

Baltimore Avenue Corridor Revitalization Plan Executive Summary



Philadelphia ■ Yeadon ■ Upper Darby ■ East Lansdowne ■ Lansdowne ■ Clifton Heights

Spring 2007

Acknowledgements

The preparation of the Baltimore Avenue Corridor Revitalization Plan was made possible with the support and involvement of the members of the Baltimore Avenue Study Area Committee. Thanks is hereby given to each of the members and to the public participants in focus group meetings for their input during the development of the plan.

STUDY AREA COMMITTEE (SAC) MEMBERS

Barry Seymour	Delaware Valley Regional Planning Commission
Richard Bickel	Delaware Valley Regional Planning Commission
John Byrne	Yeadon Borough Council
Sharon Coleman	Borough of Lansdowne
Pat Evans	SOCCA Community Development Corp.
David Forrest	Borough of Lansdowne
Bob Fulton	Mayor's Business Action Team
Rhonda Johnson	SEPTA
Frances Jones	SEPTA
Tom Judge	Upper Darby Township
David Knapton	Philadelphia City Planning Commission
Ed Martin	Clifton Heights Borough
Shawn McCaney	William Penn Foundation
James McLaughlin	Delaware County Commerce Center
State Representative Nicholas Micozzie	State House of Representatives
Joseph P. Mylotte, Jr.	Upper Darby Township
Tania Nikolic	Philadelphia Department of Commerce
Alisa Orduna-Sneed	Councilwoman Jannie Blackwell's Office
John E. Pickett	Delaware County Planning Department
Jacquelynn Puriefoy-Brinkley	Yeadon Borough Council
Richard Redding	Philadelphia City Planning Commission
Russ Russo	East Lansdowne Township
Lee Senior	Delaware County Planning Department
Jeremy Sunkett	Philadelphia City Planning Commission
Jacquelynn Walton-Banks	SOCCA Community Development Corp.
Timothea Kirchner	Department of Community and Economic Development

The Baltimore Avenue Corridor Revitalization Plan was prepared by McCormick Taylor, Inc, Philadelphia, in association with AKRF, New York City, Abrams-Cherwony & Associates, Philadelphia, and CHPlanning Limited, Philadelphia.

PROJECT BACKGROUND AND PROCESS

The Baltimore Avenue Revitalization Study was the first project to proceed under the Delaware Valley Regional Planning Commission's *Strategies for Older Suburbs*, an initiative focused on identifying and advancing opportunities for collaboration between the City of Philadelphia or the City of Camden and their adjoining suburban communities. The Study expands on the analyses and recommendations identified in the *Baltimore Pike Corridor Revitalization Assessment: Building a Case for Community and Economic Redevelopment Study* prepared by the Delaware Valley Regional Planning Commission (DVRPC), which included a study area along Baltimore Avenue from Cobbs Creek in the east to Oak Avenue to the west. In this case, the project study area extends along Baltimore Avenue from 52nd Street in West Philadelphia through Yeadon, East Lansdowne, Lansdowne, Clifton Heights, and Upper Darby in Delaware County, a distance of approximately four-and-one-half miles.

Specific concerns and events that gave rise to the study are summarized by the following points:

- A perceived lack of economic viability for retail and commercial businesses along the corridor;
- Concern on the part of the participating municipalities and DVRPC about the corridor's aesthetics and its functional relationships to its communities;
- Community concern over the slated abandonment of the Southeastern Pennsylvania Transit Authority's (SEPTA's) Angora Station, which provides access to the R-3 Regional Rail line that travels into Center City Philadelphia;

- A desire on the part of the participating municipalities to determine a vision for vacant and underutilized parcels along the corridor that could engage and be relayed to local developers, and;
- Concern on the part of the participating municipalities with respect to providing safe and efficient access to all transportation modes in the corridor.

The primary purpose of the Baltimore Avenue Corridor Revitalization Plan study was to enhance future livability and promote economic redevelopment along Baltimore Avenue by preserving community character and improving accessibility. A project consultant team was identified to work with the study area communities, conduct a market study analysis of the corridor, develop a collective vision for the future of the corridor, provide recommendations for targeted redevelopment opportunities, and identify the necessary implementation approaches to achieve those recommendations. Recommendations for physical design improvements and circulation improvements along the corridor were also a key part of the study.

The project was funded jointly by DVRPC, the Delaware County Council (Revitalization Program), and the William Penn Foundation. The study was managed by DVRPC and coordinated with representatives of the City of Philadelphia, Delaware County, five Delaware County municipalities, and others.

The study planning process was guided by a Study Area Committee (SAC) consisting of representatives from the six

municipalities included in the study area, the Delaware County Planning Department, SOCCA Community Development Corporation, the Philadelphia City Planning Commission, the William Penn Foundation, the Delaware County Commerce Center, State Representative Nickolas Micozzie, the Philadelphia Department of Commerce, Councilwoman Jannie Blackwell, and the Delaware Valley Regional Planning Commission. SAC members, as well as other residents and business operators in the corridor, took part in focus group and interview activities to inform the land use planning and urban design, market analysis, and circulation components of the project.

The study consisted of four major phases: Identifying Opportunities, Visioning, Draft Plans/Report, and Final Report. Three streams of activities, comprised of Land Use Planning and Urban Design, Circulation, and Market Analysis elements, allowed for parallel investigations relevant to each respective stream, while at the same time emphasizing cross-referencing and interaction among the streams in the course of the work through the four phases. The Final Corridor Report represents a full integration of the recommendations of the Plan relative to Land Use Planning and Urban Design, Circulation, and Market Analysis.

The final outcome of the planning process was the Baltimore Avenue Corridor Revitalization Study report, which is summarized in this Executive Summary.

STUDY AREA

The study area is a 4.5-mile-long corridor along Baltimore Avenue, a major arterial that runs east-west through the Kingsessing neighborhood of West Philadelphia and the Delaware County municipalities of Yeadon, Upper Darby, East Lansdowne, Lansdowne, and Clifton Heights. The corridor is varied, ranging from an urban and older “Main Street” character, to a suburban commercial strip.

The roadway and associated corridor is known variously as Baltimore Avenue, Baltimore Pike, US Route 13, and SR 2016. This Plan uses the term Baltimore Avenue when referring to the street and corridor.

The eastern portion of the study area is in the southwest Philadelphia neighborhood of Kingsessing. Baltimore Avenue through Kingsessing is generally a commercial corridor, with Southeastern Pennsylvania Transit Authority (SEPTA) trolley service along it and intersecting bus routes and parallel commuter rail servicing the area, including the adjacent rowhouse residential neighborhood.

Cobbs Creek separates the City of Philadelphia from the Delaware County municipalities to the west. Generally south of the corridor is the Borough of Yeadon, but only a small sliver of Yeadon, two parcels, is included within the study area. West of Cobbs Creek and north of Baltimore Avenue is the Township of Upper Darby. Upper Darby’s perimeter is irregularly shaped and the township is in the study area in two separate places – in the eastern portion of the study area and at the very western limit.

The eastern portion includes fewer than ten parcels, the largest of which is the Fernwood Cemetery.

West of Yeadon and surrounded by Upper Darby is the Borough of East Lansdowne. Baltimore Avenue in East Lansdowne is a retail corridor serving the surrounding residential area. North and south of Baltimore Avenue and west of East Lansdowne is the Borough of Lansdowne. Lansdowne is situated in the middle of the study area, with the borough's main shopping street, Lansdowne Avenue, running north-south through the study area. Lansdowne and its western neighbor, the Borough of Clifton Heights, have the largest geographic area and the greatest number of properties of all of the Delaware County municipalities within the study area.

The Borough of Clifton Heights includes an older retail area and several industrial and institutional uses. Upper Darby's western portion in the study area is at the westernmost end of the corridor; Upper Darby's parcels along this part of the corridor are much larger than those found along the rest of the corridor and contain shopping centers and auto-oriented commercial facilities.

EXISTING CONDITIONS

A general impression of the Baltimore Avenue corridor is that of a historic commercial artery traversing the urban Philadelphia neighborhood of Kingsessing and the early twentieth-century suburban townships and boroughs of eastern Delaware County, terminating at the 1950s-style “Golden Mile” commercial strip beginning at the western end of Upper Darby Township. Throughout the corridor, changes in building type, land use intensity, and natural features provide for a varied streetscape and visual impressions.

During the first phase of the project, existing conditions along the corridor were analyzed and included the following observations:

- Land uses throughout the study area, particularly in the City of Philadelphia, East Lansdowne, Lansdowne, and Clifton Heights, are a mostly fine-grained combination of retail commercial and residential. Uses in Upper Darby, with the large cemetery use and “big box” and strip commercial parcels, differ somewhat from the previously mentioned communities, as does the trucking and warehousing use that covers most of the Yeadon portion of the corridor.

- The study area contains six municipalities, each with its own zoning ordinance and map. However, there are enough similarities among the districts to generally define a set of zoning categories for the corridor, as follows:

1. Neighborhood/Regional Commercial (C-1)

2. Limited/Light Industrial (L1)
3. Cemetery (CEM)
4. Recreational/Open Space (ROS)
5. Low Density Residential (R-1)
6. Medium Density Residential (R-2)
7. High Density/Multi-Family Residential (R-3)

- The presence of waterways and their associated floodplains enhances the setting of the study area but also restricts development opportunities. Two major creeks cross the Baltimore Avenue Corridor within the study area. Cobbs Creek forms the boundary between Philadelphia and Upper Darby and Yeadon. Darby Creek separates Lansdowne and Clifton Heights. The study area includes extensive stream course-associated open space areas as well as some smaller pocket parks.

- Historic features and community facilities are important cultural elements for the communities along the corridor. The Baltimore Avenue Corridor contains identified historic sites as well as community facilities such as borough halls, churches, schools, and libraries.

- Vacant buildings and properties along the corridor tend to be relatively small modules of space; however, there are some larger modules along the corridor. In contrast, underutilized properties are more extensive and widespread. These properties are used primarily for parking and storage of equipment. When the modules are small in size (a single house or lot in a row, for example) an opportunity exists for relatively small scale “infill”; when the module is larger, however, the opportunity may be for significant new construction.

- Buildings along the Baltimore Avenue Corridor have been evaluated based on a visual assessment made from sidewalks and other public property, with structural condition the basis for a rating. Ratings range from Good-to-Fair to Fair-to-Poor to Poor.

The majority of buildings within the study area have been rated Good-to-Fair, meaning the buildings appear to be structurally sound and receive periodic tending. There are 22 properties with Fair-to-Poor (buildings appear to have deteriorating walls, foundations, roofs, cornices, or windows) and Poor (buildings appear to have absent window sash and collapsing or missing roofs and floors) ratings. Twenty of the Fair-to-Poor rated buildings are located in the City of Philadelphia. Concentrated in the northeast quadrant of the Philadelphia segment of the study area, Fair-to-Poor and Poor rated buildings occur as one or two structures within a block of rowhouses. The remaining Fair-to-Poor and Poor rated buildings are located in Clifton Heights. The presence of several Fair-to-Poor and Poor rated buildings as individual elements within a block of otherwise Good-to-Fair structures suggests a need to rehabilitate individual structures to bring them in to compliance with existing building codes and reinforce the integrity of specific residential blocks.

- Several Pending and Proposed Developments that have a degree of probability of being developed or redeveloped in the next few years exist throughout the corridor. By municipality, these projects include the following components:

Philadelphia –

The City of Philadelphia has designated a Redevelopment Area in the corridor, based on the combined efforts of the Philadelphia City Planning Commission (PCPC), Councilwoman Jannie L. Blackwell’s office, and the SOCCA Community Development Corporation. The Angora Redevelopment Area is the block bounded by Baltimore Avenue/Hoffman Street/57th Street/Cobbs Creek Parkway. The City plans to acquire properties within the area to facilitate redevelopment for commercial and residential uses.

Upper Darby Township (East) – The former Acme site, east of Union Avenue, is proposed to become an indoor skate park. The Fernwood School, just west of Church Lane, currently vacant, is slated for a Rite Aid.

Lansdowne Borough – The Lansdowne Borough Downtown District Redevelopment Plan designates several locations for future multi-use redevelopment. Sites include the dry cleaner and vacant funeral home (61 and 65 E. Baltimore Avenue), the northwest corner of Baltimore and Wycombe Avenues, the Lansdowne Shopping Center, and the Lansdowne Plaza. In addition, Lansdowne Borough proposes that the former 7-11 site be reused as a commercial retail complex and the auto lot at 100-102 E. Baltimore Avenue be reused for office or retail.

The Borough has purchased the sloping parcel at the southeast corner of Baltimore Pike and Scottsdale Road to build a physical “gateway” element for Lansdowne.

Clifton Heights Borough – Clifton Heights Borough is anticipating development on three sites. Hillside Nursery, located west of Jackson Avenue on the south side of Baltimore Avenue, is one site, although specific developer plans are unknown at this time. Located just west of Hillside Nursery, the historic Clifton Yarn Mill has been proposed to become an adult care facility. East of Ogden Street on the south side of Baltimore Avenue, a historic bank building has just recently been renovated and is currently being used as an adult care facility.

- While sidewalks are present throughout most of the corridor (a few places exist where there are sidewalks only on one side of the street, and the intersection with Scottdale Road has no sidewalks), their conditions are frequently less than ideal. Sidewalks are often very narrow, directly adjacent to the travel way, and are frequently blocked or paved over in order to provide parking in front of commercial buildings. These factors, coupled with a general inconsistency in the physical conditions of sidewalks and the lack of pedestrian amenities such as benches and shade, reveal shortcomings in the system for pedestrian movement.

- Several intersections have been identified as having problems due to poor visibility, lack of accessible curb ramps, exaggerated crowns in the road, absence of pedestrian crossing lights, or conflicting signing and striping. These types of conditions at these intersections make them unsafe for pedestrians and bicyclists.

- The eastern portion of the study area, in the City of Philadelphia, provides striped on-street bike lanes. Cobbs Creek Park has an off-road bike path adjacent to the park that runs north-south across the corridor. Other bicycle routes intersect the study area and connect to adjacent areas north and south of the Kingsessing neighborhood.

- Several shopping areas (identified by Study Area Committee members as well as Focus Group participants) are distinct retail districts as well as other small commercial nodes. Shopping areas exist in the following configurations:

Philadelphia – Philadelphia’s eastern portion, between 54th and 57th Streets, includes a concentration of small parcels with convenience retail on the first floor of attached, two-story buildings, with residential above. One shopping plaza exists, between 57th and Cobbs Creek Parkway, with fast food, grocery, auto services, and other retail uses, as well as a liquor store. A few restaurants, auto services, and other convenience goods and services businesses are located at the western end of the Philadelphia portion of the study area, between 60th and 61st Streets.

Upper Darby Township (East) – Between Union Avenue and Hirst Avenue is a new Giant supermarket, with a large surface parking lot.

East Lansdowne Borough – East Lansdowne’s shopping area extends from Church Lane to Hirst Avenue. Retail and service businesses are located on the ground floor of

attached buildings, with residential uses on the second floor.

Lansdowne Borough – Lansdowne’s primary shopping area runs north and south along Lansdowne Avenue in the borough’s historic district. Shopping in this area is typical of an older downtown Main Street, with a variety of small stores, as well as a historic bank building and the Borough Hall. A small shopping plaza with a parking lot in the front exists on the northeast corner of Lansdowne Avenue and Baltimore Avenue. A larger shopping center with convenience retail and extensive parking exists just west of Lansdowne Avenue, on the south side of Baltimore Avenue. Another small shopping area, just west of Martin Drive, includes small retail shops on the ground floor with residential uses on the second floor. Parking is located in front of the stores.

Clifton Heights Borough – A large parcel containing a Big K-Mart and an extensive parking lot is situated just west of Scottdale Avenue, on the north side of Baltimore Avenue. The parking lot has its own traffic signal and the one-story, rectangular building faces east, toward the parking lot. Between Edgemont Road and Ogden Street, on the north side of Baltimore Avenue, there is a small shopping area with convenience stores located on the ground floor and residential uses on the second floor. Parking for these establishments is mostly on the street, with one restaurant having a parking lot on the east side of the stores. Between Ogden Street and Springfield Road is a Main Street shopping area with businesses on the ground floor of small-scale buildings and some stores having residential uses on

the second floor. Shops appear to be convenience retail goods with groceries, repair shops, and restaurants. West of the intersection with Springfield Road is additional shopping, but with a different character than areas east of Springfield Road. Institutional, commercial, and residential buildings make up this portion of the corridor, and these establishments tend to have larger parcels, more surface parking in front, and are set further back from the street edge than properties east of Springfield Road.

Upper Darby Township (West) – A shopping center is located just east of Bishop Avenue, with large, one-story buildings and surface parking surrounding the stores. The shopping center is somewhat hidden from Baltimore Avenue in that it is situated at a considerably lower elevation than the street.

- While Baltimore Avenue is classified as an Urban Principal Arterial throughout its length, the character and features of the roadway vary greatly from one end to the other. Vehicular mobility is primarily constrained by numerous traffic signals – 27 over the length of the corridor. Other significant vehicle constraints include conflicts with trolley traffic along the eastern section of the corridor. Geometric deficiencies, particularly the lack of turning lanes, through the middle of the corridor are also a source of problems for motorists.

The R-3 Regional Rail line runs parallel to Baltimore Avenue, within several blocks of it at the eastern end of the corridor. The proximity of the rail line reduces the utility of many north-south

streets for travel to the south, as rail crossings are limited to the more significant routes.

- Public transportation comprises an important component of the mobility system within the study area. For many residents who do not have cars, public transportation represents the only possible way to travel within and beyond the study area. For others who have a car, the convenience and economy of public transportation encourages its use. While transit is no longer the dominant mode, it still can influence and shape development patterns. The Regional Rail line, offering service between the Borough of Media and Center City Philadelphia, has four stations adjacent to the study area. Several bus routes bisect the corridor and run along portions of the corridor, however, no route runs the entire length of the study area.

PROPERTY CHARACTERISTICS/OPPORTUNITIES

A preliminary analysis of existing physical characteristics of the Baltimore Avenue corridor indicated that there may be opportunities for redevelopment, particularly where clusters of commercial and industrial uses overlap with concentrations of ownership, vacancies, and larger-size parcels. Areas with these characteristics for redevelopment exist in the following locations:

- Philadelphia, in the superblock bounded by Baltimore Avenue, 57th Street, Cobbs Creek Parkway, and Hoffman Avenue;
- Yeadon Borough, on the south side of Baltimore Avenue, between the Fernwood-Yeadon train station and Cobbs Creek;

- Upper Darby, on the north side of Baltimore Avenue between Union Avenue and the PECO right-of-way;
- Lansdowne Borough, between Lansdowne Avenue and Wycombe Avenue;
- Clifton Heights, west of Darby Creek, and;
- Clifton Heights, east and south of the intersection with Springfield Road.

ASSETS, CONSTRAINTS AND OPPORTUNITIES

The inventory of physical conditions and market circumstances was subject to an analysis by the consultant team and review by the Study Area Committee and other stakeholders. This analysis and review was then synthesized into a summary of Assets, Constraints, and Opportunities for the corridor.

Assets are aspects of the corridor's current situation that are positive factors for revitalization and that may form a foundation upon which to capitalize. *Constraints* are aspects of the corridor that are negative factors for revitalization and that will have to be overcome in some manner to realize a revitalized future. *Opportunities* are the initial identification of potential possibilities toward achieving a revitalized future.

ASSETS

- Commuter rail service on the SEPTA R-3 Regional Rail line, connecting to Media, University City, and Center City;

- SEPTA trolley service from the 61st loop at Cobbs Creek along Baltimore Avenue through the Kingsessing neighborhood to University City and Center City;
- SEPTA bus service on several routes, connecting to 69th Street Terminal, 52nd Street shopping area, adjacent neighborhoods, Philadelphia Airport, and westerly into Delaware and Chester Counties;
- Significant residential population that could represent a “captive” market for certain kinds of retail uses;
- Centers of commercial and community activities at several locations along the corridor;
- Greenway, open space, trail, and green vista at Cobbs Creek Park;
- Open space and green vista at Fernwood Cemetery;
- Neighborhood park at Sherwood Park;
- Historic, ‘Main Street’-scaled retail street frontages;
- Strong crossroads central business district with activity along intersecting Lansdowne Avenue in Lansdowne;
- Lateral connections to adjacent neighborhoods through several major cross streets;
- Historic buildings, sites, and districts;
- Sidewalks along the majority of Baltimore Avenue’s length;
- Street trees along part of the Baltimore Avenue corridor;
- On-street parking and convenient access to stores.
- R-3 Regional Rail line forms a physical barrier between the Baltimore Avenue corridor and adjacent areas;
- Trolley service is deficient in that it is frequently held up by mixed traffic and is consequently delayed;
- Trolley frequently holds up vehicular traffic;
- Gaps in transit service exist on Baltimore Avenue, so that there is no continuous service through the study area;
- Narrow and constricted cartway and right-of-way on Baltimore Avenue leave little room for pedestrian and vehicular circulation improvements;
- Lack of options for a through, parallel, vehicular route to relieve pressure on Baltimore Avenue;
- Some R-3 stations are relatively isolated; there are community concerns about safety and security at these stations;
- Eastern end of the corridor has many vacant and underutilized buildings, some in fair-to-poor condition;
- Cobbs Creek and Darby Creek floodplains severely limit development opportunities near these flowages;
- Large-scale industrial operations detract from a mixed-use, ‘Main Street’ atmosphere;
- Fernwood Cemetery is inaccessible as an open space;
- Cobbs Creek lacks a visual presence as it bisects the corridor;
- Much of the corridor lacks street trees and other streetscape amenities;
- Sidewalk system and crosswalks are poorly marked or missing, creating discontinuous pedestrian access along the corridor;
- Spans of incompatible uses adjacent to one another;

CONSTRAINTS

- Piecemeal configuration of multiple political jurisdictions;

- Spans of excessive curb cuts create dangerous conditions for pedestrians on sidewalks;
- Spans of frontages with front yard parking and a degraded pedestrian environment.

OPPORTUNITIES:

- Can redevelop vacant and underutilized tracts with new uses;
- Can make use of larger redevelopable sites to create new mixed-use complexes;
- Can reinforce existing central business districts along the corridor;
- Can take advantage of R-3 stations for Transit Oriented Development;
- Can reinforce the ‘Main Street’ ambiance by orienting new buildings to streets and sidewalks and placing off-street parking behind buildings;
- Can take advantage of historic sites and districts to promote new retail/eating and drinking/cultural venues and live-work settings;
- Can encourage convenience retail focused on local residents’ needs;
- Can have special services districts/multi-jurisdictional management entity along avenue;
- Can have a “branding” identity for whole corridor and sub-areas;
- Can have continuous transit service along whole corridor (no gaps, City to Springfield);

- Can improve sidewalk system and provide safer pedestrian crossings;
- Can consolidate and rationalize property access points that disrupt pedestrian mobility along sidewalks;
- Can ‘infill’ blocks and rehabilitate existing structures that contribute to the corridor’s historic ambiance;
- Can take advantage of greenways and open space intersecting with corridor for residential views and resident access and use;
- Can take advantage of views of Fernwood Cemetery;
- Can create more and improve existing civic open spaces and parks;
- Can improve traffic circulation through intersections (within land-use constraints);
- Can create limited “local connectors” to ease local traffic circulation;
- Can improve traffic flow with minor reconfigurations;
- Can provide secondary access to Home Depot Shopping Center.

GOALS AND OBJECTIVES

The identified *Opportunities*, coupled with input from the Study Area Committee and focus groups and interviews, form the basis for a set of *Goals and Objectives* for the Baltimore Avenue Corridor Revitalization Study. Goals are the broad statements toward achieving a desired vision for the corridor. Objectives are more specific means to realize each goal. The following is a list of the goals and objectives identified for the Study.

GOAL: Identify opportunities for development and redevelopment along the corridor.

Objective: Provide locations for new and revitalized retail and other commercial uses to meet the needs of residents for goods and services.

Objective: Recognize potential market for local businesses strengthened by an increased residential presence in the corridor and by mixed-use districts.

Objective: Link transit services and development sites.

Objective: Accommodate cultural venues and events to draw people to the area for entertainment, leisure-time activities, and shopping.

Objective: Emphasize new commercial activities and other development that is compatible with a desired character for the corridor and special identity areas along it.

Objective: Reinforce important existing local business nodes.

GOAL: Facilitate mobility through the corridor, connections to adjacent neighborhoods, and linkages to county and city destinations beyond the local area.

Objective: Identify methods of reducing circulation deficiencies at key intersections and along key roadway segments.

Objective: Recommend improvements to public transportation so that residents and visitors can travel through the corridor conveniently, efficiently, and economically.

Objective: Identify opportunities to enhance safe, convenient pedestrian movement along the corridor, across it, and to retail and mixed-use centers on the corridor from adjacent residential areas.

Objective: Emphasize pedestrian access to transit and safe, weather-protected transit stops.

GOAL: Outline methods to enhance the quality of the visual image and the experience of being in and traveling through the corridor.

Objective: Make recommendations for property and building access, building bulk and setback, façades, roadway and sidewalk surface treatments, crosswalks, lighting, landscaping, signage, and streetscape amenities through the corridor.

- Objective:** Identify distinctive streetscape characteristics for subareas and potential figurative or literal “gateways” along the corridor.
- Objective:** Target the improvement and adaptive reuse of vacant, underutilized, and deteriorated properties.
- Objective:** Test the degree of compatibility of potential new development with adjacent and neighboring uses with a view toward maintaining a setting that anticipates and accommodates subsequent development.
- Objective:** Protect the corridor’s historic resources and neighborhood scenic and open space assets and consider their utility as an anchor and catalyst for new development and activities.
- GOAL:** **Recognize the need for sufficient public parking to support an active corridor.**
- Objective:** Recommend suitable locations for short-term parking to support local businesses, medium-term parking for commuters, and longer-term parking for residents.
- Objective:** Identify approaches to and suitable locations for off-street parking to accommodate current and projected parking demands in the corridor.

- GOAL:** **Map the way to implementation.**
- Objective:** Demonstrate a phased implementation strategy, including the short-, medium-, and long-term actions needed to put recommendations into effect.
- Objective:** Indicate the key actors and their implementation responsibilities.

CORRIDOR WIDE AND PRIORITY AREA IDENTIFICATION

The recommendations of the Baltimore Avenue Corridor Revitalization Plan consist of those recommendations for the corridor as a whole and those for each of six priority areas identified along the corridor.

CORRIDOR WIDE RECOMMENDATIONS

In general, the corridor-wide recommendations are intended to provide improved conditions for pedestrians, cyclists, transit users, and motorists as they travel into, along, and across the corridor. Functional improvements to the systems for movement are identified. In addition, a set of streetscape conditions, relative to parking, wayfinding, lighting, sidewalks, crosswalks, and trees are proposed in support of the functional systems for movement and to provide a visual identity for the corridor as a whole. When implemented, the common physical elements of the streetscape will provide visual unity for the entire four-and-a-half-mile-long corridor.

PRIORITY AREA RECOMMENDATIONS

Six priority areas offer the best conditions for development and redevelopment and should be the focus of local efforts to plan for and encourage private investment and the addition of new residential, retail, office, institutional, and open space uses into the corridor. The priority area recommendations are intended to advance the cause of each priority area to achieve development and redevelopment. When such development and redevelopment occurs, there will be beneficial effects on

properties adjacent to and near these priority areas along the corridor, leading to additional opportunities for investment along the balance of the corridor.

CORRIDOR WIDE RECOMMENDATIONS

STREETSCAPE IMPROVEMENTS

Streetscape elements that contribute positively to the overall appearance of the corridor, support pedestrian activity, and do not impede vehicular movement, are recommended. These streetscape features are described in the Streetscape Design Guidelines Tool Kit on pages 14 and 15.

CORRIDOR WIDE VEHICULAR MOBILITY IMPROVEMENTS

Potential improvements for vehicular mobility along Baltimore Avenue must be balanced with the goals associated with development and redevelopment along the corridor and the desire to enhance conditions for non-vehicular users. Consistent with these goals, mobility recommendations focus on efficiency, maximizing the ability of the existing infrastructure to serve vehicular operations. Additionally, recommendations include enhancements that maximize the potential utilization of transit services and the provision of alternate routes to serve local traffic during periods of peak congestion.

Within this context, the highest priority improvement is the pending PennDOT project within the Delaware County portion of the corridor. This project includes physical improvements

and/or lane modifications at four intersections (Bishop Avenue, Springfield Avenue, Lansdowne Avenue, and Church Avenue) and the upgrading of traffic signal control equipment to allow for coordinated operations. It must be emphasized that the proposed signal coordination is intended to increase operational efficiency by reduce vehicular delays, not by increasing travel speeds.

In order to reduce traffic delays along the corridor, participating municipalities should examine their traffic signal systems. Each municipality should undertake a regular program to verify the signal timings on a regular basis, preferably semi-annually. Recent national studies have shown that a significant portion of traffic delays are the result of poorly timed and maintained traffic signals.

Consideration should be given to the implementation of transit priority system (in cooperation with SEPTA and PennDOT) for the traffic signals along the entire length of the corridor. A transit priority system has several potential benefits beyond enhancing transit service, the most significant being the reduction of lost time associated with transit vehicles stopping traffic while signals are green. Such a system also has the greatest potential for improving vehicular flows along the city portion of the corridor.

CORRIDOR WIDE TRANSIT IMPROVEMENTS

Transit recommendations present a strategic vision for public transportation, but not a detailed operating plan. As the Revitalization Plan is advanced, more thorough analysis will be

required to describe route alignments and service levels as well as integration with other SEPTA service improvements.

BUS STOP LOCATIONS AND FEATURES

Some revisions to existing bus stop locations may be appropriate as development occurs to assure that bus stops are located close to both existing and new activity centers, safely out of the way of pedestrian and vehicular traffic and conspicuous to all users of the corridor.

All bus stops should be clearly marked by signs. Consideration could be given to design/graphic themes that support both transit system awareness as well as the corridor identity. Municipalities should seek out shelters, canopies, signage, and seating areas related to transit as opportunities to provide theme and identity to the community at large. Other aspects of stops include surface materials, lighting, community art displays, and landscaping. Physical features should be consistent with ADA requirements.

- **Benches** - At more heavily utilized bus stops, seating should be provided that is visible to traffic, set back from the street and out of the way of the effective sidewalk area.
- **Shelters/canopies** - In addition to serving as a visual marker of the transit stop, shelters also provide protection from wind, rain, and snow for waiting passengers. In some cases, where pavement width is not sufficient, reliance should be placed on canopies that

extend from building lines. Shelters/canopies should be placed at more heavily utilized stops.

- **Bus bulbs** - Curb extensions are used to enhance the waiting area at bus stops and avoid conflicts with access to adjacent businesses. Bulb outs can also provide additional space for amenities such as benches and shelters.
- **Information Kiosks** - Information kiosks could be provided at popular destinations that describe the transit services and its relationship to the adjacent neighborhood.
- **Continuous bus route** - Current services reflect the orientation of each SEPTA operating division, with City Division routes oriented to Center City and the Market-Frankford Elevated Line, while the Suburban Division routes in Delaware County are focused on the 69th Street Terminal in Upper Darby. One suggestion is to have a route that links residential areas and activity centers along Baltimore Avenue. The bus line could originate at 52nd and Market Streets, serve an improved Angora Station, and operate principally along Baltimore Avenue to the Springfield Mall. To avoid duplication and enhance connectivity, other revisions to the bus network might be warranted.

CORRIDOR WIDE RECOMMENDATIONS – MARKET EVALUATION



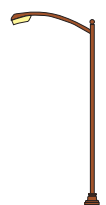
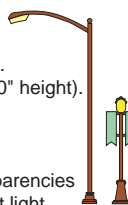

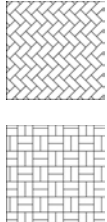

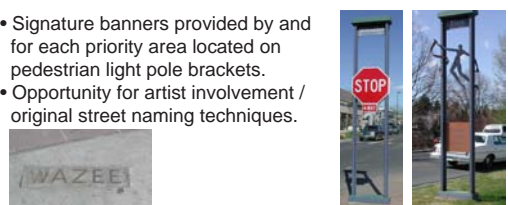
A series of focus groups conducted at the outset of this study clearly indicated a single over-arching vision for each municipality that could be applied to the entire length of the corridor – “Main Street USA.” The stakeholders who participated in the focus groups see their communities as places with a small town ambiance where residents can enjoy a high quality of life at a reasonable cost. This vision includes a pedestrian-friendly environment where people can shop at local stores, eat in local restaurants, and reach public transportation within a reasonable walking distance. The market analysis indicated that this corridor-wide vision could be attained by capitalizing on certain physical assets within the study area and taking advantage of certain real estate market trends.

RESIDENTIAL DEVELOPMENT

- The quality of the housing stock throughout the corridor is typically very good. Over the past decade new residential development generally skipped over the municipalities along the corridor, depressing housing values compared to surrounding areas, despite the quality. This combination of quality housing stock and low values makes the corridor more attractive to buyers and renters who are getting squeezed out of the housing market in neighborhoods like University City and Center City due to rising real estate prices. The Baltimore Avenue trade area already contains a high percentage of families with upscale lifestyles and consumption patterns that are






Baltimore Avenue Corridor Revitalization Plan

STREETSCAPE DESIGN GUIDELINES TOOL KIT

	Corridor Wide Streetscape	Priority Area Streetscapes
Street Trees	<ul style="list-style-type: none"> Sustainable urban trees <ul style="list-style-type: none"> Wide canopy Tolerant of harsh environmental conditions Low maintenance regime. Consistent species. Plant 40'-0" on center. Plant in boulevard area (area between the back of curb and the sidewalk). 	<ul style="list-style-type: none"> Ornamental trees - provide color interest in spring and fall. Suggested species include: Red Bud, Chanticleer Pear, Crabapple varieties, Flowering Plum, and Red Maple. Sustainable urban trees required <ul style="list-style-type: none"> Wide canopy Tolerant of harsh environmental conditions Low maintenance. Unique species for each priority area provides identity. Plant 30'-0" on center. 
Lighting	<ul style="list-style-type: none"> Provide overhead street lighting in accordance with PennDOT and municipal design standards. Minimize glare from the lights by using "cut-off" fixtures. 	<ul style="list-style-type: none"> Provide overhead street lighting in accordance with PennDOT and municipal design standards. Provide pedestrian-oriented fixtures (under 15'-0" height). Consistent fixture type for each priority area. Fixtures include arm for municipal banners. Unique banner for each priority area. Light from advertising or through building transparencies should be non glare and should provide ambient light. 
Bicycle and Pedestrian Mobility	<ul style="list-style-type: none"> Provide consistent concrete sidewalk <ul style="list-style-type: none"> Minimum 5'-0" wide Detached from the roadway with a 4'-0" grass boulevard adjacent to the curb. 10'-0" painted crosswalks, maximize contrast color to roadway pavement color. Ramps 6'-0" wide, set 90 degrees to cartway at all roadway crossings, identifiable with contrasting colored pavement and set 6'-0" from the vehicular stop bar. Establish an on-street bike route along Baltimore Ave. from Cobbs Creek Pkwy, north on Church Ln., west on Pennbrooke Ave., and then crossing Baltimore Ave. and proceeding west along Broadway Ave. Proposed bike routes adjacent to Darby Creek should be coordinated with this routing. Reinstitute the Newtown Square Branch multi-use trail, as proposed in the Lansdowne, East Lansdowne, and Upper Darby Comprehensive Plans. 	<ul style="list-style-type: none"> Provide poured concrete or unit paver sidewalks <ul style="list-style-type: none"> Minimum 6'-0" wide Integral color or exposed aggregate poured concrete encouraged. 10'-0" crosswalks, paving to contrast with street surface. Locate crosswalks at sidewalk "bulb outs" to decrease cartway crossing distance. Ramps 6'-0" wide, set 90 degrees to cartway at all roadway crossings. 
Parking	<ul style="list-style-type: none"> On-street parking where it has been already established; otherwise no on-street parking. Off-street parking associated with uses, as required by ordinance and/or desired by businesses and residents. Locate parking behind buildings fronting Baltimore Ave., relocate existing parking areas that prohibit pedestrian passage in the sidewalk area. Identify sites for shared use and municipal parking lots. Incorporate landscape requirements for surface parking lots. 	<ul style="list-style-type: none"> On-street parking between sidewalk "bulb outs." Off-street parking located behind buildings fronting Baltimore Ave. and intersecting streets. Identify sites for shared use and municipal parking lots. Incorporate landscape requirements for surface parking lots.
Wayfinding	<ul style="list-style-type: none"> Utilize one standard street name sign and locate signs at all corners of intersections. Create or revise sign ordinances to prohibit oversized signs (including billboards). Remove all duplicative signs. 	<ul style="list-style-type: none"> Signature banners provided by and for each priority area located on pedestrian light pole brackets. Opportunity for artist involvement / original street naming techniques. 

Baltimore Avenue Corridor Revitalization Plan

STREETSCAPE DESIGN GUIDELINES TOOL KIT

	Corridor Wide Streetscape	Priority Area Streetscapes
Gateways/Open Space	<ul style="list-style-type: none"> Demarcate jurisdictional and environmental boundaries by providing Gateway areas with interpretive signs, specialty lighting, artwork, planting beds and/or seating. 	<ul style="list-style-type: none"> Each priority area should include one or more public pocket parks with interpretive signs, specialty lighting, artwork, planting beds and/or seating and a program for special events.
Buildings	<ul style="list-style-type: none"> Encourage existing property owners to provide routine maintenance and focused refurbishing of existing building facades along the corridor to improve the ambiance of the street. Set design standards for new buildings to engage with the street through mass, architectural detailing, placing entrances on the street frontage, and maximizing transparency on the street frontage side. Encourage LEED certification, a Green Building Rating System offered by the USGBC. 	<ul style="list-style-type: none"> See Corridor Wide Building recommendations.
Utility Coordination	<ul style="list-style-type: none"> "Underground" overhead utility lines as part of future streetscape projects. 	<ul style="list-style-type: none"> See Corridor Wide Building recommendations.
Stormwater Management	<ul style="list-style-type: none"> Support innovative and sustainable solutions to stormwater management practices including the use of rain barrels, permeable paving, infiltration trenches, rainwater harvesting, biofiltration swales, disconnected downspouts, groundwater aquifer recharge, and recycle systems and stormwater planters 	<ul style="list-style-type: none"> See Corridor Wide Building recommendations.
Streetscape Furnishings	<ul style="list-style-type: none"> Not applicable. 	<p>Bollards</p> <ul style="list-style-type: none"> Optional decorative bollards placed around bulb outs and/or sidewalk areas to delineate pedestrian vs. vehicular areas.  <p>Seating</p> <ul style="list-style-type: none"> Provide benches along sidewalks in street furnishings zone. Create opportunities for outdoor cafe style seating in street furnishings zone or otherwise outside minimum clear pedestrian path.  <p>Bike Parking</p> <ul style="list-style-type: none"> Provide bicycle racks along sidewalk areas, outside of pedestrian path, and in parking lots. Provide bike lockers in parking areas associated with office and multi-family residential buildings.  <p>Trash Receptacles</p> <ul style="list-style-type: none"> Provide one trash receptacle per face block in street furnishings zone. Trash receptacle material, color, and finish should be coordinated with bench seating characteristics.  <p>Tree Grates</p> <ul style="list-style-type: none"> Trees planted along in street furnishings zone should be planted in 5-foot square (min.), cast iron, decorative tree grates. Each priority area shall choose its own style/pattern for its grate. 

similar to small town America, including modestly priced mid-sized homes, multiple cars, and adult “toys” like motorcycles, and a love of outdoor sports, electronics, and televised media, to name a few. In addition, compared to the nation as a whole, the corridor is home to a higher proportion of “single and hip twenty-something’s” who want to live (typically rent) in metropolitan neighborhoods that offer good access to jobs and a lively nightlife.

The principal barrier to capitalizing on the latent demand and attracting new residents to the corridor is the lack of an available contemporary housing product that would be attractive to potential buyers and renters. Such products would include townhouses, condominiums, or flats that offer adequate space (1, 2-, and 3-bedroom units), contemporary design, and features such as high-end appliances and marble countertops, and sought-after amenities such as work-out rooms and common areas. The corridor could capitalize on its many assets to encourage new residential development. Among these is the corridor’s excellent mass transit infrastructure, including SEPTA’s R3 Regional Rail line, which provides a relatively short and inexpensive means of getting to work, particularly to jobs in University City and Center City. The availability of vacant sites of sufficient size to accommodate a reasonable density of residential units, especially sites that have been consolidated under a single owner, makes site assemblage easier and more attractive to incoming developers.

Interviews with real estate professionals in the brokerage and development communities confirmed that the target market for the corridor would be young professionals and empty nesters. Both markets require places to live that offer green space, retail stores, and entertainment. The opportunity to combine

residential use with commercial use (retail and entertainment) in a setting that also contains open space is the most feasible market recommendation for the corridor overall.

RETAIL DEVELOPMENT

The retail market analysis identified a demand for additional retail space in the corridor under existing conditions, even without the development of new residential units. While the retail inventory in the Baltimore Avenue trade area as a whole is performing well in terms of capturing consumer expenditures from trade area households, the corridor itself provides a limited selection of neighborhood retail stores and restaurants. Recent development trends in the corridor have been to build free-standing retail stores, such as supermarkets and drug stores, and interviews with real estate developers indicated that there is continued interest in this trend, with particular emphasis on the introduction of big box stores. However, the vision of the Baltimore Avenue corridor supported by current residents, as well as by the lifestyle characteristics of potential new residents, strongly suggest the need and demand for smaller neighborhood scale stores – spaces that could accommodate restaurants, specialty food stores, coffee houses, bookstores, neighborhood services, among others. The spending patterns of the existing population and of potential new residents indicate that both smaller-scale neighborhood retail stores and big box stores could be accommodated in the corridor. Because of the physical limitations of the existing building inventory (such as small building footprints, limited parking, and constrained and unattractive pedestrian circulation), it would be more effective to meet the current and future demand for retail space with the construction of new stores, particularly as part of

mixed use developments with ground floor retail and upper-story residential uses.

While big box retailers typically demand their traditional layouts (large, free-standing stores surrounded by parking), there are many examples of big box chains altering their typical design to fit into a non-traditional format in a desirable market. This emerging trend for large-scale retailers to develop stores outside their usual box is described in a recent issue of *Shopping Centers Today*.¹ The article identifies new strategies for urban retailing employed by big box chains such as Home Depot, Lowe's, Best Buy, and even Wal-Mart, among others. For example, Home Depot has developed an 80,000 square foot store, down from their typical 120,000 to 150,000 square foot format. Best Buy now has a 30,000 square foot store for cities with a population under 200,000 (the Baltimore Avenue retail trade area encompasses about 195,000 residents), compared to its typical 45,000 square foot format in urban markets. In 2005, Best Buy also began experimenting with formats in the 3,500 to 5,000 square foot range, particularly in markets that cater to “young technophile urbanites,” a term that can be applied to about 35 percent of the trade area population, according to the analysis of the Claritas PRIZM database for the trade area. Wal-Mart has downsized its typical 100,000 square foot format to about 39,000 square feet under its “Neighborhood Market” concept. Thus, there is potential to accommodate both big box and neighborhood retailing along the Baltimore Avenue corridor.

¹ *Shopping Centers Today*, International Council of Shopping Centers, September 2006, p. 60.

The recommended strategy for expanding the retail selection along the corridor is to encourage the development of big box stores in areas where there are already big box stores, such as in the vicinity of the Giant supermarket in Upper Darby and the Kmart department store in Clifton Heights. Directing big box development to a few locations along the corridor would increase the concentration, density, and selection of big box stores, creating a more competitive shopping environment for retailers, similar to big box development along Baltimore Avenue west of Bishop Avenue. At the same time, focusing the development of big box stores at a few locations along the corridor would help preserve the continuity neighborhood retail strips in segments of the corridor that make up the core of downtown retailing in the six municipalities. Wherever possible, residential units should be combined with retail development, including big box stores, to create a more pedestrian friendly neighborhood shopping environment, and at the same time increase the density of consumers in the immediate area.

OFFICE DEVELOPMENT

As noted in the Market Analysis phase of the study, the office market is not particularly strong in Delaware County or in the Philadelphia suburban area as a whole. While the office vacancy rate has been declining over the past two years, it is still relatively high – too high to induce speculative real estate development. However, the corridor does possess a variety of assets and attributes that may be attractive to certain types of office development. For example, proximity to University City may create opportunities for office development directly or indirectly related to activities associated with the university and/or the medical complex. There already are examples of adaptive reuse of

industrial buildings in the University City neighborhood for research and development (R&D) facilities, and the proximity of the corridor to R&D activities may generate opportunities for additional R&D, particularly at a few of the larger sites along the corridor or in unique buildings, such as the mill complex in Clifton Heights. The feasibility of creating large-scale office developments at several of these sites is improved by their accessibility to the R3 Regional Rail line.

In addition, demand for smaller amounts of office space is likely to increase with the introduction of a new population that would accompany the development of housing in a mixed use format. The growing population would likely generate demand for a variety of professional services, including medical offices, real estate brokers, accounting, legal and architectural services, among others. The inclusion of office space as part of a mixed use development would also add to the day/night activity along the corridor, creating demand for other types of retail and service activities, such as restaurants, banks, and personal services.

PRIORITY AREA RECOMMENDATIONS

Six distinct priority areas have been identified along the Baltimore Avenue Corridor study area: Angora Station, Yeadon Commons, Upper Darby East, Lansdowne Station, Clifton Heights East, and Clifton Heights Center. These areas offer the best development and redevelopment opportunities in the corridor.

STREETSCAPE IMPROVEMENTS

Priority area recommendations and design guidelines augment the corridor-wide design guidelines with additional streetscape standards intended to support pedestrian activity and the mixed-use character desired at these key areas. The gateways, bicycle circulation, utility, and transit improvement recommendations for priority areas are consistent with those of the corridor-wide recommendations. To encourage and emphasize priority areas' distinct identity, additional streetscape improvements, including street trees, lighting, sidewalk, crosswalks, parking, wayfinding, buildings, and vehicular mobility standards are emphasized. These improvements are listed in the Design Toolkit on pages 17 and 18.

VEHICULAR MOBILITY IMPROVEMENTS

Mobility enhancements relative to the priority area developments should be consistent with the overall corridor mobility recommendations, specifically ensuring the efficiency of the corridor operations without unduly increasing number of lanes. Three specific themes should be: minimize the number of access points to Baltimore Avenue; ensure that adequate provisions are made to accommodate all internal circulation movements on-site; and promote opportunities for cross-access and shared parking among complementary sites.

Each municipality should adopt access management regulations for developments along Baltimore Avenue, providing access via adjacent, minor streets. Where access must be taken directly from Baltimore Avenue, the number of access locations should be kept to a minimum. Limiting access points will reduce potential vehicular and pedestrian conflicts along the corridor.

Angora Station

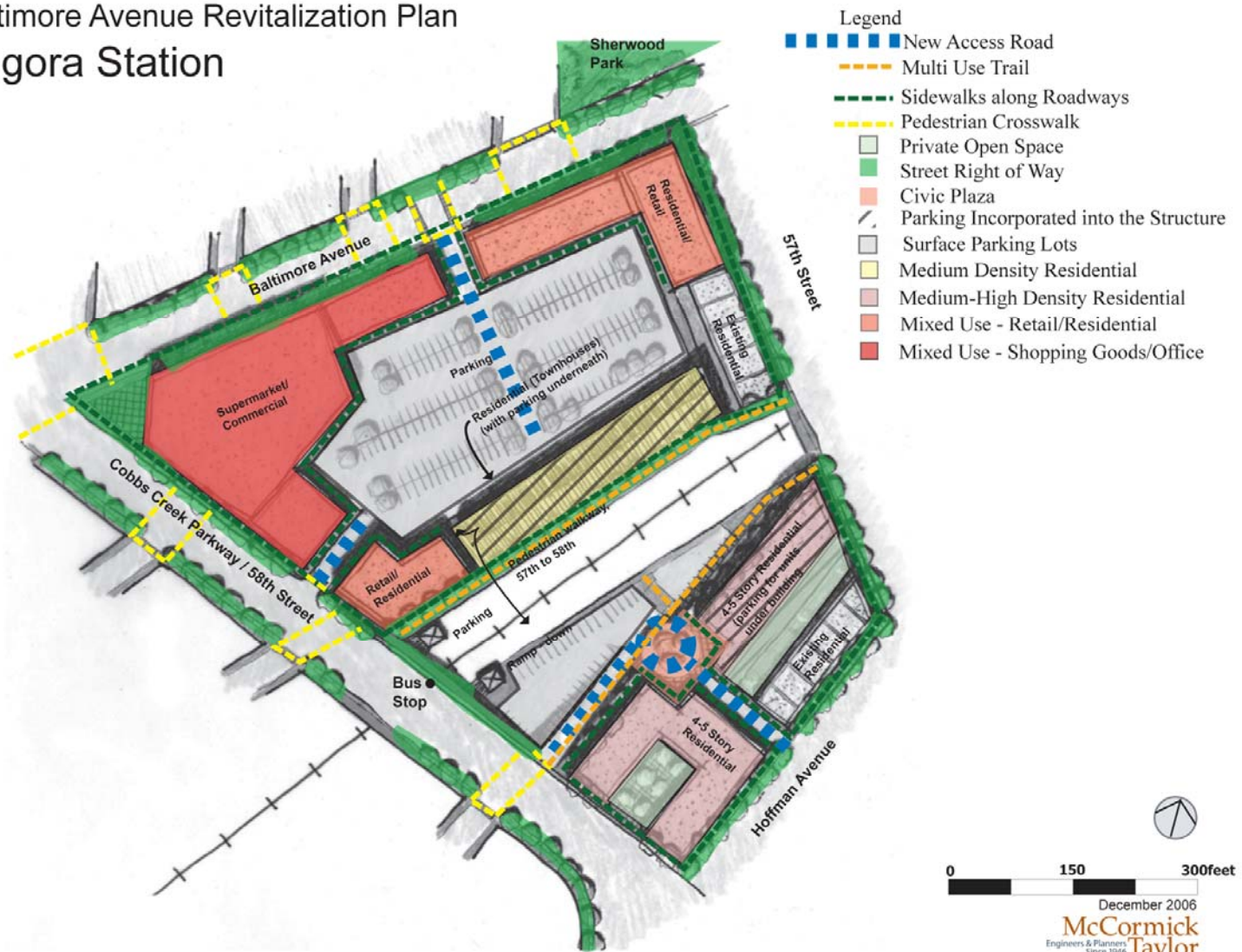
The Angora train station “superblock,” bordered by Baltimore Avenue to the north, 57th Street to the east, Hoffman Avenue to the south, and Cobbs Creek Parkway to the west, is within one-quarter-mile of the R-3 Regional Rail station and is adjacent to the Baltimore Avenue trolley.

The goal for the Angora Station area has been to provide additional ridership for the R-3 line through new residential and commercial development at and near the Angora Station. A related objective has been to improve conditions at the Cobbs Creek Shopping Center area located along Baltimore Avenue

Toward that end, recommendations for the Angora Station area include new residential units and neighborhood service retail that may be supported by daily use by local residents. Recommended retail uses would include a supermarket, a dry cleaner, a bank, and restaurants or cafes.

The site plan shows buildings placed up to the front property line, with ground floor retail uses along Baltimore Avenue and residential uses on upper floors. Pedestrian activity along the perimeter streets of the superblock would be reinforced by storefront access on Baltimore Avenue and Cobbs Creek Parkway, by on-street parking, and by off-street parking behind buildings.

Baltimore Avenue Revitalization Plan Angora Station



Yeadon Commons

The Yeadon Commons priority area offers an opportunity to create a new, identifiable community along the corridor. Currently, the site consists of large parcels with warehouse-type buildings. This is a generous-sized site, potentially linked to the Fernwood-Yeadon R3 Regional Rail station, with opportunities to capitalize on the site's proximity to the Cobbs Creek Park and bike trail open space, Fernwood Cemetery views, and proximity to University City and Center City employment centers.

The Yeadon Commons site plan recommends substituting the current light industrial land use with a mixed-use complex that complements and takes advantage of adjacent cemetery and park features, as well as access to the Regional Rail line. A new internal pedestrian-oriented street running parallel to Baltimore Avenue is proposed, allowing Baltimore Avenue to remain oriented to through traffic and providing extensive landscaping while offering a local route to the neighborhoods to the south and to the Fernwood-Yeadon Station. A mix of retail, residential, offices, and civic spaces is proposed for the overall site.

Baltimore Avenue Revitalization Plan Yeadon Commons

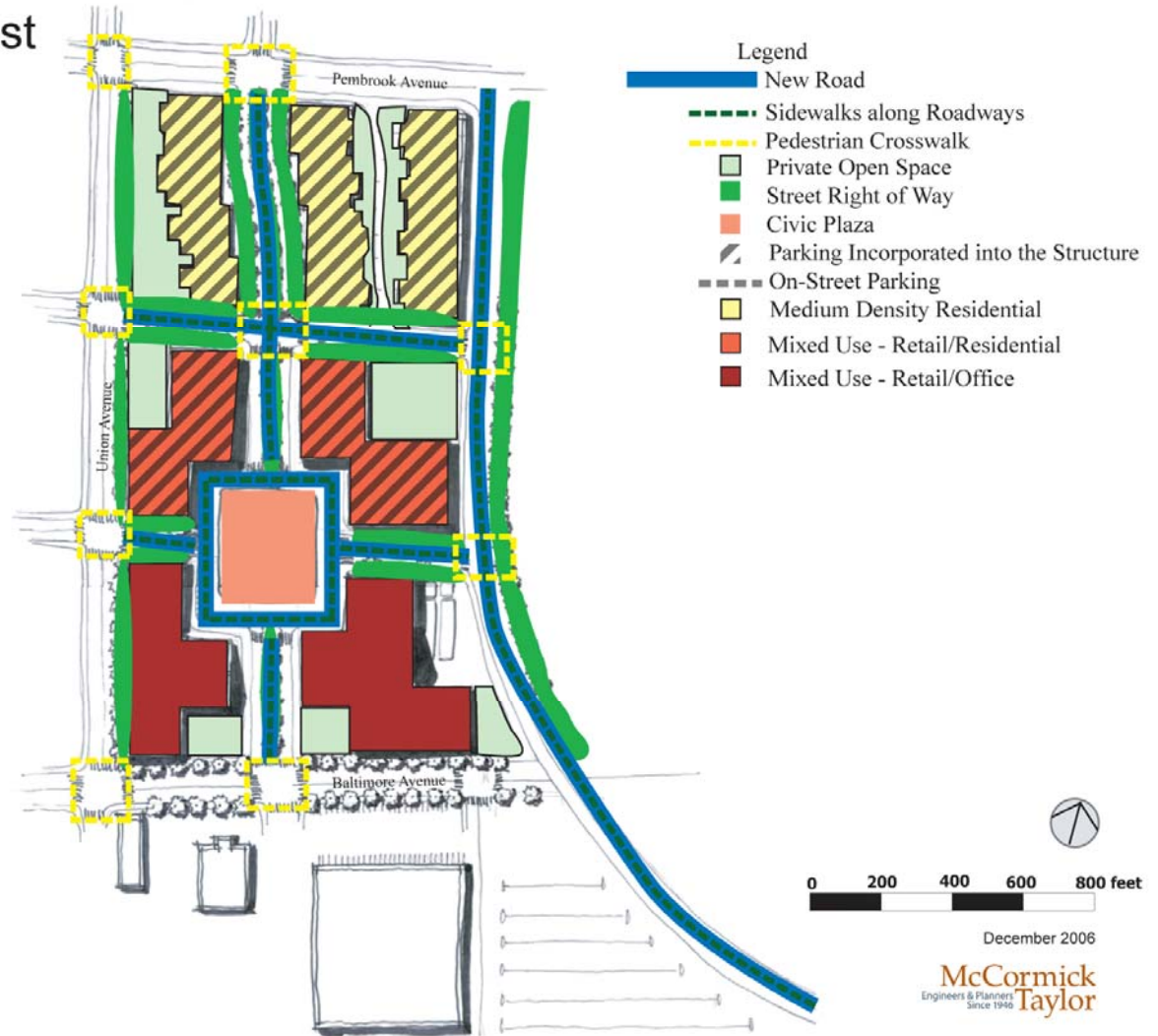


Baltimore Avenue Revitalization Plan Upper Darby East

Upper Darby East

The area defined by Pembroke Avenue to the north, Union Avenue to the west, Baltimore Avenue to the south, and the PECO right-of-way to the east is identified as the Upper Darby East priority area. It is currently made up of both vacant and underutilized parcels. Both the former Acme and Superfresh sites are unoccupied and represent major development opportunities. The Post Office site could be reused for mixed-use development, accommodating a retail postal facility while certain activities, such as sorting, are moved elsewhere.

A key part of the recommended plan for this area is to integrate it better with adjacent areas. The road network from surrounding areas is recommended to penetrate the site and allow for improved neighborhood mobility as well as access to new development sites. New mixed-uses will provide increased opportunities for local services and open space.



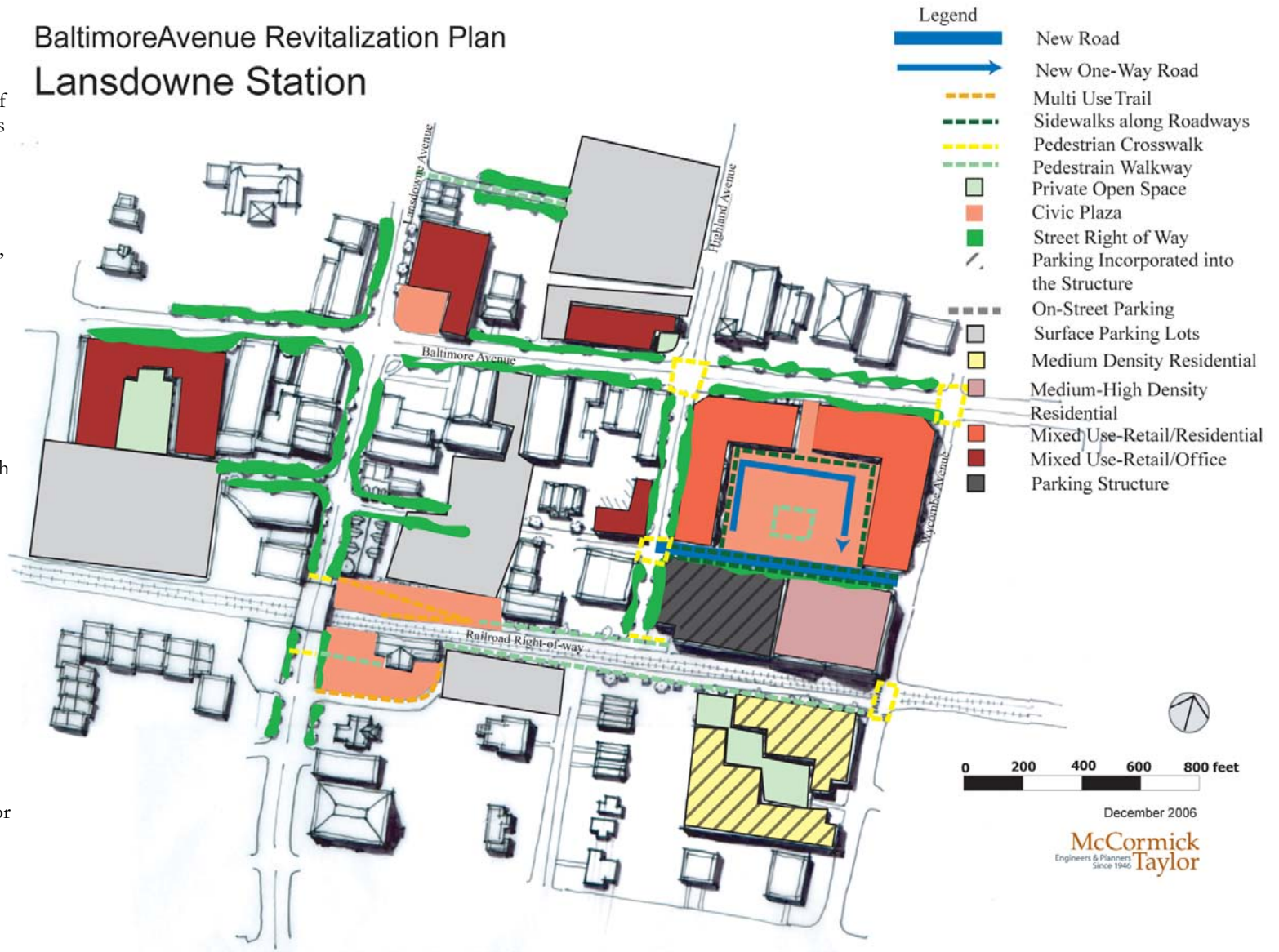
Lansdowne Station

The Lansdowne Borough segment of the Baltimore Avenue corridor offers the unique condition of having its main shopping street, Lansdowne Avenue, bisect the corridor. This area has achieved some success in attracting new residential investment, as well as retail and restaurant uses. The priority area plan seeks to develop and redevelop sites near the train station and ones accessible to it for mixed-uses.

While Lansdowne Avenue's existing development is a core asset, there is additional revitalization potential with vacant and underutilized lots along Baltimore Avenue and close to the Lansdowne Regional Rail Station. These vacant and underutilized sites may be developed with higher density, mixed-use developments, accessible to the station and constituting Transit Oriented Development.

Providing increased accessibility to, visibility of, and parking capacity at the Lansdowne Station would increase its local value as a catalyst for development. Additional parking facilities; direct, safe, and identifiable access to the station; and associated civic space could generate increased ridership and increased interest in living, shopping, dining, and recreating in Lansdowne.

Baltimore Avenue Revitalization Plan Lansdowne Station



Clifton Heights East

The area bounded by Darby Creek to the north and east, the R-3 Regional Rail line to the south, and Glenwood Avenue to the west, in the Borough of Clifton Heights, offers large, developable parcels, with high visibility from Baltimore Avenue and historic, architecturally-significant, loft-style mill buildings. This area could present developers the opportunity to develop a signature, mixed-use building accommodating retail, residential, and office uses.

Some of the physical conditions of this area, with steep grades down to Darby Creek and up to the Gladstone Station, present certain development limitations, but there are extensive areas available for development and redevelopment. Several multi-story buildings may be constructed to line both sides of Baltimore Avenue. Access by private vehicles, transit, shuttle buses, pedestrians, and bicyclists is supported.

The streetscape along Baltimore Avenue should create an identity for this area and draw patrons. Residential and office uses that serve as a “captive” market for ground floor retail uses are accommodated in upper floors of the proposed mixed-use buildings.

The historic, but largely underutilized or vacant mill buildings to the south are candidates for rehabilitation. Residential developers could capitalize on the key life stage segments seeking this type of housing by providing attractive units with high ceilings, large windows, wood floors, and architectural detailing as well as outdoor landscaped areas.

Baltimore Avenue Revitalization Plan Clifton Heights East



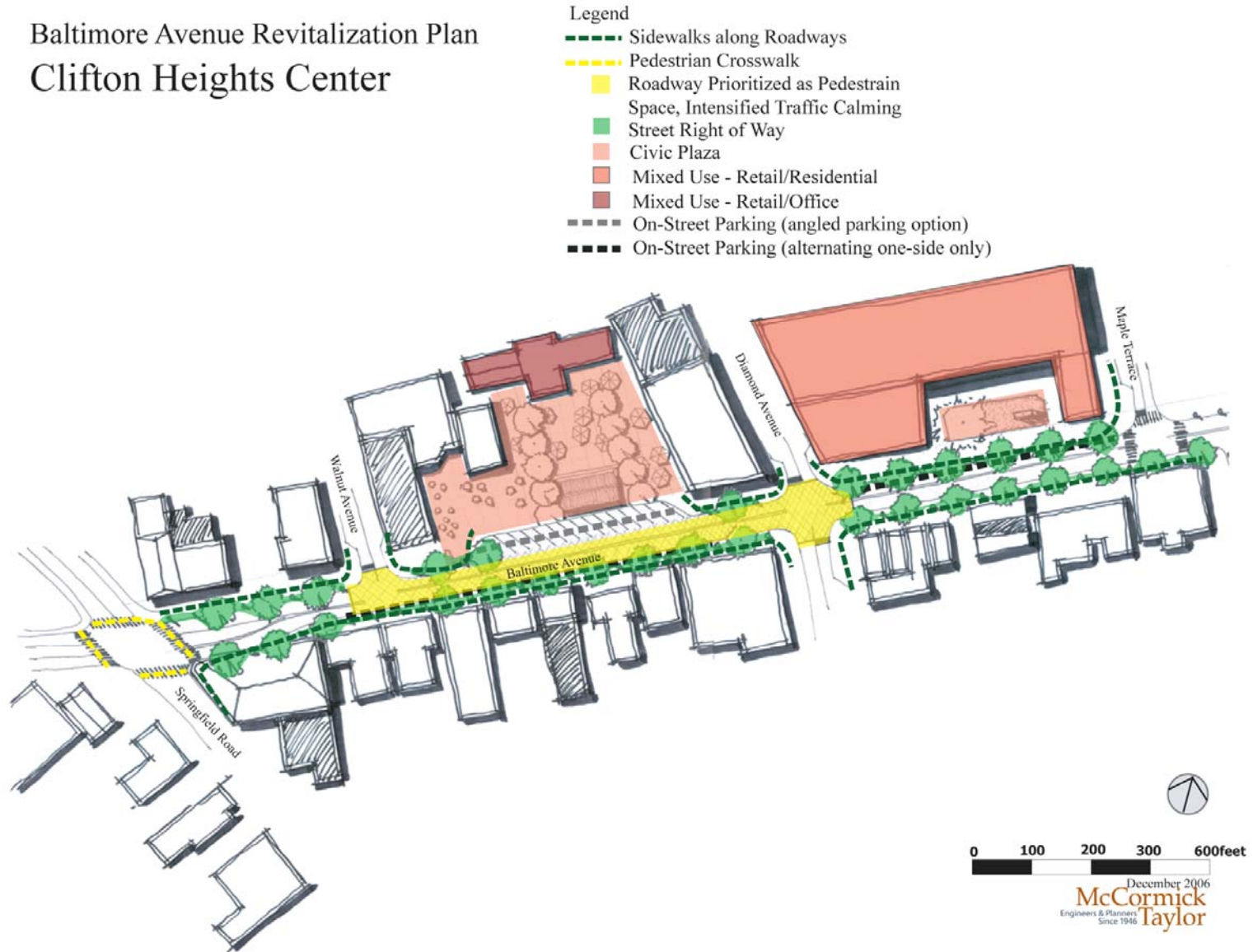
Clifton Heights Center

Baltimore Avenue, from Maple Terrace to Springfield Road in the Borough of Clifton Heights, is characterized by an early twentieth-century “Main Street” environment. After decades of absorbing the impacts of increasing through traffic along the corridor and retail competition from suburban shopping centers, the area is currently underutilized, with many stores vacant. Improvements to the public right-of-way, design standards for future redevelopment, and new opportunities for small, independent business owners to open stores should be the catalysts for revitalization in this area.

A physically-defined streetscape with strong traffic-calming aspects is the basis for the concept plans for the Clifton Heights East priority area. To overcome the limits of a right-of-way of limited width, relatively narrow through vehicular lanes are combined with a cartway constructed of unit pavers and generous-width sidewalks. The intent is to slow traffic and to allow for safe passage of pedestrians across the street and along sidewalks.

Future changes to this area include adaptive reuse of existing buildings as well as new, proposed buildings. In both cases, large pedestrian plaza spaces within the building setback are intended to allow for café seating, retail merchandise displays, and spaces to hold neighborhood gatherings such as outdoor flea markets and festivals.

Baltimore Avenue Revitalization Plan Clifton Heights Center



PRIORITY AREA RECOMMENDATIONS - MARKET EVALUATION

The sustainability of the recommended uses is evaluated based on current market demand already identified and/or demand that may be induced by the development programs recommended for the six opportunity nodes.

EVALUATION OF RECOMMENDED RESIDENTIAL PROGRAM

The sustainability of the recommended residential development is tested by measuring what might be considered reasonable growth in the existing housing inventory, consistency with population projections in the Primary Trade Area, and planned or proposed residential developments identified during the market analysis.

The recommended development programs for the six opportunity nodes along Baltimore Avenue would result in the addition of 1,990 to 2,550 residential units in the Primary Trade Area. As indicated below, each of the opportunity nodes would receive some residential development, including:

- Angora: 400 to 450 units
- Yeadon: 500 to 600 units
- Upper Darby: 400 to 500 units
- Lansdowne: 200 to 350 units
- Clifton Heights East: 450 to 600 units
- Clifton Heights Center: 40 to 50 units.

In 2000, the Primary Trade Area contained a total of 83,780 housing units, of which 62,523 were in one- and two-family

townhouses and in multi-family apartment buildings with 3 to 19 units. Interviews with real estate professionals and field observations of the existing low-to-medium-density, multi-family residential inventory indicated that the most likely market for new residential development would be in for-sale units and rentals targeted to singles, young professional couples and young families, and empty nesters with moderate to affluent incomes who prefer to live in the city or close-in suburbs (see discussion below). The market analysis also determined that the increasing cost of living in neighborhoods such as Center City and University City was already forcing some of the households in these categories to look for more affordable alternatives in the close-in suburbs.

Thus, development of 1,990 to 2,550 residential units in the Primary Trade Area would result in a minimal 3 to 4 percent increase in the housing inventory. Interviews with real estate developers actively searching for residential development sites in the Baltimore Avenue corridor study area indicated that they were prepared to build approximately 100 units on appropriately sized sites. The development of two to three residential projects of this size would result in a minimal increase in the housing inventory of about 0.5% per year, with overall absorption occurring within 8 to 10 years.

Population projections for the Primary Trade Area indicate that without initiatives, communities in the corridor would experience an anticipated decline of about 2.5 percent in the number of residents between 2005 and 2010, with the trend in negative population growth continuing after 2010, but at a slower rate. Each of the townships and boroughs in the Primary Trade Area is projected to experience a decline in its population to 2010 and

beyond. The number of new residential units recommended in the development programs could stem that decline and would be sustainable for several reasons. At a minimum, there is always need to replace an aging housing stock, and that condition certainly exists in the Primary Trade Area. In addition, the median housing values in communities surrounding the trade area are typically \$150,000 to more than \$200,000, which is significantly higher than within the trade area. These communities include nearby University City, Center City, and suburban communities north and west of the trade area, such as Springfield, Marple, and Haverford Townships. Housing values in communities adjacent to the Primary Trade Area are increasing at a faster rate than within the trade area. This condition will make the housing stock in the trade area increasingly more desirable, particularly to certain segments of the market.

In 2005, the Primary Trade Area contained about 74,400 households. Using Claritas' PRIZM database, the market analysis segmented these households by life stage, and the results indicated a high proportion of key segments that represent a significant part of the market for new residential units in the Primary Trade Area. For example, approximately 20 percent of the households are categorized as Young Achievers, compared to about 10 percent nationwide. This group includes young singles, typically in their twenties, who have recently settled in metropolitan area neighborhoods, and prefer to rent apartments in the city or close-in suburbs. Their incomes range from working-class to well-to-do.

Another prominent life stage segment in the Primary Trade Area is the Young Accumulators. This group accounts for nearly 16 percent of the households and, like the Young Achievers group,

their representation in the trade area is about twice the national average. This group is ethnically diverse, is typically college educated, and works in a mix of white collar and managerial and professional jobs. They have "upscale" lifestyles and prefer mid-sized homes in the suburbs.

The affluent empty nester segment represents about 7 percent of the households in the Primary Trade Area, the same as the national average. This group is typically over the age or 45, college educated, childless, and hold executive or professional positions.

Together these three segments account for about 43 percent of the households in the Primary Trade Area (about 31,200), compared to about 25 percent nationwide, indicating that the trade area is already attractive to these groups. With the recommended programmatic improvements in urban design and anticipated additions to the range and quality of goods and services and amenities typically sought by these segments, the Baltimore Avenue corridor is likely to attract these key life stage segments in greater numbers. A modest 1% increase annually in these three key segments alone would generate demand for 300 additional residential units, accelerating the absorption rate to about one year. Over a 10-year period, the Baltimore Avenue corridor could likely sustain more than 3,000 new residential units.

EVALUATION OF RECOMMENDED RETAIL PROGRAM

The sustainability of the recommended retail development is tested by measuring:

- consumer expenditures that are currently flowing out of the Primary Trade Area;
- potential to increase capture rates for certain types of retail goods and services;
- potential to increase retail sales within the Primary Trade Area;
- buying power that would be added to the Baltimore Avenue corridor by potential new residents attracted to the area by recommended residential development.

The recommended development programs for the six opportunity nodes along Baltimore Avenue would result in the addition of 660,000 to 820,000 square feet of retail space in the Primary Trade Area. As indicated below, each of the opportunity nodes would receive some retail development, including:

- Angora: 80,000 to 110,000 sq. ft.
- Yeadon: 170,000 to 190,000 sq. ft.
- Upper Darby: 150,000 to 180,000 sq. ft.
- Lansdowne: 50,000 to 75,000 sq. ft.
- Clifton Heights East: 200,000 to 250,000 sq. ft.
- Clifton Heights Center: 10,000 to 15,000 sq. ft.

The size of individual retail programs for the six opportunity nodes would be equivalent to what are typically categorized as neighborhood shopping centers and community shopping centers. Neighborhood retail centers have a median size of 59,850 sq. ft. in the Eastern United States; community centers have a median size of 209,390 sq. ft. Neighborhood shopping centers typically contain small stores offering convenience goods, and are generally anchored by a supermarket. Community

shopping centers offer a broader mix of stores, including comparison goods (or shoppers goods), as well as some convenience goods and services, such as banks. A discount department store or large supermarket is generally the anchor tenant in community shopping centers. The recommended retail development in each of the six opportunity nodes would not necessarily be configured like a community or neighborhood shopping center, although the ground floor space would typically be allocated to retail use.

The retail market analysis prepared as part of this study indicated that the consumer expenditure potential or buying power for convenience goods, shoppers goods, eating and drinking, and building materials was about \$1.7 billion in the Primary Trade Area in 2004. Of that amount, retailers in the trade area were capturing about \$1.2 billion, or about 68 percent of the available expenditures. Typically residents in a trade area provide between 70 and 80 percent of the repeat business for retailers,² indicating that the Primary Trade Area for Baltimore Avenue retailers is performing about as well as might be expected. However, a closer look at the data indicates that two categories of retail establishments are doing better than might be expected, specifically food stores and building materials stores. It is clear from the data that stores like the Giant Supermarket and Home Depot are attracting sales in sizeable amounts from outside the trade area.³ At the same time, shoppers goods retailers, such as

² *Shopping Center Development Handbook, Third Edition*, Urban Land Institute, Washington, D.C., 1999.

³ The capture rate for food stores in the Primary Trade Area was 120 percent in 2004; and 176 percent for building materials stores. See Table 23 in the Market Analysis.

general merchandise stores, clothing stores, furniture stores, and miscellaneous retail stores such as sporting goods stores and jewelry stores, are capturing less than 40 percent of the available expenditures for these types of goods. Undoubtedly, the concentration of shoppers goods retailers outside the Primary Trade Area, including the Springfield Mall to the west and Center City merchants to the east, are drawing retail dollars out of the local trade area. Even eating and drinking establishments are capturing significantly fewer dollars than residents have to spend in restaurants and bars, just 57%.

Closer examination of the data reveals significant amounts of uncaptured expenditures in certain retail categories within the townships and boroughs that make up the Primary Trade Area. For example, the restaurants in Lansdowne capture only 40 percent of the eating and drinking expenditures made by residents living in the borough. Residents of Yeadon spend less than a third of their overall retail buying power in the borough. Residents in West Philadelphia spend less than 40 percent of their consumer expenditures in their neighborhood, including about half of their expenditures in restaurants and supermarkets, and less than 30 percent of their expenditures of shoppers goods. Again, it is important to note that the retail economy in Primary Trade Area as a whole is functioning well, in part because many residents are shopping within the trade area and because some of the high power big box retailers like Giant and Home Depot are attracting retail dollars from people living outside the trade area.

Despite the overall retail capture rate of 68 percent, the market analysis indicates that there is still room for the retail economy to grow, particularly in the shoppers goods and eating and drinking categories, and in convenience goods to a lesser extent. To

improve the accessibility of stores to local residents, the lower retail capture rates in West Philadelphia, Yeadon, East Lansdowne, and Lansdowne indicate that the focus of retail expansion should be in the eastern portion of the Baltimore Avenue corridor.

The analysis indicates that there is the potential to increase the retail capture rates significantly among the residents in West Philadelphia and Yeadon, and to a lesser extent among residents in East Lansdowne and Lansdowne, with little to no increase in the capture rates among residents of Upper Darby and Clifton Heights. A moderate 7 percent increase in the capture rate within the Primary Trade Area would retain an additional \$124.5 million in retail sales in the trade area, raising the overall capture rate in the Primary Trade Area to about 75 percent.

To estimate how much new retail space could be supported by \$124.5 million in retained retail sales, we assumed that the sales per square foot in the new space would be equal to the median sales per square foot for community shopping centers in the Eastern United States, since the recommended retail program would be within the range of community sized shopping centers in four of the six opportunity nodes. In 2005 dollars, median sales per square foot would equal about \$278. Assuming all of the new retail space would perform at the median, the Primary Trade Area could sustain an increase of approximately 450,000 square feet spread across shoppers goods stores, convenience goods stores, and eating and drinking establishments.

To get a more comprehensive picture of the future demand for retail space, we examined the buying power of the new households that could be attracted to the area by the construction

of 2,550 new housing units (the upper range of new units described in the residential development program). These new households would likely have annual incomes of about \$50,000, which would be necessary to support mortgages for new residential units (townhouses and 1- to 3-bedroom condominiums) priced at an average of \$200,000. Using the Consumer Expenditure Survey developed by the U.S. Department of Labor, Bureau of Labor Statistics, we estimate that these households would spend about \$13,000 per year for goods and services in the shoppers goods, convenience goods, and eating and drinking categories – of which about \$9,000 would be spent within the Primary Trade Area. Their spending would generate \$24 million in new retail sales, capable of sustaining about 87,000 square feet of additional retail space. The combination of increasing the capture rate among existing residents and retaining the retail expenditures of about 2,550 new households would sustain about 535,000 square feet of new retail space along the Baltimore Avenue corridor.

As noted above, the development program would create approximately 660,000 square feet of new retail space at the low end of the recommended range. This evaluation recommends that the retail development program be kept at the lower end of the range, and that the new construction be largely focused in the Angora Station, Yeadon, Upper Darby, and Lansdowne opportunity nodes. In addition, it is very likely that the new retail space will consist of a mix of big box stores (probably a discount department store or wholesale club, given the relatively low capture rate for shoppers goods throughout the Primary Trade Area) and smaller spaces that could accommodate restaurants and specialty retailers, including specialty food stores. Since the demand for this space is predominantly driven by existing

residents in the trade area, the development and absorption of additional retail space could occur within a short time frame. As the Baltimore Avenue corridor becomes revitalized over time (8 to 10 years), the mix of new destination retail activities, including restaurants, entertainment, and big box stores is likely to attract consumers from outside the trade area, increasing the demand for retail space. The recommended retail program would be capable of absorbing future demand and therefore is of an appropriate scale.

EVALUATION OF RECOMMENDED OFFICE PROGRAM

The market analysis revealed that the office market throughout the suburban Philadelphia region is languishing. The market study noted that the vacancy rate in the Philadelphia suburbs was 20.4 percent in the 2nd quarter of 2005, declining slightly from 21.1 percent in the 4th quarter of 2004. Since the market analysis was completed, the suburban office vacancy rate continued to decline, dropping to 19 percent in the 2nd quarter of 2006. Despite this trend, office vacancy rates in the Philadelphia suburbs remain very high.

The market is no better in Delaware County itself, where office vacancies declined to 21.0 percent in the 2nd quarter of 2006 from 24.7 percent in the 2nd quarter of 2005, and from an astronomical 33.3 percent in the 2nd quarter of 2004. The exceptionally high vacancy rates in Delaware County and in the suburban Philadelphia area at large make the recommended office development program, ranging from 292,000 to 425,000 square feet, unsustainable at this time.

The office market conditions in the Baltimore Avenue corridor study area are exacerbated by the lack of quality office space. Much of the existing office product is obsolete and substandard, particularly offices located above street level commercial space. However, there are examples of adaptive reuse of industrial buildings within 10 blocks of the study area for research and development space (R&D) in association with Drexel University and the University of Pennsylvania. There are a few sites within the six opportunity nodes that offer similar potential for office development, particularly the Yeadon Commons site, which is closest to University City, and the mill buildings in the Clifton Heights East site. Marketing these properties for R&D or other office use will require significant pre-leasing efforts. This space could not be built on speculation, thus the time frame for absorption is unknown.

There are indications, however, that office market in Delaware County may be improving enough to build a small amount of speculative office space. For example, the net absorption of office space in Delaware County was 66,281 square feet in the 4th quarter of 2005, continuing with modest negative absorption of 5,953 square feet in the 1st quarter of 2006, and surging to a positive net absorption of 148,755 square feet in the 2nd quarter of 2006.⁴ Therefore, there may be a burgeoning market for contemporary office space in the Baltimore Avenue corridor, particularly if it is built as part of mixed-use buildings rather than as free-standing office buildings. The sustainability of this office space would be improved by proximity and accessibility to the R3

Regional Rail line, such as in Angora Station, Lansdowne Station, and Upper Darby East (if and when the recommended shuttle right-of-way is available). On the whole, however, minimal amounts of office space should be incorporated in mixed-use projects that have greater sustainability in the near-term, such as residential and retail developments. More substantial amounts of office space, especially free-standing office buildings, should only be incorporated in development programs when the vacancy rate dips below 12 percent or when prospects for a major tenant or single user improve. The recommended office development program, *i.e.* up to 425,000 square feet, would allow for a few moderate-sized free-standing office buildings (50,000 to 100,000 square feet), if the demand arises, plus smaller amounts of office space to serve local demand (doctors, lawyers, architects, insurance, and other professional users) within the recommended mixed use developments along the corridor.

⁴ GVA Smith Mack, Quarterly Commercial Market Reports, Suburban Philadelphia.

IMPLEMENTATION

Realizing the vision recommended by the Baltimore Avenue Corridor Revitalization Plan will require participation from all of the municipalities located within the study area. Early actions, such as publicizing the Plan and updating development regulations, should serve to jump-start the revitalization process by generating interest from a wide variety of potential supporters, including private sector investors. Streetscape improvements may be realized over time as development occurs and as funding may be acquired.

Support from all levels of the Baltimore Avenue community and from its public and private planning partners is required now and will need to be sustained in order to achieve all of the goals of the Plan. This chapter outlines implementation strategies for the key recommendations of the Plan and an Action Plan to get the implementation process rolling.

Communities may elect to pursue outside assistance for a variety of approaches including funding sources and technical assistance from the Federal and State for programs such as the Elm Street, Main Street, and Transportation Revitalization Investment District (TRID) programs and planning assistance from DVRPC and the State. Communities may also wish to consider adopting Redevelopment Area Plans, as the City has done with the Angora Redevelopment Area, in order to advance revitalization. Possible funding sources for these revitalization efforts are identified at the end of this chapter.

Baltimore Avenue Corridor Revitalization Plan Executive Summary

Recommendation	Implementation Strategy	Actors
A. Develop designated priority areas as mixed-use tracts, with retail, residential, office, institutional/community and open space components.	1. Devise focused master/urban design plans for each priority area and adopt them as amendments to local comprehensive plans.	<ul style="list-style-type: none"> • Corridor Consortium • Local Task Forces • Local Planning Commissions • Local Governing Bodies • Delaware County Planning Dept. • Philadelphia City Planning Commission
	2. Devise and adopt new MX Mixed-Use zoning district regulations for each priority area.	<ul style="list-style-type: none"> • Corridor Consortium • Local Task Forces • Local Planning Commissions • Local Governing Bodies • Delaware County Planning Dept. • Philadelphia City Planning Commission
	3. Produce and distribute marketing brochures for priority areas.	<ul style="list-style-type: none"> • Corridor Consortium • Local Task Forces • County/City Commerce Depts.
	4. Solicit developers to construct mixed-use complexes at priority areas.	<ul style="list-style-type: none"> • Corridor Consortium • Local Municipalities • County/City Commerce Depts. • Local Organizations
	5. Review and approve land development plans for priority areas.	<ul style="list-style-type: none"> • Local Planning Commissions • Local Governing Bodies
	6. Construct mixed-use complexes at priority areas.	<ul style="list-style-type: none"> • Developers

Recommendation	Implementation Strategy	Actors
<p>B. Establish a Baltimore Avenue streetscape that is attractive, supports pedestrian mobility and safety, and that visually unifies the entire corridor.</p>	<p>1. Devise and adopt Corridor Overlay zoning district regulations for the length of Baltimore Avenue.</p>	<ul style="list-style-type: none"> • Corridor Consortium • Local Task Forces • Local Planning Commissions • Local Governing Bodies • Delaware County Planning Dept. • Philadelphia City Planning Commission
	<p>2. Apply for Federal, State, and foundation/private funding to design and construct streetscape and façade improvements.</p>	<ul style="list-style-type: none"> • Corridor Consortium • Local Municipalities • County/City Planning • PennDOT
	<p>3. Construct gateways and demonstration area streetscape improvements.</p>	<ul style="list-style-type: none"> • Corridor Consortium • Local Municipalities • PennDOT
	<p>4. Construct streetscape improvements in conjunction with priority area development.</p>	<ul style="list-style-type: none"> • Developers • PennDOT
	<p>5. Construct streetscape improvements in conjunction with transportation safety and congestion relief projects.</p>	<ul style="list-style-type: none"> • PennDOT • Corridor Consortium • Local Municipalities • County/City Planning
	<p>6. Acquire/conservе open space, greenways and/or civic spaces along the corridor.</p>	<ul style="list-style-type: none"> • Local Municipalities

Recommendation	Implementation Strategy	Actors
C. Promote the corridor as a place to live, shop, work, play, and invest.	1. Produce and distribute marketing brochures for the corridor as a unified district.	<ul style="list-style-type: none"> • Corridor Consortium • County/City Commerce Depts.
	2. Initiate corridor-wide cultural events, markets, and fairs.	<ul style="list-style-type: none"> • Corridor Consortium • Cultural/arts organizations • Other local organizations • Business operators and property managers
	3. Solicit developers to construct new buildings and renovate suitable existing structures.	<ul style="list-style-type: none"> • Corridor Consortium • Local Municipalities • County/City Commerce Depts. • Local Organizations
	4. Construct gateways and demonstration area streetscape improvements	<ul style="list-style-type: none"> • Corridor Consortium • Local Municipalities • PennDOT

Baltimore Avenue Corridor Revitalization Plan Executive Summary

Recommendation	Implementation Strategy	Actors
D. Provide increased opportunities for public transportation.	1. Establish a bus route that runs along Baltimore Avenue from the western edge of the corridor to 52 nd Street.	<ul style="list-style-type: none"> • SEPTA
	2. Route buses to provide close connections to/from Regional Rail stations.	<ul style="list-style-type: none"> • SEPTA
	3. Establish local circulator services within the corridor, including a route that links priority area developments near the Fernwood-Yeadon station to that station.	<ul style="list-style-type: none"> • Delco TMA • Business operators and property managers
	4. Install shelters/canopies at bus stops.	<ul style="list-style-type: none"> • SEPTA • Delco TMA
	5. Construct access and visibility improvements for Regional Rail stations including: increased vehicular and bicycle parking, safety improvements to sidewalks and crosswalks leading to the station, increased wayfinding to the station, and commuter furnishings at the station.	<ul style="list-style-type: none"> • SEPTA • Local Municipalities • Developers

Recommendation	Implementation Strategy	Actors
E. Provide increased opportunities for bicycle use.	1. Establish a designated bike route through the corridor, making use of streets parallel to Baltimore Avenue, with bike lanes and route identification signs.	<ul style="list-style-type: none"> • Corridor Consortium • Local Municipalities • County/City Planning • Streets/Public Works
	2. Install bike racks along the corridor.	<ul style="list-style-type: none"> • Corridor Consortium • Local Municipalities • Developers • Business operators and property managers

Baltimore Avenue Corridor Revitalization Plan Executive Summary

ACTION	TIMING	PRIMARY RESPONSIBLE PARTIES
Establish Baltimore Avenue Corridor Plan Implementation Consortium.	Immediate	<ul style="list-style-type: none"> • Municipalities • Delaware County Planning Dept. • Philadelphia City Planning Commission
Produce and distribute Corridor Plan brochure.	Within 6 months	<ul style="list-style-type: none"> • Corridor Consortium
Devise focused master/urban design plans for each priority area.	Within 1 year	<ul style="list-style-type: none"> • Municipalities
Adopt Corridor Overlay Zoning	Within 1 year	<ul style="list-style-type: none"> • Municipalities • Delaware County Planning Dept. • Philadelphia City Planning Commission
Adopt new MX Mixed-Use zoning for priority areas.	Within 1 ½ years	<ul style="list-style-type: none"> • Municipalities
Construct mixed use complexes at priority areas.	Varies	<ul style="list-style-type: none"> • Developers
Designate bike route parallel to Baltimore Avenue.	Within 2 years	<ul style="list-style-type: none"> • Corridor Consortium • Municipalities
Initiate corridor-focused community cultural events.	Within 6 months	<ul style="list-style-type: none"> • Corridor Consortium
Develop Urban Design Plan for gateway and demonstration area streetscape improvements.	Within 2 yrs.	<ul style="list-style-type: none"> • Corridor Consortium • Municipalities
Construct gateways and demonstration area streetscape improvements.	Within 3 yrs.	<ul style="list-style-type: none"> • Corridor Consortium • Municipalities
Establish corridor-long surface transit route and local circulator transit services.	Within 5 yrs.	<ul style="list-style-type: none"> • SEPTA • Delaware County TMA
Complete corridor-wide streetscape improvements.	Within 10 yrs.	<ul style="list-style-type: none"> • Municipalities

FUNDING SOURCES

FEDERAL

Community Development Block Grant

Community Development Block Grant (CDBG) funds can be used for housing and economic development projects for historic buildings.

Safe Routes to School

Federally-available funding for a wide variety of programs and projects, from building safer street crossings to establishing programs that encourage children and their parents to walk and bicycle safely to school.

Transportation Enhancement Projects

Federal funding to support projects that are designed to foster more livable communities, preserve and protect environmental and cultural resources, and to promote alternative modes of transportation. Funds are available for design, right of way acquisition, and construction.

Tax Credits

Low Income Housing Tax Credit – Credit provided where projects meet rehabilitation guidelines.

Historic Rehabilitation Tax Credit – Credit provided where projects meet rehabilitation guidelines.

HUD Sec. 202 Supportive Housing for the Elderly

Specifically a potential funding source for the Angora Station, HUD provides grants to private, nonprofit organizations to help finance the construction, rehabilitation, or acquisition of

structures that will serve as supportive housing for very low-income elderly persons, and provides rent subsidies for the projects to help make them affordable.

PENNSYLVANIA

Department of Community & Economic Development

(www.newpa.com) (identifying resources and strategies for business and community growth in the State). The Land Use Planning and Technical Assistance Program (LUPAT) provides grants to local governments for land use planning activities. The DCED New Communities Program assists communities in integrating the revitalization of downtowns with that of industrial/manufacturing areas. DCED's Community Revitalization Program provides grants for community revitalization and improvement projects.

Downtown Center (padowntown.org) (training and technical assistance offered in five year grant cycles).

Main Street – Developed by the National Trust for Historic Preservation in 1980, the program outlines four key components for community-based revitalization: design, promotion, organization, and economic restructuring. If program criteria are met, a Main Street community receives State technical assistance and grants for commercial revitalization projects. Different program levels can provide full or partial funding for economic development, preservation, and promotion activities. Main Street communities can also develop additional tools, such as Business Improvement Districts in conjunction with the state program.

Elm Street – The State has recently passed the Elm Street Bill, which provides similar assistance to residential districts adjacent to Main Street communities. The program is intended to strengthen older communities by a “five-step” approach: Clean, Safe & Green; Neighbors and Economy; Design, Image, and Identity; and Sustainable Organization.

Association for New Urbanism in Pennsylvania (anupa.org) (educating and supporting New Urbanist principles and residential infill development).

Transportation and Community Development Initiative. Supporting local planning efforts to reverse the trends of disinvestment and decline in the Philadelphia region. Funding available for planning grants through the Delaware Valley Regional Planning Commission.

Transit Revitalization Investment Districts (TRID) (enabling legislation offering state support for planning and implementing transit-oriented development). This program is administered by the Department of Community and Economic Development (DCED) and PennDOT.

Pennsylvania Industrial Development Authority (PIDA) provides low-interest loans for eligible commercial projects, including research and development, computer/operations centers, multi-tenant projects, as well as traditional manufacturing and industrial projects. PIDA’s First Industries Fund provides low interest financing for agriculture and tourism-related businesses, including farmers’ markets.

MULTI-MUNICIPAL

Business Improvement District. A BID can assess collections from a group of property owners and/or business owners, for the purpose of economic development. Different policing powers and legal implications are implied with the formation of a Special Service District or a Neighborhood Improvement District.

Joint Purchasing (Service Sharing). Multiple municipalities can join together with the purpose of reducing the costs of purchases and/or services.

Community Development Block Grants. Some local governments, such as the City of Philadelphia and Upper Darby Township, qualify to receive CDBG funding directly from the Federal government. Local governments that may be ineligible for Federal funding directly from the U.S. Department of Housing and Urban Development are eligible for funding through Delaware County’s Office of Housing and Community Development.

Philadelphia Industrial Development Corporation provides low-interest loan programs to encourage commercial and industrial development within the city. For example, PIDC provides loans through the HUD-108 program for projects that create jobs and improve blighted areas. Other programs include real estate tax abatement, job creation tax credits, and tax increment financing. Funds can be used for infrastructure, land acquisition, construction, and working capital.

