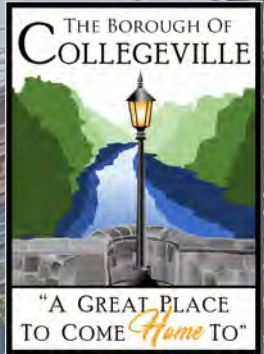


Collegeville Main Street Revitalization Plan



Community Survey Results
April 2024

DERCK & EDSON EST. 1940
CAMPUSES. DOWNTOWNS. ATHLETICS



From February to April of 2024, Collegeville Borough and their planning and design consultants at Derck & Edson, conducted a survey of the Collegeville community to better understand local preferences related to the revitalization of the Main Street business district. This document summarizes the findings from the survey. Ursinus College students were invited to respond to questions 1 to 4 and 15 to 18, while the Collegeville community was surveyed on all 18 questions. This survey was promoted at the two community meetings on March 19th, the Collegeville Borough newsletter, Ursinus College faculty and student publications, Collegeville Borough email list, Collegeville Economic Development Corporation email list and various social media sites.

433

Total Responses

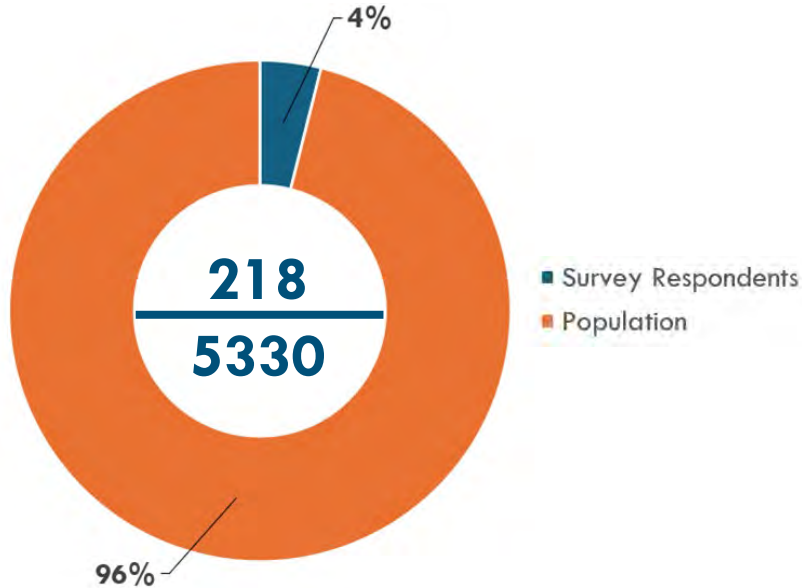
Date Created: Tuesday, February 27, 2024

Survey Closed: Sunday, April 28, 2024

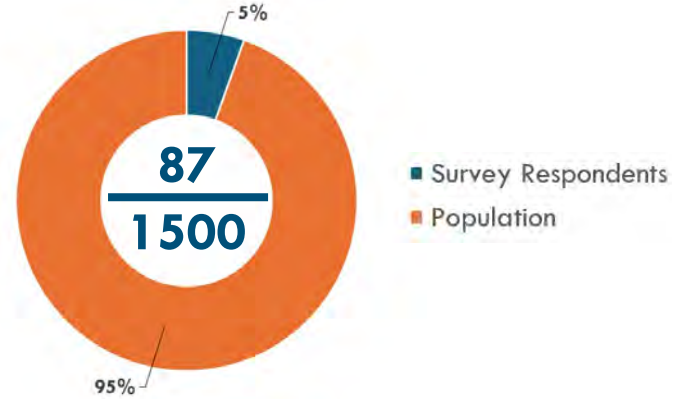
Survey respondents related to their populations



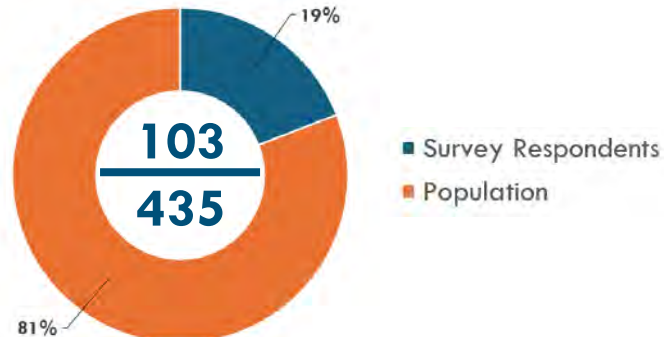
Live in Collegeville Borough



Ursinus College Student

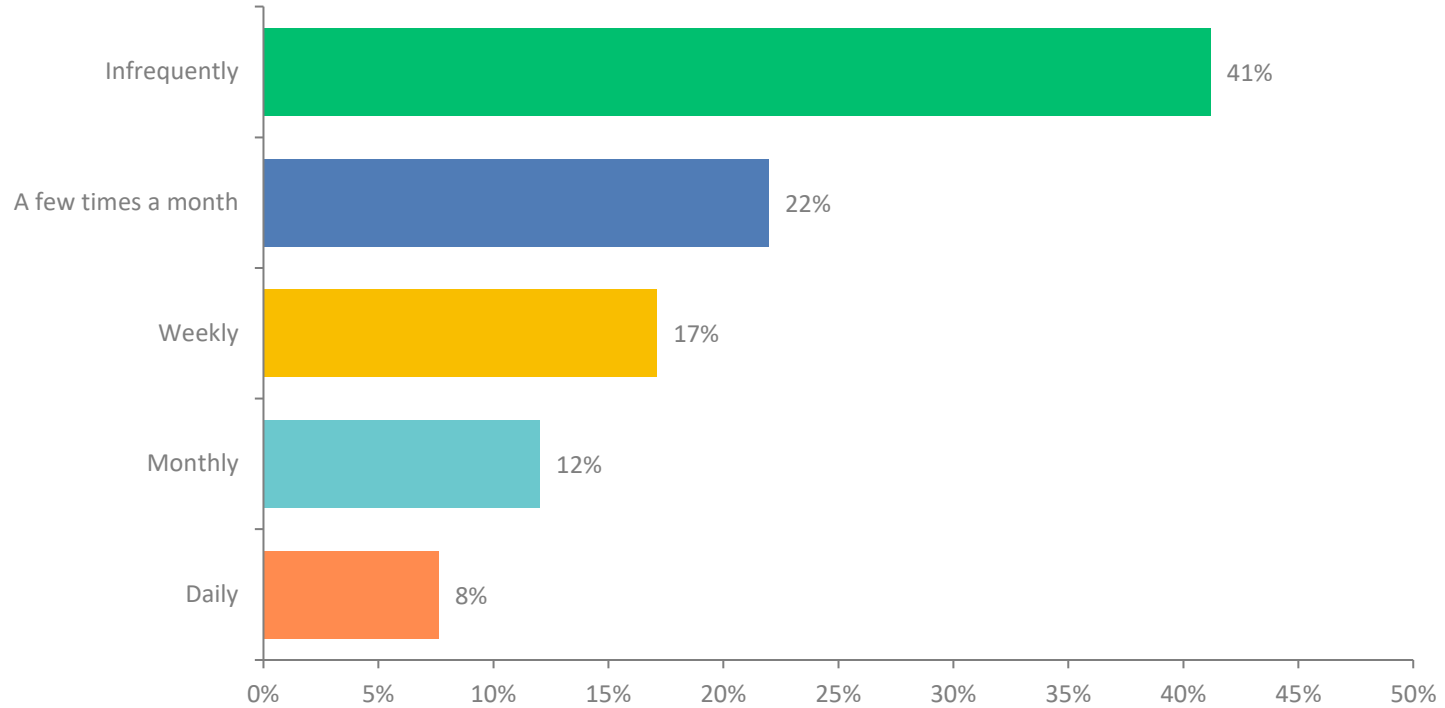


Ursinus College Faculty or Staff



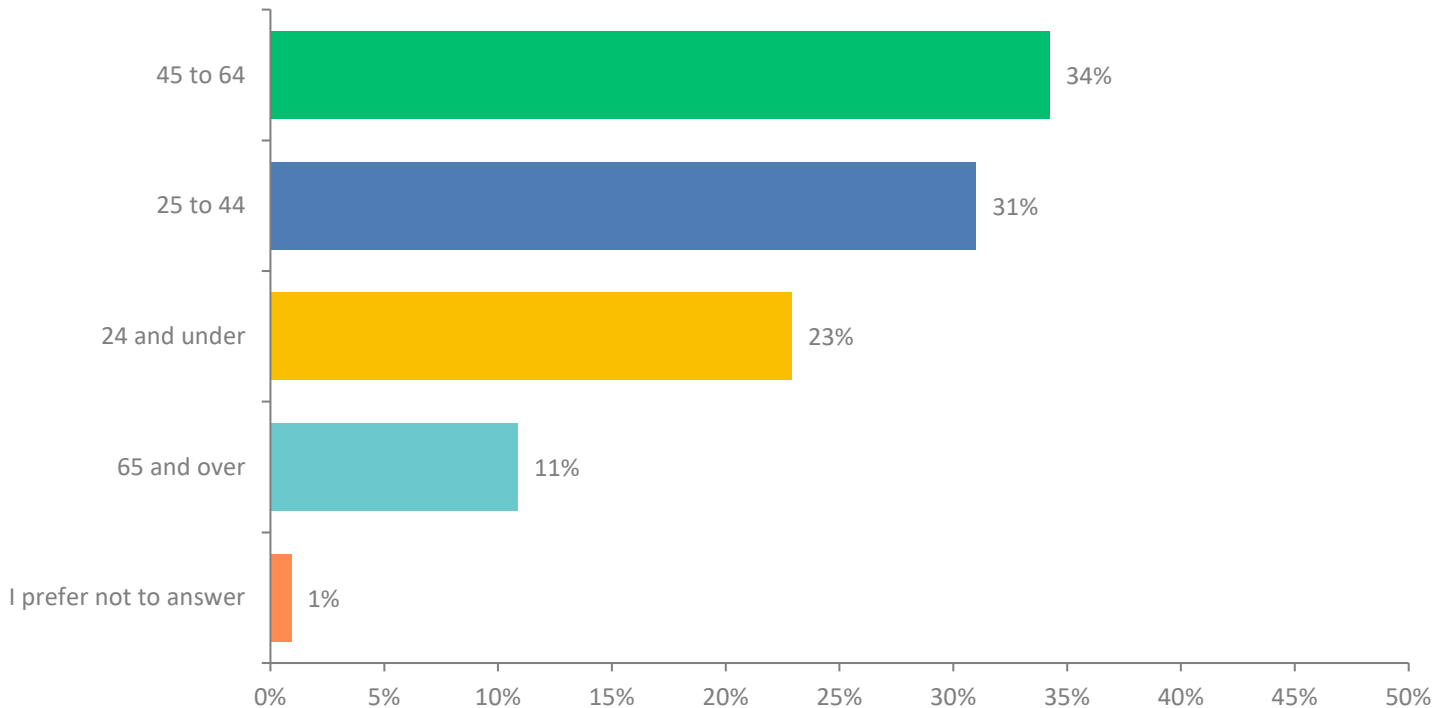
Q1: How often do you frequent Main Street Collegeville businesses?

Answered: 432 Skipped: 1



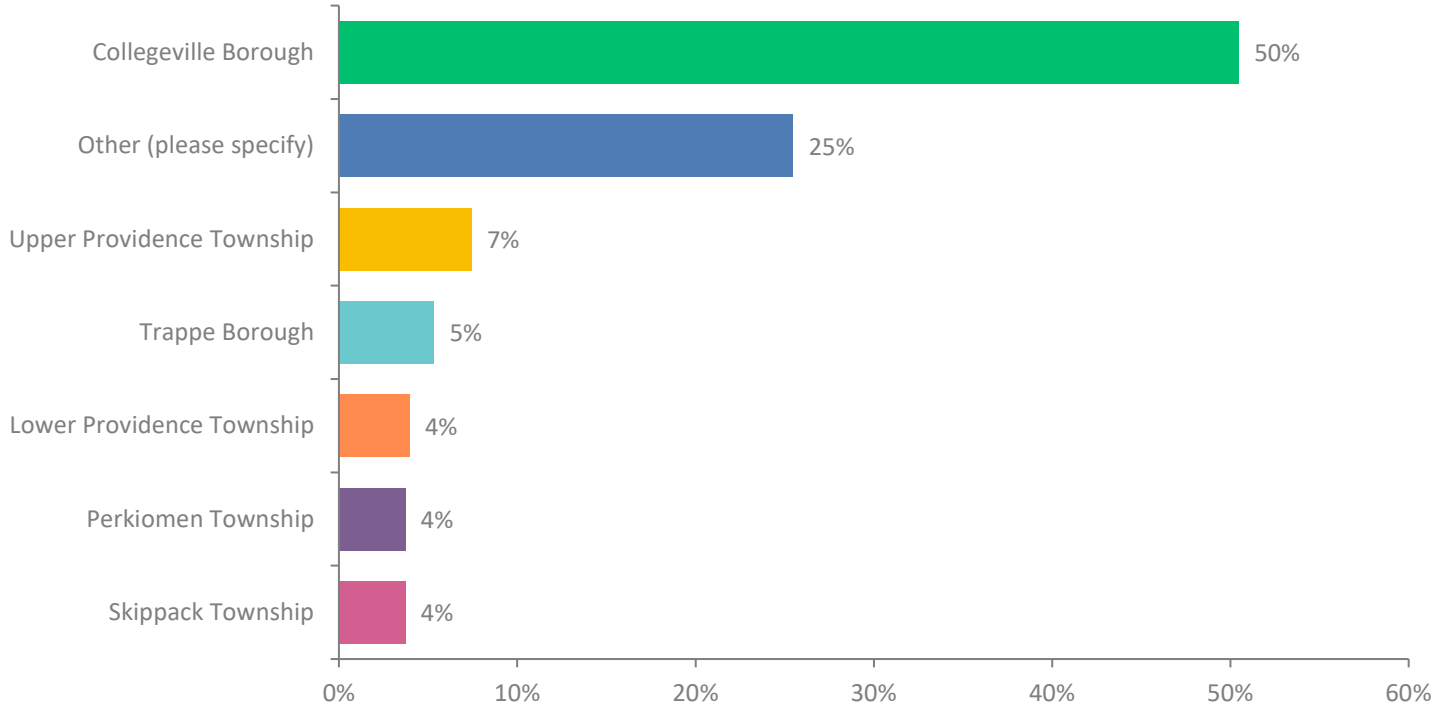
Q2: What is your age range?

Answered: 432 Skipped: 1



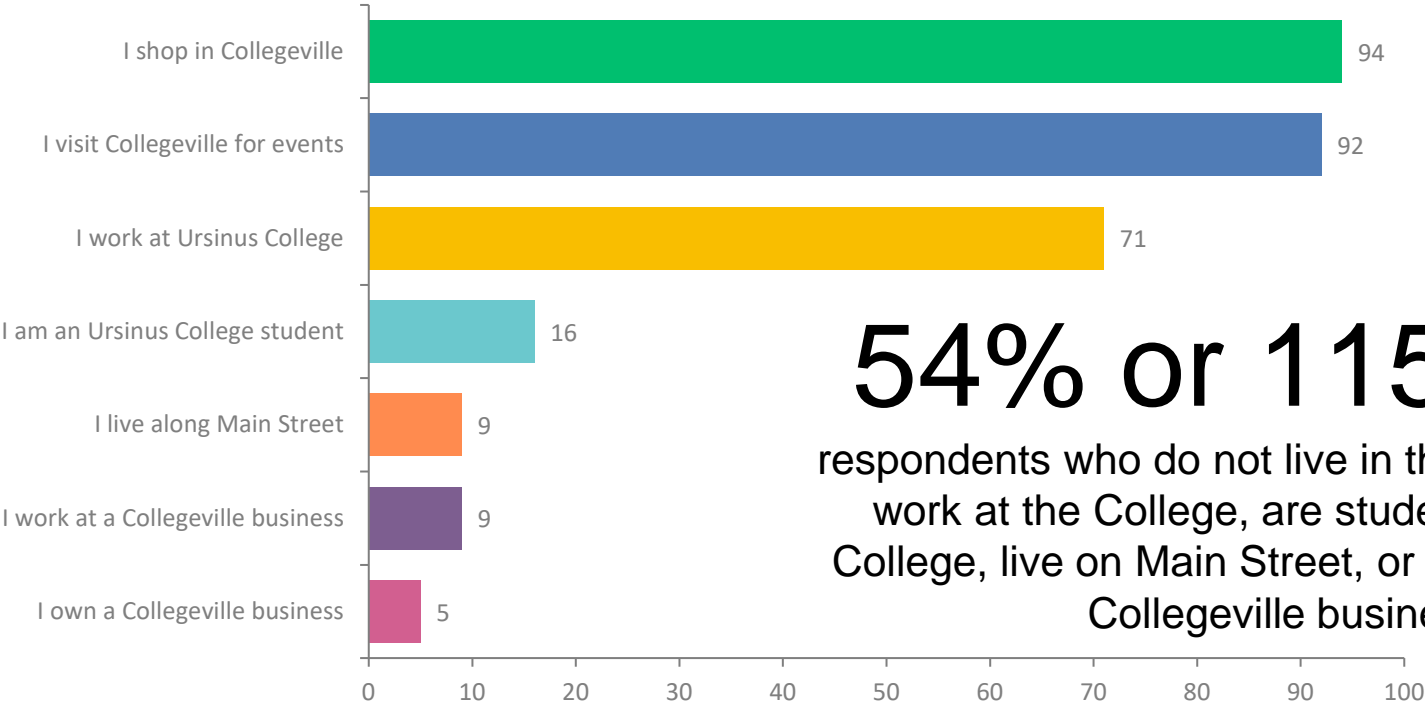
Q3: Where do you live?

Answered: 432 Skipped: 1



Q3 Follow-up: Of the 214 people who said they don't live in Collegeville Borough below is a summary of their connection to Collegeville.

Answered: 214 Skipped: 0



54% or 115 of these 214 respondents who do not live in the Borough either work at the College, are students at Ursinus College, live on Main Street, or work at or own a Collegeville business

Q3 Follow-up: Of the 110 people who said they don't live in Collegeville Borough and live in "Other" municipality, here is their connection to Collegeville.

Answered: 110 Skipped: 0

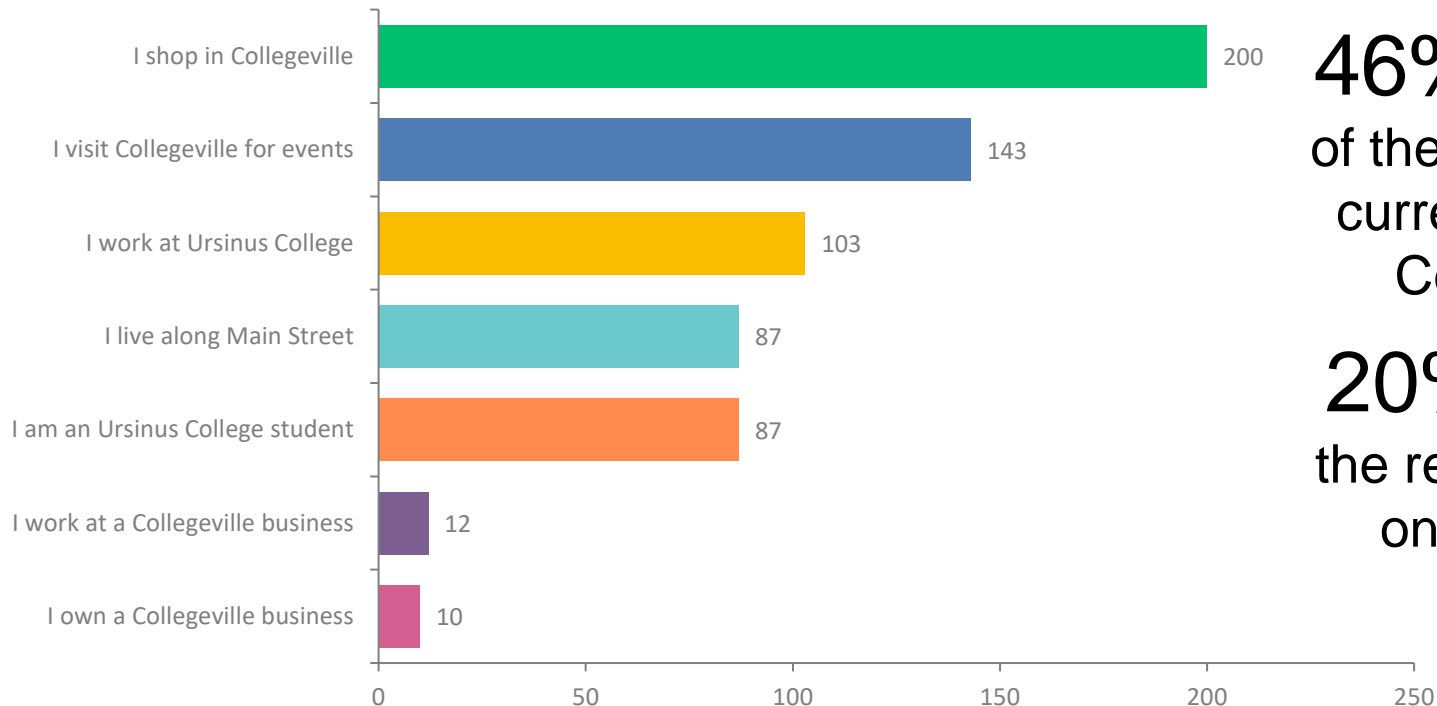


Lower Merion New Hanover Township
Springfield Collegeville
Philadelphia Pottstown
East Norriton
Borough Lansdale
Lower Frederick Limerick Phoenixville
Ursinus College Ursinus Conshohocken
Montgomery County

- Three grew up in Collegeville
- Three are either an alumni or parent of Ursinus College
- Four live on the Ursinus College campus
- 13 live in Phoenixville
- 76 either work at Ursinus College, are an Ursinus College student, or work at or own a Collegeville business

Q4: What is your connection to the Main Street Collegeville business district? (check all that apply)

Answered: 433 Skipped: 0



46% or 200
of the respondents
currently shop in
Collegeville

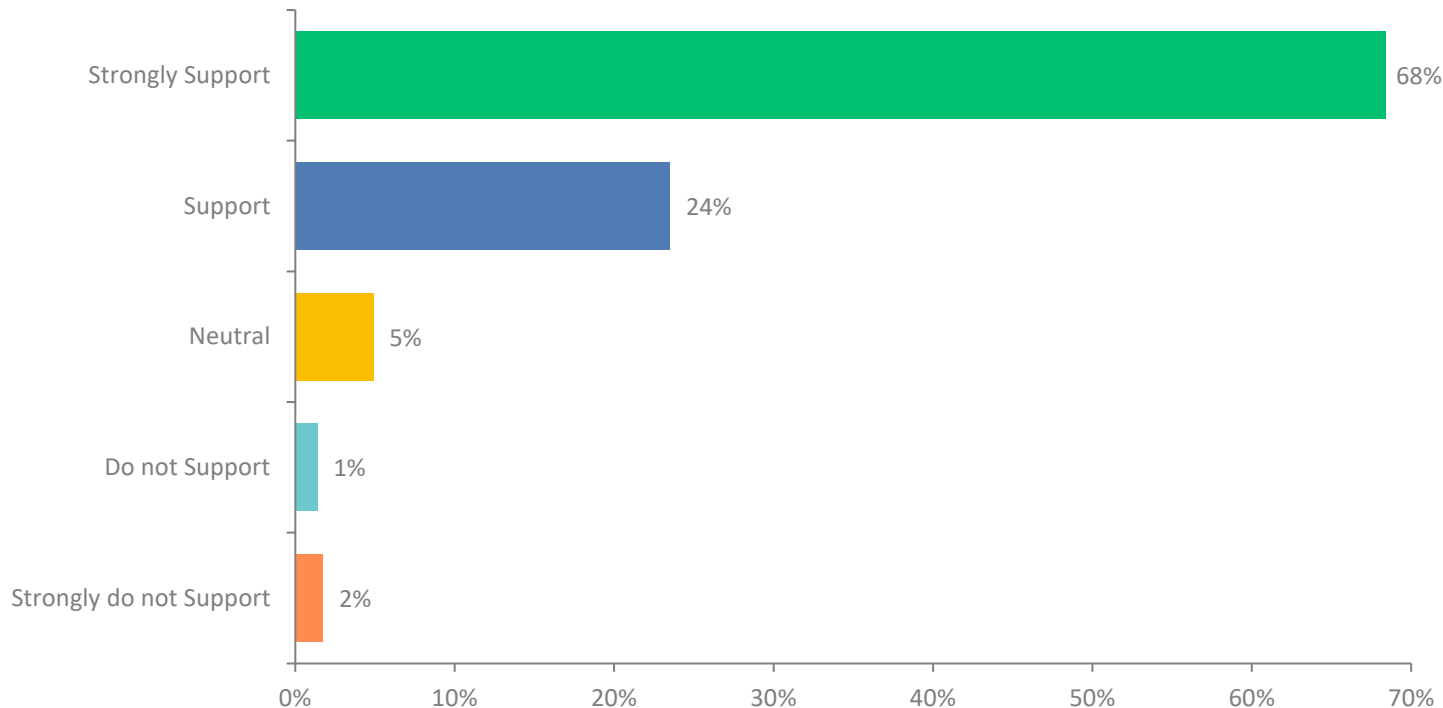
20% or 87 of
the respondents live
on Main Street

Q5: Do you support the idea of expanding Collegeville's business district along both sides of Main Street between 5th Avenue and 4th Avenue?

Answered: 285 Skipped: 148



92%
support or
strongly support
expanding the
business district
on Main Street

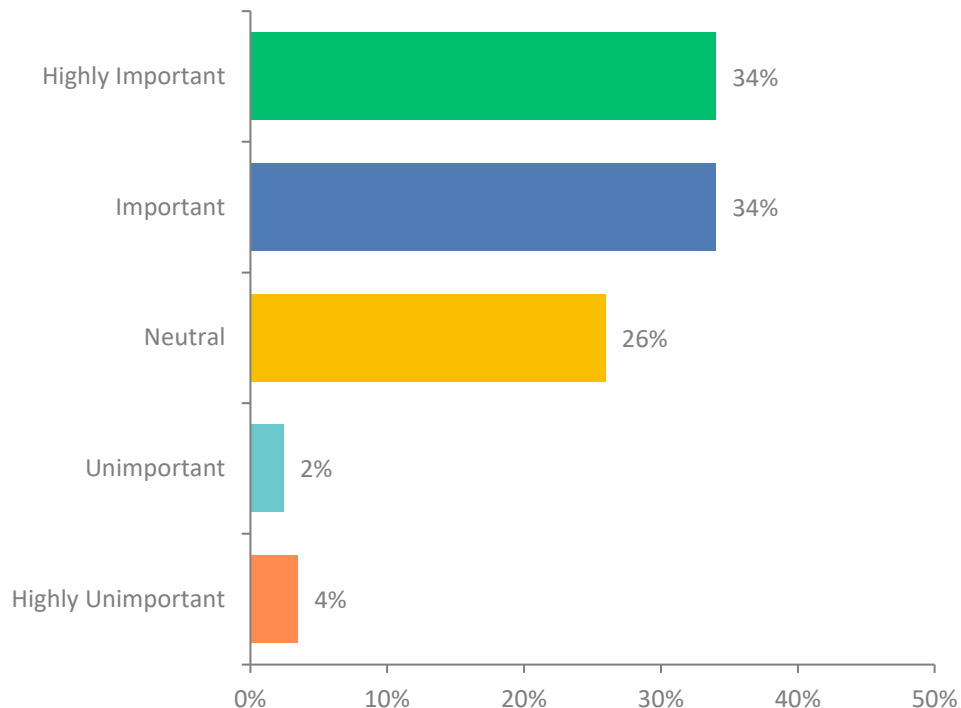


Q6: How important is it to allow one or two-story additions to existing buildings for new businesses along Main Street?

Answered: 285 Skipped: 148



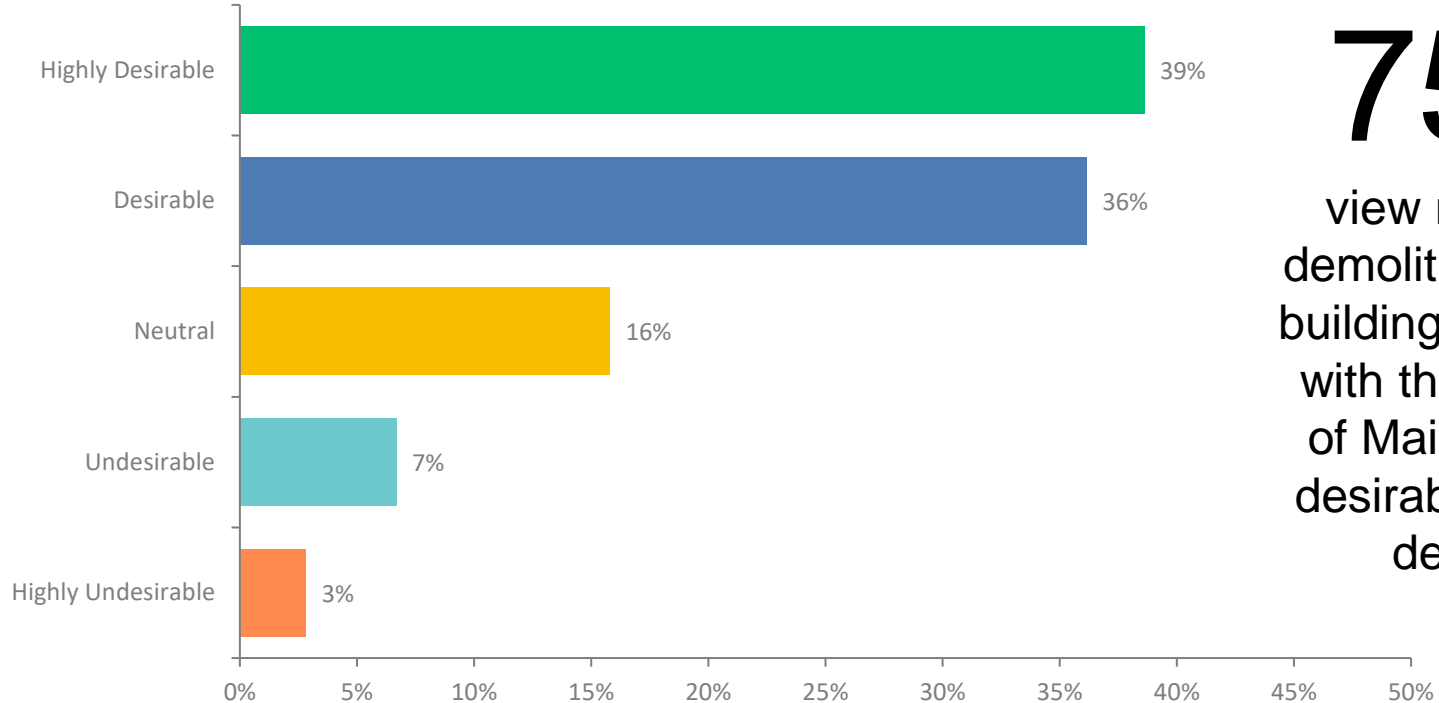
68% view it as important or highly important to allow one and two-story additions to buildings on Main Street



Q7: To permit new businesses that will enhance Collegeville's Main Street, how desirable is it to allow for the demolition of buildings not designated as historically-significant, as long as new buildings are in keeping with the character of the neighborhood?



Answered: 285 Skipped: 148

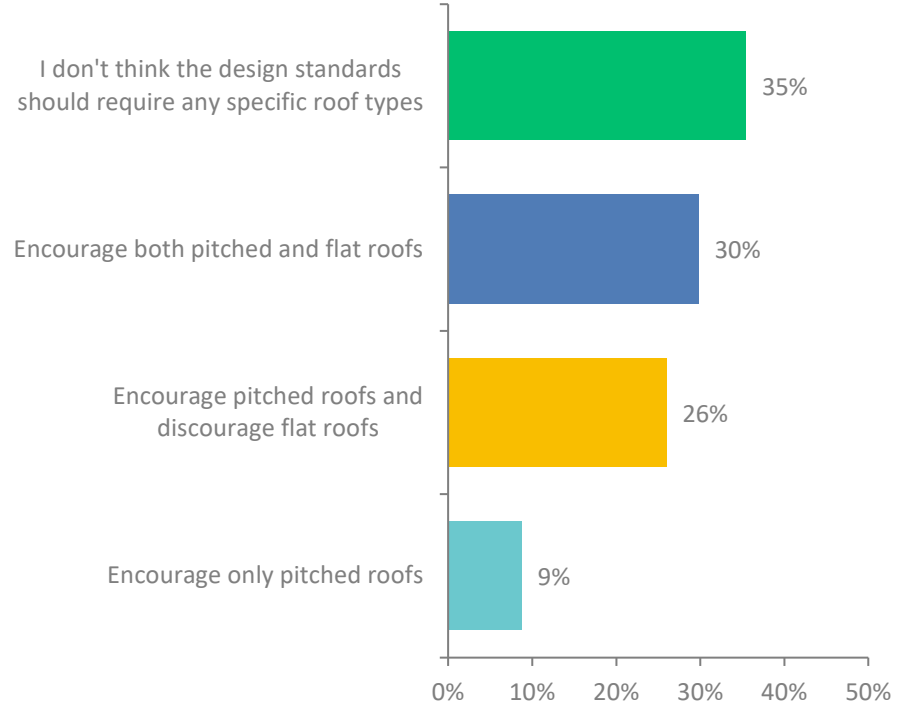


75%
view necessary
demolition and new
buildings in keeping
with the character
of Main Street as
desirable or highly
desirable

Q8: Most of the existing buildings along Main Street currently have pitched roofs. Should architectural design standards for additions and new buildings along Main Street permit flat roofs, in addition to pitched roofs?



Answered: 285 Skipped: 148

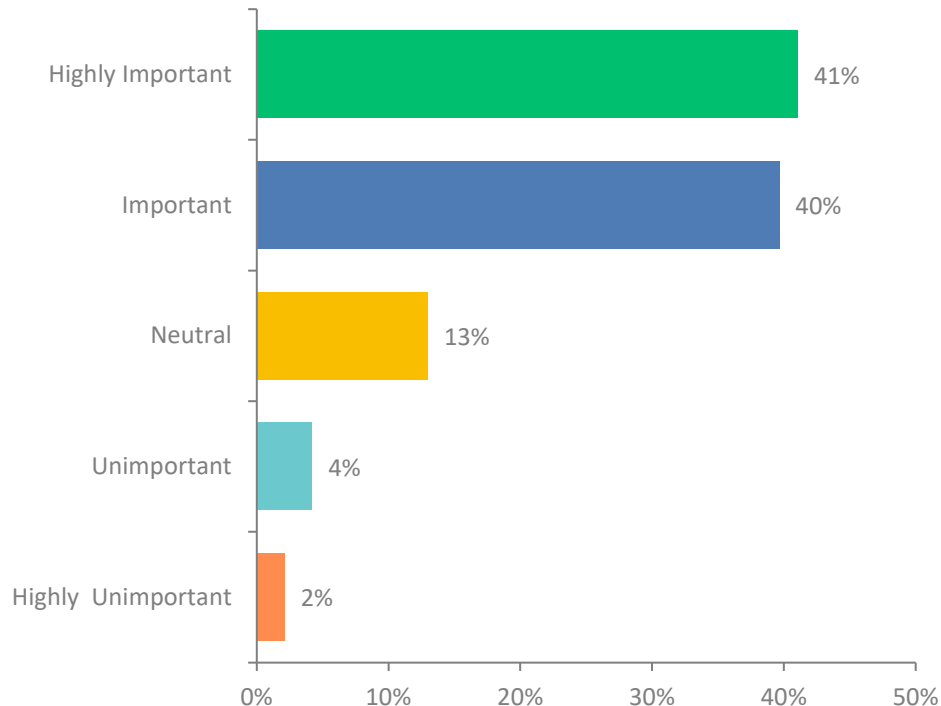


Most respondents do not feel that roofs should be highly regulated

Q9: How important is it that standards be set for commercial property owners to add low walls, ornamental fences, courtyards, plazas, seating area, landscaping, and lighting to the front yards of Collegeville's Main Street?



Answered: 285 Skipped: 148

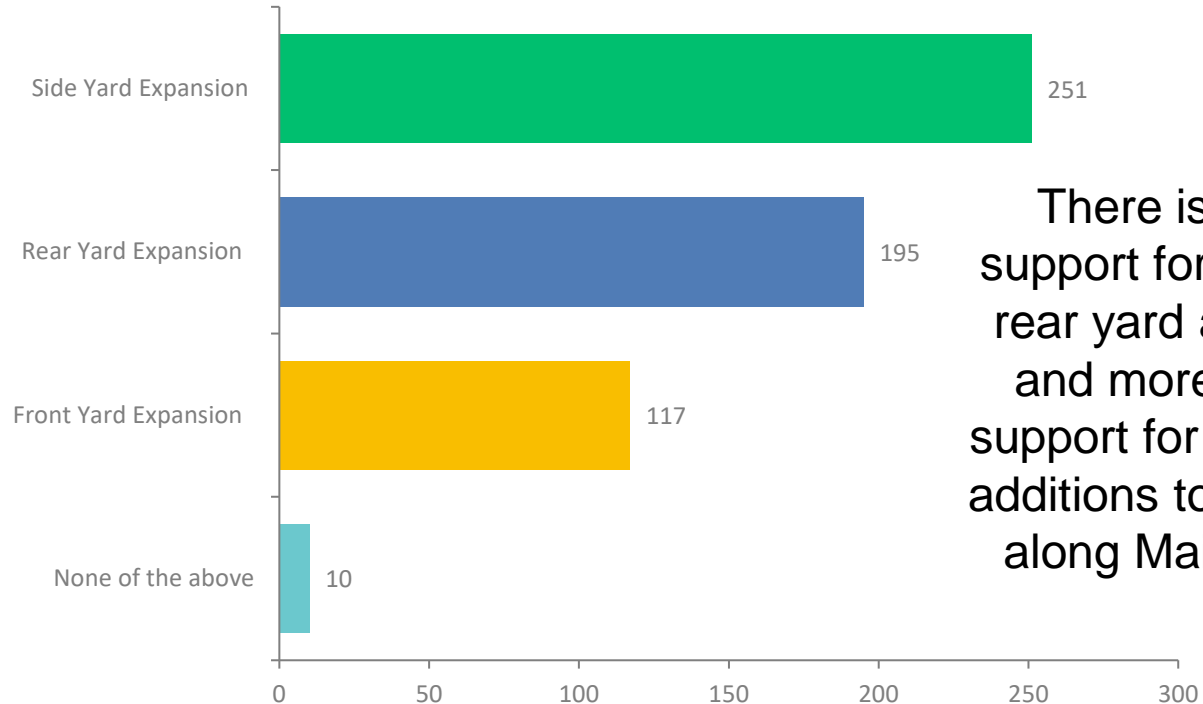


81% support the need for front yard design standards for commercial properties on Main Street



Q10: To provide the necessary incentives for renovation of single family homes into commercial uses or upper floor apartment uses along Collegeville's Main Street, it may be necessary to allow buildings to expand into the rear yard, side yard or front yard. Which of the proposed additions, shown in blue, would be desirable for buildings facing Main Street in Collegeville? (check all that apply)

Answered: 285 Skipped: 148

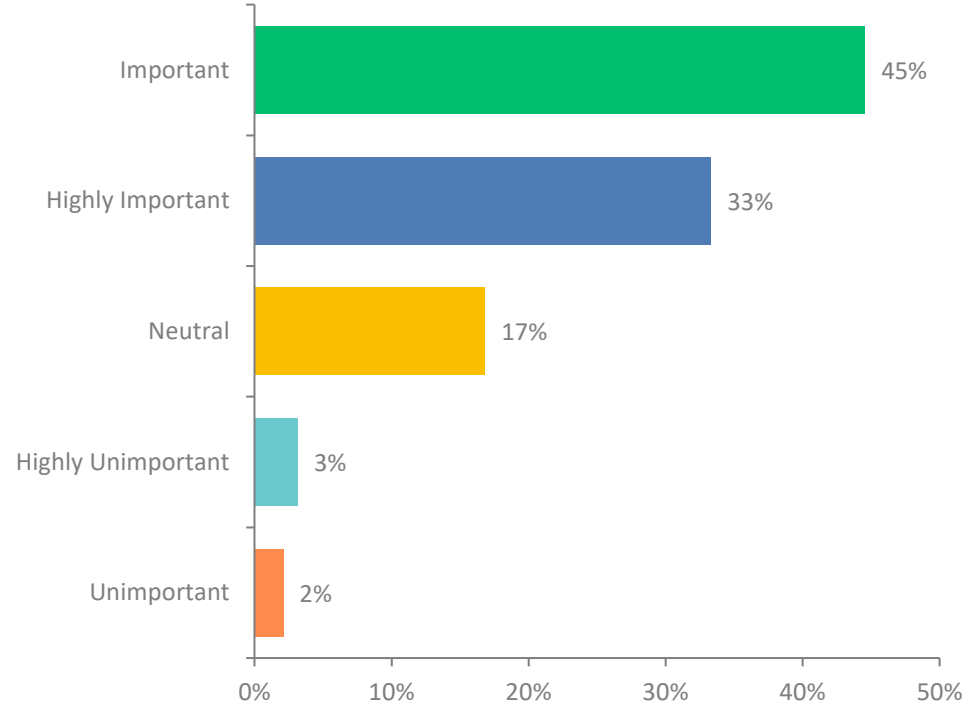


There is broad support for side and rear yard additions and more limited support for front yard additions to buildings along Main Street

Q11: How important is it for Colleeville Borough zoning standards to allow for one to three story additions at existing buildings along Main Street to make it economically viable to renovate these buildings?



Answered: 285 Skipped: 148

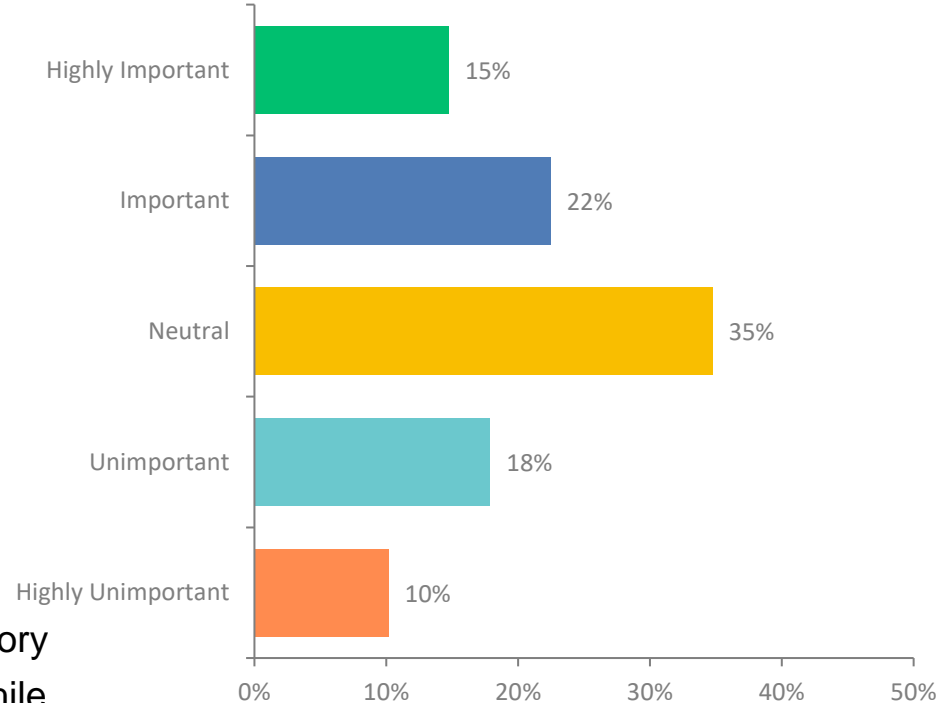


78% of respondents feel that allowing one to three story additions are either important or highly important

Q12: To make it economically viable for property owners to renovate their buildings, how important is it to allow four story buildings within the rear yards of Main Street properties?



Answered: 285 Skipped: 148

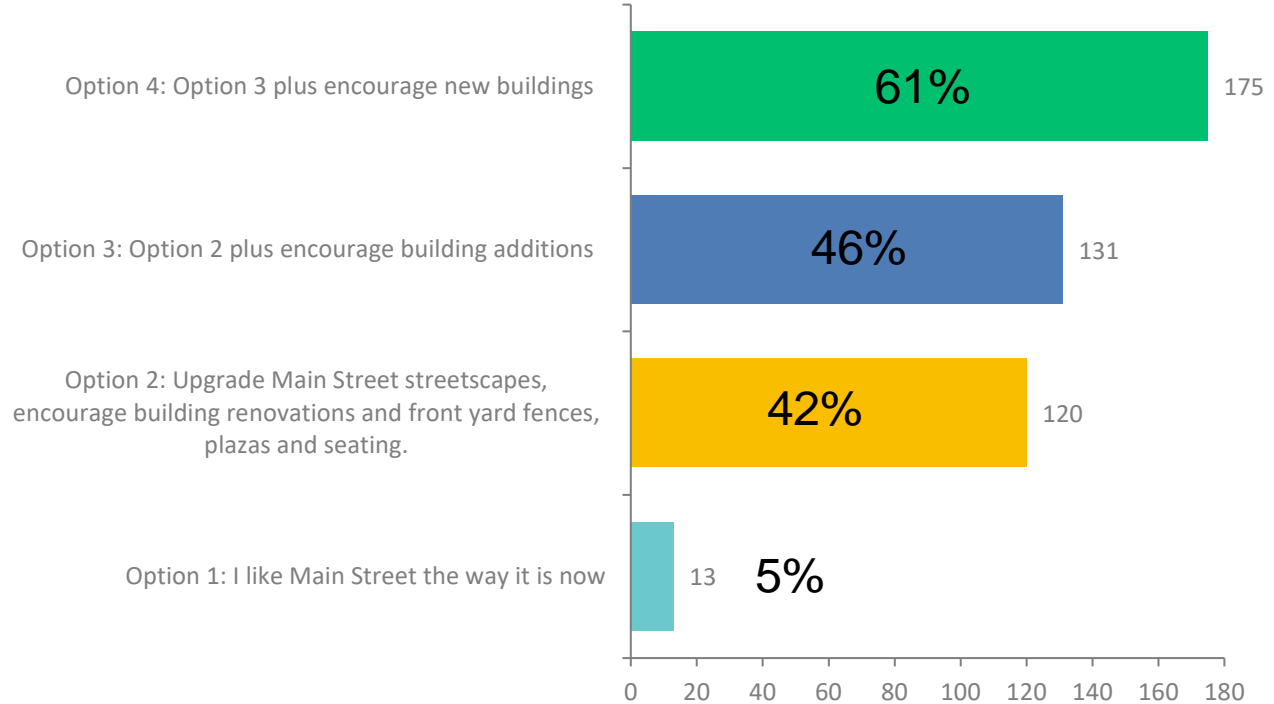


37% of respondents feel that allowing four story buildings are either important or highly important while **28%** feel this is unimportant or highly unimportant

Q13: Which revitalization options seem most appropriate for the future of Collegeville's Main Street? (choose all that are appropriate)



Answered: 285 Skipped: 148



61% of respondents felt that upgrades to streetscapes, renovations to existing buildings, building additions and encouraging new buildings is the most appropriate option for the revitalization of Main Street

Q14: Why did you choose these options?

Answered: 167 Skipped: 47



Survey respondents told us more about their preferred option for question 13 so we can better understand why it is so important to them. A sample of the responses are listed below.

Option 1

“Collegeville should remain a small quiet town.”

Option 2

“Would make for a more attractive, convenient, walkable town.”

Option 2

“I like the landscaping and seating availability.”

Option 1

“Traffic and parking are already awful along Main Street.”

Option 3

“Restaurants and shops should be able to have options as long as architecture reflects current designs.”

Option 3

“Most attractive to new businesses.”

Option 4

“The more enticing our Main Street is, the more desirable it will be to visitors.”

Option 4

“It seems the most beneficial to the area and the best way to maximize space.”

Q15: What are the names of, or types of restaurants, or businesses you would like to see expanded onto Collegeville's Main Street?

Answered: 159 Skipped: 55

Survey respondents shared a wide range of ideas for the types of businesses they would like to see on Main Street. The following are some of the business types with the most frequently mentioned ideas shown as larger text.



Q16: What types of entertainment or arts venues that you would like to see expanded onto Collegeville's Main Street?

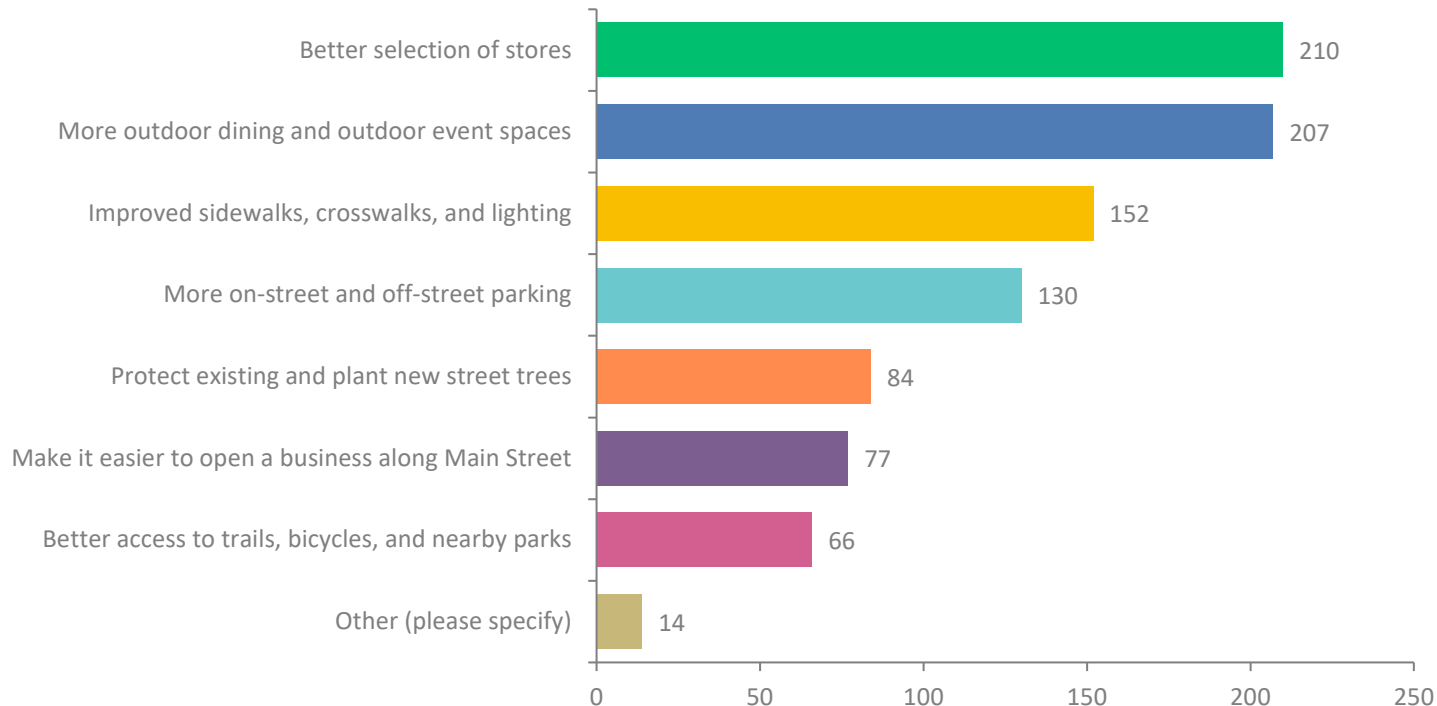
Answered: 159 Skipped: 55

Survey respondents shared a wide range of ideas for the types of entertainment uses and arts venues they would like to see on Main Street. The following are some of the venue types with the most frequently mentioned ideas shown as larger text.



Q17: What are the three most important improvements that should be made to enhance Collegeville's Main Street?

Answered: 298 Skipped: 135



Q18: What types of improvements would you most like to see along Main Street Collegeville to become a more vibrant business district?

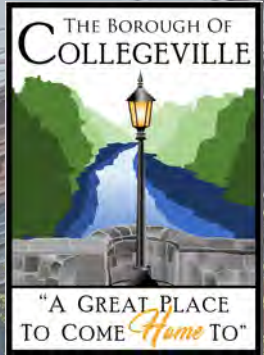


Answered: 159 Skipped: 55

Survey respondents shared a wide range of ideas for the types of improvements they would like to see on Main Street. The improvements most frequently mentioned are shown as larger text.



Collegeville Main Street Revitalization Plan



Community Survey Results
April 2024

DERCK & EDSON EST. 1940
CAMPUSES. DOWNTOWNS. ATHLETICS