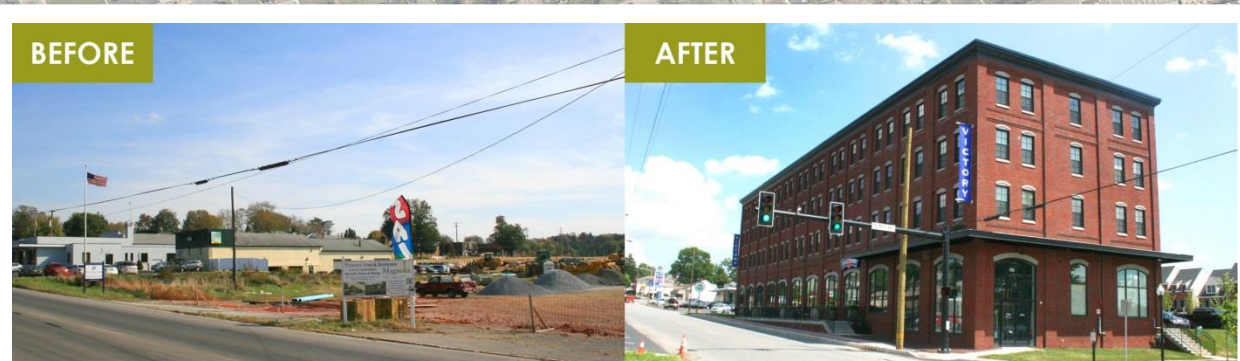


Welcome!

Urban Centers Spring Workshop

Redevelopment of Underutilized Properties



Victory Brew Pub, corner of Cypress Street & Mill Road, Kennett Square, PA



Magnolia Place, South Mill Road, Kennett Square, PA

Presented by:





Chester County Commissioners

Terence Farrell

Kathi Cozzone

Michelle Kichline

Urban Centers Workshop
County Update

County Programs: CRP / UCII / VPP

Community Revitalization Program (CRP)

- All applications are due TOMORROW Friday, April 15th by 4:00 P.M.
- Award announcements anticipated for early July 2016.

Urban Centers Improvement Inventory (UCII)

- Updated annually without going through the adoption process.
- To be eligible for county funding, projects must be on this list.

Vision Partnership Program (VPP)

- There are 2 rounds of funding per year totaling \$250,000.
- Round 1 Awardees to be announced April – May 2016.
- Round 2 is anticipated to open in July of 2016.

Urban Centers Workshop

Multi-Modal Handbook



MULTI-MODAL

Circulation Handbook for Chester County, PA



Prepared by the Chester County Board of Commissioners and the Chester County Planning Commission

Urban Centers Spring Workshop

April 14, 2016





MULTI-MODAL

Circulation Handbook for Chester County, PA



MULTI-MODAL

Circulation Handbook for Chester County, PA





MULTI-MODAL

Circulation Handbook for Chester County, PA



MULTI-MODAL

Circulation Handbook for Chester County, PA

Handbook Purpose

To provide a reference guide on accommodating all transportation modes in contemporary site design.



Multi-Modal Guiding Principles



Provide for all transportation modes.



Create pedestrian-oriented experiences and design to the human scale.



Integrate development as part of the community fabric.

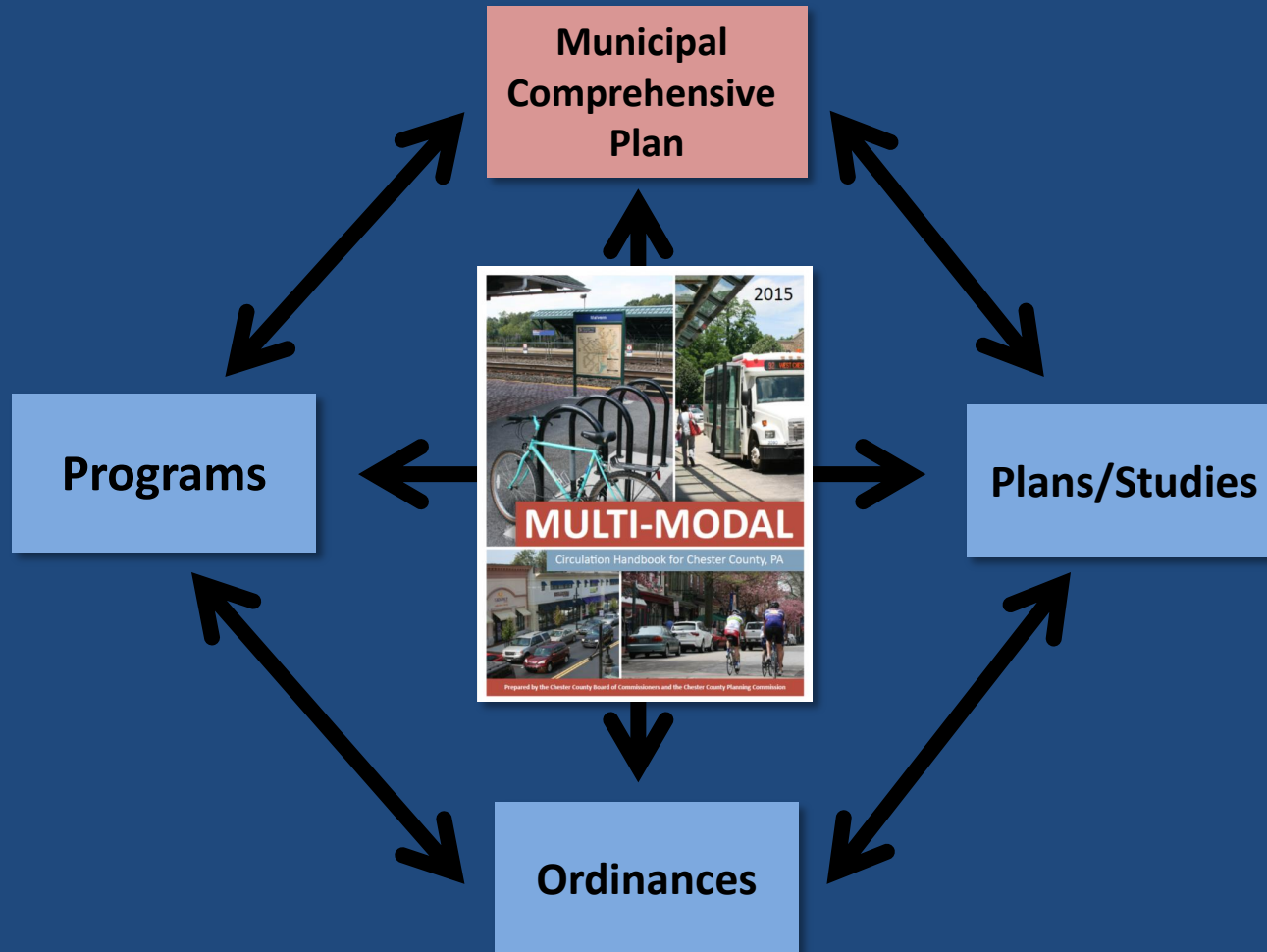


Incorporate sustainable design features.



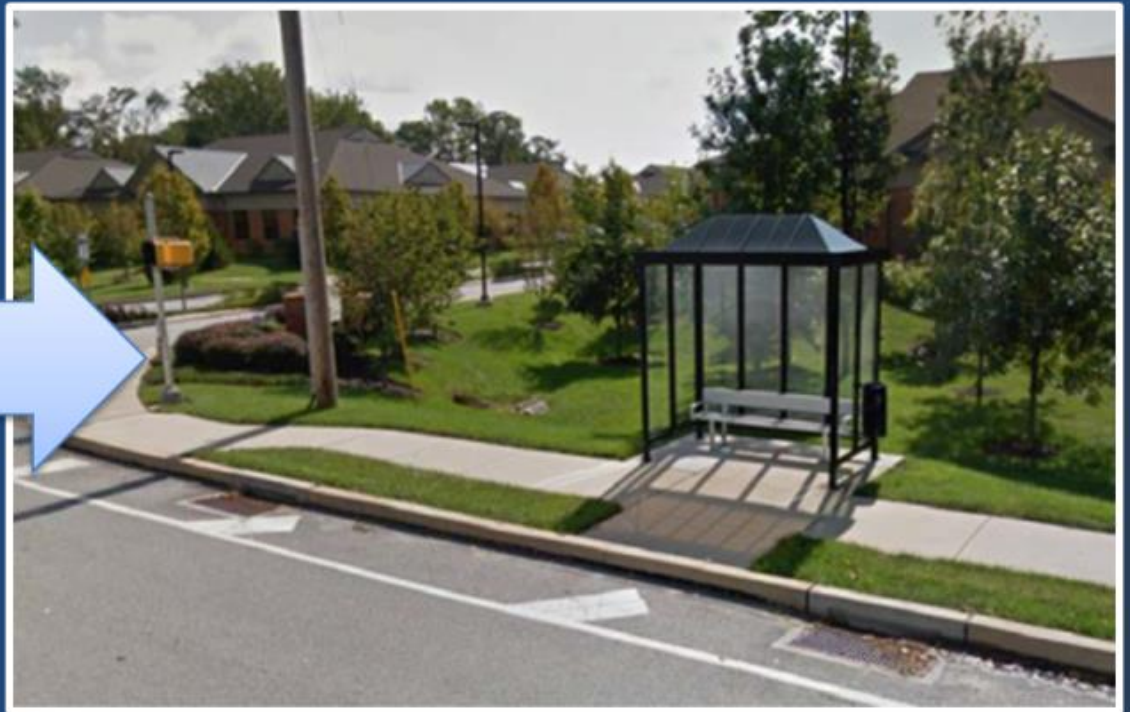
Accommodate future growth.

Tools for Municipalities



Bringing it all Together





MULTI-MODAL

Circulation Handbook for Chester County, PA

IMPLEMENTING THE MULTI-MODAL HANDBOOK IN YOUR COMMUNITY

April 15, 2016

Downingtown Borough Annex

April 29, 2016

Phoenixville Borough Hall

YOU'RE INVITED

IMPLEMENTING THE MULTI-MODAL HANDBOOK IN YOUR COMMUNITY



THREE LOCATIONS:

- ▶ Jennersville
Date: April 13, 2016
Location: Penn Township Building
- ▶ Downingtown
Date: April 15, 2016
Location: Downingtown Borough Hall
- ▶ Phoenixville
Date: April 29, 2016
Location: Phoenixville Borough Hall

These **WORKSHOPS** will serve as a “how-to” for using the Multi-modal Handbook; a brand new resource guide for incorporating all modes of transportation into land use/land development design.

AGENDA:

- 8:30 – 9:00: Registration and Networking Breakfast
- 9:00 – 9:15: Welcome and Introductions
- 9:15 – 9:30: Brief Overview of Multi-modal Handbook
- 9:30 – 10:00: Guest Speaker(s)
- 10:00 – 10:30: Detailed Presentation on Implementation
- 10:30 – 10:45: Q & A
- 10:45 – 11:00: Closing Remarks

TO REGISTER:

E-mail: Bill Deguffroy - wdeguffroy@chesco.org



**Certification
Maintenance**

- 1.25 CM Credits Approved
- Professional Development Hours Available



Board of County Commissioners
Tarence Pennell
Kath Casone
Michelle Kichline



For more information:
Chester County Planning Commission
100 Westtown Road
Suite 270
PO Box 2747
West Chester, PA 19380-0990

Tel: 610.344.6205
Fax: 610.344.6215
www.chesco.org/planning
www.barcocpa.org

View the Multi-modal
Handbook online:
www.chesco.org/planning/mmh




2016



MULTI-MODAL
Circulation Handbook for Chester County, PA

A “how-to” guide for accommodating all transportation modes into contemporary site design.



www.chesco.org/planning/mmh

Chester County Planning Commission

William Deguffroy, AICP
Transportation Planner

MULTI-MODAL

Circulation Handbook for Chester County, PA

Urban Centers Workshop
Panel Discussion

Redevelopment of Underutilized Properties

Benefits

- Reuse stimulates new investment.
- Creates tax revenues by converting properties into economic development catalysts.
- Pending on the redevelopment, the reuse creates jobs.
- Improves public safety and provides social or recreational space.

Barriers/Issues

- Costs & Liability
- Safety/Environmental Concerns
- Decrease in adjacent property values
- Maintenance Costs
- Master Planning / Regulations
- Infrastructure
- Market Demand

An aerial photograph of a city grid, likely Kennett Square, Pennsylvania. The image shows a dense network of streets, residential houses, and commercial buildings. A dark blue rectangular box is overlaid on the center of the image, containing white and green text. The text identifies Mary Hutchins as the Executive Director of Historic Kennett Square. The background shows a mix of urban and suburban development, with some green spaces and sports fields visible in the lower half of the frame.

Mary Hutchins

Executive Director, Historic Kennett Square

Kennett Square Borough



Magnolia Place: Before



Magnolia Place: During



Magnolia Place: During



Magnolia Place: During



Magnolia Place



Victory at Magnolia



Future Cannery Row Site



Former NVF Industrial Site



West State Street: Existing Conditions



West State Street: Proposed Development



The Lofts at State Street

Kennett Square, Pa

S StanAb, LP

vbjr+
architecture + town planning + urban design

Birch Street: Redevelopment Area



Birch Street: Redevelopment Area



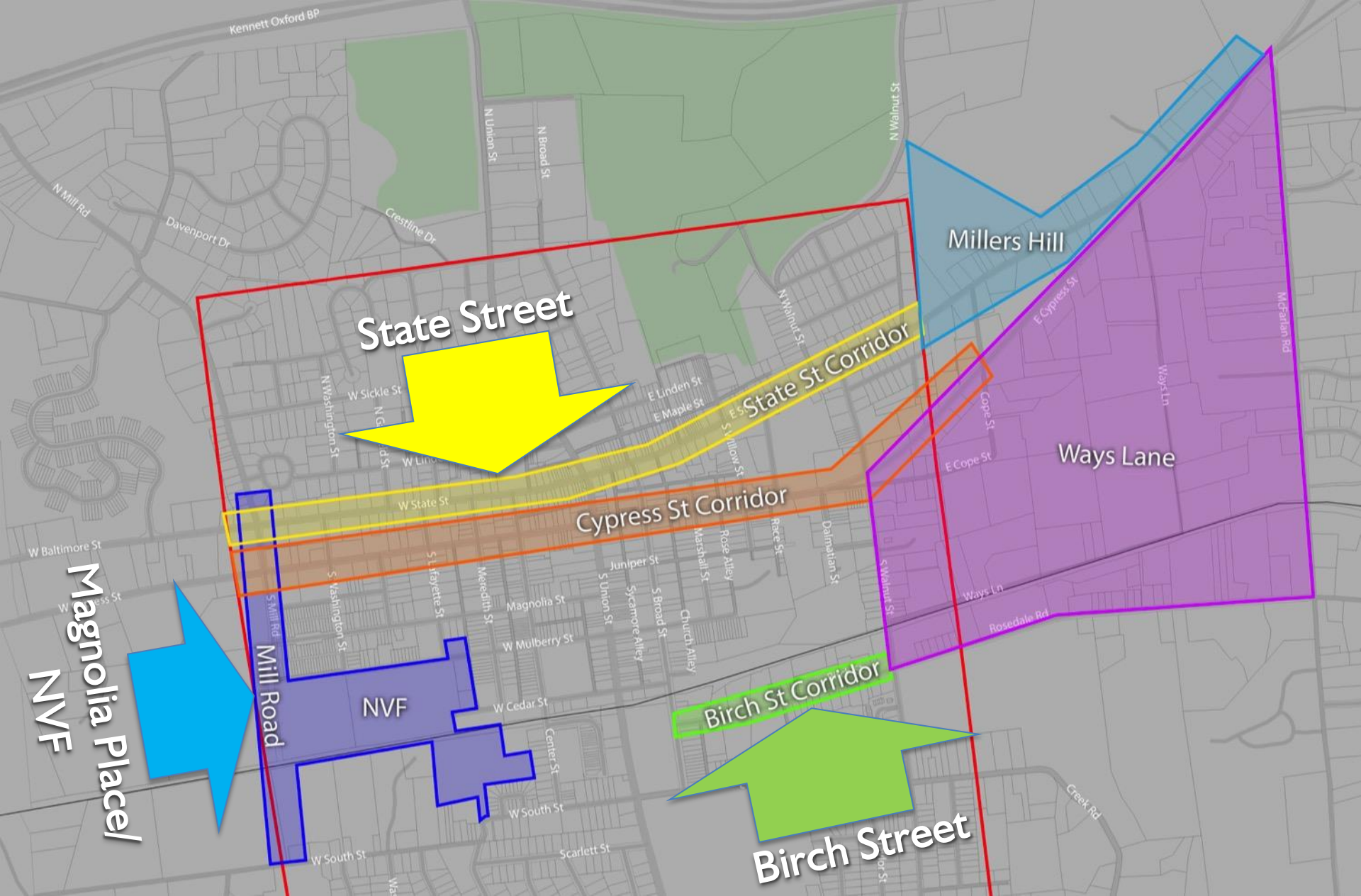
Birch Street: Redevelopment Area



An aerial photograph of a city grid, showing streets, buildings, and green spaces. A dark blue rectangular box is overlaid in the center, containing white and green text. The text identifies Mark Keener as the Director of Urban Design at RBA Group.

Mark Keener

Director of Urban Design, RBA Group



Magnolia Place/
NVF

State Street

Millers Hill

Ways Lane

Birch St Corridor

Birch Street

Mill Road

NVF

Cypress St Corridor

State St Corridor



RBA

2016 URBAN CENTERS SPRING WORKSHOP

Redevelopment of **Underutilized** Properties

- ✓ Planning Framework
- ✓ Economy, Behavior, Trends
 1. **Character, Regulatory Structure**
 2. **Calibrate, Anticipate, Test**



2016 URBAN CENTERS SPRING WORKSHOP

Suburb of What?

Ambler Media Manayunk EastFalls
Roxborough Bethlehem ChestnutHill
Narberth Burlington Redbank Hammonton
Englewood Haddonfield Princeton Kennett Sq.
North Arlington Arlington Cary Dedham Westport
Norwalk Waterbury

Kennett Workplan and Process



Economy: Trends, Capacity, Opportunities

A) Economic Development **Vision**

B) Strategic Investment Projects

Character: Ordinance Review/Update

C) Zoning tune-up

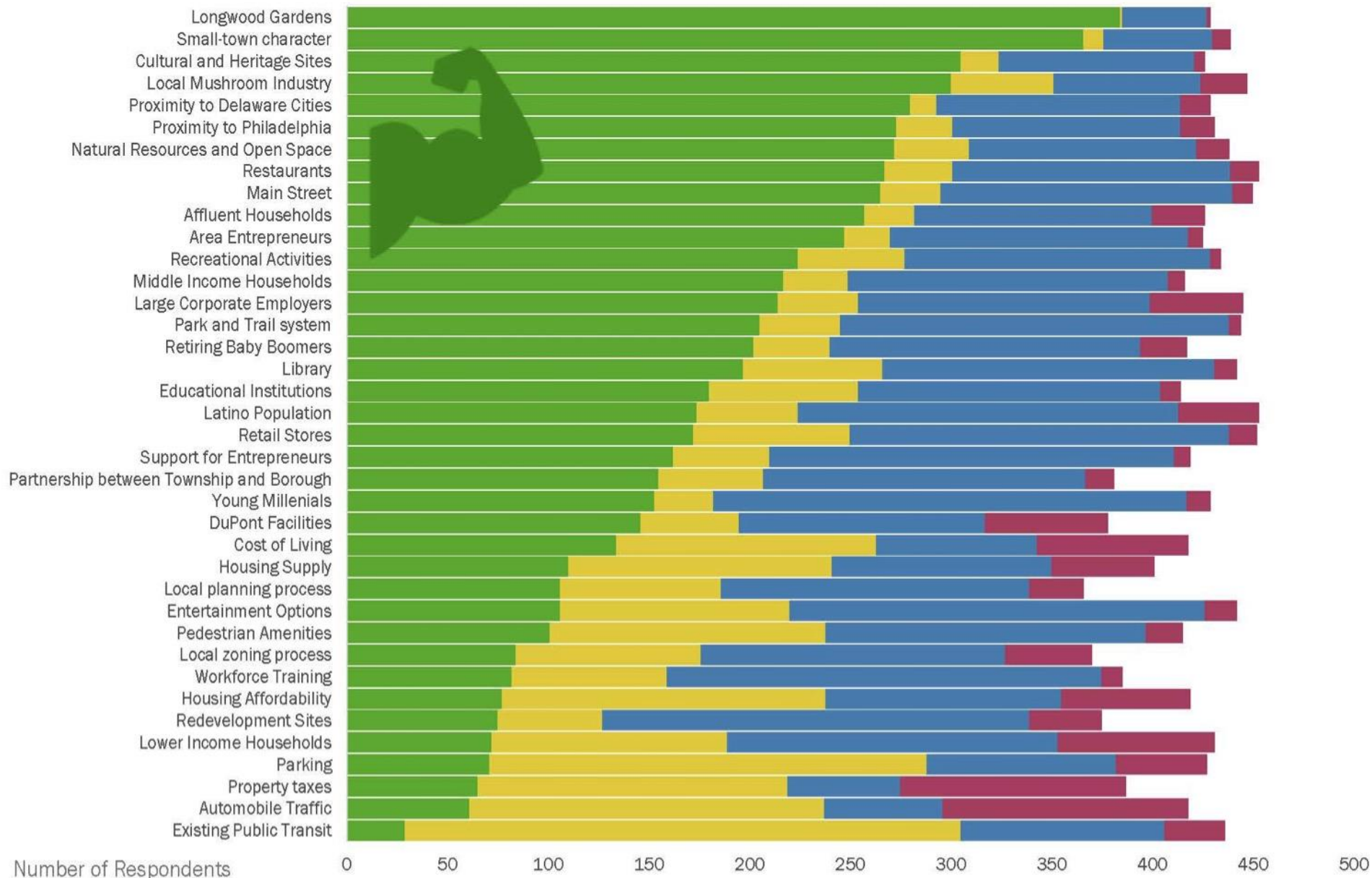
D) **Anticipated** change / stability

Connections: Actions, Responsibilities

E) Priority Projects/Actions

F) **Partners**, Funding, Synergies

Public Survey SWOT Analysis



2015 Retail Gap per Household: Kennett Square Borough

- Shoe Stores
- Jewelry, Luggage & Leather Goods Stores
- Full-Service Restaurants
- Specialty Food Stores
- Beer, Wine & Liquor Stores
- Health & Personal Care Stores
- Other Miscellaneous Store Retailers
- Florists
- Clothing Stores
- Book, Periodical & Music Stores
- Used Merchandise Stores
- Home Furnishings Stores
- Furniture Stores
- Lawn & Garden Equip & Supply Stores
- Office Supplies, Stationery & Gift Stores
- Sporting Goods/Hobby/Musical Instr Stores
- Special Food Services
- Drinking Places - Alcoholic Beverages
- Bldg Material & Supplies Dealers
- Grocery Stores
- Electronics & Appliance Stores
- Limited-Service Eating Places
- Other General Merchandise Stores
- Department Stores Excluding Leased Depts.



According to data provided by Esri, Kennett Square is experiencing a “surplus” of retail sales in some retail categories (highlighted in green); meaning some retail stores are drawing customers in from outside the Borough

Kennett Square is experiencing a “leakage” of retail sales in some retail categories (highlighted in red); meaning some households are making these purchases outside of the trade area, whether through brick-and-mortar stores or online.



Residential Market Capture Scenarios



Place Types



RURAL



**VILLAGE
EDGE**



**VILLAGE
RESIDENTIAL**



**VILLAGE
CENTER**



**Agriculture-in-Action
Work Yard**



**Corporate Campus
Driveway Subdivision**




Stop + Shop

Roundtable

 Agriculture in Action >

 Corporate Campus >

 Driveway Subdivision >

 Main Street >

 Stop n Shop >

 In-Town Living >















 Work Yard >

Workshop

State Street,
Cypress &
Miller's Hill

Mill Road and
the NVF site

Birch St and
Ways Lane

			Today	Ideal
	Agriculture in Action		0	0
	Corporate Campus		35	35
	Driveway Dwelling		30	30
	Main Street		0	0
	Stop n Shop		35	35
	In-Town Living		0	0
	Work Yard		0	0
TOTAL			100	100

Gateway / entrance to town. Could look better! Also remember 175 unit Apt building coming soon!

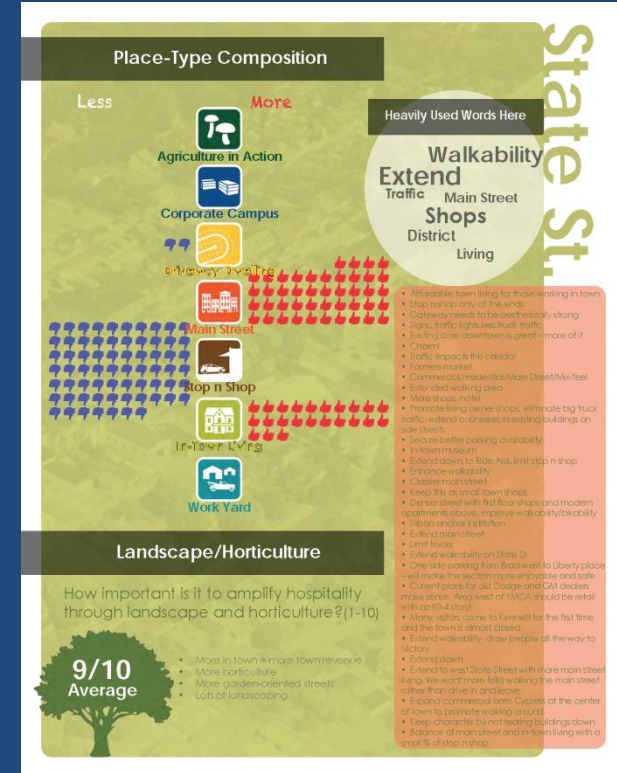
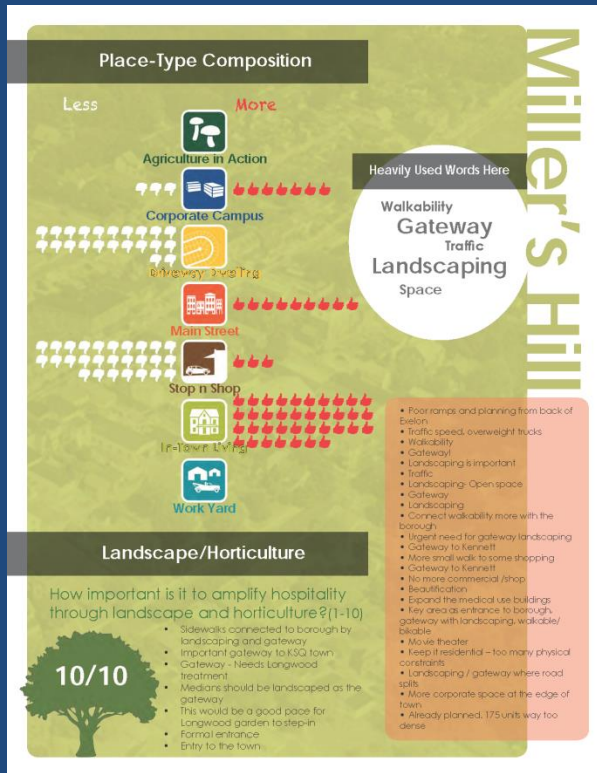


How much does landscape matter here?
(1-10, from very little to very much)

10# !!

Sidewalks?..Flowering plants.. maintenance?

Workshop/Roundtable Results



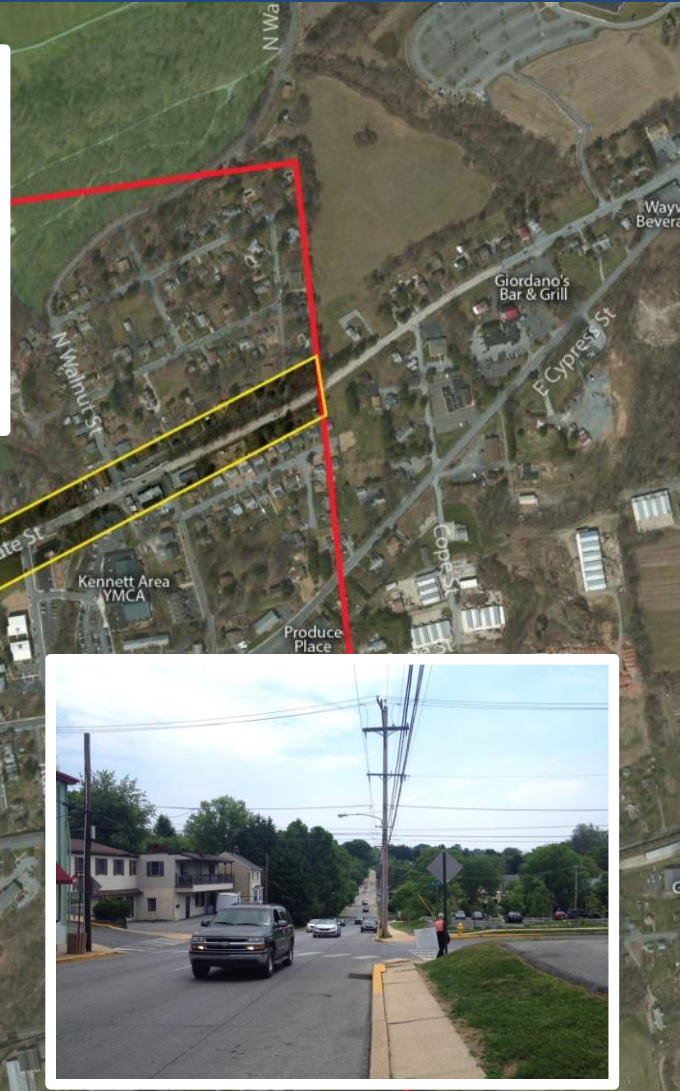
Main Street Concepts



Miller's Hill



State Street



Mill Road / NVF



Way's Lane



RBA

2016 URBAN CENTERS SPRING WORKSHOP

Birch Street



Milestones and Next Steps



Task 1, 2, 3:

- Existing conditions inventory, SWOT
- Market Analysis, Vision Report

Task 4, 5:

- Development Strategy
- Ordinance Update

Task 6: Plan

- Recommendations Report



An aerial photograph of a city grid, showing streets, buildings, and green spaces. A dark blue rectangular box is overlaid in the center, containing white and green text.

Mike Pia Jr.

Kennett Square Realty

Introduction



Site Selection



Site Selection



Proposed Uses



Development / Design Process



Development / Design Process

SUMMARY

RESIDENTIAL:

22 TWINS - SINGLE - FAMILY SEMI DETACHED DWELLINGS
 57 TOWNHOUSES - SINGLE FAMILY ATTACHED DWELLINGS
 79 TOTAL DWELLINGS

PARKING - 2 OFF-STREET SPACES PER DWELLING
 - REQUIRED AND PROVIDED

MIXED USE BUILDING:

FIRST FLOOR 13,200 SF. COMMERCIAL
 SECOND - FOURTH FLOORS 30 APARTMENTS

OFF-STREET PARKING SUMMARY:
 RETAIL: 13,200/220 SF. = 60 SPACES
 RESIDENTIAL: 30 APARTMENT UNITS @ 1.5 SPACES = 45 SPACES
 TOTAL REQUIRED: = 105 SPACES
 TOTAL PROVIDED: 109 SPACES



Conceptual Site Plan for:
MAGNOLIA PLACE
 Borough of Kennett Square, Pennsylvania
 Prepared for Kennett Square Realty, LP
 649 West South Street
 Kennett Square, Pennsylvania 19348

Scale: 1" = 30'-0"
 Date: May 12, 2010

**Bernardon
 Haber
 Holloway**
 ARCHITECTS, P.C.

420 McMiller Road, Suite 200
 Kennett Square, PA 19348
 P 610-444-3000 F 610-444-2222
 www.bernardon.com

Magnolia Place



Road Blocks



VICTORY!



Cannery Row



Cannery Row









Closing

“Lean Urbanism”



Urban Land
Institute

Panel Contact Information

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Philadelphia, PA

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Mike Pia Jr.

Kennett Square Realty LP /
Kaolin Mushroom Farms Inc.
Kennett Square, PA

Phone: 610-444-4800 ext. 223

E-mail: mpiajr@southmill.com

Questions & Answers



Thank You!