

VALLEY FORGE CORPORATE CENTER REDEVELOPMENT MASTER PLAN

ADDENDUM December 2008

On December 18, 2008, the Lower Providence Township Board of Supervisors adopted the Valley Forge Corporate Center Master Plan with the following recommendations of the Master Plan Subcommittee:

NEAR TERM ACTION ITEMS

I. 2009 First and Second Quarters

- A. Adopt VFCC Redevelopment Master Plan with amendments
- B. Revise zoning for VFCC as follows:
 - 1. Remove stand-alone high-density sector.
 - 2. Create an entertainment area(s) with restaurants and shops that can be easily accessed from Route 422 and to serve the VFCC business community.
 - 3. Include some institutional zoning.
 - 4. Create sector zoning to enable the Township to direct development.
 - 5. Allow residential component as part of mixed-use areas to create “live to work” areas.
 - 6. Rename industrial park district to reflect new image, such as “Valley Forge Town Center.”
- C. Pursue outside funding sources
 - 1. Hire an entity to pursue governmental funding beginning first quarter 2009.
 - 2. Identify all possible funding sources/grants.
- D. Coordinate ongoing relationship with VFCC business association
 - 1. Township to take an actual role to reorganize the association.
 - 2. Partner with lead member of association (PJM).
 - 3. Inform VFCC business association of all Township Business Park activities to keep them involved.
 - 4. Bring action items to VFCC business association where their input is needed and/or their help warrants it.

II. 2009 Third and Fourth Quarters

- A. Create a design plan for site/landscape/pedestrian connection/signage/lighting improvements
 - 1. Identify gateway areas where improvements will have the greatest impact.
 - 2. Identify pedestrian connections within VFCC and to neighboring areas.
 - 3. Hire consultant to devise plan.
 - 4. Use plan to outline how and where new developments can contribute to plan.

MID-TERM ACTION ITEMS

I. 2010-2011

- A. Actively recruit new tenants to VFCC.
 - 1. Concentrate of high quality existing Class A and B plus office space.
 - 2. Pursue a “destination attraction” to create identity for mixed use areas and to jump start continued redevelopment.
 - 3. Attract a hotel to capitalize on growing activity and business in and around the VFCC.
- B. Look for opportunities to market the Township.
 - 1. Proactively pursue partnerships to attract new tenants and retain existing tenants.
 - 2. Use VFCC Business Association as one potential partner.

II. 2012-2013

- A. Construct roadway improvements that:
 - 1. Facilitate the proposed mixed-use centers to improve interior circulation.
 - 2. Create roadway connections to move traffic around the VFCC.
- B. Create attractive public spaces that compliment the new mixed-use areas in the VFCC.

LONG-TERM ACTION ITEMS

The long-term action items as described in the Master Plan will take care of themselves as the revitalization takes hold, including development of new office space to support the new mixed uses and entertainment (and vice versa) and upgrading of existing older facilities. Other important considerations include identifying jobs of tomorrow and incentives for “green” upgrades, and finding funding streams for planning.