



Excellence in Planning and Design

2007 Revitalization Award



THE PAVILION Lansdale Borough

The Pavilion, located in Lansdale Borough, received a 2007 Revitalization Award for transforming an older shopping center into a new and vibrant commercial center. The project, which involved rehabilitating existing structures and adding new buildings, totally revitalized the nearly vacant shopping center and is a thriving, popular destination in the community.

Community Impact

This site, at the intersection of South Broad and Hancock Streets, formerly contained an older shopping center.

Prior to redevelopment, two-thirds of the center was vacant, and total employment consisted of 70 to 80 persons. The vacancy rate is now below 8 percent, and the center currently provides employment for 375 to 400 persons. New businesses added to the center include an upscale grocery store—The Vidalia Market Place, Pets Plus, Total Body Fitness, and Party America. The addition of these businesses and the revitalization of the shopping center have increased the value of the property and returned shoppers to this once-blighted intersection.





① Site Photo "Existing" - South Broad Street
Date of Photo: April 1, 2008



② Site Photo Rendering "Proposed" - South Broad Street

Design Elements

The design of The Pavilion has transformed this property into an appealing place in the community. The design incorporated extensive landscaping and interesting architectural features that set the shopping center apart from the typical suburban strip commercial development. The Pavilion team also utilized streetscape elements, stone and facade materials, and a complementary color palette to enhance and modernize this neighborhood shopping center, making it a true extension of the downtown and residential areas. Major design elements included improved circulation, building expansion and facade enhancements, and the creation of an attractive streetscape along Broad Street. A second-story facade, with varying rooflines, complements the scale of the surrounding residential neighborhood and adds an attractive urban character to the development. Landscaping was used to buffer adjacent residential properties from the center. An extended streetscape was created through a series of low walls and hedges that buffer views of the parking lots. Other streetscape

elements included the addition of outbuildings, pedestrian amenities, and lighting.

Process

The development team collaborated extensively with the county planning commission and the borough in completing this exceptional revitalization project. The Pavilion team worked with local private businesses to incorporate unifying design elements, which successfully created an inviting, harmonious streetscape that extends beyond The Pavilion. The project, which was entirely constructed with private funds, promotes economic and social vitality through a balance of mixed commercial and public uses.

The Pavilion is an attractive, popular commercial center that provides the community with a pleasant shopping environment. It is an excellent example of how public and private entities can work together to achieve an exceptional revitalization that is an asset to the community.



Location

South Broad Street and Hancock Street
Lansdale Borough
Montgomery County

Project Data

Land Use

Commercial

Tract Size

11.28 acres

Zoning

Business Revitalization Overlay District

Existing Building Floor Area

108,055 square feet

Expansion

29,165 square feet

Parking

434 spaces

Key Features

- Successful adaptive reuse
- Extensive collaboration
- Positive economic impacts
- Streetscape and facade improvements

Developer

GM Suburban Development, LLC
730 E. Elm Street, Suite 400
Conshohocken, PA 19428

Architect

Kramer/Marks Architects, P.C.
156 South Bethlehem Pike
Ambler, PA 19002

Landscape Architect

McClosky & Faber, P.C.
831 DeKalb Pike
Blue Bell, PA 19422

Land Planner

E. Van Rieker & Co.
215 Old Church Road
North Wales, PA 19454

Engineer

McCarthy Engineering Associates, P.C.
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West Lawn, PA 19609

General Contractor

Axis Construction Services, LL.C
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The Montgomery County Planning Commission acknowledges outstanding land developments and revitalization achievements in Montgomery County through The Montgomery Awards. These annual awards are dedicated to raising planning and design awareness in our communities. They honor the developers, consultants, organizations, and municipalities for their commitment and contribution in shaping and enhancing Montgomery County.

Montgomery County Commissioners

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