

Recommendations

9. Continue pro-active Township / VFCCBA partnership initiatives to attract new tenants and retain existing tenants

A regular meeting schedule between the Township and the VFCCBA should be established to discuss all issues, plan events, and discuss improvement projects in the center.

Mid-Term (3 – 5 years)

Next, begin to develop the amenities that will support the retention of current office users and the incremental investment by existing and new office building developers. Seek to first redevelop property that is very low performing, particularly industrial and flex space, for conversion to other uses, primarily commercial and entertainment.

1. Introduce a human-scaled, limited residential components to the VFCC that will enliven it in the evenings and on weekends, support expanded retail and dining services, and provide housing options for employees of the park

Residential use is proposed in three areas of VFCC.

Stand alone residential use is proposed at the northern end of Adams Avenue in multi-story for-sale condominiums that would overlook the golf course across Rittenhouse Road. This location is judged to be highly desirable and this new residential component is seen as one means to help stimulate interest in VFCC. The approximately 200 units would not significantly add to necessary Township Services or School District costs for school age children. Please refer to the Economic Impact analysis for these costs and benefits.

An additional 120 dwelling units are proposed to be located in the Eisenhower Circle and Jefferson Square mixed use areas, located at the northern and southern ends of the VFCC respectively. The Eisenhower and Jefferson residential units would be located on the second or third floors of new buildings that would have first floor commercial or restaurant uses.

2. Create an entertainment area located near the proposed Expo Center / Velodrome with restaurants and shops that could be easily accessed from Route 422, serving businesses, customers, visitors to the new American Revolution Center, and new residents of the VFCC.

The Eisenhower Circle and Jefferson Square mixed use areas have been strategically located at the northern and southern ends of the center. For planning purposes, it is assumed that the Expo Center and Velodrome will be located at the south end of the site, near the proposed Jefferson Square, although the two mixed use areas remain flexible based on the final location of these and other similar uses.

3. Construct roadway improvements to facilitate the proposed mixed use centers, improve interior circulation of VFCC, and to respond to proposed plans to enhance roadway routes / configurations in areas immediately surrounding the VFCC. Please refer to the map entitled “New Roads” for a diagram of the proposed roadway improvements.

In the southern end of the VFCC, Jefferson Avenue is proposed to be extended past Monroe Boulevard to Audubon Road, creating a north-south route that would facilitate the core of the proposed mixed use center at Jefferson Square. Similarly, a proposed east west connection is shown connecting Adams Avenue to Jefferson Square. The central square will be bounded by cartways that will serve as a traffic calming measure and help frame the square as a central focal point. Various alley and secondary access roads are proposed to facilitate parking and loading access.

Eisenhower Circle, as its name implies, is a proposed traffic circle that will feature a central focal point surrounded by mixed uses. Like Jefferson Square, Eisenhower traffic circle will act as a traffic calming measure.

McMahon Associates has provided recommendations for proposed roadway alignments that will facilitate traffic movement between the VFCC, the large undeveloped parcel to the north of the VFCC, and connections to the existing road network located north of the VFCC. A proposed road is shown connecting the northern end of Eisenhower Circle to Shannondell Boulevard. Future plans also suggest that Norris Hall Lane could be extended to the northwest eventually connecting to Jefferson Avenue and Adams Avenue. To correct the poor site distances created at the intersection Rittenhouse Road and Egypt Road, Rittenhouse Road will be rerouted to connect with an extended Adams Avenue and through connection to Forge Avenue. These proposed roadway connections will eliminate some existing dead-end streets and improve the overall vehicular circulation with the VFCC and surrounding areas.

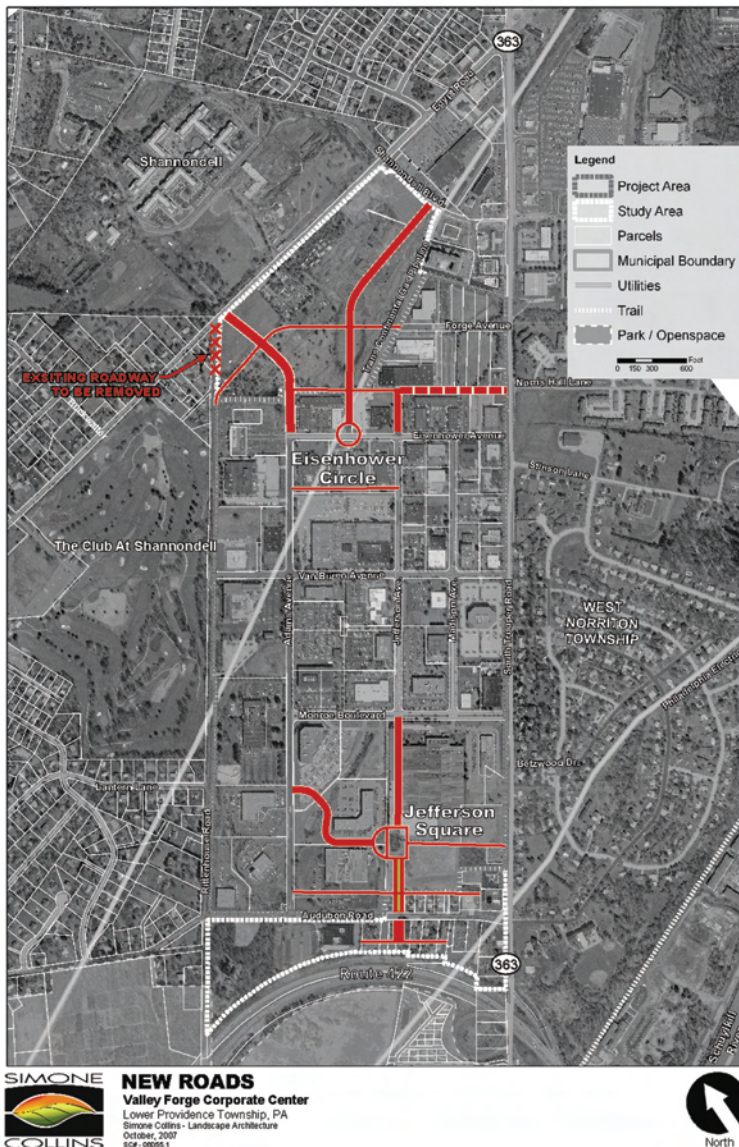


Diagram depicting proposed roads.

Recommendations



Jefferson Square - Aerial Photograph of Existing Conditions.



Proposed Jefferson Square Redevelopment.

Lower Providence Township, Montgomery County, Pennsylvania



Jefferson Square - Concept Plan.



Enlarged aerial view of proposed improvements around Jefferson Square.

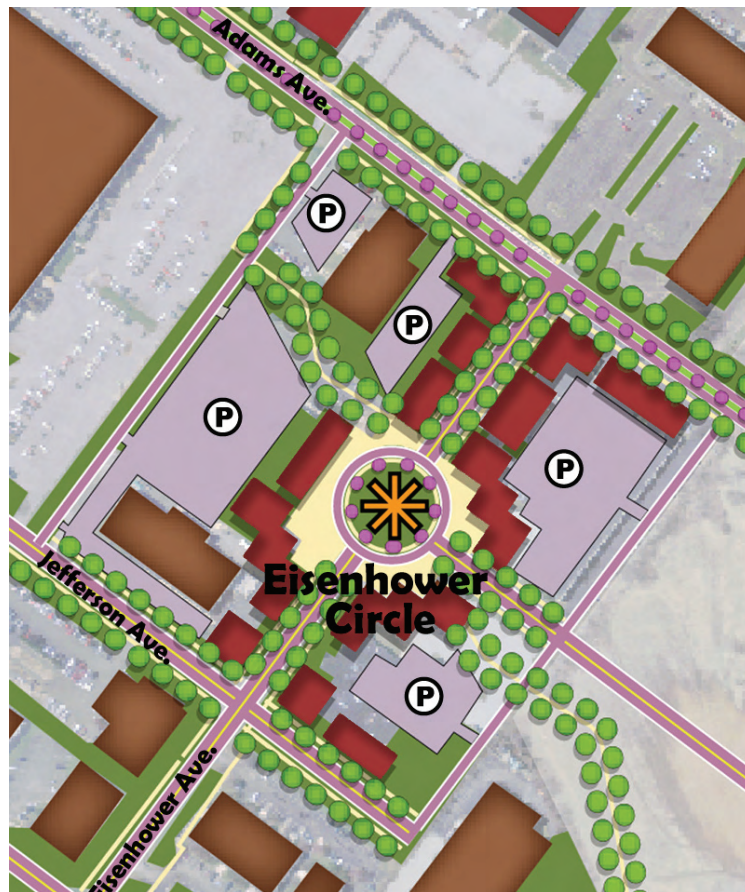
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Eisenhower Circle - Aerial Photograph of Existing Conditions.



Proposed Eisenhower Circle Redevelopment.



Eisenhower Circle - Concept Plan.



Enlarged aerial view of proposed improvements around Eisenhower Circle.

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4. In the same vicinity of the Expo Center and Velodrome, introduce a new hotel to further capitalize on the growing activity and business in and around the VFCC.

Based on the planning and use assumptions contained in this study, a second hotel in VFCC can be supported, if the hotel planned at the former Commodore Computer site is realized.

5. Create attractive public spaces that tie together the new mix of uses in the VFCC.

The proposed sketches and plans for both Eisenhower Circle and Jefferson Square illustrate the high quality civic type public spaces that will become the symbolic and actual focus of these mixed use sectors. These public spaces will function on both a daily and event basis for commercial and civic activities. Additionally, landscape, sidewalk and trail improvements throughout the center will help to recreate the center with a more public space focus. As pedestrian areas are created, these linear green corridors will be places that neighbors meet.

6. Actively recruit tenants to higher quality existing Class A and B+ space in the VFCC.

This activity will continue to occur on an individual owner-basis and also through the efforts of the Township – for the collective good of the Center. The VFCCBA may, in future months and years, consider playing a more active role in this tenant recruitment activity, through the establishment of a formal park-wide recruiting effort or through the voluntary or mandatory establishment of collective marketing, perhaps even through the establishment of a Business Improvements District.

Long-Term (5 – 10 years)

In the longer-term, once the above projects are underway or completed and anticipated traffic improvements have been completed, seek to develop new competitive Class A office space once the office market improves and current surplus is reduced.

1. Develop new Class A office space in strategic locations in the VFCC that support the new residential, commercial, and entertainment development (and vice versa)

2. Simultaneously, upgrade existing older office and flex space in the VFCC to present a better image and be more effectively integrated with the new Class A buildings

These longer term recommendations will evolve based on initial successes during the first five years of this plan. At the conclusion of the three year and five year implementation period, it is recommended that the Township and the VFCCBA meet to discuss progress at each of these milestones, and adjust the plan and implementation schedule as conditions may warrant at that time.

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