

Implementing Transit-Oriented Development



Four TOD Plans: for GIRARD, LANSDALE, THORNDALE and WOODBURY



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**For Girard, Lansdale, Thorndale
and Woodbury**

December 2004

**Delaware Valley Regional Planning Commission
111 South Independence Mall East
Philadelphia PA 19106**

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.

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Introduction

This document, *Implementing Transit-Oriented Development: Four TOD Plans for Girard, Lansdale, Thorndale, and Woodbury*, grew out of the work done on *Linking Transit, Communities, and Development: Regional Inventory of Transit-Oriented Development Sites. Volume One: Executive Summary*, published in August 2003, details the study process, inventory selection criteria, TOD benefits and barriers, and recommendations for funding and implementation. *Volume Two: Station Area Profiles*, published in December 2003, presents profiles of 45 transit stations in the nine-county region. *Four TOD Plans for Girard, Lansdale, Thorndale, and Woodbury* offers in-depth station area plans for four of the inventoried stations. These include the Girard (at Broad Street) station along SEPTA's Broad Street Subway Line (BSL), Broad-Ridge Spur, and Route 15 light rail in Philadelphia; Lansdale station, along SEPTA's Regional Rail R5 to Doylestown, in Pennsylvania; Thorndale station, along SEPTA's Regional Rail R5 to Thorndale/Paoli, in Pennsylvania; and Woodbury, New Jersey, a hub to six New Jersey Transit bus routes. These four case studies represent multiple transit modes (subway, light rail, heavy regional rail, and bus); the states of New Jersey and Pennsylvania; and a variety of community types, including urban, suburban, small town, and exurban.

The goal of this multiyear effort is to inventory the region's rail stations to determine a priority list of "Transit-Oriented Development (TOD) Opportunity sites," in furtherance of the goals and policies of DVRPC's adopted Year 2025 Horizons long-range plan. While the region has over 340 fixed-rail stations, the majority of them have transit-adjacent developments (TADs). Transit-adjacent development is development that is physically near transit but fails to fully capitalize on its proximity, both in promoting transit ridership and as an economic and community development tool. Many of the fixed-rail stations in the region lack pedestrian and bicycle access; lack land uses that complement the station, such as consumer services; and lack building design and orientation that serve the rail user. Transit-oriented development (TOD), by contrast, is development that is mixed-use, pedestrian-friendly, and promotes transit ridership. Through redevelopment, TADs can become TODs.

Phase I of the study inventoried existing and potential TOD sites, focusing on those station areas located along existing public transit services in Pennsylvania and New Jersey, including Amtrak's intercity rail service, SEPTA's Subway and Regional Rail services, New Jersey Transit's rail and bus services, and PATCO's High-Speedline. Stations were also selected along

SEPTA's proposed Schuylkill Valley Metro and Cross County Metro, and New Jersey Transit's River Line. The inventory was conducted using a combination of field views, aerial photo interpretation, and research and discussions with pertinent agencies and staff. A quarter-mile radius around the station was used to define each station area. The quarter-mile radius reflects the average distance a person is willing to walk to access transit.

In order to narrow down the list of over 340 transit stations in the region, and choose those with the most TOD potential, the study advisory committee agreed on selection criteria. Sites were chosen based on the degree to which they met the following standards:

- Presence of light, heavy, commuter rail, transportation center, or multiple (three or more) bus lines
- Presence of vacant land within a one-quarter mile radius of the station if suburban; or within a one-eighth mile radius if urban

OR

- Residential, retail or industrial vacancies within a one-quarter mile radius of the station if suburban; or one-eighth mile if urban

OR

- Underutilized or low-density land uses surrounding a station
- Development/growth pressures in the municipality(s) surrounding a station
- Presence of a redevelopment plan or a TOD plan
- Service levels of a half-hour frequency on average or better for rail or bus lines
- Presence of major expressway or other arterial road near the station
- Sewer and water infrastructure in place or planned

These criteria resulted in narrowing the list to 110 stations. Upon further review, the list was finalized to 45 stations that best fit the criteria. The other 65 stations are listed as "other opportunity sites that could be included in a future inventory." This list can be found in Volume One of the study.

Inventory “ingredients” include information on: level of service, ridership, land uses, access, station amenities, infrastructure, zoning, master or comprehensive plans, parking, station building and condition, connecting bus or other transit services, pending transit agency or DOT improvements, and development opportunities.

Phase II of the TOD study, contained in this document, looks more closely at the four stations listed previously, and offers recommendations to better achieve TOD at these sites. Recommendations cover such areas as zoning, land use, comprehensive plans/master plans, access, and development opportunities, among others. The framework is oriented toward asset-based plans that build off existing strengths of each community.

Transit-Oriented Development (TOD) Principles

Transit-oriented development is intensified development around a transit facility that is compact, mixed-use, and pedestrian-friendly, and which is intended to encourage transit ridership. It is most often moderate to high density, and can be either new construction or redevelopment. Buildings are designed and oriented to facilitate transit usage. While the automobile is accommodated, bicycle and pedestrian paths are given equal importance to encourage multimodal access.

In urban settings, TOD may be focused around a few properties or even integrated with the transit station (e.g. The Gallery shopping center in Philadelphia, which is built over the Market East rail and subway transportation center). In suburban settings, TOD usually encompasses a broader area, generally focused within a quarter-mile (or up to a half-mile) radius around the transit facility, based on a comfortable pedestrian walking distance. In this case, TOD may be created by the planned interrelationship of different development projects and existing uses. Inappropriate land uses can detract from the TOD and weaken the linkage between the transit facility and the community.

Implementing TOD requires a concerted effort by local governments to amend their comprehensive plan and zoning ordinance to add or refocus on those uses and development patterns that are “transit supportive.”

Transit-Friendly Land Uses

Uses that are transit supportive include those that cater to convenience goods and service needs of residents, employees,

and transit station users. This can include: food markets, restaurants, salons, dry cleaners, newsstands, bookstores, hardware stores, and other retail uses. Uses that entertain or create activity on the street, or attract day and night activity are all transit supportive, such as movie houses or professional theaters, sidewalk cafes, and other arts venues.

Uses that are not transit supportive are those that detract from or interrupt the flow of interesting, pedestrian-generating uses along the street, such as: surface parking lots, gas stations, car washes, large auto repair shops, and drive-through fast food restaurants. Uses that specialize in large bulky items, businesses that require excessive space, or that have few employees per square foot (such as big box retail and warehousing) do not attract pedestrians or transit-oriented patrons.

Benefits of TOD

Transportation Benefits

- Increases transit usage, by providing higher density housing along the rail line, and by improving the aesthetic environment of the station area
- Decreases amount of trip making, by allowing for trip chaining, or accessing multiple destinations in one trip, through mixing land uses (allows residents who commute on the rail line to access goods and services near station all in same trip)
- Reduces auto use and lessens dependence on the automobile
- Diminishes the need for road widening or large investments in highway repair and building

Environmental Benefits

- Preserves land resources and diminishes storm water runoff (by developing in centers or redeveloping existing buildings)
- Minimizes the need for the expansion of sewer systems, and maximizes existing capacities
- Lessens dependence on domestic and imported oil, by reducing auto dependence
- Improves air quality at a regional level, by reducing auto usage

Economic Benefits

- Saves tax dollars by using the existing infrastructure more efficiently
- Raises local tax revenues by promoting infill and redevelopment of parcels along the transit corridor
- Increases land and home values
- Increases disposable household income, by reducing auto dependence and the resulting costs of owning and repairing

a car, thus, by buying “less car,” one can buy “more house”

Quality-of-Life Benefits

- Provides walking and transit options for commuting, errands, and entertainment, can also lead to better health
- Improves the identity of a corridor through the transit system
- Enhances the sense of community, and may become or reinforce town centers, where people meet and interact;
- Promotes tourism
- Creates continuous activity near the station (as a result of mixed land uses), which provides less opportunity for crime

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Girard: Redeveloping an Urban TOD

Study Area

The Girard station on SEPTA's Broad Street Subway Line (BSL) is located in North Philadelphia. The study area is defined as a quarter-mile radius extending out from the intersection of Girard Avenue and Broad Street. The study area extends from North 12th Street to North 17th Street east to west, and from Master Street to Brown Street north to south. In traditional TOD research, the study area of a quarter-mile radius is based on the distance the average person would be willing to walk to access transit. In many urban areas, this comfortable distance to walk can be longer, given a safe and interesting pedestrian experience, particularly one with retail uses along the route. So while this study looks at the immediate quarter-mile area, the station's influence area extends farther. See Map 1: Girard Existing Uses for an overview of the study area.



Broad Street between Girard and Poplar.

Transit

The intersection of Broad Street and Girard Avenue is served by the Girard station on SEPTA's Broad Street Subway Line (BSL), running north-south on Broad Street, and SEPTA's Broad-Ridge Spur, running northwest-southeast. The area will soon be served by a new light rail line along Girard Avenue, SEPTA's Route 15. Route 15 was formerly a trolley route that was temporarily converted to bus service in 1992. Light rail service will be restored with new cars reminiscent of the original green, cream, and maroon cars of the former Philadelphia Transportation Company. The area is also served by SEPTA buses, including the C bus on Broad, the #23 on 11th and 12th streets, the #2 on 16th and 17th streets, and the #61 on Ridge Avenue.



McDonald's and gas station on northeast corner of Broad and Girard.

Snapshot

The area surrounding Broad Street and Girard Avenue is an ideal location for transit-oriented development, given its excellent transit access, multimodal transit and transfer opportunities (heavy rail subway, new light rail, and bus routes), and proximity to downtown Philadelphia.

Much planning work has taken place on Broad Street through the Avenue of the Arts-North Initiative, as well as on Girard Avenue through the work of the Girard Coalition. Center City Philadelphia's residential real estate market continues to thrive, and more people are moving toward the edges of Center City, including areas near Broad and Girard, such as Northern Liberties to the east and Brewerytown to the west.



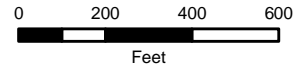
Subway entrance at Broad and Girard.

Map1: Existing Uses

Girard

Broad Street Subway
Philadelphia Co., Pennsylvania


Orthophoto Date : 2000




Delaware Valley
Regional Planning Commission
December 2004



 Girard Subway Station

 Broad Street Subway

 1/4 Mile Radius

 Selected Roads

Map 1: Existing Uses

Girard

Broad Street Subway
Philadelphia Co., Pennsylvania

- | | |
|---|--|
| 1 YMCA | 27 CVS |
| 2 Government Building | 28 Food for All |
| 3 William Penn High School | 29 American Family Services Center and Thrift Store |
| 4 Retail--Sneaker Villa, Laundromat, Nail Salon, Vacant Store, Opportunities Industrial Corporation | 30 DocuCare with offices and apartments above |
| 5 McDonald's | 31 Former Metropolitan Opera House |
| 6 Gas Station | 32 ACORN Housing Corporation, Auto Salon, Vacant Lot |
| 7 Baseball Field | 33 Various Retail and Storefront Churches |
| 8 Heritage Village Shopping Center (Rite Aid) | 34 The View Apartments |
| 9 Zion Garden Apartments | 35 Salvation Army |
| 10 Freedom Theatre | 36 East Coast Diesel |
| 11 Auto Body Shop | 37 Vacant Gas Station |
| 12 Blue Horizon Boxing Gym | 38 Strauss Discount Auto Service Center |
| 13 Sunoco A Plus Mini Mart | 39 Burger King and Dunkin Donuts |
| 14 Interstate Blood and Plasma Center | 40 Bassett's Auto Tags |
| 15 Regency Apartments with ground floor retail | 41 Rent A Center |
| 16 Medical Office, Deli, Discount Store, Substance Abuse Center | 42 Post Office |
| 17 Checker's Chicken | 43 Vacant Buildings |
| 18 KFC | 44 Allegheny Child Care |
| 19 Rowhomes (some vacant), also Minority Arts Council | 45 Penn Auto Parts |
| 20 Rowhomes (some vacant), also Pyramid Temple | 46 New Millenium Foundation |
| 21 Rowhomes, also Calcutta House | 47 Met Bar, Halal Pizza, Seafood, Crown Fried Chicken |
| 22 St. Joseph's Preparatory School | 48 Retail--Chinese Food, Beauty Supply, Dollar Store, Nail Salon, Beepers, Clothing, Food Market |
| 23 St. Joseph's Hospital | 49 Vacant Buildings and lots |
| 24 North Philadelphia Health System, North Philadelphia Financial Partnership, Parking Lot | 50 True Value Kessler's Home Center, Apostolic Assembly |
| 25 Divine Temple Church, Guardian Civic League, Parking Lot | 51 Heritage II Shopping Center (in development) |
| 26 Rowhomes (some vacant, some apartments) | 52 West Poplar Nehemiah Housing |



New CVS at Broad and Girard is built to the street line.



Billboards and auto-oriented uses detract from the streetscape of North Broad Street.



William Penn High School on North Broad Street.

Westrum Development Company has plans to build 200 townhomes in Brewerytown, while developer Bart Blatstein plans to build homes in Northern Liberties, at Girard Avenue and Second Street, on the former Schmidt’s plant site.

The area immediately surrounding Broad and Girard does suffer from an infusion of fast food restaurants, many of them offering drive-through service, which detracts from the pedestrian experience of the area. The retail mix is dominated by fast food restaurants and nail salons. The area does contain other desirable uses such as a day care center, post office, hardware store, a large high school, and several cultural institutions. St. Joseph’s Hospital is also within walking distance. Retail establishments are interspersed with gas stations, auto service shops, vacant lots, and vacant stores, detracting from an overall walkable streetscape. There is no “retail shopping district” that would entice someone on foot out of the subway station to walk and shop along either Broad or Girard at this location.

Visually, billboards on several buildings detract from the overall appeal of the area, while the site design of some buildings does not respect a uniform street wall, particularly the drive-through establishments. The area continues to see development that is auto-oriented, or at the very least, not pedestrian enhancing, such as the new tennis center at 11th and Girard. While the tennis center is a welcome addition to the neighborhood, its blank street wall spanning the entire block does not appeal to those on foot. Some new housing has been built in the area, including West Poplar Nehemiah, 176 for-sale affordable semidetached homes completed in 2000, and infill homes along North 15th Street. Even so, there is still a significant amount of vacant homes and lots. Many of the vacant or distressed homes in the area are architecturally appealing, with large bay windows, detailed cornices, and high front stoops, and would appeal to many urban buyers given the right set of incentives and attractive neighborhood retail and amenities.

Improving the streetscape along Broad Street and Girard Avenue would greatly enhance the overall urban experience. William Penn High School, on North Broad Street, with its brutalist architectural style, is unpleasant to walk along. This area receives an influx of high school students and should provide a better walking environment.

History

Girard Avenue is a major east-west thoroughfare in Philadelphia, and is a historic street with a wide variety of architectural styles and a rich land use mix of residential townhomes, schools, churches, and old storefronts.

North Broad was once an avenue of grand mansions, Victorian architectural treasures, and large churches, including several synagogues built by the upper-class German Jews who once inhabited the area. Among these treasures, at the northwest corner of Broad and Girard once stood the Widener Mansion, home to the famous Philadelphia industrialist Peter A. B. Widener (famous for his streetcar holdings) and his family. Built in 1892, it was a grand terra cotta mansion (see picture). In 1899, the architect Horace Trumbauer converted the mansion into the Josephine H. Widener Memorial Branch of the Free Library of Philadelphia (Trumbauer would later go on to design the central Free Library of Philadelphia) when the Wideners moved to a larger home in Elkins Park (the 110-room Lynnewood Hall). A KFC and Checkers Chicken now occupy this corner. The first floor of the carriage house (in the back) is all that remains today of this incredible treasure. Philadelphia's Community Design Collaborative, a group of architects, engineers and planners performing free design work, along with the Minority Arts Resource Council (MARC), a nonprofit located next door to the carriage house, are attempting to save this structure from demolition. The building has been exposed to the sky and elements for over 15 years. MARC hopes to stabilize the structure and turn it into an outdoor classroom, performance space, and gallery.



Widener mansion at Broad and Girard following conversion by Horace Trumbauer from home to library in 1899.

Also at Broad and Girard was the Majestic Hotel, and farther north on Broad were the Foerderer and Disston mansions near Jefferson Street. At 1617 Girard Avenue is the Christ Temple Church, listed as an endangered building by the Preservation Alliance of Philadelphia. Originally founded as Green Hill Presbyterian Church in 1846, it is one of the region's earliest examples of Gothic Revival architecture. The Divine Lorraine Hotel at Broad and Fairmount is another existing architectural treasure, built in 1894, and saved from demolition by Father Divine's purchase of the building in 1948. Recent discussions over conversion of the building into luxury apartments continue. North Broad's most famous building from this era, and still standing, is the Metropolitan Opera House at Broad and Poplar, opened in 1908. The Met was built to rival the Academy of Music, though it never was a success, and in later years fell into disrepair. Over the years it has been home to various religious groups, and is currently under renovation.



Historical Marker for Legendary Blue Horizon.

The Broad Street Subway Line (BSL) opened in 1924, and to some, meant the end of a fashionable residential district. Many of the mansions were torn down, or converted into funeral parlors, apartments, or schools, and the remaining historic buildings are still in danger of demolition. A badly deteriorated brownstone subway entrance, built to complement the Widener Mansion, occupies the northwest corner of Broad and Girard.



Legendary Blue Horizon Boxing Ring, Boxing Mural, and Freedom Theatre Annex.

This entrance should be restored, to serve as a stately gateway into the neighborhood. The profusion of fast food chains, many with drive-throughs, drug stores, and gas stations, have overtaken this section of Broad Street.



Architectural variety along Broad Street between Parrish and Brown Streets.



Townhomes along the 1400 block of Girard.



KFC fast food restaurant on the northeast corner of Broad and Girard.

Strengths, Weaknesses, Opportunities, Threats (SWOT Analysis)

Strengths

- Great transit access, with multiple lines
- New Girard Avenue light rail brings excitement and momentum (and street improvements) to area
- New housing of West Poplar Nehemiah and Francisville homes
- Strong institutional anchors
- Host of social service organizations
- Girard station is slated for renovation
- Decent amount of parking (on-street metered and in fast food lots)
- Recent CVS development is built to street line (with zero setback), fitting the urban context

Weaknesses

- Poor site planning overall, with too many large front setbacks, particularly for fast food restaurants with drive-throughs and curb cuts, and parking lots in front
- Retail diversity is lacking, too much fast food and no sit-down restaurants
- Several auto-related uses detract from streetscape
- Broad Street subway image and station entrances in need of renovation
- Too many billboards dominate the landscape, need signage controls

Threats

- Historic structures, such as the Divine Lorraine Hotel and Christ Temple Church, are threatened for demolition or are in a state of disrepair; many structures have been taken over by religious organizations which may not have enough funds for maintenance or repair of these buildings

Opportunities

- Given its great transit access, new senior housing with retail on the ground floors could be built
- Several vacant buildings and upper floors are available for lease, along with some vacant parcels
- Streetscape improvements along Girard will improve area

- Redevelopment appears to be taking place along many parts of Girard Avenue, both west and east of Broad Street, though the Broad Street area is the missing piece
- Center City residents might be attracted to move north to this area, given its good transit access and attractive housing stock
- Needs visual image and identity improvements, Avenue of the Arts organization may install gateway treatment to brand this area as “Avenue of the Arts North”
- Under-retailed, especially for clothing stores, book stores, coffee shops, sit-down restaurants

Demographics

The study area, roughly a quarter-mile radius surrounding the intersection of Broad Street and Girard Avenue, is comprised of portions of four United States Census tracts, the Philadelphia tracts numbered 42101 (42 denoting the state of Pennsylvania, 101 denoting Philadelphia County) #132, #133, #140, and #141. Census tract 132’s boundaries are Broad Street to 10th Street, Poplar to Green streets; while 133’s are Broad to 17th Street, Poplar to Spring Garden streets; 141’s are Broad to 6th Street, Poplar to Master streets (with a small portion between Master and Thompson, 10th to 13th Street excluded); and 140 is Broad to 19th Street, Poplar to Jefferson.

Population and Race

According to the Year 2000 Census, the population of these four tracts (this geographic area is larger than the quarter-mile radius) totals 9,721 persons, or 3,848 households. Eighty-one percent are Black, 11 percent are White, 2 percent are Asian, and 5 percent are other races. Nine percent are Hispanic, which is an ethnic category distinct from race.

Housing Characteristics

There are 5,460 housing units, 70 percent of which are occupied, indicating that 30 percent of these units are vacant. Citywide, according to the census, approximately 11 percent of homes are vacant, thus this area has a higher than average vacancy rate. Of the occupied units, 20 percent are owner-occupied, and 80 percent are renter-occupied, also indicating a higher than average renter-occupied rate than the city overall (which has a 60 percent owner-occupied rate, 40 percent renter-occupied rate, according to the census).

Median Household Income

Median household income in 1999 was \$17,337, though census tract 133 west of Broad Street between Poplar and Spring Garden had the highest median household income at \$29,352. The three other census tracts varied from \$12,000 to \$14,000.



West Poplar Nehemiah with Divine Lorraine and Liberty Place in background.



Renovated townhomes on 1500 block of Girard.



Regency Senior Apartments on North Broad.

The citywide median household income in the year 2000 Census was \$30,746.

Travel Mode

Sixty-five percent of households have no car, and are transit dependent, whether by choice or circumstance. Forty percent used public transit to get to work, 30 percent went by car and drove alone, 14 percent walked, 7 percent carpooled, 4 percent went by bike, and 3 percent worked from home.

Environmental Justice

All four census tracts in the Broad and Girard area can be considered areas where environmental justice should be considered. In a separate analysis done for the entire region by DVRPC entitled “...and Justice for All”: *DVRPC’s Strategy for Fair Treatment and Meaningful Involvement of All People* (September 2001), these four census tracts were found to have at least five and up to eight of the following “degrees of disadvantage” factors (at or above the regional average). These were: Minority Population (all four tracts were at or above the regional average), Hispanic Population (two tracts qualify), Poverty (all four tracts qualify), Carless Households (all four qualify), Disabled Population (all four qualify), Female Head of Household With Children (all four qualify), and Limited English Proficiency Population (three tracts qualify).

Land Use

The overall land use mix in the station area is heavily commercial and institutional on Girard Avenue and Broad Street, surrounded by residential land uses on the numbered streets and surrounding east-west streets. The northwestern quadrant of the station area includes a Kentucky Fried Chicken, Checkers Chicken, an apartment building with street-level retail, the Minority Arts Resource Council, and what appear to be a few abandoned structures. A new mural on the side of Checkers Chicken features notable men and women of North Philadelphia. This area also includes the Legendary Blue Horizon boxing ring and the New Freedom Theatre (performing arts center), located at the intersection of Broad and Master streets. Dense Victorian-style rowhouses stretch westward along Girard Avenue from Broad Street. Some of these rowhouses are in disrepair but the majority are occupied. In the northeastern quadrant, there is a combination McDonald’s/gas station, a high school, and semi-abandoned Art Deco buildings. To the southwest are several more abandoned structures, a newly opened CVS drug store, and the former Metropolitan Opera House. The area to the southeast includes some retail, auto-oriented uses such as a Burger King, a Dunkin Donuts, two auto body shops, and the West Poplar-Nehemiah housing



North Broad Street between Girard and Poplar, including Trade Union building, auto parts store, and day care.



Streetscape along North Broad Street.



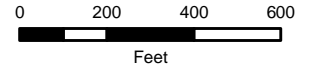
Attached townhomes east of Broad and north of Girard, with parking in front.

Map 2: Land Use

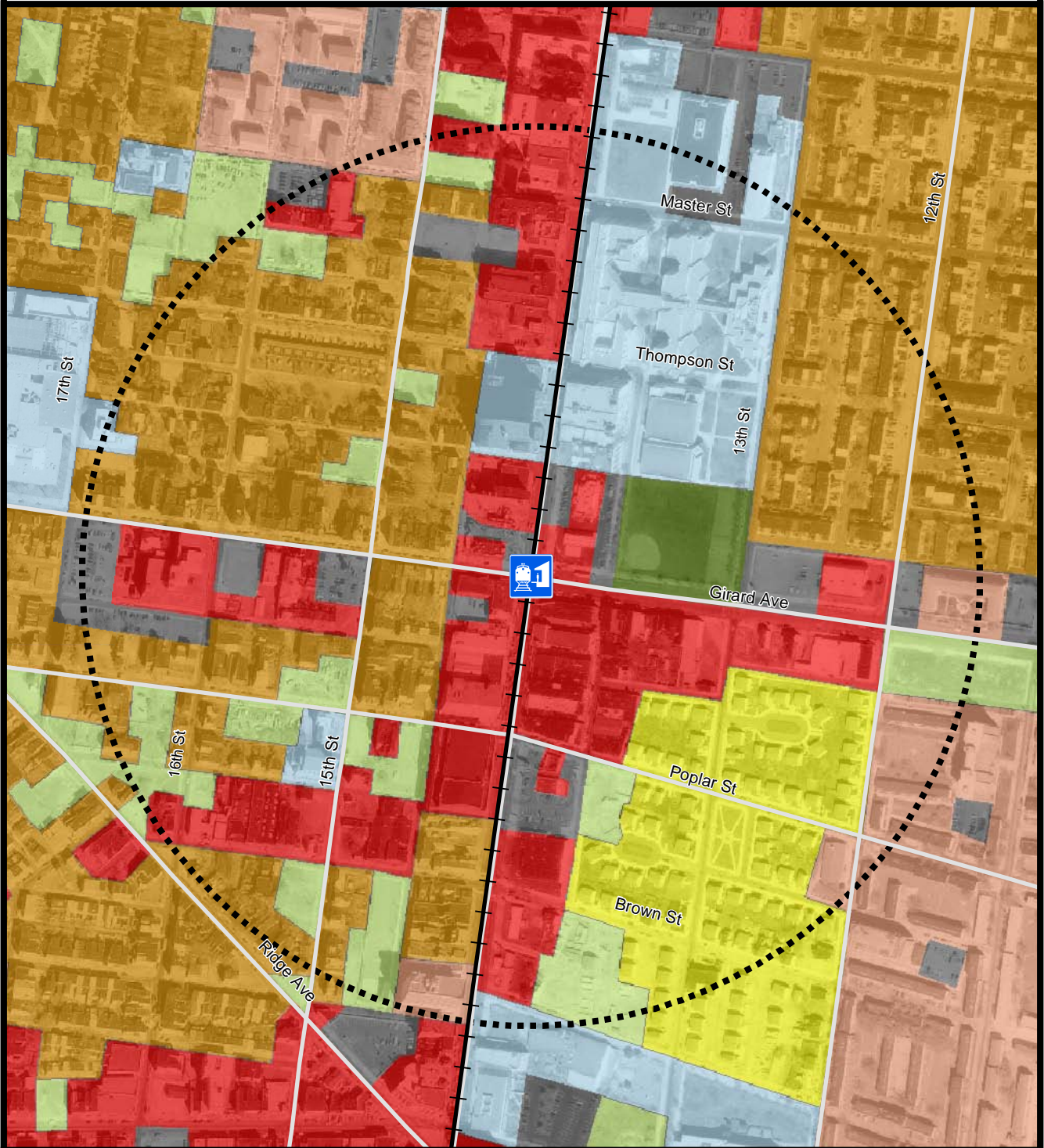
Orthophoto Date : 2000

Girard

Broad Street Subway
Philadelphia Co., Pennsylvania



Delaware Valley
Regional Planning Commission
December 2004



Residential - Single-Family Detached	Mnfg - Heavy Industrial	Community Services	Mining	Girard Subway Station
Residential - Multifamily	Utility	Military	Wooded	Broad Street Subway
Residential - Row Home	Transportation / Parking	Recreation	Vacant	1/4 Mile Radius
Mnfg - Light Industrial	Commercial	Agriculture	Water	

development, consisting of 176 affordable semidetached homes, built in phases between 1997 and 2000. The homes were offered for sale to households with incomes less than 80 percent of the Philadelphia area median income. See Map 2: Girard Land Use.

Asset: Institutional Anchors

Several prominent educational, cultural, religious, social, and medical institutions can be found near Broad and Girard. Schools include the public William Penn High School and, just west of the study area, the private St. Joseph’s Preparatory School, the Gesu School, as well as Girard College, an independent coeducational school for grades 1 through 12. There are also two day care centers: the Allegheny Child Care Academy, and one within the Regency Apartments complex. Cultural institutions include Freedom Theatre, Pennsylvania’s oldest African-American theater; The Legendary Blue Horizon, built in 1865, a famous boxing venue as well as home to Nia Kuumba, a nonprofit organization that provides social services to the neighborhood; and the Minority Arts Resource Council, a professional arts organization that is home to a studio art museum.

The Legendary Blue Horizon, voted “The Number One Boxing Venue in the World” by *Ring* magazine, was recently renovated. Future plans call for a new 150-seat restaurant, conference facility, the Philadelphia Boxing Hall of Fame, and possibly a recording studio and corporate offices.

Churches and religious organizations include the Amazing Grace Church, Pillar of Bethel, Holy Ghost Revival Center (housed in the former Metropolitan Opera House), Apostolic Assembly, Pyramid Temple, and the Divine Temple Church. A wide variety of social service organizations, many of them affiliated with religious institutions, can also be found. These include: the YMCA, United Methodist Services, Philadelphia Conference for the Homeless, People for People, Opportunities Industrial Center (OIC), Salvation Army, American Family Services, ACORN Housing Corporation, New Millenium Foundation/Trade Union Leadership Council, American Red Cross, Guardian Civic League, and Calcutta House. Medical institutions include St. Joseph’s Hospital, the Interstate Blood and Plasma Center, and a Substance Abuse Center.

In June 2003, the Althea Gibson Community Education and Tennis Center opened on the 1000 block of Girard on land donated by the city, and with significant investment from Wachovia. Designed to serve children ages 8 to 17 in North Central Philadelphia, the center offers not only tennis, but also chess, graphic arts, book of the month club, tutoring and homework help, a summer camp, and mentoring.



Church of the Gesu next to St. Joseph’s Preparatory School on Girard Avenue.



Girard College’s beautiful campus.



New Freedom Theatre on North Broad Street.

While these institutions provide a needed resource for the community, often times too many institutional land uses can detract from the neighborhood if the balance tips too heavily in their favor. Hospitals, schools, and churches often require large amounts of parking (“parking for proctologists, professors, and pastors”) that can detract from the neighborhood.

Neighborhoods can take advantage of these institutions by partnering with these organizations to help better the neighborhood. Often times hospitals, schools, and churches have strong outreach programs to their surrounding communities, and can sponsor community days, community cleanup, or other events and services. They also lend identity to the neighborhood.

Retail Mix

Overall, the retail mix is dominated by fast-food restaurants, nail salons, and auto-oriented uses, such as auto body shops and gas stations. The area appears to be under-retailed when it comes to material goods, such as clothing stores, bookstores, home furnishings, as well as restaurants, particularly sit-down restaurants, cafes, or anything mid-to-upscale in price. While the area contains many storefronts, a good number of them are currently being used as churches or social service agencies.

Figure 1: Land Uses in the Girard Study Area lists the retail uses found in the study area.

Asset: Historic Preservation

It is important to note that several buildings within the study area are historic, with many more of architectural value, even if they are not certified historic. Christ Temple Church, at 1617 Girard Avenue, is listed as an endangered building by the Preservation Alliance of Philadelphia. Other notable structures in or very close to the study area (and detailed in the History section) are the Divine Lorraine Hotel, the Metropolitan Opera House, the former YMCA, the Church of the Gesu, and Girard College. The overall area contains many beautiful residential rowhomes, particularly west of Broad Street, some of which are in disrepair, while others have been restored. Care should be taken to restore this district appropriately and preserve some of its wonderful architecture.

Asset: Density

The density of the station area is difficult to compute by census tract but the overall density of Philadelphia as a whole is 10,640 persons per square mile (population density), and seven housing units per acre (gross housing unit density), and 18 housing units per residential acre (net housing unit density). For the area considered Lower North Philadelphia (roughly the area north of Center City and south of Allegheny Avenue), the population

Figure 1: Land Uses in the Girard Study Area

Food/Beverage (d=drive through):

- Checkers Drive-In (d)
- KFC (d)
- McDonald’s (d)
- China King
- Fine Donuts
- Halal Pizza
- Burger King (d)
- Dunkin Donuts (d)
- All Seasons Deli
- McJay’s Food Market/Lotto
- Met Bar
- John’s Seafood
- Crown Fried Chicken
- PK Food Market

Clothing/Sporting Goods/Appliances:

- Sneaker Villa
- American Family Services Thrift Store
- Les Pros International (clothing)
- Neighborhood Discount Store
- Cell phone store
- Philly Bicycles Inc.
- Rent A Center
- Beeper store
- Dollar store
- Clothing store
- Kessler’s True Value Hardware

Drug store:

- CVS
- RiteAid

Auto-Oriented Uses:

- Sunoco A Plus Mini-Mart
- Strauss Discount Auto Service Center
- East Coast Discount Diesel Station
- Penn Auto Parts
- Bassetts Auto Tags
- Class A Auto Salon
- Rims (auto accessory store)

Personal Services:

- Dry cleaners
- DocuCare (copy center)
- Check Cashing
- Nail salon (2)
- Hair salon (3)
- Laundromat
- Barber shop
- Beauty supply (3)

Figure 1, Continued.

Institutions:

William Penn High School
YMCA
Freedom Theatre
Blue Horizon Boxing Ring
Opportunities Industrial Center (OIC)
Substance Abuse Center
Pillar of Bethel
Amazing Grace Church
United Methodist Services
Philadelphia Conference for Homeless
People for People
Salvation Army
American Family Services
Holy Ghost Revival Center (old
Metropolitan Opera House)
ACORN Housing Corporation
New Millenium Foundation/Trade Union
Leadership Council
Allegheny Child Care Academy
Post Office
American Red Cross
Apostolic Assembly
Minority Arts Resource Council
Pyramid Temple
Guardian Civic League
Divine Temple Church
Calcutta House

Medical:

St. Joseph's Hospital
Medical offices (3)
North Philadelphia Health System
North Philadelphia Financial Partnership
Interstate Blood and Plasma Center

Professional Offices:

Lawyer
W. Curtis Thomas (State Representative)
Drexel Bindery Inc.

Housing:

Regency Apartments (100+ units with
ground floor retail)
Some apartments above stores on Broad
Street
West Poplar Nehemiah housing
"The View" (8-story apartment building)
Zion Garden Apartments (3-story brick
buildings)

Source: DVRPC Land Use Field Survey,
Spring 2004.

density is 14,861 persons per square mile, and is likely to have a higher housing density than the citywide average (as the city average is skewed lower by the less dense areas of Far Northeast Philadelphia, Germantown, Chestnut Hill, Manayunk, and Roxborough).

Planning Environment

Asset: Strong Neighborhood Group: Girard Coalition

The Girard Coalition, formed in 2001, is a group of stakeholders from community groups along Girard Avenue from I-95 to 33rd Street, and includes the following neighborhoods: Brewerytown, Cabot, East Poplar, Fairmount, Fishtown, Francisville, Kensington South, Ludlow, Northern Liberties, West Poplar, and Yorktown. The Girard Coalition was originally convened by the Philadelphia Empowerment Zone and the Local Initiatives Support Corporation (LISC), and as of February 2004, is now a formally structured organization known as Girard Coalition Incorporated. The Girard Coalition published a visioning report, entitled *Making a Neighborhood Main Street: A Plan for Girard Avenue*, that details multiple recommendations for the entire corridor, including specific recommendations for Broad and Girard. Their ambitious future planning efforts will include a Girard Avenue Streetscape Plan, a Public Open Space Plan, a Girard Avenue Circulation Plan, a Girard Avenue Design Guide, and Girard Avenue logo and identity concepts. Their overall goal is to make Girard Avenue a destination. The coalition publishes a monthly Girard Coalition newsletter, has hired a full-time organizer, and has raised \$900,000 for streetscape improvements in 2003.

Comprehensive Plan

There is no specific City Planning Commission plan for this area, however, the Girard Coalition plan (*A Plan for Girard Avenue*), given its breadth and wide community involvement, could be informally considered the "comprehensive" plan for the area.

Additionally, the area around the Girard station is part of the Philadelphia Empowerment Zone/Renewal Community, which is a federally funded initiative to foster economic development in distressed urban and rural communities. The program offers a set of tax incentives to existing businesses and new businesses to locate within the designated zone, including federal wage credits, tax deductions, and tax-exempt facility bonds.

Zoning

The zoning in the station area is quite varied, with a range of commercial (C-2, C-3, C-4), high-density residential (R-9A, R-

10, R-15) and institutional zoning (IDD). Current zoning is not as TOD-friendly as it could be. There is no prohibition on front-loaded parking, and new residential development is required to provide one parking space per unit (except for infill development of less than four dwelling units per acre). The recent DVRPC-funded TCDI study, *Update of Land Development Codes*, recommends a new overlay district for traditional commercial districts such as Broad and Girard, to combat some of these issues. Map 3: Girard Zoning illustrates the location of these districts.

R-9A Single-family attached (row) houses are permitted in this zone, as are some nonresidential uses, including places of worship, libraries, railroad stations, some professional offices, etc. Minimum lot area is 1,440 square feet.

R-10 Same permitted uses/lot size minimum as R-9A—the only difference between the two zones is that dwellings in R-9A districts must have a small front setback.

R-15 Mid-rise and high-rise multifamily residential zone. Single, two, and multifamily dwellings in a single structure are permitted on a single lot. Minimum lot size is 5,000 square feet (20-30 percent of which must remain open). No height restriction is listed. Nonresidential uses are the same as those for R-9A and R-10.

C-2 Retail, restaurants, offices, entertainment uses, laundromats, some auto care facilities, and personal and business services are permitted in this zone. Residential uses “permitted in any residential district” are also allowed. No lot size requirements, but structures cannot exceed three stories or 35 feet in height.

C-3 Same permitted uses as C-2, but with fewer restrictions. Wholesale uses allowed; no listed limits on building height.

C-4 High-density commercial district that allows mixed-use development in high-rise buildings. Because of the density permitted, amenities must be provided to compensate for the impact of the development. Such amenities may include open space, public art/landscaping, retail space, direct connections to underground public transit, etc.



Renovated townhomes and the Calcutta House on the 1600 block of Girard.



Large townhome at 16th and Girard with adjacent vacant lots.

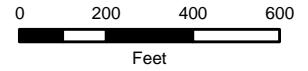


North Philadelphia Health Systems on the 1500 block of Girard.

Map 3: Zoning

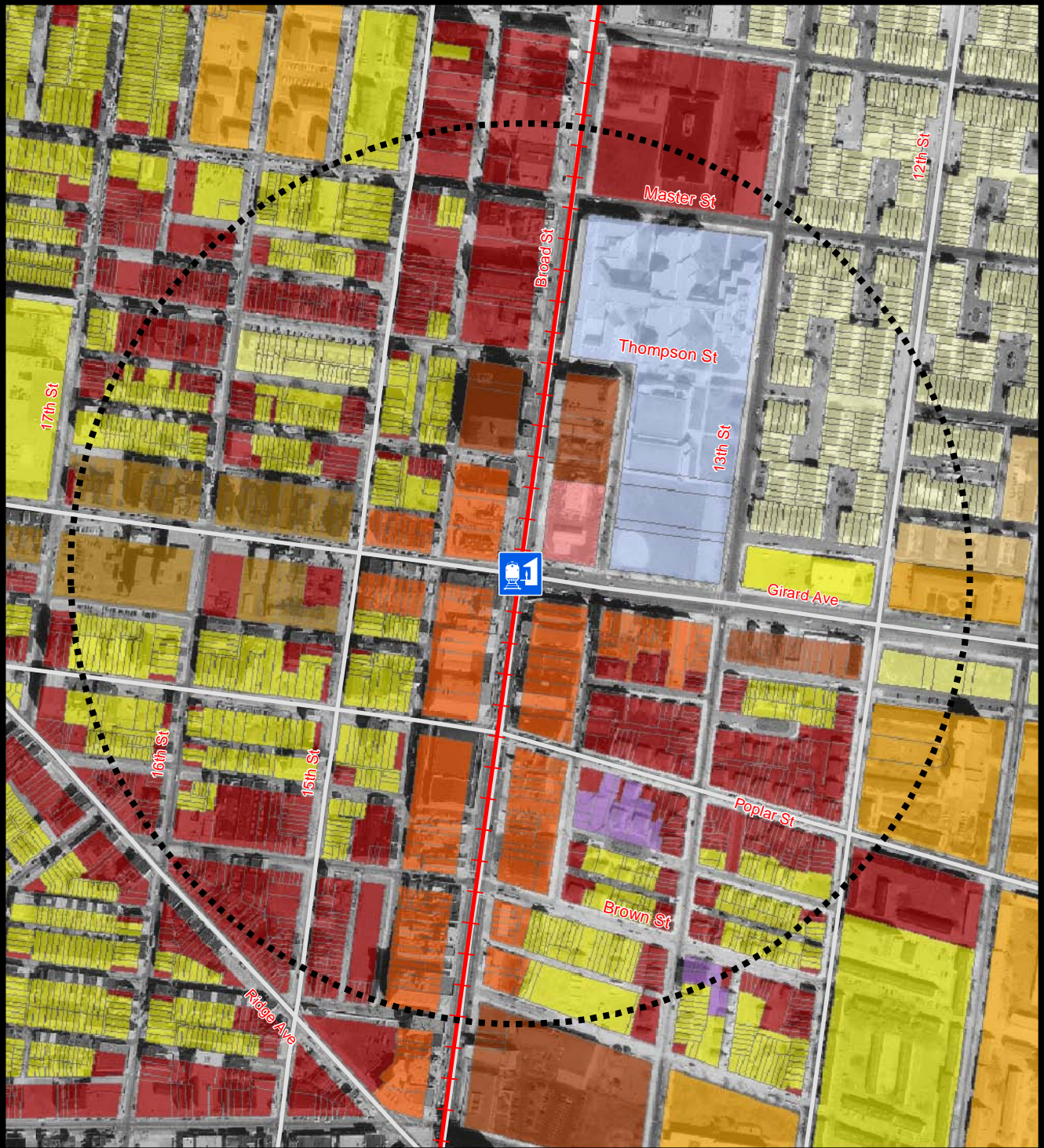
Girard

Broad Street Subway
Philadelphia Co., Pennsylvania



Delaware Valley
Regional Planning Commission
June 2004

Orthophoto Date : 2000



- | | | | | |
|-----------------------|---------------------------|-------------------------------|--|-----------------------|
| Girard Subway Station | Commercial (C2) | Single-Family Twin/Row (R9A) | Multifamily (R15) | Heavy Industrial (G2) |
| 1/4 Mile Radius | Commercial (C3) | Single-Family Twin/Row (R10A) | Low Density Multifamily (R13) | |
| Broad Street Subway | Multistory Office (C4) | Multifamily Twin/Row (R9) | Low Density Multifamily (R12) | |
| Selected Roads | Commercial w/parking (C7) | Multifamily Twin/Row (R10) | Institutional Development District (IDD) | |

IDD Institutional Development District permits schools/colleges and their adjunct facilities, hospitals and health centers, museums, libraries, recreation centers, public buildings and services, places of worship, clubs and lodges. Retail commercial sales and services are permitted as accessory uses in IDD's covering 10 or more acres. Minimum land area is three acres. No height limit. No more than 70 percent of IDD, exclusive of streets, may be occupied by structures.

The City of Philadelphia Zoning Ordinance has designated two **Special District Controls**, also known as Zoning Overlays, which limit uses that would normally be allowed in the C-Commercial land use classification. These two overlays are relevant to any new development on the Avenue of the Arts. Section 14-1620, Avenue of the Arts North Special District Controls, is specifically related to new development on Avenue of the Arts North. Limits on development are stricter than the underlying zoning. The controls apply to all commercially zoned properties with frontage on the Avenue of the Arts between JFK Boulevard and Cambria Street. The purpose is to maintain the street scale, historical character and pedestrian-friendly atmosphere as future development and redevelopment progresses along Broad Street. Prohibited uses include automobile repair shops, automobile sales lots, bottling or distribution of liquids for human consumption, and restaurants with take-out windows or drive-in service. The review of new or altered building facades and new signage is required. Developers must obtain a variance to overrule the special controls.

Special Studies

Girard Avenue Physical and Economic Development Strategy, funded through a DVRPC Transportation and Community Development Initiative (TCDI) grant, will create a physical and economic development strategy for the entire Girard Avenue corridor. The study will include a market analysis, development potential, a land use plan, a public space improvement element, façade improvements, urban design standards, traffic circulation and calming, and finally, an implementation plan for action. A consultant team has been hired to create design elements for streetscape improvements and marketing efforts. In addition, the corridor benefits from the active participation and backing of several community groups working for the corridor's residential and commercial revitalization. The study's recommendations for the specific area of Broad Street and Girard Avenue include encouraging the development of mid-rise elder housing to take advantage of excellent transit access.



St. Joseph's Hospital on the 1600 block of Girard.



View down 15th Street looking south from Girard.



Zion Garden Apartments on the 1100 block of Girard.



Girard Avenue is wider east of Broad Street, and can accommodate the new light rail in the center lane.



Narrower roadway along 1400 block of Girard necessitates a street-running trolley.



On-street metered parking along 1300 block of Girard Avenue.

New Century Neighborhoods (July 2001) by the Philadelphia City Planning Commission presents a market-oriented framework to help create residential “products”—homes, apartments, city blocks and entire communities—that more effectively attract and retain households. The report highlights the need to update residential choices in the city to meet the demands of present and future generations.

Extending the Vision for South Broad Street (October 1999) by Avenue of the Arts, Inc. and Philadelphia City Planning Commission envisions development priorities and opportunities along South Broad Street, from City Hall to Washington Avenue. While this report deals with the area south of Girard station, it illustrates the broader plans and goals of the entire Avenue of the Arts, whose northern section includes Broad and Girard.

Access

Transit Level of Service and Ridership

The area is served by the Broad Street Subway Line (BSL), the Broad-Ridge Spur subway, multiple bus routes, and the soon-to-open Route 15 light rail along Girard Avenue. The Broad Street local and express subways, and Ridge Spur subways arrive and depart every 7 minutes during rush hours, and every 8 to 12 minutes during off-peak hours. Express service operates on weekdays between the hours of 6:30 a.m. and 9:00 a.m., and from 3:00 p.m. until 6:00 p.m. Express trains also run during special events at the Sports Complex. Buses substitute for the Broad Street line from 12:30 a.m. to 4:45 a.m. Ridge Spur trains operate through the 8th Street Station (Market-Frankford Blue Line) Monday through Saturday, but do not serve the Chinatown Station on weekends. During peak commuting hours, the Route 15 light rail is expected to run every 8 minutes, an improvement over the current Route 15 bus, which provides service every 12 minutes. Ridership at the Broad and Girard subway station is 3,936 boardings per day.

The subway station was constructed between 1924 and 1928 and is in a state of disrepair. Improvements are needed to modernize the station, adding wheelchair access, a ticket office, ticket machines, and bike storage or racks.

Bus Lines

SEPTA bus routes 2 (runs along 16th and 17th streets), 15 (soon to be light rail), and C (along Broad Street) run within one-eighth mile of the station. Bus routes 23 (runs along 11th and 12th Streets) and 61 (along Ridge Avenue) are within a quarter-mile of the station.

Parking

There is no dedicated parking for transit riders, though there are a number of parking lots in the area for specific uses, such as the fast food restaurants, St. Joseph’s Hospital, and some of the retail establishments. There is also on-street metered parking along Girard Avenue and Broad Street, as well as some side streets in the study area.

Sidewalks, Trails, Bike Lanes, Accessibility

There are ample sidewalks on all streets in the study area, though increasingly Broad Street has seen more curb cuts for automobile drive-through windows at fast food establishments. There are currently no marked bike lanes on any of the streets in the study area, though Girard Avenue from Broad Street to Front Street has been rated above average for bicycling by the Bicycle Coalition. There are no trails in the area. The subway station is not wheelchair accessible.

Street Network

The area is composed of short, frequent blocks with narrow streets and clearly demarcated pedestrian crossings. The numbered grid system makes it easy for a pedestrian to navigate the area.

Roadways

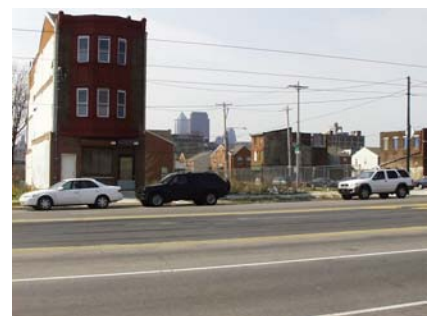
Both Broad Street and Girard Avenue are major roadways in the study area. Broad Street is a six-lane arterial, with three lanes running north, with the outer lane used for on-street metered parking in some sections, and three lanes running south with the same outer lane for on-street parking. There is also a center turn lane, though many left-hand turning movements are restricted. It is also known as the “Avenue of the Arts” from Lehigh to Washington avenues. There is some on-street metered parking on both sides of the street.

Girard Avenue is an east-west arterial roadway. Girard Avenue varies in width from 34 feet to 84 feet, depending on the segment. It is 84 feet on the east side of Broad to 6th Street, with a trolley lane in the middle, two lanes running each way (for a total of four traffic lanes), and on-street parking on both sides. West of Broad Street, Girard Avenue narrows significantly to 34 feet, with one travel lane in each direction, on-street parking on both sides, and the trolley running in the travel lane. The posted speed limit is 25 miles per hour, though observed speeds can reach higher, with most drivers traveling at 25 to 35 miles per hour. Girard Avenue stretches from Norris Street in Fishtown to 67th Street and Cobbs Creek Park in West Philadelphia.

Other north-south streets are the numbered two-lane, one-way streets of 12th (running south), 13th (running north), 15th (running south), 16th (running north), and 17th (running south).



Large street trees line the 1300 block of Girard.



Vacant land along 1200 block of Girard.



The new Althea Gibson Tennis Center on 1000 block of Girard.



Townhomes along 1400 block of Girard.

Traffic Volumes

DVRPC counts traffic on major roadways throughout the nine-county region. Annual Average Daily Traffic (AADT) represents an estimate of all traffic counted for a 24-hour period at the location indicated. The years and segments of roadway counted may differ.

Figure 2: Traffic Counts for Girard Study Area

Road Name	From	To	Date	Direction	AADT
Broad Street	Spring Garden Street	Ridge Avenue	2002	Total	35,676
				North	16,891
				South	18,785
Broad Street	Girard Avenue	Jefferson Street	1998	Total	35,355
				North	17,993
				South	17,362
Girard Avenue	13 th Street	6 th Street	2002	Total	30,535
				East	15,221
				West	15,314
Girard Avenue	10 th Street	Broad Street	1999	Total	13,484
				East	6,343
				West	7,141
11th Street	Girard Avenue	Spring Garden Street	1997	Total	3,563

Source: DVRPC, 2004.

Figure 2: Traffic Counts for Broad and Girard Area indicates that there is significant traffic along Broad Street, both north and south of Girard Avenue, with annual average daily traffic through the area of 35,000 cars per day. Girard Avenue sees a bit less traffic, though still significant at 30,000 cars per day on Girard from 13th to 6th streets, and 13,000 cars per day from 10th Street to Broad Street.

Pending Transit Agency or DOT Improvements

Projects included in the DVRPC Transportation Improvement Program (TIP) include:

§ *Broad Street Subway Station Improvements* (TIP #S070) is a SEPTA project that will provide for the construction of improvements to three stations on the Broad Street Subway Line (BSL). The stations to be improved are: Girard, Spring Garden, and Walnut-Locust. These stations were constructed between 1924 and 1930 and are showing signs of disrepair and

deterioration due to their age and use. Station elements to be improved by this project include lighting; wall, floor and ceiling finishes; passenger amenities; signage; passenger control and cashier facilities; platform tactile warning strips; audio-visual public address system; and the installation of elevators. Materials installed at these stations will be easy to maintain, have a long life expectancy, and possess vandal resistant qualities. These improvements will convert the three stations into modern, attractive, well-illuminated, functional and secure transit facilities. Construction for Walnut-Locust and engineering of Girard and Spring Garden stations has already begun.

§ *Girard Avenue Light Rail Program* (TIP# S073) is a SEPTA project that received \$20 million in funding in the Fiscal Year 2001 TIP. The project provided for the engineering and construction of improvements for the Girard Avenue Light Rail Line (Route 15); total project cost is about \$89 million. The rail line was temporarily converted to a bus operation in 1992, and runs 8.2 miles from Westmoreland and Richmond streets in North Philadelphia to 63rd Street and Girard Avenue in West Philadelphia. Improvements made to the infrastructure will include: 1) renewal of track and overhead wire facilities 2) renewal and upgrading of the power supply system to accommodate power requirements of light rail vehicles 3) implementation of selected “Transit First” improvements. To improve service reliability and speed, Transit First Improvements include exclusive transitway where possible, and improved transit stations designed to speed customer boarding and alighting and deter cars from illegally encroaching onto the right-of-way. In addition, this project provides for the retrofitting and modernization of bays at SEPTA’s Callowhill vehicle maintenance facility to accommodate the storage and maintenance of light rail vehicles.

Also, the City of Philadelphia recently obtained state funds to improve Broad Street from City Hall north to Lehigh Avenue as part of the Avenue of the Arts North streetscape initiative. SEPTA is in the midst of a major upgrade of the entire length of Girard Avenue as part of the Girard Avenue Light Rail Project, and received a \$484,000 Transportation Enhancements grant for streetscape improvements in 2001.

Development Opportunity Areas

Development opportunity areas include vacant lots, empty storefronts, and empty floors above stores found within the study area. Some of these are:



Vacant lots and townhomes along the 1200 block of Girard.



Vacant buildings and Rent-A-Center along Broad between Girard and Polar.



Storefronts along Broad between Parrish and Brown, including vacant bar, operating bike shop, and hair salon.



Attached townhomes north of Girard and east of Broad.

- Old gas station on Broad Street between Parrish and Brown streets
- Vacant bar on Broad Street between Parrish and Brown streets
- Upper floors of commercial buildings on Broad (many “for lease” signs)
- Several empty storefronts on Broad Street
- Several vacant lots on Girard Avenue
- Several vacant houses on Girard Avenue, particularly on the 1200 block and 1400 block
- Available retail space in the Heritage Village II Shopping Center (under construction)

Possible retail uses of these sites are discussed below.

Market Potential

Housing Market

The overall market for housing in the area seems to be good, given the new infill housing units being developed on 15th Street, the West Poplar Nehemiah Project east of Broad Street (completed in 2000), and plans for 68 new homes behind the Heritage II retail development on the 1200 block of Girard Avenue. As home prices continue to rise in Center City, more people are attracted to areas on the edge that are more affordable. Between Center City and Girard Avenue, along Broad Street and to the east, the loft district continues to expand, attracting many young professionals. Chinatown is also pushing further north of the Vine Street Expressway, and is currently lacking enough housing for its community. Many people in the Chinese community would like to live in Chinatown or nearby, and areas to the north near Girard could be appealing to them. Temple University to the north has put a new emphasis on on-campus housing as well as new off-campus housing nearby for students. Given the pressure from the south coming from Center City, and Temple’s expansion in the northern section of the study area, Broad and Girard seem to be well located in regard to housing opportunities. Home prices continue to rise, as the West Poplar Nehemiah units initially sold for \$129,000 in 2000 are now selling for \$139,000 and up.

Retail Market

The market for urban retail depends on the consumer demand of residents and workers, population density and market capture area, and a central location that is proximate to an economically diverse metropolitan region. Broad and Girard does benefit from a central location in the City of Philadelphia, and a large residential population surrounding the area, and this continues to grow with new infill housing. Broad and Girard, while catering



Vacant building on 15th Street south of Girard.



New townhomes north of Girard and west of Broad.

to some local workers, is too far in terms of walking distance for Center City workers to frequent on foot.

The consulting firm, Urban Partners, in cooperation with the Girard Coalition, prepared a detailed market study for the entire Girard Avenue corridor, entitled *Girard Avenue Market Analysis Report* in October 2003. The report compares supply-and-demand data and found that trade area stores are capturing convenience good sales and personal service sales in proportion to trade area residents' purchases. For shopping goods and other retail stores, however, residents are leaving the area to purchase these goods. The report divides Girard Avenue into distinct trade area segments for more detailed analysis, one of which is Broad and Girard. The boundaries for this analysis are roughly Girard Avenue from 9th to 19th streets, from Susquehanna Avenue to Green Street. While this segment is larger than the TOD study area, its information can still prove very useful to this study.

Of the entire Broad and Girard trade area, 58 percent of retailers are convenience goods (grocery, beer, drug stores, restaurants, bars), while 17 percent sell shopping goods (clothing, jewelry, electronics, books, music), while 5 percent were other retail stores (hardware, auto parts). Twenty percent of businesses are services (hair salons, laundries).

From 2000 Census data, the overall Broad and Girard trade area has a population of 21,432 persons, with a per capita income for 2003 of \$11,863, for a total income for the area of \$254 million. Based on information about the retail spending habits of Philadelphia area residents, as compiled by *Sales and Marketing Management*, the area's inhabitants spend \$122 million on retail goods annually, of which \$63 million is spent on convenience goods, \$57 million on shopping and other retail goods, and \$2 million on personal services.

In terms of trade area retailers capturing trade area residents' purchases, **convenience goods** capture 122 percent of purchases, while **shopping goods** capture 58 percent, **other retail stores** capture 71 percent, and **services** capture 354 percent. These uses capture beyond the trade area residents' purchases to those working or traveling through the neighborhood. Within these categories, however, there is a wide variety of capture rates. Supermarket sales capture only 10 to 25 percent, due to few supermarkets in the area and residents buying from convenience stores or smaller specialty stores, or frequenting supermarkets outside the neighborhood.

Those convenience uses capturing beyond trade area residents' purchases are limited service restaurants (551 percent), bars (280 percent), and full-service restaurants (101 percent). For



Vacant gas station next to East Coast Diesel on Broad Street south of Girard.



Kessler's Hardware on 1200 block of Girard.



Broad Street looking south from Parrish Street.



Strauss Auto Service Center, Burger King, Dunkin Donuts, on Broad Street just south of Poplar.



PK Food Market and Drexel Bindery on 1300 block of Girard.



Art deco Bell Auto Parts on 1300 block of Poplar.

shopping goods, the area is lacking many different types of stores, including department stores, warehouse clubs, men’s clothing, children’s clothing, video stores, furniture, home furnishings, appliances, toys, and gift stores. The area achieves the 58 percent capture rate for shopping goods because of higher capture rates for shoes, general merchandising (dollar stores), books, and electronics. The 71 percent capture rate for other retail stores is heavily skewed toward high capture rates for auto parts and paint and wallpaper stores. The very high 354 percent capture rate for services is due to the large number of hair salons, laundries, and dry cleaners that attract outside customers.

Overall, the study found that \$65 million in residents’ purchases are not “captured” and are leaving the area. Given this gap, and given the varying capture rates, the market study came up with a short list of retail uses that have a sufficient market to support a viable business and might work well in the Broad and Girard area. These include:

- Supermarket or grocery store
- Full-service restaurant
- Men’s clothing
- Women’s clothing
- Children’s clothing
- Jewelry stores
- Furniture
- Floor coverings
- Computer and software stores
- Specialty sporting goods
- Toys and hobbies
- Sewing and needlework
- Music stores
- Gift, novelty, souvenir stores
- Nursery and garden centers
- Florists
- Pet supply stores

More specifically, the study found key development opportunities for:

- A 19,000-square-foot supermarket
- A 5,000-square-foot sit-down “Girard Diner”
- 6,000 additional square feet of clothing and jewelry stores
- 11,000 square feet of shopping goods not found in area, such as furniture, floor coverings, toys, hobby, sewing, musical instruments, gifts/souvenirs
- Another 9,000 square feet of other shopping goods such as computers and software, specialty sporting goods,

garden center, florist, pet supply, and health care equipment

- 4,000 square foot expansion of Kessler’s Home Center hardware

The 17,000 square foot Heritage Village II shopping center, under construction on the 1100 block of Girard, and a new Sav-A-Lot supermarket proposed for the 900 block of Girard Avenue may address these missing retail opportunities. Several stores have also recently opened along the 1300 block of Girard.

Buying Power

The area’s high population density and good transit access are positive factors in contributing to the success of urban retail. Even though the study area contains mostly low to moderate-income households, research suggests that the buying power of such urban neighborhoods is often underestimated. Higher population density can compensate for lower incomes in an area, in terms of overall buying power. Also, new housing development will increase demand for retail.

Business District Identity

What’s lacking is a proven identity and visibility to Broad and Girard, in order to attract both shoppers and retailers. Most city dwellers do not associate anything with this particular intersection or area, and most only know that it is somewhere in North Philadelphia. The area should appeal to daytime users (residents and workers), and nighttime users from the larger regional market. Broad and Girard’s retail mix currently serves only these daytime users, and offers little draw for a larger regional market, beyond some personal services. Evening visitors to the New Freedom Theatre, the Legendary Blue Horizon, or St. Joseph’s Hospital have very few choices when it comes to dining out, grabbing an after-show drink, or shopping.

There are many types of business districts, and Broad and Girard needs to decide what market niche to promote. Possible district themes that could work in this area are:

- *Entertainment District:* Building off of the market synergy of the New Freedom Theatre, the Legendary Blue Horizon, and the Avenue of the Arts North designation, the area could try to attract sit-down restaurants, jazz clubs, and other music and arts venues.
- *Student District:* Given its proximity to Temple University and their ever-growing resident population, St. Joseph’s High School, William Penn High School, and Girard College, the area could try to attract uses that serve students, such as bookstores, music stores, sit-down restaurants, casual restaurants, coffee shops, and



Intersection of Broad and Master streets.



Pyramid Temple and private homes on 1500 block of Girard.



Old Met Opera House on Broad Street.



RiteAid and Heritage Shopping Center on 1200 block of Girard.



Attractive townhomes on North 15th Street north of Girard.



YMCA under renovation on 1500 block of Girard.

copy stores. This could be an extension of the Cecil B. Moore district near Temple.

- *Regional Highway-Serving Commercial District:* This area could try to attract national retailers given its excellent road access, however new stores should be built at a pedestrian scale, so as to respect its role as a TOD.

A diversity of business types is also critical to the success of a neighborhood business district, and most successful areas contain branches, some chain stores, and some mom-and-pop establishments.

District Needs

In order to attract retailers and shoppers to the area, the area needs to be safe and be perceived as safe by its potential users. The City or neighborhood coalition should work to make the area safer through a number of measures, including:

- Hiring private security or community service representatives, similar to the Center City District
- Installing better storefront lighting and security cameras
- Encouraging stores to stay open later in the evening to bring life to the street
- Discouraging the use of metal security window grates that detract from the streetscape and indicate to everyone, criminal and shopper, that the store is closed
- Encouraging the conversion of the upper floors of retail buildings to apartments, thereby populating the area at night
- Creating a 24-hour shopping district, by encouraging sit-down restaurants and entertainment venues

Rent Dilemma

Another challenge in any neighborhood business district in a weak market is maintaining the quality of the retail buildings. Sales volume is often not enough to fix up and maintain older buildings. Often times public intervention is necessary to fix up facades or adaptively reuse buildings, as the owner does not make enough money to undertake renovations. Given Philadelphia's age and historic structures (and balancing the need for historic preservation), this is a challenge in many neighborhoods, not just Girard.

Office Market

According to Urban Partners' *Market Analysis Study*, the office market at Broad and Girard has been slow to develop, given a weak market, though rental rates are quite competitive at \$700 per month for a 1,200-square-foot first-floor office space. This translates to \$0.58 per square foot. A relatively new office use is Drexel Bindery on the 1200 block of Girard. More common is investor interest in creating residential units.

Recommendations

Market/Land Uses:

1. **Attract other retail** uses (see previous list). Diversify retail mix. Recruit successful businesses from other neighborhoods, or new start-ups. Consider franchises or chains if the balance of chain versus independent can be maintained. A chain store can provide an anchor to a business district of independent stores. Offer technical assistance on new start-ups and local entrepreneurship.
2. **Prohibit any other auto-related uses**, as they detract from the streetscape and pedestrian experience. These uses should be prohibited in a new zoning overlay district protecting traditional commercial districts.
3. Build new **senior housing**. Given its great transit access, new senior housing with retail on the ground floors could be built.
4. Encourage **“living above the store”** by converting upper floors of retail buildings along Broad and Girard to residential, if they are not already. Discourage storage uses.
5. **Assemble parcels** of land to spur development opportunities, and fast track the city approval process for these parcels.
6. **Market available sites**, through community organizations, websites, and databases. Include information on security, demographics, neighborhood buying power, institutional neighbors, nearby transit and TOD, and proximity to the central business district.
7. Consider long-range land use changes to the Broad and Girard intersection. A **continuous retail corridor** should be strengthened along Broad and Girard at its intersection and in the two to three blocks radiating outward. Active retail should be located on Broad and Girard, with neighboring streets housing secondary service uses.

Access:

1. Consider **traffic calming along Girard Avenue**, particularly at Broad Street and in the area east of Broad, as Girard Avenue is 84 feet wide at this point and can be difficult to cross. Such measures as sidewalk bulbouts that narrow the cartway, and enhanced crosswalks, can



Mural on Broad Street with Regency Apartments in background.



Honest Lou's Pest Control, now closed, next to vacant lot, on Broad Street at Parrish.



Broad Street looking south from Parrish Street, with Salvation Army Mural, Divine Lorraine Hotel, and City Hall in the distance.



New infill housing on North 15th Street north of Girard.



Church and homes along 1500 block of Girard.



Old Metropolitan Opera House, now used by church group, across from auto service center.



North side of Metropolitan Opera House, under renovation.

help slow drivers down and make crossing the street easier. Textured crosswalks should only be textured on the outside of the walking area, for ease of use by wheelchairs. The intersection of Broad and Girard is heavily used, particularly for intermodal surface transfers between subways, buses, and soon light rail. Investigate the timing of walk/don't walk signals to ensure enough time for pedestrians to cross safely.

2. Install **bus shelters** in the station area, to improve the transit experience.
3. Install **signage** indicating the intersection's transit services and intermodal connections.
4. Maintain **on-street parking**. If parking is not sufficient for the study area, consider opening a highly visible **"Park Once" lot**, so customers can park once for area stores and walk to various destinations without getting back into their cars.
5. When opportunity presents itself (such as through street repaving), install well-marked **bike lanes**.
6. Ensure the smooth operation of light rail by **enforcing restrictions on not blocking the rail right-of-way** (such as with parked cars or trucks delivering goods), particularly on sections where the right-of-way is not exclusive.

Regulatory:

1. Adopt **sign ordinance** and offer small grants as an incentive for owner to invest in attractive signage. Limit billboards in the area.
2. **Preserve threatened historic buildings** or offer grants to owners of older buildings for maintenance and façade improvements. Offer technical assistance in leasing and maintenance. Limit demolitions through stronger demolition controls.
3. Adopt **design guidelines** and offer design assistance.
4. Enforce **building codes** to eliminate illegal conversions and provide for proper upkeep of buildings.
5. **Recruit institutional partners** (St. Joseph's Hospital, St. Joseph's Preparatory School, area churches) for revitalization. Institutions can offer direct financial assistance, in-kind goods, technical assistance, event sponsorship, and manpower.

6. **Enforce Avenue of the Arts North Special Controls District**, Section 14-1620, which limits certain types of new commercial development that fronts on Broad Street. The purpose of the overlay is to maintain the street scale, historical character and pedestrian-friendly atmosphere as future development and redevelopment progresses along Broad Street. Prohibited uses include automobile repair shops, automobile sales, bottling or distribution of liquids for human consumption, and restaurants with take-out windows or drive-in service. The review of new or altered building facades and new signage is required. Developers must obtain a variance to overrule the special controls.

7. **Consider Special Controls** similar to those on Broad Street for **Girard Avenue**.

Physical:

1. Improve the overall image and **appearance of the Girard subway station**. Preserve existing architectural and historical details whenever possible. Improve the subway's exterior entrances through the construction of decorative sheds over the entrances, possibly glass, to allow light into subway stairwells. Include attractive and informative signage and displays on transit services and area attractions. Install ticket office, ticket machines, and bike storage or racks.

2. Improve the **site design** of any new infill development so that it is appropriately urban. Building design and materials should fit the context of the neighborhood. Do not allow large setbacks (typical in suburban areas), parking fronting on Girard Avenue or Broad Street, or blank walls to dominate the street frontage (such as those at William Penn High School, Heritage Shopping Plaza, and the new tennis center). Restrict front garages and driveways on new residential development or redevelopment. Limit curb cuts and prohibit any more drive-through businesses. Work with national chain stores to adapt their usual store prototype for pedestrian orientation and a more urban site design.

3. Carry over any planned **streetscape improvements** along Girard Avenue to portions of Broad Street, or coordinate with Avenue of the Arts Inc. and their streetscape work on South Broad Street.

4. Honor the corner of Broad and Girard by identifying redevelopment opportunities with buildings of



New infill housing south of Girard and west of Broad.



Vacant art deco building, next to laundromat, hair salon, OIC, and Sneaker Villa on North Broad Street.



1500 block of Girard Avenue.

important public design, public art, and public space.

5. Set up a **façade improvement grant program** for the neighborhood. Encourage large windows and changing storefront displays to attract customers. Encourage shop owners to illuminate their stores at night, for safety, window shopping, and street presence.

Programmatic:

1. Host **neighborhood events** for citywide exposure. Encourage Avenue of the Arts Inc. to host events, such as their lunchtime concert series, or partner with the Blue Horizon and the New Freedom Theatre to host “North Philly Day,” or with SEPTA upon the opening of the Girard Avenue light rail. Encourage inclusion on parade routes.
2. Encourage businesses to **stay open later** in the evening, to serve evening commuters, night-shift workers at the hospital, and those coming to the area for arts or cultural attractions.

Figure 3: Girard Before Photograph shows the intersection of Broad and Girard streets before the CVS was built last year.



Figure 4: Girard Photo Simulation illustrates how the intersection of Broad and Girard could be transformed into a more active, healthy, and urban corner. The new CVS is shown on the southwest corner, next to renovated brownstones, and a new building on the 1500 block of Girard replacing a surface parking lot. A new office building, built to the sidewalk with ground floor retail including a bank, is shown on the northwest corner, replacing the Checker's drive-through restaurant. The McDonald's is reimagined on the northeast corner as a more modern building, also built to the sidewalk, with outdoor seating. The Met Bar on the southeast corner has become a Virgin music store, and its building is renovated. The Route 15 light rail is shown, running along red brick pavement to indicate to cars and pedestrians the presence of the rail line. New street striping allows on-street parking. Sidewalk bulbouts at the corners are included to help pedestrians cross these wide streets. New decorative lighting, banners, light sculptures, and subway entrances are added, and billboards are removed.



Conclusion

Much planning work has been done along Broad Street and Girard Avenue in the last few years. This study focused on transit-oriented recommendations for the missing puzzle piece, the Broad and Girard intersection. While this analysis generated many fine-grained neighborhood recommendations, one large new mixed-use TOD development nearby could serve to re-energize this immediate area and bring focus to the overall TOD recommendations.

Lansdale: Reinvigorating An Older Suburban TOD

Study Area

The study area is comprised of a quarter-mile radius surrounding the Lansdale SEPTA Regional Rail Station in Lansdale, Montgomery County, Pennsylvania. The study area extends from Wood Street to the west, Chestnut Street to the east, 5th Street to the north, and Pellett Street to the south. See Map 4: Lansdale Existing Uses.

Transit

The Lansdale train station is located at the intersection of Main and Green streets in the center of the borough's commercial district. The station is served by SEPTA's R5 Regional Rail line and is proximate to several connecting bus routes.

Snapshot

Lansdale can be characterized as a traditional older suburban downtown, with several blocks of a typical "Main Street" downtown business district, located adjacent to the Regional Rail station. This area of Montgomery County is growing in population and jobs, and land and home prices are appreciating. A visitor to Lansdale would be impressed by its intact downtown shopping street, with its street trees, brick sidewalks, and period lighting. Main Street does suffer from some storefront vacancies and a lack of an overall shopping image. The overall retail mix lacks destination retail, an abundance of stores with merchandise, or a significant restaurant scene. This once thriving downtown must compete with the area's regional shopping malls, like Montgomery Mall in Montgomeryville. In order to remain competitive, Lansdale must offer a compelling reason to attract shoppers. Given its excellent regional location, its transit access and attractive train station and plaza, dedicated municipal staff, and a growing desire by many people to live within walking distance of shopping and services, Lansdale should be well poised to become a healthy TOD. This can be accomplished through greater emphasis on a renewed downtown and more flexible zoning to encourage redevelopment of key development sites.

History

Founded in 1872, Lansdale Borough can actually trace its roots to the 1850s, when the North Pennsylvania Railroad laid tracks north from Philadelphia through central Montgomery County. Over time, the forested and sparsely populated hamlet grew into a prosperous community as the railroad brought jobs to the area and generated demand for housing, businesses and services.



Lansdale SEPTA Station.

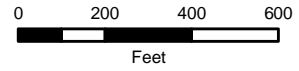


Lansdale's shopping district on Main Street with street trees, special lighting, and brick-lined sidewalks.

Map 4: Existing Uses

Lansdale

R5 Doylestown
Montgomery Co., Pennsylvania



Delaware Valley
Regional Planning Commission
December 2004



Lansdale Rail Station



Railways



1/4 Mile Radius



Selected Roads

Map 4: Existing Uses

Lansdale

R5 Doylestown
Montgomery Co., Pennsylvania

- | | |
|---|---|
| 1 The Station Plaza - Clock Store, Check Cashing, Florist, Thai Restaurant; apartments above | 32 Antique Auto Works |
| 2 Junction House Pub/Restaurant; apartments above | 33 Restaurant/bar; apartments above |
| 3 American Legion and Plumbing Store | 34 Pizzeria |
| 4 Parking Lot | 35 Gas Station |
| 5 Hardware | 36 Jewelers, Sporting Goods, Parking Lot |
| 6 Former Church | 37 Coffee Shop, Salon, Pakistani Grocery, Tailor; apartments above |
| 7 Light Industrial | 38 Vacant Building |
| 8 Light Industrial - REP Industries | 39 Gas Station |
| 9 Residential - Single-Family Detached | 40 Church |
| 10 Tavern | 41 Community Services |
| 11 Residential | 42 Offices; apartments above |
| 12 Residential - Twin | 43 Residential - Single-Family Detached |
| 13 Residential - Twin | 44 Church and Rectory |
| 14 Retirement Community | 45 Commercial |
| 15 Notary and Salon; apartments above | 46 Residential - Multifamily |
| 16 Residential - Single-Family Detached | 47 Bank |
| 17 Residential - Single-Family Detached | 48 Bank, Eyeglasses, Army Recruiter |
| 18 Masseuse; apartments above | 49 Signarama |
| 19 Dentist; apartments above | 50 Bank |
| 20 Human Services | 56 Realtor |
| 21 Kindergarten | 57 Rectory |
| 22 Church | 58 Church |
| 23 Residential - Single-Family Detached | 59 Insurance Offices |
| 24 Barber | 60 Lawyer's Office and Salon |
| 25 Coffee shop/ Deli and Rita's Water Ice; apartments above | 61 Municipal Aging Services Office |
| 26 Grocery and Cigarette Outlet | 62 Tax Office, Masseuse, Accountant |
| 27 Auto Repair | 63 Retail |
| 28 Photography Studio; apartments on side | 64 Auto Parts |
| 29 Mixed use - Computer repair, Tea shop, Antiques, Chinese restaurant, Remodeling office, Nail Salon; apartments above | 65 Real Estate, 3 Thrift Stores, Video Store, Phone Store, Graphics Store, Raw food Cafe, Bridal Store, Senior Gifts, Masonic Temple, Collectibles, Antiques, Candy Store, Insurance Office, Spice Store, Hardware, Cosmetology, Silkscreen, MAB Paints |
| 30 Rite-Aid | 66 Pocket Park |
| 31 Auto Lube | |



Attractive home on Main Street has been converted to a commercial use.



Main Street's tree-lined streetscape and pocket park near the train station.

Originally incorporated as a small village comprised of 269 acres, Lansdale Borough now covers nearly 1,900 acres of land (2.96 square miles). True to its history as a railroad town, Lansdale took its name from railroad engineer Philip Lansdale Fox.

Strengths, Weaknesses, Opportunities, Threats (SWOT Analysis)

Strengths

- Station building is historic, attractive and was recently refurbished.
- Station has an indoor waiting area, a ticket office, digital message boards and space for a café, although this space is vacant.
- Station is located in the heart of Lansdale Borough and is part of an attractive mixed-use milieu that features a “classic main street” environment with apartments above stores.
- Lansdale boasts good transit ridership.
- The large parking areas nearby (both SEPTA and municipal lots) present opportunities for redevelopment.
- The station area is pedestrian-friendly.
- Pharmaceutical giant Merck, located in a neighboring township, employs 11,000 people with an average salary of \$74,000, many of whom are young people or empty nesters looking to live in a different type of housing unit, such as a loft or condominium.
- The high growth in surrounding townships has led to an escalation of land costs that should benefit the borough.

Weaknesses

- Commercial businesses along Main Street are low-end retail.
- Downtown space rents slowly and at a discount compared to neighboring communities.
- Downtown Lansdale has numerous take-out restaurants, but few sit-down restaurants.
- Downtown has some vacant storefronts that detract from the overall continuity of the shopping district.
- There is a lack of street life after daytime business hours.

Opportunities

- Borough officials want to expand shopping, nightlife, and entertainment opportunities downtown.
- Borough officials are receptive to dense mixed-use development.
- Underutilized industrial land north of the station is ripe for redevelopment.

- Lansdale is planning a TOD at Pennbrook station, named “Station Square,” a former Ford Electronics Plant site, which will have 10 dwelling units per acre (350 units on 35 acres, including 140 townhomes and 210 apartments), 50,000 square feet of retail and office space, shared parking, and a recreation center.
- Municipalities surrounding the borough are developing rapidly and the surrounding communities have relatively high median household incomes.
- The borough is in the process of a comprehensive rezoning.
- Wallace, Roberts and Todd, an architecture and planning firm, recently completed a revitalization study for Lansdale, which contains numerous recommendations and strategies for spurring a downtown renaissance.
- There is a 72 percent SEPTA parking utilization rate, one of the top 10 stations in the system likely to have parking availability.
- Reintroduction of rail service between Norristown and Quakertown via the North Wales line to Lansdale is possible and would make Lansdale an even better transit town.

Threats

- Lansdale’s inability to attract more shoppers to downtown could stymie revitalization.
- Competition from shopping malls and neighboring towns is high.
- Poorly executed redevelopment would hurt Lansdale’s efforts to improve its image.



Lansdale’s other main shopping street, Broad Street, is less pedestrian-friendly than Main Street.

Demographics

Population and Race

Between 1990 and 2000, the population of Lansdale decreased slightly from 16,362 to 16,071 people. This modest decrease is in marked contrast to the surrounding municipalities, all of which experienced a population increase during the same period. At the same time, the borough’s relatively stable population contrasts with losses in Norristown and many other boroughs in Montgomery County. Lansdale’s population is predominantly White (85 percent), with Asians and Blacks as the most significant minorities, at 8 percent and 4 percent respectively.

Median Household Income

Lansdale is a moderate-income community, with a median household income in 1999 of \$46,232. This is \$1,000 more than the national average, but nearly \$15,000 lower on average than the surrounding townships.



An attractive residential street in Lansdale.

Figure 5: Land Uses in Lansdale Study Area

Food/Beverage

Grocery/cigarette outlet
Pizzeria
Pakistani grocery
Thai restaurant
Rita's Water Ice
Raw Café
Spice store
Candy store
Other restaurant/bar/coffee shop (4)

Clothing/Sporting Goods/Appliances

Hardware (2)
Clock store
Video store
Phone/Nextel store (2)
Jewelers
Sporting goods
Bridal store
Gift shop/collectibles (2)
Thrift store (3)
Antiques
Silkscreen
MAB Paints
Graphics
Sewing shop
Tile store

Drug Store (1)

Auto-Oriented Uses

Auto repair/lube/parts (4)
Antique Auto Works
Gas station (2)

Personal Services

Notary
Salon/Barber (6)
Masseuse (2)
Dentist
Tailor
Check cashing
Bank (3)
Florist
Printing
Repair shop
Eyeglasses

Professional Offices

Realtor (3)
Insurance (3)
Lawyer
Accountant (2)
Army recruiter

Source: DVRPC Field Survey, 2004.

Travel Mode

An overwhelming majority of Lansdale residents (81 percent) work in Montgomery County, while a further 18 percent work elsewhere in Pennsylvania. Very few residents take public transportation to work (less than 3 percent), and 81 percent drive alone.

Land Use

The station area has a diverse mix of residential, commercial, and light-industrial land uses. See Map 5: Lansdale Land Use. Main Street and Broad Street are the two main commercial corridors, with more residential land uses on Broad Street, especially north of Main. The rest of the study area is predominantly residential, with some institutional and commercial uses such as schools and churches, and some retail uses including banks, corner stores, and restaurants. The housing types are mixed, with a range of single-family detached, twins, rowhouses, and apartments. Many homes predate World War II, and many sit relatively close to the street, with small front setbacks. Density tends to be higher closer to the station.

Commercial uses increase along North Broad Street as one gets closer to Main Street. South Broad is also fairly commercial, and includes some municipal and auto-oriented uses. Main Street is scaled to pedestrians and has the look of a traditional downtown shopping street. Many of the stores have apartments above, creating a mixed-use downtown. Some older single-family homes along Main Street near the station have been converted to offices. To improve the appearance of Main Street, Lansdale placed pedestrian-scale lighting on Main Street from Richards Street to Broad Street, as well as flower boxes and street trees. Cars are accommodated in this area through on-street parking and municipal surface lots that are tucked between or behind buildings. There is an attractive pocket park, Railroad Plaza, next to the station with benches, for a respite from shopping downtown. East Main Street includes some auto-oriented uses, including a Rite Aid directly across the street from the station.

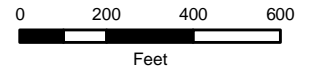
Downtown Retail Mix

Lansdale's downtown contains a fairly diverse mixture of retail stores, though some are considered lower end. There are several cafes, delis, and pizzerias, though these restaurants tend to cater to take-out business as opposed to sit-down customers. There are several thrift stores, antique stores, and hardware/paint stores, but the area has few clothing stores. The area is well serviced with numerous banks and salons. See Figure 5.

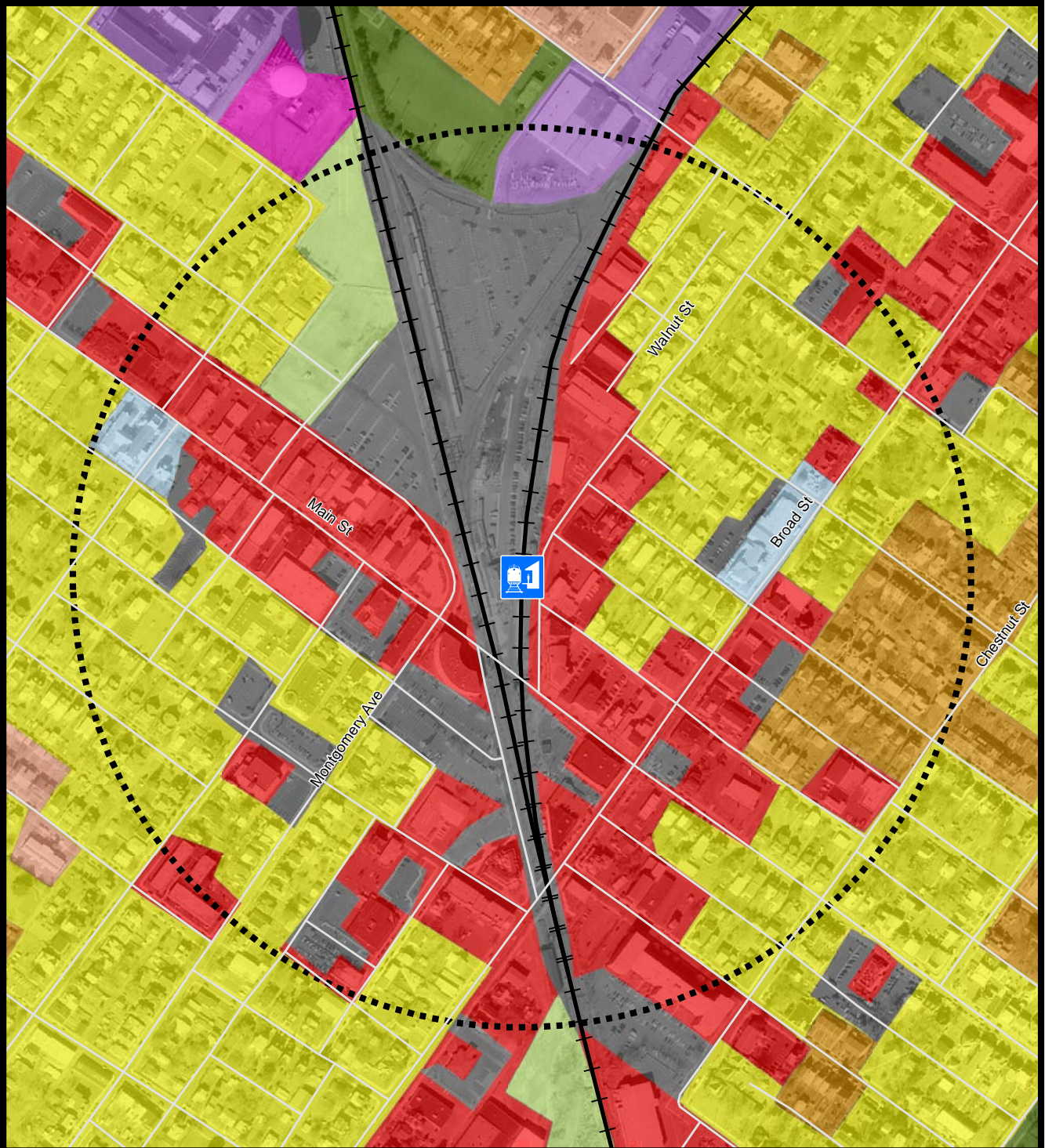
Map 5: Land Use

Lansdale

R5 Doylestown
Montgomery Co., Pennsylvania



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Regional Planning Commission
December 2004



Residential - Single-Family Detached	Mnfg - Heavy Industrial	Community Services	Mining	Lansdale Rail Station
Residential - Multifamily	Utility	Military	Wooded	Rail Lines
Residential - Row Home	Transportation / Parking	Recreation	Vacant	1/4 Mile Radius
Mnfg - Light Industrial	Commercial	Agriculture	Water	Municipal Boundary



The SEPTA station is located downtown within easy walking distance of many shops.



Attractive mixed-use retail is located across from the train station.

Asset: Density

Lansdale is a fairly dense borough, with a population density of 5,458 persons per square mile, a gross housing unit density of 3.6 housing units per acre, and a net housing unit density of six housing units per acre. The population density of Lansdale’s four neighboring townships, by contrast, averages around 2,000 persons per square mile. Given that the region’s average net housing unit density is 3.7 housing units per acre, Lansdale is above average when it comes to density.

Planning Environment

Zoning

Lansdale recently revised its zoning map, and the station is now located in the B-2 Business District. See Map 6: Lansdale Zoning. The B-2 District requires sidewalks and allows apartments above stores. Most of Main Street and Broad Street are located in Business zones. Farther south on Broad Street is a Commercial zone, and farther north on Broad Street is a Professional Office B zone. A large section of the rail yards north of the station is zoned Industrial. Beyond the downtown business and commercial area, blocks are zoned Class C Residential, a fairly high-density residential section, and then, farther out, Class B Residential, allowing lesser densities.

Overall, the Business and Commercial zones allow apartments above stores, which is transit friendly and supports higher densities. The general Business zone does allow drive-through businesses, which may detract from the overall pedestrian streetscape. The Residential zones B and C allow a mixture of single-family, two-family, and apartment buildings, which supports transit-oriented development. The Industrial district only permits industrial uses, and as the area zoned industrial encompasses a large section of the station area, rezoning may be needed to allow for a greater diversity of uses, such as retail, office, and even housing.

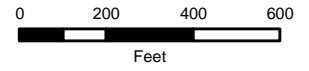
Residential B

Permits municipal uses, single-family detached and semi-detached homes, two-family duplexes and apartments. Conditional uses include convalescent homes, religious uses, community/recreational centers, and group homes. The maximum height permitted in this zoning district is 35 feet and three stories. Minimum lot area requirements for residential uses are as follows: 6,000 square feet for single-family detached dwellings; 5,000 square feet per unit for single-family semi-

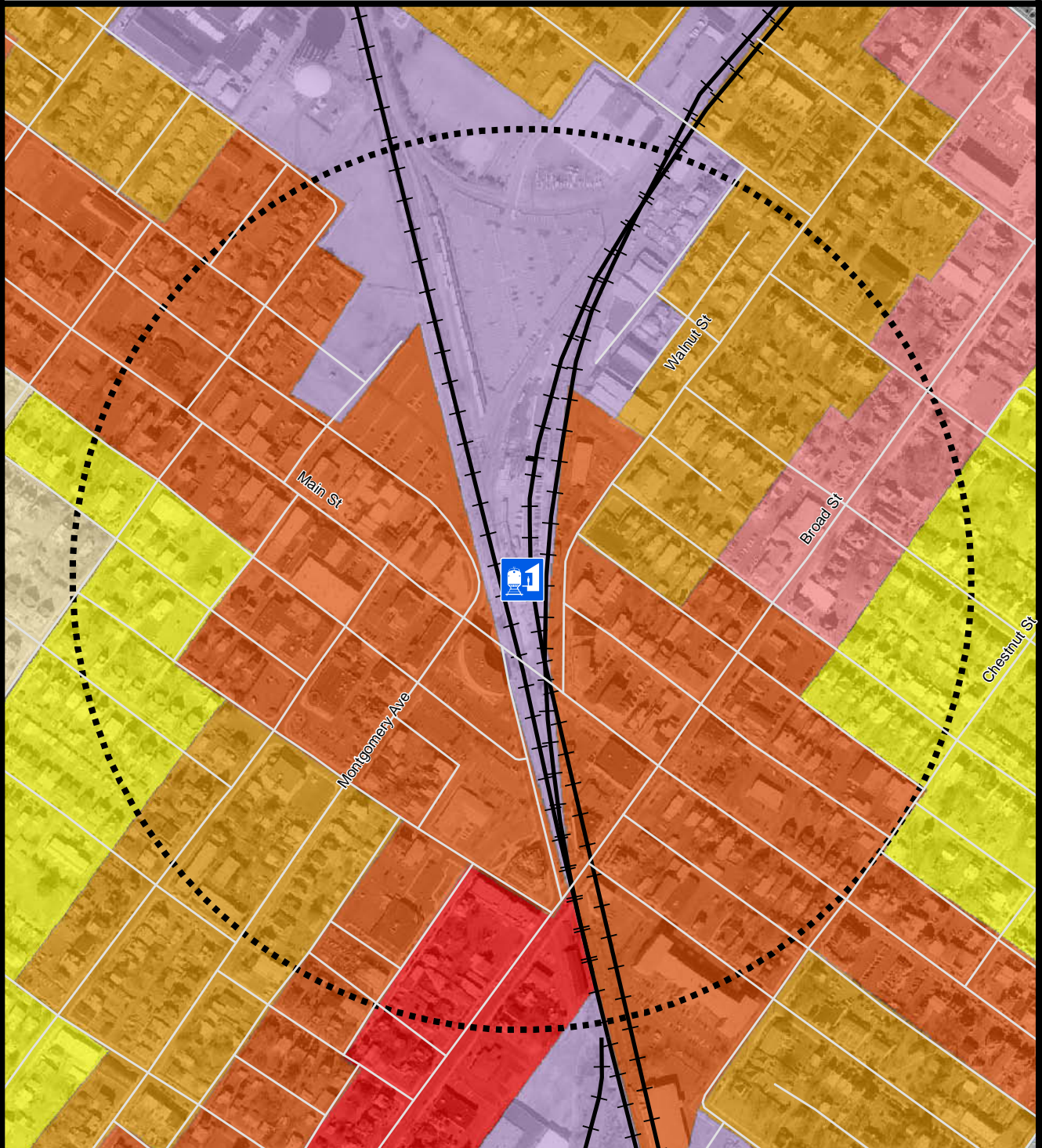
Map 6: Zoning

Lansdale

R5 Doylestown
Montgomery Co., Pennsylvania



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Regional Planning Commission
December 2004



Lansdale Rail Station



1/4 Mile Radius



Railways

Selected Roads



Commercial



Business

B Professional Office



Industrial



Residence A



Residence B



Residence C



Single-family homes on 4th Street in Lansdale.



Apartments above and behind stores on Main Street.

Residential C

detached homes; and 7,500 square feet per building for two-family duplexes. The minimum lot area requirement for apartments is 10,000 square feet per building or 2,500 square feet per unit, whichever is greater.

Allows the same uses as Residence B, as well as single-family attached dwellings. Permitted conditional uses also include private schools and institutional headquarters for nonprofit organizations. Buildings may not exceed 40 feet in height. Minimum lot area requirements include 6,000 square feet for single-family detached dwellings, 4,000 square feet for single-family semi-detached units, 6,000 square feet for two-family duplexes, and 3,750 square feet per unit for single-family attached homes. The minimum lot area requirement for apartments is 8,000 square feet per building or 2,000 square feet per unit. The minimum lot area for nonresidential structures is 15,000 square feet.

Commercial

Allows same uses as Residential C zone as well as apartments above businesses. Also permits offices, banks, restaurants, personal service, retail, laundry, theater, hospitals, offices, and radio/TV stations. Structures may not exceed 40 feet in height, and must be setback 20 feet from the street. Properties located in this zoning district must provide a specified amount of off-street parking.

Business

Allows the same uses as the Commercial district, plus hotels, department stores, transit services/stations, and “drive-in” businesses. Special exceptions may be granted for gas stations, storage garages, animal hospitals, new/used car sales, parking lots, wholesale storage, sale of building supplies and outdoor amusement areas. Minimum setback is four feet from the street, while the minimum lot area is 8,000 square feet, and maximum building height is 60 feet.

B-2 Business	Permits business and professional offices, hotels and motels, parking, educational facilities, arts and cultural centers, and most municipal and utility uses. Sidewalks are required along all existing and proposed streets. One goal of this zoning district is to create a pedestrian-friendly environment by enhancing walkability and consolidating driveways, parking facilities and curb cuts. Buildings may not exceed 65 feet in height, and structures taller than 30 feet must fulfill setback requirements.
Industrial	Permits only industrial uses, including the manufacture, compounding, processing, packing and treating of a variety of products and previously prepared materials. Minimum lot area is 40,000 square feet, and buildings may cover no more than 50 percent of the total lot area. Structures may not exceed 40 feet in height.

Special Studies

In October 2001, Wallace, Roberts and Todd (WRT) completed the *Lansdale Revitalization Plan*. The plan highlights ways in which the borough can promote new investment and economic growth. It identifies three key geographic areas in which to focus revitalization efforts. One of these areas, a **7.9-acre site** northwest of the intersection of Main and Broad streets, lies within the boundaries of this case study. This site extends from a municipal parking area adjacent to the Lansdale SEPTA rail station in the south to the borough’s water tower in the north. The northern part of the site, which is zoned for industrial use, sits vacant, while the southern end of the site is occupied by a municipal parking lot. The borough’s Parking Authority owns the entire site.

According to the WRT plan, funds have been committed to build a parking garage on this site. The plan delineates **baseline and full-development alternatives** to guide revitalization of this area. The **baseline alternative** proposes the following: maintaining existing surface lots; extending Main Street-type commercial uses into the site; supporting development on two vacant blocks adjacent to existing parking; improving pedestrian and vehicular circulation; and enhancing the streetscape. The **full-development alternative** recommends integrated and planned development for the entire site. Investments in the site



Lansdale’s municipal parking lot is part of the 7.9 acre redevelopment site.



Utility building located near station and large redevelopment site.

would include the construction of a 600-space parking garage and improvement of linkages between the site, the train station, and Main Street. Proposed uses for the site would draw from the regional market, such as a family fun center, IMAX theater, ice rink, nightclub or other special commercial use. Or the site could focus on local needs, such as business services, flex space, and offices that will bring more people into Lansdale’s core commercial district. WRT suggests that the site could support a new office building with ground floor retail, similar to the Century Building across the street from the train station, regardless of which developed alternative is pursued. WRT ultimately favors the full-development alternative with improvements guided by a phased Master Plan.

The plan calls for the creation of a **zoning overlay district** (which includes the site described above) to allow for a wider range of uses and the construction of more flexible spaces. More flexible spaces could accommodate the types of businesses and economic actors the borough hopes to attract. The new district, which the plan calls a “Business Park District” (BPD), would have revised performance standards that focus on a wider range of activities than traditional manufacturing. Permitted uses with the BPD would include offices, research, light manufacturing, laboratories, flex space, support facilities and similar “new employment” uses. The plan also advises adjusting the bulk standards within the BPD to allow for increased density, coverage ratios and height. It also recommends that the construction of age-restricted housing be permitted in the existing business district.

The *Revitalization Plan* recommends the reestablishment of the Lansdale Foundation to: oversee the acquisition of key development parcels and the relocation – as necessary – of current uses; oversee engineering and infrastructure tasks, including roads, utilities and public spaces to assure timely design actions, funding strategies, and construction and maintenance; identify, solicit and evaluate investors and developers for specific components of the overall strategy; and coordinate efforts of adjacent landowners to achieve harmonious, overall development of components, schedules and related public/private actions. The Lansdale Foundation should create a “Master Plan” for the BPD to refine permitted uses, infrastructure improvements, marketing plans, zoning and design controls, signage, landscaping, and shared facilities. All new development within the BPD should be consistent with the Master Plan and revised zoning regulations.

Access

Regional Rail and Level of Service and Ridership

Lansdale is served by SEPTA's Regional Rail R5 line to Doylestown. The train station was built in 1902 and is a brick and stone building with a red tile roof. The building has recently been renovated, and is attractive and well-maintained. The adjoining railroad plaza has also been redesigned.

While there are no ticket machines, there is a ticket office that is open weekdays from 5:10 a.m. to 5:20 p.m., and on Saturdays from 7:40 a.m. until 1:50 p.m. There is a waiting room, unisex restrooms, bike rack, and digital message boards. The station is wheelchair accessible and is compliant with ADA (Americans with Disabilities Act). There is room in the station building for a retail use, such as a coffee shop, convenience store, or small café.

On weekdays, 38 trains run inbound to Philadelphia and 37 run outbound, about one train in each direction every 30 minutes, except for peak service, where trains run every 10 to 15 minutes. Weekend service is approximately hourly with 17 to 19 trains running in each direction per day. Ridership in 2003 was 918 boardings per day.

Bus Lines

SEPTA Route 96 provides service to the Norristown Transportation Center, the county seat of Montgomery County, for connections to SEPTA's Regional Rail R6 and Route 100 light rail line. The Pennridge RUSH and Quakertown RUSH, both operated by Bucks County TMA, also connect residents and employees of Bucks County with the Regional Rail R5 line at Lansdale. The Pennridge RUSH links the Perkasie/Sellersville area of Upper Bucks County with the Lansdale train station, while the Quakertown RUSH links Greater Quakertown with the Lansdale station. These shuttles are funded through a grant from the Federal Transit Administration's Job Access/Reverse Commute program.

Parking

SEPTA owns and manages 497 daily fee spaces in surface parking lots adjacent to Lansdale station. The average weekday utilization rate for these spaces is 72 percent. On-street parking is also permitted in Lansdale's commercial district and several commercial properties close to the station have small surface lots for patrons. Lansdale station is listed by SEPTA as one of the 10 transit stations most likely to have parking availability.



Lansdale's train station is one of the most attractive in the Philadelphia suburbs.



Lansdale provides extensive municipal parking behind Main Street.



Most Lansdale neighborhoods have sidewalks.



The intersection of Main and Broad streets, Lansdale's two major streets.

Sidewalks, Trails, Bike Lanes, Accessibility

Sidewalks line most streets in Lansdale. Along Main Street, the presence of pedestrian-scale lighting and trees enhances the road while on-street parking and grass buffers help to shield pedestrians from vehicular traffic. Still, there remains room for improvement. In particular, pedestrian crossings could be better demarcated throughout Lansdale's business district, most notably on Main Street.

While there are no specified bike lanes, the Bicycle Coalition of Greater Philadelphia designated Main and Broad streets in Lansdale as "average" (moderately suitable) corridors for on-road cycling. Cyclists of lesser skill and experience riding in traffic may find conditions unfavorable. Lansdale does not have an off-street network of trails or bike paths. The Liberty Bell Trail, which is one of Montgomery County's high-priority trail projects, would run through Lansdale if completed.

Street Network

For the most part, Lansdale's street network is a grid pattern with relatively short, frequent blocks. The rail line, however, which splits into two branches north of the station, cuts diagonally across this grid, with most streets dead-ending at the rail line. Main Street is one of only a few streets that cross the tracks. Several different streets converge at the station area. There is a defined street hierarchy, with Main Street and North Broad Street serving as the area's major through-streets.

Roadways

Main Street/PA 63 and Broad Street are the major roadways in the station area. Main Street and Broad Street are both two-lane roadways, one lane in each direction, with on-street metered parking on both sides.

Traffic Volumes

DVRPC counts traffic on major roadways throughout the nine-county region. "Annual Average Daily Traffic (AADT)" represents an estimate of all traffic counted for a 24-hour period at the location indicated. The years and segments of roadway counted may differ.

Figure 6: Traffic Counts for Lansdale Study Area

Road Name	From	To	Date	Direction	AADT
Main Street/ PA 63	Lansdale Avenue	Line Street	1998	Total	17,320
Main Street/PA 63	Valley Forge Road/PA 363	Mitchell Avenue	1999	Total	36,694
Cannon Avenue	Main Street/ PA 63	8th Street	1999	Total	9,699
Valley Forge Road/PA 363	Whites Road	Mt. Vernon Street	2000	Total	13,262
Broad Street	Hancock Street	Main Street/PA 63	2001	Total	15,190
Valley Forge Road/PA 363	Main Street/PA 63	8 th Street	2002	Total	5,235

Source: DVRPC, 2004.

Development Opportunity Areas

Lansdale has several development opportunity areas, one of which is located within a one-quarter mile radius of the train station. In the *Lansdale Revitalization Plan*, WRT identifies this opportunity site as Study Area No. 1. Located northwest of the intersection of Main and Broad streets are **7.9-acres of parking and vacant land**. The site is surrounded by rail lines to the east, a water tower and industrial uses to the north, and the backs of commercial uses fronting on Main Street to the west and south. Lansdale Borough and its Parking Authority owns all parcels within Study Area No. 1.

The southern half of Study Area No. 1 is currently used as a parking lot serving the businesses along Main Street. The businesses adjacent to the site offer reverse frontage onto the existing parking area. The northern half of the site consists of vacant land zoned industrial. The borough water tower sits at the northern end of the site.

Study Area No. 1 is currently zoned Business (parking lot) and Industrial (northern half of the site to the water tower). The advantages of the site include: easy access to Main Street, municipal ownership of all land within the site, existing parking relates directly to businesses, the site is adjacent to the SEPTA station, and funds are currently committed for construction of a



Main Street has some storefront vacancies.



Lansdale should encourage more apartments above stores downtown.

parking garage on the site. Constraints on the site include: difficult access and identification of the site from Main Street, difficult pedestrian and vehicular connections between the site and the rail station, poorly defined traffic patterns into and out of the site, and poor visual quality.

SEPTA owns, leases and operates a sizable parking area directly north of the station. This parking area has 497 daily fee spaces and an average weekday utilization rate of 72 percent. As mentioned earlier, Lansdale is listed by SEPTA as one of the top 10 transit stations most likely to have parking availability. This parking area could potentially be used for TOD.

Downtown Lansdale also has **several vacant storefronts** that are development opportunities. The borough should actively recruit transit-friendly retail uses to these spaces.

Finally, directly to the northwest of Study Area No. 1, and within a mile of the train station, lies a much larger **200-acre former industrial site**. This Superfund Site, designated as Study Area No. 2 by the *Lansdale Revitalization Plan*, includes a number of properties. These include: Keystone Hydraulics, at 834 West Third Street; Electra Realty at 200 West Fifth Street; John Evans Sons, Inc., at 1 Spring Avenue; the former Tate Andale Property at 135 East Hancock Street; the J.W. Rex Company at Eighth Street and Valley Forge Road; and the Central Sprinkler Company at North Cannon Avenue, between Fourth and Fifth Streets. As of August 2002, cleanup had been completed at Keystone Hydraulics, Electra Realty, and Tate Andale. The EPA was negotiating with John Evans Sons, Inc., and contamination had been found at the Central Sprinkler Company, J.W. Rex Company, and Precision Rebuilding properties. Evaluation of the need for cleanup will be undertaken at these sites. This site has potential to transform itself into a mixed-use environment that appeals to “new economy” businesses and workers.

Market Potential

The *Lansdale Revitalization Plan* found that the business climate in Lansdale is good. Lansdale currently possesses inexpensive electricity, lower than average taxes, good highway and freight access, and inexpensive commercial rental rents (20-40 percent below other northern suburban Philadelphia locations). The downtown has some retail, and retail space rents slowly and at high discount compared to neighboring communities. The borough has two shopping centers, one of which serves the entire community, and one that serves its surrounding neighborhood. Little money is spent in the borough for apparel. Most of the food purchased in the borough, around 75 percent, is for at-home consumption, while “food away from home,” such as sit-down cafés and restaurants, only captures half of its market potential.

The study found that Lansdale is not under-retailed for its size, but the most obvious need is for a few new sit-down restaurants.

The most successful office space is the 60,000-square-foot Century Building near the train station in downtown Lansdale. Office vacancy rates in Lansdale are 8-12 percent. North Penn Business Park has some vacancies.

Lansdale benefits from an established Lansdale Business Association, an annual membership fee organization, that sponsors seminars on promotions, advertising and customer service techniques. The association produces a community directory and map of Lansdale business locations. At one time Lansdale did have a Main Street Manager, though no longer.

In Lansdale Borough, 15 residential building permits were issued in 2000. Of these, 12 were for single-unit structures, and three were for units in buildings comprised of three or more dwellings. Twelve permits were granted in 2001, followed by four in 2002. All the permits issued during these two years were for single-unit structures.



Lansdale contains a number of light industrial buildings that could be converted to lofts or other transit-friendly uses.



The Century Office Building as seen from the train station.

Recommendations

Market/Land Uses:

1. **Develop the area referred to earlier as “Study Area #1,”** the area north of the station containing parking, vacant land, industrial land, rail yards, and the water tower. The creation of a TOD in Lansdale will require the implementation of much of what was described in the *Lansdale Revitalization Plan* prepared by WRT. While development of all three study areas depicted in the *Revitalization Plan* will be key to reinvigorating Lansdale’s future, the successful development of Study Area No. 1, described above, is most relevant to the creation of a successful TOD. This site has great potential as a TOD, because it is immediately adjacent to the train station, is publicly owned and the borough wants redevelopment on this site. The TOD would also reinforce the traditional downtown mixed-use Main Street appeal of Lansdale.

Figure 7: Lansdale Before Photograph shows a current photo of the southern section of the 7.9 acre site, specifically the parking lot behind the stores on Main Street. This lot is adjacent to the train station and some of the stores have back entrances onto the parking lot. As the borough is interested in developing this site, a photo simulation can show what future development might look like.



Figure 8: Lansdale Photo Simulation adds a new parking garage and three new mixed-use (such as retail/office/loft) buildings, and creates a new street. Rather than build just a parking garage, adding a few mixed-use buildings fronting on a newly created street transforms the parking lot into a lively area. The first floor of each building could be devoted to retail uses, while loft-style apartments above the new stores could attract people who want to live close to transit. The second floors could also contain office uses. Given the dimensions of the site, each building floor could house 7,500 square feet, for a total retail space of 22,500 square feet in the three buildings, and total office or loft space of 22,500 square feet. The street would be two-way with two 11-foot moving lanes and one 8-foot parking lane. The new sidewalks on the north side would be 20 feet wide to allow for street trees, bike racks, store displays, and a more pleasant pedestrian experience. The sidewalk on the south side should be increased to 12 feet for similar purposes. Orienting the street so the train station serves as a terminating vista enhances the design of the street. Street trees, crosswalks, a sidewalk bulbout for ease of mid-block crossing, road striping, pedestrian scale lighting, bike racks, station signage, and on-street parking have all been added. Overhead wires and dumpsters have been removed. New retail stores with large windows, colorful awnings, and projecting signage have been added. These include transit-friendly retail uses such as a bookstore, coffee shop, toy store, and day care center.



Figure 9: Lansdale Site Plan shows the overall layout of the site, including the retail shops, the newly created 2nd Street, the four-level, 545 space parking garage, 20 on-street parking spots, and the potential for light industry/flex space adjacent to the garage. The 565 parking spaces would replace 370 existing spaces, for a net gain of 195 spaces. A new service road is created for the parking garage.

The site therefore accommodates new retail development, a municipal parking garage with expanded parking, and opportunities for flex space and offices. This is one scenario. If Lansdale were to pursue the full development scenario described by Wallace, Roberts & Todd, one or more of the retail uses could be substituted for an entertainment venue such as a movie theater or nightclub.



2. **Attract other retail** uses, particularly transit-friendly land uses such as restaurants, bakeries, toy stores, travel agencies, day cares, movie theaters, bed and breakfasts, clothing stores, and personal services. Diversify the retail mix. Recruit successful businesses from other boroughs, or new start-ups. Lansdale needs more sit-down restaurants and entertainment venues to animate the street at night.

3. **Consider franchises or chains** if the balance of chains and independents can be maintained. A chain store can provide an anchor to a business district of independent stores. Offer technical assistance on new start-ups and local entrepreneurship. By choice or local desires, many national chains also alter their store designs so as to better fit into a local downtown context, with shallow setbacks, sidewalks, and parking in the rear.

4. Encourage **more retail uses along Main Street**, to establish several solid blocks of active retail uses, particularly stores with merchandise for sale (as opposed to services like hair salons) to create a synergy of uses. Encourage office uses to locate on secondary streets.

5. Develop a **market niche** for Lansdale’s downtown, perhaps in antiques and/or “healthy living,” as Lansdale’s Raw Café is the only of its kind in the region. Lansdale could attract other whole foods stores and restaurants, environmental products, garden stores, farmer’s markets, and related products. The business district of Lansdale must develop a positive and distinctive image and identity, such as a Specialty Shops District, to compete with neighboring towns and shopping malls. Other small towns similar to Lansdale that have established a visibility as shopping destinations in the region include Manayunk, New Hope, West Chester, Media, Haddonfield, and Collingswood. Most of these towns have specialty retail stores, such as gourmet foods, unique gift stores, clothing boutiques, high-end home stores, and attractive restaurants and bars.

6. **Encourage extended hours for businesses**, either regularly, or once a week or month, to attract nearby residents downtown, who normally cannot patronize these businesses during the workday.

7. **Market “living above the store”** options in Lansdale, offering testimonials of those already living in



Lansdale’s downtown contains a number of professional offices such as the real estate office above. Lansdale needs several blocks of solid retail to attract regional visitors.



Lansdale should extend the streetscape improvements on Main Street to Broad Street above.



Lansdale should consider assembling parcels for redevelopment. Light industrial uses within the station area, such as the one above on Walnut Street, might be redeveloped into a transit-friendly land use.

apartments above stores and what attracted these people to Lansdale.

8. Convert underutilized industrial buildings into **lofts and/or senior/age-restricted housing**. Lansdale needs to diversify its mix of housing types, in order to attract different age and socioeconomic groups to live in or near downtown. Young people are increasingly attracted to loft living, or live/work units, while also desiring a walkable shopping district nearby, particularly one with nightlife and dining options. Seniors and empty nesters often times want to “age in place” in the community they live in, but frequently find they cannot because of the lack of appropriate housing choices available to them. With Lansdale’s excellent transit and service-friendly downtown, many seniors may be interested in locating or remaining there. Encourage higher residential densities in new developments to create retail opportunities and life downtown.
9. **Prohibit any auto-related uses along Main Street from the station westward**, along the principal blocks of the central business district, as they detract from the streetscape and pedestrian experience.
10. **Assemble parcels** of land to spur development opportunities, and fast track the approval process for these parcels. Consider this particularly for the development opportunity areas listed in the study. Follow WRT’s recommendation to reestablish the Lansdale Foundation for this purpose.
11. **Market available sites**, through the borough’s already existing and excellent Web site, www.lansdale.org, and through the existing business association. A database should be created that includes not only information about the property itself (square footage, utilities, ownership), but also information on security, demographics, neighborhood buying power, institutional neighbors, nearby transit and TOD, and proximity to the central business district. All of these factors can affect the decision of a business to locate in Lansdale.
12. Strengthen Lansdale’s downtown shopping appeal by **concentrating retail uses** on Main Street from the station westward to Valley Forge Road, to create a continuous retail corridor. Active retail should be located on Main Street, with neighboring streets housing secondary service uses.

13. Encourage a **transit friendly business to move in to the train station**, in the unoccupied space on the north side of the station. Such uses could include a coffee shop, gift shop, café, florist, or station concierge service, such as New Jersey Transit’s Maplewood Station’s Concierge Service. See the Woodbury station plan for more information on the station concierge concept.

Access:

1. **Extend the streetscape improvements** (lights, brick pavers, street trees) along Main Street to portions of Broad Street, in order to unify these two retail corridors. Broad Street currently suffers from narrow sidewalks, lack of continuous trees or landscaping, and lack of pedestrian-scaled lighting.
2. Maintain **on-street parking and parking behind stores**. If parking is not sufficient for the study area, consider opening a highly visible **“Park Once” lot**, so customers can park once for area stores and walk to various destinations without getting back into their cars. Make sure parking is well signed.
3. When opportunity presents itself, such as through street repaving, install well-marked **bike lanes**.
4. Consider a **Parking Reduction Ordinance** to allow for shared parking, or for businesses to count on-street parking as part of any overall parking requirement.
5. Include **maps of downtown Lansdale** at the train station, showing locations of shops, services, and landmarks.

Regulatory:

1. **Rezone the Industrial Zoned Area** north of the station to allow for a greater diversity of uses, such as retail, office/flex space, and even housing. While the WRT plan suggests a zoning overlay, entitled a “Business Park District,” this plan suggests a broader definition to allow an even wider range of uses. The term “Business Park” implies a single-use area, while this area should be considered an extension of the mixed-use downtown. As WRT suggests, the district should set forth performance standards that go beyond traditional manufacturing. Uses could include offices, research, light manufacturing, flex space, and support facilities, but also retail, parking, and housing, to create a truly



Lansdale offers ample off-street parking in several lots downtown, such as this surface lot, whose landscaping helps to maintain the “street wall.”



Lansdale should try to limit curb cuts that detract from the pedestrian-friendly downtown, such as this one next to Wachovia Bank.



Lansdale should maintain a healthy balance between chains and independent stores downtown.



This church on Main Street adds to the diversity of downtown land uses.

mixed-use area. This could be called a Lansdale Station Area **TOD Overlay District**, and would offer the most varied mix of uses and revised bulk standards, allow higher densities, while prohibiting any type of suburban style development with large front setbacks and/or parking in front.

2. Depending on the rezoning process undertaken by Lansdale, and the boundaries of the new Business B-2 District, the **TOD Overlay District could be expanded to include much of the study area**, and include provisions for shallow setbacks, sidewalks, higher densities, higher height maximums, and a greater mix of transit-friendly uses.
3. Another possibility, depending again on the boundaries of any new zoning overlay districts, is to select several key continuous blocks along Main Street to apply a **Pedestrian Retail Overlay District**. This district would only allow retail uses on the first floor, and restrict office uses to second floors or side streets. This district would have the strictest controls for maintaining a pedestrian shopping district, minimizing curb cuts, sharing parking, and reducing parking requirements. A 25 percent parking reduction could be granted if the store is located within 800 feet of a parking facility available to the general public, for instance. Other provisions could include requirements for transparent shop windows, canopies, projecting signage (as opposed to only signage flush with the building), front entrances, outdoor seating, plantings and street trees.
4. Borough officials should be concerned about controlling the proliferation of chains and franchises, while maintaining a healthy balance between chain and independent stores downtown. Lansdale could include in either the TOD Overlay or the Pedestrian Retail Overlay Districts a **limitation to the size or footprint of a building, and/or a control on the maximum number of “formula” businesses** (chains) allowed in a business district. Coronado, California recently adopted such a provision that only allows 10 formula businesses in their downtown.
5. **Preserve threatened historic buildings** or offer grants to owners of older buildings for maintenance and façade improvements. Offer technical assistance in leasing and maintenance. Limit demolitions through stronger demolition controls.
6. Adopt **design guidelines** and offer design assistance.

7. **Recruit institutional partners** for revitalization. Institutions can offer direct financial assistance, in-kind goods, technical assistance, event sponsorship, and manpower.

Physical:

1. Improve **site design** of any new infill development so that it is appropriately urban. Building design and materials should fit the context of the neighborhood. Do not allow large setbacks, parking fronting on Main Street, or blank walls to dominate the street frontage. Limit curb cuts and prohibit new drive-through businesses. Work with national chain stores to adapt usual store prototypes to pedestrian orientation and more urban site design.
2. Continue **façade improvement program**. Encourage large windows and changing storefront displays to attract customers. Encourage shop owners to illuminate their stores at night, for safety, window-shopping, and street presence. Windows imply human occupancy rather than storage.

Programmatic:

1. Host **downtown festivals** for greater regional exposure of what Lansdale has to offer. Encourage local institutions to partner on these events. Continue the Music on Main Street concert series at Railroad Plaza and other existing events.
2. Create a **marketing brochure** about Lansdale, its downtown shopping opportunities, rail access, demographics, residential options, and overall community.
3. Consider creating a **Business Improvement District (BID)** for Main Street. Lansdale must decide what level of business support the borough is willing to provide, whether it is through the Lansdale Business Association, through a re-formed Lansdale Foundation, through a Main Street Program, or through a BID. A BID does have the advantage of a dedicated revenue stream, as the BID is funded through a special assessment of commercial property owners, based on property evaluation. These funds can then be used for additional security, sidewalk enhancements, sidewalk power washing, lighting, building renovation, business recruitment and promotions.



Lansdale's Railroad Plaza pocket park is a wonderful community gathering spot.

Conclusion

Lansdale Borough officials may consider some or all of these recommendations to create a more vibrant business district, using the Lansdale Regional Rail Station as a focal point and catalyst for new real estate investment. The recommendations and suggestions included here can result in a TOD Plan that supports increased use of rail transit and promotes intermodalism, while enhancing the borough's quality of life and community identity.

Thorndale: Capitalizing On Predevelopment in an Exurban TOD

Study Area

The study area is comprised of a quarter-mile radius around the Thorndale Regional Rail Station in Caln Township, Chester County, Pennsylvania. The study area stretches from South Bailey Road to the west, 2nd Avenue to the east, G.O. Carlson Boulevard to the north, and Summit Drive to the south. As the Thorndale train station is adjacent to U.S. Route 30/Lincoln Highway, many of the land uses in the area are highway-oriented commercial. See Map 7: Thorndale Existing Uses.

Transit

The Thorndale train station is located at the intersection of South Bailey Road and U.S. 30/Lincoln Highway. SEPTA's Regional Rail R5 Thorndale, the terminus of the line, serves the station. Krapf Transit Route A also serves it. SEPTA has long-range plans to develop a Cross County Metro passenger rail system, connecting Trenton, New Jersey, with Thorndale as its western terminus, traversing Bucks and Montgomery counties. This proposed project has no funding at present.

Snapshot

Given Thorndale's exurban location 40 miles west of Philadelphia, and 20 miles west of the major employment center of King of Prussia/Route 202, the challenge to creating a TOD is to change the overall land use character and design of the area. Rather than continue with the existing pattern of auto-dependent, highway strip commercial, Caln Township needs to create a "Thorndale Village" center, with walkable streets, better site design, and higher density housing. Many exurban communities that developed along major arterials in the 1970s and 1980s are now creating village centers. A village can still be small in scale, and does not have to be "urban." At the very least, pedestrian improvements to the immediate station area and Business Route 30, and connections to the new residential development south of the station, are critical. While the overall land use pattern of Caln Township might not change significantly, giving residents and visitors the opportunity to walk to and from the station, or shop nearby on their way home from work, would be a significant improvement. Thorndale's advantage lies in its location in scenic Chester County. In order to maintain this beauty, Thorndale should grow as a village,



Single-family homes north of Thorndale station.

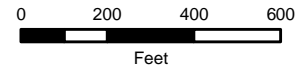


Looking north from the Thorndale station parking lot toward the station.

Map 7: Existing Uses

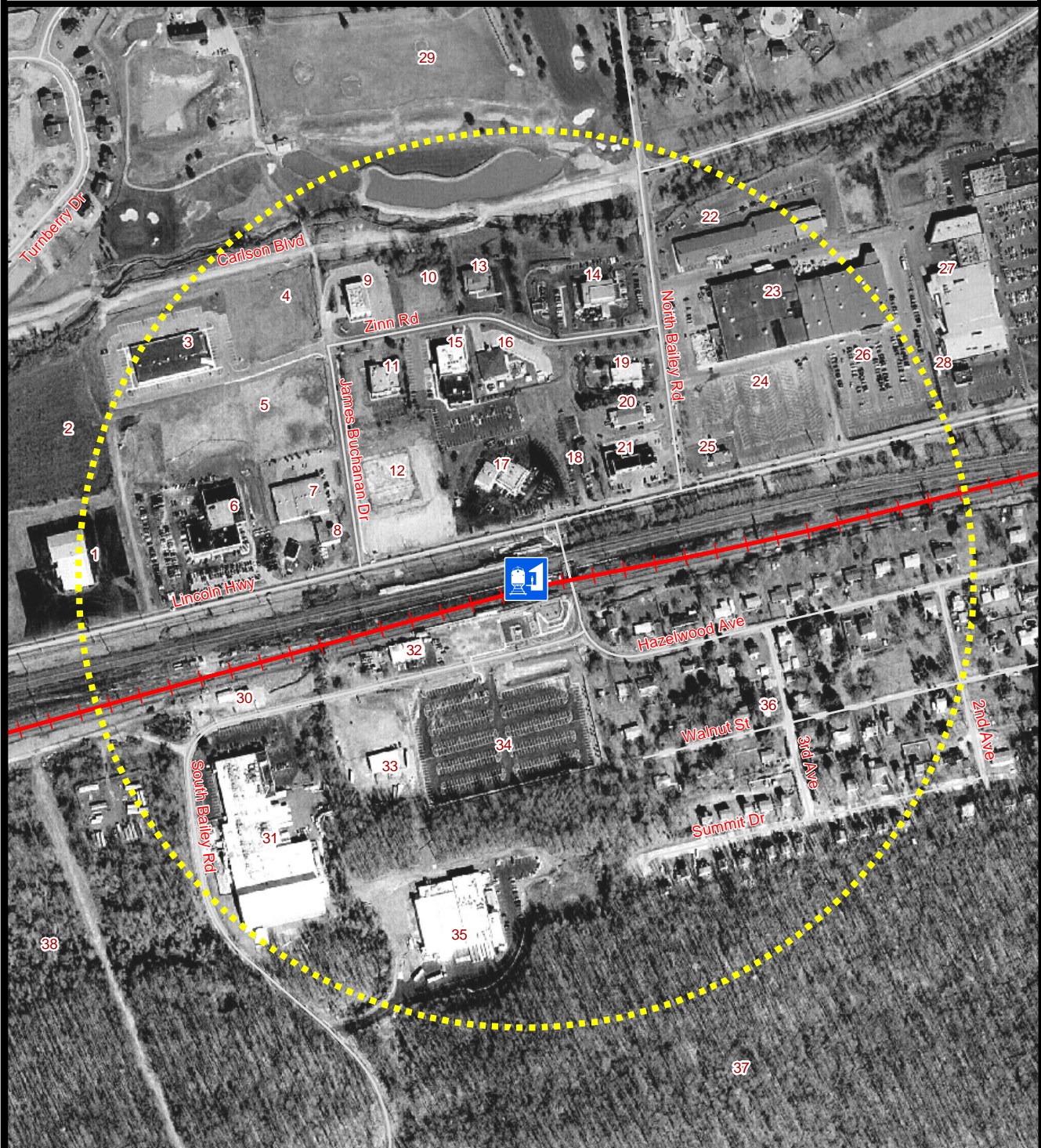
Thorndale

R5 Thorndale/Paoli
Chester Co., Pennsylvania



Delaware Valley
Regional Planning Commission
December 2004

Orthophoto Date : 2000



Thorndale Rail Station

Railway

1/4 Mile Radius

Selected Roads

Map 7: Existing Uses

Thorndale

R5 Thorndale/Paoli
Chester Co., Pennsylvania

- | | |
|---|---|
| 1 Total Rental | 20 Post Office |
| 2 Vacant Lot (Development Opportunity) | 21 Goodyear Tire |
| 3 Chester County Assistance Office | 22 Shopping Center (Development Opportunity) |
| 4 Vacant Lot (Development Opportunity) | 23 Kmart (Development Opportunity) |
| 5 Vacant Lot (Development Opportunity) | 24 Parking Lot (Development Opportunity) |
| 6 Del Toyota Car Dealership | 25 Domino's Pizza |
| 7 Gold's Gym | 26 Parking Lot for Kmart |
| 8 C & P Glass Company | 27 Former Giant Store (soon to be Marshall's) |
| 9 Brandywine Valley Cardiovascular Associates | 28 Texaco Station |
| 10 Vacant Lot (Development Opportunity) | 29 Ingleside Golf Course |
| 11 Greenview Pavilion Office Building | 30 Auxillary Buildings |
| 12 Vacant Lot (Soon to Be CVS) | 31 LNP Engineering Plastics |
| 13 Thorndale Dental Associates | 32 DuPont Auto Body Shop |
| 14 Citadel Federal Credit Union | 33 J. Gallagher Septic and Waste Water Control |
| 15 Citadel Bank Offices | 34 SEPTA Station Parking Lot |
| 16 Kinder Care Learning Center | 35 AGC Chemicals |
| 17 Vacant Lot (Soon to Be Wawa) | 36 Single-Family Homes (many ranch style) |
| 18 Ingleside Medical Associates | 37 Future Housing Development, "Bailey Station" |
| 19 PNC Bank | 38 Future Housing Development, "Hills of Thorndale Woods" |

rather than continue strip commercial and single-use residential subdivisions. Thorndale can “grow smart” by creating a village character and adding residents while also preserving open space. The train station should be a central gathering place in this village. By concentrating higher intensity development in suburban centers, expansion into rural areas is reduced, auto congestion is lessened, and open space networks are preserved.



U.S. Route 30, also known as Lincoln Highway, runs parallel to the rail line and the Thorndale station.



U.S. Route 30 has many highway-oriented businesses, such as fast food.

History

The area around Thorndale was first settled in the eighteenth century. The Lancaster Turnpike (now U.S. Route 30/Lincoln Highway) opened in 1794, providing access from the farms of central Pennsylvania to the markets of Philadelphia, until the coming of the railroad in 1834. Thorndale, however, was not to get its own railroad station until 1875. The Village of Thorndale was founded in 1849 by developers James and John Forsyth and initially consisted of 16 homes and the Thorndale Iron Works. Despite the presence of the Iron Works and proximity to industries in Coatesville, Thorndale remained primarily a farming community into the twentieth century. Thorndale is located in Caln Township, named after the area’s settlers who came from Calne, England. Caln was one of the original townships in Chester County. Caln Township had only 917 residents in 1900. The number of residents rose throughout the century, reaching 6,685 in 1960 and 11,916 in 2000. The major growth in Thorndale occurred in the 1970s and 1980s, when 53 percent of the housing units in Thorndale were built. The population grew by fewer than 50 people between 1990 and 2000. Caln is the only first-class township in Chester County.

Strengths, Weaknesses, Opportunities, Threats (SWOT Analysis)

Strengths

- The station building is only a few years old and is nicely designed.
- The station is proximate to Business Route 30, a busy commercial corridor.

Weaknesses

- There is no “village center” in Caln Township. Almost all of the land uses are single use, and no mixed-use area is apparent.
- The design of commercial buildings is suburban and auto-oriented, with most buildings along U.S. 30 set far back from the roadway with parking in front.
- U.S. 30’s high rate of speed presents a barrier for pedestrians and for a pleasant walkable commercial street. There are few sidewalks and few streetscape amenities, such as trees, benches, crosswalks, or on-street parking.

- The station design is oriented toward those arriving by car, with its large parking lot and drop-off areas. The station was designed as a park-and-ride station to encourage a wide commuter shed at this almost end-point station (the line once served Parkesburg). This is the classic conflict between TOD goals and transit agency goals.
- The overall street network is disconnected, and most north-south roads do not continue beyond U.S. 30. There are few grid street patterns, and most streets are curvilinear or lack connections. The township is planning to extend several roadways to create a better street network.
- Overall, there is low transit ridership within the township, possibly given its exurban land use pattern.

Opportunities

- The township has updated its zoning to include a Thorndale Village zoning district, a Thorndale Station Overlay and a Lincoln Highway Overlay.
- The township is in the process of enhancing the streetscape along Route 30, to create an environment conducive to TOD.
- Developers and the township show a willingness to construct relatively dense housing. Many new units close to the train station are coming on the market.
- There are strong development pressures in Chester County, making the market for denser housing more feasible, and density supports TOD.
- The proposed SEPTA Cross-County Metro would provide multiple destinations for passengers boarding at Thorndale. Property values could rise given increased transit access. However, this proposed rail service is a low priority at present.



South of the station is LNP Engineering Plastics, which is not a traditional TOD land use.

Threats

- New development plans along Route 30 are for auto-oriented uses. Opportunities may be lost to create more pedestrian-friendly site plans.

Demographics

Population and Race

The population of Caln Township in the 2000 Census is 11,916 people. The population is predominantly White (78 percent), with Black being the only significant minority population, at 15 percent.



South of the station is J. Gallagher Septic and Waste Water Control, which is not a traditional TOD use.



Thorndale Dental Associates on C.G. Zinn Road is an attractive new building north of the station. Sidewalks could help connect this area to the station.



Greenview Pavilion is another attractive office development on C.G. Zinn Road, though also without sidewalks.

Median Household Income

Caln Township is a fairly affluent community, with a median household income in 1999 of \$60,198. Only 2 percent of residents in Caln Township receive public assistance income, and 4 percent of families are below the poverty level.

Travel Mode

An overwhelming majority of Thorndale residents (78 percent) work in Chester County, while a further 20 percent work elsewhere in Pennsylvania. Only 3 percent of residents take public transportation to work, another 3 percent walk to work, and 81 percent drive alone.

Land Use

The station area largely consists of highway-oriented commercial land uses fronting U.S. 30, including such uses as Del Toyota, Gold's Gym, Domino's Pizza, Kmart, a Giant supermarket (soon to reopen as a Marshall's department store), and a Texaco gas station. There are significant office uses mixed in, fronting on U.S. 30 or along Zinn Road just to the north, including the Chester County Assistance Office, the Greenview Pavilion office building, several doctor's offices, three banks, a day care center, and the post office. Several of these buildings along Zinn Road appear to be fairly new and are attractively landscaped and designed. North of these office uses is the Ingleside Golf Course, and newer suburban residential development. See Map 8: Thorndale Land Use.

Several vacant lots along U.S. 30 are located directly across from the train station, and these represent significant development opportunities. Two of these parcels will soon become a CVS and a super Wawa. The super Wawa is a convenience store and a gas station with 12 gas pumps. The Ttownship has negotiated with the developer and national chains to build context-sensitive buildings. The super Wawa will have a green gabled canopy to match the roof of the train station, rather than the usual large angled canopy of most super Wawas. The site design of both of these buildings will include some parking in the front, though not all, and low decorative brick walls and plantings to create the appearance of a defined "street wall," along with sidewalks.

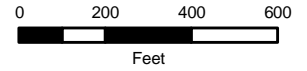
South of the station is the large SEPTA parking lot, which is bounded on the west by several industrial and highway commercial uses, including LNP Engineering Plastics, DuPont Auto Body Shop, J. Gallagher Septic and Waste Water Control, and AGC Chemicals. To the east is a neighborhood of attractive single-family detached homes that date from the early- to mid-twentieth century. Farther west and south of the station is a

Map 8: Land Use

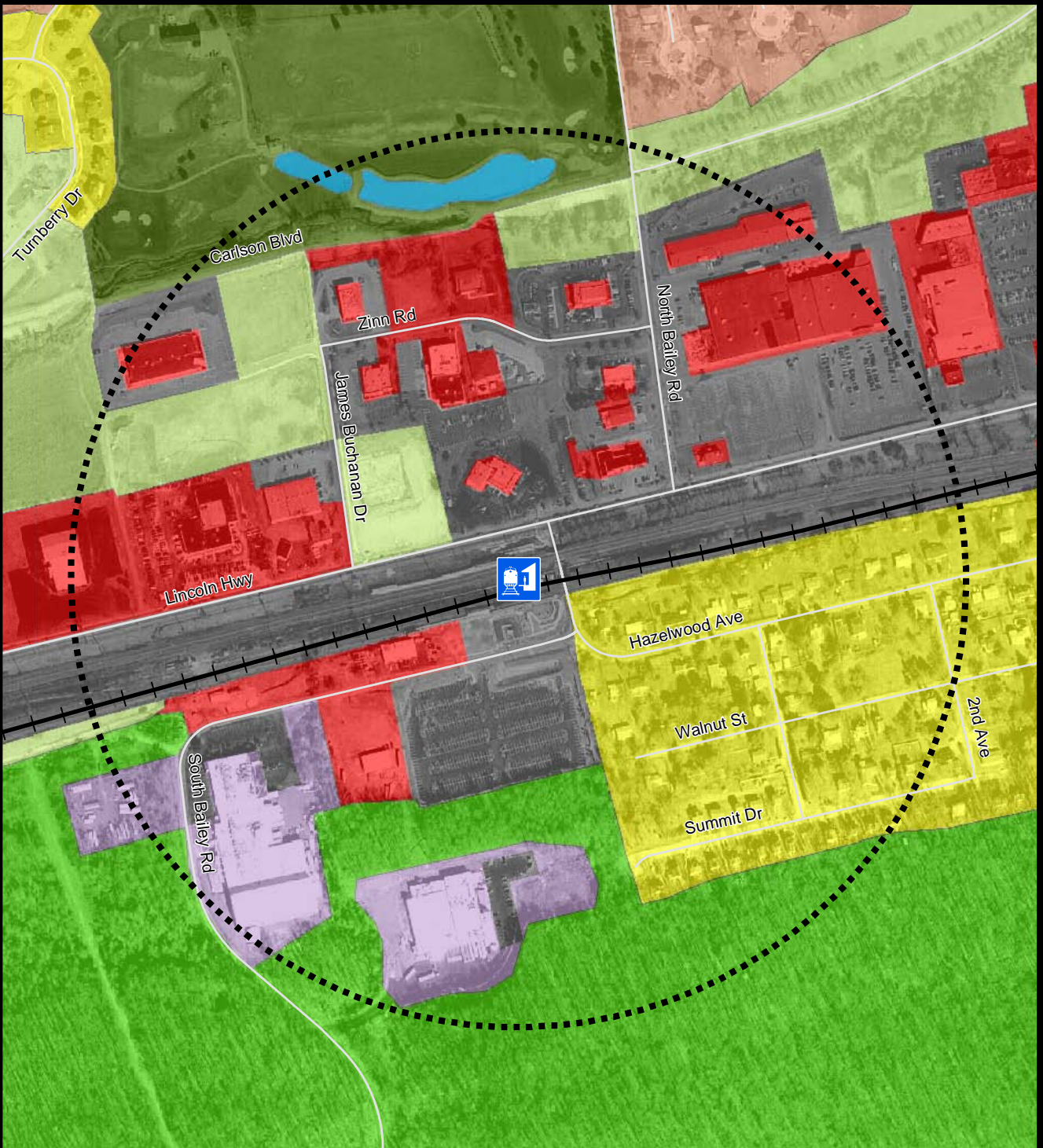
Thorndale

R5 Thorndale/Paoli
Chester Co., Pennsylvania

Orthophoto Date : 2000



Delaware Valley
Regional Planning Commission
December 2004



- Residential - Single-Family Detached
- Residential - Multifamily
- Residential - Row Home
- Mnfg - Light Industrial

- Mnfg - Heavy Industrial
- Utility
- Transportation / Parking
- Commercial

- Community Services
- Military
- Recreation
- Agriculture

- Mining
- Wooded
- Vacant
- Water



- Thorndale Rail Station
- SEPTA Regional Rail - R5
- One-Quarter Mile Radius
- Municipal Boundary



Thorndale's net housing unit density is only 2.4 housing units per acre, not surprising given its exurban location.

significant amount of wooded land that will soon house two new residential developments.

Retail Mix

Overall, the retail mix in Caln Township consists of many highway commercial uses, usually franchises such as Domino's, Applebee's, Subway, Dunkin Donuts, and Wendy's, among others. Caln Township also has a fair share of independent restaurants, including Patty's Place, Ruffini's, Henri's, the Thorndale Inn, Coppa 82, O'Grady's Family Restaurant, China Chef, and the Double D Diner. Caln Township does not contain a great number of specialty retail. Caln does have an eyewear shop, hardware store, stationery store, home decorating and paints store, pharmacy, Kmart, and soon Marshall's and Kohl's department stores. It is assumed that Caln residents shop for most merchandise at area malls, such as the Exton Square Mall. Given the number of new residents expected in Caln, and a new emphasis on creating a Thorndale Village, Caln should try to attract more specialty pedestrian-oriented retail.

Density

Caln Township has a population density of 1,340 persons per square mile, for a gross housing unit density of 0.79 housing units per acre, and a net housing unit density of 2.4 housing units per acre. Given that the region's average net housing unit density is 3.7 housing units per acre, Caln Township is below average when it comes to density. Residential development is primarily single-family to the southeast and northeast of the station, with some townhomes and apartments north and west of the train station.

Caln Township's low density is not surprising given its agricultural past, slow growth in the 1990s, and exurban location. This will soon change, however, as the population of Caln Township will grow significantly with the addition of 717 new housing units south of the station. These will be a mixture of townhomes and single-family residences. Density will thus increase significantly.

Planning Environment

Comprehensive Plan

A draft of Caln Township's *Comprehensive Plan Update*, prepared by Hawk Valley Associates, was approved in December 2003. Sections of the plan relating to Thorndale recommend enhancing the sense of community and pedestrian-friendly environment. The plan envisions dedicating a significant portion of the land in the station area to medium to high density residential development. It also recommends designating part of the station area along Route 30 as "Thorndale

Village,” a mixed-use commercial district. The plan also suggests that Caln Township market the convenience of the new Thorndale station in order to increase ridership on the R5 line. It is also recommended that the township, DVRPC and the Chester County Planning Commission coordinate a promotional effort to attract riders.

The plan proposes two new zoning districts, Thorndale Village, to accommodate growing business needs along U.S. 30, and a Thorndale Station Overlay, which would be smaller and more distinct than the Thorndale Village zone. It would encourage transit-oriented development within 3,000 feet of the Thorndale Train Station.

Zoning

The station area lies within the Thorndale Business District (C-1), which allows for a wide mix of retail uses, along with residential uses, including live/work development, though residential lot sizes have a rather large lot minimum of 10,000 square feet. What this district lacks is any mention of vertical mixed-use, allowing several uses in the same building, such as apartments above stores (as opposed to just live/work in the same unit). This may change with the two new zoning districts, though they include a number of non-transit-oriented development-related design standards, which will be discussed in the recommendations section. Any changes proposed in the recent draft of the township comprehensive plan are listed in *italics*. See Map 9: Thorndale Zoning.

The residential area south of the station is currently zoned R-1, Rural Residential District, allowing for very limited density to preserve natural features. This is the area where two new large residential developments are planned, and the Thorndale Station Overlay Zone will soon allow for higher density townhomes and single-family units.

R-1 Rural Residential District. This district provides for limited density residential development to preserve the natural features of the land and to maintain open space. Permitted uses include single-family detached homes, recreation uses (parks, golf courses, playgrounds, country clubs), municipal uses, home offices, bed and breakfasts, agriculture, day care facilities, group homes, adult care/retirement homes, and forestry. The minimum lot area is 60,000 square feet (except for agricultural uses), and the maximum building height is 35 feet. *Proposed changes in the most recent comprehensive plan include a greater range of allowable lot sizes,*

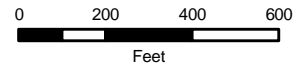


Homes just south of the station include attractive ranches.

Map 9: Zoning

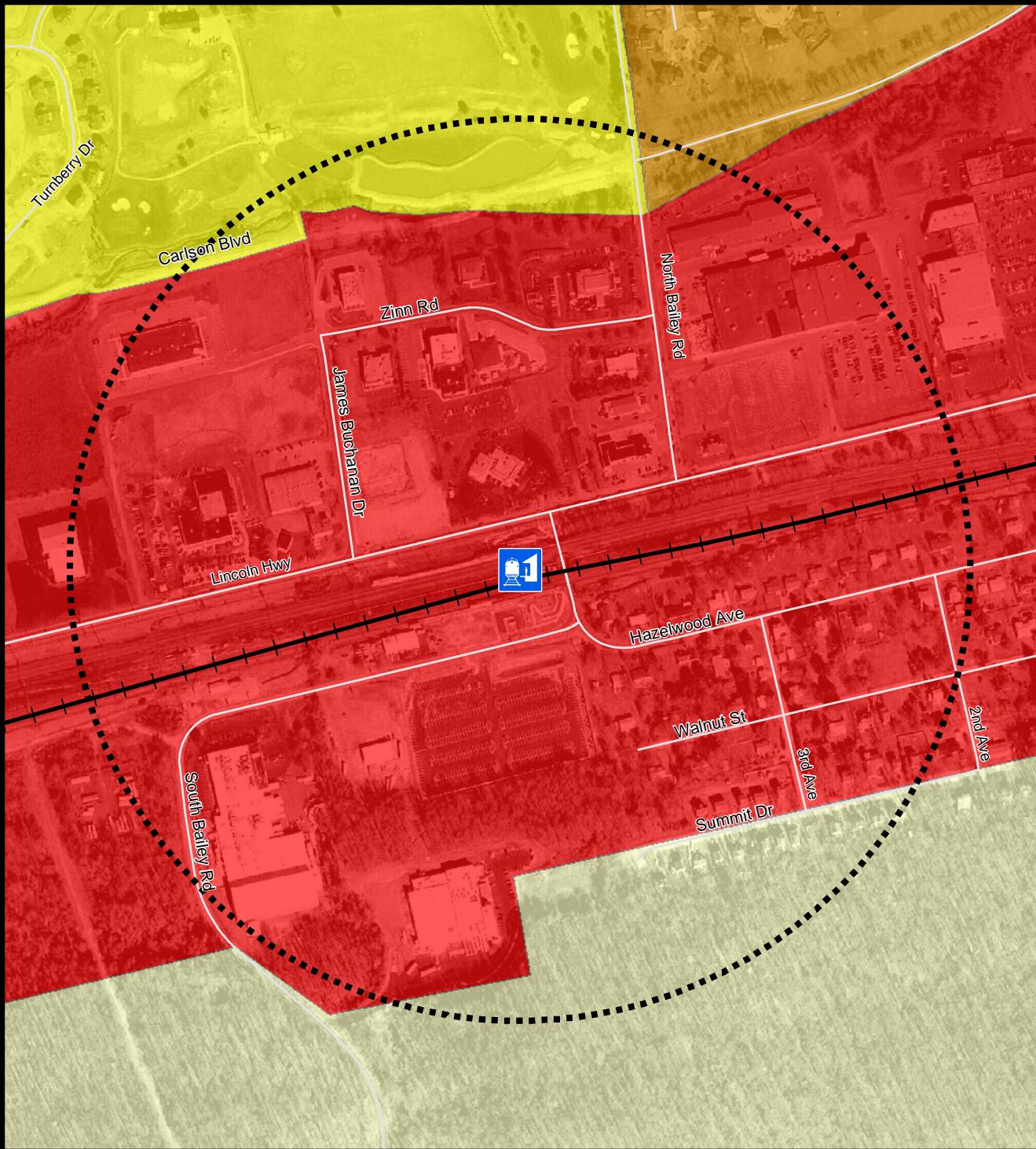
Thorndale

R5 Thorndale/Paoli
Chester Co., Pennsylvania

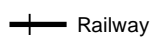


Delaware Valley
Regional Planning Commission
December 2004

Orthophoto Date : 2000



Thorndale Rail Station



Railway



Commercial 1



Residential 1A



1/4 Mile Radius



Selected Roads



Residential 1



Residential 4

depending on utility requirements. Lot sizes of 25,000 square feet are allowed, as long as sewer and water is public, for instance. Single family cluster developments are allowed as a conditional use at 1.5 dwelling units per acre with public sewer and water required.

R-1A Rural Residential District. Tracts must occupy a minimum of 150 acres, be held in single and separate ownership, and be developed in accordance with a single plan. Permitted uses include single-family attached and detached housing, recreation uses (parks, golf courses, playgrounds, country clubs), municipal uses, home offices, and forestry. The minimum lot size for a single-family detached dwelling in this district is 8,000 square feet and 1,820 square feet for an attached dwelling. The maximum density for any dwelling type, or combination of dwelling types, is 1.75 units per acre. Maximum building height is 35 feet.

C-1 Highway Commercial District. This district provides for high-profile commercial uses located along arterial roadways. *Proposed in the recent draft comprehensive plan are the following standards. Retail businesses, offices, restaurants, banks, funeral homes, hotels, theaters, nurseries, and municipal uses are allowed by right. Single-family detached units are allowed by right, with a minimum lot size of 10,000 square feet. Mixed-use of commercial and residential in the same building is allowed by special exception, with a minimum lot size of two acres.*

TV-1 *Thorndale Village District (proposed). This area contains a mixture of commercial, institutional, municipal, and residential uses within a central business district. Opportunities for infill and redevelopment are encouraged. The use of creative site plans is encouraged to enhance economic development opportunities in the township. Single-family detached residences are allowed by right, with a minimum lot size of 10,000 square feet. Townhomes and apartments are allowed as a conditional use at four dwelling units per acre. Mixed-use with commercial and residential in the same building is allowed through special exception, with a minimum lot size of one acre.*



SEPTA and Amtrak trains run along these tracks in Thorndale. SEPTA Cross County Metro trains could join them in the future.



There are very few sidewalks along U.S. Route 30.

Station Overlay

The purpose of this proposed overlay is to encourage transit-oriented development within 3,000 feet (more than a half mile) of the Thorndale train station. This zone should permit high-density residential uses integrated with village commercial uses, sidewalks and bike trails; promote infill and redevelopment; and promote greater flexibility in design alternatives and zoning regulations. The overlay allows parking reductions of up to 50 percent if the applicant can demonstrate that employees or patrons will utilize public transit or other modes. The overlay total minimum land area for all TODs is five acres of contiguous land area. A minimum of 25 percent of the total gross land area of the TOD must be designated as common open space. Multifamily town house or apartment units are permitted by conditional use, with a maximum density of six dwelling units per acre. In addition, for nonresidential uses and multifamily residential uses, the minimum front yard setback is 40 feet. Multi-family residential uses can not have direct access to an existing public street.

Lincoln Highway Overlay

The purpose of this proposed overlay is to improve the aesthetics, architectural appearance, village atmosphere and streetscape design along Business Route 30. Streetscape improvements could include street trees, streetlights, curbing, sidewalks, crosswalks, controlled signage, traffic calming, drainage improvements, gateway planning, and improvements to the architecture of commercial uses.

Access

Regional Rail Level of Service and Ridership

Thorndale is served by SEPTA's Regional Rail R5 line to Thorndale. The station is fairly new, attractive, and well maintained. It has two long platforms with a green metal canopy

structure. There is no ticket office, ticket machine, restrooms, or waiting room, though there are benches and the canopy provides shelter on both sides of the platform. There are bike racks available.

During the week, 17 trains run inbound to Philadelphia and 20 run outbound. Trains running in each direction stop in Thorndale approximately once per hour with service increased to twice per hour during peak commuting times. On weekends, 10 trains run in each direction per day and stop once every one to two hours. Current ridership is 241 boardings per day.

Bus Lines

Krapf Transit Route A serves the station, running between Coatesville and West Chester, with a stop in Thorndale. Bus shelters are located at the intersection of U.S. Route 30 and North Bailey Road, on both sides of U.S. 30. The shelters are generally rundown and so close to the high speed U.S. 30 as to feel unsafe. The shelter on the south side of U.S. 30 has no sidewalk so bus riders must walk over the grass to get to it. Route A stops once an hour at U.S. 30 and North Bailey Road. Service runs only between 6:00 a.m. and 6:00 p.m. Monday through Friday and between 10:00 a.m. and 4:00 p.m. on Saturday.

Parking

SEPTA owns and manages 456 daily spaces in surface parking lots adjacent to Thorndale station, 250 of which are daily fee spaces, and 206 of which are daily permit spaces. The average weekday utilization rate for these spaces is 54 percent. Thorndale station is listed by SEPTA as one of the 10 transit stations most likely to have parking availability. In addition, businesses in the area appear to have ample off-street parking.

Sidewalks, Trails, Bike Lanes, Accessibility

The station area does not have many sidewalks, given its location along a major arterial. There are sidewalks in residential areas, though not in the existing neighborhood directly southeast of the station. There are some sidewalks along South Bailey Road serving the station. North of the station, along U.S. 30 and Zinn Road, there are few sidewalks, and it's simply not possible to walk along U.S. 30 safely. In addition, crosswalks near the station area could be improved. The station is wheelchair accessible.

Most roadways in the study area do not have bike lanes, though the township has started an asphalt bike lane/trail on G.O. Carlson Boulevard north of the station. The Bicycle Coalition of Greater Philadelphia has designated both U.S. Route 30 and G.O. Carlson Boulevard as “average” (moderately suitable) corridors for on-road cycling. Cyclists of lesser skill and



The train station does have bike racks and a canopy to provide shelter for waiting passengers.



The SEPTA parking lot frequently has spaces available.



South Bailey Road is the main access road to the south of the station, though it lacks continuous sidewalks and transit-friendly uses. Pictured above is the Dupont Auto Body Shop.

experience riding in traffic may find conditions unfavorable, particularly along U.S. Route 30. While outside the station area, Struble Trail is an off-road trail that begins in East Caln Township and runs north to Dowlin Forge Park, connecting up with the Uwchlan Trail that runs from Dowlin to Eagleview Corporate Park.

Street Network

The street network around the Thorndale station is very suburban in character. Route 30 is the major arterial running east-west, along with G.O. Carlson Boulevard to the north. Few streets connect through Route 30 running north-south. Traffic in the township is therefore heavily dominated by east-west traffic. Access to the U.S. 30 Bypass north of the study area is difficult because there are few through north-south roads. There is no sign on the bypass directing drivers to the Thorndale station. The railroad and parallel U.S. Route 30 creates a physical barrier to travel between north and south. In residential areas, streets are narrow, and blocks tend to be long with dead-ends and cul-de-sacs, though the residential streets to the southeast of the station are on a more traditional grid.

Roadways

U.S. Route 30 (also called Business Route 30) runs parallel to the rail line adjacent to the Thorndale station, with nearly 15,000 cars passing by the station every day. It is a major arterial under the Pennsylvania Department of Transportation’s jurisdiction. It has one lane in each direction, with a center turn lane, and occasionally widens to allow a right-hand turn lane. The township has received a grant to install a closed loop traffic light system along Route 30 to improve overall operations along this roadway. The Route 30 Bypass, an expressway north of Business Route 30, handles 35,000 to 48,000 cars a day. Parallel to Business Route 30, G.O. Carlson Boulevard helps to relieve some of this congestion and make local travel easier. G.O. Carlson is a major collector road under Caln Township’s jurisdiction. Bailey Road and James Buchanan Drive are two local streets that connect nearby residential areas with the station. North Bailey Road, a major collector, also connects U.S. Route 30 and the station area with the U.S. Route 30 Bypass.

Traffic Volumes

DVRPC counts traffic on major roadways throughout the nine-county region. “Annual Average Daily Traffic (AADT)” represents an estimate of all traffic counted for a 24-hour period at the location indicated. The years and segments of roadway counted may differ.

Figure 10: Traffic Counts for Thorndale Study Area

Road Name	From	To	Date	Direction	AADT
U.S. Route 30/Lincoln Highway	Barley Sheaf Road	James Buchanan Drive	2003	Total	14,949
Barley Sheaf Road	Kings Highway	U.S. Route 30/Lincoln Highway	1999	Total	2,363

Source: DVRPC, 2004.

Pending Transit Agency or DOT Improvements

Projects included in the DVRPC Transportation Improvement Program (TIP) include:

- Cross County Metro – Trenton to Thorndale Inter-Suburban Passenger Line* (TIP #S031) is a SEPTA project with funding of \$2.4 million in Fiscal Year 2003. The Cross County Metro will provide transit service from the vicinity of Trenton, Mercer County to Thorndale, Chester County, traversing Bucks and Montgomery counties. This line is intended to fill a key missing link in the provision of public transportation service in southeastern Pennsylvania by providing for inter- and intra-suburban trips to shopping, industrial/office and residential concentrations. At the same time, the Cross County Metro will facilitate intermodal connections to SEPTA’s existing services; potential park-and-ride lots located along the Pennsylvania Turnpike and US Route 202; and feeder bus service between the proposed stations and nearby development concentrations.



U.S. Route 30 is a heavily traveled road, though the Route 30 Bypass to the north diverts additional traffic.



This “Build To Suit Office Space, Up to 7,000 Square Feet” is north of the station near Zinn Road.

Development Opportunity Areas

Although there is a significant amount of vacant land in the station area, the majority of this land has been slated for development. The vacant parcels directly north of the station along U.S. Route 30 will soon be home to a new CVS and super Wawa with gas station. There are several more vacant parcels, however, located near these new retail uses, along James Buchanan Drive at Zinn Road and behind Total Rental, between U.S. Route 30 and G.O. Carlson Boulevard. These parcels might be well suited for retail, office, and/or residential, or mixed-use.

A possible development opportunity is the **redevelopment of the Kmart site** in the northeast quadrant of the study area, at North Bailey Road and U.S. Route 30. The Kmart is an older

building with a large amount of parking in front, only half of which is used on a typical day. Immediately behind the Kmart is an older strip shopping center, Valley Run Shopping Center, with some storefront vacancies, but also existing uses such as Ruffini's, an Italian restaurant. Both of these sites are underutilized, and the township has expressed interest in redevelopment, particularly if the Kmart closes.

Figure 11: Thorndale Before Photograph shows an existing view of the Kmart shopping center and parking lot.



Figure 12: Thorndale Site Plan and Figure 13: Thorndale Cross Section shows a site plan of what a new development might look like. Proposed for the site are “village land uses,” in keeping with the proposed Thorndale Village Zoning District and Thorndale Station Zoning Overlay, of a hotel/conference center, streetfront retail with apartments above, and 32 high-end townhomes. In order to make this new village center more pedestrian-friendly, the hotel and shops are oriented toward a new village shopping street, while also maintaining visibility (and therefore commercial viability) from the heavily traveled Route 30. Parking is located in the rear of the hotel and stores. To create better street connectivity, C.G. Zinn Road is extended into this new district, and the main shopping street could also be extended to G.O. Carlson Boulevard to allow for another north-south connector street. The site could accommodate a medium-sized hotel (five story, 100-125 rooms) and conference center, a land use that the township feels is needed and would be successful. The retail stores would have two stories of apartments above. The retail stores would have two stories of apartments above.



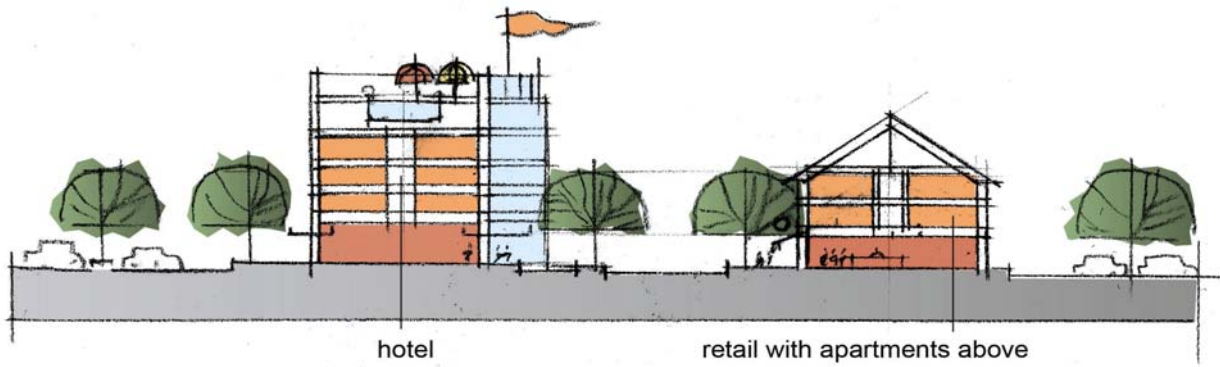
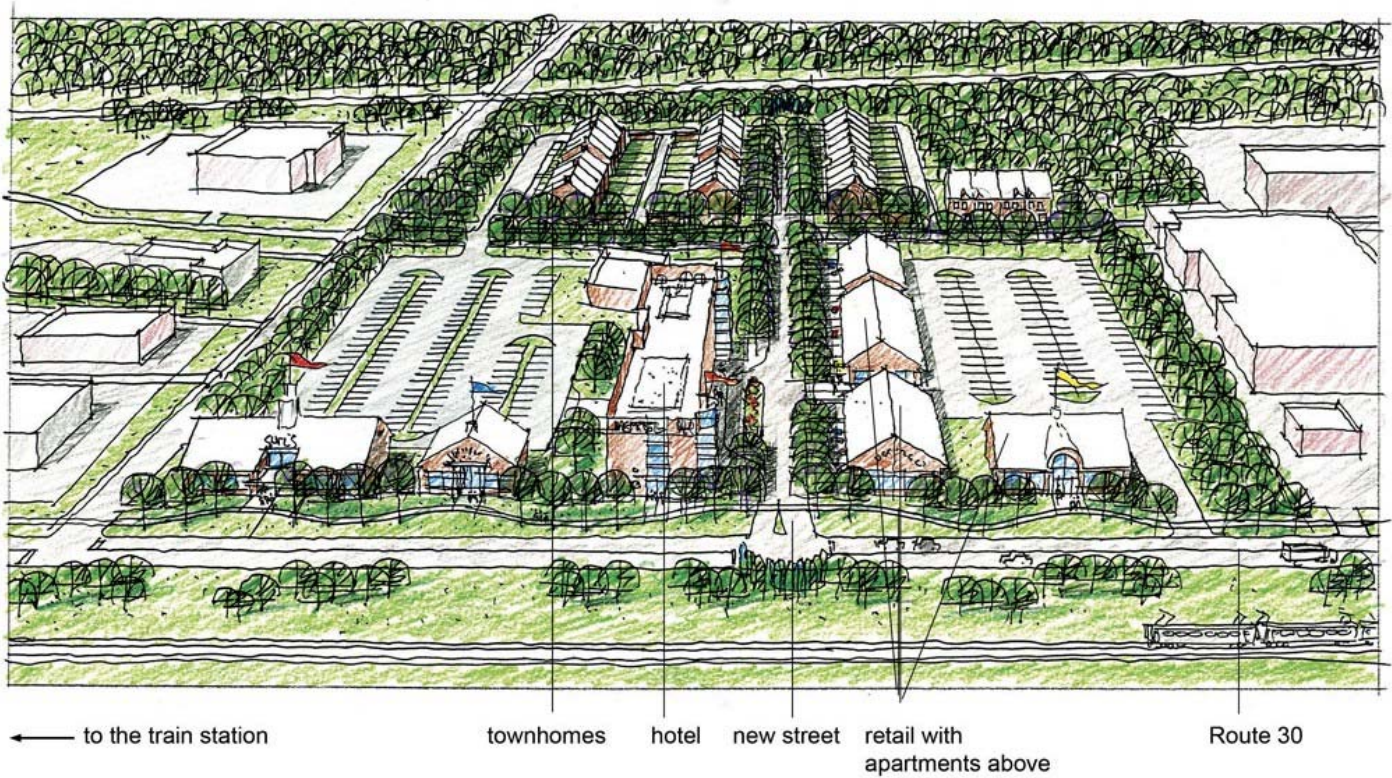


Figure 14: Thorndale Bird's Eye View shows a perspective view of this new town center. Residents could walk from these townhomes and apartments to the train station, with the addition of sidewalks and textured crosswalks along Route 30.



South of the station, the large parcels of wooded land currently have plans underway for what is termed “Mixed-Use Residential.” The township uses this term to describe a residential development with both townhomes and single-family detached houses (as opposed to the common usage of “mixed-use” as residential and commercial). A conditional use application has been approved with conditions for “Bailey Station,” which is planned to contain a total of 417 homes—256 single-family and 152 townhomes. This will be near the LNP Building on South Bailey Road and continue east to West Embreeville Road. A conditional use application is pending for Hills of Thorndale Woods, which is also located on South Bailey Road going west to South Caln Road, which would include 300 homes—90 single-family and 210 townhomes. These two developments represent a major opportunity to enhance the area south of the station and to provide pedestrian access from these homes to the station. It is also a chance for the township and developers to create a more neo-traditional, new urbanist community, given the homes’ close proximity to the rail station and the township’s desire for smart growth.

Seven other new housing developments, representing an additional 632 homes, are also planned elsewhere in Caln Township, including:

- King’s Grant, 125 single-family homes
- Woods at Rock Raymond West, age-restricted 55 and over, 120 townhomes
- Brandywine Heights, 116 single-family homes
- Hillview, age-restricted, 99 single-family homes
- The Woods at Edges Mill, 78 single-family homes
- Yet to be named development, 78 single-family homes
- Yet to be named development, 16 single-family homes

Market Potential

Chester County continues to be an attractive area to live and work, and Thorndale’s location along a major U.S. Route and along the R5 SEPTA line make it even more marketable. Future expansion of rail lines, such as the Cross County Metro, would make Thorndale’s location even more desirable. Farther west from Thorndale, the City of Coatesville has ambitious plans for its own redevelopment, including their Amtrak station area.

Chester County overall has been attractive to businesses because of an educated workforce, a very high quality of life, and efficient access to the large market areas of the East Coast.

According to the draft of the *Caln Township Comprehensive Plan*, the cost of owning a home in Caln Township is more



Houses north of the station seem within reach of the train, but lack of sidewalks and proper crosswalks make walking difficult. New housing being built south of the station should improve on this example and include sidewalks to the station.



Vacant land behind Gold's Gym, to the north of the station, is another development opportunity to bring transit-friendly land uses to Thorndale.



The Kinder Care Learning Center near the station is a transit-friendly land use, and one sure to see more customers as Thorndale continues to grow rapidly.

affordable than the overall housing values of Chester County. The median sales price in 2001 in Caln Township was \$118,525, based on sales of 256 homes. This was the eighth lowest median sales price in the county. Young families will often move farther out if they can get more house for less money. As the King of Prussia/Route 202 employment center continues to grow, more workers are moving farther out from the city, and are often looking for newly constructed homes. Usually this is accompanied by a longer auto commute, as most exurban areas lack viable public transit. What Thorndale offers is a viable transit option for those who work in the City of Philadelphia or along the R5 line. Chester County is a popular residential destination for former residents of Delaware and Montgomery counties, drawn to its excellent access, rural character, and quality of life.

The market for new housing and retail uses in Caln Township is a healthy one. Since 1998, Caln has approved or is considering an additional 1,700 new residential units, half of which will be single-family detached, while the other will be multifamily. Township officials have calculated that this will bring an additional 4,454 new residents, bringing the population to 16,370, over the next 20 some years. This growth rate (37 percent growth in population from 2000 to 2030) brings planning challenges. New residents mean the need for additional retail and commercial development, particularly given the mix of new higher density townhomes and single-family homes. How and where Caln Township chooses to grow will determine the character of Thorndale and the overall township for many years to come.

Recommendations

Market/Land Use:

1. **Redevelop the Kmart site** along Business Route 30 into a mixed-use town center, anchored by a new street with storefront retail, apartments above stores, a new midsize hotel/conference center, and townhome development. Recruit specialty retailers to the street, particularly merchandise and restaurants, to develop a market niche for Thorndale. Choose new retail to attract a larger regional population draw.
2. **Redevelop other underutilized or obsolete commercial buildings** along Business Route 30, focusing on enhancing the town center and moving away from strip commercial development.
3. **Place the densest housing close to the station.** To accomplish this, consider allowing even higher

densities than six dwelling units per acre in the Thorndale Station Overlay and more than four dwelling units per acre in the Thorndale Village Zone.

Access:

1. **Include sidewalks to the station from new residential development** south of the station, along South Bailey Road and others. This is a critical opportunity to ensure that these residents will have pedestrian access to the train station, and that the train station will see increases in ridership.
2. All future improvements should consider **curbing, sidewalks, and bicycle lanes on Business Route 30 and other roadways** in the township, a recommendation that the township lists as a high priority. A well-planned sidewalk system should connect institutions, shopping, and residences, and is a safety issue as well as an access issue.
3. Consider **traffic calming measures** along Business Route 30 that take into consideration pedestrian crossings, as well as the proper functioning of the road for all modes. Plans to install a closed loop system should help move automobile traffic more efficiently through the township.
4. New streets in the township should connect with other major roadways and **enhance the functionality of the street network** in the township. The township should encourage a more urban grid pattern, while preserving scenic roads and natural features wherever possible.



This bus stop for Krapf Route A lacks a proper shelter and poses a danger for those waiting for the bus. Thorndale should institute traffic calming along U.S. 30.



Redevelopment of this underutilized Kmart and its large parking lot should create a TOD-friendly village center for Thorndale.

Regulatory:

1. **Adopt the Thorndale Station Overlay** recommended in the Draft Comprehensive Plan to encourage TOD within 3,000 feet of the Thorndale station, **with revisions**. Before this is adopted, there are some inconsistencies with overall TOD principles that need to be addressed. The Overlay requires a total minimum land area for TOD of five acres, with 25 percent of this dedicated to open space. The township seems to be considering TODs as similar to Planned Unit Developments, which could discourage developers from developing areas under five acres near the station. It is recommended that this minimum acreage be deleted. The maximum density allowed is six units per acre, which the township may want to consider making higher, possibly up to 10 units per acre, to better support the transit usage necessary to make transit service viable. In addition, for nonresidential uses and



While Caln has several attractive new office buildings, the Township should consider adding mixed-use buildings, such as office with ground floor retail, or retail with apartments above, to create a village character. Mixed-use can also reduce the need for workers to drive to get lunch, and sidewalks could connect to other uses.

multifamily residential uses in the Station Overlay, the front yard setback minimum is 40 feet. Multifamily residential uses are not permitted direct access to an existing public street. These requirements seem to continue the existing pattern of strip commercial development and suburban-style apartment complexes with large setbacks.

2. **Develop strategic design parameters** within the Subdivision and Land Development Ordinance to insure consistency and design uniformity throughout the Thorndale Station Overlay. Consider design standards **that enhance TOD** and a village character, rather than high minimum space requirements and separation of residential and commercial land uses.
3. **Adopt the Lincoln Highway Overlay** recommended in the Draft Comprehensive Plan, to improve the aesthetics of the streetscape along Route 30.
4. **Adopt the proposed Thorndale Village Zone, with revisions.** Permit residential densities greater than four dwelling units per acre. Make higher densities allowed by right, rather than just by conditional use. Make mixed-use development allowed by right, rather than through special exception.

Physical:

1. **Adopt design guidelines that enhance the village center character**, especially for the parcels immediately north of the train station. Parking should be placed behind new buildings, buildings should front on Route 30 or the new retail street created at the Kmart site, and buildings should front the sidewalk rather than the parking lot. Maintain Thorndale's image as an exurban semirural village by creating a town center that is appropriate in scale, using the **vernacular architecture of Chester County**.
2. Consider installing **gateway treatments** along Route 30 to signify to motorists that they have entered Caln Township. Caln does have some identifying signage, but the use of artwork, landscaping, and special lighting can enhance the entry treatments, particularly in the proposed Village area.
3. **Improve the streetscape along Route 30** near the station with the following enhancements: street trees, streetlights, curbing, continuous sidewalks, pedestrian crosswalks, controlled signage, traffic calming measures, and improvements to the architectural

character of the commercial uses, as is being pursued with the new Wawa development.

Programmatic:

- 1. Improve information available at the train station** for those entering Caln Township by train. A station area map, brochure, signage, or other marketing material could enhance the visitor experience and knowledge.
- 2. Promote Thorndale and Caln Township** by hosting festivals and events in the new town center, as well as at the train station, to encourage transit ridership.



Caln should consider creating a public space, like the railroad plaza in Lansdale, next to the Thorndale train station for events and community gatherings.

Conclusion

Caln Township has proactively worked to update its comprehensive plan and zoning language to include TOD concepts. The township should consider the recommendations on regulatory language contained in this study to further its goal of developing smarter.

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City of Woodbury, New Jersey: Imagining a Bus TOD

Study Area

Woodbury is a first generation suburb located 10 miles from Philadelphia, and is the county seat of Gloucester County, New Jersey. The study area is comprised of the entire City of Woodbury, given the lack of a fixed transit facility to focus on. There is no passenger rail service in Woodbury or Gloucester County. For this study, the analysis focuses on 1), discussing a proposed bus terminal, and 2) recommending policy and regulatory changes to facilitate transit-oriented development in Woodbury. See Map 10: Woodbury Existing Uses.

Transit

There are currently six NJ Transit bus routes that serve Woodbury, a majority of which are geared toward the northbound commuter working in Camden or Philadelphia. The South Jersey Transportation Authority runs a number of employee shuttle services. These employee shuttle services are available to Gloucester County's transit-dependent residents, and serve the Pureland Industrial Park, Mid-Atlantic Suburban Office Park, and the UPS Regional Facility in Lawnside.

Snapshot

As the county seat of Gloucester County, Woodbury has historically been a crossroads of government and economic activity. The major access points into Woodbury are Route 45/Broad Street and U.S. Route 130, the major north-south arterial prior to the building of the New Jersey Turnpike. As population in the South Jersey region grew, other major highways, such as I-295 and I-95, pushed growth further south and west, allowing commuters to circumvent the City of Woodbury and travel on faster controlled-access highways. The only rail service to Woodbury today is limited to freight activities. The only transit commuter service for Gloucester County residents is riding the bus. Six of NJ Transit's bus routes either converge or connect through the City of Woodbury.

A bus terminal would provide a critical asset for the City of Woodbury as well as Gloucester County. Given Woodbury's high volume of buses, the proposed bus terminal would provide a centralized area of transportation activity for Gloucester County residents and commuters. Gloucester County has experienced rapid residential development in recent years, further adding to road congestion.



The heart of downtown Woodbury is the intersection of Broad and Cooper streets.



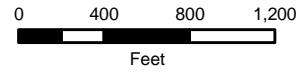
Woodbury is the county seat and is home to many fine buildings, such as the Gloucester County Building.

Map 10: Existing Uses

Woodbury

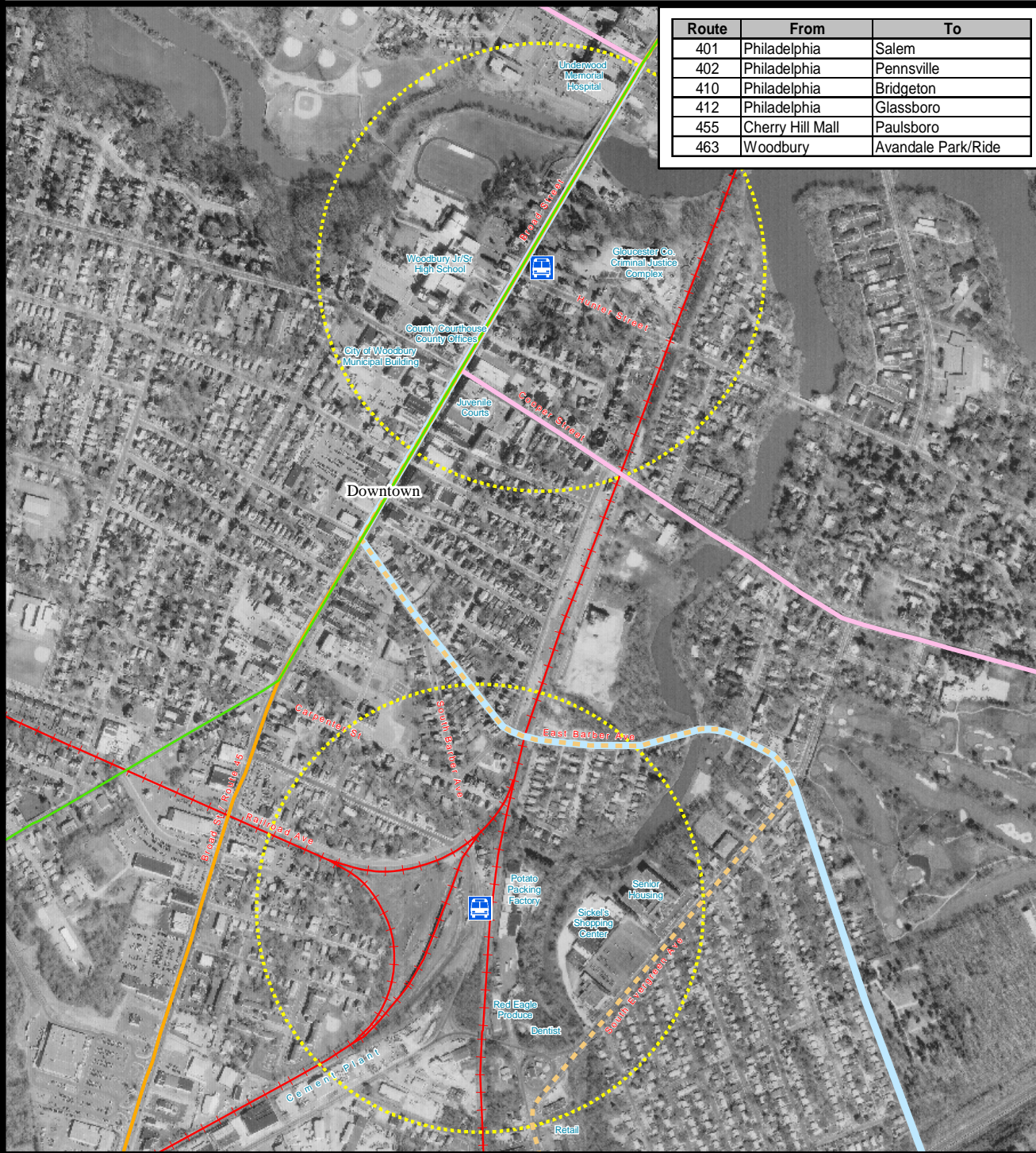
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December 2004

Route	From	To
401	Philadelphia	Salem
402	Philadelphia	Pennsville
410	Philadelphia	Bridgeton
412	Philadelphia	Glassboro
455	Cherry Hill Mall	Paulsboro
463	Woodbury	Avandale Park/Ride



Proposed Sites For
Bus Station



1/4 Mile Radius



Railways

Route 401

Route 410

Route 412

Route 463

The study assesses the bus terminal concept and proposed sites for such a facility. However, this study does not substitute for an in-depth operational or financial feasibility analysis, both of which must be done before any proposed bus terminal can be realized.

An attractive bus terminal that provides a waiting area, a café and/or other retail or service uses, restrooms, parking, signage, and real-time information, would make bus travel much more amenable. Such amenities are needed to provide incentives for bus travel.

It is commonly held that commuters are more likely to use public transit if the mode is rail, and that fewer people are inclined to choose bus travel over the private automobile if given the choice. This bus stigma stems in part from the “legibility” or ease of riding buses versus rail. Rail systems are fixed facilities, with fixed infrastructure and stations, often times with ticket machines, personnel, and schedule information.

Psychologically, riding the train is easier to comprehend since sooner or later, a train or subway will arrive at the station. Bus systems do not have fixed infrastructure (such as tracks, unless it’s a bus rapid transit guideway system, which are more common in Europe than in the United States). Some bus lines have shelters, though many do not. Psychologically it is more difficult for a commuter to navigate a bus system because of the lack of a fixed station or legible route, let alone a place to pick up a schedule or personnel to speak with on site. A bus terminal attempts to add a “fixed” element to the bus system.

Woodbury, Gloucester County, and New Jersey Transit must decide whether a bus terminal would work best in the downtown, to serve commuters and users of downtown establishments, or as a park-and-ride farther from downtown, to ease single automobile congestion and make commuting easier.

History

Henry Wood, a Quaker from Bury, England, founded Woodbury in 1683. His family first settled north of Woodbury Creek on the New Jersey shore of the Delaware River and named this settlement Woodbury. A few decades later, a new site was selected inland where present day Kings Highway bridged Woodbury Creek, where it has remained since. By 1715, it had become a Quaker religious center. By 1747 it was a “thriving village center” and at the onset of the Revolutionary War, had become home to many rebel troops.



This bus terminal in Vineland, New Jersey, is a great asset to commuters in Cumberland County.



Vineland’s bus terminal has transit-friendly uses, such as a general store, dollar store, hair salon, and appliance and furniture store. The bus terminal’s design is suburban in character, however, and Woodbury might wish to pursue a more historic design.



The beautiful Gloucester County Courthouse sits at the corner of Broad and Cooper streets downtown.

By 1825, Woodbury had established schools, a library, fire companies, and churches. In 1871, it was incorporated as a city. Due to its historical richness, Woodbury's historic district has been placed on the New Jersey State Register of Historic Places and has been nominated for the National Register. Many buildings from the 1800s remain in Woodbury, including the Colonial Revival style City Hall, the Woodbury railroad station (at Cooper Street and Railroad Avenue), and many Victorian mansions.

Strengths, Weaknesses, Opportunities, Threats (SWOT Analysis)

Strengths

- Given its age and historic structures and grid street system, Woodbury is already a transit-oriented development (TOD).
- Six key bus routes converge on Woodbury, making an intermodal link at Broad and Cooper streets downtown. Many people walk to bus stops in Woodbury. Map 10 includes these bus routes.
- Woodbury is the county seat, with government offices and a large hospital complex, and at least 2,600 people work in downtown Woodbury. The court system is a major draw for bus riders.
- There is a strong retail mix in downtown, along with metered two-hour parking downtown on Broad Street to serve shoppers.
- Woodbury installed attractive streetscape improvements in the late 1990s, improving the overall feel of Broad Street, its main shopping street.
- Gloucester County is experiencing rapid residential growth.
- More people are becoming attracted to living in small towns such as Woodbury.
- Woodbury has a competent and involved city staff, as well as a Main Street organization, Main Street Woodbury, working to improve the downtown business climate. Both of these organizations have good Web sites marketing Woodbury (www.woodbury.nj.us and www.mainstreetwoodbury.org).

Weaknesses

- Woodbury has no rail station in service, and buses and a proposed bus terminal still have a harder image to sell than rail.
- Bus transit service currently serves the peak periods well, but not off-peak.
- Transferring between bus lines is difficult due to timing.

- Given its age and density, Woodbury is fairly built out, and there is not much room for new development, although redevelopment is possible.
- Downtown parking supply is perceived to be lacking.
- There is significant automobile congestion through town and on surrounding roads at peak periods.
- Large trucks traveling through downtown on Broad Street detract from the overall pedestrian experience and are a safety issue.

Opportunities

- NJ Transit or PATCO may pursue rail extensions to Glassboro, which would include Woodbury as a stop.
- NJ Transit and NJDOT have a strong interest in promoting TOD, and have designated several transit villages throughout the state.
- Pleasantville, New Jersey, in Atlantic County, has been designated a TRANSIT VILLAGE, and is a bus-only community.
- The City of Woodbury has identified several redevelopment areas in the city.

Threats

- Woodbury needs to maintain a vital downtown, with the right amount of retail uses, housing, transit service, and automobile traffic.



Woodbury High School has a central location on Broad Street downtown.

Demographics

Population and Race

The City of Woodbury has a population of 10,307 in the 2000 Census, of which 72 percent is White while 22 percent are Black. All other races make up less than 3 percent of the city's population.

Median Household Income

The median household income in 1999 was \$41,827, and the poverty rate was 11 percent.

Travel Mode

According to the 2000 U.S. Census, 75 percent of Woodbury residents drove alone to work, while 11 percent carpooled, another 6 percent used public transit, 4 percent walked to work, 2 percent worked from home, and less than 1 percent rode a bike to work.

Land Use

Two sites considered for a possible bus terminal are Hunter Street in downtown Woodbury, and South Barber Avenue



One of the proposed sites for the Woodbury bus terminal on South Barber Avenue is part of a Conrail yard.



Woodbury has a charming downtown with many eclectic stores and renovated building facades.

between South Evergreen Avenue and Railroad Avenue. See Map 11: Woodbury Land Use.

The South Barber Avenue site presents a challenging land use mix of residential, light industrial, heavy industrial, commercial, and transportation-related uses. The site is part of a Conrail storage yard, with some active freight lines nearby. Across from the Conrail yard to the east is a potato packing plant, whose trucks access the site off of South Evergreen Avenue, not South Barber. Beyond the packing plant is a wooded area that may be wetlands, and beyond that is the underutilized strip-commercial Sickel's Shopping Center, and senior housing. Further east is a stable residential neighborhood of single-family detached homes.

To the north and immediate west of the Conrail yard is another residential neighborhood, with some multifamily apartments. To the south, at the intersection of Route 45 and South Evergreen Avenue are several fast food restaurants, and farther east along South Evergreen are several industrial uses, including a cement plant that generates large volumes of truck traffic. South Barber Avenue continues east and goes under a rail underpass, which also has a sidewalk for pedestrians, though the walking environment here is less than ideal. There is a Red Eagle Produce shop and a dentist's office across from a traffic circle with an abandoned gas station in the middle. The city has plans to eliminate this circle. Farther south, following Glassboro Road from the traffic circle is an animal hospital, car dealer, karate shop, seafood takeout restaurant, nail shop, auto repair shop, and auto dealership.

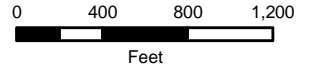
This eclectic mix of uses, while including some uses that are transit-friendly, such as the restaurant, nail shop, produce shop, and residences, also includes less transit-friendly uses as the potato packing plant and cement plant. Great care should be given to making the area more pedestrian-friendly and buffering the existing industrial uses. Possible long-range plans should consider relocating the potato packing plant, given its prime location across from the bus terminal and adjacency to the shopping center and senior housing. While the city is reluctant to give up a tax ratable, a long-term strategy for revitalizing the area would recommend moving this use.

Map 11: Land Use

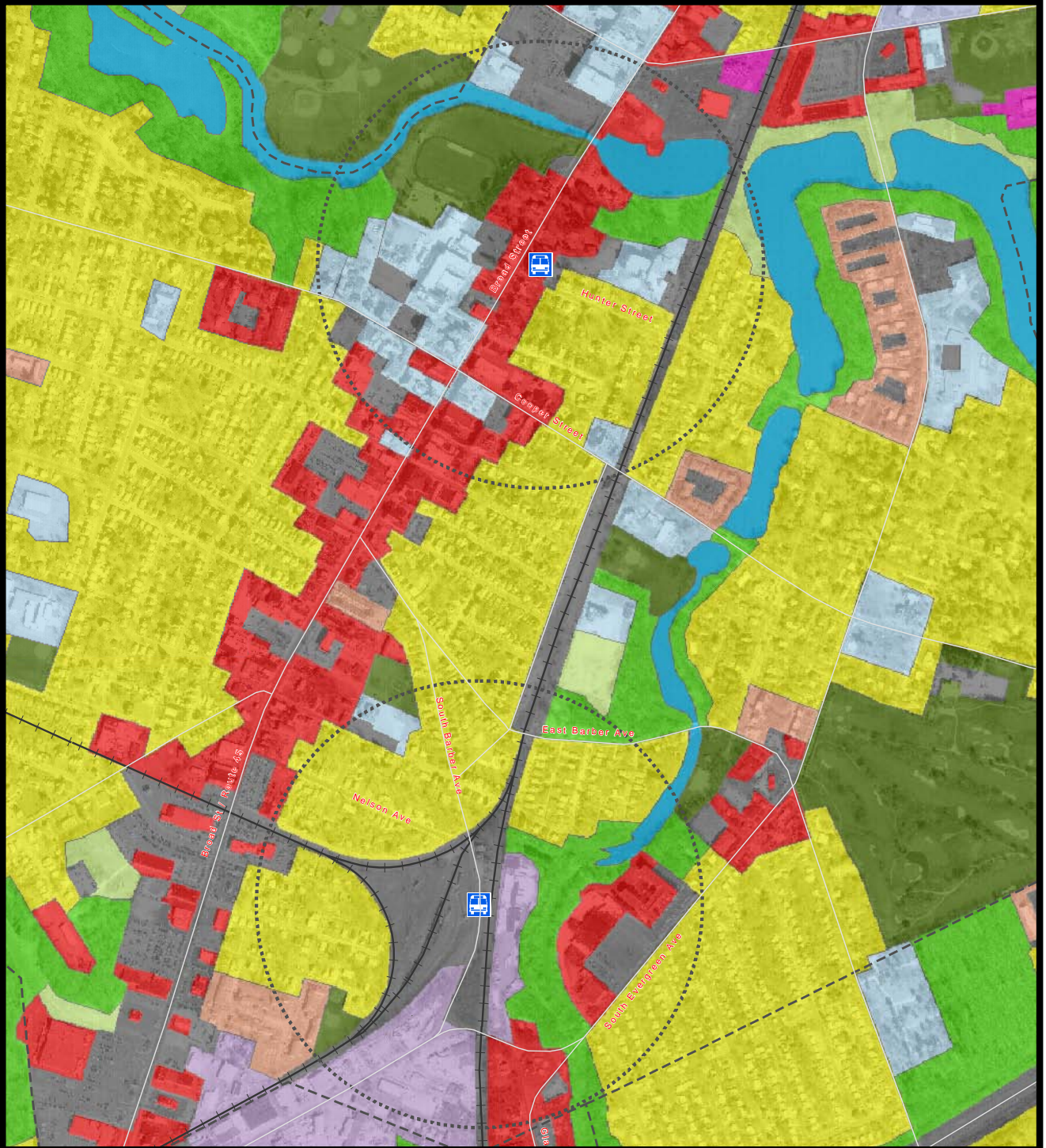
Woodbury

Gloucester Co., New Jersey

Orthophoto Date : 2000



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- | | | | |
|--------------------------------------|--------------------------|--------------------|--------|
| Residential - Single-Family Detached | Mnf - Heavy Industrial | Community Services | Mining |
| Residential - Multifamily | Utility | Military | Wooded |
| Residential - Row Home | Transportation / Parking | Recreation | Vacant |
| Mnf - Light Industrial | Commercial | Agriculture | Water |



Proposed Sites For
Bus Station

--- 1/4 Mile Radius

- - - Municipal Boundary

Figure 15: Businesses in Downtown Woodbury

*AbracaDane
African Imports
All Star Tickets
Art Lounge
Bob's Fireside
Café 9
Charlie Browns Steakhouse
Cheese to Please
City Denim
Courthouse Café
Farrells' Eyeglass Store
Healthy Way Café
Janet's Restaurant
Jennifer's Breakfast & Lunch
Melting Pot Gourmet Shop
Nut Shop
Paperback Heaven Book Exchange
Polsky's Army Navy
Saloff Jewelers
The Monogram Shoppe
Rite Aid
Tie the Knot
Trace Photography
Woodbury Antique Center*

Source: DVRPC Field Survey, 2004.

Downtown Retail Mix

Downtown Woodbury, if measured from Broad and Cooper streets, is approximately three-quarters of a mile from the South Barber site. It is approximately a half-mile from the site to reach the southern end of downtown land uses at East Barber Avenue. Broad Street (Route 45) is the main shopping street, and presents a healthy mix of residential, commercial, and institutional uses. Woodbury's downtown has over 75 merchants, some of which are listed in Figure 15. There is an eclectic mix of gourmet foods, bookstores, import stores, antiques, bridal, and clothing stores. The city has made great strides in making its downtown aesthetically pleasing and vital. There is downtown parking available at several sites as well as two-hour metered parking along Broad Street. Many stores are open weekdays, evenings, and weekends.

Business Improvement District/Main Street

Woodbury City became a Main Street Community in 1997, through the National Main Street Program. Main Street Woodbury is a nonprofit organization dedicated to the revitalization of downtown. Through grant money, Woodbury has been able to improve the streetscape, by installing brick sidewalks, decorative lighting, and new signage downtown. This initial investment has spurred business owners to work together and host evening "candlelight" shopping once a week. Restaurants and business owners have outdoor tables in the warmer months, helping to enliven the street. Current efforts of Main Street Woodbury include recruiting additional retail and preserving the downtown movie theater.

Density

Woodbury is a fairly dense borough, with a population density of 4,917 persons per square mile, a gross housing unit density of 3.2 housing units per acre, and a net housing unit density of six housing units per acre. Given that the region's average net housing unit density is 3.7 housing units per acre, Woodbury is above average when it comes to density.

Planning Environment

Master Plan

The City of Woodbury's last full master plan was prepared in 1965 and reexamined in 1995. The most recent reexamination plan was completed in December 2001. Woodbury is virtually developed with no significant room for new development, other than the redevelopment of vacant properties. The City of Woodbury has indicated that they wish to extend the center of downtown farther south along Broad Street, to Railroad Avenue,



Woodbury has a net housing unit density of six units per acre, and these townhomes contribute to more diverse housing choices.

south of South Barber Avenue. The proposed bus terminal location on South Barber would further reinforce this southern end of downtown and would spur redevelopment in this area. The 2001 reexamination report reevaluated recommendations laid out in 1995. This covered land use, historic preservation, recreation, recycling, facilities, and transportation.

Zoning

The South Barber site is zoned for IND (Industrial). However, there are several other uses immediately surrounding the site that include: R-15 (Residential), R-35 (Residential), C-1 (Commercial), and C-2 (Commercial). The residential districts both have low minimum lot sizes, allowing for higher density housing that supports TOD. The Hunter Street site and downtown are mostly zoned C-1 (Commercial) and C-2 (Commercial), along with HPD (Historic Preservation District). See Map 12: Woodbury Zoning.

IND Industrial. Permits general business offices, scientific or industrial lab research, food processing, bulk laundries, dry-cleaning establishments, carpet and rug services, general contracting, and self-service facilities. Minimum lot sizes range from 4,000 square feet for an attached building to 7,500 square feet for a detached building. Lot frontage ranges from 35 feet for attached buildings to 60 feet for detached buildings. All buildings must have a 25-foot buffer to any residential district boundary. No building may exceed 60 feet in height.



St. Patrick's Parochial School is close to the original railroad station.

R-15 Residential. Permits single-family dwellings, places of worship, parking lots, transit stations, public utility uses, schools, and government uses. Minimum lot size is 1,500 square feet per family. Building height may not exceed 45 feet.



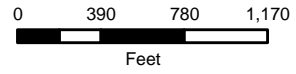
Woodbury's professional overlay district allows for professional office uses in residential neighborhoods, adding to the mixed-use character of the city.

R-35 Residential. Permits single-family dwellings, places of worship, parking lots, transit stations, public utility uses, schools, and government offices. Minimum lot size is 3,500 square feet per family. Building height may not exceed 35 feet, however, the height limit may be exceeded by one foot per each foot by which the width of a side yard is increased beyond the minimum side yard requirement, up to a maximum of 50 feet.

Map 12: Zoning

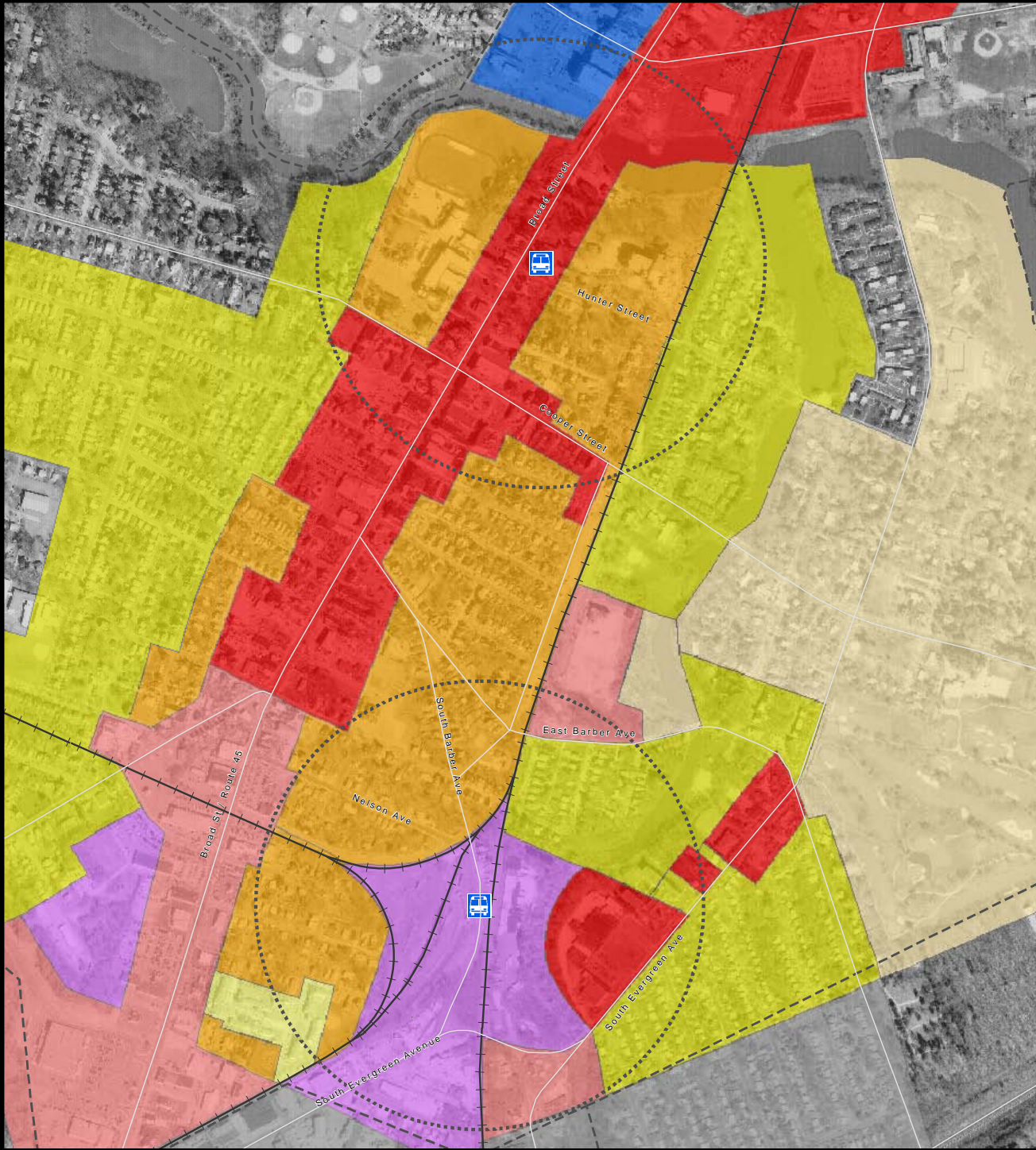
Woodbury

Gloucester Co., New Jersey



Delaware Valley
Regional Planning Commission
December 2004

Orthophoto Date : 2000



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|--------------------------------|--------------|------------------|----------------|---------------------|
| Proposed Sites For Bus Station | Industrial | Commercial 2 | Residential 35 | Proposed Apartments |
| 1/4 Mile Radius | Commercial 1 | Residential 15 | Residential 90 | No Data |
| Major Roadways | Railways | Medical/Hospital | | |

C-1 Commercial. Permits retail sales and services, offices, office services, places of worship, hotels/motels, banks, and club/lodges. Minimum lot sizes range from 2,500 square feet for attached building to 6,000 square feet for detached buildings. Lot sizes for residential structures must be at least 1,500 square feet per family. Detached buildings must have 50 feet of frontage, semidetached and attached buildings must have 35 feet of frontage. No building may exceed 45 feet in height.

C-2 Commercial. Permits financial services, business establishments for wholesale trade, places of worship, catering or other food preparation, hotels, printing/publishing, commercial and industrial offices, professional offices, and retail sales. Minimum lot areas range from 2,500 square feet for an attached building to 6,000 square feet for a detached building. Attached buildings require 35 feet of frontage and detached buildings require 50 feet. Lot coverage may not exceed 60 percent.

PO Professional Overlay (PO) Districts. These districts are for limited uses in designated areas of two residential districts in the city, allowing for mixed uses, because of their proximity to existing governmental, public service, hospital, and commercial uses as well as their logical transition in land use. In PO District 1, professional offices, or a professional building, are permitted for a physician, dentist, surgeon, optician, or other licensed practitioner of the healing arts for humans, as well as offices for an attorney, accountant, architect, or engineer. In PO District 2, professional offices or buildings are permitted for administrative, executive, or professional organizations or persons including those of an insurance broker, real estate broker, or clerical operations of governmental, industrial, or commercial organizations. All uses in the professional overlay districts must comply with the bulk requirements of the underlying residential district.

HPD Historic Preservation District. The Historic Preservation District includes all the lots and parcels of land: lying within the north bounds of the rear property lines of those lots fronting on



Woodbury's Historic Preservation District offers protection for historic structures from alteration and demolition.

the south side of Aberdeen Place, east of South Broad Street and North Broad Street, south of Hunter Street and west of the Conrail right-of-way and west of Railroad Avenue; lying or adjoining the west side of the north side of Penn Street and the south high-water line of the Woodbury Creek; lying or adjoining the east side of South Broad Street between the north side of Carpenter Street and the south side line of Aberdeen Place; lying or adjoining the east side of North Broad Street between the north side of Hunter Street and the lands of the Woodbury Lake System; lying or adjoining the north and south sides of Hunter Street between the east side of North Broad Street and the high-water line of the Woodbury Lake System; as well as all of the lots and parcels of land facing or adjoining Delaware Street and Cooper Street.



Many buses travel along Broad Street through downtown Woodbury.

Special Studies

I-295/U.S. 130 Riverfront Transportation Corridor Study for Gloucester County, New Jersey, Delaware Valley Regional Planning Commission, October 2002, provides an analysis of four potential sites for a bus terminal in Woodbury.

Gloucester County Transportation Plan Update, September 2002, by Gloucester County, provides an overview of existing transportation services in Gloucester County along with statistics and trends among transit-dependent populations. The plan outlines the adoption of 12 transportation initiatives, including the establishment of the bus terminal in Woodbury or Westville. This report envisions the creation of a “transportation center” as a way to coordinate transfers between employment and commuter shuttles, as well as a way to achieve economies of scale in the cost of operating the buses.

Access

Bus Level of Service and Ridership

There are currently six NJ Transit bus routes that serve Woodbury. There are 184 buses per day. A majority of the routes are geared toward the northbound commuter working in either Camden or Philadelphia. These routes make commuting via bus to suburban office parks difficult. The following boardings are for weekdays only. For Route 401, from Woodbury to Salem City, there are 129 boardings; for Route 402, from Pennsville to Philadelphia, 86 boardings; for Route 410, from Bridgeton to Philadelphia, 237 boardings; for Route

412, from Glassboro to Philadelphia, 239 boardings; for Route 455, from Cherry Hill Mall to Woodbury/Paulsboro, 103 boardings; for Route 463, from Woodbury to Avandale, 53 boardings. Total boardings per weekday for the six routes amounts to 847 boardings.

Figure 16: Bus Routes in Woodbury

Bus Route	Starting	Ending	Buses	Time of Day	Headway
Route 401	Woodbury	Salem City	2	AM Peak	Over 60 minutes
	Woodbury	Salem City	3	PM Peak	At least 30 minutes
	Salem City	Woodbury	3	AM Peak	Under 60 minutes
	Salem City	Woodbury	2	PM Peak	Over 60 minutes
Route 402	Philadelphia	Pennsville	2	AM Peak	Over 60 minutes
	Philadelphia	Pennsville	4	PM Peak	30-40 minutes
	Pennsville	Philadelphia	2	AM Peak	
	Beckett	Philadelphia	2	AM Peak	
	Pennsville	Philadelphia	1	PM Peak	Over 180 minutes
Route 410	Philadelphia	Bridgeton	1	AM Peak	
	Philadelphia	Bridgeton	3	PM Peak	
	Bridgeton	Philadelphia	4	AM Peak	
	Bridgeton	Philadelphia	1	PM Peak	
Route 412	Philadelphia	Elsmere	5	AM Peak	Varying headways
	Philadelphia	Elsmere	4	PM Peak	
	Elsmere	Philadelphia	5	AM Peak	Under 30 minutes
	Elsmere	Philadelphia	3	PM Peak	Over 30 minutes
Route 455	Cherry Hill	Paulsboro/Natl Park	2	AM Peak	
	Cherry Hill	Paulsboro/Natl Park	4	PM Peak	
	Paulsboro/Natl Park	Cherry Hill	3	AM Peak	
	Paulsboro/Natl Park	Cherry Hill	3	PM Peak	
Route 463	Woodbury	Avandale Park	3	AM Peak	60 minutes
	Woodbury	Avandale Park	3	PM Peak	60 minutes
	Avandale Park	Woodbury	3	AM Peak	60 minutes
	Avandale Park	Woodbury	2	PM Peak	60 minutes

Source: www.njtransit.com

Other Transit Services

In addition to the NJ Transit bus routes that serve Woodbury, the South Jersey Transportation Authority (SJTA) runs a number of employee shuttle services. These employee shuttle services are available to Gloucester County transit-dependent residents (those on welfare, general assistance, or food stamp recipients). The Pureland Shuttle to the Pureland Industrial Park, the nation's largest industrial park at 3,000 acres along I-295 in Logan Township, provides transit for workers seven days a week. The Pureland Shuttle serves day shift workers Monday through Friday, picking up at three stops in Westville starting at 6:50 a.m., and four stops in Woodbury starting at 6:53 a.m., arriving

at Pureland at 7:16 a.m. Evening service departs Pureland at 4:00 p.m. and drops off at four stops in Woodbury beginning at 4:35 p.m. and three stops in Westville beginning at 4:45 p.m. On weekends there is no printed schedule, though commuters can call 856-616-0815 for weekend service.

The Pureland Shuttle connects with Camden County, Cumberland County, and Salem County by coordinating shuttle buses with the NJ Transit Route 401 from Salem City, Route 402 from Pennsville, Route 408 from Millville, Route 410 from Mullica Hill, Route 412 from Elsmere, Route 455 from National Park, and Route 463 from Avandale. SJTA also runs shuttles to the Mid-Atlantic Suburban Office Park and the UPS Regional Facility in Lawnside.

The Pureland Shuttle has pick-up and drop-off service at: Evergreen Avenue at Red Bank Avenue, Broad Street at Red Bank Avenue, Broad Street at Hunter Street, and Broad Street at Delaware Avenue.



The City of Woodbury offers free parking in this Park n' Shuttle lot at Railroad Avenue. This lot is often used for jury duty parking.

Parking

A new bus terminal may or may not include parking, depending on the nature of the facility built and its purpose. A new bus terminal that intends to have commuters drive to it, park, then ride on buses, would need parking. A downtown bus terminal that is designed for easy transfers and walk-up commuters may not include parking, though some parking would probably be recommended. There is currently no parking at the South Barber site, so a bus terminal there would need to include a parking garage or surface lot, or both, depending on the need, value of the land, and opportunities for sharing parking with other land uses.

Parking management is an issue in downtown Woodbury, which has 369 spaces in the vicinity of Broad and Cooper streets, as well as more spaces at the Park n' Shuttle surface lot on Railroad Avenue. There is also two-hour metered parking on Broad Street downtown, ideal for shoppers or short-term visitors. There is a new parking garage at the Juvenile Court Complex at the corner of Broad Street and Cooper Street, though this is often full during the week, and courthouse visitors must park at the Park n' Shuttle lot. The Juvenile Court garage is used on the weekends by shoppers. Main Street Woodbury is currently working on a wayfinding program for downtown Woodbury that would include information and mapping of parking garages. A new bus terminal could include parking spaces for downtown visitors and possibly shared parking for adjacent new uses.

Sidewalks, Trails, Bike Lanes

Woodbury's downtown has ample sidewalks along the main roadways. Broad Street can be difficult to cross at some

intersections due to the heavy volume of vehicular and truck traffic, such as at Hunter Street. There is little pedestrian access to South Barber Avenue. Sidewalks run along the residential portion of South Barber Avenue, north of the railroad tracks. There are no sidewalks along the remainder of South Barber Avenue, South Evergreen Avenue, or Glassboro Road. Sidewalks continue on South Evergreen at the Sickel's Shopping Center and along the residential portion of the street. There are no bike lanes on South Barber Avenue, nor any known trails in the area.

Street Network

The overall street hierarchy in Woodbury is a well-defined grid with a few diagonal streets, such as South Barber Avenue. The length of the blocks varies, particularly through the residential neighborhoods. Woodbury Creek and the Vineland Rail Line along Railroad Avenue present physical barriers where many streets terminate, including the South Barber Avenue proposed bus terminal site. South Barber Avenue connects to Broad Street and downtown Woodbury as well as to neighboring Woodbury Heights.

Roadways

The bus terminal site at South Barber is accessible from South Barber Avenue. South Barber Avenue connects with Route 45 on the north end at a timed intersection and connects to South Evergreen Avenue on the south end with stop signs. South Barber Street is residential north of the railroad tracks and has one lane in each direction with parking on both sides of the street. South of the railroad tracks, the road continues as two lanes, however, there are painted buffer lanes. The roads are in good condition. The posted speed is 25 mph. This site is bound by railroad tracks, making direct east-west automobile and pedestrian access more complicated. The Hunter Street bus terminal site is accessible from Hunter Street only (not Broad Street), and Hunter has minimal vehicular traffic

Traffic Volumes

DVRPC counts traffic on major roadways throughout the nine-county region. "Annual Average Daily Traffic (AADT)" represents an estimate of all traffic counted for a 24-hour period at the location indicated. The years and segments of roadway counted may differ.



Woodbury's attractive train station.

Figure 17: Traffic Counts for Woodbury Study Area

Road Name	From	To	Date	Direction	AADT
Cooper Street	North Broad Street	Green Street	2002	Total	14,693
North Broad Street	Cooper Street	Hopkins Street	2002	Total	19,019
North Broad Street	Hunter Street	Cooper Street	2002	Total	23,300
Red Bank Avenue	North Broad Street	Green Street	2002	Total	12,457
Cooper Street	Route 553	NJ Turnpike	1999	Total	20,870
Glassboro-Woodbury Road	Barber Avenue	Cooper Street	2000	Total	19,784
Broad Street	Red Bank Avenue	Hessian Street	2001	Total	21,021
Evergreen Avenue	Barber Avenue	Hesters Avenue	2001	Total	17,981
Evergreen Avenue	Red Bank Avenue	Cooper Street	2001	Total	22,184
Evergreen Avenue	Cooper Street	Barber Road	2001	Total	18,361
Mantua Avenue	South Evergreen Avenue	Salem Avenue	2001	Total	20,048
South Barber Avenue	Railroad Avenue	South Evergreen Avenue	2001	Total	3,391
Salem Avenue	Mahley Drive	Mantua Avenue	2001	Total	9,453

Source: DVRPC, 2004.



This closed Shell gas station is located in the traffic circle south of the potential bus terminal site at South Barber.



The Sickel's Shopping Center adjacent to the South Barber site is a redevelopment opportunity.

Development Opportunity Areas

The City of Woodbury has several commercial sites available for purchase. There are also several large redevelopment sites.

The **empty Shell gas station** and mini-mart at South Evergreen Avenue, in the traffic circle, is an irregularly shaped lot with three access points. Depending on how this intersection is reconfigured, as there are plans to do, this may be a development opportunity. Shell Oil still owns the property, and the leasing company is Daibes Enterprises. The assessed value of the property is \$193,400 and there are no tax liens. The site has both water and sewer capacity. There was a permit to remove the

three underground oil tanks in 1994, though its status is unknown.

Another development opportunity is the **underutilized Sickel's Shopping Center** on South Evergreen Avenue, just east of the proposed bus terminal. Opened in 1964, this 60,000-square-foot strip shopping center was anchored by a Shop Rite grocery store, which is now closed. Remaining uses include a large 12,700-square-foot ShopRite Liquor Store and the Ritz Pastry Shop. The site is nine acres, and its leasing agent is CB Ellis of Wayne, Pennsylvania. Its assessed value is \$864,000. There has been no construction on the site since 1994. This site has excellent potential for redevelopment, given its proximity to a large residential neighborhood, a senior center, and a proposed site for the bus terminal. The site has recently been sold to a different private owner, who plans redevelopment.

Depending on what sort of relationship the city has with Conrail, the **eventual development of the Conrail yard** represents a unique opportunity. It is one of the last large parcels of land in the city and any uses built here should be transit-friendly. Additionally, the city may want to explore **redevelopment of the potato packing plant** into a more transit-friendly use, or as part of the redevelopment of the Sickel's Shopping Center. Although the city may lose a tax ratable, the redevelopment of the site could result in overall increased property values in the area.

The City of Woodbury, in November 1998, adopted a **redevelopment plan that includes 110 acres** in two separate areas of the city. The eastern part of the site extends east of Broad Street and is bounded by Hopkins Street, the Hester Branch of the Woodbury Creek, East Barber Avenue, and Railroad Avenue. The residential area east of the proposed bus terminal on South Barber Avenue is included in this redevelopment area. The western area is irregularly shaped and extends north from Salem Avenue toward High Street. The main goal of the redevelopment plan is to work with the owners of the "problem properties" identified and eliminate the conditions that negatively affect the health, welfare, and safety of Woodbury's population. The redevelopment plan also encourages partnerships between private and public entities to redevelop and reuse existing vacant buildings and available land.

There are also **designated brownfield sites** within Woodbury City. These include: 48 Nelson Avenue, Block 100, Lot 22; 66 Nelson Avenue, Block 100, Lot 27; 468 Salem Avenue, Block 62, Lot 14; 227 Carpenter Street, Block 108, Lot 14.13; Route 45 and Bellevue Avenue, Block 103, Lot 1; and 1002 Lippincott Avenue. Several of these are located within the designated redevelopment area mentioned above.



There are a few vacant storefronts downtown. Main Street Woodbury works to attract new retailers to these spaces.

Market Potential

There is great residential market potential in Woodbury and the surrounding area, given Gloucester County's booming residential growth. From 1990 to 1997, Gloucester County's population grew by 7 percent, much faster than the state as a whole, and its rate of growth since the 2000 Census has been the fastest in South Jersey. South of Woodbury, the townships of Mantua, Washington, Monroe, and Woolwich are some of the fastest growing in the county. Woolwich nearly doubled its population from 2000 to 2003, according to the U.S. Census. New houses in Woolwich that sold for \$190,000 in the Weatherby development are now going for \$260,000 three years later, according to a local realtor.



Woodbury offers beautiful older homes within walking distance of downtown.

Demand for housing in South Jersey is high, as prices compare favorably to central New Jersey and farther north. New homes in Woodbury range from \$95,000 to \$250,000 and existing homes generally average \$75,000 to \$200,000, making Woodbury an economically and socially diverse city. The average sales price of homes sold in Woodbury in 2002 was \$113,411.

Woodbury's position as the county seat provides numerous jobs, and these institutions serve as economic anchors to the city. The major employers are Underwood Memorial Hospital (1,400 employees), Gloucester County (550 employees), *Gloucester County Times* (260 employees), the Woodbury School District (220 employees), and the City of Woodbury (190 employees). There are also many law offices, medical practices, and financial institutions located in the city to serve these uses.



Woodbury once had passenger rail, and the old train station is now the Cooper Express Café and Grille.

In terms of commercial development, Woodbury's downtown retail has to compete with the larger shopping malls in the area, including the Deptford Mall, Cherry Hill Mall, and nearby big-box retailers. Many of the chain retailers have located in the Deptford Mall area or are moving to the southern portion of the county where development is rapid. Smaller strip centers lie along the Route 42 corridor as it extends south from Deptford through Washington and Monroe townships. A majority of the 75 merchants located in Woodbury are privately owned "mom and pop" establishments. Woodbury has done a good job recruiting specialty retailers, such as gourmet foods, cafes, bookstores, import stores, and antiques—just the kind of retail that can make a downtown lively. These stores offer a different shopping experience from the regional and strip malls.

According to Main Street Woodbury, annual sales in Woodbury amount to \$222 million dollars. Of this, \$95 million is spent on automobile dealers, \$52 million at food stores, \$13 million at

restaurants and bars, \$11 million at gas stations, \$10 million at drug stores, \$6 million at building materials and garden stores, \$5 million at home furnishings stores, and \$3 million at apparel stores. It is safe to assume that most apparel is purchased at local malls.

Recommendations

Bus Terminal Proposal

Before a general discussion of TOD recommendations can be offered, the idea for a bus terminal should be evaluated. A bus terminal would represent a major capital investment and supply Woodbury with a fixed facility that could spur transit-oriented development. As such, an in-depth operational and financial assessment is required before such a recommendation can be fully advanced and endorsed.

Previous research on the merits of a bus terminal was conducted by DVRPC in 2002. The City of Woodbury and Gloucester County support such a facility. When the initial proposals were made by NJ Transit to build a rail line from Camden to Glassboro (in Gloucester County), Woodbury would have been a stop along this line. Indeed, Woodbury still has much of the infrastructure from passenger rail that used to run through the town. The rail line, now called the River Line, was ultimately built from Camden to Trenton, but not into Gloucester County.

A bus facility would provide commuters comfort, information, and a central gathering place. A bus facility would improve the overall transit picture in Gloucester County, and capture automobile commuters on Route 45, U.S. Route 130 and the New Jersey Turnpike and divert them to public transit.

DVRPC's long-range plan, *Horizons 2025*, includes a study of a new bus terminal in Woodbury as a proposed transportation study project. The plan characterizes the project (#C037) as a service-improvement study, with an estimated construction period between Fiscal Years 2006 through 2013.

The Bus Terminal

A potential bus terminal could include an attractive building with a waiting area, ticket machines or staffed ticket sales, restrooms, artwork relating to Woodbury or Gloucester County, real time information on bus arrivals and departures, and retail uses such as a café, general store, dry cleaners, or florist. Given the right set of circumstances, the terminal could also house municipal or other offices, whose employees and visitors could use the parking. The building could be designed to allow off-street loading in front, with parking behind the building and to the side.



Vineland's bus terminal shares parking with its retail uses, such as this appliance and furniture store.



NJ Transit buses enter the Vineland bus terminal via a side street, then exit on to Landis Avenue, a major arterial roadway.



A NJ Transit bus arriving at Vineland bus terminal.

In addition, the city may choose to set up a concierge service, much like the highly successful one at the Maplewood train station in northern New Jersey. The Maplewood Concierge Company is an independent service corporation organized by Maplewood businesses under the auspices of the Maplewood Chamber of Commerce. A concierge attendant booth at the train station takes orders each morning from commuters for services such as dry cleaning, drug store pickups, take-out food, florists, shipping and mailing needs, film developing, and video rental. In the evening, these same commuters pick up their completed requests from the booth. The concierge only uses local businesses, boosting area sales and strengthening downtown businesses. Similarly, commuters using the Woodbury bus station could support downtown businesses by using the concierge service. Professional and trade services also advertise at the concierge service. Maplewood also offers some municipal services at their train station through the concierge, including parking permits, pool badges, and dog licenses.

Woodbury would be an ideal location for such a concierge service, if enough commuters used the bus terminal. Such a service would reduce congestion in Woodbury’s downtown, as fewer people would need to drive into downtown and park. The concierge would bring downtown to the bus station, rather than locating the bus station in the already congested downtown.

Woodbury could also have a visitor’s booth or Woodbury information available at the bus center. Historic tourism is becoming more popular, and similar efforts by Burlington City, New Jersey, to promote its historic past could be pursued. Burlington City has created a great Web site (www.tourburlington.org) to promote local and national tourism.

Bus Terminal Design

When most people think of bus stations, the image is of a utilitarian structure with minimal amenities, or even of a forlorn building where few people would choose to linger. This does not have to be the case. Many newer bus terminals built across the country are high quality transportation centers with innovative designs.

The nearest NJ Transit “bus terminal” is located in Vineland, in Cumberland County, in southern New Jersey. It serves three NJ Transit Bus Routes, the 313, 408, and 553. The station is located on a major arterial, Landis Avenue, which runs through Vineland’s downtown. The bus terminal and adjacent retail uses were built to resemble many of the shopping centers already located on this section of Landis Avenue, before the more traditional downtown Main Street shops began. The bus terminal has a clock tower, indoor waiting room, restrooms, small

convenience store, and outdoor waiting area under a red metal canopy. The shopping center has a hair salon, dollar store, and appliance sales and rental store. Parking is located in the front and along the side. Buses enter the terminal not by turning directly into the parking lot from Landis Avenue, but by circling the block and entering from the street to the rear of the stores. Using this routing, buses can pull up to the covered passenger loading area, then exit onto Landis Avenue.

Other cities with attractive bus stations include Bellevue, Washington; Eugene, Oregon; Ogden, Utah; San Rafael, California; South Bend, Indiana; and Winston-Salem, North Carolina. Locally, Norristown, Pennsylvania, has an attractive bus and rail transportation center, with plans to add an intermodal facility with a multi-deck parking garage and intercity bus terminal. Five hundred parking spaces would be added to the existing 316. Woodbury must be involved in the design choices for the bus terminal.



Vineland's terminal has a decorative clock tower.

Possible Locations for the Bus Terminal

The previous research conducted by DVRPC in *I-295/US 130 Riverfront Transportation Corridor Study (2002)* investigated four potential station sites. These included:

Hunter Street

This site is over an acre in size and is located at the intersection of Broad Street and Hunter Street, within the center of downtown Woodbury. The property has two buildings on site that are owned by the county, and would need to be torn down to accommodate a bus terminal and garage. The county plans to build a family court parking garage on the site, though the original idea forwarded by DVRPC was to combine the garage with a bus terminal on the first floor.

The advantage to the Hunter Street site is its location near the center of downtown, close to Underwood Memorial Hospital, the high school, and other major destinations for residents, students, and workers. The site is also along all six bus routes, making rerouting of these lines unnecessary. The Hunter Street site fits more directly with the concept of a walkable TOD.

Disadvantages of this site include its presence within a historic district and near historic structures. A major disadvantage of this site is vehicular access. Vehicles would access the site from Hunter Street, though there is heavy traffic at peak periods of the day along Broad Street, making both right and left turning movements on to Hunter Street problematic. There are currently no pedestrian crosswalks, but recent streetscape improvements have made the area marginally more pedestrian friendly. At peak periods, however, the heavy automobile and truck traffic make crossing Broad Street more difficult. In addition,

commuters who wish to drive to the bus station, park, and ride the bus farther north to employment in Mount Laurel or Moorestown would most likely have to drive through Woodbury's already congested downtown on Broad Street.

Also, the site is approximately 1,000 feet from the rail line, making it less desirable should passenger rail return to Woodbury in the future. The ability to make seamless inter-modal transfers from bus to rail would be lost. Though the Hunter Street site garnered interest in the past among NJ Transit officials, the City of Woodbury and Gloucester County feel it is an undesirable site for such a facility and do not support this location at this time.



The Railroad Avenue site has overflow free municipal parking.



Woodbury Mews is an assisted living facility next to the rail line and Railroad Avenue.

Railroad Avenue

This site is approximately three acres along Railroad Avenue from Cooper Street (where the old rail station, now a restaurant, is located) extending south. It includes parcels on both sides of the rail line. The site includes all the current parking areas along Railroad Avenue, which are used by the City of Woodbury. Advantages of this site include its location along the rail line and proximity to the expanding Woodbury Mews assisted living facility east of the rail line. There is a good amount of pedestrian activity in this area and it is walkable to Broad Street and downtown. NJ Transit Routes 412, 455, and 563 operate past the site along either East Barber Avenue or Cooper Street. The other three bus routes, NJ Transit Routes 401, 402, and 410 operate along Broad Street, which is a short distance from Railroad Avenue. Disadvantages of the site include its use of already existing and well-used parking, its constrained geometry, and lack of signalized intersections serving the area.

Red Bank Avenue

This is a three-acre site located on Red Bank Avenue to the east of the intersection with North Broad Street. Currently, there is a parking lot adjacent to the CVS pharmacy on this site.

Advantages include its location adjacent to the Underwood Memorial Hospital, a major area employer. There is pedestrian access from North Broad Street, and the county facilities, high school, and downtown shopping district are just south of the site, though walkability is somewhat inhibited given the more automobile-oriented nature of Broad Street along this section. This proposed site has good vehicle access from North Broad Street or Red Bank Avenue. All six bus routes serve this area. Disadvantages of this site include the congestion along North Broad Street, as well as its location north of downtown and farther away from many residential areas that might use the bus facility. The many commuters from neighboring townships to the south would need to drive through downtown to access the facility.

South Barber Avenue

This site is located along South Barber Avenue between Railroad Avenue and South Evergreen Avenue, and has the potential for the largest amount of acreage. Presently the area has a large Conrail yard and three freight lines: the Vineland Secondary, Salem Running Track, and the Penn's Grove Secondary. It is not clear if all three lines are still active. Use or sale of the Conrail yard would have to be negotiated between the City of Woodbury, Conrail, and NJ Transit. The site is the farthest away from downtown Woodbury and originally was conceived as less than optimal if the station is envisioned as a "kiss and ride" station. The City of Woodbury expressed a greater desire to remove cars off neighboring highways and the very congested Broad Street, and offer residents near South Barber a chance to walk to the bus. The site also has great potential for future intermodal transfers, as the station would be adjacent to the rail line. The Park n' Shuttle currently serving the Railroad Avenue lot could be extended south to pick up passengers headed for downtown, if the need exists and other bus routes do not offer sufficient stops in downtown. South Barber is also ideally suited as an automobile access point, since cars can easily exit Route 45 at South Evergreen Avenue, and from there it is an easy drive to South Barber Avenue. Disadvantages to the site are the few east-west through streets in the area, given the presence of the rail yard and freight lines. None of the six bus routes use South Barber Avenue, though four travel nearby. Routes 412 and 463 run along East Barber Avenue, with Route 412 continuing on South Evergreen Avenue. Routes 401 and 410 travel on Broad Street/Route 45.

The site is also farther from downtown land uses, and a true "TOD" would need to be created at this site. A bus TOD here could capture commuters in automobiles traveling north on Route 45 to exit, park, and continue their trips on bus. Rather than create a true suburban style park-and-ride, surrounded by parking and isolated from other land uses, a bus terminal here would combine parking with transit-friendly land uses, such as housing, retail and office. Uses that support commuters, particularly retail uses such as cafes, groceries, dry cleaners, florists, and others should be encouraged. New housing could also be explored.

There is great opportunity to redevelop adjacent parcels, such as the potato packing plant (though this is a good rationale for the City of Woodbury) and the underutilized Sickel's Shopping Center directly east of the site on South Evergreen Avenue.



South Barber Avenue has a few homes directly north of the proposed bus terminal.



Conrail uses the yard for storage.



South Barber Avenue runs parallel with the rail line.

Figure 18: Woodbury Before Photographs show two photo montages of the South Barber Avenue site, with its two-lane roadway, overhead wires, and a mostly empty Conrail storage yard.



Figure 19: Woodbury Site Plan presents a possible future schematic of the area, with a bus terminal, retail uses, and proposed parking garage and surface lot. Across the street on South Barber is a proposed train station, should passenger rail be restored to Woodbury.

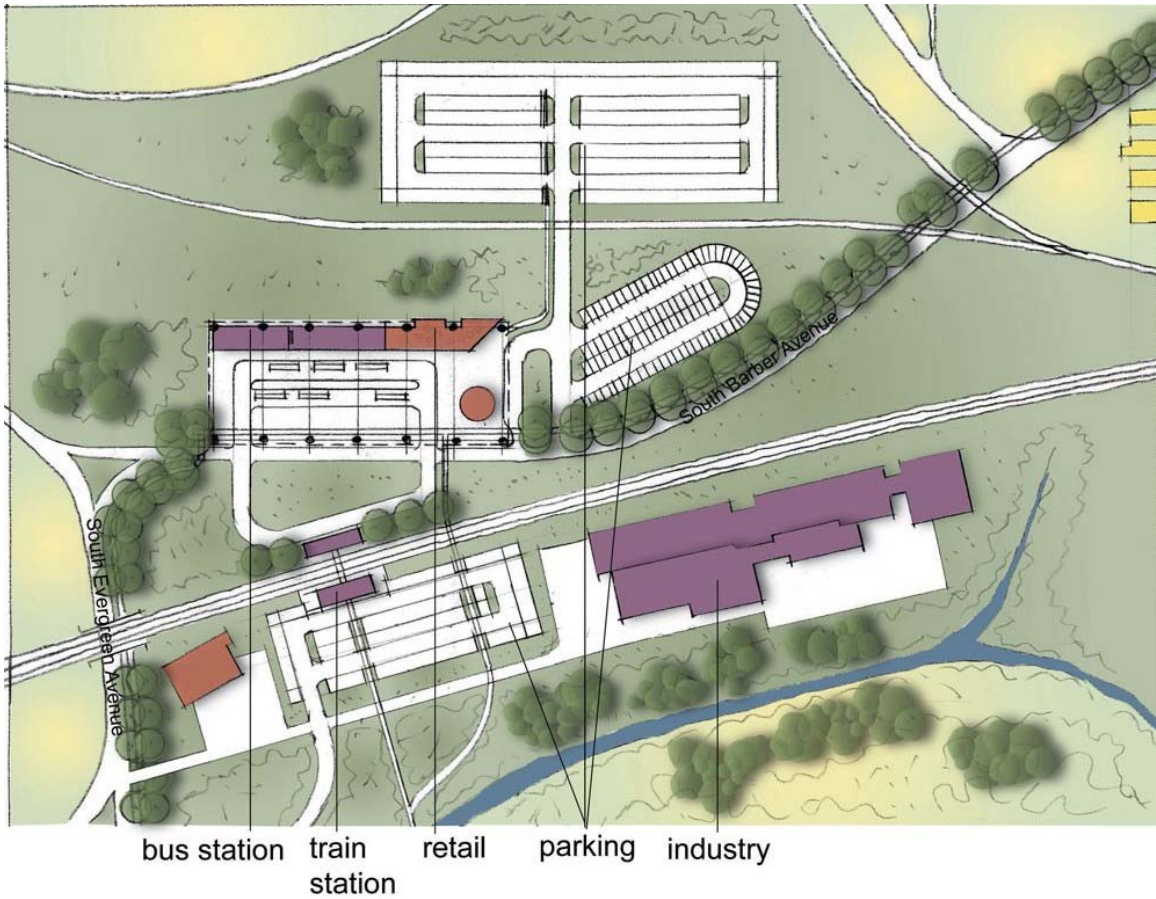
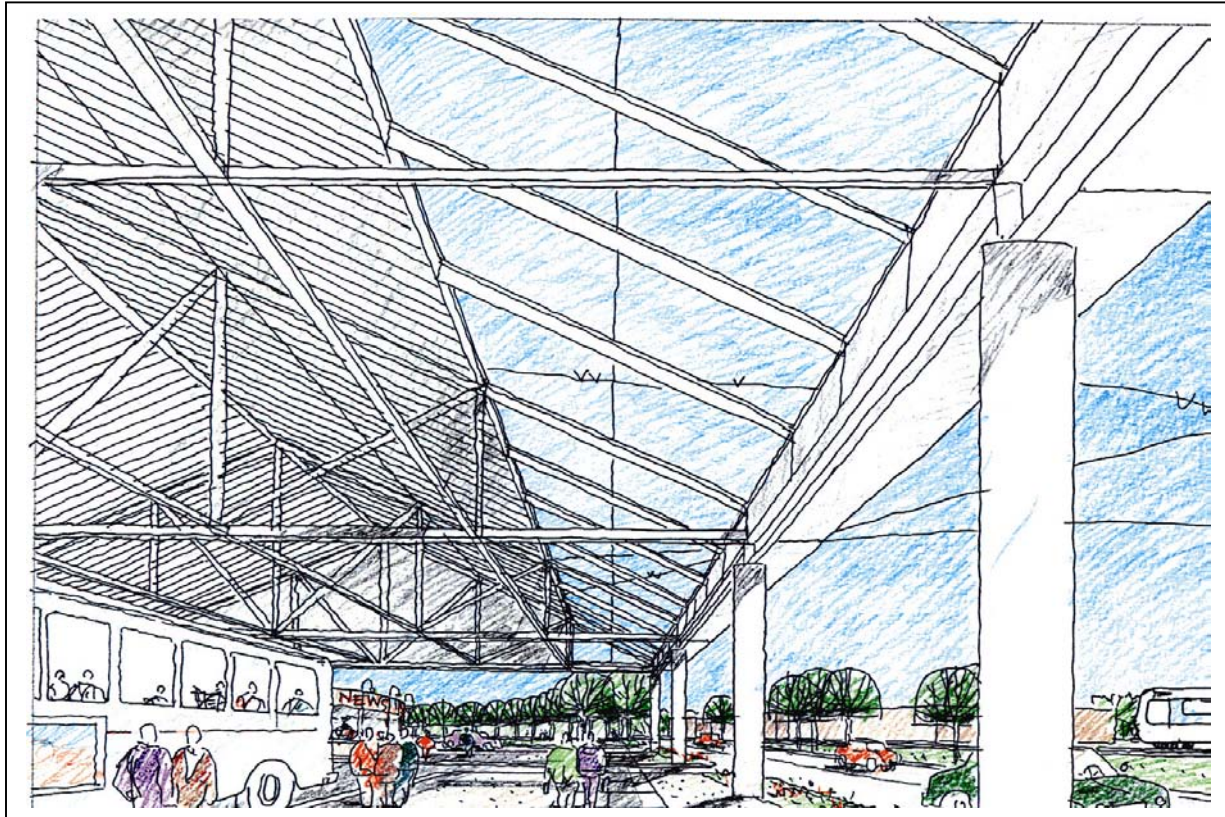


Figure 20: Woodbury Bus Terminal illustrates what a potential bus station could look like, with an extensive canopy over the bus queuing and passenger drop-off area. A light rail vehicle (in anticipation of the eventual return of passenger rail to Woodbury) can be seen on the rail tracks to the east. Future plans for the area should include the development of more transit-friendly uses on the Conrail yard, as well as safety precautions for any active freight lines.



Potential Transit Improvements for Bus Terminal

More in-depth study into operational improvements, working with New Jersey Transit, is needed if a bus terminal is to advance. Potential improvements that may be needed are discussed below.

A new bus terminal would require the **rerouting and rescheduling of the existing six NJ Transit bus routes** that currently serve Woodbury. Routes 401, 402, 410, and 412 all operate on the same north-south geographic route, providing a common, frequent “trunk” service between Woodbury and Philadelphia/Camden. To provide this trunk with connections to east-west bus routes, the individual routes comprising the trunk service do not transfer well among themselves, because of the staggered times involved in setting up the trunk. When NJ

Transit sets up a transfer schedule, it is a function of which connections are deemed most important. In Woodbury, that connection is to the Route 455 bus that travels east-west through Woodbury.

In order to create an efficient bus transfer station for commuters, **headways should be coordinated** and have consistent increments to make arrivals and departures more reliable for users, and **facilitate transfers**. According to NJ Transit, to make these transfers between routes work better, schedules would have to “pulse” together into and out of Woodbury, which could mean compromising the trunk service. Given NJ Transit’s budget realities, this could represent a tradeoff between consistent and frequent trunk service to Camden and Philadelphia from Woodbury, or enabling more transfer activity. The transit agency could consider **reducing the level of trunk service** during off-peak times and transferring these resources to better servicing the outer legs of routes, to Salem, Pennsville, Bridgeton, and Glassboro.

Not only is it difficult to commute to employment centers in Philadelphia, Camden, and Mount Laurel, it is also difficult for area residents to reach employment centers in the developing suburban areas of Gloucester County. The most efficient use of the bus terminal would be to have timed transfers, which would allow highly traveled bus lines to arrive at the transfer point at the same time on regular headways. Bus lines that are not as heavily traveled would have headways at multiples of the shortest headway. This would provide passengers with transfers between all bus routes.

NJ Department of Transportation’s TRANSIT VILLAGE Initiative

NJDOT’s TRANSIT VILLAGE Initiative is a multiagency smart growth partnership that helps to redevelop communities around transit facilities, to make them more appealing as places to live, work, and play.

A community may be designated a transit village through recommendation by the interagency task force, by demonstrating a commitment to the revitalization of their community. The municipality must complete the planning and background work in order to be designated. The 14 currently designated TRANSIT VILLAGES are Pleasantville, Morristown, Rutherford, South Amboy, South Orange, Riverside, Rahway, Metuchen, Belmar, Bloomfield, Bound Brook, Collingswood, Cranford, and Matawan. Pleasantville is the only TRANSIT VILLAGE with just bus service, not rail.

Once a community has been designated, they will benefit from the following:



Transit stations can be appealing places, like Bellevue, Washington’s transit center.



San Rafael, California’s transit center.



Ogden, Utah’s transit center.

- Coordinated efforts among several state agencies
- Prioritized funding from state agencies
- Technical assistance from state agencies
- Eligibility for grant money

Becoming a TRANSIT VILLAGE can help Woodbury promote the TOD recommendations. The following questions are used by NJDOT to determine TRANSIT VILLAGE eligibility.



Ogden, Utah's transit center and plaza.

Does this neighborhood around transit have population and economic development growth potential?

Does this neighborhood around transit have an existing multimodal transit facility?

Is there adjacent vacant or underutilized land within walking distance of the proposed site for redevelopment?

Does the community have in place land use policies that are supportive of mixed-use, compact development?

Does this neighborhood around transit have a strong residential component within walking distance (a quarter mile)?

Are there "ready-to-go" projects in this neighborhood around transit?

Is this neighborhood around transit pedestrian and bicycle friendly?

Does this site have the capacity to become a community focal point or gathering place?

Is it near other community facilities?

Is this site in a special improvement district (SID) or designated as a Main Street organization?

Are there other uses near this neighborhood around transit that will encourage transit usage: i.e., dry cleaning, post office, for one-stop errands on the way to work?

Does the proposed site have enough room to provide parking to residents and commuters? Are there shared parking agreements within the municipality?

Does the community support local art and culture?



Eugene, Oregon's transit center.

Does the community support the historic and architectural integrity of the area?

NJ Transit's Transit Score

The *2020 Transit Report: Possibilities for the Future*, by NJ Transit, documents a “transit score” for municipalities throughout the state. NJ Transit uses these transit scores to guide investment decisions throughout the state. This transit score is a number that is based on four factors: household density, population density, employment density, and zero- and one-car household density. The transit score, ranging from zero to nine plus, is then classified into five categories from low to high that represent ranges of land use characteristics and transit service patterns. Various data sources were used to develop these transit scores. The transit score categories are as follows:

- **Low is 0-0.5.** The municipalities that comprise this transit score represent 15 percent of the 2020 statewide population and 8 percent of 2020 statewide employment on 66 percent of the state’s land area.
- **Marginal is 0.5-1.0.** The municipalities that comprise this transit score represent 9 percent of the 2020 statewide population and 7 percent of 2020 statewide employment on 11 percent of the state’s land area.
- **Medium is 1.0- 3.0.** The municipalities that comprise this transit score represent 30 percent of the 2020 statewide population and 31 percent of 2020 statewide employment on 16 percent of the state’s land area.
- **Medium-High is 3.0-9.0.** The municipalities that comprise this transit score represent 28 percent of the 2020 statewide population and 33 percent of 2020 statewide employment on 6 percent of the state’s land area. These municipalities are located in Planning Areas 1 and 2 in the State Development and Redevelopment Plan.
- **High is 9.0+.** The municipalities that comprise this transit score represent 18 percent of the 2020 statewide population and 21 percent of 2020 statewide employment on 1 percent of the state’s land area. These municipalities are located in Planning Areas 1 and 2 in the State Development and Redevelopment Plan.

This transit score measures the potential for various types of transit usage in a geographic area. The transit score is used to identify where three different types of transit investments may be appropriate. They are:

- **Fixed Guideway Transit (FG).** Commuter rail/light rail/ferry/bus-only lanes, new transit lines, and extensions of existing lines. This type of investment requires significant capital funds and is within its own right-of-way. Applicable



Interior of Eugene's transit station.



Easy to understand signage, and buses loading, at Eugene's transit station.



South Bend, Indiana's transit center.

for High and Medium-High Transit Score areas, and some Medium Transit Score areas if certain conditions are met.

- **Bus Service Potential (BS).** Express bus/local bus/minibus service. Types of bus service vary between the span of service throughout the day and average daily frequency of the service. A minimum number of jobs in a municipality is required. Applicable for High and Medium-High Transit Score areas, and most Medium Transit Score areas, and in some cases Marginal and Low Transit Score areas.
- **Intermodal/Access to Transit (IA).** Park-Ride/shuttles to transit/intermodal terminals. These investments provide access to transit services and facilitate intermodal or multimodal service. Applicable for High, Medium-High, Medium and Marginal Transit Score areas, not Low Transit Score areas.



Winston-Salem, North Carolina's transit center, with canopy and passenger loading bays.

According to the demographic and statistical analysis described above, Woodbury has a transit score between **1.0 and 3.0, or Medium**. The following transit improvements are considered as applicable with no conditions:

- Express Bus With Park and Ride Access (BS)
- Minimum Intensity Local Bus Service (BS)
- Local Bus Circulators (BS)
- Local Bus Social Service (paratransit) (BS)
- Mini Bus Lines (BS)
- Vanpools (BS)
- Surface Park-and-Ride for Rail/Light Rail/Ferry (IA)

The following transit improvements would be considered on a conditional basis and only applicable if certain conditions were met:

- Medium to Low Capital Cost Electric light rail (FG)
- Commuter Rail/Diesel light rail (FG)
- Recreational Transit (FG)
- Bus Priority Treatment (FG)
- Shuttle Bus to Transit (walk access) (IA)
- Shuttle Bus to Transit (remote parking) (IA)
- Minibus Express Suburban Service (BS)

To qualify for a Multimodal Terminal, a High Transit Score is required, or a Medium-High Transit Score with conditional approval.

A municipality's Transit Score can be modified by changing the land use type and density of development, such as modest increases in density. Any changes that increase housing or employment density will increase the Transit Score, and the

potential for more types of transit service. The Transit Score is a good tool to test different land-use scenarios to determine the potential for expanded transit services. Another way to change the Transit Score is to change the demographics of an area. More people and jobs increase the Transit Score, along with more zero- or one-car households. Local officials and planners can also change the geographic unit of analysis from census tracts to a different geographic area and present their argument using population, employment, households or occupied housing units, and zero- and one-car households.

NJ Transit’s Transit-Friendly Communities Program

This program is designed to enhance areas around train stations and improve the quality of life in downtown districts. The program funds projects such as bus and rail passenger station and parking facility improvements, railroad trestle painting, provision of jitney buses, and other related projects. It may also be used for economic development efforts in the station area. The program is funded by FHWA’s Transportation and Community and System Preservation Pilot Program (TCSP), and partners include Project for Public Spaces, Inc., the Regional Plan Association, New Jersey Future, Rutgers University’s Transportation Policy Institute, and New Jersey’s Department of Community Affairs. Eleven towns participated in the TFC initial program, which received \$810,000 from the federal government and an additional \$25,000 from New Jersey’s Department of Community Affairs. These towns are Bayonne, Hackensack, Hillsdale, Hoboken, Matawan, Palmyra, Plainfield, Red Bank, Riverton, Rutherford, and Trenton.



South Evergreen Avenue leading to the bus terminal has sidewalks, though curb cuts make walking more difficult.



There are plans to eliminate this traffic circle south of the proposed bus terminal.

Transit-Oriented Development Recommendations

The following recommendations would apply even if a bus terminal were not built, nor are these recommendations dependent on a specific location for the bus terminal.

Market/Land Use:

1. **Redevelop the Sickel’s Shopping Center** adjacent to one of the proposed bus terminal sites. Possible uses for this site could include a new supermarket, shopping center with a variety of retail stores, wholesale club, or a mixed-use center with housing and retail. This site could also be assembled with the potato packing plant for a larger development. Given its location next to senior housing and a single-family neighborhood, the site has great potential.

2. **Redevelop other underutilized or obsolete commercial or industrial buildings** in the study area. A long-range plan for the Conrail yard is needed to ensure transit-friendly land uses on this site.
3. **Market available properties online**, through the city's Web site or Main Street Woodbury's Web site.

Access:

1. **Study the potential redesign and realignment of South Barber Avenue** near the proposed South Barber bus terminal site. South Barber may need to be realigned between Railroad Avenue and South Evergreen Avenue to improve sight distance and safety.
2. **Improve the intersection of South Barber Avenue and South Evergreen Avenue** to facilitate turning radii of large buses, safer traffic circulation, and pedestrian crosswalks.
3. **Eliminate the traffic circle** at South Evergreen Avenue and Glassboro Road to improve the safety of bus traffic entering and exiting South Barber Avenue.
4. **Investigate the travel patterns and volume of cement trucks** accessing the cement plant along South Evergreen Avenue. The city should try to manage the number of access points so as to minimize conflicts with bus, automobile and pedestrian traffic to and from the bus terminal.
5. **Improve pedestrian access** to South Barber Avenue, by installing sidewalks, lighting, textured crosswalks, and wayfinding signage along key roads in the area, including South Barber Avenue, Railroad Avenue, South Evergreen Avenue, and Glassboro Road. The city should also explore creating sidewalks or even a new roadway with sidewalks traveling east-west through the potato packing plant and Conrail yard, to better connect residential neighborhoods to downtown. Enable bike travel by restriping roads to accommodate bike lanes.
6. **Coordinate bus routes and headways** to serve the bus terminal. Provide shuttle service from the bus terminal to local employers and businesses, if necessary.
7. **Manage the city's overall parking supply**, including any new parking spaces created at the possible bus terminal. Investigate shared parking at the bus terminal for commuters, downtown visitors and employees, and



South of the traffic circle are a karate school, a hair salon, and a seafood restaurant.

any adjacent new uses. Consider sharing parking with nearby residents, or with new residential development. Price parking to encourage transit usage.

Regulatory:

1. **Rezone the South Barber area**, including the potato packing plant and Conrail yard, currently zoned industrial, and the Sickel's Shopping Center and vacant gas station, currently zoned Commercial 1 and Commercial 2 respectively, for mixed-use development. Mixed use can allow a combination of commercial, retail, residential, transit, and office uses, either within the same building or within the same area. A new by-right zoning district could be created, or a zoning overlay could be adopted.
2. **Create a TOD Overlay** that would encourage transit-oriented development downtown or within a quarter to half mile of the site of the new bus terminal, whichever site is chosen. This overlay would permit higher density residential uses integrated with village commercial uses, and discourage drive-through restaurants, and other less transit-friendly land uses such as light industrial and industrial uses. The overlay would encourage sidewalks and bike trails; promote infill and redevelopment; and promote greater flexibility in design alternatives and zoning regulations. This will encourage redevelopment around the bus terminal.
3. **Designate an arts, antiques, or restaurant district** in downtown Woodbury, to promote downtown businesses, and assist Woodbury in becoming an official NJDOT "TRANSIT VILLAGE."



Pedestrians coming from the east will need to walk downhill on South Evergreen Avenue to access the bus terminal, and uphill on the walk home.



Woodbury should connect downtown with the train station through wayfinding signage, improved sidewalks and lighting, shuttle service, and possibly a station concierge service.

Physical:

1. **Install wayfinding signage** throughout downtown Woodbury and on roadways leading to the bus terminal. If the bus terminal is built outside of downtown, connecting it to downtown will be critical. Install signage on Route 45 and other major highways for the Woodbury Bus Terminal.
2. **Revise site design guidelines** to ensure that village-style commercial uses are encouraged, with shallow setbacks, parking along the side or rear, and appropriate architectural standards.

Programmatic:

1. **Apply for NJDOT's TRANSIT VILLAGE Designation**, described previously. The designation would make Woodbury eligible for a number of state grants, and increase the likelihood of improved transit service.
2. Appeal to NJ Transit for assistance under their **Transit-Friendly Communities Program**, described previously. Their team of experts can expand on this study, and fund shuttle services, or area improvements, such as enhancing pedestrian access or painting the nearby railroad trestle and underpass.

Conclusion

Woodbury is faced with a unique challenge, to strengthen their downtown while at the same time dealing with growing traffic congestion. Woodbury, in partnership with Gloucester County and NJ Transit, should work to achieve the recommendations outlined above and to determine a future site for a bus terminal facility. Gloucester County should act as a mediator. Further study on operations and financial considerations is needed, including recognition of the fiscal constraints at NJ Transit, before such a capital investment can be made a reality.

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Geographic Area Covered: City of Philadelphia; City of Woodbury, Gloucester County, New Jersey; Lansdale Borough, Montgomery County, Pennsylvania; Thorndale, Caln Township, Chester County, Pennsylvania.

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ABSTRACT:

This document, *Implementing Transit-Oriented Development: Four TOD Plans*, grew out of the multiyear study, *Linking Transit, Communities, and Development: Regional Inventory of Transit-Oriented Development Sites. Volume One: Executive Summary* (August 2003) details the study process, inventory selection criteria, TOD benefits and barriers, and recommendations for funding and implementation. *Volume Two: Station Area Profiles* (December 2003) presents profiles of 45 transit stations in the nine-county region. *Implementing Transit-Oriented Development: Four TOD Plans* offers in-depth station area plans for four of the inventoried stations. These include the Girard station along SEPTA's Broad Street Subway, Broad-Ridge Spur, and Route 15 light rail in Philadelphia; Lansdale station, along SEPTA's Regional Rail R5 to Doylestown, in Lansdale, Montgomery County, Pennsylvania; Thorndale station, along SEPTA's Regional Rail R5 to Thorndale/Paoli, in Caln Township, Chester County, Pennsylvania; and Woodbury, home to six NJ Transit bus routes, in Woodbury, Gloucester County, New Jersey. These four case studies represent multiple transit modes (subway, light rail, heavy regional rail, and bus), the states of New Jersey and Pennsylvania, and a variety of community types, including urban, suburban, small town, and exurban.

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