

Three thick, light blue curved lines sweep across the right side of the page, starting from the top right and curving downwards and to the left.

MADISON LOT REDEVELOPMENT

Presented to The Lansdale Parking Authority

October 14, 2015

PROJECT SITE PLAN

Project Description

- 160 apartments
- 15-20KSF of retail
- Recreation Trail
- Plaza with Garage Connection
- Widened Madison St.
- Railroad Plaza Improvements
- Bicycle Police Kiosk
- 100 public parking spaces

PROJECT RENDERING



PROJECT RENDERING



PROJECT RENDERING



MADISON AT NEW BRITAIN



MADISON AT NEW BRITAIN



MADISON AT NEW BRITAIN



MADISON AT PROVIDENCE



MADISON AT PROVIDENCE



MADISON AT PROVIDENCE



MADISON AT PROVIDENCE



MADISON AT PROVIDENCE



WHAT CAUSED THE PLAN TO CHANGE?

AGGRESSIVE POSITION OF NORTH PENN SCHOOL DISTRICT

- * SPOT ASSESSMENT OF APARTMENT COMMUNITIES IN THE DISTRICT

- * IMPACT TO:
 - STATION SQUARE
 - BRIDGEVIEW APARTMENTS
 - MADISON AT WILLOWYCK
 - MADISON AT MONTGOMERY
 - & OTHER LOCAL APARTMENT COMMUNITIES

- * TIMING OF REASSESSMENT

- * OUR EXPERIENCE WITH MADISON AT MONTGOMERY

MADISON AT MONTGOMERY (OLD PENNFIELD APARTMENTS) - BEFORE



MADISON AT MONTGOMERY (OLD PENNFIELD APARTMENTS) - BEFORE



MADISON AT MONTGOMERY (OLD PENNFIELD APARTMENTS) - BEFORE



MADISON AT MONTGOMERY (OLD PENNFIELD APARTMENTS) - AFTER



MADISON AT MONTGOMERY (OLD PENNFIELD APARTMENTS) - AFTER



MADISON AT MONTGOMERY (OLD PENNFIELD APARTMENTS) - AFTER



MADISON AT MONTGOMERY (OLD PENNFIELD APARTMENTS)

BEFORE

- * DRUGS
- * 12% OF UNITS HAD REPORTED CRIMINAL ACTIVITY
- * OVERCROWDING
- * DISREPAIR
- * LOW HOUSEHOLD INCOME

AFTER

- * SAFE
- * ATTRACTIVE
- * HIGHER HOUSEHOLD INCOME
- * CATALYST FOR NEW DEVELOPMENT

THE IMPACT ON THE MADISON LOT REDEVELOPMENT

- SIGNIFICANTLY HIGHER TAXES IMPACT PROFITABILITY OF THE PROJECT
- CANNOT AFFORD TO CONSTRUCT VERTICLE/URBAN PRODUCT
- LOWER COST OF GARDEN-STYLE CONSTRUCTION
- LESS VERTICLE AND MORE HORIZONTAL - SPREAD THE BUILDINGS THROUGHOUT THE SITE
- ADDRESSES PUBLIC FEEDBACK THAT THE PROJECT WAS OVERWHELMING/TOO TALL/DIDN'T FIT INTO THE COMMUNITY.

THE BENEFITS OF PROCEEDING WITH THE PROJECT

- * ACTIVATES THE EXISTING PARKING LOT
- * 160 HIGH END APARTMENTS
- * POPULATION GROWTH AT LANSDALE'S CORE
- * 15,000 – 20,000 SF OF NEW RETAIL TO LANSDALE
- * INCREASE IN PUBLIC PARKING VS. EXISTING
- * LONG-TERM PARKING SOLUTION VIA SEPTA GARAGE
- * PEDESTRIAN OVERPASS
- * EXTRA BENEFITS

TRAIL, PIAZZA, RAILROAD PLAZA, KIOSK, SKATE PARK DEVELOPMENT