

Introduction

Once a sleepy exit off Route 422, the Sanatoga interchange area has received recent attention due to the opening of the Philadelphia Premium Outlets in adjacent Limerick Township. The massive retail complex has also spurred development interest and opportunity at the interchange in both municipalities. While the outlet center is physically located in Limerick, Lower Pottsgrove is under significant pressure to accommodate spin-off development associated with the outlets. As a result, Lower Pottsgrove has initiated the interchange area study to examine its development options as a means for gaining greater control over development in the area.

The Township retained the team of Simone Collins—Landscape Architecture, Urban Partners – Market Analysts, and Traffic Planning and Design - Transportation Engineers and Planners to develop a plan that will help guide future development.

Study Purpose/Goals

Purpose

The purpose of the study is to:

- Identify and assess current study area existing conditions, zoning, planning initiatives, and infrastructure that have led to the current land uses and development trends in the study area;
- Prepare a market analysis that considers current economic uses in and around the study area; and assess strengths, weaknesses, opportunities, and threats to development;
- Determine if a market niche exists and identify other uses that that would best support the Township's needs;
- Develop a vision for the future based on analysis findings and ensure that future uses are contextually sensitive and economically viable for the community;
- Identify specific opportunities for private investment among current and potential land owners and interested developers;
- Propose an implementation structure and provide zoning suggestions that include incentives to help guide the preferred type of future development in the study area;
- Identify the key infrastructure improvements necessary to support the proposed development in the interchange area;
- Identify which of those infrastructure projects are critical to the specific private investments;
- Provide / assess stormwater allowances and encourage best management practices and sustainable stormwater solutions;
- Define tools for uniform and aesthetically pleasing developments that are both sustainable and pedestrian/bicycle friendly;
- Develop gateway concepts for 422, Ridge Pike, and Evergreen Road;
- Integrate existing and proposed parks and openspace while preserving and enhancing environmentally sensitive areas;



Sanatoga Interchange Area Looking South



Sanatoga Interchange Looking West



Westbound Approach of Sanatoga Interchange

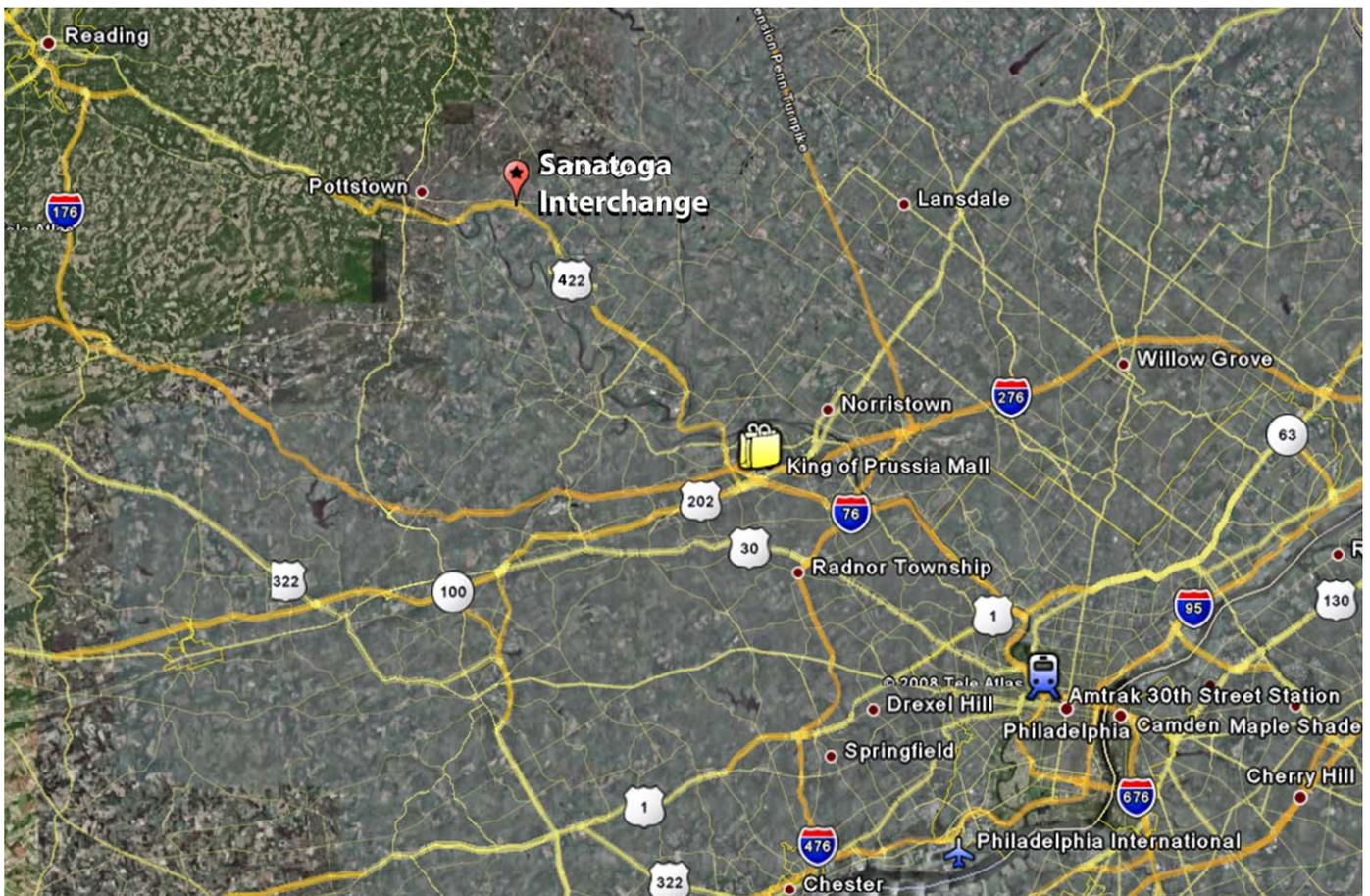
- Provide guideline recommendations for architecture, signage, public spaces, streetscapes, and street furniture;
- Determine a plan of action and identify options for the funding;
- Calculate order of magnitude costs for all infrastructure and public sector improvements that will be required to support proposed development; and,
- Make recommendations for inter-municipal agreement(s) with Limerick Township for the planning, development, and approval of projects in the interchange area.

It is recommended that once the findings of the Sanatoga Interchange Study is approved by the Board of Supervisors, it be adopted as an amendment to the Township Comprehensive Plan.

Regional Context

The Sanatoga interchange study area is located in Lower Pottsgrove Township, a suburb of Philadelphia in Montgomery County, Pennsylvania, and is situated about 30 miles northwest of center city Philadelphia. The study area consists of a land area of approximately 675 acres. The area enjoys good access to regional markets and locations with direct road connections to U.S. Route 422 at the Sanatoga interchange. Distances from the Sanatoga interchange to the following regional destinations are as follows:

- | | |
|------------------------|----------|
| • Pottstown, PA | 4 miles |
| • King of Prussia Mall | 14 miles |
| • Reading, PA | 20 miles |



Philadelphia Metropolitan Area

Introduction

Relevant Planning Documents - SC

Various planning documents were reviewed. These Include:

- 2005 Update – Lower Pottsgrove Township Open Space, Recreation, & Environmental Resource Protection Plan;
- 2005 – Pottstown Metropolitan Regional Comprehensive Plan;
- 2006 – Alternatives Analysis of S.R. 422 / Evergreen Road (Sanatoga) Interchange;
- 2005 – Lower Pottsgrove Township Subdivision and Land Development Ordinance;
- 2006 – Lower Pottsgrove Township Zoning Ordinance; and,
- 2007 – Preliminary Lower Pottsgrove Township Community Revitalization Plan, by TRIAD Associates (currently in draft form).

2005 Update - Open Space, Recreation, & Environmental Resource Protection Plan

Plan Recommendations – Land Acquisitions

- Negotiate acquisition of right-of-way from the Lower Pottsgrove Sportsman’s Association for East Schuylkill River Trail Development;
- Explore right-of-way acquisition and opportunities for trail development along Sanatoga Creek and Sanatoga Road through Snell and Norton Parks, the proposed Catholic School parcel, Pottstown Youth Center, and private properties along Hartenstein Creek; and,
- Work with private developers to construct trails and sidewalks within residential developments and other appropriate land developments.

Potentially Vulnerable Resources

- Hartenstein Creek
- Sanatoga Creek
- Schuylkill River

Scenic Road

- Sanatoga Road

Utilities

- Atlantic Gas Pipeline in the area of the Sanatoga interchange

Potential Open Space Linkages

- Sanatoga Road as a secondary bicycle route
- High Street as a primary bicycle route
- Schuylkill River Trail East along Sanatoga Station Road

Analysis of Unprotected Resources

- South end of Sanatoga Road (Sanatoga Park) contains woodlands, water, and steep slopes that need to be protected

Areas Needing Open space

- Acquisition of right-of-way from Lower Pottsgrove Sportsman’s Association
- Area along the eastern portion of Sanatoga Road and Sanatoga Creek for trail R.O.W.

Municipal Pathway Development - Trail Development Goals

- Implement the East Schuylkill Trail along the Schuylkill River

Municipal Pathway Development - Potential Sidewalk and Trail Projects

- High Street Sidewalk
- East Schuylkill Trail (Montgomery County—Schuylkill River Greenway Management Plan)
- Sanatoga Creek Trail
- High Street Bike Lanes
- Bike Routes on Sanatoga Road

Pottstown Metropolitan Regional Comprehensive Plan

Transportation Priorities

First Priority

- Construct 2nd westbound off ramp lane at Sanatoga Interchange
- Construct new service road between Evergreen and Ridge Pike
- Widen east bound High Street approach to 3 lanes and add turning lanes
- Provide right deceleration lane on westbound Ridge Pike beyond intersection

Second Priority

- Improve intersection at Ridge Pike and Sanatoga Road
- Improve intersection at Ridge Pike and Park Road

Recommended Bike Routes

- Primary bike route along Ridge Pike
- Secondary bike route along Sanatoga Road

Priority Locations for Parkland

- See figure 9-11 of the comprehensive plan

Public Participation Process

Public participation took the form of 2 public meetings and individual stakeholder interviews with land owners / developers. Separate committee meetings were also held on a monthly basis. The project schedule that includes these meetings is shown below.

Project Schedule

Sept 12	Kick-Off Meeting
Oct 10	Committee Meeting #1,
Oct-Nov	Key Stakeholder Meetings
Nov 7	Public Meeting #1,
Dec 5	Committee Meeting #2,
Jan 16	Committee Meeting #3,
Feb 13	Committee Meeting #4,
March 5	Present DRAFT Plan to Township Staff
March 12	Public Meeting #2 - Present Draft Plan
April 9	Committee Meeting #5,
May-June	Final Meeting (t.b.d.)

Stakeholder Interviews

From October through November of 2007, the consultants conducted individual in-person interviews with multiple developers and property owners in the study area. The intent of the interviews was to gather specific information about current or future land development proposals in the study area. During the interviews, specific details of how the developer intended to develop the land were discussed. In some cases, illustrative plans and specific yield information were discussed and distributed for use by the consultants.

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