Recognizing and Supporting Smart Growth

The Delaware Valley Smart Growth Alliance (DVSGA) is a non-profit corporation representing more than 200 government, private sector and non-profit organizations in the Greater Philadelphia tri-state region encompassing Eastern and Central Pennsylvania, the southern half of New Jersey, and Delaware.

By recognizing and supporting development proposals that exemplify smart growth principles, the DVSGA seeks to inform public officials, citizen groups, developers and others, of the advantages these projects bring to their community and to the region.

**Why support DVSGA?**

DVSGA needs your support, and your participation. The continued success of the alliance relies on public and private donations to advance smart growth principles throughout the region. To support the alliance, we ask that you do three specific things:

1. **Join the DVSGA as a supporter.** Sign the pledge that you support Smart Growth principles and recognized projects. Ask others to do the same.
2. **Contribute to DVSGA today.** Commit to financially support DVSGA, guaranteeing that we can continue our work. We need your financial support.
3. **Get engaged.** Come to meetings. Submit your projects. Get the word out about DVSGA and educate your colleagues, clients, and business partners.

DVSGA achieves what no other local organization does: we bring together the public and private sectors of development, in collaboration with the community, to foster and support worthy projects that represent the best of smart growth and development.

“The Delaware Valley Smart Growth Alliance has brought together groups who are often adversaries to each other, including environmentalists and developers.” - New Urban News

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**What is the DVSGA’s Recognition Program?**

Each quarter, the DVSGA recognizes smart growth project proposals that are either currently or soon under review by local government regulatory agencies.

Applicants must demonstrate that the project meets smart growth criteria related to location; density, design and diversity of uses; transportation, mobility and accessibility; environmental conservation; and contributions to community assets.

The Recognition Program promotes construction of good smart growth projects by giving them a much-needed boost in the local approval process. The DVSGA will only consider project proposals; it is not an awards program for already constructed projects.

All applications are treated confidentially. Projects are reviewed on a quarterly basis by an independent, regionally diverse jury. Each project that wins recognition – based upon compliance with smart growth criteria will receive a letter of endorsement and an offer of testimony before local approval authorities by a member of the jury. Projects that are not recognized are not disclosed – the process is completely confidential.
Who is Eligible to Apply?

Eligible projects can be residential, commercial or mixed-use, either new construction or rehabilitation, that either are currently or soon will be under regulatory review in Eastern or Central Pennsylvania (through Dauphin County), Southern New Jersey (through Mercer County), or Delaware.

Each application is carefully evaluated by an independent jury against a series of comprehensive criteria established by the Delaware Valley Smart Growth Alliance. The criteria, as well as the application form, can be viewed and downloaded from www.delawarevalleysmartgrowth.org.

What are the Key Criteria?

For a project proposal to be recognized, it must satisfy five key criteria:

- **Location**: Located in an area designated and appropriate for growth or revitalization, and adjacent or close to developed areas to take advantage of existing or short-term planned public water and sewer service, and accessible to public transit.

- **Density, Design, and Diversity of Uses**: Project has sufficient density and scale to support a mix of uses and walkability.

- **Transportation, Mobility, and Accessibility**: Designed, located, and programmed to offer safe and effective pedestrian and bicycle access to multiple uses and activities and/or by being accessible to public transportation.

- **Environment**: Project protects, conserves or mitigates damage to open space, water and air quality, and important ecosystem components.

- **Community Assets**: Project generates improvements to quality of life for its surrounding area or community, such as historic preservation, public access to parks or open space, adaptive use of obsolete buildings, etc.

How Often are Projects Reviewed?

Projects are reviewed by the jury on a quarterly basis. Deadlines for submission are March 1, June 1, September 1, and December 1 of each year.

Is There a Fee?

Applicants are charged a nominal fee of $1,000 to cover expenses related to the review process.

How Are Project Proposals Evaluated?

Each application will go through a pre-screening process based on general pre-qualifying criteria. If an application satisfies these criteria, an independent jury will evaluate and act upon the submission.

Jurors represent eleven caucuses:
- Academia
- Business Community
- Design Professionals
- Environmental Policy
- Government
- Land Conservation
- Office/Industrial Development
- Residential Development
- Retail Development
- Urban Land Institute, Philadelphia District Council Representatives
- At-Large Members

Jurors and board members are selected by members of their caucus groups to achieve geographic balance, and represent key facets of land use expertise including planning and development, design, the environment, civic interests, and the regulatory process.

What Does Recognition Mean?

Recognition means that the proposed project will help the region accommodate anticipated growth in a manner that achieves economic, environmental, and quality-of-life objectives. Recognition by the DVSGA indicates that the project achieves smart growth objectives.

Successful applicants receive a letter of recognition from the DVSGA. The DVSGA will prepare and distribute news releases announcing successful projects. If desired, the DVSGA will provide a representative to offer testimony on behalf of the successful project at a public hearing of the appropriate local jurisdiction.
### Recognized Projects

#### 2010

**ARBOR HEIGHTS, Montgomery County, PA.** 12 new affordable three-bedroom townhomes in downtown Norristown, an area in need of for-sale housing and neighborhood stabilization. Progressive Housing Ventures will build three units over three units in each of two individual buildings separated by an existing home. The sites were acquired and derelict buildings demolished by the municipality; public grants will enable the homes to sell in the $125,000 range. The site is within walking distance of retail and employment centers including County Courthouse and hospital. It is less than a half-mile from the R-5 train station and just over a half-mile to the Norristown Transportation bus and train hub; SEPTA bus stops at the corner. The units will also offer parking in the rear along an existing alley. Construction is expected to start in June 2010.

#### 2009

**KARDON PONDS, Chester County, PA (Progressive Housing Ventures/Southdown Homes).** 47-acre brownfields infill site bridging Downingtown Borough and East Caln Township will be redeveloped into a mixed-use community of 305 multi-family for-sale homes, 40 live-above-work rental units, 20,000 square feet of commercial space, and a 22-acre public park with parking and trails. The site is located at the head of Struble Trail, which parallels the Brandywine River and terminates at Marsh Creek State Park. The project will triple the length of paved public trails within the site and improve and preserve man-made ponds. Residents will have pedestrian and bicycle access to the trails as well as to retail shops and services one block away, along with SEPTA R-5 train and bus service.

**ZURBRUGG MANSION REDEVELOPMENT, Delanco, Burlington County, NJ.** (Zurbrugg Partnership). The development team took a Frank Furness-designed riverfront mansion dating from 1910, which had fallen into disrepair, converting it to 25 affordable senior housing units. An existing carriage house on the 2.28-acre property is being renovated as a single-family home and 8 new luxury townhomes will be added for a total of 34 units. Massive beech trees will be retained. The site has easy access to Main Street, RiverLine rail station, bus service, and County transportation service for seniors. Civic functions will continue on the site; an open space parcel fronts the Delaware River for passive public use.

**WESTCHESTER HOTEL OF PENNSYLVANIA (Zukin Realty).** Proposed redevelopment of vacant commercial site in downtown West Chester into an 8-story, mixed-use incorporating a drugstore; 100-room full-service hotel with restaurant, meeting and catering rooms; the top 2 floors as one and two-bedroom condominiums. The project will retain existing façade of first floor restaurant (to be relocated to the new hotel) and replicate a second floor porch from the original hotel. Sustainability features include geothermal applications, graywater systems, green roof and solar panels. Located 3 blocks from Chester County Transit Center; serviced by 6 public transit agencies.

#### 2008

**2.0 UNIVERSITY PLACE, Philadelphia (University Place Associates).** New construction of a 5-story mixed-use building at 30 North 41st Street, with easy access to subway and bus connections. The 90,000-square-foot building will feature retail tenants on the first floor and office space on the upper floors. Expected to be the City's first pre-certified Platinum LEED building. Parking underground and away from the streetscape; several car-share spaces. Environmental features include a green roof and recycled graywater system.

**777 SOUTH BROAD, Philadelphia (Drano Properties).** New construction of 5-story building at the southern end of the Avenue of the Arts; 146 one and two-bedroom homes and 18,000 square feet of street-level shops and restaurants, and a private rooftop deck for residents. Within walking distance of theater, music, the Italian Market and other urban amenities including public transit, the building is the City's first LEED “green” certified multifamily mixed-use building, with a roof to reflect UV rays and lower utility costs; locally produced and recycled materials; pervious paving for stormwater absorption; and high-efficiency mechanical systems. Construction is near completion and units are being leased.
WEST PHILADELPHIA EXTENDED-STAYHOTEL, PA (Campus Apartments/ Hersha Hospitality/Tom Lussenhop). Adaptive re-use of abandoned historic mansion and new 11-story infill construction to provide 100+ furnished studio, 1-and 2-bedroom units. Located at 40th and Pine Streets, adjacent to SEPTA’s 40th Street portal, within walking distance of the University of Pennsylvania and its hospital system and Children’s Hospital of Philadelphia. Plans featured green roofs, pervious hardscaping, and shared parking. Facing neighborhood opposition the development team subsequently moved the project to a different nearby location.

BORDENTOWN WATERFRONT COMMUNITY, Burlington County, NJ (Buckingham Partners - preliminary recognition only). 123-acre site 8 miles south of Trenton on Route 130, with 6,000 feet of Delaware River frontage and portion of Newbold Island. Mixed-use concept to incorporate 3, 4 and 5-story buildings along a main street, buildings along the waterfront with street-level retail and housing/offices above. Nearly 700 multi-family ownership and rental units, commercial and retail spaces, variety of publicuses and amenities including proposed RiverLine stop, riverfront promenade and boardwalk, public walkways, bikeways, one of the first pieces of Delaware River Heritage Trail. Preservation of wetlands and eagle foraging buffers.

VOORHEES TOWN CENTER, NJ (Pennsylvania Real Estate Investment Trust/Dewey Commercial Investments). The former Echelon Mall has been reduced to half its former size, creating a new mixed-use town center. The main boulevard is now lined on both sides by apartments and condominium units, including affordable housing, above street-level stores, businesses and restaurants, plus additional commercial space, structured parking, and community clubhouse. Site is less than two miles away from two PATCO stations, including one accessible by bus. Construction is nearly completed with residents moving into the first phases of homes and apartments.

2007

MOUNTAIN MANOR, Monroe County, PA (LTS Developments - preliminary recognition only). Adjacent to fast-growing Poconos village of Marshalls Creek. 418-acre site is less than 4 miles from I-80. Proposed for 857 homes, pedes-trian-friendly streets, trails and publicspaces connected to Marshalls Falls Park. Dense village center with flats, townhomes and live/ workhomes; traditional neighborhoods with homes on narrow lots, alley-accessed garages, and larger single-family homes; 400,000+ square feet of commercial space: restaurants, shops, businesses, medical offices, new library, town hall and community center. NJ Transit plans to re-establish Scranton-to-NY train service with station two miles away at Delaware Water Gap; bus service under consideration.

ELLIS PRESERVE TOWN CENTER, Newtown Square, Delaware County, PA (BPG Properties, Ltd. - preliminary recognition only). Proposed 210-acre mixed-use community located along existing SEPTA bus lines and within a few miles of Paoli train station, with 582,000 square feet of office space; 419,000 square feet of retail/commercial space including entertainment, shops, restaurants and a hotel; 200 ownership and rental housing units including some atop retail; 15-acre town green. Located at intersection of Routes 252 and Route 3. Proposal would retain and integrate historic and cultural buildings, connections to surrounding neighborhoods through pedestrian trails and road systems.

WYOMISSING SQUARE, Berks County, PA (Brickstone Realty Corp. and Bozzuto Development). 13-acre mixed-use urban infill site, converting 330,000-square-foot abandoned industrial building into 248 market-rate apartments, plus 31,000 square feet of retail space and a new 135-room hotel. The site is close to existing outlet retail shops and within walking distance of several transit stops, downtown West Reading, and the Reading Medical Center. Existing restaurant to be augmented with banquet space; underground parking to serve residential uses. The development will revitalize an existing brownfields site and provide an economic catalyst to the surrounding area. Construction completed.

STAFFORD PARK, Stafford Township, Ocean County, NJ (The Walters Group). Brownfields parcel surrounded by 17,000 acres of pinelands at the intersection of Route 72 and the Garden State Parkway. 370-acre mixed use site with retail, office, and residential uses; residential portion includes 565 age-restricted residential units and 112 affordable housing units; the relocation of 25,000 square feet of office space; and 650,000 square feet of retail space including a 90,000-square-foot —main street.” All buildings are LEED-certified; most commercial buildings with rooftop solar panels. The site is served by the Ocean Ride bus line and NJ Transit. Construction completed.
**BREWERTOWN MASTER PLAN, Philadelphia (Westrum Development Company).** Assemblage of 16+/- acres of abandoned lots, vacant factories and former stables, to create masterplanned mixed-use infill community adjacent to Fairmount Park, providing new market-rate and affordable housing components - townhomes, stacked townhomes, condos, and loft-style apartments, totaling 595 units, with an average overall density of 37 units per acre. Retail will include 50,000-square-foot supermarket with apartments above. Related development will provide low-income and affordable housing. Under development and substantially completed.

**THE DREYCOTT, Lower Merion Township, PA (Arcadia Land Company and Cornerstone Communities).** Infill condominium project with 44 residential units with a net density of 25+ units per acre, 1,670 square feet of office space at street level, and a gallery exhibition space. All parking will be underground, including shared parking for an adjacent office building. The site is adjacent to the Haverford Station of the R-5 line and to the commercial hub of Haverford, and the developer will provide pedestrian connections to both. Construction is expected to start shortly.

**UNIVERSITY MEDICAL CENTER AT PRINCETON (Princeton Health Systems).** After new hospital is built, the current site will be redeveloped into 280 new housing units with a net density of 67 units per acre including studios, one-bedroom and two-bedroom units, of which 20% will be below market rate; and space for small businesses. Existing parking garage will be retained. The project will also feature a 25,000-square-foot building for retail, medical and office uses, fitness center and a community center, plus 70,000-square-foot park. All uses will be connected via pedestrian pathways and plazas. Site is located adjacent to NJ Transit bus services, less than a half-mile from Princeton rail line connector, and within easy walking distance of shops, services, campus and other community facilities.

**TOWNE CENTER AT HADDON, Haddon Township, NJ (Fieldstone Associates).** Mixed-used redevelopment of a six-acre brownfields site, across the street from PATCO Hi-Speedline station. Site will offer 25,000 square feet of street-level retail space along Haddon Avenue (some for lease, some ownership) and 198 for-sale residential units with an average density of 30 units per acre, including 72 loft-style condominiums with parking underground; 60 mid-rise condominiums; 40 garden units; and 26 townhomes. The site has been cleared and is undergoing environmental remediation prior to the start of construction.

**THE VILLAGE AT VALLEY FORGE, PA (Realen Properties).** Located at the intersection of Routes 202, 422, 76 and 276, this former 136-acre golf course site is being transformed into 2,000 units of high-density housing - multi-family apartments, flats, townhomes, in a range of sizes and styles, for both rental and ownership. Main street core will offer retail and office uses at street level with residential above. Other features will include hotels and one million square feet of commercial, recreational and entertainment uses, including a movie theater, and 25+ acres of open space with amphitheater/ice rink, public art, and walking/biking trails. Now under construction, with the first phase scheduled to open shortly.

**BELL POINT, Sussex County, DE (Lewes Investment Co. - preliminary recognition only).** Proposed for —Five Points” intersection of SR-1 and SR-9, identified by State for major mixed-use center. Within walking distance of the Villages of Five Points and within 3 miles of historic Lewes. The 108-acre urban-style plan will include single-family, townhomes and mid-rise residential uses, office, retail, and open space, all featuring sidewalks and street trees. Homes will have porches in front and garages de-emphasized. 20% of the units will be affordable housing. Would be one of few new developments in region with bus service to major employment centers and towns in Southern Delaware.

**PEMBROKE NORTH, Radnor Township (Razak Company).** First multi-family housing project registered for LEED certification in the region, on an infill brownfields site adjacent to the Wayne business district. With 54 units ranging in size from 1,250-2,500 square feet, Pembroke North exceeds the surrounding density dominated by single-family homes. Energy-efficient and environmentally responsible features include ground-source heat pumps system, on-demand water heaters, certified building materials such as FSC lumber and low-VOC finishes. The project features underground parking, walkway connections to the business corridor, and easy access to ciscivespaces, banks, grocery stores, restaurants, and St. David’s train station. Construction completed and occupied.
### 2005

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<th>Project Name</th>
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<td><strong>BRYN EYRE, Berks County, PA (Arcadia Land Company).</strong></td>
<td>&quot;New urbanist&quot; town located on a 2,582-acre brownfields site directly adjacent to the Morgantown interchange of the Pennsylvania Turnpike. The land, identified in the Berks County 2020 Plan as the largest growth area for new development, will encompass 12,500 residential units, ranging from single-family homes and townhomes to duplexes, twins, and condominium units; 3 elementary schools and a middle school; 2.2 million square feet of office space; 1.5 million square feet of retail space; and 600,000 square feet of light industrial space. Approximately 935 acres of the site will be undeveloped and left as open space, including a 150-acre park serving the entire region and preservation of a 130-acre lake. Development is expected to start when market conditions improve.</td>
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<td><strong>THE CRICKET CLUB, Ardmore Township (Mariner Commercial Properties).</strong></td>
<td>Proposed 6-story mixed-use building just off Lancaster Avenue on a quarter-acre brownfields site directly adjacent to 2 SEPTA stations (R-5 rail line and bus stop). Includes street-level restaurant; underground parking; and 25 one and two-bedroom condominium units on the upper floors. The plan includes a public/private venture with the Township to convert an existing municipal parking lot into a heavily landscaped park-like lot with fewer spaces and more street linkages. Seeking LEED Silver certification. Construction not yet underway.</td>
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<td><strong>THE CROSSINGS AT AMBLER, Montgomery County, PA (Westrum Development Company).</strong></td>
<td>Loft-style condominiums within walking distance of SEPTA R-5 regional rail station and Ambler’s Main Street retail area. The 9.4-acre brownfields infill site will be developed into loft homes with a net density of 30+ per acre. An old boiler house adjacent to the site will be converted by a separate developer to 38,000 square feet of office space. The company hopes to receive its final approvals and start construction in 2010.</td>
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<td><strong>SADSBURY PARK, Chester County, PA (Arcadia Land Company).</strong></td>
<td>Traditional Neighborhood Design proposed for parcel within walking distance of historic Sadsburyville, just west of Coatesville. The project will encompass a mix of 450+ homes - single-family detached, townhomes, and multi-family - total average net density of 6 units per acre. Features include grid street system, homes with garages in the back, sidewalks and trail system, and creatively-designed opened spaces for recreation. Housing prices are expected to be among the most affordable in Chester County. The developer, Arcadia Land Company, expects to break ground in 2010.</td>
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<td><strong>GREEN STREETMEWS, Downingtown, PA (Progressive Housing Ventures).</strong></td>
<td>30 condominium townhomes on a 1.65-acre former industrial site at the intersection of Green Street and Jefferson Avenue. The site is less than a mile to SEPTA train station by walking or biking via sidewalk; short walking distance of retail and restaurants. The development features 30 back-to-back townhomes with a density of about 18 units per acre, and a new &quot;pocket park&quot; with a looped trail path. The homes are priced for moderate-income families and first-time homebuyers. Construction completed and homes are occupied.</td>
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<td><strong>SPRING ARTS POINT, Philadelphia (New Urban Ventures).</strong></td>
<td>A 3-acre urban infill mixed-use project on a previously vacant brownfields site. The project will encompass one full block and portions of 3 adjacent blocks, all within a 5-minute walk of the Broad Street Subway station at Spring Garden Street. The net density is 22 units per acre, with 15 condominium units in two mid-rise buildings with ground-floor retail, and 53 townhomes. All units include parking at the rear. Construction started in 2005; home sales started in 2007 and are ongoing.</td>
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### Recognition Deadline March 1, 2012

Learn More - Join - Download an Application

www.delawarevalleysmartgrowth.org