

198 BRIDGE STREET PHOENIXVILLE PA

# CONCEPT DESIGN

*the Square*  
at bridge & main

Paid Public  
Parking  
\$2 Per Hour  
Everyday  
6AM-2AM

ITTS Committee | Parks and Recreation Committee

November 19, 2024

# borough of PHOENIXVILLE

**PROJECT TEAM** Prime Consultant | Landscape Architects  
Ground Reconsidered, Inc.



Karen Skafte  
principal



Kristen Loughry  
associate / pm



Sana Mirza  
landscape designer

## Remington & Vernick Engineers



Ashton Jones



Owen Hyne

## The Lighting Practice



Michael Barber



Brian Wiley



# PROJECT SCHEDULE

MID APRIL - END OF JUNE

BEGINNING OF JULY - END OF AUG.

BEGINNING OF SEPT. - END OF OCT.

PROJECT  
KICK-OFF

**gather**  
6-8 weeks

**compose**  
10-12 weeks

**refine**  
6-8 weeks

PROJECT  
FINISH

GATHER + ASK +  
ANALYZE + FORMULATE

PREPARE 3 CONCEPTS +  
GATHER FEEDBACK

REFINE FINAL CONCEPT

**TASK FORCE MEETING #01**

11 participants  
May 21, 2024

**BUSINESS OWNER SESSION**

± 25 participants  
June 10th, 2024  
Session #1: 10.00am  
Session #2: 2.00pm

**COMMUNITY SESSION**

± 50 participants  
Phoenixville Farmers' Market  
June 15th, 2024  
9.30am - 2.00pm

**TASK FORCE MEETING #02**

12 participants  
July 18, 2024

**TASK FORCE MEETING #03**

13 participants  
August 21, 2024

**COMMUNITY SESSION**

± 50 participants  
Phoenixville Farmers' Market  
August 24, 2024  
9.00am - 12.00pm

**COMMUNITY SURVEY**

2,326 participants  
August 23 - September 6

**TASK FORCE MEETING #04**

12 participants  
November 07, 2024



# gather

## Engagement Results

### PROGRAMMING

- 1 lush garden
- 2 flexible use plaza
- 3 performance
- 4 public art
- 5 children - friendly

### SITE CHARACTER

- 1 natural connection
- 2 playfulness and quirk
- 3 celebration of history and heritage

### SITE FACILITIES

- 1 public restrooms
- 2 wayfinding
- 3 vendor



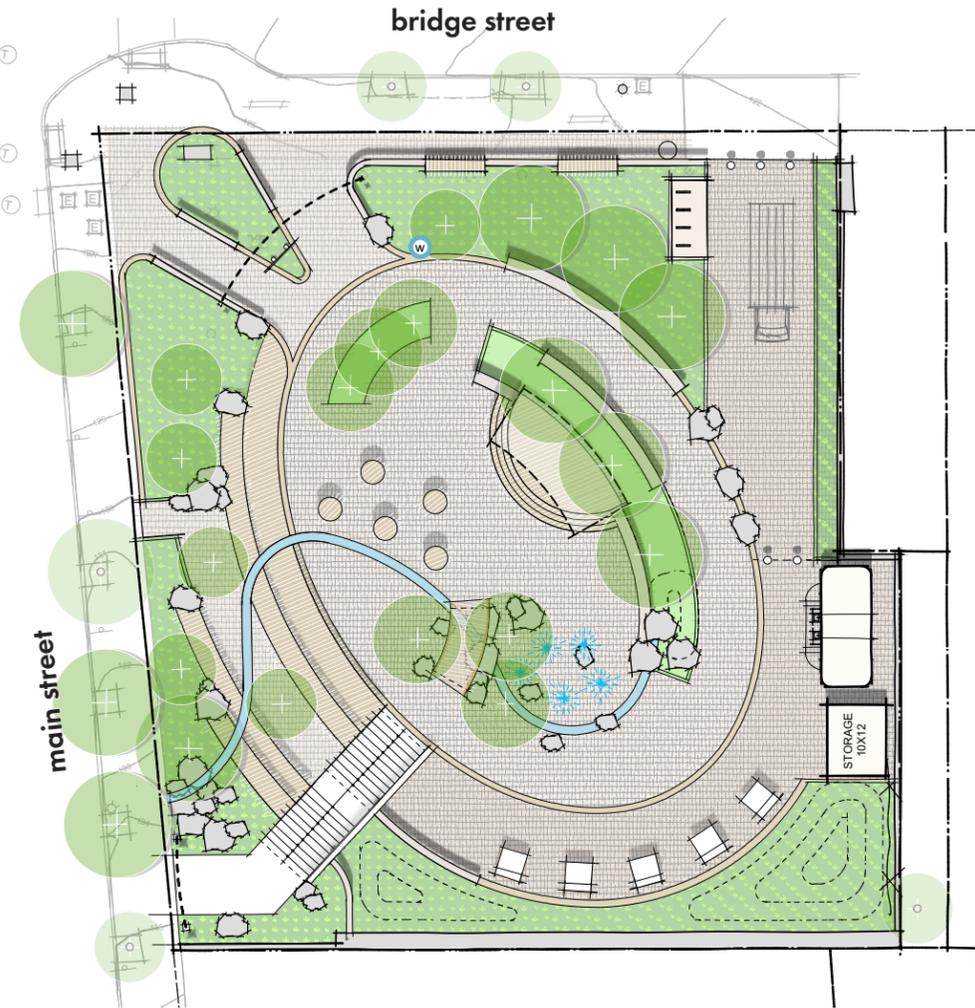
business owner session



community session



## CONCEPT A natural connections



### Task Force

#### LIKE

Natural materials  
Flexible open space  
Simplicity of the design  
Curvy/organic form

#### DISLIKE

Looks like too much paving  
Too open/passive  
Possibly too simple  
Stage location not ideal  
Steps at corner

## CONCEPT B historic foundations



#### LIKE

Overlook terraces  
Mid-block entry  
Stage location  
The planting buffer on Bridge Street  
Permeable paving and bosque  
Programmed activity

#### DISLIKE

Size of stage - too large?

## CONCEPT C the living room



#### LIKE

Separate "Rooms"  
Variety of programming  
Festoon and welcoming lighting  
Central spine of C

#### DISLIKE

Missing of corner entry  
Stage location  
Mural is not activated  
No activation of Main Street  
Stairs at corner

# COMMUNITY SURVEY

## PARTICIPATION

2,326 total participants

**64%**

1,201 respondents

live in the Borough of  
Phoenixville



**1.7%**

32 respondents

own a business in the  
Borough of Phoenixville



**3.25%**

61 respondents

BOTH: live & own a  
business in the Borough



**31%**

583 respondents

NEITHER: live & own a  
business in the Borough,  
but visit often

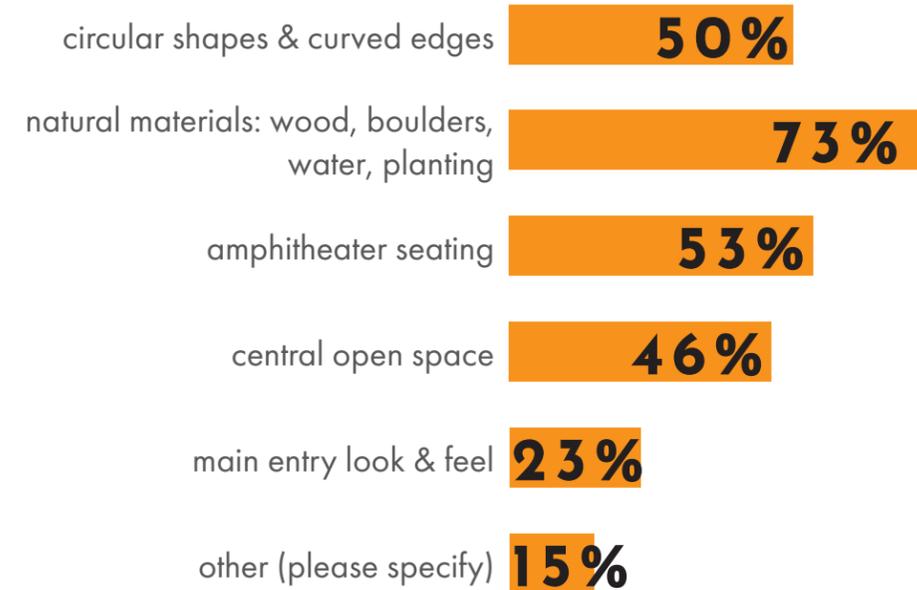


# COMMUNITY SURVEY RESULTS

## CONCEPT A

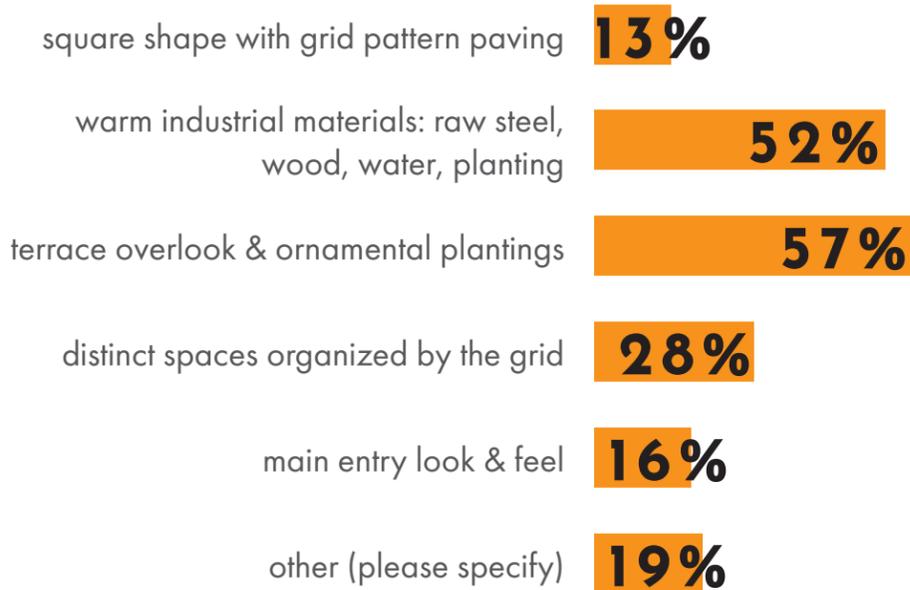
natural connections

*What elements do you like?*



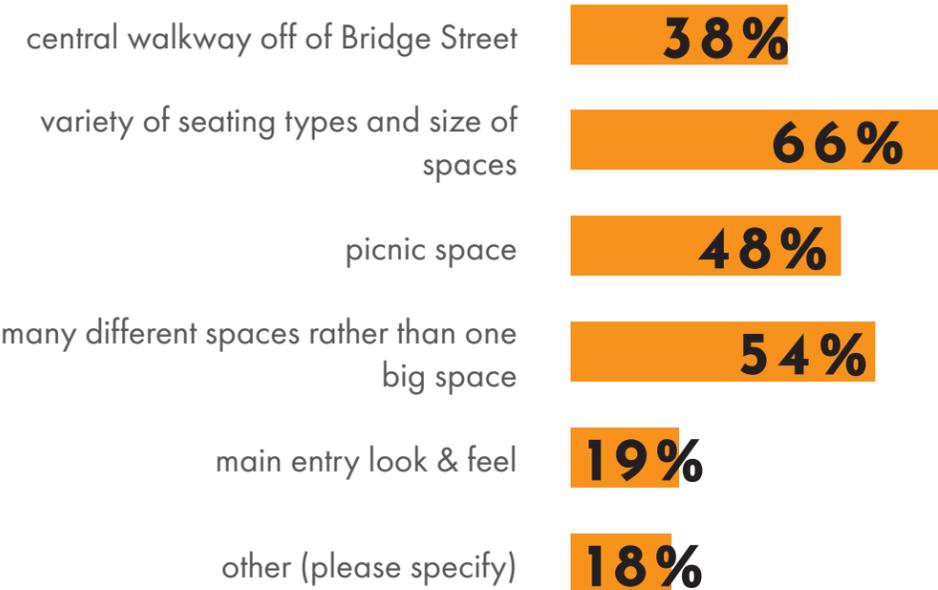
## CONCEPT B

historic foundations



## CONCEPT C

the living room



**Which concept would you most support overall? Rank in order of preference, #1 being best**

**44%**

**21%**

**35%**



# COMMUNITY SURVEY QUALITATIVE COMMENTS

“ I would love to see a water feature in town for the kids. It’s such a family oriented community, I feel like there should be more for the kids to do downtown. ”

## Family Friendly

“ Lots of space for families with children to gather and connect. There’s a huge population of young families! ”

“ I think it is vital to the connection of both the space as it has evolved and to the relationship that Phoenixville has with its local artists to keep the mural by Theresa Haag. ”

## Art

“ I love the idea of a central gathering point. I picture grabbing a cup of coffee or something from the farmers market Saturday morning and sitting in this beautiful space. ”

## Community

“ I can’t wait to experience it during the summer, during winter holidays, for pep rallies, for social justice rallies, for community awards. Bravo! ”

“ A public restroom is definitely needed- a public park without a public restroom is lacking in accessibility. Thanks for this survey! ”

## Public Restroom

“ This is awesome. As a musician, love the stage element in all. ”

## Stage

“ Let’s keep natural elements as much as possible. I know Pville is originally known for its steel roots, but the area is getting so built-up. We need more nature! ”

## Materials

“ I \*love\* this idea. Consider materials and design that will maintain its magnificence year-round, over time, and can be kept clean. ”

“ Please do all you can to make this accessible beyond ADA standards. It’s so important to include people with mobility devices and parents with strollers, etc. ”

## Inclusivity

“ Please create as much shade as possible throughout the space - we need a more dense tree canopy. Please ensure that the landscaping is native...use efficient watering like drip irrigation. ”

## Planting

“ Please avoid implementing anti-homeless architecture and seating...our town is a community, a gathering space for ALL. ”

“ Please consider well lit areas for safety and security cameras. ”

## Safety

“ Love the backyard lighting! Phoenixville is a string light kind of town! ”

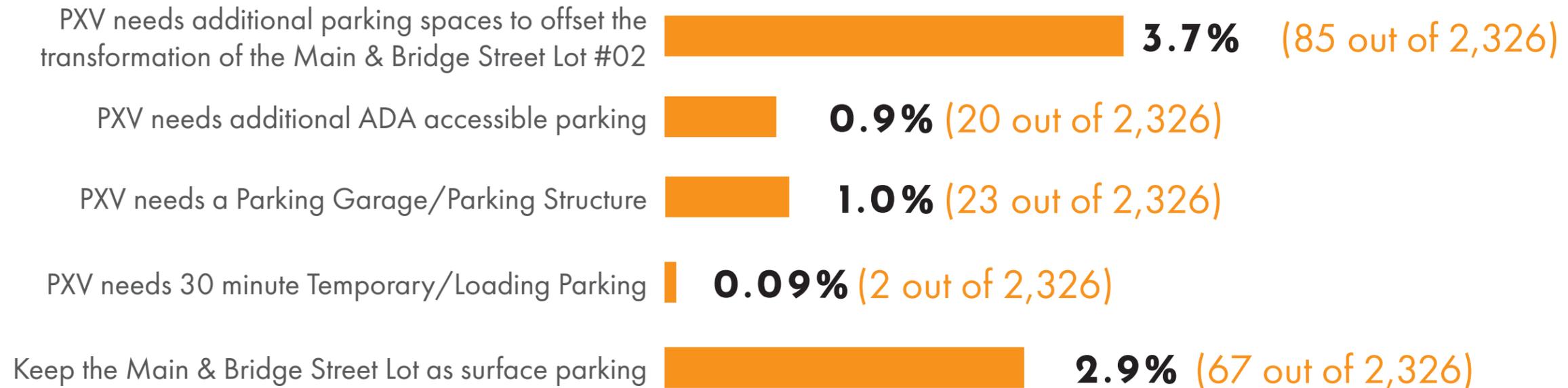
## Lighting



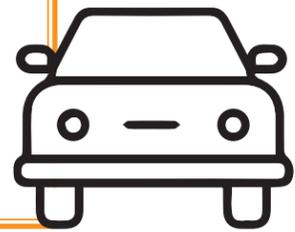
# COMMUNITY SURVEY PARKING COMMENTS

Is there anything you would like to tell the design team? (Optional Response):

667 out of 2,326  
Responses to the Open  
Ended Question



**8.5%**  
197 out of 2,326  
Responses related to  
Parking out of the total  
survey participation



# COMMUNITY SURVEY RESULTS

## What water feature do you like the best?

RUNNEL



POP-JETS



MIST + PLAY



MIST + ART



## What lighting strategy do you like the best?

OPTION A: light & shadow, natural, subtle



OPTION B: refined industrial, decorative steel



OPTION C: playful, welcoming, cozy, backyard



## How strongly do you feel about integrating a public restroom into the design?

DEFINITELY NEED 63%



Concept Design | Compose Phase

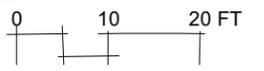
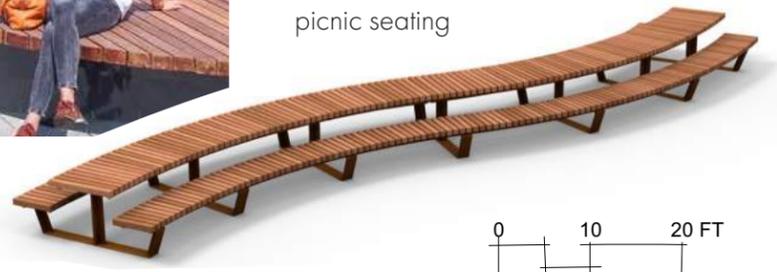
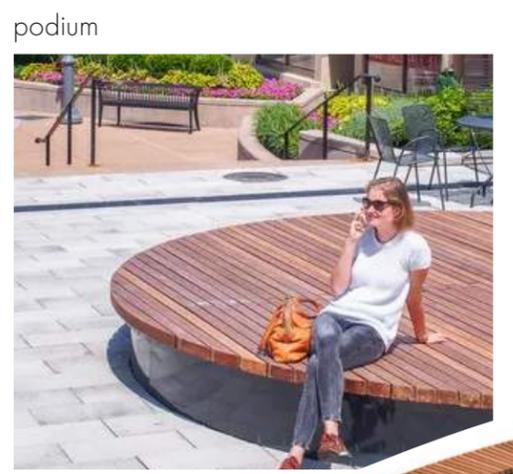
Ground Reconsidered



refine

# FINAL CONCEPT PLAN

PRECEDENT IMAGES



Concept Design | Refine Phase



PXV Square AERIAL PERSPECTIVE LOOKING SOUTHEAST



Concept Design | Refine Phase

Ground Reconsidered





Park Entry BRIDGE STREET LOOKING SOUTH



Concept Design | Refine Phase

Ground Reconsidered





Park Entry

*'Tis The Season*  
**PXV**



Concept Design | Refine Phase

Ground Reconsidered



REMINGTON & VERNICK ENGINEERS



# Main Street TERRACE OVERLOOK LOOKING SOUTHEAST



Concept Design | Refine Phase

Ground Reconsidered



REMINGTON & VERNICK ENGINEERS



# Main Street

TERRACE OVERLOOK LOOKING NORTH



Concept Design | Refine Phase

Ground Reconsidered





# Mist Play

LOOKING NORTHWEST



Concept Design | Refine Phase

Ground Reconsidered





# Flexible Space

LOOKING WEST



Concept Design | Refine Phase

Ground Reconsidered



REMINGTON & VERNICK ENGINEERS



# Multi-Use Stage

LOOKING WEST



Concept Design | Refine Phase

Ground Reconsidered



REMINGTON & VERNICK ENGINEERS





# Community Gather

LOOKING SOUTH



Concept Design | Refine Phase

Ground Reconsidered



# CONCEPTUAL LIGHTING PLAN



Concept Design | Refine Phase

Ground Reconsidered





Park Entry BRIDGE STREET LOOKING SOUTH



Concept Design | Refine Phase

Ground Reconsidered





Mist play BRIDGE STREET ENTRY LOOKING SOUTH



Concept Design | Refine Phase

Ground Reconsidered





# Stage Performance LOOKING SOUTH



Concept Design | Refine Phase

Ground **Reconsidered**



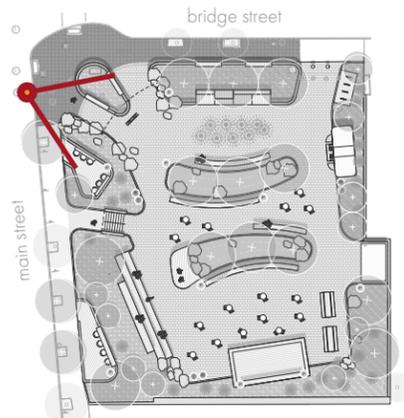
REMINGTON  
& VERNICK  
ENGINEERS



# Park Entry

BRIDGE STREET LOOKING SOUTH

## BEFORE + AFTER



- flexible programming
- community gathering
- family friendly
- wayfinding



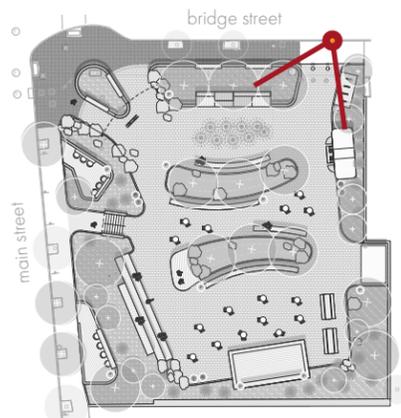
Concept Design | Refine Phase

Ground Reconsidered



# Bridge Street Entry LOOKING SOUTH

BEFORE + AFTER



- public restroom
- bicycle parking
- welcoming lighting
- water feature - mist
- children friendly



Concept Design | Refine Phase

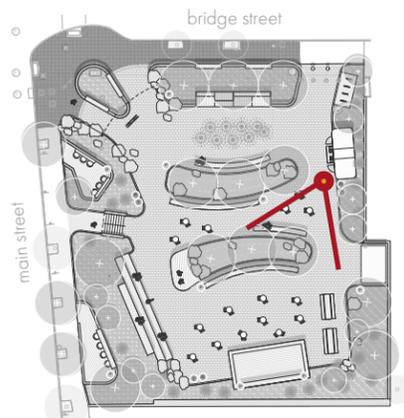
Ground Reconsidered



# Community Gather

LOOKING SOUTH

BEFORE + AFTER



- ✓ natural materials: wood, boulders, water, planting
- ✓ variety of seating types and size of spaces
- ✓ welcoming lighting
- ✓ multi-use stage
- ✓ amphitheater seating



Concept Design | Refine Phase

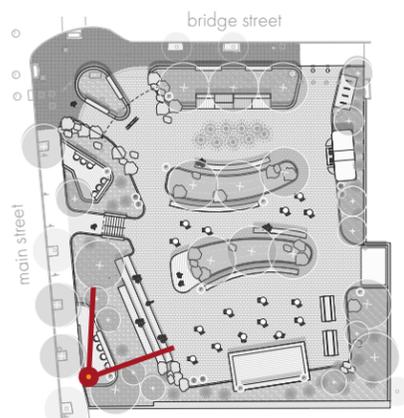
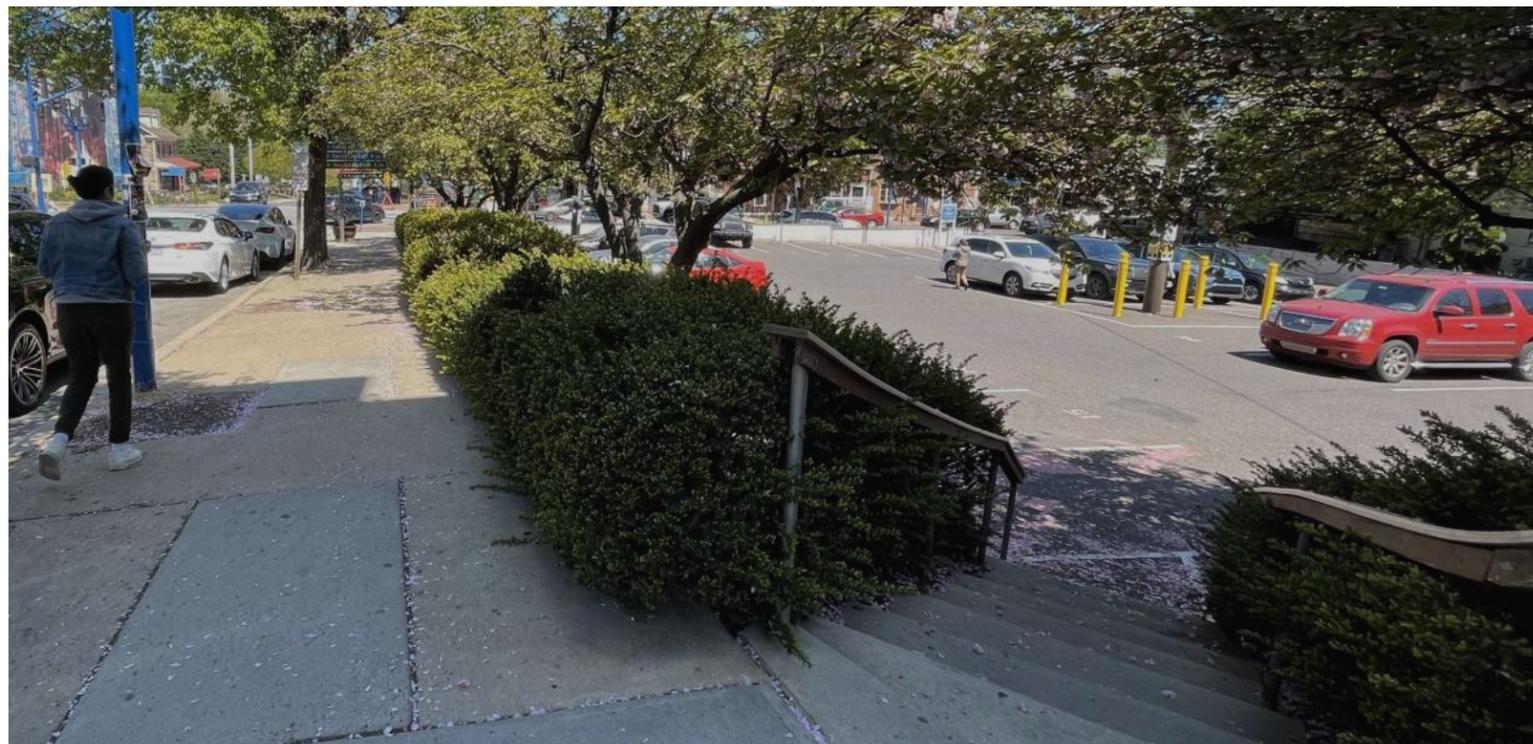
Ground Reconsidered



# Main Street

TERRACE OVERLOOK LOOKING NORTH

BEFORE + AFTER



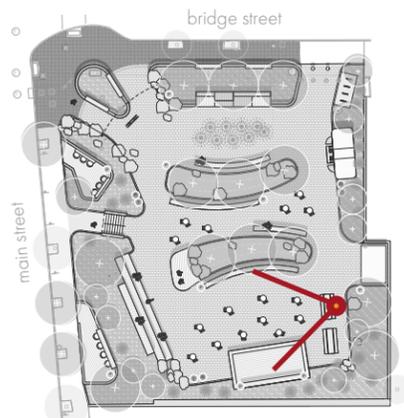
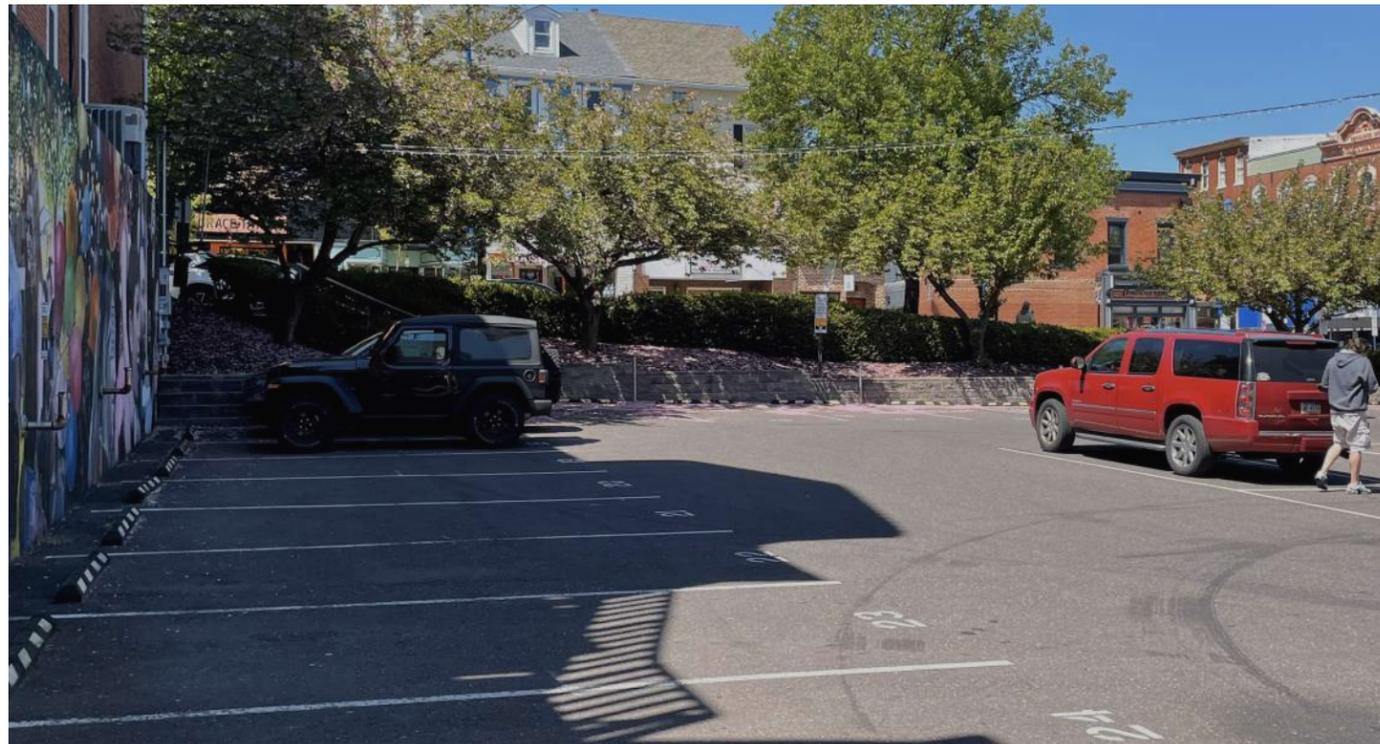
- main street activation
- overlook terraces
- mid-block entry
- accessibility
- industrial heritage



Concept Design | Refine Phase

# Activating Main Street VIEW FROM SOUTHEAST CORNER OF PARK

BEFORE + AFTER



- main street activation
- overlook terraces
- mid-block entry
- multi-use stage with mural as backdrop
- amphitheater seating



Concept Design | Refine Phase

Ground Reconsidered



THANK YOU!

