

# New Britain Borough Main Street Study

Matt Walters | November 3, 2017



# New Britain Borough Main Street Study



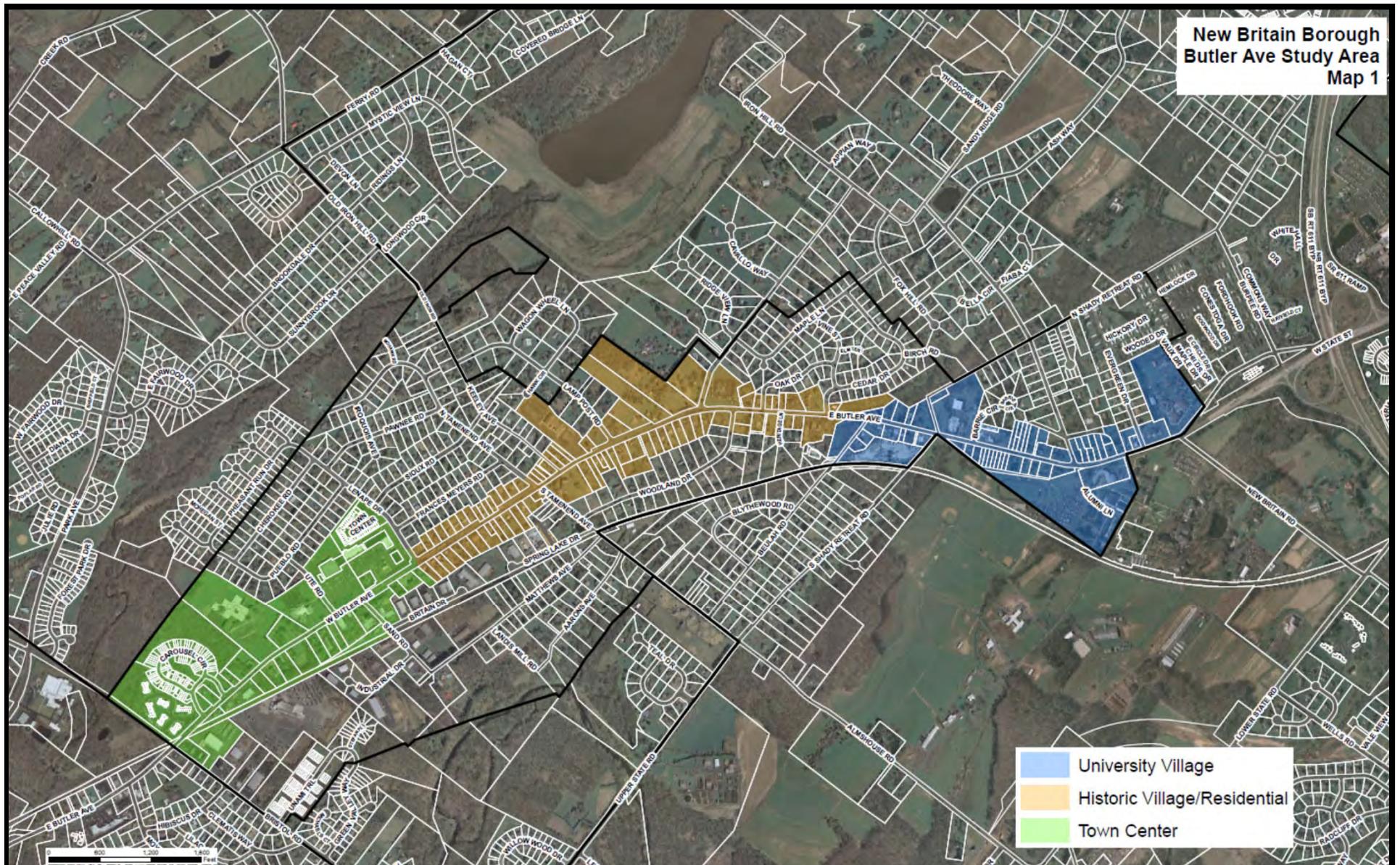
Matt Walters  
Bucks County Planning Commission  
November 3, 2017



## New Britain Borough

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- Located in Central Bucks County, just west of Doylestown
- Home to Delaware Valley University
- US 202 Business Route bisects the Borough
- Greatest growth between 1950-1970



## Study Area

## What was happening in 2013?

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- Community and Business Committee Formed, Town Hall Meeting
- Delaware Valley College working towards University status
- Route 202 Parkway had opened
- Some businesses struggling, vacancies

# Common Themes

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- Butler Avenue is our Main Street
- Identity needed
  - Gateway designations
  - Signage
- Walkability is important
  - Sidewalks and trails
  - Crosswalks

## Common Themes

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- Mixed use development is desirable
- New development must not adversely impact neighborhoods
- Protect historic resources
- Connections between the university and community are important

# **How will the vision for the corridor be achieved?**

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- Physical Improvements
  - Streetscape Improvements
  - Access Management
  - Redevelopment of Underutilized Properties
- Policy Actions
  - Mixed Use Overlay Ordinance
  - Design Guidelines
  - Marketing and Branding Campaign

# Streetscape Benefits

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- Establish a safe boundary for pedestrians
- Promotes walkability and improves the overall visual curb appeal
- Connects destinations
- Complement revitalization efforts and help creates a sense of identity and place
- Enhances property values





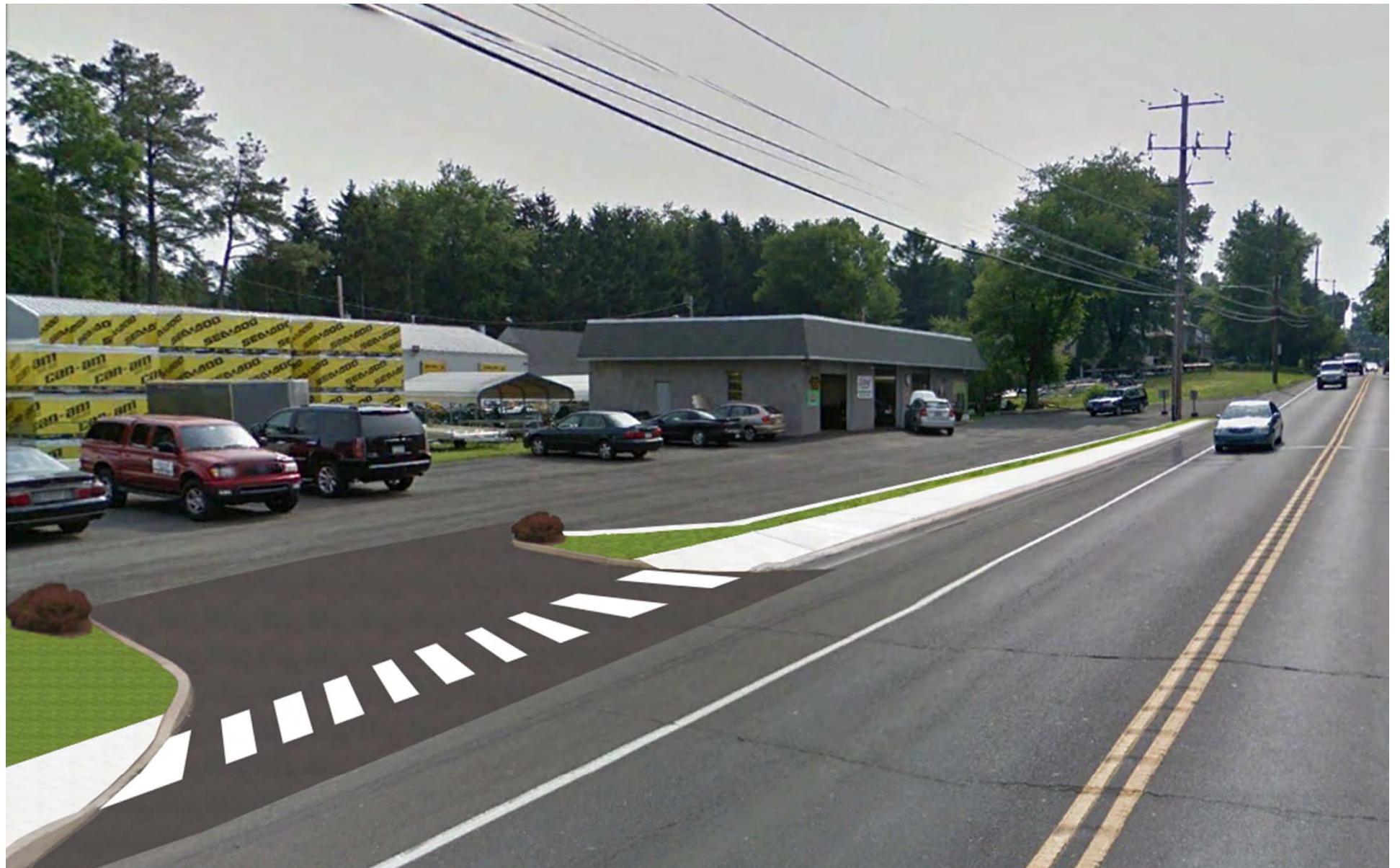
The Promenade at Sycamore Street  
Newtown Township, Bucks County



Goodnoe's Corner  
Newtown Township, Bucks County



Access Management—Existing Condition

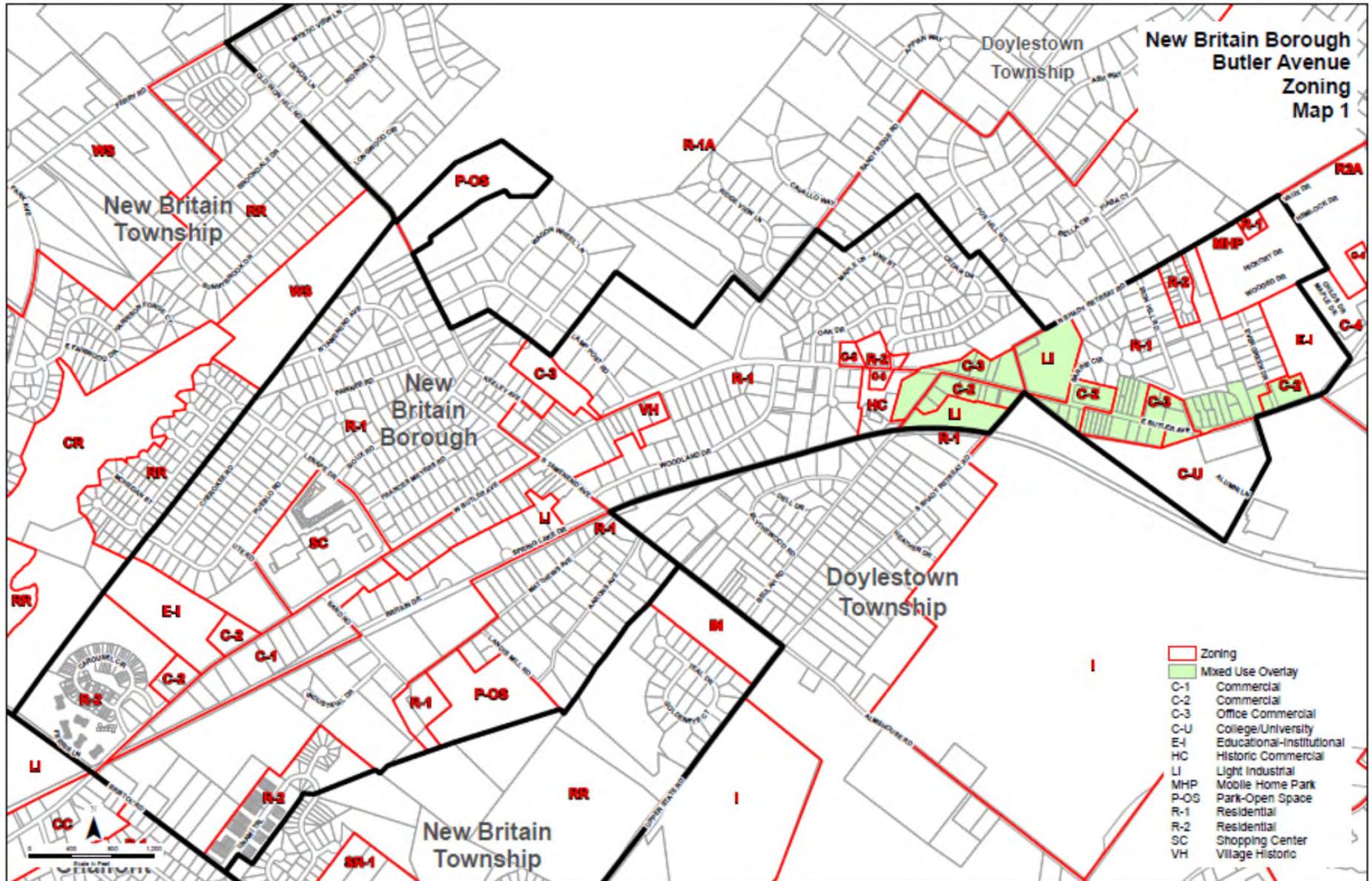


Access Management—Proposed Condition

# Mixed Use Overlay District

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- Promote redevelopment of underutilized land
  - Infill development
  - Former industrial sites
- Encourage mixed use development
  - Commercial/Business and Residential
- Contribute to the Main Street character of Butler Avenue



Mixed Use Overlay District

# Mixed Use Overlay District

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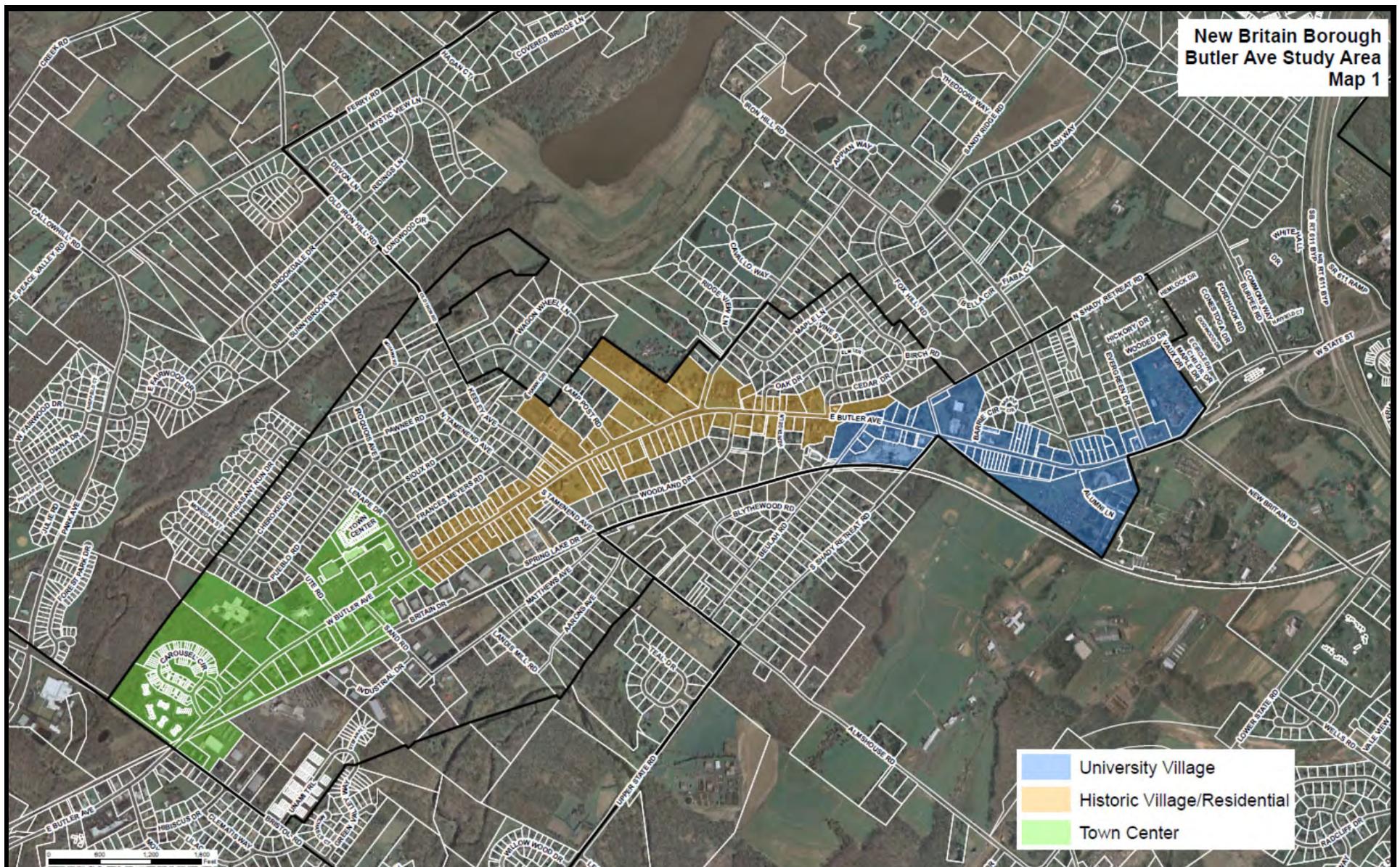
- Minimum nonresidential use requirements
- First floor along Butler Avenue must be a nonresidential use
- Public space is required
  - Plazas
  - Seating Areas
  - Outdoor eating areas
  - Wide sidewalks

# Mixed Use Overlay District

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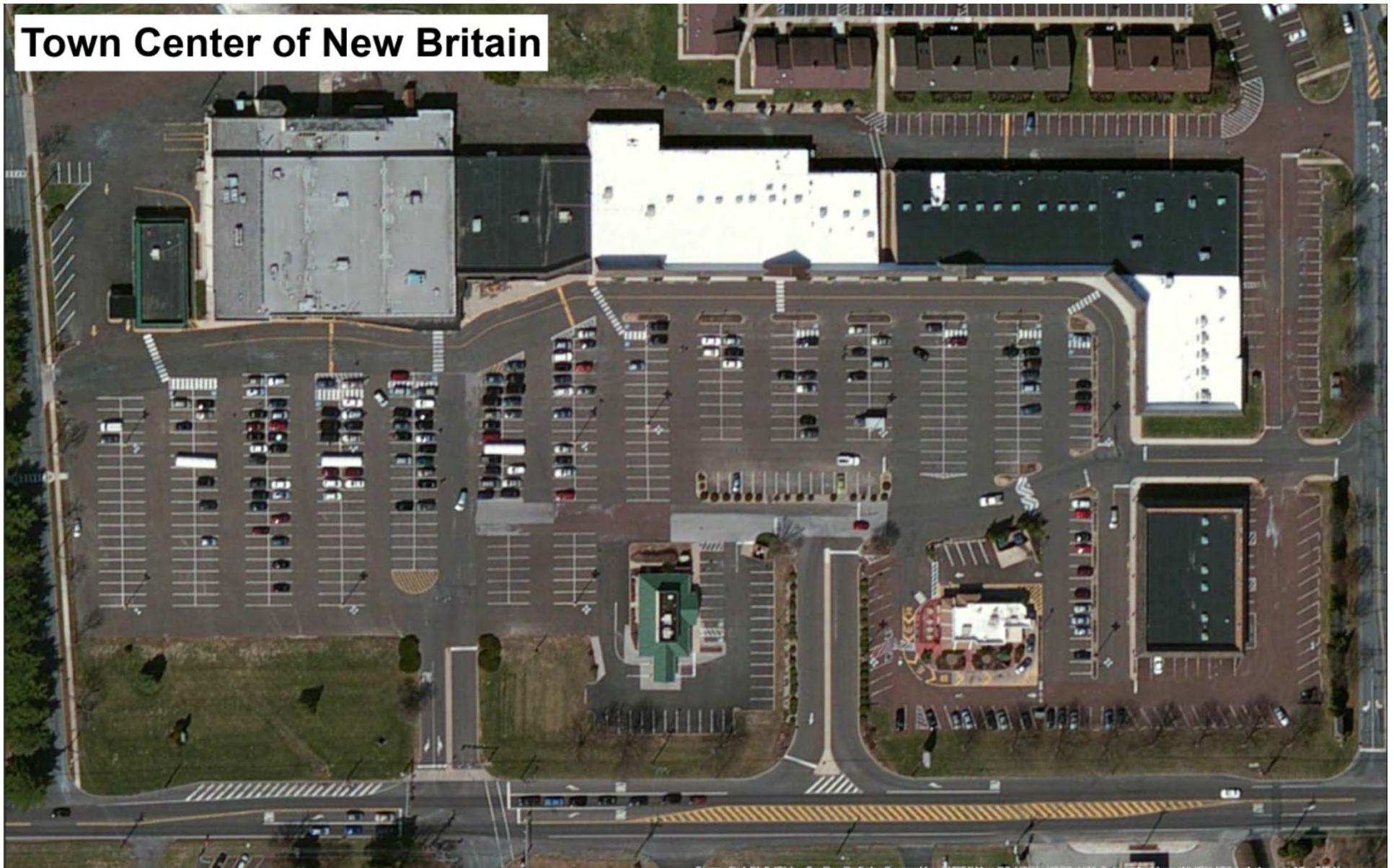
- All parking behind principal building
- Shared parking
- Development must contribute to the streetscape
  - Walkways
  - Landscaping and street trees
  - Outdoor sidewalk lighting
  - Benches
  - Access management

New Britain Borough  
Butler Ave Study Area  
Map 1

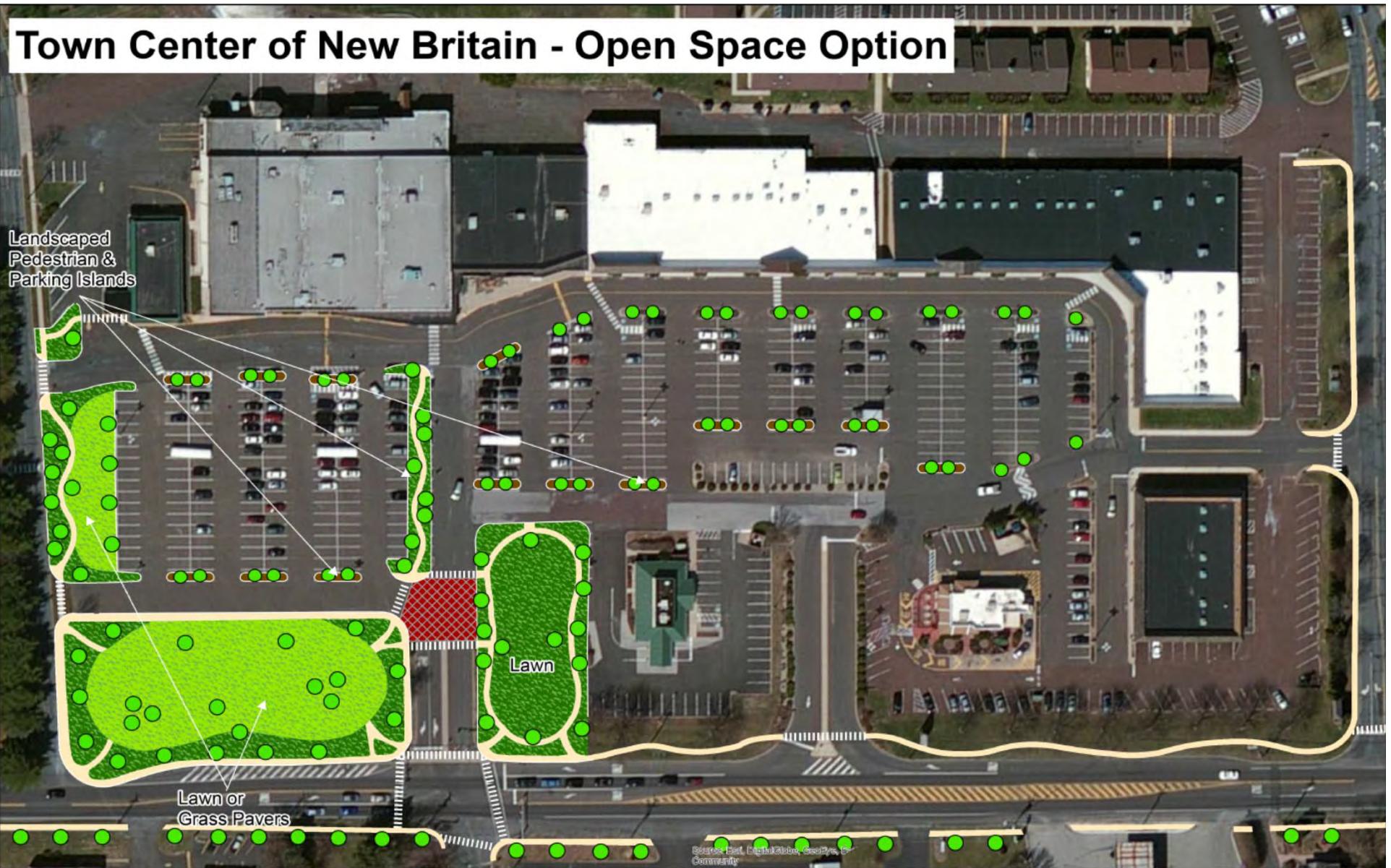


Study Area

## Town Center of New Britain



Town Center—Existing Conditions

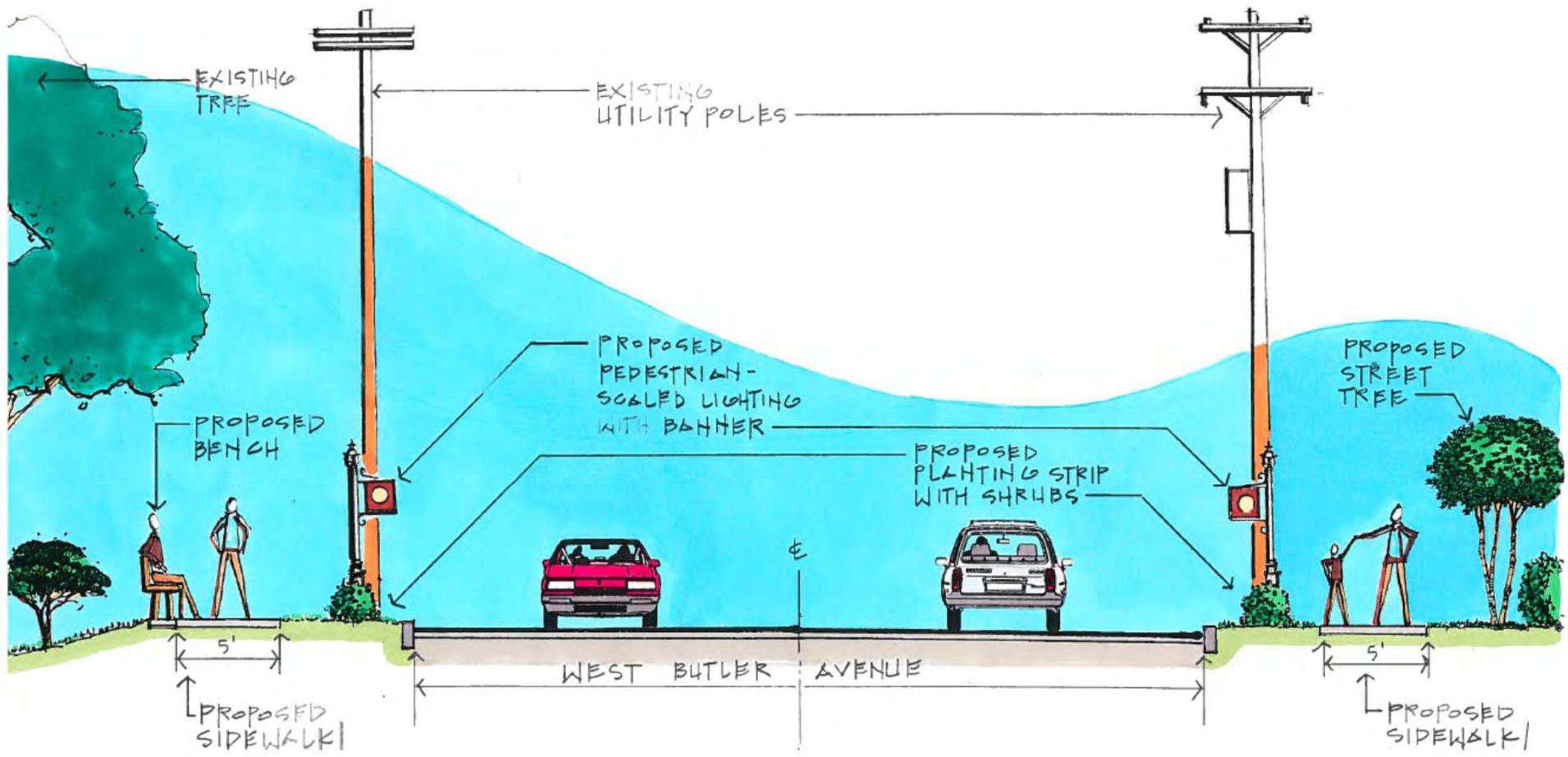


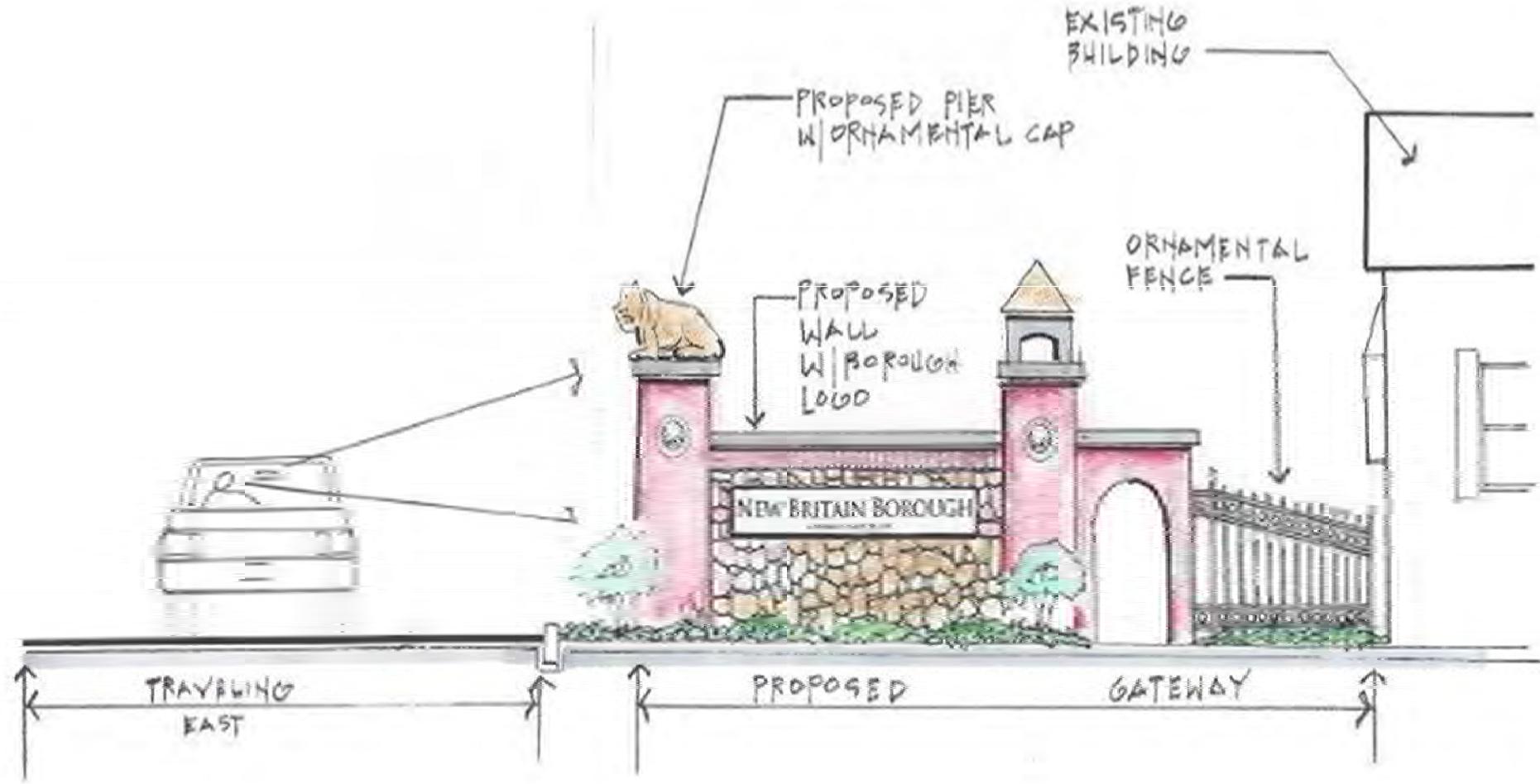
Town Center—Open Space Option

## Town Center of New Britain - Retail Option



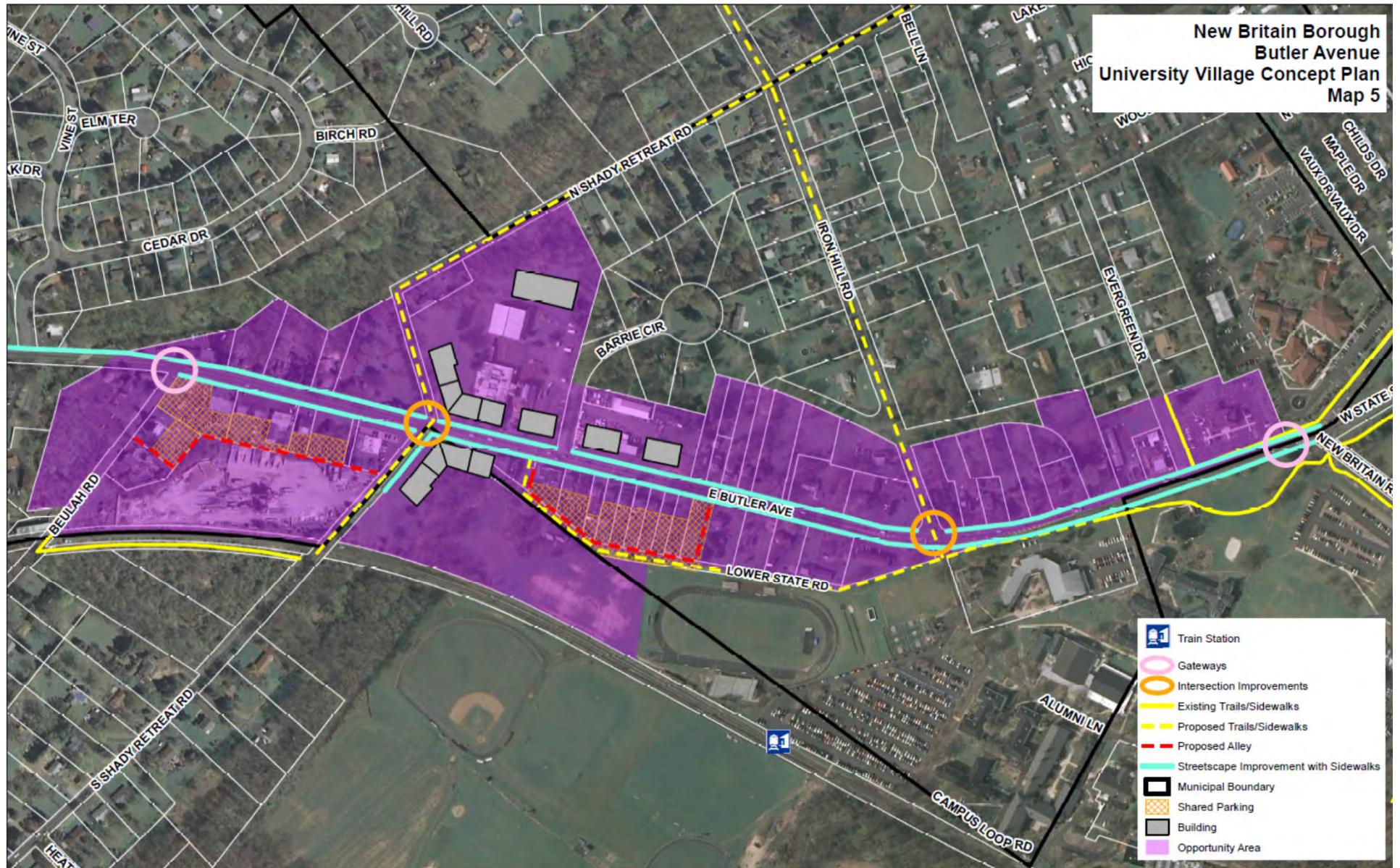
Town Center—Retail Option



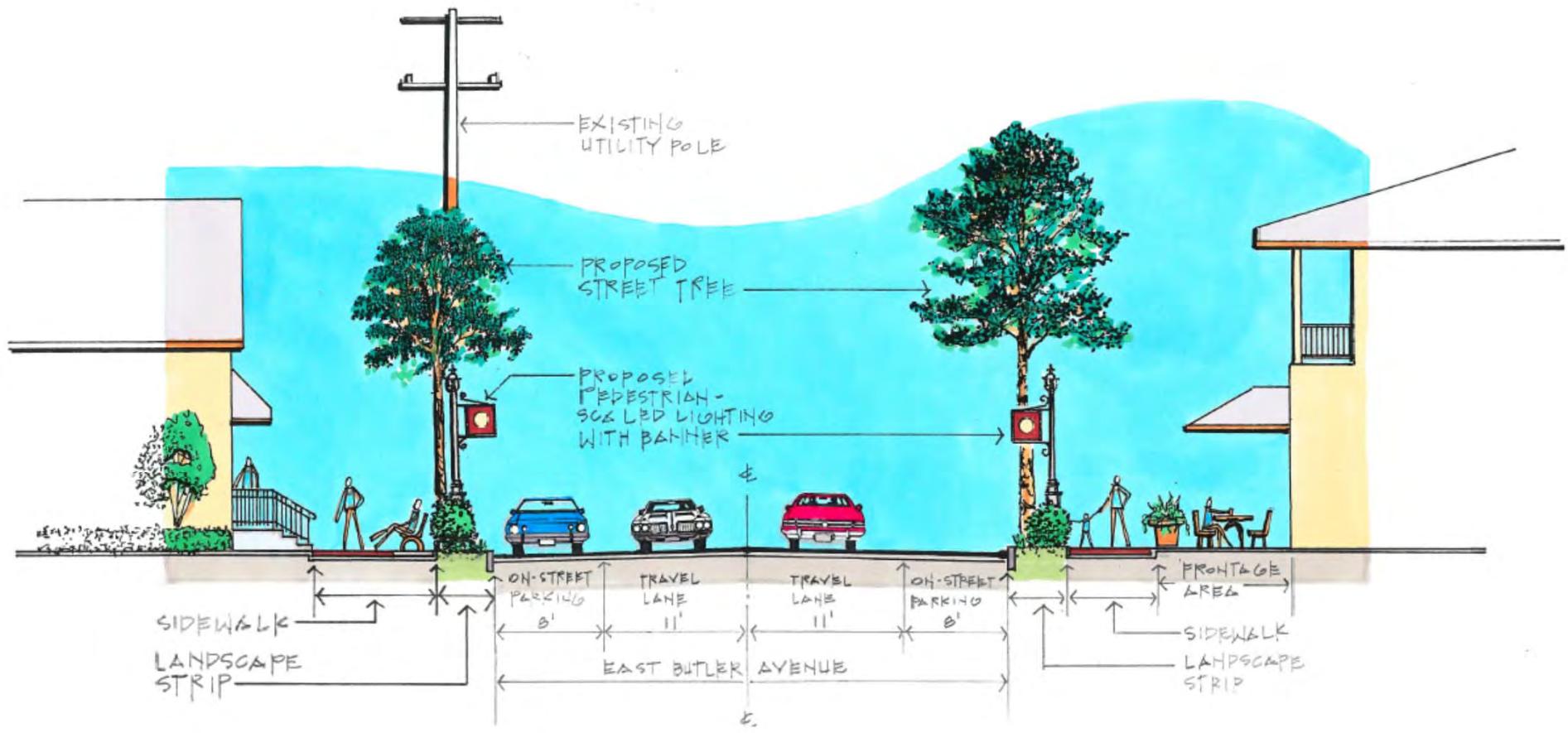


Town Center—Gateway Feature

New Britain Borough  
Butler Avenue  
University Village Concept Plan  
Map 5

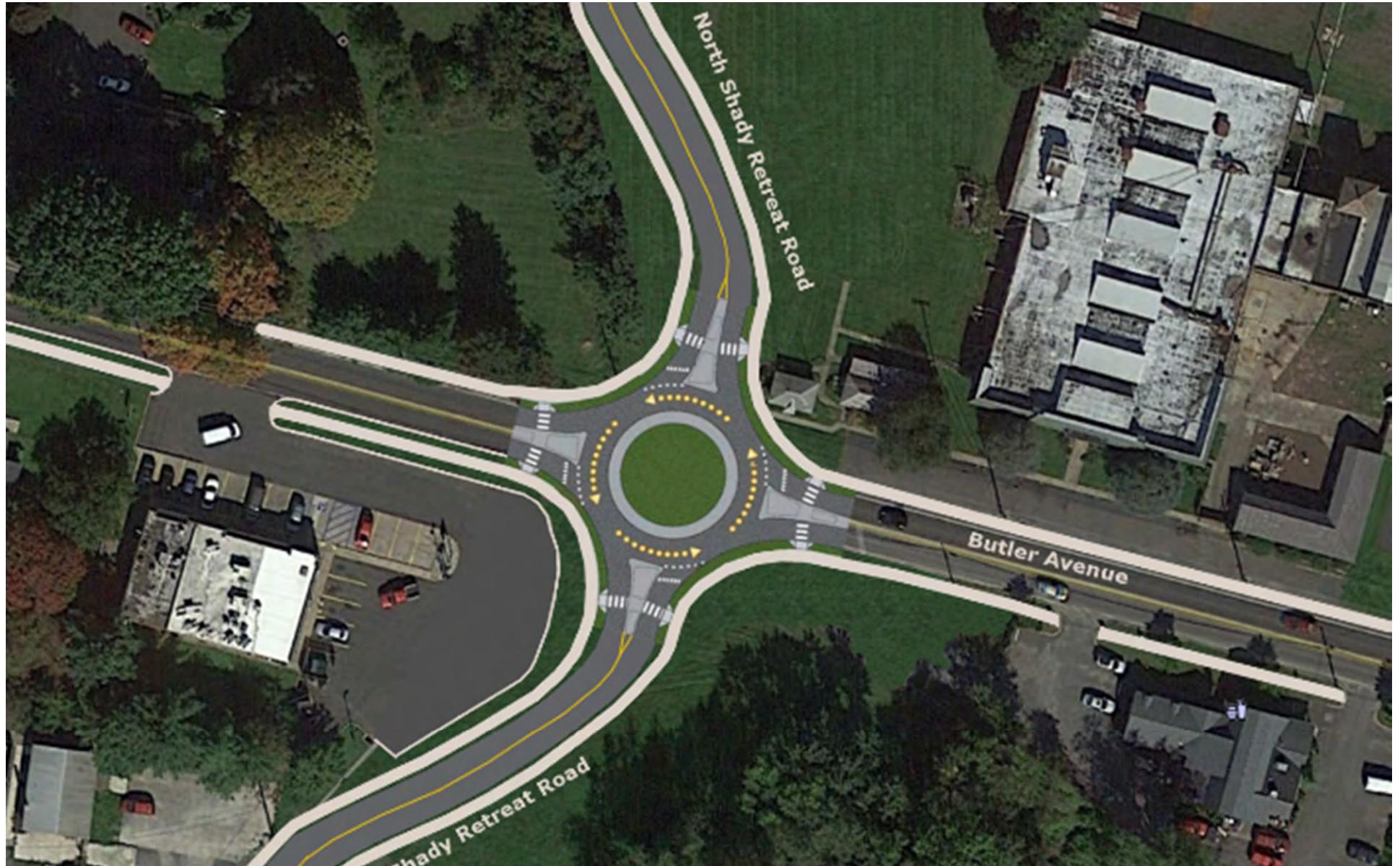


University Village Concept Plan





Butler Avenue/Shady Retreat—Existing Conditions



Potential Improvements



Butler Avenue—Existing Conditions



Butler Avenue—Proposed Streetscape



Butler Avenue—Existing Conditions



Butler Avenue—Potential Improvements



Knoell Property—Existing Conditions



Knoell Site—Photosimulation



Knoell Site—Photosimulation



Knoell Site—Building Elevations



Knoell Site—Building Elevations

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