



The English Village Shopping Center is one of the six shopping centers in Horsham Township.

Economic Development

Although commercial land use, including mixed use, retail, office and industrial properties, accounts for only 13% of the township's land area, nearly 30,000 people are employed within Horsham Township making it an important employment and economic generator for the region.

Summary of Recommendations

- Continue to focus commercial development within Horsham's established commercial corridors, shopping centers, and employment areas through redevelopment and revitalization of existing properties.
- Continue to build partnerships and support major employers within the township.
- Ensure new commercial development and redevelopment is of a high-quality that incorporates amenities and facilities that encourage walkability and other forms of multi-modal transportation.
- Incentivize economic revitalization and redevelopment of vacant and underutilized commercial properties while maintaining a balance of non-residential land uses.



*Top: The Elements at Horsham mixed-use development incorporates building materials that compliment the historic building on-site.
Bottom: Horsham Township has many office complexes that employ thousands of people.*

Commercial Land Use Distribution

Map 6 on the following page shows the current distribution of commercial land uses in Horsham Township.

Retail and Mixed-Use

Retail properties make up only 2.5% of the township’s land area. Retail uses include six shopping centers totaling nearly 593,000 square feet of gross floor area (see Table 10 on page 48), as well as scattered commercial properties along Easton Road/Route 611, the eastern portion of Horsham Road, County Line Road, and in the villages of Maple Glen and Prospectville.



This retail development on Welsh Road incorporates varied building materials, creative outdoor dining, pedestrian amenities, and parking lot landscaping.

Table 10 on page 46 provides additional information on each of the township’s shopping centers.

The market rent for retail per square foot in the township is at its highest in the last ten years and the market sale price per square foot is near the ten year high, recorded in quarter four of 2022.¹

Mixed-use properties make up less than 1% of the township’s land area. Mixed use properties are scattered throughout the township with the greatest groupings along the eastern portion of Easton Road/Route 611, County Line Road, and within the villages of Maple Glen and Prospectville.



A mixed-use property on County Line Road.

Community Survey Feedback

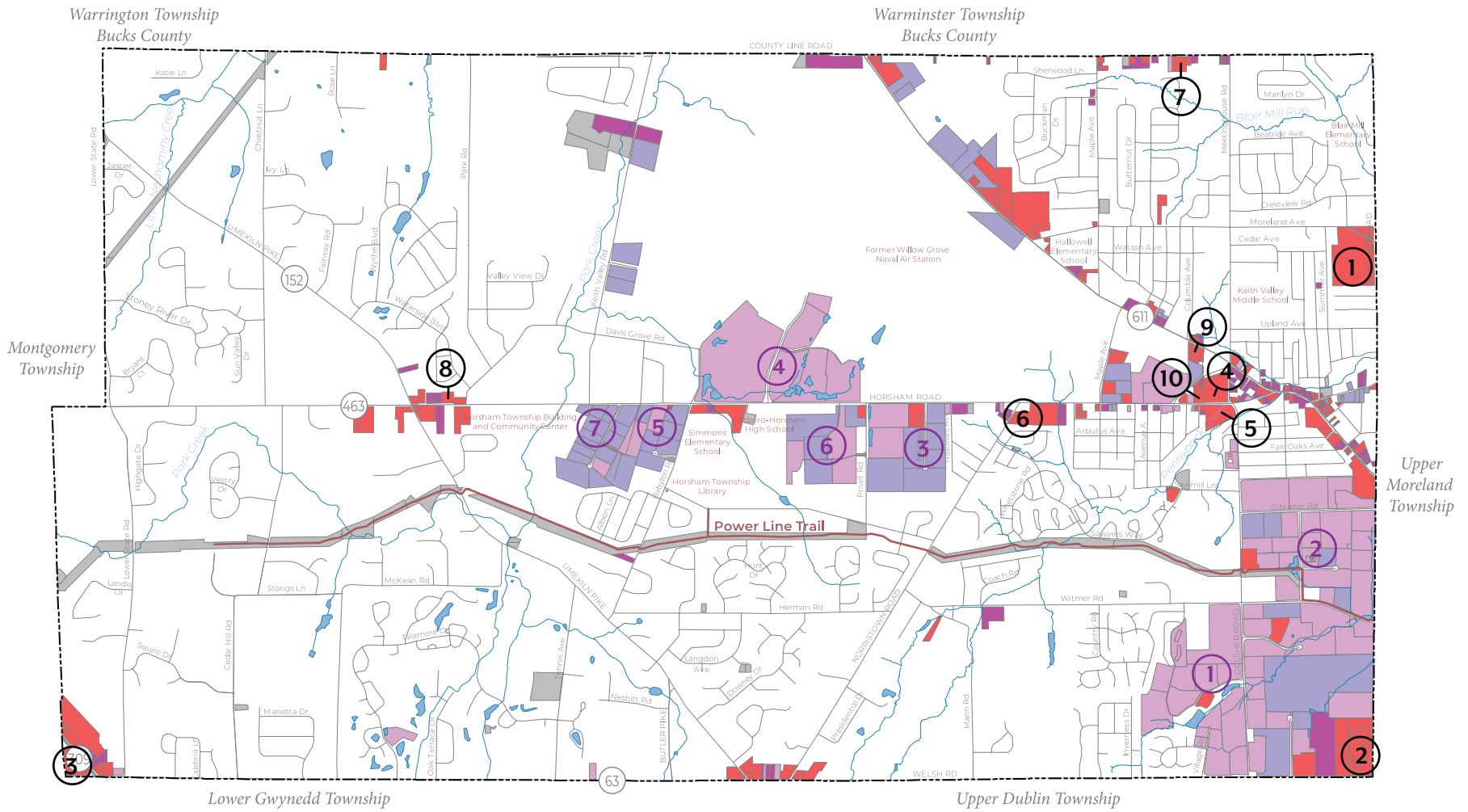
The community survey asked respondents how they felt about the availability of different types of businesses and services in the township currently. Cultural facilities & entertainment (65%) and coffee shop/bakery/ice cream parlor (57%) were the only two sectors where a majority of respondents indicated that they would like more.

Although only 39% of respondents indicated that they would like more restaurants, specific comments suggested a strong desire for family-owned and/or family-friendly restaurants. In general, survey respondents indicated that the economy and mix of commercial businesses within Horsham could be improved, but also recognize the value of access to nearby shopping centers in adjacent municipalities.

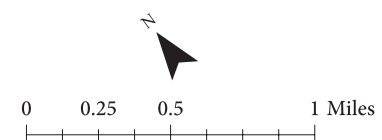
In addition, the survey responses showed an interest in creating a town center where multiple restaurants and retail shops are grouped within a walkable development with space for community events, such as The Shops at Valley Square in Warrington Township or Village at Valley Forge in Upper Merion Township. Survey respondents suggested that this type of amenity could help attract the next generation of residents to the township.

¹ CoStar Realty Information Inc., March 2023

MAP 6. COMMERCIAL LAND USE DISTRIBUTION



- Mixed Use
- Retail
- Office
- Industrial
- Utility
- # Shopping Centers (see Table # for more information)
- # Office Campuses (see Table # for more information)



Source: Montgomery County Board of Assessment Appeals

TABLE 10. HORSHAM TOWNSHIP SHOPPING CENTERS

MAP KEY	SHOPPING CENTER	LOCATION	MAJOR TENANTS & ANCHORS	# OF STORES	GROSS FLOOR AREA (SQ. FT.)	YEAR BUILT	TYPE OF CENTER
1	The Village (f.k.a. Village Mall)	 Blair Mill Rd. & W. Moreland Rd.	Acme Markets, Dollar Tree, Fine Wine & Good Spirits, Wells Fargo	21	244,018	1972	Community
2	Horsham Gate	 Blair Mill Rd. & Welsh Rd.	The Fresh Market, Ulta Beauty, Hobby Lobby, Great Clips, Bank of America, Corner Bakery Café	12	124,194	2009	Community
3	Shoppes at English Village	 Bethlehem Pk. & Welsh Rd.	Trader Joe's, Iron Hill Brewery & Restaurant, Talbots, LensCrafters	25	109,666	2003	Neighborhood
4	Horsham Point Shopping Center	 Horsham Rd. & Easton Rd.	GIANT, Navy Federal Credit Union, Hair Cuttery, Saladworks	10	75,292	1997	Neighborhood
5	Elements Horsham	 Horsham Rd. & Dresher Rd.	Aqua-Tots Swim School, MaGerk's Pub & Grille, TruMark Financial, Mathnasium	14	54,976	1989	Neighborhood
6	Horsham Corner Shopping Center (f.k.a. Horsham Square)	 Horsham Rd. & Norristown Rd.	Dentist, Physical Therapy, USPS, Horsham Square Pharmacy, Driven2Drive	16	39,531	1990	Neighborhood
7	Lynrose Plaza	 County Line Rd. & Henry Ave.	Doctor's Office, Physical Therapy, Dog Training, Pet Supply Store, Fitness Studio, Art Studio	7	15,840	1975	Small
8	Horsham Road Center	 Horsham Rd. & Davis Grove Rd.	Insurance Office, Doctor's Office, Dry Cleaners, Gift Boutique, Hair Salon	12	14,800	1986	Small
9	537 Horsham Plaza	 Easton Rd. & Homestead Ln.	Mexican Restaurant, Seafood Restaurant, Cigar Shop, Billiards	7	14,264	1972	Small
10	Boxwood Shopping Center	 Horsham Rd. & Avenue E	Horsham Pharmacy, Pizza Restaurant, Indian Restaurant, Hair Salon, Nail Salon	7	10,440	1970	Small

Hotels & Hospitality

The first hotel in the township was developed in 1988 on Easton Road. Five additional hotels were developed in the 1990s and early 2000s, primarily in the Horsham Business Parks area (see Table 11 to the right). Most recently, a hotel opened on Blair Mill Road behind the Horsham Gate Shopping Center in 2019. There is a general desire for hotels within the township to be well-maintained and include amenities to serve short-term stays for business travelers and families; however, as a rule-of-thumb, hotels should not be treated as long-term housing within the township.



The 112-room Homewood Suites hotel was built in 2019 on Blair Mill Road and is the most recent hotel to open in the township.

TABLE 11. HORSHAM TOWNSHIP HOTEL DEVELOPMENTS

NAME	YEAR BUILT	LOCATION	# OF ROOMS
<i>Comfort Inn</i>	1988	<i>Easton Rd.</i>	173
<i>Residence Inn (Marriott)</i>	1990	<i>Walnut Grove Dr.</i>	118
<i>Best Western</i>	1997	<i>Business Center Dr.</i>	110
<i>Extended Stay America</i>	1998	<i>Dresher Rd.</i>	136
<i>Towne Place Suites (Marriott)</i>	1999	<i>Precision Rd.</i>	47
<i>Extended Stay America</i>	2001	<i>Welsh Rd.</i>	116
<i>Homewood Suites (Hilton)</i>	2019	<i>Blair Mill Rd.</i>	112

Source: Montgomery County Planning Commission; Montgomery County Board of Assessment Appeals



The 136-room Extended Stay America hotel was built on Dresher Road in 1998.

Office & Employment

Office properties make up just over 7% of the township’s land area. The largest single office property is the Commonwealth Corporate Center on Horsham Road; however, the largest concentration of office properties is located in the Horsham Business Parks consisting of the Horsham Business Center and the Pennsylvania Lifestyle Campus (see Table 12 on the following page). Additional office properties are scattered along the central portion of Horsham Road and Welsh Road.

Employment

Horsham Township is a net importer of jobs, meaning more non-residents commute into the township to work, than residents who commute out of the township for work. In fact, in 2021, a total of 29,693 people were employed in the township – more than double the number of township residents who are employed. The vast majority of the persons employed in Horsham

Township (95%) commute to work from outside of the township, including 17% (or approximately 5,000 workers) who commute from Philadelphia. Persons who commute to Horsham Township for work also commonly live in communities such as Willow Grove, Levittown, Hatboro, and Lansdale.³

Figure 9 on the following page depicts data from the U.S. Census Bureau's OnTheMap online analysis tool showing the inflow/outflow of employees in Horsham Township. Approximately 11% of Horsham Township residents who are employed, are employed in the township. On the other hand, over 17% of employed residents commute to Philadelphia. Other common employment locations for township residents include: Fort Washington, King of Prussia, Blue Bell, Montgomeryville, and Willow Grove.⁴

Employment Forecasts

The Delaware Valley Regional Planning Commission (DVRPC) tracks and forecasts employment for municipalities and counties within the region. DVRPC forecasts an increase of 3,975 jobs (or approximately 13.1%) in Horsham Township by 2050 (see Figure 10 on the following page). This projected job growth percentage is lower than that projected for Montgomery County as-a-whole (15.1%) but slightly higher than that projected for Bucks County (11.3%) for the same time period. New jobs could be created through new development, such as on the former Willow Grove Naval Air Station, and through filling of vacancies in existing office buildings.

³ U.S. Census Bureau, OnTheMap, 2021. <https://onthemap.ces.census.gov>

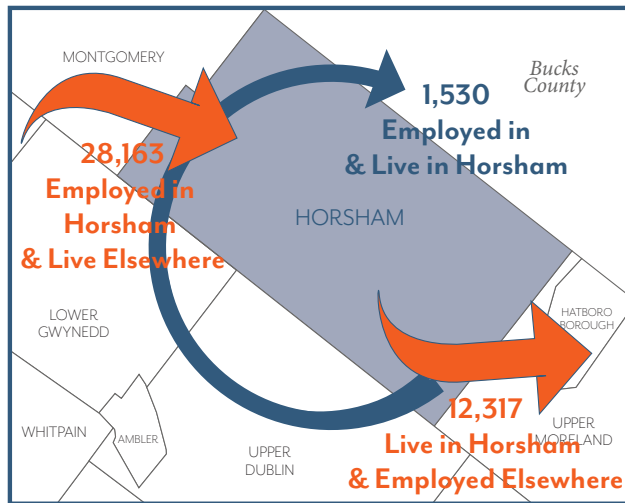
⁴ U.S. Census Bureau, OnTheMap, 2021. <https://onthemap.ces.census.gov>

TABLE 12. HORSHAM TOWNSHIP BUSINESS PARKS

MAP KEY	BUSINESS PARK		LOCATION	ACRES	GROSS BUILDING AREA (SQ. FT.)	OWNERSHIP
1	<i>Pennsylvania Lifestyle Campus (f.k.a. Pennsylvania Business Campus)</i>		<i>Witmer Rd. & Dresher Rd.</i>	227.1	2,666,080	<i>Multiple Owners</i>
2	<i>Horsham Business Center</i>		<i>Witmer Rd. & Dresher Rd.</i>	135.7	876,656	<i>Multiple Owners</i>
3	<i>Horsham Ridge Industrial Center</i>		<i>Precision Dr.</i>	82.3	775,630	<i>Multiple Owners</i>
4	<i>Commonwealth National Corporate Center</i>		<i>Tournament Dr.</i>	47.0	764,159	<i>Multiple Owners</i>
5	<i>Babylon Business Center</i>		<i>Horsham Rd. & Babylon Rd.</i>	67.8	596,768	<i>Single Owner</i>
6	<i>Keith Valley Business Park</i>		<i>Progress Dr. & Enterprise Rd.</i>	56.5	408,668	<i>Multiple Owners</i>
7	<i>Horsham Valley Industrial Park</i>		<i>Caredean Dr.</i>	35	163,730	<i>Multiple Owners</i>

Source: Montgomery County Planning Commission

FIGURE 9. INFLOW/OUTFLOW JOB COUNTS: 2021



Source: U.S. Census Bureau, OnTheMap, 2021

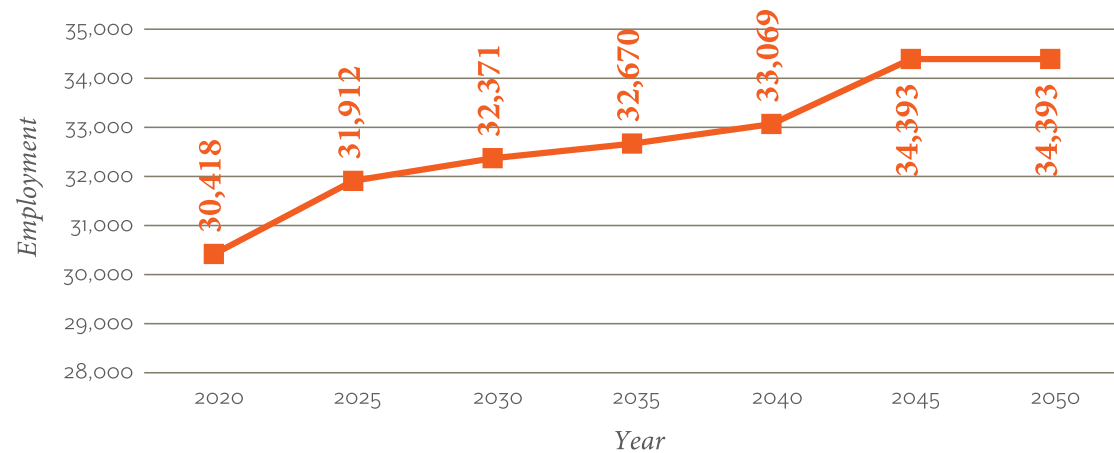
Job Occupation & Industry

The American Community Survey tracks the job occupation and job industry of township residents who are employed. This data for Horsham Township as compared to Montgomery County is shown in Figures 11 and 12 on the following page. Township residents are commonly employed in education/health care/social assistance, professional/scientific/management, and manufacturing industries; where they typically hold management, business, science, and arts occupations.

Office Market Characteristics

Office properties are categorized into three classes depending on the quality of the building, the location, and a number of other factors, including the level of competition amongst

FIGURE 10. HORSHAM TOWNSHIP FORECASTED EMPLOYMENT: 2020-2050



Source: Delaware Valley Regional Planning Commission

comparative office inventory in the local market. The National Association of Industrial and Office Properties (NAIOP) defines the office building classifications as:⁵

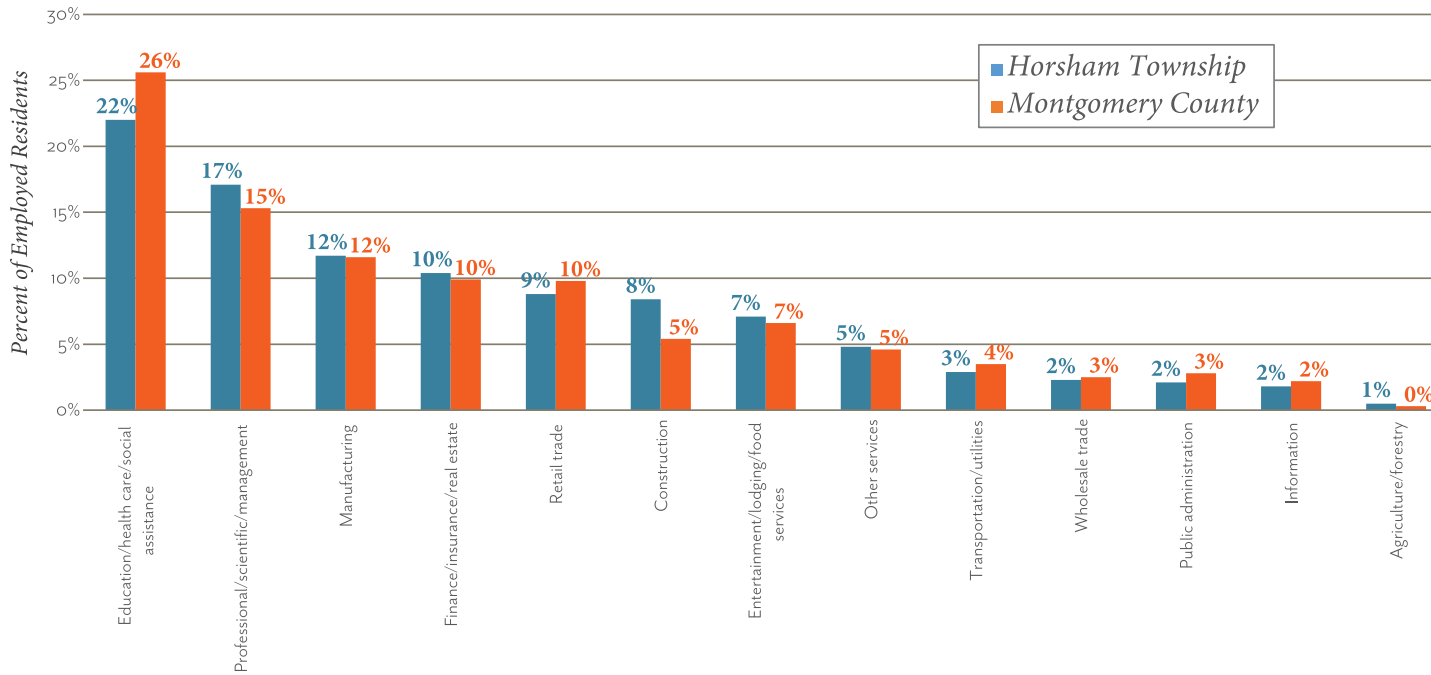
- **Class A:** buildings with rents in the top 30 to 40 percent of the marketplace. Class A buildings are well-located in major employment centers and typically have good transit, vehicular and pedestrian access. Additionally, they are located adjacent to or in proximity to a high number of retail establishments and business-oriented or fast casual restaurants. Building services are characterized by above-average upkeep and management.
- **Class B:** buildings with average rents for the marketplace. Class B buildings are in good to fair locations in major employment centers and have good to fair transit, vehicular and pedestrian access. They are located adjacent

to or in proximity to a moderate number of retail establishments and business-oriented or fast casual restaurants. Building services are characterized by average upkeep and management

- **Class C:** buildings with rents in the bottom 10 to 20 percent of the marketplace. Class C buildings are in less-desirable locations relative to the needs of major tenant sectors in the marketplace. They can be older, neglected buildings in good locations or moderate-level buildings in poor locations, so transit, vehicular and pedestrian access may vary. Typically, fewer amenities and restaurants are found in or near these buildings, and they are usually of moderate- to low-quality. Building services are characterized by below-average upkeep and management.

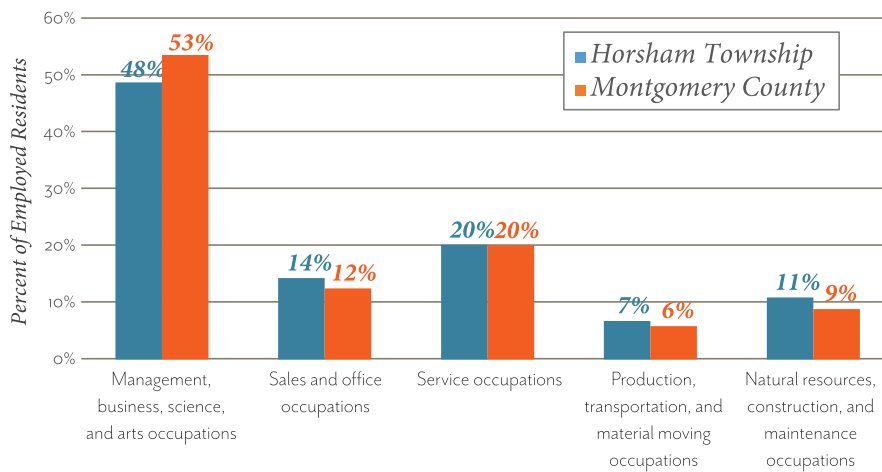
⁵ "Commercial Real Estate Terms and Definitions." NAIOP Research Foundation, 2017. <https://www.naiop.org/globalassets/research-and-publications/report/terms-and-definitions/researchreportcre-terms-and-definitions-2017.pdf>

FIGURE 11. RESIDENT JOB OCCUPATION: 2022



Source: U.S. Census Bureau, 2018-2022 American Community Survey 5-Year Estimates

FIGURE 12. RESIDENT JOB INDUSTRY: 2022



Source: U.S. Census Bureau, 2018-2022 American Community Survey 5-Year Estimates



The Commonwealth Corporate Center and Commonwealth National Golf Club were developed as a cohesive development along Horsham Road.

Table 13 to the right summarizes the market characteristics of office space in Horsham Township by class type. The market rent per square foot for all three classes and the market sale price per square foot for Class B and C are at their highest of the last ten years. For Classes A and B, vacancy rates are higher than the typical range for the past ten years.

Major Employers

Based on data from the 2022 tax year, the top fourteen employers in Horsham Township, ranked in terms of the total number of employees, account for a 9,087 employees, or 30.6% of the total number of persons employed in the township. Therefore, the majority of employment in the township is in companies with approximately 240 or fewer employees. The largest employer in 2022, with 2,759 total employees, was the United Parcel Service (UPS) which has a large shipping and distribution facility in Horsham off of Blair Mill Road. Overall, the industries represented by the top fourteen employers are diverse and include pharmaceuticals, healthcare services, and information technology (see Table 14 to the right).

With a societal shift towards increased remote or hybrid work schedules, the office environment is shifting which impacts the vibrancy of established office campuses and many companies have vacated offices they filled pre-pandemic. One trend being observed is a “flight to quality,” where companies that may have occupied large amounts of Class B or Class office space pre-pandemic in order to afford to house all of their employees at once, are opting to locate in smaller Class A office space that can only house a fraction of their work force at once, while the

remainder works remotely, but attracts those workers who do come in to the office with state-of-the-art spaces, amenities, and location.

With fewer employees working full-time in Horsham Township since the pandemic caused a shift in some work patterns, the township has observed a decrease in revenue from their Local Services Tax (LST) and Earned Income Tax (EIT). Overall, the township wishes to remain a desired location for major employers to locate, especially those sectors that have higher in-person office occupancy. To that end, the township is implementing strategies to make their office campuses more attractive to office workers who may wish to commute via SEPTA Regional Rail and has created an office park shuttle to connect commuters to nearby train stations.

TABLE 13. MARKET CHARACTERISTICS OF OFFICE SPACE IN HORSHAM TOWNSHIP BY CLASS TYPE

	CLASS A	CLASS B	CLASS C
Office Building Area (sq. ft.)	2.4 million	5.2 million	1.8 million
% of Total Office Building Area	25%	54%	19%
Vacancy Rate	17.1%	19.8%	6.6%
Rent (\$/sq. ft.)	\$28.65	\$19.56	\$16.44

Source: CoStar Realty Information Inc., March 2023

TABLE 14. TOP FOURTEEN EMPLOYERS IN HORSHAM TOWNSHIP: 2022

EMPLOYER	INDUSTRY	NUMBER OF EMPLOYEES
<i>United Parcel Service, Inc.</i>	<i>Shipping</i>	2,759
<i>Johnson & Johnson Services</i>	<i>Pharmaceuticals</i>	1,101
<i>Hatboro-Horsham School District</i>	<i>Educational Services</i>	811
<i>Excel Companion Care, LLC</i>	<i>Healthcare Services (Help at Home)</i>	722
<i>Reed Technology & Informative Service</i>	<i>Information Technology</i>	633
<i>UHS of Pennsylvania, Inc.</i>	<i>Healthcare Services (The Horsham Clinic)</i>	489
<i>SNF Operations, LLC</i>	<i>Healthcare Services (Horsham Center for Jewish Life)</i>	444
<i>Asplundh Tree Expert, LLC</i>	<i>Tree Service</i>	392
<i>National Medical Services, Inc.</i>	<i>Healthcare Services</i>	354
<i>ARRIS Global Services, Inc.</i>	<i>Telecommunications</i>	341
<i>Bimbo Bakeries U.S.A.</i>	<i>Food & Beverage</i>	296
<i>Capgemini America, Inc.</i>	<i>Information Technology</i>	255
<i>Quest Diagnostics, Inc.</i>	<i>Healthcare Services</i>	246
<i>Interstate Maintenance Corporation</i>	<i>Facility Services</i>	244

Source: Horsham Township, 2022



As some of the township's commercial gateways have redeveloped in recent years, improvements such as sidewalks and gateway signage have been incorporated.



Several of the largest employers in the township are located in the Horsham Business Parks.



The Homestead Professional Center on Village Road is a multi-tenant office building in an adaptively-reused building

Industrial & Utilities

Industrial properties make up just 3.3% of the township's land area. The largest industrial property is the UPS distribution facility off of Blair Mill Road. Additional industrial properties are located within the Horsham Business Parks and along Easton Road, Horsham Road, and Keith Valley Road. The market rent per square foot for industrial space in Horsham, as well as the market sale price per square foot, are both at their highest of the last ten years; however, vacancy rates are also currently high for some classes of office space.⁶

Utilities, including wastewater treatment plants and transmission line corridors, make up 1.5% of the township's total land area. Utility land uses are located throughout the township.

Trends in Commercial Land Use and Development

Flexible Commercial & Office Spaces

Continued technological advances and changes in working styles have created increased opportunities for working from home or working remotely. Coworking is a term for an office space configuration where amenities and resources are shared across several tenants, which can reduce the operating costs for start-ups, entrepreneurs, freelancers, and others. Coworking sites are an increasingly popular way to provide an office environment and amenities, and provide opportunities for social interaction, for those who choose to work remotely or independently.

⁶ CoStar Realty Information Inc., March 2023.

Small-Scale Industrial & Manufacturing

Modern industrial and manufacturing techniques can allow for new types of high-tech industrial activities to be accommodated in smaller spaces, even in retrofitted existing industrial buildings.

- **Industrial Design & Makerspaces** – the “maker movement” is invigorated by a young, technology-savvy, creative class. Examples of growing technology-based manufacturing industries include robotics, 3D printing, laser cutting, and graphic design.
- **Artisan Industrial** – older industrial buildings across the region are being converted to unique workspaces for mediums such as small-scale metalworking, glassblowing, pottery, and screen printing.
- **Specialty Food Production** – there is community interest in specialty food stores, which could include an ice cream store, a candy maker, a bakery or bagel shop, coffee roasters, catering companies, and a cheese or olive oil store.
- **Small-Scale Alcohol Production** – a resurgence in interest in craft alcoholic beverages, including liquor and beer, is taking place across the country. Small-scale breweries and distilleries often incorporate tasting rooms that attract visitors and add vibrancy to commercial areas with events such as Food Truck Friday and concerts.
- **Tech Incubators** – tech incubators provide office space and communal amenities, along with labs and other facilities, to encourage high-tech research and development. Partnerships with colleges or universities,



EXAMPLE

The Conshohocken Brewing Company location in Whitmarsh Township is a popular destination along the Schuylkill River Trail.



The UPS distribution facility off of Blair Mill Road is the largest industrial property in the township.

economic development organizations, or for-profit technology companies can also provide members of tech incubators with access to valuable mentoring and grant funding opportunities.

Life Sciences Campuses

Life sciences generally refers to companies operating in the fields of pharmaceuticals, biotechnology, medical devices, biomedical technologies, nutraceuticals, cosmeceuticals, and food processing. In recent years, this industry has grown through private and public capital investment and is expected to see continued growth as healthcare spending overall is expected to increase, new diagnostic and therapeutic technologies become more widespread, and an emphasis is placed on continued disease control.⁴ Some vacant office spaces can be easily converted to lab space or other facilities to advance life sciences research.

⁴ "ULI Research Report: Understanding the Life Sciences Sector – The Case for Real Estate Investment." Urban Land Institute (2021), <https://www.youtube.com/watch?v=aRdTdsBipD8>

Evolving Warehouse Needs

As business needs and consumer expectations have changed throughout the years, the design and use of warehouses and distribution facilities has changed as well. Today, the design and physical construction of a warehouse depends on the type of function it serves, including: logistics and distribution/fulfillment centers, automated high-cube or high-bay warehousing, data centers, and e-commerce microfulfillment centers. Demand for warehousing and distribution facilities is strong in the region, as the increase in e-commerce and expectations of immediate delivery capacity has driven a recent boom in warehouse needs.

Walkable Commercial & Office

A shift in workplace culture away from isolated suburban office park campuses and towards mixed-use and walkable office is a noticeable trend nationally. Although current economic and societal factors have created some uncertainty

regarding the future of the traditional office environment, a trend towards increased remote or hybrid work options has been underway for some time. In general, office environments that offer substantial outdoor space, walking opportunities, and access to public transit and nearby quality housing are likely to remain competitive in the future.

Mixed-Use Town Center

In recent years, a trend towards designing shopping centers around “main streets” or “village squares” has been observed. In general, by recreating the scale and mix of commercial uses found in traditional town centers, modern shopping centers can create more of a focus on pedestrian accessibility and create a unique experience that is welcoming to shoppers.



Office parks have begun adding creative amenities such as parklets and walking paths to attract companies and workers.



EXAMPLE

Mixed-use developments, such as the Bryn Mawr Village development, can incorporate office space over ground-floor retail.



EXAMPLE

Suburban Square in Ardmore uses a combination of planters and raised crosswalks to slow traffic and beautify their shopping center.

Placemaking

The prevalence and convenience of online shopping has increasingly made going out to shop in a physical store unnecessary. However, people still crave the in-person interactions and experiences of shopping and dining. For example, shopping experiences that are paired with entertainment within unique physical settings are likely to be more attractive to shoppers in the future. Main Street-style shopping areas with substantial outdoor dining, integrated green spaces, and a mixture of dining and shopping options are in a better position to attract businesses and flexibly adapt to societal and economic conditions in the future. Branding of individual commercial areas through cohesive streetscape design and street pole banners, as well as programming to draw visitors to the area, can also contribute to placemaking.

Streetscaping

Streetscaping generally refers to programs that improve the streetscape conditions, or the physical environment and design of the roadway and sidewalks. Distinctive physical accents within the streetscape, such as landscaping and street furniture (e.g., street lights, benches, garbage cans) beautify the space, encourage walking, and can slow down vehicular traffic passing-by. Further detail such as the material and pattern used on the pavement, and the design of adjacent storefronts, also contributes to the vibrancy of a commercial area.

A continuous and quality streetscape can contribute to a commercial area's walkability by incorporating sidewalks, crosswalks, and wayfinding signage sense of place, and safety. The space along the street on commercial corridors

should be well-lit and incorporate other design features such as landscaping that create an atmosphere inviting to pedestrians.

Sidewalk Width & Streetscape Improvements

New commercial development should incorporate a sidewalk of at least eight (8) feet in width, wherever feasible. This width is generally needed to allow multiple people to walk comfortably side-by-side while still providing room for street trees, street furniture, and outdoor displays and dining areas. In addition, a verge of at least five (5) feet in commercial areas can help buffer pedestrians from moving vehicular traffic. Where sidewalks are currently of this width, low-cost additions such as pedestrian-scaled lighting, seating, and wayfinding or directional signage can be used to create a more welcoming streetscape.

More information: https://www.montgomerycountypa.gov/DocumentCenter/View/9839/Walkability-Plan_Final_web-version



EXAMPLE

Streetscape elements, such as a wide verge with street trees, can enhance walkability along busy or wide roadways, such as this example on Dekalb Pike through Upper Merion Township.

Regional Recreation Centers

According to a 2017 Sports Facility Feasibility Study conducted by the Valley Forge Tourism & Convention Board (VFTCB), sports tourism is a growing segment of the tourism industry and there is additional unmet demand for regional recreation facilities within Montgomery County. A specialized segment of the VFTCB, Valley Forge Sports, is tasked with recruiting and coordinating sports tournaments. In 2016, it is estimated that the business booked through the Valley Forge Sports program generated \$35 Million in economic impact for Montgomery County.⁶

The 2012 Redevelopment Plan for the former Willow Grove Naval Air Station included a 100,000 sq. ft. regional recreation center on 12.3 acres. In addition to indoor facilities, outdoor fields for soccer, baseball, lacrosse, softball, and other sports were also envisioned as a way to attract high school and collegiate tournaments. Sports tournaments can have significant additional economic benefits such as revenue from lodging, dining, and transportation spending of the participants attending the tournaments and their families.

The VFTCB's 2017 Sports Facility Feasibility Study identified sufficient demand for a 92-



The Proving Grounds sports complex in Plymouth Township reused a former industrial site.

2017 Sports Facility Feasibility Study Proposed Facility Details

Goal: 92 Acres

Indoor Facilities:

- Basketball courts
- 16 volleyball courts
- 2 conference rooms
- Café and seating area

Outdoor Facilities:

- 4 natural grass fields
- 8 synthetic turf fields

Additional Amenities:

- Zipline/canopy tour
- Pavilion
- 1,400 parking spaces

Potential Cost (2017 \$): \$35-50 Million



Source: Valley Forge Tourism and Convention Board

acre indoor and outdoor recreation facility (see callout box for details) which could potentially be accommodated on the former WGNAS site. Building off of this interest in sports tourism, in 2021, the Military Installation Remediation and Infrastructure Authority (MIRIA) commissioned a market opportunity report for new sports and recreation assets in Horsham Township.⁷ The study found that there was an opportunity to develop a regional recreation facility in the township; however, finding land of the size needed to compete as a sports tourism destination in the region could be challenging.

⁶ "The Future of Sports Tourism in Montgomery County, PA. Executive Summary: Sports Facility Feasibility Study," Valley Forge Sports (2017).

⁷ The Sports Facilities Advisory, July 2021. "Horsham Township Sports Complex | Horsham Township, PA Market Opportunity Report."

Recommendations

See the *Focus Areas Chapter* for additional economic development recommendations for seven specific geographic focus areas within the township.

See the *Land Use Chapter* for the desired location of different types of commercial land use.

RECOMMENDATION 4:

Continue to focus commercial development within Horsham’s established commercial corridors, shopping centers, and employment areas through redevelopment and revitalization of existing properties.

Implementation Strategies

- A. Update the zoning and subdivision and land development ordinances to encourage physical improvements and redevelopment of existing business and industrial areas that are vacant or underutilized.
- B. Require site greening and building design standards as part of new development and redevelopment projects. Green spaces within commercial developments should incorporate amenities such as benches or other outdoor seating, bike parking, and shade, where space allows.
- C. Coordinate with adjacent municipalities where commercial corridors or commercial nodes are shared across multiple jurisdictions to discuss appropriate land uses and development intensities of each commercial area and explore the creation of consistent streetscape standards for each shared commercial corridor or node, including wayfinding signage and new sidewalk connections, where applicable.

- D. Work with property owners to explore opportunities to consolidate existing driveway access points along arterial roadways. Create zoning standards to incentivize or require shared driveway and parking access as part of new commercial developments and redevelopments.
- E. Continue to implement the *Horsham Business Parks Master Plan*.
- F. Continue efforts to attract high-quality, large, diverse employers to locate in the township.
- G. Consider the creation of programs to encourage improvements to existing businesses and commercial properties, such as a façade improvement grant program for small businesses.
- H. Adopt a Village Commercial zoning district for Prospectville Village to encourage a mix of housing types, commercial businesses, and institutional buildings in a pedestrian-friendly neighborhood.

RECOMMENDATION 5:

Continue to build partnerships and support major employers within the township.

Implementation Strategies

- A. Establish regular coordination meetings with major commercial property owners and significant employers to understand their needs and concerns.
- B. Explore opportunities to partner with businesses within the township to improve the sidewalk infrastructure and streetscape around their properties.
- C. Promote business development and networking opportunities offered by

the Horsham Business Association of the Chamber of Commerce for Greater Montgomery County.

- D. Connect current and potential businesses and property owners to resources and programs provided by the Horsham Township Community and Economic Development Director and Montgomery County Commerce Department.

RECOMMENDATION 6:

Ensure new commercial development and redevelopment is of a high-quality that incorporates amenities and facilities that encourage walkability and other forms of multi-modal transportation.

Implementation Strategies

- A. Require new commercial development and redevelopment projects to incorporate transit facilities (where applicable), green space, bicycle amenities, and pedestrian connections through updated design standards in the zoning and subdivision and land development ordinances.
- B. Incorporate additional site design standards into the township’s commercial zoning districts, including building design standards and enhanced landscaping and streetscaping requirements.
- C. Consider creating an official map showing the township’s planned locations of future trail connections so that future development and redevelopment projects along the trail routes can incorporate the trail right-of-way and interconnections, where applicable.

RECOMMENDATION 7:

Incentivize economic revitalization and redevelopment of vacant and underutilized commercial properties while maintaining a balance of non-residential land uses.

Implementation Strategies

- A. Edit current zoning ordinance to allow for popular modern uses such as small-scale manufacturing, artisan industrial, co-working offices, small-scale alcohol production, and regional recreation centers.
- B. Consider working with property owners or developers of vacant or underutilized commercial properties to create a LERTA district to encourage redevelopment and revitalization of these properties.
- C. Provide easy pathway for life sciences campuses or medical research labs to renovate and reuse buildings vacated by dwindling industries.
- D. Amend zoning regulations to account for evolving warehouse needs such as automated high-cube and e-commerce microfulfillment centers.
- E. Continue to create the economic environment to incentivize investment and upgrades to older hotel properties so that they contribute to the township's vibrant commercial and business areas.
- F. Continue to pursue mixed-use redevelopment of the former Willow Grove Naval Air Station. See the Willow Grove Naval Air Station Focus Area for more information.

Local Economic Revitalization
Tax Assistance (LERTA)

“An approved LERTA allows for the abatement of taxes on qualifying new construction and/or improvements to existing structures for a period of up to ten years. The Montgomery County Commerce Department is the liaison to municipalities that are working with property owners/investors who are interested in creating pre-approved LERTA districts. The Commerce Department will work with a municipality through each step in the process.”

More information: Montgomery County Commerce Department. “Montgomery County Local Economic Revitalization Tax Assistance Act (LERTA) Process/Application Procedures.” <https://www.montgomerycountypa.gov/DocumentCenter/View/24764/Montgomery-County-LERTA-Procedures---05-2019>