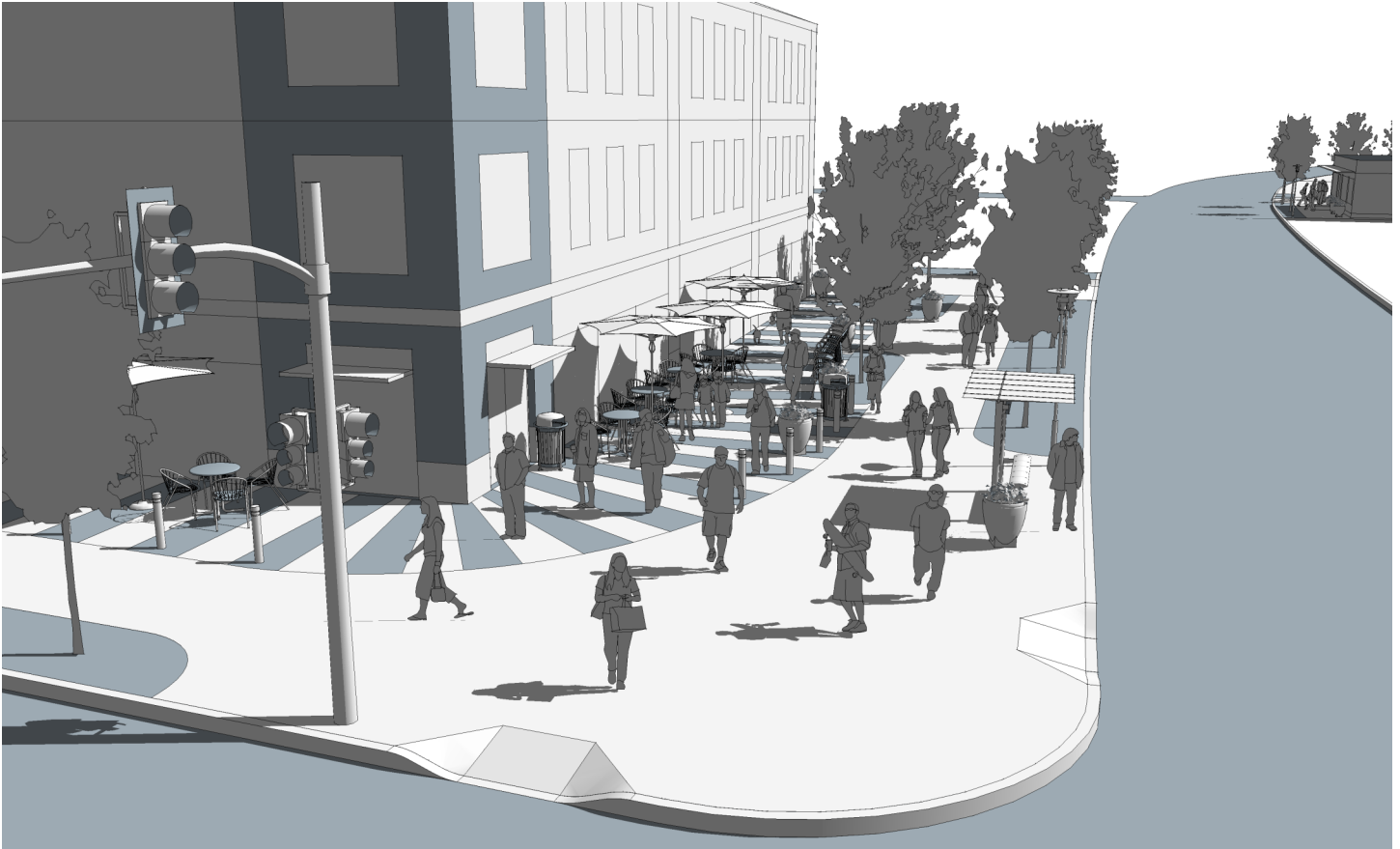


COLLEGEVILLE BOROUGH

PROPOSED MAIN STREET ZONING DISTRICT OUTREACH



Visual rendering showing potential redevelopment of the Borough Hall property

Tamara Twardowski
Borough Manager
ttwardowski@borough.collegeville-pa.gov
610-489-9208

Cathy Kernen
Borough Council President
ckernen@council.collegeville-pa.gov
610.409.0370

COLLEGEVILLE BOROUGH

PROPOSED MAIN STREET ZONING DISTRICT OUTREACH

This manual is intended to help property owners, renters, developers, and the general public understand and interpret the borough's proposed Main Street zoning district. This district will stretch from 3rd Avenue to 5th Avenue along Main Street, and will encompass areas that are currently the Residential Office (R-O) and Main Street Commercial (MSC) zoning districts.



Timeline to Adoption

- October 20, 2022: Planning Commission approved the proposed Main Street District
- November 2, 2022: Borough Council approved motion to advertise the Main Street District
- December 7, 2022: First public hearing
- January—March, 2023: Public outreach period

ORDINANCE INTENT

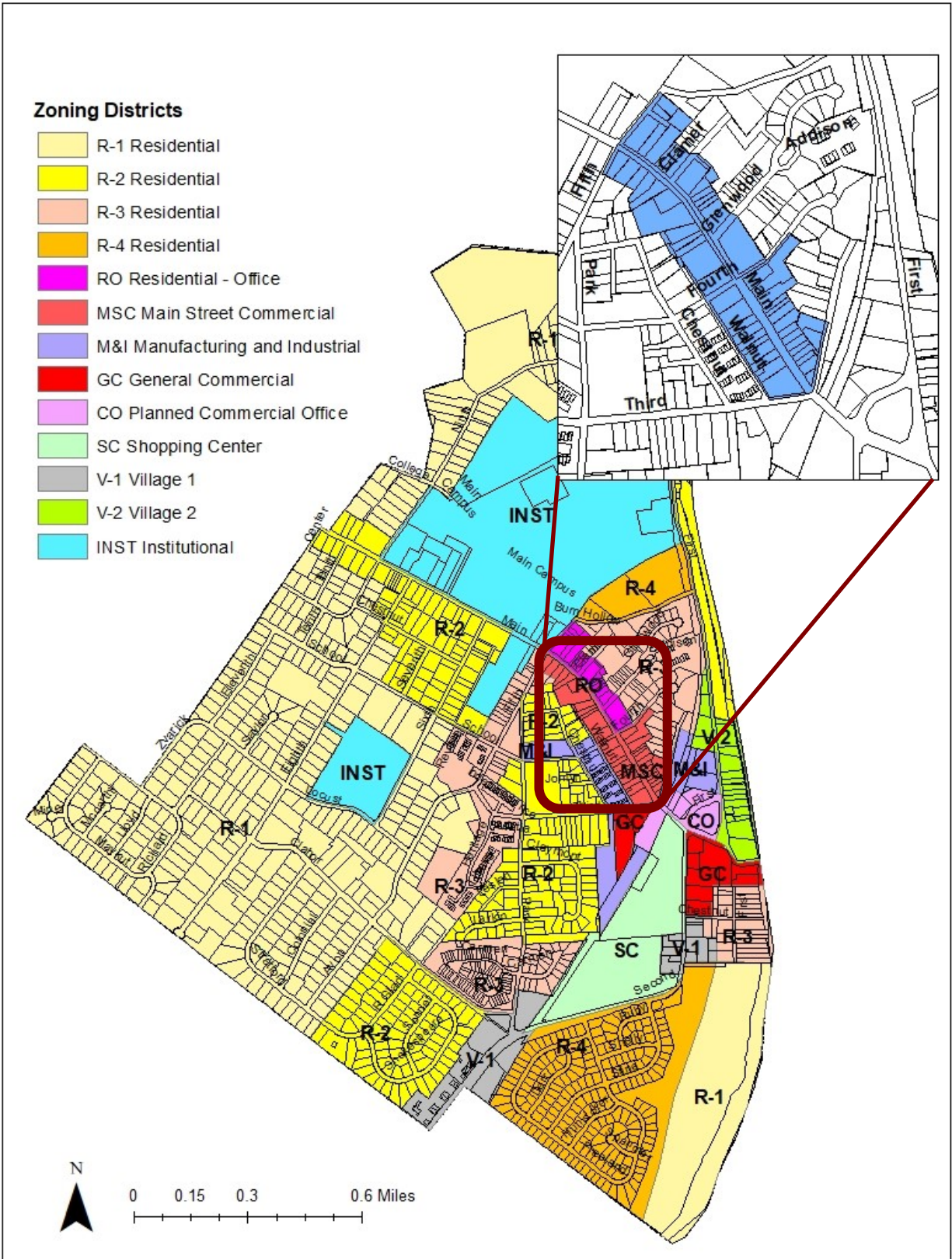
Section 680-125 of the Collegeville Borough Zoning Ordinance provides information about the intent of the Borough's Main Street District. Overall, the Borough's regulations for this district are meant to encourage a mix of uses and create a walkable downtown while providing design guidelines to ensure development reflects the existing architecture. Specifically, the district is intended to:

- A. Preserve the traditional late 19th and early 20th century architectural character of Main Street.
- B. Allow for new buildings or additions that reflect the existing architecture of the street.
- C. Allow for a mix of use at a scale and intensity found along a small-town Pennsylvania Main street.
- D. Prohibit uses that are more appropriate in the Borough's other commercial districts.
- E. Establish a walkable community by promoting the pedestrian orientation of streets and buildings.
- F. Create and support lively, human-scaled activity areas and gathering places for the community by encouraging plazas, a mix of uses, and open space.
- G. Ensure that site improvements, access and parking, landscaping and lighting, land uses, and architectural treatments result in redevelopment that fits well, enhances its surroundings, and creates a uniform attractive streetscape.



PROPOSED ZONING DISTRICT BOUNDARY

The Main Street District encompasses all parcels bordering East Main Street between 3rd and 5th Avenues. It includes the MSC and the R-O Zoning Districts, as shown in the Borough's zoning map below. The inset map shows the parcels to be included in the proposed district.



WHAT DOES THIS ORDINANCE CHANGE MEAN?

A non-conforming use or structure is one that was permitted under a prior zoning ordinance, or that predated zoning altogether, but is no longer permitted with the zoning change. With the enactment of the proposed ordinance, single-family detached and semi-detached homes and business/professional office uses within forty feet of the first floor front façade, as well as student housing would be non-conforming. Buildings and lots whose dimensions and design does not comply with the proposed zoning requirements would be non-conforming as well. These would be allowed to continue to exist under the new zoning—they are “grandfathered” in and are considered to have pre-existing non-conforming status. These uses can even expand within the existing building up to 25% of the gross floor area of the non-conforming use, and a building with a non-conforming use can be expanded by up to 25% of the gross floor area of the building as it existed when the zoning changed. If 75% or more of the market value of a non-conforming building is destroyed by fire or other means, then the building must be reconstructed and used in compliance with the proposed Main Street District requirements. If less than 75% of the market value of a non-

conforming building is destroyed by fire or other means, then the building can be reconstructed and used as before, as long as it does not exceed the dimensions of the former structure, and it is rebuilt within one year from when it was damaged.

If you own a building or rent space in a building in the proposed Main Street District, nothing will change unless the owner wants to *significantly* redevelop the property.



WHAT IF THE BUILDING OWNER WANTS TO MAKE A CHANGE?

The fate of a building will depend on what the owner intends to do with it. They are permitted to keep the former use, even if it is non-conforming, and even expand it up to 25% (see article VII of the borough’s zoning ordinance on non-conforming structures, uses, and lots: <https://ecode360.com/32859458>).

The building would need to be brought into compliance with the Main Street District, or the owner would need to apply for a variance from the Zoning Heard Board if:

- The owner wants to demolish the current building and build something new
- The owner wants to change a non-conforming use to a use that conforms with the new zoning

If the owner wants to change the non-conforming use to another non-conforming use (e.g. from a single-family home to student housing), the owner would need a special exception from the Zoning Hearing Board.



WHAT USES ARE PERMITTED?

Most uses currently permitted in the MSC District, plus municipal buildings/uses would also be permitted in the Main Street district. This includes:

- Retail
- Restaurants, bakeries, cafes, ice cream shops, other places serving food and beverages
- Personal service shops: barber shops, hairdresser, tailor, dry cleaners, etc.
- Studios for photography, dance, art, etc.
- Art galleries
- Pedestrian pick-up windows
- Outdoor dining, outdoor food service, outdoor merchandise sales that do not block the sidewalk right-of-way
- Municipal buildings and uses, including parks and playgrounds



Other uses are permitted with additional scrutiny:

- Rooming houses by special exception & residential conversions, pursuant to §680-44
- B&B homes or inns, pursuant to §680-47
- Mixed-use multifamily buildings are permitted by conditional use with the following provisions:
 - A commercial use is required along the primary frontage for a minimum depth of 40 feet
 - The minimum lot area is 20,000 square feet
 - The average dwelling unit size is 800 square feet
 - The maximum building height is 42 feet
- A business or professional office is permitted by conditional use. This use is required to be located more than 40 feet from the front façade, or on the second floor or above.



WHAT USES ARE NOT PERMITTED?

In keeping with the intent of this ordinance to create a walkable, pedestrian-oriented Main Street, the following uses are not permitted.

- Drive-through windows or facilities
- Gas station, auto repair, body shop, or gasoline sales of any kind
- Drive-in use
- Car wash
- Self-storage facility
- Parking garage with a height greater than 20 feet
- Student housing
- Single-family dwellings

HOW DO THE PROPOSED USES COMPARE WITH THE CURRENT ZONING?

The chart below compares the various uses in the prior R-O and MSC zoning districts with the proposed Main Street District. The biggest change is that the Main Street District no longer permits single-family detached and semi-detached homes or student housing.

Standard	R-O (Current Zoning)	MSC (Current Zoning)	Main Street District (Proposed Zoning)
By-Right Uses	Single family detached and semi-detached homes, student housing	Retail, restaurant/bakery/ice cream, personal service shop, business/professional office, studio, art gallery, B&B, apartments above nonresidential use, residential conversion, pedestrian pick-up window, outdoor dining/sales, single-family detached or semi-detached dwelling	All uses in current MSC, plus municipal buildings and uses, but no single-family detached and semi-detached, no student housing
Conditional Use	Business or professional office, music/dance/art studio, multifamily conversion, clubs/lodge halls	New construction that is considered a land development	Mixed-use multifamily building, business/professional office
Conditional Use Standards	Primary façade facing Main, preserve existing building to be consistent with historic character, preserve front façade, porch, and front yard.	New buildings must be compatible with pre-1950s buildings along Main, primary façade facing Main	Commercial use required along primary frontage, min. lot area 20,000 sq. ft. average dwelling unit size 800 sq. ft., max building height 42 ft. Business/professional office located more than 40 ft. from primary frontage or on 2nd floor or above
Special Exception Uses	Student homes	Rooming house, student homes	Rooming house
Prohibited Uses	N/A	Fast food, drive-through, gas station, auto repair, body shop, gas sales, drive-in, car wash	Drive-through, gas station, auto repair, body shop, gas sales, drive-in, car wash, self service storage facility, parking garage with height greater than 20 ft.

DIMENSIONAL STANDARDS

Dimensional standards regulate the size of lots, the distance buildings need to be set back from the street and from each other, the amount of impervious surface, and the height of buildings, among other things. The below standards are designed to facilitate a pedestrian-oriented streetscape. The chart below compares the dimensional standards between the current R-O, MSC, and the proposed Main Street District.

Standard	R-O (Current Zoning)	MSC (Current Zoning)	Main Street District (Proposed Zoning)
Lot Area & Width	Detached dwelling: min. area 6,000sq.ft, lot width 40ft. Semi-detached dwelling: min 4,000sq.ft, lot width 30ft. per side	N/A	Min. lot area 20,000 sq. ft.. for mixed-use multifamily building Min. lot width 25 ft.
Front Yards	Min. 25 ft. depth, or the building line of the majority of the buildings on that side of the block	Setback in place when chapter adopted for existing buildings. New buildings - setback of nearest adjacent building fronting Main	Min. 14 ft. setback from Main Street, min. 10 ft. from other streets. 60% of front façade may be setback max. 20 ft. from Main Street, max. 25 ft. from all other streets
Side Yards	Detached dwelling: 2 side yards of min. 20 ft. aggregate width and not less than 8 ft. each Semi-detached dwelling: 1 side yard min 8 ft.	Min. 10 feet	Min. 10 ft.
Rear Yards	Min. 15 ft.	Min. 25 ft.	Min. 25 ft.
Building Coverage	Max. 40% of the lot	Max. 70%	Max. 70%
Impervious Coverage	Max. 55%. Can be increased up to 80% for conditional uses if 2 or more adjacent properties use common parking and shared access	Max. 85%	Max. 85%
Height	Max. 35 ft.	Max. 35 ft.	Max. 42 ft.
Building Footprint	Conditional Use: Max. 50, 00sq.ft. for single-use commercial building, max. 15,000 sq. ft. for all uses on site	Max. 10,000sq. ft. for single-use commercial building, max 15,000 sq. ft. for all uses on site	N/A

PEDESTRIAN DESIGN STANDARDS

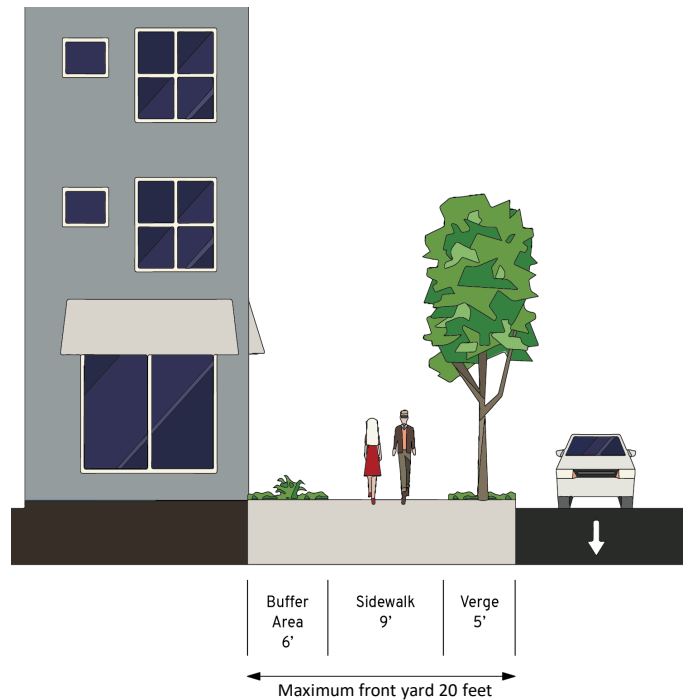
The following cross-section illustrations demonstrate the front yard streetscape requirements in the Main Street District. This includes the minimum front-yard setbacks, sidewalks, verge (buffer strip separating the street from the sidewalk), buffer and plaza. Sidewalks are required to be provided within the 14-foot front yard setback, and are to be at least 9-feet in width. A 5-foot verge is to be provided between the street and the sidewalk and is to be planted with street trees.

Below the image on the left shows a 14-foot minimum front yard setback with a 9-foot sidewalk and 4-foot verge. Setbacks can range between 14 feet and 20 feet for 60% or more of the front façade of the ground level of building on Main Street, and between 10 and 25 feet on all other streets. The larger setback allows for a green buffer area between the building and the sidewalk, as shown below.

Main Street, Minimum Setback, No Plaza



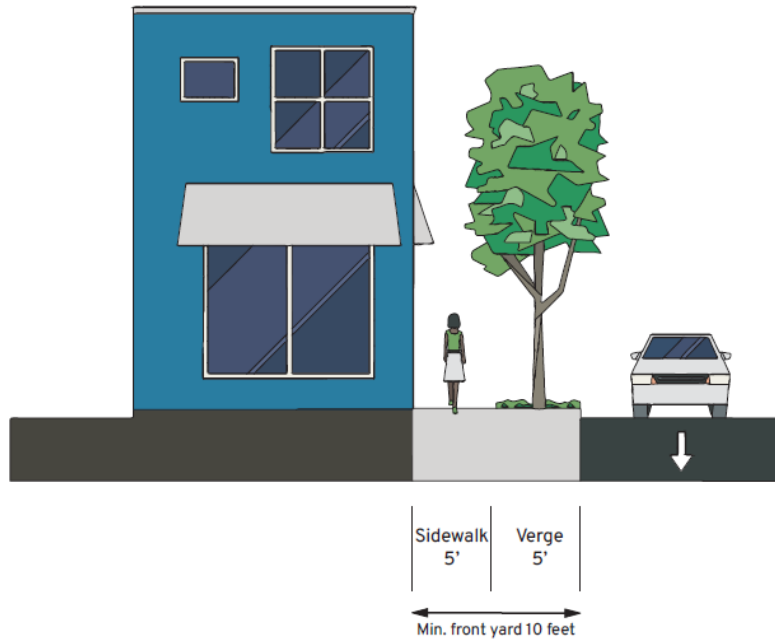
Main Street, Maximum Setback, No Plaza



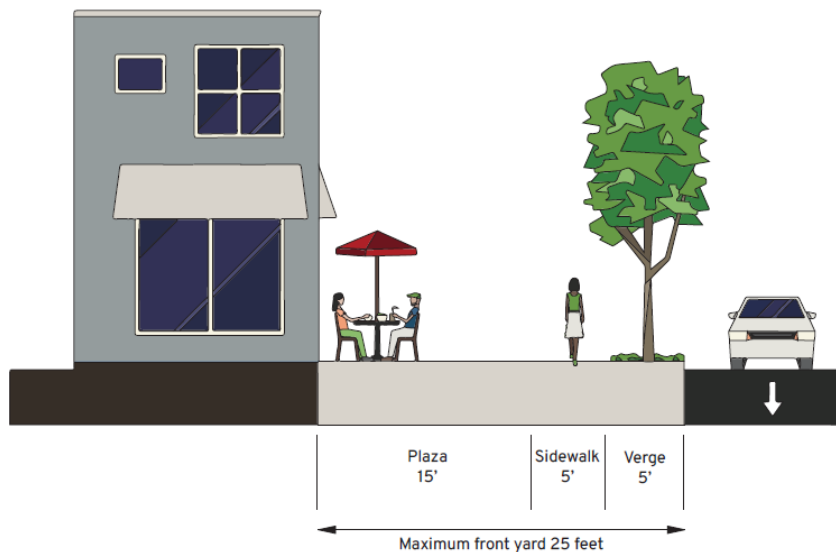
PEDESTRIAN DESIGN STANDARDS

The below cross-section illustration shows the streetscape on side streets, both with and without a plaza. A 5-foot sidewalk and 5-foot green verge are required, the minimum setback is 10 feet, and the maximum setback is 25 feet. The minimum size of a plaza is 300 square feet.

Side Street, Minimum Setback



Fifth Street, Maximum Setback, Plaza



GREEN AREA & STREETSCAPE STANDARDS

Greening and streetscape elements are required for additions/alterations and new construction, and vary by the size of the building, with larger developments requiring more elements. These requirements are intended to encourage a lively, pedestrian-friendly streetscape. The Main Street District also has standards for urban gardens, public plazas/squares/courtyards, and outdoor dining to ensure that, when proposed, they are safe, pleasant to spend time in, visually appealing, and accessible to the public. These include minimum size requirements, the percentage of the space that should be landscaped, as well as requirements for seating, trash receptacles, and lighting. The charts below outline the point system by development size, as well as the categories of greening elements.

Streetscape and green area requirements by development type

Building Additions and Alterations	Two-story New Developments of 2,500—4,999 gross sq. ft. in size.	Two-story New Developments of 5,000—9,999 gross sq. ft. in size.	New Developments of 10,000 gross sq. ft. and over in size and/or new buildings greater than two stories
4 points from Category A (no more than two of one item)	4 points from Category A (no more than three of one item)	5 points from A, 4 points from B	7 points from A, 5 points from B, and 3 points from C

Streetscape and green area items by category

Category	Item	Points
A	Hanging Baskets (minimum size 12 inches in diameter)	1
A	Decorative Banners/Flags	1
A	Window Boxes (as wide as window sill and a minimum size 6 inches wide by 6 inches deep)	2
A	Additional planting area including shrubs, trees, groundcovers, or flowers	2
A	Street planter (minimum size 24 inches in diameter)	2
B	Building Decorative Lighting	1
B	Bench (at least 5 feet in length)	2
B	Trash Receptacle	2
B	Raised Planting Bed	2
B	Trellis, Arbor or Pergola (planted with vines or shrubs)	2
B	Awning for Window or Door	2
B	Kiosk	3
C	Water Bottle Filling Station	2
C	Decorative Paving	2
C	Water Feature (Fountain)	2
C	Public Art/Mural	3
C	Balconies	3
C	Street Lighting	3
C	Planting in Curb Extension (Planted Bulb outs/Large Planters)	3
C	Urban Garden (See requirements in § 680-133.A.3)	3
C	Roof Garden	3
C	Bus Shelter	3
C	Clock Tower	4
C	Decorative Architectural Treatments	6
C	Plaza/Square/Courtyard (See requirements in § 680-133.A.4)	6
C	Façade Restoration	6
C	Other Amenity Approved by Governing Body	3-6

PARKING, LOADING, & SCREENING

The parking, loading, and screening standards are intended to create a pedestrian-oriented streetscape by putting parking lots behind or to the side of buildings, providing pedestrian connections between parking areas and businesses, and providing buffers between parking lots/commercial uses and neighboring residences. Vehicle access to surface parking should be from an alley or side street, unless there is no other alternative.

Several parking reduction options are provided in the Main Street District, including:

- Utilizing off-site lots to meet the parking requirements
- Reduced off-street parking requirements as compared to current zoning:
 - Multifamily buildings would require 1.5 spaces per dwelling unit
 - Commercial retail stores would require 1 space per 350 square feet of gross sales floor area.



Parking lots visible from a public street that are abutting a residential use should be screened with a 6-foot high fence/wall or evergreen screen. Parking lots visible from a public street that abut nonresidential uses should be screened with a 3-foot high fence/wall or evergreen screen.

BUILDING DESIGN STANDARDS

The Main Street District has specific building design standards to ensure that new development, additions, and renovations fit in with the current architecture along Main Street. Architectural elevations by a registered architect are required to be submitted with all proposals. Building additions and expansions should be consistent with the existing building's bulk, scale, style, character, proportions, materials, window and door openings, detailing, and rooflines.

BUILDING ORIENTATION & ENTRANCES

All buildings should have the main entrance on Main Street. Primary building entrances should be accentuated.

Accepted entrances are shown here.

Portico entrance



Recessed entrance



Protruding entrance



Overhang entrance



Canopy entrance



BUILDING DESIGN STANDARDS CONTINUED

BUILDING ORIENTATION & ENTRANCES

One of the following architectural entrance accents are required.

Transom window

A transom window goes above the door



Landscaping

Shrubs, ground cover, or perennials should cover a minimum area of 20 square feet outside the entrance



Pediment

A pediment is the trim above the door frame



Door surround

A door surround is a decorative element or structure around an entrance



Awning

An awning is an overhanging covering that extends over the window or door



Arch

An arch is a curved symmetrical structure spanning the door



BUILDING DESIGN STANDARDS CONTINUED

WALLS AND WINDOWS

Blank walls are not permitted along an exterior wall facing a street, parking area, or walking area. In addition, there are standards for the percentage of the façade that must be covered by windows, also known as minimum transparency. Walls without windows need to have architectural treatments similar to the front façade, including materials, colors, and details. At least 4 of the below architectural treatments should be provided, or a different architectural element may be provided that meets the intent if approved by the governing body.

Projecting cornice

This is the uppermost horizontal area that projects over the top of a wall or below a roof line, as shown at the top of the building below.



Concrete or masonry plinth at the base of the wall

A plinth is the lowest part of a wall that appears above ground level



Belt courses of a different texture or color

A belt course is a continuous row or layer of stones or brick set in a wall



Masonry (not flat concrete block)



Projecting metal canopy



Decorative tilework



Opaque or translucent glass



Artwork



Lighting fixtures



BUILDING DESIGN STANDARDS CONTINUED

WALLS AND WINDOWS, CONTINUED

Vertical/horizontal articulation

Facade articulation uses form, structure, and materials to break up the scale of buildings and spaces to achieve human scale.



Medallions

A medallion is a round or oval decorative element on a facade that contains a sculptural or pictorial decoration.



Trellis containing plantings

A trellis is a frame of latticework used as a screen or support from climbing plants.



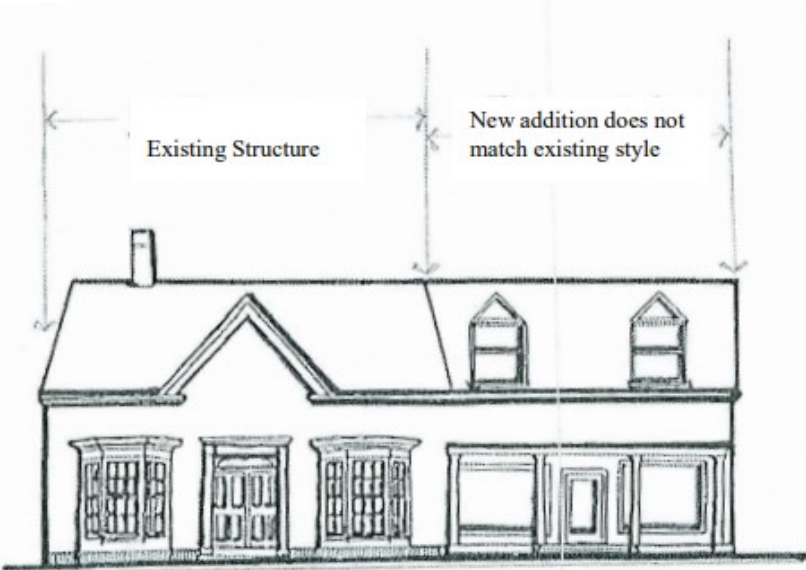
BUILDING CHARACTER, ARCHITECTURAL RHYTHM, & MASSING

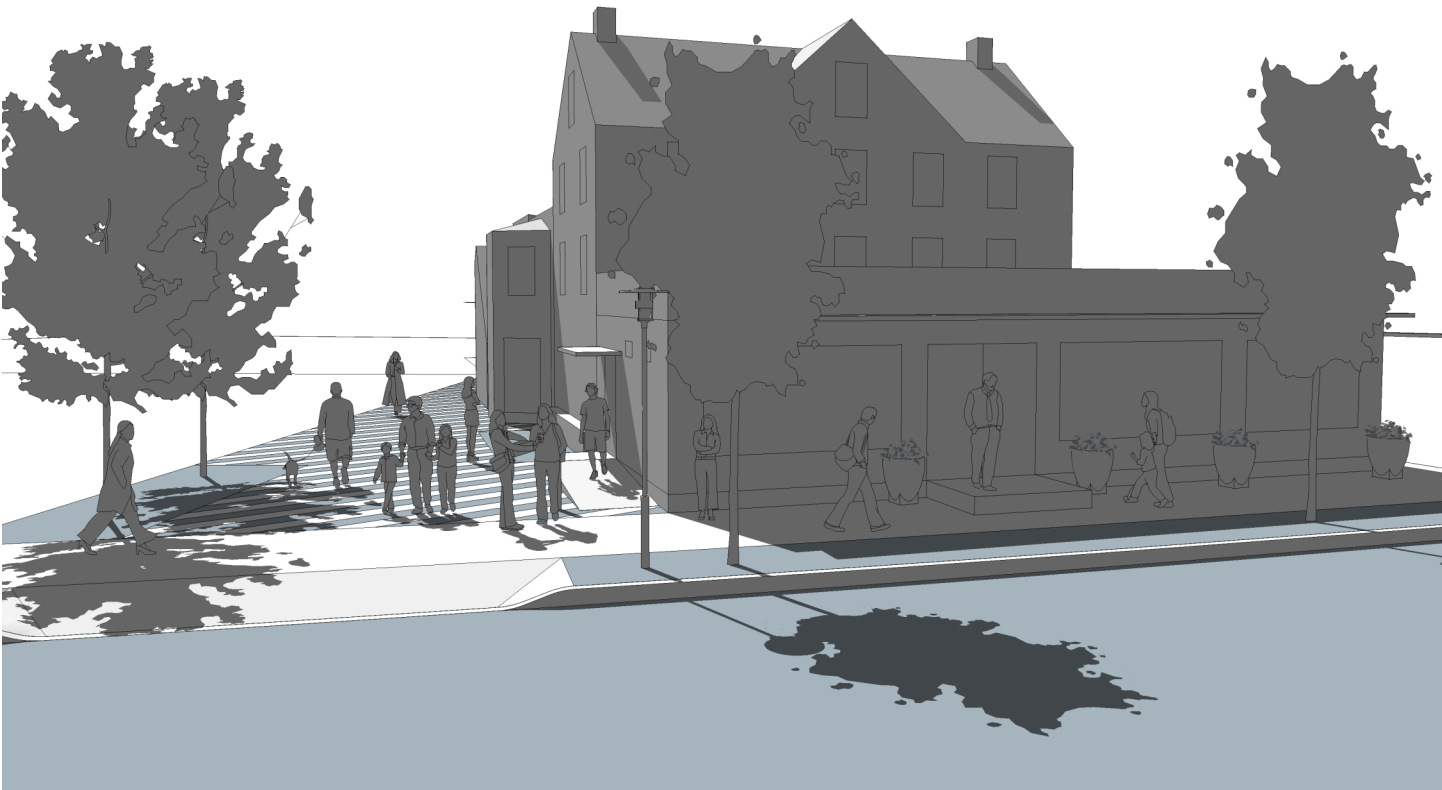
Roofs in keeping with the character of adjacent buildings are recommended for new development and additions. Building materials and design motifs like porches and pitched roofs that are traditionally found along Main Street should be used. New infill development should retain the historic architectural rhythm of building openings along the same block. Rhythm is created by the spacing and number of openings in a building's facade, like windows and doors. Openings should balance each other through their placement and size. New infill should maintain the horizontal rhythm of Main Street facades by using a similar alignment of windows, floor spacing, cornices, and awnings. Building should be similar in height and size or articulated and subdivided into massing (bulk) that is proportional to adjacent structures.

Not recommended new infill building



Recommended new infill building





Visual rendering showing potential redevelopment of the Benjamin Moore Paint Store