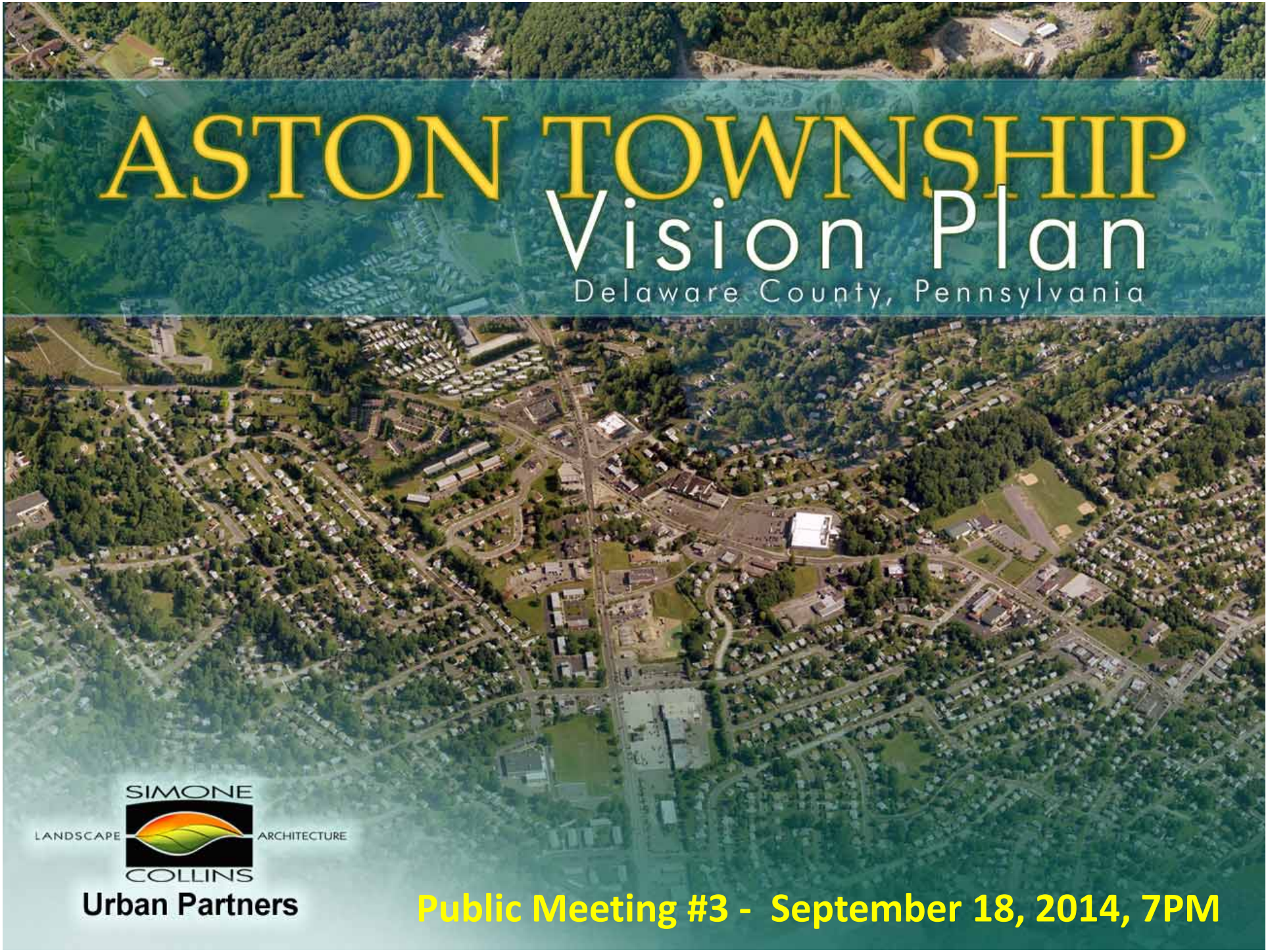
ASTON TOWNSHIP
Vision Plan
Delaware County, Pennsylvania



SIMONE COLLINS
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Public Meeting #3 - September 18, 2014, 7PM

What is the Aston Vision Plan?

- Create a community vision of Aston for the next 10 to 20 years.
- Develop General Consensus on a Vision
- Be an initial basis for the 2015 Comprehensive Plan Update
- Identify priority projects that might be considered by the Township
- Seek to ensure the continued health, sustainability and vitality of the Aston Community

Project Schedule

ASTON TOWNSHIP
Vision Plan

Month	April	May	June	July	August	September	October	November
Task 1 - Market / Feasibility Analysis								
Task 2 - Report on Market Analysis								
Task 3 - Review Land Use Patterns and Zoning Ordinances								
Task 4 - Select Infrastructure Review and Analysis								
a. Streetscape and Gateways								
b. Trails and Connectivity								
c. Historic Resources								
Task 5 - Incentivizing Development and Redevelopment								
Task 6 - Culture and the Arts								
Task 7 - Draft & Final Report & Action Plan								
Revisons to report								
Task 8 - Public Visioning and Public Participation Meetings								
Public Meeting #1 - April 29th	29							
Public Meeting #2 - June 17th			17					
Public Meeting #3 - September 18th						18		
Public Meeting #4 - Novembe 19								
Committee Meeting #1 - 10th	10							
Committee Meeting #2 - May 15th		15						
Committee Meeting #3 - July 22nd				22				
Committee Meeting #4 - September 8th						8		
Committee Meeting #5 - October 16th							16	
Meetings with Township Staff as needed								
Key Person / Key Agency Interviews								

19

Vision Plan Team

Vision Plan Committee

Simone Collins Landscape Architecture

Planners and Landscape Architects

24th year of service

Urban Partners

Market Analysts and Planners

34th year of service

Aston Vision Plan Committee

Jody Arena
Maggie Berry
Nancy Bowden
Carol Cannon
Sue Hauer
Jeffrey W. Kane
Judy Kirby
Kevin Magerr
Joe McColgan
Mike Panco
Justin Stouch
Veronica Batter
Joseph Billie
Maryann Bullen
Joe DeVuono
John Howe
David Kelso
Michael Link
Jim Mancini
Don Miller
Judi Stanaitis
Sheila Withelder

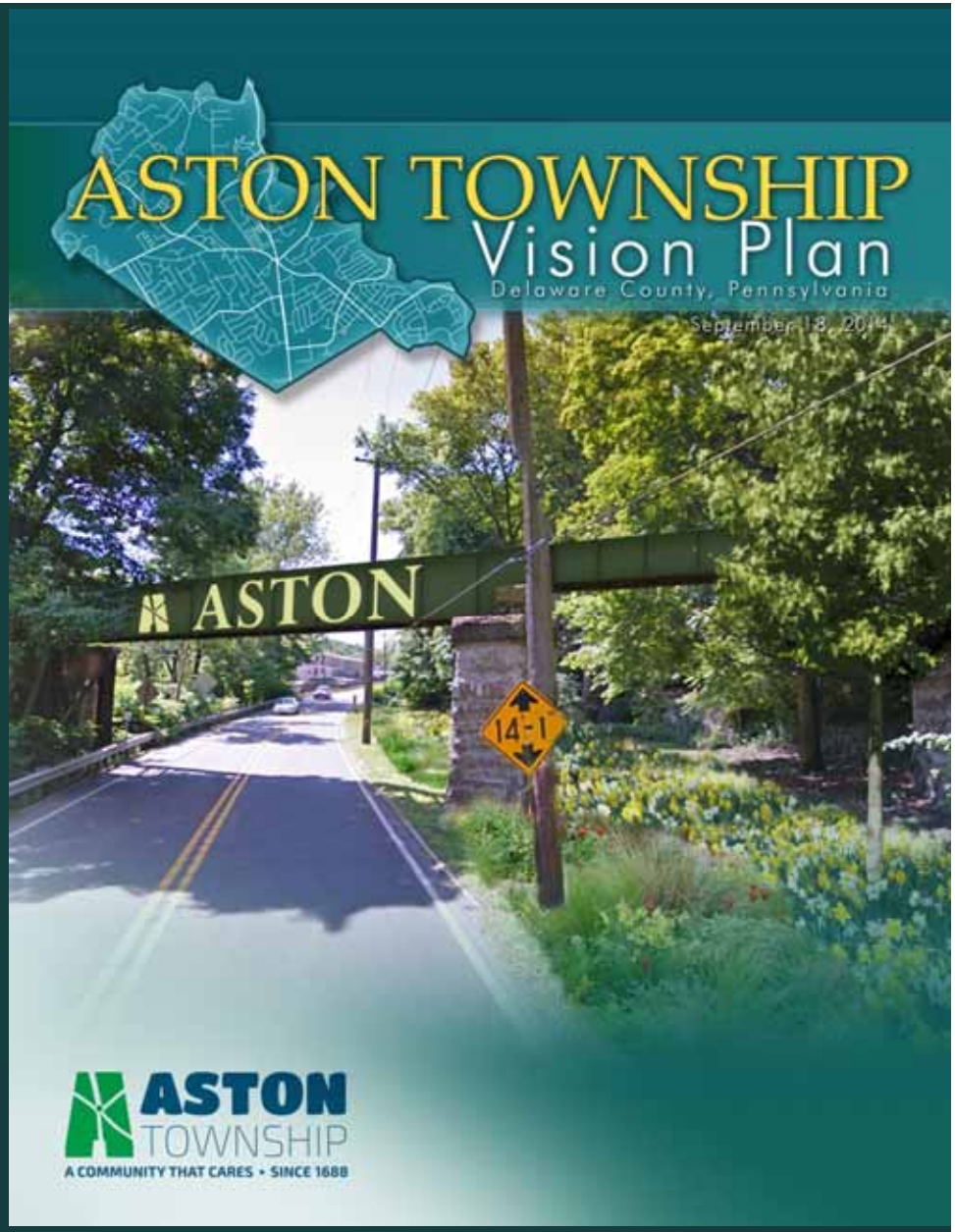
- 4 public meetings
- 4 committee meetings
- Various stakeholder interviews
- Continued coordination with staff
- Grant proposal submission

Aston Vision Plan Goals

- Create Value (increase property values / Increased business activity)
- Improve motorized and non-motorized transportation
- Market Aston as a very desirable place to live and do business
- Create memorable streetscapes and civic spaces - improve aesthetics
- Preserve and enhance existing residential neighborhoods

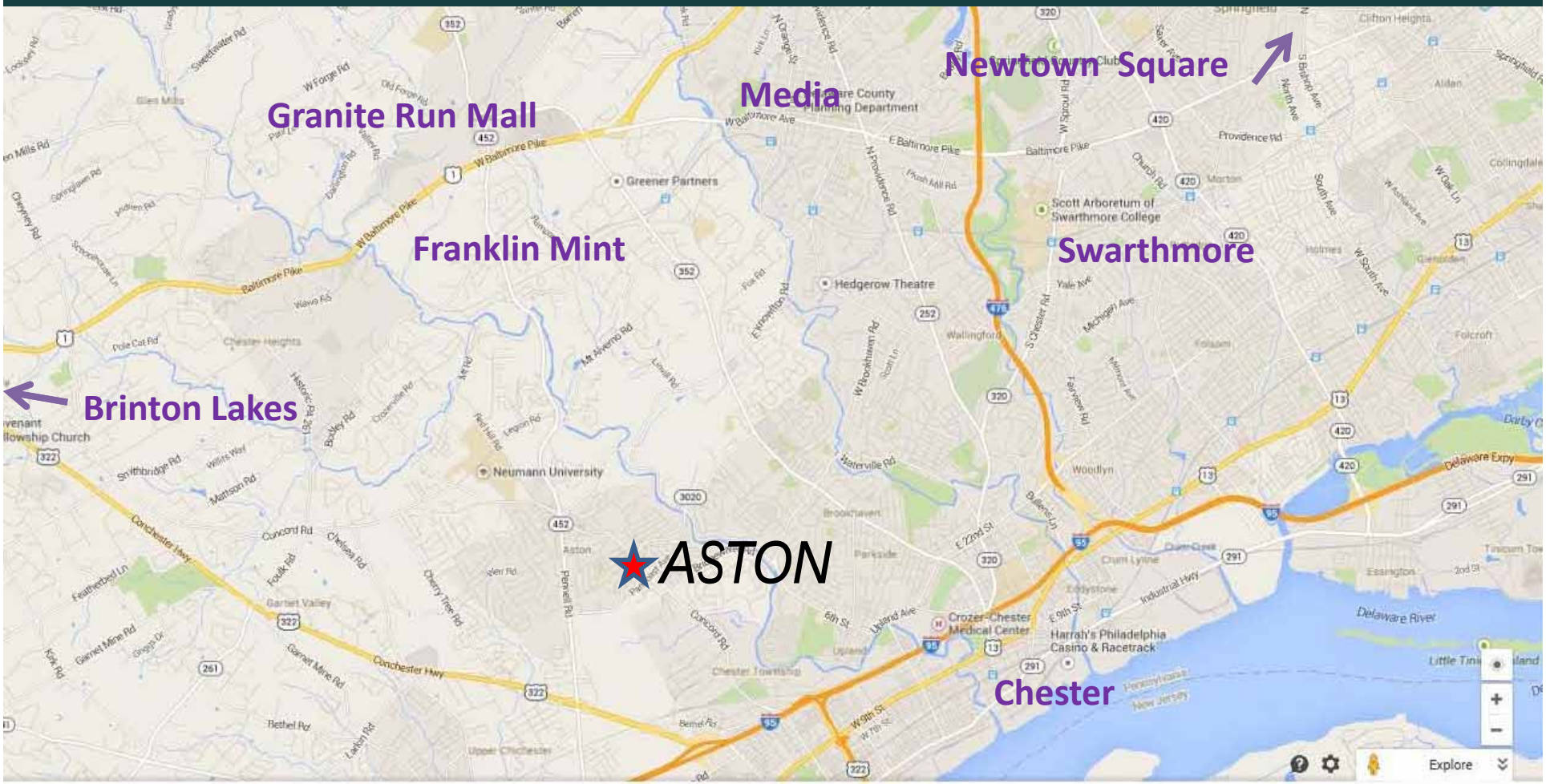
VISION PLAN COMPONENTS

- Market Analysis / Opportunities
- Business Development & Retention
- Land Use, Zoning & SALDO
- Transportation
- Community Facilities
- Town and Gown
- Housing
- Gateways / Aesthetics
- Culture and The Arts
- Aston Identity / Brand / Marketing
- Implementation Plan



Aston

- Located between existing and future development areas



Market Study

Markets Examined

- Retail
- Rental Housing
- Office
- Industrial
- Hotel
- Cultural / Entertainment / Recreation

Retail Market

Retail Market Potential

- Sporting goods store (4,800 SF)
- Office Supplies/Souvenirs/Gifts (12,000SF)
- Limited service restaurant (3,000 – 4,000 SF)
- Full-service restaurants (12,000 – 15,000 SF)

- Potential would capture full-time residents and students

Rental Housing Market

Rental Housing Potential

- There is a market for market-rate rental products
- Luxury rental product nearby has relatively high occupancy
- Could be opportunity for higher-quality product in Aston
- Aging complexes offer potential for future redevelopment as market permits; incentives could assist

Office Market

Office Market Potential

- Office vacancy rate is relatively high:
  - 2901 Dutton Mill Road: 17% vacant
  - Class B properties: 16% to 44% vacant
- Brokers suggest that Aston is not a strong office market
- Additional traditional office space is unlikely
- There's reportedly demand for health services in Aston
- Could be opportunity for clinic/medical office space in conjunction with Neumann or Main Line Health (Riddle Hosp.)

Industrial/Flex Market

Industrial/Flex Potential

- Industrial vacancy rate is relatively low for newer space:
  - 120 Concord Road: 8% vacant
- Brokers suggest that Aston is a strong industrial/flex market
- Existing land for new quality industrial/flex is limited
- Rolling Hills Industrial Park increasingly for smaller industries
- Opportunity exists for expanded industrial/flex on and around closing sewage treatment plant

Entertainment/Cultural Market

Arts Center Potential

- Growing arts community in and around Aston
- Existing artist studios at Heron Crest
- Aston resident is pursuing Rockdale Arts Center
  - Space has been secured
  - Community interest/support is strong
- Opportunities may exist to expand to other spaces
- Potential to partner with local institutions - cultural, historical, educational (Neumann)

Entertainment/Cultural Market

Performance Venue Potential

- Many venues in and around Aston
- Venues cover all ranges of sizes
- Most profitable theaters are the largest
- Tower and Sun Center will capture this market

Entertainment/Cultural Market

Bowling Center Potential

- U.S. standard is 1 lane per 3,150 people
- 157 lanes in Delaware County
- County could support 177 but 451 within 15 miles
- Conchester Lanes in Upper Chichester is very close
- Aston is not likely a location for an additional bowling center

Entertainment/Cultural Market

Movie Theater Potential

- U.S. standard is 1 screen per 8,065 people
- 28 screens exist in Delaware County
- County could support 69; there are 65 within 15 miles
- Could be opportunity for additional theater in Aston
- Models exist for smaller and non-profit venues and movie/ tavern concept

Entertainment/Cultural Market

Mini Golf Facility Potential

- King's Island at Maplezone is close
- Downingtown has two courses; not unusual
- Aston is a recreation destination with Ice Works, others
- Recreation market in area will grow with Sun Center Studios expansion
- Could be opportunity for mini golf facility in Aston

Entertainment/Cultural Market

Indoor Sports/Entertainment Facility Potential

- Many centers of all types exist in the area
- Former Tri-State Sports Center is now Sun Center
- Maplezone, others have likely captured this demand
- Not likely significant demand for additional venues in near future

Hotel Market

Hotel Potential

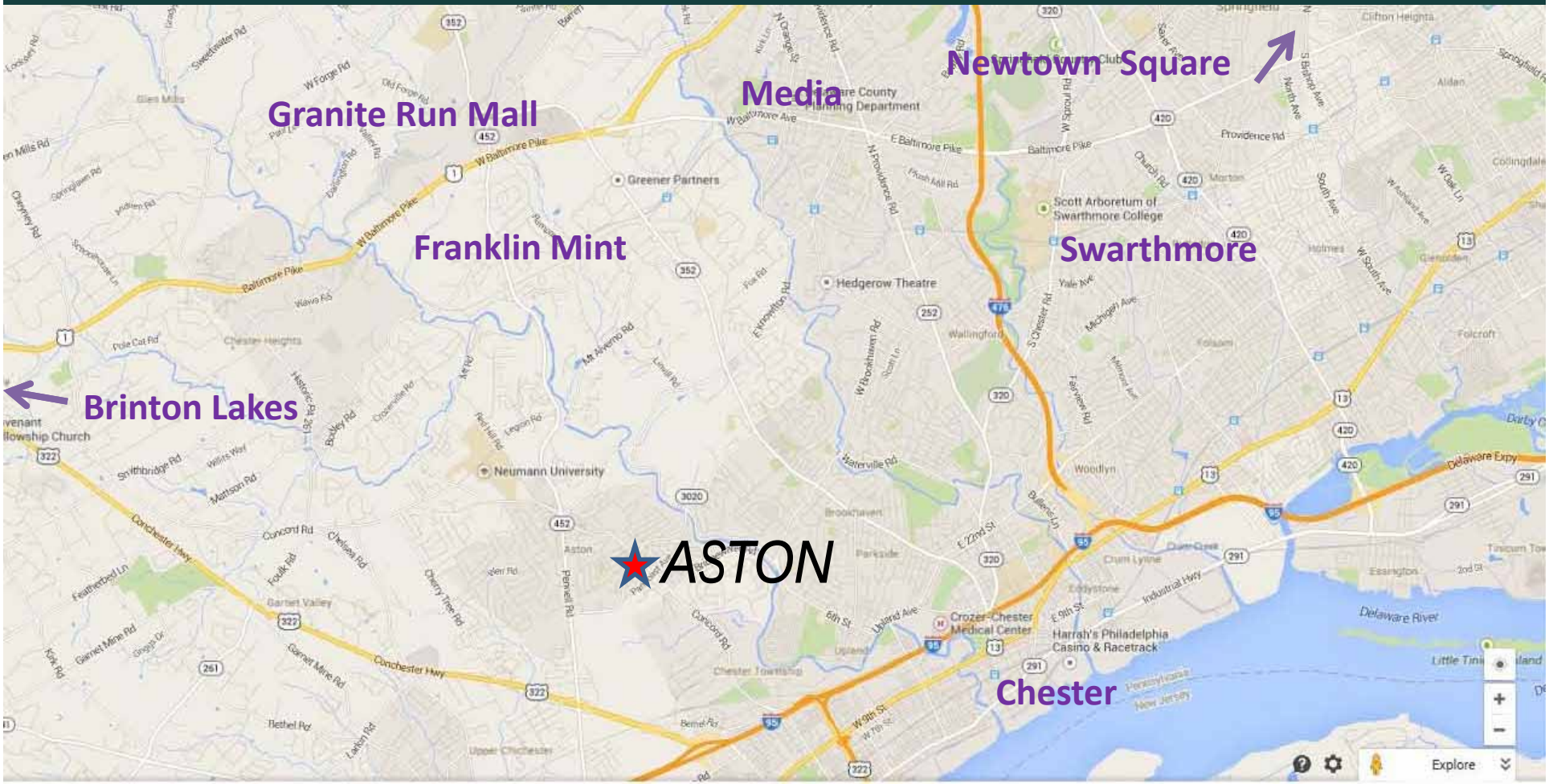
- Sun Center Studios proposing 200-room hotel by 2016
- This will likely capture any current demand
- Could be potential for future hotel depending on Sun Center growth and Neumann needs

Summary of Market Opportunities

- Retail: types
  - Sporting goods store (4,800 SF)
  - Office Supplies/Souvenirs/Gifts (12,000SF)
  - Limited service restaurant (3,000 – 4,000 SF)
  - Full-service restaurants (12,000 – 15,000 SF)
- Rental Housing: limited higher-quality/higher-rent product
- Office: limited medical office/clinic
- Industrial/Flex: expanded quality industrial/flex
- Hotel: not immediately

Summary of Market Opportunities

- Arts Center: currently being pursued
- Performance Venue: not likely with Neumann and Sun Center
- Bowling Center: not recommended
- Movie Theater: smaller non-profit venue or movie/tavern type
- Mini Golf: potential exists
- Indoor Sports/Entertainment: largely exists already



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Loop Ramp Combinations with I-95 Shift to the East

www.i95-us322.com

Combination 1-A

Combination 3-A

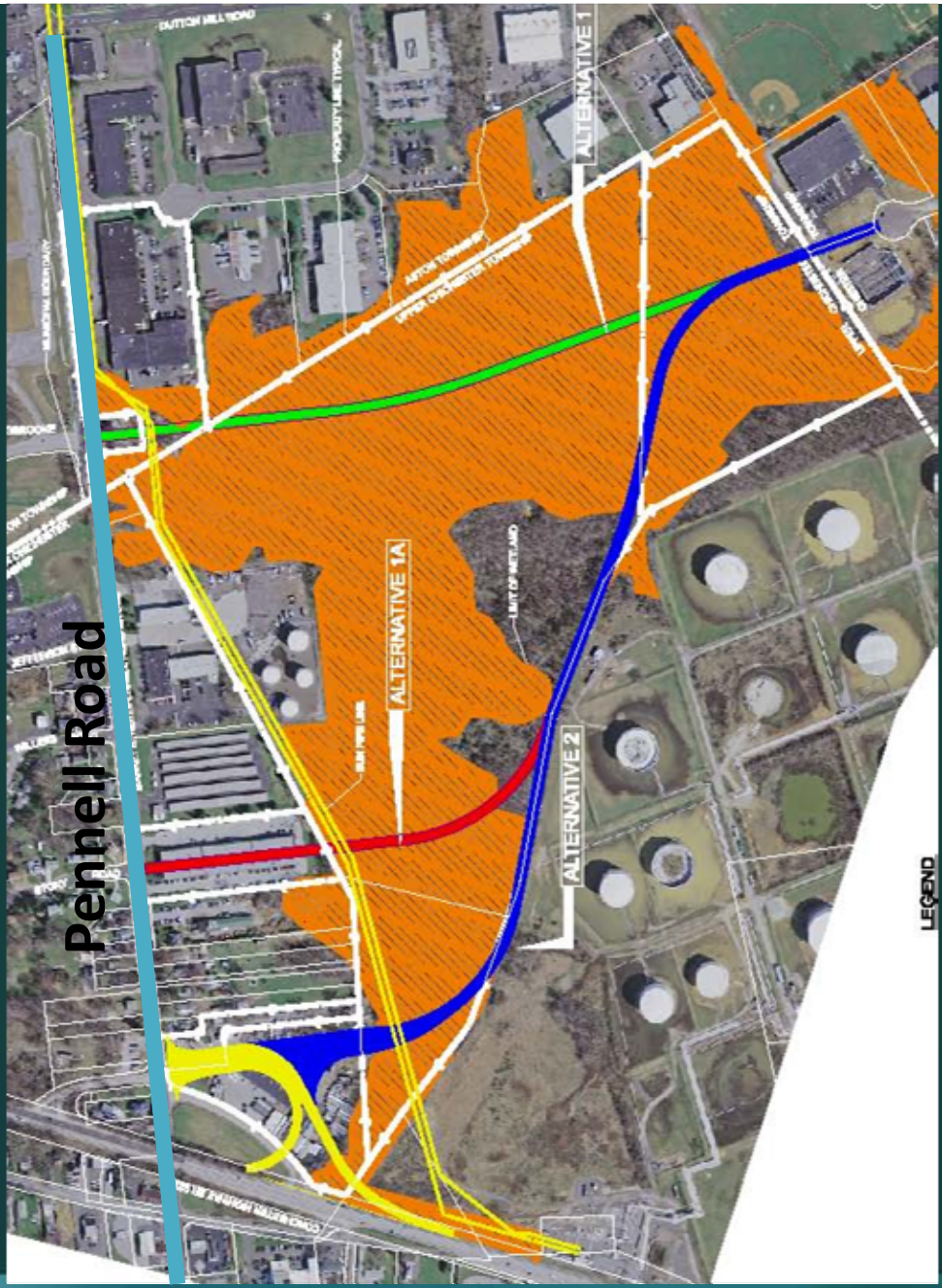
Combination 3E-1

Combination 3E-2

Rt. 322 and Pennell Road

Springbrooke Blvd.

Bridgewater Rd.



Route 322

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1. Business Development and Retention

	Recommendation	Time-frame	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
1.1	Organize monthly business owners' breakfasts for Aston business owners across the community. Divide these meetings geographically with the goal of introducing owners in the same areas to each other.	Ongoing	Township / ABA	Township / ABA	Minimal
1.2	Organize an annual Township-wide business owners' breakfast so that community entrepreneurs understand the larger picture of Aston businesses.	Ongoing	Township / ABA	Township / ABA	Minimal
1.3	Seek, obtain and make available non-profit and govt. - Small Business Association (SBA) counselling expertise for existing business owns at low or no cost.	Ongoing	Township / ABA	Township / ABA	Minimal
1.4	Seek and obtain grant funding for a retail façade improvement program. Retain architectural services to assist owners with designing and implementing reasonably-priced façade improvements to aging structures.	Within 5 Years	Township	PA DCED	Low
1.5	Identify and recruit one-of-a-kind businesses and entrepreneurs who respond to a market "gap" to locate in Aston.	Ongoing	Township	Township / ABA	Minimal
1.6	Create financial incentives for the adaptive reuse of the decommissioned Township sewer plant site so that the property has a financial advantage over regional competitors.	Ongoing	Township	Township	Minimal

2. Zoning

	Recommendation	Time-frame	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
Create overlay zoning districts along Pennell Road and Concord Road. Zoning overlays should be designed to:					
2.1	Allow more than 1 primary use per lot / per building (mixed use)	1-2 years	Township	Township / DVRPC	Low
2.2	Allow increased multi-family residential densities	Ongoing	Township	Township / DVRPC	Minimal
2.3	Allow increased building height were appropriate	Ongoing	Township	Township / DVRPC	Minimal
2.4	Create incentives for parcel assembly (to create larger lots)	Ongoing	Township	Township / DVRPC	Minimal
2.5	Allow shared parking / reduction of parking where appropriate	Ongoing	Township	Township / DVRPC	Minimal
2.6	Encourage shared access and cross-access easements between adjacent lots	Ongoing	Township	Township / DVRPC	Minimal
2.7	Reduce the number of driveway openings on major arterials where feasible to increase safety	Ongoing	Township	Township / DVRPC	Minimal
2.8	Examine zoning requirements for Limited Industrial (LI) District with the adaptive reuse of the decommissioned Township Sewer Plan in mind. Also examine recreational uses for the site.	2-3 Years	Township	Township / DVRPC	Low
Consider the adoption of an Official Map to prioritize development of the following community facilities:					
2.9	Road and intersection improvements	2-3 Years	Township	Township	Minimal
2.10	Sidewalks and trails	1-2 Years	Township	Township	Minimal
2.11	Open Space / Community Civic Space	1-2 Years	Township	Township	Minimal
2.12	Stormwater Management Facilities	1-2 Years	Township	Township	Minimal
Review Institutional Zoning District to ensure that regulations are in keeping with goals of major Township Institutions.					

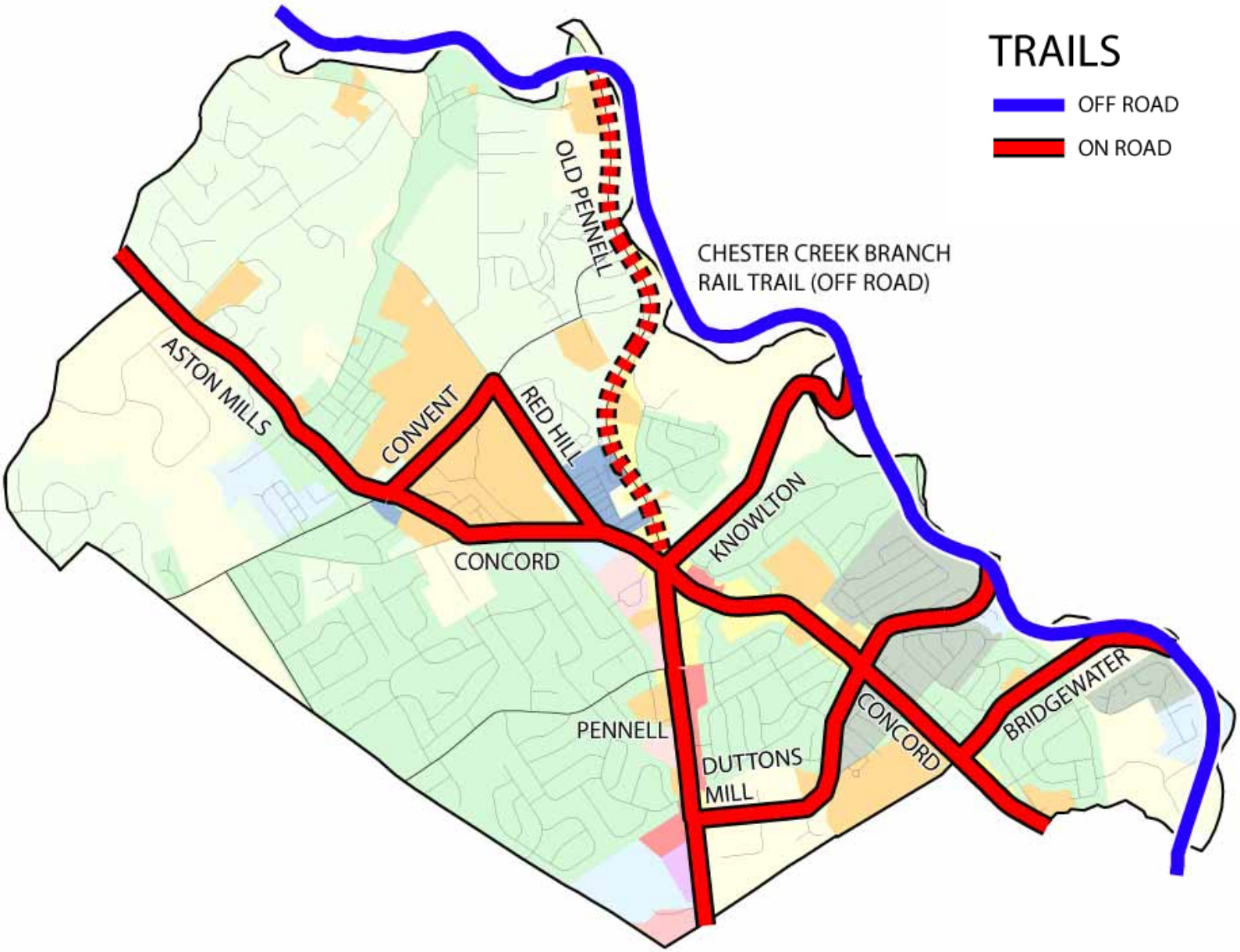
Implementation Table

3. Subdivision and Land Development

Recommendation		Time-frame	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
3.1	Strengthen street tree requirements	2-3 Years	Township	Township / DVRPC	Minimal
3.2	Strengthen shade tree requirements for parking lots	2-3 Years	Township	Township / DVRPC	Minimal
3.3	Institute architectural and streetscape design guidelines for commercial, retail, multi-family residential and mixed-use structures	3-5 Years	Township	Township / DVRPC	Minimal

4. Transportation

	Recommendation	Time-frame	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
4.1	Conduct a study to evaluate the construction of a traffic circle at Five Points Intersection	2-3 Years	Township	Township / DVRPC	Low
4.2	Plan for and construct improvements to Bridgewater Road – (access for former sewer plant location)	3-5 Years	PennDOT	Township / PennDOT	High
4.3	Plan for and construct on-road bike lanes / improved shoulders throughout Township – connect to Chester Creek Branch Rail Trail	Ongoing	Township/ PennDOT	Township / PennDOT / DVRPC	Medium
4.4	Advance the Chester Creek Branch Trail to construction in Aston Township	5-7 Years	Township	DCNR / County/ DVRPC / CFA	High
4.5	Identify and fill in missing sidewalk gaps throughout Township	Ongoing	Township/ PennDOT	Township	Medium
4.6	Institute traffic calming measures throughout Township	Ongoing	Township/ PennDOT	Township / PennDOT	Medium
4.7	Improve bus stop locations and add bus shelters	Ongoing	Township/SEPTA	SEPTA / Township	Medium


TRAILS
OFF ROAD
ON ROAD
CHESTER CREEK BRANCH
RAIL TRAIL (OFF ROAD)
OLD PENNELL
ASTON MILLS
CONVENT
RED HILL
CONCORD
KNOWLTON
PENNELL
DUTTONS
MILL
CONCORD
BRIDGEWATER

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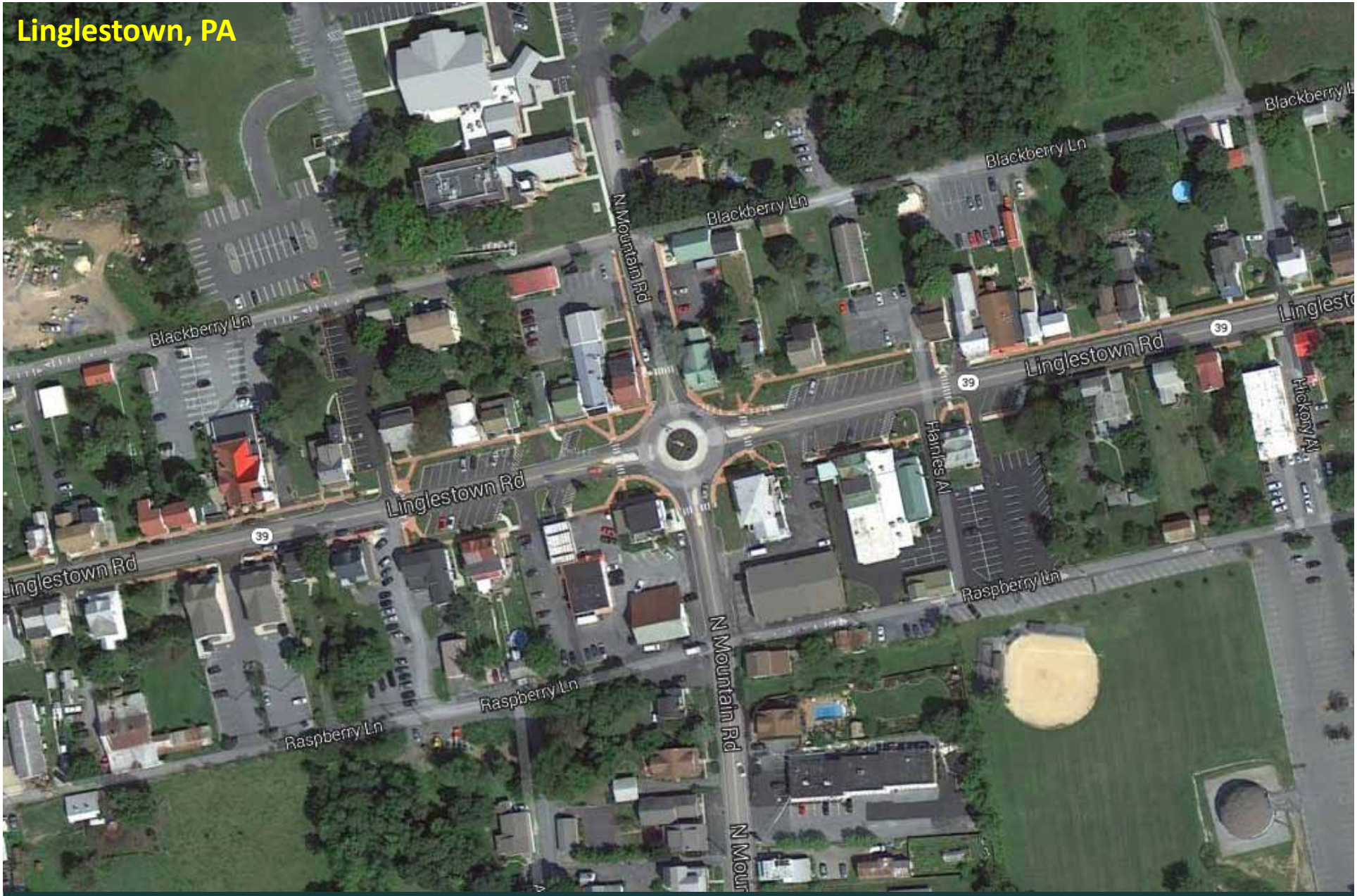

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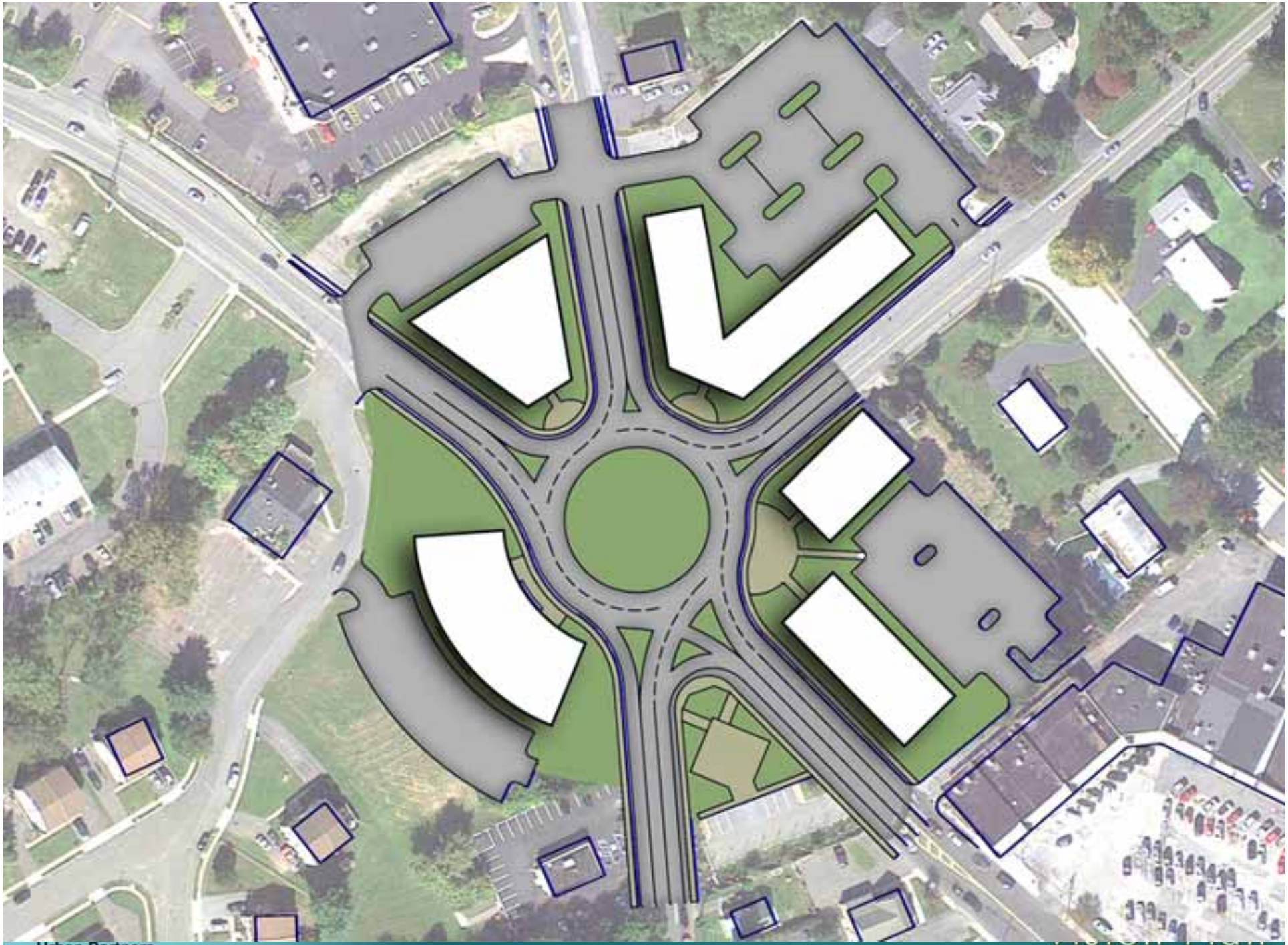
Linglestown, PA



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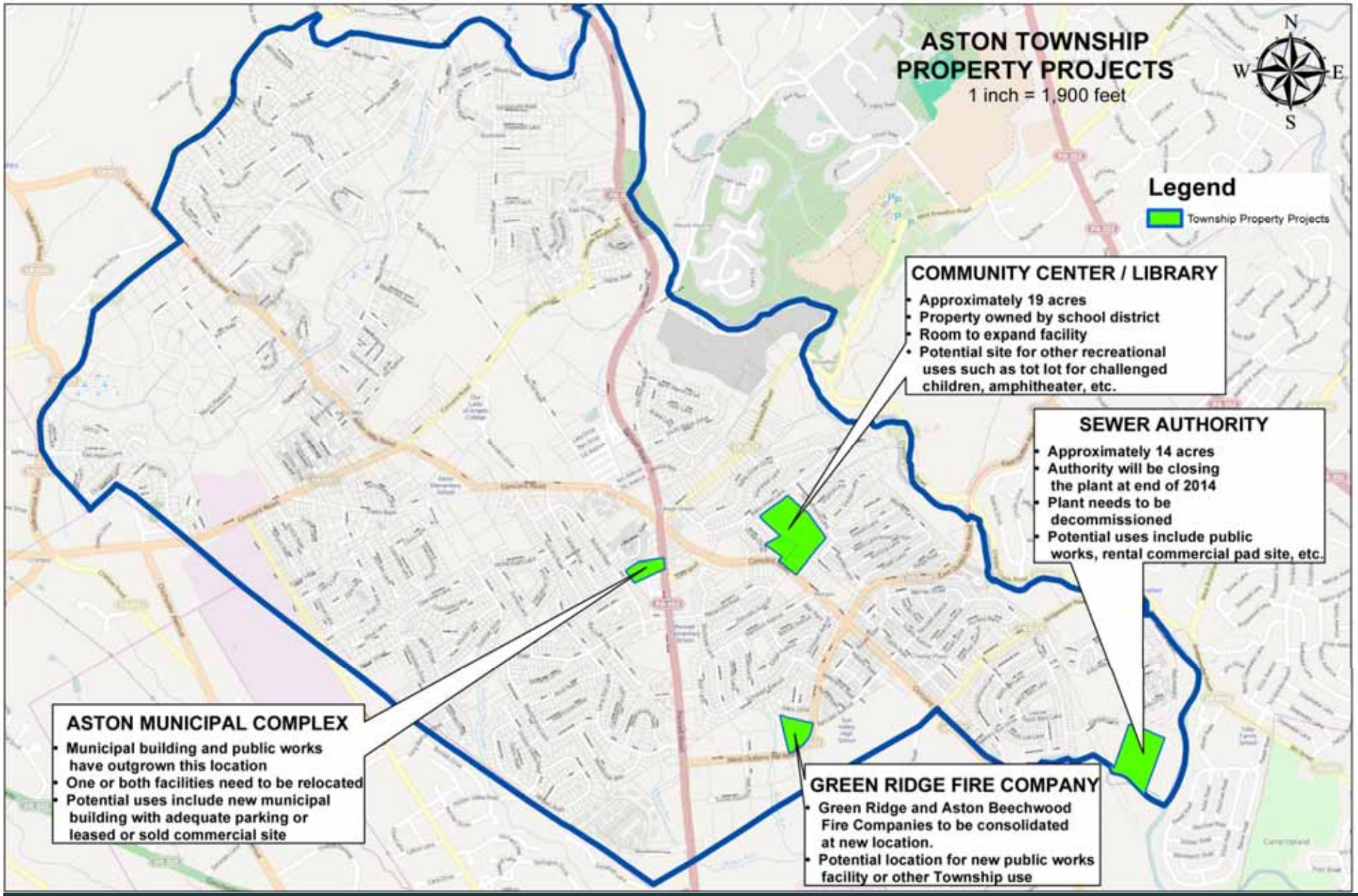
5. Community Facilities

	Recommendation	Time-frame	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
5.1	Plan and construct addition to Community Center:	2-6 years	Township / School District	Township / School District / DCED/ CFA	High
5.2	Plan and construct Library expansion	2-6 years	Township / School District	Township / School District / DCED/ CFA	High
5.3	Plan and construct New Township Administration Building	2-6 years	Township	Township / DCED / CFA	High
5.4	Plan and construct New Public Works Facility	2-6 years	Township	Township / DCED/ CFA	High
5.5	Fire company consolidation and plan and construct new fire station	2-6 years	Township / Fire Companies	Township / DCED/ CFA	High
5.6	Prepare a Comprehensive Parks and Recreation Plan / Evaluation all park facilities	1-2years	Township	Township / DCNR	Low



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Sewage Plant Redevelopment

6. Town and Gown

	Recommendation	Time-frame	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
6.1	Formalize student internships opportunities with Aston Businesses	On-going	Township / University / ABA	Township / University / ABA / Businesses	Minimal
6.2	Create a program of matching Neumann students with community projects to help satisfy student community service requirements	On-going	Township / University / ABA	Township / University / ABA / Businesses	Minimal
6.3	Active and on-going coordination of University / Township programs– create liaisons for both the University and Township	On-going	Township / University / ABA	Township / University / ABA / Businesses	Minimal

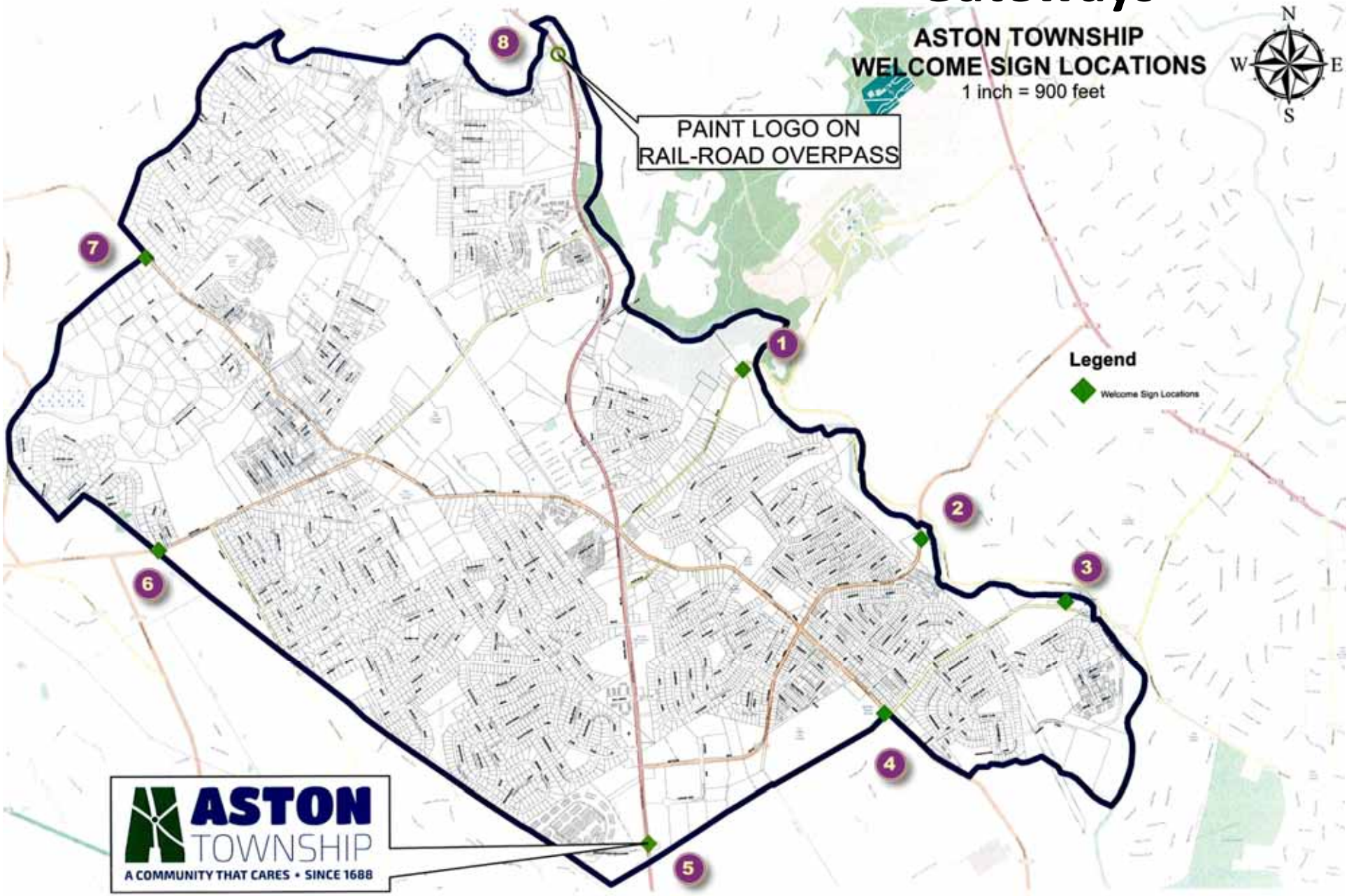
7. Housing

	Recommendation	Time-frame	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
7.1	Create zoning overlays that allow greater density and height for apartments / multifamily housing to increase rental housing opportunities in the Township	1-2 years	Township	Township / DVRPC	Minimal
7.2	Create a formal Township / Neumann University housing program to assist the university in finding safe, affordable and quality housing opportunities for residents while maintaining the integrity of existing residential neighborhoods.	1 year	Township / University	Township / University / Realtors	Minimal
7.3	Create a capital improvement program to improve / replace aging infrastructure in the Township's older residential neighborhoods. This primarily includes sanitary sewer lateral connections but may include other infrastructure in need of repair or replacement	2-4 years	Township / Sewer Authority	Township / DCED / PennVest	High

8. Gateways & Aesthetics

	Recommendation	Time-frame	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
Install early implementation projects to signify that there are new redevelopment / improvement activities in Aston. These may include but are not limited to the following projects:					
8.1	Gateway signage	Immediate	Township	Township	Low
8.2	High impact, colorful, low-cost plantings of perennials at gateways and other locations that will have and pronounced visual and aesthetic effect.	1 year	Township	Township	Low
8.3	Initiate a street tree planting program with a goal of 500 new street trees by 2020 (this will create the equivalent of new tree-lined street along both sides of 2.4 miles of roadway)	1–5 years	Township	Township / Tree-Vitalize / PHS	Medium
8.4	Create and install Aston banners in select locations in the Township to celebrate neighborhoods, historic events, cultural and entertainment venues and other unique Aston attributes.	1–2 years	Township	Township / Tree-Vitalize / PHS	Low
8.5	Create memorable civic spaces and streetscapes that identify Aston	2-10 years	Township	Township / Tree-Vitalize / PHS /	High

Gateways

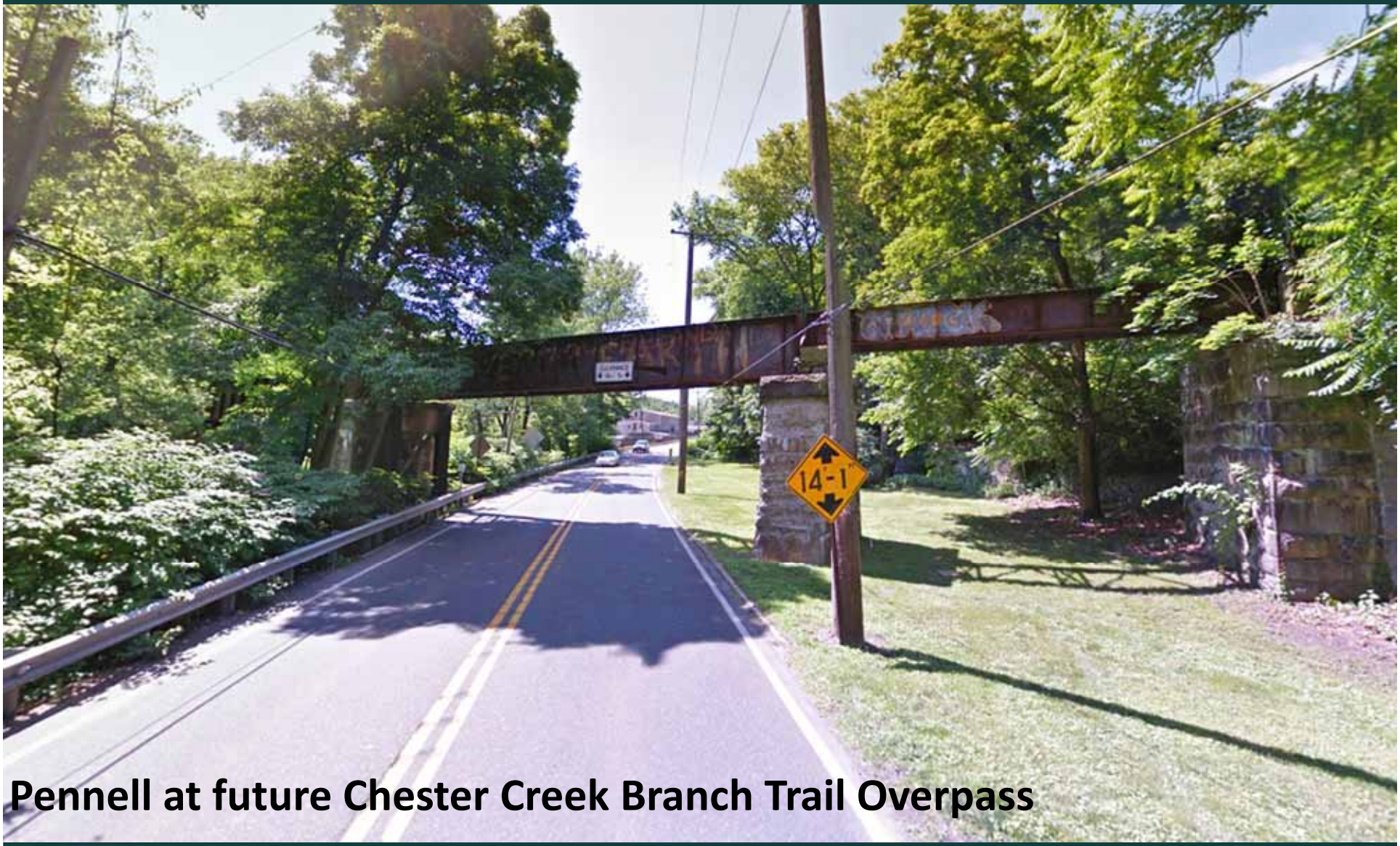

ASTON TOWNSHIP
WELCOME SIGN LOCATIONS
1 inch = 900 feet
N
W
E
S
PAINT LOGO ON
RAIL-ROAD OVERPASS
Legend
Welcome Sign Locations
1
2
3
4
5
6
7
8
ASTON
TOWNSHIP
A COMMUNITY THAT CARES • SINCE 1688

Bridgewater and Concord

Bridgewater and Concord

Concord at Carriage Lane

Concord at Carriage Lane



Pennell at future Chester Creek Branch Trail Overpass

Pennell at future Chester Creek Branch Trail Overpass

9. Culture and the Arts

	Recommendation	Time-frame	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
9.1	Publicize and patronize existing Aston cultural institutions and events including the Delaware County Symphony at Neumann University. Create spin-off / complimentary events coordinated with Symphony performance dates.	On-going	Township / University / Ice Works / Sun Center / Oth-	Responsible Entities	Low
9.2	Patronize and publicize Heron Crest Studios in Rockdale	On-going	Township / ABA / Businesses	Township / ABA	Minimal
9.3	Established a Rockdale Cultural Center. Seek area foundation support and local donors to move this effort forward.	2-3 years	Township / ABA	Township / DCED / CFA	High
9.4	Explore the establishment of a community public arts program.	2-3 years	Township / ABA	Township / DCED / CFA / Businesses	Low
9.5	Designate specific locations for permanent community works of art. Seek local Delaware County artists and commissions to fund, build and install these works.	2-6 years	Township / ABA / Businesses	Township / ABA / Businesses	Low

10. Market Aston to visitors, new businesses & residents

Recommendation		Time-frame	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
10.1	Translate "A Community That Cares" into an identifiable brand/ logo	Immediate	Township	Township	Low
10.2	Create a consistent media strategy - Aggressively utilize several platforms of social media - Produce well-timed press releases about Aston events, people and history - Work with partners to piggy-back Aston messaging off of their social media platforms	1– year	Township / ABA	Township / ABA	Low

11. Enforce Property Maintenance Codes to Promote a Better Appearance

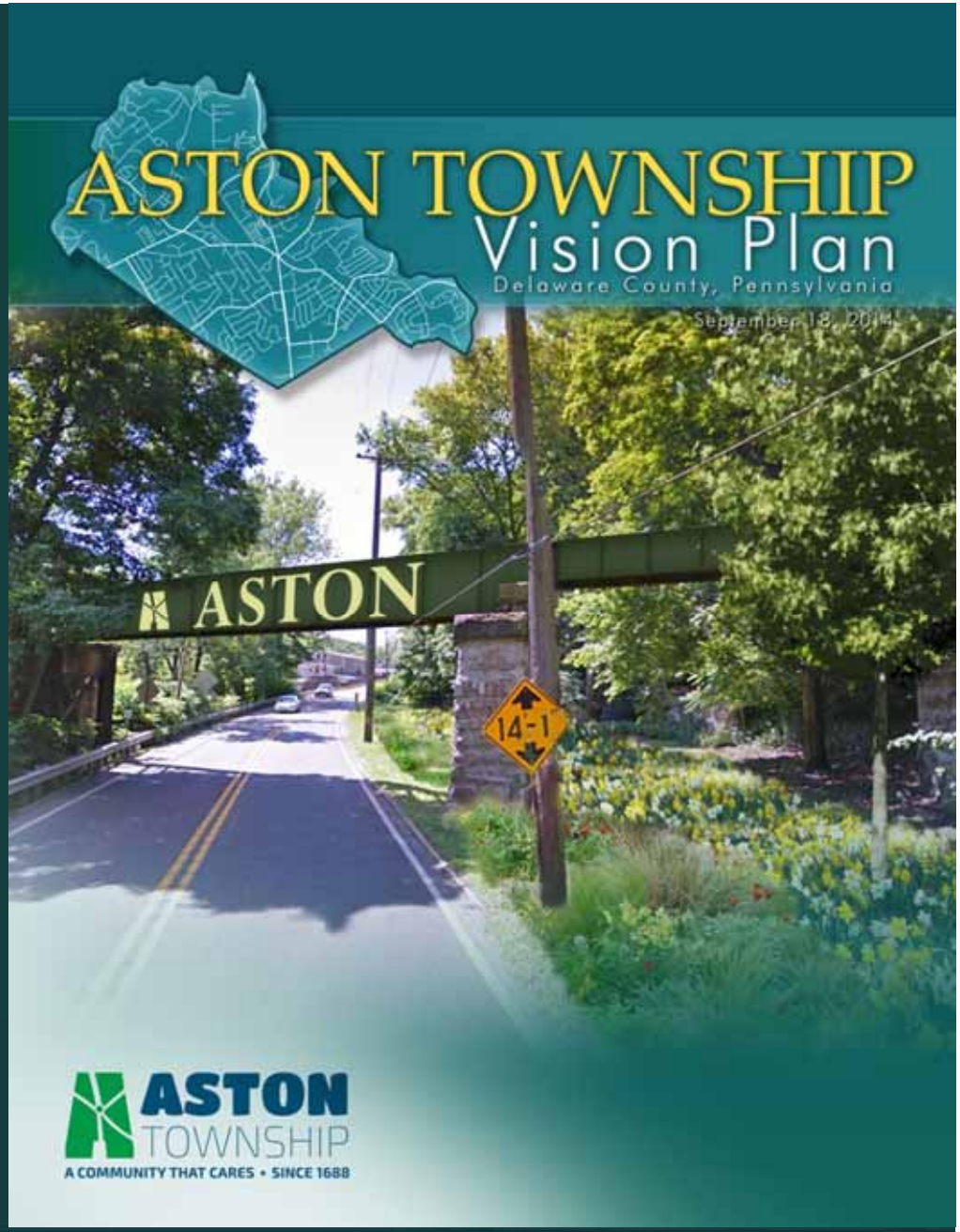
Recommendation		Time-frame	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
11.1	Inspect and notify property owners. Work with property owners and businesses to correct deficiencies. Cite and fine property owners after 2nd notification.	On-going	Township / Property owners	Township / Businesses	Minimal

Next Steps

Sept 18 - Oct 15 – receive draft plan comments – make revisions

October 16 – Vision Plan Committee Meeting - review final revisions

November 19 – Public Meeting #4 – Township Council Meeting
Final Vision Plan presentation



Please review the Draft Master Plan at

http://www.astontownship.net/

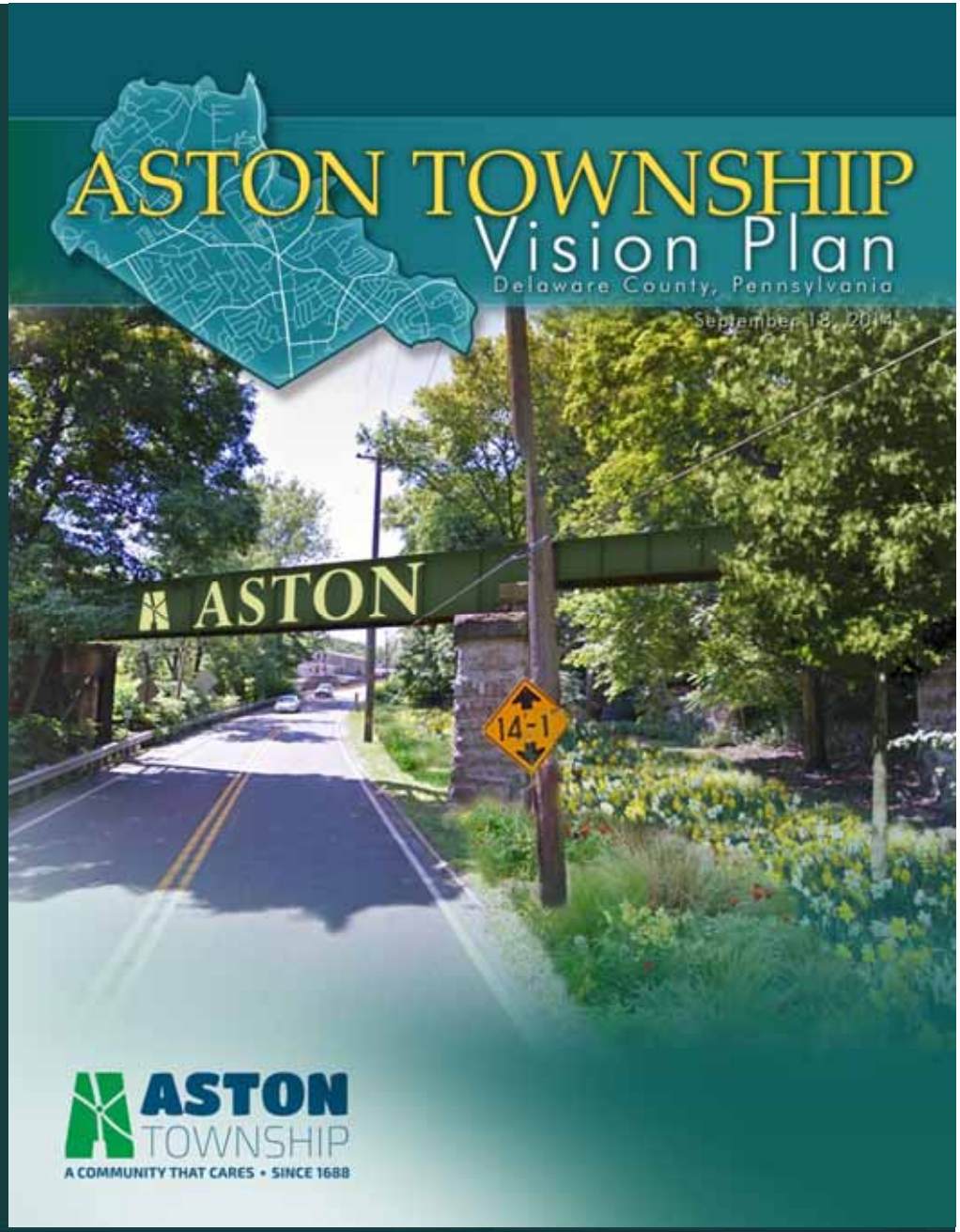
You can send comments on the plan to John Granger at

JGranger@astontownship.net

You can also contract :

Peter Simone
Psimone@simonecollins.com
610 239 7601

Chris Lankenau
Claneknau@urbanpartners.us
215 829 1901

COMMENTS AND QUESTIONS

Thank you for your time this evening.