

Souderton Revitalization Plan



Timeline

Steering Committee meetings from September 2021–
April 2023

Online Survey January through May 2022 (with 1,331
responses!)

Outreach at 3rd Friday in October 2022

Public event at Broad Theater in December 2022

Full draft circulated to steering committee in August 2023
(followed by review and revisions)

Presentations for adoption in January 2024



Steering Committee

Harry Boardman

Alison Giles

Kyle Hoff

Daryl Littlefield

Julie Munden

Liz Peitzman

Donna Rogers

Barbara “B” Smith

Kim Staropoli

Daniel Yocum



Vision

We envision Souderton residents and businesses flourishing in a sustainable community:

- where we live, work, and gather together;
- where our economy is healthy and the borough is attractive to residents, businesses, and visitors alike;
- where people of all ages and backgrounds enjoy the preserved history, diversity, and culture of our vibrant borough.

We seek to honor the past while embracing the future by enhancing the diversity of businesses and services provided in the borough while maintaining Souderton's quaint, small town character.

Contents

1. Community Context
 2. Recent Accomplishments and Planning
 3. Existing Businesses and Market Study
 4. Community Analysis and Goals
 5. Recommendations
 6. Project Implementation and Funding
- Public Participation Appendix



Souderton Borough Revitalization Plan



DRAFT, DECEMBER 2023

1. Community Context

Location

History

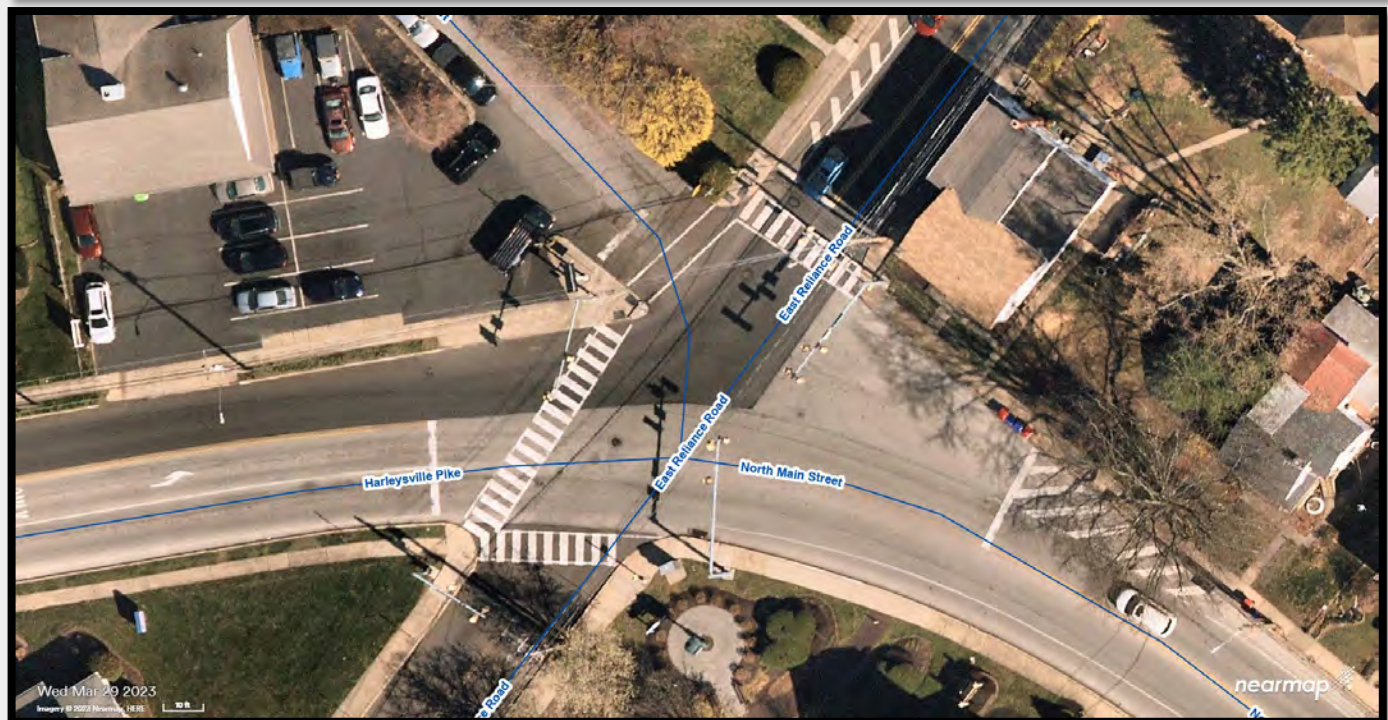
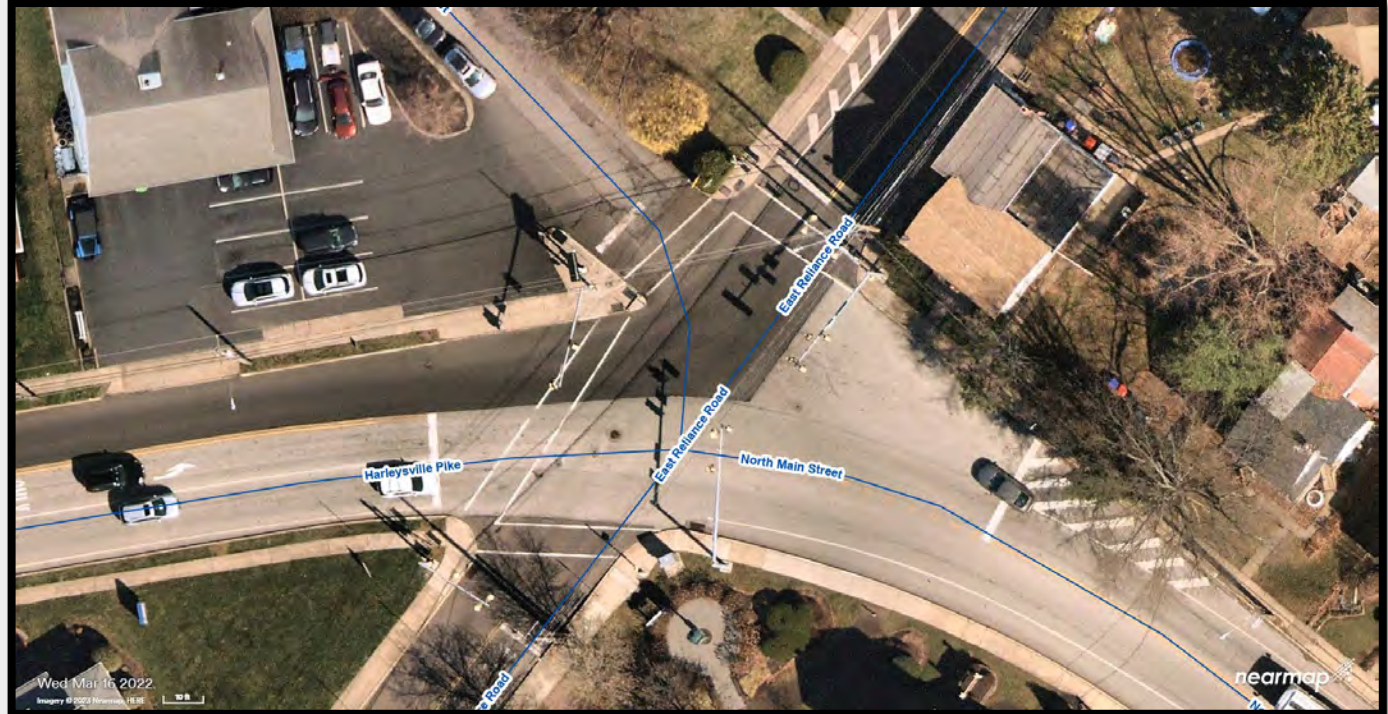
Land Use

Transportation

Demographics

Employment

Climate Change Vulnerability



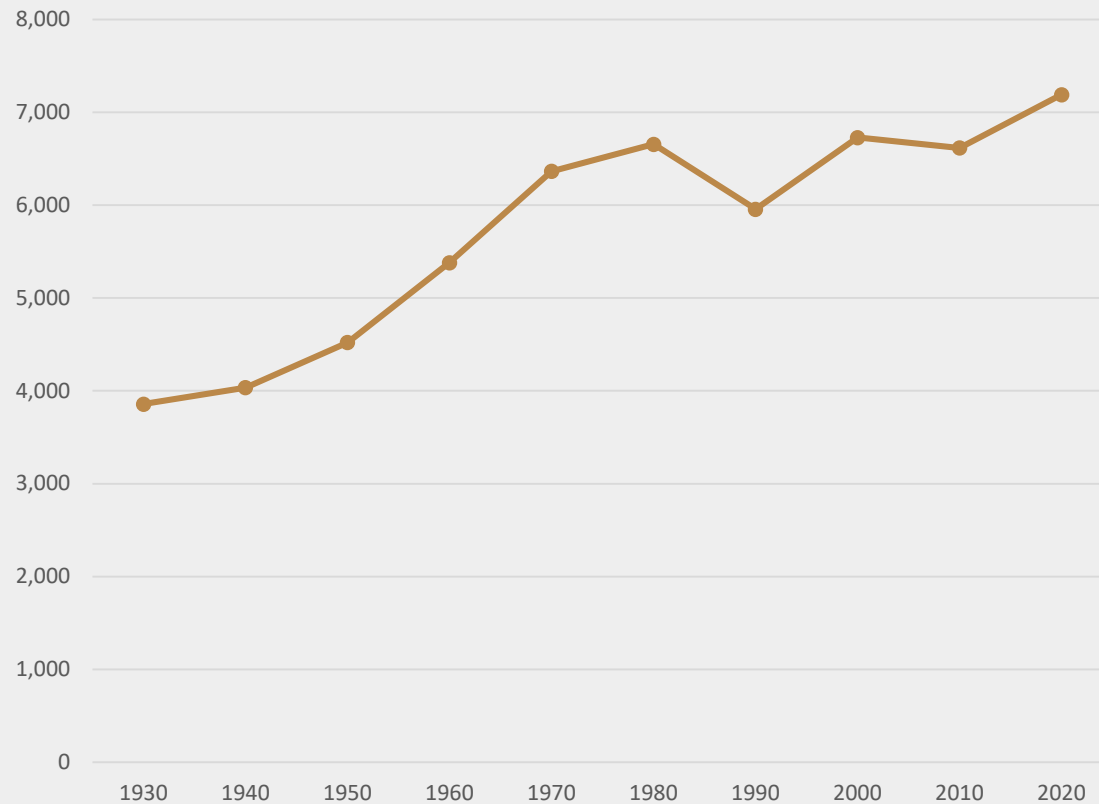
Land Use and Housing

land use	acres	percent
single family detached	261	45%
twin/duplex	62	11%
single family attached	35	6%
multifamily	42	7%
institutional	60	10%
public open space	30	5%
private open space	7	1%
undeveloped	22	4%
mixed use	22	4%
retail	17	3%
office	5	1%
industrial	11	2%
utilities	3	1%

housing type	number	percent
Single-family detached	1,171	42%
Single-family attached	620	22%
2 to 4 unit buildings	537	19%
5 or more units	431	16%
total housing units	2,759	100%

Population

Souderton Borough Population 1930-2020



Forecast	
Year	Population
2020	7,082
2025	7,083
2030	7,137
2035	7,174
2040	7,247
2045	7,281
2050	7,308

2. Recent Accomplishments and Planning

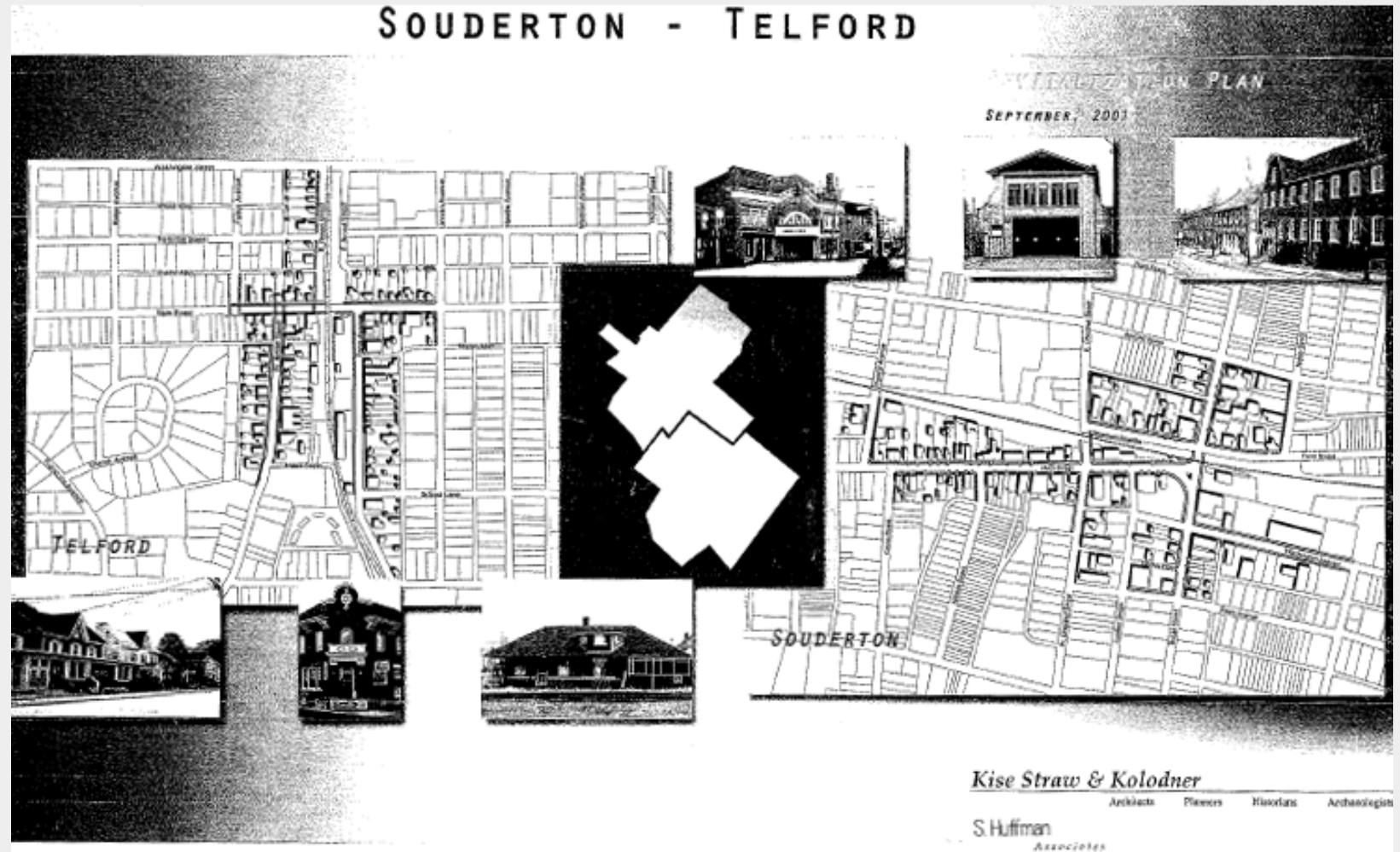
Local and Regional Plan

Major Projects

Events

New Businesses

Other Major Development



3. Existing Businesses and Market Study

Business Areas

Major Employers

Business Inventory

Retail Trends

Consumer Profile

Resident Spending

Retail Potential

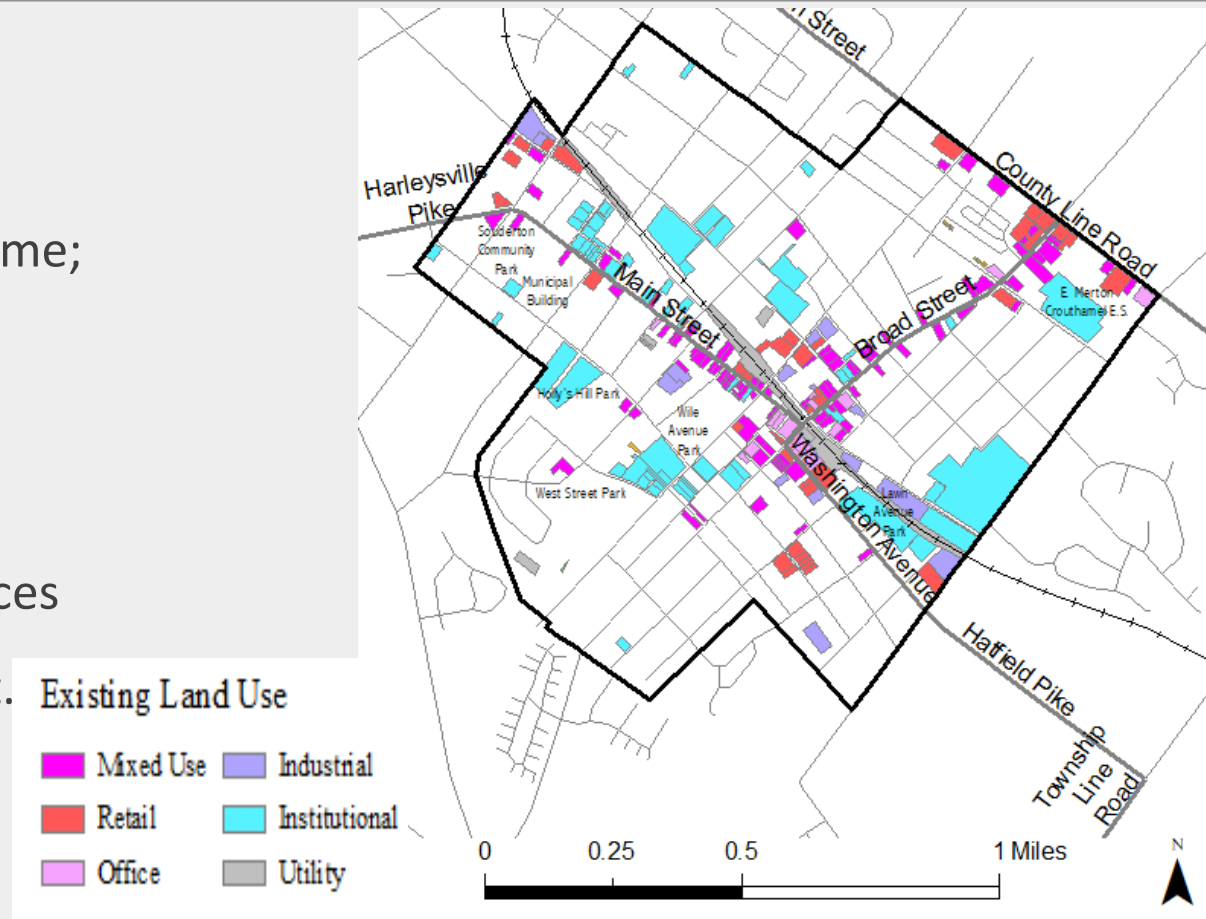


Existing Businesses

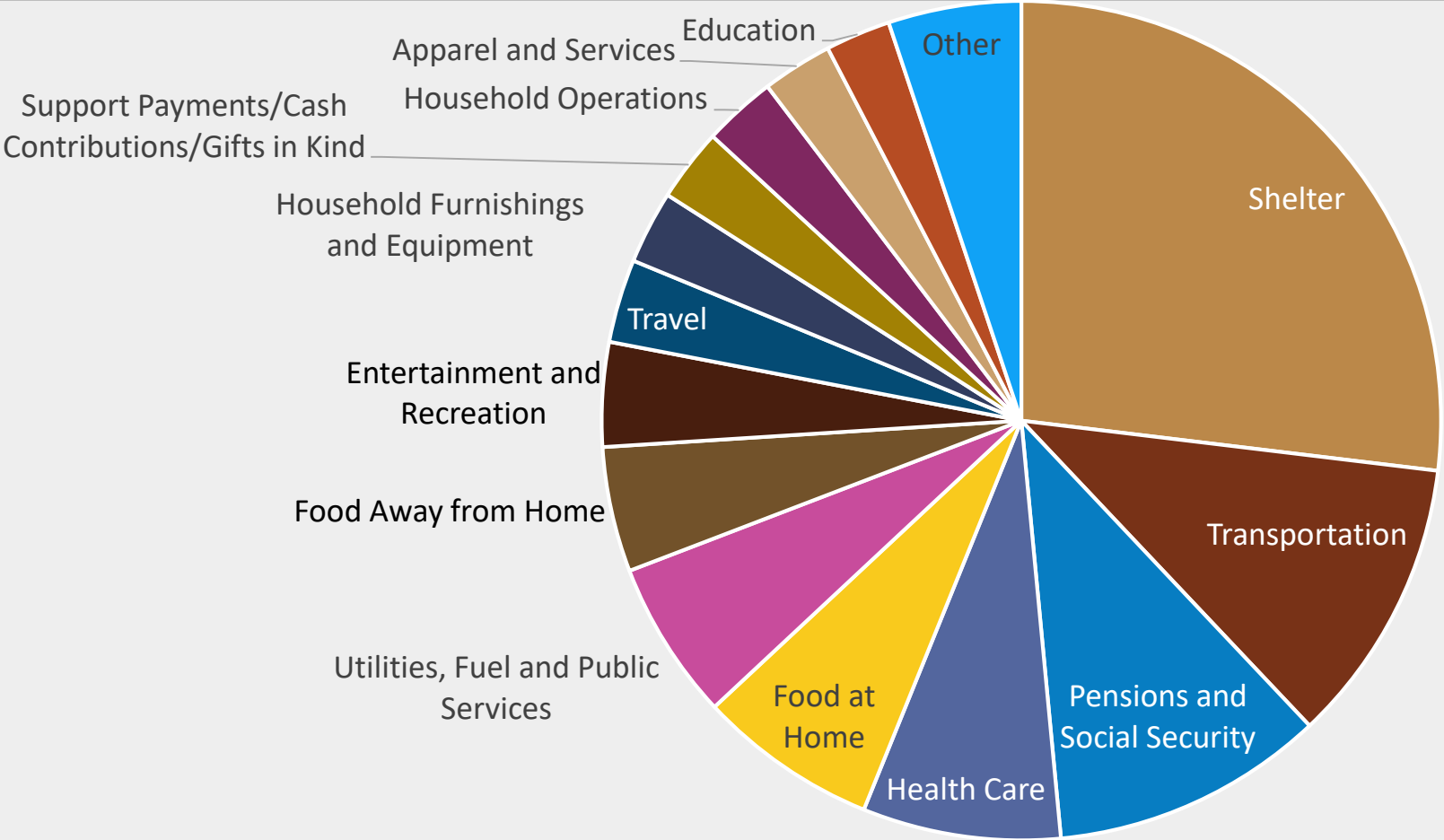
278 businesses

Primary Categories:

- Other Services (personal care; funeral home; civic, social, & religious organizations)
- Retail Trade
- Finance & Insurance
- Professional, Scientific, & Technical Services
- Administrative & Support & Waste Mgmt.
- Health Care & Social Assistance



Resident Spending



Market Potential

Souderton residents' household spending adds up to about \$232 million per year.

Souderton's businesses take in about \$363 million per year.

Survey respondents primarily request restaurants, bars, breweries/distilleries, clothing, books, or music retailers, and a farmers market.

Regional and national trend towards “experience” businesses.



4. Community Analysis and Goals

Strengths

Weaknesses

Opportunities

Threats

Goals



SWOT Analysis

STRENGTHS

- Sense of Community and Strong Culture
- Personnel – Council, Staff, Volunteers, etc.
- Souderton Connects
- Location
- Main Street

WEAKNESSES

- Sidewalk Maintenance
- Limited Event Parking
- Commercial Vacancies
- Communication
- Limited Business Hours of Operation

SWOT Analysis

OPPORTUNITIES

Recruiting Residents and Businesses

New Events

Potential for Farmers Market

Additional Public Art

THREATS

Reluctance to Change

Staff Turnover

Covid-19

Vision

We envision Souderton residents and businesses flourishing in a sustainable community:

- where we live, work, and gather together;
- where our economy is healthy and the borough is attractive to residents, businesses, and visitors alike;
- where people of all ages and backgrounds enjoy the preserved history, diversity, and culture of our vibrant borough.

We seek to honor the past while embracing the future by enhancing the diversity of businesses and services provided in the borough while maintaining Souderton's quaint, small town character.

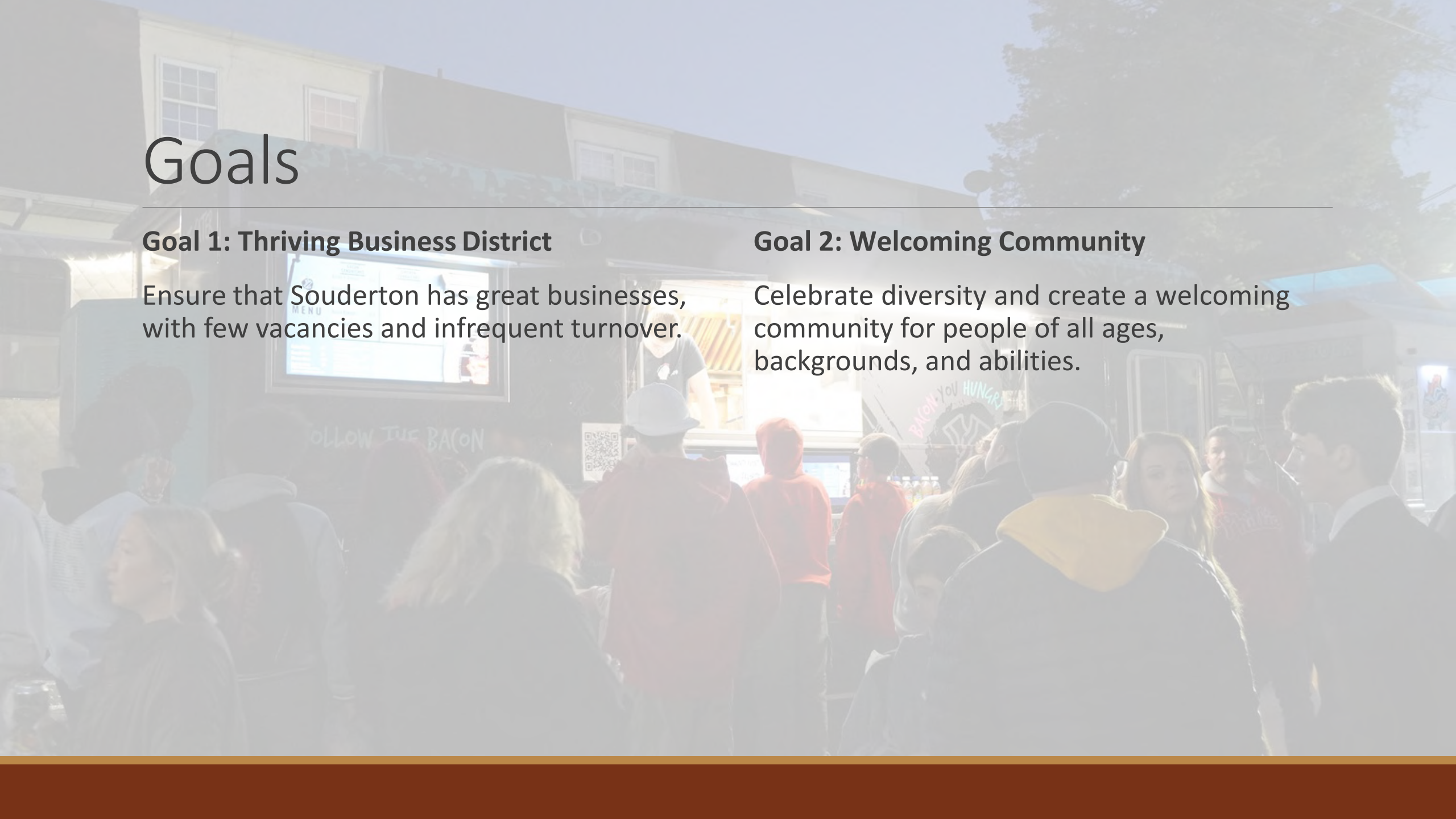
Goals

Goal 1: Thriving Business District

Ensure that Souderton has great businesses, with few vacancies and infrequent turnover.

Goal 2: Welcoming Community

Celebrate diversity and create a welcoming community for people of all ages, backgrounds, and abilities.



Goals

Goal 3: Great Appearance

Ensure Souderton's business districts are clean, attractive, and inviting, with well-maintained properties, great building facades, and beautiful streetscaping.

Goal 4: Transportation

Create safe and convenient travel for all modes of transportation. Ensure that there is a well-integrated and accessible system that creates safe and convenient pathways for all modes of transportation throughout the borough and connecting to the surrounding region.

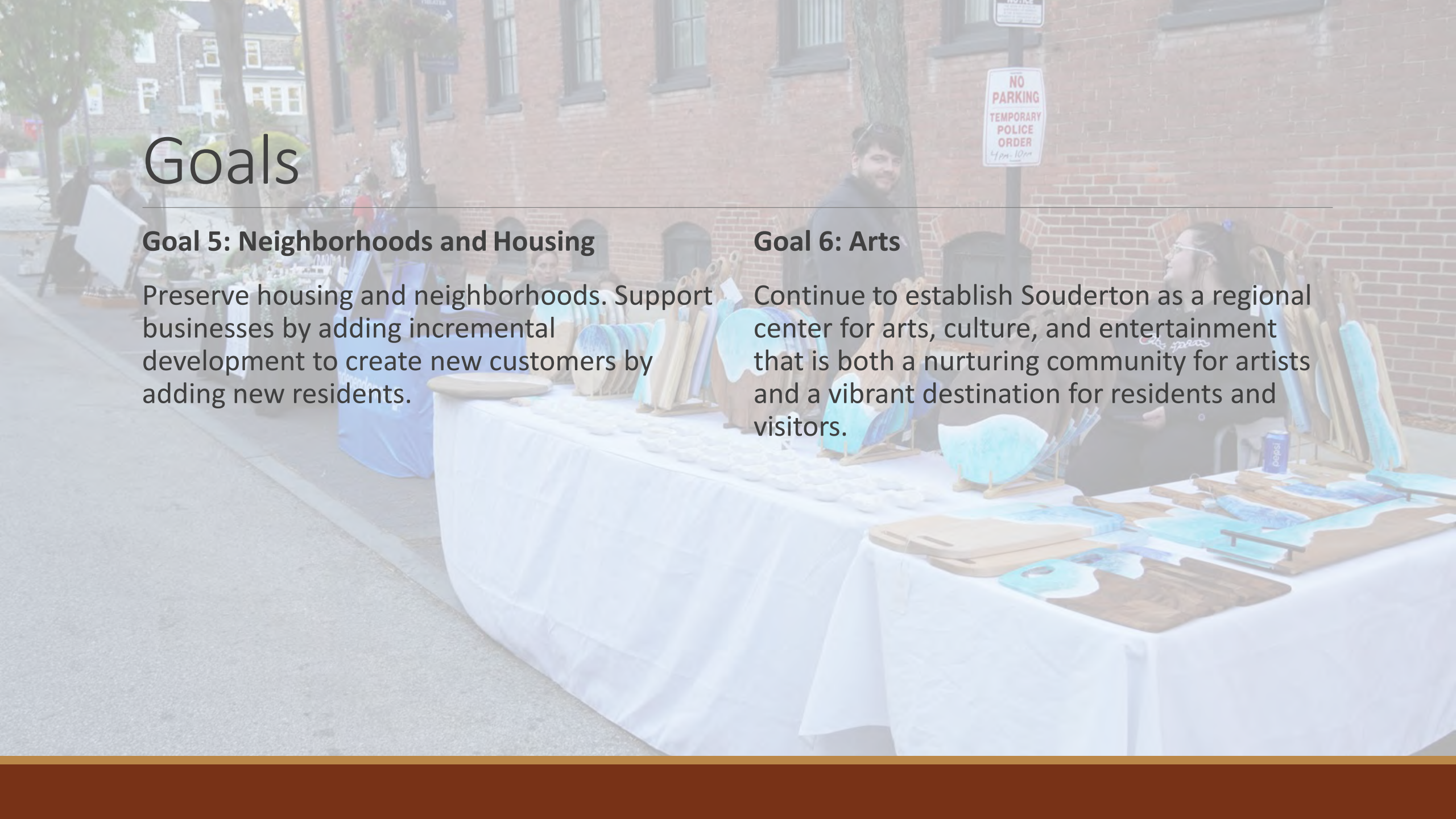
Goals

Goal 5: Neighborhoods and Housing

Preserve housing and neighborhoods. Support businesses by adding incremental development to create new customers by adding new residents.

Goal 6: Arts

Continue to establish Souderton as a regional center for arts, culture, and entertainment that is both a nurturing community for artists and a vibrant destination for residents and visitors.



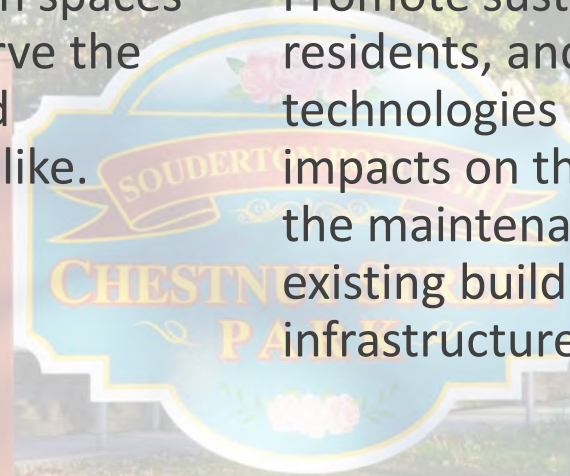
Goals

Goal 7: Parks

Ensure Souderton has parks and open spaces that are activated, attractive, and serve the community's needs. Provide updated amenities for residents and visitors alike.

Goal 8: Sustainability

Promote sustainability. Encourage businesses, residents, and new development to use new technologies and best practices to reduce impacts on the environment, and encourage the maintenance, reuse, and rehabilitation of existing buildings, materials, and infrastructure.



5. Recommendations

High, Medium, and Low Priority
Recommendations



High Priority Recommendations

1A: Unite and Strengthen the Business Community

Continue Souderton Connects' efforts.

1B: Support Existing Businesses

Promote, support, and retain current businesses.

1C: Recruit New Businesses

Recruit businesses desired by residents.
Promote the new business welcome packet.



High Priority Recommendations

1D: Vacancies

Maintain a list of and promote vacant buildings and redevelopment areas.

1E: Underutilized Properties

Support the redevelopment of underutilized properties in business areas, especially those where the first floor is in residential use. Incentivize transitioning more of these first floors to commercial uses.



High Priority Recommendations

2A: Programming for Youth

Work to expand offerings for children and teens. Provide youth-oriented programs, recreation opportunities, and events. Recruit businesses that provide safe, fun spaces for teens.

2B: Community Events for All

Maintain the current community events offered in the borough. Work to expand these events to reach more community members of all ages and abilities. Continue to find new ways to promote events.



High Priority Recommendations

2C: Languages

2D: Accessibility

Improve physical accessibility for individuals of all abilities by ensuring that right-of-way areas, public events, and borough parks and buildings are physically accessible to all. Sidewalks, crosswalks, and park amenities should be designed to be easy to navigate for those who travel with mobility devices or strollers.

2E: Community Calendar



High Priority Recommendations

3A: Streetscaping

Extend the trees, curbing, benches, and trash receptacles found on Main Street further north along Main Street and to more of the business areas along Broad Street.

4A: Sidewalks and Crosswalks

Add sidewalks and crosswalks where absent. Maintain and upgrade existing sidewalks and crosswalks to better serve the needs of all types of users. Ensure that frequent, safe pedestrian crossings are available in business districts.



High Priority Recommendations

4B: Pedestrian Improvements to Regional Destinations

Work with adjacent communities to provide comprehensive sidewalk connections to local destinations, such as the Giant supermarket in Hilltown Township, where walking along PA-113 is observed regularly.

4C: Pathways Planning

Collaborate with the Indian Valley Regional Planning Commission and other partners to connect existing and proposed bike paths, walking trails, and sidewalks in order to provide greater mobility across the region.



High Priority Recommendations

6A: New Arts Businesses

Continue to attract and promote arts-related businesses and activities, including entertainment.

7A: Farmer's Market

Work towards offering a farmer's market in the spring and summer seasons. The community survey shows significant interest in a Souderton Farmers' Market.

7B: Community Space

Look for opportunities to create outdoor public gathering spaces such as pocket-parks or plazas that could have seating, landscaping, and other amenities.



6. Project Implementation and Funding

Implementation Table

Potential Funding Sources



Potential Funding Sources

Pennsylvania Department of Community and Economic Development Community (DCED) Keystone Communities Program (KCP)

Pennsylvania Department of Conservation and Natural Resources (DCNR) Community Conservation Partnership Program (C2P2)

Montco 2040 Implementation Grant Program

Montgomery County Transportation Program (CTP)

Delaware Valley Regional Planning Commission (DVRPC) Transportation & Community Development Initiative (TCDI)



Describe the Borough in Three Words



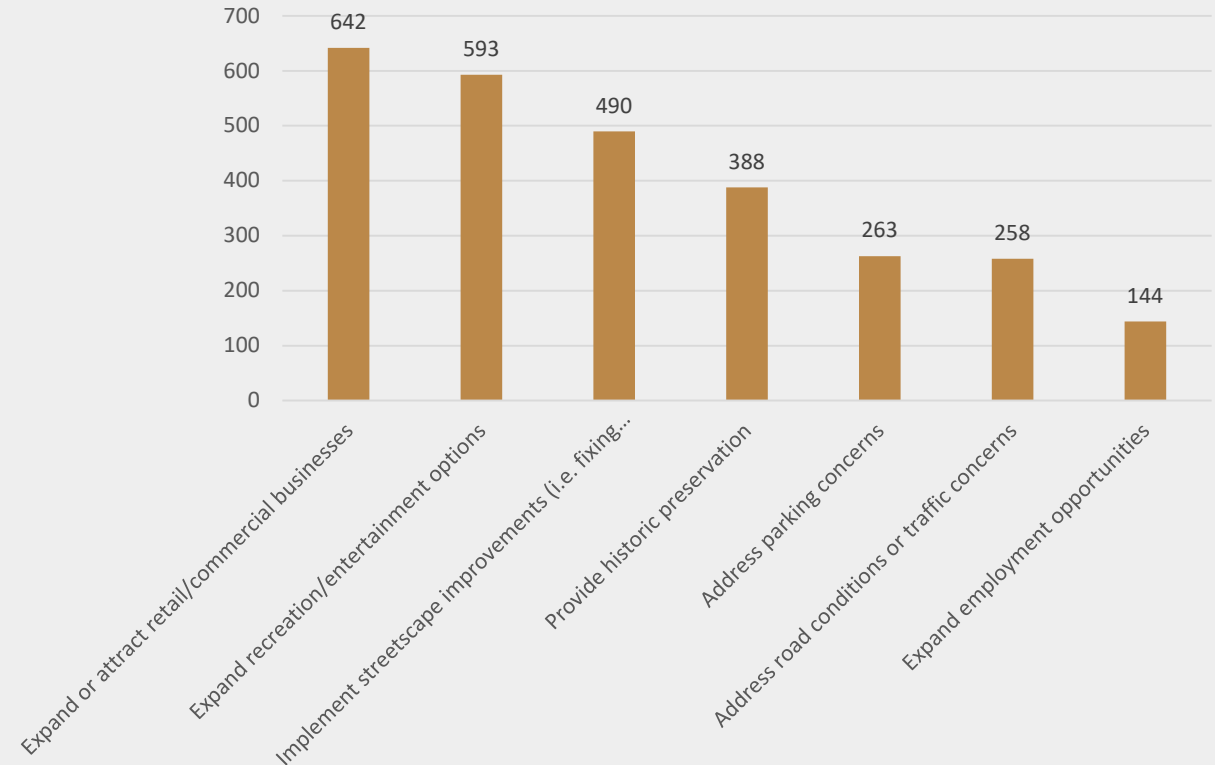
Priorities

Expand or attract retail/commercial businesses
(642)

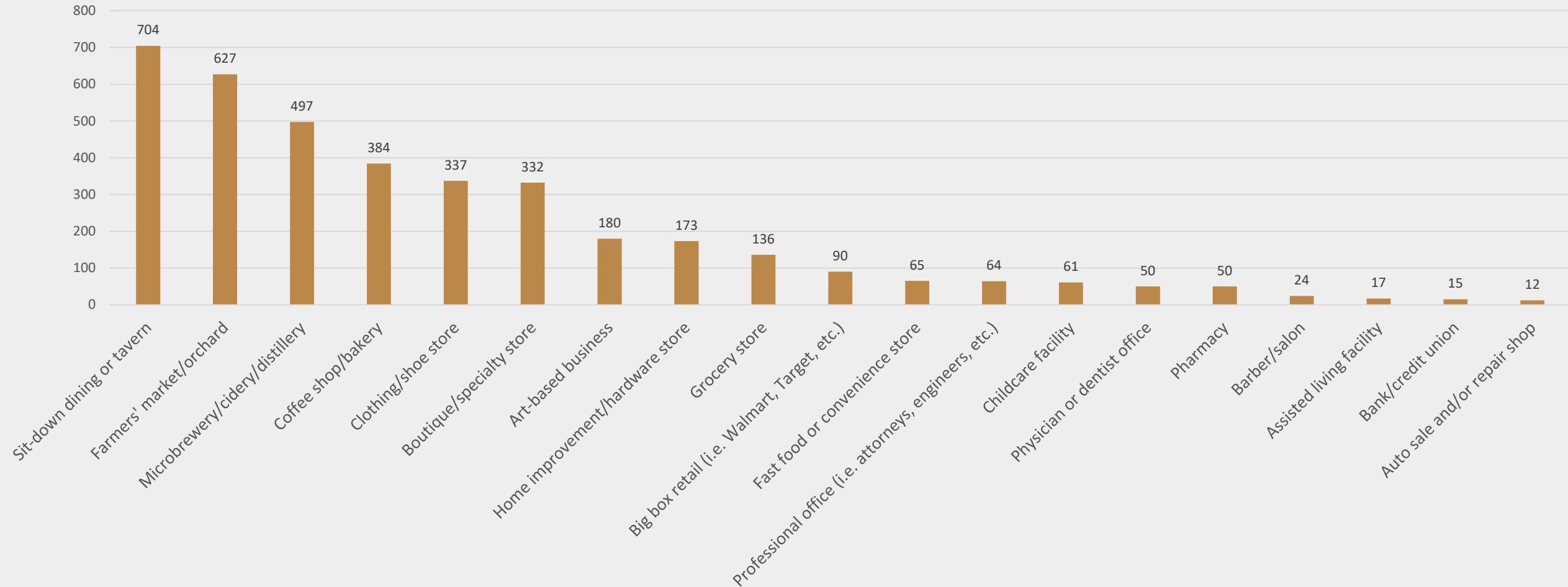
Expand recreation/entertainment options
(593)

Implement streetscape improvements (i.e. fixing sidewalks, improving ADA accessibility, planting street trees, providing street furniture, etc.) (490)

Please select up to 3 general priorities that downtown Souderton should focus on improving through the revitalization efforts: (n=992)



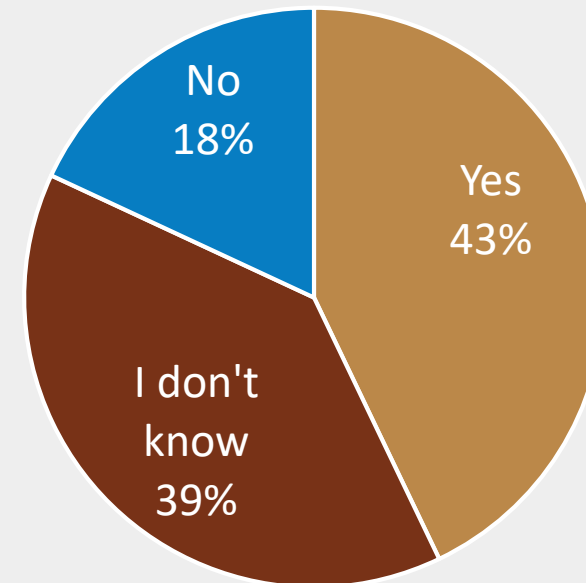
What types of businesses would you like to see more of in Souderton Borough? (n=951)



Events

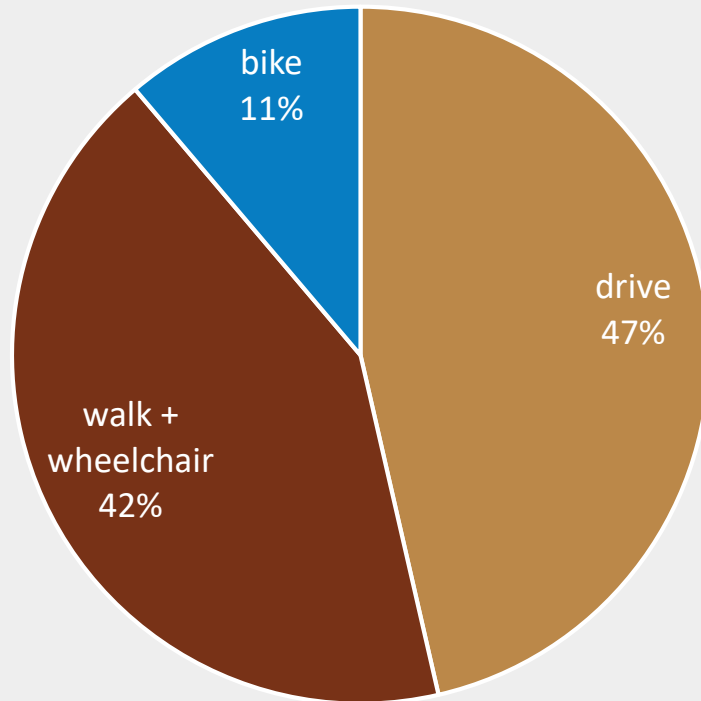
Over 300 comments were received, mentioning ideas like a beer festival, farmer's market, community yard sale, art show, music events, yoga or Zumba in the park, 5K race, extension of 3rd Fridays into more months, more parades, a carnival, community picnics, more concerts, a food truck festival, multicultural celebrations, and many more ideas.

Do you think Souderton Borough needs more community events throughout the year? (n=935)

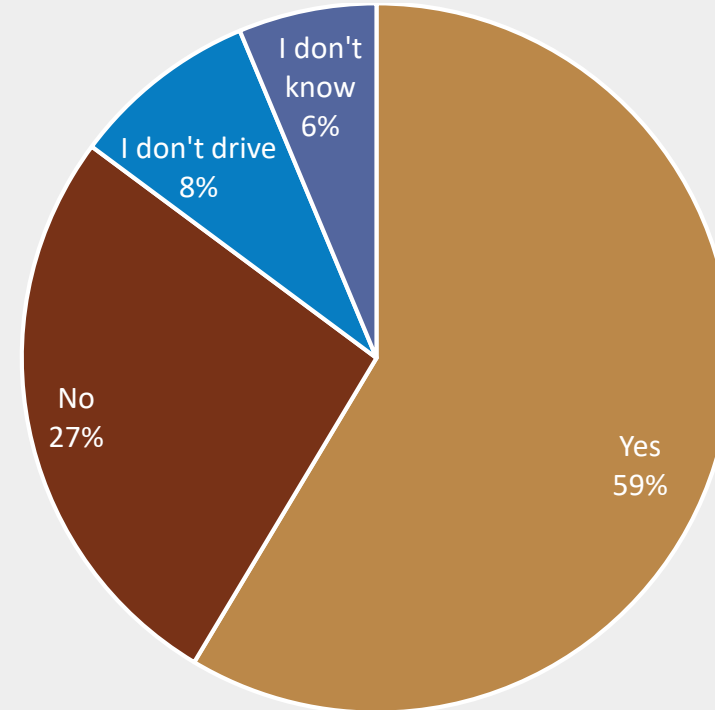


Transportation

HOW DO YOU TYPICALLY GET TO DOWNTOWN SOUDERTON? (N=958)



IS THERE ENOUGH PARKING? (N=937)

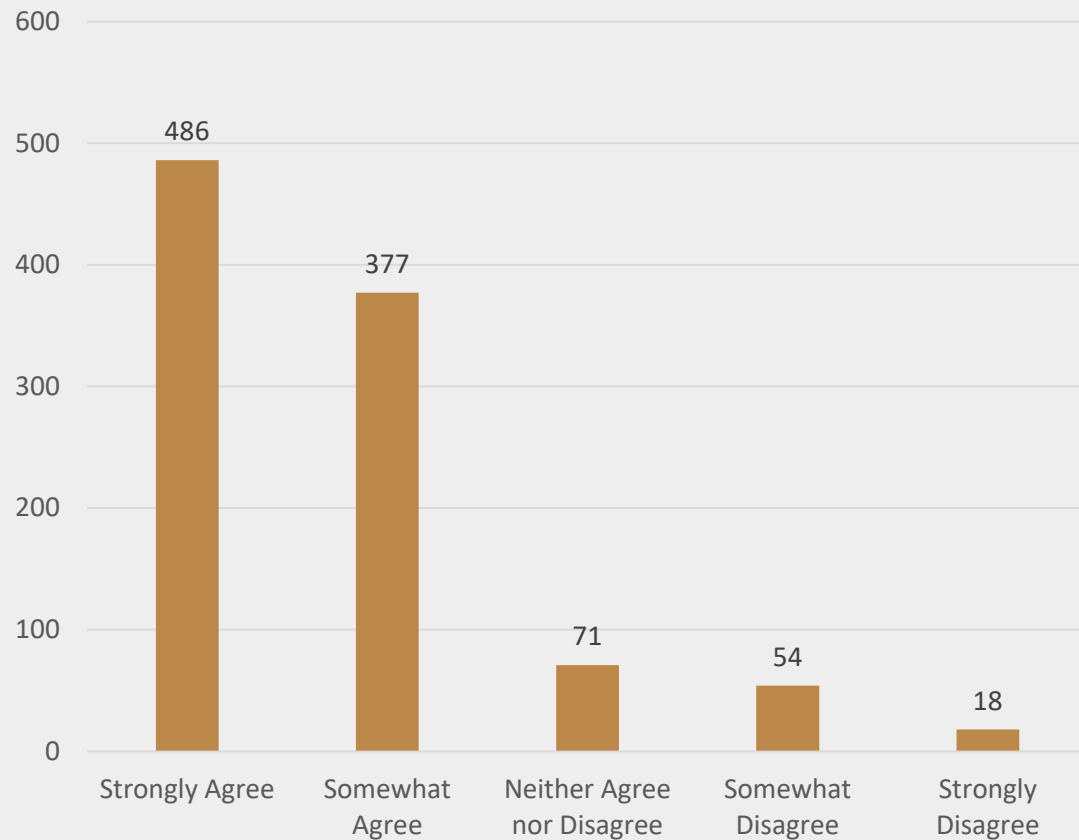


What do you see as a priority for bicycle and pedestrian improvements? (n=951)

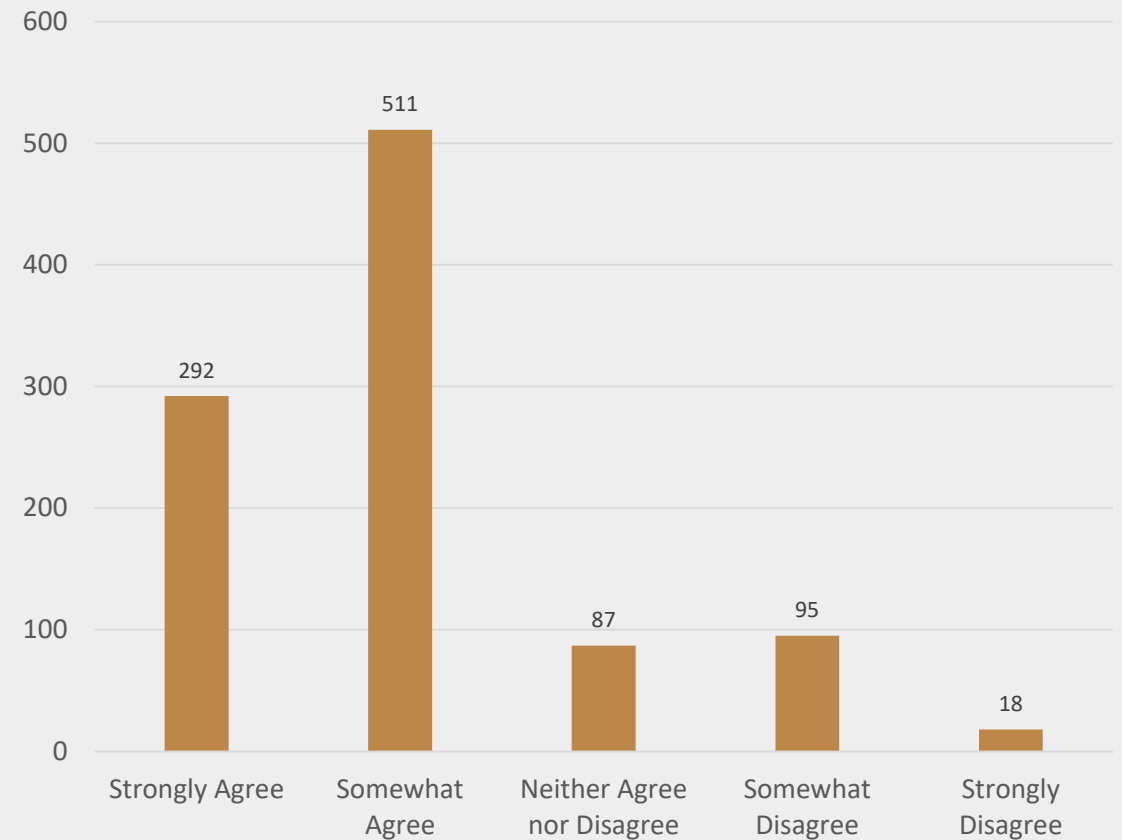
	Fixing broken/ crumbling sidewalks	Increasing visibility of pedestrian crosswalks	Connecting trails, sidewalks, and bike lanes	Adding features that provide increased distance between pedestrians and moving vehicles (i.e. landscaping, on-street parking, etc.)	Adding bike lanes
High Priority	689	463	370	285	154
Medium Priority	210	327	351	380	308
Low Priority	32	109	146	195	298
Not Needed	12	36	65	68	167
Weighted Average	3.7	3.3	3.1	3.0	2.5

Safety & Cleanliness

Souderton Borough is safe. (n=1,006)



Souderton Borough is clean. (n=1,003)



Quotes

“Lack of safety stems from the infrequent crosswalks and poorly marked ones that do exist. This coupled with drivers’ tendency to speed on Broad St., Main St., 2nd St., and other side streets leaves me fearing for my life as I cross the street with my wife and child.”

“Pleased with recent projects like the movie theater, the Northbound market renovation, addition of non-fast-food restaurants. Stay away from the chains and fast-food and focus on unique quality options please - Souderton is doing a better job of this than some neighboring communities. Glad to have chosen Souderton. Thanks!”

“Love the current dining and shopping options, but wish there was more of both and greater variety.”

“I would love to see the shopping strip near the broad street grind expand and add more shops. I would LOVE to walk around shopping and have a drink at a microbrewery, I don’t think I would go anywhere else.”

“Please look at what other boroughs small towns are doing for teens regarding recreation facilities.”



Poster 2: Goals and Recommendations

Goal #1: Continue to establish Souderton as a regional center for arts, culture, and entertainment.

Recommendation: Install landscaping, public art, and sculptures.

Goal #2: Actively promote appropriate commercial and mixed-use development and recruit new businesses while retaining existing businesses.

Recommendation: Business retention through supporting and assisting existing businesses. Business recruitment including promoting new business welcome packet.

Recommendation: Maintain a list of and promote vacant buildings and promote redevelopment areas.

Recommendation: Unstrengthen the business community.

Recommendation: Consider pursuing an official PA Main Street designation

Recommendation: Improve wayfinding and branding.

Logos: MCPC, SOUDERTON CONNECTS, PENNSYLVANIA Downtown Center, main street.

The map shows a street grid with various colored sticky notes placed on it. The notes contain handwritten text, likely providing specific recommendations or feedback related to the map's locations. A legend is visible at the bottom left, and a scale bar is at the bottom right.

Sticky notes include:

- Public Parking
- Business retention
- Public art
- Landscaping
- Wayfinding
- Branding
- Support existing businesses
- Recruit new businesses
- Public art
- Landscaping
- Wayfinding
- Branding
- Support existing businesses
- Recruit new businesses

Thank you

Chloe Mohr, AICP

Principal Planner

Montgomery County Planning Commission

Chloe.Mohr@MontgomeryCountyPA.gov

(610) 278-3739



The cover page features the Borough of Souderton logo on the left, which includes a silhouette of a building and the text 'BOROUGH OF SOUDERTON'. To the right of the logo is the title 'Souderton Borough Revitalization Plan' in a serif font. Below the title is a photograph of a street scene with trees and a building labeled 'MONTGOMERY THEATER'. At the bottom of the page are three logos: the Montgomery County Planning Commission (MCPC) logo, the Souderton Connects logo, and the text 'DRAFT, DECEMBER 2023'.

BOROUGH OF SOUDERTON Souderton Borough Revitalization Plan

MONTGOMERY COUNTY PLANNING COMMISSION **MCPC** **SOUDERTON CONNECTS** DRAFT, DECEMBER 2023