

Lower Pottsgrove Township



Final Plan



Community Revitalization Plan

Lower Pottsgrove Township

Community Revitalization Plan

March 2008

This Community Revitalization Plan was prepared through the Community Revitalization Task Force of Lower Pottsgrove Township. It was financed in part by Montgomery County, Pennsylvania, through the Montgomery County Community Revitalization Program.

TASK FORCE

Cliff Bashline
J. Wilmer Hallman
Dennis Huff
David Madeira
Joel Minor
Thomas Sephakis
David Specht
James Viahos
Donald Wirt

Suzanne Ryan, PECO
Francis J. Hanney, PennDOT
Matthew Edmond, Montgomery County Planning Commission

Geoffrey Dailey, Township Planning Commission
Patricia M. Bleakley, Township Parks & Recreation Board

Jonathan H. Spadt, Township Board of Commissioners
Stephen M. Klotz, Township Board of Commissioners

Michael Shade, Police Chief, Lower Pottsgrove Township
Rodney P. Hawthorne, Township Manager
Alyson Elliott, Assistant Manager

LOWER POTTS GROVE TOWNSHIP COMMUNITY REVITALIZATION PLAN

TABLE OF CONTENTS

CONTENTS	PAGE
PREAMBLE AND INTRODUCTION	1
SECTION 1: BACKGROUND NARRATIVE AND ANALYSIS	5
REGIONAL LOCATION	5
DEMOGRAPHIC TRENDS	6
DEMOGRAPHIC CONTRASTS WITH STUDY AREA	10
A CLOSER LOOK AT THE STUDY AREA	11
Economic Analysis	11
Leakage	13
Housing Characteristics	14
Infrastructure	15
Transit and Transportation	15
Streetscape and Traffic	17
Public Space and Greenways	18
Environmental Conditions and Challenges	19

CONTENTS	PAGE
DIRECTION FROM THE TASK FORCE SURVEY	21
DIRECTIVES FOR THE STUDY EFFORT	22
CONCEPTS AND STRATEGIES	23
OPTIONS AND ALTERNATIVES	28
SECTION 2: A VISION FOR COMMUNITY REVITALIZATION	38
TRANSITION TO COMMUNITY REVITALIZATION POLICY	40
VISION STATEMENT AND PLANNING GOALS	41
SECTION 3: A COMMUNITY REVITALIZATION AND ACTION AGENDA	43
PRELIMINARY INVENTORY OF PROJECTS AND STRATEGIES	43
IMPLEMENTATION OVERVIEW	63
SEQUENCING OF ACTIONS	65
IMPLEMENTATION SUMMARY	72
PROJECT FUNDING MATRIX	73
SUMMARY	82

LOWER POTTS GROVE TOWNSHIP COMMUNITY REVITALIZATION PLAN

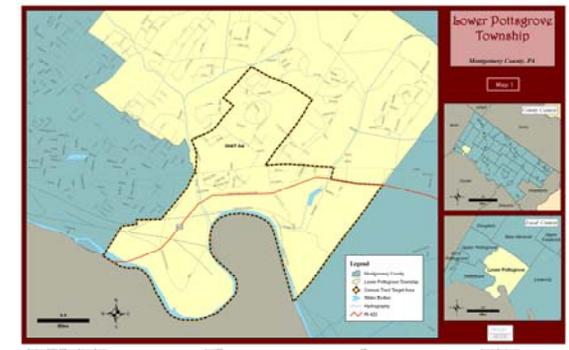
PREAMBLE AND INTRODUCTION

In the summer of 2007, Lower Pottsgrove Township received funding from Montgomery County, which was matched with municipal funds, to prepare a Community Revitalization Plan for Census Tract 2087.04. This tract encompasses much of the southern half of the Township and is the principal location for the commercial and industrial uses in the community.

The study area extends from the Borough of Pottstown, east to the Limerick Township line. It includes both the U.S. Route 422 Expressway and Business Route 422 Corridor, known as High Street within the Township. The study area also abuts the Schuylkill River and includes a branch of the Norfolk Southern Railway (formerly the Reading Railroad Main Line to Philadelphia.) Map 1 illustrates the location of the study area.

The purpose of the Community Revitalization Plan is to develop a comprehensive strategy for the future of this area and to identify potential projects and programs that implement a common vision. The Request for Proposals, prepared by the Township indicated there were five principal target areas within the census tract that warranted particular attention. They were:

- ***The High Street Corridor.*** The High Street Corridor is a stretch of highway approximately two miles in length. It is the principal commercial artery in the Township and the “Main Street” for Lower Pottsgrove and the adjacent communities of Pottstown Borough and Limerick Township.
- ***The Occidental Chemical Site.*** The Occidental Chemical Site is an approximately 270 acre tract of land. Occidental Chemical operated a PVC Resin

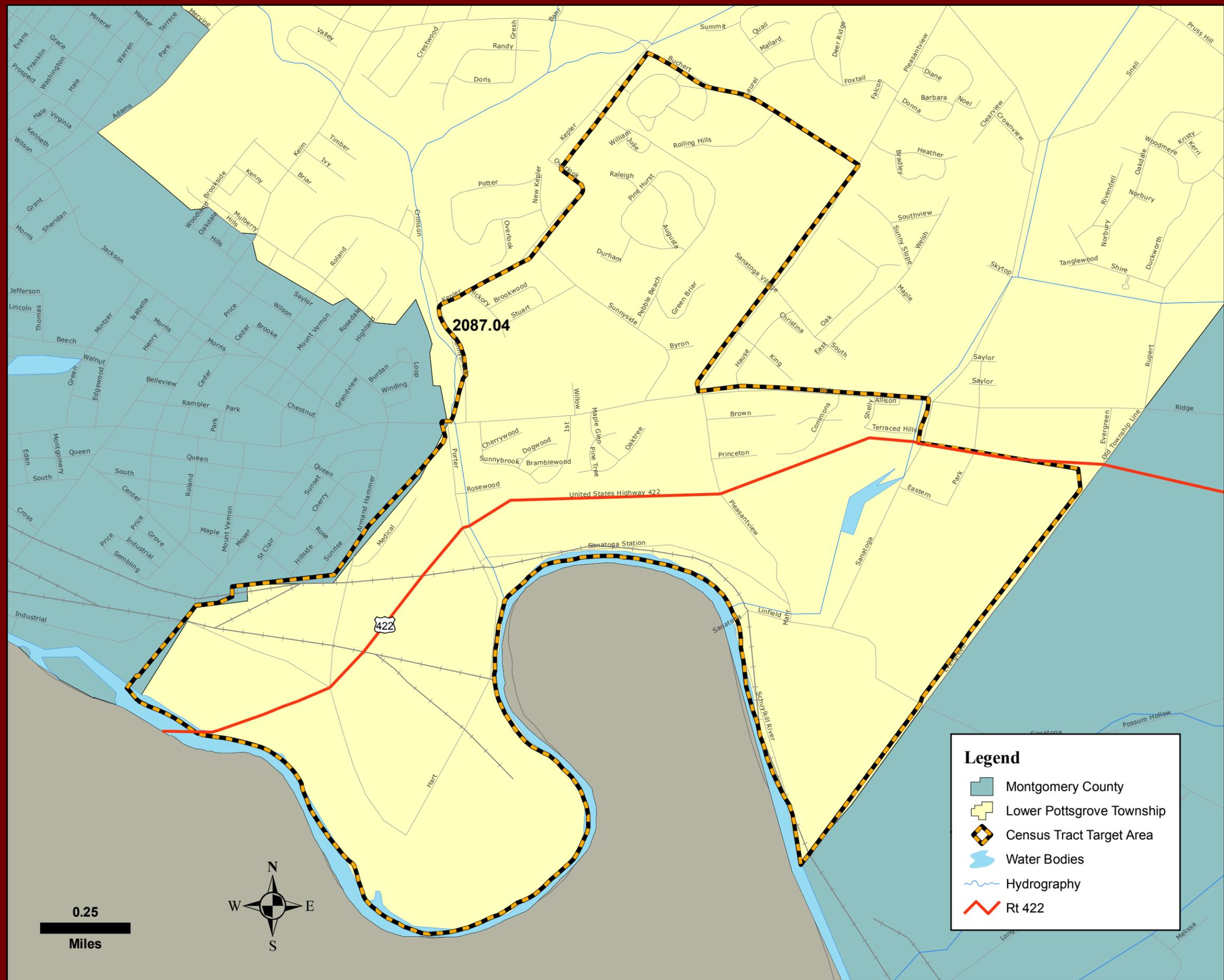


The focus of the study area is census tract 2087.04 in the southern part of the Township.

Lower Pottsgrove Township

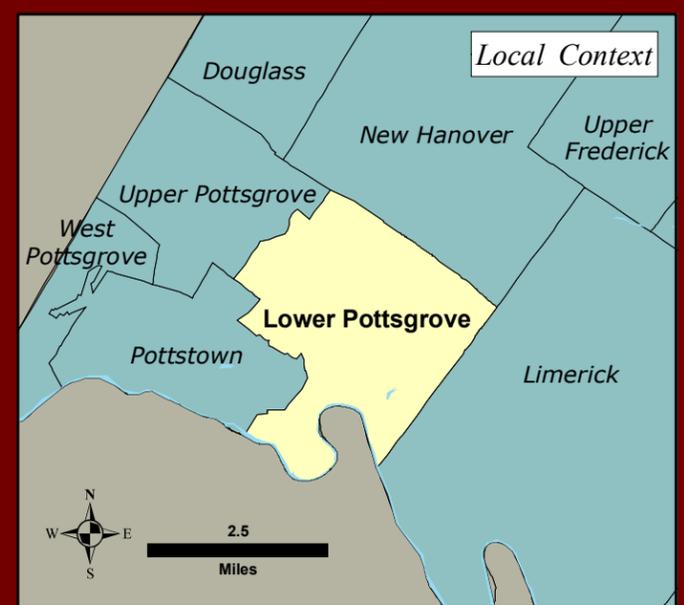
Montgomery County, PA

Map 1



Legend

- Montgomery County
- Lower Pottsgrove Township
- Census Tract Target Area
- Water Bodies
- Hydrography
- Rt 422



TRIAD
 715 Twining Road Suite 215
 Dresher, PA 19025
 www.triadincorporated.com

Plant (originally built by Firestone and now demolished), and the site also includes the former Firestone Tire Plant building which is currently being demolished. Historically, the site was a World War II aircraft manufacturing plant and Firestone Tire Plant. The tract is adjacent to a large warehousing operation owned by a party unrelated to Oxy Chem (BCW Associates.) The site is located on the Schuylkill River in the southwestern corner of the municipality. The site has some ground water impacts typical of a site used for several industrial activities for 60+ years and is currently being remediated. The site will retain its utility infrastructure including a rail spur, and will be available for redevelopment.

- ***The Historic Sunnybrook Ballroom.*** Sunnybrook Ballroom is currently vacant. After more than 60 years as a swim club, banquet facility and conference center, the Sunnybrook Ballroom was closed in 1992. This historic site, listed on the National Register of Historic Places, was acquired in late 2006/early 2007 by a local nonprofit organization, the Sunnybrook Foundation that is renovating the Ballroom and its facilities to restore it as both a local and regional destination. This facility will include a small conference center providing conference services, banquets, concerts, fine dining, performing arts, and other community events.
- **Armand Hammer Boulevard Interchange Area.** This area serves as an awkward entry point to Lower Pottsgrove Township. The interchange, which is being considered for alteration by PennDOT in the next five to twelve years, does not provide for the standard cloverleaf entrance and exit off of U.S. Route 422. The area, though a gateway to Lower Pottsgrove, does not have any consistent identifying features that identify it as part of the Township. This area may also provide a transit hub for any future rail service to or through the Township.
- **Sanatoga Interchange Area.** This area is in transition. Once the rural gateway to Lower Pottsgrove and Limerick Townships, the November 2007 opening of the Philadelphia Premium Outlets has served as a catalyst for future



The historic Sunnybrook Ballroom is one of the target areas of the community revitalization plan that stems from this effort.

development in this area. Developer interest on both sides of Evergreen Road (the dividing line between Lower Pottsgrove and Limerick Townships) is increasing considerably. Lower Pottsgrove's portion of this interchange is mostly zoned for industrial uses and contains a mix of underutilized parcels that include residential uses of varying densities and types; retail, offices, and warehouse/industrial uses. The zoning in this area does not match current market conditions.

To assist with the facilitation and development of the Revitalization Plan, the Township hired Triad Associates in August 2007. Triad presented a proposal that was selected by the Township and work began on the project in September 2007.

In addition, the Township established a Task Force made up of business leaders, public officials, and other stakeholders in the Study Area. The mission of the Task Force was to guide the planning process as it evolved and to offer expertise, comments, and information as necessary. Triad Associates prepared and tabulated a survey administered to Task Force members that addressed a series of questions about the future of the community. On September 26th an initial meeting of the Task Force was held to review the survey findings and to talk about some of the area's critical issues and challenges. The comments and input received at this workshop helped to frame some of the policy suggestions contained in this plan.

OUTLINE OF THE PLAN

The Lower Pottsgrove Township Community Revitalization Plan is broken into three sections. The first section provides background information on the Township; explores the goals of the Task Force; and provides some broad "Options and Alternatives" for consideration. Section 1 examines the study area and highlights existing characteristics, conditions, and trends. From that foundation of information and the discussion that occurred at the September Task Force Workshop and October Public Meeting, a vision

statement and series of goals for the future of the study area was then prepared. The vision and goals are outlined in Section 2 of the Plan.

Section 3 then presents specific projects and strategies to address the critical issues facing the Township. These projects and strategies were reviewed with the Task Force and the community. A public meeting to discuss the ideas was held on December 12, 2007. From this dialogue a number of key funding priorities was identified that will represent the first phase of the Township's Revitalization "Action Agenda." A funding and implementation matrix will ultimately accompany the project concepts and ideas outlined in this Plan.



Options and alternatives for community revitalization will be presented to the Township for consideration.

Section 1

BACKGROUND NARRATIVE AND ANALYSIS

REGIONAL LOCATION

Lower Pottsgrove Township is situated in southwestern Montgomery County, Pennsylvania. It is approximately 7.45 square miles and is strategically located on the U.S. Route 422 Corridor, which has been the catalyst for an escalation in development in that part of the County since its construction and opening in the late 1970s.

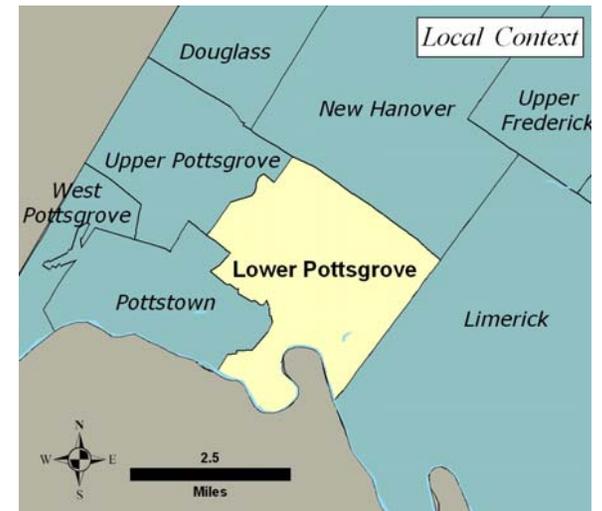
As an historic neighbor and “inner ring suburb” of Pottstown Borough, much of the Township has been developed for some time. The northern half of the community is predominantly residential, while the southern half is home to most of the municipality’s commercial and industrial development.

Historical Development

Like most municipalities in western Montgomery County, Lower Pottsgrove was founded on its agricultural and natural heritage. Its proximity to a number of small waterways promoted the construction of numerous grist mills on the Sprogels Run and other area creeks.

Originally, Lower, Upper and West Pottsgrove Townships were part of Douglas and New Hanover Townships. The Township is named for John Potts, an early settler in the community for whom Pottstown is also named. A portion of the Potts Estate was an encampment for General George Washington after the Battle of Brandywine in 1777.

Sanatoga Village is among the earliest and oldest of the settlements in Lower Pottsgrove Township having been founded around a tavern and gristmill, both of which benefited from their location on the “Philadelphia Reading and Perkiomen Turnpike” known today



Situated in southwestern Montgomery County, Lower Pottsgrove Township is located between Limerick Township and the Borough of Pottstown.

as Ridge Pike, High Street, and Business Route 422 – the subject area of this planning study. The development of the Reading Railroad (now Norfolk Southern) also served as a catalyst for the development of the Township. (From Hunsicker's History of Montgomery County, 1923.)

Lower Pottsgrove gained notoriety as the home of the Sunnybrook Ballroom and Swim Club. The Ballroom, which dates back to the 1930's, was home to many of the Big Swing Bands of the 30s and 40s and was a very popular night spot for people throughout the region. In its prime, the ballroom could accommodate standing room crowds in excess of 6,000 people.

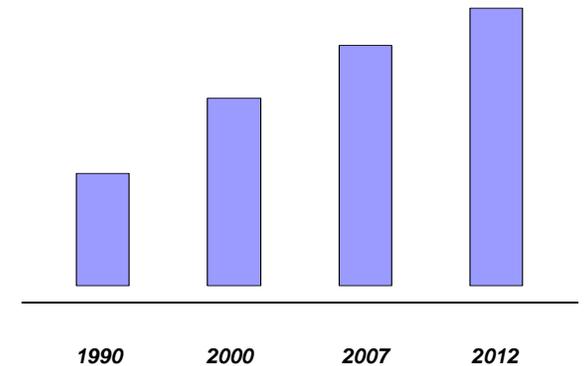
DEMOGRAPHICS AND TRENDS

The population of Lower Pottsgrove Township in 2000 was 11,213 persons. This represents a 27% increase over the 1990 population of 8,802 persons. This rate of growth has moderated, however, given that the 2007 population is estimated to be 12,258 persons – or an 11.7% increase over the past seven years. Projections of population over the coming five years forecast additional moderation as can be seen in Table 1.

**Table 1
Population Trends
Lower Pottsgrove Township 1990-2012**

YEAR	NUMBER OF RESIDENTS	TOTAL % CHANGE	ANNUAL % CHANGE
1990	8,802		
2000	11,213	27.4	2.45
2007 (1)	12,528	11.7	1.5
2012 (2)	13,287	6.1	1.18

(1) Estimate, ESRI/Claritas, 2007
(2) Forecast, ESRI/Claritas, 2007



Population growth in the Township has been rising at a modest rate and is anticipated to continue.

The modest increase in population that is anticipated will include larger numbers of young people and senior citizens. Between 2000 and 2012, the number of young people under the age of 20 is expected to grow approximately 11% to 3,890 persons. The senior population, on the other hand, is anticipated to increase by 28.8% to 1,715 persons.

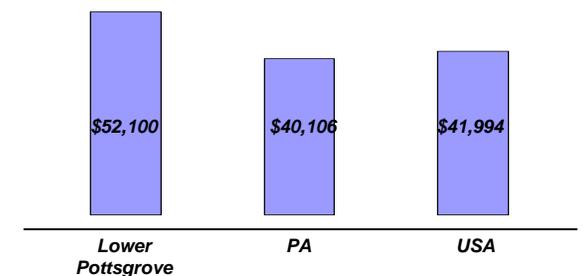
Of the total population of the Township, the great majority were white. Only 8.2% were African Americans and less than 1% was Asian. Additionally, only 1.2% identified themselves as persons of Hispanic origin.

Income, Education, and Employment

Lower Pottsgrove Township is a relatively affluent community. Median household income in 2000 was \$52,100. This is 30% greater than that of the State and 24% greater than the nation. By 2012, household income in the Township is expected to rise to \$107,349 – a 67% increase over the 2000 figure. Of the total households in 2000, 7.8% had incomes below the poverty level. Of the 319 households with poverty level incomes, 175, or 55% were female-headed households.

The 2000 U.S. Census also indicated that educational attainment was high. 87.3% of the Township's population over the age of 25 had at least a high school education. More than a quarter of the population had a college degree or better.

This level of education explains the higher than average household incomes in the Township. It also explains the relatively high percentage of individuals in the municipal labor force who are engaged in education, health, and other services. More than 17% of the workforce was employed in this sector – the highest percentage engaged in any sector of the economy. Manufacturing also represented a sizeable employment base with 16.5% of residents employed in this sector. Retail trade was the third largest employer of the resident workforce with 13.1% of total population.



Lower Pottsgrove is a relatively wealthy community with a median income greater than that of Pennsylvania or the United States.

Table 2, below, breaks down the 2000 workforce composition of the Township. (Table 4 on page 13 illustrates the breakdown of jobs located in the Township.)

**Table 2
Civilian Workforce Employed by Industry, 2000
Lower Pottsgrove Township**

EMPLOYMENT SECTOR	PERCENTAGE
Agriculture, Forestry and Natural Resource Industries	0.8
Construction	6.4
Manufacturing	16.5
Wholesale Trade	3.9
Retail Trade	13.1
Transportation, Warehousing, Utilities	5.0
Information	2.9
Finance, Insurance, Real Estate	9.5
Professional, Scientific, Management and Administration	9.2
Education, Health, and Social Services	17.1
Arts, Entertainment, Recreation	5.9
Other Services	5.9
Public Administration	3.7
TOTAL	100.0

Source: U.S. Bureau of the Census, 2000

By comparing Table 2 and Table 3, it is evident that the skill sets of Lower Pottsgrove residents do not necessarily match with the jobs available in the Township. More than half of the Township's jobs are in the service sector. The fact that the largest percentage of the Township's residents is employed in education, health and social services stems from the jobs and ancillary employment provided in part by Pottstown Memorial Hospital. The second largest percentage of Township residents works in manufacturing, yet less than four percent of the jobs in the Township are in that employment sector.

The largest percentage of individuals residing in the Township are employed in the social service fields followed closely by manufacturing.

Housing Trends

As was noted earlier, most of Lower Pottsgrove Township is developed. Residential development is concentrated in the northern part of the Township, although there is a sizeable percentage (35%) of all units that are located in the study area and some of the most densely developed residential areas in the municipality.

The total number of housing units in 2000 was 4,127. Over the next five year period (2007-2012) it is anticipated that the number of residential units in the Township will increase from the current estimate of 4,668 units to 4,983 units – an increase of only 6.7%.

Median home values, however, have increased dramatically. In 2000, the average value of a home in Lower Pottsgrove Township was \$128,758. Figures obtained locally from the Keller Williams Realty Group indicated the average value of a home sold in 2007 was \$221,672. By 2012, this figure is anticipated to increase to \$297,269! This is a 131% increase (over the 2000 figure) in just over a decade. The large majority of existing units (80%) are owner occupied. Rental units are only 17% of the total. These figures are anticipated to remain relatively constant over the coming five year period. Housing affordability in the Township has declined as housing values have increased. Table 3 illustrates this trend, as defined by the ESRI/Claritas data.



Generally, the study area is less affluent than the Township, with many more people living in rental and multi-family housing.

**Table 3
Housing Affordability Index**

YEAR	Township			Study Area		
	HOUSEHOLD INCOME	HOME VALUE	INDEX	HOUSEHOLD INCOME	HOME VALUE	INDEX
2000	\$53,233	\$128,758	2.4	\$44,906	\$94,162	2.1
2007	\$71,340	\$255,319	3.6	\$58,783	\$189,432	3.2
2012	\$85,490	\$297,269	3.5	\$71,076	\$218,036	3.1

Source: ESRI/Claritas, 2007

DEMOGRAPHIC CONTRASTS WITH THE STUDY AREA

It is important to have a general appreciation for the demographics of the Township as a whole so that the Census Tract, which is the subject area of this analysis, can be placed into perspective.

Generally, the study area is less affluent than the Township. It is more diverse, racially and ethnically with a greater mix of land uses. The population is younger and more concentrated in rental housing. The types of housing units tend to be more diverse with a larger percentage of attached and multi-family dwellings located in the target area. Consequently, housing is more affordable (as illustrated in Table 3) but affordability has declined significantly in recent years. The following pages examine these significant differences in detail and outline the implications for community revitalization.

The Study Area (Census Tract 2087.04) is more diverse racially and ethnically with a wider range of housing types.

Composition and Characteristics of the Population

The Study Area had a population in 2000 of 4,230 residents. The population today is estimated at 4,629 persons. This is 37% of the Township population.

A detailed examination of the study area's population, however, shows a disproportionate concentration of minority residents. For example, of the 921 African American residents of the Township in 2000, 772 or 84% of the total population lived in the study area. Of Hispanic residents in the Township, just over half (51%) lived in the study area.

Similar disproportionate numbers of low income households are present in the study area. Of the 319 households in the Township that had 2000 income levels below poverty, 239 of them, or 75%, were located in the study area. Average household income for the study area is estimated to be \$58,783 in 2007 which is 82% of the mean household income for the Township as a whole.

A CLOSER LOOK AT THE STUDY AREA

Overview

The target study area – Census Tract 2087.04 – is an extremely diverse area. Predominantly residential in the northern reaches of the study area, land uses move toward progressively denser and more varied development in the southern part of the area. (See Map 2)

This diversity of land uses raises some community revitalization challenges. The principal challenge is that it makes some of the principal target areas difficult to define. The High Street Corridor, for example, has a multitude of commercial, professional, retail and light industrial uses. Each of these uses poses the need for different parking demands, access, setbacks, and buffers. There are areas such as Pleasantview Road where these uses are in competition, meaning that many of the uses are worn and seemingly out of place in an increasingly commercial section of the corridor.

Another challenge exists in the difficulties posed from any attempts to integrate such uses as The Sunnybrook Ballroom and the Occidental Chemical property with High Street. There is not much buildable space to provide transitional uses, and in the case of Occidental Chemical, this is a land use clearly separated – physically by highways and geographically by other land uses from mainstream locations in the study area and Township.

The Armand Hammer and Sanatoga Interchange areas are challenging locations as well. Both of these interchanges are gateways to Lower Pottsgrove Township; however, they do not have amenities that create a sense of place or welcome people to the Township.

Economic Analysis

One key to the economic future of the study area involves the types of businesses that are present now and the types that might be feasible in the future. For an inventory of



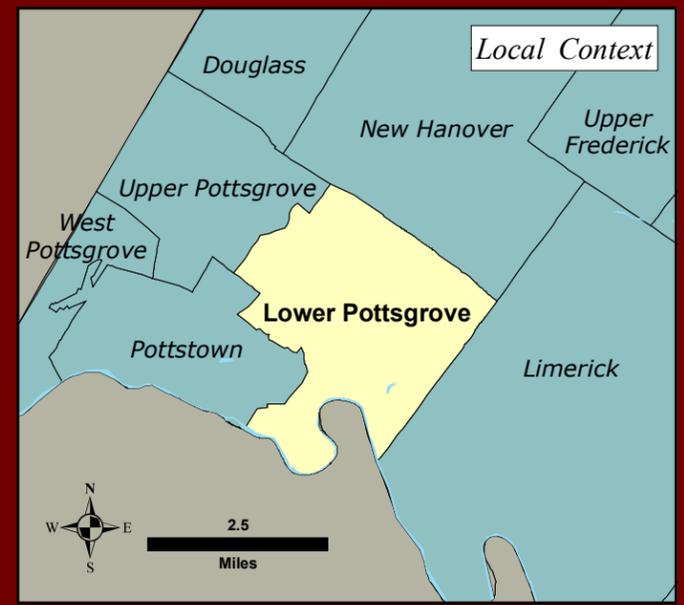
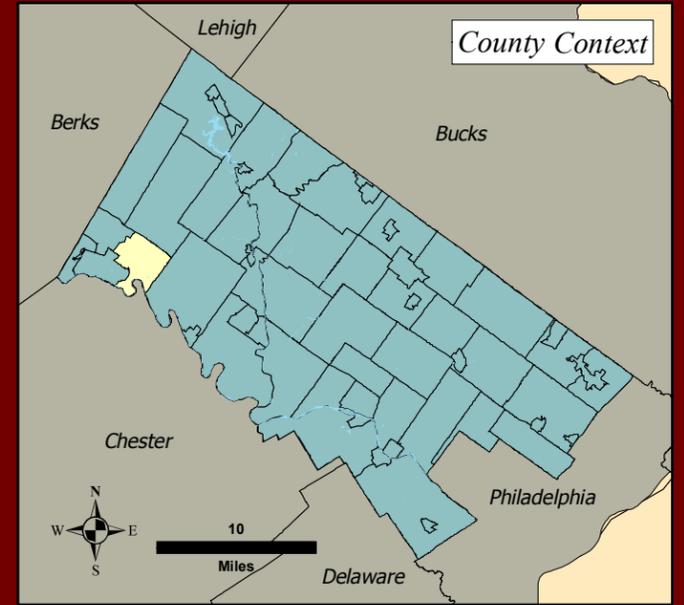
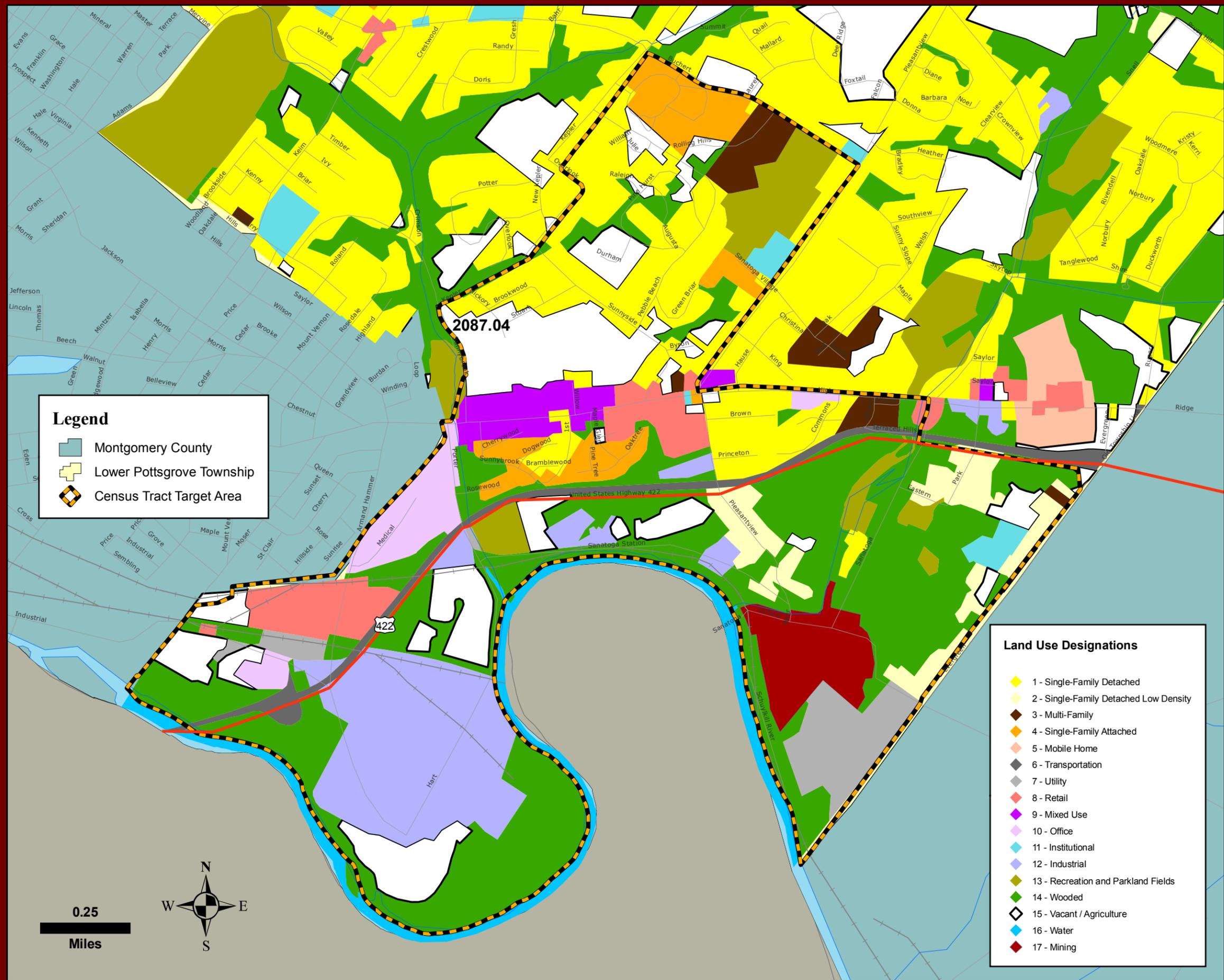
The diversity of land uses, particularly along High Street, poses some revitalization challenges.

Lower Pottsgrove Township

Montgomery County, PA

Map 2

Generalized Land Use in the Study Area



TRIAD
715 Twining Road Suite 215
Dresher, PA 19025
www.triadincorporated.com

current businesses, a datahouse - ESRI/Claritas - was contacted for the most recent 2007 inventory of business information.

According to the statistics provided, the dominant business use in both the Township and the study area was the service sector. Retail trade was also dominant, with manufacturing and construction businesses providing much smaller shares of the market despite the fact that the second highest percentage of the Township's residents works in the manufacturing sector. Table 4 provides a breakdown of this information.

**Table 4
Business Comparison
Analysis of Study Area, 2007**

Business Sector	Number of Firms	Percent of Total	Number of Employees	Percent of Total
Agriculture/Mining	1	0.5	0	0.0
Construction	11	5.1	40	1.6
Manufacturing	8	3.7	91	3.6
Transportation	3	1.4	12	0.5
Communication	0	0.0	0	0.0
Electric/Utilities	0	0.0	0	0.0
Wholesale Trade	5	2.3	50	2.0
Retail Trade	25	11.6	686	27.2
FIR*	29	13.5	220	8.7
Services	121	56.3	1,387	55.0
Government	7	3.3	35	1.4
Other	5	2.3	0	0.0
Total	215	100.0	2,521	100.0

*FIR: Finance, Insurance, Real Estate

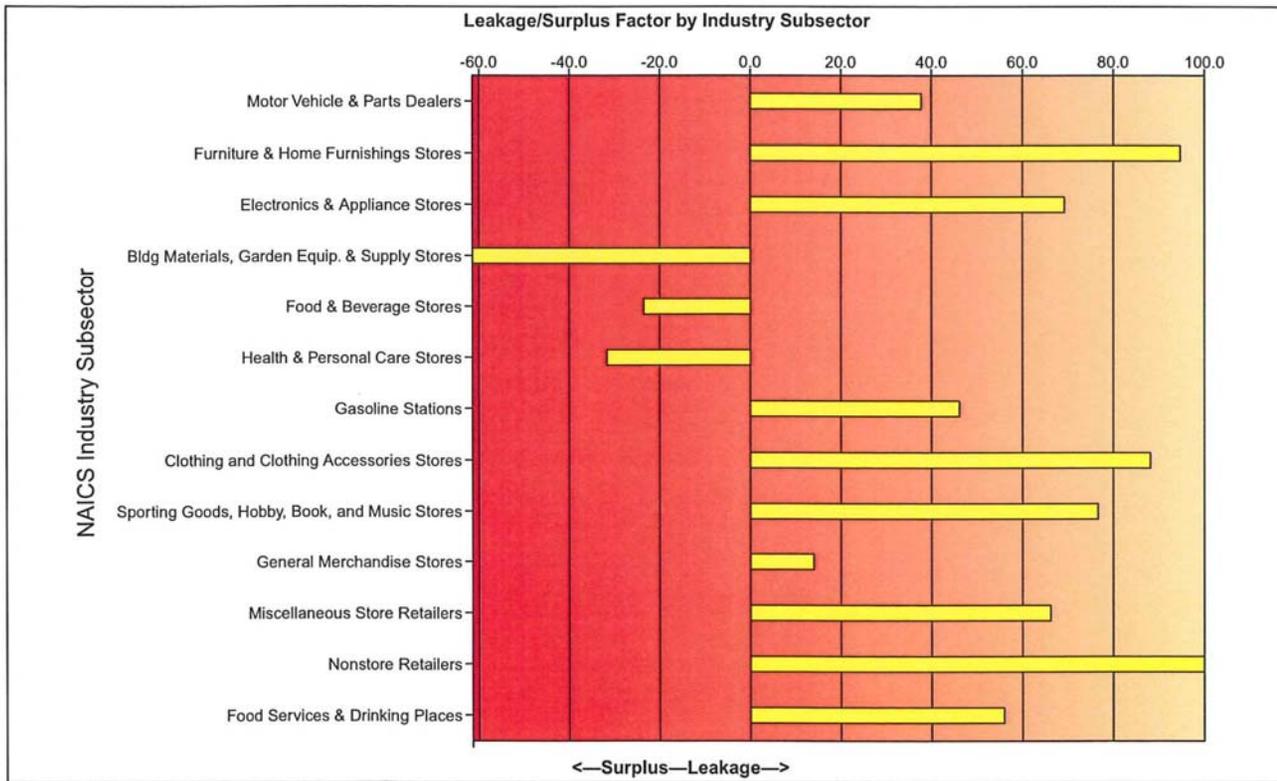
The great majority of businesses and employment is concentrated in three industrial sectors: retail, finance, and services.

As the principal highway corridor east from Pottstown, it is not unexpected that retail and service businesses should dominate the economic composition of this area. Neither

is it unusual to anticipate that businesses in these sectors should be logical additions to the corridor.

The Figure below illustrates the leakage of business revenue from Lower Pottsgrove Township for a wide range of goods and services.

**Figure 1
Business Revenue Leakage from Lower Pottsgrove Township**



Generally, there is considerable leakage of retail sales revenue in most business sectors to shopping destinations outside of Lower Pottsgrove Township.

Source: ESRI and infoUSA®

As can be seen from this figure, aside from building materials, food & beverage stores, and health & personal care stores, there is leakage in almost every other industry subsector. This means, for example, that virtually 100% of the revenue expended by Township residents on furniture leaves the Township. Conversely, only about 15% of expenditures on general merchandise leaves the Township. This broad analysis provides some guidance on the types of goods and services that might be good fits for a marketing effort for future business in the High Street Corridor and some of the other target areas in the Township.

Housing Characteristics

As noted in the earlier demographic comparison, the study area is somewhat less affluent than the Township as a whole. This fact is reflected in the characteristics of the housing stock.

In 2000, there were 925 housing units in the study area. Of the occupied number of units, 62.1% were owner occupied and 35% were renter occupied. These figures are significantly different from the Township at large which has an 80% rate of home ownership. By 2012, the study area is anticipated to grow to approximately 1,700 units with a slight drop in home ownership to 59.3% of occupied units.

When examined by ethnicity and race, 73.1% of all units occupied by white residents of the study area were owner occupied. This contrasts to a 19.4% owner occupancy status for African American residents while 31.3% of Hispanic-occupied units were home owners.

The value of homes also differed significantly from the Township as a whole. In 2000, the average value of a home in the study area was \$103,131 – a smaller figure than the Township-wide number of \$128,758. By 2012 that figure is anticipated to raise to \$241,934 – a greater increase of 135% than the Township at large. This fact implies a certain expectation by market analysts that there will be redevelopment of the housing stock in the study area, as a result of growing demand for housing in the Township and

Housing values in the study area are lower than in the Township as a whole, but value is anticipated to increase faster by 2012.

surrounding region. It also implies that accessibility to services and access to transportation routes may play roles in the rise in values.

Infrastructure

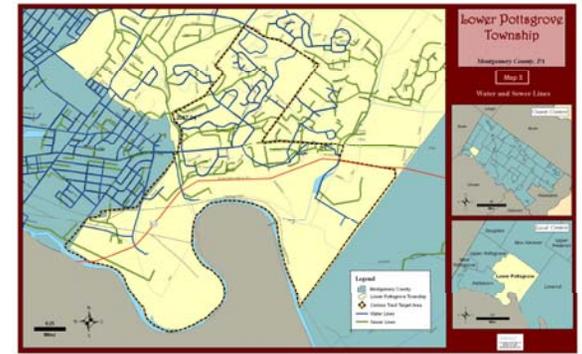
Lower Pottsgrove Township is operating under a Pennsylvania Department of Environmental Protection (DEP) imposed Corrective Action Plan for inflow and infiltration problems in the Township’s sanitary sewer system, which has greatly restricted development over the past few years. However, estimates from the Pottstown Metropolitan Region Comprehensive Plan, 2005 indicate that sewer capacity for the region will be available through 2025, which is served by the Pottstown Sewer Authority. As seen on Map 3, virtually all of the High Street Corridor, the Occidental site, and the large concentration of residential development in the northern reaches of the study area have access to public sewer. There are no sites in the study area that exhibit on-site sewage treatment problems.

Public water is also accessible in the study area although the infrastructure is not as extensive. Water lines are also shown on Map 3. A new water tower in the Township, constructed by the Pottstown Municipal Water Authority, has helped address recent demands for water from new and existing residences and businesses.

Electric and gas services are supplied by PECO. The Limerick Nuclear Plant dominates much of the area’s landscape and is the second largest power plant in Pennsylvania. Verizon provides land line service and there are numerous wireless communication companies serving the Township.

Transit and Transportation

Lower Pottsgrove is currently served by the SEPTA Route (93) Bus. This bus traverses the High Street Corridor as it travels between Pottstown and Norristown. The route provides an average of 22 weekday round trips. This is the only SEPTA public transit route that exists in the Township today, although there has been discussion of a



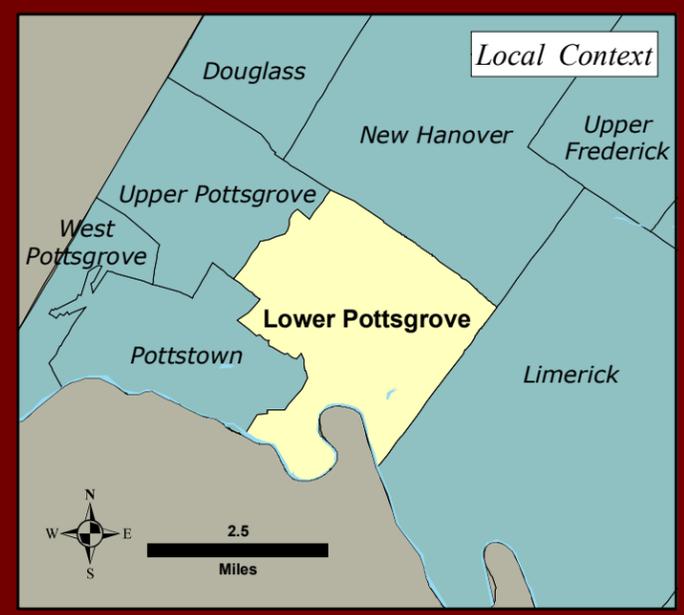
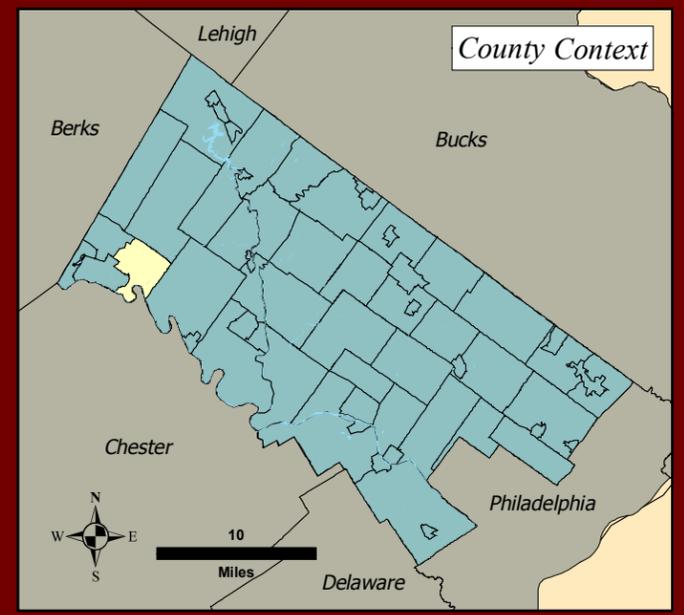
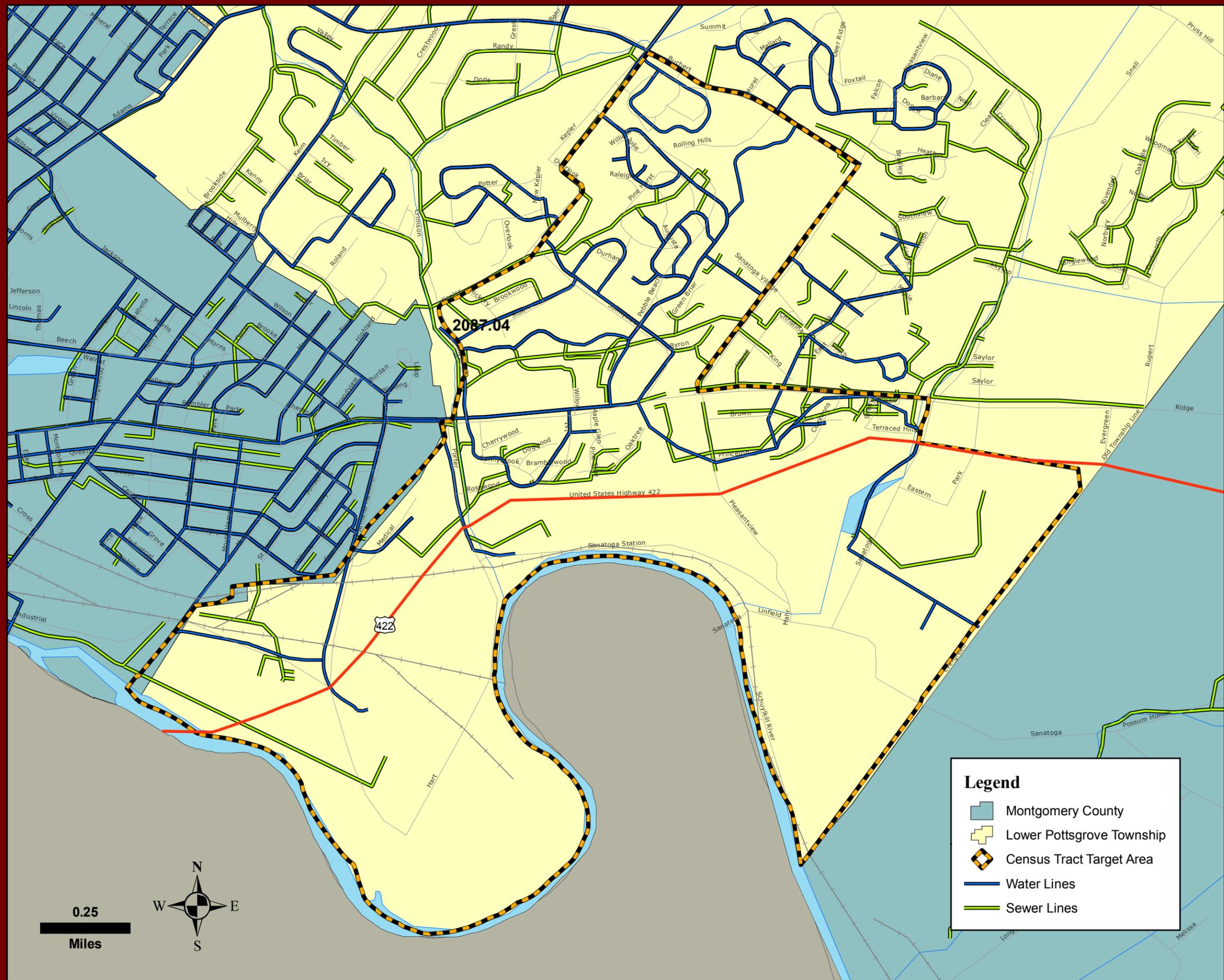
Public sewer and water services are generally accessible to most sites in the study area.

Lower Pottsgrove Township

Montgomery County, PA

Map 3

Water and Sewer Lines



Legend

- Montgomery County
- Lower Pottsgrove Township
- Census Tract Target Area
- Water Lines
- Sewer Lines



passenger rail route along the Norfolk Southern Railroad that would serve the greater Schuylkill Valley. The Montgomery County Planning Commission and Delaware Valley Regional Planning Commission are developing a feasibility study for a scaled-back version of commuter rail service in this corridor.

The Borough of Pottstown provides service to the Township through PART, Pottstown Area Rapid Transit. PART also offers 22 round trips daily through Lower Pottsgrove Township and serves Sanatoga and the High Street Corridor. In addition, PART, SEPTA, and TransNet provide paratransit, on-demand service for disabled, seniors, and other eligible riders.

Both SEPTA and PART provide daily bus service to portions of Lower Pottsgrove Township.

There is currently only one protected shelter for riders of the public transit system to wait for the bus, (at Hill Top.) During the field work conducted by Triad Associates, an elderly woman was seen waiting in the right-of-way along a very busy stretch of High Street – clearly posing a dangerous situation for her and motorists.

A large number of Lower Pottsgrove and other Pottstown area residents commute to work in the eastern portion of the County, or to Philadelphia using the Route 422 corridor. This commuter traffic places a heavy burden on the corridor heading eastbound in the morning and westbound at night. Out-commutation patterns from the Township are illustrated in Table 5.

**Table 5
Out-commutation from Lower Pottsgrove Township**

Place of Work	Number of Commuters	% of Commuters
Lower Pottsgrove Township	382	6.9
Elsewhere in Montgomery County	3,242	58.5
Philadelphia	120	2.2
Elsewhere Outside of Montgomery County	1,700	30.6
Outside of Pennsylvania	101	1.8
TOTALS	5,545	100.0

The out-commutation of workers from the Township places a heavy burden on area roadways.

Source: U.S. Bureau of the Census, 2000

Streetscape and Traffic Issues and Challenges

High Street is a very different street on its east end than its west end. The area around the Sanatoga Interchange, which includes the east end of High Street, Rupert Road, Evergreen Road and Route 422 marks the Township's border with Limerick Township. It is the gateway into Lower Pottsgrove Township from the east; however, it does not look and feel like a gateway into the community. This interchange area is the subject of a more detailed study that will look at land uses, infrastructure, streetscapes, and other areas to develop a plan for development in the area. This work will be built around some of the recommendations of this study and in partnership with Limerick Township. Similarly, this plan needs to incorporate the recommendations of the Gateway Study.

High Street on the east end of the Township is a very wide, three-lane artery that was just recently resurfaced. It is a heavily traveled road with estimates of average daily traffic of approximately 15,000 vehicles. There are no pedestrian or bicycle amenities at this end of High Street although there are small shoulders in places. Right-of-Way issues, steep embankments, utility poles, and existing homes and businesses also offer some constraints. The posted speed of traffic at this location is approximately 45 miles/hour.

As one progresses westward, High Street narrows. Sidewalks were first evident at the Pleasantview Intersection although they do not exist all the way to the Pottstown Borough line. At this point, homes and structures are very close to the cartway, making it difficult in places to construct sidewalks. Utility lines are everywhere, detracting from the appearance of the traditional village of Sanatoga.

While there are only a few cross streets for the length of this corridor, most of them have one or more critical issues. First, at the east end of High Street, at Evergreen Road, PennDOT has made major improvements to the Route 422 Interchange in anticipation of the Philadelphia Premium Outlets in Limerick Township, which opened in November 2007. While the improvements, including new traffic signals, will certainly assist in managing the flow of traffic, this will be a highly congested intersection located



The width and location of structures along High Street vary significantly from the eastern to the western ends of the corridor.

at the eastern gateway of the Township. Additionally, the intersection with High Street and Rupert Road is offset and probably at its best alignment and capacity given site limitations. As traffic volume increases in the area, due to future potential development, alternative roadways and improved intersections may be necessary to reduce traffic problems.

Moving west along High Street, the intersections of High and South Park Road and High and Sanatoga Road are problematic. These intersections are dangerous due to limited sight distance from the hill and heavy traffic on High Street. While there is not significant traffic on these roads due to limited residential, commercial and recreational usage there is the potential for heavy traffic demands at these intersections stemming from special events in the Township, restaurant patronage, and any future development that may occur along these roads. There is also a paper road that connects Evergreen Road and South Park Road that can help, if improved, to alleviate traffic demands in the southern part of the Township and enhance access to the Schuylkill River.

The intersection of Pleasantview Road and High Street is problematic for a number of reasons – namely the difficult turning movements and increasingly heavy traffic usage. Finally, Sunnybrook Drive and Porter Road, both located at the western end of High Street at the border with Pottstown are currently congested areas. Traffic counts along High Street at these locations approach 10,000 vpd. Porter Road could provide a back door route to the Oxy Chem site once it comes on the market. Just west of Porter Road is the main access to the Sunnybrook Ballroom. This driveway is actually in Pottstown Borough and will probably require some improvements to High Street to provide safe and convenient access to the property. This is the western gateway to the Township and another strategic location for visual improvements to the High Street corridor.

Public Spaces and Greenways

The Township Open Space and Conservation Plan, (2005), makes the following primary recommendations for the priority areas in Census Tract 2087.04.



The new, Philadelphia Premium Outlets which opened in November, 2007 will greatly increase traffic at the Sanatoga Road Interchange.

- Schuylkill River Trail. A recommendation is contained in the plan to acquire rights-of-way along the River through properties including those currently owned by Occidental Petroleum and Lower Pottsgrove Sportsman's Association.
- Sidewalk Development from Pleasantview to Sanatoga Road. Construction of the sidewalk on the north side of the road would link the age restricted, Sanatoga Ridge Community with central Sanatoga Village and points west.
- Sanatoga Creek Trail. This trail is proposed along Sanatoga Road and Sanatoga Station Road and will link the Schuylkill River Trail with High Street.
- Sprogel's Run Trail. This trail, which is proposed to link Upper Pottsgrove Township with the Schuylkill River is also located adjacent to the Sunnybrook site and could augment the redevelopment of that property.
- Open Space acquisition at Oxy Chem and properties adjacent to Alfred Miles Park along Sprogel's Run.
- Bicycle rights-of-way along High Street

These acquisitions and improvements would provide needed connections for many bicyclists, walkers, and recreational enthusiasts throughout the study area and could increase opportunities for circulation between various key locations.

Environmental Conditions and Issues

This examination takes a close look at three critical environmental issues as they relate to the redevelopment and revitalization potential of the study area. They are: floodplains, steep slopes, and wetlands.

Map 4 illustrates the floodplains within the study corridor. As can be seen from the map, floodplains directly impact portions of the Oxy Chem site; the Sunnybrook Ballroom property; and small locations along High Street. The location of floodplains will help to define areas that development should avoid. They may also limit development opportunities at some of the study area's key locations.



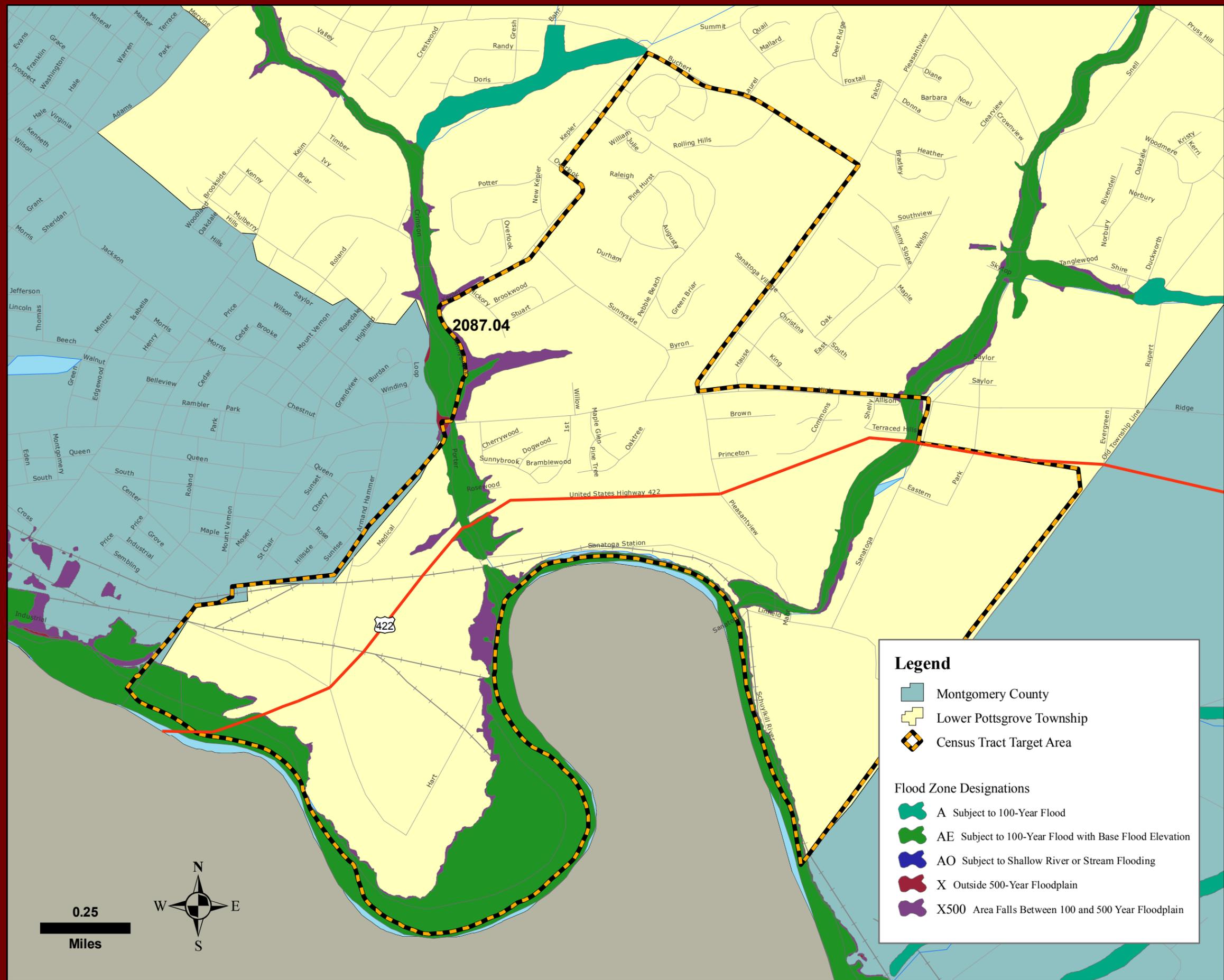
The floodplain of the Sprogel's Run Creek directly impacts the Sunnybrook property and its adjacent areas.

Lower Pottsgrove Township

Montgomery County, PA

Map 4

FEMA Q3 Flood Data

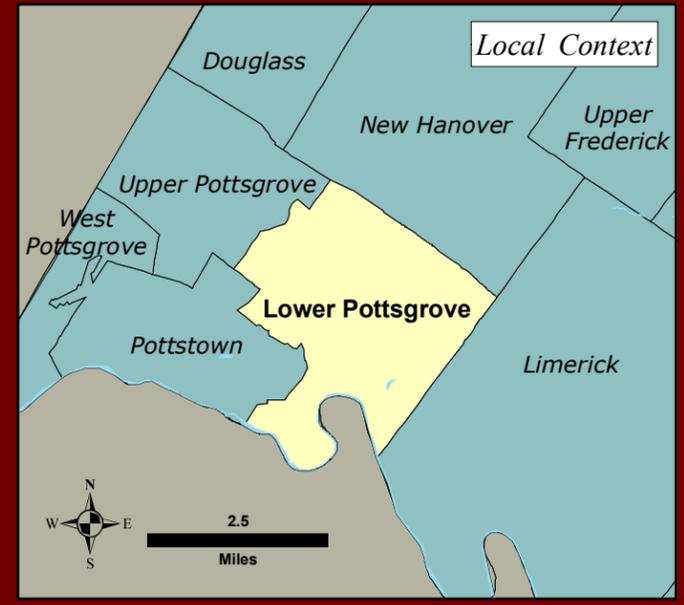
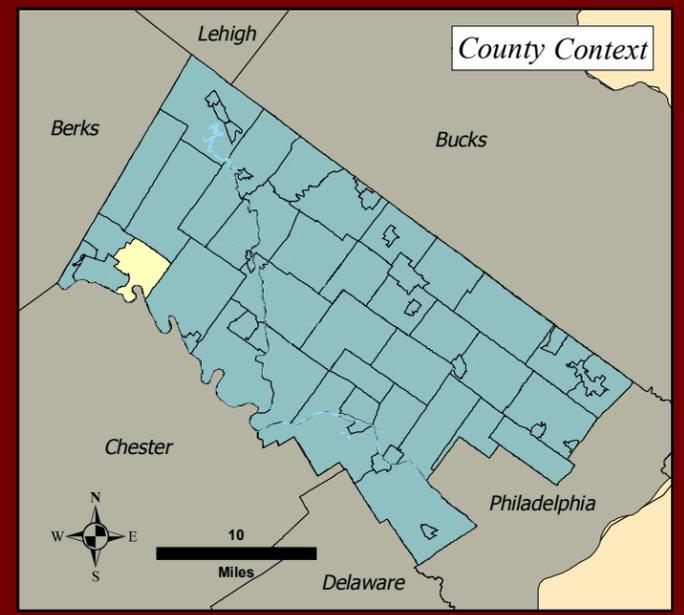


Legend

- Montgomery County
- Lower Pottsgrove Township
- Census Tract Target Area

Flood Zone Designations

- A Subject to 100-Year Flood
- AE Subject to 100-Year Flood with Base Flood Elevation
- AO Subject to Shallow River or Stream Flooding
- X Outside 500-Year Floodplain
- X500 Area Falls Between 100 and 500 Year Floodplain



TRIAD
 715 Twining Road Suite 215
 Dresher, PA 19025
 www.triadincorporated.com

Map 5 depicts the steep slopes. Most of the slope challenges are located in the southern part of the study area in the vicinity of the Schuylkill River. While these areas do not impact directly on High Street, the developable area of the Occidental Chemical site, or on the Sunny Brook Ballroom redevelopment, they do limit the areas of the Township where new, larger scale commercial and industrial development can occur. This fact will thereby push redevelopment to occur within the High Street Corridor and at the Occidental site once it comes on the market.

The steep slopes may also impact where recreational improvements are located. For instance, Sanatoga Station Road would be an ideal location for a trail to the Schuylkill River trail but it is narrow, hilly and situated between two cliffs which could make it dangerous. The roads in this area are also impacted by steep slopes.

The third development constraint involves wetlands, which are also situated around the Township's principal waterways. Map 6 illustrates the primary locations of these areas.

SUMMARY

The preceding pages have presented a number of demographic, economic, and land use characteristics that will have a major bearing on any development and revitalization plans proposed by the Township. The implications of this information raise a number of important issues.

- The principal focal points for revitalization projects should address as many of the key issues and concerns raised in this section as possible.
- The facts and figures of the background analysis should be integrated with the needs and desires of the Township's residents and stakeholders in formulating a vision for the future of the study area.

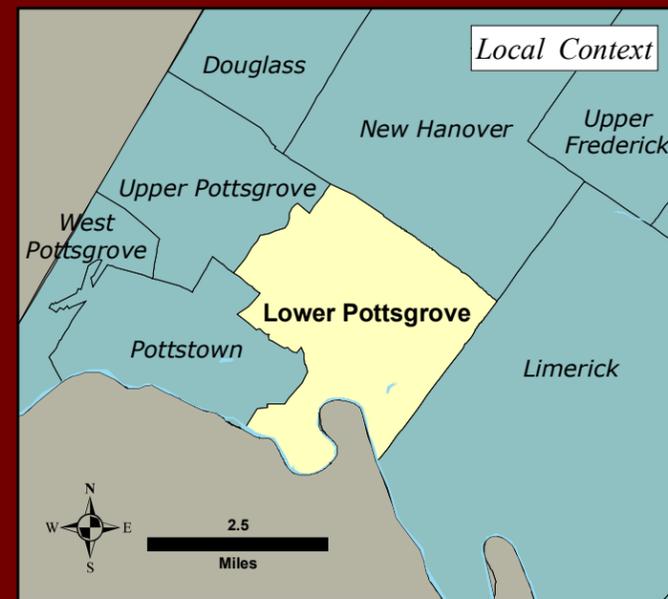
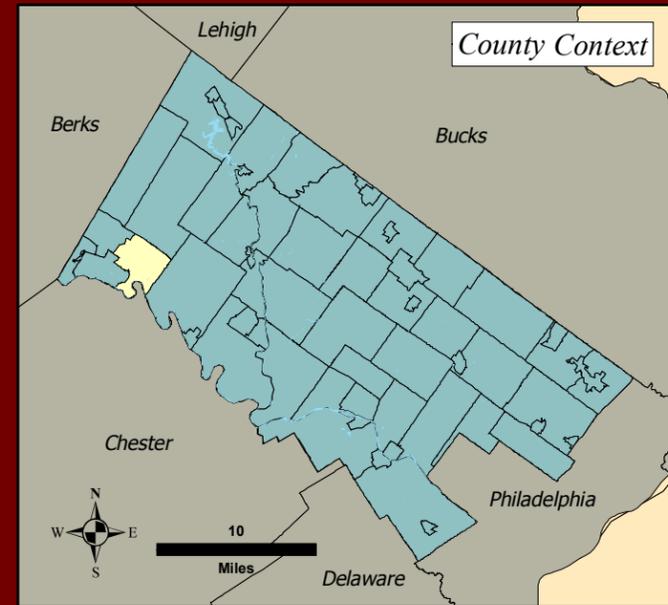
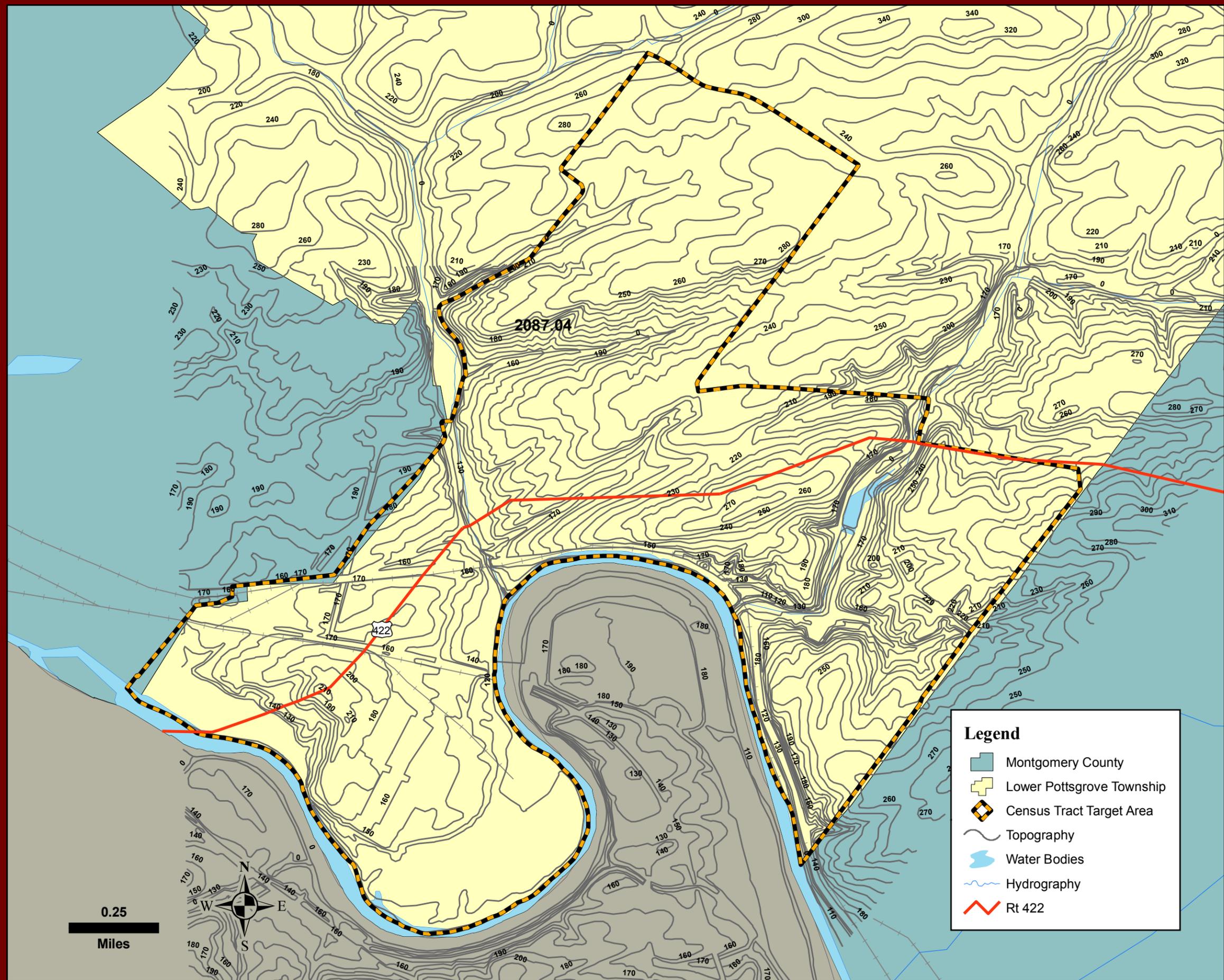
The background analysis is a foundation upon which community opinions, concepts, and ideas will help to formulate policy for the Community Revitalization Plan.

Lower Pottsgrove Township

Montgomery County, PA

Map 5

Steep Slopes Topography



Legend

- Montgomery County
- Lower Pottsgrove Township
- Census Tract Target Area
- Topography
- Water Bodies
- Hydrography
- Rt 422

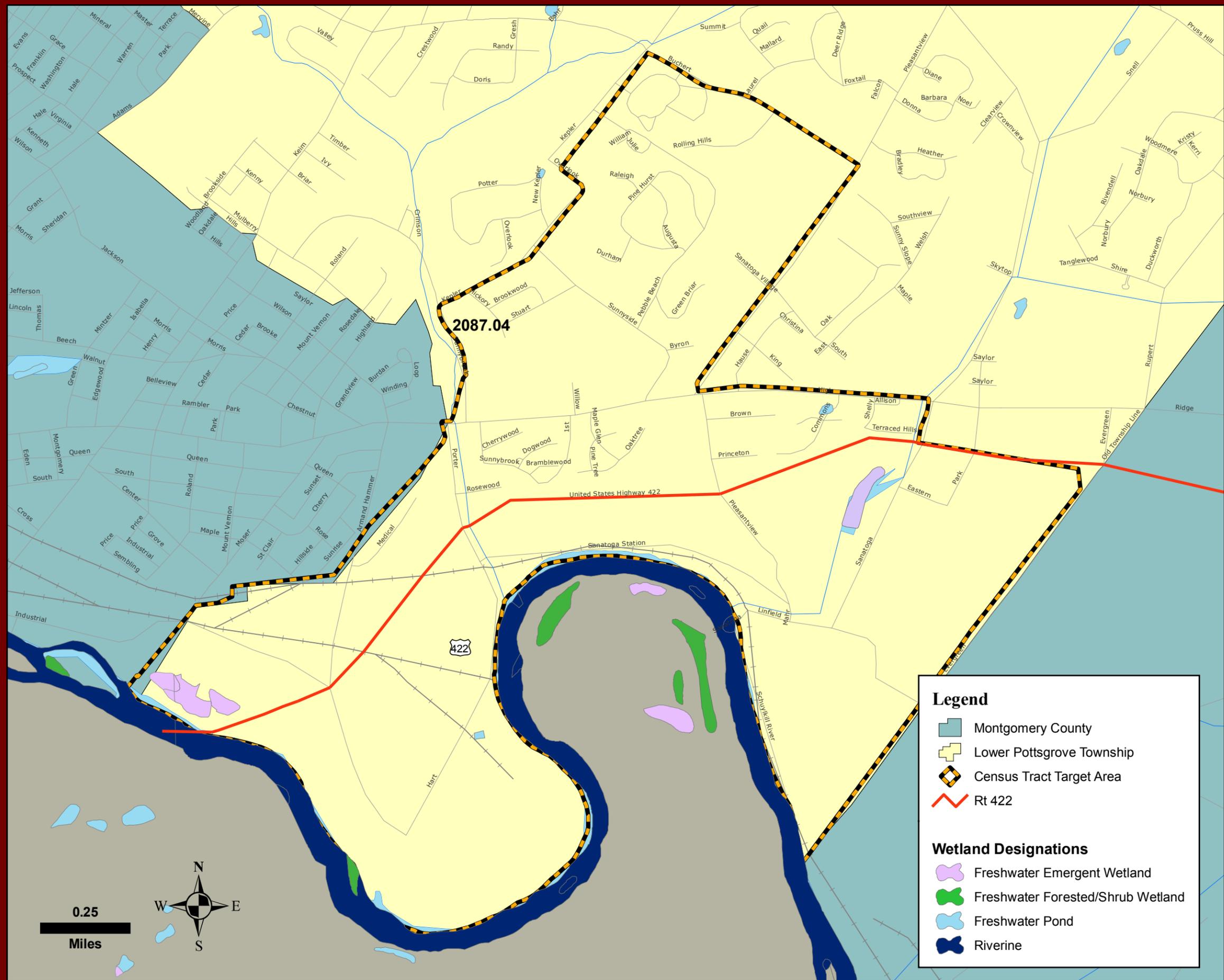
TRIAD
715 Twining Road Suite 215
Dresher, PA 19025
www.triadincorporated.com

Lower Pottsgrove Township

Montgomery County, PA

Map 6

National Wetlands Inventory

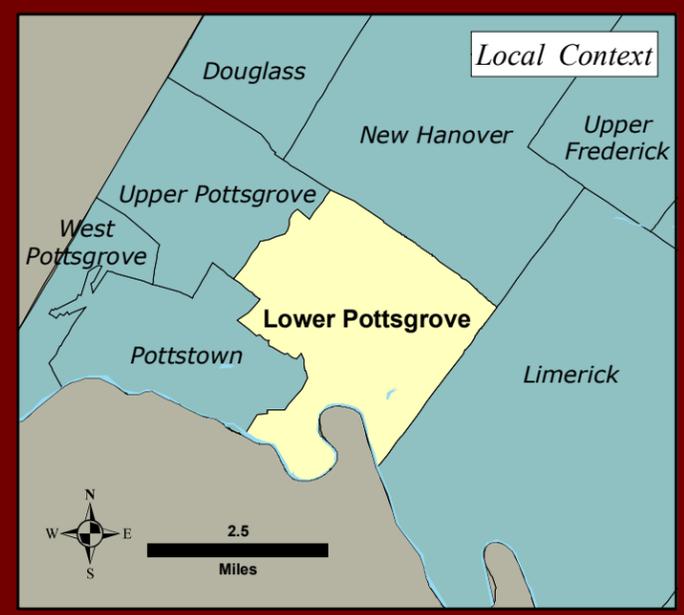
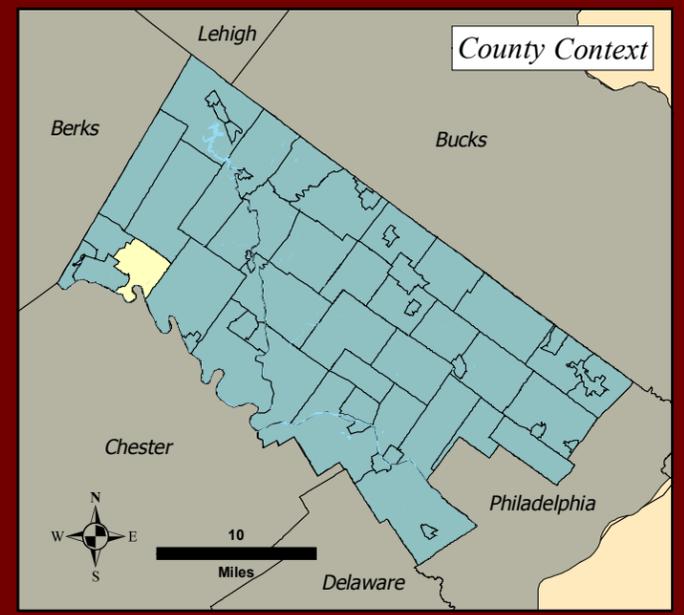


Legend

- Montgomery County
- Lower Pottsgrove Township
- Census Tract Target Area
- Rt 422

Wetland Designations

- Freshwater Emergent Wetland
- Freshwater Forested/Shrub Wetland
- Freshwater Pond
- Riverine



TRIAD
 715 Twining Road Suite 215
 Dresher, PA 19025
 www.triadincorporated.com

- Physical constraints will help to define policy options and alternatives for redesign and redevelopment of much of the study area.
- Areas of the Township that are unsuitable for development are just as important as the suitable areas in helping to define new development and revitalization opportunities.

DIRECTION FROM THE TASK FORCE

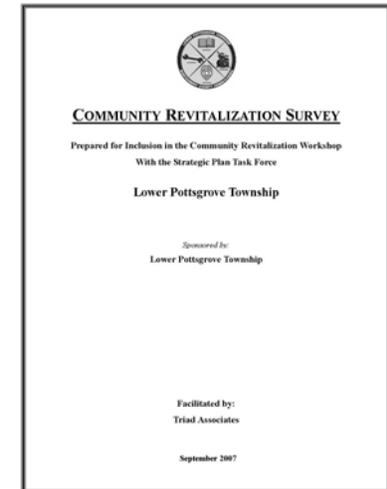
As an initial step in soliciting community and stakeholder involvement in the planning process, Lower Pottsgrove Township appointed a 21 member Task Force to help guide the development of the Community Revitalization Plan. The Task Force includes representation from the community as follows:

- Township Officials
- Appointed Township Officials
- Township Staff
- County Officials
- Business Leaders from the Study Area
- Residents of the Study Area

With the assistance of Triad Associates, a survey was prepared and administered to the members of the Task Force to gain an initial sense of the issues and challenges facing the revitalization of the community. The questionnaire examined a number of topics ranging from issues regarding land use to economic development.

Some of the principal findings of the survey are as follows:

- Identifying ways to redevelop the study area is the principal concern of the task force;



A questionnaire was prepared and administered to the planning task force that began to address some of the principal challenges and issues confronting the study area.

- Small businesses, including restaurants, entertainment venues, and high technology companies are the most desirable uses the Township should consider attracting;
- New “big box” stores are best located outside of the Township unless they can fit into designated “retail development areas;”
- A marketing program and a range of incentives to attract and retain business should be one of the outcomes of the revitalization plan;
- Some of the Township’s major assets for attracting new business include its location; quality of life; housing stock; and road network.
- Detriments to new business development include the availability of land and structures; the cost of acquisition; a difficult regulatory and project approval process; and a high tax rate.

DIRECTIVES FOR THE STUDY EFFORT

The Steering Committee members identified eight issues that they wanted to see included as components of the major goals of the Community Revitalization Study. (Where similar goals were expressed, comments by the Task Force members were combined.)

- Create a Comprehensive Strategy for the High Street Corridor to encompass new development and a more attractive streetscape and design;
- Develop the Sunnybrook Ballroom as a regional Conference/Convention Center;
- Ensure that the Township is a great place to live and work;
- Implement a plan for Sanatoga Village that reflects its solid base of professional establishments and employment;
- Develop/Redevelop the area south of High Street such as the Sanatoga Interchange Area and the Armand Hammer Boulevard Interchange area, including the Oxy Chem Site;
- Guide public and private sector investments to promote greater certainty in development and a streamlined development/permitting process;
- Develop a consensus strategy and planning agenda from multiple visions;



Redevelopment of the Oxy Chem site is one of the principal goals of the Community Revitalization Plan.

- Craft a unique approach to revitalization that will help Lower Pottsgrove stand out from other communities and integrate old, architecturally significant structures among new development opportunities.

INITIAL DISCUSSION OF CONCEPTS AND STRATEGIES

The following statements represent general ideas that were advanced for reaching some of the goals for the Revitalization Plan, as discussed at the September 26, 2007 Workshop.

High Street

There was general agreement that a creative plan for the High Street streetscape needed to be developed. While there were some differences about where to start the design and how it should be transitioned, there were a number of suggestions, including:

- Develop a cohesive streetscape design, beginning at Turkey Hill (eastern Township line) and moving west to and through Sanatoga Village;
- Provide a pedestrian/bicycle connection between Cutillo's Restaurant and Sunnybrook Ballroom, in addition to pedestrian/bicycle connections from High Street to other pedestrian/bicycle locations such as Township parks and trails;
- Target the current "historic village" from the professional area (adjacent to Pottstown) to the Rite Aid Drug Store at Pleasantview Road for additional streetscape treatments;
- Focus on the area between Pleasantview Road and Brown Street as a "Redevelopment Zone."

The Task Force identified a number of constraints and issues that need to be addressed regarding the development/redevelopment of the High Street Corridor.



A focal point for the revitalization of High Street could be the area surrounding the intersection at Pleasantview Road.

- Properties are generally long/narrow in size, placing significant constraints on potential development opportunities (stormwater management, parking, landscaping, etc.) Property owners are often not cooperative in sharing parking or infrastructure;
- Properties need to be combined – A critical mass is needed to affect any meaningful redevelopment;
- There are physical limitations with the right-of-way including the placement of utility lines and existing curb lines constrict pedestrian and bicycle amenities along the corridor;
- The stone arch bridges are not wide enough for pedestrian and bicycle amenities as currently stiped, particularly if they are to be preserved;
- Densely developed and confined spaces exist within the historic village area which make it difficult to expand or alter many existing uses;
- High speeds, wide roads, and other problems along High Street necessitate traffic calming techniques to achieve a pedestrian-friendly and safe corridor;
- Difficult intersections, such as those at Sanatoga Road, South Park Drive, Porter Road, and the Sunnybrook Ballroom Drive could be reworked and signaled to improve traffic congestion;
- Design issues need to be addressed.

A discussion of the types of uses to be targeted at the High Street Corridor included:

- Mixed uses such as commercial office, retail, and residential;
- People generators such as restaurants, shopping, and entertainment;
- Incentives are needed to encourage redevelopment and public/private partnerships;
- Pedestrian/bicycle connections to goods, services, and amenities;
- Denser development to encourage use of bicycle and pedestrian amenities;
- Gateway development at the east and west ends of High Street;
- Improvements to High Street that do not hinder safe and efficient evacuation in case of emergencies.



The Task Force would like to promote more opportunities along High Street for convenience retail, restaurants, and other community services.

- Professional offices/uses in western end of corridor can serve as the nucleus for future and complementary uses;
- Uses complementary to but not in competition with those at the Philadelphia Premium Outlets and other proposed development in the region;
- Cohesive looks with landscaping, signage, street furniture, and pedestrian/bicycle access;
- Pocket Parks and public spaces should be encouraged in new development projects in addition to existing sites such as the Historical Society site and Allison Drive.

Sunnybrook Ballroom

Discussion at the workshop focused on ways that revitalization of the community generally, could be linked to the proposed restoration of the Sunnybrook Ballroom. A number of issues were identified by the task force that need to be addressed in the plan. They include:

- Integrate the ballroom into the community rather than isolate it;
- Provide pedestrian/bicycle links from the Sunnybrook Ballroom to other walkable sites and services;
- Address poor vehicle connections with High Street. Realignment with the entrance to Porter Road and signalization may improve this condition;
- Gateway issues at the west end of High Street;
- The future of the stone bridges along High Street and the need for pedestrian/bicycle access across those bridges.

The Occidental Chemical Site

Structures on the portion of the Occidental Chemical Site owned by Occidental are currently being removed; demolition is complete on the former Chemical Plant buildings and underway at the former Tire Plant and Administrative Building. A strategy is



The Oxy Chem site is a huge property, with direct access to the U.S. 422 Expressway and the Schuylkill River.

underway to have the site in a condition to sell/redevelop by the end of 2008. (This is a tentative schedule and subject to change.) It is estimated that there are approximately 110 acres of developable land that will be available when demolition and regarding are complete.

Oxy Chem's representative on the Steering Committee noted that the company has had a number of inquiries about the property since the Chemical Plant closed and one group has contacted the firm multiple times about an industrial reuse option. Oxy Chem favors uses of the property that are consistent with its current zoning.

There are a number of suggestions offered by the Task Force for the future of the Oxy Chem site.

Other representatives on the Steering Committee, however, suggested additional ideas about the future of the property, including:

- A mixed use site, including high tech jobs, office, retail and possibly residential;
- Recreational uses within the flood plain and wetland areas;
- Connection to Schuylkill River trail system;
- Hotel and Hospitality Uses;
- A Town Center type development with self contained, village commercial (eg. Eagleview or Chesterbrook);
- Warehousing with connections to the Norfolk Southern Railroad;
- Light Industry;
- Linkages to High Street.

Public Safety

The Revitalization Plan will require that public safety issues are addressed as they relates to revitalization. Issues raised by the Task Force included:

- Speeding along High Street;
- Limited pedestrian/bicycle accessibility on the stone arch bridges;
- Traffic congestion on High Street;

- Accidents at Sanatoga Road and South Park Road due to traffic congestion and limited sight distance;
- Skateboarders and older teens loitering;
- Park facilities vandalized (eg. Graffiti and other damages);
- Limited protected public transit stops within the High Street Corridor;
- Pottstown Area Rapid Transit, PART.

TRANSITION TO POLICY

The policies that form the basis of the Community Revitalization Plan are predicated on three factors:

- Sound data and information about the existing conditions and trends in the community;
- General direction and input from the Task Force; and
- The involvement of the community and local stakeholders in the planning effort.

To date, this document has provided an overview of the demographic, geographic, and other characteristics of the Township and study area that will have significant impacts on the future of community revitalization. It has outlined some of the principal issues related to the revitalization of the key target areas in the Township, as identified by Task Force members. The following pages outline some general “Options and Alternatives” that might be crafted to address the principal issues and challenges. These options and alternatives are very general and do not reflect the detail that will ultimately be part of the plan. They were drafted and presented for discussion with the Task Force and the public about the future of the community and the principal target areas that are the subjects of this effort.

After the Task Force reviewed and discussed these broad concepts, a public meeting was held to review the planning process and discuss the options and alternatives for the study area to the residents, businesses, and other stakeholders in the Township.



The lack of pedestrian ways on the historic stone bridges along High Street poses barriers for pedestrian movements within the corridor.

From the facts, figures, and information collected from the Task Force, an outline of broad Options and Alternatives was developed that will form the foundation for planning policy.

Changes, additions, and revisions to the document were made based on that input. From the collection of information and opinions, the Task Force then moved toward some specific goals and objectives for the study area and began the process of identifying specific projects, actions, and strategies that are included in Section 3 of this Community Revitalization Plan.

AN INTRODUCTION TO GENERAL OPTIONS AND ALTERNATIVES

The information from the Task Force provided the foundation for the outline of policy options and alternatives delineated in the following pages. These options and alternatives in turn, will help to frame the comprehensive planning process that will seek to build on the strength of existing community assets, define and celebrate the Township's civic identity, and identify targeted redevelopment initiatives that could serve to strengthen the tax base while creating new amenities for Township residents.

This outline provides a brief discussion of the revitalization options for the key target areas identified by the steering committee: (1) the High Street Corridor; (2) the Occidental Chemical site; (3) the Sunnybrook Ballroom; (4) the Armand Hammer Interchange Area; and (5) the Sanatoga Interchange Area. The purpose of this conceptual overview is to provide direction on more specific projects and strategies that are outlined in Section 3 of the Plan.

OVERVIEW OF KEY TARGET AREAS

The High Street Corridor

The High Street corridor is a two-lane, vehicular-oriented thoroughfare that runs approximately two miles from the eastern boundary of Lower Pottsgrove Township to the western boundary. In addition to serving as a critical arterial road, it also functions as the Township's primary commercial corridor and gateway. The physical character varies significantly throughout the length of the High Street corridor. It is alternatively dominated by residential uses (ranging in type from mobile home communities, to older

The options and alternatives identified represent the first steps in building a policy framework and action agenda for the Community Revitalization Plan.

detached housing, newer townhouses, and age-restricted housing); commercial uses (e.g., automobile repair, propane tank sales and servicing); commercial conversions of older residential properties; smaller chain and “mom and pop” retail stores; and big box retail. No single use is present in a critical mass that would define the entire corridor or create a “sense of place.” This diversity is somewhat unattractive without unifying streetscapes.

However, there are distinct sub-zones along the corridor that could each be strengthened individually and integrated visually through a corridor-wide streetscape initiative. A zoning overlay would enable the Township to pursue unified design standards for the corridor and guide future development toward a more coherent mix of uses. Corridor-wide streetscape improvement options are highlighted below followed by more district-specific options for three sub-zones along the corridor: Evergreen Road, the eastern gateway area, and Sanatoga Village.

Corridor-wide Options

- Possible Zoning Overlays
- Streetscape improvements
 - Signage
 - Banners
 - Street Trees
 - Defined edges (curbs, green buffers)
 - Themed lighting design

District-Specific Options

A. Sanatoga Interchange Gateway

The Sanatoga Interchange may offer redevelopment opportunities that could serve to improve the Township’s revenue base and strengthen the gateway from Route 422. Additional site analysis would be required to determine what type of



There may be opportunities to develop a professional business cluster adjacent to the current Sanatoga Court Project on Evergreen Road.

development is feasible at the Sanatoga Interchange with U.S. 422 which could take advantage of the increased volume of traffic that is expected from the Philadelphia Premium Outlets in Limerick. Artfully designed and prominently placed signage could also be used to direct mall traffic into the Lower Pottsgrove commercial district.

- Create an environment which favors and complements development in Limerick and other regional locations.
- Develop colorful, eye catching signage to draw traffic into key sites in Lower Pottsgrove, while minimizing the negative impacts of increased traffic.
- Develop a Gateway Design that creates a sense of place and welcomes visitors to Lower Pottsgrove Township.
- Coordinate Gateway development and design standards with Limerick Township.

B. “Eastern Gateway” (Evergreen Road to Pleasantview Road)

The Eastern Gateway is a low-density, mixed-use district with an even mix of residential and commercial uses. Among other uses, some of its key assets include two restaurants, an antique store, a day care center, an office complex, and a variety of office and retail stores. The strategy for the Eastern Gateway section of the High Street corridor should first focus on aesthetic improvements to strengthen its function as the primary gateway into the Township.

Welcoming signage with intensive landscaped elements would serve to announce entry into Lower Pottsgrove. Landscaped buffers should be installed to shield the less visually attractive uses at the eastern end (such as the propane dealer and the mobile home community). Targeted financial assistance could be provided to owners of older homes and businesses for façade improvements and landscaping, to spruce up the general appearance of properties along the corridor.

The second focus for the Eastern Gateway should be to engage in traffic calming measures. These could include street narrowing the street, defining entrances to businesses, creating defined edges with curbing and green buffers, and improving



A property currently for sale at the eastern gateway to the Township could provide an excellent location for signage and a landscaped entrance to the community.

traffic signaling to facilitate ease of entering and exiting commercial uses. The plan should also include limited pedestrian/bicycle enhancements (where feasible and appropriate) to provide safe pedestrian/bicycle access to commercial uses along eastern High Street. Uniform streetscape improvements should begin at the Sanatoga Interchange Gateway and continue through the High Street Corridor so that motorists begin to recognize themes, banners, and other enhancements as they approach the center of Sanatoga Village.

Also the Township could provide assistance to the Hill Top Hamburger Restaurant in locating funds to do a historically sensitive renovation of the site as a 1950s era drive-in burger palace.

- Develop uniform signage and intensive landscaping areas to announce entry into Lower Pottsgrove Township;
- Create landscaped buffers for less attractive uses along the gateway and augment them with curbing to limit entrances onto High Street;
- Implement traffic calming techniques
 - Narrow streets and define edges
 - Add landscaped buffers along High Street
 - Improve traffic signaling to facilitate patronage of retail uses;
- Provide pedestrian/bicycle improvements where feasible and appropriate;
- Acquisition of distressed residential for new commercial uses;
- Assist the Hilltop Hamburger Restaurant in historic landmark designation (if possible) to help it with eligibility for historic revitalization funds.

C. Sanatoga Village

Sanatoga Village is the heart of the retail and commercial district on High Street in Lower Pottsgrove Township. Large retailers include K-Mart, national chain drug stores (Rite Aid and CVS), and a Thriftway supermarket. The section west of Pleasantview Road is the “professional district” which is slowly transitioning to small professional office uses (under 30,000 sq. ft.) in converted residential structures.



There are a number of uses along the eastern portion of High Street that could benefit from landscaping and streetscape improvements.

The existing retail uses currently cater to motorists, however, the relatively high density and central location could permit the creation of pedestrian nodes within this district.

The “four corners” created by the intersection of High Street and Pleasantview Road could serve as the focal point for pedestrian oriented revitalization efforts. Vacancies in this area may provide opportunities for new pedestrian-oriented development (e.g. a coffee house, bookstore, gourmet ice cream parlor, and farmer’s market).

New features to improve the pedestrian character of this zone could include paved crosswalks, road narrowing (which could permit both side walks and outdoor seating), and landscaped medians in the roadway as further traffic calming. Burying the electric wires in this zone would dramatically alter the look and feel of the area, and could be well be worth the expense in terms of creating a new destination.

Branding this district with a catchy name (e.g., “Historic Sanatoga Village”) could also help to redefine its identity for local residents as well as potential investors. It would also help to establish more discernable village boundaries. As part of this effort, the Township might be able to develop an information kiosk or office which guides residents and visitors to historic, recreational, and cultural attractions in the community.

As a longer term strategy, the Township could also explore the acquisition of adjacent residential properties to extend the pedestrian-zone eastward. Excess land in the parking lot adjacent to the K-Mart would be an appropriate site for a casual dining restaurant. The provision of ample off-street parking would enable Township residents to park and walk to proximate uses. The addition of an upscale specialty grocer could also become part of an overall strategy to enhance the quality of the K-Mart plaza through cosmetic upgrades and the introduction of new uses. These recommendations are summarized as follows.



A vacant lot at one of the “four corners” of Sanatoga Village can help make this area a focal point for redevelopment.

- Enhance this area’s ability to attract higher and better uses through creative zoning and design standards:
 - Pedestrian-oriented uses
 - Pedestrian/bicycle amenities
 - Attractive streetscapes;
- Redevelop intersection of Pleasantview Road and High Street as a pedestrian hub;
- Landscaped medians;
- Investigate the feasibility of burying electrical wires in pedestrian district;
- Develop a marketing and branding campaign for the Corridor to create civic pride and draw visitors to the district and its businesses;
- Provide for accessible off-street parking.

The Occidental Chemical Site

The Occidental Chemical site offers the scale and locational amenities that make it suitable for a variety of redevelopment options that could benefit the Township in different ways. Each option may offer advantages and disadvantages that should be the subject of future discussion among Township stakeholders, including the property owners. Given the access to the Schuylkill River, the large length of River frontage, and its location along the planned Schuylkill River trail, all proposed future uses should provide public access to the river for recreational uses, and ensure that development is carried out in accordance with established best practices for watershed management, (in accordance with State and Federal requirements.) A list of potential redevelopment schemes is provided below:

- **Planned unit development** (residential development with commercial uses and town center): This reuse option would establish a viable new residential community in the Township. The retail and commercial uses in this model tend to be oriented toward the new community, which enhances the amenity-level for residents, but can make it somewhat insular. Examples include Chester Brook in



Providing a new restaurant at the Sanatoga Village complex can help to define the village center and enhance the streetscape.

Chester County, PA. although this development is considerably larger than the Occidental site.

- **New Town Center** (mixed use retail and entertainment destination with residential): The New Town Center model creates a more intensive concentration of retail, dining and entertainment uses, in addition to residential. With the uses oriented toward a much larger market, the New Town Center becomes more of a regional destination. Examples include Zona Rosa in Kansas City, MO.
- **Conference and Exhibition Hall with hospitality uses:** Lower Pottsgrove could find a market niche as a venue for smaller conferences, conventions and corporate retreats. Substantial amounts of public funding would be needed to pursue this option.
- **Logistical distribution and warehousing center:** The ease of access to 422 and to rail connections offered by the Occidental site make it an ideal location for a warehousing, distribution and shipping facility. The BCW warehousing operations currently located on the site key on these strengths. By incorporating strong open space elements into the redevelopment plan, this reuse option could offer both a productive new asset and new recreational amenities for Township residents.
- **Technology Park:** In partnership with a local university, the site could be redeveloped as a business incubator for firms in emerging high-technology fields. The technology park model could also include multi-family residential and retail uses to increase density and create a mixed-use “live, work, play” environment.
- **Anchor on Schuylkill River Trail.** The Township has the possibility to develop at least a portion of this site as a major anchor on the Schuylkill River Trail. This means providing active uses on the site such as a boat launch, marina, visitor and biking amenities and facilities, and limited retail recreational needs. These may be ideal uses for the portion of the site within the floodplain of the river.



The existing warehouse at the Oxy Chem site (a 700,000 sq. ft. facility owned by BCW Associates) implies that one of the possible reuses for this property would be for logistics and distribution.

- **Commercial Entertainment District.** A mixed use entertainment complex complete with hotels, restaurants, sports facilities, recreational uses, marina uses, and other activities that would maximize the location of the property along the River and the U.S. Route 422 Expressway may be a possibility.
- **Light Manufacturing.** Light industrial uses that could easily be combined with office and retail uses may also be compatible with the future market for the property.

Sunnybrook Ballroom

The proposal to restore the Sunnybrook Ballroom will have implications for traffic patterns and circulation at Sunnybrook Road and along High Street. Currently the intersection is not equipped to handle the increased volume of traffic that could be anticipated from events at the Sunnybrook Ballroom. PennDOT should review the current capacity of this intersection and determine whether specific measures are called for (such as wider roads, signaling changes, or additional turning lanes). Since the redevelopment of the Sunnybrook Ballroom is likely to be one or two years away, interim uses could be identified for the site that might provide a source of revenue to the Township and contribute to the fundraising efforts for the restoration project. Potential interim uses on the site could include a weekend flea and antiques market, a farmer’s market, outdoor concerts, carnivals, or outdoor movies. These uses would also enable planners to better predict and prepare for the new traffic patterns that are likely to arise from large events at the site, which will help the Sunnybrook Foundation incorporate any required site modifications into redevelopment planning for the Ballroom.

- Have PennDOT review circulation for special events traffic volume;
- Develop interim uses to raise generate revenue and support fundraising efforts
 - Flea and antiques market
 - Farmer’s market



The large parking area at Sunnybrook could be used for temporary events and activities that would bring people to the Township and provide revenue to Sunnybrook.

- Outdoor concerts
- Outdoor movies
- Carnivals

- Support the Foundation’s vision for future uses of this site
 - Banquet Hall
 - Restaurant
 - Mini Convention Center
 - Performing Arts Space
 - Cultural Center

The Armand Hammer Interchange is an important gateway to the western part of Lower Pottsgrove Township.

Armand Hammer Boulevard Interchange Gateway

This is an important area to examine in the Plan since it is located adjacent to the Oxy Chem property and encompasses one of the primary gateways to the Township. The area is underdeveloped and the current interchange is not properly designed to provide a smooth and convenient flow of traffic on and off the 422 Expressway. The Revitalization Plan should include an examination of the following possible issues.

- A plan for a potential transit hub/station for Lower Pottsgrove Township in the event passenger rail service is reinstated on the Philadelphia-Pottstown Corridor;
- A cohesive gateway design, including landscaping and other amenities that would signal entry into the Township;
- Pedestrian and bicycle mobility in this area that would provide for a safer traffic corridor;
- Rezoning of the area to accommodate a greater mix of land uses.

SUMMARY

This initial section of the Community Revitalization Plan provides the basis for an outline of the community vision and goals. This background provides the broad context from which very specific projects and strategies will be developed.

The following section of the Plan takes the findings of this analysis and provides a summary of the public input and reaction to the many options and alternatives delineated. From this sense of community priorities, a vision statement and four major goals for revitalization are presented.

Section 3 of the Plan then takes that vision and the goal statements and begins to provide specific projects and programs to implement them. Everything that follows, however, is based on the discussion and background analysis offered in this section. It is the foundation for the Plan.



This portion of the Community Revitalization Plan will provide the basis for public comment and future direction.

Section 2

A VISION FOR COMMUNITY REVITALIZATION

On Wednesday, October 24, 2007, approximately 30 people attended a public meeting hosted by the Township to discuss the Options and Alternatives being examined for inclusion in the Community Revitalization Plan.

After some background information was presented and the intent of the planning process was discussed, residents and stakeholders engaged in a very lively and informative discussion about the future of the area.

In addition to the Options and Alternatives generated by the Task Force, a number of other suggestions were made about the future of the Study Area during the public meeting on October 24, 2007. These suggestions include:

- Encouraging the industrial reuse of the Oxy Chem site for a trash to steam plant;
- Improving pedestrian facilities and traffic movements along High Street;
- Bringing “brand name” stores to the Township, particularly in the east end of the Township around Evergreen Road and Turkey Hill;
- Bringing more shoppers to the Township;
- Providing bus stops on High Street and enhancing the streetscape with better lighting, trash receptacles, and street crossings;
- Improving Pleasantview/High Street intersection to provide a more clearly defined intersection and better turning lanes;
- Installing pedestrian crossing signals;
- Creating better turning movements into the Sanatoga Retirement Community;
- Addressing flooding issues at Sunnybrook;
- Improving traffic movements at Turkey Hill;
- Coordinating efforts with Limerick Township;
- Providing a full-service Post Office in Sanatoga;

Almost 30 people attended the October 24, 2007 public meeting to provide ideas and suggestions for revitalizing the community.

From the various suggestions and the inventory of options and alternatives developed through the Task Force and the ideas generated at the meeting, attendees were given six red dots and asked to place their dots on the six issues/options that they felt were most important. The recommendations receiving “votes” are as follows, listed in priority order. (Where there were similar responses, they have been combined.)

- 13 Encourage interim uses for the Sunnybrook Property such as festivals, antique shows; and other comparable activities;
- 12 Encourage commercial redevelopment at the Evergreen Road interchange to complement the new Philadelphia Premium Outlets in Limerick Township, just across the municipal line;
- 11 Encourage an industrial reuse of the Occidental Chemical property;
- 9 Create “Gateway” landscaping and signage in the vicinity of the Turkey Hill Store that welcomes people to Lower Pottsgrove Township and begins to give the community a “sense of place.”
- 8 Promote improvements at the Pleasantview/High Street Intersection that more clearly define the intersection and promote better turning movements;
- 8 Provide streetscape improvements such as bus stops, better lighting, trash containers, crossing areas, and sidewalks along High Street and particularly in the Sanatoga Village area;
- 7 Explore the reuse of the Oxy Chem site as a warehousing and distribution center;
- 7 Work to provide a right-of-way for a portion of the Oxy Chem site immediately adjacent to the Schuylkill River as part of the Schuylkill River Trail System.
- 6 Explore the use of the Oxy Chem site as a technology park;
- 6 Enhance traffic movements at Turkey Hill and the Evergreen Road Interchange;
- 6 Explore the possibility of bringing a full-service Post Office to Lower Pottsgrove Township (Sanatoga Village);
- 6 Plan for intersection improvements throughout the High Street Corridor;
- 5 Encourage the Sunnybrook Restoration Project through the acquisition of grant funds and other support;



Many people at the meeting felt that the Evergreen Road Interchange would be a good location for new retail uses in the Township.

- 5 Bury the electric and utility lines in Sanatoga Village to enhance the attractiveness of the village center;
- 4 Plant more trees and vegetative buffers to shield some of the existing land uses and make the corridor more attractive;
- 4 Bring "brand name" stores to the community;
- 3 Explore use of the Oxy Chem site for recreational uses such as a golf course;
- 3 Work with Oxy Chem to clean up and restore the property so it meets the needs of the company and the community;
- 3 Coordinate planning efforts with Limerick Township;
- 3 Market the Sanatoga Village area for new restaurant, retail, and other types of commercial revitalization;
- 1 Give Sanatoga Village a new identity to help with its market appeal;
- 1 Explore the reuse of the Oxy Chem site as a hotel, conference, and exhibition center;
- 1 Create a façade improvement loan program to help local businesses along High Street fix up their properties;
- 1 Explore the most appropriate access alternatives to the Sunnybrook property from High Street to encourage the safe and efficient movement of visitors and traffic;
- 1 Introduce traffic calming measures such as new signage and crosswalks to help slow traffic in the corridor;
- 1 Address the flooding issues at Sunnybrook (along the Sprugel's Run Creek).

There were a number of suggestions made about alternative uses for the Oxy Chemical site.

MAKING A TRANSITION TO COMMUNITY REVITALIZATION POLICY

From the various comments and suggestions made through the Task Force and at the public meeting, it is apparent that municipal officials, Township residents, and stakeholders care very much about the future of the community. Aside from the geographic focus of the various suggestions, the great majority of the comments and suggestions made centered on four basic themes. These planning themes lend



The comments and suggestions of the Task Force and residents were the basis for preparing a vision statement and key goals for revitalization.

themselves to a broad vision for the future of the Study Area and a series of goals that will form the foundation of the plan, as follows:

VISION STATEMENT

It is the desire of Lower Pottsgrove Township to promote a high quality-of-life for its residents; encourage businesses to locate in the Township; and develop a safer, more attractive and pedestrian-friendly environment by fostering economic development and reinvestment at key development areas such as the “gateways” to the municipality; and by building on the cultural and historical assets of the Township such as Sunnybrook Ballroom.

From the vision statement and the four planning goals an inventory of projects and strategies will be developed.

PLANNING GOALS FOR TARGET AREA

- Goal 1: Expand Economic Opportunity and the Potential for Revitalization in Lower Pottsgrove Township;
- Goal 2: Enhance the Visual Amenities and the Attractiveness of the Community;
- Goal 3: Balance Public Safety for Pedestrians, Residents and Visitors with the Circulation and Design Needs of Vehicular Traffic;
- Goal 4: Maintain the Residential, Cultural, and Historic Integrity of Neighborhoods, Buildings, and Structures.

NEXT STEPS

The third and final section of the plan takes these goals and begins to break them into very specific projects and strategies intended to implement the community's vision. In addition to the project outline, a matrix has been developed that defines the types of partners, funding sources, and other community resources and assets that can be used to enhance the revitalization of these areas.

The next section provides what might be considered "The Action Agenda." This is the very detailed game plan that the Township will need to follow to implement the vision outlined here and the goals for revitalization established through this collaborative planning process.

Ultimately, the plan will define specific funding sources, implementation strategies and other ways to address the project and program priorities of the plan.

Section 3

A COMMUNITY REVITALIZATION STRATEGY AND "ACTION AGENDA"

INTRODUCTION

This section of the Plan provides the detailed Community Revitalization Strategy for Lower Pottsgrove Township. The Strategy is based on the data compiled in Section 1 and the Options and Alternatives Report; public input received at the October 2007 municipal meeting; and the vision and goals of the Township that are highlighted in Section 2.

It is important to point out that the strategies outlined herein are conceptual. They are intended to provide the Township and the community with a series of projects from which additional refinement and prioritization can occur. The project inventory stems from the goals of the Plan and is preceded, where appropriate, by a number of important objectives. From this inventory, an "Action Agenda" is developed that sets priority projects and defines the specific actions and resources that are necessary to implement the direction of the plan.

A PRELIMINARY INVENTORY OF PROJECTS AND STRATEGIES

As noted in Section 1, the Township requested that the Revitalization Plan focus on five target areas in the Study Area: The High Street Corridor, The Occidental Chemical Property, the Sunnybrook Ballroom; the Sanatoga Interchange and the Armand Hammer Interchange Area. This Plan, however, is intended to cover other projects in and adjacent to the targeted census tract. Therefore, the initial arrangement of projects and strategies will be by goal. A summary of recommendations by each of the target areas is presented as part of a larger implementation agenda.



This section of the plan provides a detailed Community Revitalization Strategy for Lower Pottsgrove Township. The concepts are preliminary and will be the basis for future prioritization and refinement.

In addition, the Township should consider forming an Economic Development Committee to oversee the implementation of the Plan. Various subcommittees could focus on special areas of implementation including improvement of the Interchanges; marketing and tourism promotion; grants and project development; and the High Street Corridor. The Committee could include liaisons from the Chamber of Commerce, the Sunnybrook Foundation, the Historical Society, Sports Organizations, Business, Residents, and Local Officials.

GOAL 1: Expand Economic Opportunity and the Potential for Revitalization in Lower Pottsgrove Township.

Objective 1: Explore New Locations for Economic Development and Investment in the Community. As indicated in Section 1 of this Plan there are not many places in the Township where there are large properties on which new development can occur. There are some locations, however, where new development and redevelopment activities can occur.

Projects and Strategies

1. *K-MART Plaza.* This is the central and largest shopping complex in the Township and one that is in need of revitalization.

- *Sanatoga Fire Company.* The K-Mart lot, immediately adjacent to the Sanatoga Fire Company is currently underutilized and could be redesigned to create a new set of retail and commercial buildings, especially if this site was combined with the two adjacent residential properties at the corner of High Street and South Pleasantview Road. One such use could be a signature restaurant. Residents and stakeholders attending the Township’s public meeting on October 17, 2007 expressed interest in recruiting well-known, brand name restaurants to the Township and this would be an excellent location. The Township should take care to set design guidelines and zoning standards so any new development fits into the desired characteristics of the village district. For example, requiring the

The Township may wish to form an Economic Development Committee to help guide implementation of the plan



The Sanatoga Fire Company property could become part of a larger commercial revitalization project in Sanatoga Village.

same building line and set-backs as other structures in Sanatoga Village would greatly enhance the village appearance and augment the character of the village. Figure 2 illustrates this project concept.

- ***General Site Redevelopment.*** The current site has a complex design. Parking could be redistributed across the site and ingress and egress could be modified to provide for additional retail space. The Township should look at its current zoning for this area to determine the best way to accomplish these ideas. (See page 46 for reference to adjacent retail uses.)

2. ***Gateway Property, East High Street.*** The Toretta Realty property, just west of Turkey Hill on East High Street is a critical site for development of a Gateway entrance to the Township. The owner recently approached the Township about developing the site. Since this property is near the eastern gateway to the Township, it would make sense for the developer to design the site to complement the gateway plans for this area and create the type of visual appeal that the Township is seeking. The current Sanatoga Interchange Gateway Plan should be coordinated with this Revitalization Plan to guide the design of this gateway.

3. ***Four Corners Area, Sanatoga Village.*** The intersection at Pleasantview Road and High Street is the heart of Sanatoga Village and one of the locations in the study area where revitalization can significantly transform the look of the community. This can occur by tackling a number of key projects, including the following.

- ***Open Lot.*** The open lot on the southeast corner provides an opportunity to bring a commercial anchor to the Four Corners location. Rite Aid provides a great anchor on the opposite, northwest corner. With the assemblage of additional properties adjacent and behind this open lot the location has significant potential for redevelopment.
- ***K-Mart Corner.*** Currently, there are two residential structures on the southwest corner adjacent to the fire house. This property could be acquired and incorporated into the retail/commercial redevelopment of the area. The fire



The figure on the following page shows how existing uses and vacant land can be incorporated into a well designed and integrated row of shops and stores.

The “Four Corners” area of Sanatoga Village can be a great focal point for redevelopment.

Figure 2 – Sanatoga Village Center Retail Redevelopment Concept



company could either be relocated or incorporated into the design to accommodate more expansive and integrated redevelopment opportunities. The old fire house, however, should be retained and integrated into the new commercial/retail complex.

- Northeast Corner. This area is currently occupied by residential and commercial uses. As with the other corners of this intersection, these properties could be assembled to provide a location for new commercial uses.
- Parking and Access. Because there is no on-street parking along High Street, access to new commercial uses will be critical. Such access should be provided behind these properties by developing off-street parking behind any newly proposed commercial uses to promote a pedestrian-oriented village district.
- Streetscape. Streetscape improvements, including sidewalks, crosswalks, banners, signage, street furniture, and other amenities need to be provided. Map 7 on the following page illustrates the location of some key streetscape improvements and Figure 3 illustrates a concept for this project.
- Lighting. Lighting fixtures, similar to those provided in other segments of the High Street corridor should be installed. (Suggested fixtures include Spring City Simulated Antique Lighting.)
- Underground Utilities. One of the major visual impediments in Sanatoga Village is the tangle of overhead wires. These wires for a distance of approximately (1000) feet in either direction of the Pleasantview/High Street intersection should be placed underground. They could be buried in conjunction with a sidewalk and crosswalk construction project without significantly disrupting large areas of the recently resurfaced portions of High Street.
- Zoning. Zoning in Sanatoga Village should be revised to promote the types of new development that the Township desires. In conjunction with the new commercial uses, the second or even third floors of new structures could include condominium or apartment units that would cater to seniors and young professionals who might be seeking “in village” living. One of the aspects of village life that should be promoted is convenient access to many of the day-to-day services that people require such as grocery shopping, professional services,



New lighting, banners, crosswalk, and other streetscape enhancements can provide Sanatoga Village with a defined “sense of place”.

Figure 3 – Sanatoga Village Streetscape Design Concept

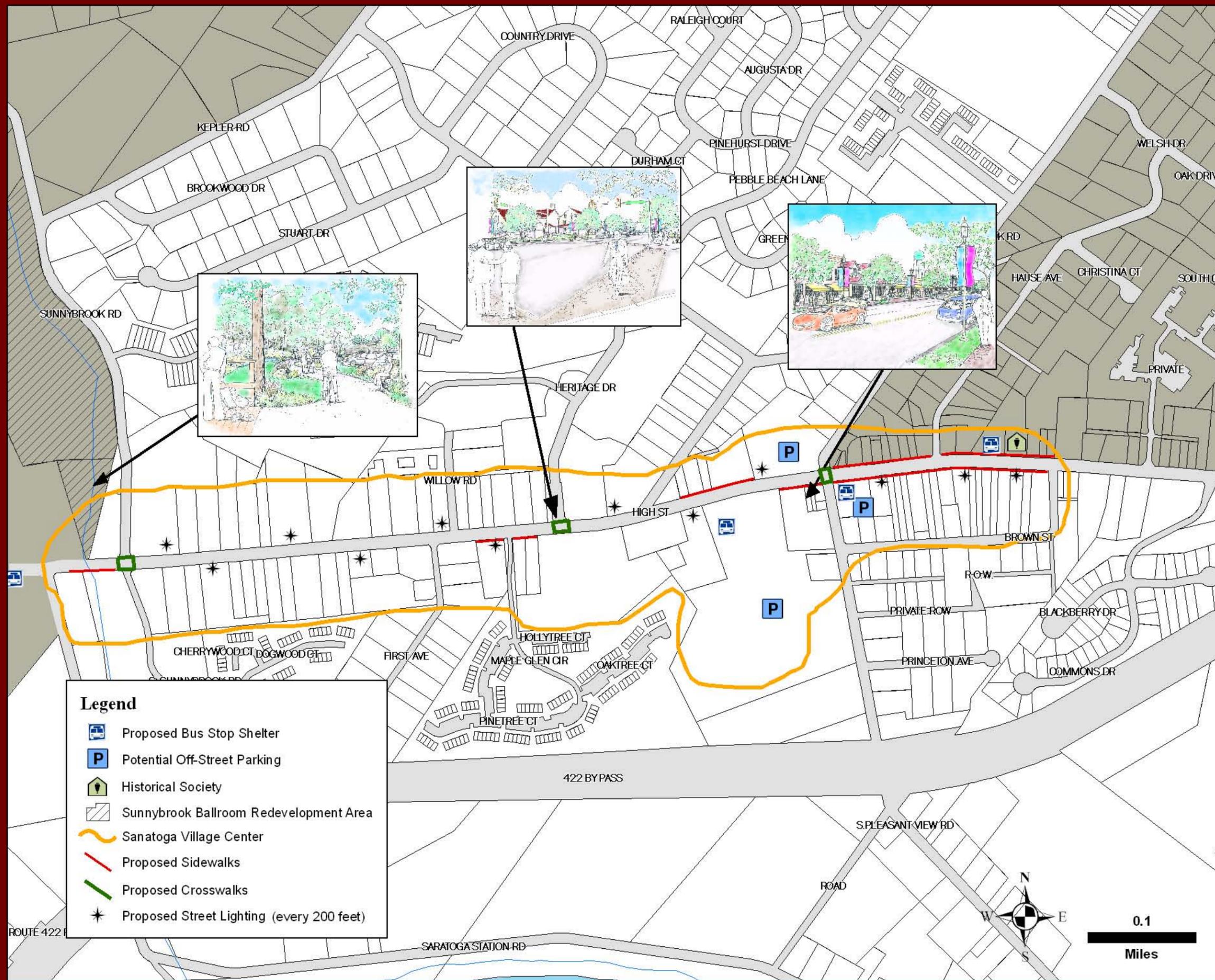


Lower Pottsgrove Township

Montgomery County, PA

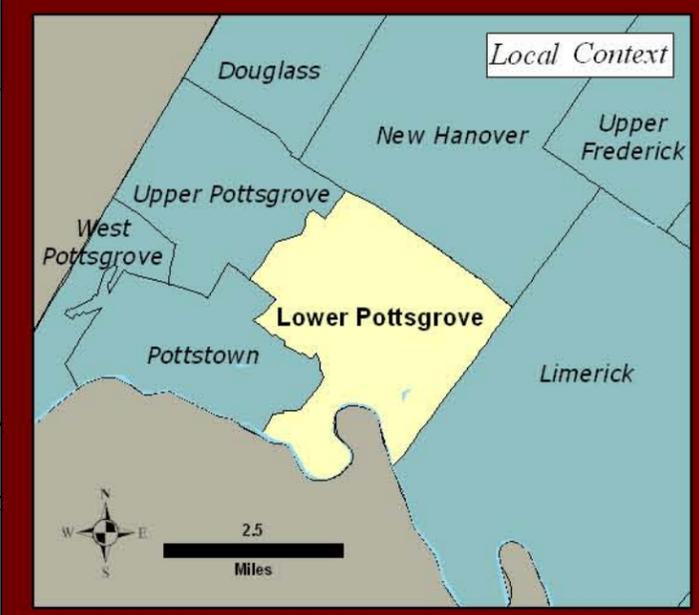
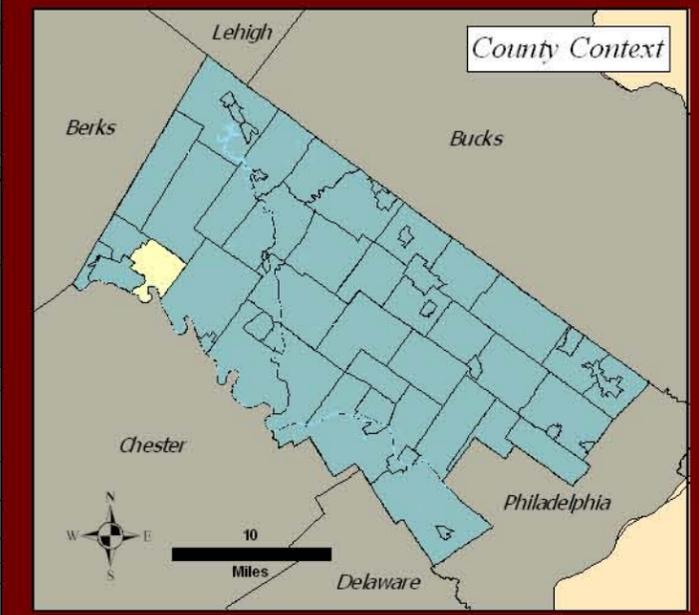
Map 7

Sanatoga Village Center Improvements



Legend

- Proposed Bus Stop Shelter
- Potential Off-Street Parking
- Historical Society
- Sunnybrook Ballroom Redevelopment Area
- Sanatoga Village Center
- Proposed Sidewalks
- Proposed Crosswalks
- Proposed Street Lighting (every 200 feet)



pharmaceuticals and other needs. Map 7 illustrates the “Village Center” for Sanatoga Village.

Objective 2: Investigate the Use of Currently Underutilized Sites for New Commercial and Industrial Development.

Projects and Strategies

1. *Occidental Chemical.* There were several suggestions made in the course of the public and Task Force meetings about the future of the Occidental site. Most of the people at the public meeting expressed an interest in an industrial reuse of the property. Of the possible uses examined, the most likely and perhaps most desirable uses include:

- Manufacturing Reuse. A clean industrial operation, including light manufacturing, warehousing, distribution, and/or transloading would be a viable use for this site.
- Mixed Use Corporate Center. A corporate center that provides opportunities for a business park, conference center, and hospitality uses offers a viable proposal.
- Recreational Area. Regardless of the ultimate reuse of the site, some type of recreational connection to the river is very desirable. This can involve passive uses such as walking trails or more active uses such as boat launches, marinas, picnicking and other park facilities.

Suggestions for a convention and exhibition center may not be viable given the proximity of the Valley Forge Convention Center. A hotel/conference facility may be a more viable and marketable option.

Residents and local officials at the public meeting expressed concerns about the residential reuse of the site. While this might not be a practical or desirable reuse of the industrial portion of the property, it may be a possible use on the undisturbed 40 acres of open land at the north end of the tract.



The concept for the redevelopment of the Oxy Chem site that generated the most interest locally is one that encompasses a range of mixed uses.

After a field visit to the site and discussion with the Task Force and public, the best scenario for redevelopment might include some mix of corporate/manufacturing center, recreation and residential uses.

It is important that the redevelopment of the site is conceived as one integrated project and not developed piecemeal. A single redevelopment plan for the site is needed to foster the types of reuse desired by the Township. It is also critical that the redevelopment process occurs in such a way as to involve the corporate interests of Occidental Chemical, the developer and the Township. This means that the redevelopment process is just as important as the ultimate reuse of the property. It is recommended that the Township work with the stakeholders of the site to develop a specific plan, per the requirements of the Pottstown Metropolitan Regional Comprehensive Plan and the Municipalities Planning Code to determine how best to develop this site.

To accomplish this, any change in the zoning and land use regulation for this site needs to include changes in the permitted uses and a clearly defined process for redevelopment that engages all the parties in the equation.

2. Sanatoga Interchange. The Sanatoga Interchange Area is principally a mixed use area that is zoned Limited Industrial. In order to capitalize on its proximity to the new Philadelphia Premium Outlets, the zoning in this area should be changed. To promote the revitalization and reuse of properties in this area, a number of initiatives are required.

- Evergreen Road Redevelopment. This is an area clearly more suitable for commercial and retail uses than residential development. Located directly adjacent to the Philadelphia Premium Outlets and other commercial development occurring in Limerick Township, this area is Lower Pottsgrove's best opportunity to attract the types of "name-brand" retailers, hotels, restaurants and services in which residents at the October 17, 2007 meeting expressed interest. This

The redevelopment of the Oxy Chem site must occur through one comprehensive and integrated project plan.



Zoning changes need to be made at the Sanatoga Interchange to promote a range of mixed uses that compliment the activity generated by the Philadelphia Premium Outlets.

“Mixed Use Commercial and Professional Center” would serve as a catalyst and anchor for the overall redevelopment of the Township.

- Turkey Hill Intersection. This area is an integral part of the Evergreen Road commercial area. There is opportunity for new commercial development adjacent to the Turkey Hill store and for redevelopment in other adjacent areas. In order to facilitate this redevelopment, the intersection at Turkey Hill will have to be redesigned to accommodate additional turning movements as well as the safe ingress and egress of traffic from the various commercial uses to be developed. In addition, new development brings the possibility of incorporating a “gateway” design into the area that defines the entry into Lower Pottsgrove Township. The Sanatoga Gateway Interchange Study currently underway will help define the look and appearance of this critical area.
- Zoning. In order to accomplish the goals of a gateway and commercial center, the zoning in this area should be changed. Map 8 defines the area that could be included in an overlay zone.

The intersection at Turkey Hill needs to be redesigned to accommodate the, currently complex, mix of turning movements.

3. *West High Street Retail.* The “Sanatoga Village” retail complex, located at 2100 Block of High Street is an existing commercial shopping center that could be incorporated into a streetscape redevelopment strategy that would integrate it more effectively into a use that complements the look and intent of the Four Corners Redevelopment Area and facilitate linkages to the Sunnybrook Ballroom.

- Pedestrian. There are missing pieces of sidewalk that need to be installed throughout the West High Street area to foster an integrated pedestrian corridor in this end of Sanatoga Village, as illustrated previously in Figure 3.
- Parking. Off street parking opportunities are needed in this area. These opportunities can be provided at locations in the heart of Sanatoga Village as defined earlier on Map 7.
- Streetscape and Redesign. A continuation of the streetscape design scheme that is suggested for the Four Corners area of Sanatoga Village is also recommended for this portion of West High Street to connect the Township’s western “gateway”

New opportunities for off-street parking need to be provided in conjunction with new commercial and retail development.

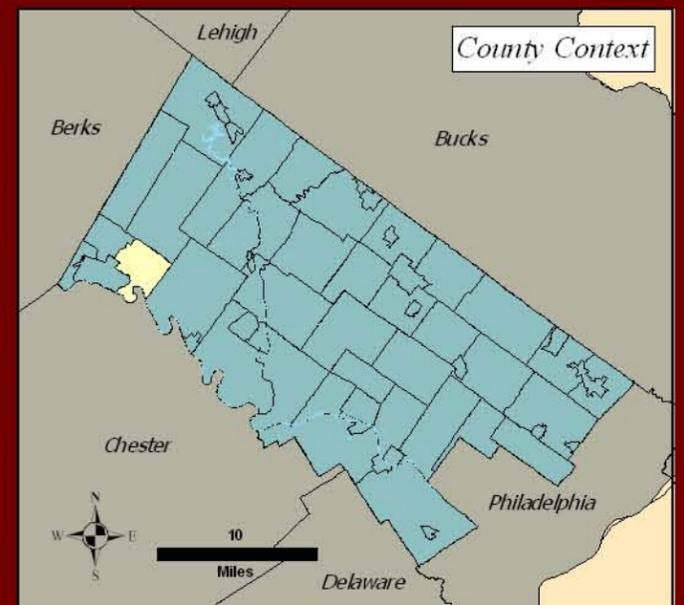


Lower Pottsgrove Township

Montgomery County, PA

Map 8

Sanatoga Interchange Professional Retail & Mixed-Use Center



Legend

- ★ Proposed Signage
- ▨ Sanatoga Interchange Proposed Curbing Area
- Professional Retail Mixed Use Center
- Gateway Area



with the heart of Sanatoga Village. The need for lighting in this area is also a critical issue, as noted by local law enforcement and residents.

4. *Create Interchange Nodes.* The Township should focus its industrial, large-scale commercial and professional uses at the interchanges at Sanatoga and Armand Hammer Boulevard to provide a concentration of complementary and supportive uses.

- Reduce Industrially Zoned Land. The Township should examine the land currently zoned industrial and located along the Schuylkill River to consider alternative land uses. The Township should also discuss with other member communities of the Pottstown Metropolitan Regional Planning Committee whether there are enough industrially zoned areas in the region to allow the Township to limit its industrial uses.
- PennDOT Redesign. The Township should work with PennDOT and developers to redesign these interchanges to reflect zoning and land use changes and to accommodate new development proposals and traffic patterns.

Objective 3: *Promote tourism and greater visitation to Lower Pottsgrove Township.* This objective encourages more visits to the community for shopping, trips to restaurants, concerts, festivals and some of the historic amenities of the community. This means that new activities should be provided and existing opportunities integrated to promote a more comprehensive range of sites and destinations. The Township should work with local organizations to create “destinations” in and around Lower Pottsgrove Township that can provide visitors with new “experiences” and reasons to visit the community.

Projects and Strategies

1. *Restoration of the Sunnybrook Ballroom.* Clearly, the restoration of the Sunnybrook Ballroom has tremendous potential to bring new visitors to the Township. While this effort will be led by the Sunnybrook Foundation, there are a number of actions that the Township can take to help promote a successful restoration effort. They include:

The Township should explore reducing the amount of industrially zoned land currently provided by its zoning ordinance.



Restoration of the Sunnybrook Ballroom is an important part of this plan.

- Working with the Sunnybrook Foundation to Identify Grant and Funding Opportunities.
- Promoting Safe Ingress and Egress to the Property.
- Develop a linear park with pedestrian walkways along Sprogels Run. (See Figure 4.)
- Linking the Property to Other Destinations in the Township

2. *Identify a Municipal Festival and Events Coordinator.* Such a person could work with the Sunnybrook Foundation and other area partners to coordinate and schedule events and activities throughout the Township. This would bring a more comprehensive approach to marketing and promotion of the area's special events and amenities.

- Coordinate Activities with Community Organizations
- Publish a Comprehensive Municipal Calendar of Events

3. *Sunnybrook Interim Uses.* One of the sites where new activities and uses can occur is the Sunnybrook property. At the public meeting on October 17, 2007, residents expressed considerable interest in the idea of using the Sunnybrook property for temporary or interim uses such as antique fairs, festivals, carnivals, and outdoor musical events. These events and their publicity should be coordinated with the Township and its own events calendar to create a seamless stream of events for local residents and visitors to enjoy. (Also, see passive recreational uses, page 52)

4. *Historic Society Information Center.* The Township Historical Society, located on High Street in the heart of Sanatoga Village, would provide an excellent location for distributing information about the Township, its shopping opportunities, scheduled events, and historic sites. The Township should work with the Society to have this facility staffed at regular hours throughout the week. The site as an information center should be clearly marked with the appropriate signage. The site could also be designed to provide more off-street parking for other commercial and retail shopping opportunities being planned in the village and an urban plaza to tie into the Veteran's



A linear park at the Sunnybrook site could compliment the redevelopment of the property and the uses on the site.

Figure 4 – Srogles Run Linear Park Design



Memorial already on the site. The Township Building should also serve as a location for visitor and municipal information.

5. *Develop a Comprehensive Marketing Strategy.* In order to promote the Township and its various amenities, marketing materials should be developed that complement the website and that can be downloaded from the web. Hard copies of the material can be provided at the Information Center to be created at the Historical Society Headquarters.

6. *Join the Valley Forge Convention and Visitor's Bureau.* This exposure would provide the Township and its Chamber of Commerce with a major, regional forum in which to promote new destinations, festivals, events at Sunnybrook and other activities of interest in the community as part of a marketing and branding campaign.

GOAL 2: Enhance the Visual Amenities and Attractiveness of the Community.

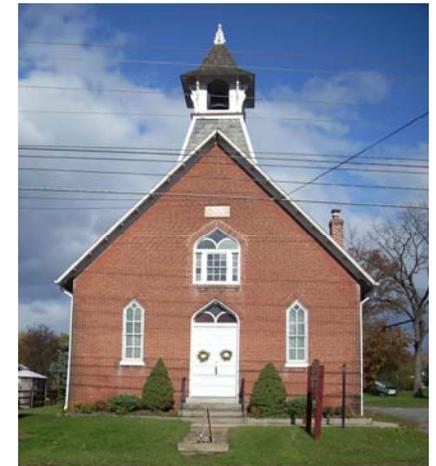
New commercial, retail, and other projects need to be developed so they blend with the scale, density and existing development patterns in the community. There are a number of factors that can advance this goal. They include landscaping projects, new park and pedestrian amenities and municipal design guidelines.

Objective 1: Encourage the installation of landscaping as part of new development projects and in locations that can enhance the visual impacts..

Projects and Strategies

1. *East High Street Gateway Design.* Considerable reference has already been made to the need for a coordinated approach to new development at this location to ensure that a "gateway" design for the Township is incorporated with the new commercial uses to be encouraged at this location.

2. *Sunnybrook Park.* A new concept that could enhance the Sunnybrook property and provide local residents with a new amenity is a small public park immediately adjacent



The Township Historical Society could provide an excellent location for an information and visitor's center.

to Sprogels Run. This park could include benches, small pavilions, and lighting that would enhance the look and appearance of the property and add to the sense of a “gateway” on the western end of High Street. The linear park, a major destination of the Sprogels Run Trail envisioned in the Township’s 2005 Open Space Plan Update, will connect Upper Pottsgrove with the Schuylkill River. Figure 4 illustrated this concept.

3. Scattered Site Locations: High Street Corridor. There are a number of locations along the High Street Corridor where landscaping is needed in order to buffer existing uses, control ingress or egress, define pedestrian activity, or simply provide a break in the configuration of uses along the corridor. These locations were defined in Map 8 and in Figure 5 on the following page.

4. Stone Bridge Improvements. These historic bridges are excellent assets for the Township. They should be “displayed” and made a more visual component of the historic character of the Township. Lighting that is in keeping with the scale and character of the bridges should be explored with PennDOT. Lighting of the bridges would also provide for safer pedestrian access. Lighting the bridge at Sunnybrook would also complement the activities at that site and add to the attractiveness of the historical setting.

Objective 2: *Promote a uniform and coordinated development of streetscape improvements throughout the High Street Corridor.*

There are a number of recommendations in this plan that impact many locations along High Street. These include gateway areas, the Four Corners area of Sanatoga Village, and other locations. These target areas are depicted and explained on Map 9.

Objective 3: *The Township should develop design guidelines that promote consistent landscaping, signage, façade and other patterns of development and redevelopment throughout the municipality.*



Simple landscaping improvements to the High Street Corridor can greatly enhance its attractiveness and functionality.

Figure 5 – High Street Landscaping and Access Design

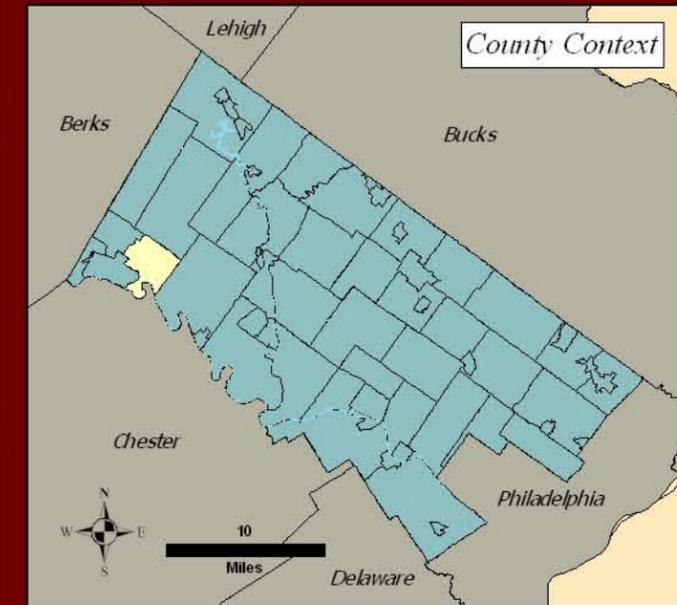
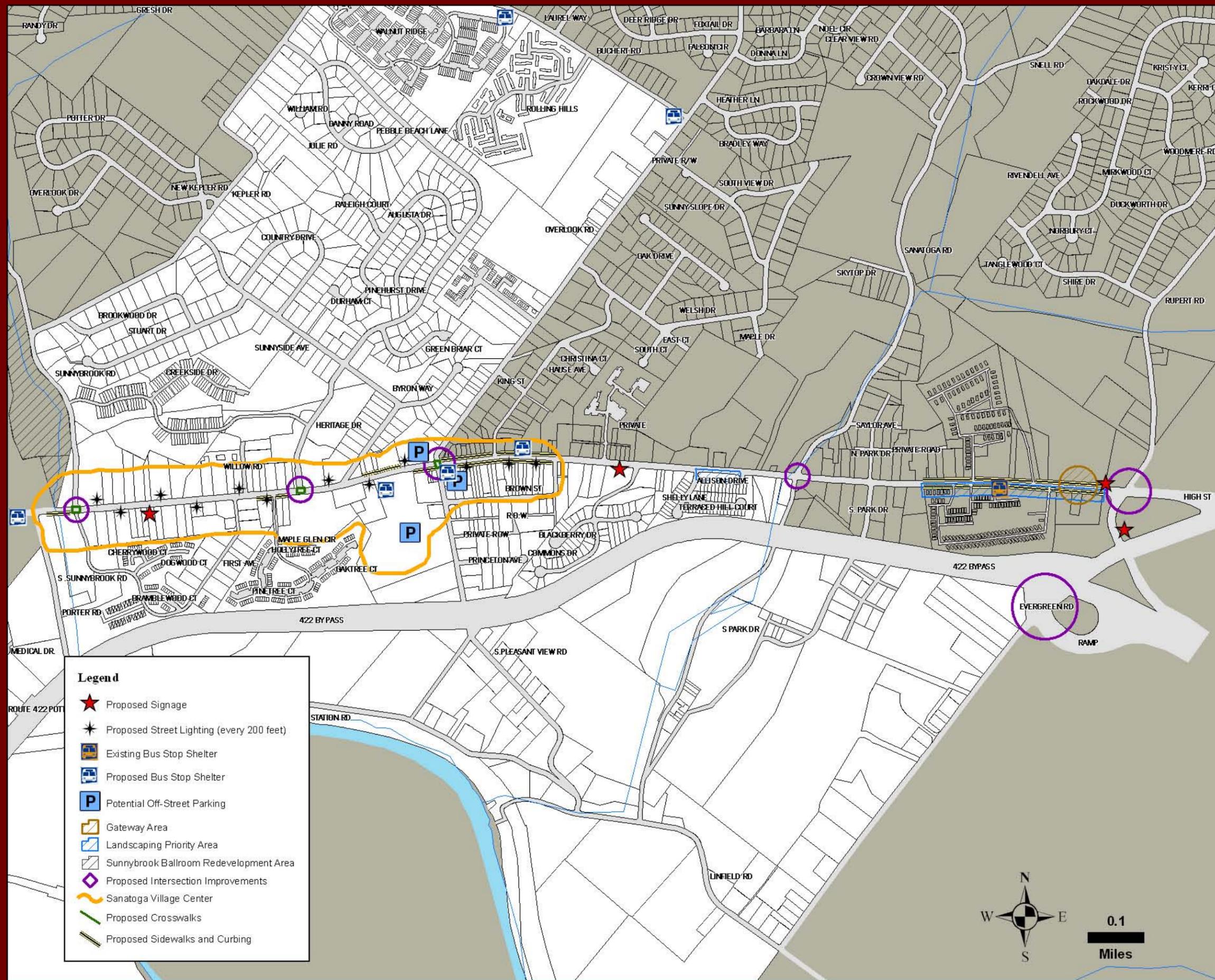


Lower Pottsgrove Township

Montgomery County, PA

Map 9

High Street Corridor



There are a couple important ways that the Township can pursue this objective. The first is revising zoning throughout the study area to encourage the development and redevelopment of targeted locations. The second is through a design handbook that offers guidelines and/or requirements for development and redevelopment throughout the Township.

Projects and Strategies

1. *Sanatoga Village Center Zoning Change.* A revision in the base zoning is proposed for the heart of Sanatoga Village that would incorporate new standards for various aspects of site design, including:

- Landscaping
- Setback
- Street Furniture
- Signage
- Ingress/Egress
- Off-Street Parking
- Sidewalks and Pedestrian Amenities
- Lighting

2. *Zoning.* Revised zoning regulations should be developed for the Sanatoga and Armand Hammer Interchanges to provide for the mixed use commercial and professional uses envisioned by the Sanatoga Interchange Gateway Study.

3. *Design Guidelines Handbook.* While the zoning ordinance and subdivision and site plan design regulations can set standards for site layout, density, types of uses and so forth, a design guidelines handbook would provide concepts for the look of facades; architectural styles for building design; and the desired use of building materials for related structures ranging from fencing and shutters to windows and doors. The handbook would not be prescriptive, but a guide from which the Township, property owners, businesses and developers can work.

A Design Guideline Handbook can help the Township work with businesses, developers, and investors to coordinate streetscape and façade design in Sanatoga Village.

Objective 4: Create Appealing Public Places

Projects and Strategies

1. *Require Public Spaces and Amenities.* Commercial properties should provide public space on their lots to include street furniture, open landscaped areas, appropriate buffering, and other amenities or provide a payment in-lieu of such improvements.

2. *Develop Current Open Spaces along High Street.* Locations such as Allison Drive could be landscaped and improved to provide a pocket park, pedestrian space, or passive, improved open space with benches, gardens and other landscaping.

GOAL 3: Balance Public Safety for Pedestrians, Motorists, Residents and Visitors with the Circulation and Design Needs of Vehicular Traffic

Objective 1: Lighting at Public Facilities. Comments were made by Task Force members, residents, and stakeholders that lighting is inadequate in public places. Improving lighting will enhance not only the visual amenities of the site, but also deter crime, vandalism and encourage safer pedestrian usage.

Projects and Strategies

1. *Parks.* New lighting should be installed at the Gerald Richards Park on the south side of Buchert Road, across from the municipal complex and/or at the Sanatoga Park on Sanatoga Road and South Park Road. Lighting improvements are also required at the Sunnybrook property, particularly in conjunction with the development of a linear park along the Sprogels Run.

2. *Street Lighting.* Street Lighting enhancements are needed in the Four Corners Target Area and all along the High Street Corridor, as noted previously on Map 7.



Lighting and security enhancements at Gerald Richards Park and other locations can enhance public safety.

3. *Transit Stops.* Most of the existing transit stops are unsheltered. These stops need to be lit, with shelters provided. Locations were noted previously on Map 9.

Objective 2: Increase Surveillance. Surveillance at some of the key traffic and pedestrian locations in the Township can enhance safety and security for pedestrians and motorists.

Projects and Strategies

1. *Security/Traffic Cameras.* Cameras could be mounted to increase security at public buildings and key commercial areas. Traffic cameras might also be used that would double as security cameras. The cameras would help to deter vandalism at these locations, including:

- Gerald Richards Park. Buchert Road
- Sanatoga Park, Sanatoga Road
- Sanatoga Village Center
- Sunnybrook Complex

2. *Town Watch Program.* Engaging residents in a process that promotes better security in their neighborhoods can be an asset for a couple of reasons. It gives people a sense of neighborhood and engages them in their community. A Town Watch Program can also be a deterrent to crime and vandalism since it provides additional signage and an organized citizen program to report unusual or suspicious activity.

3. *Develop Incentives for People to Provide Surveillance and Report Problems.* The Township might institute a reward program or "citizen of the month" program for ideas and suggestions that can lead to a safer community.

Objective 3: Enhance the Safe Flow of Traffic and Pedestrians. With the revitalization of the study area and particularly, the five key locations targeted by the plan (Sanatoga

A Town Watch program can provide residents and businesses with a common forum in which to address and implement safety programs.

Redevelopment of the Township will heighten the need for traffic and pedestrian improvements.

Village, Occidental Chemical, Sunnybrook, and the Sanatoga and Armand Hammer Interchanges), there will be a need for significant improvements to a number of intersections and roadways. These include:

1. *Intersections.* As part of this Revitalization Plan, there will need to be a number of intersection design projects to promote safer and more effective traffic movement throughout the Township. Major projects include:

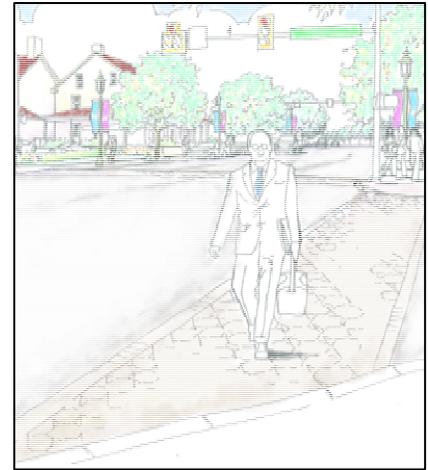
- Pleasantview Road/High Street Intersection Redesign. This is an intersection that was identified by residents at public meetings and workers at the Rite Aid, as a problem intersection. Turning movements from the northbound and southbound lanes of Pleasantview Road are not well defined. As the “Four Corners” area of Sanatoga Village redevelops, improvements to this intersection will be necessary to facilitate traffic movements in all directions.
- Sunnybrook Drive Redesign. With the redevelopment of the Sunnybrook property, this intersection will have to be redesigned particularly for a length of Sunnybrook Drive to allow for a left turn stacking lane. Signalization timing will also need to be adjusted to promote the exiting of traffic from Sunnybrook Ballroom.
- Sanatoga Road. This is an intersection on a hill with poor visibility approaching the intersection from the westbound direction along High Street. Exploring traffic signals along High Street from both east and westbound directions will let motorists know that they are approaching a problem intersection.
- Turkey Hill Intersection. The intersection at Turkey Hill is complicated by a number of possible turning movements. The most difficult and dangerous of these movements is when eastbound traffic on High Street make the turn into the Turkey Hill driveway, located west of the signaled intersection. With the development of the High Street Gateway and the Tornetta Realty property, this intersection could be redesigned to provide for common access to a number of retail properties.
- Armand Hammer Boulevard Interchange. The current offset interchange makes turning movements confusing and complicated. With the redevelopment of the

There are seven key intersections in the Township where improvements in design are important to accommodating future growth.

- Occidental property, there may be an opportunity to construct new entrance and exit ramps onto the Route 422 Expressway. The Interchange has been redesigned by PennDOT but should be reviewed to ensure that it is compatible with the Township’s vision for reuse and redevelopment of the Occidental property. (See Map 10)
- Evergreen Road. With additional commercial development at the Evergreen Road interchange and possibly along Evergreen Road itself, the road will have to be widened and improved. This can be accomplished in conjunction with the new development that may occur in this area.
- Sanatoga Ridge Community. Turning movements in and out of the Sanatoga Ridge community are difficult for senior citizens. The possibility of restriping or redefining the cartway to provide for easier ingress and egress should be explored.

2. *Traffic Calming.* The speed of vehicles along the High Street Corridor is a concern for people living and working along High Street. Various techniques need to be employed to help slow vehicles and provide motorists with the sense that they are moving into a more congested commercial area.

- East High Street Gateway. Traffic calming devices, including signage, roadway redesign, and intersection improvements are needed at the East High Street Gateway and can be coordinated with the Sanatoga Interchange Gateway Study.
- New Signals and Speed Reduction Warnings. Speed reduction warnings and mew signalization are needed at the westbound gateway of the Township along High Street and at the approaches, both east and westbound at Sanatoga Road, as noted previously on Figure 9 could help reduce speed.
- Crosswalks. Crosswalks should be installed at key locations along High Street in Sunnybrook Village as shown previously on Map 7. These crosswalks can be designed with alternative paving materials to provide a visual break in the pavement that will clearly define the pedestrian way but also signal to motorists that they need to slow down to accommodate pedestrian movements.



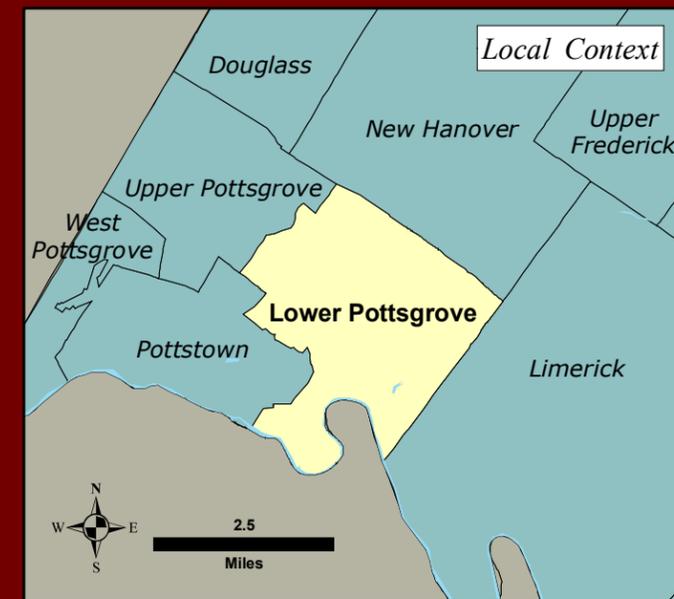
Crosswalks can help define pedestrian corridors and also calm traffic.

Lower Pottsgrove Township

Montgomery County, PA

Map 10

Arm and Hammer Interchange Professional Retail and Mixed Use Center



TRIAD
715 Twining Road Suite 215
Dresher, PA 19025
www.triadincorporated.com

3. *Signage.* New signage can direct visitors to the Township and some of its surrounding attractions to points of interest and commercial opportunities that Lower Pottsgrove can offer. Examples include:

- Philadelphia Premium Outlets. Attractive signage along Evergreen Road can link the Outlets with shopping and cultural opportunities in Sanatoga Village such as the historic Sunnybrook Ballroom.
- Historic Signage. Official Pennsylvania Historical and Museum Commission markers noting the historic significance of various sites and structures in the Township should be installed. Possible points of interest might include:
 - Stone Arch Bridges along High Street
 - Sunnybrook Ballroom
 - Lower Pottsgrove Historic Society
 - Sanatoga Village Historic District
 - Cutillo's Restaurant
- Way Finding (Route 422 Expressway/Points of Interest). New signage directing people and motorists to/from the Route 422 Expressway and various commercial stores, restaurants and other locations in the Township should be coordinated with PennDOT and at various locations in the Township, as noted previously in Map 9.

Signage improvements can help direct visitors to and from the Township safely and efficiently.

Objective 4: Enhance transit opportunities and facilities in the Township.

1. *Bus Shelters.* New bus shelters should be installed at all transit stops in the Township, as noted on Map 7.

2. *Transit Schedule Access.* Transit schedules should be linked to the Township's website and provided at the new Township Information Center.

Bus shelters can provide safe and secure locations for people using public transit.

3. *Passenger Rail Station (long-term)*. The Township should include a location for a passenger rail station in the Armand Hammer Boulevard area to accommodate train service for residents and businesses in the area, should this service be activated in the Pottstown-Philadelphia corridor. If the Occidental site is ultimately developed as a mixed use area with residential and corporate park components, this would be an ideal area for a rail station and something that should be folded into long-term design plans for the property.

Objective 5: Enhance Public and Pedestrian Circulation. If Sanatoga Village and the Township as a whole are to become more pedestrian-friendly, new facilities and improvements in pedestrian circulation are necessary.

1. *Pedestrian Crossings*. Noted and identified previously on Map 7.

2. *Missing Links Project*. There are some critical missing links to a fully integrated system of sidewalks and pedestrian corridors along High Street. While the eastern end of the corridor may not have the priority for sidewalks because it does not have the same density or commercial and retail character as the heart of Sanatoga Village, there is a need in the Village Center to ensure that these linkages are made. Map 7 shows the location of pedestrian improvements.

3. *Bicycle/Pedestrian Trails*. Three pedestrian and bicycle connections that seem integral to the recommendations of this Plan include projects along Sprogels Run, Sanatoga Road, and the Schuylkill River. Each of these projects is integral to some aspect of development or redevelopment as outlined in this Plan. The Township's 2005 Open Space Update references these projects as follows.

- Sprogels Run Greenway. It is recommended that a greenway connection and trail linking Upper and Lower Pottsgrove be made along Sprogels Run. With the recommendations for a linear park at Sunnybrook, this project becomes an important link in the redevelopment of that property.



Completing sidewalks particularly in the heart of Sanatoga Village can provide safe access for pedestrians to shops and stores.

- Sanatoga Creek Trail. Rights-of-way should be acquired in this corridor to ultimately link the Township’s parks (Snell, Norton, and Sanatoga Parks) with the East Schuylkill Trail.
- Schuylkill River Trail. Listed as one of the top priorities in the Township’s Open Space Plan, the right-of-way along the Schuylkill River at Occidental Chemical is a critical missing link in the County’s West Schuylkill Trail.

The Township should continually monitor and update its Emergency Evacuation Plan.

Objective 6: Emergency Circulation and Evacuation Planning. The Township should review on a regular basis the Regional Emergency Evacuation Plan and Contingency Plans for routing vehicles onto High Street in the event of an accident that would close down the U.S. Route 422 Expressway. As the High Street Corridor redevelops, it will become increasingly difficult to use this road as an effective alternative or evacuation route.

GOAL 4: Maintain the Residential, Cultural, and Historic Integrity of Neighborhoods, Buildings, and Structures.

Objective 1: Maintain Safe and Stable Neighborhoods

Projects and Strategies

1. *Promote Home Ownership and Maintenance.* The Township can host workshops for new homeowners; hold home repair seminars and implement other self-help programs in conjunction with the private sector (eg. home supply companies), realty groups, and/or other public agencies.

2. *Monitor Code Enforcement.* Code enforcement problems are often at the root of deteriorating or neglected rental properties. The general appearance of rental projects in the Township is good. Continued monitoring and enforcement of codes and ordinances will help to sustain a clean and safe environment for renter-occupied dwellings in the Township.

Providing safe and stable neighborhoods is an important goal in maintaining the quality of life in the Township.

3. *Create Neighborhood Associations.* Neighborhood Associations can promote a sense of community and belonging that will enhance citizen involvement in the life and activity of the neighborhood and promote participation in the types of programs (eg. Town Watch) that require volunteer collaboration and support.

Objective 2: Promote the Township's Cultural and Historical Assets

Projects and Strategies

1. *Historic Inventory.* A regional inventory of the region's history and historical assets should be undertaken with the intent to tell a unique story about the Township and the surrounding areas. This story then becomes central to crafting a program for visitors that represents a significant experience. This inventory can incorporate the High Street Historic District, the Sunnybrook Ballroom, as well as other sites and structures in Pottstown and neighboring Townships.

2. *Promotion of Existing and Future Opportunities.* Signage that tells a story for each structure or sight, as well as signage that may ultimately directs people on an historical trail or driving tour can simplify the visitor experience. Brochures, taped narratives, and other marketing pieces that inform, educate, and direct visitors to the Township and region can supplement that experience and also provide options on places to stay, eat, and recreate.

Working with local historians, other municipalities, and organizations the Township can develop a comprehensive "experience" that gives visitors a sense of the areas history and culture.

PRIORITIES AND IMPLEMENTATION STRATEGIES

This outline of possible projects and strategies captures the concepts and priorities expressed by the Plan's Task Force, local officials, residents and stakeholders at the public meeting on December 12, 2007. The final component of this plan is the implementation strategy that defines the plan's "first tier" priorities.

This is a preliminary outline of priority projects and strategies.

These priority areas have been identified through a collaboration of local officials, task force members and residents. The Implementation Matrix, found on page 73 outlines

possible funding sources, partners and other resources necessary to bring the key projects and programs of the plan to fruition.

IMPLEMENTATION OVERVIEW

In discussing approaches to implementing the Community Revitalization Plan, officials from Lower Pottsgrove Township examined the plan from a couple of perspectives. First, the concepts and strategies outlined in the plan were assigned to general project areas as outlined in the Funding Matrix as follows:

- Sanatoga Village District
- East Sanatoga District
- Sanatoga Interchange Area
- Armand Hammer Boulevard Interchange Area
- Non-Area Specific Improvements

Each of these areas was then assigned an inventory of potential projects from those outlined in the plan narrative including streetscape, roadway, interchange, traffic, and facilities projects. Each project area and in some cases each individual project were assigned a priority ranking of “high,” “medium,” or “low.” This inventory, ranking, and mix of funding sources was reviewed and endorsed by the Community Revitalization Task Force. The following narrative provides an outline of the Township’s concept for proceeding with the top tier or “High Priority” proposals.

SEQUENCING OF ACTIONS

Members of the Planning Task Force and Township officials agreed on 10 general project areas or specific actions as the top (high) priorities on which they want to focus regarding the implementation of the Community Revitalization Plan. These top 10 areas are:



Streetscape improvements in Sanatoga Village are among the top revitalization priorities of the Township.

1. Completing Streetscape Improvements in Sanatoga Village
2. Municipal Ordinance Revisions and Design Guidelines Throughout the Study Area
3. Promoting the Sunnybrook Ballroom Restoration
4. East Sanatoga District East High Street Gateway
5. Sanatoga Village District West High Street Gateway
6. Sanatoga Interchange Gateway
7. Sanatoga Village District Traffic and Transportation
8. Promoting Marketing Improvements, including the formation of a Municipal Economic Development Committee and new Marketing Materials
9. Redeveloping Evergreen Road
10. Redeveloping the Oxy Chem Site

Identifying funding priorities is only a first step toward securing the funding and resources to implement them.

The Funding Matrix outlines a range of potential partners and sources of funding for each of these projects or project areas. A logical sequencing of these projects would be as follows.

1. Completing Streetscape Improvements in Sanatoga Village

Streetscape Improvements in Sanatoga Village and elsewhere in the High Street corridor can be implemented through public financing and grant funding, as well as the private sector in conjunction with the development or redevelopment of specific properties within the subject target areas. In addition to any ordinance changes and the development of design guidelines that may be necessary, there are a number of other steps that need to be taken prior to the construction of any improvements. These include the following:

Preparation of Detailed Cost Estimates. Through the office of the municipal engineer, cost estimates should be generated for the installation of the streetscape improvements called for in the plan. These would include details such as:

Even relatively simple improvements require advance planning and design considerations, prior to construction.

- Linear feet of sidewalk construction or reconstruction;
- Placement and spacing of street lamps and specific lamp design;

- Placement of street furniture (benches, trash receptacles, etc.);
- Street Tree Plantings;
- Landscaping Islands;
- Bicycle Racks; and
- Design and Placement of Banners.

Grant Identification and Application. Once the design and construction estimates have been generated, the Township will need to explore in detail some of the potential sources of grant funding or combinations of grant funds to initiate the streetscape improvements. The Funding Matrix identifies several sources of funding that can be used for these types of public improvements.

- Federal Highway Funding. Through programs such as the Hometown Streets and Safe Routes to Schools Program and the Transportation Enhancement Program, Federal funds (as administered through State agencies) can be used for a wide variety of streetscape improvements including those specifically referenced in the Lower Pottsgrove Plan.
- Pennsylvania Department of Community & Economic Development (DCED) Community Revitalization Funding. The DCED administers a Community Revitalization Funding Program that provides grants (typically under \$25,000) to local governments that promote various types of revitalization initiatives. These funds could be used for a specific component of streetscape revitalization such as the design and erection of banners, or the acquisition of street furniture.
- Montgomery County Revitalization Program. This program, administered through the Montgomery County Community Revitalization Board provides funding for a wide range of revitalization programs and initiatives. In the case of Lower Pottsgrove Township, the municipality is eligible for up to \$485,000 annually over a three year period.
- Lower Pottsgrove Township. Funding through the General Fund of the Municipality.
- Private Sector Contributions/Developers. Depending on municipal ordinance language, new projects or redevelopment initiatives could contribute to the

The Montgomery County Revitalization Program offers thousands of dollars for new projects and programs that support redevelopment.

revitalization of the streetscape as it traverses the subject property at the time the development or redevelopment occurs. There could also be private sector contributions through special programs that the Township could initiate to give recognition to companies or individuals through “naming rights.” For example a mini-park that might be part of a streetscape improvement could be named for a person or company pending a certain donation of funds. Some communities have also provided plaques for the donation of benches and other types of street furniture that would be erected throughout the streetscape.

- Infrastructure Development Program, (IDP). Pennsylvania DCED administers this program that would provide infrastructure grant funding to a municipality to use in conjunction with private sector capital investments. Such funding might be used, for example, to complement the redevelopment of the Kmart Plaza or other sites within the High Street Corridor.
- Municipal Challenge Grant Program. Administered through the Pennsylvania Department of Conservation and Natural Resources, this program provides small grants to municipalities for tree inventories, tree planting and care. These funds could be used to offset the acquisition of streetscape plantings and landscaping.
- Special Appropriation. Funding that would be earmarked by the Pennsylvania or the Federal Legislature through Assembly or Congressional Appropriation could certainly be used to offset a significant portion of the public improvements in this or other areas of the High Street Corridor.

Coordination with PennDOT. In addition to the streetscape improvements, which in some cases may involve the use of PennDOT Right-of-Way, PennDOT will have to be involved directly in any crosswalk improvements envisioned for the Corridor. Patterned pavement designs and construction of patterned pavements at crosswalks would have to receive PennDOT approval prior to construction. Such improvements would provide the needed traffic calming and pedestrian safety objectives envisioned by the plan, PennDOT should be consulted as early as possible in the design and construction process. Funding for the design and construction of crosswalks and any accompanying signalization could come from a number of the previously delineated funding sources.



PennDOT will have to be a key player in any improvements impacting the High Street right-of-way or the 422 Interchange areas.

Coordination with PECO and Telecommunication Providers. One of the long-term streetscape improvements envisioned by the Community Revitalization Plan is the burying of utility lines in the heart of Sanatoga Village. While this is a longer term improvement, early meetings with PECO, Comcast, and other owners of the poles and utility lines in the Village should be initiated in order to generate cost estimates for such a project and to lay out a strategy for the phased implantation and funding of this initiative.

Sprogels Run Linear Park and Gateway Improvements. The Sprogels Run Linear Park is a project that is envisioned to complement the open space at the Sunnybrook property and initiate one of the trail projects included in the Township's Open Space and Recreation Plan Update. This project would also enhance the western Gateway to the Township by providing an excellent visual appeal from the Sprogels Run Bridge which is a landmark at the western end of the High Street Corridor. This project's development would have to be coordinated with the Sunnybrook Foundation and should also include discussions with Upper Pottsgrove Township since the Sprogels Run Trail is intended to be a link between Upper Pottsgrove and a future Schuylkill River Greenway. Potential funding sources for this project could come from the following programs:

- Pennsylvania Department of Conservation and Natural Resources. The Pennsylvania DCNR provides several programs that could help to fund this effort. These include the Open Spaces and Public Places Program and the Community Conservation Partnership Program.
- National Park Service Land and Water Conservation Fund. This program is intended particularly to develop various outdoor recreational facilities and trails and involves coordination of funding through the Pennsylvania DCNR.
- Foundation Sources. If the Township applies for funding through the Sunnybrook Foundation, other financing also becomes an option. For example, the William Penn Foundation may be an option for pursuing funding for this project.
- Local and County Funding. Through municipal financing, a general appropriation or capital investment could be made toward the project. In addition,



By providing a linear park at Sprogels Run, the Township can enhance the Western Gateway to the community and complement the improvements planned at Sunnybrook.

Montgomery County administers a “Green Fields Green Towns” Program that can support any acquisition costs and limited improvement costs to this area.

2. Municipal Ordinance Revisions

Lower Pottsgrove Township must undertake a review and update of its Zoning Ordinance and Subdivision and Land Development Ordinance (SALDO) in order to move forward with many of the projects envisioned by the Revitalization Plan. The Township's Zoning and SALDO do not adequately adapt to current market conditions and generally accepted planning practices. Revision of these ordinances will enable the Township to guide growth into areas where it can be appropriately managed and attract uses that will benefit Township residents and businesses. In addition, the Township should establish and implement design guidelines to develop a cohesive style that will help establish a sense of place – design guidelines will help it achieve this vision.

The Township will need to make changes and modifications to its present zoning and other ordinances to accommodate the revitalization initiatives envisioned in this plan.

All of the top tier projects, with the exception of the Sunnybrook Restoration and the Marketing Programs will require at least minor adjustments to the Zoning and SALDO and all of these projects will benefit from a cohesive set of design guidelines. These should be the first steps the Township takes to implement the Plan.

The Funding Matrix outlined a number of potential sources of funding to advance this effort. These include local financing. The Township is a primary source of potential funding through its general revenue budget and the funding it routinely provides to the municipal planning commission to advance planning and regulatory initiatives. The County Planning Commission can also be an excellent source of in-kind and technical support for such efforts. Where there are special components of this effort, such as the development of a Design Handbook, the Pennsylvania Department of Conservation and Natural Resources and/or the Governor's Center for Local Government Services might also be sources of funding for this effort.

3. Sunnybrook Ballroom Restoration. The Sunnybrook Ballroom Restoration Project can be complemented by Streetscape and Open Space Improvements similar to the ones described earlier in this narrative. The Sunnybrook Foundation is the principal catalyst for raising revenues to restore the building and grounds. As a National Historic Landmark, the National Park Service's "Saving America's Treasures" Program, Historic Preservation Tax Credit Programs, and various other funding from a range of regional and national Foundations can assist in this effort. A partnership between the Municipality and the Sunnybrook Foundation to coordinate and market events; research additional funding sources; and promote the safe ingress and egress of traffic through improvements along the High Street Corridor as outlined in the Revitalization Plan will also be necessary.

4-6. Gateway Development. The Township ranked the development of three gateways as three of their top 10 priorities. These gateways included the *East Sanatoga District East High Street Gateway*, the *Sanatoga Village District West High Street Gateway*, and the *Sanatoga Interchange Gateway*. These three areas mark the main entry points into the heart of Lower Pottsgrove Township from Limerick Township, Pottstown, and Route 422. While future development projects may be a factor in developing the East High Street and Sanatoga Interchange gateways, public planning and implementation of these gateways could be key leaders of development in these areas. Improving and/or highlighting the historic stone arch bridges, providing a cohesive streetscape and method of wayfinding, and improved traffic and pedestrian amenities will help make these areas more desirable to future developers, visitors, residents and businesses. The resources and process for making these improvements possible will be similar to the streetscape improvement process in the Sanatoga Village District.

7. Sanatoga Village District Traffic and Transit. High Street is a main east-west artery through Lower Pottsgrove Township, transporting large numbers of vehicles, typically at high rates of speed into and through the Township. The Township's goal for the Village is to have it serve as its downtown business district – a place for small businesses and associated amenities. Walkability and access to public transportation are



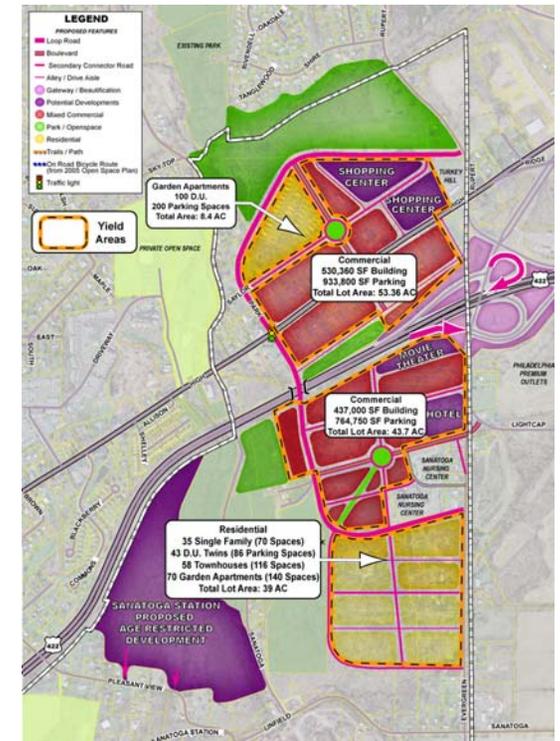
Restoration of the Sunnybrook Ballroom is a key goal of this Revitalization Plan.

important factors to the success of this area. Traffic calming techniques such as road narrowing, landscaping, signage, warning lights, traffic lights, improved intersections, and other measures will help improve traffic and pedestrian flow through this area. Bus shelters in keeping with the Village District concept are other important factors to promoting the Village concept and providing an amenity to those who use public transit and encouraging its use. The Township should work with PART, SEPTA, and other providers of public transportation to make this a reality. PennDOT will be an important partner in implementing traffic calming techniques. Many of the same sources of funding and partners that were identified in the Sanatoga Village streetscape program will pertain to these projects.

8. Marketing. The Township ranked two marketing initiatives among its high priorities. These included creating an Economic Development Committee and creating a new marketing strategy. The Township can certainly take steps without funding to address the creation of a new Economic Development Committee. Funding for a new strategy could come from State sources such as PADCED's First Industries Fund.

9. Evergreen Road Redevelopment. The Evergreen Road Redevelopment Project will require as a first step, the same types of Zoning and SALDO revisions as proposed for the High Street Corridor. In addition, the recommendations from the Sanatoga Interchange Gateway Study expected to be completed in mid 2008 will provide specific suggestions for future land uses in this area. Most of the funding for Evergreen Road Redevelopment should come from the private sector as new development projects are initiated. However, there will be roadway, streetscape, and other public enhancements that can be funded through a variety of sources including the following:

- Private Sector Funding, as noted.
- PennDOT. Through both the Liquid Fuels Tax Program and/or the Discretionary Aid Program, PennDOT will provide funding for roadway improvements to serve the redevelopment area and augment improvements provided by the private sector. The Township should work with the Delaware Valley Regional Planning Commission to include specific Evergreen Road Improvement Projects on the Transportation Improvement Program, TIP. Depending on the coordination with



The Evergreen Road Corridor and the Eastern Gateway to the Township are key areas currently under study for new land use patterns. (Sketch courtesy of Simone-Collins Architects)

private sector development and the extent of private sector improvements, Evergreen Road project would probably be considered a new capital project.

- CDBG Funding. Community Development Block Grant funding can be used for a multitude of public purposes to augment streetscapes, provide directional or wayfinding signage, and promote the visual development of the Township Gateway at this eastern end of the study area.

10. Occidental Chemical Redevelopment. Clearly the implementation of a successful redevelopment effort at the Occidental Chemical site should involve four key partners: Occidental Chemical, Lower Pottsgrove Township, Montgomery County, and the private sector (marketplace.) The goal of all parties in this redevelopment effort is to ensure that the highest and best use of the property occurs. To promote this goal and to encourage agreement among the principal parties in this effort, the Township should work with Occidental Chemical to encourage the development of a more specific site plan than the general mixed use concept envisioned by the Revitalization Plan. There are a number of steps that can be followed to advance this effort.

- Rezoning and SALDO Revisions. If the Township envisions this site as a mixed use zone, the specific types of uses permitted and prohibited in this zone should be defined as the Township moves to revise its Zoning and SALDO Ordinances.
- Site Plan Concept. The Pennsylvania DCED through its Community Revitalization Program can fund the development of site plan concepts for properties such as this where significant redevelopment or revitalization is envisioned. The preparation of this concept plan in conjunction with the principal parties in this effort. Montgomery County could be represented by the Community Revitalization Board, the County Planning Commission and/or The Montgomery County Industrial Development Corporation.
- Site Redevelopment. The actual costs of site redevelopment could be borne by the private sector, the Federal EPA Remediation Programs underway, and such programs as PADCED Industrial Sites Reuse Program; PADCED Enterprise Zone Program which would provide the private sector with a range of additional incentives for the redevelopment of the property; funding from the Pennsylvania

The future of the Oxy Chem site will help to define the revitalization opportunities in the western part of the Township.

Economic Development Financing Authority; and possibly HUD Financing through its Brownfield Economic Development Initiative (BEDI) pending eligibility.

IMPLEMENTATION SUMMARY

Through the general steps outlined herein and the more specific guidance provided by the Funding Matrix, Lower Pottsgrove Township has outlined a process for advancing the principal goals of its Community Revitalization Plan. This outline presents an initial draft of these strategies as requested by the Montgomery County Community Revitalization Board. Over the next several weeks, the Township and Task Force will be working to augment the ideas and suggestions for implementation provided in this draft.

The following pages outline the Funding Matrix for all project target areas defined in the plan.

Funding and Implementing First Tier Projects and Priorities

The following pages contain a Matrix of projects that are identified with a status of "high," "medium," or "low" priority status as defined by the Lower Pottsgrove Township Task Force in conjunction with Township officials and the community participation that occurred. The inventory also offers some possible partners, funding opportunities, and lead agencies for those projects.

The Matrix is a guide that will help the Township and local officials advance the implementation of the Revitalization Plan. As funds become available or as conditions warrant, the prioritization agenda can certainly change but this Matrix provides an excellent place from which to begin the process of Plan Implementation.

LOWER POTTSGROVE TOWNSHIP PROJECT FUNDING MATRIX

PROJECT LOCATION	PRIORITY RANKING	PROJECT DESCRIPTION	TIME FRAME	COST ESTIMATE	POTENTIAL FUNDING SOURCES	POTENTIAL PARTNERS
SANATOGA Village Center (along Run to Sanatoga Creek)	HIGH	Preparatory Work for Village Redevelopment and Design <ul style="list-style-type: none"> Feasibility SALDO Revisions for Public Plaza Design Guidelines 	Short Term (0-3 Years)	\$400,000	<ol style="list-style-type: none"> Municipal Financing County Center for Local Government Services PAFCOE Open Space & Public Places Funding 	<ol style="list-style-type: none"> Township Planning Commission County Planning Commission Township Commissioners Public/ Stakeholder
	HIGH	Streetcarage Improvements <ul style="list-style-type: none"> Sidewalk Construction Street Lighting Street Furniture Benches Street Trees Corridors on High Street at Sanatoga, Heritage & Highways Historical Amenities Seating Amenities Trail Connections Public Place/Marketplace <ul style="list-style-type: none"> Liberty Hill Park Sanderson Ballroom UP Historical Society 	Short Term (0-3 Years) Mid Term (3-6 Years)	TBD \$200,000 \$100,000 \$250,000	<ol style="list-style-type: none"> Historical Sites and Safe Routes to School Programs Transportation Enhancement Program PAFCOE Community Revitalization Program Montgomery County Community Revitalization Fund Private Sector Developers Lower Pottsgrove Township PAFCOE Mutual Challenge Grant Program PAFCOE Job Retention Development Program PA Local Challenge Grants Special appropriation grants/fees/legislative 	<ol style="list-style-type: none"> Lower Pottsgrove Township Sanatoga Chamber of Commerce PAFCOE Montgomery County Developers

There are many potential partners and programs that can provide the funding necessary to help Lower Pottsgrove implement this plan.

PROJECT LOCATION	PRIORITY RANKING	PROJECT DESCRIPTION	TIME FRAME	COST ESTIMATE	POTENTIAL FUNDING SOURCES	POTENTIAL PARTNERS
SANATOGA VILLAGE (Cont.)	MEDIUM	West End High Street Gateway <ul style="list-style-type: none"> • Sprogels Run Bridge, Pedestrian Improvements • Signage • Landscaping 	Mid Term (3-6 Years)	TBD	<ol style="list-style-type: none"> 1. PennDOT Liquid Fuels Tax or Discretionary Aid Program; 2. CDBG Funding; 3. MontCo. Community Revitalization Program; 4. Treevitalize, (PA Horticultural Society) 5. PA DCED 6. Developers/Private Sector 	<ol style="list-style-type: none"> 1. Lower Pottsgrove Township; 2. PennDOT; 3. Montgomery County; 4. Private Sector.
	High Low Medium Medium	Redevelopment Opportunities <ul style="list-style-type: none"> • Sunnybrook Ballroom • Kmart Plaza Redevelopment • Firehouse Redevelopment • Pleasantview & High Street Redevelopment 	Short Term (0-3 Years) Mid to Long Term (4-10 Years)	TBD \$5,500,000	<ol style="list-style-type: none"> 1. PADCED Business in Our Sites Program; 2. MontCo. Community Revitalization Program; 3. Private Sector/Developers; 4. PADCED Growing Greener II Program; 5. National Park Service "Save America's Treasures" Program. 6. PA Historic & Museum Commission 	<ol style="list-style-type: none"> 1. Sunnybrook Foundation; 2. Private Sector; 3. Montgomery County; 4. Sanatoga Fire Company; 5. Lower Pottsgrove Township.
	Medium Medium Medium Low Low	Traffic & Transportation Enhancements <ul style="list-style-type: none"> • Traffic Calming • Bus Shelters • Sunnybrook Entrance (at High Street) & Porter Road Intersection Improvements • Driveway Development Entrance Improvements 	Short to Mid Term (0-6 Years)	TBD	<ol style="list-style-type: none"> 1. CDBG Program; 2. PennDOT Liquid Fuels Tax or Discretionary Aid Program; 3. PART or GVFTMA Capital Facilities Programs; 4. DVRPC Transportation Community Development Initiative; 5. Surface Transportation Prog. 6. Developers 	<ol style="list-style-type: none"> 1. PennDOT; 2. Lower Pottsgrove Township; 3. SEPTA; 4. DVRPC; 5. Sunnybrook Foundation; 6. PART.

PROJECT LOCATION	PRIORITY RANKING	PROJECT DESCRIPTION	TIME FRAME	COST ESTIMATE	POTENTIAL FUNDING SOURCES	POTENTIAL PARTNERS
East SANATOGA DISTRICT (Sanatoga Road to Rupert Road)	HIGH	Preparatory Work for District Redevelopment and Design <ul style="list-style-type: none"> • Rezoning/Zoning Revisions • SALDO Revisions for Public Places • Design Guidelines 	Short Term 0-3 Years)	TBD	<ol style="list-style-type: none"> 1. Municipal Financing; 2. Governor's Center for Local Government Services; 3. PADCNR Open Space & Public Places Funding. 	<ol style="list-style-type: none"> 1. Township Planning Commission; 2. County Planning Commission; 3. Township Commissioners; 4. Public/Stakeholders
	LOW	Streetscape Improvements <ul style="list-style-type: none"> • Sidewalk Construction • Street Lighting • Street Furniture • Banners • Street Trees • Crosswalks on High Street at Rupert Road, South Park and Sanatoga Roads • Stormwater Improvements • Landscaping • Pedestrian Amenities • Bicycling Amenities • Trail Connections • Public Places/Mini-Parks 	Mid to Long Term (4-10 Years)	TBD \$715,000 (sidewalks thru street trees)	<ol style="list-style-type: none"> 1. Hometown Schools and Safe Routes to Schools Programs; 2. Transportation Enhancement Program; 3. PADCED Community Revitalization Program; 4. Montgomery County Community Revitalization Prog.; 5. Private Sector/Developers; 6. Lower Pottsgrove Township; 7. PADCNR Municipal Challenge Grant Program; 8. PADCED Infrastructure Development Program. 9. PADCED Conservation/Land Use Grants. 	<ol style="list-style-type: none"> 1. Property Owners and Businesses; 2. Lower Pottsgrove Township; 3. PennDOT; 4. New Developers.
	MEDIUM	East High Street Gateway <ul style="list-style-type: none"> • Sanatoga Creek Bridge, Pedestrian Improvements • Signage • Landscaping 	Mid Term (4-6 Years)		<ol style="list-style-type: none"> 1. Homebuilders Assn., Save-a-Tree, Plant-a-Tree Program; 2. Transportation Enhancement Program; 3. DCNR Recreation, Parks & Open Space Grant Program; 4. Developers. 	<ol style="list-style-type: none"> 1. Lower Pottsgrove Township; 2. PennDOT; 3. Property Owners & Businesses; 4. Limerick Township.

PROJECT LOCATION	PRIORITY RANKING	PROJECT DESCRIPTION	TIME FRAME	COST ESTIMATE	POTENTIAL FUNDING SOURCES	POTENTIAL PARTNERS
EAST SANATOGA DISTRICT, (Continued)	Medium Low Low Low Medium	Redevelopment Opportunities <ul style="list-style-type: none"> • Tornetta Property • South Park Road • Shaner Propane • Shaner & Windhaven Mobile Home Parks • Hill Top Diner Restoration/ Historic Designation 	Mid to Long Term (4-10 Years)		<ol style="list-style-type: none"> 1. Keystone Historic Preservation Grant Program; 2. Claniel Foundation; 3. PADCED Business in Our Sites Program; 4. Private Developers; 5. MontCo. Community Revitalization Program. 	<ol style="list-style-type: none"> 1. Lower Pottsgrove Township; 2. PennDOT; 3. Montgomery County.
	MEDIUM	Traffic and Transportation <ul style="list-style-type: none"> • Traffic Calming • Bus Shelters • Sanatoga Road Intersection • South Park Road Intersection • Rupert Road Intersection 	(Mid to Long Term (4-10 Years)	\$20,000 per	<ol style="list-style-type: none"> 1. CDBG Funding; 2. PART or GVFTMA Capital Facilities Funding; 3. Congestion Management & Air Quality Funding, (CMAQ); 4. PennDOT Liquid Fuels or Discretionary Aid Programs. 5. DVRPC Transportation Community Development Initiative; 6. Surface Transportation Act Funding; 7. Developers. 	<ol style="list-style-type: none"> 1. Lower Pottsgrove Township; 2. Private Sector; 3. PennDOT; 4. Limerick Township.
SANATOGA INTER-CHANGE DISTRICT	HIGH	Preparatory Work for District Redevelopment and Design <ul style="list-style-type: none"> • Master Planning Study for Area • Rezoning/Zoning Revisions • SALDO Revisions for Public Spaces • Design Guidelines 	Short Term (0-3 Years)	\$125,000	<ol style="list-style-type: none"> 1. Municipal Financing; 2. Governor's Center for Local Government Services; 3. PADCNR Open Spaces and Public Places Funding; 4. PADCED. 	<ol style="list-style-type: none"> 1. Township Planning Commission; 2. County Planning Commission; 3. Township Commissioners; 4. Limerick Township.

PROJECT LOCATION	PRIORITY RANKING	PROJECT DESCRIPTION	TIME FRAME	COST ESTIMATE	POTENTIAL FUNDING SOURCES	POTENTIAL PARTNERS
SANATOGA INTER-CHANGE DISTRICT, (Continued.)	MEDIUM	Streetscape Improvements <ul style="list-style-type: none"> • Sidewalk Construction • Street Lighting • Street Furniture • Banners • Crosswalks at Intersections • Street Trees • Landscaping • Pedestrian Amenities • Bicycling Amenities • Trail Connections • Public Places/Mini-Parks • Bury Electric and Telecommunications Lines 	Mid to Long Term (4-10 Years)		<ol style="list-style-type: none"> 1. Hometown Schools and Safe Routes to Schools Programs; 2. Transportation Enhancement Program; 3. PADCED Community Revitalization Program; 4. Montgomery County Community Revitalization Prog.; 5. Private Sector/Developers; 6. Lower Pottsgrove Township; 7. PADCNR Municipal Challenge Grant Program; 8. PADCED Infrastructure Development Program. 9. Special Appropriations Grant from PA Legislature. 	<ol style="list-style-type: none"> 1. PennDOT; 2. Lower Pottsgrove Township; 3. Businesses and Property Owners; 4. Montgomery County; 5. Limerick Township.
	MEDIUM	Sanatoga Interchange Gateway <ul style="list-style-type: none"> • Signage • Landscaping 	Mid Term (4-10 Years)		<ol style="list-style-type: none"> 1. CDBG Funding 2. MontCo. Community Revitalization Program; 3. PennDOT Liquid Fuels Tax Program 4. Developers. 	<ol style="list-style-type: none"> 1. PennDOT 2. Limerick Township; 3. Lower Pottsgrove Township.
	MEDIUM	Redevelopment Opportunities <ul style="list-style-type: none"> • Evergreen Road Area 	Short to Long Term (0-10 Years)		<ol style="list-style-type: none"> 1. Private Sector/New Developers; 2. PADCED Business in our Site Program. 	<ol style="list-style-type: none"> 1. Private Developers; 2. Limerick Township; 3. Lower Pottsgrove Township; 4. Montgomery County.

PROJECT LOCATION	PRIORITY RANKING	PROJECT DESCRIPTION	TIME FRAME	COST ESTIMATE	POTENTIAL FUNDING SOURCES	POTENTIAL PARTNERS
SANATOGA INTER-CHANGE DISTRICT, (Continued.)	Medium Medium Low Low	Traffic and Transportation <ul style="list-style-type: none"> • Traffic Calming • Bus Shelters • 422 Interchange Improvements • New and Current Intersections 	Mid to Long Term (4-10 Years)		<ol style="list-style-type: none"> 1. CDBG Funding; 2. PennDOT Liquid Fuels Tax Program; 3. PART or GVFTMA Capital Facilities Programs; 4. MontCo. Community Rev. Prog. 5. Surface Transportation Act; 6. TCDI Funding; 7. Developers. 	<ol style="list-style-type: none"> 1. PennDOT; 2. SEPTA; 3. Pottstown; 4. Limerick Township
ARMAND HAMMER BOULEVARD INTER-CHANGE DISTRICT	HIGH	Preparatory Work for District Redevelopment and Design <ul style="list-style-type: none"> • Rezoning/Zoning Revisions • SALDO Revisions for Public Spaces • Design Guidelines • Occidental Chemical Site Specific Plan 	Short Term (0-3 Years)		<ol style="list-style-type: none"> 1. PennDOT; 2. PADCED Community Revitalization Program; 3. Municipal Financing; 4. Governor's Center for Local Government Services; 5. PADCNR Open Spaces and Public Places Funding; 6. Private Sector and Developers. 	<ol style="list-style-type: none"> 1. PennDOT; 2. Occidental Chemical and other Property Owners and Stakeholders; 3. Borough of Pottstown;
	MEDIUM	Streetscape Improvements <ul style="list-style-type: none"> • Sidewalk Construction • Street Lighting • Street Furniture • Banners • Crosswalks • Street Trees • Landscaping • Pedestrian Amenities • Bicycling Amenities • Trail Connections • Public Places/Mini-Parks 	Long Term (7-10 Years)		<ol style="list-style-type: none"> 1. Special Appropriations Grant 2. Hometown Schools and Safe Routes to Schools Programs; 3. Transportation Enhancements Prog; 4. PADCED Community Revitalization 5. Montgomery County Community Revitalization Prog; 6. Private Sector/ Developers; 7. Lower Pottsgrove Township; 8. PADCNR Municipal Challenge Grant 9. PADCED Infrastructure Development 10. Funding, PA Legislature 	<ol style="list-style-type: none"> 1. Lower Pottsgrove Township; 2. TriCounty Area Chamber of Commerce; 3. Borough of Pottstown; 4. PennDOT.

PROJECT LOCATION	PRIORITY RANKING	PROJECT DESCRIPTION	TIME FRAME	COST ESTIMATE	POTENTIAL FUNDING SOURCES	POTENTIAL PARTNERS
ARMAND HAMMER BOULEVARD INTER-CHANGE DISTRICT	MEDIUM	Armand Hammer Boulevard Interchange Gateway <ul style="list-style-type: none"> • Signage • Landscaping 	Mid to Long Term (4-10 Years)		<ol style="list-style-type: none"> 1. PennDOT; 2. Transportation Enhancements Program; 3. CDBG Funding; 4. Private Sector/Developers. 	<ol style="list-style-type: none"> 1. PennDOT; 2. Private Developers; 3. Borough of Pottstown;
	High Low	Redevelopment Opportunities <ul style="list-style-type: none"> • Occidental Chemical Site • Sanatoga Station Road 	Mid to Long Term (4-10 Years)		<ol style="list-style-type: none"> 1. PA Enterprise Zone Program; 2. PADCED Industrial Sites Reuse Program; 3. PA Economic Dev. Financing Authority; 4. U.S. HUD/BEDI Program; 5. Developers. 	<ol style="list-style-type: none"> 1. Occidental Chemical and Private Developers; 2. Lower Pottsgrove Township; 3. Pottstown Borough;
	MEDIUM	Traffic and Transportation Enhancements <ul style="list-style-type: none"> • Traffic Calming • Bus Shelters • Armand Hammer Interchange Improvements • New and Current Intersections 	Mid to Long Term (4-10 Years)		<ol style="list-style-type: none"> 1. PennDOT Liquid Fuels Tax Program; 2. CDBG Funding; 3. PART or GVFTMA Capital Facilities Programs; 4. DVRPC, Transportation and Community Development Initiative Program; 5. Developers. 	<ol style="list-style-type: none"> 1. PennDOT; 2. Borough of Pottstown; 3. Lower Pottsgrove Township; 4. Occidental Chemical and Private Developers.
	High Medium Medium High Low Low Low Medium Medium Low	Marketing Tasks <ul style="list-style-type: none"> • Form Economic Development Committee • Coordinate Events & Marketing in the Township • Hold Festivals and Events at Sunnybrook & Township Parks • Develop a Comprehensive Marketing Strategy 			<ol style="list-style-type: none"> 1. Municipal Financing; 2. PA Historical and Museum Commission, Local History Grant Program; 3. Land Use Technical Assistance Program; 4. PADCED Local Municipal Resources & Dev. Program; 5. The Arcadia Foundation; 6. PADCED First Industries Fund. 	<ol style="list-style-type: none"> 1. Valley Forge Convention & Visitors Bureau; 2. Tri County Area Chamber of Commerce; 3. Township Historical Society; 4. Lower Pottsgrove Township; 5. PA Historical & Museum Commission

PROJECT LOCATION	PRIORITY RANKING	PROJECT DESCRIPTION	TIME FRAME	COST ESTIMATE	POTENTIAL FUNDING SOURCES	POTENTIAL PARTNERS
NON-AREA SPECIFIC IMPROVEMENTS (cont)		Marketing Tasks , con't <ul style="list-style-type: none"> • Develop an Historic Inventory • Open an Information Center in the Township (at the Historical Society Building) • Join the Valley Forge Convention & Visitor's Bureau • Construct Wayfinding Signage • Erect Historic Markers and Signage • Place Transit Schedules on the Township Website 	Short to Mid Term (0-6 Years)			6. Township Residents; 7. Township Businesses; 8. Sunnybrook Foundation.
	Low Low Medium Low Low	Public Safety Improvements <ul style="list-style-type: none"> • Form Neighborhood Associations • Implement Town Watch Program • Provide Safety Lighting in Gerald Richards and Sanatoga Parks • Install Security Cameras on Township Property and at Key Intersections • Develop and Implement Incentives for Township Residents to Report Crime/Mischief 	Short to Mid Term (0-6 Years)		1. CDBG Funding; 2. COPS Program; 3. Municipal Financing; 4. PADCNR Community Conservation Partnership Program.	1. Lower Pottsgrove Police Department; 2. Neighborhood Associations; 3. Lower Pottsgrove Township; 4. Chamber of Commerce; 5. Township Residents; 6. Township Businesses.

PROJECT LOCATION	PRIORITY RANKING	PROJECT DESCRIPTION	TIME FRAME	COST ESTIMATE	POTENTIAL FUNDING SOURCES	POTENTIAL PARTNERS
NON-AREA SPECIFIC IMPROVEMENTS	Medium Low Low	Improve Township Image <ul style="list-style-type: none"> • Create Public Spaces, Trails, and Parks • Promote Homeownership and Maintenance • Improve Code Enforcement 	Short to Mid Term (0-6 Years)		<ol style="list-style-type: none"> 1. PADCNR Open Spaces and Public Places Program; 2. PADCNR Community Conservation Partnership Prog. 3. PA Housing & Redevelopment Assist. Prog. 4. MontCo. Green Fields/Green Towns Program; 5. Corporate Sponsorships; 6. Developers/Property Owners. 7. National Park Service Land & Water Conservation Fund; 8. PADCNR Master Site Plan Grant Program; 9. Schuylkill River Greenways Assn. Heritage Grant Program; 10. Lowe's Home Improvement Grant Program. 	<ol style="list-style-type: none"> 1. Neighborhood Assns; 2. Lower Pottsgrove Township; 3. Home Improvement Stores; 4. Sunnybrook Foundation; 5. Property Owners; 6. Corporations; 7. Montco Partners for Homeownership; 8. M.C.C. College.

SUMMARY

This Community Revitalization Plan provides direction for the Township as it proceeds to implement its redevelopment and revitalization goals. As the concepts outlined in this Plan are refined and as there is ongoing community and stakeholder input, the projects and priorities outlined in the Plan will also be refined. Additional projects may be added. Goals and objectives may be modified. This document, however, provides a thorough and comprehensive foundation from which Lower Pottsgrove Township can advance a comprehensive revitalization strategy.

The project/strategy matrix outlined on the preceding pages includes an inventory of possible partners and programs that can assist the Township in its plan implementation efforts. This matrix can also be expanded and modified as new funding sources and development or redevelopment opportunities arise.

It was the principal mission of the planning process and Lower Pottsgrove Township to have in place a preliminary document by March 2008 that can be submitted to Montgomery County along with the Township's application for redevelopment funding, which would provide a solid basis for new redevelopment initiatives. That mission has been accomplished with the completion of this plan.

Over the next several months, the Township, its Task Force, and stakeholders will build on this foundation so that the plan can be implemented effectively. This is just the first step. Revitalization is an ongoing process – one that will require the involvement of many organizations and individuals. This document places the Township on the right track and holds a promise of new opportunity for businesses, residents, and other stakeholders in the community. It provides a foundation for many of the specific recommendations stemming from the Eastern Gateway Study, currently underway, and the goals and priorities expressed for the Township by the residents and stakeholders who participated in the planning process.

This Community Revitalization Plan is the first step toward implementing a comprehensive revitalization strategy in Lower Pottsgrove Township.

Lower Pottsgrove Township

**Community Revitalization
Preliminary Plan**

March 2008

Prepared By:

TRIAD
A s s o c i a t e s

*715 Twining Road, Suite 215
Dresher, PA 19025*

*238 West Chestnut Avenue
Vineland, NJ 08360*

www.triadincorporated.com