

TCDI Best Practices  
Phoenixville Borough





## Regional Comprehensive Plan

2007 – With funding from Chester County Commissioners Vision Partnership Program, six municipalities move to create a regional Comprehensive Plan.

Total cost was: \$244,851.63

2008 - The Phoenixville Regional Planning Committee PRPC is established and includes:

DCED	\$100,000.00
Phoenixville – Urban Center	\$40,364.34
East Pikeland	\$ 9,504.30
Schuylkill Township	\$22,314.85
West Vincent Township	\$23,783.18
Charlestown Township	\$22,314.85
East Vincent Township	\$16,300.11

2009 – Dissatisfied with the PRPC review of its first plan, East Vincent Township leaves the PRPC.





## Wayfinding – Phase 1

As the Urban Center of the PRPC, Phoenixville recognizes the need to maximize its opportunity as a downtown destination.

Although PA 23, PA 29 and PA 113 moves a significant amount of traffic through the Borough, most of that traffic is unaware of the Historic and emerging Downtown.

2009 with the assistance of TCDI funding – Wayfinding Project Phase 1 Feasibility Study is launched.

Total Project cost was:	\$16,000
TCDI Grant	\$8,000
Borough cash Match	\$4,000
Borough in-kind Match	\$4,000



## Wayfinding – Phase 2

2011 - Phase 2 – Design and Engineer Wayfinding, Trailblazer, gateway, parking and directional signage.

Total cost was:	\$35,000
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Phoenixville Community Health Foundation	\$17,500
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Borough	\$17,500
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Borough contracts with consulting firm **ex;it** in collaboration with the Drexel University Graphic Design Program.

Phase 2 Team designs the Wayfinding signage system which will be utilized in Phase 3 of the project to guide the sign fabricator on the exact look and specification of the signage.

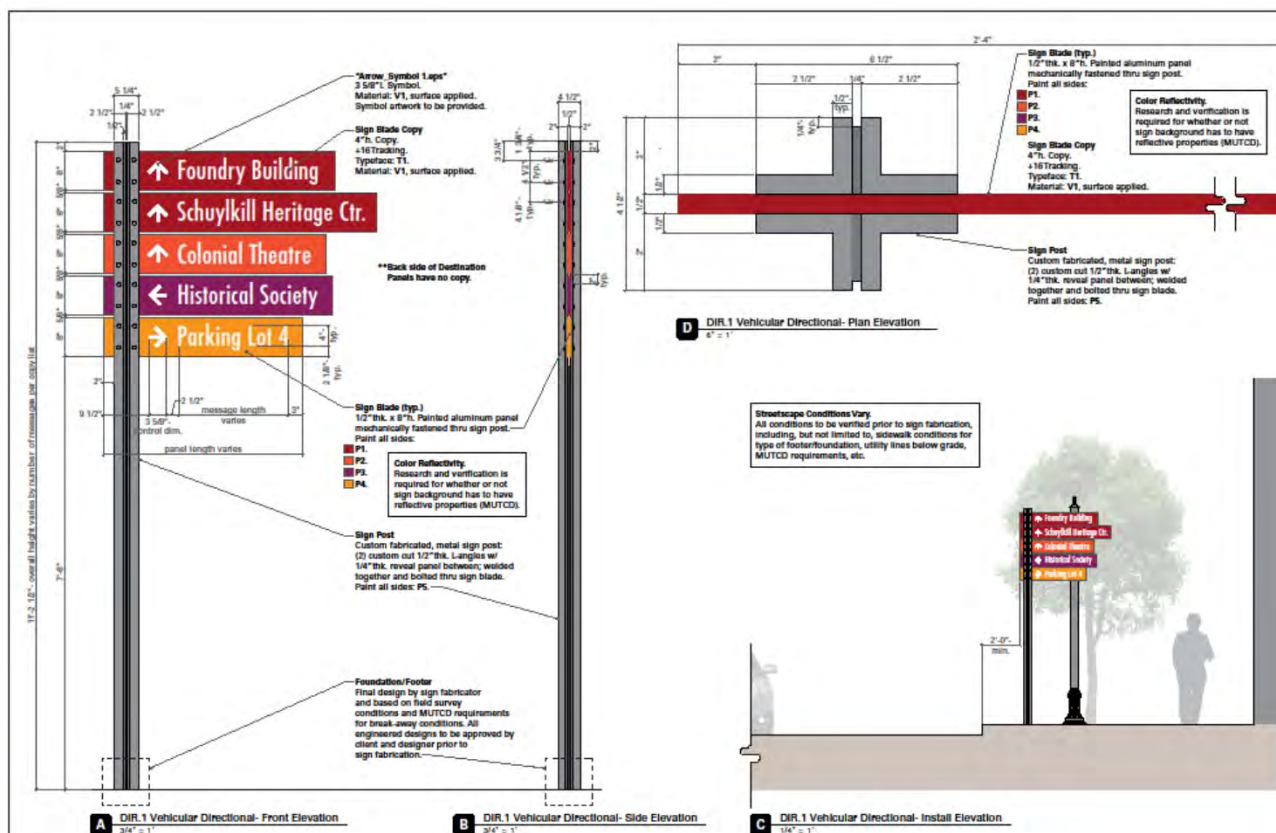
Team identifies specific sign types and locations for installation.



# Gateway Signage



# Directional Signage



exit

One Penn Center, 6/16/2008  
1617 JPK Boulevard  
Phoenixville, PA 19380  
www.exitcorp.com  
215.854.1990  
info@exitcorp.com

## Design Intent Documentation

Client Name and Address Borough of Phoenixville 140 Church Street Phoenixville, PA 19380	Date 6.13.12
Project Name and Address Borough of Phoenixville 140 Church Street Phoenixville, PA 19380	Drawn DB
	Project # 510460
	Revisions

## Notes

These drawings express design intent only and are not for construction. Contractor is responsible for:

Final design and engineering of components, including all aspects of mounting, erection, anchoring and installation.

Structural integrity, electrical function and connections to power and communication systems to satisfy owner's requirements.

Coordination with contractor and other trades, including but not limited to lighting, structural, communications and landscaping activities.

No alteration of conditions in field prior to submission of shop drawings and samples.

Submittals for approval by exit prior to fabrication and installation, including but not limited to shop drawings of all graphics with exit of registered engineer and samples of all materials, colors, applications and finishes. Refer to Section 5. Specifications of this document for more information.

Sign Type #	Sign Type Description
MN.1	Main Campus ID



## SRT and Downtown Wayfinding

2015 – Schuylkill River Trail – Kiosks and Downtown Wayfinding.

Total cost was: \$54,962

Schuylkill River Greenway Association:	\$20,000
Schuylkill River Heritage Center	\$9,598
Phoenixville Community Health Foundation	\$15,000
Borough	\$10,367

Borough contracts Urban Sign to design, fabricate and install four wayfinding Kiosks. Three trail kiosks on the SRT and one wayfinding kiosk in center of downtown.





# Wayfinding Kiosk







## Wayfinding – Phase 3

2017 - Phase 3 – Fabrication and Installation.

Total cost is: \$180,330

DCED-MTF Grant	\$126,000
Borough	\$ 54,330

Borough contracts with Urban Design to fabricate and install wayfinding signage.

Project to be completed Spring 2018.

# Wayfinding Map





# Comprehensive Plan Update

2011 Chester County Commissioners Vision Partnership  
Program funding for Comprehensive Plan Update.

Total Project Cost	\$60,000
VPP Grant	\$45,000
Borough	\$15,000

Comprehensive Plan utilizes the Census and other  
Emperical data from the PRPC Regional Comprehensive  
Plan.

This enables the Borough to fine tune its plan to more  
specific to the needs of the Borough.



# Comprehensive Plan Update





# Zoning Ordinance

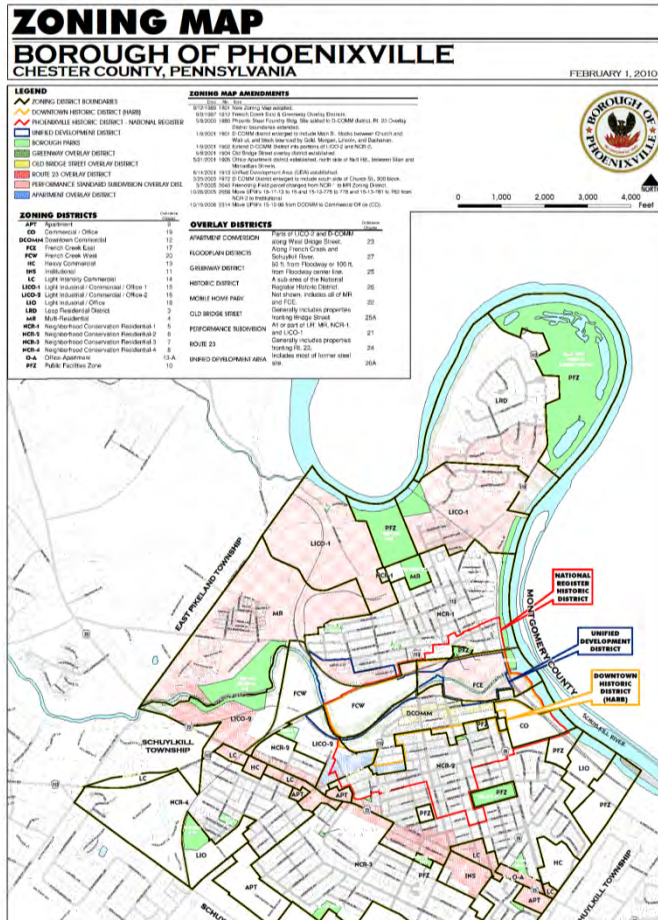
3 Borough updates its Zoning Ordinance

Total Project Cost:	\$120,885
TCDI Grant:	\$90,664
Borough Match:	\$30,221

W Zoning Ordinance reduced zoning districts and overlay districts from 29 to 7. The ordinance is over 500 pages to 130 pages and is a hybrid of traditional Euclidean zoning and new urban Form Based Zoning.

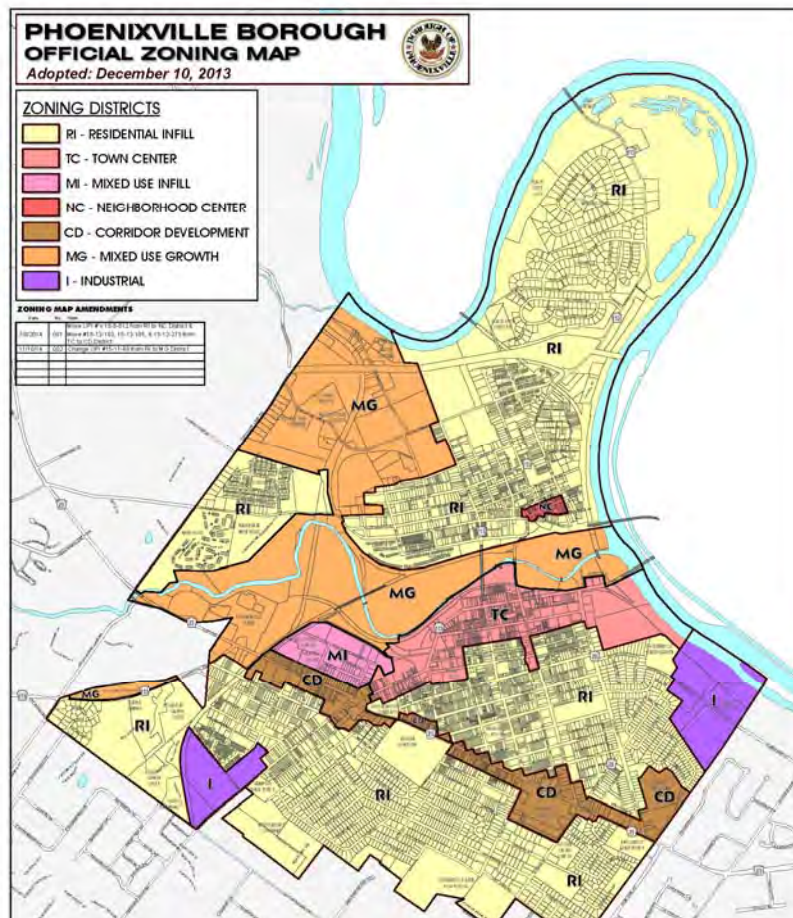
Traditional or Euclidean Zoning-Focuses on the type of use allowed on the land. Based on the notion that each space should have one, singular use.

Form-Based Zoning- Focuses on building form as it relates to streetscape and adjacent uses. Encourages mixed use. Relies on design concepts and patterns intended to preserve the assets and





# Zoning Map after





## Subdivision and Land Development - SALDO

15 Borough rewrites its Subdivision and Land Development (SALDO) Ordinance to coincide with new Comprehensive Plan and New Zoning Ordinance.

Total Project cost is:	\$48,500
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TCDI Grant	\$20,000
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County VPP Grant	\$19,500
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Borough Match	9,000
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rewrite removes inconsistencies between new Zoning Ordinance and SALDO.



## Parking Study

2017      Borough pursues a downtown parking needs assessment study based on current and future growth demands.

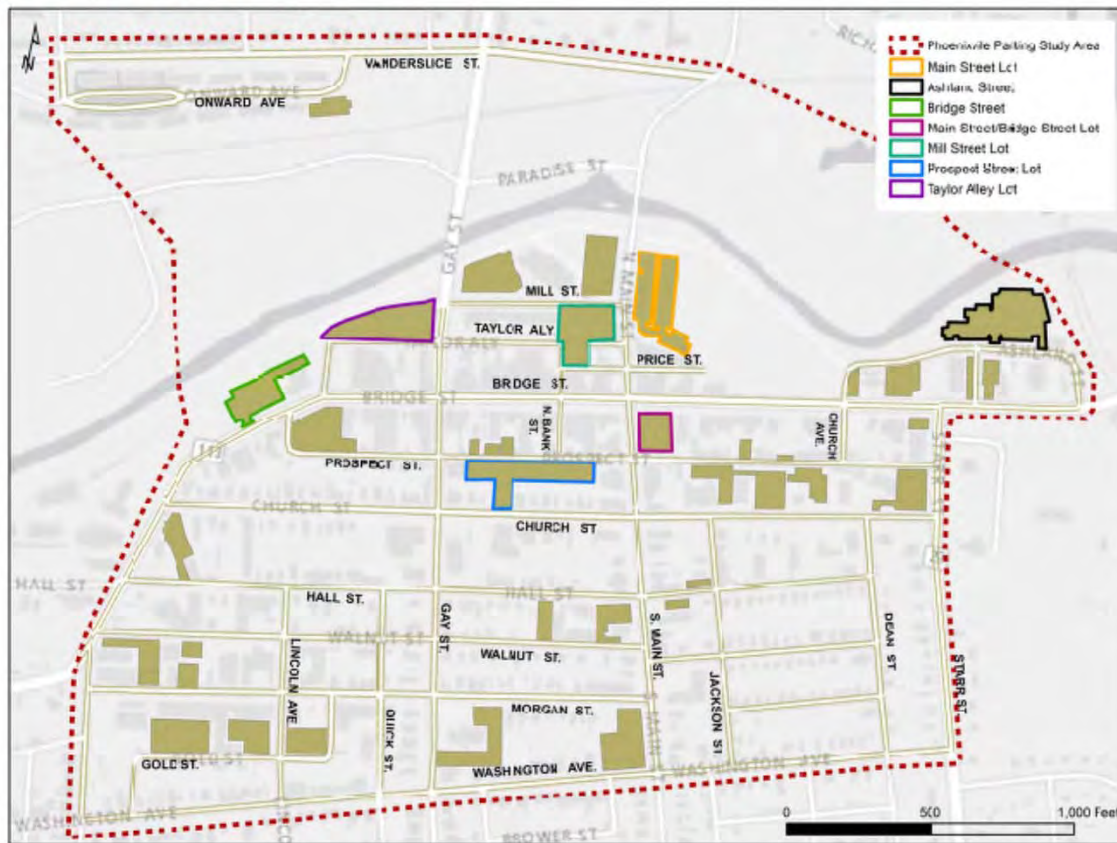
Project Total	\$49,950
TCDI Grant	\$34,000
Borough Match	\$19,950

Borough's Traffic Engineer has completed the draft study and after Committee review will deliver final version November 2017.



# Downtown Parking Study

Map 2-1 | Study Area





## SRT Mont Clare Bridge Connection

Remove the sidewalk on the bridge and replace it with 9'-3" wide shared use path for walking and bicycling

Resurface the sidewalk area on the bridge

Install 32" single face concrete barrier with 22" railings between roadway and path

Install railing on outside bridge parapet

Install lighting fixture built into the outside parapet wall every 25' along length of the bridge

Construct sidewalk from the bridge, under the NS railroad bridge to Ashland Street

Install "wall wash" up lights in sidewalk under NS railroad bridge



## SRT Mont Clare Bridge Connection

Total Project Estimated Cost:	\$1,336,900
DCNR Grant - (design and construction)	\$ 481,900
CMAQ - (construction)	\$ 855,000









# Regional Comprehensive Plan Update

## 2017 – Phoenixville Regional Planning Committee Comprehensive Plan Update

Total Project Cost :	\$128,630
Chester County VPP Grant	\$77,180
Municipal Match –	
Phoenixville	\$10,290
East Pikeland	\$10,290
Schuylkill Township	\$10,290
West Vincent Township	\$10,290
Charlestown Township	\$10,290



## Return on Investment

Population in 2007 – 14,600

Population in 2017 – 17,371

Assessed Valuation in 2004 - \$575,000,000

Assessed Valuation in 2017 - \$769,179,190