



2002 PROJECT SUMMARIES AND PROGRAM EVALUATION



Delaware Valley Regional
Planning Commission

TCDI



*Transportation & Community
Development Initiative*



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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. The logo combines these elements to depict the areas served by DVRPC.



DVRPC is funded by a variety of 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 this report's findings and conclusions, which may not represent the official views or policies of the funding agencies.

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PROGRAM EVALUATION

INTRODUCTION

Begun in 2002, the Transportation and Community Development Initiative (TCDI) is a program of the Delaware Valley Regional Planning Commission (DVRPC) to support local development and redevelopment efforts in the individual municipalities of the Delaware Valley that implement municipal, county, state, and regional planning objectives. While the region continues to grow and prosper, there are still communities that face ongoing challenges and have lagged behind. Despite regional growth in population, jobs, and income, there are a number of older townships, boroughs, and cities that have seen a loss of population or jobs, with local income levels that significantly trail their county or regional averages.

The TCDI program is intended to reverse the trends of disinvestment and decline in many of the region's core cities and first generation suburbs by:

1. Supporting local planning projects that will lead to more residential, employment or retail opportunities;
2. Improving the overall character and quality of life within these communities to retain and attract business and residents, which will help to reduce the pressure for further sprawl and expansion into the growing suburbs;
3. Enhancing and utilizing the existing transportation infrastructure capacity in these areas to reduce the demands on the region's transportation network; and
4. Reducing congestion and improving the transportation system's efficiency.

TCDI provides a mechanism for these municipalities to undertake locally-directed actions to improve their communities, which in turn implements their local and county comprehensive plans and supports the goals and vision of the regional plan. Pennsylvania and New Jersey, as well as a number of counties within the region, have programs now underway to support community revitalization. The regional Transportation and Community Development Initiative seeks to support and leverage those state and county programs, by providing funding in selected municipalities to undertake planning, analysis, or design initiatives for projects or programs which enhance development or redevelopment and enhance or improve the efficiency of the regional transportation system.

The TCDI program is targeted to the core cities, first generation suburbs, and selected communities of the region to support local initiatives that enhance community development and improve the efficiency of the regional transportation system.

ELIGIBLE COMMUNITIES

TCDI grants are intended to support growth or redevelopment in Delaware Valley communities that are appropriate for future growth or redevelopment, but are not fully sharing in the economic expansion of the region. Areas identified as appropriate for future growth include those areas with an existing concentration of development and the mix of jobs, residents, and services to be recognized as a center, as well as those suburban communities with adequate

infrastructure to support future growth. These are identified in *Horizons 2025*, the region's long-range land use and transportation plan, as *Future Growth Areas* or as *Metropolitan Sub-Centers, County Centers, Growth Centers, or Revitalizing Centers*.

In 2002, TCDI grants were targeted to those communities where additional growth or redevelopment would be appropriate and support the regional plan, but require concerted, direct action to assist or stimulate the development market. These were defined as:

- Municipalities designated as a *Revitalizing Center* in *Horizons 2025*;
- Municipalities that lost 5% or more of their population between 1990-2000 and are designated as *Future Growth* areas in *Horizons 2025*; and
- Municipalities where the median household income is less than 75% of their respective County average, and are designated as *Future Growth* areas in *Horizons 2025*.

Municipalities that met one or more of these three criteria were eligible for TCDI grants. There were a total of 78 townships, boroughs, and cities that met these criteria in all nine counties of the region, including five of Philadelphia's 12 designated City Planning Areas. Municipalities not identified on this list could also apply for inclusion into the TCDI program by providing documentation of need. Applications for multi-municipal projects were also encouraged.

ELIGIBLE ACTIVITIES

TCDI grants support planning, design, analysis, or feasibility studies within the eligible communities that lead to public or private sector investment for growth and redevelopment. The TCDI program is not a capital investment program, but rather a program to undertake the preliminary planning or analysis needed to support local revitalization efforts. In some cases, these studies may lead to local ordinance changes, marketing assessments, or local programs to promote or facilitate new development. In other cases, this analysis may identify the need for specific transportation system improvements or enhancements. In all cases, the proposed activities must improve the potential development market for revitalization and enhance or improve the efficiency of the regional transportation network.

TCDI grants may be used for early stage planning, feasibility analyses, market studies, economic analyses, site design, and project design. These activities are often difficult to fund through other sources. The results and deliverables of the TCDI studies can better define specific projects and compete for capital funding through other existing programs.

Activities undertaken with TCDI grants should serve to improve the climate for redevelopment in their communities, enhance community character, and improve the overall quality of life for residents. Projects must also improve or enhance the regional transportation network, through physical improvements to the system or by reducing highway congestion to improve the system's efficiency.

PROJECT REVIEW AND SELECTION

In fiscal year 2002, a total of \$1,500,000 was available for TCDI grants in the region: \$1,000,000 in Pennsylvania and \$500,000 in New Jersey. Projects were selected on a competitive basis, based on a review of the application using the Evaluation Criteria. A review committee of county, state, regional, academic, non-profit, and citizen representatives conducted the initial assessment, with final selection by the DVRPC Board.

On May 23, 2002, the DVRPC Board selected 26 projects from all nine counties for funding in the first year of the TCDI program. These projects were recognized at the first annual DVRPC Regional Dinner in June 2002 and were eligible to enter into a contract and commence work in July 2002. All work must be completed by July 2004.

STATUS

As of November 2003, all of the projects are under contract to DVRPC and underway. Each project was assigned to a DVRPC staff member to assist with the administrative and substantive issues associated with advancing the project. All of the 26 projects have identified and selected a consultant or team of consultants to work with the community on the project. In some cases, a community had already been working with a consultant on similar or related issues and was able to continue that relationship. However, in 18 of the 26 projects, it was necessary to develop a Request for Proposals (RFP), together with a detailed scope of work, selection criteria, and a selection committee to select the consultant or team. All of the RFP selection processes have been successfully completed and the consultants are under contract.

The projects selected by the DVRPC Board and advanced in 2002 reflect the diversity of issues and problems associated with the older suburbs, boroughs, and cities of the region. They also reflect the depth of creativity, collaboration, and innovation needed to address these issues.

Of the 26 projects, 12 focus on new development or redevelopment in association with existing or new transit service. These transit-oriented development (TOD) projects reflect an exciting opportunity to link land use and transportation, increase ridership on public transit, and remove some of the pressures on the region's roadways. Three of the New Jersey projects focus on station stops of the Southern New Jersey Light Rail Transit System (SNJLRTS), scheduled to open in early 2004. These communities are demonstrating the economic development benefits of this transportation investment.

Most of the Pennsylvania TOD projects are examining new development or redevelopment around existing transit service. In Lower Merion, the township Commissioners recently voted to adopt the TCDI-funded plan, identifying a proposal for a \$140 million development near the Ardmore train station. In the City of Coatesville, the TCDI-funded project to identify solutions for parking at the Coatesville train station was an important element in the recent announcement of a \$300 million investment in that community. At Glenside, in Cheltenham Township, the Steering Committee endorsed a plan for a new transit center, with adaptive reuse of adjacent buildings and construction of a mixed-use parking garage. The final plan for this development is expected in early 2004.

In other New Jersey communities, TCDI projects have supported the design of a waterfront park, strategies for main street or commercial district revitalization, corridor redevelopment, new truck access and transportation improvements, and industrial site reuse. Wrightstown Borough has been able to attract a new employer to its industrial park, and Camden City has developed plans for traffic improvements to accommodate truck movements in the Cramer Hill neighborhood.

In Pennsylvania, additional projects include downtown revitalization plans, streetscape designs, parking studies, code updates, signage, and traffic calming. In Bridgeport Borough, the TCDI-funded community revitalization plan has supported a recently announced redevelopment project. In Pottstown Borough, an innovative idea to slow traffic in the business district and create a more pedestrian-friendly environment involved a redesign of the roadway with back-in angle parking. This is the first application of this design in Pennsylvania, and the TCDI-funded design is now in place.

Other projects anticipate completion of their work in early 2004, at which time several projects will be able to seek funding through DVRPC or other means for infrastructure improvements identified and developed in the planning process. The TCDI program has had a real and measurable impact in each of the 26 communities identified here, which will be leveraged many times over through additional public and private investment to support their redevelopment efforts and encourage growth in these areas in accordance with the regional plan.

ELIGIBLE COMMUNITIES

There were 78 municipalities plus 5 Philadelphia Planning Areas eligible to participate in the TCDI program in 2002. Additional communities could apply by demonstrating need. Eligibility for TCDI funding was determined by meeting any one of the following three criteria:

1. Designated as a *Revitalizing Center* in *Horizons 2025*.
2. Population loss between 1990-2000 of 5% or more and designated as a *Future Growth Area* in *Horizons 2025*.
3. Median Household Income level less than 75% of County average and designated as a *Future Growth Area* in *Horizons 2025*.

Eligible Communities

Bucks County: Bensalem, Bristol Borough, Falls, Newtown Borough, Penndel, Quakertown, Richlandtown, Riegelsville, Telford, Tullytown, and Warminster

Chester County: Avondale, Coatesville, Downingtown, Modena, Oxford, Parkesburg, Phoenixville, South Coatesville, Spring City, and West Chester

Delaware County: Aldan, Brookhaven, Chester City, Chester Township, Collingdale, Colwyn, Darby Borough, Darby Township, Eddystone, Folcroft, Lansdowne, Marcus Hook, Media, Millbourne, Ridley Park, Sharon Hill, Trainer, and Upland

Montgomery County: Bridgeport, Conshohocken, Lansdale, Norristown, North Wales, Pennsburg, Pottstown, Royersford, and West Pottsgrove

Philadelphia: South, Southwest, West, Lower North, and Upper North

Burlington: Beverly, Bordentown City, Burlington City, Edgewater Park, Fieldsboro, Florence (Roebing), Riverside, Willingboro, and Wrightstown

Camden County: Audubon Park, Bellmawr, Camden, Clementon, Collingswood, Gloucester City, Hi-Nella, Laurel Springs, Lawnside, Lindenwold, Magnolia, Merchantville, Oaklyn, Runnemede, and Woodlynne

Gloucester County: Elk, National Park, Paulsboro, Woodbury, and Woodbury Heights

Mercer County: Trenton

ELIGIBLE ACTIVITIES

TCDI grants are for design, feasibility, analysis, or planning studies only, and will not pay for capital construction. All projects must be completed within two years of project initiation and will be funded on a cost reimbursable basis. A maximum of \$100,000 in TCDI funds are available for any single project. Twenty percent (20%) of the total project budget must be provided as match by the project sponsor, as cash or documented in-kind services.

This list is illustrative of the types of activities that may be undertaken. Projects may be undertaken for a given site, a neighborhood, a corridor, or community-wide, as appropriate. Other proposed activities not identified on this list that meet the selection criteria would also be considered.

Planning and Land Use Management

AREA OR FUNCTIONAL PLANS	<ul style="list-style-type: none">• Community Visioning processes• Circulation or transportation plans• Designation of growth areas or development districts• Neighborhood redevelopment plans• Capital improvement plans
LAND USE ORDINANCES	<ul style="list-style-type: none">• Zoning ordinances• Subdivision and land development ordinances• Official maps• Impact fee ordinances• Transportation development districts• Transportation demand reduction measures• Traditional neighborhood design ordinances• Transfer of development rights ordinances
MULTI-MUNICIPAL PLANNING	<ul style="list-style-type: none">• Area or corridor transportation plans• Area growth management and economic development plans• Shared services agreements• Intergovernmental cooperative agreements

Reuse and Revitalization

CENTRAL BUSINESS DISTRICTS	<ul style="list-style-type: none">• Main Street Programs• Business improvement districts• Neighborhood improvement districts
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ADAPTIVE REUSE	<ul style="list-style-type: none"> • Brownfields projects • Suburban mall redevelopment • Industrial facilities reuse • Feasibility and real estate market analysis • Marketing and promotion plans
TRANSIT REDEVELOPMENT	<ul style="list-style-type: none"> • Transit-oriented development (TOD) • Transit station plans • Planning or zoning code updates • Vacant and underutilized parcels • Inventory and management • Site design and marketing
INFILL HOUSING	<ul style="list-style-type: none"> • Site design • Economic feasibility and analysis • Marketing incentives • Design standards • Finance incentives

Transportation and Infrastructure

PEDESTRIAN AND BICYCLE	<ul style="list-style-type: none"> • New or reconstructed sidewalks • On-road bike lanes • Bicycle parking or bike stations
MOBILITY IMPROVEMENTS	<ul style="list-style-type: none"> • Traffic calming • Circulation improvements • Transit circulation • Street design standards
ACCESS IMPROVEMENTS	<ul style="list-style-type: none"> • Train station improvements • Parking • Plazas • Amenities
STREETSCAPE IMPROVEMENTS	<ul style="list-style-type: none"> • Landscaping at downtowns, waterfronts, gateways, transit centers • Plantings, street furniture, lighting, public art
SIGNAGE SYSTEMS	<ul style="list-style-type: none"> • Parking • Gateways • Business Districts • Wayfinding

EVALUATION CRITERIA

The following selection criteria was mandatory and addressed by all proposals:

1. Demonstrated relationship to the regional transportation network.
2. Degree to which the activity will encourage community development.
3. Consistency with the goals and policies of the DVRPC *Horizons 2025* Plan and County, State, or local plans and programs.
4. Commitment of 20% of the cost of the project as local match (either cash or documented in-kind services)¹
5. Readiness to proceed if approved and can complete the project within two years.

The following additional criteria was used to assess and prioritize projects:

- I. Transportation System Linkage (30%)
 - Physical improvement or enhancement of transportation facilities or services
 - Reduction in highway congestion
 - Increased transit usage
 - Increased bicycle or pedestrian trips
- II. Increased Development Demand (30%)
 - Increased housing, employment, or shopping opportunities
 - Increased density to support transit, pedestrian, or bicycle usage
 - Enhanced community character and quality of life
 - Degree of private sector involvement and interest
- III. Project Coordination (15%)
 - Multi-municipal project or coordination with adjoining municipality
 - Degree of public involvement, particularly underserved populations
- IV. Sponsor Capacity (15%)
 - Ability to leverage other funds
 - Prior record of performance
- V. Project Status (10%)
 - Innovative project concept or design
 - Likelihood to provide knowledge transfer to other communities in the region

¹ Federal funding cannot be used as a source of the cash match.

2002 TCDI Projects

County	Municipality	Project	TCDI Amount	Total Amount
Burlington	Beverly City	Waterfront Plan & Transit-Oriented Development (TOD)	\$40,000	\$62,500
Burlington	Burlington City	Gateway Study	\$40,000	\$62,500
Burlington	Wrightstown	Mixed-Use District	\$60,000	\$100,000
Camden	Camden City	Cramer Hill Regional Access Plan	\$46,900	\$67,000
Camden	Collingswood	Heart of Collingswood Plan	\$60,000	\$110,000
Camden	Gloucester City	Corridor Redevelopment Plans	\$62,000	\$111,500
Gloucester	Glassboro	Rowan Boulevard Revitalization	\$50,000	\$137,800
Gloucester	Paulsboro	BP Site Redevelopment	\$80,000	\$125,000
Mercer	Trenton	Cass Street Light Rail District Plan	\$61,100	\$74,495
Bucks	Bucks County	U.S. Route 13 Revitalization	\$100,000	\$125,000
Bucks	Penndel	Business District Revitalization	\$36,000	\$45,000
Chester	Avondale	Streetscape Design Alternatives	\$30,000	\$40,500
Chester	Coatesville	Train Station & Parking Feasibility Study	\$100,000	\$125,000
Chester	South Coatesville	Town Center Plan	\$52,000	\$65,000
Chester	West Chester	Wayfinding Plan	\$25,000	\$31,250
Delaware	Chester City	Downtown Improvement Strategy	\$68,000	\$100,000
Delaware	Marcus Hook	Transit-Oriented Development	\$68,000	\$124,400
Delaware	Upper Darby & Millbourne	Market Street Gateway Parking Study	\$50,000	\$120,000
Delaware	Yeadon & Upper Darby	Fernwood Train Station Improvements	\$26,000	\$35,000
Montgomery	Bridgeport	Community Revitalization Plan	\$43,000	\$62,000
Montgomery	Cheltenham	Glenside Station Area Improvements	\$60,000	\$75,000
Montgomery	Lower Merion	Ardmore Transit Center Plan	\$56,000	\$150,000
Montgomery	Pottstown	High Street Design & Traffic Calming	\$40,000	\$50,000
Philadelphia	Philadelphia	Girard Avenue Economic Development Strategy	\$100,000	\$275,625
Philadelphia	Philadelphia	Update of Land Development Codes	\$71,000	\$215,000
Philadelphia	Philadelphia	Vacant & Underutilized Land Use Study	\$75,000	\$110,000

2002 PROJECT SUMMARIES AND STATUS



NEW JERSEY COMMUNITIES

Community and Project Description

The City of Beverly has historically had a strongly defined center. The small downtown contains limited retail and office uses, and some vacant storefronts. Beverly has an almost exclusively residential tax base. Some of the housing is in disrepair, though a Redevelopment Plan adopted in August 2000 has begun to address these issues.

Despite its status as the most distressed community in Burlington County, Beverly can benefit from its location along the scenic Delaware River and along the soon to be completed Southern New Jersey Light Rail Transit System (SNJLRTS). The project will address the lack of recreation, access, and protection of the existing Delaware River waterfront. A waterfront plan will create a preliminary design for a waterfront park, which will involve relocation of existing parking lots, stabilization of the riverfront, screening of a sewage treatment plant, acquiring adjacent parcels of land, creating new boating and fishing opportunities, and improving the pedestrian environment. A transit-oriented development plan will address the lack of connections between the downtown light rail and the waterfront, by improving the streetscape, circulation, parking, and locations of bus stops. Zoning and land use will be updated to allow for transit-supportive regulations.

Status and Implementation Strategy

Environmental Resolutions, Inc. (ERI) was selected as the project consultant in the fall of 2002, and after several months of coordination among the county and city agencies, the initial public hearing was held in April 2003. For the waterfront park plan, a hydrographic survey is completed, and the park design has begun. For the TOD study, the City and County have begun a survey of properties and land uses. In terms of implementation, once the waterfront park plan is completed, meetings with City officials and the public will be held to obtain their endorsement. It is anticipated that the preliminary design for the waterfront will be a viable design that will then be ready to enter the permitting stage. City officials and the public will review the study findings and zoning recommendations.

Contact: Robert E. Lowden, Mayor, 609-387-1881



Downtown Beverly City



Future rail station site

Community and Project Description

The City of Burlington was founded in 1677, making it one of the oldest places in New Jersey. It served as the capitol of the colony of West Jersey, and later as the capitol of New Jersey. Today, Broad Street and High Street, the two main commercial streets, are attractive, walkable shopping streets with some vacancies, but with great potential to capitalize on both the light rail service and historic tourism.

Burlington City will soon play host to a downtown stop along the Southern New Jersey Light Rail Transit System (SNJLRTS). The arrival of light rail is an opportunity to revitalize the downtown business district, and the TOD study will examine the three downtown zoning districts in depth, while also examining parking, traffic circulation, and multi-modal connections. In addition, a Gateway from Route 130 to Broad Street along High Street (the “main street” of downtown) will provide an important connection between the highway, the downtown, and the waterfront. This “Gateway” will continue streetscape work begun in the 1980s along High Street, and the project will draw up preliminary plans and cost estimates for these enhancements.

Status and Implementation Strategy

In Fall 2002, Environmental Resolutions, Inc. (ERI) was chosen as the project consultant. A gateway concept plan for the 400 block of High Street is awaiting approval from the State Historic Preservation Office. The consultants are currently conducting land use and ownership property surveys for the TOD portion of the study. The implementation strategy for the gateway plan is that after the plans and studies are approved by Burlington City and a cost estimate has been prepared, the City can begin the final design on individual portions of the project and construct portions as funding permits. For the TOD study, once the plan is complete, the City will have a blueprint for improving the commercial area as funding permits. The zoning ordinance will reflect the TOD plan recommendations.

Contact: Herman T. Costello, Mayor, 609-386-0200



Southern New Jersey Light Rail Transit station



High Street

Community and Project Description

The Borough of Wrightstown is a small town located adjacent to Ft. Dix Military Base and the McGuire Air Force Base. The central business district has been experiencing disinvestment and the road infrastructure is in need of repair. In addition to the lack of a thriving commercial core, circumstances on Ft. Dix led to certain road closings, making access to this commercial core virtually impossible. Due to the newly created access issue, the scope of work was revised to include alternative access points to the commercial core as part of this mixed-use core. In addition to the redevelopment of the commercial core of Wrightstown, a 42-acre parcel, located adjacent to the Military Base will be developed into a new town center with a mix of uses – commercial, retail, office, and housing. The TCDI grant awarded to Wrightstown will permit the planning and preliminary engineering and design for these two vital areas of Wrightstown.

Status and Implementation Strategy

The project consultant, Ragan Design, has completed a survey of the target area, traffic counts, and the development of new traffic access recommendations. The next step will be to prepare planning and marketing alternatives, as well as concept plans and renderings for the streetscape and the new town center. Attracting developers, seeking site improvement grants or low-interest loans, and providing continual Borough guidance and support until plan goals are met will accomplish implementation of the plan.

Contact: Ellen Thorne, Office Manager, 609-723-4450

Community and Project Description

The Cramer Hill neighborhood is in the northeast section of the City of Camden, bordered by the back channel of the Delaware River, the Cooper River, the Pavonia Railroad, and Pennsauken Township along 36th Street. The main arterial through Cramer Hill is River Avenue (CR 543) and has a mix of commercial, retail, high density residential, and pockets of open space. As the main arterial for this neighborhood, this street experiences high traffic volumes due to residents and larger numbers of heavy trucks that travel to and from local and regional industrial sites on their way from downtown Camden and Cramer Hill's waterfront industrial sites.

Status and Implementation Strategy

The consulting firm, McCormick Taylor Associates, was selected through a competitive Request for Proposal (RFP) process. The project team has conducted an inventory of the neighborhood regarding land use, zoning, traffic volumes, capacity, truck routes, and the regional road network. After meeting with many community groups, the project team proposed several alternatives for moving the truck traffic around Cramer Hill. These included both short and long-term alternatives. These alternatives were evaluated and an appropriate construction timeline was developed. Each of the alternatives was then compared against each other to measure the effects on the environment, neighborhood, and costs. This information was developed into a written report that describes the background of the neighborhood, the project, the problem, and suggested solutions. Outlined within this report, was the recommended action, which involves construction of a new truck route along the railroad tracks from River Road northeast of 36th Street to River Road southwest of State Street. This alternative is the most costly, however, it will also address the traffic and economic revitalization tasks. The report was finished in early 2003, and the Coopers Ferry Redevelopment Authority and the City of Camden are now reaching out to county and state engineers to help move the necessary road improvements outlined in this report toward the TIP and implementation.

Contact: Jennifer Greenberg, Coopers Ferry Development Association, 856-757-9154



36th and River Road-southwest



Cambridge and River Road-northwest

Community and Project Description

Collingswood Borough is an inner-ring suburb of 14,500 residents. The Borough is almost completely developed, primarily residential in land use with mixed-use commercial and retail along Haddon Avenue, the White Horse Pike (Route 30), and Route 130. Due to its proximity to Philadelphia and the PATCO High-Speed Line station, the demand for housing has risen, resulting in an increased demand for municipal services and innovative transportation alternatives. The Borough's boom in commercial development has also increased traffic to the downtown area, making available off-street parking a priority for the borough.

Status and Implementation Strategy

The "Heart of Collingswood" includes the area from the northeastern side of Maple Ave, to the southeastern side of Homestead Avenue, along the southwestern side of South Atlantic Avenue to Collings Avenue and then along the northwestern side of Zane Avenue. The plan to be completed will include innovative strategies for additional parking, aesthetic enhancements, traffic safety issues, landscaping, and a wayfinding program for the downtown. The Borough has enlisted the help of two consultants: Tony Nelessen and Urban Engineers. The consultant team has presented preliminary plans to the public, as well as held several design charettes with community members for feedback. In addition to this plan for the downtown, Collingswood recently received \$200,000 from NJDOT to begin plans for a new transit village at the PATCO station. The recommendations from this study will be incorporated into the plan for the transit village at the PATCO station.

Contact: John J. Kane, Jr., Director of Community Development, 856-854-0720, x6



Collingswood PATCO Station



Collingswood Central Business District

Community and Project Description

Gloucester City is located along the Delaware River, adjacent to the base of the Walt Whitman Bridge. Bordered by the Delaware River to the west, Route 130 to the east, Little Timber Creek to the south, and the Newton Creek to the North, this community is disconnected from the rest of Camden County. The closing of the shipyard in Gloucester City was the beginning of the City's decline; today, Gloucester City is 15th out of 566 communities on the NJ State Municipalities Distress List. The City has a history of redevelopment efforts such as: the South Port Redevelopment Area, Waterfront marina and park, creating a Business Improvement District, and utilized CRA housing funds for low-income housing units. However, these efforts fall short of revitalizing the town as a whole.

Status and Implementation Strategy

The TCDI grant awarded to Gloucester City permits the Borough planner to look at three specific areas of the community: The West Broadway Area including the area between Broadway, King Street, and Jersey Ave; a 1.6-mile area of the Broadway Avenue corridor and the Route 130 Corridor. Each of the area plans will look at parking issues and development potential. In addition, the area plans will provide recommendations of the necessary capital improvements for the revitalization of the City. These three separate plans are to be complete in spring 2004. The City hopes to finish these area plans and adopt them as part of the City's Master Plan where evaluation of the required capital improvements could begin.

Contact: Paul Kain, City Clerk, 856-456-0205



Jersey Avenue Corridor



Broadway Corridor

Community and Project Description

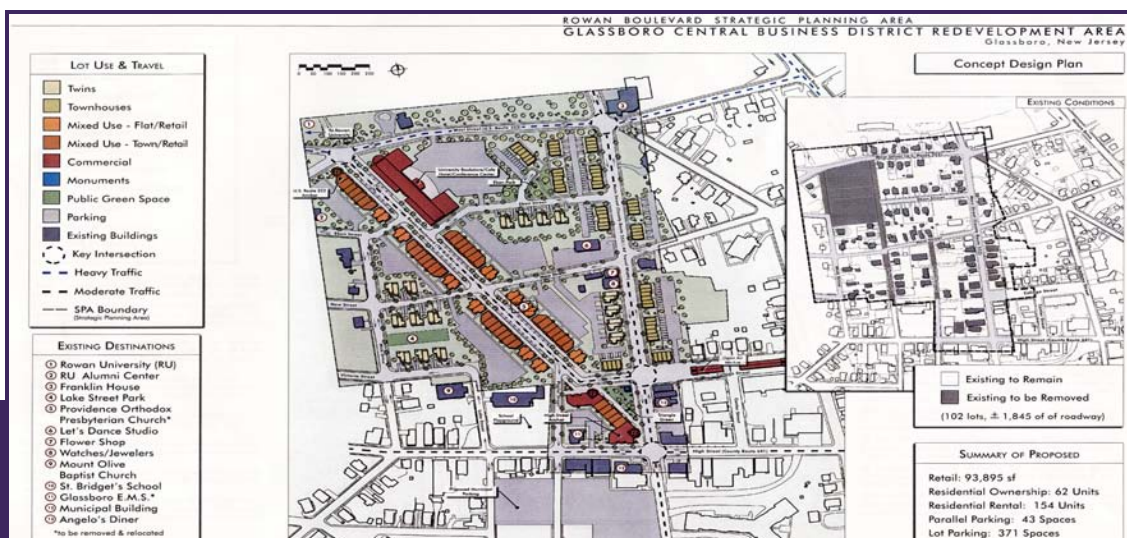
The Borough of Glassboro, home to Rowan University, once had a thriving downtown business district at the center of town. As growth occurred at the town's edges on former peach and apple orchards, the major retail focus shifted instead to its eastern edge, in strip malls with supermarket anchors. Because of its inability to retain businesses and a declining quality of life for the area's residents, the older downtown business district has been designated as a Redevelopment Area. Left in this corridor are vacant commercial properties and deteriorated homes declining in value.

In order to support the revitalization of the Redevelopment Area, the Borough invested in a Downtown Redevelopment Plan that includes the creation of a new road (Rowan Boulevard) that, if developed, will provide direct access between Glassboro's existing downtown area and the Rowan University campus. This boulevard would both increase pedestrian and automobile access to the downtown shopping area and alleviate existing congestion in other areas of town. The Borough's goal is to take advantage of the university's location, to create a "town and gown" community, and increase traffic to the entire downtown area.

Status and Implementation Strategy

The Borough of Glassboro combined TCDI funding with Casino Reinvestment funds and municipal revenue to undertake a feasibility study for Rowan Boulevard. The overall purpose of the study was to assess how the creation of this new boulevard will affect the community and to create an architectural concept design for the roadway. The project consultant, Kitchen Associates, submitted the report - *A Vision of Rowan Boulevard* - in October 2003, which describes opportunities and constraints and presents several concept renderings for the new road. The Borough will now pursue the next phases of the overall project, which include formal plan preparation, securing government approvals, demolition of existing structures, and actual construction of the Boulevard (envisioned by late 2005).

Contact: Sam Leone, Community Development Coordinator, 856-881-0500



Rowan Boulevard Area Plan

Community and Project Description

The Borough of Paulsboro, a small first-generation community located along the Delaware River, is economically distressed. Paulsboro has suffered losses of both population and employment during each of the past two decades, and its tax base has likewise declined. Land uses in the Borough are predominantly residential, with only 243 acres of developable industrial land available for redevelopment. The Borough could significantly benefit from the redevelopment of these few available acres, adding to the tax base and creating jobs.

The subject site (referred to as the BP Site) is 190-acres consisting of three separate properties and several smaller parcels along the Delaware River. The major owners are the BP Exploration and Oil Company and the Essex Chemical Corporation. The Borough would like to see the site redeveloped to include a deepwater port facility, industrial and commercial development, a solar power facility, and open space. Access to the existing transportation network, however, is currently an impediment to redevelopment. Although the site is located less than 2 miles from I-295, traffic accessing the site is currently required to pass through residential neighborhoods, which is both inefficient and dangerous for residents.

Status and Implementation Strategy

In September 2002, URS was selected to provide a plan for redevelopment and reuse of the BP site and the creation of a more efficient link between the site and the existing transportation network. The consultant will conduct a preliminary study and National Environmental Policy Act (NEPA) scoping of a road and overpass to access the site from I-295. In consultation with appropriate local, county, and state officials, URS studied four separate alternative access routes to the site, only one of which was determined to be feasible. Paulsboro held a public scoping meeting in June 2003, and a final report has been prepared and reviewed. URS and the Borough of Paulsboro are currently working with DVRPC and NJDOT towards inclusion of the access project on the region-wide Transportation Improvement Program (TIP) and the Statewide Transportation Improvement Plan (STIP).

Contact: John Salvatore, Borough Administrator, 856-423-1500



BP Site Area Plan

Community and Project Description

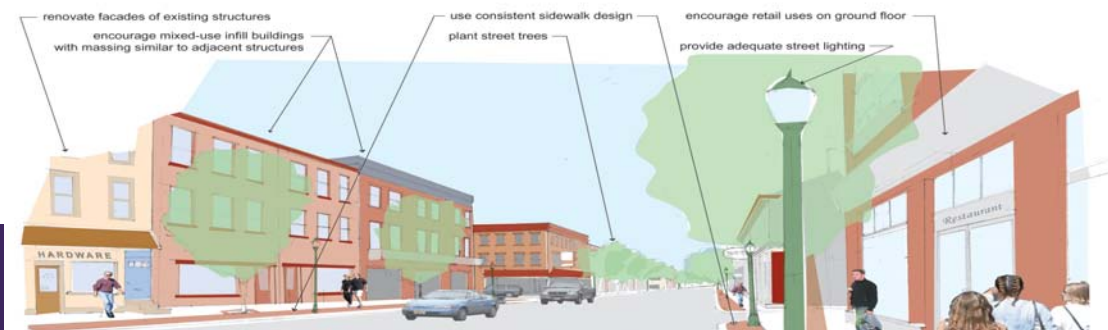
The Cass Street District, a 62-acre area radiating out from the intersection of Route 129 and Cass Street, is a mix of vacant industrial sites bordered by declining residential neighborhoods. One quadrant of this area, the South Broad Street Commercial District, has traditionally served the commercial needs of the neighborhood but is also suffering from disinvestment. NJ Transit's Southern New Jersey Light Rail Transit System (SNJLRTS), scheduled to open in early 2004, will have a transit stop at Cass Street and Route 129, providing a potential economic development stimulus to the area.

The intent of the Cass Street Light Rail District Project is to determine the best mix of uses for the underutilized and vacant properties in the area, recommend design guidelines, and prioritize the infrastructure investments necessary to promote transit-oriented development in the district.

Status and Implementation Strategy

Through a competitive process, the consulting team of Econsult Corporation, Hillier, and Portfolio Associates, Inc. were selected and began work in early 2003. The plan provides a Vision for the District as a whole and for each of four main corridors in the District: *S. Broad Street*: A great place for neighborhood business and shopping; *N. Broad Street*: A great place to visit; *Route 129*: A great place to travel along; and *Cass Street*: A great place to walk along. Land use strategies to help achieve these visions are recommended as well as design guidelines and development recommendations for four key large parcels. Infrastructure investment recommendations for each corridor include: improved pedestrian access, traffic calming, gateway treatments, streetscape improvements, neighborhood parks, and public art. The plan also includes an implementation plan that explains the public and private sector actions needed to achieve the visions. A draft document is now available and the final report is expected by year-end.

Contact: Andrew Carten, Planning Director, City of Trenton, 609-989-3503



Cass Street Rendering

2002 PROJECT SUMMARIES AND STATUS



P E N N S Y L V A N I A C O M M U N I T I E S

Community and Project Description

Bensalem Township, Bristol Borough, Bristol Township, and Tullytown Borough comprise the municipalities within the U.S. Route 13 Revitalization Project study area. They were founded and grew around a manufacturing industrial base, but increased global competition, coupled with changes in technologies and production processes, have led to the replacement of the region's high paying manufacturing jobs with lower paying commercial and service related businesses. Three of the four municipalities have lost population and income levels in all four municipalities have been noticeably lower than the rest of the county.

U.S. Route 13 is one of the most heavily traveled corridors within the county and provides parallel service to I-95 and the SEPTA R7 regional rail line. Route 13 also provides direct connections to Route 132, Route 413, and the Pennsylvania Turnpike. It serves as the main spur for the county's officially recognized "Enterprise Zone" and, as such, is vital in the county's overall plan for redevelopment. The project area corridor, which is from Poquessing Creek Bridge in Bensalem Township to Bristol Pike in Tullytown Borough, suffers from high vehicle speeds and cut-through traffic as well as several underutilized commercial strip developments. In addition to a redevelopment plan, a traffic calming plan and an access management plan will be included in the final product for this corridor.

Status and Implementation Strategy

Bucks County issued a Request for Proposals (RFP) in August 2002 and selected the consultant team of Edwards & Kelcey and Kise, Straw & Kolodner (KSK). A kick-off meeting was held in November 2002. The consultant team presented preliminary recommendations to the Technical Advisory Committee which included potential roadway modifications, such as the elimination of specific jug handles, tightened road alignment, pedestrian traffic signaling, and aesthetic recommendations such as streetscape improvements, train station improvements, certain parcel redevelopments, and municipal gateways. A public meeting was held in October to provide the community with an update of the study's progress.

Contact: Richard Brahler, Jr., Bucks County Planning Commission, 215-345-3427



Route 13 vacant parcel



Intersection to be improved

Community and Project Description

Penndel Borough encompasses 0.43 square miles of land and has a population just over 2,400. Since 1990, the borough has experienced a 10% decline in population. As such, the borough is faced with a declining business district, deteriorating infrastructure, diminishing tax revenue, and underutilized commercial and industrial properties.

In order to bring meaningful revitalization to its commercial business district, the borough developed a redevelopment strategy that recognizes, enhances, and promotes the business district's proximity and relationship to the regional transportation network, which is located in Penndel's downtown core. This strategy emphasizes the interdependence of a thriving, pedestrian-friendly business district with a user-friendly SEPTA station and improved traffic circulation on Lincoln Highway (Business Route 1), Bellevue Avenue (Route 513), and Durham Road (Route 413). The purpose of the project is to develop a vision for the revitalization of its central business district and an implementation plan and strategy to achieve the same.

Status and Implementation Strategy

In October 2002, Kise, Straw & Kolodner (KSK) was selected as the consultant for Penndel's Revitalization Plan. Outreach to the community immediately began and the Steering Committee continues to meet monthly to evaluate the progress of the study. Workshops were held with identified stakeholders and the larger community to solicit active participation with residents and businesses in Penndel. Outreach to the community also included resident surveys. In late August, KSK presented a preliminary plan that emphasized traffic improvements, landscaping, and facade improvements. The Committee requested changes and those are currently being incorporated. Due to the large amount of information included in the study, it was also determined that the Revitalization Plan be broken into three phases. The first phase was presented to the community in late September. Comments from the public are being incorporated.

Contact: Barbara Heffelfinger, Councilwoman, Borough of Penndel, 215-757-5153



Traffic congestion in Penndel



Busy intersection in Penndel

Community and Project Description

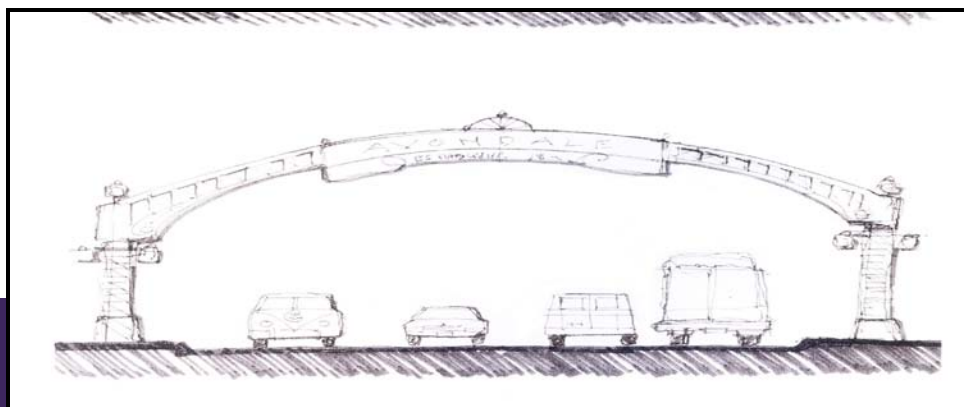
Avondale is a small borough in southern Chester County. Pennsylvania SR 41 serves as Avondale's main street, but also acts as the primary route between the Port of Wilmington and the west. Traditionally, Avondale was the "urban center" of the surrounding agricultural communities, but in recent years, these surrounding communities have experienced increased development. Coupled with local agricultural traffic and extensive freight truck traffic from the Port of Wilmington, high vehicle volumes and speeds have created extensive access, safety, and movement problems through the core of Avondale.

A feasibility study is underway separately to determine alternatives for the treatment or possible relocation of Route 41 through Avondale. This TCDI study will provide for the design of potential streetscape improvements on Route 41 that will support local circulation, pedestrian access, and economic development objectives in the borough. Given the uncertainty and timing of the decision-process for the Route 41 improvements, the study will provide design solutions that will work with any of the design alternatives under consideration.

Status and Implementation Strategy

Avondale has recently completed an Urban Center Revitalization Plan, with extensive community involvement, that included a set of policies and recommendations regarding transportation conditions in the borough and Route 41 in particular. To move these recommendations toward implementation, the Borough contracted with Vollmer Associates to extend the transportation elements in the plan through to conceptual design. Completed products will include reliable cost estimates and design drawings to be used in capital programming and development of final design. To date, a project Steering Committee has met to provide an assessment of the problems, opportunities, and proposed direction for the consultant. Vollmer has produced a design concept sketchbook, which includes plan drawings highlighting the policy objectives of the plan, together with illustrations, photos, and examples of alternative design elements and treatments. The sketchbook will be used collaboratively with the Steering Committee to develop the preferred alternatives. Final designs will be completed in early 2004.

Contact: Dottie Howell, Mayor, 610-268-8501



Gateway rendering for Avondale

Community and Project Description

The City of Coatesville is located in western Chester County and was once the regional economic center with nearly 6,000 jobs supporting the steel operations centered in the City. However, the steady decline of the steel industry, bypass construction, the establishment of public housing projects, and expanding suburbanization spiraled Coatesville into a cycle of deterioration. In the last decade, the City has embarked on a revitalization program with the aim of capitalizing on its strengths: a pedestrian-friendly mixed-use environment, historic architecture, multi-modal transportation resources, cultural amenities, ethnic and racial diversity, and an idyllic location in western Chester County.

In July 1999, the City adopted its Downtown Parking Study and Revitalization Plan to address the components for successful redevelopment of the City. The plan identified a lack of downtown parking as a formidable barrier to successful revitalization. The plan also strongly advocates reuse of the Coatesville Train Station. Before successful development of the station can occur, the City must address the issue of parking. The study identified that, as the City revitalizes its downtown, it will require approximately 4,000 parking spaces. The City currently has 1,200 parking spaces. By increasing train station parking, the City can increase ridership in the Coatesville area, maintain and/or increase the number of AMTRAK stops in Coatesville, compete with adjacent communities for train stops, encourage re-establishment of SEPTA service to Coatesville, and stimulate business development along Third Avenue.

Status and Implementation Strategy

To address its parking needs, the City conducted a feasibility study to identify all areas adjacent to the Coatesville Train Station that could be used for parking. The City projected that a three-level parking structure would be feasible on the lot adjacent to the train station. The City also wants to create a façade that gives identity and visibility to the parking structure and a rail bridge adjacent to the existing station building from the core of the City. Finally, Coatesville aims to implement streetscape improvements along Third Avenue to create a better connection between the downtown area and the train station.

Contact: Jean Krack, Assistant City Manager, 610-384-0300 ext. 3132



Existing train station



Site of proposed garage

Community and Project Description

The Borough of South Coatesville lies adjacent to and south of the City of Coatesville in central Chester County. Although South Coatesville is incorporated as a borough, it was originally developed as an industrial site for the steel industry with worker housing nearby. As a result, it has many large lots and parcels that are vacant or underutilized.

To access retail and service businesses, residents must drive to downtown Coatesville or outlying shopping centers on Route 30. Because of this heavy dependence on the automobile to satisfy all personal and consumer needs, traffic congestion throughout the Borough has intensified. New development on the outskirts of the Borough compounds the problem. To address the lack of commercial and retail establishments within the Borough and within walking distance of the Borough's residents, South Coatesville is proposing to create a town center.

Status and Implementation Strategy

South Coatesville hired Kise, Straw & Kolodner (KSK) to create an innovative Town Center Plan and investigate the feasibility of implementing such a plan. The plan emphasizes opportunities for both residential and commercial uses in a pedestrian-oriented setting. A primary location for the town center as well as possible site alternatives will be incorporated into the plan. The final plan will delineate a town center within walking distance of the Borough's residents that gives the Borough an identity while serving the needs of its population. Preliminary investigations on background information are in process and several meetings with the steering committee have been held. In addition, Urban Partners is conducting retail and residential market analyses. Evaluation of the site alternatives has begun and KSK is now working to select a final town center site, determine the type and mix of businesses and residential units that the town center can support, develop transportation and circulation strategies for the center, and create a final design concept for the town center that maximizes both pedestrian accessibility and village character.

Contact: John Long, Chairman, Planning Commission, 610-384-1700



Potential town center site



Route 30

Community and Project Description

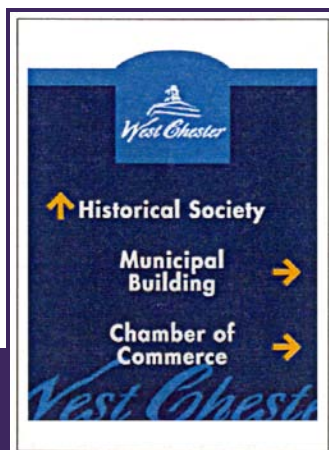
West Chester Borough is the government seat of Chester County and is home to West Chester University as well as numerous businesses that offer professional and financial services. The Borough's downtown area offers retail services, including apparel stores, art galleries, antique shops, gift shops, and restaurants.

Most of the Borough's downtown was developed in the late nineteenth century, resulting in a complicated system of narrow and often one-way streets. People who live or work in the Borough intuitively know their way, but visitors often become disoriented as they enter the Borough from the regional highway network and enter the downtown area. The Borough currently contains a number of uncoordinated wayfinding features, including route markers, local attraction signage, historical markers, banners, pedestrian-oriented signs, and designated crosswalks. Given the increasing popularity of West Chester as a destination, the Borough has been pursuing the development of a coordinated signage program. A Wayfinding Committee was created in 2001, consisting of representatives of the Business Improvement District, the Chamber of Commerce, and the West Chester Planning, Zoning, Business, and Industrial Development Committee.

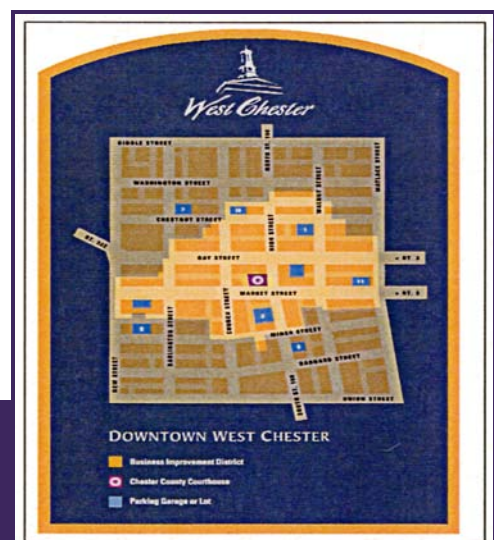
Status and Implementation Strategy

Thomas Comitta Associates was hired to develop a comprehensive wayfinding plan, including recommendations for the installation of directional signs, parking signs, local attraction signs, and pedestrian-oriented signage. The consultant met monthly with members of the Wayfinding Committee, local officials, PennDOT, and DVRPC. The final product was completed in July 2003 and includes an inventory of existing wayfinding signage; recommended sign and banner designs; plans showing the proposed location of new directional, parking, attraction and pedestrian signs; a cost estimate for the system; a plan and inventory of existing signs recommended for removal; and recommendations for implementation. The Borough Council approved the West Chester Wayfinding Project on July 16, 2003.

Contact: Ernie McNeely, Borough Manager, 610-692-7574



West Chester Signs



West Chester Wayfinding Master Plan

Community and Project Description

The City of Chester is one of DVRPC's four Core Cities. From its position as a thriving commercial and industrial center during World War II, Chester has experienced significant losses of population, jobs, and tax base, as well as extensive poverty. The City's Central Business District (CBD) is confronted with deteriorating buildings, vacant lots, and poor streetscape and sidewalk conditions. These negative features deter existing businesses and new investment, while reinforcing the perception of decline. Recent public sector initiatives are helping to support continued revitalization of the CBD: a new Transportation Center on the SEPTA/AMTRAK rail line, a refurbished City Hall and the Avenue of the States streetscape improvements. The study will develop an Action Plan that provides local officials with additional strategies for improving the northern portion of the City of Chester's Downtown.

Status and Implementation Strategy

The Action Plan will reflect an assessment of the defined issues and problems that discourage new private sector investment in the City's CBD, while facilitating the continuation of physical improvements that can serve as anchors and catalysts for positive change. In 2003, the City of Chester selected EDAW, Inc. to undertake the study. The Chester City Planning Department has organized a Task Force of CBD business representatives and city residents to work with the consultants and city staff. The study kick-off meeting was held in August 2003 to identify key issues and components of the study. The Planning Department has assembled base data and existing conditions information and previous studies related to the downtown area. The consultant has begun data collection and map preparation. The study will be completed in 2004.

Contact: William C. Payne, Director, Chester City Planning Department, 610-447-7707



Downtown City of Chester

Community and Project Description

Marcus Hook is a small borough situated along the Delaware River. Marcus Hook is heavily industrial, with 70% of the Borough's land area devoted to industrial uses. Petroleum refineries and chemical-related companies are the major employers. Between 1990 and 2000, Marcus Hook experienced a 26% population decline in the 25-34 age group. Accordingly, the Borough needs to attract young families and workers in order to insure that Marcus Hook remains a livable and desirable community.

Status and Implementation Strategy

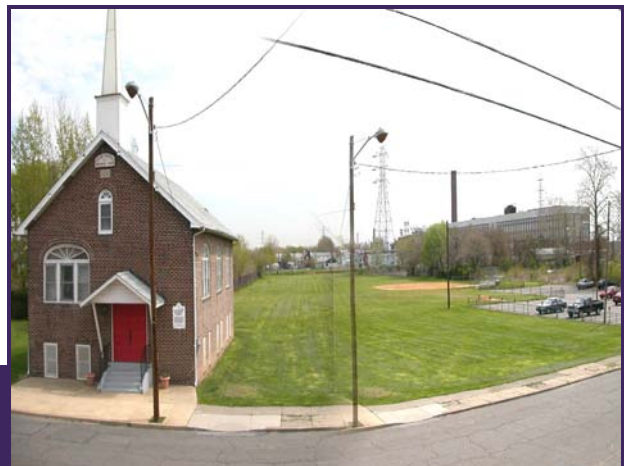
Marcus Hook has chosen to investigate the feasibility of creating a mixed-use transit-oriented development (TOD) on a 6.8-acre site owned by the Borough and AMTRAK. The proposed TOD would include a variety of retail and high-density residential units, with walkways connecting the TOD to the new train station and the central business district. Relocating the SEPTA train station is being considered and would stimulate revitalization of the CBD by providing a direct connection from the Borough center to the rail station, presently cut off by the Market Street Bridge, and would unite the transportation and commercial nodes of Marcus Hook.

Kise, Straw & Kolodner (KSK) was hired to assess the feasibility of a TOD development, develop a conceptual land use plan with scenarios, provide cost estimates, and produce a final plan illustrated in perspective. A preliminary report is completed and summarizes existing land uses, vehicular, pedestrian and transit circulation patterns, parking resources, and real estate market demands. The report highlighted the assets and challenges of the TOD site and made recommendations as to the amount and appropriate mix of retail, residential, and office space. A comprehensive rail station relocation analysis was also included in the report.

Contact: Bruce Dorbian, Borough Manager, 610-485-1341



View of existing train station



TOD site

Community and Project Description

Upper Darby is a large township, in terms of both population and area, traversed by major arterial highways and public transit services. Millbourne Borough is one of many small communities located adjacent to or within Upper Darby. The 69th Street business district has historically been Upper Darby and Millbourne's "Main Street", as well as a regional gateway between West Philadelphia and Delaware County. However, local retail and office enterprises have experienced significant decline given extended competition with new shopping centers and office parks throughout the growing suburbs. Previous public sector initiatives, such as SEPTA's restoration of the 69th Street terminal in the 1980s, the development of a pedestrian bridge, and sidewalk improvements in the business district, have not resulted in major rejuvenation. Faced with continuing loss of population, jobs, and tax base as well as poor visual qualities of the corridor, Upper Darby and Millbourne officials have taken the lead to develop a comprehensive gateway revitalization strategy.

Status and Implementation Strategy

The parking feasibility study is an initial phase of the Gateway Plan. The study is assessing the parking demand, appropriate location, conceptual design, estimated cost, and financial feasibility of surface, metered, and structured parking facilities necessary to support the revitalization of the Market Street Gateway area. Following preparation of a Request for Proposals and consultant selection process, the firm of Orth-Rodgers and Associates was selected in 2003. Phase I of the study has begun. The consultant has collected and reviewed available data and reports, prepared a study area base map and inventoried on-street and off-street parking supply, regulations and cost. Saturday parking counts and a parking occupancy study of all study area parking facilities from 9am- 7pm on two weekdays were also completed. The parking feasibility study will be complete in 2004.

Contact: Thomas J. Judge Jr., Chief Administrative Officer, Upper Darby, 610-734-7622



69th Street

Community and Project Description

Upper Darby is a large township traversed by major arterial highways and public transit services, including SEPTA's 69th Street Terminal, Media-Sharon Hill light rail line, and SEPTA's R3 regional rail line. Yeadon borough is a small community adjoining Upper Darby and West Philadelphia. Baltimore Pike and the R3 rail line are gateways linking Philadelphia and Delaware County. Deteriorated buildings, vacant stores, small-scale manufacturing, auto-oriented uses, uncontrolled access, a lack of off-street parking, and uninviting streetscapes mar the neighborhood character, and limit prospects to attract new tax-generating uses to the area. The potential to expand the parking and ridership at the Fernwood R3 station can also enhance the attractiveness of the area for new investment.

Status and Implementation Strategy

Consistent with DVRPC land use recommendations and Delaware County's 2002 Renaissance Plan for the revitalization of the Baltimore Pike corridor, this study will determine the feasibility of developing new retail activities and commuter parking at SEPTA's Fernwood station. The study scope includes: preliminary engineering, existing property conditions, schematic plans for two alternative parking sites, coordination with SEPTA, and real estate appraisals for potentially needed properties, including relocation costs, identification of potential retail owners/developers that may respond to assembled land in the subject location, and recommendations for financing. NDI Engineering was selected as the project consultant and has completed the first draft of a site plan for the new parking areas. The consultant team is exploring potential development sites for expanded retail uses, preparing a conceptual site map, and developing preliminary construction cost estimates. The early stages of the appraisal analysis are complete as well as the historic review of the involved properties. The study is scheduled for completion by the end of 2003.

Contact: Christopher R. van de Velde, Manager, Yeadon Borough, 610-284-1606



Fernwood Station

Community and Project Description

The Borough of Bridgeport has a unique position in the county: it is across the river from the county seat, Norristown and is close to the employment and retail center of King of Prussia. Due to disinvestment and the lack of direct highway access, Bridgeport's retail components struggle to survive. The Borough has many vacant or underutilized sites that can be used for retail.

To increase the competitiveness of Bridgeport's housing, commercial, and retail components, the community needs to fill in the activity gaps, invest in streetscape improvements and traffic calming, incorporate facade improvements, create adaptive reuses of underutilized warehouse space, revitalize its waterfront, and upgrade its existing residential parcels.

Status and Implementation Strategy

A consultant team, led by Gannett Fleming, completed a Community Revitalization Plan in early 2003 that consisted of a market analysis, demographic studies, public involvement processes, data collection, analysis of transportation and public safety issues, and conceptual plans for the study area. Priorities included: enhancing the town center, instituting a Retail Development Program, upgrading the Dekalb Street Corridor, instituting a housing strategy, and prioritizing transportation and access improvements. The Revitalization Plan also provides a cost analysis of the improvements, outlining which improvements can be funded through federal, state, or regional programs. The Revitalization Task Force that was formed for this project continues to meet to discuss the implementation of the recommended actions from the Plan.

Contact: Ed McCandless, Borough Manager, 610-272-1811



Commercial uses on Fourth Street



Residential uses on Fourth Street

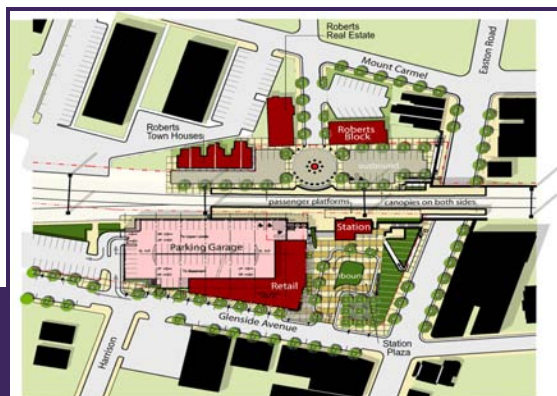
Community and Project Description

Glenside is a mixed-use neighborhood in Cheltenham Township. SEPTA's R1, R2, and R5 regional rail lines serve the Glenside Station. The train station building is eligible for the National Historic Register and currently houses the ticketing office and a coffee shop. The Roberts Block Building, adjacent to the outbound tracks across from the station, is also historic and is privately owned. Due to its high level of service, the Glenside Station is expected to attract more transit riders, provided sufficient parking is available. With the right community design and mix of shops, commuters could also be enticed to shop in Glenside, further supporting local businesses. The purpose of the Glenside Station Area Plan is to: 1) Provide short and long-term parking for the train station and commercial core; 2) Revitalize the commercial core; 3) Facilitate reuse of the Roberts Block building; and 4) Modernize the transit station.

Status and Implementation Strategy

A multi-disciplinary team of Hillier, Desman Associates, Inc., Real Estate Strategies, Inc., and Orth-Rodgers and Associates, Inc. was selected through a competitive process and began work in the fall of 2002. After analyzing a set of 8 alternatives, the steering committee selected a preferred plan that includes construction of a new transit center including a mixed-use parking garage, village green, new in-bound and outbound drop-off/pick-up areas, high-level platforms, a renovated and relocated station building, restoration of Roberts Block Building, and adaptive reuse of the adjacent townhouses for professional offices. The mixed-use parking garage is to be designed to fit into the context of the neighborhood and retail space in the garage totals 10,000 square feet. The plan also covers circulation and parking management recommendations, a new transit-oriented zoning overlay district, and a retail and business enhancement strategy. A draft report was issued in August 2003, and the steering committee endorsed the plan, provided additional renderings of the preferred scenario, and created additional information on operations, maintenance, and security for the parking garage. A final plan and presentation are expected for early 2004.

Contact: Bryan Havir, PP, AICP, Assistant Township Manager, 215-887-6200 x112



Glenside Area Master Plan



Glenside train station renderings

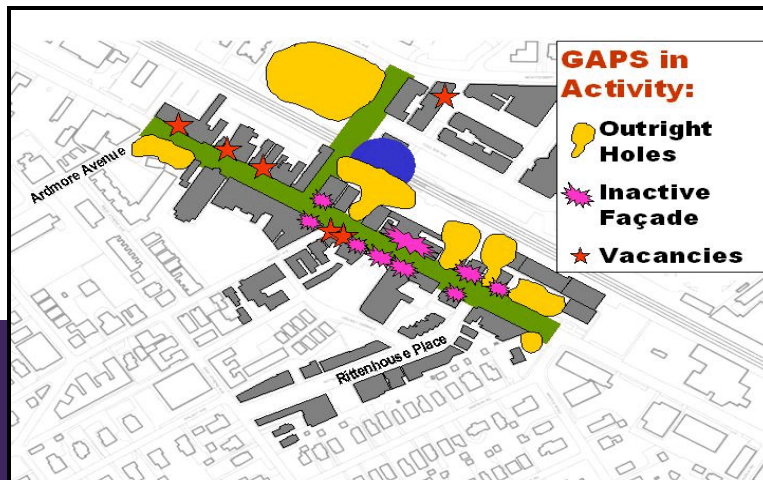
Community and Project Description

Ardmore is a neighborhood located within Lower Merion Township, a first-generation suburb of Philadelphia, also known as “the Main Line”. SEPTA’s R5 regional rail line is located in the center of Ardmore, but, due to poor visual and physical connections between both sides of the tracks, the rail line currently divides Ardmore rather than unify it as a center. The north, more commercially prosperous side, contains the Suburban Square Shopping Center, and the south side, adjacent to Lancaster Avenue, is known as downtown Ardmore. A recent expansion of the Township Municipal Complex has increased the need for additional parking in the downtown area. A shortage of parking in Ardmore inhibits the use of mass transit by the public, increasing congestion on local and regional roadways, and constrains the economic vitality of downtown Ardmore. The poor linkages between the north and south sides of the tracks inhibit movement between the two sides, cause traffic congestion, disorient pedestrians, contribute to activity gaps, and further serve to divide the two sides.

Status and Implementation Strategy

A multi-disciplinary project team of Hillier, Chance Management Advisors, Econsult Corporation, and Gannett Fleming, was selected through a competitive process and began work in the fall of 2002. The purpose of the study was to: 1) Create a comprehensive vision for the development of the station area; 2) Identify needed parking and transit facilities; and 3) Assist the Township in identifying conceptual public-private funding sources. Public outreach consisted of an extensive series of stakeholder interviews and three public meetings. The final report was issued in October 2003 and endorsed by the Township Commissioners. The plan’s recommendations include: implementing a unified streetscape and installing a wayfinding signage system; building a new station building with high-level platforms and plaza; constructing two pedestrian bridges over the railroad tracks, one at the station building and one at Rittenhouse Place; filling activity gaps with mixed-use buildings that will generate more pedestrian activity and; distributing the needed parking in mixed-use buildings or garages that are blended into the architectural context of the town center.

Contact: Angela Murray, AICP, Lower Merion Township, 610-645-6140



Gaps in activity

Community and Project Description

Pottstown is located on the western edge of Montgomery County and was formerly the commercial hub of a much larger area encompassing portions of Montgomery, Chester, and Berks counties. However, with the arrival of a nearby shopping mall in the early 1980s, the rapid growth of suburban residential and commercial development along the 422 corridor, and the loss of key manufacturing businesses within the borough, Pottstown's central business district suffered a steady decline. Today, the vacancy rate within the business district is high, with a high rate of failure among new start-ups.

High Street is a state-owned highway that serves as the main commercial street through the center of town. Increasing foot traffic is one of the key objectives in the borough's efforts to revitalize the central business district. However, with four lanes of rapidly moving traffic, High Street is neither pedestrian-friendly nor shopper-friendly. In order to increase foot traffic and attract new business, Pottstown seeks to calm automobile and truck traffic, ensure a safe pedestrian environment, encourage the use of bicycles, and provide sufficient and convenient parking for its business district.

Status and Implementation Strategy

URS was selected as the consultant in July 2002 and began preliminary engineering and design to reconfigure High Street to calm traffic through the use of back-in angled parking, creation of a center turn lane, establishment of exclusive bicycle travel lanes, and the provision of new signage, markings, and signals to direct motorists and pedestrians. This project is one of the priorities as identified in the borough's Community and Economic Development Action and Implementation Strategy. URS worked with the borough, Montgomery County, DVRPC, and PennDOT to develop detailed plans and specifications for the reconfiguration of High Street in conjunction with PennDOT's schedule for re-paving of the street. The design was complete in February 2003 and in April 2003, construction began on the roadway and it is now complete as per the plans. Monitoring of the use of the back-in angle parking, a first in Pennsylvania, will enable PennDOT to consider its application in other communities throughout the Commonwealth.

Contact: Robert Ihlein, Assistant Borough Manager, 610-970-6515



High Street



High Street

Community and Project Description

Girard Avenue, crossing Lower North Philadelphia between I-95 and I-76, represents a significant opportunity for reinvestment linked to major transit improvements. The corridor is in proximity to both Center City and Temple University, as well as the Philadelphia Zoo. The Strategy will produce recommendations for corridor land use, urban design, and circulation. Transportation-efficient land use concepts will directly inform the update of the City land development codes.

Girard Avenue today operates as a series of disconnected commercial, institutional, and residential uses. Many public and private spaces are ill maintained. Rather than serving as a backbone that connects and provides service and amenities to its surrounding neighborhoods, Girard Avenue in its current condition acts as a barrier separating adjacent neighborhoods and prohibiting the benefits of investment in one area from positively impacting or encouraging additional investments in others.

Status and Implementation Strategy

Led by the consultant team of Brown & Keener, the project will provide for a market analysis, identify development opportunity sites and development nodes, and prepare a land use plan, public space improvement plan, facade improvement plan, design standards, traffic circulation plan, and implementation plan. To date, the consultant team has completed the preliminary assessment, a streetscape design plan, and the market study and is now reaching out to community residents, businesses, and institutions to develop a shared vision and recommendations. A community organizer was hired to work with community organizations, property owners, public agencies, and elected officials in the study area to coordinate participation in the development and implementation of the Strategy. The organizer will also assist with creating communication tools and systems to ensure meaningful participation, completion of project objectives and understanding of the planning, development and project evaluation processes and to enable measurement of progress made.

Contact: Rojer Kern, Girard Avenue Coalition Organizer, 215-686-0456



Retail along Girard Avenue



Residential along Girard Avenue

Community and Project Description

Philadelphia, a city of approximately 1.5 million, is located in the urban center of a sprawling metropolitan area that contains nearly six million people. As a historic city with a rich colonial past, the City offers a diverse mix of housing, historic structures, vibrant neighborhoods, one of the largest residential downtowns, and a healthy mix of downtown retail, office, and government uses. Within the metropolitan area however, factors such as school quality, taxes, crime, and social relations, place Philadelphia at a disadvantage in the location decisions made by households and employers.

In order to retain and attract existing and new residents and businesses, the City of Philadelphia and its redevelopment partners recognize the importance of improving the physical “product” of the city, including streetscapes, building stock, services, and amenities. To accomplish this, the municipal codes that regulate much of this physical product need to be streamlined and modernized, particularly to encourage marketable, transportation-efficient land uses in the City. The project will address both the process through which codes will be updated and the content by which the codes will encourage land use decisions that make Philadelphia more competitive.

Status and Implementation Strategy

A Request for Proposals was issued in the summer of 2003 and consultant selection is pending. The City anticipates that a complete revision of land development ordinances will take longer than the period of the TCDI award (ends June 2004). The TCDI study will help lay the foundation for subsequent implementation efforts, including those related to the City's Neighborhood Transformation Initiative (NTI). A key goal of implementation is approval of any recommended changes to land use codes by the Mayor and City Council of Philadelphia. To reach this goal, consensus will need to be built between elected municipal officials, development-related municipal agencies, business, professional, development industry organizations, and issue advocacy groups.

Contact: Thomas Chapman, Philadelphia City Planning Commission, 215-683-4666



Attractive housing properties



High-density housing

Community and Project Description

The primary project area, Bridesburg/Kensington/Richmond, is located in Eastern North Philadelphia, and the secondary project area, portions of West Allegheny, is located in Upper North Philadelphia. Once home to a powerful manufacturing base, it is now a complex patchwork of fragile stability and decline. While some neighborhoods remain surprisingly intact, with few residential vacancies and stable property values, other neighborhoods have seen significant decline, with vacant lots and many abandoned homes and industrial buildings. The challenge for all of these communities is to identify new sources of economic vitality, which will replace what has been lost to the de-industrialization of the area. Given the high number of Brownfield sites, there is a critical need to develop a strategy for vacant land reuse in concert with economic development initiatives to recreate realistic development opportunities.

The purpose of the study will be to identify and prioritize brownfields sites where redevelopment is key to community revitalization. Many of these sites are close to transportation corridors and modes, such as SEPTA's regional rail; Market-Frankford elevated train line, and bus routes and major highways, such as I-95 and the Roosevelt Boulevard. Highlighting the connections to transportation corridors and the ability of truck, freight, automobile, transit, and pedestrian traffic to navigate the area effectively will be key to positioning brownfields sites for economic reuse and revitalization.

Status and Implementation Strategy

The city's Department of Commerce collaborated with the Pennsylvania Environmental Council (PEC), the Urban Industry Initiative (UII), and the University of Pennsylvania's Cartographic Modeling Laboratory (CML) to carry out the inventory. This inventory includes developing spatial data from various resources, identifying parcels for field investigation, field surveys, developing data for all identified parcels, creating a brownfields database, and establishing a brownfields internet mapping application. The initial Steering Committee meeting was held in June 2003 to discuss the project's scope of work. Approximately 50 properties have been surveyed since October 2003. All data will be given to the CML and the Commerce Department following the completion of the field surveys.

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Vacant property near Port Richmond



Vacant property near Port Richmond

Publication Abstract

Title of Report: Transportation and Community Development Initiative (TCDI): 2002 Project Summaries and Program Evaluation

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Abstract: Begun in 2002, the Transportation and Community Development Initiative (TCDI) is a program of the Delaware Valley Regional Planning Commission (DVRPC) that supports local development and redevelopment efforts in the individual municipalities of the Delaware Valley region that implements municipal, county, state, and regional planning objectives. The TCDI program provides a mechanism for municipalities to undertake locally-directed action to improve their communities, which in turn implements their local and county comprehensive plans while supporting the goals and vision of the regional plan. This report provides an evaluation of the 2002 TCDI Selected Projects and Communities.

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