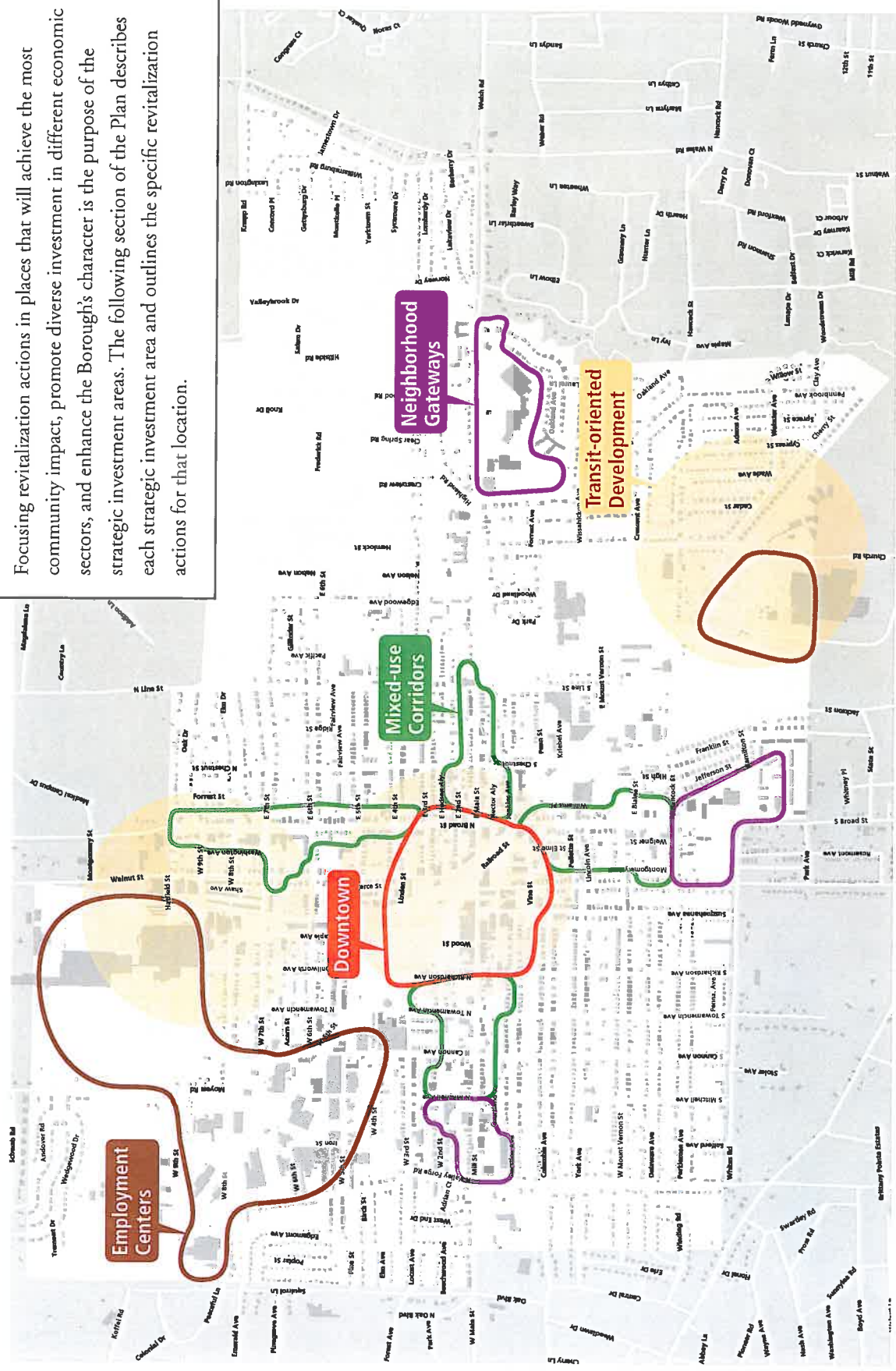


strategic investment areas

Focusing revitalization actions in places that will achieve the most community impact, promote diverse investment in different economic sectors, and enhance the Borough's character is the purpose of the strategic investment areas. The following section of the Plan describes each strategic investment area and outlines the specific revitalization actions for that location.



Lansdale's downtown represents the civic, cultural, commercial, and transportation core of the Borough. The historic character as well as the transit-oriented and walkable development pattern provide opportunities to revitalize the downtown area as a destination for the greater region based on expanded cultural activities, dining, unique retail enterprises, and improved access to SEPTA.

Strategy/Action Categories

- E** Economy
- S** Safety
- H** Housing
- I** Infrastructure

Strategies

Identify an organization to promote and coordinate downtown revitalization. **E**

Implement the revitalization and investment recommendations for the Borough's Downtown Destination Plan. **E S I**

Improve street lighting downtown and in other locations where needed. **S**

Promote a variety of businesses that offer both daytime and evening activity, attracting customers and visitors in the day and evening. **S**

Provide incentives for housing in mixed use developments in the Downtown Reinvestment Area. **H**

Provide additional commuter services at Lansdale's train station. **I**

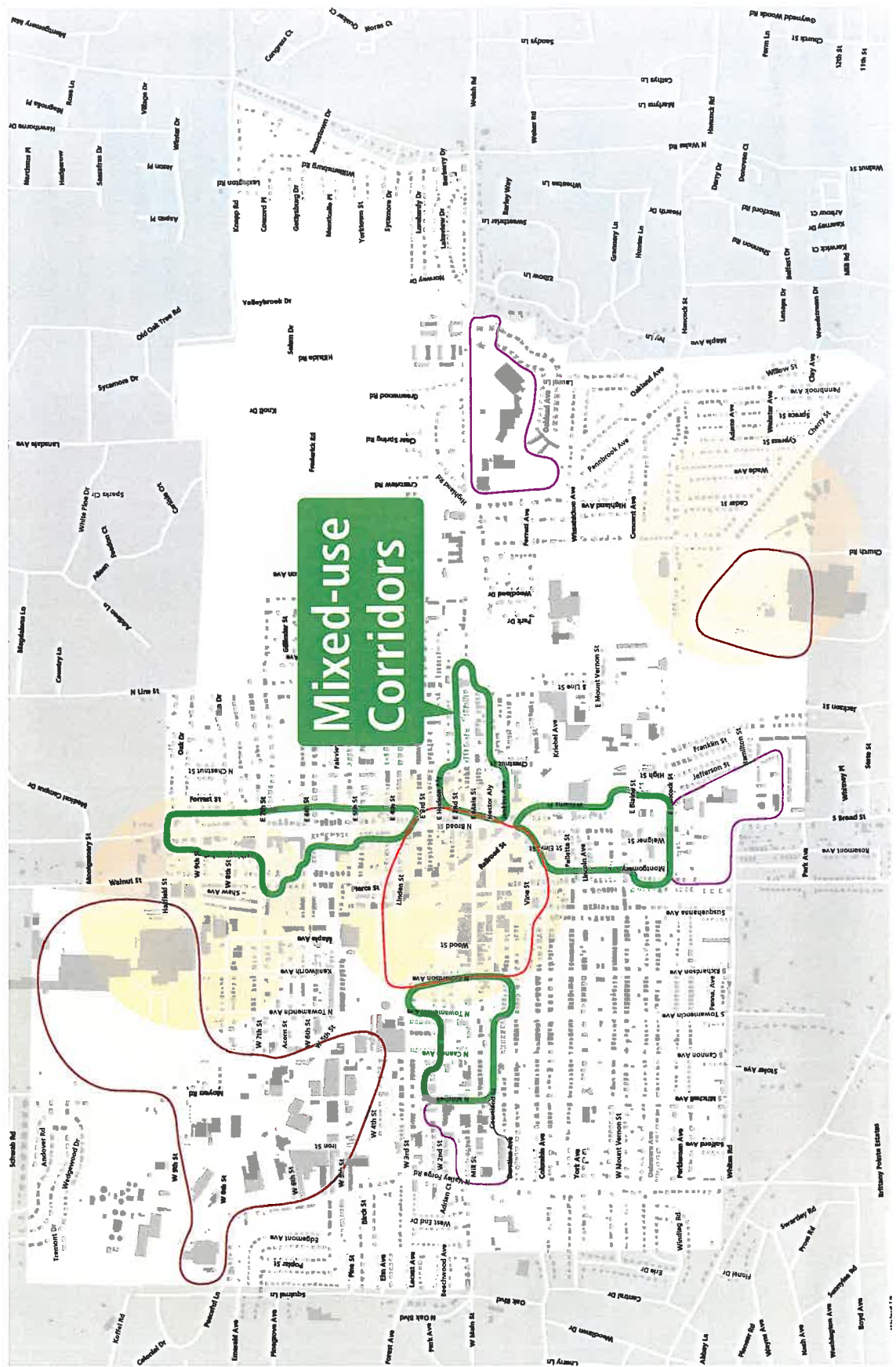
Improve bicycle facilities at strategic locations. **I**

Promote the Borough's community facilities as assets for the region. **E**

Prepare a marketing initiative to communicate Lansdale's new suburban village lifestyle and amenities. **E**

Actions

- ☐ Create a downtown facade, signage, and window design program. **E**
- ☐ Develop a strong branding and wayfinding initiative. **E**
- ☐ Promote the role of the Lansdale Business Association in Main Street revitalization. **E**
- ☐ Grow the Performing Arts Center, the Library, and an additional regional attraction as economic anchors. **E**
- ☐ Develop a restaurant cluster. **E**
- ☐ Extend the Lansdale Farmers' Market season with a covered pavilion. **E**
- ☐ Target 10 places that sell food, 10 destination retail shops, and 10 places open after 6pm downtown. **E S**
- ☐ Light up building facades to create a brighter, cleaner atmosphere at night. **S**
- ☐ Highlight pedestrian zones with raised paving patterns as recommended in the Downtown Destination Plan. **S**
- ☐ Support additional housing density. **H**
- ☐ Add a traffic light at Wood & Main. **I**
- ☐ Redevelop Madison Parking Lot with mixed-use development, and construct parking structures according to the Downtown Destination Plan. **I**
- ☐ Complete transit plaza and station tunnel according to the Downtown Destination Plan. **I**
- ☐ Install new trees along Main Street. **I**
- ☐ Create a Transit Revitalization Investment District (TRID) for Lansdale's Main Street Station. **E**



The designated Mixed-use Corridors are intended to transition the Borough's downtown commercial core to the more localized commercial uses on Main Street and Broad Street. These areas are characterized by lower intensity commercial development that is more consistent with the scale of adjacent neighborhoods and maintains a small town, walkable character. The traffic level and visibility along Main and Broad Streets are ideal for a mix of residential and small scale uses such as small offices, freestanding retail and personal service uses.

Strategy/Action Categories

- E** Economy
- S** Safety
- H** Housing
- I** Infrastructure

Strategies

Implement revitalization and investment recommendations from the Downtown Destination Plan. **E S I**

Support opportunities for a variety of residential types and combinations of commercial and residential uses in the Mixed Use Corridor and Neighborhood Gateway Reinvestment Areas. **H**

Improve bicycle facilities at strategic locations. **I**

Create a business-friendly development code that meets the needs of the different scales of economic activity. **E**

Improve street lighting downtown and in other locations where needed. **S**

Create green gateways at strategic borough entrances. **S I**

Add traffic controls at critical intersections. **S I**

Prepare a marketing initiative to communicate Lansdale's new suburban village lifestyle and amenities. **E**

Actions

- ☐ Create new mixed-use corridor zoning district. **E**
- ☐ Install pedestrian-scale lighting on Broad and Main Streets. **S**
- ☐ Create a tree canopy along the corridors to slow down auto traffic. **S I**
- ☐ Add a traffic light at Broad & Ninth. **S I**
- ☐ Develop a trail loop around the Main Street corridor as recommended in the Downtown Destination Plan. **I**
- ☐ Develop a strong Borough branding and wayfinding initiative. **E**
- ☐ Create bike lanes throughout Lansdale to narrow travel lanes and better accommodate all users of streets. **S**
- ☐ Highlight pedestrian zones in the downtown and other key intersections with raised paving patterns. **S**



The eastern and western ends of Main Street and the southern end of Broad Street are three significant entry points into Lansdale. The gateway areas are intended to include special treatments, such as unique facade and design features, streetscaping, landscaping public spaces, and signage that indicate a sense of arrival into the Borough.

Strategies

Implement revitalization and investment recommendations from the Downtown Destination Plan. **E S I**

Promote a variety of businesses that offer both daytime and evening activity, attracting customers and visitors in the day and evening. **S**

Support opportunities for a variety of residential types and combinations of commercial and residential uses in the Mixed Use Corridor and Neighborhood Gateway Reinvestment Areas. **H**

Create green gateways at strategic Borough entrances. **S I**

Improve bicycle facilities at strategic locations. **I**

Create a business-friendly development code that meets the needs of the different scales of economic activity. **E**

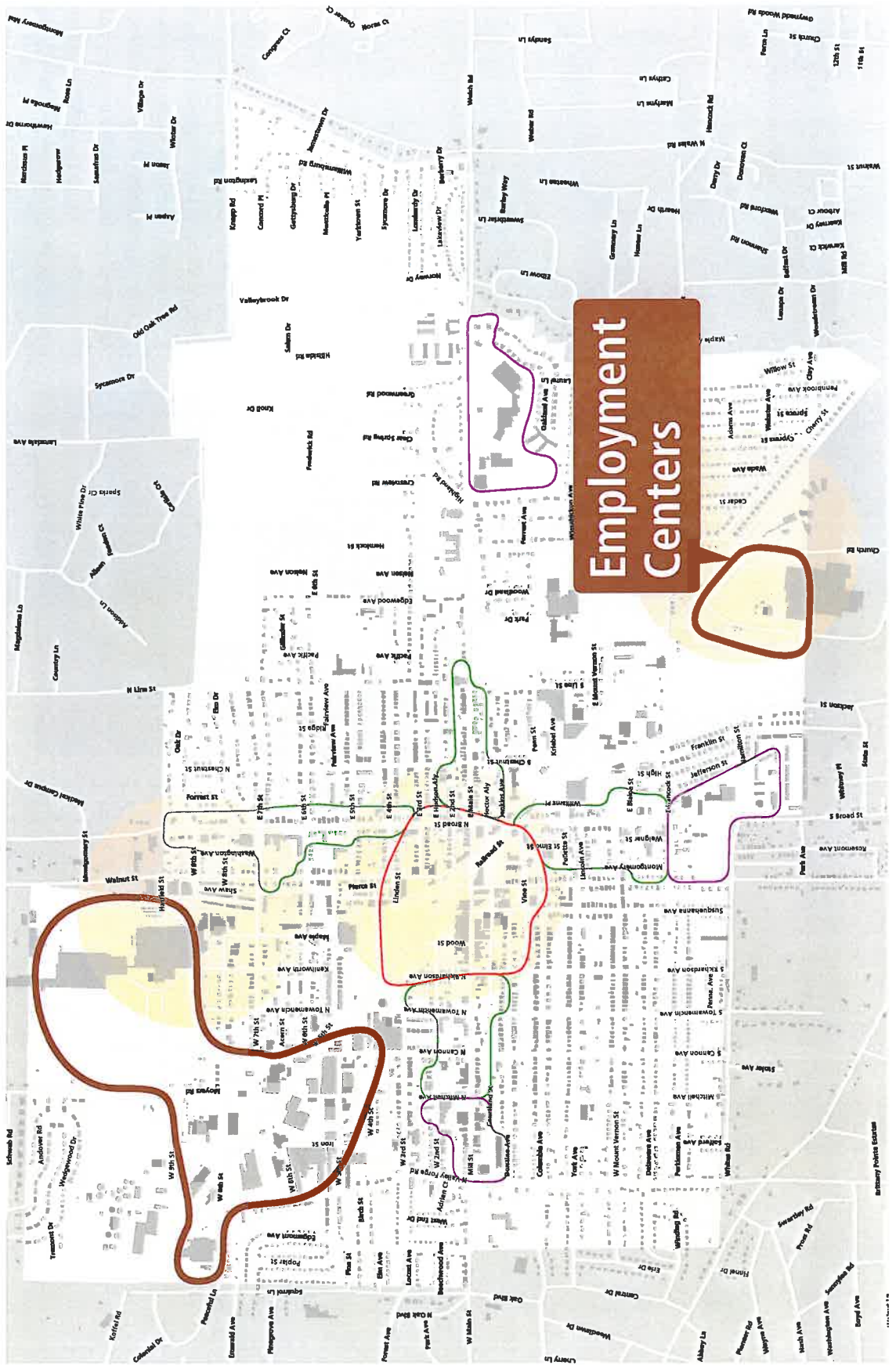
Improve street lighting downtown and in other locations where needed. **S**

Actions

- ☐ Create a gateway overlay district at Main and Broad Streets that accommodates larger scale commercial uses with attention to design, pedestrian scale, and streetscape amenities. **E**
- ☐ Create green gateways at strategic Borough entrances as recommended in the Borough's Open Space Plan. **I**
- ☐ Install pedestrian-scale lighting on Broad and Main Streets. **S**
- ☐ Allow limited residential uses in the proposed Gateway Districts. **H**
- ☐ Create bike lanes throughout Lansdale to narrow travel lanes and better accommodate all users of streets. **S**
- ☐ Encourage all schools, parks, the Library, and major shopping facilities to install up-to-date bike racks. **I**
- ☐ Highlight pedestrian zones in the downtown and other key intersections with raised paving patterns. **S**

Strategy/Action Categories

- E** Economy
- S** Safety
- H** Housing
- I** Infrastructure



The designated employment centers consist of Lansdale's traditional industrial districts. A large portion of this strategic investment area is the 100-acre North Penn Industrial Park. The Park now consists of underutilized and vacant industrial properties. New developer interest in older developed, transit-oriented communities like Lansdale have opened up opportunities for investment in more contemporary employment and commercial centers that will complement the active North Penn region business community. Recent development surrounding the Pennbrook train station are local examples of this investment trend. Access to transit in this investment area reinforces not only employment development potential, but also complementary commercial, and housing opportunities.

Strategy/Action Categories

- E** Economy
- S** Safety
- H** Housing
- I** Infrastructure

Strategies

Create opportunities for transit-oriented residential development in the Employment Center Strategic Investment Area to provide convenient options for employees and transitional areas between the new centers and adjacent residential neighborhoods. **H**

Create a business-friendly development code that meets the needs of the different scales of economic activity. **E**

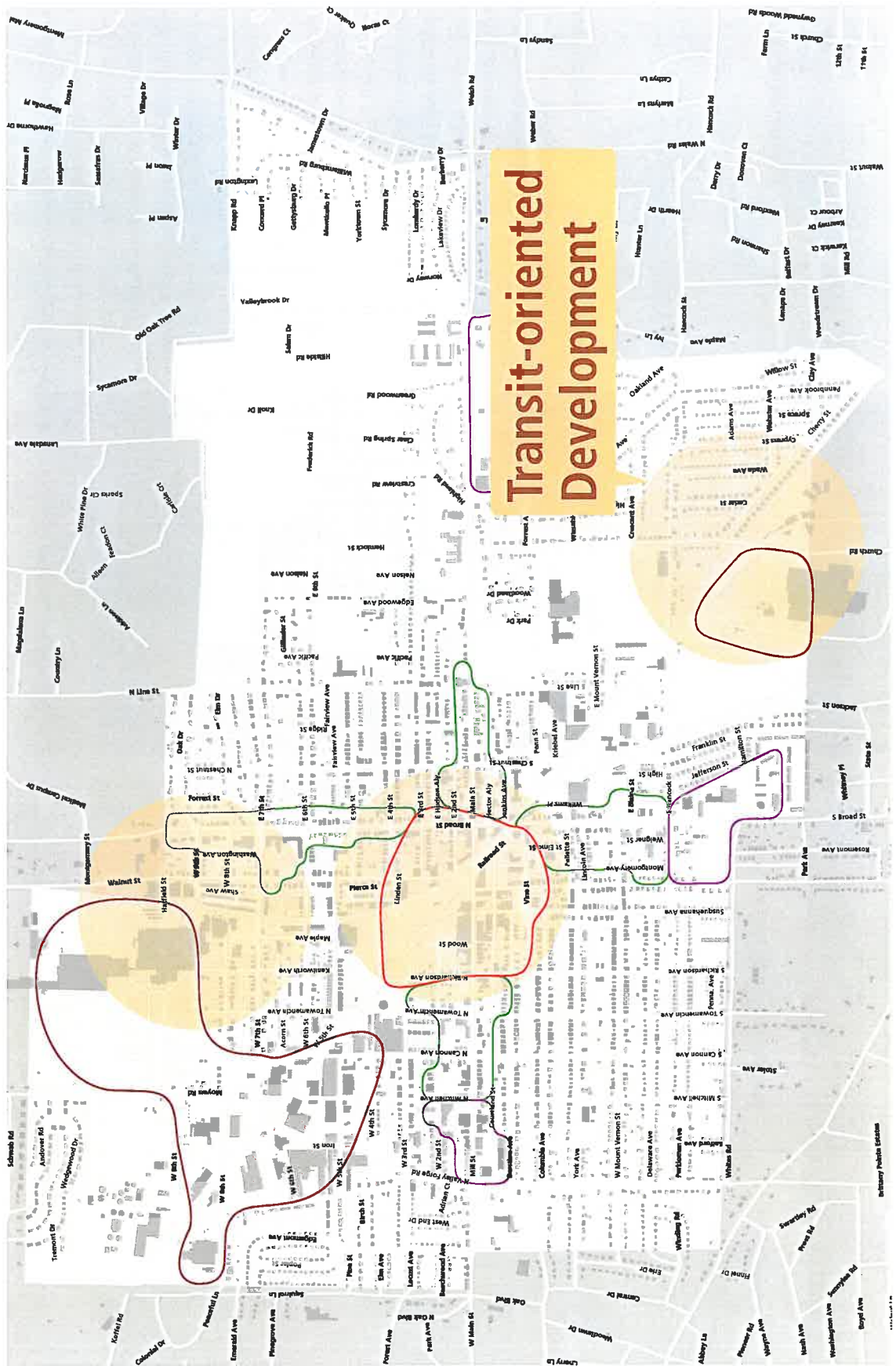
Promote local energy and food access as sustainable community advantages. **E**

Expand incentives to adaptively reuse existing historic buildings and create new uses at abandoned industrial sites. **E**

Maintain the Borough's interconnected street network for effective circulation of automobile and pedestrian traffic. **S I**

Actions

- ☐ Prepare a master plan for the Cannon Avenue Business Corridor. **E**
- ☐ Evaluate the creation of a business incubator for the Cannon Avenue Business Corridor to support emerging small commercial and manufacturing enterprises. **E**
- ☐ Create new employment center zoning district. **E**
- ☐ Support mixed use development, including residential development, around the proposed 9th St station. **H**
- ☐ Add a traffic light at Eighth and Moyer Streets. **S I**
- ☐ Support a new SEPTA station at Ninth Street. **I**
- ☐ Implement an alternative energy supply system. **E I**
- ☐ Provide density bonuses or other incentives to encourage historic preservation, green building, and adaptive reuse of existing industrial structures. **E**
- ☐ Develop a Borough Official Map. **S I**



Transit oriented development (TOD) is characterized as compact, walkable development with a mix of residential housing types and commercial uses that are within ¼ to ½ mile from a transit station. These TOD investment areas are intended to enhance Lansdale’s walkable, transit-oriented character by directing greater mixed-use development surrounding the Lansdale, Pennbrook, and proposed Ninth Street train stations.

Strategy/Action Categories

E Economy
S Safety
H Housing
I Infrastructure

Strategies

Establish transit oriented development (TOD) development standards in all the TOD Strategic Reinvestment Areas. H

Provide additional commuter services at Lansdale’s train stations to improve multi-modal transportation services and expand commuter patronage of Borough businesses. I

Maintain the Borough’s interconnected street network for effective circulation of automobile and pedestrian traffic. S I

Establish development standards to maintain Lansdale’s historic character, encourage green building, and support transit-oriented development. E

Implement revitalization and investment recommendations from the Downtown Destination Plan. E S I

Actions

- ☐ Expand the use of the TOD overlay zoning district around Lansdale’s train stations. **E**
- ☐ Create a Transit Revitalization Investment District (TRID) for Lansdale’s Main Street station. **E**
- ☐ Create a concierge service at the Main Street station for borough businesses. **E**
- ☐ Promote retail opportunities within and near the train stations. **E**
- ☐ Prepare a master plan for the Cannon Avenue Business Corridor. **E**
- ☐ Promote DVRPC’s Smart Commute Mortgage Program. **H**
- ☐ Support additional housing density in downtown and TOD districts. **H**
- ☐ Develop bike centers at Lansdale’s train stations with local bike shops. **I**
- ☐ Develop a Borough Official Map. **S I**
- ☐ Support a new SEPTA train station at Ninth Street. **E S I**
- ☐ Complete transit plaza and station tunnel according to the Downtown Destination Plan. **I**

implementation

Lansdale's Revitalization Plan Update has numerous strategies and actions for its economy, safety, housing, and infrastructure. Implementation of these various recommendations will strongly move the Borough toward achieving its revitalization vision. In order to effectively manage implementation these recommendations need to be phased over time. The following table provides a listing of the Plan's actions and organizes them into short (0–3 year), intermediate (3–5 year), and long-term (5+ year) activities.



Short-term (0–3 year) Actions

Cost Estimate	Priority	Responsible Parties
☐ Develop a strong Borough branding and wayfinding initiative. E	high	Borough
☐ Create a downtown facade, signage, and window design program. E	high	Borough / Local Business Owners
☐ Create new mixed-use corridor zoning district along Main and Broad Streets. E	high	Borough
☐ Create a gateway overlay district on Main and Broad Streets that accommodates larger scale commercial uses with attention to design, pedestrian scale, and streetscape amenities. E	high	Borough
☐ Light up building facades downtown to create a brighter, cleaner atmosphere at night. S	high	Borough / Lansdale Electric Department
☐ Prepare traditional neighborhood development (TND) design standards for residential districts. H	high	Borough
☐ Strongly enforce building and maintenance codes to maintain the quality of housing in Lansdale. H	high	Borough
☐ Support additional housing density in downtown commercial and TOD districts. H	high	Borough
☐ Redevelop Madison Parking Lot with mixed-use development, and construct parking structures according to the Downtown Destination Plan. I	high	Borough / Lansdale Parking Authority
☐ Install new trees along Main Street. I	high	Borough

Action Categories

E Economy

S Safety

H Housing

I Infrastructure

Cost Estimate		Priority	Responsible Parties
☐ Hire an Economic Development Coordinator. E	\$60,000	medium	Borough
☐ Establish nonresidential traditional neighborhood development (TND) standards for new investment in the Borough. E	\$15,000	medium	Borough
☐ Promote the role of the Lansdale Business Association in Main Street revitalization. E	\$0	medium	Lansdale Business Association
☐ Prepare a master plan for the Cannon Avenue Business Corridor. E	\$75,000	medium	Borough / Montgomery County
☐ Create new employment center zoning district. E	\$15,000	medium	Borough
☐ Expand the use of the TOD overlay zoning district around Lansdale's Main Street train station. E	\$10,000	medium	Borough
☐ Create a Transit Revitalization Investment District (TRID) for Lansdale's Main Street station. E	\$100,000	medium	Borough
☐ Provide density bonuses or other incentives to encourage historic preservation, "green" building, and adaptive reuse of existing industrial structures. E	\$0	medium	Borough
☐ Provide density bonuses or other incentives for investors to adaptively redevelop selected historic structures into new residential units. H	\$0	medium	Borough
☐ Provide density bonuses or other incentives to encourage green building practices and green infrastructure. I	\$0	medium	Borough

Intermediate (3–5 year) Actions

	Cost Estimate	Priority	Responsible Parties
☐ Grow the Performing Arts Center, the Library, and an additional regional attraction as economic anchors. E	\$3,450,000	high	Borough / Lansdale Center for the Performing Arts / Lansdale Public Library
☐ Develop a restaurant cluster downtown. E	\$20,000	high	Borough / Restaurant Owners
☐ Add traffic lights at the intersections of Wood and Main Streets, Hancock Street and Stony Creek Park, Eighth Street and Moyers Road, and Broad and Ninth Streets. S I	\$1,600,000	high	Borough / Pennsylvania Department of Transportation
☐ Highlight pedestrian zones in the downtown and other key intersections with raised paving patterns. S	\$15,000 (per intersection)	high	Borough
☐ Complete transit plaza and station tunnel according to the Downtown Destination Plan. I	\$8,000,000	high	Borough / SEPTA
☐ Evaluate the creation of a business incubator for the Cannon Avenue Business Corridor to support emerging small commercial and manufacturing enterprises. E	\$10,000	medium	Borough / Montgomery County
☐ Extend the Lansdale Farmers' Market season incorporating a covered pavilion. E	\$28,000	medium	Borough / Lansdale Farmers' Market
☐ Develop a Borough Official Map. S I	\$30,000	medium	Borough
☐ Promote DVRPC's Smart Commute Mortgage Program. H	\$0	medium	Borough / Delaware Valley Regional Planning Commission
☐ Create volunteer tree stewards in Lansdale. H	\$2,500	medium	Borough / Department of Parks and Recreation

Action Categories

E Economy

S Safety

H Housing

I Infrastructure

Cost Estimate		Priority	Responsible Parties
☐ Create green gateways at strategic Borough entrances as recommended in the Borough's Open Space Plan. S I	\$15,000	medium	Borough
☐ Expand the use of the TOD overlay zoning district around Lansdale's proposed 9th Street train station. E	\$40,000	medium	Borough
☐ Create a concierge service at the Main Street station for Borough businesses. E	\$10,000	low	Borough / Lansdale Business Association
☐ Distribute small trees to Borough residents on Arbor Day or at other community events. H	\$5,000	low	Borough / Department of Parks and Recreation
☐ Develop bike centers at Lansdale's train stations with local bike shops. I	\$2,500	low	Borough / SEPTA / Local Bike Shops

Long-term (5+ year) Actions

	Cost Estimate	Priority	Responsible Parties
☐ Target 10 places that sell food, 10 destination retail shops, and 10 places open after 6pm downtown. E S	\$0	high	Borough / Lansdale Business Association
☐ Support a new SEPTA train station at Ninth Street. E S I	\$740,000	high	Borough / SEPTA / Landowners
☐ Promote retail opportunities within and near the train stations. E	\$0	medium	Borough
☐ Implement an alternative energy supply system. E	\$310,000	medium	Borough / Lansdale Electric Department
☐ Install pedestrian-scale lighting on Broad and Main Streets. S	\$300,000	medium	Borough
☐ Create a tree canopy over streets and at gateways to the Borough to slow down auto traffic. S I	\$50,000	medium	Borough
☐ Continue to promote extended business hours and evening activities downtown. S	\$0	medium	Borough / Lansdale Business Association
☐ Support mixed use development, including residential development, around the proposed 9th St station. H	\$0	medium	Borough
☐ Develop public/private partnerships to enable services and commercial ventures in the Borough's parks. I	\$0	medium	Borough / Department of Parks and Recreation
☐ Construct the proposed Liberty Bell Trail. I	\$600,000 (\$200,000/mile)	medium	Borough / Montgomery County / North Penn Health Foundation
☐ Sponsor a "small house" design competition to renew existing residential dwellings. H	\$100,000	medium	Borough / North Penn Chamber of Commerce

Action Categories

E Economy

S Safety

H Housing

I Infrastructure

Cost Estimate	Priority	Responsible Parties
☐ Create bike lanes throughout Lansdale to narrow travel lanes and better accommodate all users of streets. S	low	Borough / Pennsylvania Department of Transportation
☐ Allow limited residential uses in the proposed Gateway District, Mixed-use Corridor District, and new Employment Center District. H	low	Borough
☐ Encourage all schools, parks, the Library, and major shopping facilities to install up-to-date bike racks. I	low	Borough
☐ Develop a trail loop around the Main Street corridor as recommended in the Downtown Destination Plan. I	low	Borough / Montgomery County / North Penn Community Health Foundation
☐ Expand police youth outreach with the North Penn School District. S	low	Lansdale Police Department / North Penn School District

Funding Sources

Funding is another critical element for implementing the Borough's revitalization actions. Lansdale has been very successful in utilizing grants and other funding assistance to attract substantial private investment and improve public infrastructure. Due to current economic conditions, most funding programs at all levels are changing and constrained. To assist the Borough in monitoring funding opportunities we provide the following list of potential sources:

Pennsylvania Department of Community and Economic Development (DCED)

DCED has been a major source of financial assistance for municipalities. They offer a wide range of programs to support planning, development, and construction activities. They have a single application for assistance located at newpa.org.

Pennsylvania Department of Transportation (PennDOT)

PennDOT is a very important partner for infrastructure improvements in the Borough. Lansdale is currently utilizing their Hometown Streets and Safe Routes to School program.

Pennsylvania Department of Conservation and Natural Resources (DCNR)

DCNR's Community Conservation Partnerships Grant Program also supports a wide variety of planning, acquisition and recreation activities to implement the Borough's green infrastructure actions.

Delaware Valley Regional Planning Commission (DVRPC)

Regionally, DVRPC provides a number of important funding programs for municipalities, including: the Congestion Mitigation and Air Quality Improvement (CMAQ) Program, TCDI program, and Transportation Enhancement Funds.

Montgomery County

Montgomery County promotes revitalization through several key initiatives. The County's open space and revitalization programs are important local funding sources. Other support from the Montgomery County Redevelopment Authority, Montgomery County Housing Authority, and Montgomery County Department of Economic and Workforce Development is available.

William Penn Foundation

A private source of support in the region is the William Penn Foundation. The Foundation's mission is to improve the quality of life in the Greater Philadelphia region through efforts that foster rich cultural expression, strengthen children's futures, and deepen connections to nature and community.

North Penn Community Health Foundation

Another private source of local support is the North Penn Community Health Foundation. The Foundation focuses its grant making efforts to address unmet health and health related needs of the people in the North Penn region and the organizations that serve them. The Foundation recently supported the start-up activities of the Lansdale Farmers' Market.

