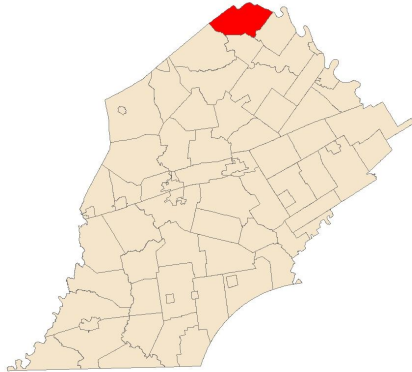


North Coventry

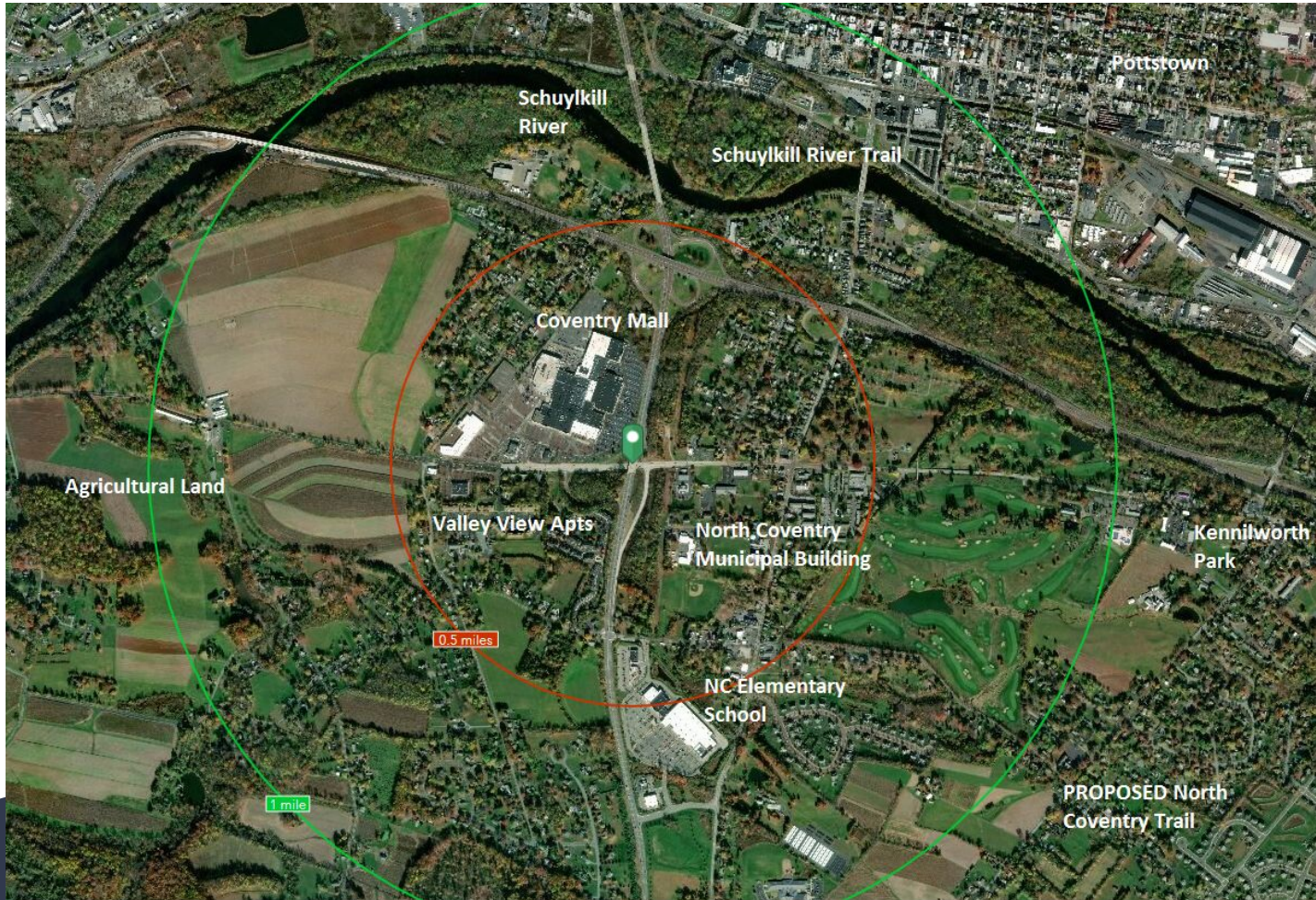
TOWNSHIP





PLN 505 | Kevin Hazley, Amber Blum, Cara Lane,
Caroline O'Connor, Melanie Anderson, Michael Lowrey,
Rich Simpson, Tyler Thornton, Benjamin Nein



Surrounding Context



Zoning Map

 North Coventry Boundary
 Municipal Borders

Zoning Districts

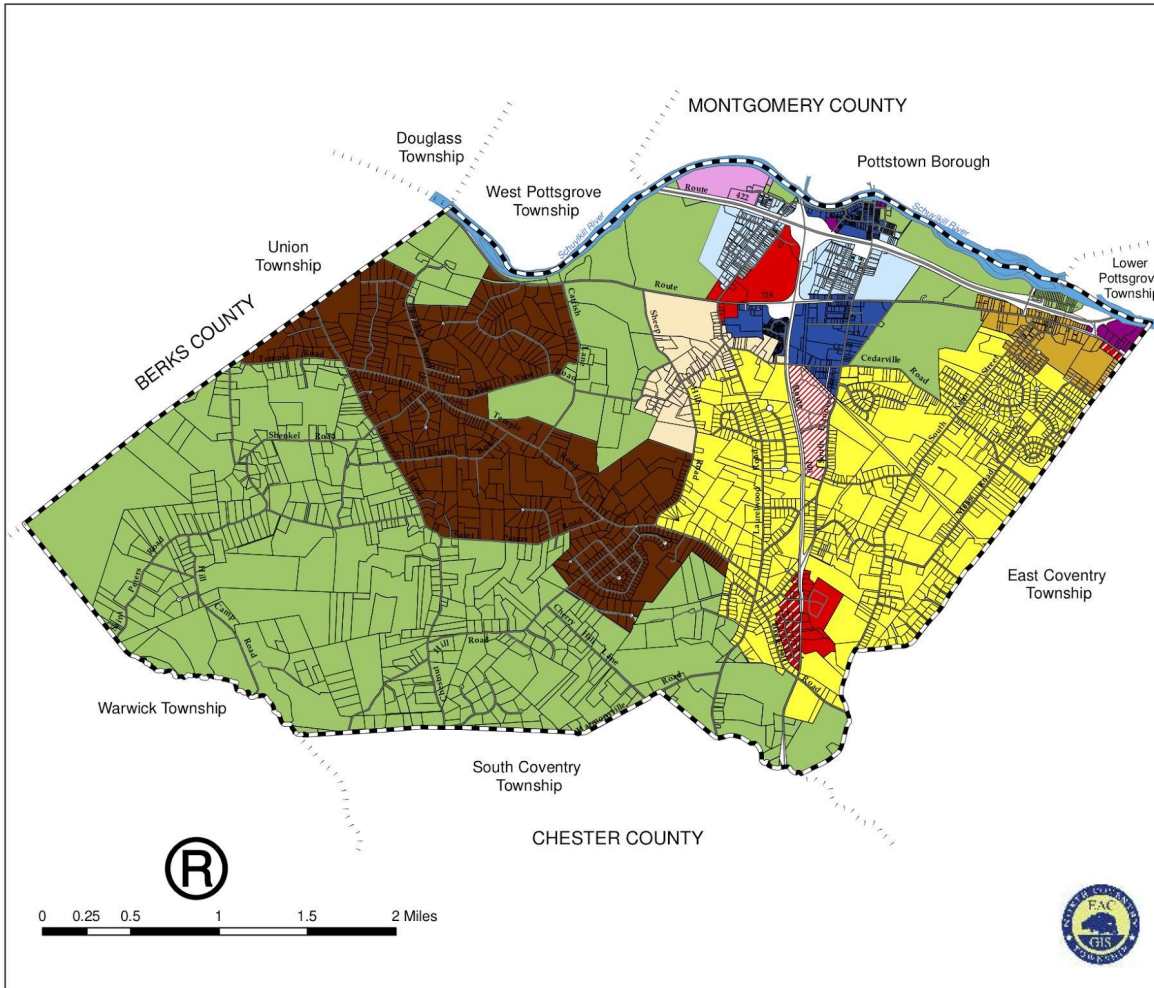
-  RC Resource Conservation
-  RR Rural Residential
-  R-1 Residential
-  V-1 Village
-  V-2 Village
-  TC-1 Town Center Residential
-  TC-2 Town Center Mixed Use
-  C-1 Commercial
-  C-2 Commercial Parking
-  C-3 Planned Commercial
-  C-4 Neighborhood Commercial
-  I-1 Industrial
-  I-2 Industrial

This map was digitally compiled for internal maintenance and developmental use by North Coventry Township to provide an index to parcels and for other reference purposes. Parcel lines do not represent actual field surveys of premises. North Coventry Township makes no claims as to the completeness, accuracy or content of any data contained herein, and makes no representation of any kind, including, but not limited to, the warranties of merchantability or fitness for a particular use, nor any such warranties to be implied or inferred, with respect to the information or data furnished herein.

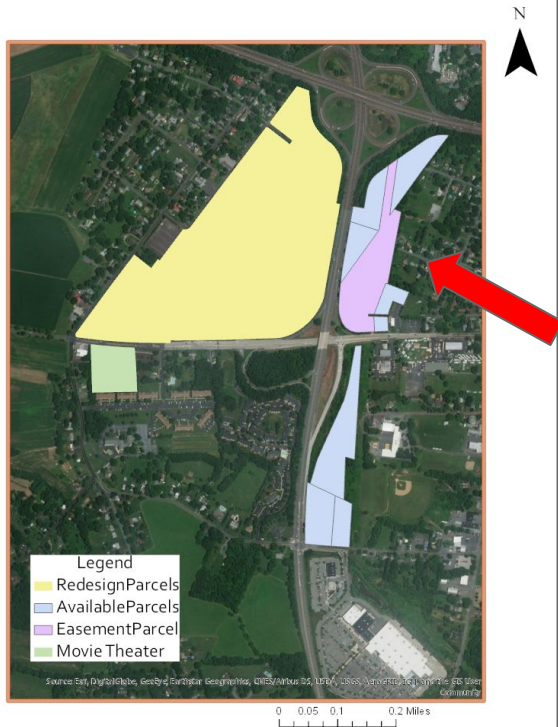
No part of this document may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, except as expressly permitted by North Coventry Township.

**North Coventry
Township**

**ADOPTED
February 26, 2007**

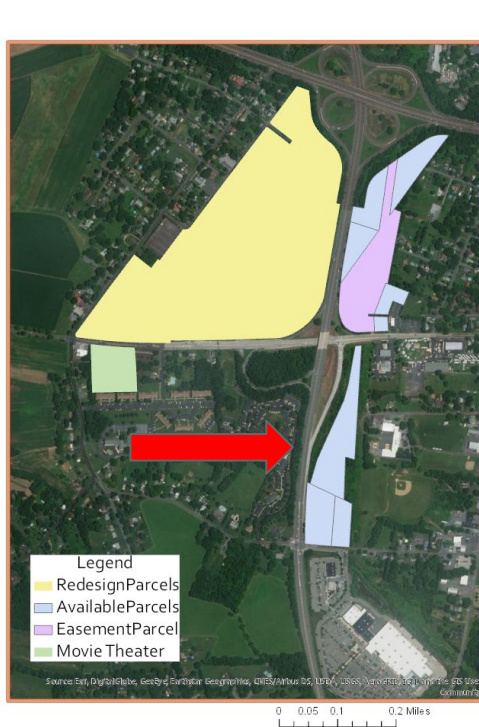


Section 1 – 299 W. Schuylkill Road (Northern Parcels)



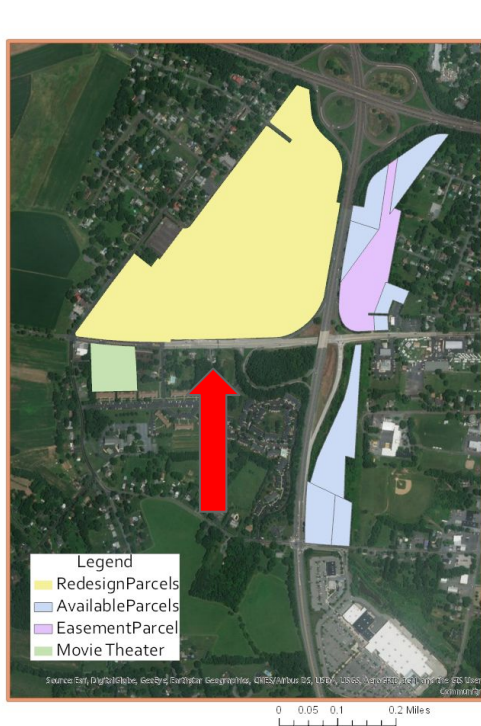
- Zoning: TC-1 (Town Center Residential District)
- 7 acres
- Bordered by three major roadways: US Route 422, PA Route 100, and PA Route 724
- Adjacent to a residential neighborhood to the east
- Existing Conditions
 - Woodlands
 - Electric Easement
 - NO Steep Slopes or Floodplain

Section 2 – 280 W. Schuylkill Road (Southern Parcels)



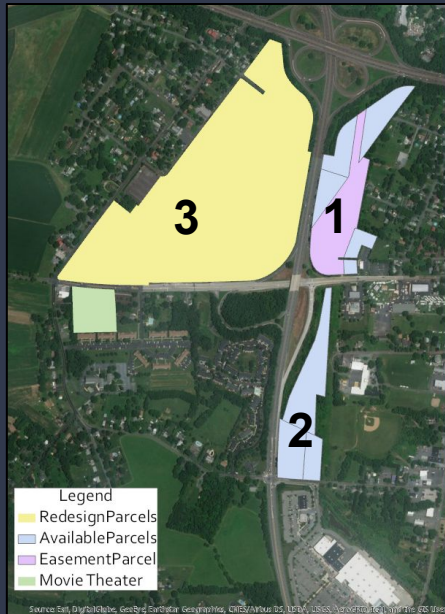
- Zoning: TC-2 (Town Center Mixed Use District)
- 9 acres
- Bordered by PA Route 100, PA Route 724 and West Cedarville Road
- Eastern border backs up to the West-Mont Christian Academy, athletic fields and a Wawa convenience store.
- Existing Conditions
 - Woodlands
 - NO Steep Slopes or Floodplain

Section 3 – 800 Coventry Square Blvd (The Mall)



- Zoning: C-1 (Commercial District)
- 58 acres
- Bordered by PA Route 100, PA Route 724 and Laurelwood Road
- Existing Conditions
 - Large Mall Complex
 - Surplus Parking Spaces (proposed redevelopment)
 - One Strip Mall Center (proposed redevelopment)
 - Vacant Movie Theater (proposed redevelopment)

Zoning Recommendations



Section 1

- No change to zoning.
- Seeking a Conditional Use approval for the operation of a “public park/recreation area.”

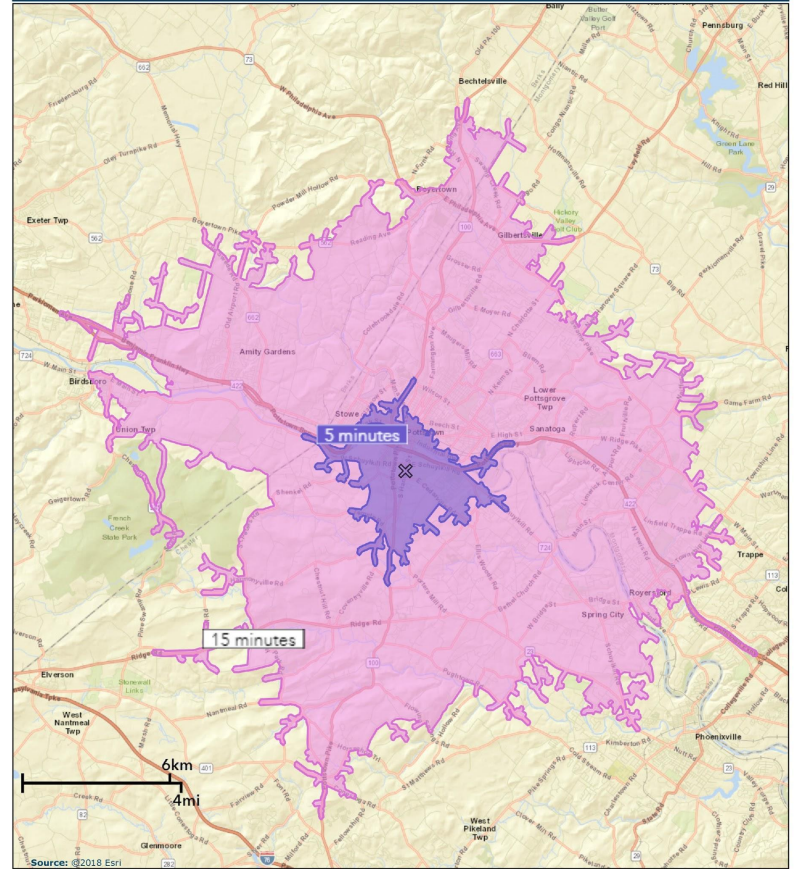
Section 2

- No change to zoning.
- Possible need for a Special Exception for a “community center for cultural or recreational activities.”

Section 3

- TC-2 overlay in southwest quadrant.
- Seeking a Conditional Use for “multi-family above commercial use.”
- Examine possibility of shared parking responsibility with the Coventry Mall.

Economic Development Primary and Secondary Markets



North Coventry Township Primary Market Tapestry Segments

Lifestyle Primary Market	Demographics	Tapestry Description
Set to Impress	Average Household Size: 2.12 Median Age: 33.9 Median Household Income: \$32,800 North Coventry Households: 31.7%	Set to impress live in apartments among neighborhoods and businesses. Careers in this tapestry lifestyle are typically service jobs .
Parks and Rec	Average Household Size: 2.51 Median Age: 40.9 Median Household Income: \$60,000 North Coventry Households: 30.7%	People who are a part of the parks and rec tapestry live in suburban environments with older homes that could be townhomes or duplexes . They are well-established with a home, an education, and career that will support them through retirement. The neighborhoods are inviting for new young families .
Green Acres	Average Household Size: 2.70 Median Age: 43.9 Median Household Income: \$76,800 North Coventry Households: 19.6%	The green acres lifestyle focuses on outdoor activities that include gardening, landscaping, and hiking . They invest in their homes and their future

North Coventry Township Secondary Market Tapestry Segments

Lifestyle Secondary Market	Demographics	Tapestry Description
Parks and Rec	Average Household Size: 2.51 Median Age: 40.9 Median Household Income: \$60,000 North Coventry Households: 16.1%	People who are part of the parks and rec tapestry live in suburban environments with older homes that could be townhomes or duplexes . They are well-established with a home, an education, and career that will support them through retirement. The neighborhoods are inviting for new young families .
Soccer Moms	Average Household Size: 2.97 Median Age: 37.0 Median Household Income: \$90,500 North Coventry Households: 14.5%	Family oriented and live in suburbs with convenient access to the city.
Savvy Suburbanites	Average Household Size: 2.85 Median Age: 45.1 Median Household Income: \$108,700 North Coventry Households: 9.2%	Savvy suburbanites tend to be educated and live in older neighborhoods outside of an urban core . People of this tapestry live in a suburban environment and engage in a active lifestyle.

North Coventry Township Primary Market Demographics

KEY FACTS

11,419

Population



Average Household Size

37.3

Median Age

\$53,429

Median Household Income

EDUCATION

10%

No High School Diploma



36%

High School Graduate



25%

Some College



29%

Bachelor's/Grad/Prof Degree

BUSINESS



649

Total Businesses



6,179

Total Employees

EMPLOYMENT



White Collar

62%



Blue Collar

22%



Services

16%

7.1%

Unemployment Rate

INCOME



\$53,429

Median Household Income



\$29,551

Per Capita Income



\$43,768

Median Net Worth

Households By Income

The largest group: \$50,000 - \$74,999 (19.0%)

The smallest group: \$200,000+ (3.9%)

Indicator	Value	Difference	
<\$15,000	14.2%	+5.0%	
\$15,000 - \$24,999	11.7%	+2.7%	
\$25,000 - \$34,999	8.5%	-1.0%	
\$35,000 - \$49,999	11.9%	-0.5%	
\$50,000 - \$74,999	19.0%	-0.5%	
\$75,000 - \$99,999	12.1%	-1.8%	
\$100,000 - \$149,999	13.5%	-2.4%	
\$150,000 - \$199,999	5.2%	-0.7%	
\$200,000+	3.9%	-0.8%	

Bars show deviation from Berks County

North Coventry Township Secondary Market Demographics

KEY FACTS

136,215

Population



Average Household Size

40.4

Median Age

\$75,421

Median Household Income

EDUCATION

7%

No High School Diploma



33%

High School Graduate



25%

Some College



35%

Bachelor's/Grad/Prof Degree

BUSINESS



4,752

Total Businesses



51,003

Total Employees

EMPLOYMENT



White Collar

68%



Blue Collar

19%



Services

13%

6.0%

Unemployment Rate

INCOME



\$75,421

Median Household Income



\$36,000

Per Capita Income



\$180,885

Median Net Worth

Households By Income

The largest group: \$100,000 - \$149,999 (20.4%)

The smallest group: \$200,000+ (6.6%)

Indicator	Value	Difference	
<\$15,000	6.9%	-2.3%	<div style="width: 20px; height: 10px; background-color: #28a745;"></div>
\$15,000 - \$24,999	7.6%	-1.4%	<div style="width: 20px; height: 10px; background-color: #28a745;"></div>
\$25,000 - \$34,999	7.6%	-1.9%	<div style="width: 20px; height: 10px; background-color: #28a745;"></div>
\$35,000 - \$49,999	10.3%	-2.1%	<div style="width: 20px; height: 10px; background-color: #28a745;"></div>
\$50,000 - \$74,999	17.4%	-2.1%	<div style="width: 20px; height: 10px; background-color: #28a745;"></div>
\$75,000 - \$99,999	13.9%	0	<div style="width: 20px; height: 10px; background-color: #28a745;"></div>
\$100,000 - \$149,999	20.4%	+4.5%	<div style="width: 20px; height: 10px; background-color: #007bff;"></div>
\$150,000 - \$199,999	9.4%	+3.5%	<div style="width: 20px; height: 10px; background-color: #007bff;"></div>
\$200,000+	6.6%	+1.9%	<div style="width: 20px; height: 10px; background-color: #007bff;"></div>

Bars show deviation from Berks County

North Coventry Township Primary Market Transportation

WORKERS



5,546

ACS Workers Age 16+



80.0%

Drove Alone to Work

TRANSPORTATION TO WORK



2.9%

Took Public Transportation



7.5%

Carpooled



3.5%

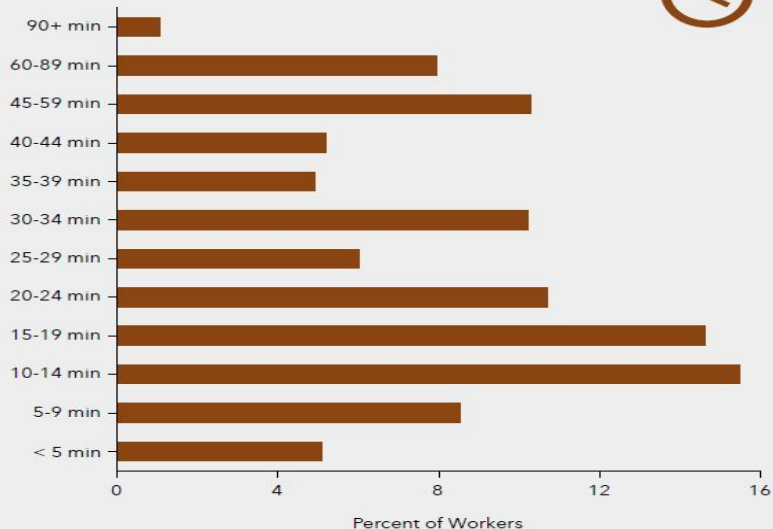
Walked to Work



0.1%

Bike to Work

TRAVEL TIME TO WORK



TRANSPORTATION TO WORK

North Coventry Twp, Pennsylvania

This infographic provides information about how population age 16+ travels to work. This data comes from the the American Community Survey (ACS) from the US Census Bureau.

Read an in-depth analysis of the ACS from Esri's data team at:

www.esri.com/software/american-community-survey



North Coventry Township Secondary Market Transportation

WORKERS



67,304

ACS Workers Age 16+



83.9%

Drove Alone to Work

TRANSPORTATION TO WORK



1.1%

Took Public Transportation



6.9%

Carpooled



2.0%

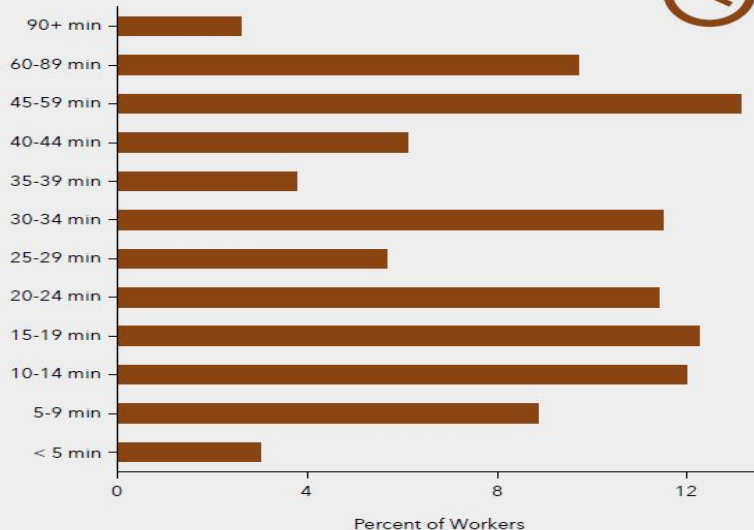
Walked to Work



0.1%

Bike to Work

TRAVEL TIME TO WORK



TRANSPORTATION TO WORK

North Coventry Twp, Pennsylvania

This infographic provides information about how population age 16+ travels to work. This data comes from the the American Community Survey (ACS) from the US Census Bureau.

Read an in-depth analysis of the ACS from Esri's data team at:

www.esri.com/software/american-community-survey



2017 Industry Group Primary Market Surplus	Demand	Supply	Retail Gap
General Merchandise Stores	\$21,479,985	\$88,850,322	(-\$67,370,337)
Sporting Goods, Hobby, Book & Music Stores	\$4,154,135	\$38,466,384	(-\$34,312,249)
Food & Beverage Stores	\$26,446,511	\$58,605,715	(-\$32,159,204)
Health & Personal Care Stores	\$8,664,988	\$26,671,375	(-\$18,006,387)
Clothing & Clothing Accessories Stores	\$8,201,873	\$21,559,724	(-\$13,357,851)
Food Services & Drinking Places	\$15,159,697	\$24,154,306	(-\$8,994,609)

2017 Industry Group Primary Market Leakage	Demand	Supply	Retail Gap
Motor Vehicle & Parts Dealers	\$29,371,307	\$15,143,583	\$14,227,724
Nonstore Retailers	\$2,994,328	\$0	\$2,994,328
Other General Merchandise Stores	\$5,734,200	\$2,859,998	\$2,874,202
Gasoline Stations	\$13,884,976	\$11,140,769	\$2,744,207
Beer, Wine & Liquor Stores	\$1,200,737	\$0	\$1,200,737

2017 Industry Group Secondary Market Surplus	Demand	Supply	Retail Gap
General Merchandise Stores	\$305,053,743	\$413,457,735	(-\$108,403,992)
Miscellaneous Store Retailers	\$87,848,077	\$157,110,948	(-\$69,262,871)
Sporting Goods, Hobby, Book & Music Stores	\$59,438,217	\$106,026,304	(-\$46,588,087)
Motor Vehicle & Parts Dealers	\$422,118,233	\$458,043,112	(-\$35,924,879)
Clothing & Clothing Accessories Stores	\$117,153,020	\$149,004,939	(-\$31,851,919)

2017 Industry Group Secondary Market Leakage	Demand	Supply	Retail Gap
Gasoline Stations	\$194,336,161	\$113,935,703	\$80,400,458
Nonstore Retailers	\$32,284,945	\$2,944,582	\$29,340,363
Food Services & Drinking Places	\$213,930,350	\$183,230,189	\$30,700,161
Other Motor Vehicle Dealers	\$44,623,963	\$31,682,136	\$12,941,827
Furniture & Home Furnishings Stores	\$73,635,237	\$61,232,762	\$12,402,475

Municipal Plan & Study Correspondence



Chester County Planning Commission

- Landscapes 3 (2018)
- Commercial Landscapes Series (2017)
Transforming Greyfields into Dynamic Destinations

Montgomery County Planning Commission

- Pottstown Metropolitan Regional Comprehensive Plan (2015)

Borough of Pottstown (2014)

- Comprehensive Plan Update

Tri-County Transportation Study (2010)

- A Vision for PA Route 100
- DVRPC / McMahon

Northern Chester County Gateway Master Plan (2008)

- Commissioned by North Coventry Township
- Wallace Roberts & Todd / McMahon

Reconnections Study (2004)

- Commissioned by North Coventry Township
- SIMONE JAFFE COLLINS & Urban Partners, Inc.

PA 724 Corridor Study (2004)

- DVRPC - Delaware Valley Regional Planning Commission

North Coventry Comprehensive Plan (2001)

Connectivity and Greyfield Redevelopment



The Vision for Revitalization

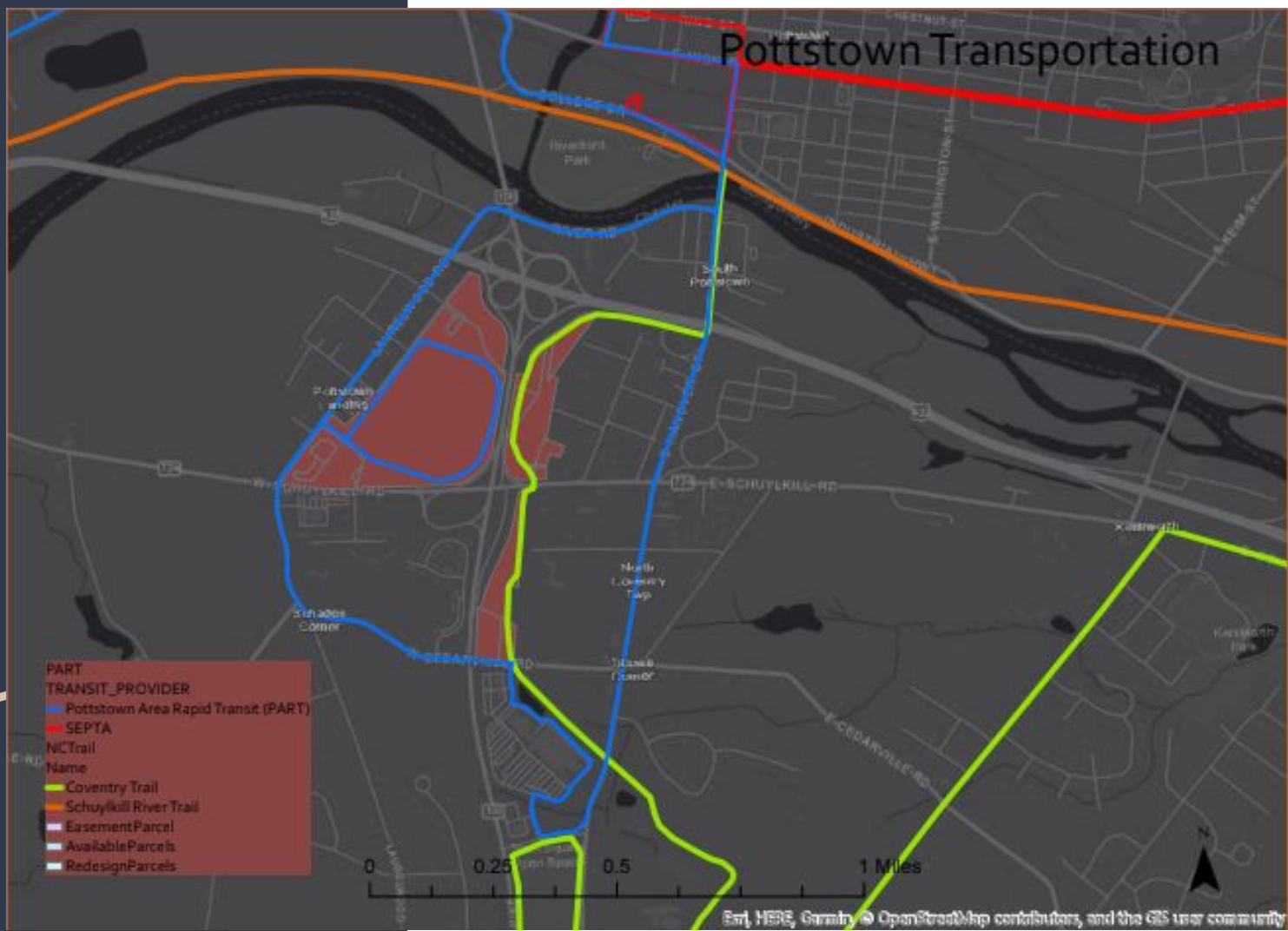
Chester County retail areas will maintain their place as centers of commercial activity in our communities while adjusting to changes and new realities in the commercial real estate market. Underutilized or aging retail areas will revitalize by including a greater mixture of uses, creating more green space, and creating a 'third place' for residents to gather outside of the home or office environment.



Pedestrian & Cyclist Connectivity

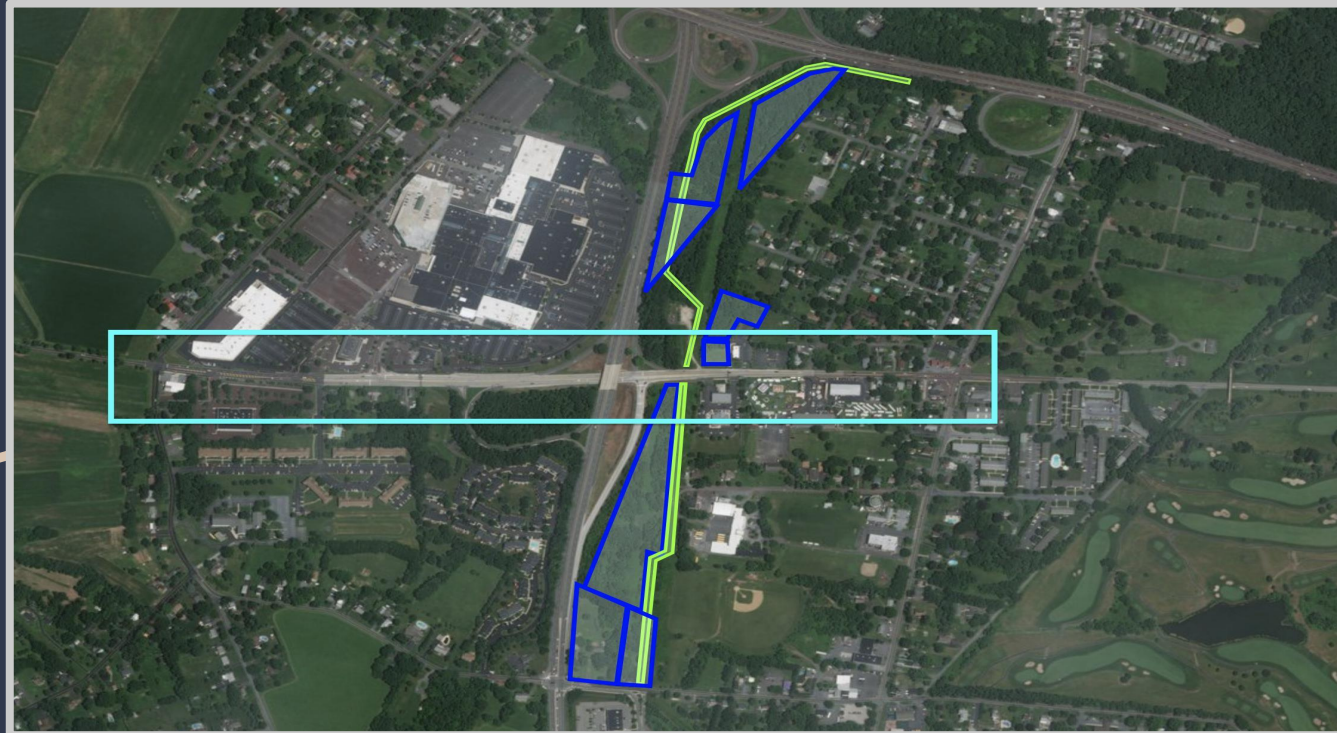


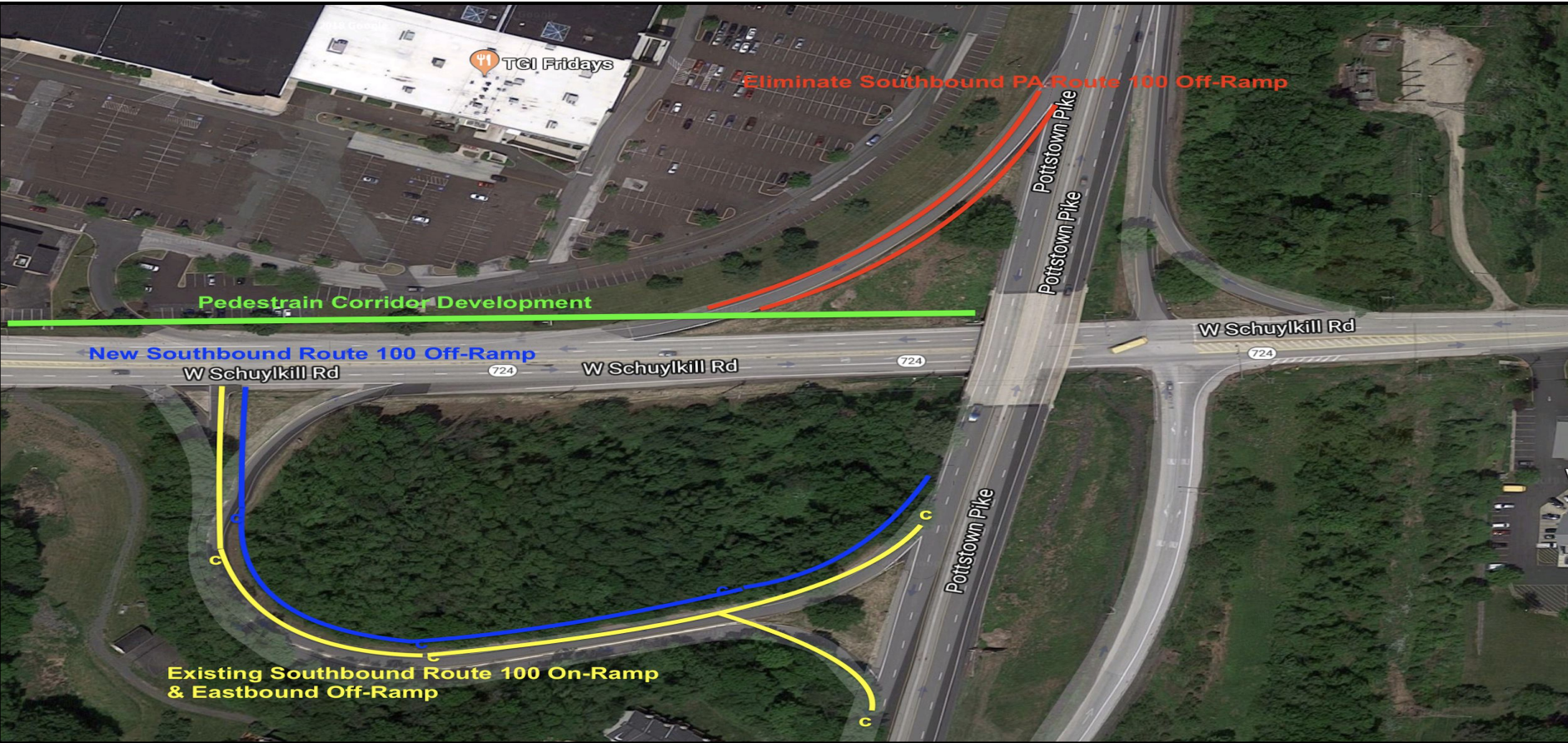
Working with Public Transit Options



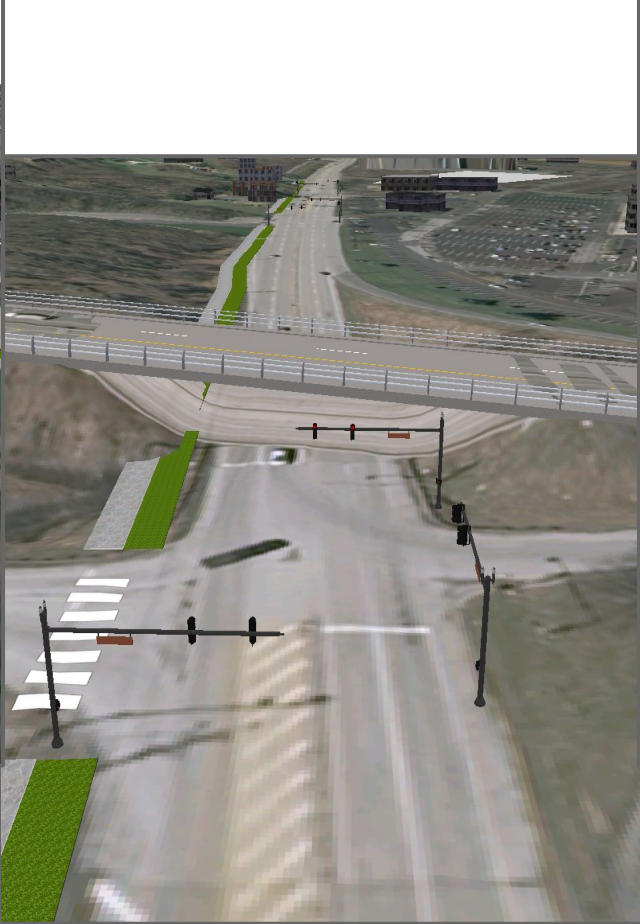
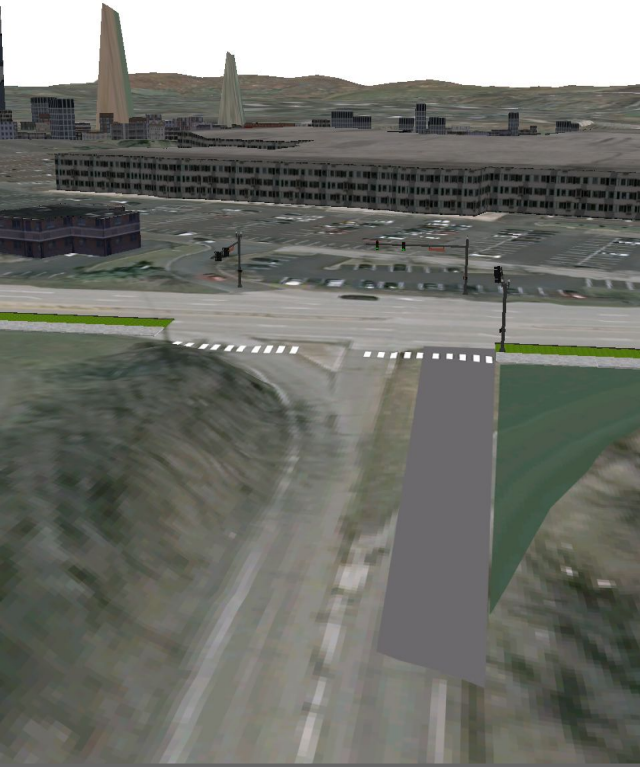
-Connectivity
-Linkage

- Green Corridor
- Economic Corridor





Traffic Pattern Changes - Enhance pedestrian access



Examples of Proposed Transportation Improvements

Sections 1 & 2



Robert E. Lambert Park

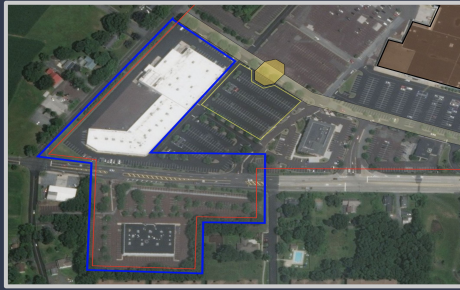


West Chester, PA

- Trail connecting both sections
- Dog Park
- Skate Park
- Possible Community Center



Section 3



- Increase connectivity
- Break the scale of impervious coverage
- Greening for sustainability and aesthetics
- Redevelop - mixed use



Inspirations



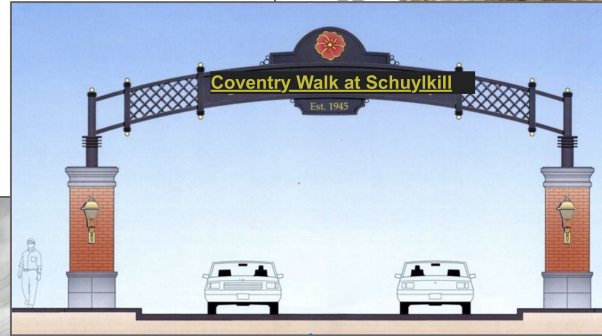
Pedestrian access through parking lot
Einstein Medical Center Montgomery, East Norriton Township



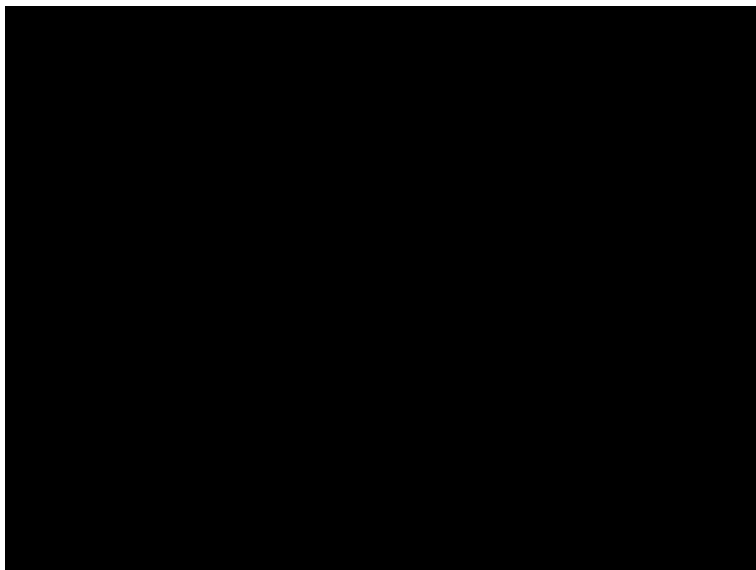
Walkway and seating plaza
Upland Square Shopping Center, West Pottsgrove Township

Placemaking

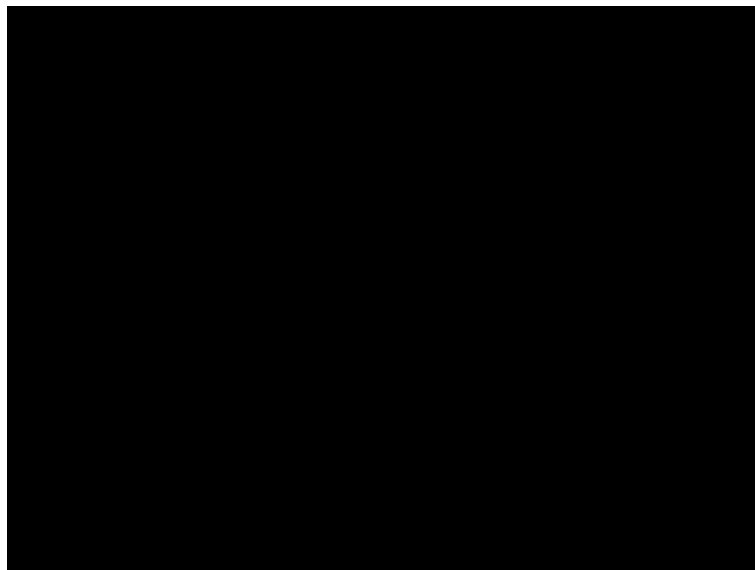
Branding & Gateways



3D Model Fly-Through



Condo Building and Restaurant



Wawa, Skate Park, and Dog Park

Sources

REINVENTING SHOPPING MALLS TO REVITALIZE THE COMMUNITY

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Ten Principles for Rethinking the Mall. (2012, July 26). Retrieved from

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Delaware Valley Regional Planning Commission. (n.d.). Delaware Valley Regional Planning Commission. Retrieved from <https://www.dvrpc.org/>

Redesigning Shopping Centers

<https://www.dvrpc.org/reports/05023.pdf>

Caln Township LERTA

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Questions?