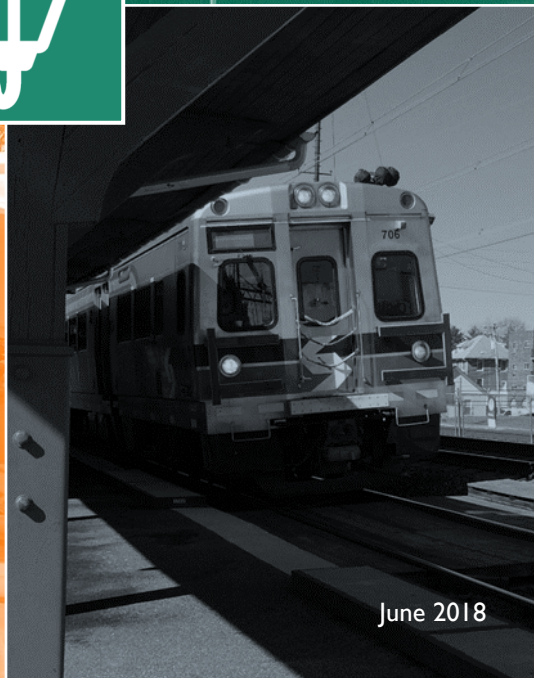


A Vision for
Downtown
Prospect Park



BACKGROUND

In 2017, Prospect Park Borough worked with the Delaware County Planning Department to develop a Vision Plan for the future of downtown Prospect Park—a picture of what it wants to become in the future. The vision takes into account the strengths and assets existing in the community today as well as any challenges it is currently facing. The vision may take 20 or 30 years to fully achieve, so the vision plan contains recommendations of actions and improvements that can be done immediately or in the next few years to set the community on the path to meet the vision in the future.

The vision that was developed is the result of widespread public participation, which included a steering committee made up of community leaders, an online survey, and discussions with borough residents at a number of community events. A total of 194 people participated in the online survey, most of them borough residents.

43%

of survey participants said
COMMUNITY
is their favorite thing about
Prospect Park

87%

of survey participants
want more
**SPECIAL
EVENTS**



WHAT PEOPLE WANT

The public input process revealed a number of themes of what people want downtown Prospect Park to be in the future. The four **Vision Themes** listed here serve as guiding principles for working towards the community vision.

WELCOMING

A WELCOMING downtown means that Prospect Park’s small-town character and community feel attract people and businesses to the downtown. Visitors entering the downtown feel a sense of arrival that makes them want to stay and enjoy what the borough has to offer.

UNIFIED

A UNIFIED downtown means a visually unified downtown, enhanced by efforts to coordinate the style of building design and signage. Traditional commercial buildings are restored and new construction reflects traditional building styles and patterns.

EXPERIENTIAL

An EXPERIENTIAL downtown is one that offers engaging shopping and dining opportunities as well as exciting special events. Prospect Park offers a sense of place and the kind of retail experience that sets it apart from conventional shopping centers.

CONNECTED

A CONNECTED downtown means that whether walking, biking, driving, or taking the train, visitors to downtown Prospect Park feel safe and welcomed. Sufficient parking in appropriate locations encourages visitors to park once and walk to multiple locations.

An overarching **Vision Statement** was developed out of the themes that emerged from the public input process and serves as the main goal of the plan.



Downtown Prospect Park will serve as the “Front Porch” of the community – a lively and appealing gathering point for residents and visitors alike.



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THE VISION REALIZED

This section shows existing conditions and examples of projects that can be implemented in Prospect Park to fulfil the themes of the vision. These images show conditions as they currently exist in downtown Prospect Park and compares them with examples from communities that have successfully carried out the kinds of improvements that are proposed by the vision.



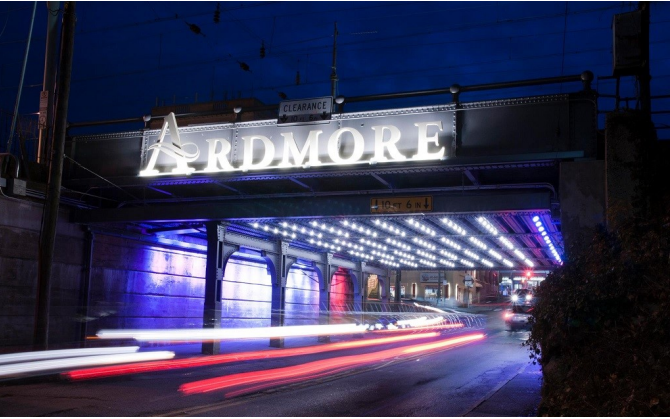
A coffee shop or cafe in proximity to the SEPTA station **improves the experience** of commuters and visitors.



Unified design with more clean, traditional-style signage provides for a more visually-appealing downtown.



Enliven vacant storefronts with innovative ideas such as **“pop-up shops”** - short-term, temporary retail events.



Establishing visual cues at the entrances to downtown slows traffic and creates a **sense of arrival** for visitors.



New development in **traditional styles** fits with the older commercial buildings and provides a better experience.



Mixed-use infill development **activates the street** and provides more leasable space in the downtown.



Celebrate **historic architecture** and restore character-defining features, such as brick facades, rather than covering them up.



Community events enliven the streets of downtown and attract more visitors by **creating unique experiences**.

CARRYING OUT THE VISION

The Vision Plan contains a strategic action plan that will guide the community in achieving this long-range vision. It will require a long-term, coordinated effort that involves many public, private, and non-profit partners that should remain flexible over time. The action plan should be used by the borough and its partners to plan projects and budgets in the coming years. The actions proposed carry out the following objectives:

Raise the profile of downtown Prospect Park in the region by marketing the community and employing innovative techniques to attract people and businesses to the downtown.

Foster a business-friendly environment in the borough by making the process of locating in Prospect Park more streamlined and providing borough assistance along the way.

Promote the borough’s unique identity by hosting events and activities that highlight its special character.

Continue progress on aesthetic and infrastructure improvements by targeting investments that enhance aesthetic appeal and create a sense of arrival in downtown.



A Vision for

Downtown Prospect Park

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