



Souderton Borough Revitalization Plan



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Prepared by Montgomery County Planning Commission

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Souderton Borough Revitalization Plan

Introduction

Once a small village of farm-oriented shops, a tenacious resident, Henry O. Souder, convinced the rail companies to lay their tracks through the town and it gradually grew and evolved to the Souderton of today. A quaint, walkable Main

Street anchors the borough and is a focal point for residents. Quiet residential neighborhoods and Main Street apartments hold about 7,200 residents. A variety of office, industrial, institutional, and retail establishments employ nearly 2,000 people.



Historic Map drawn by T.M. Fowler in 1894. Library of Congress.

Following the national development trend of suburban shopping malls and exurban housing in the late twentieth century, many boroughs saw declining investment. In light of these trends, Souderton Borough and Telford Borough published a joint community revitalization plan in 2001, titled “Souderton Telford Revitalization Plan,” and established a multi-municipal Main Streets community development corporation. To better support and expand the businesses of the community, a Business Improvement District (BID) was started in Souderton in 2016 covering primarily the properties along Main Street and Broad Street. The BID was reauthorized in 2021 and expanded to cover all commercial and industrial properties in the borough.

This plan builds on the successes achieved from the 2001 revitalization plan and provides a timely update following the COVID-19 pandemic, while focusing solely on Souderton Borough. In the following chapters, this plan reviews the history, land use, and demographics of the borough and analyzes the current challenges and needs of the borough with a focus on economic development and the business district. The plan lays out a vision for the future, set goals, outlines strategies to achieve that vision, and includes potential funding sources for projects.

STEERING COMMITTEE

The Revitalization Plan Steering Committee, comprised of Borough Council members, local

business owners, and Souderton Connects staff and board members, collaborated on this plan for the borough. The diverse steering committee met every other month with planners from the Montgomery County Planning Commission to review a wide range of data, collect and review public input, create a vision for the borough’s revitalization future, and draft goals and recommendations to reach that vision. Steering Committee meetings began in 2021 and concluded in 2023.

The committee worked through the plan starting by assessing the existing conditions of the borough and then by gathering public input. The committee then incorporated public sentiment into creating a vision for the borough and a mission for this effort. Finally the committee worked hard to create goals and recommendations that would advance the borough’s future revitalization. This group will continue to work with the borough and assist with the implementation of this plan in years to come.

Mission Statement

The steering committee laid out the following mission for their work.

We strongly believe that the continued revitalization of Souderton Borough, building on progress over the last two decades, will enhance the quality of life for all residents, employees, and visitors of the borough. We promote the special, small town character of Souderton Borough and foster the growth of businesses and residential neighborhoods to enrich our community.

PUBLIC OUTREACH

Community Survey

An online survey was available from January through May 2022 in both English and Spanish. The survey, consisting of about 30 questions, intended to gather feedback on the current status of the borough and to determine priorities for future improvements and business recruitment needs. A total of 1,331 responses to the survey were received. Respondents provided input on existing and desired businesses, appearance of the downtown area, transportation issues, and general impressions of the borough. The survey included many open-ended questions for respondents to share their ideas and suggestions.

Public Open House

In December 2022, an open house event was held at the Broad Theater to allow the Steering Committee to share draft goals and recommendations with the public for feedback, and ask for input on creating priorities. About 50 people attended, many of whom engaged in extended dialogue with Steering Committee members and planners about issues they cared about.

Other Outreach

Montgomery County Planning Commission (MCPC) Planners and Steering Committee members tabled at a Souderton 3rd Friday event in October, 2022 to publicize the planning effort and the upcoming open house.



Public Open House at the Broad Theater, December 2022.



A Revitalization Plan Steering Committee member shares information about the plan at a 3rd Friday event.



A full summary of all public outreach results is available as an appendix to this document.

CREATING A COMMUNITY VISION

The steering committee, with input from the public, set out the following vision statement for Souderton.

Vision Statement

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.

The plan that follows contains the recommendations that will move Souderton towards this vision.

"The Hollow," Souderton's Main Street business district.

Chapter 1: Community Context

MAP 1: SOUDERTON'S LOCATION IN THE MID-ATLANTIC REGION.

INTRODUCTION

Souderton Borough is a classic small town located centrally between the Philadelphia and Lehigh Valley regions. The borough is in Montgomery County's Indian Valley Region and is within commuting distance of Philadelphia, Allentown, and New York.

This chapter profiles Souderton, including the borough's history, land use, demographics, and an assessment of environmental risk. These aspects give an understanding of the borough's buildings and uses, who lives in Souderton now, and location and environmental factors that impact the community.



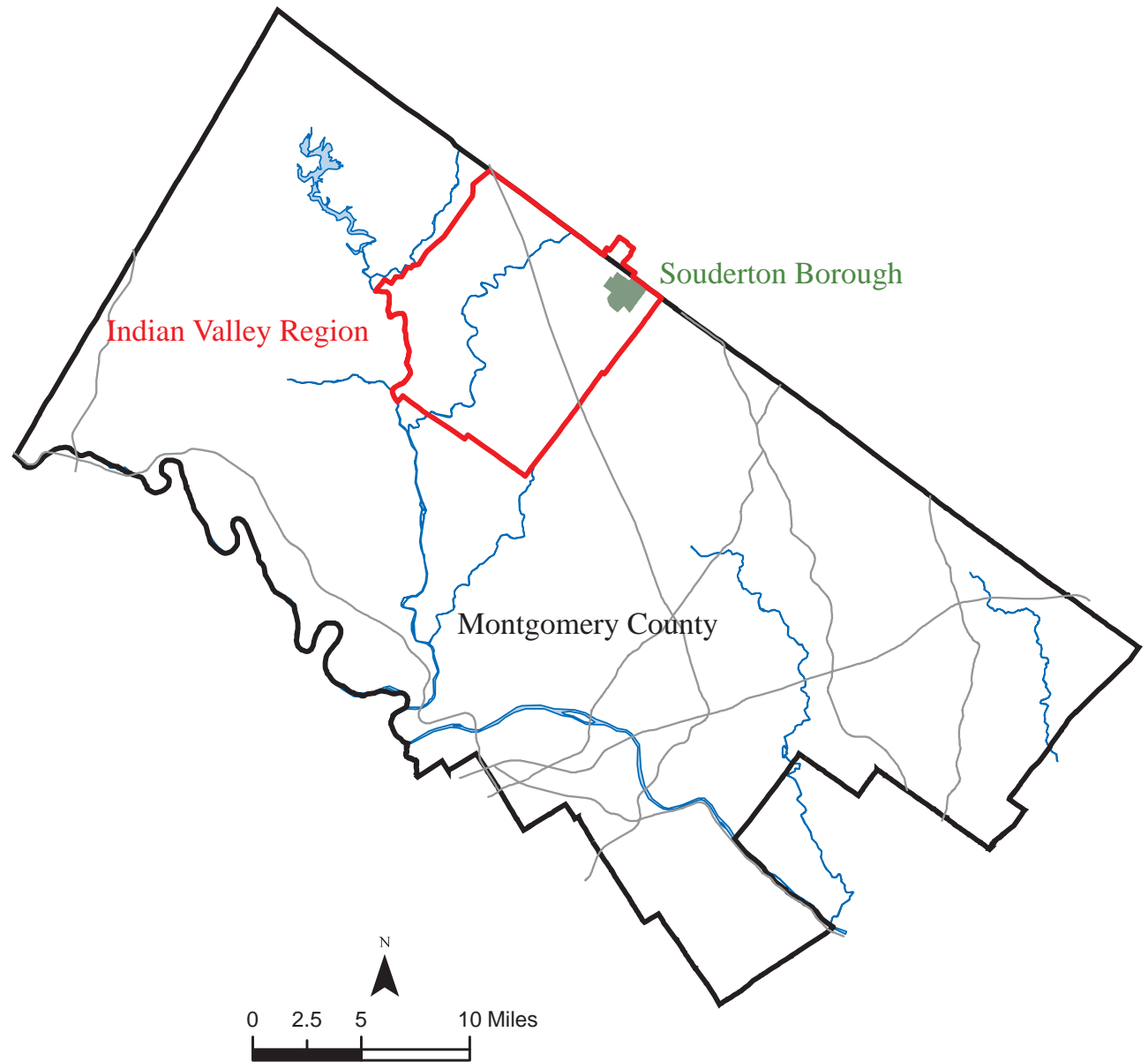
REGIONAL SETTING

Situated on the north-central edge of Montgomery County, in southeastern Pennsylvania, Souderton Borough is a walkable small town in a largely rural and agricultural region. Souderton Borough borders Telford Borough to the north, Bucks County's Hilltown Township to the northeast, and Franconia Township to the west, south, and east. Souderton Borough is located within the Souderton Area School District and in the Philadelphia metropolitan area, and is part of the Indian Valley Regional Planning Commission. Large areas of commerce within 30 miles of Souderton Borough include Philadelphia, Allentown, Quakertown, and central New Jersey. Therefore, the borough is well-situated for commuting to work, shopping, and other destinations.

HISTORICAL BACKGROUND

Souderton Borough was chartered in 1887 with about 600 residents. Since then, Souderton has grown to become the urban center of the Indian Valley region with nearly 7,200 residents. Between the 1850's and 1980's, the borough's rapid growth can be attributed to commuter and freight rail access to Philadelphia and Allentown. The former Liberty Bell Trolley Company tracks ran along Main Street all the way to Allentown through the 1950's, but the in-street tracks have since been removed. Rail lines still extend from Philadelphia to Quakertown, though passenger rail service no longer operates through Souderton. The original train station buildings still sit at the intersection of Main Street and Broad Street and have been repurposed for commercial uses.

MAP 2: SOUDERTON'S LOCATION IN MONTGOMERY COUNTY AND THE INDIAN VALLEY REGION.





The historic train station buildings, in the heart of Souderton, have been repurposed for commercial use.



The original Union National bank building from 1876, still used by Univest Bank.

Souderton began as a small commercial center to serve the surrounding farming community. The borough then expanded to include textile and cigar manufacturing industries; some of these former factories and mills that lined Main Street and the rail line remain in the borough. The Union National Bank was founded in 1876 in a building, still standing, at 24 N. Main Street. That bank has grown into the Univest Corporation – a large regional bank that now occupies a number of buildings, including many historic structures, in Souderton.

Also contributing to Souderton’s history and development is the significant Mennonite population. Founded in 1879, the Souderton

Mennonite Church has been a congregation in the borough for more than 130 years. Additionally, Souderton Mennonite Homes, a Mennonite senior living facility established in 1917, houses over 400 residents just outside of the borough. Both Souderton Mennonite Church and Souderton Mennonite Homes have attracted many people to Souderton over the last one and a half centuries.

LAND USE AND TRANSPORTATION

The approximately 1.1 square miles of land that makes up Souderton is used in a variety of ways. That use of land determines what exists and happens in the borough. People and goods need to travel between various land uses to take care of

their daily needs. Major motor vehicle transportation routes serving Souderton Borough include Route 113, Route 309, and County Line Road. The Northeast Extension of the Pennsylvania Turnpike (Route 476) is about 6 miles from Souderton.

Public Transportation

The Southeastern Pennsylvania Transit Authority (SEPTA) runs the Route 132 bus that travels through Souderton between Telford and the Montgomery Mall. This bus runs approximately once every one to two hours. SEPTA estimates approximately 40 people get on or off this bus on any given weekday within Souderton borough (as of fall 2019). Looking locally at the bus, about 114 riders get on

or off the bus in Telford, Souderton, or at the nearby Hilltown shopping center stops. SEPTA is considering eliminating the 132 bus in favor of a microtransit system that would allow passengers to request a ride when they need one from within the service area of what is now the 132 bus. Since buses currently run so infrequently in this area, it is possible that microtransit will improve the options for travelers in Souderton to take public transportation.

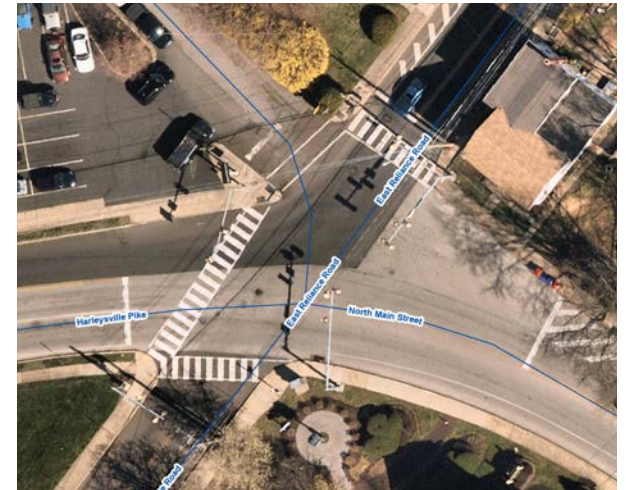
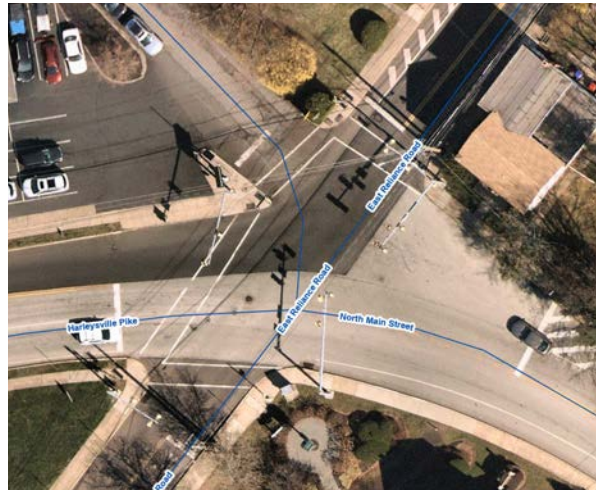
Roadway Usage and Safety

The roads in and around Souderton have widely varying levels of traffic. The Delaware Valley Regional Planning Commission (DVRPC) does periodic traffic counts throughout the region. Traffic counts in or on the border of Souderton are:

- ◆ **Broad Street** between Fourth Street and County Line Road: 9,443 vehicles per day (2019)
- ◆ **County Line Road** between Central Avenue and Chestnut Street: 9,654 (2019)
- ◆ **Cherry Lane** between Washington Avenue and Front Street: 9,438 (2019)
- ◆ **Souderton-Harleysville Pike** (PA 113) between Cowpath Road and Reliance Road: 8,610 (2019)
- ◆ **Main Street** (PA 113) between Chestnut Street and Broad Street: 7,810 (2013)
- ◆ **Reliance Road** between Railroad Avenue and Second Street: 7,113 (2019)
- ◆ **Broad Street** between Hunsberger Lane and Main Street (PA 113): 5,040 (2015)



Additional pedestrian signage has been installed in recent years, such as this sign on Washington Avenue in front of the Indian Valley Boys and Girls Club



Main Street, Harleyville Pike, and Reliance Road sees the most reportable crashes in Souderton. Highly visible crosswalks have been installed to improve safety. (Images from NearMap March 2022 and March 2023)

The Pennsylvania Department of Transportation (PennDOT) provides information on reportable crashes throughout the state. A reportable crash is one where at least one of the following is true:

- ◆ A vehicle must be towed from the scene (cannot be driven away under its own power)
- ◆ A person sustains any type of injury
- ◆ A fatality occurs

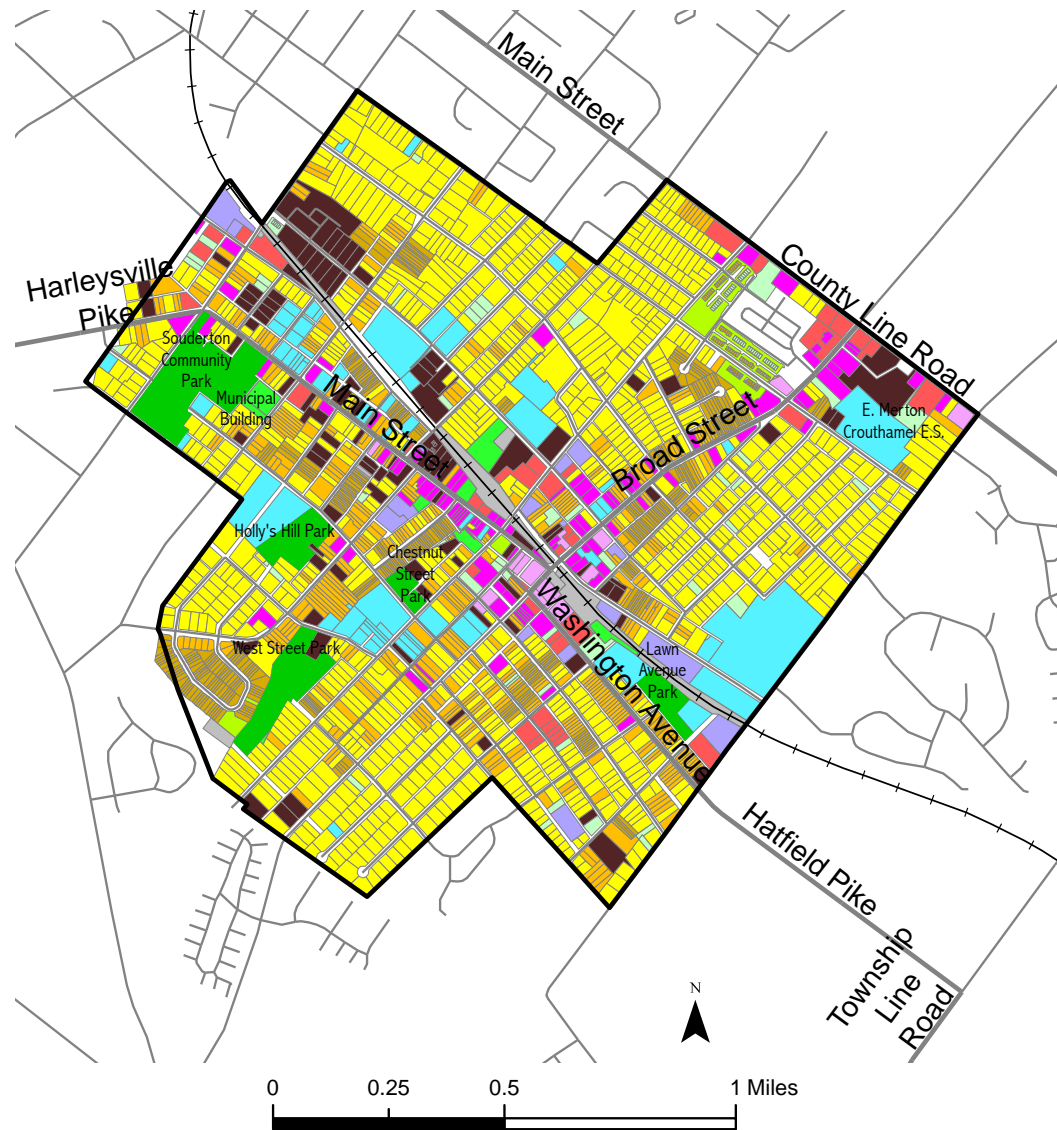
There was an average of 35 reportable crashes per year in Souderton over the past ten years. Of these, crashes involving pedestrians average 1.5 per year. (Source: PennDOT Crash Information Tool, Data from 2012-2021.) Changes to the roadways including additional traffic calming may improve safety for travelers. Recent upgrades to crosswalks throughout the borough will help keep pedestrians safe in Souderton.

There are no bicycle lanes or located in Souderton or the immediate surrounding area. Some local trails have been built in nearby areas of Franconia as housing subdivisions have been developed but so far there are currently no connections to regional destinations via bike lanes or trails.

LAND USE

Map 3 shows land uses throughout the borough. Large portions of the borough are residential areas, represented in yellows, oranges and browns. Nonresidential uses are concentrated along Route 113 and the railroad. Note that there are residential uses interspersed within some of the commercial areas as well.

MAP 3: SOUDERTON BOROUGH LAND USE (SOURCE: MONTGOMERY COUNTY, 2022)



Existing Land Use

Multifamily	Mixed Use	Undeveloped
Single Family Attached	Retail	Public Open Space
Twin/Duplex	Office	Private Open Space
Mobile Home Park	Industrial	Agriculture
Single Family Detached	Institutional	
Country Residence	Utility	



The table in Figure 1.1 shows the land use distribution in Souderton Borough. The largest single land use is single-family detached residential at 45% of the borough's land area. Although this is the largest land use designation in the borough, it is significantly lower than many other Montgomery County communities, indicating that Souderton has a more diverse set of land uses than many other places. Twins and duplexes are about 11 percent of residential land uses. The remaining 13 percent of residential land uses are divided between single family attached (townhomes) and multifamily. Note that residences are a part of mixed use buildings.

After residential uses, institutional land uses are the second most common, with about 10 percent of land

area. These include religious institutions, schools, and spaces used for borough operations.

About 10 percent of land is either public open space, private open space, or undeveloped area. The public open space is mainly West Street Park, Holly's Hill, and Souderton Borough Community Park.

Mixed use buildings, about 4 percent of land area, typically contain both residential and commercial uses. Added to retail and office, these types of commercial uses make up about 8 percent of the borough's land area. Although the percentage

of Souderton's total land area devoted to retail, office, and mixed uses is relatively small, these are concentrated along the busiest streets in the borough. Main and Broad Streets function as the heart of the town and give Souderton its character and charm.

Industrial uses and utilities, including the railroad corridor, make up about 2.5 percent of the borough's land.

FIGURE 1.1. SOUDERTON BOROUGH LAND USES

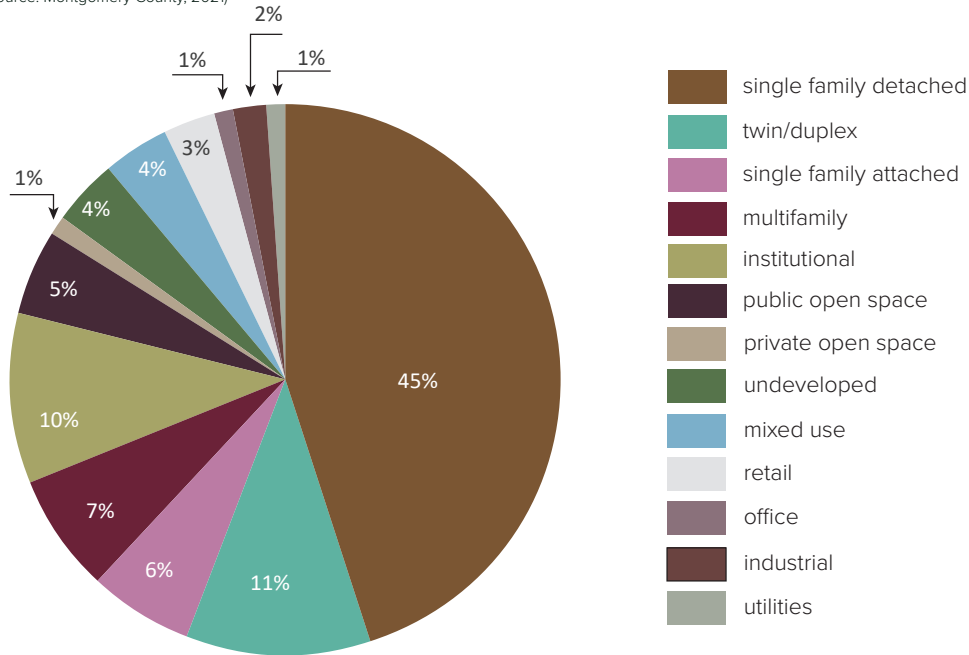
LAND USE	ACRES	PERCENT
single family detached	261	45%
twin/duplex	62	11%
single family attached	35	6%
multifamily	42	7%
institutional	60	10%
public open space	30	5%
private open space	7	1%
undeveloped	22	4%
mixed use	22	4%
retail	17	3%
office	5	1%
industrial	11	2%
utilities	3	1%

(Source: Montgomery County, 2022)



Generations of Indian Valley, a Senior Center, is an example of an Institutional Land Use.

FIGURE 1.2: SOUDERTON BOROUGH EXISTING LAND USE
(Source: Montgomery County, 2021)



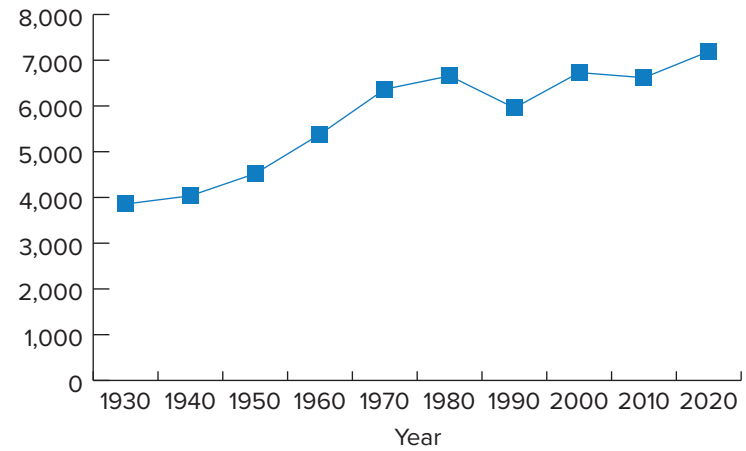
DEMOGRAPHIC ANALYSIS

Knowing more about the people of Souderton can help the borough plan for its future. Changes in population, race, age, education, and income can affect the character of a community and the types of businesses and services that will best serve the residents. A good understanding of baseline demographic information and patterns can serve as a reference moving forward.

Population

Souderton borough’s population has grown steadily from its founding until 1980, at which point the population dropped slightly. However, the borough’s population increased again from 1990 to 2000, held steady for the next decade, and has grown again

FIGURE 1.3: SOUDERTON BOROUGH POPULATION 1930-2020



from 2010 to 2020. Souderton’s 2020 population of 7,191 is its highest on record.

Trends and Analysis

Population trend analysis is key for revitalization plans as it helps illustrate the future of the borough. Figure 1.4 shows the DVRPC population forecasts through 2050. DVRPC projects that the borough’s population will increase by about 226 people between the years 2020 and 2050. This represents a modest increase of about 3% over the next three decades.

Race and Ethnicity

A summary of the race and ethnicity of residents in Souderton Borough is shown in Figure 1.5. Residents who identify as white are about 72

FIGURE 1.4: SOUDERTON BOROUGH POPULATION FORECAST 2020-2050

YEAR	POPULATION
2020	7,082
2025	7,083
2030	7,137
2035	7,174
2040	7,247
2045	7,281
2050	7,308

(Source: DVRPC, 2021)

FIGURE 1.5: SOUDERTON BOROUGH RACE AND ETHNICITY

RACE OR ETHNICITY	NUMBER	PERCENT
White alone (not Hispanic or Latino)	5,199	72.3%
Hispanic or Latino (of any race)	1,020	14.2%
Asian alone (not Hispanic or Latino)	417	5.8%
Black or African American alone (not Hispanic or Latino)	280	3.9%
Population of two or more races (not Hispanic or Latino)	250	3.5%
Some Other Race alone (not Hispanic or Latino)	20	0.3%
American Indian and Alaska Native alone (not Hispanic or Latino)	4	0.1%
Native Hawaiian and Other Pacific Islander alone (not Hispanic or Latino)	1	0.0%
ALL	7,191	100.0%

(Source: Decennial Census, DEC Redistricting Data (PL 94-171), 2020)

percent of the borough’s population. Over 1,000 residents identify as Hispanic or Latino, which equates to about 14 percent. The number of Hispanic residents of Souderton has been increasing over time. Asian residents are about 6 percent of the population.

Educational Attainment

As of 2000, about 85 percent of Souderton Borough residents aged 25 years and older had graduated from high school. (See Figure 1.6.) This is lower than the county as a whole (94 percent high school graduates), but similar to the national rate of high school graduation (88.5 percent). Beyond high school, 26 percent of Souderton Borough residents aged 25 or older have obtained Bachelor’s degree or higher. The level of education of residents impacts the jobs and income levels that residents can achieve. Encouraging residents who do not have a high school diploma or equivalent to attain that goal can support the borough economically.

Crowds of Souderton residents and visitors enjoy 3rd Friday, October 2022.



FIGURE 1.6: SOUDERTON BOROUGH EDUCATIONAL ATTAINMENT

EDUCATION LEVEL	NUMBER	PERCENT
Not a High School graduate	719	15%
High School graduate (but no Bachelor's degree)	2,816	59%
Bachelor's degree or higher	1,229	26%
Total Population 25 Years and older	4,764	100%

(Source: American Community Survey 2016-2020)

Income

Figure 1.7 shows the median household income in Souderton Borough in the years 2010 and 2020 based on American Community Survey estimates. Over the decade, the median household income in Souderton Borough increased by about 26 percent. The table also provides the median household incomes of several other boroughs for additional context. Souderton had a large percent increase change from 2010 to 2020 and now has similar household income levels to the other boroughs.

FIGURE 1.7: SOUDERTON INCOME LEVELS

		2010			2020		2010-2020	
	NUMBER OF HOUSEHOLDS	MEDIAN INCOME	% HOUSEHOLDS UNDER \$25K	NUMBER OF HOUSEHOLDS	MEDIAN INCOME	% HOUSEHOLDS UNDER \$25K	PERCENT CHANGE IN HOUSEHOLD INCOME	
Souderton Borough	2,734	\$53,250	18%	2,638	\$67,245	15%	26%	
Ambler Borough	2,760	\$57,340	17%	2,566	\$73,953	16%	29%	
Hatfield Borough	1,364	\$62,025	19%	1,310	\$60,896	12%	-2%	
Lansdale Borough	6,641	\$56,378	18%	6,504	\$70,931	12%	26%	
Perkasie Borough	3,293	\$66,663	16%	3,396	\$79,293	15%	19%	

(Source: American Community Survey, 2006-2010; 2016-2020)

Housing Trends

The American Community Survey estimates that there were 2,759 total housing units in 2020 within Souderton Borough. About 60 percent of those are owner occupied and the remaining 40 percent are renter occupied. The distribution of housing types is shown in Figure 1.8. About 42 percent of the existing housing units are single-family detached houses. Almost one quarter of all housing units are single-family attached dwellings (townhomes). Multifamily units represent about one third of all dwelling units in the borough.

TABLE 1.8: SOUDERTON BOROUGH HOUSING TYPES

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%

(Source: American Community Survey 2016-2020)



A multifamily building on Chestnut Street

EMPLOYMENT

Occupation

Souderton Borough's population age 16 years and older works in a diverse mix of industries. Figure 1.9 shows the breakdown of occupations of the working population in Souderton Borough. The largest category includes management, financial operations, computer, architecture, healthcare, legal, education, and arts employment. Within that category, borough residents are employed largely in education instruction. Within sales and office occupations, the majority of jobs are office and administrative support.

Employment within the Borough

As of 2019, the Census Bureau reports that there were 1,953 jobs located in Souderton borough. In 2020, that number dropped just 20 jobs to 1,923. In other areas, many more jobs were lost due to the Covid-19 Pandemic. According to this Census data, not many jobs were lost in Souderton. (U.S. Census Bureau, On the Map, 2020.)

Map 4 illustrates the inflow and outflow commuting patterns for Souderton Borough as of 2019. As shown, 1,804 people employed in Souderton Borough reside outside of the borough. 149 residents are also employed in the borough. Finally, 3,632 residents leave the borough for their employment.

TABLE 1.9: SOUDERTON BOROUGH LABOR FORCE BY OCCUPATION

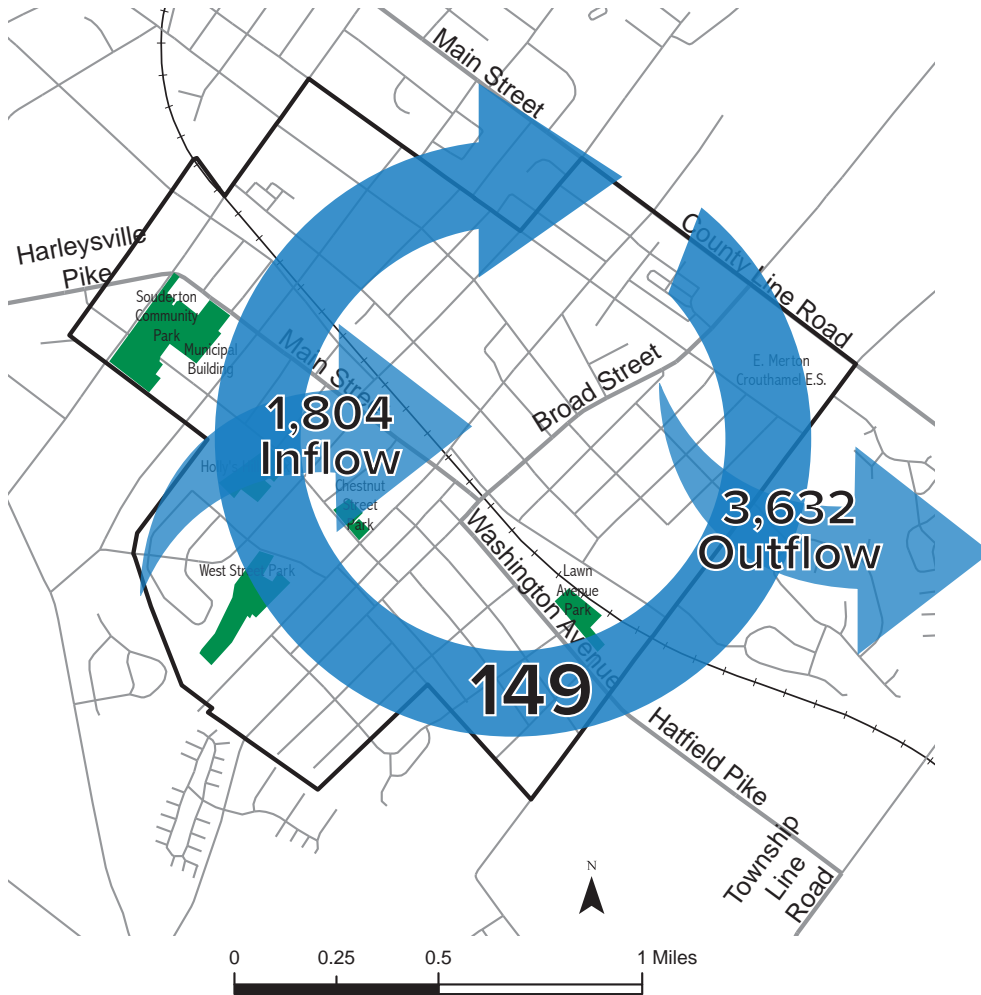
OCCUPATION	NUMBER
Management, business, science, and arts occupations	1,355
Sales and office occupations	785
Production, transportation, and material moving occupations	601
Service occupations	599
Natural resources, construction, and maintenance occupations	413
Employed residents age 16 and over	3,753

(Source: American Community Survey, 2016-2020)



Jobs in Souderton include Univest employees who come to work in the borough.

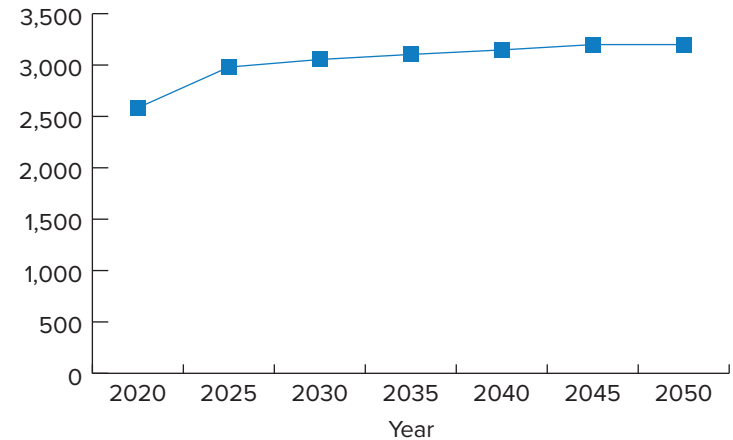
MAP 4: INFLOW/OUTFLOW JOB COUNTS IN 2019
 (Source: Census Bureau, Onthemap).



Forecast

Projections made by DVRPC in 2020 show that the number of jobs in Souderton Borough is forecast to increase by about 615 jobs, or about 24 percent, between the years 2020 and 2050. This is a significant increase in jobs – much greater than the forecast increase in population over the same time period (3%). The predicted increase in jobs may be at least partly attributed to borough revitalization efforts and ongoing business recruitment and retention work conducted by Souderton Connects.

FIGURE 1.10: EMPLOYMENT FORECASTS 2020-2050



ENVIRONMENTAL ANALYSIS

Climate Change Potential Vulnerability Analysis

In 2021, the Montgomery County Planning Commission analyzed the potential of climate change vulnerability in all neighborhoods across the county. Understanding these risk factors and mitigating the impacts of climate change is important when planning for the future revitalization of Souderton Borough. The analysis identifies areas of the county that are particularly vulnerable to the effects of climate change such as heat risk, flood risk, or socio-economic risk (i.e. specific populations and groups of people who are more likely to be affected by climate change). The analysis tool ranks neighborhoods on a scale from “well below average” to “well above average” for each of these three climate change risk factors.

When focusing solely on Souderton Borough, a large portion of the borough is identified as having an “above average” risk in regard to the heat risk index. This can be attributed to the built environment of the borough, considering that it is mostly built-out and there are large amounts of impervious coverage. Additionally, the borough has limited tree canopy, contributing to the overall heat of the borough.

As the climate warms, people are more exposed to the threats of extreme heat. Heat is the most common cause of climate-related deaths in the United States. Higher temperatures also degrade the local air quality. Mitigating the impact of excessive heat in the borough through tree planting and other methods will be important for the future vitality and sustainability of the borough.



Paved surfaces retain heat and increase temperatures in the summer months. (Aerial photograph from Nearmap, taken March 29, 2023)



Tree Canopy is very important for mitigating the heat impacts of paved surfaces. (Photo taken from Holly's Hill Park.)



CONCLUSIONS

Souderton Borough has been growing in population and offers nearly 2,000 jobs. While the land use of the borough is in large part residential, many institutional, commercial, and open space uses are also present. The borough is primarily white, though with a significant number of residents identifying as Hispanic or Latino. Demographic shifts may influence the demand for certain goods and services including schools, utilities, businesses, and roads.

With many dividing factors in the nation and in the world, many parts of the country are segregated such that meaningful interaction with people of different beliefs, social classes, races, ages, and education levels are limited. A place like Souderton with different political parties, socioeconomic groups, and increasing diversity offers opportunities for comradery and dialogue among people who might not otherwise interact. Souderton's business community has the opportunity to bring together diverse constituencies. A shared community identity can be supported by special events and activities. Diverse residents can all feel that they are a part of Souderton and build a shared community.

Chapter 2: Accomplishments

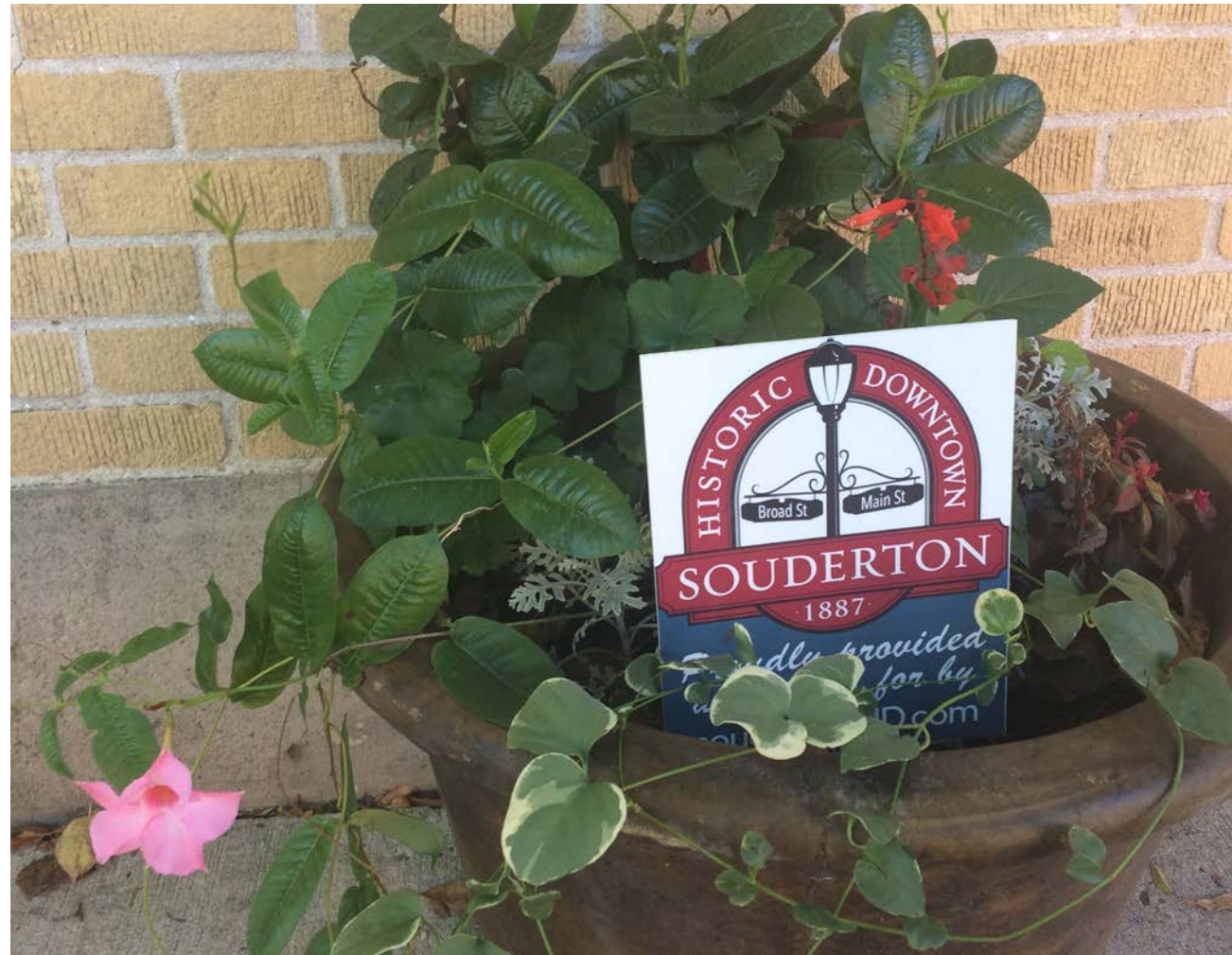
INTRODUCTION

Souderton Borough began as a small, bustling town with retail and services that were interdependent with the surrounding farms. Like most boroughs in the state, Souderton lost many businesses in the 1970s and 1980s as shopping malls and chain stores were constructed along the major roads of the region. In 2001, Souderton wrote its first revitalization plan to enhance the borough and its downtown commercial area. The efforts of the borough and Souderton Connects to date have helped restore local businesses and reinvigorate the business community.

Since Souderton Borough's first revitalization plan was adopted, many revitalization efforts have been underway in the borough. This chapter examines leadership and organizational projects, planning efforts, events, and new businesses in Souderton. The context of past and ongoing efforts is helpful in determining a path forward into the future.

PAST AND ONGOING PLANNING

The following section describes planning efforts within Souderton and at larger geographic areas which impact Souderton. These plans have led to some of the improvements that have taken place or are ongoing in the borough today.



A Planter on Main Street showcases the Historic District alongside the flowers.

Local Planning Efforts

The plans described in this section are for Souderton, with some of them also including surrounding communities.

Souderton-Telford Revitalization Plan (2001)

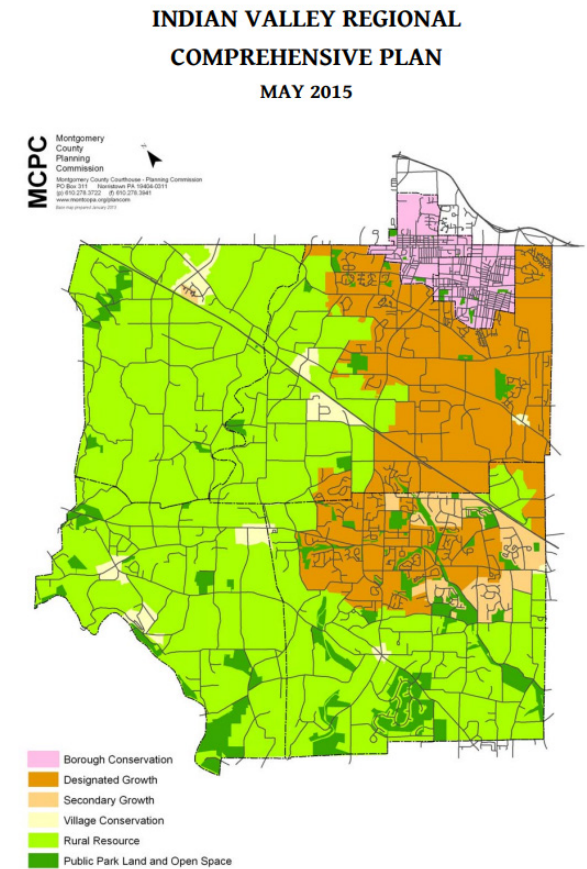
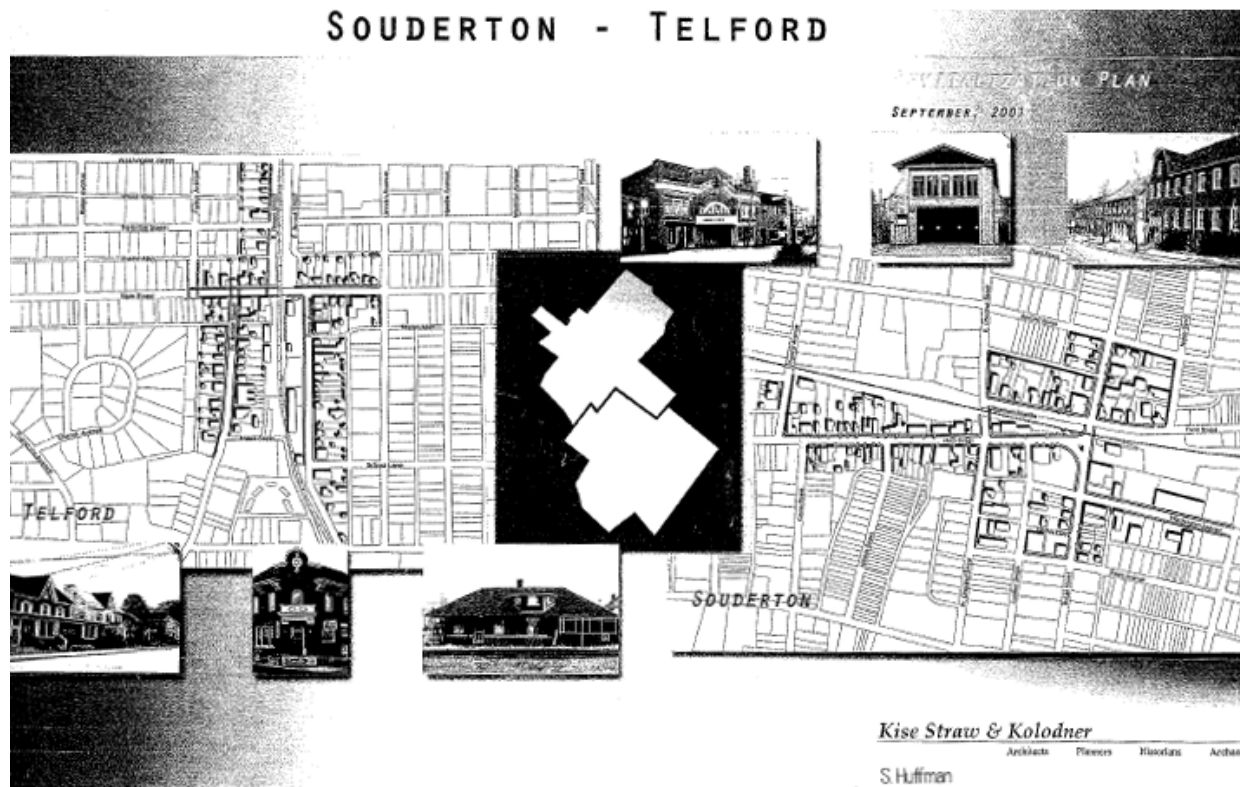
As previously mentioned, this joint revitalization plan was adopted by Souderton Borough and Telford Borough in accordance with the Montgomery County Community Revitalization Program. For Souderton, the recommendations specifically include streetscape improvements, design standards, and revised commercial ordinances.

Borough of Souderton Parking Study (2008)

A parking study was conducted in Souderton Borough in 2008. Through the collection of vehicle usage and turnover data, this report suggested that the supply of parking in downtown Souderton did not meet the demand. Recommendations to increase efficiency of the current parking supply include: delineation of on-street parking spaces, updated signage for time-restricted parking areas, improved wayfinding systems, parking enforcement, and shared parking initiatives.

Indian Valley Regional Comprehensive Plan (2015)

Souderton Borough is part of a cooperative planning effort in the Indian Valley Region. The other municipalities in the regional planning area are Telford Borough, Franconia Township, Lower Salford Township, Salford Township, and Upper Salford Township. The first Indian Valley Regional Comprehensive Plan was adopted in 2005 and a revised plan was adopted 2015. The plan encourages preservation of open space, creation of a regional trail network, and inter-municipal land use



planning. In 2023, the Montgomery County Planning Commission (MCPC) initiated the planning process for the next regional comprehensive plan for the Indian Valley.

Liberty Bell Trail Feasibility Study (2022)

In March 2022, the Liberty Bell Trail Feasibility Study was finalized following a collaborative effort between eight Montgomery County municipalities, the Pennsylvania Environmental Council (PEC), and Michael Baker International. This study expands a prior Liberty Bell Trail Feasibility Study from 2005 and provides an update to the 11-mile portion of the trail that is located in Montgomery County. The study was initially conducted to understand the feasibility of a shared use path for biking and walking along the former Liberty Bell Trolley route – a 25-mile route between Norristown and Quakertown. This document studies the segments of the trail that have already been constructed and recommends an updated preferred trail route. Map 5 shows the recommended trail route through Souderton Borough.

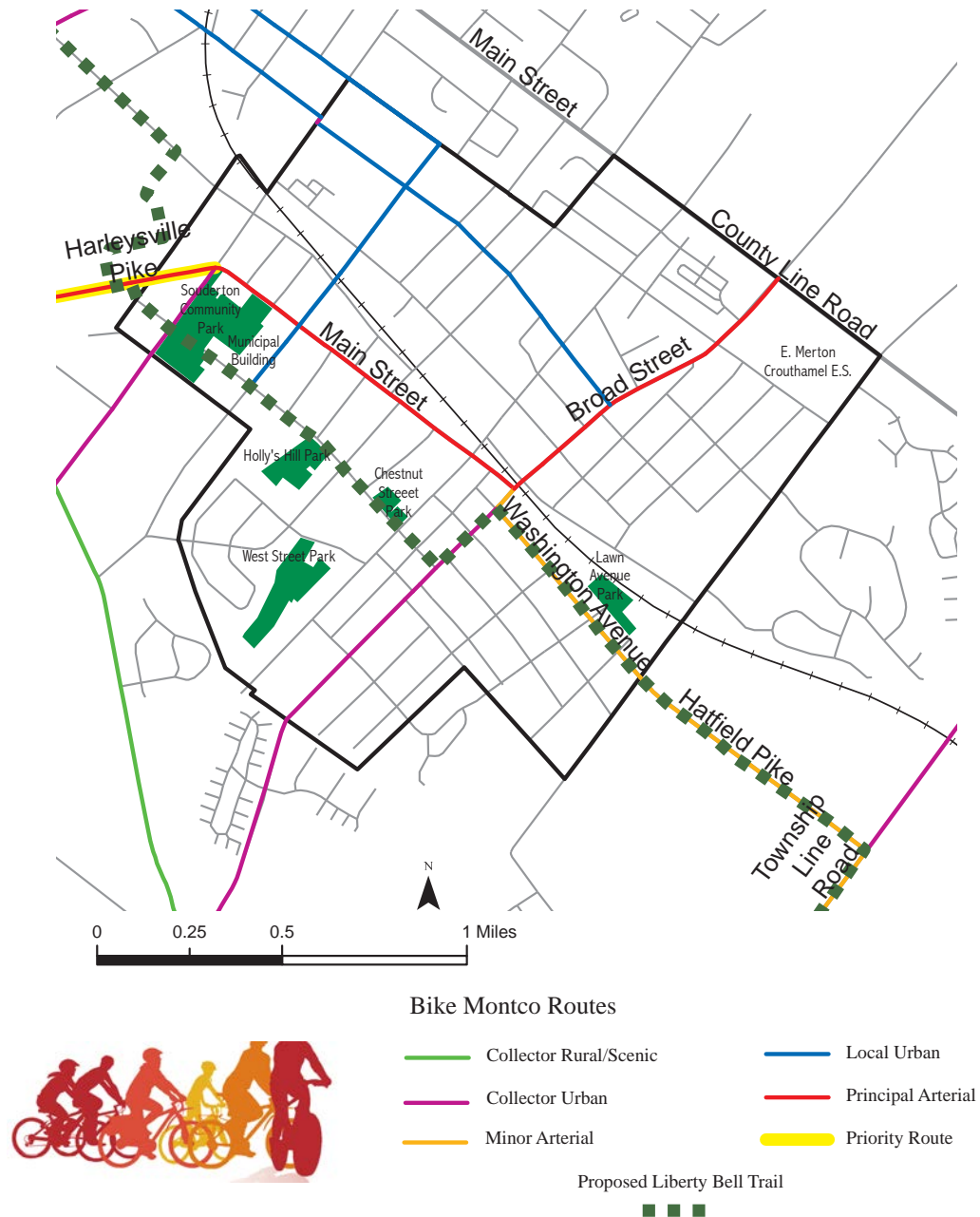
County and Region-wide Planning Efforts

These plans are for the entire county or the entire greater Philadelphia region.

Bike MontCo, 2018

Montgomery County’s bicycle plan maps proposed bicycle routes throughout the county and prioritizes some as especially important for bicycle transportation. Several recommended bicycle routes come into the borough and a case study of biking between Souderton and Telford’s Main Streets is part of a section on “Bicycling in Towns.”

MAP 5: RECOMMENDED LIBERTY BELL TRAIL AND BIKE MONTCO ROUTES THROUGH SOUDERTON.



Map 5 shows the Bike MontCo routes through Souderton. Montgomery County is partnering with municipalities, PennDOT, DVRPC, and others to implement the planned bicycle network throughout the county.

Montco 2040: A Shared Vision (2015)



Montgomery County's adopted comprehensive plan provides a county-wide scope for various improvements under the larger topics of future land use, transportation, and open space and trails.

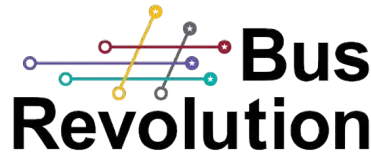
The three themes of *MontCo 2040: A Shared Vision* are Connected Communities, Sustainable Places, and Vibrant Economy. Connected Communities can be achieved by improving the transportation options and expanding trails and greenways, including the eventual development of the Liberty Bell Trail. The proposed county trail system consists of 257 miles of trails, 88 miles of which had been constructed at the time of the plan's publication. The plan also calls for the extension of passenger rail from Lansdale Borough to Telford Borough, through Souderton Borough.

The Sustainable Places theme calls for improving stormwater management, providing opportunities for healthy lifestyles, and enhancing community character. The Vibrant Economy goals include flexibly adapting to market conditions to attract millennials and high tech businesses, attracting and

retaining businesses along with workforce training, and marketing the assets of Montgomery County.

In 2022, the Montgomery County Planning Commission (MCPC) initiated the planning process for the next county comprehensive plan, *Montco2050*.

SEPTA Bus Revolution and Microtransit (Ongoing)



SEPTA is in the process of revising its bus networks and identifying areas

where microtransit can offer transit service that is reliable, convenient, and user-friendly to replace fixed-route bus transportation. Microtransit is an on-demand transit service that allows riders within a microtransit zone to request a trip and be shuttled to a destination within the zone or connect to a bus stop or transportation center. Souderton Borough is currently served by a SEPTA bus route (Route 132); SEPTA is considering changing from fixed-route service to microtransit for Souderton.

PUBLIC PROJECTS

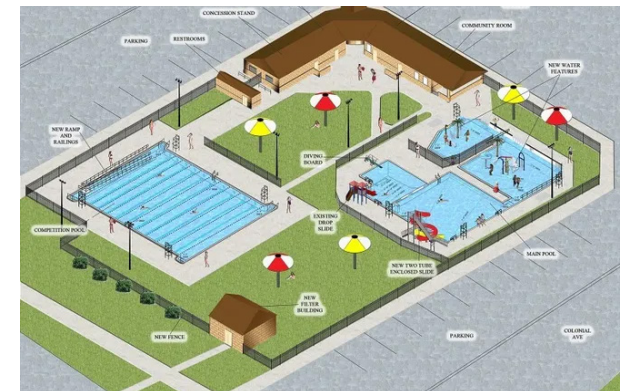
This section describes improvements made by Souderton Borough government and the local school district. Public amenities, such as parks, help draw people to the borough and encourage visitors to enjoy the area on foot. The appearance of the public realm (attractive sidewalks, street trees, etc.) is an important aspect of borough business and revitalization generally. Many public projects have helped improve the borough and provide attractive assets to the community.

Completed Projects

The borough has completed many public improvement projects. Here are a few of the highlights.

Souderton Community Pool (2011)

Souderton has a public pool complex with two pools, originally built in 1953 and 1964. Both pools were in need of significant updates and improvements. The borough worked to update the pools' filtration systems and installed new recreation amenities such as fountains, water features, and a new diving board. The renovations also included a community room for events, larger locker rooms and restroom facilities, and an updated concession stand. The pools reopened in 2011 following about \$3 million of renovations.



Plans for Souderton Community Pool and a photo of the pool in use after it reopened in 2011.

Downtown Investments (multi-year)

Souderton Borough has made significant investments in business areas resulting in a more attractive, safer, and more inviting business district. Borough investments include:

- ◆ Several phases of streetscape improvements along Main Street such as sidewalk improvements, shade tree planting, pedestrian-oriented lighting, crosswalk striping and mid-block crossings, wayfinding signage, planter boxes, and street furniture.
- ◆ Several phases of right-of-way improvements in the downtown district. These included narrowing the cartway, providing on-street parking, installing curb extensions and treatments, and reconfiguring the Broad Street and Main Street intersection.
- ◆ Creating a new municipal parking lot and reconfigured an existing municipal parking lot.
- ◆ Constructing a gateway public plaza in the downtown area, complete with landscaping, seating, fountains, and a sculpture by an internationally recognized artist. This plaza won a Montgomery Award in 2010.

Collaboratively renovating the Mill Buildings on Main Street for retail and office uses. These include the space known today as the Red Brick Office Suites.

The investment in the downtown, to date, has provided numerous rewards for the borough. More parking availability has also helped attract business owners to establish themselves in the downtown. The Mill Buildings renovations have added numerous jobs in the borough and the adjacent plaza provides a centerpiece that brings the downtown together. All of these improvements, along with the thriving Montgomery Theater and addition of new businesses each year, have created a welcoming environment in the borough.



Trees, benches, lighting, and cobblestone edging were added to the business district on Main Street.



A sculpture and landscaping in in the public plaza on Main Street adjacent to the historic Mill Buildings.

E. Merton Crouthamel Elementary School (2019)

Souderton is part of the Souderton Area School District with five other municipalities. Currently, there is only one public school within the borough limits. Renovations of E. Merton Crouthamel Elementary School were completed in 2019. These renovations represent a significant investment by the Souderton

Area School District to improve the accessibility and overall structure of the school. Constructed in 1967, the school required significant upgrades for ADA accessibility. The project also included a significant addition to the building which allowed enough space for all students within the building, eliminating the use of modular units that were implemented in the 1990s.

Ongoing Efforts

In addition to all of the major projects that have been completed in the last two decades, there are several ongoing projects that will impact the borough in years to come. These projects are either partially fulfilled, have phases left to be fully implemented, or will continue to be ongoing processes. These projects include additional streetscape improvements and code and ordinance revisions in Souderton Borough.



E. M. Crouthamel Elementary school in 2023; the new portion of the building is on the left.

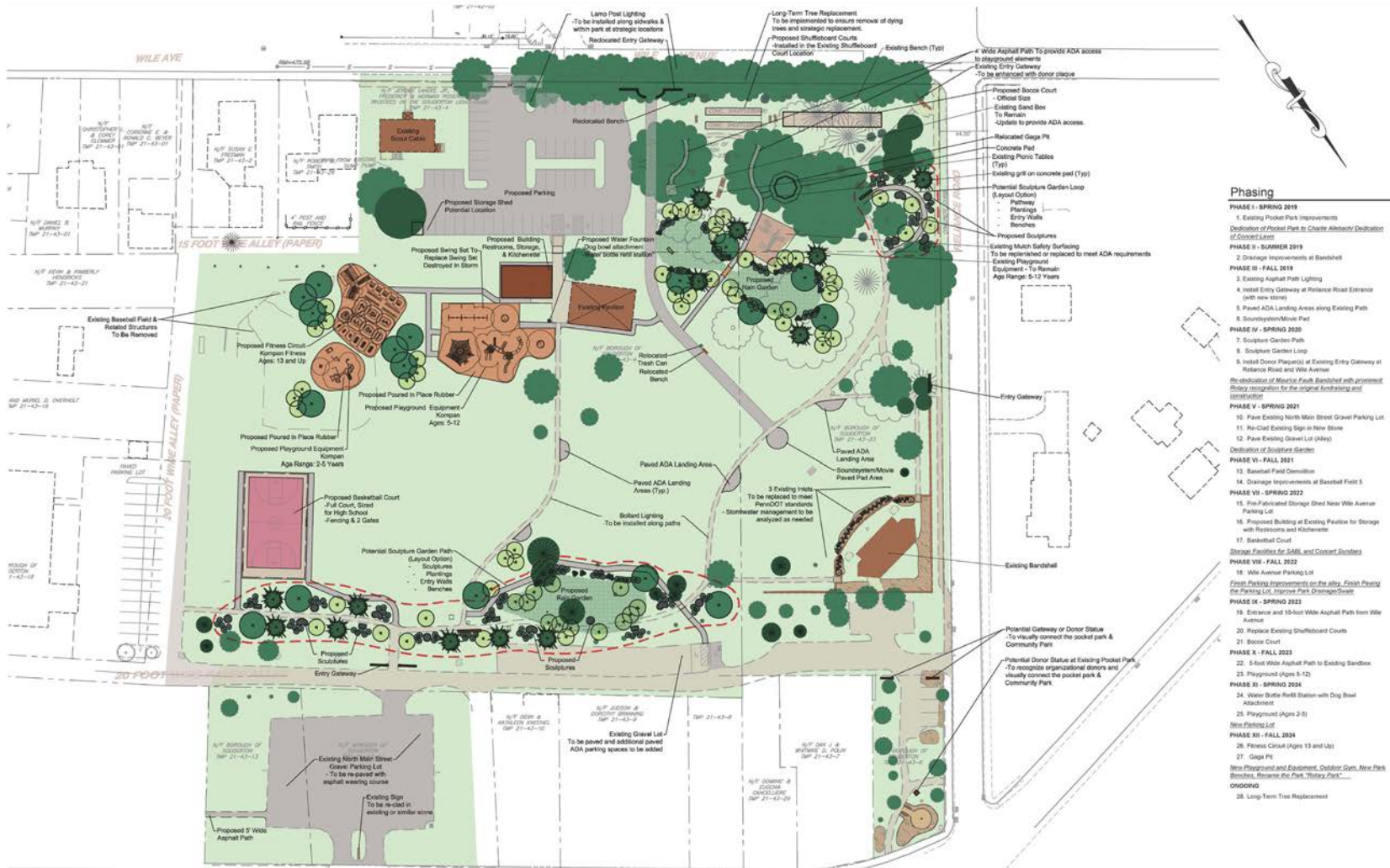
Souderton Community Park (Ongoing)

Following the June 16, 2019 Groundbreaking, Souderton Community Park renovations have been underway. Souderton Community Park is the borough's largest and most active park featuring Concert Sundaes, picnics in the pavilion, community events, and daily use of the walking

paths and playground. Planned renovations include restrooms, a kitchen facility, paved parking, improved lighting, sculpture gardens, a new playground, fitness equipment, and ADA landing areas along existing paths. Souderton-Telford Rotary is spearheading this project and completion is anticipated in the year 2025.

Souderton Train Station Revitalization (Ongoing)

The borough leased the historic Souderton Train Station and two accompanying buildings from SEPTA in 2013. Souderton borough worked on restoring and renovating the historic buildings and in 2018, Northbound Restaurant opened for



Plans for Souderton Community Park.

business in the largest building. The borough continues to restore the historic facades of the remaining buildings. The old ticketing booth now houses Waite Station Nails & Spa and the freight building will soon be occupied by Brass Collar Brewing Company.

ORGANIZATION AND LEADERSHIP

Leadership and management of the borough business community is crucial to establish and promote a cohesive and strong commercial district.

National Historic District (2011)

In 2011, Souderton created a downtown National Historic District, an important step in recognizing and celebrating the historic character of the borough. Being a contributing property within



Historic Buildings at the Souderton Train Station, refurbished for reuse by local businesses.



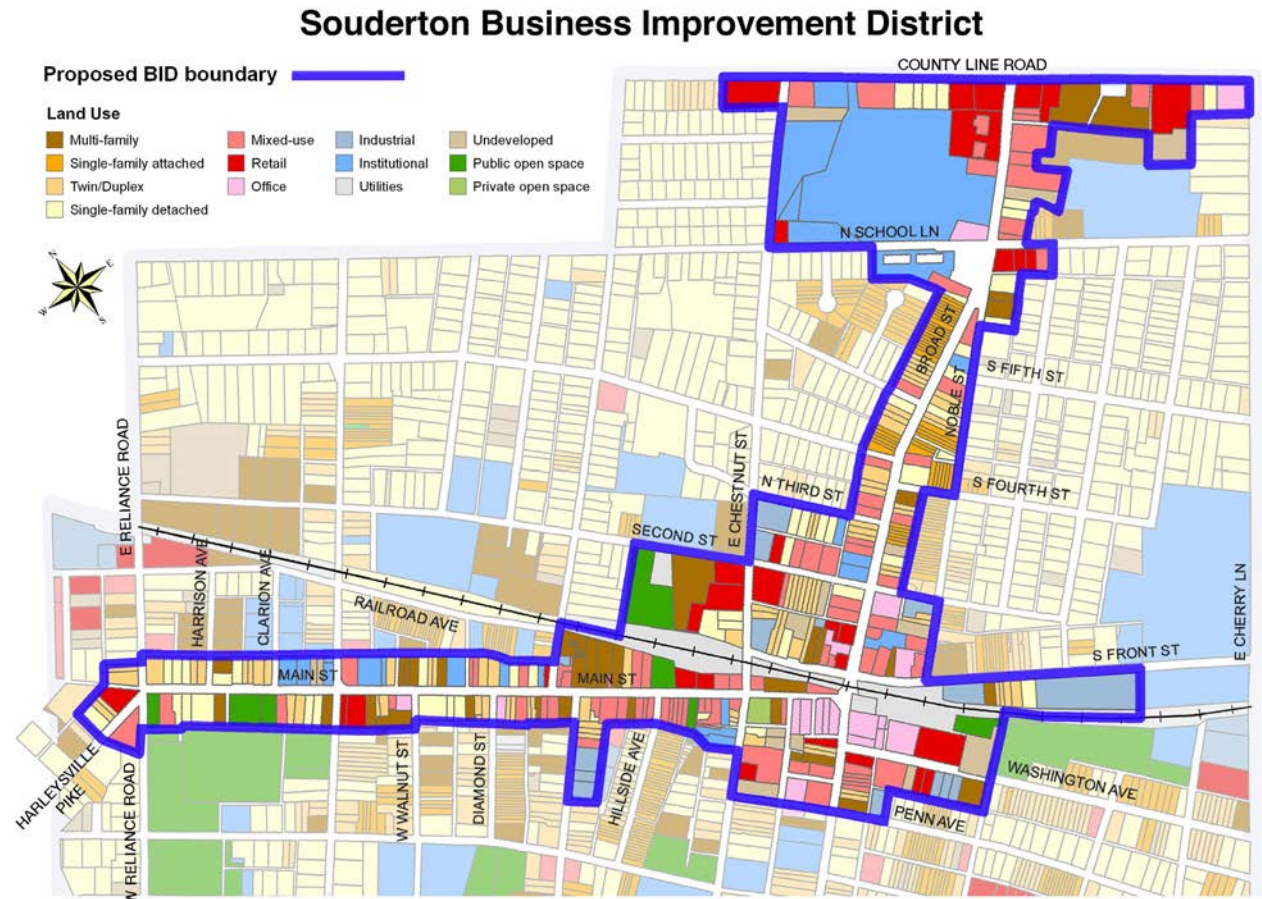
A street sign indicates the Souderton Historic District at Main and Diamond Streets.

a National Historic District allows the property owner the possibility of a federal tax credit for the rehabilitation of an income-producing property. The first project to make use of the program was the renovation of the Broad Theater.

Business Improvement District (2016)

The business community took an important step in establishing a Business Improvement District (BID) in 2016. This local taxing entity created, for the first time, a dedicated funding stream for marketing and promoting Souderton businesses. The BID initially covered only Main Street, Broad Street, and immediately adjacent commercial uses. The BID was expanded in 2021 with the establishment of Souderton Connects.

Souderton Connects (2021)



Initial Souderton BID Area, 2016

In 2021, a 501c3 Nonprofit Business Improvement District, Souderton Connects, was established. Souderton Connects is now the BID for Souderton, covering all businesses in the entire borough. Souderton Connects has furthered revitalization in the borough through marketing, networking,

beautification, events, community engagement, collaboration, and economic development. The mission of Souderton Connects is to help brand, market, and beautify Souderton and promote the common interests of its businesses.

Business Welcome Kit (2022)

Souderton Connects finalized a welcome packet for new and prospective businesses in Souderton Borough. This kit provides detailed guidance for business owners and includes an inventory of available commercial opportunities. The packet includes a step by step outline for how to start

a business in the borough, starting with zoning approvals, proceeding through the business or rental license process, and finally the permitting process. The kit also incorporates a 10 Step Guide for starting a business and lists various loan and grant opportunities. This resource is an important step in successfully attracting and retaining businesses in Souderton Borough.

EVENTS

Events in Souderton play a significant role in activating the downtown and unifying the community. In the survey conducted for this plan, respondents acknowledged the current events and programming, but also indicated that additional family-friendly event options are needed. The



3rd Friday, October 2022

following is a summary of the events currently offered hosted by Souderton Borough and/or Souderton Connects.

Recurring Events

These community events occur more than once per year.

3rd Fridays May to October

On the 3rd Friday of every month from April to October, Souderton Connects hosts 3rd Fridays. These events feature live music, food trucks, vendors, art, and extended business hours for the community to enjoy. These 3rd Friday events bring people into downtown Souderton to join in the fun.

Concert Sundaes



In the summer, Souderton Borough, in partnership with the Indian Valley Arts Foundation, offers "Concert Sundaes," bringing live music and ice cream sundaes to Souderton Community Park every Sunday evening, June through August. These popular events have become a community tradition and a hallmark of summer in Souderton.

Souderton Art Walk

Souderton Connects has worked with local artists to create the Souderton Art Walk – a self-guided tour of the murals and public art in the borough. Using an online map and their mobile device, visitors can locate dozens of unique public art installations within easy walking distance.

Annual Events

These special events occur once each year.

Souderton Art Jam

Building on Souderton's colorful art scene, Souderton Connects hosts the Souderton Art Jam once every fall. Artists from all over the East Coast



Murals enliven the Chestnut Street underpass.

come to showcase their artwork. The festival also features great food and drinks, live music, and fun for all ages.

Souderton Tree Lighting

On the first Friday in December, Souderton Connects hosts a tree lighting ceremony to kick off the holiday season. The Souderton Tree Lighting includes entertainment, shopping, and photos with Santa.

Souderton Holiday Parade

The day after the tree lighting, Souderton Connects coordinates a holiday parade along Main Street and Broad Street to celebrate the holiday season. Residents are encouraged to participate and decorate their vehicles in alignment with that year's specific the celebration theme.

So You Think You Can Cook

Souderton Connects hosts an annual cooking competition where local businesses go head to head in a show of culinary talent. This networking and cooking hybrid event provides local businesses a chance to connect with each other while the public samples the dishes and votes for their favorite. The chef of the best dish is crowned Souderton Connects Top Chef, winning the coveted Golden Spork Award.

An annual tree lighting ceremony adds holiday cheer to the plaza on Main Street.



NEW BUSINESSES

Souderton Borough is home to a wide array of businesses. This section highlights a selection of the businesses that have opened in the borough since revitalization efforts began around 2000. Diverse businesses, especially in Downtown Souderton, are instrumental in the borough's revitalization as they attract patrons to the borough.

Montgomery Theater (2002)

The Montgomery Theater started in 1993 in the basement of their current building, a historic firehouse on Main Street. By 2002, renovations of the building were completed and the theater expanded to use all three floors. The Montgomery Theater quickly became an anchor destination in Souderton's downtown.

Chrysalis Hair Design (2010)

Located on Main Street in the heart of the borough, Chrysalis Hair Design is a full-service hair salon that offers various services including hair, styling, waxing, and lashes.

Jesse's Barbecue & Local Market (2012)

Jesse's Barbecue & Local Market is a family owned and operated restaurant, established in Souderton in 2012. Jesse's provides fresh, slow-smoked meats cooked on-site within their three outdoor wood-fired smokers. The local market also sells specialty items such as raw honey products, unique spreads and hot sauces, candles, chocolate, jerky, alpaca socks, and more. The combined barbecue and market aspects of this business create an attractive place to dine and shop.



Montgomery Theater



Chrysalis Hair Design



Jesse's Barbecue & Local Market

Downtown Scoop (2015)

Downtown Scoop opened in Souderton in 2015, offering small batch, fresh, locally sourced ice cream. Downtown Scoop also has a mobile trailer for catering events in the area. Downtown Scoop hosts various fundraiser nights, donating a percentage of proceeds to local non-profit organizations.



Downtown Scoop

Exhibit B Gallery (2017)

In 2017, Exhibit B Gallery opened in the former Pent Brothers Cigar Factory building, constructed in 1901. After the cigar factory closed, the building went through several commercial uses including a clothing store, snack bar, and video game business. Subsequently sitting vacant for several decades, the four-story building has now been renovated and the Exhibit B Gallery uses the space to display and sell a variety of arts and crafts including paintings, jewelry, sculptures, and small furnishings.



Exhibit B Gallery

The Broad Street Grind (2017)

The Broad Street Grind is located within the borough's 1871 Hotel Souderton stable and hall structure. Known as Liberty Hall, the public hall portion of the building once housed the first service of the Zion Mennonite congregation before later becoming the location for auctions of cattle and turkeys. The building later was known as Freed's Hall and was home to many religious institutions and businesses over the last century. In 2017, the Broad Street Grind moved in and now offers various coffees, espressos, teas, and juices along with its classic breakfast and lunch food items.



The Broad Street Grind

Love Obsessed (2017)

Love Obsessed is a trendy boutique that sells women's clothing, accessories, and gifts. Expanding into Souderton in 2017, this store has helped fill a gap in retail businesses in the borough as the only store selling clothing. Love Obsessed originally opened on Main Street, but has since moved to Front Street.

Northbound (2018)

Northbound Restaurant + Bar opened in the former Souderton Train Station building. With great food and a location at the heart of the borough, this business has been very successful.

The Burger Shop (2019)

The Burger Shop opened on Main Street in 2019. This gourmet burger joint offers beef burgers, chicken sandwiches, and vegan burgers along with an extensive list of milkshakes.



Love Obsessed



Northbound



The Burger Shop

Broad Theater (2020)

Originally opened in 1922, the Broad Theater entertained audiences with a single screen movie theater for over 80 years until its doors were closed in 2004. By that time, the building was showing its age and it sat abandoned for nearly two decades. In the years leading up to 2020, the building underwent a comprehensive restoration with striking results, and the new-and-improved Broad Theatre had its grand reopening in 2020. Now, adorned with art deco lights and new marquee, the Broad Theater is back in business, with three movie screens, concessions, and even an in-house brewery. The Broad Theater now functions as an anchor business for the downtown.

Lumiere Candle Studio (2020)

Lumiere Candle Studio is an experiential retail business where customers blend a customized fragrance and pour their own candles.

Lumiere Candle Studio



The historic Broad Theater (left) and the renovated Broad Theater in 2023 (right).

Everence Financial (2021)

Everence Financial renovated another historic structure, the former Zendt Brothers Clothing Manufacturing building. The original building was constructed in 1910. It later housed Markey Paper & Packaging, Inc.



The historic Zendt Brothers Factory (left) and the renovated adaptively reused building as Everence Financial in 2023 (right).



Towne Gate Commons is under development.

Towne Gate Commons (Ongoing)

Progress continues on the development of the former high school site. In 2021, developers broke ground on the second phase of Towne Gate Commons. This phase includes 66 townhomes in addition to the previously constructed 74 townhomes in phase 1. The final project will also include retail and restaurant space as well as a public park and plaza. Dollar General has already opened on the site, and Starbucks is planned for the near future.

North End Market (Ongoing)

The North End Market is turning a local historical landmark in downtown Souderton into a vibrant market and event space. The overall goal of the project is to ignite revitalization in downtown Souderton by making a central gathering space in the heart of the community.

Much More!

This is snapshot of only a few of the numerous businesses that have opened in Souderton since revitalization efforts began around 2000. Others include Allebach Communications, Ark Animal Hospital (Main Street Vet), Bakers on Broad, Dazle, The Hub, Lash Posh, Network Concepts, Raw Replenish, Salon Bella & Co., Tribe Kitchen Design Company, and more.



The historic R. E. Hope clothing factory and store is slated to become North End Market.

CONCLUSION

Many initiatives over the past 20 or so years have resulted in the lively, successful downtown that Souderton has today. A continuation of these projects and the addition of new ideas will help propel Souderton into the future.



Businesses in the Hollow.

Chapter 3: Existing Businesses and Market Study

INTRODUCTION

Souderton Borough has made remarkable progress since the 2001 Revitalization Plan. In order to plan for the continued revitalization of Souderton, it is helpful to understand the existing mix of businesses. Businesses borough-wide as well as retail-specific commercial uses are analyzed below to inform the economic development goals of this updated Revitalization Plan. This chapter seeks to understand the current businesses, look at local spending, and identify potential opportunities to meet the needs of the community.

In this chapter, we utilize data from ESRI's¹ Business Analyst tool. ESRI uses data sets to provide information on the existing businesses, resident spending by category, the retail outlook for the greater area, and more. Although ESRI relies on many data sources for this information, there still is likely some error, especially when limited to a small geographic area such as Souderton.

¹ ESRI is a geography and data company that collects all types of data that has a geographic component. They also sell mapping software.



Benches, trees, and cobblestone edging line the Main Street business district.



Discounted shopping at "Old-Fashioned Days" on Souderton's Main Street in the 1960s. Photo from Images of America: Souderton. Arcadia Publishing.

EXISTING BUSINESSES

Description of Business Areas

Souderton began as a place for residents and workers on surrounding farms to congregate, sell goods, and buy supplies. Industrial uses quickly followed the establishment of the railroad, with some industrial uses remaining in the borough today. Souderton eventually became a retail destination, with a major department store and

other shopping and entertainment uses. Today, Souderton has grown to house 7,191 residents (2020 Decennial Census), with commercial offerings that include financial services, personal services, retail, restaurants, entertainment, community services, and more. Since the year 2000, the borough has had a growing arts scene with theaters and art galleries opening. Souderton welcomes visitors from the region to enjoy theatrical performances, films, and unique art.

Souderton's main commercial area runs through the center of the borough along Main Street (PA-113), with some additional commercial space branching onto Broad Street in both directions, then expanding both along County Line Road at the northeast edge of the borough and east on Washington Avenue in the south of the borough. The primary downtown area along Main Street is known as "The Hollow" by local residents, because it lies in the valley between two hills.



"The Hollow" - Main Street, Souderton



The borough-owned Chestnut street Parking lot.

Retail uses in Souderton are located primarily along the aforementioned commercial streets, while office uses are found largely concentrated near the intersection of Main and Broad. Industrial uses are generally found along the rail line, and most do not face Main Street or Broad Street. Many businesses operate in mixed-use buildings, with a store or office on the first floor and an apartment above. Mixed-use buildings are very common in Souderton and are located along the major commercial corridors in the borough and, to a lesser extent, in neighborhoods.

Souderton borough offers three free, time-limited public parking lots. The most visible lot is located at the public plaza on Main Street in the heart of the business district. The two other lots are not visible from Main Street: one is on Chestnut Street, only slightly removed from Main; the other is located between Railroad Avenue and Duke Alley and can be accessed via Central Avenue from Main Street. There are numerous privately owned parking lots within the borough. Recently, several businesses have partnered with Univest for shared parking after hours. Efficient use of existing parking areas such as this is a useful model for how to find enough parking for visitors to Souderton.

Signage notes that this Univest lot is also shared with other businesses during certain hours.



Although sidewalks are present all along Main Street, there is often a high volume of automobile and truck traffic, which may deter people from walking and biking. The hilly topography also contributes to the difficult biking environment along Main Street. Streetscape improvements along portions of Main Street such as street furniture, decorative pavers, lighting, and street trees have improved the pedestrian environment in the commercial core.

A group of customer-oriented commercial uses located close together can attract people to shop and dine at multiple establishments. While many business owners recognize the advantages of locating in a corridor with alongside other successful shops, some establishments in Souderton are more spread out, and lose the benefits associated with a more clustered arrangements. The largest collection of adjacent retail uses is on Main Street between Chestnut and Hillside. The spread-out nature of much of the commercial area is an obstacle to creating a cohesive, walkable commercial district. Strategies to maintain pedestrian interest, such as streetscaping elements, can help.

A significant number of Souderton's downtown buildings were constructed in the nineteenth century, making them a unique space for users to retrofit and make their own, while preserving the character of the borough. These older buildings are likely a deterrent for chain businesses that have specific needs for their buildings and branding, but can encourage independent businesses to fill unique spaces. The three structures at the Souderton train station are a good case study of adaptive reuse of historic buildings; all are now occupied or soon to be occupied by local businesses.

The Montgomery Theater is another example of a business maintaining a historic building. The theater operates out of an old firehouse building on Main Street – contributing to the character of the borough and creating a unique experience for patrons in the downtown. These projects demonstrate the dedication to preserving the character of the



Single Family detached homes are interspersed with businesses along much of Main Street.

borough and ability to retrofit old buildings to meet the needs of various businesses. While many of the service based businesses and small retail businesses close relatively early in the evening, the new theaters and bars stay open later, helping to bring more people into the downtown after dark.

MAP 6: RETAIL, OFFICE, MIXED-USE, INSTITUTIONAL, AND INDUSTRIAL AREAS IN SOUDERTON



Existing Land Use

- Mixed Use
- Office
- Institutional
- Retail
- Industrial



Many businesses are located in historic buildings that are adapted for their current use

Major Employers

Figure 3.1 lists the major employers located within Souderton Borough based on the total number of employees, according to ESRI's Business Locator Report. Employees working for these employers may live outside of Souderton, however, each employer is located within the municipal boundary.

Business Inventory

The Business Summary Report provides business data from 2022 that includes business names, number of employees, and percentage of each type of business. This data illustrates what businesses are present in the borough and provides North American Industry Classification System (NAICS) codes for further analysis.

A business inventory for Souderton Borough was also conducted as part of this market study. The business inventory includes business names, addresses, and North American Industry Classification System (NAICS) Codes. Note that the NAICS system categorizes “eating and drinking establishments” as part of “Accommodations & Food Services” rather than as part of “Retail Trade.”

ESRI's data identified 278 businesses located within Souderton Borough in 2022, employing 2,244 employees, and total estimated sales of \$363,203,000. Of these businesses, the largest number (59) are classified as “Other Services,” which includes personal care services such as barber shops and salons, religious organizations, professional or political organizations, civic and social organizations, funeral homes, and dry cleaning. Following that are “Retail Trade” (31),

FIGURE 3.1: LARGEST EMPLOYERS IN SOUDERTON BOROUGH

BUSINESS NAME	NUMBER OF EMPLOYEES
Univest Financial Corp	100
Univest Bank & Trust Co.	100
Software Application SVC Inc.	52
First Article	38
Lacher	37
Towne Answering SVC	30
Indian Valley Nursery School	26
Crystal Metalworks	25
Shelly's Building Supply	25
Indian Valley Boys and Girls Club	25
Moyer	25

(Source: Esri Business Locator Report, 2022)

and “Finance & Insurance” (27). When examined by number of employees rather than number of establishments, the largest categories are “Finance & Insurance” (309 employees), “Administrative & Support & Waste Management & Remediation Services” (289), and “Other Services” (223). A full table of the NAICS categories with number of businesses and number of employees can be found in Figure 3.2.



A Univest Bank building on Lumber Street with solar panels.

FIGURE 3.2. EXISTING BUSINESS ESTABLISHMENTS AND NUMBER OF EMPLOYEES BY NAICS CODE RETAIL AND RESTAURANT

BUSINESS CATEGORY BY NAICS CODES	BUSINESS ESTABLISHMENTS		EMPLOYEES	
	NUMBER	PERCENT	NUMBER	PERCENT
Other Services (except Public Administration)	59	21.2%	223	9.9%
Retail Trade	31	11.2%	203	9.0%
Finance & Insurance	27	9.7%	309	13.8%
Professional, Scientific & Tech Services	23	8.3%	140	6.2%
Health Care & Social Assistance	22	7.9%	185	8.2%
Accommodation & Food Services	22	7.9%	134	6.0%
Construction	18	6.5%	104	4.6%
Administrative & Support & Waste Management & Remediation Services	17	6.1%	289	12.9%
Manufacturing	10	3.6%	115	5.1%
Real Estate, Rental & Leasing	10	3.6%	51	2.3%
Public Administration	10	3.6%	73	3.3%
Unclassified Establishments	7	2.5%	0	0.0%
Educational Services	6	2.2%	163	7.3%
Information	5	1.8%	80	3.6%
Arts, Entertainment & Recreation	3	1.1%	34	1.5%
Wholesale Trade	3	1.1%	17	0.8%
Transportation & Warehousing	3	1.1%	15	0.7%
Management of Companies & Enterprises	2	0.7%	109	4.9%
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Total	278	100.0%	2,244	100.0%

(Source: ESRI)



Reflections Hairstyling and Travis Barber Shop on Broad Street are classified under the NAICS code "Other Services."

Retail and Restaurant

When looking only at retail and restaurant uses, the largest category in both number of business establishments and in number of employees is “Food Services & Drinking Places,” i.e., restaurants and bars (22 establishments, 134 employees). Following that is “Food & Beverage Stores,” which include grocery stores, bakeries, and ice cream shops (7 establishments, 85 employees). A full table of the NAICS retail and restaurant categories with number of businesses and number of employees can be found in Figure 3.3. Note that while there are no apparel and accessory stores identified in the data, Souderton does have a clothing boutique in the borough: Love Obsessed. The reason for the discrepancy may be because Love Obsessed was classified as a miscellaneous retailer due to the diversity of goods that they sell, or as another category of retailer.

Retail Trends

In Montgomery County, the commercial mix of shopping areas has been changing over time. Certain recent changes were accelerated by the Covid-19 Pandemic. Many conventional retail shops have been either adding online sales or going out of business. The retail vacancies are often replaced with services, fitness, or other new uses. While some types of retail are closing, Souderton has already been a part of welcoming some of the types of businesses that are succeeding and increasing in the county. Countywide, business that are doing well include personal services such as barbershops and salons, small medical offices such as urgent care centers and small dental offices, and local and new food and beverage establishments, especially

FIGURE 3.3. EXISTING RETAIL AND RESTAURANT ESTABLISHMENTS AND NUMBER OF EMPLOYEES BY NAICS CODE

RETAIL OR RESTAURANT CATEGORY	BUSINESS ESTABLISHMENTS	EMPLOYEES
Food Services & Drinking Places	22	134
Food & Beverage Stores	7	85
Motor Vehicle & Parts Dealers	4	17
Miscellaneous Store Retailers	4	7
Building Material & Garden Equipment & Supplies Dealers	3	42
Health & Personal Care Stores	3	24
Sport Goods, Hobby, Book, & Music Stores	3	5
Gasoline Stations	2	7
Non-store Retailers	2	0
Electronics & Appliance Stores	1	7
Furniture & Home Furnishings Stores	1	5
General Merchandise Stores	1	4
Clothing & Clothing Accessories Stores	0	0
Total	53	337

(Source: ESRI)



Raw Replenish



Scooter's Bikes is an example of successful retail that has served Souderton since 1975.



Experience retail such as Lumiere Candle Studio and small health care uses such as Coventry Chiropractic are examples of businesses that are tending to do well in Montgomery County.

breweries and distilleries. Other newer types of commercial uses are gaining in market share including:

- ◆ small fitness outlets,
- ◆ participatory arts outlets (e.g. candle making or painting parties),
- ◆ co-working,

- ◆ new types of entertainment like Escape Rooms, axe throwing, group video game playing, and
- ◆ any store that is able to sell the “experience” of shopping there in addition to the products available (e.g. the Apple store).

There is also still an interest in specialty, hobby, curio, or locally made products. Shops that can combine retail with some sort of experience (sewing

hobby stores that have classes as well as materials for sale, for example) are more likely to do well.

In some Montgomery County boroughs and villages, density has been increasing on or near the main street, with new dwellings and shops being added to an already developed area. Lansdale, Bala Cynwyd, Ardmore, and Conshohocken are all seeing very dense infill development which helps to support the businesses on their main streets.

RESIDENT CONSUMER PROFILE

The businesses within Souderton Borough’s municipal boundary were profiled above. Residents live within the municipal boundary, but spend money in many places – not only within the borough. This next section profiles residents in terms of the categories that some businesses look at when deciding where to locate, and to get a better understanding of how residents of Souderton spend their money and how much of it is going outside of the borough.

Tapestry Segmentation

In-depth demographic profiles that describe the types of shoppers who live in a certain geographic area have been created by ESRI to aid businesses looking for a new location to open a store. ESRI has designated 67 “tapestry segments,” or groups, which go beyond typical demographic and economic analysis and interpret available data in new ways, such as the type of products a group of residents are likely to buy and the ways they like to spend their time. Because this information is used by many businesses, it can also be used by the borough to understand how others see their population.

The tapestry segmentation for Souderton shows that residents are mainly categorized as “Parks and Rec.” The dominant tapestry segment countywide is “Savvy Suburbanites.” Bucks County is predominantly “Parks and Rec.” The characteristics of each of the tapestry segments show what businesses, especially chain stores, think about the residents located in Souderton.² Tapestry segments

can be used when trying to recruit businesses to the borough.

ESRI’s Parks and Rec Tapestry segment is described as suburban home-owners in well-established neighborhoods with median home value close to the national average. More households are married couples than not, and median household incomes are close to national averages. Workers often are employed in office and administrative support, health care, education, retail trade, or as skilled workers in manufacturing and construction. Market profile includes information such as a preference for family-style restaurants and attending movies as entertainment.

FIGURE 3.4. TAPESTRY SEGMENTATION FOR SOUDERTON BOROUGH

	2022 HOUSEHOLDS	2022 U.S. HOUSEHOLDS
Tapestry Segment	Percent	Percent
Parks and Rec (5C)	43.3%	2.0%
Front Porches (8E)	17.3%	1.6%
Retirement Communities (9E)	14.8%	1.2%
Enterprising Professionals (2D)	14.6%	1.5%
City Lights (8A)	10.0%	1.4%
Subtotal	100.0%	7.7%

(Source: ESRI)



The residents of Souderton are mostly classified as “Parks & Rec” by ESRI’s Tapestry segmentation system.

² Tapestry Segmentation information from ESRI, 2018. More detailed descriptions of the tapestry segments can be found at <https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>

Spending by Residents

Annual spending of Souderton residents is comprised primarily of housing costs, followed by transportation, and pension and social security payments. Consumer spending by Souderton residents is shown in the pie chart in Figure 3.5.

For each category of expenditures, ESRI provides a Spending Potential Index (SPI) relative to national averages. An SPI of 100 means that the average household in Souderton spends exactly the same amount in that category as the average household in the United States. An SPI of greater than 100 means that the average household in Souderton spends more than the national average, and an SPI of less than 100 means that the average household in Souderton spends less.

In all categories except Education and Occupational Expenses, Souderton households spend less than the national average. It is notable that although transportation costs are one of the largest expenses for Souderton households, the SPI indicates that nationally, households are spending significantly more on transportation.

FIGURE 3.5. CONSUMER SPENDING.
(Source: ESRI)

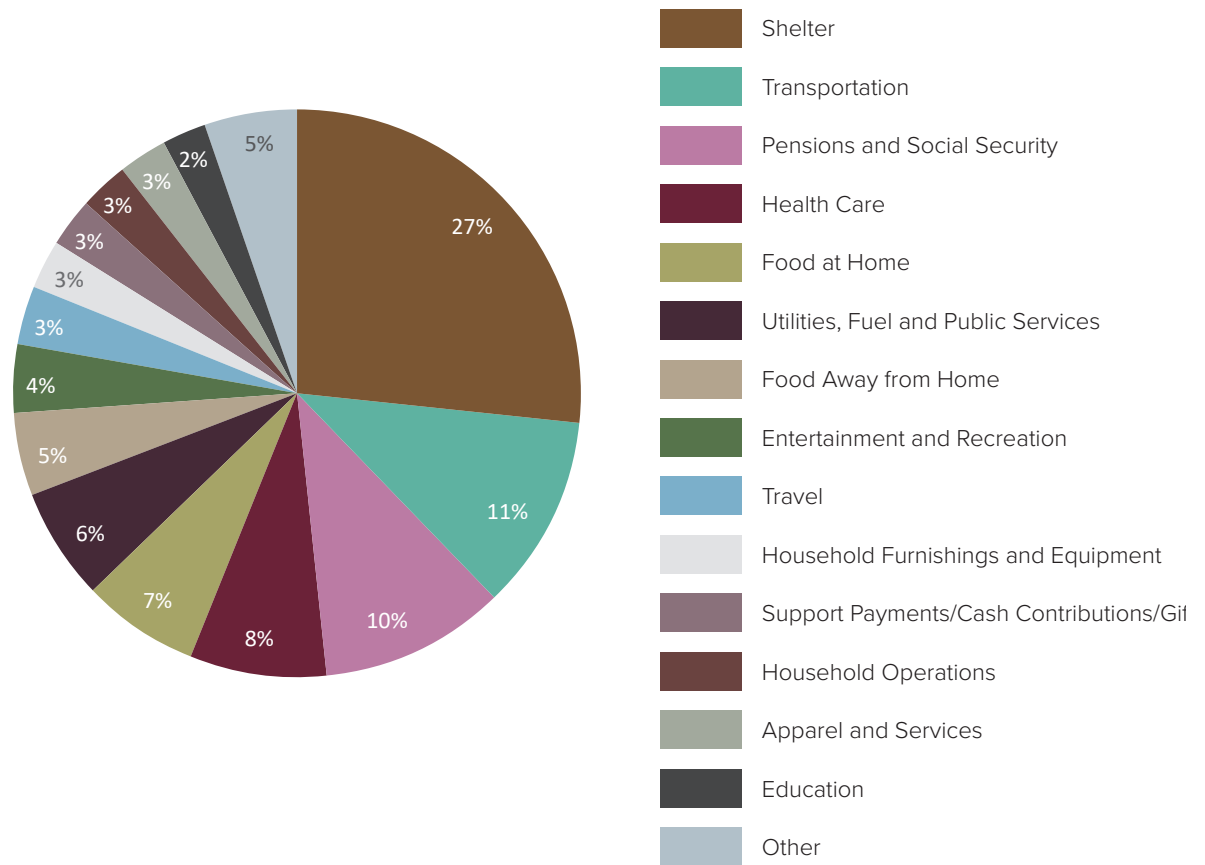


FIGURE 3.6. CONSUMER SPENDING BY SOUDERTON RESIDENTS, 2022.

2022 CONSUMER SPENDING	TOTAL SPENDING FROM BOROUGH RESIDENTS	AVERAGE SPENT PER HOUSEHOLD	SPENDING POTENTIAL INDEX
Shelter	\$62,133,274	\$22,017	96
Transportation	\$25,502,627	\$9,037	87
Pensions and Social Security	\$24,256,245	\$8,595	91
Health Care	\$17,643,657	\$6,252	88
Food at Home	\$15,954,925	\$5,654	91
Utilities, Fuel and Public Services	\$14,131,432	\$5,008	89
Food Away from Home	\$11,054,414	\$3,917	91
Entertainment and Recreation	\$9,337,691	\$3,309	90
Travel	\$7,496,419	\$2,656	92
Household Furnishings and Equipment	\$6,498,048	\$2,303	90
Support Payments/Cash Contributions/Gifts in Kind	\$6,460,140	\$2,289	84
Household Operations	\$6,448,416	\$2,285	91
Apparel and Services	\$6,241,074	\$2,212	92
Education	\$5,815,026	\$2,061	105
Personal Care Products & Services	\$2,668,172	\$945	93
Housekeeping Supplies	\$2,221,964	\$787	89
Alcoholic Beverages	\$1,907,327	\$676	95
Life/Other Insurance	\$1,702,176	\$603	88
Smoking Products	\$1,057,629	\$375	86
Legal Fees	\$491,905	\$174	95
Accounting Fees	\$351,339	\$125	99
Expenses for Other Properties	\$241,114	\$85	71
Funeral Expenses	\$240,947	\$85	91
Miscellaneous Personal Services/Advertising/Fines	\$205,904	\$73	86
Occupational Expenses	\$189,422	\$67	102
Lotteries & Pari-mutuel Losses	\$164,836	\$58	98
Shopping Club Membership Fees	\$111,918	\$40	89
Checking Account/Banking Service Charges	\$88,252	\$31	86
Cemetery Lots/Vaults/Maintenance Fees	\$37,329	\$13	93
Credit Card Membership Fees	\$26,070	\$9	94
Safe Deposit Box Rentals	\$12,800	\$5	86
Total Expenditures	\$231,927,772	\$82,186	92

(Source: ESRI Household Budget Expenditures Report)

Retail Potential

While of course, community members shop outside of the borough, increasing the number of businesses that serve the daily needs of borough residents will improve convenience and decrease transportation costs. Downtown Souderton, specifically, could move towards serving more of the everyday needs of local residents. Total household spending for all Souderton residents was around \$232 million dollars, but businesses in Souderton overall took in more than that, around \$363 million. This shows that Souderton businesses are serving a much wider community and that the businesses are strong in bringing income to within the borough.

A public community survey was utilized to determine how individuals that reside in, work in, or visit Souderton Borough envision the borough. Several questions were posed to respondents to determine what types of businesses and/or services the respondents would like to see more of in the borough.

When presented with a multiple choice question asking what types of businesses they would like to see more of in the borough, about 74% of respondents chose “Sit-Down Dining or Tavern” as one of their five selections permitted. “Farmers’ Market/Orchard” (66%), and “Microbrewery/Cidery/ Distillery” (52%) were the next highest selections.

A similar question asked about the availability of 20 different types of businesses. For each one, respondents selected whether they felt the borough needed more, had enough, or had too many. The answers that were the most desired in the borough were Restaurants/bars (739), Clothing/shoe



Survey Respondents desired more restaurants and bars, such as Brass Collar Brewing, planning to open in this train station building on Front Street.

stores (706), and Books/music retail (630). See the appendix for full data on survey results.

SUMMARY AND CONCLUSIONS

Souderton borough has a variety of businesses within its borders. The top employment category is finance, while the largest number of businesses are categorized as “Other Services.”³ Souderton has seen a shift over time in the types of businesses in the borough, but may have more diversity in business types now than ever before. New

³ NAICS Category for “Other Services” includes personal care services such as barber shops and salons, religious organizations, professional or political organizations, civic and social organizations, funeral homes, and dry cleaning.



Keystone Opportunity Center, a non-profit social service organization, has an office on Main Street.

business types are appearing in Souderton such as co-working and experience shops such as candle making. While residents of Souderton spend less than national averages in many categories, spending is still strong and the business of the borough draw revenue from well beyond the borough boundaries. Residents have expressed a clear desire for additional restaurants and a farmer’s market in the borough.

Chapter 4: Community Analysis and Goals

INTRODUCTION

Understanding the existing conditions and past efforts of the borough allows for the informed setting of goals and recommendations for the future. Understanding the origins, history, and demographic characteristics of the borough, past planning and revitalization efforts, existing businesses, and resident spending provide a perspective of the borough at this time. This next step is an analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT), which is explored in this chapter. The existing conditions, SWOT analysis, and consideration of public input (See Chapter 7) leads to the eight goals presented at the end of this chapter.

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT)

A “SWOT Analysis” considers the strengths, weaknesses, opportunities, as they pertain to a project. Souderton Borough has many positive attributes that can be considered strengths and numerous opportunities for the future. That said, it is important to identify any current weaknesses and potential threats to the future revitalization of the



Souderton's Borough Hall

borough as they could hinder Souderton's positive momentum. The following section outlines the strengths, weaknesses, opportunities, and threats to the revitalization of Souderton Borough, as discussed among the steering committee for this plan.

Strengths

Sense of Community and Strong Culture. Souderton Borough is rich in culture, family, and community. The tight-knit community nature is one of the borough's most significant strengths. Souderton Borough also boasts a growing art community, contributing to the unique character and culture in the borough.

Personnel. Borough Council, staff, and associated volunteers and committee members are all active in their community and strive to make Souderton Borough a better place for all. The dedicated borough personnel support the continued revitalization in the borough.

Souderton Connects. Souderton Connects provides direct assistance to the business community in the borough. Their staff and volunteers recruit businesses to the borough and assist existing businesses. Their new welcome packet for businesses, along with their advertising of open commercial spaces have already made a significant contribution to Souderton Borough's revitalization.

Location. Souderton Borough's location is a major strength. It is located approximately midway between Philadelphia and Allentown, Pennsylvania's first and third largest cities, respectively. Souderton residents can take advantage of employment opportunities in both of these metropolitan areas.

Main Street. Specifically, Main Street's central location in the borough provides a convenient placement for the "downtown" commercial area. Main Street is largely accessible on foot from anywhere else in the borough.

SEPTA Service. SEPTA bus route 132 currently serves Souderton Borough. The presence of public transit is a strength. It makes the borough more connected and accessible providing an affordable transportation link to the entirety of SEPTA's service area in greater Philadelphia.

Walkability. Souderton has near universal sidewalks within the borough, and although businesses are



Souderton's attractive Main Street is conveniently located and walkable from most of the borough.

somewhat spread out, they remain within walking distance. The borough has made pedestrian safety improvements at crosswalks to further improve the walkability of the borough.

Affordable Housing. Housing prices in Souderton Borough are lower than much of the surrounding area. This sets the borough apart from many of the county's municipalities as a place that is more affordable and decreases the barrier to entry for lower-income households to live in Souderton Borough.

Existing Businesses. Souderton has many successful and popular businesses which bring people to Souderton. These establishments energize the local economy and bring people into the borough. Restaurants, salons, and theaters provide a variety of things to do in the downtown.



Housing in Souderton on average is more affordable than many places in Montgomery County. These quadruplexes are on School Lane.



A crowd gathers for tea at Tilly's Tea Room.

Events. The borough offers a wide variety of fun events each year for the community. These events support the local businesses and draw visitors to the borough.

Parks. While the borough is largely built out, Souderton has preserved several community parks and developed various amenities such as a pool, outdoor playgrounds, and an outdoor gym. These parks provide a place for people to gather and spend time outside.

Weaknesses

Sidewalk Maintenance. Sidewalks are essential infrastructure for mobility around the borough and connecting municipalities. Many of the borough's existing sidewalks are cracked and inaccessible due to limited maintenance and/or nearby tree roots uplifting portions of sidewalks. The condition of the existing sidewalks could act as a deterrent for individuals who use wheelchairs, strollers, or other wheels on the sidewalks and limit their trips to downtown.

Limited Event Parking. While the borough's events are a major strength, these events often don't offer enough parking for attendees, therefore limiting the number of visitors and overall attendance at the events.

Communication. Several community members have expressed that, while interested, they are rarely made aware of events or meetings occurring in the borough. They also don't know where to go to find this information.



Although the buildings are being attractively repurposed, the borough still lacks passenger rail service.

Commercial Vacancies. Vacancies along Main Street and Broad Street weaken the overall character of the downtown business area. These spaces can become blighted and impact neighboring businesses.

Limited Hours of Operation. Many of the existing businesses in the borough close relatively early in the evening. This encourages patrons in search of a late night food option to spend their money elsewhere. The community may need more entertainment and shopping options in the evening.

Lack of Commuter Rail Service. While SEPTA bus service is a strength, the lack of commuter rail service is definitely a weakness. It limits potential visitors to the borough that would otherwise be able to travel by rail.

Food Desert. The borough currently lacks a full-service grocery store in the borough. Several grocery stores are located in neighboring Hilltown Township, Bucks County, across County Line Road from Souderton, though sidewalks and crosswalks do not continue from Souderton to reach the grocery stores.

Opportunities

Recruiting Residents and Businesses. Recruiting new residents and businesses to the borough will help build the community character and reduce vacancies and blight.

More Events. Community events benefit residents and businesses in many ways. They offer opportunities for socialization, meeting neighbors,

and making new connections. They draw people on foot as passers-by to borough businesses. Community events can support a local charity or generate customers for local vendors. Offering more events will draw people to the borough more often. Similarly, diversifying the types of events will broaden appeal to a larger audience.

Potential Farmer's Market. The community survey highlighted a strong desire among community-

members for a Farmer's Market. Hosting a Farmer's Market is an opportunity to attract more people and businesses to the borough and increase access to nutritious foods.

More Public Art. The borough can enhance its artistic character by adding public art such as murals and sculptures.



New development and adaptive reuse offer opportunities for new businesses and residents to move to the borough.



An electric box features a colorful mural at Broad and Main Streets.

Threats

Reluctance to Change (NIMBYism). Change can be met with resistance, however, revitalization and adapting to the future will inevitably involve some change. It is important to keep the public informed through each step of the process to help everyone understand provide input, and hopefully welcome positive change.

Staff Turnover. While borough staff are highlighted as a strength, there remains the threat of losing momentum when key staff members retire. Documenting key institutional knowledge will help the borough transition through staff changes.

COVID-19. The COVID-19 pandemic presented enormous challenges for societies across the globe. The business community faced extended mandatory closures and varying requirements for masking and social distancing during the height of the pandemic. While the Centers for Disease Control and Prevention (CDC) have officially declared the end of the pandemic emergency, future strains of COVID-19 or other diseases could threaten the boroughs' revitalization. Additionally, telework and telemedicine have become commonplace, impacting shopping and dining patterns.

REVITALIZATION GOALS

Taking into account the SWOT analysis above, the other information outlined in this plan, and the extensive public input (See Chapter 7), the Steering Committee settled on eight goals, in priority order, for the ongoing revitalization of Souderton Borough. These goals will help the borough reach this vision.



Souderton's vision for the future includes preserving history, such as this stunning Main Street building now occupied by Univest. It formerly housed Yocum Godshalk & Co. and Renreg Hardware.

Vision Statement

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.

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.

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.

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.



A bicyclist rides down 2nd Street near the Hillside Cemetery.



Events can support and encourage local artists such as these vendors of creative cutting boards selling at a 3rd Friday event in 2022.

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.

CONCLUSION

The Goals in this plan are broad objectives that, if accomplished, will achieve an aspect of the vision. Recommendations, in the following chapter, are measures that need to take place to achieve the goals.



Chestnut Street Park

Chapter 5: Recommendations

INTRODUCTION

This chapter lays out specific recommendations to make progress towards the goals and vision of the plan. Some recommendations continue past efforts, while some additional strategies are introduced for the continued revitalization of the borough. The recommendations are introduced in order of priority category: high, medium, or low. These recommended strategies will help Souderton Borough be a vibrant, visibly interesting, fun, and welcoming place into the future.

Note: Each recommendation is numbered. The number corresponds to the goals outlined in Chapter 4. While a recommendation may support multiple goals, the assigned number represents the primary goal supported. A table of all recommendations and goals can be found in Chapter 6.

HIGH PRIORITY RECOMMENDATIONS

These items were identified by the steering committee as higher priority than most of the recommendations in this plan.



Existing businesses on Broad Street.

1A: Unite and Strengthen the Business Community

Supports Goals 1 & 2

Build on Souderton Connects' existing efforts to unite business owners to strengthen the business community and attract additional businesses to the

borough. By bringing business owners together, they can assist each other and help create a more welcoming and successful commercial environment. Currently, Souderton Connects has launched a joint gift card program in which the gift cards can be utilized at several of the businesses in the borough.

They also host networking events to help educate and bring together business owners. Building on these existing efforts will help strengthen the business community and attract additional businesses to the borough.

1B: Support Existing Businesses

Supports Goal 1

Promote, support, and retain existing businesses. Assist businesses with marketing; provide business owners with professional development and networking opportunities such as meetings that rotate through different local businesses.

1C: Recruit New Businesses

Supports Goal 1

Recruit new businesses desired by residents. Further advertise the new business welcome packet for potential new businesses seeking to relocate to the borough.

1D: Vacancies

Supports Goals 1 & 3

Maintain a list of and promote vacant buildings and redevelopment areas. Fill vacant store fronts with temporary stores or window displays.

1E: Underutilized Properties

Supports Goals 1 & 3

Support the redevelopment of underutilized properties, especially those where the first floor is in residential use. Incentivize transitioning more of these first floors to commercial uses. Continue to work to activate the ground floor of buildings in the downtown to create a more vibrant business district and destination.



A vacancy in the shopping center on Broad Street at School Lane.

2A: Programming for Youth

Supports Goal 2

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

Supports Goal 2

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.

Partner with more groups and organizations to host and plan events.

2C: Languages

Supports Goal 2

Provide important information in multiple languages, especially if provided on paper. A QR code on a flyer could link to information in additional languages.

2D: Accessibility

Supports Goal 2

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.



Holly's Hill Park provides a well-maintained accessible pathway.

2E: Community Calendar

Supports Goal 2

Work to create a community events calendar that can promote events from a variety of sponsoring organizations. Cross post events on as many social media outlets as possible. Continually evaluate and improve public outreach about community events and local businesses.

3A: Streetscaping

Supports Goal 3

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. It is not necessary to include the cobblestones – brick or stamped concrete can be used where salt deterioration is not an issue. Ensure trees are complimentary to business needs by choosing appropriate tree varieties and placing trees appropriately. Consider alternative to trees such as planters or bushes in locations that are space constrained or in front of business entrances.

4A: Sidewalks and Crosswalks

Supports Goals 2 & 4

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. Few people will travel out of their way to use a crosswalk that is too distant, therefore, crosswalks need to be provided frequently when desirable destinations are located on both sides of the street.

4B: Pedestrian Improvements to Regional Destinations

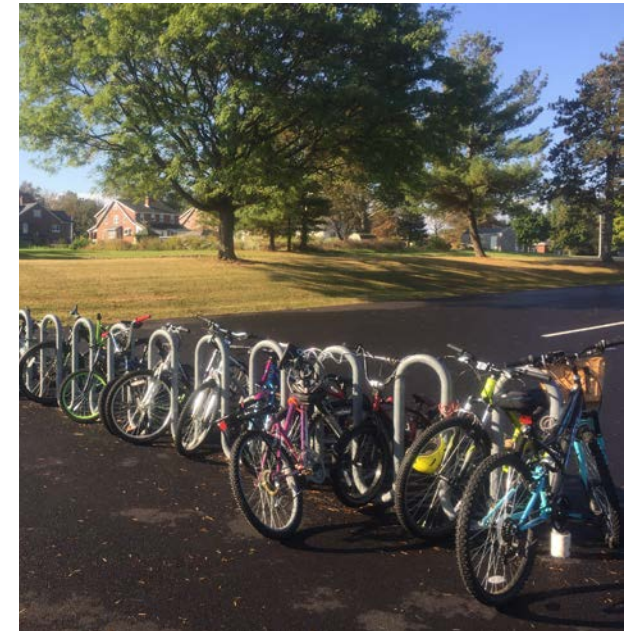
Supports Goal 4

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

Supports Goal 4

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.



The bicycle parking at Indian Crest Middle School is well utilized.

6A: New Arts Businesses

Supports Goals 1 & 6

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

7A: Farmer's Market

Supports Goal 7

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

Supports Goals 3 & 7

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

MEDIUM PRIORITY RECOMMENDATIONS

These recommendations are not as high priority as the above, but still highly desired by the Steering Committee and the community.

1F: Partnerships

Supports Goal 1

Reach out to other boroughs with historic main streets, the Montgomery County Commerce Department, and the PA Downtown Center for networking, collaboration, information, and professional development. DCED's Keystone Communities Program may have funding and assistance available for façade improvement,

planning, and public improvements in downtown and commercial districts.

1G: Way-finding and Information

Supports Goals 1 & 2

Create coordinated way-finding signage for the key areas in the borough such as the public parking lots, downtown business area, historic district, and specific historic sites and key attractions. Also, develop an information kiosk in the downtown to post events, a business directory, and other useful visitor information to attract more people to events and programming. A comprehensive look at rebranding and providing wayfinding signage and information kiosks will help enhance place-making and attract more people toward the assets already provided in the borough.



Painted newspaper boxes offer information about businesses in the borough thanks to Souderton Connects.

3B: Design Amenities

Supports Goal 3

Provide additional street furniture such as benches and trash receptacles within and near to all business areas. Benches offer a place for people to sit and take a rest after a long walk or shopping spree. Trash receptacles are vital for the cleanliness of a community. Public amenities create a more enjoyable experience for all visitors.

3C: Code Enforcement & Street Cleaning

Supports Goal 3

Ensure that properties in the business districts are well-maintained and up to code. Ensure streets are clean and well-maintained. Encourage community-building that fosters a sense of ownership and pride in the appearance of public places.

3D: Building Appearance

Supports Goal 3

Encourage property maintenance and façade improvements. Consider business façade highlights or visual appearance contests.

3E: Updated Borough Ordinances to Support Businesses

Supports Goals 1 & 3

Continue to ensure that ordinances are kept up to date and address current needs of the business community.

3F: Historic Appearance

Supports Goals 3 & 5

Revise and update the adopted Design Guidelines for the historic district (currently "Souderton-

Telford Design Guidelines,” 2006) to be specific to Souderton.

4D: Bicycle Safety

Supports Goal 4

Invest in infrastructure and education that will improve bicycling in and around Souderton, including signage, bicycle parking, on-road improvements, and multi-use trails.

4E: Transit Planning

Supports Goal 4

Continue to lobby for the restoration of passenger rail service to Souderton.

4F: Traffic Calming

Supports Goal 4

Conduct a comprehensive study regarding traffic speeding in the borough. Implement traffic calming measures as needed across the borough to slow down vehicles. Speeding vehicles were identified as a top concern of many residents in the community survey.

5A: Adaptive Reuse

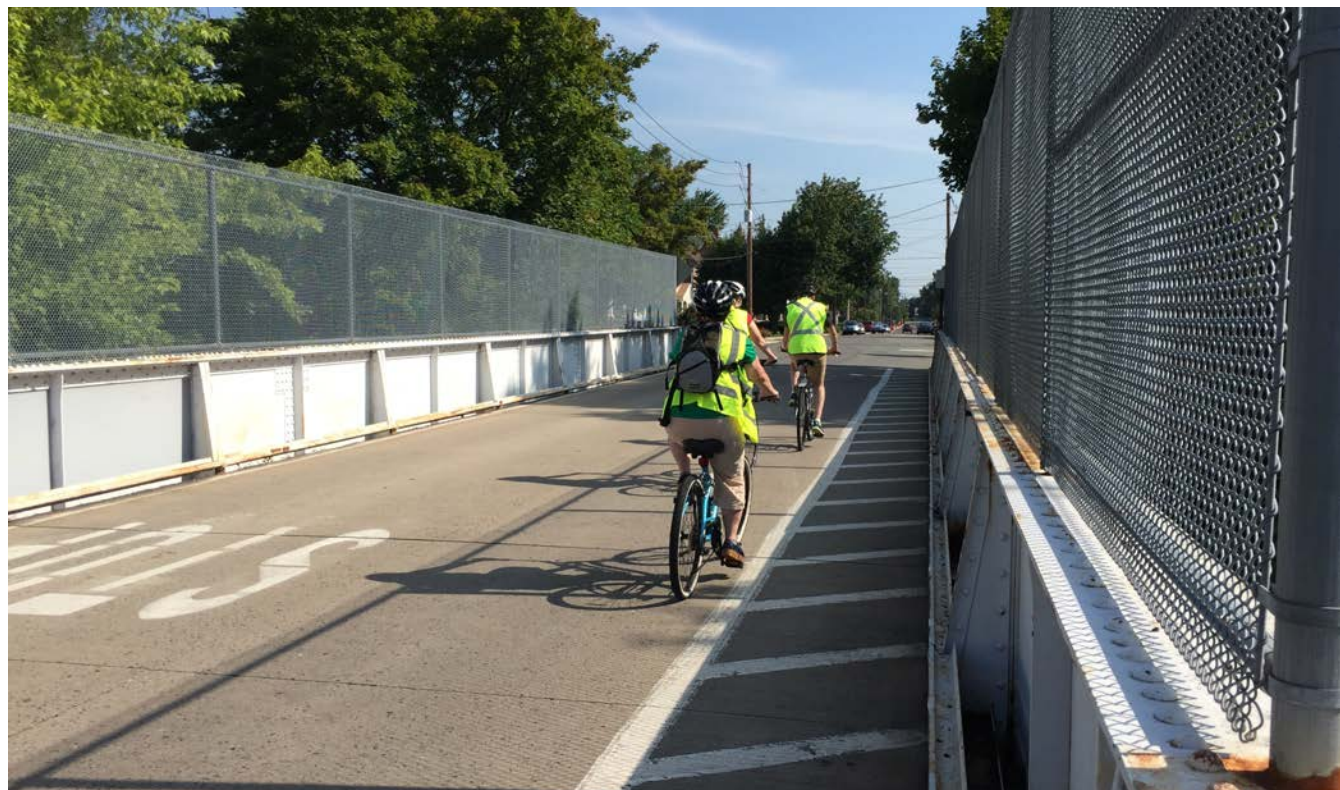
Supports Goals 3 & 5

Ensure that the zoning code supports adaptive reuse of large historic buildings within the main business corridors.

5B: Mixed Use Redevelopment

Supports Goals 1 & 5

Encourage the modest addition of new housing units very close to primary business corridors that could serve a variety of household sizes.



Bicyclists cross the railroad tracks on East Summit Street.

5C: Strengthen Neighborhood Communities

Supports Goals 2 & 5

Encourage community building and neighborhood identity by encouraging block parties and welcoming committees for new neighbors.

7D: Park Planning and Improvements

Supports Goal 7

Continue to upgrade and improve public parks in the borough, including with added lighting and amenities for park users.

8A: Greener Streets

Supports Goals 3 & 8

Create more green space within the public right of way with planted verges between curb and sidewalks and more trees, planters, and other landscaping where feasible. Souderton Borough is at a high risk level in terms of the heat index. Street trees help mitigate this, providing shade over paved roadways and lowering the overall temperature of the borough while also greening the built environment. Requiring space for a landscaped

verge between sidewalks and streets will provide a green location for street trees to better survive. A verge also increases the potential for the trees to develop an attractive canopy over the adjacent streets and sidewalks. Hire a certified arborist to provide advice on street tree maintenance.

8B: Tree Canopy

Supports Goals 3 & 8

Plant shade trees throughout the borough. Encourage residents to plant more trees on their properties. Develop volunteer-based programs to help maintain trees and other public landscaping.

LOW PRIORITY RECOMMENDATIONS

This last set of recommendations is lower priority than the other recommendations. However, every one of these was evaluated to see if the priority level was low enough to remove it from the plan. These are the remaining recommendations – all of them are beneficial to move the borough forward towards a vibrant future.

1H: Evening Hours

Supports Goal 1

Work strategically with business owners to extend hours of operation into the evenings. Consider coordinated, advertised later hours on some evenings.

2F: Volunteers

Supports Goal 2

Recruit new volunteers and involve them in events and on various committees.



Borough Park contains large canopy trees and is currently undergoing upgrades to add amenities.

2G: Street Closures

Supports Goals 1 & 2

Work to close Main Street (and other streets if needed) more frequently for community events.

2H: Website Redesign

Supports Goal 2

Complete a redesign of the borough's website to create a more user-friendly page. A clear hierarchy through text size, color, and design will help users

navigate various topics and find the information they are looking for while minimizing hurdles for trivial tasks and overall confusion.

3G: Transit Stop Shelters

Supports Goals 3 & 4

Work with SEPTA to install attractive bus shelters for public transit users, to keep them sheltered from weather events while waiting for the bus.



A bus stop on Broad Street offers no amenities for transit riders.

4G: Parking Improvements

Supports Goals 1 & 4

Hire a consultant to explore the need for, and feasibility of, a downtown parking garage. As more residents and businesses locate into downtown Souderton, a parking structure with more parking may become necessary to accommodate the increased demand. In the future, the borough should hire a consultant to explore the need for, and feasibility of, a downtown parking garage.

4H: SEPTA Bus Revolution & Microtransit

Supports Goal 4

Continue to collaborate with SEPTA for their Bus Revolution and Microtransit projects and implement the final recommendations. Help educate the borough residents on bus system upgrades.

4I: Access Management

Supports Goal 4

Consider requiring shared access for parking lots by ordinance. Requiring shared access creates better connected parking lots and limits the number of curb cuts along roads. This will decrease the number of pedestrian-vehicular conflicts and provide a safer, more enjoyable pedestrian environment.

5D: Historic Preservation Ordinance



Enacting a Historic Preservation Ordinance could provide some protections for historic resources in the Historic District .

Supports Goals 3 & 5

Consider implementing a historic preservation overlay ordinance. This will help preserve historic resources in the borough and can help incentivize the preservation and rehabilitation of these structures.

5E: Historic Walking Tour

Supports Goal 5

Partner with the Souderton-Telford Historical Society on community activities and projects. Create a self-guided historic walking tour of Souderton and offer it through the Souderton Connects website.

5F: Transit-Oriented Redevelopment

Supports Goal 5

Create a master plan for future mixed-use development around the train station. Ensure design guidelines are in place so that coordinated, well-developed housing fits in well with the existing context of development in the borough. The redevelopment of the train station buildings and the potential for restoration of passenger rail service to the borough may spur development around the station. Creating a master plan will allow for cohesive development of this key area of the borough. Offering a varied selection of housing types and mixing them with other retail and commercial uses will encourage a walkable, thriving downtown.

6B: Downtown Arts & Identity

Supports Goals 3 & 6

Work with local artists and businesses to install public art, such as sculptures or murals, in Souderton. Public art can improve the overall

aesthetic of the borough, attract people with art interests, and contribute to community character and identity.

6C: Support Artists

Supports Goal 6

Display the work of local artists in borough-owned buildings or spaces.

7C: Dog Park

Supports Goal 7

Consider adding a fenced, off-leash dog park to the borough's park system.

7E: Community Garden

Supports Goals 7 & 8

Explore the feasibility of starting a community garden in one of the borough's park spaces to educate residents on gardening and composting while providing them with healthy food options.

8C: Landscaping Ordinances Improvements

Supports Goals 3 & 8

Ensure the proper care and maintenance of new landscaping by updating ordinance to require best practices in landscape plantings and ongoing maintenance. Specifying requirements for minimum soil volume will help ensure the longevity of newly planted street trees. This would also protect the sidewalks from being cracked and lifted by the roots, an issue that hinders the accessibility and walkability of the borough. Additionally, adding language to the Subdivision and Land Development Ordinance SALDO that requires a landscaping



Landscaping and Stormwater Management being installed at Reliance Crossing (2016)

guarantee in the Operation and Maintenance Agreement would ensure that landscaping planted through new development survives beyond the completion of the project.

8D: Sustainability Plan & Green Building Ordinances

Supports Goals 5 & 8

Create a sustainability plan for the borough to develop strategies for integrating green technology into existing infrastructure and to mitigate the impacts of human activities on the environment.

CONCLUSION

Souderton is well-poised to continue moving towards being the welcoming, vibrant community it is already becoming.

Chapter 6: Implementation and Funding

INTRODUCTION

This chapter provides a summary table of all goals and recommendations organized by priority. Most are listed as High, Medium, or Low priority, but three items are identified as Urgent; those are highlighted in the table below. These Urgent items were identified by the steering committee as the highest priority and the key items to implement. Note that the Low priority items are lower in importance than the other items, but they are still important to the community.

Within the table below, responsibility for implementation is indicated as “Borough,” “BID,” or “Other.” The first refers to Souderton Borough, which might include Borough Elected Officials, the Borough Manager and staff, and in some cases the Borough Planning Commission. “BID” refers to Souderton Connects staff and board. “Other” includes and a variety of other groups

and organizations that might participate in the implementation of those items. These may include the Montgomery County Planning Commission, the Souderton-Telford Historical Society, PennDOT, other municipalities, or Bucks County Planning Commission. In addition, various community groups and organizations such as churches, scouts, the library, schools, and non-profit partners might play a role in making some of these happen, in addition to business owners themselves.

A timeline of when each recommendation might be implemented is also included. Short-term items may be able to be completed within the next 1-3 years. Mid-term items may be completed within 3-5 years. Items that will likely take at least 5 years to implement are indicated as long-term. A number of items are included as ongoing – these need to be a regular part of the work of the responsible entities.

IMPLEMENTATION CHART

	TYPE/ TIME-LINE	SUPPORTS GOAL(S)								TITLE	RESPONSIBILITY			DESCRIPTION	PRIORITY	
		1	2	3	4	5	6	7	8		BOROUGH	BID	OTHER			
G1	GOAL	x									Thriving Business District				Ensure that Souderton has great businesses, with few vacancies and infrequent turnover.	
1a	ongoing	x	x								Unite and Strengthen the Business Community		x		Build on Souderton Connects' existing efforts to unite business owners to strengthen the business community and attract additional businesses to the borough.	High
1b	ongoing	x									Support Existing Businesses		x		Promote, support, and retain existing businesses. Assist businesses with marketing; provide business owners with professional development and networking opportunities such as meetings that rotate through different local businesses.	High
1c	ongoing	x									Recruit New Businesses		x		Recruit new businesses desired by residents. Further advertise the new business welcome packet for potential new businesses seeking to relocate to the borough.	High
1d	short-term	x		x							Vacancies	x	x		Maintain a list of and promote vacant buildings and redevelopment areas. Fill vacant store fronts with temporary stores or window displays.	High
1e	long-term	x									Underutilized Properties	x	x		Support the redevelopment of underutilized properties, especially those where the first floor is in residential use. Incentivize transitioning more of these first floors to commercial uses.	High
1f	short-term	x									Partnerships	x	x	x	Reach out to other boroughs with historic main streets, the Montgomery County Commerce Department, and the PA Downtown Center for networking, collaboration, information, and professional development.	Medium
1g	mid-term	x	x								Way-Finding and Information	x	x		Create coordinated way-finding signage for the key areas in the borough such as the public parking lots, downtown business area, historic district, and specific historic sites and key attractions. Also, develop an information kiosk in the downtown to post events, a business directory, and other useful visitor information to attract more people to events and programming. A comprehensive look at re-branding and providing wayfinding signage and information kiosks will help enhance place-making and attract more people toward the assets already provided in the borough.	Medium
1h	short-term	x									Evening Hours		x		Work strategically with business owners to extend hours of operation into the evenings. Consider coordinated, advertised later hours on some evenings.	Low
G2	GOAL		x								Welcoming Community				Celebrate diversity and create a <u>welcoming community</u> for people of all ages, backgrounds, and abilities.	
2a	short-term		x								Programming for Youth	x	x		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.	High
2b	ongoing		x								Community Events for All		x		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. Partner with more groups and organizations to host and plan events.	High
2c	short-term		x								Languages	x	x		Provide important information in multiple languages, especially if provided on paper. A QR code on a flyer could link to information in additional languages.	High
2d	Long-term		x								Accessibility	x			Improve physical accessibility for individuals of all abilities by ensuring right-of-way areas, public events, and borough parks and buildings are physically accessible to all.	High
2e	mid-term		x								Community Calendar	x	x	x	Work to create a community events calendar that can events from a variety of sponsoring organizations. Cross post events on as many social media outlets as possible.	High
2f	Short-term		x								Volunteers	x	x	x	Recruit new volunteers and involve them in events and on various committees.	Low

	TYPE/ TIME-LINE	SUPPORTS GOAL(S)								TITLE	RESPONSIBILITY			DESCRIPTION	PRIORITY
		1	2	3	4	5	6	7	8		BOROUGH	BID	OTHER		
2g	Short-term	x	x							Street closures	x	x		Work to close Main Street (and other streets if needed) more frequently for community events.	Low
2h	Short-term		x							Website Redesign	x			Complete a redesign of the borough's website to create a more user-friendly page. A clear hierarchy through text size, color, and design will help users navigate various topics and find the information they are looking for while minimizing hurdles for trivial tasks and overall confusion.	Low
G3	GOAL			x						Great Appearance				Ensure Souderton's business districts are <u>attractive</u> and inviting.	
3a	long-term			x						Streetscaping	x	x		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. It is not necessary to include the cobblestones - brick or stamped concrete can be used where salt deterioration is not an issue. Ensure trees are complimentary to business needs by choosing appropriate tree varieties and placing trees appropriately. Consider alternative to trees such as planters or bushes in locations that are space constrained or in front of business entrances.	High
3b	short-term			x						Design Amenities	x	x		Provide additional street furniture such as benches and trash receptacles within and near to all business areas. Benches offer a place for people to sit and take a rest after a long walk or shopping spree. Trash receptacles are vital for the cleanliness of a community. Public amenities create a more enjoyable experience for all visitors.	Medium
3c	ongoing			x						Code Enforcement and Street Cleaning	x			Ensure that properties in the business districts are well-maintained and up to code. Ensure streets are clean and well-maintained. Encourage community building that fosters a sense of ownership and pride in the appearance of public places.	Medium
3d	ongoing			x						Building Appearance	x	x		Encourage property maintenance and façade improvements. Consider business façade highlights or visual appearance contests.	Medium
3e	mid-term	x		x						Update Borough Ordinances to Support Businesses	x		x	Continue to ensure ordinances are up to date and address current needs of the business community.	Medium
3f	mid-term			x		x				Historic Appearance	x		x	Revise and updated the adopted Design Guidelines for the historic district (currently "Souderton-Telford Design Guidelines," 2006) to be specific to Souderton.	Medium
3g	mid-term			x	x					Transit Stop Shelters	x	x		Work with SEPTA to install attractive bus shelters for public transit users, to keep them sheltered from weather events while waiting for the bus.	Low
G4	GOAL				x					Transportation				Create safe and convenient travel for all modes of transportation.	
4a	mid-term		x		x					Sidewalks and Crosswalks	x			Add sidewalks and crosswalks where absent. Maintain and upgrade existing sidewalks and crosswalks to better serve the needs of all types of users.	High
4b	mid-term				x					Pedestrian Improvements to Regional Destinations	x	x	x	Work with adjacent communities to provide comprehensive sidewalk connections to local destinations, such as the Giant supermarket, where walking along the roadway is observed regularly.	High
4c	ongoing				x					Pathways Planning	x		x	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
4d	long-term				x					Bicycle Safety	x		x	Invest in infrastructure and education that will improve bicycling in and around Souderton, including signage, bicycle parking, on-road improvements, and multi-use trails.	Medium

	TYPE/ TIME-LINE	SUPPORTS GOAL(S)								TITLE	RESPONSIBILITY			DESCRIPTION	PRIORITY
		1	2	3	4	5	6	7	8		BOROUGH	BID	OTHER		
4e	long-term				x					Transit Planning	x	x	x	Continue to lobby for the restoration of passenger rail service to Souderton.	Medium
4f	mid-term				x					Traffic Calming	x		x	Conduct a comprehensive study regarding traffic speeding in the borough. Implement traffic calming measures as needed across the borough to slow down vehicles.	Medium
4g	long-term	x			x					Parking Improvements	x		x	Hire a consultant to explore the need for, and feasibility of, a downtown parking garage.	Low
4h	mid-term				x					SEPTA Bus Revolution and Microtransit	x		x	Continue to collaborate with SEPTA for their Bus Revolution and Microtransit projects and implement the final recommendations. Help educate the borough residents on bus system upgrades.	Low
4i	long-term				x					Access Management	x		x	Consider requiring shared access for parking lots by ordinance. Requiring shared access creates better connected parking lots and limits the number of curb cuts along roads. This will decrease the amount of pedestrian-vehicular conflicts and provide a safer, more enjoyable pedestrian environment.	Low
G5	GOAL					x				Neighborhoods and Housing				Preserve housing and neighborhoods and support businesses with new residents.	
5a	short-term			x		x				Adaptive Reuse	x		x	Ensure zoning code supports adaptive reuse of large historic buildings within the main business corridors.	Medium
5b	mid-term	x				x				Mixed Use Redevelopment	x			Encourage the modest addition of new housing units very close to primary business corridors that could serve a variety of household sizes.	Medium
5c	ongoing		x			x				Strengthen Neighborhood Communities	x			Encourage community building and neighborhood identity by encouraging block parties and welcoming committees for new neighbors.	Medium
5d	long-term			x		x				Historic Preservation Ordinance	x		x	Consider implementing a historic preservation overlay ordinance. This will help preserve historic resources in the borough and can help incentivize the preservation and rehabilitation of these structures.	Low
5e	mid-term					x				Historic Walking Tour		x	x	Partner with the Souderton-Telford Historical Society on community activities and projects. Create a self-guided historic walking tour of Souderton and offer it through the Souderton Connects website.	Low
5f	long-term					x				Transit-Oriented Redevelopment	x		x	Create a master plan for future mixed-use development around the train station. Ensure design guidelines are in place so that coordinated, well-developed housing fits in well with the existing context of development in the borough.	Low
G6	GOAL						x			Arts				Continue to establish Souderton as a regional center for arts, culture, and entertainment.	
6a	mid-term	x					x			New Arts Businesses	x	x		Continue to attract and promote arts-related businesses and activities, including entertainment.	High
6b	short-term			x			x			Downtown Arts and Identity	x	x	x	Work with local artists and businesses to install public art, such as sculptures or murals, in Souderton.	Low
6c	short-term						x			Support Artists	x	x		Display the work of local artists in borough-owned buildings or spaces.	Low
G7	GOAL							x		Parks				Ensure Souderton has parks and open spaces that are activated, attractive, and serve the community's needs.	
7a	mid-term							x		Farmers' Market	x	x		Work towards offering a farmer's market in the spring and summer seasons.	High
7b	long-term			x					x	Community Space	x	x	x	Look for opportunities to create outdoor public gathering spaces such as pocket-parks or plazas that could have seating, landscaping, and other amenities.	High

	TYPE/ TIME-LINE	SUPPORTS GOAL(S)								TITLE	RESPONSIBILITY			DESCRIPTION	PRIORITY	
		1	2	3	4	5	6	7	8		BOROUGH	BID	OTHER			
7c	long-term								x		Dog Park				Consider adding a fenced, off-leash dog park to the borough's park system.	Low
7d	long-term								x	x	Community Garden	x			Explore the feasibility of starting a community garden in one of the borough's park spaces to educate residents on gardening and composting while providing them with healthy food options.	Low
G8	GOAL									x	Sustainability				Promote sustainability.	
8a	long-term			x						x	Greener Streets	x			Create more green space within the public right of way with planted verges between curb and sidewalks and more trees, planters, and other landscaping where feasible.	Medium
8b	short-term			x						x	Tree Canopy	x	x		Plant shade trees throughout the borough. Encourage residents to plant more trees on their properties and develop volunteer-based programs to help maintain trees and other public landscaping.	Medium
8c	long-term			x						x	Landscaping Ordinances Improvements	x			Ensure the proper care and maintenance of new landscaping by updating ordinance to require best practices in landscape plantings and ongoing maintenance.	Low
8d	long-term					x				x	Sustainability Plan and Green Building Ordinances	x		x	Create a sustainability plan for the borough to look at strategies for integrating green technology changes into existing infrastructure and work to mitigate the impacts of human activities on the environment.	Low

POTENTIAL FUNDING SOURCES

Many grant programs are available that can assist in funding the implementation of this plan. The Delaware Valley Regional Planning Commission maintains a municipal funding resource where they attempt to catalogue all possible grant and loan programs for municipal projects. That can be found at: <https://www.dvrpc.org/Funding/>. In addition Pennsylvania's Department of Community and Economic Development (DCED) hosts dozens of grant programs which can be found here: <https://dced.pa.gov/program/>. Some of the key funding entities that have grant programs relevant to the recommendations in this plan are highlighted below.

Funding programs do change over time, so we recommend ongoing research into current grant opportunities.

Pennsylvania Department of Community and Economic Development Community (DCED) Keystone Communities Program (KCP). The KCP is designed to encourage the creation of partnerships between the public and private sectors that jointly support local initiatives such as the growth and stability of neighborhoods and communities; social and economic diversity; and a strong and secure quality of life. Funding can support local business façade upgrades.

Pennsylvania Department of Conservation and Natural Resources (DCNR) Community Conservation Partnership Program (C2P2). This program supports municipalities in planning for, acquiring, and developing recreation, park, and trail facilities and conserving open space.

Montco 2040 Implementation Grant Program. Montgomery County provides funding for a variety of projects that help to implement the county comprehensive plan (*Montco 2040: A Shared Vision, 2015*).

Montgomery County Transportation Program (CTP). Montgomery County's CTP program awards funds specifically for on-road transportation projects such as safety improvements, restriping (including the addition of new bike lanes or crosswalks), traffic control, curb ramps, and trails that are within the right-of-way (side paths).

Delaware Valley Regional Planning Commission (DVRPC) Transportation & Community Development Initiative (TCDI). The TCDI program supports planning efforts for local development and redevelopment in municipalities that further implement municipal, county, state, and regional planning objectives.



Focus Improvements

Q13 Priorities

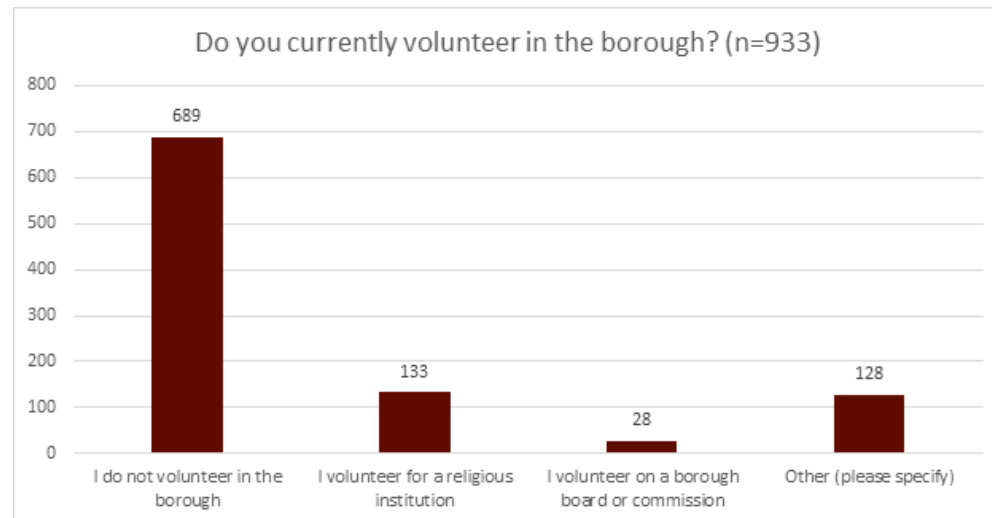
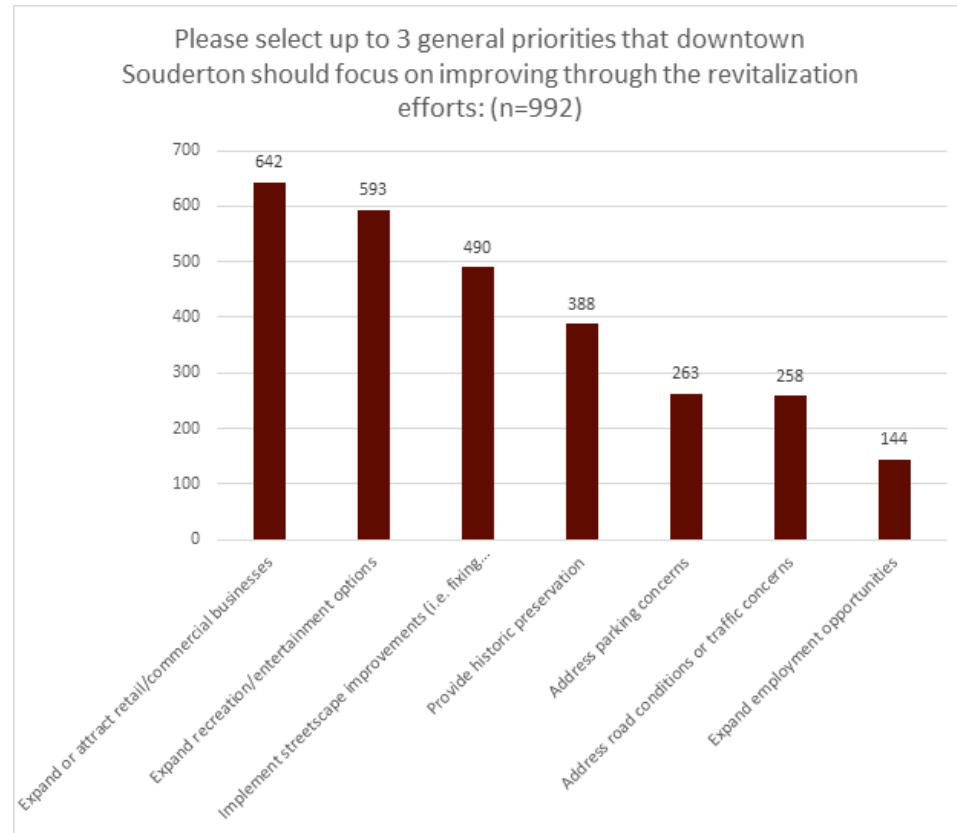
Respondents were asked to choose three priorities for focusing revitalization efforts (out of seven options). The most popular choice was to “expand or attract retail/commercial businesses” (642) followed by “expand entertainment/recreation options” (593). Also popular were “implement streetscape improvements (i.e. fixing sidewalks, improving ADA accessibility, planting street trees, providing street furniture, etc.)” (490) and “provide historic preservation” (288).

Community Participation

These questions asked respondents if they volunteer in the community or had ideas about events in the borough.

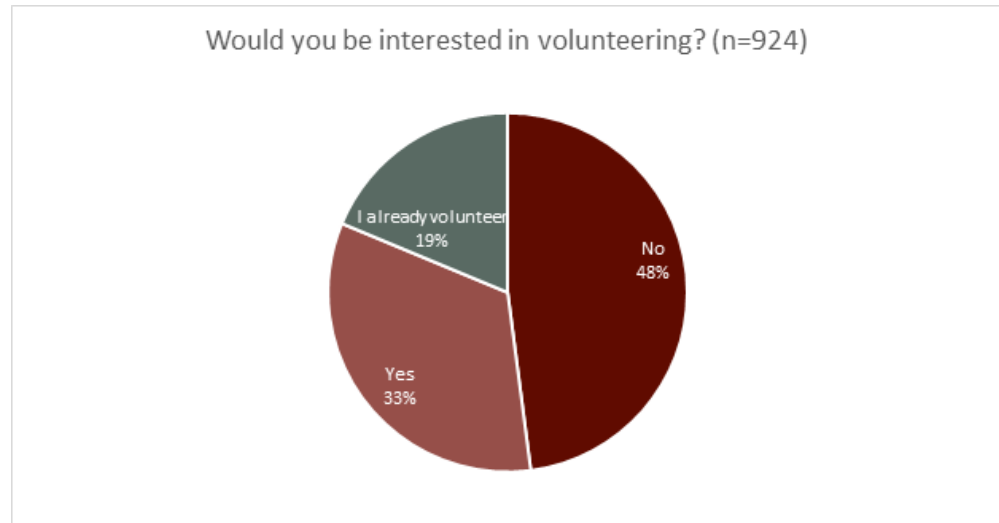
Q28 Volunteer Now

Respondents were asked whether they volunteer in Souderton. Note that respondents could choose more than one option for this question. Although most do not volunteer, there were 133 who volunteer with a religious institution, 28 who serve on a borough board or commission. The responses under “other” included people who asked about volunteer opportunities and others who mentioned volunteering to coach youth sports, as a firefighter or to raise funding for the fire company, for special events, with the Rotary, and several volunteers for the Indian Valley Library.



Q29 Volunteer Future

Respondents were then asked whether they might like to volunteer in the future. One third of respondents are interested in volunteer opportunities.

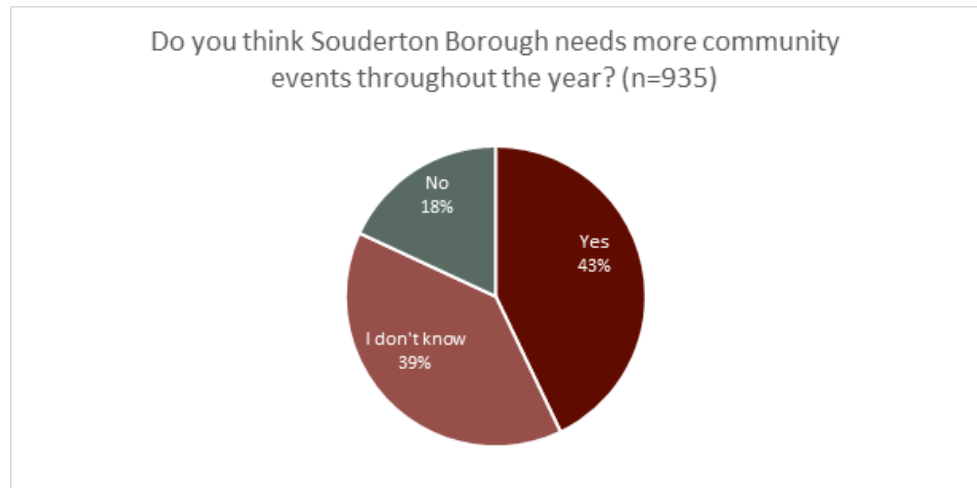


Q30 Events

Respondents were asked if the community needs more events throughout the year. Only 18% of responses indicated that they did not want any more events. Others did or were not sure.

Q30 Event Ideas

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. There was also a lot of appreciation for the existing events in the comments. Several comments mentioned that having a cause that an event raised money for might bring people out.



Open-Ended Responses

Q10

This question asked how much respondents agreed or disagreed with a variety of statements about the borough. There was a comment box at the end for respondents to write whatever they wished. Of the 96 responses, some comments appeared multiple times, such as those asking for more restaurants (18), more retail (15), and more restaurants with alcohol (5). Some of the other issues that were brought up were the need for more of a town center feel, better crosswalks, earlier or later business hours, improved ADA accessibility, property maintenance, and a request for a shop selling donuts and cake. A few of the comments were:

- ◆ “Love the current dining and shopping options, but wish there was more of both and greater variety.”
- ◆ “We need places that stay open later. There is not quite enough to draw people here for a date night or weekend day trip.”
- ◆ “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.”

Q11

Similar to the previous question this item asked how much respondents agreed or disagreed with a variety of statements about the borough. There was a comment box at the end for respondents to write whatever they wished. The table below summarizes the issues raised by the 83 respondents.

ISSUE	NUMBER OF TIMES RAISED IN COMMENTS
lack of parking	10
roads in poor condition	7
sidewalks in poor condition	6
businesses too spread out	6
need traffic calming	6
need better traffic management	5
bicycle and pedestrian safety issues	3
crime	3
litter	3
more local businesses	3
more retail	3
business hours, more in evening	2
business hours, more on Sunday	1
issues with weeds	3
more restaurants	2
restore passenger train service	2
too many trucks	2
lower priced food options	1
more entertainment	1
no residential on ground floor	1
property maintenance	1
sidewalk to grocery store	1
improve smell	1
lower taxes	1

A few of the comments were:

- ◆ “There is a mix of housing and businesses, so walking through the borough is not super shopper or diner friendly just due to how spread out some businesses are from each other and having to cross streets or railroad tracks.”
- ◆ “A lot of sidewalks are really bad especially where I walk with a stroller.”
- ◆ “Weeds need to be cleaned up.”

Desired Businesses

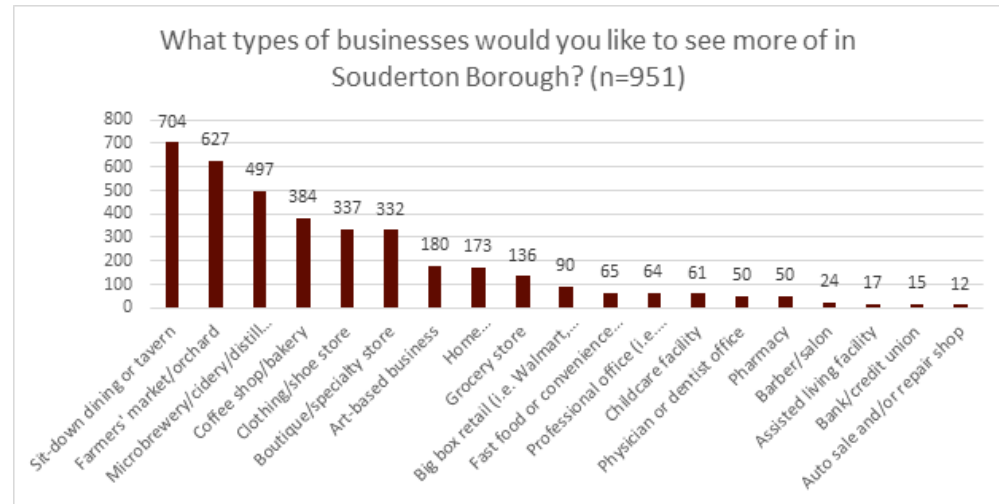
Q17 New Businesses Desired

Respondents were asked to select businesses that they would like to see more of in Souderton. Respondents could select up to five options. Over 700 people requested more “sit-down dining or tavern” and over 625 requested a “farmers’ market/ orchard.”

Q19 Business Availability

This question asked about 20 different types of businesses. The 967 respondents selected for each one whether they felt the borough needed more, had enough, or had too many. The answers that were the most desired in the borough were Restaurants/bars (739), Clothing/shoe stores (706), Books/music retail (630), Specialty boutiques (572), Coffee shops/bakeries, florists, and home goods/ appliances/furnishings stores (482). The choices that had the most respondents saying that there were too many were Drive-through fast food restaurants (205), Auto repair/sale stores (162), and Banks/financial institutions (121).

The comment box received 79 additional responses including many requests for some type of fitness studio, especially with classes (such as yoga, Zumba). Other requests included retail and entertainment for children (toys, puzzles, games, comics), a natural food store, a fabric/craft shop, a co-working space, a live music venue, a late-night coffee-style shop, specialty grocers (cheese, meat, oils & vinegars), gluten-free bakery or pizza place, and more outdoor dining.



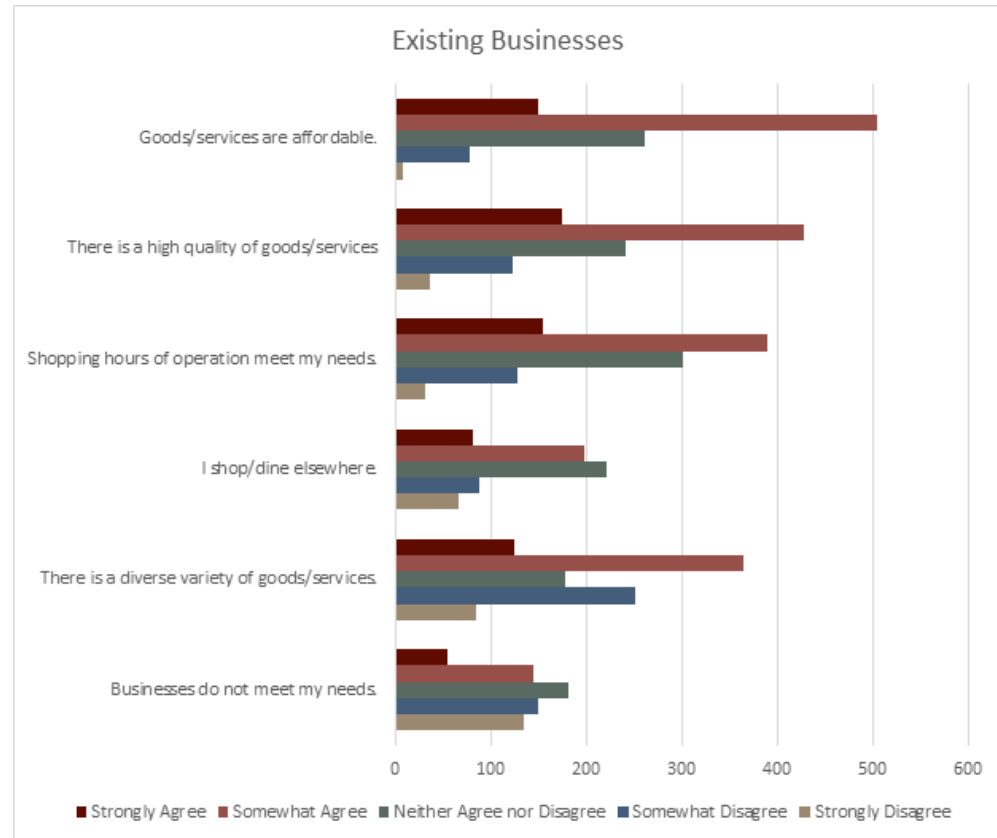
Existing Businesses

Q10 & Q11

Respondents were asked for the level of concurrence with a variety of statements related to existing businesses in the borough. When asked about the quality and affordability of good/services in the borough, respondents felt very favorably. In addition, most respondents felt favorably or neutral about the hours that shops were open.

When asked about the diversity of offerings in the borough, responses were fairly spread out among the options. The most popular response was “somewhat agree” (365) followed by “somewhat disagree” (251).

Many respondents agreed or were neutral on whether they shop/dine elsewhere, and responses were mixed on whether the existing businesses meet respondents’ needs, though many (43%) felt that they did.



Frequency And Reasons For Visits To Souderton

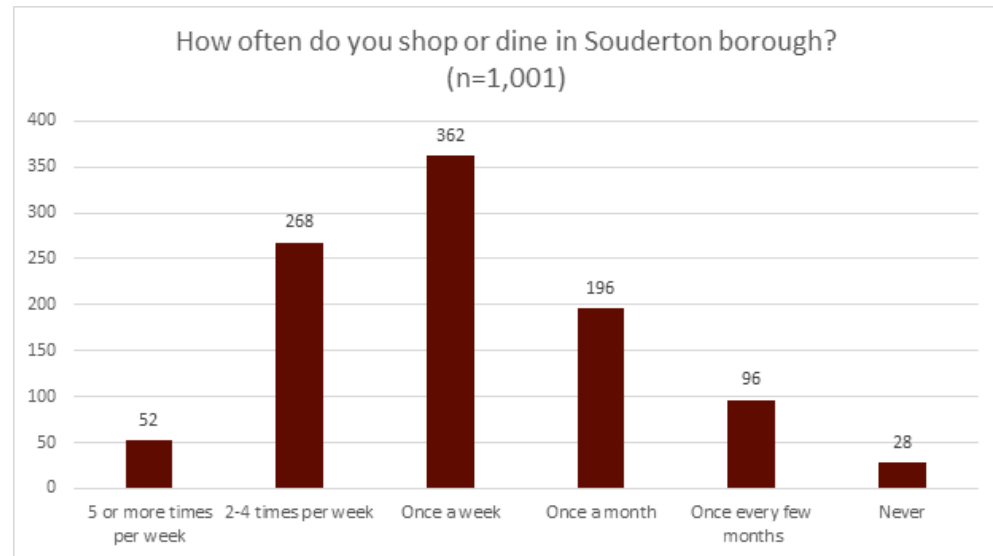
Q8 Why Visit?

Respondents were asked, “What are the two biggest reasons you visit Souderton Borough (i.e. specific establishment, attraction, or activity)?” 950 people answered this question. By far the most common response was to visit a restaurant. Some respondents simply mentioned that they visited to get food, while others mentioned a specific establishment such as Northbound or Broad Street Italian. In total, the number of responses that mentioned restaurants in some way was 432. The second most common response was to mention one of the theaters (Montgomery – live theater; Broad Street – movie theater), or to mention just to “go to the theater.” 226 responses mentioned theater as a reason to go to Souderton. The next most common responses were to go to the park (94), for work (56), for 3rd Fridays (55), to go for a walk (53), and to go to the pool (51). Some comments:

- ◆ “We love broad street pizza and the theater for a nice date night!”
- ◆ “Walk there almost every day.”
- ◆ “Public events (fall/art fest, 3rd Fridays, parades, etc.)”
- ◆ “Like the ability to walk to Broad Street theatre, Broad coffee, and local restaurants, love walking, not driving after drinking.”

Q9 Frequency

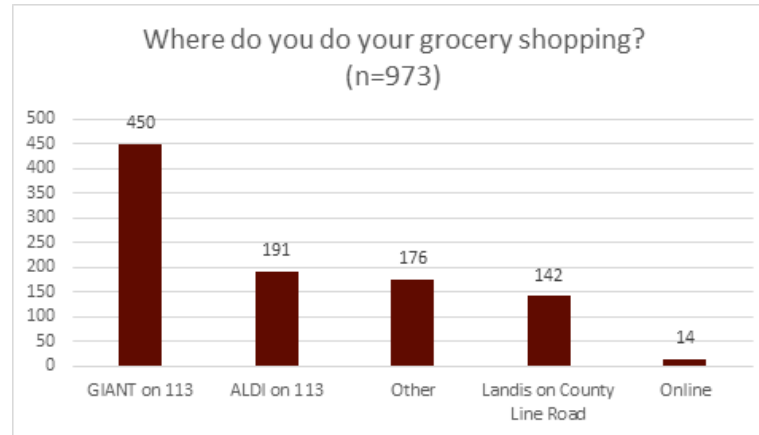
Survey respondents shop or dine in Souderton fairly often, with 68% shopping or dining weekly or more often.



Groceries

Q18 Groceries

Respondents were asked where they typically shop for groceries. Most households do their grocery shopping at the Giant supermarket in Hilltown Township, across Route 309. Many of the 176 respondents who chose “other,” remarked that they regularly shop and more than one grocery store. There were also a number of responses mentioning Wegman’s, Walmart, ShopRite, Henning’s, and other locations of Landis and Giant supermarkets.



Online Shopping

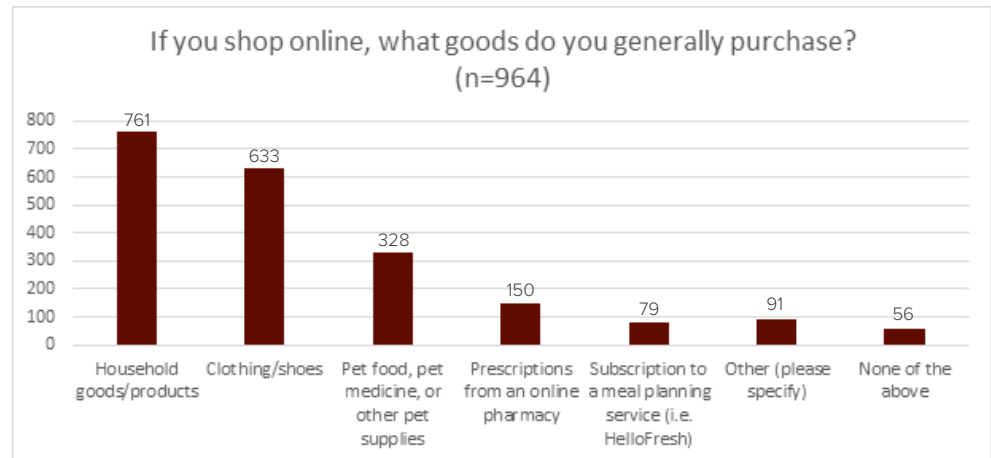
Q14 Frequency

Respondents Were Asked How Often They Purchase Something Online, Other Than Takeout Or Groceries. Many Respondents Are Ordering Something Frequently, Every Two Weeks Or More Often.



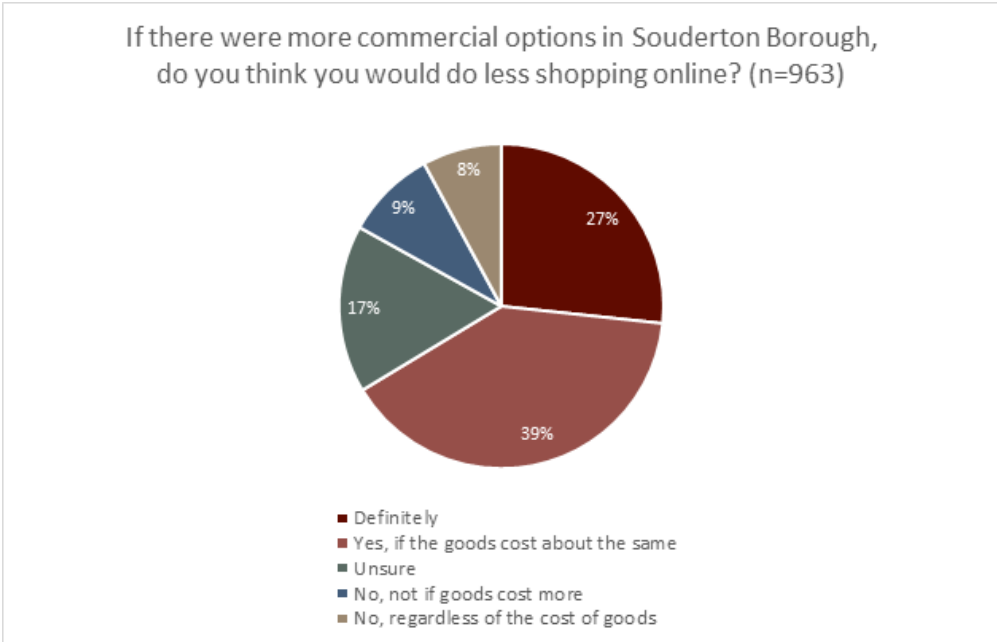
Q15 Online Goods

People who chose “other” often mentioned books, Christmas gifts, or items from a wedding or baby registry.



Q16

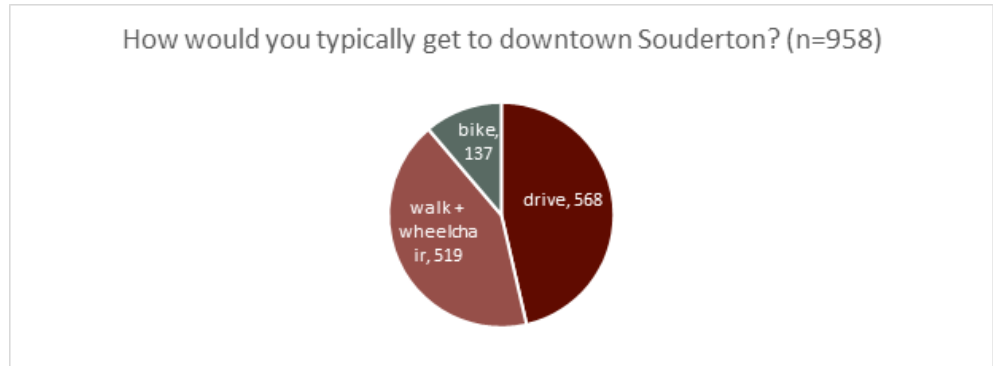
Respondents were asked if they might consider switching to purchasing things in person if there were more commercial options in Souderton.



Transportation Modes

Q20

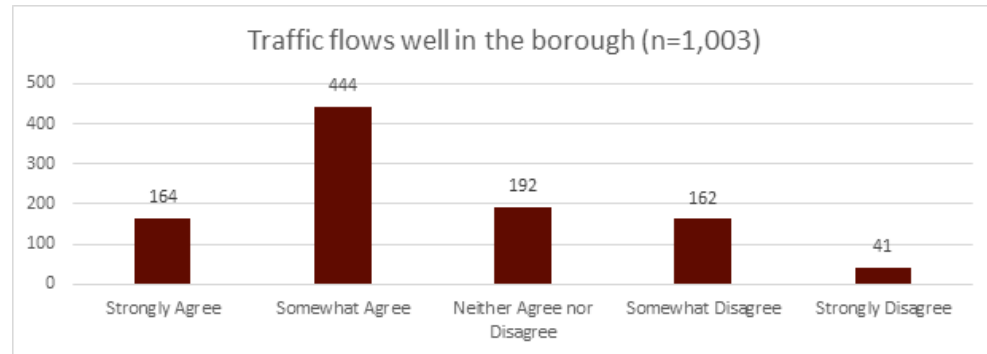
Respondents Were Asked How They Typically Get To Downtown Souderton. Similar Numbers Of Respondents Walk (Or Use A Wheelchair) And Drive. A Smaller Number Bike. Fewer Than 50% Of The Total Respondents Report That They Drive To Downtown Souderton.



Traffic And Roadway Priorities

Q11

Respondents Were Asked For The Level Of Concurrence With This Statement: Traffic Flows Well In The Borough. Most Respondents Somewhat Agreed With That Statement. Only 4% Strongly Disagreed That Traffic Flows Well.



Q26

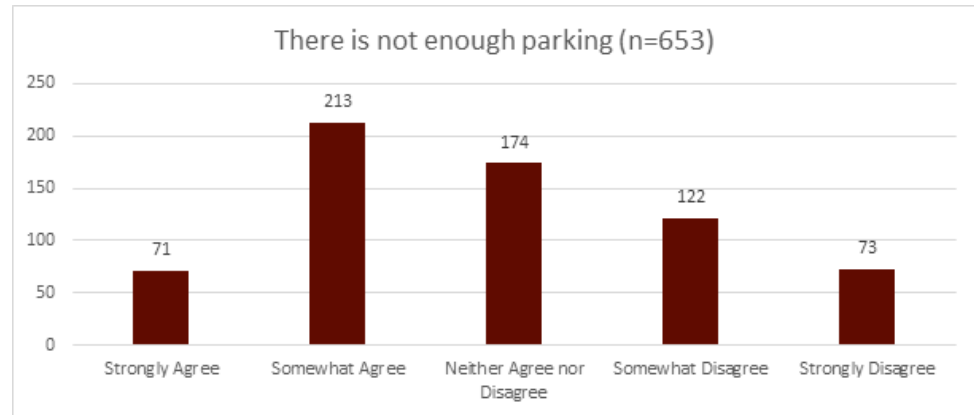
When asked for a top priority for roadway improvements, maintaining roads in good condition was the clear favorite, followed by adding street lighting and sidewalks or bike lanes. (n=954)

	MAINTAINING ROADS IN GOOD CONDITIONS	ADDING STREET LIGHTING	ADDING SIDEWALKS AND/OR BIKE LANES ALONG ROADWAYS	IMPROVING SIGNAL TIMING	DECREASING TRAFFIC SPEED
High Priority	622	306	291	242	231
Medium Priority	286	381	366	349	257
Low Priority	33	164	202	248	244
Not Needed	8	86	78	92	204
Weighted Average	3.6	2.97	2.93	2.8	2.55

Vehicle Parking

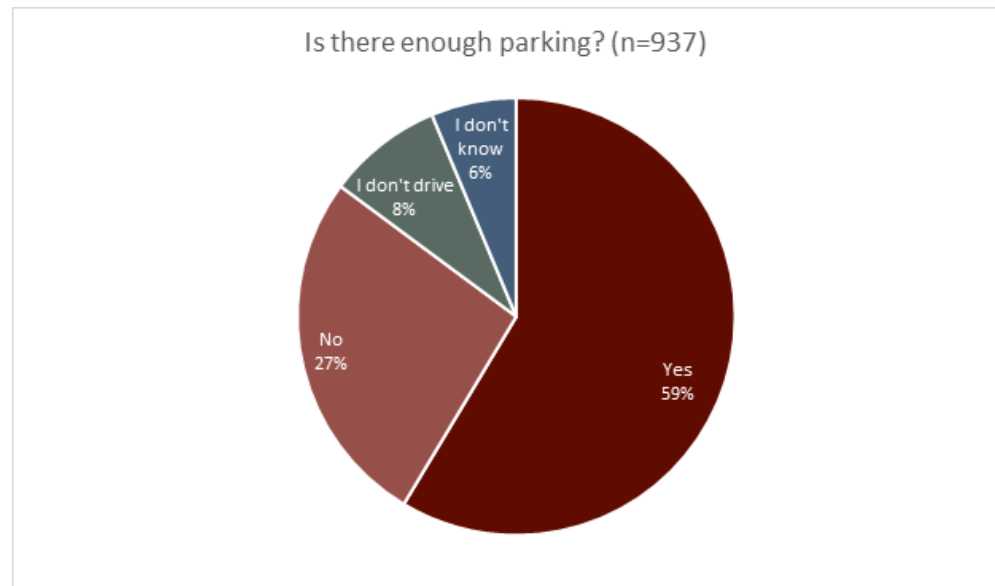
Q10

Question 10 Asked If Respondents Thought There Was Not Enough Parking. Those Who Somewhat Or Strongly Agreed That There Is Not Adequate Parking (284) Greatly Outweigh Those Who Somewhat Or Strongly Disagree (195). However, About The Same Number Of People (71-73) Felt Strongly About It Either Way.



Q21

Respondents were asked in a slightly different way if they felt there was enough parking. This time, nearly 60% of respondents felt that there was enough parking. Only 27% said there was not enough parking.

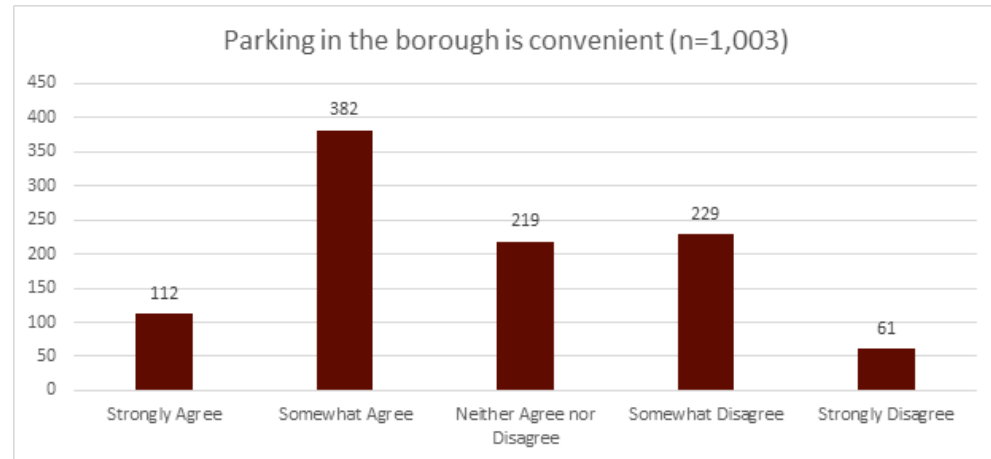


Q11

Finally, Question 11 asked for the level of concurrence with this statement: Parking in the borough is convenient. By far the most popular response was to “somewhat agree” with this statement. Only 6% of respondents strongly disagreed.

Comments include:

- ◆ “Parking for the new Broad Theater seems like a joke. Or maybe better signage would help. Most of the lots around there seem to be for Uninvest or other businesses.”
- ◆ “Parking is extremely difficult in Souderton. If I just want to go grab a quick pizza/food, etc. that is sometimes a deterrent and I will go elsewhere.”

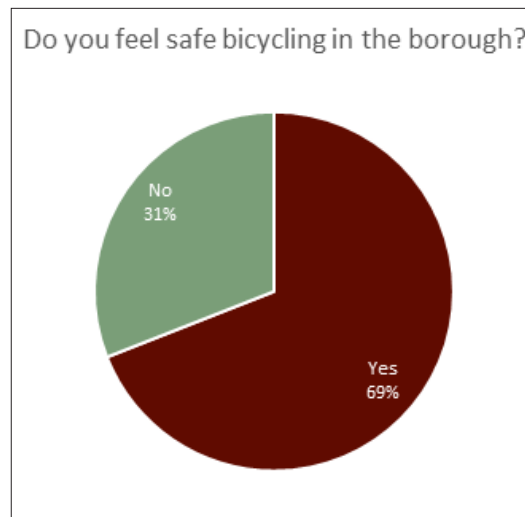


Bicycling

Respondents Were Asked Three Questions Specifically About Bicycling.

Q24

Respondents Were Asked If They Feel Safe Bicycling In The Borough. Many Respondents Answered That They Don't Ride A Bike. The Total Number Of Responses To This Question Was 923, But Only 323 Of Them Answered “Yes” Or “No” To whether they feel safe. Of those, the majority (69%) do feel safe. However, there were 103 comments typed into the comment box, most of which were about how dangerous bicycling feels to them (whether or not they currently do it).



Comments on this question include:

- ◆ “A bike-hike path to connect the borough to the paths through the rest of MontCo would be awesome. I am always sad that I have to drive from the Borough to the path network by Indian Valley Middle School. It would be so easy to connect the borough to the high school and the then to the middle school trail system.”
- ◆ “Due to street parking and street width, riding on the street is hazardous on some streets. Although PA laws protect bicyclists, many motorists do not follow the laws and this places riders in danger. I avoid bicycling in the borough when possible.”
- ◆ [I am either] “fearing for my life riding in the street or risking running into pedestrians on the sidewalks.”
- ◆ “I don't bike because I don't feel safe. Too many cars going over the speed limit and running stop signs.”

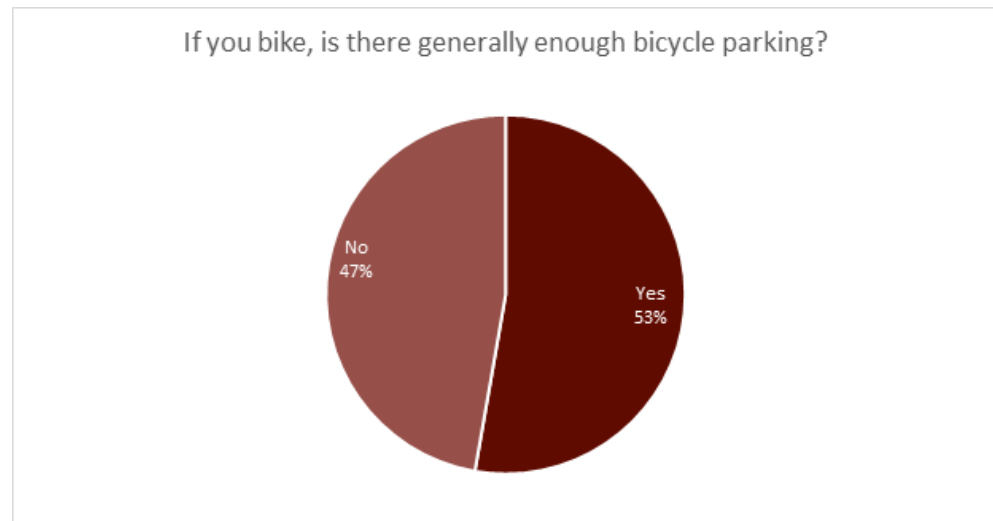
Q23

Respondents were asked if they typically ride their bicycles on the sidewalk or in the street. Again, the majority of respondents said that they did not ride bikes, but of the 327 who answered that they do ride, the majority (68%) ride primarily in the street. (Note that there was no comment box offered for this question.)



Q22

Respondents were asked if they were able to find adequate bicycle parking. Again, most respondents did not bike, but of the 237 that replied on this issue, about half felt that there was adequate parking for bicycles.



Walking And Active Transportation Priorities

Q25

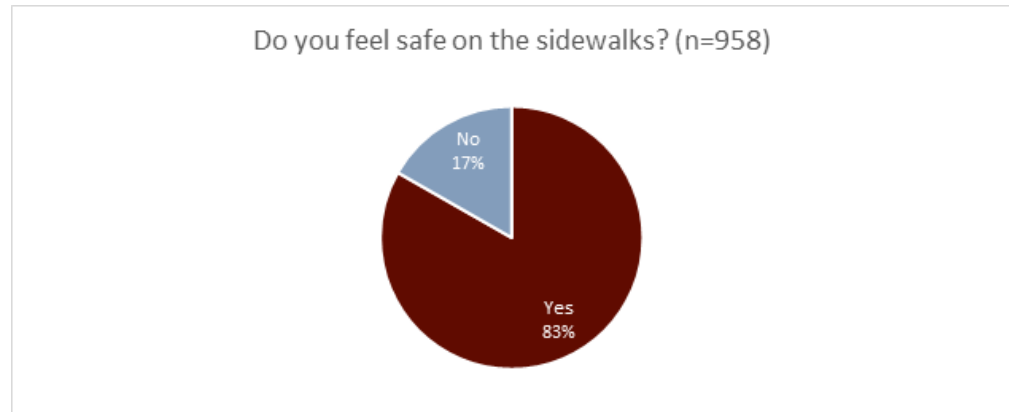
Respondents Were Asked If They Felt Safe On The Sidewalks. Most People (83%) Do Feel Safe, Though 148 Comments Were Received, Primarily About Feeling Unsafe Walking In Crosswalks And About The Unevenness Of Some Sidewalks

Comments include:

- ◆ “There aren’t proper handicap ramps at all corners of the sidewalks in the borough.”
- ◆ “Sometimes blocked with trash cans hard to get around with my kids/buggy. Hard to cross Main Street at different places.”

Q27

Respondents were asked for their top priority for bicycle and pedestrian improvements. (n=952)
The highest priority for respondents was to repair sidewalks, followed by increasing the visibility of pedestrians in crosswalks and connecting trails, sidewalks, and bike lanes.



	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	3.67	3.3	3.1	2.95	2.48

Appearance

Q11 Sidewalks/Streets Attractive

Respondents Were Asked For Their Opinion On Whether Sidewalks And Streets In Souderton Borough (Not Specifically Downtown) Are Currently Attractive. A Strong Majority Of Respondents (479) Somewhat Agreed That They Are Currently Attractive.

Some of the open-ended comments were:

- ◆ “Overall the sidewalks and streets could use a lot of help. Being a new parent and trying to walk with a stroller in town is nearly impossible. The number of potholes and large cracks in the sidewalks/streets, as well as a lack of transition between sidewalks to the streets is a major concern and hassle. Additionally, the severe lack of crosswalks and safe locations to cross both Main Street and Broad Street limits where you can comfortably walk to.”
- ◆ “Sidewalks and pathways are not cleared properly after snow which makes some areas inaccessible and force those using mobility supports into the streets. This is especially dangerous at crosswalks where snow is typically piled up at the ramp to and from the sidewalk. There seems to be no recourse for homeowners/residents who do not clear sidewalks or the handicap areas. This is unacceptable.”

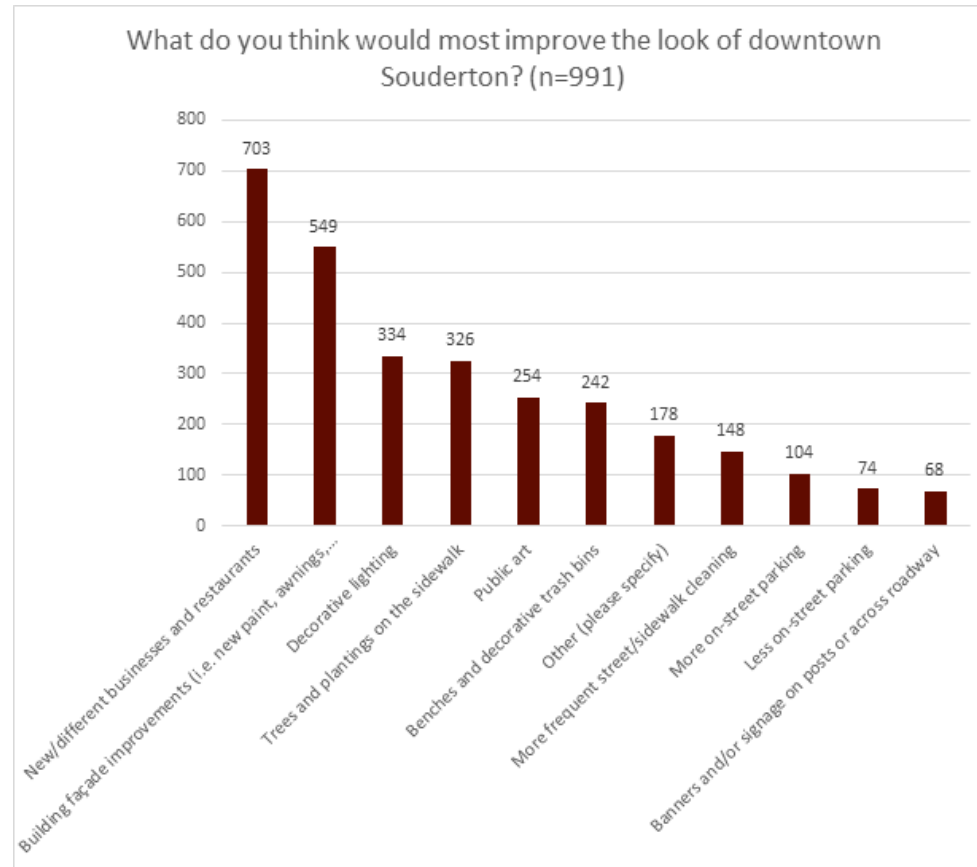


Q12 Look Of The Borough

Respondents Were Asked To Choose Up To Three (Of 11) Options For What They Thought Would Improve The Look Of The Borough. The Most Chosen Response Was “New/Different Businesses And Restaurants” (703 Respondents) Followed By “Building Façade Improvements (I.e. New Paint, Awnings, Signage, Plantings)” (549 Respondents). Also Popular Were “Decorative Lighting (334) And “Trees And Plantings On The Sidewalk” (326). There Were 178 Comments On This Questions – Those Are Summarized Below.

The open-ended comments included:

- ◆ “Main St is beautiful. I wish you would focus on Broad St as well.”
- ◆ “Overhead wires are everywhere and old telephone poles make the town look messy and dated.”



Q12 Comments

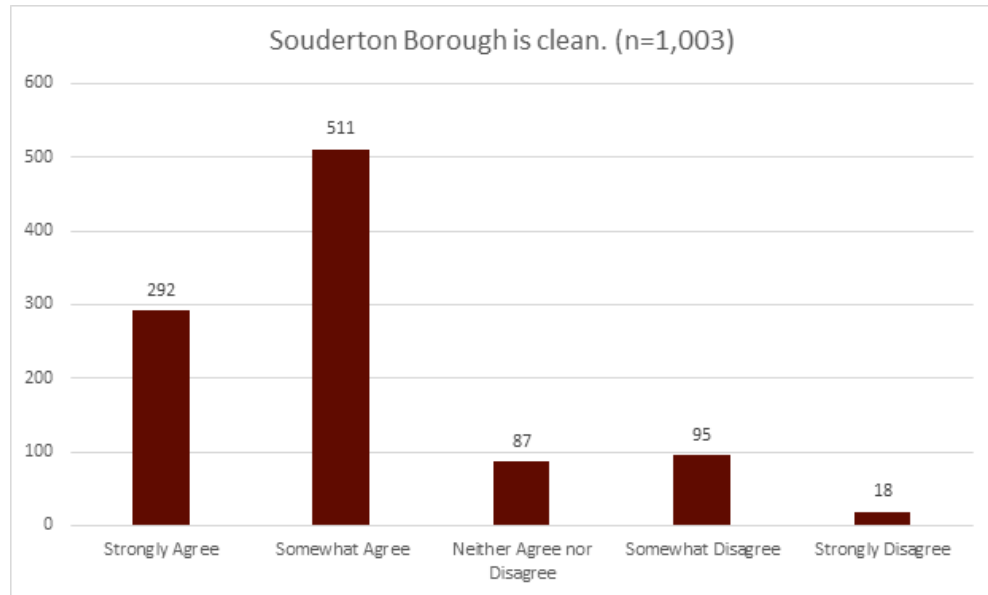
Many survey respondents had their own ideas of what would improve the look of downtown Souderton and added those to the comment box. The most common response that wasn't one of the 11 options provided was sidewalk maintenance – requests to repair all of the sidewalks around the downtown. Another frequent response was that decorative lighting is not enough – there needs to be additional pedestrian-scale street lighting in many areas (including parking lots, alleys, and walkways) to make the downtown area feel safer

and more welcoming after dark. Other frequent comments included road maintenance (9), property maintenance (8), clearing of weeds from places they shouldn't be (7). There were requests (6) to bury more electric lines and extend the Streetscaping on Main Street further (towards Wawa) and onto Broad Street. There were also several (5) comments requesting that no new murals be added to the downtown, especially not on historic façades. There requests for signage (5) including better wayfinding, gateway, and street signs. Several respondents (4) mentioned that the businesses were too spread

out and wanted buildings to fill in blank spaces or have more businesses in buildings that are currently only residential. Four respondents each requested historic preservation and filling vacancies. Other interesting requests were for a town square or other type of outdoor community gathering spot (3) and new mixed-use development on Main Street (2).

Q11 Cleanliness

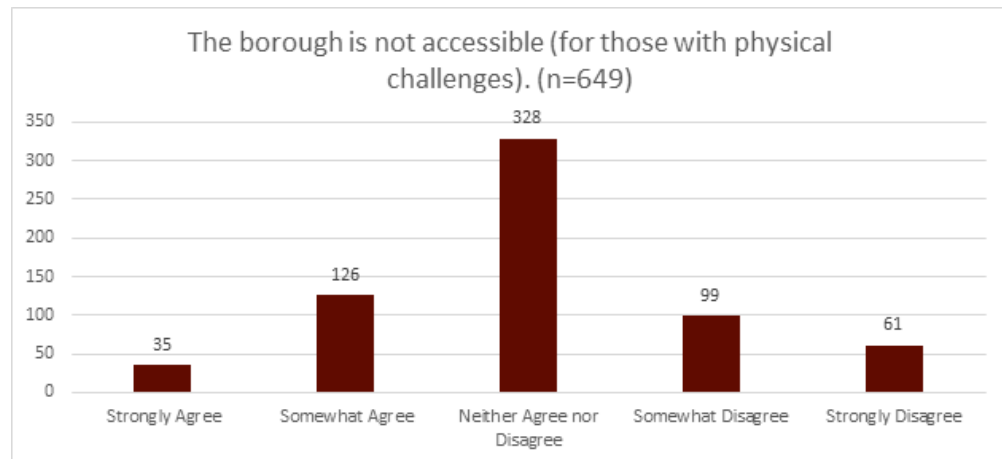
Respondents Were Asked For Their Opinion On The Borough (Not Specifically Downtown) Is Clean. Respondents Felt Strongly In Agreement With This. Over 80% Of Respondents Agreed Or Strongly Agreed That The Borough Is Clean.



Physical Accessibility

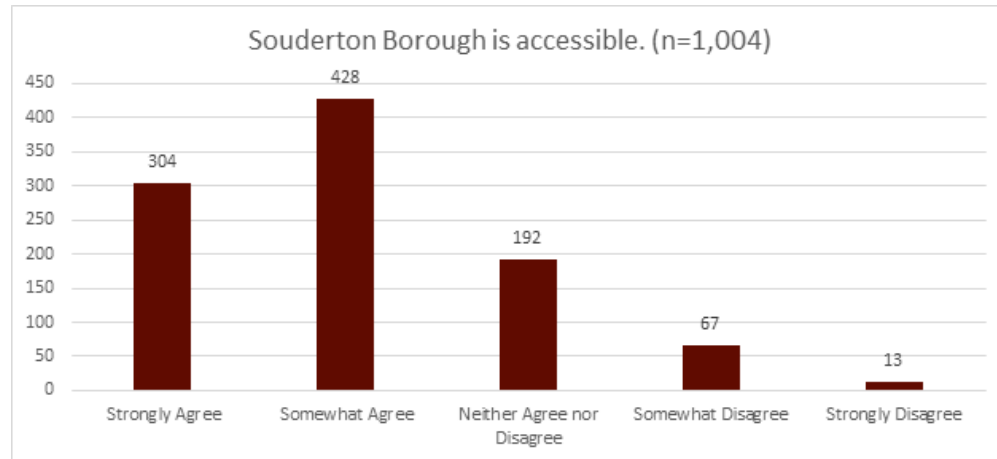
Q10

Respondents To The Survey Were Ask Whether They Thought That The Borough Was Not Physically Accessible. Responses Were Spread Out, With The Largest Number Of Respondents Picking The Neutral Option.



Q11

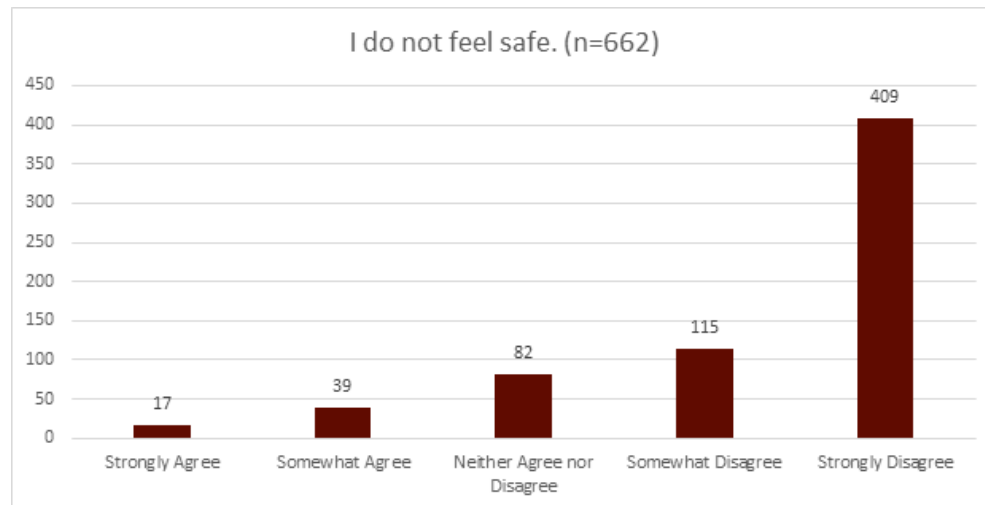
This question asked about accessibility in a more general way, without specifying a type of accessibility. Most respondents agreed that the borough is “accessible.”



Safety

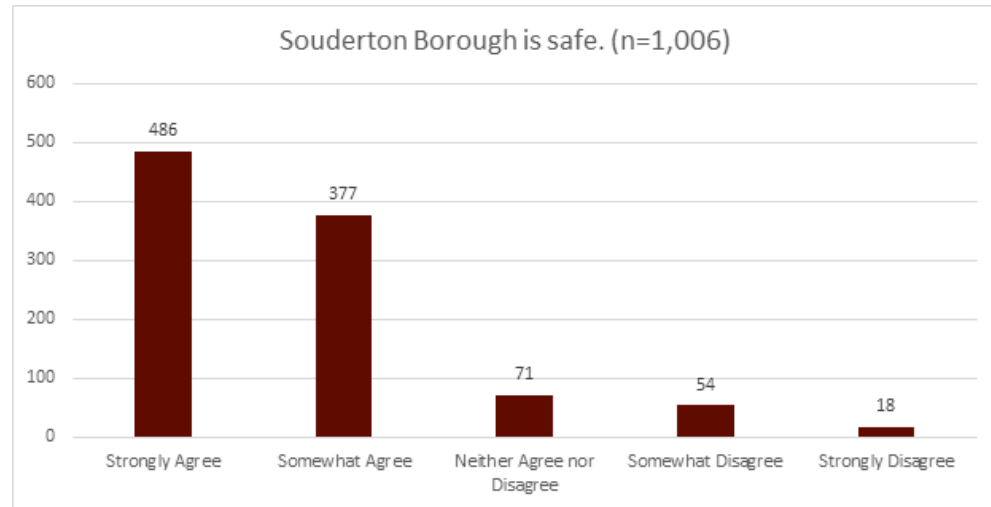
Q10 Safety Of Self

Respondents Were Asked Whether They Felt Unsafe. Most Respondents Disagreed, Indicating That They Do Feel Safe.



Q11 Borough Is Safe

Respondents Were Asked If They Felt The Borough Was A Safe Place. By Far, Most Respondents Feel That The Borough Is A Safe Place (86%).



Open House Summary And Results

On December 12, 2022, The Revitalization Plan Steering Committee Along With Montgomery County Planning Commission Staff Members Held A Public Event To Share Information About The Revitalization Planning Process And To Solicit Input On Draft Recommendations For The plan. The event took place in the lobby of the Broad Theater from 6-8pm. Nine posters were stationed around the room to spur discussion and engagement from the public and collect their thoughts and perspectives on the plan. The following is a summary of the community feedback gathered at each poster.

Poster 1: Vision, Mission, About The Process

A welcome table with Poster 1 asked guests to sign in and provided overview information about the Revitalization Plan. Informal feedback from participants indicated that they were pleased at the large number of survey responses and that the majority of survey respondents lived and/or worked in Souderton. Each person was given 10 sticker dots to use for the exercise on subsequent posters.

Posters 2 through 6 contained the eight goals and 30 recommendations that had been drafted as of the event. Participants were asked to place their ten sticker dots on their top priorities and also given the opportunity to use sticky notes to add comments on any of the items presented. Posters 7, 8, and 9 asked for feedback about top priorities, community events, and physical improvements needed in the borough.

Poster 1: Vision, Mission, About the Process

Vision Statement

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.



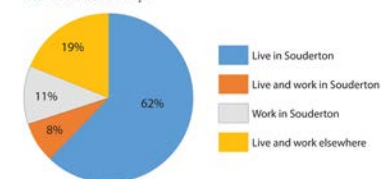
Mission Statement

We strongly believe that the continued revitalization of Souderton Borough, building on progress over the last two decades, will enhance the quality of life for all residents, employees, and visitors of the borough. We promote the special, small town character of Souderton Borough and foster the growth of businesses and residential neighborhoods to enrich our community.

About the Process

A Steering Committee made up of business owners, Souderton Connects staff, borough staff, elected officials, and residents has been meeting since September 2021 to plan for continued economic development and revitalization of Souderton Borough. A public survey was conducted in English and Spanish and yielded over 1,300 responses. The input from the survey has gone into creating the recommendations we are sharing today.

Who Took the Survey?



Poster 2

The Item That Received The Most Stickers On Poster 2 Was The Goal Related Primarily To Recruiting New Businesses (18 Stickers). The Second Most Stickers Went To Inventorying And Promoting Vacant Buildings (14) And Retaining And Supporting Existing Businesses (13). A Tally Of All Stickers Placed Is Shown Below. Comments Were:

- ◆ “More Murals And Public Art! Prime Locations: Total Equestrian’s Wall Along Green Street; All Railroad Bridges! (Love The Existing One!)”
- ◆ “Investigate Public/Private/Nonprofit Partnerships For Development”
- ◆ “Open North End Market.” (With 4 stickers)



Continue to establish Souderton as a regional center for arts , culture, and entertainment.	11
Install landscaping, public art , and sculptures.	6
Actively promote appropriate commercial and mixed-use development and recruit new businesses while retaining existing businesses.	18
Business retention through supporting and assisting existing businesses. Business recruitment including promoting new business welcome packet.	13
Maintain a list of and promote vacant buildings and promote redevelopment areas.	14
Unite and strengthen the business community.	4
Consider pursuing an official PA Main Street designation.	0
Improve wayfinding and branding.	3

Poster 3

Preserving existing neighborhoods and coordinated development of new housing types was most in-demand on Poster 3 (17 stickers). Also popular was activating the ground floor of buildings in commercial areas (14 stickers). Comments were:

- ◆ “More public trash receptacles.”
- ◆ “Redo the Chestnut parking lot. Needs a lot of help.”
- ◆ “Contact the historical society to learn about your building and the people who owned/lived there.”
- ◆ “Need a designated and better defined Town Center.”



Encourage property maintenance , downtown infrastructure, and improved building facades.	10
Activate ground floor of buildings in commercial areas.	14
Provide additional street furniture such as benches and trash cans.	4
Consider adding a parking structure .	5
Add transit shelters .	3
Update sign ordinance, food truck ordinance, and wireless facilities ordinance.	2
Enhance and preserve existing neighborhoods and encourage well-coordinated development of new housing types.	17
Enact a historic preservation ordinance.	6
Plan for more development close to the train station .	4

Poster 4

Poster 4 contained entirely transportation-related goals and recommendations. The most popular item here (and at the entire event) was the restoration of passenger rail service to Souderton train station (28 stickers), followed by connecting to trails (22 stickers). Comments were:

- ◆ “Better signage to indicate pedestrians crossing Main Street and Broad Street. Drivers have a bad habit of NOT stopping/yielding to pedestrians.”
- ◆ “More police presence on Broad and Main Streets.”
- ◆ “Better signage/lighting for crosswalks to improve visibility and safety.”



Create safe and convenient travel for all modes of transportation .	6
Implement traffic calming to slow vehicle speeds.	12
Connect to trails and pathways beyond borough borders.	22
Add sidewalks and crosswalks , including collaboration with neighbors to reach beyond borough boundaries.	3
Consider requiring shared access for parking lots (by ordinance).	3
Continue to improve streetscape and intersections ; explore extension of Washington Street.	0
Collaborate with SEPTA on proposed transit service changes.	2
Advocate for restoration of passenger rail .	28

Poster 5

The most popular item on Poster 5 was the creation of a farmer’s market (18 stickers), followed by rehabilitating parks (16 stickers). A conversation between participants took place in the sticky note comments on both topics:

- ◆ “Include a dog park for pet parents.” (3 stickers)
- ◆ “Yes! More pet parks.”
- ◆ “Farmers Market at the main park, food trucks, produce stands.”
- ◆ “Plenty of neighboring communities have farmers markets. There aren’t enough farmers around to spread to even more markets. Let’s do something unique that others don’t have.”
- ◆ “Farmers Markets can have more than just produce. Local artisans also represented (honey, bakeries, artists, live music, etc.)”

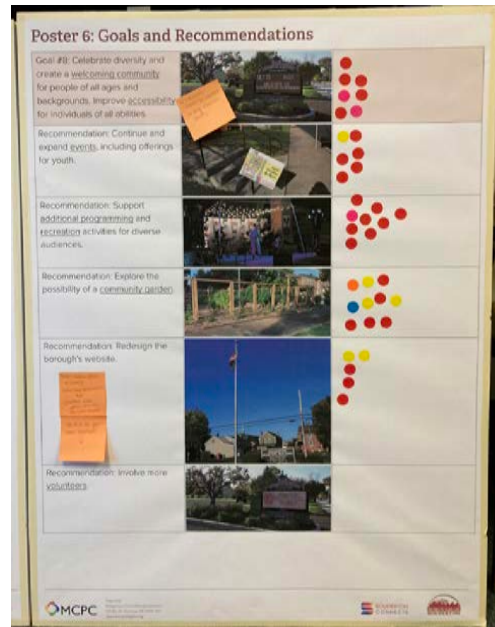


Promote sustainability .	6
Create greener streets with more street trees and green verges between curb and sidewalk.	7
Promote and assist with shade tree planting on public and private property.	6
Improve landscaping ordinances.	2
Create a sustainability plan for the borough.	3
Continue to rehabilitate existing parks and open spaces .	16
Establish a Farmers' Market in the borough.	18

Poster 6

Poster 6 had to do with being a welcoming and accessible community. Comments were:

- ◆ “All sidewalks should be improved by being wheelchair friendly.”
- ◆ “Better communication of events/centralized communication hub (consistent across website, social media, email/text blasts). Use this to get more volunteers!”



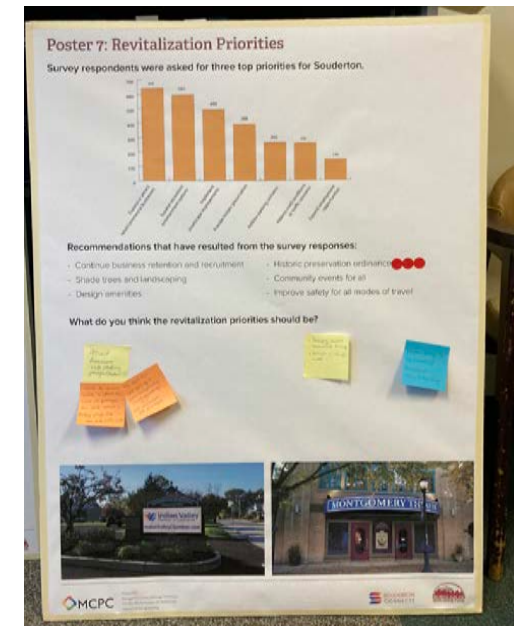
Celebrate diversity and create a welcoming community for people of all ages and backgrounds. Improve accessibility for individuals of all abilities.	7
Continue and expand events , including offerings for youth.	6
Support additional programming and recreation activities for diverse audiences.	9
Explore the possibility of a community garden .	10
Redesign the borough's website .	5
Involve more volunteers .	0

Poster 7: Revitalization Priorities

Poster 7 shared some of the survey results and invited additional input from participants. More stickers were available for participants who wanted them and had used up their ten stickers on the prioritization of recommendations on the previous posters. On this poster, three participants placed stickers next to enacting a historic preservation ordinance. Comments were:

- ◆ “Attract business with parking garage (Chestnut Street).”
- ◆ “Cultivate the downtown culture to attract the business and patronage that would warrant a parking garage first... then build the parking garage.”

- ◆ “No need for more parking if public transportation (including passenger rail) and pedestrians are prioritized.”
- ◆ “Occupy vacant commercial buildings, perhaps a co-op model.”
- ◆ “More things to do, events at businesses, Thursday through Sundays”



Poster 8: Events

Poster 8 asked participants about their favorite existing events and what events they might like to see added. By far, the favorite event is 3rd Fridays. Comments and event ideas were:

- ◆ Street Closures for 3rd Fridays (with 2 stickers)
 - ◆ Concert Sundays (with 1 sticker – this was mistakenly omitted from the list of options at the top of the poster)
 - ◆ Extend concert Sundays beyond summers (with 1 sticker)
 - ◆ Bring back old fashion days (with 1 sticker)
 - ◆ Farmers Market
 - ◆ Farmers Market
- ◆ Fall Festival
 - ◆ Fall Festival
 - ◆ Spring Festival
 - ◆ 50/50 raffle at all events for fundraising
 - ◆ Open Mic Nights
 - ◆ Business Decoration Competitions
 - ◆ Bring back walking tours
 - ◆ Historic markers for local celebrities
 - ◆ Have events inside new parking garage
 - ◆ Multi-cultural festival
 - ◆ Themed bicycle races (costumes) with block party after
 - ◆ Yearly 5K with block party after



Poster 9: Improvements

Finally, Poster 9 offered a map where participants were able to make comments on sticky notes about improvements needed in particular locations. Other participants showed their support for ideas on the map by placing stickers on some of the ideas noted. While in most cases the location of the sticky note is important, some of the comments may not be tied to the particular location in which the note was placed.



Comment	Stickers	Location
Traffic Calming		West Reliance Road
Every intersection needs better sidewalks and crosswalks		N. Main Street
Pedestrian walkway over railroad tracks on East Summit/ widen the existing bridge		E. Summit Street
Sidewalk at the end of the police alley connecting sidewalk to the new one	1	Wile Ave.
Connect borough to high school and Indian Valley Trails	2	Cowpath Road
If we had a community garden, I would most likely participate and help maintain		West Walnut Street
Dog Park at Holly Hill Park	5	Holly's Hill Park
Turn old public works building into green space/park (dog park)		Central Ave
Sidewalk repairs along trees		Main & Chestnut
Repair publicly owned alleyways - they are in very poor condition. Alley behind Hillside Ave.		Between Hillside and Green
Fix the Chestnut Street Parking Lot	1	Chestnut St
We'd appreciate bigger, bolder signs for kids NOT to ride bicycles on Main St. sidewalks! Could police dept. hold kid-friendly community event, explaining how, why, kids could help with safety: make it fun & positive?		Main & Broad
SEPTA Train Station	1	Station
South Front Street Repaved		S. Front St.
Connecting the rest of the large blocks on S. Front St. by the freight station		S. Front & Cherry
Repair alleys. Add stop signs at end of alleys. Replace faded stop signs and put on correct side of street		Franklin and Garfield
Liberty Bell Bicycle Route signed better		Penn & Lawn Avenues
Sidewalks and walking trails through town		Washington & Lawn Avenues
Improve/repair parking lot next to Downtown Scoop. Also, add parking lot(s) throughout borough.		Mifflin & Garfield

BOROUGH OF SOUDERTON
MONTGOMERY COUNTY
PENNSYLVANIA

RESOLUTION NO. 2024-01

A RESOLUTION ADOPTING THE UPDATED SOUDERTON
BOROUGH REVITALIZATION PLAN.

WHEREAS, Souderton Borough and Telford Borough published a joint community revitalization plan in 2001 titled “Souderton Telford Revitalization Plan,” and established and established a multi-municipal Main Streets community development corporation; and

WHEREAS, in 2016, in order to better support and expand the businesses in the community, a Business Improvement District (BID) was started in Souderton Borough covering primarily the properties along Main Street and Broad Street; and

WHEREAS, the BID was reauthorized and in 2021 expanded to cover all commercial and industrial properties in Souderton Borough; and

WHEREAS, the Revitalization Plan Steering Committee comprised of Borough Council Members, local business owners and Souderton Connects staff and board members worked with planners from the Montgomery County Planning Commission to collaborate on this plan for Souderton Borough.

NOW, THEREFORE, BE IT RESOLVED that Souderton Borough Council adopts the Souderton Revitalization Plan that builds on the success of the 2001 revitalization plan and provides a timely update following the COVID-19 pandemic, while solely focusing on Souderton Borough.

RESOLVED by Souderton Borough Council this 2nd day of January, 2024.

BOROUGH OF SOUDERTON

By: Tracy W. Burke
Tracy W. Burke, President

(BOROUGH SEAL)

Attest: Stacy E. Crandell
Stacy E. Crandell, Secretary

APPROVED this 2nd day of January, 2024.

Daniel L. Yocum
Daniel L. Yocum, Mayor

THE BOARD OF DIRECTORS OF SOUDERTON CONNECTS APPROVED THIS REVITALIZATION PLAN
ON FEBRUARY 13, 2024.



Prepared by:

Montgomery County Planning Commission

P.O. Box 311, Norristown, PA 19404-0311

www.montcopa.org/planning