

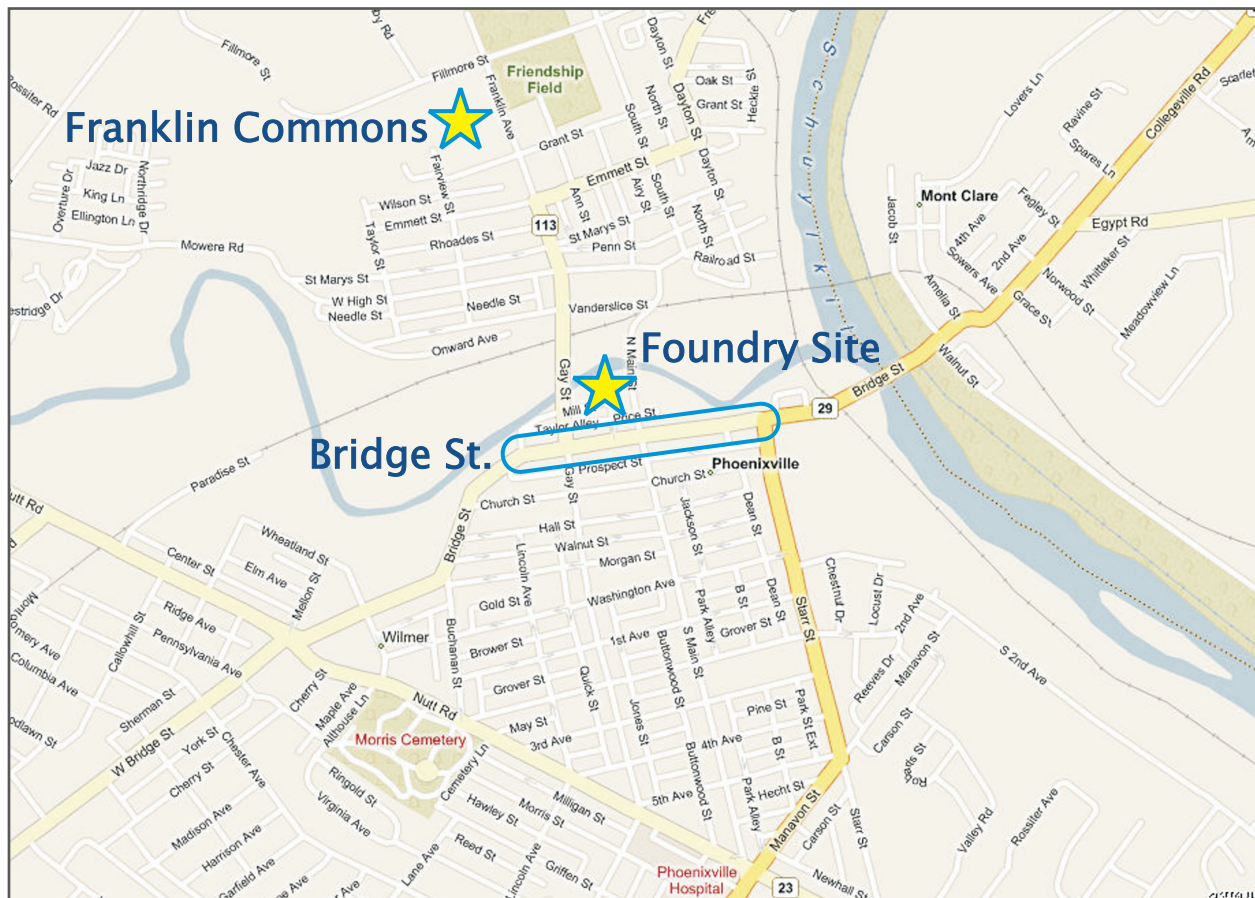
Small Town Revitalization Success Story

Phoenixville, PA

Presented by:

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This walking tour will focus on revitalization efforts in the Borough of Phoenixville. The session will highlight successful implementation of brownfield redevelopment, adaptive reuse, economic redevelopment, and trail and open space expansion. Participants will learn about the techniques used to encourage revitalization and growth. The presenters will share their unique perspectives as a borough planner and professional planner working on borough projects in the study of this community. The tour will include Bridge Street, Phoenix Steel, and Franklin Commons.

Franklin Commons

Phoenixville, PA



Circa 1950

Concept Plan



Campus Walk Sculpture Garden

Phoenixville Educational Campus at Franklin Commons

Located on the north side of Phoenixville, Franklin Commons is helping stimulate borough-wide revitalization efforts. The adaptive reuse of the former Polychem Building into an education center transformed 225,000 square feet of derelict industrial space for use as classrooms and program facilities. Franklin Commons provides private space for each educational partner and common areas and services to be shared by all. An abandoned railway spur is now a central campus walk, providing easy access to classrooms, commissary, and drop-off areas.

The size and shape of the building on this 12-acre site made reuse extremely challenging. The developers realized that finding a single industrial user was unlikely and after several proposals for residential and nonresidential uses, the concept for promoting education and providing shared facilities for public and private schools took hold. Amendments to the borough's zoning ordinance allowed the vision to become reality.

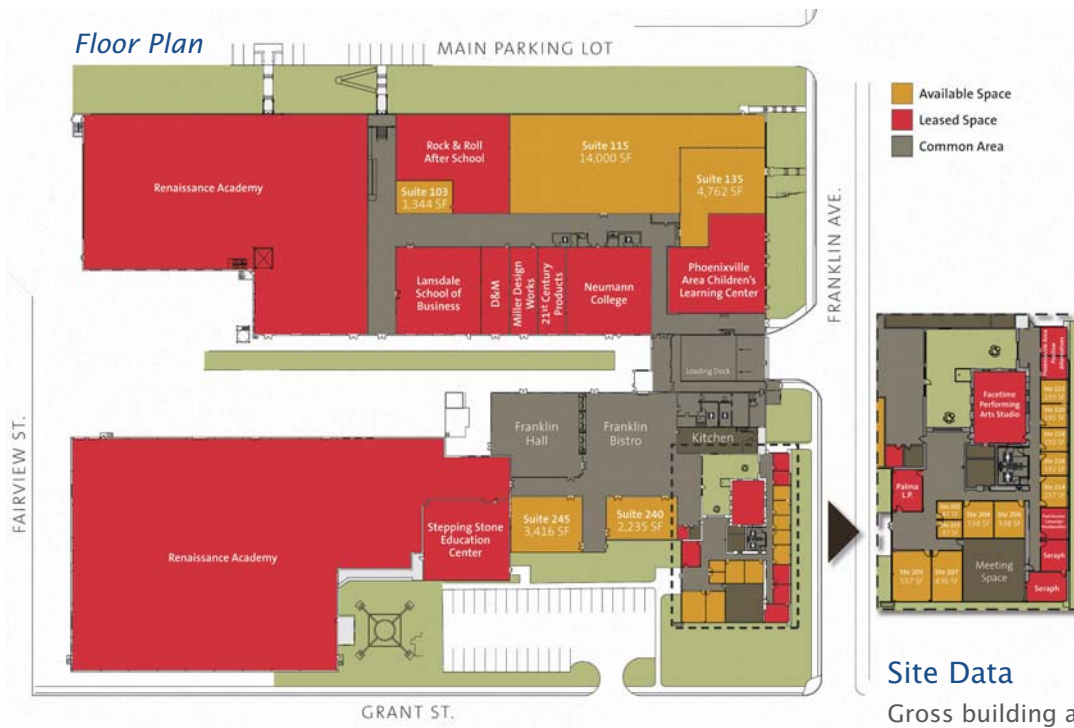
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Franklin Commons

Phoenixville, PA



Project Features:

- Makes use of existing infrastructure: streets, buildings, sewer and water service, and public transit.
- Abandoned rail siding and drainage outlet were reinvented as a campus walk and greenway that doubles as a stormwater filtration system.
- Existing building materials and industrial debris were recycled on-site as sculpture by local artists.
- Redevelopment converted the abandoned complex into a fiscally productive site for the borough.



Campus Walk View East



Commissary

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2009 Annual Conference

American Planning Association, Pennsylvania Chapter

Mobile Workshop - Phoenixville: Small Town Revitalization Success Story

Monday, October 5, 2009 – 9:00am to 12:00pm

Bridge Street & Schuylkill River Trail

RAY OTT & ASSOCIATES – 17 SOUTH CHURCH STREET, WEST CHESTER, PA 19382 – www.rayott.com

