

## Existing Conditions Analysis

### Local Context

VFCC is bordered to the east by Route 363, Trooper Road, which provides primary access. On the west it is contained by Rittenhouse Road. The site's southern limit is Audubon Road and the northern limit is Egypt Road and the existing commercial properties along Shannondell Boulevard.

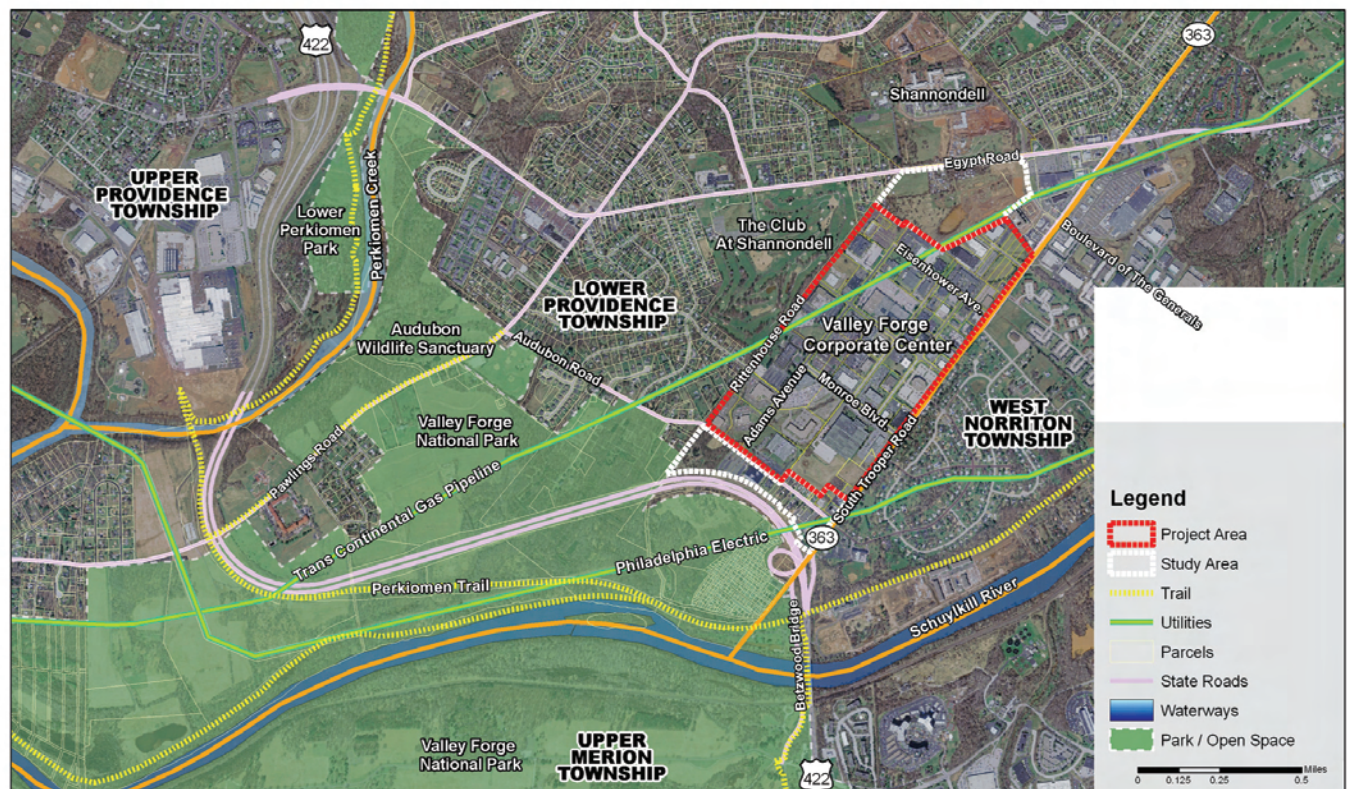
Residential neighborhoods are located directly to the east, across Trooper Road, in West Norriton Township. The Club at Shannondell – a golf course is located to the west. Commercial areas and some undeveloped land are to the north, and to the south lies the Route 422 corridor and Valley Forge National Park. Other significant local destinations include the Audubon Wildlife Sanctuary, the Perkiomen Trail, the Schuylkill River Trail, and Shannondell – an age qualified community.

### Data Collection & Methodology

Data found within this report was compiled from many different sources including previous planning studies and new field reconnaissance data prepared by the consultant team.

### GIS (Geographic Information Systems) Data

2005 Delaware Valley Regional Planning Commission (DVRPC) orthographic aerials, parcels with tax data, state roads, hydrology, and parklands were



*Local Context Map.*



## Site Analysis

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provided to the consultant by Lower Providence Township. Field maps were prepared from the GIS database consisting of the base aerial photography and other identifying features.

### Field Reconnaissance Team

The consultant performed field reconnaissance to inventory, analyze, and document existing conditions. Field data was recorded by the consultants and photographs were taken of existing site conditions for use in the evaluation of the existing VFCC conditions.

### Parcel Identification

Parcels were identified using the GIS database and this information was later verified in the field. Assessments were made to determine the aesthetic qualities and conditions of the individual parcels and the buildings situated on them.

### Oblique Aerials

Various oblique aerials were obtained from Windows Live Local which allowed for numerous three-dimensional views of the Corporate Center and the adjacent study areas.



*Oblique Aerial of Project Study Area.*

### Zoning

The zoning designation for Valley Forge Corporate Center is Industrial Park (IP). A variety of uses are permitted with the exception of commercial and residential use.

The following is a summary of permitted uses:

- Uses permitted in the LI Limited Industrial District including the following:
  - Electronics or small parts assembly and/or manufacture.
  - Scientific research or product development laboratory.
  - Administrative offices.
  - Light manufacturing of various products.
  - Municipal government buildings.
  - Communications antennas.
- Manufacturing, fabricating, assembly and/or processing.
- Processing of small metal pieces.
- Training center, business school or bank.
- Hotels.
- Class Two highway commercial uses within 600 feet of any General Commercial District boundary.
- Communications towers and antennas.



*Stormwater collection area.*



*Undulating topography to the rear of the Resolve Building.*

A complete copy of the IP Zoning Ordinance including accessory uses, uses permitted by special exception, ancillary uses, and conditional uses is located in the Appendix of this report.

To the south of the Center near the intersection of Trooper Road and Audubon Road the zoning designation is Highway Commercial (HC). Traveling northwest on Audubon Road the zoning becomes Village Commercial (VC) and farther west on Audubon Road the zoning is Light Industrial (LI). The partially vacant parcel to the north of the Corporate Center is also zoned as Industrial Park (IP). All of the aforementioned areas located outside the Corporate Center will be considered in this study, as the affects of development in these areas directly impacts the Valley Forge Corporate Center.

### Topography/Hydrology

The topography of the VFCC generally slopes to the southwest with a high point located near the terminus of Forge Avenue and the low point generally found near the intersection of Adams Avenue and Audubon Road. There are limited above ground stormwater retention basins within the park, as requirements to



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*Audubon Road looking north west towards Adams Avenue.*



*Jefferson Avenue, a typical interior road in VFCC.*



*Intersection of Audubon Road and Trooper Road.*

provide stormwater management at the time most of the buildings were built were nonexistent. There does not appear to be any storm water related problems with the exception of streambank erosion that is evident along the water course paralleling lower Adams Avenue. Man-made drainage ways can be found along the west portion of Adams Avenue between Van Buren and Monroe Boulevard, between Jefferson and Adams Avenue in the area of the water tower, and in the southwest corner of the Center between Rittenhouse Road and Adams Avenue. A large drainage way is located along a private driveway located south of the intersection of Monroe Boulevard and Adams Avenue. This drainage way forms a pond during wet periods, which eventually flows into a drainageway near the intersection of Adams and Audubon Road. It is likely that most of the stormwater runoff in the VFCC is captured in these drainage ways.

New stormwater regulations will be an important consideration for future VFCC site development as approximately 60% of the overall VFCC area is covered with impervious surface. The total green or permeable area is therefore equal to about 40% of the total VFCC land area, including existing undeveloped and vacant parcels.

### **Vehicular Circulation**

The current VFCC roadway circulation consists of a street grid running north south parallel to Trooper and Rittenhouse streets. Trooper Road borders the Corporate Center to the east and Rittenhouse Road forms the western border of the VFCC. Future Route 422 roadway improvements call for an off ramp that will connect Westbound Route 422 to Audubon Road and Adams Avenue. Adams Avenue is expected to become a three to four lane through-street with a future connection to Egypt Road. With the completion of the Route 422 off-ramp and redevelopment of the VFCC and surrounding area, it is estimated that Audubon Road will require a total of four to five lanes. Future plans also call for Norris Hall Lane to be extended to the northwest eventually connecting to Jefferson and Adams Avenues.

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Future development of the VFCC will require additional traffic controls to handle the increased traffic volume. Additional traffic lights may be required on some interior streets of VFCC if certain major developments take place.

Several businesses voiced concerns over traffic in and around the VFCC. With the imminent improvements to Route 422, many wondered how the construction would affect their businesses, and what kind of traffic would result from the finished product, particularly the new off-ramp from Route 422 to Adams Avenue. Some businesses favored the idea, praising the potentially improved access to the park, while others expressed opposition to the ramp. Those opposed believe the ramp will do little to alleviate the traffic problem since they say it only serves as an off-ramp for westbound traffic.

Many businesses also voiced their concern about various dangerous and/or high trafficked intersections around the VFCC, one of them being the intersection of Rittenhouse Avenue and Egypt Road. It was reported that it can be nearly impossible to make a left from Rittenhouse Avenue onto Egypt Road, and making the left from Egypt Road onto Rittenhouse Avenue presents similar risk. Some have suggested a signal for this intersection. Another particularly difficult intersection identified by several businesses is that of Eisenhower Avenue and Trooper Road. This intersection is also unsignalized, making it very difficult to turn left onto Trooper Road from Eisenhower Avenue. Many workers in the VFCC say they exit the park onto Trooper Road from Van Buren Avenue because it is signalized and much safer.

### **Public Transportation**

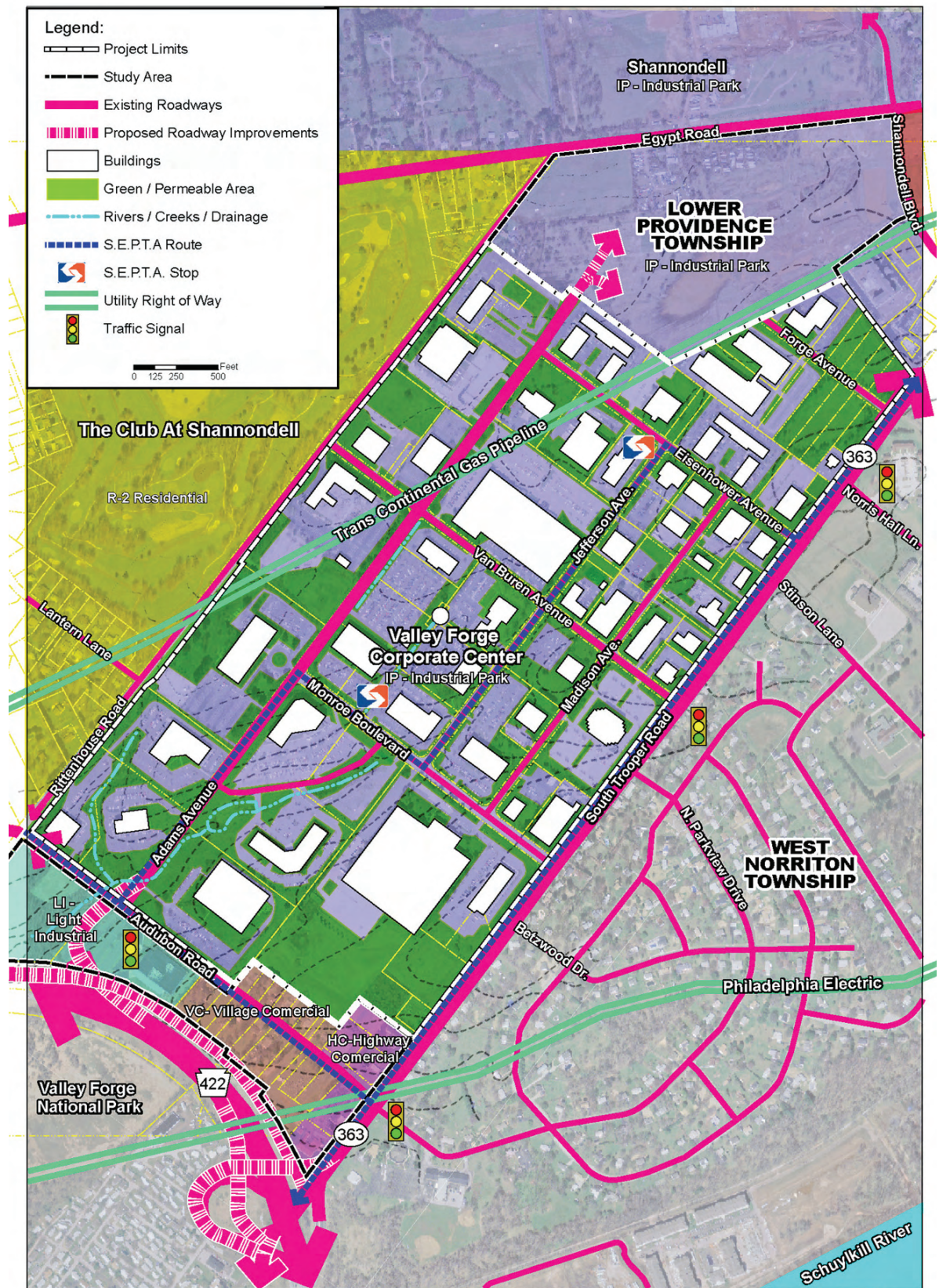
The VFCC is serviced by public transportation including the 131 SEPTA bus route, which runs from the Norristown Transportation Center to Audubon, and the 99 SEPTA bus route, which runs from the Norristown Transportation Center to Royersford. Both bus routes have several stops within the Corporate Center. Please refer to the Site Analysis Plan for illustration of these routes.

### **Parking**

Parking issues in the VFCC reportedly range from too much or too little parking to problems with on-street parking. While the vast majority of interviewed businesses claim that parking is sufficient, a small percentage indicated that their parking supply is not adequate for their employees, and some even mentioned that there is too much for their needs. This parking imbalance led to the question of shared parking, a concept where one business with excess parking would agree to allow a neighbor's employees to use the extra spaces. Some businesses favored the idea, but generally there was a concern by those with the excess parking over the liability of sharing it with their neighboring businesses.

On-street parking is also emerging as an issue in some segments of the park, particularly the safety of pedestrians accessing their vehicles on the street, as





**SITE ANALYSIS**  
Valley Forge Corporate Center  
Lower Providence Township, PA  
Simone Collins - Landscape Architecture  
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SC# - 08055.1





## Site Analysis

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well as the appearance of the cars parked on the street in a suburban corporate center. The Township has relaxed the restrictions that previously banned on-street parking, much to the chagrin of a few long-time occupants for safety and aesthetic reasons. It should be noted, however, that one large employer was pleased with the change, revealing that on-street parking could solve their parking crunch and eliminate their need for a proposed two-level garage.

### **Pedestrian Circulation / Safety**

The streets that traverse the VFCC are by and large devoid of sidewalks. The limited number of existing sidewalks in VFCC are disconnected and have various ADA accessibility issues. Pedestrians must walk on the street, exposing themselves to obvious risk. Dozens of people can be seen walking around the park during their lunch hour. Joggers can also be seen running the streets after business hours. Because of the level of pedestrian activity throughout the VFCC, many of the businesses have expressed an interest in a network of sidewalks and/or paved trails to encourage pedestrian activity during and after the work day.

Some businesses have complained about the excessive speed at which cars drive down the corporate center's wide, straight streets. Speed limit signs, painted crosswalks, and improved streetscapes are some suggestions to reduce speeding. The Township recently completed a striping project throughout the VFCC, adding center and shoulder lines along each of the streets. This is a good solution to slow down traffic while providing a temporary designated area for pedestrians until a network of off-street pedestrian sidewalks and paths can be constructed.

### **Identity/Image**

VFCC lacks a clear identity, in both tangible and intangible ways, which detracts from its image as a desirable place to locate a business. VFCC today is not an office park, nor is it an industrial park. Businesses and property owners have emphasized that more branding is essential to improve the image. Many have described the corporate center as "blah."



*Existing unused parking area.*



*Missing crosswalk on Adams Avenue.*



*Incorrect light pole placement limits ADA accessibility.*





*Mack-Cali sign on Trooper Road near Van Buren*



*View along Trooper Road from Route 422.*



*Water tower could be used as a landmark for visitors to VFCC.*

The amount of vacant space in the complex is also of concern, especially to property owners. There are currently hundreds of thousands of square feet of warehouse and office space sitting unused. Owners are concerned not only that vacancies could negatively impact their property values, but also that the image of a semi-occupied corporate center is bad for business – both for their customers as well as other prospective tenants.

Some businesses have also commented on the name “Valley Forge.” A few have suggested that to reinvigorate the park, a new name should be adopted. To many, “Valley Forge” has an old, even stodgy connotation, rather than a sharp, contemporary sound that might befit a modern corporate park. A smaller number have said they like the name, but they agree that more advertising needs to take place to emphasize the name, whatever it is. Furthermore, some tenants and property owners have expressed concern over the multitude of postal addresses for businesses in the VFCC, including Norristown, Audubon, and Valley Forge. They believe that a single, consistent mailing address for the Corporate Center will help both customers and prospective tenants know exactly where it is located.

### Signage

Business owners have also mentioned that signage is a problem – both for wayfinding, as well as aesthetics. Currently there is only one sign displaying the name “Valley Forge Corporate Center” – a modest sign at the corner of Eisenhower Avenue and Trooper Road. However, there is no entrance marked on Trooper Road at Monroe Avenue, Van Buren Avenue, or Adams Avenue. The corner of Van Buren Avenue and Trooper Road is marked with a sign for the Mack-Cali Corporate Center, which only confuses the identity issue even more. Therefore, if traveling north on Trooper Road from Route 422, there is no indication of what the VFCC is until one reaches the northern end of the Corporate Center. Compounding the problem is a lack of signage leading to the VFCC. There is no signage on Route 422 or near the Trooper Rd. exit ramp, nor is there any mention of the VFCC on Egypt Road.

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Business owners also commented that attractive thematic signage within and surrounding the VFCC, as well as new street and address signage, would help every visitor find their way through the complex and more easily identify tenant businesses. They also said that an impressive gateway treatment, perhaps at two or more locations, would also make a big difference in welcoming customers and tenants, alerting them that they have arrived at VFCC.

### **Aesthetics**

The aesthetics of the VFCC are directly related to the image of the park. Aesthetics are a top issue among interviewed business owners, who feel that they are not favorable, lending to a poor overall image. While the VFCC is not unpleasant in most locations, with many well-maintained buildings and expansive green lawns and trees, many tenants feel that there is much room for improvement. To make VFCC a premier office location, businesses we spoke with feel that property owners will need to invest more in the appearance of their buildings and properties. This could include façade improvements, better lawn and landscaping maintenance, more abundant landscaping (for example to shield parking, dumpsters, utilities, etc.), unique features such as fountains, and better aesthetic treatments in parking areas such as trees and planting beds.

### **Utilities**

The Trans Continental Gas Pipeline traverses the VFCC in a southwest to northeast direction. Philadelphia Electric Company high tension power lines are located just to the south of the VFCC and two Philadelphia Electric Company substations are located near the intersection of Trooper Road and Audubon Road. A municipal water tower is located in the central portion of the Corporate Center. The buildings in Valley Forge Corporate Center are serviced by public sewer and water.

### **Fiber Optics**

VFCC has the capacity to provide its tenants with connections to high speed fiber optic communication cables. Fiber optic cables allow for the transmission of data over longer distances and at higher data rates than other forms of wired and wireless communications. Fibers are used instead of metal wires because signals propagate along them with less loss, and they are immune to electromagnetic interference. Having this infrastructure in place makes VFCC more desirable to high tech businesses that rely on transmitting massive amounts of data or high quality video.

### **Dual Service Electric**

This existing infrastructure is ready to use in most places in VFCC and caters to businesses that require large amounts of electricity. Typically, businesses that conduct heavy industry, computer, server, or database uses require this type of service. If marketed properly, dual service electric has the ability to attract high tech tenants to VFCC.



### **Services**

The primary issue regarding services for employees in the VFCC is a sheer lack of them. Most notably, there is a dearth of food and drink options inside the park that would allow employees (or customers) to easily walk to breakfast, lunch, or dinner. Currently, Apple Spice Junction is the only choice within walking distance. Although there are myriad lunch options a few minutes away by car on Trooper Road, many businesses would like to see more options in the park, particularly with an expanded pedestrian network to easily get employees there by foot. The lunchtime exodus out of the park further adds to the traffic on Trooper Road and costs workers time in transit. Other requested services within the Corporate Center include fitness facilities, daycare services (although there is presently a daycare center in the VFCC, but very few tenants expressed any knowledge about it), a drycleaners, and coffee bar or café.

### **Communication**

An additional issue facing the VFCC has been a lack of communication among businesses and tenants. Many businesses are unfamiliar with their neighbors in the park, and often are unaware of specific issues or happenings that may impact them. Better communication could generate potential business opportunities as well as provide an outlet for collaboration and discussion on pertinent issues as parking, maintenance, security, etc. Many businesses we interviewed expressed a sincere interest in improving the lines of communication among tenants and owners in the VFCC for these reasons. In the past, a business association has been attempted by a handful of tenant owners and employees in the park with no success. With the encouragement of the Township and as a by-product of this planning study, the VFCC Business Association has been re-energized and several key individuals have committed to meeting regularly with the intent to accomplish a variety of tangible goals.

### **Development Influences**

#### Internal Influences

During the course of research and analysis, several development projects were either proposed or in the pipeline for construction at the VFCC. These projects include a new Expo Center, velodrome, office building, and hotel.

#### Expo Center

The current Resolve site at 1001 S. Trooper Rd. will be vacant in the near future and has been identified as a potential site for an Expo Center, either the one formerly located in Fort Washington or a new operation. As discussed above, large-scale industrial facilities are not currently in demand at the VFCC, and based on the industrial/flex market, do not seem to be returning to this area in the near future. Without finding an alternative use such as an Expo Center, a 20 year-old, 350,000 SF warehouse has few uses in a redeveloped VFCC. If the Expo Center comes to fruition, it would represent a win for the Township and the VFCC, as the warehouse would be reclaimed for productive use. This location would also have excellent access to Trooper Road and Route 422.

# Site Analysis

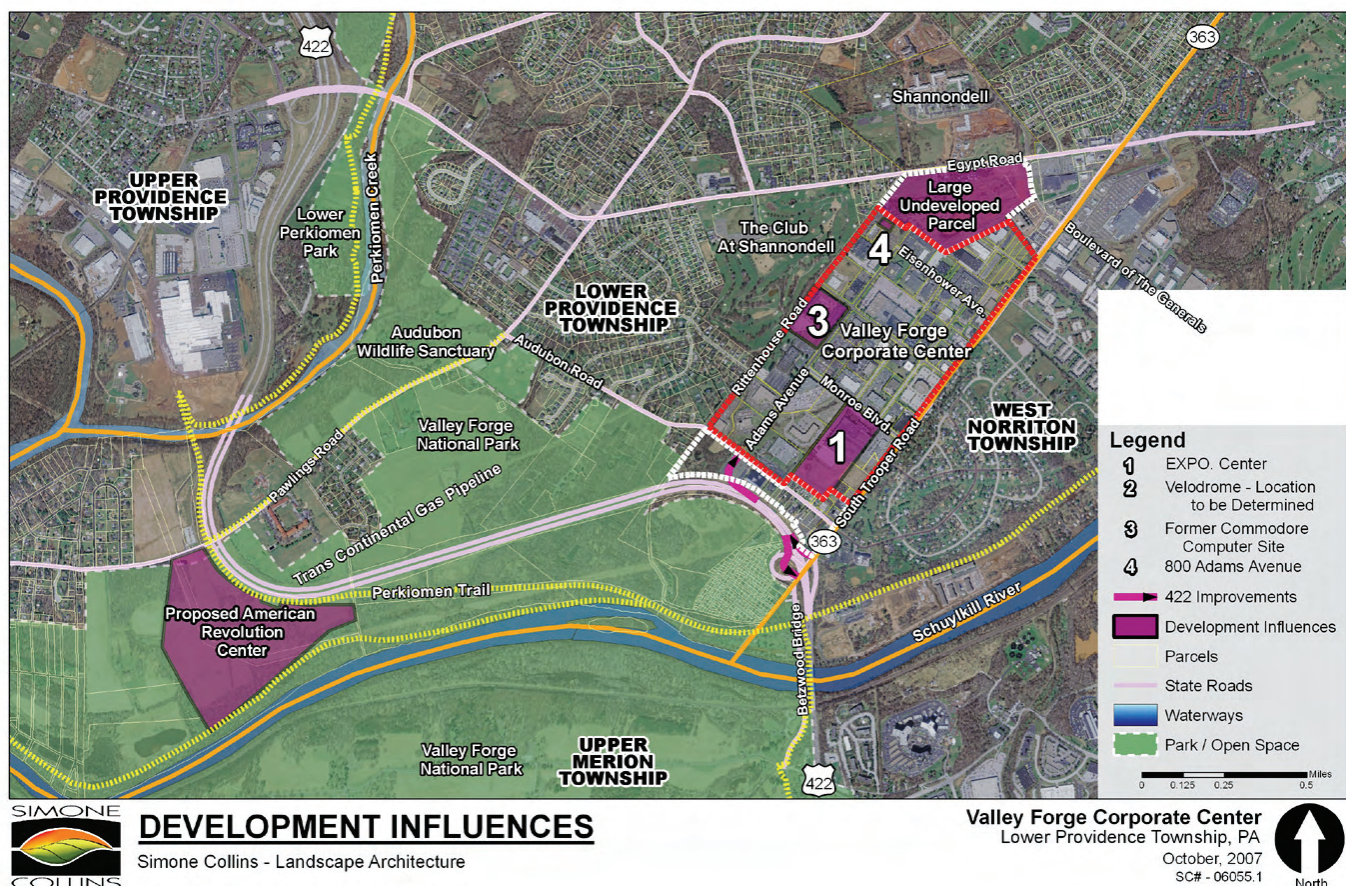
Other sites within VFCC also have the potential to be developed into an Expo Center, most likely within a new building.

## Velodrome

Pro Cycling Tour LLC has been working with the Township since 2002 to locate the country's 2<sup>nd</sup> indoor velodrome in the VFCC. During this planning process, two sites were under consideration. The facility would also accommodate concerts with seating for approximately 3,500 patrons. While there is excitement about the possibility of welcoming the velodrome in the VFCC, existing tenants have expressed concern about some of the issues that may come with it – security, parking, and traffic.

## Former Commodore Computer Site

970 Rittenhouse Rd. is one potential site for the planned velodrome. American Realty has purchased the property, and the current plan is to build a hotel on the site without the velodrome. Complicating development efforts is that 970 Rittenhouse is a superfund site, and cleanup is still ongoing. The development of the Expo Center and/or velodrome will likely have a major impact on the prospect and timeline for the hotel development on this site.





### 800 Adams Avenue

Until recently, this site was an empty parcel adjacent to the O'Neill building at 820 Adams Ave. Construction is now underway on a new 3-story 65,000 SF Class A office building, which will mirror the building at 820 Adams Ave. While the tenants have not been confirmed, construction does signify that a major developer believes the market can absorb a new Class A building.

### External Influences

Many external developments will directly influence the future development of Valley Forge Corporate Center. The future location of the American Revolution Center (ARC) will have a direct impact on the Corporate Center by bringing thousands of visitors through the south portion of the Center on Audubon Road. Similarly, the completion of the Route 422 transportation improvement project calls for the reopening of the Betzwood Bridge, a Route 422 exit ramp connecting to Adams Avenue, and road widening and intersection improvements on Adams Avenue, Audubon Road, and Trooper Road. The completion of this ramp will improve the visibility and accessibility of Valley Forge Corporate Center. Directly to the north of the Center lies a large piece of undeveloped land that is currently considering several development options. An improved and re-aligned Adams Avenue will have an important impact on the north portion of the Corporate Center.

Please refer to the Development Influences map which depicts the internal and external influences on the VFCC.

### Market Analysis

This market analysis examines the existing commercial environment of the VFCC and reviews current market conditions. This review relies heavily on qualitative information obtained from personal meetings with business owners, property owners, and tenants, as well as secondary data that was researched and collected. While collectively this information reveals the challenges VFCC faces, the consultant team believes that with careful planning, the future of VFCC looks bright.

The VFCC is a typical suburban office park dating to the 1950s. The original buildings consist of low-density, large-lot, typically single-story structures that create a residential subdivision-like atmosphere, especially in the northeastern most portion of the corporate center. As development continued during the 1970's to the south and west, buildings became larger and slightly taller. By the 1980's, the typical building was multi-story, a trend which has lasted to today, prompting a height limit increase in the VFCC to allow for taller buildings. The result over time has been a disparate mix of past and present, and large and small. While many buildings are in good physical condition, particularly those with owner-occupants, some are vacant and/or are falling into disrepair.

Just as diverse as the style of buildings in the VFCC are the uses. In most instances, Class A offices are located next to warehouses and flex-use buildings. Scattered throughout are Class B and C offices. The varied uses, sizes, ages, and conditions of the buildings have resulted in an identity crisis of sorts for the VFCC, creating an uncertainty of exactly what the image of the place is and should be.

To get a clearer understanding of the commercial environment within the VFCC, Urban Partners, with the assistance of information provided by Lower Providence Township, inventoried every building within the boundary streets of the VFCC (see **Table 1**). We included in the inventory the small businesses along Audubon Road that are beyond the study area boundary shown on Map 1, but whose impact on the future of VFCC (and vice versa) must be considered.

### **Current Market Conditions**

To understand the commercial climate of the VFCC, we examined a variety of market conditions among the businesses located in the Corporate Center including market type, rents, and vacancy rates (see **Table 2**). It is important to note that in our discussions with businesses in the corporate center, some indicated plans to relocate out of the VFCC in the next 12 to 24 months. Lockheed Martin, SKF Inc., and Resolve Corp., each report that they will be moving by the early part of 2009, potentially leaving hundreds of thousands of square feet vacant. Therefore, this analysis takes into account these anticipated departures by examining both the current vacancy rates as well as those anticipated in 2009 once the businesses have vacated.

### **Type**

As shown in Table 2, there are roughly 2.7 million square feet (SF) of total space in the VFCC, divided among office, flex, and industrial/warehouse space. Of that, currently:

- 1.57 million (58%) is devoted to office use;
- 433,000 (16%) to flex; and
- 701,000 (26%) to industrial/warehouse.

As the above breakdown indicates, office is by far the most prevalent type of commercial use found in the VFCC. The existing office space has been categorized by class to provide a sense of the quality of office space currently found at the Corporate Center. Of the total office space, currently:

- 531,000 SF (34%) is considered Class A;
- 585,000 (37%) is Class B+;
- 284,000 (20%) is Class B; and
- 163,000 (9%) is Class C.



Table 1. Existing Businesses in the Valley Forge Corporate Center Study Area

Business Name	Address	Street	# Emp	Description	Type	SF
Alco Industries, Inc.	820	Adams Avenue	8		Office	
Disciplinary Board of the Supreme Court		Adams Avenue				
Paychex North America, Inc.		Adams Avenue		Paycheck Company	Office	10,000
Data Based Systems International, Inc. (DBSI)	1000	Adams Avenue	7		Office	
USI Insurance Services, Inc.		Adams Avenue	76	Insurance Brokerage	Office	
Lockheed Martin Corp	1001	Adams Avenue		Aeronautical Engineering	Office	136,157
Gannett Fleming, Inc.	1010	Adams Avenue	110	Transp. Engineering	Office	35,000
RICOH Business Solutions (formerly Lanier Worldwide)		Adams Avenue	50	Copier Retail/Service	Office	11,000
Valley Forge Children's Academy		Adams Avenue	5	Day Care	Flex	6,000
Paychex North America, Inc.	1100	Adams Avenue	180	Service	Office	70,000 (multiple bldgs)
SKF USA Inc.	1111	Adams Avenue		Corporate Office	Office	56,680
Audubon Market	2605	Audubon Road		Small business		
The Audiophile Experience	2615	Audubon Road		Small business		
Nat-Com, Inc. (Property Owner)	2622	Audubon Road	5	Construction/ Telecommunications		
Grisafi Insurance	2626	Audubon Road	8	Insurance		
Pell's Landscaping	2639	Audubon Road	4	Landscaping		
Audubon Dental Associates, Ltd. (Property Owner)	2642	Audubon Road		Dentists		
J. P. Mascaro & Sons (Property Owner)	2650	Audubon Road	75	Trash Service	Office	95,000
ALMAC Clinical Services (Property Owner)	2661	Audubon Road	215		Industrial/Office	102,366
Apple Spice Junction	2550	Eisenhower Avenue	12	Restaurant	Commercial	2,000
Freedom Systems Corp.		Eisenhower Avenue	13		Office	6,000
Heiland Electronics, Inc.		Eisenhower Avenue	12	Electronic Distribution	Office	4,000
Metalimphy Precision Alloys, Inc.		Eisenhower Avenue	5	Sales	Office	2,000
Passuant Development Corp (PDC Pharmacy)		Eisenhower Avenue	25	Closed Door Pharmacy	Office	4,000
RETEC Group, Inc.		Eisenhower Avenue	4	Environmental Mgmt Consulting/Engineering	Office	2,000
Shared Technologies, Inc.		Eisenhower Avenue	29	Sales and Service	Office	9,000
Travelers Insurance		Eisenhower Avenue	27	Insurance Office	Office	9,000

Table 1. Existing Businesses in the Valley Forge Corporate Center Study Area (Continued)

Business Name	Address	Street	# Emp	Description	Type	SF
Audubon Water Company	2650	Eisenhower Avenue	9	Water Distribution	Office	3,000
Bankers Edge Financial Services		Eisenhower Avenue	25	Financial Services	Office	10,000
Crane Environmental, Inc.		Eisenhower Avenue	15	Environmental Mgmt.	Office	10,000
Eddy's Grand Ice Cream		Eisenhower Avenue	5	Manufacturing	Office	3,000
Intrexon Corporation		Eisenhower Avenue	7	Laboratory	Flex	14,400
Rockwell Automation		Eisenhower Avenue	65	Industrial Automation Sales	Office	13,000
Level 3 (formerly Broadwing Communications)	1000	Forge Avenue			Office	34,132
Seton Company (Property Owner)	900, 950, 1000	Forge Avenue		Corporate Office		
Sprint Nextel	901	Jefferson Avenue	11	Wireless Telecommunications	Office/Industrial	38,000
Robert E. Lamb, Inc. (Property Owner)	939	Jefferson Avenue	53	Architecture/Engineering	Office	14,000
PJM Interconnection	955	Jefferson Avenue	570		Space divided between 4 bldgs; 47,000 of it as part of 2621 Van Buren	180,000
Rondo-Pak Inc.	900	Madison Avenue	37	Industrial	Industrial	16,124
Leirro Corporation	905	Madison Avenue	18	Wholesale	Industrial	15,000
Adams Moving & Hauling, Inc.	915	Madison Avenue	9	Moving Company		15,000
Cofco Office Furnishings	920	Madison Avenue	2	Commercial Office Furniture		6,000
Houghton International	930	Madison Avenue	30	Laboratory	Industrial	37,000
Houghton International	945	Madison Avenue	70	Office	Office	30,000
Cingular Wireless	950	Madison Avenue		Cellular Communications	Office	41,920
Lite Tech	975	Madison Avenue	10	Medical	Industrial	20,518
Eastern PA Conference of the United Methodist Church	980	Madison Avenue		Institutional		
CorVel Corporation	1000	Madison Avenue	20			5,500
Lantium, Inc.		Madison Avenue	16	Service		
Luitpold Pharmaceuticals, Inc.		Madison Avenue	20	Medical		
Seton Company (division of Semex, Inc)		Madison Avenue	30	Corporate Office		
IdeaArc Media	2500	Monroe Boulevard	315	Yellow Page Production	Office	73,000
Katherine Gibbs School	2501	Monroe Boulevard		Service		
Quest Diagnostics, Inc.	2750	Monroe Boulevard	564	Billing Center	Office	99,983



Table 1. Existing Businesses in the Valley Forge Corporate Center Study Area (Continued)

Business Name	Address	Street	# Emp	Description	Type	SF
Independence Communications	960	Rittenhouse Road	30	Service/Sound Communications	Office	10,000
Penval Construction, Inc.		Rittenhouse Road	1	General Contractor	Flex	1,400
Aramark Corporation	970	Rittenhouse Road	80	Food Services	Industrial/Flex	37,400
Acosta Sales & Marketing	1170	Rittenhouse Road	60	Restaurant	Office	36,480
Valley Forge Beef & Ale	825	S. Trooper Road	28	Restaurant		
Wentworth Group Inc.	901	S. Trooper Road	38	Property Manager		
Zoom Sewer and Drain Cleaning Inc	915	S. Trooper Road	12	Service		
Accessible Vans & Mobility	925	S. Trooper Road	22	Adaptive Vans		
Cingular Wireless	935	S. Trooper Road		Restaurant		
Mid-Atlantic Employers Association	945	S. Trooper Road	22	Training Center	Office	10,000
Resolve Corporation	1001	S. Trooper Road	80	Commercial	Industrial/Flex	352,000
PS Business Interiors	1045	S. Trooper Road	14	Commercial Office Furniture	Industrial/Office	42,000/2,000
Napoli Ins. Agcy DBA / American Health Underwriters	1151	S. Trooper Road	1	Service		
NGravis, LLC (Property Owner)		S. Trooper Road	3	Internet Technology		
Randolph Insurance Agency		S. Trooper Road	2			
Liberty Service Center	1215	S. Trooper Road	180	Service		
Montgomery County Harley Davidson, Inc.	1217	S. Trooper Road	30			
Chartwell Law Offices, LLP	2621	Van Buren Avenue	3	Cellular Communications		
Cingular Wireless		Van Buren Avenue	12	Gas Station		
Comcast of SE PA		Van Buren Avenue	84	Cable Service		
Megger		Van Buren Avenue		Manufacturing		
PJM Interconnection		Van Buren Avenue	7	Office	Office (Temp. location), Using only 4,500 of 10,000 SF	47,000 4,500
Pro Cycling Tour LLC		Van Buren Avenue				
SouthCo (formerly CEMA Technologies, Inc.)		Van Buren Avenue	50			
Texas Instruments		Van Buren Avenue	5	Semiconductor Design Center		
CAM Advertising	2626	Van Buren Avenue	3	Advertising Agency		
Metropolitan Veterinary Associates		Van Buren Avenue	60	Veterinary Hospital	Office w/ Limited Flex	18,000

Table 2. Market Conditions in the VFCC

Address	Street	Aggregate SF and Vacancy			Total SF by Type			Current Vacancy SF by Type			2009 Vacancy SF by Type			Office Class	Known Rents
		SF	Vacant	Vacancy Rate	Total Office	Total Flex	Total Industrial	Vacant Office	Vacant Flex	Vacant Industrial	Vacant Office	Vacant Flex	Vacant Industrial		
820 Adams Avenue		32,000	5,792	18.1%	32,000			5,792			5,792			A	\$22.50/elec
1000 Adams Avenue		114,000	37,000	32.5%	117,188			37,000			37,000			B	\$14/lin
1001 Adams Avenue		136,157			136,157						136,157			A	
1010 Adams Avenue		50,844			44,844	6,000								A	\$15.50
1100 Adams Avenue		36,844			36,844									A	\$20.22/elec
1111 Adams Avenue		58,680			56,680						56,680			A	
2650 Audubon Road		95,047			95,047									B+	
2861 Audubon Road		102,396			30,000		72,396							B	\$14.00/lin
2550 Eisenhower Avenue		55,742	17,853	31.7%	55,742			17,853			17,853			B	\$13.50/lin
2600 Eisenhower Avenue		27,745	27,745	100.0%		27,745						27,745		B	\$13.00/lin; \$23.00 - \$27.00
2575 Eisenhower Avenue		55,742			55,742		52,500			52,500			52,500	C	
900 Forge Avenue		96,040	96,040	100.0%	96,040		62,454	96,040		62,454	96,040		62,454	B	
950 Forge Avenue		62,454	62,454	100.0%	34,132		23,000							B	
1000 Forge Avenue		34,132			15,000									B	
901 Jefferson Avenue		38,000				18,468									
904 Jefferson Avenue		18,468				22,500						22,500			
930 Jefferson Avenue		22,500												A	
935 Jefferson Avenue		14,000			14,000									B+	
955 Jefferson Avenue		47,382			47,382									B+	
975 Jefferson Avenue		49,288			49,288		16,124								
900 Madison Avenue		16,124					15,000							C	
905 Madison Avenue		15,000			15,000									B	
915 Madison Avenue		15,000												B	
920 Madison Avenue		6,000			6,000		37,000							B	
930 Madison Avenue		67,000												B	
940 Madison Avenue		41,920			41,920		20,518							B	
975 Madison Avenue		20,518												A	
1000 Madison Avenue		100,024	24,831	24.8%	100,024			24,831			24,831			A	\$13
2500 Monroe Blvd		73,551			73,551									B	\$12/lin Office, \$7/lin Warehouse
2750 Monroe Blvd		99,983			99,983									B+	\$12.50/lin
950 Rittenhouse Road		147,235	147,235	100.0%	147,235							147,235		B	
960 Rittenhouse Road		24,900	12,000	48.2%	12,000							12,000	41,000	B	
970 Rittenhouse Road		64,540	41,000	63.5%	12,000		64,540			41,000	18,200			A	
1170 Rittenhouse Road		36,480	18,240	50.0%	36,480			18,200						B+	
901 S. Trooper Road		20,500			20,500									B	
915 S. Trooper Road		6,304			6,304									B	\$3.50/nat
925 S. Trooper Road		12,949				12,949								B	
935 S. Trooper Road		12,700			12,700									B+	
945 S. Trooper Road		10,044			10,044									B	
1001 S. Trooper Road		352,000					300,000						300,000	B	
1045 S. Trooper Road		39,041			2,041		37,000							B	
1151 S. Trooper Road		8,525			8,525									B	
2521 Van Buren Avenue		258,000	25,000	9.7%	129,000	129,000		15,000	10,000		15,000	10,000		B+	\$15.50 - \$17.00 Office/Flex
2525 Van Buren Avenue		25,150	2,246	8.9%	20,000	5,150			2,246			2,246		B+	\$12.50/lin
2700 Van Buren Avenue		30,000	30,000	100.0%	30,000			30,000			30,000			C	\$11.50/lin
<b>Totals</b>		<b>2,701,419</b>	<b>599,736</b>	<b>22.2%</b>	<b>1,571,068</b>	<b>433,047</b>	<b>700,502</b>	<b>244,516</b>	<b>221,726</b>	<b>155,954</b>	<b>437,353</b>	<b>273,726</b>	<b>455,954</b>		
<b>Percentage by type</b>					<b>58.2%</b>	<b>16.0%</b>	<b>25.9%</b>	<b>15.6%</b>	<b>51.2%</b>	<b>22.3%</b>	<b>27.8%</b>	<b>63.2%</b>	<b>55.1%</b>		



These figures indicate that Class C space is nominal, while Class B+ space has slightly edged out Class A in terms of supply, which creates implications for attracting future office tenants searching for top-notch Class A office space. Not surprisingly, the Class A space in the VFCC tends to be found in newer buildings. Seven of the nine buildings deemed Class A were constructed since 1989. Two of those were built since 2000.

### **Rent**

A further indication of the health of the VFCC commercial environment is the rent being charged to its tenants. As shown in Table 2, a complete listing of existing rents from all tenants in the Corporate Center was not obtained. However, a sample from a variety of businesses across several commercial market types was acquired. From this sample, it was determined that office rents in the VFCC range from a high of \$27/SF gross for Class A space to \$11.50/SF triple net (not including taxes, insurance, and maintenance, which is additional) for Class C space. Flex space commands rents in the \$8/SF triple net to \$13/SF gross range. Rents for warehouse/industrial space range from \$3.50/SF triple net to \$7/SF triple net. Based on discussions with tenants, rents are declining; expiring leases were as much as 50% higher than current leases. For example, some companies with existing leases from \$23-\$27/SF gross share a building with space that now rents for \$15-\$17/SF. These rents commanded in the VFCC, however, appear to be on par with those in other similar corporate centers in the region, particularly the Fort Washington Office Park.

### **Vacancy**

Perhaps the most predominant issue facing the Valley Forge Corporate Center is building vacancy. As Table 2 shows, currently there are 244,516 SF of vacant office space (16% of total office supply); 221,726 SF of vacant flex space (51% of total flex supply); and 155,954 SF of vacant industrial space (22% of total industrial supply). Among the 1.1 million SF of total vacant space in the VFCC are eight completely vacant buildings. By 2009, with the departure of Lockheed Martin, SKF, and Resolve, it is expected that these vacancy rates will jump to 32% for office, 63% for flex space, and 65% for industrial space. These future vacancy rates could be mitigated by leasing activity during 2007 and 2008.

Among the individual office markets, the vacancy rate appears to be fairly healthy at the present time (See **Table 3**). The lowest vacancy rate is currently Class B+, at 6%. This indicates that the VFCC is currently desirable for B+ office users, which are generally smaller businesses in multi-tenant buildings that date back to the mid-1980s or earlier. Rents for Class B+ and B appear to be most on par with the market and current amenities offered by the VFCC, hence their popularity. On the other hand, Class C has a vacancy rate of 89%, though that may be skewed somewhat by the large vacancy at 900 Forge Avenue, which has been empty for years and may not actually be suitable office space.

**Table 3. Office Vacancy Rates by Class in the VFCC**

Class	Total SF	Current Vacancy		2009 Vacancy	
		SF	%	SF	%
<b>Class A</b>	530,580	48,823	9%	241,660	46%
<b>Class B+</b>	585,384	32,653	6%	32,653	6%
<b>Class B</b>	314,064	37,000	12%	37,000	12%
<b>Class C</b>	141,040	126,040	89%	126,040	89%
<b>Total</b>	1,571,068	244,516		437,353	

Of particular concern, however, is the impending loss of major Class A tenants. While the current Class A vacancy rate is only 9%, this will jump to 46% once Lockheed Martin, SKF, and Resolve leave the VFCC by 2009, assuming no other tenants take their place. Furthermore, the two newest multi-tenant buildings, 820 Adams Ave. and 1000 Madison Ave., both have long-term vacancies of 18% and 25%, respectively. They also command the highest rents. With the departure of major Class A tenants by 2009, the VFCC could have a serious surplus of its most prestigious and expensive office space.

Please refer to the Buildings With Vacancy Map which illustrates that the majority of vacancy is located in the north most area of the Corporate Center. These high vacancies are predominately associated with warehouse and flex uses. Another area of high vacancy was found to be located in the areas between Monroe Boulevard and Rittenhouse Road. These vacancies are not solely limited to the warehouse and flex uses as the office vacancy throughout the Center was found to be relatively high.

Additional analysis was performed to determine the property values per acre based on tax assessment values. Please refer to the Property Value Per Acre map which depicts the areas of highest to lowest property value. Property Value tax assessments were utilized to compile this information. An area of higher than average property value for the Center was found in the central portion of the Corporate Center between Eisenhower Avenue and Monroe Boulevard and between Adams Avenue and Trooper Road. Another area of higher than average property value was found to be located in the southern portion of the Center along Rittenhouse Road and on the corner of Adams Avenue and Monroe Boulevard.

### **Vibrant Properties**

Property value and vacancy information were used in combinations with site and building conditions assessments to subjectively determine the “vibrant” properties and those with less value and desirable buildings and sites. The majority of the vibrant properties were found in the central portion of the center and certain areas along Trooper Road. Poor building and site conditions were noted in the north portion of the site in around the area of Forge Avenue, portions of Madison Avenue, and the north central portion of the site along Rittenhouse Road.



### **Possible Sites for Consolidation / Redevelopment**

Building and site conditions, small parcel size, parcel location, low property values, and subjective field assessments were used to determine the parcels best suited for consolidation and/or redevelopment. This map illustrated that the parcels most likely for consolidation/redevelopment were located in the north portion of the Center, parcels along Rittenhouse Road, and parcels in the south corner of the center. Possible sites for consolidation/redevelopment were also found in the entire west portion of south study area.