

Morrisville Borough Downtown Revitalization

Morrisville Borough Council
January 16, 2018

Project Background

- Began with outreach to Morrisville's Economic Development Corporation in 2015.
- Bucks County Municipal Economic Development Initiative (MEDI)
- Downtown Revitalization Open House Meeting held on March 22, 2017.

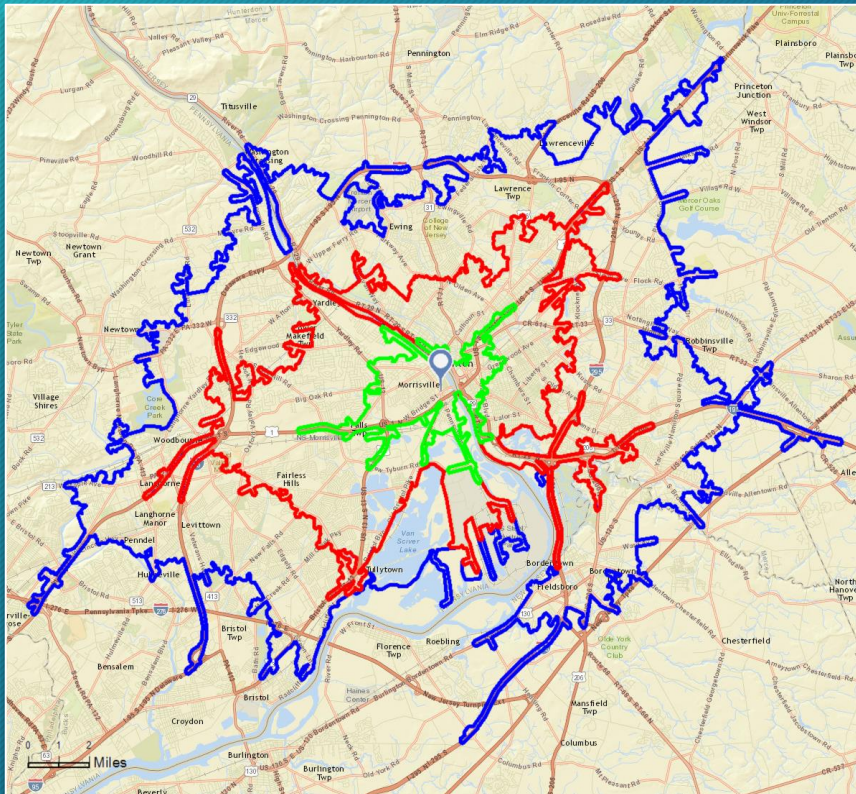
Downtown Revitalization Open House Meeting

Open House Meeting

The meeting served several purposes:

- Help residents understand the economic forces facing the downtown.
- Gather resident opinion on the direction of potential future initiatives.
- Provide a summary of current conditions and a vision of what is possible.
- Create energy and momentum to catalyze real change in the downtown.

Morrisville's Market Demographics



0-5 Minute Drive

Population: 26,287

Avg. Household Size: 2.42

Owner-Occupied Units: 34.3%

Renter-Occupied Units: 51.6%

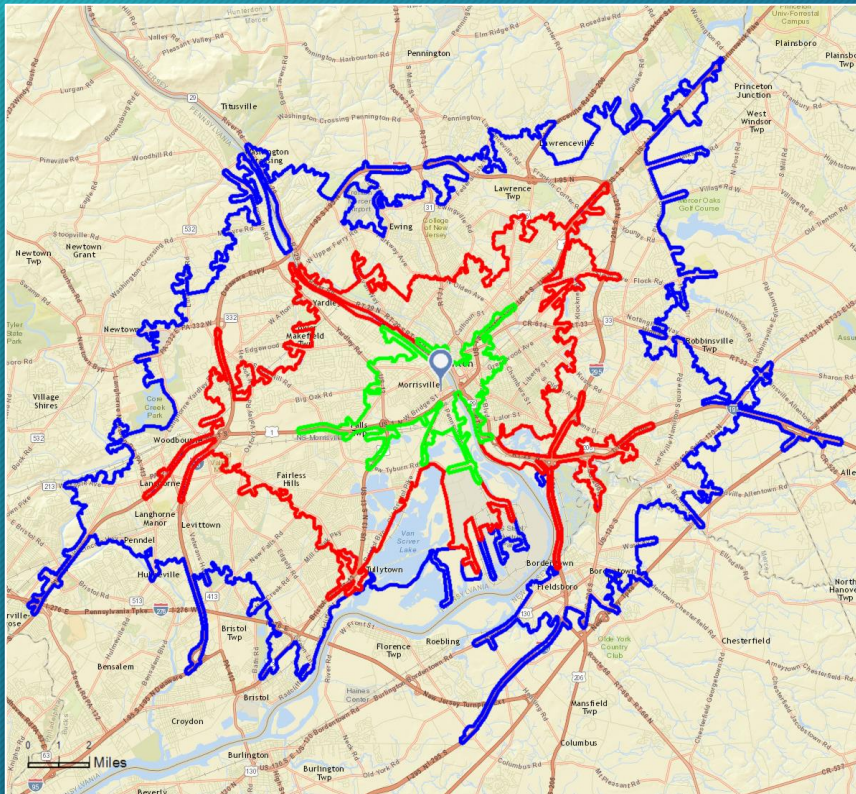
Vacant Units: 14.1%

Median HH Income: \$61,523

Median Age: 37.6 years old

ESRI Business Analyst: Morrisville's Retail Markets

Morrisville's Market Demographics



0-10 Minute Drive

Population: **190,783**

Avg. Household Size: 2.68

Owner-Occupied Units: 50.6%

Renter-Occupied Units: 39.2%

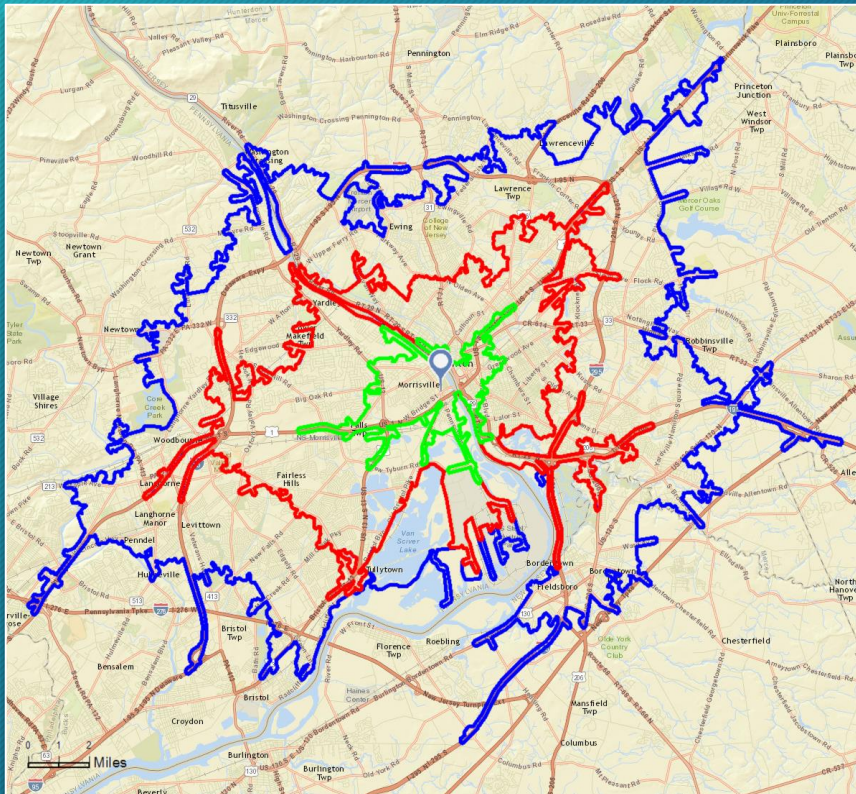
Vacant Units: **8.6%**

Median HH Income: **\$72,391**

Median Age: 37.4 years old

ESRI Business Analyst: Morrisville's Retail Markets

Morrisville's Market Demographics



0-15 Minute Drive

Population: **390,303**

Avg. Household Size: 2.59

Owner-Occupied Units: 62.5%

Renter-Occupied Units: 31.1%

Vacant Units: **6.4%**

Median HH Income: **\$84,921**

Median Age: 39.3 years old

ESRI Business Analyst: Morrisville's Retail Markets

Survey/Display Board Responses

- The overall vision for Morrisville's downtown is that of a Retail/Recreational Destination.
- Residents emphasized street beautification, amenities, special events, code enforcement, and the pedestrian environment.
- Top business preferences included restaurants, coffee shops, attractions, shopping, and brewpubs.
- The recreation display board emphasized access to the waterfront, entertainment activities, and maintenance.

Community Visioning



Tier 1
Improvement

*Wells Fargo
Parking Lot -
Before*

Community Visioning



Tier 1
Improvement

Wells Fargo
Parking Lot -
After

Community Visioning



Tier 1
Improvement

*Anthony's
Pizza - Before*

Community Visioning



Tier 1
Improvement

*Anthony's
Pizza - After*

Community Visioning



Tier 2
Improvement

*Lehigh Rubber
- Before*

Community Visioning



Tier 2
Improvement

*Lehigh Rubber
- After*

Community Visioning



Tier 3
Improvement

*Smokin' Joe's
- Before*

Community Visioning



Tier 3
Improvement

*Smokin' Joe's
- After*

The Blueprint

The Main Street Approach

1. Identify the Community Vision for Success
2. Create Community Transformation Strategies
 - Economic Vitality
 - Design
 - Promotion
 - Organization
3. Impact and Measurement

Recommended Strategies

- Understand the strengths and weaknesses of the physical conditions of the downtown.
- Promote the Vision of a New Morrisville to get “buy-in” from residents, property owners, and developers.
- Develop a parking study to identify parking locations, supply and demand, potential sites for public parking, and shared parking opportunities.
- Apply the Main Street Center’s model for downtown revitalization to Morrisville.

Recommended Strategies *(cont'd)*

- Address blighted areas and property code violations.
- Understand the changing retail environment in the 21st century.
- Revise the C-1 Commercial District to provide zoning and design requirements that emulate a pedestrian-friendly, traditional downtown.
- Use promotional and marketing activities to begin to change public perception of Morrisville to an area that is up-and-coming.
- Create an independent nonprofit whose sole responsibility is the revitalization of the business district.

Williamson Park



*Williamson
Park - Before*

Williamson Park



*Williamson
Park - After*

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