

Brownfields Redevelopment Developers View - Norristown & MM Partners

Presented by:



AMO ENVIRONMENTAL DECISIONS

Environmental Risk & Remediation Consultants

&



MIM PARTNERS

REAL ESTATE DEVELOPMENT

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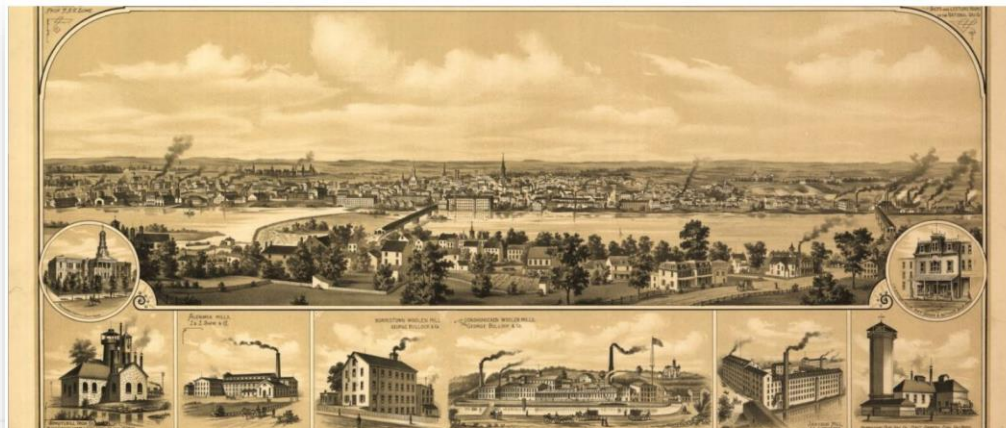


Background



Norristown, PA

- Incorporated in 1812
- Southeast Pennsylvania
- County Seat, Montgomery County



- Population of 37,795
- Myriad industries powered by Schuylkill River
- Changing local transportation routes 1970's





Background

Norristown, PA

Birthplace of Gregory M. Firely





Economic Downturn



- Loss of jobs,
- Loss of population, 11% decrease 1980-1990
- Increase in poverty, 18.8% below poverty level (2010)
- Loss of tax base
- Increase in social services
- Lower property values
- Increase in rental units, approximately 50% of Montgomery Housing Vouchers are used in Norristown





A New Hope... Revitalization Planning

The Times Herald

“Future of Norristown: A lot in the works”

The Times Herald, April 2023



- Comprehensive Plan 2009
- US EPA Brownfields Assessment Grant 2012
- US EPA Brownfields Assessment Grant 2015
- Retail Study 2017
- Redevelopment Area Plan 2018
- US EPA Brownfields Assessment Grant 2018
- Riverfront Redevelopment Study 2019
- Five-Year Consolidated Plan 2019

Ultimately lead to...



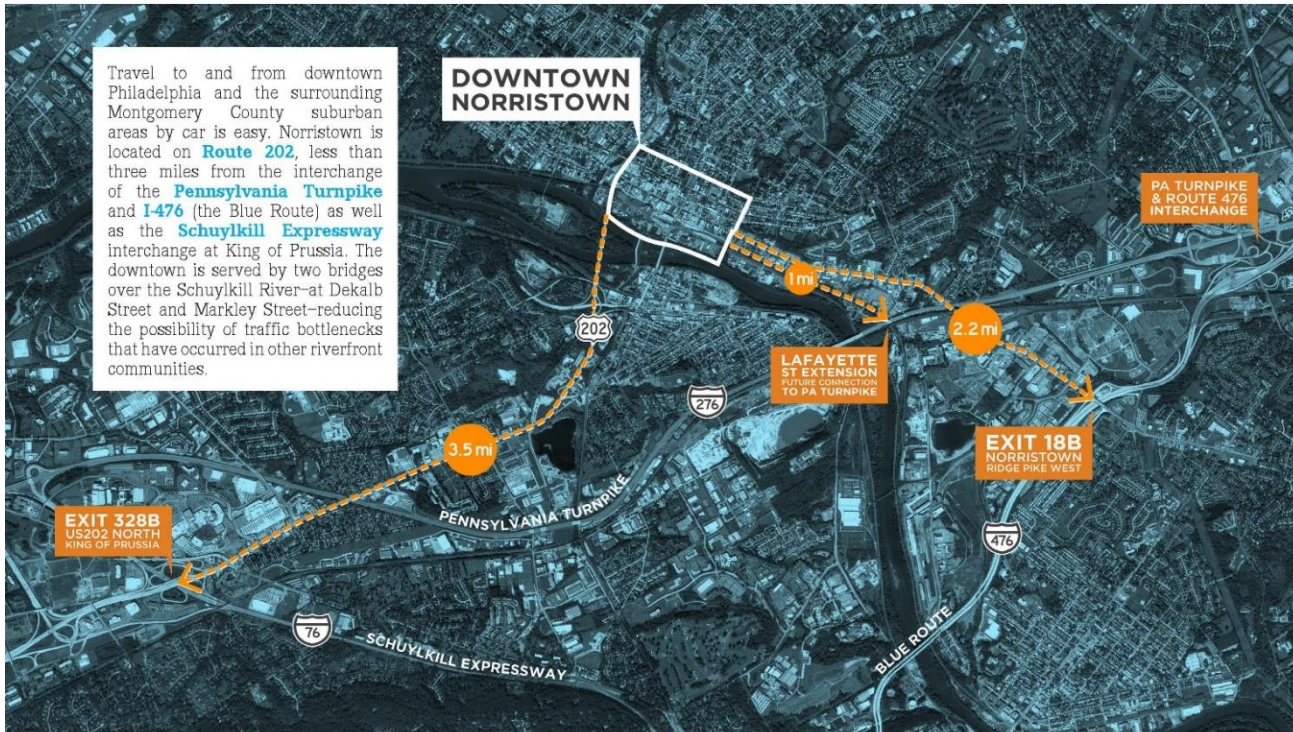


DOWNTOWN NORRISTOWN IS NEXT *be a part of it!*



ACCESSIBLE.

Norristown's location and access to major roads make it easy to get from A to B.



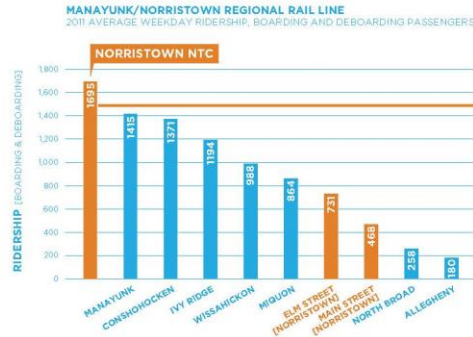


TRANSIT SERVED.

Proximity to highways is important, but **transit access is where Norristown shines.**

Norristown's **alternative transportation options** are **unparalleled in the region**. The multimodal **Norristown Transportation Center [NTC]** is the hub of the downtown area. A recent DVRPC weekday morning count found **nearly 1,900 riders** boarding or exiting SEPTA's Regional Rail, Norristown High Speed Line and eight public bus routes at the NTC. Private intercity and regional bus lines [Greyhound Lines, Martz Trailways and Bieber Tourways] also serve the NTC.

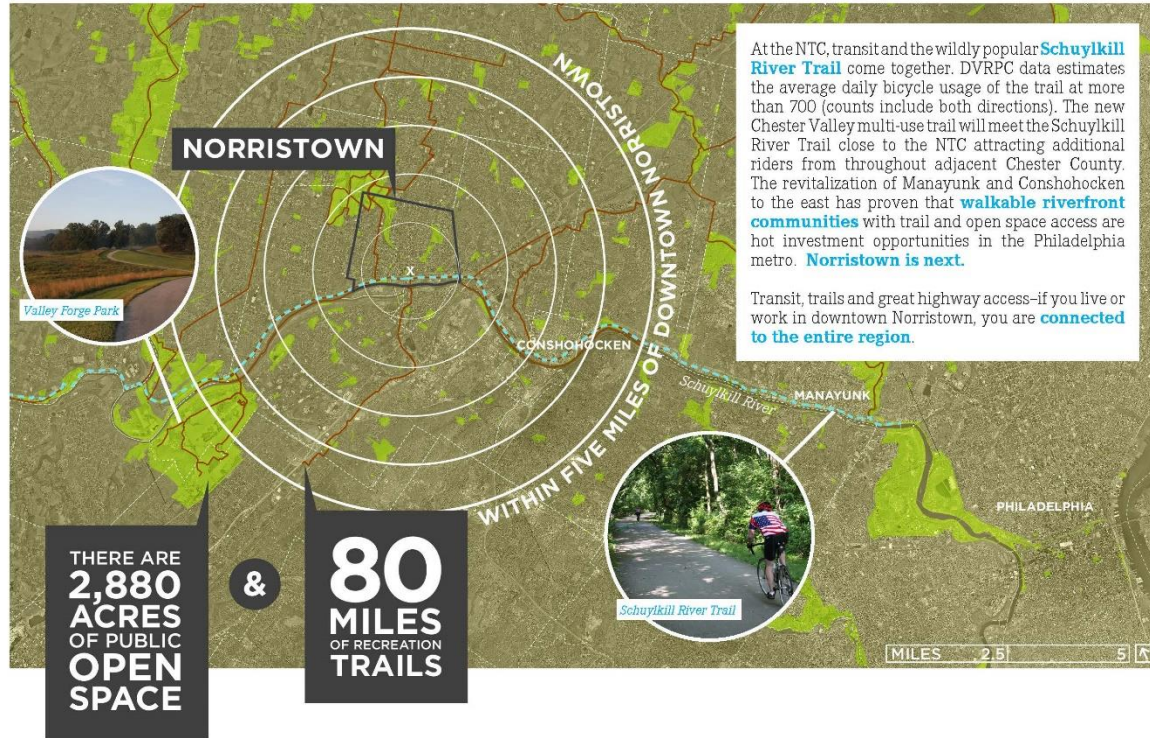
With 894 passengers boarding and 801 passengers deboarding on an average weekday, the **NTC serves more commuters than any other station** on the Manayunk/Norristown Regional Rail line, including Manayunk and Conshohocken. Two other Norristown rail stations [Elm Street and Main Street] offer residents and workers additional transit options.





CONNECTED TO THE GREAT OUTDOORS.

Eighty miles of trails and 2,880 acres of open space are located within a five-mile radius of downtown Norristown.





VIBRANT. DIVERSE.

There's something for everyone in Norristown.

More than 10,800 people work in Norristown, including 2,420 in the downtown. Norristown is home to more than **50 restaurants** including many specializing in ethnic cuisines. Check out the many eateries located in downtown and surrounding neighborhoods in Norristown's online restaurant guide, available at: norristown.org/featured/eat

Destination retailers specializing in furniture, marble and granite and diamond jewelry are based downtown. The theaters and institutions clustered in the **Arts Hill Arts and Cultural District** offer programming for all ages and an **Arts Festival** in late spring. The Municipality sponsors a **free concert series** and other weekend festivals throughout the year. The **Elmwood Park Zoo** is another popular Norristown attraction.

“ You can be immersed in culture. You can be immersed in the Old Norristown civilization. It's just so much diversity in such a small place! ”



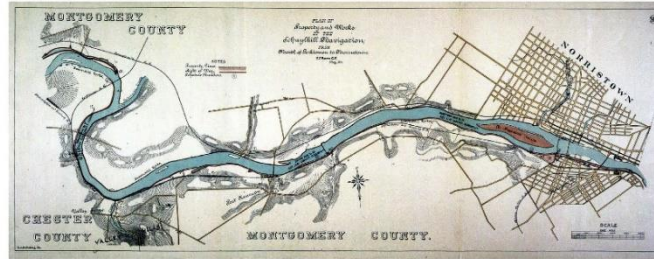


DISTINCTIVE HISTORIC CHARACTER.

Norristown has the **good bones** of a pioneering city.

Norristown is proud of its long history, having just celebrated its bicentennial in 2012. Much of downtown Norristown falls within the boundaries of the **Central Norristown Historic District**, which was listed on the National Register of Historic Places in 1984.

The **historic building stock** in Norristown offers investors and entrepreneurs the opportunity to develop unique and attractive income-producing properties. Many examples of successful preservation and continued use of beautiful old buildings can be seen throughout Norristown, and additional opportunities exist in and around downtown. **Federal and state historic tax credit programs** as well as other tools such as **façade easement contributions** can be leveraged to reduce the cost of the restoration or adaptive reuse of these structures.



[Norristown was established long before most neighboring communities that exist today. The historic grid and urban fabric in Norristown stand in contrast to more suburban style development nearby.]

“Norristown has a ton of incredible spaces -- not just new construction, but also some really exciting buildings that have been here for over a century”



[FROM LEFT: The Montgomery County Courthouse, dating back to 1854, has a stately presence among Norristown's many historic buildings. The Humane Fire Company at 129 East Main looks today much as it did in this historic photo and is awaiting the right adaptive reuse project. The former Montgomery County Prison on Airy Street. Historic rowhouses and flowering pear trees on Airy Street.





SO MUCH IS NEW IN NORRISTOWN!

If you haven't been here recently you may not have seen the **many improvements** that have taken place.

The **513-space Norristown Transportation Center Garage** was completed in 2008. Daily use is available for downtown businesses.

Norristown Arts Hill Arts and Cultural District was established in 2009 and builds on the presence of the Montgomery County Cultural Center, Center Theatre, Iron Age Theatre Company, and Theatre Horizon on Dekalb Street downtown.

New **streetscape improvements** on Dekalb and Main Streets include upgraded sidewalks, brick pavers, street trees and street lights. PennDOT is making traffic engineering, streetscape and pedestrian improvements on Markley Street between Main Street and Johnson Highway. The project will be completed in phases from 2013 through 2016.

New **housing construction** is taking place in town:

- > Regatta Apartment Homes: 318-unit luxury apartment complex.
- > Curren Terrace Apartments: Renovation and expansion of New Hope Street apartment complex.
- > Arbor Heights-12 newly constructed townhouses on Dekalb Street near Norristown's historic Millionaires Row.
- > 24 additional stacked townhouse homeownership units in the 1200 block of Dekalb Street.
- > More than 100 additional homeownership units constructed and sold over the past decade.

Commercial revitalization on West Marshall Street has resulted in a thriving and diverse neighborhood commercial district.

New restaurants and creative businesses have opened along Main Street and in the Arts Hill district.



- | | |
|-------------------------------------|---------------------------------------------------------------|
| A THEATRE HORIZON | F DEPARTMENT OF ENVIRONMENTAL PROTECTION BUILDING RENOVATIONS |
| B CHERRY STREET GARAGE | G MONTGOMERY COUNTY CULTURAL CENTER |
| C PNC BANK BUILDING | H NORRISTOWN SMALL BUSINESS ASSISTANCE CENTER |
| D MONTGOMERY COUNTY CULTURAL CENTER | I SCHUYLKILL RIVER TRAILHEAD BUILDING |

[ABOVE: many of Norristown's recent improvements are within walking distance of the NTC. BELOW LEFT: New streetscape improvements along Main Street. BELOW RIGHT: The recently completed Arbor Heights development near Norristown's historic Millionaires Row.]





Developer's Perspective



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- History
- Culture
- Community





Developer's Perspective



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Why Norristown?

- Main & Dekalb
- Stony Creek





Public Private Partnership

US EPA Brownfields Assessment Grants

- 2012, 2015, 2018
- Develop Robust Inventory
- Assessments for Property Transfer
- Challenges Encountered
- Timing crucial to closing the deal





Public Private Partnership

Main & DeKalb

Phase I ESA

- 12-adjacent parcels
- Varying historic uses
- Demolished and existing structures
- Phase I ESA's previously completed
- RECs Identified

Field Sampling Plan

- Required for US EPA Assessment grant
- 3-month review process



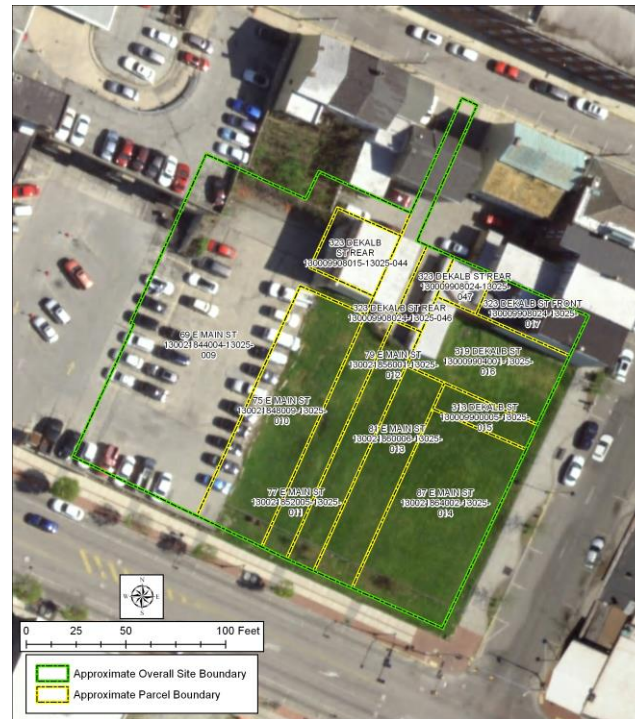


Public Private Partnership

Main & DeKalb

Phase II ESA

- No time for EPA review
- County funded Phase II ESA
- Soil and Groundwater Sampling
- No groundwater encountered
- No impacts identified onsite
- Potential for off-site impacts
- Soil vapor sampling vs Groundwater Wells
- Soil vapor completed saving \$100k





Public Private Partnership

Main & DeKalb



Redevelopment Plan

- 121,000 ft^{sq}
- Seven stories
- Mixed-Use
- \$30 million investment
- New full-time jobs





Public Private Partnership

Stony Creek

Phase I ESA - Independently Financed

- Industrial historic uses
- Office Complex
- Former Brewery
- Former “Landfill”
- RECs Identified
- Due Diligence Extended





Public Private Partnership

Stony Creek

US EPA Brownfields Assessment Grant

- Field Sampling Plan
- Required for US EPA Assessment grant
- 3-month review process
- Due Diligence time frame extended

Phase II ESA

- Soil and Groundwater Investigation
- No impacts identified





Public Private Partnership

Leveraging Success

- **Planning**
 - Not just for show
- **Grants**
 - Be proactive
- **Marketing**
 - Why here, why now
- **Timing**
- **Transportation Improvements**
- **Workforce Training**
- **Zoning**
- **Building Limitations**
- **Community Engagement**
- **Stick to Plan**





Public Private Partnership

Open Discussion

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