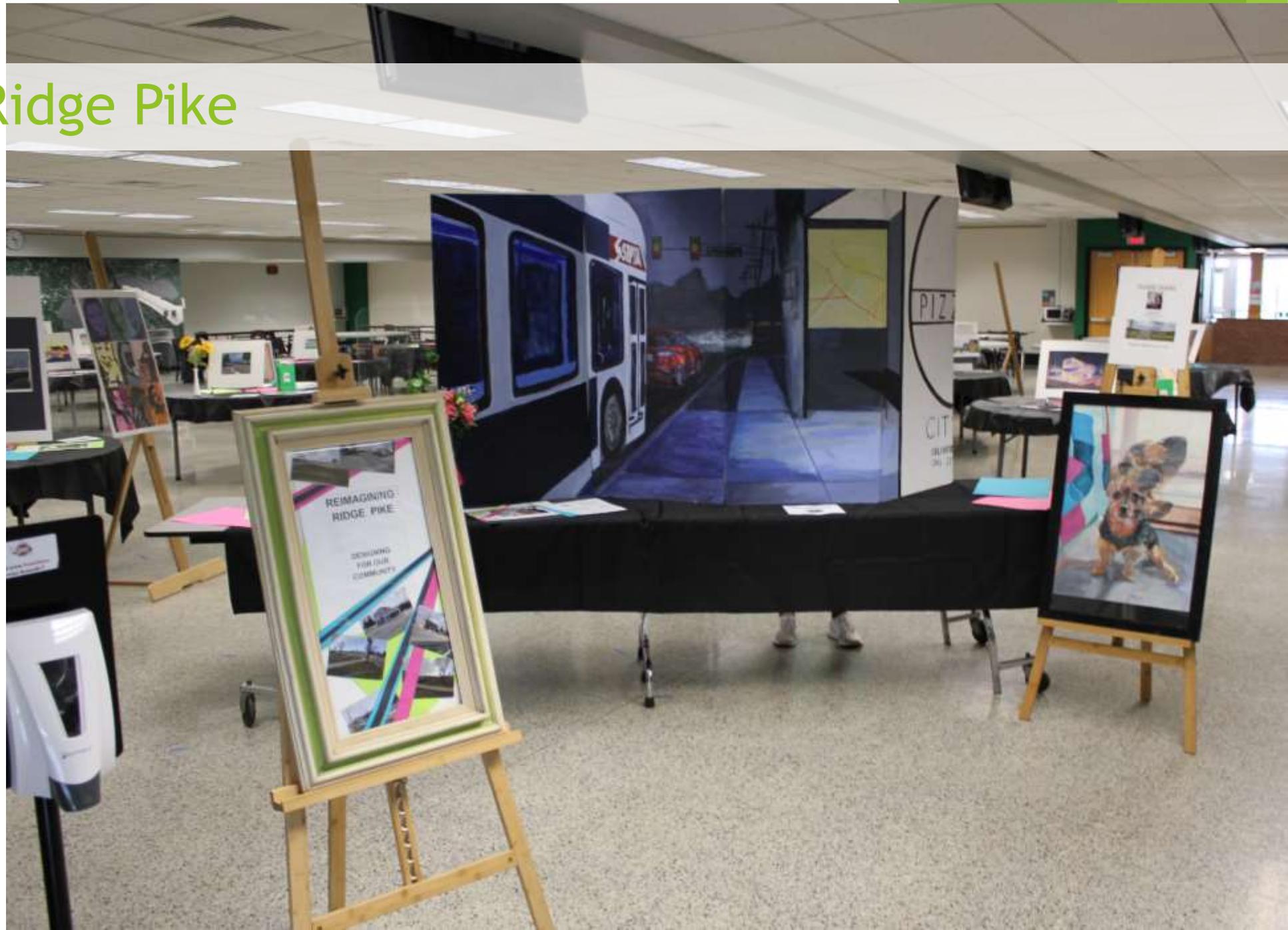


Lower Providence Township Comprehensive Plan Steering Committee Meeting

June 16, 2021 Agenda

- ▶ Welcome & Introduction
- ▶ Reimagine Ridge Pike and Public Outreach
- ▶ Economic Development/Commercial Character
 - ▶ Vision and Goals
 - ▶ Commercial Areas
 - ▶ Visual preference
 - ▶ Streetscaping
- ▶ Public Comment

Reimagine Ridge Pike



Economic Development Vision

Themes:

- ▶ **Thriving Places**
- ▶ **Inclusive Community, Connected Neighborhoods**

Together, these themes envision the township's historic village centers, commercial corridors, and business parks as walkable, attractive destinations, places of employment, and hubs of commercial activity for residents and visitors alike.

Lower Providence's commercial activity centers will support a thriving and diverse community of local businesses.

The commercial areas and activity centers will cultivate physical and social connections to link the township's neighborhoods and create a stronger sense of community.

Enhancing the unique character of the community's different village areas and commercial centers will strengthen the shared identity that unites them: Lower Providence Township.

Economic Development Goals

Community Character

- ▶ Enhance the community identity of Lower Providence through improvements and redevelopment in key commercial areas. Promote the use of sustainable practices and design to ensure that new development enhances its surroundings. Encourage the preservation and reuse of historic buildings and structures.

Connectivity

- ▶ Prioritize safe walking and biking connections between neighborhoods, schools, recreation, and business areas. Improve and concentrate business areas as walkable or bikeable places to shop, dine, and work.

Commercial Land Use

The background features a series of overlapping, semi-transparent green triangles and polygons of various shades, ranging from light lime green to dark forest green. These shapes are primarily located on the right side of the page, creating a modern, abstract design.

Objective: Commercial areas become activity centers that promote community identity.

- ▶ Recommendation: Install distinctive signage to mark gateways to the township along major roadways and to identify village areas and activity centers within the township.

Evansburg & Ridge Pike West

Multifamily	Office
Single Family Attached	Industrial
Twin/Duplex	Institutional
Mobile Home Park	Utilities
Single Family Detached	Undeveloped
Country Residence	Public Open Space
Mixed Use	Private Open Space
Retail	Agriculture

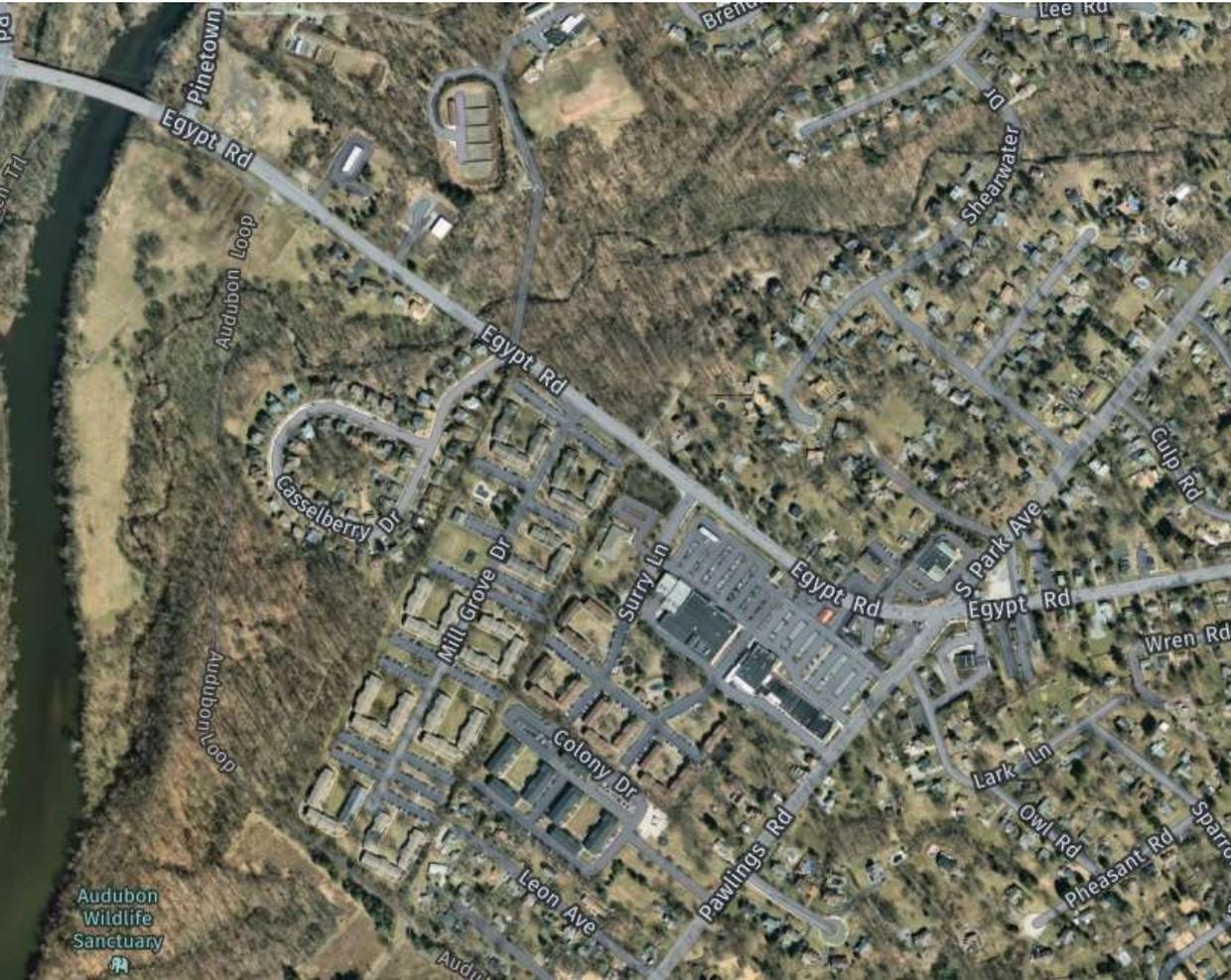


Evansburg & Ridge Pike West



Audubon

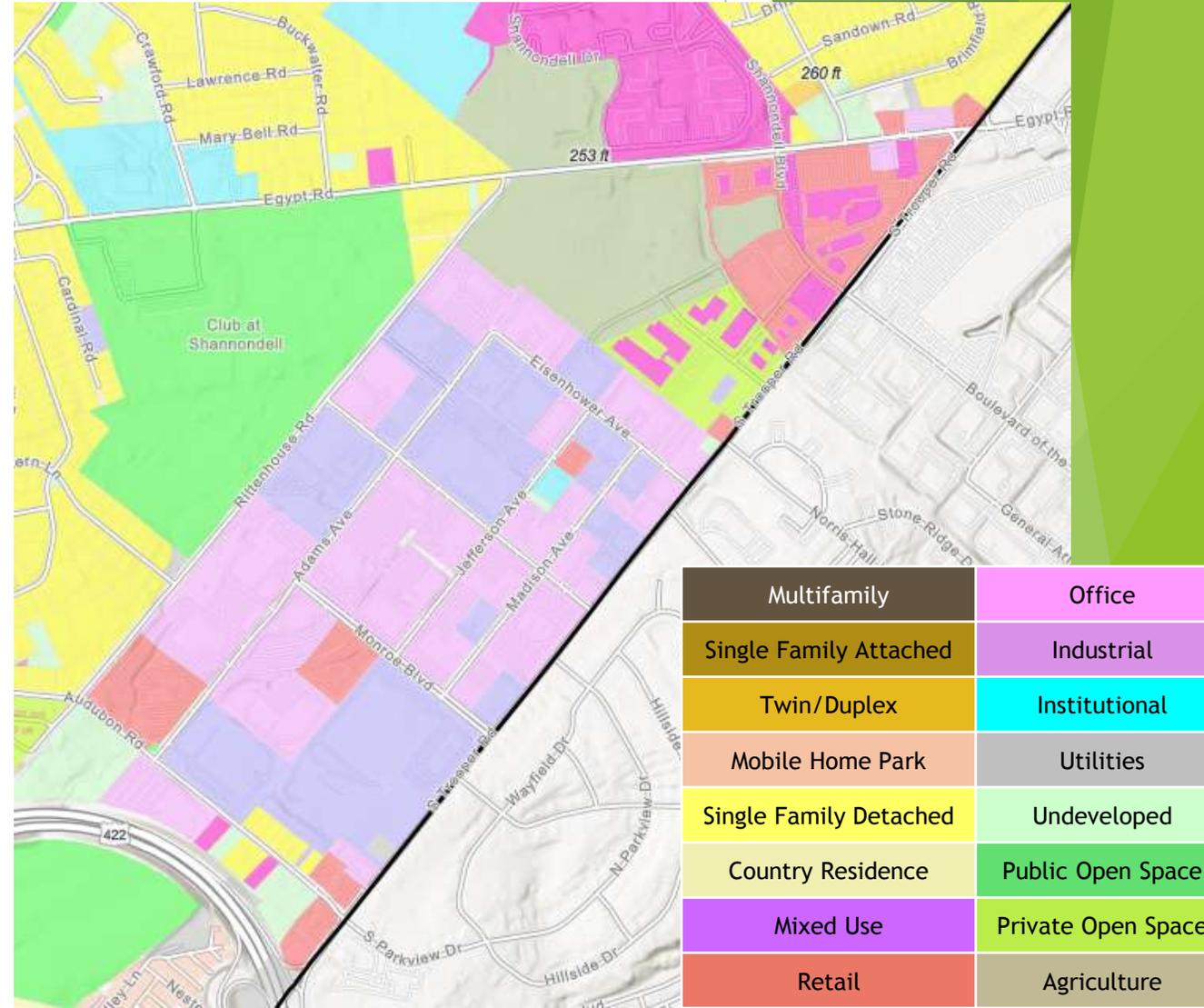
Multifamily	Office
Single Family Attached	Industrial
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Audubon



Egypt-Trooper

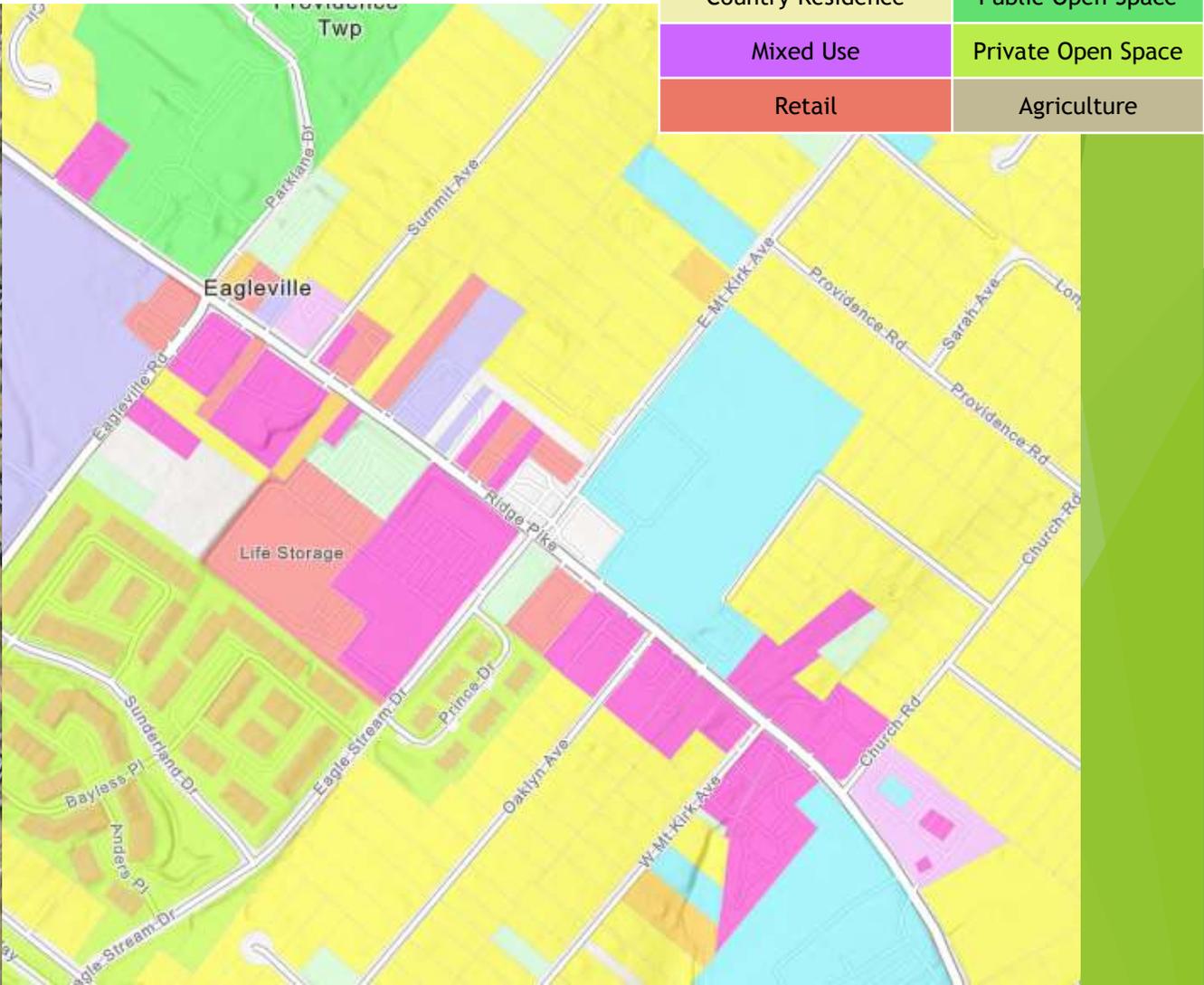


Egypt-Trooper



Eagleville

Multifamily	Office
Single Family Attached	Industrial
Twin/Duplex	Institutional
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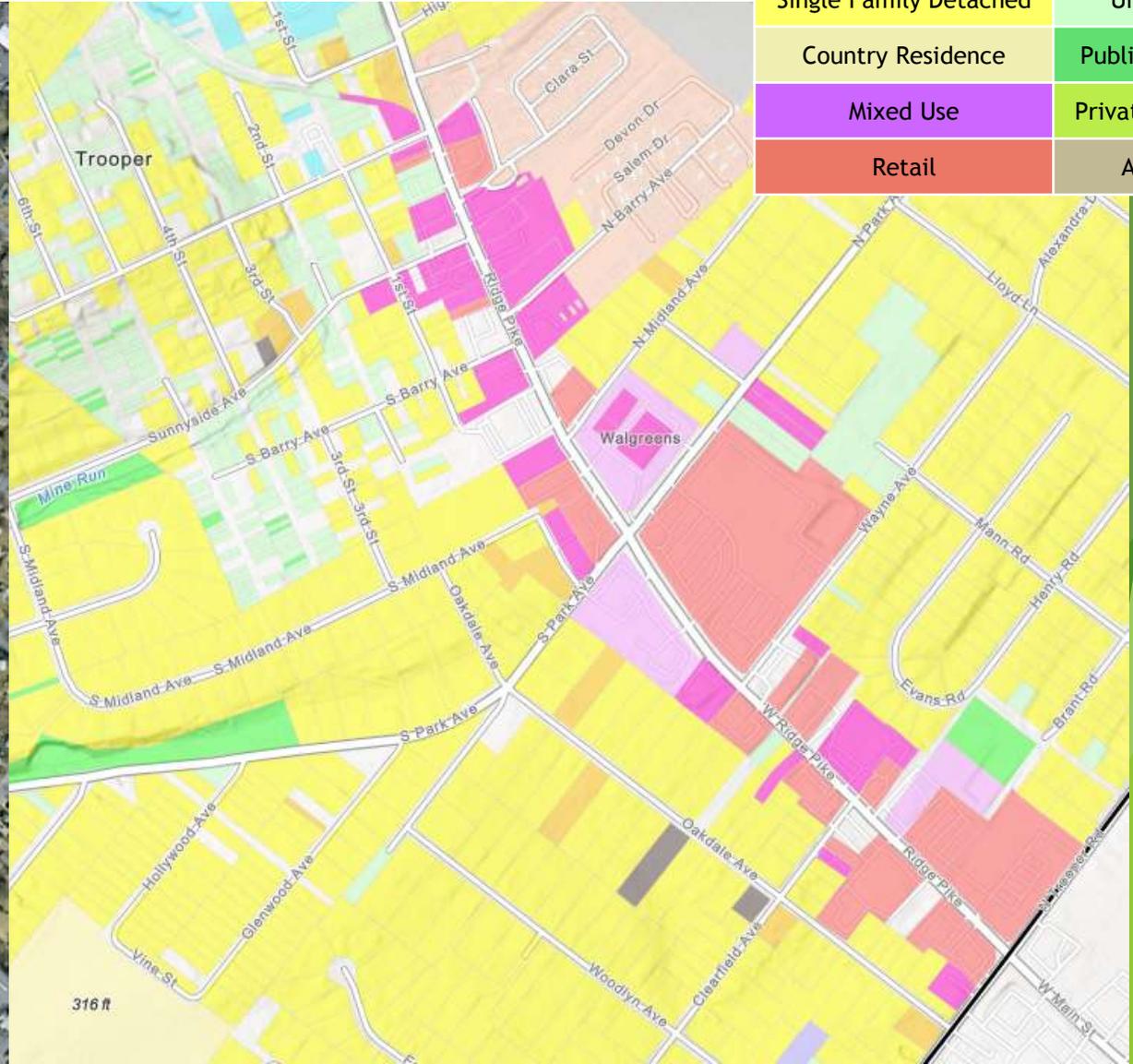


Eagleville



Trooper

Multifamily	Office
Single Family Attached	Industrial
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Trooper



Objective: Enhance Lower Providence's commercial corridors, shopping centers, employment areas, and village centers.

- ▶ Recommendation: Identify one or more areas of Lower Providence to function as “Downtown Lower Providence” - a walkable gathering place with walkable shops, restaurants, and entertainment.

Objective: Enhance Lower Providence's commercial corridors, shopping centers, employment areas, and village centers.

- ▶ Recommendation: Encourage redevelopment of one or more business areas of Lower Providence through ordinance updates, incentives, and partnerships with the County Redevelopment Authority.

Commercial Areas Comparison

- ▶ Previous commercial character discussions have identified popular, attractive commercial places in nearby communities.
- ▶ Phoenixville, Skippack, Media, Providence Town Center, and the Village at Valley Forge are the most commonly-cited examples

Main Street

Phoenixville



Media



State Street - 2,040 feet



Ridge Pike - 1,460 feet

Village Center

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the page, creating a modern, layered effect. The text 'Village Center' is positioned on the left side of the page in a clean, sans-serif font.

Skippack



New Town Mixed Use

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the page, creating a modern, layered effect. The text 'New Town Mixed Use' is positioned on the left side of the page in a clean, sans-serif font.

Towamencin Town Center

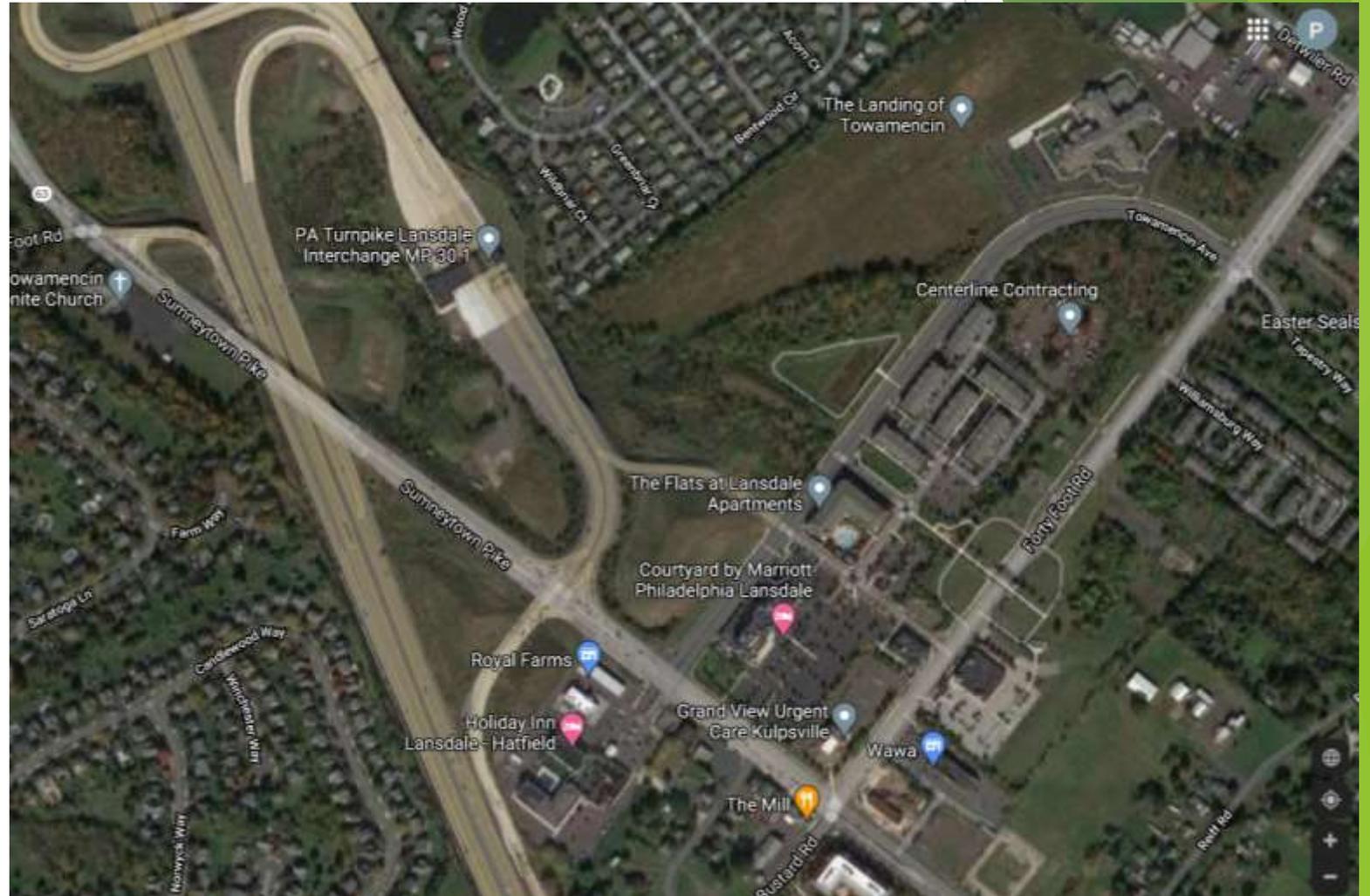
Commercial and residential uses separated

- Hotel
- Culinary Arts Institute
- Starbucks
- Urgent Care
- Flats at Lansdale-apartments
- The Landing of Towamencin-Assisted living

Pedestrian Bridge

Integrated and on-street parking

Open Space Amenity



Towamencin Town Center



Towamencin Town Center



Towamencin Town Center



Towamencin Town Center



Towamencin Town Center



Towamencin Town Center



Towamencin Town Center



Towamencin Town Center



Towamencin Town Center



Towamencin Town Center



The Promenade at Upper Dublin

Commercial and residential uses integrated

First Floor Commercial

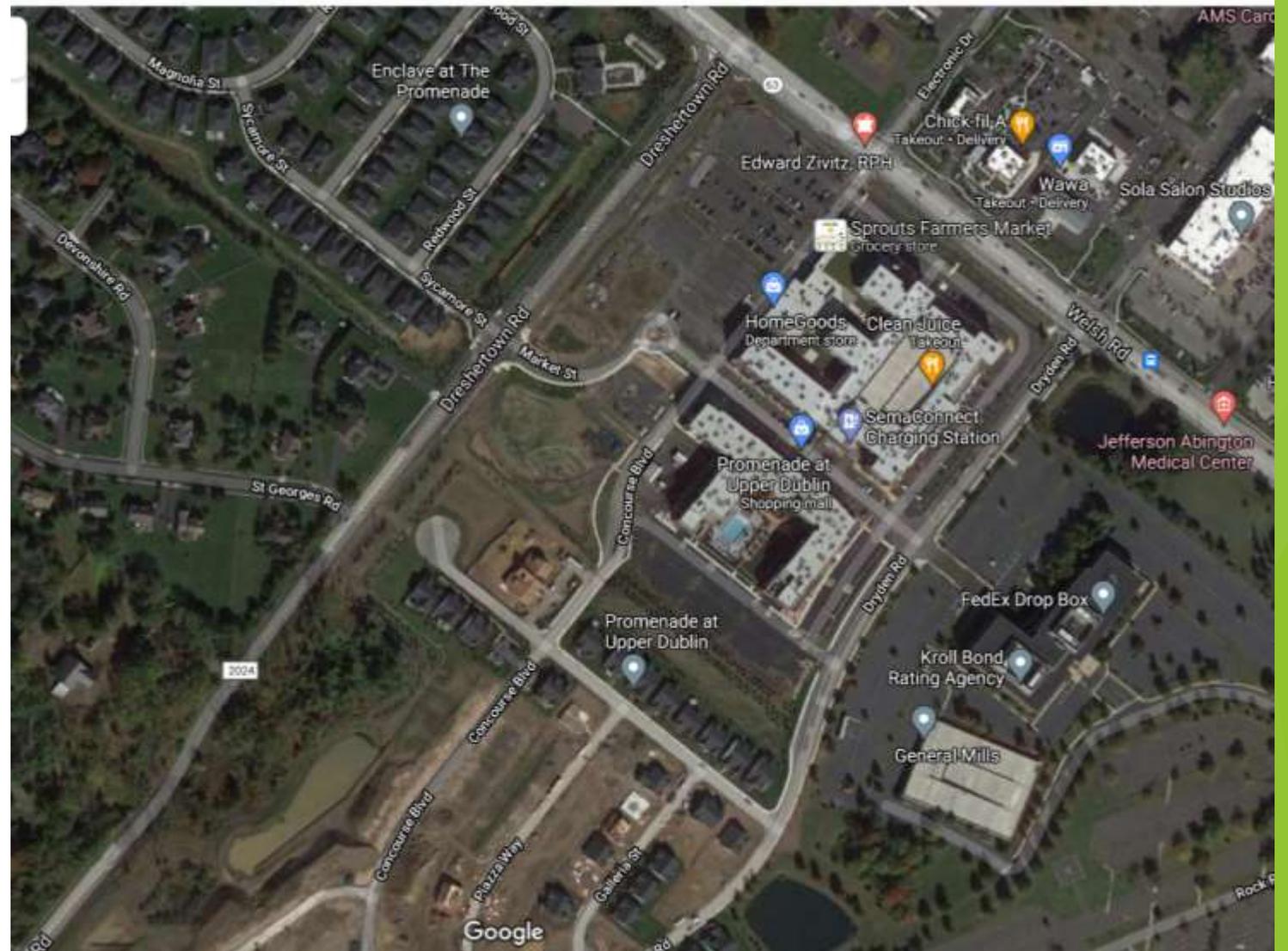
- Grocery
- Retail
- Restaurants

Second-Fourth floor apartments

Main Street with pedestrian bridge

Structured and surface parking

Open space & pedestrian connections



The Promenade at Upper Dublin



The Promenade at Upper Dublin



The Promenade at Upper Dublin



The Promenade at Upper Dublin



The Promenade at Upper Dublin



The Promenade at Upper Dublin



Visual Preference

Commercial Character

Visual Preference

- ▶ Fundamental Question: What should it look like? What would you prefer?
- ▶ Village vs. Main Street vs. New Town Center vs...
- ▶ Parking location
- ▶ Setback depth
- ▶ Building height
- ▶ Building width
- ▶ Façade detail
- ▶ Building style
- ▶ Building uses

Visual Preference: Dunkin Donuts Edition

- ▶ Commercial areas can contain a tremendous diversity of buildings and uses!
- ▶ We can simplify our comparisons by focusing on one commonly-occurring business...

Parking Location

Front



Side or Rear



Setback Depth

Short Setbacks



Deep Setbacks



Building Height

Medium (3-5 stories)



Low (1-2 stories)



Building Style

Historic/Traditional



Contemporary/Modern



Building Uses

Single-use (Retail)



Mixed-use



Objective: New commercial development encourages walkability and multimodal transportation access.

- ▶ Create standards for mixed use development. Limit this type of development to large tracts with existing access to arterial roadways. Require internal pedestrian connections, shared parking, and central green spaces through design standards.





Mixed-use Development

Streetscape

The background features a series of overlapping, semi-transparent green triangles and polygons of various shades, ranging from light lime green to dark forest green. These shapes are primarily located on the right side of the page, creating a dynamic, layered effect. The rest of the page is plain white.

Objective: Enhance Lower Providence's commercial corridors, shopping centers, employment areas, and village centers.

- ▶ Recommendation: Require increased greening and façade improvements as part of new development and redevelopment projects. Green spaces should incorporate benches or other outdoor seating where space allows.

Menu of streetscape design options

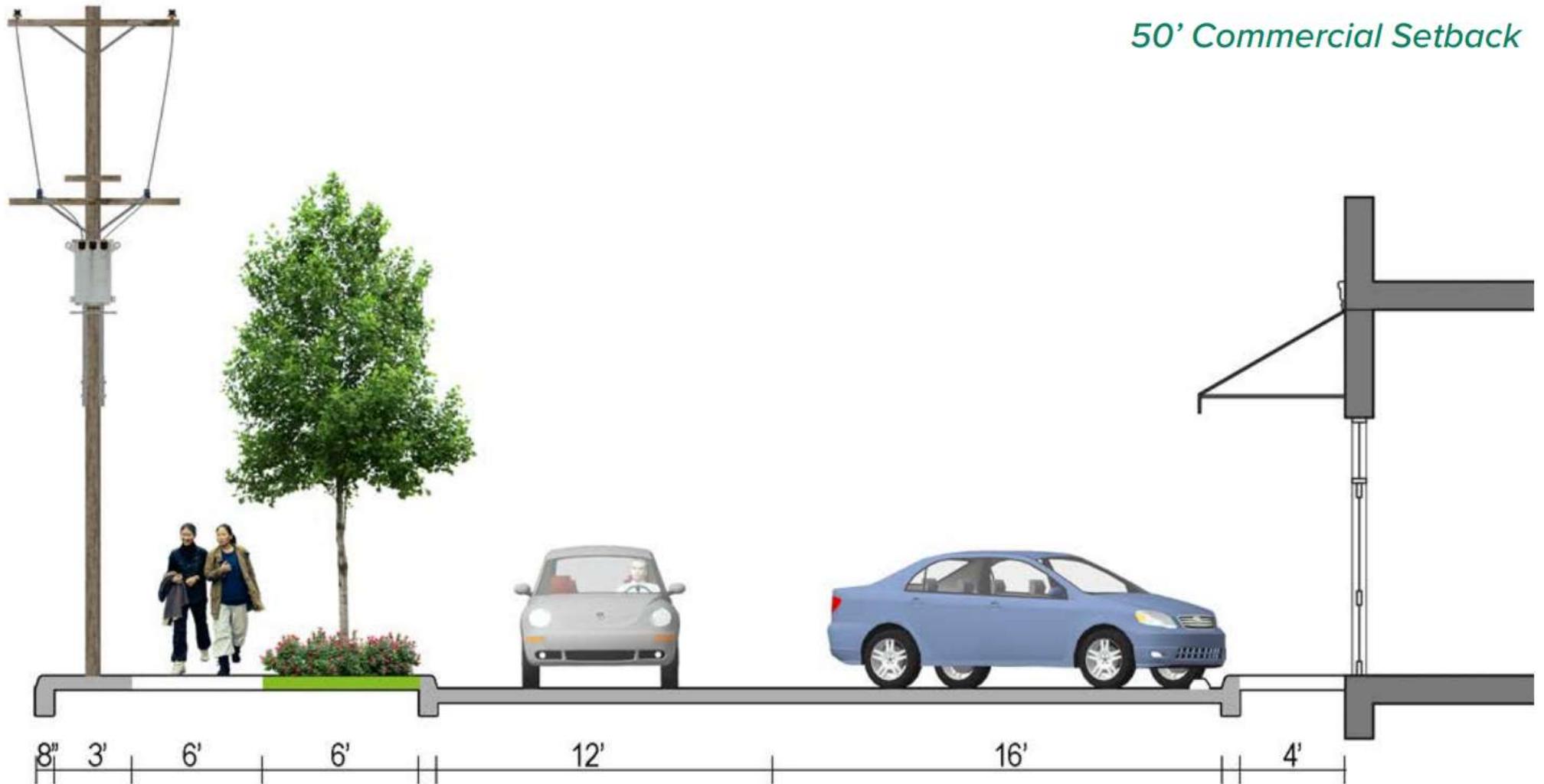
- ▶ Landscaping
 - ▶ Street trees
 - ▶ Bioswales for stormwater management
 - ▶ Planters
 - ▶ Hanging baskets
- ▶ Art
 - ▶ Sculptures
 - ▶ Murals
 - ▶ Banners - on light poles or across street
- ▶ Street furniture
 - ▶ Benches
 - ▶ Trash/recycling receptacles
 - ▶ Bike racks
 - ▶ Transit shelters
- ▶ Signage
 - ▶ Pedestrian oriented wayfinding
 - ▶ Gateway (can include landscaping)
- ▶ Pedestrian street lighting
- ▶ Safety features
 - ▶ Raised crosswalks
 - ▶ Curb bumpouts (can be landscaped)
 - ▶ Bollards
- ▶ Decorative street and sidewalk elements
 - ▶ Sidewalk materials
 - ▶ Granite curbs
 - ▶ Decorative crosswalks

Objective: New commercial development encourages walkability and multimodal transportation access.

- ▶ Recommendation: Require new commercial development and redevelopment projects, including shopping centers, to integrate transit facilities, green space, and pedestrian connections within the site and to adjacent uses through updated design standards.

Streetscaping Examples

50' Commercial Setback



Streetscaping Examples

35' Commercial Setback



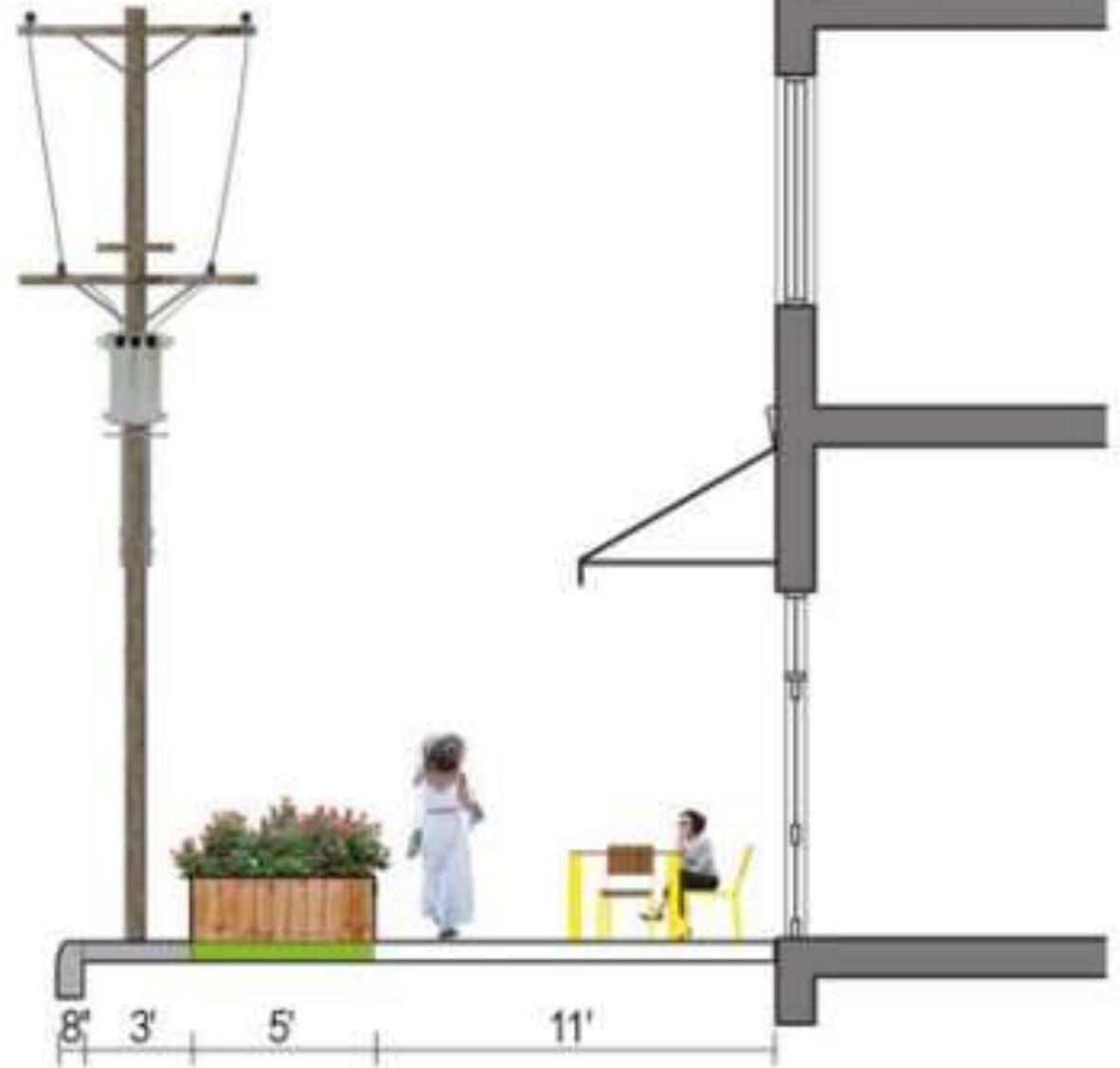
Streetscaping Examples

20' Commercial Setback



Streetscaping Examples

20' Mixed-Use Setback



Economic Development Objectives and Recommendations

- ▶ Enhance Lower Providence's commercial corridors, shopping centers, employment areas, and village centers.
- ▶ Ensure new commercial development and redevelopment in commercial corridors and business areas incorporates amenities and facilities that encourage walkability and multimodal transportation access.
- ▶ Ensure that locally owned businesses can successfully develop and thrive while meeting the needs of the township residents.
- ▶ Develop commercial areas as activity centers that promote a stronger sense of place and community identity for the full diversity of township residents.
- ▶ Create opportunities for new commercial uses to support a strong mix of retail, office, and industrial land uses.

Next Steps

Draft chapters with recommendations:

- ▶ July 21: Transportation
- ▶ August 18: Housing

- ▶ Survey - keep gathering responses!
 - ▶ Close survey on July 1

- ▶ Additional outreach?

Parking Location

Front



Side or Rear



Setback Depth

Short setbacks



Deep setbacks



Building Height

Medium (3-5 stories)



Low (1-2 stories)



Building Style

Historic/Traditional



Contemporary/Modern

