



PROJECT COLLEGETOWN

Collegeville Borough REPORT

FEB 2020
U-CORPS

Ursinus
COLLEGE

U-IMAGINE CENTER
FOR INTEGRATIVE AND
ENTREPRENEURIAL STUDIES



Maureen Cumpstone
Entrepreneur
In-Residence
U-Imagine
Center
Class of 1979



Alix Segil
Psychology
major
Class of
2021



Michael Margaree
Applied
Economics
Major
Class of
2023



Devin Thompson
Operations
Specialist at
Vanguard
Class of
2017



Cristiano D'Angelo
Computer
Science
Major
Class of
2020



Jack Bagnell
Applied
Economics
Major
Class of
2020



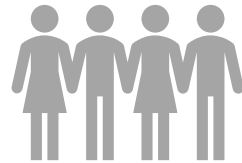
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The importance of a vibrant community?



Increased quality of life
for residents



Attracts others to come
to town



Greater economic
prosperity for the
community



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Goal of UCORP

Provide information for planning based on research

Examine attributes that constitute a great college town

Good practices for main street revitalization

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Learning Objectives

What are the attributes of the "best" college towns?

How do you revitalize a town?

What are the opportunities for Collegeville?



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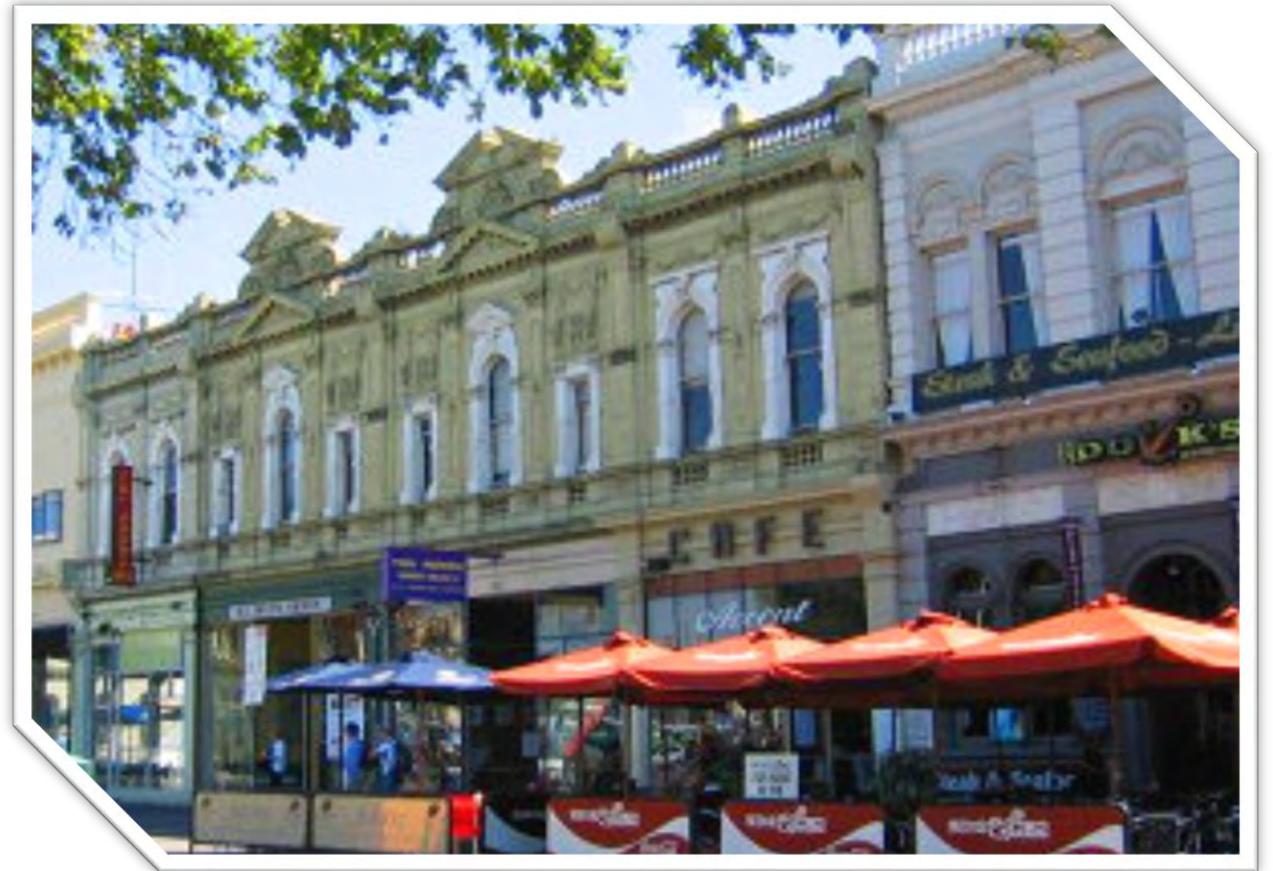
Here is what we did

Investigated the top 50 college towns

Researched top 10 liberal arts colleges and 6 peer institutions

Studied 5 revitalization initiatives and revitalization plans

Interviewed local consulting firms and economic development experts



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Here is what we found

Top attributes that are common among the 50 “best” college towns



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96% of the Top 50 College Towns Have High Business Density

- Clustering - 95%
- Independent/small businesses - 87%
- Walkability - 83%

We found that many colleges employed a clustering strategy which followed the principle of “access and linkage”. The “access and linkage” principle refers to the fact that many great places clustered their businesses together. Examples can be seen in Boulder, CO, and Swarthmore, PA.

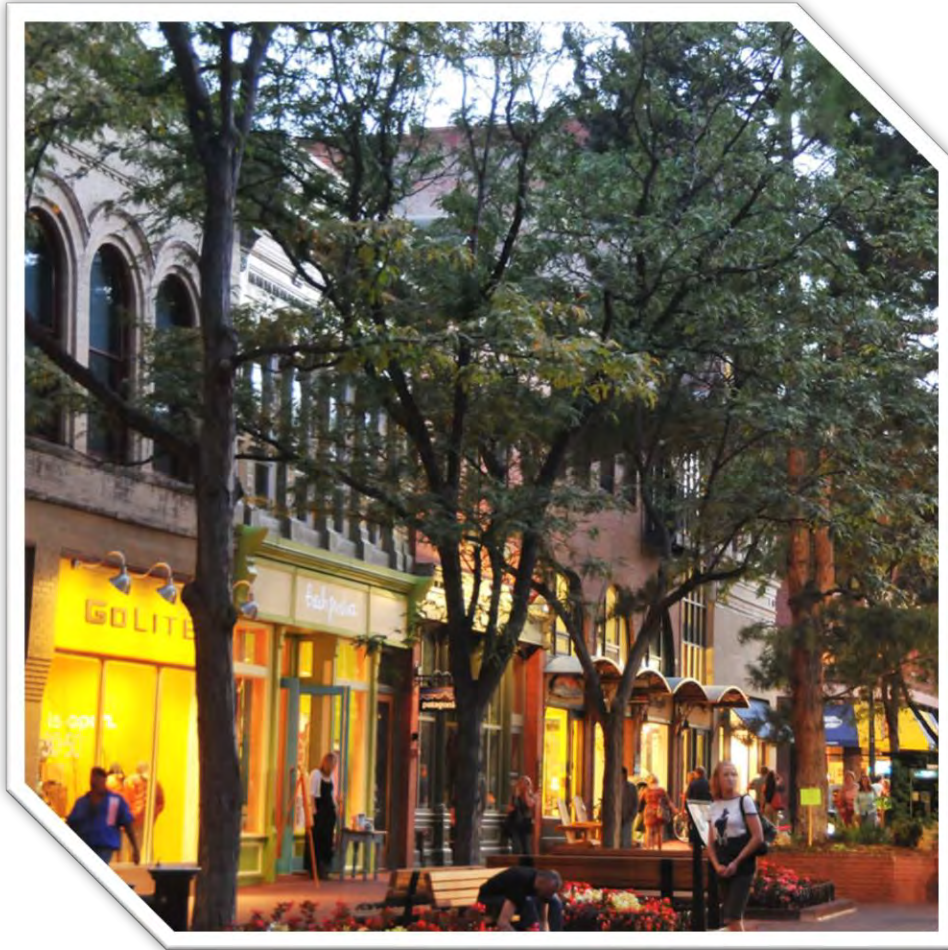


95% of the Top 50 College Towns Have an Anchor

- Community and Public Spaces - 84%
- Example - Eugene, OR

"An anchor helps to spur activity and attracts people to the town". An example of an anchor business would be a farmer's market or a theater. These types of businesses provide unique value which encourages people to make the trip to the town" (U-Corp, 2020)





94% of the Top 50 College Towns have Unique Character

- Nightlife - 87%
- Community Events - 89%

"One of Boulder's main attractions is Pearl Street, which is a highly walkable four block area that is lined with many restaurants and specialty shops."



Liberal Arts Towns
studied have shown that they are
13% less driven by student
economies

- 16% less nightlife
- 10% more business diversity
- 13% more safety focus
- 7% more independent/small businesses





Business Composition



ETHNIC
RESTURANTS



SMALLER
BOUTIQUES



BEER
GARDEN/FARMERS
MARKET



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Purpose of Revitalization

A new downtown which surrounds residential neighborhoods can accomplish the following:

- Boost quality of life
- Increase prosperity
- Spurs business development
- Repurpose empty buildings
- Reflect the history of the community
- Promote civic pride and community involvement



Models of successful revitalization



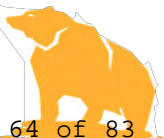
Have a Driving Force - The opportunity to be better



Create a draw - Design a vibrant and unique town



Collaboration - Have stakeholders and drivers of the revitalization at hand



Preliminary Opportunities for Collegeville



**Revitalization
Plan**



**Collaboration
with All
Stakeholders**



**An
Anchor/
Draw**



**Vibrant Night
Life and
Pedestrian
Activity**



**Community
Events**



**More Public
Gathering
Spaces**



**Increased
Business
Diversity**



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Future Direction for Collaborative Work

1

Branch out to stakeholders

2

Survey and interview to determine the community needs

3

Research current business trends regarding main street/town center development

4

Conduct research on current business inventory

5

Propose solutions that fit the unfulfilled needs of Collegeville



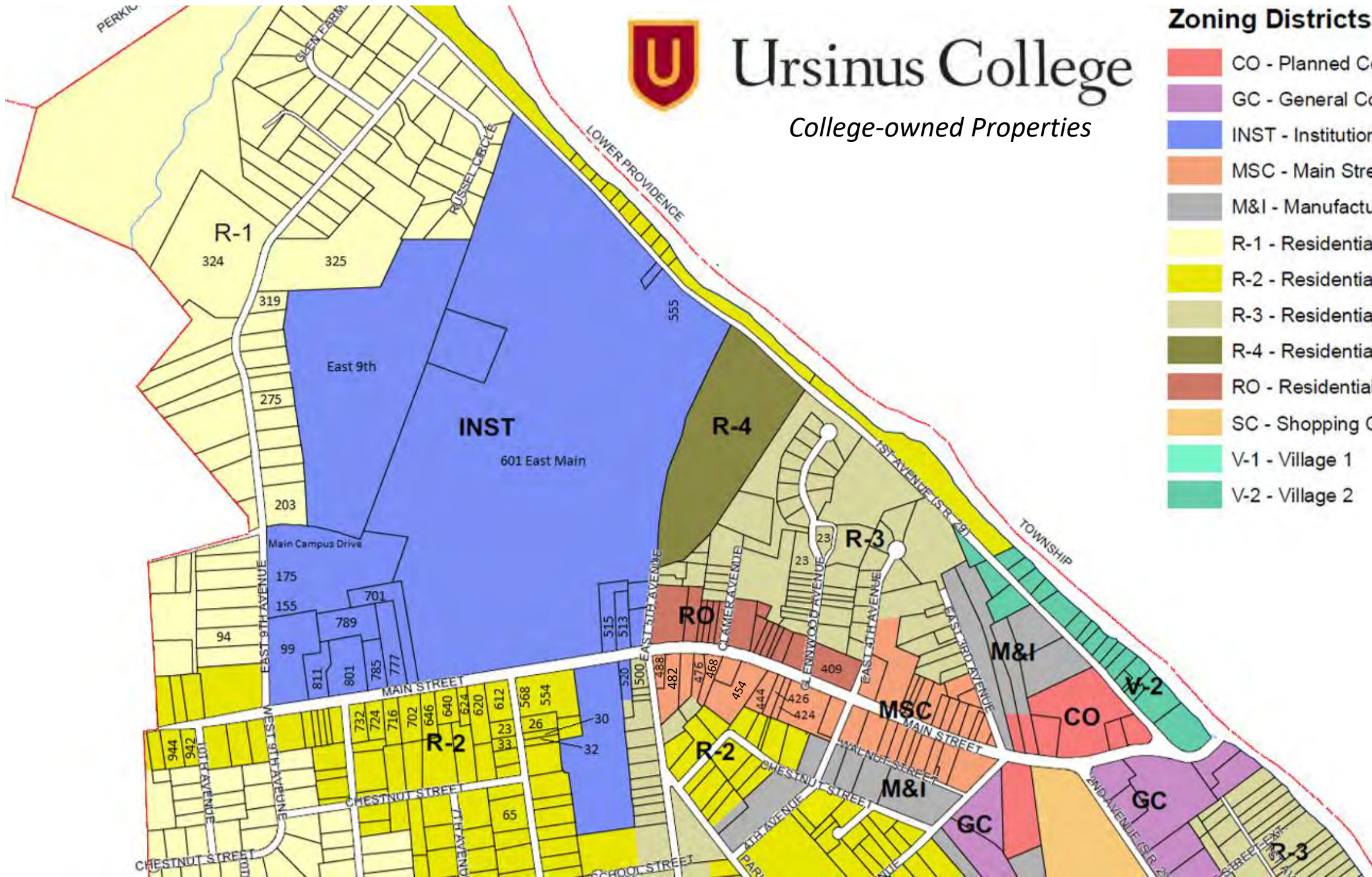


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College-owned Properties

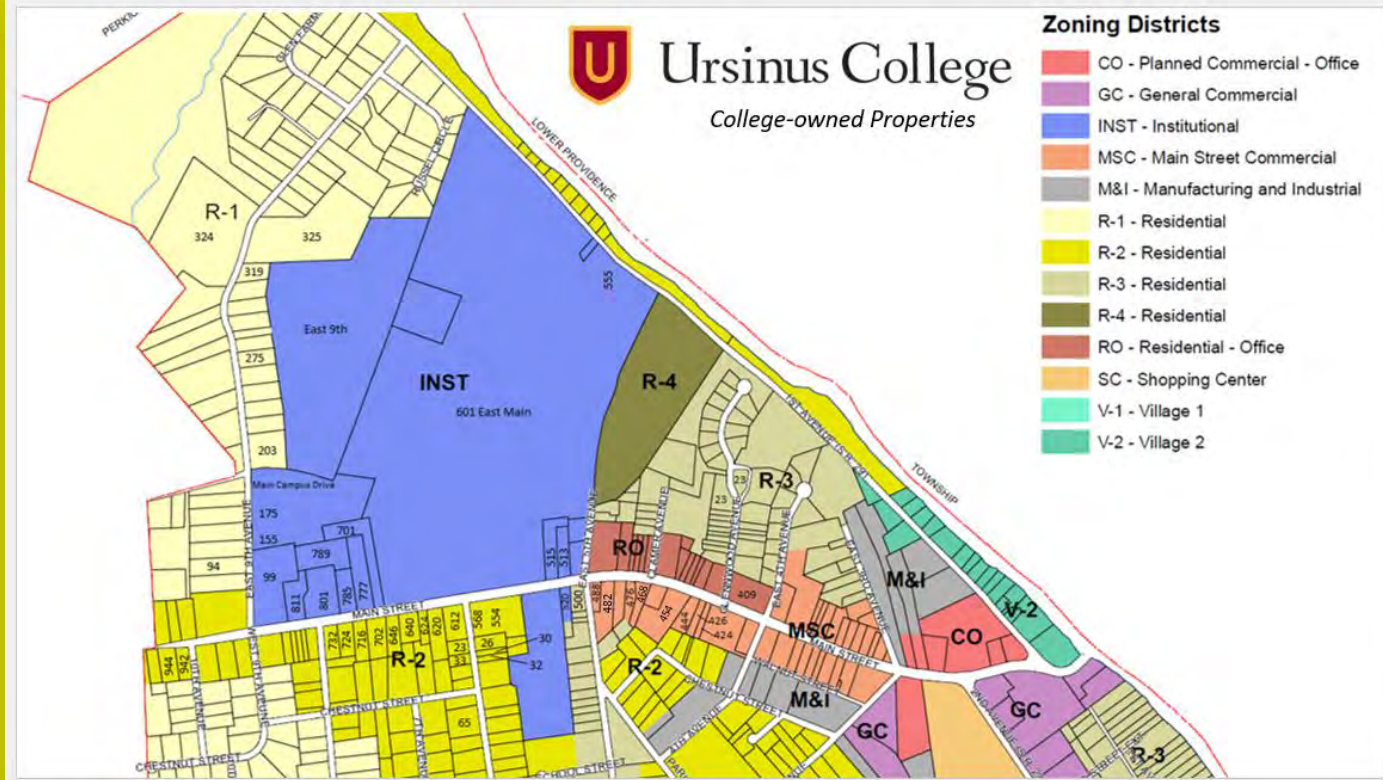
Zoning Districts

- CO - Planned Commercial - Office
- GC - General Commercial
- INST - Institutional
- MSC - Main Street Commercial
- M&I - Manufacturing and Industrial
- R-1 - Residential
- R-2 - Residential
- R-3 - Residential
- R-4 - Residential
- RO - Residential - Office
- SC - Shopping Center
- V-1 - Village 1
- V-2 - Village 2



Complete List of College-Owned Properties *as of April 2022*

Property	Zoning	Acreage	Property	Zoning	Acreage
555 E. First Avenue	INST	2.49	542 E. Main Street	R-2	0.421
E. Main Street	INST	3.025	554 E. Main Street	R-2	0.694
513 E. Main Street	INST	0.383	568 E. Main Street	R-2	0.308
515 E. Main Street	INST	0.629	612 E.. Main Street	R-2	0.682
520 E. Main Street	INST	0.479	620 E. Main Street	R-2	0.695
601 E. Main Street	INST	67.4	624 E. Main Street	R-2	0.251
701 E. Main Street	INST	1.111	640 E. Main Street	R-2	0.525
777 E. Main Street	INST	0.994	646 E. Main Street	R-2	0.465
785 E. Main Street	INST	0.599	702 E. Main Street	R-2	0.612
789 E. Main Street	INST	1.149	716 E. Main Street	R-2	0.47
801 E. Main Street	INST	1.31	724 E. Main Street	R-2	0.431
811 E. Main Street	INST	0.738	732 E. Main Street	R-2	0.433
East Ninth Avenue	INST	18.38	942 E. Main Street	R-2	0.371
99 E. Ninth Avenue	INST	2.56	944 E. Main Street	R-2	0.444
409 E. Main Street	RO	1.29	23 Sixth Avenue	R-2	0.286
424 E. Main Street	MSC	0.194	26 Sixth Avenue	R-2	0.367
426 E. Main Street	MSC	0.184	30 Sixth Avenue	R-2	0.154
444 E. Main Street	MSC	0.387	32 Sixth Avenue	R-2	0.161
454 E. Main Street	MSC	1.319	33 Sixth Avenue	R-2	0.201
468 E. Main Street	MSC	0.39	65 Sixth Avenue	R-2	0.792
476 E. Main Street	MSC	0.304	23 Glenwood Avenue	R-3	0.631
482 E. Main Street	MSC	0.77			
488 E. Main Street	MSC	0.279			
500 E. Main Street	R-3	0.416			
94 E. Ninth Ave	R-1	0.833			
115 E. Ninth Avenue	R-1	0.977			
175 E. Ninth Avenue	R-1	5.1			
203 E. Ninth Avenue	R-1	0.977			
275 E. Ninth Avenue	R-1	0.535			
319 E. Ninth Avenue	R-1	0.524			
324 E. Ninth Avenue	R-1	8.8			
325 E. Ninth Avenue	R-1	4.504			



Properties Not Displayed on Zoning Map

Chestnut Street	RG-1	0.09	<i>Small paved parking lot behind 424 and 426 E. Main Street</i>
0 Chestnut Street	R-Res	0.358	<i>Grassplot behind 624 E. Main Street</i>
190 East Third Avenue	R	10.74	<i>Organic Farm in Trappe</i>

Zoning, Tax ID Number and Acreage

Property	Zoning	TAXPIN	Acreage
Chestnut Street	RG-1	040000036194	0.090
0 Chestnut Street	R-Res	040000052016	0.358
555 E. First Avenue	INST	040000643001	2.490
23 Glenwood Avenue	R-3	040000736007	0.631
E. Main Street	INST	040000909005	3.025
409	RO	040000961007	1.290
424	MSC	040001153004	0.194
426	MSC	040001150007	0.184
444	MSC	040001147001	0.387
454	C – Bar C – Store	040001144004	1.319
468	w/apt	040001138001	0.39
476	MSC	040001135004	0.304
482	MSC	040001129001	0.77
488	MSC	040001126004	0.279
500	R-3	040001123007	0.416
513	INST	040000916007	0.383
515	INST	040000913001	0.629
520	INST	040001120001	0.479
542	R-2	040001111001	0.421

Property	Zoning	TAXPIN	Acreage
554	R-2	040001108004	0.694
568	R-2	040001105007	0.308
601	INST	040000910004	67.400
612	R-2	040001099004	0.682
620	R-2	040001096007	0.695
624	R-2	040001093001	0.251
640	R-2	040001090004	0.525
646	R-2	040001087007	0.465
701	INST	040000907007	1.111
702	R-2	040001084001	0.612
716	R-2	040001081004	0.470
724	R-2	040001078007	0.431
732	R-2	040001075001	0.433
777	INST	040000904001	0.994
785	INST	040000901004	0.599
789	INST	040000898007	1.149
801	INST	0400008951	1.310
811	INST	040000892004	0.738
942	R-2	040001042007	0.371
944	R-2	0400001039001	0.444

Property	Zoning	TAXPIN	Acreage
East Ninth Avenue	INST	040001321007	18.380
94	R-1	040001438007	0.833
99	INST	040001354001	2.560
115	R-1	0400001342004	0.977
175	R-1	040001348007	5.100
203	R-1	0400001342004	0.977
275	R-1	0400001327001	0.535
319	R-1	040001309001	0.524
324	R-1	040001399001	8.800
325	R-1	040001306004	4.504
Sixth Avenue			
23	R-2	040001714001	0.286
26	R-2	040001750001	0.367
30	R-2	040001753007	0.154
32	R-2	040001756004	0.161
33	R-2	040001717007	0.201
65	R-2	040001729004	0.792
190 East Third Avenue	R	230001222006	10.740





Ursinus College Campus Map



ACADEMIC & ADMINISTRATIVE	ATHLETICS	RESIDENCE HALLS
1. Schallhase Commons - Campus Bookstore and Shop - Cafe 2020	19. Floy Lewis Bakes Center - Helffanch Gym - Fieldhouse - Elliott Pool	A. Stauffer Hall
2. Corson Hall	20. Tennis Courts	B. Paisley Hall
3. Borman Museum of Art	21. E.F. Spell Field	C. Beardwood Hall
4. Olin Hall	22. Softball Field	D. Broadbeck Hall
5. Bomlinger Hall	23. Practice Field North/Field Events	E. Wilkinson Hall
6. Myrin Library	24. Patterson Field	F. Curbis Hall
7. Prahler Hall	25. Wilkes Field	G. Reimert Hall
8. Innovation and Discovery Ctr.	26. Practice Field South	H. 201 9th Ave
9. Thomas Hall	27. Thomas Baseball Field	I. New Hall
10. Wellness Center	28. Humberger Woods - Rugby/Practice Field and Organic Farm	J. Richter Hall
11. The Kaleidoscope		K. North Hall
12. Wigmer Center		L. Clamer Hall
13. Campus Safety		M. 476 Main St. CECC Office
14. Institute for Inclusion and Equity		N. Commonwealth
15. Ritter Hall		O. Maples Hall
16. Facilities/Shipping-Receiving		P. Fetterolf House
17. Sprinkle Hall		Q. Hobson Hall
18. Sturgis Hall- Home of the Abele Scholars		R. Shreiner Hall
		S. Musser Hall
		T. Yost House
		U. Duryea Hall
		V. Zwingli Hall
		W. 624 Main St.
		X. Olavian Hall
		Y. Schaff Hall
		Z. Lynnwood Hall
		AA. Omwake Hall
		BB. 777 Main St.
		CC. Wicks House
		DD. Elliott House
		EE. Todd Hall
		FF. Isenberg Hall
		GG. 752 Main St.
		HH. Cloake House
		II. 942 Main St.
		JJ. 944 Main St.