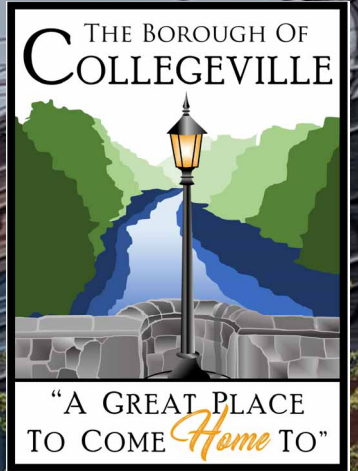


Collegeville Main Street Revitalization Plan



Final Report
September 2024

**DERCK
& EDSON** EST. 1940
CAMPUSES DOWNTOWNS ATHLETICS

Acknowledgements

■ Steering Committee

- Alex Tweedie
- Annette Parker
- Brenna Sowers
- Cathy Kernen
- Joe Greenwald
- John Zvarick
- Matt Wrigley
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- Dr. Aidsand F. Wright-Riggins, Mayor
 - Cathy Kernen
 - Gary Hoffmann
 - Craig Farr
 - Valarie Beckius
 - Marion McKinney
 - Kathy Costello
 - Damien Brewster
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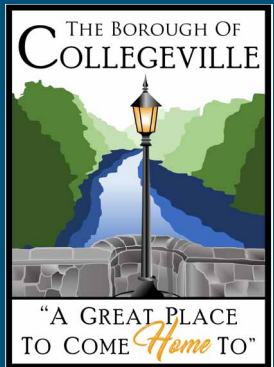
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▪ Main Street Revitalization & Redevelopment	Page 43
▪ Implementation Plan	Page 46
▪ Appendix 1: Community Survey Results	Page 54

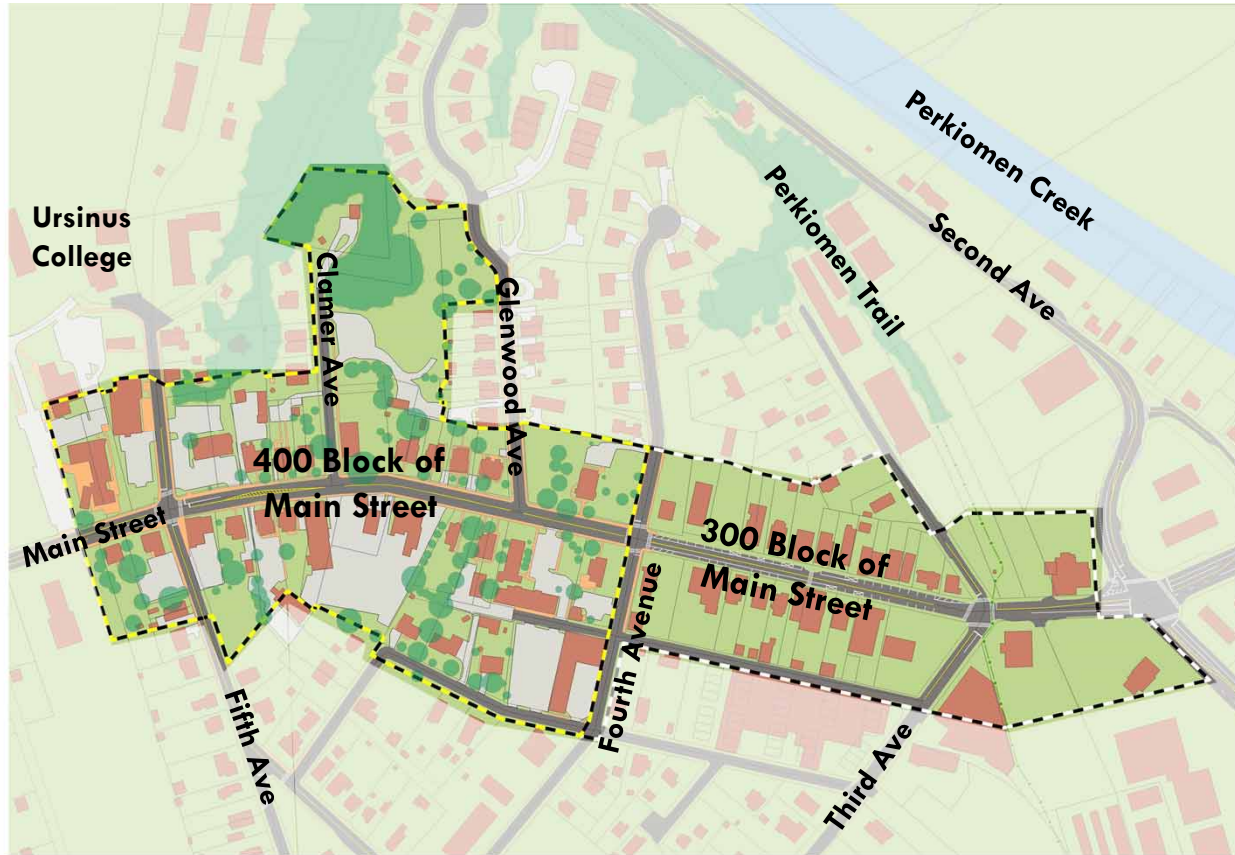
THE VISION FOR MAIN STREET



Collegeville Main Street Revitalization Plan

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Main Street Business District



Project Study Area

The Borough of Collegeville engaged Derck & Edson planners and architects in collaboration with the Montgomery County Planning Commission to work with a steering committee comprised of community leaders, business owners, members of the planning commission and borough council on this 11-month planning project. The purpose of this plan is to create a community guided plan for the revitalization of Collegeville's Main Street business district. The Collegeville Main Street Revitalization Plan provides strategies to enhance Main Street by focusing on the 400 block of Main Street. This is a key block that connects to the businesses on the existing 300 block of Main Street to create a more vibrant business district to serve Borough residents, the Ursinus College community, and the region.

Goals for Main Street Revitalization

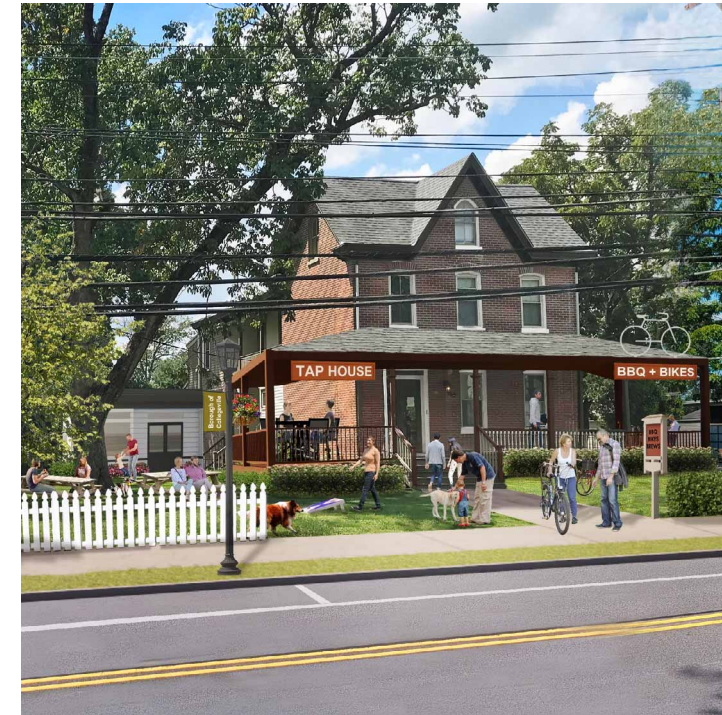


Proposed Enhancements to Main Street Collegeville facing south on Main Street at Clamer Avenue

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

Strategies for Main Street Revitalization

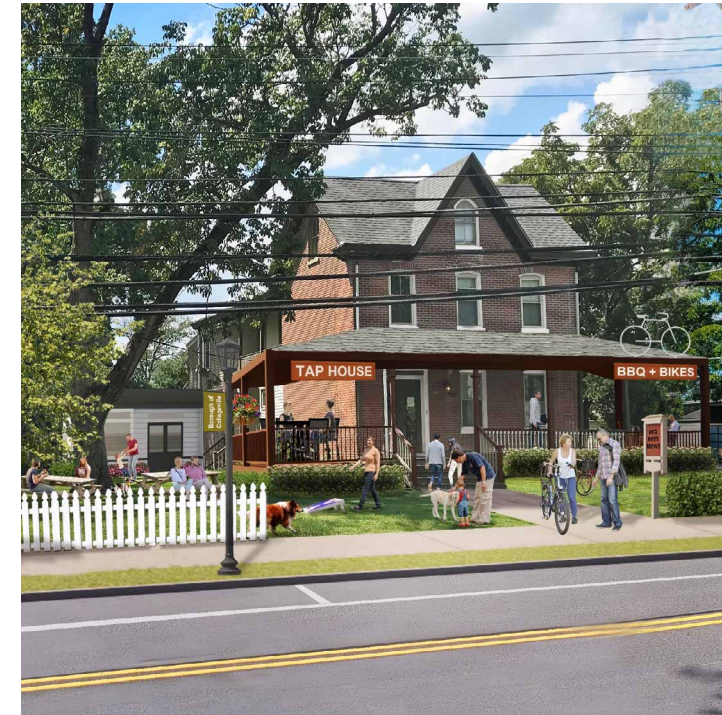
- 1. ENHANCE STREETSAPES:** Enhance the sidewalks, crosswalks, lighting, signage, and street trees along the 400 Block of Main Street
- 2. BUILD PARKING:** Build on-street parking, parking lots, rear access lanes, and reduce the number of driveways. Extend Walnut Street to connect with Clamer Avenue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



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

Strategies for Main Street Revitalization

- 6. RECRUIT BUSINESSES AND OFFER GRANTS:** Create a coordinated strategy for attracting new businesses and securing grants to support the growth of the Collegeville business district
- 7. ENCOURAGE MIXED USE DEVELOPMENT:** Modify zoning to encourage the redevelopment of underutilized sites into mixed use retail and residential development in keeping with Main Street design standards.
- 8. ENCOURAGE ADAPTIVE REUSE:** Modify zoning and subdivision standards to promote the adaptive reuse of buildings to attract and retain community serving businesses along Main Street.
- 9. PLAN FOR MAIN STREET INFRASTRUCTURE:** Adopt an Official Map to designate the locations for new streets, parking areas and trails parallel to Main Street on both the north and south sides of the street.



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



Model of a street, sidewalks, and buildings showing existing conditions similar to Main Street in Collegeville

Challenges facing Main Street a vibrant pedestrian-oriented business district:

- Too many driveways along Main Street
- Parking in the front of lots
- Large gaps between businesses
- Narrow sidewalks
- A lack of street trees
- A lack of pedestrian lighting
- Poor signage
- Too few benches
- Inadequate rear lane parking and on-street parking
- No central civic space

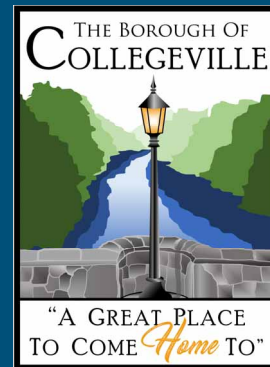


Model of a street, sidewalks, and buildings showing proposed improvements similar to Main Street in Collegeville

Proposed enhancements to Main Street include:

- Parking at rear of lots
- Curb bump outs at crosswalks
- On-street parking
- Crosswalks
- Remove driveways
- Grass verge
- Wider sidewalks
- Banners
- Street trees
- Pedestrian lights
- Signage
- Landscaping
- Plazas & seating
- Low ornamental fencing
- Zoning to encourage building additions
- Zoning to allow infill mixed use development

EXISTING CONDITIONS



Collegeville Main Street Revitalization Plan

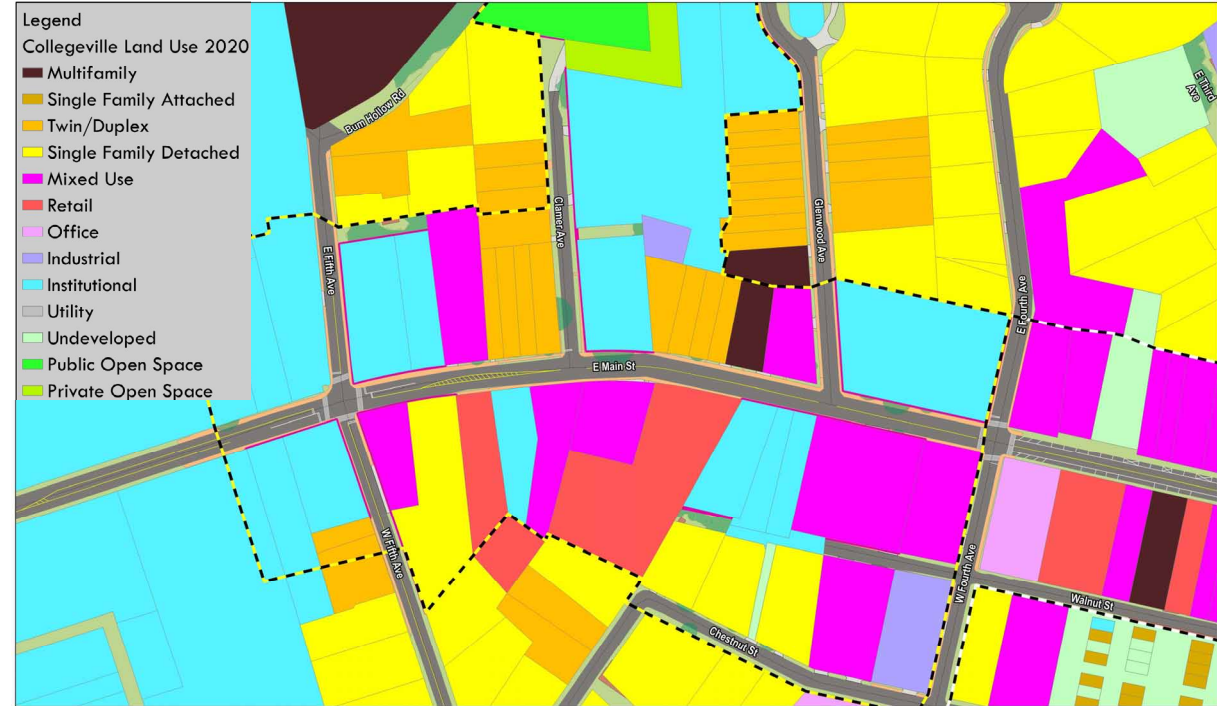
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Existing Land Use Map

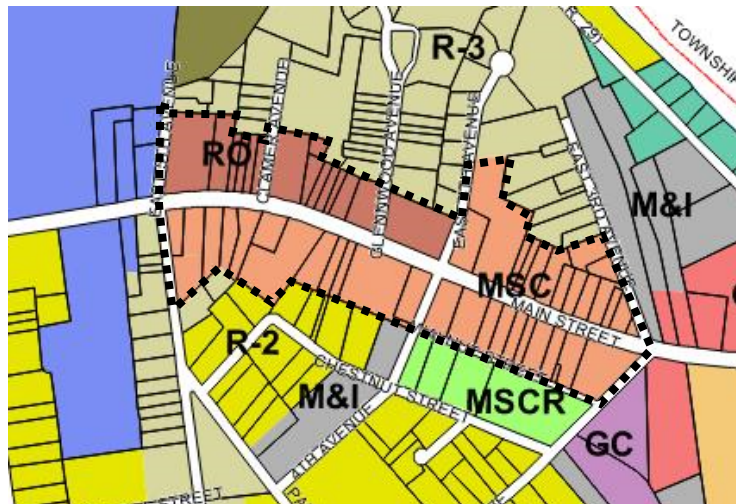
Challenges

The current mix of land uses is not compatible with a vibrant business district. To support a more vibrant business district, changes to zoning standards and permitted land uses are necessary.

The existing Residential Office (RO) District does not permit retail or restaurant uses. The RO and the Main Street Commercial District zoning standards are not compatible with a walkable retail district and will need changes to allow the district to evolve to meet the Borough's goal for Main Street revitalization.



Map of Existing Land Uses



- Zoning Districts**
- CO - Planned Commercial - Office
 - GC - General Commercial
 - INST - Institutional
 - MSC - Main Street Commercial
 - MSCR - Main Street Commercial/Residential
 - M&I - Manufacturing and Industrial
 - R-1 - Residential
 - R-2 - Residential
 - R-3 - Residential
 - R-4 - Residential
 - RO - Residential - Office
 - SC - Shopping Center
 - V-1 - Village 1
 - V-2 - Village 2

Map of Existing Zoning

Commercial Uses

Challenges

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

Map of Restaurant Locations

Ursinus College



Map of Retail Locations



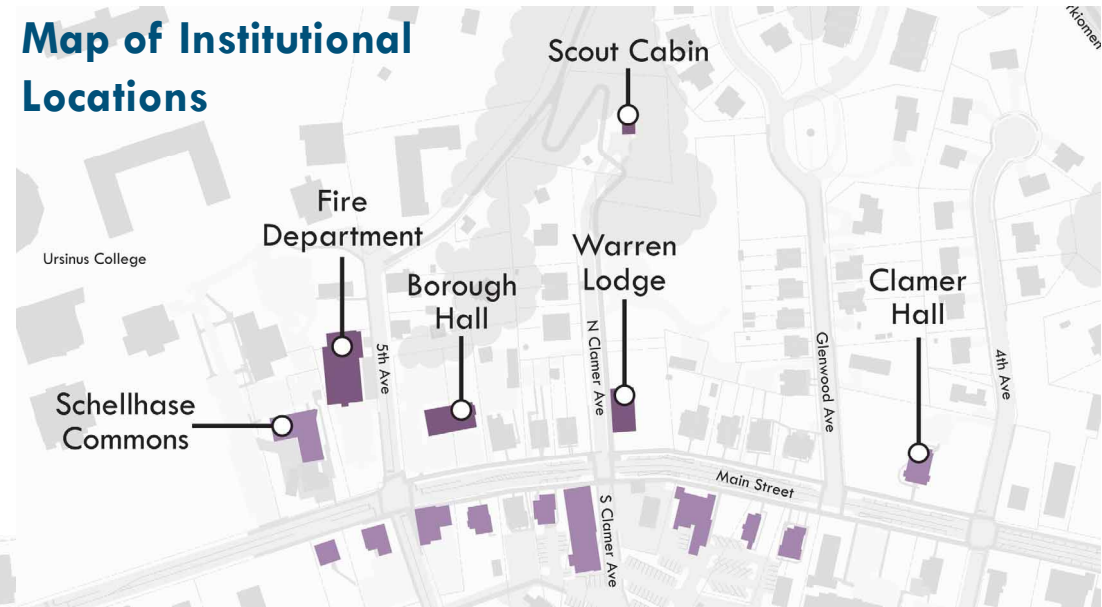
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Residential & Institutional Uses

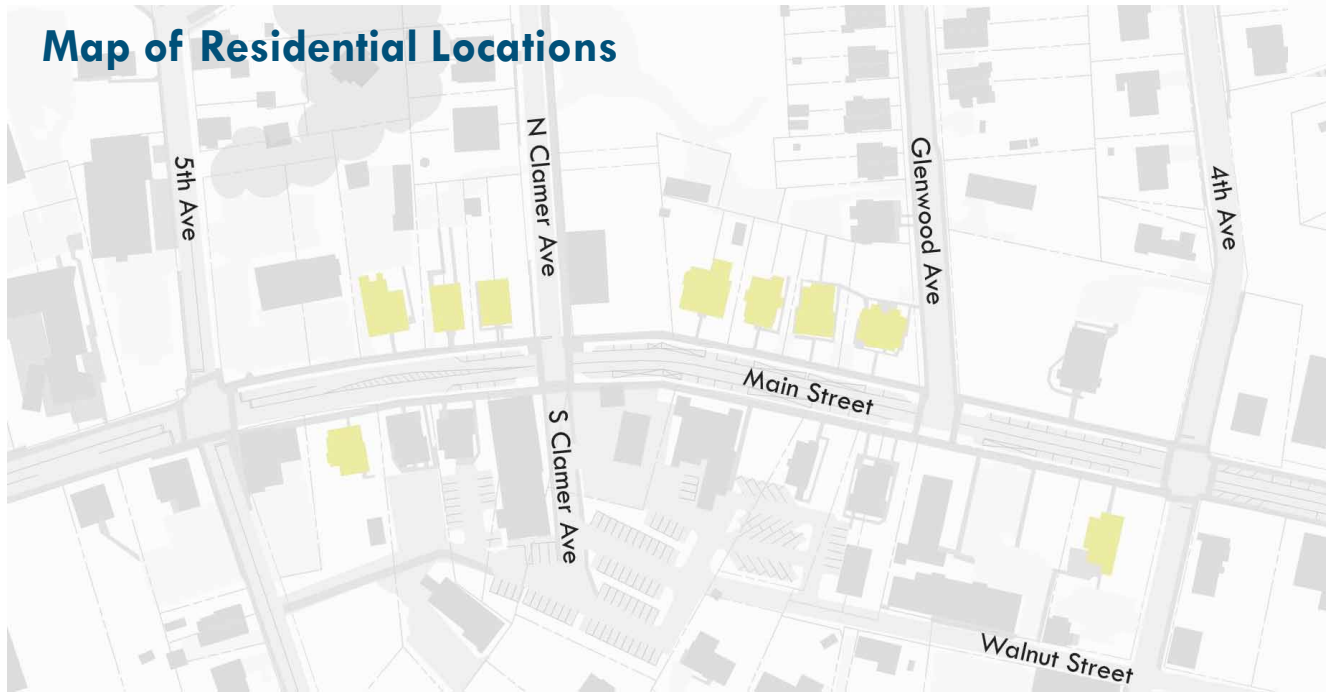
Challenges

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

Map of Institutional Locations



Map of Residential Locations



Warren Lodge and Residential Properties

Street Trees

Challenges

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



400 Block of Main Street



300 Block of Main Street

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



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

Streetscape & Sidewalks

Challenges

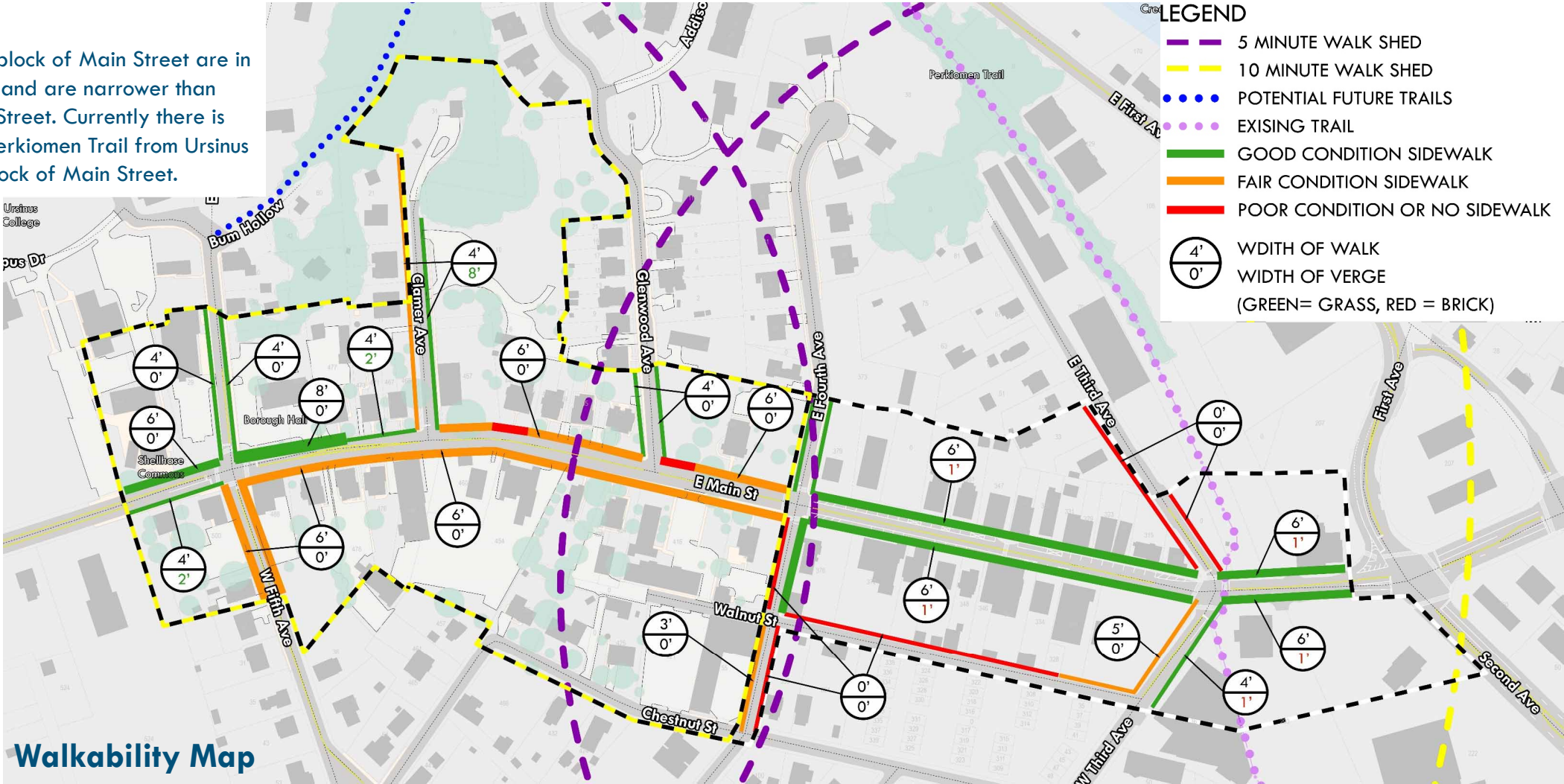
- 400 block of Main Street is the missing link between Ursinus College and the 300 block of Main Street.
- Sidewalks are currently immediately adjacent to the road, there is limited on street parking, and missing street trees and lights. The sidewalks and curbs are in poor condition, too close to the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



Sidewalk Condition

Challenges

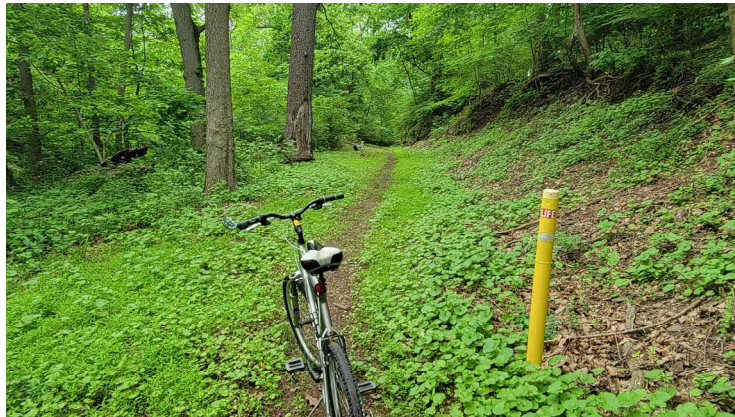
Sidewalks in the 400 block of Main Street are in poor or fair condition and are narrower than desirable for a Main Street. Currently there is no connection to the Perkiomen Trail from Ursinus College or the 400 block of Main Street.



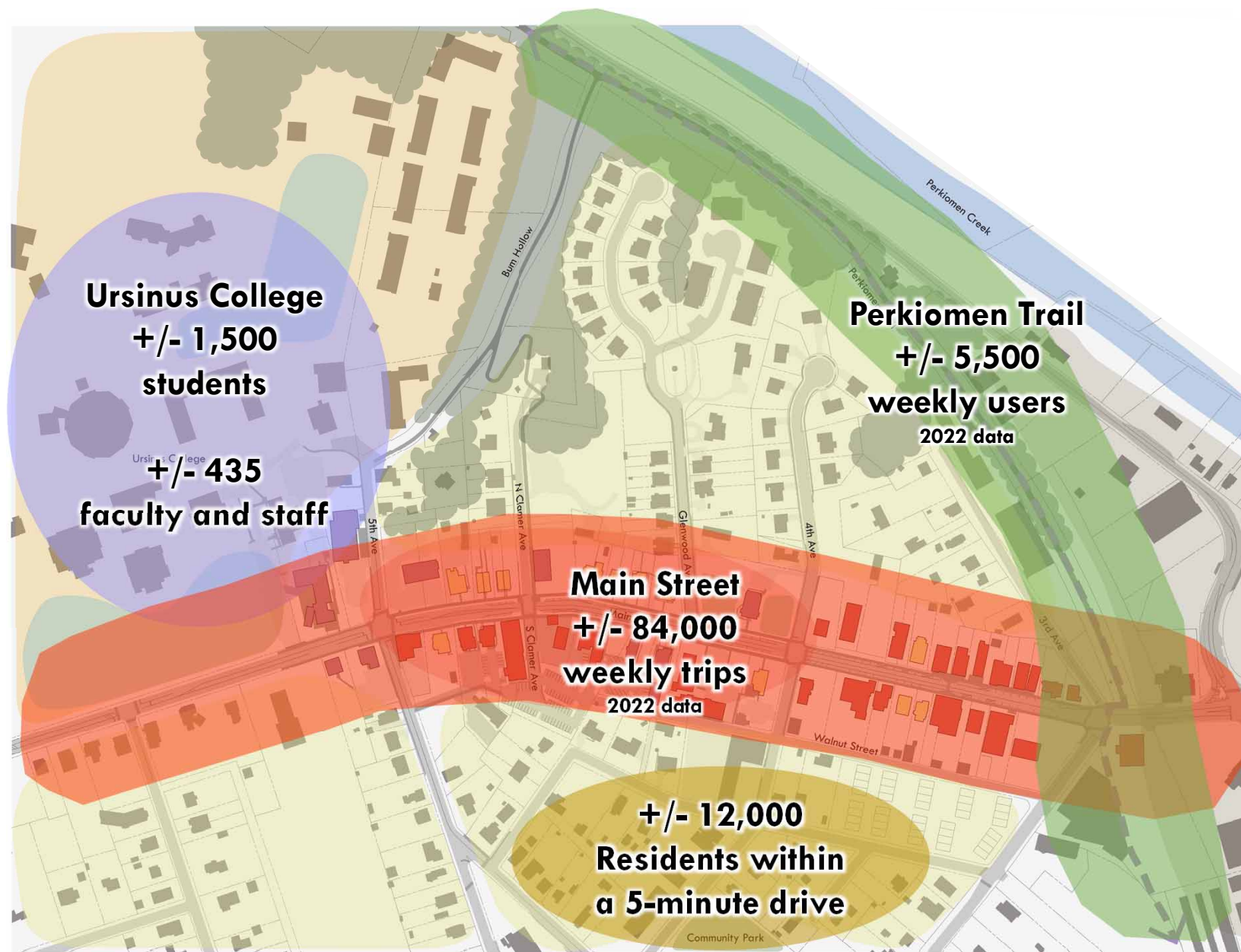
Connectivity

Opportunities

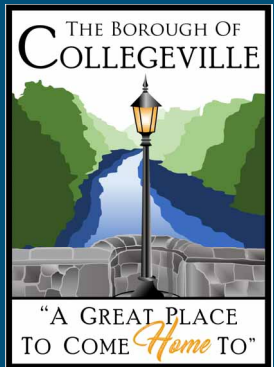
With 1,935 students, faculty, & staff, 5,500 weekly trail users, 84,000 weekly motorists and 12,000 residents within a 5-min. drive, Collegeville's Main Street is well-positioned for new businesses to serve these potential customers.



Existing Bum Hollow gravel path



COMMUNITY ENGAGEMENT



Collegeville Main Street Revitalization Plan

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Community Meetings & Community Survey

Community Meetings & Steering Committee

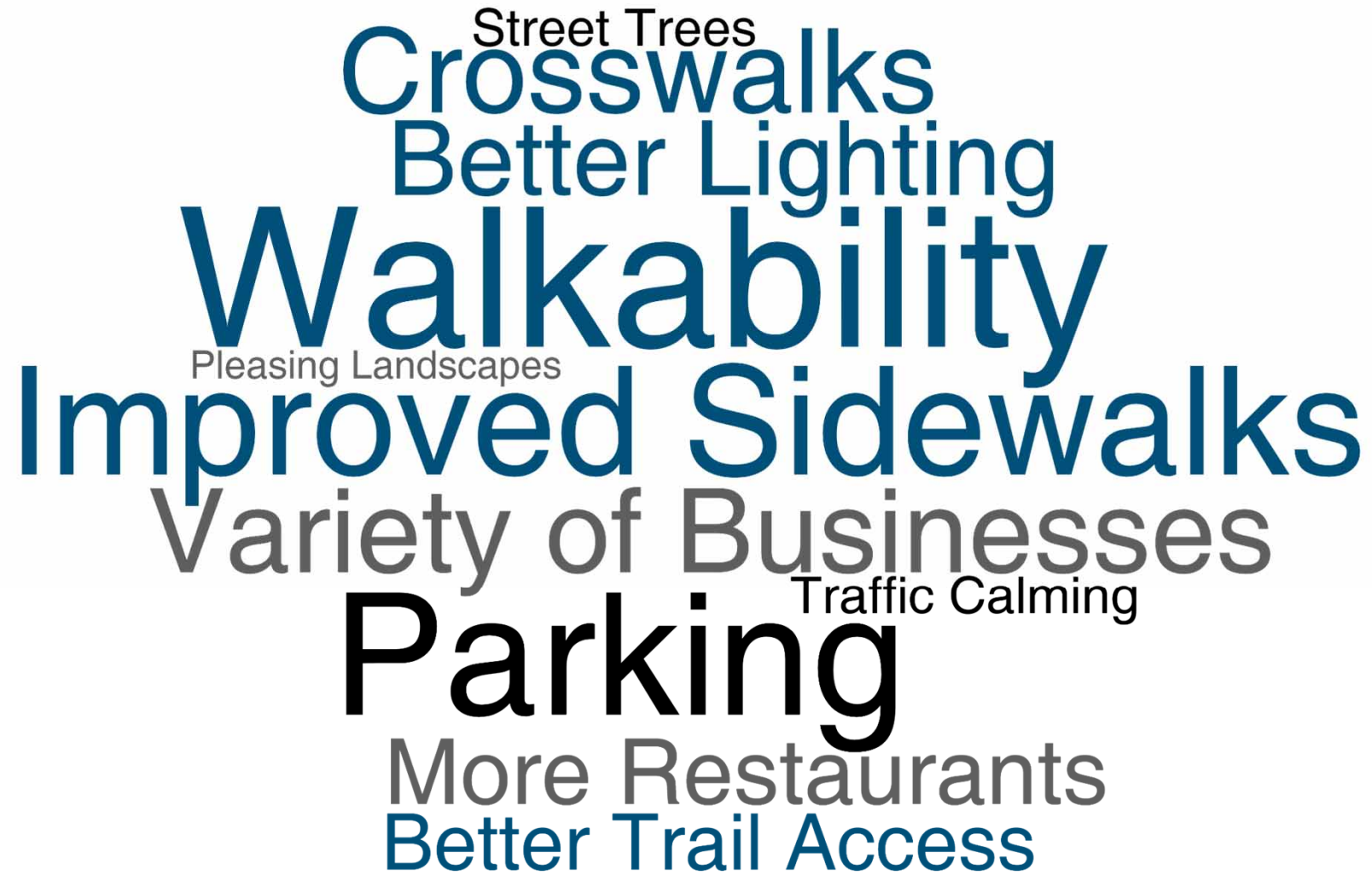
- Over the course of the planning process there were 5 steering committee meetings and 2 community meetings. Derck & Edson and MCPC used the local expertise from these meetings to guide and direct the plan.
 - Steering Committee Meetings
 - Two Community Meetings
 - Held on March 20, 2024 at Ursinus College
 - Final Presentation



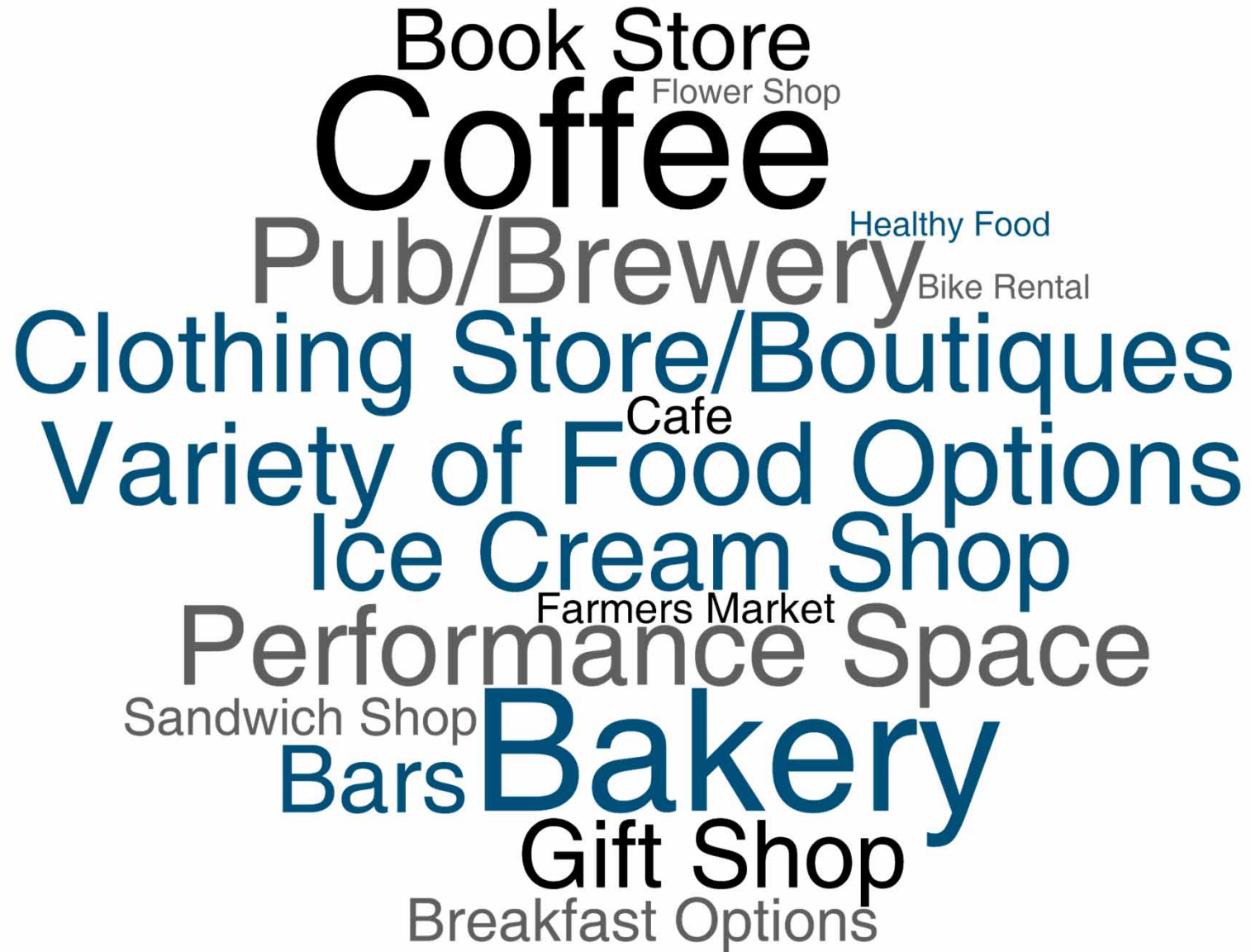
Community Survey

- From February to April of 2024, Collegeville Borough and their planning and design consultants at Derck & Edson, conducted a survey of the Collegeville community to better understand local preferences related to the revitalization of the Main Street business district. We received 433 responses to this survey. In this chapter, we summarize the findings from the survey. Ursinus College students were invited to respond to questions 1 to 4 and 15 to 18, while the Collegeville community was surveyed on all 18 questions. This survey was promoted at the two community meetings on March 19th, the Collegeville Borough newsletter, Ursinus College faculty and student publications, Collegeville Borough email list, Collegeville Economic Development Corporation email list and various social media sites. The full survey results are provided in Appendix 1: Survey Responses.

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

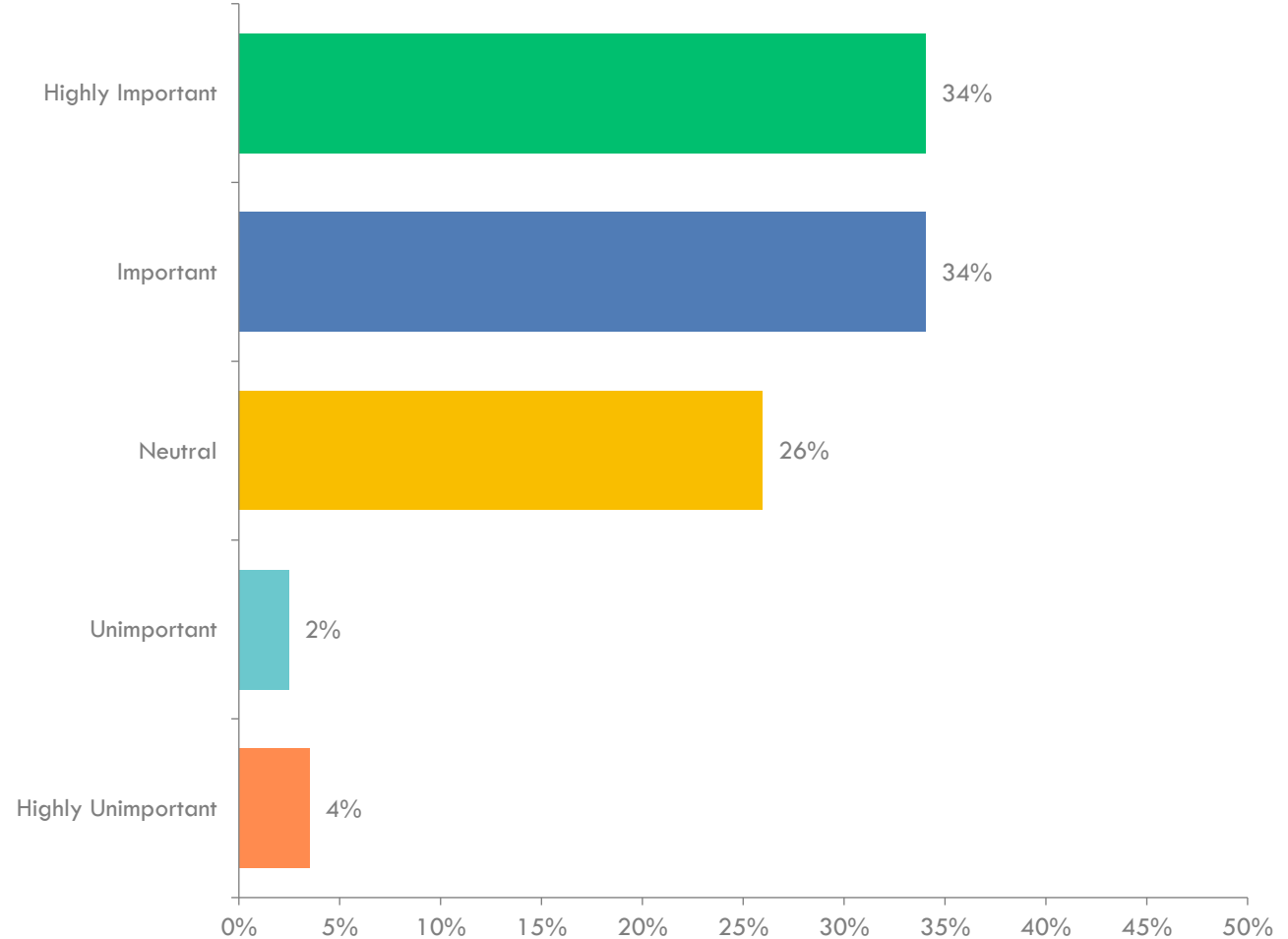


Question 2: What types of businesses would you like to see on Main Street?



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

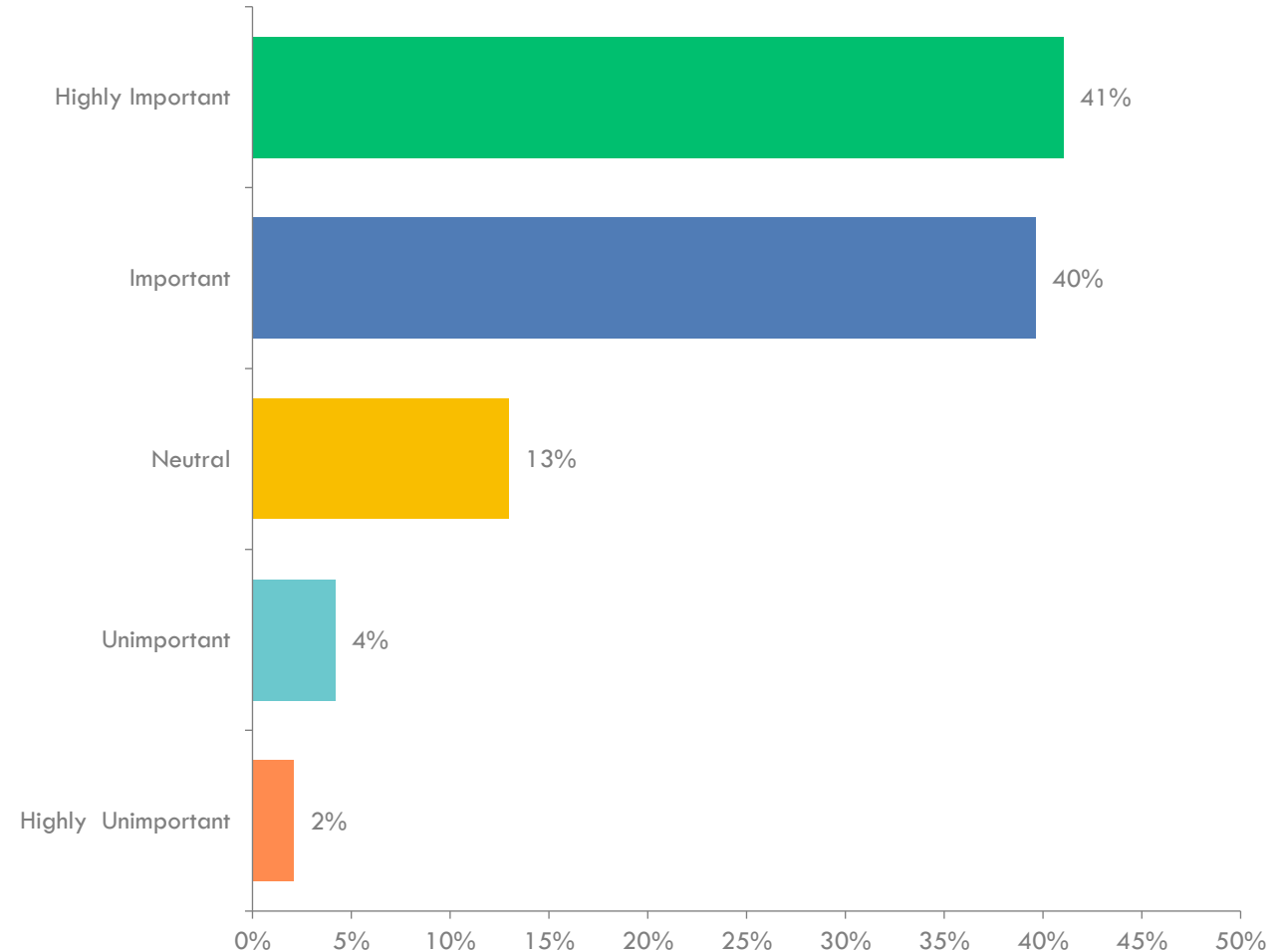
Answered: 285



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

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

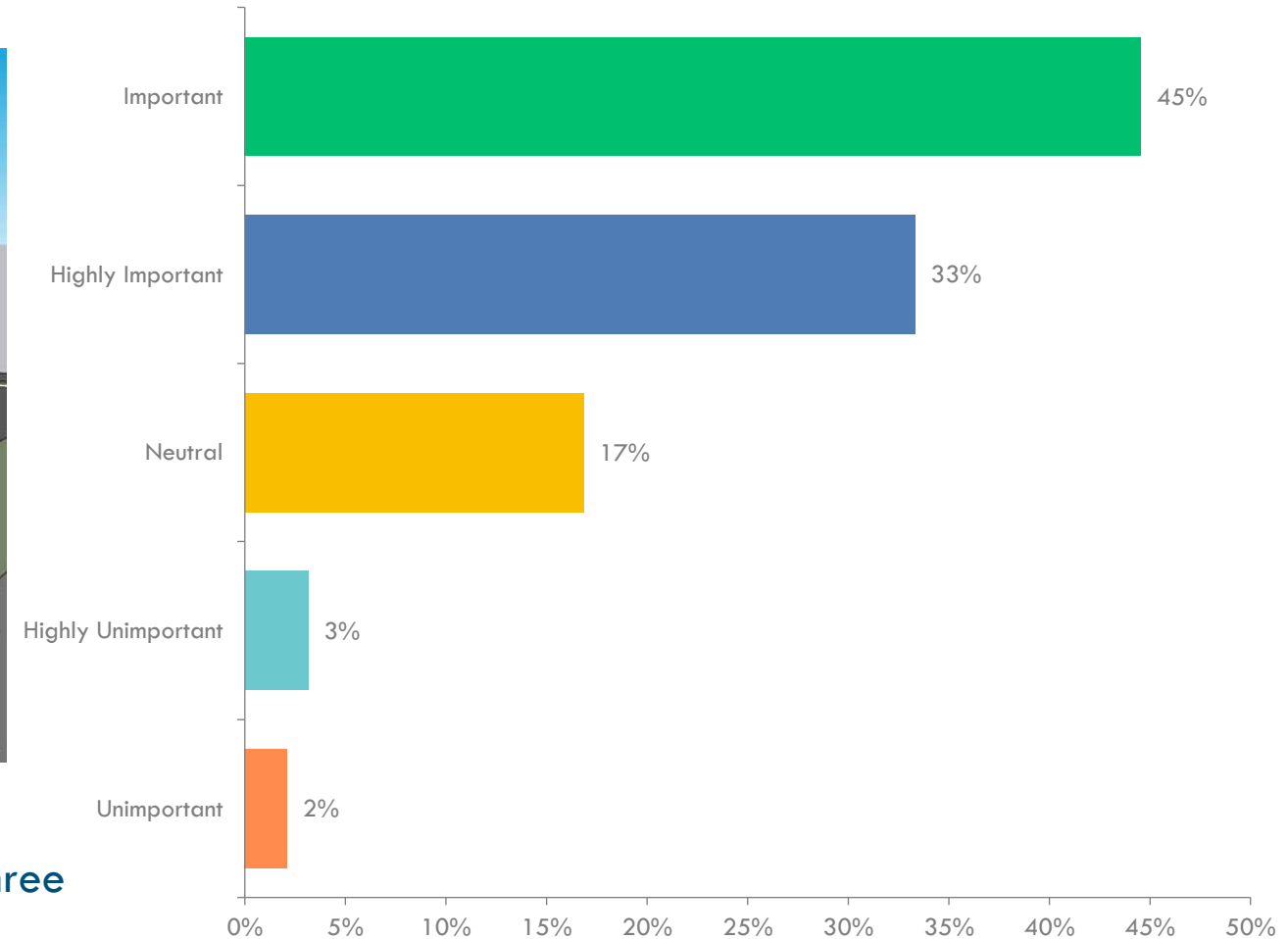
Answered: 285



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

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

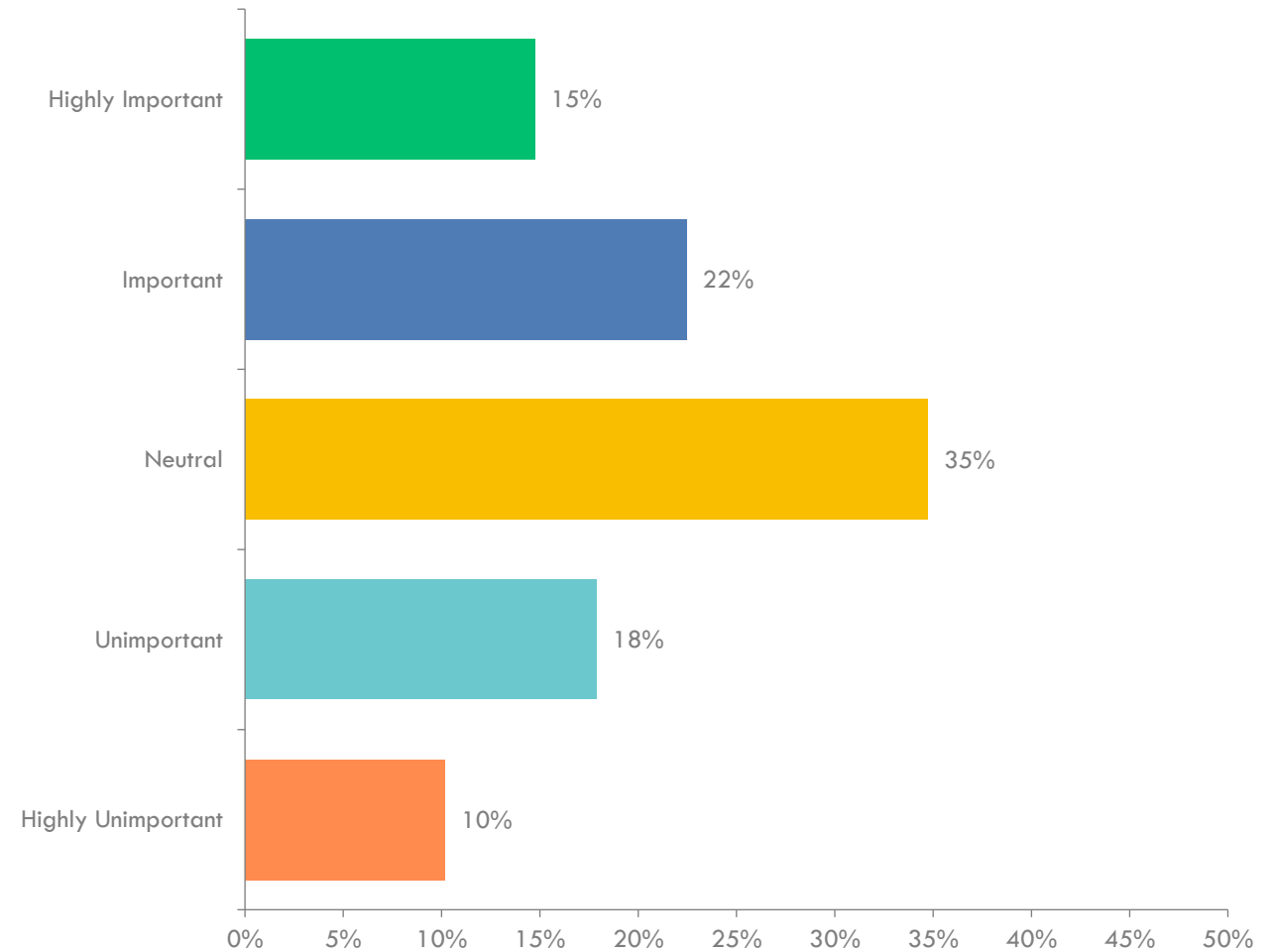
Answered: 285



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

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

Answered: 285



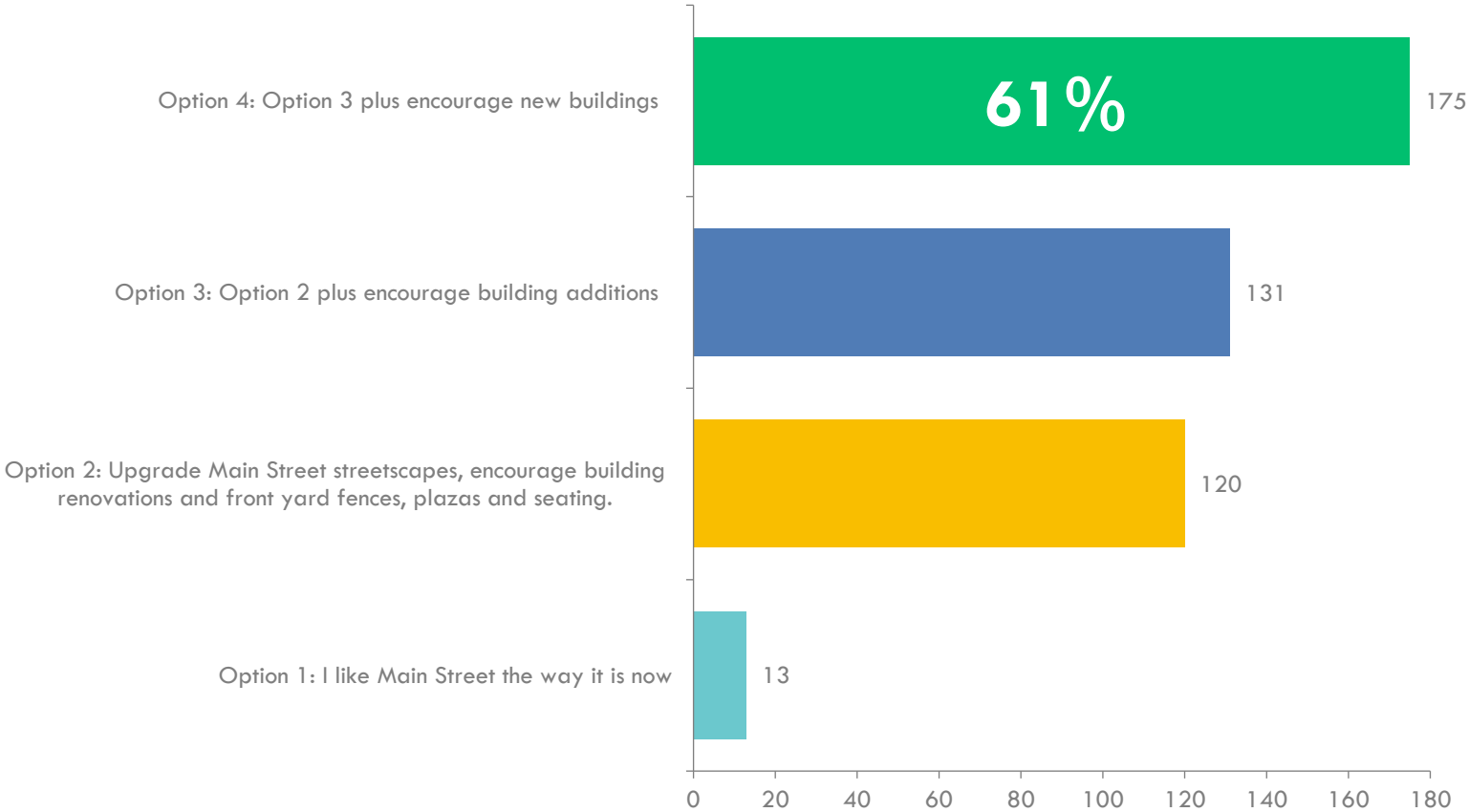
37% of respondents feel that allowing four story buildings are either important or highly important while

28% feel this is unimportant or highly unimportant

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

Answered: 285

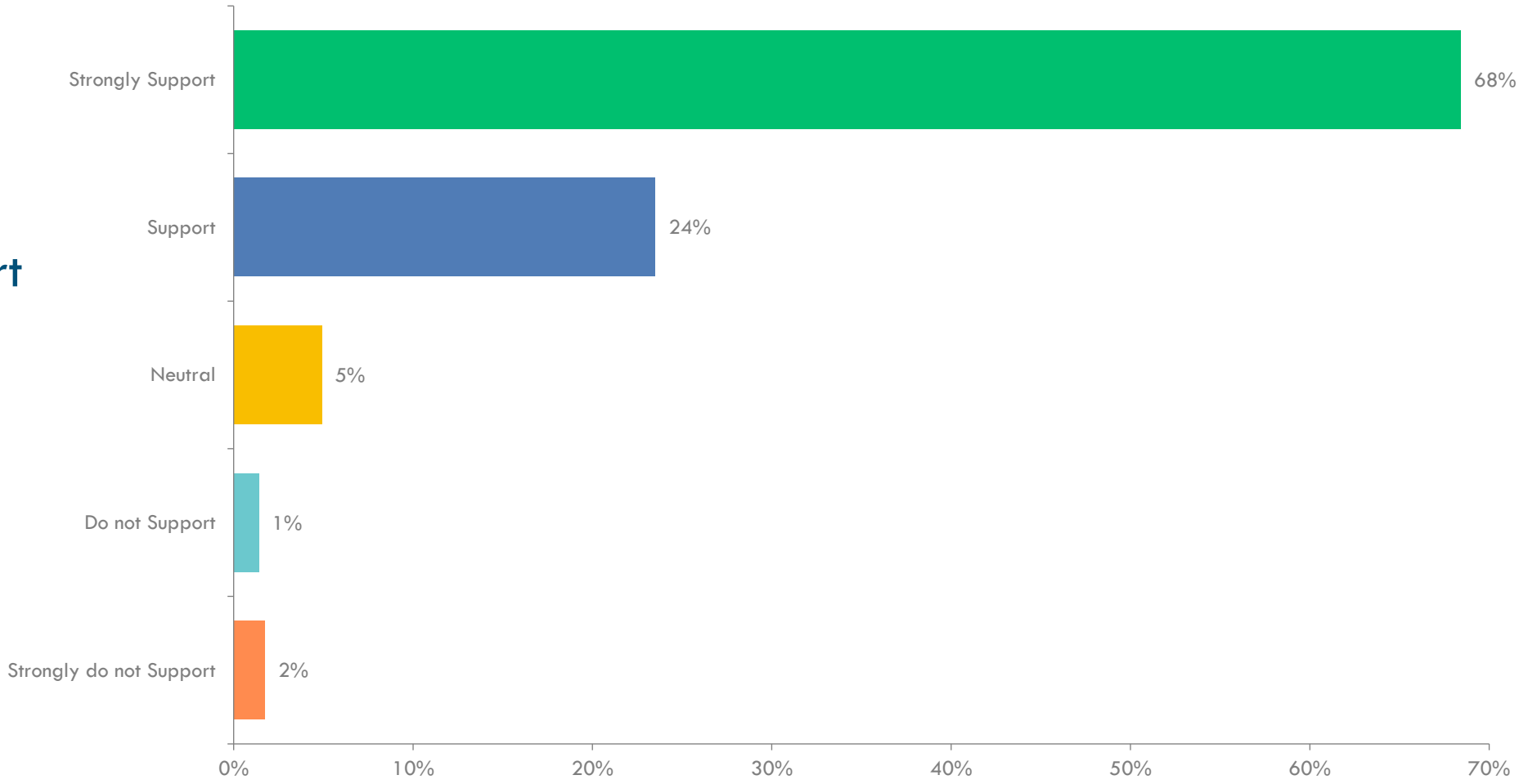
61% of respondents felt that upgrades to streetscapes, renovations to existing buildings, building additions and encouraging new buildings is the most appropriate option for the revitalization of Main Street



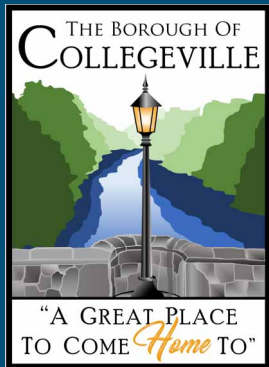
Q5: Do you support the idea of expanding Collegeville's business district along both sides of Main Street between 5th Avenue and 4th Avenue?

Answered: 285

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



DESIGN & ZONING RECOMMENDATIONS

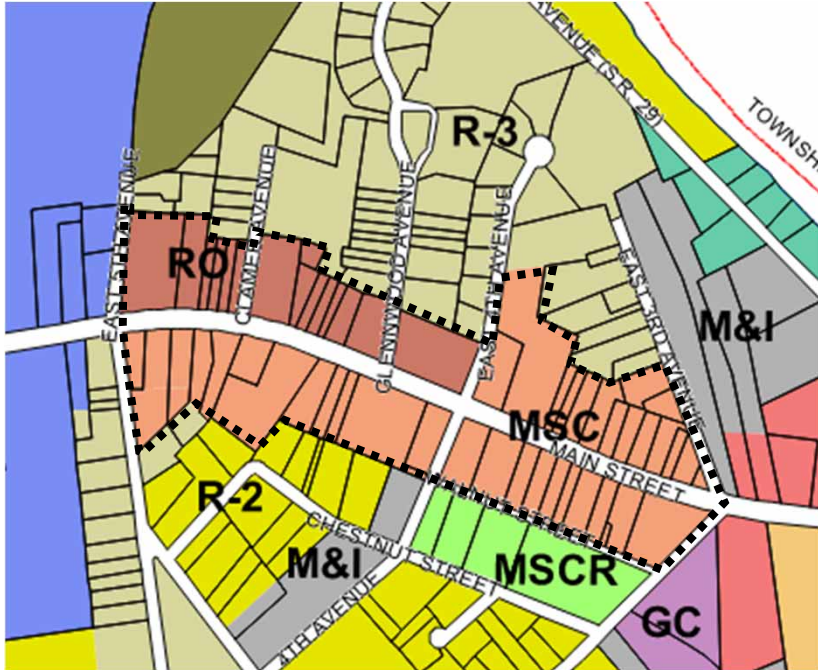


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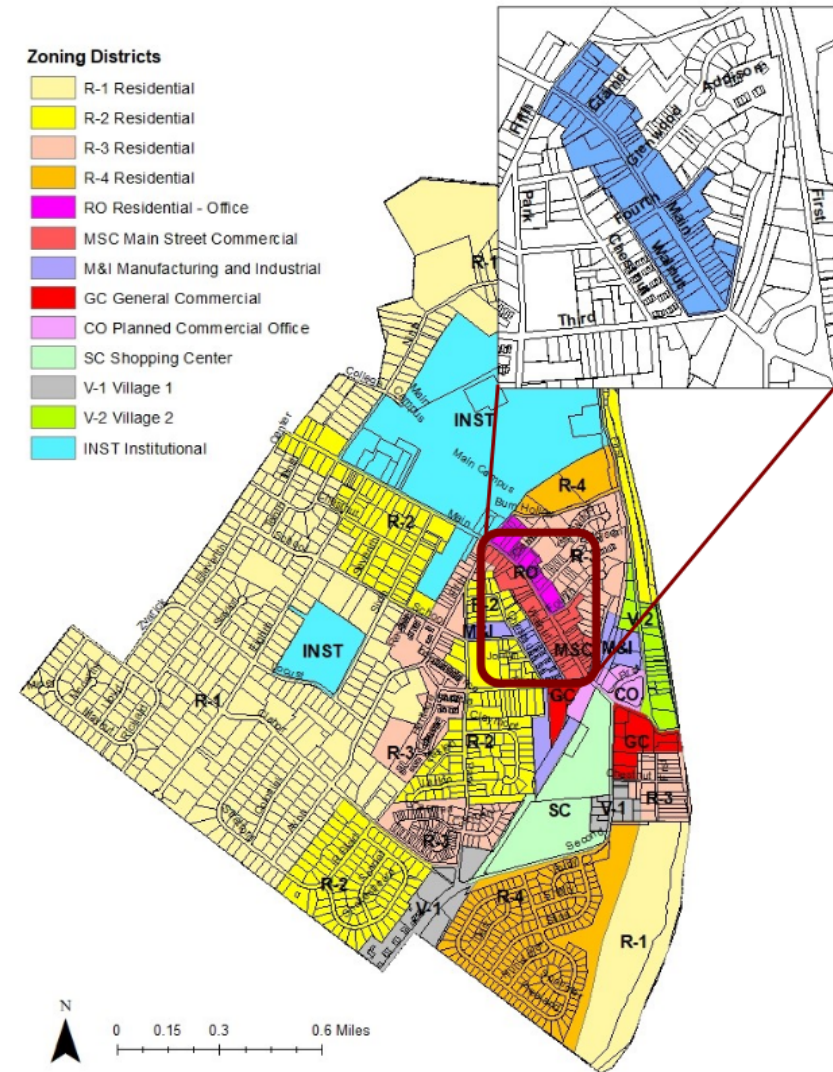
Project 1: Proposed Zoning Changes for Main Street

Map of Existing Zoning



The existing zoning within the study area is a mix of RO Residential – Office and MSC Mains Street Commercial. The proposed zoning would replace those two districts and make them the new Main Street District. Refer to the following page for a comparison chart of each district.

Map of Proposed MSD District



Proposed zoning changes to permit the transformation of Main Street

Existing



Proposed Improvements



White: existing buildings Blue: building additions

- Front yard plazas and patios
- One story additions in front of buildings
- 14' grass verge and sidewalk
- Max 42' building in the rear
- 2 to 3 story side addition



Proposed zoning changes to permit the transformation of Main Street

Front yard
plazas and
patios

Two story additions in
front without covering
existing building

14' grass
verge and
sidewalk

Max 42' H
building in
the rear

One story
additions in front
of buildings



Existing



Proposed Improvements

White: existing buildings Blue: building additions



Proposed zoning changes to permit the transformation of Main Street

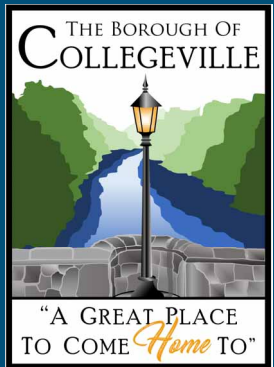
The following provisions shall be considered by the Planning Commission and Borough as it considers the adoption of the draft Main Street District to help realize the revitalization goals for Main Street in Collegeville:

- No addition to the front of an existing building on Main Street shall be no higher than one story with a maximum of 20 feet
- Revise on-street parking regulations to provide consistent guidance for where and when on-street parking is permitted on Main Street. In general, on-street parking shall be provided along most of Main Street, except where driveways cannot be relocated.
- Add low walls (4 ft.) and ornamental fences as options for streetscape and green area requirements to draft Main Street District §680-133.A.2
- Remove the building replacement provisions in the draft Main Street District §680-131
- Consider adding a tree zone to the ordinance to preserve and enhance the tree canopy: 6-8 ft. wide north of the sidewalk on the north side of Main Street, and 4 ft. wide on south side of Main Street.
- Strengthen language regarding massing in the draft Main Street District §680-133.C.8.b.

Project 1: Proposed Zoning Changes on Main Street

Development Standard	Existing MSC District	Existing RO District	Existing R-3 District	Existing CGO District	Proposed Main Street District - MSD
Max. Building Height	35 FT	35 FT	35 FT	50 FT	35 FT within front 36 FT of lot; 42 FT beyond front 36 FT of lot; and building additions in front of an existing building 1 story maximum.
Min. Setback from Curb Line	none	none	none	14 FT	14 FT
Max. Setback from Curb Line	none	none	none	20 FT	20 FT, 36 FT with a plaza
Typical front yard setback	Existing Building	25 FT	30 FT	none	none
Typical side yard setback	10 FT	8 FT each	8-12 FT each	8 FT	8 FT
Impervious Coverage Maximum	85%	55%	55% - 80%	90%	85%

TRANSPORTATION & STREETScape PLAN



Collegeville Main Street Revitalization Plan

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



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

Streetscape Improvements:

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

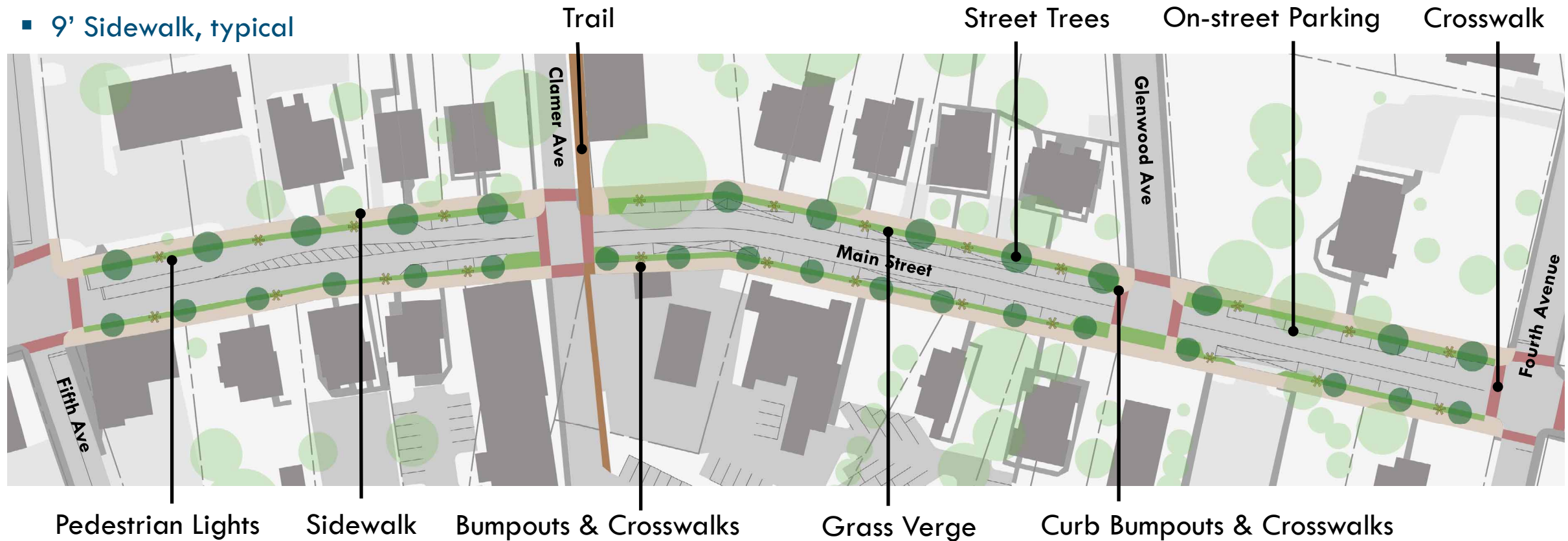


Proposed Transportation & Streetscape Enhancements at the 400 Block of Main Street



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

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



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

Recommended improvements on private property will require agreement and coordination with property owners.

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

Many aspects of these proposed parking lots and related alleys should be included in an Official Map that establishes future infrastructure priorities. Parking requirements such as where on street parking is permitted should be clarified in the ordinance. Parking lots shall be designed to utilize green and sustainable stormwater management practices.



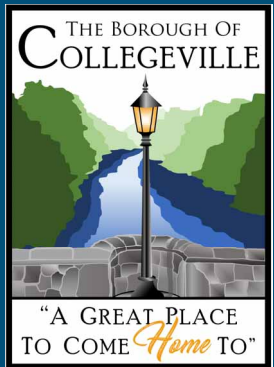
Project 4: Build the Clamer Ave./Bum Hollow Trail to Connect the Perkiomen Trail to Ursinus & Downtown



- The existing Perkiomen Trail has +/- 5,500 weekly users according to 2022 data.
- Utilizing the Bum Hollow right of way and Clamer Ave, a new 10' asphalt trail is proposed to connect the existing Perkiomen Trail to Main Street and Ursinus College.
- Utilize Walnut Street to create a sharrow bike route with pavement marking in which cyclists will share the road with vehicles.
- Many aspects of these proposed trails should be included in an Official Map that establishes future infrastructure priorities.



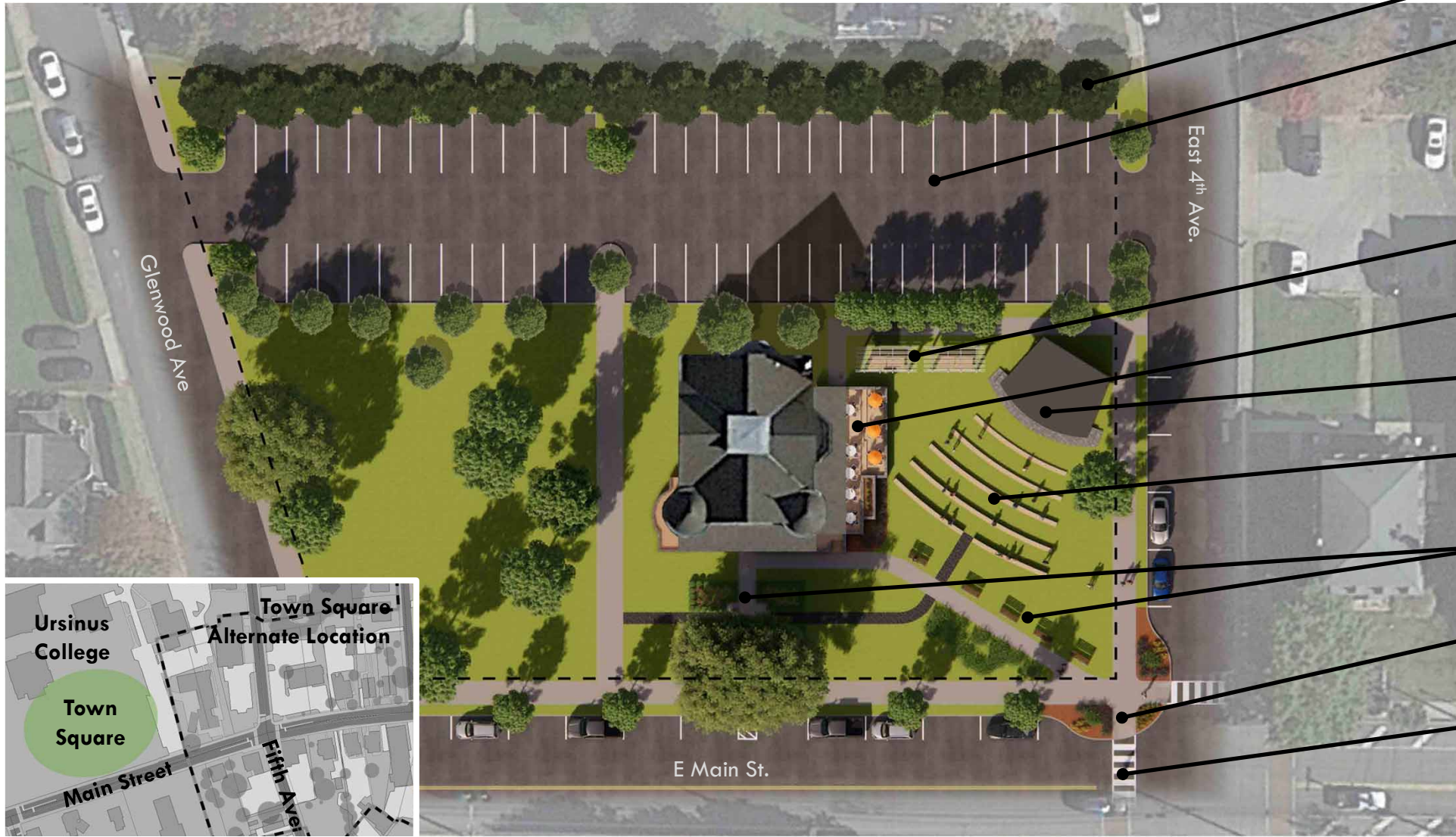
CIVIC SPACE RECOMMENDATIONS



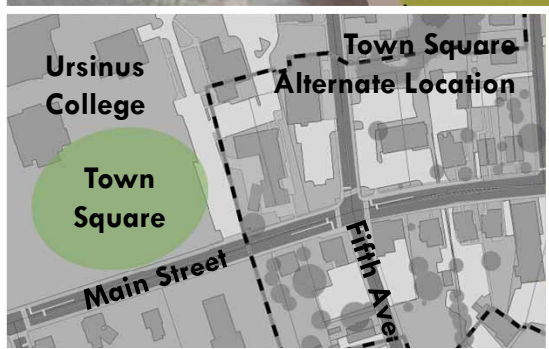
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Project 5: Town Square at Clamer Hall



- Evergreen hedge
- Parking lot to support Clamer Hall, Town Square, and Main Street businesses
- Event/ market pavilions
- Dining & event patio
- Stage
- Amphitheatre seating
- Entry Garden and seating areas
- Curb bump out
- Thermoplastic cross walk

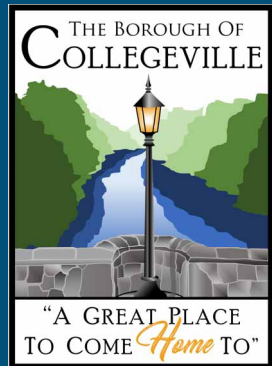


Project 5: Town Square at Clamer Hall



- Patio
- Pavilions
- Stage
- Amphitheatre seating
- Curb bump out

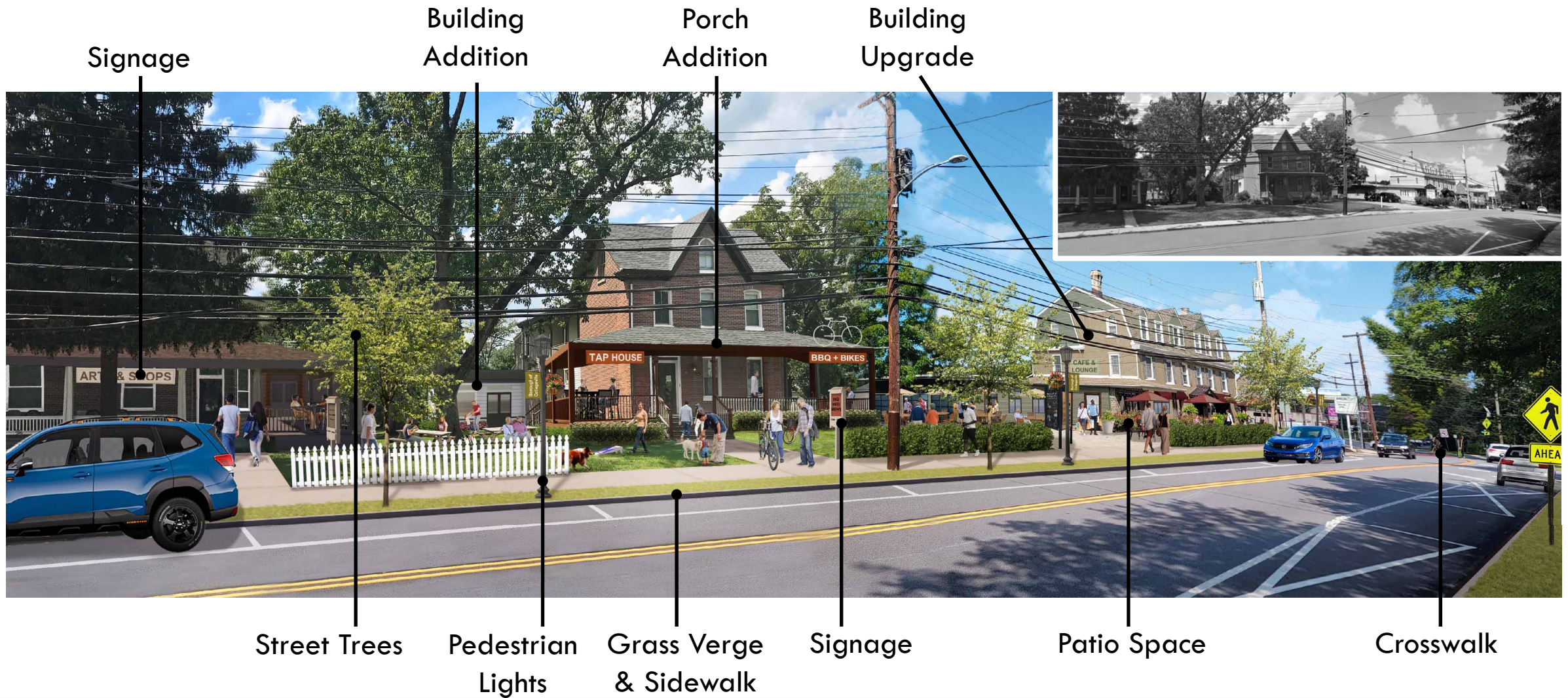
MAIN STREET REVITALIZATION & REDEVELOPMENT



Collegeville Main Street Revitalization Plan

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Proposed Enhancements to 424 – 454 E Main Street



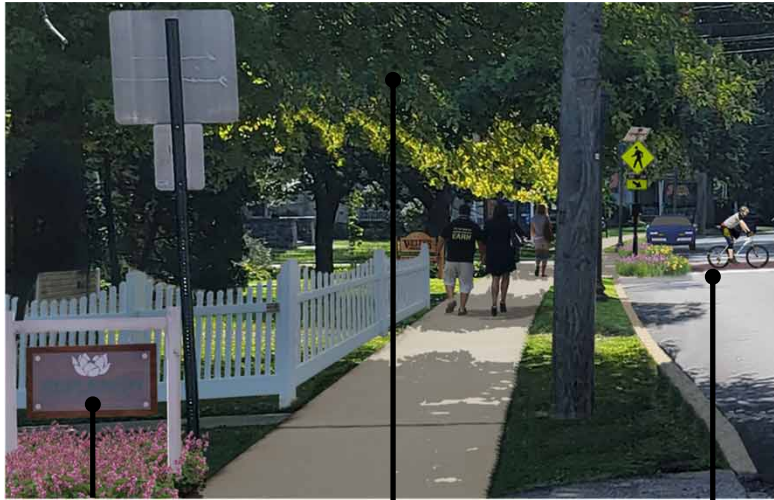
Proposed Enhancements to 468 – 478 E Main Street

Building Upgrade

Signage

Building
Renovation

Pedestrian
Lights



Fences
& Signs

Street Trees

Trail
Crosswalk

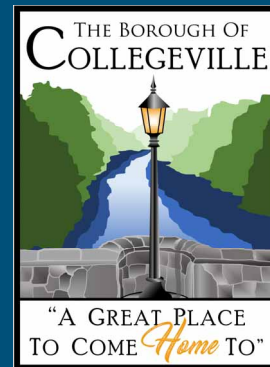
Signage

Grass Verge
& Sidewalk

Outdoor
dining

IMPLEMENTATION PLAN

Collegeville Main Street Revitalization Plan



Implementation Plan

To implement this Revitalization Plan for Collegeville, the plan calls for the phased implementation of the following projects:

- **Project 1: Implement Proposed Zoning Changes for Main Street**
- **Project 2: Enhance Streetscape, Crosswalks, Sidewalks, On-Street Parking and Lighting**
- **Project 3: Encourage the construction, operation, sharing, and maintenance of off-street parking to support the business district**
 - **3A: Walnut Street Parking Lot Improvements**
 - **3B: Clamer Hall Parking Lot Improvements**
 - **3C: Glenwood Ave/Clamer Ave Parking Lot Improvements**
- **Project 4: Build the Clamer Ave./Bum Hollow Trail to Connect the Perkiomen Trail to Ursinus College & the Main Street Business District**
- **Project 5: Town Square at Clamer Hall**

These projects should be initiated by the Borough of Collegeville, supported by the Borough Planning Commission, coordinated with private property owners and coordinated with Ursinus College, a major property owner along Main Street and a potential partner in various projects. The Silverback Investment Group from Collegeville has been preparing investment plans for numerous businesses in the 424 to 476 E Main Street vicinity of the business district. The plan encourages collaboration with investors, property owners, residents, municipal boards, and elected leaders to realize the goals of this plan.

Estimate of Probable Costs

■ **Project 2: Enhance Streetscape, Crosswalks, Sidewalks, On-Street Parking and Lighting \$811,000**

- Demolition of all curb and sidewalk along both sides of the 400 block of Main St. Includes cutting asphalt and removal of driveways
- Shifting walks inward to create a grass median. Assuming 8' concrete sidewalks both sides
- New concrete curb both sides
- Thermoplastic crosswalks at intersections
- Pedestrian flashers at intersections and 24 pedestrian light fixtures
- New street trees and some landscaping
- Minor erosion & sediment control and stormwater improvements
- Some traffic control
- Earthwork assumed to be minimal
- 15% Contingency
- 10% Design Fee
- Exclusions
 - Complete repaving of Main St
 - Design fees
 - Utility relocation. Poles assumed to remain in place
 - Major stormwater infrastructure improvements.
 - Brick banding

Estimate of Probable Costs

■ **Project 3: Build Off-Street Parking Lots to Serve Business District** **\$3,125 per space**

- Concrete curb
 - Asphalt paving
 - Lighting
 - Parking lot striping
 - Earthwork
 - 15% contingency
 - 10% Design Fee
 - Exclusions
 - Major stormwater work
 - Trees
 - Landscaping
 - Utility work
- **Project 3A: Walnut Street Parking Lot Improvements = \$332,000**
 - **Project 3B: Clamer Hall Parking Lot Improvements = \$188,000**
 - **Project 3C: Glenwood Ave/ Clamer Ave Parking Lot Improvements = \$266,000**

Estimate of Probable Costs

■ **Project 4: Build the Clamer Ave./Bum Hollow Trail to Connect the Perkiomen Trail to Ursinus College & Business District \$977,000**

- Removal of curb and sidewalk along Clamer Ave.
- Tree demolition and grubbing to clear path for trail from Clamer to Bum Hollow
- New/wider curb and sidewalk along Clamer Ave and associated asphalt patching
- Creation of new 10' W asphalt trail along portion of Clamer Ave and Bum Hollow
- Earthwork
- Pedestrian bridge
- Some pedestrian lighting
- Bike racks
- Limited ESC and storm improvements
- 15% contingency
- 10% Design Fee
- Exclusions
 - Utility work
 - Major stormwater infrastructure improvements.
 - Tree planting/landscaping

Estimate of Probable Costs

■ Project 5: Town Square at Clamer Hall

■ Clamer Hall Plaza	\$671,000
■ <u>Clamer Hall Parking Lot Improvements – Project 3B</u>	<u>\$188,000</u>
■ Total Project Cost	\$859,000

- Removal of trees, asphalt in rear and some concrete
- New concrete walks
- New pre-fab stage with masonry piers and concrete landing with electric
- Segmental block seat walls
- New stone masonry walls/dining terrace
- Site furnishings including benches/tables/chairs etc.
- Trellis and landscaping (including small garden space in front of building)
- Creation of a new curbed parking lot with 60 parking space in rear from Glenwood to 4th Ave (Project 3B)
- Earthwork
- Some pedestrian lighting
- Limited ESC and storm improvements
- 15% contingency
- 10% Design Fee
- Exclusions
 - Utility work
 - Building improvements

Implementation Plan

Projects	Opinion of Probable Costs	Project Timing						Potential Grants
		2025	2026	2027	2028	2029	2030	
1	Zoning Changes	n/a						
2	Enhance Streetscape, Crosswalks, Sidewalks, On-Street Parking and Lighting	\$811,000						Multimodal Transportation Fund PA DCED & PennDOT
3A	Walnut Street Parking Lot Improvements	\$332,000						Multimodal Transportation Fund PA DCED & PennDOT
3B	Clamer Hall Parking Lot Improvements	\$188,000						Multimodal Transportation Fund PA DCED & PennDOT
3C	Glenwood Ave/Clamer Ave Parking Lot Improvements	\$266,000						Multimodal Transportation Fund PA DCED & PennDOT
4	Build the Clamer Ave./Bum Hollow Trail to Connect the Perkiomen Trail to Ursinus & Downtown	\$977,000						DCNR Trail Grants PA Greenway, Trails & Recreation Program
5	Town Square at Clamer Hall	\$671,000						Community Conservation Partnerships Program DCNR

Legend



Opinion of Probable Costs are based upon conceptual designs and include construction, general conditions, design, and a contingency, however, it does not include site acquisition, environmental remediation, or subsurface rock removal. All costs are in 2024 dollars. For construction costs add and compound a 4% inflation rate for each year until the mid-point of construction. Opinion of Probable Cost information is as provided by RSMeans.

These opinion of probable costs are an initial indication of the order of magnitude costs for these potential projects. We encourage the Borough to review and verify these assumptions and costs with the Borough engineer and local contractors, as there may be additional costs associated with utilities or stormwater systems that should be factored into the projected costs for these improvements.

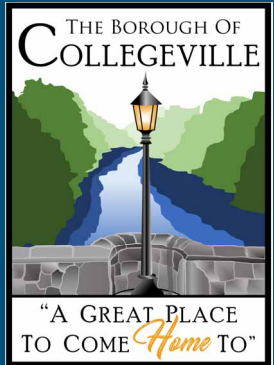
Potential Grants & Funding Sources

Consider the following sources for grants to assist in funding the implementation of the plan:

- **Multimodal Transportation Fund – PA Department of Community & Economic Development**
 - Supports development, rehabilitation and enhancement of streetscape, lighting, sidewalks, pedestrian safety, etc.
 - Due: between March 1 and July 31
- **Multimodal Transportation Fund – PennDOT**
 - Provides grants to ensure that a safe and reliable system of transportation is available to the residents of this commonwealth.
 - Due: FY 2024-2025 application window is closed
- **PA Greenway, Trails and Recreation Program – PA Department of Community & Economic Development**
 - Supports development of greenways, trails and river conservation
 - Due: between February 1 and May 31
- **Trail Grants – PA Department of Conservation and Natural Resources**
 - Supports the enhancement and expansion of trails
 - Due: between January 21 and April 2
- **Community Conservation Partnerships Program – PA Department of Conservation and Natural Resources**
 - Supports parks, recreation and conservation
 - Due: between January 21 and April 2
- **Keystone Communities Program - PA Department of Community & Economic Development**
 - Supports downtown revitalization
 - Due: Fall 2024

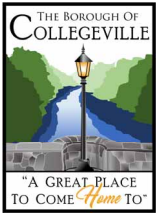
APPENDIX 1

Community Survey Results



Collegeville Main Street Revitalization Plan

DERCK EST. 1940
& EDSON
CAMPUSES DOWNTOWNS ATHLETICS



From February to April of 2024, Collegeville Borough and their planning and design consultants at Derck & Edson, conducted a survey of the Collegeville community to better understand local preferences related to the revitalization of the Main Street business district. This document summarizes the findings from the survey. Ursinus College students were invited to respond to questions 1 to 4 and 15 to 18, while the Collegeville community was surveyed on all 18 questions. This survey was promoted at the two community meetings on March 19th, the Collegeville Borough newsletter, Ursinus College faculty and student publications, Collegeville Borough email list, Collegeville Economic Development Corporation email list and various social media sites.

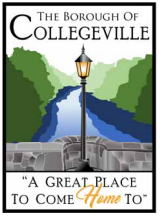
433

Total Responses

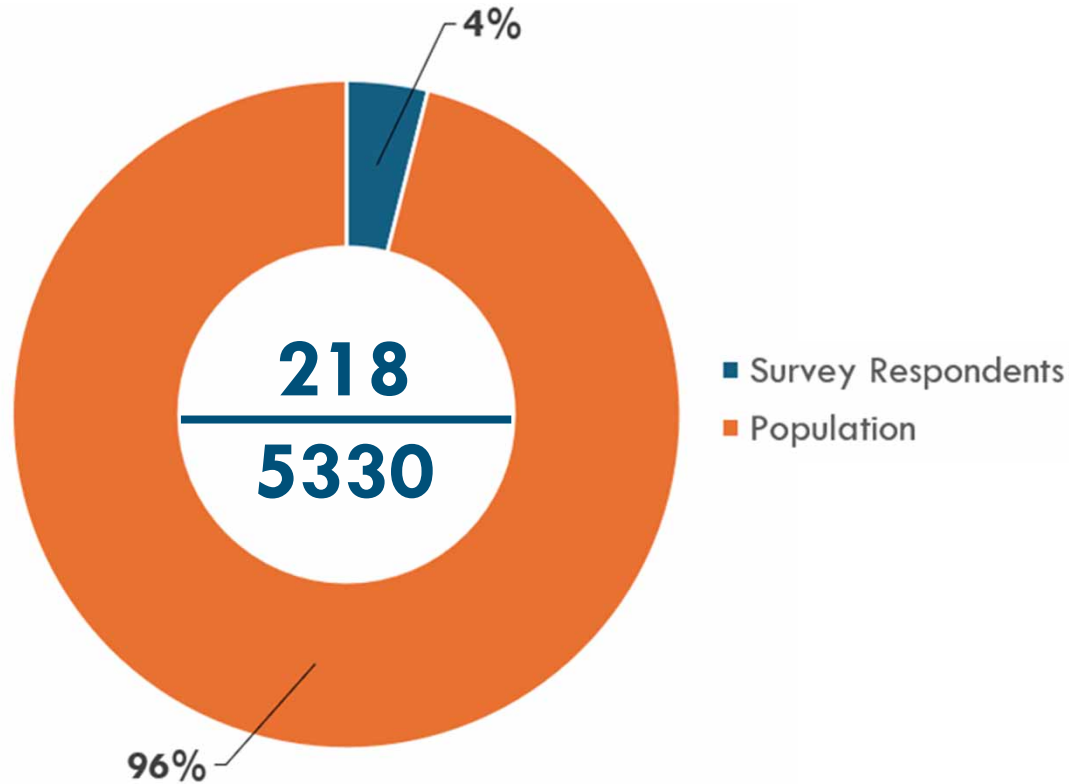
Date Created: Tuesday, February 27, 2024

Survey Closed: Sunday, April 28, 2024

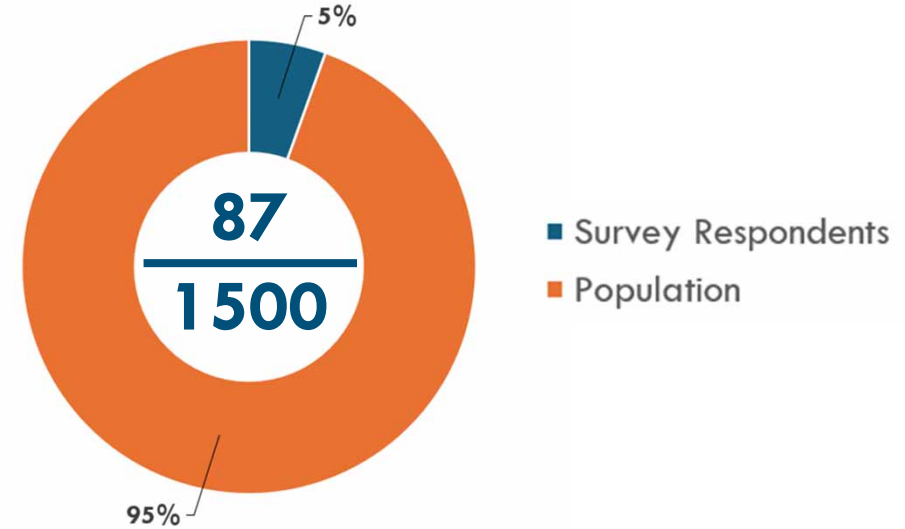
Survey respondents related to their populations



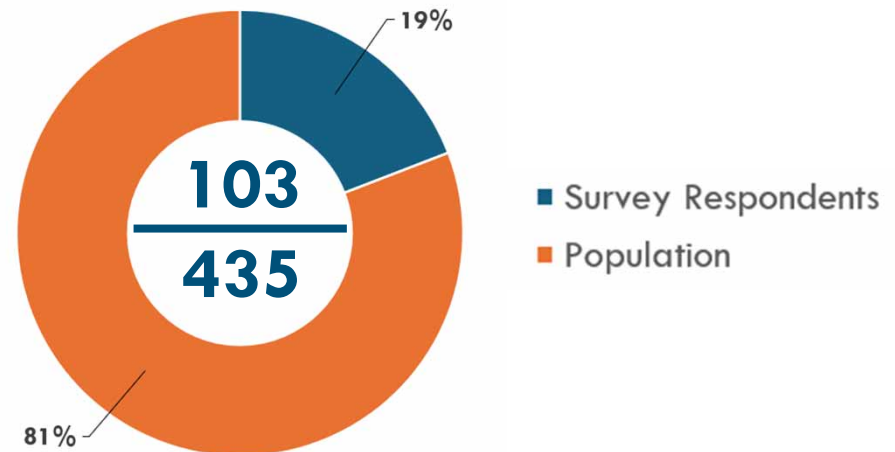
Live in Collegeville Borough



Ursinus College Student

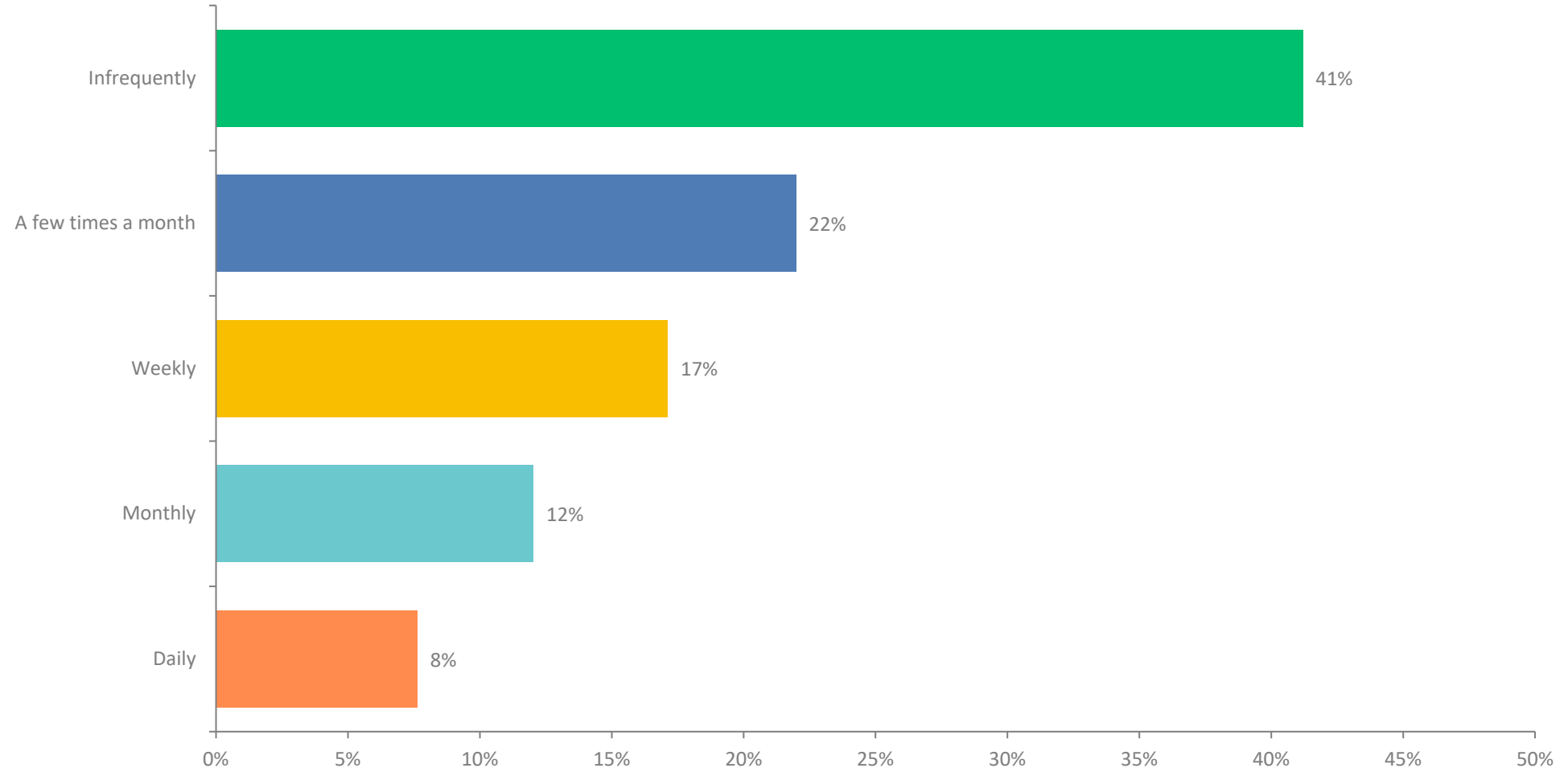
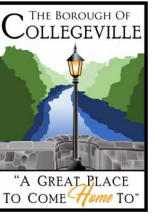


Ursinus College Faculty or Staff



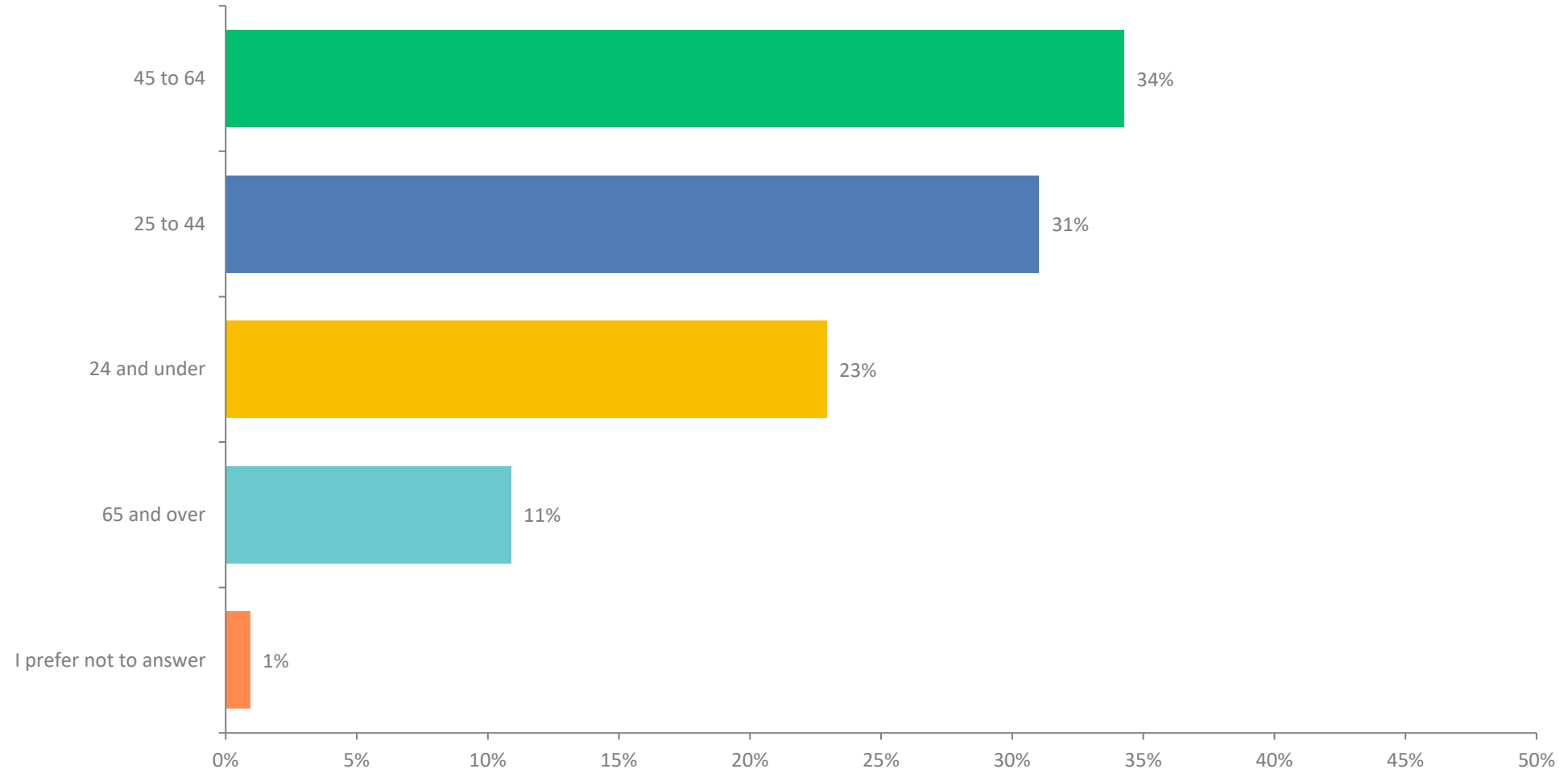
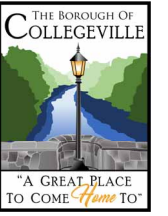
Q1: How often do you frequent Main Street Collegeville businesses?

Answered: 432 Skipped: 1



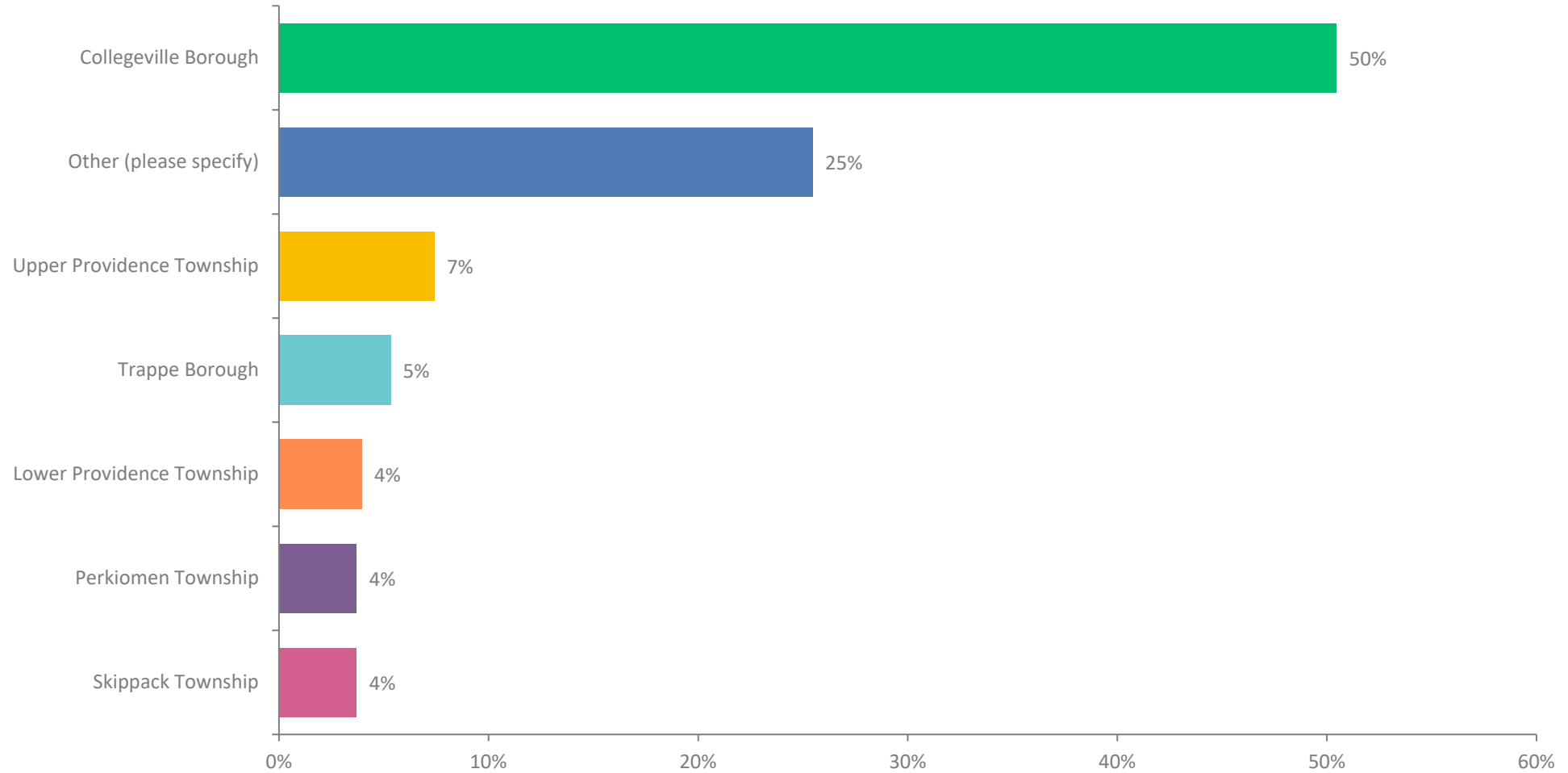
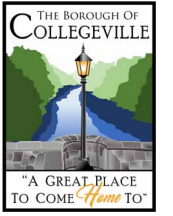
Q2: What is your age range?

Answered: 432 Skipped: 1



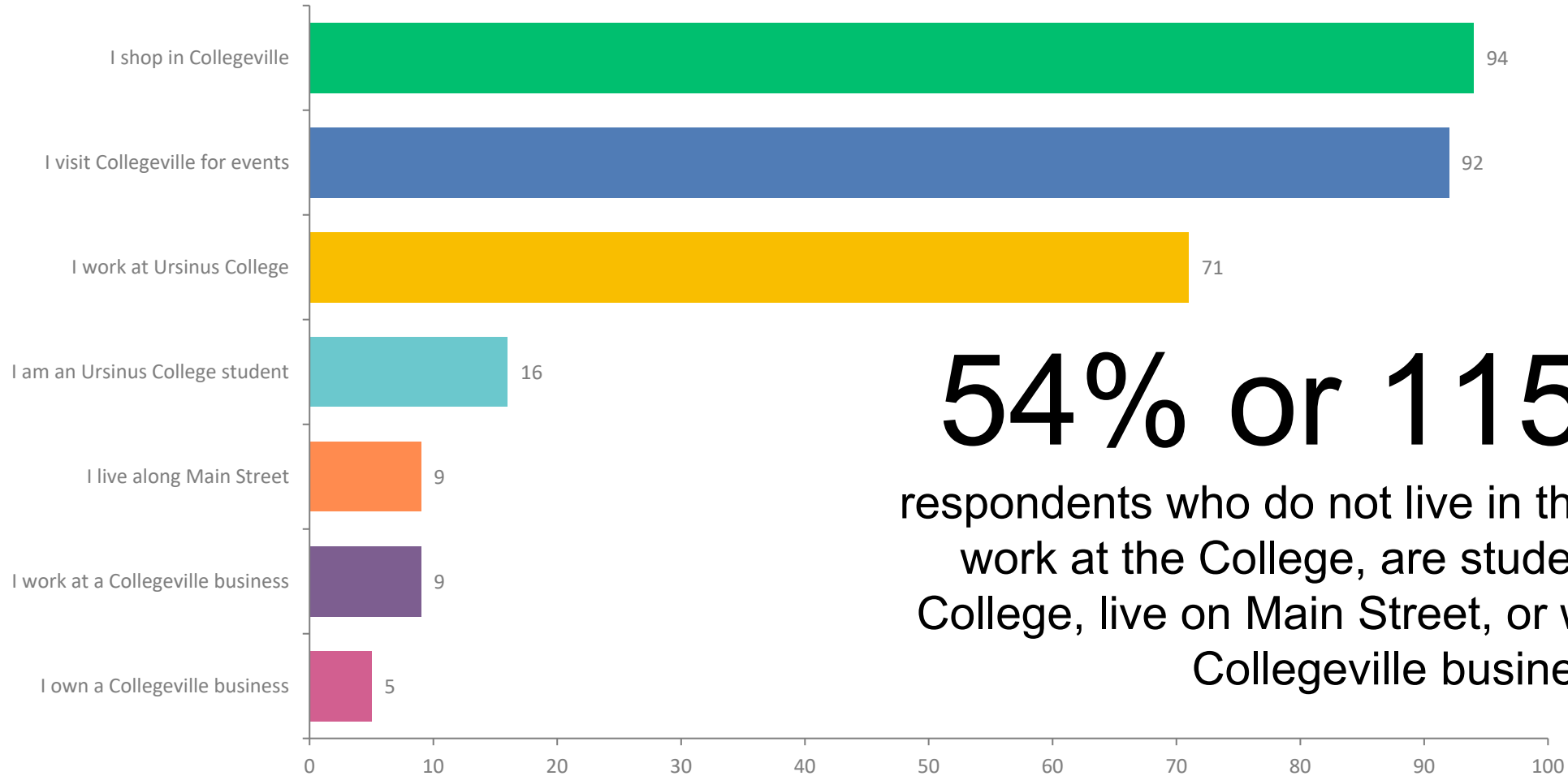
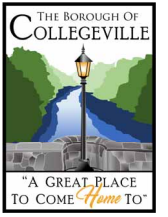
Q3: Where do you live?

Answered: 432 Skipped: 1



Q3 Follow-up: Of the 214 people who said they don't live in Collegeville Borough below is a summary of their connection to Collegeville.

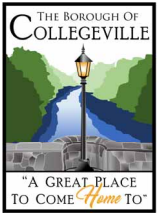
Answered: 214 Skipped: 0



54% or 115 of these 214 respondents who do not live in the Borough either work at the College, are students at Ursinus College, live on Main Street, or work at or own a Collegeville business

Q3 Follow-up: Of the 110 people who said they don't live in Collegeville Borough and live in "Other" municipality, here is their connection to Collegeville.

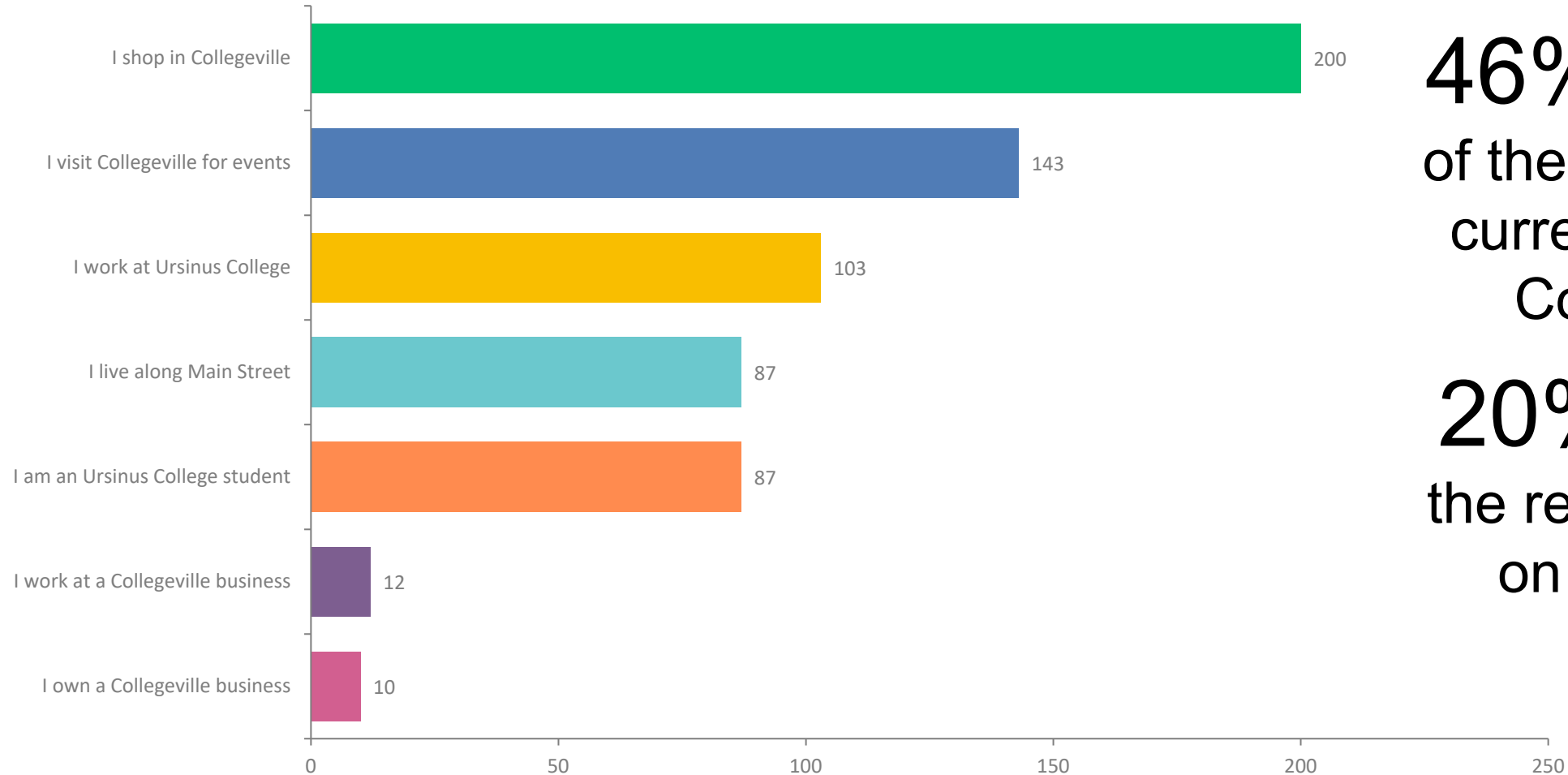
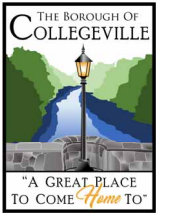
Answered: 110 Skipped: 0



- Three grew up in Collegeville
- Three are either an alumni or parent of Ursinus College
- Four live on the Ursinus College campus
- 13 live in Phoenixville
- 76 either work at Ursinus College, are an Ursinus College student, or work at or own a Collegeville business

Q4: What is your connection to the Main Street Collegeville business district? (check all that apply)

Answered: 433 Skipped: 0

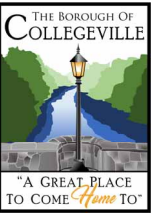


46% or 200
of the respondents
currently shop in
Collegeville

20% or 87 of
the respondents live
on Main Street

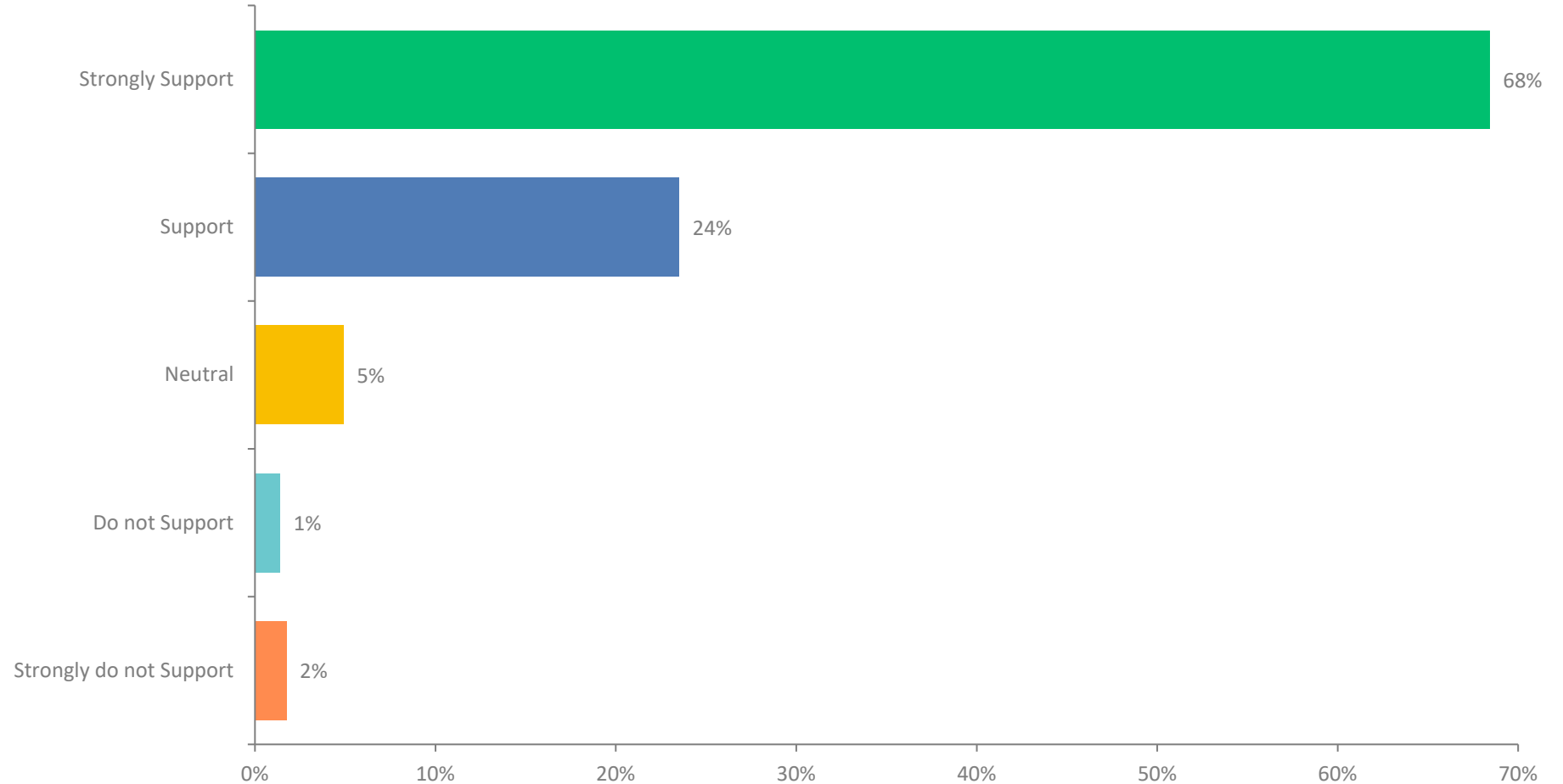
Q5: Do you support the idea of expanding Collegeville's business district along both sides of Main Street between 5th Avenue and 4th Avenue?

Answered: 285 Skipped: 148



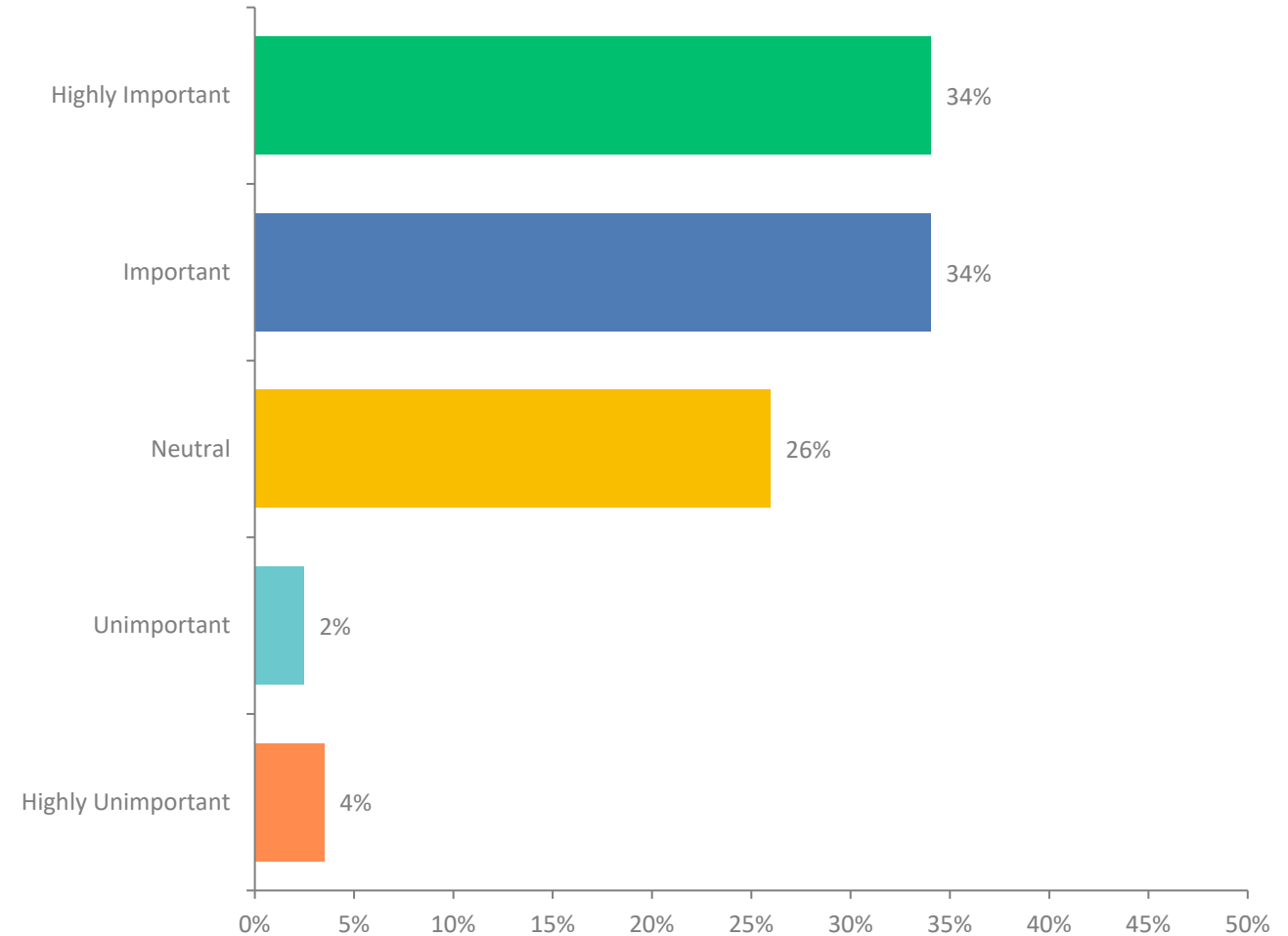
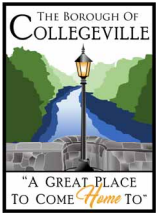
92%

support or strongly support expanding the business district on Main Street



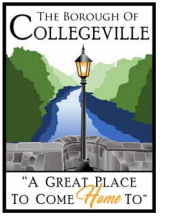
Q6: How important is it to allow one or two-story additions to existing buildings for new businesses along Main Street?

Answered: 285 Skipped: 148

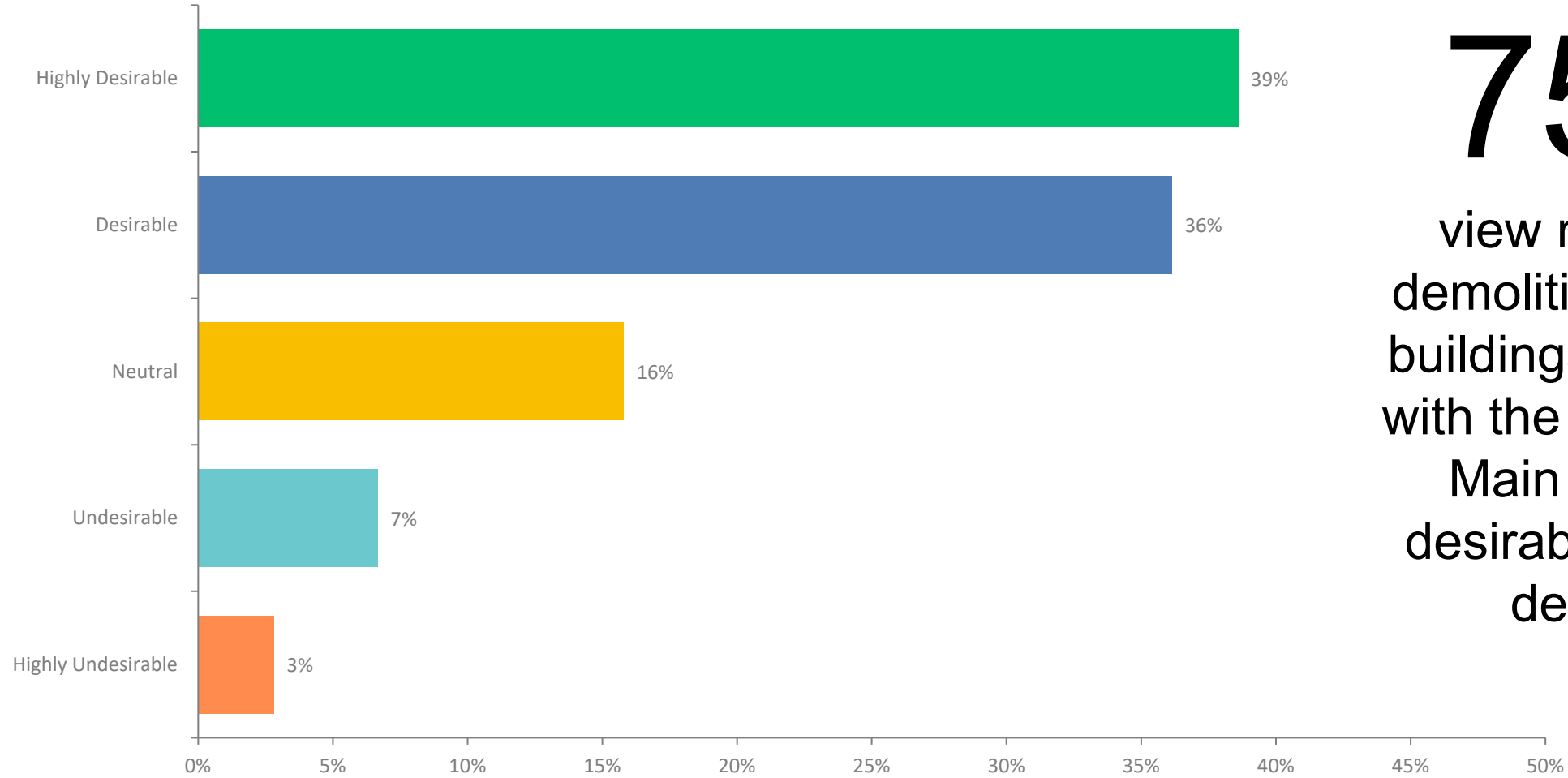


68% view it as important or highly important to allow one and two-story additions to buildings on Main Street

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

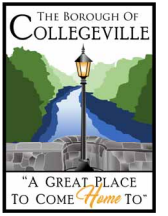


Answered: 285 Skipped: 148



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

Q8: Most of the existing buildings along Main Street currently have pitched roofs. Should architectural design standards for additions and new buildings along Main Street permit flat roofs, in addition to pitched roofs?



Answered: 285 Skipped: 148



Example of Gable Roof with Dormers



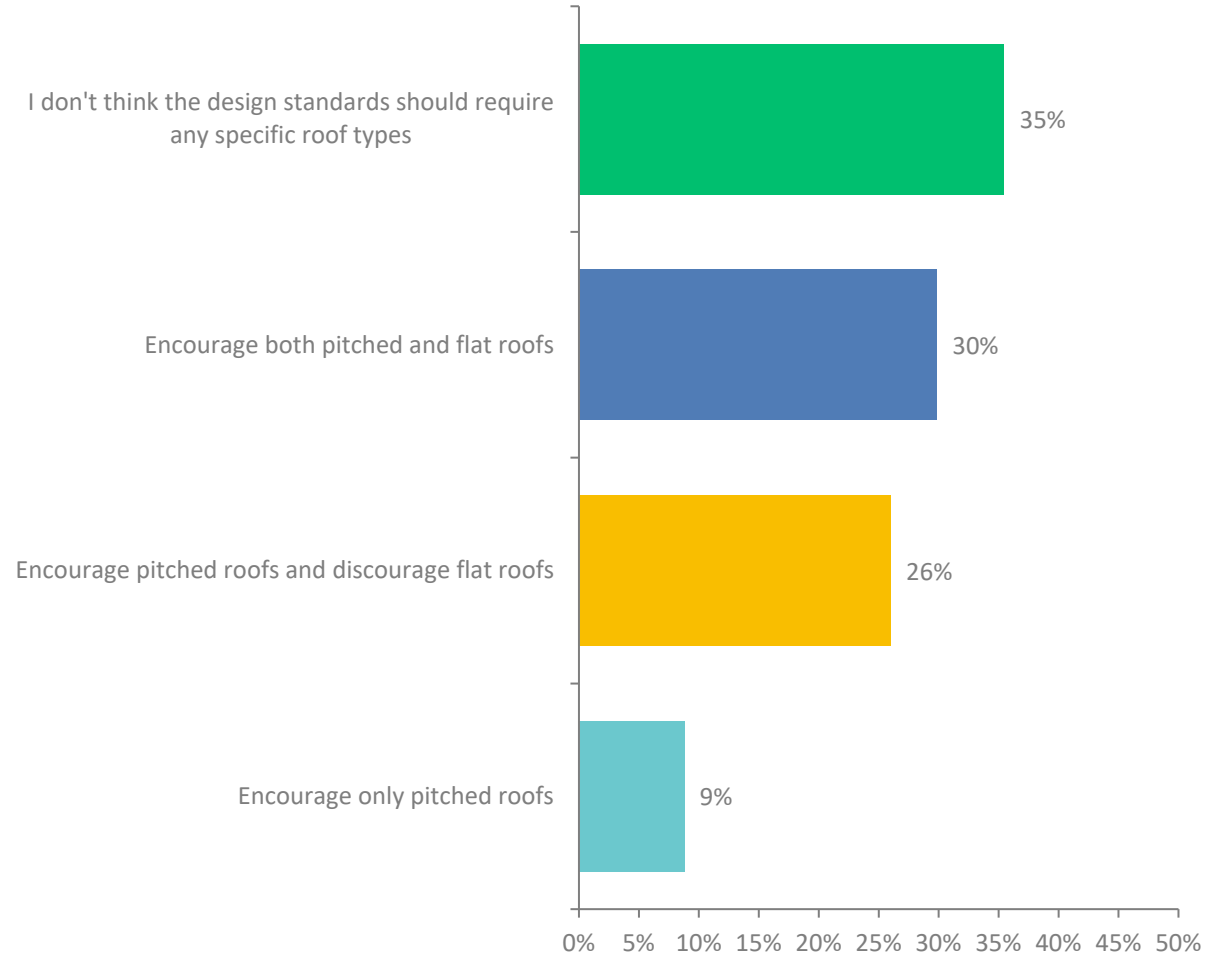
Example of Hip Roof



Example of Mansard Roof

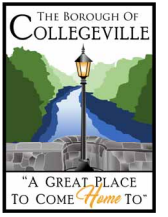


Example of Flat Roof

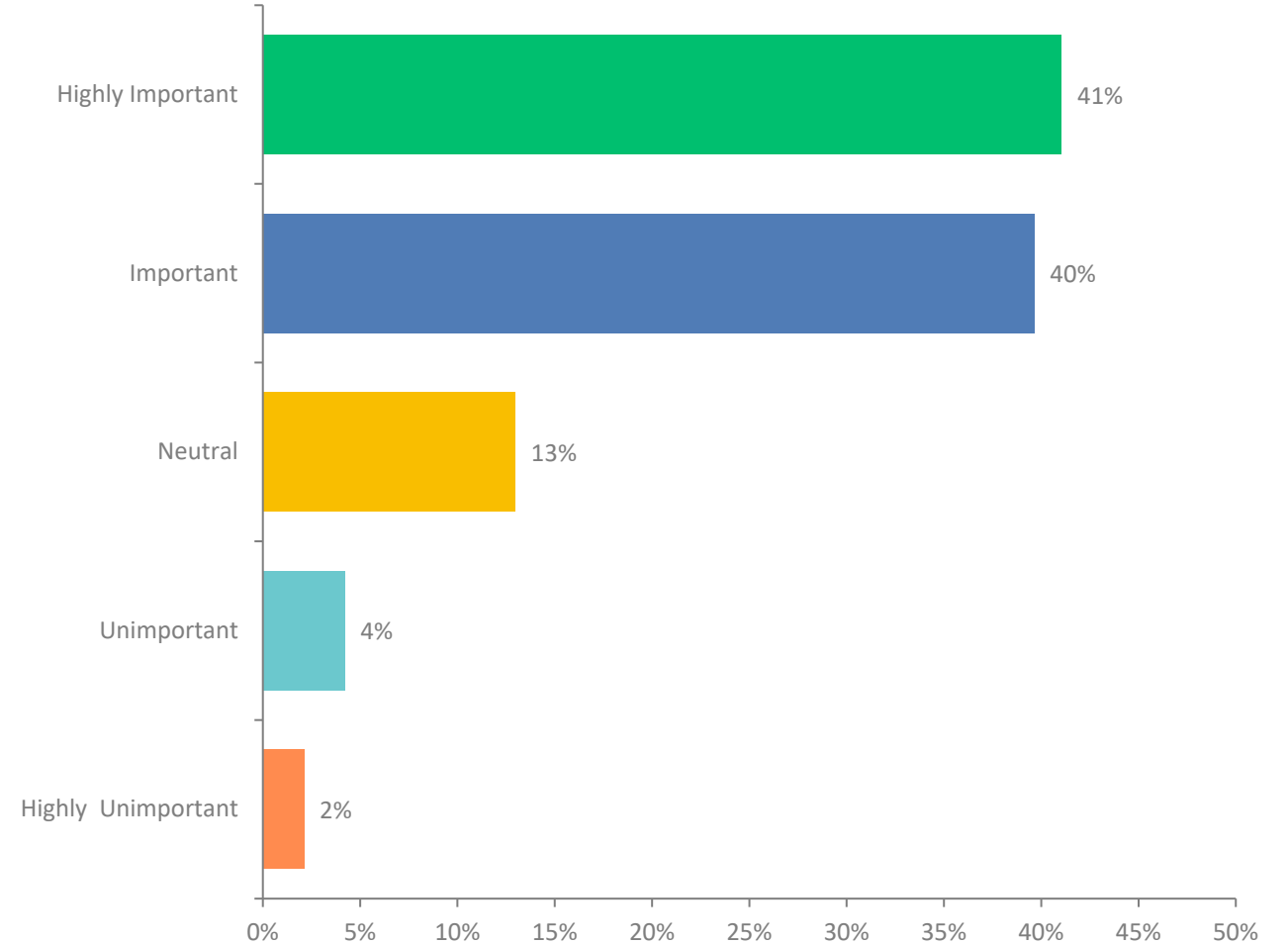


Most respondents do not feel that roofs should be highly regulated

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

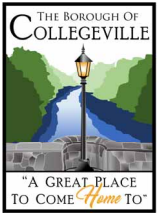


Answered: 285 Skipped: 148

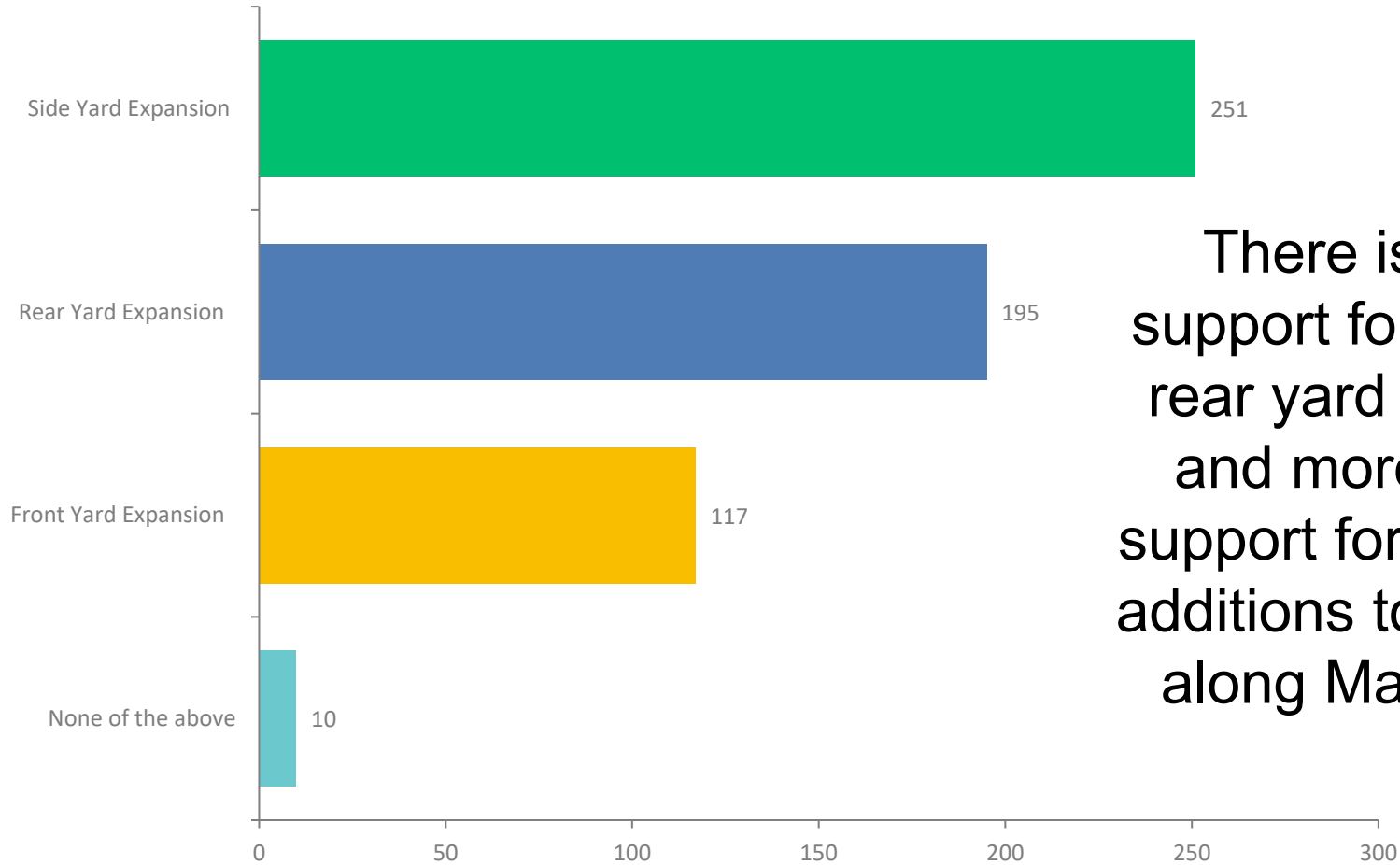


81% support the need for front yard design standards for commercial properties on Main Street

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

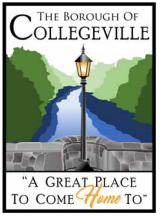


Answered: 285 Skipped: 148

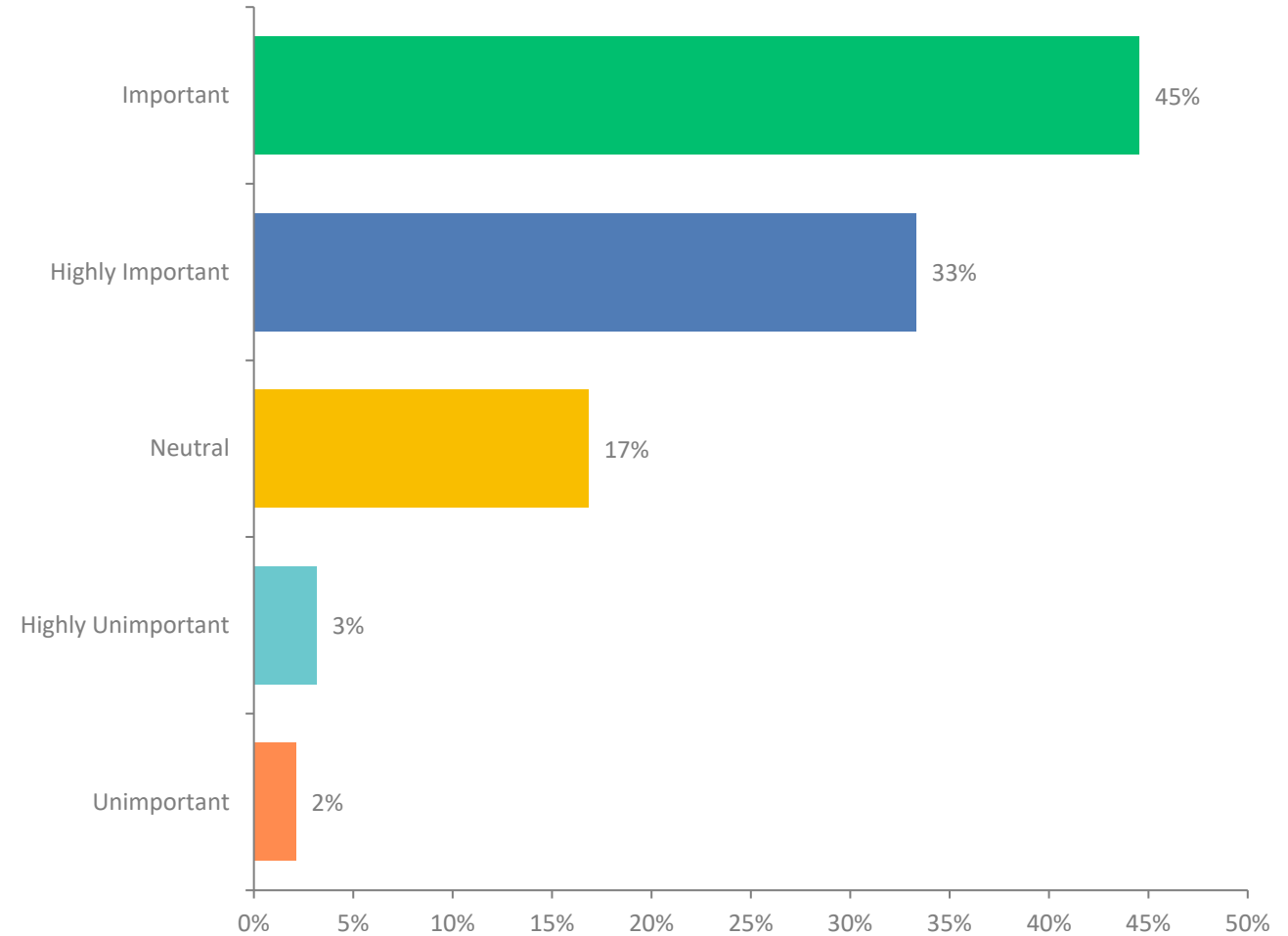


There is broad support for side and rear yard additions and more limited support for front yard additions to buildings along Main Street

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



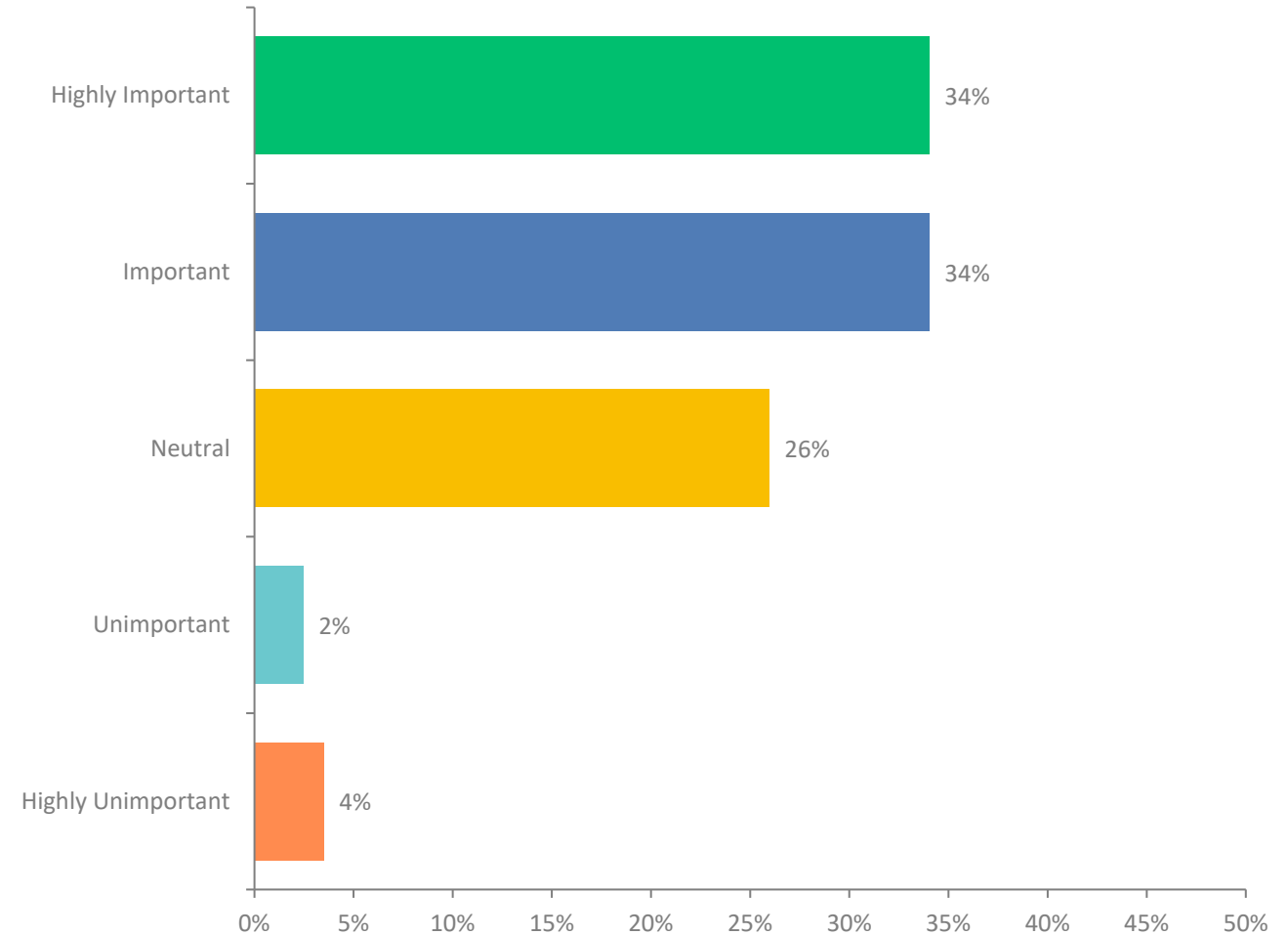
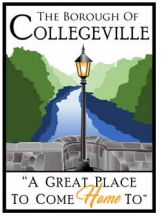
Answered: 285 Skipped: 148



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

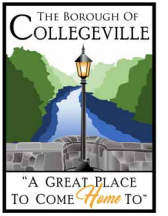
Q6: How important is it to allow one or two-story additions to existing buildings for new businesses along Main Street?

Answered: 285 Skipped: 148

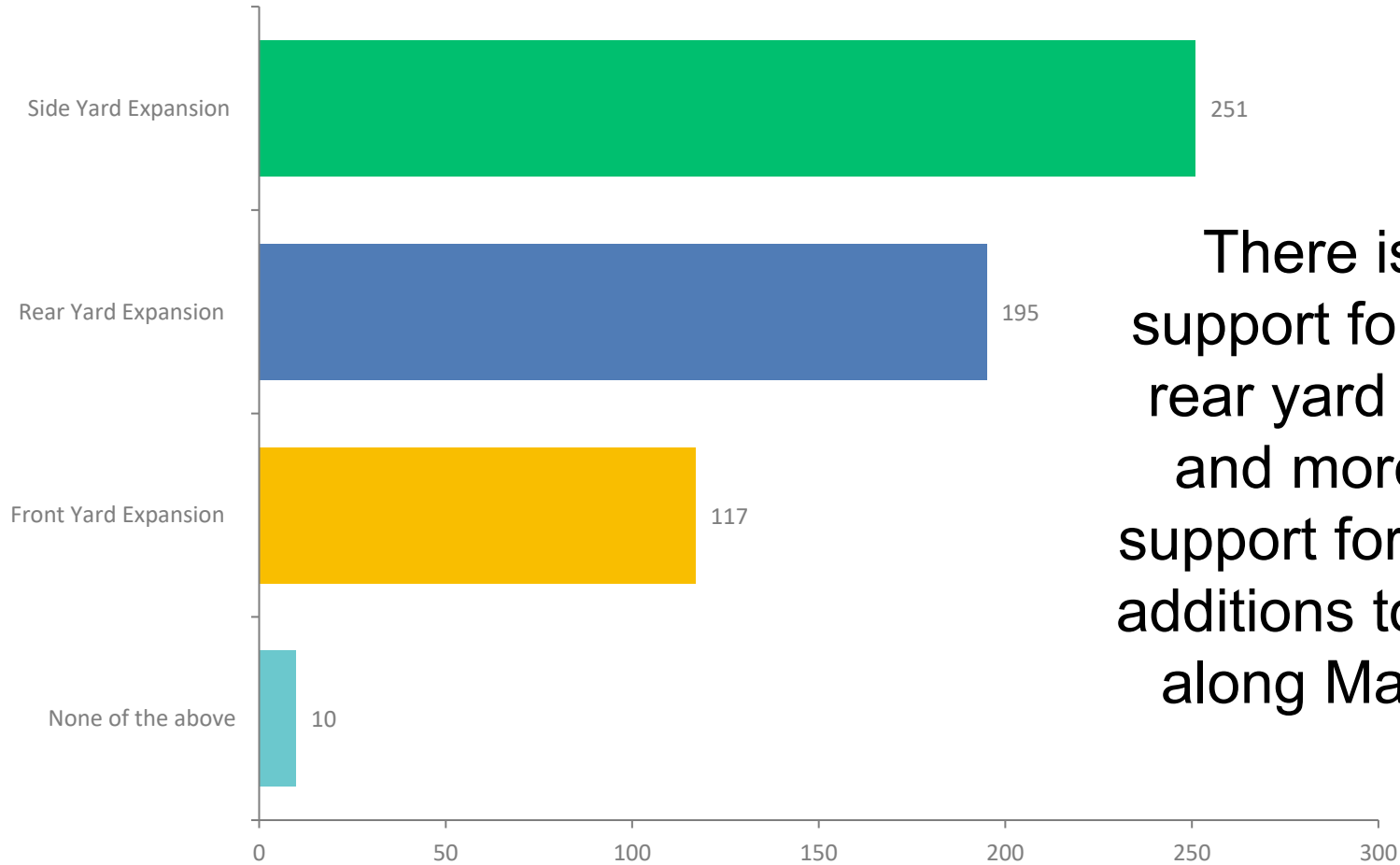


68% view it as important or highly important to allow one and two-story additions to buildings on Main Street

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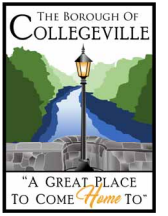


Answered: 285 Skipped: 148

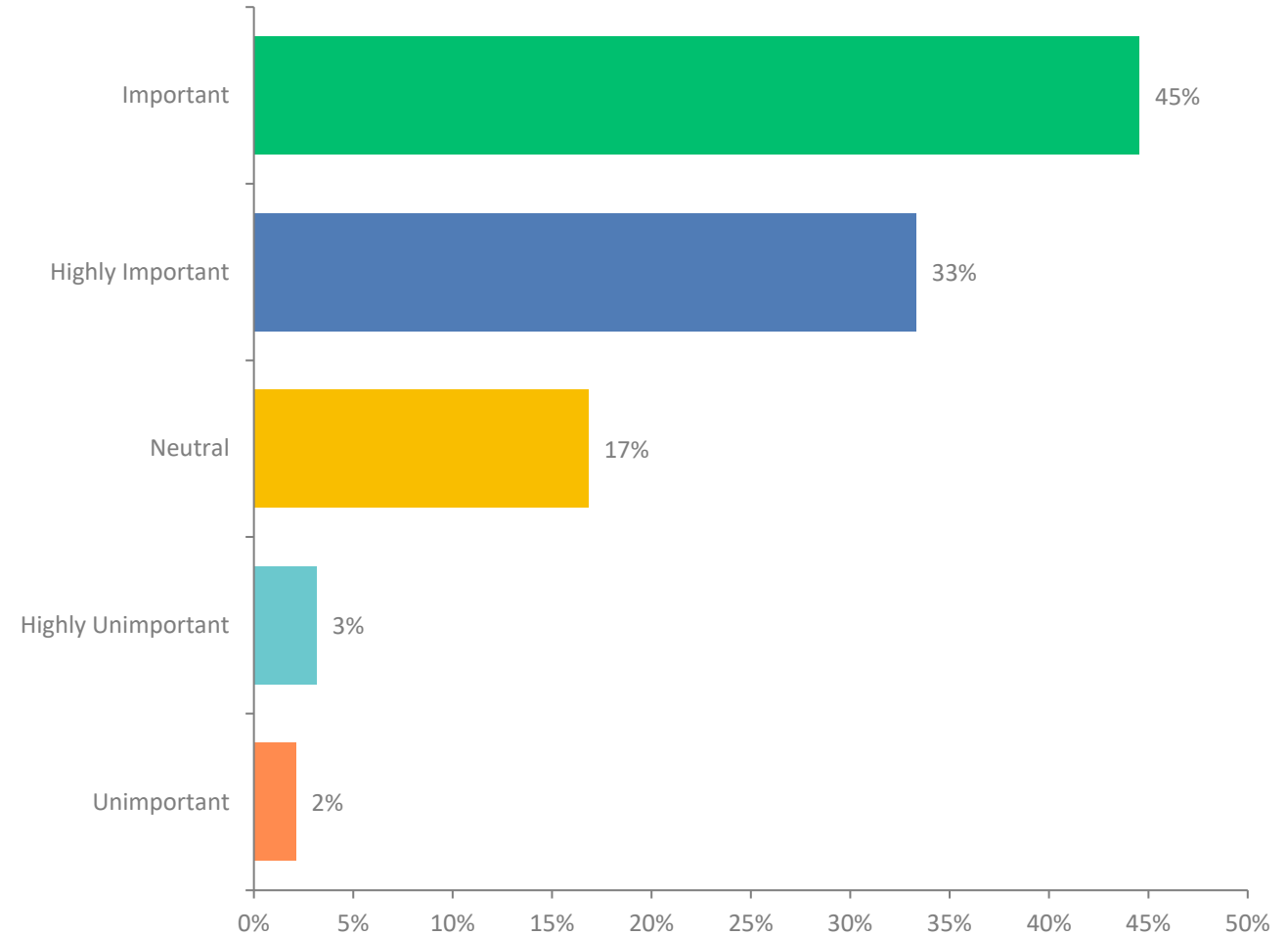


There is broad support for side and rear yard additions and more limited support for front yard additions to buildings along Main Street

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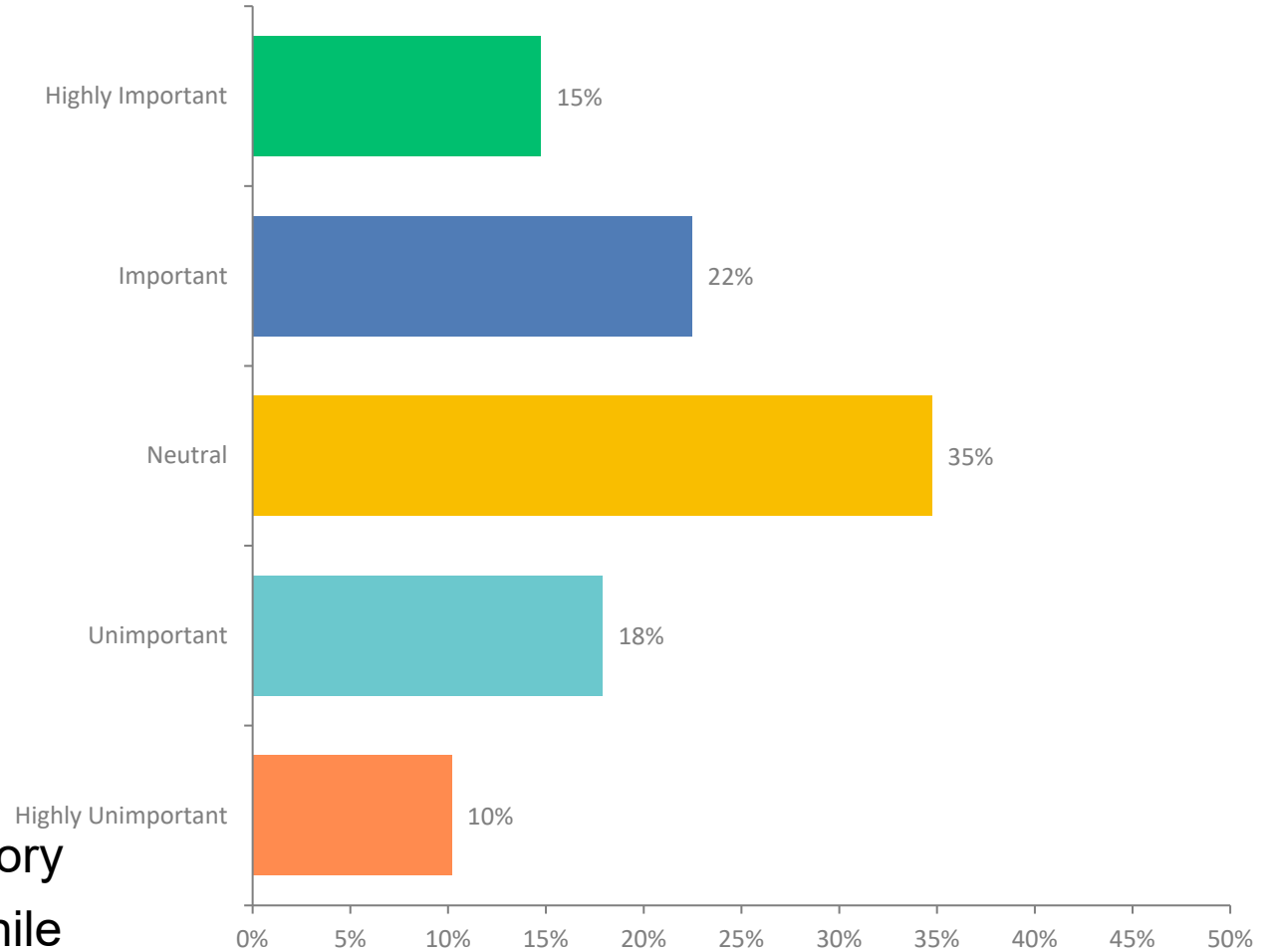
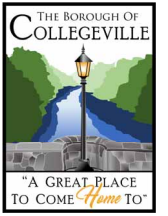
Answered: 285 Skipped: 148



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

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

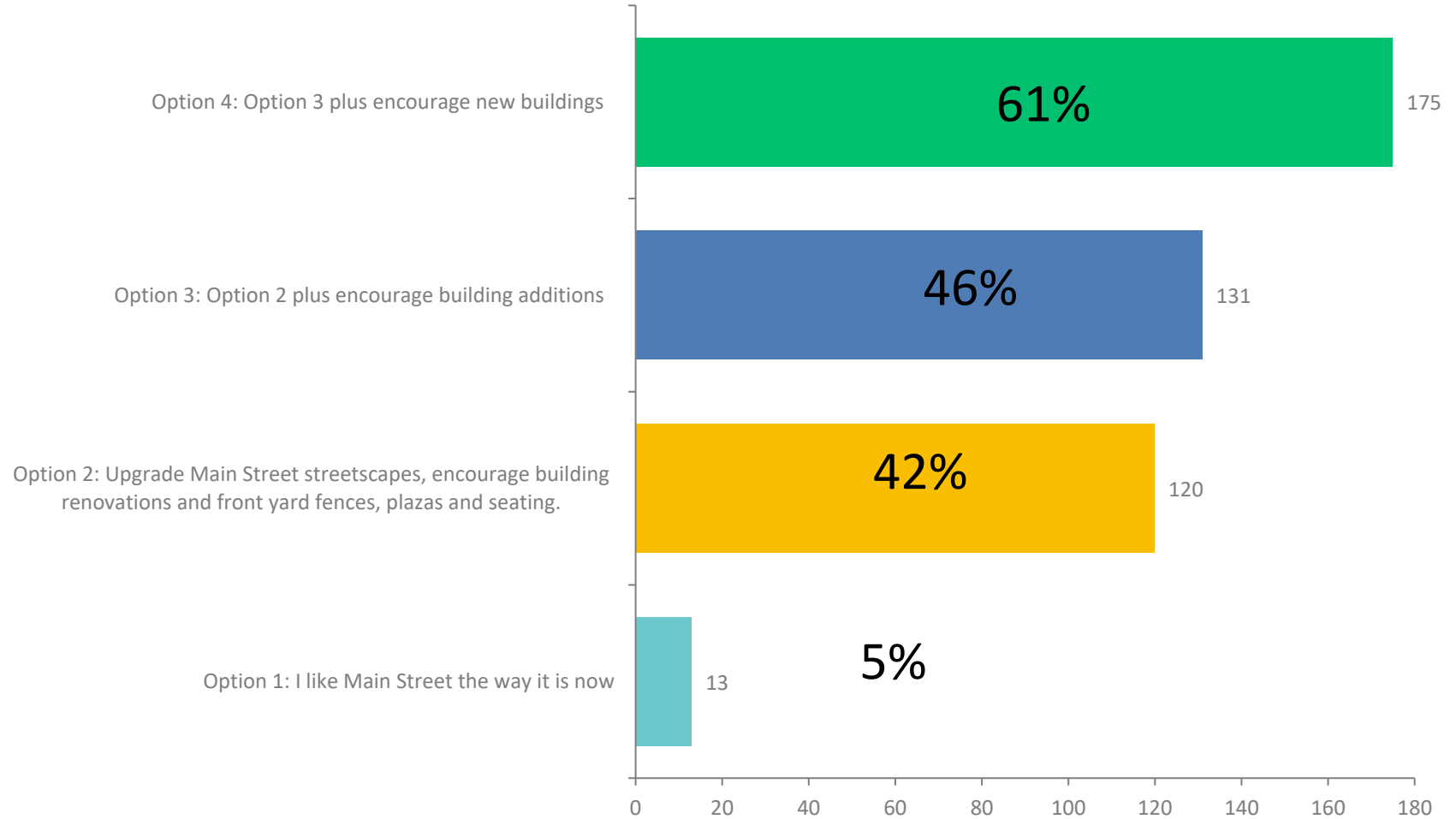
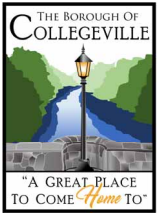
Answered: 285 Skipped: 148



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

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

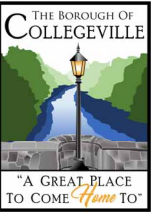
Answered: 285 Skipped: 148



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

Q14: Why did you choose these options?

Answered: 167 Skipped: 47



Survey respondents told us more about their preferred option for question 13 so we can better understand why it is so important to them. A sample of the responses are listed below.

Option 1

“Collegeville should remain a small quiet town.”

Option 2

“Would make for a more attractive, convenient, walkable town.”

Option 2

“I like the landscaping and seating availability.”

Option 1

“Traffic and parking are already awful along Main Street.”

Option 3

“Restaurants and shops should be able to have options as long as architecture reflects current designs.”

Option 3

“Most attractive to new businesses.”

Option 4

“The more enticing our Main Street is, the more desirable it will be to visitors.”

Option 4

“It seems the most beneficial to the area and the best way to maximize space.”

Q15: What are the names of, or types of restaurants, or businesses you would like to see expanded onto Collegeville's Main Street?

Answered: 159 Skipped: 55

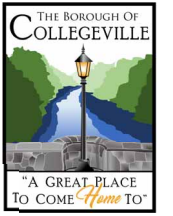
Survey respondents shared a wide range of ideas for the types of businesses they would like to see on Main Street. The following are some of the business types with the most frequently mentioned ideas shown as larger text.



Q16: What types of entertainment or arts venues that you would like to see expanded onto Collegeville's Main Street?

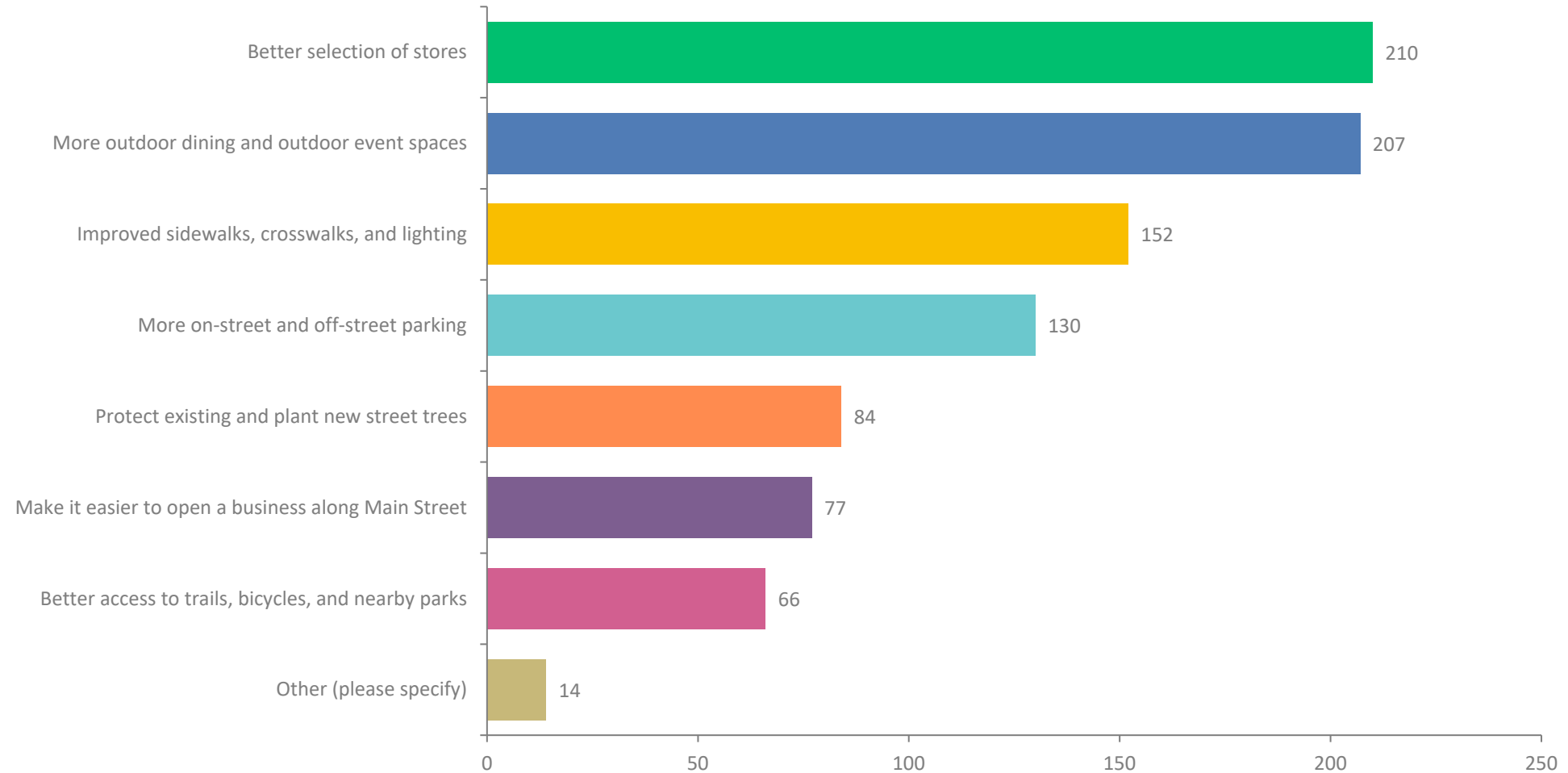
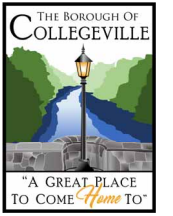
Answered: 159 Skipped: 55

Survey respondents shared a wide range of ideas for the types of entertainment uses and arts venues they would like to see on Main Street. The following are some of the venue types with the most frequently mentioned ideas shown as larger text.



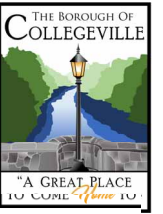
Q17: What are the three most important improvements that should be made to enhance Collegeville's Main Street?

Answered: 298 Skipped: 135



Q18: What types of improvements would you most like to see along Main Street Collegeville to become a more vibrant business district?

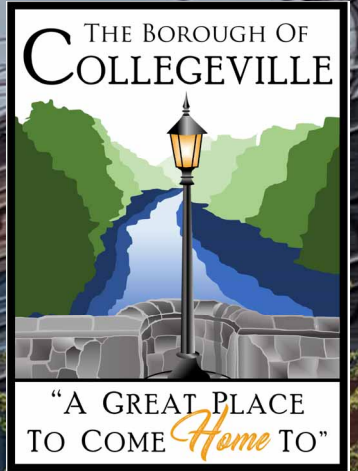
Answered: 159 Skipped: 55



Survey respondents shared a wide range of ideas for the types of improvements they would like to see on Main Street. The improvements most frequently mentioned are shown as larger text.



Collegeville Main Street Revitalization Plan



Final Report
September 2024

**DERCK
& EDSON** EST. 1940
CAMPUSES DOWNTOWNS ATHLETICS

DERCK EST. 1940
& EDSON

CAMPUSES DOWNTOWNS ATHLETICS