



# CONSHOHOCKEN REVITALIZATION PLAN UPDATE

## The Community Revisited

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*Prepared for:*

**Borough of Conshohocken**

**May 2011**



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# EXECUTIVE SUMMARY

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In 2002, through Montgomery County's Community Revitalization Program, the Borough prepared a revitalization plan, A Community at the Crossroads. To maintain its eligibility for potential funding of revitalization projects, to assess what progress has been made, and to re-evaluate what remains to be done, the Borough has now updated that plan, entitled The Community Revisited.

The plan update, like its predecessor, addresses the topics of economic development, housing and neighborhood development, transportation and infrastructure, and public safety and communication. Direction of plan was guided by a Borough-appointed Revitalization Task Force composed of residents, business owners, and elected and appointed officials. In addition, a thorough civic engagement process was employed through public meetings and stakeholder interviews. The overall impression from meeting with the residents, business owners, and elected and appointed officials of Conshohocken is that all want to better connect to and celebrate its great waterfront location along the Schuylkill River and to encourage development in the borough that is consistent with its small town feeling.

Many of the recommendations of the 2002 plan have been implemented, particularly as they relate to transportation. Perhaps the most visible changes are the traffic calming and streetscape improvements along Fayette Street, such as the curb bump-outs at the corners, the street trees, and the addition of bike racks and street furniture; however, the Borough has also proceeded with the angled parking program, completed a Traffic and Parking Management Study (Edwards & Kelcey, 2004), and undertook a planning charrette to develop a Vision for the Conshohocken Train Station (KSK, 2007).

***"We love being able to walk to our bars and restaurants.... We enjoy our parks and being able to walk with our friends and their children to the playgrounds."***

-Conshohocken resident



The major issues that emerged as a result of developing this plan were:

- 1 Creating a better connection to the riverfront from the neighborhoods and downtown;
- 2 Strengthening and expanding the Fayette Street commercial core;
- 3 Ensuring that the community character of the neighborhoods is preserved; and
- 4 Improving the communication between the Borough, property owners, and visitors.

Chapter 7: Action Plan provides a table listing the goals and strategies to address these issues, and recommends the primary implementers, the priority, cost estimates, and potential funding sources. Appendix A of the plan update is a Market Analysis that addresses retail, housing, and entertainment opportunities that could be supported in Conshohocken.



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# I. INTRODUCTION

The Montgomery County Community Revitalization Program establishes the framework to strengthen and stabilize the county's older communities through a targeted economic development approach. The guiding principles of the program respect that these older communities, such as Conshohocken, serve as cultural, civic, and religious centers, and that new and redevelopment in these areas can make the most efficient use of existing infrastructure and help preserve open space elsewhere in the region. This plan update, *The Community Revisited*, will guide Conshohocken in its continued, publicly supported, revitalization efforts over the next decade.

To guide the scope of potential actions, many of the recommendations appearing in this plan are projects or activities that may be eligible for County Community Revitalization implementation grants, although the projects may also qualify for other funding sources such as through the Transportation and Community Development Initiative of the Delaware Valley Regional Planning Commission, or through the Pennsylvania Community Transportation Initiative through the Pennsylvania Department of Transportation. Examples of projects that would qualify for County Community Revitalization Program funding include, but are not limited to: façade preservation or improvements to commercial buildings; events to attract visitors; homeownership or home improvement programs; construction of new or expanded parking lots or garages; public safety enhancements such as street lights or GIS crime tracking systems; wayfinding or business district signage; continued streetscape improvements; improving pedestrian, bicycle, and/or transit connections; or other innovative revitalization actions deemed appropriate by the Community Revitalization Board and the Borough.

Conshohocken enjoyed unmitigated success from prior to its incorporation in 1850 through much of the 1950s; however, like many industrial towns, decline took hold during the 1960s and 1970s. The Borough, with assistance from Montgomery County, began to address its disinvestment through redevelopment actions in the early to mid 1970s. Subsequently, the riverfront continues its transformation today.



*Conshohocken c. 1950s*



*Razing properties for eventual redevelopment*



*New residential development along the riverfront*





Restaurants along Fayette Street

The early successes of the waterfront have been felt further into the borough, such as along Fayette Street with its active restaurant and bar scene and the high rates of homeownership in the neighborhoods. Yet, while the picture for Conshohocken is bright and its property owners value the small-town feel and family-oriented qualities of the borough, this reinvigoration could threaten those qualities if not addressed through prudent planning initiatives.

Several issues warrant further action over the next decade. Development on the waterfront occurs without a master plan so securing public access is negotiated on a case-by-case basis with varying success; the neighborhoods are seeing more teardowns of single-family houses for the construction of twins and townhouses which, over time, affects community character; Fayette Street lacks diversity in community-serving retail establishments; and its excellent regional access is increasingly recognized by drive-thru chain retailers whose development needs diminish the “main street” feel and walkability of this thoroughfare. Meanwhile, all of this success – the increase in development along the riverfront, the increased neighborhood density, and the increased popularity of the restaurant scene and auto-oriented businesses – increases traffic congestion and makes parking ever more difficult. Managing the borough’s success, and planning for future waves of it, will be the focus of this stage of Conshohocken’s revitalization.

Conshohocken completed its first revitalization plan, *A Community at the Crossroads*, in 2002. Since that time, many of the action items recommended in the plan have been accomplished or are underway – and some of them, such as the streetscape improvements along Fayette Street, were constructed using implementation funding from the County. This update to the plan, *The Community Revisited*, has assessed whether those items not yet completed from the 2002 plan remain relevant, and new action items have been identified. While the priorities may have shifted, the vision for this update is the same as that expressed in 2002 insofar as it plans for the creation of:

- A vibrant, highly walkable, and accessible downtown that reinforces community identity and that offers goods and services desired by residents and daytime office workers alike.
- A strong, well-integrated local economy, offering a diverse mix of businesses and employment opportunities as well as the congestion-reducing option of living near work.
- A diverse community with a mix of households, and highly desirable, walkable, and attractive residential neighborhoods accessible to a variety of community amenities and resources.
- A bustling riverfront with strong physical and visual linkages to the rest of the community, enabling workers to walk downtown and residents to gain unprecedented access to the waterfront.
- A series of new relationships and partnerships between the Borough and the local business community and neighboring communities to effectively address both local and regional community and economic development issues and challenges.



## II. OVERVIEW OF THE BOROUGH

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Before venturing into a new agenda of goals and strategies to pursue over the next decade, some time should be spent to reflect on the evolution of the borough. Conshohocken's *Historic Resource Survey* (1989) offers a well-documented overview of its history through the early 20<sup>th</sup> century.

While incorporated as a Borough in 1850, the European settlement of Conshohocken actually started much earlier. In 1683, William Penn sold 5,000 acres to an Irish farmer who established the first limestone quarry in the area. Conshohocken was carved out of a portion of this land on the east side of the Schuylkill River by 1700, with two of the earliest families, the Harrys and the Joneses, having settled in what is now the eastern part of the Borough. The Matson family owned land at the southern end of the borough and improved a ford (Matson's Ford), which offered a more reliable means of transportation in the area.

As early as 1818, the Schuylkill Canal was constructed as far as Conshohocken, which would extend from Philadelphia to Port Carbon in Schuylkill County by 1826. The canal not only offered another means of transportation but created a source of water power that allowed the first mills to operate in the borough. The first of these mills, a grist mill, was constructed in 1821 by the Harry family. By 1832 an iron rolling mill, owned by the Wood family, operated in the borough, and in 1833, a wooden covered bridge was constructed over the Schuylkill near the original Matson's Ford. At this point in time, Conshohocken had one store, one tavern, one rolling mill, one grist mill, and six houses. Some of the surnames of those early dwellers are familiar today: Harry, Foulke, Jones, Freedley, Jacoby, and Hector.

Railroad service reached Conshohocken in 1835 with the Philadelphia, Germantown, & Norristown Railroad, launching a new

wave of building activity. Four iron furnaces were established in the Conshohocken area by the 1840s, one of which was the Plymouth Furnace and Foundry established by Stephen Colwell at the intersection of Colwell Lane and Elm Street. These furnaces with the rolling mill gave rise to the Borough's nickname of "Ironborough."

By 1850, three of the early families, Harry, Jones, and Wood, owned most of the land that forms the square mile of Conshohocken, and they became instrumental in the incorporation of the third borough in Montgomery County. While the Schuylkill Navigation Company had begun to lay out the borough near the Schuylkill River in the 1830s, by 1860 the grid layout of the borough as we know it today resulted primarily from the orderly subdivision of land held by these large landholders. The now familiar street names were assigned at the time of incorporation. In 1860, the borough had 1,689 residents – 323 families and 324 houses, most of which were located between Fayette and Maple, Marble and Second Avenue, with farms beyond. Some of these residents lived in company-built housing but most did not.

Over the next 25 years, the nature of industry changed somewhat with the introduction of the textile production, the decline in smelting, and the rise in rolling mill iron production. But overall, Conshohocken



Philadelphia, Germantown & Norristown Railroad





1898 Map of Conshohocken

continued to flourish, mostly because of the iron industry and its support businesses. Development of the borough expanded northward along the Fayette spine, and by 1871 there were 68 businesses. It was also during this period that the first churches and schools were constructed, a local newspaper was first published, and fire and police service was established. The pattern where the workers, managers, and business owners lived expressed itself in the grid development: the workers lived in small rowhouses near the industry along the waterfront, the managers overlooked the workers from their free-standing houses and twins further north along Fourth and Fifth Avenues, and the large estates owned by the industrialists were constructed north of the commercial district along or near Fayette Street.

During the last quarter of the 19<sup>th</sup> century, Conshohocken diversified, matured, and connected itself to the region. Retail expanded, religious, civic, and fraternal



Worker housing along Spring Mill Avenue



The house in Mary Wood Park is associated with one of the Borough's founding families



*"Leeland" the home of a prominent manufacturer, J. Elwood Lee*

institutions served a larger constituency, and even unskilled laborers – the majority foreign born – could afford to buy houses. In 1883, the Pennsylvania Railroad opened what we now know as the Outbound Station, and a few years later the borough had electricity. In 1893, the Conshohocken Street Railway Company built a trolley line that connected Conshohocken to Norristown and Plymouth. At the turn of the century, 5,762 people lived in the borough, most of whom were Irish, though the Polish and Italians soon followed. As the borough became more settled, patterns emerged among the working class: the west side of town housed the lower paid laborers in the older iron and quarry industries while the east side attracted better paid laborers in the newer, more successful industries.

By the turn of the century, two major businesses dominated in Conshohocken: the Alan Wood Iron and Steel Company and the J. Ellwood Lee Company. Support

businesses related to Wood and Lee emerged. Furthermore, by now the borough was built out – no more cheap land was available. Conshohocken was evolving into a bedroom suburb because the reach of these major industries extended beyond the square mile of the municipality. By the early 20<sup>th</sup> century, the northern end of the borough had housing constructed in styles for an emerging middle class: Craftsman, Bungalow, and Colonial Revival houses with porches and larger yards.

The success of Conshohocken continued through the first third of the 20<sup>th</sup> century, but like many industrial communities, decline set in after World War II and continued until the Borough and County began a redevelopment initiative. A redevelopment plan was adopted in 1971, and urban renewal funding was granted a few years later by the federal Housing and Urban Development department to clear 25 acres along the riverfront. This action required relocating more than 600 residents and 55 businesses. Demolition was completed by 1981, and by 1983 there was a ground



*Illustrative redevelopment site plan for the waterfront (1974)*



*The Pennsylvania Railroad's Outbound Station*



*Demolition of the prior Matsonford Bridge, c. 1984*



breaking for the first office building at First Avenue; a second building followed in 1985 and a newly constructed Matsonford Bridge opened in 1987. By 1992, the Blue Route opened. Promise of this regional connector brought development from three major developers, Meehan-Weinmann, Acorn Development, and Oliver Tyrone Pulver. With the roadway's opening, additional developments were constructed by Keating Development, Berwind Property Group, and O'Neill Properties.

Development of the borough's waterfront continues with approved plans for 7 Tower Bridge by Pulver and an anticipated development between Ash and Cherry Streets. Elsewhere in the borough, redevelopment occurs with smaller subdivision and land development projects. Fayette Street has few commercial vacancies. Yet, while the picture for Conshohocken is bright and its property owners value the small-town feel and family-oriented qualities of the borough, its success, to some degree, may threaten those qualities if not planned for proactively.

For example, development on the waterfront is occurring without a master plan so securing public access is negotiated on a case-by-case basis with varying success. The neighborhoods are seeing more teardowns of single-family houses for the construction of twins and townhouses which affects community character over time. Fayette Street lacks sufficient community-serving retail establishments, and the borough's excellent regional access is becoming more desirable by drive-thru chain retailers whose development needs diminish the "main street" feel and walkability of Fayette Street. All of this success – increased development along the riverfront, increased neighborhood density, and growing popularity of the restaurant scene and interest by auto-oriented businesses – has worsened traffic congestion and parking grows scarce. Managing the borough's success, and planning for future waves of it, will be the focus of this stage of Conshohocken's revitalization.



*Matsonford Bridge (background) and Schuylkill River Trail (foreground)*



*Development site along riverfront between Ash and Cherry Streets*



*New development as a result of the construction of the Blue Route*



*528 Fayette Street during demolition in March 2011*

## Community Profile

Located in southeastern Montgomery County on the east side of the Schuylkill River, Conshohocken is bounded to the north and east by Whitemarsh Township, to the north and west by Plymouth Township, and to the south by the Schuylkill River (**Figure 1: Location Map**). With approximately 8,600 residents, it is the fourth most densely developed municipality in the County (**Table 1**). The area has excellent regional access with its proximity to the Schuylkill Expressway and Blue Route, train and bus service by the Southeastern Pennsylvania Transportation Authority, and two major multi-use trail systems in different stages of construction – the Schuylkill River Trail that extends from Center City Philadelphia to Pottsville, and the Cross-County Trail that, when completed, will extend from Conshohocken to Willow Grove and beyond. Conshohocken, which is in the heart of the County’s Montgomery Crossroads, is fewer than 10 miles from King of Prussia and a 20-minute drive to downtown Philadelphia; it is also close to Plymouth Meeting and the County seat of Norristown.

The median age of Conshohocken residents is 35.4 years, and the majority of residents are female (51.5%). The population

is predominantly white (~90%), and a majority of residents own their houses (~60%). The estimated household income in 2008 was \$55,972, and the median house or condominium value in the same year was \$224,878, both of which exceed the values for Pennsylvania. Over 80% of the population, aged 25 years or older, have at least a high school diploma, and the mean travel time to work is approximately 21 minutes. In 2008, approximately 6% of the population had an income lower than the poverty level, which is lower than Pennsylvania (11%). In short, Conshohocken is a relatively young, well educated, middle class community whose residents work within a short distance of home.

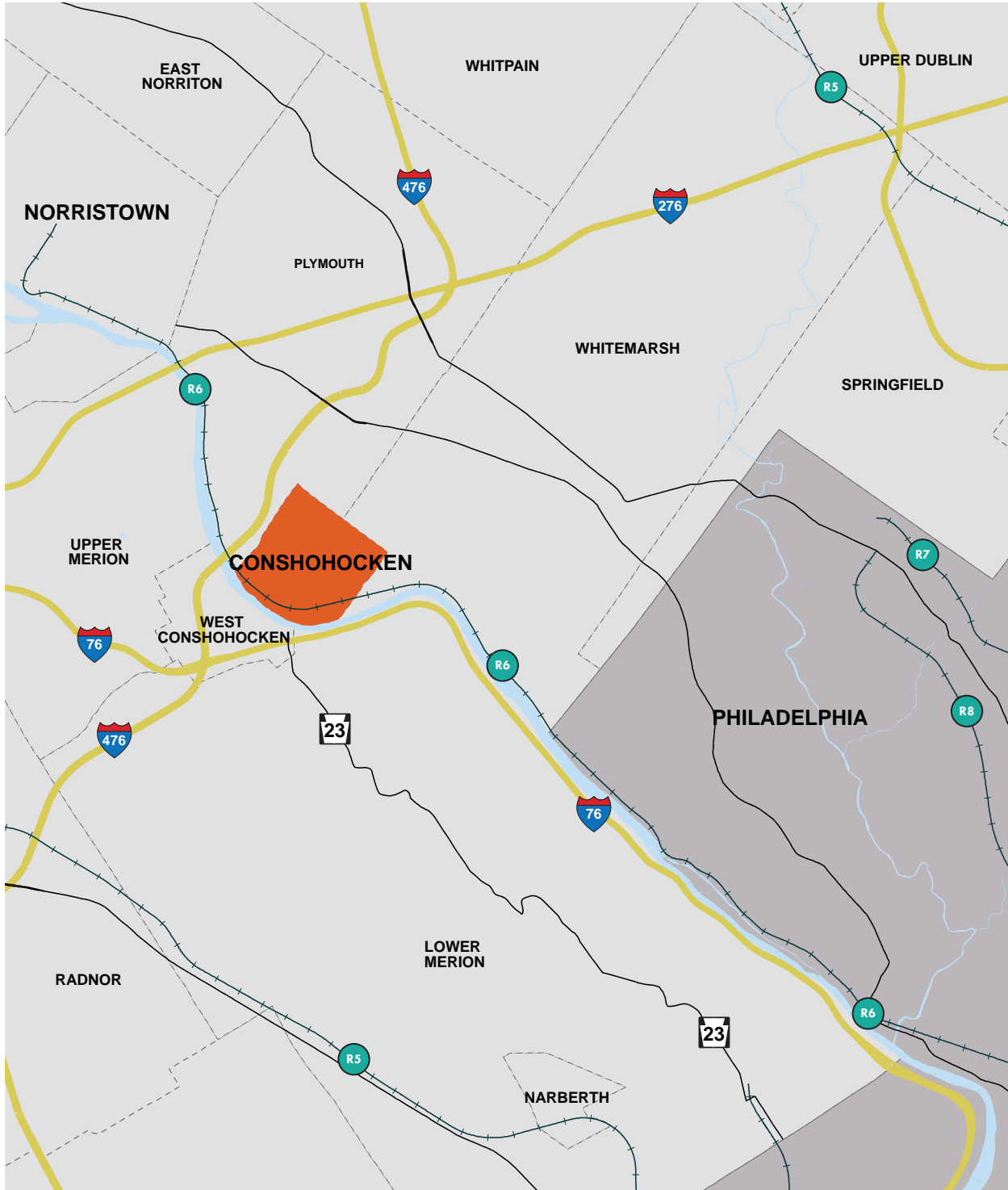
Conshohocken is approximately one square mile, or about 650 acres. According to the Borough’s *Recreation Plan* (2007), approximately 40% of the land area is residential, 20% is manufacturing, and 20% is related to transportation including parking (**Figure 2: Land Use Map**). The remaining land is commercial, used for community services, recreation, and utilities, or it is occupied by water or woods. Less than 3% of the land is vacant.

**Table 1: Population Trend**

Year	Population	Percent Change
2035	10,051	5.80
2030	9,500	2.93
2025	9,230	4.65
2020	8,820	2.61
2010	8,595	11.97
2005	7,676	1.15
2000	7,589	--

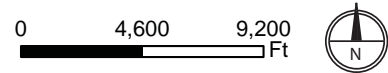
Sources: US Census (2000, 2005); DVRPC (2010, 2025, 2035) Montgomery County (2020, 2030)

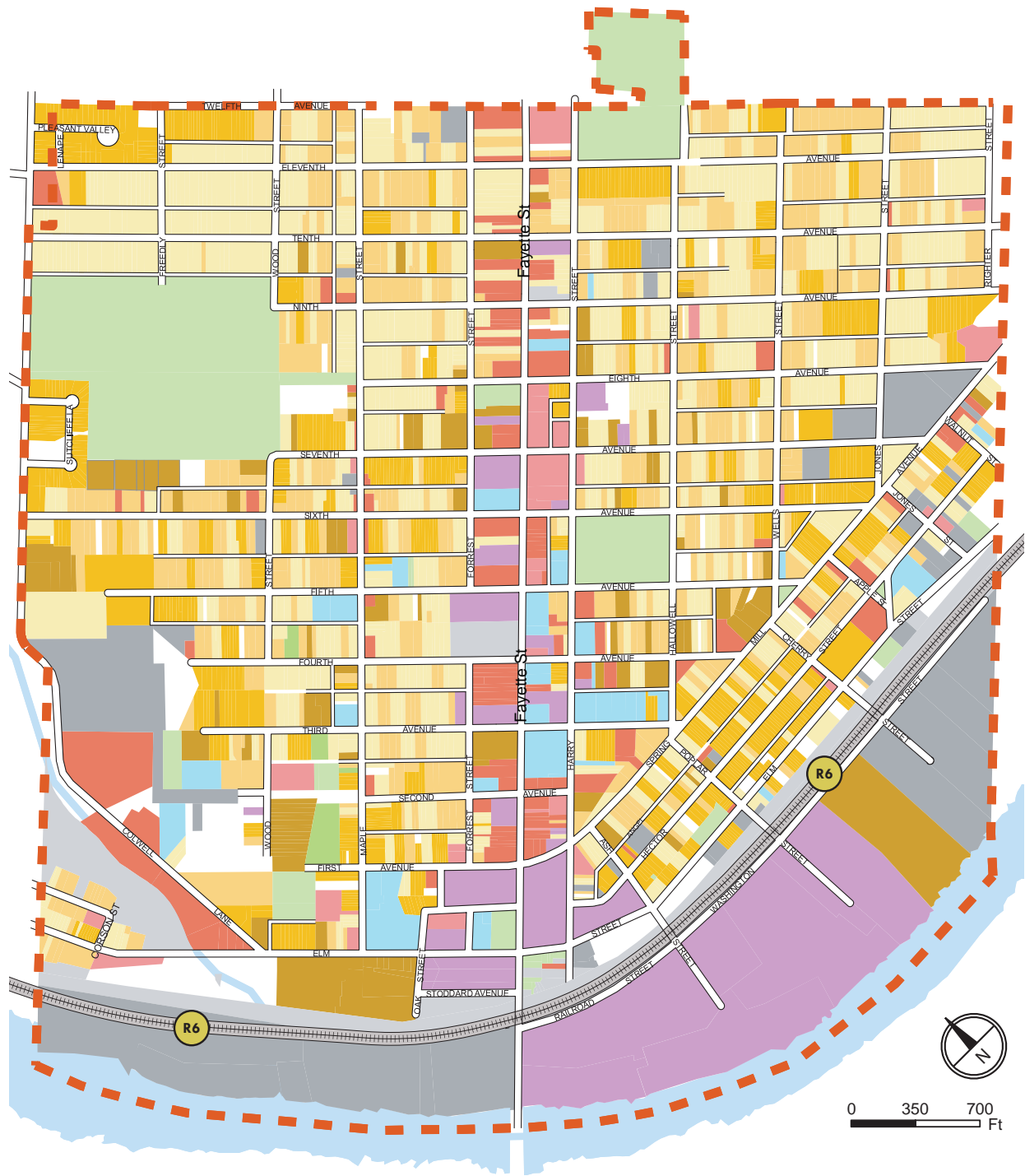




**FIGURE 1: Location Map**

■ Conshohocken





**FIGURE 2: Existing Land Use**

- |  |  |   |  |
|--|--|---|--|
|  Single Family Detached |  Multi-Family |  Office            |  Private Open Space |
|  Twin/Duplex            |  Retail       |  Institutional     |  Utilities          |
|  Single Family Attached |  Mixed Use    |  Public Open Space |  Industrial         |



# III. PUBLIC PROCESS

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The public planning process for this update was robust, guided by regular meetings with a Borough-appointed Task Force, numerous stakeholder interviews, and two public meetings. The findings of this public process became instrumental in developing the vision statement, goals, and action plan that will guide the Borough over the next decade.

## Task Force Meetings

The Revitalization Task Force is composed of neighborhood representatives, business owners, and Borough elected officials, appointed committee and commission members, and staff. The Task Force advised the consultant team on stakeholders to interview, and worked with the consultant team to develop a vision, goals, and action plan.

Over the course of the planning process, the Task Force expressed an interest for more retail enterprises, noting that preserving corner retail stores and expanding the business district along Spring Mill Avenue and Third Avenue would be desirable. Branding of Conshohocken would help local retailers. The group also wishes to see more building code flexibility for older buildings, improved pedestrian lighting in the neighborhoods, and better riverfront access. Some members would like to see more research on shared parking as well as permit parking, and the continuation of angled parking in targeted areas. A parking garage, west of Forrest Street, was suggested. Finally, the Task Force believes that Conshohocken would benefit from stronger relationships with adjacent municipalities, and that information about events, activities, and development must be shared sooner with the community. It was also expressed that more of the younger residents need to participate in Borough activities. It was recommended that two new committees be formed, one for the Waterfront and another for Communication.

## TASK FORCE MEMBERS



**Anita Barton**  
**David Bertram**  
**Joe Collins**  
**Gary DeMedio**  
**Vince Flocco**  
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## Stakeholder Interviews

The newly formed Business Development Commission has been undertaking a community survey to better understand what types of businesses are needed and desirable. Initial findings show that people most value the borough's sense of community and regional access. Respondents are interested in seeing more specialty/retail services, arts and entertainment venues, and recreation and sports enterprises. Events such as community days, concert series, community nights out, and "First Friday" activities are wanted. The respondents want to see Conshohocken become known for its "main street" feeling and its sense of community, which is bolstered by the desire to see more independently owned stores. The Commission also recently completed a business directory, which is now available on the Borough's website.



The Shade Tree Commission noted that the 2<sup>nd</sup> Avenue Memorial is in need of rehabilitation and a dog park is a desired amenity. It was recommended that the A.A. Garthwaite Stadium and Borusiewicz Field (aka the A&B Fields) and Marywood Park could be improved. The walkability of the borough is an asset, as is proximity to the bike trails. The neighborhoods would benefit from better, more consistent street lighting, and too many older houses are being demolished. In general, it was opined that it would be beneficial for the public to understand the many benefits afforded a community that has ample open space and street trees such as improving the sense of place, offering areas of respite, and improving air and water quality.



*Mary Wood Park playground equipment*

The Parks and Recreation Committee recommended exploring alternate uses for A&B Fields that do not create a high impact on the turf. It was noted that more parking and stormwater management is needed at Sutcliffe Park, and that more parking is needed at Fellowship House, particularly for senior citizens. The Borough has negotiated with local private high schools for the construction of a boat house along the Schuylkill River.



*A and B Fields*

The Borough is installing the Nixle system, similar to a police blotter, which residents can access for up-to-date crime information. In general, the nuisance problems associated with the patrons of the bars on Fayette Street are being addressed, as are other quality of life issues such as car break-ins and graffiti removal. Cut through traffic in the neighborhoods remains an issue.

Three of the five Planning Commissioners sit on the Revitalization Task Force, and monthly updates about the planning process were given at Commission meetings. During the course of plan development, the Commissioners expressed their concern about the lack of connectivity to the waterfront, the need for a waterfront master plan, and the need to ensure that new construction is compatible with the existing character of the borough.



*Sutcliffe Park*



Business owners along the riverfront stated that sidewalks leading to the riverfront should be a priority because it is unsafe to cross the tracks and drivers force pedestrians into the drainage gullies; bicyclists are also not very mindful of pedestrians. Pedestrian gates should be installed at the railroad crossing, and the reeds that grow in the gullies should be kept lower to improve sight lines. Recreation amenities near the bike paths are needed, especially because Conshohocken is situated roughly at the half-



*Current sidewalk leading to the riverfront*

way point between Philadelphia and Valley Forge. More convenience and lunch-time establishments along the riverfront would be desirable because parking near Fayette Street is too difficult during that time and the topography is difficult for walking. The Borough may want to consider making Harry Street more pedestrian friendly so that it is used as a path to the riverfront. The Borough should also continue to work with SEPTA to improve the train station area, such as was done for the Fort Washington and Ambler stations. One stakeholder noted that development of an arts community may provide an incentive for some workers to stay later if there are events, and it may make the borough more animated on the weekends.

Moving professional offices to the northernmost end of Fayette Street – off the lower commercial blocks and off the ground floor – would free up valuable, additional retail space. The commercial zone should also be expanded off Fayette to Harry and



*Train station area*

Forrest Streets. The borough could use more clothing stores and an art shop, and a cupcake shop could be a nice amenity. Partisan politics are making it difficult to accomplish worthwhile projects, and it was emphasized that the most successful projects are driven by the use of local resources and partnerships. There are three potential development sites of particular note: The Verizon building at 402 Fayette Street, Borough Hall at 720 Fayette Street, and the Moore Chevrolet site on Fayette north of Eleventh Avenue. Better access must be provided to the river, and future development on the riverfront must be more welcoming to the community.

Representatives of the County Planning Commission offered the following insights. Further redevelopment must occur with the appropriate level of amenities and connectivity – not only within the borough but to the riverfront system beyond its borders. The nature of development and activities along the riverfront should add to the notion of glamour and excitement associated with such access to a desirable resource. Agreements negotiated with developers must be enforced. Not only is more greenery needed in the minimum setbacks from the river, but developers should be encouraged to work with the Borough to open their paved parking areas for use as event space. Doing so in this highly visible location would not only help the Borough, particularly if the Fayette Street area vendors sponsor the events, but it would help the developers advertise their buildings.



Verizon Building



The Borough's 100' strip of open space along the riverfront



Borough Hall

The parks in the borough are dated, in need of rehabilitation, and lack amenities. Residents are expecting more than they are receiving, and it seems that the Borough makes reactive moves based on the needs of special interests. Instead, the Borough must make its open and recreation spaces a priority, look comprehensively at the park system, and become coordinated with programming and maintenance. The Borough should look to its *Open Space Plan* (2006) and *Recreation Plan* (2007) to begin implementing those recommendations that address the park system holistically, and that would empower it to ask for more assistance from County programs. A coordinated approach can increase the Borough's opportunities for funding improvements.



Moore Chevrolet site

For a long time, tear-downs were an issue in the borough but this has slowed with the economy downturn. Over time, infill buildings have been designed to fit in better with the context of the borough. When thinking of Conshohocken as part of the larger county, the Borough has integrated some good solutions, such as encouraging the use of pervious pavers, requiring landscaping and street trees as part of the land development process, and installing effective traffic calming measures along Fayette Street. To help people understand more about where they live and why the built environment looks as it does, a walking tour brochure – or a tour that you can access through your cell phone – might be useful.



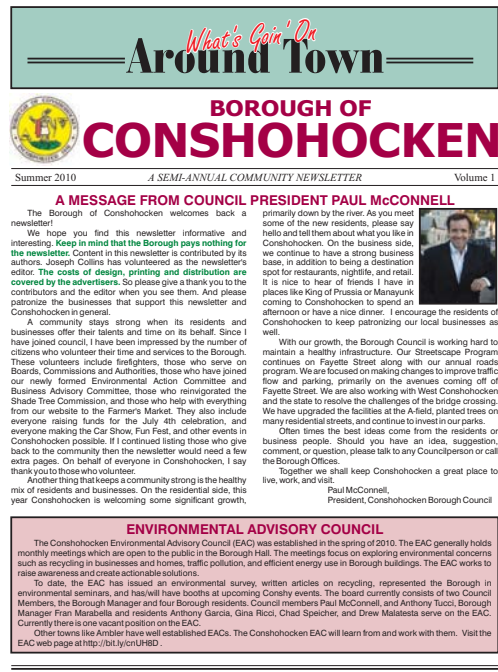
Borough representatives noted that the Housing Rehabilitation Program operates successfully and there were no changes identified to improve how it works or expand its scope. The only deficiency cited was that there is a dearth of competent contractors to do the work. Senior housing is a rare and needed commodity in the Borough; anecdotally it has been heard that there is a four- to five-year waiting list at Marshall Lee Towers. Historic designation and a broader means of protecting the borough's community character should be pursued. In addition, residents would benefit from education sessions about affordable renovation, repair, and weatherization of their older houses.



Marshall Lee Towers

The streetscape improvements along Fayette Street are good but more needs to be done to calm traffic on Fayette. For example, the speed limits should be posted more clearly coming in from Whitemarsh and Plymouth and at the base of Fayette Street when people come off the bridge. There has been good traffic enforcement in the mornings on lower Fayette near the parochial school, but this could be strengthened along the corridor.

The newsletter is a welcomed means of communication, especially because not everyone uses the internet to find out what is going on in the borough.

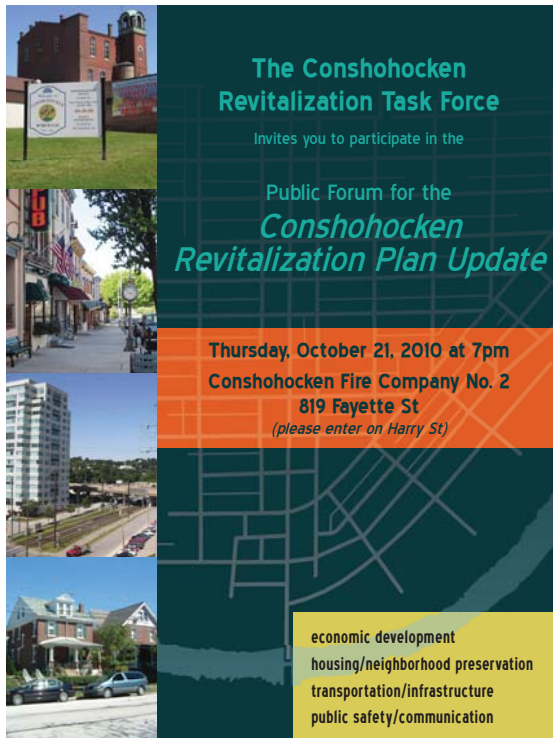


Fayette Street streetscape improvements

Conshohocken newsletter

### Public Meetings

At the public meetings, the following issues were raised.



Public meeting flyer

## Economic Development

Parking near the businesses on Fayette must be improved, and another parking garage may be needed. An inventory of soft sites – those that may come up for development in the relatively near future – should be inventoried so that the Borough can proactively court desired development for those locations. There should be better design standards for infill development and new proposals should consider the context of the streetscape. It was noted that there is no place to see live music in the Borough, and it was suggested that maybe some vacant buildings could house temporary use strategies such as a theater or bowling. The riverfront should be part of an overall economic development plan and trail-based commerce may be a good focus to consider – Conshohocken should be able to capture people at the beginning and end of their cycling trips.

## Housing & Neighborhood Preservation

There are drainage issues on some of the new construction projects and the Code Enforcement department should verify that projects are being built according to plan. It was also expressed that too many of the older buildings in the borough are being demolished.

## Transportation & Infrastructure

The alley conditions should be improved, which may allow for additional parking – although it was noted that ownership and maintenance of the alleys remains a complicated issue. Shared parking opportunities should be explored; a voluntary example already exists on Fayette Street with the Flocco parking lot. The Borough should map existing shared parking sites, and the potential for where this can be expanded. Discussions with SEPTA should continue for an improved train station. Additional congestion management is needed along East and West Elm Streets, Hector Street, and Fayette Street. Connections to the riverfront must be improved.



Typical alley condition



Flocco's shares its parking with restaurateurs in the evenings



## Public Safety & Communication

Members of Fire Company No. 2 requested that property owners shovel around hydrants, and that hydrant markers may be helpful during the wintertime. As a more general comment, it was noted that streetscape beautification needs to be balanced with functionality. The Borough should be cognizant of where it places signs on poles near corners so that the fire trucks do not hit them. It was recommended that social networking sites be used more to get information out to property owners, and that more mailing lists be developed.

## Survey

To assess what items remain relevant from the 2002 plan that had not been completed, a brief survey form was prepared and taken to the public and stakeholder meetings. The survey also asked respondents to write down any other issues that would like to see addressed in the update. Approximately 30 surveys were completed.

Respondents support advancing the following actions from the 2002 plan:

- Develop home-grown businesses.
- Create a marketing program for the borough's businesses.
- Continue the building and streetscape improvements along Fayette Street.
- Prepare community design standards for infill and major renovations.
- Use the alley system and the ends of unopened streets for additional off-street parking.
- Work with SEPTA to improve the train station area.
- Continue looking for ways to reduce traffic congestion.
- Link the riverfront trails, downtown, and the neighborhoods through bike lanes and signage.

New issues that emerged as a result of the survey include:

- Finding venues for the arts, whether visual, music, or theater.
- Additional parking is needed for the Fellowship House, and undertaking capital projects there, such as installing a kitchen, would attract more catered events.
- Upgrades are needed at the parks, including A&B Fields and Sutcliffe Park.
- Elm Street and Hector Street may be viable, walkable commercial corridors.
- Reconsider whether any more large residential complexes should be constructed on the riverfront.
- Be proactive in deciding what businesses should move on to Fayette Street to ensure that those uses support a walkable environment.

While the Borough has completed, or is addressing, many of the action items from the 2002 Revitalization Plan, some have not yet been completed.

PLEASE LET US KNOW IF YOU THINK THE FOLLOWING ARE OF LOW, MEDIUM OR HIGH PRIORITY

	LOW	MEDIUM	HIGH
<b>TRANSPORTATION/INFRASTRUCTURE</b>			
1. Explore alternative transportation strategies to mitigate traffic congestion.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Continue meeting with SEPTA officials to discuss options for train station upgrades and accessibility improvements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Link the Schuylkill River and Cross County trails to downtown and neighborhoods through signage and bicycle lanes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Modify Sixth Avenue, Spring Mill Avenue, Fayette Street, and others for a bicycle network.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>HOUSING/NEIGHBORHOOD PRESERVATION</b>			
1. Encourage the use and expansion of the Borough's alley system for off-street parking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Identify unopened ends of public streets that may be used as community parking lots.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Develop a parking permit program for residential neighborhoods impacted by adjoining commercial areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Prepare community design standards for new housing and housing renovations that are appropriate for individual neighborhoods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>ECONOMIC DEVELOPMENT</b>			
1. Continue to create stronger linkages between the neighborhoods, downtown, and the riverfront.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Create a marketing program to promote downtown businesses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Improve the overall appearance of downtown through continued façade and streetscape improvements, including new pedestrian lighting and shade tree planting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Work with local business groups to attract national chain stores.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Work with local business groups and financial entities to develop home-grown businesses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>PUBLIC SAFETY/COMMUNICATION</b>			
1. Create an information kiosk in key locations such as in downtown or in parks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Public survey form

## IV. THE PLAN UPDATE: FOCUS FOR THE NEXT DECADE

The Montgomery County Community Revitalization Program requires that four topics be addressed in a revitalization plan and any updates: Economic Development, Housing, Transportation, and Public Safety. In the 2002 plan and in this update, Conshohocken has expanded on those themes to address housing in the larger context of neighborhood preservation and to address communication, both internally and externally. The issues identified, and associated recommendations for future action, result from prior plan review, existing condition analysis, and the input gathered during stakeholder interviews and public meetings.

While the Borough achieved successes in all areas since 2002, the focus of its efforts had been on improving transportation-related issues. Additional transportation planning studies were undertaken that will continue to guide the Borough for the next several years. For this plan update, these prior transportation plan recommendations were reviewed and prioritized to support the economic development, housing, and public safety goals. One of the major tasks undertaken as part of this plan update was the completion of a market analysis that examined retail, housing, and entertainment needs. The full Market Analysis appears in **Appendix A**, and a summary of this report follows in Chapter 5.



SEPTA R6 Regional Rail line through Conshohocken

### Economic Development

In the 2002 plan, the focus of the economic development recommendations had been on strengthening the connections between the riverfront and downtown, developing economic development strategies to enhance the long-term viability and vitality of the borough, attracting community-serving businesses to the downtown, and increasing the parking supply downtown. As a result of recommendations in the plan, a parking management plan was undertaken, and the Borough continues making streetscape improvements along Fayette Street. The local businesses had tried operating a shuttle between the riverfront and Fayette Street, although this effort ultimately failed. A Business Development Commission formed



Conshohocken's Outdoor farmers' market



Fayette Street businesses



recently that is looking at developing a marketing program for local businesses, and it will examine how it wants to address the mix of national and locally owned businesses. It has already made significant contributions with the development of a business directory that is posted on the Borough's website, and with disseminating a community-wide survey that seeks input on the type of business environment that the community desires.

Many of the current businesses have been in Conshohocken for a long time, particularly along Fayette Street, so it may not be surprising that, until this plan update, the Borough had not undertaken a market study or established a formal plan to guide commercial growth and address needs within the market. Ultimately, the economic development goals in this plan update are much the same as those in the 2002 plan, although the market analysis offers more directed guidance to the Borough and Commission for future action.



*Flocco's c. 1950s*

Several issues should be addressed. For example, with few commercial vacancies there are limited opportunities to diversify the business mix within the current commercial zone; parking is limited; and because of the borough's increasing success and regional access, it is becoming more desirable to auto-oriented chain establishments, which are in a better position to afford escalating real estate and development costs. Fayette Street lacks a strong identity, although it is becoming more known among the college-



*A new business on Fayette Street*

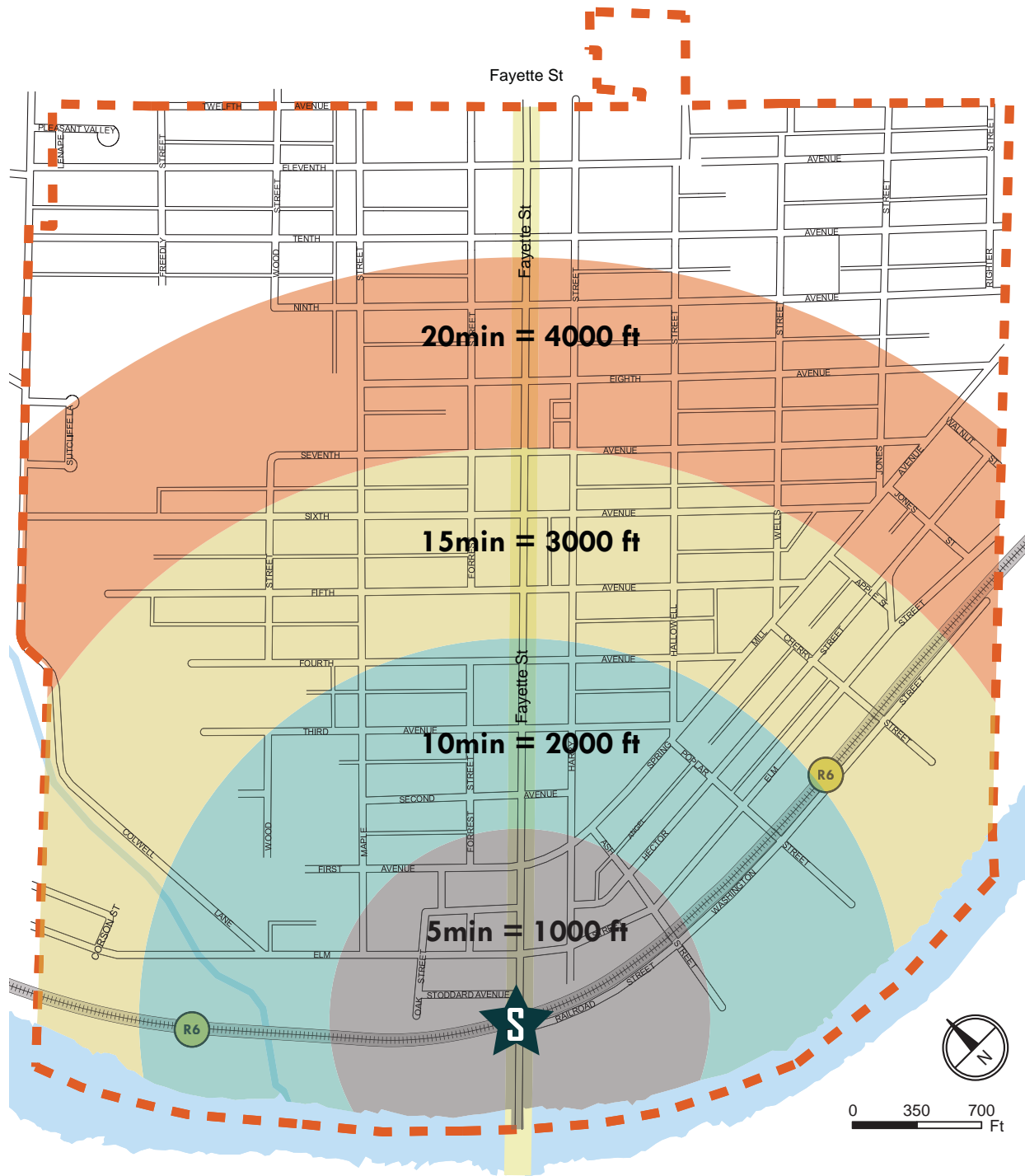


*A rare vacant storefront on Fayette Street*



*Fayette Street businesses*





**FIGURE 3: Walking Distances Along Fayette Street from Train Station\***

*\*based on 3.5 ft/sec average walking speed*



aged population for its restaurants and bars – a development not embraced by all nearby property owners. Finally, development along the waterfront is occurring without a master plan. The nature of development has changed over the years – moving from office buildings at the western end to large residential complexes mid-borough. While Conshohocken has three trails – the Borough’s walking trail, the Schuylkill River Trail, and the Cross-County Trail – few other amenities, such as restaurants or shops, exist along the riverfront for the residents and workers. The public access easements leading to the riverfront are not particularly obvious to the unfamiliar, and there is no signage to inform trail users that downtown Conshohocken is nearby.

The economic development recommendations of this plan update are similar to those of the 2002 plan but, with the benefit of the market analysis and strong stakeholder input, they are somewhat more directed. Over the next decade, on issues related to economic development, the Borough should focus on branding and marketing the assets of Conshohocken, increasing and diversifying the retail supply, exploring business assistance initiatives, and continuing to strengthen the aesthetic qualities of downtown. In addition, the Borough should examine ways to encourage more foot traffic along Fayette Street. **Figure 3: Walking Radius** illustrates how walkable the square mile of Conshohocken actually is, although this reality must be improved through signage, introducing more active first floor retail along Fayette Street, and developing other visual clues that draw pedestrians from one place to the next.

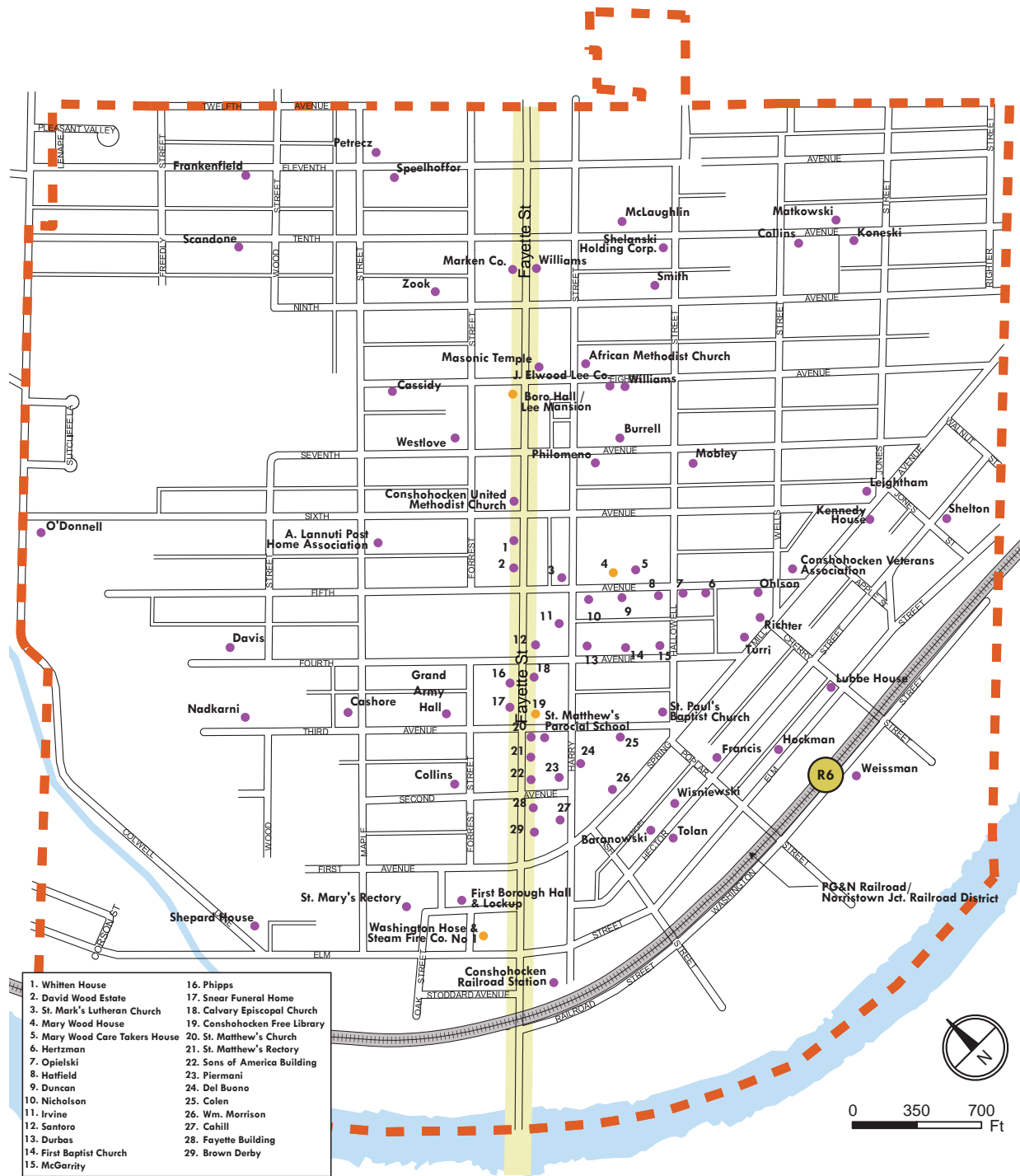
## Housing & Neighborhood Preservation

In the 2002 plan, the focus of the housing and neighborhood preservation recommendations had been on evaluating and enhancing the condition of neighborhood infrastructure, investigating ways to increase the supply of parking in the neighborhoods, exploring ways to improve the physical appearance of the neighborhoods, and enhancing opportunities for public recreation and open space, especially along the riverfront. Since the 2002 plan, the Borough has completed a Park and Recreation Plan and the Schuylkill River Linkages Study. It continues multi-year fiscal planning for infrastructure improvements, is considering the expansion of the permit parking program, and continues the installation of angled parking to increase the



*Angled parking*

number of parking spaces, calm traffic, and improve safety. While the Borough has not created a neighborhood-based community improvement program as recommended in the plan, the Borough is evaluating whether it wants to proceed with historic resources protection and the feasibility of developing a Traditional Neighborhood Development Overlay district to guide new construction in the neighborhoods. **Figure 4: Historic Resources** illustrates the buildings identified in the Borough’s 1989 Historic Resources Survey, which would be re-evaluated should the Borough proceed with protection measures.



**FIGURE 4: Historic Resources\***

\*As identified in the 1989 Historic Resources Survey

● National Register Listed and/or Eligible Resource

● Potential Historic Resource



Several issues should be addressed in the coming years. While Conshohocken has a varied housing stock and a significant amount of new residential construction, there is a lack of affordable and senior housing. In addition, the trend of tearing down single-family houses not only affects community character but often eliminates an affordable housing opportunity for first-time homebuyers. Infrastructure improvements are needed throughout the borough: sidewalks are deteriorated, stone curbs need realignment, and the deep gutters with steel plate covers remain a hazard. Additional street lighting is needed in the neighborhoods. A greater level of code flexibility may be needed to encourage rehabilitation before demolition, and enhanced enforcement may be required to ensure that developers are constructing new residences in accordance with the stormwater management requirements. Equipment upgrades are needed at local parks, and more equipment is desired for small children. A lack of clarity on who owns the alleys presents regular maintenance questions.

The housing and neighborhood preservation recommendations of this plan update focus on expanding opportunities for affordable and senior housing, exploring ways to retain and improve the unique housing stock of the borough, examining ways to make green and open space a priority, and developing a master plan for the waterfront. **Figure 5: Waterfront Development** shows existing development, recreational trails, and development opportunities that remain along the Schuylkill River in Conshohocken.



Example of housing whose character should be maintained



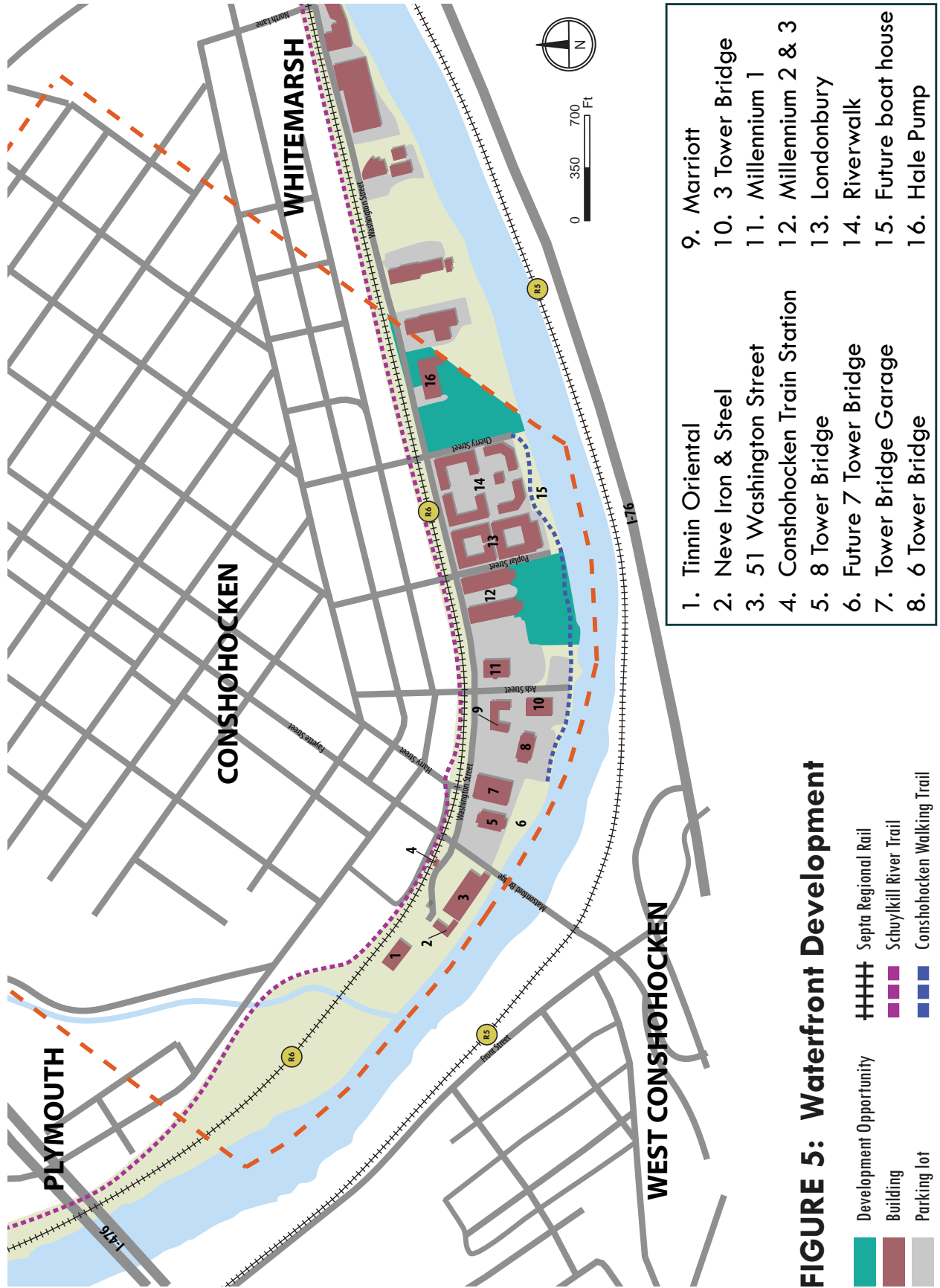
Current gutter condition

## Transportation and Infrastructure

Transportation and infrastructure recommendations in the 2002 plan addressed mitigating traffic congestion, improving the regional rail station, reducing speeding and enhancing pedestrian accessibility and safety, and establishing a continuous and safe bicycle network. Since the last plan, the Borough has focused much of its effort on implementing the transportation recommendations. For example, a Transportation Committee was formed, a *Vision Plan for the Conshohocken Train Station* was developed, traffic calming improvements were constructed, and bike racks are being installed along Fayette Street. The Borough continues its efforts to calm traffic and ease congestion, and improve the pedestrian experience. Establishing a bicycle network throughout the borough has not been addressed.



Streetscape improvements along Fayette Street



- |                               |                       |
|-------------------------------|-----------------------|
| 1. Tinnin Oriental            | 9. Marriott           |
| 2. Neve Iron & Steel          | 10. 3 Tower Bridge    |
| 3. 51 Washington Street       | 11. Millennium 1      |
| 4. Conshohocken Train Station | 12. Millennium 2 & 3  |
| 5. 8 Tower Bridge             | 13. Londonbury        |
| 6. Future 7 Tower Bridge      | 14. Riverwalk         |
| 7. Tower Bridge Garage        | 15. Future boat house |
| 8. 6 Tower Bridge             | 16. Hale Pump         |

**FIGURE 5: Waterfront Development**

- Development Opportunity
- Building
- Parking lot
- Septa Regional Rail
- Schuylkill River Trail
- Conshohocken Walking Trail





*Conshohocken Train Station Vision Plan*



*Improvements include the curb bumpouts and crosswalks along Fayette Street*

The borough is well served by a variety of modes of transportation, particularly by a regional roadway system and train service. Issues, of course, remain. Parking, as in most communities, is a primary complaint, as is congestion. Upgrades to the train station, both in the short and long term, are necessary. Speeding and cut-through traffic are also cited as persisting problems. Pedestrian and bicycle connections could be strengthened to link the neighborhoods, riverfront, and Fayette Street.

The transportation and infrastructure recommendations in this plan update support those of prior plans to improve connection and mobility options for pedestrians, cyclists, transit riders, and drivers, continue efforts to relieve congestion and improve the parking supply, and decipher the ownership and maintenance of the alleys. **Figure 6: Potential Traffic and Parking Enhancements** and **Figure 7: Preliminary Assessment of Potential Bicycle Routes** illustrate how some of these recommendations may be implemented.



*Current train station conditions*



**FIGURE 6: Potential Traffic and Parking Enhancements**

- "Do not block the box" priority locations
- Potential turn restrictions
- Potential for angled parking
- Existing angled parking





**FIGURE 7: Preliminary Assessment of Bike Route Potential**

- - - Streets with width for bike lanes
- - - Schuylkill River Trail
- - - Streets favorable to "shared road" conditions



## Public Safety and Communication

In the 2002 plan, public safety and communication recommendations included improving communication between the borough and its residents. Since that plan, the Borough's website has been improved and the newsletter is being published again. A calendar of events is posted on the website. A grant application has been submitted for wayfinding signage and an information kiosk to be placed in a key location.

Conshohocken is a safe community, so the recommendations in the plan update focus on the needs of the public safety departments when planning for future infrastructure and safety improvements and to continue improving the communication between the Borough and property owners, as well as among the Borough's committees and commissions.

*What's Goin' On*  
**Around Town**

**BOROUGH OF CONSHOHOCKEN**

Summer 2010 A SEMI-ANNUAL COMMUNITY NEWSLETTER Volume 1

**A MESSAGE FROM COUNCIL PRESIDENT PAUL McCONNELL**

The Borough of Conshohocken welcomes back a newsletter!

We hope you find this newsletter informative and interesting. Keep in mind that the Borough pays nothing for the newsletter. Content in this newsletter is contributed by its authors. Joseph Collins has volunteered as the newsletter's editor. The costs of design, printing and distribution are covered by the advertisers. So please give a thank you to the contributors and the editor when you see them. And please patronize the businesses that support this newsletter and Conshohocken in general.

A community stays strong when its residents and businesses offer their talents and time on its behalf. Since I have joined council, I have been impressed by the number of citizens who volunteer their time and services to the Borough. These volunteers include firefighters, those who serve on Boards, Commissions and Authorities, those who have joined our newly formed Environmental Action Committee and Business Advisory Committee, those who reinvigorated the Shade Tree Commission, and those who help with everything from our website to the Farmer's Market. They also include everyone raising funds for the July 4th celebration, and everyone making the Car Show, Fun Fest, and other events in Conshohocken possible. If I continued listing those who give back to the community then the newsletter would need a few extra pages. On behalf of everyone in Conshohocken, I say thank you to those who volunteer.

Another thing that keeps a community strong is the healthy mix of residents and businesses. On the residential side, this year Conshohocken is welcoming some significant growth, primarily down by the river. As you meet some of the new residents, please say hello and tell them about what you like in Conshohocken. On the business side, we continue to have a strong business base, in addition to being a destination spot for restaurants, nightlife, and retail. It is nice to hear of friends I have in places like King of Prussia or Marlynk coming to Conshohocken to spend an afternoon or have a nice dinner. I encourage the residents of Conshohocken to keep patronizing our local businesses as well.

With our growth, the Borough Council is working hard to maintain a healthy infrastructure. Our Streetscape Program continues on Fayette Street along with our annual roads program. We are focused on making changes to improve traffic flow and parking, primarily on the avenues coming off of Fayette Street. We are also working with West Conshohocken and the state to resolve the challenges of the bridge crossing. We have upgraded the facilities at the A-field, planted trees on many residential streets, and continue to invest in our parks.

Often times the best ideas come from the residents or business people. Should you have an idea, suggestion, comment, or question, please talk to any Councilperson or call the Borough Offices.

Together we shall keep Conshohocken a great place to live, work, and visit.

Paul McConnell,  
President, Conshohocken Borough Council

**ENVIRONMENTAL ADVISORY COUNCIL**

The Conshohocken Environmental Advisory Council (EAC) was established in the spring of 2010. The EAC generally holds monthly meetings which are open to the public in the Borough Hall. The meetings focus on exploring environmental concerns such as recycling in businesses and homes, traffic pollution, and efficient energy use in Borough buildings. The EAC works to raise awareness and create actionable solutions.

To date, the EAC has issued an environmental survey, written articles on recycling, represented the Borough in environmental seminars, and has/will have booths at upcoming County events. The board currently consists of two Council Members, the Borough Manager and four Borough residents. Council members Paul McConnell, and Anthony Tucci, Borough Manager Fran Marabelli and residents Anthony Garcia, Gina Ricco, Chad Speicher, and Drew Malatesta serve on the EAC. Currently there is one vacant position on the EAC.

Other towns like Ambler have well established EACs. The Conshohocken EAC will learn from and work with them. Visit the EAC web page at <http://bit.ly/cn1h8D>.

Conshohocken newsletter

**BOROUGH OF CONSHOHOCKEN**

Search search... Search

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**Nationwide Medication Takeback Event**

Nationwide medication take back event. The event will be held at the Conshohocken Police Station 720 Fayette Street, April 30th 2011 10am-2pm.

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- I Want To...
- About Us...

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- [About the Police Department](#)
- [Mayors Office](#)
- [Welcome to Conshohocken](#)
- [2010 Fireworks information](#)

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- [Council Meeting Agenda March 16, 2011](#)
- [Yard Waste](#)
- [Council Meeting Minutes January 19, 2011](#)
- [Council Meeting Agenda February 16, 2011](#)
- [Planning Commission Meeting Agenda - February 2011](#)

**Conshohocken Borough**

**Welcome to Conshohocken**

We are located in Southern Pennsylvania, about 15 miles from Center City Philadelphia. The Borough is 1.03 square miles in area and is home to over 7,800 people. Over the last three decades, Conshohocken has developed into one of the most important activity centers in Montgomery County. Conshohocken represents one of America's most successful transformations from a mill town to a modern center of office and hotel services and water front residential living. Historically a large mill town and industrial and manufacturing center, after the decline of industry in recent years Conshohocken has developed into a center of riverfront commercial and residential development.

On May 15th, 1850, Conshohocken became the third incorporated borough in the county, after Norristown and Pottstown. The land for this new borough was taken in equal amounts from Plymouth and Whitmarsh Townships. The borough developed into a large industrial and manufacturing center shortly after its incorporation. Today, however, the borough has experienced a major redevelopment with large office towers and riverfront development. Conshohocken, along with its neighbor West Conshohocken will continue to provide new job opportunities for area residents. It should be noted that some Conshohocken addresses may actually be located in Plymouth or Whitmarsh Townships.

Conshohocken website



# V. SUMMARY OF MARKET ANALYSIS

Until this plan update, the Borough of Conshohocken had never undertaken a market analysis or prepared a formal plan for commercial growth. Having focused much of its efforts on improving the transportation issues in the borough since the 2002 plan, the focus of the next decade should be on the branding and marketing of the borough's assets, diversification of the retail supply while supporting existing enterprises, and ensuring that Fayette Street remains viable and offers a pleasant and safe pedestrian experience. The full Market Analysis is attached as **Appendix A**.

## Retail Market

The retail trade area was defined as the two Census tracts that cover Conshohocken, as well as 13 Census blocks in Whitemarsh Township just east of the Borough near the

Spring Mill rail station (**Figure 8: Market Study Trade Area**). This part of the study focused primarily on retail stores engaged in selling merchandise for personal and/or household consumption and on establishments that render services incidental to the sale of these goods. Establishments were classified by type of business according to the principal lines of merchandise sold, the usual trade designation, estimated square footage, and the level of sales. Most of the retailing in the trade area is on Fayette Street between Elm Street and Third Avenue.

Using data as current as September 2009, the borough had 84 retail businesses occupying approximately 216,000 square feet, including a mix of national and retail chains as well as independent entrepreneurs. Most of these are considered community-serving stores, meaning those that meet the needs of nearby residents, such as

**Table 2: Estimated 2010 Retail Store Performance – Conshohocken Trade Area Retailers**

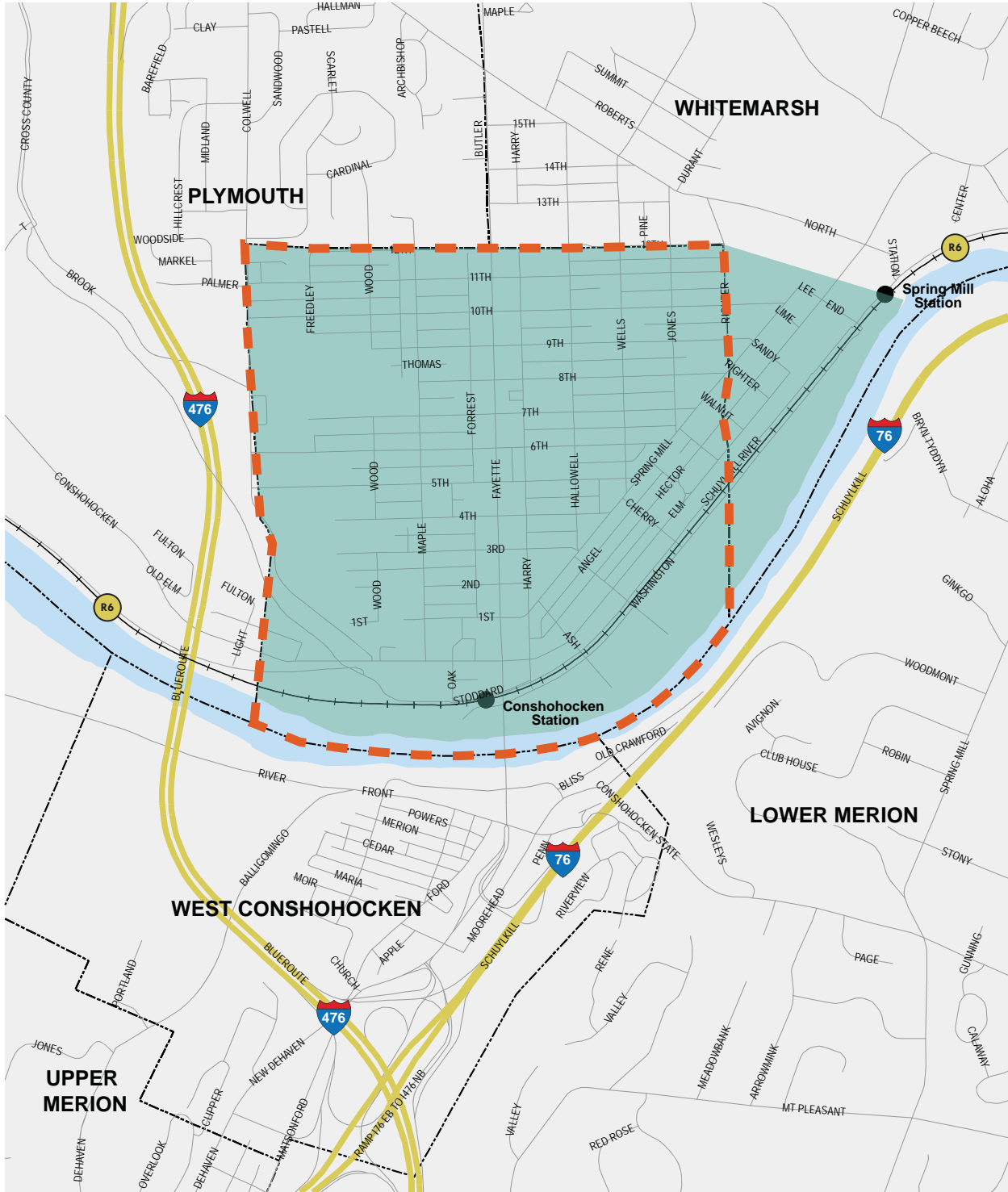
Retail Category	# of Stores	S.F. GLA	Sales (\$000)
Community-Serving Goods/Services	41	64,800	\$24,720
Full-Service Restaurants	13	26,000	\$8,569
Department Stores	0	0	\$0
Apparel	2	4,500	\$--
Other Specialty Goods	2	1,800	\$--
Home Furnishings	3	10,500	\$1,480
Other Retail Stores	1	2,000	\$--
<b>Total</b>	<b>62</b>	<b>109,600</b>	<b>\$37,009</b>

Urban Partners 9/2010

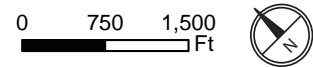
**Table 3: Population and Income – Conshohocken Retail Trade Area**

Municipality	2009 Pop. Est.	2010 Per Cap. Income Est.	2010 Total Income
Conshohocken	8,456	\$28,996	\$245,192,826
Whitemarsh Blocks	357	\$28,996	\$10,338,873
<b>Total</b>	<b>8,813</b>		<b>\$255,531,699</b>

U.S. Census Bureau, Urban Partners



**FIGURE 8: Market Study Trade Area**



-  Conshohocken Boundary
-  Trade Area



convenience stores, drug stores, restaurants, hair salons, and dry cleaners. The largest sales of this type are attributed to limited-service restaurants, such as pizza parlors and hoagie shops. In total, 41 businesses provided community-serving goods and services, occupying 58% of all store space and generating 67% of all sales in the trade area.

The study calculated that in 2010, the trade area's population will spend approximately \$111 million on retail goods and services, most of which will be spent on community-serving goods and services, home furnishings and improvements, and specialty goods. Employees in the borough will contribute an additional \$23 million in spending on retail goods and services, primarily on community-serving goods and services, full-service restaurants, and home furnishings and improvements.

The resulting analysis reveals that the total retail demand for the trade area is approximately \$134 million, with the highest portion of the demand being community-serving goods and services; however, the analysis also identifies approximately \$101 million dollars in retail potential or unmet demand, most of which is in the community-serving goods and services category. To fulfill this demand, the total appropriate and reasonable new retail space in the trade area is approximately 133,000 square feet occupying a total of approximately 50 new stores, depending on store size. Examples of the most appropriate types of businesses that the Borough should pursue include, but are not limited to: a grocery store, jewelry stores, clothing stores, gift stores, florists, and home furnishing stores.

**Table 4: Total Retail Demand and Development Potential – Conshohocken Trade Area**

	2010 Estimated Retail Sales Conshohocken Area Stores	Total Demand	Unmet Retail Demand	Supportable New Store Space (SF)	Reasonable Retail Opportunities For Conshohocken (SF)
<b>TOTAL RETAIL DEMAND (\$000)</b>	<b>\$37,009</b>	<b>\$134,364</b>	<b>\$101,204</b>	<b>232,376</b>	<b>133,000</b>
<b>COMMUNITY-SERVING GOODS &amp; SERVICES</b>	<b>\$24,720</b>	<b>\$57,921</b>	<b>\$37,050</b>	<b>90,915</b>	<b>65,000</b>
Supermarkets, Grocery Stores		\$16,899	\$16,899	35,000	20,000
Convenience Stores	\$1,750	\$5,132	\$3,382	6,764	6,000
Meat Stores		\$209	\$209		
Fish Stores		\$50	\$50		
Fruit & Vegetables		\$101	\$101		
Bakeries	\$450	\$43			
Candy & Nuts	\$1,600	\$59			
Other Speciality Foods		\$59	\$59		
Liquor & Beer Distributors	\$1,000	\$1,091	\$91		
Drug Stores/Pharmacies	\$11,200	\$12,862	\$1,662		
Cosmetics, Beauty Supplies, & Perfume		\$576	\$576	1,921	2,000
Health Food Supplements		\$455	\$455	1,517	1,000
Limited-Service Restaurants	\$4,400	\$9,178	\$4,778	13,652	10,000
Bars and Lounges	\$1,850	\$990			
Dollar Stores & Other General Merchandise Stores		\$1,185	\$1,185	6,582	6,000
Jewelry Stores		\$2,414	\$2,414	6,897	4,000
Optical Stores		\$839	\$839	2,796	2,000
Newsstands		\$111	\$111		
Video Stores		\$88	\$88		
Gift, Novelty, Souvenir Stores		\$1,891	\$1,891	6,752	6,000
Hardware Stores	\$150	\$1,774	\$1,624	6,767	6,000
Florists	\$220	\$855	\$635	2,267	2,000
Hair Salons	\$800	\$580			
Laundries; Dry Cleaning	\$1,300	\$479			
<b>FULL-SERVICE RESTAURANTS</b>	<b>\$8,569</b>	<b>\$9,112</b>	<b>\$543</b>	<b>1,697</b>	
<b>DEPARTMENT STORES</b>		<b>\$12,725</b>	<b>\$12,725</b>		
Full-Service Department Stores		\$3,961	\$3,961		
Discount Department Stores		\$5,349	\$5,349		
Warehouse Clubs		\$3,415	\$3,415		
<b>APPAREL</b>	<b>\$1,300</b>	<b>\$15,187</b>	<b>\$13,887</b>	<b>46,188</b>	<b>24,000</b>
Men's Clothing		\$1,286	\$1,286	4,020	3,000
Women's Clothing	\$200	\$3,555	\$3,355	11,182	4,000
Children's Clothing		\$605	\$605	1,890	2,000
Family Clothing		\$5,842	\$5,842	19,472	8,000
Clothing Accessories		\$278	\$278	993	1,000
Other Clothing		\$943	\$943	3,367	3,000
Shoe Stores	\$1,100	\$2,679	\$1,579	5,263	3,000

Urban Partners 9/2010

## Sales Housing and Rental Market

The study examined all new and resale owner-occupied housing in both of Conshohocken's Census tracts to capture a maximum variety of comparable properties. The analysis also examined prior sale trends as well as housing currently on the market. Between 2008 and 2010, 256 owner-occupied sales transactions occurred. The total Borough median sales price during that time was \$250,250. While the median sales price in the northern and southern Census tracts were similar (\$255,000 and 249,990, respectively), the northern tract's prices increased by approximately 5% during that time whereas the southern tract's prices decreased by approximately 20%. During the two-year period, of 279 houses sold, only 23 were transactions made by investors.

New housing sales have slowed over the past five years in line with national real estate trends. Currently, the only built new construction housing options for sale in the borough are the recently completed condominiums at The Grande at Riverview on West Elm Street. By contrast, resale housing is much more available. As of January 2011, approximately 70 single-family houses were for sale. The most expensive houses range from \$150 to \$200 per square foot, and the older houses are often renovated. It also became apparent that the smaller the house, the higher the price per square footage, which is common in most markets. [UP slides 10,11, 12]

Census data provided a snapshot of rental market conditions in the borough showing that the number of units increased by 9% between 1990 and 2000—or approximately

**Table 5: Unit Types at the Grande at Riverview**

Unit	Square Feet (SF)	# Bedrooms	# Bathrooms	Priced From	Price/SF
Chanticleer	781	1	1	\$174,990	\$224
Dresher	858	1	1	\$194,990	\$227
Independence	1,179	2	2	\$239,990	\$204
Keswick	1,281	2	2	\$244,990	\$191
Independence w/Loft	1,361	2	2	\$249,990	\$184
Liberty	1,302	2	2	\$254,990	\$196
Mifflin	1,420	2	2	\$264,990	\$187
Keswick w/Loft	1,545	2	2	\$269,990	\$175

drhorton.com, Urban Partners

**Table 6: Highest-Priced Current Listings in Conshohocken**

Location	Square Feet (SF)	Year Built	Price	Price/SF
1108 Fayette St.	3,860	1925	\$619,000	\$160
432 E. Hector St.	2,100	2009	\$475,000	\$226
214 Maple St.	2,466	1920	\$450,000	\$182
320 E 7th Ave.	3,508	2007	\$437,000	\$125
359 Spring Mill Ave.	2,520	1920	\$400,000	\$159
407 E. Hector St.	2,200	2007	\$386,900	\$176
621 Hallowell St.	2,150	2010	\$379,900	\$177
410 W. 5th Ave.	2,016	2001	\$379,900	\$188
220 E. 10th Ave.	2,270	2007	\$369,900	\$163
222 E. Hector St.	2,816	1875	\$339,900	\$121

zillow.com, Urban Partners



**Table 7: Lowest-Priced Current Listings in Conshohocken, 1/2011**

Location	Square Feet (SF)	Year Built	Price	Price/SF
215 W. 3rd Ave. #7	1,000	1985	\$175,000	\$175
801 Jones St.	1,025	1954	\$180,000	\$176
431 E. 9th Ave.	1,088	1950	\$189,500	\$174
331 W. Elm St.	1,200	1925	\$199,000	\$166
200 W. Elm St. 1109	708	2007	\$199,900	\$282
230 W. 3rd Ave.	1,696	1930	\$199,900	\$118
536 E. Hector St.	1,163	1928	\$199,900	\$172
200 W. Elm St. Unit	858	2007	\$199,900	\$233
200 W. Elm St. 1324	728	2007	\$210,000	\$288
358 E. 6th Ave.	1,212	1851	\$210,000	\$173

zillow.com, Urban Partners

39% of all occupied housing units in the borough. It should be noted, however, that a significant amount of rental construction has occurred since 2000 making the Census data fairly obsolete. Major rental complexes constructed recently include Riverwalk and Londonbury, both along the waterfront.

A variety of rental options are located throughout the borough in terms of price, size, and amenities. Rental prices are mostly impacted by age or degree of renovation. The highest rents, outside of the new waterfront complexes, are commanded by two-bedroom units at approximately \$1,667 per month, but very little is available in the borough for less than \$1,000 per month.

The demand for market-rate sales housing is high, and the market can command relatively high prices owing to the borough's desirable location and amenities. Resale houses are commanding similar prices as seen in new construction. These housing realities suggest that the Borough should explore opportunities to expand affordable housing options. More housing options for senior citizens are needed. Rental housing is attracting young professionals with disposable incomes – and many are choosing the new waterfront complexes. It should be noted, however, that Riverwalk and Londonbury are only about three-quarters occupied. Before permitting the construction of additional units, the Borough should allow the current supply to increase in occupancy, particularly given the challenging real estate climate today.

**Table 8: Average Rents, 1/2011**

# of Bedrooms	Average Rent
1	\$1,450
2	\$1,667
3	\$1,604
4	\$1,159

Urban Partners

**Table 9: Rental Complex Prices**

<b>Londonbury at Millennium</b> <b>78% leased</b>	1 BR	\$1,275 - \$1,705
	2 BR	\$1,755 - \$2,250
<b>Riverwalk at Millennium</b> <b>75% leased</b>	1 BR	\$1,375 - \$1,755
	2 BR	\$1,699 - \$2,060



Londonbury at Millennium

## Entertainment Market

The study examined the potential for movie theaters, a bowling center, and live/performing theater. With approximately 50 movie screens within a five-mile radius, this market is saturated. Bowling centers are emerging as popular destinations, and there are two within a five-mile radius. While it appears that the Borough could support a small bowling center, the facility would require at least 20,000 sf and 100 parking spaces thereby making it difficult to find an available location in the Borough. Several examples of live/performing theaters exist in Montgomery County, and all exist in dense, traditional communities such as Conshohocken. However, these venues are difficult to open and expensive to operate. Instead of opening a stand-alone theater, it is recommended that this type of entertainment be offered in existing venues such as a café.



## VI. VISION STATEMENT AND GOALS

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A vision statement defines a purpose in terms of values and guiding beliefs rather than the bottom line measurements afforded by goals and strategies. The vision should offer direction about expectations and inspire a spirit of cooperation among the many actors who share in working toward that common purpose. The vision statement for Conshohocken addresses the major issues in the Revitalization Plan Update, and the recommended goals and strategies of the action plan support this vision.

### The Vision Statement for Conshohocken

As a result of well-planned land use actions, Conshohocken offers a variety of housing types and protects its natural and built resources while fostering a vibrant quality of life. Historic resources are protected and celebrated; new construction reflects and contributes to the strong architectural features of its surroundings. Conshohocken is known for its clear connectivity to well-maintained, accessible open space and recreation areas, but particularly for its vibrant waterfront that hosts seasonal community events centered on the borough's history and premier status as a trail and river town. Its well-balanced regional transportation network creates a dynamic, receptive, convenient, and walkable business environment. Conshohocken is a progressive, action-oriented municipality with an informed and engaged citizenry that inspires public officials to strive for visionary and responsive solutions. The Borough acts as a regional leader by nurturing and maintaining existing partnerships while developing new relationships to maximize the use of limited resources.

The photos on the next few pages show some examples of how other communities have addressed their economic development, housing, transportation, and safety goals in ways that Conshohocken may wish to consider.



## Economic Development Goals

1. Explore avenues for branding, marketing, and celebrating the assets of Conshohocken.
2. Increase and diversify the Borough's retail supply.
3. Ensure that Fayette Street remains a viable pedestrian-oriented commercial corridor with ample foot traffic.
4. Enhance the viability of the Borough's existing commercial entities through business assistance initiatives.
5. Strengthen the identity of Conshohocken's downtown through aesthetic improvements.



Riverfront festival in Dubuque, IA



Temporary use of space during Parking Day in Philadelphia, PA



Vacant store display window in Sewickly, PA



Pedestrian-oriented commercial infill in Sacramento, CA

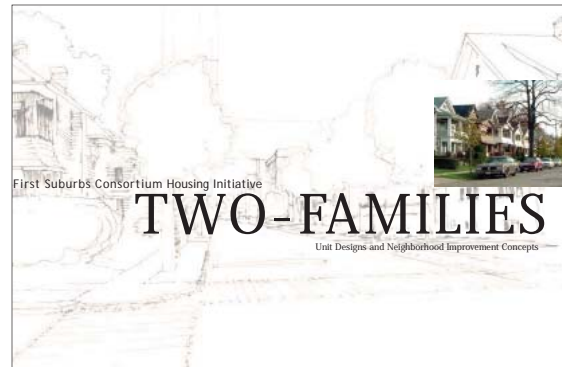


First Friday event in Florence, AL



## Housing & Neighborhood Preservation Goals

6. Expand the opportunities for affordable and senior housing throughout Conshohocken to strengthen inclusivity of different populations and diversity of housing options.
7. Explore ways to retain and improve the unique housing stock that gives rise to the identity of Conshohocken.
8. Make green and open space a priority. Continue exploring opportunities to add green space and other types of communal open space throughout Conshohocken.
9. Develop a master plan for the waterfront that protects this resource, particularly as the Borough continues to address future development of, and connections to and from, this unique asset.



*Innovative urban design & neighborhood improvement guidelines for Cleveland, OH*



*Curtis Dog Park in Cheltenham Township, PA*



*Stormwater management bump-outs in Portland, OR*



*Wayfinding trail signage in Melbourne, Australia*



*Infill residential in Robbinsville, NJ*

## Transportation & Infrastructure Goals

1. Improve connections and mobility options for all forms of travel throughout Conshohocken: for pedestrians, cyclists, transit riders, and drivers.
2. Continue investigating ways in which to relieve congestion and improve the parking supply throughout Conshohocken.
3. Evaluate and enhance the condition of neighborhood infrastructure with a long-term plan for cyclical maintenance and responsibility for common elements, such as sidewalks and curbs.
4. Decipher the ownership of alleys and establish a written policy that supports how they will be used and maintained.



Green bike lane in San Francisco, CA



"Don't Block the Box" signs in Philadelphia, PA

## Public Safety & Communication Goals

1. Consider the needs of public safety departments when planning for future infrastructure improvements.
2. Improve and enhance communication between the Borough and property owners and among the Borough's Committees and Commissions.



Safety/artistic lighting for trails on Albert Dock in Liverpool, England



# VII. ACTION PLAN

The following action plan, which is presented in a table, has been developed through evaluating the recommendations made in prior plans undertaken by the Borough and from input received during the public involvement process, including meetings with the Revitalization Task Force, stakeholder interviews, surveys, and public meetings.

The table is organized by the four major topics of the plan: Economic Development, Housing and Neighborhood Preservation, Transportation and Infrastructure, and Public Safety and Communication. Each action is designated as high, medium, or low priority, and the implementers are identified. An approximate cost estimate and potential funding sources are also provided.

Implementers, in nearly all cases, include Borough staff with support from the appropriate Commission or Committee. In some cases, implementers may also include private entities, such as Fellowship House, realtors, or developers. Generally speaking, it is assumed that Borough staff time will be used for grant writing, project management, and consultant coordination and oversight. The Commissions or Committees will offer volunteer labor such as research, inventory, and outreach.

The County's program requires that all actions be prioritized as high, medium, or low. For this update, high priority actions are those related to improving connectivity among the riverfront, downtown, and the neighborhoods, as well as actions that strengthen or protect the identity of the downtown and the neighborhoods. Some of these high-priority action items are already underway. Medium priority action items are those items that can wait, either because the personnel or funding resources are not yet available or more research or groundwork is needed. Low priority items are not unimportant, as they, too, were identified during the public process as a need. However, those items may either be largely established and need less staff attention, require attention primarily from volunteer groups, such as members of the Borough's Commissions or committees, or are those that simply can wait that much longer to support the associated goal.

For the purposes of grant writing, cost estimates were divided into two categories: Borough/Consultant and Volunteer Committee. The Borough/Consultant category includes the costs of paid Borough staff time, the time of a consultant,

and where applicable, other types of labor. The Volunteer Committee category includes the time donated by Committee members, Commissioners, or other volunteer labor that may be counted toward in-kind matches from the Borough.

Cost estimates in all cases are approximate and do not account for inflation. When pursuing an action item, the cost estimate should be re-evaluated and adjusted accordingly. Table 8: Funding Opportunities, which follows the action plan, illustrates what types of projects are supported by current funding programs. It should be noted that some programs may be discontinued and new ones may be created.

**Implementers:** BDC=Business Development Commission; CPC=Planning Commission; EAC=Environmental Action Commission; PRC=Parks & Recreation Commission; PWC=Public Works Committee; STC=Shade Tree Commission; TPC=Transportation & Parking Committee

**Priority:** High; Medium; Low

**Cost Estimate:** B=Borough staff; V=Volunteer members of Committees and/or Commissions or others; C=Consultants and/or Contractors

**Funding Sources:** State/Regional: CAT=Community Action Team; CBD=Community and Business Development; CDBG=Community Development Block Grant; CCE=Community Conservation and Employment; CRP=Community Revitalization; CCH=Core Communities Housing; EAP=Economic Advancement; ESP=Elm Street; ERRT=Emergency Respondents and Training; GG=Growing Greener; HOME=Home Investment Partnership; HSSR=Hometown Streets and Safe Routes; HRA=Housing Redevelopment Assistance; MSP = Main Street; NRI=Neighborhood Revitalization Initiative; PHMC = PA Historical & Museum; PCTI = PA Community Transportation Initiative; PIB=PA Infrastructure Bank; R&R=Renovate and Repair; TCSP=Transportation Community & System Preservation; TCDI=Transportation & Community Development Initiative; TE = Transportation Enhancements; UDP=Urban Development Program; County: Act 137=Affordable Housing Trust; GF/GT=Green Fields Green Towns; MCCR=MontCo Community Revitalization; Private: IKS=In-Kind Service; BO=Business Owner(s)

ECONOMIC DEVELOPMENT GOALS AND ACTIONS		Implementers	Priority	Cost Estimate		Funding Sources
				Borough/ Consultant	Volunteer Committee	
<b>1. Explore avenues for branding, marketing, and celebrating the assets of Conshohocken.</b>						
1.1	Explore community support and feasibility for marketing Conshohocken as a trail and river town. A marketing study is recommended that will address potential events and branding, as well as a detailed assessment by a transportation consultant about the needed pedestrian and bicycle connections. See Task 10.1.d for the estimated cost of the transportation assessment.	Borough, BDC	High	\$50,000	N/A	Borough, retailers, CBD, CRP, EAP, ESP, HSSR, MSP, MCCR, PCTI, GF/GT
a.	Develop custom wayfinding signage to be placed along the riverfront, Fayette Street, and in the neighborhoods to link these assets. The estimate assumes the cost for the design, planning, engineering, and installation of 30 signs. The estimated cost is subject to adjustment based on final design complexity, graphics, and ornamentation.	Borough	High	\$50,000	N/A	
b.	Develop an information kiosk for installation in 3 strategic locations, such as in downtown, along the riverfront, or in Marywood Park, to serve the residents, business owners, and visitors to the borough. The cost estimate includes design, planning, engineering, and installation. The estimated cost is subject to adjustment based on final design complexity, graphics, and ornamentation.	Borough	High	\$25,000	N/A	
c.	Continue working with private developers to construct a boat house and other river-related amenities on the Borough's riverfront property that will benefit all types of users.	Borough, private	High	Staff time as needed	N/A	
d.	Establish an annual river-related promotional event to market the borough as a river town during peak seasons or indoor rowing competitions at local gyms in the off season. Work with a marketing consultant to assist in development and execution of this task.	BDC, private	Low	\$25,000	\$20,000	
e.	Explore the feasibility of expanding the bicycle network and continue installing bike racks in strategic locations along those routes throughout the borough on an as-needed basis. The cost estimate assumes that the Borough Engineer will identify appropriate locations for approximately 50 additional bike racks to be installed by Borough staff.	Borough, TPC	Low	\$30,000	N/A	
1.2	Identify opportunities for evening or weekend events. Explore what other cities and towns have done, such as themed window competitions, First Friday events, or a seasonal Night Market event. Consider using the services of an intern to assist owners in effective visual display techniques.	Borough, BDC	Medium	N/A	\$2,000	Borough, developers, CBD, CCE, EAP
a.	For events along the riverfront, work with building owners to make additional parking available, as needed, to participants.	Borough	Medium	Staff time as needed	N/A	
b.	Undertake an inventory of vacant properties. Explore temporary use strategies or events in or on vacant properties, such as those associated with the Pop-Up City movement (eg, Cleveland's Bazaar Bizarre or Pop Up Dog Park; the traveling yard sale in West Conshohocken).	BDC	Low	N/A	\$2,000	
c.	Consider establishing a movie night at Fellowship House, which could serve as a fundraising event for this community asset.	BDC, Fellowship House	Low	N/A	\$2,000	
1.3	Examine how to cultivate home-grown entrepreneurs, such as through establishing a small business development program or other support programs.	Borough, BDC	Low	Staff time as needed	\$2,000	Borough, CBD,
a.	Consider establishing a Business Improvement District (BID) and/or Main Street Program centered on the Fayette Street commercial core. Review the County Planning Commission's resources about successful Main Streets; research other local municipalities with successful programs to identify lessons learned; and reach out to the PA Downtown Center, of which Conshohocken is a member.	Borough	Medium	Staff time as needed	\$5,000	



ECONOMIC DEVELOPMENT GOALS AND ACTIONS			Implementers	Priority	Cost Estimate		Funding Sources
					Borough/ Consultant	Volunteer Committee	
<b>2. Ensure that Fayette Street remains a viable pedestrian-oriented commercial corridor with ample foot traffic.</b>							
2.1	As market forces increase Fayette Street's desirability by private entities for drive thru-commerce establishments, plan for suitable development scenarios. Work with the Borough Planner to inventory soft site development opportunities; undertake an analysis of appropriate uses and revise ordinances to support those uses; and prepare architectural guidelines to demonstrate to potential developers what is appropriate for the site(s). Work with the Borough Engineer to analyze potential traffic and quality of life impacts using realistic development scenarios.	Borough	Medium	\$85,000	N/A	Borough, CAT, CBD, CCE, EAP, ESP, MSP, PCTI, TCDI, GG, MCCR	
2.2	Conduct a feasibility study to determine whether the upper stories of buildings on Fayette Street north of Ninth Avenue can support non-retailers, including professional/medical businesses. This study would include an inventory, a second floor adaptability analysis to assess how egress and ADA requirements can be met, and an assessment of what ordinance changes would be needed.	Borough, BDC	Medium	\$70,000	N/A	Borough, CBD	
2.3	Using the vacancy inventory, assess how vacant buildings may become animated with temporary uses. For example, small spaces could be used for existing business advertising or public art displays and larger spaces could be used for art installations or performances.	Borough, BDC	Low	Staff time as needed	\$2,000	Borough, CBD, CCE, EAP, BO	
<b>3. Increase and diversify the Borough's retail supply.</b>							
3.1	Maintain an inventory of available commercial properties. Work with the Business Development Commission to keep this list current, advertise available space to prospective commercial tenants, and work with local realtors and developers to recruit desired businesses and match them to appropriate available properties. Consider adding this information to the Borough's website.	Borough, BDC	High	Staff time as needed	\$2,000		
3.2	Explore the feasibility expanding the commercial areas in the borough to accommodate additional retailers. This analysis would recommend new boundaries for the Fayette Street core and identify potential locations of new mini business districts elsewhere in the borough. The Borough Planner would work with the Borough Solicitor to prepare an amended ordinance. Areas to look at include expanding the business district along Spring Mill and Third Avenues and encouraging retail/small business development on the Avenues between Forrest and Harry Streets.	Borough	Medium	\$15,000	N/A	Borough, CAT, CBD, CCE, EAP	
3.3	Pursue new retail opportunities identified in this study's Market Analysis, such as a small supermarket, additional cafes, apparel stores, home furnishing stores, and other specialty goods such as sporting good stores.	Borough, BDC	Low	Staff time as needed	\$2,000	Borough, CAT, CBD, CCE, EAP	

**Implementers:** BDC=Business Development Commission; CPC=Planning Commission; EAC=Environmental Action Commission; PRC=Parks & Recreation Commission; PWC=Public Works Committee; STC=Shade Tree Commission; TPC=Transportation & Parking Committee

**Timeframe:** Short=0 - 2 years; Medium=3 - 5 years; Long= 6 - 10 years

**Cost Estimate:** B=Borough staff; V=Volunteer members of Committees and/or Commissions or others; C=Consultants and/or Contractors

Funding Sources: State/Regional: CAT=Community Action Team; CBD=Community and Business Development; CDBG=Community Development Block Grant; CCE=Community Conservation and Employment; CRP=Community Revitalization; CCH=Core Communities Housing; EAP=Economic Advancement; ESP=Elm Street; ERRT=Emergency Respondents and Training; GG=Growing Greener; HOME=Home Investment Partnership; HSSR=Hometown Streets and Safe Routes; HRA=Housing Redevelopment Assistance; MSP = Main Street; NRI=Neighborhood Revitalization Initiative; PHMC = PA Historical & Museum; PCTI = PA Community Transportation Initiative; PIB=PA Infrastructure Bank; R&R=Renovate and Repair; TCSP=Transportation Community & System Preservation; TCDI=Transportation & Community Development Initiative; TE = Transportation Enhancements; UDP=Urban Development Program; County: Act 137=Affordable Housing Trust; GF/GT=Green Fields Green Towns; MCCR=MontCo Community Revitalization; Private: IKS=In-Kind Service; BO=Business Owner(s)

<b>ECONOMIC DEVELOPMENT GOALS AND ACTIONS</b>		Implementers	Priority	Cost Estimate		Funding Sources
				Borough/ Consultant	Volunteer Committee	
<b>4. Strengthen the identity of Conshohocken's downtown through aesthetic improvements.</b>						
4.1	Work with the Borough Planner to update the Façade Guidelines that apply to Fayette Street. Include guidance for infill developments and treatment of contemporary buildings.	Borough	High	\$40,000	N/A	Borough, CRP, ESP, MSP, MCCR
4.2	Continue downtown-focused greening efforts to enhance the borough's visual identity, improve the pedestrian environment, reduce impervious surface, and improve the watershed. This estimate assumes the annual cost for 25 trees, including topsoil and mulch. The estimate does not include the cost of sidewalks or the installation of tree pits.	Borough, STC, BDC, EAC	Medium	\$10,000	N/A	Borough, CBD, CCE, CRP, EAP, ESP, MSP, PCTI, TE, Treevitalize, UDP, GF/GT, MCCR
4.3	Work with the Borough Planner and Borough Solicitor to strengthen zoning language for development along the riverfront, such as incorporating stricter design standards, promoting green building design, and further protecting watershed buffers. Memorialize developer agreements for negotiated improvements and the preservation of open space to provide a means for enforcement.	Borough	Medium	\$15,000	N/A	Borough
<b>5. Enhance the viability of the Borough's existing commercial entities through business assistance initiatives.</b>						
5.1	Prepare a survey to understand the needs of existing business owners in the neighborhoods; identify financial, promotional, or procedural assistance needed; and identify opportunities for assisting with the expansion of existing businesses to keep them in the Borough.	Borough, BDC, private	Low	\$15,000	\$2,000	Borough, Banks, CEDCO



HOUSING AND NEIGHBORHOOD PRESERVATION GOALS AND ACTIONS		Implementers	Priority	Cost Estimate		Funding Sources
				Borough/Consultant	Volunteer Committee	
<b>6. Explore ways to retain and improve the unique housing stock that gives rise to the identity of Conshohocken.</b>						
6.1	Develop a plan to preserve the character of the borough's neighborhoods. See the following sub-tasks for cost estimates.	Borough	High	See 6.1 a-e	See 6.1 a-e	Borough, ESP, MSP, R&R, MCCR, PHMC
a.	Establish greater code flexibility for older buildings to ensure that they are retrofitted rather than demolished.	Borough, CPC	Medium	Staff Time as needed	N/A	
b.	Consider adopting a Traditional Neighborhood Development overlay and associated architectural guidelines to accommodate rehabilitation and new construction projects. The overlay and guidelines would be prepared by a planning consultant with input from the Borough's solicitor.	Borough, CPC	Medium	\$50,000	N/A	
c.	Consider adoption of a historic preservation ordinance. Work with a historic preservation professional to identify locally significant properties of historic importance and prepare the support materials, developing a policy on tear-downs, and the ordinance. This task would require review and comment by the Borough's solicitor.	Borough, CPC	Medium	\$50,000	N/A	
d.	Undertake a building typology study with cost estimates to determine how existing buildings may be best retrofitted, rather than demolished, to maintain the continuity and character of the borough's neighborhoods. This study could work for all segments of the population, but may be particularly beneficial for retaining young families with kids and addressing the housing needs of senior and affordable housing populations.	Borough, CPC	Medium	\$50,000	N/A	
e.	Using staff, volunteer, and marketing consultant time, sponsor events to educate property owners on affordable ways to rehabilitate, repair, and weatherize the older buildings in ways that are consistent with the style and materials of those buildings.	Borough	Low	\$15,000	N/A	
<b>7. Expand the opportunities for affordable and senior housing throughout Conshohocken to strengthen inclusivity of different populations and diversity of housing options.</b>						
7.1	Explore opportunities to increase the number of affordable and senior housing units. Work with local developers and realtors to further examine the market for these types of housing, and inventory potential locations. The building typology study recommended in Task 6.1.d would be helpful in completing this task.	Borough	Medium	\$10,000	N/A	Borough, CDBG, CRP, HOME, CCH, GG, HRA, PHFA, LIHTC, NRI, PennHOMES,

**Implementers:** BDC=Business Development Commission; CPC=Planning Commission; EAC=Environmental Action Commission; PRC=Parks & Recreation Commission; PWC=Public Works Committee; STC=Shade Tree Commission; TPC=Transportation & Parking Committee

**Timeframe:** Short=0 - 2 years; Medium=3 - 5 years; Long= 6 - 10 years

**Cost Estimate:** B=Borough staff; V=Volunteer members of Committees and/or Commissions or others; C=Consultants and/or Contractors

**Funding Sources:** State/Regional: CAT=Community Action Team; CBD=Community and Business Development; CDBG=Community Development Block Grant; CCE=Community Conservation and Employment; CRP=Community Revitalization; CCH=Core Communities Housing; EAP=Economic Advancement; ESP=Elm Street; ERRT=Emergency Respondents and Training; GG=Growing Greener; HOME=Home Investment Partnership; HSSR=Hometown Streets and Safe Routes; HRA=Housing Redevelopment Assistance; MSP = Main Street; NRI=Neighborhood Revitalization Initiative; PHMC = PA Historical & Museum; PCTI = PA Community Transportation Initiative; PIB=PA Infrastructure Bank; R&R=Renovate and Repair; TCSP=Transportation Community & System Preservation; TCDI=Transportation & Community Development Initiative; TE = Transportation Enhancements; UDP=Urban Development Program; County: Act 137=Affordable Housing Trust; GF/GT=Green Fields Green Towns; MCCR=MontCo Community Revitalization; Private: IKS=In-Kind Service; BO=Business Owner(s)



HOUSING AND NEIGHBORHOOD PRESERVATION GOALS AND ACTIONS			Implementers	Priority	Cost Estimate		Funding Sources
					Borough/ Consultant	Volunteer Committee	
<b>8. Make green and open space a priority. Continue exploring opportunities to add green space and other types of communal open space throughout Conshohocken.</b>							
8.1	Upgrade existing park and recreational areas in accordance with the recommendations in the Recreation and Open Space Plans, ensuring that those improvements are ADA compliant. Develop a play equipment replacement schedule, with replacements to be funded through the Park and Recreation Fee; assess what new amenities may be needed, such as information kiosks or the installation of more playground equipment for toddlers; and explore alternate uses for the A and B Fields that do not have high impacts on the turf.		Borough, PRC	High	\$10,000	\$5,000	Borough, GF/GT
8.2	Investigate opportunities to introduce more green and open space in the borough, including along the riverfront.		Borough, STC, PRC	Medium	Staff time as needed	\$2,000	Borough, TE, GF/GT
a.	Continue the street tree planting program throughout neighborhoods. This estimate includes the annual cost of planting 25 trees and the research for other greening efforts.		Borough, STC, EAC	High	\$12,400	\$2,000	
b.	Establish volunteer organization(s) to assist the Borough in maintenance of green space and community amenities, such as a regularly scheduled, neighborhood-based, community improvement program for clean-up/green-up events and/or a volunteer park friends' group.		Borough, PRC	Medium	Staff time as needed	\$2,000	
c.	Explore other "green street" solutions, such as stormwater planters, rain gardens, and curb extensions for additional plantings.		Borough, STC, EAC	Medium	Staff time as needed	\$4,000	
d.	Investigate where to construct additional community amenities such as a dog park, community garden, or other somewhat active, communal open spaces. Investigate best practices for the siting and construction of dog parks.		Borough, PRC	Low	\$2,400	\$2,000	
<b>9. Develop a master plan for the waterfront that protects this resource, particularly as the Borough continues to address future development of, and connections to and from, this asset.</b>							
9.1	Form a Waterfront Committee and develop a waterfront master plan and guide its implementation. This study would be prepared by planning, civil engineer, and landscape architect consultants.		Borough, CPC, EAC	High	\$75,000	N/A	Borough, CBD, CCE, EAP, MCCR
a.	In accordance with the Redevelopment Plan, work with private developers to complete the walking trail along the bank of the Schuylkill River.		Borough, PRC	High	Staff time as needed	N/A	
b.	Convene a roundtable of experts in riverfront planning, stormwater management, and natural resource protection to advise the Borough in its planning efforts. The Borough would use staff, Waterfront Committee, and planning consultant time to plan for this event.		Borough, CPC, EAC	Medium	\$20,000	\$5,000	
c.	Work with the County on the design and installation of wayfinding signage and lighting along the Schuylkill River and Cross-County Trails and from the trails to Fayette Street.		Borough	Medium	Staff time as needed	N/A	
d.	Study the feasibility for riverfront access west of the Matsonford Bridge. This study would be prepared by a transportation engineering consultant.		Borough	Low	\$75,000	N/A	
e.	Work with Plymouth Township, West Conshohocken Borough, Whitmarsh Township, and Lower Merion Township to establish connections adjacent to and across from the Schuylkill River for assets such as the proposed West Schuylkill River Trail.		Borough, CPC	Low	\$2,400	\$2,000	
9.2	Support the ongoing development of the 17.5 mile Cross-County Trail that extends from the Schuylkill River Trail in Conshohocken to Willow Grove.		Borough, PRC	Low	Staff time as needed	Volunteer time as needed	Borough



TRANSPORTATION AND INFRASTRUCTURE GOALS AND ACTIONS		Implementers	Priority	Cost Estimate		Funding Sources
				Borough/Consultant	Volunteer Committee	
<b>10. Improve connection and mobility options for pedestrians, cyclists, transit riders, and drivers throughout Conshohocken so that they are clear, safe, and efficient.</b>						
10.1	Create safe, pedestrian- and bicycle-focused linkages to parks, recreation facilities, and access to the river. See the following sub-tasks for cost estimates.	Borough	High	See 10.1 a-f	See 10.1 a-f	Borough, CDBG, CRP, HSSR, PCTI, TCSP, TCDI, TE, MCCR
a.	Improve the pedestrian safety conditions, and overall pedestrian experience, along Matsonford Bridge. The Borough will work with its Engineer, PennDOT, and the County to identify ways in which to improve conditions. In addition the Borough would apply for funding to address this action.	Borough	High	\$5,000	N/A	
b.	Inventory sidewalk and curb conditions leading to neighborhood parks and recreation facilities and to the riverfront.	Borough, PRC	Medium	\$7,000	\$2,000	
c.	Install new, or replace as needed, faded crosswalks. Borough staff will address this task on an as-needed basis, and the estimate assumes the cost to install the street print for 1 crosswalk, such as those along Fayette Street.	Borough	Low	\$15,000	N/A	
d.	As part of the marketing study to brand the Borough as a trail and river town, assess the potential for major bicycle routes among neighborhood parks, to recreation facilities, and to the riverfront. Document where amenities, such as bike racks and signage, should be installed. Examine the potential for making Harry Street a more pedestrian friendly connector to the riverfront. This portion of the study will be prepared by a transportation engineering consultant. See Task 1.1. for the estimated cost of the market study.	Borough, TPC, PRC	High	\$30,000	N/A	
e.	Work with the Borough Engineer to undertake an analysis for the installation of more pedestrian lighting throughout the Borough. Explore the use of solar fixtures.	Borough	Low	\$25,000	N/A	

**Implementers:** BDC=Business Development Commission; CPC=Planning Commission; EAC=Environmental Action Commission; PRC=Parks & Recreation Commission; PWC=Public Works Committee; STC=Shade Tree Commission; TPC=Transportation & Parking Committee

**Timeframe:** Short=0 - 2 years; Medium=3 - 5 years; Long= 6 - 10 years

**Cost Estimate:** B=Borough staff; V=Volunteer members of Committees and/or Commissions or others; C=Consultants and/or Contractors  
**Funding Sources:** State/Regional: CAT=Community Action Team; CBD=Community and Business Development; CDBG=Community Development Block Grant; CCE=Community Conservation and Employment; CRP=Community Revitalization; CCH=Core Communities Housing; EAP=Economic Advancement; ESP=Elm Street; ERRT=Emergency Respondents and Training; GG=Growing Greener; HOME=Home Investment Partnership; HSSR=Hometown Streets and Safe Routes; HRA=Housing Redevelopment Assistance; MSP = Main Street; NRI=Neighborhood Revitalization Initiative; PHMC = PA Historical & Museum; PCTI = PA Community Transportation Initiative; PIB=PA Infrastructure Bank; R&R=Renovate and Repair; TCSP=Transportation Community & System Preservation; TCDI=Transportation & Community Development Initiative; TE = Transportation Enhancements; UDP=Urban Development Program; County: Act 137=Affordable Housing Trust; GF/GT=Green Fields Green Towns; MCCR=MontCo Community Revitalization; Private: IKS=In-Kind Service; BO=Business Owner(s)

TRANSPORTATION AND INFRASTRUCTURE GOALS AND ACTIONS		Implementers	Priority	Cost Estimate		Funding Sources
				Borough/Consultant	Volunteer Committee	
10.2	Advocate for transit upgrades. See the following sub-tasks for cost estimates.	Borough, TPC	High	See 10.2 a-d	See 10.2 a-d	Borough, PIB, TE
a.	Continue working toward implementing the vision for the Conshohocken Train Station by: working with SEPTA to determine a suitable "window" for a platform location around which the concept design can be refined and reviewed; publicizing and building support for the Vision Plan (2007); incorporating the plan into other official plans; identifying early implementation projects to work on with SEPTA, such as improved signage and lighting; improving regular maintenance of the stairways; and reaching out to businesses that would benefit from an improved station. The Borough will work with SEPTA, with support from the Transportation and Parking Committee and Business Development Commission to implement the Vision Plan.	Borough, SEPTA, TPC, BDC	High	\$5,000	\$4,000	
b.	Create a consistent strategy for integrating the train station with the Fayette Street corridor as a single, transit-oriented design district, prioritizing the bicycle and pedestrian connections, installing safer track crossings, and including grade changes that are needed to support a better perception of accessibility to and from the station. This study will be prepared by transportation engineering and planning consultants with input from economic development and real estate professionals.	Borough, TPC	Medium	\$80,000	N/A	
c.	Require major developers to incorporate a transit and pedestrian strategy in their proposed plans to ensure that linkages between private space and public right-of-way are safe and visible. The Borough will work with private developers on an as-needed basis.	Borough	High	Staff time as needed	N/A	
d.	Support continued funding for The Rambler and the expansion of service times. This task will be undertaken by Borough staff with support from the Transportation and Parking Committee.	Borough, TPC	Low	Staff time as needed	Volunteer time as needed	
10.3	Continue the broad strategy of traffic calming throughout the borough by further enhancing Fayette Street and other commercial corridors and intersections. See the following sub-tasks for cost estimates.	Borough	Medium	See 10.3 a-c	See 10.3 a-c	Borough, MCCR, TE, TCSP
a.	Complete the streetscape improvements started on Fayette Street to Twelfth Avenue (south side), including lighting with conduit and conductors, street furniture, bump outs, crosswalks and ramps, curbs, sidewalks, and pavers. Similar streetscape improvements should also occur toward the riverfront from Elm Street, First Avenue, and Harry Street. The estimate assumes the cost for one block, and the Borough will continue this effort with additional assistance from outside funders.	Borough	High	\$525,000	N/A	
b.	Post the 25 mph speed limit on Fayette Street more prominently at the borders of Whitemarsh and Plymouth, and near the base of the Matsonford Bridge, to remind motorists that their speeds must be reduced. The Borough will work with its engineer and PennDOT to improve the posting of speed signage.	Borough, PennDOT	Low	\$10,000	N/A	
c.	Work with the Borough Engineer to assess whether there are further measures that can be taken to improve the safety of the Fayette Street intersections.	Borough	Low	\$25,000	N/A	
<b>11. Continue investigating and participating in ways to relieve congestion and improve the parking supply throughout Conshohocken.</b>						
11.1	Re-examine the parking demand study with the Borough Engineer. Assess the need for a parking authority and the feasibility of a new parking structure on Forrest Street. Identify the next streets to continue the angled parking program, opportunities for shared parking, the potential for using the ends of public streets for community parking, and appropriate areas for permit parking.	Borough	High	\$50,000	N/A	Borough, PCTI, TCSP, TCDI
11.2	Continue implementing traffic calming and congestion relieving initiatives. Consider installing "do not block the box" striping and signs at major intersections and, at unsignaled cross-avenues with Fayette, installing signage at the ends of streets to allow right turns only, where appropriate. The Borough will work with its engineer and PennDOT to address these ideas.	Borough	Medium	\$15,000	N/A	Borough



TRANSPORTATION AND INFRASTRUCTURE GOALS AND ACTIONS			Implementers	Priority	Cost Estimate		Funding Sources
					Borough/Consultant	Volunteer Committee	
<b>12. Evaluate and enhance the condition of neighborhood infrastructure with a long-term plan for cyclical maintenance.</b>							
12.1	To encourage recycling, investigate the reward-based program, Recycle Bank, where residents can redeem points at local businesses and national chains. This task will be undertaken by Borough staff with support from the Public Works Committee.	Borough, PWC	Medium	Staff time as needed	\$2,000	Borough	
12.2	Work with the Borough Planner to identify locations to preserve historic curbing materials. Develop a formula to assess when preservation vs. salvage for reuse is appropriate.	Borough, PWC	Low	\$7,000	N/A		
12.3	Investigate feasibility of automated trash collection. This task will be undertaken by Borough staff with support from the Public Works Committee.	Borough, PWC	Low	Staff time as needed	\$2,000		
<b>13. Decipher the ownership of alleys and establish a written policy that supports how they will be used, improved, and maintained.</b>							
13.1	Retain a transportation engineering consultant, with input from a solicitor, to prepare a study on alley ownership and maintenance. This study would address why the alley is present; determine whether there are any abandoned alleys and how that land should be cared for; identify best practices for needed improvements and maintenance; identify appropriate pervious pavers and materials; and identify what alleys may be able to support parking. The study may also want to identify successful maintenance programs, such as the use of neighborhood-based committees.	Borough, PWC	High	\$50,000	N/A	Borough	

**Implementers:** BDC=Business Development Commission; CPC=Planning Commission; EAC=Environmental Action Commission; PRC=Parks & Recreation Commission; PWC=Public Works Committee; STC=Shade Tree Commission; TPC=Transportation & Parking Committee

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**Cost Estimate:** B=Borough staff; V=Volunteer members of Committees and/or Commissions or others; C=Consultants and/or Contractors  
**Funding Sources:** State/Regional: CAT=Community Action Team; CBD=Community and Business Development; CDBG=Community Development Block Grant; CCE=Community Conservation and Employment; CRP=Community Revitalization; CCH=Core Communities Housing; EAP=Economic Advancement; ESP=Elm Street; ERRT=Emergency Respondents and Training; GG=Growing Greener; HOME=Home Investment Partnership; HSSR=Hometown Streets and Safe Routes; HRA=Housing Redevelopment Assistance; MSP = Main Street; NRI=Neighborhood Revitalization Initiative; PHMC = PA Historical & Museum; PCTI = PA Community Transportation Initiative; PIB=PA Infrastructure Bank; R&R=Renovate and Repair; TCSP=Transportation Community & System Preservation; TCDI=Transportation & Community Development Initiative; TE = Transportation Enhancements; UDP=Urban Development Program; County: Act 137=Affordable Housing Trust; GF/GT=Green Fields Green Towns; MCCR=MontCo Community Revitalization; Private: IKS=In-Kind Service; BO=Business Owner(s)

PUBLIC SAFETY AND COMMUNICATION GOALS AND STRATEGIES			Implementers	Priority	Cost Estimate		Funding Sources
					Borough/ Consultant	Volunteer Committee	
<b>14. Consider the needs of public safety departments when planning for future infrastructure and safety improvements.</b>							
14.1	Add lighting along both walkways of Matsonford Bridge. Increase lighting in the stairwells, under the bridge, and in the vicinity of the train station. The Borough will work with PennDOT and SEPTA on this task, and may seek may additional funding through outside sources.		Borough	High	Staff time as needed	N/A	Borough, UDP, HSSR
14.2	Prepare a feasibility study for the installation of high-definition cameras to monitor criminal activity. Locations where these cameras may be appropriate are along Fayette Street, Harry Street, Elm Street, and in the vicinity of the train station. The study should also assess what infrastructure is needed and what monitoring systems are appropriate.		Borough	Medium	\$60,000	N/A	Borough, UDP, HSSR
14.3	Add solar lighting, with electric back-up, along the bike paths. Include an emergency activation system for trail users to summon police and medical personnel. The Borough will work with the County to address this issue.		Borough	Medium	Staff time as needed	N/A	Borough, UDP, HSSR
14.4	To ensure that good sight lines are maintained, obtain a maintenance schedule from SEPTA for the vegetated areas along the bike path and railroad track intersections. The Borough will work with SEPTA to address this task.		Borough, SEPTA	Medium	Staff time as needed	N/A	Borough
14.5	In future streetscape projects, ensure that any new firefighting apparatus is compatible with streetscape improvements. The Borough will coordinate with the fire companies to address this task.		Borough, PWC	Low	Staff time as needed	N/A	Borough
14.6	Remind residents of the importance of keeping hydrants free of snow. Consider the use of markers so that hydrants are visible after major snow events. The Borough can use the website to remind the residents to shovel out the hydrants and, if still needed, install markers. The cost estimate assumes installation by Borough staff of 250 markers at \$15/ea.		Borough, PWC	Low	\$12,000	N/A	Borough
<b>15. Improve and enhance communication between the Borough and property owners and among the Borough's Committees and Commissions.</b>							
15.1	Develop a Communication Committee to address internal and external issues. See the following sub-tasks for cost estimates.		Borough	High	See 15.1 a-e	See 15.1 a-e	Borough
a.	Continue publishing the Borough's newsletter, and encourage greater use of the Borough's website. The estimate assumes the annual cost to coordinate volunteer authors, publish, print, and mail two newsletters (15,000 copies total).		Borough	High	\$15,000	\$7,000	
b.	Require all Committees and Commissions to report activities to Council on a regularly scheduled basis, and establish a system for regular communication and information sharing among Committees and Commissions with similar interests, such as the Planning Commission and the Business Development Committee and/or the Planning Commission and the Shade Tree Commission.		Borough	High	N/A	Volunteer time as needed	
c.	Establish standing meetings with adjacent municipalities. The Borough, with assistance from its Committees and Commissions, will attend meetings as necessary.		Borough	Medium	Staff time as needed	Volunteer time as needed	
d.	Formalize and consolidate email distributions lists. Borough staff will assemble, maintain, and update this information annually.		Borough	Low	Staff time as needed	N/A	
e.	Determine whether the Borough wants to provide links on its website to local organizations, agencies, blogs, etc. that provide information about activities, events, and issues in the borough. The Borough will work with its web consultant to address this task.		Borough	Low	\$5,000	N/A	





# FUNDING SOURCES

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The following website offers links and more information about the programs listed below, as well as other funding opportunities in Pennsylvania: <http://www.newpa.com/find-and-apply-for-funding>. It should be noted that existing funding sources may become obsolete, and new sources may arrive.

## Economic Development

### Commonwealth of Pennsylvania Sources

#### *Community Action Team Pre-Development Grant to Loan Program*

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/community-action-team-pre-development-grant-loan-program>

Use of funds: Early stage capital, to facilitate sketch planning, cost estimating, market evaluation, minimal site control activities (e.g. options to purchase) and general development coordination, project feasibility and environmental studies, consulting fees, marketing expenses, appraisals, preliminary financial applications, legal fees, architectural fees, engineering, engagement of a development team, option to acquire property, site control and title clearance.

#### *Community and Business Development Program*

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/community-and-business-development-program>

Use of funds: Improve the stability of the community; promote economic and/or community development; improve existing and/or develop new civic, cultural, recreational, industrial and other facilities or activities; assist in business retention, expansion, creation or attraction; promote the creation of jobs and employment opportunities; enhance the health, welfare and quality of life of citizens of the Commonwealth.

#### *Community Conservation and Employment Program*

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/community-conservation-and-employment-program>

Use of funds: Improve the stability of the community; promote economic and/or community development; improve existing and/or develop new civic, cultural, recreational, industrial and other facilities or activities; assist in business retention, expansion, creation or attraction; promote the creation of jobs and employment opportunities; enhance the health, welfare and quality of life of citizens of the Commonwealth.

#### *Economic Advancement Program*

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/economic-advancement-program>

Use of funds: Improve the stability of the community; promote economic and/or community development; improve existing and/or develop new civic, cultural, recreational, industrial and other facilities or activities; assist in business retention, expansion, creation or attraction; promote the creation of jobs and employment opportunities; enhance the health, welfare and quality of life of citizens of the Commonwealth.



## County Sources

### *Montgomery County Community Revitalization Program*

<http://planning.montcopa.org/planning/cwp/view.a,3,q,1737.asp>

Use of funds: Planning and implementation grants for construction, demolition, acquisition, streetscape projects, parking lots, commercial façade restoration, technical assistance, signage, culture and the arts, public safety, workforce development, and business assistance.

## Housing and Neighborhood Preservation

### Commonwealth of Pennsylvania Sources

#### *Community Development Block Grant*

<http://www.hud.gov/offices/cpd/communitydevelopment/programs/>

Use of funds: Housing rehabilitation, public services, community facilities, infrastructure improvement, development, and planning.

#### *Community Revitalization Program*

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/community-revitalization-program-crp>

Use of funds: Construction or rehabilitation of infrastructure, building rehabilitation, acquisition and demolition of structures/land, revitalization or construction of community facilities, purchase or upgrade of machinery and equipment, planning of community assets, public safety, crime prevention, recreation, and training.

#### *HOME Investment Partnership (HOME) Program*

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/home>

Use of funds: Housing development and rental assistance projects; including rehabilitation of existing properties and new construction.

#### *Core Communities Housing Program*

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/core-communities-housing-program>

Use of funds: Any housing activity permitted by Housing & Redevelopment Assistance guidelines. (The demolition of structures may only be funded if there is an immediate housing reuse for that same site.)

#### *Elm Street*

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/elm-street>

Use of funds: Planning, technical assistance, and physical improvements to residential and mixed-use areas in proximity to commercial districts, with the intent to compliment the Main Street Program (see below). The program is designed to help launch a neighborhood revitalization effort by strengthening the local organization promoting revitalization projects and activities. The Elm Street concept is structured around simultaneous action in five focus areas: clean, safe and green; neighbors and economy; design; image and identity; and sustainable organization. Elm Street helps pay for a professional coordinator to manage the activities.



### *Growing Greener II*

[http://www.portal.state.pa.us/portal/server.pt/community/growing\\_greener\\_2/19544](http://www.portal.state.pa.us/portal/server.pt/community/growing_greener_2/19544)

Use of funds: Grants to municipalities and nonprofits to help a community's downtown through community development and housing activities, downtown reinvestment, facade and anchor building activities, residential reinvestment, and business assistance.

### *Housing and Redevelopment Assistance*

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/housing-redevelopment-assistance>

Use of funds: Community revitalization and economic development; Development or rehabilitation of housing.

### *Main Street Program*

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/main-street-program>

Use of funds: Grants to municipalities and redevelopment authorities to foster economic growth, promote and preserve community centers, creating public/private partnerships, and improve the quality of life for residents. The program has two components, a Main Street Manager and Commercial Reinvestment. The Main Street Manager component funds a staff position that coordinates the community's downtown revitalization activities. The Community Reinvestment component provides funding for actual improvement projects in the community. The Main Street Manager is partially funded for a five-year period while the Community Reinvestment activities require a minimum of a 50% match. A business district action plan must be completed for eligibility in this program.

### *Pennsylvania Housing Finance Agency*

<http://www.phfa.org/default.aspx>

The PHFA is the Commonwealth's leading provider of capital for affordable homes and apartments. Created to help enhance the quality and supply of affordable homes and apartments for older adults, persons of modest means, and persons with disabilities, the Agency operates homeownership programs, rental housing development initiatives, and a foreclosure prevention effort. PHFA funds the following programs:

Homeownership Choice Program. This program provides funds for the development of single-family homes for purchase in urban communities. HCP is intended to be a part of a municipality's comprehensive approach to increase the net investment in housing in urban areas while building mixed-income communities and encouraging diversity of homeownership. HCP encourages market-sensitive and innovative land-use planning concepts and works in concert with commercial development and community and downtown revitalization efforts. The focus is on the development of new homeownership opportunities and the transformation of disinvested urban neighborhoods into attractive places to live, thereby offering a viable alternative to sprawling development. The program requires partnerships between the municipality, a for-profit, and non-profit builder/developer. Minimum size is 50 units.

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/home-ownership-choice-program-hcp>

Neighborhood Revitalization Initiative. Recognizing that in many neighborhoods and core communities it can be difficult to amass the property required to build the number of new homes required for impact in the Homeownership Construction Initiative, PHFA has added to the Homeownership Choice Programs the Neighborhood Revitalization Initiative in 2004. This Initiative is designed to encourage and support neighborhood and community revitalization efforts by promoting the development and renovation of existing structures and construction of new in-fill single family homes, for purchase, in urban neighborhoods and core communities. (Part of Homeownership Choice Program:

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/home-ownership-choice-program-hcp>



Low-Income Housing Tax Credits. PHFA allocates federal Low-Income Housing Tax Credits to generate private investment equity for rental ventures. It administers a \$20-million annual allocation for the Commonwealth of Pennsylvania. This program provides owners of, and investors in, affordable rental housing developments with tax credits that offer a dollar-for-dollar reduction in their tax liability. The credit may be taken for up to 10 years. Tax credits are usually sold to investors with the proceeds used to cover project construction costs.

PennHOMES Program. PHFA provides permanent financing for rental projects through the PennHOMES Program. It offers interest-free, deferred payment loans to support the development of affordable rental housing for lower-income residents. Financing is structured as primary or secondary mortgage loans. Eligible sponsors include for-profit or nonprofit entities. Developers may receive up to \$22,500/unit in PennHOMES financing but increase their chances of receiving financing if requesting a lower per-unit amount.

[http://www.phfa.org/forms/multifamily\\_application\\_guidelines/guidelines/dv\\_07\\_pnnhms\\_prgrm\\_gdlns.pdf](http://www.phfa.org/forms/multifamily_application_guidelines/guidelines/dv_07_pnnhms_prgrm_gdlns.pdf)

Renovate and Repair Loan Program. PHFA sponsors this program to improve Pennsylvania's aging housing stock, prevent homeowners from becoming victims of unscrupulous lending practices, and help homeowners prioritize their home repair spending so the work they pay for is what their home really needs. The program helps households with a combined household income of no greater than approximately 150% of the statewide median to rehab and improve their homes. Luxury and cosmetic items are not permissible.

[http://www.phfa.org/consumers/homeowners/renovate\\_repair/](http://www.phfa.org/consumers/homeowners/renovate_repair/)

*Treevitalize*

<http://www.treevitalize.net/>

Use of funds: Restoration of trees along streets and in parks and other public land. The Watersheds Program works to restore riparian areas and buffer projects. Grants to cover the cost of trees and technical assistance are offered.

## County Sources

*Act 137 Affordable Housing Trust Fund*

<http://mchcd.montcopa.org/mchcd/cwp/view.asp?a=1479&Q=34588>

Use of funds: Any program or project duly approved by the County Commissioners which increases the availability of quality housing, either sales or rental, to any county resident whose annual income is less than the County median income.

*Green Fields/Green Towns Program*

<http://planning.montcopa.org/planning/cwp/view.a.1413.q.3648.asp>

Use of funds: Acquisition of land or historic buildings, enhancement of existing public open spaces including hardscaping, landscaping, trails, and signs; includes floodplain restoration.

## Transportation and Infrastructure

### Commonwealth of Pennsylvania Sources

#### *Infrastructure Development Program*

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/infrastructure-development-program>

Use of funds: Transportation facilities, airports; clearing and preparation of land and environmental remediation; water and sewer systems, storm sewers; energy facilities; parking facilities; bridges, waterways; rail and port facilities; at former industrial sites only: land and building acquisition, construction and renovation by private developers; Telecommunications infrastructure

#### *Pennsylvania Community and Transportation Initiative*

<http://smart-transportation.com/pcti.html>

Use of funds: Funding to support local development projects and encourage walkable, mixed use developments; enhance and use the existing transportation network infrastructure; and improve regional connectivity and support transit-oriented and brownfield developments.

#### *Pennsylvania Infrastructure Investment Authority (PENNVEST)*

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/pennsylvania-infrastructure-investment-authori>

Use of funds: Design, engineering and construction costs associated with publicly and privately owned drinking water distribution and treatment facilities, storm water conveyance and wastewater collection, conveyance, treatment facilities and Brownfield site remediation.

#### *Pennsylvania Infrastructure Bank*

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/pennsylvania-infrastructure-bank-pib>

Use of funds: Roadway and bridge construction and repair, traffic signals, roadway drainage improvements, airport runways, hangars and equipment, railroad track, equipment and signals, and public transportation capital facilities and purchases.

#### *Transportation Enhancements Program*

[https://www.recoverysbc.org/ARRA\\_FundingStreams.aspx?id=88](https://www.recoverysbc.org/ARRA_FundingStreams.aspx?id=88)

Federal highway and transit funds are set-aside under the Surface Transportation Program for community-based, “non-traditional” projects designed to strengthen the cultural, aesthetic, and environmental aspects of the nation’s intermodal transportation system. Communities may use TE funds to expand travel choice, strengthen the local economy, improve the quality of life, and protect resources. The twelve (12) categories of projects eligible for these funds are: 1) provision of facilities for pedestrians and bicycles; 2) provision of safety and educational activities for pedestrian and bicyclists; 3) Acquisition of scenic easements and scenic or historic sites; 4) scenic or historic highway programs (including the provision of tourist and welcome center facilities; 5) landscaping or other scenic beautification; 6) historic preservation; 7) rehabilitation and operation of historic transportation buildings, structures or facilities (including historic railroad facilities and canals); 8) preservation of abandoned railway corridors (including the conversion and use thereof for pedestrian and bicycle trails; 9) control and removal of outdoor advertising; 10) archeological planning and research; 11) mitigation of water pollution due to highway runoff or to reduce vehicle-caused wildlife mortality while maintaining habitat connectivity; and 12) establishment of transportation museums.



*Transportation, Community, and System Preservation Program*  
<http://www.fhwa.dot.gov/tcsp/>

Use of funds: Transportation planning and implementation initiatives that improve the efficiency of a jurisdiction's transportation system, reduce environmental impacts of transportation, prevent future costly infrastructure investments, ensure access to employment and centers of trade, and identify strategies to encourage private sector development to help achieve these goals.

## Other Sources

*Transportation and Community Development Initiative Program (DVRPC)*  
<http://www.dvrpc.org/TCDI/>

Federal transportation funds are used to provide planning grants to local governments and select non-profit organizations to create plans that link transportation improvements with land use strategies, enhance established communities, and build upon existing public and private assets. This program strives to create more vital and livable neighborhoods in the region's core cities and disadvantaged communities by: supporting local planning projects that will lead to more residential, employment, or retail opportunities; improving the overall character and quality of life within these communities to retain and attract businesses and residents; enhancing and using the existing transportation network infrastructure capacity in these areas to reduce the demands on the region's transportation network; and reducing congestion and improving the efficiency of the region's transportation network

## Public Safety and Communication

### Commonwealth of Pennsylvania

*Emergency Responders Resources and Training Program*  
<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/emergency-responders-resources-training-program-err>

Any use related to supporting the emergency responder entity.

*Hometown Streets and Safe Routes to School Program*  
<http://www.dvrpc.org/SafeRoutes/>

The Home Town Streets Program includes a variety of streetscape improvements that are vital to reestablishing our downtown and commercial centers, such as sidewalk improvements, planters, benches, street lighting, pedestrian crossings, transit bus shelters, traffic calming, bicycle amenities, kiosks, signage and other visual elements. This program will not fund costs related to buildings or their facades or personnel costs related to a Main Street manager. Improvements such as general street paving and stormwater management structures will normally fall under other avenues of funding. Traffic signals are not intended to be funded by this program; however, in some cases, it may be appropriate to combine these types of improvements in a Home Town Streets project with other funding.

The Safe Routes to School Program is designed to work with both school districts and pedestrian and bicycle safety advocates to make physical improvements that promote safe walking and biking passages to our schools. Collectively, these efforts would save on school busing costs and promote a healthy lifestyle for our children. Some funding may be used for pedestrian education efforts. Examples of these types of improvements include: sidewalks, crosswalks, bike lanes or trails, traffic diversion improvements, curb extensions, traffic circles and raised median islands.

### *Urban Development Program*

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/urban-development-program-udp>

Use of funds: Construction or rehab of infrastructure, building rehabilitation, acquisition and demolition of structures/land, revitalization or construction of community facilities, purchase or upgrade of machinery and equipment, planning of community assets, public safety, crime prevention, recreation, and training

## Other Grant Opportunities

### Private Organizations

#### *Claneil Foundation, Inc.*

<http://www.claneilfoundation.org/>

Use of funds: Non-profit organizations may use the funds for projects that support the arts, education, health, the environment, and community development.

#### *Connelly Foundation*

<http://connellyfdn.org/>

Use of funds: Non-profit organizations may use the funds for projects that support education, health and social services, and civic and cultural programs.

#### *The McLean Contributorship*

[www.foundationcenter.org/grantmaker/mclean](http://www.foundationcenter.org/grantmaker/mclean)

Use of funds: Non-profit organizations may use the funds for projects that support capital projects to promote understanding of the natural environment, more cost-effective and compassionate care for the elderly, and education.

#### *PECO Green Regions*

[http://www.Peco.com/Pecores/environment\\_and\\_community/environment/for\\_our\\_community/green\\_region/](http://www.Peco.com/Pecores/environment_and_community/environment/for_our_community/green_region/)

Use of funds: Assist municipalities in the protection, acquisition, and enhancement of open space.

#### *The Reinvestment Fund*

<http://www.trfund.com/>

Use of funds: Private developers and non-profit organizations may use funds through the Affordable Housing Group to offer low-interest loans and technical assistance.

#### *Wells Fargo (Wachovia) Regional Foundation*

<http://www.tccgrp.com/results/wachoviaregional.php>

Use of Funds: Offers Neighborhood Planning Grants and Neighborhood Implementation Grants to non-profit organizations. Neighborhood Planning Grants support direct expenses that are essential to the planning process such as: planning consultants and/or staff, outreach and neighborhood organizing functions, community meetings, and advisory group development. Grants are designed to support neighborhood plans, not strategic or business plans for the organization. Neighborhood Implementation Grants can be used for program costs only. Program funding includes direct expenses essential to the project and can include staff salaries, a limited amount of equipment, supplies or fit-out. The Foundation does not provide funding for deficits, general operating costs or for “bricks and mortar” capital development.



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<http://conshohockens.com/>

# CONSHOHOCKEN REVITALIZATION PLAN UPDATE

## Appendix A: Market Analysis

*Prepared by:*

**Urban Partners**

*Prepared for:*

**Borough of Conshohocken**

**January 2011**

## INTRODUCTION

Urban Partners has been retained by the Borough of Conshohocken to prepare a real estate market analysis evaluating the retail, housing, and entertainment potential for the Borough, primarily in the downtown area, as part of Conshohocken Revitalization Plan Update.

Over the past two decades, Conshohocken has experienced a tremendous amount of commercial and residential development, taking advantage of its prime location at the junction of two interstate highways and on SEPTA's Norristown Line. To date, Conshohocken has not undertaken an analysis to examine the impacts of this growth on the Borough's commercial and residential market. This analysis serves as a baseline for existing economic conditions and market supply, and identifies the Borough's potential for expanded market opportunities that can serve its residents, employees, and visitors alike.

## BACKGROUND DEMOGRAPHICS

### Population

Conshohocken Borough is located in the central Montgomery County. U.S. Census data from 1990 and 2000 indicates that the Borough's population had declined during the 1990s by about 6% (see **Table 1**). Montgomery County, on the other hand, grew by approximately 11% during the same period.

**Table 1. Total Population**

Community	1990	2000	1990-2000 Change	% Change
Conshohocken Borough	8,064	7,589	-475	-5.9%
Montgomery County	678,111	750,097	71,986	10.6%

U.S. Census Bureau

The Census forecasts sustained population growth in the Borough from 2000 to 2009 (estimated) at more than 11% - a significant change from the loss witnessed in the 1990s (see **Table 2**). This exceeds the growth rate for Montgomery County for the same time period by more than two-and-a-half times. Conversely, the County's expected growth rate from 2000 to 2009 is only about a third of the growth it experienced in the 1990s.

**Table 2. 2009 Population Estimates**

Community	2000	2009	2000-2009 Change	% Change
Conshohocken Borough	7,589	8,456	867	11.4%
Montgomery County	750,097	782,339	32,242	4.3%

U.S. Census Bureau

The composition of Conshohocken's population has also changed over the decade between 1990 and 2000 (see **Table 3**).



**Table 3. 2009 Population by Race**

	1990	2000	1990-2000 Change	% Change
Black	561	590	29	5.2%
White	7,453	6,821	-632	-8.5%
Native American	13	6	-7	-53.8%
Asian	23	64	41	178.3%
Other	14	108	94	671.4%
Total	8,064	7,589	-475	-5.9%

U.S. Census Bureau

While the black population grew slightly during the 1990s, the white population decreased by almost 9%. The very small Native American population decreased by half its size, while the larger Asian population grew substantially (178%) in the 10-year period. “Other”, which mainly includes mixed races, increased in Conshohocken by a significant 671%.

## Employment

Between 1990 and 2000 in the Borough, employment increased while unemployment figures decreased significantly (see **Table 4**).

**Table 4. Employment Status\***

	1990	2000	1990-2000 Change	% Change
<i>Conshohocken Borough</i>				
Employed	3,991	4,320	329	8.2%
Unemployed	236	129	-107	-45.3%
Total	4,227	4,449	222	5.3%
<i>Montgomery County</i>				
Employed	358,563	384,688	26,125	7.3%
Unemployed	11,635	17,965	6,330	54.4%
Total	370,198	402,653	32,455	8.8%

\* Persons 16 years and older in labor force (excluding military)

U.S. Census Bureau

The 8% gain in the number of employed persons over 16 and the 45% decrease in unemployment in the Borough is possibly a result of the substantial growth in Conshohocken’s office sector during the ‘90s. During the same period, the County experienced a 7% gain in employed residents while at the same time saw very large increase - 54% - in unemployed residents. Because of the County’s overall growth, many of the new residents could have been unemployed upon arrival.

## Education

Although the Borough’s population declined in the 1990s, it became much more educated (see **Table 5**). As shown in the table, the number of Borough residents 25 years and over who did not finish 9<sup>th</sup> grade or high school decreased significantly between 1990 and 2000 (73% and 44% respectively). The number of residents attaining only a high school degree also decreased.



Conversely, the number of residents attending some college increased by 50%, while residents receiving a bachelor's degree more than doubled between 1990 and 2000. Furthermore, the amount of residents with graduate or professional degrees grew by 52%.

**Table 5. Educational Attainment\***

	1990	2000	1990-2000 Change	% Change
Less than 9th grade	575	154	-421	-73.2%
9th to 12th grade, no diploma	1,370	773	-597	-43.6%
High school graduate	2,133	2,073	-60	-2.8%
Some college, no degree	569	852	283	49.7%
Associate degree	241	244	3	1.2%
Bachelor's degree	426	886	460	108.0%
Graduate or professional degree	214	325	111	51.9%
Total	5,528	5,307	-221	-4.0%

\* Persons 25 years and older  
U.S. Census Bureau

## Income

Consistent with the gains in education and reductions in unemployment, the Borough's per capita income rose about 63% in the 1990s compared to the County's 41% increase (see **Table 6**). However, considering the inflation rate was about 34% during the same period, the increase is less impressive but it does indicate that incomes rose much higher than inflation in both the Borough and the County. Overall, however, the County was significantly wealthier on average than the Borough as of the beginning of the decade.

**Table 6. Per Capita Income**

	1989	1999	1989-1999 Change	% Change
Conshohocken Borough	\$13,566	\$22,128	\$8,562	63.1%
Montgomery County	\$21,990	\$30,898	\$8,908	40.5%

U.S. Census Bureau

## Poverty

Another indicator of the socio-economic condition of Conshohocken is poverty status (see **Table 7**). Between 1990 and 2000, Borough residents with incomes above the poverty level dropped by about 4%, while those below the poverty level dropped by a much greater 31%. So although the Borough's population declined in the 1990s, it was a disproportionately poor segment of the residents who left. This resulted in a poverty rate decrease from 7.9% to 5.8% in the Borough. Montgomery County experienced a much different trend, in which the County's population above the poverty line grew by almost 10% at the same time the population below the poverty line grew by 36%. This resulted in an increase in the poverty rate from 3.6% to 4.4%. So, while the Borough was significantly poorer than the County in the 1990s, it became more affluent while the County became less affluent.

**Table 7. Poverty Status**

	1989	1999	1989-1999 Change	% Change
<i>Conshohocken Borough</i>				
Above Poverty Level	7,418	7,140	-278	-3.7%
Below Poverty Level	633	439	-194	-30.6%
Total	8,051	7,579	-472	-5.9%
<i>Montgomery County</i>				
Above Poverty Level	634,856	696,667	61,811	9.7%
Below Poverty Level	23,779	32,215	8,436	35.5%
Total	658,635	728,882	70,247	10.7%

U.S. Census Bureau

## Housing

During the 1990s, Conshohocken Borough experienced a substantially different growth rate in housing units than Montgomery County, experiencing a 3.6% gain in housing units while the county's housing stock grew by almost 12% (see **Table 8**). This increase in housing stock in the Borough counters its loss of population during the same decade. For the County, the housing growth rate is slightly higher than population.

**Table 8. Housing Units**

	1990	2000	1990-2000 Change	% Change
Conshohocken Borough	3,397	3,518	121	3.6%
Montgomery County	265,856	297,434	31,578	11.9%

U.S. Census Bureau

Occupied housing increased during the 1990s in Conshohocken by 42 units, or less than 2% (see **Table 9**). At the same time, vacant housing units also increased - by 79, or 72% - from 1990 to 2000. This increase in vacant housing coinciding with a decrease in occupied housing and overall decrease in total housing units is likely the result of some units presumably being demolished during the 1990s.

**Table 9. Housing Occupancy Status**

	1990	2000	1990-2000 Change	% Change
<i>Conshohocken Borough</i>				
Occupied	3,287	3,329	42	1.3%
Vacant	110	189	79	71.8%
Total	3,397	3,518	121	3.6%
<i>Montgomery County</i>				
Occupied	254,995	286,098	31,103	12.2%
Vacant	10,861	11,336	475	4.4%
Total	265,856	297,434	31,578	11.9%

U.S. Census Bureau

For all of Montgomery County, both the occupied and vacant housing supply increased during the 1990s. The county experienced a 12% growth in housing, an increase of almost 32,000 units. The 4% increase in vacant housing was outpaced by the 12% growth in occupied units. This could



indicate a trend of some of the county's population shifting from older housing to new housing while the remaining new units are filled by new residents.

A notable characteristic of Conshohocken in the 1990s was the Borough's 3% decline in owner-occupied housing while its renter-occupied housing grew by 9% (see **Table 10**), thus increasing the overall rate of renter-occupancy in the Borough from 36 to 39%. This trend may reflect the younger and wealthier population moving into the Borough, while those leaving the Borough are the long-time home owners.

**Table 10. Housing Tenure Status**

	1990	2000	1990-2000 Change	% Change
<i>Conshohocken Borough</i>				
Owner Occupied	2,088	2,022	-66	-3.2%
Renter Occupied	1,199	1,307	108	9.0%
Total	3,287	3,329	42	1.3%
<i>Montgomery County</i>				
Owner Occupied	184,317	210,233	25,916	14.1%
Renter Occupied	70,678	75,865	5,187	7.3%
Total	254,995	286,098	31,103	12.2%

U.S. Census Bureau

These numbers are in contrast with Montgomery County's 14% growth in owner-occupied housing. Renter-occupied housing in the County also grew but by half the rate of owner-occupied housing, as compared to the Borough's reduction in renter-occupied housing. Most likely these numbers simply reflect a boom in new housing construction during the ten-year period from 1990 to 2000, both in for-purchase units as well as rental units in apartment complexes.

Data on the number of authorized residential building permits indicates significant growth in construction activity in Conshohocken Borough since 2000 (see **Table 11**). The most active period appears to be during the mid-decade in 2005 when permits were issued for 422 new residential units – 35 single-family residences and 387 units in three large multi-family buildings. The total figure for building permits issued in Table 11 suggests a growth in population of 1,518 persons, based on an average of 2.6 persons per household. This exceeds the Census population growth projection of 867 persons from 2000 to 2009.

**Table 11. Building Permits Issued for New Units**

Year	Single-Family	Two-Family	3 or 4-Family	5 + Family	Total
2000	10	0	0	0	10
2001	47	0	0	0	47
2002	38	0	0	0	38
2003	14	0	0	0	14
2004	10	0	0	0	10
2005	35	0	0	387	422
2006	11	0	0	0	11
2007	8	0	0	0	8
2008	15	0	0	0	15
2009	9	0	0	0	9
Total	197	0	0	387	584

U.S. Census Bureau

## RETAIL MARKET

### Retail Trade Area

Urban Partners conducted a retail market analysis to evaluate and describe the current performance of Conshohocken retailers. This analysis is intended for use in identifying opportunities for the further development of retailing in downtown Conshohocken based on the capture of area residents' and employees' retail purchases.

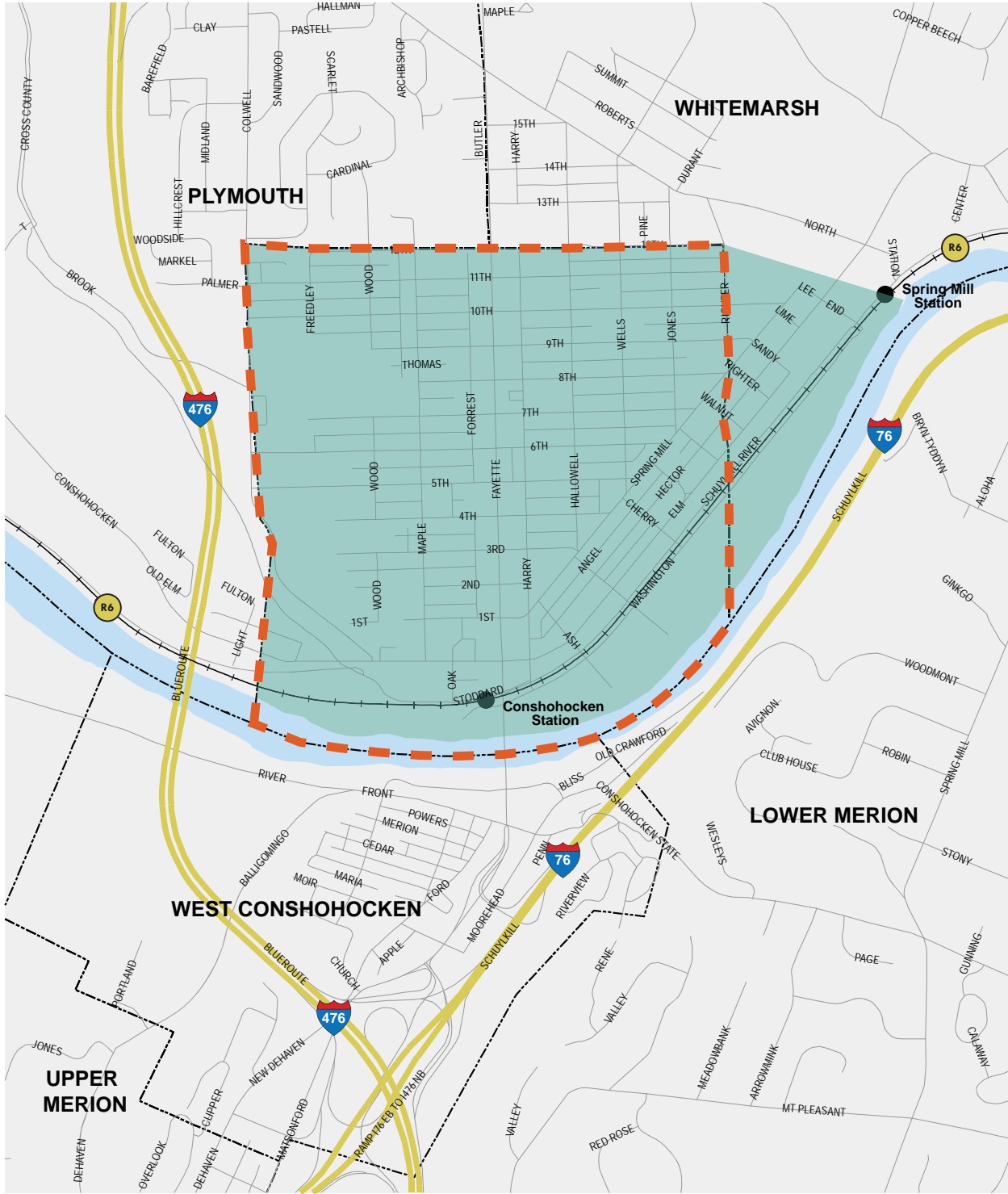
Several factors were considered to determine a logical retail trade area for the analysis, including:

- The appropriateness of downtown for additional smaller-scale retail amenities to serve nearby residential areas and employees
- The location of potentially competing businesses and their proximity to downtown Conshohocken
- Physical features such as roads and waterways that could potentially impact access to downtown retailers

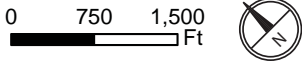
Based on these considerations and using Census tract boundary delineations, we have defined a retail trade area for this site that includes the Census Tract incorporating the entire Borough of Conshohocken, as well as thirteen Census Blocks in Whitmarsh Township just east of the Borough near the Spring Mill rail station (see **Figure A.1**).

As shown on the map in red, this retail trade area is bounded by the 12<sup>th</sup> Avenue on the north; the Schuylkill River on the east and south; and Colwell Lane on the west.





**FIGURE A.1: Conshohocken Retail Trade Area**



-  Conshohocken Boundary
-  Trade Area

## Trade Area Retail Supply

Urban Partners completed an inventory of all retail business establishments located within this identified retail trade area. The results of this inventory, described by retail type, location and size of the business, are included as **Appendix A.1** to this document.

This study focuses chiefly on retail stores engaged in selling merchandise for personal and/or household consumption and on establishments that render services incidental to the sale of these goods. Selected service establishments are also included, especially those businesses primarily providing personal services to individuals and households, such as hair and nail salons and laundry and dry cleaning establishments.

All retail establishments in the area were classified by type of business according to the principal lines of merchandise sold, the usual trade designation, estimated square footage, and level of sales. All establishments are classified according to the numeric system established for both government and industry practice – the NAICS. Banks and other financial establishments are excluded from this assessment because banking activities – deposits, loans, etc. – cannot be added to sales volume data for other types of retail establishments.

The term “retail store sales” in this analysis includes sales by establishments that are normally found in pedestrian-oriented retail shopping areas. This definition excludes the sales of automobile dealerships and repair facilities, service stations, fuel oil dealers, and non-store retailing. Unlike many secondary data sources, such as the Bureau of the Census, however, this definition does include the sales of service establishments such as barber shops, hair and nail salons, and dry cleaners.

**Table 12** on the next page describes the current range of stores available within the Conshohocken Trade Area and estimates the current performance of these stores. As of September 2009, the trade area included 84 operating retail businesses occupying about 216,000 square feet of store space. The trade area consists of a mixture of national and local chains, as well as independent entrepreneurs.

As the table shows, the majority of these establishments are community-serving stores meeting the everyday needs of nearby residents. Specifically, this store mix includes:

- Two convenience stores
- One drug store
- 14 limited-service restaurants
- 13 full-service restaurants
- Seven hair/nail salons
- Five dry cleaners or laundromats

The Trade Area also includes a bakery, a beer distributor, several bars and lounges, a hardware store, and a florist. Also included is the Edwards Freeman Nut Co., an “old world” factory outlet for candy and nuts established in 1890.

In terms of sales, the stand-out community-serving retail category is limited-service restaurants. Limited-service restaurants include coffee shops, pizza parlors, hoagie shops, and other take-out restaurants. While these types of establishments can be found throughout the Borough, most are located on Fayette Street. Approximately half in quantity, gross leasable area, and sales are bars and lounges. Since some serve food and are of a higher quality than typical bars, they could also be considered full- or limited-service restaurants. However, we have categorized these establishments separately as bars for the retail supply analysis. In total, the 41 businesses providing these community-serving goods and services occupy 59% of all store space and generate 67% of all sales in the Conshohocken Trade Area.



There are also 13 full-service restaurants located throughout the Trade Area, which offer wait staff and fine dining. These restaurants occupy more space and generate more sales than the limited-service restaurants in Conshohocken due to their more upscale nature and usually higher prices. But these restaurants are often well-known beyond the Borough, and attract customers from several miles away. As a result, full-service restaurants are a retail category of their own and are not considered a community-serving business.



**Table 12. Estimated 2010 Retail Store Performance – Conshohocken Trade Area Retailers**

RETAIL CATEGORY	No. of Stores	S.F. GLA	Retail Sales (\$1000)	Sales /SF	Pct. of Stores	Pct. of GLA	Pct. of Sales
<b>TOTAL</b>	<b>62</b>	<b>109,600</b>	<b>\$37,009</b>	<b>\$338</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>
<b>COMMUNITY-SERVING GOODS &amp; SERVICES</b>	<b>41</b>	<b>64,800</b>	<b>\$24,720</b>	<b>\$381</b>	<b>66.13</b>	<b>59.12</b>	<b>66.79</b>
Supermarkets, Grocery Stores							
Convenience Stores	2	4,000	**	**	3.23	3.65	**
Meat Stores							
Fish Stores							
Fruit & Vegetables							
Bakeries	1	1,500	**	\$300	**	1.37	**
Candy & Nuts	1	4,000	**	\$400	**	3.65	**
Other Speciality Foods							
Liquor & Beer Distributors	1	2,000	**	\$500	**	1.82	**
Drug Stores/Pharmacies	1	14,000	**	\$800	**	12.77	**
Cosmetics, Beauty Supplies, & Perfume							
Health Food Supplements							
Limited-Service Restaurants	14	15,300	\$4,400	\$288	22.58	13.96	11.89
Bars and Lounges	7	9,100	\$1,850	\$203	11.29	8.30	5.00
Dollar Stores & Other General Merchandise Stores							
Jewelry Stores							
Optical Stores							
Newsstands							
Video Stores							
Gift, Novelty, Souvenir Stores							
Hardware Stores	1	500	**	\$300	**	0.46	**
Florists	1	800	**	\$275	**	0.73	**
Hair Salons	7	6,100	\$800	\$131	11.29	5.57	2.16
Laundries; Dry Cleaning	5	7,500	\$1,300	\$173	8.06	6.84	3.51
<b>FULL-SERVICE RESTAURANTS</b>	<b>13</b>	<b>26,000</b>	<b>\$8,569</b>	<b>\$330</b>	<b>20.97</b>	<b>23.72</b>	<b>23.15</b>
<b>DEPARTMENT STORES</b>							
Full-Service Department Stores							
Discount Department Stores							
Warehouse Clubs							
<b>APPAREL</b>	<b>2</b>	<b>4,500</b>	<b>**</b>	<b>\$289</b>	<b>**</b>	<b>4.11</b>	<b>**</b>
Men's Clothing							
Women's Clothing	1	800	**	\$250	**	0.73	**
Children's Clothing							
Family Clothing							
Clothing Accessories							
Other Clothing							
Shoe Stores	1	3,700	**	\$297	**	3.38	**
<b>HOME FURNISHINGS &amp; IMPROVEMENT</b>	<b>3</b>	<b>10,500</b>	<b>\$1,480</b>	<b>\$141</b>	<b>4.84</b>	<b>9.58</b>	<b>4.00</b>
Furniture	2	10,000	**	\$130	**	9.12	**
Floor Coverings							
Window Treatments							
Other Home Furnishings							
Household Appliances							
Radio/TV/Electronics	1	500	**	\$360	**	0.46	**
Home Centers							
Paint & Wallpaper Stores							
Retail Lumber Yards							
Nursery & Garden Centers							
Antique Stores							
<b>OTHER SPECIALTY GOODS</b>	<b>2</b>	<b>1,800</b>	<b>**</b>	<b>\$222</b>	<b>**</b>	<b>1.64</b>	<b>**</b>
Luggage & Leatherwork							
Computer & Software Stores							
Camera, Photo Supply							
General-Line Sporting Goods							
Specialty Sporting Goods	1	1,000	**	\$240	**	0.91	**
Toys & Hobbies							
Sewing, Needlework							
Music Stores							
Book Stores							
Record/CD/Tape Stores							
Office Supply/Stationers							
Art Dealers	1	800	**	\$200	**	0.73	**
Collectors' Items & Supplies							
<b>OTHER RETAIL STORES</b>	<b>1</b>	<b>2,000</b>	<b>**</b>	<b>\$270</b>	<b>1.61</b>	<b>1.82</b>	<b>1.46</b>
Auto Parts & Accessories Stores	1	2,000	**	\$270	**	1.82	**
Pet Supply Stores							
Tobacco Stores							
Other Health & Personal Care							
Other Used Merchandise							
Other Miscellaneous Retail Stores							

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Additional retail offerings in the Trade Area in other retail categories are fairly limited. However, two retailers in downtown Conshohocken stand out. Flocco’s Shoes is a large retailer on Fayette Street that’s been in business since 1926. It is one of only two apparel retailers in the Borough. The other large retailer is Light/Parker Furniture, which operates two stores on Fayette Street selling both furniture and children’s furniture. Light/Parker has been in the Borough since 1943.

In terms of location, retailing in the Trade Area is fairly concentrated in the downtown area of Conshohocken along Fayette Street, between Elm and 3<sup>rd</sup> Avenue. Additional scattered retailers can be found in the residential portions of the Borough.

## Trade Area Retail Demand

**Table 13** summarizes demographic and economic information for the defined Conshohocken Retail Trade Area. The trade area includes the Borough of Conshohocken as well as Census Blocks 1012, 1013, 3010, and 3017 through 3026.

**Table 13. Population and Income – Conshohocken Retail Trade Area**

Municipality	2000 Population	Per Capita Income 1999	2009 Population Estimate	Per Capita Income 2010	2010 Total Income
Conshohocken	7,589	\$22,128	8,456	\$28,996	\$245,192,826
Whitemarsh Blocks	320	\$22,128	357	\$28,996	\$10,338,873
Total	7,909		8,813		\$255,531,699

U.S. Census Bureau, Urban Partners

The table shows 2000 population data, 1999 per capita income data, and 2009 population estimates, all supplied by the Census. The Census provides 2009 estimates only at the county and municipal level. To determine 2009 population estimates for the Census Block Groups in the Trade Area, we applied the municipal-level rates of population change from 2000 to 2009 to the 2000 population of the Census Block Groups. The result is an estimated Trade Area population gain of approximately 11.4% since 2000. Per capita income figures for 1999 were converted to 2010 income figures using the Consumer Price Index multiplier to account for inflation. The 2010 per capita income for the Trade Area is \$28,996, and the total income of the trade area in 2010 is approximately \$256 million.

Consumer shopping patterns vary depending on the types of goods being purchased. For convenience goods purchased frequently, such as groceries, drugs, and prepared foods, shoppers typically make purchases at stores close to their home or place of work. For larger-ticket, rarely purchased items – such as automobiles, electronics and large appliances – shoppers may travel anywhere within the metropolitan area or beyond to obtain the right item at the right price. For apparel, household furnishings, and other shopping goods, consumers generally establish shopping patterns between these two extremes, trading at a number of shopping areas within a 30 minute commute of their homes.

In analyzing the retail market demand within a portion of a larger metropolitan area, these behavioral observations translate into a series of analytical rules-of-thumb:

- Shopping for community-serving goods and services is generally confined to the primary trade area.

- Expenditures made at full-service restaurants will occur chiefly within the primary trade area, but some restaurant expenditures made by the primary trade area population will be lost to established restaurants located outside the primary trade area. Similarly, some restaurant sales in the primary trade area will be attracted from residents who live elsewhere in the region.
- Expenditures made by primary trade area residents for shopping good items (such as apparel and most specialty goods) will more likely occur within the area, but a substantial proportion of these sales will occur outside the area. Similarly, significant sales will be generated by residents outside the primary trade area to any large, well-known stores located within the trade area.
- Specific high-quality stores within the primary trade may attract significant clientele from well beyond the primary trade area for highly-targeted, single destination trips for specialized purchases.

Using information compiled for the Philadelphia region by *Sales and Marketing Management*, an annual publication by The Nielson Company that tracks retail spending behavior in metropolitan area markets across the country, we calculate that in 2010 the Conshohocken Trade Area's population will spend approximately \$111 million on retail goods and services (see **Table 14**), of which:

- \$46 million is spent on community-serving goods and services,
- \$6 million at full-service restaurants,
- \$11 million in department stores and warehouse clubs,
- \$13 million on apparel,
- \$18 million on home furnishings and improvement,
- \$11 million on other specialty goods, and
- \$6 million at "other retail stores" such as auto parts and pet supplies businesses.

A key consideration regarding retail spending patterns in the Conshohocken Trade Area is the Borough's high number of employees in addition to its residents. These employees also patronize local retail businesses and must be accounted for in the trade area's retail demand.



**Table 14. Estimated Retail Store Purchases – Conshohocken Trade Area Residents**

2010 Retail Purchases – Conshohocken Area Residents	
<b>TOTAL POPULATION</b>	<b>8,813</b>
<b>TOTAL INCOME (\$000)</b>	<b>\$255,532</b>
<b>TOTAL RETAIL PURCHASES (\$000)</b>	<b>\$111,313</b>
<b>COMMUNITY-SERVING GOODS &amp; SERVICES</b>	<b>\$46,451</b>
Supermarkets, Grocery Stores	\$14,712
Convenience Stores	\$2,677
Meat Stores	\$182
Fish Stores	\$43
Fruit & Vegetables	\$88
Bakeries	\$37
Candy & Nuts	\$51
Other Speciality Foods	\$51
Liquor & Beer Distributors	\$950
Drug Stores/Pharmacies	\$11,198
Cosmetics, Beauty Supplies, & Perfume	\$502
Health Food Supplements	\$396
Limited-Service Restaurants	\$5,987
Bars and Lounges	\$683
Dollar Stores & Other General Merchandise Stores	\$1,031
Jewelry Stores	\$2,102
Optical Stores	\$730
Newsstands	\$97
Video Stores	\$77
Gift, Novelty, Souvenir Stores	\$1,646
Hardware Stores	\$1,545
Florists	\$744
Hair Salons	\$505
Laundries; Dry Cleaning	\$417
<b>FULL-SERVICE RESTAURANTS</b>	<b>\$6,245</b>
<b>DEPARTMENT STORES</b>	<b>\$11,079</b>
Full-Service Department Stores	\$3,449
Discount Department Stores	\$4,656
Warehouse Clubs	\$2,973
<b>APPAREL</b>	<b>\$13,222</b>
Men's Clothing	\$1,120
Women's Clothing	\$3,095
Children's Clothing	\$527
Family Clothing	\$5,086
Clothing Accessories	\$242
Other Clothing	\$821
Shoe Stores	\$2,332
<b>HOME FURNISHINGS &amp; IMPROVEMENT</b>	<b>\$17,624</b>
Furniture	\$1,898
Floor Coverings	\$763
Window Treatments	\$42
Other Home Furnishings	\$618
Household Appliances	\$467
Radio/TV/Electronics	\$1,491
Home Centers	\$5,861
Paint & Wallpaper Stores	\$902
Retail Lumber Yards	\$4,751
Nursery & Garden Centers	\$615
Antique Stores	\$215
<b>OTHER SPECIALTY GOODS</b>	<b>\$10,666</b>
Luggage & Leatherwork	\$162
Computer & Software Stores	\$1,115
Camera, Photo Supply	\$104
General-Line Sporting Goods	\$1,057
Specialty Sporting Goods	\$1,218
Toys & Hobbies	\$1,633
Sewing, Needlework	\$361
Music Stores	\$432
Book Stores	\$1,405
Record/CD/Tape Stores	\$760
Office Supply/Stationers	\$1,939
Art Dealers	\$341
Collectors' Items & Supplies	\$140
<b>OTHER RETAIL STORES</b>	<b>\$6,026</b>
Auto Parts & Accessories Stores	\$3,161
Pet Supply Stores	\$624
Tobacco Stores	\$348
Other Health & Personal Care	\$537
Other Used Merchandise	\$471
Other Miscellaneous Retail Stores	\$885

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Conshohocken has several large employers within the Borough located in the newer office complexes on the Schuylkill River waterfront, including Tower Bridge and Millennium. According to sources from the Borough, the largest employer is Jacobs Engineering, with an estimated 2010 workforce of 317, followed by Cardionet and Mercy Health Systems with 301 and 229 employees respectively. There are also a variety of other employees to account for in the Borough including retail workers, bank employees, daycare providers, Borough employees, and other miscellaneous workers. We estimate a total Trade Area workforce of approximately 6,000 employees.

Using data from *Office Worker Retail Spending Patterns* published by the International Council of Shopping Centers, we estimate that in 2010, the Conshohocken Trade Area's total workforce will spend approximately \$23 million on retail goods and services (see **Table 15**), of which:

- \$11 million is spent on community-serving goods and services,
- \$3 million at full-service restaurants,
- \$2 million in department stores and warehouse clubs,
- \$2 million on apparel,
- \$2.5 million on home furnishings and improvement,
- \$1.5 million on other specialty goods, and
- \$1 at "other retail stores" such as auto parts and pet supplies businesses.

As shown in Tables 14 and 15, a comparison of the two primary sources of store purchases in the Conshohocken Trade Area – residents and employees – reveals several spending patterns. Residents of the Borough spend approximately 42% of their purchases (\$46 million) on community-serving goods and services, while the Trade Area's workforce spends approximately 50% of its purchases (\$23 million) on the same items, including convenience items, drugs/pharmacy items, hair salons, and dry cleaning. Limited-service food items (such as fast food and take-out) also make up a large portion of these purchases. Although these items are typically purchased near the home, they are also commonly purchased near the workplace, either before or after work, or during the lunch hour.

Another retail category in which the trade area workforce spends a higher percentage of its overall purchases than trade area residents is full-service restaurants – 12.4% to 5.6% respectively. Full-service restaurants tend to include the higher end of dining establishments in a given trade area. Considering the sizeable workforce in the immediate vicinity, it's no wonder that the Borough's employees spend a significant amount of their overall spending on restaurants, most likely at lunch.

The remaining retail categories experience higher percentages of total purchases from Trade Area residents than employees. The "Other Retail Categories", including pet stores, auto supply stores, and used merchandise stores, receive the smallest spending from workers as these types of retail purchases tend to be made near the home and not the workplace.



**Table 15. Estimated Retail Store Purchases – Conshohocken Trade Area Workforce**

	2010 Retail Purchases Per Employee	2010 Retail Purchase Potential-- Conshohocken Area Employees
<b>TOTAL POPULATION</b>		<b>6,000</b>
<b>TOTAL INCOME (\$000)</b>		
<b>TOTAL RETAIL PURCHASES (\$000)</b>	<b>\$3,842</b>	<b>\$23,051</b>
<b>COMMUNITY-SERVING GOODS &amp; SERVICES</b>		<b>\$11,470</b>
Supermarkets, Grocery Stores	\$365	\$2,187
Convenience Stores	\$409	\$2,455
Meat Stores	\$5	\$27
Fish Stores	\$1	\$6
Fruit & Vegetables	\$2	\$13
Bakeries	\$1	\$6
Candy & Nuts	\$1	\$8
Other Speciality Foods	\$1	\$8
Liquor & Beer Distributors	\$24	\$141
Drug Stores/Pharmacies	\$277	\$1,665
Cosmetics, Beauty Supplies, & Perfume	\$12	\$75
Health Food Supplements	\$10	\$59
Limited-Service Restaurants	\$532	\$3,192
Bars and Lounges	\$51	\$307
Dollar Stores & Other General Merchandise Stores	\$26	\$153
Jewelry Stores	\$52	\$312
Optical Stores	\$18	\$109
Newsstands	\$2	\$14
Video Stores	\$2	\$11
Gift, Novelty, Souvenir Stores	\$41	\$245
Hardware Stores	\$38	\$230
Florists	\$18	\$111
Hair Salons	\$13	\$75
Laundries; Dry Cleaning	\$10	\$62
<b>FULL-SERVICE RESTAURANTS</b>	<b>\$478</b>	<b>\$2,867</b>
<b>DEPARTMENT STORES</b>		<b>\$1,647</b>
Full-Service Department Stores	\$85	\$513
Discount Department Stores	\$115	\$692
Warehouse Clubs	\$74	\$442
<b>APPAREL</b>		<b>\$1,966</b>
Men's Clothing	\$28	\$166
Women's Clothing	\$77	\$460
Children's Clothing	\$13	\$78
Family Clothing	\$126	\$756
Clothing Accessories	\$6	\$36
Other Clothing	\$20	\$122
Shoe Stores	\$58	\$347
<b>HOME FURNISHINGS &amp; IMPROVEMENT</b>		<b>\$2,620</b>
Furniture	\$47	\$282
Floor Coverings	\$19	\$113
Window Treatments	\$1	\$6
Other Home Furnishings	\$15	\$92
Household Appliances	\$12	\$69
Radio/TV/Electronics	\$37	\$222
Home Centers	\$145	\$871
Paint & Wallpaper Stores	\$22	\$134
Retail Lumber Yards	\$118	\$706
Nursery & Garden Centers	\$15	\$91
Antique Stores	\$5	\$32
<b>OTHER SPECIALTY GOODS</b>		<b>\$1,586</b>
Luggage & Leatherwork	\$4	\$24
Computer & Software Stores	\$28	\$166
Camera, Photo Supply	\$3	\$16
General-Line Sporting Goods	\$26	\$157
Specialty Sporting Goods	\$30	\$181
Toys & Hobbies	\$40	\$243
Sewing, Needlework	\$9	\$54
Music Stores	\$11	\$64
Book Stores	\$35	\$209
Record/CD/Tape Stores	\$19	\$113
Office Supply/Stationers	\$48	\$288
Art Dealers	\$8	\$51
Collectors' Items & Supplies	\$3	\$21
<b>OTHER RETAIL STORES</b>		<b>\$896</b>
Auto Parts & Accessories Stores	\$78	\$470
Pet Supply Stores	\$15	\$93
Tobacco Stores	\$9	\$52
Other Health & Personal Care	\$13	\$80
Other Used Merchandise	\$12	\$70
Other Miscellaneous Retail Stores	\$22	\$132

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## Retail Development Opportunities

Based on the Conshohocken Trade Area's retail supply and demand from both residents and employees, we can identify several retail development opportunities for the Borough in terms of new store space (see **Table 16**).

As Table 16 shows, total retail demand is approximately \$134 million for the Conshohocken Trade Area. This calculation is made by adding resident and workforce retail purchases for each retail category. As expected, the highest portion of this demand is in the community-serving goods and services category, as these everyday purchases are made by both residents and workers. But how does the overall demand translate to retail opportunities in the Borough?

Retail development opportunities are first determined by subtracting total purchases at all Conshohocken Trade Area stores from the trade area's total demand for each retail category. The result is approximately \$101 million dollars in unmet retail demand or retail potential for the Trade Area. The greatest store potential remains in the community-serving goods and services category, typical for an urban community and especially with a significant workforce. Not all retail categories have development potential, however, in the Conshohocken Trade Area. If there is already significant supply of certain retail types in the neighborhood, such as in the bakery, bars/lounges, hair salons, and dry cleaners categories, then the potential has been met and additional stores of those types are not recommended.

Based on the retail development potential calculations, we can determine additional supportable store space in each category as well as store space specifically appropriate for the Conshohocken Trade Area. These retail opportunities take into account the portion of the trade area population and workforce assumed to regularly patronize neighborhood businesses, as well as the availability of existing commercial space or vacant land for potential development. For example, there appears to be the opportunity for about 46,000 square feet in apparel stores in the Trade Area. However, we are recommending about half of that space due to an apparent lack of suitable space at an appropriate location, and shopping characteristics of the Trade Area. Similarly, there exists the potential for a 29,000 square-foot retail lumber yard in the Borough. However, because of the inappropriate scale of such a use for a community like Conshohocken, we are not recommending it as a reasonable retail opportunity.

As a result, the most appropriate retail opportunities for the Conshohocken Trade Area and associated number of suggested stores (as shown in Table 16), include:

- 1 small grocery store – 20,000 SF
- 1 convenience store – 6,000 SF
- 1 cosmetics, beauty, perfume store – 2,000 SF
- 1 health food supplement store – 1,000 SF
- 5 limited-service restaurants totaling 10,000 SF
- 1 dollar store – 6,000 SF
- 2 jewelry stores totaling 4,000 SF
- 1 optical store – 2,000 SF
- 2 or 3 gift and novelty stores totaling 6,000 SF



**Table 16. Total Retail Demand and Development Potential – Conshohocken Trade Area**

	2010 Estimated Retail Sales Conshohocken Area Stores	Total Demand	Unmet Retail Demand	Supportable New Store Space (SF)	Reasonable Retail Opportunities For Conshohocken (SF)
<b>TOTAL RETAIL DEMAND (\$000)</b>	<b>\$37,009</b>	<b>\$134,364</b>	<b>\$101,204</b>	<b>232,376</b>	<b>133,000</b>
<b>COMMUNITY-SERVING GOODS &amp; SERVICES</b>	<b>\$24,720</b>	<b>\$57,921</b>	<b>\$37,050</b>	<b>90,915</b>	<b>65,000</b>
Supermarkets, Grocery Stores		\$16,899	\$16,899	35,000	20,000
Convenience Stores	\$1,750	\$5,132	\$3,382	6,764	6,000
Meat Stores		\$209	\$209		
Fish Stores		\$50	\$50		
Fruit & Vegetables		\$101	\$101		
Bakeries		\$43			
Candy & Nuts	\$1,600	\$59			
Other Speciality Foods		\$59	\$59		
Liquor & Beer Distributors	\$1,000	\$1,091	\$91		
Drug Stores/Pharmacies	\$11,200	\$12,862	\$1,662		
Cosmetics, Beauty Supplies, & Perfume		\$576	\$576	1,921	2,000
Health Food Supplements		\$455	\$455	1,517	1,000
Limited-Service Restaurants	\$4,400	\$9,178	\$4,778	13,652	10,000
Bars and Lounges	\$1,850	\$990			
Dollar Stores & Other General Merchandise Stores		\$1,185	\$1,185	6,582	6,000
Jewelry Stores		\$2,414	\$2,414	6,897	4,000
Optical Stores		\$839	\$839	2,796	2,000
Newsstands		\$111	\$111		
Video Stores		\$88	\$88		
Gift, Novelty, Souvenir Stores		\$1,891	\$1,891	6,752	6,000
Hardware Stores	\$150	\$1,774	\$1,624	6,767	6,000
Florists	\$220	\$855	\$635	2,267	2,000
Hair Salons	\$800	\$580			
Laundries; Dry Cleaning	\$1,300	\$479			
<b>FULL-SERVICE RESTAURANTS</b>	<b>\$8,569</b>	<b>\$9,112</b>	<b>\$543</b>	<b>1,697</b>	
<b>DEPARTMENT STORES</b>		<b>\$12,725</b>	<b>\$12,725</b>		
Full-Service Department Stores		\$3,961	\$3,961		
Discount Department Stores		\$5,349	\$5,349		
Warehouse Clubs		\$3,415	\$3,415		
<b>APPAREL</b>	<b>\$1,300</b>	<b>\$15,187</b>	<b>\$13,887</b>	<b>46,188</b>	<b>24,000</b>
Men's Clothing		\$1,286	\$1,286	4,020	3,000
Women's Clothing	\$200	\$3,555	\$3,355	11,182	4,000
Children's Clothing		\$605	\$605	1,890	2,000
Family Clothing		\$5,842	\$5,842	19,472	8,000
Clothing Accessories		\$278	\$278	993	1,000
Other Clothing		\$943	\$943	3,367	3,000
Shoe Stores	\$1,100	\$2,679	\$1,579	5,263	3,000
<b>HOME FURNISHINGS &amp; IMPROVEMENT</b>	<b>\$1,480</b>	<b>\$20,244</b>	<b>\$18,764</b>	<b>54,965</b>	<b>21,000</b>
Furniture	\$1,300	\$2,181	\$881	6,774	6,000
Floor Coverings		\$877	\$877	3,653	3,000
Window Treatments		\$49	\$49		
Other Home Furnishings		\$710	\$710	2,535	2,000
Household Appliances		\$537	\$537	1,677	
Radio/TV/Electronics	\$180	\$1,712	\$1,532	4,378	3,000
Home Centers		\$6,733	\$6,733		
Paint & Wallpaper Stores		\$1,036	\$1,036	3,047	3,000
Retail Lumber Yards		\$5,457	\$5,457	28,721	
Nursery & Garden Centers		\$707	\$707	2,946	3,000
Antique Stores		\$247	\$247	1,235	1,000
<b>OTHER SPECIALTY GOODS</b>	<b>\$400</b>	<b>\$12,252</b>	<b>\$11,852</b>	<b>17,328</b>	<b>11,000</b>
Luggage & Leatherwork		\$186	\$186		
Computer & Software Stores		\$1,281	\$1,281	3,766	2,000
Camera, Photo Supply		\$120	\$120		
General-Line Sporting Goods		\$1,214	\$1,214		
Specialty Sporting Goods	\$240	\$1,400	\$1,160	3,410	3,000
Toys & Hobbies		\$1,876	\$1,876	4,938	2,000
Sewing, Needlework		\$415	\$415	2,185	2,000
Music Stores		\$496	\$496	2,065	2,000
Book Stores		\$1,614	\$1,614		
Record/CD/Tape Stores		\$872	\$872		
Office Supply/Stationers		\$2,227	\$2,227		
Art Dealers	\$160	\$391	\$231	964	
Collectors' Items & Supplies		\$160	\$160		
<b>OTHER RETAIL STORES</b>	<b>\$540</b>	<b>\$6,922</b>	<b>\$6,382</b>	<b>21,281</b>	<b>12,000</b>
Auto Parts & Accessories Stores	\$540	\$3,631	\$3,091	11,888	6,000
Pet Supply Stores		\$716	\$716	2,558	
Tobacco Stores		\$400	\$400	1,000	1,000
Other Health & Personal Care		\$617	\$617	2,203	2,000
Other Used Merchandise		\$541	\$541		
Other Miscellaneous Retail Stores		\$1,017	\$1,017	3,632	3,000

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1 hardware store – 6,000 SF

- 1 or 2 florists totaling 2,000 SF
- 2 men's clothing stores totaling 3,000 SF
- 2 women's clothing stores totaling 4,000 SF
- 1 children's clothing store – 2,000
- 3 family clothing stores totaling 8,000 SF
- 1 clothing accessory store – 1,000 SF
- 2 other clothing stores totaling 3,000 SF
- 1 or 2 shoe stores totaling 3,000 SF
- 1 furniture stores – 6,000 SF
- 1 floor covering store – 3,000 SF
- 2 other home furnishings stores totaling 2,000 SF
- 2 radio/TV/electronics stores totaling 3,000 SF
- 1 paint and wallpaper store – 3,000 SF
- 1 nursery and garden center - 3,000 SF
- 1 antique store – 1,000 SF
- 1 computer and software stores – 2,000 SF
- 1 or 2 specialty sporting goods stores totaling 3,000 SF
- 1 sewing and needlework store – 2,000 SF
- 1 toy and hobby stores – 2,000 SF
- 1 music store – 2,000 SF
- 1 auto parts store – 6,000 SF
- 1 tobacco store – 1,000 SF
- 1 other health store – 2,000 SF
- 1 other miscellaneous retail store – 3,000 SF

The total appropriate and reasonable new retail space for the Conshohocken Trade Area is approximately **133,000 square feet**, occupying a total of approximately 50 new stores. The Conshohocken Revitalization Plan Update's recommendations section describes how these retail opportunities fit into overall revitalization strategies for the Borough.



## SALES HOUSING MARKET

The Conshohocken sales housing market was analyzed to identify trends in residential real estate and determine the potential for new residential development and its associated pricing. For this assessment, the Borough was divided into its two Census Tracts – 2041.01 on the northern end and 2041.02 on the southern end – to reflect the differences in housing densities and types found in each half of the community and provide a comparison in sales data between the two. To assess this market, we examined all new and resale owner-occupied housing in each Census Tract to capture a maximum variety of comparable properties. The analysis also examines prior sales trends as well as housing currently on the market.

### Recent Sales Trends

#### Owner-Occupied Housing

The median sales prices for housing were calculated for a two-year period between December 2008 and November 2010 (see **Table 17**, as well as **Appendix A.2** for a detailed list of all homes sold by neighborhood, size, sale price, and date of sale). During that period, 256 owner-occupied home sales transactions occurred in the Borough that were recorded with the County. Homes include detached homes, rowhomes, townhouses, and condominiums. This figure describes the number of addresses in the study area where a sale took place over the two-year period, but it includes only the latest sales per address and does not count any multiple sales of the same address that may have occurred. The total median sales price within the Borough during the past two years was \$250,250, while the median sales price in the north end was \$255,000 and in the south end was \$249,990.

**Table 17. Owner-Occupied Home Sales 12/08–11/10**

Census Tract	Total Sales 12/08 - 11/10	Median Sales \$ 12/08 - 11/10
2041.01 (North)	134	\$255,000
2041.02 (South)	122	\$249,990
Total	256	\$250,250

Win2 Data

To evaluate the sales trends during the two-year analysis period, median sales prices were compared between 2008/2009 and 2009/2010 (see **Table 18**). During that period, the northern section of the Borough experienced increases in median sales prices by about 5%, while the southern section's median sales prices dropped by 20%. During the first year (12/08-11/09) of the two-year period tracked, 77 homes were sold in the north versus 57 during the second year (12/09-11/10). In the south, 79 homes were sold during the first year compared to 43 during the second. Overall, the entire Borough experienced about an 8% decrease in the same two-year period. During the first year of the two-year period, 156 homes were sold in the Borough versus only 100 during the second year.

**Table 18. Change in Median Sales Price 12/08–11/10**

Census Tract	12/08-11/09	12/09-11/10	Change	% Change
2041.01 (North)	\$246,500	\$258,500	\$12,000	4.9%
2041.02 (South)	\$282,000	\$225,000	-\$57,000	-20.2%
Total	\$263,000	\$241,000	-\$22,000	-8.4%

Win2 Data

## Investor-Owned Housing

In addition to the sales housing by owner-occupants market, the investor-purchased housing market was also examined in Conshohocken to establish the degree of units being purchased by prospective landlords seeking to rent them to tenants. This helps provide an indication of the rental demand in the Borough. Evaluating investor-purchased housing transactions that occurred during the same period as owner-occupied transactions examined above, we have determined that only 23 of the 279 sales transactions between December 2008 and November 2010, or 8%, were made by investors (see **Table 19**).

**Table 19. Investor Sales 12/08–11/10**

Census Tract	Total Sales	Investor Sales	% Investor Sales
2041.01 (North)	145	11	7.6%
2041.02 (South)	134	12	9.0%
Total	279	23	8.2%

Win2 Data

## Current Sales Trends

### New Housing

New construction in Conshohocken has slowed over the past five years in line with national real estate trends. Since a decade peak in 2005, shown above in Table 11, building permits issued in the Borough have dropped off significantly. Currently the only built new construction housing options for sale in Conshohocken are recently-completed condominiums at the Grande at Riverview, a development by D.R. Horton, on West Elm Street. This complex of condos consists of three four-story buildings with one and two-bedroom unit, and contains courtyards, a fitness center, and an outdoor pool. The Grande at Riverview offers eight different floor plans ranging from 781 square feet to 1,545 square feet (see **Table 20**). There are two condos in the complex currently listed for “quick move-in” – a Keswick unit selling for \$279,990 and a Mifflin unit selling for \$289,990.

There is also a yet-to-be-constructed single-family detached home for sale at 322 Maple Avenue. The house will be 2,580 square feet and is currently listed for \$439,000, or \$170 per square foot.



**Table 20. Unit Types at the Grande at Riverview**

Unit	Square Feet (SF)	# Bedrooms	# Bathrooms	Priced From	Price/SF
Chanticleer	781	1	1	\$174,990	\$224
Dresher	858	1	1	\$194,990	\$227
Independence	1,179	2	2	\$239,990	\$204
Keswick	1,281	2	2	\$244,990	\$191
Independence w/ Loft	1,361	2	2	\$249,990	\$184
Liberty	1,302	2	2	\$254,990	\$196
Mifflin	1,420	2	2	\$264,990	\$187
Keswick w/Loft	1,545	2	2	\$269,990	\$175

drhorton.com, Urban Partners



*The Grande at Riverview where two units are currently for sale*

## Resale Housing

Resale housing is currently a much more available form of sales housing in the Conshohocken market than new construction. According to local realtors and Zillow.com, there are approximately 70 single-family homes for sale in the Borough as of January 2011, including three foreclosures.

Of the resale homes currently for sale, the most expensive listed is a 3,860 SF home built in 1925 on Fayette Street just inside the Borough priced at \$619,900 (see **Table 21**). Although this home is almost \$150,000 more than the next lower-priced home, it is \$161 per square foot, which is lower than the new condos at Grande at Riverview. However, the home is rather unusual for Conshohocken in terms of size and price.

**Table 21. Highest-Priced Current Listings in Conshohocken**

Location	Square Feet (SF)	Year Built	Price	Price/SF
1108 Fayette St.	3,860	1925	\$619,000	\$160
432 E. Hector St.	2,100	2009	\$475,000	\$226
214 Maple St.	2,466	1920	\$450,000	\$182
320 E 7th Ave.	3,508	2007	\$437,000	\$125
359 Spring Mill Ave.	2,520	1920	\$400,000	\$159
407 E. Hector St.	2,200	2007	\$386,900	\$176
621 Hallowell St.	2,150	2010	\$379,900	\$177
410 W. 5th Ave.	2,016	2001	\$379,900	\$188
220 E. 10th Ave.	2,270	2007	\$369,900	\$163
222 E. Hector St.	2,816	1875	\$339,900	\$121

zillow.com, Urban Partners

As the table shows, except for 432 E. Hector Street, each of the ten most expensive current listings in the Borough are under \$200 per square foot, and a couple are even under \$150. The homes at the upper end of the resale market in Conshohocken tend to be newer twins or rowhomes, built within the last 10 years. An example is a 3,508 square foot home built in 2008 on E. 7<sup>th</sup> Avenue listed for \$437,000, which is a typical price for homes this size and age. The older homes in this price range are often large and renovated, such as 214 Maple Street.



*The current highest priced home in the Borough.*



*A more typical high-end listing.*

Conshohocken also has a share of more affordably-priced homes for sale (see **Table 22**). The lowest priced resale home currently on the market in the Borough is a 1,000 square foot condominium on W. 3<sup>rd</sup> Avenue built in 1985, listed at \$175,000. This amounts to \$175 per square foot, which is higher than many of the homes at the upper end of the price range. As the table shows, the smaller the house, the higher the price per square foot often becomes.

There are also several homes on the market for around \$200,000. In most cases, these lower-priced homes are in good move-in condition and in desirable locations. However, they are typically smaller and older than the high-priced homes at the top of the market.



**Table 22. Lowest-Priced Current Listings in Conshohocken, 1/2011**

Location	Square Feet (SF)	Year Built	Price	Price/SF
215 W. 3rd Ave. #7	1,000	1985	\$175,000	\$175
801 Jones St.	1,025	1954	\$180,000	\$176
431 E. 9th Ave.	1,088	1950	\$189,500	\$174
331 W. Elm St.	1,200	1925	\$199,000	\$166
200 W. Elm St. 1109	708	2007	\$199,900	\$282
230 W. 3rd Ave.	1,696	1930	\$199,900	\$118
536 E. Hector St.	1,163	1928	\$199,900	\$172
200 W. Elm St. Unit 200 W. Elm St.	858	2007	\$199,900	\$233
1324	728	2007	\$210,000	\$288
358 E. 6th Ave.	1,212	1851	\$210,000	\$173

zillow.com, Urban Partners



*The current lowest priced home in the Borough.*



*A typical listing at the lower end of the market.*

## RENTAL HOUSING MARKET

While dated, the 2000 Census provides a snapshot of rental market conditions in the Borough of Conshohocken. Table 10 above indicates that renter-occupied housing units in the Borough increased by 9% between 1990 and 2000. As of 2000, those rental units constituted 39% of all occupied housing units in the Borough. Since 2000, however, a significant amount of rental construction has occurred since then making the Census data fairly obsolete.

Rental units in Conshohocken are generally located in individual homes, condo complexes, and large apartment complexes such as Riverwalk at Millennium and Londonbury at Millennium. These complexes tend to command some of the highest rents in the Borough.

Londonbury at Millennium is a brand new luxury complex that just began leasing apartments in February 2010. The development consists of 3 buildings containing a total of 309 apartments. Amenities include river views, easy access to the Conshohocken train station, fitness center, clubhouse with fireplace, billiards and pub room, resort-quality pool, private balconies, business center with conference facilities, and high-end finishes in each unit, such as granite countertops and stainless appliances. There are 12 different floorplans with the following range of rents and sizes:

- 1-bedroom: \$1,275 (600 SF) - \$1,460 (737 SF)
- 1-bedroom with den or loft: \$1,685 (912 SF) - \$1,705 (940 SF)
- 2-bedroom: \$1,755 (1,011 SF) - \$2,355 (1,286 SF)
- 2-bedroom with den: \$2,125 (1,107 SF) - \$2,250 (1,204 SF)

As of January 2011, there was just one 1-bedroom unit available, with two more potentially becoming vacant by March 1. Of the 2-bedroom units, only two different models were available, with a few units left of each. It was reported that the Londonbury complex was 78% leased.

The other large apartment complex in the Borough, located right next to Londonbury, is Riverwalk at Millennium. Riverwalk, also a fairly new development, was completed in 2007. The development consists of 4 buildings containing 376 units. Amenities include river views, easy access to the Conshohocken train station, 24-hour fitness center, clubhouse and resort-quality pool, private balconies, wireless café, and high-end finishes in each unit, such as granite countertops and stainless appliances. There are 26 different floorplans with the following range of rents and sizes:

- 1-bedroom: \$1,375 (682 SF) - \$1,540 (792 SF) 34
- 1-bedroom with den: \$1,755 (982 SF) - \$1,790 (1,110 SF) 20
- 1-bedroom with loft: \$1,690 (872 SF) - \$1,755 (908 SF) 12
- 2-bedroom: \$1,699 (1,084 SF) - \$2,325 (1,296 SF) 22
- 2-bedroom with loft: \$1,835 (1,207 SF) - \$2,060 (1,237 SF) 5

As of January 2011, there were a total of 66 one-bedroom units and 27 two-bedroom units available for rent for an occupancy rate of 75% at Riverwalk.



*Riverwalk at Millennium.*



*Londonbury at Millennium.*

To get a sense of current rents being commanded in individual apartments located throughout the Borough outside the large apartment complexes, we examined current area listings through Craig's List and Trulia.com (see **Table 23**).



**Table 23. Sample Non-Complex Rental Listings in Conshohocken, 1/2011**

Rent	BR	BA	Utilities	Description/Amenities
\$2,500	2	2	+ Utilities	Grande at Riverview condo, h/w floors, w/d, garage parking
\$2,100	3	2	+ Utilities	large newer townhouse, h/w floors, w/d
\$1,900	3	1.5	+ Utilities	detached house, new deck, garage, c/a, stainless app.
\$1,750	2	2	+ Utilities	Grande at Riverview condo, h/w floors, w/d, garage parking
\$1,650	2	2	+ Utilities	Hillview condo, second floor, balcony, 2 garage spaces
\$1,650	2	2	+ Utilities	75 Maple condo, h/w floors, fireplace, gated parking
\$1,650	3	2	+ Utilities	twin, new appliances, h/w floors, finished basement, parking
\$1,600	3	2	+ Utilities	large twin, new appliances, new carpet and paint, rear yard
\$1,550	4	1	+ Utilities	rowhouse, h/w floors, front porch, back yard, parking
\$1,400	3	2	+ Utilities	detached house, d/w, w/d
\$1,399	1	1	+ Utilities	Grande at Riverview condo, h/w floors, w/d, garage parking
\$1,350	4	1.5	+ Utilities	3-story row, freshly painted, new carpet, w/d,
\$1,350	3	1.5	+ Utilities	twin, enclosed front porch, w/d, eat-in-kitchen
\$1,300	1	1	+ Elec.	Grande at Riverview condo, h/w floors, w/d, garage parking
\$1,250	1	1	+ Utilities	Grande at Riverview condo, h/w floors, w/d, garage parking
\$1,075	2	1	+ Utilities	second floor, w/d, c/a, private parking
\$999	2	1	+ Utilities	2nd-floor unit, w/d, rear yard access
\$685	1	1	+ Utilities	3rd-floor unit, front porch, rear yard, off-street parking

Craig's List, Trulia.com

As the table indicates, there are a variety of rental options in Conshohocken in terms of price, size, and amenities. Rents range from \$2,500 for a two-bedroom luxury condo to \$685 for a one-bedroom apartment, with other variations in between. However, in general, current rents do not appear to be necessarily impacted by size/number of bedrooms (see **Table 24**). Instead, it appears that rents throughout the Borough are mostly impacted by age or degree of renovation like sales housing.

**Table 24. Average Rents, 1/2011**

# of Bedrooms	Average Rent
1	\$1,450
2	\$1,667
3	\$1,604
4	\$1,159

Urban Partners

The table shows that the highest rents currently commanded in Conshohocken outside of the newer riverfront complexes are by two-bedroom units, which tend to have the higher-end amenities. For example, the most expensive apartment currently available is a new two-bedroom condo at the Grande at Riverview, whose rent is higher than anything offered at Londonbury or Riverwalk. The available apartments at the lower end of the price range tend to be in older homes with few amenities, but often in convenient locations. Such is the case with the four-bedroom homes currently listed, which have the lowest average rents in the Borough. In any case, however, it is apparent that very little in Conshohocken is available for under \$1,000 per month.





Examples of non-complex rental housing in Conshohocken

## Housing Market Opportunities

Because of Conshohocken's desirable location and community amenities, the demand for market-rate sales housing remains high. As a result, the Borough is able to command relatively high sales prices. New housing is selling, but it appears to be fairly on-pace with general real estate trends due to the current economy. While resale housing tends to offer a more affordable product mainly due to age or size, there are many resale homes in the Borough commanding prices per square foot similar to new construction. In light of these housing realities, the Borough should consider the potential for more affordable housing options for its residents, both existing and future. Furthermore, it should explore options for additional senior housing. Not only does the Borough's only facility – Marshall Lee Towers – have a several-year waiting list, but as Baby Boomers begin to retire, this large age cohort will soon be actively seeking convenient and affordable housing with amenities for seniors. Conshohocken is an ideal community to accommodate these future housing needs.

The rental market is similar to the sales market in many ways. New units, which tend to come with full luxury amenities, are commanding the highest rents compared to apartments in older homes or buildings. The two newest rental developments, Riverwalk at Millennium and Londonbury at Millennium, are good examples of what Conshohocken's rental market is attracting – young professionals with disposable incomes. However, both buildings are about  $\frac{3}{4}$  occupied. While these complexes are popular, they are not in such high demand that there is a waiting list or potential renters are being turned away. As a result, the Borough should allow the current supply of units increase in occupancy before permitting additional units to be constructed, particularly considering today's challenging real estate climate.

## ENTERTAINMENT MARKET

### Movie Theater

There are currently 50 movie screens located in a local entertainment trade area defined as a 5-mile radius around the Borough of Conshohocken. This is an average distance people are typically willing to travel for a small theater appropriate for a community like Conshohocken. This area includes 26 screens around Plymouth Meeting, a 16-screen theater and lmax theater in King of Prussia, and two smaller independent theaters on the Main Line (see **Table 25**).



**Table 25. Movie Theaters in the Conshohocken Area**

Theater	# of Screens
AMC Plymouth Meeting Mall	12
Regal Plymouth Meeting	14
United Artists King of Prussia	16
Imax King of Prussia	1
Anthony Wayne Theater	5
Bryn Mawr Film Institute	2
Total	50

Applying the national standard for screens per capita (about 1 screen per 8,100 people), the 5-mile radius entertainment trade area population includes all or portions of the following municipalities: Conshohocken, West Conshohocken, Plymouth Township, Whitmarsh Township, Norristown Borough, Upper Merion Township, and Lower Merion Township, totaling approximately 130,000 based on the 2009 Census estimates. This population reveals that there is enough demand to support 16 screens. However, with the area’s existing supply of 50 screens, the movie theater market appears to be saturated. **Therefore a movie theater in Conshohocken is not advised at this time.**

### **Bowling Center**

Bowling centers are reemerging as popular entertainment destinations. There are currently 2 bowling centers located in a 5-mile radius around the Borough of Conshohocken, including one in Norristown and another in Ardmore. Several others are located within 10 miles. While it appears that the Conshohocken market could potentially support a small bowling center, new facilities typically require at least 20,000 square feet and at least 100 parking spaces. Even for a small center, the size and land requirements would make it nearly impossible to develop in the Borough with its limited available space.

### **Live/Performing Theater**

Another entertainment venue option that’s related to a movie theater is a live/performing theater. This venue would house a stage and host live events such as concerts and plays. Nearby examples are the Montgomery Theater in the Borough of Souderton, the Centre Theatre at the Montgomery County Cultural Center in Norristown, Act II Playhouse in Ambler, and on a larger scale, the Keswick Theater in Glenside. Each of these theaters is located in a dense, traditional community like Conshohocken. Because non-profit venues such as these are difficult to open and expensive to operate, and since there are several within a fairly close distance, we do not recommend this type of venue for the Borough. Instead, the community should consider pursuing a café or coffee shop, as suggested in the retail market analysis, which could provide a performance space and host periodic live events. This could fulfill any sort of demand for a live entertainment venue, but would be operated and managed as part of the business. In summary, a market for entertainment does exist in Conshohocken, but because of the supply of other options in the vicinity, space constraints, and potential operational challenges, a small-scale venue for live performances as part of an existing of future business is the recommended approach.

### **Entertainment Market Opportunities**

In summary, a market for entertainment does exist in Conshohocken. But because of the supply of other options in the vicinity, space constraints, and potential operational challenges, the recommended approach for increasing entertainment options is first establishing a small-scale venue for live performances as part of an existing or future business.

## APPENDIX A.1. RETAIL INVENTORY, CONSHOHOCKEN RETAIL TRADE AREA

Business Name	Address	Street	Type of Business	~Size (in SF)
Colwell Dry Cleaners	1065	Colwell Lane	Hair Salons	1,000
Frank & Eddie's Deli	1069	Colwell Lane	Limited-Service Restaurants	1,000
Mini Market	1075	Colwell Lane	Convenience Stores	1,000
Best Cleaners	6	E. 1st Avenue	Laundries/Dry Cleaning	800
8 East	8	E. 1st Avenue	Bars and Lounges	800
Spampinato's Restaurant	10	E. 1st Avenue	Full-Service Restaurant	3,000
Spamp's	16	E. 1st Avenue	Full-Service Restaurant	1,200
Piermani Beer and Soda	10	E. 2nd Avenue	Liquor & Beer Distributors	2,000
Conshohocken Auto Parts	304	E. 6th Avenue	Auto Parts & Accessories	2,000
Speed Wash Laundry	20	E. 7th Avenue	Laundries/Dry Cleaning	2,400
Casmar Café	101	E. 7th Avenue	Limited-Service Restaurants	500
Chelton Cleaners	148	E. 8th Avenue	Laundries/Dry Cleaning	800
Baldwin Flowers	244	E. 8th Avenue	Florists	800
Combination Lock & Key	263	E. Elm Street	Hardware Stores	500
Edwards Freeman Nut Co.	441	E. Hector Street	Candy and Nuts	4,000
Bobby Burger's Tavern	600	E. Hector Street	Bars and Lounges	1,000
Totaro's Restaurant	729	E. Hector Street	Full-Service Restaurant	3,000
Pete's Deli	801	E. Hector Street	Limited-Service Restaurants	1,000
Light/Parker Furniture	100	Fayette Street	Furniture	5,000
Jimmy John's	101	Fayette Street	Limited-Service Restaurants	1,500
Win Wai Chinese Restaurant	106	Fayette Street	Full-Service Restaurant	1,000
Chiang Mai Thai Restaurant	108	Fayette Street	Full-Service Restaurant	1,000
Style of Man	108	Fayette Street	Hair Salons	500
Flocco's Discount Shoes	110	Fayette Street	Shoe Stores	3,700
Boathouse	113	Fayette Street	Full-Service Restaurant	3,500
Blackfish	119	Fayette Street	Full-Service Restaurant	1,500
Great American Pub	123	Fayette Street	Full-Service Restaurant	5,000
Light/Parker Kids' Furniture	132	Fayette Street	Furniture	5,000
La Bella Moda	200	Fayette Street	Women's Clothing	800
United Check Cashing/Metro PCS	200	Fayette Street	Radio/TV/Electronics	500
Tony & Joe's Pizzeria	201	Fayette Street	Limited-Service Restaurants	1,000
Fayette Street Grille	308	Fayette Street	Full-Service Restaurant	1,000
Anthony's Barber Shop	318	Fayette Street	Hair Salons	500



Business Name	Address	Street	Type of Business	~Size (in SF)
Coll's Custom Framing	324	Fayette Street	Art Dealers	800
Deli on 4th	326	Fayette Street	Limited-Service Restaurants	800
401 Diner	401	Fayette Street	Full-Service Restaurant	3,100
Scoops	515	Fayette Street	Limited-Service Restaurants	800
Dragon & Phoenix Express	515	Fayette Street	Limited-Service Restaurants	1,000
Sevan the Salon	517	Fayette Street	Hair Salons	800
Boccella's	521	Fayette Street	Limited-Service Restaurants	1,000
On a Roll	523	Fayette Street	Limited-Service Restaurants	1,000
Seven Eleven	601	Fayette Street	Convenience Stores	3,000
CVS	613	Fayette Street	Drug Stores/Pharmacies	14,000
Lavender's Body Clinic	814	Fayette Street	Hair Salons	1,500
The Stone Rose	822	Fayette Street	Bars and Lounges	1,000
Pasta Via	824	Fayette Street	Full-Service Restaurant	1,200
Conshohocken Barber Shop	826	Fayette Street	Hair Salons	1,000
Lenny's Italian Deli	900	Fayette Street	Limited-Service Restaurants	1,200
Splash Hair Studio	1004	Fayette Street	Hair Salons	800
Natural Hair	1011	Fayette Street	Hair Salons	1,000
Town Valet Cleaners	1200	Fayette Street	Laundries/Dry Cleaning	2,500
Outbound Station	2	Harry Street	Limited-Service Restaurants	1,500
Conshohocken Italian Bakery	79	Jones Street	Bakeries	1,500
Guppy's Good Times	2	Maple Street	Bars and Lounges	1,200
Pizza Time Saloon	628	Maple Street	Limited-Service Restaurants	1,000
Pepperoncini's	72	Poplar Street	Full-Service Restaurant	1,000
Ted's Pizza	103	Spring Mill Avenue	Limited-Service Restaurants	2,000
Walt's Sport Shop	256	Spring Mill Avenue	Specialty Sporting Goods	1,000
Trattoria Totaro	639	Spring Mill Avenue	Full-Service Restaurant	500
Coyote Crossing	800	Spring Mill Avenue	Bars and Lounges	3,000
Carol's Place	201	W. 6th Avenue	Bars and Lounges	500
The Old Time Saloon	201	W. 7th Avenue	Bars and Lounges	1,600

## APPENDIX A.2. OWNER-OCCUPIED HOME SALES, 12/08-11/10

Address	Street	Sale Price	SF	\$/SF	Sale Date	Census Tract
123	E 3RD AVE	\$242,000	1,056	\$229	09/24/10	2041.02
131	E 5TH AVE	\$212,500	2,414	\$88	07/28/10	2041.02
133	E 5TH AVE	\$194,000	1,104	\$176	08/26/09	2041.02
220	E 5TH AVE	\$237,500	1,428	\$166	07/22/10	2041.02
230	E 5TH AVE	\$285,000	1,635	\$174	03/11/10	2041.02
216	E 6TH AVE	\$258,500	1,490	\$173	05/27/10	2041.01
221	E 6TH AVE	\$247,500	1,734	\$143	12/01/09	2041.02
242	E 6TH AVE	\$235,000	1,412	\$166	09/16/10	2041.01
246	E 6TH AVE	\$199,225	1,204	\$165	08/20/09	2041.01
250	E 6TH AVE	\$153,000	1,058	\$145	07/27/10	2041.01
318	E 6TH AVE	\$185,000	916	\$202	12/30/08	2041.01
358	E 6TH AVE	\$82,000	1,212	\$68	09/29/10	2041.01
112	E 7TH AVE	\$205,000	2,121	\$97	07/28/09	2041.01
113	E 7TH AVE	\$230,000	2,078	\$111	02/20/09	2041.01
210	E 7TH AVE	\$181,600	1,380	\$132	04/29/09	2041.01
211	E 7TH AVE	\$285,000	1,923	\$148	10/16/09	2041.01
320	E 7TH AVE	\$445,000	3,508	\$127	05/29/09	2041.01
343	E 7TH AVE	\$207,500	1,476	\$141	08/18/10	2041.01
108	E 8TH AVE	\$285,000	1,342	\$212	06/21/10	2041.01
127	E 8TH AVE	\$285,000	1,586	\$180	07/15/09	2041.01
128	E 8TH AVE	\$248,500	1,248	\$199	10/19/10	2041.01
226	E 8TH AVE	\$290,000	1,526	\$190	11/16/09	2041.01
240	E 8TH AVE	\$275,000	1,295	\$212	11/12/09	2041.01
245	E 8TH AVE	\$185,000	1,330	\$139	09/02/09	2041.01
251	E 8TH AVE	\$255,000	1,247	\$204	07/12/10	2041.01
343	E 8TH AVE	\$232,500	1,098	\$212	06/05/09	2041.01
126	E 9TH AVE	\$210,000	1,456	\$144	05/18/09	2041.01
151	E 9TH AVE	\$184,000	1,494	\$123	08/26/09	2041.01
223	E 9TH AVE	\$312,000	1,764	\$177	09/20/10	2041.01
231	E 9TH AVE	\$272,900	1,524	\$179	11/09/10	2041.01
301	E 9TH AVE	\$380,000	2,390	\$159	10/23/09	2041.01
327	E 9TH AVE	\$242,000	1,088	\$222	09/27/10	2041.01
339	E 9TH AVE	\$219,900	1,088	\$202	05/28/09	2041.01
340	E 9TH AVE	\$295,000	1,951	\$151	08/10/09	2041.01
345	E 9TH AVE	\$221,700	1,088	\$204	05/26/09	2041.01
417	E 9TH AVE	\$245,000	1,264	\$194	06/23/10	2041.01
428	E 9TH AVE	\$220,000	1,372	\$160	05/08/09	2041.01
320	E 9TH AVE 12	\$195,000	952	\$205	09/30/10	2041.01
119	E 10TH AVE	\$290,000	1,428	\$203	05/14/10	2041.01
128	E 10TH AVE	\$292,500	1,196	\$245	10/20/10	2041.01
142	E 10TH AVE	\$225,000	1,256	\$179	06/11/10	2041.01
202	E 10TH AVE	\$285,000	1,370	\$208	03/27/09	2041.01
205	E 10TH AVE	\$174,000	1,280	\$136	09/08/10	2041.01
225	E 10TH AVE	\$221,675	1,369	\$162	07/31/09	2041.01
231	E 10TH AVE	\$192,000	2,256	\$85	06/18/10	2041.01
239	E 10TH AVE	\$150,000	1,224	\$123	08/06/09	2041.01
317	E 10TH AVE	\$339,000	1,966	\$172	06/08/10	2041.01
324	E 10TH AVE	\$273,000	1,326	\$206	08/26/09	2041.01



Address	Street	Sale Price	SF	\$/SF	Sale Date	Census Tract
325	E 10TH AVE	\$287,000	1,333	\$215	03/31/10	2041.01
339	E 10TH AVE	\$330,000	1,689	\$195	05/08/09	2041.01
418	E 10TH AVE	\$202,500	1,074	\$189	07/23/09	2041.01
101	E 11TH AVE	\$201,000	1,080	\$186	05/15/09	2041.01
115	E 11TH AVE	\$236,000	1,080	\$219	06/15/09	2041.01
141	E 11TH AVE	\$231,000	1,392	\$166	05/14/10	2041.01
218	E 11TH AVE	\$280,000	1,464	\$191	05/15/09	2041.01
336	E 11TH AVE	\$266,500	1,152	\$231	12/22/08	2041.01
345	E 11TH AVE	\$291,000	1,428	\$204	12/18/09	2041.01
406	E 11TH AVE	\$330,000	1,638	\$201	05/05/10	2041.01
440	E 11TH AVE	\$235,000	1,156	\$203	07/30/09	2041.01
423	E 12TH AVE	\$210,000	1,152	\$182	11/24/09	2041.01
322	E ELM ST	\$190,000	1,316	\$144	07/15/09	2041.02
328	E ELM ST	\$185,000	958	\$193	10/27/10	2041.02
332	E ELM ST	\$289,300	1,700	\$170	09/25/09	2041.02
334	E ELM ST	\$177,000	1,230	\$144	06/15/10	2041.02
336	E ELM ST	\$169,500	978	\$173	04/28/10	2041.02
350	E ELM ST	\$162,000	1,074	\$151	08/16/10	2041.02
352	E ELM ST	\$175,000	1,392	\$126	03/03/09	2041.02
370	E ELM ST	\$235,000	1,672	\$141	04/16/10	2041.02
406	E ELM ST	\$405,000	1,936	\$209	10/23/09	2041.02
233	E HECTOR ST	\$240,000	1,264	\$190	11/12/10	2041.02
240	E HECTOR ST	\$130,000	1,998	\$65	02/11/10	2041.02
264	E HECTOR ST	\$13,800	1,590	\$9	10/29/10	2041.02
305	E HECTOR ST	\$206,500	1,354	\$153	04/03/09	2041.02
336	E HECTOR ST	\$170,000	1,037	\$164	06/15/09	2041.02
337	E HECTOR ST	\$268,000	1,392	\$193	06/12/09	2041.02
418	E HECTOR ST	\$139,900	1,360	\$103	04/16/10	2041.02
419	E HECTOR ST	\$365,000	1,936	\$189	08/14/09	2041.02
425	E HECTOR ST	\$374,900	1,956	\$192	06/09/10	2041.02
430	E HECTOR ST	\$370,000	1,964	\$188	04/28/09	2041.02
432	E HECTOR ST	\$361,000	1,944	\$186	07/15/09	2041.02
436	E HECTOR ST	\$367,000	1,944	\$189	01/30/09	2041.02
438	E HECTOR ST	\$374,900	2,684	\$140	07/30/09	2041.02
508	E HECTOR ST	\$165,000	1,092	\$151	04/07/09	2041.01
510	E HECTOR ST	\$355,000	2,030	\$175	05/21/09	2041.01
512	E HECTOR ST	\$356,000	2,030	\$175	05/07/10	2041.01
620	E HECTOR ST	\$170,000	1,738	\$98	07/29/09	2041.01
631	E HECTOR ST	\$220,000	1,100	\$200	04/23/10	2041.01
1014	FAYETTE ST	\$246,500	2,258	\$109	03/20/09	2041.01
808	FORREST ST	\$265,000	1,404	\$189	11/20/09	2041.01
530	HARRY ST	\$305,000	1,920	\$159	09/25/09	2041.02
1000	HARRY ST	\$255,000	1,536	\$166	12/23/08	2041.01
821	HARRY ST 106	\$285,000	1,130	\$252	12/29/08	2041.01
821	HARRY ST 203	\$223,000	918	\$243	06/12/09	2041.01
821	HARRY ST 205	\$264,000	1,132	\$233	09/05/09	2041.01
10	MAPLE ST	\$260,000	1,912	\$136	05/15/09	2041.02
12	MAPLE ST	\$246,000	1,681	\$146	02/26/10	2041.02
28	MAPLE ST	\$190,900	982	\$194	11/06/09	2041.02

Address	Street	Sale Price	SF	\$/SF	Sale Date	Census Tract
109	MAPLE ST	\$263,400	1,604	\$164	06/28/10	2041.02
111	MAPLE ST	\$214,900	3,060	\$70	06/15/10	2041.02
116	MAPLE ST	\$244,000	1,404	\$174	09/17/09	2041.02
122	MAPLE ST	\$206,250	1,016	\$203	11/08/10	2041.02
508	MAPLE ST	\$285,000	1,476	\$193	06/18/10	2041.01
810	MAPLE ST	\$305,000	1,304	\$234	07/10/09	2041.01
830	MAPLE ST	\$240,000	1,304	\$184	10/09/09	2041.01
1001	MAPLE ST	\$265,000	1,241	\$214	10/22/09	2041.01
1006	MAPLE ST	\$289,900	1,196	\$242	03/19/10	2041.01
1013	MAPLE ST	\$248,000	1,088	\$228	07/10/09	2041.01
1117	MAPLE ST	\$232,000	1,998	\$116	11/19/09	2041.01
1123	MAPLE ST	\$234,000	1,173	\$199	05/15/09	2041.01
75	MAPLE ST 102	\$277,500	1,092	\$254	11/20/09	2041.02
75	MAPLE ST 205	\$296,500	1,092	\$272	12/30/08	2041.02
75	MAPLE ST 206	\$286,000	1,092	\$262	01/29/10	2041.02
75	MAPLE ST 208	\$282,000	1,092	\$258	11/20/09	2041.02
75	MAPLE ST 209	\$219,900	650	\$338	02/24/10	2041.02
431	NEW ELM ST	\$222,500	1,466	\$152	07/30/09	2041.02
431	OLD ELM ST	\$315,000	2,160	\$146	10/15/10	2041.02
440	OLD ELM ST	\$335,000	1,865	\$180	08/31/10	2041.02
424	PLEASANT VALLEY DR	\$323,000	1,435	\$225	08/24/09	2041.01
434	PLEASANT VALLEY DR	\$320,000	1,835	\$174	02/27/10	2041.01
438	PLEASANT VALLEY DR	\$323,000	1,435	\$225	05/07/10	2041.01
442	PLEASANT VALLEY DR	\$323,000	1,435	\$225	04/29/10	2041.01
80	POPLAR ST	\$247,500	1,484	\$167	10/23/09	2041.02
82	POPLAR ST	\$204,000	2,154	\$95	06/14/10	2041.02
235	SPRING MILL AVE	\$262,000	1,440	\$182	08/25/09	2041.02
259	SPRING MILL AVE	\$245,000	1,384	\$177	10/16/09	2041.02
343	SPRING MILL AVE	\$225,000	1,760	\$128	06/25/10	2041.02
447	SPRING MILL AVE	\$355,000	2,124	\$167	11/16/09	2041.02
532	SPRING MILL AVE	\$170,000	1,008	\$169	06/28/10	2041.02
534	SPRING MILL AVE	\$235,000	1,632	\$144	08/31/10	2041.02
615	SPRING MILL AVE	\$132,500	1,372	\$97	08/18/09	2041.01
629	SPRING MILL AVE	\$196,000	1,193	\$164	11/30/09	2041.01
8	W 1ST AVE	\$140,000	720	\$194	08/28/09	2041.02
129	W 1ST AVE	\$100,000	1,468	\$68	06/30/10	2041.02
307	W 1ST AVE	\$365,000	2,232	\$164	06/05/09	2041.02
309	W 1ST AVE	\$370,400	2,272	\$163	11/04/09	2041.02
132	W 2ND AVE	\$205,000	1,152	\$178	07/02/10	2041.02
138	W 2ND AVE	\$265,000	1,553	\$171	12/11/09	2041.02
143	W 3RD AVE	\$300,000	1,553	\$193	04/20/10	2041.02
144	W 3RD AVE	\$250,500	1,710	\$146	10/07/09	2041.02
222	W 3RD AVE	\$450,000	2,567	\$175	07/30/09	2041.02
234	W 3RD AVE	\$237,000	1,950	\$122	07/20/10	2041.02
300	W 3RD AVE	\$381,000	3,115	\$122	09/02/09	2041.02
215	W 3RD AVE 5	\$185,000	1,000	\$185	10/16/09	2041.02
112	W 4TH AVE	\$285,000	1,248	\$228	08/25/09	2041.02
117	W 4TH AVE	\$317,000	1,908	\$166	02/12/10	2041.02
124	W 4TH AVE	\$220,000	1,701	\$129	02/25/09	2041.02



Address	Street	Sale Price	SF	\$/SF	Sale Date	Census Tract
133	W 4TH AVE	\$255,000	1,832	\$139	03/31/10	2041.02
147	W 4TH AVE	\$310,000	1,936	\$160	11/20/09	2041.02
204	W 4TH AVE	\$238,000	882	\$270	12/29/09	2041.01
215	W 4TH AVE	\$305,000	2,219	\$137	05/29/09	2041.02
216	W 4TH AVE	\$196,000	1,536	\$128	09/23/10	2041.01
219	W 4TH AVE	\$260,000	1,949	\$133	06/29/09	2041.02
231	W 4TH AVE	\$410,000	2,628	\$156	09/21/10	2041.02
323	W 4TH AVE	\$202,500	1,023	\$198	06/23/10	2041.02
339	W 4TH AVE	\$222,000	1,152	\$193	05/21/10	2041.02
110	W 5TH AVE	\$238,000	1,755	\$136	06/22/10	2041.02
218	W 5TH AVE	\$175,000	1,667	\$105	06/21/10	2041.01
226	W 5TH AVE	\$274,000	1,476	\$186	12/30/09	2041.01
329	W 5TH AVE	\$229,000	1,853	\$124	06/01/09	2041.01
332	W 5TH AVE	\$326,000	2,415	\$135	06/11/10	2041.01
403	W 5TH AVE	\$360,000	1,948	\$185	05/28/09	2041.01
410	W 5TH AVE	\$340,000	2,016	\$169	07/13/10	2041.01
416	W 5TH AVE	\$376,000	2,516	\$149	12/18/09	2041.01
420	W 5TH AVE	\$365,000	2,016	\$181	05/13/10	2041.01
424	W 5TH AVE	\$360,000	1,848	\$195	11/04/10	2041.01
438	W 5TH AVE	\$363,000	2,098	\$173	12/15/08	2041.01
117	W 6TH AVE	\$224,000	970	\$231	12/04/09	2041.02
120	W 6TH AVE	\$299,000	1,803	\$166	02/05/09	2041.01
144	W 6TH AVE	\$175,000	1,818	\$96	06/30/10	2041.01
204	W 6TH AVE	\$247,900	1,664	\$149	08/27/09	2041.01
212	W 6TH AVE	\$176,000	865	\$203	06/28/10	2041.01
231	W 6TH AVE	\$154,500	616	\$251	08/18/10	2041.01
236	W 6TH AVE	\$273,000	1,644	\$166	07/27/10	2041.01
407	W 6TH AVE	\$246,500	974	\$253	09/18/09	2041.01
447	W 6TH AVE	\$282,000	1,232	\$229	11/05/09	2041.01
109	W 7TH AVE	\$173,000	952	\$182	08/05/10	2041.01
210	W 7TH AVE	\$28,000	1,058	\$26	04/06/10	2041.01
213	W 7TH AVE	\$239,500	1,152	\$208	07/10/09	2041.01
228	W 7TH AVE	\$230,000	1,088	\$211	06/05/09	2041.01
116	W 8TH AVE	\$230,000	1,143	\$201	10/15/09	2041.01
119	W 8TH AVE	\$280,000	1,304	\$215	07/15/09	2041.01
138	W 8TH AVE	\$285,000	1,364	\$209	02/20/09	2041.01
147	W 8TH AVE	\$287,500	1,432	\$201	01/21/09	2041.01
112	W 9TH AVE	\$355,000	2,310	\$154	06/24/09	2041.01
116	W 9TH AVE	\$334,000	1,989	\$168	11/12/09	2041.01
120	W 9TH AVE	\$285,000	1,952	\$146	02/15/10	2041.01
215	W 9TH AVE	\$255,000	1,326	\$192	08/30/10	2041.01
228	W 9TH AVE	\$382,500	2,069	\$185	08/25/09	2041.01
230	W 9TH AVE	\$265,000	1,344	\$197	05/21/10	2041.01
102	W 10TH AVE	\$311,000	1,280	\$243	05/22/09	2041.01
103	W 10TH AVE	\$260,000	1,475	\$176	05/15/09	2041.01
121	W 10TH AVE	\$245,000	1,472	\$166	03/13/09	2041.01
129	W 10TH AVE	\$269,000	1,691	\$159	05/21/09	2041.01
136	W 10TH AVE	\$265,000	1,606	\$165	08/13/10	2041.01
310	W 10TH AVE	\$210,000	1,356	\$155	05/11/10	2041.01



Address	Street	Sale Price	SF	\$/SF	Sale Date	Census Tract
318	W 10TH AVE	\$282,000	1,356	\$208	08/20/09	2041.01
409	W 10TH AVE	\$240,000	1,280	\$188	07/01/09	2041.01
114	W 11TH AVE	\$267,500	1,347	\$199	11/19/10	2041.01
317	W 11TH AVE	\$258,000	1,320	\$195	09/30/10	2041.01
318	W 11TH AVE	\$251,000	1,260	\$199	09/09/10	2041.01
331	W 11TH AVE	\$277,000	1,416	\$196	08/19/10	2041.01
337	W 11TH AVE	\$273,000	1,296	\$211	08/13/09	2041.01
410	W 11TH AVE	\$265,000	1,216	\$218	05/22/09	2041.01
411	W 11TH AVE	\$245,000	1,256	\$195	02/27/09	2041.01
435	W 11TH AVE	\$295,000	1,454	\$203	04/23/10	2041.01
119	W 12TH AVE	\$121,000	1,755	\$69	11/25/09	2041.01
317	W 12TH AVE	\$235,000	1,152	\$204	02/06/09	2041.01
333	W 12TH AVE	\$235,000	1,152	\$204	11/12/10	2041.01
411	W ELM ST	\$210,000	1,200	\$175	03/25/10	2041.02
200	W ELM ST 1102	\$299,990	1,377	\$218	05/28/09	2041.02
200	W ELM ST 1109	\$199,900	708	\$282	04/27/10	2041.02
200	W ELM ST 1113	\$198,000	825	\$240	11/15/10	2041.02
200	W ELM ST 1123	\$240,000	728	\$330	08/07/09	2041.02
200	W ELM ST 1130	\$228,500	728	\$314	10/30/09	2041.02
200	W ELM ST 1329	\$240,000	728	\$330	11/13/09	2041.02
300	W ELM ST 2106	\$334,990	1,239	\$270	06/30/09	2041.02
300	W ELM ST 2107	\$209,990	728	\$288	04/29/09	2041.02
300	W ELM ST 2108	\$290,000	1,168	\$248	05/29/09	2041.02
300	W ELM ST 2110	\$200,000	728	\$275	06/19/09	2041.02
300	W ELM ST 2111	\$300,000	1,239	\$242	07/17/09	2041.02
300	W ELM ST 2112	\$205,990	728	\$283	06/19/09	2041.02
300	W ELM ST 2113	\$300,000	1,230	\$244	06/30/09	2041.02
300	W ELM ST 2116	\$282,990	1,168	\$242	05/29/09	2041.02
300	W ELM ST 2117	\$277,500	1,168	\$238	07/28/09	2041.02
300	W ELM ST 2124	\$235,000	825	\$285	04/24/09	2041.02
300	W ELM ST 2125	\$288,000	1,254	\$230	10/12/09	2041.02
300	W ELM ST 2208	\$199,990	728	\$275	12/15/08	2041.02
300	W ELM ST 2212	\$325,000	1,239	\$262	12/04/08	2041.02
300	W ELM ST 2213	\$212,000	728	\$291	04/17/09	2041.02
300	W ELM ST 2217	\$299,420	1,168	\$256	02/27/09	2041.02
300	W ELM ST 2218	\$249,990	1,168	\$214	11/10/09	2041.02
300	W ELM ST 2222	\$220,000	825	\$267	04/09/09	2041.02
300	W ELM ST 2225	\$220,000	825	\$267	12/16/08	2041.02
300	W ELM ST 2226	\$302,990	1,254	\$242	10/12/09	2041.02
300	W ELM ST 2301	\$308,990	1,377	\$224	11/09/09	2041.02
300	W ELM ST 2302	\$315,000	1,377	\$229	11/09/09	2041.02
300	W ELM ST 2311	\$220,000	728	\$302	05/19/09	2041.02
300	W ELM ST 2312	\$315,000	1,239	\$254	07/10/09	2041.02
300	W ELM ST 2313	\$215,000	728	\$295	02/26/09	2041.02
300	W ELM ST 2318	\$296,000	1,168	\$253	08/31/09	2041.02
300	W ELM ST 2320	\$226,000	825	\$274	06/14/10	2041.02
300	W ELM ST 2325	\$249,990	825	\$303	05/12/09	2041.02
300	W ELM ST 2327	\$234,990	792	\$297	12/16/08	2041.02
300	W ELM ST 2332	\$275,990	1,254	\$220	10/12/09	2041.02



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300	W ELM ST 2401	\$338,990	1,569	\$216	10/12/09	2041.02
300	W ELM ST 2404	\$369,000	1,516	\$243	08/21/09	2041.02
300	W ELM ST 2407	\$377,380	1,516	\$249	03/13/09	2041.02
300	W ELM ST 2412	\$353,000	1,516	\$233	08/03/09	2041.02
300	W ELM ST 2414	\$325,000	1,459	\$223	03/20/09	2041.02
300	W ELM ST 2421	\$369,990	1,569	\$236	10/26/09	2041.02
300	W ELM ST 2425	\$246,800	951	\$260	01/11/09	2041.02
300	W ELM ST 2426	\$325,990	1,482	\$220	07/27/09	2041.02
300	W ELM ST 2436	\$250,000	758	\$330	07/31/09	2041.02
85	WALNUT ST	\$170,000	1,440	\$118	09/25/09	2041.01
112	WOOD ST	\$298,000	1,440	\$207	05/29/09	2041.02
633	WOOD ST	\$240,000	1,024	\$234	06/23/10	2041.01