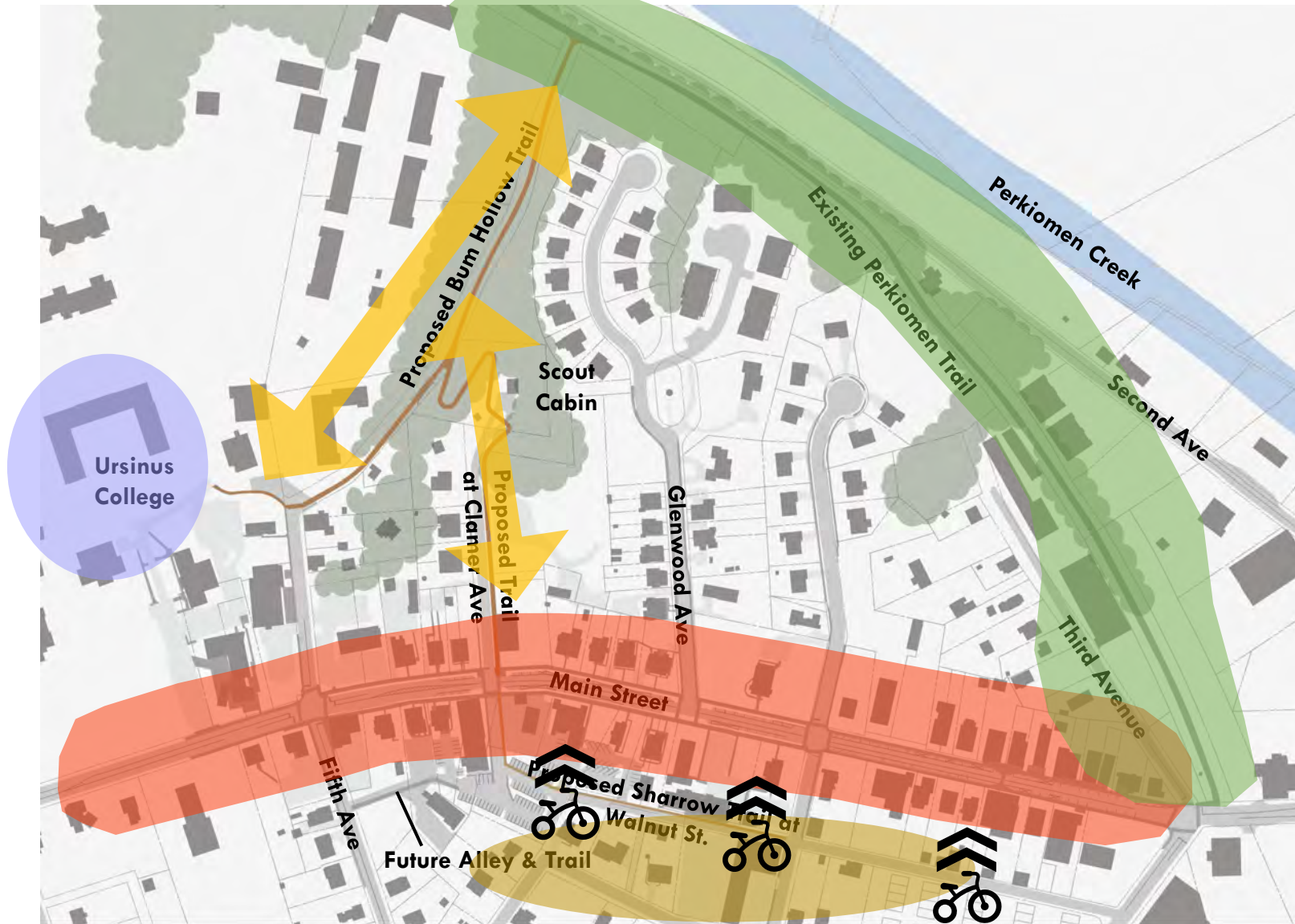
With 1,935 students, faculty, & staff, 5,500 weekly trail users, 84,000 weekly motorists and 12,000 residents within a 5-min. drive, Collegeville's Main Street is well-positioned for new businesses to serve these potential customers.



Existing Bum Hollow gravel path



Project 4: Build the Clamer Ave./Bum Hollow Trail to Connect the Perkiomen Trail to Ursinus & Downtown



- Connect Perkiomen Trail, College & Main Street
- Utilizing the Bum Hollow right of way and Clamer Ave
- A new 10' asphalt trail is proposed
- Utilize Walnut Street to create a sharrow bike route



Proposed Enhancements to 468 – 478 E Main Street

Building Upgrade

Signage

Building
Renovation

Pedestrian
Lights



Fences
& Signs

Street Trees

Trail
Crosswalk

Signage

Grass Verge
& Sidewalk

Outdoor
dining



Rendering A: Proposed Enhancements at 468 – 478 E Main Street



Rendering B: Proposed Enhancements at 424 – 454 E Main Street

Streetscape Improvements:

- Curb bump outs at crosswalks
- On-street parking
- Crosswalks
- Grass verge
- Wider sidewalks
- Banners
- Street trees
- Pedestrian lights
- Signage
- Landscaping
- Plazas & Seating
- New trail at Clamer Ave

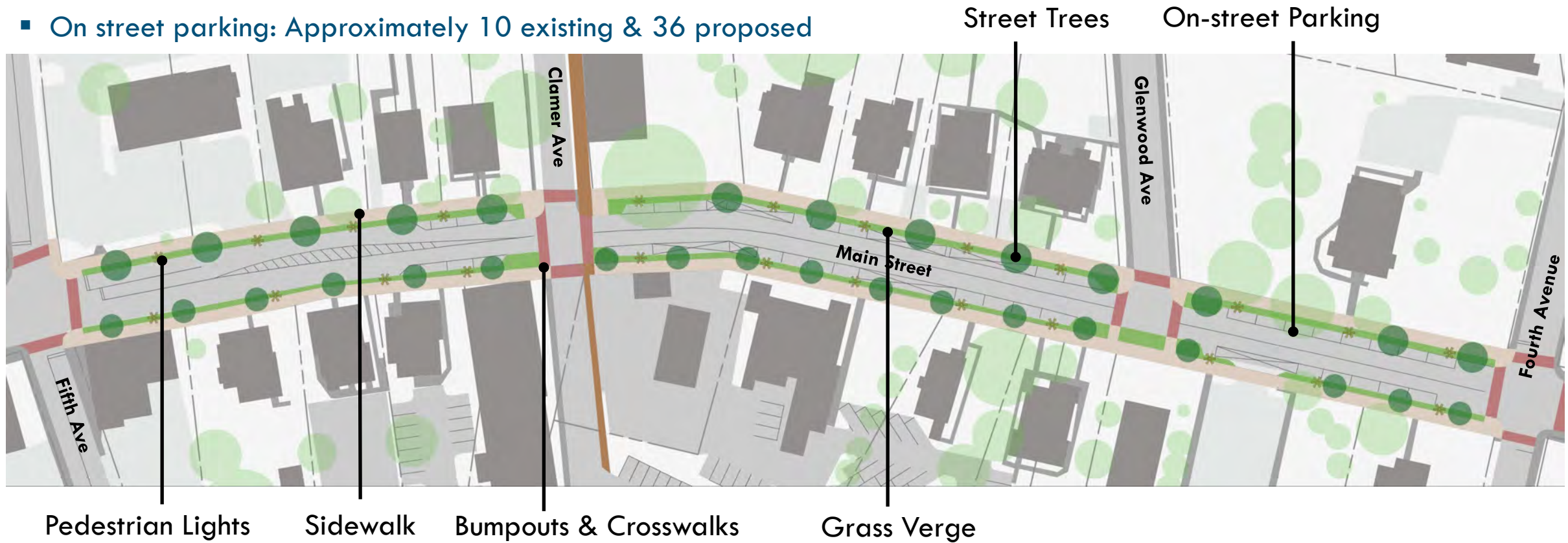


Proposed Transportation & Streetscape Enhancements at the 400 Block of Main Street

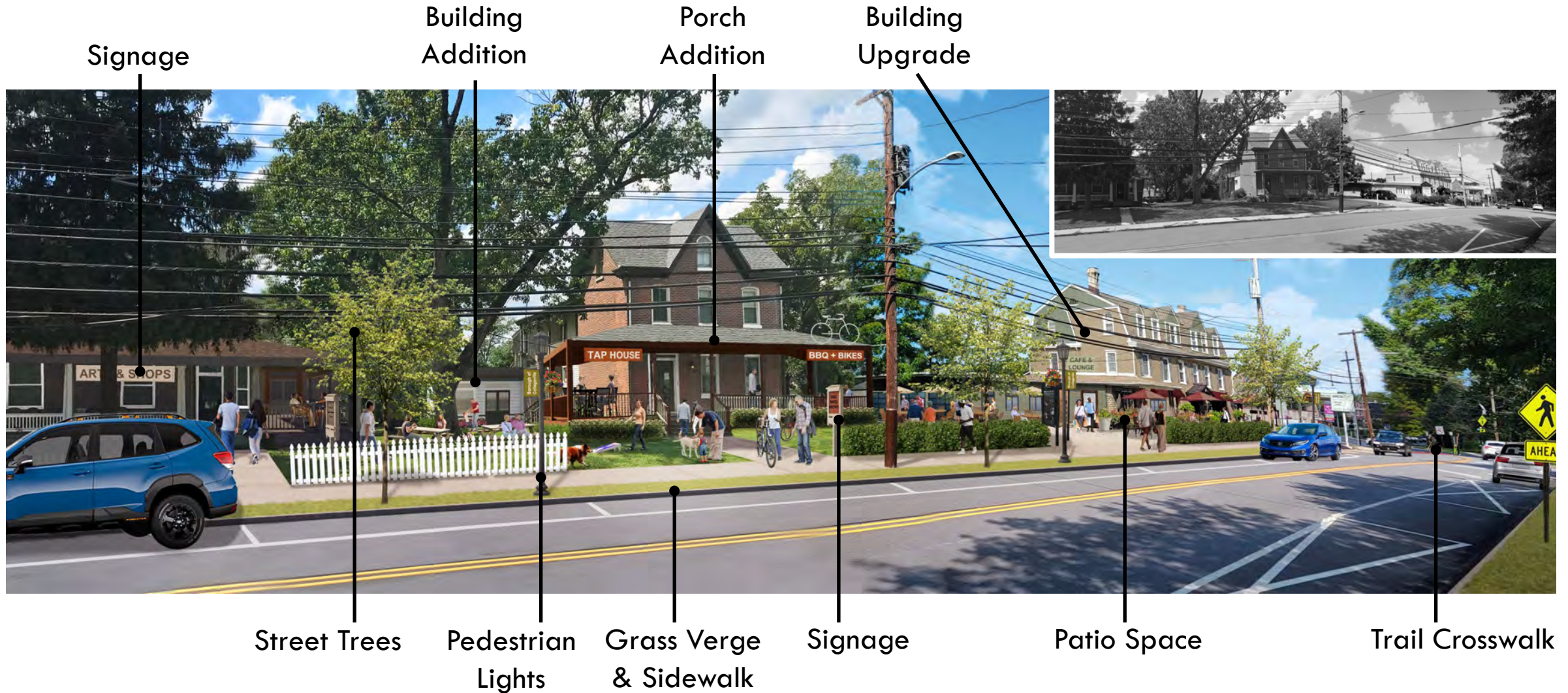


Project 2: Enhance Streetscape, Crosswalks, Sidewalks, On-Street Parking and Lighting

- 75' On center pedestrian lights
- 9' Sidewalk, typical
- 5' Grass verge, typical
- 75' On center larger street trees on the north side of Main Street
- 60' On center smaller street trees on the south side of Main Street under lines
- On street parking: Approximately 10 existing & 36 proposed



Proposed Enhancements to 424 – 454 E Main Street



Project 3: Build Off-Street Parking Lots to Serve Business District

- A. Walnut Street Parking Lot Improvements Approx. 106 spaces
- B. Clamer Hall Parking Lot Improvements Approx. 60 spaces
- C. Glenwood Ave/Clamer Ave Parking Lot Improvements Approx. 85 spaces
- D. Existing Borough Hall Lot Approx. 32 spaces



Project 5: Town Square at Clamer Hall



Evergreen hedge

Parking lot to support
Clamer Hall, Town
Square, and Main
Street businesses

Event/ market pavilions

Dining & event patio

Stage

Amphitheatre seating

Entry Garden and
seating areas

Curb bump out

Thermoplastic cross
walk

Project 5: Town Square at Clamer Hall



Patio

Pavilions

Stage

Amphitheatre seating

Curb bump out

IMPLEMENTATION PLAN

Collegeville Main Street Revitalization Plan



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Implementation Plan

Projects		Project Timing					
		2025	2026	2027	2028	2029	2030
1	Zoning Changes	Design					
2	Enhance Streetscape, Crosswalks, Sidewalks, On-Street Parking and Lighting	Seek Grants	Design	Construction			
3A	Walnut Street Parking Lot Improvements	Seek Grants	Design	Construction			
3B	Clamer Hall Parking Lot Improvements			Seek Grants	Design	Construction	
3C	Glenwood Ave/Clamer Ave Parking Lot Improvements				Seek Grants	Design	Construction
4	Build the Clamer Ave./Bum Hollow Trail to Connect the Perkiomen Trail to Ursinus & Downtown	Seek Grants	Design	Construction			
5	Town Square at Clamer Hall			Seek Grants	Design	Construction	

Legend



Seek Grants



Design



Construction

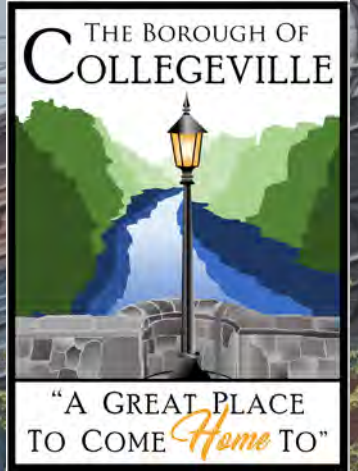
QUESTIONS



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