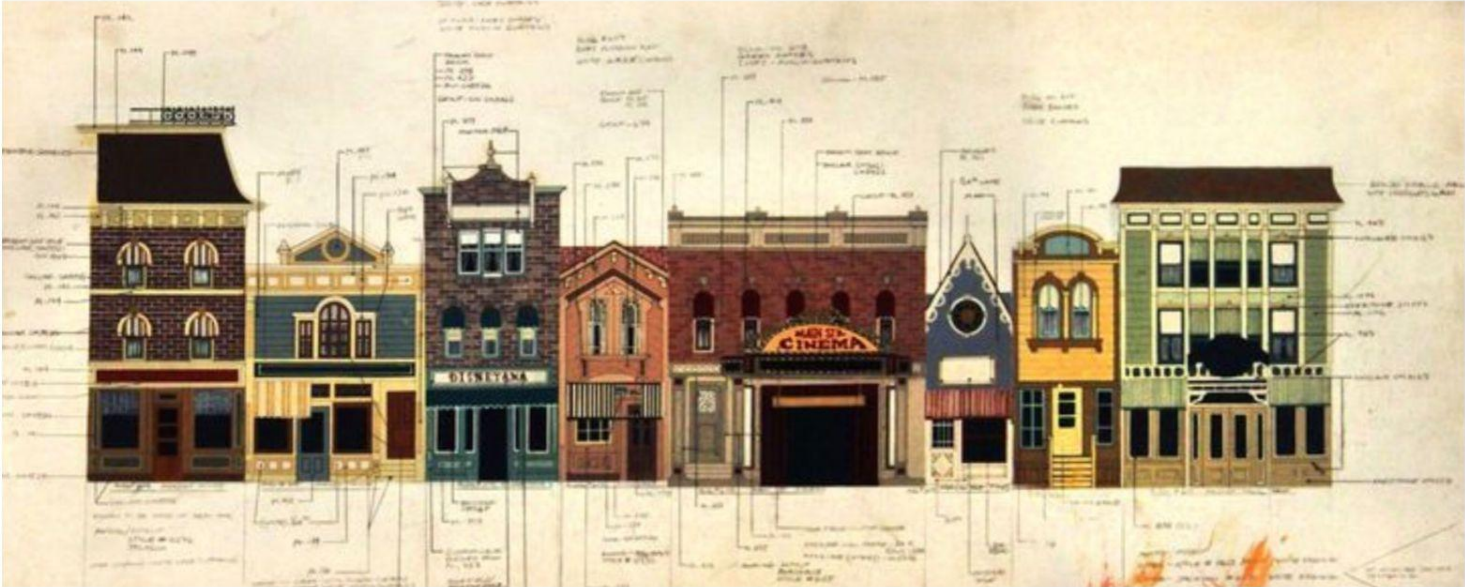


Collegeville Main Street



Designing Your College Town





Best College Towns

Common Traits

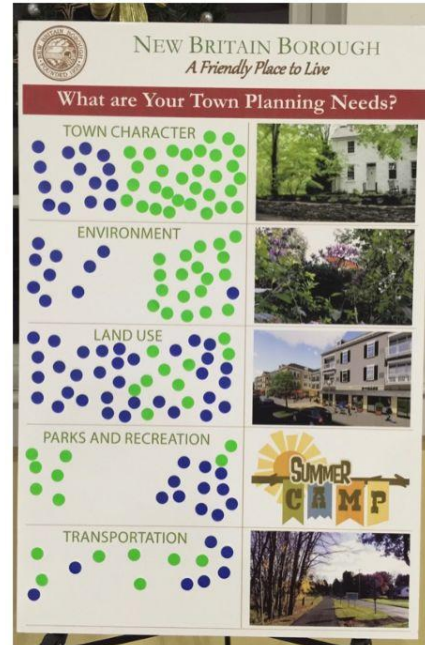
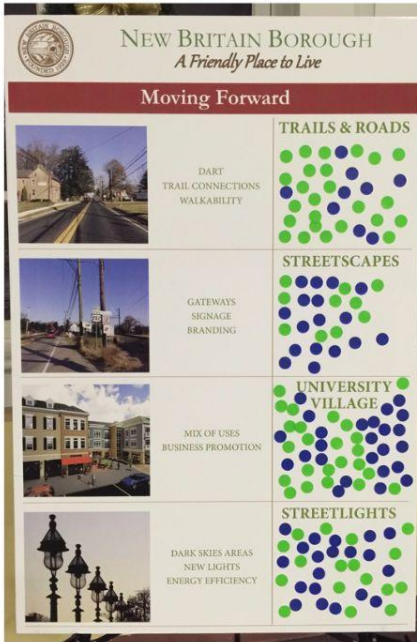
- * 1-2 Blocks from Campus
- * Mixed-Use: Apartments over Retail
- * Charm & Character
- * Small specialty stores
- * Micro-Breweries/Wine Bars
- * Cafes/Coffee Houses
- * Bakeries
- * Ice Cream
- * Candy Shops
- * Gifts & Galleries
- * Pharmacies
- * National Fast Food
- * Boutiques
- * Restaurants
- * Book Shops
- * Vintage/Thrift Shops
- * Entertainment
- * Hotels

400 Block - Zoning

Strategic Actions

- * Create zoning overlay district
- * Incentivize desired development
- * Convert all of 400 Block to MSC
- * Create 3D Model of 400 Block
- * Proactively Resolve Parking
- * Re-Introduce On-Street Parking
- * Create Design Incentives





Public Engagement



Grant Funding / Aligned Zoning

- * Documented Public Support
- * Requirements for Grants
- * Reference Guide to New Development
- * Community Surveys
- * Ursinus Campus Survey
- * Town Hall & Public Meetings
- * Preference Boards to Refine
- * Council & BDC Approvals
- * Amend into Borough Comp Plan
- * Approved by Montgomery County



First Avenue Park

Destination Community/Campus

Collegeville's new park is a unique regional asset created as a result of the Revitalization Initiative.

Development of this park through State and County grant funding programs will allow both the Borough and the College to market Collegeville as a recreational destination.

Furthermore, linking the new Perkiomen Water Trail to the existing Perkiomen Hiking & Biking Trail allows for continued and additional funding.

Strategic Recommendation:

Grants: Combine / Coordinate / Expand

2020 Awarded: Ursinus College - \$1 million Multi-Modal Sidewalk Grant.

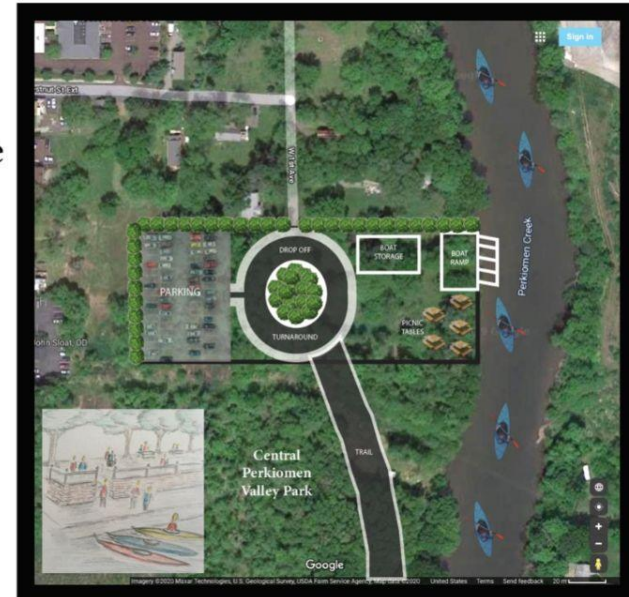
2020 Submitted: Ursinus College - \$1 million PennDot Campus Trail Connection to Main Street Grant.

2020 Submitted: Collegeville Borough - \$200,000 Montco - First Avenue Park Grant

Borough
of
Collegeville



First
Avenue
Park



Re-Imagining non-performing assets and turning them into public park spaces is a forever improvement to Collegeville and an example of how innovative thinking can transform and revitalize a community through place making.