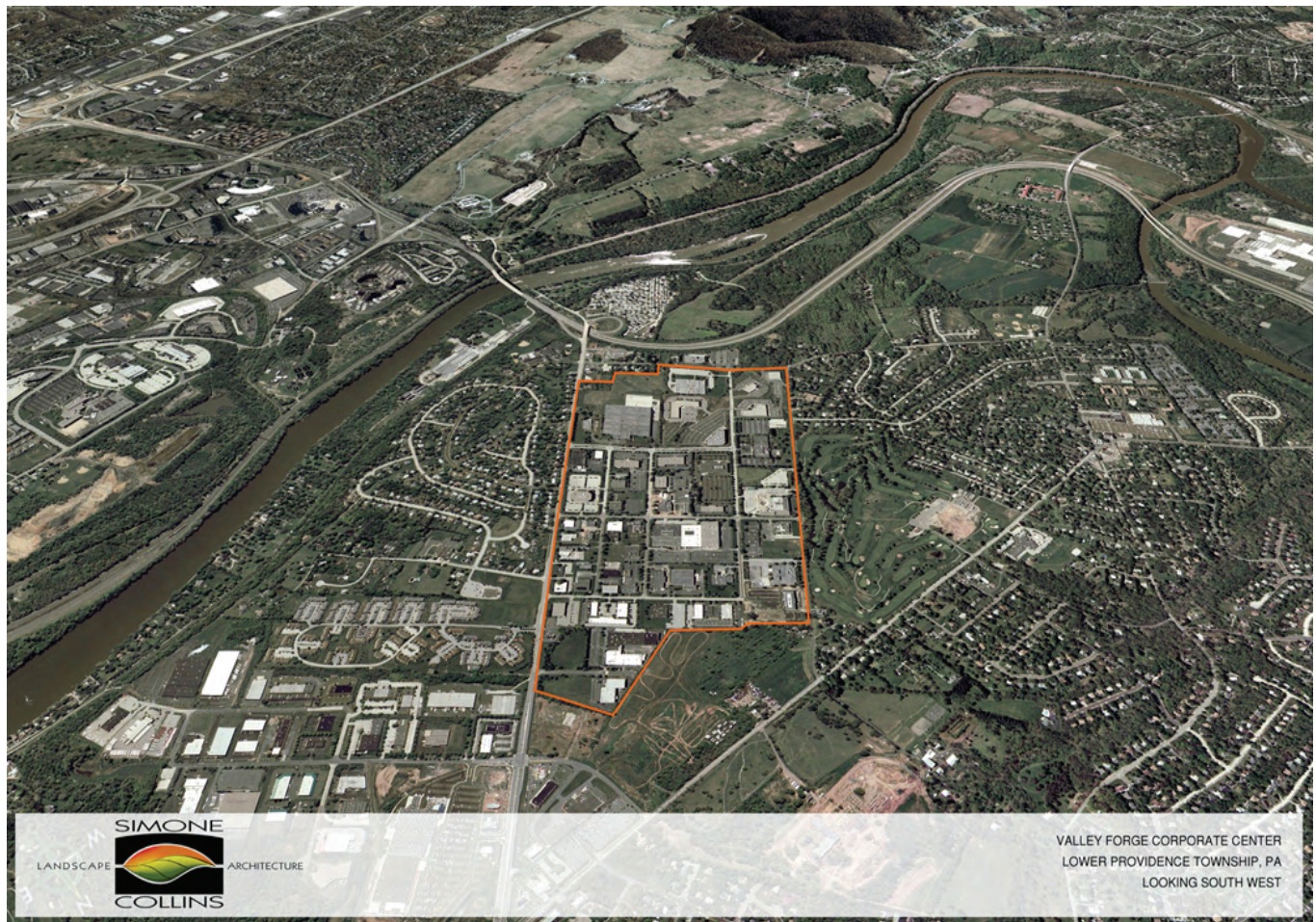


Introduction

Valley Forge Corporate Center (VFCC), sections of which are over 50 years old, is showing signs of age. Although its location is highly favorable, the center — which contains approximately 2.7 million square feet of space — is struggling to compete with newer corporate centers in the region that offer an array of amenities, newer building inventory, in-center services, and a more polished image. Due to the added burden of a stagnant office economy, new construction in the VFCC has been limited across all segments of the real estate market, and several proposed projects have yet to materialize. However, there are positive signs that VFCC is merely in transition, not in decline, and that its future as a desirable commercial location is realistic and attainable.

Recognizing this opportunity, Lower Providence Township initiated a process in the spring of 2007 to prepare a redevelopment master plan for the VFCC that would help the corporate center reach its potential. The Township retained the team of Simone Collins Landscape Architecture, Urban Partners – Market Analysts, and McMahon Associates Transportation Engineers and Planners to develop a redevelopment plan.



VFCC Project Study Area.

Introduction

Study Purpose/Goals

Purpose

The purpose of the study is to:

- Identify and assess current site specific and area existing conditions that have led to the current uses and occupancy rates at VFCC.
- Identify specific opportunities for private investment among current and new businesses / owners and interested outside investors.
- Identify the key infrastructure improvements necessary to revitalize the corporate center.
- Identify which of those infrastructure projects are critical to the specific private investments.
- Suggest an implementation structure to carry out the revitalization program.
- Complete specific fiscal / economic impact assessments to determine the viability of the infrastructure improvements.
- Develop amenities that will support the retention of current office users, and create long term advantages to attract new office users.
- Convert property that is very low performing industrial or flex space to other general commercial and entertainment uses through either building reuse or demolition/new construction.
- Build new competitive Class A office space –most likely after the current glut of Class A space is reduced and after traffic improvements are completed. Upgrade some older office and flex space to present a better image and effectively integrate with new Class A buildings.

Goals

The goal of this planning study is to determine a range of desirable existing and new uses for the VFCC toward achieving optimum occupancy that will increase tax rates to the Township.

Implementation of these recommendations will take the form of revisions to the zoning ordinance and map that would allow the revitalization plan to be implemented. Additionally, infrastructure improvements that will serve as catalysts to private sector reinvestment will also be recommended as appropriate.



Corporate building along Audubon Road.



Mack-Cali Office Building.

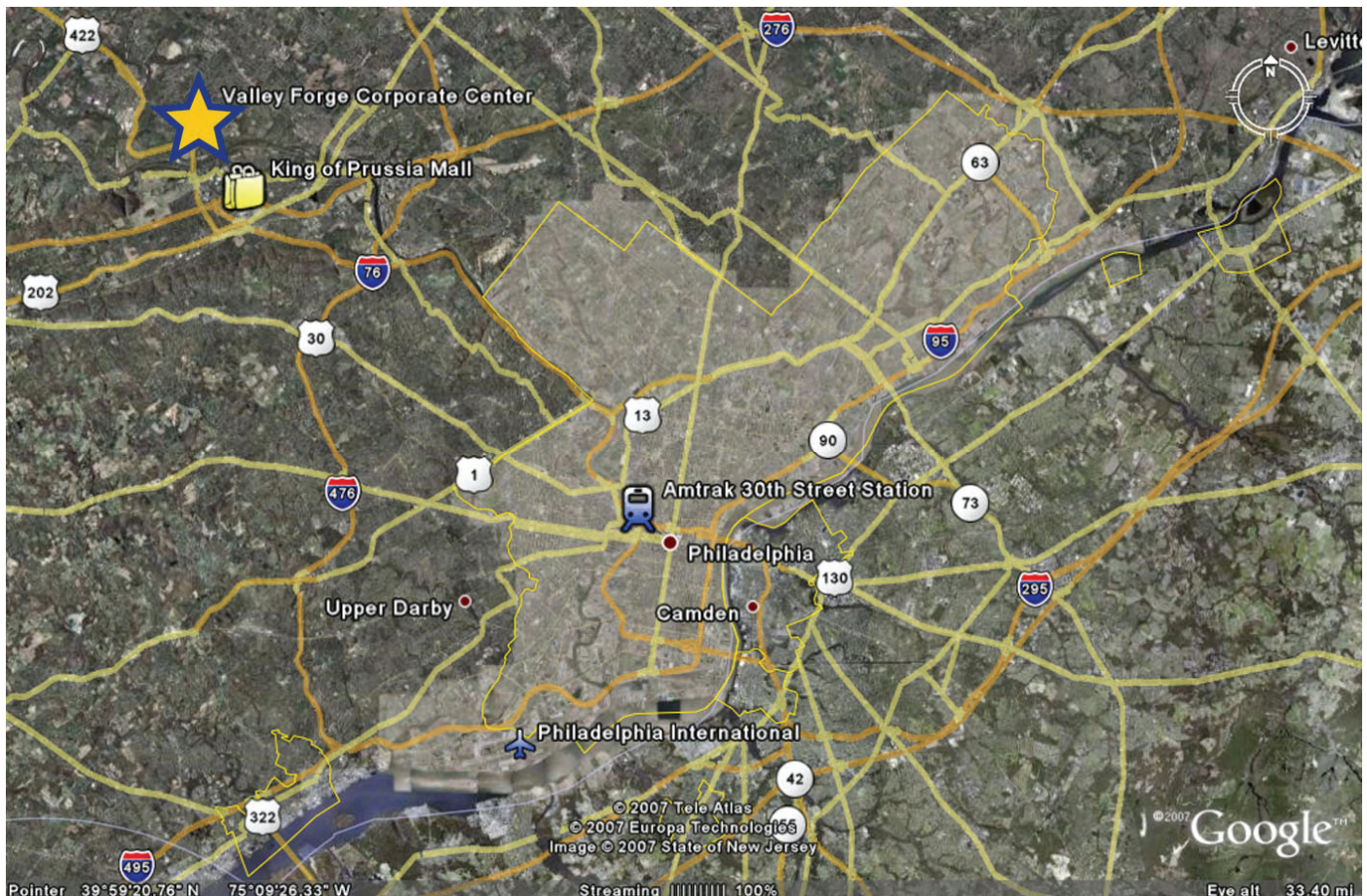


Typical office building along Trooper Road.

Regional Context

Valley Forge Corporate Center is located in Lower Providence Township in Montgomery County, Pennsylvania, and is situated about 22 miles northwest of center city Philadelphia. The 276 acre VFCC provides excellent road access to regional markets and locations. The center is located adjacent to and just north of Route 422, with direct connections to the Pennsylvania Turnpike, Schuylkill Expressway and Route 202 – all approximately 4 miles away in King of Prussia. Distances from the intersection of Adams Avenue and Monroe Boulevard within the VFCC to the following regional destinations are as follows:

- Amtrak 30th Street Station, Philadelphia 22.0 miles
- King of Prussia Mall 4.80 miles
- Lehigh Valley International Airport 49.0 miles
- Philadelphia International Airport 29.5 miles



Philadelphia Metropolitan Area.

Introduction

Relevant Planning Documents

Various planning documents with relevance to the Valley Forge Corporate Center were reviewed. These include:

- Lower Providence Township Comprehensive Plan, adopted November 2001
- 2002 Lower Providence Township Recreation Plan (Selective Update)
- 2005 Lower Providence Township Open Space Preservation Plan

Lower Providence Township Comprehensive Plan (November 2001)

Proposed Land Use Plan

Betzwood (near the intersection of Audubon and Trooper Road)

- Recommends changing the zoning to the properties located southwest of the intersection to HC-Highway Commercial.
- Properties west of the intersections should be rezoned from VC - Village Commercial to IP-Industrial Park.
- Recommends changing properties south of the intersection of Audubon and Rittenhouse Road from LI - Light Industrial to IP-Industrial Park.

Trail and Sidewalk Connections Plan

- Recommends providing a sidewalk the entire length of Audubon Road that would connect to the Schuylkill River Trail.
- The installation of a sidewalk along Adams Avenue and along any future expansion of Adams Avenue that would connect to the Schuylkill River Trail and shopping centers to the north.
- Recommended the installation of a sidewalk along Trooper Road.

Bicycle Mobility Plan

- Trooper Road is cited as a primary cycling route.
- Recommends that Audubon Road be utilized as a secondary bicycling route.

Correlation to Adjacent Municipalities

- This study noted a “conflict” between residential zoning along the east side of Trooper Road in West Norriton Township and the industrial park zoning in VFCC on the west side of the road.

Selective Update to Lower Providence Township Recreation Plan (2002)

The following recreation needs for the area in and around the Valley Forge Corporate Center were recommended:

- Biking / Walking / Hiking Trails
- 1 Softball Field
- 2 Multipurpose Play Fields
- 2 Horseshoe Courts
- 1 Picnic Grove and 1 Picnic Pavilion
- Various Site Furnishings

2005 Open Space Preservation Plan

- Cites parkland deficiencies in the VFCC portion of the Township and recommends that 34.4 additional acres of parkland be added in this area.
- Recommends the formation of the General Washington Recreation Area to set aside 4.2 acres of land for active recreational use located northwest of the VFCC.

Public Participation Process

Public participation was encouraged throughout the planning process. Opportunities for public participation included meetings with the Township Planning Commission, public meetings, group meetings with the Valley Forge Corporate Center Business Association, individual meetings with corporate center businesses and land owners, and meetings with the Board of Supervisors took place. The overall project schedule shown below.

Project Schedule

2007

April 12	Kick off meeting with Township
April 25	Consultant Team Meeting
April 25	Work Session with Township Planning Commission
May 8	Meet with Montgomery County Planning Commission
May 21	Public Meeting #1, 7PM
June 25	Meeting with Valley Forge Corporate Center Business Association (VFCCBA)
July 23	Meeting with Township Staff
July 25	Work Session with Township Planning Commission
Sept 26	Work Session with Township Planning Commission
Oct 3	Project Committee Meeting, 4:30 PM
Oct 18	Draft plan and report to Township
Oct 18	Present overview of plan to Township Board of Supervisors (Executive Session)
Oct 30	Project Committee Meeting, 4:30 PM
Nov 1	Meeting with VFCCBA
Nov 1	Meeting with Township Board of Supervisors / Public Presentation of Draft Plan
Nov 28	Work Session with Township Planning Commission
Dec 11	Meeting with VFCCBA to review comments & suggested revisions
Dec 11	Project Committee Meeting, 4:30 PM

2008

March 6	Presentation of Final Plan to Township Board of Supervisors
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Introduction

Interviews

In June and July of 2007, the consultants conducted in-person interviews with over 50 business owners, property owners, and tenants of the Valley Forge Corporate Center study area. In addition to specific information about the nature of each individual business, the intent of the interviews was to gather feedback about the VFCC in general from the businesses that occupy the space and employees who work there everyday. Questionnaires were developed as a guide for the discussions (see Appendix), and conversations were catered to each individual type of business, depending on whether they are an off-site property owner, a property owner operating a business in the Corporate Center, or a tenant. During the interviews, the businesses identified several consistent issues of concern regarding the Corporate Center, including image, signage, pedestrian safety, aesthetics, available services, traffic, parking, and communication among businesses in the VFCC. Business representatives were also asked to rank the various issues, in order of importance expressed by the respondents.