



Exton, Pennsylvania

Typical Book Store in a Town Center Setting



Typical Retail Anchor



Small Retail Stores

Recommendations

Recommended Approach

Based on the market analysis and further market research, three retail development strategies have been formulated that could be pursued to expand the Sanatoga interchange and Limerick/Lower Pottsgrove retail sales capture while taking into consideration the physical and market limitations of the trade area.

Strategy 1: Meet The Unmet Community-Serving Retail Needs Of Both Municipalities

Almost 30% of existing retail categories fall under “other specialty goods” and “other retail stores” headings. Such stores include computer software stores, camera stores, general line and specialty sporting goods stores, music stores, book stores, art stores, tobacco stores, and auto parts stores. In the Limerick/Lower Pottsgrove retail trade area, there are currently no stores in these categories. Sales are leaving the trade area for these stores located elsewhere. Therefore, the trade area should attempt to capture additional demand for these goods and services by 2015. In addition, several community-serving and home furnishings retail categories are underserving the local trade area as well, creating many opportunities for the expansion of such stores as florists, hardware stores, window treatment stores, and paint and wallpaper stores. Providing such goods and services would not only serve the residents of the trade area, but could serve customers beyond. More importantly, most of these retail types would be appropriate at the Sanatoga interchange area in a pedestrian-friendly, village-like development. According to **Table 14 (located in the appendix of this report)**, a reasonable recapture of some of these “lost” sales would support about 300,000 SF of additional store space by 2015.

The most significant of these new store opportunities by 2015 would be a 26,000 SF bookstore and up to 54,000 SF of auto parts stores. A large bookstore, such as Borders or Barnes & Noble, would be an appropriate anchor for a walkable village-like community in the Sanatoga interchange area, located even closer to residential areas. While a large auto parts store may not fit the village model entirely, design options do exist for such retailers that would be appropriate and complimentary to a denser commercial district such as that considered for the interchange. Furthermore, this use could be targeted more toward the central gateway section of the interchange area.

Other significant retail opportunities that exist for the Sanatoga interchange by 2015, as shown in Table 18, include 9,000 SF of optical stores; 16,000 SF of gift stores; a 13,000 SF hardware store; a 14,000 SF computer software store; a camera store; and 16,000 SF of specialty sporting goods stores.

Recommendations

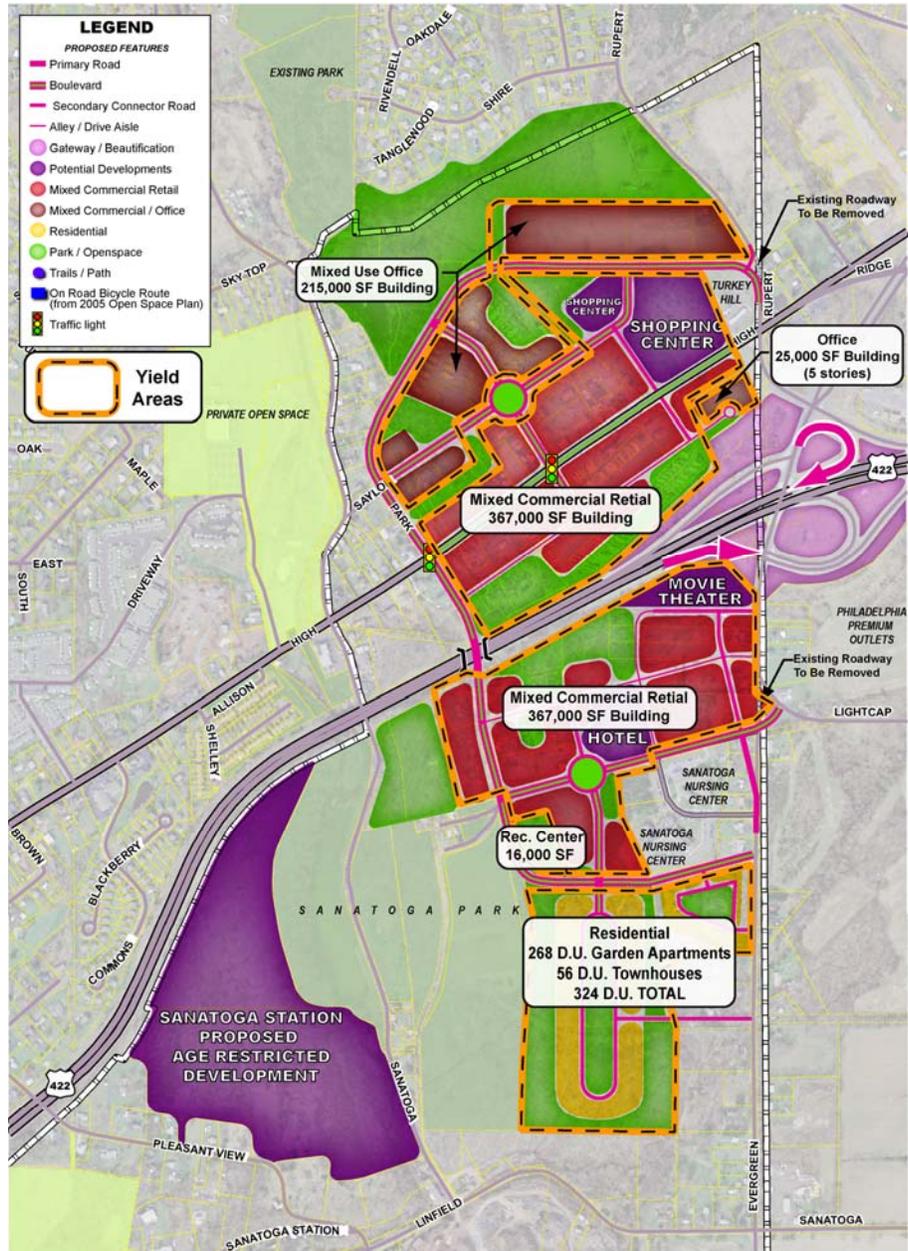
In summary, the variety of retailers that could locate at the Sanatoga interchange and meet the currently unmet retail categories for Limerick and Lower Pottsgrove include:

- Health food stores
- Jewelry stores
- Optical stores
- Gift stores
- Hardware stores
- Florists
- Men's clothing
- Floor coverings
- Window treatments
- Paint and wallpaper stores
- Antique stores
- Computer and software stores
- Camera stores
- General-line sporting good stores
- Specialty sporting good stores
- Music stores
- Book stores
- Record/CD stores
- Office supply stores
- Art dealers
- Auto supply stores
- Health and personal care stores

Strategy 2: Encourage More Modernized Retailing For Currently Met Community-Serving Categories

While the Limerick/Lower Pottsgrove trade area is underserved by several retail categories, it is more than adequately served by most community-serving goods and services stores and draws many of these customers from outside the trade area. However, we feel that the opportunity is increasing for more modernized community-serving retailers to locate at the Sanatoga interchange, replacing certain existing retailers in the trade area. Likely examples are supermarkets and restaurants.

Although a new Acme and Giant have recently opened at Ridge Pike and Township Line Road, the trade area has several older grocery stores located in older shopping centers, such as the Sanatoga Thriftway in Lower Pottsgrove. Similarly, several older, marginally-performing limited and full-service restaurants dot the trade area as newer restaurants begin to enter the market. As these retailers continue to recognize the potential growing market in Limerick and Lower Pottsgrove, the Sanatoga interchange area should position itself to capture a portion of these "replacement" retailers to serve the existing community as well as the future residential component. Lower Pottsgrove Township should ensure that any such new retailers drawn to the interchange area fit the scale, design, and location that the township envisions.



SIMONE COLLINS Proposed Development Yields
 Sanatoga Interchange Study
 Lower Pottsgrove Township, PA
 Simone Collins - Landscape Architecture
 March, 2008
 04-00001



Strategy 3: Capture Sales From a Broader Retail Market Using The Locational Advantage Of The Interchange

As the Philadelphia Premium Outlets have begun to demonstrate, the Sanatoga interchange has the potential to capture a broad regional market because of its location along Route 422. While Lower Pottsgrove has not expressed interest in attracting such large regional retailers to its available sites at the interchange, the locational advantage of the interchange could still benefit a smaller-scale mixed-use development proposed for the vicinity, particularly as the population of the trade area continues to grow.

Strategy 1 recommends the capture of additional retail stores currently not serving the Limerick/Lower Pottsgrove trade area. Several such uses could both benefit a local residential element in the interchange area, while serving the broader trade area and the region due to its location on the regional highway network. Good examples would be the bookstore and auto parts store, as well as the multi-screen movie theater and hotel.

The challenge will be to deal with the evolution of these types of retail growth at a scale that meets the goals and objectives of Lower Pottsgrove Township. These developments cannot be large big-box structures surrounded by parking if the community desires a pedestrian-oriented development. Therefore, design, scale, and placement will be key to the success of the potential development for both retailer and municipality. Because of the location, we feel a balance can be reached that will support both.

Based on the previous market recommendations, the consultants have prepared a development yield plan. This plan suggests uses that are compatible with a village-type of development, and depicts the maximum build out that could be achieved.

Transportation Recommendations

Trip Generation

The trip generation for the projected and development scenario is based on the following mix of land uses:

North of Route 422

367,000 s.f. retail space

240,000 s.f. office space

South of Route 422

224,000 s.f. retail space

68,000 s.f. movie theater

80 room hotel

56 residential townhomes

268 residential apartments

16,000 s.f. community recreation area

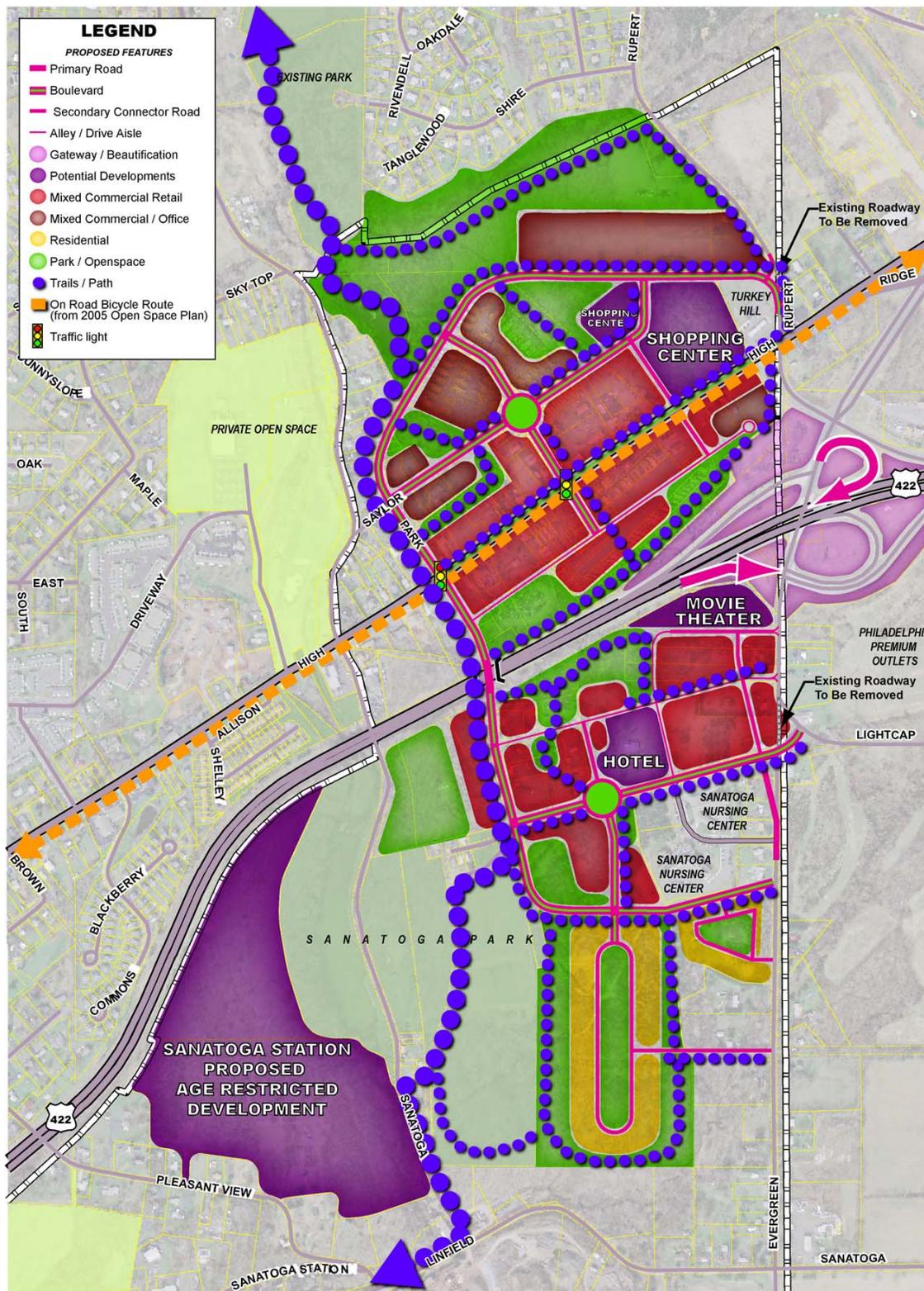
Using these land uses, trips were generated for the proposed development based on information contained in the manual Trip Generation, Seventh Edition, 2003, an Institute of Transportation Engineers (ITE) Informational Report.

In addition to the new trips generated, there will likely also be internal and pass-by trips. Because of the mix of land uses on the site, some portion of the traffic generated by the site will make more than one stop within the development before exiting to external roadways. There will likely also be pass-by trips associated with the retail portion of the development. Pass-by trips are those trips that are drawn from the passing traffic stream that do not add "new" trips to the adjacent and nearby roadways. As a result of internal and pass-by trips, the total number of trips generated by the new development will not be new trips the study area roadways.

Recommendations

Pedestrian & Bicycle Connections Plan

This plan shows preferred pedestrian and bicycle routes. It should be noted that the proposed on-road bicycle route was a recommendation from the 2005 Open Space Plan, and that future improvements to High Street should include provisions for bike lanes. Priorities should be made to connect pedestrian paths to existing parks and existing and planned regional trails. In addition to pedestrian connections shown in this plan, sidewalks should be incorporated along streets as a part of any new development.



SIMONE COLLINS Pedestrian & Bicycle Connections
 Sanatoga Interchange Study
 Lower Pottsgrove Township, PA
 Simone Collins - Landscape Architecture
 March, 2008
 SC# - 07020.1

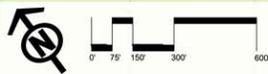




Master Site Plan

The master site plan was developed based on the yield plan. Building footprints were derived from the market analysis findings for retail stores, and from various proposed development plans of local developers. The buildings are arranged in a manner to support a “town center” or “village” type of development. Additionally, natural drainage patterns and topography were considered when developing areas for stormwater detention. Great care was taken locate proposed buildings and streets around existing woodlands and steep slopes.

SIMONE COLLINS Master Site Plan
 Sanatoga Interchange Study
 Lower Pottsgrove Township, PA
 Simone Collins - Landscape Architecture
 March, 2008
 SC# - 07020.1



Recommendations

As shown in Table 2, the proposed site will generate 2,201 new trips during the weekday P.M. peak hour and 2,537 new trips during the Saturday midday peak hour. In addition to the trips generated in the Sanatoga study area, additional retail development along Lightcap Road in Limerick Township was assumed for the purpose of developing future traffic volumes.

Table 2—Trip Generation – Proposed Development

Land Use (ITE Land Use Code)	Weekday P.M. Peak Hour			Saturday Midday Peak Hour		
	Enter	Exit	Total	Enter	Exit	Total
<i>North of Route 422</i>						
Retail (820)	709	768	1,477	1,048	967	2,015
General Office (710)	59	289	348	41	34	75
<i>South of Route 422</i>						
Retail (820)	512	554	1,066	760	702	1,462
Movie Theater (445)	212	120	332	247	82	329
Hotel (310)	25	22	47	32	26	58
Townhomes (230)	20	9	29	32	27	59
Apartments (220)	108	58	166	75	64	139
Recreation Center (495)	8	18	26	10	10	20
Total Trips	1,653	1,838	3,491	2,245	1,912	4,157
Internal Trips	-279	-279	-558	-265	-265	-530
Total External Trips	1,374	1,559	2,933	1,980	1,647	3,627
Pass-by Trips	-366	-366	-732	-545	-545	-1,090
Total New External Trips	1,008	1,193	2,201	1,435	1,102	2,537

Trip Distribution and Assignment

The distribution of trips generated by the proposed development was based on the proposed uses of the study area, an analysis of the surrounding roadway network, and the location of similar facilities with respect to the proposed site. The new trips for the proposed development were distributed to the local roadway network based on the percentages shown in Table 3.

TABLE 3—TRIP DISTRIBUTION PERCENTAGES

Direction – To/From	Distribution %
East via S.R. 422	18%
West via S.R. 422	22%
East via High Street	19%
West via E. High Street	16%
South/East via Lightcap Road	13%
South via Evergreen Road	4%
North via Rupert Road	3%
Local Traffic via Pleasant View Road and Sanatoga Road	5%

Future Traffic Volumes

Future year traffic volumes are the sum of existing traffic volumes and trips to be generated by anticipated developments in Limerick Township, and Sanatoga Gateway trips. The projected condition traffic volumes for the weekday P.M. and Saturday midday peak hours are shown in Figures 3 and 4, included in appendix of this report.

Future Level of Service Analysis

Using the projected traffic volumes, capacity analyses were completed for each of the study intersections for the weekday P.M. and Saturday midday peak hours to determine levels of service at the study intersections. Where traffic movements are projected to operate at level of service E or F, roadway improvements have been identified to provide a level of service D or better. The future conditions at the study intersections are summarized in Table 4.

**Table 4—Future Conditions
Level of Service Comparison¹**

Intersection	Approach	Weekday P.M. Peak Hour	Saturday Mid-day Peak Hour
High Street & Park Road	Eastbound	C	C
	Westbound	C	D
	Northbound	C	C
	Southbound	D	D
	<i>ILOS</i>	C	C
High Street & Rupert Road	Eastbound	A	A
	Westbound	D	C
	Northbound	B	C
	Southbound	D	C
	<i>ILOS</i>	C	C
Evergreen Road & Route 422 WB Off-Ramp	Eastbound	A	A
	Westbound	C	C
	Northbound	C	C
	Southbound	D	D
	<i>ILOS</i>	C	C
Evergreen Road & Route 422 WB On- Ramp	NB	A	A
Evergreen Road & Route 422 EB Ramps	Westbound	C	C
	Northbound	B	C
	Southbound	B	B
	<i>ILOS</i>	B	C
Evergreen Road & Lightcap Road	Eastbound	C	D
	Westbound	B	B
	Northbound	C	C
	<i>ILOS</i>	C	C

¹ *ILOS* = Overall intersection LOS at signalized intersections

Recommendations

Recommended Improvements

Based on projected traffic conditions and to maintain a minimum LOS "D" on all intersection approaches, the following improvements have been identified for the study intersections:

High Street and Park Road

- Install traffic signal*
- Additional eastbound through lane*
- Eastbound right-turn lane*
- Eastbound left-turn lane*
- Additional westbound through lane*
- Westbound right-turn lane*
- Westbound left-turn lane*
- Northbound left-turn lane*

High Street and Evergreen Road/Rupert Road

- Retime traffic signal*
- Southbound right-turn lane*

Evergreen Road and Route 422 West Off Ramp

- Retime traffic signal*
- Additional northbound left-turn lane*

Evergreen Road and Route 422 West On-Ram(s)

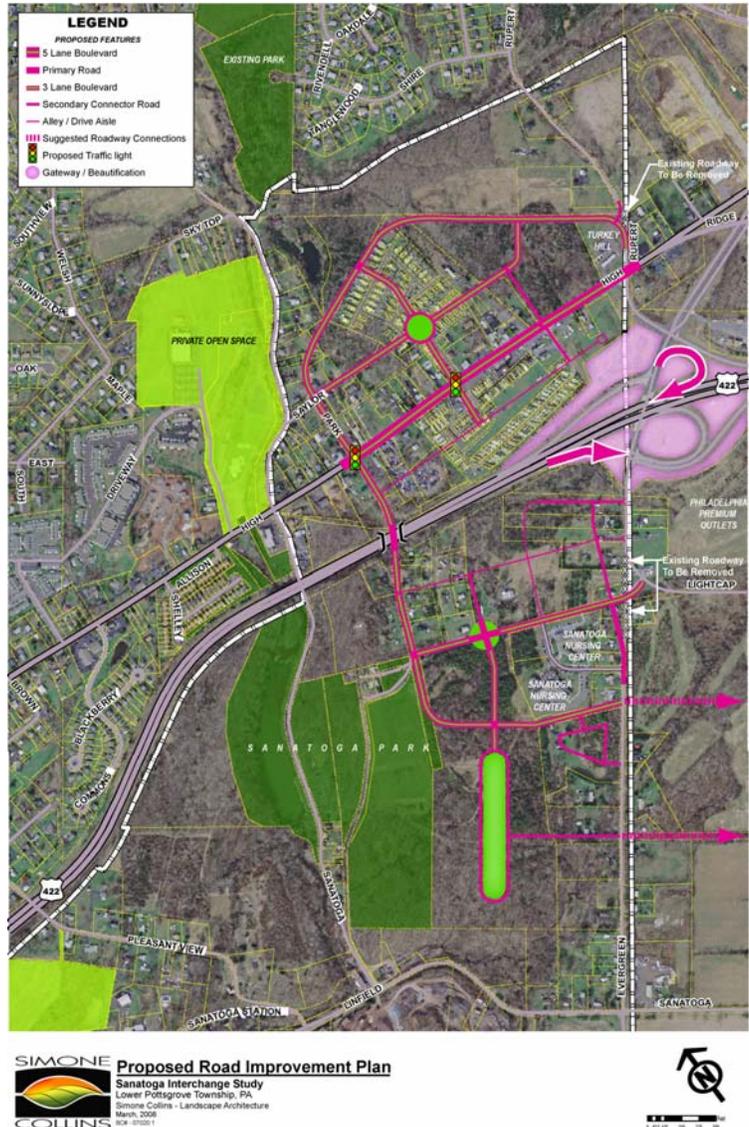
- On-ramp from northbound Evergreen Road to westbound Route 422*

Evergreen Road and Route 422 East Ramps

- Retime traffic signal*
- Additional westbound left-turn lane*

Evergreen Road/Lightcap Road and Park Road

- Retime traffic signal*
- Additional eastbound right-turn lane*
- Additional westbound left-turn lane*
- Additional northbound left-turn lane*



Although not identified with the list of improvements from above, an additional eastbound off ramp will likely be needed at the Sanatoga interchange within the relative near future. The need for this ramp will be dependant upon the types and size of land uses that develop on the Limerick side of Evergreen Road. It is anticipated that Limerick Township will complete a Point of Access Study in order to take a more in depth look at the long range needs of the interchange, including major reconstruction of the interchange.

As a result of the identified improvements, High Street will likely need widened to a five lane cross section between Evergreen Road and Park Road. Extending the five lane cross section to Sanatoga Road and providing signalization of the intersection would provide added benefit to traffic operations for the High Street corridor. However, feasibility is questionable due to steep grades, environmental features and buildings adjacent to the intersection.

Access Management Strategies

Access management is used to balance the need for access to a development with providing a safe and efficient transportation system. Several access management strategies have been incorporated into the proposed layout of the Sanatoga Gateway property. In addition, as development occurs, Lower Pottsgrove Township can ensure that good access management

principals are carried out through the land development process. The following access management strategies have been identified as part of the proposed development:

- *Through selective placement of traffic signals and site driveways, safe and efficient traffic flow can be maintained on High Street and Evergreen Road.*
- *The grid network within the development gives drivers multiple travel options without having to use external roadways, specifically High Street and Evergreen Road.*
- *The extension of Park Road will provide an additional connection between High Street and Evergreen Road/Lightcap Road, thus reducing the traffic demand on Evergreen Road in the vicinity of the Route 422 interchange.*
- *Provide a connection between Rupert Road and High Street via Park Road to reduce volumes and turning movements at the intersection of High Street and Evergreen Road.*
- *Restrict turning movements on Evergreen Road between Lightcap Road and the Route 422 ramps to maintain safe and efficient traffic operations on Evergreen Road.*

Road Improvement Costs

Order of magnitude cost estimates have been developed for the purposes of beginning preliminary steps in securing funds needed for the more extensive improvements. At the time of application to agencies requesting funding, conceptual design plans should be completed to better quantify project costs:

High Street and Park Road	\$750,000
<i>Install traffic signal</i>	
<i>Eastbound right-turn lane</i>	
<i>Eastbound left-turn lane</i>	
<i>Westbound right-turn lane</i>	
<i>Westbound left-turn lane</i>	
<i>Northbound left-turn lane</i>	
High Street and Evergreen Road/Rupert Road	\$350,000
<i>Retime traffic signal</i>	
<i>Southbound right-turn lane</i>	
Evergreen Road and Route 422 West Off Ramp	\$200,000
<i>Retime traffic signal</i>	
<i>Additional northbound left-turn lane</i>	
Evergreen Road and Route 422 West On-Ramp	\$2,000,000
<i>On-ramp from northbound Evergreen Road to westbound Route 422</i>	
Evergreen Road and Route 422 East Ramps	\$500,000
<i>Retime traffic signal</i>	
<i>Additional westbound left-turn lane</i>	
Evergreen Road/Lightcap Road and Park Road	\$750,000
<i>Retime traffic signal</i>	
<i>Additional eastbound right-turn lane</i>	
<i>Additional westbound left-turn lane</i>	
<i>Additional northbound left -turn lane</i>	
<i>Evergreen Road Realignment</i>	
High Street: Evergreen/Rupert Road to Park Road	\$750,000
<i>Additional westbound through lane</i>	
<i>Additional eastbound through lane</i>	

Recommendations

Recommended Zoning Revisions

The current zoning of the project area consists of six districts:

R-1 Residential
R-3 Residential
LI Limited Industrial
LCO Limited Commercial Office
G-IN Gateway Interchange
Q Quarry

Many of these districts contain uses and provisions that are largely sympathetic to the market demand and uses indicated as needed in the Market Study. With relatively minor revisions to some of these existing zoning districts, the proposed land uses as shown in this plan can be achieved. However, for the most intensely developed core of the study area, a Specific Plan, as provided for under the Pennsylvania Municipalities Planning Code (MPC), will need to be prepared by the Township.

No changes to the Quarry District (site of active quarry operations) are recommended. And minor changes to the extent of the boundary of the R-1 Residential District (site of the Township's Sanatoga Park and various residential uses) are proposed.

This study recommends that the LI Limited Industrial District be reduced by approximately 50%. It is recommended that it remains in place south of Pleasant View Road. It is suggested that the remaining LI zone in the study area, along with other LI areas in the Township, is sufficient to meet the foreseeable demand for uses allowed under this district.

The former LI zone west of the existing R-1 zone is recommended to be zoned R-3 Residential. Additionally, it is recommended that definitions for "age restricted housing" be added to the ordinance and that this use be allowed in the R-3 district as a conditional use. The age-restricted conditional use shall include design standards for the age restricted use. This new R-3 area abuts an existing R-3 area located to the west.

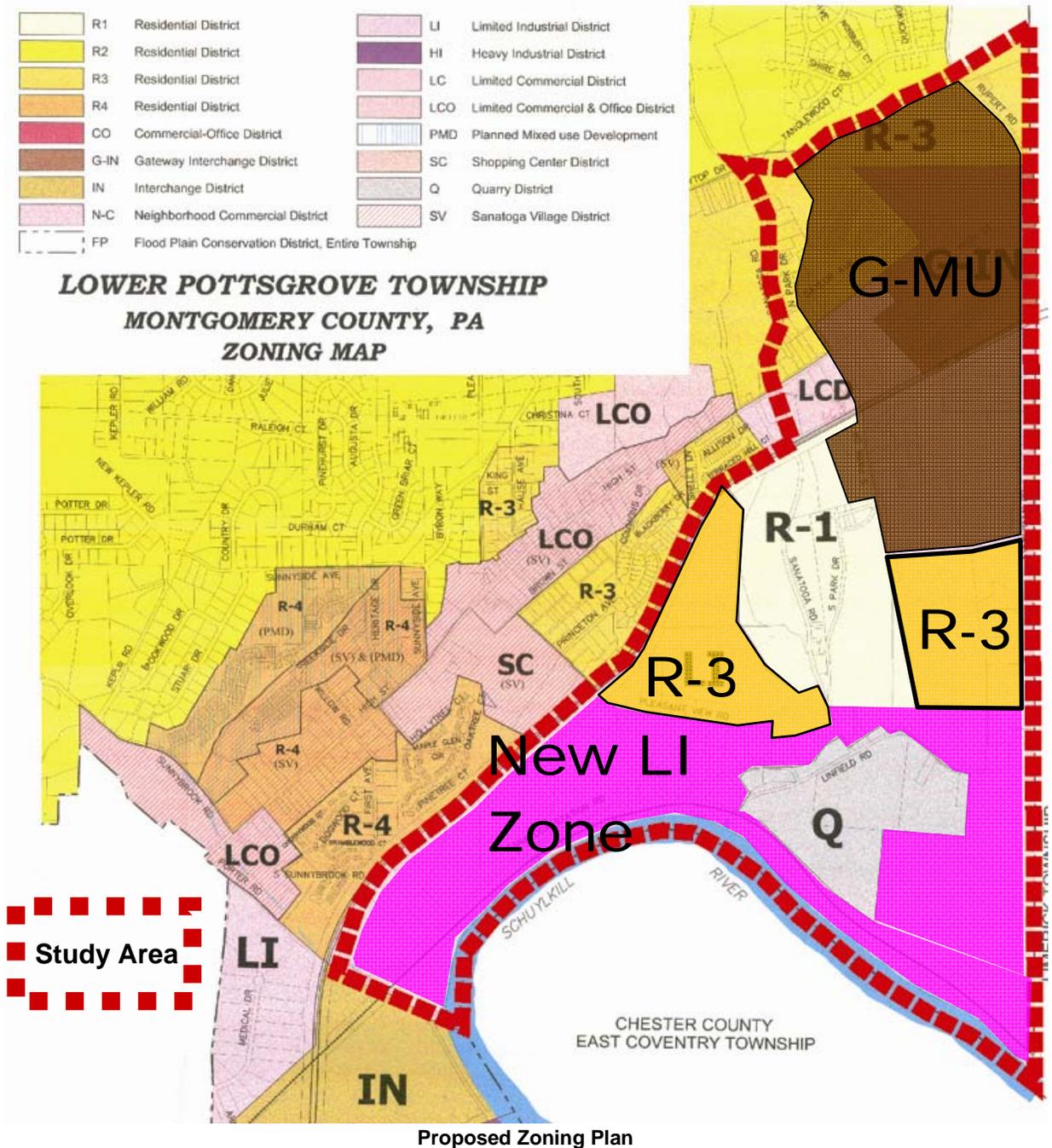
The former LI zone east of the existing R-1 district is recommended to be changed to R-3 zoning. (The extent of the R-3 zone is shown on the Proposed Zoning plan in this report). As previously mentioned, it is recommended that age restricted housing be allowed in the R-3 District as a conditional use and that this district include design standards. This proposed R-3 district fronts on Evergreen Road; however, the proposed local road layout proposes access to the R-3 district from a new road that is perpendicular to Evergreen Road, to mitigate the influence of heavier traffic, including truck traffic, on Evergreen Road.

The higher density, age-restricted housing flanking the east and west sides of Sanatoga Park will allow new resident access and enjoyment of this open space amenity. Also, these areas recommended to be zoned for residential use do not have sufficient access or visibility for commercial uses; however the market appears to be viable for these residential uses.

The Gateway Interchange District is recommended to be expanded in area approximately three times. It will encompass an area approximately 2,200 feet south of Rt. 422 along Evergreen Road in the area formerly zoned LI. It will be expanded to the west in the area formerly zoned LCO, to Park Road. North of Rt. 422, the existing G-IN district is shown to be expanded north to the study area limits and west to Park Road and the rear property lines of sites fronting on Sanatoga Road (north of Saylor Road). The Gateway Interchange zone should be renamed "Gateway Mixed Use" to better reflect the intent of the new expanded zoning district. The expansion of this zoning district will allow a greater distribution and mix of uses such as hotel, theater, restaurants and other retail uses. It is also recommended that most if not all of the LI – Limited Industry District uses, which are presently by-right permitted uses in the G-IN District be removed, since they are not sympathetic to the plan vision as proposed by this study.

Lower Pottsgrove Township is a member of the Pottstown Metropolitan Regional Planning Commission. As a member of this multi-municipal planning commission, the Township is subject to compliance with the Regional Plan as adopted by the member municipalities. In December 2007, the township adopted ordinance no. 274 to bring certain sections of its township zoning ordinance into compliance with the Regional Plan. The following is a summary of effects of Ordinance # 274 on the study area.

Ordinance # 274 amendments to the township zoning ordinance Part 29 – Gateway Interchange District - prohibits any single building larger than 15,000 SF. However, the amended zoning ordinance does allow “a multi-tenant shopping center” (generally the use(s) envisioned in this report in the G-MU Gateway Mixed-Use District) of up to 300,000 SF with an individual use of up



Recommendations

to 150, 000 SF if a Specific Plan is approved by the Township and the Regional Planning Commission.

The provision of a Specific Plan was added to the MPC in the year 2000 by the Pennsylvania Legislature.

Specific Plans, as the name implies, are detailed concept level plans for non-residential areas that include text, diagrams and implementing ordinances for a specific area. The plans include:

1. Distribution, location, extent of areas of land use, facilities, utilities, and other essential facilities.
2. Transportation facilities including roadways, pedestrian ways, trails, etc.
3. Land coverage intensities, population, etc.
4. Standards for preservation of open spaces and other natural resources.
5. A program for implementation including financing of or capital improvements.

Please refer to this report appendix for a summary of Specific Plan requirements.

Therefore, in order for the improvements recommended by planning study to move forward, it is necessary that Lower Pottsgrove Township prepare a Specific Plan for the expanded Gateway Interchange District, proposed in this plan as the G-MU Gateway Mixed Use Zoning District. Once the Specific Plan for this area is completed, it must be approved by the Pottstown Metropolitan Regional Planning Commission. Only then can the improvements envisioned in this plan move forward, unless a proposed single use is less than 15,000 SF.

Official Map

Another zoning tool that is recommended to be used to help implement the vision of this plan is the Official Map. In relation to this study, the Official Map should be used to show proposed road rights-of-way, pedestrian ways and easements, any proposed storm water management areas or drainage easements and reservation of areas or rights-of-way for public support facilities, such as sewage pumps stations and conveyance piping.

Once a land owner submits written notice or formal application to the Township that he intends to subdivide or develop a property, and that action impacts a reservation as shown on the official map, this action begins a one (1) year period during which the developer must include the construction (or dedication of land for) the official map improvement. Otherwise, the Township must, within one (1) year, initiate action to acquire the property or easement necessary for the official map reservation / improvement.

Usually, this process is a cooperative one between the developer and the municipality.



Streetscape With Perennial Plantings



Example of A Flower Shop



Clock in Keswick, PA



Café In Bryn Mawr, PA

For the Sanatoga Interchange Plan, most official map reservations will be for new local roads necessary to access areas that will be developed; pedestrian access ways, stormwater facilities; and sewage pump station(s) and conveyance piping.

Design Standards

There are many guidebooks and model ordinances that contain language and design guidelines that can provide guidance to Lower Pottsgrove Township as it crafts the design standards for the Gateway – Mixed Use Area and for the Age-Restricted Housing Conditional Uses that are proposed as a part of the R-3 zoning district.

The Montgomery County Planning Commission has several references that can provide guidance in this regard. These include:

[Creating Commercial Areas with Character – General Commercial District Model Ordinances](#)

[Creating Opportunities – Town Center District Model Ordinance](#)

[Creating Small Town Character – Model Ordinance for Mixed Use Development](#)

These can be found at: <http://planning.montcopa.org/planning/cwp/view,a,1458,q,39733,planningNav,%7C.asp>



Architectural Rhythm, Kentlands, MD

Gateways

The aesthetic enhancement and “placemaking” of the Sanatoga Interchange will be influenced by adjacent development and the ability of both Lower Pottsgrove Township and Limerick Township to work with interested developers and PennDOT to positively influence the appearance and “image setting” characteristics of the interchange area – as well as the other secondary entrances to the interchange area.

The Interchange Area that consists of the PennDOT rights of way and adjacent privately owned lands will, along with nearby architecture, make a significant impression on passing motorists on Rt. 422 and also on those travelling to a destination off of this interchange. The recently constructed Philadelphia Premium Outlets have already set a tone for the Limerick Township side of the interchange. While additional, future large retailers are likely in Limerick, the general direction of the Lower Pottsgrove sectors of the interchange, is for smaller commercial uses with a definite pedestrian orientation, once a visitor has arrived in the district.



Using Buildings as Focal Points, Columbus, Ohio

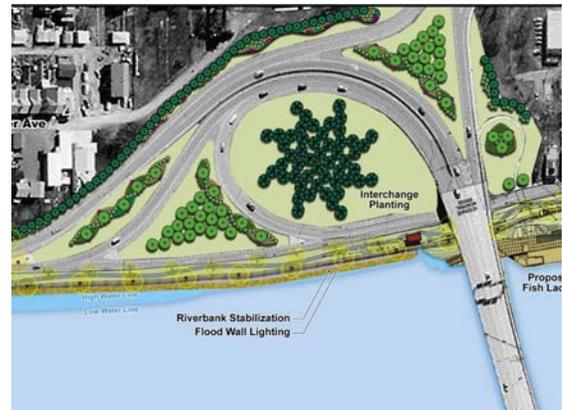
The township should, during the preparation of the Specific Plan, set goals for nearby architecture. Probable uses such as a hotel, movie theater, offices and bookstore have the potential to become theme setting design elements for the interchange that will help to identify the district.

Recommendations

Additionally, the Township should work with both Limerick and PennDOT to promote the development of a monumental landscape plan – consisting primarily of large trees that have a distinct architectural character, to create a landscape landmark at a relatively low cost. Most for maintenance of these plantings will need to be borne by both townships.

The approaches from Ridge Pike (High Street) are the other significant gateways. Approaching from the west (from Pottstown) motorists will be transitioning from the Township’s successful village area – and the area currently under study in the Community Revitalization Study. From the East (Limerick), the Interchange area is approached from a less developed area.

Generally, subtle directory signage can be used to denote this area to alert motorists which way to turn to find major retailers. The cost for this directory type signage could be borne by major retail tenants in the area.



Proposed Interchange Plantings In Sunbury, PA



Buffalo Sculptures With Ornamental Grass Plantings In Buffalo, NY



Stone Griffin Along Route 422 in Radnor, PA