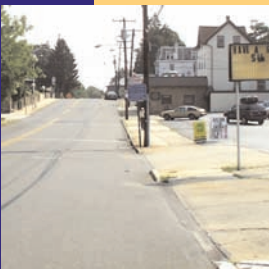


Baltimore Pike Corridor Revitalization Assessment

Building a Case for Economic and Community Redevelopment
Eastern Delaware County



NOVEMBER
2001

BALTIMORE PIKE CORRIDOR REVITALIZATION ASSESSMENT

Building a Case for Community and Economic Redevelopment



Delaware Valley Regional Planning Commission

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December 2001

Created in 1965, the Delaware Valley Regional Planning Commission (DVRPC) is an interstate, intercounty and intercity agency that provides continuing, comprehensive and coordinated planning to shape a vision for the future growth of the Delaware Valley region. The region includes Bucks, Chester, Delaware, and Montgomery counties, as well as the City of Philadelphia, in Pennsylvania; and Burlington, Camden Gloucester and Mercer counties in New Jersey. DVRPC provides technical assistance and services; conducts high priority studies that respond to the requests and demands of member state and local governments; fosters cooperation among various constituents to forge a consensus on diverse regional issues; determines and meets the needs of the private sector; and practices public outreach efforts to promote two-way communication and public awareness of regional issues and the Commission.



Our logo is adapted from the official DVRPC seal, and is designed as a stylized image of the Delaware Valley. The outer ring symbolizes the region as a whole, while the diagonal bar signifies the Delaware River. The two adjoining crescents represent the Commonwealth of Pennsylvania and the State of New Jersey.

DVRPC is funded by a variety of funding sources including federal grants from the U.S. Department of Transportation's Federal Highway Administration (FHWA) and Federal Transit Administration (FTA), the Pennsylvania and New Jersey departments of transportation, as well as by DVRPC's state and local member governments. The authors, however, are solely responsible for its findings and conclusions, which may not represent the official views or policies of the funding agencies.

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EXECUTIVE SUMMARY

As part of a continuing project to foster inter-municipal cooperation, the Delaware Valley Regional Planning Commission (DVRPC), with the support and cooperation of the Delaware County Planning Department (DCPD), Lansdowne, East Lansdowne and Yeadon Boroughs (which comprise the Eastern Delaware County Council of Governments), Clifton Heights Borough and Upper Darby Township, conducted a Revitalization Assessment of the Baltimore Pike Corridor. This Revitalization Assessment included an analysis of past studies, existing conditions and trends, land use and the aesthetic quality of the Baltimore Pike Corridor, which were used to identify issues and conflicts within the corridor and develop a vision, recommendations and implementation strategies to address these issues and conflicts. Details of these analyses, identified issues and conflicts, and the vision, recommendations and implementation strategies to address these issues and conflicts are presented in this report and summarized below.

Issues and Conflicts

Through an analysis of past studies, existing conditions and trends, land use and the aesthetic quality of the Baltimore Pike Corridor; DVRPC identified issues and conflicts that should be addressed to revitalize the study area communities. These issues and conflicts include inconsistencies between zoning and existing land use; uninviting streetscapes, inadequate pedestrian provisions and increasing traffic congestion, which create an unattractive, inhospitable, unsafe pedestrian environment; and deteriorated public transportation facilities, which reduce the attractiveness of using public transportation and deter potential riders.

The Baltimore Pike Revitalization Vision

A critical step towards addressing study area issues and conflicts is for the municipalities participating in this study to reach consensus on a common vision for the corridor, which will serve as a guide for future revitalization efforts. To this end, DVRPC, in cooperation with DCPD, worked with study area municipalities to develop the following vision, which was accepted by all the study participants.

To enhance future livability and promote economic redevelopment along Baltimore Pike by building on existing strengths, mitigating negative features, preserving community character and improving accessibility.

Summary of Recommendations

In addition to developing a Revitalization Vision, DVRPC has developed recommendations, which are consistent with the Revitalization Vision, to address the identified issues and conflicts. The recommendations include rezoning areas where current zoning is inconsistent with existing and future land use, developing a community and economic revitalization plan, which includes conducting a real estate market assessment, various streetscape and pedestrian provision improvements, and public transportation-related improvements. Maps of the study corridor showing the location of these recommendations, along with implementation recommendations are provided throughout the report.

Implementation Strategies

DVRPC, in cooperation with DCPD and study area municipalities, developed strategies to implement each recommendation summarized above, which provide study area municipalities with direction to seek funding and local actions to revitalize the Baltimore Pike Corridor. The implementation strategies include updating zoning ordinances and maps and future land use plans, applying and obtaining funding to conduct a community and economic revitalization plan, including a real estate market assessment, and applying and obtaining funding to implement physical improvements that will enhance the attractiveness and improve the functionality of the study area communities. Details of these strategies, including when they should be pursued, the order they should be pursued in and how to fund them, are provided in the last section of the report.

INTRODUCTION

In January 2001, representatives of East Lansdowne, Lansdowne and Yeadon Boroughs, which comprise the Eastern Delaware County Council of Governments (EDCCOG), and Upper Darby Township met to discuss the future of the Baltimore Pike Corridor. The municipal representatives mutually determined that it is essential for their future economic development and community livability to undertake a Revitalization Assessment of the Baltimore Pike Corridor between Cobbs Creek to the east and Oak Lane to the west (see **Map 1** for details). The representatives also agreed that it would be desirable for Clifton Heights Borough to participate in the study since the Borough contained part of the proposed study area. Upon request, Clifton Heights Borough agreed to participate in the study.

As part of a continuing project to foster inter-municipal cooperation, the Delaware Valley Regional Planning Commission (DVRPC) with the support of the Delaware County Planning Department (DCPD) proposed to undertake the Revitalization Assessment, using funding from the DVRPC Work Program's FY 2001 Inter-Municipal Cooperation Implementation Project. At the same meeting discussed above, DCPD presented the proposal to the study corridor municipal representatives and the representatives agreed to support the proposal.

Study Purpose

Upon agreement, DVRPC worked with DCPD and the study corridor representatives to develop a study purpose and scope of services that DVRPC would provide. **The purpose of the Revitalization Assessment is to identify issues and conflicts within the corridor study area and build a case for the need of economic and community redevelopment along the corridor, which will help the study area municipalities obtain funding for such activities.** The agreed upon services to support this purpose include establishing the study area, compiling data on existing conditions and trends, conducting a land use analysis and streetscape assessment to identify corridor issues and conflicts, developing recommendations to address these issues and conflicts, identifying potential funding sources and assisting municipalities to apply for funding. The remainder of this report reflects DVRPC's efforts in providing these services.

Baltimore Pike Corridor Revitalization Assessment

Map 1 : Proposed Study Area



— Baltimore Pike
+++++ Rail

○ Municipality

○ EASTERN DELAWARE COUNTY COUNCIL OF GOVERNMENTS Member Municipalities

○ Baltimore Pike Study Corridor



0 0.25 0.5 0.75 Miles

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STUDY AREA PROFILE AND SOCIO-ECONOMIC TRENDS

DVRPC worked with DCPD and municipal representatives to finalize the Baltimore Pike Corridor Revitalization Assessment study area. The final study area is very similar to the EDCCOG proposed study area, bounded by Oak Lane to the west and Church Lane to the east and including the five municipalities, Clifton Heights, East Lansdowne, Lansdowne, Upper Darby and Yeadon. However, the final study area adds the Fernwood Cemetery and a triangular area of Upper Darby, bounded by the Southeastern Pennsylvania Transportation Authority (SEPTA) R-3 Regional Rail Line to the north and the Township boundary to the south and west (see **Map 2** for details).

Table 1 shows the percent change in population for the five study area municipalities and Delaware County as a whole. Between 1980 and 1990, Clifton Heights, East Lansdowne, Lansdowne and Upper Darby experienced a loss in population and between 1990 and 2000, Clifton Heights, East Lansdowne, Lansdowne and Yeadon experienced population loss (see **Table 1** for details). Overall, between 1980 and 2000 Clifton Heights, East Lansdowne and Lansdowne lost over 7% of their respective population and Upper Darby lost nearly 3%, while Yeadon remained relatively stable. In comparison, Delaware County as a whole remained relatively stable, losing less than 1% of its population between 1980 and 2000. Aside from Yeadon, percent of population loss for the study area municipalities was four to ten times greater than for Delaware County as a whole. The general trend of population loss in these communities reflects their aging population and lack of available land for new development.

Table 1 Percent Change in Population: 1980-2000

	Percent Change 1980-1990	Percent Change 1990-2000	Percent Change 1980-2000
<i>Municipality</i>			
Clifton Heights	-2.9%	-4.7%	-7.4%
East Lansdowne	-4.1%	-3.9%	-7.8%
Lansdowne	-1.5%	-5.7%	-7.1%
Upper Darby	-3.4%	0.8%	-2.7%
Yeadon	2.2%	-1.8%	0.3%
<i>County</i>			
Delaware County	-1.3%	0.6%	-0.7%

Source: 1980, 1990 and 2000 U.S. Census.

Table 2 shows total employment in 1990 and 1997, along with percent change between 1990 and 1997 for the five study area municipalities and Delaware County. Clifton Heights, Lansdowne and Upper Darby experienced a loss in employment, while East Lansdowne and Yeadon remained relatively unchanged. It is important to note this loss and stagnation took place while Delaware County as a whole experienced nearly a 2% increase in employment and the Delaware Valley region¹ experienced over a 2% increase in employment. Again, the study area municipalities have little remaining undeveloped land to attract new employment opportunities.

Table 2 Employment Trends: 1990-1997

	Total Employment 1990	Total Employment 1997	Percent Change 1990-1997
<i>Municipality</i>			
Clifton Heights	3,321	3,268	-1.6%
East Lansdowne	498	498	0%
Lansdowne	2,989	2,945	-1.5%
Upper Darby	21,275	20,607	-3.1%
Yeadon	3,385	3,398	0.4%
<i>County</i>			
Delaware County	230,459	234,406	1.7%

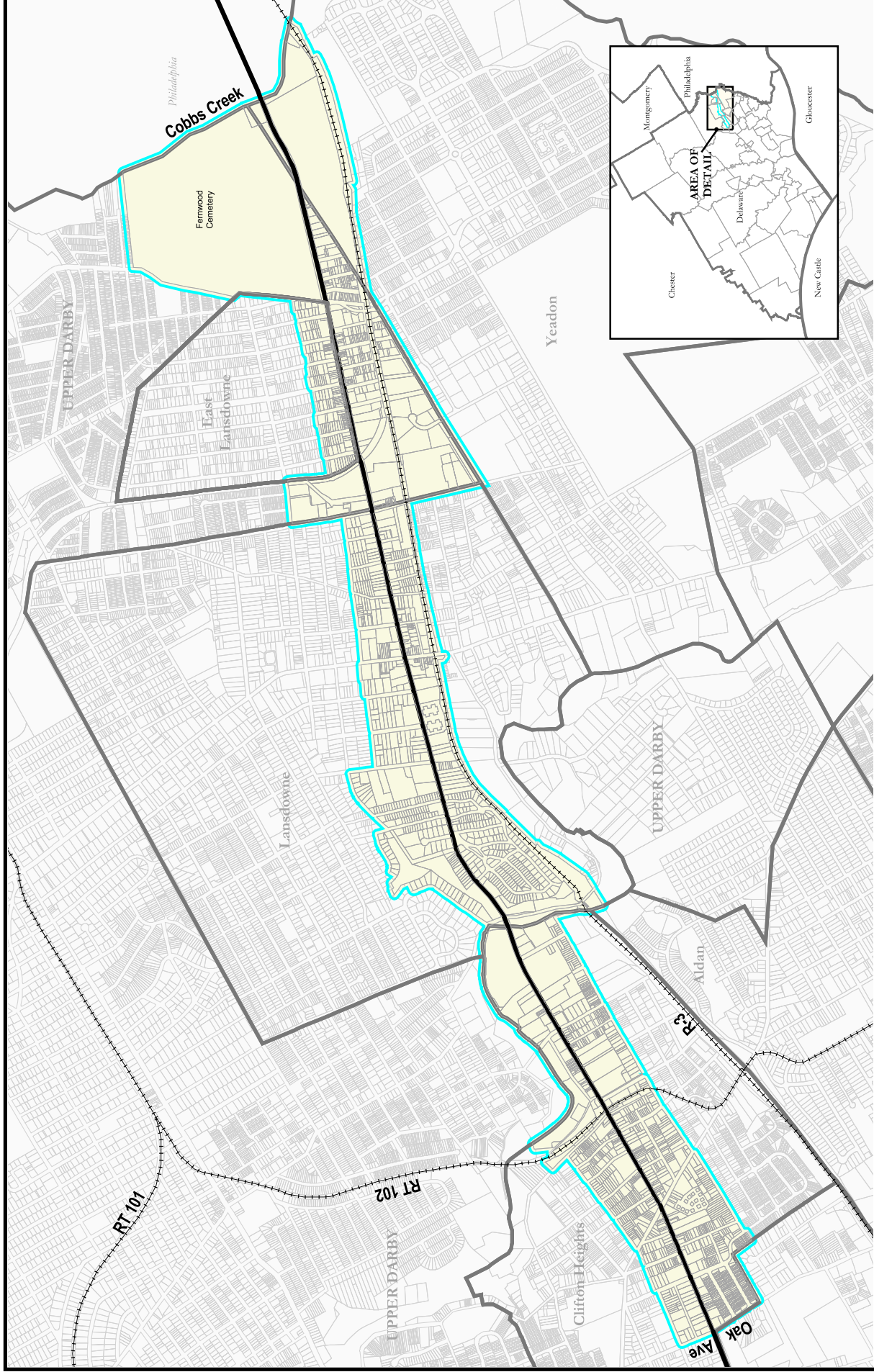
Source: DVRPC, *Year 2025 County and Municipal Population and Employment Forecasts* (April 2000), Appendix C.

Of the five municipalities that comprise this study area, three (East Lansdowne, Lansdowne, and Yeadon) were recently studied by DVRPC and discussed in the report, *First Generation Suburbs: Putting Principle into Practice An Assessment of the Six Municipalities that Comprise the William Penn School District* (August 2000). This study looked at various socio-economic trends, including population, employment, income, education levels, land use, housing and municipal tax base. The study found that while these municipalities were once some of the area's most prosperous communities, they are currently facing a variety of fiscal, social, and economic challenges. These challenges include loss of middle class households and jobs, a shrinking tax base, an increased demand for social services, and a reduced ability for localities to finance local services, such as schools.

¹ The Delaware Valley region consists of nine counties, Bucks, Chester, Delaware, Montgomery and Philadelphia in Pennsylvania and Burlington, Camden, Gloucester and Mercer in New Jersey.

Baltimore Pike Corridor Revitalization Assessment

Map 2 : Study Area



— Baltimore Pike

----- Rail

○ Municipality

○ Study Area



0 0.25 0.5 Miles

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While Upper Darby and Clifton Heights were not analyzed in this study, information regarding income, education levels, housing and municipal tax base was collected and displayed in the report. According to this information, Clifton Heights and Upper Darby have similar characteristics to East Lansdowne, Lansdowne and Yeadon. For example, tax base per household was the same for all five municipalities and median housing sales prices were similar (under \$75,000 for Yeadon and \$75,001 to 150,000 for the other four municipalities). Based on these similarities, along with population and employment trends discussed above, Clifton Heights and Upper Darby are likely facing similar challenges to those facing East Lansdowne, Lansdowne and Yeadon.

Additionally, DVRPC recently conducted a corridor traffic congestion study, *Pennsylvania Congestion Management System Baltimore Pike/US 1 Corridors* (June 2000), and found that traffic congestion along Baltimore Pike and other roadways within the study area, such as Church Lane, was an issue during the weekday am and/or pm peak travel times. The study concludes that rapidly growing areas in the next ring of development offer more spacious residential areas, negligible social problems, and comparatively low tax rates, thereby attracting both people and businesses. Together, these processes perpetuate decentralization; the fiscal, social, and economic challenges faced by older suburbs; and traffic congestion.²

In sum, the socio-economic trends of the five study area municipalities and accompanying challenges the municipalities are facing demonstrates the need for community and economic revitalization strategies. Since the Baltimore Pike Corridor within the Revitalization Assessment study area serves as the primary activity area connecting the five municipalities, the Revitalization Assessment study area provides the opportunity to address common issues and to derive common solutions to achieve positive change.

² Currently, PennDOT is working with the five study area municipalities to improve traffic flow and safety along Baltimore Pike within the Revitalization Assessment study area (details of this project are discussed later in this report).

ZONING – EXISTING LAND USE INCONSISTENCIES³

GIS was utilized to compare zoning, existing land use and future land use within the study area (see **Maps 3, 4** and **5** for composite corridor zoning, existing land use and future land use details). As a result of this exercise, four issue areas were identified, which are shown on **Map 6** and in more detail on **Maps 6A** and **6B**. Issue Area 1 is located in Clifton Heights Borough and is on the north side of Baltimore Pike between Oak Avenue and Church Avenue. Issue Area 2 and 3 are also located in Clifton Heights Borough, the first along Springfield Road and the second along Baltimore Pike between Penn Street and Marple Avenue. Issue Area 4 is located in Upper Darby Township along Baltimore Pike between Union Avenue and Kelly Street, which is a few blocks east of Church Lane. A detailed discussion of each issue area and recommendations to address the identified issues are provided below.

Issue Area 1

Findings

According to the Clifton Heights Borough zoning ordinance and map, which was adopted in 1993, this area is zoned C-2. The stated purpose of this commercial district is to “provide sufficient space for auto-oriented merchandising” and allows uses such as convenience stores, drive-through restaurants, and gas stations. This description is typical of “highway-oriented commercial” districts. Additionally, the C-2 district is cumulative, allowing all uses permitted in a C-1 district, which permits such uses as retail stores, personal services, professional offices, and financial institutions.

The existing use of this area is dominated by medium-density single-family detached dwellings and has a quiet and quaint residential character, which is not conducive to auto-oriented uses allowed under neither C-2 zoning nor many of the uses allowed under C-1 zoning. Additionally, the topography, which includes a steep slope going north from Baltimore Pike, is not conducive to many of the uses allowed under C-1 or C-2 zoning. The future land use indicated Issue Area 1 would be primarily high density residential with commercial development on the northwest corner (see **Map 5** for details)⁴. Aside from the different residential densities, the future land use is consistent with the existing land use.

³ Zoning information for Clifton Heights Borough was obtained from *Zoning Ordinance for Clifton Heights Borough Ordinance No. 729*, which was adopted February 1993 and zoning information obtained for Upper Darby Township was obtained from *Upper Darby Township Zoning Code Ordinance No. 2906*, which was adopted March 2001.

⁴ Future land use information for Clifton Heights Borough was obtained from *Clifton Heights Comprehensive Plan* (1975).

Recommendations

To maintain the character and stability of the area, DVRPC recommends that this area be rezoned to include low-density residential and low-intensity professional office uses. For example, the area could be rezoned to allow office use by exception with encouragement of mixed uses, such as upstairs residential and downstairs office. The low-density residential use is consistent with the current land use and the low-intensity professional office use, such as an accountant's or insurance agent's office would blend well with the existing neighborhood character, while providing a transitional use for selected properties. Additionally, there is on-street parking located along Baltimore Pike in this area, which could accommodate the few daily customers a low-intensity professional office use would generate. Since low-intensity professional office uses generate minimal traffic, these uses would have a negligible impact on traffic and parking supply in the area, while providing the municipality with additional tax revenue.

Issue Area 2

Findings

Based on the Clifton Heights Borough zoning ordinance and map, land within Issue Area 2 is zoned C-1. The purpose of this commercial district is to provide retail and service facilities, encourage attractive central business districts, and retain the existing retail character along Baltimore Pike and Springfield Avenue. This district allows uses such as retail stores, personal service shops, professional or business offices, and utility service buildings. Institutional and municipal uses are not permitted in the C-1 district.

Recommendations

Today, a majority of the land within Issue Area 2 is used for municipal and institutional uses, such as the Clifton Heights Borough municipal building, the U.S. Post Office, and churches. According to the future land use established in 1975 (see **Map 5** for details), this pattern of institutional and municipal uses within Issue Area 2 reflects Clifton Heights Borough's future land use vision. If this vision remains, DVRPC recommends considering rezoning the area R-2, which permit institutional/municipal uses by exception.

Issue Area 3

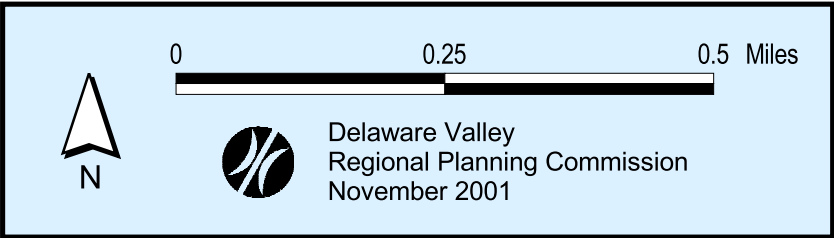
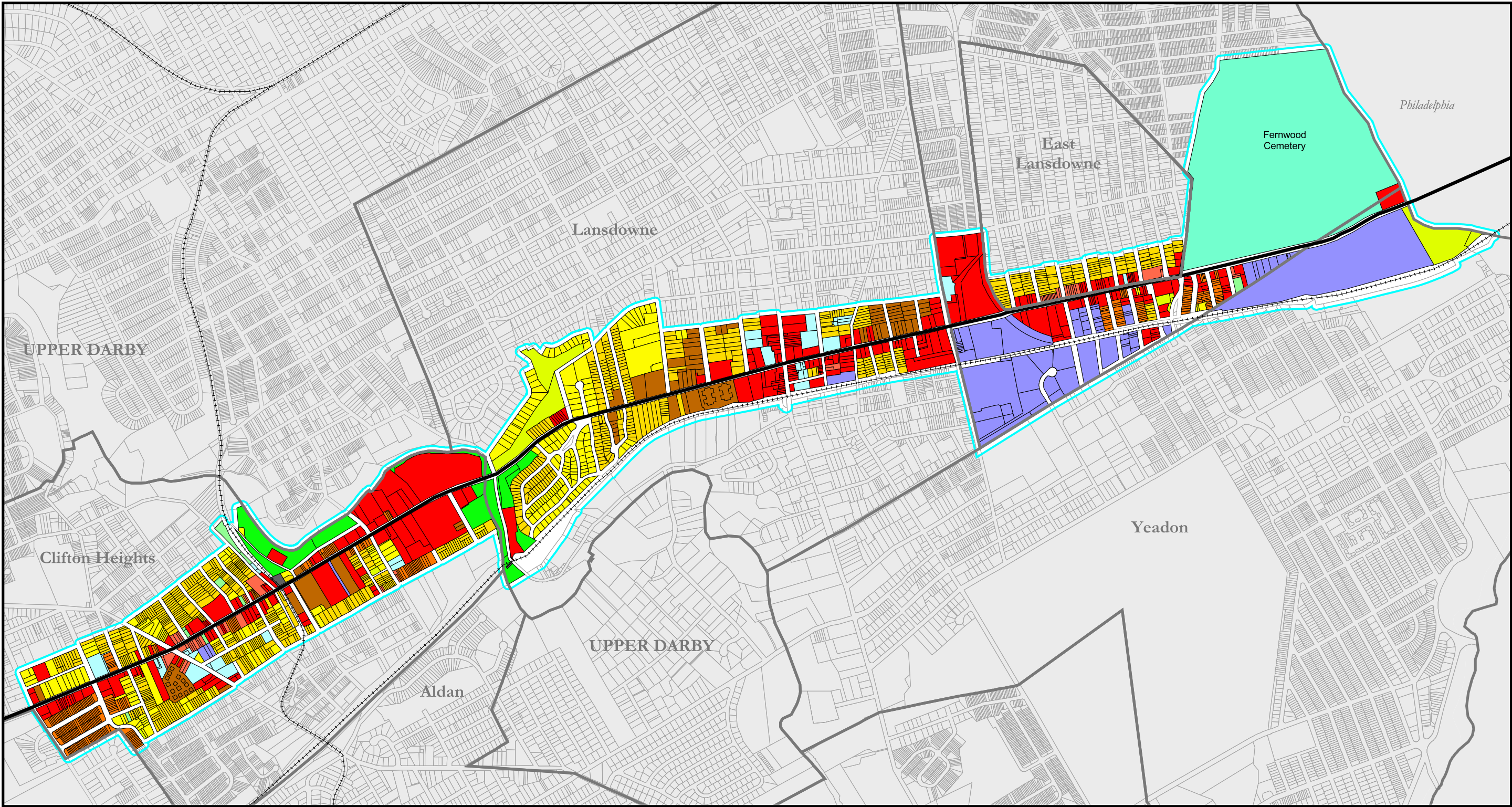
Findings

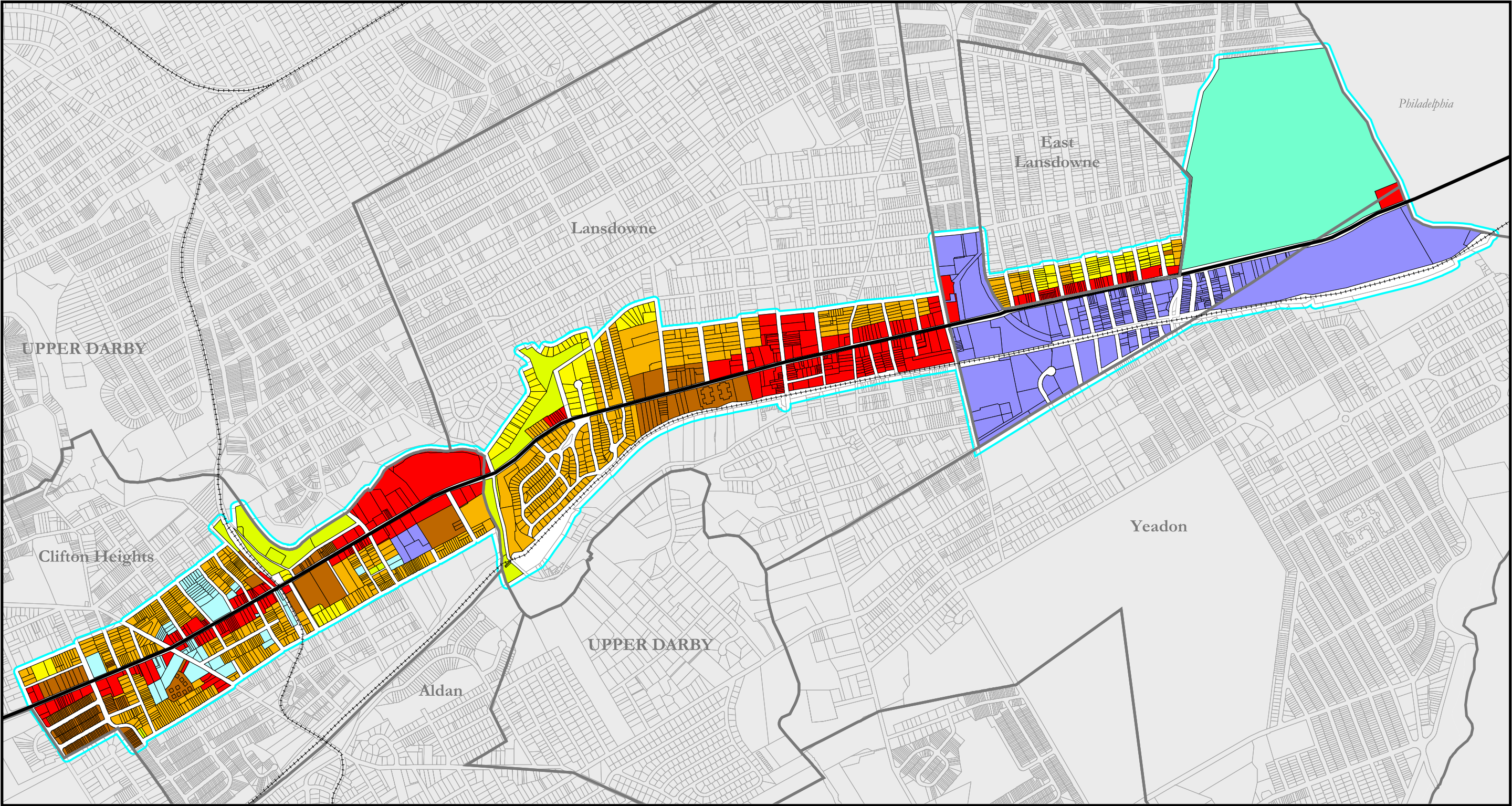
The land along Baltimore Pike within Issue Area 3 is zoned C-1. The purpose and permitted uses for a C-1 zoning district are described above. Several of the parcels within Issue Area 3 are currently used for residential purposes, primarily high-density (see **Map 6A** for details). Such uses are not permitted in the C-1 district. Currently, this area has a small to medium-scale residential- commercial character, primarily consisting of medium to high-density housing with various commercial establishments mixed in. The future land use for this area better reflects the existing land use than the zoning, supporting a mix of high-density residential uses and small to medium-scale commercial development (see **Map 5** for details). This area is also well served by public transit. The SEPTA RT 102 trolley line runs through the western edge of the area, stopping at Baltimore Pike and SEPTA bus routes 107 and 109 run along Baltimore Pike, stopping near the RT 102 trolley station, which provides connections between the trolley line and bus routes (see **Map 7** for details).

Recommendations

If the current mix of residential and commercial uses within Issue Area 3 reflect Clifton Heights Borough's current future land use vision, DVRPC recommends that the Borough consider rezoning the area to a Mixed-Use district. The Mixed-Use district would permit medium to high-density residential uses, such as multi-family dwellings, and neighborhood commercial uses, such as small-scale retail stores and food establishments. Rezoning the area with a Mixed-Use district would help to preserve the existing residential character while providing worthwhile services to the community. Additionally, the existing residential character provides a market for small-scale commercial establishments; therefore, preserving the residential character of the area may strengthen its commercial viability.

The combination of enhancing existing transit service, which will be discussed in detail later, and rezoning the area to a Mixed-Use district, as mentioned above, could help increase the attractiveness of the area, economically benefitting the commercial establishments in the area and making it a more desirable place to live.

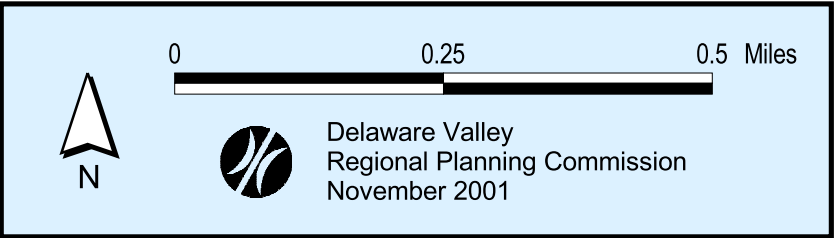
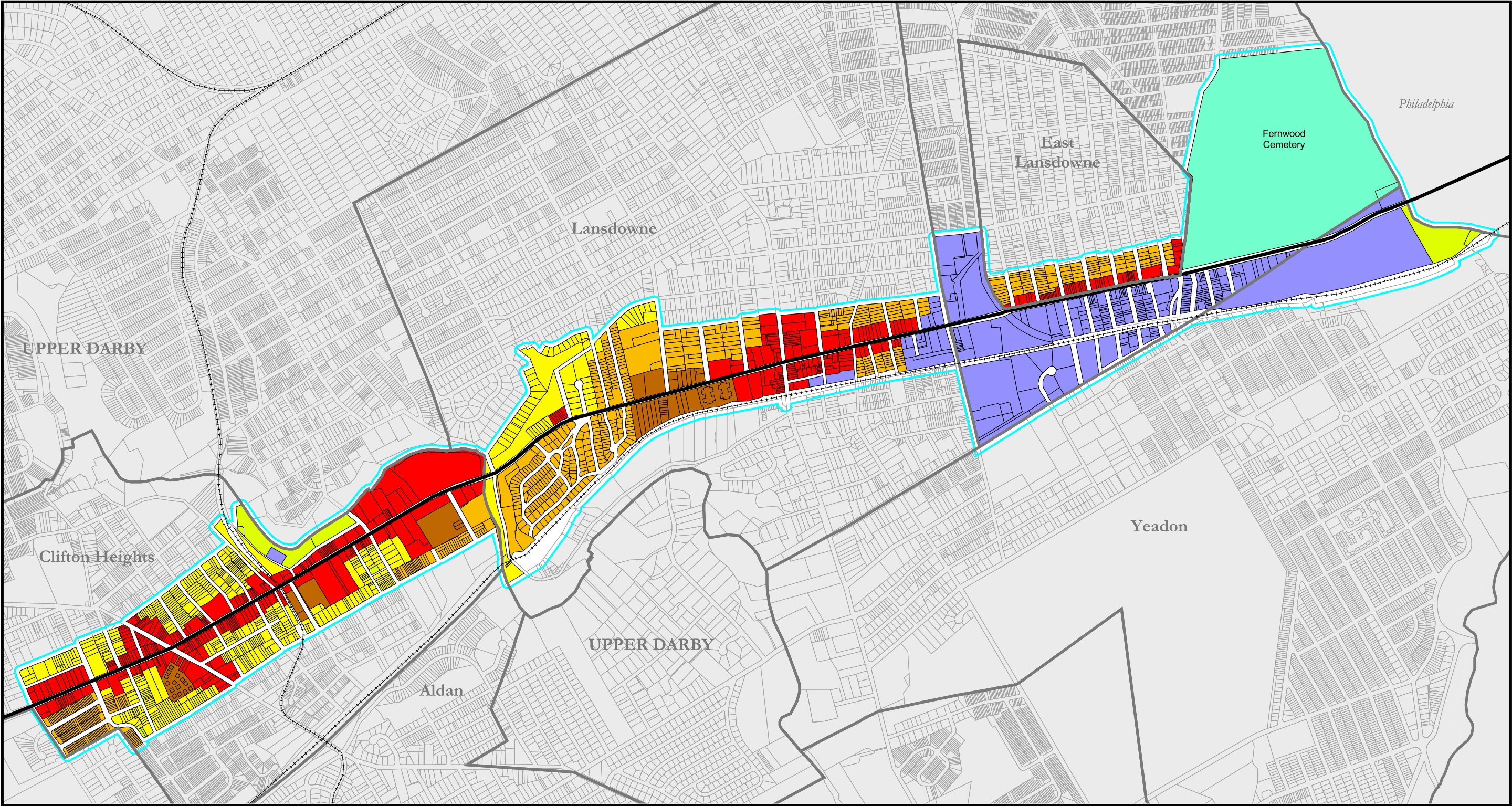


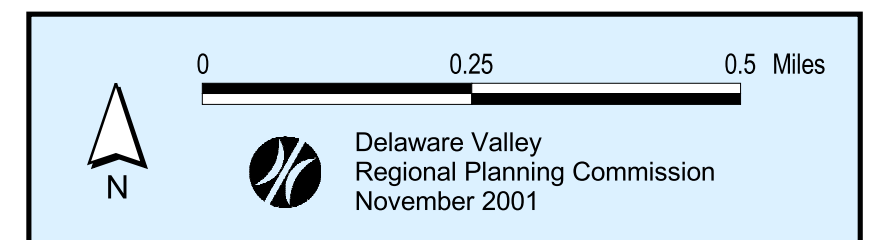
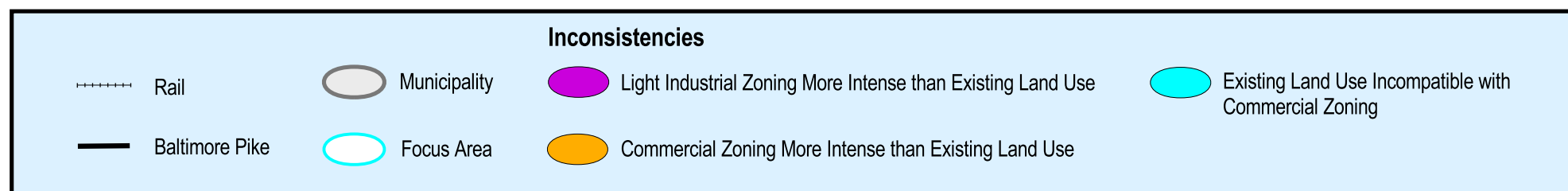
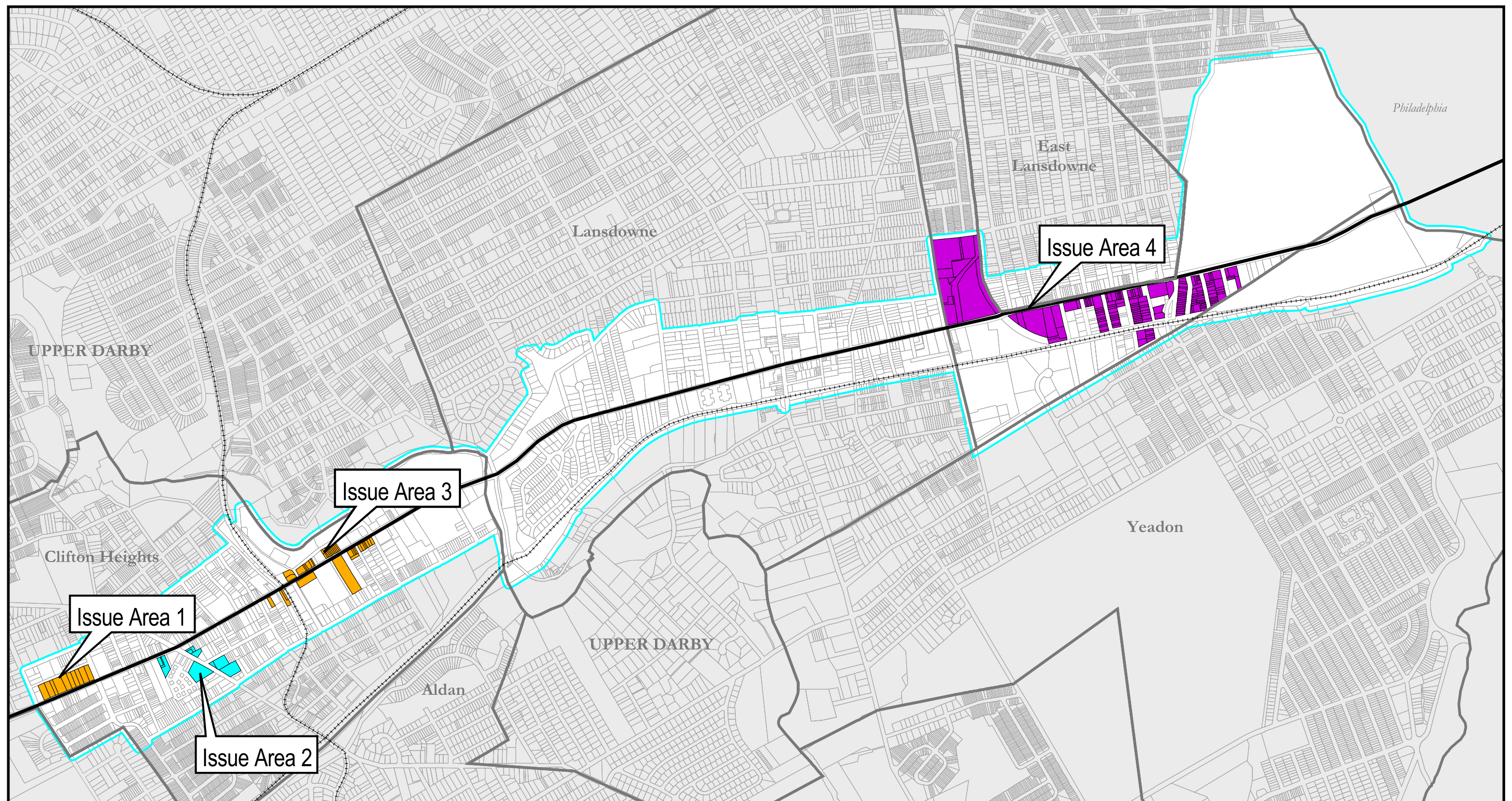


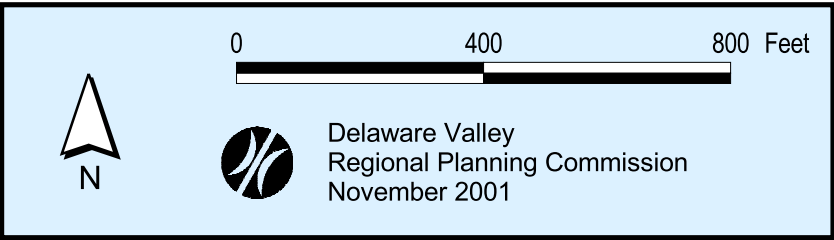
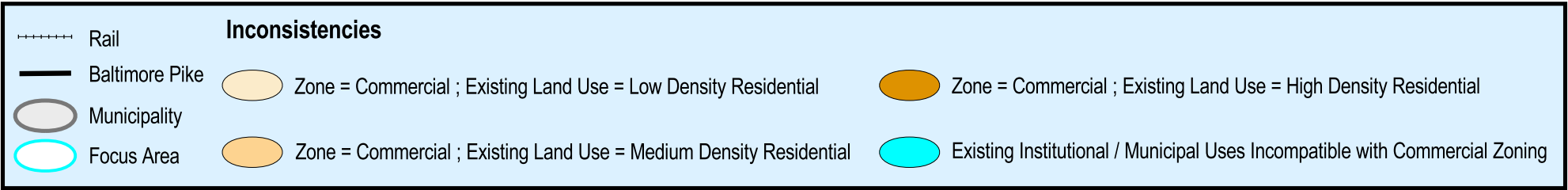
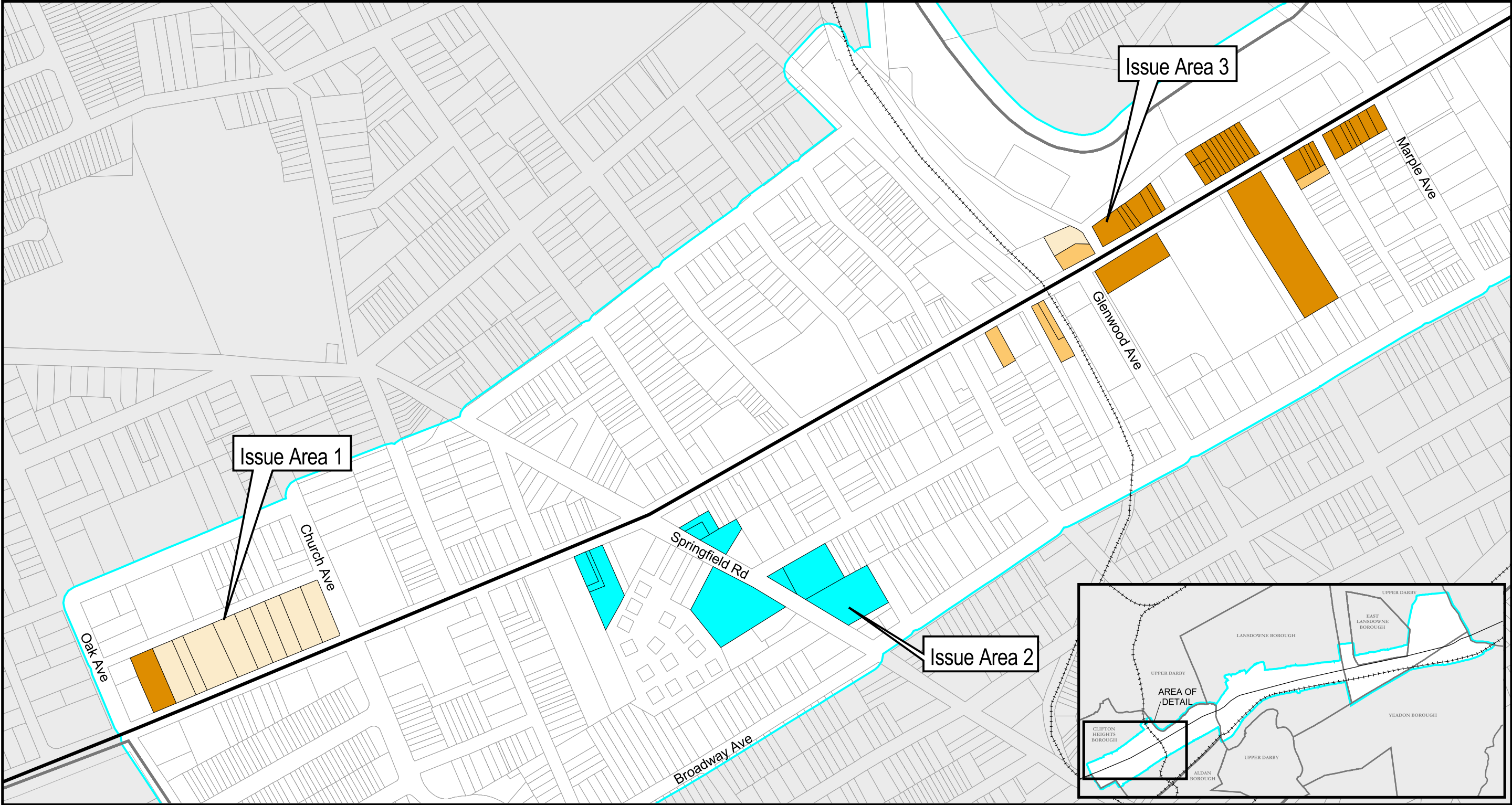
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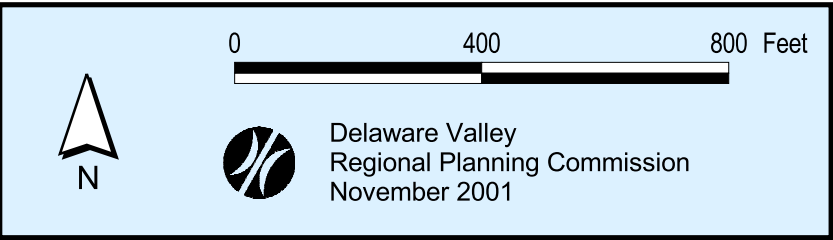
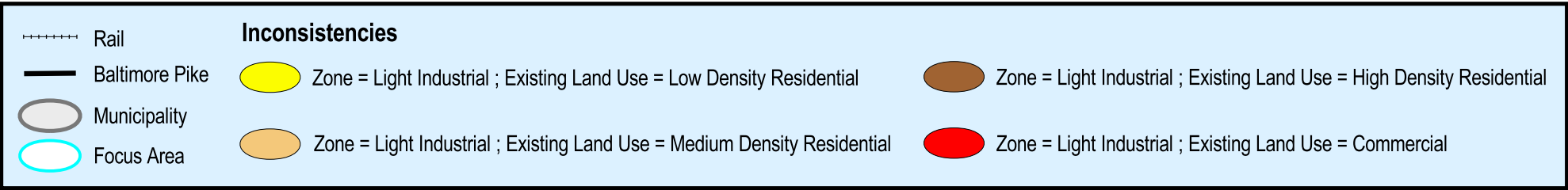
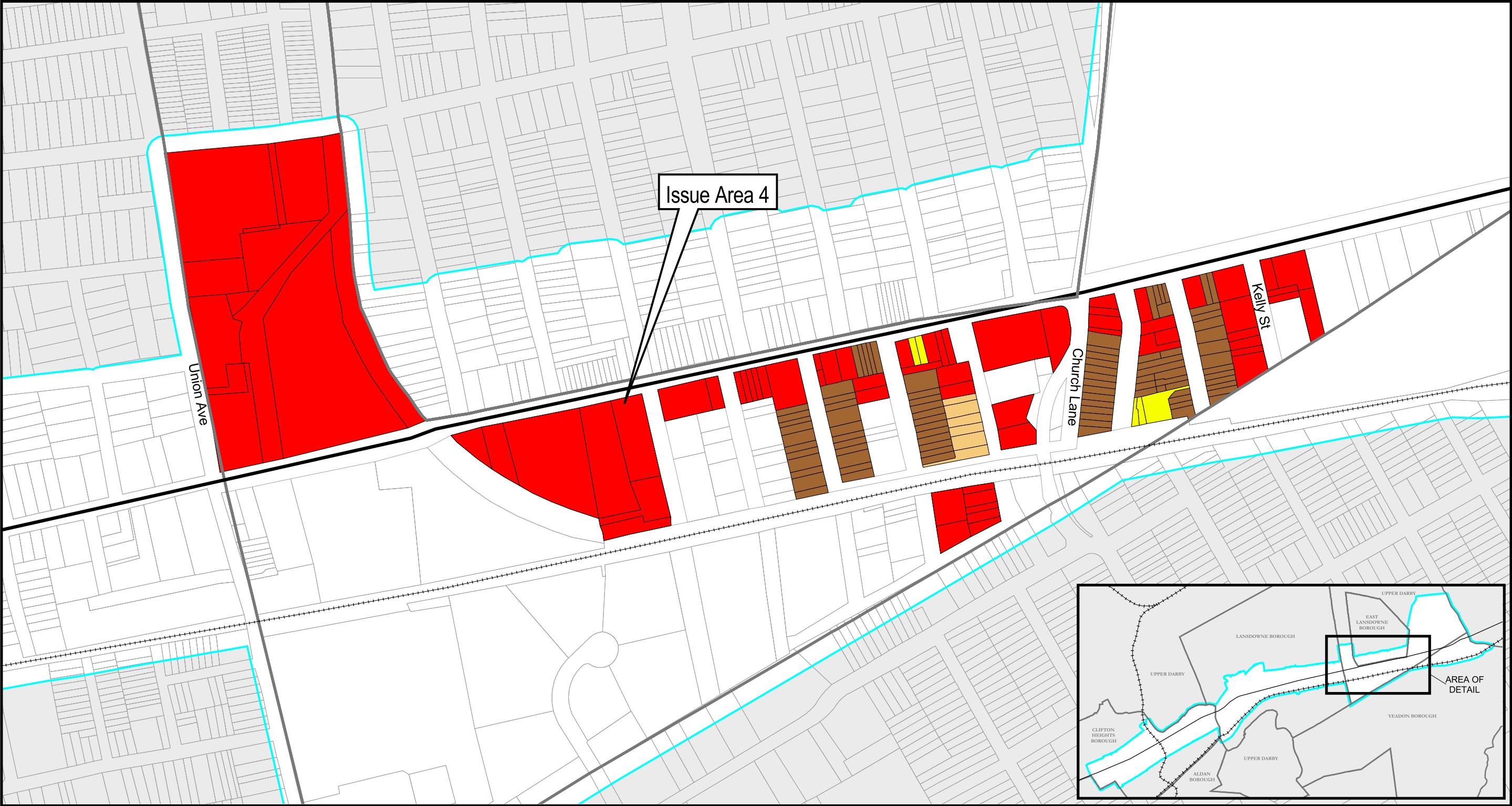
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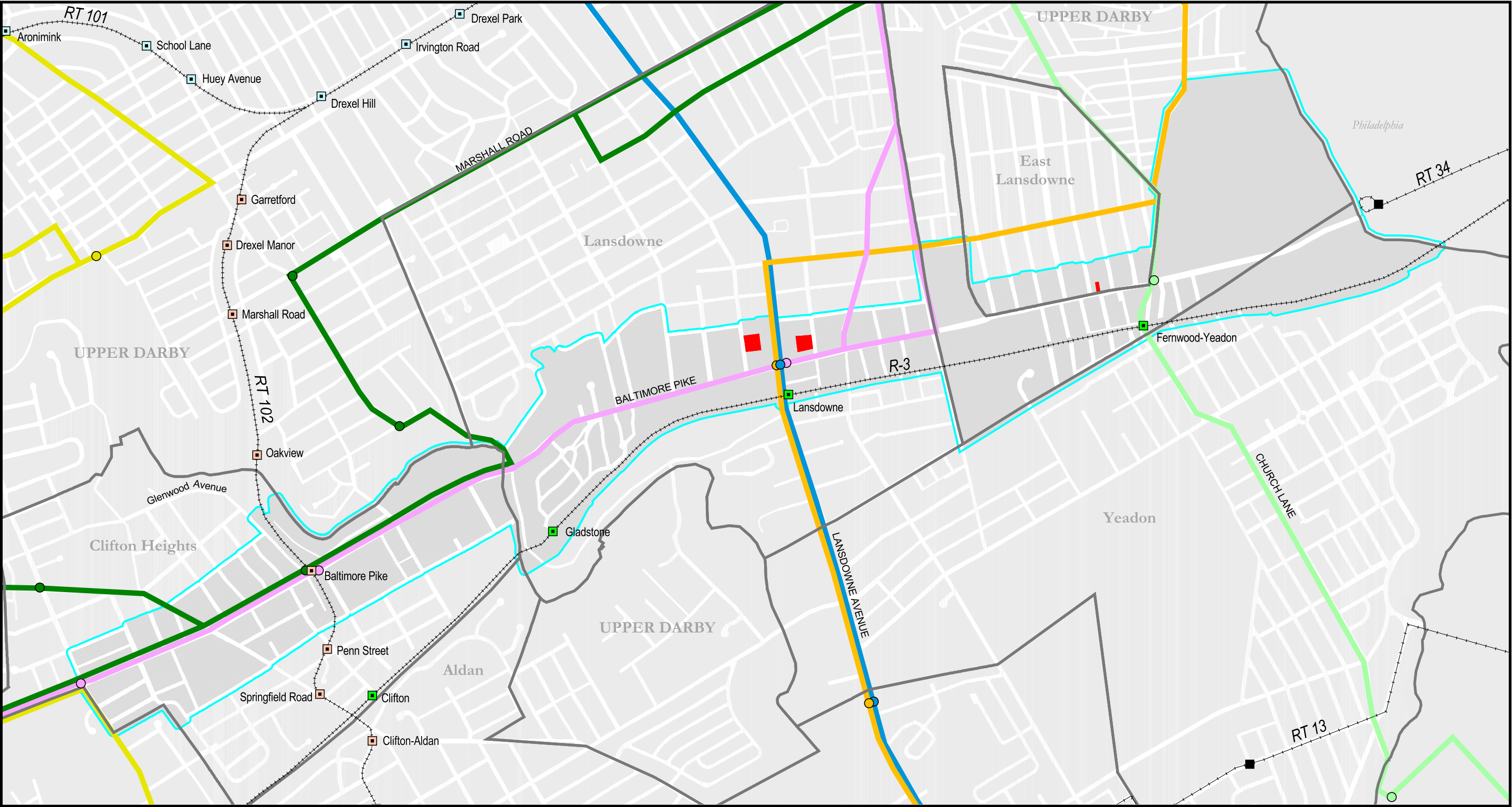
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|--------------------|-------------------------------|---------------------|---------------------|
| Municipality | Trolley/Regional Rail Station | Septa Bus Route 107 | Septa Bus Route 111 |
| Focus Area | Bus Stop | Septa Bus Route 108 | Septa Bus Route 113 |
| Public Parking Lot | Rail | Septa Bus Route 109 | Septa Bus Route 115 |
| | Subway-Surface Line | | |



0 0.25 0.5 Miles



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Issue Area 4

Findings

According to Upper Darby Township's zoning code and map, which was adopted in March 2001, the land within Issue Area 4 is zoned as a Manufacturing and Industrial District (MID). The future land use vision for this area established in 1971 supports the Township's current zoning (see **Map 5** for details)⁵. The purpose of this district is to "make special provisions for office, research and light industrial development in appropriate areas of the Township." Despite the stated purpose of the district, it is a cumulative district that permits many uses by right, including many non-manufacturing and non-industrial uses, such as funeral homes and theaters, permitted under the Township's commercial districts (C-1 and C-2) except schools, churches, day care and residential uses. Additionally, uses allowed by exception include an array of non-manufacturing and non-industrial uses, such as a variety of adult entertainment uses, tattoo establishments, and "any use not specifically included in any other zoning district."

The purpose of the MID and the by right and by exception uses allowed under the MID are not consistent with one another. The MID implies that the vision for the area is to create a light industrial zone attracting office, research-oriented, and other non- nuisance light industrial uses. Many of the by right and by exception uses, especially adult entertainment uses, are not considered non- nuisance light industrial uses nor are they compatible with non- nuisance light industrial uses. Allowing such conflicting uses reduces the attractiveness of the area for non- nuisance light industrial uses, especially office and research-oriented uses, and acts as a barrier for the vision established by the MID to come to fruition.

Adjacent to Issue Area 4 is East Lansdowne Borough to the north and Yeadon Borough to the south. The area of Yeadon Borough south of the MID zone primarily consists of light industrial uses (see **Map 4** for details); therefore, non- nuisance light industrial uses in the MID zone are compatible. The area of East Lansdowne Borough on the north side of Baltimore Pike, which is across the street from part of the MID zone, consists of small-scale commercial and residential uses along Baltimore Pike and residential uses north of Baltimore Pike (see **Map 4** for details).

Some uses currently allowed under the MID, such as large-scale shopping centers and tattoo parlors, are in conflict with the residential and commercial uses in East Lansdowne Borough. On the other hand, if uses under the MID included the non- nuisance light industrial uses discussed above, the small-scale commercial uses, which

⁵ Future land use information for Upper Darby Township was obtained from *Upper Darby Township Comprehensive Plan* (1971).

includes food establishments and convenience stores, in Yeadon Borough could be complimentary to uses in the MID.

Recommendations

The vision of the MID is to attract non-nuisance light-industrial uses and create a vibrant light industrial area that includes uses such as scientific or industrial research facilities and office buildings. However, these uses are not compatible with the size of sites and available buildings for reuse. Therefore, DVRPC recommends conducting a real estate market study, which will determine the most suitable uses for the area. The findings of this study can be used to help the Township develop a new district that is compatible with the existing sites and buildings. Additionally, since East Lansdowne and Yeadon Boroughs border Issue Area 4, DVRPC recommends that Upper Darby Township coordinate with these Boroughs to develop a common vision for this area along Baltimore Pike. This vision would help guide the development of the new district.

AESTHETIC ASSESSMENT

DVRPC staff conducted an aesthetic assessment of the Baltimore Pike Corridor Revitalization Assessment study area through field views, which included walking and driving through the study area, taking photos, and observing pedestrian and vehicular activity (Note: the location of each photo shown in this section can be found on **Map 8** by cross referencing the number on the photo with the number on the map). Field views enabled DVRPC staff to gain an understanding of the various physical environments within the study area, along with pedestrian and vehicular activity. Through this aesthetic assessment, DVRPC identified two issue areas: 1) streetscape quality and

pedestrian provisions and 2) attractiveness and identity of public transportation services.

Following is a general description of the aesthetic quality within the study area and a more detailed discussion of streetscape quality and pedestrian provisions, and attractiveness and identity of public transportation services, including recommendations for improvement.



Aesthetic Quality Overview

The aesthetic quality of the study area varies greatly. In general, the aesthetic quality is highest in Lansdowne and Clifton Heights Boroughs and lowest in Upper Darby Township. The pictures to the left demonstrate this discrepancy. The top picture shows the high aesthetic quality along Lansdowne Avenue in Lansdowne, which includes shade trees, street lamps and various shops along the sidewalk. The bottom picture shows the low aesthetic quality of Baltimore Pike along the East Lansdowne/Upper Darby municipal border, which consist of multiple curb cuts, parking meters blocking a portion of the walkway, and lack of shade trees and shops along the sidewalk. While this discrepancy is fairly consistent throughout the study area, there are portions of the study area in Clifton Heights and Lansdowne that have a low aesthetic quality and portions in East Lansdowne that have a high aesthetic quality.



This discrepancy is not surprising considering the use and role of land throughout the study area. For example, the intersection of Lansdowne Avenue and Baltimore Pike, which is within the vicinity of where the top left picture was taken, acts as the primary activity center for Lansdowne. In contrast, the portion of the study area located within Upper Darby, which is partially shown in the bottom left picture, is not a primary activity center and serves a less valuable function for the Township. Given these two disparate roles, it's not surprising that this area of Lansdowne has seen more investment in aesthetics than this area of Upper Darby.

The differences between uses and the role land along Baltimore Pike plays within the study area appear to have a significant impact on aesthetic quality. Aesthetic quality is lowest in areas where land serves a low-value function for a municipality and highest where land serves a high-value function for a municipality. This relationship raises an important issue for this study, which is how to develop a common vision for revitalizing the Baltimore Pike Corridor Revitalization Assessment study area when the role and value of land along the corridor varies significantly among the municipalities.

Streetscape Quality and Pedestrian Provisions

Attractive streetscapes, which include such elements as appealing building facades and landscaping, and adequate pedestrian provisions, such as good condition sidewalks and human-scale lighting, help provide an attractive, safe and walkable environment. Creating an attractive, safe and walkable environment encourages walking and use of public transportation (which can help alleviate traffic congestion), improves the appearance of the community (which can increase retail trade and raise property values), and promotes community pride.

With the exception of Lansdowne Avenue near Baltimore Pike in Lansdowne, most of the study area consists of unattractive streetscapes and inadequate pedestrian provisions. The pictures on the following page demonstrate this difference. The top two pictures show Lansdowne Avenue north and south of Baltimore Pike, which display attractive streetscapes and adequate pedestrian provisions, creating an appealing pedestrian environment. It includes shade trees, various shops with their window fronts to the sidewalk, aesthetically pleasing lampposts providing human-scale lighting, the sidewalks are in good condition and on-street parking provides a buffer between the pedestrian environment and traffic. The bottom left picture is of Glenwood Avenue south of Baltimore Pike and the bottom right picture is a section of Baltimore Pike in Clifton Heights. Both pictures display unattractive streetscapes and inhospitable pedestrian environments, including no sidewalks or poor condition sidewalks, no shade trees or other forms of landscaping, lack of building fronts along the sidewalk and inadequate pedestrian provisions. These latter pictures are representative of many areas throughout the study corridor.



Through the aesthetic assessment, DVRPC identified several streetscape and pedestrian issues, such as those shown in the bottom pictures of the previous page, which exist in various places throughout the study area. These include:

- Multiple curb cuts
- Lack of buffers between pedestrians and auto traffic
- Deep building set-backs with storefront parking
- Poor sidewalk conditions
- Inadequate crosswalks
- Lack of pedestrian provisions

Following is a detailed discussion of each issue, which includes findings from the aesthetic assessment and recommended strategies to address them.

Multiple Curb Cuts

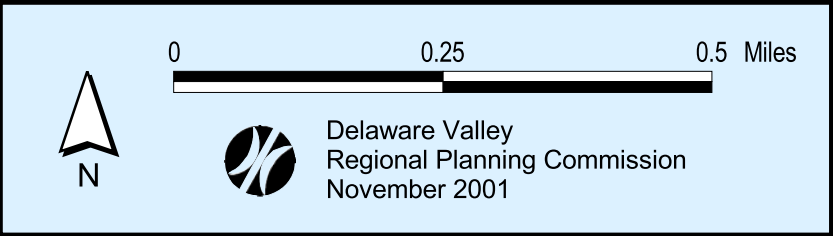
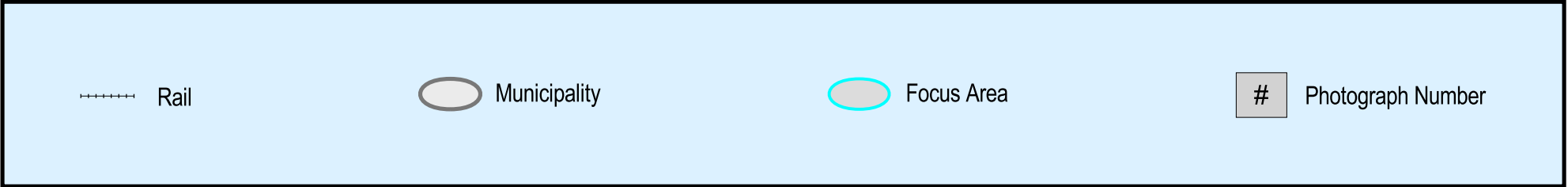
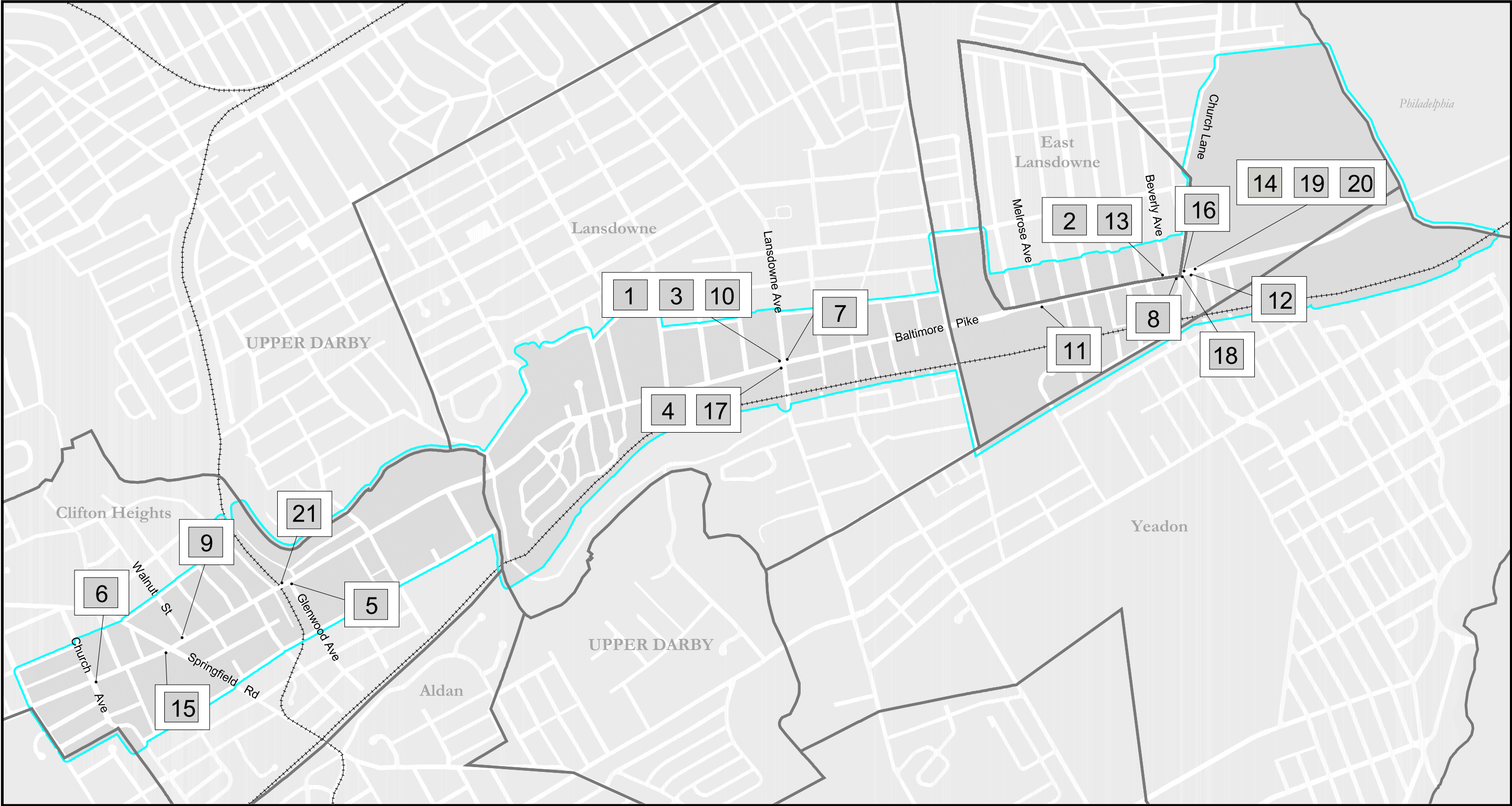
Findings

The bottom right picture on the previous page shows a section of Baltimore Pike with multiple curb cuts within close proximity to one another. This roadway design enables vehicles to move through the pedestrian right-of-way (the sidewalk) more frequently creating an unsafe and inhospitable pedestrian environment. Additionally, due to the increase in cross traffic and frequency of vehicles turning on and off the roadway, this design creates an unsafe vehicle environment and increases the likelihood of auto accidents.

Recommendations

In sections of Baltimore Pike where multiple curb cuts exist, DVRPC recommends removal of curb cuts to create a safer pedestrian and vehicle environment. First, each section should be evaluated and then based on this assessment, which curb cuts to remove and how to remove them can be determined. The picture on the right, which is the northeast corner of the Baltimore Pike/Lansdowne Avenue intersection, shows a curb cut where access has been eliminated by planting a tree in the middle of the curb cut and installing cement parking blocks in the parking lot. This strategy eliminates access permitted by the curb cut, enhances the pedestrian environment by providing a shade tree, and creates additional parking. While removing the curb cut and raising the surface to sidewalk level is recommended, this method provides an inexpensive alternative.







Lack of Buffers between Pedestrians and Auto Traffic

Findings

Lack of a buffer between pedestrian areas and auto traffic creates a perception of an unsafe environment to pedestrians and is unattractive due to the noise and pollution created by vehicles. The top left picture, which is of Baltimore Pike west of Church Lane, demonstrates this. A pedestrian is walking on the sidewalk and a freight truck is traveling within a foot or less of the sidewalk. This situation is often perceived as unsafe and the noise and pollution from the truck creates an unappealing walking environment.

Recommendations

Where feasible, DVRPC recommends that buffers between pedestrians and auto traffic be created. A buffer can be created in several ways, such as by adding a landscaped barrier between the sidewalk and roadway, planting shade trees between them, adding on-street parking or implementing a combination of these mechanisms. Following are two examples of buffers within the study area.



The middle left picture, which shows the corner of Baltimore Pike and Walnut Street in Clifton Heights, displays a simple yet effective buffer that creates a perception of safety for pedestrians. The ornamental black posts serve as a barrier between the sidewalk and roadway, providing pedestrians with a sense of safety. The bottom left picture is of Lansdowne Avenue near Baltimore Pike in Lansdowne. Here, a combination of on-street parking and shade trees are providing a buffer between pedestrians and auto traffic, which

provides a sense of safety and dampens the impact of noise and pollution created by passing vehicles.

Deep Building Set-Backs with Storefront Parking

Findings

Deep building set-backs with storefront parking create a less inviting streetscape because at night a perception of an unsafe environment is created, which is partially attributed to the space created by the deep set-back and less pedestrian activity. Additionally, the streetscape becomes less interesting because pedestrians can no longer window shop and watch storefront activity as they walk along the sidewalk. The picture to the right of Baltimore Pike near Melrose Avenue in Upper Darby shows an uninviting and uninteresting streetscape partially created by a deep building set-back and storefront parking. Here, a pedestrian may feel unsafe at night because of the vacant space created by the parking area (or if the parking area is occupied, by the possibility of someone lurking behind the vehicles) and by the lack of activity along the sidewalk. Additionally, there are no storefronts to look into or items of interest for a pedestrian to look at as they walk along the sidewalk, creating an uninteresting streetscape. This example is one of many uninviting and uninteresting streetscapes created by deep building set-backs and storefront parking found in the study area.

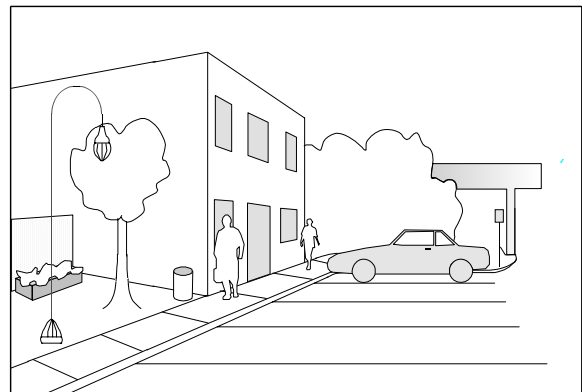
Recommendations

There are several ways of remedying the uninviting and uninteresting streetscape created by deep building set-backs and storefront parking. For example, the building can be extended so its storefront is at the sidewalk or the sidewalk can be redesigned to go along the existing storefront and on-street parking can be provided to replace the preexisting storefront parking area. The drawing above demonstrates how the uninviting

EXISTING CONDITIONS



ENHANCED CONDITIONS



and uninteresting streetscape partially created by the deep building set-back and storefront parking area shown in the picture above it can be remedied. Here, the sidewalk has been redesigned to go along the existing storefront and parking has been relocated on the street side of the sidewalk. Additionally, the streetscape has been enhanced with landscaping and human-scale lighting has been added. Together, these changes provide perceived and actual safety improvements for pedestrians and create a more attractive walking environment. DVRPC recommends identifying and assessing each area where deep building set-backs and storefront parking exist and determining the most effective way of creating a more inviting and interesting streetscape.



Poor Sidewalk Conditions

Findings

While sidewalks exist throughout most of the study area, many of them are in poor condition and do not meet American Disability Act (ADA) standards⁶ due to lack of appropriate curbs, driveway cross cuts being too steep, cracked and caved in surfaces, narrowness of walkways and obstacles along them. Following are examples of poor sidewalk conditions found throughout the study area, which do not meet ADA standards.



The sidewalk shown in the top left picture, which is a section of sidewalk along Baltimore Pike east of Church Lane, is in very poor condition. It is cracked and caved in and lacks an adequate curb to separate the sidewalk from the roadway. The section of sidewalk shown in the bottom left picture, which is located along Baltimore Pike west of Church Lane, has parking meters installed in it, creating obstacles along the walkway and decreasing the width of the walkway significantly. Additionally, the cross slope of the driveway is much too steep. These conditions do not meet ADA standards. The top right picture on the following page shows a section of sidewalk along Baltimore Pike east of Church Lane. This section is

⁶ Based on the American Disability Act (ADA), state and local governments are responsible for sidewalks and crosswalks meeting ADA standards, therefore, an accident due to their deficiencies can result in litigation against a municipality or state. Official ADA standards can be found in *Accessible Rights-of-Way: A Design Guide* (November 1999) created by the Architectural and Transportation Barriers Compliance Board. Web location: <http://www.access-board.gov/publications/PROW%20Guide/PROWGuide.htm>.

across the street from the section shown in the bottom left picture on the previous page. The right side of the sidewalk, where the utility pole is located, is not at the same level as the left side of the sidewalk, creating an uneven walkway. This condition is dangerous for individuals with walkers and wheelchairs, those who have a walking impedance, and those walking their children in strollers.

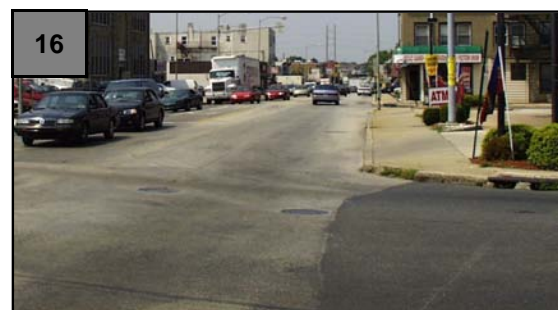
Recommendations

DVRPC recommends that sidewalks in the study area be assessed, prioritized based on sidewalk condition and location, and repaired to meet ADA standards. For example, a section of sidewalk in very poor condition that receives heavy pedestrian traffic or has the potential to receive heavy pedestrian traffic should be a high priority and repaired sooner than a section of sidewalk that is in average condition and receives light pedestrian traffic.

Inadequate Crosswalks

Findings

At several intersections along Baltimore Pike crosswalks are worn and difficult to see or non-existent, creating a perceived or actual safety hazard. The pictures to the right show a few examples of inadequate crosswalks found in the study area. The top picture, which shows the Springfield Avenue/Baltimore Pike intersection, provides an example of a worn crosswalk that is difficult to see and the bottom picture, which shows the Church Lane/Baltimore Pike intersection, provides an example of a non-existent crosswalk. In both cases, these conditions create a perceived or actual safety hazard for pedestrians.



Recommendations

DVRPC recommends conducting an assessment of each crosswalk and if a crosswalk is determined to be deficient, both worn and difficult to see or non-existent, then the existing crosswalk would be repainted or a new crosswalk would be added that meets ADA standards. DVRPC also recommends adding more distinguishable crosswalks, such as texture and color differentiated, and installing pedestrian crossing signs or other signs signifying the presence of pedestrians, particularly in areas with heavy pedestrian activity. More distinguishable crosswalks and pedestrian signage increases pedestrian safety, creating a more inviting and hospitable walking environment.

Lack of Pedestrian Provisions

Findings

Pedestrian provisions are essential to creating a more attractive walking environment. These provisions include pedestrian furniture (such as benches), human-scale lighting (such as overhead lampposts) that effectively illuminate the pedestrian environment, shade trees and other types of landscaping, bicycle parking, and trash receptacles. Most of the study area lacks these provisions, which is evident in numerous pictures shown in this section of this report.

Recommendations

As with sidewalks, DVRPC recommends that pedestrian areas (including sidewalks, public transportation stations/stops and other areas designated for pedestrians) are assessed, prioritized based on location and actual or potential levels of pedestrian activity, and enhanced with appropriate pedestrian provisions.

Attractiveness and Identity of Public Transportation Services

The Revitalization Assessment study area is well served by public transportation⁷. The SEPTA R3 Regional Rail Line runs through the study area, east-west, stopping at three stations within the study area and one station within close proximity of the study area (see **Map 7** for details). The three stations within the study area (Fernwood-Yeadon, Lansdowne and Gladstone Stations) are within a quarter mile walking distance of Baltimore Pike and the walking distance between the Clifton Station, located outside of the study area, and Baltimore Pike is approximately one-third of a mile.⁸ The R3 Line

⁷ Refer to **Map 7** for details regarding public transportation services within and around the study area.

⁸ One-quarter of a mile is commonly cited as an acceptable walking distance, however, studies have shown a longer distance is acceptable in an inviting and hospitable pedestrian environment.

provides direct access east to central Philadelphia and west to several Delaware County communities, such as Swarthmore and Media Boroughs.

The western portion of the study area is also served by the SEPTA RT 102 Trolley, which runs north-south through the study area and stops at Baltimore Pike (see **Map 7** for details). The trolley also stops at two stations (Springfield Road and Penn Street Stations) within approximately a quarter mile walking distance of Baltimore Pike. The RT 102 Trolley provides direct access to the 69th Street Terminal, the RT 100 and 101 Trolleys and the Market-Frankford Line. Additionally, several bus routes serve the study area (see **Map 7** for details).

While the study area is well served by public transportation, through the aesthetic assessment DVRPC identified three key issues that hinder access to many of the stations/stops and make using the services less attractive. These include:

- Insufficient signage
- Uninviting and inhospitable pedestrian environments
- Lack of pedestrian provisions at stations/stops

These issues combine to make using public transportation less attractive, deterring potential riders. Considering how well the study area is served by public transportation, addressing these issues will increase the attractiveness of using public transportation and increase ridership. Following is a detailed discussion of each issue, which includes findings from the aesthetic assessment and recommended strategies to address them.

Insufficient Signage

Findings

Most regional rail stations, trolley stations and bus stops in the study area lack sufficient signage. Insufficient signage contributes to unawareness of services, makes it difficult to identify where stations/stops are, and causes confusion about how to connect between stations/stops and how to get to a station/stop from the surrounding community. Following are some examples of insufficient signage within the study area.

The top right picture shows a view of the westbound access point to the R3 Lansdowne Station from the Baltimore Pike/ Lansdowne Avenue intersection. There are no visual signs indicating the presence of a SEPTA service, station, or line and no signs within the surrounding community directing people to the station. The middle right picture shows the access point to the R3 Fernwood-Yeadon Station south of Baltimore Pike near Church Lane. There is a sign displaying the SEPTA symbol but no signs indicating the station name or line. Additionally, there are no signs near the intersection of Baltimore Pike/Church Lane, which is less than a five-minute walk from the station, to indicate a rail station exist and where it is located. The bottom right picture shows a SEPTA bus stop on Baltimore Pike east of Church Lane. The bus stop sign is stapled to the utility pole and is very difficult to see. These examples illustrate the insufficient public transportation signage that persists throughout the study area.



Recommendations

DVRPC recommends municipalities work with SEPTA to install sufficient signage that clearly marks stations/stops and directs pedestrians and autos to them from other pertinent stations/stops and the surrounding community. For example, trail blazers can be installed to direct autos, as well as pedestrians, to regional rail and trolley stations.

Uninviting and Inhospitable Pedestrian Environments

Findings

In the *Streetscape Quality and Pedestrian Provisions* section, uninviting and inhospitable pedestrian environments found throughout the study area are discussed in detail. These environments, particularly pedestrian right-of-ways, such as sidewalks, connect people to public transportation stations/stops from other stations/stops and the surrounding community. Uninviting and inhospitable connections reduce the attractiveness of using public transportation, deterring potential riders.

Recommendations

DVRPC recommends conducting an assessment of pedestrian environments connecting regional rail stations, trolley stations, bus stops and the community within one-half mile of the Baltimore Pike corridor, prioritizing them and making appropriate streetscape enhancements, as well as providing appropriate pedestrian provisions to create attractive, safe and walkable connections. This activity could be included in a Main Street or similar grant application to the Pennsylvania Department of Community and Economic Development. For details regarding streetscape enhancements and pedestrian provisions, see the *Streetscape Quality and Pedestrian Provisions* section of this report.

Lack of Station/Stop Provisions

Findings

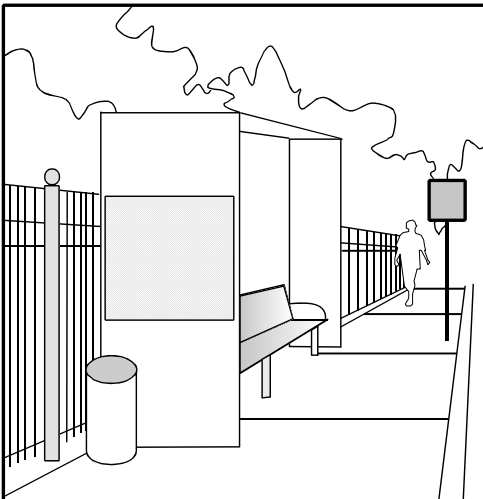
Many of the stations/stops within or near the study area lack adequate provisions, which include benches, sufficient lighting, shade trees and other types of landscaping, bicycle parking and trash receptacles. These provisions make using public transportation more attractive and can enhance ridership. Following are a few examples of stations/stops that lack appropriate provisions.

Existing Conditions



The top left picture shows a bus stop on Baltimore Pike near Church Lane. Some of the benches are unusable and there is no human-scale lighting, shade trees or trash receptacles, all of which are appropriate for this stop. The bottom left picture shows the Baltimore Pike Station located along the RT 102 Trolley Line. This station has many station/stop provisions (such as trash receptacles, a bench, protection from the elements and landscaping), however, with some work (such as landscaping and building upkeep) and adding human-scale lighting and bicycle parking, this station would become much more attractive.

Enhanced Conditions



Recommendations

The drawing to the left demonstrates how the bus stop shown in the top left picture can become more attractive by providing appropriate provisions. Here, a bus shelter and bench, improved signage, and a trash receptacle was added to the stop, providing a place for patrons to sit, protection from the elements, and an overall more pleasant experience while waiting for the bus. DVRPC recommends municipalities work with SEPTA to assess stations/stops within or near the study area (such as those shown here), prioritize them based on location and current or potential ridership, and add appropriate provisions to enhance the station/stop attractiveness.



Conclusion

Based on findings from the aesthetic assessment, there are several study area issues that contribute to low aesthetic quality, uninviting and inhospitable pedestrian environments, and reduced attractiveness of public transportation services. These issues include various streetscape issues (such as lack of landscaping), insufficient pedestrian provisions (such as well defined crosswalks), and issues regarding the attractiveness and identity of public transportation

services (such as poor signage). Addressing these issues will help provide an attractive, safe and walkable environment, which encourages walking (which can help alleviate traffic congestion), improves the appearance of the community (which can increase retail trade and raise property values), promotes community pride, and, ultimately, will help revitalize the Baltimore Pike Corridor.

BALTIMORE PIKE TRANSPORTATION ENHANCEMENT PROJECT

Project Description

In Spring 2002, the Pennsylvania Department of Transportation (PennDOT) is scheduled to begin a transportation enhancement project along Baltimore Pike within the Baltimore Pike Corridor Revitalization Assessment study area. This project will include two primary components:

- 1) Signal coordination along Baltimore Pike from Oak Avenue in Clifton Heights Borough to Church Lane in Upper Darby Township
- 2) Four intersection studies, which include the intersections of Baltimore Pike and Springfield Road, Baltimore Pike and Union Avenue, Baltimore Pike and Lansdowne Avenue, and Baltimore Pike and Church Lane

The goals of the Baltimore Pike Transportation Enhancement Project are to alleviate traffic congestion and improve safety along the corridor, focusing on the four intersections identified above.

Recommended Cooperation

It is recommended that study area municipalities work with PennDOT to insure the Transportation Enhancement Project takes into account the needs of the local communities along Baltimore Pike. For example, in addition to intersection improvements to help alleviate traffic congestion, such as adding a left turn lane, municipal representatives should work with PennDOT to implement pedestrian improvements, such as crosswalks and sidewalk ramps that meet ADA standards, to improve pedestrian safety and to help create a more attractive walking environment.

CREATING A VISION TO REVITALIZE THE BALTIMORE PIKE CORRIDOR REVITALIZATION ASSESSMENT STUDY AREA

A common, agreed upon vision is an essential step towards revitalizing the Baltimore Pike Corridor Revitalization Assessment study area. To this end, DVRPC, in coordination with DCPD and study area municipalities, has identified issues and conflicts within the study area and developed a vision based on these findings. These issues and conflicts, along with the vision are discussed in the remainder of this section.

Issues and Conflicts

Through an analysis of past studies, existing conditions and trends, land use and the aesthetic quality of the Baltimore Pike Corridor Revitalization Assessment study area; DVRPC has identified issues and conflicts that should be addressed to revitalize the study area communities. These issues and conflicts include:

- Inconsistencies between zoning, conflicting existing land use and proposed future land use.
- Uninviting streetscapes, inadequate pedestrian provisions and increasing traffic congestion, which create an unattractive, inhospitable, unsafe pedestrian environment.
- Deteriorated public transportation facilities, which reduce the attractiveness of using public transportation and deter potential riders.

Needs

A critical step towards addressing these issues is for the municipalities participating in this study to reach consensus on a common vision for the entire study area. This common vision will serve as a guide for each municipality's future economic and community redevelopment activities within the Baltimore Pike corridor. Based on local comprehensive plans, DVRPC's work within the study area and meetings with the study area municipalities, DVRPC in collaboration with DCPD developed the following vision statement and supporting strategies. It is our hope that by either working independently or cooperatively towards one vision these communities will achieve a more livable and economically vibrant Baltimore Pike corridor.

Supporting Strategies

- ***Apply zoning that supports the municipal future land use plans:*** Re-assess zoning ordinances and maps to insure areas are zoned appropriately to support the future land use plans articulated through their respective comprehensive plans.
- ***Enhance streetscapes and the pedestrian environment:*** Provide appropriate landscaping (such as shade trees) and pedestrian provisions (such as better quality sidewalks and benches), improve lighting and building facades, and improve pedestrian safety at intersections by installing better signals/signage and improving crosswalks.
- ***Improve access to and infrastructure of public transportation facilities:*** Provide better signage to stops/stations and at stops/stations, encourage economic and/or residential redevelopment around stops/stations, re-invest in stops/stations by providing benches, shelters and building upgrades where appropriate.
- ***Reduce traffic congestion and improve safety along Baltimore Pike:*** Provide for a safer, more efficient flow of traffic within the corridor by working with PennDOT to insure that its transportation enhancement project for Baltimore Pike takes into account local transportation issues of concern.
- ***Conduct real estate market assessment:*** Seek funding to hire a consultant to conduct a real estate market assessment of the area, in order to develop an appropriate economic redevelopment strategy for the corridor.
- ***Intergovernmental Cooperative Planning and Implementation Agreements:*** Establish joint municipal partnerships and agreements to address such issues as land use, transportation, and economic redevelopment. These issues can be addressed most effectively through cooperation between local governments. An example of local government cooperation is multi-municipal planning, the main street program, a real estate market assessment, etc.

Next Steps

This proposed vision serves as a starting point to generate discussion amongst the municipalities and stimulate the development of an agreed upon, corridor specific vision that meets the mutual goals of the participating municipalities.

RECOMMENDATIONS AND IMPLEMENTATION STRATEGIES

DVRPC, in coordination with DCPD and study area municipalities, identified issues and conflicts within the Baltimore Pike Corridor Revitalization Assessment study area, which have been discussed in detail throughout this report and are summarized in **Table 3** on the following page. To address these issues and conflicts, DVRPC has developed recommendations, which are consistent with the study area Vision, and implementation strategies, which provide study area municipalities with strategies to implement each recommendation. Following, a summary of these recommendations and associated implementation strategies are discussed.

Summary of Recommendations

To address issues and land use conflicts within the Baltimore Pike Corridor Revitalization Assessment study area, DVRPC has developed recommendations consistent with the study area Vision. These recommendations include rezoning areas where current zoning is inconsistent with existing land use and future land use maps identified in the local comprehensive plans, conducting a real estate market assessment, various streetscape and pedestrian provision improvements, and public transportation-related improvements. **Table 3** provides a detailed summary of these recommendations, along with the associated issue or land use conflict they address.

In an effort to determine where recommended streetscape, pedestrian provision and public transportation-related improvements should be implemented, DVRPC staff conducted an in-depth field view. This field view consisted of walking Baltimore Pike and other major roadways within the study area, identifying and assessing corridor-specific streetscape, pedestrian provision and public transportation-related deficiencies, and recommending specific improvements to counter these deficiencies while taking into account the physical feasibility of implementing the recommended improvements and the surrounding environment.

Upon completing this field view, DVRPC staff concluded most of the study area was in need of streetscape, pedestrian provision and public transportation-related improvements, but recognized implementing these improvements throughout most of the study area in the short-term would be very difficult due to the high cost involved and relatively small amount of available funds. As a result, DVRPC staff focused on areas where economic and community revitalization is most likely to occur in the short-term, where high pedestrian activity appears to exist or has the potential to exist and where public transportation provides or has the potential to provide access to and from these identified areas. These Improvement Areas include one in Clifton Heights Borough, which is located along Baltimore Pike between Springfield Road and Glenwood Avenue, two in Lansdowne Borough, which are located along Baltimore Pike between

Scottsdale Road and Ardmore Avenue and Runnemede Avenue and Highland Avenue and one along the East Lansdowne Borough-Upper Darby Township municipal boundary, which is located between Melrose Avenue and Church Lane (see **Maps 9** and **9A-C** for details).

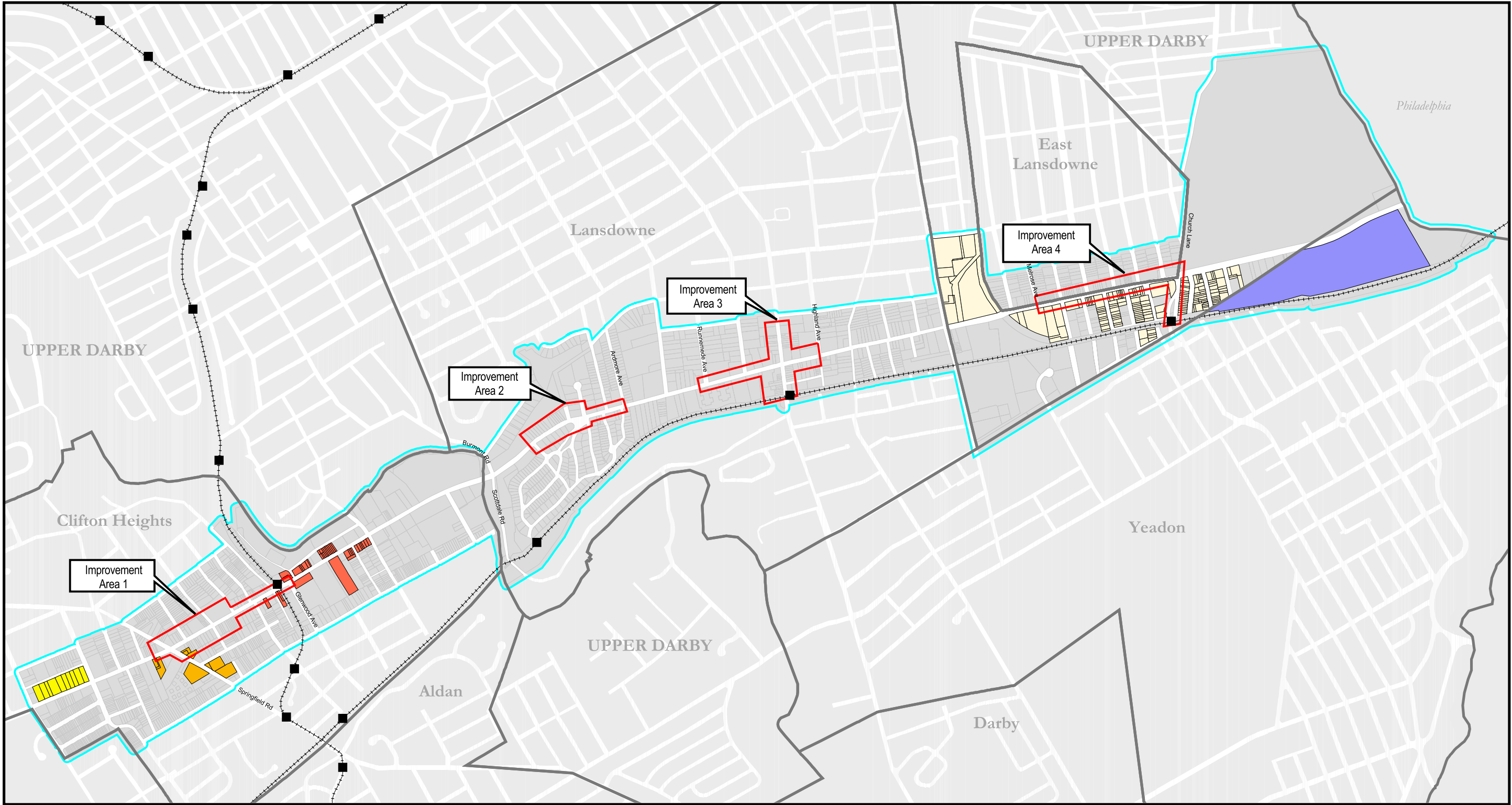
Map 9 shows the location of recommended zoning improvements, where conducting a real estate market assessment⁹ is recommended and the four Improvement Areas where streetscape, pedestrian provision and public transportation-related improvements are recommended. **Maps 9A-C** provide a detailed look at the four Improvement Areas, including where specific streetscape, pedestrian provision and public transportation-related improvements should be implemented. These maps serve as a guide for study area municipalities to implement recommended streetscape, pedestrian provision and public transportation-related improvements. However, DVRPC recommends conducting a more in-depth analysis prior to implementation. Additionally, while detailed improvements are recommended for these four areas, an effective long-term revitalization strategy must take into account the streetscape, pedestrian provision and public transportation-related issues throughout the corridor, which includes implementing appropriate improvements in the portions of the corridor around and connecting to the four Improvement Areas.

⁹ While a real estate market assessment is recommended to resolve the existing land use-zoning inconsistencies found along Baltimore Pike in Upper Darby, a real estate market assessment should be conducted for the entire study area as part of a comprehensive economic revitalization plan. For example, **Map 9** shows an area of Yeadon where a real estate market assessment would be beneficial to determine the most appropriate use(s), even though a land use-zoning inconsistency does not exist.

Table 3 Issues and Conflicts within the Baltimore Pike Corridor Revitalization Assessment Study Area and Recommendations and Implementation Strategies to Address Them			
Issues and Conflicts	Recommendations	Implementation Strategies	
Land Use Inconsistencies			
Issue Area 1: Commercial zoning (C-2) is more intense than existing land use (low-density residential)	Rezone to include low-density residential and low-intensity office uses	Rezone identified issue areas, update zoning ordinance and map, and if necessary, revise future land use plans articulated through municipal comprehensive plans to insure consistency between zoning and future land use plans.	
Issue Area 2: Commercial zoning (C-1) is incompatible with existing institutional / municipal land uses	Rezone to medium-density residential (R-2) permitting institutional / municipal uses by exception		
Issue Area 3: Commercial zoning (C-1) is more intense than existing land use (low to high-density residential)	Rezone to a mixed-use district permitting medium to high-density residential and neighborhood commercial uses		
Issues Area 4: Light industrial zoning (MID) is more intense than existing land use (commercial and residential)	Conduct a real estate market assessment	Apply for and obtain funding from DCED's Land Use Planning and Technical Assistance Program (LUPTAP) and/or New Communities Program. Hire a consultant with this funding to conduct a community and economic revitalization plan for the entire study area, which will include a real estate market assessment.	
Streetscape/Pedestrian Provision Issues			
Multiple Curb Cuts	Assess and remove problematic curb cuts		
Lack of Buffers Between Pedestrians and Auto Traffic	Assess and create buffers where feasible		
Deep Building Set-Backs with Storefront Parking	Assess, redesign and reconstruct areas where deep building set-backs and storefront parking are problematic		
Poor Sidewalk Conditions	Assess, prioritize and improve sidewalks to meet ADA standards		
Inadequate Crosswalks	Assess, prioritize and improve crosswalks to meet ADA standards		
Lack of Pedestrian Provisions	Provide appropriate pedestrian provisions in areas with heavy pedestrian traffic and in areas desired to be activity centers that draw pedestrians		
Public Transportation-Related Issues			
Insufficient Signage	Work with SEPTA to implement sufficient signage		
Uninviting and Inhospitable Pedestrian Environments	Improve streetscape and pedestrian environment at and around stations/stops and along corridors connecting stations/stops and the surrounding community		
Lack of Pedestrian Provisions at Stations/Stops	Work with SEPTA to provide appropriate pedestrian provisions at stations/stops		

Step 1: Apply for and obtain funding from DCED's LUPTAP and/or New Communities Program to create a community and economic revitalization plan for the study area, which will include the recommended streetscape, pedestrian provision and public transportation-related improvements included in this report and provide critical support planning to apply and secure capital improvement funding, such as CDGB and Transportation Enhancements (TE) funding.

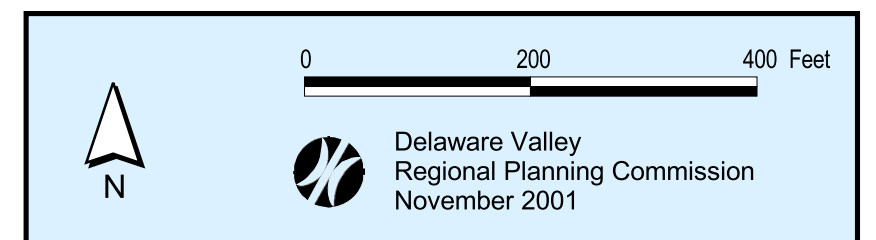
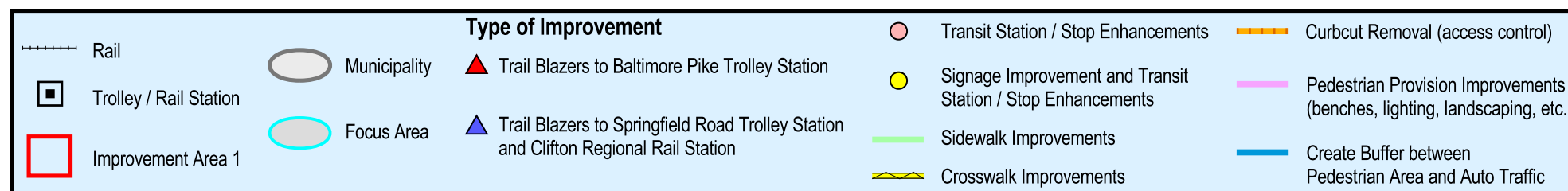
Step 2: Apply for and obtain funding from Upper Darby Township's and/or Delaware County's CDBG Program, DCED's Shared Municipal Services Grant Program, Community Revitalization Program and Communities of Opportunity Program, and the federal TE Program to fund streetscape, pedestrian and public transportation-related improvements recommended in this report, along with pursuing strategies and funding recommendations developed in the community and economic revitalization plan.

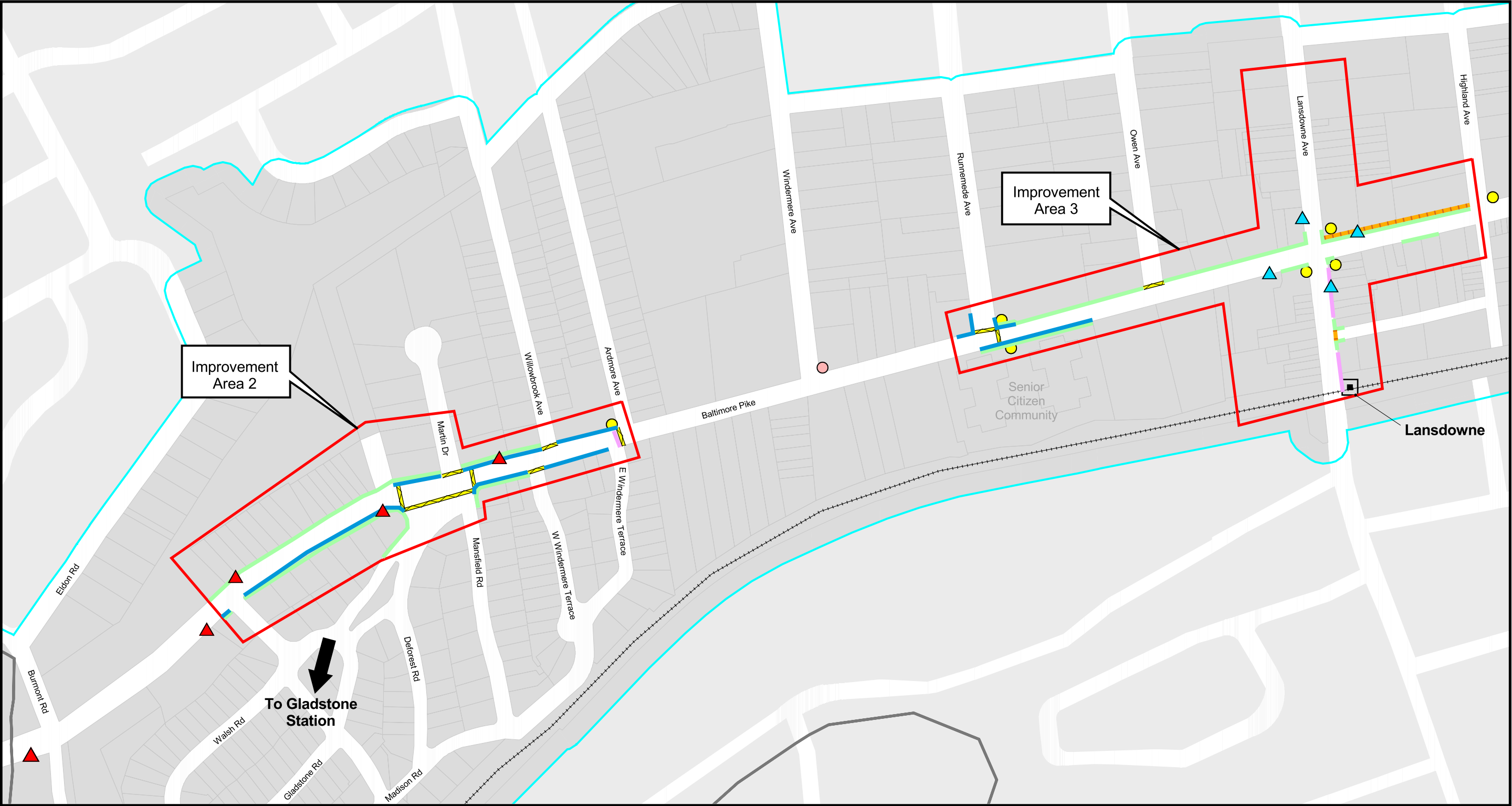


<p>----- Rail</p> <p>■ Trolley / Rail Station</p>	<p>○ Municipality</p> <p>○ Focus Area</p>	<p>○ Rezone to include low-density residential and low-intensity professional office uses</p> <p>○ Rezone R-2, permitting institutional / municipal uses by exception</p>	<p>○ Rezone to mixed-use district</p> <p>○ Conduct real estate market assessment to determine appropriate uses</p> <p>○ No inconsistency; real estate market assessment needed to refine permitted uses</p>
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0 0.25 0.5 Miles

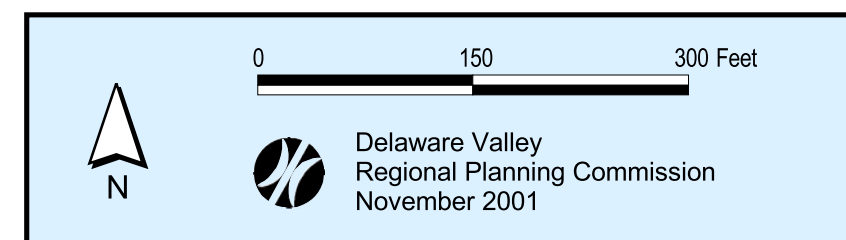
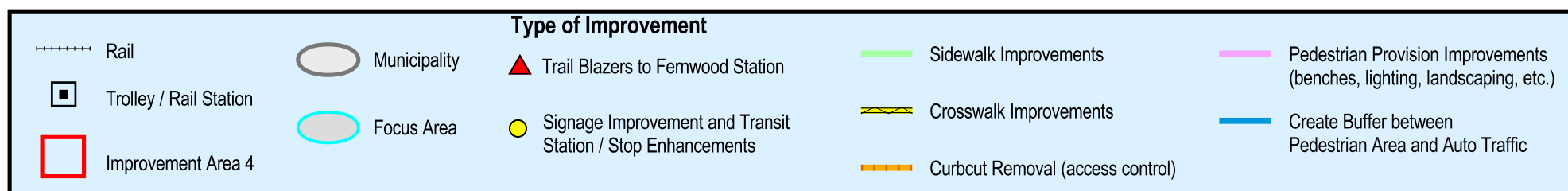
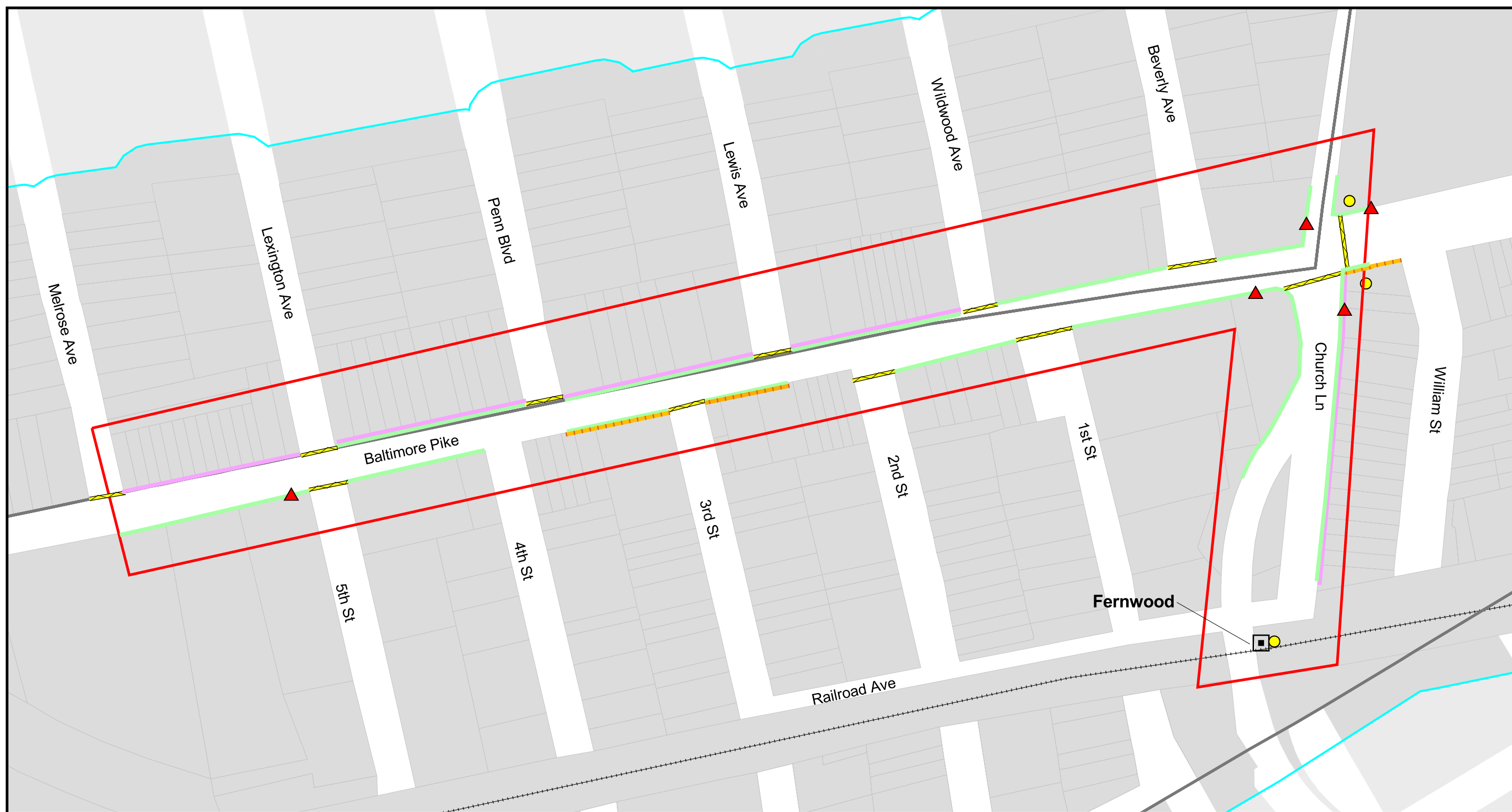
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<ul style="list-style-type: none"> ----- Rail □ Trolley / Rail Station Improvement Area 1 	<ul style="list-style-type: none"> Municipality Focus Area 	Type of Improvement <ul style="list-style-type: none"> Trail Blazers to Gladstone Station Trail Blazers to Lansdowne Station Transit Station / Stop Enhancements Signage Improvement and Transit Station / Stop Enhancements 	<ul style="list-style-type: none"> Sidewalk Improvements Crosswalk Improvements Curbcut Removal (access control) 	<ul style="list-style-type: none"> Pedestrian Provision Improvements (benches, lighting, landscaping, etc.) Create Buffer between Pedestrian Area and Auto Traffic
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Implementation Strategies

DVRPC has developed strategies to implement each recommendation, which provide study area municipalities with direction towards taking the next steps in revitalizing the Baltimore Pike Corridor. **Table 3** provides a holistic picture of identified issues and land use conflicts, recommendations for improvements, and strategies to implement each recommendation. The implementation strategies focus on updating zoning ordinances and maps and future land use plans, applying for and obtaining funding to conduct a community and economic revitalization plan, including a real estate market assessment, and applying and obtaining funding to implement physical improvements that will enhance the attractiveness and improve the functionality of the study area communities, thereby increasing its economic viability. These strategies include:

- Rezoning identified issue areas, updating zoning ordinances and maps, and if necessary, amending future land use maps to insure consistency between zoning and comprehensive plans.
- Applying for funding from the Pennsylvania Department of Community and Economic Development's (DCED) Land Use Planning and Technical Assistance Program (LUPTAP) and/or New Communities Program to fund a community and economic revitalization plan. This plan will include a real estate market assessment, identify opportunity sites throughout the study area for future economic development and provide additional planning preparation to apply for capital improvement funds, such as Community Development Block Grant (CDBG) and Transportation Enhancements (TE) funding.
- Applying and obtaining funding from the CDBG Program, DCED's Shared Municipal Services Grant Program, Community Revitalization Program, and/or Communities of Opportunity Program, and the federal TE program to fund streetscape, pedestrian and public transportation-related improvements recommended in this report, along with funding the implementation of strategies and improvements recommended by the community and economic revitalization plan.

Following is a description of each funding program identified above, which includes the Delaware County's and Upper Darby Township's CDBGs, along with local planning and zoning assistance for multi-municipal planning from DCPD; DCED's LUPTAP, Shared Municipals Service Grant Program, New Communities Program, Community Revitalization Program and Communities of Opportunity Program; and the federal government's TE program, which is administered by the Pennsylvania Department of Transportation (PennDOT) in coordination with DVRPC. These programs provide financial and/or technical/planning assistance for planning activities and community

improvements to one or more local governments and can provide the necessary support to revitalize the Baltimore Pike Corridor.

Planning and Community Improvements

County and Other Local Programs

Community Development Block Grants (CDBGs)¹⁰

Delaware County's Office of Housing and Community Development (OHCD) administers CDBGs for all municipalities throughout Delaware County, except for Upper Darby Township, Haverford Township and Chester City, which administer their own CDBG. The County's program provides grant and technical assistance to aid communities in their economic and community development efforts. Local governments that are not designated by the U.S. Department of Housing and Urban Development (HUD) as entitlement municipalities are eligible to receive funding through the County's program. Eligible activities include housing rehabilitation, public services, community facilities, infrastructure improvement, development and planning. For more information about the CDBG program, visit Delaware County's OHCD CDBG Program web page at <http://www.co.delaware.pa.us/hcd/cdbg.html>.

Local Planning and Zoning Assistance

The County offers technical planning assistance to its municipalities through DCPD. DCPD contracts with municipalities to assist them, either individually or jointly, in updating their land use management tools. Examples of tools include local comprehensive plans, zoning ordinances, subdivision and land development ordinances and official maps. Besides these traditional land use tools, DCPD also provides technical assist to municipalities in the areas of environmental, transportation and historic preservation planning.

¹⁰ Information about the CDBG Program was obtained from DCED's *Community Resource Directory*, which can be found on the internet at http://www.inventpa.com/docs/Community_Resource_Directory.pdf

State Programs

Land Use Planning and Technical Assistance Program (LUPTAP)¹¹

LUPTAP is administrated by DCED and provides grants to municipalities, counties and other units of local government for land use planning activities. Eligible activities include multi-municipal comprehensive plans and functional plans, such as neighborhood revitalization strategies and community and economic development plans. The program generally funds 50% of the total cost of an approved application and the grantee(s) is required to provide the remaining 50% as the local matching funds. For more information about LUPTAP, including how to apply, visit the Pennsylvania Growing Smarter Financial Assistance web page at http://www.landuseinpa.com/default.asp?content=fin_assist .

Shared Municipals Services Grant Program

The Shared Municipal Services Program is administered by DCED and the purpose of the program is to promote cooperation between municipalities to foster increased efficiency and effectiveness in the delivery of municipal services at the local level. The types of projects funded include shared public works operations, such as roadways or sidewalks, and joint sign making. Grants typically finance up to 50% of the total project cost and the local share can be provided in cash or municipal labor. For more information about this program, including how to apply, visit the Pennsylvania Growing Smarter financial Assistance web page at http://www.landuseinpa.com/default.asp?content=fin_assist .

New Communities Program¹²

The New Communities Program is administered by DCED and combines the pre-existing Enterprise Zone and Main Street Programs to allow DCED to integrate the revitalization of downtowns with that of industrial/manufacturing areas. Combining complimentary strengths of these programs enables DCED to assist communities in

¹¹ Information about LUPTAP was obtained from the *Land Use Planning and Technical Assistance Program* guide published by DCED in July 2000 and information about the Shared Municipal Services Grant Program was obtained from the *Shared Municipals Services Program* guide published by DCED in September 2000. These guides can be found on the Pennsylvania Growing Smarter Financial Assistance web page at http://www.landuseinpa.com/default.asp?content=fin_assist.

¹² Information about the New Communities, Community Revitalization and Communities of Opportunity Programs was obtained from the *New Communities Program*, *Community Revitalization Program* and *Communities of Opportunity Program* guides published by DCED in August and July 2001. These guides can be found through DCED's web site at <http://www.inventpa.com> .

promoting sound land use and revitalization through a more comprehensive approach. Eligible applicants include local governments, such as a municipality, and **multi-municipal applicants are highly encouraged**. Eligible activities include, but are not limited to, a five-year revitalization strategy that can be updated annually, a Main Street Program five-year strategy, a market assessment, building facade improvements, and e-commerce development. A one-time grant of \$50,000 will be made available to applicants seeking designation as either a Main Street or Enterprise Zone. For more information about this program, including how to apply, see DCED's *New Communities Program Guidelines* on the internet at http://www.inventpa.com/docs/New_Communities_Guidelines.pdf .

Community Revitalization Program

The Community Revitalization Program is administered by DCED and provides grants for community revitalization and improvement projects. Eligible applicants include local governments, such as municipalities, that meet one or more of the following criteria:

- Improve the stability of the community
- Promote economic development
- Improve existing and/or develop new civic, recreational and other facilities
- Assist in business retention, expansion, creation or attraction
- Promote the creation of jobs and employment opportunities
- Enhance the health, welfare and quality of life of Pennsylvania citizens

For more information about this program, visit DCED's web site at <http://www.inventpa.com> .

Communities of Opportunity Program

The Communities of Opportunity Program is administered by DCED and serves to support local initiatives that promote neighborhood and community stability, assist communities in achieving and maintaining social and economic diversity, ensure a productive tax base and improve quality of life. Eligible applicants include local governments, such as municipalities. Eligible activities include various community development activities, such as rehabilitation or restoration of older or under-utilized buildings, and housing assistance activities, such as acquisition, rehabilitation, and/or new construction of housing that results in homeowner or rental opportunities. For more information about this program, including how to apply, see the *Communities of Opportunity Program* guide on the internet at http://www.inventpa.com/docs/COP_Guidelines.pdf .

Transportation-Related Improvements

State Programs

Transportation Enhancements (TE)

The federal TE program requires that Pennsylvania set aside 10% of its Surface Transportation Program (STP) funds for projects that enhance local transportation systems. The state of Pennsylvania has the flexibility to allow federal funds to be used for all or any part of a TE funded project provided that the state program as a whole achieves an 80% federal/20% state funding balance. Typical projects include bicycle and pedestrian trails, restoration of historic train stations, downtown streetscape improvements, roadside beautification, and preservation of scenic vistas. PennDOT, DVRPC and DVRPC's member governments play an active role in the TE program for the Delaware Valley region. PennDOT administers this program; DVRPC's member governments, through the Regional Transportation Committee Pennsylvania subcommittee, and with advice from the Regional Citizens Committee and technical assistance by staff, jointly make the difficult choices involved in creating a list of projects constrained to the available funds; and the final list of projects to be funded is approved by the DVRPC Board and the Pennsylvania State Transportation Commission. For more information about the TE program, including how to apply and the selection process, visit DVRPC's TE web page at <http://www.dvrpc.org/transportation/te.htm> .

Taking Action

DVRPC in cooperation with DCPD have developed an action plan to implement the recommendations in this report and revitalize the Baltimore Pike Corridor. This action plan elaborates on the implementation strategies discussed earlier in this section, which are summarized in **Table 3**, and consists of two phases: 1) Planning, which includes municipal zoning and comprehensive plan updates and developing a community and economic revitalization plan and 2) Implementation, which includes physical improvements recommended in this report and future improvements and strategies recommended in the community and economic revitalization plan. This action plan is consistent with the study area Vision and is articulated below.

Phase 1: Planning

- Study area municipalities should jointly or individually pursue local planning assistance from DCPD to rezone identified issue areas, update municipal zoning ordinances and maps, and revise future land use plans articulated through municipal comprehensive plans. These updates and revisions will insure that

zoning is consistent with future land use plans. Proposed changes to municipal zoning and comprehensive plans affecting the Baltimore Pike Corridor Revitalization Assessment study area should be shared and discussed with all study area municipalities to insure these changes are consistent with the study area Vision. There is no application deadline for DCPD's local planning assistance. For more information regarding DCPD assistance, contact Eugene Briggs of DCPD at (610) 891-5218.

- Simultaneous to updating municipal zoning and comprehensive plans, study area municipalities should, with assistance from DVRPC and DCPD, apply for existing LUPTAP funding with the assistance of DCPD and funding through DCED's New Communities Program to develop a community and economic revitalization plan for the Baltimore Pike Corridor Revitalization Assessment study area. To learn more about how LUPTAP and CDBG funding relate to DCPD's planning assistance, contact Eugene Briggs of DCPD at (610) 891-5218. To apply for New Communities Program funding, the study area municipalities need to complete DCED's Single Application for Assistance, which can be completed on-line at www.esa.dced.state.pa.us or printed from DCED's website at <http://www.inventpa.com/docs/SingleApp2001.pdf> and mailed to DCED upon completion. There are no application deadlines for these funding sources.

Phase 2: Implementation

Once the community and economic revitalization plan is completed, study area municipalities will need to work together to prioritize and implement community and transportation-related improvements. This process, including a general implementation approach and associated funding sources, is discussed below.

Community Improvements

- Upon completion of the community and economic revitalization plan, study area municipalities should jointly identify which community improvements and revitalization strategies they want to pursue, match funding sources with these improvements and strategies, and apply for funding from one or more of the programs discussed previously in this section listed under **Planning and Community Improvements**. For example, study area municipalities could apply for CDBG funds through OHCD to fund building rehabilitations and apply for funding from DCED's Community Revitalization Plan to pursue an economic development strategy for the study area. Additional funding sources for community improvements include DCED's Shared Municipals Service Grant Program and Communities Opportunity Program. These programs fund a variety

of activities and can be applied for using DCED's Single Application for Assistance, which can be completed on-line at www.esa.dced.state.pa.us or printed from DCED's website at <http://www.inventpa.com/docs/SingleApp2001.pdf> and mailed to DCED upon completion. There is no application deadline for these programs.

Transportation-Related Improvements

- Upon completion of the community and economic revitalization plan, study area municipalities should review the recommended streetscape, pedestrian provision and public transportation-related improvements in this report and transportation-related improvements recommended in the community and economic revitalization plan, collectively identify which transportation-related improvements they want to pursue, match funding sources with these improvements, and apply for funding from the federal TE program and appropriate funding programs listed under **Planning and Community Improvements**. For example, TE funding can be used for various streetscape improvements, CDBGs can be used for infrastructure improvements, such as sidewalks, New Communities Program grants can be used for building facade improvements, and Shared Municipals Service Grants can be used to implement signage, such as a trailblazer system for the regional rail and trolley stations within the study area. While DCPD and DCED funding sources do not have application deadlines, the TE program does. Over the past few years, application deadlines for this program has been in October (see DVRPC's TE web page at <http://www.dvrpc.org/transportation/te/pa.htm> for more details). DVRPC administers the TE program for the Delaware Valley region and will assist study area municipalities through the application process.

STUDY ADVISORY COMMITTEE

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Baltimore Pike Corridor Revitalization Assessment
Building a Case for Community and Economic Redevelopment

PUBLICATION ABSTRACT

Title:	Baltimore Pike Corridor Revitalization Assessment Building a Case for Community and Economic Redevelopment
Publication No.:	01027
Date Published:	December 2001
Geographic Area Covered:	The Baltimore Pike corridor between Oak Avenue in Clifton Heights and Cobbs Creek along the Philadelphia-Delaware County boundary, which includes parts of Clifton Heights, Lansdowne, East Lansdowne and Yeadon Boroughs and Upper Darby Township
Key Words:	Redevelopment, revitalization, land use, zoning, streetscape, pedestrian provisions, public transportation, improvement areas, implementation, Baltimore Pike
Abstract:	As part of a continuing project to foster inter-municipal cooperation, the Delaware Valley Regional Planning Commission (DVRPC) with the support and cooperation of the Delaware County Planning Department (DCPD), Lansdowne, East Lansdowne and Yeadon Boroughs (which comprise the Eastern Delaware County Council of Governments), Clifton Heights Borough and Upper Darby Township conducted a Revitalization Assessment of the Baltimore Pike Corridor. The purpose of this assessment is to identify issues and conflicts within the corridor study area and build a case for the need of economic and community redevelopment along the corridor, which will help the study area municipalities obtain funding for such activities. To this end, DVRPC analyzed existing conditions and trends in the study area, conducted a land use analysis and aesthetic assessment, reviewed PennDOT's transportation enhancement project along Baltimore Pike and developed a vision, recommendations and implementation strategies to guide future revitalization efforts. <i>Baltimore Pike Corridor Revitalization Assessment: Building a Case for Community and Economic Redevelopment</i> presents the outcome of these efforts.



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