

West Conshohocken - Town Center Vision

Town Center History

"West Conshohocken once had a town center, a memorial traffic circle, a bank, a dry goods store, and several other stores, too.

...The town center was located much where it is today, although somewhat more southeasterly to include the major intersection at the end of the Matsonford Bridge where, in 1921, a memorial was installed marking simultaneously the entrance to and center of the town.

Important events happened at that memorial, too. Parades marched by this spot. Ceremonies and memorial services were held here. Speeches were made here.

The town center is also, of course, the center of economic activity. Most of the retail and service businesses were located here and so it also became not only the important symbolic center, but the everyday social and business center. There were other businesses located elsewhere in the borough, but this was the hub.

The Borough would like to revitalize the area of the borough around Borough Hall to be that long lost center again." - from the Borough Comprehensive Plan, 2016

Town Center Objective

Adopt a "Town Center" ordinance and/or zoning overlay to provide incentives, promote suitable development, and establish certain restrictions which together encourage the establishment of a town center district in and around the existing Borough Hall area.

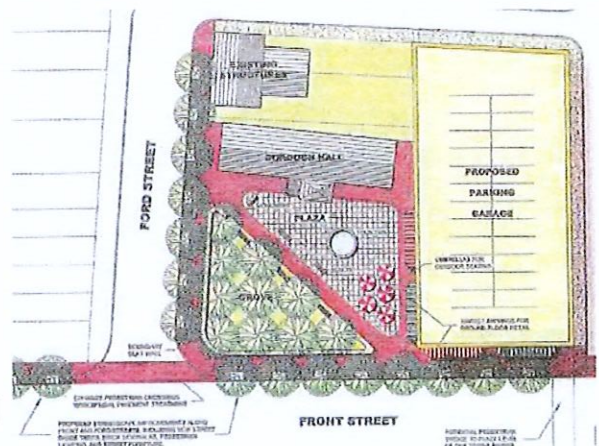
Town Center Components:

PRIMARY

A) *Borough Hall Repurpose* - building is well designed and could be adapted for a variety of uses including retail and restaurant space

B) *Parking Garage* – build a parking structure along Front Street adjacent to Borough Hall

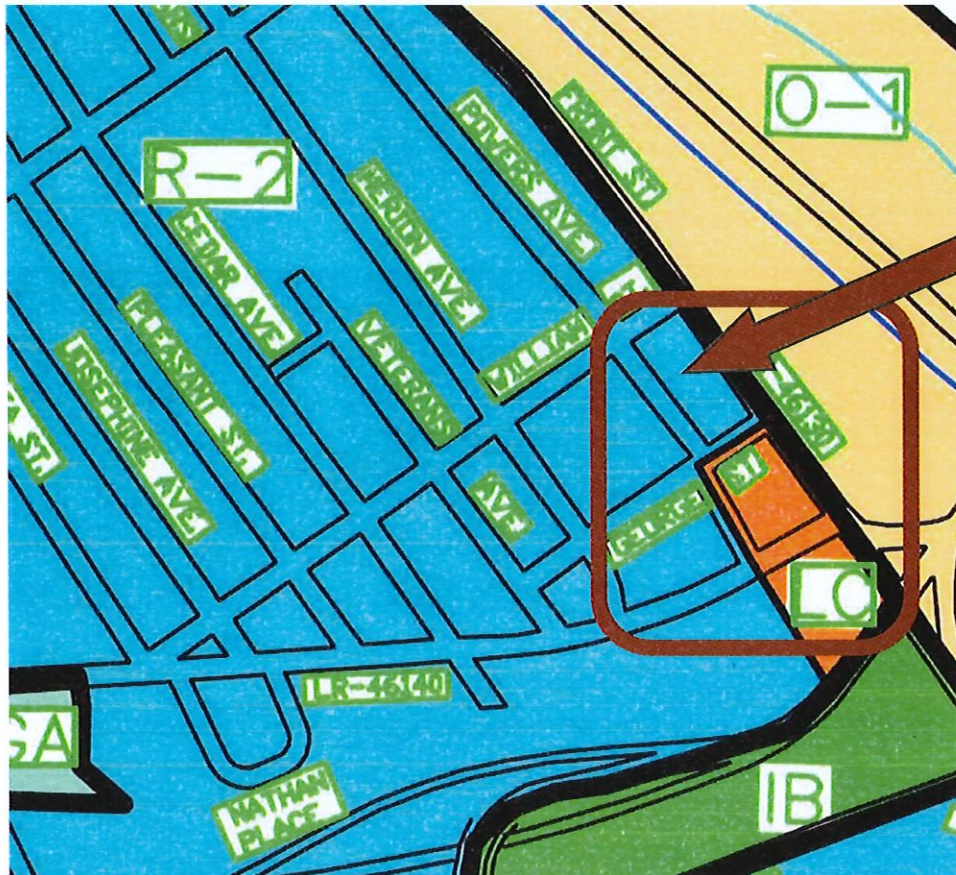
C) *Public Plaza* - current parking lot could be converted into a civic space that could accommodate a variety of



events and civic gatherings to promote community gatherings and improve the greening of Front St.

D) *Front Street Redevelopment* & Pedestrian-friendly connectivity from Borough Hall to St. Gert's Property and Park – encourage reuse of existing houses for small shops and or restaurants and permit redevelopment of lots for small scale retail or restaurant use at street level

E) *More Mixed Use On FrontSt. and Ford Street* - extend the existing Limited Commercial zoning of the Borough Hall Property to allow mixed use and re-use of residential structures for small shops and restaurants.



Opportunity to update official zoning map to highest/best use of limited space while maintaining character of neighborhood; Provide Optionality

SECONDARY

F) *Improve Walkability Of Front And Matsonford Intersection* - a pedestrian bridge that will cross Matsonford to the west side of the street at the corner building's outdoor plaza level. Facilitate crossing Front Street with a pedestrian bridge that will connect to the new civic plaza at the location of the current Borough Hall

G) *Enhance Pedestrian Use Of Matsonford Bridge* – along with the Whitemarsh and Conshohocken Riverfront Plan encourage construction of a pedestrian bridge under the existing Matsonford Bridge

H) *Encourage Non-Commercial Pedestrian Destinations* - perhaps a library, museum, or training center to establish in or adjacent to the town center area

1) *Landmark Sign* - the pedestrian bridge across Matsonford could become a dramatic gateway into West Conshohocken with the addition of a distinctive West Conshohocken sign on the north side of the bridge



*Drafted by the West Conshohocken Borough Planning Commission
Chair, Steven Curran*

*Meetings are held the first Thursday of every month @ 7:00 PM in Borough Hall
Please provide your ideas and feedback !*