

## **CREATING LINKAGES *and* CONNECTING COMMUNITIES**

City of Philadelphia | Haverford Township | Lower Merion Township | Narberth Borough | Radnor Township



**PUBLIC INFORMATIONAL MEETINGS**  
**MARCH 23, 2010    MARCH 25, 2010    APRIL 6, 2010**

# DVRPC Overview

- Metropolitan Planning Organization (MPO)
- An interstate, intercounty, and intercity agency which provides continuing, comprehensive, and coordinated planning for the orderly growth and development of the Delaware Valley's nine county, bi-state region.
- Responsible for administration of:
  - Congestion Management Process (CMP)
  - Long Range Plan (*Connections*)
  - Transportation Improvement Program (TIP)

# *Part 1*

## **Project Overview**

## **Project Overview** GOALS & OBJECTIVES

- Promote a more sustainable region by coordinating land use and transportation decisions
- Enhance the existing assets of the corridor by addressing transportation and livability issues:
  - Mitigating transportation problems
  - Improving access to public transit
  - Identifying roadway improvements
  - Promoting pedestrian and bicycle safety and mobility
  - Encouraging smart growth land use
  - Preserving and enhancing cultural and historic resources
  - Improving stormwater management

## **Project Overview** STUDY PROCESS

- 2 year planning study
- **Phase I:** August 2009 – June 2010
  - Data collection and fieldwork
  - Existing conditions research and analysis
  - Initial meetings with Technical Advisory Committee
  - Identify preliminary issue areas
  - Public outreach
  - Develop context sensitive design solutions
- **Phase 2:** July 2010 – June 2011
  - Preliminary findings and draft recommendations
  - Public outreach
  - Refine recommendations
  - Develop implementation plan
  - Prepare final report document



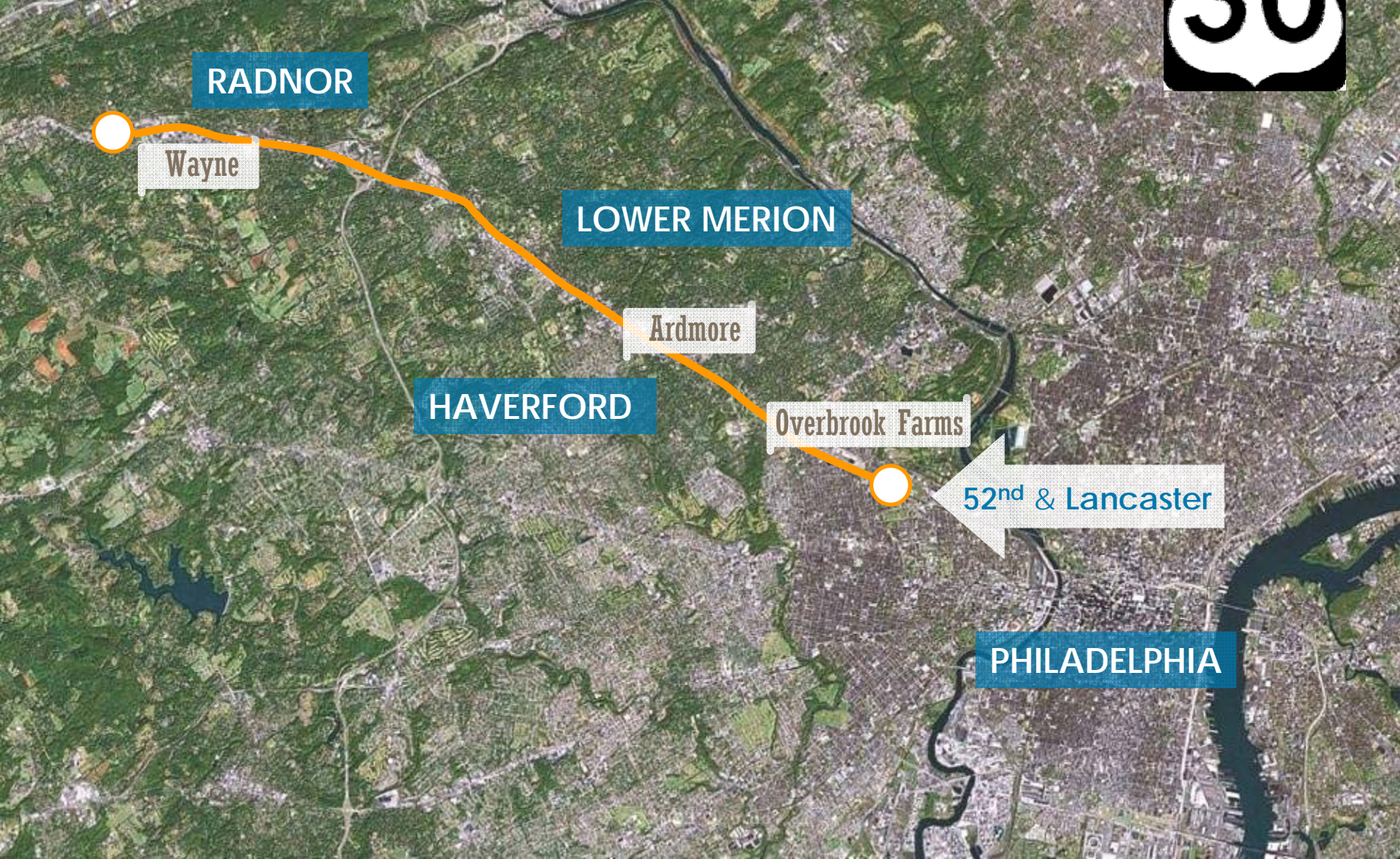
## **Project Overview** TECHNICAL ADVISORY COMMITTEE

- Help *guide* the direction of the study
- Provide *local expertise*
- *Review* draft study products
- *Communicate* progress to local communities
- Composed of professional staff from:
  - Amtrak
  - Chester County Planning Commission
  - City of Philadelphia
  - Delaware County Planning Department
  - Haverford Township
  - Greater Valley Forge TMA
  - Lower Merion Township
  - Montgomery County Planning Commission
  - Narberth Borough
  - PennDOT
  - Pennsylvania Environmental Council
  - Radnor Township
  - SEPTA
  - TransNet

*Part 2*

**US 30 Study Area**

# Study Area REGIONAL CONTEXT





## **Study Area** CHARACTERISTICS

**Corridor length:** Approximately 11 miles

**Population:** ~ 172,000 (2000 Census)

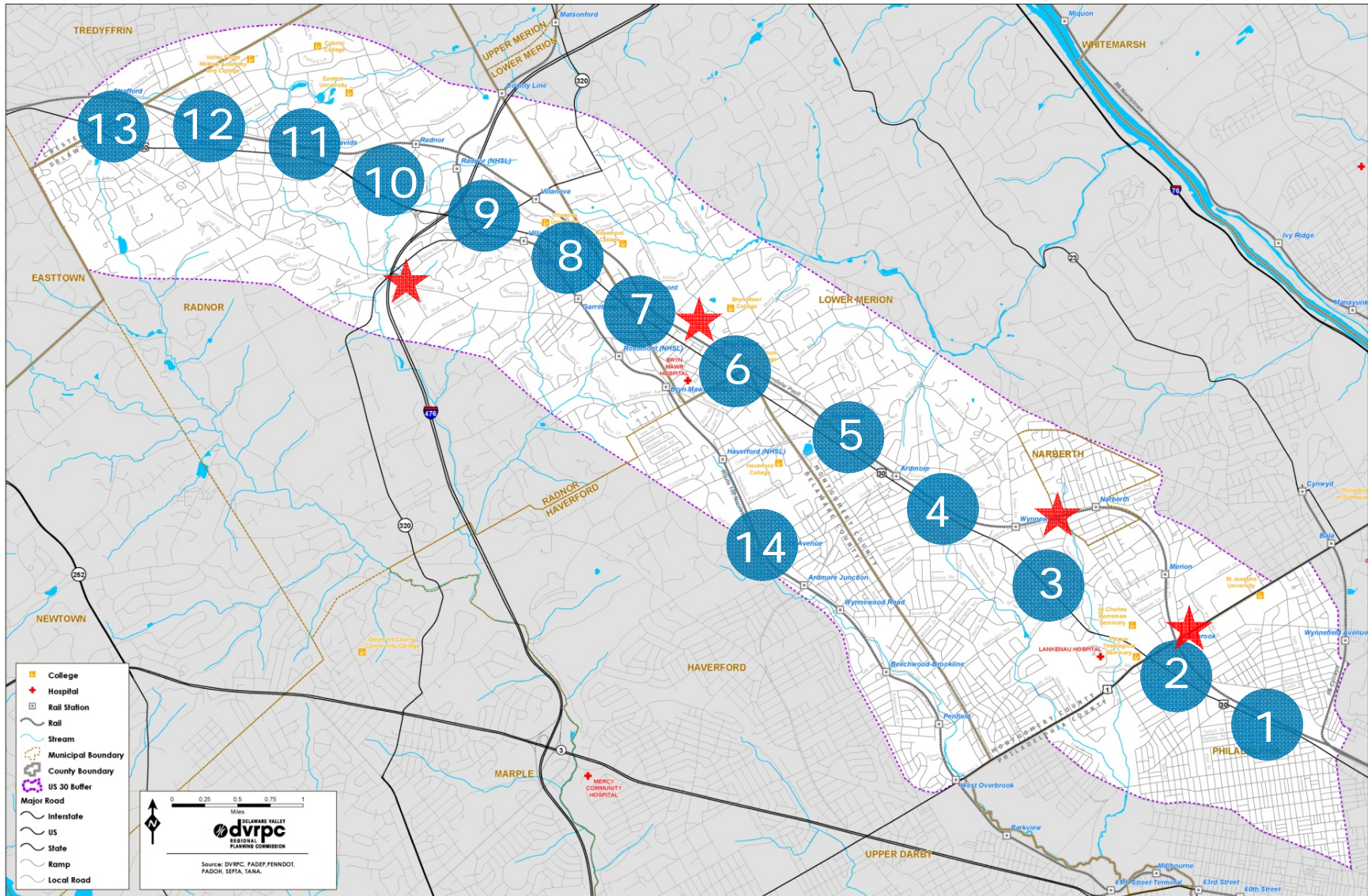
**Jurisdiction:** 3 Counties, 5 municipalities

**Transportation:** Critical highway connections (I-476, US1) and expansive transit infrastructure (13 R5 Stations, 14 NHSL Stations, trolleys, and buses)

- 58% White, 36% African American
- Over 68,000 housing units
- 64% owner occupied
- 24% under age 17, 14% over age 65



# Study Area CORRIDOR SUB-AREAS



## **Study Area** HISTORY AND DEVELOPMENT

### *"Main Street across America"*

- 1795: Philadelphia and Lancaster Turnpike opens. This 62 mile turnpike, the nation's first, connects two of Pennsylvania's former capital cities.
- 1913: Turnpike incorporated into the Lincoln Highway, the country's first transcontinental automobile road.
- Suburban development and rise of the *Main Line*
- Modern challenges and revitalization efforts





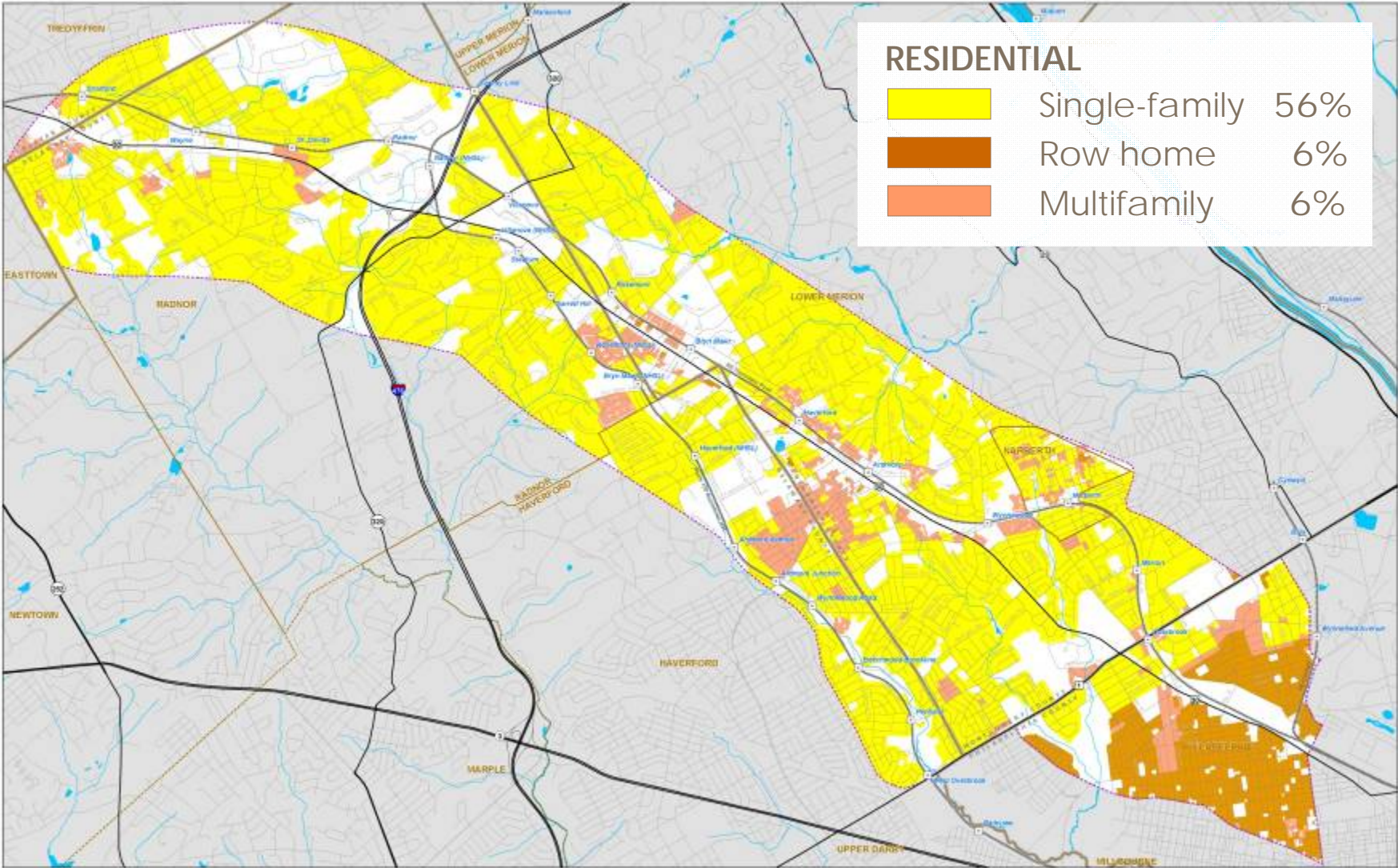
# *Part 3*

## **Existing Conditions** Land Use, Transportation & Environment

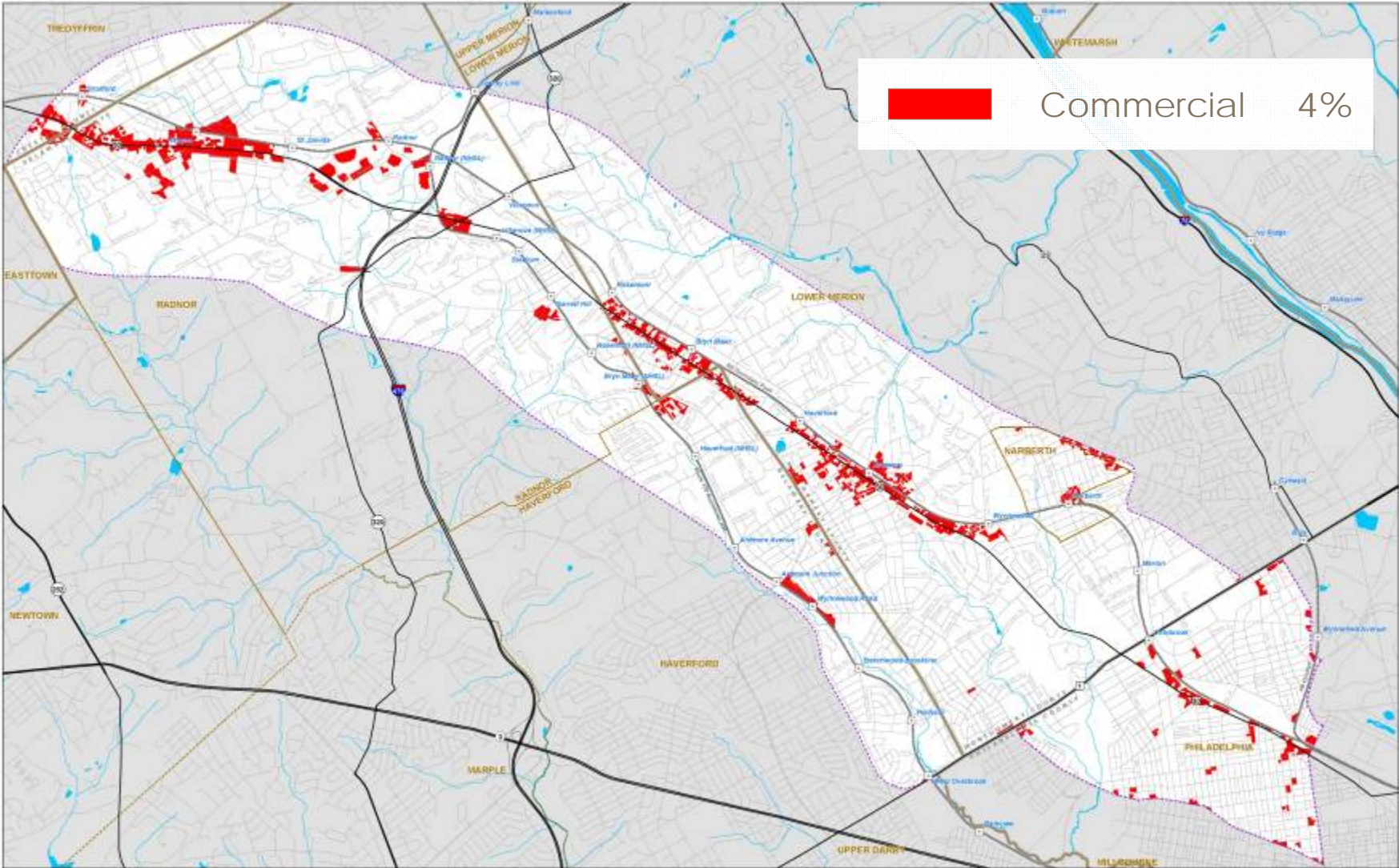
# Existing Conditions LAND USE



# Existing Conditions CURRENT LAND USE

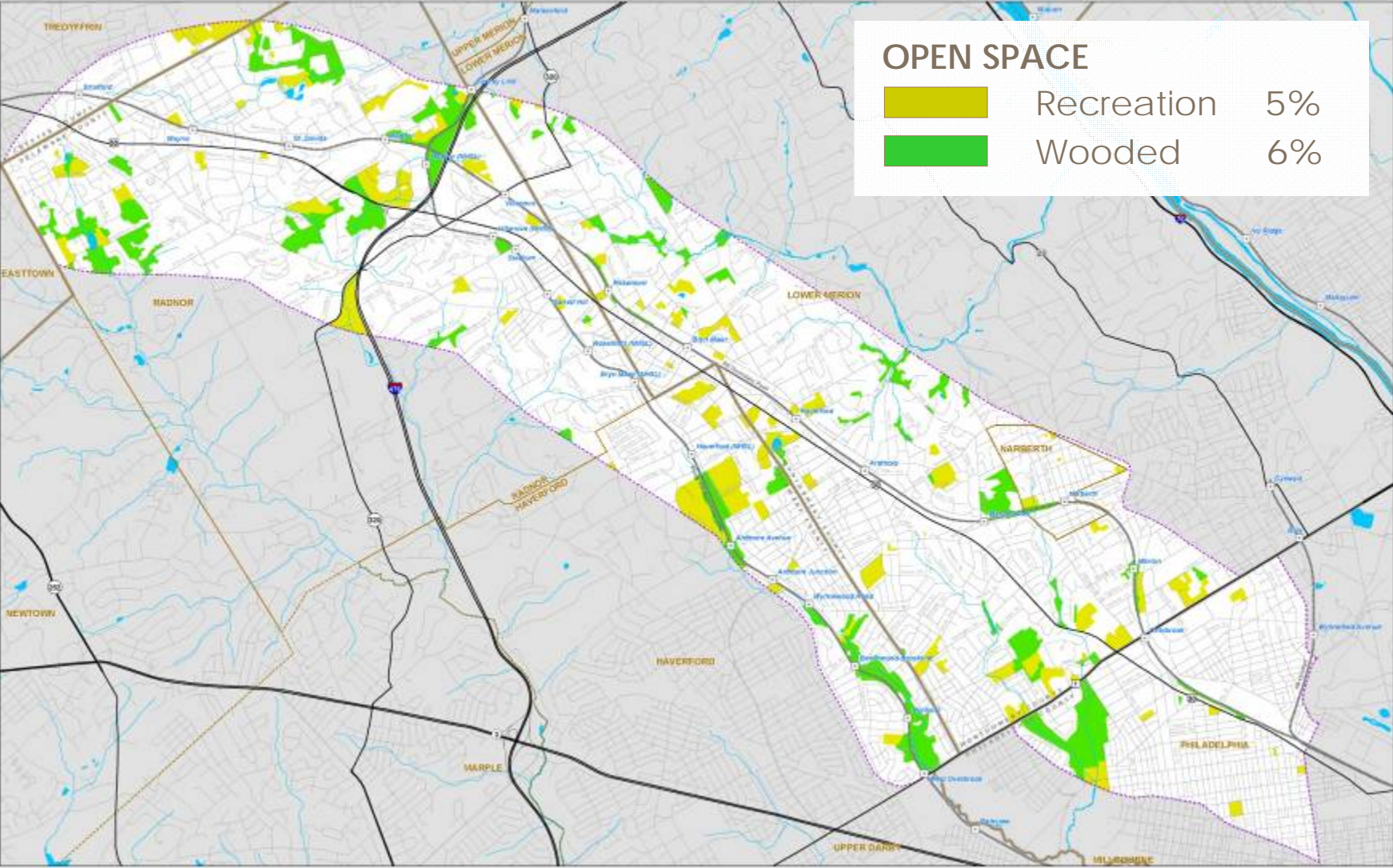


# Existing Conditions CURRENT LAND USE

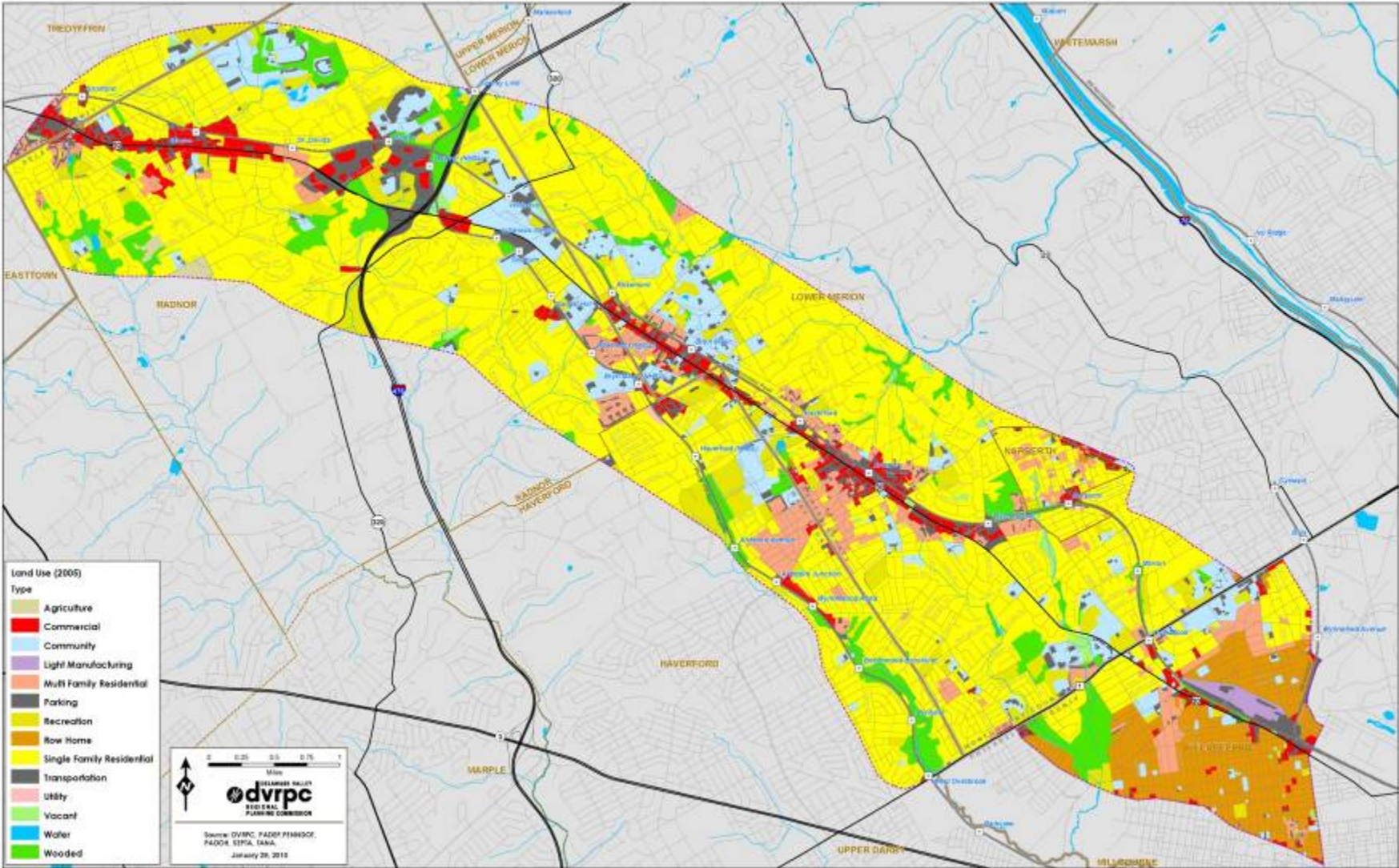




# Existing Conditions CURRENT LAND USE



# Existing Conditions CURRENT LAND USE



## **Existing Conditions** POLICY FRAMEWORK

- Review existing plans and studies
- Collect and integrate recommendations
- Include regional long range plan recommendations
- Analyze municipal zoning as needed
- Recommend comprehensive plan changes

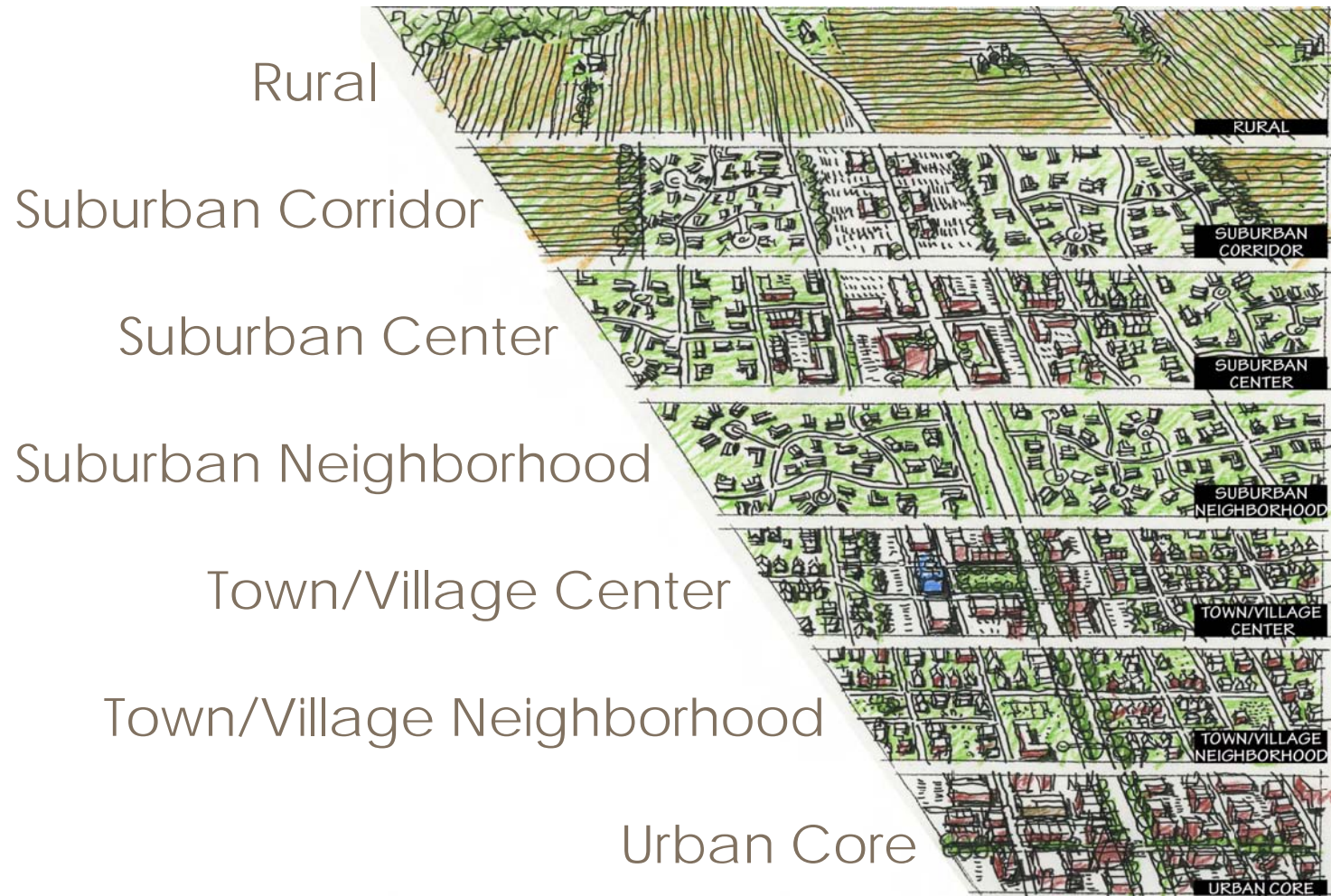
## **Existing Conditions** WHAT IS SMART GROWTH?

An approach to land use planning and growth management that recognizes connections between development and quality of life

- *Neighborhood livability*
- *Better access, less traffic*
- *Thriving cities, suburbs, and towns*



# Existing Conditions CONTEXT ZONES



## **Existing Conditions** SMART GROWTH PRINCIPLES

*What does smart growth mean for the US 30 corridor?*



E14th Corridor - San Leandro, CA Source: Community, Design + Architecture

# Existing Conditions SMART GROWTH OPPORTUNITIES

## Mix of Uses

*Create neighborhoods that enable diverse activity*



# Existing Conditions SMART GROWTH OPPORTUNITIES

## *Walkable Communities*

*Complete streets*

*Safe routes to transit*

*Manage public streetscapes*







Frontage Zone

Throughway Zone

Furnishing/Edge  
Zone



# Existing Conditions SMART GROWTH OPPORTUNITIES

## *Housing Diversity*

*Lifecycle housing*

*Transit-oriented development*

*Affordability*



# Existing Conditions SMART GROWTH OPPORTUNITIES

## *Sense of Place*

### *Public Space opportunities*

- *Pocket Parks*
- *Plazas*



# Existing Conditions SMART GROWTH OPPORTUNITIES



## *Sense of Place*

### *Identity*

- *Signage*
- *Wayfinding*
- *Gateways/Landmarks*

# Existing Conditions SMART GROWTH OPPORTUNITIES



## *Sense of Place*

### *Historic Assets*

- *Preservation*
- *Adaptive Reuse*

# Existing Conditions SMART GROWTH OPPORTUNITIES



## *Sense of Place*

### *Building Design*

- *Placement*
- *Materials*
- *Form*

# Existing Conditions SMART GROWTH OPPORTUNITIES

## *Sustainability*

*Transportation Options*

*Stormwater Management*

*Food Resources*





# Existing Conditions SMART GROWTH OPPORTUNITIES



## *Parking*

*Placement & design*

*Management*

*Shared Facilities*

## **Existing Conditions** SMART GROWTH ANALYSIS

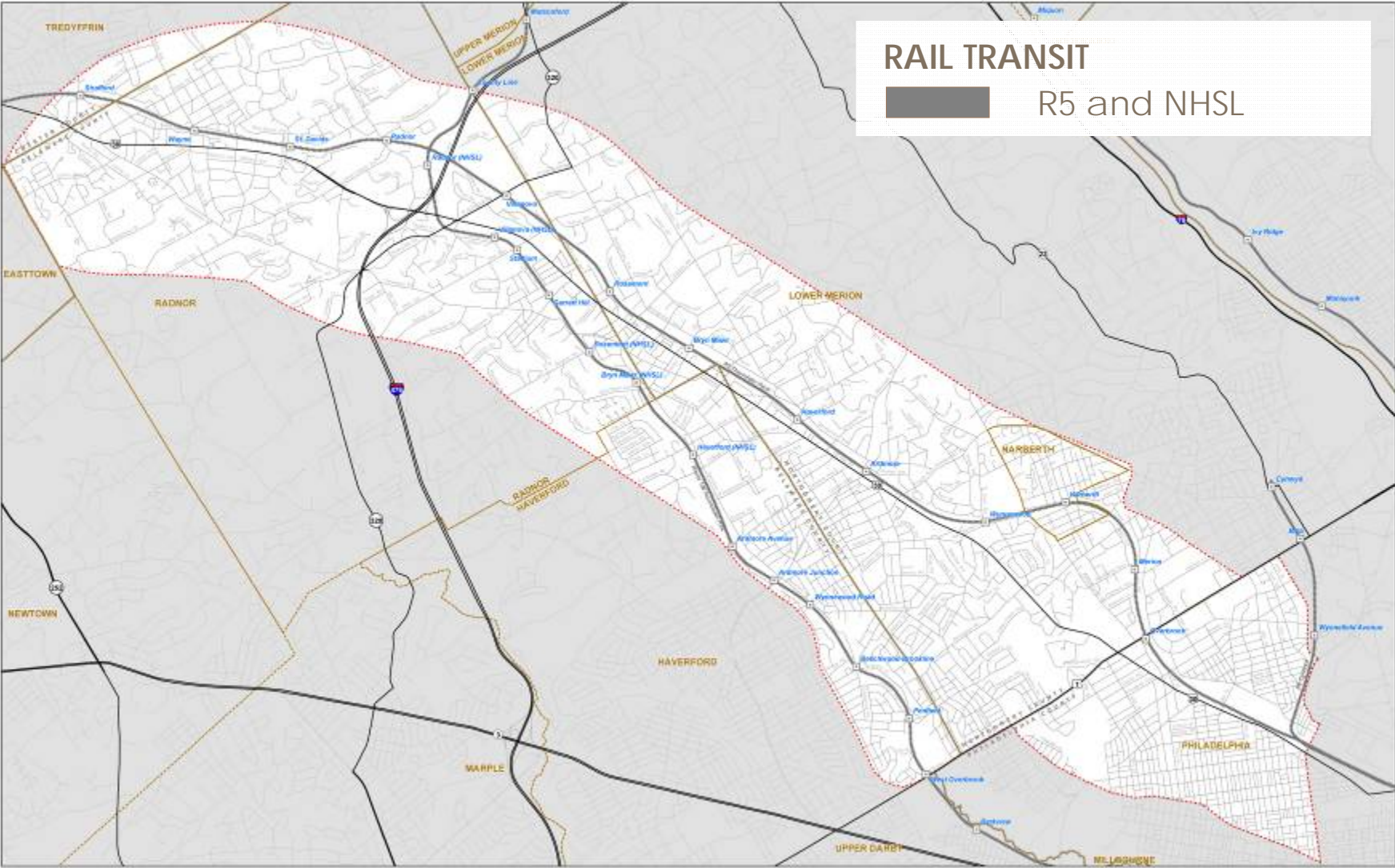
- Inventory existing conditions
- Identify potential land use conflicts
- Explore opportunities for new development and redevelopment
- Promote the preservation of critical historical and cultural amenities
- Analyze density and form
- Examine a range of community enhancements



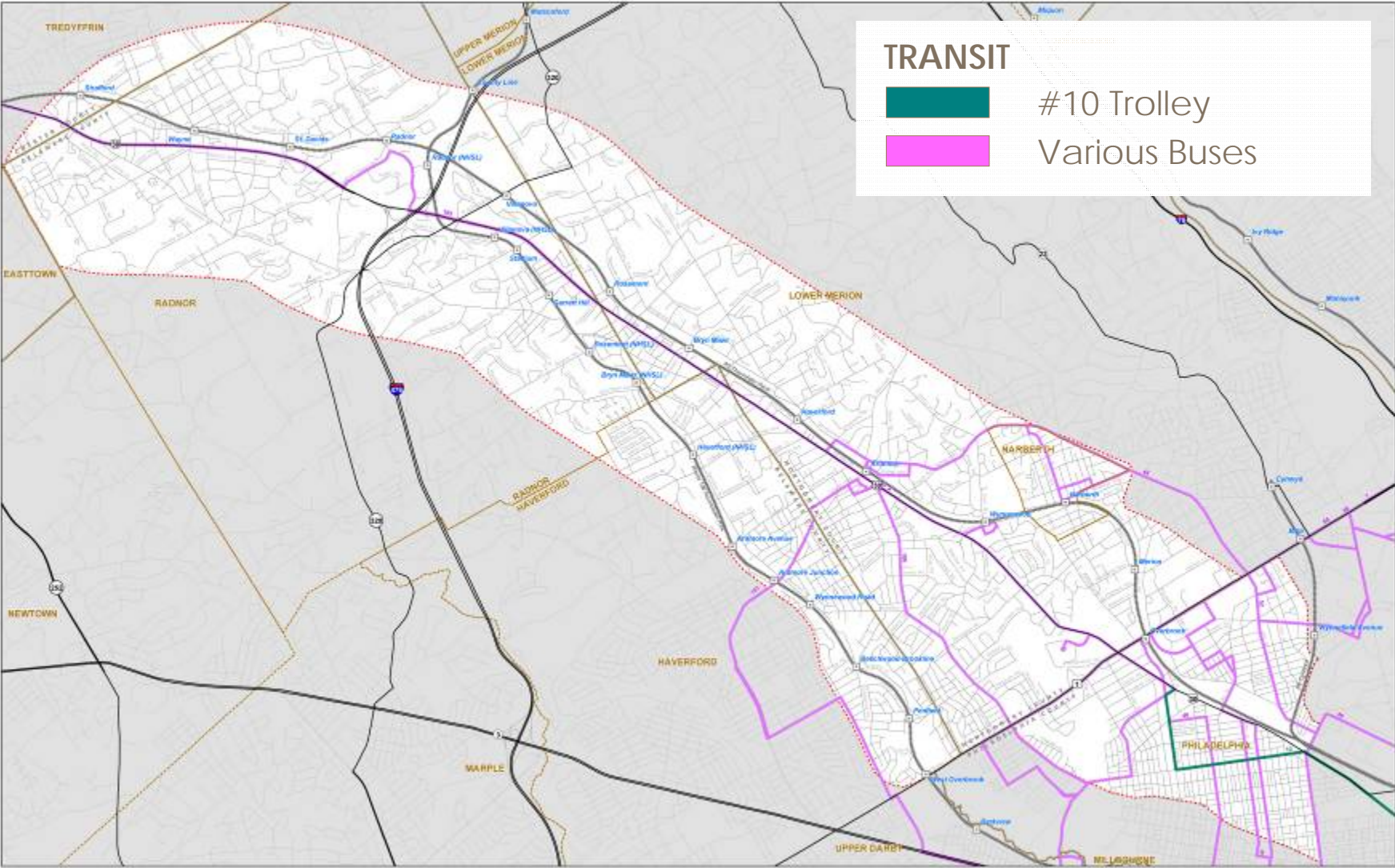
# Existing Conditions TRANSPORTATION



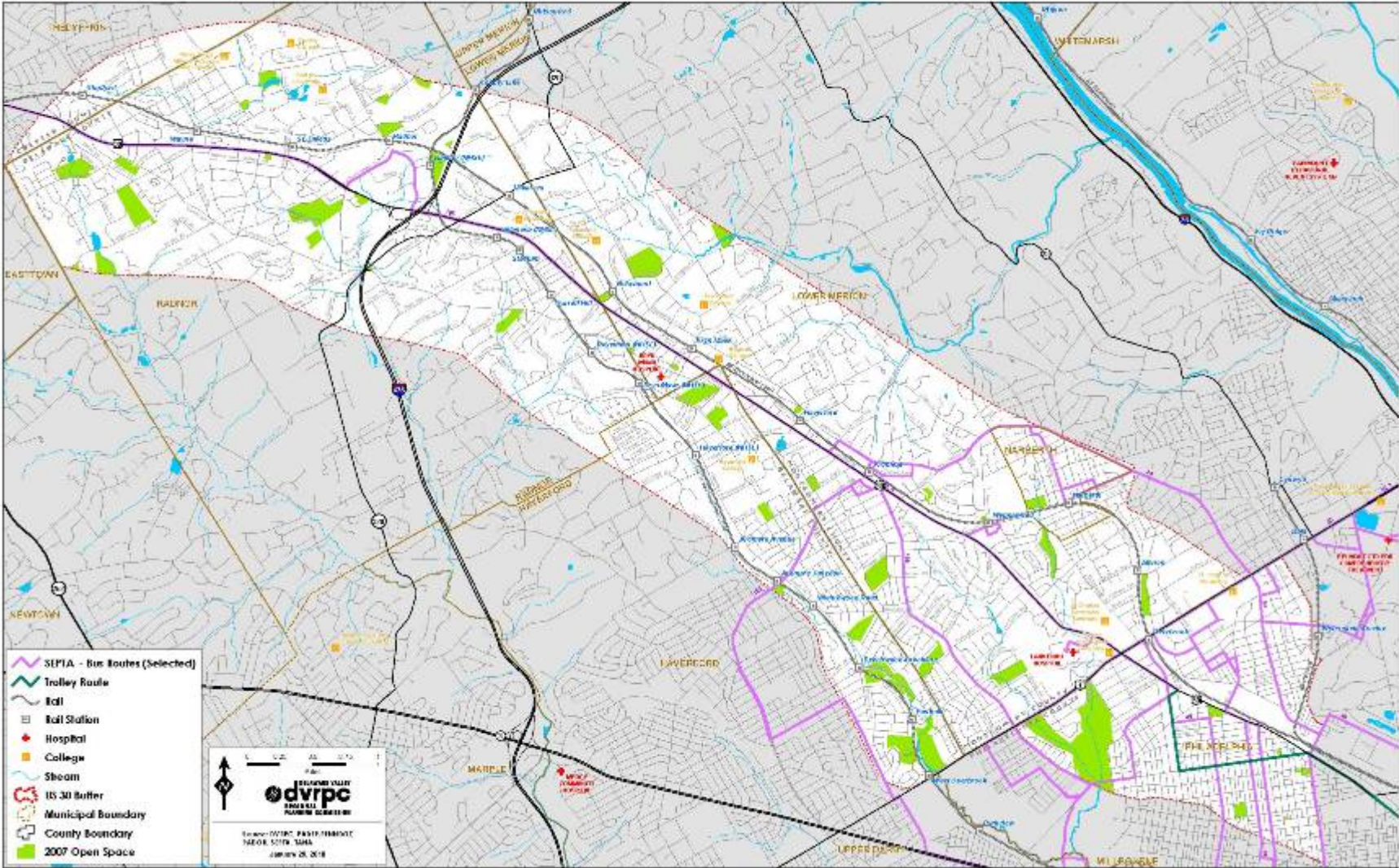
# Existing Conditions TRANSPORTATION NETWORK



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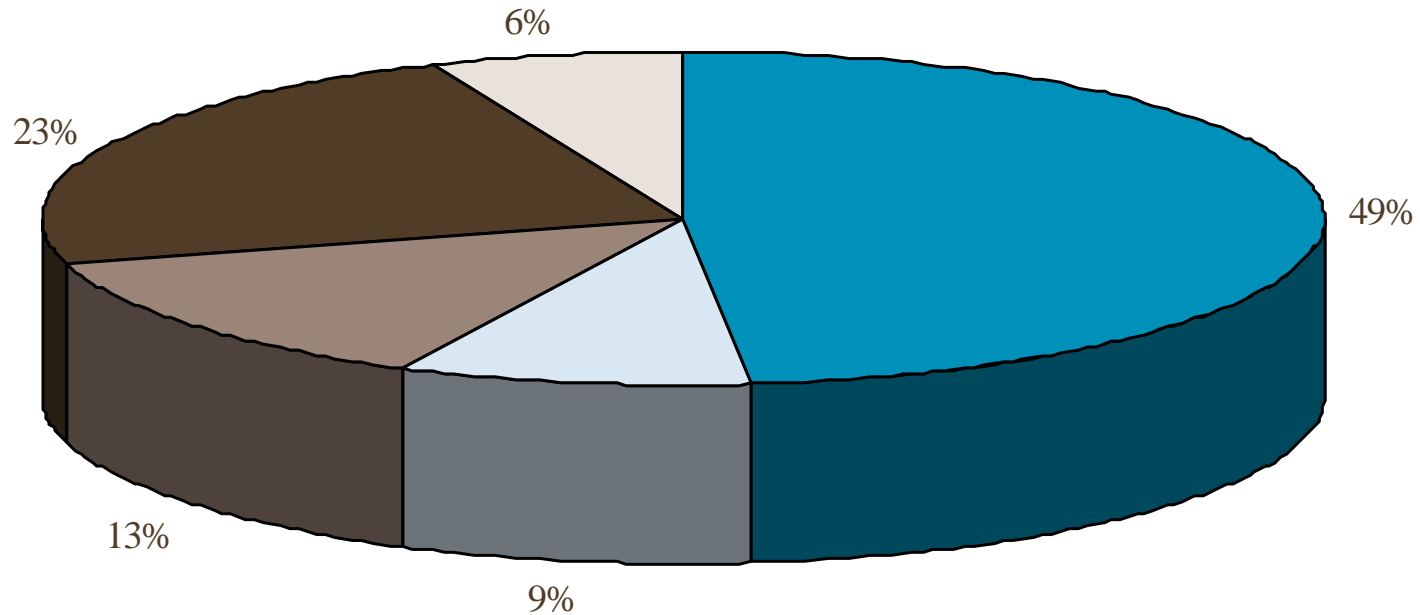


# Existing Conditions TRANSPORTATION NETWORK



# Existing Conditions JOURNEY TO WORK

## Travel Modes to Top 3 Home-Base Work Destinations (Center City, West Philadelphia, Lower Merion)



Source: 2005 American Community Survey



# Existing Conditions HIGHWAY NETWORK

- Traffic volume and crash data collection
- Level of Service (LOS) analysis at key intersections
- Identify potential operational and safety improvements
- Suggest potential green streets elements
- Recommend improvement strategies





# Existing Conditions TRANSIT NETWORK

- Examine multi-modal accessibility of rail stations
- License plate survey at SEPTA R5 and NHSL stations
- Document station/stop amenities
- Identify potential station/stop improvements



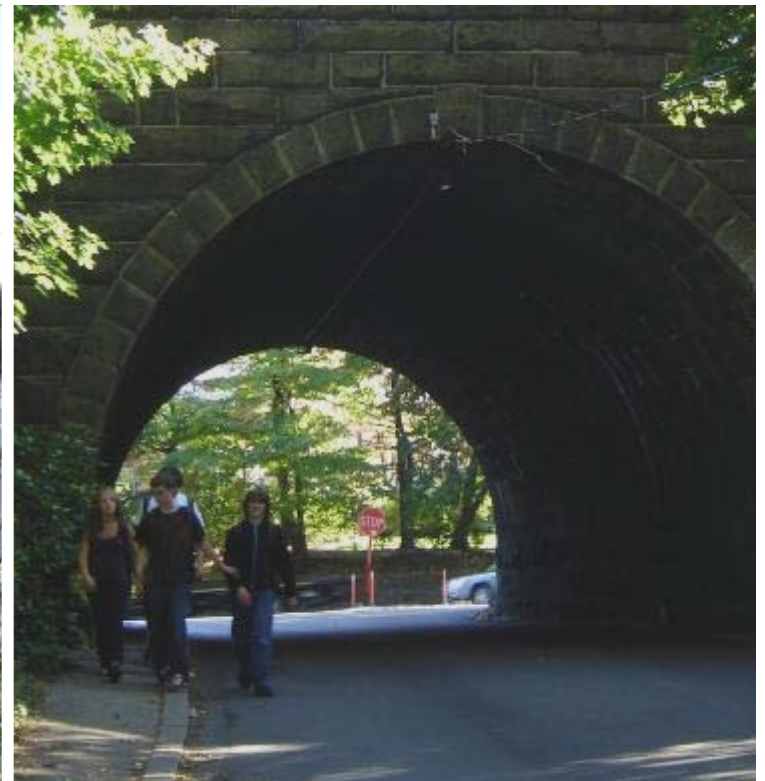
# Existing Conditions BICYCLE NETWORK

- Evaluate existing network
- Research proposed network
  - County and Township bicycle network plans
- Identify potential improvements



## Existing Conditions PEDESTRIAN INFRASTRUCTURE

- Document existing pedestrian facilities
- Identify potential improvements
  - Pedestrian pathway delineation
  - Completion of infrastructure
  - Traffic calming elements and streetscape improvements



# Existing Conditions ENVIRONMENT



## **Existing Conditions** ENVIRONMENTAL ANALYSIS

- Identify environmental priorities and opportunities
  - Identify environmentally constrained or sensitive locations
  - Incorporate green infrastructure elements
  - Stormwater Best Management Practices (BMPs)



## **Existing Conditions** STORMWATER and FLOODING

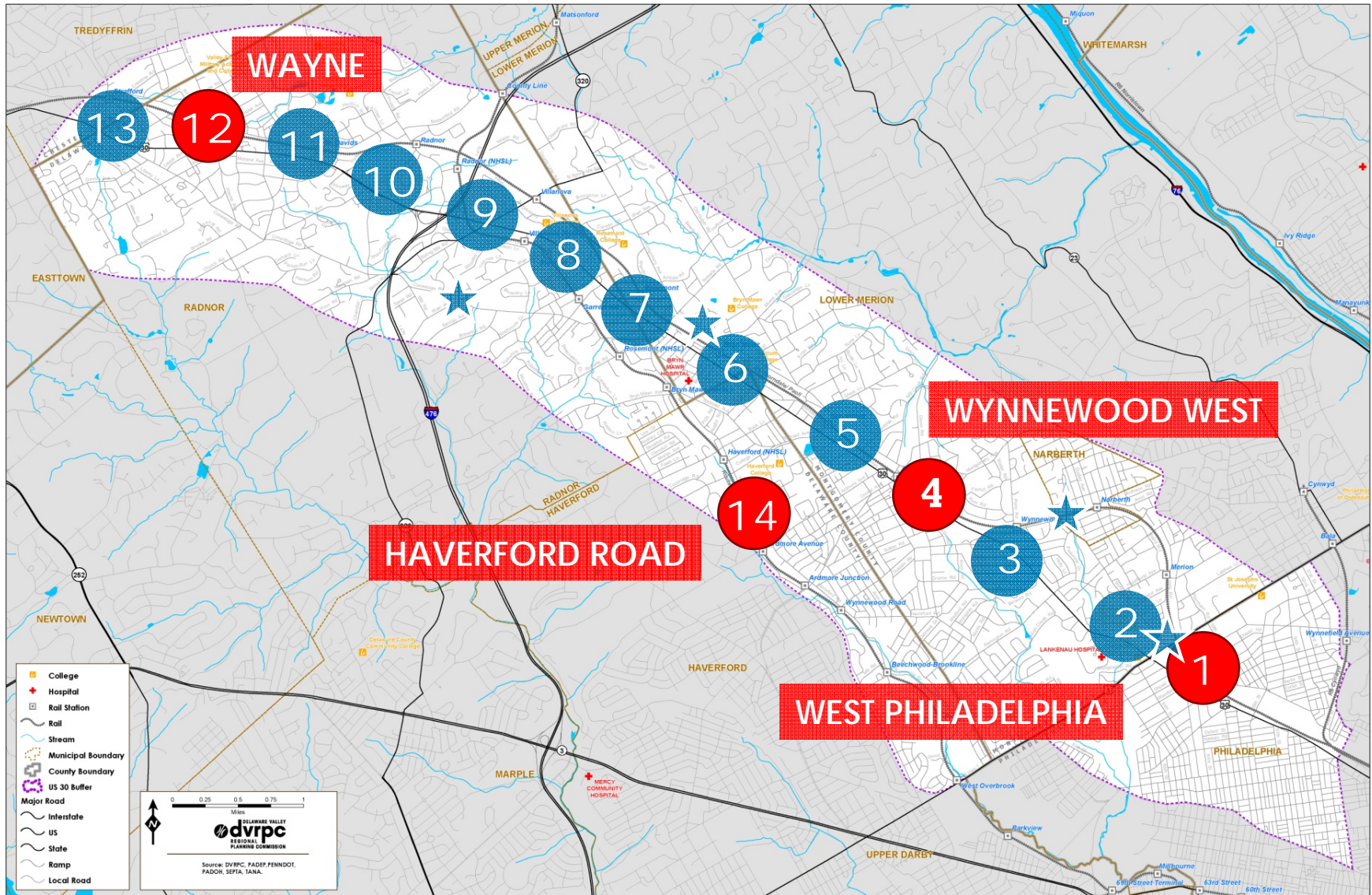
- Flooding and Stormwater concerns
- Restoration/Stabilization of stream banks
- Residential and commercial stormwater BMPs



# *Part 4*

## **Priority Focus Areas**

# Focus Areas PRIORITY SUB-AREAS





# Focus Areas SUB-AREA 1: WEST PHILADELPHIA

52<sup>nd</sup> Street to 62<sup>nd</sup> Street



62<sup>nd</sup>

30

59<sup>th</sup>

**Issues**

- Redevelopment
- Beautification
- Auto/Trolley/Bus
- Pedestrians

30

52<sup>nd</sup>

## **Focus Areas** SUB-AREA 1: WEST PHILADELPHIA

### Land Use

- **Redevelopment Opportunities**
  - Blighted and obsolete buildings and uses (primarily along north side of Lancaster)
  - Acme Distribution Site
- **Community Enhancements**
  - Streetscape and pedestrian improvements (street resurfacing, curbs, sidewalks, street trees)
  - Parking lot design and placement
  - Railroad embankment maintenance and landscaping
  - Image making locations such as the intersection of 52<sup>nd</sup> and Lancaster

# Focus Areas SUB-AREA 1: WEST PHILADELPHIA

Redevelopment Opportunities

59<sup>th</sup> and Lancaster



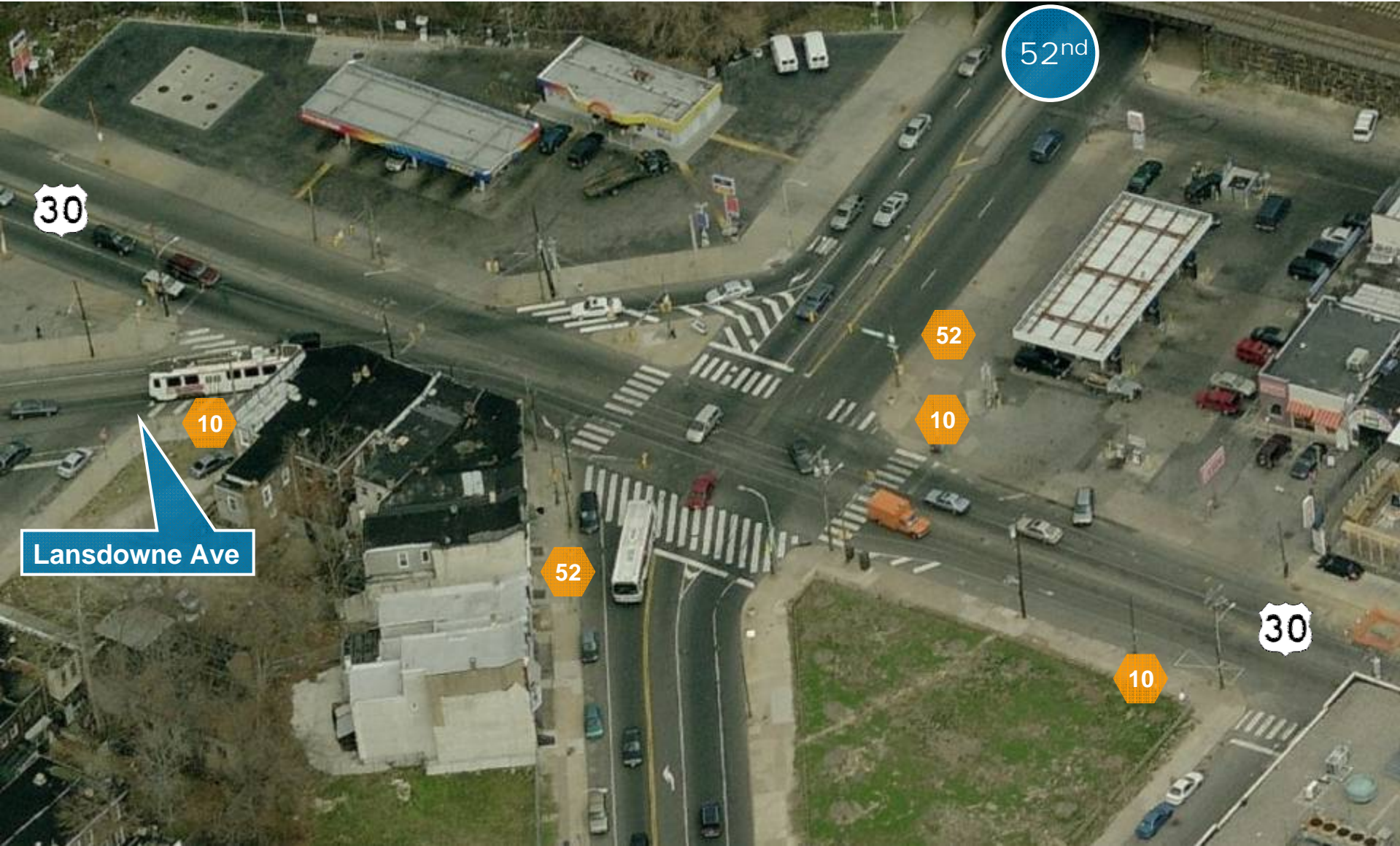
# Focus Areas SUB-AREA 1: WEST PHILADELPHIA

Community Enhancements



# Focus Areas SUB-AREA 1: WEST PHILADELPHIA

Transportation – 52nd Street Intersection





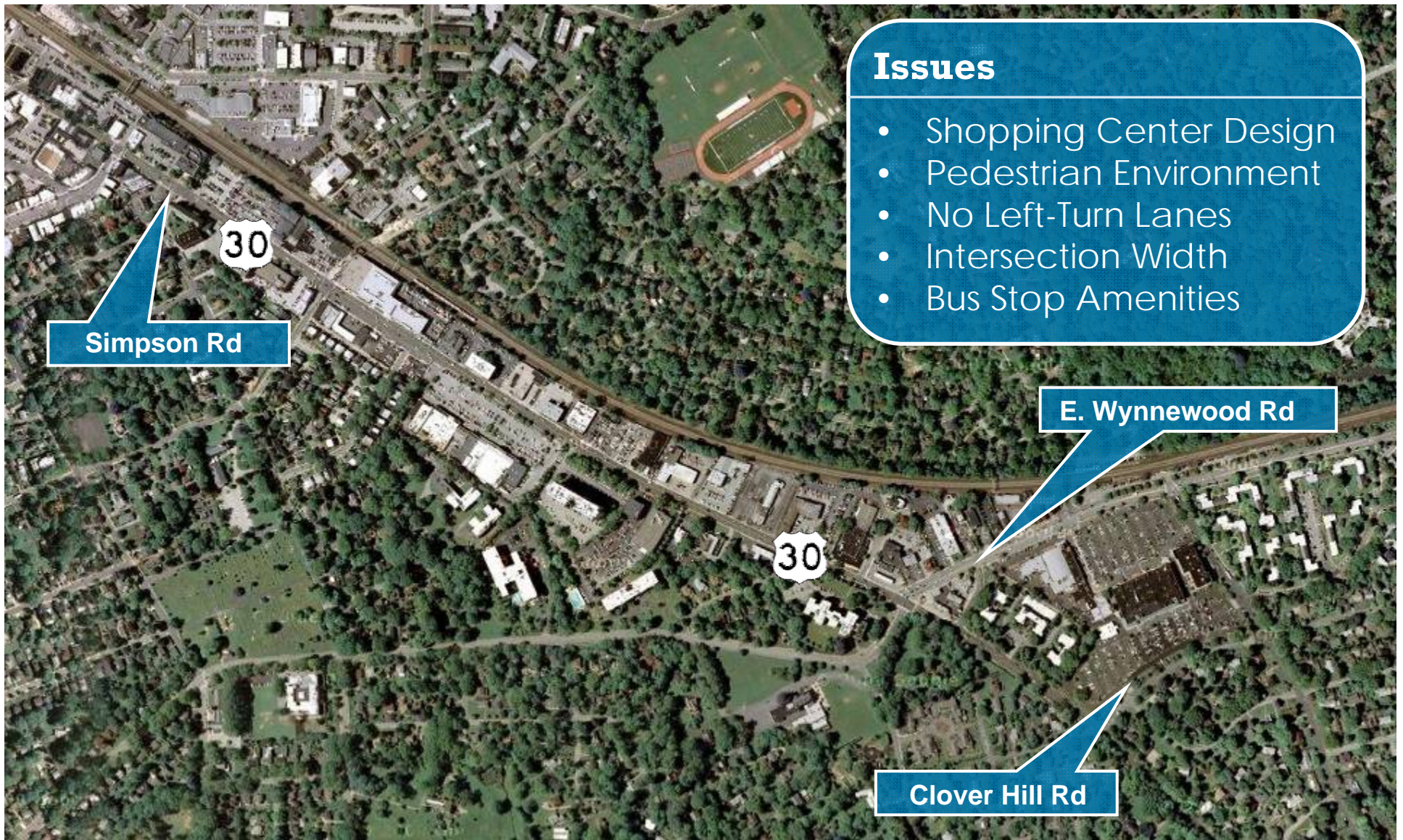
# Focus Areas SUB-AREA 1: WEST PHILADELPHIA

Transportation – Upland Way



# Focus Areas SUB-AREA 4: WYNNEWOOD WEST

Clover Hill Road to Argyle Road



## Issues

- Shopping Center Design
- Pedestrian Environment
- No Left-Turn Lanes
- Intersection Width
- Bus Stop Amenities



## **Focus Areas** SUB-AREA 4: WYNNEWOOD WEST

Land Use and Transportation

- **Community Enhancements**
  - Commercial building improvements
  - Surface parking lot design
  - Lack of outdoor gathering space
  - Pedestrian environment and connections
  - Lack of turn lanes at major intersections
  - Access drives at or near intersections
  - Shared parking

# Focus Areas SUB-AREA 4: WYNNEWOOD WEST

Community Enhancements



# Focus Areas SUB-AREA 4: WYNNEWOOD WEST

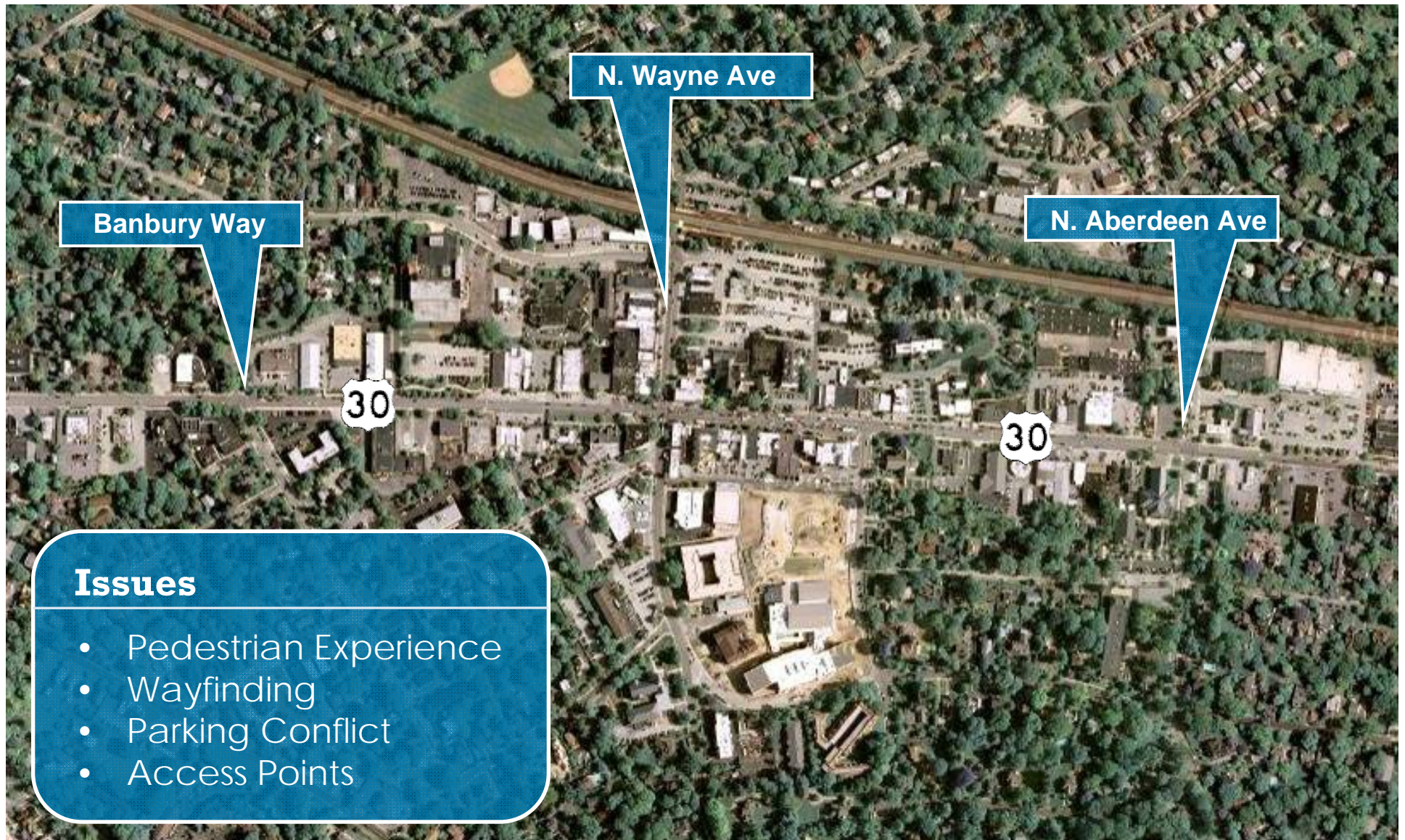
Transportation – Wynnewood Road Intersection





# Focus Areas SUB-AREA 12: WAYNE

N. Aberdeen Ave to Banbury Way



## Issues

- Pedestrian Experience
- Wayfinding
- Parking Conflict
- Access Points

## **Focus Areas** SUB-AREA 12: WAYNE

### Land Use

- **Community Enhancements**
  - Consistency of pedestrian experience
  - Orientation and wayfinding
  - Lack of central public space
  - Promote new commercial opportunities
  - Parking coordination and management
  - Ensure mixing of uses

# Focus Areas SUB-AREA 12: WAYNE

Pedestrian Realm

Lancaster Ave. near Aberdeen Ave.



# Focus Areas SUB-AREA 12: WAYNE

Gateways



Lancaster Ave. & Banbury Way



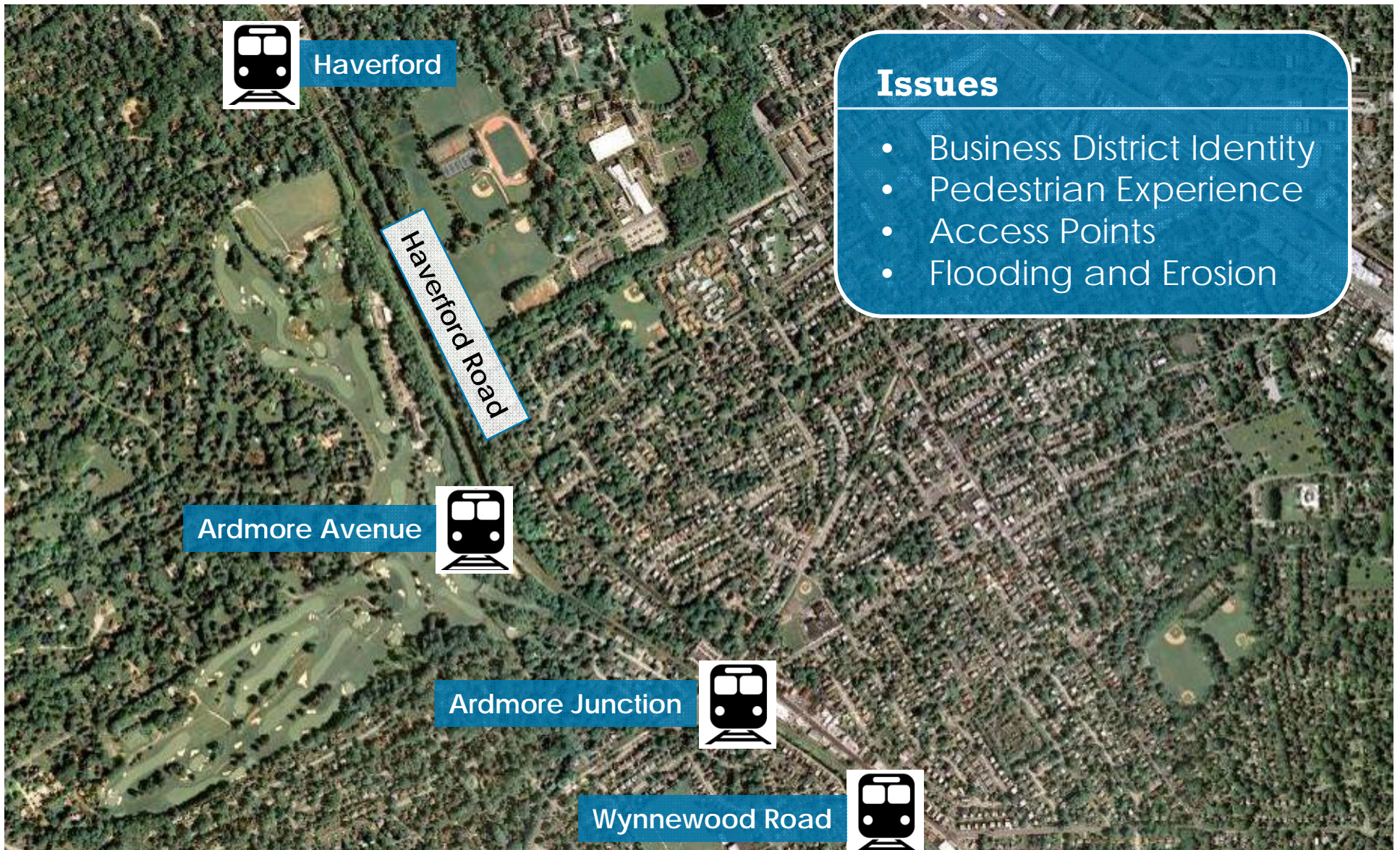
# Focus Areas SUB-AREA 12: WAYNE

Transportation – Lancaster Avenue



# Focus Areas SUB-AREA 14: HAVERFORD ROAD

Karakung Drive to Buck Lane



Haverford

Haverford Road

Ardmore Avenue



Ardmore Junction



Wynnewood Road



## Issues

- Business District Identity
- Pedestrian Experience
- Access Points
- Flooding and Erosion

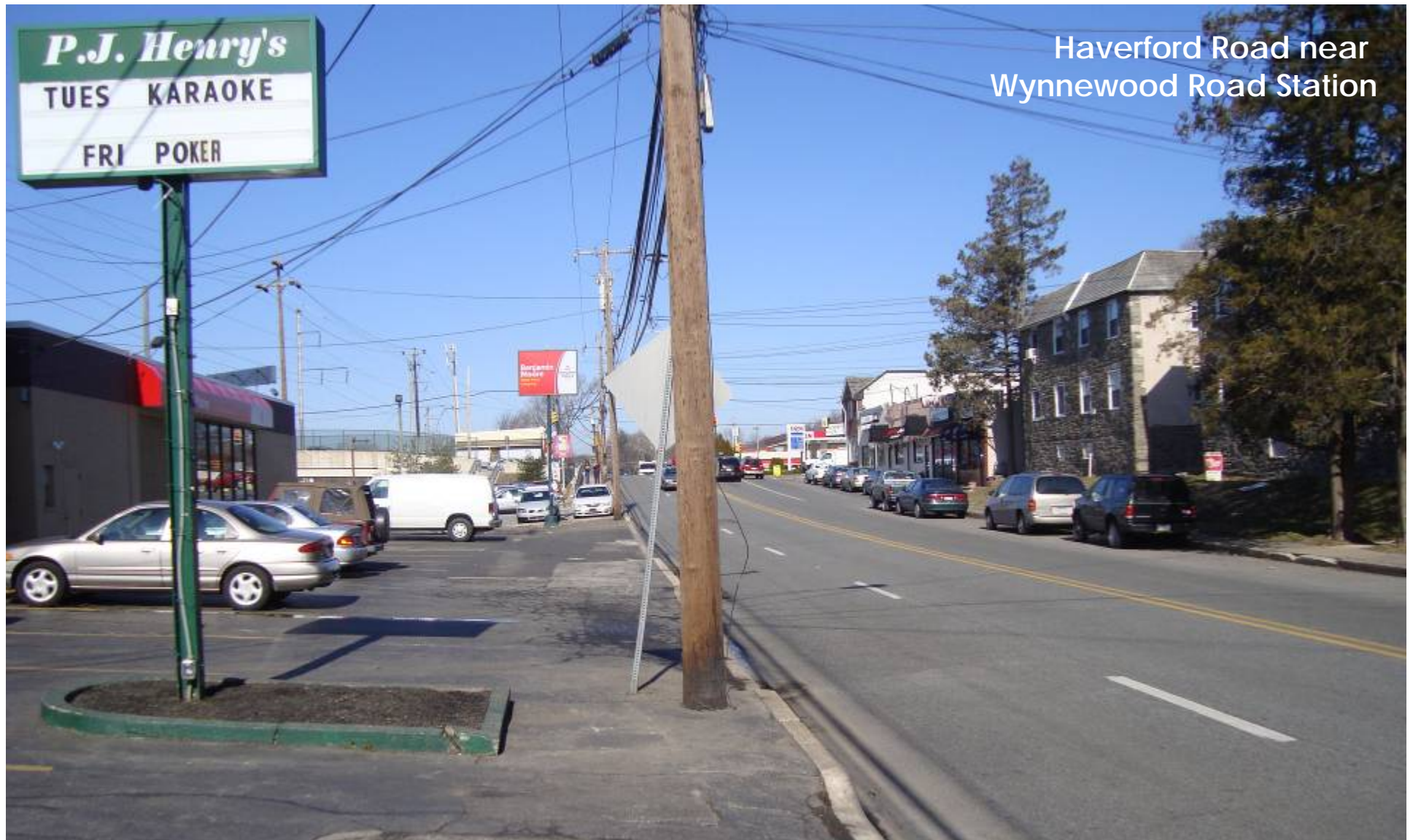
## **Focus Areas** SUB-AREA 14: HAVERFORD ROAD

Land Use, Transportation, & Environment

- **Community Enhancements**
  - Building placement and design
  - Management of off-street parking
  - On-street parking potential
  - Gateways and signage
  - Encourage shared access and parking
  - Improve pedestrian accessibility
  - Identify operational improvements at intersections
  - Flooding concerns & stormwater management
  - Surface water quality

# Focus Areas SUB-AREA 14: HAVERFORD ROAD

Pedestrian and Commercial Environment



# Focus Areas SUB-AREA 14: HAVERFORD ROAD

Transportation



# Focus Areas SUB-AREA 14: HAVERFORD ROAD

Transportation



# Focus Areas SUB-AREA 14: HAVERFORD ROAD

Environmental



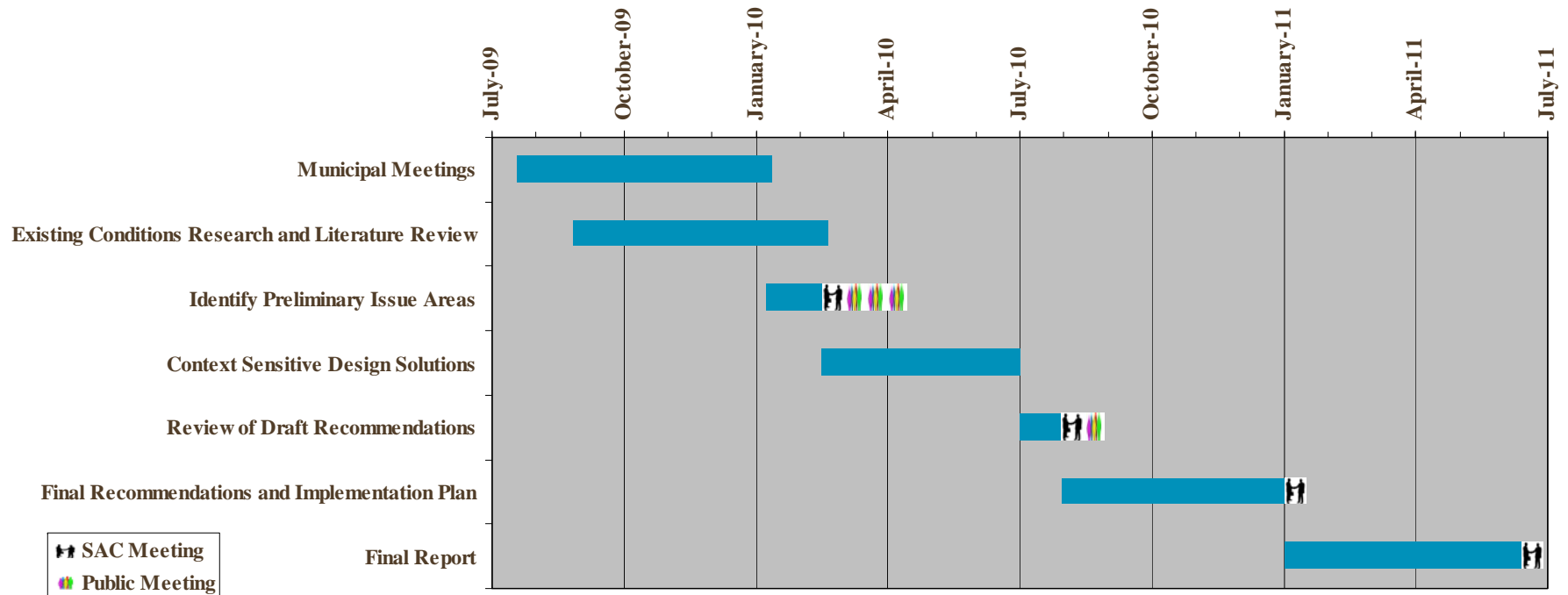
# *Part 5*

## **Next Steps**



# Next Steps SCHEDULE

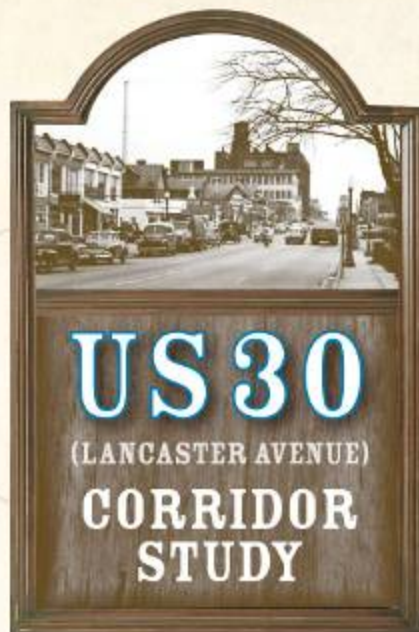
## US 30 (Lancaster Avenue) Corridor Study Schedule



# Next Steps WEB APPLICATION

The screenshot displays a web browser window with the URL [www.dvrpc.org](http://www.dvrpc.org) in the address bar. The page title is "US30 (LANCASTER AVENUE) CORRIDOR STUDY". The interface includes a navigation bar with links for "Purpose", "Legend", "View the map", "Comment Policy", and "Disclaimer". The main content area features a map of the Lancaster area, Pennsylvania, with a highlighted corridor along US30. The map is overlaid with various colored lines and icons representing different types of improvements. A sidebar on the right, titled "Layers", contains several categories: "Land Use (2005)", "Rail Stations", and "User Comments". Under "User Comments", there are several icons representing different improvement types: Pedestrian Improvements, Bicyclic Improvements, Automobile Improvements, Transit Improvements, Environment, Land Use, Landscape and Open Space, and Other. At the bottom of the sidebar, there are options for "Zoom To..." and "Make a Comment". The map is powered by Google Maps, as indicated by the logo in the bottom left corner. The browser's taskbar at the bottom shows the Windows logo, the application name "dvrpc", and the system clock showing "10:04".

[www.dvrpc.org/corridors/us30.htm](http://www.dvrpc.org/corridors/us30.htm)



For more information, please visit  
**[www.dvrpc.org/corridors/us30.htm](http://www.dvrpc.org/corridors/us30.htm)**

*or* contact [danderson@dvrpc.org](mailto:danderson@dvrpc.org)



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